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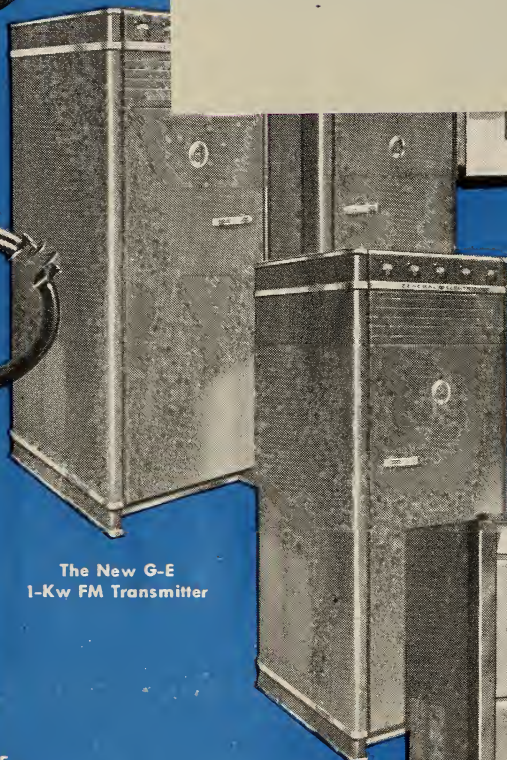
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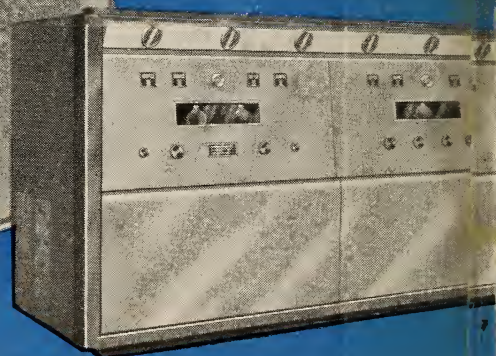
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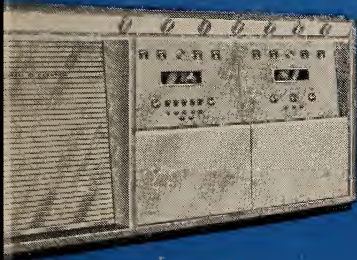
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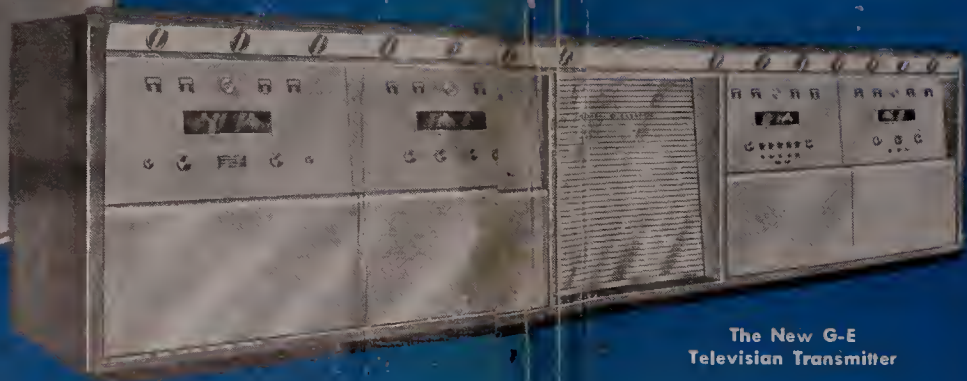
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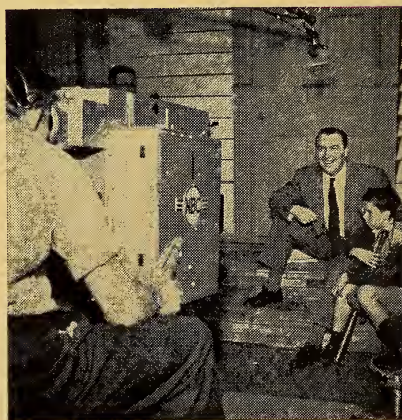
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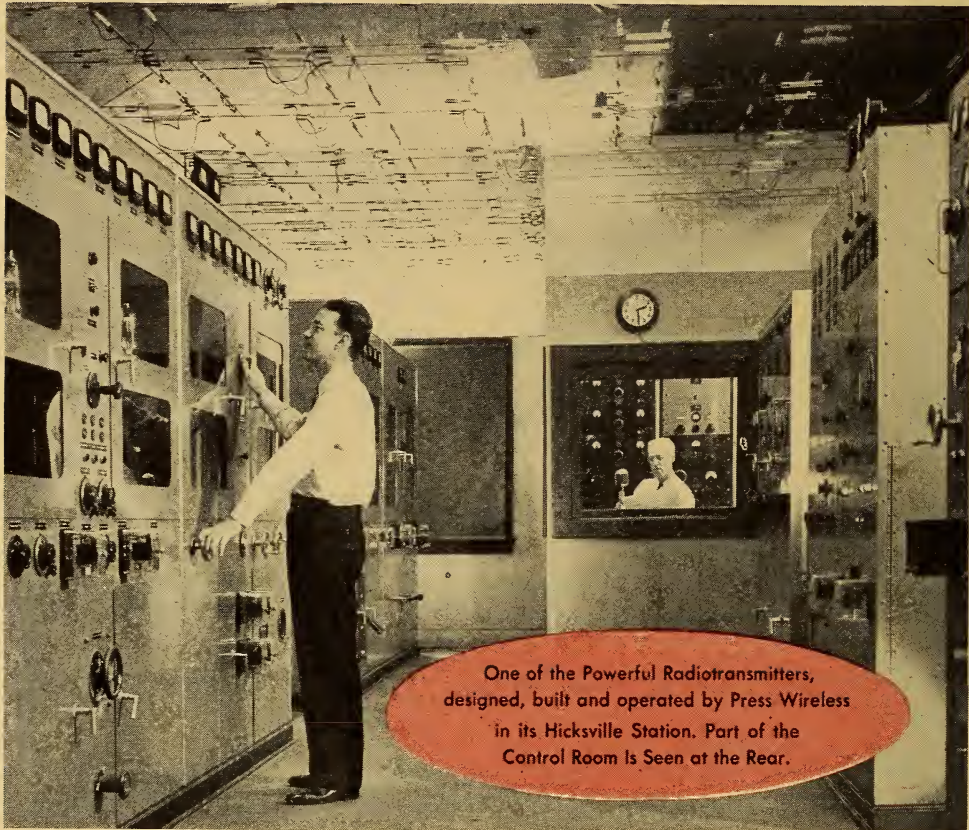
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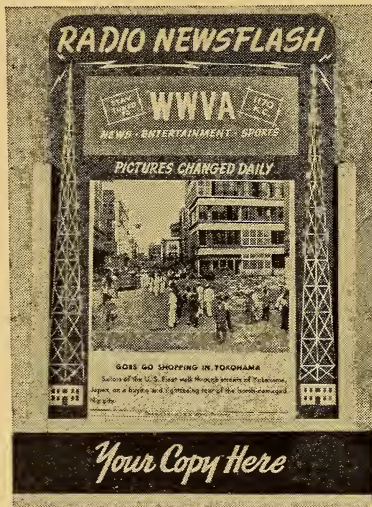
THE ONE, THE ONLY and THE ORIGINAL!

TEL-PIC Displays and Service 362 RADIO STATIONS Coast to Coast

Each week more and more radio stations are contracting for TEL-PIC displays. Renewed contracts are our best evidence as to satisfaction. These stations range from 100 Watters to 50,000 Watters. Upon request we shall be happy to furnish names, etc.

← 17" →

TEL-PIC LEADS BECAUSE . . .



1—Pictures are mailed daily (not just a few a week).

2—100 Booklets to each subscriber gratis.

3—TEL-PIC displays attract attention . . . Because

4—Your station copy screened on glass panel in 4 colors.

5—Separate removable slides with your copy changed weekly or monthly for station and/or sponsor promotion.

6—Pictures are carefully selected for interest so as to attract more attention from passersby.

7—TEL-PIC owns its own printing plant.

8—TEL-PIC manufactures its own displays.

9—TEL-PIC uses Press Association (division of AP) pictures.

10—Most important of all . . .

TEL-PIC Originates not Imitates!

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

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

TEL-PIC SYNDICATE, Inc.

1697 Broadway

New York, N. Y.

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Greetings from
THE GREATEST SHOW ON EARTH



Ringling Bros and Barnum & Bailey

RADIO

FACES BUSIEST YEAR IN 25-YEAR HISTORY

By **PAUL A. PORTER**

*Chairman, Federal Communications
Commission*



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

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

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

Knottiest of the Commission's allocation problems was the proper location of FM, finally resolved by placing it at 88-108. Television was given the opportunity for immediate post-war development by the allocation of 13 channels below 300 Mc. The advocates of wide-channel color television were given opportunity to experiment in the 480-920 Mc band.

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

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

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

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

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

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

For Complete FCC Personnel Please Turn to Page 225



We're trying to act our ages

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

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

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

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

American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA



RADIO

Greatest Social Force World Has Ever Known

By
JUSTIN MILLER

President, National Association of Broadcasters

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

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

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

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

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

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

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

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

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

For Complete NAB Section and Personnel Please Turn to Page 898

Thanks

To the radio editors of the
United States and Canada.

To my brothers, sister, and
the boys in the band.

To the Roosevelt Hotel.

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

And to our exclusive agents
and friends, MCA.

Guy Lombardo

Industry Outlook Bright For 1946-47

By *FRANK BURKE, Editor, RADIO DAILY*

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

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

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

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

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

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

Allocations Settled

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

to production in 1946.

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

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

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

Educational Outlook

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

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

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

LUCKY STRIKE

Presents

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

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DON WILSON
LARRY STEVENS

Written by

SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

TEN OUTSTANDING RADIO NEWS EVENTS OF 1945

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

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

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

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

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

•
The establishment of the United Nations organization in San Francisco.

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

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

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

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

Outstanding Broadcasts:

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

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

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

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

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



EDDIE CANTOR

"I LOVE TO SPEND EACH WEDNESDAY WITH YOU"

9 P.M., E.S.T. — N B C

Broadcasting Over 127 Stations for SAL HEPATICA and TRUSHAY

Programs Of 1945

-A Network Picture

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

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

AMERICAN

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

COLUMBIA

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

roundups of correspondents, built up toward a grand total of 1,398 hours of news of which total 529 were commercial. Talks, quizzes, discussions, interviews, etc., ran up 868 hours of which total 511 were commercial. These included public affairs, agriculture, household and other shows. Religious services, talks and music, hit 104 hours, but none of the 198 programs in this category was commercially sponsored.

MUTUAL

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

NATIONAL

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

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

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



MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY

TEN OUTSTANDING TELEVISION EVENTS OF 1945

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

●

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

●

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

●

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

●

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

●

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

●

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

●

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

●

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

●

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

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

HOPE



1938-1946

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

Reconversion Is Dominant Factor

By BRIGADIER GENERAL DAVID SARNOFF, President RCA

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

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

Crossing New Frontiers

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

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

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

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

Television Ready For The Home

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

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

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

(Please See Page 59)



**EDGAR BERGEN
and
CHARLIE McCARTHY**

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

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

A Place In The Sun For Women In Radio

By DOROTHY LEWIS, Coordinator of Listener Activity, NAB

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

JOAN DAVIS

Starring On The
"JOAN DAVIS SHOW"

For

"SWAN SOAP"

CBS—Every Monday Night

1946 Radio Market —Larger Than Ever

By WILLIAM NOBLE, President, Noble & Swars, Inc.

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

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

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

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

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

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

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

Future growth of family penetration by radio will be governed principally by the single factor of yearly family increase. With the present 91.0 per cent family coverage radio has practically reached the limit of response to advertised messages or to put it another way, radio has attained nearly complete coverage of selective families. However, most forecasts on number of families show substantial gains yearly up to and through 1960 and if the present coverage percentage prevails, then nearly all new families will become "Radio Homes."

For Major Markets—Radio Homes Section Please See Page 247

Bud Lou
ABBOTT and COSTELLO



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



On The Screen in
UNIVERSAL PICTURES



Exclusive Management
EDWARD SHERMAN

New York

Philadelphia

Hollywood

The Current Era Of Television

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For Television Complete—Please Turn To Page 965



Ed (Archie) Gardner

BMB Objective

A 'Yardstick'

By HUGH FELTIS, President, Broadcast Measurement Bureau

HOW many listeners have you got? And where are they located?

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

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

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

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

What Does BMB Measure?

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

How Does BMB Measure Listening?

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

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

vidual Station Reports.

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

Where Does BMB Measure?

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

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

BMB Survey

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

First Year's Progress

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



Thinking of you

KAY KYSER

COLGATE-PALMOLIVE-PEET
NBC—WEDNESDAY NIGHTS

Exclusive Management
MUSIC CORPORATION OF AMERICA

What FM Means To Education

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

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

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

Long Term Viewpoint

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

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

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

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

Network Difficulty

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

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

Conclusion

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

For Complete Section Devoted To FM Please Refer To Editorial Index



REXALL PROGRAM

Sponsored by United Drugs

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

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

Mgt. LOU CLAYTON

The Economic Role Of Advertising

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For List Of Advertising Agencies And Radio Accounts See Page 167



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

Sincerely

Dinah

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

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

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

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

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

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

Radio has great opportunities and responsibilities ahead in 1946!

(Continued from Page 45)

RECONVERSION -- By Brigadier General David Sarnoff

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

New Uses Of Television "Eyes"

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

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

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

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

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



Joan Brooks

C · B · S

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

Radio Expanding Rapidly On Coast

By RALPH WILK, West Coast Representative—*RADIO DAILY*

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

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

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

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

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

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

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

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

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

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

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

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



GARRY MOORE

on the air for

REXALL DRUG STORES

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

CBS

Washington Looks Toward Busy 1946

By *ANDREW H. OLDER, Staff Correspondent, RADIO DAILY*

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

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

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

Rarin' To Go

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

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

Washington is the center of all these

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

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

FCC Stiffens

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

Truman-Miller

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

13th Consecutive Year Presenting

THE ORIGINAL
"MAKE BELIEVE BALLROOM"



CREATED BY

AL JARVIS

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



ANOTHER AL JARVIS ORIGINAL
"CAN YOU TIE THAT"



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

Chicago Contends For Radio Honors

By *BILL IRVIN*, Staff Correspondent, *RADIO DAILY*

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

Construction Programs

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

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

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

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

More Studio Audiences

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

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

Additional Tele Plans

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

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



"Fibber McGee and Molly"

ELEVENTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

Canadian Radio Is On The March

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

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

Recommendations

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

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

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

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

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

Audience Main Factor

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

Spring Report

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

Rate Schedules

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

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

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

For Complete Listing of Canadian Stations—See Editorial Index



Question:

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

Answer:

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

New Developments In Electronics

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

DURING one of the most critical stages of the recent war when the shores of America were yet open to the threat of foreign invasion, Mr. F. R. Lack, Vice-President of the Western Electric Company, was called upon to address the annual meeting of the FMBI. He was asked to paint a word picture of the new developments and techniques Western would offer FM broadcasters in the postwar world. Worthy of repetition are the following words Mr. Lack used as he summed up industry's responsibility to a nation at war by stating Western's policy, "I am happy to say that we have nothing new to show you and nothing new to talk about. I am happy because I do not have to tell a soldier named Joe, who needed a radio very badly last month, that we could not deliver because we diverted some engineers and shop people to building the model of a new superdooper FM equipment to show you and thus strengthen our postwar position. I am sorry that I can't tell you when we will be able to talk. But, no one can tell me when the war will be over."

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

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

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

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


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

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

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

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

For Complete Equipment Section Please Turn to Page 1037



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

—The Billboard

Beatrice Kay

Management Counsel —

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

Exclusively on
COLUMBIA
RECORDS

Advantages Of ET Programs

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

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

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

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

Product-Test

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

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

Safe For Small Markets

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

Producer Is Important

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

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

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

Musicommercials by Novak

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

A Few Outstanding Musicommercial Gems:

SUPER-SUDS

ST. JOSEPH ASPIRIN

PENETRO NOSE DROPS

HI-SPOT (Canada Dry)

PALL MALL CIGARETTES

LIFE-BUOY

PIEL'S BEER

FRAM OIL FILTERS

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

CALL

FRANK NOVAK

TRAFALGAR 4-1999

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

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

SEVEN EIGHT NINE AND TEN LIT-TLE

1941—GROWTH OF STATIONS—1945

<i>As of:</i>	<i>Licensed Stations</i>	<i>Construction Permits</i>	<i>Special Broad- cast Stations</i>	<i>Total</i>
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027

** This figure includes 5 Special Broadcast Stations.

★ AMERICA'S MOST VERSATILE MUSICAL PERSONALITY

* 1946 Winner

ESQUIRE AWARD

DOWN BEAT POLL

METRONOME POLL

"THE OL' WOODCHOPPER HIMSELF"

Woody
Herman

AND HIS ORCHESTRA



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

Exclusively on COLUMBIA Records

Management Counsel —
GOLDFARB, MIRENBURG and VALLON

Bookings:
General ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Forecasting Sportscasting

By *BILL SLATER, President, Sports Broadcasters Association*

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

Postwar Status

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

Trends

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

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

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

Expansion

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

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



FRED WARING
and his
PENNSYLVANIANS

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

National Association Of Ed'c'l Broadcasters

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

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

ASSOCIATE MEMBERS

Western State Teachers College. Depends on commercial radio facilities.
 Miss Pearl RooserDepends on commercial radio facilities.
 Drake UniversityDepends on commercial radio facilities.

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

**International shortwave frequencies*



By Howard Chandler Christy

JEAN HERSHOLT

9th YEAR

"Dr. Christian"

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

Uses Of Radar In Peacetime

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

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

Advances in Electronics

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

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

Peacetime Needs

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

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

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

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

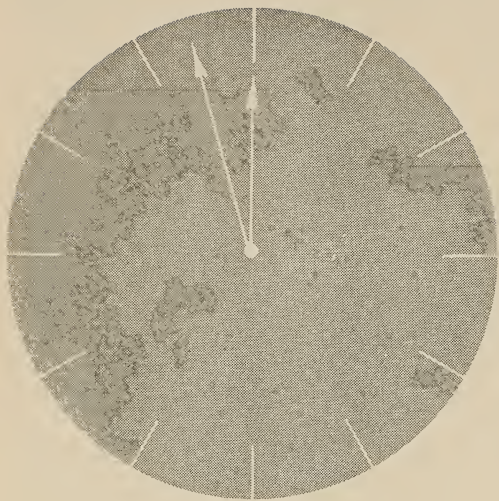
Saver of Time

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

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

Many Uses

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



year out...year in



MUTUAL

1945 IS OUT...

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

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

1946 IS IN...

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

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

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

BROADCASTING SYSTEM, INC.



DON

McNEIL

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

BREAKFAST CLUB
Monday to Friday, Incl.

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

Overseas Press Club In War And Peace

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

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

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

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

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

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

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

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

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

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

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

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

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

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



TOM BRENEMAN'S Hollywood Restaurant

Home Base of the radio program

"BREAKFAST IN HOLLYWOOD"



SOON TO BE RELEASED THROUGH UNITED ARTISTS—the movie,

"BREAKFAST IN HOLLYWOOD"

Main Street--1945

Radio Reflections

By SID WEISS, Staff Writer, RADIO DAILY

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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



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

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

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

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

Ginny Simms



THE GINNY SIMMS SHOW (CBS)
"NIGHT AND DAY" — A R A RECORDS
(Warner Bros.)

Music In Radio— A Powerful Factor

By HERMAN PINCUS, Staff Writer, RADIO DAILY

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

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

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

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

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

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

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—Program— Directors Guide

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1946

JANUARY

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863).
- 2: Georgia Admitted (1788).
- 4: Utah Admitted (1896).
- 6: New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Admitted (1788).
- 11: Alexander Hamilton Born (1757).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone.
- 25: Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797).



FEBRUARY

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

- 3: Horace Greeley Born (1811).
- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
- 6: Massachusetts Admitted (1788). Aaron Burr Born (1756). American Forces Recapture Manila from Japs.
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773). Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847). Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming). Georgia Day.
- 14: Valentine's Day. Arizona Admitted (1912). Oregon Admitted (1859).
- 15: Destruction of the Maine (1898). Constitution Day. In the Canal Zone. Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803). Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles,

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



MARCH

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
- 4: Pennsylvania Day.
Vermont Admitted.
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).
- 9: Edwin Forrest Born (1806).
- 12: Girl Scout Day.
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).
U. S. Military Academy at West Point, N. Y., founded (1802).
- 17: Evacuation Day. In Boston, Chelsea, Revere, Wnthrop and Suffolk County.
- 18: Fast of Esther.
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.
- 5: Elihu Yale Born (1648).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865).
- 10: Salvation Army Founder's Day.
William Booth Born (1829).
- 11: Charles Evans Hughes Born (1862).
- 12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 14: Pan American Day.
- 15: Abraham Lincoln Assassinated (1865).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).
St. George Day (English).
- 24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
- 25: War Declared with Spain (1898).
St. Mark's Day.
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).
- 28: James Monroe Born (1758).
Maryland Admitted (1788).
- 30: Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).



APRIL

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



MAY

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

VOX POP

Parks Johnson and Warren Hull

(SINCE '32)

**CBS Network Mondays for
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Address: 8-3 Tuscan Court, Great Neck, N. Y.

- 2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
- 6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States,
England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).
- 10: Confederate Memorial Day (Kentucky, North
Carolina, South Carolina).
Completion of First Transcontinental Rail-
road (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.
- 14: Rockefeller Foundation Granted Charter
(1913).
- 17: Norwegian Independence Day (1814).
- 19: First American Confederation of United
Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklen-
burg Declaration of Independence (North
Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- 25: Ralph Waldo Emerson Born (1803).
- 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories,
District of Columbia and Colonial Possessions,
except Alabama, Arkansas, Florida, Georgia,
Louisiana, Mississippi, New Mexico, North
Carolina, South Carolina, Virginia and Ten-
nessee).
- 6: Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
- 9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Vir-
ginia).
- 10: Franklin Drew Lightning from Sky (1752).
Henry M. Stanley Born (1841).
- 11: Feast of St. Barnabas.
- 14: Harriet Beecher Stowe Born (1811).
Flag Day.
- 15: Pioneer Day (Idaho).
- 17: Bunker Hill Day. (In Massachusetts, Suffolk
County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
King John of England signed Magna Carta
(1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
- 25: Virginia Admitted (1788).
- 26: First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in
Sarajevo (1914).
- 29: St. Peter's Day.
- 30: St. Paul's Day.

JULY

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



JUNE

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



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- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of Jchn Marshall (1835).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 19: Franco-Prussian War Began (1870).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
- 24: Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
- 27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.
- 30: First Representative Assembly in America Convened (1607).
- 31: Feast of St. Ignatius De Loyola.



AUGUST

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

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

SEPTEMBER

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

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



OCTOBER

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



NOVEMBER

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

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



DECEMBER

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

The National Broadcasting Company

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your attention to

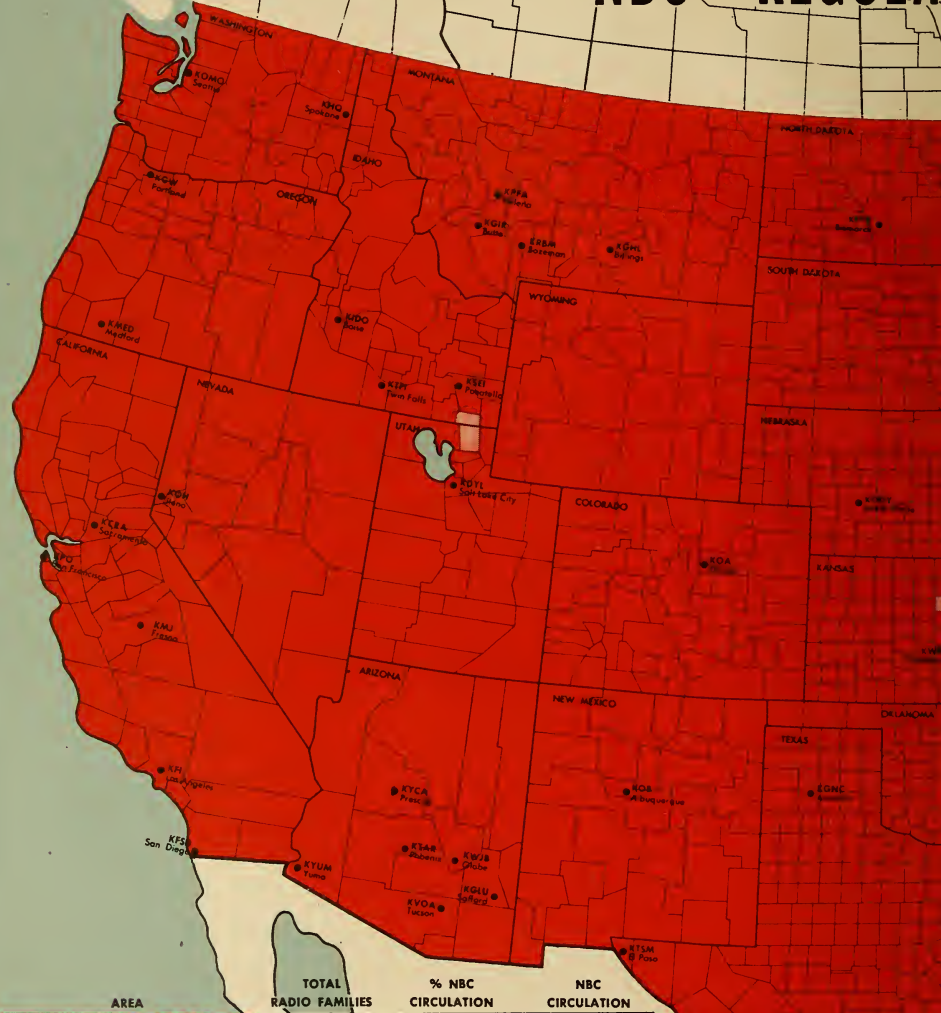
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the most unusual county

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NBC "REGULAR"

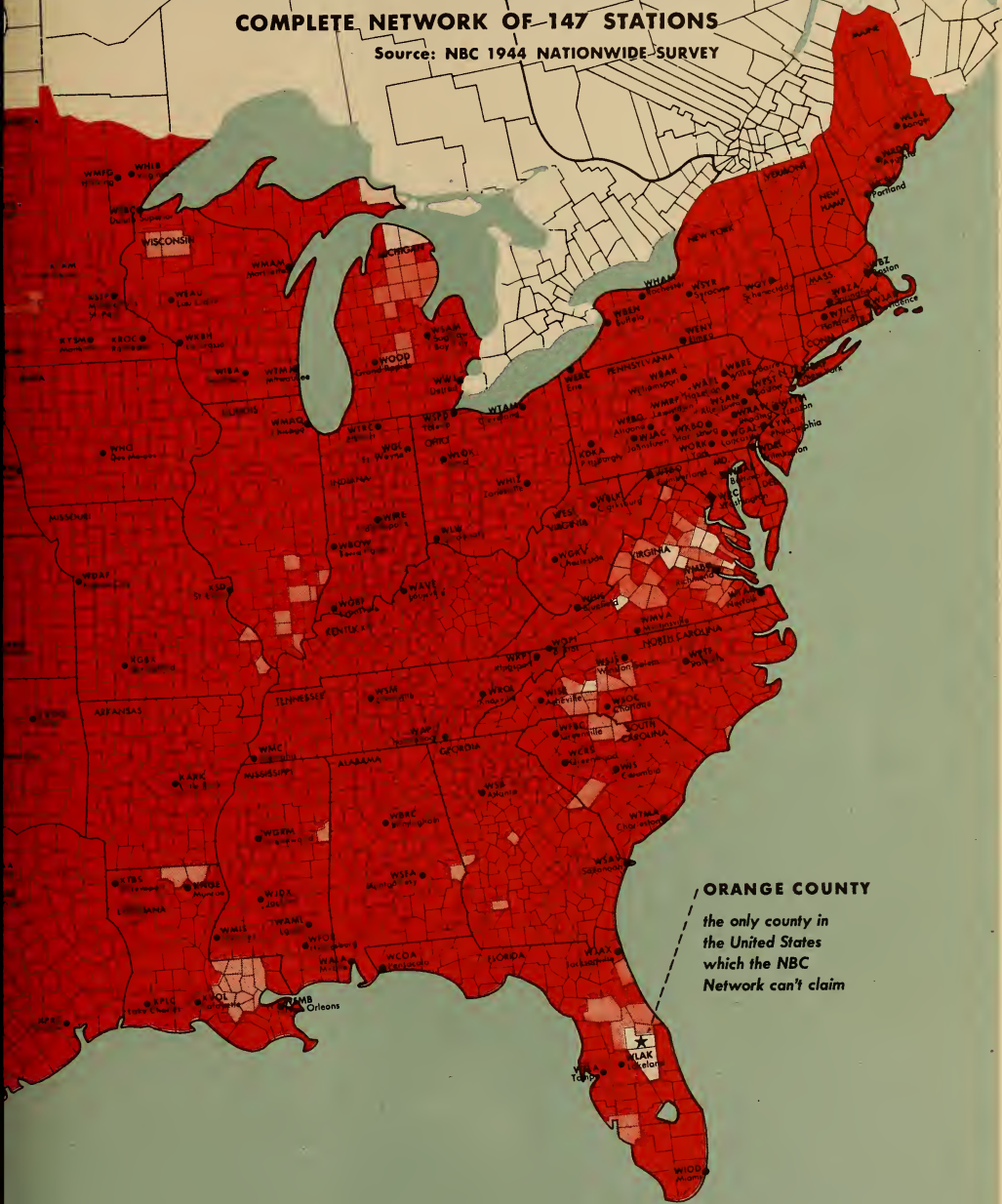


AREA	TOTAL RADIO FAMILIES	% NBC CIRCULATION	NBC CIRCULATION
In PRIMARY Counties, 50% or more of All Radio Families Listen Regularly to the Network.	28,353,293	87	24,540,204
In SECONDARY Counties, 25% to 50% of All Radio Families Listen Regularly to the Network.	410,976	40	165,926
In TERTIARY Counties, 10% to 25% of All Radio Families Listen Regularly to the Network.	58,533	18	10,244
NOT CLAIMED	15,401	—	—
TOTAL (1940 U.S. CENSUS)	28,838,203	86	24,716,374
TOTAL (1945 ESTIMATE)	33,100,000	86	28,400,000

"LISTENING" AREAS NIGHTTIME

COMPLETE NETWORK OF 147 STATIONS

Source: NBC 1944 NATIONWIDE SURVEY

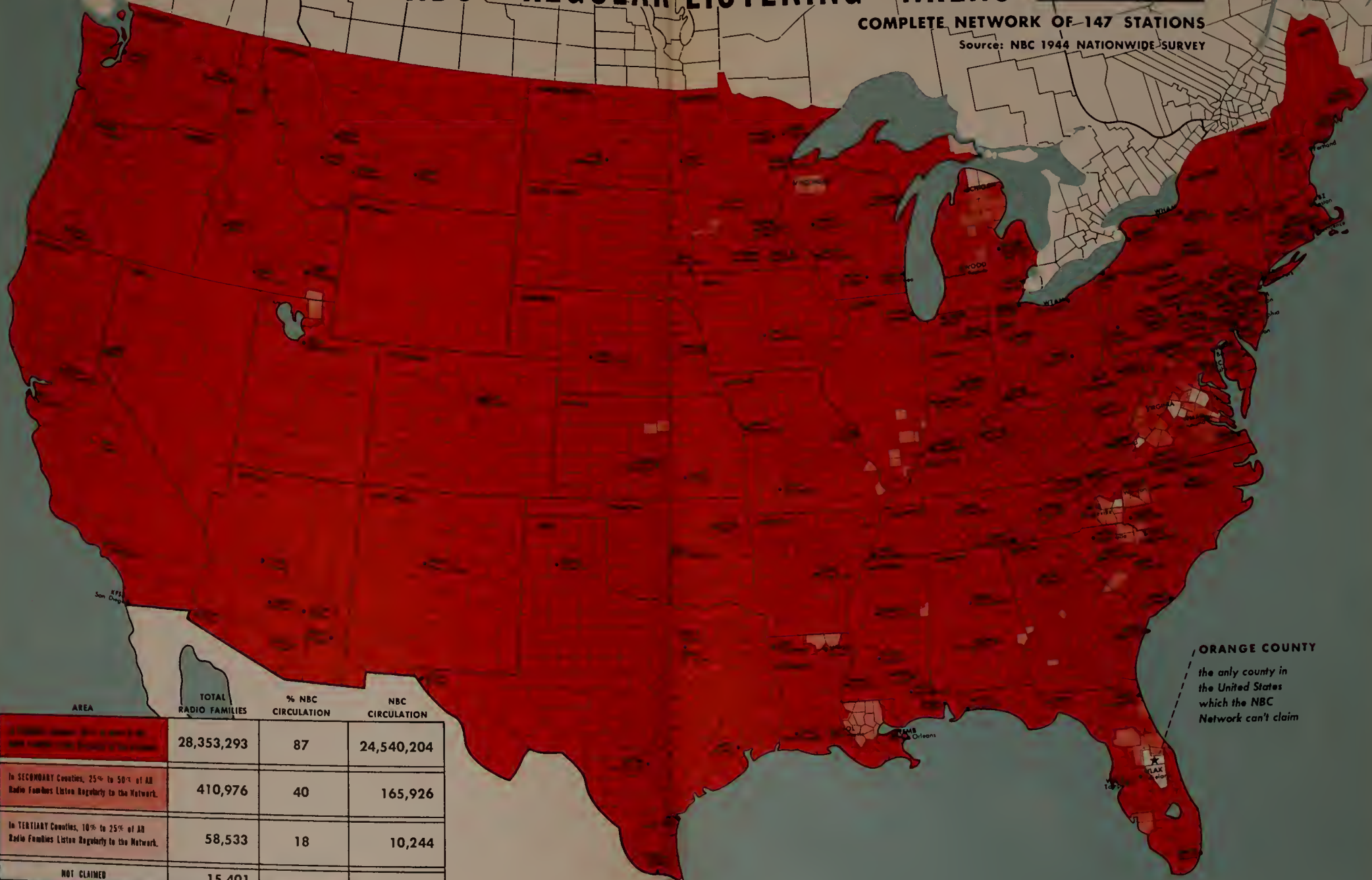


ORANGE COUNTY
the only county in
the United States
which the NBC
Network can't claim

NBC "REGULAR LISTENING" AREAS NIGHTTIME

COMPLETE NETWORK OF 147 STATIONS

Source: NBC 1944 NATIONWIDE SURVEY



AREA	TOTAL RADIO FAMILIES	% NBC CIRCULATION	NBC CIRCULATION
In PRIMARY Counties, 75% to 95% of All Radio Families Listen Regularly to the Network.	28,353,293	87	24,540,204
In SECONDARY Counties, 25% to 50% of All Radio Families Listen Regularly to the Network.	410,976	40	165,926
In TERTIARY Counties, 10% to 25% of All Radio Families Listen Regularly to the Network.	58,533	18	10,244
NOT CLAIMED	15,401	—	—
TOTAL (1940 U.S. CENSUS)	28,838,203	86	24,716,374
TOTAL (1945 ESTIMATE)	33,100,000	86	28,400,000

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

News-By-Radio Grows Day-By-Day

By OLIVER GRAMLING, Assistant General Manager, AP Radio

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

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

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

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

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

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

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

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

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

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

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

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



B M I

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

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

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

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

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

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

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

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

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

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

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

BMI IS YOURS—For Radio and By Radio

REPORTS TO THE INDUSTRY

FACTS AND FIGURES . . .

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

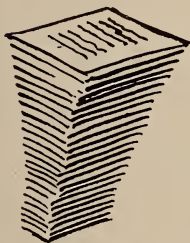
1,022* commercial licensees in the United States and Canada . . . embracing all networks and the important FM and Short-wave broadcasters.

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

760,000 selections are listed as available for use in the latest BMI catalogue . . . music which ranges from the venerable classics to the newest in boogie-woogie.

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

*As of February 1, 1946.



BMI

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD

IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

WAAT (N. Y. Office)	REctor	2-5878
WBAM	PEnnsylvania	6-8600
WABD	PLaza	3-9300
WABF	REgent	4-7547
WABC	Wickersham	2-2000
WBBR	MAin	4-9735
WBNX	MElose	5-0333
WBYN	TRiangle	5-3300
WCAU (N. Y. Office)	Wickersham	2-2000
WCBW	MURray Hill	6-6340
WEAF	Clrcle	7-8300
WEVD	BRyant	9-2360
WGN (N. Y. Office)	MURray Hill	2-3033
WHB	VANderbilt	6-2550
WHN	BRyant	9-7800
WHOM	PLaza	3-4204
WIBX (N. Y. Office)	REgent	7-1154
WINS	BRyant	9-6000
WIP	MURray Hill	3-9447
WIZ	Clrcle	7-5700
WLIB	Buckminster	7-5900
WLW	Clrcle	6-1750
WMCA	Clrcle	6-2200
WNBC (N. Y. Office)	MURray Hill	2-5767
WNBT	Clrcle	7-8300
WNFW	PLaza	3-3300
WNYC	Worth	2-5600
WOR	PEnnsylvania	6-8600
WOV	Clrcle	5-7979
WPAT (N. Y. Office)	PEnnsylvania	6-2945
WOXR	Clrcle	5-5566
WRUL (N. Y. Office)	PLaza	8-1085
WWRL	NEwtown	9-3300

National Networks

American Broadcasting Co.	Clrcle	7-5700
Columbia Broadcasting System	Wickersham	2-2000
Keystone Broadcasting System	LONGacre	3-2221
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	Clrcle	7-8300

Station Representatives

Adam Young, Inc.	LONGacre	3-1926
John Blair & Co.	MURray Hill	9-6084
Blue Network Co.	Clrcle	7-5700
The Branham Co.	MURray Hill	6-1860
British Broadcasting Corp.	Clrcle	7-0656
Burn-Smith Co.	MURray Hill	2-3124
Capper Publications, Inc.	MOhawk	4-3280
Forjoe & Co.	VANderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4130
Headley-Reed Co.	MURray Hill	3-5469
George P. Hollingberry Co.	MURray Hill	3-9447
The Katz Agency	WIsconsin	7-8620
Joseph Hershey McGillvra	MURray Hill	2-8755
J. P. McKinney	Clrcle	7-1178
National Broadcasting Co.	Clrcle	7-8300
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co.	MURray Hill	2-4400
Pan American Broadcasting Co.	MURray Hill	2-0810
Iohn E. Pearson	PLaza	8-2255
Juan Piza	ELdorado	5-6788
Radio Advertising Corp.	MURray Hill	2-2170
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	LEXington	2-1820
Paul H. Raymer Co.	MURray Hill	2-8689
R H C Cadena Azul	WIsconsin	7-1166
Sears & Ayer	LEXington	2-0772
Viola, J. Franklyn	CHickering	4-3254

The Walker Co.	MURray Hill	2-7986
Weed & Co.	VANderbilt	6-4542
Howard A. Wilson Co.	MURray Hill	6-1230
Wood, Helen	REgent	7-1154

Advertising Agencies

N. W. Ayer & Son, Inc.	Clrcle	6-0200
Badger & Browning & Hersey	Clrcle	7-3719
Ted Bates, Inc.	Clrcle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Clrcle	6-9300
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Clrcle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Clrcle	7-6383
Calkins & Holden	Wickersham	2-6900
Cecil & Presbrey, Inc.	Wicke sham	2-8200
Compton Advertising Inc.	Clrcle	6-2800
Dancer-Fitzgerald-Sample	Wickersham	2-4200
D'Arcy Advertising Co.	PLaza	8-2600
Deherty, Clifford & Shenfield, Inc.	BRyant	9-3140
Sherman K. Ellis & Co.	PLaza	5-7711
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Foote, Cone & Belding	Wickersham	2-6600
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	BRyant	9-6100
Lawrence C. Gumbinner	MURray Hill	2-5680
M. H. Hackett, Inc.	Clrcle	6-1950
Hill Advertising Agency	PLaza	3-7800
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Ivey & Ellington, Inc.	MURray Hill	2-5204
Kastor, Farrell, Chesley & Clifford, Inc.	COLUMbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	PLaza	3-0700
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Abbott Kimball Co., Inc.	PLaza	3-9600
Knox Reeves, Advertising, Inc.	MURray Hill	4-3982
Kudner Agency	Clrcle	6-3200
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt, Inc.	VANderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Clrcle	5-7000
McKee & Albright	COLUMbus	5-2058
Emil Mogul Co., Inc.	COLUMbus	5-2482
C. L. Miller Co.	MURray Hill	2-1010
Morse International, Inc.	LEXington	2-6727
Newell-Emmett Co., Inc.	ASHland	4-4900
H'xon O'Donnell Adv. Agency	BRyant	9-5950
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan & Lusk, Inc.	PLaza	5-1500
Arthur Rosenberg Co.	CHickering	4-4420
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Redfield-Johnstone, Inc.	PLaza	3-6120
Sherman & Marquette, Inc.	Clrcle	6-1550
Raymond Spector Co., Inc.	ELdorado	5-1270
Kayton Spiro Co., Inc.	LONGacre	5-5090
Street & Finney	BRyant	9-2400
J. D. Tarcher Co.	Clrcle	6-2626
Weiss & Celler, Inc.	PLaza	3-4070
J. Walter Thompson Co.	MOhawk	4-7700

Warwick & Legler.....	Murray Hill	6-8585
Ward Wheelock Co.....	PLaza	3-7120
Wm. H. Weintraub & Co.....	Circle	7-4282
Young & Rubicam, Inc.....	AShland	4-8400

Publications

Advertising Age.....	BRYant	9-6431
Advertising & Selling.....	CAledonia	5-9770
The Billboard.....	MEdallion	3-1615
Broadcasting.....	PLaza	5-8355
Metronome.....	Circle	7-4500
Printers' Ink.....	MURray Hill	3-6500
Radio Advertising (Rates and Data).....	LEXington	2-6611
RADIO CRAFT.....	REctor	2-9690

RADIO DAILY.....	WISconsin	7-6336
Radio & Television Mirror.....	LEXington	2-9050
Radio Retailing—Today.....	PLaza	3-1340
Radio & Television Weekly.....	WAlker	5-2576
Sales Management.....	MOhawk	4-1760
Standard Advertising Register.....	MEdallion	3-5850
Telesor, The.....	LONGacre	5-1693
Television.....	PLaza	3-5748
Tide.....	AShland	4-3390
Tune-In.....	Circle	5-8425
Variety.....	BRYant	9-8153

News Agencies and Associations

Associated Press.....	Circle	6-4111
International News Service.....	MURray Hill	2-0131
Press Association, Inc.....	Circle	7-7363
Reuters.....	Circle	6-3960
Transradio Press Service, Inc.....	MURray Hill	2-4185
United Press.....	MURray Hill	2-0400

Talent Agencies

James Appell.....	PLaza	3-7840
Batchelor Enterprises, Inc.....	Circle	6-4224
Columbia Concerts Corp.....	Circle	7-6900
Consolidated Radio Artists, Inc.....	COLUMbus	5-3850
Frank Cooper.....	VAnderb'lt	6-5661
Wallace Downey, Inc.....	Circle	6-6545
Evans & Salter.....	Circle	7-6900
Fanchon & Marco.....	CHickering	4-3936
Frederick Bros. Artists Corp.....	Circle	6-2144
Moe Gale.....	LONGacre	3-0350
General Amusement Corp.....	Circle	7-7543
William Gernannt.....	VAnderb'lt	6-1750
Spencer Hare.....	MURray Hill	2-0523
Hesse & McCaffrey.....	ELdorado	5-1076
Estella Karn.....	VAnderb'lt	6-3860
Bob Kerr.....	COLUMbus	5-8051
Mark Leddy.....	BRYant	9-1631
Ben B. Lipset, Inc.....	CHickering	4-2456
A. & S. Lyons, Inc.....	PLaza	3-5181
Management Corp. of America.....	WICKersham	2-8900
A. T. Michaud.....	Circle	7-4054
William Morris Agency, Inc.....	Circle	7-2160
Music Corporation of America.....	WICKersham	2-8900
National Concert & Artists Corp.....	PLaza	3-0820
James Peppe.....	PLaza	3-2636
Myron Selznick & James L. Saphier Co.....	Circle	7-6200
Stix, Thos. L.....	Circle	7-2690
Roy Wilson (Wilson, Powell & Hayward).....	PLaza	9-4951
Stan Zucker.....	PLaza	3-0163

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.....	BRYant	9-1176
Advertisers Recording Service.....	Circle	6-0141
Air Features, Inc.....	WICKersham	2-2700
American Institute of Food Products.....	PLaza	3-7145
Arts Recording Studios & Recording Co.....	PLaza	8-0407
Asch Recording Studios.....	BRYant	9-3137
Associated Music Publishers, Inc.....	BRYant	9-0345
Associated Radio & Television Prods.....	LONGacre	5-3710
Audio-Scripts, Inc.....	Circle	7-7690
Basch Radio Productions.....	MURray Hill	2-8877
Broadcasting Program Service.....	BRYant	9-4324
Ted Collins.....	Circle	7-0094
Columbia Recording Corp.....	Circle	5-7300

Decca Records, Inc.....	COLUMbus	5-2300
Federal Transcribed Programs, Inc.....	CAledonia	5-7530
Allen A. Funt Radio Productions.....	MURray Hill	4-6148
Wm. Gernannt.....	VAnderb'lt	6-1750
H. S. Goodman.....	WICKersham	2-3338
Kent-Johnson, Inc.....	PLaza	3-7246
Kermit-Raymond Corp.....	ELdorado	5-5511
Lang-Worth Feature Programs.....	Circle	6-7410
Phillips H. Lord, Inc.....	WICKersham	2-2211
Management Corp. of America.....	WICKersham	2-8900
Charles Michelson.....	MURray Hill	2-3376
Miller Broadcasting System, Inc.....	Circle	6-0141
C. D. Morris Associates.....	PLaza	3-4144
Muzak Transcriptions, Inc.....	BRYant	9-1246
NBC Radio-Recording Division.....	Circle	7-8300
Lilian Okun, Inc.....	TRafalgar	7-8916
Donald Peterson.....	WISconsin	7-0069
Radio Events, Inc.....	MURray Hill	6-3487
RCA Manufacturing Co.....	AShland	4-7605
Reeves Sound Studios.....	Circle	6-6686
Rockhill Radio Productions.....	ELdorado	5-1860
Bernard L. Schubert, Inc.....	PLaza	3-4670
Henry Souvaine, Inc.....	Circle	7-5666
Standard Radio.....	PLaza	3-6690
Transamerican Broadcasting & Television Corp.....	PLaza	5-9300
Transcribed Radio Shows, Inc.....	LONGacre	5-3440
Thomas Valentino.....	Circle	6-4675
Victor Recording Laboratory.....	MURray Hill	4-6200
Wolf Associates.....	PLaza	5-7620
World Broadcasting System.....	WICKersham	2-2100
F. W. Ziv, Inc.....	PLaza	3-9612

Organizations, Unions and Government Agencies

Actors' Equity.....	BRYant	9-3550
Advertising Club.....	CAledonia	5-1810
Advertising Federation of America.....	BRYant	9-0430
AAAA.....	LEXington	2-7980
American Communications Assn.....	CORtlandt	7-3947
American Federation of Musicians.....	PLaza	8-0500
AFRA.....	VAnderb'lt	6-1810
Army U. S., Information Service.....	WORTH	2-1882
ASCAP.....	COLUMbus	5-7464
American Television Society.....	CAledonia	5-7430
ANA.....	MURray Hill	5-9167
Broadcast Music, Inc.....	PENnsylvania	6-5466
Coordinator of Inter-American Affairs.....	PLaza	5-3939
Federal Communications Comm.....	CANal	6-4000
Federal Trade Commission.....	WHITEhall	3-8000
Institute of Radio Engineers.....	MEdallion	3-5661
Music Publishers' Protective Association.....	Circle	6-3084
NAB—New York City.....	MURray Hill	2-1953
NAPA.....	Circle	7-8194
Professional Music Men, Inc.....	COLUMbus	5-7362
Radio Writers Guild.....	MURray Hill	5-6930
SESAC.....	MURray Hill	3-5365
Song Writers' Protective Association.....	COLUMbus	5-3758
Television Broadcasters Ass'n, Inc.....	LACKawanna	4-4788
U. S. Navy, Radio Section.....	BRYant	9-1710
Women's National Radio Committee.....	Circle	7-4103
Writers' War Board.....	BRYant	9-6937

Hotels

Algonquin.....	MURray Hill	2-0100
Ambassador.....	WICKersham	2-1000
Astor.....	Circle	6-6000
Bitmore.....	MURray Hill	9-7920
Commodore.....	MURray Hill	6-6000
Edison.....	Circle	6-5000
Lincoln.....	Circle	6-4500
Lombardy.....	PLaza	3-8600
New Yorker.....	MEdallion	3-1000
New Weston.....	PLaza	3-4800
Park Central.....	Circle	7-8000
Pennsylvania.....	PENnsylvania	6-5000
Plaza.....	PLaza	3-1740
Ritz Carlton.....	PLaza	3-4600
Ritz Tower.....	WICKersham	2-5000
Roosevelt.....	MURray Hill	6-9200
St. Moritz.....	WICKersham	2-5800
St. Regis.....	PLaza	3-4500
Savoy Plaza.....	VOLunteer	5-2600
Sherry Netherland.....	VOLunteer	5-2800
Vanderbilt.....	AShland	4-4000
Waldorf-Astoria.....	ELdorado	5-3000
Warwick.....	Circle	7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	Hillside	8231
KFAC	Fitzroy	1231
KFI	Fairfax	2121
KFOX	Mutual	2510
KFVD	DRexel	2391
KFWB	Hempstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	HOLlywood	8111
KIEV	CHapman 5-	2388
KMPC	HOLlywood	5341
KMTR	Hillside	1161
KNX	HOLlywood	1212
KPAS (Pasadena)	RYan 1-	6991
KRKO	TUcker	7111
KWKW (Pasadena)	RYan 1-	6744
XEMO-XERB (L. A. Office)	PRospect	9136

Networks

American Broadcasting Co.	Hillside	8231
Associated Broadcasting Corp.	EXposition	1339
Columbia Broadcasting System	HOLlywood	1212
Between 10 P.M. and 8:30 A.M.	HOLlywood	7052
Don Lee Broadcasting System	HOLlywood	8111
Inter-California Broadcasting System	Mutual	2759
Keystone Broadcasting System	HOLlywood	5338
L. A. Broadcasting Co.	Fitzroy	1231
Mutual Broadcasting System	HOLlywood	8111
National Broadcasting Co.	HOLlywood	6161

Station Representatives

Associated Recorded Program Service	HOLlywood	8318
Walter Biddick Co.	Richmond	6184
John Blair & Co.	PRospect	3584
Howard C. Brown & Co.	HOLlywood	6045
Forjoe & Company	Hillside	7874
Foster Advertising Service	TRinity	3419
Free & Peters	HOLlywood	2151
W. S. Grant Co.	VA Dyke	6341
Grant Gene & Co.	HOLlywood	7874
Homer Griffith Co.	GRanite	6113
Katz Agency, Inc.	TUcker	3219
Joseph Hershey McGillvra	Michigan	0921
Tracy Moore	HOLlywood	5408
Edw. Petry & Co.	Michigan	8729
Ralph L. Power	MAdison	5617
Radio Advertising Corp.	VA Dyke	1901
Radio Sales	HOLlywood	1212
Wm. Rambeau & Co.	GRanite	3636
Paul H. Raymer Co.	VA Dyke	1901
Sears & Ayers	GRanite	6113
Taylor-Howe-Snowden Radio Sales	GRanite	6113
Universal Sales	HOLlywood	8282
Weed & Co.	Hillside	8611
Spot Sales, Inc.	HOLlywood	8318
Howard H. Wilson Co.	GRanite	6113

Advertising Agencies

Alber R. H. Company	PRospect	3331
Allied Advertising Agencies, Inc.	DRexel	7331
E. Emmett Atkinson (Pasadena)	RYan 1-	6586
N. W. Ayer & Son, Inc.	HOLlywood	5131

Batten, Barton, Durstine & Osborn	HOLlywood	7337
Benton & Bowles Inc.	Hillside	9151
The Biow Co.	Hempstead	2377
Dancer-Fitzgerald-Sample	Hempstead	0716
Botsford, Constantine & Gardner	Michigan	1427
Brisacher, Van Norden & Staff	PRospect	9368
Buchanan & Company, Inc.	Mutual	6316
Bert Butterworth, Agency	HOLlywood	7263
Broadcast Advertising	EXposition	1339
Campbell-Ewald	Richmond	6204
The Caples Co.	Mutual	4143
Compton Agency	HOLlywood	8107
Erwin, Wasey & Company	PRospect	5317
Foote, Cone & Belding (Hollywood)	HOLlywood	6265
Garfield & Guild	TRinity	3832
Glasser-Gailey & Co.	Fitzroy	2141
Hillman-Shane-Breyer, Inc	TRinity	1453
William Estey & Co., Inc.	Hillside	2183
Hixson-O'Donnell Advertising	Mutual	8331
Jaffe & Jaffe	Fitzroy	3104
W. C. Jeffries Co.	WAlnut	8824
Lennen & Mitchell, Inc.	CRestview 1-	7221
Lockwood-Shackelford	TRinity	9801
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	Hillside	8268
McCarthy Co.	PRospect	7011
McKee & Albright, Inc.	HOLlywood	8363
Miner, Dan B.	Richmond	3101
Morgan, Raymond R. Co.	Hempstead	4194
Needham, Louis & Brorby	GRanite	7186
Pacific Coast Advertising	GRanite	4185
Radio Program Agency	BRadshaw 2-	3258
Radio Sales	HOLlywood	1212
Ruthrauff & Ryan Inc.	Hillside	7593
Scholtz Advertising Service	Michigan	2395
Russel M. Seeds Co.	GRanite	4185
Smith, Bull & McCreery	Hempstead	5671
Barton A. Stebbins Advertising Agency	TRinity	8821
Sudler Culbreth Co.	TRinity	0709
Thompson, J. Walter Co.	Hillside	7241
The Tullis Co.	Mutual	6361
R. W. Webster	TRinity	2153
Ward Wheelock Co.	Hillside	0191
Warwick-Legler	Hempstead	8163
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam, Inc.	HOLlywood	2734

Program Producers and Transcription and Recording Companies

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

Columbia Pacific Network.....	HOLLYWOOD	1212
Continental Radio Productions.....	HEmpstead	8171
Glendale's Radio Cit.....	CHapman	5-3283
Patrick Michael Cuning.....	Hillside	5915
Decca Recording Division.....	HOLLYWOOD	5191
Eccles Disc Recordings.....	Hillside	8351
Electro Recording.....	CHapman	5-3283
Electro-Vox Recording Studios.....	GLadstone	2189
John Guedel Radio Productions.....	GRanite	4185
Martin A. Gosch.....	BRadshaw	2-3205
Charlotte Greenwood Show.....	HEmpstead	6232
Hispano Broadcasting Co.....	Mlchigan	4433
Hollywood Music Recording Studios.....	HEmpstead	5407
Hollywood Recorders.....	GLadstone	1707
International Artists, Inc.....	HOLLYWOOD	9718
International Recording Studio.....	HOLLYWOOD	7391
Johnson-Ayres.....	HEmpstead	8171
Sam Kerner, Inc.....	HEmpstead	1813
Keystone Broadcasting System, Inc.....	HOLLYWOOD	5338
Marshal-More, Inc.....	HEmpstead	1354
Kennel Long.....	Hillside	0191
C. P. MacGregor.....	Fltzrov	4191
Haven MacQuarrie.....	CRestview	6-7162
Mitchel & West.....	GRanite	7270
Lindham & Romaine Recording.....	AXminster	2-8812
Mutual Recording.....	Hillside	1782
Raymond R. Morgan Co.....	HEmpstead	4194
Music City Glenn Wallichs.....	HOLLYWOOD	8211
NBC Radio-Recording Division.....	HOLLYWOOD	6161
Jack Parker.....	Cltus	2-1607
Ralph L. Power.....	MAdison	5617
B. D. Prager.....	GLadstone	5013
Precision Recording Co.....	WAlnut	8219
Radio Corporation of America		
RCA Victor Division.....	Hillside	5171
Radio Craft Recording Studio.....	GRanite	0074
Radio Features.....	CRestview	1-7231
Radio News Reel.....	HOLLYWOOD	9230
Radio Producers of Hollywood.....	HOLLYWOOD	6506
Radio Recorders, Inc.....	HOLLYWOOD	3917
James L. Saphier.....	HOLLYWOOD	7211
Radio Transcriptions Co. of America.....	HOLLYWOOD	6928
RCA Manufacturing Co.....	Hillside	5171
Rec-Art Studios.....	PRnspect	9131
Record-O-Shers Recording Studios.....	Hillside	0192
Sound Services, Inc.....	HEmpstead	1136
Stage No. 8.....	Hillside	5915
Standard Radio, Inc.....	Hillside	0188
Studio Center Music Co.....	GRanite	6066
Studio & Artists Records.....	Hillside	8241
Sweum Studios.....	DRexel	0660
Telefilm, Inc.....	GLadstone	5748
Universal Broadcasting Company.....	HOLLYWOOD	8282
Universal Recorders.....	HOLLYWOOD	8282
George Ward & Co.....	CRestview	1-4245
World Broadcasting System.....	HOLLYWOOD	6271
Frederick W. Ziv Co.....	HEmpstead	2723

Radio Artists Agencies

Ivan Altman Agency.....	GLadstone	1511
American Federation of Radio Artists.....	Hillside	5121
Bachmann & Co., Inc.....	CRestview	6-4168
Bender-Ward Agency.....	HEmpstead	2385
Nell Benedict Agency.....	GLadstone	8524
Berg-Allenberg, Inc.....	CRestview	6-3131
Stanley Bergerman & Co.....	CRestview	6-3196
Herman Bernie Agency.....	CRestview	5-6685
Mary Bran.....	CRestview	5-6683
Flo Browne-Jan Grippio.....	CRestview	1-5209
Sue Carol & Associates.....	CRestview	1-8151
Hallam Cooley Agency.....	CRestview	5-6161
Criterion Agency.....	BRadshaw	2-2202
Everett N. Crosby, Ltd.....	CRestview	1-1171
Armando De Castro.....	GRanite	8122
Virginia Doak-Jerry Martin Agency.....	Hillside	9174
Jim Dolan Agency.....	CRestview	1-9185
Ken Dolan & Co.....	HOLLYWOOD	3553
Richard Donaldson Corp.....	CRestview	1-5181
E. A. Dupont Agency.....	CRestview	6-4168
Famous Artists Corp.....	CRestview	1-5222
George Frank, Inc.....	Hillside	3188
Frederick Bros. Agency, Inc.....	CRestview	1-6244

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

Publications

Broadcasting & Broadcast Advertising.....	GLadstone	7353
Contact Book.....	CRestview	1-6850
Hollywood Reporter.....	Hillside	7411
RADIO DAILY.....	GRanite	6607

Radio Life.....	HEmpstead	2025
Radio-Television News.....	Hillside	5854
Variety.....	HOLLYWOOD	1141

Air Lines

Pan American Airlines.....	Tucker	7241
American Airways.....	Michigan	2121
TWA.....	Michigan	8881
United Air Lines.....	MAdison	1212
Western Air Lines.....	Tucker	1551

Sport Arenas

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

Railway Terminals

Santa Fe.....	Mutual	0111
Southern Pacific.....	Michigan	6161
Union Pacific.....	TRinity	9211

Hotels

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

Keep your eye on

ABC's Key Stations!



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

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

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

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

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

American Broadcasting Company

Owned and Operated Stations represented by Spot Sales Offices at:

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES DETROIT
33 West 42nd St. Civic Opera Bldg. 155 Montgomery St. 1440 N. Highland Ave. Fisher Bldg.

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

KSTP (Chicago office)	SUPERior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0660
WBBM	WHIttehall	6000
WCAU (Chicago office)	SUPERior	5072
WCBD	SEELy	8066
WCFL	SUPERior	5300
WCRW	LINcoln	2188
WEDC	CRAWford	4100
WENR	DELaware	1900
WGES	SEELy	8066
WGN	SUPERior	0100
WHFC	LAWndale	8228
WHIP	DEArborn	8600
WIND (Chicago office)	STATE	4176
WJJD	STATE	5466
WLS	MONroe	9700
WLW (Chicago office)	STATE	0366
WMAQ	SUPERior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPERior	5072
WOR (Chicago office)	SUPERior	5110
WSBC	MONroe	9060
W51C	STATE	1357

National Networks

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

Station Representatives

John Blair & Co.	SUPERior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4437
Capper Publications	CENtral	5977
Cox & Tanz.	FRAnklin	2095
The Foreman Co.	FRAnklin	2359
Free & Peters.	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	STATE	2898
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Hershey McGillvra	STATE	5282
J. P. McKinney & Son	SUPERior	9866
National Broadcasting Co.	SUPERior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates.	HARrison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1742
William C. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPERior	4473
Reynolds-Fitzgerald, Inc.	STATE	4294
Sears & Ayer.	SUPERior	8177
Spot Sales, Inc.	FRAnklin	8520
The Walker Co.	STATE	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
BBD&O	SUPERior	9200
Dancer-Fitzgerald-Sample	STATE	3800

Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPERior	6016
Critchfield & Co.	SUPERior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARrison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Foote, Cone & Belding	SUPERior	4800
Goodkind, Joice & Morgan	SUPERior	6747
Grant Advertising, Inc.	SUPERior	6500
Henri, Hurst & McDonald, Inc.	SUPERior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATE	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STATE	6610
Needham, Louis, & Brorby	STATE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cleary	RANdolph	9760
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott.	DEArborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPERior	0303
Wade Advertising Agency	STATE	7369
Weston-Barnett	WHIttehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8300
Estelle Lutz Artists Bureau	HARRISON	3435
William Morris Agency, Inc.	STATE	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPERior	8300
James Parks Co.	CENtral	7980
RCA Manufacturing Co.	WHIttehall	4600
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STATE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPERior	9114

News Agencies and Associations

Associated Press	STATE	7700
International News Service	ANDover	1234
RADIO DAILY	OAKland	4545
Press Association, Inc.	STATE	4581
Transradio Press Service	STATE	7904
United Press	RANdolph	3666

Organizations and Unions

American Federation of Musicians	STATE	0063
American Federation of Radio Artists	SUPERior	6517
Ascap	STATE	8289
Association For Education By Radio	DEArborn	7801
Radio Council	DEArborn	7801



HENNY YOUNGMAN

Exclusive Management

WILLIAM MORRIS AGENCY

New York

Chicago

London

Hollywood

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

Federal Departments and Agencies

White House	NATIONAL	1414
State Department	REpublic	5600
Treasury Department	EXecutive	6400
War Department	REpublic	6700
Justice Department	REpublic	8204
Post Office Department	DIstrict	5366
Navy Department	REpublic	7406
Interior Department (Office of Education)	REpublic	1820
Agriculture Department	REpublic	4142
Commerce Department	DIstrict	2200
Labor Department	EXecutive	2420
Federal Trade Commission	EXecutive	6800
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Civilian Production Administration	REpublic	7500
War Labor Board	REpublic	7500
War Savings Staff, Radio Section	EXecutive	6400
Securities & Exchange Commission	DIstrict	3633
National Labor Relations Board	NATIONAL	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	EXecutive	6500
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
U. S. District Court (for D. C.)	DIstrict	2854
Capitol (Senate and House)	NATIONAL	3120
Radio Script & Transcription Exchange, Extension 2225,	REpublic	1820
Bureau of Census	DIstrict	2200

Non-Governmental

American Red Cross	REpublic	8300
Clear Channel Group	REpublic	3306
National Association of Broadcasters	NATIONAL	2080
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NATIONAL	3120
RADIO DAILY	Wisconsin	3271
	Hobart	7627
	National	2292
Radio Manufacturers' Association	NATIONAL	4901

Radio Stations

WINX	REpublic	8000
WJSV	MEtropolitan	3200
WMAL	NATIONAL	5400
WOL	MEtropolitan	0010
WRC	REpublic	4000
WWDC	NATIONAL	7203

Hotels

Carleton Hotel	MEtropolitan	2626
Mayflower Hotel	DIstrict	3000
Raleigh Hotel	NATIONAL	3810
Shoreham Hotel	ADams	0700
Statler Hotel	EXecutive	1000
Wardman Park Hotel	COLUMbia	2000
Willard Hotel	NATIONAL	4420

News Services

Associated Press	DIstrict	1500
International News Service	NATIONAL	1733
Transradio Press	NATIONAL	1178
United Press	EXecutive	3430

Railway Terminals

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

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50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



KATHRYN CRAVENS

Accredited War Correspondent who broadcast from 21 countries in

EUROPE — ASIA — The MIDDLE EAST

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

and

Mutual Broadcasting System

Among personalities interviewed

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

Among events covered

War Crime Trials
Potsdam Conference
Petain Trial
Bulgarian Elections
Palestine Riots
Quisling Trial

Hollywood As Television Production Center

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

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

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

Play Is the Thing

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

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

Wealth of Production

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

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

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

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

Conditions Ideal

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

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

For Television Complete Please Turn To Page 965

Radio's Weekly Payroll Showed Increase in '45

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

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

Class of employees	Total									
	9 networks and 876 stations					9 networks including 10 key stations of nationwide networks				
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	
	Number	Compensation	Average	Number	Compensation	Average	Number	Compensation	Average	
Executives:										
General managerial	1,076	\$186,540	\$173.36	53	\$23,517	\$443.72	1,023	\$163,023	\$159.36	
Technical	655	54,626	82.40	30	4,712	157.07	49,914	79.86	79.86	
Program	607	56,925	93.30	38	9,354	246.16	46,671	82.02	82.02	
Commercial	484	67,177	138.80	50	11,309	226.18	434	55,868	128.73	
Publicity	156	16,505	104.96	30	4,999	166.63	126	10,906	86.56	
Other	276	26,738	90.88	36	5,103	141.75	240	21,635	90.15	
Total, executives	3,254	407,011	125.08	237	58,994	248.92	3,017	348,017	115.35	
Employees (other than executives):										
Technical:										
Research and development	143	12,369	86.50	51	5,164	101.25	92	7,205	78.32	
Operating	5,207	316,068	60.70	1,052	79,568	75.63	4,155	236,500	56.92	
Other	299	12,144	40.62	94	3,086	32.83	205	44,119	9.058	
Program:										
Production	1,320	82,483	62.49	165	12,660	76.73	1,071	46,586	43.50	
Writers	1,236	59,246	47.93	186	14,322	77.00	3,601	204,525	56.80	
Announcers	2,787	218,847	57.79	559	76,909	137.58	1,661	103,351	62.22	
Staff musicians	2,220	180,260	81.20	816	74,760	91.62	948	60,898	64.24	
Other artists	1,764	135,658	76.90	547	31,625	57.82	967	43,379	44.86	
Other	1,514	75,004	49.54	180	24,617	136.76	1,271	130,005	102.29	
Commercial:										
Outside salesmen	1,451	154,622	106.56	525	31,324	59.66	273	13,599	49.81	
Promotion and merchandising	798	44,923	56.29	385	14,776	38.38	241	10,029	41.61	
Other	626	24,805	39.62	353	14,970	42.41	850	35,093	41.29	
General and administrative:										
Accounting	1,203	50,063	41.62	321	12,363	38.51	1,007	29,503	29.30	
Clerical	1,328	41,866	31.53	240	8,166	34.03	1,182	38,621	32.67	
Stenographic	1,422	46,787	32.90	618	22,724	36.77	721	21,770	30.19	
Other	1,339	44,494	33.23	46	2,934	63.78	448	13,357	29.81	
Miscellaneous	494	16,291	32.98	46	2,934	63.78	448	13,357	29.81	
Total, excluding executives	26,151	\$1,515,930	\$57.97	6,650	\$466,594	\$70.16	19,501	\$1,049,336	\$53.81	
Total, including executives	29,405	\$1,922,941	\$65.40	6,887	\$525,588	\$76.32	22,518	\$1,397,353	\$62.05	



item |

“This is it!”

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

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

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

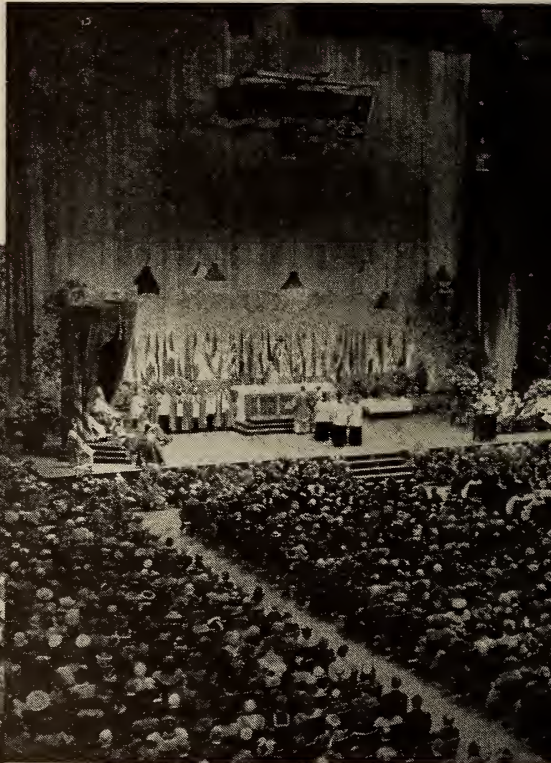
Less than 6 months after V-J Day, Columbia made good its promise.

and again for the record

item 2

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

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



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



FOR THE RECORD:



VICTORY IN EUROPE. At 12:05 a.m. May 9 EW Russia's Foreign Minister Molotov speaking from San Francisco concluded the network's 150th broadcast reporting the defeat of Germany. CBS solidly filled 25 hours of broadcasting with the news, comment and flourish of victory. On May 7 and 8 the size of the CBS audience swept ahead of all other networks by margins ranging from 5% to 211%. (photo: the German surrender at Rheims)



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

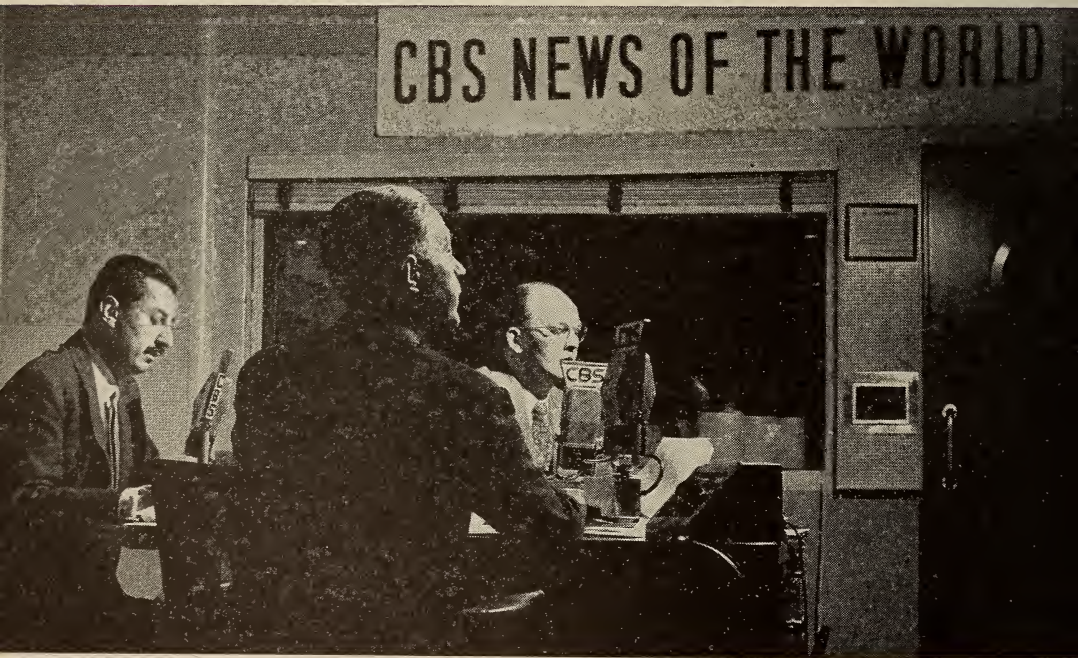


IT'S OVER. At 3 a.m. EWT August 15 nearly 112 hours had elapsed since the first tentative flutter of Tokyo's white flag. Americans who tuned in CBS during this period went abroad 77 times to 10 points on the earth's surface, heard 514 separate reports and analyses from 32 CBS correspondents and analysts.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

and now

Let's look ahead . . .

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



this is CBS . . .
the Columbia Broadcasting System





PRESENTS

THE

ALL AMERICAN
RADIO PROGRAM
OF 1945

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





NORMA JEAN NILSSON

"THE LITTLE GIRL NEXT DOOR"

ON THE JACK CARSON CBS SHOW



THE FINAL BALLOT

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



HAL STYLES Radio's Original "Good Neighbor"

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

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

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

Announcer, Producer, Commentator, Dialectician, Special Events

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

Commercial Program

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



Entertainer

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



Dance Band (Sweet)

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



Dance Band (Swing)

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



Male Vocalist (Classical)

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



Male Vocalist (Popular)

BING CROSBY. Sponsored by Kraft Cheese Co., Thursdays, 9-9:30 p.m., EST, on NBC network for a period in 1945. Agency: J. Walter Thompson Co.



Feminine Vocalist (Classical)

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



Feminine Vocalist (Popular)

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



Symphonic Program

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



Popular Musical Show

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



Symphonic Conductor

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



Comedian

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



News Commentator

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



ROY ROGERS

“King of the Cowboys”

Exclusive Management
ART RUSH, INC.
Hollywood

ALL-AMERICAN WINNERS IN RADIO DAILY'S 1945 POLL

Dramatic Program

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



Dramatic Serial

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



Sports Commentator

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



Children's Show

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



Educational Program

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



Quiz Show

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



Daytime Variety Show

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



Comedienne

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



Announcer

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



Popular Singing Unit

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



Comedy Team

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



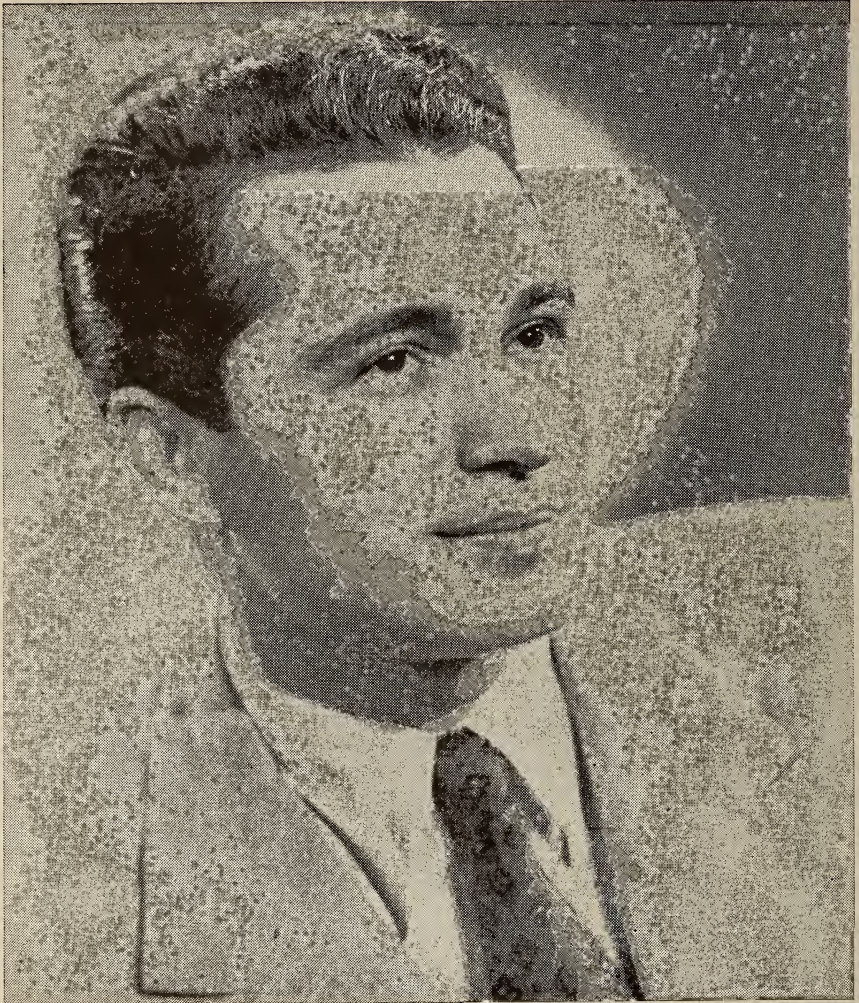
Song of the Year

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



Composition of the Year

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



PERRY COMO

Star of

"Chesterfield Supper Club"

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

NBC

Under Contract to
20th Century-Fox Films

• Victor Recording Artist

GENERAL AMUSEMENT CORPORATION

Results of Radio Daily's ★ 1945 Certified Poll ★

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

Commercial Program

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

Entertainer

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

Dance Bands (Sweet)

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

Dance Bands (Swing)

Tommy Dorsey	133
Harry James	134
Benny Goodman	105
Woody Herman	54
Kay Kyser	38

Male Vocalist (Classical)

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

Male Vocalist (Popular)

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

Feminine Vocalist (Popular)

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

Symphonic Program

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

Popular Musical Show

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

Symphonic Conductor

Toscanini	240
Koussevitsky	115
Kostelanetz	88
Stokowski	61
Rodzinski	45

Comedian

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

News Commentators

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

Dramatic Program

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

Dramatic Serial

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

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

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



"ARTISTRY IN RHYTHM"

Stan Kenton

AND HIS ORCHESTRA

Direction —

General **ARTISTS CORPORATION**

THOMAS G. ROCKWELL, *President*

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Management —

CARLOS GASTEL

Results of Radio Daily's ★ 1945 Certified Poll ★

Sports Commentators

Bill Stern	303
Ted Husing	98
Red Barber	37
Harry Wismer	27
Stan Lomax	23

Popular Singing Unit

Andrews Sisters	173
Ink Spots	83
Waring Penn.	77
The Pied Pipers	43
Charioteers	26

Children's Shows

Let's Pretend	118
Quiz Kids	76
The Lone Ranger	53
Coast-to-Coast on a Bus	24
Henry Aldrich and Children's Hour (TIE)	16

Comedy Team

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

Educational Program

America's Town Meeting	117
Information Please	104
Chicago Roundtable	70
American School Air	43
Cavalcade of America	29

Feminine Vocalist (Classical)

Lily Pons	233
Gladys Swarthout	103
Marian Anderson	92
Jessica Dragonette	57
Jeannette MacDonald	47

Quiz Show

Information Please	330
Take It Or Leave It	135
Quiz Kids	87
Dr. I. Q.	67
Truth Or Consequences	26

Announcer

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

Daytime Variety Show

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

Song of the Year

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

Comedienne

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

Musical Composition of the Year

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

GREAT NAMES IN RADIO

aired by N. W. Ayer

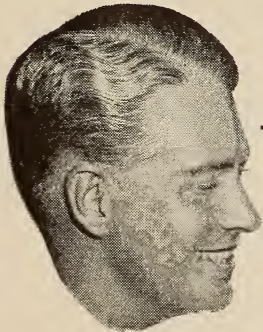


JIMMY DURANTE



GARRY MOORE

THE REXALL DRUG RADIO SHOW



THE ELECTRIC HOUR

NELSON EDDY
presents many
famous guest stars



HIRES SUNDAY EVENING PARTY

FELIX KNIGHT



LOUISE CARLYLE



ROBERT ARMBRUSTER'S
Orchestra



PHIL DAVIS
and his Orchestra



N. W. AYER & SON, Inc.

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

BUSINESS

Agency and Sponsor Network Billings



Station Representatives



News Service



Research Firms



Advertising Agencies

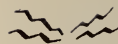


Federal Communications Commission

THE SHORTEST DISTANCE



BETWEEN TWO POINTS



IS YOUR LINE TO

COLUMBIA TRANSCRIPTIONS

NEW YORK • 799 Seventh Ave. • Circle 5-7300

HOLLYWOOD • 6624 Romaine St. • Granite 4134



Radio From The Business Side

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

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

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

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

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

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

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

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

10%

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

JAMES L. SAPHIER
AGENCY

9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

American Broadcasting Co. 1945 Agency Gross Billings

J. Walter Thompson Co.	\$ 4,540,394
Compton Advertising, Inc.	2,309,467
Kenyon & Eckhardt, Inc.	2,248,536
Batten, Barton, Durstine & Osborne, Inc.	2,082,855
Young & Rubicam, Inc.	2,042,573
Wade Adv. Agency	1,956,191
Warwick & Legler	1,598,187
Dancer-Fitzgerald & Sample	1,530,292
D'Arcy Adv., Inc.	1,493,370
McCann-Erickson, Inc.	1,486,130
MacFarland Aveyard & Co.	1,287,844
Schwimmer & Scott Adv.	1,176,187
Benton & Bowles, Inc.	1,146,600
Hutchins Adv. Co.	1,144,236
Sherman & Marquette, Inc.	891,921
Lennen & Mitchell, Inc.	851,622
Aubrey, Moore, & Wallace, Inc.	737,680
Foote, Cone & Belding	713,726
Knox Reeves Adv. Co.	679,865
Walker & Downing	668,241
Wm. Esty & Co., Inc.	646,663
N. W. Ayer & Son, Inc.	636,648
Sherman K. Ellis, Inc.	597,326
Doherty, Clifford & Shenfield, Inc.	570,443
Grant Advertising, Inc.	475,102
Small & Seiffer, Inc.	433,166
Hazard Advertising Co.	390,689
H. W. Kastor & Sons Adv. Co., Inc.	367,447
Geyer Cornell & Newell, Inc.	341,530
Leo Burnett Co., Inc.	323,874
Burton Brown Adv.	323,412
Tracy-Locke Co., Inc.	298,350
Hill Blackett & Co.	284,729
Raymond Spector Co., Inc.	275,352
Buchanan & Co., Inc.	268,607
Maxon, Inc.	262,892
Alfred J. Silberstein—Bert Goldsmith, Inc.	249,477
Pacific Nat'l Adv. Agency	214,159
Charles Dallas Reach Co.	210,912
Ivey & Ellington, Inc.	205,625
McJunkin Advertising Co.	203,869
Fuller & Smith & Ross	192,240
Keeling & Co., Inc.	186,392
J. M. Mathes, Inc.	164,309
Donalhue & Coe, Inc.	137,662
J. D. Tarcher & Co.	122,843
A. W. Lewin Co.	109,664
The M. H. Hackett Co.	90,110
Henry Souvaine, Inc.	87,384
Arthur Kudner, Inc.	62,961
Garfield & Guild Adv.	55,480
Tucker Wayne & Co.	50,320
The Biow Co., Inc.	46,668
Charles H. Sheldon Adv.	46,245
Roche, Williams & Cleary	43,578
Street & Finney, Inc.	43,424
Duane Jones Co.	42,638
Brisacher Van Norden & Staff	41,008
C. S. Advertising Corp.	39,000
The Clements Co., Inc.	37,896
St. Georges & Keyes, Inc.	37,690
Huber Hoge & Sons	34,755

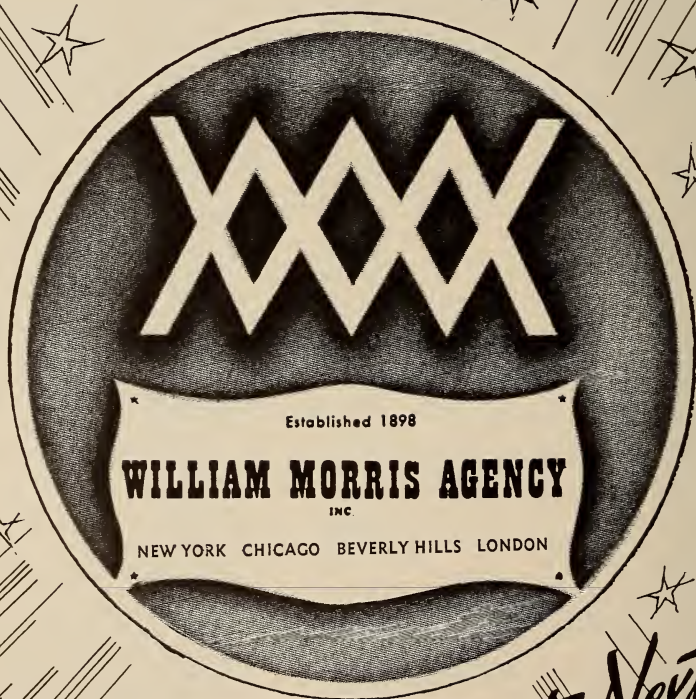
Wiltman & Pratt, Inc.	34,428
Wm. H. Weintraub & Co.	32,461
Ruthrauff & Ryan	31,393
Dorland International—Pettingell & Fenton, Inc.	21,447
Ervin Wasey & Co., Inc.	20,651
Barton A. Stebbins Adv. Agency	17,160
Trade Development Corp.	16,761
A. E. Brooks Adv. Agency	16,086
H. B. Humphrey Co.	12,440
The Mayers Co.	11,442
Rhoades & Davis	8,974
Evans Associates, Inc.	7,530
John Barnes Agency	4,680
Glasser-Gailey & Co.	1,770
Campbell-Mithun, Inc.	1,184

TOTAL \$40,045,966

Columbia Broadcasting System 1945 Agency Gross Billings

Young & Rubicam, Inc.	\$ 9,492,434
Dancer-Fitzgerald-Sample, Inc.	6,495,750
The Biow Co., Inc.	4,976,900
J. Walter Thompson Co.	4,648,864
Ruthrauff & Ryan, Inc.	4,425,451
Compton Advertising, Inc.	3,151,963
Batten, Barton, Durstine & Osborne, Inc.	2,674,898
Foote, Cone & Belding	2,517,608
McCann-Erickson, Inc.	2,030,041
Benton & Bowles, Inc.	1,853,834
William Esty & Co., Inc.	1,758,064
Duane Jones Co.	1,398,502
Arthur Meyerhoff & Co.	1,327,170
Ward Wheelock Co.	1,308,365
Maxon, Inc.	1,283,782
N. W. Ayer & Sons, Inc.	1,161,200
Campbell-Ewald Co., Inc.	1,118,745
Grant Advertising, Inc.	1,117,631
Pedlar & Ryan, Inc.	1,015,884
Geyer, Cornell & Newell, Inc.	902,351
Garner Advertising Co.	820,963
Lennen & Mitchell, Inc.	812,928
Buchanan & Co., Inc.	804,448
Wm. H. Weintraub & Co.	766,747
Newell-Emmett Co., Inc.	755,800
Warwick & Legler, Inc.	729,148
Ted Bates, Inc.	698,532
Sherman & Marquette, Inc.	630,672
Roche, Williams & Cleary, Inc.	570,460
Morse International, Inc.	543,046
Kenyon & Eckhardt, Inc.	473,167
Smith & Drum, Inc.	455,145
C. L. Miller Co.	409,906
Lambert & Feasley, Inc.	304,542
Joseph Katz Co.	297,560
Henri, Hurst & McDonald, Inc.	231,193
Crittenden & Eger	201,717
Sorensen & Co.	199,698
Wallace-Ferry-Hauly Co.	182,157
McJunkin Advertising Co.	145,966
Honig-Cooper Co.	92,734
Brisacher, Van Norden & Staff	63,935
Barton A. Stebbins, Inc.	62,961

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



Televised Spots Next!

AGENCY—NETWORK—SPONSOR BILLINGS

Hillman, Shane & Breyer, Inc.	59,725
Cockfield, Brown & Co.	51,645
MacManus, John & Adams, Inc.	51,530
W. Earl Bothwell Agency	51,223
Baker Advertising Agency, Ltd.	46,506
Abbott Kimball Co., Inc.	43,176
Ronalds Advertising Agency	42,597
Spitzer & Mills, Ltd.	41,961
Brooks Advertising Agency	39,156
Knox Reeves Advertising	39,142
Clements Co., Inc.	37,635
Wade Advertising Agency	30,492
Long Advertising Service	28,902
Glasser Gailley & Co.	26,061
Rhoades & Davis	20,616
Little & Co.	15,698
Hixson-O'Donnell Advertising, Inc.	15,391
M-G-M Advertising Agency	15,288
Aubrey, Moore & Wallace, Inc.	14,851
Dan B. Minor Co.	14,616
Fitzgerald Advertising Agency	14,487
Garfield & Guild	13,771
Byrde, Richard & Pound	13,704
Cecil & Presbrey, Inc.	12,985
Adolph Wendland	11,547
Gilham Advertising Agency	10,920
Raymond R. Morgan Agency	8,914
Aitkin-Kynett Co.	7,845
Ted M. Factor Agency	7,395
George M. Wessells Agency	7,240
Donahue & Coe, Inc.	5,688
Pacific National Advertising Agency	3,438
Lockwood-Schackelford Co.	1,810
Russel M. Seeds Co.	1,624
Kelly Nason, Inc.	1,404

GRAND TOTAL \$65,724,851

Mutual Broadcasting System
1945 Agency Gross Billings

Erwin Wasey & Company	\$ 2,931,043.38
Hixson-O'Donnell Adv., Inc.	1,368,203.27
D'Arcy Adv. Company, Inc.	1,286,571.16
Gardner Advertising Company	1,093,171.68
Kenyon & Eckhardt, Inc.	1,083,463.87
J. Walter Thompson Company	863,256.88
Neal D. Ivey Company	767,791.93
Ruthrauff & Ran, Inc.	663,110.72
Arthur Meyerhoff & Company	616,711.80
Grant Advertising, Inc.	637,106.67
Wm. H. Weintraub & Company, Inc.	587,897.93
Dancer-Fitzgerald-Sample	586,708.84
Maxon, Inc.	569,753.68
Calkins & Holden	464,205.10
Stanley G. Boynton Adv.	459,524.93
Raymond R. Morgan Company	454,003.35
Young & Rubicams, Inc.	410,645.04
Birmingham, Castleman & Pierce, Inc.	396,561.92
H. B. Humphrey Co.	346,552.49
Gotham Advertising Company	319,477.00
Henri, Hurst & McDonald, Inc.	284,997.86
Donahue & Coe, Inc.	278,343.20
Wade Advertising Agency	277,349.00
Hill Blackett & Company	257,024.48
G. C. Hoskin Associates	253,560.91
Walker & Downing	252,149.60
Ted Bates, Inc.	250,952.15
R. H. Alber Company	244,675.77
The Caples Company	224,970.33
St. Georges & Keyes, Inc.	212,825.40
Federal Advertising Agency, Inc.	191,368.00
L. W. Ramsey Company	166,113.00
McJunkin Advertising Co.	152,265.35
Al Paul Lefton Co., Inc.	145,108.08
Leo Burnett Co., Inc.	130,845.32
Buchanan & Co., Inc.	118,752.47

Weiss & Geller, Inc.	117,176.00
Ivey & Ellington, Inc.	116,346.06
Emil Mogul Company, Inc.	112,596.00
Benton & Bowles, Inc.	108,741.90
Oliam Advertising Company	101,688.00
Clements Company, Inc.	89,659.70
N. W. Ayer & Son, Inc.	87,033.76
Roche, Williams & Cleary, Inc.	77,649.90
Raymond Spector Co., Inc.	75,509.25
Geyer, Cornell & Newell, Inc.	61,738.24
Warwick & Legler, Inc.	52,029.00
United States Advertising Co.	43,423.97
Kudner Agency, Inc.	34,924.40
Russell M. Seeds Co., Inc.	32,178.33
Makelim Associates	26,787.15
Weston-Barnett, Inc.	26,267.93
Morse International, Inc.	13,860.00
George H. Hartman Company	12,676.40
Smith, Bull & McCreery	10,749.00
Marschalk & Pratt Co.	8,317.50
Schwimmer & Scott	7,902.75
Foote, Cone & Belding	4,788.00
Compton Advertising, Inc.	4,037.00
John C. Dowd, Inc.	2,600.00
Batten, Barton, Durstine & Osborne, Inc.	1,320.00

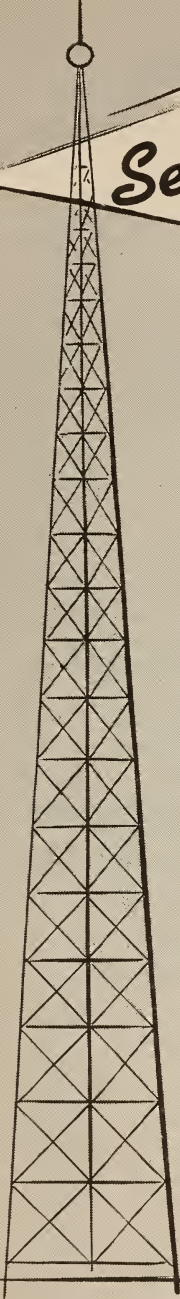
GRAND TOTAL \$20,637,362.80

National Broadcasting Company
1945 Sponsor Expenditures
Not Available

American Broadcasting Co.
1945 Sponsor Expenditures

Procter & Gamble Co.	\$ 2,210,537
General Mills, Inc.	2,159,021
Miles Laboratories, Inc.	1,956,191
Kellogg Company	1,678,207
The Coca-Cola Company	1,493,370
Quaker Oats Co.	1,489,247
Swift and Company	1,483,725
Libby, McNeill & Libby	1,420,561
Esquire, Inc.	1,176,187
Westinghouse Electric Corp.	1,148,557
Philco Corporation	1,144,236
Ford Motor Company	1,055,915
Reader's Digest Assn., Inc.	959,728
Curtis Publishing Company	868,796
The Andrew Jergens Co.	851,622
General Foods Corporation	823,539
Allis-Chalmers Mfg. Co.	807,452
Bristol-Myers Company	725,062
Lehn & Fink Products Corp.	646,663
Yarus & Brother Company, Inc.	6 30,958
Mail Pouch Tobacco Co.	580,548
The Borden Company	558,986
Charles E. Hires Co.	557,129
Williamson Candy Co.	551,694
Serutan Co.	550,144
Equitable Life Ass. Soc. of U. S.	488,037
Raytheon Production Corp.	487,718
Hall Brothers, Inc.	462,930
The D. L. Clark Co.	456,268
Carter Products, Inc.	433,166
Nat'l Board of Fire Underwriters	119,048
Prudential Life Insurance Co.	408,078
American Cyanamid	390,689
United States Steel Corporation	372,815

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• • • **AGENCY—NETWORK—SPONSOR BILLINGS** • • •

Comfort Manufacturing Company.....	6,974
Iodent Chemical Co.....	6,761
Zukor's, Inc.....	4,680
Bu-Tay Products Co.....	1,770
American Dairy Association.....	1,184
Corley Diet Food Co.....	856
Standard Oil of California.....	402
TOTAL	\$10,015,966

Columbia Broadcasting System
1945 Sponsor Expenditures

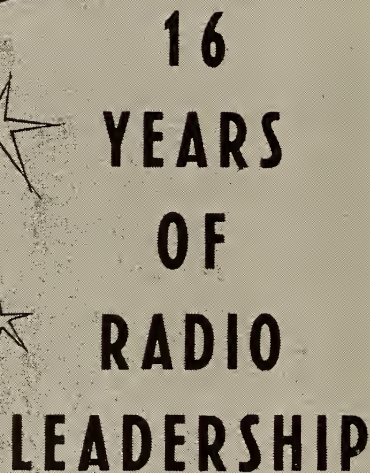
Procter & Gamble Co.....	\$ 5,358,496
Lever Brothers Co.....	5,091,929
General Foods Corp.....	4,164,948
American Home Products Corp.....	2,984,922
General Electric Co.....	2,842,841
Sterling Drug Inc.....	2,275,351
William Wrigley, Jr. Co.....	2,057,578
Campbell Soup Co.....	1,655,873
Eversharp, Inc.....	1,556,493
Philip Morris & Co., Ltd., Inc.....	1,417,715
Colgate-Palmolive-Peet Co.....	1,392,157
Manhattan Soap Co., Inc.....	1,374,486
General Mills, Inc.....	1,269,478
United States Rubber Co.....	1,118,745
American Tobacco Co.....	1,055,678
R. J. Reynolds Tobacco Co.....	1,007,505
Cudahy Packing Co.....	921,726
E. R. Squibb & Sons.....	907,239
Johns-Manville Corp.....	864,710
Texas Co.....	841, 38
Pet Milk Sales Co.....	831,883
Lady Esther, Ltd.....	826,710
Emerson Drug Co.....	795,090
P. Lorillard Co.....	793,974
Quaker Oats Co.....	791,270
Celanese Corp. of America.....	789,886
Chrysler Corp.....	780,148
Bourjois, Inc.....	764,307
Anchor Hocking Glass Corp.....	760,657
Liggett & Myers Tobacco Co.....	755,800
Pabst Sales Co.....	729,148
Continental Baking Co., Inc.....	698,532
B. F. Goodrich Co.....	687,387
Chesebrough Mfg. Co.....	666,199
United Drug Co.....	613,032
Prudential Ins. Co. of America.....	601,797
Continental Can Co.....	588,274
Lewis-Howe Co.....	570,460
Gulf Oil Corp.....	558,804
International Silver Co.....	552,027
Electric Companies Adv. Program.....	548,168
Roma Wine Co.....	525,882
Parker Pen Co.....	506,194
Noxzema Chemical Co.....	445,098
Southern Cotton Oil Co.....	441,955
Borden Co.....	429,609
Sales Builders, Inc.....	423,990

Welch Grape Juice Co.....	367,447
Time, Inc.....	367,404
George W. Luft Company.....	365,163
Nash-Kelvinator Corporation.....	341,530
American Meat Institute.....	323,874
Pacific Coast Borax Co.....	321,932
Pharma-Craft Corp.....	318,813
Dr. Pepper Company.....	298,350
The Wander Company.....	284,729
Standard Brands, Inc.....	277,944
Gillette Safety Razor Co.....	262,892
Owens-Illinois Glass Co.....	257,712
Texas Company.....	236,561
Botany Worsted Mills.....	219,477
L. E. Waterman Co.....	210,912
Sweets Co. of America.....	205,625
Mars, Inc.....	200,310
Fisher Flouring Mills Co.....	198,556
Aluminum Co. of America.....	192,240
Hastings Mfg. Co.....	186,392
O'Ceard Corporation.....	185,986
Elgin National Watch Co.....	167,448
Chf Boy-Ar-Dee Quality Foods, Inc.....	164,747
B. F. Goodrich Co.....	155,499
Wildroot Co., Inc.....	155,013
Armour and Company.....	142,148
Grove Laboratories, Inc.....	137,662
Ward Baking Company.....	125,944
McKesson & Robbins, Inc.....	122,843
Sherwin-William Co.....	112,281
Harvel Watch Co.....	109,664
Lockheed Aircraft Corp.....	108,648
Chatham Mfg. Co.....	90,110
Army-Navy-Red Cross Series.....	87,384
U. S. Army.....	72,219
American Iron & Steel Institute.....	70,823
Lear, Incorporated.....	62,061
Falstaff Brewing Corp.....	51,136
Serinto Mfg. Co.....	50,320
Eversharp, Inc.....	46,668
John H. Breck, Inc.....	46,245
Hunt Foods, Inc.....	44,734
Raymond Laboratories, Inc.....	43,578
Foster-Milburn Company.....	43,424
Peter Paul, Inc.....	41,008
Wilson Sporting Goods.....	39,000
General Baking Company.....	37,896
Benjamin Moore and Co.....	37,690
Manhattan Soap Co., Inc.....	35,874
William Wise and Co.....	34,755
Congress of Indus. Organizations.....	34,428
H. Fendrich, Inc.....	31,393
Gum Laboratories, Inc.....	32,148
Rainier Brewing Company.....	32,046
Frank H. Lee Company, Inc.....	32,464
Safeway Stores, Inc.....	29,054
Chemicals, Inc.....	28,096
Kellogg Company.....	27,948
Guittard Chocolate Co.....	27,384
Pinaud, Inc.....	21,447
S. A. Moffett Co.....	20,654
The Cummer Co., Division of Sterling Drugs, Inc.....	18,036
Signal Oil Company.....	17,160
Club Aluminum Products Company.....	16,761
Bekins Van & Storage.....	16,086
Soil-Of Mfg. Co.....	15,641
Washington Co-operative Egg & Poultry.....	15,603
Christian Science Publishing Soc.....	12,440
The Mentholatum Company.....	11,918
Food Machinery Corp.....	11,442
Washington State Apple Commission.....	9,086
Dr. Earl Sloan, Inc.....	8,748
Denalan Company, Inc.....	8,118
Batavia Metal Products Co.....	7,530



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Armstrong Cork Co.....	385,246
Standard Brands, Inc.....	374,500
Cresta Blaca Wine Co.....	374,421
Armour & Co.....	367,886
Prince Matchabelli, Inc.....	364,136
J. B. Williams Co.....	354,675
Pillsbury Mills, Inc.....	331,660
Johnson & Johnson.....	325,430
Cream of Wheat Corp.....	321,351
Lambert Co.....	304,542
American Oil Co.....	287,825
Curtiss Candy Co.....	256,822
Textron, Inc.....	248,702
Ballard & Ballard Co.....	231,193
Admiral Corp.....	201,717
Nash-Kelvinator Corp.....	200,763
Bowey's, Inc.....	199,698
Electric Auto-Lite Co.....	197,466
Bendix Aviation Corp.....	195,905
Pacific Coast Borax Co.....	190,480
P. Ballantine & Sons.....	189,774
Ford Motor Co.....	182,760
Campana Sales Co.....	182,157
Vick Chemical Co.....	178,910
Corn Products Refining Co.....	153,084
Schenley Laboratories, Inc.....	153,048
Chef Boy-Ar-Dee Quality Foods, Inc...	145,966
Servel, Inc.....	88,113
Planters Nut & Chocolate Co.....	74,146
Signal Oil Co.....	62,961
"42" Products, Inc.....	59,725
Ferry-Morse Seed Co.....	51,530
Elgin National Watch Co.....	51,005
Soil-Off Mfg. Co.....	43,593
Gillette Safety Razor Co.....	42,592
Bekins Van & Storage Co.....	39,156
Peter Paul, Inc.....	39,105
General Petroleum Corp. of California..	38,550
Colonial Dames, Inc.....	38,301
Hudson Coal Co.....	37,635
Union Oil Co.....	34,762
Miles California Co.....	30,492
Hunt Bros. Packing Co.....	30,057
Safeway Stores, Inc.....	26,656
S. & W. Fine Foods, Inc.....	24,830
Mennen Co.....	24,016
National Lead Co.....	21,390
Yellow Cab Co.....	20,616
Andrew Jergens Co.....	18,954
Benrus Watch Co.....	18,096
Kelite Products, Inc.....	15,698
Day & Night Mfg. Co.....	15,394
McMahan Furniture Stores.....	15,288
O'Cedar Corp.....	14,854
Wilshire Oil Co.....	14,616
Pan American Petroleum Corp.....	14,487
Compton Co.....	13,704
L. B. Laboratories, Inc.....	13,191
Ronson Art Metal Works, Inc.....	12,985
Gallankamp Stores Co.....	12,956
Bu-Tay Products, Ltd.....	12,80
California Prune & Apricot Growers Assn.....	12,008
Edison Bros. Stores, Inc.....	11,547

M. J. B. Co.....	9,887
Maryland Pharmaceutical Co.....	9,735
R. M. Hollingshead Corp.....	7,845
Grove Laboratories, Inc.....	7,312
Union Ice Co.....	7,240
Chemicals, Inc.....	6,876
S. A. Moffatt Co.....	6,112
Seeman Bros., Inc.....	6,090
Seal-Cote Co.....	5,607
Guitard Chocolate Co.....	5,580
I. Ginsberg & Bros., Inc.....	4,875
Lyon Van & Storage Co.....	4,202
Barron-Gray Packing Co.....	3,938
Washington Cooperative Egg & Poultry Assn.....	3,438
Industrial Management Corp.....	1,810
Herman Basch & Co.....	1,404
Newell Guttrud Co.....	1,315
GRAND TOTAL	\$65,724,851

Mutual Broadcasting System
1945 Sponsor Expenditures

R. B. Semler, Inc.....	\$ 1,713,953.23
Coca-Cola Company.....	1,286,571.16
Ralston Purina Co.....	1,093,171.68
Sinclair Refining Co.....	1,043,899.27
Kellogg Company.....	911,140.67
Bayuk Cigars, Inc.....	884,137.99
Zonite Products Corp.....	701,077.93
Pharmaco, Inc.....	669,002.32
Mutual Benefit Health & Accident Assn.....	646,711.80
Whitehall Pharnacal Co.....	586,708.84
Gillette Safety Razor Co.....	569,753.68
Seven-Up Bottling Co.....	525,933.70
Stokely Brothers & Co., Inc.....	464,205.10
Knox Company.....	454,003.35
Serutan Company.....	437,854.91
Conti Products, Inc.....	364,809.92
Helbros Watch Co.....	354,277.63
Barbasol Company.....	331,891.99
Richfield Oil Corp.....	324,304.00
Employer's Group Ins. Co.....	321,5540.49
Lutheran Laymen's League.....	319,477.00
Lin-X (formerly Acme White Lead & Color Works).....	284,997.86
Beaumont Company.....	278,343.20
Miles Laboratories, Inc.....	277,349.00
Reichhold Chemicals, Inc.....	274,761.01
Radio Bible Class.....	264,231.89
Petri Wine Company.....	264,040.04
Voice of Prophecy.....	253,560.91
Allegheny Ludlum Steel Corp.....	252,149.60
Carter Products, Inc.....	250,952.15
Gospel Broadcasting Assn.....	244,675.77
Frank H. Lee, Inc.....	230,828.30
Union Pacific Railroad.....	224,970.33
Young People's Church of the Air..	214,120.23

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 Bill Stern John Raitt
 Sue Reed Dunninger Christine Johnson Jane Dillon PERRY
 Bill Wyatt Vivian DeChien Fay McGee WARD
 Marie Rogstad Harold Reed Julie Oshtins Fuzig
 Jack Turcott Frank X. Sullivan Jr. J. Charles Gilbert
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 Gary Moore Howard Petrie Nola Luxford Sheena "Rosey" Rosewell
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AGENCY—NETWORK—SPONSOR BILLINGS

Revere Copper & Brass, Inc.	212,825.40
Wesley Radio League.....	195,293.04
General Cigar Company.....	192,502.83
American Safety Razor Corp.....	191,368.00
Chesapeake & Ohio Railway.....	172,323.20
Wander Company	169,140.48
F. W. Fitch Company.....	166,113.00
Goodyear Tire & Rubber Co.....	146,605.00
Duffy Mott Company.....	145,108.08
Textron, Inc.	144,820.35
Lumbermen's Mutual Casualty Co.	130,845.32
Gum Laboratories, Inc.....	129,186.30
Formfit Company	118,752.47
Rensie Watch Company.....	117,176.00
Clipper Craft Clothes (formerly Tri- mount Clothing Co.).....	112,596.00
General Foods Corp.....	108,741.90
Lewis Howe Company.....	101,688.00
E. J. Brach & Sons.....	87,884.00
U. S. Army Recruiting Service.....	87,033.76
Delaware Lackawanna & Western Coal Co.	83,768.10
G. N. Coughlan Mfg. Co.....	77,649.90
Berkshire Knitting Mills.....	61,738.24
George W. Luft Co., Inc.....	52,029.00
Carey Salt Company.....	49,866.20
Wilson Sporting Goods Co.....	43,423.97
General Motors Corp.....	34,924.40
Miss Swank, Inc.....	34,544.00
Grove Laboratories, Inc.....	32,478.33
American Bird Products, Inc.....	26,267.93
Waltham Watch Company.....	25,012.00
Vick Chemical Company.....	13,860.00
Hartz Mountain Products.....	12,676.40
Shipstad & Johnson	10,629.00
Standard Oil Company of N. J.....	8,317.50
Wurlitzer Company	7,902.75
Table Products, Inc.....	4,788.00
Procter & Gamble Company.....	4,037.00
Boston Globe	2,600.00
Household Finance Corp.....	1,320.00
Ice Capades Revue.....	120.00

GRAND TOTAL\$20,637,362.80

April	3,224,426
May	3,609,944
June	3,008,970
July	2,823,147
August	2,701,733
September	2,982,867
October	3,593,027
November	3,585,259
December	3,556,933

TOTAL\$10,045,966

**Columbia Broadcasting System
Gross Monthly Billings**

January	\$ 5,884,576
February	5,396,202
March	5,884,545
April	5,270,361
May	5,618,030
June	5,400,859
July	5,030,847
August	5,005,100
September	5,296,138
October	5,682,948
November	5,567,630
December	5,687,615

TOTAL\$65,724,851

**Mutual Broadcasting System
Gross Monthly Billings**

January	\$ 1,428,094
February	1,385,477
March	1,512,364
April	1,627,183
May	1,579,940
June	1,473,787
July	1,653,068
August	1,702,467
September	1,726,250
October	2,109,371
November	2,154,455
December	2,284,900

TOTAL\$20,637,628

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

**American Broadcasting Co.
Gross Monthly Billings**

January	\$ 3,868,076
February	3,392,336
March	3,699,248

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

ROBERT MERRILL

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

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GALE, INC.

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ELLA FITZGERALD

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Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



★ Radio Station ★ Representatives

JAMES L. ALEXANDER

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

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg.M 7691
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.

Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400

Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464

Winnipeg—Electric Railway Chambers, P. H. Gayner.....96-861

Vancouver—198 W. Hastings St., J. E. Baldwin.....Marine 9542

Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland; CJLS, Yarmouth, N. S.; CHWK, Chilliwack, B. C.

AMERICAN BROADCASTING COMPANY

(National Spot Sales Division)

New York City—33 W. 42nd St.,.....Wisconsin 7-1737

Ralph E. Dennis, Manager; John W. Brooke, Eastern Sales Mgr.

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

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

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

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

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

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

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg.Belair 3325

M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. J. Meyer, Sales Director; S. Vineberg, Program Director; J. O. Denis, French Director; J. Feldman, Recording Department; R. O. Stevenson, Manager of Syndicated Transcription Department.

Toronto—199 Bay St.Adelaide 3248

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

BERTHA BANNAN

(New England Representative*)

Boston—533 Little Bldg., Bertha Bannan;.....Hubard 4370

Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WDEV, Waterbury, Vt.; WCOU, Lewiston, Maine; WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.; WSRR, Stamford, Conn.

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

Mc Gillora..



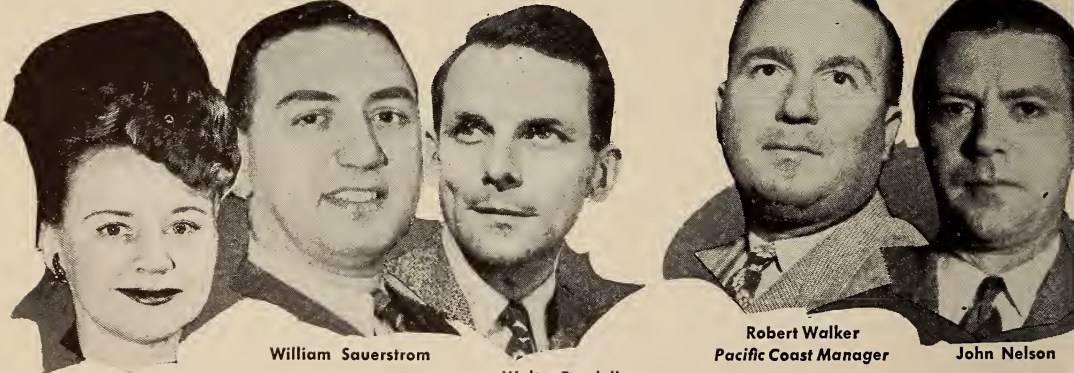
James LeBaron
General Sales Manager

Ray Murphy

Stuart Kelly

Richard Gerken

NEW YORK
366 Madison Avenue
Murray Hill 2-8755



Willie Kissick
Manager

William Sauerstrom

Walter Beadell

Robert Walker
Pacific Coast Manager

John Nelson

CHICAGO
35 East Wacker Drive
State 5282

LOS ANGELES
403 West Eighth Street
Vandyke 9348

JOSEPH HERSHEY

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

CHICAGO, 1
35 East Wacker Drive
State 5282

Spells Manpower!

"MANPOWER SPELLS

*Results in
Spot Radio"*



Joseph H. McGillvra
President



Eli Minton

SAN FRANCISCO
68 Post Street
Sutter 5568

*I*F you think your market and operation justify a national spot billing of \$3,000 a month and up, and if you are not satisfied with your present volume of spot billings, and the way your station is sold—then won't you get in touch with us—Joseph Hershey McGillvra, Inc.?

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

Mc GILLVRA, Inc.

ASSOCIATE MEMBER — NATIONAL ASSOCIATION OF BROADCASTERS

SAN FRANCISCO, 4
68 Post Street
Sutter 5568

LOS ANGELES, 14
403 West Eighth Street
Vandyke 9348

Mc Gillvra... Spells Manpower!



James LeBaran
General Sales Manager

Ray Murphy

Stuart Kelly

Richard Gerken

NEW YORK
366 Madison Avenue
MURRAY HILL 2-8755



Willie Kissick
Manager

William Sauerstrom

Walter Beadell

Robert Walker
Pacific Coast Manager

Jahn Nelson

CHICAGO
35 East Wacker Drive
State 5282

LOS ANGELES
403 West Eighth Street
Vandyke 9348



Eli Minton

SAN FRANCISCO
68 Post Street
Sutter 5568



Joseph H. McGillvra
President

"MANPOWER SPELLS Results in Spot Radio"

*I*F you think your market and operation justify a national spot billing of \$3,000 a month and up, and if you are not satisfied with your present volume of spot billings, and the way your station is sold—then won't you get in touch with us—Joseph Hershey McGillvra, Inc.?

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

JOSEPH HERSHEY

NEW YORK, 17
366 Madison Avenue
MURRAY HILL 2-8755

CHICAGO, 1
35 East Wacker Drive
State 5282

Mc GILLVRA, Inc.

ASSOCIATE MEMBER — NATIONAL ASSOCIATION OF BROADCASTERS

SAN FRANCISCO, 4
68 Post Street
Sutter 5568

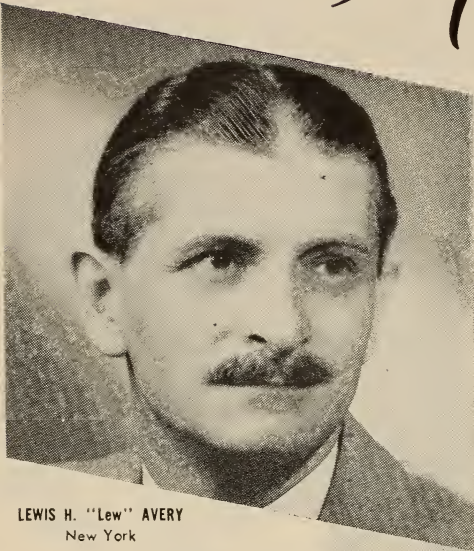
LOS ANGELES, 14
403 West Eighth Street
Vandyke 9348

EXONENTS OF

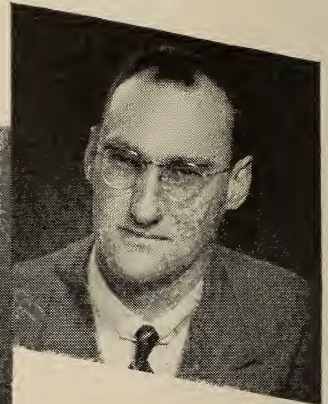
Aggressive Activity

...the men
who have formed

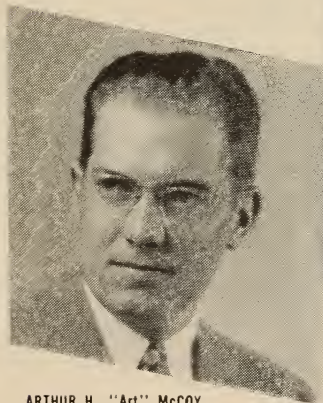
LEWIS H. *Avery* INC.



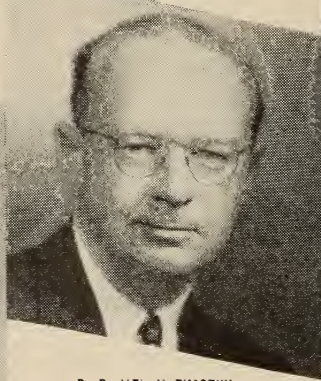
LEWIS H. "Lew" AVERY
New York



DAVID H. "Sandy" SANDEBERG
San Francisco



ARTHUR H. "Art" McCOY
New York



B. P. "Tim" TIMOTHY
Chicago

LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

544 Market Street
San Francisco, Calif.
DOuglas 5873

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

• • • STATION REPRESENTATIVES • • •

WALTER BIDDICK COMPANY

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

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Avenue.....Superior 8659
 John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles
 Dilcher, Ward Ingram.
New York City—341 Madison Avenue.....Murray Hill 9-6084
 George Bolling, Vice-President; Richard Buckley, William Weldon, Robert
 Hill Bolling, E. Schuyler Ensell, Robert Eastman.
Los Angeles—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect 3584
San Francisco—608 Russ Bldg., Lindsey Spight, Vice-President.....Douglas 3188
St. Louis—350 Paul Brown Bldg., J. Chris Hetherington.....Chestnut 5688
Detroit—1114 Book Bldg., Charles M. Adell.....Randolph 5257
Stations—WFBR, Baltimore, Md.; WBNF, Binghamton, New York; KFYZ, Bismark,
 N. D.; KIDO, Boise, Idaho; WLS, Chicago, Ill.; KFRU, Columbia, Mo.;
 WBNS, Columbus, O.; KFEL, Denver, Colo.; KIEM, Eureka, Cal.; WMMN,
 Fairmont, W. Va.; KFRE, Fresno, Cal.; WHP, Harrisburg, Pa.; KTRH,
 Houston, Tex.; WIBC, Indianapolis, Ind.; WROL, Knoxville, Tenn.; WJAX,
 Jacksonville, Fla.; KHG, Los Angeles, Cal.; WQAM, Miami, Fla.; WDSU,
 New Orleans, La.; WNEW, New York, N. Y.; KODY, North Platte, Neb.;
 WOW, Omaha, Neb.; WDBO, Orlando, Fla.; KOY, Phoenix, Ariz.; KALE,
 Portland, Oreg.; WMBG, Richmond, Va.; KXOA, Sacramento, Cal.; KXOK,
 St. Louis, Mo.; KDYL, Salt Lake City, Utah; KFXM, San Bernardino, Cal.;
 KGB, San Diego, Cal.; KFRC, San Francisco, Cal.; KDB, Santa Barbara,
 Cal.; WGBI, Scranton, Pa.; KOL, Seattle, Wash.; KGDM, Stockton, Cal.;
 WFLA, Tampa, Fla.; KXEL, Waterloo, Ia.; WWVA, Wheeling, W. Va.;
 WHIZ, Zanesville, Ohio; KGMB, Honolulu, Hawaii; Don Lee Broadcasting
 System (MBS), The Arizona Radio Network.

D. L. BOUFFORD

Toronto—112 Yonge St., 1.....AD. 7468
Stations—CKCH, Hull, Quebec.

THE BRANHAM COMPANY

New York—230 Park Avenue.....Murray Hill 6-1860
 M. H. Long, Vice-President; F. P. Motz, Vice-President; Joseph F. Timlin,
 Manager of radio department.
Chicago—360 N. Michigan Avenue.....Central 5726
 John Petrie, President; E. F. Corcoran, Vice-President; C. B. Peterson, Man-
 ager radio department.
Detroit—General Motors Bldg., Harry Anderson.....Trinity 1-0440
Dallas—First National Bank Bldg., J. S. McCauley.....Central 8569
Atlanta—Rhodes Haverty Bldg., J. B. Keough.....Walnut 4851
St. Louis—Arcade Bldg., J. E. Nicholson.....Chestnut 6192
Kansas City—Board of Trade Bldg., G. F. Dillon.....Harrison 1023
San Francisco—5 Third St., George D. Close.....Garfield 6740
Los Angeles—448 S. Hill St., J. H. Hornung.....Michigan 1269
Charlotte, N. C.—612 Commercial National Bank Bldg., H. L. Ralls.....Charlotte 8839
Memphis—1018 Sterick Bldg., S. Arnold.....Memphis 8-2344
Stations—KTHS, Hot Springs, Ark.; KWKH, Shreveport, La.; WCPO, Cin-
 cinnati, Ohio; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC,
 Memphis, Tenn.; KRIC, Beaumont, Texas; KRLD, Dallas, Texas; (WCHS,
 Charleston); WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington,
 West Va.; KFMB, San Diego, Cal.; WMOB, Mobile, Ala.; KWBU, Corpus
 Christi, Texas.

THE PAN AMERICAN MARKET

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

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

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

Representatives for radio stations in

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

Pan American Broadcasting Co.

330 Madison Avenue

New York (17), N. Y.

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

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

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

BROADCAST SALES CO.

New York City—280 Madison Ave., Peggy Stone.....Murray Hill 5-2940
Chicago—360 N. Michigan Ave., George Roesler.....Randolph 9034
Stations—WINN, Louisville, Ky.; WPAG, Ann Harbor, Mich.; New England Cupboard on WNAC, Boston, Mass.; WJIM, Lansing, Mich.; WMAN, Mansfield, Ohio; WMRN, Marion, Ohio; WMPS, Memphis, Tenn.; KFNF, Shendoah, Iowa.

HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd.....Hollywood 6045
 H. C. Brown, In Charge; Helen V. Brown, Office Manager; Sara Beltron, Sales Manager.
Stations—3XY, Melbourne, Australia; Eftee Network, Australia.

BURN-SMITH COMPANY, INC.

Chicago—307 N. Michigan Ave., John Toothill, President.....Central 4437
New York—19 W. 44th St., Robt. S. Keller, Mgr.....Murray Hill 2-3124
Los Angeles—Chamber of Commerce Bldg., Walter Biddick, Mgr.....Richmond 6184
Stations—KMTR, Los Angeles, Calif.; WRUF, Gainesville, Fla.; WLOF, Orlando, Fla.; WALB, Albany, Ga.; WTRC, Elkhart, Ind.; KVFD, Fort Dodge, Ia.; WLBj, Bowling Green, Ky.; WHLN, Harlan, Ky.; WOMI, Owensboro, Ky.; WHAI, Greenfield, Mass.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WFDF, Flint, Mich.; WCNC, Elizabeth City, N. C.; WGBG, Greensboro, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WFTC, Kinston, N. C.; WMFD, Wilmington, N. C.; WHBC, Canton, Ohio; WMRF, Lewiston, Pa.; WBAX, Wilkes-Barre, Pa.; WOPI, Bristol, Tenn.; WKPT, Kingsport, Tenn.; KFRO, Longview, Texas; WFVA, Fredericksburg, Va.; WGH, Newport News, Va.; KWJJ, Portland, Ore.; WJLS, Beckley, W. Va.; WAIM, Anderson, S. C.; WMRC, Greenville, S. C.; WISE, Asheville, N. C.; WMFR, High Point, N. C.; WLOU (FM), Detroit, Mich.; WCMA, Cornith, Miss.; WNVA, Norton, Va.; WSSV, Petersburg, Va.; WIBU, Madison-Poynette, Wis.; Wisconsin Network.

CANADIAN BROADCASTING CORPORATION

Toronto—354 Jarvis Street.....Midway 5481
 E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.
Montreal—1231 St. Catherine Street, West.....Marquette 8021
 Omer Renaud, Commercial Manager—Quebec Division.
Stations—CBR, Vancouver, B. C.; CBA, Sackville, N. B.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CIBC, Toronto, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal, Que.; CBM, Montreal, Que.; CBV, Quebec City, Que.; CBK, Watrous, Sask.; CBH, Halifax, N. S.

CAPPER PUBLICATIONS, INC.

Topeka—1035 Topeka Blvd.....Topeka 3-2377
 Ben Ludy, General Manager; Edna Hann, Ass't; Kathryn Young.
New York City—420 Lexington Avenue.....Mohawk 4-3280
 William L. McKee.
Chicago—180 N. Michigan Avenue, Tom L. Greene.....Central 5977
Kansas City, Mo.—300 Waltower Bldg., Joseph H. Story, Jr.....Victor 3864
San Francisco—1207 Russ Bldg., Pearl Ann Lyon.....Douglas 5220
Stations—CKKN, Kansas City, Kans.; WIBW, Topeka, Kans.

THOMAS F. CLARK CO., INC.

New York—205 East 42nd St.....Murray Hill 4-6317
 Thomas F. Clark, President; Miss Mary Dempsey, Manager; Mrs. E. A. Abernethy, Asst. Manager.
Chicago—35 East Wacker Drive.....Central 1112
 C. J. Anderson, Manager.

Stations—WTAL, Tallahassee, Fla.; WMJM, Cordele, Ga.; WLAG, La Grange Ga.; WRLC, Toccoa, Ga.; WCAZ, Carthage, Ill.; WSNJ, Bridgeton, N. J.; WNBZ, Saranac Lake, N. Y.; WMBO, Auburn, N. Y.; WEGO, Concord, N. C.; WJRD, Tuscaloosa, Ala.; KGIW, Alamoosa, Colo.; KUIP, Durango, Colo.; KGEK, Sterling, Colo.; KOCA, Kilgore, Texas; KPLT, Paris, Texas; KIUN, Pecos, Texas; KTNM, Tucumcari, New Mexico.

B. FRANK COOK

(Southeastern Representative*)

Atlanta, Ga.—1104-22 Marietta St. Bldg. Walnut 1231
 Stations—WALB, Albany, Ga.; WFBC, Greenville, S. C.
 * Stations represented on a regional basis only.

COX & TANZ

Philadelphia—Drexel Building. Lombard 1720
 E. R. Tanz
 New York—A. P. Cox, Executive in Charge, 285 Madison Avenue. Lexington 2-2450
 Chicago—228 N. La Salle Street, J. C. Cox, Jr., Executive in Charge. Franklin 2095
 Stations—KELD, El Dorado, Ark.; KFFA, Helena, Ark.; WBLJ, Dalton, Ga.; WGNC, Gastonia, N. C.; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; WFIG, Sumter, S. C.; WJZM, Clarksville, Tenn.; WHUB, Cookeville, Tenn.; KNEL, Brady, Texas; WCHV, Charlottesville, Va.; WIGM, Medford, Wisc.; WCRW, Chicago, Ill.; KIUL Garden City, Kansas; KSAM, Huntsville, Texas; KGFX, Pierre, S. D.; KRBA, Lufkin, Texas; KHAS, Hastings, Neb.; WPRA, Mayaguez, Puerto Rico.

HARRY E. CUMMINGS

(Southeastern Representative*)

Jacksonville, Fla.—1306 Barnett National Bank Bldg. Jacksonville 3-0381
 Stations—WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WDBO, Orlando, Fla.; Daniel Boone Network (WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WISE, Asheville, N. C.); WHIO, Dayton, Ohio; WROL, Knoxville, Tenn.
 *Stations represented on a regional basis in Southeastern United States only.

DOMINION BROADCASTING CO.

Toronto, Canada—4 Albert Street. Adelaide 3383
 Hal B. Williams, Manager; Don Copeland, Recording Division Manager; Stan Francis, Production.
 Stations—CJLS, Yarmouth, N. S.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

FORJOE & COMPANY

New York—19 W. 44th St., Vanderbilt 6-5080
 Joseph Bloom, President; Fredric Apt, Sales and Sales promotion.
 Chicago—360 N. Michigan Ave., Zang Golobe, Rep., State 5587
 Philadelphia—1301 Widener Bldg., Charles Shall, Rep., Rittenhouse 9698
 Race 2050
 Pittsburgh—Keystone Hotel, Thomas B. Price, Rep., Grant 5200
 Hollywood—1223 Highland Ave., Larry Krasner, Rep., Hillside 6038
 Stations—WLIB, New York, except New York; WBNX, New York; WSBC, Chicago; WJBK, Detroit, except Chicago; WWSW, Pittsburgh; WDAS, Philadelphia; WORL, Boston, except New York; WMIN, Minneapolis; St. Paul; KEYS, Corpus Christi; KONO, San Antonio; WIBM, Jackson, Mich., except Chicago; WISR, Butler, Pa.; WCOU, Lewiston, Maine; WBRO, Welch, W. Va.; WRRF, Washington, N. C.; WTAW, College Station, Texas; KKNW, Vancouver, New Westminster, Canada.

R. C. FOSTER & COMPANY

(New England Radio Advertising)

Boston—507 Statler Bldg., Hubbard 3225
 Robert C. Foster, Gertrude Saxe, Manager.
 Owner (now in U. S. Navy.)

STATION REPRESENTATIVES

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

*Represented on regional accounts only.

FREE & PETERS, INC.

<i>New York</i> —444 Madison Avenue.....	Plaza	5-4130
H. Preston Peters, President; Jones Scovern, Eastern Sales Manager; Frank X. Fitzpatrick, Fred W. Mitchell, Richard M. Allerton, A. J. Barry, Jr., Ewalt M. Blain, C. Terence Clyne.		
<i>Chicago</i> —180 N. Michigan Avenue	Franklin	6373
Russell Woodward, Vice-President; Sherman R. Barnett, Sec.-Treasurer; John A. Cory, Joseph W. Evans, Lloyd Griffin, Ray Neihengen.		
<i>Atlanta</i> —322 Palmer Bldg., James M. Wade.....	Main	5667
<i>San Francisco</i> —111 Sutter Street, A. Leo Bowman.....	Sutter	4353
<i>Hollywood</i> —6331 Hollywood Blvd.....	Granite	3615
James L. Free, Chairman; Hal W. Hoag, Manager.		
<i>Detroit</i> —645 Griswold St., William W. Bryan.....	Cadillac	1880
Stations—WMBD, Peoria, Ill.; WISH, Indianapolis, Ind.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; KMA, Shenandoah, Ia.; WAVE, Louisville, Ky.; WCBM, Baltimore, Md.; WKZO, Kalamazoo, Mich.; KDAL, Duluth, Minn.; WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis, Mo.; KOB, Albuquerque, N. M.; WGR-WKBW, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati, Ohio; KOMA, Oklahoma, City, Okla.; KTUL, Tulsa, Okla.; KOIN, Portland, Ore.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KIRO, Seattle, Wash.; KRIS, Corpus Christi, Texas; KXYZ, Houston, Texas; KEEW, Brownsville, Texas.		

ROMIG C. FULLER & ASSOCIATES

(Northwest Representative*)

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

W. S. GRANT COMPANY

<i>San Francisco</i> —582 Market St., W. S. Grant, General Manager.....	Exbrook	6685
W. S. Grant, General Manager; Patria Craig, Secretary.		
<i>Los Angeles</i> —412 W. 6th St., J. H. Johnston.....	Vandick	6341
<i>New York</i> —366 Madison Ave.....	Murray Hill	2-8865
Phil Broderick, Mgr.		
<i>Chicago</i> —180 N. Michigan Ave., Frank Back, Manager.....	Dearborn	7869
Frank Back, Mgr.		
Stations—KHSL, Chico, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KVCV, Reading, Calif.; KTKC, Visalia, Calif.; KFJI, Klamath Falls, Ore.; KHUB, Watsonville, Calif.; KUEC, San Luis Obispo, Calif.; KPMC, Bakersfield, Calif.; KVOE, Santa Ana, Calif.; KOOS, Coos Bay, Ore.; KBKR, Baker, Ore.; KLBW, La Grande, Ore.; KVAN, Vancouver, Wash.; KCRA, Sacramento, Calif.; KTYW, Yakima, Wash.		

HOMER GRIFFITH CO.

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

MELCHOR GUZMAN COMPANY, INC.

(Latin American Representative)

<i>New York</i> —45 Rockefeller Plaza, (20).....	Circle	7-0624
Melchor Guzman, President; A. M. Martinez, Vice-President.		
<i>Stations</i> —Argentina: LRI, Buenos Aires; LU2, Bahía Blanca; LU8, Barioche; LV2, Cordoba; LU6, Mar Del Plata; LT5, Resistencia; LU12, Rio Gallegos; LU4, Rivadavia; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, Sante Fe; LV7, Tucuman, Bolivar; CP3-CP2-CP38, La Paz; CP1-CP141, Sucre.		
Chile: CA141, Antofagasta; CC117, Concepcion; CD, Osorno; CD111, Punta Arenas; CD69, Temuco; CA90, Tocopilla; CD132, Valdivia; CB114, Santiago		
Columbia: HJFM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJCZ-HJCX, Bogota; HJER-HJEX, Cali; HJAF-HJAE, Cartagena; HJBB-HJBC, Cucuta; HJFD-HJFB, Manizales; HJDQ-HJDP, Medellin; HJFF-HJFK, Pereira; HJEQ, Palmira.		
Costa Rica: TIPG, San Jose.		
Cuba: CMQ-COCQ, Havana; CMQ Network; CMJL, Camaguey; CMKJ, Holguin; CMHQ, Santa Clara; CMKU, Santiago; CMAQ, Pinar del Rio.		
Dominican Republic: HIZ-HI1Z, C. Trujillo.		
Ecuador: HC2AJ-HC2AK, Guayaquil.		
Guatemala: TGW-TGWB-TGWC-TGWA, Guatemala City.		
Honduras: HRP1, San Pedro Sula; HRN, Tegucigalpa.		
Mexico: XEFQ, Cananea; XEBW, Chihuahua; XEBL, Culiacan; XEDR,		

"We Know the West— We Sell the West"

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

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

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

HOMER GRIFFITH COMPANY

Radio Station Representatives

HOLLYWOOD — SAN FRANCISCO — CHICAGO — NEW YORK

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

Guaymas; XEFM, Leon; XEDS, Mazatlan; XEZ, Merida; XEQ-DEQQ, Mexico City; XET, Montrey; XEFW-XETW, Tampico; XETB, Torreon. Nicaragua: YNOW, Managua; YNPS-YNDS, Managua. Panama: HOK-HP5K, Colon; HOC-HP5A, Panama City. Peru: OAX6C-OAX6E, Arequipa; OAX4U-OAK4V-OAX4W, Lima; OAX2A-OAX2B, Trujillo. Puerto Rico: WKAQ, San Juan; WPRB, Ponce; WPRB, Mayaguez. Paraguay: ZP3-ZPA3, Asuncion. El Salvador: YSR, San Salvador. Uruguay: CX16-CX24, Montivideo; CX43, Rivera; CW31, Salto; CW1, Colonia; CW51, Maldonado; CW53, Melo; CX52, Mercedes; CW39, Paysandu. Venezuela: YV6RE-YV6RC, Barcelona; YV5RI-YV5RY, Caracas; YV6RA, YV6RU, C. Bolivar; YV7RA-YV7RB, Cumana; YVIRF-YVIRX, Maracaibo; YV2RC, Merida; YV2RN-XV2RV, San Cristobal; YV1RO, Truillo; YV4RA-YV4RO, Valencia.

ARTHUR H. HAGG & ASSOCIATES, INC.

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

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New York—405 Lexington Ave.....Murray Hill 3-5470
 Frank M. Headley, President; John D. Allison, Vice-President; Pat Sullivan, Frank Hays, Sterling B. Beeson, William B. Faber, L. J. Blumenthal.
Chicago—180 N. Michigan Ave., (1).....Franklin 4686
 Dwight S. Reed, Vice-President; Paul R. Weeks, John Wrath.
Detroit—New Center Bldg., (2), B. H. Keit, Vice-President.....Madison 4675
Detroit—2019 Penobscot Bldg., H. V. Barrett.....Randolph 9615
Los Angeles—210 W. 7th St., H. Lindley.....Vandyke 1725
Atlanta—120 Marietta St., N.W., (3), E. W. Sweatman.....Walnut 1636
San Francisco—300 Montgomery St., (4), Ralph W. Mitchell, Vice-President...Yukon 1265
 Stations—WSGN, Birmingham, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery; WELI, New Haven, Conn; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; WDAK, Columbus, Ga.; WROK, Rockford, Ill.; KSO, Des Moines, Ia.; keepsie, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; KILO, Grand Forks, N. D.; WJW, Cleveland, O.; WLOK, Lima, O.; WEMJ, Youngtown, O.; WSAN, Allentown, Pa.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WAPO, Chattanooga, Tenn.; WSAR, Fall River, Mass.; WMIT-FM Winston, Salem, N. C.; KJBS, San Francisco, Calif.; WGL, Fort Wayne, Ind.; WCOL, Columbus, Ohio; WPEN, WPEN-FM, Philadelphia, Pa.; WLEE, Richmond, Va.

HOMER HOGAN & CO.

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

HAL HOLMAN CO.

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 Hal Holman, Owner.
New York—551 Fifth Avenue.....Murray Hill 2-7986
 Stations—WJBK, Detroit, Mich.; WIBM, Jackson, Mich.

GEORGE P. HOLLINGBERY CO.

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

<i>San Francisco</i> —300 Montgomery St. (4), R. J. Birch, Manager.....	Douglas	4393
<i>Los Angeles</i> —607 S. Hill Street (14), J. V. Fisler, Manager.....	Van Dyke	7386
<i>Stations</i> —WPDQ, Jacksonville, Fla.; WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WAAF, Chicago, Ill.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WREN, Lawrence, Kans.-Kansas City, Mo.; KOWH, Omaha, Nebr.; WHAM, Rochester, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; WEEU, Reading, Pa.; WARM, Scranton, Pa.; WTMA, Charleston, S. C.; WSPA, Spartanburg, S. C.; KTSM, El Paso, Texas; KVI, Tacoma, Wash.; WEAU, Eau Claire, Wisc.; Arrowhead Network (WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn.); Rebel Network (WJDX, Jackson; WFOR, Hattiesburg; WAML, Laurel, Miss.); WRDW, Augusta, Ga.; WIP, Philadelphia, Pa.; KGBX, Springfield, Mo.; KFBI, Wichita, Kans.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.		

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

<i>New York</i> —507 Fifth Ave.....	Vanderbilt	6-6075
Walter H. Robinson, Mgr.; Malcolm P. Furman, Ass't Mgr.; Doris Levy, Secretary.		
<i>College Stations</i> —University of Alabama, Tuscaloosa, Ala.; Brown University, Providence, R. I.; Columbia University, New York, N. Y.; Cornell University, Ithaca, N. Y.; Harvard University, Cambridge, Mass.; Haverford College, Haverford, Pa.; Princeton University, Princeton, N. J.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.; Radcliffe College, Cambridge, Mass.; Stephens College, Columbia, Mo.; Bryn Mawr College, Bryn Mawr, Pa.; Bucknell University; Swarthmore Network, Swarthmore College; Union College; Wellesley College; St. Lawrence University; Mary Washington College		

THE KATZ AGENCY, INC.

<i>New York City</i> —500 Fifth Avenue.....	Wisconsin	7-8620
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, Vice-President; S. R. Rintoul, M. S. Kellner, D. H. Denenholz, M. J. Flynn, H. R. Goldberg, Martin Beck, T. E. Kruglak, W. S. Wright, S. A. Machcinski, H. J. Grenthot R. H. Salk.		
<i>Chicago</i> —307 N. Michigan Avenue.....	Central	4006
G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, David H. Decker, Roy Miller, Frank B. Heib, Mrs. V. Greisen, W. W. Joyce.		
<i>Detroit</i> —General Motors Bldg.....	Trinity	2-7685
Ralph Bateman, Manager; F. J. Barron.		
<i>Kansas City</i> —Bryant Bldg.....	Victor	7095
<i>Atlanta</i> —22 Marietta Street Bldg.....	Walnut	4795
Fred M. Bell, Manager, Charles Coleman.		
<i>Dallas</i> —Republic Bank Bldg., Frank Brimm.....	Central	7936
<i>Los Angeles</i> —530 W. 6th Street, S. J. Reulman, Mgr.,.....	Tucker	3219
<i>San Francisco</i> —Monadnock Bldg., Richard S. Railton, Manager.....	Sutter	7434
<i>Richard S. Railton, Manager.</i>		
<i>Stations</i> —KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOC, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; WWL, New Orleans, La.; WFEA, Manchester, N. H.; KGHL, Billings, Mont.; WKRC, Cincinnati, Ohio; WWNC, Asheville, N. C.; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; WSIX, Nashville, Tenn.; KUTA, Salt Lake City, Utah; WISN, Milwaukee, Wisc.; WOL, Washington, D. C.; WHOM, New York, N. Y.; WCOP, Boston, Mass.; WFCT, Providence, R. I.		

STATION REPRESENTATIVES

JOHN KEATING

<i>Portland, Ore.</i> —814 Studio Bldg. (5), Lee P. Bishop,.....	Beacon	4107
<i>Seattle</i> —318 Douglas Bldg., (1).....	Elliott	3300
James McLoughlin, Manager.		
<i>Stations</i> —KRLC, Lewiston, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBW, La Grande, Ore.; KOOS, Coose Bay, Ore.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centrala, Wash.; KRKO, Everette, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KTYW, Yakima, Wash.; KOL, Seattle, Wash.; KHQ, Spokane, Wash.; KALE, Portland, Ore.; KONP, Port Angeles, Wash.; KVAN, Vancouver, Wash.; KIEM, Eureka, Calif.; KPKW, Pasco, Wash.		

JOSEPH HERSHEY MCGILLVRA, INC.

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

J. P. MCKINNEY & SON

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

NATIONAL BROADCASTING COMPANY

(National Spot and Local Sales Division)

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

<i>Denver</i> —1625 California Street, James R. MacPherson.....	Main	6211
<i>Hollywood</i> —Sunset & Vine, Robert E. Howard.....	Hollywood	6161
<i>San Francisco</i> —Taylor & O'Farrell Sts., C. Nielson.....	Sutter	1920
<i>Washington, D. C.</i> —Trans-Lux Bldg., Mahlon Glascock.....	Republic	5400
<i>Stations</i> —KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAf, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

NATIONAL BROADCAST SALES

<i>Toronto</i> —25 King Street, West.....	ELgin	1165
R. E. McGuire, Toronto Office Manager.		
<i>Montreal</i> —660 St. Catharines St., West.....	Harbour	3051
R. A. Leslie, Manager.		
<i>Stations</i> —CKEY, Toronto, Ont.; CJAD, Montreal, Que.; CKWS, Kingston, Ont.; CHEX, Peterborough, Ont.; CFCH, North Bay Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CFPa, Port Arthur, Ont.; CKTB, St. Catharines, Ont.		

NEW ENGLAND RADIO ADVERTISING COMPANY

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

NORTHERN BROADCAST SALES

<i>Toronto</i> —Bank of Commerce Bldg.....	Elgin	1165
R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove.		
<i>Montreal</i> —310 Keefer Bldg.....	Harbour	3051
Roy Hoff, Manager.		
<i>Stations</i> —CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.; CHAD, Amos (Northern Quebec B'casting System).		

NORTHWEST RADIO ADVERTISING CO.

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

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

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

• • • STATION REPRESENTATIVES • • •

JOHN E. PEARSON COMPANY

- Chicago*—360 N. Michigan Avenue.....FRanklin 2359
John E. Pearson, Owner; Kay Fisher, Sales; James F. Brown, Sales; Suzanne Masterson, Office Manager; Agnes Terrace, Secretary.
- New York*—250 Park Ave.....PLaza 8-2255
Hines H. Hatchett, Manager; John McSweeney, Salesman; Kay Kane, Office Mgr.; Florence Albus, Secretary.
- Kansas City, Mo.*—Dierks Bldg., Owen H. Balch, Manager.....Grand 2144
Christine Mitchell, Secretary.
- Stations*—WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WLOL, St. Paul, Minn.; WIND, Chicago, Ill.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KATE, Albert Lea-Austin, Minn.; KYSM, Mankato, Minn.; KFVS, Cape Girardeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.; WSBP, Sarasota, Fla.; KOAM, Pittsburgh, Pa.; WBIR, Knoxville, Tenn.; KCMO, Kansas City, Mo.; KWNO, Winona, Minn.; KWOC, Poplar Bluff, Mo.; WINK, Ft. Myers, Fla.; WTSP, St. Petersburg-Tampa, Fla.; KVGB, Great Bend, Kan.; KWLM, Willmar, Minn.; WOV, New York, N. Y.; WCMI, Ashland, Ky.; KFDA, Amarillo, Texas; WLAK, Lakeland, Fla.; WLAP, Lexington, Ky.; Southern Minnesota Radio Network; West Texas Network (KRBC-KBST-KGKL); Florida West Coast Group (WTSP-WLAK-WSPB-WINK).

JOHN H. PERRY ASSOCIATES

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

EDWARD PETRY & COMPANY, INC.

- New York City*—17 East 42nd Street.....MUrray Hill 2-4400
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ringgold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Max Everett, George Klayer, Norman R. Prouty.
- Chicago*—400 N. Michigan Avenue.....Delaware 8600
Edward Voynow, Vice-President; John Ashenhurst, Louis A. Smith, James L. Thompson, Irvin Gross, Buell Herman.
- Detroit*—General Motors Bldg.....Madison 1035
William Cartwright.
- San Francisco*—Russ Bldg., Earle H. Smith.....Garfield 4082
- Los Angeles*—601 W. 5th Street, Chester Matson.....Michigan 8729
- St. Louis*—Shell Bldg., George Kercher.....Chestnut 7191
- Stations*—KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KOIL, Omaha, Neb.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Quality Network; Yankee Network, KFOR, Lincoln, Neb.; KTBS, Shreveport, La.; WHTD, Hartford, Conn.; Northwest Network.

RALPH L. POWER

(Australian Representative)

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

RADIO ADVERTISING CO.

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

RADIO CENTRE LIMITED

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

RADIO REPRESENTATIVES, LTD.

<i>Toronto</i> —4 Albert Street.....	WAverly	6151
J. Slatter, General Manager.		
<i>Montreal</i> —337 Dominion Square Bldg., W. Dippie, Mgr.....	HArbour	7811
<i>Stations</i> —CFCN, Calgary, Alta.; CJCJ, Calgary, Alta.; CFRN, Edmonton, Alta.; CKNW, New Westminster, B. C.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CHGS, Summerside, P. E. I.; CKCH, Hull, Que.; CKCV, Quebec City, Que.; CFQC, Saskatoon, Sask.; CJSO, Sorel, P. Q.; CHUM, Toronto, Ont. (Montreal Only).		

RADIO SALES

(The SPOT Broadcasting Division of the Columbia Broadcasting System)

<i>New York</i> —485 Madison Avenue.....	Wickersham	2-2000
J. L. Van Volkenburg, General Sales Manager; Herbert A. Carlborg, Eastern Sales Manager; E. J. Heerd, Jr., Sales Service Manager; Richard F. Hess, Supervisor of Research; Dick Dorrance, Promotion Director; Alice Santti, Manager Clearance Dept.; G. R. Dunham, Jr., A. H. Flaten, Don Miller, Roy F. Shults, Gordon Owen.		
<i>Chicago</i> —410 N. Michigan Avenue.....	Whitehall	6900
W. S. Edwards, Western Sales Manager; Ted McLoney, J. M. Ward, Wm. Parker, Ted Swift, Charles Compton.		
<i>Atlanta</i> —101 Marietta St. Bldg.....	Jackson	5960
H. H. Holtshouser, Sales Manager.		
<i>St. Louis</i> —Mart Bldg., Carter Ringlep, Sales Manager.....	Central	8240
<i>San Francisco</i> —Palace Hotel.....	Yukon	1700
Jack Brumbach, Sales Manager for Northern California & the Northwest.		

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

Los Angeles—Columbia Square.....Hollywood 1212
 Meredith Pratt, Sales Manager for Southern California.
Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEL, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.

WILLIAM G. RAMBEAU COMPANY

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

PAUL H. RAYMER COMPANY

Chicago—435 N. Michigan Avenue (11).....Superior 4473
 Paul H. Raymer, Richard F. Kopf, Garfield C. Packard, M. R. Tennerstedt.
New York—366 Madison Avenue (17).....Murray Hill 2-8689
 Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Charles A. Hammarstrom
Detroit—28 W. Adams St. (26), Robert B. Rains.....Cherry 8321
San Francisco—Russ Bldg. (4)fi L. Ray Rhodes.....Exbrook 2093
Los Angeles—707 South Hill St. (14), J. Leslie Fox.....Vandike 1901
Stations—WBRC, Birmingham, Ala.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL, Wilmington, Del.; WSBT, South Bend, Ind.; KWFJ, Wichita Falls, Texas; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; WHK, Cleveland, Ohio; KOH, Reno, Nev.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group; WINS, New York, N. Y.; WCAU, Philadelphia, Pa. (Pacific); KFAB, Omaha, Neb.

REGIONAL RADIO SALES COMPANY

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

VIRGIL REITER & CO.

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

SEARS & AYER, INC.

<i>Chicago</i> —612 N. Michigan Ave.....	Superior	8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —295 Madison Ave.....	LEXington	2-0772
P. Joseph Bogner, Jack Martin, Robert C. Whitehead, Jr.		
<i>Kansas City</i> —15 W. 10th St., Wm. Temple, Mgr.....	Victor	0021
<i>Hollywood</i> —6123 Selma Ave., Homer Griffith, Mgr.....	Granite	6113
<i>San Francisco</i> —681 Market St., Edith Olson.....	Douglas	4475
<i>Portland</i> —Studio Bldg. (5), James McLoughlin, Mgr.....	Beacon	4107
<i>Seattle</i> —318 Douglas Bldg., R. G. Chastain, Mgr.....	Elliot	3300
<i>Stations</i> —WHMA, Anniston, Ala.; WJBY, Gadsden, Ala.; WLAY, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKEU, Griffin, Ga.; WMTV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WGCM, Biloxi-Gulfport, Miss.; WCBI, Columbus, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; WTMV, East St. Louis, Ill.; KORN, Fremont, Nebr.; KGFV, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPM, Suffolk, Va.; WATW, Ashland, Wisc.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; KWFC, Hot Springs, Ark.; WJBC, Bloomington, Ill.; WROX, Clarksdale, Miss.; WELO, Tupelo, Miss.; KTTS, Springfield, Mo.; WMOX, Meridian, Miss.; WJPR, Greenville, Miss.; WOSH, Oshkosh, Wis.; WRJN, Racine, Wis.; WCOR, San Antonio, Texas; KONP, Port Angeles, Wash.; KHBG, Okmulgee, Okla.		

HORACE N. STOVIN AND COMPANY

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

STATION REPRESENTATIVES

TAYLOR—HOWE—SNOWDEN RADIO SALES

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

WILLIAM M. TEMPLE

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

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

EDWARD S. TOWNSEND COMPANY

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

TRI-CITY STATIONS OF VIRGINIA

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

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative)*

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

THE WALKER COMPANY

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

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

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<i>Stations</i> —WHOM, WBNX, WBYN, WEVD, New York, N. Y.		

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<i>New York</i> —350 Madison Avenue.....	Vanderbilt	6-4542
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<i>Detroit</i> —Book Bldg., Wm. J. Reilly, Manager.....	Randolph	5382
<i>Chicago</i> —203 N. Wabash Avenue.....	Randolph	7730
C. C. Weed, Vice-President.		
<i>Boston</i> —Statler Bldg., Dana Baird, Manager.....	Hubbard	5677
<i>Hollywood</i> —6253 Hollywood Blvd., Lincoln P. Simonds, Manager.....	Hillside	8611
<i>San Francisco</i> —Mark Hopkins Hotel, Lincoln P. Simonds, Manager.....	Yukon	1899

Stations—KFSO, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WHBU, Anderson, Ind.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WHOT, South Bend, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville, Kan.; KALB, Alexandria, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNY, Watertown, N. Y.; WAKR, Akron, O.; WIZE, Springfield, Ohio; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton, Ohio; WERC, Erie, Pa.; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WDEF, Chattanooga, Tenn.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; Texas State Network; WCAX, Burlington, Vt.; WTAQ, Green Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.; Marjorie Mills Hour; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCБ, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; KNOW, Austin, Texas; KTHT, Houston, Texas; KABC, San Antonio, Texas; WACO, Waco, Texas; WKWK, Wheeling,

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

HOWARD H. WILSON COMPANY

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

Stations—WCOV, Montgomery, Ala.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; WDNK, Durham, N. C.; WPIC, Sharon, Pa.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; KROD, El Paso, Texas; WDEV, Waterbury, Vt.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; WEMP, Milwaukee, Wisc.; WAIT, Chicago, Ill.; WHCU, Ithaca, N. Y.; WMAM, Marinette, Wisc.; WSAU, Wausau, Wisc.; WKMO, Kokomo, Ind.; WCOS, Columbia, S. C.; KAVE, Carlsbad, N. M.; KUJ, Walla Walla, Wash.; WMPS, Memphis, Tenn.; KXRO, Aberdeen, Wash.; WKBB, Dubuque, Iowa; KTYW, Yakima, Wash.; WWSR, St. Albans, Vt.; WHKY, Hickory, N. C.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

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- Chicago*—55 E. Washington Street.....ANDover 5448
Robert S. Russell, Manager.
- Los Angeles*—448 S. Hill St., Forrest C. Pearson.....MICHigan 1921
- San Francisco*—627 Mills Bldg., Duncan A. Scott.....SUTter 1393

Stations—CKLW, Detroit, Mich.; CKX, Brandon, Man., Canada; CHML, Hamilton, Ont.; CJAD, Montreal, Que.; CKAC, Montreal, Que.; CFRB, Toronto, Ont.; CHUM, Toronto, Ont.; CJOR, Vancouver, B. C.; CKY, Winnipeg, Man.; KLO, Ogden, Utah; KALL, Salt Lake City, Intermountain Network; KICA, Clovis, N. M.; KYA, San Francisco, Calif.; WABI, Bangor, Me.; WFPG, Atlantic City, N. J.; WHB, Kansas City, Kansas State Network; WHDH, Boston, Mass.; WIBG, Philadelphia, Pa.; WQXR, New York, N. Y.; CFAR, Flin Flon, Man.; CFOR, Orillia, Ont.; CFOS, Owen Sound, Ont.; CHLT, Sherbrooke, Que.; CHOY, Pembroke, Ont.; CHRC, Quebec, Que.; CHSJ, St. John, N. B.; CJBR, Rimouski, Que.; CJEM, Edmundston, N. B.; CJFX, Antigonish, N. S.; CJRL, Kenora, Ont.; CKFI, Fort Frances, Ont.; CKLN, Nelson, B. C.



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Listing includes agencies placing network and important spot business during 1945 and those handling larger local accounts.

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- AAAA . . . American Association of Advertising Agencies
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- ABP . . . Associated Business Papers
- ANPA . . . American Newspaper Publishers' Association
- APA . . . Agricultural Publishers' Association
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Program Planning.....David M. Hausdorff

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



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Radio Director.....D. Langan
Radio Accounts Placed—Stephano Bros.;
Phillips Packing Co.; R. M. Hollingshead
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R. H. ALBER CO.

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

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Spot Time Buyer.....Pauline Hagen
Radio Account Placed—Gospel B'casting
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Reynolds, Karl M. Joens.

Radio Department.....Harry Walsh,
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Radio Accounts Placed—P. F. Petersen
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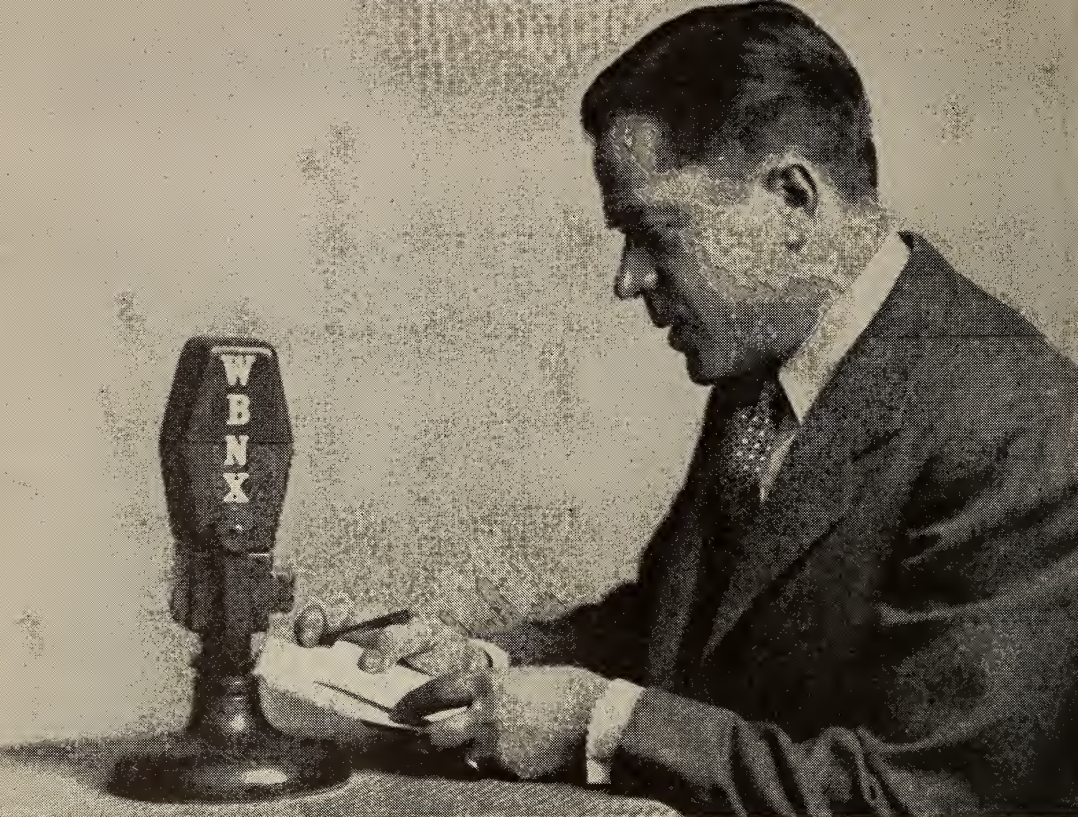
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Time Buyer.....Corinne Dougherty
Television Director.....Karl Knipe

Branch Office

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Phone NA 7142

Radio Accounts Placed—Alexander Smith
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Television Account Placed — Alexander
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TrafficJean Gose
Television Director....Vernon L. Morelock

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Phone Raymond 0845

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Asst. Radio Dir.....Ines Masia
Radio Accounts Placed—American Packing
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Mfg. Co., Falls City Brewing Co., Jackson
Brewing Co., St. Louis Dairy Council, Amer-
ican Sporting Goods Co., Dazey Corp., Fixaco
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Radio Director.....Rosetta Valenti
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Radio Accounts Placed—Nagel Groves,
Photo Specialties Co., Raymart Co.

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Vice-PresidentLester Stone
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Treasurer.....H. P. Francis
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Program Director.....J. Dennis Molnar

Branch Office

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

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Phone Hollywood 7151

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Partner.....M. H. Greshan

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Phone Randolph 0830

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Vice-PresidentsJohn C. Moore,
John J. Finlay.

Radio Time Buyer-Production. John H. North
Radio Accounts Placed — Chicago Solvay
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Ilhenney Co. (Tabasco), McKenzie Milling
Co., Old Colony Beverages, Orange-Crush
Co., Williamson Candy Co. (Oh Henry),
O-Cedar Corp., Wyler & Co.

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Executive Vice-Presidents. Gerold M. Lauck,
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Phone Circle 6-0200

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Manager Radio Dept.....Robert Collins

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 Radio Publicity.....Wauhillau La Hay
 Time Buyer.....Paul Kizenberger
 Television Director....Donald N. McClure
 Comm. Films Director..G. David Gudebrod
 Producers.....Wallace R. Magill,
 Les Quail, J. F. Rourke, Charles A.
 Herbert, Joseph Ripley

WritersDorothy Zimmer,
 Jean Williams, Jean E. Bouillet, Ted
 Byron, Jay H. Smolin, Douglas W.
 Gibson

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

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 Phone Granite 3697

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Manager.....John S. Coonley
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ManagerMortimer Bryans
Radio Accounts Placed—Atlantic Refining
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 Co., Goodyear Engineering Corp., Hawaiian
 Pineapple Co., Dr. Hess & Clark, Illinois
 Bell Telephone Co., Kerr Chickeries, Michi-
 gan Bell Telephone Co., Electric Companies,
 Charles E. Hires Co., Wyandotte Chemical
 Co., United Drug Company.

Television Accounts Placed—Atlantic Re-
 fining Co.

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 Edouarde, Marjorie de Mott, Genevieve
 Schubert, Marie H. Missing.

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 Jean Schantz, Joseph Radder, Kay Burk-
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Radio Accounts Placed—Maritime Milling
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 Co., Erie Savings & Loan, S. R. Gerber
 Sausage Co., Sattler's Dept. Store, O'Rourke
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 Art Director.....H. C. Millard
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 Co-operative Association, Inc., Haberle Con-
 gress Brewing Co., Lincoln National Bank &
 Trust Co.

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Production Director.....Floyd L. Doan

Radio Accounts Placed—Dr. W. L. Wilson,

Seidlitz Paint & Varnish Co., Diesel Power

Engineering School, The Sodiphene Co.,

Pla-Mor Amusement Co., Kansas City Public

Service Co., W. B. Duke Beverage Co., C. H.

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Radio Accounts Placed—Colgate-Palmolive-

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Soap Products, Palmolive Brushless and

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Products); Continental Baking Co., Standard

Brands, Inc. (Royal Gelatin, Royal Puddings,

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Local Radio Manager.....Gertrude Scanlan

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Turner Bullock, John Gibbs, John Mole,

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

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Scanlan, Eunice C. Dickson, Lucille Vella

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NOTE: As of Mar. 1, 1946, current or recent shows follow: *Patsy Campbell*—Big Sister, Second Mrs. Burton, Calling All Girls, Aldrich Family, Armstrong Theater, etc. *Amzie Strickland*—Jones and I, The Fat Man, Real Stories, Ellery Queen, World's Great Novels, Helen Trent, etc. *Doris Grundy*—Archie Andrews, Helen Hayes, Readers' Digest, Dick Tracy, Crime Photographer, True Story, True Detective Mysteries, etc. *Elaine Rost*—Backstage Wife, Front Page Farrell, Right to Happiness, Just Plain Bill, True Story, Gang Busters, etc.

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Phone Bridgeport 8881

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Phone Grant 8060

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Phone Garfield 1017

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

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

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Spot Time Buyer.....Ruth Jones
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Television Division

Supervisor.....Herb Leder

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Phone Hillside 9151

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Office Manager.....Mary Edith Stahl
Directors.....Al Kaye, Tom McDermott
326 East Main Street, Lakeland, Fla.
Phone LAKeland 2161

Director.....David Kepner
Office Manager.....Mrs. Annie G. Hull

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

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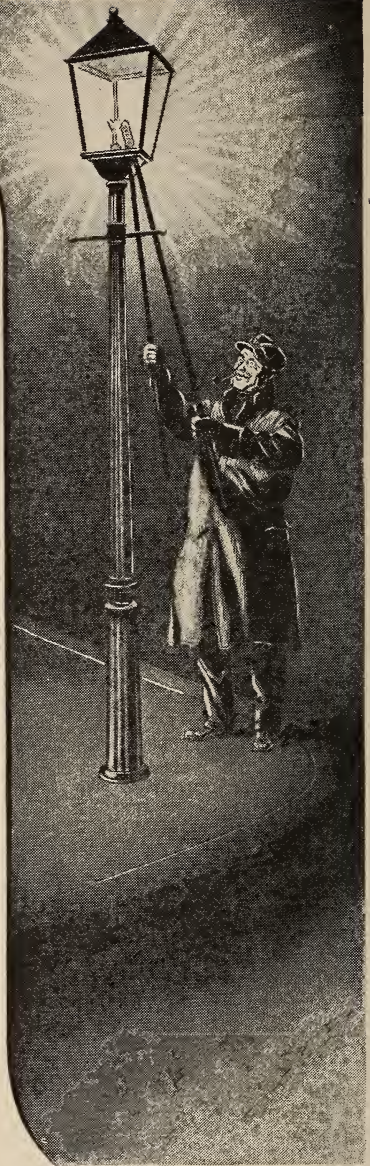
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 Time Buyer.....Ethel Wieder
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 Special Program Writer.....Edith Oliver
 Stations Relation Head.....John Hymes
 Program Coordinators....Betty Mandeville,
 Elizabeth Ready.

Producers.....Harry Spears,
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Hollywood Office

6111 Sunset Blvd., Hollywood, Calif.

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

San Francisco Office

485 California St., San Francisco, Calif

ManagerJohn Alden

Radio Accounts Placed—The Procter and Gamble Co., Bulova Watch Co., Hillman Periodicals, Inc., Hills Brothers Co., Schenley Corp., San-Nap-Pak Co., Inc., M. & M. Candy Ltd., Phillip Morris & Co. Ltd., Inc., Lady Esther Co., Ltd., Eversharp, Inc.

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Radio Dept.

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Radio Accounts Placed—Brass Rail, Rogers
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 Production Manager.....Clark Glenn
 Acting Space Buyer.....H. B. Trautman
 Radio Director.....G. Taylor Urquhart
 Ass't. Radio Director.....Barbara Frankel
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Vice-President.....Elizabeth Eyerly
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Mutual Fire Insurance Co., Tillemook Coun-
ty Creamery Association, Wellman Pack &
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Phone MUrray Hill 2-0086
Radio Accounts Placed—Radio Bible Class,
Wesley Radio League, American Society of
Industrial Engineers, Old Fashioned Church
of the Air, Calvary Hour, Your Fellowship
Hour, First Church of the Nazarene—De-
troit, New World Coming, Highland Park
Baptist Church, Devotional Hour, Your Wor-
ship Hour, Chicago Evangelistic Institute,
Michigan Conference Seventh Day Adven-
tists, National Tennis Matches.

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Phone Liberty 7751
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Principal.....Chester L. Solomont
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Time Buyer.....A. N. Cheney
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Reynolds Tobacco Co. (Brown's Mule Plug
Tobacco), Duke Power Co., Owen Drug Co.

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Phone Howard 134
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Vice-President.....Russel Spoor
Radio Accounts Placed—Home Mutuals In-
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Account Executive.....Charles H. Gabriel
Radio Time Buyer.....Marie Eaton
Radio Producers.....Gene Goldsmith,
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Phone Prospect 9368
250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634
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West Coast Soap Co., Peter Paul, Inc.,
Moore's Clothing Co., Par Soap Co., The
Shasta Water Co., Sunset Magazine, Par-T-
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Jefferson at Burns, Detroit 1, Mich.
Phone Columbia 0860

52 Vanderbilt Ave., New York 17, N. Y.
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Radio Accounts Placed—AC Spark Plug & Oldsmobile Division of General Motors Sales Corp.

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Radio Accounts Placed—North American Accident Insurance Co., Warrens Chewing Gum, Johnson Candy Co., Fashion Fricks.

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Radio Account Placed—Sage-Allen & Co., Inc.

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Time Buyer.....William McIlvain
Radio Producer.....Hobe Donovan

Radio Accounts Placed—Network: Pure Oil Co., Brown Shoe Co.; National Spot: Brown Shoe Co., Pure Oil Co.

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Hollywood 28, California
Phone Hollywood 7263

BYER & BOWMAN

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Phone Main 3276

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Radio Accounts Placed—The Skidoo Co., Ohio Laboratories, Inc., Budd & Co., War Finance Committee, Dr. Heinz Co.

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Television Dept.

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Branch Offices

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Phone Superior 6016

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Phone Jackson 1107

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412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143

Manager.....Arthur Caron
Radio Accounts Placed — American Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

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Phone HA 1356

609 Minnesota Ave., Kansas City, Kansas
Phone DR 3077

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Radio Accounts Placed: K-7, March Through Life.

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Phone WICKersham 2-8200

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Empire State Bldg., New York 1, N. Y.
Phone PENnsylvania 6-3520

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Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942

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Radio Director.....H. Gene Sample
Radio Accounts Placed—The Chattanooga
Medicine Co., Fleetwood Coffee Co., Double-
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Radio Account Placed—O'Bryan Bros., Inc.,
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Phone RITTENHOUSE 0236

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Radio Accounts Placed—Network: Modern
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co, Inc., Hudson Coal Co., Horn & Hardart,
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Copywriter.....Justin C. Tanner
Radio Time Buyer.....Harry C. Pick

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Television Account Placed—Admiral Corp.

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Phone Hempstead 8166

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Phone Adelaide 2851

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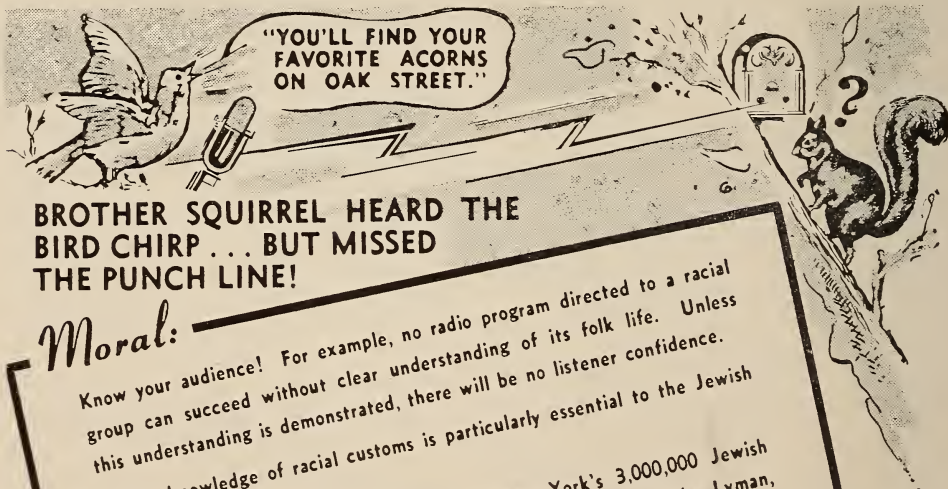
Radio Account Placed—The Coca-Cola Co.

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Head of Comm. Writing Dept...John Mullen
Radio Time Buyer.....Helen Wilbur
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Producers.....Chester MacCracken,
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Phone, RANdolph 9480

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730 Fifth Ave., New York 19, N. Y.

Phone, Circle 6-1400

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Account Executives....William E. Dempster,
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333 No. Michigan Ave., Chicago 1, Ill.

V.P.-ManagerEllis Travers

Carew Tower, Cincinnati 2, O.

Phone, Cherry 0032

V.P.-ManagerFrederic Kammann

Charge of Art Dept.....Philip Goyert

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Rand Bldg., Buffalo 3, New York

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Branch Offices

141 W. Jackson Blvd., Chicago, Ill.

Phone Harrison 8612

V.P.-Manager.....John F. Price

Radio Accounts Placed—Quaker Oats Co.,

Jules B. Singer, Joseph Beck, Kenneth

Plumb, C. G. Wright, Donald Parsons,

Macgregor Armiston

Chop Stick Co.

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,

New York 17, N. Y.

Phone MOhawk 4-8700

AAAA—ABP—ANPA—PPA—

SNPA—NOAB—OAAA

President.....Louis R. Wasey

Vice-Pres.-Gen. Mgr....Howard D. Williams

Treasurer.....James F. O'Connor

Director of Radio.....C. H. Cottington

Asst. Radio Director.....Joe Brattain

Time Buyer.....Keith Shaffer

Television Dept.

C. H. Cottington

Branch Offices

Erwin Wasey & Co., Ltd.

230 N. Michigan Ave., Chicago, Ill.

Phone Randolph 4952

Vice-President.....L. R. Northrup

Erwin Wasey & Co. of Minnesota

Rand Tower, Minneapolis, Minn.

Phone Atlantic 1223

Vice-President.....Mac Martin

First Nat'l. Bank Bldg., Oklahoma City, Okla.

Okla. City 2-0603

Vice-President.....Harold Halsell

White-Henry-Stuart Bldg., Seattle, Wash.

Elliott 8250

Vice-President.....Miller Munson

749 Yonge St., Toronto, Canada

Randolph 5187

Vice-President.....Ralph Lawson

Radio Accounts Placed—Lydia E. Pinkham

Medicine Co., Musterole Co., The Barbasol

Co., Consolidated Cigar Co., Carnation Co.,

R. B. Semler, Inc., Zonite Products Co.,

Primrose House, Inc., Seeck & Kade, S. C.

Johnson & Son, Inc., Langendorf United

Bakers, Inc., Nash Coffee Co., Salisbury &

Saterlee Co., House of Herbs, Inc., South-

western Brewing Corp., Oklahoma City Fed-

eral Savings & Loan Assn., Anderson-Prit-

chard Oil Corp.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.

Phone Caledonia 5-1900

1537 Vine St., Hollywood, Calif.

Phone Hillside 2183

President and Treasurer.....William Esty

Secretary.....E. H. Cummings

Director of Radio.....Thos. D. Luckenbill

Time Buyers.....John C. Esty,

Richard Grahl.

Radio ProducersDon Bernard,

Al Foster, Kenneth MacGregor, Helen

Phillips, Charles White

Television Department.....Kendall Foster,

Kenneth MacGregor.

Radio Accounts Placed — Colgate-Palm-

olive-Peet Co., Thomas Leeming & Co., National

Carbon Co. Inc., Piel Bros., Pocquin

Inc., R. J. Reynolds Tobacco Co., Tea Bureau,

Inc.

FEDERAL ADVERTISING AGENCY, INC.

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

Phone Eldorado 5-6400

AAAA—ANPA—PPA—ABP—APA—NOAB

Ch. of the Board.....Robert Tinsman

President.....Gordon E. Hyde

Vice-Presidents.....James O'Brien,

Jules B. Singer, Kenneth Plumb, C. G.

Wright, Donald Parsons, Macgregor

Ormiston, A. R. Beverly-Giddings, Hugh

I. Connet, Laura E. Carson, John S. Davidson, Dr. W. W. Wulfeck.
 Treas. & Secty.....George Dietrich
 Radio Director.....J. S. Davidson
 Radio Time Buyer.....Penelope Simmons
Radio Accounts Placed—American Safety Razor Corp. (Gem); Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. F. Trommer Co., Inc. (White Label), General Cigar Co. (Van Dyck), B. Barbizon Corp., Rockwood & Co. (Chocolate Bits), Durkee Famous Foods (Durkee's Dressing), Lily of France Corset Co. (Lilees Bras).

**HARRY FEICENBAUM
 ADVERTISING AGENCY**

1420 Walnut St., Philadelphia, Pa.
 Phone Pennypacker 3623
 ANPA—PPA—NOAB

President.....Harry Feigenbaum
 Radio Dept. Manager.....David Wermen
 Radio Director & Talent.....Ralph A. Hart

FERRY-HANLY COMPANY

500 Fifth Ave., New York 18, N. Y.
 Phone LOngacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB
 President.....C. P. Hanly
 Vice-President.....H. M. Montgomery
 Secretary-Treasurer.....H. E. Lehman

Chicago Office

WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 4462

Manager.....C. L. Collette
Radio Accounts Placed—Johnson & Johnson (TEK toothbrushes).

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
 Phone MUrray Hill 4-3300
 ABP—ANPA—PPA—APA—NOAB

President & Treasurer.....Lawrence Fertig
 Radio Director.....Henry Bretzfield
Radio Accounts Placed—Loew-Hakim, Lester Cowan, "The Southerner," "Tomorrow the World."

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville, Tenn.
 Phone 6-1977
 PPA — SNPA — ABP

President-Treasurer.....Robert G. Fields
 Secretary.....R. H. Lane
Radio Accounts Placed — Martha White Flour, Fortune Feeds, Falcon Flour, Lily White Flour, St. Bernard Coal.

**FITZGERALD ADVERTISING
 AGENCY**

202 Southern Bldg., 833 Howard Ave.,
 New Orleans 13, La.
 Phone Raymond 5194

AAAA — ANPA — PPA — SNPA
 APA — ABP — NOAB

Partner.....Joe L. Killeen
 Partner.....Joseph H. Epstein
 Partner-Time Buyer.....Leonard Gessner
 Partner-Copy Chief.....Roy M. Schwarz
 Partner-Art Dir.....E. W. R. Wootten
 Partner-Prod. Mgr.....Warren G. Posey
Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, N. Y.
 Phone 2-3129

ABP—ANPA—PPA—APA—AAAA—NAAN
 Owner.....John B. Flack
 Vice-President.....Richard H. Wickham
Radio Accounts Placed—Netherland Dairy, Keensake Diamond Rings, Napteen Labs, Bardeen's, Inc.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
 Phone Cherry 1490

President.....Robert B. Foley
 Secretary-Treas.....Helen M. Little
 Acct. Exec.....L. M. Robertson
 Radio Director.....Robert B. Foley
Radio Accounts Placed—I. J. Fox, Inc., The Bing Co., Ohio Floor Covering Co., Perry Auto Stores.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
 Phone Wickersham 2-6600

AAAA—ANPA—ABP—PPA—APA—OAAA
 Chairman of the Board.....Don Belding
 President.....Emerson Foote
 Chairman, Executive Comm....Fairfax Cone
 Secretary-Treasurer.....William R. Sachse

NEW YORK OFFICE

President.....Emerson Foote
 V.P. & Gen. Business Mgr...M. P. Franceschi
 V.P.-National Radio Director
 Hubbell Robinson, Jr.
 Manager of Radio Department
 Carl Schullinger
 Radio Time Buyer.....Lillian Selb

CHICAGO OFFICE

919 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 4800

Chairman, Executive Comm....Fairfax Cone
 Secretary-Treasurer.....William R. Sachse

Director of Radio.....Stuart Dawson
Radio Time Buyer....Genevieve M. Lemper

LOS ANGELES OFFICE

601 W. Fifth St., Los Angeles 13, Calif.
Phone Michigan 7651

Chairman of the Board.....Don Belding
V.P.-Manager.....Wm. J. Pringle
Radio Time Buyer.....Eugene Duckwall

HOLLYWOOD OFFICE

6117 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 6265

General Mgr.-Treas.....C. Burt Oliver
Regional Program Mgr.....David Taylor

SAN FRANCISCO OFFICE

235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2355

Vice-Pres. & Manager.....E. I. Harrington
Radio Time Buyer.....Jane Sullivan
Radio Director.....Mark Buckley
Radio Accounts Placed—The American Tobacco Company, The Cities Service Oil Company, Armour and Company, Albers Milling Company, Ben Hur Products, Inc., Bourjois, Inc., California Fruit Growers Exchange, Hall Bros., Inc., Pepsodent Division of Lever Brothers Co., RKO Radio Pictures, Inc., Safeway Stores, Inc., Southern Pacific Company, Union Oil Company, Peralta Wine Co., Purex Corp. Ltd., Selznick International and Walt Disney Productions.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
APA — SNPA

President.....John L. Fort
Production Manager.....Jean Dunham
Radio Accounts Placed — Citizens Bank (Local); Coble Dairy Products (Regional).

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA—PPA—ABP—NOAB—APA

Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer

Victor J. Cevasco
Vice-Chairman-General Mgr.

Harold E. Maples
Radio Department.....John V. McAdams
Branch Offices

Post Office Square, Boston, Mass.
Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.
Phone Dearborn 8910

475 Fifth Ave., New York 17, N. Y.
Phone LEXington 2-4537

V.P.....William F. Adler

235 Montgomery St., San Francisco, Calif.
Phone Exbrook 3484

Acct. Exec.....Lucrezia Kemper
Radio Accounts Placed—Merrill, Lynch,
Pierce, Fenner & Beane.

CURT FREIBERGER & CO.

Cooper Building, Denver, Colo.
KEystone 0487

ANPA—ABP—APA—APB

Owner.....C. J. Freiburger
Production Manager.....W. S. Cassell
Art Director.....A. Cizek
Radio Director.....R. Torgerson
Illustrator.....G. Ellis
Cartoonist.....J. Reed
Industrial Artist.....J. T. Preucil
Account Executive.....J. M. Henderson
Bookkeeper.....N. J. Charon
Secretary.....D. Hahn
Radio Accounts Placed — Tivoli Union Co., Brecht Candy Co., Securities Credit Corp., Stone-Hall Brokerage Co., Toner's Inc., Central Bank & Trust Co., Bell Tailors, Clayton Coal Co., Colorado Potato Flake Co., A. Carbone & Co., Gart Bros., Gus Butter-
maid Bake Shop, Service Supply Co., Ute Chief Mineral Water Co., Jack Wehner, Realtor.

AD FRIED ADVERTISING AGENCY

Easton Bldg., Oakland 12, Calif.
Phone Higate 6580

Owner-Radio Director.....Ad Fried
Copy & Continuity.....Helen Hall
Radio Time Buyer.....Shirleigh Phillips
Research Director.....Charles Marshall
Format Manager.....Leland Morgan
Publicity Director.....Irene Barclay
Program Manager.....Elaine Trigger
Radio Producers.....Ad Fried, Shirleigh Phillips, Elaine Trigger, Irene Barclay, Helen Hall.

Television Producer.....Ad Fried
Radio Accounts Placed — Darling Shops, Delanes Jewelers, Tasch Furriers, Oakland & San Jose Offices of Union Life Insurance Co., Oakland Pro Football Association, Alameda Democratic County Central Committee (Election & Political Rallies), Dynan Finance Co., H. R. Davi Co. (Miracle Foam & Super Foam), D & D Soap Co. (Gleam Soap Powder), Stover's Hand Lotion, F. F. Porter Industrial Realtors, Paramount Pest Control, Fred Benioff Himself Furrier, Dr. Citron Dental Offices, Hersh Coast Millinery Stores, Fox West Coast Theatres (Oakland), Crescent Jewelers, Royal Art Galleries (Portraits), Swan's Markets, Magazine Service Bureau.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone LIBerty 0813-45
ANPA—PPA—APA

• • • **ADVERTISING AGENCIES** • • •

President-Radio Director.....Karl M. Frost
 Exec. V.P.-Treasurer.....Harry M. Frost
 Production Manager.....Harold E. Bessom
 Secretary.....Harvey P. Newcomb
 Talent & Time Buyer...Harvey P. Newcomb

Branch Offices

Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed — Durkee-Mower, Inc., CeLect Baking Co., Cold Spring Brewing Co., Eastern Racing Assn., Eldred & Barbo, National Bakers' Service, Shubert Theaters, Supreme Wine Co.

•

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
 Phone MUrray Hill 6-5600
 1501 Euclid Ave., Cleveland, Ohio
 Phone Cherry 6700
 AAAA — ANPA — PPA — ABP
 APA—NOAB

President (Cleveland).....A. L. Billingsley
 Chairman of the Board (New York)
 J. E. Wiley
 Secretary-Treasurer (Cleveland)

C. C. Reidenbaugh
 Exec. Vice-Pres. (Cleveland)..E. L. Andrew
Radio Dept.

Radio Dir. (N. Y.).....Lee Williams
 Time Buyer (N. Y.).....G. L. Trimble
 Time Buyer (Cleveland).....W. J. Staab
 Research Dir. (N. Y.).....Coleman Caryl

Television Dept.

Director (N. Y.).....Lee Williams
 Art Director (N. Y.).....R. S. Chenault
 Movie Director (Cleveland)

Reed Drummond

Radio Accounts Placed—Commonwealth Shoe & Leather Co., Westminster, Ltd., Stouffer Restaurants, Central National Bank, Westinghouse Elec. & Mfg. Co. (Lamp & Radio Division), Harry Ferguson, Inc., Burkhardt Brewing Co.

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FURMAN & FEINER CO., INC.

117 W. 46th St., New York, N. Y.
 Phone, BRyant 9-2927

President.....Norman Furman
 Secretary.....Nathan Rothenberg
 Vice-President.....Irving Gottlieb

•

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
 Phone Garfield 2915

ANPA—PPA—NOAB—ABC—AAAA
 Chairman of Board.....H. S. Gardner
 President.....E. C. Marshutz
 Secretary.....E. A. W. Schulenburg
 Treasurer.....E. R. Gardner
 Vice-Pres. & Director of Radio (St. Louis)
 C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
 Phone Columbus 5-2000
 V.-P. in Charge of Radio....Roland Martini
Radio Accounts Placed—Pet Milk Co. Ralston Purina Co., Purina Mills, Hyde Park Beer, N. Y. Stock Exchange, Union Electric, St. Louis Ind. Packing Co., St. Louis Public Service Co.

•

GARFIELD & GUILD ADVERTISING AGENCY

660 Market St., San Francisco, Calif.
 Phone EXbrook 3420
 PPA—ANPA—NOAB—ABP
 NAAN—AAAA

President.....Sidney Garfield
 Vice-Pres.Walter Guild
 Vice-President.....Bernard B. Schniter
 Radio Director.....William A. Morrison
 Radio Time Buyer.....Sally Paul
 Production Dir.....David Bascom
 Radio Producers.....Walter Guild,
 David Bascom, Wm. A. Morrison.

Radio Accounts Placed—Capwell, Sullivan & Furth, El Dorado Oil Co., Alice Frock, Hurley Marine Works, Good Foods, Inc., Gravem-Inglish Baking Co., Kay Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Chemicals, Inc., Southwest Food Products, Betty Lou Foods, O'Rourke of California, Guittard Chocolate Co., Louis Milani Foods, Frontier Foods, Grace Bros. Brewing Co., John Hanson & Sons, Newell Gutradt Co.

•

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 8388
 APA—ANPA—PPA—NOAB

President & Treas.....W. W. Garrison
 Vice-PresidentBrooks Middleton
 Secretary & Time Buyer.....G. P. Schill
Radio Accounts Placed—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Radar-Radio Industries.

•

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
 Phone, GARfield 1081
 AAAA—APA—ABP—ANPA—NOAB

Owner.....Edwin P. Gerth
 Account Executives.....David Ryder,
 J. R. Pitsker

Branch Office

412 W. 6th St., Los Angeles 14, Cal.
 Phone, TUcker 1455
 Manager.....David R. Showalter

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York 22, N. Y.
Phone Wickersham 2-5400

AAAA—PPA—ANPA—APA—ABP—NOAB
PresidentBertram B. Geyer
Exec. Vice-President.....H. W. Newell
Exec. Comm. Chairman.....Joe M. Dawson
Vice-Presidents.....R. M. Ganger,
J. W. Bertch, H. M. Hempstead, A. A.
Surin, Vernon M. Welsh, R. E. Tuttle
Publicity Dir.....Edward F. Thomas

Radio Dept.

Directors.....Donald S. Shaw,
Eleanor L. Larsen

Television Dept.

Director.....Donald S. Shaw
Prod. Supervisor.....Eleanor L. Larsen

Branch Offices

U. B. Bldg., Dayton, O.
Phone Fulton 4145

Manager.....E. G. Frost
14250 Plymouth Rd., Detroit 22, Mich.
Phone, Hogarth 5520

Exec. Contacts.....H. M. Hempstead,
R. E. Tuttle

Radio Accounts Placed—Nash-Kelvinator
Corp.

Television Account Placed—Knox Hats for
Men and Women.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City 1, Utah
Phone 4-5516

ANPA — APA — ABP

President & Treasurer.....M. C. Nelson
Vice-PresidentsJ. Y. Tipton,
Lon Richardson

Secretary.....Marjorie Farrell
Acct. Exec., Radio Dir. & Producer,
Victor V. Bell

Production Manager.....A. W. Rogers

Radio Accounts Placed—Sego Milk Pro-
ducts Co., Utah Oil Refining Co., Excelcis
Products Co., Mountain Fuel Supply Co.,
Royal Baking Co., Walker Bank & Trust Co.,
Sweet Candy Co., Cloverleaf Dairy, Tracy-
Collins Trust Co., Utah Power & Light Co.,
Fisher Brewing Co., J. A. Hogle & Co., Por-
ter Scarpelli Macaroni Co. (Salt Lake City),
Utah Lumber Co., Jesse M. Chase.

GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.
Phone Hubbard 7188

AAAA — ABP — ANPA — PPA — APA

President.....Louis Glaser
Radio Director.....M. B. Collins
Production Manager Thomas F. Eccleston, Jr.

Radio Accounts Placed—Hathaway Baker
ies, Inc., Rose-Derry Co.

GLASSER-GAILEY & COMPANY

3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fitzroy 2141

PPA

Partner.....P. E. Gailey
Partner.....G. F. Glasser
Fashion Director.....Joyce Contini
Comptroller.....Howard Gambrell
Production Manager.....King Richardson
Copy Chief.....Jane O'Leary
Time Buyer.....J. G. Mitchell

Branch Offices

690 Market St., San Francisco, Calif.
Phone Exbrook 6469

Manager.....Robert O. Davis
32 E. 57th St., New York 22, N. Y.
Phone PLaza 5-2887

Manager.....Margaret Macy
Radio Accounts Placed — Bu-Tay Products,
Ltd., Austin Studios, Mystic Foam Co., Court-
ley Ltd., Dixie Fry Co., J. Bird Moyer Co.,
Beckman Furs, Olson Bread Co., Kern
Food Co., Home-Maker's Club, Sontag Drug
Stores, Pacific Macaroni Co., L. B. Labora-
tories, Inc., Mode O'Day Corp., Huggins-
Young Coffee Co.

RAY K. GLENN ADVERTISING

1366 First National Bldg., Oklahoma City 2,
Okla.

Phone 3-5439

ABP—ANPA—SAAA—SNPA—OAAA
—NOAB—APA

President.....Ray K. Glenn
Vice-President-Manager.....Lowe Runkle
Production Manager.....Roger Pishnay
Secretary.....A. Streeter
Radio Director.....Lowe Runkle

Radio Accounts Placed — Arkansas City
Flour Mills, Cains Coffee Co., Ance! Earp &
Co., Local Federal Savings & Loan Associ-
ation, Merit Mills, Oklahoma Operating Co.

GLICKSMAN ADVERTISING CO., INC.

400 Madison Ave., New York, N. Y.

Phone PLaza 8-0716

ABP—ANPA—PPA

President.....Joseph Glicksman
Vice-President-Sec.....William Glicksman
Treasurer.....David Glicksman
Radio Director.....Joseph Glicksman

Radio Accounts Placed — Adam Hats,
Portis Bros. Hat Co.

MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.

Denver, Colorado

Phone: CH 5533

ANPA

Radio Director.....Wes Battersea
Exec. V.P.-Radio Director...Wes Battersea
TreasurerDoris Fitmier
Radio Continuity.....Mrs. Dorothy Lutz
Radio Continuity.....Mrs. Elizabeth Nixon

• • • **ADVERTISING AGENCIES** • • •

Radio Accounts Placed—Dave Cook Sport- ing Goods Co., M. & O. Cigars, Ambrose & Co. (Richelieu Wines, Jams & Jellies), State of Colorado, Denver Jewelry Co., New York Furniture Co., and Dundee Clothing Co.

•
**GOLDMAN & WALTERS
ADVERTISING AGENCY, INC.**

75 State St., Albany, N. Y.

Phone: 5-8864

ABP—AFA

President.....Harry L. Goldman
Vice-Pres.-Treas....Eleanor Chatham Walter
Secretary.....Louise Benay
Television Producers....Eleanor Chatham
Walter, Louise Benay

Radio Accounts Placed — John G. Meyers Dept. Store, Seven-Up Bottling Co. of Troy, N. Y., Standard Furniture Co., David's Women Apparel, Roxy Cleaners & Dyers, Stone's Liquor Dist., Halfway House, Albany Garage Co. & Appliance Dist., Drive-In Auto Theatres, Green's Stationers.

Television Accounts Placed — John G. Meyers Dept. Stores, David's Women Apparel.

•
GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.

Phone Superior 6747

AAAA—ANPA—PPA—ABP

*Affiliated with Raymond R. Morgan Co.
Hollywood, Calif.*

President.....Clyde M. Joice
Vice-President-Treasurer M. Lewis Goodkind
Vice-President-Merchandising,

Harlow P. Roberts

Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Space Buyer.....Florence A. Neighbors
Production Mgr.....George Richter
Ass't Space Buyer.....Jayne Batchelor

Radio Accounts Placed—Service Stores, Inc., Planters Nut & Chocolate Co., Golden-rod Ice Cream Co., Planters Edible Oil Co., Iowa Soap Co., Pine Forest Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., Mid-Conti- nent Airlines, Inc., Priebe & Sons, Inc.

•
**GOTHAM ADVERTISING
COMPANY**

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

Phone LOnacre 5-2616

APA—ABP—ANPA—PPA

Chairman of Board.....G. E. Harris
President.....D. D. Sutphen, Jr.
Radio & Tele. Director....Arthur A. Kron
Exec. Vice-Pres. & Treas....Arthur A. Kron
Secretary.....Chester A. Priest

Radio Accounts Placed—Hartley's Marma-

lade, Lutheran Hour, R. L. Swain Tobacco Co.

•
GRACE & BEMENT, INC.

2866 Penobscot Bldg., Detroit 26, Mich.

Phone Cherry 9400

ANPA—PPA—APA—NOAB

Pres. & Treas.....Edward R. Grace
Vice-President.....Austin F. Bement
Vice-Pres. Chg. Research & Media;

Radio Time Buyer.....L. C. Grace
Secretary.....A. M. Ganoung

Production Manager.....Thomas C. Bacon
General Manager.....J. R. Bracken

Art Director.....Judson Ross
Account Executives.....Dean Leith,
Richard Burke, J. R. Bracken

•
GRANT ADVERTISING, INC.

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

Phone Superior 6500

ANPA—PPA—APA—ABP—SNPA—NOAB

President.....Will C. Grant
General Radio Director....Lloyd G. Harris

Radio Directors.....Harry Holcombs,
James McClain.

Office Manager.....Ralph E. Ellis
Branch Offices

350 Fifth Ave., New York, N. Y.

Phone BRyant 9-6100

Office Manager.....Carl B. Wheeler
Director of Radio.....Morgan Ryan

2366 Penobscot Bldg., Detroit 26, Mich.
Phone Cherry 9400

V.P.-In Charge.....Edward R. Grace
General Manager.....Joseph R. Bracken

1313 Gulf States Bldg., Dallas 1, Texas
Phone Riverside 8121

V.P.-Southwestern Division....Erle Racey
V.P.-Office Manager...Samuel W. Hepworth

Director of Radio.....Virginia Wilthen
515 DuPont Bldg., Miami 32, Florida
Phone 3-0773

V.P.-Caribbean Operations.....John A. Day
Office Manager.....Ray Lipe

Director of Radio.....Mary Thorpe
Offices in South America, Mexico, Canada,
Cuba, England.

•
GREEN-BRODIE

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

Phone PLaza 3-9533

ANPA — PPA

Partner.....Julian P. Brodie
Partner.....Alan Green

Art Director.....Cecil Baumgarten
Production Director.....Sidney Sawyer

Radio Dept.....Julian P. Brodie

Radio Accounts Placed — Pieter deWitt, Inc.; Trade Bank & Trust Co., The Viking Press, The New School.

**GREY ADVERTISING
AGENCY, INC.**

166 West 32nd St., New York 1, N. Y.
Phone CHickering 4-3900

ABP—ANPA—PPA—NOAB—APA—AAAA
President.....Lawrence Valenstein
Executive Vice-President....Arthur C. Fatt
Radio-Television Director...Marvin Corwin
Time Buyer.....Harriet Belille
Radio Accounts Placed—Dif Corp., Lambert Bros., Bucilla, Doughnut Corp., Easy-Do, Van Heusen, Simplicity, Tussy, LeLong, Hat Research Foundation, Hollander Furs & Hollander Corp., Kreisler Jewelry, Consolidated Razor Blade Co., Grolier Society Inc., BBD Corp., American Silk Mills, Mojud Hosiery, Miles Shoes, Orbachs, Macys.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC—ABP
President.....Kenneth W. Akers
Radio Director.....Earl R. Preble
Radio Accounts Placed — Fleetwing Corp., B. F. Goodrich Farm Service Tires.

**JULIAN GROSS ADVERTISING
AGENCY**

11 Asylum St., Hartford, Conn.
Phone 7.7179

President-TreasurerJulian Gross
Exec. V.P.-Radio Time Buyer
 Geraldine K. Ray
V.P.-Prod. Mgr.....Lester Kaufman

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone, PENnsylvania 6-8518

Owner.....Frances G. Guilford
Space Buyer.....Amelia Pronko

M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1950

ABP — ANPA — PPA — NOAB
Montague H. Hackett
General Manager.....John P. Gilbert
Time Buyer.....Aida Stearns
Radio Accounts Placed—Riggio Tobacco Corp., Chatham Mfg. Co., William S. Scull (Boscul Tea).

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073

ANPA — APA
President.....H. Lyman Hart
Secretary.....M. Brinkman
Hart Vice President.....Harold E. Kennedy
Radio Director.....John P. Street

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055

ANPA — PPA — APA — ABP — NOAB
President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Hartz Mountain Products, Nelson Bros. Co., P. A. Starck Co., Sawyer Biscuit Co.

HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUPERior 3000

ANPA—PPA—APA—ABP—NOAB—ABC
PresidentW. B. Henri
SecretaryW. D. McDonald
TreasurerJ. F. Hurst
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones
Radio Dept.

Assoc. Radio Dir.....David W. Dole
Publicity Dir.....Russell M. Cunningham
Radio Accounts Placed — Network: Acme White Lead & Color Works, Ballard & Ballard Co., Inc., Skelly Oil Co. National Spot: Acme White Lead & Color Works, Fred W. Amend Co. (Chuckles), Ballard & Ballard Co., Inc., Carolene Products Co., John Morrell & Co., Skelly Oil Company.

HILL ADVERTISING

250 Park Ave., New York, N. Y.
Phone, PLaza 3-7800

PPA—ABP
President.....Weston Hill
Vice-President.....W. L. Ledwith
Secretary.....Joe Cesare
Radio Account Placed—Central Broadcasting Corp.

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Trinity 1453

ANPA—ABP—NOAB
Partner.....David S. Hillman
Partner.....Donald A. Breyer
PartnerHassel Smith
Radio Dept.
Director.....Charles F. Chaplin
Time Buyer.....Selma Schonfeld
Radio Accounts Placed—42 Oil Shampoo, 42 Hair Oil Tonic.

HIXSON-O'DONNELL ADV., INC.

350 Fifth Ave., New York 1, N. Y.
BRyant 9-5950

ANPA—PPA—APA—ABP—NOAB—PA of N. Y. C.
President & Gen. Mgr.....S. M. Morey
Vice-President.....Thos. E. Orr
V.P. & Radio Director...L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....W. G. Carmody

• • • **ADVERTISING AGENCIES** • • •

Radio Time Buyer.....Kathryn Shanahan
Radio Accounts Placed—Richfield Oil Corp., Sinclair Refining Co.

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
 Phone MAin 3450

Owner, Sales, Buyer....William F. Holland
 Copy.....B. J. Holland
 Art Director.....Dale Maxey
 Research Director.....Jean Clark
 SalesClyde Hague
 ContinuityJames Parson
 ProductionCress Meinhardt
 Associate Mgr.....D. E. Holland

ROBERT HOLLEY AND COMPANY, INC.

RKO Bldg. Rockefeller Center, N. Y. C.
 Phone Circle 6-2850
 ABP—PANY

Pres. & Treas.....Robert Holley
 Vice Pres. & Sec.....Saul S. Silverman

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
 Phone MUrray Hill 2-0850
 AAAA—ANPA—PPA—ABP

President and Treasurer...Everett W. Hoyt
 Secretary.....C. B. Donovan
 Vice-Presidents.....F. A. Whipple,
 W. K. Dingleline
 Director of Radio.....W. P. Smith
 Time Buyer.....C. B. Donovan
 Television Dir.....W. P. Smith

Branch Office

15 Lewis Street, Hartford, Conn.
 Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy Co., Charles Gulden, Inc., Burnham & Morrill, E. L. Knowles Co. (Rubine), W. A. Taylor (Valliant Wine), Barco Laboratories (Cleanser), J. A. Wright & Co. (Silver Polish), Ivanhoe Foods Inc. (Teaspoon Onions).

THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
 Phone Wickersham 2-3338

President-Treasurer.....H. S. Goodman
 SecretaryH. Knuth
 Vice-President.....Everett F. Goodman

Branch Office

206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
 Phone Liberty 4714
 AAAA—ABP—ANPA—PPA—APA

Vice-President & Radio Director,
 Wm. H. Eynon
 Asst. to Radio Dir.....Sally Larkin

Branch Office

420 Lexington Ave., New York 17, N. Y.
 Vice-Pres.....H. B. Humphrey, Jr.
Radio Accounts Placed—Rumford Chemical Works, The Christian Science Monitor, The Employers' Group Insurance Companies of Boston, First Church of Christ, Scientist, E. T. Wright & Co.

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester 42, N. Y.
 Phone Main 3528

APA—ANPA—PPA—ABP—NOAB

President.....F. A. Hutchins
 Secretary & Treas.....F. Irving Hutchins
 Vice-Presidents.....J. P. McCarthy,
 Mosher S. Hutchins

IVEY & ELLINGTON, INC.

535 Fifth Ave., New York 17, N. Y.
 MUrray Hill 2-5204

ANPA—PPA

President.....Jesse T. Ellington
 Vice-Presidents.....T. S. Strong,
 T. M. Keresey, C. L. Landon, G. F. Morrow, H. L. Hodgson, C. R. Marshall.

Radio Dept.

Media Director.....A. G. Graft
 Radio Production.....Hal James
Radio Accounts Placed—Bayuk Cigars Inc., Sweets Company of America, General Baking Co., McKesson & Robbins Inc.

JOSEPH JACOBS JEWISH MARKET ORGANIZATION

6 East 46th St., New York 17, N. Y.
 Phone MUrray Hill 2-6995

President, Owner & Treas.....Joseph Jacobs
 Vice-President & Prod. Mgr....Morris Unger
 Time Buyer.....Joseph Jacobs
 Talent Buyer.....M. Keilson
 Radio Director.....Sholom Rubinstein
 Script.....J. I. Freedman
 ResearchAdele Cohen

JESSOP ADVERTISING CO.

First Central Tower, Akron 8, Ohio
 Phone Franklin 3232

APA—ABP

President.....M. K. Jessop
 Time Buyer.....Charles A. Jessop
 Radio Director.....R. Gilbert

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
 Phone Main 3351

APA—NOAB—AAAA—ABP—ANPA—PPA

President.....C. M. Robertson, Jr.
 Vice-Presidents.....Stanley A. Willer,
 James M. Nelson
 Secretary.....Elmer A. Vehr
 Space Buyer.....Wm. R. Frietsch, Jr.

Branch Office

580 Fifth Ave., New York City
 Phone Wisconsin 7-5500

Manager.....Philip Meek
Radio Accounts Placed—Dow Drug Co.,
 Kroger Grocery & Baking Co., Carter Coal
 Co., Miami Margarine, Ten-B-Low, Kutol
 Products Co., Fifth Third Union Trust Co.,
 Hotel Netherland Plaza.

**H. W. KASTOR & SONS
 ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago 1, Ill.
 Phone Central 5331
 APA—NOAB—ANPA—PPA

Officers

President.....Henry K. Kahn
 V.P.—Treasurer.....A. G. Kastor
 Secretary.....W. B. Kastor
 V.P.—Radio Dept.....James H. Wright
 Office Manager.....E. F. Fitch
 Production Manager.....John F. Stoeckley
 Account Executives.....H. Kastor Kahn,
 V. T. Mertz, James H. Wright.

Branch Offices

4858 Fountain St., St. Louis, Mo.
 Phone Rosedale 1612

Manager.....Herman Kastor
Radio Accounts Placed—Procter & Gamble
 Co., Welch Grape Juice Co., Blackhawk
 Brewing Co., 8-In-1 Company.

**KASTOR, FARRELL, CHESLEY &
 CLIFFORD, INC.**

9 Rockefeller Plaza, New York, N. Y.
 Phone Columbus 5-6135

President.....H. Kastor Kahn
 Exec. Vice-Pres.....W. S. Chesley, Jr.
 Vice Pres.—Sec.....W. R. Farrell
 Vice Pres.....C. E. J. Clifford
 Vice Pres.—Treas.....J. M. Van Horson
 Media Director.....George Duram
 Radio Director—New York.....Joseph Hill

Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone Granite 1631

Vice Pres., Radio Director...J. H. Wright
Radio Accounts Placed — Drene Shampoo
 (Procter & Gamble Co.).

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
 Phone Wickersham 2-2740
 AAAA—ANPA—PPA—ABP

President.....Joseph Katz
 Vice-President.....Nat C. Wildman
 Treasurer.....Charles M. Harrison
 Director of Radio.....Allen J. de Castro

Radio Producers & Continuity Writers,
 Nat C. Wildman, H. E. Hudgins, Alvan
 Sommerfield, Ruth Javos, Louise Moyer.

Branch Offices

8 South St., Baltimore, Md.
 Phone Lexington 1500

Manager.....C. M. Harrison
 Director of Radio.....Robert G. Swan
Radio Accounts Placed—American Oil Co.,
 Maryland Pharmaceutical Co., Ex-Lax, Inc.,
 Arrow Beer, Jests, Inc., Laco & Pompeian
 Products, Inc., Gibbs & Company, Inc., Mary-
 land Drydock, Baltimore Transit Co.

**HENRY J. KAUFMAN &
 ASSOCIATES**

Homer Bldg., Washington 5, D. C.
 Phone District 7400
 ANPA—APA—ABP—NAAN

Partner—Managing Dir....Henry J. Kaufman
 Partner—Radio Director....Jeffery A. Abel
 Partner—Creative Dir....William F. Sigmund
 Space Buyer.....Betty D. Gwyer
 Time Buyer.....Jeffery A. Abel

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
 Phone Longacre 5-5090
 ABP—ANPA—PPA

President.....Gerald B. Spiero
 Vice-President.....Morris Kinzler
 Secretary—Treasurer.....Alvin J. Kayton
 Time Buyer.....Herman Jacobs
Radio Account Placed—Twentieth Century-
 Fox Film Corp.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg., Indian-
 apolis 4, Ind.
 Phone Riley 1478

ANPA—AAAA—PPA—APA—ABP—NOAB
 President.....Hal Keeling
 Exec. V. P.—Time Buyer.....Don Collins
 V. P.—Sec.....William Hutchinson
Radio Accounts Placed — Hastings Mfg.
 Co., Casite Corp.

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.
 Phone Garfield 0777

PPA—APA

President.....C. F. Kelly, Jr.
 Vice-Pres. and Treasurer...W. W. Zahrndt
 Vice-Pres. and Secretary.....V. A. Kelly
 Director of Radio.....C. F. Kelly, Jr.
 Assistant Director.....W. W. Zahrndt
 Radio Producers.....C. F. Kelly, Jr.,
 V. A. Kelly
 Radio Continuity Writers...C. F. Kelly, Jr.,
 V. A. Kelly
Radio Accounts Placed—Tremis, Inc., Visit
 St. Louis Committee.

• • • **ADVERTISING AGENCIES** • • •

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700

AAAA — ANPA — PPA — ABP — APA

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Exec. Vice Pres.....Dwight Mills
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio...William B. Lewis
Asst. Director of Radio....Robert D. Wolf
Manager-Time Buyer.....Frank Palmer
Radio Research Dir.....Richard Dunne
Radio Publicity Dir.....Hal Davis
New Programs-Talent...Donald W. Severn
Radio Copy Supervisor...Doris D. Smith
Director of Television...William B. Lewis
Radio Producers.....Robert Brilmayer,
John Hines, Arthur Moore, Andy Andrews, William J. Reddick

Branch Offices

135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470

Vice-President in Charge...Chester A. Foust
1257 Penabscot Bldg., Detroit, Mich.
Cadillac 3608

ManagerIan Smith
512 Equitable Bldg., Hollywood 28, Calif.
Hillside 8368

Manager.....John Swallow
Sun Life Bldg., Montreal, Quebec, Canada
Plateau 9939

Manager.....Jack Raymond

Radio Accounts Placed—Network: Charles B. Knox Gelatine Co., Richard Hudnut, Wesson Oil & Snowdrift, Rock City, Spool Cotton, Kellogg Co. (All-Bran, Gro-Pup, 40% Bran, Pep, Raisen 40% Bran, Corn Flakes, Rice Krispies, Krumbles, Shredded Wheat, Variety Package, Omaha Feed), Pepperidge Farm, Stetson Co., S. B. Thomas Inc., R. B. Davis Co., Borden Co., American Fat Salvage Com., Chesapeake & Ohio, Ford Motor Co., Industrial Tape Corp., Waldorf-Astoria.

H. M. KIESEWETTER, WETTERAU & BAKER, INC.

9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025

ANPA — PPA — ABP

Ch. Bd.-President.....H. M. Kiesewetter
Treasurer.....E. T. Kiesewetter
Secretary.....L. G. Wallace
V.P.-Copy Chief.....Sam S. Baker
V.P.-Art Director.....R. Wetterau

Radio Accounts Placed—Penn Tobacco Co., Bathasweet Corp., Lorr Laboratories, The Mennen Co.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York, N. Y.
Phone PLaza 3-9600

AAAA—ABP—ANPA—PPA—APA—NOAB

Radio & Television Departments
Vice-President.....Cecil H. Hackett
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Phone Franklin 0673

Executive-in-ChargeGrant Chamberlain
21 West 10th Street, Kansas City, Kans.
Phone Victor 1950

Executive-in-ChargeDavid Mindlin
649 S. Olive St., Los Angeles, Calif.
Phone Trinity 7575

ManagerBlaisdell Gates
Radio Dept.....Fred Becker

Radio Accounts Placed—National Spot: Bonne Bell Inc., Hornblower & Weeks, Koret of Calif., Odorono, Peggy Sage.

KIRCHER, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio
Phone 2151

PPA—ABP—ANPA—AAAA—APA

President.....R. C. Kircher
Treasurer.....C. B. Helton
Secretary.....Robert Collett
Art Director.....Gustave Sigritz
Radio-Tele. Dir.....Herman Land

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.
Phone Circle 6-3660

President-Radio Account Exec..A. A. Klinger
Secretary, Treas. & Acct. Exec.....E. French
Radio Accounts Placed—Madison Long Island Personal Loan Co., Madison Finance Co. of N. J., Servus Clothes, Bill Williams, Stanback Co., Ltd., Bridge Apparel Shops, Smilin' Irishman, Kent Motors, Ideal Motors, Price Motors, Superior Agencies, Inc.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
Phone, SUTter 6110

AAAA—APA—ABP

President.....James C. Knollin
Art Director.....Norman Erickson
Space Buyer.....Alice Springer
Account Executives.....Robert H. Knollin,
Thomas J. McNamara, Wm. A. Dunkle,
John L. Hansen.

Branch Office

530 W. 6th St., Los Angeles 14, Cal.
Phone, VAndike 4057

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.

Minneapolis 2, Minn.

Phone Bridgeport 7701

AAAA-ABP-ANPA-APA-NOAB

President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown
Secretary & Treasurer.....C. L. Greenwood
Radio Director.....Russell Neff
Dir. of Media & Research....Dr. A. R. Root
Radio Program Production...H. K. Painter
Radio Script.....E. B. Reeves
Time Buyer.....Dr. A. R. Root

Branch Office

415 Chanin Bldg., New York 17, N. Y.

Phone MURray Hill 4-3982

625 Market St., San Francisco 5, Calif.

Phone SUTter 6744

Vice President.....R. W. Stafford
Radio Production Manager...Hal Burdick
Radio Account Placed — General Mills,
Inc., Pacific Gamble Robinson Co.

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343

ANPA-SNPA-NOAB-APA-PANY-
NAAN-ABP

President.....Ernest Lee
Vice-President.....Marshall Smith
Secretary.....Homer Gentry
Account Executive.....Martha Haynie
Account Executive.....Mary Russell
Account Executive.....Essie Albert
Account Executive.....Edmunda Fry
Time Buyer.....Edmunda Fry
Radio Accounts Placed — Tennessee Brew-
ing Co. (Goldercrest "51" Beer), Orgill Broth-
ers & Co. (Admiral and O'Cedar), Capitol
City Products Co. (Dixie Margarine), Co-
lonial Baking Co. (Colonial Bread).

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.

Phone Circle 6-3200

NOAB-ABC-AAAA-ANPA-PPA-ABP

President.....J. H. S. Ellis
Vice-Presidents.....E. J. Owens,
Sam D. Fuson, Robert D. Stewart, Hay-
wood Anderson, Schuyler Kudner.
Director of Radio.....Myron P. Kirk
Radio Producers.....Alan Ward,
Wm. Templeton.
Time Buyer.....Georgina Dewey

Branch Offices

New Center Bldg., Detroit, Mich.

Phone Madison 5315

Robert Copeland

Albee Bldg., Washington, D. C.

Phone National 5506

Frank Getty

Radio Accounts Placed—Network: U. S.
Tobacco Co., National Spot: Lear, Inc., Gen-
eral Motors, Benson & Hedges.

J. R. KUPSICK ADVERTISING AGENCY, INC.

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

Phone MURray Hill 5-9145

ANPA-APA-PPA

President.....J. R. Kupsick
Vice President.....Saul Kampf
Radio Director.....Jerry Law
Space Buyer.....E. M. Fordsman

Radio Accounts Placed—Arco Publ. Co.,
Hecht Co., N. Y. Auto Exchange, Greiner
Motor Sales, Maple Motors, Paul Kaskali,
Cascade Laundry, United Institute of Aero-
nautics, Ben Marden's Riviera.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis 3, Tenn.

Phone 5-1571

APA-ANPA-PPA-SNPA

President.....Avron Spiro
Secretary-Treasurer.....M. M. Shurman
Radio Director.....Clark R. Brown
Radio Accounts Placed—Plough, Inc., The
Piso Co.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.

Phone Columbus 5-3721

ANPA — PPA

President.....John L. Johnston
Executive V.P.Gordon Seagrove
V. P. General Manager....Frank W. Mace
Radio Accounts Placed—Lambert Phar-
macal Co.; Prophylactic Brush Co.; Phillips
Petroleum Co.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.

CI-7260

ANPA-ABP-NOAB-APA

President.....A. Wm. Landsheft
Service Manager.....H. L. Barber
Business Manager.....E. T. Drullard
Radio Dept.....H. L. Barber, C. Corritore
Radio Accounts Placed — Fairmont Cream-
ery, Co., Kendall Refining Co., Leonard
Warehouses, Liberty Bank of Buffalo,
Loblaw Groceries.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio

Phone Main 6579

AAAA-ANPA-ABP-PPA

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower

• • • **ADVERTISING AGENCIES** • • •

Vice President.....Richard P. Dodds
 Vice Pres. Service Director..Martin J. Cohn
 Radio Director.....A. B. Fisher
Radio Accounts Placed—Railley Corp.,
 Yellow Cab Co., Texas Distributing Co.,
 Grand Appliance Co., Brewing Corp. of
 America, Miller-Becker Co., Hirsch Labora-
 tories, World Publishing Co.

•

LAUSEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
 Phone Superior 0738
 APA—ANPA—PPA

President.....A. M. Salomon
 Account Executive.....Wendell Walker

•

LEEFORD ADVERTISING AGENCY

432 Fourth Ave., New York 16, N. Y.
 Phone MURray Hill 4-7116-17
 PPA

President-Radio Director.....David D. Lee
 V.P.-Treasurer.....W. C. Hoyt
Radio Account Placed—Remington-Rand,
 Inc., American Writing Machine Co.

•

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
 Phone RIttenhouse 1500
 ANPA—APA—NOAB—PPA

President.....A. P. Lefton
 Vice-Presidents.....G. W. Wolfsten,
 P. Brown.

Branch Offices

521 Fifth Ave., New York 17, N. Y.
 Phone VAnDerbilt 6-4340

Vice-Presidents.....R. J. Herts,
 M. S. Gladstone, R. J. Misch
 Radio Director.....Carl Mark
 435 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 9511
 V.P.-Manager.....E. G. Foreman, Jr.

•

LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
 Phone 6-4202
 ABP—PPA—ANPA

PartnersWinslow P. Leighton
 and George R. Nelson
 Radio Director.....George R. Nelson
 Copy Director.....Bob Cragin
 Radio Assistant.....Cecil Woodland
 Time Buyer.....E. Van Valkenborg
 Radio Producers...E. F. Flynn, R. S. Cragin
 Television Producers...G. R. Nelson, E. F.
 Flynn

Radio Accounts Placed—Saratoga Racing
 Assn., William W. Lee & Co., The Stanton
 Brewery, Inc., Breslaw Bros. Furniture,
 Saratoga Vichy Spring Co., Rudolph Bros.,
 D'Jimas Furs, Colonial Ice Cream Co.,
 Morris Plan Bank.

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.
 Phone MURray Hill 2-9170

AAAA—ANPA—PPA—APA—NOAB
 President.....P. W. Lennen
 1st Vice President.....R. W. Orr
 Exec. V.P.-General Manager...Ray VirDen
 V.P.-Ass't. Secretary...Reginald Townsend
 V. P.-Radio.....Mann Holiner
 Secretary.....A. L. Lynn
 Ass't to President.....Eldon Sullivan
 Vice President.....Thayer Ridgway
 Associate Copy Chiefs.....William Todd,
 Gladys Phelan, Marjorie Paul.
 Radio Copy Chief.....Peter Keveson
 V.P.-Media.....Catherine V. Parker
 Space Buyer.....Arthur U. Ude
 V.P.-Production.....Michael J. Madar
 V.P.-Exec. Art Director.....Hans Sauer
 V.P.-Art Director.....Jacques Zuccaire
 Art Consultant.....Clark Agnew
 Art Directors.....Shepard Sheridan,
 Ted Sandler, Stephen Biggs.
 Radio Director.....John W. Loveton
 Radio Time Buyer.....Virginia Butler
 Research Director.....Arthur Livingston
 Treasurer.....C. C. Seedorf
 Ass't. Treas.-Pers. Dir....Barron R. Proctor
 Television Producers.....Mann Holiner,
 Ted E. Sherdeman.

Branch Office

308 N. Rodeo Drive, Beverly Hills, Calif.
 Phone Crestview 1-7221

V. P.-Radio.....Mann Holiner
 Ass't. in charge-Radio...Ted E. Sherdeman
 Business Manager.....William L. Card
 Radio Director.....Travis D. Wells
Radio Accounts Placed—American Car
 and Foundry Co., The Andrew Jergens Co.,
 Bacardi Imports, Inc., Calvert Distillers Corp.,
 Carstairs Distilling Co. Inc., Dell Publish-
 ing Co., Lehn & Fink Products Corp., P.
 Lorillard Co., Perfume Schiaparelli, Inc.,
 Scripps-Howard Newspapers, Swedish Ameri-
 can Line, Tide Water Oil Co.

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TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
 Phone CHerry 4521-2
 ABP—ANPA—APA

PresidentTed Levy
 Production Manager....William Robertson
Radio Dept.
 Radio Director.....Barbara D. Aiton

•

A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
 ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA
 Partners.....A. W. Lewin,
 S. M. Weiss
 Traffic Mgr.....S. Levin

Account Execs.....Maurice Marks,
S. B. Mandell, Harold Moss, John Herr-
mann, Kenneth Rader.

Branch Office

11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244

Radio Accounts Placed—National Spot:
Harvel Watches, June Dairy Products Co.,
The Corsetorium.

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235

ABP—ANPA—PPA—NOAB—APA

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb,
Harvey Kruse, J. A. Quint, Arthur Grove,
Don Johnson

Radio Accounts Placed—Minneapolis-Hon-
eywell.

**LEON LIVINGSTON ADVERTISING
AGENCY**

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340

APA—AAAA—ABP—ANPA—PPA—NOAB
General Partner.....Leon G. Livingston
General Partner.....W. C. Day

Branch Office

155 E. 44th St., New York 17, N. Y.
Phone VAnDerbilt 6-0272

General Partner-Mgr.....E. B. Krough
Radio Accounts Placed—Colgate-Palmolive-
Peet (Peet's Granulated Soap), Simon Mat-
tress Mfg. Co., Nestle's Milk Products, Inc.,
Italian Swiss Colony, Haas Bros.

LLOYD, CHESTER & DILLINGHAM

9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-8800
ANPA—PPA—NOAB

President.....Laurence M. Lloyd
Vice-President.....Charles M. Pietsch
Production Manager.....William T. Kaleb
Media Director.....John J. Hagan

**LOCKWOOD - SHACKLEFORD AD-
VERTISING AGENCY**

122 East 7th St., Los Angeles 14, Calif.
Phone Trinity 9801
ANPA—NOAB—APA

President.....M. W. Shackelford
Secretary-Treasurer...Russell N. Lockwood
Vice-President.....Murray Chotiner
Director of Radio.....David R. Fenwick
Manager.....Lou Holzer
Radio Producers.....David R. Fenwick,
Lou Holzer, Gene Herman, Robert M.
Purcell.
Television Producer.....Lou Holzer

Branch Offices

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone Gladstone 6131
75 East Wacker Drive, Chicago 1, Ill.
Phone Franklin 4883
420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-5412

Radio Accounts Placed — Los Angeles
Brewing Co., Packard-Bell Co., Industrial
Management Corp., Breakfast Club Coffee,
Inc., Los Angeles Furniture Co., Kings
X Flavor & Extract Co., Nutritional Research
Products, Inc., McKay Jewelers, Mission
Stove Co.

LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
Phone Trinity 8194

ANPA—AAAA—PPA—APA—ABP

Partner.....Dudley L. Logan
Partner.....J. C. Arnold

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

President.....L. R. Wolfe
Director of Radio.....E. J. Sperry
Supervisor of Syndicated Programs,

Robert S. Graham

Hollywood Producer.....Paul Quan
New York Producer.....Terry Coe

Radio Accounts Placed—Agency is a spe-
cialist in wholesale baker advertising.

EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.
Phone AnOver 1888
ANPA — ABP — PPA — APA

Partners.....Earle Ludgin,
V. R. Bliss, J. H. Caro, Montgomery N.
McKinney, Edward Earnstein.
Radio Director.....V. R. Bliss

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA—ABP—APA—NAAN

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Secretary.....Olga Rummel
Production Mgr.....E. M. Phippen
Radio Accounts Placed—Keystone Steel &
Wire Co., Consolidated Products Co., Schultz,
Bausan & Co.

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA—PPA—ABP—APA—NOAB

• • • **ADVERTISING AGENCIES** • • •

President.....Hays MacFarland
 Secretary-Treasurer.....B. G. Rutting
 General Manager.....Allen B. Dicus
 Radio Director & Producer.....Evelyn Stark

Branch Office

RCA Bldg., New York, N. Y.
 Circle 6-2890

Partner.....A. E. Aveyard
 Radio Director.....H. C. Klein
 Gen. Mgr.....George MacGovern

Radio Accounts Placed—Network: Curtis Publishing Co., Nat'l Board of Fire Underwriters; National Spot: Omar, Inc., Burma-Vita Co., United Wallpaper, Inc., Curtis Publishing Co., Northwestern Yeast Co., Zenith Radio Corp.

**MacLAREN ADVERTISING CO.
 LTD.**

372 Bay St., Toronto, Ont., Canada
 Phone Elgin 0321
 CBA—CAAA—CRNA—CWNA—
 CNN & PA

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 Vice President-Assistant General
 Manager.....E. V. Rechnitzer
 V.P.-Ass't G. M.....James Ferres
 Vice-President-Treasurer....I. E. Reynolds
 Secretary.....G. T. Scroggie

Radio Dept.

C. M. Pasmore, M. Rosenfeld,
 H. H. O'Connor, Hugh Horler
 J. G. Herald

Branch Offices

900 Dominion Square Bldg.,
 Montreal, Que., Canada
 Phone Plateau 9556

Office Manager.....E. H. H. Smith
 911 Electric Ry. Chambers,
 Winnipeg, Man., Canada
 Phone 26-622

Office Manager.....E. P. Thompson
 305 Province Bldg., Vancouver, B. C., Can.
 Phone Marine 6268

Office Manager.....W. D. M. Patterson

Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers, S. F. Lawrason Co., Dalgligh (Ont.) Ltd.; National Spot: Bulova Watch Co., Ltd., Canadian Life Underwriters, People's Credit Jewelers, O'Cedar of Canada, Tuckett Ltd.

MALCOLM - HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago 4, Ill.
 Phone Webster 2110
 ABP—ANPA—PPA—APA

Owner-Chief Account Executive.....

Arthur M. Holland

Account Executive.....H. A. Barkun
 Account Executive.....M. G. Holland
 Copy Chief.....Ray Freedman
 Radio Director.....Ray Freedman
 Radio Continuity.....Ruth Hudson,
 Eileen Reitz, Nikki Kaye.

Radio Producers.....Ray Freedman,
 Nikki Kaye, Lynn Burton.

Radio Accounts Placed—Dad's Root Beer, Mrs. Klein's Potato Chips and Popcorn, Ciminio Wines, Legion Ice Cream, Clinton Watches, Roller Derby, Chicago Horse Show, Chicago Daily Times, Alert Laundry, Rubin's Apparel, Hollands Jewelry, Newart's Chicago Coliseum, Armory, Arcadia Gardens, Knox Chemical Co. (DDT Insecticides), Fiji-Oil Shampoo, Joy Candies.

**DAVID MALKIEL ADVERTISING
 AGENCY**

260 Tremont St., Boston, Mass.
 Phone Liberty 1422
 ANPA—ABP—PPA—APA

OwnerDavid Malkiel
 SecretaryMartha Brest
 Radio Dept.....Harry Weinbaum,
 Martin Kadis, Morey Schwartz, Harry
 Lawrence

Radio Accounts Placed—I. J. Fox Co., Ace Vacuum Cleaners, Drive-In Theaters, Inc., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's, Totem Pole Ballroom, Belmont Furn., L. P. Rogers & Son, Washington Jewelers, Babijuce Oranges, Corner House, Franklin Insulation Co., Freda's Restaurant, Artie Clothes, Richards Clothing Co.

**MANSON-GOLD ADVERTISING
 AGENCY**

1004 Marquette Ave., Minneapolis 2, Minn.
 Phone GENEVA 9619
 APA

Account Executive.....D. P. Nathanson
 Account Executive.....Meyer Gold
 Account Executive.....Jean Hadley
 Account Executive.....Bruce Sielaff

Radio Dept.

Radio Director.....D. P. Nathanson
 Time Buyer.....Jean Hadley

Talent Buyer.....Bruce Sielaff
Producers.....D. P. Nathanson,
Jean Hadley

Television Dept.

Director.....D. P. Nathanson
Radio Accounts Placed—Red Devil Soot
Remover, Snyder's Drug Stores, Janney Best
Paints, Pfunder's Tablets, Char-Tex.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnDerbilt 6-2022

ANPA—PPA—ABP—APA—AAAA—NOAB
Partners.....Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke

Director of Radio.....Curt Peterson
Radio Account Placed—Standard Oil Co.
of N. J.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450
ABP—ANPA—PPA—SNPA

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins
Vice-Presidents.....Lester Loh,
Wilfred S. King, W. T. Okie.

Director of Radio.....John Bates
Time Buyer.....Edna Cathcart
Radio Accounts Placed — Ludens, Inc.,
Canada Dry Ginger Ale & Spur, Interna-
tional Salt Co., Pure Foods (Herbox), Pan-
American Coffee Bureau, Burlington Mills,
Dura-Gloss.

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
Phone GASpee 4456-7
ABP—ANPA

President.....Joseph M. Finkle
Vice-Pres.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Copy Chief.....M. Eloise Eichler
Time Buyer.....Joseph M. Finkle
Production Chief.....Archie M. Finkle

Radio Accounts Placed—Candy Mart Stores,
Inc., Eclipse Food Products Corp., Inlaid
Optical Co., National Glass Co., Shiloh
Bottling Co., Metropolitan Theaters, Apex
Tire, Inc., Berry Clothing Co., Eastern Sci-
entific Co., Lincoln Trust Co., Low Supply
Co., Progress Ice Cream Co., I.C.T. Bus Co.,
Stadium Motor Sales Co.

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA—PPA—APA—ABC—NOAB—
TAB—CCA

President.....Lou R. Maxon
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio-Television Dept.....Ed Wilhelm,
P. Pumphrey.

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930

Vice-President In Charge.....W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536

Vice-President.....L. J. Sholty
Radio Accounts Placed — Gillette Safety
Razor Co., Pfeiffer Brewing Co., Griesedieck
Western Brewing Co., General Electric Co.,
H. J. Heinz Co., Ford Dealers Advertising
Fund, Duotone Co.
Television Accounts Placed — Gillette
Safety Razor Co.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 27, Calif.
Phone PRospect 0101
NOAB—ANPA—FAAG—APA

Principals.....Henry Mayers,
J. R. Mayers, Arthur Mayers
Manager Radio Dept-Time Buyer.....
Gertrude Stark
Writer-Production Manager.Jennison Parker
Vern Davies

Radio Accounts Placed — Food Machinery
Corp., Southern California Telephone Co.,
Fifth Street Store, Rose Peanut Butter,
Grand Central Market, Pennzoil Co., Hen-
dan Shirts, Hoffman Candy Co., Muller Bros.,
Dad's Root Beer, Live Food Products, Sears,
Roebuck & Co., Firestone Stores.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-7000
AAAA—ANPA—PPA—ABP—NOAB—
ABC

President.....H. K. McCann
Chairman of Exec. Comm..Harrison Atwood
Exec. Vice-Pres.....Carl B. Robbins
Vice-Pres. and Manager of New York
Office.....L. S. Briggs
Vice-Presidents (N.Y.)...Harrison Atwood,
R. M. Alderman, J. L. Deane, L. E. Firth,
Edward B. Graham, Marion Harper, Jr.,
C. A. Hoppock, Daniel W. Keefe,
Howard Korman, Myron Lechner, E. D.
Madden, J. J. McCarthy, W. E. McKeach-
ie, H. A. Mitchell, C. A. Posey, R. W.
St. Hill, John H. Tinker, Jr., R. E.
Thompson, E. F. Wilson.
Secretary-Treas.....John L. Anderson
Vice-President in charge of Research,
Marion Harper, Jr.

(Radio Executives)

Vice-President in charge of Radio,
Lloyd O. Coulter

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Executive Assistant to L. O. Coulter,
Lawson Paynter
Vice-President in charge of Programs,
Russ Johnston
Vice-President in charge of Hollywood
Office.....Clarence Olmstead
Senior Producers.....Dorothy B. McCann,
Carlo DeAngelo, Glan Heisch
Director of Time Buying and Station
Relations.....William C. Dekker
Director of Radio Copy..William A. Franchy

Branch Offices

Chicago Office
910 South Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President-Manager...Homer Havermale
Vice-Presidents.....John Jameson,
Walter C. Krause, A. W. Sherer, H. G.
Smith, Sidney A. Wells

Cleveland Office
1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490
Vice-President-Manager.....A. A. Sommer

Detroit Office
2280 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9710
Vice-President-Manager.....D. C. Hight

Hollywood Office
6331 Hollywood Blvd., Hollywood 23, Calif.
Phone Hillside 3268
Vice-President-Manager...Clarence Olmstead

Los Angeles Office
448 South Hill Street, Los Angeles, Calif.
Phone Mutual 1181
Vice-President-Manager.....Burt Cochran

Minneapolis Office
1000 Hodgson Building, Minneapolis 1, Minn.
Phone Bridgeport 6801

Vice-President-Manager.....Jackson Taylor
Vice-Presidents.....Victor Lowrie,
John Pidgeon

San Francisco Office
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President-Manager.....H. Q. Hawes

Vice-Presidents.....M. S. Achenbach,
Roswell Mochran, Clarence Hestorff, F.
H. McCrea, Robins Milbank, C. F.
Ohliger, C. E. Parsons

Portland Office
1308 Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager.....R. B. Calkins

Boston Office
31 St. James Ave., Boston 16, Mass.
Phone Liberty 5468

Vice-President-Manager Watson M. Gordon
Radio Accounts Placed—New York: Chese-
brough Mfg. Co., Emerson Drug Co., Fawcett
Publications, Inc., Gruen Watch Co., Manu-

facturers Trust Co., National Biscuit Co.,
Pacific Coast Borax Co., Pearson Pharmacal
Co., Pharma-Craft Co., Stromberg-Carlson
Co., Stanco, Inc., Westinghouse Electric
Corp.

Chicago: International Harvester Co.,
Standard Oil Co. of Nebraska, Standard Oil
Co. of Indiana, Milk Foundation, Inc., Swift
& Co. (Brookfield Division).

Cleveland: Leisy Brewing Co., Richman
Bros. Co., Standard Oil Co. of Ohio.

Detroit: Tivoli Brewing Co.
Los Angeles: Globe Mills Co., Southern
California Gas Co., Southern Counties
Gas Co.

Minneapolis: Pillsbury Flour Mills Co.,
Twin City Federal Savings & Loan Assn.,
Gluck Brewing Co.

Portland, Oregon: Northwestern Electric
Co., Pacific Power & Light Co., Portland
Gas & Coke Co.

San Francisco: Anglo California National
Bank of San Francisco, Associated Dental
Supply Co., California Packing Corp., Cali-
fornia Walnut Growers Assn., Harold H.
Clapp, Inc., Dwight Edwards Co., General
Brewing Corp., Hale Bros. Stores, Inc., Lon-
donderry, Safeway Stores, Inc. (Coldstream
Products Division).

Boston: John Hancock Mutual Life In-
surance Co.

**R. E. McCARTHY ADVERTISING
AGENCY**

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone 2323
PANY—SNPA

President.....R. E. McCarthy
Secretary.....M. A. McCarthy
Treasurer.....M. C. Benito
Time Buyer:.....R. E. McCarthy

Radio Accounts Placed—Borden's-Poin-
settia Dairy, Southern Brewing Co., Peninsu-
lar Telephone Co., Lenfestey Supply Co.,
Pioneer Hire Co., Maas Bros.

McJUNKIN ADVERTISING CO.

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

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens
Manager, Radio Dept.....Robert V. Suerth

Radio Accounts Placed—Chef Boy-Ar-Dee
Quality Foods, Inc., Carey Salt Co., Schulze
and Burch Biscuit Co., Comfort Manufac-
turing Co.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737

ANPA—PPA—APA—OAAA

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,

James A. McFadden

Radio Producer.....Robert L. Redd
Time Buyer.....Evelyn Walmsley
Vice-President-Merchandising,

Howard H. Yaw

Secretary.....T. E. Libby

Branch Office

1428 RCA Bldg., New York 20, N. Y.
Phone COLUMBUS 5-2058

715 Equitable Bldg., Hollywood, Calif.
Phone HOLLYWOOD 8363

Radio Accounts Placed—Sealtest, Inc.,
Western Maryland Dairy, Southern Dairies,
Chestnut Farms-Chevy Chase Dairy, Breyer
Ice Cream Company, Quaker City Choc. &
Conf. Co., Inc., Philadelphia & Reading Coal
and Iron Co.

A. McKIM, LTD.

1010 St. Catherine St. W., Montreal, Que., Can.
Phone Lancaster 5192

ANPA—APA

President.....James M. Baxter
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. W. Thain

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone ELGIN 5351

Manager.....D. E. Longmore
Electric Railway Bldg., Winnipeg, Man.,
Canada

Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada

Manager.....H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....H. Suffell

MELAMED-HOBBS, INC.

1100 Hodgson Bldg., Minneapolis 1, Minn.
Phone BRIDGEPORT 1225

ABP—ANPA—PPA—OAAA—NOAB
APA—ABC

President-Treasurer.....Louis Melamed
Secretary.....M. O. Gooder
Production Manager..Thomas L. B. Campbell
Radio Time Buyer.....J. F. Johns

Branch Offices

E-912 First National Bank Bldg., St. Paul 1,
Minn.

Phone GARFIELD 5731

Manager.....W. T. Holmgren
333 N. Michigan Ave., Chicago 1, Ill.
Phone STATE 9522

Manager.....F. C. Estey

Radio Accounts Placed—Hilex Co., Mont-
gomery Ward & Co., Milk Foundation of
Minneapolis, Bloomer Brewery, Chocolate
Products Co., Hotel Dyckman, Furniture Ex-
position Mart, Batavia Metal Products Co.,
Griggs Cooper Co., Sanitary Foods, Minn.
Farm Bureau Service Co., Minn. Farm Bu-
reau Federation, Regan Brothers Co., S. &
L. Department Store.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago, Ill.
Phone DELAWARE 7860

ANPA—PPA—AAAA—ABP

General Manager.....Arthur E. Meyerhoff
Financial Manager.....J. H. Hildebrandt
Director of Radio.....Nelson A. Shawn
Radio Space Buyer.....Annette Kennelly
Copy Chief.....M. E. Chon
Acct. Executives.....R. J. Rosenthal,
John Lemmon, Mark Rizner, George
Taylor

Television Producer.....Nelson A. Shawn

Branch Office

759 N. Milwaukee St., Milwaukee, Wis.
Phone MARQUETTE 3144

Manager.....George Grabin

Radio Accounts Placed—Wm. Wrigley Jr.
Co., Mutual Health & Accident Assn. of
Omaha, Illinois Meat Co., Balm Barr,
Krank's Shave Kreme, Whiz Candy Bar,
Peanut Crunch.

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
Phone MURRAY HILL 2-1010

ANPA—PPA—APA—NOAB

President.....C. L. Miller
Sec'y & Ass't Treasurer-Radio Director
George Carhart

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone CENTRAL 1640

Manager.....I. M. Tuteur

Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Keeley Brew-
ing Co., Cooter Brokerage Co., Gordon Bak-
ing Co., Peter Pan Baking Co., Dr. Swett's
Root Beer Co.

DAN B. MINER CO.

1151 South Broadway
Los Angeles 15, Calif.
Phone RICHMOND 3101

AAAA—ANPA—ABP—NOAB
CAN—APA—PPA—ABC

President.....Dan B. Miner
Vice-Presidents.....John C. Morse,
Alfred Rooney, I. M. Greer

Secretary-Treasurer.....M. R. Sweeny
Account Executive...Daniel W. Layman, Jr.
Radio Director.....B. B. Struble

Radio Copy.....R. W. Sampson,
Leland L. DePriest
Time Buyer.....Marie Mazzulla

Branch Offices

(Affiliated with Continental Agency Network)
Radio Accounts Placed — Forest Lawn Memorial Park, Weber's Bread, Wilshire Oil Co., Dolly Madison Cakes, Log Cabin Breads, Forest Lawn Life Insurance, Coast-Currie's Ice Cream, Los Angeles Transit Lines, Dr. Ross Dog Food.

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COLUMBUS 5-2482
ABP — ANPA

Radio Director.....Sydney Rubin
Radio Time Buyer.....Helen Munroe
Radio Accounts Placed—Network: Tri-mount Clipper Craft Clothes. National Spot: Barney's Clothes, San Gabriel Wine Co., National Shoe Stores.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
Parkway 1178
PPA — ABP — ANPA

President-Treasurer...Chester C. Moreland
Vice-Presidents.....Wm. G. Steiner,
Bryce L. Schurman
Secretary.....Walter H. Strauss
Radio Dept.....L. C. Schurman

RAYMOND R. MORGAN CO.

6362 Hollywood Blvd., Hollywood 28, Calif.
Phone Hempstead 4194
AAAA—ANPA—PPA—PRB—NOAB

President.....Raymond R. Morgan
Executive Vice-President.....R. C. Temple
Vice-President & General Manager
R. E. Messer
Radio Producers.....Wallace B. Ramsey,
James C. Morgan
Television Producer.....R. E. Messer

Branch Offices

702 Hearst Bldg., San Francisco 3, Calif
Phone Exbrook 1211

Manager.....Porter Anderson
Affiliate
Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 1, Ill.
Phone Superior 6747

Representatives.....M. Lewis Goodkind,
Clyde Joice
Radio Accounts Placed—J. A. Folger & Co., White King Soap, Scotch Soap, Kerr Glass, Campbell Cereal, Sparkletts Drinking Water Co., Knox Co., Planters Nut & Chocolate Co.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone LEXington 2-6727

Chairman of the Board.....Allan T. Preyer
President.....Mansfield F. House
Vice-President.....J. P. Sawyer
Treasurer.....M. K. Burckett
Dir. of Media.....Herbert G. Selby
Prod. Mgr.....E. R. Harris
Director of Marketing.....L. E. Pickett
Copy Chief.....J. D. Lucas
Art Director.....J. J. Misley
Export Media Director.....Aurora Blando

Radio Dept.

Manager.....Chester C. Slaybaugh
Time Buyer.....Margaret J. Little
Dir. of Radio Prod.....John T. Mitchell
Radio Accounts Placed—Network: Vick Chemical Co., Prince Matchabelli, Inc.; National: Vick Chemical Co., Vitamins Plus, Alfred D. McKelvy Co.

**MOSELLE & EISEN
ADV. AGENCY**

522 Fifth Ave., New York 18, N. Y.
Phone, MURray Hill 2-2651
PPA—APA

Partner.....Rose Moselle
Partner.....Henry Eisen
Prod. Mgr.....Bernard Segaloff
Art Director.....Frederick H. Cassens
Radio & Publicity.....Miss Margo

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone VANDerbilt 6-1828-9
ABP—PANY—APA—ANPA

President.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Art Director.....Richard W. Bridges
Radio Accounts Placed—Harman Watch Co., Neoderm Inst., Ybry Perfumes.

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

President.....A. S. Cotins
Vice-President.....James N. Brown
Vice-President-Secretary.....Hugo W. Glaser
Vice-Pres.-Art Director.....A. M. Huntington
Mgr. Media Dept.....Miss L. B. Mang
Acct. Execs.....George P. Hodges,
F. S. Hubbell, L. B. Reigler
Mgr. Production Dept.....Fred Michel

Branch Office

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

Radio Accounts Placed—West End Brewing Co., C. A. Durr Packing Co., Long's Ox-Heart Peanut Butter Co., Inc., Patent Cereals Co., Oneida, Ltd.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone Murray Hill 9-6835

President.....Paul Kruming
Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....J. J. Cueto

Branch Offices In:

Cuba, Mexico, Venezuela, Colombia,
Brazil, Argentina, South Africa,
India, Chili

Radio Accounts Placed—Carter Products, Inc., General Foods Corp., H. J. Heinz Co., Lambert Bros., Lever Bros. Co., Quaker Oats Co., Welch Grape Juice Co., Wm. R. Warner Co.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151

AAAA—ANPA—PPA—NOAB—APA—ABC
President.....Maurice H. Needham
Vice-Presidents.....John H. Louis,
Melvyn Brorby, W. Raymond Fowler,
Harry E. Phelps, William D. Horns
Vice-President, Media & Markets
Otto R. Stadelman
Vice-President, Research.....Kee Currie
Secretary-Treasurer.....Max D. Anwyll
Radio Director, Chicago Office..Alan Wallace
Radio Manager-Producer, Hollywood
Office.....Frank Pittman
Assistant Producer.Frances Van Hartesveldt

Branch Office

1680 North Vine St., Hollywood 28, Calif.
Phone Granite 7186

Manager.....Frank Pittman
Radio Accounts Placed: Kraft Food Co.
(The Great Gildersleeve), S. C. Johnson &
Son, Inc. (Fibber McGee and Molly), Swift
& Co. (Swift Cleanser), Wieboldt Stores,
Inc. (Local).

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-4230

President.....William Rogow
Acct. Exec.-Time Buyers....William Rogow,
Don Ball

Copy Chief.....Stewart P. Brown
Personnel Director.....Harriet Barnett

Radio Accounts Placed—Bond Stores, Inc.,
Melville Shoe Corp., Sears Roebuck & Co.,
Joseph Martinson & Co., Abraham & Straus,
Inc., Ruby Lane Stores, J. W. Beardsley's &
Sons, Filtrex Co., Inc., Stern's Nurseries.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone ASHland 4-4900

AAAA — ANPA — PPA — ABP — PRB —
NOAB—SAAA—SNPA

Partners.....Clarence D. Newell,
William Reydel, John P. Cunningham,
Frank Donshea, C. S. Walsh, R. L. Stro-
bridge, F. H. Walsh, G. S. Fowler, T. J.
Maloney

Radio Director.....Blayne Butcher
Time Buyer.....Newman McEvoy

Radio Accounts Placed—Liggett & Myers
Tobacco Co. (Chesterfields), Loose-Wiles Bis-
cuit Co., Pepsi-Cola Co., Beech-Nut Packing
Co., Economics Laboratories, Kirkman's Soap,
Sherwin Williams.

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
Phone Lexington 7155

AAAA—ANPA—ABP—NOAB

President.....Theodore A. Newhoff
Vice-President.....Marx S. Kaufman
Secy.-Treas.....R. M. Newhoff

NEWMAN, LYNDE & ASSOCIATES, INC.

(Formerly Associated Advertising Agency,
Inc.)

400 Florida National Bank Bldg.,
Jacksonville, Fla.
Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAG
President.....M. T. Newman
Executive Vice-President....Hunter Lynde
Vice-President.....Gordon Stewart
Time Buyer.....Charles E. Gressle
Radio Producer.....Mary Miller
Radio Accounts Placed—Foremost Dairies,
Jax Beer.

OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-2-3

ANPA—PPA—NOAB—ABP

Partner.....Irwin A. Olian
Vice-President.....Harold A. Thomas
Vice-President.....J. Walter Goldstein
Radio Director.....Julian Miller
Radio Time Buyer.....Margaret Hart
Radio Producer.....Harold Kaye

Branch Office

334 Pure Oil Bldg., Chicago 1, Ill.
Phone State 3381

Vice-President.....I. J. Wagner

Radio Accounts Placed—Lewis-Howe Co.,
General Grocer Co., Confections, Inc., Bis-
ceglia Brothers Wine Co., Paul F. Beich Co.,
John G. Ayars Co., Eagle Stamp Co., Co-
lumbia Brewing Co., Horlacher Brewing
Co., Atlas Brewing Co., Schoenhofen-Edel-

ADVERTISING AGENCIES

weiss Co., Cardinal Diamond Ring Syndicate,
Western United Dairy, Hardy Salt Co., Alton
Boxboard Co., Missouri Brewers' Association,
Grove Laboratories, Inc., National Waste
Paper Conservation Campaign.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen
Executive Vice-President...Charles Chappell
Vice-President, Radio & Television
David Hale Halpern
Vice-President.....John C. Burton
Vice-President.....Walter R. Greenlee
Director of Media.....Marc Seixas
Radio Research.....Patricia Prichard

**MERRITT OWENS
ADVERTISING AGENCY**

201 Commercial National Bank Bldg.
Kansas City 12, Kans.
Phone Dr. 7250

ABP—ANPA—APA

Owner-Account Executive....Merritt Owens
Account Executive.....John J. Goetz
Account Exec.-Production Mgr.

C. Arthur Smith
Art Director.....Felix F. Kubicki
Radio Accounts Placed—Interstate Moving
& Storage, Junge Biscuit Co., Leo Stern
(Photographer).

FRANK OXARART CO.

672 S. La Fayette Park Pl.,
Los Angeles 5, Calif.
Phone Exposition 4191

President.....Frank Oxarart
Account Executive.....W. W. Harvey
Production and Media.....E. G. Michel
Radio Accounts Placed — Caltone Corp.,
Drop-O-Lemon; Ben Harris, Derma Regis;
Soil-Off Manufacturing Co.; Fletcher Wiley
Productions, Hollywood Barn Dance.

**PACIFIC NATIONAL ADVERTISING
AGENCY**

605 Union St., Seattle 1, Wash.
Phone Eliot 1401

ANPA—AAAA—NOAB—PPA—APA—CAN

President.....Wm. H. Horsley
Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office

Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339

Manager.....Mrs. Ruth Foland
Radio Accounts Placed—Fisher Flouring
Mills Co., Washington Co-op Egg & Poultry
Assn.; Spot: Fisher Flouring Mills Co., Im-
perial Candy Co., Oregon-Washington-Cali-
fornia Pear Bureau, Yakima Valley Peach
Bureau, N. W. Cherry Bureau.

PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
Vanderbilt 6-0029

President.....C. H. Pearson
Asst. to President.....W. S. Booth
Radio Accounts Placed—Cooper Razor
Blade Co.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

President.....Harry Peck
Secretary-Treasurer.....Harry Krawit
Vice-President.....Walter Schwartz
Director of Radio-Television
Arthur Sinsheimer

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500

AAAA—ANPA—PPA—ABP—NOAB
APA—ABC

President.....Thomas L. L. Ryan
Executive Vice-President..Harold B. Thomas
Vice-President.....E. G. Sisson, Jr.
Vice-President.....Ernest P. Zobjan
Treasurer.....Harold B. Thomas
Secretary.....H. C. Sutherland
Assistant Treasurer.....W. F. Cantrell
Supervisor Nighttime Radio..Joseph S. Bell
Supervisors Daytime Radio
Elizabeth C. Shay, William Barrett
Radio Copy Chief.....Cyril J. Mullen
Time Buyer.....Mary Dunlavey
Radio Accounts Placed—Sterling Drug
(Ironized Yeast), Procter & Gamble (Camay,
Chips, Dash).

PITLUK ADVERTISING CO.

Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268

ABP—ANPA—PPA—SAAA
SNPA—NOAB—APA

President.....Jack N. Pitluk
General Manager.....Norman D. Schwerke
Visualizer.....C. R. Cusick

Art Director.....Gus J. Wild
 Production Manager.....Fred G. Allen
 Radio Production Manager.....Perry Dickey
 Continuity Director.....Rena Lynn
 Radio Copyrighter.....Harry Cordero

Radio Accounts Placed—Pearl Brewery,
 Gebhardt Chili Powder Co., San Antonio
 Drug Co., Taylor Bedding Co., Volk Brew-
 ery, Fehr Baking Co., The Starkist Co., Dairy-
 land, Coca Cola Bottling Co., Handy Andy
 Stores, Henke & Pillot, Inc., Roegelein Pro-
 vision Co., Alamo National Bank, Pioneer
 Flour Mills, Ragsdale Foods Co., Wolf &
 Marx, Joske's of Texas, The Vogue, S. W.
 Cattlemen's Assoc., Kaufman's, Inc., Shaw
 Jewelry Co., The Gunter Hotel, Bexar
 County National Bank, Shepherd Laundries.

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
 Phone Victor 4433
 ABP—NOAB—ANPA—PPA—OAAA

President.....R. J. Potts
 Vice-Presidents.....J. B. Woodburv.
 C. C. Tucker, E. A. Warner, C. L. Rob-
 inson
 Secretary-Treasurer.....Jerry McKee
 Radio Dept.....Connie Joan Connor,
 Janice Eastland

**POTTS-TURNBULL ADVERTISING
 CO.**

912 Baltimore Ave., Kansas City 6, Mo.
 Phone Victor 9400
 ANPA — PPA — APA — NOAB — ABP

President.....W. J. Krebs
 V.P.-Production Mgr.....D. E. Dexter
 Secretary.....G. F. Magill
 Treasurer.....E. T. Chester
 Time Buyer.....B. G. Wasser
 Radio Director.....N. P. Rowe

SAYRE M. RAMSDALL ASSOC., INC.

3701 N. Broad St., Philadelphia 40, Pa.
 Phone Radcliff 1900
 ANPA—PPA

President.....S. M. Ramsdell
 Exec. Vice-Pres. & Treas.....E. B. Loveman
 Vice-President.....F. A. Hutchins
Radio Account Placed — Philco Hall of
 Fame.

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
 Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

President-Director of Radio,
 Chas. Dallas Reach
 Vice-President.....Howard E. Sands
 Vice-President.....Edw. C. Stover, Jr.
 Vice-President-Radio...Charles A. King, Jr.
 Secretary.....F. R. Risley

Branch Office

6 E. 45th St., New York 17, N. Y.

Radio Accounts Placed—Koppers Co.,
 Minnesota Division, Admiracion Labora-
 tories, L. E. Waterman Co., Dugan Bros. of
 New Jersey, Inc., New Jersey Bell Tele-
 phone Co.

**THE L. W. RAMSEY ADVERTISING
 AGENCY**

Union Bank Bldg., Davenport, Iowa
 Phone 3-1889
 ANPA—PPA—ABP

Partner & Gen. Manager.....L. W. Ramsey
 Partners.....E. G. Naeckel,
 A. C. Naeckel, W. J. Henderson, George
 Bischoff
 Partner & Service Dir.....A. M. Walgren
 Production Mgr.....Wayne H. Ross
 Technical Consultant.....W. A. Giraldi

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
 Phone Franklin 8155

President.....L. W. Ramsey
 Vice-President & Gen. Mgr.....F. L. Eason
 Vice-Presidents.....N. B. Langworthy,
 L. H. Copeland
 Production Manager.....Vito M. Volino
 Secretary.....E. G. Naeckel
 Art Director.....E. J. McCabe
 Radio Dir.....Fred Herendeen
 406 E. Superior St., Fort Wayne, Ind.
 Phone Anthony 9396

Manager.....Frank Dunigan
 1509 Cross Roads of the World,
 Hollywood 28, Calif.
 Phone Hollywood 1732

Partner-General Manager.....L. W. Ramsey
 Partners.....E. G. Naeckel,
 A. C. Naeckel, W. J. Henderson, George
 Bischoff

Radio Accounts Placed—F. W. Fitch Co.,
 National Oats, Bituminous Casualty Corp.,
 Victor Animatograph Corp., Voss Bros. Mfg.
 Co.

THE RANDALL COMPANY

75 Pearl St., Hartford, Conn.
 Phone 7-1179

Radio Director.....Catherine A. Gilbert

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
 Phone PLaza 3-6120, 1, 2, 3

ANPA—PPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield
 President.....E. F. Johnstone
 Treasurer.....L. L. Redfield
 Secretary.....A. Hollander
 Secretary.....G. Hepenstal
 Radio Time Buyer.....N. Cordanio
 Radio Publicity.....M. E. Maddock

• • • **ADVERTISING AGENCIES** • • •

Radio Accounts Placed—Block Drug Co., Stera-Kleen, Allenru; Wool Novelty Co., Inc., Woolfoam; Ceda Distributing Co., Valse de Fleurs Toiletries; Howard Clothes, Inc.; Wine Shipper Import Corp.

•

**EMIL REINHARDT
ADVERTISING AGENCY**

1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ABP — ANPA — APA

Owner.....Emil Reinhardt
Copywriter.....Dave Lane
Artist Dir.....Robert Shelton
Artist.....Edna Shelton
Radio Dept.

Manager.....Joseph Connor
Time Buyer.....Mildred McMahon

Radio Accounts Placed—Kilpatrick's Bakeries, Mary Ellen's, Inc., Standard Beverages, S. F. Brewing Corp., Breuner's, Kahn's, Pacific Guano Co., Central Bank, Mothers Cake & Cookie Company.

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REISS ADVERTISING

221 W. 57th St., New York, N. Y.
Phone COLUMbus 5-7733
ANPA — ABP — PPA -- APA

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss

•

RESNIK-MILLER-ENGLAND, INC.

152 Temple St., New Haven, Conn.
Phone 7-0241

President & Treasurer.....Harry D. Resnick
Secretary.....Harvey N. Ladin
Radio Dept. Manager.....Ellen Simmons

Branch Offices

75 Pratt St., Hartford, Conn.
Phone 2-9987

Manager.....Harry D. Resnik-WTIC
77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker-WTAG
26 Custom House St., Providence, R. I.
Phone Gaspee 9526

Manager.....Frank Jones-WJAR

•

C. E. RICKERD, INC.

5462 Second Blvd., Detroit, Michigan
Phone Temple 1-3636

President-Treasurer-Time Buyer,
C. E. Rickerd
Treasurer.....Geo. Rickerd
Secretary.....Fred B. Collier
Production.....Royal Cressy

RILL ASSOCIATES

507 Fifth Ave., New York 17, N. Y.
Phone, MUrray Hill 2-5147

President.....I. R. Hill
Exec. Vice-Pres.....B. N. Hill
Space Buyer.....L. Denis
Art Director.....M. Desmond
Radio Dir. & Radio Time
Buyer.....B. Newmark
Charge Copy.....S. Chalfin
Publicity.....P. Leighton
Account Executives.....I. R. Hill,
B. N. Rill, L. Denis

•

ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago, Ill.
Phone Randolph 9760

ANPA—APA—PPA—NOAB

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston,
Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PENnypacker 2766

In Charge.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts Placed—Network: Lewis-Howe Co., Schutter Candy Co., Sun Oil Co. National Spot: Chicago, Milwaukee, St. Paul & Pacific RR., Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., Sempray Jovenay Co., The Studebaker Corp.

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RONALDS ADVT. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Que.
Phone Plateau 4803

ANPA

President.....Russell C. Ronalds
Vice-Pres.....E. M. Putnam
Treas.Angus Ahern
Radio Dir.....Frank Starr
Radio Producers.....Kenneth O. MacLeod,
Cecelia Long, Norman K. Vale

Toronto Office

New Wellington Building, Toronto, Ontario
Radio Dept.....R. J. Avery

Radio Accounts Placed—National Breweries Limited, McColl-Frontenac Oil Co.,

Ltd., Bristol-Myers Co. of Canada, Ltd., Canadian Industries Limited (Paint & Varnish), United Rexall Drug Co., Liggett Drug Stores, Lyman Agencies Ltd. (Tintex), Pacquin's Hand Cream, Glyco-Thymolene, Roe Farm Milling Company.

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420

ANPA—PPA—APA—ABP—NOAB

President & Dir. of Copy & Plans,
Arthur Rosenberg
Vice-PresidentSamuel Rubenstein
Secretary.....A. A. Rosenberg
Treasurer.....Charles S. Silver
Production Manager.....H. B. Fleischman
Economist.....Walter Alwyn-Schmidt
Research Director.....Sam Haven
Copy & Plans.....Harrison J. Cowan,
H. B. Sadler, Joseph Ellner

Radio Dept.....Arthur Rosenberg,
Samuel Rubenstein, Charles S. Silver

Radio Accounts Placed—Longine-Wittenaar
Watch Co., Gleam Shampoo, Myer 1890
Beverages.

CHARLES L. RUMRILL & CO.

311 Alexander St., Rochester 7, N. Y.
Phone Stone 592

AAAA—APB—PPA

President.....C. L. Rumrill
Vice-President-Art Director.....J. E. Porter
Secretary-Treasurer.....E. A. Rogers
Production Manager.....C. W. Gibson
Time Buyer.....J. Lawrence Kennedy
Radio Accounts Placed—Genesee Brewing
Co., The Pfaudler Co.

RUSSEL AND ROBERTS AGENCY

7 Church St., Paterson 1, N. J.
Phone ARmory 4-3400

President & Treasurer....Abram Eisenman
Radio Accounts Placed—New Jersey State
Industrial Union Council-C. I. O., American
Labor Party.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MURray Hill 6-6400

AAAA—ANPA—PPA—ABP—NOAB—APA

Chairman of the Board.....F. B. Ryan
President.....F. B. Ryan, Jr.
Senior Vice-President & Treasurer
Cal J. McCarthy
Executive Vice-President....Everett J. Grady
V-P & Secretary.....Ralph Van Buren
Director of Media.....Daniel M. Gordon
V-P & Director of Radio..Donald D. Stauffer

V-P & Co-Director.....S. Heagan Bayles
V-P in Charge of Radio Programs

Merritt W. Barnum, Jr.

Talent Buyer.....Willson M. Tuttle
Business Manager-Radio Department

C. T. Ayres

Production Directors.....Ted Huston,
Jack Van Nostrand, Lee Cooley, Robert
Steel, Fred Essex, Willson Tuttle, John
Wellington, John C. Cole, Phillip Cohen,
Grant Y. Flynn.

Radio Commercial Supervisor

Regina Morgan

Time Buyer.....T. C. Fisher
Casting Director.....Kathleen McMahon
Publicity Director.....Grant Y. Flynn

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.

Franklin 0485

Executive Vice-President....Paul E. Watson
Vice-President-Director of Radio

Ros Metzger

Production Director.....N. E. Heyne
Media Manager.....Albert R. Callies
Charge of Script.....A. E. Trask
Business Mgr. & Time Buyer..Holly Shively
Charge of Television.....Fran Harris
Charge of Commercials.....Irene Small
7430 Second Blvd., Detroit 2, Michigan

Phone Madison 1980

V-P & Manager.....Mathew J. Casey
812 Olive St., St. Louis 1, Mo.

Phone Main 0127

V-P & Manager.....Oscar A. Zahner
1680 North Vine St., Hollywood 28, Calif.

Phone Hillside 7593

V-P & Pacific Coast Mgr....John H. Weiser
V-P & Radio Director.....Nate Tufts
Production Directors.....Don Clark,
Sam Pierce, Dave Young, Robert Ballin,
Kenneth Hodge, Knowles Entrikin.

712 Main St., Houston 2, Texas

Phone Charter 4-1741

Manager.....W. Van A. Combs
235 Montgomery St., San Francisco 4, Calif.

Phone Edgebrook 4616

Manager.....Herbert O. Nelson
1218 3rd Avenue, Seattle 1, Wash.

Phone Main 6727

V-P & Manager.....F. G. Mullins
Carew Tower, Cincinnati 2, Ohio

Phone MA 2413

Manager.....John L. Magro
80 Richmond Street W., Toronto, Canada

Phone Adelaide 4069

ManagerDouglas Philpott

Radio Accounts Placed—American To-
bacco Company, Bendix Home Appliances,
Inc., Chrysler Corporation, Delaware, Lack-
awanna & Western Coal, Electric Auto-Lite
Company (U. S. and Canada), Gilmore Oil
Company, Griesedieck Bros. Brewery Co.,
Lever Brothers Company, Lever Brothers
Limited, Noxzema Chemical Company, Pep-
sodent Co. of Canada, Ltd., Pharmaco, Inc.,
Quaker Oats Co., Jacob Ruppert Brewery,
Taylor-Reed Corporation, G. Washington

Coffee Refining Co., Whitehall Pharnacal Co., Wm. Wrigley Jr. Co., Savings Banks Association of State of New York, Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, American Recording Artists, American Fluresit Co., Bailey Schools, Binyon Optical Co., Clopay Corp., Clyde Porcelain Steel Corp., David G. Evans Coffee Co., Fehr Baking Co., Form Fashion, Inc., Ident-O-Tag Co., Inter-Coastal Co., Kick-away Garments, Inc., Klein's Sporting Goods, Inc., Krey Packing Co., Lone Star Creamery, Martha Maid Mfg. Co., Natl. Bank of Commerce of Houston, New Century Beverage Co., Novel Ad Co., O'Connor, Moffatt & Co., Owl Drug Co., Regina Knit Sportswear Co., Roundy, Peckham & Dexter Co., Sears Roebuck & Co., Seattle Luggage Co., Wonder Orange Co.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1180

ABP — ANPA — PPA

President.....Maubert St. Georges
Exec. Vice-Pres.-Treasurer..Stanley J. Keyes
Assistant Treasurer.....John H. Vesely
Vice-Pres.-Art Director..Alfred A. Anthony
Secretary.....Louise D. Keyes
Copy Chief.....C. J. Maseck
Production Manager.....William Korcak
Media Director.....Charlotte Rains

Radio Dept.

Radio Director.....Victor Van Der Linde
Time Buyer.....Charlotte Rains
Radio Accounts Placed—Matlglage Products, Inc., Benjamin Moore & Co., Revere Copper & Brass, Inc., Bell Bakeries, Inc., Mido Watch Co. of America.

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Owner.....William G. Scholts
Radio Director.....Fred Montgomery

MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MUrray Hill 2-3708

Partners.....Marcel Schuloff,
Miriam C. Schuloff
Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co.

SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone Circle 5-9090

ANPA—AAAA—PPA—APA—ABP
President.....Victor O. Schwab
Time Buyer.....Robert W. Beatty
Radio Accounts Placed — Book-of-the-Month Club, Omnibook Magazine.

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Partners....Walter Schwimmer, R. J. Scott
Account Executives.....Fred Vosse,
Carl Kraatz, Harry Jobson
Time Buyer.....Evelyn Vanderploeg
Television Producer.....Alan Fishburn

Radio Accounts Placed—Coronet Magazine, Fox DeLuxe Brewing Co., Mandel Brothers, Sealy Mattress Co., Christian Business Men's Assn., Chicago Stadium, Walgreen Co., Peter Fox Sons Co., Chicago Daily News, Rudolph Wurlitzer Co., Helmco Lacy, Schutter Candy Co. (Old Nick), Congress Cigar Co., Studebaker Sales Co. of Chicago, Hirsch Clothing Co., Linco Products, Salerno Megowen Biscuit Co.

RUSSEL M. SEEDS COMPANY, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

Officers

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Executive Vice-President....George Bayard
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey,
A. D. Keyes, Harry Maus, E. C. Bentley
Radio Director.....Jack Simpson
Time Buyers.....June Jackson,
Hub Jackson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

Vice-President.....Paul Richey
Treasurer.....Jack Harding
Taft Bldg., Hollywood, Calif.
Phone, Granite 4185

Office Manager.....E. Brockhoff
Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., Grove Laboratories, Inc.

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone, GRamerly 5-5560

ABP

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Burton Mautner
Production Mgr.....M. Helfman

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts Placed—Skinner & Eddy Corp., Minute Man Soup.

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA

President.....George H. Sheldon
Vice-President.....L. C. McElroy
Time Buyer.....Catherine Wohlpart
Treasurer & General Manager...J. F. Quick
Radio Account Placed—Chas. E. Hires Co., Inc.

SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 8000

ABP—ANPA—PPA—SAAA—APA

President.....Stuart Sherman
Chairman of Board.....Arthur Marquette
Radio Director.....Louise E. Tilden
Branch Office
10 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1550

Vice-President & Manager.....Carl S. Brown
Radio Director.....Morgan Ryan
Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), McLaughlin's Manor House Coffee, Campho-Phenique.

DOUGLAS D. SIMON ADV., INC.

280 Madison Ave., New York 16, N. Y.
Phone, LExington 2-7873

ANPA

President-Treasurer.....Douglas D. Simon
Vice-President.....Carolyn Glass
Secretary-Space Buyer.....Anita Chinkel
Account Executive.....Charles H. Sandak
Production Manager.....Sidney Jerome
Art Director.....Doris Brinkerhoff

SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis, Tenn.
Phone 5-2404

SNPA—ANPA—APA—FAAA

President.....Milton Simon
Exec. V-P & Sec. Treas.....H. N. Gwynn

SIMONS-MICHELSON CO.

LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Partners.....L. N. Simons,
L. J. Michelson
Radio Director.....Glenn Kyker
Production.....Art Copland

Radio Accounts Placed—Local: Schmidt's Beer, Pepsi Cola, Wigley's Super Markets, Colonial Dept. Store, Mac-o-Lac, B. Siegel Co.; Spot: Plasti-Kate, Benrus Watch, Blue Home Oil, Crown Furniture, Detroit Free Press, Detroit Times, Forest & Hudson Cleaners.

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone WIconsin 7-8765

ANPA—PPA—APA

President.....Albert Seiffer
Secretary & Treasurer.....Marvin Small
Time Buyer.....Joya Krakauer
Radio Accounts Placed—Arrid, Allcock Mfg. Co., Souplets.

SMITH & DRUM, INC.

650 S. Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

ABP—ANPA—PPA—APA—NOAB

President.....A. Carman Smith
Vice-President.....Harry C. Drum
Radio Account Placed—General Petroleum Corp.

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman
Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc., Hotel & Restaurant Co-operative Adv., J. P. Harding Restaurants, Old Heidelberg Corp.

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

President-Treasurer.....C. Jerry Spaulding

• • • **ADVERTISING AGENCIES** • • •

Asst. Treasurer.....M. Murray
 SecretaryH. H. Hartwell
Radio Accounts Placed — Radio Station
 WTAG.

**RAYMOND SPECTOR
 COMPANY, INC.**

595 Madison Ave., New York 17, N. Y.
 Phone ELdorado 5-1270
 ANPA — PPA — ABP — NOAB

President.....Raymond Spector
 Secretary.....Norman Jay
 Treasurer.....Stella Koenigsberg
 Vice-President.....N. C. Smith
 Research Director.....Helen Egert
 Time Buyer.....Edna Zimmerman
 Television Producers.....N. C. Smith,
 Norman Jay.

Radio Accounts Placed — Staze, Inc.,
 Macfadden Publications, McKesson & Rob-
 bins, Fiction Book Club, Lord Davenport
 Pipes, Ltd., Korall Tooth Powder, King
 David Memorial Park.

SPITZER & MILLS LTD.

19 Richmond St., West, Toronto, Ont.
 Phone WA 1151

CAAA—CDNA—CPPA—CAB

President.....G. F. Mills
 Exec. Vice-President.....J. W. Spitzer
 Account Executives.....W. H. Reid,
 J. R. Charles, J. G. Wallace, W. G. Wal-
 lace, T. G. Vatcher, D. Dunlop.

Radio Dept.

Director.....Wm. D. Byles
Branch Office

1010 Catherine St., W., Montreal, P. Q.
 V.P.....C. W. Duncan
 Radio Director.....Yves Bourassa

Radio Accounts Placed—Colgate-Palmolive-
 Peet Co., RCA Victor Co., Lehn & Fink,
 Quaker Oats Co., California Fruit Growers
 Exchange, Cities Service Oil Co. Ltd.

SPITZ & WEBB ADVERTISING

LaFayette Building, Syracuse 2, N. Y.
 Phone 4-6868

Partner.....William Spitz
 Partner.....Stephen M. Webb
 Space Buyer & Acc't.....Rosemary Marioni
Radio Accounts Placed—C. E. Campbell &
 Sons, A. E. Nettleton Co., Best Ice Cream
 Co., People's Ice Cream Co.

BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles
 Phone Trinity 8821
 AAAAA—ANPA—PPA—ABP—NOAB

Head of Agency.....Barton A. Stebbins
 Acct. Executive.....Arthur W. Gudelman
 Program Director.....Edward Bloodworth
 Time Buyer.....A. W. Gudelman

Radio Accounts Placed—Signal Oil Com-
 pany, Shontex, Conditioner & Shampoo, E.
 F. Hutton Co., Ryan Aeronautical Co.

HOWARD D. STEERE ADVERTISING

2812 Book Tower, Detroit 26, Mich.
 Phone CHerry 5688

Owner.....H. D. Steere
 Production Manager.....Chas. R. Stout
 Space Buyer.....G. Macauley

**STERLING ADVERTISING AGENCY,
 INC.**

70 West 40th St., New York 18, N. Y.
 Phone LOngacre 5-4610
 PPA

Chairman of Board.....S. M. Brown
 President.....Jos. S. Edelman

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
 Phone BArlay 7-3030
 APA

Treasurer.....Samuel S. Sternfield
 V.P.—Production Manager.....Philip Scheft
 Secretary.....Frances C. Costello
 Radio Director.....Alvin Samuels

STOCKTON, WEST, BURKHART,

First National Bank Bldg., Cincinnati 3, O.
 Phone Cherry 8325
 AAAAA—ANPA—PPA

President & Treas.....Wm. Z. Burkhart
 Vice-Pres.—Secy.....Ranald S. West
 Vice-President.....Eric W. Stockton
 Radio Director.....Ranald S. West
 Assistant Radio Director.....Jos. D. Nelson

Radio Accounts Placed—Ohio Oil Co.,
 Clyffside Brewery, Cincinnati Gas & Elec.
 Co., Central Trust Banking Institution, Cin-
 cinnati Enquirer, Sperti, Inc.

STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.
 Phone, TRinity 8577

President.....Edward C. Stodel
 Time Buyer.....Selma Schonfeld

Radio Accounts Placed—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty Insurance Co.

CHARLES M. STORM CO., INC.

50 E. 42nd St., New York 17, N. Y.

Phone, MURray Hill 6-2820

ANPA—PPA

Chairman Ex. Comm..... Charles M. Storm
Pres., Secy., & Radio Dir... Allston E. Storm
Exec. V.P., Treas. & Space

Buyer..... Edward Klein
Vice-President..... Lester Loeb
Vice-Pres., Radio & Television

Director..... Raymond E. Nelson
Production Manager..... Paul Petrocine
Art Director..... Frederick Widlicka
Radio Time Buyer..... A. Loonam
Research Director..... Harry Chapperon
Account Executives..... A. E. Storm,
E. Klein, L. K. Storm, L. Loeb, R. Chap-
peron.

STRAUCHEN & McKIM ADVT.

6 East Fourth St., Cincinnati, Ohio

Phone Main 1618

AAAA—ANPA—PPA—NOAB—ABPA

Partners..... Edmund R. Strauchen,
G. F. McKim Jr.

Radio Director..... L. Schaefer
Traffic Manager..... K. Amidon
Media Director..... J. Dillon
Production..... J. Diltz
Office Manager..... R. Steffen

Radio Accounts Placed—The George Wiedemann Brewing Co., The Queen City Bottling Co., L. R. Nunn Motors Co. Inc., Carroll Jewelry Co., Loring Andrews Co.

STREET & FINNEY, INC.

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

Phone: BRyant 9-2400

ANPA—PPA—ABC—NOAB—APA

President..... H. K. Finney
Vice-President..... John F. Mayer
General Manager..... Robert Finney
Assistant General Manager... Frank Finney
Secretary..... F. S. Park
Treasurer..... Fred Hellar
Director of Radio..... Howard Miller

Radio Accounts Placed—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beecham's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

SWAFFORD & KOEHL, INC.

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

Phone, MURray Hill 6-8860

ABP—ANPA—APA—NOAB

President..... Albert E. Koehl

Vice-President..... John R. Landan

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio

Phone Main 7142

ANPA—PPA—NOAB

Partner..... John F. Sweeney

Partner..... Frank G. James

Account Executive..... T. M. Gregory

Radio Account Placed—Network: Firestone Tire & Rubber Co.

TECHNICAL ADVT. AGENCY, INC.

475 Fifth Ave., New York, N. Y.

Phone, MURray Hill 3-5754

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.

Phone MURray Hill 3-2000

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Secretary..... Howard Kohl

Treasurer..... Gilbert Kinney

Comptroller..... Luther O. Lemon

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Henry T. Stanton

Senior Consultant..... James W. Young

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Don Francisco, Robert M. Gillham,

Kennett W. Hinks, William C. Mc-

Keehan, S. Hunter Richey, Ruth F.

Waldo.

Director of Media and Research

Arno H. Johnson

Vice-President in Charge of Radio,

John U. Reber

Radio Time Buyer..... Linnea Nelsor

Radio Talent Buyer..... Virginia Spragle

V.P.—Motion Pictures & Television

Robert M. Gillham

Branch Offices

1549 North Vine St., Hollywood, Calif.

Phone Hillside 7241

V.P.—Manager..... Cornwell Jackson

410 N. Michigan Ave., Chicago, Ill.

Phone Superior 0303

Vice-President and General Manager,

Henry T. Stanton

Vice-Presidents: Merton V. Wieland, Willard

F. Lochridge, Harry T. Mitchell

Radio Director..... Tyler Davis

Radio Time Buyer..... Margaret Wylie

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100 Bush St., San Francisco, Calif.
Phone Garfield 3510

V.P.-Manager Arthur Farlow
Radio Time Buyer.....Lowell Mainland
612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591

V.P.-General Manager....Norton W. Mogge

Radio Accounts Placed—P. Ballantine & Sons, Bowman Dairy Co., H. C. Cole Milling Co., Elgin National Watch Co., Fanny Farmer Candy, General Cigar Co., Johns-Manville Corp., Kraft Cheese Co., Lamont P. Corliss & Co., Lever Bros. Co. (Lux Flakes & Lux Toilet Soap), Libby, McNeil & Libby, Mentholatum Co., Northern Trust Co., Parker Pen Co., Penick & Ford, Ltd., Planters Nut & Chocolate Co. (Planters Peanuts), R. C. A., Safeway Stores, Inc., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee and Tender Leaf Tea, Fleischmann's Yeast, Blue Bonnet Margarine, Shefford Cheese, Royal Desserts), Swift & Co., Universal Pictures, Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., William Wrigley, Jr. Co., W. F. Young, Bowman Dairy Co., Calavo Growers of Cal., Desert Grapefruit Industry, Eastman Kodak Co., Ford Motor Co., Mutual Orange Distributors, Northrop Aircraft, Pharma-Craft Corp. (Fresh), Seven-Up Co., So. Calif. Citrus Foods, Sreckels Sugar Co., Textron, Inc., John T. Troll Co., Calif. Grapefruit.

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.
Phone Glencourt 4941

NOAB — APA

President & Time Buyer....F. L. Tomaschke
Vice President.....Bruce W. Elliott
Secretary.....William M. Maxfield

Radio Accounts Placed—Cardinet Candy Co., Par Soap Co., Downtown Merchants Association, Key System, Frozen Food Distributors, Inc.

TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404

ABP—PPA—NOAB

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Treasurer.....George M. Pease
Vice-Presidents.....Hugh Donnell,
J. F. Donovan

Account Executive.....Charles O'Neil

Radio Accounts Placed—Wilbert Products Co., John Opitz, Inc.

UNITED STATES ADVT. CORP.

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

Phone Delaware 4466

ANPA—PPA—APA

Chairman of Board.....W. M. Canaday
President.....J. C. Ewell
Radio Manager.....A. J. Englehardt

VICTOR VAN DER LINDE, INC.

250 Park Ave., New York 17, N. Y.

Plaza 5-1180

President.....Victor van der Linde
Treasurer.....Charlotte Rains
Director of Radio.....Victor van der Linde
Time Buyer.....Charlotte Rains

VANGUARD ADVERTISING

15 East 40th St., New York 19, N. Y.

Phone MUrray Hill 5-4686

ABP—PPA

Owner.....J. M. Russakoff
General Manager.....A. M. Ragonetti
Art Director.....Frank Haase

VANSANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.

Phone, LExington 5400

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Executive Vice-President & Treasurer,

H. K. Dugdale

Vice-President-Plans Chief.....J. P. Daiger
Vice-Presidents...R. E. Daiger, H. G. Erck
Vice-Pres-Business Manager.....C. D. Carr
Space Buyer.....G. M. Talbot

Radio Accounts Placed — National Spot: Sherwood Brothers, Inc., The Crosse & Blackwell Co., The Mercirex Co., H. J. McGrath Co., Rice's Bakery, The Wm. Schluderberg-T. J. Kurdle Co.

VIDEOR ENTERPRISES

1629 Chestnut St., Philadelphia 3, Pa.

Phone Rittenhouse 6378

Managing Director.....Franklin O. Pease
Television Producer.....Franklin O. Pease

WM. VON ZEHLE & CO.

28 W. 44th St., New York, N. Y.

Phone, BRyant 9-4750

Managing Director.....Wm. Von Zehle

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.
Phone State 7369

ANPA—PPA—APA—NOAB

President.....Albert G. Wade
Exec. V.P.—Radio Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Secretary-Treasurer.....E. N. Nelson
Production Manager.....R. O. Archer
Account Executives.....W. A. Wade,
E. N. Nelson, R. O. Archer, R. E. Dwyer,
L. Davidson.

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Wait-Cahill Co.

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone Grant 1900

ANPA—ABP—PPA—OAAA—APA—CAH

Partners.....William S. Walker,
Benjamin I. Davis, Jr., C. P. Richardson,
R. C. Woodruff.
Radio Director.....R. C. Woodruff
Radio Production.....Victor Seydel
Radio Contact.....William G. Beal
Radio Producers.....Robert T. Gestrich,
James Dooley.

Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.
Eastern Radio Supervisor.....Victor Seydel

Radio Accounts Placed—Colonial Biscuit Co., Duquesne Brewing Co., Allegheny-Ludlum Steel Corp., Joseph Horne Company, Mail Pouch Tobacco Co., Sterling Oil Co., Clearfield Furs, Inc., H. Lohrey Co.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-8585

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APA—NOAB

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Treasurer.....Robert H. Hughes
Sec'y.—Asst. Treas.....Irving J. Paulus
Radio Director.....Tevis Huhn

Branch Office

6331 Hollywood Blvd., Hollywood, Cal.
Phone Hempstead 8163

Radio Accounts Placed—Larus & Bro. Company, Pabst Brewing Co., Equitable Life Assurance Society of the U. S.

Television Account Placed—The George Luft Co. Inc. (Tangee Cosmetics).

NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430

ABP—PPA—NOAB—ANPA

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Vice-President.....Charles M. Whitebrook
Secretary.....E. L. Waters
Treasurer.....Louis Landesman

TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta 3, Ga.
Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA—OAAA

President.....Tucker Wayne
Vice-Pres. & Radio Talent.....C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director.....D. D. Connah

Radio Accounts Placed—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311

PPA—ABP—APA

President-Treasurer....Albert M. Wearstler
Secretary.....Mary E. Wearstler

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777

APA

President.....Luther Weaver
Executive Assistant.....W. K. Nelson
Director of Radio.....Luther Weaver
Associates.....Olga Marie Novak,
Bess Lyman.

Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Twin City Wholesale Grocer Co., Minnesota State Optometric Assn.

ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.
Phone Washington 6250

President.....Armand S. Weill
Exec. V. P.—Treas.....Harold C. Desbecker
Art Director.....Victor Aures
Director of Radio.....William A. Mayhew

Radio Account Placed—Chalmers Gelatine Corp.

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MILTON WEINBERG ADVT. CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111

ANPA—PPA—ABP—APA

Owner.....Bernard Weinberg
Media Director.....E. Cousino
Radio Director.....W. H. Krauch
Radio Producer.....Gene Powers

Radio Accounts Placed — Capitol Milling Co., Hamilton Diamond Co., Hollywood Film Studios, Hollywood Pantages Theatre Corp., Hollywood Turf Club, May Co., Midtown Catering So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

WILLIAM H. WEINTRAUB & CO.

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-4282

ANPA—PPA

President.....William H. Weintraub
Exec. V. P.-Secretary....Elkin S. Kaufman
V. P.-General Manager....John D. Scheuer
Treasurer.....William Gallow
Copy Chief.....Kennon Jewett
Media Director.....William Gallow
Research Director.....Thomas F. Hughes

Radio Department

Business Manager.....Harry Trenner
Production Manager.....Theo Gannon
Time Buyer.....William Gallow
Producers.....Theo Gannon,
Bernard Prockter, Richard Lewis.

Radio Accounts Placed—Anchor Hocking Glass Corp., Helbros Watch Company, Emerson Radio & Phonograph Corp., Miss Swank, Air Wick (Seeman Bros.), Frank H. Lee Co.

WEISS & GELLER, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070

ANPA—PPA

Managing Partner.....Max A. Geller
Media Director.....Lester J. Mallers
Radio Director.....Sylvan Taplinger
Copy Director.....Peter Artzt
Assoc. Copy Director.....Harold Wengler
Art Director.....Arthur Gordon
Production Manager.....Sally Green
Account Executive.....Joseph H. Curtis

Radio Accounts Placed — Columbia Pictures Corp., New York City; Albert Ahlers, Inc., Brooklyn, N. Y.; Paul V. Eisner & Co., New York City; Nedick's Inc., New York City.

WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.
Phone, WIsconsin 7-4978

Sole Owner-Radio Dir.....Ed L. Wertheim
Space Buyer-Prod. Mgr.....Ed T. Wertheim
Account Executives.....E. L. Wertheim,
E. Taylor Wertheim

WESTON-BARNETT, INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 4677

ABP—ANPA—PPA—SNPA—NOAB
APA—ABC

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
SecretaryPhillips Taylor
Radio Dept.....E. V. Bohan

Branch Office

520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Vice-President.....A. C. Barnett
M. C. Swartz
Radio Dept.....Martha Schwartz
Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

FRANK E. WHALEN ADV. CO.

15 W. 10th St. Kansas City, Mo.
Phone, Victor 7200

ANPA—PPA—APA—ABP—NOAB

President & Time Buyer.....F. E. Whalen
Sec. & Treas.....J. W. Whalen
Art Director.....Dan Jacobson
Account Executive.....H. G. Kaufman

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone Rittenhouse 7500

ANPA—PPA—APA

President.....Ward Wheelock
Vice-Pres.-General Mgr....Arthur A. Bailey
Secretary-Treasurer.....William A. Dunn
Radio Director.....Diana Bourbon
Radio Producer.....William N. Robson

Branch Offices

444 Madison Ave., New York 22, N. Y.
Phone, PLaza 3-7120

Vice-President.....R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Phone Hillside 9221
Radio Director.....Diana Bourbon
Radio Account Placed—Campbell Soup Co.

WILLIAMS & SAYLOR, INC.

271 Madison Ave., New York 16, N. Y.
Phone, LExington 2-3493

ANPA—PPA—APA—ABP—NOAB

Pres. & Treas. Ralph W. Williams
Vice-President. Walter T. Pollock
Vice-President. George L. Miller
Secretary. William F. Adams
Space Buyer. Mrs. I. Randall
Production Manager. M. J. Osias

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
Phone: Capitol 1850

ANPA—PPA—ABP

President Allen H. Wood
Vice-President-Radio Director,
Allen H. Wood, Jr.
Treasurer Jonathan Brown, 3rd
Space-Time Buyer Martha L. Ayers

THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.
Phone, WISconsin 7-0380

ABP—ANPA—PPA

Owner Albert Woodley
Vice-President Louis De Garmo
Space Buyer Edith M. Knott
Radio Accounts Placed—Railroad Federal
Savings Association.

WORTMAN, BARTON & GOOLD

345 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 4-2756

APA—NOAB—ANPA—PPA

President-Treasurer E. B. M. Wortman
V.P.-Secretary D. Wortman
Radio Time Buyer Hortense Essler
Radio Account Placed—Harrisburg Steel
Corp.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone AShland 4-8400

ANPA — PPA — APA — AAAA —
NOAB — ABC — ABP

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V. P., Art Director. Walter K. Nield
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Director of Publicity and Public
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V. P., General Manager of Radio

Gordon D. Cates

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Operations. Harry Ackerman
Associate Director of Radio. Joseph A. Moran
Associate Director of Radio, Manager of
Radio Time Buying. Carlos Franco
Manager, Radio Commercial Copy

John L. Swayze

Supervisor, Television Department

William E. Forbes

Commercial Motion Pictures. John F. Barry
Radio Business Manager. Frederick A. Zaghi
Radio Publicity Director. Lester Gottlieb
Manager, Talent Department

Alexander Stronach

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 2734

V. P., Dir. of Radio. Thomas H. A. Lewis
Asso. Director of Radio. Glen Taylor
Supervisor of Adv. Ser. Elliot E. Potter

333 North Michigan Ave., Chicago 1, Ill.
Phone Central 9389

Vice-President-Manager. John F. Whedon
Vice-President. D. G. Schneider
7430 Second Blvd., Detroit 2, Mich.

Phone Madison 4300

Vice-President and Manager. George Davis
235 Montgomery St., San Francisco 4, Calif.
Phone Exbrook 6685

Manager Howard Williams
V. P., Managing Director of Canadian Offices
A. R. McGill

660 St. Catherine St., West, Montreal, Que.
Phone Plateau 4691

Manager. L. C. Arbuthnot
80 King Str., West, Toronto, Ont.
Phone Elgin 5347

V. P., and Manager. Stuart B. Smith
V. P., and Director of International Division
Lorimer B. Slocum

24 St. James St., London, S.W.1, England
Managing Director. George D. Bryson
Plaza de La Republica 46, Mexico, D. F.
Acting Manager. William F. Geeslin

FCC PERSONNEL

FCC Regulations Regarding Broadcasting Applications and Rules Applicable to Stations Engaged in Chain Broadcasting, will be found on pages 198 and 203 respectively, in the 1944 edition of Radio Annual.

For additional FCC data, including FM and Television, please refer to the Editorial Index of this issue.

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Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1946

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(Term 1942-49)

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(Term 1934-46)

RAY C. WAKEFIELD

(Term 1940-47)

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(Term 1941-48)

EWELL K. JETT

(Term 1943-50)

CHAS. R. DENNY

(Term 1944-51)

WM. H. WILLS

(Term 1945-52)

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Assistant to the General Counsel

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Assistant General Counsel

(Broadcast Division)

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Assistant General Counsel

(Common Carrier Division)

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Assistant General Counsel

(Litigation & Administrative Div.)

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Assistant Chief Accountant

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Acting Chief, Service Division

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Assistant Chief Engineer

(Broadcast Branch)

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Asst. Chief Engineer

(Field and Research Branch)

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Asst. Chief Engineer

(Common Carrier Branch)

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Branch**
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*Chief of Emergency, Amateur and Misc.
Services*

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Chief of Domestic Radio Service Section
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Chief of Field Section
MAX GOLDMAN

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Experimental Services*
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Field Engineering and Monitoring Division
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Technical Information Division
DR. LYNDE P. WHEELER, *Chief*

Laboratory Division
CHAS. A. ELLERT, *Chief*

Allocation Division
PAUL D. MILES, *Chief*

Television Division
CURTIS B. PLUMMER, *Actg. Chief*

Marine and General Mobile Division
HOWARD C. LOONEY, *Actg. Chief*

Emergency & Misc. Division
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Aviation Division
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Standard Broadcast Division
JAMES A. BARR, *Actg. Chief*

FM Division
CYRIL M. BRAUM, *Actg. Chief*

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THOMAS E. DANIELS
JOHN C. PETERSON
ELTON D. DAVIS
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A. PROSE WALKER
F. P. LANGBEHN
DONALD K. MITCHELL
R. M. ARCHIBALD
SAM PAYNE
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M. E. FLOEGEL
WILLIAM E. DULIN
HENRY W. VON DAHLEN, JR.
JOHN J. McCUE

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Customhouse, Boston, Mass.
2. ARTHUR BATCHELLER
641 Wash. St., New York, N. Y.
3. FOREST E. REDFERN
1200 U. S. Custom House, Phila., Pa.
4. EDWARD W. CHAPIN
508 Old Town Bank Bldg., Baltimore, Md.
5. EDWARD BENNETT
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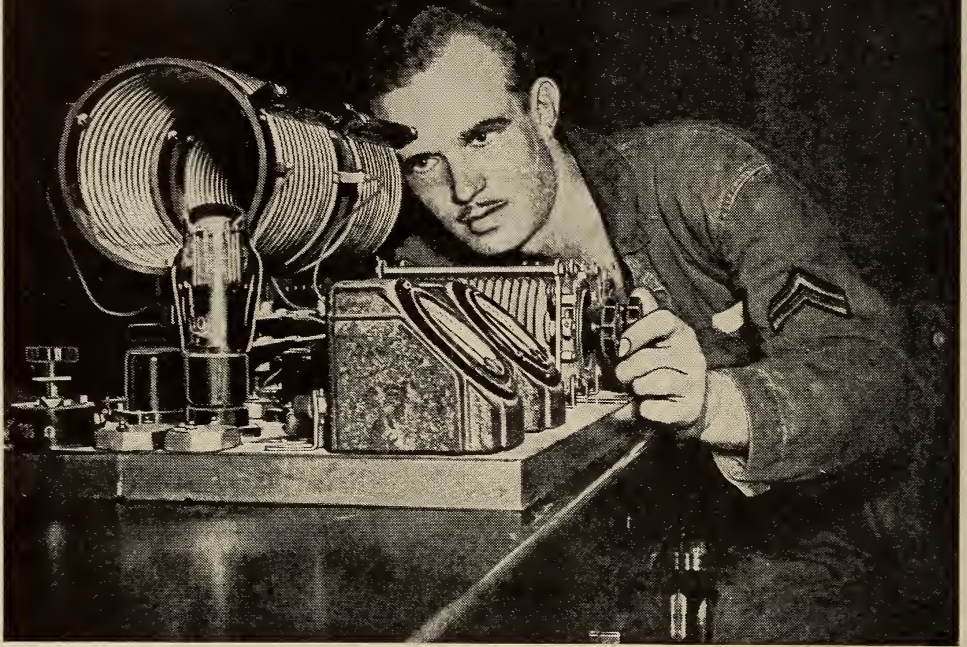
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MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artists Service, Inc.

Music Trade Review

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Circulation Manager, B. Borin; Editor, Carleton Chace; Associate Editor, Wm. J. Dougherty.

Pan-American Radio

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WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RICHmond 5262. Publisher, Carl M. Bigsby; Advertising Director, Culbreth Sudler; Business Manager, Hugh R. Brown; Editor, Evelyn Bigsby; Radio Editor, Pearl Ralls. HOLLYWOOD OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEMPstead 2025.

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DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicote; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Vice-Pres. and Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. Published regularly as a supplement to RADIO DAILY.

Television Magazine

MONTHLY. 600 Madison Ave., New York, N. Y. Phone, PLaza 3-5748. Frederick Kugel Co. Editor-Publisher, Frederick A. Kugel; Managing Editor, Mary Gannon; Washington, Dorothy Holloway; T. R. Kennedy, Jr., Technical Editor; Sidney Lane, News Editor; Jack Kilpatrick, Patents; Lawrence Sweeney, Business Manager; Evelyn Hellem, Circulation Manager.

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WEEKLY. 232 Madison Ave., New York 16, N. Y. Phone, ASHland 4-3390. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Franklin 1040; O. F. Knoebber, Crosby Vining, Elinor Zeigler, Senior Associate Editor; 607 South Hill St., Los Angeles, Calif., Vandike 7386, R. J. Birch & Co., R. J. Birch; 300 Montgomery St., San Francisco, Calif., Douglas 4393, R. J. Birch & Co., J. V. Fisler.

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MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 5-8425. Published by D.S. Publishing Co. Publisher, Richard Davis; Editor, Paul Gardner; Executive Editor, Francigene Sheridan; Managing Editor, Ed McCarthy; General Manager, V. C. Albus; Art Director, Armand Prusmack.

TV

103 Park Ave., New York 17, N. Y. Martin Codel, President & Publisher; Edward Codel, Vice President & Advertising Director; Norman R. Glenn, Executive Director; Harold Becker, Managing Editor; George Hakim, Associate Editor; Patricia Murray, Associate Editor; Earl Abrams, Washington Editor; A. E. Long, Circulation Manager; Robert S. Lathrop, Art Director; Richard Irving, Advertising Production.

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RADIO HOMES

Major Markets For 1946

•

Metropolitan Districts—Counties

•

Other Cities Of 25,000 Population And Over

•

Radio's Major Markets For 1946

By WILLIAM NOBLE, President, Noble & Swars, Inc.

ESTIMATED number of Radio Homes for all Metropolitan District Counties, other counties with cities of 25,000-50,000 population as well as for all other counties with cities having radio stations, are presented in the 1946 RADIO ANNUAL. State and national totals are also given. These figures are based upon the total number of United States Families, 37,786,000, as estimated by the Bureau of the Census for the year 1946, and on previous estimates made in past years by RADIO ANNUAL.

Population Figures

Latest civilian population figures for all Major Market Counties as well as for all other counties have been published in previous issues of RADIO ANNUAL. These population figures are listed in the 1945 ANNUAL, pages 274-287 and in the 1944 ANNUAL, pages 235-286. Civilian population figures are based upon War Ration Number 4 and no new estimates of county populations have been made by the Bureau of the Census since 1943. Other pertinent data including population change, number of farms and Retail-Service Stores and Sales are also included in previous issues.

Last year, for the first time, RADIO ANNUAL took cognizance of the fact that many homes under wartime conditions had become "dead" or without operating radios. The total number of such homes, as revealed by all surveys studied, was sizeable and, for the first time, estimates of total U. S. Radio Homes declined from the previous year. Estimates for this year are based upon the expectation that these inoperative homes will again be able to procure receiving sets. With the natural increase in number of families and with the above homes operative again, RADIO ANNUAL estimates that Radio Homes in 1946 will reach a new high level of 34,

398,302—a national coverage of 91.0 per cent of all United States families.

Projected figures for Radio Homes, by counties, are shown to the last digit, not because they are assumed to be accurate to the last digit, but for summation convenience. This follows the pattern set by the Bureau of the Census in estimating civilian population and permits greater accuracy in comparative compilations.

New Estimate

The new estimate of total U. S. Radio Homes for 1946 has a significance which should not be lost upon research departments nor upon advertisers generally. With a 91.0 per cent family coverage, radio is approaching the saturation point of "selective families"—or those who are receptive to the impact of national advertising effort. Such national coverage, today, represents what might well be termed the optimum of radio's goal; to reach all families who will at some time respond to the force of radio's voice.

It must be borne in mind that the estimated figure of 34,398,202 Radio Homes for 1946 is dependent upon unlimited production of sets by manufacturers and also upon these sets being available to the public. Various estimates on units of production have been made by leading set manufacturers in late 1945, and, if these figures are only partially attained during 1946, it should assure the radio public of a sufficient volume of sets from which to make purchases in 1946.

In past years RADIO ANNUAL has presented United States Bureau of the Census figures for Radio Homes, similar figures as released by the National Association of Broadcasters, and RADIO ANNUAL's estimates of Radio Homes for all U. S. counties and for Metropolitan Districts. This year's figures include estimates for Metropolitan Districts and for all other cities (counties) with a population of 25,000 or more.

Major Markets— Radio Homes 1946

Estimated As of March 1st, 1946, for All Metropolitan District Counties

ALABAMA

Metropolitan Districts— Counties:	1946 Radio Homes		
Birmingham (Jefferson) ..	115,532	Jonesboro (Craighead) ...	8,005
Mobile (Mobile)	41,106	Pine Bluff (Jefferson)	9,149
Montgomery (Montgomery)	19,925	Siloam Springs (Benton) ..	5,814
Counties With Cities Less Than 50,000 Population:		TOTAL STATE	285,841
Anniston (Calhoun)	11,840		
Decatur (Morgan)	7,783		
Dothan (Houston)	5,406		
Gadsden (Etowah)	14,983		
Huntsville (Madison)	9,863		
Muscle Shoals City (Colbert)	5,355		
Opelika (Lee)	3,345		
Selma (Dallas)	4,263		
Tuscaloosa (Tuscaloosa) ..	10,607		
TOTAL STATE	406,309		

CALIFORNIA

Metropolitan Districts— Counties:		
Fresno (Fresno)	48,886	
Los Angeles (Los Angeles, Orange)	1,150,703	
Sacramento (Sacramento)	57,288	
San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano)	620,599	
San Diego (San Diego)...	138,059	
San Jose (Santa Clara)...	60,737	
Stockton (San Joaquin) ..	40,374	
Counties With Cities Less Than 50,000 Population:		
Bakersfield (Kern)	37,690	
Chico (Butte)	11,832	
El Centro (Imperial)	10,750	
Eureka (Humboldt)	12,433	
Marysville (Yuba)	4,549	
Merced (Merced)	11,107	
Modesto (Stanislaus)	22,368	
Monterey (Monterey)	21,063	
Redding (Shasta)	7,721	
Riverside (Riverside)	36,087	
San Bernardino (San Bernardino)	56,045	
Santa Barbara (Santa Barbara)	22,937	
San Luis Obispo (San Luis Obispo)	11,607	
Santa Rosa (Sonoma) ...	23,123	
Visalia (Tulare)	26,285	
Watsonville (Santa Cruz)	13,188	
TOTAL STATE	2,844,345	

ARIZONA

Metropolitan District— County:	
Phoenix (Maricopa)	49,869
Counties With Cities Less Than 50,000 Population:	
Globe (Gila)	6,211
Lowell (Cochise)	8,425
Prescott (Yavapai)	5,487
Safford (Graham)	1,795
Tucson (Pima)	21,192
TOTAL STATE	124,750

ARKANSAS

Metropolitan District— County:	
Little Rock (Pulaski)....	39,895
Counties With Cities Less Than 50,000 Population:	
El Dorado (Union)	8,700
Fort Smith (Sebastian) ...	14,502
Helena (Phillips)	4,253
Hot Spring (Garland)....	8,415

COLORADO

	1946 Radio Homes
Metropolitan Districts— Counties:	
Denver ² (Arapahoe, Denver, Jefferson)	134,960
Pueblo (Pueblo)	20,395
Counties With Cities Less Than 50,000 Population:	
Alamosa (Alamosa)	1,900
Colorado Springs (El Paso)	19,675
Durango (La Plata)	18,390
Grand Junction (Mesa) ..	6,915
Greeley (Weld)	13,464
La Junta (Otero)	5,630
Sterling (Logan)	3,682
TOTAL STATE	309,443

CONNECTICUT

Metropolitan Districts— Counties:	
Bridgeport (Fairfield) ...	132,396
Hartford - New Britain (Hartford, Middlesex) .	158,235
New Haven - Waterbury (New Haven)	147,804
Counties With Cities Less Than 50,000 Population:	
New London (New Lon- don)	37,353
Torrington (Litchfield) ..	25,180
TOTAL STATE	530,520

DELAWARE

Metropolitan District— County:	
Wilmington (New Castle)	53,524
TOTAL STATE	75,206

DIST. OF COLUMBIA

Metropolitan District— Counties:	
Washington (District of Columbia, Montgomery, Prince Georges, Md.; Alexandria City, Arling- ton, Va.)	337,138
TOTAL STATE	231,946

FLORIDA

Metropolitan Districts— Counties:	
Jacksonville (Duval)	60,803
Miami (Dade)	86,413
Tampa-St. Petersburg (Hillsborough, Pinellas)	81,077
Counties With Cities Less Than 50,000 Population:	
Daytona Beach (Volusia) .	12,107
Ft. Myers (Lee)	4,661
Gainesville (Alachua) ...	5,650
Lakeland (Polk)	17,809
Lake Worth - West Palm Beach (Palm Beach) ...	20,100
Ocala (Marion)	4,579
Orlando (Orange)	19,168
Panama City (Bay)	6,109
Pensacola (Escambia) ...	17,514
St. Augustine (St. Johns) .	3,804
Sarasota (Manatee)	5,181
Tallahassee (Leon)	5,058
TOTAL STATE	448,219

GEORGIA

Metropolitan Districts— Counties:	
Atlanta (DeKalb, Fulton) .	125,718
Augusta (Richmond)	17,089
Columbus (Muscogee, Rus- sell, Ala.)	23,276
Macon (Bibb)	18,671
Savannah (Chatham)	29,409
Counties With Cities Less Than 50,000 Population:	
Albany (Dougherty)	4,447
Athens (Clarke)	5,548
Brunswick (Glynn)	5,518
Cedartown (Polk)	4,508
Cordele (Crisp)	1,774
Dalton (Murray)	1,305
Dublin (Laurens)	2,998
Gainesville (Hall)	5,365
Griffin (Spalding)	4,977
La Grange (Troup)	5,324
Moultrie (Colquitt)	3,651
Rome (Floyd)	12,156
Thomasville (Thomas) ...	4,171
Toccoa (Stephens)	2,193
Valdosta (Lowndes)	4,120
Waycross (Ware)	4,151
TOTAL STATE	479,048

IDAHO

	1946 Radio Homes
Counties With Cities Less Than 50,000 Population:	
Boise City (Ada)	15,343
Idaho Falls (Bonneville) ..	5,395
Lewiston (Nez Perce)	4,702
Nampa (Canyon)	9,965
Pocatello (Bannock)	9,271
Twin Falls (Twin Falls) ..	8,496
Wallace (Snoshane)	6,956
TOTAL STATE	132,418

ILLINOIS

Metropolitan Districts—	
Counties:	
Chicago (Cook, DuPage, Lake; Lake, Ind.)	1,440,757
Decatur (Macon)	26,670
Peoria (Peoria, Tazewell) ..	63,181
Rockford (Winnebago) ..	40,931
Rock Island-Moline-Davenport (Rock Island, Ill.; Scott, Iowa)	65,058
Springfield (Sangamon) ..	35,946
Counties With Cities Less Than 50,000 Population:	
Aurora-Elgin (Kane)	39,961
Bloomington (McLean) ..	21,258
Sairo (Alexander)	4,182
Carthage (Hancock)	6,783
Champaign-Urbana (De Witt)	4,641
Danville (Vermilion)	21,707
Galesburg (Knox)	15,310
Harrisburg (Saline)	8,231
Herrin (Williamson)	12,301
Jacksonville (Morgen)	7,925
Joliet (Will)	34,242
Quincy (Adams)	17,525
Tuscola (Douglas)	4,294
TOTAL STATE	2,391,170

INDIANA

Metropolitan Districts—	
Counties:	
Evansville (Vanderburgh; Henderson, Ky.)	48,461
Fort Wayne (Allen)	48,134
Indianapolis (Marion)	161,291
South Bend (St. Joseph) ..	50,359
Terre Haute (Vigo)	29,976
Counties With Cities Less Than 50,000 Population:	
Anderson (Madison)	28,677

Elkhart (Elkhart)	21,154
Kokomo (Howard)	14,589
Lafayette-West Lafayette (Ttpecanoe)	16,715
Marion (Grant)	17,241
Michigan City (La Porte) ..	19,936
Muncie (Delaware)	24,489
Richmond (Wayne)	18,388
TOTAL STATE	1,010,757

IOWA

Metropolitan Districts—	
Counties:	
Cedar Rapids (Linn)	28,601
Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)	65,058
Des Moines (Polk)	62,545
Sioux City (Woodbury)	27,523
Waterloo (Black Hawk) ..	24,946
Counties With Cities Less Than 50,000 Population:	
Ames (Story)	9,761
Boone (Boone)	7,231
Burlington (Des Moines) ..	13,236
Clinton (Clinton)	13,226
Decorah (Winneshiek)	5,008
Dubuque (Dubuque)	16,552
Ft. Dodge (Webster)	10,567
Iowa City (Johnson)	9,067
Marshalltown (Marshall) ..	9,302
Mason City (Cerro Gordo) ..	11,356
Ottumwa (Wapello)	12,528
Shenandoah (Page)	5,895
Spencer (Clay)	4,426
TOTAL STATE	697,048

KANSAS

Metropolitan Districts—	
Counties:	
Topeka (Shawnee)	27,193
Wichita (Sedgwick)	59,875
Counties With Cities Less Than 50,000 Population:	
Atchison (Atchison)	5,110
Coffeyville (Montgomery) ..	12,841
Dodge City (Kiowa)	1,091
Emporia (Lyon)	6,201
Garden City (Finney)	2,815
Great Bend (Barton)	6,354
Hutchison (Reno)	14,906
Lawrence (Douglas)	9,863
Manhattan (Riley)	6,405
Pittsburgh (Crawford) ..	11,301
Salina (Salina)	9,659
TOTAL STATE	491,499

KENTUCKY

	1946
Metropolitan District—	Radio
Counties:	Homes
Louisville (Jefferson; Clark, Floyd, Ind.)	143,898
Counties With Cities Less	
Than 50,000 Population:	
Bowling Green (Warren)	6,171
Harlan (Harlan)	10,475
Hopkinsville (Christian)	5,722
Lexington (Fayette)	21,267
Owensboro (Davies)	11,579
Paducah (McCracken)	10,781
	<hr/>
TOTAL STATE	522,402

LOUISIANA

Metropolitan Districts—	
Parishes:	
New Orleans (Jefferson, Orleans)	140,776
Shreveport (Caddo)	28,317
Parishes With Cities Less	
Than 50,000 Population:	
Alexandria (Rapides)	13,915
Baton Rouge (East Baton Rouge)	22,938
Lafayette (Lafayette)	4,947
Lake Charles (Calcasieu)	13,209
Monroe (Ouachita)	11,684
	<hr/>
TOTAL STATE	382,598

MAINE

Metropolitan District—	
County:	
Portland (Cumberland)	45,601
Counties With Cities Less	
Than 50,000 Population:	
Augusta (Kennebec)
Bangor (Penobscot)	23,323
Lewiston (Androscoggin)	20,965
Presque Isle (Aroostook)
	<hr/>
TOTAL STATE	215,745

MARYLAND

Metropolitan District—	
County:	
Baltimore (Baltimore City, Anne Arundel, Balti- more)	348,345
Counties With Cities Less	
Than 50,000 Population:	
Cumberland (Allegany)	21,902
Frederick (Frederick)	11,913
Hagerstown (Washington)	18,703
Salisbury (Wicomico)	7,986
	<hr/>
TOTAL STATE	534,951

MASSACHUSETTS

Metropolitan Districts—	
Counties:	
Boston-Lowell-Lawrence- Haverhill (Essex, Mid- dlesex, Norfolk, Plym- outh, Suffolk)	808,222
Fall River-New Bedford (Bristol)	103,151
Springfield - Holyoke (Hampden, Hampshire)	118,757
Worcester (Worcester)	140,743
Counties With Cities Less	
Than 50,000 Population:	
Greenfield (Franklin)	13,606
Pittsfield (Berkshire)	37,057
	<hr/>
TOTAL STATE	1,236,853

MICHIGAN

Metropolitan Districts—	
Counties:	
Detroit (Macomb, Oakland, Wayne)	769,613
Flint (Genesee)	67,960
Grand Rapids (Kent)	73,874
Kalamazoo (Kalamazoo)	31,427
Lansing (Ingham)	39,687
Saginaw-Bay City (Sagi- naw, Bay)	59,102
Counties With Cities Less	
Than 50,000 Population:	
Ann Arbor (Washtenaw)	30,616
Battle Creek (Calhoun)	31,939
Calumet (Houghton)	9,975
Escanaba (Delta)	7,660
Ironwood (Gogebic)	6,640
Jackson (Jackson)	28,972
Lapeer (Lapeer)	7,119
Marquette (Marquette)	10,608
Muskegon (Muskegon)	30,782
Port Huron (Saint Clair)	24,006
Sault Ste. Marie (Chip- pewa)	6,681
Traverse City (Grand Tra- verse)	5,100
	<hr/>
TOTAL STATE	1,577,101

MINNESOTA

Metropolitan Districts—	
Counties:	
Duluth - Superior (St. Louis, Douglas, Wisc.)	69,466
Minneapolis - St. Paul (Anoka, Hennepin, Ram- sey, Washington)	295,595
Counties With Cities Less	
Than 50,000 Population:	
Albert Lea (Freeborn)	7,782
Fergus Falls (Otter Tail)	10,608

1946
Radio
Homes

Mankato (Blue Earth)....	8,842
Moorhead (Clay)	5,599
Northfield (Dakota)	10,240
Rochester (Olmstead)	10,192
St. Cloud (Stearns)	12,535
Willmar (Krandiyohi) ...	5,803
Winona (Winona)	9,078
TOTAL STATE	740,105

MONTANA

Counties With Cities Less Than 50,000 Population:	
Billings (Yellowstone) ...	10,720
Bozeman (Gallatin)	4,416
Butte (Silverbow)	16,751
Great Falls (Cascade) ...	13,280
Helena (Lewis & Clark)..	6,038
Kalispel (Flathead)	6,232
Miles City (Custer)	2,560
Missoula (Missoula)	7,170
Sidney (Richland)	2,070

TOTAL STATE 135,506

MISSISSIPPI

Metropolitan District—County:	
Jackson (Hinds)	19,416
Counties With Cities Less Than 50,000 Population:	
Clarksdale (Coahoma) ...	4,212
Columbus (Lowndes)	4,161
Greenville (Washington) ..	6,966
Greenwood (Leflore)	5,436
Gulfport (Harrison)	11,056
Hattiesburg (Forrest) ...	7,088
Laurel (Jones)	6,989
McComb (Pike)	4,600
Meriden (Lauderdale) ...	8,894
Natchez (Adams)	3,141
Tupelo (Lee)	4,865
Vicksburg (Warren)	5,884
TOTAL STATE	243,414

NEBRASKA

Metropolitan Districts—Counties:	
Lincoln (Lancaster)	30,347
Omaha-Council Bluffs, Iowa (Douglas; Pottawattamie, Iowa)	95,032
Counties With Cities Less Than 50,000 Population:	
Fremont (Dodge)	6,854
Grand Isle (Hall)	8,160
Hastings (Adams)	7,211
Kearney (Buffalo)	5,701
Norfolk (Madison)	5,793
North Platte (Lincoln) ..	6,864
Scotts Bluff (Scotts Bluff)	7,017

TOTAL STATE 341,022

MISSOURI

Metropolitan Districts—Counties:	
Kansas City (Mo.)-Kansas City (Kan.) (Jackson, Mo.; Johnson, Wyandotte, Kan.)	233,850
St. Joseph (Buchanan) ...	22,012
St. Louis (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.) ..	455,277
Springfield (Greene)	25,622
Counties With Cities Less Than 50,000 Population:	
Cape Girardeau (Cape Girardeau)	7,996
Columbia (Boone)	9,046
Hannibal (Marion)	7,680
Jefferson City (Cole)	6,925
Joplin (Jasper)	22,173
Poplar Bluff (Butler)	4,845
Sedalia (Pettis)	7,497
TOTAL STATE	984,066

NEVADA

Counties With Cities Less Than 50,000 Population:	
Las Vegas (Clark)	10,526
Reno (Washoe)	10,638
TOTAL STATE	42,306

NEW HAMPSHIRE

Metropolitan District—County:	
Manchester (Hillsborough)	41,302
Counties With Cities Less Than 50,000 Population:	
Keene (Cheshire)	9,210
Laconia (Belknap)	5,895
Portsmouth (Strafford) ..	11,995
TOTAL STATE	133,858

NEW JERSEY

	1946
Metropolitan Districts—	Radio
Counties:	Homes
Atlantic City (Atlantic) ..	33,326
Trenton (Mercer)	55,356
County With City Less Than	
50,000 Population:	
Bridgeton (Cumberland) .	20,083
TOTAL STATE	1,247,329

NEW MEXICO

Counties With Cities Less	
Than 50,000 Population:	
Carlsbad (Eddy)	4,467
Clovis (Curry)	5,549
Hobbs (Lea)	4,233
Las Vegas (San Miguel) .	2,029
Roswell (Chaves)	4,834
Santa Fe (Santa Fe)	4,069
Tucumcari (Quay)	2,305
TOTAL STATE	80,662

NEW YORK

Metropolitan Districts—	
Counties:	
Albany-Schenectady-Troy	
(Albany, Rensselaer,	
Schenectady)	145,360
Binghamton (Broome) ...	47,718
Buffalo-Niagara Falls	
(Erie, Niagara)	291,422
New York - Northeastern	
N. J. (Bronx, Kings,	
Nassau, New York,	
Queens, Westchester;	
Bergen, Essex, Hudson,	
Middlesex, Monmouth,	
Morris, Passaic, Union,	
N. J.)	3,460,741
Rochester (Monroe)	133,927
Syracuse (Onondaga) ...	84,710
Utica-Rome (Herkimer,	
Oneida)	75,435
Counties With Cities Less	
Than 50,000 Population:	
Amsterdam (Montgomery)	17,013
Auburn (Cayuga)	18,114
Batavia (Genesee)	11,526
Elmira (Chemung)	23,243
Gloversville (Fulton) ...	14,208
Ithaca (Tioga)	7,058
Jamestown (Chautauqua) .	37,635
Kingston (Ulster)	23,984
Middletown (Orange) ...	36,516
Newburgh (Orange)	39,065
Ogdensburgh (St. Lawrence)	20,695
Olean (Cattaraugus)	17,870

Plattsburgh (Clinton) ...	9,567
Poughkeepsie (Dutchess) .	31,394
Saranac Lake (Franklin) .	9,608
Watertown (Jefferson) ..	20,515

TOTAL STATE 3,969,928

NORTH CAROLINA

Metropolitan Districts—	
Counties:	
Asheville (Buncombe) ...	21,170
Charlotte (Mecklenburg) .	33,958
Durham (Durham)	19,010
Greensboro (Guilford) ...	34,810
Winston-Salem (Forsyth)	25,719
Counties With Cities Less	
Than 50,000 Population:	
Burlington (Alamance) .	10,597
Concord (Cabarrus)	12,566
Elizabeth (Pasquatank) ..	3,865
Fayetteville (Cumberland)	8,741
Gastonia (Gaston)	17,166
Greenville (Pitt)	7,120
Henderson (Vance)	3,559
Hickory (Catawba)	9,526
Kinston (Lenoir)	5,742
New Bern (Craven)	4,528
Raleigh (Wake)	19,500
Roanoke Rapids (North-	
ampton)	2,050
Rocky Mount (Edgecomb,	
Nash)	13,334
Salisbury (Rowan)	12,362
Washington (Beaufort) .	3,321
Wilson (Wilson)	6,711
Wilmington (New Han-	
over)	15,419
TOTAL STATE	565,853

NORTH DAKOTA

Counties With Cities Less	
Than 50,000 Population:	
Bismarck (Burleigh)	4,977
Devils Lake (Ramsey) ..	3,172
Fargo (Cass)	13,138
Grand Forks (Grand	
Forks)	7,935
Jamestown (Stutsman) ..	4,630
Mandan (Morton)	4,069
Minot (Ward)	7,160
Valley City (Barnes)	3,794
TOTAL STATE	139,990

OHIO

Metropolitan District—	
Counties:	
Akron (Summit)	111,150
Canton (Stark)	73,667

MAJOR MARKETS—RADIO HOMES 1946

	1946	
	Radio	
	Homes	
Cincinnati (Hamilton, Dearborn, Ind.; Campbell, Kenton, Ky.)	270,465	
Cleveland (Cuyahoga)	381,691	
Columbus (Franklin)	129,504	
Dayton (Montgomery)	107,352	
Hamilton - Middletown (Butler)	36,970	
Springfield (Clark)	30,554	
Toledo (Lucas)	104,591	
Youngstown (Mahoning, Trumbull)	101,220	
Counties With Cities Less Than 50,000 Population:		
Ashtabula (Ashtabula)	19,308	
Elyria-Lorain (Lorain)	34,515	
Findlay (Hancock)	10,934	
Lima (Allen)	21,759	
Mansfield (Richland)	21,485	
Marion (Marion)	14,262	
Newark (Licking)	18,987	
Portsmouth (Sciota)	18,692	
Stubenville (Jefferson)	23,723	
Zanesville (Muskingum)	19,848	
TOTAL STATE	2,066,995	

Baker (Baker)	3,692
Bend (Deschutes)	5,406
Corvallis (Benton)	6,711
Grants Pass (Josephine)	4,171
Klamath Falls (Klamath)	1,181
La Grande (Union)	4,539
Marshfield (Coos)	9,037
Medford (Jackson)	14,157
Pendleton (Umatilla)	8,007
Roseburg (Douglas)	6,660
Salem (Marion)	21,824
The Dalles (Wasco)	3,202
TOTAL STATE	382,371

PENNSYLVANIA

Metropolitan Districts—	
Counties:	
Allentown-Bethlehem-Easton (Lehigh, Northampton)	99,401
Altoona (Blair)	37,057
Erie (Erie)	55,292
Harrisburg (Dauphin)	51,352
Johnstown (Cambria)	47,401
Lancaster (Lancaster)	54,484
Philadelphia (Delaware, Montgomery, Phil.; Burlington, Camden, Gloucester, N. J.)	891,603
Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)	558,669
Reading (Berks)	66,967
Scranton-Wilkes Barre (Lackawanna, Luzerne)	163,866
York (York)	51,931
Counties With Cities Less Than 50,000 Population:	
Aliquippa (Beaver)	44,391
Butler (Butler)	21,899
Du Bois (Clearfield)	19,094
Grove City-Sharon (Mercer)	30,345
Lebanon (Lebanon)	19,958
Lewiston (Mifflin)	9,516
New Castle (Lawrence)	27,171
Sharon (Sharon)	28,013
Williamsport (Lycoming)	27,073
TOTAL STATE	2,686,404

OKLAHOMA

Metropolitan Districts—	
Counties:	
Oklahoma City (Oklahoma)	76,766
Tulsa (Tulsa)	59,765
Counties With Cities Less Than 50,000 Population:	
Ada (Pontotoc)	6,058
Ardmore (Carter)	6,650
Bartlesville (Washington)	6,823
Elk City (Beckham)	4,049
Enid (Garfield)	11,021
Lawton (Comanche)	10,546
Muskogee (Muskogee)	14,731
Norman (Cleveland)	6,456
Okmulgee (Okmulgee)	7,903
Ponca City (Kay)	11,271
TOTAL STATE	467,012

OREGON

Metropolitan District—	
County:	
Portland (Clackamas, Multnomah)	178,400
Counties With Cities Less Than 50,000 Population:	
Albany (Linn)	9,098
Astoria (Clatsop)	9,414

RHODE ISLAND

Metropolitan District—	
County:	
Providence (Bristol Kent, Newport, Providence)	202,178
TOTAL STATE	212,427

SOUTH CAROLINA

Metropolitan Districts—	1946
Counties:	Radio
Charleston (Charleston) ..	26,876
Columbia (Richland)	21,344
Counties With Cities Less	Homes
Than 50,000 Population:	
Anderson (Anderson)	13,137
Florence (Florence)	7,425
Greenville (Greenville)	29,299
Greenwood (Greenwood)	5,956
Rock Hill (York)	8,352
Spartanburg (Spartan-	
burg)	24,148
Sumpter (Sumpter)	4,824
TOTAL STATE	255,886

SOUTH DAKOTA

Counties With Cities Less	
Than 50,000 Population:	
Aberdeen (Brown)	7,089
Pierre (Hughes)	1,693
Rapid City (Pennington) ..	6,109
Sioux Falls (Minnehaha) ..	17,295
Vermillion (Clay)	2,244
Watertown (Codington) ..	3,978
Yankton (Yankton)	3,080
TOTAL STATE	148,611

TENNESSEE

Metropolitan Districts—	
Counties:	
Chattanooga (Hamilton,	
Walker, Ga.)	50,184
Knoxville (Knox)	42,633
Memphis (Shelby)	86,544
Nashville (Davidson)	67,720
Counties With Cities Less	
Than 50,000 Population:	
Clarksville (Montgomery) .	5,610
Cookeville (Putnam)	2,774
Jackson (Madison)	9,720
Johnson (Washington)	10,149
TOTAL STATE	524,900

TEXAS

Metropolitan Districts—	
Counties:	
Amarillo (Potter)	17,438
Austin (Travis)	24,978
Beaumont-Port Arthur	
(Jefferson)	44,783
Corpus Christi (Nueces) ..	24,259
Dallas (Dallas)	126,918
El Paso (El Paso)	29,877
Fort Worth (Tarrant)	72,085
Galveston (Galveston)	26,462
Houston (Harris)	159,271
San Antonio (Bexar)	99,124
Waco (McLennan)	25,032

Counties With Cities Less Than 50,000 Population:

Abilene (Taylor)	12,058
Big Spring (Howard)	5,110
Brady (McCulloch)	2,448
Brownsville-Harlingen	
(Cameron)	10,618
Brownwood (Brown)	7,466
College Station (Brazos) ..	4,916
Corsicana (Navarro)	7,507
Denton (Denton)	8,404
Huntsville (Walker)	1,999
Kilgore-Longview (Gregg)	
.....	12,637
Laredo (Webb)	5,554
Lubbock (Lubbock)	14,720
Lufkin (Angelina)	5,242
Midland (Midland)	2,998
Palestine (Anderson)	4,804
Pampa (Gray)	6,242
Paris (Lamar)	8,680
Pecos (Reeves)	1,570
Plainview (Hale)	4,304
San Angelo (Tom Green) .	10,127
Sherman (Grayson)	15,912
Sweetwater (Nolan)	3,447
Temple (Bell)	2,264
*Texarkana (Bowie; Miller,	
Ark.)	15,736
Tyler (Smith)	12,800
Vernon (Wilbarger)	4,712
Victoria (Victoria)	3,998
Weslaco (Hidalgo)	12,066
Wichita Falls (Wichita) ..	19,162

TOTAL STATE 1,366,291
* Includes Texarkana, Ark.

UTAH

Metropolitan District—	
County:	
Salt Lake City (Salt Lake)	
.....	70,666
Counties With Cities Less	
Than 50,000 Population:	
Cedar City (Iron)	1,866
Logan (Cache)	7,333
Ogden (Weber)	20,791
Price (Carbon)	4,641
Provo (Utah)	16,024
TOTAL STATE	165,284

VERMONT

Counties With Cities Less	
Than 10,000 Population:	
Burlington (Chittenden) ..	13,126
Rutland (Rutland)	10,842
St. Albans (Franklin)	6,364
Waterbury (Washington) .	9,190
TOTAL STATE	89,228

VIRGINIA

Metropolitan Districts—	
Counties:	
Norfolk-Portsmouth-New-	
port News (Hampton),	

MAJOR MARKETS—RADIO HOMES 1946

	1946
Newport News, Norfolk, Portsmouth, South Nor- folk, Citles, Elizabeth City, Norfolk, Princess Anne, Warwick)	Radio Homes
Richmond (Richmond City, Henrico)	116,038
Roanoke (Roanoke City; Roanoke)	67,927
Counties With Cities Less Than 50,000 Population:	26,781
Charlottesville (Charlottes- ville City; Albermarle)	7,293
Covington (Clifton, Forge City; Alleghany)	5,457
Danville (Danville City; Pittsylvania)	14,960
Fredrichsburg (Fredrichs- burg City; Spotsylvania)	4,444
Harrisonburg (Harrison- burg City; Rockingham)	7,333
Lynchburg (Lynchburg City; Campbell)	14,055
Martinsville (Martinsville City; Henry)	5,987
Petersburg (Petersburg City; Dinwiddie)	8,457
Suffolk (Suffolk City; Nansemond)	5,171
TOTAL STATE	544,826

WASHINGTON

Metropolitan Districts— Counties:	
Seattle (King)	221,961
Spokane (Spokane)	57,965
Tacoma (Pierce)	72,226
Counties With Cities Less Than 50,000 Population:	
Aberdeen (Grays Harbor)	14,076
Bellingham (Whatcom)	18,761
Centralia (Lewis)	10,087
Everett (Snohomish)	27,278
Longview (Cowlitz)	11,964
Olympia (Thurston)	11,794
Pullman (Whitman)	7,231
Vancouver (Clarke)	24,775
Walla Walla (Walla Walla)	8,262
Wenatchee (Chelan)	9,322
Yakima (Yakima)	24,112
TOTAL STATE	628,990

WEST VIRGINIA

Metropolitan Districts— Counties:	
Charleston (Kanawha)	48,853
Huntington-Ashland (Ky.) (Cabell; Boyd, Ky.; Law- rence, Ohio)	43,353

Wheeling (Brooke, Mar- shall, Ohio; Belmont, Ohio)	57,168
Counties With Cities Less Than 50,000 Population:	
Beckley (Raleigh)	16,483
Clarksburg (Harrison)	17,339
Fairmont (Marion)	15,351
Logan (Logan)	10,373
Morgantown (Monongalia)	11,995
Parkersburg (Wood)	15,475
Welch (McDowell)	16,595
TOTAL STATE	371,663

WISCONSIN

Metropolitan Districts— Counties:	
Madison (Dane)	41,663
Milwaukee (Milwaukee)	233,941
Racine-Kenosha (Kenosha, Racine)	47,211
Counties With Cities Less Than 50,000 Population:	
Ashland (Ashland)	4,365
Appleton (Outagamie)	18,703
Beloit (Rock)	24,989
Eau Claire (Eau Claire)	12,164
Fond Du Lac (Fond Du Lac)	16,827
Green Bay (Brown)	22,860
Janesville (Rock)	23,358
La Crosse (La Crosse)	17,100
Manitowoc (Manitowoc)	16,921
Marinette (Marinette)	7,843
Medford (Taylor)	3,549
Oshkosh (Winnebago)	23,822
Poynette (Columbia)	8,874
Rice Lake (Barron)	7,629
Sheboygan (Sheboygan)	21,791
Stevens Point (Portage)	6,609
Wausau (Marathon)	17,688
Wisconsin Rapids (Wood)	10,608
TOTAL STATE	867,045

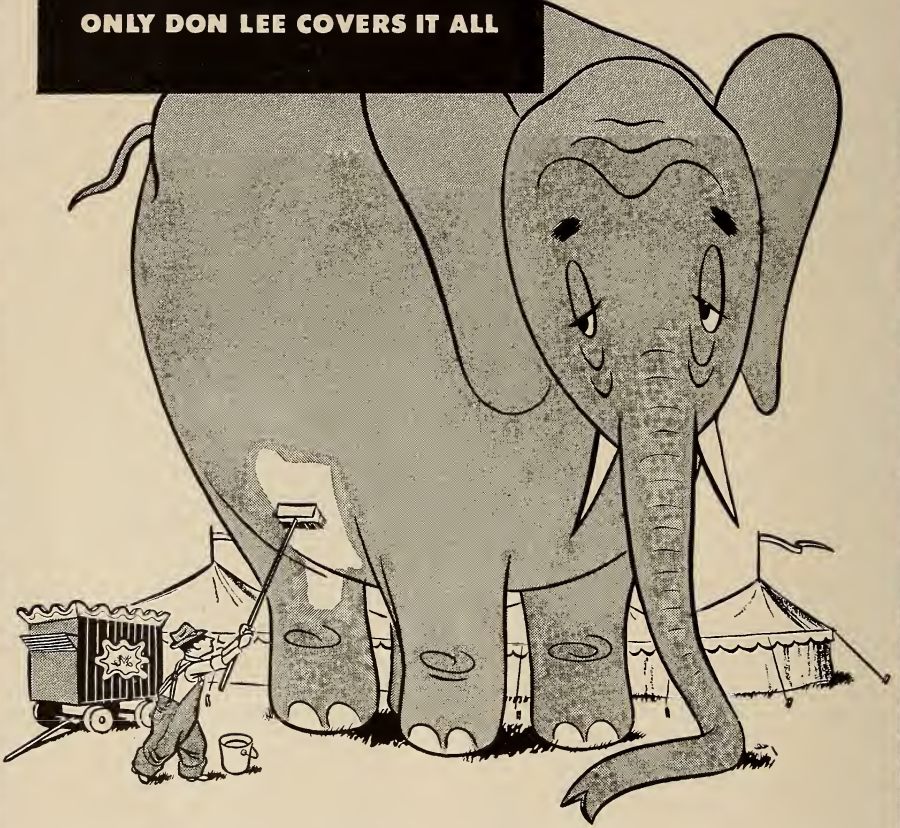
WYOMING

Counties With Cities Less Than 50,000 Population:	
Casper (Natrona)	6,579
Cheyenne (Laramie)	10,587
Powell (Park)	4,980
Rock Springs (Sweet- water)	5,681
Sheridan (Sheridan)	4,457
TOTAL STATE	67,153
TOTAL U. S.	34,398,302

THE PACIFIC COAST IS

BIG

ONLY DON LEE COVERS IT ALL



The Pacific Coast is 1,352 miles long and contains over 11 million people. With 39 stations, Don Lee is the only network big enough to cover it all (the other networks combined have only 28 stations)

Mutual
DON LEE
BROADCASTING SYSTEM

THE NATION'S GREATEST
REGIONAL NETWORK

Represented nationally by JOHN BLAIR AND COMPANY

NETWORKS

NATIONAL



REGIONAL

ONLY WMT BRINGS YOU INTO EASTERN IOWA COMPLETELY!

Tell your story! Sell your product in the choice Eastern Iowa Buying market with WMT. Quick, direct, resultful, your salesworthy appeal will blanket the Large Eastern Iowa Area COMPLETELY...! Get YOUR share of this rich market the direct, economical WMT way!

Some Coverage!

5000 WATTS ON 600 KC'S

(IOWA'S BEST FREQUENCY NOW first in America, with a brand new RCA 5F Transmitter)

LARGEST DAY TIME COVERAGE of any station in the state within its 0.5 MV line (3,500,000 people)

LARGEST POPULATION COVERAGE of any station in the state within its 2.5 MV line (1,200,000 people)

Covers 19,094 SQUARE MILES of sales rich area (2.5 MV)

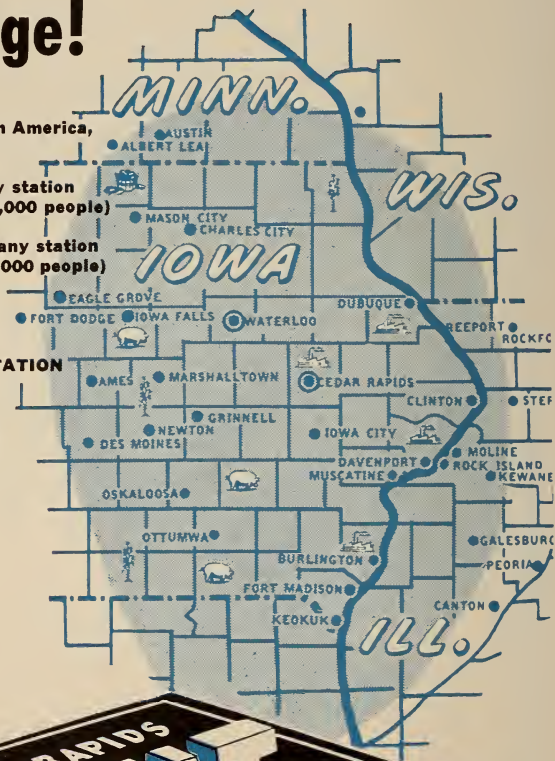
EASTERN IOWA'S ONLY COLUMBIA STATION leads in popularity day & night.

THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE

3 Fast Facts About

WMTland's BIG Sales Potential

- The Nation's FIRST Farm Market
- Ranks 16th in Manufacturing. (Almost 50% of Iowa's Wealth is INDUSTRIAL.)
- LEADS Nation in per capita wealth (\$4,322 per person)
- A BALANCED Market for Permanent SELLING ACTION!



Write Today for information HOW you can get the most out of Iowa's Eastern Area with WMT exclusively... at LOW Cost Coverage.

Represented by KATZ AGENCY

LOOKING forward to 1946 as the year of peace with all the plans of the country, its people and industry in general pointing toward a further expansion along all lines, Mark Woods, president of the American Broadcasting Company, Inc., adds that ABC feels the deepest gratification from the year 1945 from its part in helping to bring the country through to the end of a great conflict.

ABC helped directly through utilizing its facilities and talents to spread messages that helped to curb inflation, sell victory bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America.

It was for radio and the nation a convulsive year of tragedy and exultation, seeing casualties and victory, the death of a great president and the birth of the United Nations. It brought forth a new energy which—like so many developments in this age—is only as constructive or destructive as we decide to make it.

ABC devoted thousands of hours in these 365 days to unfolding the magic story of a magic year in world history. Our correspondents lived in bizarre corners of the earth and reported what they saw. Our writers, actors and producers turned domestic studios into colorful stages to enact the story of civilization at a crossroad.

Our thanks goes from ABC to its 195 affiliated stations which carried the story to the people.

Part of the thanks must go to ABC's advertisers, who brought programs of comfort, enlightenment and comedy to the people. In any balance sheet of broadcasting they represent far more than the approximately \$40,000,000 of gross sales that they placed with the ABC network during



MARK WOODS
President

1945. For these advertisers are the life-blood of American commerce. They promoted their business through our business, and still afforded millions of listeners a chance to laugh or learn or find relief from their cares for at least a few hours of every day.

Much credit goes to those specialists whom we welcomed to our microphones to review sports events, deliver sermons, conduct great music, create great dramatic roles. Without them radio in 1945 would have been mechanical rather than inspirational.

For 1946 the American Broadcasting Company has plans to expand its operations in Television, Research, Programs and Sales.

Television will see new ABC programs produced with greater frequency and ever better program technique as the art develops.

Research in the qualitative field will begin in January on a scale and in a manner not heretofore attempted by the American Broadcasting Company.

New programs are to begin during January, including F. H. LaGuardia; two new series of mystery shows—Dashiell Hammett's "The Fat Man" and William Gargan's "Ideal in Crime"; the program, "Forever Tops!", starring Paul White-man and his entertainers; a comedy show starring Jimmy and Lucille Gleason entitled "Jimmy Gleason's Diner"; and "The American Farmer," a new series of service to the agricultural regions.

In addition, public affairs will find new platforms on ABC. Our service in news will continue to improve in accordance with plans for still better coverage in world news capitals, and on the domestic scene.

It is to be hoped that the country's economic condition during 1946 will enable us to expand even beyond present plans. We look forward with confidence to the New Year.

ABC

AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF FEB. 1, 1946**

AMERICAN BROADCAST CASTING COMPANY



A M E R I C A N

Broadcasting Company, Inc.

OPERATING THE BLUE NETWORK

*R. C. A. Bldg., 30 Rockefeller Plaza
New York 20, N. Y.
(Telephone Number Circle 7-5700)*

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Earl E. Anderson
Harold V. Hough

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Continuity Acceptance

Gertrude Hoffman.....Manager

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Director of Technical Operations

General Engineering

Frank Marx.....Director of General Engineering
Benjamin Adler.....Facilities Engineer

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Geraldine B. Zorbaugh.....Attorney
C. Clark Stover.....Attorney

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Eastern Dir. Talent and Prog. Development
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Paul Mowrey...Manager of Television Division
William Abernathy...Night Program Manager
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Maurice Brachhausen..Manager of Sound Effects
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Arthur B. Donegan...Assistant Publicity Mgr.
John Pacey.....Trade News Editor

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Ben Gedalecia.....Associate Research Director

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M. B. Grabhorn.....Manager

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Eli Henry.....Publicity Manager

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Barney Cragston.....Sales Manager

National Spot Sales Department

Ralph Dennis.....National Spot Sales Manager
John Brooke.....Eastern Spot Sales Manager

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Robert I. Garver.....Sales Manager
John J. Hade.....Program Manager
Duncan Miller.....Sales Promotion Manager

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Public Relations

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Doris Hastings...Mgr. of Audience Information

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Eleanor Higby.....Traffic Manager
Edith Kirby.....Auditor
Robert Laws...Promotion and Publicity Manager


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Olive D. McCann.....Supervisor of Research
Roy McLaughlin
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Karl R. Sutphin...Sales Promotion Supervisor
M. S. Wetzel.....Production Manager

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Ted MacMurray.....Program Manager
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J. Donald Wilson...Director of Production
Amos Baron.....Spot Sales Manager
John J. O'Mara...Sales Promotion Manager
Francis Conrad...Station Relations Manager

AMERICAN BROADCASTING CO., INC.

WJZ, New York.....Owned, operated and represented by ABC
WENR, Chicago.....Owned, operated and represented by ABC
WMAL, Washington.....Owned by Evening Star Publishing Co.
Represented by ABC
KGO, San Francisco.....Owned, operated and represented by ABC

*No other broadcaster
can make this claim!*



**Only way to reach
the 5,000,000
radio listeners
of Michigan is
with the Michigan
Radio Network**

ALTHOUGH radio broadcasting celebrated its twenty-fifth birthday in 1945, a large part of its "growing up" was packed into the years between Pearl Harbor and V-J Day. Those few years placed a greater responsibility on broadcasting that it had ever had before. They also advanced our technical knowledge farther than we had traveled during the whole course of the preceding 20 years.



PAUL W. KESTEN
Vice-Chairman of Board

As we move now into our first full peacetime year since 1940, we have opportunities far different than we could have imagined even as recently as a year ago. The experience gained from our wartime duties gives us an opportunity for a more important peacetime role than we played before the war. Our inheritance from wartime research laboratories, moreover, gives us an opportunity for faster technical development than we ever enjoyed before.

Today's radio audience is, in my opinion, a direct reflection of the kind of job broadcasting did during the war. It is not the same kind of audience we had in 1940. It, too, did some growing up between Pearl Harbor and V-J Day. Americans are more aware of and more interested in world affairs than they were five years ago. We are a better-informed people. Credit for these facts, in part, belongs to broadcasting.

Not only do we have a different kind of audience than we had before the war, we have—or

soon will have—an uncounted number of new adult listeners in our audience. Millions of young Americans, coming home from distant parts of the world, are bringing with them a great liking for American radio and radio entertainers. As they join the ranks of the regular audience, they offer broadcasting a fresh source of audience interest and loyalty. This is an immediate opportunity broadcasting cannot afford to ignore.

Still another opportunity lies in those parts of the world from which our young men now return. In thousands of foreign cities, towns and hamlets through which these men have passed, an eager interest in things American has been deeply implanted. Looking toward our country's future international interests, we in radio have an obligation to see that the seed thus planted is not left to wither in the ground.

It took less than two months to reveal television as radio's greatest hoped might be accomplished in a year of peacetime effort—high-definition, full-color television in the ultra-high frequencies — was achieved only 60 days after V-J Day. We, and others since ourselves, have clearly demonstrated that better pictures can be broadcast through use of wider channels in the higher frequencies. To this extent, post-war television is running well ahead of the most optimistic schedule that might have been set for it a year ago.



COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1946**

CASTING SYSTEM



C O L U M B I A

Broadcasting System, Inc.

Executives and Staff
485 Madison Avenue, New York City, N. Y.
Telephone: Wickersham 2-2000

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S. R. Dean....Assistant Treas. and Comptroller
William J. Flynn.....Assistant Comptroller
L. C. Merrick.....Assistant Comptroller
Sophie Hinze.....Cashier

Construction and Building Operations Department

G. Stanley McAllister
Director of Construction & Building Operations
C. R. Jacobs
Assistant Director & Manager of Construction
Joseph E. Werden
Manager of Building Service Operations
James R. Stevens
Manager of Theatre Operations
Walter Weiler....Manager of Internal Security
Roland Young
Supervisor of Repair and Replacement Unit

Copyright Department

Jan Schimek
Director of Copyright & Asso. Dir. of Editing
W. Clark Harrington
Supervisor, Music Clearance Division

General Engineering Department

William B. Lodge..Director of Gen. Engineering
A. B. Chamberlain.....Chief Engineer
J. W. Wright.....Chief Radio Engineer
H. A. Chinn.....Chief Audio Engineer

Engineering Research and Development Department

Peter C. Goldmark.....Director
John H. Martin.....Executive Assistant

Legal Department

Julius Brauner.....General Attorney
Howard L. Hausman.....Attorney

Network Sales Department

William C. Gittinger...V.P. in Charge of Sales
Douglas Coulter
V-P and Dir. of Com. Program Development
John J. Karol.....Sales Manager
William J. Fagan.....Administrative Manager
Allyn Jay Marsh.....Assistant Sales Manager
Charles H. Smith.....Market Research Counsel
Charles E. Midgley, Jr....Sales Service Manager
Nicholas Keesely....Manager of Program Sales
Chicago Office Network Sales, 410 North Michigan

W. Donald Roberts.....Western Manager
Detroit Office Network Sales, Fisher Building
Joseph Spadea.....Manager

Program Department

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Vice President and Director of Programs
William Fineshriber...Asst. Director of Programs
R. S. Langham.....Coordinator of Broadcasts

General

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Supervisor of Serious Music Programs
Larry Puck.....Supervisor of Popular Music
Programs and Talent Scout
Marjorie Morrow.....Casting Director
Lucile Singleton...Director of Vocal Auditions
and Manager of Script and Record Library
Frances Farmer Wilder

Consultant on Daytime Programs
Ted Husing.....Director of Sports Broadcasts

Program Writing Division

Robert J. Landry...Director of Program Writing

Program Operations Department

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I. S. Becker.....Assistant Director of Operations
R. R. Ray...Assistant to Director of Operations
Emily Newman...Asst. to Director of Operations

Music Library Division

Julius Mattfield.....Director of Music Library

Network Operations Division

Horace Guillotte...Mgr. of Network Operations

Program Typing Division

Harriet Hess...Supervisor of Program Typing

Sound Effects Division

Walter R. Pierson
Manager of Sound Effects Division
Davidson Vorhes.....Assistant Manager

Technical Operations Division

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Director of Technical Operations
R. G. Thompson
Manager of Technical Operations, Eastern Div.

Traffic Division

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Commercial Engineer in Charge of Traffic
A. H. Petersen.....Traffic Manager

Public Affairs Department

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Paul W. White....Director of News Broadcasts
Wells Church

Assistant Director of News Broadcasts
Wm. J. Slocum, Jr....Director of Special Events

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Robert Hudson...Associate Director of Education
Leon Levine....Assistant Director of Education
Helen Sioussat.....Director of Talks
Elinor Inman...Director of Religious Broadcasts

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Arthur Perles.....Assistant Director
Michael Boscia.....Manager of Operations
Charles F. Pekor, Jr...Assistant to the Director
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Anne Harding....Manager of Service Division
Corinne Martin.....Trade News Editor

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John E. Forsander.....Purchasing Agent

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H. A. Carlborg.....Eastern Sales Manager
New York
Wilbur S. Edwards...Western Sales Manager
Chicago
John Brumbach...Representative, San Francisco
H. H. Holtzhouser...Southern Sales Manager
Atlanta
Carter Ringlep.....Representative, St. Louis
Meredith Pratt...Representative, Los Angeles
Richard Hess....Supervisor of Research for
C-O Stations & Radio Sales

Research Department

Elmo C. Wilson.....Director of Research
Oscar Katz.....Associate Director of Research
Edward Reeve.....Chief Statistician

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William C. Ackerman
Director of CBS Reference Department
Stanford Mirkin
Manager of Program Research Division
Agnes Law.....Librarian

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John Fox.....Manager of Production
Thomas D. Connolly
Director of Program Promotion
Louis Hausman...Manager of Presentation Division
Harry O'Brien.....Art Director
Dick Dorrance...Director of Promotion Service
for C-O Stations & Radio Sales

Station Administration Department

Howard S. Meighan
Director of Station Administration

Station Relations Department

H. V. Akerberg....Vice President in Charge
of Station Relations
J. Kelly Smith...Director of Station Relations
William A. Schudt, Jr...Eastern Division Manager
Chicago Office, Station Relations
410 North Michigan Avenue
Ralph S. Hatcher...Central Division Manager
Los Angeles Office, Station Relations
Columbia Square
Edwin Buckalew...Western Division Manager

Television Department

Lawrence W. Lowman
Vice President in Charge of Television
Worthington Miner
Manager of Television Department
George Moscovics.....Commercial Manager
Ben Feiner, Jr.....Assistant Program Director
James Kane.....Manager of Press Information
for Television

New York City

WABC and WABC-FM, 485 MADISON AVE.
Arthur Hull Hayes.....General Manager
G. Richard Swift.....Program Director
John Field, Jr.....Sales Manager
Henry Grossman.....Chief Engineer
Jules Dundes.....Sales Promotion Manager
J. E. Doyle.....Director of Special Events

BOSTON—WEEI

182 Tremont Street
Harold E. Fellows...Manager of New England
Operations for CBS and Gen. Mgr. of WEEI
Kingsley F. Horton..Assistant Manager-Director
of Programs and Sales
Walter Stiles, Jr....Director of Engineering,
Sound and Transcriptions
John J. Murray.....Manager of Accounting,
Personnel and Purchasing
Raymond G. Giradin...Production Manager and
Assistant Program Director
Marie Houlahan...Director of Press Information
Guy C. Cunningham..Director of Sales Promotion
H. Roy Marks.....Assistant Sales Manager

CHICAGO—WBBM and WBBM-FM

410 North Michigan Avenue
H. Leslie Atlass...Vice President in Charge
of Central Division and Gen. Mgr. of WBBM
Frank Falknor.....Assistant General Manager
Walter Preston.....Act. Dir. of Program Dept.
Urban Johnson.....Chief Sound Technician
G. V. Sherman.....Chief Engineer of WBBM
J. V. McLoughlin
Accountant, Office of Personnel Manager
Everett Holles.....News Editor
Thomas R. Rooney...Sales Promotion Manager
Erwin H. Shomo.....Sales Manager
George T. Case....Assistant Program Director
Don E. Kelley.....Assistant to Executives
MINNEAPOLIS—ST. PAUL—WCCO
625 Second Avenue, South.
Austin E. Joscelyn.....General Manager
Eugene B. Wilkey.....Program Director
J. J. Beloungy.....Chief Engineer
Thomas Dawson.....Sales Manager

Mary Doherty.....Accountant
Carl Small Ward...Manager of Sales Promotion
and Director of Press Information

LOS ANGELES—KNX Columbia Square

D. W. Thornburgh...Vice President in Charge
of Western Division and Gen Mgr. of KNX
Harry W. Witt...Assistant General Manager
Charles D. Ryder, Jr....Manager of Accounting,
Personnel and Purchasing
Lester Bowman.....Mgr. of Tech. Operations
Western Division and and Chief Eng. of KNK
Clinton Jones.....News Editor
Hal Hudson.....Western Program Director
Charles Vanda.....Program Director
Lloyd Brownfield...Director of Press Information
Ralph W. Taylor...Manager of Sales Promotion
Chet Huntley
Director of Special Features and Public Events
J. Archie Morton.....Sales Manager, KNX
Ben Paley.....Production Manager
Charles E. Morin
Sales Manager, Columbia Pacific Network
George W. Allen
Program Director, Columbia Pacific Network

SAN FRANCISCO OFFICE

Palace Hotel
Wayne Steffner.....Manager

ST. LOUIS—KMOX

401 South Twelfth Blvd.
Wendell B. Campbell.....General Manager
Jerry Hoekstra...Assistant to General Manager
Harry Harvey.....Chief Engineer
David Sutton.....General Sales Manager
J. Soulard Johnson.....Local Sales Manager
Jack Sexton.....Program Director
Robert F. DeVoe.....Supervisor of Accounting,
Personnel and Office
David Moore.....Director of Press Information
Carrington W. Doebler
Director of Sales Promotion

WASHINGTON—WTOP

Earle Building
Earl H. Gammons..Director of Washington Office
Carl Burkland...General Manager of WTOP
Fox Case.....Assistant to the Director of the
Washington Office
Martin D. Wickett.....Program Director
Clyde Hunt.....Chief Engineer
Carl Gebuhr.....Publicity
Robert S. Wood...Director of Public Events
Maurice Mitchell.....Sales Manager
Roy Passman...Director of Program Operations

Stations Owned and Operated by

COLUMBIA BROADCASTING SYSTEM

WABC, New York
WBBM, Chicago
WCCO, Minneapolis-St. Paul

WTOP, Washington, D. C.
KMOX, St. Louis
KNX, Los Angeles

WEEI, Boston
WBBM-FM, Chicago

Television Stations:
WCBW, New York

FM Stations:
WABC-FM, New York

S AID President Truman in his first radio speech of the year—"1946 is our year of Decision." True of the United States as a nation, the statement is equally true of radio as an industry—but, more importantly, as a service to the people of America and the world.

It is probably no hyperbole to say that what radio does in this coming year—as well as what it fails to do—will become the yardstick wherewith people will measure broadcasting. Upon this will depend whether people look upon radio as a force for peace and advancement or merely as a Punch-and-Judy show to which people turn when, in an idle moment, they seek a little amusement and laughter.

Look at it this way. During the war, radio reached heights of service to the war fronts and the home front which earned the respect and confidence of the people: it demonstrated that, properly used, it had power to fight a war and help bring about a peace. People expect that radio, having developed such influence and technique, should continue to use its power to help the world find its way out of the darkness that presently engulfs it.

That expectation on the part of the public is a responsibility, one that we, if we are to be worthy of our job as broadcasters, cannot shirk. And the first step toward use of the power we possess, is the realization that it has a strange and inescapable parallel to atomic power. We have seen the devastation which can be wrought by atomic power and by the power of broadcasting—when misused. We have yet to know what atomic energy can do for the benefit of mankind. By the same token, we do not yet know to what extent radio—properly used—can advance the good of mankind. Our first responsibility is to find out.

Suppose we assume that radio is to be used to promote peace—which, let us say, translates, in practical terms, to informing and enlightening radio's listeners the world over. How to start? Perhaps the first



EDGAR KOBAK
President

step is to educate ourselves. To open our minds—and our air—to the knowledge without which there can be no peace and prosperity.

Next, let us assume that only the truth will make the people free—and the world free from wars. It then behooves us to be honest with ourselves and with our listeners—to play fair with them—to present the current scene and its significance—as it is and not merely as it is viewed by partisans in the one camp or the other.

All this is a matter of programming. A matter of a new, an earnest, a searching, an humble approach to the entire question of programming. We have come far in our first twenty-five years, yes: but who knows how much farther we can go—how much farther we must go—before we shall have fulfilled our responsibility in the use of a power that is as devastating (and could be as beneficial) at atomic energy.

But programs can accomplish nothing unless they are heard—are listened to—are understood and are taken to heart.

And we get down to the regions of practical and vexing problem. How to hold the listener? Perhaps it is not the smart thing to do—to admit that there is a possibility that the public may become—nay, has become—radio-weary.

What would happen if people did really become radio-weary? You can visualize the situation as well as I. And here is where we have another responsibility—to make radio so new, so fresh, so different, so interesting that people will not readily weary of it. Until we do that—or approach it measurably—we will find that the great impact which we expect we can exercise upon the eager, hungry and groping minds of a war-weary population will merely fizzle like a V-2 dud that has buried itself in the ground.

What we broadcasters make of radio in 1946 is in our hands—in our heads—in our hearts. This is the year of decision for us.



MUTUAL BROADCAST



**NETWORK FACILITIES
AS OF FEB. 1, 1946**



MUTUAL



Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

Executive Personnel

Officers

Alfred J. McCosker
New York, Chairman of the Board

Edgar Kobak.....New York, President

J. E. Campeau.....Detroit, Vice-President

Robert D. Swezey
New York, Vice-President
and General Manager

Philips Carlin.....New York, Vice-President
in Charge of Programs

Z. C. Barnes.....New York, Vice-President
in Charge of Sales

Carl Haverlin.....New York, Vice-President
in Charge of Station Relations

Robert A. Schmid....New York, Vice-President
in Charge of Advertising, Promotion
and Research

E. M. Antrim.....Chicago, Secretary

J. E. Wallen.....New York, Treasurer

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E. M. AntrimWGN, Chicago

Willet H. Brown.....Don Lee, Hollywood

J. E. Campeau.....CKLW, Detroit

Chesser CampbellWGN, Chicago

H. K. CarpenterWHK, Cleveland

Benedict Gimbel, Jr.....WIP, Philadelphia

Alfred J. McCosker
WOR, New York, Chairman

John Shepard III....Yankee Network, Boston

Theodore C. Streibert.....WOR, New York

Lewis Allen Weiss.....Done Lee, Hollywood

Executive Committee

Edgar Kobak.....MBS, New York

Chesser CampbellWGN, Chicago

H. K. Carpenter.....WBK, Cleveland

John Shepard III....Yankee Network, Boston

Theodore C. Streibert.....WOR, New York

Lewis Allen Weiss.....Don Lee, Hollywood

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak.....President

Robert D. Swezey
Vice-President and General Manager

Jesse Thompson.....Policy Co-ordinator

Accounting Department

James E. Wallen.....Controller

George Ruppel.....Asst. Controller

George Westby.....Budget Director

Legal Staff

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Andrew C. Hamilton.....Chicago

Emanuel Dannett.....New York

Engineering Department

Esterly Chase Page....Director of Engineering

E. M. Johnson
Chief Plans and Allocations Engineer

Program Department

Phillips Carlin
Vice-President in Charge of Programs

Adolph Opfinger.....Program Director

Robert Novak
Director of Talent and Program Development

Idella Grindlay Kampf.....Assistant Director

Bertram Hauser...Cooperative Program Director

Edwin T. Otis...Commercial Program Supervisor

Harold Wagner...Assistant Program Manager

H. L. Fishel.....Script Editor

Herbert Rice.....Creative Producer

Dorothy Ann Kemble
Director of Continuity Acceptance

Frank Chase.....In Charge of Program Sales

Elsie Dick.....Director of Women's Activities

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A. A. Schechter
Director of News and Special Events
Tom Slater.....Manager of Special Events
Paul Jonas
Assistant Manager of Special Events
Milton Burgh.....Manager of News Division
Floyd Mack.....Manager, Operations
John Newhouse.....Day Program Supervisor
Hugo Seiler.....Night Program Supervisor
John Thornton
Manager of Overseas Operation

Washington Staff

Albert L. Warner.....Director of News Activities
Charter Heslep.....Administrative Head
Alexandra Roudybush
Administrative Assistant
William Hillman.....Commentator
Jack Paige {
Karl Bates {Presidential Announcers

Sales Department

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Duncan R. Buckham...Eastern Sales Manager
E. P. H. James...Manager of Sales Operations
Torrence Danley
Manager of National Sales Service
Frank Kizis.....Eastern Service Manager
George M. Benson....Division Sales Manager

Sales Promotion and Research Department

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Peter Zanphir.....Assistant Director
Harold Coulter
Manager of Audience Promotion
Richard Puff.....Manager of Research
Arnold Roston.....Art Director
Richard Redmond....Advertising Director

Foreign Correspondent for Mutual Broadcasting System

Robert F. Allen.....Mexico City
Don Bell.....Tokyo
Bob Brumby...In U. S. (awaiting assignment)
Owen Cunningham.....Honolulu
Gerald Dougherty.....Buenos Aires
Sidney Fine.....Moscow
Arthur Gaeth.....Balkans
Ted Hoskins.....Cairo
Berger Jacobsen.....Sweden

Publicity Department

Jim O'Byron.....Publicity Director
Francis X. Zuzulo
Assistant Director and Trade News Editor
John Stedman...Magazine Syndicate Editor
John Skinner.....News Editor
Bob Wilson.....Exploitation Director
Geraldine Foster.....Photo Editor
Carl Oswald.....Travelling Representative
Norma Roberts.....Music Editor

Station Relations Department

Carl Haverlin
Vice-President in Charge of Station Relations
Charles Godwin....Assistant to Mr. Haverlin
Leslie L. Learned
Manager of Engineering Traffic
Lewis Tower.....Station Traffic Supervisor
Dorothy Driscoll...Manager of Station Traffic
Paul Hancock.....Statistician
Robert W. Carpenter
Field Representative (Southwest Division)
Harry Le Brun
Field Representative (Southeast Division)

Chicago Staff

Adolph Hult.....Vice-President in Charge of Midwest Operations
Carroll Marts.....Assistant to Vice-President
Gilbert McClelland..Sales Promotion Manager
James Mahoney.....Manager of Western Division-Station Relations
George P. Herro.....Publicity Director
Myrtle Goulet.....Station Traffic Supervisor

Detroit Staff

Penabscot Bldg.
Herbert Faust.....Central Division Manager

Pittsburgh Office

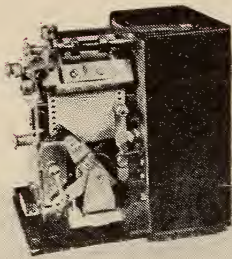
William Penn Hotel
Richard Bachman.....Sales Representative

NOW

more information

about listening in the **WLW Merchandise-able Area . . . more accurately measured by the**

NIELSEN RADIO INDEX



What is this . . .

NIELSEN RADIO INDEX

Nielsen Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available. NRI has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

● Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising ● Recognizing this increasing need for more **FACTS**, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of Nielsen audimeters, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area ● In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening) ● And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups ● All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.



THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLLEY CORPORATION

THE start of 1946 finds radio, like every other industry, at the crossroads. Policies adopted this first year of peace will establish the pattern for many years to come. Therefore it is fitting that we pause now for a review of our position at this historic jumping off place.

The Broadcasters of the United States are now better able to serve their listeners than at any time in radio history. We have at our command the world's greatest entertainment and finest music. Radio, which during the war gave the public the "News Listening Habit" through its extensive coverage, will now provide news of the world on a scale never before envisioned. Public affairs will continue to be covered thoroughly through special public service programs with authoritative speakers representing many viewpoints.

Probably best demonstrating the past and future of news and special events are the "Army Hour" and "National Hour" programs. During the war, the "Army Hour" was the public's closest radio link to its loved ones all around the world, giving listeners up-to-the-second news of our fighting men, and describing vividly the life they led. When the "Army Hour" became a "peace casualty," NBC replaced it with the "National Hour," which is designed to dramatize vital problems of the day closest to the public's welfare. Comparative ratings show audience interest continuing on a high plane.

Our staff is constantly being strengthened by the returning stream of key men from the armed forces. Others are being encouraged to enter the radio industry through our "Welcome Home Auditions."



NILES TRAMMELL
President

The National Broadcasting Company has been planning technical as well as program advances and already some of those preparations are being set in motion. Our Engineering Department, busy with many secret projects during the war which only now are coming to light, has begun the job of modernizing facilities worn by war service.

Many wartime discoveries now are being incorporated in our regular service, with AM, FM and television all represented. We have completed plans and field surveys for post war television and FM transmitting facilities and have filed applications with the FCC for television licenses at Chicago, Los Angeles, Washington and Cleveland, and FM licenses at Washington, Chicago, Cleveland, Denver and San Francisco.

A new transmitter will be installed this year atop the Empire State Building for our television station WNBT. We will operate a network between New York and Washington in 1946, and New York and Boston in 1947. Other regional networks will be established as soon as possible. The program service also will be enlarged.

Construction of a new wing housing two audience studios was launched recently in Hollywood. Modernization of our Chicago studios is in progress. In New York's Radio City a studio incorporating many new developments in acoustical control was completed.

The National Broadcasting Company is entering with confidence what I predict will be the greatest year in broadcasting history—truly an auspicious time for NBC to mark its 20th anniversary.

NBC

NATIONAL BROAD



NETWORK FACILITIES
AS OF JAN. 1, 1946

CASTING COMPANY



NATIONAL BROADCAST CASTING COMPANY



© National Broadcast Casting Company
1101 G. St., N.W., Wash., D.C.

NATIONAL

Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

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Bertram Cutler	James G. Harbord	De Witt Milhauser	David Sarnoff
	Niles Trammell		

Officers

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DEPARTMENTS AND DIVISIONS

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Charles Vaill,
Manager of Network Sales Promotion

Continuity Acceptance Department

J. K. Mason.....Manager

Controller's Department

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh R. McGeachie.....Assistant Controller

Engineering Department

O. B. Hanson...Vice President & Chief Engineer
George McElrath,
Manager of the Engineering Department
William A. Clarke.....Administrative Assistant
E. R. Cullen...Operations Assistant to the Manager
J. D'Agostino.....Staff Engineer
Raymond F. Guy.....Radio Facilities Engineer
C. A. Rackey...Audio & Video Facilities Engineer
R. E. Shelby...Director of Technical Development
George E. Stewart...National Recording Supervisor
F. A. Wankel.....Eastern Division Engineer
J. Wood, Jr.....Manager of Technical Services

Finance Department

John H. MacDonald,
Vice President in Charge of Finance
J. Robert Myers,
Assistant to Vice President in Charge of Finance
Charles A. Wall,
Adm. Asst. to V.-Pres. in Charge of Finance

General Service Department

Edward M. Lowell... Director of General Service
W. R. Thompson,
Supervisor of Building Maintenance Division
Leslie C. Vaughan,
Manager of Office Services Division

Guest Relations Department

William Ervin... Manager
Peter Tintle... Assistant Manager
Albert E. Walker, Asst. Mgr. of Special Activities
Robert Wogan... Assistant Manager

Information Department

Horton Heath... Director
Mrs. Irene Kuhn... Assistant Director
Anita Barnard, Mgr. of Correspondence Division

International Department

Fred Bate... Manager

Legal Department

A. L. Ashby... Vice President & General Counsel
Henry Ladner... Assistant General Counsel
Carlyle E. Yates... Assistant General Counsel
Edmund Souhami... Attorney
John P. King... Attorney
Paul B. Lynch... Attorney
Richard H. Graham... Attorney (Hollywood)
Edward J. McCrossin... Attorney (Chicago)
Wilson I. Hurt... Attorney (Denver)
Cahill, Gordon, Zachry & Reindel... Counsel
(New York & Washington)

National Spot Sales Department

James V. McConnell... Manager
Willan C. Roux... Assistant Manager
William O. Tilenius... Assistant Manager

Network Sales Department

Roy C. Witmer... Vice President in Charge
Edward R. Hitz, Asst. to Vice President in Charge
I. E. Showerman... Eastern Division Sales Manager
F. Melville Greene... Sales Service Manager
George H. Frey... Asst. Sales Manager

News and Special Events Department

William F. Brooks,
Director of News and Special Events
Francis C. McCall... Manager of Operations
Adolph Schneider... Acting Manager of Operations
Joseph O. Meyers... Assistant to the Director

Personnel Department

Ernest de la Ossa... Director of Personnel
Ashton Dunn... Manager

Ruth Hurd... Records and Research Manager
Helen Korday... Employment Manager

Planning and Development Department

William S. Hedges... Vice President in Charge
James M. Gaines... Manager
Philip I. Merryman,
Director of Facilities Development

Press Department

Sydney Eiges... Manager
Thomas E. Knode... Assistant Manager

Program Department

Clarence L. Menser... Vice President in Charge
Thomas H. Belviso, Manager of the Music Library
Frank Black... General Music Director
Thomas Riswrth,

Manager of Package Program Sales
Samuel Chotzinoff... Manager, Music Division
Patrick J. Kelly... Supervisor of Announcing
Frederick Knopfke... Supervisor of Sound Effects
William Stern... Director of Sports
Thomas McCray... Eastern Program Manager
Richard P. McDonagh... Manager, Script Division
de Lancey Provost,

Assistant to Program Manager of WFAF
Arch Robb... Night Program Manager
Fred Shawn... Administrative Assistant
Grace H. Sniffin... Supervisor Business Office
Wynn Wright... National Production Manager
Public Service Department
James Rowland Angell... Public Service Counselor
Dwight B. Herrick... Manager
Margaret Cuthbert,

Director of Programs for Women & Children
Sterling Fisher, Assistant Public Service Counselor
Mrs. Doris Corwith... Assistant to the Manager
Jane T. Wagner... Director of Home Economics
Gilbert C. Chase,
Specialist, Latin-American Music & Literature

Radio Recording Department

C. Lloyd Egner... Vice President in Charge
Robert W. Freidheim... Manager
Henry P. Hayes,

Assistant to Vice President & Business Manager
Norman Cloutier, Manager of Thesaurus Programs
Charles G. Hicks, Jr., Recording Sales Manager
Willis B. Parsons,

Thesaurus & Syndicated Sales Manager
William Seth... Director of Sales Promotion
George C. Stevens... Office Manager
H. H. Wood... Program Manager

Research Department

Hugh M. Beville... Director
Barry T. Rumble... Manager

Stations Department

Easton C. Woolley... Director

Stations Relations Department

Sheldon B. Hickox, Jr., Manager

Traffic Department

Harry A. Woodman.....Traffic Manager

Television Department

John F. Royal.....Vice President in Charge
Noran Kersta.....Manager
N. Ray Kelly,
 Manager, Program Production Facilities
Reynold Kraft.....Sales Manager
Warren Wade,
 Executive Director, Program Division
John T. Williams.....Business Manager

Transportation Department

Marie F. Dolan.....Manager

Treasurers Department

Rudolph J. Teichner.....Treasurer
William D. Blxham.....Purchasing Agent
William A. Williams..Assistant to the Treasurer

Operated Stations

STATION MANAGERS

Vernon H. Pribble..Manager of Station WTAM
Lloyd E. Yoder.....Manager of Station KOA
John W. Elwood.....Manager of Station KPO
Carleton D. Smith...Manager of Station WRC

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.
Tel.—Superior 8300

Harry C. Kopf,
 V. Pres. & Gen. Mgr. of the Central Division
Oliver Morton....National Spot Sales Manager
Emmons C. Carlson,
 Sales Promotion & Advertising Manager
Frank E. Chizzini...Manager of Radio Recording
Henry D. Livezey...Manager of Guest Relations
Eric Danielson.....Program Traffic Supervisor
Robert M. Guilbert..Continuity Acceptance Editor
William Drips.....Director of Agriculture
Everett G. Mitchell,
 Director of Agriculture for Station WMAQ
Jules Herbeuveaux.....Program Manager
Frederick A. Jacobson, Jr..Production Manager
A. W. Kaney.....Stations Relations Department
Howard C. Luttgens,
 Central Division Chief Engineer
Paul McCluer.....Sales Manager
Edward J. McCrossin.....Attorney
William J. Murphy.....Script Editor
William B. Ray,
 Manager, News and Special Events
Jack Ryan.....Manager of Press Relations
Judith C. Waller.....Director of Public Service
John F. Whalley.....Business Manager

Western Division—

Hollywood

Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161

Sidney N. Strotz.....Vice President in Charge
Joseph J. Alvin..Manager News & Special Events
Frank A. Berend.....Sales Manager
Harold J. Bock,
 Mgr. of Press Dept. & Dir. of Pub. Rel.
Frank V. Dellett.....Auditor
Frank E. Ford,
 Manager, Sales Promotion Department
Lewis S. Frost,
 Asst. to V. Pres & Western Div. Program Mgr.
Paul B. Gale.....Traffic Supervisor
Donald Honrath,
 Manager, Continuity Acceptance Department
Robert E. Howard,
 Manager, National Spot Sales Department
Henry C. Maas,
 Manager of Sales and Program Traffic
Jennings Pierce,
 Director of Public Service & Mgr. of Sta. Rel.
Alex S. Robb.....Manager of Package Sales
A. H. Saxton..Chief Engineer, Western Division
Donn B. Tatum.....Attorney
Oscar C. Turner,
 Manager, Radio Recording Department

Washington, D. C.

724 14th Street N.W., Washington, D. C.
Phone—Republic 4000

Frank M. Russell.....Vice President in Charge
Carleton D. Smith.....Manager WRC
R. G. Goldenstroth.....Auditor
Albert E. Johnson.....Engineer in Charge
William McAndrew,
 Director, News and Special Events
George Wheeler.....Assistant to Manager
Mahlon Glascock.....Sales Manager
Ward Hubbard,
 Manager, Radio-Recording Department

Foreign Representatives

ENGLAND

Stanley Richardson.....Manager, London Office
43 Berkeley Square, London, England
Tel. Grosvenor 3150, Grosvenor 1905
NBC Stations Planning and Advisory Committee

NBC STATIONS PLANNING AND ADVISORY COMMITTEE

Clair McCollough.....WGAL, Lancaster, Pa.
G. Richard Shafto.....WIS, Columbia, S. C.
Nathan Lord.....WAVE, Louisville
Harold Wheelahan.....WSMB, New Orleans
Stanley E. Hubbard.....KSTP, St. Paul
Edgar T. Bell.....WKY, Oklahoma City
Richard O. Lewis.....KTAR, Phoenix, Ariz.
Arden X. Pangborn.....KGW, Portland, Ore.

NBC Foreign Correspondents

Henry Cassidy, Edwin Haaker, Romney Wheeler,
London
Paul Archinard, Paris
Robert Magidoff, Eddie Gilmore, Daniel DeLuce,
Moscow
Roy Porter, Berlin
Frank O'Brien, Cairo
Guthrie Janssen, Philippines
James M. Wahl, Hawaii

Calvin Hirsh, William Shaplen, China
Sven Norberg, Stockholm
A. D. Bramstedt, Fairbanks
George Thomas Folster, Japan
Harwood Hull, Jr., Puerto Rico
Max Jordan, Berne
Donald L. Ferguson (Rio de Janeiro), Leon
Hochstetter (Buenos Aires), South America
Peter Brennan, Panama

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 865



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOnacre 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Naylor Rogers
Vice-President Mort Adams
Vice-President Arthur Wolf
Vice-President William Wolf
Secretary-Treasurer Sidney J. Wolf
Assistant Treasurer Joseph Bayer

Offices

New York

580 Fifth Avenue
Phone, LOnacre 3-2221

General Manager Michael M. Sillerman
Director of Station Relations Mort Adams
Manager of Station Relations . . . James P. Lappin
Sales & Promotion Consultant . . . Alvin Austin
Director Promotion-Research Calvin Fox
Office Manager Rosita Seale
Account Executive Albert F. Dykes
Account Executive Noel A. Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer Sidney J. Wolf
Accountant Elizabeth M. Mueller
Western Sales Manager Naylor Rogers

Hollywood

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hollywood 5338

Program Director Elaine N. Gonda
Pacific Coast Sales Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.

REGIONAL NETWORKS

Arizona Broadcasting System

(ABC Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

Manager Dick Lewis
Commercial Manager Bill Harvey
Promotion Manager Arnold LaBenz

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,
Yuma; KGLU, Safford; KWJB, Globe; KYCA,
Prescott.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

★

The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager Albert D. Johnson
Program Manager J. R. Williams
Commercial Manager John L. Hogg
KTUC Manager Lee Little
KSUN Manager Dave Karbach

STATIONS

KTUC; Tucson; KSUN, Bisbee-Douglas-
Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth, Minn.

Phone, Melrose 2873

PERSONNEL

General Manager W. C. Bridges
Director of Operations H. E. Westmoreland
Promotion Manager H. H. Sonnenburg
WMFG Manager Harry Hyett
WHLB Manager Greg Rouleau
WEAU Manager Clyde Riddle
WJMC Manager Leonard Anderson

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,
Minn.; WHLB, Virginia, Minn.; WEAU, Eau
Claire; WJMC, Rice Lake.

REPRESENTATIVE

George P. Hollingbery Co.

Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 3-0747

PERSONNEL

President Harold H. Meyer
Director Glover DeLaney
Director G. J. Morey
Director Richard Davis
Director Sam Elman
Director Levon Thomas

STATIONS

WNAB, Bridgeport; WATR, Waterbury;
WSRR, Stamford; WNLC, New London; WELL,
New Haven; WTHT, Hartford.

REPRESENTATIVES

Helen Wood, New York

Bertha Bannan (Boston)

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

PERSONNEL

President Thomas S. Lee
Vice-President & General Manager
..... Lewis Allen Weiss
Vice-President & Asst. General Manager
..... Willet H. Brown
Secretary-Treasurer A. M. Quinn
General Sales Manager Sydney Gaynor
Asst. Gen. Sales Manager Henry Kerstenkorn
Program Director Pat Campbell
Production Director William Randol
Continuity Acceptance Dir. William Williams
News & Special Features Dir. Les Mawhinney
Chief Supervisor Tony La Frano
Dir. of Station Relations Pat Campbell
Publicity Director Harriet Crouse

STATIONS

NORTHERN CALIFORNIA: KFRC, San Fran-
cisco; KHSL, Chico; KIEM, Eureka; KFRE,
Fresno; KMYC, Marysville; KYOS, Merced;
KDON, Monterey; KVCV, Redding and KXOA,
Sacramento.



*"This is the **CONNECTICUT STATE NETWORK...**"*



WSRR WYAB WELI WATR WTHT WNLC

SOUTHERN CALIFORNIA: KHJ, Los Angeles; KXO, El Centro; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KCOK, Tulare-Visalia.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath Falls, KRNR, Roseburg and KSLM, Salem.

WASHINGTON: KOL, Seattle; KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla and KIT, Yakima.

IDAHO: KRLC, Lewiston; KWAL, Wallace.

NATIONAL REPRESENTATIVE
John Blair & Co.

★

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

Associate Manager (WGST).....Frank Gaither
General Manager (WTOC).....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE
The Katz Agency

★

Intermountain Network

248 S. Main St., Salt Lake City, Utah
Phone: 4-1843

President.....A. L. Glasman
General Manager.....George C. Hatch
General Sales Manager.....Lynn L. Meyer
Engineering Director.....D'Orr Cozzens

STATIONS

KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho and KVRS, Rock Springs, Wyo.

REPRESENTATIVE
Adams J. Young, Jr., Inc.

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....John Wahlstedt
EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Bob Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)
Riverside 5663

PERSONNEL

Chairman of Operating Committee. O. L. Taylor
Managing Director.....Clyde B. Melville

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; K TSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

NATIONAL REPRESENTATIVES
Taylor-Howe-Snowden Radio Sales

★

Maryland All-Home Network

10 East North Ave., Baltimore 2, Md.
Phone: Mulberry 1300

PERSONNEL

Director of Nat'l Sales... Andrew H. Hilgartner
Director of Local Sales.....William S. Pirie

STATIONS

WFBR, Baltimore, Md.; WBOC, Salisbury, Md.; WFJE, Hagerstown, Md.

NATIONAL REPRESENTATIVES
John Blair & Co.

★

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5259

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Director.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co., Radio Advertising Co.

★

Michigan Radio Network

Operated by King-Trendle Broadcasting Corp.
Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
General Manager.....H. Allen Campbell
Adv. & Sales Prom. Mgr... Wm. J. Hendricks, Jr.
Commercial Manager.....James G. Riddell

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saule Ste. Marie; WKBZ, Muskegon.

REPRESENTATIVE
Paul H. Raymer Co.

McClatchy Beeline

708 Eye St., Sacramento 4, Cal.
Phone: Sacramento 25011

PERSONNEL

President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street
Program Director.....John J. Grollier
Promotion Director.....Evert S. Peterson
Agricultural Editor.....Hamilton L. Hintz
Technical Director.....Norman Webster

STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.;
KFBK, Sacramento, Cal.; KWG, Stockton, Cal.;
KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer Company



Mississippi Valley Network

E-6622 First National Bank Bldg., St. Paul,
Minn.
Phone: Cedar 8579

PERSONNEL

Chairman of Board.....John W. Boler
President.....Howard S. Johnson
Vice President-Gen. Mgr.....Donn Clayton
Vice President-Sales.....William J. Kutsch
Western Div. Sales Mgr.....William E. Ware
Assistant to Vice President....Harland Ohde
Controller.....Florence Tibeau

BRANCH OFFICES

360 N. Michigan Ave., Chicago 1, Ill. Phone.
Central 4894, William J. Kutsch, Vice President.
Empire State Building, New York 1, N. Y.,
Phone LOnacre 3-4374, William J. Kutsch,
Vice President. Rand Tower, Minneapolis,
Minn., Harland Ohde, Assistant to Vice Presi-
dent.

STATIONS

North Central Broadcasting System, Inc.,
operators of Mississippi Valley Network. 76
affiliated stations located within twelve mid-
western states. For station lists, contact North
Central Broadcasting Systems, Inc.



New England Regional Network

26 Grove St., Hartford, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
Lee B. Wailes, John J. Boyle, Wm. H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.;
WJAR, Providence, R. I.; WLBZ, Bangor, Me.;
WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

North Central Broadcasting System, Inc.

E-622 First National Bank Bldg., St. Paul, Minn.
Phone: Cedar 8579
See Mississippi Valley Network.



Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
Supervisor of Stations.....Jack M. Davidson
Chief Engineer.....George McCurdy
Manager (CKGB).....H. Freeman
Manager (CJKL).....C. Chambers
Manager (CFCH).....Cliff Pickrem
Manager (CHEX).....H. Cooke
Manager (CKWS).....Roy Hoff

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake,
Ont.; CFCH, North Bay, Ont.; associated with
CKWS, Kingston, Ont.; and CHEX, Peterbor-
ough, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Phone: E.L. 1165
Manager.....R. H. Thomson
1010 University Tower, Montreal, Quebec
Phone: H.A. 3051
Manager.....R. A. Leslie



Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511
Sales Office: c/o KSTP, Radio City, Minne-
apolis 2, Minn.
Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key sta-
tion); WEBC, Duluth, Minn.; KYSM, Mankato,
Minn.; WMFG, Hibbing, Minn.; WHLB, Vir-
ginia, Minn.; KROC, Rochester, Minn.; KFAM,
St. Cloud, Minn.; KFYZ, Bismarck, N. D.;
WDAY, Fargo, N. D.; WEAU, Eau Claire,
Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE
Edward Petry & Co.



The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales



Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone: 2-3291

PERSONNEL

General Manager (KOMA).....Kenyon Brown
Sales Prom. Mgr.....Webster L. Benham, Jr.
Dir. of Programs & News.....Bill Bryan
Chief Engineer.....M. W. Thomas
Production Manager.....Paul Buening

STATIONS

KOMA, Oklahoma City; KTUL, Tulsa; KWFT, Wichita Falls, Texas.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.



The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
Phone Locust 7700

PERSONNEL

General Manager.....Leon Levy
Asst. Manager.....P. J. Sharkey
Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBl, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).



Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBl, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....Fred Ohl



Southern Minnesota Network

101 N. Second St., Mankato, Minn.
Phone 4673

PERSONNEL

Sales Manager.....John F. Meagher
KYSM Manager.....John F. Meagher
KROC Manager.....L. A. Mair
KATE Manager.....Ed. L. Hayek
WKNO Manager.....L. L. McCurnin
KWLM Manager.....H. W. Linder

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company



Tennessee Valley Regional Network

Knoxville, Tenn.

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York-Chicago)
Harry E. Cummings (Jacksonville, Fla.)

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
 Manager (WBAP).....George Cranston
 Manager (WOAI).....Hugh A. L. Halft
 Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2;
 WOAI, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network

1201 West Lancaster Ave., Fort Worth 1, Texas
 Phone: 3-9363

PERSONNEL

President.....Gene L. Cagle
 General Manager.....Gene L. Cagle
 Assistant General Manager...Frances Griffith
 Program Director.....Russ Lamb
 Chief Accountant.....D. C. Hornburg
 Traffic Manager.....Forrest Clough
 Merchandising Director.....L. R. Duffy
 Chief Engineer.....Truett Kimzey
 Musical Director.....Frances Kay

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHH, Houston.

NATIONAL REPRESENTATIVE

Weed & Co.

★

The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
 Phone 6411

PERSONNEL

President.....Louis N. Howard, WHIT
 Secretary.....Harry Bright, WGBR
 Treasurer.....Allen Wannamaker, WGTM
 Program Director.....Ray Reeve
 Sales Manager....Philip F. Whitten, Raleigh
 Vice-President.....B. S. Hodges, Jr., WGTG

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.; WJNC, Jacksonville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
 Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
 Traffic Manager.....Catherine Gleason
 Engineer.....John Orth

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE

Philip P. Allen

★

West Virginia Network

CHARLESTON BROADCASTING CO.

1016 Lee St., Charleston, W. Va.
 Phone: 28-131

PERSONNEL

President.....John A. Kennedy
 Managing Director & V.P...Howard L. Chernoff
 Sales Manager.....Howard L. Chernoff
 Promotion Manager.....John Sinclair
 Program Director.....Berton Sonis
 Musical Director.....Leah Sloman
 Technical Supervisor.....Odes Robinson
 WBLK Manager.....George Blackwell
 WPAR Manager.....George Clinton
 WSAZ Manager.....Marshall Rosene
 WCHS Manager.....Howard L. Chernoff

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington. FM applications filed for these stations.

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Nash Building
 Wisconsin Rapids, Wisc.
 Phone: 90

PERSONNEL

President.....W. F. Huffman

REGIONAL NETWORKS

V.P. & Managing Dir.....Don C. Wirth
 Traffic Manager.....Geo. T. Frechette
 (Address all communications to Don. C. Wirth)

STATIONS

Basic Stations: WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc; WKBH, La Crosse; WDSM, Superior.



The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.
 Phone: 6-5461

President.....Roy C. Kelley
 Gen. Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron, WATT, Cadillac, Mich.; WKBZ, Muskegon; WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Ecanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBK, Detroit, Mich.; WATW, Ashland, Wis.



The Yankee Network

21 Brookline Ave., Boston 15, Mass.
 Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
 John Shepard 3rd
 President.....William O'Neil
 Executive Vice-President.....Linus Travers
 Vice-President.....George W. Steffy
 Controller.....Robert F. Ide
 Assistant Controller.....Howard F. Wright
 Station Relations.....Barbara Sprague
 Sales Executive.....Gordon Jenkins
 Editor, Yankee Network News Service,
 Leland Bickford
 Director of Promotion.....James S. Powers
 Director of Merchandising.....Arthur Lathrop

Director of Publicity.....Phyllis Doherty
 Director of Special Events.....Lester Smith
 Chief Engineer.....Irving Robinson
 Program Director.....George W. Steffy

EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard
 3rd, Vice-Chairman; James W. Haggerty.

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen;
 Samuel Smith Poor; James W. Haggerty; John
 Shepard 3rd; Henry Linus Travers; Frank
 Knowlton.

STATIONS

WNAC, Boston; WHTD, Hartford; WEAN,
 Providence; WAAB, Worcester; WICC, Bridge-
 port; WCSH, Portland; WLBZ, Bangor; WFEA,
 Manchester; WSAR, Fall River; WHEB, Ports-
 mouth, N. H.; WLLH, Lowell and Lawrence;
 WLNH, Laconia; WRDO, Augusta; WNLC, New
 London; WHAI, Greenfield; WCOU, Lewiston
 and Auburn; WBRK, Pittsfield; WSYB, Rutland,
 Vt.; WATR, Waterbury, Conn.; WEIM, Fitch-
 burg; WHYH, Holyoke.

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
 Phone: Worcester 2-5611
 WAAB Manager.....H. Wm. Koster
 Crown Hotel, Providence 2, R. I.
 Phone: DEXter 1500
 WEAN Supervisor.....Malcolm Parker
 Hotel Stratfield, Bridgeport 1, Conn.
 Phone: Bridgeport 6-1121
 WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



Z Net

P. O. Box 1956, Butte, Montana
 Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.

WEST COAST REPRESENTATIVE

Pacific Northwest Broadcasters

They said it couldn't be done!

In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing—within reach of WQXR's signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.


Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR's daily schedule.

WQXR complied with a program booklet which still sells for 10¢ a copy or \$1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We'd like to tell you more about WQXR. Write today for your copy of our "Program Booklet Circulation Report" and the folder giving the results of a study of "Regular Listening to New York Radio Stations."

WQXR AND FM STATION WQXQ
730 FIFTH AVENUE, NEW YORK 19, N. Y.

The Radio Stations of The New York Times



STATIONS

Alphabetical Listing

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*U. S. Standard Stations
Indexed by Call Letters—
Power and Frequency*

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*Stations Alphabetically
Listed by States — Personnel
Other Detailed Information*

Index Of The Standard Stations Of The United States

Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	1450	250	599
KABR	Aberdeen, S. D.	1420	5000	578
KADA	Ada, Okla.	1230	250	540
KALB	Alexandria, La.	580	1000	414
KALE	Portland, Ore.	1330	5000	548
KALL	Salt Lake City, Utah	910	1000	604
KAMD	Camden, Ark.	1450	250 C.P.	318
KAND	Corsicana, Texas	1340	250	589
KANS	Wichita, Kans.	1240	250	409
KAPT	North Little Rock, Ark.	1450	250 C.P.	320
KARK	Little Rock, Ark.	920	5000	319
KARM	Fresno, Calif.	1430	5000	324
KASA	Elk City, Okla.	1240	100	540
KAST	Astoria, Ore.	1230	250	545
KATE	Albert Lea, Minn.	1450	250	451
KAVE	Carlsbad, N. M.	1240	250	480
KBIX	Muskogee, Okla.	1490	250	541
KBIZ	Ottumwa, Iowa	1240	250	399
KBKR	Baker, Ore.	1490	250	545
KBND	Bend, Ore.	1340	250	545
KBNE	Boulder City, Nev.	1450	250	475
KBON	Omaha, Neb.	1490	250	474
KBFS	Portland, Ore.	1450	100	548
KBST	Big Spring, Texas	1490	100	588
KBTM	Jonesboro, Ark.	1230	250	319
KBUR	Burlington, Iowa	1490	250	395
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	588
KCKN	Kansas City, Kans.	1340	250	405
KCMC	Texarkana, Texas	1230	250	601
KCMJ	Palm Springs, Calif.	1340	250	333
KCMO	Kansas City, Mo.	1480	1000	463
KCOK	Tulare, Calif.	1240	250	341
KCOR	San Antonio, Texas	1350	1000 C.P.	599
KCOW	Ellensburg, Wash.	1240	250 C.P.	612
KCRA	Sacramento, Calif.	1340	250	334
KCRC	Enid, Okla.	1390	1000	540
KCRS	Midland, Texas	1230	250	597
KDAL	Duluth, Minn.	610	1000	451
KDB	Santa Barbara, Calif.	1490	250	339
KDFN	Casper, Wyo.	1470	1000	627

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KDKA	Pittsburgh, Pa.	1020	50000	565
KDLR	Devils Lake, N. D.	1240	250	523
KDNT	Denton, Texas	1450	250	591
KDON	Monterey, Calif.	1240	250	331
KDRO	Sedalia, Mo.	1490	250	468
KDTH	Dubuque, Iowa	1370	1000	398
KDYL	Salt Lake City, Utah	1320	5000	605
KECA	Los Angeles, Calif.	790	5000	325
KELA	Centralia-Chehalis, Wash.	1470	1000	612
KELD	El Dorado, Ark.	1400	250	318
KELO	Sioux Falls, S. D.	1230	250	579
KENO	Las Vegas, Nev.	1400	250	475
KERN	Bakersfield, Calif.	1410	1000	323
KEVR	Seattle, Wash.	1090	250	613
KEX	Portland, Ore.	1190	5000	548
KEYS	Corpus Christi, Texas	1490	250	589
KFAB	Lincoln, Neb.	1110	10000	473
KFAC	Los Angeles, Calif.	1330	1000	325
KFAM	St. Cloud, Minn.	1450	250	454
KFAR	Fairbanks, Alaska	610	10000	629
KFBB	Great Falls, Mont.	1310	5000	471
KFBC	Cheyenne, Wyo.	1240	250	627
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	409
KFBK	Sacramento, Calif.	1530	10000	334
KFDA	Amarillo, Texas	1230	250	586
KFDM	Beaumont, Texas	560	1000	587
KFEL	Denver, Colo.	950	5000	342
KFEQ	St. Joseph, Mo.	680	5000	465
KFFA	Helena, Ark.	1490	250	319
KFGQ	Boone, Iowa	1260	250	395
KFH	Wichita, Kans.	1330	5000	407
KFI	Los Angeles, Calif.	640	5000	326
KFIO	Spokane, Wash.	1230	250	615
KFIZ	Fond-Du-Lac, Wis.	1450	250	621
KFJB	Marshalltown, Iowa	1230	250	398
KFJI	Klamath Falls, Ore.	1240	100	546
KFJM	Grand Forks, N. D.	1440	1000	523
KFJZ	Fort Worth, Texas	1270	5000	593
KFKA	Greeley, Colo.	910	1000	344
KFKU	Lawrence, Kans.	1250	5000 d., 1000 n.	406
KFLW	Klamath Falls, Ore.	1450	250	546
KFMB	San Diego, Calif.	1450	250	335
KFNF	Shenandoah, Iowa	920	1000 d., 500 n.	399
KFOR	Lincoln, Neb.	1240	250	473
KFOX	Long Beach, Calif.	1280	1000	325
KFPW	Fort Smith, Ark.	1400	250	318
KEPY	Spokane, Wash.	920	5000	615
KFQD	Anchorage, Alaska	790	1000	629
KFRC	San Francisco, Calif.	610	5000	336
KFRE	Fresno, Calif.	1340	250	324
KFRQ	Longview, Texas	1370	1000	596
KFRU	Columbia, Mo.	1400	250	461
KFSD	San Diego, Calif.	600	1000	335
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	326
KFUN	Las Vegas, N. M.	1230	250	480
KFUO	St. Louis, Mo.	850	5000	465
KFVD	Los Angeles, Calif.	1020	1000	328
KFVS	Cape Girardeau, Mo.	1400	250	461
KFWB	Los Angeles, Calif.	980	5000	326
KFXD	Nampa, Idaho	1230	250	375
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	344
KFXM	San Bernardino, Calif.	1240	250	334

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KFYO	Lubbock, Texas	1340	250	596
KFYR	Bismarck, N. D.	550	5000	523
KGA	Spokane, Wash.	1510	10000	615
KGAK	Gallup, N. M.	1230	250	480
KGB	San Diego, Calif.	1360	1000	336
KGBS	Harlingen, Texas	1240	250	595
KGBX	Springfield, Mo.	1260	5000	468
KGCU	Mandan, N. D.	1270	250	521
KGCX	Sidney, Mont.	1480	1000	472
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	451
KGDM	Stockton, Calif.	1140	5000	340
KGER	Sterling, Colo.	1230	250	345
KGER	Long Beach, Calif.	1390	5000	325
KGEZ	Kalispell, Mont.	1340	100	471
KGFF	Shawnee, Okla.	1450	250	543
KGfJ	Los Angeles, Calif.	1230	100	328
KGfL	Roswell, N. M.	1400	100	481
KGfW	Kearney, Neb.	1340	250	473
KGfX	Pierre, S. D.	630	200	578
KGGF	Coffeyville, Kans.	690	1000 d., 500 n.	403
KGGM	Albuquerque, N. M.	1260	1000	480
KGfH	Pueblo, Colo.	1350	1000 d., 500 n.	345
KGHI	Little Rock, Ark.	1230	250	320
KGHL	Billings, Mont.	790	5000	469
KGIR	Butte, Mont.	1370	5000	471
KGIV	Alamosa, Colo.	1450	250	342
KGKB	Tyler, Texas	1490	250	601
KGKL	San Angelo, Texas	1400	250	598
KGKO	Fort Worth, Texas	570	5000	593
KGKY	Scottsbluff, Neb.	1490	250	475
KGLO	Mason City, Iowa	1300	5000	399
KGLU	Safford, Ariz.	1450	250	317
KGMB	Honolulu, Hawaii	590	5000	631
KGNC	Amarillo, Texas	1140	5000 d., 1000 n.	586
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	403
KG0	San Francisco, Calif.	810	7500	336
KGRH	Fayetteville, Ark.	1450	250 C.P.	318
KGU	Honolulu, Hawaii	760	2500	631
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	471
KGW	Portland, Ore.	620	5000	548
KGy	Olympia, Wash.	1240	250	613
KHAS	Hastings, Neb.	1230	250	473
KHBC	Hilo, Hawaii	1230	250	631
KHBG	Okmulgee, Okla.	1240	250	542
KHJ	Los Angeles, Calif.	930	5000	329
KHMO	Hannibal, Mo.	1340	250	461
KHON	Honolulu, Hawaii	1400	250 C.P.	631
KHQ	Spokane, Wash.	590	5000	616
KHSL	Chico, Calif.	1290	1000	323
KHUB	Watsonville, Calif.	1340	250	341
KICA	Clovis, N. M.	1240	250	480
KICD	Spencer, Iowa	1240	250	401
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	395
KIDO	Beise, Idaho	1380	2500 d., 1000 n.	375
KIEM	Eureka, Calif.	1480	1000	324
KIEV	Glendale, Calif.	870	250	324
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	523
KINY	Juneau, Alaska	1460	5000	629
KIRO	Seattle, Wash.	710	50000	614
KIT	Yakima, Wash.	1280	1000	617
KIUL	Garden City, Kans.	1240	250	403

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KIUN	Pecos, Texas	1400	100	598
KIUP	Durango, Colo.	1400	250	344
KJBS	San Francisco, Calif.	1100	500	336
KJR	Seattle, Wash.	950	5000	614
KLAC	Los Angeles, Calif.	570	1000	329
KLBM	La Grande, Ore.	1450	250	547
KLCN	Blytheville, Ark.	900	1000	318
KLIZ	Brainerd, Minn.	1400	250 C.P.	451
KLO	Ogden, Utah	1430	5000	604
KLPM	Minot, N. D.	1390	1000	524
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	320
KLUF	Galveston, Texas	1400	250	595
KLX	Oakland, Calif.	910	1000	332
KLZ	Denver, Colo.	560	5000	343
KMA	Shenandoah, Iowa	960	5000	399
KMAC	San Antonio, Texas	1240	250	599
KMBC	Kansas City, Mo.	980	5000	463
KMED	Medford, Ore.	1440	1000	547
KMJ	Fresno, Calif.	580	5000	324
KMLB	Monroe, La.	1230	250	415
KMMJ	Grand Island, Neb.	750	1000	472
KMO	Tacoma, Wash.	1360	5000	616
KMOX	St. Louis, Mo.	1120	50000	467
KMPC	Los Angeles, Calif.	710	10000	331
KMYC	Marysville, Calif.	1450	250	331
KMYR	Denver, Colo.	1340	250	343
KNAK	Salt Lake City, Utah	1400	250	604
KNEL	Brady, Texas	1490	250 d., 100 n.	588
KNET	Palestine, Texas	1450	100	597
KNOE	Monroe, La.	1450	250	415
KNOW	Austin, Texas	1490	250	587
KNX	Los Angeles, Calif.	1070	50000	329
KOA	Denver, Colo.	850	50000	343
KOAC	Corval's, Ore.	550	5000 d., 1000 n.	545
KOAL	Price, Utah	1450	250	604
KOAM	Pittsburgh, Kans.	810	1000	406
KOB	Albuquerque, N. M.	770	5000	480
KOCA	Kilgore, Texas	1240	250	596
KOCY	Oklahoma City, Okla.	1340	250	541
KODL	The Dalles, Ore.	1230	250 d., 100 n.	546
KODY	North Platte, Neb.	1240	250	474
KOH	Reno, Nev.	630	1000	475
KOIL	Omaha, Neb.	1290	5000	474
KOIN	Portland, Ore.	970	5000	548
KOKO	La Junta, Colo.	1400	250	344
KOL	Seattle, Wash.	1300	5000	614
KOMA	Oklahoma City, Okla.	1520	5000	541
KOME	Tulsa, Okla.	1340	250	543
KOMO	Seattle, Wash.	1000	5000	611
KONO	San Antonio, Texas	1400	250	599
KONP	Port Angeles, Wash.	1450	250	613
KOOS	Coos Bay, Ore.	1230	250	547
KOIRE	Eugene, Ore.	1450	250	546
KORN	Fremont, Neb.	1400	250	472
KOTA	Rapid City, S. D.	1380	5000	578
KOTN	Pine Bluff, Ark.	1490	250	320
KOVC	Valley City, N. D.	1490	250	524
KOVO	Provo, Utah	1240	250	604
KOWH	Omaha, Neb.	660	500	474
KOY	Phoenix, Ariz.	550	1000	316
KPAB	Laredo, Texas	1490	250	596

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KPAC	Port Arthur, Texas	1250	1000	598
KPDN	Pampa, Texas	1340	250	597
KPFA	Helena, Mont.	1240	250	471
KPHO	Phoenix, Ariz.	1230	250	316
KPKW	Pasco, Wash.	1340	250	613
KPLC	Lake Charles, La.	1490	250	414
KPLT	Paris, Texas	1490	250	597
KPMC	Bakersfield, Calif.	1560	1000	323
KPO	San Francisco, Calif.	680	50000	336
KPOF	Denver, Colo.	910	1000	343
KPOW	Powell, Wyo.	1230	250	627
KPPC	Pasadena, Calif.	1240	100	333
KPQ	Wenatchee, Wash.	560	1000	617
KPRC	Houston, Texas	950	5000	595
KPRO	Riverside, Calif.	1440	1000	333
KQV	Pittsburgh, Pa.	1410	1000	563
KQW	San Jose, Calif.	740	5000	339
KRBA	Lufkin, Texas	1340	250	597
KRBC	Abilene, Texas	1450	250	586
KRBM	Bozeman, Mont.	1450	250	469
KRE	Berkeley, Calif.	1400	250	323
KRGV	Weslaco, Texas	1290	1000	603
KRIC	Beaumont, Texas	1450	250	588
KRIS	Corpus Christi, Texas	1360	1000	589
KRJT	Miles City, Mont.	1340	250	471
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	329
KRKO	Everett, Wash.	1400	250	612
KRLC	Lewiston, Idaho	1400	250	375
KRLD	Dallas, Texas	1080	50000	591
KRMD	Shreveport, La.	1340	250	416
KRNR	Roseburg, Ore.	1490	250	549
KRNT	Des Moines, Iowa	1350	5000	397
KROC	Rochester, Minn.	1340	250	453
KROD	El Paso, Texas	600	1000 d., 500 n.	593
KROP	Brawley, Calif.	1300	1000 d., 500 n., C.P.	323
KROS	Clinton, Iowa	1340	250	395
KROW	Oakland, Calif.	960	1000	332
KROY	Sacramento, Calif.	1240	250	334
KRRV	Sherman, Texas	910	1000	600
KRSC	Seattle, Wash.	1150	1000	614
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	406
KSAL	Salina, Kans.	1150	1000	406
KSAM	Huntsville, Texas	1490	250	596
KSAN	San Francisco, Calif.	1450	250	337
KSCJ	Sioux City, Iowa	1360	5000	399
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	467
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	375
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	337
KSIL	Silver City, N. M.	1340	250 C.P.	481
KSJB	Jamestown, N. D.	600	250, 5000 C.P.	524
SKY	Dallas, Texas	660	1000	591
KSL	Salt Lake City, Utah	1160	50000	605
KSLM	Salem, Ore.	1390	1000	549
KSMA	Santa Maria, Calif.	1450	250	340
KSO	Des Moines, Iowa	1460	5000	397
KSOO	Sioux Falls, S. D.	1140	5000	579
KSR0	Santa Rosa, Calif.	1350	1000	340
KSRV	Ontario, Ore.	1450	250 C.P.	547
KSTP	St. Paul, Minn.	1500	50000	454
KSUB	Cedar City, Utah	1340	250	603
KSUN	Bisbee, Ariz.	1230	250	315

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KSWO	Lawton, Okla.	1150	250	541
KTAR	Phoenix, Ariz.	620	5000	316
KTBC	Austin, Texas	590	1000 d., 250 n.	587
KTBI	Tacoma, Wash.	1490	250	616
KTBS	Shreveport, La.	1480	1000	417
KTEM	Temple, Texas	1400	250	600
KTFI	Twin Falls, Idaho	1270	1000	377
KTHS	Hot Springs, Ark.	1090	10000 d., 1000 n.	319
KTHT	Houston, Texas	1230	250	595
KTEC	Visalia, Calif.	940	5000	341
KTKN	Ketchikan, Alaska	930	1000	629
KTMC	McAlester, Okla.	1400	250 C.P.	541
KTMS	Santa Barbara, Calif.	1250	1000	340
KTNM	Tucumcari, N. M.	1400	250	481
KTOH	Lihue, Hawaii	1490	250	631
KTOK	Oklahoma City, Okla.	1400	250	542
KTRB	Modesto, Calif.	860	1000	331
KTRH	Houston, Texas	740	50000	595
KTRI	Sioux City, Iowa	1450	250	401
KTSA	San Antonio, Texas	550	5000 d., 1000 n.	600
KTSM	El Paso, Texas	1380	1000 d., 500 n.	593
KTSW	Emporia, Kans.	1400	250	403
KTTS	Springfield, Mo.	1400	250	469
KTUC	Tucson, Ariz.	1400	250	317
KTUL	Tulsa, Okla.	1430	5000	543
KTW	Seattle, Wash.	1250	1000	615
KTYW	Yakima, Wash.	1460	250	617
KUIN	Grant Pass, Ore.	1340	250	546
KUJ	Walla Walla, Wash.	1420	1000	617
KUOA	Siloam Springs, Ark.	1290	5000	320
KUOM	Minneapolis, Minn.	770	5000	452
KUSD	Vermillion, S. D.	920	500	579
KUTA	Salt Lake City, Utah	570	5000	605
KVAK	Atchison, Kans.	1450	250	403
KVAL	Brownsville, Texas	1490	250 C.P.	588
KVAN	Vancouver, Wash.	910	500	616
KVCV	Redding, Calif.	1230	250	333
KVEC	San Luis Obispo, Calif.	1230	250	339
KVET	Austin, Texas	1490	250 C.P.	587
KVFD	Fort Dodge, Iowa	1400	250	398
KVGB	Great Bend, Kans.	1400	250	405
KVI	Tacoma, Wash.	570	5000	616
KVIC	Victoria, Texas	1340	250	601
KVNU	Logan, Utah	1230	250	603
KVOA	Tucson, Ariz.	1290	1000	317
KVOD	Denver, Colo.	630	5000	344
KVOE	Santa Ana, Calif.	1490	250	339
KVOL	Lafayette, La.	1340	250	414
KVOO	Tulsa, Okla.	1170	50000	543
KVOP	Plainview, Texas	1400	250	598
KVOR	Colorado Springs, Colo.	1300	1000	342
KVOS	Bellingham, Wash.	790	250	612
KVOX	Moorhead, Minn.	1340	250	453
KVRS	Rock Springs, Wyo.	1400	250	627
KVSF	Santa Fe, N. M.	1340	100	481
KVSO	Ardmore, Okla.	1240	250	540
KVWC	Vernon, Texas	1490	250	601
KWAL	Wallace, Idaho	1450	250	377
KWAT	Watertown, S. D.	1240	250	579
KWBR	Oakland, Calif.	1310	1000	332
KWBU	Corpus Christi, Texas	1010	50000	589

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KWBW . . .	Hutchinson, Kans.	1450	250	405
KWEW . . .	Hobbs, N. M.	1490	100	480
KWFC . . .	Hot Springs, Ark.	1340	250	319
KWFT . . .	Wichita Falls, Texas.	620	5000 d., 1000 n.	603
KWG . . .	Stockton, Calif.	1230	250	340
KWIL . . .	Albany, Ore.	1240	250	545
KWJB . . .	Globe, Ariz.	1240	250	315
KWJJ . . .	Portland, Ore.	1080	1000	549
KWK . . .	St. Louis, Mo.	1380	5000 d., 1000 n.	467
KWKH . . .	Shreveport, La.	1130	50000	417
KWKW . . .	Pasadena, Calif.	1430	1000	333
KWLC . . .	Decorah, Iowa	1240	250	397
KWLK . . .	Longview, Wash.	1400	250	613
KWLM . . .	Willmar, Minn.	1340	250	455
KWNO . . .	Winona, Minn.	1230	250	455
KWOC . . .	Poplar Bluff, Mo.	1340	250	465
KWON . . .	Bartlesville, Okla.	1400	250	540
KWOR . . .	Worland, Wyo.	1490	250 C.P.	627
KWOS . . .	Jefferson City, Mo.	1240	250	461
KWRC . . .	Pendleton, Ore.	1240	250	547
KWSC . . .	Pullman, Wash.	1250	5000	613
KWTO . . .	Springfield, Mo.	560	5000 d., 1000 n.	469
KWTX . . .	Waco, Texas	1230	250 C.P.	601
KWYO . . .	Sheridan, Wyo.	1400	250	627
KXA . . .	Seattle, Wash.	770	1000	615
KXEL . . .	Waterloo, Iowa	1540	50000	401
KXL . . .	Portland, Ore.	750	10000	549
KXLA . . .	Pasadena, Calif.	1110	10000	332
KXO . . .	El Centro, Calif.	1230	250	323
KXOA . . .	Sacramento, Calif.	1490	250	334
KXOK . . .	St. Louis, Mo.	630	5000	467
KXOX . . .	Sweetwater, Texas	1240	250	600
KXRO . . .	Aberdeen, Wash.	1340	250	612
KXYZ . . .	Houston, Texas	1320	5000	596
KYA . . .	San Francisco, Calif.	1260	5000 d., 1000 n.	339
KYCA . . .	Prescott, Ariz.	1490	250	316
KYOS . . .	Merced, Calif.	1490	250	331
KYSM . . .	Mankato, Minn.	1230	250	452
KYUM . . .	Yuma, Ariz.	1240	250	317
KYW . . .	Philadelphia, Pa.	1060	50000	556
WAAB . . .	Worcester, Mass.	1140	5000	434
WAAF . . .	Chicago, Ill.	950	1000	378
WAAT . . .	Newark, N. J.	970	1000	478
WABC . . .	New York, N. Y.	880	50000	489
WABI . . .	Bangor, Me.	1230	1000, 5000 C.P.	417
WABY . . .	Albany, N. Y.	1400	250	483
WACO . . .	Waco, Texas	1450	250	601
WADC . . .	Akron, O.	1350	5000	526
WAGA . . .	Atlanta, Ga.	590	5000	367
WAGC . . .	Chattanooga, Tenn.	1450	250 C.P.	581
WAGE . . .	Syracuse, N. Y.	620	1000	505
WAGF . . .	Dothan, Ala.	1400	250	312
WAGM . . .	Presque Isle, Me.	1450	100	419
WAIM . . .	Anderson, S. C.	1230	250	574
WAIR . . .	Winston-Salem, N. C.	1430	250	521
WAIT . . .	Chicago, Ill.	820	5000	378
WAJR . . .	Morgantown, W. Va.	1230	250	619
WAKR . . .	Akron, O.	1590	5000	528
WALA . . .	Mobile, Ala.	1410	5000	313
WALB . . .	Albany, Ga.	1590	1000	365
WALL . . .	Middletown, N. Y.	1340	250	489

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WAML	Laurel, Miss.	1340	250	458
WAOV	Vincennes, Ind.	1450	250	394
WAPI	Birmingham, Ala.	1070	5000	311
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	581
WARD	Johnstown, Pa.	1490	250 C.P.	584
WARM	Scranton, Pa.	1400	250	566
WASK	Lafayette, Ind.	1450	250	393
WATL	Atlanta, Ga.	1400	250	365
WATN	Watertown, N. Y.	1240	250	509
WATR	Waterbury, Conn.	1320	1000	350
WATT	Cadillac, Mich.	1240	250	437
WATW	Ashland, Wis.	1400	250	621
WAVE	Louisville, Ky.	970	5000	412
WAWZ	Zarepath, N. J.	1380	5000 d., 1000 n.	479
WAYS	Charlotte, N. C.	610	1000	513
WAYX	Waycross, Ga.	1230	250	374
WAZL	Hazleton, Pa.	1450	250	555
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	394
WBAB	Atlantic City, N. J.	1490	250	477
WBAC	Cleveland, Tenn.	1340	250	582
WBAL	Baltimore, Md.	1090	50000	421
WBAP	Fort Worth, Texas	820	50000	593
WBAX	Wilkes-Barre, Pa.	1240	250	568
WBBB	Burlington, N. C.	920	1000	513
WBBL	Richmond, Va.	1450	250	609
WBBM	Chicago, Ill.	780	50000	378
WBBR	Brooklyn, N. Y.	1330	1000	486
WBBZ	Ponea City, Okla.	1230	250	542
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	437
WBEJ	Elizabethton, Tenn.	1240	250 C.P.	582
WBEN	Buffalo, N. Y.	930	5000	486
WBHD	Petersburg, Va.	1240	250 C. P.	626
WBHP	Huntsville, Ala.	1230	250	313
WBIG	Greensboro, N. C.	1470	5000	516
WBIR	Knoxville, Tenn.	1240	250	583
WBLJ	Dalton, Ga.	1230	250	370
WBLK	Clarksburg, W. Va.	1400	250	619
WBML	Macon, Ga.	1240	250	371
WBNS	Columbus, O.	1460	5000 d., 1000 n.	531
WBNX	New York, N. Y.	1380	5000	490
WBNY	Buffalo, N. Y.	1400	250	486
WBOC	Salisbury, Md.	1230	250	427
WBOW	Terre Haute, Ind.	1230	250	394
WBRB	Red Bank, N. J.	1240	250	478
WBRC	Birmingham, Ala.	960	5000	311
WBRE	Wilkes-Barre, Pa.	1340	250	568
WBRK	Pittsfield, Mass.	1340	250	433
WBRW	Welch, W. Va.	1340	250	620
WBRY	Waterbury, Conn.	1590	1000	350
WBT	Charlotte, N. C.	1110	50000	514
WBTA	Batavia, N. Y.	1490	250	483
WBTH	Williamson, W. Va.	1400	250	620
WBTM	Danville, Va.	1400	250	607
WBYN	Brooklyn, N. Y.	1430	1000 d., 500 n.	485
WBZ	Boston, Mass.	1030	50000	429
WBZA	Springfield, Mass.	1030	1000	429
WCAE	Pittsburgh, Pa.	1250	5000	565
WCAL	Northfield, Minn.	770	5000	453
WCAM	Camden, N. J.	1310	500	478
WCAO	Baltimore, Md.	600	5000	421
WCAP	Asbury Park, N. J.	1310	500	477

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WCAR	Pontiac, Mich.	1130	1000	449
WCAT	Rapid City, S. D.	1230	100	578
WCAU	Philadelphia, Pa.	1210	50000	557
WCAX	Burlington, Vt.	620	1000	606
WCAZ	Carthage, Ill.	1080	250	378
WCBI	Columbus, Miss.	1340	250	456
WCBM	Baltimore, Md.	1400	250	421
WCBS	Springfield, Ill.	1450	250	386
WCBT	Roanoke Rapids, N. C.	1230	250	519
WCCO	Minneapolis, Minn.	830	50000	453
WCED	Du Bois, Pa.	1230	250	551
WCFL	Chicago, Ill.	1000	10000	379
WCHS	Charleston, W. Va.	580	5000	618
WCHV	Charlottesville, Va.	1450	250	607
WCKY	Cincinnati, O.	1530	50000	528
WCLO	Janesville, Wisc.	1230	250	622
WCMA	Corinth, Miss.	1230	250	456
WCMI	Ashland, Ky.	1340	250	411
WCNC	Elizabeth, N. C.	1400	250	514
WCNH	Concord, N. H.	1490	250 C.P.	476
WCOA	Pensacola, Fla.	1370	1000 d., 500 n.	360
WCOG	Meridian, Miss.	910	1000	458
WCOL	Columbus, O.	1230	250	531
WCOP	Boston, Mass.	1150	500	429
WCOS	Columbia, S. C.	1400	250	574
WCOU	Lewiston, Maine	1240	250	418
WCOV	Montgomery, Ala.	1240	250	313
WCPO	Cincinnati, O.	1230	250	528
WCRS	Greenwood, S. C.	1450	250	577
WCRW	Chicago, Ill.	1240	100	
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	574
WCSH	Portland, Me.	970	5000	418
WDAD	Indiana, Pa.	1450	250	555
WDAE	Tampa, Fla.	1250	5000	361
WDAF	Kansas City, Mo.	610	5000	463
WDAK	Columbus, Ga.	1340	250	370
WDAN	Danville, Ill.	1490	250	384
WDAS	Philadelphia, Pa.	1400	250	557
WDAY	Fargo, N. D.	970	5000	523
WDBC	Escanaba, Mich.	1490	250	443
WDBJ	Roanoke, Va.	960	5000	610
WDBO	Orlando, Fla.	580	5000	358
WDEF	Chattanooga, Tenn.	1400	250	581
WDEL	Wilmington, Del.	1150	5000	351
WDEV	Waterbury, Vt.	550	1000	606
WDGY	Minneapolis, Minn.	1130	5000 d., 500 n.	452
WDLP	Panama City, Fla.	1230	250	359
WDMJ	Marquette, Mich.	1340	250	448
WDNC	Durham, N. C.	1490	250	514
WDOD	Chattanooga, Tenn.	1310	5000	581
WDRC	Hartford, Conn.	1360	5000	347
WDSM	Superior, Wisc.	1230	250	626
WDSU	New Orleans, La.	1280	5000	415
WDWS	Champaign, Ill.	1400	250	378
WDZ	Tuscola, Ill.	1050	1000	387
WEAF	New York, N. Y.	660	50000	491
WEAN	Providence, R. I.	790	5000	573
WEAU	Eau Claire, Wisc.	790	5000 d., 1000 n.	621
WEBC	Duluth, Minn.	1320	5000	451
WEBQ	Harrisburg, Ill.	1240	250	385
WEBR	Buffalo, N. Y.	1340	250	487

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WEDC	Chicago, Ill.	1240	250	381
WEED	Rocky Mount, N. C.	1450	250	519
WEEL	Boston, Mass.	590	5000	429
WEEU	Reading, Pa.	850	1000	566
WEGO	Concord, N. C.	1410	1000	514
WEM	Fitchburg, Mass.	1340	250	431
WELI	New Haven, Conn.	960	1000 d., 500 n.	349
WELL	Battle Creek, Mich.	1400	250	437
WELO	Tupelo, Miss.	1490	250	459
WEMP	Milwaukee, Wis.	1340	250	623
WENR	Chicago, Ill.	890	50000	379
WENT	Gloversville, N. Y.	1340	250	488
WENY	Elmira, N. Y.	1230	250	488
WEOA	Evansville, Ind.	1400	250	389
WERC	Er'e, Pa.	1230	250	553
WEST	Easton, Pa.	1400	250	552
WESX	Salem, Mass.	1230	250	433
WEVD	New York, N. Y.	1330	5000	491
WEW	St. Louis, Mo.	770	1000	468
WEXL	Royal Oak, Mich.	1340	250	448
WFAA	Dallas, Texas	820	50000	591
WFAS	White Plains, N. Y.	1230	250	511
WFBC	Greenville, S. C.	1330	5000	577
WFBG	Altoona, Pa.	1340	250	551
WFBL	Syracuse, N. Y.	1390	5000	507
WFBM	Indianapolis, Ind.	1260	5000	390
WFBR	Baltimore, Md.	1300	5000	421
WFCL	Pawtucket, R. I.	1420	1000	573
WFDF	Flint, Mich.	910	1000	443
WFEA	Manchester, N. H.	1370	5000	476
WFEB	Sylacauga, Ala.	1340	250	315
WFHR	Wisconsin Rapids, Wis.	1340	250	626
WFIG	Sumter, S. C.	1340	250	578
WFIL	Philadelphia, Pa.	560	1000	559
WFIN	Findlay, O.	1330	1000	533
WFKY	Frankfort, Ky.	1490	250 C.P.	411
WFLA	Tampa, Fla.	970	5000	363
WFMD	Frederick, Md.	930	500	423
WFMJ	Youngstown, O.	1450	250	539
WFNC	Fayetteville, N. C.	1450	250	515
WFOR	Hattiesburg, Miss.	1400	250	457
WFOY	St. Augustine, Fla.	1240	250	360
WFPG	Atlantic City, N. J.	1450	250	477
WFTC	Kinston, N. C.	1230	250	517
WFVA	Fredericksburg, Va.	1290 1230 C. P.	250	607
WGAA	Augusta, Ga.	1240	250	369
WGAC	Cedartown, Ga.	1340	250	369
WGAL	Lancaster, Pa.	1490	250	555
WGAN	Portland, Me.	560	5000	418
WGAP	Maryville, Tenn.	1400	250 C.P.	583
WGAR	Cleveland, O.	1220	5000	530
WGAU	Athens, Ga.	1340	250	365
WGBB	Freeport, N. Y.	1240	100	488
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	389
WGBG	Greensboro, N. C.	980	1000	516
WGBI	Seranton, Pa.	940	1000 d., 500 n.	566
WGBR	Goldboro, N. C.	1400	250	515
WGBS	Miami, Fla.	710	10000	356
WGCM	Gulfport, Miss.	1240	250	457

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WGES . . .	Chicago, Ill.	1390	5000	381
WGGA . . .	Gainesville, Ga.	1240	250	371
WGH	Newport News, Va.	1340	250	608
WGIL	Galesburg, Ill.	1400	250	384
WGKV	Charleston, W. Va.	1490	100	618
WGL	Fort Wayne, Ind.	1450	250	390
WGN	Chicago, Ill.	720	50000	381
WGNC	Gastonia, N. C.	1450	250	515
WGNV	Newburgh, N. Y.	1220	1000	489
WGOV	Valdosta, Ga.	1450	250	374
WGPC	Albany, Ga.	1450	250	365
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	487
WGRC	Louisville, Ky.	1400	250	412
WGRM	Greenwood, Miss.	1240	250	456
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	367
WGTC	Greenville, N. C.	1490	250	517
WGTM	Wilson, N. C.	1340	250	521
WGY	Schenectady, N. Y.	810	50000	504
WHA	Madison, Wisc.	970	5000	622
WHAI	Greenfield, Mass.	1240	250	432
WHAM	Rochester, N. Y.	1180	50000	503
WHAS	Louisville, Ky.	840	50000	412
WHAT	Philadelphia, Pa.	1340	100	559
WHAZ	Troy, N. Y.	1330	1000	507
WHB	Kansas City, Mo.	880	1000	463
WHBB	Selma, Ala.	1490	100	314
WHBC	Canton, O.	1480	1000	528
WHBF	Rock Island, Ill.	1270	5000	386
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	478
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	626
WHBQ	Memphis, Tenn.	1400	250	584
WHBU	Anderson, Ind.	1240	250	389
WHBY	Appleton, Wisc.	1230	250	621
WHCU	Ithaca, N. Y.	870	1000	488
WHDF	Calumet, Mich.	1400	250	437
WHDH	Boston, Mass.	850	5000	429
WHDL	Olean, N. Y.	1450	250	501
WHEB	Portsmouth, N. H.	750	1000	477
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	503
WHFC	Cicero, Ill.	1450	250	384
WHGB	Harrisburg, Pa.	1400	250	553
WHIO	Dayton, O.	1290	5000	532
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	618
WHIT	New Bern, N. C.	1450	250	518
WHIZ	Zanesville, O.	1240	250	539
WHJB	Greensburg, Pa.	620	250	553
WHK	Cleveland, O.	1420	5000	530
WHKC	Columbus, O.	610	1000	531
WHKK	Akron, O.	640	1000.	526
WHKY	Hickory, N. C.	1290	5000 d., 1000 n.	517
WHLB	Virginia, Minn.	1400	250	454
WHLD	Niagara Falls, N. Y.	1290	1000	501
WHLN	Harlan, Ky.	1230	250	411
WHLS	Port Huron, Mich.	1450	250	449
WHMA	Anniston, Ala.	1450	250	311
WHN	New York, N. Y.	1050	50000	491
WHNC	Henderson, N. C.	890	250	517
WHO	Des Moines, Iowa	1040	50000	397
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	478

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WIOP	Hopkinsville, Ky.	1230	250	412
WIOT	South Bend, Ind.	1490	250	393
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	553
WHTB	Talledega, Ala.	1230	250	315
WHTD	Hartford, Conn.	1410	5000	347
WIUB	Cookeville, Tenn.	1400	250	582
WIYN	Holyoke, Mass.	1400	250	432
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	633
WIBA	Madison, Wis.	1310	5000	622
WIBC	Indianapolis, Ind.	1070	5000	391
WIBG	Philadelphia, Pa.	990	10000	559
WIBM	Jackson, Mich.	1450	250	445
WIBU	Poynette, Wis.	1240	250	625
WIBW	Tepeka, Kans.	580	5000	406
WIBX	Utica, N. Y.	1230	250	509
WICA	Ashtabula, O.	970	1000	528
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	347
WIGM	Medford, Wis.	1490	250	623
WIL	St. Louis, Mo.	1230	250	468
WILL	Urbana, Ill.	580	5000	387
WILM	Wilmington, Del.	1450	250	351
WINC	Winchester, Va.	1400	250	611
WIND	Chicago, Ill.	560	5000	383
WING	Dayton, O.	1410	5000	532
WINK	Fort Myers, Fla.	1240	250	351
WINN	Louisville, Ky.	1240	250	413
WINS	New York, N. Y.	1010	10000 50000 C. P.	491
WINX	Washington, D. C.	1340	250	352
WIOD	Miami, Fla.	610	5000	357
WIP	Philadelphia, Pa.	610	5000	561
WIRE	Indianapolis, Ind.	1430	5000	393
WIS	Columbia, S. C.	560	5000	575
WISE	Asheville, N. C.	1230	250	513
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	391
WISN	Milwaukee, Wis.	1150	5000	625
WISR	Butler, Pa.	680	250	551
WITH	Baltimore, Md.	1230	250	421
WIZE	Springfield, O.	1340	250	535
WJAC	Johnstown, Pa.	1400	250	554
WJAG	Norfolk, Neb.	780	1000	473
WJAR	Providence, R. I.	920	5000	573
WJAS	Pittsburgh, Pa.	1320	5000	565
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	355
WJBC	Bloomington, Ill.	1230	250	377
WJBK	Detroit, Mich.	1490	250	439
WJBO	Baton Rouge, La.	1150	5000	414
WJBW	New Orleans, La.	1230	250	416
WJBY	Gadsden, Ala.	1240	250	312
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	457
WJEF	Grand Rapids, Mich.	1230	250 C. P.	443
WJEJ	Hagerstown, Md.	1240	250	427
WJHL	Johnson City, Tenn.	910	1000	582
WJHO	Opelika, Ala.	1400	250 d., 100 n.	314
WJHP	Jacksonville, Fla.	1320	250	355
WJIM	Lansing, Mich.	1240	250	447
WJJD	Chicago, Ill.	1160	20000	381
WJLB	Detroit, Mich.	1400	250	439
WJLD	Bessemer, Ala.	1400	250	311
WJLS	Beckley, W. Va.	560	250	618

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WJMC	Rice Lake, Wisc.	1240	250	625
WJMS	Ironwood, Mich.	1450	250	445
WJNC	Jacksonville, N. C.	1240	250	518
WJNO	West Palm Beach, Fla.	1230	250	363
WJOB	Hammond, Ind.	1230	250	390
WJOI	Florence, Ala.	1340	250 C.P.	312
WJOL	Joliet, Ill.	1340	250	385
WJPA	Washington, Pa.	1450	250	567
WJPF	Herrin, Ill.	1340	250	385
WJPR	Greenville, Miss.	1340	250	455
WJR	Detroit, Mich.	760	50000	441
WJRD	Tuscaloosa, Ala.	1230	250	315
WJTN	Jamestown, N. Y.	1240	250	488
WJW	Cleveland, O.	850	5000	530
WJXN	Jackson, Miss.	1490	250	457
WJZ	New York, N. Y.	770	50000	493
WJZM	Clarksville, Tenn.	1400	250	582
WKAQ	San Juan, Puerto Rico	620	5000	635
WKAR	East Lansing, Mich.	870	5000	443
WKAT	Miami, Fla.	1360	1000	358
WKAY	Glasgow, Ky.	1490	250 C.P.	411
WKBB	Dubuque, Iowa	1490	250	398
WKBH	La Crosse, Wisc.	1410	1000	622
WKBN	Youngstown, O.	570	5000	539
WKBO	Harrisburg, Pa.	1230	250	554
WKBV	Richmond, Ind.	1490	250	393
WKBW	Buffalo, N. Y.	1520	50000	487
WKBZ	Muskegon, Mich.	1490	250	449
WKEU	Griffin, Ga.	1450	250	371
WKEY	Covington, Va.	1340	250	607
WKIP	Poughkeepsie, N. Y.	1450	250	503
WKIX	Columbia, S. C.	1490	250	575
WKLA	Ludington, Mich.	1450	250	447
WKMO	Kokomo, Ind.	1400	250	393
WKNE	Keene, N. H.	1290	5000	476
WKNY	Kingston, N. Y.	1490	250	489
WKOK	Sunbury, Pa.	1240	250	567
WKPA	New Kensington, Pa.	1150	250	556
WKPT	Kingsport, Tenn.	1400	250	583
WKRC	Cincinnati, O.	550	5000 d., 1000 n.	529
WKRM	Columbia, Tenn.	1340	250 C.P.	582
WKRO	Cairo, Ill.	1490	250	378
WKRZ	Oil City, Pa.	1340	250 C.P.	556
WKST	New Castle, Pa.	1280	1000	556
WKVM	Arecibo, Puerto Rico	1230	250	633
WKWF	Key West, Fla.	1600	500	356
WKWK	Wheeling, W. Va.	1400	250	620
WKXL	Concord, N. H.	1450	250	476
WKY	Oklahoma City, Okla.	930	5000	542
WKZO	Kalamazoo, Mich.	590	5000	447
WLAC	Nashville, Tenn.	1510	50000	584
WLAG	La Grange, Ga.	1240	250	371
WLAK	Lakeland, Fla.	1340	250	356
WLAP	Lexington, Ky.	1450	250	412
WLAT	Conway, S. C.	1490	250	575
WLAR	Athens, Tenn.	1450	250 C.P.	581
WLAV	Grand Rapids, Mich.	1340	250	445

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WLAW	Lawrence, Mass.	680	5000	433
WLAY	Muscle Shoals City, Ala.	1450	250	314
WLBC	Muncie, Ind.	1310	250	393
WLBJ	Bowling Green, Ky.	1340	250	411
WLBL	Stevens Point, Wisc.	930	5000	626
WLBZ	Bangor, Me.	620	5000	418
WLDS	Jacksonville, Ill.	1180	250	385
WLEE	Richmond, Va.	1450	250	609
WLEU	Eric, Pa.	1450	250	552
WLIB	Brooklyn, N. Y.	1190	1000	485
WLLH	Lowell-Lawrence, Mass.	1400	250	433
WLNH	Laconia, N. H.	1340	250	476
WLOF	Orlando, Fla.	1230	250	359
WLOG	Logan, W. Va.	1230	250	619
WLOK	Lima, O.	1240	250	533
WLQL	Minneapolis, Minn.	1330	1000	453
WLPM	Suffolk, Va.	1450	250	611
WLS	Chicago, Ill.	890	50000	383
WLVA	Lynchburg, Va.	1230	250	608
WLW	Cincinnati, O.	700	50000	529
WMAJ	State College, Pa.	1450	250	567
WMAL	Washington, D. C.	630	5000	352
WMAM	Marinette, Wisc.	570	250	623
WMAN	Mansfield, O.	1400	250	533
WMAQ	Chicago, Ill.	670	50000	383
WMAS	Springfield, Mass.	1450	250	434
WMAZ	Macon, Ga.	940	5000	371
WMBC	Macon, Miss.	1400	250 C.P.	458
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	385
WMBG	Richmond, Va.	1380	5000	609
WMBH	Joplin, Mo.	1450	250	461
WMBI	Chicago, Ill.	1110	5000	383
WMBO	Auburn, N. Y.	1340	250	483
WMBR	Jacksonville, Fla.	1400	250	356
WMBS	Uniontown, Pa.	590	1000	567
WMC	Memphis, Tenn.	790	5000	584
WMCA	New York, N. Y.	570	5000	495
WMEX	Boston, Mass.	1510	5000	431
WMFD	Wilmington, N. C.	1400	250	521
WMFF	Plattsburgh, N. Y.	1340	250	501
WMFG	Hibbing, Minn.	1240	250	451
WMFJ	Daytona Beach, Fla.	1450	250	354
WMFR	High Point, N. C.	1230	250	517
WMFT	Florence, Ala.	1240	250 C.P.	312
WMGA	Moultrie, Ga.	1400	250	373
WMGR	Bainbridge, Ga.	1490	250 C.P.	369
WMIN	St. Paul, Minn.	1400	250	454
WMIS	Natchez, Miss.	1490	250	458
WMJM	Cordele, Ga.	1490	250 d., 100 n.	370
WMLT	Dublin, Ga.	1340	250	370
WMMN	Fairmont, W. Va.	920	5000	619
WMOB	Mobile, Ala.	1230	250	313
WMOG	Brunswick, Ga.	1490	250 d., 100 n.	369
WMOH	Hamilton, O.	1450	250	533
WMOX	Meridian, Miss.	1240	250 C.P.	458
WMPC	Lapeer, Mich.	1230	250	447
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	584

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMRC	Greenville, S. C.	1490	250	575
WMRF	Lewiston, Pa.	1490	250	556
WMRN	Marion, O.	1490	250	535
WMRO	Aurora, Ill.	1280	250	377
WMSA	Massena, N. Y.	1340	250	489
WMSL	Decatur, Ala.	1400	250	312
WMT	Cedar Rapids, Iowa	600	5000	395
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	476
WMVA	Martinsville, Va.	1450	250	608
WMVG	Milledgeville, Ga.	1450	250 C.P.	373
WNAB	Bridgeport, Conn.	1450	250	347
WNAC	Boston, Mass.	1260	5000	431
WNAD	Norman, Okla.	640	1000	541
WNAX	Yankton, S. D.	570	5000	579
WNBK	Binghamton, N. Y.	1290	5000	483
WNBH	New Bedford, Mass.	1340	250	433
WNBZ	Saranac Lake, N. Y.	1320	100	504
WNEL	San Juan, Puerto Rico	1320	5000	635
WNEW	New York, N. Y.	1130	10000	497
WNEX	Macon, Ga.	1400	250	371
WNHC	New Haven, Conn.	1340	250	349
WNLC	New London, Conn.	1490	250	349
WNOE	New Orleans, La.	1450	250	416
WNOX	Knoxville, Tenn.	990	10000	583
WNVA	Norton, Va.	1450	250 C.P.	609
WNYC	New York, N. Y.	830	1000	495
WOAI	San Antonio, Texas	1200	50000	600
WOC	Davenport, Iowa	1420	5000	397
WOCB	W. Yarmouth, Mass.	1240	250	434
WOI	Ames, Iowa	640	5000	395
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	483
WOL	Washington, D. C.	1260	1000	352
WOLF	Syracuse, N. Y.	1490	250	507
WOLS	Florence, S. C.	1230	250	575
WOMI	Owensboro, Ky.	1490	250	413
WOMT	Manitowoc, Wis.	1240	100 250 C. P.	622
WOOD	Grand Rapids, Mich.	1300	5000	443
WOPI	Bristol, Tenn.	1490	250	581
WOR	New York, N. Y.	710	50000	497
WORC	Worcester, Mass.	1310	1000	435
WORD	Spartanburg, S. C.	1400	250	577
WORK	York, Pa.	1350	1000	570
WORL	Boston, Mass.	950	1000	431
WOSH	Oshkosh, Wis.	1490	250	625
WOSU	Columbus, O.	820	5000	531
WOV	New York, N. Y.	1280	5000	499
WOW	Omaha, Neb.	590	5000	475
WOWO	Fort Wayne, Ind.	1190	10000	390
WPAB	Ponce, Puerto Rico	1370	1000	633
WPAD	Paducah, Ky.	1450	250	413
WPAG	Ann Arbor, Mich.	1050	250	437
WPAR	Parkersburg, W. Va.	1450	250	620
WPAT	Paterson, N. J.	930	1000	478
WPAX	Thomasville, Ga.	1240	250	373
WPAY	Portsmouth, O.	1400	250	535
WPDQ	Jacksonville, Fla.	1270	5000	356

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WPEN	Philadelphia, Pa.	950	5000	563
WPIC	Sharon, Pa.	790	1000	567
WPIK	Alexandria, Va.	730	250	607
WPOR	Portland, Me.	1450	250	419
WPR	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	633
WPRO	Providence, R. I.	630	5000	573
WPRP	Ponce, Puerto Rico	1420	250	633
WPTF	Raleigh, N. C.	680	50000	518
WPUV	Pulaski, Va.	1230	250 C.P.	609
WQAM	Miami, Fla.	560	5000 d., 1000 n.	357
WQAN	Seranton, Pa.	910	1000 d., 500 n.	566
WQBC	Vicksburg, Miss.	1420	1000	459
WQXR	New York, N. Y.	1560	10000	501
WRAK	Williamsport, Pa.	1400	250	569
WRAL	Raleigh, N. C.	1240	250	519
WRAW	Reading, Pa.	1340	250	566
WRBL	Columbus, Ga.	1230	250	370
WRC	Washington, D. C.	980	5000	352
WRDO	Augusta, Me.	1400	250	417
WRDW	Augusta, Ga.	1480	5000	369
WREC	Memphis, Tenn.	600	5000	584
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	406
WRGA	Rome, Ga.	1490	250	373
WRHI	Rock Hill, S. C.	1340	250	577
WRJN	Racine, Wisc.	1400	250	625
WRJC	Toccoa, Ga.	1450	250	374
WRLD	West Point, Ga.	1490	250	374
WRNL	Richmond, Va.	910	5000	610
WROK	Rockford, Ill.	1440	1000 d., 500 n.	386
WROL	Knoxville, Tenn.	630	1000 d., 500 n.	583
WROW	Athens, Tenn.	1490	250 C.P.	581
WROX	Clarksdale, Miss.	1450	250	455
WRR	Dallas, Texas	1310	5000	591
WRRF	Washington, N. C.	930	1000	521
WRRN	Warren, O.	1400	250	539
WRUF	Gainesville, Fla.	850	5000	355
WRVA	Richmond, Va.	1140	50000	610
WSAI	Cincinnati, O.	1360	5000	530
WSAJ	Grove City, Pa.	1340	100	553
WSAM	Saginaw, Mich.	1400	250	448
WSAN	Allentown, Pa.	1470	500	551
WSAP	Portsmouth, Va.	1490	250	609
WSAR	Fall River, Mass.	1480	1000	431
WSAU	Wausau, Wisc.	1400	250	626
WSAV	Savannah, Ga.	1340	250	373
WSAY	Rochester, N. Y.	1370	1000	503
WSAZ	Huntington, W. Va.	930	1000	619
WSB	Atlanta, Ga.	750	50000	369
WSBA	Yerk, Pa.	900	1000	569
WSBC	Chicago, Ill.	1240	250	383
WSBT	South Bend, Ind.	960	1000	394
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	314
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	311
WSIX	Nashville, Tenn.	980	5000	584
WSJS	Winston-Salem, N. C.	600	5000	521
WSKB	McComb, Miss.	1230	250	458
WSLB	Ogdensburg, N. Y.	1400	250	501
WSLI	Jackson, Miss.	1450	250	458
WSLS	Roanoke, Va.	1240	250	611
WSM	Nashville, Tenn.	650	50000	586

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSMB	New Orleans, La.	1350	5000	416
WSNJ	Bridgeton, N. J.	1240	250	477
WSNY	Schenectady, N. Y.	1240	250	505
WSOC	Charlotte, N. C.	1240	250	514
WSQN	Henderson, Ky.	860	500	411
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	448
WSOY	Decatur, Ill.	1340	250	384
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	577
WSPB	Sarasota, Fla.	1450	2500	361
WSPD	Toledo, O.	1370	5000	536
WSPR	Springfield, Mass.	1270	1000	434
WSTC	Stamford, Conn. (Formerly WSRR)	1400	250	350
WSSV	Petersburg, Va.	1240	250	609
WSTP	Salisbury, N. C.	1490	250	519
WSTV	Steubenville, O.	1340	250	535
WSUI	Iowa City, Iowa	910	5000	398
WSUN	St. Petersburg, Fla.	620	5000	361
WSVA	Harrisonburg, Va.	550	1000	608
WSYB	Rutland, Vt.	1380	1000	606
WSYR	Syracuse, N. Y.	570	5000	507
WTAD	Quincy, Ill.	930	1000	386
WTAG	Worcester, Mass.	580	5000	435
WTAL	Tallahassee, Fla.	1340	250	361
WTAM	Cleveland, O.	1100	50000	531
WTAQ	Green Bay, Wisc.	1360	5000	621
WTAR	Norfolk, Va.	790	5000	608
WTAW	College Station, Texas	1150	1000	588
WTAX	Springfield, Ill.	1240	100	387
WTBO	Cumberland, Md.	1450	250	423
WTCM	Traverse City, Mich.	1400	250	448
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	452
WTEL	Philadelphia, Pa.	1340	250	561
WTHT	Hartford, Conn.	1230	250	349
WTIC	Hartford, Conn.	1080	50000	349
WTJS	Jackson, Tenn.	1390	1000	582
WTMA	Charleston, S. C.	1250	1000	574
WTMC	Ocala, Fla.	1490	250	359
WTMJ	Milwaukee, Wisc.	620	5000	623
WTMV	East St. Louis, Ill.	1490	250	384
WTNJ	Trenton, N. J.	1310	500	479
WTOC	Savannah, Ga.	1290	5000	373
WTOL	Toledo, O.	1230	250	536
WTON	Staunton, Va.	1400	250	611
WTOP	Washington, D. C.	1500	50000	353
WTRC	Elkhart, Ind.	1340	250	389
WTRY	Troy, N. Y.	980	1000	507
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	361
WTTM	Trenton, N. J.	920	1000	479
WVCC	Sitka, Alaska	1220	15 (Amer. Expeditionary Station)	629
WWDC	Washington, D. C.	1450	250	353
WWJ	Detroit, Mich.	950	5000	441
WWL	New Orleans, La.	870	50000	416
WWNC	Asheville, N. C.	570	1000; 5000 C.R.	513
WWNY	Watertown, N. Y.	790	1000	509
WWPG	Palm Beach, Fla.	1340	250	359
WWRL	Woodside, N. Y.	1600	250	511
WWSR	St. Albans, Vt.	1420	1000	606
WWSW	Pittsburgh, Pa.	1490	250	565
WWVA	Wheeling, W. Va.	1170	50000	620
WXYZ	Detroit, Mich.	1270	5000	441

ALABAMA

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W H M A

ANNISTON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Anniston Broadcasting Co.
 Operated By Anniston Broadcasting Co.
 Address 14th & Noble Streets
 Phone Number 2380
 Transmitter Location 14th & Noble Streets
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation Anniston Star
 News Service AP, UP
 Transcription Service NBC & Cole
 Representative Sears & Ayer, Inc.

Personnel

Owner Harry M. Ayers
 Station-Commercial Manager J. W. Buttram
 Program Director Ruby Meigs
 Publicity Director Mary Toulmen
 Chief Engineer James Hudson

W J L D

BESSEMER—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Johnston
 Broadcasting Company.
 Address 1800 3rd Ave., N.
 Phone Number 2300; 2301; 6-6172
 Transmitter Location Blue Lake Site
 Time on the Air 6 a.m. to 12 p.m.
 News Service AP
 Transcription Service Standard, Cole,
 Keystone Broadcasting System.
 Representatives Helen Wood, New York;
 Dewey Long, Atlanta; Gene Grant, Holly-
 wood.

Personnel

Principal Partner George Johnston, Jr.
 General-Station Manager William R. Terry
 Commercial Manager Clay Coe
 Sales Director Carl Ross
 Musical Director Robert Tamblin
 Chief Engineer Rufus Jones

W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts

Owned By Alabama Polytechnic In-
 stitute, University of Alabama, Alabama
 College.

Licenses Voice of Alabama, Inc
 Address Protective Life Bldg.
 Phone Number 3-8116
 Studio Addresses Protective Life Bldg.;
 Birmingham, Ala.
 Transmitter Location Sandusky, Ala.
 Time on the Air 5:30 a.m. to 12 midnight;
 Sundays, 7 a.m. to 12 midnight.
 News Service UP
 Transcription Service WBS
 Representative Radio Sales

Personnel

Chairman of Board Ed Norton
 President-General Manager Thad Holt
 Program Director Jimmie Willson
 Chief Engineer N. S. Hurley

W S G N

BIRMINGHAM—EST. 1927

AMERICAN BROADCASTING COMPANY

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated by The Birmingham
 News Co.
 Business Address P.O. Box 2553
 Studio Address Dixie Carlton Hotel
 Phone Number 4-3434
 Transmitter Location Alabama State
 Fair Grounds
 Time on the Air 5 a.m. to 12 midnight
 Newspaper Affiliation Birmingham News
 Company, Birmingham News-Age-Herald.
 News Service AP
 Transcription Service NBC Thesaurus,
 Langworth, Cole.
 Representative Headley-Reed Co.

Personnel

Exec. V.P.-Managing
 Director Henry P. Johnston
 Commercial Manager Henry P. Johnston
 Sales Promotion Julian A. Flint
 Program Director David Loveman
 Chief Engineer Gordon Bishop

W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc. Power: 5000 Watts

Owned-Operated By..Birmingham Broadcast-
ing Co., Inc.
Address.....WBRC Bldg., 1727½ 2nd Ave. N.
Phone Number4-7741
Transmitter Location... 2400 Arkedelphia Rd.
Time on the Air.....Unlimited
Transcription Service.....Standard Radio
& Langworth
Representative.....Paul H. Raymer Co.

Personnel

President-General Manager..W. Walter Tison
Sales Promotion & Merchandising
ManagerJohn Connolly
Production Manager.....John Orr
Musical Director.....Herb Grieb
Chief Engineer.....Jerry Hayman

(Call Letters to Be Assigned)

CULLMAN*

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Cullman Broadcasting
Company

Address.....Cullman, Alabama

Personnel

Owners.....H. H. Kinney, D. T. Kinney
* Construction Permit.

W M S L

DECATUR—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tennessee Valley
Broadcasting Co.

Address.....511 Bank St.
Phone Number802-3

Transmitter Location... Danville Rd., Decatur
Time on the Air.....Unlimited

News Service.....UP
Transcription Service...World Broadcasting
System and Standard.

Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hulston
Station-Commercial Manager..Kyle G. Frazier
Program Director.....Letha Coker
Chief Announcer.....Lewiss Blizzard
Chief Engineer.....J. V. Rozer

W A G F

DOTHAN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By....Dothan Broadcasting
Company

Address.....204½ E. Main Street
Phone Number.....1430

Transmitter Location....Headland Highway,
Dothan

Time on the Air.....Daytime license

Newspaper Affiliation.....Dothan Eagle

News Service.....AP
Transcription Service..Standard Radio, World

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley

Program Director and
Chief Announcer.....Willard Wilkes

Promotion Manager.....Arthur Creamer
Chief Engineer.....John T. Hubbard

W J O I*

FLORENCE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Florence Broadcasting
Company

Address.....Reeder Hotel

Personnel

Owners.....Clyde W. Anderson,
Joe T. Van Sandt

General Manager.....Joe T. Van Sandt
* Construction Permit.

W M F T*

FLORENCE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Tri-Cities Broadcasting
Company

Address.....Florence, Ala.

* Construction Permit.

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Gadsden Broadcast-
ing Co., Inc.

Address108 Broad Street
Phone Number88

Transmitter Location....108 Broad Street
Time on the Air.....17½ hours daily

Personnel

President B. H. Hopson
 Station Manager and
 Program Director Beatrice Tate Benton
 Commercial Manager Sam Benton
 Chief Engineer William Pigg

Publicity Director C. L. Smallwood
 Chief Announcer Charles Saunders
 Chief Engineer R. B. Hurley

W B H P

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 NORTH ALABAMA NETWORK

Frequency: 1230 Kc. Power 250 Watts
 Owned-Operated By W. H. Pollard
 Address 318 W. Clinton St.
 Phone Number 313
 Transmitter Location Athens Pike
 Time on the Air Unlimited license
 News Service UP

Personnel

President-Station Manager and
 Commercial Manager W. H. Pollard
 Program Director Margaret Speake
 Production Manager Hugh McDonald
 Chief Announcer and
 Chief Engineer John Garrison

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. Power: 5000 Watts
 Owned By W. O. Pope
 Operated By Pape Broadcasting Co.
 Address 106 St. Joseph St., AT&N
 Railroad Bldg.
 Phone Number Dexter 3-3756
 Transmitter Location Cochran Bridge
 Causeway, Baldwin County.
 Time on the Air ... 5:30 a.m. to 12:00 midnight
 News Service AP
 Transcription Service Standard Radio
 Representative Headley-Reed Co.

Personnel

Owner W. O. Pope
 General Manager H. K. Martin
 Station Manager H. K. Martin
 Commercial Manager Al. Treadway
 Program Director Charles Saunders

W M O B

MOBILE—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By S. B. Quigley
 Business Address 600 St. Louis St.,
 (Quigley Building)
 Phone Number Belmont 2-4566
 Studio Address 600 St. Louis St.
 Transmitter Location 600 St. Louis St.
 Time on the Air Unlimited License
 News Service UP
 Transcription Service NBC Thesaurus
 Representative The Branham Company

Personnel

Station Manager S. B. Quigley
 Commercial Manager F. E. Busby
 Sales Promotion Manager ... Miss Bea Quigley
 Program Director Miss Clara Malone
 Production Manager Mrs. Adele Hull
 Publicity Director Miss Bea Quigley
 Chief Engineer T. L. Greenwood

W C O V

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM
 ALABAMA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By G. W. Covington, Jr.
 Business Address P.O. Box 1029,
 Montgomery, Ala.
 Phone Number 5781
 Transmitter Location Narrow Lane Road,
 Montgomery
 Time on the Air 6:00 a.m. to 12 midnight
 News Service HNS
 Transcription Service Standard Radio
 Representative Howard H. Wilson Co.

Personnel

President-Station Mgr. ... G. W. Covington, Jr.
 Commercial Manager R. B. Raney
 Musical Director Weston Britt
 Program Director Sybil I. Winn
 Chief Engineer W. D. Weatherly

W S F A

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.;
500 n.

Owned-Operated By.....Montgomery
Broadcasting Co., Inc.

Business Address.....P. O. Box 1031

Phone Number.....8361-2

Studio Address.....Jefferson Davis Hotel

Transmitter Location.....Narrow Lane Road.

Time on the Air.....5:45 a.m. to 11:30 p.m.

News Service.....AP

Transcription Service.....NBC Thesaurus
& M. M. Cole.

Representative.....Headley-Reed Co.

Personnel

President-General Manager...Howard E. Pill

Station Manager.....John B. DeMotte

Local Sales Manager.....W. W. Hunt

Publicity Director.....John B. DeMotte

Program-Musical Director and

Production Manager.....Caldwell Stewart

Chief Announcer.....Leland Childs

Chief Engineer.....Cliff Shelkofsky

(Call Letters to Be Assigned)

MONTGOMERY*

Frequency: 800 Kc...Power: 1000 Watts, Day
Owned-Operated By.....Dixie Broadcasting
Company

Address.....Montgomery, Ala.

* Construction Permit.

W L A Y

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Muscle Shoals
Broadcasting Corporation

Address.....Box 230, Sheffield, Ala.

Phone Number.....1450

Transmitter Location.....Sheffield, Ala.

Time on the Air.....6:30 a.m. to 11 p.m.;

News Service.....UP

Transcription Service.....Standard Radio
& Lang-Worth.

Representative.....Sears & Ayer

Personnel

President.....F. M. Farris, Jr.

Station and Commercial Manager..E. J. Sperry

Sales Promotion Mgr.....Josephine T. Sperry

Production Manager.....Lynn V. McMoran

Chief Engineer.....Lynn V. McMoran

W J H O

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.Power 250 d.; 100 n.

Owned-Operated By.....Opelika Auburn
Broadcasting Co.

Address.....1400 Auburn Road

Phone Number.....856

Transmitter Location.....1400 Auburn Road

Time on the Air.....6:00 a.m. to 12:00 mid.

News Service.....UP

Transcription Service.....NBC and Keystone
Broadcasting System

Personnel

Station Manager and

Chief Engineer.....F. Marion Hyatt

Commercial Manager.....Guy Mangram

Sales Promotion.....F. Marion Hyatt

W H B B

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts

Owned-Operated By...Selma Broadcasting
Company, Inc.

Business Address.....209 Washington St.

Phone Number.....1233

Studio Address.....209 Washington St.,
Selma, Ala.

Transmitter Location.....Seventh Ave., North

Time on the Air.....7:30 a.m. to 11:00 p.m.

Representative.....Sears & Ayer, Inc.

Personnel

Chief Executive.....B. H. Hopson

General-Station Manager.....Julien Smith, Jr.

Sales Promotion.....Erin Reynolds

Program Director.....Erin Reynolds

Chief Engineer.....T. F. Kelly, Jr.

WFEB

SYLACAUGA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByAlabama
 Broadcasting Company.
 Business-Studio Address..527 North Broadway
 Phone Number160
 Transmitter Location....527 North Broadway
 Time on Air.....6:00 a.m. to 11:00 p.m.
 News ServiceUP
 Transcription ServiceNBC

Personnel

President.....E. E. Forbes, Sr.
 V.P.-General Manager.....J. W. Buttram
 Station Manager.....Hugh Webb
 Sales-Promotion Manager.....Hugh Webb
 Program Director.....Bonnie Skelton
 Production-PublicityBill Irby
 Chief Announcer.....Bob Donovan
 Musical Director.....Ralph Bennett
 Chief Engineer.....James Stower

WJRD

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByJames R. Doss, Jr.

Address.....First National Bank Bldg.
 Phone Number.....4464-65
 Transmitter Location....Greensboro Highway
 Time on the Air.....7:00 a.m. to 10:00 p.m.
 Transcription Service....World Broadcasting
 System

Representative.Keystone Broadcasting System

Personnel

Owner.....J. R. Doss, Jr.
 Program Director.....Wilhelmina Doss
 Chief Announcer.....Charles Zennah
 Chief Engineer.....James Arendale

WHTB

TALLADEGA

MUTUAL BROADCASTING SYSTEM
 ALABAMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..Voice of Talladega, Inc.
 Address.....122 S. Court Square
 Phone2360
 Transcription Service.....Standard
 News Service.....AP

Personnel

Chief Executive.....Harry Held
 General-Commercial Mgr.....R. C. Hammett
 Program Director.....Otis Dodge
 Sales Promotion.....R. C. Hammett
 Chief Engineer.....Julius C. Vessels

ARIZONA

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KWJB

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY
 ARIZONA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: The Gila Broadcasting
 Co., Inc.

Business Address.....Globe, Arizona
 Phone Number.....Globe 41
 Studio Address.....South Globe, Arizona
 Transmitter Location....South Globe, Arizona
 Time on the Air.....Unlimited
 Representative.....Paul H. Raymer
 News Service.....AP, INS, UP
 Transcription Service.....Standard Radio

Personnel

President.....Louis F. Long

General Manager.....Paul Merrill
 Station Manager.....Willard Shoecraft
 Commercial and Sales

Manager.....Edward E. Furman
 Chief Engineer.....Frank Toomey
 Chief Announcer.....Robert Coffman

KSUN

BISBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Carleton W. Morris
 Address.....Box C, Bisbee, Ariz.
 Phone Number.....Bisbee 9
 Transmitter Location...Noco Rd., Bisbee, Ariz.

Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....UP and Transradio
 Representative.....John Blair & Co.

Personnel

President-Owner-Station
 Manager.....Carleton W. Morris
 Commercial Manager.....Gilbert C. Alzua
 Program Director.....Bonnie J. Miller
 Chief Announcer.....John Earl Hickman
 Chief Engineer.....David C. Korbach

K O Y

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 THE ARIZONA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Salt River Valley
 Broadcasting Company
 Address.....838 North Central Avenue
 Phone Number.....4-4144
 Transmitter Location.....12th St. & Camel-
 back Rd.
 Time on the Air.....6 a.m. to 12:00 midnight
 Newspaper Affiliation.....Arizona Farmer
 Publishing Co., Arizona Farmer
 News Service.....UP; Transradio
 Transcription Service.....World Broadcasting
 System, Associated Music Service.
 Representative.....John Blair & Co.

Personnel

Chairman of Board.....Burrige D. Butler
 Commercial Manager.....John L. Hogg
 General Manager.....Albert D. Johnson
 Program Director.....John R. Williams
 Chief Announcer and
 Production Manager.....Joe Dana
 Musical Director.....Alfred Becker
 Chief Engineer.....Lewis Sublett

K P H O

PHOENIX—EST. 1941

AMERICAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Phoenix Broadcasting, Inc.
 Business Address.....Adams Hotel, Phoenix, Ariz.
 Phone Number.....4-7367
 Studio Address.....Adams Hotel, Phoenix, Ariz.
 Transmitter Location.....24th Ave. & Buckeye Rd.
 Time on the Air.....6 a.m. to midnight
 News Service.....INS
 Transcription Service.....SESAC
 Representative.....Howard H. Wilson Co.

Personnel

President-Owner.....Rex Shepp
 Station Manager.....Charlie Garland
 Commercial Manager.....Arnold J. Gregory
 Program Director.....Frank James
 Promotion Manager.....Richard Canaday
 Chief Engineer.....Wayne Ferneyhough

K T A R

PHOENIX—EST. 1922

NBC

ARIZONA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTAR Broadcasting
 Company
 Business Address.....711 Heard Building
 Phone Number.....4-4161
 Studio Address.....Atop the Heard Building
 Transmitter Location.....36th St. & East
 Thomas Road
 Time on the Air.....6:00 a.m. to 12 midnight;
 Sundays, 6:45 a.m. to 12:15 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio Library.
 Representative.....Paul H. Raymer Co.

Personnel

Chief Owner-Ch. of Bd.....John J. Louis
 President & General Manager.....Dick Lewis
 Sales-Commercial Manager.....Bill Harvey
 Sales Promotion-Merchandising
 Manager.....Arnold LaBenz
 Program Director.....J. Howard Pyle
 Production Manager.....John McGreevey
 Publicity Director.....John Snow
 Musical Director.....Pierson Bancroft
 Chief Engineer.....A. C. Anderson

K Y C A

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY
 ARIZONA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad-
 casting Company
 Address.....East Gurley St.
 Phone Number.....244
 Transmitter Location.....East Gurley St.
 Time on the Air.....Unlimited License
 News Service.....INS and AP
 Transcription Service.....Standard Library
 Representative.....Paul Raymer Co.

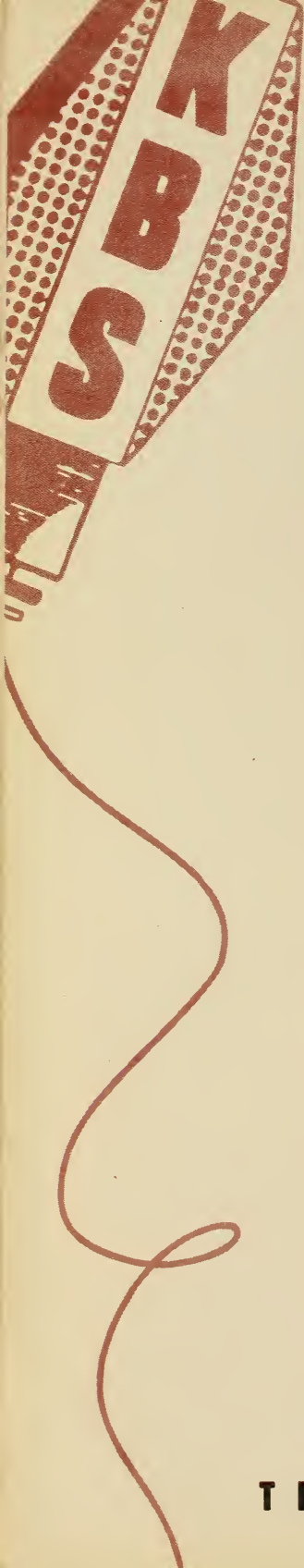


Follow- Through...

**ESSENTIAL IN
RADIO ADVERTISING, TOO**



please follow through



Complete the local tieup to sell Mighty Main Street

More and more national radio advertisers now realize the importance of bringing their network programs *directly* into the homes of the 28 million small town and rural inhabitants who get No signals, or INFERIOR signals, from major wired networks.

Surveys show that, in the absence of this immediate, *local tieup*, many "BEYOND-METROPOLITAN" listeners had never *heard* of the so called "nationally radio-advertised" product. When they *had* heard of it over a remote station, they never thought of it as being available in their OWN neighborhood stores.

This current attitude is reflected in indifference among "BEYOND-METROPOLITAN" DEALERS. In the absence of the necessary follow through, neighborhood dealers fail to push, promote, or display

T H I S I S T H E K E Y S T O N

FOLLOW THROUGH

the items which are not known or demanded locally.

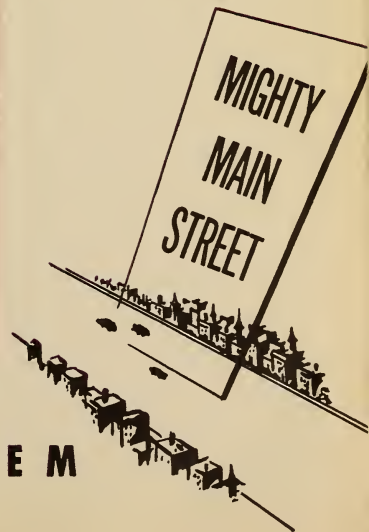
To provide this necessary "FOLLOW THROUGH," extend your wired-network programs to K B S . . . the ONLY network concentrating upon "BEYOND-METROPOLITAN" America *exclusively!*

Via the K B S, transcription network, you can annex this huge market — in ONE streamlined operation — with NO production headaches — at remarkably low cost per *actual listener.*

QUANTITY PLUS QUALITY

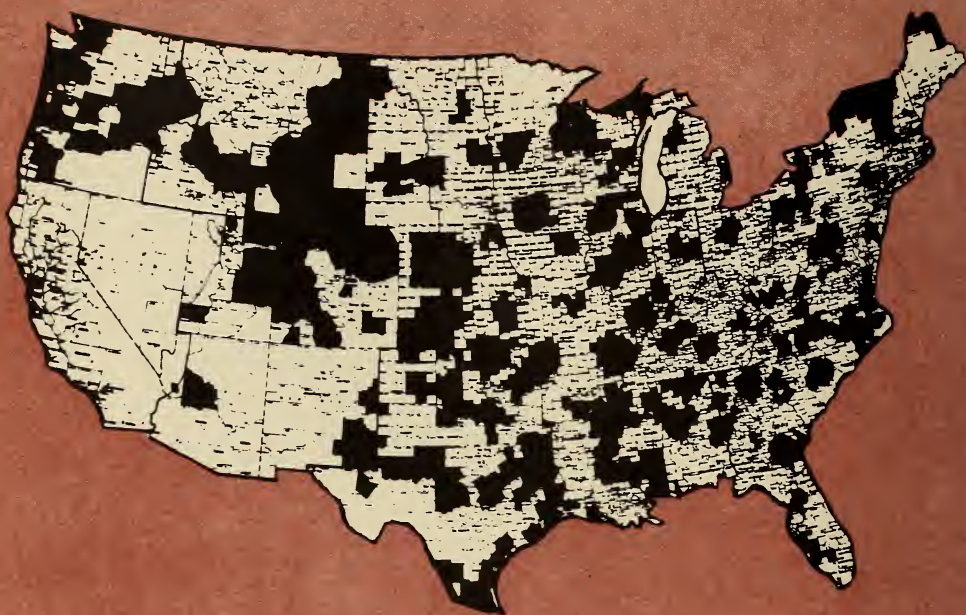
Prosperity in "BEYOND-METROPOLITAN" America is at an all-time high, — and is based on a FIRM FOUNDATION that assures its continuation.

KEYSTONE listeners are CONSTANT AND LOYAL. New Ross-Federal surveys prove they listen up to 289% as much as to all other stations in their areas *combined!* (complete survey upon request.)



B R O A D C A S T I N G S Y S T E M

THIS IS "BEYOND-METROPOLITAN" AMERICA



"TOP AD COIN TO SMALL OUTLETS"

This headline from Variety acknowledges the tremendous surge of interest in "BEYOND-METROPOLITAN" AMERICA among leading national radio advertisers, ALKA-SELTZER, GENERAL FOODS, BROMO SELTZER, WILD-ROOT, CORONET, STERLING DRUGS . . . are a few of the outstanding national advertising successes on KBS facilities . . . scooping 200 stations in ONE transaction instead of 200 . . . with ONE Time order, One Time Clearance — One schedule — One mechanics operation . . . One source for affidavits — One invoice. May we help YOU to "FOLLOW THROUGH" . . . by custom-fitting a list of KBS STATIONS to suit your requirements.

KEYSTONE BROADCASTING SYSTEM, Inc.

580 Fifth Avenue, New York 19

CHICAGO 2, HOLLYWOOD 28

Personnel

President-Owner.....Jack J. Louis
 Station and Commercial Mgr....Harold Ritter
 Program Director.....Roberta Pfister
 Publicity Director.....Marcia Gates
 Chief Engineer.....George Eitel
 Sales Promotion Manager...Byron Lee McCall

K G L U

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
 ARIZONA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Gila Broadcasting
 Company
 AddressSafford, Ariz.
 Phone Number.....15
 Transmitter Location.....1218 - 6th Ave.
 Time on the Air.....7 a.m. -11p.m. daily
 News Service.....AP; INS; UP
 Transcription Service.....World
 Representatives.....Paul H. Raymer Co.

Personnel

President.....Louis F. Long
 Station Manager.....Paul Merrill
 Commercial and Sales
 Promotion Manager.....Edward E. Furman
 Program Director, Production Manager and
 Chief Announcer.....Norman B. Harrington
 Chief Engineer.....Herbert Hartman

K T U C

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Tucson Broadcasting
 Co., Inc.
 Address.....900 E. B'way
 Phone Number1400
 Transmitter Location.....900 E. B'way
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Associated Record
 Program, Service & World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
 Station Manager.....Lee Little

Sales Manager.....Lee Little
 Chief Announcer.....Ray Helgesen
 Production Manager-Program Director
 and Musical Director.....Wayne Sanders

K V O A

TUCSON—EST. 1929

NATIONAL BROADCASTING CO.
 ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned By.....KTAR Broadcasting Co., Inc.
 Operated By.....Arizona Broadcasting
 Company, Inc.
 Business Address.....48 E. Broadway
 Phone Number.....3703
 Studio Address.....48 East Broadway
 Transmitter Location.....10th and Lee
 Time on the Air...5:55 a.m. to 12:00 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Standard.
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams
 Station Manager.....R. B. Williams
 Sales Promotion.....Fred I. Gerletti
 Program Director.....Ben L. Slack, Jr.
 Publicity Director.....Fred I. Gerletti
 Chief Engineer.....Ray H. Holsclaw

K Y U M

YUMA—EST. 1940

NATIONAL BROADCASTING COMPANY
 ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Yuma Broadcasting Co.
 Business Address.....Post Office Box 352
 Phone Number.....Yuma 88
 Studio Address...19th Avenue and 1st Street
 Transmitter Location..19th Avenue and 1st St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....INS, AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....R. N. Campbell
 Station Manager.....Ray Smucker
 Program Director.....Leavenworth Wheeler
 Chief Engineer.....Leavenworth Wheeler

ARKANSAS

For Major Markets—Radio Homes 1946 Please Turn To Pages 247-255

K L C N

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc. Power: 1000 Watts
Owned and Operated By . . . Harold L. Sudbury
Address Sudbury Bldg.
Phone Number 2093
Transmitter Location East Highway 18
Time on the Air 6 a.m. to local sunset
News Service UP
Transcription Service World, Cole
Representative The John E. Pearson Co.

Personnel

Owner-Manager Harold L. Sudbury
Sales Promotion Manager J. T. Sudbury
Program Director Ray Van Hooser
Chief Announcer Russ Hodge
Publicity Director Bill Cherry
Chief Engineer Bob Connor

K A M D*

CAMDEN—EST. 1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Camden Radio, Inc.
Address 2010 Ft. Worth National Bank
Bldg., Fort Worth, Tex.

Personnel

Chief Executive W. R. Hussman
* Construction Permit.

K E L D

EL DORADO—EST. 1935

AMERICAN BROADCASTING CO.

ARKANSAS NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Radio Enterprises, Inc.
Business Address Exchange Building,
El Dorado, Ark.
Studio Address Country Club Colony
Phone 1313
Transmitter Location Country Club Colony
Time on the Air 6:45 a.m. to 10:45 p.m.
News Service AP
Transcription Service Standard Radio
Representative Cox and Tanz

Personnel

President T. H. Barton
Station and General Manager Leon Sipes
Sales Promotion Manager W. N. McKinney
Commercial-Publicity Director J. R. Duerson
Musical-Program Director Rodney Smith
Chief Announcer Ed Gideon
Chief Engineer A. W. Hearin

K G R H*

FAYETTEVILLE—EST. 1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Fayetteville Broadcasting
Company
Address Fayetteville, Ark.

Personnel

Owners George Bennitt, Russell Bennitt,
Hal Douglas
* Construction Permit.

K F P W

FORT SMITH—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Southwestern
Hotel Co.
Address 1213 Garrison Ave.
Phone Number 4106-4107-7069-5554
Transmitter Location Albert Pike &
Kelley Highway
Time on the Air 6:00 a.m. to 11:00 p.m.
Sundays, 8:00 a.m. to 10:00 p.m.
News Service UP and AP
Transcription Service M. M. Cole &
World Broadcasting System

Personnel

President and General Mgr. John A. England
Station Manager J. E. "Pat" Garner
Commercial-Sales Promotion
Manager Bill Slates
Program Director-Production
Manager Dorothy Gibson
Chief Announcer Bill Stapleton
Musical Director Afton Blake
Record M.C. Glenn O'Neal
Chief Engineer John M. VanHorn

K F F A

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM
ARKANSAS NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Helena Broadcasting Co.
Address: 215 York St.
Phone Number: Main 59
Transmitter Location: 215 York St.
Time on the Air: 7:00 a.m. to 10:15 p.m.
News Service: UP
Transcription Service: Keystone Broadcasting System & Lang-Worth.

Personnel

President-General Manager: Sam Anderson
Production Manager: Barton Wellborn
Program Director: Elizabeth Shepperson
Publicity Director: Hugh Smith
Chief Announcer: Bill Tappan
Musical Director: S. B. Williamson
Record M.C.: Bill Tappan
Chief Engineer: M. C. McKenney

K T H S

HOT SPRINGS—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 1090 Kc.
Power: 10,000 d.; 1000 n.
Owned-Operated By: Radio Broadcasting, Inc.
Address: 135 Benton Street
Phone Number: 1160-1161
Transmitter Location: Malvern Road
Time on the Air: 6 a.m. to 12 midnight
News Service: UP & AP
Transcription Service: Lang-Worth
Newspaper Affiliation: Shreveport, Louisiana Times.
Representative: Branham Company

Personnel

President: John D. Ewing
Station Manager: K. K. Kellam
Commercial Manager: Ed Appler
Program Director: William S. Bailey
Chief Engineer: Cecil Suitt

K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Clyde E. Wilson

Address: 819½ Central
Phone Number: 412-3
Transmitter Location: 819½ Central
Time on the Air: 7 a.m. to 11 p.m.
News Service: AP
Transcription Service: Standard Radio, Keystone.

Personnel

Owner: Clyde E. Wilson
Station & General Sales Manager: Robert Choate
Program Director: Gene Edsal
Sales Promotion: Robert Harrison
Chief Announcer: Wilson Hurst
Chief Engineer: Earl H. Butler

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned By: Jay P. Beard and Veda F. Beard
Operated By: Owners
Address: KBTM Bldg., Madison at Jackson Sts.
Phone Number: 597
Transmitter Location: Tower Place, East of Jonesboro
Time on the Air: 6:00 a.m. to 10:00 p.m.
Transcription Service: World Broadcasting System.
West Coast Representative: Gene Grant

Personnel

President and General Manager: Jay P. Beard
Sales Promotion Manager: William H. Cate
Program Director-Production Manager: Mrs. Estelle Fox
Publicity Director: Ted Rand
Chief Announcer: Ed Coughlin
Record M.C.: Bob Hess
Chief Engineer: John E. Douglas

K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.

SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: Arkansas Radio & Equipment Co.
Address: 112 East Capitol Ave.
Phone Number: LD 224
Transmitter Location: Jackson Blvd., North Little Rock

Time on the Air 5:30 a.m. to 12 midnight;
Sundays 6:45-12 midnight.
News Service AP, UP
Transcription Service Standard
Representative Edward Petry & Co.

Personnel

President-Owner T. H. Barton
V.P., Gen. Mgr., and Station
Manager G. E. Zimmerman
Sales-Commercial Manager Julian F. Haas
Program Director-Production
Manager Douglas J. Romine
Publicity Director A. C. Dowden
Musical Director Tommy Scott
Chief Engineer Dan L. Winn

K G H I

LITTLE ROCK—EST. 1927
AMERICAN BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KGHI Broadcasting
Service.
Address P.O. Box 3099, Union Life Bldg.
Phone Number 9166
Transmitter Location Gazette Building
Time on the Air 6 a.m. to 12:00 midnight
Transcription Service Associated
Representative Walker Co.

Personnel

Station and General
Manager S. C. Vinsonhaler
Commercial Manager R. E. Rives
Sales Promotion Rolfe Corbett
Program Director Dorothy Parker
Chief Engineer V. O. Vandusen

K L R A

LITTLE ROCK—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 1010 Kc. Power 10000 d.; 5000 n.
Owned-Operated By Arkansas Broadcasting
Company
Address Gazette Bldg., 3rd & Louisiana Sts.
Phone 5427
Transmitter Location 7 miles out on
Memphis Hi-Way
Time on the Air 18 hours 35 minutes,
per day, Mondays through Saturday; 17
hours 5 minutes, Sundays.
Newspaper Affiliation Gazette Publishing Co.
News Service UP
Transcription Service World Broadcasting
Service
Representative The Katz Agency

Personnel

President J. N. Heiskell
General and Station Manager Roy Judge
Program-Publicity Director James Woodard
Commercial Manager Roy Judge
Chie. Engineer K. F. Tracy

K A P T*

NORTH LITTLE ROCK—EST. 1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Arkansas Airwaves Co.
Address 217 E. 3rd St.
* Construction Permit.

K O T N

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Universal Broadcasting
Corp.
Address 505½ Main St.
Phone Number 721
Transmitter Location 505½ Main St.
Time on the Air 6:00 a.m. to 11:00 p.m.
News Service UP and AP
Transcription Service Thesaurus

Personnel

President-General Manager B. J. Parrish
Sales Promotion Manager R. W. Etter
Program Director Lois Sloan
Chief Announcer Wendell Atchison
Chief Engineer B. J. Parrish

K U O A

SILOAM SPRINGS—EST. 1922

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By KUOA Incorporated
Address Siloam Springs, Ark.
Phone Number 77
Transmitter Location Siloam Springs, Ark.
Time on the Air 6:30 a.m. to Local Sunset
News Service UP
Transcription Service World Broadcasting
System, Keystone Broadcasting System
Representative The Walker Company

Personnel

President John E. Brown
General Manager Storm Whaley
Sales Director Galen O. Gilbert
Program Director Mary Shaw
Chief Engineer Kenneth Maxwell

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In."

"Cue-In" localizes and personalizes.

Exclusive in Any Market

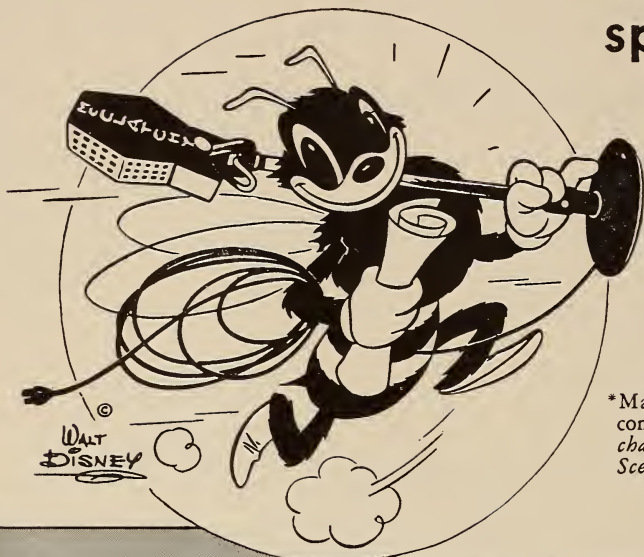
SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

* "With all convenient speed"...



*Madam, I go with all convenient speed.—*Merchant of Venice, Act IV, Scene 3.*

THE BEELINE



- ORENO - KOH
- SACRAMENTO - KFBK
- STOCKTON - KWG
- FRESNO - KMJ
- BAKERSFIELD - KERN

Students have often smiled over Shakespeare's use of the word "convenient" in this instance. But the dictionary says another meaning is "adapted to requirements".

Advertisers know that the *Beeline* is adapted to any requirements that they might have in their radio broadcasting—from chain-breaks to remote control programs.

The *Beeline* with its forty-two primary counties is the only combination of stations that properly can cover the California Central Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for national spot business.

See the McClatchy *Beeline* rate listing, first under California in Standard Rate and Data.

PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

CALIFORNIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KERN

BAKERSFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..McClatchy Broadcasting
AddressElks Bldg.
Phone Number8-8431
Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service.....AP and INS
Transcription Service.....Standard Radio,
SESAC, World
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
General Manager.....Harold J. Brown
Commercial Manager.....Richard Brothers
Chief Engineer.....Luverne Shatto

K P M C

BAKERSFIELD—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By..Pioneer Mercantile Co.
Business Address..Box 1709, Bakersfield, Calif.
Phone Number8-8581
Transmitter Location.....307 East 21st St.
Time on the Air...6:30 a.m.-12:00 p.m. week-
days; 7:00 a.m.-12:00 p.m. Sunday
News ServiceUP
Transcription Service.....NBC Thesaurus,
Transcription Service..NBC Thesaurus, Associ-
ated Music Publishers
Representative.....W. S. Grant

Personnel

PresidentF. G. R. Schamblin
General-Commercial
Manager.....L. A. Schamblin
Program Manager.....C. C. Sturm
Chief Engineer.....John W. Kibby

K R E

BERKELEY—EST. 1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Central California
Broadcasters, Inc.
Address601 Ashby Avenue
Phone Number.....Ashberry 7715
Transmitter Location.....601 Ashby Avenue
Time on the Air.....Unlimited
News ServiceINS
Transcription ServiceStandard Radio

Personnel

President-Station Manager....Arthur Westlund
Sales Promotion Manager.....Don Hambly
Program-Publicity Director.....Les Avery
Musical Director.....Harold Hawley
Chief EngineerMcKernan

K R O P *

BRAWLEY—EST. 1945

Frequency: 1300 Kc.....Power: 1000 D; 500 N.
Owned-Operated By....Broadcasting Corp. of
America
Address.....3401 Russell St., Riverside, Calif.
* Construction Permit.

K H S L

CHICO—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power 1,000 Watts
Owned-Operated By.....Golden Empire
Broadcasting Co., Inc.
Address.....336 Broadway
Phone Number.....Chico 237-8
Transmitter Location.....Hooker Oak and
Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00
a.m. to 11:00 p.m., Sundays
News Service.....UP
Transcription Service.....Standard Radio
Representative.....W. S. Grant Co.

Personnel

PresidentHugh McClung
Station Manager.....M. F. Woodling
Commercial Manager.....Jestine A. Pero
Program Director.....J. Wightman
Chief Engineer.....Russell Pope

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 Watts 250 N
Owned-Operated By.....Valradio, Inc.
Business Address.....Box 140, El Centro
Address793 Main St.
Phone Number.....1100, 1120
Transmitter Location.....793 Main St.
Time on the Air.....6:00 a.m. to 11:00 p.m.
Transcription Service.....Standard Radio,
Sesac, Cole.
Representative.....Paul H. Raymer Co.

Personnel

President.....Thomas E. Sharp
 General Manager.....Kenneth H. Thornton
 Commercial Manager.....Belle Hovey
 Sales Promotion.....Harold Steckel
 Program Director.....Virginia Fox
 Publicity Director.....Kenneth H. Thornton
 Chief Engineer.....Leroy Bellwood

K I E M

EUREKA—EST. 1933
MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By ...Redwood Broadcast-
 ing Co., Inc.
 Business Address.....Box 1021
 Phone Number.....93
 Studio Address.....Vance Hotel, Eureka Inn
 Transmitter Location.....McFarland Tract
 Humboldt Bay
 Time on the Air.....Unlimited
 News Service.....INS; UP
 Transcription Service....World Broadcasting
 System, SESAC, MacGregor
 Representative.....John Blair & Co.

Personnel

President and Station
 Manager.....William B. Smullin
 Commercial Manager.....Don Telford
 Program Manager.....C. Paul Corbin
 Sales Promotion Manager.....Robert Stach
 Engineer.....Alvor Olson

K A R M

FRESNO—EST. 1938
COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...KARM, The George
 Harm Station
 Address.....1333 Van Ness Ave.
 Phone Number.....4-2966
 Transmitter Location...Van Ness & Allu-
 vial Avenues
 Time on the Air.....6 a.m. to 12 midnight;
 8 a.m. to 12 midnight, Sunday
 News Service.....AP and INS
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

Owner & President.....Mrs. Hattie Harm
 Station and General
 Manager.....Clyde F. Coombs
 News Director.....Ed Clough
 Publicity Director.....Eldora Roth
 Program Director.....John Garrick
 Chief Engineer.....R. M. Dorothy

K F R E

FRESNO—EST. 1942

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....J. E. Rodman
 Address.....T. W. Patterson Bldg.
 Phone Number.....4-5001
 Transmitter Location.....Clinton & First Sts.
 Time on the Air...5:00 a.m. to 12:00 midnight
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers and World
 Representative.....John Blair & Co.

Personnel

Owner.....J. E. Rodman
 General Manager.....Paul R. Bartlett
 Program Director.....Francis L. Quinn
 Chief Engineer.....Harold R. Brown

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 580 Kc.....Power: 5,000 Watts
 Owned-Operated By..McClatchy Broadcasting
 Co.
 Address.....1559 Van Ness Ave.
 Phone Number.....3-6277
 Transmitter Location...North & Madera Aves.
 Kerman
 Time on the Air.....24 hours daily
 Newspaper Affiliation.McClatchy Newspapers
 News Service.....UP & AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager.....Keith Collins
 Sales Manager.....Coyle Chambers
 Sales Promotion Manager.....Jack Griffith
 Program and Musical Director.Andy Patterson
 Publicity Director.....Jack Griffith
 Chief Engineer.....Wm. N. Wallace

K I E V

GLENDALE—EST. 1933

Frequency: 870 Kc.....Power: 250 Watts
 Owned-Operated By: Cannon Broadcasting
 System, Ltd.
 Address.....102 N. Glendale Ave.
 Phone Number.....Citrus 1-1133
 Transmitter Location...102 N. Glendale Ave.
 Time on the Air.....Daytime License
 News Service.....UP
 Representative.....Biddick

Personnel

President.....David H. Cannon
 General Manager.....L. W. Peters
 Program Director.....R. W. Muller
 Chief Engineer.....John W. Tutt

K F O X

LONG BEACH—EST. 1924

ASSOCIATED BROADCASTING SYSTEM

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By..Nichols & Warinner, Inc.
 Address.....220 E. Anaheim Street
 Phone Number.....672-81
 Transmitter Location...220 E. Anaheim Street
 Time on the Air.....5:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio,
 Langworth Transcription Service; SESAC
 Representative.....Biddick

Personnel

President, Station Manager and
 Program Director.....Hal G. Nichols
 Commercial and Sales Promotion Manager
 and Chief Engineer..Lawrence W. McDowell

K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By: Consolidated Broadcast-
 ing Corp.
 Business Address.....435 Pine Ave.
 Phone Number.....Long Beach 660-41
 Studio Addresses: 435 Pine Ave.; 643 So.
 Olive, Los Angeles
 Transmitter Location.....Atlantic & Compton
 Blvds.
 Time on the Air.....24 hours daily
 News Service.....AP & INS
 Transcription Service: World Broadcasting Sys-
 tem, Standard Radio, Lang-Worth, McGregor
 and Associated
 National
 Representative...Joseph Hershey McGilvra

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
 Commercial Manager.....Lee Wynne
 Sales Promotion Manager.....Wendell Neely
 Musical Director.....Helene Smith
 Chief Engineer..Ronald Oakley and Jay Tapp

K E C A

LOS ANGELES—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..American Broadcasting
 Co.
 Address.....1440 No. Highland Ave.
 Phone Number.....Hillside 8231
 Transmitter Location...2951 S. Fairfax Ave.
 Time on the Air.....5:45 a.m. to 12 midnight
 6:45 a.m. to midnight, Sunday
 News Service.....UP, AP & INS
 Transcription Service.....Thesaurus and
 Lang-Worth.
 Representative.....ABC Spot Sales

Personnel

President.....Mark Woods
 Station Manager.....Clyde P. Scott
 Commercial and Sales
 Manager.....Amos T. Baron
 Sales Promotion-Merchandising
 Manager.....Jack O'Mara
 Program Director.....William J. Davidson
 Production Manager.....Rollo Hunter
 Publicity Director.....Virginia West
 Musical Director.....Buzz Adlam
 Chief Engineer.....T. B. Palmer

K F A C

LOS ANGELES—EST. 1933

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By: Los Angeles Broadcast-
 ing Company, Incorporated
 Address.....645 South Mariposa
 Phone Number.....Fitzroy 1231
 Transmitter Location.....3725 Chesapeake,
 L. A., Calif.
 Time on the Air.....24 hours daily
 News Service.....AP
 Transcription Service.....WBS, Associated

Personnel

President-General Manager...Calvin J. Smith
 Sales-Commercial Manager...Calvin J. Smith
 Production-Program Director..Charles Granville
 Publicity Director.....Eileen Wheatley
 Musical Director.....Elmitt Eastcott
 Chief Announcer.....Charles Granville
 Chief Engineer.....Calvin J. Smith

BOB HOPE JACK BENNY
 AMOS 'N' ANDY
 EDDIE CANTOR
 INFORMATION PLEASE
 FRED WARING ONE MAN'S
 HOUR OF CHARM FAMILY
 RED SKELTON

FIBBER McGEE
 BERGEN AND MOLLY
 AND McARTHUR
 BOB BURNS
 BURNS & ALLEN
 ABBOTT
 & COSTELLO
 GINNY SIMMS

BING CROSBY
 HOAGY
 CARMICHAEL
 PEOPLE
 ARE FUNNY
 BANDWAGON
 KAY KYSER
 GREAT
 GILDERSLEEVE

LOS ANGELES

50,000 WATTS—CLEAR CHANNEL—640 KILOCYCLES

Earle C. Anthony, Inc.

• • • CALIFORNIA • • •

KFI

LOS ANGELES—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Address.....141 North Vermont Ave.
 Phone Number.....FAirfax 2121
 Transmitter Location.....Buena Park, Calif.
 Time on the Air.....24 Hours Daily,
 Except Tues.—12 Hours
 News Service.....UP, City News
 Transcription Service: Standard Radio, Lang-
 Worth, World, BMI
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
 General Manager.....William B. Ryan
 Sales Manager.....Geo. A. Whitney
 Program Director.....Don McNamara
 Production Manager.....Bob Hiestand
 Publicity Director.....Dean Moxley
 Director of Promotion and
 Public Service.....J. G. Paltridge
 Musical Director.....Claude Sweeten
 Chief Engineers.....Curtis Mason,
 H. L. Blatterman

KFWB

LOS ANGELES—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcast-
 ing Corp.
 Address.....5833 Fernwood Ave.
 Phone Number.....Hempstead 5151
 Transmitter Location. Baldwin Hills, Culver City
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....AP, UP, INS
 Representative.....William G. Rambeau Co.

Personnel

President.....C. H. Wilder
 General Manager.....Harry Maizlish
 Asst. General Mgr.....G. McGuire Pierce
 Production-Program Director.....William Ray
 Chief Announcer.....Harry Hall
 Musical Director.....Dion Romandy
 Commercial Manager.....Berne Wilkins
 Sales Promotion.....Don Ross
 Chief Engineer.....Harry Myers

KFSG*

LOS ANGELES—EST. 1924

Frequency: 1150 Kc...Power: 2500 d.; 1000 n.
 Owned By.....Echo Park Evangelistic Ass'n
 Operated By..Angelus Temple, Church of the
 Foursquare Gospel.

A PLEA FOR PEACE! Anthony Eden addressing plenary session; Secretary of State Stettinius presiding.

"In our book KFWB is the No. 1
public service station."

- JACK HELLMAN, Daily Variety



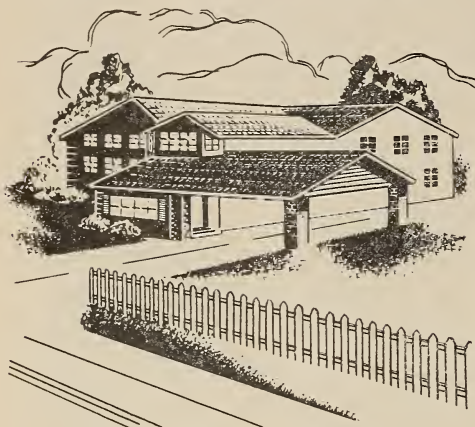
For service
... showmanship... sales, it's
WARNER BROS.

KFWB
HOLLYWOOD

KFWB was the only radio station to broadcast every minute of every session of the San Francisco United Nations Security Conference.

KGFJ

New
HOLLYWOOD
HOUSE



Reflecting KGFJ's ever-enlarging service to the music loving world

is its move to a new home—

Hollywood House—at Sunset and Vine.

Here,—at the Cross Roads of Radio,

clients and agencies alike will find an easily accessible contact with KGFJ's unique and effective programming.

Pay us a visit. The latch string is always out at Hollywood House.

KGFJ

1230 KC

The Twenty-four Hour Station
Thelma Kirchner, Manager

Address.....1100 Glendale Blvd.
Phone Number.....Exposition 1141
Transmitter Location.....1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight (except Fridays); Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

Personnel

President.....Dr. Rolf K. McPherson
General Manager.....Rev. Jack Carmain
Program-Musical Director.....John Vitallo
Chief Announcer.....Marshall Harry
Chief Engineer.....Harvey Haas

* Non-Commercial Station.

KFVD

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts
Owned-Operated By: Standard Broadcasting Company, Inc.

Address.....338 South Western Avenue
Phone Number.....Drexel 2391
Transmitter Location...9300 Cattaraugus St.
Time on the Air.....6 a.m. to local sundown
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President-General Manager....J. Frank Burke
Sales-Commercial Manager....Howard Gray
Chief Engineer.....Jack Fredericks

KGFJ

LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Ben S. McGlashan
Address.....6314 Sunset Blvd.
Phone Number.....Prospect 2434
Transmitter Location..Washington & Oak Sts.
Time on the Air.....Unlimited license
News Service.....INS
Transcription Service.....Associated Music Publishers.

Personnel

Owner.....Ben S. McGlashan
General & Station Manager...Thelma Kirchner
Sales-Commercial Manager..Thelma Kirchner
Sales Promotion-Merchandising Manager.....Thelma Kirchner
Program-Publicity Director...Thelma Kirchner
Production Manager-Musical Director.....Thelma Kirchner
Chief Engineer.....Homer Obuchon

K H J

LOS ANGELES—EST. 1921

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System

Business Address.....5515 Melrose Ave.

Phone Number.....HOLLYWOOD 8111

Transmitter Location..Venice Blvd. and Fairfax

Time on the Air:24 hours daily; Monday, 12:00 midnite to 6:00 a.m.

News Service.....AP, INS

Transcription Service: World Broadcasting System

Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee

Vice-President and

General Manager.....Lewis Allen Weiss

Vice President and

Assistant Manager.....Willet H. Brown

Commercial Manager.....Synley Gaynor

Publicity Director.....Harriet Crouse

Program Director.....Pat Campbell

Chief Announcer.....Tony La Frano

Musical Director.....Harry Zimmerman

Chief Engineer.....Frank Kennedy

KLAC *

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts

Owned-Operated By.....Dorothy S. Thackrey

Address.....1000 Cahuenga Blvd.

Phone Number.....Hillside 1161

Transmitter Location....1000 Cahuenga Blvd.

Time on the Air.....5:30 a.m. to 1:00 a.m.

News Service.....INS, AP, UP

Transcription Service..Lang-Worth; Standard Radio.

Representative.....Burn-Smith Co.

Personnel

General Manager.....Don J. Fedderson

Program Manager.....Jim Strain

Commercial Manager.....H. R. Land

Chief Announcer.....Al Warner

Musical Director.....Oreste Tomasso

Chief Engineer.....Earl Buchanan

* Formerly KTMR.

KNX

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc..... Power: 50,000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.

Address.....6121 Sunset Blvd.

Phone Number.....Hollywood 1212

Transmitter Location... Columbia Park, Torrance, Calif.

Time on the Air.....6:00 a.m. to 1:05 a.m.

News Service.....AP; INS; UP

Transcription Service..Lang-Worth, Associated

Representative..... Radio Sales

Personnel

Vice President and General

Manager.....Donald W. Thornburgh
Ass't Gen'l Mgr. and Director of

Network Sales.....Harry W. Witt

Pacific Coast Sales Mgr.....Charles Morin

Sales Manager (KNX).....J. A. Morton

Sales Promotion Manager.....Ralph Taylor

Merchandising & Sales Service

Manager.....Ernest H. Martin

Radio Sales Representative....Meredith Pratt

Program Manager.....Tom Hargis

Chief Engineer.....Lester H. Bowman

Director of Public Relations....Chet Huntley

Director of Press Information..Lloyd Brownfield

Operations Manager.....Ben Paley

CBS Western Musical Director...Lud Gluskin

Musical Director (KNX).....Wilbur Hatch

Continuity Chief.....Everett Tomlinson

Production Manager.....Edith Todesca

Managing News Editor.....John F. Beck

Stations Relations Manager...E. W. Buckalew

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.

Owned-Operated By.....Radio Broadcasters, Incorporated

Business Address.....541 So. Spring Street

Phone Number.....Tucker 7111

Studio Addresses...312 Spring Arcade Bldg.;
541 So. Spring St.

Transmitter Location.....1100 Lemoyne

Time on the Air.....Shares Time with KFSG

News Service.....INS

Transcription Service.....SESAC

Personnel

Chief Executive.....Frank P. Doherty

General Manager.....Ned Connor

Program Director.....Venna Taylor

Chief Engineer.....Willis O. Freitag



"Free Speech Mike"

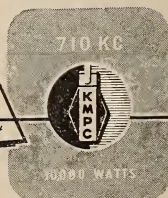
Always
OUT IN FRONT

You can count on progressive programming to keep KMPC always out in front of the Western radio parade. KMPC sets the leader's pace with better programs built from sparkling new talent by top staff names. As a result, more listeners are spending more time with the "Station of the Stars". And more and more advertisers are lining up their advertising dollars behind the WEST'S GREATEST INDEPENDENT—KMPC. Join the parade. Remember, you're always in good company when you advertise on KMPC.

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE



LOS ANGELES, CALIFORNIA



KMPC

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 10,000 Watts
 Owned By: KMPC, The Station of the Stars, Inc.
 Address.....5939 Sunset Blvd.
 Phone Number.....Hollywood 5341
 Transmitter Location.....12755 Burbank Blvd.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP and AP
 Transcription.....Associated, World
 Representative.....Paul H. Raymer Co.

Personnel

President.....G. A. Richards
 V. P. & Gen. Mgr.....Robert O. Reynolds
 Commercial Manager.....Herbert Wixson
 Production Manager.....Charles Calvert
 Program Manager.....C. G. Renier
 Promotion-Publicity Director...Willard Hanes
 Musical Director.....Ted Steele
 Chief Engineer.....Lloyd Cigmon

KMYC

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Marysville-Yuba City
 Broadcasters, Inc.
 Address.....P. O. Box 631, Marysville, Calif.
 Phone Number.....2080
 Transmitter Location.....Three miles north of
 Marysville on Laurellan Road
 Time on the Air.....6:30 a.m. to 12 midnight/
 News Service.....UF
 Transcription Service...World and M. M. Cole
 Representative.....W. S. Grant Co

Personnel

President.....Horace Thomas
 Station and Commercial Manager..Joe D. Carroll
 Program Director and
 Production Manager.....Jayn Feller
 Chief Engineer.....Joe D. Carroll
 Chief Announcer.....Hedley Hall
 Musical Director.....George Davidson

KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Business Address.....P. O. Box 717
 Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Merced Broadcasting
 Company
 Phone Numbers.....1430; 1431

Studio Address....."G" Street Grade
 Transmitter Location....."G" Street Grade
 Time on the Air.....5:30 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 National Sales Office.....582 Market St.,
 San Francisco
 Representative.....W. S. Grant

Personnel

General Director.....Hugh McClung
 Station Manager.....Mel Marshall
 Commercial Manager.....J. C. MacFarland
 Program Director.....W. L. Musladin
 Chief Engineer.....Malcolm R. Beavers

KTRB

MODESTO—EST. 1933

Frequency: 860 Kc.....Power: 1000 Watts
 Owned-Operated By..KTRB Broadcasting Co.,
 Business Address.....P. O. Box 593
 Phone Number.....774
 Studio and Transmitter.....Norwegian Ave.
 News Service.....INS
 Transcription Service.....World, Lang-Worth
 Representative.....W. S. Grant

Personnel

President-Station Manager..Wm. H. Bates, Jr.
 Sales Manager.....Virgil V. Risley
 Program Director.....Cecil Lynch
 Chief Engineer.....Wm. H. Bates, Jr.

KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Monterey Peninsula
 Broadcasting Co.
 Business Address.....275 Pearl St.
 Phone Number:.....Monterey 8501
 Studio Addresses ..275 Pearl St.; 137 Mon-
 terey St., Salinas
 Transmitter Location.....Municipal Wharf
 Time on the Air.....6:30 a.m. to 11:15 p.m.;
 Sunday 7:30 a.m.
 Newspaper Affiliation...Monterey Peninsula
 Herald; Salinas, Californian
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Associated

Personnel

President.....Paul H. Caswell
 Station Manager.....Reed Pollock
 Sales Promotion Manager.....George Ross
 Program Director.....Edward Duty, Jr.
 Production Manager.....Ford Warner
 Publicity Director.....George Ross
 Chief Announcer.....Orel Phillips
 Chief Engineer.....Omar Wright

K W B R

OAKLAND—EST. 1921

Frequency: 1310 Kc.Power: 1000 Watts
 Owned ByWarner Brothers
 Operated byWarner Brothers
 Address 327-21st Street
 Phone NumberHigate 1212
 Transmitter Location.....327-21st Street
 Time on the Air.....24 hours
 News ServiceINS
 Representative.....Wm. G. Rambeau

Personnel

President-General Manager....S. W. Warner
 Station-Sales-Commercial
 Manager.....F. Wellington Morse
 Program Director.....Sylvia L. Chandler
 Chief Announcer.....Dave Moore

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc.Power: 1000 Watts
 Owned-Operated By....Tribune Building Corp.
 AddressTribune Tower, 13th & Frank-
 lin Streets
 Phone Number.....Glencourt 0660
 Transmitter Location.....Tribune Tower
 Time on the Air.....6:45 a.m. to 1:00 a.m.
 Newspaper Affiliation....Oakland Tribune
 News Service.....AP
 Transcription Service....World Broadcasting
 System and Associated
 Representative....Joseph Hershey McGillvra

Personnel

President-Owner.....J. R. Knowland, Jr.
 General Manager.....Glenn Shaw
 Sales Promotion Manager.....Ellis F. Rehn
 Program Director-Production Manager
 and Publicity Director.....Jerry Morton
 Chief Announcer.....Bill Stevens
 Musical Director.....Paul Scheiner
 Chief Engineer.....Roswell Smith

K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc.Power 1000 Watts
 Owned-Operated By.....KROW, Inc.
 Business AddressRadio Center Building,
 464 - 19th Street
 Phone Number.....Glencourt 6774
 Studio Addresses..464 19th St., San Francisco
 Newsreel Theatre, Oakland, Calif.
 Transmitter Location1522 - 8th Avenue
 Time on the Air.....17½ hours daily

News ServiceUP
 Transcription Service.....Standard Radio;
 Langworth

Personnel

President-General Mgr.....Sheldon Sackett
 Commercial Manager-Station
 ManagerWilton Guzendorier
 Production Manager.....R. W. Wassenberg
 Publicity Director.....Mercedes Prosser
 Chief Engineer.....C. E. Downey

K X L A

PASADENA—EST. 1942

Frequency: 1110 Kc.Power: 10,000 Watts
 Owned-Operated By: Pacific Coast Broadcast-
 ing Co.
 Business Address..1401 South Oak Knoll Ave.
 Phone Number.....RYan 1-6991
 Studio Address.....1401 Oak Knoll Ave.
 Transmitter Location.....El Monte, Calif.
 Time on the Air.....24 Hours
 News Service.....INS
 Transcription Service: Lang-Worth; Associated
 Music Publishers
 Representative.Joseph Hershey McGillvra, Inc.

In **5** years (by official census)
OAKLAND GROWS
31.6% . . . to 401,257
 (Metropolitan Oakland near million)

It's official . . . just certified to the U. S.
 Bureau of Census. A special count places
 Oakland fourth (pos-
 sibly third) among
 Coast cities...at least
 26th in the nation!
 Oakland is increas-
 ingly a market all its
 own. And you can't
 overlook the fact
 that . . .



K R O W

"The Home Interest Station"

15 Oakland's Leading Radio Station

RADIO CENTER BLDG., OAKLAND 12, CALIF.

National Representatives: Radio Advertising Co.

Personnel

General Manager.....Loyal K. King
 Station-Commercial Manager.....Loyal K. King
 Program-Publicity Director....Norman Rodgers
 Chief Announcer.....Carl Saunders
 Chief Engineer.....Jack Reader

K C M J

PALM SPRINGS—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Dick Joy, Donald C. McBain
 Operated By...Palm Springs Broadcasting Co.
 Address.....Box KK
 Phone Number.....2253-4
 Studio-Transmitter Location...North Indian Ave.
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight

News Service.....UP
 Transcription Service.....Standard
 Representative.....Homer Griffith Co., Inc.

Personnel

Co-owner-Program Director.....Dick Joy
 Co-owner.....Donald C. McBain
 General Manager.....Clinton Jones
 Commercial-Promotion Mgr....George E. Irwin
 Office Manager.....Margaret Lord
 Chief Engineer.....William Murtough

K P P C*

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By: Pasadena Presbyterian Church

Address.....585 East Colorado St.
 Phone Number.....Sycamore 3-4363
 Transmitter Location...585 East Colorado St.
 Time on the Air....Sundays, 9 a.m. to 9 p.m.;
 Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

General Manager....Rev. George E. Petrie
 Program-Musical Director.....Leon Hall
 Chief Engineer.....N. V. Parsons
 *(Non-Commercial Station)

K W K W

PASADENA—EST. 1942

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southern California Broadcasting Co.

Address.....425 East Green St.
 Phone.....Ryan 1-6744
 Transmitter Location.....San Gabriel
 Time on the Air.....6:00 a.m. to local sunset

News Service.....UP
 Transcription Service.....Standard Radio

Personnel

Owners.....Marshall S. Neal, Paul Buhlig
 General-Sales Manager.....William J. Beaton
 Sales Promotion-Publicity.....Claire Hughes
 Program Dir.-Chief Ann.....George Sanders
 Musical Director.....Rowland Gibbs
 Chief Engineer.....Paul W. Spargo

K V C V

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Golden Empire Broadcasting Co.

Business Address.....Central Office, KYOS,
 Merced, Calif.

Studio Address.....Highway No. 99
 Transmitter Location.....Highway No. 99

Time on the Air.....6:00 a.m. to 12:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 C. P. MacGregor

Representative.....Will Grant

Personnel

Station Manager.....Fred M. Stuelpnagel
 Commercial Manager.....H. E. McCarty
 Sales Promotion Manager....Orville Burda
 Program Director.....Charles Castor
 Production Manager.....Lyle Mathis
 Publicity Director.....Ted Dooley
 Chief Announcer-Musical Dir...Charles Kinsley
 Chief Engineer.....Russell Pope

K P R O

RIVERSIDE—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Corporation of America

Business Address: 3401 Russell St., Riverside,
 Calif.

Phone Number: Riverside 6290, San Bernardino 5157

Studio Address: 3401 Russell St., Riverside
 480th 5th St., San Bernardino

Transmitter Location:.....3401 Russell St.
 Time on the Air.....5:30 a.m. to 1 p.m.

News Service.....AP
 Transcription Service: Associated Music Publishers and Cole

Representative.....Adam J. Young, Jr.

Personnel

President-General Manager....W. L. Gleeson
 Station Manager.....Gene Williams
 Sales-Commercial Manager...Gene Williams
 Sales Promotion-Merchandising
 Manager.....Mildred Thorne

Program Director.....Kenyon E. Linn
 Production Manager.....Ed McLean
 Publicity Director.....Mildred Thorne
 Chief Announcer.....Lee Lawley
 Musical Director.....Marlene White
 Chief Engineer.....Cecil Caves
 Record m.c.....Ralph James

KCRA

SACRAMENTO—EST. 1944

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By...Central Valleys Broadcasting Co.
 Business Address.....Calif. State Life Bldg.
 Phone Number.....2-0758
 Studio Address.....Calif. State Life Bldg.
 Transmitter Location...27th & American River
 Time on the Air.....6:00 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....World Broadcasting System
 National Representatives....Helen Wood and W. S. Grant

Personnel

General Manager.....Ewing C. Kelly
 Sales Manager.....Frank Coumont
 Program Director.....Irving Phillips
 Publicity Director.....Hill Armfield
 Record m.c.....Edwin Carlson
 Chief Engineer.....Marvin D. Myers

KFBK

SACRAMENTO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 1530 Kc.....Power: 10,000 Watts
 Owned-Operated By: McClatchy Broadcasting Co.
 Business Address.....708 Eye St.
 Phone Number.....2-5011
 Transmitter Location.....Yola County
 Time on the Air.....24 hours daily
 Newspaper Affiliation..McClatchy Newspapers
 News Service.....UP and AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager.....Leo O. Ricketts
 Program Director.....James Eakins
 Publicity Director.....Marjorie Kisile
 Sales Manager.....Richard Brothers
 Chief Announcer.....Tony Koester
 Chief Engineer.....Stam Sronce

KROY

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Royal Miller, Marion Miller, L. H. Penney, and Gladys W. Penney.
 Operated By.....Royal Miller Radio
 Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location...65th St. at 14th Ave.
 Time on the Air:6:15 a.m. to 12:00 midnight,
 Sundays, 7:00 a.m. to 12 midnight.
 News Service.....UP
 Transcription Service...Associated Recorded PGM. Library
 Representative.....Avery

Personnel

President-Owner.....Mrs. Royal Miller
 Station Manager.....Mrs. Royal Miller
 Public Relations Manager.....Howard Smiley
 Program Director.....Howard Smiley
 Chief Engineer.....Howard Martineau

KXOA

SACRAMENTO—EST. 1945

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
 Owned-Operated by.....Lincoln Dellar
 Business-Studio Address.....30th & P Sts.
 Phone Number.....6-4728
 Transmitter Location.....30th & P Sts.
 Time on the Air.....18 Hours Daily
 News Service.....UP
 Transcription Service.....Associated, Cole
 Representative.....John Blair & Co.

Personnel

Owner-General Manager.....Lincoln Dellar
 Commercial-Sales Promotion....Morton Sidley
 Program-Publicity Director...Robert W. Dumm
 Production Manager.....Earl Russel
 Chief Engineer.....Neal Black

KFXM

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. C. and E. W. Lee
 Operated By.....Lee Bros. Broadcasting Co.
 Address.....512 Fifth St.
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the Air.....5:45 a.m. to 12 midnight
 Sunday 6:00 a.m.
 News Service.....UP

Transcription Service.....World Broadcasting System
 Representative.....John Blair & Co.

Personnel

PartnersJ. C. & E. W. Lee
 Station Manager.....Maury A. Vroman
 Program Director.....Eberle T. Shields
 Production Manager-Chief
 AnnouncerPaul C. Lynde
 Chief Engineer.....George W. Ewing

K F M B

SAN DIEGO—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By:

The Jack Gross Broadcasting Co.

Address.....1375 Pacific Blvd.
 Phone NumberMain 2114
 Transmitter LocationSpreckles B'dg.
 Time on the Air.....18 Hours per Day
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....The Branham Co.

Personnel

President, Station and
 Commercial Manager.....Jack Gross
 Sales Promotion Manager.....Shirley Hawley
 Program Director and
 Production Manager.....Paul Baron
 Chief Engineer.....Caleb Frisk
 Publicity Director.....Shirley Hawley

K F S D

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Airtan Radio Corporation, Ltd.

Address326 Broadway
 Phone NumberFranklin 6353
 Transmitter Location326 Broadway
 Time on the Air.....6 a.m. to Midnight,
 Sunday 8 a.m. to Midnight
 Transcription Service.....NBC Thesaurus;
 RepresentativePaul H. Raymer Co.

Personnel

President-Owner and
 Station Manager.....Thomas E. Sharp
 Assistant Manager.....M. R. Harris
 Commercial-Sales Manager.....Larry Scalf
 Program Director.....Alys Phreaner
 Publicity-Sales Promotion.....M. R. Harris
 Production-Musical Director.....Russ Plummer
 Chief Announcer.....Len Lundmark
 Chief Engineer.....Richard Gartner

KFMB
Sells
SAN DIEGO

San Diego County is important on any marketing map . . . and KFMB is important in covering this concentrated market from "within." 373,000 persons live within 15 miles of our antenna.

KFMB
 BASIC AMERICAN NETWORK
 (Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
 Represented by the BRANHAM CO

K G B

SAN DIEGO—EST. 1931
MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By: Don Lee Broadcasting System
 Address.....1017 First Ave.
 Phone Number.....Franklin 6151
 Transmitter Location.....Pickwick Hotel
 Time on the air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service.....AP, INS, UP
 Transcription Service: World Broadcasting System
 Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
 Genl. Mgr.....Lewis Allen Weiss
 Station Manager.....F. D. Ide
 Commercial-Sales Promotion Manager.....William A. Evans
 Production Manager.....Jerry Lee Pecht
 Program and Musical Director....James Dillon
 Chief Engineer.....William G. Collins
 Publicity Director.....Willis I. Branin
 Record m.c.....Jerry Lee Pecht

K F R C

SAN FRANCISCO—EST. 1924
MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting System
 Address.....1000 Van Ness Avenue
 Phone Number.....Prospect 0107
 Transmitter Location.....1000 Van Ness Ave.
 Time on the air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight
 News Service.....AP, INS
 Transcription Service: World Broadcasting System
 Representative.....John Blair & Co.

Personnel

President.....Thomas L. Lee
 Station-General Manager...William D. Pabst
 Sales Manager.....Merwyn McCabe
 Program-Production Manager...Mel Venter
 Publicity Manager.....R. L. Templeton
 Musical Director.....Lyle Bardo
 Chief Engineer.....Jim McArdle

K G O

SAN FRANCISCO—EST. 1924
AMERICAN BROADCASTING CO.

Frequency: 810 Kc.....Power 7500 Watts

Owned-Operated By:

American Broadcasting Co.
 Address.....155 Montgomery St.
 Phone Number.....Exbrook 6544
 Transmitter Location. 5433 E. 12th St., Oakland
 Time on the Air.....24 hours daily;
 Midnight to 5:45 a.m., Mondays
 News Service.....AP, INS, UP
 Transcription Service: Standard, Associated, NBC Thesaurus, BMI
 National Sales Office.....ABC Spot Sales
 Representative.....ABC Spot Sales

Personnel

President.....Mark Woods
 Station Manager.....Gayle V. Grubb
 Sales Manager.....Byron H. Nelson
 Promotion-Publicity Manager.....Robert F. Laws
 Program Director.....Robert H. Wesson
 Chief Engineer.....A. E. Evans
 Musical Director.....Phil Bovero
 Record Master of Ceremony. George Fenneman

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
 Owned By.....KJBS Broadcasters
 Operated By.....KJBS Broadcasters
 Address.....1470 Pine Street
 Phone Number.....Ordway 4148
 Transmitter Location.....1470 Pine Street
 Time on the Air.....5:00 a.m. to local sunset, 10:00 p.m. to 3:00 a.m.
 News Service.....INS; UP; AP
 Transcription Service.....Standard
 Representative.....Headley-Reed Co.

Personnel

President.....E. P. Franklin
 General Manager.....E. P. Franklin
 Sales Manager.....S. G. Breyer
 Program Manager-Production Manager.....C. F. Pendleton
 Musical Director.....Mildred Bowyer
 Record m.c.....Frank Cope
 Chief Engineer.....William Nielsen

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By...National Broadcasting Company
 Address.....Taylor & O'Farrell Sts.
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air.....6:00 a.m. to 2:00 a.m.

• • • CALIFORNIA • • •

News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus;
Standard Radio
National Representative.....NBC Spot Sales

Personnel

General Manager.....John W. Elwood
Sales Manager.....Alfred Crapsey
Program Director.....Wendell Williams
Publicity Director.....Louise Landis
Chief Announcer.....Floyd Farr
Sales Promotion Manager.....Hunter L. Scott
Station Engineer.....Curtis D. Peck

K S A N

SAN FRANCISCO—EST. 1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Golden Gate Broad-
casting Corp.
Address1355 Market St.,
Merchandise Mart Bldg.
Phone Number.....Market 8171
Transmitter Location.....1357 Market St.
Time on the Air.....18 Hours
News Service.....AP
Transcription Service.....Langworth
Representative.....Wm. G. Rambeau Co.

Personnel

PresidentS. H. Patterson
Station and Commercial
ManagerJerry Akers
Production-Program Director.....Lee Giroux
Sales Promotion.....Bob Woodmansee
Publicity Director.....John Ross
Chief Announcer.....Bill Braly
Musical Director.....Jack Buckingham
Chief Engineer.....N. J. Patterson

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc..Power: 5000 d.; 1000 n.
Owned-Operated By....The Associated Broad-
casters, Inc.
Address.....Mark Hopkins Hotel
Phone Number.....Exbrook 4567
Transmitter Location.....San Francisco
Time on the Air.....6:00 a.m. to 12 Midnight
News Service.....INS, UP
Transcription Service.....Lang-Worth.
Standard. World Associated
Representative.....Weed & Company

Personnel

President.....W. I. Dumm
Sales Manager.....John H. Schacht
Program Director-
Production Manager.....Richard M. Oddie
Public Relations Director....David C. Spencer
Chief Announcer.....Robert W. Day
Musical Director.....Sam Moore
Vice-President Engineering..Royal V. Howard

If you have Availability
Chills

and

Spots Before the Eyes

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

SEE

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

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

One of America's Outstanding Independent Stations

RADIO STATION

K Y A

San Francisco 5000 watts - Days
1000 watts - Nights 1260 KC

K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... Palo Alto Radio Station, Inc.
 Address... Hearst Bldg., 3rd & Market Sts.
 Phone Number... DOuglas 2536
 Transmitter Location... Candlestick Point, Bay View Park
 Time on the Air... 6:00 a.m. to 1:00 a.m.
 News Service... INS, AP and UP
 Transcription Service... Associated Music Publishers and Standard Library Service
 Representative... Adam Young

Personnel

President and Station Manager... Don Feddersen
 Sales and Sales Promotion Manager... D. E. Lundy
 Program Director... William Brown
 Chief Engineer... Paul C. Schulz
 Chief Announcer... Ellis Lind

K Q W

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 5000 Watts
 Owned-Operated By... Pacific Agricultural Foundation, Limited
 Business Address... San Jose; Palace Hotel San Francisco
 Phone Numbers... Ballard 2616 (San Jose), EXbrook 3233
 Studio Address... 89 E. San Antonio St. San Jose; Palace Hotel, San Francisco
 Transmitter Location... Alviso, California
 Time on the Air... 5:30 a.m. to 12 midnight
 News Service... INS; UP; AP
 Transcription Service... Standard Radio; NBC Thesaurus, Cole.
 Representative... Edward Petry & Co., Inc.

Personnel

President... Ralph R. Brunton
 General Manager... C. L. McCarthy
 Vice President and Publicity-Sales Promotion Manager... Wade Thompson
 Program Director... Fred Ruegg
 Production Manager... Grant Holcomb
 Commercial Manager... D. M. Greene
 Chief Engineer... Ken Owen

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned & Operated By... Christina M. Jacobson trading as Valley Electric Co.

Business Address... 851 Higuera Street
 Phone Number... San Luis Obispo 264
 Studio Address... Mt. View & Hill Streets
 Transmitter Location... Roosevelt Highway—1½ miles north of San Luis Obispo
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:00 a.m. to Midnight
 News Service... AP
 Transcription Service... Standard Radio and World
 Representative... W. S. Grant Company

Personnel

Owner... Christina M. Jacobson
 Manager... Les Hacker
 Commercial and Sales Promotion Manager... Joe Shuttleworth
 Program Director... William Barton
 Production Manager... Aram Rejabian
 Chief Announcer-Musical Dir... Clark Blocher
 Chief Engineer... Earle Travis

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... The Voice of the Orange Empire, Inc., Ltd.
 Business Address... 206 No. Main St. San Jose; Palace Hotel San Francisco
 Phone Number... 4901-R
 Studio Address... 2825 West 5th St.
 Transmitter Location... 2825 West 5th St.
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.
 Transcription Service... C. P. MacGregor
 Representative... W. S. Grant Co.

Personnel

President and General Manager... Ernest L. Spencer
 Commercial Manager... L. S. Nicholson
 Sales Promotion Manager... Marjory Marsh
 Production Manager... Bill Elliott
 Chief Engineer... Stan Guenther

K D B

SANTA BARBARA—EST. 1921

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Don Lee Broadcasting System
 Address... 1309 State St.
 Phone Number... Santa Barbara 4131
 Transmitter Location... 17 East Haley
 Time on the Air... 6:45 a.m. to 12:15 a.m.
 Transcription Service... World Broadcasting System
 Representative... John Blair & Co.

Personnel

President.....Thomas S. Lee
 Manager.....Lewis Allen Weiss
 Commercial Manager.....James S. Blomfield
 Sales Promotion Manager..Donald C. Roberts
 Program Director.....Fin Hollinger
 Production Manager.....Donald C. Roberts
 Publicity Director.....Elizabeth Goddard
 Record m.c.....Raymond Dietrich
 Chief Engineer.....William C. Buckley

K T M S

SANTA BARBARA—EST. 1937
 AMERICAN BROADCASTING CO.

Frequency: 1250 Kc.Power: 1000 Watts
 Owned-Operated By....News-Press Publish-
 ing Co.
 AddressDe LaGuerra Plaza
 Phone Number.....6111
 Transmitter Location.....Goleta, Calif.
 Time on the Air.....18 Hours, Mon.-Sat.;
 16 Hours, Sun.
 Newspaper Affiliation.....Santa Barbara
 News-Press
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
 Station-General and
 Commercial Manager.....Jack Heintz
 Sales-Promotion Manager.....R. A. Harding
 Program Director and
 Production Manager.....Frank P. Weltmer
 Musical Director.....Ernie Dugue
 Chief Engineer.....Albert Nicolay

K S M A

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....H. G., C. A., M. C.
 Shurtliff & C. A. Center
 Address.....3437 Hedges Ave., Fresno, Calif.

(Call Letters to Be Assigned)

SAN MATEO*

Frequency: 1050 ks.....Power: 250-D
 Owned-Operated By.....San Mateo County
 Broadcasters
 Address.....San Mateo, Calif.

Personnel

Chief Executive.....Edmund Scott
 * Construction Permit.

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc.Power: 1000 Watts
 Operated By.....Ruth W. Finley
 Owned By.....Ruth W. Finley
 Business Address.....Press-Democrat Bldg.
 Phone Number.....110
 Studio Address.....427 Mendocino Ave
 Casa de Vallejo Hotel, Vallejo
 Transmitter Location Fresno and Finley Aves.
 Time on the Air....6:00 a.m. to 10:00 p.m.
 News Service.....UP, AP
 Transcription Service:
 World Broadcasting System; Standard
 and Cole

Personnel

President.....Ruth Finley
 Station Manager.....Eddie Handley
 Chief Engineer.....Howard McCauley
 Sales Manager.....Ted Hall

K G D M

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts
 Owned-Operated By.....E. F. Peffer
 Address.....517 E. Market St.
 Phone Number.....4-4551
 Transmitter Location..S.E. 3 miles on 99 hiway
 Time on the Air....6:00 a.m. to 12 midnight
 News Service.....INS
 Transcription Service...World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

Owner.....E. F. Peffer
 Manager.....E. Smith
 Program Director.....M. Dinsmore
 Chief Engineer.....M. B. Greene

K W G

STOCKTON—EST. 1921

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McClatchy Broad-
 casting Co.
 Address.....Hotel Wolf
 Phone Number.....22727
 Transmitter Location.....Weber & E Sts.

Time on the Air....6 a.m. to 12 midnight;
 Sunday, 7 a.m. to 12 midnight
 Newspaper Affiliation:
 McClatchy Newspapers
 News Service.....UP, AP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station & Sales Manager.....Howard L. Bailey
 Program Director.....James E. Longe
 Publicity Director.....Gail K. Mayers
 Chief Engineer.....Russell Bennett

K C O K

TULARE—EST. 1945

MUTUAL—DON LEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Herman Anderson
 Address.....Box 873
 Phone Number.....800
 News Service.....UP
 Transcription Service.....SESAC, Standard
 Representative.....Homer Griffith

Personnel

Chief Executive.....Herman Anderson
 General Manager.....Sheldon Anderson
 Commercial Manager.....Richard Wegner
 Program Director-Chief
 Engineer.....Harold Sparks
 Promotion Manager.....Bob Lane

K T K C

VISALIA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 940 Kc.....Power: 5,000 Watts
 Owned-Operated By..Tulare-Kings Counties
 Radio Associates
 Business Address.....Post Office Box 511
 Phone Number.....575
 Studio Address.....Hotel Fresno, Fresno, Calif.
 Transmitter Location.....1 3/4 miles southwest
 of Visalia, California
 Time on the Air...5:45 a.m. to 12:10 Midnight
 News Service.....AP
 Transcription Service.....World Broadcasting
 System, Standard
 National Sales Office Address:
 Wm. Rambeau, Chicago and New York
 Representatives: Wm. Grant Co., San Fran-
 cisco

Personnel

Station Manager.....Chas. P. Scott
 Sales Manager.....Milliard Kibbe
 Production Manager.....Bill Gracey
 Chief Engineer.....Bert Williamson
 Chief Announcer.....Bill Ott
 Publicity Director.....Jean Banks

K H U B

WATSONVILLE—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Operated By.....Luther E. Gibson
 Owned By.....Luther E. Gibson
 Business Address.....Atkinson Lane
 Phone Number.....1700-1
 Studio Address.....Atkinson Lane
 Transmitter Location.....Atkinson Lane
 Time on the Air.....6:45 a.m. to 11:15 p.m.
 News Service.....AP
 Transcription Service...World Broadcasting
 System
 Representative.....W. S. Grant Co.

Personnel

President.....Luther E. Gibson
 Station Manager.....Roger R. Hunt
 Commercial Manager.....Knight Johnston
 Program Director.....Don De Wald
 Chief Announcer.....Don Malone
 Chief Engineer.....George Kenville

"STAR TIME"

Intensely interesting dramati-
 zations of personalities of
 interest to women.

Through the unique, new
 "Cue-In" technique, the sta-
 tion's local women's program
 editor participates with the
 star.

"Cue-In" localizes and per-
 sonalizes the program—15-
 minutes, transcribed.

Exclusive in Any Market

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**AP RADIO
 PRODUCTIONS**

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

COLORADO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KGIW

ALAMOSA—EST. 1929

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... E. L. Allen
 Address Alamosa
 Phone Number 26
 Transmitter Location East Alamosa
 Time on the Air.....7:00 a.m. to 9:30 p.m.
 News Service UP
 Transcription Service Keystone

Personnel

Owner E. L. Allen
 Sales Manager.....Lloyd Allen
 Program Director..... Kay Allen
 Chief Engineer.....George H. Kettle

AddressAntlers Hotel
 Phone Number..... Main 278
 Transmitter Location...2803 E. Platte Avenue
 Time on the Air: 6:30 a.m. to 11:30 p.m.;
 Saturdays, 7:00 a.m. to 12 midnight
 Newspaper AffiliationOklahoma
 Publishing Co.
 News ServiceAP
 Transcription Service.....World Broadcasting
 System
 RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
 Station Manager.....Everett Shupe
 Commercial Manager.....Orville W. Suhre
 Chief Engineer.....H. C. Strang

KVOR

COLORADO SPRINGS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By.....Outwest Broad-
 casting Company

KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated ByEugene P. O'Fallon,
 Inc.
 Address Albany Hotel



1946...

4th YEAR

FOR THE

KFEL NEWS HOUR

- 9:00 P.M. News by Associated Press, I.N.S. and the KFEL Staff
- 9:15 P.M. Exclusive Foreign Service of THE CHICAGO DAILY NEWS
- 9:30 P.M. "Top of the News" by FULTON LEWIS, JR. (MBS)
- 9:45 P.M. "The Inside of Sports" by BILL BRANDT (MBS)

KFEL — "THIS IS MUTUAL IN DENVER"

950 Kilocycles—with 5,000 Watts 24 hours a day

Managed by Gene O'Fallon

Represented by John Blair & Co.

Phone NumberKEystone 0178
 Transmitter Location ...5350 West 20th Ave.
 Time on the Air.....24 Hours Daily
 News Service.....AP & Chicago Daily News
 Transcription Service.....Standard Radio
 and Associated Record, SESAC, Cole
 Representative.....John Blair & Co.

Personnel

President-Manager.....Gene O'Fallon
 DirectorFrank Bishop
 Program Director.....Paul Godt
 Chief Engineer.....Tom Atherstone
 Musical Director.....Paul Godt

K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....KLZ Broadcasting
 Company, Inc.
 AddressShirley Savoy Hotel
 Phone NumberMain 4271
 Transmitter Location.....South Franklin at
 Hampden, Englewood, Colo.
 Time on the Air....6:00 a.m. to 12:15 a.m.
 News Service.....INS, AP
 Transcription ServiceStandard,
 C. P. MacGregor, M. M. Cole
 RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
 Station ManagerHugh B. Terry
 Commercial Manager.....Fred C. Mueller
 Promotion-Publicity Manager.Roger Rambeaux
 Musical Director.....Les Weelans
 Chief Engineer.....Harvey Wehrman

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By..KMYR Broadcasting Co.
 Address.....1626 Stout Street
 Phone Number.....Main 4161
 Transmitter Location.....1626 Stout Street
 Time on the Air.....6:00 a.m. to 2:00 a.m.
 News Service.....UP and AP
 Transcription Service.....World Broadcasting
 and Cole.
 Representative.....William G. Rambeau Co.

Personnel

OwnerF. W. Meyer
 Station Manager.....A. G. Meyer
 Commercial Manager.....Ben Bezoff

Publicity Manager.....E. H. Meyers
 Program Director.....Dolores Pleased
 Production Manager.....Leo Cross
 Chief AnnouncerBill Butterfield
 Musical Director.....Martha Goetz
 Chief Engineer.....Glen James
 Record MC.....Dick Schmidt

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.Power: 50,000 Watts
 Owned-Operated By...National Broadcasting
 Company
 Address1625 California Street
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colorado
 Time on the Air.....19¼ Hours
 News ServiceAP; INS; UP
 Transcription Service.....NBC Thesaurus,
 Standard

Personnel

President, National Broadcasting Co.
 Niles Trammell
 Station Manager.....Lloyd E. Yoder
 Sales Manager.....James R. MacPherson
 Program Director.....Clarence C. Moore
 Sales Promotion Manager..T. Ellsworth Stepp
 Production Manager.....Earle Ferguson
 Publicity Director.....T. Ellsworth Stepp
 Chief Announcer.....Gilbert Verba
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen

K P O F *

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Pillar of Fire
 Address1845 Champa Street
 Phone Number.....Tabor 3733
 Transmitter Location..Bellevue Junior College,
 Westminster, Colo.
 Time on the Air.....Shares Time

Personnel

PresidentBishop Alma White
 Station Managers.....Dr. A. K. White and
 Dr. Ray B. White
 Program Director.....Kathleen M. White
 Musical Director.....Orland A. Wolfram
 Chief Engineer.....Paul H. Schissler
 *(Non-Commercial Station)

KVOD

DENVER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By: Colorado Radio Corp.
 Address.....Midland Savings Bldg.
 Phone Number.....T.Abor 2291
 Transmitter Location.....North of Denver
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth; C. P. MacGregor;
 Representative..Joseph Hershey McGillvra, Inc.

Personnel

President and General Manager..W. D. Pyle
 Station & Commercial Manager...T. C. Ekrem
 Sales Promotion Manager.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....B. H. Stanton
 Chief Announcer.....Donald B. Vest
 Auditor.....J. N. Hile
 Assistant Program

Director.....Thelma Smallenberger
 Secretary.....Elaine Barcroft
 Chief Engineers...W. D. Pyle and T. C. Ekrem

KIUP

DURANGO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...San Juan Broadcasting
 Co.

Address.....2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Time on the Air.....7:00 a.m. to 10:00 p.m.
 News Service.....UP
 Transcription Service..Keystone Broadcasting
 System, SESAC, Cole

Personnel

Station Manager.....Raymond M. Beckner
 Chief Engineer.....John L. Antic
 Chief Announcer.....Don Hoover

KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By ..Western Slope Broad-
 casting Co.

Address.....P. O. Box 30
 Phone Number..Grand Junction 126 and 142
 Transmitter Location.....Hillcrest Manor

Time on the Air.....6 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting
 System, Standard and SESAC
 Representative.....Walker Company

Personnel

Station and Sales Manager.....Rex Howell
 Sales Manager.....Roger Kelly
 Chief Announcer.....Jack Lund
 Chief Engineer.....D. E. Towne
 Auditor.....Charles Howell
 Program Director.....Mildred Fuller

KFKA

GREELEY—EST. 1921

Frequency: 910 Kc.....Power: 1000 Watts
 Owned.....Mid-Western Radio Corp
 Address.....620 - 8th Ave.
 Phone Number.....Greeley 450-451
 Transmitter Location.....Hoover Park
 Time on Air.....Shares Time
 News Service.....UP
 Transcription Service.....Lang-Worth, Cole

Personnel

Managing Director.....H. E. Green
 General Manager.....Francis Price
 Program Director.....Charles E. Sumerau
 Chief Engineer.....Ray E. Smith

KOKO

LA JUNTA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned & Operated By.....The Southwest
 Broadcasting Co.

Business Address.....P. O. Box 485
 Transmitter Location... U. S. Highway No. 50
 Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-
 8:45 p.m.

Phone Number.....42
 News Service.....UP
 Transcription Service.....Keystone
 Transcription Service...Keystone Broadcasting
 System, Standard Radio, SESAC
 Representative.....Thomas F. Clark Co.

Personnel

Chief Owner-Secy.-Treas...Leonard E. Wilson
 Station Manager.....Leonard E. Wilson
 Sales Manager.....Margaret W. Johnson
 Production Manager.....Leonard E. Wilson
 Chief Engineer.....Leonard E. Wilson

K G H F

PUEBLO—EST. 1928

AMERICAN BROADCASTING CO.

Frequency: 1350 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Curtis P. Ritchie
 Address P.O. Box 293
 Phone Number 3877
 Studio Address 304 North Main
 Transmitter Location: 3 miles south on High-
 way 85
 Time on the Air: 6:00 a.m.-11 p.m. daily; 7 a.m.-
 11p.m. Sundays
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Joseph H. McGillvra, Inc.

Personnel

Owner Curtis P. Ritchie
 Station Manager Curtis P. Ritchie

Commercial Manager Maxson I. Bevens
 Chief Engineer Willis C. Shanks
 Program Director-
 Chief Announcer Cliff Hendrix
 Publicity Director Maxson I. Bevens

K G E K

STERLING—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Elmer G. Beehler
 Address Fleming Road
 Phone Number 679
 Transmitter Location Sterling
 Time on the Air 11:30 a.m. to 1:30 p.m.
 Representative Thomas F. Clark Co., Inc.

Personnel

Owner Elmer G. Beehler
 Sales Manager Glenn Presser
 Chief Engineer Elmer G. Beehler

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of
 top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed
 programs.

Exclusive in Any Market

SEE

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PRESS ASSOCIATION, INC.

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NEW YORK 20, N. Y.



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EVERYTHING HERE IS CAPITAL . . .

- 1. THE CAPITAL CITY** of Connecticut, Hartford is the center of the busy political, financial and industrial life of the state.
- 2. THE CAPITAL MARKET** of the country, the Hartford Trading Area is the Major Market in a state which leads all others in Effective Buying Income per family.
- 3. THE CAPITAL STATION** in this market, WDRC is a capital buy, with one low uniform rate for all advertisers, national, regional and local.

WDRC
HARTFORD 4 CONNECTICUT
WDRC - FM

BASIC CBS HARTFORD REPRESENTED BY PAUL H. RAYMER

CONNECTICUT

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W I C C

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
Owned-Operated by ...The Yankee Network, Inc.
AddressStratfield Hotel
Phone Number..... 6-1121
Transmitter Location.....Pleasure Beach, Bridgeport
Time on the Air.....6 a.m. to 2 a.m.
News Service.....AP
Transcription Service....Associated; Standard Radio, SESAC
Representative....Edward Petry & Co., Inc.

Personnel

President.....Wm. F. O'Neil
Chairman of Board.....John Shepard, 3rd
Station Manager.....Joseph Lopez
Assistant Manager.....Thomas O'Neil
Sales Manager.....Norman Whittaker
Sales Promotion.....James S. Powers
Program Director.....Florence Robinson
Chief Engineer.....George Kelch

W N A B

BRIDGEPORT—EST. 1941

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Harold Thomas
Address.....991 Broad Street
Phone Number3-3112
Transmitter Location ...Locomobile Point—(Inner Harbor)
Time on the Air: 7:00 a.m. to midnight; Sundays, 9 a.m. to midnight
News ServiceUP
Transcription Service.....Standard Radio
Representative....William G. Rambeau Co.

Personnel

Owner Harold Thomas
General Manager.....Bruff W. Olin, Jr.
Sales Manager.....Terry McGough
Chief Engineer.....Vinnie De Laurentis
Sales Promotion.....Sidney Peters
Sales Promotion.....Bruff W. Olin, Jr.
Publicity-Production Director....Peter Bochan

W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By.....WDRC, Inc.
Address750 Main St.
Phone Number.....7-1188-9
Transmitter Location.....839 Blue Hills Ave., Bloomfield, Conn.
Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays
News Service.....AP & UP
Transcription ServiceWorld
Representative.....Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station
Station Manager.....Walter B. Haase
Commercial and Sales Promotion
Manager.....William F. Malo
Program Director and
Production Manager.....Harvey Olson
Publicity Director.....Jack Zaiman
Chief Announcer.....Larry Colton
Chief Engineer.....Italo A. Martino
Record m.c.'s.....Roy Hansen; Larry Colton; James Garrett; Dean Luce

W H T D

(Formerly Known as WNBC)

HARTFORD—EST. 1935

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By.....The Yankee Network
Address.....54 Pratt St. (Hartford)
Phone NumberHartford 7-9131
Transmitter Location.....Newington, Conn.
Time on the Air.....6 a.m. to 1 a.m.; Sun., 8 a.m. to 1 a.m.
News ServiceUP
Transcription Service....Standard Radio and Associated
National Sales Office...Edward Petry & Co., Inc. Company, New York, Detroit, Chicago

Personnel

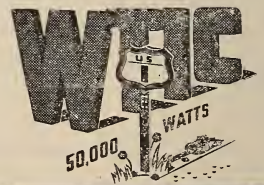
Ch. of Bd. of Directors of
The Yankee Network.....John Shepard, III
Station Supervisor.....Ralph D. Kanna
Sales Manager.....Linus Travers
Promotion Manager.....Robert Mooney
Chief Engineer.....Robert Rogers Holl

TRY SOME?



During the past eight years, Peter Paul, makers of chocolate-coconut MOUNDS—through their agency, Platt-Forbes, Inc.—have consistently employed the facilities of WTIC to sell their famous candy bar to the Southern New England Market. As a result, Southern New Englanders *have* tried this delicious confection, and they keep coming back for more.

Peter Paul is typical of the many advertisers who have found it both profitable and pleasant to do business with WTIC.



**DIRECT ROUTE TO
SALES IN**
Southern New England
The Travelers Broadcasting Service Corporation.
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

W T H T

HARTFORD—EST. 1936

**AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Hartford Times, Inc.
Address.....555 Asylum St.
Phone Number.....2-0237
Transmitter Location.....555 Asylum St.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 8 a.m. to midnight

Newspaper Affiliation.....Hartford Times
News Service.....AP
Transcription Service.....Lang-Worth
Standard
Representative.....J. P. McKinney & Sox

Personnel

Station Manager.....C. Glover DeLaney
Commercial Manager...Leonard R. Schoenfeld
Sales Promotion Manager.....John S. Lloyd
Program Director-
Production Manager.....F. E. Bieber
Musical Director.....Charlotte Anderson
Chief Engineer.....Charles S. Masini
Record m.c.'s.....Joseph W. Girand,
Mitchell C. Batters

W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By...The Travelers Broad-
casting Service Corporation
Address.....26 Grove Street
Phone Number.....2-3181
Transmitter Location.....Avon, Connecticut
Time on the Air.....5:30 a.m. to 1 a.m.
Sundays, 8 a.m. to 1 a.m.

News Service.....AP; INS; Transradio
Transcription Service.....Lang-Worth, NBC,
Thesaurus
Representative.....Weed & Company

Personnel

General Mgr.-Station Mgr....Paul W. Morency
Asst. General Manager-
Commercial Manager.....Walter Johnson
Sales Promotion Manager...James F. Clancy
Program Manager.....Leonard J. Patricelli
Production Manager.....Paul Lucas
Publicity Director.....James F. Clancy
Chief Announcer.....Bernard Mullins
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor

W E L I

NEW HAVEN—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 960 Kc. Power: 1,000 d.; 500 w.

Owned-Operated By...Conn. Radio Foundation,
Inc.

Address.....221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World Broadcasting
System Library
Representative.....Headley-Reed Co.

Personnel

President.....H. C. Wilder
Vice-President.....W. A. Riple
General-Station Manager...Richard W. Davis
Commercial Manager...Edwin H. Schweitzer
Sales Promotion Manager-
Publicity Director.....Dudy Frank
Program Director.....Charles Wright
Chief Announcer.....Jack Ryan
Record m.c.....Clive Dill
Chief Engineer.....Fred King

W N H C

NEW HAVEN—1944

Frequency: 1340 Kc. Power: 350 Watts
Owned-Operated By.....The Elm City
Broadcasting Corp.

Business Address.....1110 Chapel Street
Phone Number.....8-3151
Transmitter Location.....350 Kimberly Ave.
Time on the Air.....6:30 a.m. to 1 a.m.
Representative.....Wm. G. Rambeau Co.
News Service.....AP
Transcription Service.....Standard

Personnel

President.....Patrick J. Goode
General-Station Manager...James T. Milne
Merchandising Manager...Vincent Callanan
Program Director.....Kenneth Carter
Production Manager.....George Chapmar
Publicity Director.....Margaret Wilson
Chief Engineer.....Gar W. Ray
Record m.c.'s.....Richard Jessens, Dave
Harriss, Joseph Burns

W N L C

NEW LONDON—EST. 1936

**MUTUAL BROADCASTING SYSTEM—YANKEE
NETWORK & CONNECTICUT STATE
NETWORK**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Thames Broadcasting
Corporation
Address.....Mohican Hotel,
281 State Street

Phone NumberNew London 4900
 Transmitter Location.....Winthrop Point
 Time on the Air: 7:30 a.m. to 12 midnight;
 News ServiceAP
 RepresentativeBertha Bannon

Personnel

General Manager.....Gerald J. Morey
 Sales-Merchandising
 Manager.....Edwrd F. Darrell, Jr.
 Program Director-Production
 Manager.....Leslie S. Morson
 Record m.c.....Milton Warren
 Chief Engineer.....Gerald J. Morey

WSRR

STAMFORD—EST. 1941

AMERICAN BROADCASTING CO.
 CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Conn.
 Broadcasting Co.
 Address270 Atlantic St.
 Phone Number4-7575
 Transmitter Location ...Lindstrom Rd., Ship-
 pan Point, Conn.
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System
 Representatives..Bertha Bannon, Helen Wood

Personnel

Station Manager.....Harold H. Meyer
 Sales Manager.....Wharton Ford
 Sales Promotion Manager.....K. MacEwen
 Program Director.....C. H. Shadwell
 Publicity Director.....D. Hay
 Chief Engineer.....Edward Markman
 Musical Director.....Wharton Ford

WATR

WATERBURY—EST. 1934

AMERICAN BROADCASTING CO.
 CONNECTICUT STATE NETWORK—YANKEE

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned By.....The Watr Co.
 Operated By.....Harold Thomas
 Address.....71 Grand St.
 Phone Number.....3-5161
 Transmitter Location.....Baldwin Avenue
 Time on the Air.....7:30 a.m. to 12 midnight
 News ServiceTransradio
 Representative.....Wm. G. Rambeau Co.

Personnel

President Gen'l Mgr.....Harold Thomas
 Station Sales Manger.....Sam Elman
 Sales Promotion Manager.....Sam Elman
 Chief Engineer.....Russel Jensen

W B R Y

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;
 Owned-Operated By.....American Re-
 publican, Inc.
 Address.....136 Grand St.
 Phone Number.....3-1125
 Transmitter Location.....Boyden Street
 Time on the Air.....8 a.m. to 12 midnight
 Newspaper Affiliation....Waterbury Ameri-
 can; Waterbury Republican
 News ServiceAP
 Transcription ServiceNBC Thesaurus
 Representative ...Joseph Hershey McGillvra

Personnel

President.....W. J. Pape
 Station-Promotion Manager.....E. J. Frey
 Program Director.....Charles Lynch
 Commercial Manager.....H. A. DeVorken
 Chief Engineer.....Frank Hales

WSRR

STAMFORD, CONNECTICUT

*Ask
 Anyone!*

DELAWARE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By WDEL, Inc.
 Address 10th & King Sts.
 Phone Number 7268
 Transmitter Location 35th St. & Bellevue Ave.
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCollough
 Station Manager J. Gorman Walsh
 National Sales Manager J. Robert Gulick
 Program Manager Harvey Smith
 Technical Director J. E. Mathiot

WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Delaware Broadcasting Co.
 Address 920 King St.
 Phone Number Wilmington 4-7771
 Transmitter Location 35th St. & Bellevue Ave.
 Time on the Air 6 a.m. to 1 a.m.;
 Sunday, 7 a.m. to 1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGilvra

Personnel

President Alfred G. Hill
 General-Station Mgr. George L. Sutherland
 Sales-Merchandising Mgr. Chauncey Eames, Jr.
 Musical Director Delamere Parks

WDEL

**WILMINGTON
DELAWARE**

**5000 WATTS
DAY & NIGHT**

Your dollars
are profitably
spent on this
vital station

Its rich, diversified mar-
ket includes: Delaware,
Southern New Jersey,
parts of Pennsylvania,
Maryland and Virginia.
Representative: **RAYMER**

NBC Basic Network

DISTRICT OF COLUMBIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned- Operated By... WINK Broadcasting Co.
Address 8th & Eye Sts., N.W.
Phone Number..... Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00
a.m. to 1:00 a.m. Sun.

News Service.....INS, AP, UP
Transcription Service.....Standard Radio,
Langworth and Associated, World

Personnel

President Eugene Meyer
General Manager.....Wayne Coy
Sales Manager.....Regis O'Donnel
Program Director.....Richard C. McNamara
Production Managers.....Betti Allen and
Paul Hume
Publicity Director.....Phil Reilley
Chief Announcer.....George Crawford
Chief Engineer.....Ralph Cannon

WMAI

WASHINGTON, D. C.—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 630 Kc. Power: 5000 Watts
Owned & Operated By....The Evening Star
Broadcasting Co.

Address724-14th St., N.W.
Phone Number.....National 5400
Transmitter Location... Cedar Lane, Bethesda,
Md.

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.

Newspaper Affiliation..Washington Evening
Star

News Service.....AP; UP; Reuters
Transcription Service.....NBC Thesaurus;
Standard Radio

Representative.....ABC Spot Sales

Personnel

President.....S. H. Kauffman
General Manager.....K. H. Berkeley
Assistant General Manager and
Commercial Manager....Ben B. Baylor, Jr.
Sales Promotion Manager..William R. Willison
Program Director.....Gordon Hubbel
Production Manager.....John MacKercher
Publicity Director.....Bryson Rash

Chief Announcer.....Harold Stepler
Musical DirectorSidney
Record m.c.....Traiton Robertson
Chief Engineer.....Daniel Hunter

WOL

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By....Cowles Broadcasting
Company

Address1627 K Street, N.W.
Phone NumberMetropolitan 0010
Transmitter Location...Silver Springs, Md.
Time on the Air.....19½ hours daily;
17½ hours Sunday

News Service.....UP, AP, Washington News
Service

Transcription Service..Lang-Worth; Standard
Radio; Associated

Representative.....The Katz Agency, Inc.

Personnel

President.....Gardner Cowles, Jr.
Ch. of Board.....John Cowles
Vice-President.....T. A. M. Craven
Vice-Pres. & Gen. Mgr.....Merle S. Jones
Sales Manager.....Henry V. Seay
Promotion Manager.....Tom Means
Production Manager.....Jay Caldwell
Publicity Director.....Jack Paige
Chief Announcer.....Karl Bates
Musical Director.....Charles Keaton
Record m.c's.....Russ Hodges, Dale Morgan

WRC

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By ..National Broadcasting
Company

Address724 - 14th St., N. W.
Phone Number.....Republic 4000
Transmitter Location...Ager Rd., Bethesda, Md.
7:30 a.m. to 1 a.m.

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus,
Associated, Standard

RepresentativeNational Broadcasting Co.

Personnel

President.....Niles Trammell
 Vice-PresidentFrank M. Russell
 General Manager.....Carleton D. Smith
 Asst. to Gen. Mgr.....George Y. Wheeler
 Commercial Manager.....Mahlon A. Glascock
 Sales Promotion Manager.....James Seiler
 Production-Program Dir....George Y. Wheeler
 Musical Director.....Fritz Balzer
 Chief Engineer.....Donald Cooper
 Record MC.....Bill Herson
 Publicity Director.....Mary Cavanaugh

●
W T O P

WASHINGTON—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc.Power: 50,000 Watts
 Owned-Operated By..Columbia Broadcasting System
 AddressEarle Bldg.
 Phone Number.....Metropolitan 3200
 Transmitter Location.....Wheaton, Md.
 Time on the Air: 5:45 a.m. to 1:05 a.m.; Sun-
 days, 7:30 a.m. to 1:05 a.m.
 News Service..... AP; UP
 Transcription Service....World Broadcasting System
 RepresentativeRadio Sales

Personnel

Director Washington Office (CBS)
 Earl H. Gammons
 General Manager (WTOP)....Carl Burkland
 Assistant to Director.....Fox Case
 Program Director.....Martin D. Wickett
 Supervisor Accounting, Personnel,
 PurchasingHarry R. Crow
 Sales Manager.....Maurice Mitchell
 Director Program Operations...Roy Passman
 Director Press Information.....Carl Gebuhr
 Chief Washington Correspondent-Director
 Washington News Bureau (CBS)
 Eric Sevareid
 Chief EngineerClyde Hunt

●
W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc. Power: 250 (100 w. booster)

Owned-Operated By Capitol Broadcasting Co.
 Address1000 Connecticut Ave.
 Phone NumberNational 7203
 Transmitter Location.....61 Pierce St., N.E.
 Time on the Air.....24 hours daily;
 News Service.....AP, UP
 Transcription Service.....Standard, Cole
 Representative.....Weed & Co.

Personnel

President.....Joseph Katz
 Station Manager.....Ben Strouse
 National Sales Mgr.....Helen K. Moberley
 Merchandising-Sales Promotion..Herman Paris
 Program Director.....Ira Walsh
 Production Manager.....Sidney Peters
 Publicity Director.....Jack Espey
 Chief Announcer.....Jack Lowe
 Musical Director.....Rosa May Fischer
 Record m.c.....Jack Lowe
 Chief Engineer.....Ross Beville

**POSTWAR
 WASHINGTON, D. C.**

The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J., have released some extremely pertinent findings on the immediate peacetime prospects for Washington. Look for them in our WWDC ads.

WWDC

**the big sales result station
 in Washington, D. C.**

Represented nationally by
WEED & COMPANY

FLORIDA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W M F J

DAYTONA BEACH—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Address126½ Magnolia Ave.
Phone Number91-2
Transmitter Location ...126½ Magnolia Ave.
Time on the Air.....7 a.m. to midnight,
Sunday, 8 a.m. to midnight
News ServiceAP
Transcription Service.....NBC Thesaurus

Personnel

Owner.....W. Wright Esch
General Manager.....Billee B. Esch
Station Manager.....Ray Clancy
Traffic Manager.....Oliver Thornburg
Sales-Commercial Manager.....John S. Pitts
Program Director.....Oliver Thornburg
Publicity Director.....Crystal Palmer
Chief Engineer.....W. Wright Esch

WINK

FORT MYERS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Fort Myers Broadcasting
Co.
Business Address.....54 East First St.,
WINK Bldg.
Phone Number818
Studio Address...54 East First St., WINK Bldg.
Transmitter Location.....54 East First St.,
WINK Bldg.
Time on the Air.....7 a.m. to 12 midnight
News ServiceAP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson

Personnel

President.....Ronald B. Woodyard
Sales Manager.....Harry Thrift
Chief Engineer.....Al Scott

W M F J

DAYTONA BEACH, FLORIDA

(Call Letters to Be Assigned)
FORT LAUDERDALE*

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By.....Fort Lauderdale
Broadcasting Co.
Address.....Fort Lauderdale, Fla.

(Call Letters to Be Assigned)
FORT PIERCE*

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By.....Indian River
Broadcasting Co.
Address.....Fort Pierce, Fla.
* Construction Permit.

WRUF

GAINESVILLE—EST. 1928
MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 850 Kc.....Power: 5,000 Watts
Owned by.....State of Florida
Operated by.....University of Florida
Address.....University of Florida
Phone Number.....1000, Branch 55
Transmitter Location....Campus, University of
Florida

Time on the Air.....18 Hours Monday-Sat.,
17 Hours on Sunday
News Service.....UP
Transcription Service.....Langworth, Cole
Representative.....Burn-Smith Co., Inc.

Personnel

Director-General Mgr...Maj. Garland Powell
Station Office Manager.....John Berry
Commercial Manager.....Rem James
Merchandising Manager.....Paul Acosta
Musical Director.....Helen S. Edwards
Chief Engineer.....Dr. Palmer Craig

WJAX

JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 930 Kc....Power: 5000 d.; 1000 n.
Owned, Operated By..City of Jacksonville, Fla.
Address.....No. 1 Broadcast Place
Phone Number.....5-5821
Transmitter Location..Hyde Park Country Club
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
and Associated
Representative.....John Blair & Co.,
Harry Cummings

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief
Engineer.....John T. Hopkins, III

Program Director.....Evelyn Boote
Production Manager.....J. W. Douglass
Chief Announcer.....Grant Frankish
Musical Director.....Frank Morris

WJHP

JACKSONVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
FLORIDA NETWORK

Frequency: 1320 Kc.....Power: 250 Watts
Owned-Operated By.....The Metropolis Co.
Address.....500 Laura St.
Phone Number.....5-7610
Transmitter Location....Reed and Alamo Sts.
Time on the Air.....18 Hours Daily,
16 Hours Sunday.

Newspaper Affiliation...Jacksonville Journal
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John H. Perry Associates

Personnel

Owner.....John H. Perry
Station Manager.....Ted Chapeau
Chief Engineer.....B. Hayford
Commercial Manager.....R. R. Powell
Program Manager.....George Jesse

WJAX

JACKSONVILLE, FLORIDA

THE
MUNICIPAL
BROADCASTING
STATION

NBC
RED NETWORK

930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast

Barnett Bank Bldg.
Jacksonville, Fla.
Phone 30381

W M B R

JACKSONVILLE—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned, Operated By . . . Florida Broadcasting
 Company
 Address 118 West Adams St.
 Phone Number 5-4387
 Transmitter Location . . . Vines and Mass. Ave.
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Weed & Co.

Personnel

President-Station Manager Frank King
 Commercial-Sales Promotion Manager
 Glenn Marshall, Jr.
 Program Director Madelinn Chace
 Production Manager Roger Van Duzer
 Chief Announcer E. D. Hill
 Musical Director Allen Holmes
 Chief Engineer E. B. Vordermark

W P D Q

JACKSONVILLE—EST. 1942

AMERICAN BROADCASTING CO.
 FLORIDA MUTUAL GROUP

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By:
 Jacksonville Broadcasting Corp
 Address Gulf Life Bldg.
 Phone Number 5-6781
 Transmitter Location . . . Seven miles west of
 Jacksonville on Lenox Ave.
 Time on the Air 6:30 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service Standard
 Representative George P. Hollingbery Co.

Personnel

President James R. Stockton
 Station Manager Robert R. Feagin
 Commercial and Sales
 Manager Frank Taylor, Jr.
 Sales Promotion Manager Sid Beighley
 Program Director Gary Allen
 Production Manager Bernie Adams
 Publicity Director Edith Cooper
 Record m.c. Fred Bradshaw
 Chief Engineer J. R. Donovan

W K W F

KEY WEST—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1600 kc. Power: 500 Watts
 Owned-Operated By John M. Spottswood
 Address Stock Island
 Phone Number 510
 Transcription Service NBC Thesaurus

Personnel

General-Commercial Mgr. . . John M. Spottswood
 Program-Promotion Dir. . . John M. Spottswood
 Chief Engineer Harold G. Scholz

(Call Letters to Be Assigned)

LAKE CITY—EST. 1946

Frequency: 1340 ks. Power: 250 Watts
 Owned-Operated By . . Deep South Radioways
 Address Lake City, Fla.

Personnel

Chief Executive Alfred H. Temple

W L A K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
 Owned, Operated By S. O. Ward
 Address 1412 East Lime St.
 Phone Number 2127
 Transmitter Location 1412 East Lime St.
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service UP
 Representative John E. Pearson Co.

Personnel

President and Station Manager . . . S. O. Ward
 Commercial Manager Powell Adams
 Program Director Maxine Tynes
 Chief Announcer-Engineer Wm. P. Lee

W G B S

MIAMI—EST. 1939

AMERICAN BROADCASTING CO.

FLORIDA-AMERICAN GROUP

Frequency: 710 Kc. Power: 10,000 Watts
 Owned by The Fort Industry Co.
 Operated by The Fort Industry Co.
 Address 1605 Biscayne Blvd., Miami
 Studio Address 1605 Biscayne Blvd.
 Phone Number 9-2401 Miami
 Transmitter Location . . Highway No. 26, 9 miles
 W. of Ft. Lauderdale, Fla.

Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 and Lang-Worth
 Representative.....Headley-Reed Co.

Personnel

Owner.....Comdr. Geo. B. Storer
 Station Manager.....Robert Venn
 Sales Manager.....M. N. Babcock
 Promotion Manager.....M. McGrath
 Program Director
 and Production Manager....George Ballou
 Publicity Director.....M. McGrath
 Chief Announcer.....Jack Williams
 Musical Director.....Judy Strubhar
 Record m.c.....Donald M. Butler
 Chief Engineer.....Al Rutherford

WIOD

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By....Isle of Dreams Broad-
 casting Corporation
 Business Address.....600 Biscayne Blvd.
 Phone Number.....3-6444
 Studio Address.....600 Biscayne Blvd.
 Transmitter Location....North Bay Causeway

Time on the Air...Weekdays, 6:00-12:05 a.m.;
 Sundays, 8:00-12:05 a.m.
 Newspaper Affiliation....Miami Daily News
 News Service.....AP, INS, UP
 Transcription Service.....Standard Radio;
 Associated Music Publishers
 Representative....George P. Hollingbery Co.;
 Harry E. Cummings

Personnel

President.....D. J. Mahoney
 General Manager.....James M. Legate
 Commercial Manager.....T. O. McCullough
 Promotion Manager.....Martha Henriquez
 Program Director.....Robert Fidler
 Musical Director.....Earle Barr Hanson
 Chief Studio Engineer.....Milton C. Scott

WQAM

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d.,
 1000 Watts, n.
 Owned-Operated....Miami Broadcasting Co.
 Address.....Box 3741
 Phone Number.....28121
 Transmitter Location.....Biscayne Bay
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News Service.....AP



National Representatives
 GEORGE P. HOLLINGBERY CO.
 Southeast Representative
 HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC



Transcription Service.....World Broadcasting System
 RepresentativeJohn Blair & Co.

Personnel

President and General Manager
 Fred W. Borton
 Commercial Manager.....F. W. Mizer
 Promotion and Publicity
 Manager.....W. P. Carey
 Chief Engineer.....Earle Lewis

WKAT

MIAMI BEACH—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. Frank Katzentine
 Address.....1759 N. Bay Rd.
 Phone Number5-7471
 Transmitter Location.....1759 N. Bay Rd.
 Time on the Air...6:30 a.m. to 12 midnight.
 Weekdays: 8:00 a.m.-12 midnight, Sundays
 News ServiceUP
 Transcription Service.....AMP, Cole
 Representative.....Radio Advertising Co.

Personnel

Owner.....A. Frank Katzentine
 Station Manager.....John I. Prosser
 Commercial and Sales Promotion
 Manager.....John I. Prosser
 Program Director.....Sam Parker
 Musical Director.....Betty Lee Taylor
 Engineers.....Tom Magee, Arthur Smith

WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By....Orlando Broadcasting Co., Inc.
 Business Address.....563 N. Orange Ave.
 Phone Number6181
 Transmitter Location..Dubsread Country Club
 Time on the Air.....24 hours daily
 News Service.....UP and AP
 Transcription Service.....World Broadcasting System and NBC Thesaurus
 Representatives.....John Blair & Co. and Harry E. Cummings

Personnel

President-Station Manager
 Col. George C. Johnston

ONE-FOURTH OF FLORIDA'S RADIO HOMES ARE SERVED BY THE 5000 WATTS OF FLORIDA'S ONLY 24 HOUR STATION LOCATED IN ORLANDO, THE CENTER OF THE SUN EMPIRE.

WDBO



580

ON YOUR DIAL

COLUMBIA NETWORK

In our twenty-one years of continuous operation, we have learned the 'know-how' of providing those uncontracted services of Promotion and Publicity — those important added services which make clients happy.

Maybe that's why our advertisers continue to renew contracts for our complete facilities again, and again, and again!

Represented nationally by John Blair & Co.

Executive Officer.....Harold P. Danforth
 National Sales Mander ad
 Program Director.....William G. McBride
 Local Sales Manager.....John M. Pedrick
 Production Manager.....H. Carter Scofield
 Publicity Director.....Rosalind Boggs
 Chief Announcer.....H. Carter Scofield
 Musical Director.....Dorothy Morton Parks
 Record m. c.....Tom Sawyer
 Chief Engineer.....James E. Yarbrough

W T M C

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 Watts
 Owned-Operated By..Ocala Broadcasting Co.
 AddressP.O. Box 831
 Phone Number128
 Studio Address.....1 Broadcast Place
 Transmitter Location...Anthony & Henry Sts.
 Time on the Air...7:00 a.m. to 12:00 Midnight
 Unlimited
 Newspaper Affiliation.....John H. Perry
 Newspapers
 News Service.....UP
 Transcription Service.....Lang-Worth and
 Keystone
 Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
 Station and Commercial
 Manager.....T. S. Gilchrist, Jr.
 Program Director.....John F. Nickolson
 Chief Announcer.....John F. Nickolson
 Chief Engineer.....Donald N. Richardson

W L O F

ORLANDO—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazlewood, Inc.
 Business Address.....Angebilt Hotel Bldg.
 Phone Number8163-8164
 Studio Address.....Angebilt Hotel Bldg.
 Transmitter Location.....Near Orlando
 Time on the Air...6:30 a.m. to 12 midnight;
 Sun., 7:30 a.m. to 12 midnight

News ServiceINS
 Transcription ServiceLang-Worth
 Representative.....Burn-Smith Co., Inc.;
 Frank Cook

Personnel

General Manager.....Victor Bulsset

W W P G

PALM BEACH—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Palm Beach
 Broadcasting Corp.
 Business Address.....South Ocean Blvd.
 Phone Number.....West Palm Beach 21515,
 Lake Worth 500
 Transmitter Location.....South Ocean Blvd.
 Time on the Air.....7:00 a.m. to Midnight
 News ServiceAP
 Transcription Service...Lang-Worth, Thesaurus
 Representative.....Joseph Hersey McGillvra

Personnel

President.....Charles E. Davis
 Station Manager.....Donald S. Greenleaf
 Chief Engineer.....Clyde E. Walkden
 Commercial Manager.....D. S. Greenleaf
 Program Director.....Alice Danahy
 Promotion Manager.....Louise Adler

W D L P

PANAMA CITY—EST. 1940

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Panama City Broad-
 casting Co., Inc.
 Address.....Mercer & Beach Drive
 Phone Number777
 Transmitter Location...Mercer & Beach Drive
 Time on the Air.....6:45 a.m. to 11:00 p.m.
 News Service.....UP
 Newspaper Affiliation....Panama City News
 Herald
 Representative.....John H. Perry Associates

Personnel

Station Manager.....Byron Hayford
 Chief Engineer.....Elmer Scott
 Commercial Manager.....Byron Hayford
 Program Director.....Byron Hayford
 Publicity Director.....John Thomas
 Chief Announcer.....Elmer Scott

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc....Power 1000 d.; 500 n.
Owned-Operated By..Pensacola Broadcasting Co.

AddressBox 1669
Phone Number4111-4112
Transmitter Location...Pensacola Bay Bridge
Time on the Air.....6 a.m.-12 Midnight
News Service.....UP
Transcription ServiceWorld
RepresentativeJohn H. Perry Associates

Personnel

President.....John H. Perry
General and Commercial
Manager.....Jack Rathbun
Program Director and Promotion
ManagerJack Rathbun
Chief Engineer.....Bert Meade

W F O Y

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Fountain of Youth Broadcasting Co.

Address.....Magnolia Ave., Box 588
Phone Number1622
Transmitter Location.....Magnolia Ave.
Time on the Air....6:30 a.m. to 12:05 a.m.;
Sunday, 7:30 a.m. to 12:05 a.m.

News ServiceUP
Representative.....Weed & Co.
Transcription Service.....NBC Thesaurus

Personnel

President-General Mgr....Glenn Marshall, Jr.
Station-Commercial Mgr.....John Cummins
Program Director-Production
ManagerFrankie Collyer Walker
Publicity Director.....Bernice McCarter
Chief Announcer-Chief Engineer..Pat Bernhard

85% of the 97,585 persons in
PENSACOLA and ESCAMBIA COUNTY, FLORIDA
Listen MOST Night AND Day to . . .

W C O A

PENSACOLA, FLORIDA
NBC AFFILIATE

ONLY Station For COMPLETE Coverage
Of NORTHWEST FLORIDA

WCOA SERVES almost exclusively nine
Florida and Alabama counties with
estimated population of 400,000

PENSACOLA and ESCAMBIA COUNTY
—Buying Income \$85,000,000

PENSACOLA—FLORIDA'S 4th MAR-
KET

PENSACOLA—Florida's Fastest Grow-
ing INDUSTRIAL and SHIPPING
CENTER

KEY TO RADIO SELLING IN NORTHWEST FLORIDA

"A John H. Perry Station"

Jack Rathbun, Gen. and Sales Mgr.
Represented by John H. Perry Associates

W S U N

ST. PETERSBURG—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By. City of St. Petersburg,
 Address. P. O. Box 240, Municipal Pier
 Phone Number. 4747-4748
 Transmitter Location. Bayview near Tampa.
 Time on the Air. 6:45 a.m. to 12:05 a.m.
 News Service. UP
 Transcription Service. Associated Music, Cole
 Representative Weed & Company

Personnel

Station Manager. Norman E. Brown
 Commercial Manager. Vera M. New
 Sales Promotion Manager. Norman E. Brown
 Program Director-Engineer. Louis J. Link
 Musical Director. Edith Ginn

W T S P

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc. Power 1000 d.; 500 n.
 Owned-Operated By. Pinellas Broadcasting Co.
 Address. 470 First Avenue South
 Phone Number. 8108
 Transmitter Location. 35th Ave. and 4th St.,
 North
 Time on the Air. 6:55 a.m. to midnight,
 Sundays, 7:30 a.m. to 12 midnight
 Newspaper Affiliation. St. Petersburg Times
 Transcription Service World
 News Service UP
 Representative John E. Pearson Co.

Personnel

President-General Manager. Irwin A. Simpson
 Commercial Manager. Coburn Gum
 Program Director. Herbert T. Anderson
 Promotion Manager. Jean Allyn
 Chief Engineer. William D. Mangold

W S P B

SARASOTA—EST. 1939

**COLUMBIA BROADCASTING SYSTEM
 FLORIDA WEST COAST GROUP**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. WSPB, Inc.
 Business Address. P. O. Box 1110
 Phone Number 2565
 Studio Address. City Island, Sarasota
 Time on the Air. 7 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth
 National Representative. John E. Pearson Co.

Personnel

President. R. C. Jones, Jr.
 Station Manager. John Browning
 Sales-Merchandising Manager. Ken Randolph
 Chief Engineer. James E. Grant, Jr.

W T A L

TALLAHASSEE—EST. 1943

MUTUAL

Frequency: 1340 Kc. Power: 250 d.; 250 n.
 Owned-Operated
 By. Capitol City Broadcasting Corp.
 Manager Theresa M. Myers
 Address. Thomasville Road
 Phone Number 2160
 Time on the Air. 7:00 a.m. to 12:00 midnight
 News Service. UP and AP
 Transcription Service. Standard & Thesaurus
 National Representative. Thomas F. Clarke Co.

Personnel

President. Mrs. John H. Phipps
 Station Manager. Mrs. Teresa M. Myers
 Commercial Manager. Mrs. Betty C. Perkins
 Sales Promotion-Merchandising
 Manager. Mrs. Harriet B. Carson
 Program Director. Sadie L. Wooley
 Production Manager. Mrs. Helen Todd
 Publicity Director. Mrs. Harriet B. Carson
 Musical Director. Mrs. Betty C. Perkins
 Chief Announcer-Chief
 Engineer. William A. Snowden, Jr.

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By. Tampa Times Company
 Business Address. 112 N. Franklin St.
 Phone Number. M 1818
 Studio Address. Tampa Terrace Hotel
 Transmitter Location. Forest Hills Country
 Club Area
 Time on the Air. 6:45 a.m. to 12:05 a.m.
 Newspaper Affiliation. Tampa Daily Times
 News Service AP
 Transcription Service. World Broadcasting
 Representative The Katz Agency

Personnel

President David E. Smiley
 Sales Promotion. L. Spencer Mitchell
 Station Manager. L. S. Mitchell
 Chief Engineer. William Pharr Moore

If you have Availability Chills

and

Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"



SEE

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

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

W F L A

TAMPA—EST. 1925

ORANGE NETWORK

Frequency: 970 Kc...Power: 5000 d.; 1000 n.

Owned-Operated By.....Tampa Tribune
 Address.....Lafayette & Hyde Park Ave.
 Phone Number.....Tampa H 1828
 Transmitter Location.....East Entrance
 Davis Causeway, Columbus Drive
 Time on the Air.....6:45 a.m. to 12:02 a.m.
 Newspaper Affiliation.....Tampa Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard and Lang-Worth
 Representative.....John Blair & Co.

Personnel

Station Manager.....Charles G. Baskerville
 Local Sales Manager.....Bert Arnold
 Production Manager.....Paul M. Jones
 Musical Director.....Frank Grasso
 Chief Engineer.....Joe Mitchell

W J N O

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WJNO, Inc.
 Business Address.....P. O. Box 189
 Phone Number.....3638
 Transmitter Location.....1500 N. Flagler Drive
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News Service.....UP
 Transcription Service.....World and Cole
 Representative.....Radio Advertising Co.

Personnel

Owner.....Marshall Heminway
 General Manager.....Stephen Willis
 Sales Promotion-Merchandising
 Manager.....Harry Forster
 Program Director.....Rebecca Frazier
 Production Manager.....Davies Webster
 Publicity Director.....Harry Forster
 Chief Announcer.....Davies Webster
 Musical Director.....Ruth Shockley
 Chief Engineer.....Otis C. Wright

YOUR RED CROSS
 MUST CARRY ON



GIVE!

Lest We Forget . . .



THE
SCHOOL



THE
CHURCH

RADIO
is a
**PUBLIC
SERVANT**



VETERANS
REHABILITATION



THE
FARM

WATL WRBL WGPC

ATLANTA
1400 KC MBS

COLUMBUS
1230 KC CBS

ALBANY
1450 KC CBS

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY CO.

GEORGIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address.....Albany Theater Arcade Bldg.
Phone Number.....389
Transmitter Location.....Leesburg Road
Time on the Air.....6:45 a.m. to 11:20 p.m.
Newspaper Affiliation.....Albany Herald
News Service.....AP
Transcription Service....World Broadcasting
Representative....Burn-Smith Co.; Frank Cook

Personnel

PresidentH. T. McIntosh
Station Manager.....Abner M. Israel
Commercial Manager.....Guy Hamilton
Sales Promotion Manager....Abner M. Israel
Program Director.....Betty Cooper
Publicity Director.....A. M. Israel
Musical Director.....Guy Hamilton
Record m.c.....Jim Rounsley
Chief Engineer.....William Alford

W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Albany Broadcasting Co.
Address.....125½ N. Jackson St.
Phone Number.....1370; 1371
Transmitter Location.....Gillionville Road
Time on the Air.....6:45 a.m. to 11:15 p.m.
News ServiceUP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingberry

Personnel

President.....J. W. Woodruff, Jr.
Station Manager.....Margaret Kinnett
Program Director.....Margaret Kinnett
Chief Announcer.....Theora Brown
Chief Engineer.....Chas. M. Kinnett

W G A U

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
AddressBobbin Mill Road
Phone Number1741
Transmitter LocationBobbin Mill Road
Time on the Air...7:00 a.m. to 12:00 midnight
Transcription ServiceStandard Radio
and Keystone

Personnel

General Manager.....Robert Lewis Doster
Program Director.....Marguerite Williams
Chief Announcer.....Bob Vandiver
Chief Engineer.....Phillip F. Jones

W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Georgia Broadcasting System
Operated by.....Atlanta Broadcasting Co.
Address.....Henry Grady Building
Phone NumberWalnut 4377
Transmitter Location...Henry Grady Building
Time on the Air.....12 midnight;
Saturday, 6 a.m. to 1 a.m.
News ServiceUP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingberry

Personnel

President.....J. W. Woodruff, Jr.
Station Manager.....Walter P. Speight, Jr.
Sales Manager.....Sam Kane
Program Director.....Dan Hornsby
Production Manager.....Larry Millert
Publicity Director.....Bill Penny
Chief Announcer.....Ted Fenster
Music Director.....Cliff Cameron
Chief Engineer.....R. W. Minton



Clear and Strong

A radio station's effectiveness starts with the power to be heard — *in the right places*. WAGA's 5,000 watts on 590 kilocycles assures dependable coverage of a market which, according to our latest figures, accounts for 41% of Georgia's population — 49% of its radio homes and 49.5% of its retail sales.

Add to the *power to be heard* the appeal of *something worth hearing* and a tested plan for stimulating the *desire to listen* and you have the formula through which WAGA has become one of the South's most successful stations.



WAGA

ATLANTA

5000 Watts on 590 Kcs.

• Represented by Headley-Reed

American Broadcasting Co.

WGST

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned By Georgia Institute of
Technology, State of Georgia
Operated By.... Radio Committee—Board of
Regents, State of Georgia
Address..... Box 674, Atlanta, Ga.
Phone Number..... Walnut 8441
Transmitter Location...Cheshire Bridge Rd.
Time on the Air.....6 a.m. to 12:05 a.m.
News Service AP
Transcription Service.... World Broadcasting
System and NBC Thesaurus
Representative The Katz Agency

Personnel

Associate Managers.... Frank Gaither (Sales),
John Fulton (Programs)
Production & Publicity Director.... Don Naylor
Musical Director..... Lola Allen Wallace
Chief Engineer Ben Akerman

WAGA

ATLANTA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 590 Kc.....Power: 5,000 Watts
Owned By..... Fort Industries Company
Operated By..... Liberty Broadcasting Corp.
Address..... Western Union Bldg.
Phone Number..... MAin 5101
Transmitter Location:
1299 North Druid Hills Road
Time on the Air.....5:55 a.m. to 12 midnight
News Service AP
Transcription Service..... NBC Thesaurus
and Lang-Worth
Representative..... Headley-Reed Co.

Personnel

President..... Comm. George B. Storer
Station Manager.... Charles A. Smithgall, Jr.
Commercial Manager..... James Bailey
Sales Promotion and
Publicity Manager..... Hugh E. Mackenzie
Program Director-Production
Manager..... M. C. Gregory
Production Manager..... John Barlett
Musical Director..... Frances Wallace
Chief Engineer..... Al Jones

You ring the bell
every time with
WGST.

- Merchandising
- Promotion
- Programming
- Listeners
- CBS Affiliate

A member of the
Georgia Major
Market Trio.

WGST, Atlanta
WTOC, Savannah
WMAZ, Macon

For complete
coverage of
Georgia at one
low cost.



GEORGIA TECH STATION

WGST

ATLANTA

Represented Nationally By
THE KATZ AGENCY, INC.

The
OLDEST CALL LETTERS IN THE SOUTH
ATLANTA'S

WSB

GEORGIA'S ONLY
50,000 WATT
CLEAR CHANNEL STATION

Owned and operated by
The Atlanta Journal.
N B C Affiliate.

750 K. C.

— with a record of public service which
guarantees a dominance in postwar develop-
ment of this great market. W S B is truly
The Voice of The South.

For further information, address
EDWARD PETRY and CO., INC.
National Representatives

W S B

ATLANTA—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 750 Kc.....Power: 50,000 Watts
 Owned-Operated By.....The Atlanta Journal
 Company

Address Biltmore Hotel
 Phone Numbers Hemlock 1045
 Transmitter Location Tucker, Ga.
 Time on the Air... 5:00 a.m.-12:30 a.m. daily;
 7:00 a.m.-12:30 a.m. Sunday
 Newspaper Affiliation... The Atlanta Journal
 News Service..... AP, UP and INS
 Transcription Service... Standard Radio, World
 Representative..... Edward Petry & Co.

Personnel

President..... James M. Cox, Jr.
 General Manager..... John M. Outler, Jr.
 Sales Promotion Manager..... Tom Downing
 Production Manager..... M. K. Toolson
 Musical Director..... Albert Coleman
 Chief Engineer..... C. F. Daugherty

W G A C

AUGUSTA—EST. 1940
AMERICAN BROADCASTING CO.

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By... The Twin States Broad-
 casting Company

Address Augusta
 Phone Number..... 2-2692
 Transmitter Location..... Augusta, Ga.
 Time on the Air..... 6:30 a.m. to 12:05 a.m.;
 Sunday, 7:45 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service..... NBC Thesaurus
 and Standard
 Representative Headley-Reed Company

Personnel

President..... J. B. Fuqua
 Sales Manager..... Donald Kelly, Jr.
 Chief Engineer..... John P. Jopling

W R D W

AUGUSTA—EST. 1930
COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 5,000 Watts
 Owned-Operated By... Augusta Broadcasting
 Company

Address..... 8th & Broad Streets
 Phone Numbers 2-8805, 8806, 8807
 Transmitter Location..... Berckmans Road
 Time on the Air..... 6 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12:00 midnight
 News Service UP
 Transcription Service..... World Broadcasting
 System, Lang-Worth
 Representative..... George P. Hollingbery

Personnel

President..... Wm. K. Jenkins
 Station Manager..... W. R. Ringins
 Commercial Manager..... Wm. B. Smart
 Chief Engineer..... Harvey Aderhold

W M G R *

BAINBRIDGE

Frequency: 1490 kc.....Power: 250 Watts
 Owned-Operated By..... S. Marvin Griffin
 Address..... P. O. Box 367

Personnel

Owner..... S. Marvin Griffin
 * Construction Permit.

W M O G

BRUNSWICK—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc....Power: 250 d.; 100 n.
 Owned-Operated By... Coastal Broadcasting
 Company

Address St. Simons Island Causeway
 Phone Number 1500
 Transmitter Location... St. Simons Causeway
 Time on the Air..... 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service..... NBC Thesaurus
 Representative Clark

Personnel

President..... Mrs. Alma W. King
 General and Sales Manager.. Kenneth E. White
 Chief Engineer..... Kenneth E. White

(Call Letters to Be Assigned)

CARTERSVILLE*

Frequency: 1450 kc.....Power: 250 Watts
 Owned-Operated By..... W. R. Frier
 Address..... 111-113 W. Main St.

Personnel

Owner..... W. R. Frier
 * Construction Permit.

W G A A

CEDARTOWN—EST. 1941

ABC

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By Northwest Georgia Broad-
 casting Co.

Operated By..... R. W. Rounsaville
 Address West Theater Bldg.
 Phone Number..... 777 and 570
 Transmitter Location..... Cave Spring Rd.
 Time on the Air..... 17½ hours daily
 News Service AP
 Transcription Service World
 Representative Headley-Reed

Personnel

President-General Manager.....O. C. Lam
 Station, Sales-Commercial
 ManagerThomas Carr
 Sales Promotion-Merchandising
 ManagerThomas Carr
 Program Director.....Rowena Whitfield
 Production Manager.....Bill Ostrander
 Chief Engineer.....Luther Martin
 Record m.c.....Bill Ostrander

W D A K

COLUMBUS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Columbus, Inc.
 Address1028½ Broadway
 Phone Number.....3-2771
 Transmitter Location.....Brick Yard Rd.;
 Phenix City, Ala.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Representative.....Headley-Reed Co.
 Transcription Service.....World

Personnel

President-General Mgr.....Allen M. Woodall
 Sales-Commercial Manager...James W. Hicks
 Sales Promotion-Merchandising Mgr..Ben Lucas
 Program Director.....Dora Anna Gay
 Production Manager.....Dennis Brown
 Publicity Director.....Henry East
 Chief Announcer.....Joe Byars
 Musical Director.....Gertrude Handley
 Record m. c.....Tommy Tucker
 Chief Engineer.....DeForrest Layton

W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned and Operated By...Columbus Broad-
 casting Company
 Address1420 Second Avenue
 Phone Number.....2-0601
 Transmitter Location.....3009½ Howard Ave.
 Time on the Air.....6:00 a.m. to 12:05 a.m.;
 Sundays, 7:45 a.m. to 1:05 a.m.
 News Service.....UP
 Transcription Service..Lang-Worth and SESAC
 Representative.....George P. Hollingberry

Personnel

President.....J. W. Woodruff
 Commercial Manager.....W. S. Massie
 Sales Promotion Manager...Ed J. Hennessy
 Program Director.....Tony Barrett
 Publicity Director.....Ed J. Hennessy
 Musical Director.....Miss Jewel Casey
 Chief Engineer.....H. J. Smith

W M J M

CORDELE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 d.; 100 n.
 Owned-Operated By..Cordell Dispatch Pub-
 lishing Company
 Business Address.....20th Ave. and B St.
 Phone Number666
 Studio Address.....20th Ave. & B St.
 Transmitter Location.....20th Ave. & B St.
 Time on the Air.....7 a.m. to 8:00 p.m.;
 Sundays, 7:00 a.m. to 12:00 p.m.
 News ServiceUP
 Transcription Service...Keystone Broadcasting
 Representative.....Thomas F. Clarke

Personnel

President.....James S. Rivers
 General-Commercial Mgr...James T. Ownby
 Chief Engineer.....John B. Broughton

W B L J

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Dalton Broadcasting
 Address.....111 So. Pentz Street
 Phone Number.....Dalton 684
 Transmitter Location.....River Bend Rd.
 Time on the Air.....6:45 a.m. to 10:00 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative.....Cox & Tanz

Personnel

PresidentH. C. Kenemer
 Manager.....W. V. Williams
 Sales Promotion Manager...F. H. McMilan
 Publicity Program Director.....Bill Armond
 Production Manager.....Bill Armond
 Chief Announcer.....Ed Craigmiles
 Chief Engineer.....John S. Andrews

W M L T

DUBLIN—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By..Dublin Broadcasting Co.
 AddressBox 604
 Phone Number87L
 News ServiceAP
 Transcription Service..Standard, Lang-Worth

Personnel

Chief Executive.....George T. Morris
 General-Commercial Manager...Al Robinson
 Program Director.....Betty Page
 Sales Promotion.....Al Robinson
 Chief Engineer.....J. B. Benonis

W G G A

GAINESVILLE—EST. 1941
MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Blue Ridge Broadcasting
Company
Address.....Athens Road
Phone Number.....1600-1601
Time on the Air.....6 a.m. to 11:30 p.m.
News Service.....UP
Transcription Service...Lang-Worth and Cole

Personnel

President.....Charles Smithgall
Vice-President.....H. Russ Holt
Sales Manager.....E. F. MacLeod
Program Director.....Mildred Thompson
Chief Engineer.....C. M. Callicott

W K E U

GRIFFIN—EST. 1934
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Address.....Griffin Hotel, Griffin
Time on the Air.....Daytime License
Transcription Service.....SESAC
Representative.....Sears & Ayer, Inc.

Personnel

Manager & Owner.....A. W. Marshall, Jr.

W L A G

LA GRANGE—EST. 1941
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...LaGrange Broadcasting
Address.....303 Broome St.
Phone Number.....1700
Transmitter Location.....La Grange
Time on the Air.....Unlimited
Newspaper Affiliation...LaGrange Daily News
News Service.....UP
Transcription Service.....World

Personnel

President.....Roy C. Swank
Station Manager.....Edwin Mullinax
Sales Promotion-Merchandising
Manager.....Herb Wells
Program Director.....John Boggess
Chief Engineer.....J. M. McKay

W B M L

MACON—EST. 1940
AMERICAN BROADCASTING CO.
GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Middle Georgia
Broadcasting Company
Address.....First National Bank Building
Phone Number.....2728
Transmitter Location....8th & Cherry Streets
Time on the Air.....6 a.m. to 12 midnight;
News Service.....UP
Transcription Service.....Standard
Representative.....Joseph H. McGillvra

Personnel

President.....Ernest D. Black
General Manager.....Charles W. Pittman
Commercial Manager.....Walter Graham
Sales Promotion Manager.....Harold Beaty
Chief Engineer.....H. S. Goodrich

W M A Z

MACON—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By...Southeastern Broad-
casting Company, Inc.
Address.....Bankers Insurance Bldg.
Phone Number.....3131
Transmitter Location....Forsyth Road
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Service.....INS, AP
Transcription Service...World Broadcasting
System; Lang-Worth
Representative.....The Katz Agency

Personnel

President, Chief Engineer...George P. Rankin
Station Manager.....Wilton E. Cobb
Commercial & Sales Promotion
Mgr.Frank Crowther

W N E X

MACON—EST. 1945
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Macon Broadcasting Co.
Address.....Bibb Building
Phone Number.....8211
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith

Personnel

Chief Executive.....E. M. Lowe
General Manager.....A. L. Lowe
Commercial Manager.....Carl Williams
Chief Engineer.....Clarence Landress

THE HALF MILLION PEOPLE
LIVING IN THE COASTAL
EMPIRE SECTION OF GEORGIA
AND SOUTH CAROLINA TUNE

IN REGULARLY TO

W T O C

DUE TO SEVENTEEN

YEARS OF GOOD

"LISTENER-EXPERIENCE"

(Call Letters to Be Assigned)

MARIETTA*

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Chattahoochee Broad-
 casters
 Address.....75 Marietta St., Atlanta, Ga.

Personnel

Chief Executives.....Fred B. Wilson,
 Channing Cope
 * Construction Permit.

WMVG*

MILLEDGEVILLE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Jere N. Moore
 Address.....E. Hancock St.

Personnel

Owner.....Jere N. Moore
 * Construction Permit.

WMGA

MOULTRIE—EST. 1939

SOUTH GEORGIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Frank R. Pidcock, Sr.
 Address Box 310, Moultrie
 Phone Number..... 999
 Transmitter Location.....Moultrie
 Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 10 p.m.

News ServiceUP
 Transcription Service.....Standard Radio,
 Keystone, World

Personnel

Owner.....Frank R. Pidcock, Sr.
 ManagerJohn F. Pidcock
 Commercial ManagerJames M. Wilder
 Chief EngineerJames Wilder

WRGA

ROME—EST. 1929

MUTUAL BROADCASTING SYSTEM

GEORGIA SPORTS NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Rome Broadcasting
 Corp.

Address National City Bank Building
 Phone Number..... 6589
 Transmitter Location ... Seventh Ave., Rome
 Time on the Air..... 6 a.m. to midnight;
 Sunday, 7:45 a.m. to midnight

News ServiceUP
 Representative.....Maurice C. Coleman &
 Associates

Personnel

PresidentJohn W. Quarles
 Gen'l Mgr. & TreasurerHappy Quarles
 Sales Manager.....Price Selby

Production-Program Director...George Eubanks
 Sales Promotion.....Mather Payne
 Chief Engineer.....Doc Williams

WSAV

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

ATLANTIC SPORTS NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....WSAV, Inc.
 Address Liberty National Bank Building
 Phone Number.....5600
 Transmitter Location... East President Street
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 RepresentativeGeorge P. Hollingbery

Personnel

PresidentHarben Daniel
 Station Manager.....Harben Daniel
 Commercial Manager.....N. W. Brandon
 (U. S. Army)
 Sales Promotion Manager.....L. H. Thesmar
 Program Director.....Clarence M. Garnes
 Publicity Director.....L. H. Thesmar
 Chief Engineer.....Meredith E. Thompson

WTOC

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned By...Savanna Broadcasting Com-
 pany

Operated By.....Savannah Broadcasting Co.
 Address.....516 Abercorn Street
 Phone Number.....20127
 Transmitter Location ... Central Junction
 Time on the Air: 6:00 to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News ServiceUP
 Transcription ServiceLang-Worth;
 Standard Radio and World

RepresentativeThe Katz Agency

Personnel

President and Station Mgr....W. T. Knight, Jr.
 Sales-Merchandising Manager...J. D. Sheppard
 Local Sales Mgr.....Ben Williams
 Program Director.....Ben Quick
 Publicity Director.....R. M. Charlton
 Chief Engineer.....Claude M. Gray

WPAX

THOMASVILLE—EST. 1934

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....H. Wimpy
 Address.....117 Remington Avenue

Phone Number..... 909
 Transmitter Location...117 Remington Avenue
 Time on the Air.....7:30 a.m. to 10:00 p.m.;
 Sunday, 9 a.m. to 6 p.m.
 News ServiceUP
 Transcription Service.....M. M. Cole

Personnel

Owner-Station Manager.....H. Wimpy
 Commercial Manager.....Al Feinberg
 Chief Announcer and Engineer James W. Poole

W R L C

TOCCOA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated ByR. G. LeTourneau
 AddressPrather Bridge Road
 Phone Number.....1751
 Transmitter Location...Prather Bridge Road
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth; BMI;
 Keystone, World and Cole

Personnel

Owner.....R. G. LeTourneau
 General Manager.....Jack Salvador
 Station Manager.....Virgle E. Craig
 Sales Promotion-Merchandising
 ManagerSam A. Gaines
 Program Director-Production
 Manager-Chief Announcer.....Carroll Lee
 Chief Engineer.....Ernest Church

W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. D. Rivers
 AddressValdosta, Ga.
 Phone Number1420
 Transmitter Location.....Valdosta, Ga.
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeThe Walker Co.

Personnel

Owner..... E. D. Rivers
 Station Mgr.....Mrs. E. D. Rivers
 Sales ManagerW. R. Link
 Program Director.....J. Marion Harman
 Chief Engineer.....W. P. Callahan

W A Y X

WAYCROSS—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Address620 Plant Avenue
 Phone Number965
 Transmitter LocationWaycross
 Time on the Air.....7 a.m. to midnight
 Newspaper AffiliationWaycross Journal-
 Herald
 News ServiceUF
 Transcription ServiceWorld Broadcasting
 System, M. M. Cole
 RepresentativeThe Walker Company

Personnel

PresidentJack Williams
 Station Manager.....John J. Tobola
 Sales-Commercial Manager.....R. C. Tuten
 Sales Promotion-Merchandising
 Manager.....R. C. Tuten
 Program Director.....Gwen Thomas
 Production Manager.....R. C. Tuten
 Publicity Director.....Dorothy Smith
 Chief Announcer.....Clyde C. Davis
 Record m. c.....Raymond Williamson
 Chief Engineer.....John J. Tobola

W R L D

WEST POINT—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By: Valley Broadcasting Co.
 AddressGen. Tyler Hotel Bldg.
 Phone Numbers.....173 or 193
 Studio Address...Gen. Tyler Hotel Bldg. and
 Cherry St., Lanett, Ala.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World Broadcasting
 RepresentativeHeadley-Reed

Personnel

Chief Partner & Gen. Mgr.....L. J. Duncan
 Station Manager.....Alden H. Haight
 Sales Manager.....J. Sidney Laird
 Chief Engineer.....Dige Bishop

IDAHO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By.....Mrs. G. M. Phillips
Operated By.....Mrs. G. M. Phillips
AddressHotel Boise
Phone Numbers.....660; 661; 682
Transmitter Location..4½ miles northwest of City
Time on the Air.....Full Time
News ServiceUP and AP
Transcription Service...World Broadcasting System
Representative.....John Blair & Company

Personnel

President.....Mrs. G. M. Phillips
Commercial-Sales Promotion..Boyd Braithwaite
General Manager.....Walter E. Wagstaff
Chief EngineerJames Johnitz

(Call Letters to Be Assigned)

BURLEY*

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jessica Longston
AddressBurley, Idaho

Personnel

OwnerJessica Longston
* Construction Permit.

(Call Letters to Be Assigned)

COEUR d'ALENE

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Coeur d'Alene Broadcasting Co.
Address.....Coeur d'Alene, Idaho

K I D

IDAHO FALLS—EST. 1928

MUTUAL BROADCASTING SYSTEM
WESTERN

Frequency: 1350 Kc.....Power: 5000 d.; 500 n.
Owned-Operated By.....Idaho Radio Corp.
AddressKID Building
Phone Number4
Transmitter LocationAmmon Road
Time on the Air.....6:30 a.m. to 11 p.m. daily;
Sunday, 7 a.m. to 11 p.m.
News ServiceUP
Transcription ServiceWorld
National Representative

Joseph Hershey McGillvra

Personnel

Manager.....Eugene M. Halliday
Sales Manager.....Leonard Wasden
Chief Engineer.....C. N. Layne

K R L C

LEWISTON—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building
Phone Number.....1950
Transmitter Location.....Lewiston Orchards
Time on the Air.....6:30 a.m. to 11 p.m.
News ServiceUP
Transcription Service...World Broadcasting
RepresentativeHoward H. Wilson Co.

Personnel

OwnerH. E. Studebaker
Station Manager.....Donald A. Thomas
Commercial Manager.....David Peterson
National-Regional Sales Mgr....Donald Wike
Chief Engineer.....Gene Wilson

K F X D

NAMPA—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frank E. Hurt & Son
Business Address...1024 Twelfth Ave., South
Phone Number1200
Studio Addresses: 1024 Twelfth Ave., South;
809 Main St., Boise, Idaho
Transmitter Location..1024 Twelfth St., South;
Radio Sta. KSL, Salt Lake City, Utah
Time on the Air.....6 a.m. to 11 p.m.
News ServiceUP-AP
Transcription Service: NBC Thesaurus; Lang-
Worth

Personnel

OwnerFrank E. Hurt
and Edward P. Hurt
Sales Manager.....Doyle Cain
Chief Engineer.....Edward Hurt

K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc...Power: 1000 d.; 250 n.
Owned-Operated By.....Radio Service Corporation
AddressYellowstone Highway

In the Chicago area . . .

8
OUT OF THE FIRST
10

28
OUT OF THE FIRST
40




*. . . The favorite programs are heard over **WMAQ!***

FIRST in CHICAGO

WMAQ

50,000 watts

Represented by **NBC SPOT SALES**



*A Service of Radio
Corporation of America*

Independent surveys prove that year after year the nation's favorite programs are heard over WMAQ. These NBC shows are the combined result of NBC program direction, top-flight talent and expert production facilities—all made possible by America's leading radio advertisers and their capable agencies.

Through the station coverage afforded by WMAQ these astute advertisers reach our country's number two market, Chicago-land, where 2,855,700 families annually spend over \$3,500,000,000. And the same advantages await those interested in either local or spot campaigns. For WMAQ—morning, noon or night—is the Chicago station that reaches the people who listen and buy.

The Chicago station most people listen to most of the time

670 ON YOUR DIAL

Phone Number960
 Transmitter Location..... Pocatello
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 8:30 a.m. to 11 p.m.
 News Service..... UP
 Transcription Service..... Standard and Cole
 Representatives..... The Walker Co. (East);
 Homer Owen Griffith (West)

Personnel

PresidentO. P. Soule
 Vice-Pres.-General Manager Henry H. Fletcher
 Chief Engineer.....Henry H. Fletcher

K T F I

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Broadcasting
 Corp.

Address241 Main Ave. W.
 Phone Number..... 2400
 Transmitter Location.....Highway No. 30,
 west of Twin Falls

Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service..... Standard Library,
 Lang-Worth, Cole.

Representatives.....Weed & Co.;
 John Keating, Northwest Rep.

Personnel

PresidentO. P. Soule
 General Manager.....F. M. Gardner
 Sales Promotion.....Don E. Evans
 Chief Engineer.....William Richardson

(Call Letters to Be Assigned)
TWIN FALLS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... Southern Idaho
 Broadcasting and Television Corp.
 Address.....Twin Falls, Idaho

(Call Letters to Be Assigned)
TWIN FALLS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Radio Sales Corp.
 Address.....Twin Falls, Idaho

K W A L

WALLACE—EST. 1939

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Silver Broadcasting Co.
 Operated By.....R. G. Binyon
 AddressTabor Bldg.
 Phone Number..... 330
 Transmitter Location.....Silverton, Idaho
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service... World Library, SESAC

Personnel

President.....Dr. J. R. Binyon
 V.P.-General Manager.....R. G. Binyon
 Program Director.....W. Mondell Spencer
 Chief Engineer.....Howard Olsen

ILLINOIS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W M R O

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
 Owned-Operated By.....Martin R. O'Brien
 Address.....34 S. River St.
 Phone Number.....Aurora 4215
 Transmitter Location.....N. Aurora
 Time on the Air...Local sunrise to local
 sunset

News Service..... AP
 Transcription Service; Keystone Broadcasting
 System; Standard Radio

Personnel

Owner-General Manager... Martin R. O'Brien
 Commercial ManagerVincent G. Cofey
 Chief Engineer.....Phillip Olson

W J B C

BLOOMINGTON—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...A. M. McGregor, Hugh
 L. Gately

Business Address.....209 E. Washington
 Phone Number.....2635-0
 Transmitter Location.....West Gregory Ave.
 Normal, Ill.

Time on the Air.....6 a.m. to 10:30 p.m.
 Transcription Service.....Lang-Worth
 News ServiceUP
 RepresentativeSears and Ayer, Inc.

Personnel

General Manager.....A. M. McGregor
 Sales-Commercial Manager...Hugh L. Gately
 Chief Engineer.....Ted Baily

W K R O

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Oscar C. Hirsch
 Business Address.....324 B'way,
 Cape Girardeau, Mo.
 Phone Number.....1490
 Transmitter Location.....Cairo
 Time on the Air.....7:30 a.m. to 10 p.m.;
 Sunday, 8 a.m. to 9 p.m.
 News Service.....UP
 Representative.....John E. Pearson Co.

Personnel

Owner.....Oscar C. Hirsch
 Station Manager.....Merrill C. Currier
 Chief Engineer.....Ralph L. Hirsch

W C A Z

CARTHAGE—EST. 1921

MISSISSIPPI VALLEY NETWORK

Frequency: 1080 Kc.....Power: 250 Watts
 Owned-Operated By...Superior Broadcasting
 Service, Inc.
 Business Address....Marine Trust Co. Bldg.
 Phone Number.....520
 Studio Address.....Carthage; Macomb, Ill.
 Transmitter Location.....Carthage
 Time on the Air....Daytime to local sunset
 News Service.....UP
 Representative....Thomas F. Clark Co., Inc.

Personnel

President.....Bob Compton
 Station-Commercial Manager....John Palmer

W D W S

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
 MISSISSIPPI VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Champaign News-
 Gazette, Inc.
 Address.....48 Main St.
 Phone Number.....6-1855
 Transmitter Location, 1 mile south of Champaign
 Time on the Air.....16 hours
 Newspaper Affiliation....Champaign News-
 Gazette
 News Service.....UP
 Transcription Service.....World
 National Sales Office....360 N. Michigan Ave.,
 Chicago
 National Representative....Advertising Time
 Sales Co.

Personnel

General Manager.....J. A. McDermott
 Station Manager.....Frank R. Mills

Sales Manager.....Frank R. Mills
 Program Director.....Katherine Scheurich
 Chief Engineer.....Jack R. Baum

W A A F

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By....Drover's Journal Pub-
 lishing Co.
 Address.....Palmer House
 Phone Number.....Randolph 1932
 Transmitter Location.....1001 Exchange Ave.
 Newspaper Affiliation.....Drovers Journal
 Publishing Co., Inc.
 Time on the Air...6:30 a.m. to local sunset
 News Service.....UP, AP, Transradio
 Transcription Service.....Standard Radio
 Representative...George P. Hollingsbery Ca

Personnel

President.....Ward A. Neff
 Station and Commercial
 Manager.....Bradley R. Eidmann
 Sales Promotion Manager..Eleanore Stechbart
 Program Director-Production
 Manager.....Cynthia Coyle
 Publicity Director.....Eleanore Stechbart
 Record mc.....Bill Bauer
 Chief Engineer.....Carl Ulrich

W A I T

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Station WAIT
 Address.....360 N. Michigan Avenue
 Phone Number.....Franklin 0660
 Transmitter Location.....Church Road,
 Elmhurst, Ill
 Time on the Air.....Local sunrise to sunset
 News Service.....UP, Transradio
 Transcription Service....World, Associated,
 SESAC
 Representative.....Howard Wilson Co.

Personnel

Managing Director.....Gene T. Dyer
 Station Manager.....Earl Withrow
 Program Director.....Lorraine Dwyer
 Chief Engineer.....Ellery Plotts

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
 Owned-Operated By....The Columbia Broad-
 casting System, Inc.

Address 410 North Michigan Ave.
 Phone Whitehall 6000
 Transmitter Location Itaska, Ill.
 Time on the Air 5:30 a.m. to 1:30 a.m.;
 Sundays, 7:00 a.m. to 1:30 a.m.
 News Service AP; INS; UP
 Transcription Service Lang-Worth, World,
 Associated Recorded Program Service
 Representative Radio Sales

Personnel

Chief Executive H. Leslie Atlas
 General Manager Frank Falknor
 Commercial Manager E. H. Shomo
 Sales Promotion-Merchandising
 Manager Tom Rooney
 Program Director Walter Preston
 Production Manager Al Morey
 Publicity Director Don E. Kelley
 Chief Announcer Bob Cunningham
 Musical Director Caesar Petrillo
 Chief Engineer James Beloungy

W C F L

CHICAGO—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1000 Kc. Power: 10000 Watts
 Owned-Oper. By .. Chicago Federation of Labor
 Address 666 Lake Shore Drive
 Phone Number Superior 5300
 Transmitter Location .. Downers Grove, Illinois
 Time on the Air .. 6:00 a.m. to 12:00 Midnight;
 Sundays, 7:45 a.m. to 12 midnight.

News Service UP
 Transcription Service World Broadcasting
 Representative The Katz Agency

Personnel

President John Fitzpatrick
 Commercial and Sales Manager .. M. B. Wolens
 Program Director Roy Franklin
 General Manager Maurice Lynch
 Sales Promotion Manager ... Melvin B. Wolens
 Production Manager Roy Franklin
 Musical Director Jack Kelly
 Chief Engineer Richard Pappin
 Record M. C. Howard Roberts

W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Clinton R. White
 Address 2756 Pine Grove Ave.
 Phone Number Diversey 4440
 Transmitter Location 2756 Pine Grove Ave.
 Time on the air: 11 .m. to 2 p.m. nd 5 p.m. to
 7 p.m.

Personnel

Owner Clinton R. White
 General Manager J. A. White

W E N R

CHICAGO—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 890 Kc. Power: 50000 Watts
 Owned-Operated By ... American Broadcasting
 Company

Address 20 No. Wacker Dr.
 Phone Number Delaware 1900
 Transmitter Location Tinley Park, Ill.
 Time on the Air: Monday thru Friday, 3:00 p.m.-
 6:00 p.m. and 800 p.m.-1:00 am.; Saturday,
 3:00 p.m.-6:00 p.m and 12:00 Midnight-100
 am.; Sunday, 12:00 Noon to 7:00 p.m. and
 8:00 p.m.-1:00 a.m.

News Service AP; INS; UP
 Transcription Service Standard Radio
 Representatives ABC, Spot Sales

Personnel

Chief Executive-General Mgr. E. R. Borroff
 Station-Sales Manager R. McLaughlin
 Sales Promotion-Merchandising
 Manager K. R. Sutphin
 Program Director-Production Mgr. .. Gene Rouse
 Publicity Director E. Henry
 Supervisor of Announcers E. Kasser
 Musical Director Rex Maupin
 Chief Engineer E. C. Horstman



Thanks to all at

WENR

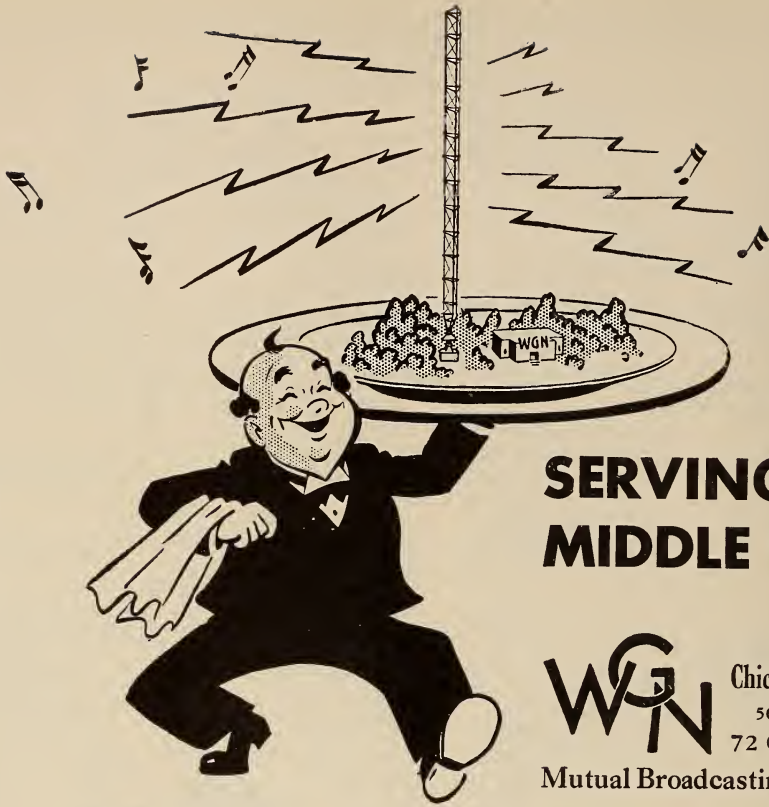
who have been so
 helpful during

12 YEARS

of broadcasting my

“Breakfast Club”

—Don McNeill



SERVING THE MIDDLE WEST

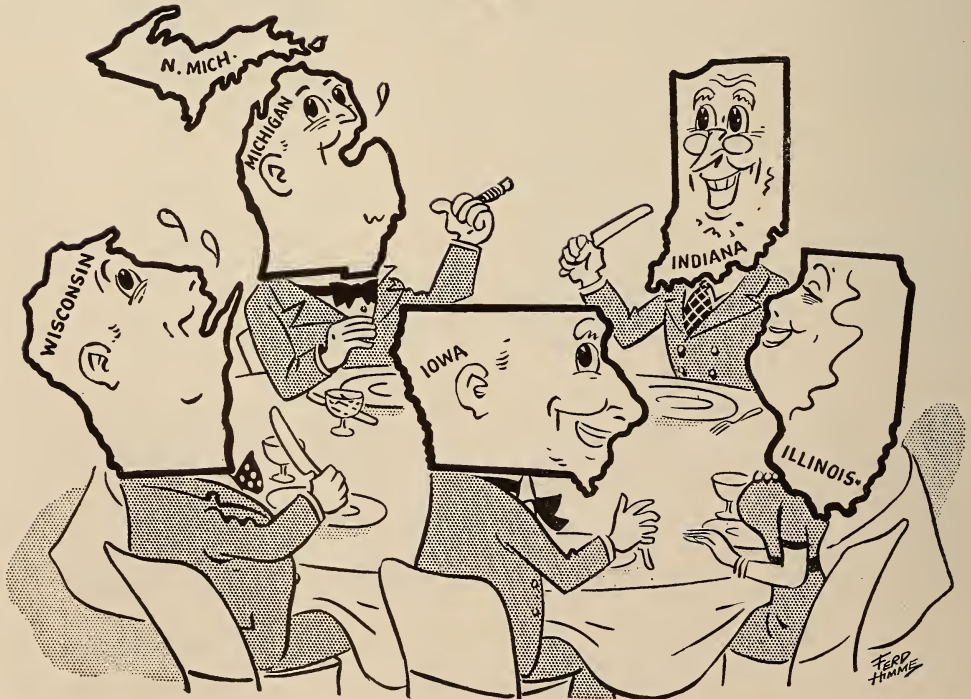
WGN

Chicago 11, Illinois

50,000 WATTS

72 On Your Dial

Mutual Broadcasting Company



W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denmark, Inc.
 Address.....3860 Ogden Ave.
 Phone Number.....Crawford 4100
 Transmitter Location.....3860 Ogden Ave.
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to
 .5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.;
 12 midnight to 6 a.m.
 News ServiceUP

Personnel

President.....Emil Denmark
 General and Commercial
 ManagerFrank J. Kotnour
 Program Director and Chief
 AnnouncerBill Mack
 Musical Director.....Bill Brady
 Chief Engineer.....Chester Lewicki

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned and Operated.....Radio Station WGES
 Address.....2708 W. Washington Blvd.
 Phone Number.....Sacramento 1700
 Transmitter Location...8601 So. Kedzie Ave.
 Time on the Air: 7:00 a.m. to 12:00 midnight
 News ServiceUP
 Transcription ServiceWorld

Personnel

Station Manager.....John A. Dyer
 Commercial Manager.....E. M. Hinzman
 Sales Promotion Manager.....K. P. Freda
 Program Director.....Herbert Rudolph
 Production Manager.....M. E. Clemens

W G N

CHICAGO—EST. 1924

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
 Owned-Operated By.....WGN, Inc
 Address.....441 N. Michigan Ave.
 Phone Number.....Superior 0100
 Transmitter Location.....Roselle, Illinois
 Time on the Air: 5:30 a.m. to 1:05 a.m.; Satur-
 days, 5:30 a.m. to 1:35 a.m.; Sundays, 7 a.m.
 to 1:05 p.m.
 Newspaper Affiliation...The Chicago Tribune
 News Service.....AP, UP, Chicago Tribune
 Transcription Service....World Broadcasting
 System; Associated Music Publishers and
 Standard Radio
 Representative.....WGN, Inc. (N. Y.)

Personnel

President.....Col. Robert R. McCormick
 Station Manager.....Frank P. Schreiber
 Commercial Manager...William A. McGuiness

Program Director Buckingham W. Gunn
 Publicity Director.....Bruce Dennis
 Production Manager.....Edmund F. Kahn
 Sales Promotion.....William Meyers
 Musical Director.....Henry Weber
 Chief Engineer.....Carl J. Meyers

W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
 Owned-Operated By.....Field Enterprises, Inc.
 Address.....230 North Michigan Ave.
 Phone Number.....State 5466
 Transmitter Location.....Desplains, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake
 City
 Transcription Service.....World, Cole
 Newspaper Affiliation.....Chicago Sun
 News Service.....AP, UP
 Representative.....Lewis H. Avery

Personnel

PresidentMarshall Field
 General-Station Manager....Arthur F. Harre
 Sales-Commercial Manager....Fred G. Harm
 Sales Promotion-Merchandising Mgr..Bob Ward
 Program Director-Production
 ManagerRandy Blake

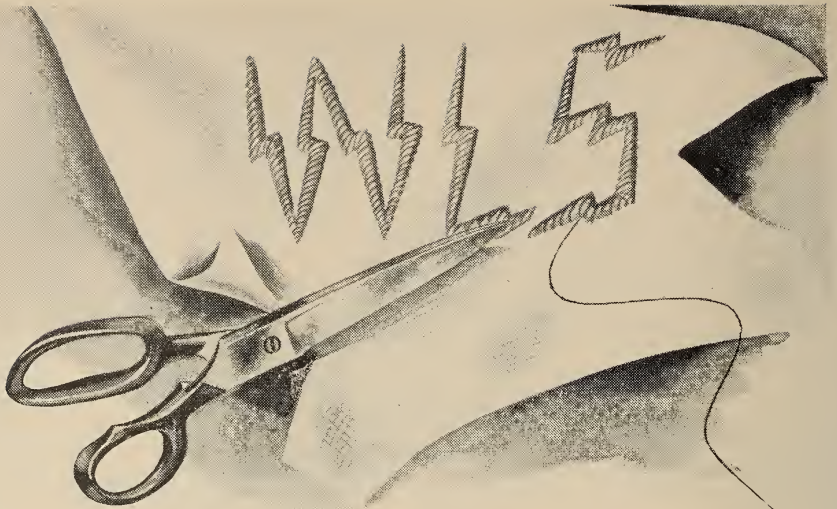
the New

W J J D

20,000 WATTS OF
 SELLING POWER

CHICAGO

A Marshall Field Station
 represented nationally
 by Lewis H. Avery

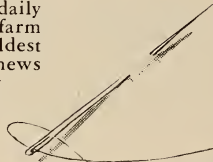


LIKE THE TAILOR fitting a suit, WLS program builders plan their programs to fit the needs of Midwest listeners. They know the WLS listening family and their requirements. In educational, spiritual and entertainment features, WLS serves the interests of a friendly, growing audience.

"School Time" brings progressive education to one million youngsters in 30,000 classrooms . . . Dr. John Holland, WLS staff pastor, gives daily inspiration to listening millions. There are the farm features: Art Page's Dinnerbell Time, radio's oldest farm service program; a quarter hour of farm news at 6 a.m. and again at 11:45; frequent daily market reports; and an evening quarter hour of rural service with different subjects from day to day; farming in other lands, questions and answers, livestock, new farm equipment, and similar information.

This combination of service, inspiration and entertainment is planned to fill a need, to fit the pattern of daily living in Midwest America. It's one of the reasons why *WLS Gets Results!*

tailored to fit



A Clear Channel Station

CHICAGO 7

MANAGEMENT AFFILIATED WITH

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN

Bisbee - Lowell - Douglas
Carl Morris, Mgr.
 1230 Kilocycles
 250 Watts

KOY
 550
 KILOCYCLES

PHOENIX
AL JOHNSON
 MANAGER

KTUC

TUCSON
Lee Little, Mgr.
 1400 Kilocycles
 250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

Publicity Director.....Bob Ward
 Musical Director.....Kennedy Nelson
 Chief Engineer.....Walter Meyers
 Record M. C.....Irvin Victor

W I N D
 CHICAGO—EST. 1927

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By...Johnson-Kennedy Radio Corp.

Business Address...230 North Michigan Ave.
 Phone Number.....State 4176
 Transmitter Location...25 miles S.E. of Chicago
 Time on the Air.....24 Hours a Day
 News Services.....AP, INS, UP
 Transcription Service.....Standard,
 World and Thesaurus
 Representative.....John E. Pearson Co.

Personnel

President-Owner.....Ralph L. Atlass
 Station Manager.....Ralph L. Atlass
 Sales Manager.....John T. Carey
 Program Director.....Ralph L. Atlass
 Publicity Director.....Joan Kaufman
 Chief Announcer.....Brooks Connolly
 Chief Engineer.....Ellery C. Plotts

W L S

CHICAGO—EST. 1924
 AMERICAN BROADCASTING CO.

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By...Agricultural Broadcast-
 ing Co.

Address.....1230 W. Washington Blvd.
 Phone Number.....Monroe 9700
 Transmitter Location.....Tinley Park, Ill.
 Time on the Air: Sat., 5:00 a.m.-3:00 p.m.;
 and 6:00 p.m.-12:00 a.m.; Mon. thru Fri., 5:00
 a.m.-3:00 p.m. and 6:00 p.m.-8:00 p.m.;
 Sun., 8:00 a.m.-12:00 p.m. and 7:00 a.m.-
 8:00 p.m.

News Service.....AP, UP, Transradio
 Transcription Service.....Standard
 Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
 V-P and General Manager.....Glenn Snyder
 Sales Manager.....C. M. Freeman
 Sales Promotion Manager...Donald E. Finlayson
 Program Director.....Harold Safford
 Production Manager.....Al Boyd
 Publicity Director.....Wilma Gwilliam
 Chief Announcer.....Jack Holden
 Musical Director.....Osgood Westley
 Chief Engineer.....Thomas L. Rowe

W M A Q

CHICAGO—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts
 Owned-Operated By

National Broadcasting Co., Inc.
 Address.....Merchandise Mart
 Phone Number.....Superior 8300
 Transmitter Location.....Elmhurst, Ill.
 Time on the Air.....5:30 a.m. to 1 a.m.; Sun-
 days, 8:00 a.m. to 1:00 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative.....National Broadcasting Co.

Personnel

President.....Niles Trammell
 V-P, WMAQ Mgr.....Harry C. Kopf
 Division Engineer.....Howard C. Luttgens
 Supervisor of Music Library...D. A. Marcotte
 Chief Announcer.....William Kephart
 Publicity Director.....Jack Ryan
 Continuity Editor.....William Murphy
 Production Mgr.....Frederick A. Jacobson, Jr.
 Sales Manager.....Oliver Morton
 Business Manager.....John F. Whalley
 Program Manager.....Jules Herbuveaux
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson

Musical Director.....Roy Shield
 Director of Public Programs...Judith Waller
 (See Page 376)

W M B I

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Moody Bible
 Institute of Chicago

Address.....153 Institute Place
 Phone Number.....Michigan 1570
 Transmitter Location.....Addison, Ill.
 Time on the Air.....Limited time
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 World

Personnel

General Manager.....Henry C. Crowell
 Program Director.....Robert Parsons
 Production Manager.....Pierce Hiscock
 Publicity Director.....Russell T. Hitt
 Musical Director.....Sheldon Fardig
 Chief Engineer.....A. P. Frye

W S B C

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WSBC
 Address.....2400 West Madison St.
 Phone Number.....Monroe 9060

Transmitter Location... 2400 West Madison St.
 Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
 2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
 News ServiceUP
 Transcription Service.... SESAC, MacGregor,
 M. M. Cole

Personnel

General Manager..... Robert O. Miller
 Commercial Manager..... Julius Miller
 Sales Promotion Manager..... M. V. Baker
 Program Director..... Robert O. Miller
 Musical Director..... Arnold B. Miller

WHFC

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... WHFC, Inc.
 Address..... 6138 W. Cermak Road
 Phone Number..... Lawndale 8228
 Transmitter Location... 6138 W. Cermak Road
 Time on the Air..... 7:00 a.m.-12 Midnight
 News Service..... UP

Personnel

General Manager..... R. W. Hoffman
 Manager..... M. E. Clifford
 Chief Announcer..... George Haywood
 Chief Engineer..... Frank Linhardt

WDAN

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Northwestern Publishing Co.
 Operated By.....Northwestern Publishing Co.
 Address.....Hotel Wolford
 Phone Number.....1700
 Transmitter Location... 1500 Washington Ave.
 Time on the Air..... 7 a.m. to 10:15 p.m., Mon.
 ..to Sat.; Sun., 8 a.m. to 10:45 p.m.
 Newspaper Affiliation..... Danville Commer-
 cial News
 News Service UP
 Transcription Service..... World
 Representative..... J. P. McKinney & Son

Personnel

General Manager..... E. C. Hewes
 Commercial Manager..... Robert J. Burow
 Program Director..... Honore E. Ronan
 Chief Engineer..... Ted Magin
 Publicity Director..... Joan Randolph

WSOY

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Commodore Broad-
 casting, Inc.

Address..... 351-357 No. Main St.
 Phone Number..... 5371-2
 Transmitter Location... 1891 No. Oakland Ave.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7:30 a.m. to 12:05 a.m.

Newspaper Affiliation... Decatur Newspapers
 Inc.

News Service..... AP
 Transcription Service... Standard Radio, NBC
 Representative..... Weed & Co.

Personnel

President Frederick Schaub
 General Manager..... F. Merrill Lindsay, Jr.
 Sales-Commercial Manager... Charles F. Bruce
 Program Director..... Buren C. Robbins
 Chief Announcer..... E. B. Pennhallegon
 Chief Engineer..... Paul A. Wnorowski

WTMV

EAST ST. LOUIS—EST. 1935

ASSOCIATED BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Mississippi Valley
 Broadcasting Co., Inc.

Address... Broadview Hotel, 5th and Broadway
 Phone Number... East 4390 and Bridge 3424
 Transmitter Location... Broadview Hotel, 5th
 and Broadway

Time on the Air... 6:30 a.m. to 1:05 a.m.;
 News Service UP
 Transcription Service World
 Representative..... Regional Radio Sales

Personnel

President..... William F. Johns
 General Manager-Station
 Manager..... Michael Henry
 Sales Manager-Commercial
 Manager..... Frank J. Prendergast
 Program Director..... Paul M. Enright
 Chief Announcer..... Bob Terry
 Musical Director..... Bill Hart
 Record M. C..... Bob Baker
 Chief Engineer..... Erle E. White

WGIL

GALESBURG—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Galesburg Broad-
 casting Co.

Address..... Hill Arcade Bldg.
 Phone Number..... 4626 Main
 Transmitter Location... Hill Arcade Bldg.
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... UP

Transcription Service..... Standard Radio
 and SESAC
 Representative..... Sears & Ayer

Personnel

General Manager.....Klaus Nordgren
 Sales-Commercial Manager. Kenneth Schliefer
 Publicity Director.....Jack Lawrence
 Chief Engineer.....R. K. Pratt

W E B Q

HARRISBURG—EST. 1923

**KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI VALLEY NETWORK**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harrisburg Broad-
 casting Company
 Address.....100 East Poplar St.
 Phone Number.....28
 Transmitter Location.....100 East Poplar St.
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Representative.....Howard H. Wilson & Co.

Personnel

Station Manager.....I. M. Taylor
 Program-Musical Director. Wanda Ruth Owen
 Production Manager-Publicity
 Director.....Eddie Wise
 Chief Engineer.....Joseph R. Tate
 Sales Promotion Mgr.....Kenneth E. Hamilton

W J P F

HERRIN—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Address.....P. O. Box 179
 Phone Number.....382 and 383
 Transmitter Location.....Herrin
 Time on the Air.....6 a.m. to 10:15 p.m.
 News Service.....UP
 Transcription Service... World and M. M. Cole

Personnel

President.....Orville W. Lyerla
 Station and Commercial Manager. Charles R.
 Cook
 Production Manager.....Betty Kinler
 Chief Engineer.....Marian F. Sawyer

W L D S

JACKSONVILLE—EST. 1942

**KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI VALLEY NETWORK**

Frequency: 1180 Kc.....Power: 250 Watts
 Owned-Operated By.....Stephenson, Edge &
 Korsmeyer
 Address.....Fox-Illinois Theater Bldg.
 Phone Number.....1180
 Transmitter Location.....1½ miles east of
 Jacksonville

Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

General Manager.....E. J. Korsmeyer
 Program Director.....La Fern Coultas
 Chief Engineer.....C. J. Cassens

W J O L

JOLIET—EST. 1926

**KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI VALLEY NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Joliet Broadcasting Co.
 Address.....601 Walnut St., Joliet & 362 E.
 Court St., Kankakee, Ill.
 Phone Number.....4761
 Transmitter Location...601 Walnut St., Joliet
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....World Library

Personnel

President-General Manager.....R. L. Bowles
 Program Director.....Marcia Mitchell
 Chief Engineer.....Lester DeCosta

(Call Letters to Be Assigned)

PEKIN*

Frequency: 1140 kc.....Power: 250 D.
 Owned-Operated By...Pekin Broadcasting Co.
 Address.....Pekin, Illinois
 ..*Construction Permit

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Peoria Broadcasting
 Company
 Address.....200 Alliance Life Bldg.
 Phone Number.....7133
 Transmitter Location.....Highway No. 29,
 halfway between Peoria and Pekin
 Time on the Air.....19½ hours daily;
 18 hours Sunday
 News Service.....UP & AP
 Transcription Service... World Broadcasting
 System and NBC Thesaurus
 Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
 Vice-President.....Charles C. Caley
 Commercial Manager.....Joe Raber
 Promotion Manager.....Vernon A. Nolte
 Chief Engineer.....Ted A. Giles

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... Lee Broadcasting, Inc.
 Address..... W.C.U. Bldg., 510 Main St.
 Phone Number..... 6200
 Transmitter Location..... Quincy Gardens
 Time on the Air..... 5:45 a.m. thru 12:05 a.m.;
 Sunday, 6:30 a.m. to 12:05 a.m.

News Service..... AP; UP
 Newspaper Affiliation... Mason City Globe
 Gazette
 Transcription Service Standard
 Representative..... The Katz Agency

Personnel

President Lee Loomis
 General Manager..... Walter J. Rothschild
 Local Sales Manager..... Bill Burghart
 Program Director..... C. Arthur Fifer
 Promotion-Publicity..... Jean Verheyen
 Production Manager..... Dick Falter
 Chief Announcer..... Dick Falter
 Musical Director..... Jean Fessler
 Chief Engineer..... Urlin Whitman
 Record M. C..... Hal Barton

W R O K

ROCKFORD—EST. 1923

ABC

Frequency: 1440 Kc. Power: 1000 d. 500 n.
 Owned-Operated By... Rockford Broadcasters,
 Inc.
 Address..... News Tower
 Phone Number..... Main 5632
 Transmitter Location..... Kilburn Ave. Rd.
 Time on the Air..... 6 a.m. to midnight
 Newspaper Affiliation..... Rockford Morning
 Star, Rockford Register Republic
 News Service..... UP
 Transcription Service World
 Representative..... Headley-Reed Co.

Personnel

President-Owner..... Albert G. Simms
 General Manager..... Walter Koessler
 Comm. Manager..... John J. Dixon
 Program Director..... Morey Owens
 Promotion Director..... Wm. R. Traum
 Chief Engineer..... Maurice H. Nelson,
 W. A. Smith, FM and Tele

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By..... Rock Island Broad-
 casting Co.
 Business Address..... 1800 Third Ave.
 Phone Number 918

Studio Addresses... 1800 Third Ave., Fifth Ave.
 Bldg., Moline

Transmitter Location.... 23rd Ave. and 52 St.,
 Moline, Ill.

Time on the Air..... 6 a.m. to 1:00 a.m.;
 Sundays, 8 a.m. to 1:00 a.m.

Newspaper Affiliation.. The Rock Island Argus
 News Service..... AP, UP
 Transcription Service..... Standard Radio,
 NBC Thesaurus, Cole

Representative... Howard H. Wilson Company

Personnel

President..... John W. Potter
 Station Manager..... L. C. Johnson
 Sales Manager Maurice Corken
 Program Director..... Ted F. Arnold
 Production Manager..... Forest W. Cooke
 Chief Engineer..... Robert J. Sennett

W C B S

SPRINGFIELD—EST. 1922

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Operated By..... WCBS, Inc.
 Address..... 523 E. Capital
 Phone Number..... 9855

WROK

THE *Only* STATION IN
ROCKFORD, ILLINOIS

1000 WATTS
AMERICAN NETWORK

NATL. REP.:
HEADLEY-REED CO.

Transmitter Location.....2200 S. 6th
 Time on the Air.....18 hrs. daily
 Newspaper Affiliation...Illinois State Journal
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

President and Chief
 Engineer.....Harold L. Dewing
 Station Manager-Sales
 Promotion Manager.....C. W. Neeld
 Local Sales Manager.....F. A. Harbauer
 Musical Director.....John C. Gell

WTAX

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....WTAX, Inc.
 Business Address.....202 Reisch Bldg.
 Phone Number.....2-4441
 Studio Address.....202 Reisch Bldg.
 Transmitter Location.....117-119 S. 5th St.
 Time on the Air.....18 hours, 5 min. daily;
 17 hours, 5 min. Sunday

News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed & Co.

Personnel

President and Manager.....Jay A. Johnson
 Program Director.....Gladys McGrew
 Chief Engineer.....Eli Swaringen
 Sales Manager.....Jay A. Johnson
 Merchandising Manager.....Clarence Evans
 Musical Director.....Betty Cole

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts
 Owned-Operated By.....WDZ Broadcasting
 Company

Address.....101½ N. Main St.
 Phone Number.....431
 Transmitter Location.....Intersection of U. S.
 Highways 36 and 45
 Time on the Air.....Sunrise to local sunset
 News Service.....UP
 Transcription Service.....World, Texas
 Ranger Library
 Representative.....Howard H. Wilson Co.

Personnel

President.....Edgar L. Bill

General Manager.....Ralph L. Stufflebam
 Sales Promotion.....Robert E. Koehnemann
 Chief Engineer.....T. A. Giles

WILL

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.
 Owned-Operated By.....University of Illinois
 Business Address.....1010 S. Wright St.
 Phone Number.....7-2616
 Studio Address.....1010 S. Wright St.
 Transmitter Location.....1 mile south on First
 St. Road, Champaign, Ill.

Time on the Air.....7:00 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Thesaurus

Personnel

President.....A. C. Willard
 General Manager.....Joseph F. Wright
 Program Director.....Frank E. Schooley
 Publicity Director.....Art Wildhagen
 Musical Director.....Kenneth Cutler
 Chief Engineer.....A. James Ebel
 Production Manager.....George H. Sharp
 Record M. C.....Phil Spradling

**"SPECIAL
 ASSIGNMENT"**

Exciting dramatizations based on
 the unusual stories of top-flight
 news reporters.

It's 15-minutes of *action, thrills
 and chills.*

An easy sales-winner for any spon-
 sor of transcribed programs.

Exclusive in Any Market

SEE

**AP RADIO
 PRODUCTIONS**

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

DEAR TO THE HEART OF HOOSIERLAND

THE 500 MILE RACE

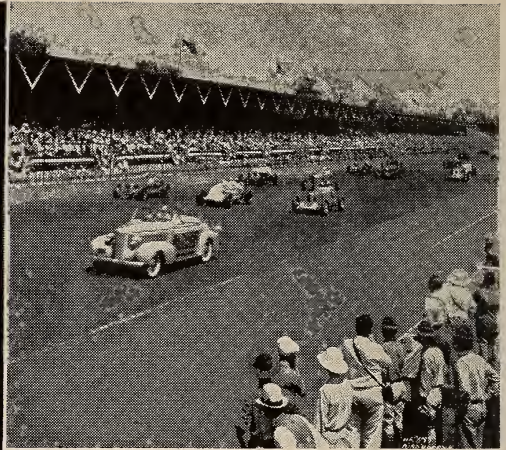
In 1946, Memorial Day means the gasoline mounts again resume the internationally famous chase around the 2½ mile brick oval—now Hoosier owned.

SOLDIERS' AND SAILORS' MONUMENT

The hub of Indiana—built of Hoosier limestone—and beloved by Hoosiers and Indianapolis visitors the world over.

WFBM—INDIANA'S *First* RADIO STATION

Happily married to the rich central Indiana market since October, 1924. An old and trusted friend to more than 400,000 radio set owners in its PRIMARY coverage area. Consistent programming—merchandising—promotion—assures results as dependable and as solid as Indiana landmarks.



WFBM



COLUMBIA
BROADCASTING
SYSTEM

REPRESENTED NATIONALLY BY THE KATZ AGENCY

INDIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W H B U

ANDERSON—EST. 1922

ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Anderson Broad-
 casting Corp.
 Business Address.....Citizens Bank Bldg.
 Phone Number.....7791
 Studio Address.....640 Citizens Bank Bldg.
 Transmitter Location.....1110 Meridian St.
 Time on the Air: 6:30 a.m. to midnight; 7:00
 a.m. to midnight Sun.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Weed & Company

Personnel

President.....C. Bruce McConnell
 General Managers.....R. E. Bausman,
 John R. Atkinson
 Station Manager.....John R. Atkinson
 Commercial Manager.....R. E. Bausman
 Program Director.....E. R. Allen
 Chief Engineer.....L. F. Podhaski

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Evansville On The
 Air, Inc.
 Address.....519 Vine St.
 Phone Number.....2-1171
 Transmitter Location.....Evansville
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System and Standard
 Representative.....Weed & Co.

Personnel

President.....Alvin Q. Eades
 Station Manager.....Clarence Leich
 Commercial Manager.....Guy R. Crecelius
 Program Director.....Mrs. Pat Roper
 Publicity Director.....Mrs. Louise Chapman
 Chief Announcer.....Fred Rollison
 Chief Engineer.....Erwin P. Schoeny

W T R C

ELKHART—EST. 1931

NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Truth Publishing Co., Inc.
 Address.....Hotel Elkhart
 Phone Number.....948
 Transmitter Location.....Oakland Avenue and
 Mishawaka Road
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Elkhart Daily Truth
 News Service.....UP
 Transcription Service.....World; Standard Radio
 Representative.....Burn-Smith Company, Inc.

Personnel

President.....C. D. Greenleaf
 General Manager.....Tom H. Keene
 Station Manager.....R. R. Baker
 Sales Promotion Manager.....B. B. Baker
 Program Director.....Margaret Lantz
 Chief Announcer.....Louis Glass
 Chief Engineer.....Lester Zellmer

W G B F

EVANSVILLE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Evansville On The
 Air, Inc.
 Address.....519 Vine St.
 Phone Number.....2-1171
 Transmitter Location.....Evansville
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting
 System and Standard
 Representative.....Weed & Co.

Personnel

President.....Alvin Q. Eades
 Station Manager.....Clarence Leich
 Commercial Manager.....Guy R. Crecelius
 Program Director.....Mrs. Pat Roper
 Publicity Director.....Mrs. Louise Chapman
 Chief Announcer.....Fred Rollison
 Chief Engineer.....Fay A. Gehres

WGL

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Farnsworth Television
 and Radio Corp.
 Business Address.....201 W. Jefferson St.
 Phone Number.....Eastbrook 3366
 Transmitter Location....Atop Keenan Hotel
 Time on the Air.....6 a.m. to 12 midnight,
 Sundays 7 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Standard Radio,
 Thesaurus
 RepresentativeHeadley-Reed

Personnel

President.....E. A. Nichols
 Station Manager.....Frank V. Webb
 Commercial Manager....William R. Aldrich
 Sales Promotion Manager-Publicity
 DirectorNorman C. Widenhofer
 Program Director.....James D. Westover
 Production Manager.....Rosemary Stanger
 Chief Announcer.....Paul Havens
 Musical Director.....James Westover
 Chief Engineer.....Howard Beck

WJOB

HAMMOND—EST. 1928

HOOSIER BROADCASTING NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Adair-Richardson-Adcir
 Address.....449 State St.
 Phone Number.....Hammond 10,000
 Transmitter Location.....449 State St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription ServiceAssociated
 Representative...Joseph Hershey McGillvra,
 Inc.

Personnel

General Manager.....O. E. Richardson
 Commercial Manager.....Robert C. Adair
 Sales Promotion Manager.....Stanley Davis
 Chief Announcer and
 Program Director.....Sam Weller
 Production Manager.....R. C. Adair
 Publicity Director.....Stanley Davis
 Musical Director.....J. Gibbs Spring
 Chief EngineerStanley Strasburg

WOWO

FORT WAYNE—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1190 Kc.....Power: 10,000 Watts
 Owned-Operated By....Westinghouse Radio
 Stations, Inc.
 Address.....925 So. Harrison St.
 Phone Number.....A-2136
 Transmitter Location.....Routes 2 and 6,
 Lincoln Highway West
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday, 7 a.m. to 12 midnight
 News ServiceUP
 Transcription Services...World Broadcasting
 Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
 General Manager.....Paul E. Mills
 Commercial Manager.....H. D. Longworth
 Production Program Director..Carl Vandagriff
 Publicity Director.....Roger Vornholt
 Sales Promotion.....Hilda C. Woehrmeyer
 Farm Program Director.....Jay Gould
 Chief Announcer.....J. Howard Ackley
 Musical DirectorGuy Fitzsimmons
 Chief EngineerBruce Ratts

WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Address48 Monument Circle
 Phone Number.....Lincoln 8506
 Transmitter Location.....2 miles northeast of
 Millersville, Indiana
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....AP; INS
 Transcription Service.....Associated Music
 Publishers
 Representative.....The Katz Agency

Personnel

PresidentH. M. Bitner, Sr.
 Station Manager.....Frank O. Sharp
 Commercial Manager...William F. Kiley, Jr.
 Sales Promotion Mgr.....Edward Schneider
 Chief Announcer.....Lyell Ludwig
 Program Director.....Mrs. Jean Bitner
 Publicity Director.....Norman Travis
 Musical Director.....Walter H. Reuleaux
 Chief Engineer.....Harold Holland
 Record M. C.....Paul K. Roberts

(See Page 388)

WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc...Power: 5000 d.; 1000 n.
 Owned By.....Indiana Broadcasting Corp.
 Operated By.....The Indianapolis News
 Address.....30 32 W. Washington St.
 Phone Number.....Li 2305
 Transmitter Location.....New Augusta, Ind.
 Time on the Air.....5 a.m. to 1 a.m. daily;
 Sunday, 7 a.m. to 1 a.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Associated
 Representative.....John Blair & Co.

Personnel

President.....C. Walter McCarty
 General Manager.....George C. Biggar
 Commercial Manager.....J. J. Flanigan
 Sales-Promotion Manager...Samuel R. White
 Merchandising Manager.....W. A. Spencer
 Program Director.....Ed Mason
 Production Manager.....Bradford DeMarcus
 Publicity Director.....Norm Perry, Jr.
 Chief Announcer.....Everett Howard
 Musical Director.....Walter Jackson
 Chief Engineer.....Harry S. Adams

WISH

INDIANAPOLIS—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By....Capitol Broadcasting
 Corporation
 Address.....Board of Trade Building
 Phone Number.....Market 6345
 Transmitter Location....Post Road and Rawls
 Ave.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Free & Peters, Inc.

Personnel

President-Gen. Manager...C. Bruce McConnell
 Station-Commercial Mgr....Robert E. Bausman
 Program Director.....Reid Chapman
 Production-Chief Announcer...Wm. Frosch, Jr.
 Record M. C.....Jack Morrow
 Musical Director.....James H. Boyer
 Chief Engineer.....Stokes Gresham, Jr.
 Sales Promotion Mgr....Robert B. McConnell

WIBC



The Indianapolis News Station

★ C. WALTER McCARTY, *President*
 GEORGE C. BIGGAR, *General Manager*

● Owned and operated by *The Indianapolis News* . . . one of America's Great Newspapers . . . and dedicated to the public interest.

Music, drama, fun; news, commentaries, and discussions of public interest; education and religion; special events . . . all of these are woven into a program schedule that appeals to all Indiana . . . all the time . . . as reflected in rising Hoopers and a fast increasing number of advertisers.

5 A.M. to 1 A.M. every day . . . (7 A.M. to 1 A.M. on Sundays) . . . WIBC sends out a clear signal on 1070 kilocycles that can be heard all over Indiana.

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

OWNED AND OPERATED BY **WIBC**
 THE INDIANAPOLIS NEWS

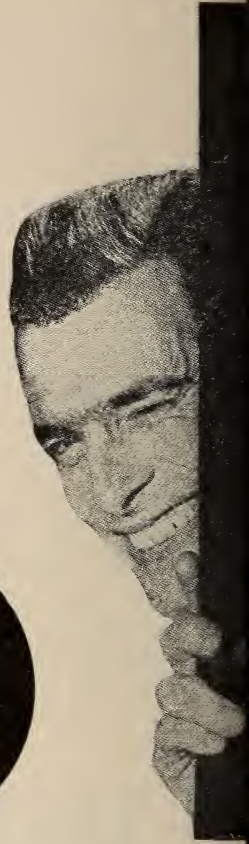
MUTUAL OUTLET IN INDIANAPOLIS

**WANT A
CHOICE
PROGRAM?**

**—OR A
GOOD
SPOT?**

**—NEED A
'LIVE WIRE
PERSONALITY?**

**—THEN IT'S
WIRE**



WIRE

**BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK • CHICAGO • KANSAS CITY**

AFFILIATED WITH

THE INDIANAPOLIS STAR

WIRE

INDIANAPOLIS—EST. 1924
NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated ByIndianapolis Broad-
 casting, Inc.
 AddressClaypool Hotel
 Phone NumberRiley 1541
 Transmitter Location.....44th & Knollton Rd.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service....World Broadcasting,
 Thesaurus
 Representative.....John E. Pearson Co.

Personnel

President & Gen. Mgr.....Eugene C. Pulliam
 Commercial Manager.....Rex Schepp
 Program Director.....Bill Dean
 Musical Director.....Harry Bason
 Chief Engineer.....Eugene E. Alden

WKMO

KOKOMO—EST. 1941
COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByKokomo Broadcast-
 ing Co.
 AddressCollege Bldg.
 Phone Number5171-5172
 Transmitter Location.....Morgan & Ohio Sts.
 Time on the Air.....6:00 a.m. to 12:05 a.m.
 News ServiceUP
 Representative.....Howard Wilson Company

Personnel

President.....Dr. R. Spencer Taylor
 General and Sales Mgr.....John Carl Jeffrey
 Program Director.....Ward Charles Glenn
 Chief EngineerGeorge Palmer

WASK

LAFAYETTE—EST. 1942
MISSISSIPPI VALLEY NETWORK
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WFAM, Inc.
 Business Address.....Wallace Bldg.
 Studio Address.....Wallace Bldg.
 Phone Number.....Lafayette 4300
 Transmitter Location.....No. River Road,
 West Lafayette
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service....World Broadcasting
 System
 National Representative.....Joseph Hershey
 McGilvra

Personnel

President.....O. E. Richardson
 Station and Sales Manager...J. Gibbs Spring
 Program Director.....Bayne Spring
 Chief Announcer.....William Warren, Sr.
 Chief EngineerHarry C. Garba

WLBC

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Address.....WLBC, Muncie
 Phone Number.....4403
 Transmitter Location: Radio Center, U. S. High-
 way No. 35, So. of Muncie
 Time on the Air.....6:30 a.m. to 12:10 a.m.
 News ServiceAP
 Transcription Service....Standard Radio
 Representative.....Hal Holman, Chicago;
 The Walker Co., New York

Personnel

Owner-Station Manager....Donald A. Burton
 Commercial Manager.....Wm. F. Craig
 Program-Musical Director....June Johnson
 Chief Engineer.....Maurice Crain

WKBV

RICHMOND—EST. 1926
MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By,
 Central Broadcasting Corp.
 Address.....25 S. 9th St.
 Phone Number1156
 Transmitter LocationRichmond
 Time on the Air.....7 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service....World, Standard
 Representative.....William G. Rambeau Co.

Personnel

President.....J. Robert Quigg
 General Manager.....G. F. Albright
 Commercial-Sales Promotion
 Manager.....R. L. Nusbaum
 Program Director-Production
 ManagerMarie Robbins
 Chief Engineer.....Louis Dunning

WHOT

SOUTH BEND—EST. 1944
ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By: South Bend Broadcasting
 Corp.
 Business Address....St. Joseph & Monroe Sts.

Phone Number3-4155
 Studio Address and Transmitter Location: St.
 Joseph and Monroe Sts.
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....World and Standard
 Representative.....Weed and Company

Personnel

President.....C. Bruce McConnell
 General Manager.....Robert E. Bausman
 Station Manager.....Ford Billings
 Commercial Manager.....Charles W. Hines
 Sales Promotion Manager-Publicity
 DirectorDan Richardson
 Program Director-Production
 Manager.....Harold M. Cook
 Musical Director.....Violet Joy
 Chief Engineer.....Jack E. Wilson

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....South Bend Tribune
 Address.....225 W. Colfax Ave.
 Phone Number.....3-6161
 Transmitter Location: 5 miles south of South
 Bend on Ironwood Road
 Time on the Air.....6 a.m. to midnight; Sun-
 days, 8 a.m. to 11:15 p.m.
 Newspaper Affiliation...South Bend Tribune
 News Service.....UP
 Transcription Service..Lang-Worth; Associated
 and Standard
 Representative..... Paul H. Raymer Co.

Personnel

PresidentF. A. Miller
 Station Manager.....Franklin D. Schurz
 Commercial Manager.....R. H. Swintz
 Program Director.....Marc Boyden
 Chief Announcer.....Morton L. Linder
 Publicity Director.....Neal B. Welch
 Musical Director.....Harlan Hogan
 Chief Engineer.....H. G. Cole

W B O W

TERRE HAUTE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Banks of the Wabash, Inc.
 Operated By.....Banks of the Wabash, Inc.
 Address303 South Sixth Street
 Phone Number.....Crawford 5034
 Transmitter.....First St. and Peyton Ave.
 Time on the Air: 17¼ hrs. daily—16½ hrs.
 Sunday
 Newspaper Affiliation.....Saturday Spectator
 News ServiceUP-AP

Transcription Service.....Standard, World
 Representative.....Weed & Company

Personnel

PresidentAlvin Eades
 Gen.-Com. Manager.....George M. Jackson
 Sales Promotion.....Aline Arnold
 Chief Engineer.....Don Aldrich

W A O V

VINCENNES—EST. 1940

MUTUAL

MISSISSIPPI VALLEY NETWORK

Frequency: 1450 Kc.....Power: 250 Watt
 Owned-Operated By .. Vincennes Newspapers,
 Inc.
 Studio Address.....Grand Hotel
 Business Address.....320 Busseron St.
 Phone Number.....787-788
 Transmitter Location: US 41, north of Vincennes
 Time on the Air: 6:00 a.m.-11:00 p.m. daily;
 8:00 a.m.-11:00 p.m. Sundays
 Newspaper Affiliation.....Vincennes
 Sun-Commercial
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 General Manager.....Howard N. Greenlee
 Station Manager-Sales
 Promotion Manager.....Victor H. Lund
 Commercial Manager.....Richard B. Harris
 Publicity Director.....Gene Allison
 Chief Announcer.....Edward Raasch
 Chief Engineer.....Eugene E. Alden

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Purdue University
 Address.....Hall of Music, West Lafayette
 Phone Number92-2128
 Transmitter Location.....6 miles south of La-
 fayette
 Time on the Air.....9 a.m. to 9 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 and Thesaurus

Personnel

PresidentFrederick Hovde
 Station Manager.....J. W. Ditamore
 Program Director.....Jim Miles
 Production Manager.....John Henderson
 Publicity Director.....Phil Wygant
 Chief Announcer.....John DeCamp
 Musical Director.....Jo Haniford
 Record M. C.....George Yack
 Chief Engineer.....Robert King

IOWA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W O I *

AMES—EST. 1921 (9YI)

ABC

Frequency: 640 Kc... Power: 5000 Watts Day
Owned By.....Iowa State College
Operated By.....Iowa State College
AddressAmes, Iowa
Phone Number2500; Extension 281
Transmitter LocationService Building
Time on the Air.....6 a.m. to local sunset
News Service.....AP
Transcription ServiceWorld
and Standard

Personnel

President (of Iowa State College):
Charles E. Friley
Station Director.....W. I. Griffiths
Program Director and
Station Manager.....Richard B. Hull
Production Manager.....Edward Wegener
Publicity Director.....Alfred T. Mitchell
Chief Announcer.....Richard Vogl
Musical DirectorEdward Wegener
Chief EngineerL. L. Lewis
Record M. C.....William Merrill
*(Non-Commercial Station).

K F G Q *

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By..Boone Biblical College
Business Address...924 West Second Street
Phone Number1119-W
Transmitter Location.....924 West Second St.
Time on the Air.....Daytime License
*(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

AMERICAN BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..Burlington Broadcasting
Co.
Address.....National Bank Bldg.
Phone Numbers.....680; 681
Transmitter Location.....National Bank Bldg.
Time on the Air.....6 a.m.-11 p.m.
News Service.....UP

Transcription Service.....World, Cole
Representative.....William G. Rambeau Co.

Personnel

President-General Manager..G. B. McDermott
Commercial Manager..George B. J. Adkisson
Sales Promotion Mgr.....G. B. McDermott
Program Director.....Lucile Weinrich
Chief Engineer.....John Gallino

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS—MBS

MID-STATES GROUP

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: American Broadcasting
Stations, Inc.
Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618
(Waterloo)
Transmitter Location.....Marion, Iowa
Time on the Air.....5:30 a.m. to 12:05 a.m.;
Sundays, 7:55 a.m. to 12:05 a.m.
News Services.....AP; UP
Transcription Service ..Lang-Worth & Standard
RepresentativeThe Katz Agency

Personnel

Executive Vice-President....William B. Dolph
General Manager.....William B. Quarton
Studio Manager.....V. A. L. Linder (Waterloo)
Commercial Manager....Donald D. Sullivan
Merchandising Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager.....Robert Leefer
Publicity Director.....Leo F. Cole
Chief Engineer.....George P. Hixenbaugh
Record M. C.....Dean Landfear

K R O S

CLINTON—EST. 1941

MUTUAL—TALL CORN

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By....Clinton Broadcasting
Corp.
Business Address.....Jacobsen Bldg.
Phone Number448
Studio Address.....Jacobsen Bldg.
Transmitter Location.....Jacobsen Bldg.
Time on the Air.....Unlimited License

**IN CENTRAL IOWA *KSO*
IS DOING A TERRIFIC JOB**

Folks in our own backyard . . .
who know which Central Iowa station
is really delivering the goods . . .
choose KSO.

More than 147

Des Moines advertisers used KSO

last year . . . and it's hard to fool
your neighbors, especially when
they know what's going on here at KSO.

KSO

DES MOINES, IOWA 5000 Watts

Kingsley H. Murphy, Owner - - George J. Higgins, General Manager
Represented by Headley-Reed Co.



News Service..... UP
 Transcription Service.... Standard Radio, Cole
 Representative... George Webber, Des Moines,
 Wm. Rambeau Co.

Personnel

President.....W. S. Jacobsen
 General and Promotion Mgr.... Morgan Sexton
 Program Director..... Lucille DeLeers
 Sales Manager..... Walter Jeich
 Chief Engineer..... Gilbert Andrew

W O C

DAVENPORT—EST. 1922

ABC

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.... Tri-City Broadcasting
 Company
 Address.....1002 Brady Street
 Phone Number3-3661
 Transmitter Location..... R. F. D. No. 1
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)
 News Service..... UP, AP
 Transcription Service.... World, Lang-Worth
 Representative..... Free & Peters, Inc.

Personnel

President Col. B. J. Palmer
 General Manager..... J. Buryl Lottridge
 Commercial Manager..... L. O. Fitzgibbons
 Sales Promotion and
 Publicity Manager Jane Boom
 Program Director..... Marshall Dane
 Chief Engineer..... Paul Arvidson

K W L C *

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Luther College
 Business Address... 600 Leiv Eiriksson Drive
 Phone Number 690
 Studio Address..... C. K. Preus Gymnasium
 Transmitter Location... C. K. Preus Gymnasium
 Time on the Air .. Operating four hours daily
 for the duration

Personnel

President (of Luther College).. Dr. O. J. H. Preus
 Station Manager and
 Program Director..... Kenneth L. Berger
 Publicity Director..... Ruth Kalnes
 Musical Director..... Helen Trilhus
 Chief Announcer Olive Sharpee
 Chief Engineer and
 Production Manager..... O. M. Eittrim
 *(Non-Commercial Station)

K R N T

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc.Power: 5000 Watts
 Owned-Operated By: Cowles Broadcasting
 Company
 Address.....715 Locust St.
 Phone Number..... 3-2111
 Transmitter Location.... S. E. 22nd & Park
 Ave.

Time on the Air: 6:00 a.m. to 12 midnight
 Newspaper Affiliation.. Des Moines Register
 and Tribune

News Service AP; UP
 Transcription Service..... Standard Radio,
 Associated
 Representative The Katz Agency

Personnel

President Gardner Cowles, Jr.
 General Manager..... Phil Hoffman
 Commercial Manager..... Bob Dillon
 Program Director..... Charles Miller
 Production Manager..... George Cremeens
 Record M. C's..... Gene Emerald,
 Myron J. Bennett
 Sales Promotion Manager..... Robert Dillon
 Publicity Director Mary Little
 Chief Engineer..... Charles Quentin

K S O

DES MOINES—EST. 1921

CBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.... Kingsley H. Murphy
 Address.....800 Old Colony Bldg.
 Phone Number3-0571
 Transmitter Location.... S.E. 22nd & Park
 Avenue

Time on the Air... 6 a.m. to 1 a.m., weekdays
 News Service..... AP; UP
 Transcription Service.... World, M. M. Cole
 Representative Headley-Reed Co.

Personnel

President..... Kingsley H. Murphy
 General Manager..... George J. Higgins
 Sales Promotion Manager... Nancy M. Halsor
 Program Director..... Edmund J. Lineham
 Record M. C..... R. J. Nash
 Chief Engineer..... F. E. Bartlett

W H O

DES MOINES—EST. 1924

NBC & CORNBELT WIRELESS

Frequency: 1040 Kc.....Power: 50000 Watts
 Owned-Operated By.. Central Broadcasting Co.
 Business Address.....914 Walnut St.
 Phone Number..... 3-7147

Transmitter Location..... Mitchellville, Iowa
 Time on the Air..... 5:30 a.m. to 12:30 a.m.
 News Service..... INS, UP, AP
 Transcription Services..... NBC Thesaurus;
 Lang-Worth, M. M. Cole
 Representative..... Free & Peters, Inc.

Personnel

President..... B. J. Palmer
 Station Manager..... J. O. Maland
 Sales Manager..... E. H. Bondurant

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM
 IOWA TALL CORN NETWORK

Frequency: 1370 Kc..... Power: 1000 Watts
 Owned By..... Telegraph-Herald
 Operated By..... Telegraph Herald
 Address..... 8th and Bluff
 Phone Number..... 1603
 Transmitter Location..... East Dubuque, Ill.
 Time on the Air..... 6 a.m. to 12 midnight
 Newspaper Affiliation..... Telegraph-Herald
 News Service..... AP
 Representative..... William G. Rambeau

Personnel

General Manager..... K. S. Gordon
 Commercial Manager..... Robert S. Graham
 Sales Promotion Manager..... Gordon K. Downey
 Program Director..... Arnie Stierman
 Musical Director..... Jerry Chandler
 Chief Engineer..... Charles Cain

W K B B

DUBUQUE—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Dubuque Broadcast-
 ing Co.
 Address..... Hotel Julien
 Phone Number..... 572
 Transmitter Location... R. R. No.2, Dubuque,
 Iowa
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... World
 Representative..... Howard H. Wilson Co.

Personnel

Vice President and Station
 Manager..... James D. Carpenter
 Local Sales Manager... Harry Hatzenbuehler
 Program Director..... Jeanne F. Wiedner
 Chief Announcer and Production
 Manager..... L. Vaughn Gayman
 Musical Director..... Samuel Ham
 Publicity Director..... L. Vaughn Gayman
 Record M. C..... Robert Gilliam
 Chief Engineer..... Leonard Carlson

K V F D

FORT DODGE—EST. 1939
 MUTUAL BROADCASTING SYSTEM

NCBS AND IOWA TALL CORN NETWORK
 Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... Northwest Broadcasting Co.
 Operated By..... Edward Breen, President &
 General Manager
 Address..... Warden Bldg., Fort Dodge
 Phone Number..... Walnut 3761-2-3
 Transmitter Location... S.W. of Ft. Dodge, 1 mile
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... Cole
 Representative..... Burn-Smith and
 William G. Rambeau

Personnel

President..... Edward Breen
 Sales Manager..... Jon Shafer
 Merchandising Manager-Publicity
 Manager..... Kenneth Peterson
 Program Director..... Drexel Peterson
 Chief Engineer..... David G. Sinclair

W S U I*

IOWA CITY—EST. 1919

Frequency: 910 Kc..... Power: 5000 Watts
 Owned-Operated By.. The State University of
 Iowa
 Address..... Iowa City
 Phone Number..... 2111-237
 Transmitter Location..... Iowa City
 Time on the Air..... Unlimited
 News Service..... AP

Personnel

Station Director..... Carl H. Menzer
 Program Director..... Armon Bonney
 Chief Engineer..... S. J. Ebert
 *(Non-Commercial Station)

K F J B

MARSHALLTOWN—EST. 1923

MUTUAL—TALL CORN NETWORK
 MISSISSIPPI VALLEY NETWORK

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Marshall Electric
 Company
 Address..... 1603 West Main Street
 Phone Number..... 3361
 Transmitter Location: 2 miles northwest of
 Marshalltown
 Time on the Air..... 6 a.m. to midnight
 News Service..... UP
 Transcription Service..... SESAC
 Representative..... William G. Rambeau Co.

Personnel

Chief Executive.....Kenneth Durham
 General Manager.....Warren J. Binkley
 Commercial Manager.....Theodore M. Silva
 Program Director.....Charles T. Webb
 Promotion Manager.....La Verne Koenig
 Chief Engineer.....James A. Dickens

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Radio, Inc.
 Address.....12 2nd St., N.E.
 Phone Number.....2800
 Transmitter Location.....Highway 18, west
 of Mason City
 Time on the Air.....6 a.m. to 12 p.m.
 News Service.....AP; UP
 Transcription Service.....Standard
 Representative.....Weed & Co.

Personnel

President.....Lee P. Loomis
 Station Manager.....F. C. Eighmey
 Commercial Manager.....Herbert Ohrt
 Sales Promotion.....Dominie Haynes
 Program Director.....Merritt Milligan
 Publicity Director.....Charles Hilton
 Chief Engineer.....Roger Sawyer

K B I Z

OTTUMWA—EST. 1941

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIZ, Inc.
 Address.....117 E. Main St.
 Phone Number.....5600
 Transmitter Location.....Community Gardens
 Time on the Air.....6:00 a.m. to midnight
 News Service.....UP
 Transcription Service.....World

Personnel

President-Owner.....James J. Conroy
 Sales Manager.....Eleanor M. Haling
 Program Director.....Gene Milner
 Publicity Director.....Dorothy Lindley
 Chief Engineer.....J. C. Haley

K F N F

SHENANDOAH—EST 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....KFNF, Inc.
 Address.....405 Sycamore St.
 Phone Number.....1
 Transmitter Location.....Shenandoah
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.
 to 12 mid., weekdays; 7 a.m.-3:30 p.m. & 6
 p.m.-12 mid., Sundays

News Service.....AP
 Transcription Service.....Standard Radio
 and World

Personnel

President.....Henry Field
 General Manager.....John L. Nicolson
 Station-Commercial Manager.....T. F. Stubbs
 Musical Director.....Erma Dilley
 Chief Announcer.....Melvin Eyeberg
 Chief Engineer.....Robert N. Barkman

K M A

SHENANDOAH—EST. 1925

ABC—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....May Broadcasting Co.
 Address.....N. Elm St.
 Phone Number.....192
 Transmitter Location.....Route 48
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
 General Manager.....Owen Saddler
 Station & Commercial Mgr.....J. C. Rapp
 Sales Manager.....Howard O. Peterson
 Farm Service Director.....Merrill Langflitt
 Sales Promotion.....Harriet Lingo
 Program Director.....Terry Moss
 Production Manager.....Hugh Aspinwall
 Publicity Director.....Harriet Lingo
 Musical Director.....Mabel McFarland
 War Program Director.....Owen Saddler
 Chief Engineer.....Ray Schroeder

K S C J

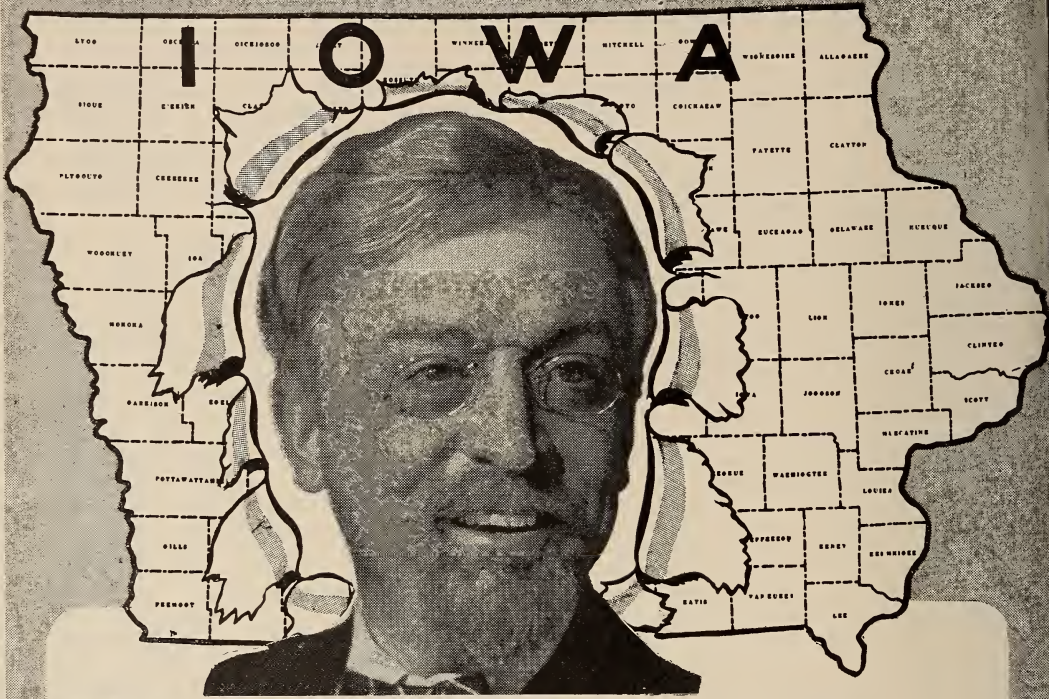
SIoux CITY—EST. 1927

CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location.....N.W., 7 miles on
 Highway 75
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Newspaper Affiliation.....Journal-Tribune
 Transcription Service.....C. P. MacGregor
 and World
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....William R. Perkins
 General Manager.....Eugene T. Flaherty
 Sales Manager.....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity-Sales Promotion.....Jean Harraday
 Production-Chief Announcer.....Lawrence E. Coke
 Musical Director.....Berniece Ewing
 Chief Engineer.....Stephen S. Dier



Things Look Mighty Good
at KXEL out here in IOWAY!

Josh Higgins

KXEL

Represented by John Blair & Company

50,000 WATTS
CLEAR CHANNEL BASIC AMERICAN
JOSH HIGGINS BROADCASTING CO.

WATERLOO, IOWA

K T R I

SIoux CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Sioux City Broadcasting
Company
Business Address.....Commerce Building
Phone Number.....8-0165
Transmitter Location.....Commerce Building
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service...Associated Music Pub-
lishers
Representative.....Wm. Rambeau Co.

Personnel

President-General Manager....Dietrich Dirks
Commercial Manager.....Dietrich Dirks
Program Director.....Al Triggs
Production Manager.....Andre Wilson
Publicity Director.....Mary Lou Sheer
Chief Announcer.....Frederic Taylor
Sales Promotion.....Buzz Hassett
Record M. C.....Buzz Hassett
Musical Director.....Bernie Mahr
Chief Engineer.....Will Easterly

KXEL

WATERLOO—EST. 1942

ABC

Frequency: 1540 Kc.....Power: 50000 Watts
Owned-Operated By.....Josh Higgins
Broadcasting Co.
AddressInsurance Bldg.
Phone Number.....3371
Transmitter Location.....Dysart
Time on the Air.....5 a.m. to midnight
News Service.....AP
Transcription Service.....Standard
National Representative....John Blair & Co.

Personnel

President-General Manager.....Joe Du Mond
Commercial Manager.....A. J. Du Mond
Sales Promotion and Publicity
DirectorE. M. Gahre
Program Director.....E. M. Owen
Production Manager.....Emlyn Owen
Musical DirectorGeorge Timm
Chief Engineer.....Don Kassner
Record M. C.....Herb James

K I C D

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Iowa Great Lakes
Broadcasting Co.
Operated By.....Ben B. Sanders
Address.....P. O. Box 631, Spencer
Phone Number45
Transmitter Location.....North of Spencer
on Highways 18 and 71
Time on the Air.....6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
News Service.....AP
Transcription Service...Lang-Worth, Standard
and Cole
National Representative...George W. Webber

Personnel

President-General Manager...Ben B. Sanders
Sales-Commercial Manager...Staton A. Dixon
Sales Promotion-Merchandising
Manager.....Staton A. Dixon
Program Director-Record M. C..Staton A. Dixon
Production Manager.....Staton A. Dixon
Publicity Director.....John A. Howe
Chief Announcer-Musical
DirectorWayne Ross
Chief Engineer.....Burney B. Jones

"STAR TIME"

Intensely interesting dramati-
zations of personalities of
interest to women.

Through the unique, new
"Cue-In" technique, the sta-
tion's local women's program
editor participates with the
star.

"Cue-In" localizes and per-
sonalizes the program—15-
minutes, transcribed.

Exclusive in Any Market

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.



FAITHFULLY SERVING AMERICAN AGRICULTURE



At its opening twenty years ago, WIBW was dedicated to the service of American agriculture . . . to farmers, stockmen, and small town residents whose livelihood revolved around the production and distribution of farm products.

Unwavering adherence to this policy has won us millions of staunch friends and eager listeners throughout Kansas and adjoining states. Because they appreciate our sincere services in their interests, they are quick to follow the purchasing suggestions of WIBW advertisers. Can *you* use such whole-hearted buying response?

WIBW IN TOPEKA *"The Voice of Kansas"*
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY General Manager KCKN, Kansas City
WIBW, Topeka
REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

KANSAS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K V A K

ATCHISON—EST. 1939

MUTUAL

Frequency: 1450 Kc. Power 250 Watts
Owned By.....S. H. Patterson
Operated By.....S. H. Patterson
Address.....622 Commercial Street
Phone Number.....1420
Transmitter Location.....Winthrop, Mo.
Time on the Air.....6:30 a.m. to midnight
News Service.....AP
Representative.....Dawn Peterson

Personnel

President-Owner.....S. H. Patterson
General Manager.....Jerry Akers
Station Manager-Merchandising
Manager.....David G. Roberts
Commercial Manager.....Leslie D. Cox
Program Director.....Joseph Kilgore
Production Manager.....Allen Manefee
Chief Announcer.....Joseph Peck
Chief Engineer.....Thomas Vance

K G G F

COFFEYVILLE—EST. 1930

ABC

Frequency: 690 Kc. Power: 1000 d.; 500 n.
Owned-Operated By.....Hugh J. Powell
Address.....8th and Elm
Phone Number.....147
Transmitter Location.....South Coffeyville, Okla.
Time on Air.....Sundays, 7 a.m.-11 p.m.;
Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service.....NBC Thesaurus, World
Representative.....Weed & Co.

Personnel

Owner.....Hugh J. Powell
Station Manager.....Bert H. Powell
Commercial-Sales Promotion
Manager.....Ed Spoonamore
Program Director.....Ozzie Osborne
Chief Engineer.....J. Sarto Jaminet

K G N O

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc. Power: 1000 d., 250 n.
Owned-Operated By.....Dodge City Broad-
casting Co.

Address.....705 Second Avenue
Phone Number.....1100
Transmitter Location.....West Park Rd.
Time on the Air.....Unlimited
Newspaper Affiliation.....Dodge City Daily Globe
News Service.....AP
Transcription Service.....World
Representative.....Arthur H. Hagg and
Associates

Personnel

President.....J. C. Denious
Manager.....N. C. Peterson
Sales Manager.....N. C. Peterson
Program Director.....Herschell Holland
Chief Engineer.....Ralph Hickman

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Emporia Broad-
casting Co., Inc.
Address.....613 Merchant St.
Phone Number.....153
Transmitter Location.....South Emporia
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-
days, 7:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Services.....World

Personnel

President.....J. J. Hovorka
General Manager.....J. Nelson Rupard
Program Director.....Miriam Porter
Commercial Manager.....Wendell Elliott
Publicity-Sales Promotion.....Burton D. Harrison
Production Manager.....Larry Cotton
Chief Engineer.....Paul H. Daniels

K I U L

GARDEN CITY—EST. 1935

MUTUAL

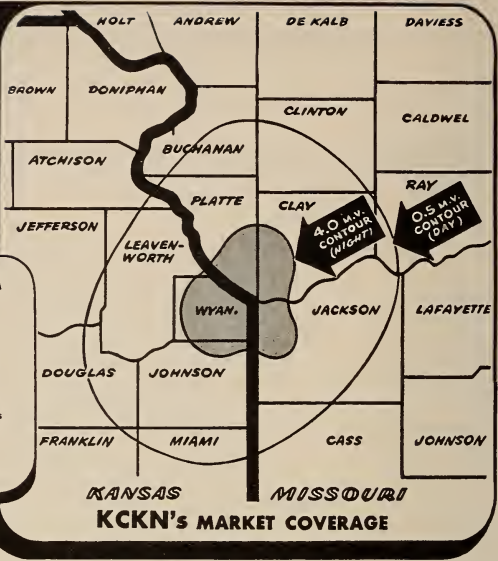
KANSAS STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....F. D. Conrad
Business Address.....509 N. Main
Phone Number.....666
Studio Address.....509 N. Main
Transmitter Location.....Northwest of
Garden City

For
BUYING POWER
that pays off in SALES,
 Look to **GREATER KANSAS CITY**

GREATER KANSAS CITY MARKET DATA

Counties and Important Cities	O. P. A. Civilian Pop.	Effective Buying Income
Jackson (Mo.)	485,900	\$776,365,000
Kansas City	431,700	705,330,000
Wyandotte (Ks.)	144,500	196,114,000
Kansas City	135,000	182,250,000
Johnson (Ks.)	40,200	26,739,000
Total		
Retail Sales		Homes With Radios
Jackson (Mo.)	\$380,370,000	133,067
Kansas City	368,500,000	112,945
Wyandotte (Ks.)	78,040,000	36,676
Kansas City	74,443,000	31,163
Johnson (Ks.)	11,880,000	8,552



SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 15, 1945

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And for radio advertising that pays off in **RESULTS**, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like—day and night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power *without* the rate penalty of outstate coverage.

• Contact your nearest Capper office for availabilities.



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
 SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 2664

Time on the Air.....7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....C. P. McGregor.
 Keystone Broadcasting System, SESAC, Cole
 Representatives.....Cox & Tanz

Personnel

President.....F. D. Conard
 Station and Commercial Manager....Al Pyatt
 Publicity Director.....Johnnie Melcum
 Chief Announcer.....Ed Watts, Jr.
 Program Director.....Ed Watts, Jr.
 Chief Engineer.....Robert W. Snyder

K V G B

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KVGB, Inc.
 Address.....2103 Forest Ave.
 Phone Number.....1080
 Transmitter Location.....South Great Bend
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson

Personnel

President.....R. C. Russell
 Vice-President and General
 Manager.....Clem Morgan
 Sales Promotion.....Perry Reed
 Program Director.....Ray Beals
 Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Wm. Wyse & Stanley Marsh
 Operated By...The Nation's Center Broadcast-
 ing Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....Hutchinson
 Time on the Air.....Unlimited Time
 News Service.....UP, AP
 Transcription Service...Lang-Worth, Standard

Personnel

President and General
 Manager.....William Wyse
 Commercial Manager.....Vernon Minor
 Chief Engineer.....Millard Clary

KCKN

KANSAS CITY—EST. 1925 (as WLBF)
 1936 (as KCKN)

MUTUAL BROADCASTING SYSTEM

(After 6 PM)

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The KCKN Broad-
 casting Company

Address.....300 Waltower Bldg.
 Phone Number.....Victor 3964
 Transmitter Location.....901 North 8th St.
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation, The Kansas City Kansan
 News Service.....AP & UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Capper Publications

Personnel

President.....Arthur Capper
 General Manager.....Ben Ludy
 Station Manager.....Ellis Atteberry
 Sales-Commercial Manager.....Joe Story
 Production Manager.....George Stump
 Musical Director.....Milan Mahale
 Chief Engineer.....Max Williams



WILLIAM WYSE, President, KWBW

K W B W
HUTCHINSON

Serves 456,151
 People in Central
KANSAS

An NBC Affiliate

KFKU*

LAWRENCE—EST. 1924

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas
 Address.....Lawrence
 Phone Number.....K. V. Exchange
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....Shares time with WREN
 News Service.....INS

Personnel

Station Manager.....Harold G. Ingham
 Chief Engineer.....R. P. Stringham
 *(Non-Commercial Station)

WREN

LAWRENCE—EST. 1926

ABC

Frequency: 1250 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....WREN Broadcasting
 Co. Inc.
 Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Between Lawrence,
 Kans., & Kansas City, Mo.
 Time on the Air.....121 hours per week
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....R. C. Jackman
 General Manager.....Verl Bratton
 Chief Engineer.....Carl Bliesner

KSAC*

MANHATTAN—EST. 1924

Frequency: 580 Kc. Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 Address.....College Campus
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....Milton E. Eisenhower
 Dean of Division of Extension.....H. Umberger
 Extension Editor.....Lisle Longsdorf
 Chief Engineer.....Bernard Holbert
 *(Non-Commercial Station)

KOAM

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 1000 Watts, Day
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.
 Address.....Commerce Building
 Phone Number.....2165
 Transmitter Location.....Pittsburg, Kans.
 Time on the Air.....Daytime License
 News Service.....INS
 Transcription Service.....World Broadcasting
 Representative.....John E. Pearson Co.

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Chief Engineer.....Leo Stafford

KSAL

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By.....KSAL, Inc.
 Address.....Journal Bldg.
 Phone Number.....100
 Transmitter Location.....State Street Rd.
 Time on the Air.....18 hours daily,
 Sunday, 17 hours
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 SESAC, Standard
 Representative.....John E. Pearson Co.

Personnel

President.....R. J. Laubengayer
 Station and Commercial
 Manager.....Ray Y. Jensen
 Musical Director.....Barbara Lewton
 Program Director.....Grover C. Cobb, Jr.
 Chief Engineer.....N. E. Vance, Jr

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By.....Capper Publications,
 Inc.
 Business Address.....1035 Topeka Ave.
 Phone.....3-2377

Studio Address.....1035 Topeka Ave.
 Transmitter Location....Seven miles west of
 Topeka
 Time on the Air.....Shares Time
 Newspaper Affiliation....Capper Publications,
 Inc.
 News Service.....UP, AP
 Transcription Service.....Standard Radio
 ..and Lang-Worth
 Representative.....Capper Publications, Inc.

Personnel

President.....H. S. Blake
 General Manager.....Ben Ludy
 Publicity Director.....Bob McClure
 Program Director-Production
 Manager.....Mrs. Maude Carlson
 Chief Engineer.....K. G. Marquardt
 (See Page 402)

K F H

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts

Owned-Operated By.....The Radio Station
 KFH Company, Inc.
 Address.....York Eite Building
 Phone Number.....2-4491
 Transmitter Location.....RFD No. 3, Wichita,
 Kansas
 Time on the Air.....6:00 a.m. to 12 midnight
 Newspaper Affiliation.....Wichita Eagle
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....Edward Petry & Company

Personnel

President.....John Rigby
 Vice-President-General Mgr....M. M. Murdock
 Business Manager.....P. S. Clark
 National Sales & Promotion Manager,
 Clark A. Luther
 Chief Announcer.....Dave Wilson
 Program Director.....Vernon E. Reed
 Production Manager.....John Speer
 Musical Director.....Wayne Euchner
 Chief Engineer.....Amos C. Dadisman

“THE CLIFF EDWARDS SHOW”

An extensive library of all-time, all-American musical favorites that are strictly “in the groove” . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

WRITE

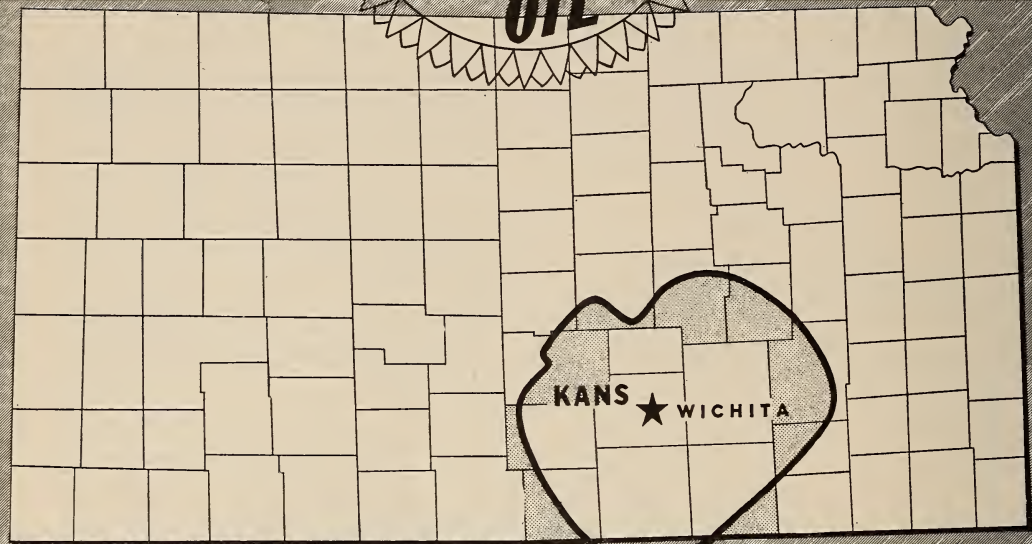
AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

Get Your Share Of

**KANSAS WHEAT
INDUSTRIAL
CATTLE
OIL MONEY**



KANS-WICHITA

The NBC Station in KANSAS' No. 1 Market

General Information:

KANS is owned by THE KANS BROADCASTING COMPANY (a corporation); Herb Hollister, President; Jack Todd, General Manager.

KANS operates on a power of 250 watts, day and night, on a frequency of 1240 kilocycles.

KANS has been in operation since September, 1936.

KANS does a big local coverage job on all civic events including local sports.

Network Affiliations:

KANS is affiliated with the National Broadcasting Company

Program Facilities:

KANS maintains two transcription libraries — the NBC "Thesaurus" and Standard. KANS has both AP and UP news service day and night.

Hours on the Air:

6:30 A.M. to Midnight.

Merchandising Facilities:

Bus cards in all local buses (135 in all) for a two-week period at the start of a campaign of programs. Feature articles and pictures in "The KANSan," monthly KANS merchandiser mailed to most retail outlets in Wichita.

REPRESENTED NATIONALLY BY HEADLY-REED CO.
NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The KANS Broad-
 casting Co.
 AddressWichita
 Phone Number4-2387
 Transmitter LocationWichita
 Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription ServiceNBC Thesaurus;
 Standard
 RepresentativeHeadley-Reed Co.

Personnel

PresidentHerb Hollister
 General ManagerJack Todd
 Program Director.....Vic Rugh
 PublicityVic Rugh
 Sales-Promotion Manager.....Jack Todd
 Chief Engineer.....Ted Heithecker

KFBI

WICHITA—EST. 1923

AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1070 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Farmers and Bankers
 Broadcasting Corporation
 Address.....1st & Market Sts.
 Phone Number.....2-1447
 Transmitter Location....42nd and Broadway
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS & UP
 Transcription Service.....World, Cole
 Representative.....George P. Hollingberry Co.

Personnel

President.....H. K. Lindsley
 General Manager.....Robert K. Lindsley
 Sales Promotion Manager.....D. W. McCoy
 Chief Engineer.....K. W. Pyle
 Sales-Publicity.....D. W. McCoy
 Program Director.....C. T. Johnson
 Musical Director.....F. E. Markwell

“STAR TIME”

Intensely interesting dramatizations of per-
 sonalities of interest to women.

Through the unique, new “Cue-In” tech-
 nique, the station’s local women’s program
 editor participates with the star.

“Cue-In” localizes and personalizes the pro-
 gram—15-minutes, transcribed.

Exclusive in Any Market

WRITE

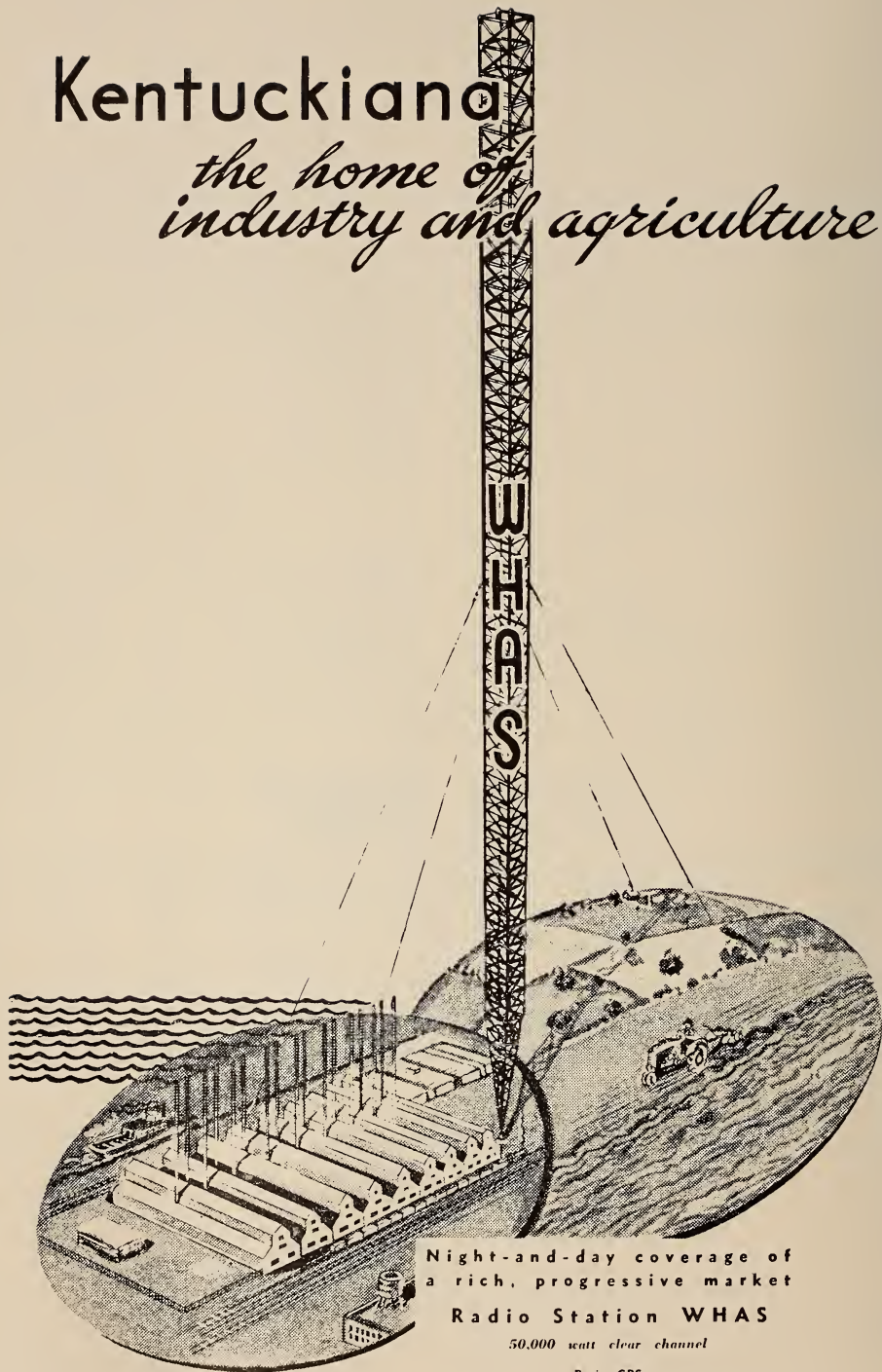
AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

Kentuckiana

*the home of
industry and agriculture*



Night-and-day coverage of
a rich, progressive market

Radio Station WHAS

50,000 watt clear channel

Basic CBS

Louisville, Kentucky

KENTUCKY

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W C M I

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Ashland Broadcasting
Company

AddressBox 949
Phone Number.....3010 (Ashland)
Studio Address..20th & Front Streets, Ashland,
Ky.; 625 - 4th Ave., Huntington, West Va.
Transmitter Location....48th and Ohio River,
Ashland, Ky.

Time on the Air.....6:30 a.m. to 1:05 a.m.,
Weekdays; 7:45 a.m. to 1:05 a.m

News Service.....UP
Transcription Service.....NBC Thesaurus
and Standard

Representative.....John E. Pearson Co.

Personnel

President.....Gilmore Nunn
Vice-President.....J. Lindsay Nunn
General Manager.....Joseph B. Matthews
Commercial Manager.....Joseph B. Matthews
Sales Promotion.....John D. Fell
Chief Engineer.....Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bowling Green Broad-
casting Corp.

Address.....Fairview & Lehman Aves.
Phone Number.....1340-1
Transmitter Location..Fairview & Lehman Aves.

Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP

Transcription Service.....Lang-Worth, Cole
Representative.....Burn-Smith Co.

Personnel

President & Station Manager....Ken D. Given
Sales Manager.....Ken D. Given
Promotion-Musical Director.....Helen Given
Production Manager.....Joe Hicks
Publicity Director.....Jaunita Britt
Chief Announcer.....Joe Hamilton
Program Director.....Joe Hamilton
Chief Engineer.....Joe Pentecost

W F K Y *

FRANKFORT

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By

Frankfort Broadcasting Co.

Address.....317 Ann St.
Phone Number.....421
News Service.....AP

Personnel

President.....J. Sneed Yager
Gen.-Com. Manager.....Clarence H. Fleming
Program-Promotion Man....Marshall L. Peace
* Construction Permit

W K A Y *

GLASGOW

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By Glasgow Broadcasting Co.
Address.....213 S. Green St.

* Construction Permit

W H L N

HARLAN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Blantox Radio
Company, Incorporated

AddressMain St.
Phone Number.....625
Time on the Air.....6 a.m. to 11 p.m.

News Service.....UP, AP
Transcription Service..Lang-Worth, Keystone
Representative.....Burn-Smith Co.

Personnel

Owner-General Manager.....R. B. Helms
Station Manager-Program-Publicity
Director.....Stuart Odell
Commercial Manager.....C. E. Wilkehart
Chief Engineer.....J. Francke Fox

W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc.....Power: 500 Watts, Day
Owned-Operated By.....Henderson Broad-
casting Co., Inc.

Address.....P. O. Box 418
Phone Number.....3923
Transmitter Location.....Zion Rd.
Henderson

Time on the Air.....Local sunup to local
sundown

News Service.....UP & AP
Transcription Service..NBC Thesaurus, Asso-
ciated Music

Representative.....Sears & Ayer, Helen Wood

Personnel

President.....Pierce E. Lackey
General and Station Manager..Hecht S. Lackey

Sales Promotion-Merchandising
 Manager.....Hecht S. Lackey
 Chief Engineer.....B. A. Smith

W H O P

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Hopkinsville Broad-
 casting Co., Inc.

Phone Number.....1025, 1026
 Business Address.....9th & Main
 Transmitter Location.....Cadiz Road
 Time on the Air.....6 a.m. to 11:05 p.m.;
 Sunday, 7a.m. to 11:05 p.m.

News Service.....UP & AP
 Transcription Service.....World Broadcasting
 System, M. M. Cole

Representative.....Sears & Ayer, Helen Wood

Personnel

President.....Pierce E. Lackey
 General and Commercial

Manager.....F. Ernest Lackey
 Merchandising Manager-Chief

Announcer.....William T. Bullington
 Program Director.....Bonnie Bessire
 Production Manager.....Charles Stratton
 Publicity Director.....Katherine Peden
 Musical Director.....Charles Melton
 Chief Engineer.....T. E. Brewer
 Record M. C.....Leo Wilson

W L A P

LEXINGTON—EST. 1934

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting
 Corp.

Address...Radio Bldg., Walnut and Short Sts.
 Phone Numbers.....1721-22-23-70
 Transmitter Location.....Mason-Headley Road
 Time on the Air.....5:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

President.....Gilmore N. Nunn
 Station-Commercial Manager..Miller A. Welch
 Program Director.....Doris Holtzclaw
 Production Manager.....Henry Allin
 Publicity Director.....Fred Augsburg
 Chief Announcer.....Truman Morris
 Musical Director.....Oscar Huff
 Chief Engineer.....Sanford Helt

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts

Owned-Operated By....WAVE, Incorporated
 Address.....334 E. Broadway
 Phone Number.....Wabash 6543
 Transmitter Location.....Jeffersonville, Ind.
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

News Service.....INS, AP, & PA
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
 Station Manager.....Nathan Lord
 Commercial Manager.....James F. Cox
 Program Director.....George C. Patterson
 Publicity Director.....Elizabeth B. Sanders
 Chief Announcer.....Burt Blackwell
 Musical Director.....Earle Keller
 Chief Engineer.....Wilbur Hudson

W G R C

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.. Northside Broadcasting
 Corp.

Business Address: Kentucky Home Life Bldg.;
 Louisville, Ky.

Phone.....Wabash 8871
 Studio Addresses...Kentucky Home Life Bldg.
 Transmitter Location: Preston and Woodbine
 Streets, Louisville, Ky.

Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....Standard Radio;
 Lang-Worth

Representative.....The Walker Co.

Personnel

President and Commercial Mgr..J. Porter Smith
 General Manager.....Charles L. Harris
 Publicity-Sales Promotion.....Harry Hunter
 Program Director.....Ward Hatcher
 Production Manager.....W. S. Lukenbill
 Chief Announcer.....Gerald R. Fordyce
 Musical Director.....J. Bertram Harmon
 Chief Engineer.....Perry Esten

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
 Owned-Operated By.....Courier-Journal and
 Louisville Times Company

Address.....300 West Liberty St.
 Phone Number.....Wabash 2211
 Transmitter Location...R. R. No. 2, Anchorage,
 Kentucky

Time on the Air.....24 Hours Daily
 Newspaper Affiliation...Courier-Journal and
 Louisville Times

News Service.....AP, UP

Transcription Service.....World, Standard
Representative.....Edward Petry & Company

Personnel

President.....Barry Bingham
General Manager.....W. Lee Coulson
Commercial Manager.....Joe Eaton
Program Director.....Richard E. Fischer
Promotion Manager.....J. M. Wynn
Program Co-Ordinator.....Ray Shannon
Religious Co-Ordinator.....C. E. Burns
Chief Announcer.....Paul Clark
Technical Director.....Orrin W. Towner

(See Page 410)

WINN

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Kentucky Broadcasting Corp.
Address.....10th Floor Tyler Hotel, 3rd and Jefferson Sts.
Phone Number.....Wabash 5148
Transmitter Location.....On top Tyler Hotel
Time on the Air.....6 a.m. to 12 midnight; Sunday, 8 a.m. to 12 midnight
News Service.....AP
Transcription Service.....C. P. MacGregor & Standard
Representatives.....Broadcast Sales Co., Homer Griffith

Personnel

President.....Mrs. Nelle M. Kendrick
Station Manager.....Harry McTigue
Commercial Manager.....G. F. Bauer
Program Director.....M. K. McCarten
Traffic Manager.....Louise Hodapp
Continuity Director.....Nancy Russell
Chief Announcer.....Walter Murphy
Musical Director.....Claude Fraul
Record M. C.....Bill Moore
Chief Engineer.....E. G. Renn

W O M I

OWENSBORO—EST. 1938

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Owensboro Broadcasting Co.
Address.....Owensboro
Phone Number.....420, 421
Transmitter Location.....Owensboro
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service.....Lang-Worth
News Service.....AP
Representative.....Burn-Smith Co.

Personnel

President.....Lawrence W. Hager
General Manager.....Hugh O. Potter

Commercial Manager.....Malcolm Grep
Sales Promotion Manager-Publicity
Director.....Hugh O. Potter
Program Director-Production
Manager.....Cliffordean Potter
Chief Engineer.....Leslie Goodaker

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paducah Broadcasting Co.
Business Address.....Taylor Bldg., 4th and Broadway
Phone Numbers.....4100-1-2
Studio Address.....Taylor Bldg.
Transmitter Location.....9th and Terrell
Time on the Air.....6 a.m. to 11:30 p.m.
News Service.....UP & AP
Representative.....Sears & Ayer

Personnel

President & General Mgr.....Pierce E. Lackey
Sales Manager.....W. Prewitt Lackey
Merchandising-Production Mgr.....Gene Peak
Program Director.....Eve'lyn Spier Carroll
Musical Director.....Lynn Wolff
Chief Engineer.....U. C. Morris

For the
BEST IN NEWS
for the
BEST IN PROGRAMS
BASED ON NEWS

AP!

LOUISIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KALB

ALEXANDRIA—EST. 1935

ABC

LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By Alexandria Broad-
casting Co., Inc.

Address 505½ Johnston St.
Phone Numbers 3335-6
Transmitter Location Wardville, La.
Time on the Air . . 6:30 a.m. to 11 p.m.; Sunday,
8 a.m. to 10:35 p.m.

News Service INS-AP
Transcription Service World
Representatives Weed & Co.

Personnel

President Walter H. Allen
General-Commercial Manager . . E. R. Cappellini
Program Director Janet Baker Immler
Chief Announcer Ed Rand
Chief Engineer Jesse Sexton

WJBO

BATON ROUGE—EST. 1934

AMERICAN BROADCASTING CO.

LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By Baton Rouge Broad-
casting Co., Inc.

Address 444 Florida St.
Phone Number 5271-2
Transmitter Location Roosevelt Road
Time on the Air 6 a.m. to midnight;
Sunday, 7 a.m. to midnight

Newspaper Affiliation Baton Rouge State-
Times, Baton Rouge Morning Advocate
News Service AP, UP
Transcription Service World Broadcasting,
Standard

Representative Geo. P. Hollingsbery Company

Personnel

President Charles P. Manship, Jr.
General Manager J. R. Dabadie
Exec. V.-P. H. Vernon Anderson
Commercial-Sales Manager T. E. Gibbens
Program Director Ralph H. Sims
Production Manager Robert H. Searce
Chief Announcer Dolph Norton
Musical Director Joseph Searce
Chief Engineer Donald K. Allan

(Call Letters to Be Assigned)

BATON ROUGE*

Frequency: 1400 kc. Power: 250 Watts

Owned-Operated By Air Waves, Inc.
Address Baton Rouge, Louisiana

Personnel

Chief Executive Harry B. Nelson
General Manager Woodrow W. Hattie
*Construction Permit

KVOL

LAFAYETTE—EST. 1935

NATIONAL BROADCASTING CO.

EVANGELINE GROUP AND

LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Evangeline Broad-
casting Company, Inc.

Business Address 519 Buchanan
Phone Numbers 336, 2062, 2101
Studio Address 519 Buchanan
Transmitter Location Scott Road
Time on the Air 6:30 a.m. to 11:05 p.m.
Newspaper Affiliation Lafayette Daily
Advertiser

News Service UP
Transcription Service World, MacGregor

Personnel

President Morgan Murphy
Station Manager Geo. H. Thomas
Commercial Manager B. H. Bailey, Jr.
Sales Promotion Manager Franck Lee
Program Director Franck Lee
Production Manager A. B. Craft, Jr.
Chief Announcer Al Theriot
Chief Engineer B. Hillman Bailey, Jr.

KPLC

LAKE CHARLES—EST. 1935

NATIONAL BROADCASTING CO.

& LOUISIANA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Calcasieu Broad-
casting Co.

Address P. O. Box 1521
Phone Number 2713, 2714
Studio Address Majestic Hotel
Transmitter Location La Grange St.
Time on the Air 6:30 a.m. to 11:05 p.m.
News Service AP
Transcription Service World

Personnel

President T. B. Lanford
Station Manager David Wilson
Musical-Program Director Anna Louise Clark
Chief Engineer Earl C. Moses
Production Manager Joe Campbell
Sales-Publicity Director Jerry Bozeman

• • • LOUISIANA • • •

Chief Announcer.....Pelham Mills
Record M. C.....Seaman A. Mayo

K M L B

MONROE—EST. 1930

AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
C.P. 1440 Kc.....C.P. 1000 Watts
Owned-Operated By.....Liner's Broadcasting
Station, Inc.

Address.....P. O. Box 1723
Phone Number.....4321
Studio Address.....Jackson & Harrison Sts.
Transmitter Location.....Millhaven Rd.
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....Standard Radio,
Lang-Worth

Personnel

President.....J. C. Liner
General Manager.....J. C. Liner, Jr.
Sales Promotion Manager.....J. C. Liner, Jr.
Program Director.....Edward Peppers
Chief Engineer.....O. L. Morgan

K N O E

MONROE—EST. 1944

NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Business Address.....Bernhardt Bldg.
Phone Number.....912
Transmitter Location: 23rd St. Extension from
Louisville Ave., Monroe, La.

Time on the Air...6 a.m. -12 midnight, daily;
Sunday, 17 hours

Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner-President.....James A. Noe
Vice-Pres.-Gen. Mgr.....James E. Gordon
Station Manager.....Elaine C. Haas
Sales-Promotion Manager.....Ruth Surguine
Chief Engineer.....Edward R. Goodwin

(Call Letters to Be Assigned)

NEW IBERIA*

Frequency: 1240 kc.....Power: 250 Watts
Owned-Operated By

New Iberia Broadcasting Co.

Address.....New Iberia, Louisiana
*Construction Permit

W D S U

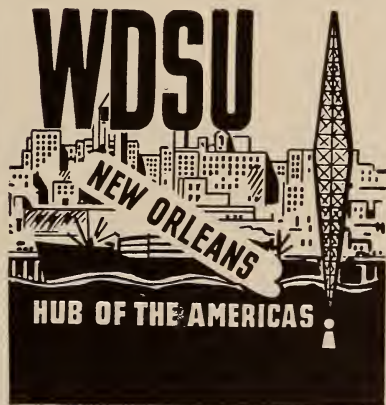
NEW ORLEANS—EST. 1923

ABC

LOUISIANA STATE NETWORK

WDSU Offers . . .

- ★ 5,000 Watts, Delivering 20,000
Watts, In The Populated Areas
Of South Louisiana-Mississippi
- ★ Occupies A Central Dialing
Position
- ★ First in Daytime Listening
(—Hooper)
- ★ Affiliated With the A B C
Network
- ★ Emphasizes Local Program-
ming!
- ★ Carries BOTH AP and UP News
Service
- ★ New Orleans' ONLY 24-Hour
Radio Station!



Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By: Stephens Broadcasting Co.

AddressHotel Monteleone
Phone NumberRaymond 7135
Transmitter Location.....Algiers, La.
Time on the Air.....24 Hours Daily,
but Monday from 12:45 a.m. to 5 a.m.
News Service.....UP, AP
Transcription Service..Lang-Worth, Associated
Representative.....John Blair Co.

Personnel

Partner & Sta. Mgr.....Fred Weber
Sales Promotion Manager..Jeanne Spoonmoor
Program Director.....Stanley Holiday
Commercial Manager.....Charles Price
Publicity Director.....Jeanne Spoonmoor
Musical Director.....Joseph Schramm
Chief Engineer.....Charles Whitney

W J B W

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Charles C. Carlson
Address.....540 Audubon Building
Phone Number.....Magnolia 3488-9
Transmitter Location.....3617 Bruxelle St.
Time on the Air...7:00 a.m. to 12:00 midnight
News Service.....AP
Representative.....William C. Rambeau Co.

Personnel

Gen. Mgr.....P. K. Ewing
Chief Engineer.....V. W. Bradbury

W N O E

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....James A. Noe
Operated By.....James E. Gordon
Address.....St. Charles Hotel, 211 St.
Charles St.

Phone Numbers.....Raymond 0423-4
Transmitter Location.....3915 Euphrosine St.
Time on the Air.....20 hours daily
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President.....James A. Noe
Sta. & Com. Manager.....James Gordon
Program Director.....Beverly Brown
Publicity Director.....Mrs. Evelyn Batt
Chief Announcer.....Ray McGuire
Musical Director.....Mrs. Evelyn Ford
Record M. C.....Freddie Hall
Chief Engineer.....Al C. Bourgeois

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.
SOUTH CENTRAL NETWORK

Frequency: 1350 Kc.....Power: 5030 Watts
Owned-Operated By.....WSMB, Inc.
Address.....901 Canal St.
Phone Number.....MA 5921
Transmitter Location.....Algiers, La.
News Service.....AP
Time on the Air.....7 a.m. to 12 midnight
Transcription Service

NBC Thesaurus Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President.....E. V. Richards
General Manager.....H. Wheelahan
Chief Engineer.....H. G. Nebe

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
Owned-Operated By.....Loyola University
Address.....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Transmitter Location.....Kenner, La.
Time on the Air.....5 a.m. to 12:05 a.m.
News Service.....UP, AP
Transcription Service.....Standard Radio
and World

Representative.....The Katz Agency

Personnel

General Manager.....W. H. Summerville
Commercial Manager.....Louis Read
Merchandising Manager.....Tom Holbrook
Program Director.....Ed M. Hoerner
Publicity Director.....Martin Burke
Musical Director.....Irvine Vidacovich
Agricultural Director.....Gordon Loudon
Chief Engineer.....J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1928

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KRMD, Inc.
Business Address.....P. O. Box 1712
Phone Number.....6171-2
Studio Address.....New Jefferson Hotel
Transmitter Location.....New Jefferson Hotel
Time on the Air.....6 a.m. to midnight

Personnel

Owner.....R. M. Dean
Owner.....T. B. Lanford

KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Radio Station KTBS (A Partnership)
 Studio Address Commercial Bldg.
 Transmitter Location Hart Island Road
 Phone Number 3-3673
 Time on the Air 6:30 a.m. to midnight!
 News Service AP, UP
 Transcription Service NBC Thesaurus;
 Lang-Worth, Standard
 Representative Edward Petry & Co.

Personnel

General Manager John C. McCormack
 Assistant Manager Louis R. Snyder
 Sales Promotion Manager-Publicity
 Director Jay Anderson
 Program Director-Production
 Manager Judith Lawton
 Chief Announcer Wes Jones
 Record M. C. Maurice Wenzinger
 Chief Engineer C. H. Maddox

KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
 Owned-Operated By: International Broad-
 casting Corp.
 Studio Address Commercial Building
 Transmitter Location Near Dixie, La.
 Phone Number 2-8711
 Time on the Air 5 a.m. to 1.05 a.m.;
 Sundays, 6 a.m. to 1:05 a.m.
 Newspaper Affiliation . . The Shreveport Times
 News Service AP, UP
 Transcription Service Standard
 Representative The Branham Co.

Personnel

President John D. Ewing
 Manager Fred Ohl
 Commercial Manager J. A. Oswald
 Chief Engineer W. E. Antony
 Sales Promotion Manager . . . James T. Briggs
 Program Director Ralph E. Matthews
 Publicity Director James T. Briggs

MAINE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.
 YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WRDO, Inc.
 Address 175 Water St.
 Phone Number 2285
 Transmitter Location Chelsea, Me.
 Time on the Air Unlimited
 News Service UP
 Transcription Service World
 Representatives Weed & Company
 Bertha Bannan

Personnel

President Adeline B. Rines
 Station Manager Jack S. Atwood
 Commercial Manager Walter Weightman
 Program Director Dan Kelly
 Chief Engineer Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc . . . 1000 Watts. C.P. 5000
 Watts
 Owned-Operated By: Community Broad-
 casting Service, Inc.
 Address 57 State St.
 Phone Number 6446
 Transmitter Location Brewer, Me.
 Time on the Air 6:30 a.m. to midnight
 Transcription Service Associated Library
 Representative Adam Young, Jr.

Personnel

President and Station Manager . . F. B. Simpson
 Commercial Manager Guy Corey
 Program Director Harold Dorr
 Chief Engineer Walter Dickson

W L B Z

BANGOR—EST. 1926
NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: Maine Broadcasting Co.
 Address: 100 Main St.
 Phone Number 6023
 Transmitter Location Bangor
 Time on the Air Unlimited license
 Transcription Service NBC Thesaurus
 News Service UP
 Representative Weed & Co.

Personnel

President William H. Rines
 Station Manager Edward E. Guernsey
 Musical Director Norman Lambert
 Chief Announcer Irving Hunter
 Chief Engineer John Wibby

W C O U

LEWISTON—EST. 1938
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Twin City Broadcast-
 ing Co., Inc.
 Address 223 Lisbon St.
 Phone Number 3140
 Transmitter Location East Ave.
 Time on the Air 7 a.m. to midnight
 News Service UP
 Transcription Service Standard, SESAC
 Representative Forjoe & Co.

Personnel

President Faust Couture
 Station and Commercial
 Manager Oscar J. Normand
 Program Director Norman Gallant
 Chief Announcer Robert I. Payne
 Musical Director Marion Payne Louisfell
 Chief Engineer John T. Duty

W C S H

PORTLAND—EST. 1925
NBC-YANKEE-NEW ENGLAND REGIONAL

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: Congress Square
 Hotel Co.
 Business Address 157 High St.
 Phone Number 2-0180
 Studio Address Eastland Hotel,
 157 High St., Portland, Me.

Transmitter Location Scarboro, Me.
 Time on the Air: 6:15 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service UP & AP
 Transcription Service NBC Thesaurus
 Representative Weed & Co. & Bertha Bannan

Personnel

President Adeline B. Rines
 Station Manager William H. Rines
 Commercial Manager Albert W. Smith
 Sales Promotion Manager Linwood T. Pitman
 Program Director Arthur Owens
 Publicity Director Linwood T. Pitman
 Musical Director Norman Ayres
 Chief Engineer C. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM
 Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By: Portland Broadcasting
 System, Inc.
 Address 645a Congress St.
 Phone Number 2-7489
 Transmitter Location Portland
 Time on the Air 6:30 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.

Covering
 Maine's Richest Industrial Area

W C O U

Mutual's Voice in Maine
 Serves

LEWISTON—AUBURN PORTLAND

The No. 1 and No. 2 Maine Markets
 Primary Coverage—293,937
 Radio Homes—66,230
 AT LOWEST COST PER LISTENER

Represented Nationally by
 Forjoe & Company
 New York • Chicago • Philadelphia

Newspaper Affiliation ...Gannett Publishing
Transcription Service.....Standard Radio
RepresentativePaul H. Raymer Co.

Personnel

President.....Guy P. Gannett
Station Manager.....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Chief Engineer.....Roger W. Hodgkins

W P O R

PORTLAND—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By
Centennial Broadcasting Co., Inc.
Address.....Portland, Maine
News Service.....AP

Personnel

General Manager.....Murray Carpenter
Chief Engineer.....Roger Perry

W A G M

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Aroostook Broadcast-
ing Corporation
Address.....180 State St., W.
Phone Number.....8821
Transmitter Location.....Caribou Rd.
News ServiceUP
Transcription Service.....World, M. M. Cole

Personnel

President.....Harry E. Umphrey
Station-Commercial Mgr.....Harold D. Glidden
Chief Engineer.....Lester E. Hughes

(Call Letters to Be Assigned)

WATERVILLE*

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Dennebec Broadcasting Co.
Address.....Waterville, Maine
*Construction Permit

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

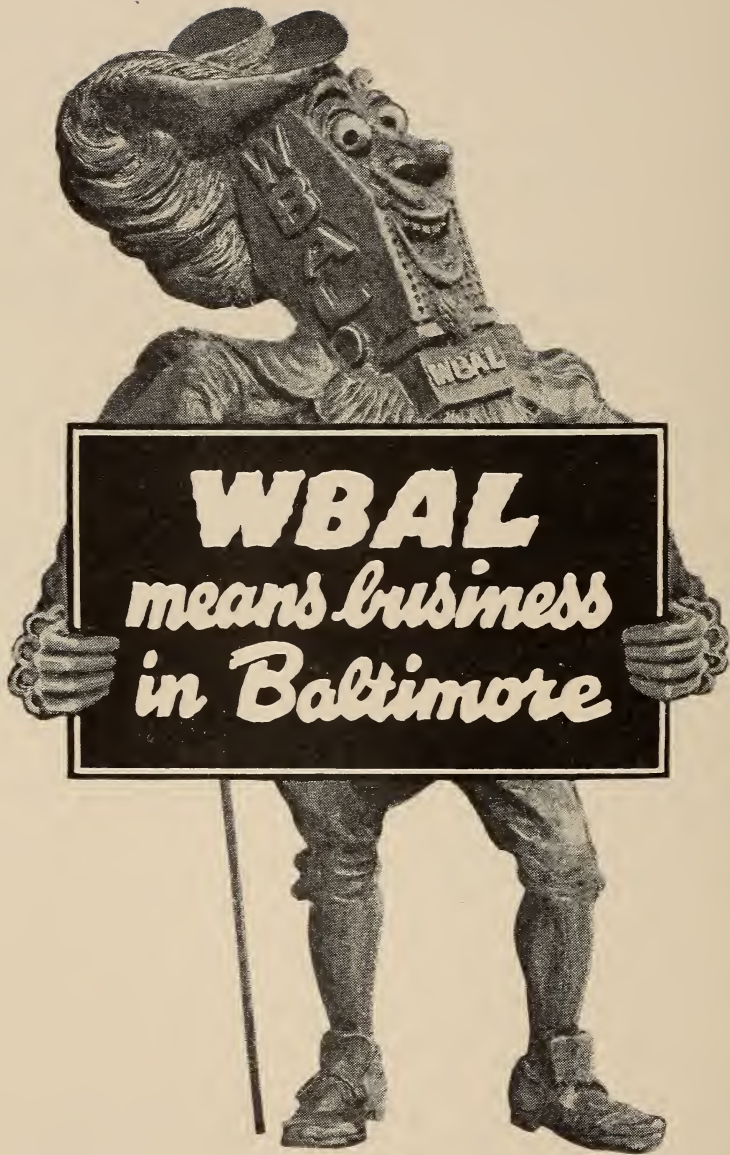
SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



50,000 WATTS — BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.

MARYLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W B A L

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....Lexington Bldg.
Phone Number.....Lexington 4900
Transmitter Location.....Pikesville, Md.
Time on the Air.....5:45 a.m. to 12:35 a.m.;
Sunday, 7 a.m. to 12:35 a.m.

Newspaper Affiliation.....Baltimore News-
Post, Sunday American
News Service.....INS; UP & AP
Transcription Service.....Standard Radio;
World Broadcasting System
Representative.....Edward Petry & Co.

Personnel

Station Manager.....Harold C. Burke
Sales Promotion.....Jack Tappin
Musical Director.....Joseph C. Miller
Chief Engineer.....Richard S. Duncan

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....The Monumental
Radio Company
Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location.....Park Heights Avenue,
Extended

Time on the Air.....Unlimited
News Service.....INS
Transcription Service.....Lang-Worth,
Representative.....Paul H. Raymer Company

Personnel

President.....Lewis M. Milbourne
Vice-President-Gen. Mgr...L. Waters Milbourne
Program Director.....Gordon A. Scheiding
Chief Announcer.....Charles W. Purcell
Musical Director.....Robert P. Iula
Chief Engineer.....Martin L. Jones

(See Page 422)

W C B M

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By.....Baltimore Broadcast-
ing Corporation

Address.....North at Harford
Phone Number.....University 8400
Transmitter Location.....1100 East Cold Spring
Lane

Time on the Air.....6:30 a.m. to midnight;
Sunday, 8 a.m. to midnight

News Service.....INS, UP
Transcription Service.....Lang-Worth
Representative.....Free & Peters, Inc

Personnel

President and Commercial
Manager.....John Elmer
General Manager.....George H. Roeder
Program and Production...Charles A. Roeder
Chief Engineer.....G. Porter Houston
(See Page 424)

W F B R

BALTIMORE—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Baltimore Radio
Show, Inc.

Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.

Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP, UP.
Transcription Service.....World
Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President...Hope H. Barroll, Jr.
Director of
National Sales.....Andrew H. Hilgartner
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Manager..William R. Dohard
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Chief Engineer.....William Q. Ranft

W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Maryland Broadcasting Co.
Operated By.....Thomas G. Tinsley

*The Voice of
Baltimore*

W

★ **W** ATTS 5000, 600 K.C.
DAY AND NIGHT

C

★ **C**OLUMBIA
BASIC OUTLET

A

★ **A**MERICA'S
6th CITY

O

★ **O**LDEST
STATION IN
MARYLAND

PAUL H. RAYMER CO.

National Sales Representative

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

• • • MARYLAND • • •

Address.....7 E. Lexington St.
 Phone Number.....Lexington 7808
 Transmitter Location.....1230 Curtain St.
 Time on the Air.....24 hours a day
 News Service.....AP, Transradio
 Transcription Service.....Lang-Worth;
 Standard Radio & Associated
 Representative.....Headley-Reed Company

Personnel

President-General Manager..Thomas G. Tinsley
 Station Manager.....Helen Powers
 Commercial Manager.....Robert C. Embry
 Program Director-Production Manager-
 Chief Announcer.....Raymond W. Baker
 Publicity Director.....Mae Hughes
 Musical Director.....Wallace W. Ashley
 Chief Engineer.....James S. Duff
 (See Pages — and 426)

W T B O

CUMBERLAND—EST. 1929

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cumberland
 Broadcasting Co.
 Address.....31 Frederick St.
 Phone Number.....Cumberland 298 and 299
 Transmitter Location....Fort Hill, Cumberland
 Time on the Air.....7 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 News Service.....UP, AP
 Transcription Service.....World Broadcasting
 System

Personnel

President-General Manager..Aurelia S. Becker
 Chief Engineer.....David W. Jefferies

W F M D

FREDERICK—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts
 Owned-Operated By.....Monocacy Broadcast-
 ing Company
 Business Address.....Winchester Hall
 Phone Number.....Frederick 1626
 Studio Addresses.....Winchester Hall,
 Transmitter Location.....Frederick, Md.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sundays, 7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth

Personnel

President.....Laurence Leonard
 General & Station Manager..William E. Hardy
 Sales-Merchandising Mgr....William E. Hardy

WTBO

your

Tri-STATE

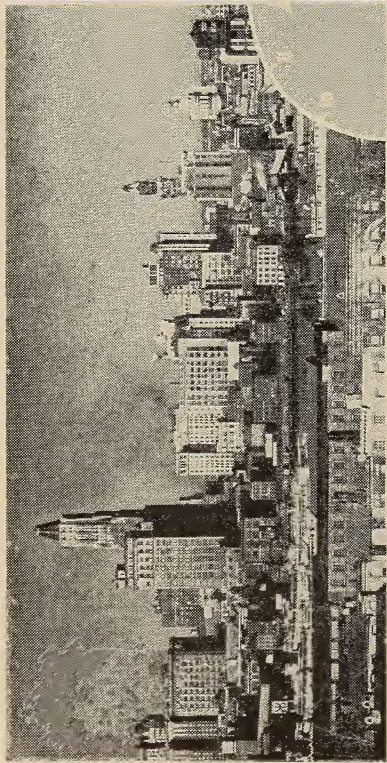
Voice



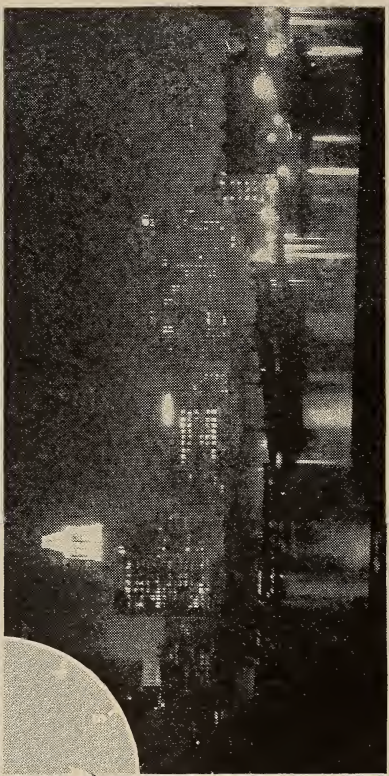
NBC

Affiliation

Cumberland, Maryland



Day and Night!



MUTUAL BROADCASTING SYSTEM

WCBM

is "Baltimore's Listening Habit"

JOHN ELMER
PRESIDENT

FREE AND PETERS, Inc.
EXCLUSIVE NATIONAL REPRESENTATIVES

GEORGE H. ROEDER
GENERAL MANAGER

MUTUAL **WJEJ** MUTUAL
HAGERSTOWN, MARYLAND

MORE PEOPLE IN THE HAGERSTOWN
AREA LISTEN TO WJEJ ANY HOUR OF
THE DAY, DAY OR NIGHT, THAN TO
ALL OTHER STATIONS COMBINED.

C. E. Hooper — Fall 1945

Index WJEJ

8 A.M.-12 N. 56.8

12 N.-6 P.M. 57.6

6 P.M.-10 P.M. 53.9

WJEJ

WESTERN MARYLAND

GREATEST ADVERTISING MEDIUM

GROVER C. CRILLEY GEORGE DIETRICH
General Manager Commercial Manager

An

Outstanding

Audience

in

Baltimore

WITH





Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.



W-I-T-H
and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Program Director-Production

Manager Millard H. Klunk
Publicity Director..... William E. Hardy
Chief Announcer..... Murray Goldsborough
Chief Engineer..... Julius Thiel
Record M. C..... Roger Carroll

Production Manager..... William Paulsgrove
Chief Announcer..... Glen Thomas
Musical Director..... Malcolm Hutto
Record M. C..... Jimmy Riser
Chief Engineer..... George W. McIntire

(See Page 425)

W J E J

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
MARYLAND ALL-HOME NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broad-
casting Co.

Address.....Franklin Court
Phone Numbers.....2322-23-24
Transmitter Location.....Carrol Heights
Time on the Air.....7:00 a.m. to 2:00 a.m.
Transcription Service..Associated, Lang-Worth
News Service AP

Personnel

Gen. Manager.....Grover C. Crilley
Commercial Manager.....George Dietrich
Program Director.....Ames Harper
Promotion-PublicityFrank Bowers

W B O C

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Peninsula
Broadcasting Co.

Address.....Radio Park
Phone Number.....Salisbury 2480-2481
Transmitter Location..1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
8:25 a.m. to 11 p.m.

News Service.....UP
Transcription Service....World Broadcasting
System

Personnel

General Manager.....Charles J. Truitt
Program Director.....Gladys Stearns
Commercial-Promotion Mgr.....Charles J. Truitt
Chief Engineer.....Peter A. Alfonsi

**A NEW ARRIVAL
A NEW SALES-WINNER
in the Transcription field**

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

•

The logo for WCOP Boston is set against a background of numerous thin, wavy horizontal lines that create a ripple effect. The text "WCOP Boston" is written in a bold, sans-serif font, with "WCOP" in a larger size than "Boston".

WCOP Boston

A COWLES STATION

**Serving the
Metropolitan Boston Market**

•

*The Nation's
3rd largest market and a must
for all advertisers*

•

**Represented by
THE KATZ AGENCY**

MASSACHUSETTS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W B Z & W B Z A

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc. Power: 50000 (WBZ),
1000 (WBZA)

Owned and Operated By Westinghouse
Radio Stations, Inc.

Addresses Hotel Bradford, Boston; Hotel
Kimball, Springfield

Phone Number Hancock 4261 (WBZ),
Springfield 6-8336 (WBZA)

Transmitter Locations Hull, Mass. (WBZ),
Springfield, Mass. (WBZA)

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service AP, UP
Transcription Service Standard Radio
and NBC Thesaurus

Representative National Broadcasting Co.

Personnel

Chief Executive W. C. Evans
Station Manager Wilmer C. Swartley
Program Manager W. Gordon Swan
Production Manager John H. Wright
Sales Manager C. Herbert Massé
Sales Promotion Manager Lynn Morrow
Chief Engineer W. H. Hauser

W C O P

BOSTON—EST. 1935

ABC

Frequency: 1150 Kc. Power 500 Watts
Owned By Massachusetts Broadcasting Corp.

Operated By Massachusetts Broadcasting
Corp.

Address Copley-Plaza Hotel

Phone Number COMMONwealth 1717

Transmitter Location Allston, Mass.

Time on the Air 6 a.m. to 1 a.m.;
Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation Des Moines Register
.. and Tribune, Minneapolis Star Journal

News Service INS, AP, UP

Representative Katz Agency, Inc.

Transcription Service Standard Radio
and Lang-Worth

Personnel

President Gardner Cowles, Jr.
General Manager A. N. Armstrong, Jr.
Sales Manager Norbert O'Brien
Sales Promotion Manager Harry D. Goodwin
Program Director John D. Maloy
Publicity Director Harry D. Goodwin
Musical Director Mario Mantini
Chief Engineer Roland C. Hale

W E E I

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
CBS NEW ENGLAND NETWORK

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By Columbia Broadcasting
System

Business Address 182 Tremont St.
Phone Number HUBbard 2323

Studio Address 182 Tremont St.

Transmitter Location Mystic Valley Park-
way, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-
days, 8 a.m. to 1:05 a.m.

News Service AP, UP

Transcription Service World Broadcasting

Representative Radio Sales

Personnel

Station Manager H. E. Fellows
Assistant Manager and Director of
Programs and Sales Kingsley Horton
Sales Promotion Manager Guy H. Cunningham
Production Manager R. G. Girardin
Publicity Director Marie Houlahan
Musical Director Frank Bell
Chief Engineer W. J. Stiles

W H D H

BOSTON—EST. 1929

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By Matheson Radio Co.,

Address Hotel Touraine, 62 Baylston St.

Phone Number Hancock 0900

Transmitter Location Saugus, Mass.

Time on the Air 6:30 a.m. to 12:30 a.m.;
Sunday, 7 a.m. to 12:30 a.m.

News Service UP and AF

Transcription Service World Broadcasting
System, Associated Recorded Program Ser-
vice, Cole, Lang-Worth.

Representative Adam J. Young, Jr., Inc.



**This little budget went
to WOBL, Boston**

Personnel

President.....Ralph G. Matheson
 General Manager.....John F. Manning, Jr.
 Commercial Manager.....William A. Warner
 Program Director.....Elizabeth M. Manning
 Chief Engineer.....R. G. Matheson

W M E X

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Operated By.....Northern Corp.
 Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number.....Commonwealth 3900
 Transmitter Location.....Quincy, Mass.
 Time on the Air.....7:30 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Lang-Worth, World,
 Associated, SESAC
 Representative.....Spot Sales Co.

Personnel

Chief Executive.....Wm. S. Pote
 General Manager.....Alfred J. Pote
 Station-Commercial Manager.....Wm. S. Pote
 Sales Promotion.....Marie Mason
 Program-Musical Director.....John Kiley
 Chief Engineer.....Alfred J. Pote

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK KEY STATION**

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By: The Yankee Network,
 Inc., 21 Brookline Ave.
 Phone Number.....COMmonwealth 0800
 Transmitter Location: Montclair, Quincy, Mass.
 Time on the Air.....6 a.m. to 1 p. m.;
 Sundays, 8 a.m. to 1 a.m.
 News Service.....AP & INS
 Transcription Service.....AMPI, SESAC
 and Standard
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
 Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Station Manager.....John Shepard, 3rd
 Promotion Director.....James S. Powers
 Publicity Director.....Phyllis Doherty
 Sales Manager.....Linus Travers
 Program Director.....George Steffy
 Chief Engineer.....Irving B. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Service
 Organization, Inc.
 Address.....216 Tremont St.
 Phone.....Liberty 4540
 Transmitter Location.....Needham, Mass.
 Time on the Air.....6:30 a.m. to Sunset
 News Service.....AP and UP
 Representative.....Forje & Co.

Personnel

Chief Executive.....Harold A. LaFount
 General Manager.....George Lasker
 Program Director.....Robert N. Perry
 Chief Engineer.....John Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL—YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fall River
 Broadcasting Co.
 Address.....Academy Bldg.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)
 Transmitter Location.....E. Somerset, Mass.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Newspaper Affiliation.....Fall River Herald News
 Transcription Service.....Standard Radio, World
 Representative.....Head'ey Reed Co.

Personnel

President-General Manager.....Melvin Lahr
 V.-P. and Treasurer.....Frank M. Headley
 Office Manager.....Phi'lomena J. Mauretti
 Commercial-Sales Promotion
 Manager.....John Harrington
 Program Director-Production
 Manager.....Angus Bailey
 Publicity Director.....John Crowley
 Chief Engineer.....John Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WEIM, Inc.
 Address.....717 Main Street
 Phone Numbers.....Fitchburg 1600-1
 Transmitter Location.....Summer St.
 Time on the Air.....6 45 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 New Service.....AP
 Transcription Service.....Lang-Worth

Personnel

Operating Partner.....Milton H. Meyers
 Station Manager.....Earle G. Clement

Commercial-Sales Promotion

Manager.....Mort Silverman, Jr.
Chief Engineer.....Ted Kalin

Program Director-Chief

Announcer.....H. Frederick Grebe
Chief Engineer.....Leland F. Wheeler

W H A I

GREENFIELD—EST. 1938
MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Address354 Main St.
Phone Number..... 4301
Transmitter Location..... Woodard Rd.
Time on the Air.....6:45 a.m. to 11:30 p.m.
News ServiceAP
Transcription Service.....World Broadcasting System
Representative.....Burn-Smith Co.

Personnel

Owner.....John W. Haigis
General Manager.....James L. Spates
Commercial-Sales Promotion
ManagerHorace W. Nichols
Production-Publicity
Director.....H. Frederick Grebe

W H Y N

HOLYOKE—EST. 1941
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ...Hampden-Hampshire Corporation
Business Address.....180 High Street
Phone Numbers.....8238, 8239
Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls
Transmitter Location...Canal St., South Hadley Falls, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation....Holyoke-Transcript Telegram; Daily Hampshire Gazette (Northampton)
News Service.....UP
Transcription Service.....World, Associated
Representatives.....Spot Sales, Inc.



680 Kilocycles

5000 WATTS
Day and Night

Reaching
Nearly 2,000,000 Listeners
in 181 Cities and Towns

A . . . Serving New England's 3rd Largest Concentrated Audience
B . . . Basic Station: American Broadcasting Company
C . . . Studios: Lawrence and Lowell, Massachusetts

Nationally Represented by WEED & CO.

Personnel

PresidentMrs. William R. Dwight
 General Manager.....Charles N. DeRose
 Commercial-Sales Promotion
 Manager.....Patrick J. Montague
 Program Director-Chief
 Engineer.....Thomas R. Humphrey
 Publicity Director-Chief Announcer..Jay Heitin
 Musical Director.....John H. Vondell

W L A W

LAWRENCE—EST. 1937

ABC

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hildreth & Rogers
 Company
 Address.....278 Essex Street
 Phone Number.....Lawrence 4107
 Transmitter Location.....River Road,
 Andover, Mass.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service..Standard Radio & World
 Representative.....Weed & Company

Personnel

President, General & Station
 Manager.....Irving E. Rogers
 Sales-Commercial Manager...David M. Kimel
 Program Director-Production
 Manager.....James Mahoney
 Publicity Director.....Fred Sullivan
 Chief Engineer.....George A. Hinckley
 Record M. C.....Bob Moore

W L L H

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By ..Merrimac Broadcasting
 Co., Inc.
 Business Address 39 Kearney Square, Lowell
 Phone Numbers.....Lowell 8715;
 Lawrence 2-2148
 Transmitter Location: 39 Kearney Square,
 Lowell; Cregg Building, Lawrence
 Time on the Air....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service: Associated Music Pub-
 lishers
 Representative....Edward Petry & Co., Inc.

Personnel

PresidentA. S. Moffat
 Station Manager.....Dana W. Fitzgerald
 Sales-Sales Promotion
 Manager.....Haskell Bloomberg
 Program Director-Production
 Manager.....Tom Clayton
 Chief Engineer.....Ralph Newton

W N B H

NEW BEDFORD—EST. 1921

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Bristol Broadcasting
 Co., Inc.
 Business Address.....588 Pleasant
 Phone Number.....8-5228
 Studio Address.....588 Pleasant Street
 Transmitter Location.....Crow Island,
 Fairhaven, Mass.
 Time on the Air: 7:30 a.m. to 11:30 p.m.;
 Sundays, 8:00 a.m. to 11:30 p.m.
 Newspaper Affiliation...New Bedford Stand-
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....William G. Rambeau,
 R. C. Foster, Boston

Personnel

PresidentBasil Brewer
 Station Manager.....Hugh R. Norman
 Sales Promotion Manager....Theo. M. Healy
 Program Director....Thomas J. Wertebaker
 Production Manager.....Edward J. Boghosian
 Musical Director.....James Gleason
 Chief AnnouncerBill Pendergrast
 Chief Engineer.....Everett Parker

W B R K

PITTSFIELD—EST. 1938

MUTUAL — YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Monroe B. England
 Address.....8 Bank Row
 Phone Number.....2-1553
 Transmitter Location.....1100 East St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co.

Personnel

President-Station Manager..Monroe B. England
 Station Manager.....John Parsons
 Program Director.....William Geary
 Chief Engineer.....Leonard Lavendol

W E S X

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: North Shore Broadcasting
 Company
 Business Address.....126 Washington St.,
 Salem, Mass.
 Phone Number.....Salem 5670
 Transmitter Location.....Marblehead
 Time on the Air.....Full Time
 Transcription Service....World Broadcasting

System; Associated Music Publishers; NBC
Thesaurus
Representative... New England Radio Adv. Co.

Personnel

President Charles W. Phelan
Station Manager..... A. M. Morgan
Program Director..... Dorothy Rich
Production Manager.... Richard I. Hammond
Publicity Director..... Ed Meaney
Chief Announcer..... Bill Hubbard
Musical Director..... Lenny Powers
Record M. C..... Tom Lester
Chief Engineer..... Richard I. Hammond

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... WMAS, Inc.
Address..... 1757 Main St.
Phone Number..... 7-1414
Transmitter Location..... Pynchon Park
Time on the Air..... 7 a.m. to midnight;
Sunday, 8 a.m. to midnight
News Service UP
Transcription Service..... Associated Music
Representative..... Edward Petry & Co.

Personnel

President A. S. Moffat
General Manager..... Robert F. Donahue
Sales Manager..... Robert M. Feldman
Sales Promotion..... Robert F. Donahue
Program Director..... Turner Cooke
Musical Director..... Paul Peltier
Chief Engineer..... Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc..Power: 1000 Watts, Day;
500 Night
Owned-Operated By..... WSPR, Inc.
Address 63 Chestnut Street
Phone Number..... Springfield 6-2757
Transmitter Location: Union St. and Palmer
Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
News Service AP
Transcription Service..... Langworth
Representatives: Geo. P. Hollingbery & Co.;
Bertha Bannon

Personnel

President-Station Manager.. Quincy A. Brackett
Vice-President-Commercial Manager
Milton W. Stoughton
Program-Production Director,
Wayne Henry Latham
Sales Promotion-Publicity
Director Howard S. Keefe
Chief Announcer..... Robert A. Strohshine
Chief Engineer..... Lawrence A. Reilly

W O C B

WEST YARMOUTH—EST. 1944

AMERICAN BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 W.
Owned-Operated By
Bristol Broadcasting Co., Inc.
Business Address..... South Sea Ave.,
West Yarmouth, Mass.
Phone Number..... Hyannis 502
Transmitter Location..... South Sea Ave.,
West Yarmouth, Mass.
Time on the Air: Sunday, 8:30 a.m. to 11:30
p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.
Representatives..... Wm. G. Rambeau Co.

Personnel

Owners..... Basil Brewer, Hugh R. Norman
General Manager..... Donald L. Sellard
Commercial Manager..... Marion Crowell
Program Director..... Don Sellers
Chief Engineer..... Everett Parker

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By.... The Yankee Network,
Inc.
Address..... 34 Mechanic St.
Phone Number 2-5611
Transmitter Location..... Holden,
Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday,
8 a.m. to midnight
News Service AP & INS
Transcription Service..... Associated Music
Publishers and Standard
Representative..... Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
 Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Sales Manager.....Linus Travers
 Station Manager.....H. William Koster
 Publicity Director.....James S. Powers
 Sales Promotion Manager.....Arthur Lathrop
 Chief Engineer.....Joseph Grahn

W O R C

WORCESTER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. F. Kleindienst
 Address.....65 Elm Street
 Phone Number.....5-3101
 Transmitter Location.....Auburn, Mass.
 Time on the Air.....7 a.m. to 12 midnight;
 Sundays, 8:45 a.m. to 11:15 p.m.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.

Personnel

Owner.....A. F. Kleindienst
 Commercial Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
 Owned and Operated By: Worcester Telegram
 Publishing Company, Inc.

Address.....20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6 a.m. to 12:05 a. m.;
 Sundays, 7:30 a.m. to 12:05 a.m.

Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News Service.....AP, Reuters
 Transcription Service.....World Broadcasting
 System; Associated
 Representative.....Paul H. Raymer Co.

Personnel

President.....George F. Booth
 Managing Director.....Edward E. Hill
 Commercial Manager.....Herbert L. Krueger
 Publicity Director.....Mitzi Kornetz
 Chief Engineer.....Elliot A. Browning

API!

For the **BEST IN NEWS**

For the

BEST IN PROGRAMS

BASED ON NEWS



Character

...is the combination of qualities that distinguishes WWJ from all other radio stations. The esteem in which WWJ is held by the community and by the nation, based on a pioneer spirit that has motivated each milestone of WWJ's progress. As America's *first* commercial radio station, WWJ offers an impressive record of "firsts" . . . reflected in the influence exerted by WWJ's leadership, in the public interest and in the interest of advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.



NBC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION — *First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY THE DETROIT NEWS

MICHIGAN

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 kc.....Power: 250 D.
Owned-Operated By

Washtenaw Broadcasting Co., Inc.

Address.....Hutzel Bldg.

Phone Number.....2-5517

News Service.....AP

Transcription Service.....Standard, World

Representative.....Broadcast Sales

Personnel

Chief Executive.....Arthur E. Greene

General Manager.....Edward F. Baughn

Commercial Manager.....Howard C. Walters

Program Director.....Charles Wilton

Sales Promotion.....Stephen J. Filpiak

Chief Engineer.....George D. Sterns

W E L L

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.

MISSISSIPPI VALLEY NETWORK

WOLVERINE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Federated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.

Phone Numbers.....5655; 7166

Transmitter Location.....Michigan National Bank Bldg.

Time on the Air.....Unlimited license

Newspaper Affiliation.....Enquirer-News

Transcription Service.....World

Representative.....Burn-Smith Company, Inc.

Personnel

President.....A. L. Miller

General Manager.....D. E. Jayne

Commercial Manager.....E. P. Mills

Sales Promotion.....Forrest F. Owen

Chief Engineer.....Earl J. Stone

W B C M

BAY CITY—EST. 1925

AMERICAN BROADCASTING CO.

MICHIGAN RADIO NETWORK

Frequency: 1440 Kc.....Power: 1000 d.;
500 n.

Owned-Operated By...Bay Broadcasting Co., Inc.

Address.....Wenonah Hotel

Phone Numbers.....Bay City 7551-7552

Transmitter Location.....Tuscola Road,

Time on the Air.....7 a.m. to 12 midnight;

Sundays, 8 a.m. to 12 midnight

News Service.....UP

Transcription Service.....NBC Thesaurus, World

Representative.....George P. Hollingbery

Personnel

President.....Harley D. Peet

Gen.-Com. Manager.....H. A. Giesel

Chief Engineer.....Ralph H. Carpenter

W A T T

CADILLAC—EST. 1945

MUTUAL-WOLVERINE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By.....Midwestern Broadcasting Co.

Business Address.....P. O. Box 219

Phone Number.....Cadillac 1270

Studio Address.....U. S. 131 South

Transmitter Location.....Clam Lake Township

Time on Air.....7 a.m. to 11 p.m.

News Service.....AP

Representative.....The Walker Co.

Personnel

President-General Manager...Les Biederman

Station Manager.....Richard H. Wolgast

W H D F

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL BROADCAST

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address.....Community Bldg., Houghton, Mich.

Phone Numbers: Houghton 1; Calumet 889

Studio Address.....515 Scott St., Calumet

Transmitter Location.....Laurium, Michigan

Time on the Air.....6 a.m. to 11 p.m.

Newspaper Affiliation...Daily Mining Gazette

Transcription Service.....World, Lang-Worth

News Service.....AP

Representative.....Sears & Ayer

Personnel

President.....A. L. Burgan

Exec. V.-P.....John W. Rice

Station-Commercial-Sales

Manager.....Albert W. Payne

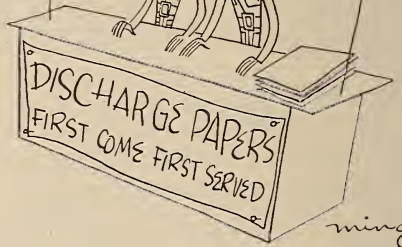
Program Director-Chief

Announcer.....Earl Norden

Technical Supervisor.....George L. Burgan

**"Throw Your Voice Where
It Will Do the Most Good!"**

SEPARATION CENTER



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

Key Station of the Michigan Radio Network)

Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the

ING-TRENDLE BROADCASTING CORPORATION

700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H Raymer Co.

WXYZ

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....James F. Hopkins, Inc.
 Address.....6559 Hamilton Avenue
 Phone Number.....Trinity 2-2000
 Transmitter Location.....15555 Woodrow Wil-
 son Avenue
 Time on the Air.....24 hours a day
 News ServiceAP
 Transcription Service.....Thesaurus;
 World and Standard
 Representatives.....Forjoe & Company,
 Hal Holman

Personnel

President-Station Manager...James F. Hopkins
 Commercial Manager.....George Millar
 Program Director.....Sybil Krieghoir
 Promotion Manager.....N. W. Hopkins
 Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Booth Radio Station, Inc.
 Address.....3100 Eaton Tower
 Phone Number.....Cadillac 7600
 Transmitter Location..7310 Woodward Ave.
 Time on the Air.....6 a.m. to 3 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co.

Personnel

President-General Manager....John L. Booth
 Station Manager.....Hugh M. Gray
 Sales Manager.....Eric V. Hay
 Sales Promotion Manager.....Henry LaPrete
 Program Director & Production Mgr.....Doug
 Wright
 Chief Announcer.....Doug Wright
 Musical Director.....Herbert Mertz
 Publicity Director.....Mel Jerome
 Chief Engineer.....Edward Clark
 Record M. C.....Bill Randle

CLINCH *your coverage
of the vital*

**DETROIT
MARKET**

with **W J B K**

250 Watts . . . 24 Hours a Day

PARLOR MAGIC



● Myrtle Labbitt's "*Homechats*," after a solid ten-year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country . . . homey as a parlor rocker, smart as a new Spring bonnet. "*Homechats*" is just another sample of CKLW programming that sends listeners

merrily off to pay cash for things on dealers' shelves. PROOF? On a recent food recipe-request campaign placed on nine nation-wide homemaker programs, our own "*Homechat*" show clocked *second* on the list in low net costs per inquiry . . . and, mind you, *five of the 9 stations were 50,000 watters!* How'd you like CKLW to sell YOUR wares that way for so little? For fast facts, write our Executive Sales Office, now!

IN The Detroit Area, It's

CKLW

5,000 WATTS
AT 800 KC.
DAY AND NIGHT

J. E. Campeau, Managing Director

MUTUAL SYSTEM • Adam J. Young, Jr., Nat'l Rep.

CKLW

DETROIT-WINDSOR—EST. 1932

MUTUAL

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....Western Ontario
Broadcasting Co.

Business Addresses:..Guaranty Trust Bldg.,
Windsor; Union Guardian Bldg., Detroit,
Mich.

Phone Numbers: 4-1155 (Windsor) Cadillac
7200 (Detroit)

Studio Address.....Guaranty Trust B'ldg.
Transmitter Location.....Sandwich, South,
Essex County, Ontario

Time on the Air.....6 a.m. to 4 a.m.
News Service.....UP, PN, BUP

Transcription Service.....World Broadcasting
System; United T. S.; NBC Thesaurus

Representative...H. N. Stovin & Co. (Canada);
Adam J. Young, Inc. (U.S.A.)

Personnel

Chief Owner.....Malcolm G. Campbell
General Manager.....J. E. Campeau
Commercial Manager.....Richard E. Jones
Program Director.....John Gordon
Production Manager-Publicity...Frank Burke
Sales Prom. Manager...Barbara MacFarland
Traffic Manager.....Margaret Pratt
Chief Engineer.....William J. Carter

WJ R

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
Owned-Operated ByWJR, The Goodwill
Station

Business Address.....2103 Fisher Building
Phone Number.....Madison 4440

Studio Address: 28th Floor Fisher Building
Transmitter Location.....Trenton, Mich.

Time on the Air.....5 a.m. to 1 a.m., daily;
Sundays, 8 a.m. to 1 a.m.

News Service.....AP, INS & UP
Transcription Service.....World Broadcasting
System, Standard Radio, Lang-Worth

Representative.....Edward Petry & Co., Inc.

Personnel

President.....G. A. Richards
Vice-President and Gen. Mgr...Leo Fitzpatrick
Assistant General Manager-Sales-

Promotion Manager.....Owen F. Uridge
Program Director.....Charles G. Burke
Publicity Director.....Mark Haas

Musical Directors.....Samuel Benavie,
Paul LaVoie

Chief Engineer Trans.....Merrill Mitchell
Chief Engineer Studio.....Andrew Friedenthal
Chief Announcer.....Franklin "Bud" Mitchell

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By: EveningNews Association

Business Address.....630 W. Lafayette
Phone Number.....RAndolph 2000

Studio Address.....630 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road,
Oak Park, Detroit, Michigan

Time on the Air.....6 a.m. to 1 a.m.;

Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation.....The Detroit News
News Service.....UP, AP, Reuters

Transcription Services.....Standard
Representative.....George P. Hollingsbery Co.

Personnel

President.....W. E. Scripps
General Manager.....Harry Bannister
Assistant Manager.....Edwin K. Wheeler
Sales Manager.....Harry Betteridge
Sales Promotion Manager.....Jake Albert
Program Director.....Don F. DeGroot
Production Manager.....Don DeGroot
Program Supervisor.....Stanley Swales
Publicity Director.....Lansing M. Pittman
Musical Director.....Mischa Kottler
Chief Engineer.....Herbert F. Tank

(See Page 436)

W X Y Z

DETROIT—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcast-

ing Corporation
Business Address.....1700 Stroh Building

Phone Number.....Cherry 8321
Studio Address.....8415 East Jefferson Ave.

Transmitter Location...Joy Rd. and Greenfield
Time on the Air.....6:30 a.m. to midnight

News Service.....UP and INS
Transcription Service.....Lang-Worth

Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
General Manager.....H. Allen Campbell
Studio Manager.....H. Earl Moore
Director of Production...Charles Livingstone

T *W* *W* *W*
Twice
as many-

**GRAND
RAPIDS**
Listeners

AS ANY OTHER STATION
Anywhere!

WOOD

No. 1 Station (5000 WATTS) with the No. 1 Network (NBC)
in the No. 1 Market in Outstate Michigan

Merchandising Manager...Harold S. Christian
 Publicity Director.....William J. Hendricks
 Commercial Manager.....James G. Riddell
 Musical Director.....Philip F. Brestoff
 Chief Engineer.....Charles F. Kocher
 (See Page 438)

W K A R *

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
 Owned-Operated By...Michigan State College
 Business Address.....East Lansing
 Phone Number.....8-1511, ext. 600
 Studio Address.....Auditorium Building
 Transmitter Location..... Campus
 Time on the Air..... Full Daytime
 News Service.....AP
 Transcription Service..... Standard

Personnel

Station Manager.....Robert J. Coleman
 Program Supervisor.....Lawrence Frymire
 Chief Engineer.....Norris Grover
 *(Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

MUTUAL—MISSISSIPPI—KBS—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Delta Broadcasting
 Company
 Address.....First and Ludington Streets
 Phone Number..... 787
 Transmitter Location....First and Ludington
 Time on the Air..... Full Daytime
 News Service.....UP

Personnel

General Manager.....Gordon H. Brozek

W F D F

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By...Flint Broadcasting Co.
 Address.....Mott Bldg.
 Business Office Studios..Mott Bldg., Flint, Mich.
 Phone Number.....2-7158
 Transmitter Location..... Bristol Road
 Time on the Air.....6 a.m. to midnight daily;
 Sundays, 7 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth and
 Standard & Thesaurus
 Representative.....Burn-Smith, Inc.

Personnel

President-Station Manager...Howard M. Loeb
 Commercial Manager.....F. S. Loeb
 Program Director.....Adrian R. Cooper
 Production Manager.....Elmer Knopf
 Publicity Director.....A. R. Cooper
 Sales Promotion Manager....Graham Keevil
 Chief Announcer.....Marvin Levey
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain

W J E F

GRAND RAPIDS—EST. 1945

CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Fetzer Broadcasting Co.
 Business Address.....P. O. Box 52
 Phone Number.....6-8512
 Studio Address.....Pantlind Hotel
 Transmitter Location..... Pantlind Hotel
 Time on the Air.....6:45 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Lewis H. Avery, Inc.

Personnel

Managing Director.....John E. Fetzer
 General Manager.....Edward H. Bronson
 Sales Manager.....John W. O'Harrow
 Sales Promotion Mgr.....John W. O'Harrow
 Program Director.....Willis F. Dunbar
 Chief Announcer.....Miles Olson
 Chief Engineer.....Carl E. Lee

W O O D

GRAND RAPIDS—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By.....King-Trendle Broad-
 casting Corporation
 Address.....14th Floor Grand Rapids National
 Bank Building
 Phone Number.....9-4211
 Transmitter Location.....633 - 60th St.
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service....Lang-Worth, World,
 SECAC
 Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
 Station and Sales Manager..Stanley W. Barnett
 Sales Promotion Manager....Paul Eichhorn
 Program Director.....Sandy Meek
 Publicity Director.....Lenore Little
 Chief Engineer.....Fred W. Russell

NO FOTO-FINISH IN GRAND RAPIDS

In the "Daytime Audience Derby"



WLAV

OWNED BY —Col. Len Versluis
TRAINER —Mark Woods
BOOKIE —Joe McGillvra
STABLE —A.B.C. Network

JOCKEY —Hy Steed
SIRE —Grand Daddy Rapids
DAM —Good Shows
ADDED WEIGHT —Local Production

WIN —More Periods Weekly
PLACE —113,000 Radio Homes
SHOW —Always a Good One
PRICE —More For Your \$

PLAY THE FAVORITE! THE ODDS ARE IN YOUR FAVOR

THE SCORE BOARD			
	WLAV	STA. A	STA. B
DOMINATION OF THE HALF - HOURS SURVEYED (194 TOTAL)	90	69	4
MORNING 8:00 A.M. - NOON	33.2	21.2	8.9
AFTERNOON NOON - 6:00 P.M.	28.0	25.6	10.4
EVENING 6:00 P.M. - 10:30 P.M.	21.7	31.8	11.5
TOTAL WEEK LISTENING	26.5	27.2	10.5

American Broadcasting Company's Station for Western Michigan.

WLAV

Key Station for the WOLVERINE NETWORK

Results of a Conlan Survey, made in Grand Rapids, Dec. 2-8, 1945

WLAV

Keeler Building Grand Rapids, Mich.

Represented Nationally by Joseph Hershey McGillvra Inc. New York — Chicago — Los Angeles — San Francisco.

W L A V

GRAND RAPIDS—EST. 1940

ABC—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Address.....Keeler Building, 6 Fountain St.,
N.E.
Phone Number.....6-5461
Transmitter Location....6 Fountain St., N.E.
Time on the Air.....6:45 a.m. to midnight
News Service.....UP
Transcription Service.....Standard Radio
Representative..Joseph Hershey McGillvra, Inc.

Personnel

Owner..... Leonard A. Versluis
Station Manager.....Hy M. Steed
Program Director.....Elizabeth Shuter
Musical Director.....Regis Patoff
Record M. C.....Bill Whitlock
Production Manager.....Joe Hooker
Chief Engineer.....George Funkey

W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin
Broadcasting Co., Inc.
Address.....124 E. McLeod Ave.
Phone Numbers.....20 & 21
Transmitter Location....U. S. Highway No. 2
Time on the Air....6 a.m. to 11 p.m. daily;
Sundays, 7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World
Representative.... North Central Broadcasting

Personnel

President.....William L. Johnson
Station Manager.....J. W. Huss
Program-Publicity-Musical
Director.....Laura Johnson
Production Manager-Chief
Announcer.....Don Hoover
Chief Engineer.....Arne Dahlbacka

W I B M

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WIBM, Inc.
Address.....Hotel Hayes
Phone Number.....6121

Transmitter Location.....Hotel Hayes
News Service.....AP
Time on the Air.....6:45 a.m. to 11:30 p.m.
Representative.....Forjoe & Company

Personnel

President..... Herman Radner
V.-P. & General Manager.....Roy Radner
Station-Commercial Manager... William Cizek
Sales Promotion-Merchandising
Manager.....Warren Augustine
Program Director-Chief
Announcer.....Derwood Carn
Production Manager.....Jeff Adams
Record M. C.....Jack Underwood
Chief Engineer.....C. W. Wirtanen

For the

BEST IN NEWS

for the

BEST IN PROGRAMS

BASED ON NEWS

AP!

YOU MAY BE ABLE TO SURF-CAST 623 FEET* —



BUT—YOU CAN'T BEAT WKZO-WJEF FOR BROADCASTING IN WESTERN MICHIGAN!

For many, many years, most time buyers have accepted WKZO as the top station for greater Western Michigan. The only exception they ever made was for Grand Rapids and Kent County. But now the WKZO-WJEF combination has more than taken the "except" out of the exception!

Let's take net circulation figures. The CBS standard for listening areas is the toughest of all. Most stations keep strictly mum on the subject. Not us, however! For WJEF, Columbia gives 48,493 radio

homes—for WKZO, 111,022. The total is 159,515. But the CBS mail formula gives 248,090!

In Grand Rapids, WJEF carries more than 50 categories of public service programs, for almost all the top-notch local-service organizations—carries most of the top CBS network shows—has the best frequency in Grand Rapids, delivering 25 microvolts throughout the entire city!

Enough said?—Or will you ask Lewis H. Avery, Inc. for more???

* 623 feet 10 inches: record held by August F. Livenois, San Francisco.

WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

W K Z O

KALAMAZOO—EST. 1923
EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned ByFetzer Broadcasting Co.
Operated ByJohn E. Fetzer
Business Address.....Burdick Hotel
Phone Number3-1223
Studio Address.....7th Fl., Burdick Hotel
Transmitter Location....Parchment, Michigan
Time on the Air.....6 a.m. to 12:05 a.m.;
Sunday, 7 a.m. to 12:05 a.m.

News ServiceAP
Transcription Service.....World, Standard
Representative.....Lewis H. Avery, Inc.

Personnel

Managing Director.....John E. Fetzer
Sales-Commercial Manager..John W. O'Harrow
Sales Promotion-Merchandising

Manager.....John W. O'Harrow
Program Director.....Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee

W J I M

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.Power: 250 Watts
Owned-Operated By.....WJIM, Inc.
Address15th Floor, Bank of Lansing,
Bldg.
Phone Number.....2-1333-4-5
Transmitter Location.....15th Floor, Bank
of Lansing Bldg.

Time on the Air.....6 a.m. to midnight
News ServiceUP
Transcription Service....Standard, Lang-Worth
Representative.....Broadcast Sales Co.

Personnel

President.....Harold F. Gross
Musical Director.....Earle Parchman
Record M. C.Tom Carson
Chief EngineerMelvin Wirth

W M P C *

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: The Liberty Street Church
Address803 Liberty St.
Phone Numbers.....455-J; 455-M
Transmitter Location.....803 Liberty St.
Time on the Air.....Specified Hours

Personnel

President-Station
Manager.....Frank S. Hemingway
*(Non-Commercial Station)

W K L A

LUDINGTON—EST. 1944

MUTUAL—BLUE

MICHIGAN & WOLVERINE & KEYSTONE

Frequency 1450.....Power 250 Watts
Owned & Operated By..Ludington Broadcast-
ing Co.

AddressStearns Bldg.
Phone842
Transmitter Location.....E. Ludington Ave.
Time on the Air.....Unlimited
News ServiceUP
Transcription ServiceKeystone
RepresentativesBurn-Smith Co.

Personnel

President-Partner.....Karl F. Ashbacher
V.-P.-Partner.....Grant F. Ashbacher
General Manager.....Karl F. Ashbacher
Publicity-Program Director.....Peter A. Mars
Chief Engineer.....N. Hale Blakely
Production-Chief Announcer....Peter A. Mars

**THE MICHIGAN
WEST COAST GROUP**

WKBZ —MUSKEGON
KEY STATION

WKLA —LUDINGTON

WTCM —TRAVERSE CITY

WATT —CADILLAC

SERVE
300,000 people in
WESTERN MICHIGAN

FOR COMBINATION RATES
WRITE

ASHBACKER RADIO CORP.
MUSKEGON—MICH.

WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Royal Oak Broadcasting
 Address..... 212 West Sixth Street
 Phone Numbers.....Elmhurst 65224,
 Royal Oak 0815
 Transmitter Location.....2201 Woodward
 Heights Blvd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News Service.....INS

Personnel

President.....George B. Hartrick
 Treasurer.....Jacob B. Sparks
 Station Manager-Commercial
 Manager.....Ellis C. Thompson
 Program Director-Production-Manager-
 Chief Announcer.....Kirk Knight
 Chief Engineer.....Jerome F. Steadley

WSAM

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Business Address.....610 Eddy Bldg.
 Phone Number.....2-5109
 Studio Transmitter.....2745 Bay St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service...Standard Radio, World
 Representative.....Headley-Reed Co.

Personnel

President-General Mgr..Milton L. Greenebaum
 Station-Sales-Commercial
 Manager.....Robert W. Phillips
 Sales Promotion-Merchandising
 Manager.....E. A. Fairchild
 Program Director-Production
 Manager.....T. W. Austin
 Publicity Director.....E. A. Fairchild
 Chief Announcer.....Ralph Kobernat
 Musical Director.....T. W. Austin
 Record M. C.....Lee Chetek
 Chief Engineer.....Harold McCullen

WSOO

SAULT STE. MARIE—EST. 1939

ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 d.; 100 n.
 Owned-Operated By.....Hiawathaland
 Broadcasting Co.

Address107 West Portage Avenue
 Phone Number3000
 Transmitter Location.....U. S. Highway No. 2
 Time on the Air.....6:45 a.m. to 11:45 p.m.
 Newspaper Affiliation.....Sault Ste.
 Marie Evening News
 News Service.....AP
 Transcription Service..Standard Radio, SESAC

Personnel

President.....Stanley R. Pratt
 General Manager.....Stanley R. Pratt
 Station Manager.....Stanley R. Pratt
 Sales-Commercial Manager.....R. Y. Burnett
 Sales Promotion-Merchandising
 Manager.....R. Y. Burnett
 Program Director.....Vera Hotten
 Publicity Director.....Will Morley
 Chief Announcer, Record M. C....Ray Ulbrich
 Chief Engineer.....E. Kaari

WTCM

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern Broad-
 Casting Company
 AddressAnderson Building
 Phone NumberTraverse City 1150
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transmitter Location.....Elmwood Township
 Representative.....The Walker Co.

Personnel

President-General Manager...Les Biederman
 Station Manager.....R. E. Detwiler
 Program Director.....William H. Kiker
 Chief Engineer.....Drew McClay

WDMJ

MARQUETTE—EST. 1931

MUTUAL—MISSISSIPPI—KBS—WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: Lake Superior Broad-
 casting Co.
 Address146 W. Washington
 Phone Number616
 Transmitter Location.....146 W. Washington
 Time on the Air.....Unlimited license
 Newspaper Affiliation...Daily Mining Journal
 News Service.....UP
 Transcription Service....World Broadcasting

Personnel

General Manager.....Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

MUTUAL—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....432 Apple Ave.
Phone Number 26-051
Studio Address.....432 Apple Ave.
Transmitter Location... Muskegon Township
Time on the Air.....6 a.m. to 12 Midnight
News ServiceUP
Transcription Service.....Associated, SESAC & McGregor
Representative....Joseph Hershey McGilvra

Personnel

President.....Grant F. Ashbacker
General Manager.....Grant F. Ashbacker
Station Manager.....Grant F. Ashbacker
Sales-Commercial
Manager.....Grant F. Ashbacker
Sales Promotion-Merchandising
Manager.....Grant F. Ashbacker
Program Director.....Loran A. Haney

Publicity Director.....Bill L. Bennett
Chief Announcer.....Anson Van Alstyne
Chief Engineer.....George Krivitzky

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
Owned-Operated By ..Pontiac Broadcasting Company
Address.....6th Floor Riker Building
Phone Number..... Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan
Time on the Air: Local sunrise to local sunset
News ServiceINS and AP
Transcription Service.....Associated SESAC
Representatives.....Burn-Smith, McGillvra

Personnel

President and General
ManagerH. Y. Levinson
Program Director.....William J. Lofbach
Chief Engineer.....Wayne N. Cook

W H L S

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM
WOLVERINE NETWORK

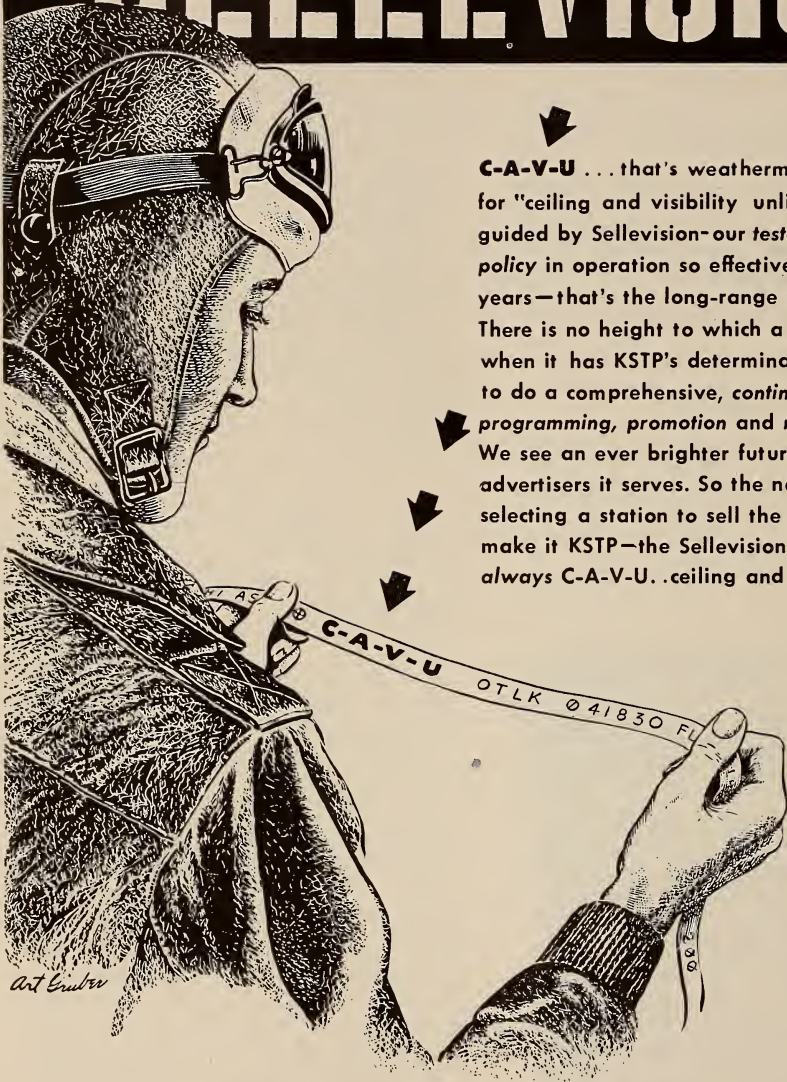
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Fort Huron Broadcasting Co.
Address 932 Military St.
Phone Number.....2-3151
Transmitter Location...32nd St. and Lapeer
Time on the Air.....7 a.m. to Midnight
News Service.....UP
Transcription Service.....Lang-Worth
RepresentativeGene Grant

Personnel

President-Station Manager..Harmon L. Stevens
General Manager.....Harmon L. Stevens
Sales-Commercial Manager..Robert L. Mackin
Sales Promotion-Merchandising
Manager.....V. O. Cram
Program Director-Production
Manager.....Lyle Patterson
Chief Announcer-Musical
DirectorLyle Patterson
Chief Engineer.....Leslie C. Conant

THERE IS MONEY
ON THE
GOLD COAST
OF
MICHIGAN!
--- WKBZ ---
MUSKEGON MICHIGAN
MUTUAL NETWORK
SERVES
PROSPEROUS
WESTERN
MICHIGAN
National Representatives
JOSEPH HERSHEY MCGILVRA, INC.

SELLEVISION



C-A-V-U . . . that's weatherman-to-pilot parlance for "ceiling and visibility unlimited." And, guided by Sellelevision—our tested station Betterment policy in operation so effectively the past four years—that's the long-range forecast for KSTP. There is no height to which a station can not rise when it has KSTP's determination and know-how to do a comprehensive, continuing job of programming, promotion and merchandising. We see an ever brighter future for KSTP and the advertisers it serves. So the next time you're selecting a station to sell the Twin Cities' Market, make it KSTP—the Sellelevision Station—where it's always C-A-V-U. . . ceiling and visibility unlimited!

50,000 WATTS — CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

Represented Nationally by Edward Petry & Co.

KSTP

MINNEAPOLIS . . . ST. PAUL

MINNESOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K A T E

ALBERT LEA—EST. 1937

AMERICAN BROADCASTING CO.

DAIRYLAND—MISSISSIPPI—SO. MINN.

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Albert Lea Austin

Broadcasting Company

Address 332 So. Broadway

Phone Number 2338

Transmitter Location 332 So. Broadway

Time on the Air 6 a.m. to 12 midnight

News Service UP

Transcription Service SESAC

Representative John E. Pearson Co.

Personnel

President and Station Manager E. L. Hayek

Assistant Station Mgr. Warner C. Tidemann

Commercial Manager E. L. Hayek

Chief Engineer Lawrence Lawson

KLIZ*

BRAINERD

Frequency: 1400 kc. Power: 250 Watts

Owned-Operated By Brainerd Broadcasting Co.

Address 307 S. Eighth St.

Personnel

Owners E. Thomas O'Brien,

Mildred O'Brien Chalberg, John Chalberg,

Mabel O'Brien Smith William Graham.

*Construction Permit

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts

Owned By Red River Broadcasting Co., Inc.

Operated By Dalton LeMasurier

Address 218 Bradley Building

Phone Number Melrose 2628

Transmitter Location Foot of 63rd Ave. W.

Time on the Air 6:30 a.m. to 12 midnight;

Sundays, 7:30 a.m. to midnight

News Service AP

Transcription Service Lang-Worth; Standard

Representative Free & Peters, Inc.

Personnel

President-Gen. Manager Dalton LeMasurier

Commercial Manager Odin S. Ramsland

Sales Promotion and Publicity

Manager Joseph C. Cook

Program Director Don Mathers

Production Manager Joseph C. Cook

Chief Engineer R. A. Dettman

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING

CO-ARROWHEAD NETWORK

NORTHWEST NETWORK

Frequency: 1320 Kc. Power: 5000 Watts

Owned-Operated By Head of The Lakes

Broadcasting Co.

Address WEBC Bldg.

Phone Number Melrose 2873

Transmitter Location 40th and Tower,

Superior, Wisc.

Time on the Air Unlimited License

News Service UP

Transcription Service NBC Thesaurus, World,

Cole, SESAC

Representative George P. Hollingbery

Personnel

Station Manager Walter C. Bridges

Dir. of Operations H. E. Westmoreland

Commercial Manager H. H. Dunavan

Sales Promotion-Publicity Sylvia Covet

Program Director-Production Earl Henton

Musical Director John Kleive

Chief Engineer William Lounsberry

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI VALLEY NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.

Owned-Operated By Charles L. Jaren

Address Fergus Falls

Phone Number 3986

Transmitter Location Fergus Falls

Time on the Air Unlimited license

Transcription Service SESAC

Representative No. Central

Personnel

General Manager C. L. Jaren

W M F G

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.

ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Head of Lakes Broad-

casting Co.

Address Androy Hotel

Phone Number1150
 Transmitter Location.....Androy Hotel
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....Superior (Wis.)
 Telegram
 News ServiceUP
 Transcription ServiceSESAC
 Representative.....George P. Hollingsbery Co.

Personnel

PresidentMorgan Murphy
 General Manager.....W. C. Bridges
 Station Manager.....H. S. Hyett
 Program Director.....R. E. Coe
 Chief Engineer.....Arthur Schroeder

K Y S M

MANKATO—EST. 1938

NBC
 SOUTHERN MINNESOTA NETWORK
 NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Operated By..Southern Minnesota Supply Co.
 Owned.....F. B. Clements & Co.
 Address.....101 North 2nd Street
 Phone Number4673
 Transmitter Location...Belgrade Hill—North
 Mankato, Minn.
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription Service.....NBC, Thesaurus &
 Lang-Worth
 RepresentativeJohn E. Pearson Co.

Personnel

PresidentF. B. Clements
 General Manager.....John F. Meagher
 Station-Commercial Manager..John F. Meagher
 Sales Promotion-Program
 DirectorBob Gardner
 Production Manager.....Jerry Deane
 Publicity Director.....Delphine Brudelle
 Chief Announcer.....Larry Turner
 Musical Director.....Maurice Piche
 Chief Engineer.....Jim Houts

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc...Power: 5000 d.; 500 n.
 Owned By.....Mae C. Young
 Operated By.....Lee L. Whiting
 AddressNicollet Hotel
 Phone Number...BRidgeport 7777 (Mpls.);
 Midway 6363 (St. Paul)
 Transmitter Location: 7401 Wayzata Blvd., Min-
 neapolis (Route 7)
 Time on the Air.....6 a.m. to sunset, MST.
 News ServiceAP
 Transcription ServiceStandard Radio,
 Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

Owner.....Mae C. Young
 General Manager.....Lee L. Whiting
 Commercial Manager.....Lee L. Whiting
 Sales Promotion-Merchandising
 ManagerJohn Wilcox
 Chief Announcer.....Richard M. Day
 Musical Director.....Irma Coffrin
 Chief Engineer.....Bernard Renk
 Program-Production
 Director.....John T. MacKnight

K U O M *

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts
 Owned-Operated By..University of Minnesota
 Address.....15th & Pillsbury Ave., S.E.
 Phone Number.....Main 8177
 Transmitter Location..North Cleveland Ave-
 nue & Roselawn, St. Paul
 Time on the Air.....Shares Time
 News Service.....UP

Personnel

Station Manager.....Burton Paulu
 Chief Announcer.....Robert Boyle
 Production Manager.....Ruth Swanson
 Chief EngineerBerten Holmberg
 Director, Minnesota School
 of the Air.....Betty Girling
 Musical Director.....Paul Brissey
 *(Non-Commercial Station)

W T C N

MINNEAPOLIS—EST. 1934

ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Operated By.....Clarence T. Hagman
 Owned By.....Minnesota Broadcasting Corp.
 Address.....Wesley Temple Building
 Phone Numbers.....Main 6562; Nestor 8661
 Transmitter Location: Snelling Road B. Rose
 Township
 Time on the Air.....5:30 a.m. to midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers & Langworth
 Representative.....Free & Peters

Personnel

President.....William J. McNally
 General Manager.....Clarence T. Hagman
 Station Manager.....Clarence T. Hagman
 Commercial Manager....F. Van Konyneburg
 Sales Promotion Manager-Publicity
 Director.....Cliff Ryan
 Program Director.....Judy Bryson
 Chief Announcer.....Jack Bell

Musical Director.....William Metchnek
 Record M. C.....Ellen Boltz
 Chief Engineer.....John M. Sherman

WCCO

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
 Owned-Operated By ..Columbia Broadcasting
 System, Inc.

Business Address.....625 Second Avenue So.
 Phone Number.....Main 1202
 Studio Addresses: 625 Second Avenue So.,
 Minneapolis, Minn.; Hotel Lowry, St. Paul
 Transmitter Location.....Anoka, Minn.
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Lang-Worth and
 Standard

Representative.....Radio Sales

Personnel

President.....William S. Paley
 Station Manager.....A. E. Joscelyn
 Commercial Manager.....Tom Dawson
 Sales Promotion Manager-Publicity

Director.....Carl S. Ward
 Program Director.....Eugene Wilkey
 Production Manager.....E. W. Ziebarth
 Musical Director.....Wallace Olson
 Chief Engineer.....Hugh S. McCartney

WLOL

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Independent Merchants
 Broadcasting Co.

Business Address.....1730 Hennepin Ave.
 Phone Numbers..Atlantic 0406; Midway 4043
 Studio Address...1730 Hennepin Ave., St. Paul
 Transmitter Location.....2508 Myrtle Ave.,
 St. Paul

Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12:30 midnight

News Service.....INS
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

Majority Stockholder.....Ralph L. Atlass
 General-Station Manager.....Norman Boggs
 Commercial Manager.....Fred F. Laws
 Sales Promotion Manager-Publicity

Director.....Mary Bowers
 Program Director-Production
 Manager.....Bill Udell
 Chief Announcer.....Bob Bouchier
 Musical Director.....Verne Rooney
 Chief Engineers.....Gene Brautigam (Studio);
 Harvey Headen (Trans.)
 Record M. C.....Jack Thayer

KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned and Operated By: KVOX Broadcasting
 Co., Inc.

Address.....Comstock Hotel
 Phone Number.....3-1523
 Transmitter Location..14th St. and 12th Ave.,
 South

Time on the Air.....6:30 a.m. to midnight;
 Sundays, 8 a.m. to midnight

News Service.....UP
 Representatives: North Central Broadcasting
 System
 Transcription Service.....SESAC

Personnel

President.....David C. Shepard
 General-Station Manager...Manuel M. Marget
 Commercial-Sales Promotion

Manager.....Arvid Johnson
 Program Director-Production

Manager.....Jocelyn Birch
 Chief Announcer.....Earl Hayes
 Chief Engineer.....Harry Vose

WCAL*

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
 Owned-Operated By.....St. Olaf College
 Business Address.....St. Olaf College
 Phone Number.....Northfield 770
 Studio Addresses.....St. Olaf College,
 408 - 5th Ave., Minneapolis

Time on the Air.....Shares Time
 News Service.....AP
 Transcription Service.....Associated

Personnel

President.....Dr. Clemens M. Granskov
 Director of Station.....Milford C. Jensen
 Program Director.....David Johnson
 Chief Announcer.....Wm. Lundquist
 Musical Director.....Oscar R. Overby
 Chief Engineer.....M. C. Jensen
 Record M. C.....Jerry Hansen

*(Non-Commercial Station)

KROC

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK
SOUTHERN MINNESOTA NETWORK
MINNESOTA RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Minnesota
 Broadcasting Co.

Address.....100 First Ave. Building
 Phone Number3924
 Transmitter Location..... Cascade Township
 Time on the Air.....6 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
 General and Station Manager.....L. A. Mair
 Secretary-Treasurer.....Maxine Jacobs
 Program Director-Production
 Manager.....Calvin Smith
 Publicity Director.....Walter Bruzek
 Chief Announcer.....Calvin Smith
 Chief Engineer.....Fred C. Clarke

K F A M

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK
 MINNESOTA RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publishing Co.
 Address.....Weber Building
 Phone Number.....3330, 3331
 Transmitter Location.....Military Highway
 Time on the Air.....6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 Newspaper Affiliation.....St. Cloud Times
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Regional Sales Office.....KSTP, Radio City,
 Minneapolis

Personnel

President-General Manager.....Fred Schilplin
 Commercial Manager.....Chester W. Erickson
 Publicity Director.....Lucile Miller
 Chief Engineer.....Robert B. Witschen
 Chief Announcer-Record M. C....Robert Wayne

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
 Owned-Operated By.....KSTP, Inc.
 Address.....Hotel Saint Paul (St. Paul),
 Radio City (Minneapolis)
 Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air.....5 a.m. to 2 a.m.
 News Service.....AP, UP
 Radio News Association
 Transcription Service.....NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative.....Edward Petry & Company

Personnel

President-General Mgr....Stanley E. Hubbard
 Vice-President-Assistant Mgr....K. M. Hance
 Sales Manager.....Miller C. Robertson
 Sales Promotion and Publicity
 Manager.....Sam Levitan
 Production Manager.....Brooks Henderson
 Public Service Director.....Dorothy Spicer
 Musical Director.....Leonard Leigh
 Farm Director.....Gary Wiegand
 Chief Engineer.....John N. Fricker

(See Page 450)

W M I N

ST. PAUL & MINNEAPOLIS
 EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WMIN Broadcasting
 Company
 Address.....1287 St. Anthony Ave. (St. Paul)
 Phone Number.....Nestor 6501
 Transmitter Location.....1287 St. Anthony Ave.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President and General Mgr...Edward Hoffman
 Assistant General Mgr...Frank M. Devaney
 Commercial and Sales
 Promotion Manager.....Samuel N. Nemer

W H L B

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
 ARROWHEAD NETWORK
 NORTHWEST NETWORK

Frequency 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.
 Address.....17th Street and Sixth Ave. South
 Phone Number.....2000
 Transmitter Location.....Virginia
 Time on the Air.....7 a.m. to 10:30 p.m.
 Newspaper Affiliation.....Superior Telegram
 News Service.....UP
 Transcription Service.....SESAC

Personnel

Manager.....O. H. Peterson
 Chief Engineer.....William Lounsberry

K W L M

WILLMAR—EST. 1940

ABC

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Lakeland Broadcasting
 Business Address 307 W. 6th St.
 Phone Numbers 1340, 1310, 910
 Transmitter Location Foot Lake
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Representative John E. Pearson Co.

Personnel

President H. W. Linder
 General Manager H. W. Linder
 Station Manager H. W. Linder
 Sales-Commercial Manager H. W. Linder
 Sales Promotion-Merchandising
 Manager Ralph E. Shepherd
 Program Director Harland Horness
 Chief Engineer Clinton W. Knapp

K W N O

WINONA—EST. 1938

ABC—DAIRYLAND

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Address 216 Center St.
 Phone Number 3315
 Transmitter Location 831 Sarnia St.
 Time on the Air 6:30 a.m. to midnight;
 Sunday, 7:30 a.m. to midnight
 Newspaper Winona Republican Herald
 News Service AP
 Transcription Service Standard
 Representative John E. Pearson Co.

Personnel

President M. H. White
 General and Commercial Mgr. L. L. McCurnin
 Station Manager L. L. McCurnin
 Promotion Manager Gordon R. Clossway
 Production Manager Irving H. Tingley
 Record M. C. Donald Bonham
 Chief Engineer L. L. McCurnin

MISSISSIPPI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W R O X

CLARKSDALE—EST. 1944

MUTUAL—MID SOUTH

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Birney Imes, Sr.
 Operated By Clarksdale Broadcasting Co.
 Business Address WROX Building
 Phone Number 1566
 Studio Address WROX Building
 Transmitter Location Clarksdale
 Time on the Air 6:30 a.m. to 10:30 p.m. daily;
 Sunday, 6:45 a.m. to 11 p.m.
 Newspaper Affiliation Columbus Commercial
 Dispatch
 News Service AP
 Transcription Service World, Keystone
 Representative Sears and Ayer

Personnel

President Birney Imes, Sr.
 Station Manager David M. Segal
 Sales-Commercial Manager David M. Segal
 Production Manager Carrol F. Jackson
 Publicity Director David M. Segal
 Chief Engineer Henry Fones

W J P R

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Services Co.
 Address 107 So. Poplar
 Phone Number 1770
 Transmitter Location North on Highway
 No. 1
 Time on the Air 6 a.m. to 11 p.m.
 News Service UP
 Transcription Service World, NBC Thesaurus
 Representative Sears & Ayer

Personnel

Merchandising-Production
 Manager Ben F. Rogers
 Program-Publicity Director Bob Thompson
 Chief Announcer Bill McHan
 Musical Director Ed Vincent
 Record M. C. Bill McHan
 Chief Engineer Horace S. Colby
 General Manager Emmet H. McMurry
 Commercial Manager Frank W. Baldwin

W C B I

COLUMBUS—EST. 1940

**MUTUAL BROADCASTING SYSTEM
MID-SOUTH NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned & Operated By.....Birney Imes, Jr.
 (U. S. Army Air Corps.)
 Business Address.....Gilmer Hotel
 Phone Number.....1313
 Studio Addresses....Gilmer Hotel, Columbus;
 Transmitter Location.....Tom Big Bee River
 Bridge
 Time on the Air.....16 hours daily
 Newspaper Affiliation...Columbus Commercial
 Dispatch
 News Service.....AP
 Transcription Service.....Standard Radio,
 Keystone Broadcasting System, M. M. Cole
 Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
 General Manager.....Bob McRaney
 Commercial Manager.....James Eatherton
 Production-Program Dir.....P. B. Hinman, Jr.
 Sales-Promotion Director.....Bob McRaney
 Publicity Director.....Charles Newman
 Chief Announcer.....Mims Boswell, Jr.
 Chief Engineer.....Holt Dyess

W C M A

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 kc.....Power: 250 Watts
 Owned-Operated By
 Corinth Broadcasting Co., Inc.
 Address.....Ray Building
 Representative.....Burn-Smith

Personnel

Chief Executive.....Dr. Frank M. Davis
 Gen.-Com. Manager.....Aaron B. Robinson
 Chief Engineer.....W. M. Essary

W G R M

GREENWOOD—EST. 1938

NBC

MISSISSIPPI NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....P. K. Ewing
 Address.....222 Howard Street
 Phone Numbers.....1900-1
 Transmitter Location.....North Greenwood
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 Transcription Service.....Standard
 Representative.....Wm. G. Rambeau

NOW AVAILABLE!

The **MIDSOUTH NETWORK**

WCBI — WELO — WROX

COLUMBUS
Miss.

TUPELO
Miss.

CLARKSDALE
Miss.

(LINE FACILITIES BETWEEN ALL STATIONS AVAILABLE)

AT ATTRACTIVE PACKAGE RATES

REACH THE GREATER MISSISSIPPI MARKETS WITH THESE
PROGRESSIVE STATIONS

Birney Imes, Jr.
Owner

Bob McRaney
General Manager

SEARS & AYER, Reps.

NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY
SAN FRANCISCO PORTLAND

Personnel

President P. K. Ewing
 General-Station-Commercial
 Manager F. C. Ewing
 Sales Promotion-Merchandising
 Manager Shelton Morgan
 Program Director Grace Harris
 Chief Announcer Van Power
 Musical Director Joe Cudd
 Chief Engineer William Lewis

WGCM

GULFPORT—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned and Operated By WGCM, Inc
 Business Address Hewes-Martin Bldg.
 Phone Number Gulfport 1111
 Studio Addresses Hewes-Martin Bldg.
 (Gulfport)
 Transmitter Location Arlington Heights
 Time on the Air 5:55 a.m. to 11:05 p.m.;
 Sundays, 7:55 a.m. to 10:15 p.m.
 News Service AP
 Transcription Service Standard, Keystone
 Representative Sears & Ayer

Personnel

General Manager Hugh O. Jones
 Sales Manager Mrs. O. L. Owens
 Program Director-Production C. E. Vann
 Chief Engineer Donovan Murphy

WFOR

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.
 REBEL NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Forrest Broadcasting
 Co.
 Address 302 Hemphill St.
 Phone Number 1866-67
 Transmitter Location W. Seventh St. and
 25th Ave.
 Time on the Air 6:30 a.m. to 11:05 p.m.
 News Service UP
 Transcription Service World, Thesaurus

Personnel

President and General Manager... C. J. Wright
 Commercial Manager H. L. Patterson
 Program Director Ed Jenkins
 Chief Engineer B. B. McLemore

WJDX

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.
 SOUTH CENTRAL QUALITY

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Lamar Life Insurance
 Company

Business Address Lamar Life Building
 Phone Numbers 2-1183 (Com'l Dept.),
 2-2641 (Studios)
 Studio Address Heidelberg Hotel
 Transmitter Location U. S. Highway No. 51
 Time on the Air 6 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative George P. Hollingbery
 Company

Personnel

General Manager Wiley P. Harris
 Chief Engineer P. G. Root

WJXN

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc. Power: 250 Watts
 Owned-Operated By Ewing Broadcasting Co.
 Address 1200 N. State St.
 Phone Number 4-8871
 News Service INS
 Transcription Service Standard
 Representative William G. Rambeau Co.

Personnel

Owners F. C. Ewing, P. K. Ewing, Jr.
 Gen.-Com. Manager Hugh M. Smith

WGCM

VOICE OF THE
 MISSISSIPPI
 GULF COAST

**COVERS MISSISSIPPI'S
 SECOND MARKET**

You'll get good results from WGCM because this station covers a vital growing market. For instance, last year Harrison County (Gulfport-Biloxi) led the entire state of Mississippi in Food Sales; retail sales in the WGCM area totaled more than \$130,000,000, and radio homes in the area almost doubled from 1940 to 1945. Write for schedules and rates.

WGCM

HEWES-MARTIN BLDG.
 GULFPORT, MISSISSIPPI

AMERICAN BROADCASTING COMPANY
 Sears & Ayers, National Representatives

Program Director.....Paul Simpkins
 Promotion Manager.....Dean Linville
 Chief Engineer.....Murray Ellington

W S L I

JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Standard Life Broad-
 casting Co.
 Address.....Robert E. Lee Hotel,
 P. O. Box 1847
 Phone Number.....3-2788
 Transmitter Location.....Foot of High St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.

Personnel

President.....Geo. W. Covington
 Secretary-Treasurer.....L. M. Sepaugh
 Station Manager.....L. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Chief Engineer.....C. A. Perkins

W A M L

LAUREL—EST. 1932

**NATIONAL BROADCASTING CO.
 REBEL NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....New Laurel Radio
 Station, Inc.
 Address.....535½ Central Ave.
 Phone Number.....288
 Transmitter Location.....Ellisville Blvd.
 Time on the Air.....6:30 a.m. to 11:05 p.m.;
 Sunday, 7:30 a.m. to 11:05 p.m.
 News Service.....AP & UP
 Transcription Service.....World
 Representative.....George P. Hollingberry Co.

Personnel

President.....D. A. Matison
 General Manager.....Ward A. Coleman
 Commercial Manager.....W. C. DeHority
 Sales Promotion Manager-Publicity
 Director.....W. A. Coleman
 Chief Engineer.....Clyne Graves
 Program Director-Production.....Tyler Nourse

W M B C *

MACON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Mississippi Broadcasting
 Co.
 Business Address.....Macon Hotel

Personnel

President.....D. W. Gavin
 *Under Construction

W S K B

McCOMB—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McComb Broadcasting
 Corp.
 Business Address.....Box 111
 Phone Number.....37
 Studio Address.....WSKB Bldg.
 Transmitter Location.....Pike County
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Gene Grant

Personnel

President.....Robert L. Sanders
 General and Commercial
 Manager.....George Blumenstock
 Program Director.....Julia D. Blumenstock
 Chief Engineer.....Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Mississippi Broadcast-
 ing Co., Inc.
 Address.....Threefoot Building
 Phone Number.....1042
 Transmitter Location.....Highway No. 45 North
 Time on the Air.....7 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Standard

Personnel

President-General Manager.....D. W. Gavin

W M O X *

MERIDIAN

Frequency: 1240kc.....Power: 250 Watts
 Owned-Operated By.....Birney Imes Jr.
 Address.....514 Main St., Columbus, Miss.
 *Construction Permit

W M I S

NATCHEZ—EST. 1941

NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Natchez Broadcasting
 Operated By.....P. K. Ewing, Jr.
 Address.....City Bank & Trust Co. Bldg.
 Phone Number.....580-1
 Transmitter Location.....Highway No. 61, North
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP

Transcription Service World
 Representative-Nat'l. William G. Rambeau

Personnel

President P. K. Ewing
 General Manager-Sales-Commercial
 Manager P. K. Ewing, Jr.
 Program Director Wilna Nichols
 Chief Engineer George W. Wilson

WELO

TUPELO—EST. 1944

MUTUAL BROADCASTING SYSTEM
 MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Birney Imes, Jr.
 Business Address WELO Bldg.
 Phone 1242
 Studio WELO Bldg.
 Transmitter Location Highway 45
 Time on the Air 6 a.m. to 10:30 p.m.;
 Sunday, 7 a.m. to 10:30 p.m.

News Service AP
 Transcription Standard, Keystone
 Representatives Sears & Ayers

Personnel

President-Owner Birney Imes, Jr.
 General Manager Bob McRaney
 Station Manager Gene Tibbett
 Sales Manager Bob Evans
 Merchandising Manager Gene Tibbett

Program Directors Joe Russell,
 Margaret O'Regan

Production Manager Gene Tibbett
 Publicity Director Eugene Tibbett
 Chief Announcer Charley Boren
 Musical Director Don Whitney
 Record M. C. Charley Boren
 Chief Engineer LeRoy Green

WQBC

VICKSBURG—EST. 1931

ABC

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Operated By Delta Broadcasting
 Company, Inc.

Address Hotel Vicksburg
 Phone Number 312
 Transmitter Location 2½ miles E. of
 Vicksburg

Time on the Air 7 a.m. to 10:30 p.m.
 News Service AP
 Newspaper Affiliation Vicksburg Evening
 Post, Vicksburg Morning Herald
 Transcription Service World Broadcasting

Personnel

President L. P. Cashman
 General Manager O. W. Jones
 Sales-Commercial Manager O. W. Jones
 Program Director Mary Van Cashman
 Chief Engineer C. E. Drake

**A NEW ARRIVAL
 A NEW SALES-WINNER
 in the Transcription field**

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

KSD

SAINT LOUIS

Basic Affiliate of the National Broadcasting Company

It Is 225 Miles to the Nearest
Other NBC Basic Outlet

**Only Broadcasting Station in St. Louis With the
Full Service of the Associated Press**

Combining the Special Radio Wire
of Press Association, Inc., With
the World-Famous News Wires of AP

**Greatest Daytime Coverage of Any Broadcasting
Station in St. Louis**

1,264,760 Radio Homes (56% Urban, 44% Rural)
5,300,943 Population in 182 Counties
\$1,465,140,000.00 in Annual Retail Sales

**A Distinguished Broadcasting Station Recognized
Throughout Its Listening Area for Its High Standards
of Programming and Advertising Acceptance**

550 on the Dial—5000 Watts Daytime; 1000 Watts Nighttime

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

To Deliver YOUR Sales Message to the Greater
St. Louis Market, Use

The Combination that C-L-I-C-K-S-



MISSOURI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of
Cape Girardeau on Highway No. 61
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson

Personnel

President-General Manager...Oscar C. Hirsch
Station-Sales Manager.....Ralph L. Hirsch
Production-Program Director.....Virginia Bahn
Chief Engineer.....R. L. Hirsch
Promotion-Publicity.....R. L. Hirsch

K F R U

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....414L
Transmitter Location.....Hickman Hall,
Stephens College
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....Star Times Publish-
ing Company, St. Louis
News Service.....AP & UP
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co.

Personnel

President.....Elzey Roberts
General Manager.....Mahlon Aldridge
Program Director.....Harold Douglas
Musical Director.....Dorothy Jacques
Chief Engineer.....Robert Haigh
Record M. C.....Dorothy Jacques

K H M O

HANNIBAL—EST. 1941

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Courier Post Publish-
ing Co.
Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.

Time on the Air.....5:30 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Hannibal Courier-
Post
News Service.....AP
Transcription Service.....NBC & Cole
Representative.....John E. Pearson Co.

Personnel

General Manager-Sales Promotion
Manager.....Wayne W. Cribb
Commercial Manager.....Chris Jensen
Program-Musical Director.....Dud Dawson
Production Manager.....Maxine Dierking
Publicity Director-Record M. C...Gene Hoenes
Chief Announcer.....Bob McCoy
Chief Engineer.....Ben Parrish

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Printing Co.
Business Address.....210 Monroe
Phone Number.....4000
Studio Address.....210 Monroe
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation...Jefferson City Capitol
News & Post Tribune
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
General Manager.....R. L. Rose
Station Manager.....R. L. Rose
Commercial Manager.....R. L. Rose
Sales Promotion Manager-Publicity
Director.....Natalie LePage
Program Director.....Ray Manning
Chief Engineer.....Harold White

W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address....Frisco Bldg., Sixth and Main Sts.
Phone Number.....330
Transmitter Location.....1334 Roosevelt Ave.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Joplin Globe
Publishing Co.
News Service.....UP

23.9% More Jobs

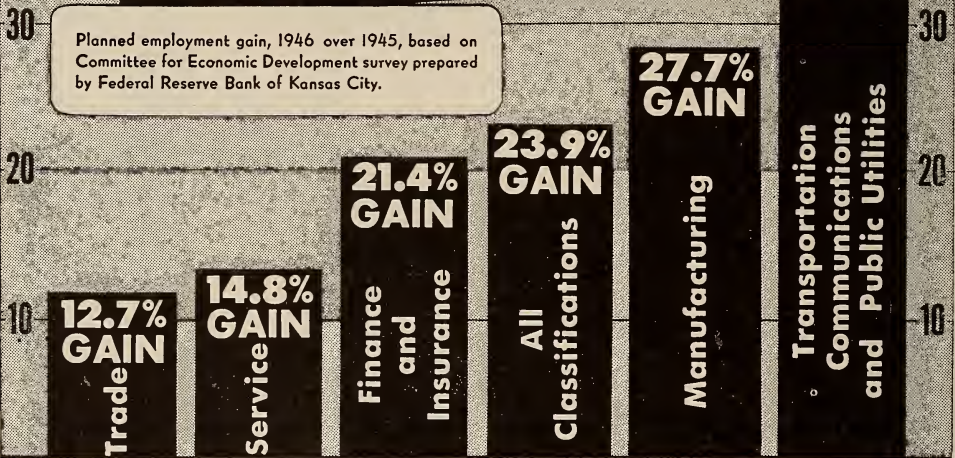
IN GREATER KANSAS CITY THIS YEAR

KCMO's proven **SELLING POWER**

plus K.C.'s growing **BUYING POWER**

Makes **KCMO** a **SELLING NATURAL!**

Planned employment gain, 1946 over 1945, based on Committee for Economic Development survey prepared by Federal Reserve Bank of Kansas City.



KCMO is a Selling Natural in more ways than one! Lowest cost per radio family... healthy program ratings... more value per advertising dollar in this thriving market. For availabilities on KCMO, Greater Kansas City's outstanding selling station, contact your nearest John E. Pearson office.

Today **5000 WATTS**

COMING 50,000 WATTS DAY
10,000 WATTS NIGHT at 810 kc

BASIC STATION

AMERICAN Broadcasting Co.

Represented by

JOHN E. PEARSON

CHICAGO - NEW YORK - KANSAS CITY



Transcription Service...Thesaurus & Standard
Representative.....Sears & Ayer

Personnel

President-General Manager.....D. J. Poynor
Station Manager.....D. J. Poynor
Sales-Commercial Manager.....W. M. Clark
Sales Promotion.....Abe Radunsky
Program Director.....Martha Brown
Chief Announcer.....Charles McIntire
Musical Director.....Stella Lukens
Chief Engineer.....Richard Meek

News Service.....AP, UP, TP.
Transcription Service: Lang-Worth; World
Representative.....Free & Peters, Inc.

Personnel

President.....Arthur B. Church
Managing Director.....Karl R. Koerper
Director of Sales.....Sam H. Bennett
Promotion-Publicity Director...E. P. J. Shurick
Program Director.....Roderick Cupp
Chief Engineer.....A. R. Moler

(See age 464)

KCKN

KANSAS CITY

(See Listing, Kansas City, Kans.)

KCMO

KANSAS CITY—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1480 Kc.....Power: 5000 d.;
1000 n. (C. P. 5000 n.)
Owned-Operated By.....KCMO Broadcasting
Company
Address.....1515 Commerce Building
Phone Number.....Victor 0900
Transmitter Location..Hardesty & Washington
Sts.
Time on the Air.....5 a.m. to 1 a.m.;
Sunday, 7:30 a.m. to midnight
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Representative.....John E. Pearson Co.

Personnel

General Manager.....E. K. Hartenbower
Asst. Manager.....C. E. Breazeal
Sales Manager.....C. E. Morrill
Sales Promotion Manager.....F. C. Strawn
Program Director-Production
Manager.....James Coy
Publicity Director.....F. C. Strawn
Chief Announcer.....James Monroe
Musical Director.....Gene Moore
Chief Engineer.....Karl Troeglen

(See Page 462)

KMBG

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Broad-
casting Co.
Address.....Pickwick Hotel
Phone Number.....Harrison 2650
Transmitter Location...50th & Belinder Road
Time on the Air.....5:30 a.m. to midnight;
Sundays, 7 a.m. to 12 midnight

WDAF

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By....The Kansas City Star
Company
Address.....1729 Grand Ave
Phone Number.....Harrison 1200
Transmitter Location.....82nd and Mission
Road, Johnson County, Kans.
Time on the Air..Daily & Sunday, 6 a.m. to 12
midnight
Newspaper Affiliation...The Kansas City Star
News Service.....AP
Transcription Service.....Standard
Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
Station Manager.....Dean Fitzer
Program Manager.....Harry J. Kaufmann
Chief Engineer.....Joseph A. Flaherty

WHB

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

MISSISSIPPI VALLEY

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarritt Building
Phone Number.....Harrison 1161
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license
News Service.....AP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr.

Personnel

President and Commercial
Manager.....Donald Dwight Davis
General Manager.....John T. Schilling

Why YOU Will Prosper in GREATER KANSAS CITY



© 1945... H. M. CO.

A report by Greater Kansas City Business concerning future planned employment for this area. These facts and figures were collated and analyzed by the Research Department of the Federal Reserve Bank of Kansas City. Here is a true picture of the job opportunities ahead—and thereby an insight into tomorrow's business conditions for Kansas City. Employment planned for September, 1946, compared with the employment of fall, 1945, and of 1940, is as follows:

PLANNED EMPLOYMENT INCREASE

Business Classification	% Over Fall, 1945			% Over 1940		
	Total	Men	Women	Total	Men	Women
All Classifications	23.9	32.6	10.3	40.5	40.2	41.0
Manufacturing	27.7	29.3	23.5	39.3	41.4	33.9
Trade	12.7	41.3	2.6*	32.0	22.5	40.5
Transportation, Communications and Public Utilities	37.1	40.9	27.5	88.8	62.0	246.5
Service	14.8	22.4	4.5	21.3	32.5	7.0
Finance and Insurance	21.4	85.1	12.3*	50.3	58.2	42.4

*Decrease

YOU Will Prosper on



**On KMBC you get
PLUS Service of**

PERPETUAL PROMOTION

- *First in Programming!*
- *First in Public Service!*
- *First in Farm Service!*
- *First in Hooperatings!**

KMBC
OF KANSAS CITY
Free & Peters, Inc.

* Kansas City, Mo. and Kansas May through September, 1945

SINCE 1928—BASIC CBS STATION for MISSOURI & KANSAS

K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

MISSISSIPPI VALLEY NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....A. L. McCarthy,
 O. A. Tedrick, J. H. Wolpers d/b Radio Sta-
 tion K W O C
 Address.....1801 North Main St.
 Phone Number.....1310
 Time on the Air..7 a.m. to 7 p.m.; Sundays, 8
 a.m. to 7 p.m.
 Newspaper Affiliation....American Republic
 Daily
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.

Personnel

General Manager.....P. H. Cunningham
 Chief Engineer.....Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924

ABC

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....Schneider Building,
 7th and Felix Streets
 Phone Number.....4-0813
 Transmitter Location.....5½ miles North
 Northeast of St. Joseph
 Time on the Air..5:45 a.m. to midnight daily; 7
 a.m. to midnight, Sunday
 Newspaper Affiliation..St. Joseph News-Press,
 Gazette
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Headley-Reed Company

Personnel

President.....Barton Pitts
 General Manager.....Barton Pitts
 Station Manager.....Barton Pitts
 Sales-Commercial Manager..Glen G. Griswold
 Sales Promotion Manager....J. Ted Branson
 Program Director-Musical
 Director.....H. H. Packard
 Production Manager.....Rollin Mabie
 Publicity Director.....J. Ted Branson
 Chief Announcer.....Dee D. Denver, Jr.
 Record M. C.....Lawrence M. Parker
 Chief Engineer.....Fred Damm

K F U O*

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts
 Owned By....Evangelical Lutheran Synod of
 Missouri, Ohio and other states
 Operated By....Board of Control of Concordia
 Seminary
 Address.....801 DeMun Ave.
 Phone Number.....DElmar 3030
 Transmitter Location.....801 DeMun Ave.
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....World

Personnel

Director.....Herman H. Hohenstein
 Production Manager-Chief Announcer,
 Elmer Knoernschild
 Program Director.....H. H. Hohenstein
 Director of Public Relations....Paul C. Barth
 Chief Engineer.....Albert Wiese

* (Non-Commercial Station)

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

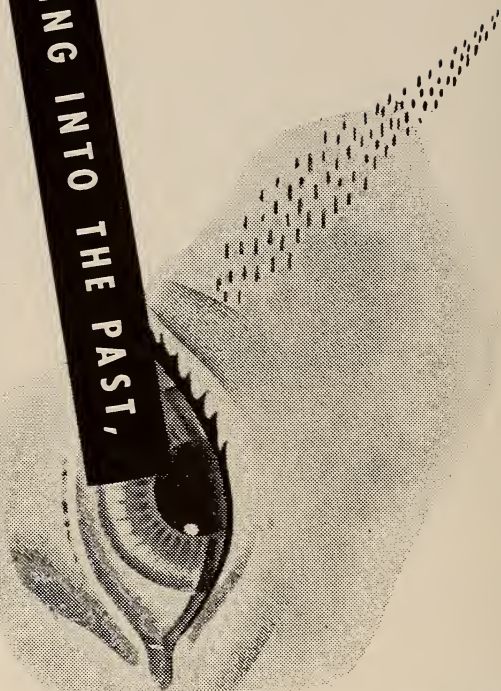
SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

LOOKING INTO THE PAST,



PRESENT, FUTURE

For years, KXOK has grown steadily and impressively, gaining appreciative audiences and selling important markets. Today, KXOK's vast daytime audience covers 114 counties—southern Illinois; the bounteous agricultural areas of Indiana, Kentucky, southwest Missouri, and several cities throbbing with industry.

KXOK's present important standing has been gained through programs with all-round appeal and complete, award-winning promotional activities.

KXOK's sturdy past and present make a strong foundation for a mighty future. The "blueprints" for its future now include applications for television and facsimile*—and, of course, consistent programs and energetic promotional activities.

KXOK

SAINT LOUIS 1, MISSOURI
Owned and Operated by the St. Louis Star-Times

630 KILOCYCLES, 5,000 WATTS FULLTIME—
BROADCASTING CO.
Represented by John Blair & Co.
Chicago • St. Louis • Los Angeles

Offices in New York • San Francisco
• Soon To Be Filled

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc. Power: 50000 Watts
 Owned-Operated By . . . Columbia Broadcasting
 System, Inc.
 Address 401 South Twelfth Blvd.
 Phone Number Central 8240
 Transmitter Location . . 16 miles south of St. Louis
 Time on the air Sundays, 6 a.m. to 1 a.m.;
 weekdays, 5 a.m. to 1:30 a.m.
 News Service AP, UP
 Transcription Service Associated Music
 Publishers; Lang-Worth
 Representative Radio Sales

Personnel

General and Station
 Manager Wendell B. Campbell
 Assistant to Manager-Public Relations
 Director Jerry Hoekstra
 General Sales Manager David V. Sutton
 Local Sales Manager J. Soulard Johnson
 Sales Promotion Manager . . . C. W. Doebler
 Program Director Jack Sexton
 Production Manager Lewis Shumate
 Publicity Director David Moore
 Musical Director Seth Greiner
 Chief Engineer Harry Harvey

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Pulitzer Publishing
 Company
 Address 1111 Olive St.
 Phone Number Main 1111
 Transmitter Location . . Twelfth and Olive Sts.
 Time on the Air 5:30 a.m. to 12:30 a.m.;
 Sundays, 7 a.m. to 12:30 a.m.
 Newspaper Affiliation St. Louis Post-
 Dispatch
 News Service AP
 Transcription Service NBC Thesaurus, World
 Representative Free & Peters, Inc.

Personnel

President Joseph Pulitzer
 General Manager George M. Burbach
 Commercial Manager Edward W. Hamlin
 (See Page 400)

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 5000 d., 1000 n.
 (CP 5000)
 Owned-Operated By Thomas Patrick, Inc.
 Address . . Hotel Chase, Lindell & Kingshighway
 Phone Number Rosedale 3210
 Transmitter Location . . . 500 E. Logan, Baden
 Station, Baden, Mo.
 Time on the Air 6 a.m. to midnight;
 Sunday, 7 a.m. to 12:15 a.m.
 News Service AP & UP
 Transcription Service World Broadcasting
 System
 Representative Paul H. Raymer Company

Personnel

President R. T. Convey
 Station Director Ray E. Dady
 Assistant Director John W. Tinnea
 Commercial Manager V. E. Carmichael
 Merchandising Manager . . . Thomas E. Richter
 Program Director Russel C. Kaiser
 Production Manager Thad Shore
 Publicity Director Robert J. Richardson, Jr.
 Chief Announcer Fred Moegle
 Musical Director Carl Hohengarten
 Chief Engineer N. J. Zehr

K X O K

ST. LOUIS—EST. 1938

ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By Star-Times Pub. Co.
 Address 12th and Delmar Blvds.
 Phone Number Chestnut 3700
 Transmitter Location Horse Shoe Lake,
 Madison County, Ill.
 Time on the Air . . . 5 a.m. to 1 a.m. daily; 6 a.m.
 to 1 a.m. Sunday
 Newspaper Affiliation St. Louis Star-Times
 News Service INS, UP, Reuters
 Transcription Service Associated Music
 Publishers; Standard Radio
 Representative John Blair & Company

Personnel

President-Owner Elzey M. Roberts
 General Manager-Station Mgr. . Chet L. Thomas
 Commercial Manager V. N. Springgate
 Sales Promotion Manager . . . Mauriel Medearis
 Production Manager Elmer G. Muschany
 Publicity Director Ralph Gentles
 Musical Director Emmett Schuster
 News Editor Mahlon Aldridge
 Chief Engineer Arthur Bekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By . . . The St. Louis University
 Address 3642 Lindell Blvd.
 Phone Numbers FRanklin 5665-6-7
 Transmitter Location 3642 Lindell Blvd.
 Time on the Air 6 a.m. to local sunset
 News Service **INS**
 Transcription Service Standard Radio,
 Lang-Worth; World
 Representative John E. Pearson

Personnel

President Rev. Patrick J. Holloran, S. J.
 General Manager Nicholas Pagliara
 Sales Manager Leonard Frankel
 Program Director Don Lochner
 Publicity Director Clifford Lanctot
 Chief Announcer O. J. McQuigg
 Chief Engineer Brother George Rueppel, S.J.

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Missouri Broadcasting
 Corp.
 Address Melbourne Hotel
 Phone Number Jefferson 8403
 Transmitter Location Melbourne Hotel
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,
 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m.
 to 11 p.m.
 News Service **AP**
 Transcription Service Standard Radio,
 Lang-Worth, MacGregor
 Representative William G. Rambeau Co.

Personnel

President L. A. Benson
 V-P, General Manager and Station
 Manager C. W. Benson
 Commercial Manager Kenneth Parke
 Sales Production-Merchandising . . . Bill Durney
 Record M. C.'s Vern King, Ed Rutledge
 Chief Engineer Edward Goodberlet

K D R O

SEDALIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . Milton J. Hinlein d/b as
 Address Broadway at State Fair Blvd.
 Phone Numbers 4004, 4005
 Transmitter Location Broadway at State
 Fair Blvd.
 Time on the Air Unlimited
 News Service **UP**
 Representative The Walker Company

Personnel

President Milton J. Hinlein
 General and Station Manager . . Phoebe E. Trout
 Sales-Commercial Manager . . William W. Davis
 Sales Promotion William W. Davis
 Program Director Maxine Fisher
 Chief Engineer Wayne Pash

K G B X

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By . . Springfield Broadcasting
 Co.
 Address 508 St. Louis St.
 Phone Number 1360-1-2-3
 Transmitter Location Bolivar Road
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation Springfield News-
 papers, Inc.
 News Service **AP, UP**
 Transcription Service NBC Thesaurus
 Representative George P. Hollingberry Co.

Personnel

President Jeanne Bixby
 Station and Commercial
 Manager J. Gordon Wardell
 Program Director Carl Fox
 Promotion Manager Dudley Morris
 Chief Engineer E. Dennis White

"STAR TIME"

Intensely interesting dramatizations of personalities of interest to women. Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star. "Cue-In" localizes and personalizes the program—15-minutes, transcribed.

Exclusive in Any Market

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

K T T S

SPRINGFIELD—EST. 1941

COLUMBIA

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Independent Broad-
 casting Co.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....4303
 Transmitter Location...Chamber of Commerce
 Bldg.
 Time on Air.....6:30 a.m. to 12:05 a.m.
 News ServiceAP
 Transcription Service.....World Broadcasting
 System, MacGregor
 RepresentativeSears & Ayer, Inc.

Personnel

President.....J. H. G. Cooper
 General-Station Manager...G. Pearson Ward
 Commercial Manager.....Bob Burke
 Sales Promotion Manager...G. Pearson Ward
 Chief Engineer.....William F. Curry

K W T O

SPRINGFIELD—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By..Ozarks Broadcasting Co.
 Address.....508 St. Louis St.
 Phone Number1360
 Time on the Air.....5 a.m. to midnight
 News ServiceUP
 Transcription Service.....Standard
 Representative.....John E. Pearson

Personnel

Chairman of Board.....Lester E. Cox
 President & General Manager..Ralph D. Foster
 V-P & Treasurer.....C. Arthur Johnson
 Sales Manager.....Leslie L. Kennon
 Sales Promotion Manager...Ralph A. Nelms
 Acting Program Producer.....Lou Black
 Chief Announcer.....Charles Seiferd
 Musical Director.....Virgil Phillips
 Chief Engineer.....Fritz Bauer

MONTANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K G H L

BILLINGS—EST. 1928

NBC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Northwestern Auto
 Supply Co.
 Address.....Fifth and North Broadway
 Phone Number.....2222
 Transmitter Location.. 7 miles west of Billings
 Time on the Air.....6 a.m. to midnight;
 Sundays, 7 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....Standard, NBC
 Thesaurus, World
 Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
 General Manager.....Ed Yocum
 Station Manager.....V. Braunberger
 Sales-Commercial Manager.....Ed Yocum
 Sales Promotion Manager-Chief
 AnnouncerHarry Turner
 Program Director.....M. V. Braunberger

Production Manager.....Frank Manzari
 Publicity Director.....Maurice Enright
 Musical Director.....George Heins
 Chief Engineer.....Jeff Klichli

(See Page 470)

K R B M

BOZEMAN—EST. 1939

ABC—NBC

Z-BAR NET

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..KRBM Broadcasters, Inc.
 Address.....103 W. Main St.
 Phone Number.....1420
 Transmitter Location.....East of Bozeman
 Time on the Air.....7:15 a.m. to 10:30 p.m.
 News ServiceAP
 Transcription Service..Lang-Worth, Keystone
 Representative.....The Walker Co.

Personnel

President-General Manager...Ernest A. Neath
 Commercial Manager.....J. Ray Bridges
 Program Director.....Larry Binder
 Chief Engineer.....Jack Provis

*The Formula
For Coverage*

**POWER
+ FREQUENCY
+ CONDUCTIVITY**

POWER	5000 W.	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	790 kc.	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	FAVORABLE	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	MAXIMUM	No other station can match KGHL's coverage* of Montana and Northern Wyoming. <div style="text-align: center;"> <p>KGHL Primary Area</p> <p>*Population ----- 326,777</p> <p>Retail Sales ----- \$180,033,000</p> <p>Radio Homes ----- 72,630</p> <p>Source: Katz Research Bureau</p> </div>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

KGIR

BUTTE—EST. 1929
NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Address.....Box 1956, Butte
 Phone Number.....2-2344
 Transmitter Location.....Butte
 Time on the Air.....7 a.m. to midnight
 News Service.....UP
 Transcription Service.....Lang-Worth;
 C. P. McGregor
 Representative.....The Walker Co.

Personnel

Manager.....Ed. B. Craney
 Station Manager-Sales Manager..Arne Anzjon
 Sales Promotion-Merchandising

Manager.....John Schile
 Program Director-Production

Manager.....Mel Jass
 Chief Announcer.....Mel Jass
 Chief Engineer.....Jack Provis

KFBB

GREAT FALLS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By...Butrey Broadcast, Inc.
 Address....605 First National Bank Building
 Phone Number.....4377, 4378
 Transmitter Location..4½ miles west of Great
 Falls

Time on the Air...6 a.m. to 11:30 p.m. daily;
 8 a.m. to 11:30 p.m. Sunday

News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio

Representative.....Weed & Company,

Personnel

President.....F. A. Buttrey
 General Manager.....J. P. Wilkins
 Program Director.....LeRoy Stahl
 Chief Engineer.....Wilbur L. Myhre

KPFA

HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Peoples Forum of the Air
 Address.....1306 Eleventh Ave.
 Phone Number.....1240
 Transmitter Location.....Helena

Time on the Air.....8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co., Pacific
 Northwest Broadcasters

Personnel

President.....Barclay Craighead
 Station Manager.....K. O. MacPherson
 Chief Engineer.....R. B. Martin

KGZ

KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts
 Lessee.....A. W. Talbot
 Operated By.....A. W. Talbot
 Address.....203 - 1st Ave. E.
 Phone Number.....332 (Office), Rural 3220
 (Transmitter)

Transmitter Location.....2½ miles south of
 Kalispell, on Highway No. 93

Time on the Air.....8 a.m. to 8 p.m.
 News Service.....UP
 Transcription Service.....World

Personnel

President.....A. W. Talbot
 Station & General Manager..Donald C. Treloar
 Commercial Manager.....Glenn E. Millhouse
 Program-Production Director..Donald C. Treloar
 Promotion-Publicity Director..Donald C. Treloar
 Musical Director.....Maurice Driscoll
 Chief Engineer, Acting.....Paul Johnston
 Record M. C.....Paul Johnston

KRJF

MILES CITY—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Studio Address.....U. S. Highway No. 212
 Transmitter Location...U. S. Highway No. 212
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 10 a.m. to 9 p.m.

Newspaper Affiliation.....Miles City Star
 News Service.....UP
 Transcription Service...World Broadcasting;
 Keystone Broadcasting System

Personnel

General Manager.....W. F. Flinn
 Station Manager.....Don Tannehill
 Sales-Commercial Manager....D. E. Tannehill
 Chief Announcer.....Robert T. Wilson
 Chief Engineer.....Ian Elliott

KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.
 Address.....132 W. Front St.
 Phone Number.....2155
 Transmitter Location.....Highway No. 10

MONTANA - NEBRASKA

Time on the Air.....6:45 a.m. to midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.

Personnel

President and Station Manager....A. J. Mosby
Sales Manager.....Harry Bennett
Publicity Director.....Bill Zietzke
Sales Promotion.....Don Jones
Program Director.....Lee Saunders
Production Manager.....Mary Berthold
Chief Announcer.....Sid McSloy
Musical Director.....Ragna Phelps
Record M. C.....George Livesey
Chief Engineer.....Merrill Chapin

K G C X

SIDNEY—EST. 1926

MUTUAL

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1480 Kc.....Power: 1000 Watts

Owned-Operated By.....E. E. Krebsbach
Business Address.....109 So. Central Ave.
Phone Number.....408
Studio Address.....Suckstorff Bldg.
Transmitter Location.....4½ miles N. E. of
Sidney

Time on the Air.....7 a.m. to 10 p.m.
Transcription ServiceWorld
Representative....North Central Broadcasting
System

Personnel

President-General Manager...E. E. Krebsbach
Station Manager-Sales-Commercial
Manager.....E. Clair Krebsbach
Sales Promotion-Merchadising
ManagerJack Britton
Program Director.....William J. Brady
Chief Announcer.....Jack Britton
Chief Engineer.....Q. V. Prochaska

NEBRASKA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K O R N

FREMONT—EST. 1939

MUTUAL—NORTH CENTRAL
MISSISSIPPI VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Nebraska Broadcasting
Corporation
Address.....Pathfinder Hotel
Phone Number1060
Transmitter Location.....E. 16th St., Fremont
Time on the Air.....6 a.m. to midnight;
Sunday, 8 a.m. to midnight
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
General Manager.....Lumir Urban
Commercial Manager.....Lumir Urban
Program Director.....Marjorie Christensen
Chief Announcer.....Don French
Record M. C.'s.....Jim O'Neill, Bob Lee
Chief Engineer.....Philip Stevens
Sales Promotion.....Lumir Urban
Production Director.....Bill Ross

K M M J

GRAND ISLAND—EST 1926

ABC

Frequency 750 Kc.....Power: 1000 Watts
Owned-Operated By.....KMMJ, Inc.
Address.....At Cedar Division
Phone Number.....703
Transmitter Location.....Phillips, Nebr.
Time on the Air.....Sunrise to Sunset
News Service.....UP
Transcription Service.....Standard Radio,
SESAC, Republic, NAB Bonus
Representative.....Headley-Reed Co.

Personnel

President.....Don Searle
General Manager.....Wick Heath
Asst. General Manager.....Bill Martin
Commercial Manager.....Bill Martin
Sales Promotion-Merchandising Manager-
Publicity Director.....Ed Skinner
Program Director.....Orie Kerwood
Production Manager.....Dick Yarnell
Farm & Public Service Director...George Kister
Musical Director.....Jim Johnson
Record M. C.....Raymond Kozak
Chief Engineer.....Don Campbell

K H A S

HASTINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Nebraska
Broadcasting Co.

Address.....Tribune Bldg.
Phone Number.....1745-6
Transmitter Location.....Tribune Bldg.
Time on the Air.....Weekdays, 6 a.m. to
midnight; Sundays, 8 a.m. to 9:30 p.m.
Newspaper Affiliation...Hastings Daily Tribune
News Service.....AP
Transcription ServiceWorld Broadcasting
System

Personnel

President.....D. W. Clark
Chief Executive.....Fred A. Seaton
Station-General Manager.....Duane L. Watts
Commercial Manager.....Ken James
Program-Production Manager.....Herb Clark
Chief Engineer.....Duane Allison

K G F W

KEARNEY—EST. 1928

MUTUAL
NEBRASKA WIRELESS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Nebraska
Broadcasting Corporation

Address.....Federal Annex Bldg.
Phone Number.....Executive office, 23541.
Program Dept., 31551
Transmitter Location.....Lakeside
Time on the Air.....6:30 a.m. to 10:15 p.m.
News ServiceUP
Transcription ServiceKeystone
Representative.....Sears & Ayer, Inc.

Personnel

President.....Lloyd C. Thomas
General Manager-Station-Sales
Commercial Manager....E. Anson Thomas
Program Director.....Peg Biber
Publicity Director.....John Mitchell
Chief Announcer.....Tom Cary
Musical Director.....Norma Applegate
Chief Engineer.....Jack Lewis

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 10000 Watts
Owned-Operated By.....KFAB Broadcasting
Company

Address.....Sharp Bldg., Lincoln,
Farnam Bldg., Omaha

Phone Number.....2-3214
Transmitter Location...17th and Holdrege Sts.
Time on the Air.....5 a.m. to 1 a.m.
Newspaper Affiliation.....Nebraska State
Journal, Lincoln Star
News Service.....AP & UP
Transcription Service.....Standard Radio,
M. M. Cole
Representative.....Paul H. Raymer Co.

Personnel

General Manager.....Harry D. Burke
Station Manager.....C. Earl Williams
National Sales Manager.....Robert M. Dooley
Commercial Manager.....Harry D. Burke
Sales Promotion Manager-Publicity
Director.....Harold E. Roll
Program Director.....L. A. Miller
Production Manager...William E. MacDonald
Chief Announcer.....Lyell Bremser
Musical Director.....Alene McKinney
Chief Engineer.....Mark W. Bullock

K F O R

LINCOLN—EST. 1924

AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Combelt Broadcasting
Corporation

Address.....Stuart Bldg.
Phone Number.....2-6965
Transmitter Location.....4745 Vine St.
Time on the Air...7 a.m. to 12 midnight; 8 a.m.
to 12 midnight Sundays
News Service.....INS; AP
Transcription ServiceStandard Radio,
Associated,
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Charles T. Stuart
General Manager.....Gordon Gray
Station Manager.....Melvin Drake
Promotion Manager.....Bill Malone
Program Director.....Ken Stuart
Commercial Manager.....W. O. Edholm
Chief Engineer.....Charles Winkler

W J A G

NORFOLK—EST. 1922

Frequency: 780 Kc.....Power: 1000 Watts
Owned-Operated By.....Norfolk Daily News
Business Address.....Norfolk Ave. & 6th St.
Phone Number.....432
Studio Address.....Norfolk Ave. & 6th St.
Transmitter Location...West Koenigstein Ave.
Time on the Air.....Shares Time
Newspaper Affiliation....Norfolk Daily News
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....The Walker Co.

Personnel

President.....Gene Huse
 General Manager.....Art Thomas
 Station Manager.....Art Thomas
 Sales-Commercial Manager.....Art Thomas
 Sales Promotion-Merchandising
 Manager.....Vernon Stedry
 Program Director-Publicity
 Director.....Hollis Francis
 Production Manager.....Hollis Francis
 Chief Announcer.....Hollis Francis
 Musical Director.....Hollis Francis
 Record M. C.....Hollis Francis
 Chief Engineer.....F. W. Weidenbach

K O D Y

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WOW,
 Inc., Omaha
 Address.....1521 West 12th St.
 Phone Number.....382
 Time on the Air....6 a.m. until 12 midnight
 News Service.....UP and AP
 Transcription Service...Standard, Lang-Worth
 Representative.....John Blair & Co.

Personnel

President.....John J. Gillin, Jr.
 General Manager.....John Alexander
 Commercial Manager.....Joe Di Natale
 Merchandising Manager.....Jerry Wing
 Program Director.....John Alexander
 Production Manager.....Ed Launer
 Publicity Director.....Joe Di Natale
 Musical Director.....Dorothy Roberts
 Record M. C.....Dave Button
 Chief Engineer.....Beuford Eaves

K B O N

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Inland Broadcasting
 Company
 Address.....2027 Dodge Street
 Phone Number.....Jackson 8282
 Transmitter Location.....2027 Dodge St.
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.

Personnel

President.....John K. Morrison
 General Manager.....Paul R. Fry
 Station Manager.....R. E. Welna
 Sales-Commercial Manager...Paul R. Fry
 Sales Promotion-Merchandising

Manager.....M. K. Doyle
 Program Director.....Richard E. Welna
 Production Manager.....H. E. Bader
 Publicity Director.....M. K. Doyle
 Chief Announcer.....Dick McCann
 Musical Director.....E. S. Priesman
 Record M. C.....Charles Jackson
 Chief Engineer.....Percy Ziegler

K O I L

OMAHA—EST. 1925

ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By...Central States Broad-
 casting Co.
 Address.....Omaha National Bank Bldg.
 Phone Number.....Jackson 7626
 Transmitter Location...Council Bluffs, Iowa
 Time on the Air.....6 a.m. to midnight;
 Sundays, 7 a.m. to midnight
 News Service.....INS; AP
 Transcription Service.....Standard Radio,
 Associated
 Representative.....Edward Petry & Co.

Personnel

President.....Charles T. Stuart
 General Manager.....Gordon Gray
 Assistant General Manager...Harold Hughes
 Sales-Commercial Manager...W. O. Edholm
 Sales Promotion-Merchandising
 Manager.....Angus Nicoll
 Program Director-Production
 Manager.....Harold Hughes
 Publicity Director.....Angus Nicoll
 Chief Announcer.....Harry Peck
 Musical Director.....Teresa Breder
 Record M. C.'s.....Byron Head, Lee Barron
 Chief Engineer.....C. W. Winkler

K O W H

OMAHA—EST. 1922

ASSOCIATED BROADCASTING SYSTEM

Frequency: 660 Kc.....Power: 500 Watts
 Owned By.....World Publishing Co.
 Operated By.....Omaha World-Herald
 Business Address.....15th and Farnam Sts.
 Transmitter Location.....60th & Girard
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service...World, Associated
 Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
 Station Manager.....B. C. Corrigan
 Musical Director.....George Johnson
 Chief Engineer.....Frank E. Shopen

WOW

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.
NEBRASKA NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By. Radio Station WOW, Inc.
Address..Insurance Building, 17th & Farnam
Streets
PhoneWebster 3400
Transmitter Location.....5500 Kansas Ave.
Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....UP, Chicago Daily News
Foreign Service, AP
Transcription Service.....NBC Thesaurus;
Lang-Worth; Standard
Representative.....John Blair & Company

Personnel

President and General Mgr..John J. Gillin, Jr.
Promotion Manager.....Bill Wiseman
Program Manager.....Lyle DeMoss
Musical Director.....Morton Wells

Chief Engineer.....William J. Kotera
Technical Supervisor.....Joseph Herold

KGKY

SCOTTSBLUFF—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hilliard Co.
Business Address.....1517½ Broadway
Phone Number856
Studio Address.....1517½ Broadway
Transmitter Location.....South Broadway
Time on the Air.....16 hours daily
News ServiceUP
Transcription Service.....Standard Radio

Personnel

President-General Manager, Station
Manager.....L. L. Hilliard
Sales-Commercial Manager.....R. M. Stewart
Chief Engineer.....Harland Morrison

NEVADA

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KBNE

BOULDER CITY—EST. 1946

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By.....Boulder City Co.
Address.....P. O. Box H
Phone Number.....247
Transcription Service.....World

Personnel

Chief Executive.....J. Clarence Manix
Mgr.-Chief Enginee.....Calvert C. Applegate

(Call Letters to Be Assigned)

ELY*

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By
Boulder City Broadcasting Co.
Address.....Ely, Nevada
*Construction Permit

KENO

LAS VEGAS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Broadcast-
ing Company

Business Address.....P. O. Box 1310
Phone Number1400
Studio AddressEl Rancho Vegas
Transmitter Location.....El Rancho Vegas
Time on the Air.....6 a.m. to 11 p.m.
Transcription Service...NBC Thesaurus, World

Personnel

President-General Manager.....Maxwell Kelch
Commercial Manager.....Paul R. Gang

KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting
Co. of Nevada
Address.....143 Stevenson Street
Phone Number5106-7
Transmitter Location.....County Road,
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation..The Sacramento Bee;
Modesto Bee; Fresno Bee
News ServiceUP, AP
Transcription Service...NBC Thesaurus, World
RepresentativePaul H. Raymer Co.

Personnel

PresidentEleanor McClatchy
Station Manager.....Robert L. Stoddard
Commercial Manager.....George Carr

NEW HAMPSHIRE

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WCNH*

CONCORD

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By

Concord Broadcasting Corp.

Address.....Concord, N. H.
Transcription Service.....Standard

Personnel

Chief Executive.....William J. Barkley
Gen.-Com. Manager.....H. Scott Kilgore
Chief Engineer.....William F. Rust, Jr.
*Construction Permit

WKXL

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Charles M. Dale
Address.....Eagle Hotel
Transmitter Location.....Concord, N. H.
Time on the Air.....6:30 a.m. to midnight;
Sundays, 8 a.m. to midnight
News Service.....AP
Representatives..New York: Walker Company

Personnel

President.....Charles M. Dale
Vice-President-General Manager..Bert Georges
Sales Manager.....Keith Field
Chief Engineer.....Paul G. Lindsay

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location..... Stanhope Ave.
Time on the Air.....6 a.m. to midnight;
Sundays, 8:30 a.m. to midnight
News Service.....UP
Transcription Service.....World
Representative.....Headley-Reed Co.

Personnel

President.....Harry C. Wilder
Vice Pres. Gen. Mgr.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Howard W. Wheelock
Chief Engineer.....Ernest F. Batchelder, Jr.

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Northern Broadcasting
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location.....Lower Bay Road,
Sanbornton, N. H.

Time on the Air.....7:00 a.m. to 11:15 p.m.;
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

President.....Vernon Mason
General Manager.....Malcolm Jenney
Station Manager-Sales.....Martin B. Avery
Sales Promotion.....Martin B. Avery
Program-Director.....Sherwin Greenlaw
Publicity Director.....Martin B. Avery
Chief Announcer-Directo. r. Sherwin Greenlaw
Chief Engineer.....Louis C. Steady

WFEA

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
Owned By.....H. M. Bitner
Operated By.....Melvin C. Green
Address.....286 Franklin St.
Transmitter Location.....Merrimack, N. H.
Time on the Air.....6 a.m. to 12:05 midnight;
Sunday, 7:45 a.m. to 12:05 a.m.

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative...Bertha Bannan, Katz Agency

Personnel

President.....Harry M. Bitner
General Manager.....Melvin C. Green
Sales-Commercial Manager..William C. Engel
Sales Promotion.....William C. Engel
Chief Announcer.....Gerald Kearney
Chief Engineer.....Reginald Schow

WMUR

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..Radio Voice of New
Hampshire, Inc.

Address.....1819 Elm Street
Phone Number.....2090-2091
Transmitter Location.....Front Street
Time on the Air.....6 a.m. to 11:30 p.m.

News Service..... AP
 Transcription Service..... World Broadcasting
 Representatives..... Weed,
 R. C. Foster & Company

Personnel

President Francis P. Murphy
 Station Manager Harvey Carter
 Commercial Manager Hervey Carter
 Chief Engineer..... Vincent H. Chandler

W H E B

PORTSMOUTH—EST. 1932

MUTUAL—YANKEE

Frequency: 750 Kc.....Power: 1000 Watts

Owned-Operated By..... WHEB, Inc.
 Address..... Lafayette Road, U. S.
 Highway No. 1
 Phone Number..... 4080
 Transmitter Location... Lafayette Road, U. S.
 Highway No. 1
 Time on the Air..... Daytime
 News Service..... UP, AP
 Transcription Service... NBC Thesaurus, World
 Representative Walker

Personnel

Owner..... Hon. Charles M. Dale
 General Manager Bert Georges
 Sales Manager Keith Field
 Chief Engineer..... Paul Lindsay

NEW JERSEY

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc.Power: 500 Watts
 Owned-Operated By Radio Industries
 Broadcast Company, Inc.
 Business Address..... 4 Convention Hall
 Phone Number..... Asbury Park 1911
 Transmitter Location..... Whiteville Section
 Neptune, N. J.
 Time on the Air..... Shares with WCAM
 News Service AP
 Transcription Service..... BMI, World
 Representative..... Spot Sales, Inc.

Personnel

President..... Walter W. Reid, Jr.
 General Manager..... Morris Scheck
 Station Manager-Program
 Director..... V. N. Scholes
 Chief Engineer..... Alphonse Bressan

W B A B

ATLANTIC CITY—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By... Press-Union Publishing
 Co.
 Business Address..... 1900 Atlantic Ave.
 Phone Number 5-1111
 Studio Address... Absecon Blvd. and Beach
 Thorofare
 Transmitter Location: Absecon Blvd. & Beach
 Thorofare
 Time on the Air..... 7 a.m. to 12:05 midnight
 Newspaper Affiliation: Atlantic City Press;
 Atlantic City Evening Union
 News Service AP

Transcription Service..... World Broadcasting
 System
 Representative..... Headley-Reed Co.

Personnel

President Albert J. Feyl
 General Manager..... Monroe L. Mendelsohn
 Station Manager..... Monroe L. Mendelsohn
 Production Manager..... Ralph Shoemaker
 Chief Engineer..... Earle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By..... Neptune Broad-
 casting Corporation
 Business Address Steel Pier
 Phone Number..... 5-2188
 Transmitter Location..... Steel Pier
 Time on the Air..... 6:55 a.m. to 1 a.m.
 News Service..... UP
 Transcription Service Associated Music
 Representative..... Joseph Hershey McGillvra,
 Inc.

Personnel

President..... John J. Laux
 General Manager-Station
 Manager..... Edwin E. Kohn
 Chief Engineer..... Blair K. Thron

W S N J

BRIDGETON—EST. 1937

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Eastern States
 Broadcasting Corp.
 Address Carl's Corner

Phone Numbers.....Bridgeton 1600, 2353
 Transmitter Location.....Carl's Corner
 Time on the Air.....6:45 a.m. to midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....Elmer Wene
 General Mgr.-Station Mgr.-Sales-
 Commercial Mgr.....Paul Alger
 Program Director-Production
 Manager.....Charles D. Murray
 Chief Engineer.....Francis C. Fekel

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By.....City of Camden
 Address.....City Hall
 Phone Number.....Camden 0907
 Transmitter Location...Civic Center, Camden
 Time on the Air.....Shares Time
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Mack Radio Sales Co.

Personnel

Chief Executive...Mayor George E. Brunner
 General Manager...William Markwood
 Sales Promotion Manager...L. M. Maxwell
 Chief Engineer.....Clarence E. Owens

W H O M

JERSEY CITY—EST. 1930

Frequency: 1480 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By...Atlantic Broadcasting
 Co., Inc.
 Business Address...29 W. 57th St., New York,
 N. Y.
 Phone Number.....Plaza 3-4204
 Studio Addresses.....30 Journal Square;
 29 W. 57th St., New York City
 Transmitter Location...Washington Street
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 7:30 a.m. to midnight
 Newspaper Affiliation...Des Moines Register
 & Tribune, Cowles Broadcasting Co.
 News Service.....AP & UP
 Transcription Service.....Standard
 National Sales Office...H. T. Ens, Jr., 29 West
 57th St., N. Y. C.
 Representatives.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
 Exec. V-P-Station Manager...Craig Lawrence
 Commercial Sales Manager...J. M. Compler
 Program Director.....Chas. Baltin
 Production Director.....Maurice Barrett

Sales Promotion Manager.....G. Miner
 Musical Director.....Giuseppe DeLuca
 Chief Engineer.....Theodore Gemp
 Chief Ann-Record M. C.....Jack O'Reilly
 (See Page 500)

W A A T

NEWARK—EST. 1926

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Operated By.....Bremer Broad-
 casting Corporation
 Address.....11 Hill St., Newark
 Phone Number.....Mitchell 2-6400
 Studio Address.....15 Hill St., Newark
 Transmitter Location.....Kearny
 Time on the Air.....24 hours daily
 News Service.....UP & AP
 Transcription Service.....World-Associated
 Representative.Radio Advertising Co., Chicago

Personnel

Executive V. P.-General
 Manager.....Irving Robert Rosenhaus
 V. P. in Chg. of Sales.....A. B. Schillin
 V. P. in Chg. of Nat. Sales...Victor Bennett
 Program Director.....Dale Kennedy
 Chief Engineer.....Frank V. Bremer

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated By.....May Radio Broad-
 cast Corp.
 Address.....100 Shipman Street
 Phone Number.....Mitchel 2-7354
 Transmitter Location...Newark
 Time on the Air.....Limited

W B R B

RED BANK—EST. 1944

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By...Monmouth Broadcasting
 Co., Inc.
 Address.....63-65 Broad St.
 Transmitter Location...63 Broad St.
 Time on the Air.....Show Time
 Representative.....Forjoe & Company

Personnel

Sales Manager.....John C. Bird

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By...North Jersey Broad-
 casting Co., Inc.
 Address.....7 Church St., Paterson

Phone Numbers.....Armory 3-3400 (Paterson),
PEnn 6-2945 (New York)

Transmitter Location.....Clifton, N. J.
Time on the Air.....To local sunset
News Service.....UP
Representative.....Joseph H. McGillvra, Inc.

Personnel

President.....James V. Cosman
General-Station Manager....Sidney J. Flamm
Sales-Commercial Manager....Herman Fields
Sales Promotion-Mdse. Mgr...Ralph Silver, Jr.
Program Director-Production.....Ted Webbe
Publicity Director.....Dave Golden
Chief Engineer.....Earl Lucas

W T N J

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address416 Bellevue Avenue
Phone Number8149
Transmitter Location: Lincoln Point, Morris-
ville, Pa.
Time on the Air.....Shares Time
News Service.....UP

Personnel

Vice-President-General Manager..F. J. Wolff

W T T M

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY

Frequency: 920 Kc.....Power: 1000 Watts
Owned By.....Elmer H. Wene
Operated By.....Paul Alger
Address.....35 West State St.
Phone Number2-7127
Transmitter Location.....Yardley, Pa.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President.....Elmer H. Wene
General-Station Manager.....Paul Alger
Commercial Manager.....Frank A. Wellman

W A W Z*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
Owned ByPillar of Fire
AddressZarephath
Phone NumberBound Brook 223
Transmitter Location.....Alma White College
Time on the Air.....Shares time

Personnel

General Manager.....Ray B. White
*(Non-Commercial Station)

ONE OF AMERICA'S BEST RADIO BUYS



COMPLETE COVERAGE

... in Metropolitan
New York ... New
Jersey ... Northern
Pennsylvania.

LOW COST

WPAT gives you the
largest block of pro-
ductive time for the
least amount of money.

Get to know WPAT... the fastest grow-
ing station in the metropolitan area.

WPAT } 7 CHURCH STREET
PATERSON 1, N. J.

NEW MEXICO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K G G M

ALBUQUERQUE—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By..New Mexico Broadcast-
ing Company
AddressKimo Bldg.
Phone Number4544
Transmitter Location.....Atrisco, N. M.
Time on the Air.....18 hours, 5 min. daily
News ServiceUP
Transcription Service...World Broadcasting
System, SESAC, Cole, Standard
Representative.....Taylor-Howe & Snowden

Personnel

President-General Manager..A. R. Hebenstreit
Sales-Commercial Manager.....Jack Skillen
Sales Promotion-Merchandising
Manager.....J. J. Donnelly
Program Director.....Bob Van Dreil
Chief Engineer.....Leonard Dodds

K O B

ALBUQUERQUE—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
Owned-Operated By...Albuquerque Broad-
casting Company
Address.....418 West Gold Avenue
Phone Number.....4411
Transmitter Location...Alameda, New Mexico
Time on the Air.....6 a.m. to 12 midnight
News ServiceINS, AP
Transcription Service....SESAC, Thesaurus
Representative.....Free & Peters, Inc.

Personnel

PresidentT. M. Pepperday
ManagerFrank Quinn
Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Carlsbad Broadcast-
ing Co.
Address800 South Canal Street
Phone Number244
Transmitter Location.....La Huerfa, N. M.
Time on the Air.....14 hours daily
News ServiceUP
Transcription Service.....Standard, Keystone
Representative.....Howard H. Wilson Co.

Personnel

PresidentVal Lawrence
General and Station Mgr....Norman R. Loose
Sales-Commercial Manager..Norman R. Loose
Chief Engineer.....H. A. Nifong

K I C A

CLOVIS—EST. 1933

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Hugh DeWitt Landis
Address.....4th & Main
Phone Number3
Transmitter LocationClovis
Time on the Air.....Full Time
News ServiceUP
Transcription Service.....Associated, SESAC

Personnel

Chief Executive.....Hugh DeWitt Landis

K G A K

GALLUP—EST. 1945

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By..Gallup Broadcasting Co.
Address.....Gallup, N. M.

Personnel

Owners.....Albert E. Buck, Merle H. Tucker
General Manager.....Frank E. Cooke
Chief Engineer.....E. L. Gemoets

K W E W

HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated ByW. E. Whitmore
AddressHardin Hotel
Transmitter LocationHobbs
Time on the Air.....7 a.m. to 9 P.M.
News Service.....UP

Personnel

President-OwnerW. E. Whitmore

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broad-
casters, Inc.
Business Address.....P. O. Box 710
Phone Number12

Studio Address.....University Ave.
 Transmitter Location.....University Ave.
 Time on the Air: 7 a.m. to 9 p.m.; Sundays,
 11 a.m. to 7 p.m.
 News ServiceUP
 Transcription Service..Standard Radio, World
 Broadcasting System, MacGregor
 Representative.....Homer Griffith Co.

Personnel

President-Station Manager....E. N. Thwaites
 Program Manager.....Dorothy G. Thwaites
 Chief Engineer.....A. F. Schultz

K G F L

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address310 N. Richardson Street
 Phone Number 288
 Transmitter Location511 W. 16th Street
 Time on the Air6:30 a.m. to 9 p.m.
 Transcription ServiceC. P. MacGregor
 News Service.....UP

Personnel

Station Manager.....W. E. Whitmore
 Commercial-Sales Promotion Manager
 John McBoyle
 Chief EngineerMelvin Unger

K V S F

SANTA FE—EST. 1934

CBS

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....New Mexico Broad-
 casting Co.
 Address759 Cerillos Road
 Phone Number 2020
 Transmitter LocationSanta Fe
 Time on the Air.....7 a.m. to 11:15 p.m.;
 Sunday, 8 a.m. to 11:15 p.m.
 Transcription Service.....World
 News ServiceINS
 RepresentativeTaylor-Howe-Snowden

Personnel

PresidentA. R. Hebenstriet
 General and Station Manager...Ivan R. Head
 Sales-Commercial Manager...Ivan R. Head
 Sales Promotion-Merchandising....Ann Clark
 Program Director-Production
 ManagerTom Walton
 Chief Engineer.....B. L. Kennington

KSIL*

SILVER CITY

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By....Dorrance D. Roderick
 Address.....2201 Wyoming St., El Paso, Texas

Personnel

Owner.....Dorrance D. Roderick
 *Construction Permit

K T N M

TUCUMCARI—EST. 1941

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Tucumcari Broadcasting
 Co.
 Address Tucumcari
 Phone Number100
 Transmitter Location.....Highway 66
 Time on the Air.....7 a.m. to 10:15 p.m.
 Transcription Service...Standard Radio, Cole
 News ServiceINS
 Representative.....Thomas F. Clark

Personnel

PresidentHoyt Houck
 General Manager.....W. J. Dickerson
 Sales-Commercial
 Manager.....W. J. Dickerson

**A NEW ARRIVAL
 A NEW SALES-
 WINNER in the
 Transcription field**

**A P RADIO
 PRODUCTIONS**

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

THIS IS WOR *in 1946*

In which one of America's great stations sums up a partial declaration of intent

IN this, our twenty-fourth year, we start again—as always—with a declaration of serious purpose, but with a concomitant declaration that WOR's program personalities shall play the major part in executing it.

Whatever the big things WOR might say, or the big things we might TRY to think, we'd be mute fumblers without the names and voices of those artists who so uncannily mirror the thoughts and desires of millions of people in one of the greatest listening territories on the Eastern Seaboard.

In this new year there'll be nothing particularly original about the programs that these WOR personalities will conduct. But their astute formulas which have charmed and moved millions of listeners for almost a quarter-century will—as always—accurately reflect changing times in a changing world.

However, there'll be new talent, too. WOR will carefully watch, listen to and talk with those artists, writers and whatever released from the Army, Navy and Marines; from the Spars, Waves, and all the services which have contributed to a world a United Nations bled to build.

As usual, there will be advice for the farmer and the bees he hives; the dairyman, truck-gardener and the produce they must sell. There will be the winds judged accurately, and the warning finger raised to signal the hurricane that tentatively nudges the sunsplashed rooftops of a drowsy Jersey town.

WOR's artists will discuss the theory and probable future of the energy called atomic, and describe a dusty courtroom in which a fascist



culprit sulks. There will be talk of recipes and why marmalade won't run in frost. There will be Beethoven, too; and Stravinsky, and Harry James, and The Duke and . . . Oh, you know, whatever good music's got to give. Comedy? Oh, yes. Corn maybe; but there will be the subtle mimic, too.

People will hear the news (we're famous for it) as accurately and often as they've always heard it. Telephone lines, like gloved fingers, will reach into American cities far away and bring back what vivid events they offer. Moscow, London, Budapest, Athens, Warsaw, Paris . . . Again the once-dimmed but brightening voices of these and

other great cities shall enter the homes of millions.

These—VERY briefly—are some of the almost intangible things that have long been part of WOR's amazingly successful growth. Collectively, it is a sensitive awareness of what people want sympathetically reflected in the voices and the actions of the WOR artists who have always more than fulfilled those wants. It is a more than ordinary alertness to the see-saw of world and home events, and an immeasurable degree of honest friendliness, as well as an intelligent and imaginative way of presenting the times in which we live.

This, then, is WOR in 1946 . . . partially.

WOR . . . that power-full station at 1440 Broadway, in New York

MUTUAL

NEW YORK

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Adirondack Broad-
casting Co., Inc.

Address..... Radio Centre
Phone Number4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.

Address..... Radio Centre
Phone Number.....4-4194
Transmitter Location.....Central Avenue
Time on the Air.....6:45 a.m. to 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP
Transcription Service.....Standard
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....WMBO, Inc.

Address.....Metcalf Building, 141 Genesee St.
Phone Number433
Transmitter Location.....Corner York and
Division Streets

Time on the Air.....8 a.m. to 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen-
Advertiser

News Service.....AP
Transcription Service.....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....William O. Dapping
General Manager.....Frederick L. Keesee
Sales-Commercial Mgr.....Frederick L. Keesee
Program Director.....Elizabeth Trowbridge
Chief Announcer.....Robert Morgan
Musical Director.....Elizabeth Trowbridge
Chief Engineer.....Herbert House

W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Batavia Broadcasting
Corporation

Address.....90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location.....Creek Road
Time on the Air.....7 a.m. to 11 p.m.; Sundays,
9 a.m. to 10 p.m.

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Sears & Ayer, Inc.

Personnel

President.....E. R. Gamble
Sales Manager.....Frederick R. MacLaughlin
Program Director.....Doris Susat
Chief Engineer.....Howard Cochran

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By.....Wylie B. Jones

Advertising Agency
Address.....Arlington Hotel
Phone Number.....Binghamton 2-3461
Transmitter Location.....Ingraham Hill
Time on the Air.....6 a.m. to 1:05 a.m.;
Sundays, 8 a.m. to 1:05 a.m.

News Service.....UP
Transcription Service.....World Broadcasting
Representative.....John Blair & Co.

Personnel

President.....John C. Clark
General Manager-Station
Manager.....Cecil D. Mastin
Sales-Commercial Manager.....Stanley N. Heslop
Sales Promotion-Merchandising
Manager.....Fred Bosin

WBYN

lots of

reaches PEOPLE
in the world's largest MARKET
If you are interested in
selling to PEOPLE
you'll be interested in

WBYN

1 Nevins Street, Brooklyn, 17, N. Y.
OTIS P. WILLIAMS, Gen. Mgr.

Program Director-Production
 Manager.....E. Ray McCloskey
 Publicity Director.....Fred Bosin
 Chief Announcer.....Edwin Whittaker
 Musical Director.....W. J. Gillen
 Record M. C.....Ralph Carroll
 Chief Engineer.....Lester H. Gilbert

WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc.....Power: 1000 Watts
 Owned-Operated By.....WLIB, Inc.
 Address.....846 Flatbush Avenue
 Phone Number.....BUckminster 7-5900
 Transmitter Location.....180 Morgan Ave.
 Time on the Air.....Limited
 News Service.....AP, UP, Reuters
 Newspaper Affiliation.....New York Post
 Transcription Service.....Associated Music
 and World

National Representative.....The Forjoe Co.,
 Chicago

Personnel

Owner.....Dorothy S. Thackrey
 President.....T. O. Thackrey
 General Manager.....Edgar Twamley
 Station Manager.....Paul Gould
 Sales-Commercial Manager.....Robert Scholle
 Program Director.....Murray Jordan
 News & Publicity Director.....Clifford Evans
 Chief Announcer.....Murray Jordan
 Musical Director.....Eddy Brown
 Technical Director.....Frank Knaack

WBYN

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....WBYN—Brooklyn,
 Inc.
 Address.....1 Nevins St., Brooklyn

Specialized Programs

FOR A
 LARGE GROUP OF

New Yorkers

NEW YORK'S

WLIB

CLEAR CHANNEL • 1190 ON YOUR DIAL

Phone NumberTRIangle 5-3300
 Transmitter Location.....Greenpoint, L. I.
 Time on the Air.....6:45 a.m. to midnight;
 Saturday, to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
 Newspaper Affiliation.....Newark Evening
 News-Owner
 News ServiceAP; INS
 Transcription Service.....NBC Thesaurus,
 Associated

Personnel

President.....Edward W. Scudder
 Station-General Manager.....Otis P. Williams
 Commercial Manager.....Otis P. Williams
 Production-Program Director...William Fariss
 Publicity Director.....Mildred O'Neil
 Chief Announcer.....William Fariss
 Chief Engineer.....Peter Testan

W B B R *

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Watchtower Society
 Address124 Columbia Heights
 Phone NumberMMain 4-9735
 Transmitter Location.....Rossville, Staten
 Island
 Time on the Air.....Shares time

Personnel

Manager.....M. A. Howlet
 *(Non-Commercial Station)

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBEN, Inc.
 AddressHotel Statler
 Phone Number.....Cleveland 6400
 Transmitter Location....Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8:30 a.m. to midnight
 Newspaper Affiliation.....Buffalo Evening
 News
 News ServiceAP, UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; Standard
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Edward H. Butles
 Vice-President.....A. H. Kirchofer
 Station Director.....C. Robert Thompson
 Program Director.....Woodrow Magnuson
 Sales-Commercial Manager....Frank W. Kelly

Production Manager.....Edward Wegman
 Publicity Director.....Haeffner
 Musical Director.....Harry Slick
 Record M. C.'s.....Cling Buehlman, Bob Smith
 Chief Engineer.....Ralph J. Kingsley

W B N Y

BUFFALO—EST. 1935

ASSOCIATED BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Address.....485 Main Street
 Phone NumberMadison 4000
 Transmitter Location.....154 E. Eagle St.
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceTransradio; AP; UP
 Transcription Service.....Associated

Personnel

Owner-General Manager....Roy L. Albertson
 Commercial Manager.....Virginia C. Fyda
 Program Director-Chief
 AnnouncerH. C. Schellenberg
 Musical Director.....Arthur Crosson
 Chief Engineer.....Thomas L. Vines

News Comes First

AT

W B N Y

★

Buffalo's only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four . . . TP, UP, AP and INS. We have the ear of Western New York.

★

W B N Y

Owned and Operated by
ROY L. ALBERTSON

485 Main Street

Buffalo, N. Y.

W E B R

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....WEBR, Inc.
 Address.....23 North Street
 Phone Number.....Lincoln 7133
 Transmitter Location...Larkin Terminal Bldg.
 Time on the Air...7 a.m. to 1 a.m.; Sundays,
 8:30 a.m. to 1 a.m.
 Newspaper Affiliation.. Buffalo Courier-Express
 News Service.....AP, INS, Reuters
 Transcription Service.....Lang-Worth
 Standard Radio, BMI, ASCAP
 Representative.....Weed & Company

Personnel

President.....Paul E. Fitzpatrick
 Station Director.....Cy King
 Sales Manager.....William Doerr, Jr.
 Sales Promotion-Merchandising
 Manager.....William Schweitzer
 Program Director.....Robert Dambach
 Production Manager.....John D. Boothby
 Publicity Director.....William Schweitzer
 Chief Announcer.....Clare Allen
 Musical Director.....Wallace McManus
 Technical Supervisor.....Raymond H. Lamy
 Record M. C.....Billy Keaton

W G R

BUFFALO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d.; 1000 a.
 Owned-Operated By.... Buffalo Broadcasting
 Corp.
 Address.....1800 Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location.....Hamburg, N. Y.
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....UP
 Transcription Service...World Broadcasting
 System, Cole
 Representative.....Free & Peters

Personnel

President.....H. W. Deyo
 Executive Vice-President....L. R. Lounsberry
 Sales Manager.....John A. Bacon
 Production Manager.....Robert Strigl
 Publicity Director.....Lillian Kirk
 Program Manager.....Karl Hoffman
 Sales Promotion.....R. McPherson
 Chief Engineer.....Karl B. Hoffman

W K B W

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By.....Buffalo Broadcasting
 Corp.
 Address.....1800 Rand Bldg.
 Phone Number.....Washington 3100
 Transmitter Location.....Hamburg, N. Y.
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....UP
 Transcription Service.....World Broadcast-
 ing System, Cole
 Representative.....Free & Peters

Personnel

President.....H. W. Deyo
 Executive Vice-President....L. R. Lounsberry
 Program Dept. Manager.....Karl Hoffman
 Sales Manager.....John A. Bacon
 Production Manager.....Robert Strigl
 Publicity Director.....Ross McPherson
 Sales Promotion Manager.....R. McPherson
 Chief Engineer.....Karl B. Hoffman

BUFFALO Courier EXPRESS STATION

WEBR
Sells Buffalo
**FULL COVERAGE
 AT
 LOWEST COST**
 ★
MUTUAL NETWORK
Nationally Represented by
WEED & CO.

W E N Y
ELMIRA—EST. 1939

NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmira Star-Gazette
Business Address.....Mark Twain Hotel
Phone Number.....5181
Studio Address.....Mark Twain Hotel
Transmitter Location.....Schuyler Ave.
Time on the Air.....7 a.m. to 1 a.m.
Newspaper Affiliation.....Gannett Co., Inc.
News Service.....UP
Transcription Service.....World Broadcasting
Representative.....J. P. McKinney & Son

Personnel

President.....Frank E. Gannett
General Manager.....Dale Taylor
Sales-Commercial Manager...Ernest F. Oliver
Sales Promotion-Merchandising
Manager.....Ernest F. Oliver
Program Director.....Woodrow W. Ott
Publicity Director.....Betty Stevens
Chief Announcer.....Ted Hodge
Musical Director.....Harry Springer
Chief Engineer.....Thurlow A. Greene

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....H. H. Carman
Address.....44 So. Grove Street
Phone Number.....Freeport 2418
Transmitter Location.....215 Bedell Street
Time on the Air.....8 a.m. to 10 p.m.
Transcription Service.....NBC Thesaurus

Personnel

President-General & Station
Manager.....Harry H. Carman
Sales-Commercial Manager...Harry H. Carman
Sales Promotion-Merchandising
Manager.....A. Lavesque
Program Director.....A. Cheesman
Chief Announcer.....Neal Seaman
Musical Director.....A. Cheesman
Chief Engineer.....G. Graham
Record M. C.....Alan Jasper

W E N T

GLOVERSVILLE—EST. 1944

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Sacandaga Broadcasting
Corp.
Address.....8 West Fulton St.
Phone.....4900
Transmitter Location.....Harrison Ave.
Time on the Air.....7 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President.....George F. Bissell
General Manager.....Dale Robertson
Program Director.....Malcolm Weaver

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
Owned-Operated By.....Cornell University
Business Address.....Ithaca Savings Bank
Phone Number.....3438
Studio Addresses: Ithaca Savings Bank Bldg.;
Campus Studio; Cornell Countryman Bldg.;
Cornell Campus
Transmitter Location....Forest Home, Ithaca
Time on the Air.....6:30 a.m. to sundown
News Service.....UP
Transcription Service.....World Broadcasting
System
Representative.....Howard H. Wilson Co.

Personnel

General Manager-Station
Manager.....Michael R. Hanna
Sales-Commercial Manager..H. Stilwell Brown
Sales Promotion-Merchandising
Manager.....Theodore T. Howes
Program Director-Production
Manager.....Joseph A. Short
Publicity Director.....Theodore T. Howes
Chief Engineer.....True McLean

W J T N

JAMESTOWN—EST. 1936

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...James Broadcasting
Company, Inc.
Address.....208 Hotel Jamestown Bldg.
Phone Number.....7-151
Transmitter Location: Jones & Gifford Avenue
and Hallock Street Extension
Time on the Air.....6 a.m. to 1 a.m.;
Sundays, 7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....Associated Music,
World
Representative.....Wm. G. Rambeau Co.

Personnel

President.....Jay E. Mason
General Manager-Station
Manager.....Simon Goldman
Sales-Commercial Manager...Simon Goldman
Sales Promotion-Merchandising
Manager.....Alfred E. Spokes
Program Director-Production
Manager.....J. Ralph Carlson
Chief Engineer.....Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Kingston Broad. Corp.
Address601 Broadway
Phone NumberKingston 4500
Transmitter Location.....Ulster Township
Time on the Air.....7 a.m. to 12 midnight
News ServiceUP
Representative...Joseph Hershey McGillvra, Inc.

Personnel

President.....John J. Laux
General Manager.....John J. Laux
Station Manager.....Lou Stekete
Sales-Commercial Manager...George M. Hard
Sales Promotion-Merchandising..C. S. Middagh
Program Director.....Lou Stekete
Chief Engineer.....F. H. Boisvert

W M S A

MASSENA—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1340 kc.....Power: 250 Watts
Owned-Operated By.....Brockway Co.

Address.....Central Building
Phone Number.....990
Transcription Service.....SESAC, Standard
Representative.....Weed & Co.

Personnel

Chief Executive.....Harold B. Johnson
Gen.-Com. Manager.....Thomas R. McHugh
Program Manager.....James W. Higgins
Promotion Manager.....Robert Anderson
Chief Engineer.....Michael R. Yonkovig

W A L L

MIDDLETOWN—EST. 1942

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated ByCommunity Broad-
casting Corp.
Business Address.....14 South St.
Phone Number3119
Transmitter Location.....229 Monhagen Ave.
Time on the Air.....8 a.m. to 11 p.m.
News ServiceAP

Personnel

President.....John Morgan Davis
Station Manager.....Theodore F. Allen
Chief Engineer.....M. Karig, Jr.

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated ByWGNV Broad-
casting Co., Inc.

Business Address161 Broadway
Phone Number4-600
Studio Addresses: 161 Broadway, Newburgh;
28 James St., Middletown

Tranmitter Location.....Cochection Turnpike
Time on the Air.....7:30 a.m. to local sunset
Newspaper Affiliations.....Poughkeepsie
Newspapers, Inc.

News ServiceUP
Transcription Service.....Standard, Cole

Personnel

President.....Merritt C. Speldel
General Manager.....Harold W. Cassill
Chief EngineerMarvin Seines

W A B C

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Broadcasting
System, Inc.

Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000

For

RESULTS

In

Southwestern New York and
Northwestern Pennsylvania

Ask

William G. Rambeau
Company

About

W J T N

Jamestown, N. Y.

ABC Network

Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave., 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.

Transmitter Location: Columbia Island, New Rochelle, N. Y.

Time on the Air.....21 hours daily
 News Service.....AP, INS, UP, Reuters
 Transcription Service.....Associated Music Publishers; Langworth Feature Programs
 Representative..... Radio Sales

Personnel

PresidentWilliam S. Paley
 General Manager.....Arthur Hull Hayes
 Commercial Manager.....John H. Field, Jr.
 Sales Promotion Manager.....Jules Dundes
 Program Director.....G. Richard Swift
 Publicity Director.....Michael Boscia
 Manager of Studio

Operation.....D. Gordon Graham
 Musical Librarian.....Edna Barnes
 Director of Special Events.....J. E. Doyle
 Script Editor.....Jack Hoins
 Chief Engineer.....Henry Grossman
 (For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks)

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By....WBNX Broadcasting Co., Inc.

Address260 E. 161st Street

Phone NumberMElrose 5-0333

Transmitter Location.....Carlstadt, N. J.

Time on the Air...¾ time shared with WAWZ

News ServiceAP

Transcription Service.....Standard Radio, SESAC

National Representative.....Forjoe & Co.

Personnel

President.....A. L. Haskell

Vice-President-General

ManagerW. I. Moore

Production Manager.....Edw. Ervin

Program Director.....Frank Johnson

Musical Director.....Fred Mendelsohn

Chief EngineerA. Solbrig



- Aim their spot shots into New York's FOREIGN LANGUAGE high-income family group.
- Use the power of WBNX to sail deep into the heart of this rich FOREIGN market!!



The Population is Tremendous

TIME RATES—LOW

260 E. 161st STREET
 NEW YORK 5, N. Y.

MElrose 5-0333

WEAF
NEW YORK—EST. 1922
KEY STATION NBC

Frequency: 660 Kc. Power: 50000 Watts
Owned-Operated By National Broad-
casting Co.
Address 30 Rockefeller Plaza
Phone Number Circle 7-8300
Transmitter Location Port Washington, N. Y.
Time on the Air . . . 5:30 a.m. to 1 a.m.; Sunday,
8 a.m. to 1 a.m.

News Service AP, UP, INS
Transcription Service NBC Thesaurus
Representative NBC National Spot & Local
Sales

Personnel

President Niles Trammell
Manager William Gairs
Program Director DeLancy Provost
Sales Promotion-Merchandising
Manager Charles Philips
Production Manager Wynn Wright
Publicity Director Marion Chapman
Chief Announcer Patrick J. Kelly
Musical Director Samuel Chotzinoff
Chief Engineer F. A. Wankel
(For additional personnel see listing of Na-
tional Broadcasting Co., under Networks.)

WEVD
NEW YORK—EST. 1927

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Debs Memorial
Radio Fund, Inc.
Address 117 West 46th Street
Phone Number BRyant 9-2360
Transmitter Location Maspeth, L. L., N. Y.
News Service AP
Time on the Air . . . 7 a.m. to 10 a.m., 12 noon to
6 p.m. and 8 p.m. to 1 a.m.; Sundays, 11
a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays,
7 a.m. to 1 a.m.
News Service AP

Personnel

President Adolph Held
General-Station Manager Henry Greenfield
Sales-Commercial Manager Henry Greenfield
Sales Promotion-Merchandising
Manager Henry Greenfield
Program-Publicity Director George Field
Chief Announcer David Niles
Musical Director Nicholas Saslavsky
Chief Engineer Charles Brown

WINS
NEW YORK—EST. 1924

Frequency: 1010 Kc. Power 10000 Watts
Owned-Operated By Hearst Radio, Inc.

Address 28 West 44th Street
Phone Number BRyant 9-6000
Transmitter Location Lyndhurst, N. J.
Time on the Air 6 a.m. to midnight;
Sundays, 8 a.m. to midnight
Newspaper Affiliation N. Y. Daily Mirror,
N. Y. Evening Journal
News Service AP, INS
Transcription Service World Broadcasting
System; Standard Radio
Representative Paul H. Raymer Co.

Personnel

General Manager Hearst
Radio, Inc. Leonard Kapner
General Manager-Station
Manager Willard Schroeder
Publicity Director Hazel Estes
Musical Director Bert Shefter

WHN
NEW YORK—EST. 1922

Frequency: 1050 Kc. Power: 50000 Watts
Owned-Operated By Marcus Loew Book-
ing Agency
Address 1540 Broadway
Phone Number BRyant 9-7800

5000 WATTS 1330 KC



ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.



**1945 WAS WHN'S
BIGGEST YEAR WITH . . .**

- GREATEST** lineup of top programs and personalities
- GREATEST** listening audience in station's history
- GREATEST** array of clients . . . largest percentage of renewals
- GREATEST** dollar billing

SERVING AMERICA'S NUMBER ONE MARKET

WHN

50,000 WATTS • NEW YORK
 AFFILIATED WITH FREQUENCY MODULATION STATION WHNF
 METRO-GOLDWYN-MAYER PICTURES
 AND LOEW'S THEATRES

REPRESENTED BY RAMBEAU

• • NEW YORK • •

Transmitter Location East Rutherford, N. J.

Time on the Air . . . 6 a.m. to 2 a.m.; Sunday, 7 a.m. to 2 a.m.

News Service UP, AP, Reuters
Representatives . . Wm. G. Rambeau Co., Bertha Bannan, Boston

Personnel

Executive Director Herbert L. Petley
General Manager Frank Roehrenbeck
Sales-Commercial Mgr. Bertram Leihar, Jr.
Sales Promotion-Merchandise

Manager Robert F. Anthony
Program Director Frank Roehrenbeck
Asst. Program Director Louis Carino
Production Manager Wayne Hutchinson
Publicity Director Jo Ranson
Chief Announcer William Edmonds
Musical Director Don Albert
Chief Engineer Paul Fuelling

WHOM

NEW YORK—EST. 1945

Frequency: 1480 Kc. Power: 1000 D, 500 N.
Owned-Operated By Atlantic Broadcasting Co., Inc.

Address 29 W. 57th St.
Phone Number Plaza 3-4204
News Service AP, UP
Transcription Service Standard
Representative The Katz Agency, Inc.

Personnel

Chief Executive Gardner Cowles, Jr.
General Manager Craig Lawrence
Commercial Manager Jack Compter
Program Manager Charles Baltin
Chief Engineer Theodore Gemppe
(See Pages 478 and 500)

WJZ

NEW YORK—EST. 1921

ABC—KEY STATION

Frequency: 770 Kc. Power: 50000 Watts
Owned-Operated By . . . American Broadcasting Corp.

Address 30 Rockefeller Plaza
Phone Number Circle 7-5700
Transmitter Location . . Lodi, Bergen County, N.J.
Time on the Air 24 hours daily
News Service AP, UP & INS
Representative ABC Spot Sales

Personnel

Chairman of Board Edward J. Noble
President Mark Woods
Manager John H. McNeil
Sales Manager Robert Garver
Sales promotion-Merchandising
Manager-Program Director John Hade

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



wmca

570...first on the dial...
24 hours a day!

.....
REPRESENTED BY WEED AND COMPANY

• • **NEW YORK** • •

Program Director.....Charles Barry
 Publicity Director.....Don Rich
 Chief Announcer.....Ray Diaz
 Musical Director.....Paul Whiteman
 Record MC.....Stan Shaw
 Chief Engineer.....George Milne
 (For additional personnel see listings under
 American Broadcasting Company in network
 section of this volume.)

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone Number Circle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air.....6:45 a.m. to 1:05 a.m.
 News Service AP
 Representative.....Weed & Co.

Personnel

PresidentNathan Straus
 Vice-President and
 General ManagerCharles Stark
 Commercial Manager.....Charles Stark
 V-P-Director of News and
 PublicityLeon Goldstein
 Secretary-Treasurer.....Herman M. Stein
 Sales Promotion Manager...Howard Klarman
 Studio Manager.....Charles Wilshin
 Chief Announcer.....Ted Campbell
 Musical Director.....Jerry Sears
 Music Supervisor.....Martha Coe
 Education Director.....Helen Sachs Straus
 Chief Engineer.....Pierre C. Verseput

W N Y C *

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned and Operated By: City of New York;
 Municipal Broadcasting System
 Address Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location.....10 Kent St., Brooklyn,
 New York
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceAP

Personnel

Administrative Assistant.....J. DeProspero
 Program Director.....S. N. Siegel
 Production Manager.....N. Rudich
 Publicity Director.....L. Supove
 Chief Announcer.....T. H. Cowan
 Musical Director.....H. Newman
 *(Non-Commercial Station)

"STAR TIME"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15-minutes, transcribed.

Exclusive in Any Market

WRITE

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

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

**A RADIO STATION
IS KNOWN FOR THE
COMPANIES IT KEEPS
AND WNEW KEEPS THE
FINEST...YEAR AFTER YEAR**

For a real selling job in New York
City—the nation's leading adver-
tisers use—

WNEW

1130
ON YOUR DIAL

NEW YORK 22, N. Y.

TEN THOUSAND WATTS - ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

WNEW

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
Owned-Operated By....Greater New York
Broadcasting Corporation

Address..... 501 Madison Avenue
Phone NumberPlaza 3-3300

Transmitter Location.....Kearney, N. J
Time on the Air: 24 hours a day—seven days
a week

News Service.....AP; N. Y. Daily News
Transcription Service.....Standard Radio
Lang-Worth, World

Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis

Sales Manager.....Herman Bess

Program DirectorTed Cott

Sales Promotion Manager...Wm. B. McGrath

Assistant Publicity Director...Rhea Diamond

Production Manager.....Jack Grogan

Special Events.....Bill Berns

Record M. C.'s.....Martin Block, Art Ford,

Maurice Hart, Johnnie Dale

Chief AnnouncerJohn Jaeger

Musical Director.....Merle Pitt

Chief EngineerM. J. Weiner

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.....Bamberger Broad-
casting Service, Inc.

Business Address.....1440 Broadway
Phone Number.....Pennsylvania 6-8600

Studio Addresses...1440 Broadway; 245 W.
52nd St.; 200 W. 48th St.

Transmitter Location.....Carteret, N. J.
Time on the Air.....24 hours daily

News Service.....AP, UP, INS, Reuters
Transcriptions Service.....World Broadcasting
System

Representatives...M. L. Tyler (Boston); John
Shelton, Alan Schroeder, Robert A. White
(Chicago); Edward S. Townsend (San Fran-
cisco)

Personnel

President.....Theodore C. Streibert

Vice-President.....Rufus C. Maddux

Sales Manager.....Eugene S. Thomas

Program Director.....Norman Livingstone, Sr.

Production Manager.....Daniel Ehrenreich

Director of Publicity.....Charles Oppenheim

Director of Special Features

and News.....Dave Driscoll

AP!

For the BEST IN NEWS

For the

BEST IN PROGRAMS

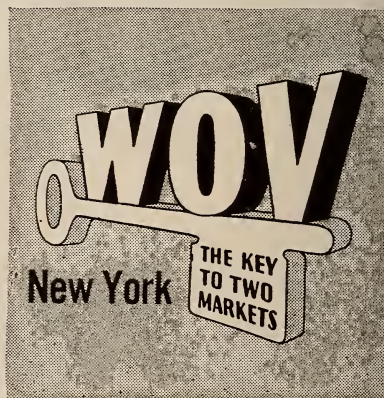
BASED ON NEWS



HOT TIP ON THE DAILY DOUBLE

CONSULT your ratings and you'll agree that here are two sure bets for sales in the New York market . . . the consistent daytime audience and the consistent evening audience that listen to WOV. Our daily program schedule results in balanced broadcasting that has won and holds two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock coverage. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And, in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest average metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.



Chief Engineer-Secretary.....J. R. Poppele
 Promotion and Advertising
 DirectorJoseph Creamer
 Musical Director.....Sylvan Levin
 Continuity Director.....Robert Simon
 Record M. C.....Barry Gray
 (See Page 482)

Time on the Air: 7 a.m. to midnight Mon.
 thru Sat.
 News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....John E. Pearson Co.

Personnel

PresidentArde Bulova
 General Manager-Station
 Manager.....Ralph N. Weil
 Commercial Manager.....Ralph Nardella
 Sales Promotion Manager.....Judith Vallen
 Program Director.....Arnold B. Hartley
 Publicity Director.....Rita Hurwick
 Musical Director.....Paul Romeo
 Chief Engineer.....Hillis Holt
 Record M. C.....Fred Robbins

W O V

NEW YORK —EST. 1933

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.

The Red Cross Needs



Your Unstinting Assistance

GIVE!

HOW ONE **WHOM** PACKAGE DELIVERS 4 PRIMARY MARKETS!

In one buy on this one station, you can assure yourself of primary audiences in four important markets.

It's the **WHOM** 4-Market Package—and here's what you get:

PRIMARY NO. 1—The Italian Market (549,649 foreign born).

PRIMARY NO. 2—The Polish Market (262,606 foreign born).

PRIMARY NO. 3—The Jewish Market (The Yiddish speaking portion of New York's 2,000,000 Jewish people).

PRIMARY NO. 4—Northern New Jersey (Over 2,500,000 people).

PLUS a Secondary which includes American born Italians, Poles and Jews, and other Metropolitan Area Listeners.

Whatever you may be using in Metropolitan Radio, this is one buy you should consider for really thorough penetration of these four important markets.



GET THE **FACTS** ABOUT THE FOREIGN LANGUAGE AUDIENCE AND THE **WHOM** 4-MARKET PACKAGE FROM ANY OFFICE OF THE KATZ AGENCY, INC. OR BY CALLING **WHOM**, PLAZA 3-4204

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
 Owned-Operated By...Interstate Broadcasting
 Company, Inc.
 Address730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island,
 N. Y.
 Time on the Air..7 a.m. to 12:05 midnight; Sun-
 days, 8:30 a.m. to 12:05 midnight
 Newspaper Affiliation.....New York Times
 News ServiceAP
 Transcription Service...World Broadcasting
 System; Associated Music
 Representative.....Adam J. Young, Jr.

Personnel

Chairman of the Board..Arthur Hays Sulzberger
 President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Vice-Chairman.....Julius Ochs Adler
 Vice-President.....Nicholas Roosevelt
 Secretary.....Godfrey N. Nelson
 Treasurer.....Orvil E. Dryfoos
 V.-P. in Charge of Sales.....Hugh K. Boice
 Asst. V.-P. Charge of Sales..Norman S. McGee
 Program Director.....Eleanor N. Sanger
 Publicity Director.....Eleanor Hurley
 Chief Announcer.....Albert Grobe
 Musical Consultant.....Abram Chasins
 Conductor.....Leon Barzin
 Chief Engineer.....Russell Valentine
 (See Page 292)

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By...The Niagara Falls
 Gazette Publishing Company
 AddressHotel Niagara
 Phone Number8421
 Transmitter Location.....Lockport & Military
 Roads
 Time on the Air.....Daytime license
 Newspaper Affiliation.....Niagara Falls
 Gazette
 News ServiceUP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio; Associated; World; SESAC
 Representative.....Headley-Reed Company

Personnel

President.....Alanson C. Deuel
 General Manager.....Earl C. Hull
 Commercial Manager....Richard G. Robbins
 Program Director.....Robert Manning
 Production Manager.....John M. Whitney
 Chief Engineer.....E. D. Hiatt, Jr.

W S L B

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...St. Lawrence Broad-
 casting Corp.
 Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air.....7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription ServiceKeystone
 RepresentativeWalker Co.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 General-Station Manager...Harold J. Frank
 Sales Promotion-Merchandising
 ManagerHarry Keavin
 Program Director-Production
 ManagerAlex Blake
 Publicity Director-Musical
 Director.....Flo Beach Rowe
 Record M. C.....Johnny Kay
 Chief Engineer.....Clifford W. Moore

W H D L

OLEAN—EST. Tupper Lake, 1928

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...WHDL, Inc.
 Business Address.....19 Exchange National
 Bank Building
 Phone Number.....Olean 4149
 Studios Address.....619 Exchange National
 Bank Building
 Transmitter Location.....Allegany, N. Y.
 Time on the Air.....7 a.m. to 12:05 a.m.
 Newspaper AffiliationOlean Times
 Herald
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeJ. P. McKinney & Son

Personnel

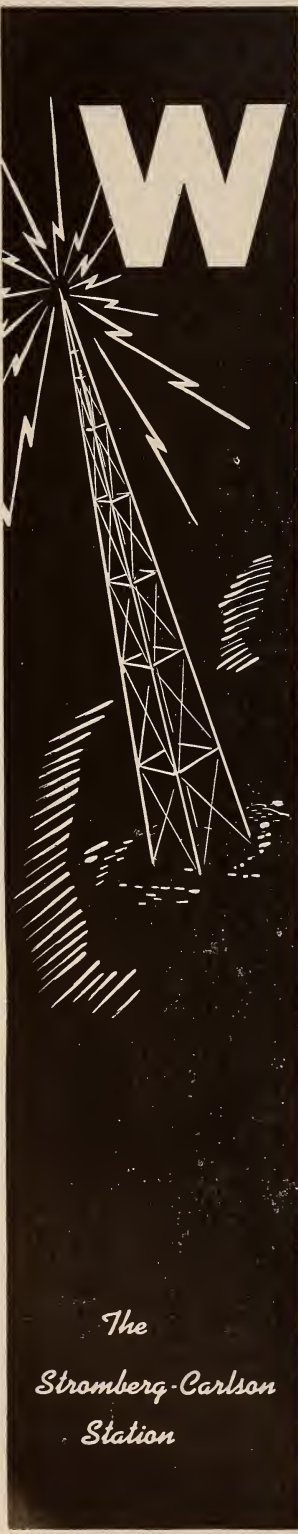
President.....E. B. Fitzpatrick
 General Manager.....Thomas L. Brown
 Sales Manager.....Fred G. Meyer, Jr.
 Chief Engineer.....T. J. Gill

W M F F

PLATTSBURG—EST. 1934


ABC—CHAMPLAIN


Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Plattsburg Broadcast-
 ing Corporation
 Address.....153 Margaret St.
 Phone Number1600




WHAM


Your Western New York Salesman

Covers not Rochester alone, but  counties

with all of their prosperous farms  all the



busy trading centers where they do their shopping . . .

 the well-to-do homes surrounding busy

factories where seasonal lay-offs are things 

they only read of.  A big time market respon-

sive to WHAM-appeal  as proved by audience

surveys  and by measured mail response. 

Your best buy for plus coverage in a plus market.

*The
Stromberg-Carlson
Station*

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with NBC • National Representative: George P. Hollingbery Co.

ROCHESTER, NEW YORK

Transmitter Location.....Boynton Ave.
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 8 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....Standard
 Representative..Joseph Hershey McGilvra, Inc.

Personnel

President.....George F. Bissell
 Station Manager.....Jan King
 Commercial Manager-Merchandising
 ManagerJoel Scheier
 Program Director-Production
 ManagerWilliam Chambers
 Publicity Director.....Catherine Walsh
 Chief Announcer.....William Watts
 Chief Engineer.....Jack Nazak

WKIP

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Poughkeepsie News-
 papers, Inc.

AddressThe Nelson House
 Phone Number6-800
 Transmitter LocationThe Nelson House
 Time on the Air.....6:30 a.m. to midnight
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 RepresentativeHeadley-Reed Company

Personnel

President.....Merritt C. Speidel
 General Manager.....Harold W. Cassill
 Production Manager-Chief
 AnnouncerHarold Hennig
 Chief Engineer.....Marvin S. Seimes

WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1130 Kc.....Power: 50000 Watts
 Owned-Operated By.....Stromberg-Carlson
 Company

Business Address.....111 East Avenue
 Phone NumberStone 1862
 Studio Address.....111 East Ave.
 Transmitter Location.....Victor, New York
 Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System, RCA
 RepresentativeGeo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
 General Manager.....John H. Lee
 Sales Manager.....J. W. Kennedy, Jr.
 Sales Promotion Manager.....Truman Brizee

Program Director.....Chas. Siverson
 Production Manager.....Syl Novelli
 Musical Director.....Eugene Zacher
 Publicity DirectorTruman Brizee
 Chief Announcer.....Dean Harris
 Record M. C.....George Hafner
 Chief Engineer.....Kenneth Gardner

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By.....WHEC, Inc.
 Address40 Franklin St.
 Phone NumberStone 1320
 Transmitter Location.....979 Mt. Read Blvd.
 Time on the Air.....6:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Gannett News-
 papers, Inc.

News ServiceAP
 Transcription Service.....Associated Music &
 Standard
 RepresentativeJ. P. McKinney & Son

Personnel

President.....Frank E. Gannett
 Vice-PresidentClarence Wheeler
 General Manager.....Gunnar O. Wiig
 Commercial Manager.....L. C. Wheeler
 Program Director.....William J. Adams
 Production Manager.....Lowell H. MacMillan
 Publicity Director.....William J. Adams
 Chief Engineer.....Bernard C. O'Brien

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Brown Radio Ser-
 vice & Laboratories, Gordon P. Brown, Owner
 Address.....328 Main St.
 Phone NumberStone 702
 Transmitter Location.....Brighton, N. Y.
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sat., to 1 a.m.; Sun., 2 a.m. to 12:30 a.m.
 News ServiceINS

Personnel

President-Chief Engineer &
 Station Manager.....Gordon P. Brown
 Sales Manager.....E. J. Walz
 Sales Promotion Manager.....Ralph Palmer
 Publicity Director.....Harland Evans
 Record M. C.....Louis Fabien
 Chief Engineer.....Gordon Brown

W N B Z

SARANAC LAKE—EST. 1937
 AMERICAN BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
 Owned-Operated By ...Upstate Broadcasting Corporation
 Business Address.....14 Broadway
 Phone Number.....1320
 Studio Address.....14 Broadway
 Transmitter Location.....3 Olive St.
 Time on the Air.....Daytime license
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager.....John F. Grimes
 Program Director.....Lewis Pettit
 Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts

Owned-Operated By.....General Electric Company

Address1 River Road
 Phone Number3-2121
 Transmitter Location.....South Schenectady
 Time on the Air.....6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....National Broadcasting Co;
 NBC Spot Sales

Personnel

V-P & Manager of Broadcasting...R. S. Peare
 Asst. Manager Broadcasting.....B. J. Rowan
 Station Manager.....Kolin Hager
 Sales-Commercial Manager.....Kolin Hager
 Asst. Sales-Commercial
 ManagerAlexander MacDonald
 Sales & Station Promotion
 ManagerJeanne Weller
 Program Director.....A. O. Coggeshall
 Asst. Program Planning &
 CreationEarle Pudney
 Press Relations.....W. T. Meenam
 Musical Leaders...Frank Glenn, Edward Rice
 Station Engineer.....W. J. Purcell



NO OTHER STATION

In the Great Northeast OFFERS YOU LOCALLY ORIGINATED PROGRAMS FOR SO LARGE A LISTENING AUDIENCE

Music, drama, variety . . . programs which meet the needs and listening habits of every age group in 63 counties in central and eastern New York and western New England . . . a rich metropolitan area . . . a vast market created by WGY, the ONLY station which can combine all this into ONE coverage area.

WGY

For Power, Programming, and Prestige
 50,000 Watts—NBC—24 Years of Service
 Represented Nationally by NBC Spot Sales

GENERAL  ELECTRIC Schenectady, New York
 WGY-274

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Western Gateway
 Broadcasting Corp.
 Address.....Plaza Theater Bldg.
 Phone Number.....Schenectady 3-3622
 Transmitter Location...Campbell & Rice Rds.,
 Rotterdam, N Y.
 Time on the Air....6:45 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 News ServiceAP
 Transcription Service..Standard Radio; Lang-
 Worth
 RepresentativeHelen Wood

Personnel

President..... Winslow P. Leighton
 General-Station Manager...George R. Nelson
 Sales-Commercial Manager..George R. Nelson
 Sales Promotion.....Cecil Woodland
 Program Director-Production..Edward F. Flynn
 Publicity Director.....Rosemary Cramb
 Chief Engineer.....Irving P. Beck

W A G E

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 AddressLoew Building
 Phone Number 2-0277
 Transmitter Location.....Salina, N. Y.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service AP
 Transcription Service.....Standard,
 NBC Thesaurus
 RepresentativeEdward Petry & Co., Inc.

Personnel

PresidentFrank C. Revoir
 V-P. General Manager.....William T. Lane
 Sales Manager-Merchandising
 ManagerAaron Beckwith
 Program Director.....Gordon Alderman
 Chief Announcer.....Jan Costley
 Musical Director.....Thelma MacNeil Curren
 Chief Engineer.....Charles Brannen
 Production Manager.....Bruce Rector

**“THE CLIFF
 EDWARDS SHOW”**

An extensive library of all-time, all-
 American musical favorites that are
 strictly “in the groove” . . . for
 oldsters and youngsters alike.

A musical package complete with
 theme and suitable scripts for ex-
 clusive presentation in any market.

WRITE

**AP RADIO
 PRODUCTIONS**

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

WAGE
 SYRACUSE, N.Y.
DOMINATES
Central New York!
 FIRST CHOICE OF TOP
 NATIONAL ADVERTISERS
WAGE
 ABC
 WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
1 Kw. on 620 Kc.
 Represented by the Edward Petry Co.

More Listeners for you in Central New York

✓ Check any authoritative data source for facts on Syracuse and Central New York as a market.

✓ Check the following facts on WFBL as the best medium to sell this market.

WFBL is the only radio station with mobile unit facilities to cover special events throughout Central New York.

WFBL is the only radio station with a separate agricultural studio.

WFBL is the only radio station that provides an early morning live talent show.

WFBL is the only radio station in Syracuse to have won a George Foster Peabody award during 1945.

✓ Check again this 24-year-old station, first in Central New York to have a network affiliation (Charter member of CBS), first to operate on 5,000 watts day and night; first to be granted FM broadcasting privilege; first to have its own building with complete broadcasting facilities all under one roof; first in audience, day and night, first with advertisers both national and local . . . WFBL should be your first consideration if you want to sell Central New York and get the most for your radio dollar.

WFBL

Syracuse, N.Y.



MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, INC. Exclusive National Representatives

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Onondaga Radio
 Broadcasting Corporation
 Business Address.....433 S. Warren St.
 Phone Number2-1147
 Studio Address.....Onondaga Hotel
 Transmitter Location.....Collamer, N. Y.
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....INS, UP
 Transcription Service...World Broadcasting
 System
 Representative.....Free & Peters

Personnel

President.....Oscar F. Soule
 Vice-President-General
 Manager.....Samuel Woodworth
 V.-P.-Treasurer.....Robert G. Soule
 V.-P.-Commercial Manager...Charles Phillips
 Program Director.....James Deline
 Publicity Director.....James E. Moore
 Production Manager.....Raymond Ganitter
 Chief Announcer.....Ronald Curtis
 Musical Director.....Donald Anderson
 Chief Engineer.....Alfred C. Marcy

W O L F

SYRACUSE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Broadcasting
 Corporation
 Address.....Chimes Building
 Phone Number2-7211
 Transmitter Location.....Van Rensselaer and
 Kirkpatrick Streets
 Time on the Air.....6 a.m. to 2 a.m.;
 Sunday, 8 a.m. to midnight
 Transcription Service.....Standard
 Representative.....The Walker Co.

Personnel

President-General Manager...T. S. Marshall
 Station Manager-Program Director-
 Production Manager.....Hamilton Woodle
 Sales-Commercial Manager...Daniel Dwyer
 Sales Promotion-Merchandising
 Manager.....Daniel Dwyer
 Publicity Director.....Eleanor Merz
 Musical Director.....Norman Messervey
 Chief Engineer.....Tom Crimmins

W S Y R

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central New York
 Broadcasting Corporation
 Address.....Kemper-Syracuse Bldg.
 Phone Number3-7111
 Transmitter Location.....2341 Valley Drive
 Time on the Air.....6 a.m. to 1 a.m.; Sunday, 8
 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service: Associated Recorded
 Program Service; Lang-Worth & Standard
 Representative.....Paul H. Raymer Company

Personnel

President.....Harry C. Wilder
 Vice-President.....E. R. Vadeboncoeur
 Sales Manager.....W. R. Alford, Jr.
 Promotion-Merchandising
 Manager.....Irene Underwood
 Program Director.....Bill Rothrum
 Continuity Chief.....Ray Servatius
 Publicity Director.....Irene Underwood
 Chief Announcer.....Herb Bernthal
 Musical Director.....Murray Bernthal
 Chief Engineer.....G. Armand Belle Isle

(See Page 508)

W H A Z

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Rensselaer Poly-
 technic Institute
 Address.....110 Eighth St.
 Phone NumberTroy 6810
 Transmitter Location.....110 Eighth St.
 Time on the Air.....6:30 p.m. to midnight
 Monday only

Personnel

President.....L. W. Houston
 General Manager.....W. J. Williams
 Sales Manager.....W. C. Stoker
 Program Director.....A. O. Niles
 Chief Announcer.....R. Schmelzer
 Chief Engineer.....H. Harris

W T R Y

TROY—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By.....Troy Broadcasting
 Co., Inc.

YOU CAN

Buy

WSYR

Square Deal Station

Syracuse, N. Y.
NBC 570 KC.

and

WTRY

Square Deal Station

Albany, Troy
Schenectady, N. Y.
ABC 980 KC.

Combined

for primary coverage of Urban retail sales greater than the 10th United States city

— plus —

more than 1,000,000 potential listeners in rural areas and small towns

NO ONE STATION COVERS THIS AREA!
NO OTHER COMBINATION COVERS
SO MUCH FOR SO LITTLE!
AVAILABLE AS A SPOT UNIT OR A
TWO STATION NETWORK

Ask your Roymer man

COMBINED MARKET DATA FOR WSYR-WTRY

	Primary	Secondary	Total
Population	1,900,997	1,257,191	3,158,188
Families	526,781	337,983	864,764
Radio Homes	480,000	307,560	787,560
Total Retail Stores	30,412	19,152	49,564
Sales, \$	735,851	485,768	1,221,619
Food Stores	9,328	5,744	15,072
Sales, \$	188,781	126,642	315,423
General Mdse. Stores	679	509	1,188
Sales, \$	87,539	50,531	138,070
Filling Stations	4,329	2,993	7,322
Sales, \$	47,147	32,507	79,654
Drug Stores	796	490	1,286
Sales, \$	20,406	13,931	34,337
Other Stores	15,280	9,416	24,696
Sales, \$	391,978	262,157	654,135

All money values in thousands of dollars. Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units). All other data from sixteenth decennial Census of United States, 1940. Worn time increases not included.

	Number of Form Families	Value of Forms, \$
Primary	61,109	313,402,384
Secondary	47,349	292,773,543
Total	108,458	606,175,927
Total N. Y. State	153,238	947,073,893



Address 92 Fourth St.
 Phone Numbers.....Troy 2100; Albany 4-2500
 Transmitter Location.....Colonie, N. Y.
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service UP
 Transcription Service World Broadcasting
 System; Lang-Worth; Standard
 Representative.....Paul H. Raymer Co.;
 Bertha Bannon, Boston

Personnel

President.....Col. H. C. Wilder
 General Manager.....William A. Ripley
 Station Manager.....Woodbury Carter, Jr.
 Program Director.....E. W. Rossell
 Promotion-Publicity Director...Edward Walker
 Musical Director and
 Production Manager.....E. Rossell
 Commercial Manager.....John Sutphen
 Chief Engineer.....Albert Chismark
 Record MC.....Don Jarvis

Owned-Operated By.....Watertown Broad-
 casting Corporation
 Business Address.....118 Washington St.
 Phone Number.....Studios 2424
 Studio Address118 Washington St.
 Transmitter Location118 Washington St.
 Time on the Air.....7 a.m. to 12:20 a.m.
 News ServiceAP
 Transcription ServiceStandard Radio
 Representatives.....Sears & Ayers

Personnel

President.....G. H. Righter
 General Manager.....G. H. Righter
 Sales Promotion-Merchandising
 Manager.....G. H. Righter

W I B X

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WIBX, Inc.
 Address.....187 Genesee St.
 Phone Number2-2101
 Transmitter Location....Schuyler St., Marcy,
 N. Y.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sundays, 7:30 a.m. to 12:05 a.m.
 News Service.....INS & UP
 Transcription Service....World Broadcasting
 System
 New York Sales Office.....39 E. 63rd St.
 Helen Wood, Commercial Manager
 Representatives.....Walter Biddick Co.
 (West Coast); Bertha Bannon Boston)

Personnel

President-General Manager..Margaret Bowen
 National Sales-Merchandising
 ManagerN. W. Cook
 Program Director.....Elliott Stewart
 Production Manager.....Michael Carlo
 Publicity Director.....N. W. Cook
 Musical Director.....Walter Griswold
 Chief Engineer.....J. T. Dowdell

(See Page 510)

W A T N

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts

W W N Y

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway
 Company
 Address.....Hotel Woodruff, Public Square
 Phone Number.....4-120
 Transmitter Location.....Ives St. Extension
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 Newspaper Affiliation....Watertown Daily
 Times
 News ServiceUP
 Transcription Service....World Broadcasting
 RepresentativeWeed & Co.

Personnel

PresidentHarold E. Johnson
 General Manager-Commercial
 Manager.....Louis Saiff, Jr.
 Station Manager.....Thomas E. Martin
 Sales Promotion-Merchandising
 ManagerGlenn Doull
 Program Director-Production
 Manager.....Earl R. Kelly
 Publicity Director.....Glenn Doull
 Chief Announcer.....Charles Pierce
 Musical Director.....Ward Hamilton
 Chief Engineer.....Maynard B. Davis
 Record M. C.....Anderson Ward

From Cradle to College

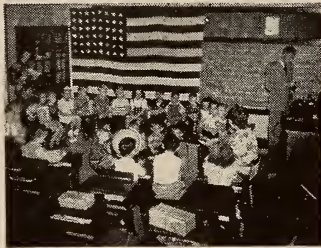
WHEN the late Scott Howe Bowen took over the active management of Radio Station WIBX, Utica, N.Y., in 1938, he inaugurated a series of programs of an educational character to better inform the parents, and the public, of the good work that the schools in Central New York were doing in educating the citizens of tomorrow.

SINCE 1938, the Educational Department of WIBX, with Betty Cushing Griffin as Director (with the full co-operation of the Principals and Teachers of all schools—and the guiding genius of our President and General Manager, Mrs. Scott Howe Bowen) has written, produced and broadcast every week the following series of educational programs:

"Youth Presents" Variety Show,
Drama and Music Saturdays 8:30 P.M.
"Wizard and Witch of Quiz" Saturdays 9:30 A.M.
"Young America Speaks" Mondays 4:30 P.M.
"Cavalcade of Choirs" Fridays 4:45 P.M.

DURING 1945, an additional program was conceived—called "Let's Go to School" and is exactly what the name implies—a broadcast direct from the classrooms of Utica and vicinity schools. Each week, WIBX takes its recording equipment into a classroom and records an actual classroom lesson—grades from kindergarten thru 6th. This recording is then placed at the disposal of the Board of Education and Parent-Teachers Organizations for use as deemed advisable.

HERE is a typical classroom scene taken Monday, October 10, 1945, at the Hughes School, Utica—2nd grade studying social studies and broadcast Tuesday, October 16, 1945, at 3 P.M. All subsequent programs were recorded on Monday and broadcast Tuesday.



WIBX
1230
AM
WIBX
1230
AM
WIBX
1230
AM

UTICA, N.Y.



THEN AGAIN, to perpetuate the memory of her late husband, Mrs. Bowen in March, 1945, offered a Radio Scholarship Award of \$500 in cash to the student—senior or post-graduate—who best answered the question "Why I want to make radio my life work!" The contest was eminently successful and the winner is now attending Syracuse University.

ANOTHER FEATURE of this educational series is the Scholastic All-Star Football Team Contest and the Most Valuable Football Player Contest conducted by the WIBX Sports Department with Michael Sandy, Director. Coaches and players on the teams were asked to vote for players who played during the 1945 football season. Thirteen schools in the area were eligible. Score sheets were sent to all coaches and cards to be filled out and returned. At the conclusion of the Contest, 4278 postcards were returned out of a possible 5000. The program is broadcast Tuesdays and Thursdays at 4:30 P.M. (this is in addition to the 11:15 P.M. nightly Sports Program by Michael Sandy Sundays thru Fridays).

JUST ANOTHER PROGRAM IN THE PUBLIC INTEREST

OTHER PROGRAMS IN THE PUBLIC INTEREST HAVING WON FOR WIBX 5 NATIONAL AWARDS:

W. B. LEWIS, BILLBOARD, PEABODY AND VARIETY

(FOR STATION LISTING SEE PAGE 509)

WFAS

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....Westchester Broad-
casting Corp.

AddressRoger Smith Hotel

Phone NumberWhite Plains 6400

Transmitter Location.....Roger Smith Hotel

Time on the Air.....Unlimited license

News Service..... AP

Transcription ServiceWorld Broadcasting
System; AMP

RepresentativeHeadley-Reed Co.

Personnel

President.....J. Noel Macy

V-P-Managing Director.....Frank A. Seitz

Commercial Manager.....T. Eugene Duffy

Program-Musical Director.....Ran Kaler

Chief EngineerF. A. Seitz

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts

Owned-Operated ByLong Island Broad-
casting Corporation

Address..... 41-30 58th Street

Phone NumberNewtown 9-3300

Transmitter Location.....41-30 58th St.,
Woodside, L. I.

Time on the Air.....8 a.m. to midnight

News ServiceAP

Transcription ServiceAssociated

Personnel

President and General

ManagerWilliam H. Reuman

Station and Sales Manager.....Edith Dick

Program Director.....Fred Barr

Musical Director.....Lou Cole

Chief Announcer.....Lou Cole

Chief Engineer.....Joseph Franz, Jr.

Production Manager.....Gene Flanagan

Record M. C.'s.....Edwin Bronner,

Lou LaFrance, Sid Torin

WFAS...

*"Six Weeks in
Westchester..."*

Do you know that in 1945, WFAS programmed a total of 1021 hours of live Westchester features? These included News, Civic, Religious, War Effort, Educational and other categories. That's the equivalent of more than six weeks, 7 days a week, 24 hours a day! This blends the 'local interest' appeal with WFAS' 10 year policy of fine music. (More than 2300 hours in '45). All of it adds up to results for WFAS advertisers. So much so that better than 70% of them renewed in the last 12 months!

WFAS in Westchester

Roger Smith Hotel
White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
Chrysler Bldg.
New York

WWRL NEW YORK

LOW COST PROGRAMMING
THAT SELLS IN
NEW YORK'S
HIGH COST MARKET

ASSOCIATED PRESS NEWS
STANDARD & ASSOCIATED
LIBRARIES

1600

"THE HIGH SPOT
ON THE DIAL"

W B T

CHARLOTTE

ROLLING 50,000 WATTS ACROSS THE
SOUTHEAST'S RICHEST MARKET—THE CAROLINAS

NO

RADIO STATION

COMBINATION OF RADIO STATIONS

NEWSPAPER

COMBINATION OF NEWSPAPERS

CAN DUPLICATE THIS COVERAGE

W B T



The South's Pioneer Station

CHARLOTTE • 50,000 WATTS

SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
New York • Chicago • Los Angeles • St. Louis • San Francisco • Atlanta

NORTH CAROLINA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Address 100 College St.
Phone Number 1213
Transmitter Location 100 College St.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service INS, AP
Transcription Service.....NBC Thesaurus
National RepresentativeBurn-Smith Co.;
Harry E. Cummings

Personnel

Pres.-Gen. Mgr.-Station Mgr. Harold H. Thomas
Commercial Manager.....C. Fred Rabell
Promotion Manager.....Nina F. Williams
Chief Engineer Madeline Hollerith
Record m.c.....Harry Varner

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts
(C.P. 5000)

Owned-Operated By.....Asheville Citizen-
Times Co., Inc.

Address 14 O'Henry Avenue
Phone Number 5500
Transmitter Location Flatiron Building
Time on the Air: 6:30 a.m. to 12:05 a.m. daily;
7:45 a.m. to 12:05 a.m. Sundays

Newspaper Affiliation.....Asheville Citizen-
Times

News Service AP & UP
Transcription Service.....Associated, Lang-Worth
RepresentativeKatz Agency

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....James A. Hagan
Sales Promotion-Merchandising
Manager-Program Director....Lee Chadwick
Production Manager.....William F. Melia
Chief Engineer Cecil Hoskins

(Call Letters to Be Assigned)

ASHEVILLE*

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Community Broad-
casting Co.

Address.....Asheville, N. C.
* Construction Permit.

WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
CAROLINA NETWORK

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By.....Alamance Broad-
casting Company, Inc.

Address 310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location Elon Road (West
Front Street Extension)

Time on the Air.....5:30 AM to local sunset
News Service.....UP; AP
Transcription Service.....Standard Radio;
Lang-Worth, Cole

Personnel

Gen-Mgr.-Station Mgr.....E. Z. Jones
Sales-Commercial Manager.....Roy Springer
Sales Promotion-Merchandising

Manager John Francis O'Farrell
Program Director Jack Hankins
Production Manager William Sandefur
Publicity Director Jack O'Farrell
Chief Announcer Jack Hankins
Chief Engineer Berry Tysor
Record m.c.'s.....Al Nelson, Charles Slate

WAYS

CHARLOTTE—EST. 1942

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By.....Inter-City Advertising Co.
Address 120 E. Third St.
Phone Numbers.....37173 (office)
Transmitter Location Oakdale
Road, Highway 16

Time on the Air.....6 a.m. to 1 a.m.;
Sunday, 7 a.m. to 1 a.m.

News Service AP
Transcription Service.....Lang-Worth; Standard
Representative.....Weed & Co.

Personnel

President.....George W. Dowdy
General Manager Walter H. Goan
Program Director J. Norman Young
Chief Engineer Paul T. Absher

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50000 Watts
 Owned-Operated By...Southeastern Broadcast-
 ing Co., Greensboro, N. C.
 Business Address.....Wilder Building
 Phone Number.....3-8833
 Transmitter Location.....9 miles southeast of
 Charlotte
 Time on the Air.....5 a.m. to 1:05 a.m.,
 Sundays, 7 a.m. to 1:05 a.m.
 News Service.....UP; AP
 Transcription Service.....Lang-Worth
 Representative.....Radio Sales, Inc.

Personnel

President J. M. Bryan
 Gen.-Station Mgr.....Charles H. Crutchfield
 Sales Manager Royal Penny
 Business Manager E. J. DeGray
 Program Director Larry Walker
 News Editor, Director of Special Events

Jack Knell

Farm Director Grady Cole
 Publicity Director Frances Colner
 Musical Director Clarence Eiters
 Chief Engineer M. J. Minor

(See Page 512)

W S O C

CHARLOTTE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number7138
 Transmitter Location.....1925 N. Tryon Street
 Time on the Air.....6 a.m. to midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 Standard Radio, M. M. Cole
 RepresentativeHeadley-Reed Company

Personnel

Pres.-Gen.-Station Mgr.....Earle J. Gluck
 Com.-Sales Promotion-Merchandising
 Manager.....W. C. Irwin
 Program Dir.-Prod. Mgr.....Ron Jenkins
 Pub. Dir.-Chief Announcer Don McSwain
 Musical Director Don Sheldon
 Record M. C.....Dewey L. Drum
 Chief Engineer L. L. Caudle, Jr.

W E G O

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne Nelson
 Business AddressConcord
 Phone Number2271
 Transmitter Location..Highway 29A, 1½ miles
 west of Concord
 Time on the Air.....Daytime license
 News Service.....UP & AP
 Transcription Service.....Standard Music,
 Keystone
 Representative.....Thomas F. Clark Co.

Personnel

Owner Wayne Nelson

W D N C

DURHAM—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Durham Radio
 Corporation
 Address.....138½ Chapel Hill Street
 Phone NumberR-155
 Transmitter Location.....Forest Hills,
 Near Durham
 Time on the Air.....6:35 a.m. to 1:05 a.m.,
 Sundays, 8 a.m. to 1:05 a.m.
 Newspaper Affiliation.....Herald-Sun Papers
 News Service AP & UP
 Transcription ServiceStandard
 Representative...Howard H. Wilson Company

Personnel

PresidentC. C. Council
 General and Commercial
 ManagerL. F. Jarman
 Sales Pro.-Mer.-Manager.....J. Frank Jarman
 Program Director L. C. Johnson
 Office Manager.....Sue Taylor
 Publicity Director Mrs. Dennis Johnson
 Record m.c.....George Dinnick
 Chief Engineer Walter S. Hill

W C N C

ELIZABETH CITY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Albemarle Broadcasting
 Co.
 AddressColonial Ave.

Phone Number1400-1472
 Transmitter Location City Limits
 Time on Air.....7 a.m. to 11 p.m.;
 Sundays, 8 a.m. to 11 p.m.
 Transcription Service.....World Broadcasting
 System
 RepresentativeBurn-Smith Co.

Personnel

President Edd Harris
 Station Manager Edd Harris
 Commercial Manager Bob Moore
 Publicity-Program Director Don Pierce
 Chief Engineer C. Ross Askey
 Chief Announcer Jim Turner

•
W F N C

FAYETTEVILLE—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cape Fear
 Broadcasting Co.
 Address.....114 Anderson St.
 Phone Number4848
 Transmitter Location.....N. Water St.
 Time on the Air16½ hours daily
 News ServiceUP
 Transcription ServiceLang-Worth

Personnel

Station Manager.....W. C. Ewing
 Commercial Manager.....Paul Moyle
 Program Director-Chief
 AnnouncerRay Woodard
 Chief Engineer.....L. E. Small

•
W G N C
GASTONIA—EST. 1939
 ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address168-170 Main St.
 Phone Number732
 Transmitter Location Gastonia
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service McGregor, Cole
 RepresentativeCox & Tanz

Personnel

Owner.....F. C. Todd
 ManagerPat McSwain
 Commercial Manager.....F. C. Abernathy
 Program Director.....Earl Holder
 Chief Engineer.....W. C. Groves, Jr.

W G B R

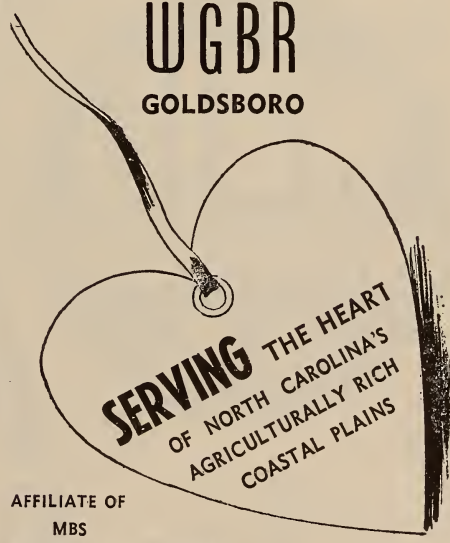
GOLDSBORO—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Eastern Carolina Broad-
 casting Corp.
 Business Address.....P. O. Box 1024
 Phone Number1550-51
 Studio Address.....Borden Bldg.
 Transmitter Location Goldsboro-Raleigh
 Highway
 Time on the Air 6:30 a.m. to midnight,
 Sundays, 8:30 a.m. to midnight
 News Service AP
 Transcription Service...World, NBC Thesaurus
 Representative.....The Walker Co.

Personnel

President.....A. T. Hawkins
 General Manager.....Harry G. Bright
 Sales Manager.....Leland B. Nelson
 Program Director.....John Gay Britt
 Publicity Director.....Grace Carroll
 Chief Announcer.....Hal Grant
 Chief Engineer.....Daniel B. Trueblood
 Office Manager.....Marietta G. MacFarland
 Merchandising Mgr. Prod. Mgr.. John Randolph
 Musical Director John Gay Britt

WGBR
GOLDSBORO



SERVING THE HEART
 OF NORTH CAROLINA'S
 AGRICULTURALLY RICH
 COASTAL PLAINS

AFFILIATE OF
 MBS
 and TOBACCO NETWORK

Represented by The Walker Co.

WGBR

"Eastern Carolina's Number One Station"
 HARRY G. BRIGHT, Gen. Mgr.
 GOLDSBORO NORTH CAROLINA

W B I G

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By...North Carolina Broad-
casting Co., Inc.

Business AddressBox 1807

Phone Numbers6125, 6126, 6127

Studio AddressO. Henry Hotel

Transmitter Location...Battleground Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News ServiceAP

Transcription Services:..World Broadcasting
System; NBC Thesaurus

RepresentativeGeorge P. Hollingbery Co.

Personnel

General and Station Manager...Edney Ridge

Com.-Sales Manager...Gilbert M. Hutchison

Sales Pro.-Mer. Mgr.....Adelaide J. Bernard

Program Director-Prod. Mgr....Wally Williams

Publicity DirectorMargaret Leonard

Chief AnnouncerW. E. Jackson, Jr.

Musical DirectorMargaret Banks

Record m.c.....Bob Jones

Chief EngineerEarl Allison

W G B G

GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By...Greensboro Broad-
casting Co.

Business Address.....Ashe St. Extension

Phone Number3-3631

Transmitter Location.....Ashe St. Extension

Time on the Air.....6 a.m. to local sunset

News ServiceUP

Transcription ServiceLang-Worth

National Representative.....Burn-Smith Co.

Personnel

President.....Ralph M. Lambeth

General and Station Mgr..Ralph M. Lambeth

Commercial-Sales Promotion and Mer-
chandising ManagerL. O. Hutchins

Program Director-Production Manager-

Chief AnnouncerStan Conrad

Publicity DirectorJ. R. Marlowe

Chief EngineerJames Stewart



"The PRESTIGE
STATION of the
CAROLINAS"

famed
for
Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W G T C

GREENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned By Greenville Broadcasting Co.
Operated By J. J. White
Address Falkland Highway
Transmitter Location.....Falkland Highway
Time on the Air.....Unlimited Time
News Service UP
Transcription Service..... Long-Worth, World,
M. M. Cole
Representative The Walker Co.

Personnel

President Julian J. White
General and Station Mgr.... Billy S. Hodges
Sales-Commercial Manager... Carl J. McKinney
Sales Pro.-Mer.-Manager... Carl J. McKinney
Chief Engineer James H. Mayo
Record m. c..... Max Ross

W H N C

HENDERSON, N. C.—EST. 1945
MUTUAL BROADCASTING SYSTEM

Frequency: 890 Kc.....Power: 250 Watts
Owned-Operated By... Henderson Radio Corp.
Address 219 S. William St.
Phone Number 736-925
Transmitter Location U. S. 1, 2 miles north
Time on the Air Sun-up to Sun-down
News Service AP
Transcription Service World, Lang-Worth,
Cole, Keystone

Personnel

President S. S. Stevenson
Vice Pres.-General Manager... Nathan Frank
Station-Commercial Manager ... Nathan Frank
Chief Engineer Lewis Hiland

W H K Y

HICKORY—EST. 1939
ABC

Frequency: 1290 Kc.....Power: 5000 d. 1000 n.
Owned-Operated By..... The Catawba Valley
Broadcasting Co., Inc.
Address Radio Bldg.
Phone Number 1195-6
Transmitter Location... 2½ miles SE of Hickory
Time on the Air..... 6:15 a.m. to midnight
News Service UP
Transcription Service World
Representative Howard H. Wilson

Personnel

President..... Carl V. Cline
Gen. and Station Manager... Edmund S. Long
Sales-Commercial Manager... Frank Haithcox

Sales Pro.-Mer. Mgr..... Edmund S. Long
Chief Engineer Edmund S. Long

W M F R

HIGH POINT—EST. 1935
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.... Radio Sta. WMFR, Inc.
Address 164 S. Main St.
Phone Number 4593
Transmitter Location 164 S. Main St.
Time on the Air..... 6 a.m. to 12:05 a.m.
News Service UP
National Representative..... Burn-Smith Co.

Personnel

President H. M. Lambeth
General-Station Manager..... H. M. Lambeth
Sales-Commercial Manager Pat Taylor
Chief Engineer R. P. Boyd

W F T C

KINSTON—EST. 1936
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... Jonas Weiland
Address 210 East King St.
Phone Number 4111
Transmitter Location..... Kinston, N. C.
Time on the Air..... 6:15 a.m. to 11:30 p.m.
News Service AP
Representative Burn-Smith Company

Personnel

General Manager..... Bob Bingham
Sales Manager..... Baldwin Harper
Continuity Director..... Mary D. Dudley
Production Director..... Chic Wingate
Chief Announcer..... Ben Taylor
Publicity Director..... Eleanor Snow
Chief Engineer..... Herman Ards

(Call Letters to Be Assigned)
LEXINGTON*

Frequency: 1190 Kc.....Power: 250 Watts
Owned-Operated By..... Davidson County
Broadcasting Co.
Address..... Lexington, N. C.

Personnel

Owners..... Omar G. Hilton, Greeley N. Hilton
* Construction Permit:

(Call Letters to Be Assigned)
LUMBERTON*

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.... Robeson Broadcasting
Co.
Address..... Lumberton, N. C.
* Construction Permit.

NORTH CAROLINA

WHIT

NEW BERN—EST. 1942
MBS—TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Coastal Broadcasting Co.
 Address U. S. Highway No. 17, South
 Phone Number 1450
 Transmitter Location . . . U. S. Highway No. 17
 Time on the Air Full Time License
 News Service UP
 Transcription Service Lang-Worth
 Representative The Walker Co.

Personnel

Pres.-Station & Gen. Mgr. Louis N. Howard
 Sales Prom.-Mer. Mgr. Thomas E. McCaffrey
 Chief Engineer David E. Hardison

WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY
 Frequency: 680 Kc. Power: 50000 Watts
 Owned-Operated By WPTF Radio Co.
 Address Insurance Bldg.
 Phone Number 8311
 Transmitter Location Cary, N. C.
 Time on the Air . . . 6 a.m. to midnite, Sun. 8 a.m.
 to midnight
 News Service AP; UP
 Transcription Services . . NBC Thesaurus, World,
 Cole, Standard
 Representative Free & Peters

Personnel

President J. R. Weatherspoon
 General Manager Richard H. Mason
 Sales Manager Ollie L. Carpenter
 Director of Adver. & Prom. . R. W. Youngsteadt
 Program Dir.-Prod. Manager . . Graham Poyner
 Chief Engineer Henry Hulick, Jr.

WJNC

JACKSONVILLE—EST. 1945

MBS—TOBACCO NETWORK

Frequency: 1240 kc. Power: 250 Watts
 Owned By . . . Jacksonville Broadcasting Co.
 Operated By Louis N. Howard and
 Ellis Howard
 Business Address Box 367, Highway 24
 Studio Address Highway 24
 Transmitter Location Highway 24
 Time on the Air Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative The Walker Co.

Personnel

President-Owner Louis N. Howard
 Station-Commercial Manager . . Lester L. Gould



No other Southern state equals North Carolina in combined rural and urban prosperity. The value of North Carolina's manufactured products is nearly *triple* the average for the nine other Southern states. North Carolina's cash income to farmers is nearly *twice* the Southern average. Result: the kind of Southern market most advertisers want!



With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS • NBC
RALEIGH, N. C.

FREE & PETERS, INC., *National Representatives*

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Capitol Broadcasting
Company
Address.....130 S. Salisbury Street
Phone Number.....6411
Transmitter Location.....S. Davie St.
Time on the Air.....6:30 a.m. to 11 p.m., EWT
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.

Personnel

President.....A. J. Fletcher
General Manager.....Fred Fletcher
Commercial Manager.....B. G. Robertson
Program Director.....Ray Reeve
Chief Engineer.....Stanley Brown

W C B T

ROANOKE RAPIDS—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Radio Station WCBT, Inc.
Address.....251 Roanoke Avenue
Phone Number.....R-855-1
Transmitter Location...10th Street Extension
Time on the Air.....7 a.m. to midnight;
Sunday, 9 a.m. to midnight
News Service.....UP
Transcription Services.....Keystone, World
National Representative.....Burn-Smith

Personnel

President-General Manager.....S. E. Crew
Station-Commercial Manager.....A. L. Drew
Promotion-Publicity Director.....Jesse Helms
Production-Musical Director.....Doyle Satterthwaite
Chief Engineer.....C. W. Mears

W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....W. Avera Wynne
Business Address.....Box 752
Phone Number.....Rocky Mount 1420
Transmitter Location.....Rocky Mount
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....World, Standard

Personnel

Owner-Manager.....W. Avera Wynne
Sales-Commercial Manager..Jack L. Cummings
Prog. Director-Chief Announcer.....Bill Holm
Chief Engineer.....Issac G. Murphrey

W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Piedmont Broadcast-
ing Corp.
Business Address.....P. O. Drawer 920
Phone Number.....2121-2
Transmitter 1200
Studio Address....Yadkin Hotel, Salisbury
Transmitter Location.....Statesville Highway
Time on the Air.....7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World
Representative.....Burn-Smith Co.

Personnel

President-General Manager....Bryce P. Beard
Station Manager-Sales-Com-Manager
Mrs. Katherine F. Fisher
Program Director.....Betty Gill
Prod. Mgr.-Chief Announcer...Earl J. Caton, Jr.
Chief Engineer.....Carl B. Watson

(Call Letters to Be Assigned)

SHELBY*

Frequency: 730 Kc.....Power: 250 D.
Owned-Operated By..Western Carolina Radio
Corp.
Address.....P. O. Box 200
* Construction Permit.

**For the
BEST IN NEWS
for the
BEST IN PROGRAMS
BASED ON NEWS**

AP!

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this
WASHINGTON ★
IS IN
NORTH
CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over \$175,000,000. **We want you to know** . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over \$100,000,000 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs. Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina — and this "as good as gold" . . . market.

WRRF
930 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.

"WE RADIATE REAL FRIENDSHIP"

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY

FORJUE & COMPANY • National Representative

NEW YORK

CHICAGO

PHILADELPHIA

WASHINGTON

NORTH CAROLINA

"HOME OF WRRF"

W R R F

WASHINGTON—EST. 1942
AMERICAN BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By . . . Tar Heel Broadcasting
System, Inc.
Address Bank of Washington Bldg.
Phone Number 403
Transmitter Location . . 1 mile south on U. S. 17
Time on the Air 6 a.m. to local sunset
News Service AP
Transcription Service NBC Thesaurus
National Representative Forjoe & Co.

Personnel

President W. R. Roberson, Sr.
Gen.-Station Manager W. R. Roberson, Jr.
Sales Manager T. H. Patterson
Program Director Mary Miller
Promotion Manager T. H. Patterson
Record m. c. Bill O'Connell
Publicity Director Ben Roebuck
Chief Engineer George Martin

•
(Call Letters to Be Assigned)
WHITEVILLE*

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Whiteville Broadcast-
ing Co., Inc.
Address Whiteville, N. C.
* Construction Permit.

W M F D

WILMINGTON—EST. 1935
AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned by WMFD
Operated by Richard Austin Dunlea
Business Address P. O. Box 696
Phone Number Dial 4840
Studio Addresses: Castle Hayne Road, Forest
Hills
Transmitter Location Castle Hayne Road
Time on the Air 7:30 a.m. to 11 p.m.
News Service UP
Transcription Service World
Representative Burn-Smith Company

Personnel

Owner-General Mgr. B. A. Dunlea
Commercial Manager Claud O'Shields
Sales Promotion Shirley Beasley
Chief Engineer E. I. Herring

•
(Call Letters to Be Assigned)
WILMINGTON*

Frequency: 1340 Kc. Power: 250 Watts
Owned By General Newspapers, Inc.
Address Wilmington, N. C.
* Construction Permit.

W G T M

WILSON—EST. 1937
MBS—TOBACCO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by . . Penn Thomas Watson
Address P. O. Box 976, Wilson
Phone Numbers 2188, 2189
Transmitter Location Wilson
Time on the Air 6:30 a.m. to 11:15 p.m.;
News Service UP
Transcription Service Lang-Worth, World,
Keystone, M. M. Cole.
Representative The Walker Co.

Personnel

Owner P. T. Watson
General Manager Allen Wannamaker
Commercial Manager Robert B. Brunson
Chief Engineer William H. Malone

W A I R

WINSTON-SALEM—EST. 1937
ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . . WAIR Broadcasting Co.
Address Pepper Bldg.
Phone Number 2-1133
Transmitter Location Reynolda, N. C.
Time on the Air 8 a.m. to midnight
News Service AP
Transcription Service World Broadcasting
Representative The Walker Company

Personnel

Gen. and Station Manager . . George D. Walker
Commercial Manager C. G. Hill
Sales Promotion Manager Ruth Pitts
Chief Engineer Lee King

W S J S

WINSTON-SALEM—EST. 1930
NATIONAL BROADCASTING CO.

Frequency: 690 Kc Power 5000 Waats
Owned-Operated By . . Piedmont Publishing Co.
Address 419-421 N. Spruce St.
Phone Number 4141
Transmitter Location RFD No. 1
Time on the Air Full Time License
Newspaper Affiliation: Winston-Salem Journal;
Twin City Sentinel
News Service UP
Transcription Service Standard, Lang-Worth
Representative Headley-Reed Co.

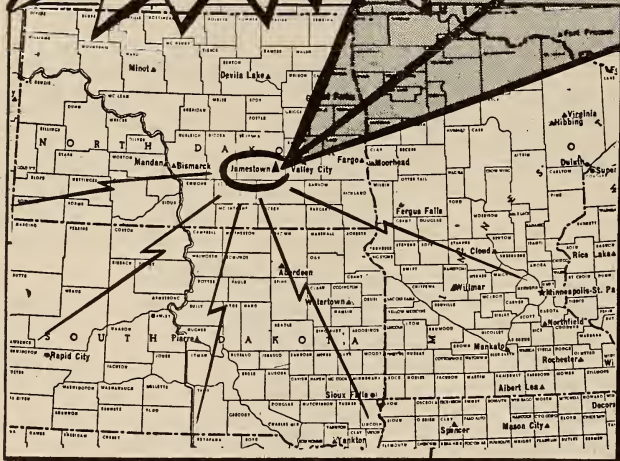
Personnel

President Gordon Gray
General Manager Harold Essex
Sales-Commercial Manager Harry B. Shaw

NEW POWER!

ADDED
"SALES"
PUNCH!

KSJB
JAMESTOWN, N.D.



NOW-
5000 WATTS
AT 600 KC

BLANKETING NORTH DAKOTA,
SOUTH DAKOTA, AND
NORTH WESTERN MINNESOTA

Your sales messages will be delivered to greater audiences through specialized programming to the consumers in the rich agricultural area.

JAMESTOWN BROADCASTING COMPANY, INC.

AFFILIATED WITH

Columbia Broadcasting System • Mutual Broadcasting System
North Central Broadcasting System

National Sales Representative: NCBS SPOT SALES

NEW YORK 1, N. Y.

Empire State Building
Longacre 3-4874

CHICAGO 1, ILL.

360 North Michigan Avenue
Central 4894

ST. PAUL 1, MINN.

E-622 First National Bank Building
Cedar 8579

NORTH DAKOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting Company

Address320 Broadway
Phone Number468

Transmitter LocationMenoken, N. Dak.
Time on the Air.....6 a.m. to midnight;
Sunday, 7 a.m. to midnight

News Service.....UP
Transcription Service.....Standard
RepresentativeJohn Blair & Company

Personnel

President-General Manager P. J. Meyer
Station and Commercial
Manager.....F. E. Fitzsimonds
Promotion Director-Chief
AnnouncerCal Culver
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.

Address1025 Third St.
Phone Number1090

Transmitter Location.....East end 4th Street
Time on the Air6 a.m. to 11 p.m.

News Service.....UP
Transcription Service....World Broadcasting,
SESAC

Representative
North Central Broadcasting System

Personnel

President and Station Manager.....Bert Wick
Program Director.....Robert Raynor
Chief Engineer.....Richard Moritz

WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY

NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.

AddressBlack Building
Phone Number5357

Transmitter LocationWest of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sun-
day, 7 a.m. to midnight

Newspaper Affiliation.....Fargo Forum
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
RepresentativeFree & Peters

Personnel

PresidentE. C. Reineke
General ManagerB. J. Lavin
Station ManagerJack Dunn
Sales ManagerTom Barnes
Program DirectorKen Kennedy
Production ManagerDave Henley
Publicity DirectorM. Gregerson
Chief AnnouncerHoward Nelson
Musical DirectorLester Estenson
Chief EngineerJulius Hetland

KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc.....Power: 1000
Owned-Operated By.....University of North
Dakota

Address . . .Woodworth Hall, University Campus
Phone Number2800

Transmitter LocationUniversity Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Station ManagerDonald J. Robertson
Chief Announcer.....Dean Winkjer
Program Director.....Fay Lufkin
Chief Engineer.....Arnold Petrich
(Non-Commercial Station)

KILO

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Dalton Le Masurier

Address.....First National Bank Building
Phone Number1200

Transmitter Location.....University of North
Dakota Campus

Time on the Air.....6 a.m. to midnight
News ServiceUP

Transcription ServiceLang-Worth
RepresentativeHeadley-Reed Co.

Personnel

President-General Mgr. Dalton Le Masurier
 Commercial Manager Elmer Hanson
 Chief Announcer Jack French
 Chief Engineer Arnold Petrich

•
K S J B

JAMESTOWN—EST. 1937

**COLUMBIA BROADCASTING SYSTEM
 MUTUAL BROADCASTING SYSTEM**

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 250 Watts Day,
 100 Watts Night (C. P. for 5000 Watts Day
 and Night)

Owned-Operated By. Jamestown Broadcasting
 Company, Inc.

Business Address. Midland Building
 Phone Numbers 100; 358

Transmitter Location. Southwest Jamestown
 Time on the Air. 6 a.m. to midnight

News Service. AP & UP

Transcription Service Standard

Representative. North Central Broadcasting
 System

Personnel

President. L. J. McNeil
 General Manager. Lloyd R. Amoo
 Commercial Manager Alfred C. Berry
 Sales Prom.-Publicity Dir. Florence Pitnam
 Chief Engineer. Lloyd R. Amoo

(See Page 522)

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K G C U

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 250 Watts
 Owned-Operated By. Mandan Radio Association,
 Inc.

Business Address 200 3rd Ave., N.W.
 Phone Number. 631

Transmitter Location. South East of Mandan
 Time on the Air. 5 a.m. to 11 p.m.

Transcription Service Lang-Worth

Representative. North Central Broadcasting
 System

Personnel

President. W. S. Russell
 Gen. Mgr.-Station Mgr. M. J. Reichert
 Sales-Commercial Manager M. J. Reichert
 Sales Promotion-Mer. Mgr. M. J. Reichert
 Program Director Mert Bushee
 Chief Engineer LeRoy Gunderson

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
 Owned By Minot Broadcasting Co.
 Operated By John B. Cooley

Business Address 118 S. Main St.
 Phone Number 1267

Studio Address 118 S. Main St.
 Transmitter Location. Three miles southeast of
 Minot

Time on the Air 6:30 a.m. to midnight,
 Sunday 7:30 a.m. to midnight

News Service UP

Transcription Service. World Broadcasting
 System

Representative The Walker Company

Personnel

President. John B. Cooley
 General Manager John B. Cooley

Station Manager C. W. Baker

Sales-Commercial Manager E. H. Cooley

Sales Promotion-Merchandising
 Manager E. H. Cooley

Program-Director-Production

Manager Jack Helling

Publicity Director Lillian Aardahl

Chief Engineer C. W. Baker

•
K O V C

VALLEY CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned KOVC, Inc.

Operated By KOVC, Inc.
 Address 312 Fifth Ave.

Phone Number 408

Transmitter Location 312 Fifth Ave.

Time on the Air 6 a.m. to 10:30 p.m.

News Service UP

Representative North Central

Personnel

President-General and Station
 Manager Robert E. Ingstad

Commercial Manager Robert E. Ingstad

Sales-Promotion-Merchandising
 Manager William Weaver

Program Director William Weaver

Production Manager Florence Fisher

Chief Announcer-Record m. c. Bill Weaver

Musical Director Art Lydell

Chief Engineer Kermit Holm

WAKR

TOWERS OVER AKRON

A B C Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives



OHIO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Allen T. Simmons
 Business Address Box 830
 Phone Number Meadowbrook 3211
 Studio Address Tallmadge, Ohio
 Transmitter Location State Route No. 8, North
 of Akron
 Time on the Air 6 a.m. to 1:05 a.m.
 News Service UP & Trans.
 Transcription Service Standard Radio &
 Lang-Worth
 Representative Geo. P. Hollingbery Co.

Personnel

Owner-Manager Allen T. Simmons
 Ass't. Manager Robert Wilson
 Sales-Commercial Manager Fred C. Bock
 Sales Promotion-Merchandising Robert Wass
 Program Director Harold Hageman

Production Mgr.-Publicity Secret Williams
 Chief Announcer Harold Hageman
 Chief Engineer John L. Wildermuth

W H K K

AKRON—

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Power: 1000 Watts
 Owned-Operated By United Broadcasting Co.
 Address 51 West State St.
 Phone BL 7101
 Transmitter Location Akron-Peninsula Rd.
 Time on the Air 8 a.m. to Pacific Sunset
 Sign Off
 Newspaper Affiliation Cleveland Pain Dealer
 News Service AP
 Transcription Service World
 Representative Radio Advertising Co.

Personnel

President Sterling Graham
 Gen. and Station Manager R. W. Richmond
 Sales Manager J. H. Harrington



MUTUAL

AKRON

640 K.C. • 1000 WATTS

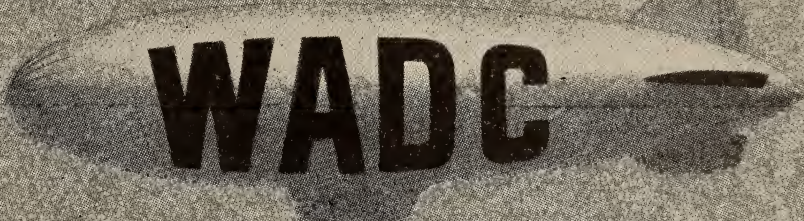
UNITED BROADCASTING COMPANY

Operators of WHK, Cleveland, WHKK, Akron; WHKC, Columbus

Represented by

RADIO ADVERTISING CO.

Pride of the Rubber Empire



WADC

Population:
2,749,400

Retail Sales:
\$1,761,368,000

Effective Buying Income:
\$3,876,992,000

AKRON OHIO CBS BASIC AFFILIATE

Owner-Manager: Allen T. Simmons

National Rep.: Geo. P. Hollingbery Co.

Sales Promotion-Merchandising
 Manager J. H. Harrington
 Program Director-Production
 Manager L. F. Heinrich
 Publicity Director T. S. Federhar
 Chief Engineer James S. Hill

W A K R
 AKRON—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1590 Kc.....Power: 5000 watts
 Owned-Operated By..Summit Radio Corpora-
 tion
 Address.....First Central Tower
 Phone Number.....HEmlock 6151
 Transmitter Location
 Swartz Road, RFD, South Akron
 Time on the Air6:30 a.m. to 1 a.m.
 Sundays, 7 a.m. to 1 a.m.
 News Service.....AP & UP
 Transcription Service.....NBC Thesaurus,
 Standard, Associated
 RepresentativeWeed & Co.

Personnel

President-Station Manager...S. Bernard Berk
 Commercial Manager.....Kenneth M. Keegan
 Sales Promotion Manager.....V. G. Berk
 Program Director.....Coleman Scott
 Musical Director.....Stanley Schultz
 Chief Engineer.....George V. Paul
 (See Page 525)

W I C A
 ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Operated By.....WICA, Inc.
 Address.....221 Center St.
 Phone Numbers1211-1311
 Studios.....221 Center St., Ashtabula; State
 Transmitter Location..Ashtabula-Jefferson Rd.
 Time on the Air 6:45 to local sunset
 News Service.....UP
 Transcription Service World
 RepresentativeThe Walker Co.

Personnel

General Manager R. B. Rowley
 Station Manager W. W. Walrath
 Commercial Manager D. W. Fassett
 Sales Promotion Manager D. W. Fassett
 Program Director-Publicity
 Director A. B. Newkirk
 Chief Announcer J. L. Sheldon
 Musical Director Mary Pavolino
 Chief Engineer H. R. Johnson

W H B C
 CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned By Ohio Broadcasting Co.
 Operated By Radio Station WHBC
 Address.....550 Market Avenue, South
 Phone Number7-166
 Transmitter Location ... Broad Ave. Ext. N.W.
 Time on the Air 6:30 a.m. to 1 a.m.
 Sundays, 9 a.m. to 1 a.m.
 Newspaper Affiliation....Brush-Moore News-
 papers, Inc.
 News Service.....AP & UP
 Transcription Service World, SESAC
 Representative.....Burn-Smith Co., Inc.

Personnel

Owner Brush-Moore Newspapers Inc.
 Director of Radio Eugene Carr
 Station Manager William I. Hershey
 Commercial Manager ... Robert C. Fehlman
 Sales Promotion Manager... Charles Erbland
 Program Director-Musical
 Director Martin Alexander
 Chief Engineer Kenneth Stiker

W C K Y

CINCINNATI—EST. 1929

Frequency: 1530 kc.....Power: 50,000 Watts
 Owned-Operated By.....L. B. Wilson, Inc.
 AddressHotel Gibson, 5th & Walnut
 Streets
 Phone Number Cherry 6565
 Transmitter Location..near Crescent Springs,
 Ky.
 Time on the Air: .. 5 a.m. to 1 a.m.; Sundays
 7 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Standard Radio;
 World
 RepresentativeFree & Peters

Personnel

President and General Manager..L. B. Wilson
 Executive Vice-President....Kenneth Church
 Sales-Commercial Manager...Kenneth Church
 Local Sales ManagerGeorge H. Moore
 Production Manager Bill Dawes
 Publicity Director John Murphy
 Chief Engineer C. H. Topmiller
 Record m. c's. Sid Ten Eyck, Lou Kent,
 Tom Moore, Don Lewis.

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By.....Scripps-Howard
 Radio Inc.
 Address.....3800 Carew Tower Bldg.

Phone NumberMAn 3314
 Transmitter Location...Daylight Building, 623
 East 6th St.
 Time on the Air 24 hours daily
 Newspaper Affiliation: The Cincinnati Post;
 Scripps-Howard Newspapers
 News Service UP
 Transcription Service..... Standard Radio
 Lang-Worth; Associated Music Publishers

Personnel

President.....Jack Howard
 V.-P. & Gen. Mgr.....M. C. Watters
 Ass't. Station Manager John Patrick Smith
 Commercial Manager Evelyn Eppinger
 Sales Promotion Mgr.....John Patrick Smith
 Program-Publicity Director-Production
 Manager Glenn Clark Miller
 Chief Announcer Earl Corbett
 Musical Director Eugene T. Hoctor
 Chief Engineer Glen Davis

WKRC

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....The Cincinnati
 Times-Star Co.
 AddressHotel Alms

Phone NumberWoodburn 0550
 Transmitter LocationHotel Alms
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1 a.m.
 Newspaper Affiliation..The Cincinnati Times-
 Star
 News ServiceAP, UP
 Transcription Service.... Lang-Worth, Standard
 RepresentativeThe Katz Agency

Personnel

President Hulbert Taft
 General Manager.....H. E. Fast
 Sales Manager.....U. A. Latham
 Sales Promotion Joel W. Stovall
 Program Director Lew Kent
 Merchandising Manager Ed E. Hale
 Chief Announcer Bob Neal
 Production Manager Bob Neal
 Publicity Director Carl Press
 Musical Director Bob Snyder
 Chief Engineer George A. Wilson

WLW

CINCINNATI—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
 Owned-Operated By..The Crosley Corporation
 Address 140 W. Ninth St.

WKRC

**ONLY Cincinnati Radio Station with a
 consistent YEAR-BY-YEAR INCREASE
 in Share-of-Audience since 1941**

550

KILOCYCLES

Nationally Represented by
THE KATZ AGENCY

BASIC

CBS

Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP; INS; UP
 Transcription Service.....World Broadcasting System

Personnel

Vice-President in Charge of
 Broadcasting.....James D. Shouse
 Vice President and Gen. Mgr...R. E. Dunville
 Sales Manager.....Harry Mason Smith
 Director of Promotional Activities..M. N. Terry
 Director of Sales Promotion.....R. J. Savage
 Program Director.....Eldon A. Park
 Production Manager.....Chester Herman
 Publicity Director.....A. E. Scheffer
 Chief Announcer.....Chester Herman
 Musical Director.....Milton Weiner
 Chief Engineer.....R. J. Rockwell

W S A I

CINCINNATI—ES. 1923

AMERICAN BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned By.....Field Enterprises, Inc.
 Operated By.....Buckeye Broadcasting Co.
 Address.....115 E. Fourth St.
 Phone Number.....Cherry 6056
 Transmitter Location.....Near Mt. Healthy, Ohio
 Time on the Air....19 hours, Mon.-Sat.; Sun., 17 hours.
 News Service....AP & UP, Chicago Sun Wire
 Transcription Service.....NBC Thesaurus
 Representative.....Louis H. Avery, Inc.

Personnel

President.....Marshall Field
 General Manager.....Robert M. Sampson
 Sales Manager.....W. R. Christian
 Program Director.....James Leonard
 Musical Director.....Burt Farber
 Chief Engineer.....Wm. E. Symons
 Publicity Director.....Dorothy Wortman

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.; n. 5000
 Owned-Operated By.....The WGAR Broadcasting Company
 Address.....Hotel Statler
 Phone Number.....Prospect 0200
 Transmitter Location...Broadview & Atkins Rd., Brecksville, Ohio
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representative....Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
 Vice President-General Manager..John F. Pait
 Assistant Manager.....Carl George
 Commercial Manager.....Harry Camp
 Sales Promotion Manager.....Jack Roeder
 Program Director.....David Baylor
 Production Manager.....Wayne Mack
 Musical Director.....Walberg Brown
 Chief Announcer.....Reg Merridew
 Chief Engineer.....R. Morris Pierce
 Publicity Director.....Manuel Eisner

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned By.....Cleveland Plain Dealer
 Operated By.....United Broadcasting Co.
 Address.....1311 Terminal Tower
 Phone Number.....Prospect 5800
 Transmitter Location...Seven Hills Village
 Time on the Air.....6:45 a.m. to 1 a.m.
 Newspaper Affiliation....Cleveland Plain Dealer
 News Service.....AP, Reuters
 Transcription Service..Lang-Worth, Associated. BMI
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....K. K. Hackathorn
 Sales Manager.....Robert DeTehon
 Program Director.....C. M. Hunter
 Merchandising Manager.....Sue Cornelius
 Chief Announcer.....Garde Chambers
 Publicity Director.....Saul Glantz
 Production Manager.....Albert Shambarger
 Musical Director.....Willard Pott
 Chief Engineer.....Ralph DeLany
 Record m. c.....Hugh Collins

W J W

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Operated By.....WJW, Inc.
 Address.....WJW Building, Playhouse Square
 Phone Number.....Superior 0101
 Transmitter Location...North Royalton, Ohio
 Time on the Air.....Full time
 News Service.....UP, TP
 Transcription Service.....Standard
 Representative.....Headley-Reed Co.

Personnel

President and General
 Manager.....William M. O'Neil

Commercial Manager.....W. J. Sylvester
 Sales Promotion and Merchandising
 ManagerBen Stiller
 Program DirectorEdward N. Palen
 Chief EngineerGerold G. Roberts

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
 Owned-Operated By...National Broadcasting
 Co.

Business Address ...815 Superior Ave., N.E.
 Phone NumberCherry 0942
 Transmitter LocationBrecksville, Ohio
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 6 a.m. to 1 a.m.

News Service.....UP; AP
 Transcription ServiceNBC Thesaurus;
 Standard Radio

Representative Donald Stratton

Personnel

PresidentNiles Trammell
 General Manager Vernon H. Pribble
 Station Manager Vernon H. Pribble
 Commercial Manager Harold Gallagher
 Sales Promotion Manager Howard Barton
 Program Director Hal Metzger
 Publicity Director Victor Liston
 Chief Engineer S. Edwin Leonard

W B N S

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By Radioho, Inc.

Address33 North High Street
 Phone NumberAdams 9265
 Transmitter Location1035 Barnett Rd.
 Time on the Air..6 a.m. to 1 a.m. daily;8 a.m.
 to 1:05 a.m. Sunday

News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

President.....Robert H. Wolfe
 Gen. and Station Manager..Richard A. Borel
 Sales-Commercial Manager W. I. Orr
 Sales Promotion Manager....Jerome R. Reeves
 Program Director Geer Parkinson
 Production Manager Chester S. Long
 Publicity Director Jerome R. Reeves
 Chief Announcer Russell Canter
 Musical Director Geer Parkinson
 Record m. c.....Irwin A. Johnson
 Chief Engineer Lester H. Naizger

W C O L

COLUMBUS—EST. 1934

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Pixleys
 Business Address.....33 North High St.
 Phone NumberMain 4581
 Transmitter Location.....33 North High St.
 Time on the Air 6 a.m. to 1 a.m.,
 Sundays 7:30 a.m. to 1 a.m.

News Service.....INS & AP
 Transcription Service.....World; Lang-Worth
 Representative Headley-Reed Company

Personnel

Owner.....L. A. Pixley
 General and Station Manager Jack Kelly
 Sales Commercial Manager Jack Kelly
 Publicity and Merchandising
 Manager Howard Donohoe
 Continuity Director Frank Tate
 Production Manager Al Albiner
 Chief Engineer Leo DeConnick

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....United Broad-
 casting Co.

Address22 East Gay St.
 Phone NumberAdams 1101
 Transmitter Location.....901 Obetz Road
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper AffiliationCleveland Plain
 Dealer

News Service UP
 Transcription Service.....Lang-Worth, Cole
 RepresentativeRadio Advertising Corp.

Personnel

PresidentSterling Graham
 General Manager.....Carl M. Everson
 Commercial and Sales Promotion
 ManagerHarry H. Hoessly
 Program Director-Production
 ManagerJohn Moses
 Publicity Director.....Juanita Wilcox
 Chief AnnouncerBernard J. Sweeney
 DirectorAbram Ruvinsky
 Chief Engineer.....William C. Minor
 Record m. c.....Budd Sweeney

W O S U

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Ohio State University
 Business AddressColumbus
 Phone Numbers: University 3148; Extension
 711-2, 579

Studio Address Campus
 Transmitter Location: University Golf Course,
 Worthington Road
 Time on the Air Limited time,
 to sunset at Dallas, Texas
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Howard L. Bevis
 Station Director R. C. Higgy
 Program Director William H. Ewing
 Publicity Director H. K. Schellenger
 Chief Operator C. H. Boehnker
 *(Non-Commercial Station)

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By .. Miami Valley Broadcast-
 ing Corporation
 Business Address 45 South Ludlow Street
 Phone Number ADams 2261
 Transmitter Location Hempstead Road
 Time on the Air 18½ hours daily

Newspaper Affiliations: Dayton Daily News;
 News Service UP, INS.
 Transcription Service .. Standard Radio & World
 Representative George P. Hollingbery Co.
 Reps. for South .. Harry Cummings, Jacksonville,
 Fla.

Personnel

President James M. Cox, Jr.
 General Manager Robert Moody
 Sales Manager Arthur H. Tomsett
 Sales Promotion Manager .. Garland V. Baldwin
 Program Manager Lester G. Spencer
 Production Director Don Wayne
 Publicity Director Stan Mouse
 Musical Director Henry Lange
 Chief Announcer Sigel A. Roush
 Chief Engineer Ernest L. Adams

WING

DAYTON—EST. 1939

ABC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By .. Great Trails Broadcasting
 Corporation
 Address 121 North Main Street



TELL
**SOUTHWESTERN
 OHIO**
 your sales message

WHIO Dayton covers Southwestern Ohio—
 where the Great Miami and Little Miami rivers
 flow through the prosperous farm lands of a
 \$100 million agricultural market richly studded
 by progressive manufacturing centers. This
 ready market is supported by diversified in-
 dustries with sound progress in reconversion

and having projected expansion plans amount-
 ing to more than \$50 million!

Dayton and Montgomery County voters re-
 cently passed levies and bond issues to finance
 a unified capital improvement program amount-
 ing to \$28 million!

Tell your sales story through WHIO Dayton,
 the local station with the largest listening
 audience, plus complete, reliable local news
 coverage: UP, INS, PA.

5000 WATTS

BASIC CBS

WHIO

- 11 YEARS SERVING THE DAYTON AREA
- G. P. HOLLINGBERY COMPANY, Representatives
- HARRY E. CUMMINGS, Southeastern Representative

Phone Number.....ADams 3288-89-80
 Transmitter Location.....Shaker Road
 Time on the Air.....5:45 a.m. to 1:05 a.m.,
 Sundays 6:45 a.m.-12:05 a.m.
 News ServiceAP
 Transcription Service...Lang-Worth, Standard
 Representative.....Weed & Company

Personnel

President Charles Sawyer
 General Manager John Pattison Williams
 Station and Sales Manager.....F. G. Dykstra
 Merchandising Manager...Mrs. Ruth Krause
 Musical Director Charles G. Reeder

W F I N

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Findlay Radio Company
 Business Address...500½ South Main Street
 Phone Number.....Main 1330
 Transmitter Location.....Williams Road
 Time on the Air:6:30 a.m. to local sunset;
 Sundays, 7:30 a.m. to local sunset
 News ServiceINS
 Transcription ServiceLang-Worth;
 Standard Radio & Keqstone, Cole.

Personnel

Owner-General Manager Fred R. Hover
 Sales Manager M. C. Clark
 Production Director Joanne Lewis
 Sales Promotion Dick Davis
 Chief Engineer.....Edgar Smith

W M O H

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..The Fort Hamilton Broad-
 casting Co.
 Address.....Second National Bank Bldg.
 Phone4664
 Transmitter Location.....Middletown Pike
 Time on the Air.....6 a.m. to 11 p.m.;
 Sun., 7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Herbert G. Pabst
 Executive Director Don Ioset
 Sales Manager Joe True
 Chief Engineer.....Andrew Bruck

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.
 OHIO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry Co.
 Address.....620 National Bank Bldg.
 Phone93161
 Transmitter Location.....1424 Rice Ave.
 Time on the Air....6 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News ServiceAP
 Transcription Service Standard
 RepresentativesHeadley Reed

Personnel

President.....George B. Storer
 Vice-President & Gen. Mgr.....J. Harold Ryan
 Station-Sales Manager R. G. Elvin
 Production-Program Director .. Edgar C. Ulrick
 Chief Engineer Darrell J. Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....140 Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location..Corner Longview Ave.
 and No. Main St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service World
 Representative Broadcast Sales Co.

Personnel

Owner M. F. Rubin
 General Manager J. M. O'Hara
 Program Director Robert B. Christopher
 News Editor Robert Horn
 Chief Engineer W. E. Morrison

(Call Letters to Be Assigned)

MARIETTA*

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Marietta Broadcasting
 Co.
 Address.....St. Clair Block
 * Construction Permit.

(Call Letters to Be Assigned)

MARIETTA*

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Parkersburg Sentinel
 Co.
 Address..519 Juliana St., Parkersburg, W. Va.

Personnel

Chief Executive.....Howard L. Chernoff
 * Construction Permit.



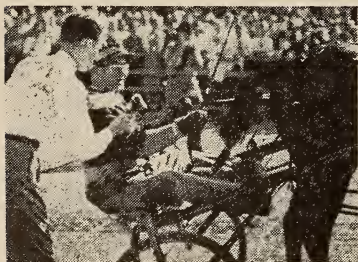
Louis Bromfield addresses annual Marion Chamber of Commerce Banquet.



Billy Southworth and baseball veterans Hank Gowdy, Jess Haines, Cy Young and Bob Ewing, at the annual "Southworth Dinner" given by The Kenton Elks.



W-M-R-N's listeners hear Miss Mary Jean Rankin, 1945 Corn Queen of the Bucyrus Annual Corn Show.



W-M-R-N covers the Little Brown Jug Futurity whose lush \$40,000 purse in 1946 will draw the nation's best pacers and drivers to Delaware.

W M R N



The Friendly Neighbor to 200,000 OHIOANS

W-M-R-N is happy to co-operate with its more than 200,000 listeners in promoting and publicizing their many and varied activities . . . more than 200,000 listeners who live in the heart of one of the richest agricultural and industrial areas in all Ohio. On this page are illustrated a few of the many rural and city events that are broadcast annually over W-M-R-N.

Public service like this makes real friends of the local folks in our seven-county service area . . . whose buying power is valued at almost \$200,000,000 annually.

Get your share of this rich market . . . tell your story to these in-the-money, willing-to-buy listeners.

REMEMBER . . .

When You Buy Time On

W - M - R - N

You Buy

SALES RESULTS!



AN AFFILIATE OF THE AMERICAN BROADCASTING CO.

Sales Representatives:

Broadcast Sales Company
280 Madison Avenue
New York City

Broadcast Sales Company
360 N. Michigan Avenue
Chicago, Illinois

Gene Grant & Company
1651 Cosmo Street
Hollywood, California

W M R N
MARION—EST. 1940
 ABC
 OHIO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....The Marion Broadcasting
 Company
 Operated By.....R. T. Mason
 Address.....North Main Street
 Phone Number.....3226-7
 Transmitter Location.....North Main Street
 Time on the Air.....16 hours, 15 min. daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus.

Personnel

President-Station Manager.....Robert T. Mason
 Commercial Manager.....Geo. A. Speese
 Sales Manager.....George A. Speese
 Program Director.....L. T. Marsh
 Publicity Director.....Ray Oviatt
 Musical Director.....Bob Dell
 Record m. c.....Eric Paige
 Chief Engineer.....Joe Peters

W P A Y

PORTSMOUTH—EST. 1935
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Brush-Moore Newspapers
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.
 Time on the Air..7 a.m. to midnight; Sundays,
 7:30 a.m. to midnight.
 Newspaper Affiliation.....Portsmouth Times
 News Service.....AP & UP
 Transcription Service.....Lang-Worth & BMI

Personnel

President.....Louis H. Brush
 General and Station Manager..Paul Wagner
 Sales-Commercial Manager.....G. F. Boyd
 Sales Promotion-Merchandising
 Manager.....Robert K. Kuhn
 Program Director.....H. W. Apel
 Publicity Director.....Robert H. Kuhn
 Chief Announcer.....Edward Sagraves
 Musical Director.....Dorothy Page
 Chief Engineer.....Maurice L. Myers
 Record m. c.....Carl Sunkel

W I Z E

SPRINGFIELD—EST. 1940
 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Voice of
 Springfield, Inc.
 Address.....115 West High Street
 Phone Number.....4955

Transmitter Location.....Springfield
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP & AP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Weed & Co.

Personnel

President.....Charles Sawyer
 General and Station Manager....Adna Karns
 Sales-Commercial Manager.....Adna Karns
 Program Director.....Arthur L. Martin
 Production Manager.....Bob Terry
 Publicity Director.....Sarah Zahm
 Musical Director.....Jim Newman
 Chief Engineer.....Victor L. Bushong

W S T V

STEUBENVILLE—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 VICTORY

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..The Valley Broadcasting
 Company
 Business Address...Exchange Realty Building
 Phone Number.....2-6265-66-67
 Transmitter Location.....Altamont Heights
 Time on the Air.....6:45 a.m. to 1:15 a.m.
 News Service.....UP

**AP RADIO
 PRODUCTIONS
 OFFERS FOUR
 OUTSTANDING
 SHOWS
 TRANSCRIBED**

“Sports Star Special”
 “Star Time”
 “Special Assignment”
 “The Cliff Edwards Show”

BIG NAMES, WELL-KNOWN
 PERSONALITIES, MAKE EACH
 SHOW
 A SALES WINNER

Ask about the unique, new
 “Cue-In” technique.

Transcription Service Thesaurus
 Representative.. Joseph Hershey McGillvra, Inc.

Personnel

General and Commercial Mgr... John J. Laux
 Sales Promotion-Merchandising
 Manager John L. Merdian
 Production Manager-Asslt.
 Manager John L. Merdian
 Production Manager and Assistant
 Program Director George H. Wilson
 Publicity Director and Local News
 Editor Harry Cochran
 Chief Announcer George H. Wilson
 Musical Director Thomas Arim
 Chief Engineer Joseph M. Troesch

Transmitter Location: Oregon Road, East Toledo
 Time on the Air..... 6 a.m. to 1 a.m.
 News Services..... AP, INS, UP
 Transcription Service..... NBC Thesaurus &
 Lang-Worth
 Representative..... The Katz Agency

Personnel

President..... George B. Storer
 Vice President..... J. Harold Ryan
 Managing Director..... E. Y. Flanigan
 Sales Promotion Manager..... W. F. Shannon
 Program Director..... Robert B. Evans
 Chief Engineer Studio..... Frank M. Hilbert
 Chief Engineer Transmitter... Edward L. Goon

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By... The Fort Industry Co.
 Address... Broadcast Building, 136 Huron St.
 Phone Number..... Adams 3175

WTOL

TOLEDO—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.. The Community Broad-
 casting Company
 Address Bell Building
 Phone Number..... Adams 3291

SHAKE HANDS WITH



"THE FRIENDLY GROUP"

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

National Representative: Joseph Hershey McGillvra, Inc. New York • Chicago • Los Angeles • San Francisco



WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 EDDIE KOHN, MGR.
 ABC NETWORK

WJPA

WASHINGTON, PA.
 BOB KLIMENT, MGR.
 MUTUAL

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL



**Big
BOX-OFFICE
in Toledo**

WTOL shows in Toledo are big box-office . . . every day and every night. Locally owned, locally operated . . . the station plays to an audience with a first-hand understanding of what its particular audience most enjoys. Local interest. Plus national prestige. Local merchants prefer and use WTOL. Its local wallop offers a great opportunity for national advertisers to tie in for results.

WTOL

"Toledo's Friendly Station"

Basic ABC Network

Arch Shawd, General Manager

Representatives: Radio Advertising Co.

1926-1946

Twentieth Anniversary Year*



IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS... YOU WOULD HAVE TO CHOOSE YOUNGSTOWN--WKBN

A stable, concentrated market area which ranks among the nation's top 25 means both peak buying ability and peak buying habits. Effectively served by one medium of proved selling power, this area is the "must market" of Youngstown--WKBN. The leading purchasing power of this third largest U. S. Steel Center is revealed conclusively by available statistics... total wage earners, annual wages, retail sales per family, etc. (Full information is available to advertisers in WKBN's Brochure on "The Youngstown Industrial Area"). This large and attentive buying audience falls within the primary coverage of one Radio station only... WKBN.

Represented by
PAUL H. RAYMER COMPANY

As repeated case histories throughout this pioneer station's 20-year history attest, such an exclusive situation has placed WKBN in the position of a powerful merchandising and sales force... the respected source of information and entertainment for a major market area of over half a million consumers... plus the bonus coverage area of over 6,000,000.

AFFILIATE
COLUMBIA BROADCASTING SYSTEM

WKBN

YOUNGSTOWN, O.

5000 watts

570 kc



* WKBN delivered its first broadcast to Youngstown ear-phones and speakers on September 26, 1926. The station's first bid for listeners was made with a 7½ watt transmitter. An ever-progressive policy has existed from the beginning and today's modern, powerful equipment... situated on forty-five acres of landscaped beauty in Youngstown's South Side residential section... brings Columbia Network and local entertainment to listeners in five states and Canada.

Transmitter Location.....Bell Building
 Time on the Air.....Unlimited license
 News Service.....UP & AP
 Transcription Services..Associated Music Publishers; World.
 Representative.....Radio Advertising Corp.

Personnel

President.....Frazier Reams
 Vice President-General Manager..Arch Shawd
 Commercial Manager.....Gard Wallace
 Sales Promotion Manager.... Henry Morgan
 Program Director-Production
 Manager..... Karl Nelson
 Publicity Director....Charlotte Van Rensselaer
 Musical Director.....Dorothy Diller
 Chief Engineer.....John Sheehan

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens
 Address.....2nd National Bank Building
 Phone Number.....4490
 Time on the Air....6:45 a.m. to 12 midnight
 Transmitter Location..710 Main Avenue, S. W.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
 Station Manager.....Emerson J. Pryor
 Commercial Manager.....Frank B. Cannon
 Sales Promotion Manager...Emerson J. Pryor
 Program Director-Production
 Manager.....Lynn E. Gifford
 Publicity Director.....Emerson J. Pryor
 Chief Engineer.....Robert V. Kinney

W F M J

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..WFMJ Broadcasting Co.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation..Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Lang-Worth;
 Standard Radio
 Representative.....Headley-Reed Company

Personnel

Owner-Station Manager..William F. Maag, Jr.
 National Advertising Manager.....Phil Wood
 Program Director.....William Crooks
 Business Manager.....Leonard Nasman
 Musical Director.....Ronald Richards
 Chief Engineer.....Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By....WKBN Broadcasting Corp.
 Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation..Cleveland Plain Dealer
 News Service.....UP
 Transcription Services... World; Lang-Worth
 Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
 Station-Commercial Manager....J. L. Bowden
 Sales Promotion Manager.....Foster Harmon
 Program Director.....Gene Trace
 Production Manager.....Gene Trace
 Publicity Director.....Foster Harmon
 Chief Engineer.....B. T. Wilkins

W H I Z

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By...Southeastern Ohio Broadcasters, Inc.
 Operated By.....Fort Industry Company
 Address.... North Fifth St., Lind Arcade Bldg.
 Phone Number.....6000
 Transmitter Location.....Newark Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

President.....George Storer
 General Manager.....Allen L. Haid
 Sales Manager.....J. Robert Kerns
 Program Director-Production
 Manager.....Howard George
 Chief Engineer.....William Hunt

OKLAHOMA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K A D A

ADA—EST. 1934

AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. C. C. Morris
Address.....207 First Nat'l Bank Bldg.
Phone Number.....1212
Transmitter Location.....North Broadway
Time on the Air.....6:30 a.m. to 11 p.m.;
Sundays, 7 a.m. to 11 p.m.

News Service.....AP
Representative.....Taylor Howe Snowden

Personnel

Owner.....Dr. C. C. Morris
General-Manager.....James M. Griffith
Commercial Manager.....LeRoy W. Moses
Chief Engineer.....Harold Walker

K V S O

ARDMORE—EST. 1935

AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Business Address.....Hotel Ardmore
Phone Number.....3030
Studio Address.....Hotel Ardmore
Transmitter Location.....Chickasaw & North-
west Blvd.

Time on the Air.....Unlimited License
Transcription Service.....SESAC, World
Newspaper Affiliation.....Daily Ardmoreite
News Service.....AP
Representative.....Taylor Howe Snowden

Personnel

General Manager.....Albert Riesen
Commercial Manager.....Gene Calley
Musical Director.....Dolly Dutton
Chief Engineer.....John Malloy

K W O N

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bartlesville Broadcasting
Co.

Business Address...Union Nat'l. Bank Bldg.
Phone Number.....1400
Studio Address.....Union National Bank
Bldg.

Transmitter Location.....Highway U.S. 75
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....AP

Personnel

President-General Manager.....J. Fred Case
Commercial Manager.....John Collins
Sales Promotion.....Henry H. Heerman
Program Director.....Keith Upson
Chief Engineer.....E. Dallas Degraffenreid

K A S A

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power 100 Watts
Owned-Operated By.....Southwest Broadcast-
ing Co.

Address.....Casa Grande Hotel
Phone Number.....730
Transmitter Location.....Casa Grande Hotel
Time on the Air.....Full time
News Service.....UP
Transcription Service.....Standard
Representative.....Gene Grant

Personnel

President.....L. J. Preston
Supervisor.....F. E. Mayhew
Program Director.....John Carmen
Chief Engineer.....G. M. Patterson

K C R C

ENID—EST. 1929

ABC

OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Enid Radiophone Co.
Business Address.....Broadway Tower
Phone Number.....447
Transmitter Location.....318 E. Willow
Time on the Air.....6:30 a.m. to 11:05 p.m.
Newspaper Affiliation...Enid Morning News;
Enid Daily Eagle

News Service.....AP
Transcription Service.....Standard
Representative.....Taylor-Howe-Snowden

Personnel

President.....Mrs. Lucy M. Garber
General Manager.....Milton B. Garber
Station Manager.....Lucien D. Lindsey
Sales Promotion.....Hugh J. Finnerty
Program Director.....Marjorie Studer
Chief Engineer.....Murray Coleman

K S W O

LAWTON—EST. 1941
MUTUAL

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By
Oklahoma Quality Broadcasting Co.
Business Address PO Box 699
Phone Number..... 3413
Studio Address..... 17th & E. Streets
Transmitter Location..... 17th & E. Streets
Time on the Air..... Daytime license
News Service UP
Transcription Service..... World

Personnel

General Manager..... John W. Steele
Sales Promotion-Merchandising
Manager..... John W. Guffey
Program Director..... Kathleen Burkett
Publicity Director..... Jeanne Dryden
Chief Engineer W. E. Billington

KBIX

MUSKOGEE—EST. 1936
ABC

OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:
Oklahoma Press Publishing Co.
Business Address..... Barnes Bldg.
Phone Number 303
Studio Address Barnes Building
Transmitter Location Barnes Building
Time on the Air..... 6:30 a.m. to 12 midnight
Newspaper Affiliation..... Muskogee Daily
Phoenix & Times Democrat
News Service AP
Representative Taylor-Howe-Snowden

Personnel

President-General Manager.... Tams Bixby, Jr.
Station Manager Paul A. Bruner
Sales-Commercial Manager... Mary D. Robinson
Program Director Marcia King

KTMC*

McALESTER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By... McAlester Broadcasting
Co.
Address Aldridge Hotel

Personnel

Owners..... C. E. Wilson, P. D. Jackson
* Construction Permit.

WNAD*

NORMAN—EST. 1922

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Operated By... University of Oklahoma
Business Address... Faculty Exchange, Norman
Phone Number 900; Station No. 124
Studio Address..... Memorial Union Bldg.
Transmitter Location..... 1140 Jenkins Ave.
Time on the Air..... Daytime License
News Service AP

Personnel

General Manager John W. Dunn
Production Manager Jim Newman
Musical Director Jack Bowers
Chief Engineer Jack Boyer
*(Non-Commercial Station).

KOCY

OKLAHOMA CITY—EST. 1938
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..... Plaza Court Broad-
casting Co.
Address Plaza Court
Phone Number..... 3-4333
Transmitter Location..... Plaza Court
Time on the Air..... 6 a.m. to 12 midnight,
Sunday 7 a.m. to midnight.
News Service AP
Transcription Service Associated Music
Publishers; Standard Radio; NBC Thesaurus
Representative The Walker Co.

Personnel

President..... John D. Thomas
Manager..... M. H. Bonnebrake
Commercial Manager George Tarter
Sales Promotion-Merchandising
Manager L. O. Peak
Program Director-Production
Manager Paul H. Buenning
Chief Engineer George W. Brock

KOMA

OKLAHOMA CITY—EST. 1932
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
REGIONAL NETWORK (KOMA-KWFT-KTUL)

Frequency: 1520 Kc.....Power: 5000 Watts
Owned-Operated By..... KOMA, Inc.
Address Biltmore Hotel

Phone Number2-3291
 Studio Address.....24th Floor, Biltmore Hotel
 Transmitter Location: 7½ miles north of Oklahoma City
 Time on the Air.....18 hours daily
 News Service UP
 Transcription Service..... World Trans. Service, Standard, Cole.
 Representative..... Free & Peters

Personnel

President John Griffin
 General Manager Kenyon Brown
 Sales-Commercial Manager..... J. J. Bernard
 Sales Promotion-Merchandising Manager Webster L. Benham, Jr.
 Program Director Bill Bryan
 Production Manager Allan Page
 Publicity Director Kenneth Harris
 Chief Announcer Bob Duren
 Musical Director Mickey Reynolds
 Chief Engineer Morris W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927
 AMERICAN BROADCASTING CO.
 OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned by.....O. L. "Ted" Taylor
 Operated By..... Radio Station KTOK
 Business Address.....2004 Apco Tower
 Studio Address.....1800 West Main
 Phone Number 3-8352
 Transmitter Location.....1800 West Main
 Time on the Air.....6 a.m. to midnight
 News Service..... AP & UP
 Transcription Service..... World; Lang-Worth
 Representative Taylor-Howe-Snowden; Homer Griffith

Personnel

President.....O. L. "Ted" Taylor
 General Manager Alex Keese
 Station Manager Robert D. Enoch
 Commercial Manager..... Frank J. Lynch
 Publicity Director Eva Alexander
 Program Director Harold Shreve
 Musical Director Jerre Cammack
 Chief Engineer..... Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928
 NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5000 Watts
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.

Address..... Skirvin Tower Hotel
 Phone Number..... 3-4306
 Transmitter Location.....Highway No. 66
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
 Newspaper Affiliation.....Daily Oklahoman; Oklahoma City Times; The Farmer Stockman
 News Service AP
 Transcription Service..... Standard Library, Associated
 Representative The Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 General Manager.....P. A. Sugg
 Commercial Manager.....Ralph Miller
 Promotion Manager.....Tom Rucker
 Chief EngineerHerman Lovell

K H B G

OKMULGEE—EST. 1937
 MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting Corp.
 Address McCulloch Bldg.
 Phone Number 3646
 Transmitter Location Okmulgee
 Time on the Air 6:45 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth; Keystone
 Representative Sears & Ayer

Personnel

President-Manager Pat Buford
 Commercial-Sales Promotion Manager Lucille Buford
 Program-Production Director Nova Clarke
 Chief Announcer Lowell Clark
 Chief Engineer J. H. Smith, Jr.

W B B Z

PONCA CITY—EST. 1927
 MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Adelaide Carrell
 Address615 West Grand Avenue
 Phone Number 3200
 Transmitter Location.....615 Grand Avenue
 Time on the Air.....7 a.m. to 11 p.m.
 News Service AP

Personnel

Managing Director A. L. Carrell
 Sales Manager..... L. C. McKenney

Program Director Don Chadd
 Publicity Director Bill C. Marugans
 Chief Engineer N. J. DeFrancesco

Chief Engineer Roy Brown
 Record MC Etta May Avery

KGFF

SHAWNEE—EST. 1930
 AMERICAN BROADCASTING CO.
 OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Stauffer Publications
 Operated By KGFF Broadcasting Co.
 Address Aldridge Hotel
 Phone Number 4390
 Transmitter Location Shawnee Country Club
 Time on the Air 6:30 a.m. to 12 midnight
 Newspaper Affiliation... Stauffer Publications
 News Service AP
 Representative Taylor Howe Snowden

Personnel

President Oscar Stauffer
 General Manager Maxine Eddy
 Commercial Manager H. S. Henderson
 Promotion-Publicity Director ... Zaida Porter
 Production-Program Director ... Roy J. Bowman
 Chief Announcer Roy J. Bowman
 Chief Engineer Salvatore Ricciotti

KOME

TULSA—EST. 1938
 ABC

MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Oil Capital Sales Corp.
 Operated By Harry Schwartz
 Address Radio Bldg., 910 S. Boston
 Phone Number 3-4121
 Transmitter Location 3904 S. Newport
 Time on the Air Unlimited
 News Service AP
 Transcription Service... Standard & Lang-Worth
 National Representative... Taylor-Howe-Snowden

Personnel

President Harry Schwartz
 General Manager Harold Grimes
 Nat'l Adv. Manager and
 Counselor Fred Schwartz
 Sales Promotion-Publicity
 Manager Mary Corkill
 Program Director Dick Campbell
 Continuity Director Ann Fountain
 Musical Director Alfred Fox
 Chief Announcer Bill Farley

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Tulsa Broadcasting Company, Inc.
 Address National Bank of Tulsa Bldg.
 Phone Number 2-3191
 Studio Address... National Bank of Tulsa Bldg.
 Transmitter Location Turley, Okla.
 Time on the Air 5:45 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service ... World Broadcasting; Thesaurus, Standard.
 Representative Free & Peters

Personnel

President J. T. Griffin
 General Manager John Esau
 Sales Mgr.-Merchandise Mg. L. A. Blust, Jr.
 Program Dir.-Production Mgr. Karl Janssen
 Publicity Director George Ketcham
 Chief Announcer Jack Morris
 Musical Director Glenn Hardman
 Chief Engineer Robert E. Snider

KVOO

TULSA—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By Southwestern Sales Corporation
 Address Philtower Bldg.
 Phone Number 2-2254
 Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
 Time on the Air: 5:55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
 News Service INS
 Transcription Service... Standard Radio; Lang-Worth
 Representative Edward Peiry & Co.

Personnel

President W. G. Skelly
 Vice President-General
 Manager William B. Way
 Commercial Manager Gustav Brandborg
 Publicity-Sales Promotion Manager,
 W. T. McClarin
 Program-Production Director ... F. M. Randolph
 Chief Engineer L. W. Stinson

KEEP PAGE WITH PACIFIC PROGRESS

KGW serves the productive, progressive Northwest. More than a million people in KGW's "listening area" look to Portland as their trade, cultural, and economic center. As transportation, industrial, shipping and commercial heart of the Pacific Northwest, Portland is the hub of a vast area embracing all of Oregon, and Southern Washington, Idaho and parts of Montana.

Expertly and adequately interpreting, analyzing, and reporting trends, emphasizing public service, taking the lead in the best in radio in every classification, KGW moves forward with the Northwest as it has for the past 24 years.

● Oregon is the largest timber-producing state in the nation ● The Northwest contains one-fourth of the total developed and potential hydro-electric power of the United States ● Portland ranks second in volume of shipping tonnage handled on the coast, is center of the meat-packing industry of the Northwest, and is the nation's second largest wool-shipping city.

KGW... RADIO'S MAINLINE TO NORTHWEST MARKETS



ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.

OREGON

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Central Willamette
Broadcasting Company

Business Address: 15th and Elm Streets
Phone Number: 870
Transmitter Location: 15th and Elm Streets
Time on the Air: 6:30 a.m. to midnight;
Sundays, 7 a.m. to midnight
Newspaper Affiliation: Albany Democrat
Herald
News Service: UP
Transcription Service: Standard Radio, Cole
Representative: John Keating

Personnel

President: W. L. Jackson
Secretary-Treasurer: R. R. Cronise
General Station Manager: Chet Wheeler
Commercial Manager: Hal Byer
Sales Promotion-Merchandising Manager:
John Blake
Program-Publicity Director: John Wray
Production Manager: Bob Reinholdt
Chief Announcer: Paul Danielson
Record m. c.: Bob Nissen
Chief Engineer: Bill Hansen

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Astoria Broadcasting Co.
Address: 404 Commercial St.
Phone Number: 95
Transmitter Location: 1006 Taylor Avenue
Time on the Air: 7 a.m. to 12 midnight
Newspaper Affiliation: Astorian-Budget
News Service: AP
Transcription Service: Standard Radio
Representatives: Walter Biddick, John Keating

Personnel

Station Manager: L. E. Parsons
Commercial Manager: E. H. Johnson
Chief Engineer: James M. Titus

KBKR

BAKER—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Inland Radio, Inc.
Address: 1st and Court Streets
Phone Number: 140
Transmitter Location: Baker
Time on the Air: Unlimited
News Service: UP
Transcription Service: World
Representative: W. S. Grant Co.

Personnel

Owners: Marshall E. Cornett, Lee W. Jacobs
General & Station Manager: Lee W. Jacobs
Sales-Commercial Manager: Lee W. Jacobs
Sales Promotion Manager: Ken Lockwood
Program Director: Grace Baer
Production Manager-Musical Director:
Bud Stuart
Chief Engineer: Sidney Williams

KBND

BEND—EST. 1938

MUTUAL
DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Bend Bulletin
Address: 1147 Wall St.
Phone Number: 848
Transmitter Location: 1147 Wall St.
Time on the Air: 7 a.m. to 10:30 p.m.
Newspaper Affiliation: Bend Bulletin
News Service: UP
Transcription Service: Lang-Worth

Personnel

President: Robert W. Sawyer
General and Station Manager: Frank H. Loggan
Sales-Commercial Manager: William Barton
Sales Promotion-Merchandising Manager:
William Barton
Program Director: Ellen Hammond
Chief Engineer: Wallace Guthrie

KOAC*

CORVALLIS—EST. 1925

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned by: State of Oregon
Operated by: Oregon State College
Address: Corvallis, Oregon
Phone Number: 526
Studio Address: Corvallis
Transmitter Location: Granger
Time on the Air: 10 a.m. to 10 p.m.
News Service: UP

Personnel

Station Manager.....Allen Miller
 Program Director.....Allen Miller
 Production Manager-Chief Announcer
 James M. Morris
 Musical Director.....Richard E. Fuson
 Publicity Director.....Mrs. Jeanne Popovich
 Chief Engineer.....Grant Feikert
 (Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 d.; 100 n.
 Owned-Operated By.... Western Radio Corp.
 Address.....Scenic Drive
 Phone Number.....2300
 Transmitter Location.....The Dalles
 Time on the Air...8 a.m. to sign-off; Sundays,
 9 a.m. to 9 p.m.
 Transcription Service.....C. P. MacGregor,
 Keystone
 News Service.....UP
 Representatives...Walter Biddick, Gene Grant

Personnel

President-General Manager,
 V. Barney Kenworthy
 Station Manager.....Glenn Howell

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By ..Frank L. Hill and Violet G. Hill
 d/b Eugene Broadcast Station
 Operated By.....Violet Motter
 Address.....Box 408
 Phone Number.....3
 Transmitter Location...27th & Willamette Sts.
 Time on the Air: 6 a.m. to Midnight; Sunday,
 7 a.m. to 11 p.m.
 News Service.....AP & UP
 Transcription Service.....World
 Representative.....John Keating

Personnel

Owner.....Violet Motter
 Manager.....L. W. Trommlitz
 Commercial-Production Manager..Bruce Nidever
 Secretary-Program Director...Marjorie Jackson
 Production Manager.....Bruce Nidever
 Chief Engineer.....Harold Gander

K U I N

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By..Southern Oregon Broad-
 casting Co.

Business Address.....P. O. Box 148
 Phone Number.....1100
 Studio Address.....Redwood Highway
 Transmitter Location.....Redwood Highway
 Newspaper Affiliation....Grants Pass Courier
 Time on the Air.....7 a.m. to 10:15 p.m.
 Transcription Services...World Broadcasting
 System, MacGregor, SESAC
 Representative.....John Blair & Co.

Personnel

President.....A. E. Voorhies
 Director.....William B. Smullin
 Station-Commercial Manager...Ralph Hansoa
 Sales Promotion Manager.....N. L. Williams
 Program Director.....M. A. Dawson
 Production Manager.....E. A. Malone
 Publicity Director.....N. L. Williams
 Chief Announcer.....Glenn E. Nickell
 Musical Director.....Clarence L. Bauer
 Chief Engineer.....Edward A. Malone
 Record m.c.....Glenn E. Nickell

K F J I

KLAMATH FALLS—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....KFJI Broadcasters,
 Inc.
 Address.....213 Main St.
 Phone Number.....5155
 Transmitter Location.....Klamath Falls
 Time on the Air.....6:30 a.m. to 10 p.m.
 Transcription Service.... World Broadcasting
 System, NBC Thesaurus
 News Service.....UP
 Representative.....W. S. Grant Co.

Personnel

President-General Manager.....W. D. Miller
 Station-Commercial Manager.....Jack Keating
 Program Director.....John Pennington
 Chief Engineer.....Robert Davenport, Jr.

K F L W

KLAMATH FALLS—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.... Herald Publishing Co.
 Business-Studio Address..Main & Esplanade Sts.
 Phone Number.....8111
 Transmitter Location...Main & Esplanade Sts.
 Newspaper Affiliation..Herald & News, Owner
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Syndicated Programs
 Representative.....Lewis H. Avery

Personnel

President.....Frank Jenkins
 General Manager.....Marshall H. Pengra
 Station Manager.....H. J. Chandler
 Sales & Promotion Manager.....Max J. Frye
 Chief Engineer.....Gilbert E. Walters

K L B M

LA GRANDE—EST. 1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....La Grande
 Phone Number.....220
 Transmitter Location.....One mile east of La Grande
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio; Keystone
 Representative.....W. S. Grant Co.

Personnel

President.....Marshall E. Cornett
 General Manager.....Lee W. Jacobs
 Station-Commercial Manager.....Gordon L. Capps
 Program Director.....Ken Lillard
 Chief Engineer.....Sidney Williams

K O O S

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Koos, Inc.
 Address.....505 Hall Building
 Phone Number.....432-3
 Transmitter Location.....Hall Building
 Time on the Air.....6 a.m. to Midnite, Sundays,
 7 a.m. to Midnite
 News Service.....UP
 Newspaper Affiliation.....Coos Bay Times
 Transcription Service.....World Broadcasting
 Representative.....John Keating

Personnel

President.....Sheldon F. Sackett
 General Manager.....Fred F. Chitty
 Station & Commercial Manager.....Hal Shade
 Office Manager.....Lucy Johnson
 Musical Director.....Margaret McCoy
 Chief Engineer.....Robert L. Spaugh

K M E D

MEDFORD—EST. 1926

KEYSTONE BROADCASTING SYSTEM
 NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Mrs. W. J. Virgin
 Address.....Ross Lane
 Phone Number.....4000
 Studio Address.....Ross Lane
 Transmitter Location.....Ross Lane
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

Owner-General Manager.....Mrs. W. J. Virgin
 Commercial Manager.....Art Adler
 Program Director.....Gladys LaMarr
 Chief Engineer.....Dave Rees

K S R V*

ONTARIO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....First & Court Sts., Baker, Ore.
 * Construction Permit.

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Western Radio Corp.
 Operated By.....V. B. Kenworthy
 Address.....Box 178
 Phone Number.....1425
 Studio-Transmitter Location.....S. W. 6th St.
 Time on the Air.....7 a.m. to 10:15 p.m.; Sundays,
 9 a.m. to 9:15 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

President-General Manager
 V. Barney Kenworthy
 Station-Commercial Manager.....Paul E. Walden
 Asst. Commercial Rep.....Ted A. Smith
 Program-Production Director.....Keith Larkin
 Chief Engineer.....Robert M. Eaton

KALE

PORTLAND—EST. 1932
MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1330 Kc. Power: 5000 Watts
Owned By.....Journal Publishing Company
Operated By.....KALE, Inc.
Business Address.....9th & Taylor Sts.
Phone Number.....Br. 3484
Studio Address.....9th & Taylor Sts.
Transmitter Location.....Near Sylvan, Ore.
Time on the Air.....5:45 a.m. to 12 midnight
News Service.....AP & UP
Transcription Service.....Associated Music
Publishers, Standard, Cole
Representative.....John Blair & Co.

Personnel

President.....P. L. Jackson
General and Station Manager
Charles E. Couche
Commercial Manager.....Norman A. Davis
Sales Promotion-Merchandising Manager
Norman A. Davis
Acting Production Manager.....Earl Gunn
Publicity Director.....Leith F. Abbott
Chief Announcer.....Willis Ross
Musical Director.....Alan Uhless
Chief Engineer.....A. E. Richmond

KBPS*

PORTLAND—EST. 1923

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By.....School District
No. 1
Business Address.....Benson Polytechnic
School
Phone Number.....La 4195
Transmitter Location.....Benson Polytechnic
School
Time on the Air.....Shares time

Personnel

General Manager.....Mary E. Gilmore
Agent.....R. T. Stephens
*(Non-Commercial Station)

KEX

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc. Power: 5,000 Watts
Owned-Operated By.....Westinghouse Radio
Stations, Inc.
Business Address.....815 S. W. Yamhill
Phone Number.....Broadway 5653
Studio Address.....1011 S. W. 6th
Transmitter Location.....North Portland, Oregon

Time on the Air.....6 a.m. to 1 a.m., Sundays,
7 a.m. to 1 a.m.
News Service.....INS; UP
Transcription Service.....World
Representative.....Paul H. Raymer Co.

Personnel

President.....George H. Bucher
General Manager.....J. B. Conley
Station Manager.....Charles S. Young
Commercial Manager.....R. E. Rudolph
Program Director.....Eldon Campbell
Production Manager.....Melvin Bailey
Publicity Director.....Betty Hill
Musical Director.....George Bruns
Chief Engineer.....T. T. Ely

KGW

PORTLAND—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By.....The Oregonian Pub-
lishing Company
Business Address.....1011 S. W. 6th Ave.
Phone Number.....Be 6364
Studio Address.....1011 S. W. 6th Ave.
Transmitter Location.....Faloma, Ore.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service.....Langworth; NBC
Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

General Manager.....H. Quenton Cox
Sales Manager.....J. N. Wassan
Program Director.....Homer Welch
Production Manager.....Thomas Swafford
Publicity Director.....Thelma Agosti
Chief Announcer.....Frank Coffin
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold S. Singleton

KOIN

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number.....Atwater 3333
Studio Address.....New Heathman Hotel Bldg.
Transmitter Location.....Sylvan near Canyon Road
Time on the Air.....6 a.m. to Midnight
News Services.....INS; UP; AP
Transcription Services.....World Program Library;
Associated Music Service
Representative.....Free & Peters, Inc.

Personnel

President.....C. W. Myers
 Station & General Manager
 .. Harry H. Buckendahl
 Sales Promotion Manager.....Marc Bowman
 Charles E. Couche
 Program Director.....H. M. Swartwood, Jr.
 Production ManagerTed W. Cooke
 Chief Announcer.....Lou Gillette
 Publicity Director.....Enoch Squires
 Musical Director.....Owen Dunning
 Chief Engineer.....Louis Sumner Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address.....1011 S. W. 6th Ave.
 Phone Number.....Atwater 4393
 Transmitter LocationOaks Park, Portland
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP, INS
 Transcription Service...Standard Radio, Lang-
 Worth
 National Representative.....Burn-Smith Co.

Personnel

PresidentWilbur J. Jerman
 General & Station Manager.....John C. Egan
 Sales-Commercial Manager...L. D. Henderson
 Sales Promotion-Merchandising Manager
 Wilbur J. Jerman
 Program Director.....Gerald E. Speerstra
 Publicity Director.....John C. Egan
 Chief Engineer.....Harold C. Singleton

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
 Owned By.....KXL Broadcasters
 Address.....Orpheum Building
 Phone Number.....Broadway 6451
 Transmitter Location...82nd St. & Sunnyside,
 Clackamas District
 Time on the Air.....6 a.m. to local sunset
 News ServiceUP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative.....Pacific N. W., Walker

Personnel

PresidentFrances R. Symons
 Station and Commercial
 ManagerH. S. Jacobson

Program-Production

DirectorFrederick Eichhorn III
 Chief Engineer.....H. H. Schoolfield, Jr.

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..News-Review Company
 Business Address.....136 N. Jackson St.
 Phone Number4
 Transmitter Location.....136 N. Jackson St.
 Time on the Air.....16 hours daily
 Newspaper Affiliation..Roseburg News-Review
 News ServiceAP
 Transcription Service.....Standard Radio,
 Cole, SESAC
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

General-Station and Commercial Manager
 Marshall H. Pengra
 Sales Promotion-Merchandising Manager
 Iris Rice Helliwell
 Program-Publicity Director...Iris Rice Helliwell
 Chief Announcer.....Lon Hunt
 Musical Director.....Max Dick
 Record m.c.....Del McKay
 Chief Engineer.....E. LeRoy Hiatt

K S L M

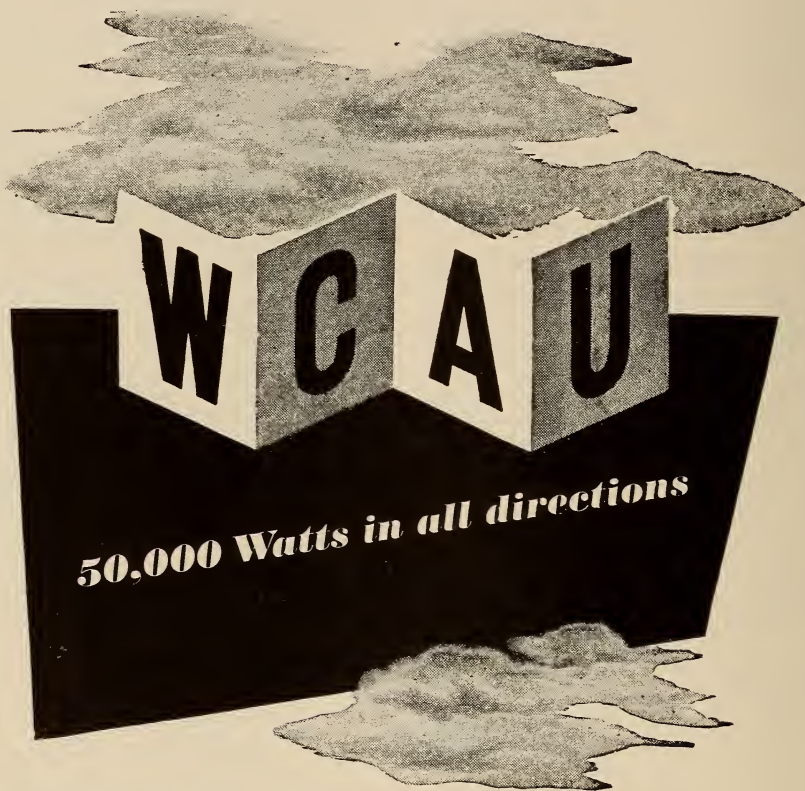
SALEM—EST. 1932

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....Senator Hotel Bldg.
 Phone Number.....4831
 Transmitter Location.....633 N. Front St.
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP and AP
 Transcription ServiceLang-Worth
 Representative.....Homer Griffith Co.

Personnel

President-General Manager
 Glenn E. McCormick
 Station Manager.....F. F. Fischer
 Commercial-Sales Promotion
 Manager.....Robert Fischer, Jr.
 Production-Program Director....Wes McWain
 Publicity Director.....Woody Slater
 Chief Engineer.....Clyde Carlton



CBS Affiliate
PHILADELPHIA'S LEADING RADIO INSTITUTION

PENNSYLVANIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc. Power: 500 Watts
Owned-Operated By: Lehigh Valley
Broadcasting Co.

Address: 39-41 N. Tenth St.
Phone Number: 9511
Transmitter Location: Old Catasauqua Rd.
Time on the Air: 7 a.m. to 1 a.m.,
Sundays 8 a.m. to 1 a.m.

Newspaper Affiliation: Allentown Call
Publishing Co.

News Service: AP, UP
Transcription Services: World Broadcasting
System

Representative: Headley-Reed Co.

Personnel

President: J. C. Shumberger, Sr.
Gen. and Station Mgr.: B. Bryan Musselman
Program Director: George Y. Snyder
Tech. Supervisor: Reuel H. Musselman

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Gable Broadcasting
Company (Lessee)

Address: 1320-32 11th Avenue
Phone Number: 6467
Transmitter Location: 1320-32 11th Ave.,
Altoona, Pa.

Time on the Air: 7:15 a.m. to midnight
News Service: AP

Transcription Service: World Broadcast-
ing System; Langworth

Representative: Headley-Reed Co.

Personnel

President: George P. Gable
Managing Director: Roy Thompson
Program Director: Dorothy Jones
Chief Engineer: George Burgoon

W I S R

BUTLER—EST. 1941

VICTORY NETWORK

Frequency: 680 Kc. Power: 250 Watts
Owned By: Butler Broadcasting Co.
Operated By: David H. Rosenblum

Address: 357 N. Main St.
Phone Numbers: 4701-2
Transmitter Location: Butler
Time on the Air: 7 a.m. to Sundown
News Service: UP
Transcription Service: World Broadcasting
Representative: Farjoe & Co.

Personnel

President-Station Manager-General Manager:
David H. Rosenblum
Commercial-Sales Promotion
Manager: Leon Bernard
Program Dir.-Prod. Mgs.: Edward Browning Jr.
Chief Engineer: Paul F. Rex

(Call Letters to Be Assigned)

CLEARFIELD*

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Airplane & Marine
Instruments, Inc.

Address: Clearfield, Pa.

* Construction Permit.

W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Tri-County Broad-
casting Co., Inc.

Address: 80 North Park Place
Phone Number: 1700

Transmitter Location: 80 North Park Place
Time on the Air: 7 a.m. to 12:05 a.m.

Newspaper Affiliation: DuBois Courier
Express

News Service: UP
Transcription Service: Lang-Worth

Representative: Joseph Hershey McGilvra

Personnel

President: Col. H. T. Gray
General Manager: Jason S. Gray
Station Manager: Les Ryder
Commercial-Promotion

Manager: Les Ryder
Program Director: Virginia Wade
Production Manager-Chief

Announcer: Virginia Wade
Publicity-Musical Director: Les Ryder

Chief Engineer: Vernon Stahl

WEST

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broad-
casters, Inc.

Address516 Northampton St.
Phone Number 6131
Transmitter Location..... Williams Township
Time on the Air.....6:55 a.m. to 1 a.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Elwood C. Anderson
National Sales Manager.....J. Robert Gulick
Program ManagerEugene Bethman
Technical DirectorJ. E. Mathiot

WLEU

ERIE—EST. 1935

ABC-MUTUAL
PENNSYLVANIA NETWORK
QUAKER NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WLEU Broadcasting
Corporation

Address.....Commerce Building, 12th and
State Streets
Phone Numbers.....23-327 or 22-129
Transmitter Location.....Commerce Bldg.
Time on the Air.....6 p.m. to 1 a.m.
News Service.....AP & Transradio
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omellan
Vice-President and General
ManagerV. Hamilton Weir
Sales Promotion Wiles Hallock
Production Manager Thomas Fleming
Commercial Manager V. Hamilton Weir
Chief Announcer Wiles Hallock

WEST

EASTON, PENNSYLVANIA

PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial
and agricultural area of the LEHIGH VALLEY
with a population exceeding 300,000.
The Steel and Cement Center of the East. A market
worthy of your consideration.

NBC—MUTUAL

National Representative: **RADIO ADVERTISING CO.**

Record m. c. Ronald Graham
 Program Director Ronald Graham
 Musical Director Anthony Conti
 Chief Engineer Clarence Baker

W E R C

ERIE

NBC-PENNSYLVANIA NET

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Presque Isle Broad-
 casting Co.

Address 121 West 10th St.
 Phone Number 26-918
 Transmitter Location 121 West 10th St.
 Time on the Air 6 a.m. to 1 a.m. daily
 News Service UP
 Transcription Service Associated Music;
 Lang-Worth & World
 Representative Weed & Co.

Personnel

President Jacob A. Young
 General Manager C. E. Denny
 Commercial Manager Frank R. Proudfoot
 Program Director J. J. Young
 Chief Announcer James Dewart
 Musical Director Milton Munn
 Record m. c. John Louther
 Chief Engineer L. W. Cooke

W H J B

GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts, Daytime
 Owned-Operated By Pittsburgh Radio
 Supply House

Address 128 N. Pennsylvania Ave.
 Phone Number Greensbrug 3740
 Transmitter Location 128 N. Pennsylvania
 Ave.

Time on the Air 7 a.m. to sunset
 News Service UP
 Transcription Service Lang-Worth

Personnel

President H. J. Brennen
 Station & Commercial Manager... G. J. Podyyn
 Chief Engineer Lyle L. Allen

W S A J *

GROVE CITY—EST. 1921

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Grove City College
 Address Broad and Main Sts.
 Phone Number 763
 Transmitter Location Hall of Science
 Time on the Air 4 hours per week

Personnel

Station Manager Dr. H. W. Harmon
 Program Director R. G. Walters
 Chief Announcer Thomas Martin
 Musical Director Stanley J. Seiple
 Chief Engineer Dale O. Smock
 *(Non-commercial station)

W H G B

HARRISBURG—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Harrisburg Broadcasting Co.
 Operated By Herbert Kendrick

Business Address 112 Market St.
 Phone Number 2-3456
 Studio Address Blackstone Bldg.
 Transmitter Location Blackstone Bldg.
 Time on the Air 6 a.m. to 1 a.m.,
 Sun., 7 a.m. to 1 a.m.

News Service AP
 Transcription Service NBC Thesaurus
 Representative Weed & Co.

Personnel

Partners Herbert Kendrick, G. L. Hash
 General Manager Herbert Kendrick
 Commercial Manager R. A. Maxwell
 Sales Promotion James Denbow
 Program Director Stanley Schultz
 Publicity Director Cecelia McAlicher
 Chief Announcer Ernest Mark
 Chief Engineer H. G. Schlegal

W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By WHP, Inc.
 Address 216 Locust St.

Phone Number 4-3211
 Transmitter Location Harrisburg-Hershey
 Highway (4 miles from Harrisburg)

Time on the Air .. 6 a.m. to 1 a.m. daily; 8 a.m.
 to 1 a.m. Sunday
 News Service UP & AP
 Representative John Blair & Company

Personnel

General and Commercial
 Manager A. K. Redmond
 Sales Promotion-Merchandising
 Manager Beatrice M. Pottelger
 Program-Publicity Director... Dick Redmond
 Production Manager John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger

W K B O

HARRISBURG—EST. 1921

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcast-
ing Corp.
Address 31 North Second St.
Phone Number..... 4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....6:30 a.m. to 1 a.m.
News Service UP
Transcription Service World Broadcasting
System
Representative Paul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station Manager.....C. G. Moss
National Sales Manager.....J. Robert Gulick
Program Director.....Lewis Munnell
Chief Engineer.....J. E. Mathiot

W A R D *

JOHNSTOWN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Central Broadcasting
Co., Inc.
AddressJohnstown, Pa.
* Construction Permit.

W J A C

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Incorporated
Address Tribune Annex
Phone Number 24-361
Transmitter Location.....Tribune Building
Time on the Air.....7 a.m. to 12:05 a.m.
Newspaper Affiliation.....Johnstown Tribune
News Service UP
Transcription Service.....NBC Thesaurus
RepresentativeHeadley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
Commercial-Promotion Manager...J. P. Foster

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than \$408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY

Mutual Broadcasting System

Program-Production.....Campbell E. Patch
 Chief Engineer.....Nevin Straub

WAZL

HAZLETON—EST. 1932

NBC—MBS
 MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazleton Broadcast-
 ing Service

AddressHazleton National Bank Bldg.
 Phone Number 1488
 Transmitter LocationHazleton National
 Bank Bldg.

Time on the Air.....6:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service.....NBC Thesaurus
 RepresentativeRadio Advertising Co.

Personnel

Station Executive.....Clair R. McCollough
 General and Station Manager....V. C. Diehm
 National Sales Manager.....J. Robert Gulick
 Program Manager.....Don Murray
 Technical Director.....J. E. Mathiot

WDAD

INDIANA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Indiana Broadcast, Inc.
 Address.....637 Philadelphia St.
 Phone Number1780
 News ServiceAP
 Transcription ServiceStandard

Personnel

Chief Executive.....Paul Short
 General-Commercial Mgr.....Sam Collins
 Chief Engineer.....Vincent J. Sullivan

WGAL

LANCASTER—EST. 1922

NBC—MBS
 MASON-DIXON GROUP
 TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated ByWGAL, Inc.
 Business Address8 West King St.
 Phone Number5259

Sell Your Product in
 Pennsylvania's Booming
 Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in
 an area which has an annual payroll of
 over \$55,000,000—practically all spent right
 in the territory.



National Representative: RADIO ADVERTISING CO.

Transmitter Location.....8 West King St.
 Time on the Air.....6:55 a.m. to 1 a.m.
 News Service UP
 Transcription ServiceNBC Thesaurus
 RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
 Station Manager.....Walter O. Miller
 National Sales Manager.....J. Robert Gulick
 Program Manager.....Ernest Stanzola
 Technical DirectorJ. E. Mathiot

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Lewistown Broadcasting Co.

Business Address Monument Square
 Phone Number 757
 Studio AddressHotel Coleman
 Transmitter Location.....Lewistown Heights
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 Transcription Service Standard
 News Service UP
 RepresentativeBurn-Smith Co.

Personnel

Vice-PresidentJ. S. Woods
 General Manager Thomas W. Metzger
 Sales-Commercial Manager.....Rita McCoy

W K S T

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM
 VICTORY NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business AddressCathedral Bldg.
 Phone Number 5050
 Studio Address...Cathedral Bldg., New Castle
 Transmitter Location

Savannah Center Church Road

Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceAP
 Transcription ServiceNBC Thesaurus;
 Standard Radio
 Representative Weed & Co.

Personnel

President-General Mgr.....S. W. Townsend
 Station-Commercial Manager...A. W. Graham
 Program Director A. W. Graham
 Sales Promotion D. Daughtry
 Chief Engineer.....Robert Emch
 Record MC Charles Wilson

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By..... Allegheny-Kiski
 Broadcasting Co.

Address810 Fifth Avenue
 Phone NumberNew Kensington 3534
 Transmitter Location Glassmere, Pa.
 Time on the Air.....7 a.m. to local sunset
 News ServiceUP
 Transcription Service.....C. P. MacGregor
 Representative Roy Ferree

Personnel

President Russell Cooper
 Gen. and Station Mgr. Edward J. Kroen
 Sales-Commercial Manager..Edward J. Kroen
 Sales Promotion-Merchandising
 Manager Roy E. Ferree
 Program Director-Production
 Manager Jack Craddock
 Publicity-Musical Director,
 Chief Announcer Jack Craddock
 Chief Engineer W. W. Neeley
 Record m. c. Edward J. Kroen

W K R Z*

OIL CITY

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Kenneth Edward
 Rennekamp

AddressVeach Bldg.
 Phone Number228
 Transcription ServiceWorld

Personnel

Owner.....Kenneth E. Rennekamp
 General Manager.....Alan Stepping
 Commercial Manager.....J. Walton
 Program Director.....Olivia T. Rennekamp
 Sales Promotion.....George Hein
 Chief Engineer.....Russell E. Shettler
 * Construction Permit.

K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts
 Owned-Operated By....Westinghouse Radio
 Stations, Inc.

Address.....1619 Walnut Street
 Phone NumberLOcust 3760
 Transmitter Location.....Whitemarsh, Pa.
 Time on the Air.....Full time
 News ServiceUP, AP
 Transcription Service Standard Radio
 RepresentativeNational Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.

Chairman A. W. Robertson
 President George H. Bucher
 Vice-President Walter Evans
 Engineering Manager Dwight A. Meyer
 Sales Manager B. A. McDonald
 Advertising Manager W. B. McGill
 Manager Public Relations... George A. Harder
 Program Supervisor Gordon Hawkins

KYW PERSONNEL

Station Manager Leslie Joy
 Program Manager James P. Begley
 Sales Manager A. H. McCall, Jr.
 Sales Promotion Manager... W. Y. E. Rambo
 Chief Engineer Irvin N. Eney

W C A U

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

PENNSYLVANIA NETWORK

Frequency: 1210 Kc. Power: 50000 Watts
 Owned-Operated By WCAU Broadcast-
 ing Company

Address 1622 Chestnut Street
 Phone Number Locust 7700
 Transmitter Location... Moorestown Township,
 New Jersey

Time on the Air 5:25 a.m. to 1:05 a.m.;
 Sundays, 8 a.m. to 1:05 a.m.

News Service AP, Reuters, Transradio
 Transcription Service World Broadcasting
 Representative Bertha Bannan (Boston);
 Virgil Reiter & Co. (Chicago); Paul H. Ray-
 mer Co (Pacific Coast), Harold Davis, New
 York

Personnel

President, Station and General

Manager Dr. Leon Levy
 Commercial Manager Alex Rosenman
 Sales Promotion Manager... Robert N. Pryor
 Director of Programs Stan Lee Broza
 Production Managers Horace Feyhl,
 Harry Ehrhart, Harry McIlvain.
 Publicity Director Joseph Connolly
 Record m. c. Mac McGuire
 Musical Director Elliott Lawrence
 Acting Chief Engineer George Lewis

W D A S

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WDAS Broadcasting
 Station, Inc.

Address 1211 Chestnut Street
 Phone Number Locust 7400
 Transmitter Location Woodside Park
 Time on the Air... 7 a.m. to 12 midnight daily;
 9 a.m. to midnight Sunday

Coverage

... in Philadelphia



WDAS

**covers the largest
 cross-section of the
 buying public in the
 Philadelphia area
 ... at lowest cost.**



Distinguished

Broadcasting Stations, like people, develop individual characteristics. Each in its own way creates a definite impression. However, one because of marked differences, soon distinguishes itself from all others. In a person, that mark of distinction is personality; in a broadcasting station it is programming, promotion and service in the public interest.

WFIL's alert programming continues to build wider listening acceptance, its hard-hitting promotion follow-through is constantly gaining new advertisers and its public service to the community is universally recognized. Truly in Philadelphia, the nation's third largest market, WFIL is distinguished.

...WFIL 560 — 260

PHILADELPHIA'S ABC AFFILIATE

Represented Nationally By THE KATZ AGENCY

News Service AP
 Transcription Service...Lang-Worth & World,
 SESAC
 Representatives.....Forjoe & Co.

Personnel

President ... Alexander W. Dannenbaum, Sr.
 Gen. and Station Manager.....P. J. Stanton
 Commercial-Sales Promotion-Merchandising
 Manager Charles Stahl
 Program Director-Chief
 Announcer Michael Deegan
 Production Manager Gil Morris
 Publicity Director P. J. Stanton
 Musical Director Anthony Luizzi
 Chief Engineer Frank Unterberger

WFIL

PHILADELPHIA—EST. 1922
 ABC

QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 Owned By.....Lit Bros.
 Operated By....WFIL Broadcasting Company
 Address Widener Building
 Phone Number Rittenhouse 6900
 Transmitter Location..... 63rd St. & Passyunk
 Time on the Air.....5:45 a.m. to 1 a.m.
 News Service INS, AP & UP
 Representative The Katz Agency, Inc.

Personnel

President and General
 Manager Roger W. Clipp
 Ass't. Gen. Mgr. Kenneth W. Stowman
 Ass't. Station Mgr.....William B. Caskey
 Sales-Commercial Manager... John E. Surrick
 Sales Promotion-Merchandising
 Manager Malcolm MacPherson
 Program Director Jack Steck
 Production Manager John D. Scheuer, Jr.
 Publicity Director William A. Farren
 Musical Director Felix Meyer
 Chief Engineer Louis E. Littlejohn

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By....Independence Broad-
 casting Company
 Address...539 Ledger Bldg., 6th and Chest-
 nut Streets
 Phone Number Lombard 2390
 Transmitter Location....Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....Shares Time
 News Service AP
 Representative Helen Wood

Personnel

Pres.-General Manager William A. Banks
 Station Manager Dolly Banks
 Sales-Commercial Mgr....William A. Banks
 Publicity Director Steve Small

WIBG

PHILADELPHIA—EST. 1925
 AMERICAN BROADCASTING CO.

Frequency: 990 Kc.....Power: 10000 Watts
 Owned-Operated By.....Seaboard Radio
 Broadcasting Corporation
 Business Address.....1423-25 Walnut Street
 Phone Number Rittenhouse 2300
 Transmitter Location..... Conshohocken, Pa.
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service AP
 Transcription Service... NBC Thesaurus
 National Representative.... Adam J. Young, Jr.

Personnel

President.....Paul F. Harroa
 General-Commercial
 Manager Edward D. Clery
 Sales Promotion-Production
 Manager Rupe Werling
 Program Director Douglas Arthur
 Chief Engineer John H. Henninger

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In." "Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.



We Gave Them THE BIRD ...and they Liked it!

About eight years ago . . . in the middle of the night . . . WIP's Pep Boys Dawn Patrol played a special selection, "BLUEBIRD OF HAPPINESS." The listeners liked it. Liked it so much they recently insisted that it be made available for playing at home.

RCA-VICTOR engaged the same Metropolitan Opera star Jan Peerce, who made the original under a nom de song, to make a record of the "BLUE-BIRD" and it's selling BIG!

*More proof of the fact that they
want what they hear on WIP!*

★ ★ ★

610 K. C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS



Represented Nationally by GEO. P. HOLLINGBERY CO.

W I P

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By....Pennsylvania Broad-
 casting Company, Inc.

Address 35 South 9th Street

Phone Number.....WAlnut 6800

Transmitter Location.....Bellmawr, N. J.

Time on the Air.....24 hours daily

News ServiceAP; UP

Transcription ServiceWorld Broadcasting
 System

Representative.....George P. Hollingberry

Personnel

President & Station

Manager.....Benedict Gimbel, Jr.

V-P and Director of Sales..Edward A. Davies

Promotion Director Ralph H. Minton

Program Director Murray Arnold

Production Manager Boyd W. Lawlor

Publicity Director Samuel Elber
 Special Events & Educational
 Director Sam Serota
 Musical Director Joseph Frassetto
 Technical Supervisor.....Clifford C. Harris
 Chief Engineer James M. Tisdale

W T E L

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By....Foulkrod Radio Eng.

Address4312-14 N. Broad St.

Phone Numbers: Gladstone 1310; Davenport
 4310

Transmitter Location.....Rowlandville, Pa.

Time on Air Shares with WHAT

Personnel

President-Program Director.....Doug. Hibbs

General ManagerHenry N. Cocker

If you have Availability Chills

and

Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"

SEE

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

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

Scoop!

WPEN-FM GETS ROOF RIGHTS TO PHILADELPHIA'S HIGHEST COMMERCIAL BUILDING!

Philadelphians expect a lot of *The Evening Bulletin*, America's largest evening newspaper, and its up-to-the-minute stations, WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of roof rights to Philadelphia's tallest office building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of *The Evening Bulletin* stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for *The Evening Bulletin* news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is getting to be as much a Philadelphia custom as scrapple for breakfast!

950

WPEN

258

WPEN-FM

THE EVENING BULLETIN STATIONS

NATIONAL REPRESENTATIVES

HEADLEY-REED COMPANY

 New York • Chicago • Detroit • Atlanta
 San Francisco • Los Angeles

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By The Bulletin Company
 Operated By....Wm. Penn Broadcasting Co.
 Address 1528 Walnut Street
 Phone Number PENnypacker 9490
 Transmitter Location
 Columbia Ave. & Race Sts.
 Time on the Air 6 a.m. to 1 a.m.
 Newspaper Affiliation..The Evening Bulletin
 News Service AP
 Transcription Service.....NBC, Thesaurus,
 Associated
 Representative Headley-Reed Co.

Personnel

General Manager.....G. Bennett Larson
 Ass't. General Manager..... Ed Obrist
 Promotion-Publicity Director....John J. Kelly
 Program Director Ed Obrist
 Production Manager Norman Land
 Musical Director Joseph Frazosa
 Chief Engineer Charles Burtis
 Record m. c.'s Joe Grady, Bill Drury

KQV

PITTSBURGH—EST. 1919

MUTUAL

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By...Allegheny Broadcasting
 Corp.
 Address.....196 Union Trust Bldg.
 Phone Number.....Atlantic 6802
 Studio.....Chamber of Commerce Bldg.
 Transmitter Location.....1459 Crane Rd.
 Time on the Air.....6:45 a.m. to 12:30 a.m.,
 Sundays, 7 a.m. to midnite.
 News ServiceUP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio
 Representative Weed & Co.

Personnel

Vice-Pres.-General Manager....G. S. Wasser
 Commercial Manager James Murray
 Sales Promotion Manager-
 Publicity Director Ben Edson
 Program Director Ben Kirk
 Record m. c. Al Noble

HERE'S PITTSBURGH... IN THE BAG!

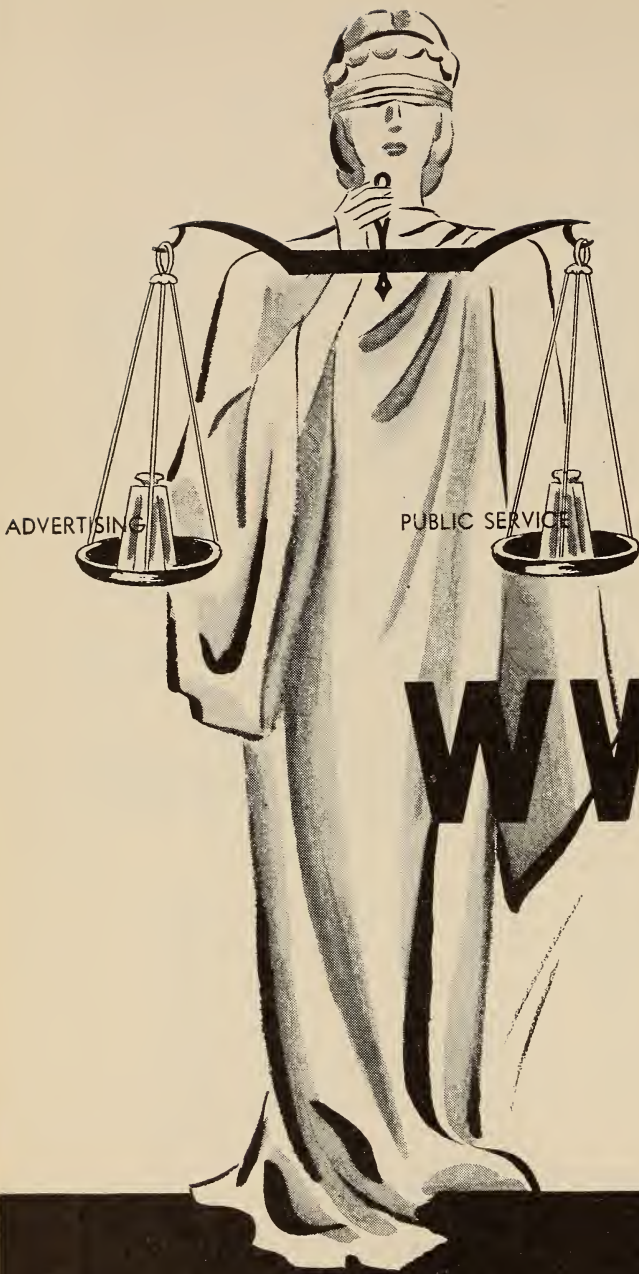


KQV is tailor-made for selling Pittsburgh—gives you concentrated, strong sales-producing coverage at favorable cost, backed by heads-up local cooperation and steady, aggressive promotion. If you want more proof that KQV is your best Pittsburgh radio buy, let us show you steadily growing listener ratings and new account lists.

(Basic Mutual-1410 KC-1000W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



WWSW
believes in balance

... A balance that favors public service more than any other 250-watt station in the country.

... Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

... WWSW is public service conscious because only by serving the public can a station be useful to its community.

WWSW

Some WWSW Public Service Programs—

- Junior Town Meeting
- Let's Explore Music
- OPA Round Table
- Major League Baseball
- Radio News Reel
- Composer's Clinic
- Football Games
- Meet Your Neighbor
- Foreign Policy Ass'n.
- National Achievement Club
- Professional Hockey
- Basketball, Golf
- Something About a Soldier
- Golden Hour
- Deshon Hospital Diary
- Masterworks in Music

WWSW rates public service ahead of dollar volume!

WWSW, INC.—PITTSBURGH, PA.

Represented by Forjoe and Company

K D K A

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....Grant Bldg.
 Studio Address.....Grant Building
 Phone Number.....Grant 4200
 Transmitter Location...Allison Park, Hampton
 Township, Pa.
 Time on the Air: 5:30 a.m. to 1 a.m.: Sundays,
 8 a.m. to 1 a.m.
 News Service.....INS, AP, UP
 Transcription Service.....Standard Radio.
 Thesaurus
 Representative...National Broadcasting Co.

Personnel

President.....George H. Bucher
 Gen. & Station Manager..Joseph E. Baudino
 Sales-Commercial Manager..George D. Tons
 Sales Promotion-Merchandising
 Manager.....David N. Lewis
 Publicity Director.....Lee Curran
 Musical Directors.....Bernie Armstrong,
 Aneurin Bodycombe.
 Chief Engineer.....T. C. Kenney

W C A E

PITTSBURGH—EST. 1922

ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location.....Baldwin Township,
 Allegheny County, Pa.
 Time on the Air.....6:45 a.m. to 1 a.m.,
 Sundays, 8:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Pittsburgh-Sun
 Telegraph
 News Service.....INS; AP
 Representative.....The Katz Agency, Inc.

Personnel

President.....Leonard Kapner
 Station Manager.....R. Clifton Daniel
 Sales Promotion-Merchandising
 Manager.....John Wilkoff
 Program Director.....Ben Muros
 Production Manager.....John Leban
 Musical Director.....Baron Elliott
 Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pittsburgh Radio
 Supply House
 Address.....1406 Chamber of Commerce Bldg.
 Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road,
 Greentree, Pittsburgh
 Time on the Air.....7:30 a.m. to 12:30 a.m.,
 Sundays, 9 a.m. to 12:30 a.m.
 News Service.....Transradio & UP
 Transcription Service.....Lang-Worth
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....H. J. Brennan
 General Manager.....H. Kenneth Brennan
 Comptroller.....H. H. Stehman
 Sales Promotion-Mdse Mgr.....H. K. Brennan
 Program Director.....James Hughes
 Publicity and Traffic.....Marian Caughey
 Chief Engineer.....Walter W. McCoy

W W S W

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location...341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette
 News Service.....AP
 Transcription Service..Standard Radio; Asso-
 ciated Music Publishers; Lang-Worth, Cole.
 Representative.....Farjoe & Company

Personnel

President-Station Manager, Gen. Manager,
 Frank R. Smith, Jr.
 Commercial Manager.....Thomas B. Price
 Program Director.....Fred Joyner
 Publicity Director.....Jane Schultz
 Chief Announcer.....David Tynoz
 Chief Engineer.....Henry R. Kaiser

(Call Letters to Be Assigned)
POTTSVILLE*

Frequency: 1360 Kc.....Power: 500 D.
 Owned-Operated By.....Pottsville Broadcast-
 ing Co.
 Address.....304 W. Bacon St.

Personnel

President-General Manager.....A. V. Tidmore
 * Construction Permit.

W E E U
READING—EST. 1931
 ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By Berks Broadcasting Co.
 Business Address 533 Penn St.
 Phone Number 7335-6-7
 Studio Address 533 Penn St.
 Transmitter Location Sinking Springs, Pa.
 Time on the Air 7 a.m. to local sunset
 Transcription Service Lang-Worth; Standard Radio
 News Service UP
 Representative George P. Hollingbery Co.

Personnel

President George J. Feinberg
 General Manager J. M. Nassau
 Sales-Commercial Manager Robert G. Magee
 Sales Promotion-Merchandising Manager Robert G. Magee
 Program Director Joseph M. Nassau
 Production Manager James Lynch
 Publicity Director Virginia Thren
 Chief Engineer Harold E. Schearer

W R A W
READING—EST. 1921
 NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Reading Broadcasting Co.
 Business Address 533 Penn St.
 Phone Number 7335
 Studio Address 533 Penn St.
 Transmitter Location 9 So. 6th St.
 Time on the Air 7:30 a.m. to 12 midnight daily; 8:30 a.m. to midnight Sunday
 News Service UP
 Transcription Service NBC Thesaurus
 Representative William G. Rambeau Co.

Personnel

President Raymond A. Gaul
 General Manager Raymond A. Gaul
 Sales Manager Arthur W. Chafey
 Promotion-Mdse. Mgr. Arthur W. Chafey
 Program Director-Production Manager John C. Jackson
 Chief Engineer Edward A. Gurtowski

W A R M
SCRANTON—EST. 1940
 ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Union Broadcasting Co.

Address Select Bldg.
 Phone Number 4-1148
 Transmitter Location O'Neill Hiway
 Dunmore, Pa.
 Time on the Air 6:45 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC, Thesaurus, Cole, Standard
 Representative George P. Hollingbery Co.

Personnel

President & Station Mgr. Martin F. Memo
 Commercial & Promotion Manager William M. Dawson
 Program Director Kenneth Beghold
 Publicity Director Lenore Levy
 Musical Director Kenneth V. Beghold
 Chief Engineer Adolph Oschmann

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Scranton Broadcasters, Inc.
 Business Address 1000 Wyoming Ave.
 Phone Number 6296
 Studio Address 1000 Wyoming Ave.
 Transmitter Location Drinker Turnpike, Dunmore, Pa.
 Time on the Air 7 a.m. to 12:30 a.m.
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 National Representative

Personnel

President Frank Megargee
 General Manager George D. Coleman
 Station Manager Robert E. McDowell
 Sales-Commercial Manager George D. Coleman
 Sales Promotion-Merchandising Manager George D. Coleman
 Program Director Frank Monaghan
 Production Manager Dave Griffiths
 Chief Engineer Kenneth R. Cooke

W Q A N*
SCRANTON

Frequency: 910 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By The Scranton Times
 Address Scranton
 Transmitter Location Scranton
 Time on the Air Shares time with WGBI
 Newspaper Affiliation The Scranton Times
 *(Non-Commercial Station)

W P I C

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sharon Herald
 Broadcasting Company
 Business Address.....P. O. Box 541
 Phone Numbers..... 4113, 4114
 Studio Address.....Pine Hollow Blvd.
 Transmitter Location.....Pine Hollow Blvd.
 Time on the Air.....Sunrise to sunset
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Howard H. Wilson
 Company

Personnel

President & General
 Manager.....John Fahnline, Jr.
 Commercial Manager...J. T. Van Swerlengen
 Program Director W. Paul Gamble
 Publicity Director Evelyn Keller
 Chief Announcer Harold Smith
 Chief Engineer A. C. Heck

W M A J

SATE COLLEGE—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Centre Broadcaster, Inc.
 AddressGlennland Bldg.
 Phone Number4445
 News ServiceAP
 Transcription ServiceThesaurus

Personnel

Chief Executive.....R. J. Kennard
 General Manager.....William K. Ulerich
 Commercial Manager.....Robert L. Wilton
 Program Director.....Robert G. Walker
 Chief Engineer.....Henry Kearney

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sunbury Broadcast-
 ing Corp.
 Address1150 N. Front St.
 Phone Number1325
 Transmitter Location.....1150 N. Front St.
 Time on the Air.....7:30 a.m. to 11 p.m.,
 Sundays, 8 a.m. to 5 p.m.
 News ServiceUP
 Transcription Service..Lang-Worth, Thesaurus
 RepresentativeCox & Tanz

Personnel

President-Owner.....H. H. Haddon
 General ManagerBasse A. Beck

Station Manager Homer R. Smith
 Program Director Paul L. Miller
 Chief Announcer Ernest F. Lukens
 Chief Engineer John W. Keller, Jr.

W M B S

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated ByFayette Broadcast-
 ing Corp.
 AddressFayette Title and Trust Bldg.
 Phone Number800
 Transmitter LocationBurgess Field
 Time on the Air.....6:45 a.m. to 1:05 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus &
 Standard
 National Representative.....Radio
 Advertising Co.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....Harry Burwell
 Sales Promotion-Merchandising
 Manager Harry C. Burwell
 Program Director-Production
 Manager Sullivan Sages
 Publicity Director Marian Johnston
 Chief Announcer Robert L. Cumley
 Musical Director Sullivan Sages
 Chief Engineer William J. Henzly
 Record m. c.....Robert L. Cumley

W J P A

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM

QUAKER NETWORK

PENNSYLVANIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Washington Broad-
 casting Company
 AddressGeorge Washington Hotel
 Phone Number4870
 Transmitter Location..North Strabane Township
 Time on the Air: 7 p.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service..Lang-Worth, Thesaurus
 National Representative.....Joseph Hershey
 McGillvra, Inc.

Personnel

President John Laux
 Gen. and Station Manager..Robert F. Kliment
 Sales Promotion-Merchandising
 ManagerW. Ray Booth
 Program Dir.-Record m. c....Kieran W. Balfe
 Publicity Director W. Ray Booth
 Musical Director Patricia B. Phillips
 Chief Engineer Anthony Elia

W B A X

WILKES-BARRE—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Address141 South Main St.
 Phone Numbers 3-0196-7-8
 Transmitter Location Plains Two
 Time on the Air.....7 a.m. to midnight
 News Service UP
 Transcription Service..... Associated, SESAC
 RepresentativeBurns Smith

Personnel

President-Station Manager...John Stenger, Jr.
 General ManagerA. W. Grebe
 Commercial Manager.....Jones Evans
 Production Manager .. John H. A. Stenger, III
 Program Director.....John H. A. Stenger, III
 Musical Director Phil Cusick
 Publicity Director.....John Stenger, 3rd
 Chief EngineerJohn Stenger, Jr.

W B R E

WILKES-BARRE—EST. 1923
 NATIONAL BROADCASTING CO.
 PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Louis G. Baltimore
 Address62 So. Franklin Street
 Phone Number..... 33101
 Transmitter Location..Third Avenue, Kingston,
 Pa.
 Time on the Air.....7 a.m. to 1 a.m.
 News Service AP
 Transcription ServiceStandard Radio

Personnel

President & Sta. Manager...Louis G. Baltimore
 Commercial Manager.....A. C. Baltimore
 Program Director.....James McCarthy
 Sales Promotion Manager...Stanley H. Smiley
 Musical Director.....L. Savitt
 Chief Engineer.....Charles Sakoski

SITUATED IN

North East Pennsylvania
 The Station That Has the Best in
 Sports—News—Music and Public Service Programs

W B A X

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.
 Owner and Licensee

North East Pennsylvania's Oldest Station

W R A K

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.
 Address244 West Fourth Street
 Phone Number2-6116
 Transmitter Location..1561 West Fourth Street
 Time on the Air.....7:30 a.m. to midnight
 Newspaper Affiliation....Williamsport Sun:
 Williamsport Gazette & Bulletin
 News Service UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son

Personnel

President.....E. M. Case
 General Manager George E. Joy
 Office Manager Helen McKenna
 Commercial Manager J. Wright Mackey
 Program Director Nancy Person
 Production Manager....Irving A. Berndt, Jr.
 Chief Announcer Leon E. Kelly
 Chief Engineer Louis N. Persio

W S B A

YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By....Susquehanna Broad-
 casting Co.
 Address R. D. No. 5, York
 Phone Number2676
 Transmitter Location.....R. D. No. 5, York
 Time on the Air.....Daytime License
 News ServiceAP
 Transcription Service....World Broadcasting
 System

Personnel

President.....Louis J. Appell
 Exec. V. P.-Sta. Mgr.....Walter J. Rothensies
 Commercial Manager-Sales
 Promotion Manager Sydney Robbins
 Program Director-Production
 Manager Otis Morse
 Publicity Director Sydney Robbins
 Chief Announcer-
 Record m. c.....William Stewart
 Musical Director Harold Shutz
 Chief Engineer Willis Weaver

TAKE MORE "TIME"!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

W R A K

WILLIAMSPORT

PENNSYLVANIA

National Representative

J. P. MCKINNEY AND SON

New York — Chicago



PENNSYLVANIA

W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number.....6629
Transmitter Location..West Manchester Town-
ship, Pa.
Time on the Air.....6:55 a.m. to 1 a.m.
News Service UP
Transcription Service Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCollough
Station Manager Harold E. Miller
National Sales Manager....J. Robert Gulick
Program Director Arthur Weeks
Chief Engineer J. E. Mathiot

**A NEW ARRIVAL
A NEW SALES-
WINNER in the
Transcription field**

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

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach
a market with 835,000 population,
213,000 radio families and more than
\$408,000,000 retail sales—all in their
Primary Area—not covered by any
other station. Write—Main Office:
8 West King Street, Lancaster, Pa., or

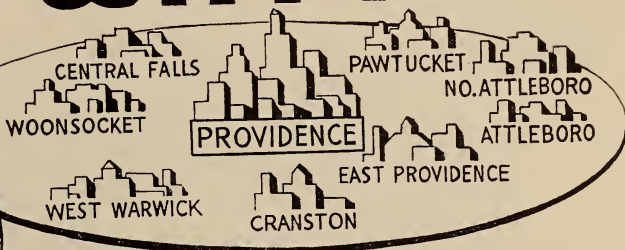
Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

WE'RE CROWING HAPPILY about the Construction Permit,
now granted, that early in 1946 will shower down

5000
WATTS



**SATURATING 9 BIG COMMUNITIES
in a 15 MILE RADIUS**

—and scores of others well beyond!

Early in 1946 we'll be pouring advertisers' stories—yours, we hope—in intensified volume into this compact, densely-populated, RICH region; the kind of an area that time-buyers build reputations on and sales-managers dream about!

CONSULT YOUR SR&D FOR RHODE ISLAND'S BEST BUY!



The "AMERICAN" Voice in Southern New England

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, Gen. Mgr.

Representatives: THE KATZ AGENCY

...and in New England, too

it's CBS

covering the no. 2 market

in this rich area, means

WPRO

PROVIDENCE

5000 WATTS

BASIC CBS

630 KC.

RHODE ISLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W F C I

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc.Power: 1000 Watts
Owned-Operated By....Pawtucket Broadcast-
ing Co.
Business Address.....450 Main Street
Phone Number.....Perry 9540
Transmitter Location..John St., Lonsdale, R. I.
Time on the Air....5:55 a.m. to 1 a.m. daily;
7:55 a.m. to 1 a.m. Sundays.
News ServiceAP
Transcription ServiceStandard Radio
RepresentativeThe Katz Agency

Personnel

President.....Howard W. Thornley
General Manager.....Wallace A. Walker
Commercial Manager.....Wallace A. Walker
Program Director.....Harry Moreland
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson

(See Page 571)

W J A R

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 7000
Transmitter Location.....Wamponoag Trail,
East Providence, R. I.
Time on the Air.....Unlimited License
News ServiceAP
Transcription Service.....World Broadcasting
System

Representative.....Weed & Company,
Bertha Bannan

Personnel

President.....Mortimer L. Burbank
Station-Commercial Manager....John J. Boyle
Chief Engineer.....Thomas Prior

W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Net-
work, Inc.
AddressCrown Hotel
Phone Number.....DExter 1500
Transmitter Location....East Providence, R. I.
Time on the Air6 a.m. to 1 a.m.
News ServiceReuters, AP & INS
Representative.....Edward Pety Co., Inc.

Personnel

President.....Wm. H. O'Neil
General Manager.....John Shepard, 3rd
Station Manager.....Joe Lopez
Sales Promotion-Merchandising
Manager.....James S. Powers
Program Director.....Rose M. Powers
Production Manager.....Don W. Morton
Publicity Director.....Phyllis Doherty
Musical Director.....Carl Tatz
Chief Engineer.....Harry Tilley

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Cherry & Webb
Broadcasting Company
Address15 Chestnut Street
Phone Number.....Plantations 9776
Transmitter Location....East Providence, R. I.
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,
8 a.m. to 12 midnight

News ServiceAP; UP
Transcription Service.....NBC Thesaurus,
Lang-Worth
Representatives.....Paul H. Raymer Company,
R. C. Foster & Co.

Personnel

General Manager.....Fred R. Ripley
Program Director.....Morton L. Blender
Chief Engineer.....John V. Ferr

SOUTH CAROLINA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Wilton E. Hall
Address: Anderson College
Studio Address: Anderson College, S. C.
Phone Numbers: 800, 1444
Transmitter Location: Anderson College
Time on the Air: Unlimited
Newspaper Affiliation: Anderson Independent;
Daily Mail
News Service: INS
Transcription Service: C. P. MacGregor; World
Broadcasting System; also Lang-Worth
Representative: Burn-Smith

Personnel

Owner: Wilton E. Hall
General and Station Manager: J. D. McCoy
Sales-Commercial Manager: G. Paul Browne
Sales Promotion-Merchandising Manager:
G. Paul Browne
Program Director-Chief Announcer:
Randall Davidson
Production Manager: J. D. McCoy
Publicity Director: G. Paul Browne
Chief Engineer: Randall Davidson

WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: John M. Rivers
Address: Francis Marion Hotel
Phone Number: 7611
Transmitter Location: Windemere, S. C.
Time on the Air: 6 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: World, SESAC
Representative: Free & Peters

Personnel

President-Station Manager: J. M. Rivers
Commercial Manager: Roland Weeks
Program Director: Russ Long
Publicity: Annemie Heineman
Musical Director: Adrian Munzell
Chief Engineer: Wilbur Albee

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By: Atlantic Coast
Broadcasting Company
Business Address: 133 Church St.
Phone Number: 2-2961
Studio Address: 133 Church St.
Transmitter Location: St. Andrews Parish
Time on the Air: 6 a.m. to 12:05 a.m.
Newspaper Affiliation: Charleston Evening
Post Publishing Co.
News Service: AP
Transcription Service: Thesaurus
Representative: George P. Hollingbery

Personnel

President: Edward Manigault
General and Station Manager:
Robert E. Bradham
Commercial Manager: C. Wylie Calder
Merchandising Manager: A. Franz Witte, Jr.
Program Director: B. Walter Huffington
Chief Engineer: D. M. Bradham

WCOS

COLUMBIA—EST. 1939

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Carolina Broadcasting
Corp.
Address: 1202 Main St.
Phone Number: 25601
Transmitter Location: 200 Senate St.
Time on the Air: 6 a.m. to 12:05 a.m.
News Service: AP
Transcription Service: Standard Radio
Representative: Howard Wilson

Personnel

President: H. F. Kinscey
General Manager: W. C. Bochman
Sales-Commercial Manager: C. W. Burdsal
Sales Promotion-Merchandising Manager:
Dorothy Sligh
Program Director: Moody McElveen
Production Manager: Bernard Moses
Chief Announcer: David Campbell
Chief Engineer: Harry L. Clippard
Record m.c.: Malcolm East

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By The Surety Life Insurance Company
 Address 1811 Main Street
 Phone Number 2-2135
 Transmitter Location Bluff Road
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Thesaurus, Standard
 Representative Free & Peters, Inc.

Personnel

President Herman N. Hipp
 General and Station Manager
 G. Richard Shatto
 Sales-Commercial Manager
 J. Dudley Saumenig
 Program Director Ray A. Furr
 Production Manager-Chief Announcer
 Warren Hites
 Musical Director Charlotte Lide
 Chief Announcer Herbert Eidson

W K I X

COLUMBIA—EST. 1945

CBS-MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Inter-City Adv. Co.
 Address 1127 Lady St.
 Phone Number 2-8659
 Transmitter Location Two Notch Road
 Time on the Air 6:30 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed & Co.

Personnel

President George W. Dowdy
 General Manager B. T. Whitmire
 Station Manager Kenneth Beachboard
 Commercial Manager C. Durham Moore
 Sales Promotion Thomas Chandler
 Chief Engineer Edwin Davis

W L A T

CONWAY—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Loys M. Hawley
 Address Box 139
 Phone Number 340
 News Service AP
 Transcription Service Standard

Personnel

Owner-Chief Engineer Herman L. Hanks
 Owner-Commercial Manager Loys M. Hawley
 General-Program Manager Wally King

(Call Letters to Be Assigned)

DILLON*

Frequency: 800 Kc. Power: 1000 D.
 Owned-Operated By Border Broadcasting Co.
 Address 118 McArthur St.
 * Construction Permit.

W O L S

FLORENCE—EST. 1939

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Florence Broadcasting Co., Inc.
 Address 129 South Dargam
 Phone Number 354-5
 Transmitter Location Charleston Highway
 Time on the Air 7 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Cox & Tans

Personnel

President M. F. Schnibben
 Station-Commercial Manager N. L. Royster
 Sales Promotion-Merchandising Manager
 N. L. Royster
 Program Director Raymond Caddell
 Production Manager-Publicity Director
 N. L. Royster
 Chief Announcer-Musical Director
 Raymond Caddell
 Chief Engineer W. T. Pritchett

W M R C

GREENVILLE—EST. 1940

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Textile Broadcasting Company, Inc.
 Business Address Prevost Bldg.
 Phone Number 5730
 Studio Address Prevost Building
 Transmitter Location 400 Mayberry Street
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:00 a.m. to 12 midnight.
 News Service AP
 Transcription Service World, Cole
 National Representative Burns Smith Co., Inc.

Personnel

President Robert A. Jolley
 Station Manager W. Ennis Bray
 Commercial Manager C. B. Denison
 Chief Engineer George D. Tate



**WFBC
dominates
GREENVILLE**

South Carolina's Best Market!

1st in sales
in population
in buying income

	Retail Sales 1944	Buying Income Per Capita	Population Census 1940
GREENVILLE	\$69,487,000	\$1,718.00	136,580*
Charleston	63,924,000	1,207.00	121,105
Columbia	57,614,000	1,368.00	104,843
Spartanburg	51,661,000	1,486.00	127,105

*There are 397,210 persons within 30 miles of WFBC's transmitter.
(Department of Commerce figures by counties)

WFBC

**GREENVILLE
SOUTH CAROLINA**

*"Textile Center
of the South"*

NBC ★ 5000 WATTS



W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Greenville News
Piedmont Co.

Address Poinsett Hotel
Phone Number 362; 363
Transmitter Location Gannt, S. C.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Greenville News;
Greenville Piedmont

News Service UP
Transcription Service NBC Thesaurus
Representative Lew Avery Co.,
B. Frank Cook (Atlanta, Ga.)

Personnel

President Roger C. Peace
Commercial Manager Robert Glass
Program-Production Director Alice Wyman
Promotion Director Dr. Nicholas P. Mitchell
Chief Engineer W. C. Etheredge

W C R S

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Grenco, Inc.
Address P. O. Box 868
Phone Number 4300
Studio-Transmitter Location Willson St.
Time on the Air 6:30 a.m. to 12:05 a.m.
News Service AP
Transcription Service Standard Radio, World

Personnel

President Douglas Featherstone
General Manager Dan Crosland
Commercial-Promotion Manager Ralph Norman
Publicity Director Vivian Chiles
Chief Engineer Harold C. Spengler

(Call Letters to Be Assigned)

HARTSVILLE*

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Hartsville Broadcast-
ing Co.

Address Hartsville, S. C.
* Construction Permit

W R H I

ROCK HILL—EST. 1944

MUTUAL

Frequency: 1340 Kc. Power: 250 Watts
Owned and Operated By York County
Broadcasting Co.

Address Rock Hill National Bank Bldg.
Phone No. 294
Time on Air 6:30 a.m. to 10:30 p.m.
Transmitter Location East Black St. Ext.
Transcription Service World
News Service AP

Personnel

General Manager James S. Beatty, Jr.
Station Manager William C. Beatty
Sales Manager George P. Cobb
Chief Engineer James S. Beatty, Jr.

W O R D

SPARTANBURG—EST. 1940

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Spartanburg Adv.
Address 291 E. Main St.
Phone Number 875-6
Transmitter Location Drayton, S. C.
Time on the Air 6 a.m. to 1 a.m.; Sundays,
7:30 a.m. to 1 a.m.

News Service AP
Transcription Service NBC Thesaurus

Personnel

Co-Owners J. M. Bryan, Smith Davis
General and Station Manager Frank R. Knutti
Sales-Commercial Manager Frank R. Knutti
Sales Promotion John C. Carrington
Program Director Harold B. Shaw
Publicity Director Zara Jane Smith
Record m.c. Ace Rickenbacker
Chief Engineer Francis I. Harr

W S P A

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Spartanburg Ad-
Address 224 E. Main St.
Phone Number 2900
Transmitter Location Route 5
Time on the Air 6 a.m. to 12:05 a.m.
News Service UP
Transcription Service World
Representative George P. Hollingsbery Co.

Personnel

President A. B. Taylor
Vice Pres.-Gen. Mgr. Walter J. Brown
Station Manager Roger A. Shaffer
Production-Program Director Edwin J. McGrath
Commercial Manager Guy Vaughan, Jr.
Promotion-Publicity Sterling W. Wright
Record m.c. Cliff Gray
Chief Engineer Harold Beckholt

W F I G

SUMTER—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WFIG, Inc.
 Address.....Radio Center Bldg.
 Phone Number (Studio).....1340
 Transmitter Location.....Highway No. 76
 Time on the Air.....16 hours daily
 News ServiceUP

Transcription Service.....NBC Thesaurus
 Representative.....Cox & Tanz

Personnel

President-Treasurer.....Julius S. Brody
 V.-P.-Sec'y.....T. Doug Youngblood
 Station Manager.....T. Doug Youngblood
 Sales Promotion.....Bernice Bell
 Program Director.....Bill Burnette
 Publicity Director.....Louise Burnette
 Chief Engineer.....Neal Shubert

SOUTH DAKOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K A B R

ABERDEEN—EST. 1934

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....Aberdeen Broadcast
 Company

Address117½ South Main Street
 Phone Number.....4626
 Transmitter Location.....Wylie Park
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceAP
 RepresentativeThe Walker Company
 Transcription Service.....Standard

Personnel

PresidentH. C. Jewett, Jr.
 General, Station, Commercial, Sales
 ManagerA. A. Fahy
 Program Director-Production Manager
 John A. Griffin
 Publicity Director.....A. A. Fahy
 Chief Engineer.....Delbert T. Hunt

K O T A

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By...Black Hills Broadcast
 Company of Rapid City

AddressAlex Johnson Hotel
 Phone Number.....2000
 Transmitter Location...5 miles South of Rapid
 City

Time on the Air: 6 a.m. to 11:05 p.m. weekdays;
 7 a.m. to 11:05 p.m., Sundays

News Service.....UP
 Transcription Service....Thesaurus, Standard
 RepresentativeThe Walker Company

Personnel

President.....Robert J. Dean
 General and Station Manager...Robert J. Dean
 Sales-Commercial Manager...Stan Lieberman
 Sales Promotion-Merchandising
 ManagerStan Lieberman
 Program Director-Production Manager

Al Paulson
 Publicity Director.....Buck Frandolich
 Chief Announcer.....William Graham
 Musical Director.....John Simpson
 Chief Engineer.....A. E. Griffiths

K G F X

PIERRE—EST. 1916

Frequency: 630 Kc.....Power: 200 Watts
 Operated By.....Ida A. McNeil
 Address203 West Summit Ave.
 Phone Number351
 Transmitter Location...203 West Summit Ave.
 Time on the Air.....9:30 a.m. to sunset
 News ServiceUP
 Transcription Service...Keystone Broadcast-
 ing System
 RepresentativeCox & Tanz

Personnel

DirectorIda A. McNeil
 Chief Engineer.....Robert H. Dye

W C A T*

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By.....South Dakota State
 School of Mines and Technology

AddressEast St. Joseph Street
 Phone Number.....1600
 Transmitter Location.....St. Joe Street and
 Birch Avenue

Time on the Air.....11 a.m. to 1 p.m.
 News ServiceAP

*(Non-Commercial Station)

KELO

SIOUX FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Sioux Falls Broadcast Assn., Inc.
 Address..... 317 So. Phillips Ave.
 Phone Number..... 757
 Transmitter Location.....Highway No. 16
 Time on the Air.....10 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....NBC Thesaurus, Standard
 RepresentativeHoward H. Wilson Co.

Personnel

President-General and Station Manager
 Morton H. Henkin
 V.P. and Sales Promotion Mgr..S. Fantle, Jr.
 Commercial Manager.....George R. Hahn
 Program Director-Production Manager
 Verl K. Thomson
 Publicity Director.....S. Fantle, Jr.
 Chief Announcer.....Verl K. Thomson
 Musical Director.....Beverly Kittelson
 Chief Engineer.....Max Staley

KSOO

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sioux Falls Broadcast Assn., Inc.
 Address317 So. Phillips Ave.
 Phone Number..... 757
 Transmitter Location.....Highway No. 16
 Time on the Air.....6 a.m. to local sunset
 News ServiceAP
 Transcription Service.....NBC Thesaurus, Standard
 Representative.....Howard H. Wilson Co.

Personnel

President, General and Station Manager
 Morton H. Henkin
 V.P. and Sales Promotion Manager
 S. Fantle, Jr.
 Commercial Manager.....George R. Hahn
 Program Director-Production Manager
 Verl K. Thomson
 Publicity Director.....S. Fantle, Jr.
 Chief Announcer.....Verl K. Thomson
 Musical Director.....Beverly Kittelson
 Chief Engineer.....Max Staley

KUSD*

VERMILLION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts
 Owned-Operated ByUniversity of South Dakota
 Address.....Union Building
 Phone Number601
 Transmitter Location.....Vermillion
 Time on the Air.....3 p.m. to 6 p.m.
 News Service.....AP

Personnel

General and Station Manager
 Robert D. Williams
 Chief Engineer.....Steve Graf
 *(Non-commercial Station)

KWAT

WATERTOWN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Midland National Life Insurance Company
 Operated By.....Midland National Life Ins. Co.
 AddressWatertown
 Phone Number777
 Transmitter Location.....Watertown
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP

Personnel

Station Manager.....F. L. Bramble
 Commercial Manager.....M. W. Plowman
 Chief Engineer.....Francis Alwin

WNAX

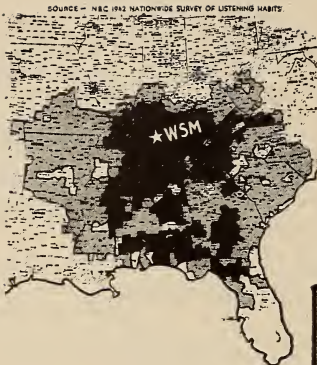
YANKTON—EST. 1927

**AMERICAN BROADCASTING COMPANY
 MID-STATES NETWORK**

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WNAX Broadcasting Co.
 Address2nd-Capitol Sts.
 Phone Number.....442
 Transmitter Location.....Yankton
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation: Des Moines Register & Tribune
 News ServiceAP; UP
 Transcription Service.....Standard Radio
 RepresentativeThe Katz Agency

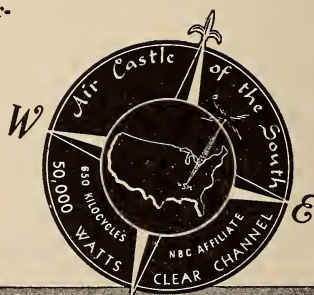
Personnel

President.....Gardner Cowles, Jr.
 General Manager.....Don E. Inman
 Sales Promotion Manager.....James H. Allen
 Program Director.....Gene P. Loffler
 Chief Engineer.....Clifton M. Todd



1 MEDIUM... 5,000,000 PEOPLE

It would require an elaborate combination of media to cover the listening area of WSM's clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.



HARRY STONE, Gen. Mgr.

DEAN R. UPSON, Comm. Mgr.

EDWARD PETRY & CO., National Representatives

WSM
NASHVILLE

TENNESSEE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WLAR*

ATHENS

Frequency: 1450 Kc.....Power: 250 Watts
Owner-Operated By.Athens Broadcasting Co.
Address33 N. Jackson St.
Phone Number398

Personnel

Chief ExecutiveLowell F. Atterburn
General-Promotion Mgr....C. Clayton Redfern
* Construction Permit

WRÖW*

ATHENS

Frequency: 1490 Kc.....Power: 250 Watts
Owner-Operated By.Athens Broadcasting Co.
Address.105 Oak Park Drive, Knoxville, Tenn.

Personnel

Owners.....R. O. Hardin, Verna S. Hardin
* Construction Permit

WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
TENNESSEE VALLEY NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Radiophone Broadcasting
Station WOPI, Inc.

Address 310 State St.
Phone Number WOPI (5280)
Transmitter Location.....Old Abingdon Pike,
Washington County, Va.

Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceAP
Transcription Service.....World, Cole
RepresentativeBurn-Smith Company

Personnel

President and General Manager.W. A. Wilson
Commercial Manager.....R. L. Russell
Production-Program Director.....Fey Rogers
Promotion-Publicity Director....Angela Bezek
Chief Engineer.....Robert Smith

WAGC*

CHATTANOOGA

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Tennessee Valley Broad-
casting Co.

Address702 Cherry St.
News ServiceAP

Personnel

Owners.....Gordon W. Gambill, Hurbert M.
Martin, Humphrey B. Heywood, R. T. Rus-
sell.

* Construction Permit

W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned By.....WAPO Broadcasting Service
AddressRead House
Phone Number6-6141
Transmitter Location.....Pineville Road
Time on the Air...5:30 a.m. to 12 midnight,
Sunday, 6:30 a.m. to midnight.

News ServiceAP
Transcription Service.....NBC, Thesaurus,
Associated, Cole.

RepresentativeHeadley-Reed Company

Personnel

Chief Executive R. G. Patterson
General and Station Manager.. R. G. Patterson
Sales-Commercial Manager...Helen Patterson
Sales Promotion-Merchandising
Manager Helen Patterson
Program Director.....Louise Walsh
Production-Publicity Director..Helen Patterson
Chief Engineer B. E. Barnes

W D E F

CHATTANOOGA—EST. 1941

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDEF
AddressVolunteer Bldg.
Phone Number 6-5664
Transmitter Location.....Volunteer Bldg.
Time on the Air.....Unlimited
News ServiceUP
Transcription Service.....Standard Radio
Representative Weed & Co.

Personnel

PresidentJoe W. Engel
General Manager Frank S. Lane
Commercial Manager.....Ken Flenniken
Chief Engineer.....B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By.....WDOD Broadcasting Corp.
Operated By.....Earl W. Winger,
Norman A. Thomas.

Address..... Hamilton National Bank Building
Phone Number 6-5117
Transmitter LocationBaylor School
Time on the Air: 5:30 a.m. to 12:05 Midnight

News Service UP
 Transcription Service World
 Representative Paul H. Raymer Co.

Personnel

Co-Owners.....Earl W. Winger,
 Norman A. Thomas
 General Manager.....Earl W. Winger
 Commercial Manager.....Carter M. Parham
 Chief Engineer Julius V. Vessels

W J Z M

CLARKESVILLE—EST. 1941
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Wm. Kleeman
 Address Clarksville
 Phone Number..... 499
 Transmitter Location Martin St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service AP
 Transcription Service World
 Representative.....Cox & Tanz

Personnel

OwnerWm. Kleeman
 General and Station Manager..W. E. Williams
 Chief Engineer Gene Penticost

W B A C

CLEVELAND—EST. 1945
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Robert W. Rounsaville
 AddressFike Bldg.
 Phone Number62
 News Service UP

Personnel

Owner-General Mgr...Robert W. Rounsaville
 Commercial Manager..Mrs. R. W. Rounsaville
 Program-Promotion Mgr....David P. McLain
 Chief Engineer.....William F. Lange

W K R M *

COLUMBIA

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Middle Tennessee
 Broadcasting Co.
 AddressColumbia, Tenn.
 * Construction Permit

W H U B

COOKEVILLE—EST. 1940

COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Address East Spring Street
 Phone Number.....Southern Continental 200
 Transmitter Location.....807 Hickory Street

Time on the Air.....6 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service..Keystone Broadcasting
 System

RepresentativeCox & Tanz

Personnel

President-Chief Owner.....M. L. Medley
 Chief EngineerHerbert Beasley

(Call Letters to Be Assigned)

DYERSBURG*

Frequency 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....State Gazette
 Broadcasting Co.
 AddressDyersburg, Tenn.
 * Construction Permit

W B E J *

ELIZABETHTON

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated ByElizabethton
 Broadcasting Co.
 AddressP. O. Box 829

Personnel

Owners.....Robert W. Rounsaville,
 George M. Clark
 * Construction Permit

(Call Letters to Be Assigned)

GREENVILLE*

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Greenville
 Broadcasting Co.
 AddressGreenville, Tenn.
 * Construction Permit

W T J S

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sun Publishing
 Company

Address.....104 West Baltimore St.
 Phone Number 3340
 Transmitter LocationHighway 45
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....The Jackson Sun
 News ServiceUP
 Transcription Service.....Standard Radio
 RepresentativeThe Branham Company

Personnel

President.....A. A. Stone
 Station-Commercial Manager..A. B. Robinson
 Chief EngineerRobert Gordon

W J H L

JOHNSON CITY—EST. 1938

ABC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....WHHL, Inc.

Business Address.....412 S. Roan St.
 Phone NumberWJHL
 Studio Address.....412 S. Roan St.
 Transmitter Location 2 miles N. W. of
 Johnson City
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....Lang-Worth, Cole
 Representative.....Howard H. Wilson

Personnel

President Hanes Lancaster
 Chief Engineer.....O. K. Garland

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W K P T

KINGSPORT—EST. 1940
 NATIONAL BROADCASTING CO.
 TENNESSEE VALLEY
 DANIEL BOONE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Kingsport Broadcast-
 ing Co.

AddressRadio Center
 Phone Number WKPT
 Transmitter LocationKingsport
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth;
 Standard Radio, Thesaurus
 Representatives Burn-Smith Co.;
 Harry Cummings

Personnel

President.....C. P. Edward, Jr.
 General Manager.....Jess Swicegood
 Chief Engineer.....Gladman W. Upchurch

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W B I R

KNOXVILLE—EST. 1941
 ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By WBI R, Inc.
 Address.....406 W. Church St.
 Phone Number 4-3321
 Transmitter Location.....Brooks Road &
 Wilder Place

Time on the Air.....Unlimited
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson

Personnel

Pres. Gen. Mgr.....Gilmore N. Nunn
 Station-Commercial Manager.....John P. Hart
 Sales Promotion-Merchandising
 Manager John P. Hart
 Program Director-Production
 Manager Charles D. DeVois
 Chief Engineer J. Rex Horton

W N O X

KNOXVILLE—EST. 1921
 COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Operated ByScripps-Howard
 Radio, Inc.

Address110-112 South Gay Street
 Phone Number 3-3171
 Transmitter Location.....Anderson Road near
 Knoxville

Time on the Air.....5 a.m. to 1 a.m.
 Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service..Standard Radio; Lang-
 Worth
 RepresentativeThe Branham Company

Personnel

PresidentJack R. Howard
 General Manager R. B. Westergaard
 (On leave)
 Station-Commercial Manager O. L. Smith
 Sales Promotion-Publicity
 Director Owen J. Remington
 Program Dir.-Production....William T. Trotter
 Chief Engineer John L. Cole, Jr.

•
W R O L

KNOXVILLE—EST. 1927
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc..Power: 1000 d.; 500 n.
 Owned By Stuart Broadcasting
 Operated By S. E. Adcock
 Business Address 531 S. Gay St.
 Phone Number 2-7111
 Studio Address 531 S. Gay St.
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight

News Service AP
 Transcription ServiceNBC Thesaurus;
 World, M. M. Cole

RepresentativeJohn Blair & Co.

Personnel

OwnerS. E. Adcock
 Commercial Manager.....C. H. Frazier
 Chief Engineer.....James N. Gilbert

•
W G A P*

MARYVILLE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByGateway
 Broadcasting So.

Address3806 N. Broadway, Knoxville,
 Tenn.

Personnel

OwnersGeorge Burne Smith,
 V. H. McLean
 * Construction Permit

W H B Q

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Broadcasting Station
WHBQ, Inc.

Address Hotel Gayoso
Phone Number 8-6868
Transmitter Location 46 Neely St.
Time on the Air 6 a. m. to midnight
News Service AP
Transcription Service M. M. Cole, Standard
Representative William G. Rambeau Co.

Personnel

General and Station Manager . . . E. A. Alburty
Commercial Manager E. Pournelle
Sales Promotion-Merchandising E. A. Alburty
Chief Engineer W. M. Roy
Record m. c.'s Ralph Burge, Gordon Lawhead

W M C

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By Memphis Publishing
Co.

Business Address P. O. Box 311
Phone Number 8-7464
Studio Address Third & Madison Ave.
Transmitter Location Thomas Road
Time on the Air Unlimited
Newspaper Affiliation Memphis Pub. Co.
News Service UP
Transcription Service NBC Thesaurus;
Lang-Worth; Standard
Representative The Branham Co.

Personnel

President John H. Sorrells
General Manager H. W. Slavick
Commercial Manager J. C. Eggleston
Local Sales Manager Cliff Goodman
Chief Engineer E. C. Frase, Jr.

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By Hoyt B. Wooten
d/b as WREC Broadcasting Service

Address Hotel Peabody
Phone Number 5-1313
Transmitter Location Radio Center
Time on the Air 5:30 a. m. to midnight
News Service UP
Transcription Service World Broadcasting
System; Lang-Worth
Representative The Katz Agency

Personnel

Owner-General Manager Hoyt B. Wooten
Commercial Manager Hollis R. Wooten
Program-Publicity Director Roy Wooten
Production Manager Frank J. Keegan
Chief Engineer S. D. Wooten, Jr.

W M P S

MEMPHIS—EST. 1930

AMERICAN BROADCASTING CO.

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By WMPS, Inc.
Address Columbian Tower, 62 North
Main Street

Phone Number 5-2721
Transmitter Location 1690 South Lau-
derdale

Time on the Air 6 a. m. to midnight
Newspaper Affiliation Memphis Press-
Scimitar

News Service UP AP
Transcription Service Standard Radio;
Associated

Representative Broadcast Sales (East),
Howard H. Wilson (West)

Personnel

V. P.-General Manager H. R. Krelstein
Promotion-Publicity M. J. Vosse
News Editor M. Wathen
Chief Engineer Joe Deaderich
Record m. c. Brooks Read

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc. Power: 50000 Watts
Owned By J. T. Ward, d/b as WLAC Broad-
casting Service

Operated By WLAC Broadcasting Ser-
vice

Address Third National Bank Bldg.
Phone Number 6-0161

Transmitter Location Dickerson Road
Time on the Air 5:45 a. m. to midnight
News Service UP

Transcription Service World Broadcasting
System

Representative Paul H. Raymer Co.

Personnel

Owner J. T. Ward
General Manager F. C. Sowell, Jr.
Commercial Manager T. B. Baker, Jr.
Chief Engineer F. D. Binns

W S I X

NASHVILLE—EST. 1927

ABC-MBS

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By WSIX, Inc.
Address Nashville Trust Building



You Can
Carve Turkey
in **TEXAS**
with "T.S.N."

... Because "T.S.N."
is close to the
people of Texas ...

Surveys bear out the fact that the folks in the "Texas State Network" area listen more hours of the day to their nearby home-town "T.S.N." stations because of the top quality programs being fed their stations by "Mutual" and "A.B.C." . . . and, Texas folks listen to these strategically located stations because these grand programs are delivered with less interference. Good programs . . . easy listening . . . makes "T.S.N." a good buy!

Remember, when you get away from the four major markets in Texas (which accounts for only 17.3% of the population) you are in the small communities and rural area which make up 82.7% of Texas radio listeners. "T.S.N." serves all four major TEXAS CITIES, plus 12 other important Texas towns.

The "T.S.N." market covers 149 Texas Counties, 11 in Oklahoma and 7 in Arkansas . . . a total population of 5,063,876 with \$1,435,980,000 in Retail Sales.

Buy "T.S.N." for Texas

TEXAS STATE NETWORK STATIONS

KFJZ—Fort Worth
WRR—Dallas
KRRV—Sherman
KPLT—Paris
KCMC—Texarkana
KFRO—Longview
WACO—Waco
KTEM—Temple
KTHT—Houston

KNOW—Austin
*KABC—San Antonio
*KMCA—San Antonio
KRLH—Midland
KBST—Big Spring
KRBC—Abilene
KGKL—San Angelo
KBWD—Brownwood
*Only one station included.

THE TEXAS STATE NETWORK

1201 WEST LANCASTER ★ FORT WORTH 1, TEXAS

WEED & COMPANY
National Representative

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Phone Number 5-5431
 Transmitter Location.....McGavock Pike
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency, Inc.

Personnel

President-Station Manager..Jack M. Draughon
 Commercial Manager. Eugene S. Tanner
 Program Manager.....Otis Roush
 Technical Advisor.....Dr. Fred Schumann

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
 Owned-Operated By.. The National Life and
 Accident Insurance Co.
 Business Address....Seventh Ave. & Union St.

Phone Number 6-7181
 Studio Address....Seventh Avenue and Union
 Street
 Transmitter Location: Calendar Road, William-
 son County, Tenn. (R.F.D. Franklin)
 Time on the Air.....19 hours daily; Sundays,
 17 hours

News Service AP; INS
 Transcription ServiceAssociated Music
 Publishers, Lang-Worth, World
 RepresentativeEdward Petry & Co., Inc.

Personnel

General Manager.....Harry Stone
 Sales-Commercial Manager.. Winston S. Dustin
 Sales Promotion-Merchandising
 Manager Albert E. Gibson
 Program Director.....Jack Stapp
 Publicity Director.....Albert E. Gibson
 Chief Announcer.....Otis Devine
 Musical Director.....Beasley Smith
 Acting Chief Engineer.....George Reynolds
 (See Page 580)

TEXAS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K R B C

ABILENE—EST. 1936

ABC

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Reporter Broad-
 casting Company

AddressAbilene
 Phone Number6255
 Transmitter Location341 Ambler Avenue
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation.....Abilene Reporter-
 News

News Service AP
 Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
 General and Station Manager..Howard Barrett
 Sales Manager.....A. C. Etter
 Sales Promotion-Merchandising Manager
 Forest Lane
 Program Production Mgr.....Jack Wallace
 Chief Engineer.....J. B. Casey

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Amarillo Broad-
 casting Corporation

Address 109 East 5th St.
 Phone Number 5343
 Transmitter Location.....109 East 5th St.
 Time on the Air.....18 hours daily, 17 hours
 Sunday
 News Service.....UP

Personnel

PresidentGilmore Nunn
 Station-Sales Promotion Manager
 H. P. Roberson
 Commercial Manager.....J. R. Moore
 Program Director.....Bonnie Bennett
 Chief Engineer.....Sanford Helt

K G N C

AMARILLO—EST. 1922

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
 Owned By.....Plains Radio Broadcasting Co.
 Operated ByKGNC
 Address....Radio Building, 8th & Harrison
 Phone Number 4242
 Transmitter LocationBellaire Park
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7 a.m. to midnight

Newspaper Affiliations: Amarillo Daily News;
 Amarillo Globe; Lubbock Avalanche Journal
 News Service..... AP & UP
 Transcription Service.....NBC Thesaurus.
 Standard, Lang-Worth, M. M. Cole

Representative... Taylor Howe Snowden, Radio Sales

Personnel

President Gene Howe
 General Manager..... O. L. Taylor
 Station Manager... Raymond D. Hollingsworth
 Sales Manager..... Aubrey Jackson
 Sales Promotion-Merchandising Manager
 Jack Cauthen
 Program Director..... Robert Watson
 Chief Engineer..... W. H. Torrey

KVET*
AUSTIN

Frequency: 1300 Kc..... Power: 1000 Watts
 Owned-Operated By..... Austin Broadcasting Co.
 Address 1901 Dillman St.
 * Construction Permit

KNOW

AUSTIN—EST. 1924

**AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK**

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By Frontier Broadcasting Company, Inc.
 Address..... Capitol Nat'l Bank Bldg.
 Phone Number 2-6213
 Transmitter Location ... Fifth & Tillery Streets
 Time on the Air..... 6 a.m. to 12 midnight
 News Service AP
 Representative Weed & Co.

Personnel

President..... H. M. Fentress
 Station Manager..... Hardy C. Harvey
 Commercial Manager..... Marion H. Coleman
 Chief Engineer..... James Lewis

KTBC

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc..... Power: 1000 d.; 250 n.
 Owned-Operated By..... Radio Station KTBC
 Address Brown Bldg.
 Phone Number 2-2424
 Transmitter Location Dallas Highway
 Time on the Air..... 6 a.m. to 12:05 a.m.
 News Service..... UP, INS, AP
 Transcription Service World
 Representative Taylor-Howe-Snowden

Personnel

President..... Claudia T. Johnson
 General-Station and Sales Manager
 Pat Adelman
 Sales-Promotion Mds'e. Mgr..... Jim Turner
 Program Director..... Jim Turner
 Chief Engineer..... Leland Seay

KFDM

BEAUMONT—EST. 1924
ABC

Frequency: 560 Kc..... Power: 1000 Watts
 Owned-Operated By.. Beaumont Broadcasting Corp.
 Address..... P.O. Box 2950
 Phone Number 3883
 Transmitter Location Cor. Doucette & Grove Streets
 Time on the Air..... 6 a.m. to midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service..... UP & AP
 Transcription Service..... NBC Thesaurus, Standard
 Representative Taylor-Howe-Snowden

Personnel

President..... C. W. Snider
 General-Commercial Manager.... C. B. Locke
 Sales Promotion Manager..... H. Caldwell
 Production Manager-Publicity Director
 H. Caldwell
 Chief Engineer..... L. M. Sanders

PLAYING TO 340,000 FOLKS
EFFECTIVE INCOME: \$344,681,000

**K
 F
 D
 M**

**BEAUMONT
 TEXAS**

*The rich Sabine
 Area of Texas
 COVERING*

**BEAUMONT
 ORANGE
 PORT ARTHUR**

**AMERICAN
 BROADCASTING CO., INC.**
 560 Kc. 1,000 Watts

Represented by

TAYLOR-HOWE-SNOWDEN

Radio Sales



K R I C

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KRIC, Inc.
 Address 130 Wall Street
 Phone Number 4200
 Transmitter Location.....130 Wall Street
 Time on the Air..... 6 a.m. to 12:05 a.m.
 Newspaper Affiliation...Beaumont Enterprise,
 Beaumont Journal
 News ServiceAP
 Transcription Service....World Broadcasting,
 Cole
 RepresentativeThe Branham Company

Personnel

President.....Mrs. J. L. Mapes
 General and Station Manager.....Jack Neil
 Sales-Commercial Manager.....G. L. Kirk
 Record m.c.....Roy Dickson
 Chief Engineer.....Arthur Kay

K B S T

BIG SPRING—EST. 1936

ABC

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Big Spring Herald
 Broadcasting Company
 Address702 Johnson Street
 Phone Number 1500
 Transmitter Location...1¼ miles northeast
 of town
 Time on the Air.....6:30 a.m. to 11p.m.
 News Service AP
 Representative.....John E. Pearson Co.

Personnel

General-Station-Sales-Commercial Manager
 Boyd Kelley
 Program-Publicity Director.....Mina Taylor
 Production Manager.....Robert Bradbury
 Chief Announcer.....William B. Foreman
 Chief Engineer.....Andrew M. Jones

K N E L

BRADY—EST. 1935

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
 Owned-Operated ByG. L. Burns
 Business Address.....106 No. Blackburn St.
 Phone Number 77
 Transmitter Location.....East Brady, Texas
 Time on the Air.....8 a.m. to 10 p.m.
 Transcription ServiceKeystone
 RepresentativeKeystone

Personnel

President, General & Station Manager
 G. L. Burns
 Sales-Commercial Manager.....G. L. Burns
 Sales Promotion-Merchandising Manager
 G. L. Burns

Program Director, Production Manager

Howard Sparks

Chief Announcer.....Howard Sparks

Chief Engineer.....David Gattis

K V A L

BROWNSVILLE—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned by.....Radio Station KEEW, Ltd.
 Operated By.....T. Frank Smith
 AddressGulf Bldg.
 Phone Number.....Capitol-6151
 Transmitter LocationBrownsville
 Time on the Air.....6 a.m. to Midnight
 News ServiceAP
 Representative.....Free & Peters

Personnel

General Manager.....T. Frank Smith
 Station Manager.....Roy Suber
 Commercial Manager.....Bill Bennett
 Promotion-Publicity.....Glenn Horton
 Chief Engineer.....Robert Bush

K B W D

BROWNWOOD—EST. 1941

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1380 Kc....Power: 1000 d.; 500n
 Owned-Operated By.....Brown County
 Broadcasting Co.
 Address800 Hawkins Street
 Phone Numbers2401-2402
 Transmitter Location...Williams Ranch Road,
 1½ miles N. Brownwood
 Time on the Air..6:00 a.m. to 11 p.m.; Sun-
 day, 7:30 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription ServiceStandard
 Representative.....The Walker Co.

Personnel

President-General Manager...Wendell Mayes
 Commercial Manager.....Ingram S. Roberts
 Sales Promotion.....F. T. Wilson
 Chief Announcer.....Jack Beckett
 Musical Director.....Pat Brinkley
 Record m.c.....Howard Edwards
 Program-Publicity Director.....Pat Brinkley
 Production Manager.....Pat Craig
 Chief EngineerA. W. Stewart

W T A W

COLLEGE STATION—EST. 1921

ABC—TEXAS QUALITY NET

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By..A. & M. College of Texas
 AddressCollege Station
 Phone Number4-6724

Transmitter Location College Station
 Time on the Air.....Sun-up to Sun-down
 News ServiceAP
 Transcription ServiceWorld

Personnel

President of A & M College.....Gibb Gilchrist
 General Manager
 G. Byron Winstead, Dir. Information & Pub.
 Program Director.....G. Byron Winstead
 Production Manager
 Cecil Beardon, Radio Assistant
 Chief Announcer.....Cecil Beardon
 Chief Engineer.....Frank J. Sosolik

•
K E Y S

CORPUS CHRISTI—EST. 1940
COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By Partnership
 Operated By.....Nueces Broadcasting Co.
 AddressCenter Theater Bldg.
 Phone2-7411
 Transmitter.....Cantwell Lane
 Time on the Air.....6 a.m. to 12 Midnight
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeForjoe Co.

Personnel

Station Manager.....Fred Burr
 Sales-Commercial Manager...Kelly Wofford
 Chief Engineer.....Harold Griffith

•
K R I S

CORPUS CHRISTI—EST. 1937
NATIONAL BROADCASTING CO.

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Gulf Coast
 Broadcasting Company
 AddressRobert Driscoll Hotel
 Phone Number6354
 Transmitter LocationCorpus Christi
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....Caller-Times
 News ServiceAP
 RepresentativeFree & Peters

Personnel

General Manager.....T. Frank Smith
 Commercial ManagerWilliam Bennett

•
K W B U

CORPUS CHRISTI—EST. 1943
ABC

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned & Operated By..Century Broadcasting
 Address.....912 Commerce St., Dallas, Texas
 PhoneRiverside 8431

Transmitter LocationGregory.
 Time on the Air.....Daytime License
 News ServiceAP
 Representatives.....The Branham Co.

Personnel

President.....Carr P. Collins
 General Manager.....Carr P. Collins, Jr.
 Station, Commercial Manager..Homer Hogan
 Sales Promotion-Merchandising Manager
 Maydell Wallace
 Program Director, Production Manager
 J. E. Sellers
 Publicity Director.....Maydell Wallace
 Chief Engineer.....Nestor Cuesta, Jr.

•
K A N D

CORSICANA—EST. 1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Navarro Broadcast-
 ing Association
 Business AddressCorsicana
 Phone Number141
 Transmitter Location.....Corsicana Highway
 No. 5
 Time on the Air.....6 a.m. to Midnight
 News ServiceUP
 Transcription ServiceRCA

A NEW ARRIVAL
 A NEW SALES-
 WINNER in the
 Transcription field

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

P R E S S A S S O C I A T I O N , I N C .

50 ROCKEFELLER PLAZA
 N E W Y O R K 2 0 , N . Y .

In the **GREAT**
Southwest Market



KRLD
50,000
WATTS
CBS

KRLD *Is Your Best Buy*
Day or Night

KRLD

The Times Herald Station

Dallas

STUDIOS

Fort Worth

50 kw., 1080 kc. Represented by the Branham Company

Personnel

President J. C. West
 General Manager..... Aubrey H. Escoe
 Station, Commercial and Sales
 Promotion Manager..... A. H. Escoe
 Program-Publicity Director..... A. H. Escoe
 Production Manager..... A. H. Escoe

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sky Broadcasting
 Service
 Address11th Floor, Hotel Stoneleigh
 Phone Number C-6193
 Transmitter Location..... Bruton Road
 Time on the Air 6 a.m. to local sunset
 News Service AP
 Transcription Service Associated Music

Personnel

President-General Manager..... A. L. Chilton
 Commercial Manager..... R. G. Terrill

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....Power: 50000 Watts
 Owned By.....KRLD Radio Corp.
 Operated By..... Dallas Times-Herald
 AddressHotel Adolphus
 Phone NumberCentral 6811
 Transmitter LocationGarland, Texas
 Time on the Air..... 5:30 a.m. to 1 a.m.
 Newspaper Affiliation...Dallas Times-Herald
 News Service.....INS & AP
 Transcription Service Standard Radio
 Representative..... The Branham Co.

Personnel

President..... J. W. Runyon
 General Manager..... C. W. Rembert
 Ass't Manager..... James W. Crocker
 Commercial Manager..... William A. Roberts
 Sales Promotion Manager..... J. W. Crocker
 Program Director..... Roy George
 Publicity Director..... Douglas Hawley
 Chief Announcer..... Meador Lowrey
 Musical Director..... Hyman Charninsky
 Chief Engineer Roy-Flynn

W F A A

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
 Owned-Operated By.....A. H. Belo Corp.,
 publisher of The Dallas Morning News
 Business Address...Commerce & Lamarr Sts.
 PhoneCentral 2451
 Studio AddressSanta Fe Bldg. Penthouse

Transmitter Location Grapevine, Texas
 Time on the Air.....5:30 a.m. to 12 midnight;
 Sat., 5:30 a.m. to 1 a.m.
 Newspaper Affiliation ..Dallas Morning News
 News Service.....UP, Reuters
 Transcription ServiceNBC Thesaurus;
 Lang-Worth
 Representative.....Edward Petry & Co.

Personnel

President E. M. Dealey
 General Manager..... Martin Campbell
 Asst. Managers
 Ralph M. Nimmons, Raymond Collins
 National Sales Manager..... Keith Baldwin
 Program Supervisor..... Ralph K. Maddox
 Publicity Director..... Mrs. Wilbur Douglas
 Musical Director..... Karl Lambertz
 Chief Engineer Paul Barnes
 Record m.c..... Jimmie Jeffries

W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By City of Dallas
 Address..Municipal Radio Bldg., State Fair
 Grounds
 Phone Number Tenison 3-6101
 Transmitter Location White Rock Lake
 Time on the Air..... 6 a.m. to Midnight
 News Service AP
 Representative Weed & Co.

Personnel

General & Station Manager.. Charles B. Jordan
 Commercial Manager..... Dale Drake
 Sales Promotion Manager-Program Director
 Pete Teddlie
 Traffic Manager..... Louise Cobler
 Publicity Director..... Jerry Doggett
 Chief Announcer-Record m.c..... Buddy Harris
 Musical Director..... Jimmy Thornhill
 Chief Engineer..... D. J. Tucker

K D N T

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By ...Harwell V. Shepard
 Address Kimbrough Building
 Phone Number 276
 Transmitter Location Highway No. 24
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Thesaurus

Personnel

General Manager..... Harwell V. Shepard

Beauty Fans Buy!

Happy Sponsors Know That Beauty's Farm Friends Buy Merchandise . . .



Layne Beauty, Farm Program Director, WBAP. Member of Committee on Farm Broadcasting, National Association of Broadcasters. Officer, State-Wide Cotton Council. Member, Texas Chemurgic Council. Officer, Radio Farm Directors.

Here's Proof That *Powerful* WBAP Sells the Rural Buyers of the Great Southwest!

A SPONSOR SAYS:

" . . . it seems from all of the evidence to be doing a very good job for us over your station" (He must have meant it, for he is still a sponsor.)

A RANCHER WROTE:

"First I wish to thank you for your 6 to 7 a m program, which for country people living in the Southwest cannot be improved upon, and none should miss it. The timing is right, the information and advice needed and the news the latest and best selected. Also what you say about American Fence is so have used many miles of it. P S Please send me one of your Farm and Ranch Handbooks and oblige" (This is an example of what we mean by 'Beauty Fans Buy')

A FARMER WRITES:

"I want to take two combines to the maize harvest. Can you tell me where it will be in full swing in two or three weeks, and the approximate route you would take across the state? I want to know where to go and when to start. Please draw me a map" (Beauty could . . . would and did)

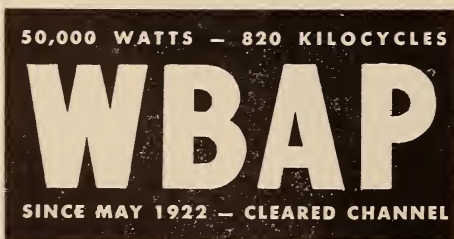
FROM THE STATE BOARD OF AGRICULTURE:

"I am convinced that you are selecting the most vital topics to discuss with farmers, and may I express to you my deep appreciation for the services rendered to farmers, not only in Oklahoma and Texas, but in other states within your listening range." (With 50,000 watts, that listening range is plenty.)

A 4-H CLUB BOY SAID:

"I enjoy your program very much every morning. It is very helpful to all farmers, because you keep us informed of what is going to happen, what is happening and what has happened. Keep up the good work." (Great kids in the great Southwest.)

If you have something to sell, and want to tell it to the big rural audience of the Great Southwest, let WBAP do it for you. Chances are that your nearest Edward Petry Company representative is waiting for your call right now. Get the complete story with all the sales producing facts. Better call him now.



Owned and Operated By
THE FORT WORTH STAR-TELEGRAM

AMON G. CARTER, President
Fort Worth 2, Texas

Represented by Edward Petry Co.



K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc....Power: 1000 d.; 500 n.
 Owned-Operated By....Dorrance D. Roderick
 Address2201 Wyoming St.
 Phone NumberMain 2020
 Transmitter LocationHammett Boulevard
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....El Paso Times
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeHoward H. Wilson Co.,
 Taylor-Howe, Snowden

Personnel

Owner.....Dorrance D. Roderick
 Station Manager.....Val Lawrence
 Commercial Manager.....Cecil L. Trigg
 Chief Engineer.....Edward P. Talbott

K T S M

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc....Power: 1000 d.; 500 n.
 Owned-Operated By....Tri-State Broadcast-
 ing Co.

AddressPaso Del Norte Hotel
 Phone NumberMain 3122
 Transmitter Location.....Ascarate, Tex.
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor

Representative ...George P. Hollingbery Co.

Personnel

President.....Frances W. Bredburg
 General-Station Manager.....Karl O. Wyler
 Commercial Manager.....Willard L. Kline
 Sales Promotion.....Roy T. Chapman
 Program Director.....Virgil C. Hicks
 Production Manager.....Conrey Bryson
 Chief Engineer.....Kenneth J. Walton

K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1270 Kc....Power: 5000 Watts
 Owned-Operated By.....Tarrant Broadcast-
 ing Company

Address1201 West Lancaster
 Phone Number3-3474
 Transmitter LocationBirdville, Texas
 Time on the Air.....5:30 a.m. to 1 a.m.
 News ServiceAP & UP
 RepresentativeWeed & Company

Personnel

President-General Manager.....Gene L. Cagle
 Station Manager.....Gene L. Cagle
 Commercial ManagerClyde Pemberton

Sales Promotion ManagerL. Roy Duffy
 Program-Production Director.....Russ Lamb
 Publicity Director.....Forrest W. Clough
 Chief Announcer.....John D. Hopkins
 Record m.c.....Jimmie Lowe
 Musical Director.....Frances Kay
 Chief Engineer.....Truett Kimzey

See Page 594

K G K O

FORT WORTH—EST. 1928

AMERICAN BROADCASTING CO.

LONE STAR CHAIN

Frequency: 570 Kc....Power: 5000 Watts
 Owned By.....Carter Publications,
 Inc. & A. H. Belo Corp.

Operated By....Ft. Worth Star-Telegram and
 Dallas News

Addresses: Medical Arts Bldg., Ft. Worth;
 Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside
 9631 (Dallas)

Transmitter LocationArlington, Texas
 Time on the Air.....6 a.m. to 12 Midnight

Newspaper Affiliations: Fort Worth Star-Tele-
 gram: The Dallas Morning News

News ServiceAP
 Transcription Service....World; Lang-Worth

RepresentativeEdward Petry & Co.

Personnel

PresidentAmon G. Carter
 General ManagerE. M. Dealey
 Managing Director.....Martin Campbell
 Fort Worth ManagerGeorge Cranston
 Dallas ManagerMartin Campbell
 Fort Worth Program Director.....Ed Lally
 Dallas Program Director.....Ralph Maddox
 Chief Engineer.....R. C. Stinson
 Chief Engineer, Dallas.....Raymond Collins

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc....Power: 5000 Watts
 Owned By.....Carter Publications, Inc.

Operated By.....Ft. Worth Star-Telegram
 AddressMedical Arts Bldg.

Phone Number3-1234
 Transmitter LocationGrapevine, Texas

Time on the Air.....(Shares time with WFAA,
 Dallas)

Newspaper AffiliationFt. Worth Star-
 Telegram

News ServiceAP
 Transcription Service..WBS, Cole, Lang-Worth

RepresentativeEdward Petry & Co.

Personnel

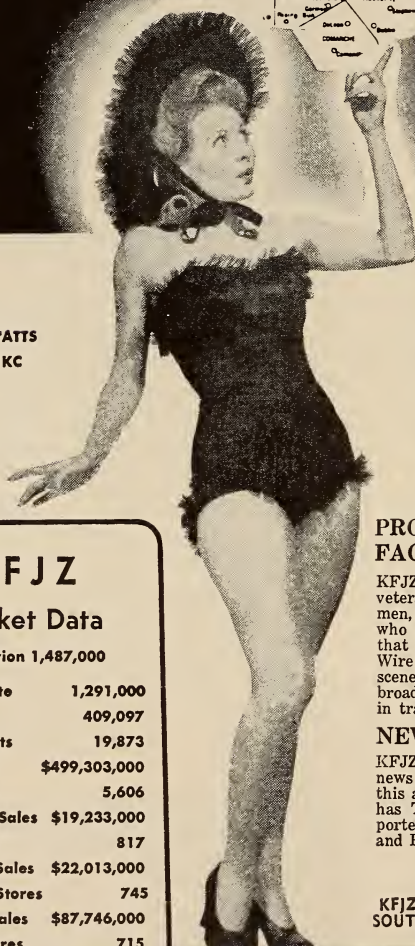
President.....Amon G. Carter
 General Manager.....Harold V. Hough
 Station ManagerGeorge Cranston
 Sales-Commercial Manager....Jack Pritchett

Cover This
Half Billion
Dollar TEXAS
Market with



KFJZ

5000 WATTS
1270 KC



Serving TEXAS Most Important Market

KFJZ is located in the heart of the rich North-Central part of Texas and is serving a million and a quarter people who have a half billion dollar purchasing power. KFJZ is serving a very progressive section of the Southwest that is "paying-dividends" in the post-war era.

Key Outlet for Mutual

KFJZ's tremendous audience has been attracted by a well balanced schedule of local shows and the Cream of Mutual's Humorous, Musical and Dramatic programs, interspersed with Mutual's great array of Ace News Analysts. KFJZ is Mutual's Key Outlet for Texas.

PROGRAM FACILITIES

KFJZ has a complete staff of veteran writers, production men, announcers and talent who produce shows locally that "sell" the Southwest. Wire Recorder for on the scene events . . . Remote broadcast facilities . . . Latest in transcription equipment.

NEWS & SPORTS

KFJZ being recognized as the news and sports station of this area, naturally KFJZ has Texas' most popular reporters in Zack Hurt (sports) and Porter Randall (news).

KFJZ is a MUST on any schedule planned to cover the Fort Worth trade area.

KFJZ . . . FORT WORTH . . . SERVES ONE OF THE SOUTHWEST'S MOST IMPORTANT INDUSTRIAL AND AGRICULTURAL AREAS.

MAIL PULL

KFJZ has hit the "jack-pot" time after time for advertisers who wanted to "check" their program and KFJZ's pulling power. One advertiser received 1572 requests from one cold announcement at 6:45 A. M. . . . heard from 198 Texas towns and 14 other states.

TIME ON AIR

KFJZ is serving the people of this area 18½ hours a day—Monday through Saturday, 5:30 A. M. to 1:00 A. M., on Sunday 5:30 A. M. to Midnight. KFJZ is a listening habit of the people in this important market.

KFJZ

Market Data

Population 1,487,000

Native White	1,291,000
Families	409,097
Retail Outlets	19,873
Retail Sales	\$499,303,000
Food Stores	5,606
Food Store Sales	\$19,233,000
Drug Stores	817
Drug Store Sales	\$22,013,000
Gen. Mds. Stores	745
Gen. Mds. Sales	\$87,746,000
Apparel Stores	715
Apparel Sales	\$26,865,000
Lbr. & Hdw. Stores	921
Lbr. & Hdw. Sales	\$32,639,000

National Representative

Weed and Company

New York . Detroit . Chicago . Boston . San Francisco . Hollywood

Sales Promotion-Merchandising Manager
 Jack Pritchett
 Program Director.....Ed. Lally
 Production Manager.....A. M. Woodford
 Publicity Director.....Kathryn Barnes
 Chief Announcer.....Frank Mills
 Musical Director.....Gene Baugh
 Chief Engineer.....R. C. Stinson

K L U F

GALVESTON—EST. 1928

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....The KLUF Broad-
 casting Co.

Business Address.....60th & Broadway
 Phone Number.....6676
 Studio Address.....60th & Broadway
 Transmitter Location.....60th & Broadway
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Radio;
 Representative.....William G. Rambeau

Personnel

President.....Geo. Roy Clough
 General-Commercial Manager...L. D. Clough
 Chief Engineer.....L. D. Clough

(Call Letters to Be Assigned)

GREENVILLE*

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Truett Kimzey
 Address.....3951 Belford Court,
 Fort Worth, Texas

* Construction Permit

K G B S

HARLINGEN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harbenito Broad-
 casting Company, Inc.

Business Address.....P. O. Box 711
 Phone Number.....1400
 Studio Address:.....
 State Highway No. 83 between Harlingen
 and San Benito, Texas

Transmitter Location.....Same
 Time on the Air.....6:30 a.m. to 12 Midnight
 News Service.....AP
 Transcription Service.....Associated
 Representative.....The Walker Co.

Personnel

President.....McHenry Tichenor
 Manager.....Troy McDaniel
 Commercial Manager.....Dave Bennett
 Chief Engineer.....Sherman L. Spencer

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By.....Houston Printing Corp.
 Operated By.....Houston Post
 Address.....Lamar Hotel
 Phone Number.....Fairfax 7101
 Transmitter Location.....Deepwater, Texas
 Time on the Air.....Unlimited
 Newspaper Affiliation.....Houston Post
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Edward Petry & Co.

Personnel

President.....W. P. Hobby
 General Manager.....Kern Tips
 Program Director.....Jack McGrew
 Chief Engineer.....H. T. Wheeler

K T H T

HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Texas Star Broadcast-
 ing Co.

Address.....Southern Standard Bldg.
 Phone No.....Capitol 6246
 Transmitter Location.....315 N. Ennis St., Houston
 Time on the Air.....Full time

Personnel

President.....Roy Hofheinz
 Station Supervisor.....Ted Hills
 Commercial-Promotion Mgr...Francis Gilbert
 Chief Engineer.....Louis I. Jelly

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 50000 Watts
 Owned-Operated By.....Houston Chronicle
 Pub. Co.

Address.....Texas & Travis Sts.
 Phone Number.....Preston 2211
 Studio Address.....Rice Hotel
 Transmitter Location.....Cedar Bayou, Texas
 Time on the Air.....6 a.m. to midnight
 Newspaper Affiliation.....Houston Chronicle
 News Service.....UP
 Transcription Service.....World Broadcasting
 Representative.....John Blair & Co.

Personnel

General Manager.....B. F. Orr
 Commercial Manager.....Ray E. Bright
 Production-Program Director.....Harry Grier
 Merchandising Mgr.....George H. McCormick
 Chief Engineer.....Tom Hiner

K X Y Z

HOUSTON—EST. 1930
AMERICAN BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated by Harris County
 Broadcast Co.

Address Gulf Building
 Phone Number Capitol 6151
 Transmitter Location Deepwater, Texas
 Time on the Air 24 hours
 News Service AP
 Representative Free & Peters, Inc.

Personnel

President M. Tilford Jones
 Manager T. F. Smith
 Production-Program Director . . . Charles Nethery
 Commercial Manager Wm. F. Bennett
 Chief Engineer Gerald Chinski

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By W. J. Harpole & J. C. Rothwell
 Operated By J. C. Rothwell
 Address Walker County Fairgrounds
 Phone Number 666
 Transmitter Location Walker County
 Fairgrounds
 Transcription Service Keystone
 Time on the Air Unlimited
 News Service AP
 Representative Cox and Tanz

Personnel

Owner W. J. Harpole & J. C. Rothwell
 partnership
 Gen. and Station Manager J. C. Rothwell
 Sales-Commercial Manager J. B. McShan
 Sales Promotion-Merchandising
 Manager J. B. McShan
 Chief Engineer Sam Love

K O C A

KILGORE—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oil Capitol Broad-
 casting Assn.

Address 102½ East North St.
 Phone Number 616
 Transmitter Location Cor. Rose & Martin Sts.
 Time on the Air 6 a.m. to 10 p.m.
 News Service AP
 Transcription Service Keystone.
 McGregor, M. M. Cole
 Representative Thomas F. Clark Co., Inc.

Personnel

President-General Manager Roy G. Terry
 Station-Sales-Commercial Mgr. . . H. A. Degner

Sales Promotion-Merchandising
 Mgr. Lewis B. Christie
 Program Director-Chief
 Announcer John E. Andrews
 Chief Engineer Albert F. Mason, Jr.

K P A B

LAREDO—EST. 1938

MUTUAL-KEYSTONE-TEXAS STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By

Laredo Broadcasting Co.
 Business Address Hamilton Hotel
 Phone Number 2124
 Transmitter Location 300 Loring Ave.
 Time on the Air 7 a.m. to 11 p.m.
 Representative Joseph Hershey McGilvra

Personnel

President Howard W. Davis
 General Manager Mrs. Doane Chapman
 Chief Engineer Hulan K. Smith

K F R O

LONGVIEW—EST. 1934

ABC

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Voice of Longview
 Business Address P. O. Box 792
 Phone Number 411
 Studio Address Glover-Crim Bldg.
 Transmitter Location 1918 Marshall-
 Longview Highway
 Time on the Air 7 a.m. to 11 p.m.
 Transcription Service Lang-Worth; Key-
 stone Broadcasting System
 Representative Burn-Smith Co.

Personnel

President James R. Curtis

K F Y O

LUBBOCK—EST. 1927

ABC—LONE STAR CHAIN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Plains Radio
 Broadcasting Co.

Address 914 Avenue J
 Phone Number 5567
 Transmitter Location 2312 Fifth St.
 Time on the Air 6 a.m. to 11 p.m.
 Newspaper Affiliation . . . Lubbock Avalanche-
 Journal
 News Service AP & UP
 Transcription Service Associated, Cole
 National Sales Office: Taylor-Howe-Snowden
 Group, Dallas, Texas
 Representative Taylor-Howe-Snowden

Personnel

President Gene A. Howe
 General Manager.....O. L. Taylor
 Station Manager.....DeWitt Landis
 Sales-Commercial Manager.....Rex Webster
 Sales Promotion-Merchandising
 ManagerLaretta Dailey
 Program Director DeWitt Landis
 Production Manager Bob Ruckel
 Chief Engineer W. S. Bledsoe

K R B A

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Red Lands Broadcast-
 ing Association
 Business AddressLufkin
 Phone Number 272
 Studio AddressLufkin
 Transmitter LocationLufkin
 Time on the AirUnlimited license
 News ServiceUP-AP
 Transcription Service.....Standard Radio;
 Keystone
 RepresentativeCox & Tanz

Personnel

President.....Ben T. Wilson
 ManagerDarrell E. Yates

K C R S

MIDLAND—EST. 1935

ABC—MBS—TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Scharbauer Estate
 Business Address117 S. Loraine St.
 Phone Number 1080-1
 Studio Address 117 So. Loraine St.
 Transmitter Location..... U. S. Highway 80,
 (1½ miles west of Midland)
 Time on the Air.....6:45 a.m. to 10:30 p.m.
 News ServiceAP
 Transcription ServiceSESAC

Personnel

Administrator of EstateMillard Eidson
 Station Manager.....J. M. McDonald
 Commercial Manager...Gladys L. McDonald
 Chief Engineer Jack Cecil

K N E T

PALESTINE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
 Owned By.....Palestine Broadcasting
 Corp.

Operated By.....B. A. Laurle
 AddressMunicipal Bldg.
 Phone Number411
 Transmitter Location.....Strickland Park
 Time on the Air.....7 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service.....Standard Radio;
 RepresentativeWalker Co.

Personnel

President-Station-General
 Manager Bill Laurie
 Sales-Commercial Manager....Arch Dougan
 Sales Promotion-Merchandising
 Manager Mrs. Emo Laurie
 Production Manager Bill Laurie
 Publicity Director Mrs. B. A. Laurie
 Chief Announcer E. B. Myers III
 Chief Engineer Bill Laurie
 Technical Supervisor Gene Kintz
 Record m. c.....Gene Myers, Marvin Crain

K P D N

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1340 Wc.....Power: 250 Watts
 Owned By.....R. C. Hoiles
 Operated By.....Pampa News
 Business AddressBox 901
 Phone Number1100
 Studio Address212 North Ballard
 Transmitter Location.....East of city limits
 Time on the Air.....7:30 a.m. to 10:30 p.m.
 Newspaper AffiliationPampa News
 News ServiceAP
 Transcription Service ...World Broadcasting

Personnel

Chief Executive.....Jack Hanna
 Station-Commercial Manager...John Michel
 Auditor H. McBee
 Sales Promotion-Merchandising
 Manager B. E. Price
 Program Director Ken Bennett
 Publicity Director B. E. Price
 Chief Engineer.....Douglas E. Smith

K P L T

PARIS—EST. 1936

ABC

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....North Texas Broad-
 casting Company
 AddressGibraltar Hotel
 Phone Number 1124-5

Transmitter Location: 2 1/4 miles south on Texas Highway No. 24
 Time on the Air.6 a.m. to midnight,
 Sundays 7 a.m. to midnight
 News ServiceAP

Personnel

PresidentA. G. Pat Mayse
 General-Station ManagerErnest T. Jones
 Publicity DirectorGeneva Slakey
 Chief EngineerC. L. Thompson
 Record m. c.Jimmy Mercer

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K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.Power: 100 Watts
 Owned-Operated ByJack W. Hawkins &
 Barney H. Hubbs
 Address: KIUN Bldg., 306 South Cedar Street
 Phone Number21
 Transmitter LocationNorth of city
 Time on the Air7 a.m. to 9 p.m.
 News ServiceAP
 Transcription ServiceKeystone, Cole
 RepresentativeHomer Griffith Co.

Personnel

Co-Owner-General ManagerJack Hawkins
 Commercial ManagerDonald R. Brooks
 Program DirectorLouise Hawkins
 Chief AnnouncerJack Dunn
 Chief EngineerHarry Boehnemann

•
K V O P

PLAINVIEW—EST. 1944

Frequency: 1400 Kc.Power: 250 Watts
 Owned and Operated By: W. J. Harpole and
 J. C. Rothwell
 Address111 West 6th Street
 Phone Number1400
 Transmitter LocationWayland College
 Grounds
 Time on the Air6:30 a.m. to 9 p.m.
 News ServiceAP
 Transcription ServiceStandard

Personnel

President-General ManagerW. J. Harpole
 Station-Commercial ManagerWm. T. Kemp
 Program-Production ManagerJames E. Stanton
 Publicity DirectorW. J. Harpole
 Chief AnnouncerAl Turner
 Musical DirectorJoyce Taylor
 Chief EngineerCarl Cook
 Record m. c.Keith Lloyd

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.Power: 1000 Watts
 Owned-Operated ByPort Arthur College
 Address1515 Lakeshore Dr.
 Phone Number7458
 Studio Address1515 Lakeshore Drive
 Transmitter Location1515 Lakeshore Drive
 Time on the Air6 a.m. to 12 midnight,
 Sundays 7 a.m. to midnight
 News ServiceAP & INS
 Transcription ServiceStandard Radio,
 World, McGregor, BMI Sup.
 RepresentativeJoseph Hershey McGillvra

Personnel

PresidentJ. W. Williams
 Acting ManagerMarjorie R. Vickers
 Sales-Commercial ManagerGeorge Crouchet
 Sales Promotion-Merchandising
 ManagerWalter LaForge, Jr.
 Program DirectorCorinne Enos
 Traffic ManagerMargaret Brieske
 Publicity DirectorCelista Quick
 Chief AnnouncerGordon Baxter, Jr.
 Musical DirectorWalter LaForge, Jr.
 Chief EngineerGlenn Boatright
 Record m. c.Claude Pinell

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K G K L

SAN ANGELO—EST. 1928

ABC—MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated ByKGKL, Inc.
 AddressSt. Angelus Hotel
 Phone Number6715
 Transmitter Location50 South Milton
 Time on the Air6:30 a.m. to 11 p.m.
 News ServiceAP
 RepresentativeJohn E. Pearson Co.

Personnel

PresidentH. C. Ragsdale
 General and Station
 ManagerLewis O. Selbert
 Commercial ManagerMyrl Stein
 Program Director-Production
 ManagerJean Nettleton
 Chief AnnouncerJulian Hill
 Chief EngineerFrank Jones
 Record m. c.William Crable

K A B C

SAN ANTONIO—EST. 1926

ABC—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Alamo Broadcasting Co.

Address.....223 Milam Bldg.
Phone NumberFannin 3126
Transmitter Location.....Bandera Highway
Time on the Air.....5 a.m. to 12:25 a.m.

Personnel

President.....R. Early Willson
Station Manager.....Charles W. Balthrope
Ass't Manager.....Bill Michaels
Audience Promotion-Merchandising Manager W. Poundstone Jackson
Program Director George T. Case
Chief Announcer Alec Chesser
Musical Director Nola Reid
Chief Engineer Paul Wolf

K C O R *

SAN ANTONIO

Frequency: 1350 Kc.....Power: 1000 D.
Owned-Operated By.....Raoul A. Cortez
Address..National Bank of Commerce Bldg.
News ServiceAP
* Construction Permit

K M A C

SAN ANTONIO—EST. 1930

MUTUAL—TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Howard W. Davis, d/b as The Walmac Company
Operated By.....Howard W. Davis
Address.....Nat'l Bank of Commerce Bldg.
Phone Number Cathedral 6211
Transmitter Location.....Avenue B
Time on the Air.....6 a.m. to 1 a.m.
News Service INS
Representative....Joseph Hershey McGillvra

Personnel

President-General Manager Howard W. Davis
Station Manager.....Patt McDonald
Sales Promotion-Merchandising Manager Tony Bessan

Program Director.....Tony Bessan
Production Manager.....Melba Flemming
Chief Engineer.....Ed E. Case
Record m. c.....Marvin Broyles

K O N O

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Eugene J. Roth, d/b as Mission Broadcasting Company

Address317 Arden Grove
Phone Numbers.....Fannin 5171-2-3
Transmitter Location.....317 Arden Grove
Time on the Air.....18 hours daily
News Service AP
Transcription Service..Lang-Worth, M. M. Cole
RepresentativeForjoe & Company

Personnel

Owner.....Eugene J. Roth
General & Station Manager..James M. Brown
Program Director.....Stanley A. Cox
Chief Announcer.....Ray Hunt
Chief Engineer.....George Ing



San Antonio's *Only*
ENGLISH-SPANISH *Radio Station*

National manufacturers can cash-in on the tremendous buying power of the Spanish speaking population of San Antonio and trade territory. Station KCOR features programs directed to this great listening audience . . . broadcast both in English and Spanish. Rate card on request.

★
CALCASIEU BLDG. — SAN ANTONIO, TEXAS



KILOCYCLES • 1000 WATTS

K T S A

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Sunshine Broadcasting
Company

AddressGunter Hotel
Phone NumberGarfield 1251
Transmitter LocationSt. Hedwig Road
Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceAP & UP
Transcription ServiceLang-Worth;

NBC Thesaurus, SESAC

National Sales Office Address: Taylor-Howe-
Snowden Group, Tower Petroleum Bldg.,
Dallas, Texas

RepresentativeTaylor-Howe-Snowden

Personnel

PresidentGene A. Howe
General & Station Manager...G. W. Johnson
Sales-Commercial Manager...Rex L. Preis
Sales Promotion-Merchandising

ManagerCharles D. Lutz
Program DirectorGeorge Lee Marks
Chief EngineerW. G. Egerton

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
Owned-Operated By.....Southland Industries,
Inc.

Address1031 Navarro Street
Phone NumberGarfield 4221
Transmitter LocationSelma, Texas
Time on the Air.....5:30 to 12 midnight
News Service.....AP, INS, UP
Transcription Service.....Standard
Representative.....Edward Pety & Co., Inc.

Personnel

Pres. & General Manager...Hugh A. L. Half
Commercial Manager.....Cecil K. Beaver
Sales PromotionFred A. Peery
Program ManagerHarold Carr
Publicity Director.....Rosemary Walker
Production Manager.....Monte Kleban
Chief Announcer.....Harold H. Carr
Chief Engineer.....Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated ByRed River Valley
Broadcasting Corporation

Addresses421 N. Crockett St.; Fannin &
Owing Sts., Denison, Texas.

Phone Numbers..201 (Sherman); 423 (Denison)
Transmitter Location....Highway 75 (between
Sherman and Denison)

Time on the Air.....6 a.m. to 12 midnight
News ServiceUP
Transcription Service.....World, Standard
RepresentativeAdvertising Time Sales Co.

Personnel

President.....G. H. Wilcox
General Manager.....L. L. Hendrick
Chief EngineerT. E. Spellman
Denison Studio Manager...B. V. Hammon, Jr.
Sales Promotion.....Hugh Harling
Program Directors.....Doris Matlock, Doris
Kretsinger

K X O X

SWEETWATER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sweetwater Radio
Operated By.....Mr. J. S. McBeath

Address.....P. O. Box 570
Phone Number2341
Transmitter LocationHighway No. 70
Time on the Air.....6:30 a.m. to 8:05 p.m.
News ServiceUP
Transcription Service.....NBC Thesaurus &
Keystone, M. M. Cole

Personnel

President.....J. S. McBeath
General-Station-Commercial Manager,
J. Harley Hubbard
Program Director-Chief Announcer,
Zeb Williams
Publicity Director.....Zeb Williams
Chief Engineer.....George W. Dotson

K T E M

TEMPLE—EST. 1936

ABC

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Broadcasting
Co., Inc.

Business AddressKyle Hotel Bldg.
Phone Number5252
Studio Address.....Kyle Hotel
Transmitter Location...1/10 mile north of city
Time on the Air.....7 a.m. to 11 p.m.
News ServiceUP
Transcription ServiceCole

Personnel

General Manager.....Frank W. Mayborn
Station Manager.....Burton Bishop
Commercial Manager..Charles Whitesides, Jr.
Sales Promotion-Merchandising
ManagerBurton Bishop
Chief EngineerPaul Shaw

K C M C

TEXARKANA—EST. 1932

ABC

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated ByKCMC, Inc.
Address317 Pine St.
Phone Number832
Transmitter Location317 Pine St.
Time on the Air.....6 a.m. to 12 p.m.
Newspaper AffiliationTexarkana
Gazette; Texarkana News

News Service AP
Transcription Service Standard Radio

Personnel

General Manager.....Frank O. Myers
Sales Manager.....Thomas Dillahunty
Chief Engineer.....Harvey Robertson

K G K B

TYLER—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....East Texas Broadcasting Co.
Address115 South College Street
Phone Number.....1106
Transmitter Location.....Sandflat Road
Time on the Air.....6 a.m. to 12 midnight
News Service AP
Transcription Service Standard Radio
Representative Gene Grant

Personnel

President-Station Manager....James G. Ulmer
Commercial Manager.....Earl P. Duffie
Program Director.....Mrs. James G. Ulmer
Commercial-Promotion Mgr....Earle P. Duffie
Chief Engineer.....John B. Sheppard

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Northwestern Broad-
casting Co.
Address1813 Wilbarger Street
Phone Number 1048
Transmitter LocationOne mile due east
of courthouse on highway extending from
East Wilbarger Street

Time on the Air.....Unlimited License
News Service AP
Transcription Service Cole
RepresentativeGene Grant

Personnel

President-General Manager.... R. H. Nichols
Commercial Manager.....W. D. Dixon
Program DirectorLoretta Withers
Chief Engineer.....Herman Ridgway

K V I C

VICTORIA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated ByRadio Enterprises,
Inc.

Business Address..Victoria Bank & Trust Bldg.
Phone Numbers1106-1107-1268
Studio Address.....Cuero Highway
Transmitter Location Cuero Highway
Time on the Air6:45 a.m. to 11 p.m.
News Service AP
Transcription Service World

Personnel

PresidentMorris Roberts
General-Commercial Manager....Jerry Fisher
Chief Engineer.....Robert McCown

K W T X *

WACO—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Address.....108 1-2 S. 6th St.

Personnel

President Beauford Jester
Station Manager.....Buddy Bostick
*Construction Permit

W A C O

WACO—EST. 1922

AMERICAN BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Broadcast-
ing Co., Inc.

AddressAmicable Life Bldg.
Phone Number 2700
Transmitter LocationAmicable Life Bldg.
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation....Waco News-Tribune
& Times Herald

News Service AP
Transcription Service Cole
Representative.....Weed & Co.

Personnel

PresidentHarlan Fentress
Station Manager.....J. E. Lee Glasgow
Chief Engineer.....L. H. Appleman

Serving the West



KSL

50,000 WATTS
Salt Lake City, Utah



K R G V

WESLACO—EST. 1926
NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....KRGV, Inc.
Address 201 Border
Phone Number 375-6
Transmitter Location 201 Border
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP & UP
Transcription Service.....NBC Thesaurus.
Standard, Lang-Worth
RepresentativeTaylor-Howe-Snowden

Personnel

Executive General Manager....O. L. Taylor
Station Manager A. J. Taylor
Sales-Commercial Manager.....Phil Dixon
Sales Promotion-Merchandising
Manager Victor Morava
Program Director-Production
Manager Dick Watkins
Publicity Director.....Thelma Pearce
Chief Announcer Bernie Barth
Musical Director Dick Watkins
Chief Engineer O. L. Hartwig
Record m. c.....Bernie Barth

K W F T

WICHITA FALLS—EST. 1938
COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc....Power: 5000 d.; 1000 n.
Owned By.....Wichita Broadcasting Co.
Operated ByJoe B. Carrigan & Assoc.
Business Address Kemp Hotel
Phone Numbers4182-3
Studio Address Kemp Hotel
Transmitter Location3 1-2 miles northwest
of Wichita Falls

Time on the Air.....6 a.m. to 11:05 p.m.
News Service UP
Transcription Service.....Standard Radio;
M. M. Cole
Representative.....Paul H. Raymer Co.

Personnel

President.....Joseph B. Carrigan
General-Station-Sales, Commercial
Manager Charles E. Clough
Merchandising Manager-Publicity
Director Leslie Pierce
Program Director Bea Montgomery
Chief Announcer Bill Lowery
Musical Director Lillie Mae Comiskey
Chief Engineer John Adams

UTAH

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K S U B

CEDAR CITY—EST. 1937
CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Utah
Broadcasting Co.
Address.....El Escalante Hotel
Phone Numbers.....398, 294
Transmitter Location.....Cedar City
Time on the Air.....7 a.m. to 10 p.m.
Transcription ServiceWorld

Personnel

PresidentIvan Sharp
General Manager.....Lennox Murdock
Resident Manager.....Roscoe A. Grover
Record M. C.....Bob Mores
Chief Engineer.....Hurschell Urie

K V N U

LOGAN—EST. 1938
MBS

INTERMOUNTAIN NETWORK

Frequency: 1290 Kc.....Power: 250 Watts

Owned-Operated By.....Cache Valley
Broadcasting Company
Business Address.....1393 N. Main St.
Phone Number 1400
Studio Address.....1393 North Main Street
Transmitter Location.....1393 North Main St.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service UP
Transcription Service.....Keystone, World
Representative...Jos. Hershey McGillvra, Inc.

Personnel

PresidentHerschel Bullen
General-Station Manager-Secretary-
TreasurerReed Bullen
Sales-Commercial Manager.....Reed Bullen
Sales-Promotion-Merchandising
ManagerReed Bullen
Program Director.....Don Reber
Production Manager.....Paul Coburn
Chief Announcer.....Lloyd Mecham
Musical Director.....Claude Robbins
Chief Engineer.....Carroll Secrist

KOAL

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByEastern Utah
 Broadcasting Co.
 Business Address Price
 Phone Number Price 200
 Transmitter LocationPrice
 Time on the Air.....7 a.m. to 10:30 p.m.
 News ServiceUP
 Representative.....Adam J. Young, Jr.

Personnel

General Manager.....Jack Richards

KOVO

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
 INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KOVO Broadcasting
 Co.
 Address108 West Center Street
 Phone Number1680
 Transmitter Location .17 West and Second So.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....Adam J. Young, Jr.

Personnel

President and Manager.....Clifton A. Tolboe
 Sales Manager.....S. G. Carter
 Sales Promotion Manager.....Henry Hilton
 Program Director.....Dean J. Ludlow
 Publicity Director.....June Mower
 Chief Announcer.....Joseph C. Lee
 Chief Engineer.....Parley P. Rasmussen

KLO

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
 INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Interstate Broad-
 casting Corporation
 Business Address.....Hotel Ben Lomond
 Phone Number5721
 Studio Address.....Hotel Ben Lomond
 Transmitter LocationKanesville, Utah
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....Adam J. Young, Jr.

Personnel

PresidentA. L. Glasmann
 General ManagerA. L. Glasmann
 Station Manager.....George B. Morgan
 Sales-Commercial Manager...Frank W. Kaull
 Sales Promotion-Merchandising
 Manager.....Frank W. Kaull
 Program Director-Production
 ManagerCollin Lowder
 Publicity Director.....William E. Smiley
 Chief Announcer.....Bill Tankersley
 Musical Director.....Max Penton
 Chief Engineer.....Wayne T. Boothe

KALL

SALT LAKE CITY—EST. 1945

MUTUAL—INTERMOUNTAIN—KEY STATION

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By...Salt Lake City Broad-
 casting Co. (Partnership)
 Address.....248 S. Main St.
 Phone Number4-1843
 Transmitter Location.....386 W. Gregson St.
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription Service.....Associated, Cole,
 MacGregor, BMI
 Representative.....Adam J. Young

Personnel

General Manager.....George C. Hatch
 Station Manager.....Alvin G. Pack
 Commercial Manager...Thomas H. Anderson
 Sales Promotion.....Robert Warner
 Program Director.....Kenyon R. Bennett
 Production Manager.....Al Collins
 Publicity Director.....Jack Goodman
 Engineering Director.....W. D'Orr Cozzens
 Chief Engineer.....Stanley Benson

KNAK

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts
 Owner: Granite District Radio Broadcasting
 Co.
 Operated By.....Howard D. Johnson
 Business Address...219 Continental Bank
 Bldg.
 Phone Numbers.....5-8113 and 5-7988
 Transmitter Location.....1016 So. 6th West
 Time on the Air.....7 a.m. to 12:05 a.m.
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative..Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station
 Manager.....Howard D. Johnson
 Sales-Commercial Manager.....Hale Byron

Sales Promotion-Merchandising

Manager.....Howard M. Buchman
 Program Director.....R. K. Christensen
 Production Manager.....Larry Sulton
 Publicity Director.....Howard M. Buchman
 Chief Announcer.....Lee Walker
 Musical Director.....Donald Penman
 Record M. C.....Arlond Taylor
 Chief Engineer.....James B. Littlejohn

K D Y L

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned ByIntermountain
 Broadcasting Corporation

Operated By.....S. S. Fox
 AddressTribune-Telegram Bldg.
 Phone Number5-2991
 Transmitter Location...11th West & 33rd South
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceINS; UP
 Transcription Service...World Broadcasting
 System; NBC Thesaurus
 RepresentativeJohn Blair & Company

Personnel

President & General Manager.....S. S. Fox
 Commercial Manager.....George A. Provol
 Publicity Director.....Frank Baker
 Program Director.....Emerson S. Smith
 Production Manager.....Kay W. Richins
 Technical Director.....J. M. Baldwin

K S L

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service
 Corporation of Utah

Address.....10 So. Main T
 Phone Number(Dial) 5-4641
 Transmitter LocationSaltair, Utah
 Time on the Air.....6 a.m. to 1 a.m.
 Transcription Service...Standard Radio;
 Lang-Worth; Associated
 Newspaper Affiliation.....Salt Lake Tribune
 News Service.....AP, UP
 RepresentativeEdward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
 Vice-Pres. & General Manager....Ivor Sharp
 Director of Commercial
 Operations.....Arch I. Madsen
 Sales Manager.....Frank B. McLatchy
 Program Director.....Lynn A. McKinlay
 Senior Announcer.....James Peterson
 Musical Director.....Foster Cope
 Chief Engineer.....C. Richard Evans

See Page 602

K U T A

SALT LAKE CITY—EST. 1938

ABC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By....Utah Broadcasting
 & Television Co.

Address29 South State Street
 Phone Number3-2737
 Transmitter LocationNorth Salt Lake
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....Standard Radio.
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President-General Manager..Frank C. Carman
 Commercial ManagerJack Burnett
 Sales Promotion-Merchandising
 ManagerArty Clark
 Program Director.....Frank McIntyre
 Production Manager.....Ted Harden
 Publicity Director.....Bill Sears
 Chief Engineer.....C. Wendell Bell

THE
 STATION
 MOST
 UTAHNS
 LISTEN
 TO
 MOST

K D Y L
 SALT LAKE CITY
 UTAH'S NBC STATION

National
 Representatives
 John Blair & Co.

VERMONT

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By WCA X Broadcasting Corp.

Business Address 137 Main St.
Studio Address 137 Main St.
Phone Number Burlington 2000
Transmitter Location Colchester, Vermont
Time on the Air 6:20 a.m. to 11:30 p.m.
News Service UP
Transcription Service World
Representative Weed & Company

Personnel

President-General Manager C. P. Hasbrook
Assistant Manager John D. Swan
Sales-Commercial Manager Joseph Smith
Sales Promotion-Merchandising Manager J. D. Swan
Program Director Robert Burger
Production Manager-Chief Announcer Ray Simms
Publicity Director L. F. Killick
Record M. C. Norman Bailey
Chief Engineer James Tierney

W S Y B

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By P. Weiss Music Co.
Address 80 West Street
Phone Number 1247
Transmitter Location Creek Road
Time on the Air Unlimited license
News Service UP
Transcription Service Keystone Broadcasting System

Representatives Joseph Hershey
McGillvra, Inc.; R. C. Foster

Personnel

President Phillip Weiss
Business Manager J. H. Weiss
Chief Engineer Norval K. Ramson

W W S R

ST. ALBANS—EST. 1941

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By Vermont Radio Corp.
Address 32 N. Main St.
Phone Number 1390
Transmitter Location Swanton Road
Time on the Air 7 a.m. to Sunset
News Service UP
Transcription Service World
Representatives Howard H. Wilson Co.

Personnel

President Lloyd E. Squier
Station Manager Warran Marsden
Chief Engineer Theodore Bolsvert

W D E V

WATERBURY—EST. 1936

MUTUAL—YANKEE

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Lloyd E. Squier & William G. Ricker

Address 8 Stowe St.
Phone Number 13
Transmitter Location Blush Hill
Time on the Air Local sunrise to sunset
News Service UP
Transcription Service World Broadcasting
Representative Howard H. Wilson Co.

Personnel

General Manager Lloyd E. Squier
Commercial Manager Harrison Fowler
Production-Program Director Thomas Dodd
Chief Announcer James Lackard
Record M. C. Lawrence Eastman
Chief Engineer Harold Grout

VIRGINIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WPIK

ALEXANDRIA—EST. 1945

Frequency: 730 Kc.....Power: 250 Watts
Owned By.....Potomac Broadcasting Corp.
Operated By.....Howard B. Hayes,
Carl L. Lindberg
Address.....Hotel George Mason
Phone Number.....Temple 4732
Transmitter Location.....Telegraph Road
Time on the Air.....Sunrise to Sunset
Newspaper Affiliation.....Alexandria Gazette
News Service.....AP
Transcription Service.....World
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station
Manager.....Howard B. Hayes
Sales-Commercial Manager..Perry P. Walders
Sales Promotion-Merchandising
Manager.....Perry P. Hayes
Program Director-Production
Manager.....William W. Jefferay
Publicity Director.....Elizabeth Lingo
Chief Announcer.....Norman West
Musical Director.....William W. Jefferay
Chief Engineer.....Carl L. Lindberg

WCHV

CHARLOTTEVILLE—EST. 1932

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Address.....Fourth & East Market Sts.
Phone Number.....2500
Transmitter Location.....Richmond Road
Time on the Air.....6:45 a.m. to 12:05 a.m.;
Sunday, 7:55 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Cox & Tans

Personnel

General and Station
Manager.....Charles Barham, Jr.
Sales-Commercial Manager...Randolph Bean
Sales Promotion-Merchandising
Manager.....Randolph Bean
Program Director-Record M. C. James Hageman
Production Manager-Publicity
Director.....Randolph Bean
Chief Announcer.....Bob Shay
Musical Director.....Jean Daughtrey
Chief Engineer.....Walter Gray

WKEY

COVINGTON—EST. 1941

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....P.O. Box 629
Studio Address.....213 Main Street
Phone Number.....840
Transmitter Location.....Covington
Time on the Air.....7:00 a.m.-11:00 p.m.
News Service.....UP
Transcription Service.....World

Personnel

Owner & Manager.....Earl M. Key
Program Director-Production
Manager.....Al Duke
Record M. C.....Bill Ward
Chief Engineer.....James Garber

WBTM

DANVILLE—EST. 1930

ABC

TRI-CITY STATIONS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broad-
casting Corporation
Address.....Hotel Danville Building
Phone Number.....2350
Transmitter Location..River Road, Route No. 29
Time on the Air.....6:30 a.m. to midnight
News Service.....AP
Transcription Service.....Lang-Worth, Cole,
Standard
Representatives...Tri-City Stations Association

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Sales-Commercial
Manager.....Edward G. Gardner
Chief Engineer.....Harry W. Spencer

WFVA

FREDERICKSBURG—EST. 1939

ABC

Frequency 1290 Kc.....Power: 250 Watts
CP 1230
Owned-Operated By...Fredericksburg Broad-
casting Corporation
Address.....528 Wolfe St.
Phone Number.....1261
Transmitter Location...King's Highway, Rt. 3
Time on the Air.....7 a.m. to 11 p.m.

Personnel

President-General
 Manager.....Richard F. Lewis, Jr.
 Station & Commercial
 Manager.....Walter F. Harris, Jr.
 Program Director.....Nan Winkler
 Chief Engineer.....Walter Harris

W S V A

HARRISONBURG—EST. 1936
 NATIONAL BROADCASTING CO.

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Shenandoah Valley
 Broadcasting Corporation
 Address.....Newman Building
 Phone Number.....875 or 550
 Transmitter Location.....Five miles south of
 Harrisonburg on U. S. Route 11
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Weed & Co.

Personnel

President.....Frederick L. Allman
 Station Manager.....Robert B. Harrington
 Commercial-Sales Promotion
 Manager.....Robert B. Harrington
 Program Director.....Richard H. Johnson
 Chief Engineer.....Warren L. Braun

W L V A

LYNCHBURG—EST. 1930
 ABC
 TRI CITY STATIONS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Lynchburg Broad-
 casting Corp.
 Address.....Allied Arts Bldg.
 Phone Number.....3030
 Transmitter Location.....Forest St.
 Time on the Air.....7 a.m. to midnight
 News Service.....AP
 Transcription Service....Lang-Worth; Standard
 Radio
 Representative.....Tri-City Stations Assn.

Personnel

President.....Edw. A. Allen
 Secretary & Treasurer.....Philip P. Allen
 Commercial Manager.....J. P. Read, Jr.
 Chief Engineer.....John Orth

W M V A

MARTINSVILLE—EST. 1941
 NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power 250 Watts
 Owned-Operated By.....Martinsville Broad-
 casting Co., Inc.

Address.....Figsboro Road
 Phone Number.....2152
 Transmitter Location.....Figsboro Road
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service.....M. M. Cole

Personnel

President.....William C. Barnes
 General and Station
 Manager.....John W. Schultz
 Commercial Manager.....C. Robert Ray
 Promotion Manager.....Charles F. Adams
 Chief Engineer.....Dewey W. Muse

W G H

NEWPORT NEWS—EST. 1928
 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Hampton Roads
 Broadcasting Corporation
 Business Address.....Portlock Bldg.,
 Norfolk, Va.
 Phone Number.....27031
 Studio Addresses: Portlock Bldg., Norfolk;
 Warwick Hotel, Newport News, Va.; Daily
 Press Bldg., Newport News, Va.
 Transmitter Location...End Jefferson Avenue,
 Newport News, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7:15 a.m. to 1 a.m.
 Newspaper Affiliation: Newport News Daily
 Press; Newport News Times-Herald
 News Service.....AP
 Transcription Service....Standard Radio;
 Lang-Worth
 Representative.....Burn-Smith Company

Personnel

President.....Raymond B. Bottom
 V.P.-General Manager.....Edward E. Bishop
 Commercial Manager.....Edward E. Edgar
 Program-Production Manager...Jack A. Black
 Chief Engineer.....William P. Grether

W T A R

NORFOLK—EST. 1923
 NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
 Operated By.....WTAR Radio Corp.
 Owned By.....Norfolk Newspapers, Inc.
 Address...National Bank of Commerce Bldg.
 Phone Number.....25871
 Transmitter Location.....Glen Rock
 Time on the Air.....6 a.m. to 1 a.m. daily;
 8 a.m. to 1 a.m. Sunday
 Newspaper Affiliation.....Norfolk
 Newspapers, Inc.
 News Service.....AP; UP

Transcription Service.....Standard Radio
RepresentativeEdward Petry & Co.

Personnel

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Program Director...Henry Cowles Whitehead
Production Manager.....Clyde Moser
Publicity Director.....Charlton Whitehead
Chief Announcer.....Blair Eubanks
Musical Director.....Henry Cowles Whitehead
Chief Engineer.....Julius L. Grether

WNVA*
NORTON

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Blanco Radio Co., Inc.
AddressSouth Main St., Harlan, Ky.
* Construction Permit

WSSV

PETERSBURG—EST. 1945
MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Southside Virginia
Broadcasting Corp.
Address.....112 W. Tabb Street
Phone Number3881
Transmitter Location.....Lieutenant Run,
Petersburg
Time on the Air.....6:30 a.m. to midnight;
Sundays, 8 a.m. to midnight
News ServiceAP
Transcription Service.....Standard
RepresentativeBurn-Smith

Personnel

President-General Mgr.....Louis H. Peterson
Station-Sales-Commercial
ManagerCy Newman
Merchandising Mgr..Mrs. Nellie W. Andrews
Program Director.....Cy Newman
Production Manager.....Russ Johnson
Publicity Director.....Mrs. Betty Hall
Chief Announcer.....H. B. Kenny
Musical Director-Record M. C.....Jack Guller
Chief Engineer.....Edward Schwarz

WSAP

PORTSMOUTH—EST. 1943
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Portsmouth Radio Corp.
AddressProfessional Bldg.
Phone Number6383
Transmitter Location.....1318 Spratley St.
Time on the Air.....18 hours, Mon.-Sat.;
Sun., 16 hours
News ServiceUP

Transcription ServiceWorld
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President.....Tom E. Gillman
Station-General Manager.....T. W. Aydlett
Sales Mgr.....Jack Norfleet
Publicity-Promotion.....Walter A. Williams
Production-Program Director...Ernest Tannen
Chief Engineer.....Frederic Clair

WPUV*
PULASKI

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated BySouthwest
Broadcasting Co.
AddressWashington Ave.

Personnel

Chief ExecutiveHoward R. Imboden
* Construction Permit

WBBL*

RICHMOND—EST. 1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grace Covenant
Presbyterian Church
Address1627 Monument Ave
Phone Number.....57941
Transmitter Location...1627 Monument Ave.
Time on the Air: Special hours on Sundays
only
* (Non-Commercial Station)

WLEE

RICHMOND—EST. 1945
MUTUAL—ASSOCIATED

Frequency: 1450 Kc.....Power: 250 Watts
Owned-OperatedThomas Tinsley
Address.....Broad-Grace Arcade
Phone Number3-6741
Transmitter Location.....Colorado Ave. and
Sumter Street
Time on the Air.....6 a.m. to 1 a.m.
News ServiceAP
Transcription ServiceMacGregor
RepresentativeHeadley-Reed

Personnel

DirectorThomas Tinsley
General Manager.....Irving G. Abeloff
Program Director.....James Fair
Musical Director.....Eleanor Morris
Chief Engineer.....George McGuigan
Record M. C.'s.....James Fair, Bob Roth

WMBG

RICHMOND—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts

Owned-Operated By.....Havens & Martin, Inc.
 Address3301 West Broad Street
 Phone Number 5-8611
 Transmitter Location.....Staples Mill Road
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service Transradio
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative John Blair & Company

Personnel

President-General Mgr....Wilbur M. Havens
 Commercial Manager ...Ralph Wallerstein
 Sales Promotion-Merchandising
 ManagerRalph Wallerstein
 Program Director.....Gwendolyn Dalton
 Production Manager.....Kenneth G. Heine
 Publicity Director.....Carlyne Whitaker
 Chief Engineer.....Wilfred H. Wood

WRNL

RICHMOND—EST. 1927

ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned By.....Richmond Newspapers, Inc.
 Operated By.....Richmond Radio Corp.
 Address323 E. Grace St.
 Phone Number 33436
 Transmitter Location Wilkinson Road
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News ServiceAP
 Transcription ServiceStandard
 Representative.....Edward Petry & Co.

Personnel

President.....D. Tennant Bryan
 General and Station
 Manager.....E. S. Whitlock
 Assistant Manager.....G. Mallory Freeman
 Sales-Commercial Manager....E. S. Whitlock
 Program
 Director...Lt. Comdr. Richard A. Velz (USN)
 Publicity Director.....Polly Daffron Miller
 Musical Director-Record M. C. William Stell
 Chief Engineer.....Walter R. Seldon

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
 Owned-Operated By.....Larus & Brother Co.
 Business Address.....Hotel Richmond
 Phone Number 3-6633
 Studio Addresses: Hotel Richmond; 1506 Colley
 Ave., Norfolk, Va.
 Transmitter LocationEdgeworth, Henrico
 County, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sunday,
 8 a.m. to 1 a.m.
 News ServiceUP

Transcription Service....World Broadcasting
 System; Lang-Worth
 RepresentativePaul H. Raymer Co.

Personnel

General Manager.....C. T. Lucy
 Business Manager.....Barron Howard
 Program Production Mgr...Samuel S. Carey
 Chief Engineer.....D. C. Woods

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Times-World Corp.
 Business Address.....P. O. Box 150
 Phone Number 8131
 Transmitter Location...Colonial Ave., Colonial
 Heights
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 Newspaper AffiliationRoanoke Times;
 Roanoke World News
 News ServiceUP
 Transcription Service.....Lang-Worth; WBS
 RepresentativeFree & Peters, Inc.

W. R. Emmell

SAYS ...

PERFORMANCE COUNTS



Some people pick horses by name, some by superstition, but those "in the know" bet on performance. Performance is the most important factor in radio advertising, too.

WRNL has held the majority of daytime listeners for many years in the Richmond area. You can count on WRNL for top performance—and results.



Personnel

President.....J. P. Fishburn
 General Manager.....Ray P. Jordan
 Commercial Manager.....Frank D. Kesler

W S L S
 ROANOKE—EST. 1940

ABC

TRI-CITY STATIONS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.... Roanoke Broadcast-
 ing Corp.

AddressShenandoah Life Building
 Phone Number 9227
 Transmitter Location ..Shenandoah Life Bldg.
 Time on the Air.....6 a.m. to 12:06 a.m.
 News ServiceAP
 Transcription ServiceNBC Thesaurus;
 Langworth, BMI
 RepresentativeTri-City Stations

Personnel

PresidentPaul C. Buford
 General Manager.....Philip Allen
 Station Manager.....James H. Moore
 Commercial-Sales Promotion
 ManagerHorace Fitzpatrick
 Chief Engineer.....Philip Briggs

W T O N

STAUNTON—EST. 1945
 AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Charles P. Blackley
 AddressMorrison Bldg.
 Phone Number2373
 Transmitter Location.....Near Waynesboro
 Highway
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News ServiceAP
 Transcription ServiceWorld

Personnel

Owner-General Manager..Charles P. Blackley
 Commercial-Promotion
 Manager.....Charles E. Seebeck
 Program Director.....Fulton King
 Chief EngineerRex Houser

W L P M

SUFFOLK—EST. 1940
 AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated BySuffolk Broadcasting
 Address105 Bank Street
 Phone Number 1420

Transmitter LocationRoute No. 460
 Time on the Air.....7 a.m. to 11:30 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth
 RepresentativeSears & Ayer

Personnel

President-Station Manager.....Fred L. Hart
 Commercial & Program Manager..Allen Jones
 Chief Engineer.....Fred Wagner

W I N C

WINCHESTER—EST. 1941

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Richard Field Lewis, Jr.
 AddressWINC Bldg.
 Phone NumberWinchester 4855
 Transmitter LocationWINC Bldg.
 Time on the Air.....7 a.m. to 11 p.m.;
 Sunday, 7:30 a.m. to 11 p.m.

Personnel

Owner-General Manager..Richard Field Lewis
 Commercial Mgr. Program Dir...Grant Pollock
 Sales Promotion Mds'e. Mgr....Grant Pollock
 Production and Traffic...John Carl Morgan
 Chief Engineer.....Philip B. Whitney

BORN to SERVE

STAUNTON and AUGUSTA COUNTY, VIRGINIA

... A Station that will do a sales job for you ... and here's the reason!

- Population (WTON service area) ..100,000
- Bank deposits in excess of...\$22,000,000
- Monthly August County payroll exceeds\$1,500,000

Network Affiliation—AMER. B'CASTING CO.

WTON

CHARLES E. SEEBECK, Sales Mgr.

STAUNTON VIRGINIA

250 WATTS Full Time 1400 kc

WASHINGTON

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Business Address.....207½ E. Market St.
Phone Number.....Aberdeen 4098
Studio Address.....207½ E. Market St.
Transmitter Location.....1308 Coolidge Rd.
Time on the Air.....Unlimited time
News Service.....AP, UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President.....Harry R. Spence
General Manager.....Fred G. Goddard
Commercial Manager.....B. G. Ruby
Program Direc.-Prod. Mgr.....A. W. Lindsay
Publicity Director.....Stan Spiegle
Chief Announcer.....A. W. Lindsay
Musical Director.....G. L. Bailey
Chief Engineer.....Glen Barnett

KVOS

BELLINGHAM—EST. 1929

EVERGREEN NETWORK

Frequency: 790 Kc.....Power: 250 Watts
Owned-Operated By.....KVOS, Inc.
Address.....1321 Commercial St.
Phone Number.....4200
Transmitter Location.....Roeder & E St.
Time on the Air.....6 a.m. to 11 p.m.;
Sunday 9 a.m. to 11 p.m.
News Service.....UP
Transcription Service...Standard & MacGregor
Representative.....John Keiting

Personnel

President, Gen. Mgr.....Rogan Jones
Station Manager.....Frank Adams
Sales-Commercial Manager...Fred Elsethagen
Sales Promotion-Mer. Mgr....Fred Elsethagen
Program Direc.-Prod. Mgr.....Jerome Oppel
Publicity Director.....Frank Adams
Musical Director.....James Oppel
Chief Engineer.....Mel Featherkile

KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting
Corporation
Address.....P. O. Box 827, Chehalis;

P. O. Box 720, Centralia
Phone NumbersCentralia 721; Chehalis
721

Transmitter Location: (Midway between Cen-
tralia and Chehalis), Hiway 99
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP

Personnel

Owners...J. Elroy McCaw, Mrs. Cecil L. Gwinn
General-Station Manager.....Joe Chytil
Commercial Manager.....Robert S. Brister
Program Director.....Elsie Gaylord
Publicity Director.....Schuyler Hill
Chief Announcer.....Ellwood Lippencott
Chief Engineer.....Melvin York

KCOW*

ELLENSBURG

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated ByCentral Washington
Broadcasters, Inc.

AddressWashington National Bank Bldg.
* Construction Permit

(Call Letters to Be Assigned)

ELLENSBURG*

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated ByKittitas Valley
Broadcasting Station

AddressRoute 2

Personnel

Owners.....Gilbert H. Kaynor,
Howard H. Kaynor
* Construction Permit

KRKO

EVERETT—EST. 1920

MUTUAL—DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Everett Broadcasting
Co., Inc.

AddressEverett
Phone Numbers.....Main 526-867
Transmitter Location.....Everett
Time on the Air.....6 a.m. to Midnight
News Service.....UP
Transcription Service....World, SESAC, Cole

Personnel

President-Gen. Mgr.....Wm. R. Taft
Sales-Commercial Manager.....D. A. Baker
Sales Promotion-Mer. Mgr.....D. A. Baker
Pro.-Pub. Director-Pro. Mgr...Marlyn E. Smythe
Musical Director.....Merlin Matheny
Chief Engineer.....Earl Gerdon

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
 Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broad-
 casting Corp.
 Address 14th & Hudson
 Phone NumberLongview 1500
 Transmitter LocationOcean Beach
 Highway
 Time on the Air.....7 a.m. to 12 midnight
 Transcription Service World
 Newspaper Affiliation... Longview Daily News
 News ServiceUP
 Representative.....Howard Wilson Co.

Personnel

Pres.-Gen. & Station Mgr.C. A. Chatterton
 Sales-Commercial Mgr. Jack Richards
 Sales Promotion-Mer. Mgr.... F. H. Chatterton
 Program Director.....Harold Wagner
 Chief Engineer.....Rollie Mietzke

K G Y

OLYMPIA—EST. 1922

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Tom Olsen
 AddressRockway, Leland Bldg.
 Phone Number6636
 Transmitter Location...Rockway, Leland Bldg.
 Time on the Air.....6 a.m. to 11 p.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative John Keating

Personnel

Owner, General & Station Manager Tom Olsen
 Sales Manager.....Elmer J. Holmberg
 Commercial Manager.....J. Harris Dorr
 Program Director Eve Knutson
 Record m.c.Dyer Downing
 Chief Engineer Charles A. Roark

K P K W

PASCO—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Radio Corp.
 Business Address.....P. O. Box 233
 Phone Number890
 Transmitter Location.....Chase & A St.
 Time on the Air.....15 Hours Daily
 News ServiceUP
 Transcription Service Standard
 Representative John Keating

Personnel

President V. B. Kenworthy
 Station Manager Frank Krshna
 Chief Engineer Walter Mott
 Record m.c.Rodney Sams

K O N P

PORT ANGELES—EST. 1945

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.. Evening News Press, Inc.
 Address 313 W. First St.
 Phone Number 1700
 Transmitter Location..... 313 W. First St.
 Time on the Air...6:30 a.m. to 10:30 p.m.;
 Sun., 9 a.m. to 10 p.m.

Newspaper Affiliation:
 Port Angeles Evening News, Inc.
 News Service UP
 Transcription Service Standard
 Representative ... John Keating, Sears & Ayer

Personnel

Chief Executive.....C. N. Webster
 Station Manager.....Ben Harkins
 Chief Engineer Lloyd C. Sundstrom

K W S C *

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....State College of
 Washington
 Address Pullman
 Phone Number 9021
 Time on the Air.....Divides time
 News Service.....UP
 Transcription Service Thesaurus

Personnel

President Washington State College
 Dr. Wilson Compton
 General and Station Manager....Glenn Jones
 Program Director Eldon C. Barr
 Production Manager John L. Make
 *(Non-Commercial Station)

K E V R

SEATTLE—EST. 1925

EVERGREEN NETWORK

Frequency: 1090 Kc.....Power: 250 Watts
 Owned-Operated ByEvergreen Broad-
 casting Corporation
 Address2102 Smith Tower
 Phone Number.....Seneca 2056
 Time on the Air.....6 a.m. to Midnight
 News ServiceUP
 Transcription Service.....Standard Radio;
 Lang-Worth, SESAC
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....A. W. Talbot
 Gen.-Station-Sales-Com. Mgr....Bartley Sims
 Sales Promotion-Mer. Mgr....Kirby Torrance
 Program Direc.-Chief Announcer.Harry Jordan

Publicity Director Kirby Torrance
 Record m.c. Don Porter
 Chief Engineer John Kelley

KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 50000 Watts
 Owned-Operated By Queen City Broad-
 casting Co.

Address Cobb Building
 Phone Number SENeca 1500
 Transmitter Location Vashon-Maury
 Island, Wash.

Time on the Air 6 a.m. to 1 a.m.
 News Service AP-INS
 Transcription Service ... Association Music Pub-
 lishers, Standard Radio

Representative Free & Peters

Personnel

Chief Owner Saul Haas
 President Louis K. Lear
 Station Manager Loren B. Stone
 National Sales Manager W. F. Tucker
 Local Sales Manager J. F. Hiddleston
 Sales Promotion-Merchandising
 Manager Philip Reilley
 Program Director-Production
 Manager Kenneth Yeend
 Publicity Director W. F. Tucker
 Chief Announcer William Corcoran
 Musical Director Max Dolin
 Chief Engineer Homer Ray, Jr.

KJR

SEATTLE—EST. 1921

ABC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Bert K. Fisher

Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location ... 2600 26th Ave., S. W.
 Time on the Air .. 6 a.m. to 12 midnight; Sunday
 7 a.m. to midnight

News Service UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Owner, General & Station
 Manager Birt F. Fisher
 Sales-Commercial Manager .. Arthur Gerbel, Jr.
 Program Director Homer Pope
 Chief Engineer F. J. Brott

KOL

SEATTLE—EST. 1928

MUTUAL—DON LEE

Frequency: 1300 Kc. Power: 5000 Watts

Owned-Operated By: Seattle Broadcasting Co.
 Address Northern Life Tower
 Phone Number Main 2312
 Transmitter Location 1110 W. Florida St.
 Time on the Air Unlimited license
 News Service UP
 Transcription Service SESAC; Standard
 Radio World

Representative John Blair & Company

Personnel

President Archie Taft, Sr.
 Station Manager Oliver A. Runchey
 Commercial Manager Archie Taft, Jr.
 Program & Production Director ... Jerry Morris
 Chief Engineer Perry C. Lind

KOMO

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc. Power: 5000 Watts
 Owned-Operated By Fisher's Blend Sta-
 tion, Inc.

Address Skinner Bldg.
 Phone Number Main 1401
 Transmitter Location ... 2600 26th Ave., S.W.
 Time on the Air .. 6 a.m. to 12 midnight; Sunday
 through Saturday

News Service AP
 Transcription Service NBC Thesaurus,
 Lang-Worth
 Representative Edward Petry & Co.

Personnel

President O. W. Fisher
 Station Manager O. W. Fisher
 Commercial Manager Ray Baker
 Program Director-Production Manager
 W. W. Warren
 Chief Engineer F. J. Brott

KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Radio Sales Cor-
 poration

Address 2939 Fourth Avenue South
 Phone Number Elliot 2480
 Transmitter Location ... 2939 Fourth Ave. South
 Time on the Air 6 a.m. to 4 a.m.

News Service AP
 Transcription Service Associated Music
 Publishers; Lang-Worth; World; M. M. Cole

Personnel

President P. K. Leberman
 General & Station Manager ... Robt. E. Priebe
 Commercial Manager R. C. Fuller
 Program & Musical Director Ted Bell
 Chief Announcer Don McCune
 Chief Engineer George A. Freeman

K T W*

SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By: The First Presbyterian
 Church of Seattle
 Address: 7th & Spring Sts.
 Phone Numbers: Main 2056, Seneca 0578
 Transmitter Location: Seattle
 Time on the Air: Shares time

Personnel

President: Rev. Dr. F. Paul McConkey
 General Manager: James S. Ross
 Station Manager: Don Bevilacqua
 Program Director: Mrs. C. R. Foss
 Chief Announcer: Don Bevilacqua
 Musical Director: Mrs. C. R. Foss
 Chief Engineer: James S. Ross
 *(Non-Commercial Station)

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By: American Radio
 Telephone Co.
 Address: Bigelow Bldg.
 Phone Number: Seneca 1000
 Transmitter Location: Second Avenue and
 Union Street
 Time on the Air: 8 a.m. to local sunset
 News Service: UP
 Representative: Homer Griffith

Personnel

President: R. F. Meggee
 General & Station Manager: Florence Wallace
 Sales-Commercial Manager: Rodney McArdle
 Sales Promotion-Merchandising
 Manager: Andrew Krause
 Program Director: Helen Marie Brennan
 Production Manager: Margaret Dieringer
 Publicity Director: Helen Marie Brennan
 Chief Announcer-Chief
 Engineer: John Dubuque
 Musical Director: Frances Martin
 Record M. C.: Earl Reilly, Jr.

K F I O

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Spokane Broadcast-
 ing Corporation
 Business Address: 526 Riverside Ave.
 Phone Number: Riverside 8033
 Transmitter Location: 526 Riverside Ave.
 Time on the Air: 6:30 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: NBC Thesaurus
 Representative: Joseph Hershey McGillvra

Personnel

General-Sales-Commercial
 Manager: R. G. McBroom
 Sales Promotion-Merchandising
 Manager: R. G. McBroom
 Program Director: Alex La Com
 Chief Engineer: C. Lowell Brown

K F P Y

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 PACIFIC NORTHWEST BROADCASTERS

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By: Symons Broad-
 casting Company
 Address: Symons Building
 Phone Number: Main 1218
 Transmitter Location: Route No. 3
 Time on the Air: 6 a.m. to midnight;
 Sundays, 7 a.m. to midnight
 News Service: UP
 Transcription Service: Lang-Worth; Standard
 Radio; C. P. MacGregor; World
 Representative: The Walker Co.,
 Tracy Moore

Personnel

President-General & Station
 Manager: E. B. Craney
 Sales Promotion-Merchandising
 Manager: R. S. Westing
 Program Director: R. W. Brazeal
 Production Manager: B. E. Woolston
 Chief Engineer: G. E. Langford

K G A

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc. Power: 10000 Watts
 Owned-Operated By: Louis Wasmer
 Address: Radio Central Building
 Phone Number: Main 5383
 Transmitter Location: 4102 S. Regal
 Time on the Air: 6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 Transcription Service: World
 Representative: Edw. Peiry & Co., Inc.
 News Service: AP

Personnel

Owner: Louis Wasmer
 General & Station Manager: Harvey Wixson
 Sales-Commercial Manager: Harvey Wixson
 Sales Promotion-Merchandising
 Manager: Harvey Wixson
 Program Director: Lucile M. Eddy
 Publicity Director: Edward D. Raddatz
 Musical Director: Anthony A. Pinski, Jr.
 Chief Engineer: Al G. Sparling

K H Q

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Louis Wasmer, Inc.
 Address.....Radio Central Building
 Phone Number.....Main 5383
 Transmitter Location.....4102 South Regal
 Time on the Air.....6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Edward Petry & Co., Inc.

Personnel

Owner.....Louis Wasmer, Inc.
 General Manager.....Harvey Wixson
 Same as KGA

K M O

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Carl E. Haymond
 Business Address.....914½ Broadway
 Phone Number.....Main 4144
 Transmitter Location.....Fife, Wash.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Representatives.....Joseph H. McGilvra, Inc.

Personnel

President.....Carl E. Haymond
 General Manager.....James A. Murphy
 Station Manager.....Jerry Geehan
 Sales-Commercial
 Manager.....Seymour O. Spring
 Program-Publicity Director-
 Production Manager.....Verne E. Sawyer
 Chief Announcer.....Arnold Benum
 Musical Director.....Clementine Wacula
 Chief Engineer.....Joe D. Kolesar

K T B I

TACOMA—EST. 1941

Frequency: 1490 Kc.....Power: 2500 Watts
 Owned-Operated By.....Tacoma Broadcasters,
 Inc.
 Address.....212 Puget Sound Bank Bldg.
 Phone Number.....Broadway 2241
 Transmitter Location.....Tacoma
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....AP & UP
 Transcription Service.....Associated

Personnel

President.....H. J. Quilliam
 General and Station Manager..Burke Ormsby
 Sales-Commercial Manager.....King Mitchell
 Sales Promotion-Merchandising
 Manager.....King Mitchell
 Program Director-Production
 Manager.....Burke Ormsby
 Publicity Director.....King Mitchell
 Musical Director.....Bill Barry
 Chief Engineer.....Don McCroskey

K V I

TACOMA—EST. 1929

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Puget Sound Broad-
 casting Company, Inc.
 Business Address.....502 Rust Building
 Phone Number.....Broadway 4211
 Studio Addresses.....502 Rust Building
 Transmitter Location..Vashon Island, Wash.
 Time on the Air.....5:30 a.m. to midnight;
 Sundays, 7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service...Associated Music Pub-
 lishers, Lang-Worth; MacGregor

Personnel

President & Station
 Manager.....Vernice Irwin
 Commercial Manager.....Earl T. Irwin
 Program Director.....Larry Huseby
 Sales Promotion.....Earl T. Irwin
 Musical Director.....Harry Long
 Chief Engineer.....Willard T. Tiffany

K V A N

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 500 Watts
 Owned-Operated By.....Vancouver Radio
 Corporation
 Business Address.....707½ Main St.
 Phone Numbers.....150, Portland, BE-4927
 Studio Address.....707½ Main St.
 Transmitter Location..2915 Fruit Valley Road
 Time on the Air.....6 a.m. to sundown
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Radio, World, M. M. Cole

Personnel

President.....Sheldon F. Sackett
 General & Station Manager....Fred F. Chitty
 Sales-Commercial Mgr.....Frank E. Marrion
 Program Director.....Charlene Jackson
 Publicity Director.....George W. Conner
 Chief Engineer.....Edgar R. Means

K U J

WALLA WALLA—EST. 1928

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By.....KUJ, Inc.
 Business Address: Marcus Whitman Hotel,
 Second and Rose Streets
 Phone Number.....1230
 Studio Address.....Marcus Whitman Hotel
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road
 Time on the Air.....6:45 a.m. to 11 p.m.;
 Saturday to midnight
 News Service.....AP
 Transcription Service: World. Broadcasting
 System; Lang-Worth
 Representatives.....Nat'l—Homer Griffith
 Co.; John Keating (Washington and Oregon)

Personnel

President and General
 Manager.....H. E. Studebaker
 National-Sales-Promotion
 Manager.....Donald A. Wike
 Local Sales.....Norval Armes
 Production.....Howard Rhoades
 Chief Engineer.....Milton MacLafferty

K P Q

WENATCHEE—EST. 1930

ABC

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Westcoast Broad-
 casting Company
 Address.....Second & Columbia Sts.
 Phone Number.....45
 Transmitter Location.....Chelan County
 Time on the Air...6:30 a.m. to 11:15 p.m., daily;
 8:30 a.m. to 11 p.m. Sunday
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative
 Joseph Hershey McGillvra, Inc.

Personnel

President.....Rogan Jones
 General & Station Manager..James W. Wallace
 Sales-Commercial
 Manager.....Mrs. Meryle Thompson
 Sales Promotion-Merchandising
 Manager.....James W. Wallace
 Program Director...Mrs. Mildred Dahlhauser
 Production Manager.....Virginia Maus
 Musical Director.....Virginia Maus
 Chief Engineer.....Robert B. Sutton

K I T

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Carl E. Haymond
 Address.....414 E. Yakima Ave.
 Phone Number.....8115
 Transmitter Location.....South of Yakima
 Time on the Air: 6:00 a.m.-12 Midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service...Lang-Worth, Standard,
 Cole, SECAC
 Representative...Jos. Hershey McGillvra, Inc.

Personnel

Owner.....Carl E. Haymond
 General Manager.....James A. Murphy
 Station Manager.....John K. Clarke
 Sales-Commercial
 Manager.....Harrison A. Miller
 Sales Promotion-Merchandising
 Manager.....William B. Hansen
 Program Director.....C. A. Carlson
 Publicity Director.....William B. Hansen
 Chief Announcer.....Alfred R. Plachta
 Musical Director.....Gene Hess
 Chief Engineer.....H. B. Murphy

K T Y W

YAKIMA—EST. 1944

COLUMBIA PACIFIC NETWORK

Frequency: 1460 Kc.....Power: 500 Watts
 Owned-Operated By.....Cascade Broad-
 casting Company, Inc.
 Business Address.....Terrace Heights Rd.
 Phone Number.....6104
 Studio Address.....Terrace Heights Road
 Transmitter Location.....E. Terrace Heights
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service...Lang-Worth, SESAC
 Representatives.....Wilson Co.,
 W. S. Grant, John Keating

Personnel

President-Owner.....A. W. Talbot
 General Manager.....Bartley Sims
 Station-Commercial Manager.....Art Moore
 Sales Promotion Manager.....Doris Zietzke
 Production Manager.....C. W. Lemming
 Publicity Director.....Fulton Travis
 Chief Engineer.....Walter Howe
 Record M. C.....Del Olney

WEST VIRGINIA

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W J L S BECKLEY—EST. 1939

CBS

Frequency: 560 Kc. Power: 250 Watts
Owned-Operated By..... Joe L. Smith, Jr.
Address..... 101½ Main St.
Transmitter Location Teel Road
Phone Number 7311
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight.
News Service UP
Transcription Service..... Standard Radio;
Lang-Worth
Representative..... Burn-Smith Co., Inc.

Personnel

Owner, General Manager... Joe L. Smith, Jr.
Station Manager..... Virginia N. Cooper
Sales-Commercial Manager... Robert L. Burns
Production Manager Jerome P. McDevitt
Musical Director..... Fred J. Schultze
Chief Engineer..... A. J. Ginkel

W H I S

BLUEFIELD—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By..... Daily Telegraph
Printing Co.
Address..... 623 Commerce St.
Phone Number 7114
Transmitter Location Harry Heights
Time on the Air..... 5 a.m. to 12 midnight,
Monday through Saturday; 8 a.m. to midnight
Sunday
Newspaper Affiliation... Bluefield Daily Tele-
graph; Sunset News
News Service AP
Transcription Service: World Broadcasting Sys-
tem
Representative The Katz Agency

Personnel

President..... H. I. Shott
General Manager..... Hugh L. Schott, Jr.
Station-Sales-Commercial
Manager..... P. T. Flanagan
Sales Promotion-Merchandising
Manager..... C. H. Murphey
Program Director-Production
Manager Barnes Nash
Chief Engineer..... P. T. Flanagan
Record M. C..... Tracy Cole

W C H S

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By..... Charleston
Broadcasting Co.
Address 1016 Lee St.
Phone Numbers..... 28-131-2-3-4
Transmitter Location..... Kanawha Country
Club Road
Time on the Air..... 5:30 a.m. to 1 a.m.
News Service AP; UP
Transcription Service World
Representative The Branham Co.

Personnel

President..... John A. Kennedy
General-Station-Sales-Commercial
Manager..... Howard L. Chernoff
Sales Promotion-Merchandising
Manager John Sinclair
Program Director-Production
Manager Berton Sonis
Publicity Director..... John Sinclair
Musical Director..... Leah Perry Sloman
Chief Engineer..... Odes Robinson

W G K V

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By..... Kanawha Valley
Broadcasting Company
Address..... 208½ Dickinson St.
Phone Number 37-541
Transmitter Location ... Coal Branch Heights
Time on the Air..... 6 a.m. to 1 a.m.;
Sunday, 7:45 a.m. to 12:30 a.m.
News Service UP
Transcription Service..... NBC Thesaurus
Representative. Joseph Hershey McGillvra, Inc.

Personnel

President..... R. M. Venable
General-Station Manager..... John Phillips
Commercial Manager..... Bob Wasdon
Program Director..... C. P. Vogel, Jr.
Promotion-Publicity Director..... Don Dean
Chief Engineer..... Gus Zcharis

W B L K

CLARKSBURG—EST. 1937
 NATIONAL BROADCASTING CO.
 THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Charleston Broad-
 casting Co.

Address444½ West Pike Street
 Phone Number 3040
 Transmitter LocationGlen Elk, Clarksburg
 Time on the Air.....7 a.m.-1 a.m.
 News ServiceAP
 Transcription ServiceWBS
 RepresentativeThe Branham Company

Personnel

President.....Capt. John A. Kennedy
 Station Manager.....G. C. Blackwell
 General Manager.....Howard L. Chernoff
 Program Director.....Kathleen Wade
 Sales and Promotion Mgr.,
 Director.....G. C. Blackwell
 Chief Engineer.....Jos. A. Wright

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By...Monongahela Valley
 Broadcasting Co.

Address 208 Adams St.
 Phone Number 3100
 Transmitter Location Monongah
 Time on the Air..... 5 a.m. to 12:05 a.m.;
 Sunday, 7 a.m. to 12:05 a.m.

News ServiceAP
 Transcription Services.....Standard Radio,
 M. M. Cole
 RepresentativeJohn Blair & Co.

Personnel

President.....George B. Storer
 Managing Director-Commercial
 Manager.....Stanton P. Kettler
 Sales Promotion-Merchandising
 Manager.....John F. Watkins
 Publicity Director.....Jane C. Hileman
 Chief Engineer.....Robert D. Hough

W S A Z

HUNTINGTON—EST. 1927

ABC

WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSAZ, Inc.
 Address929½ Fourth Ave.
 Phone Number 4106
 Transmitter Location28th St., West
 Time on the Air.....6:30 a.m. to 1 a.m.

Newspaper Affiliation: Huntington Herald-
 Dispatch; Huntington Advertiser
 News Service AP
 Transcription Service.....Standard Radio;
 Lang-Worth; SESAC
 Representative.....The Branham Co.

Personnel

President.....John A. Kennedy
 Station Manager.....Marshall L. Rosene
 Sales-Commercial Mgr.... Marshall L. Rosene
 Sales Promotion-Merchandising
 ManagerMarcia Young
 Program-Mgr. Production.....Dick Lane
 Publicity Director.....Marcia Young
 Chief Engineer.....LeRoy Kilpatrick

W L O G

LOGAN—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.... Clarence H. Frey &
 Robert O. Greever—Partners
 Business Address.....P. O. Box 720
 Studio Address.....Kanada & Chestnut Sts.
 Phone Number... Office, 540; Studio, 761 & 762
 Transmitter LocationKanada and Chestnut
 Streets
 Time on the Air.....Unlimited
 Newspaper Affiliation.....Logan Banner
 News Service UP

Personnel*

* Does not list personnel.

W A J R

MORGANTOWN—EST. 1940

MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....West Virginia Radio
 Corporation
 Business Address.....440-446 Spruce Street
 Phone Numbers9448-9
 Transmitter Location.....South Park Hill
 Time on the Air.....7 a.m. to midnight
 Newspaper Affiliation.... Morgantown News-
 Dominion, Morgantown Post
 News ServiceAP
 Transcription Service ... World Broadcasting
 System

Personnel

PresidentH. C. Greer
 General Manager.....Norman Knight
 Commercial ManagerNorman Knight
 Sales Promotion-Merchandising
 ManagerFrancis Berry
 Program Director.....Numa Fabre, Jr.
 Production Manager.....Elizabeth Sharpe
 Publicity Director.....Francis Berry
 Chief Announcer.....Jack Fleming
 Musical Director.....Richard Duncan
 Chief Engineer.....Raymond C. Spence

W P A R
PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByOhio Valley Broad-
 casting Corporation
 Address.....7th and Market Sts.
 Phone Number.....2530
 Transmitter Location.....Route No. 2
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Branham Company

Personnel

President.....John A. Kennedy
 Station Manager.....George H. Clinton
 Sales-Commercial Manager..George H. Clinton
 Sales Promotion-Merchandising
 Manager.....A. N. Archer
 Program Director.....Carl Loose
 Production Manager.....Paula Carr
 Chief Announcer.....Sherman Grimm
 Musical Director.....Carl Loose
 Chief Engineer.....Cecil Knowles
 Record M. C.....Charles Burroughs

W B R W
WELCH—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McDowell Service
 Company
 Business Address.....10 Riverside Drive
 Phone Number.....818
 Studio Address.....10 Riverside Drive
 Transmitter Location.....Dor Building
 Time on the Air.....7 a.m. to 8:10 p.m.
 News Service.....AP
 Transcription Service.....World, Cole
 Representative.....Forjoe & Co.

Personnel

President.....Joe G. Hunt
 Station Manager.....Harold B. Shaw
 Commercial Manager.....Harold B. Shaw
 Program-Commercial Director...John Sinclair
 Chief Announcer.....John Villani
 Chief Engineer.....Howard King

W K W K
WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Broad-
 casting, Inc.
 Address.....16th & Market Sts.

Phone Number.....Wheeling 5320
 Transmitter Location.....16th & Market Sts.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Weed & Co.

Personnel

President.....Joe L. Smith, Jr.
 General-Station Manager...John B. Reynolds
 Sales Manager.....John T. Gelder, Jr.
 Musical Director.....Deen Brooks
 Chief Engineer.....Fred Baker

W W V A
WHEELING—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned-Operated By.....West Virginia
 Broadcasting Corp.
 Address.....Hawley Building
 Phone Number.....Wheeling 5383
 Transmitter Location.....St. Clairsville, Ohio
 Time on the Air:.....4:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.; Saturday, 4:30
 a.m. to 1:30 a.m.
 News Service.....AP
 Transcription Service.....NBS Thesaurus
 Representative.....John Blair & Co.

Personnel

President.....George B. Storer
 Sales Manager.....Wm. E. Rine
 Sales Promotion Manager-Publicity
 Director.....Jean Bauman
 Production Manager.....Paul J. Miller
 Musical Director.....Robert Nesbitt
 Chief Engineer.....Edward L. Keim

W B T H
WILLIAMSON—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Williamson Broad-
 casting Corp.
 Address.....Mountaineer Hotel Block
 Phone Number.....1241
 Transmitter Location..Mountaineer Hotel Block
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Mrs. L. C. Tierney
 Station-Commercial Manager....Alice Shein
 Production-Publicity.....Robert E. Spiros
 Chief Engineer.....Robert W. Bullto

WISCONSIN

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W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address600 S. Lawe St.
Phone Number1161
Transmitter LocationAppleton
Time on the Air.....7 a.m. to 11 p.m.;
Sunday, 8 a.m. to 11 p.m.

News ServiceAP
Transcription ServiceStandard Radio

Personnel

Chief Executive.....Rev. J. A. Wagner ✓
General and Station

Manager.....J. L. Gallagher ✓
Sales-Commercial Manager.....W. C. Porsow
Sales Promotion-Merchandising

Manager.....W. C. Porsow ✓
Program Director-Production

ManagerRodger Mueller
Publicity Director.....W. C. Porsow
Chief Announcer-Record

M. C.....Raymond MacIntosh
Chief Engineer.....George Merkl

W A T W

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Michigan-
Wisconsin Broadcasting Co., Inc.

Address.....321 2nd Ave., West
Phone Number1420
Transmitter Location.....Ellis Ave.
Time on the Air.....6 a.m. to 11 p.m.;
Sunday, 8 a.m. to 11 p.m.

News Service.....UP
Transcription ServiceWorld
Representative.....North Central Broadcasting
System, Spot Sales

Personnel

President.....William L. Johnson
General-Station Manager.....J. W. Huss
Commercial Manager.....T. G. Hogan
Musical-Program Director.....Mary Jean Anno
Chief Engineer.....Hine Dahlbacka

W E A U

EAU CLAIRE—EST. 1937

NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK

Frequency: 790 Kc.....Power, 5000 Watts,
Day; 1000 Watts, Night

Owned-Operated By.....Central Broadcasting
Company

Business Address203 South Barstow St.
Phone Number6149
Transmitter Location....Seymour Road (County
Road Q)

Time on the Air.....Unlimited
News ServiceUP
Transcription Service.....Langworth & World
Representative.....George P. Hollingbery Co.

Personnel

President-General Manager.....W. C. Bridges
Commercial ManagerClyde Riddle
Program-Production Manager.....Jack Kelly
National Sales Manager...H. E. Westmoreland
Chief Engineer.....Thos. Jorgenson

K F I Z

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Reporter Printing
Company

Address18-20-22 West First Street
Phone Number356
Transmitter Location.....18-20-22 W. First St.
Time on the Air: 8 a.m. to 10 p.m.; Sundays,
7:30 a.m.-11 p.m.

Newspaper Affiliation...The Commonwealth
Reporter ✓

Personnel

PresidentA. H. Lange ✓
Station Manager.....Lucille Fairbanks ✓
Program Director.....Joyce A. Bahr ✓
Chief Announcer.....Elliott Scoville
Chief Engineer.....Wendell S. Meyers

W T A Q

COLUMBIA BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.

Business AddressBellin Bldg.
Phone Numbers.....Adams 1 & 2
Studio AddressBellin Building
Transmitter LocationWest De Pere, Wisc.

Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceAP
Transcription Service.....Thesaurus, SESAC
RepresentativeWeed & Co.

Personnel

President.....Rev. James A. Wagner
 General Manager.....Haydn R. Evans
 Sales-Commercial Manager.....Al Michel
 Sales Promotion-Merchandising
 Manager.....Val Schneider
 Program Director.....Clair Stone
 Production Manager.....Norman Teska
 Publicity Director.....Leone Stinson
 Chief Announcer-Record M. C.....Allen Franklin
 Musical Director.....Clarence Edges
 Chief Engineer.....Wallace Stangel

W C L O

JANESVILLE—EST. 1930
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Gazette Printing Co.
 Address.....200 E. Milwaukee Ave.
 Phone Number.....2500
 Transmitter Location.....1436 Oakhill Ave.
 Time on the Air.....6:15 a.m. to midnight
 Newspaper Affiliation.....Janesville Daily
 Gazette
 News Service.....AP
 Transcription Service.....World
 Representative.....Wm. G. Rambeau Co.

Personnel

Managing Director.....Sidney H. Bliss
 Station Manager.....Bob Page
 Sales Manager.....Sidney H. Bliss
 Musical-Program Director.....Dorothy Alan
 Publicity-Sales Promotion.....Robert J. Bodden
 Chief Engineer.....Pat Alan
 Record M. C.....Ray Crandle
 Chief Engineer.....Wayne Clay

W K B H

LA CROSSE—EST. 1926
 NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKBH, Inc.
 Business Address.....Radio Building
 Phone Number.....4-5-0
 Transmitter Location.....R. F. D. LaCrosse
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,
 8 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service.....Langworth
 Representative..Howard H. Wilson Company

Personnel

President-General & Station
 Manager.....Howard Dahl
 Sales-Commercial Manager.....Howard Dahl
 Program Director.....Bernice Callaway
 Production Manager.....Raymond Plamadore
 Musical Director.....Russell Huber
 Chief Engineer.....Alvin Leeman

W H A *

MADISON—EST. 1917 (as 9XM)
 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts
 Owned By.....State of Wisconsin
 Operated By.....University of Wisconsin
 Address.....Radio Hall
 Phone Number...Badger 580, Extension 476
 Transmitter Location.....Fish Hatchery Road
 Time on the Air.....7:30 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 & World

Personnel

Director-General Manager.....H. B. McCarty
 Station Manager.....William G. Harley
 Promotion Manager.....H. A. Engel
 Program Director.....Walter Krulvitch
 Production Manager.....Gerald A. Bartell
 Chief Announcer.....Roy Vogelman
 Musical Director.....Don Voegeli
 Chief Engineer.....John H. Stiehl
 *(Non-Commercial Station)

W I B A

MADISON—EST. 1924
 NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Broadcast-
 ing Company
 Business Address.....110 East Main Street
 Phone Number.....Fairchild 8800
 Transmitter Location..Fitchburg, Dane County
 Time on the Air.....6 a.m. to midnight
 Newspaper Affiliation.....The Capital Times;
 Wisconsin State Journal
 News Service.....AP & UP
 Transcription Service.....Associated Music
 & Standard
 Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
 Station Manager.....Kenneth F. Schmitt
 Business Manager.....Howard A. Johnson
 Merchandising Director.....C. W. Wallis
 Publicity Director.....Marvel Ings
 Musical Director.....Leon Persson
 Chief Engineer.....Norman Hahn

W O M T

MANITOWOC—EST. 1926
 MUTUAL—WISCONSIN

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Francis M. Kadow
 Address.....Radio Building
 Phone Numbers.....5015-6015-7015-8015
 Transmitter Location.....Radio Bldg.
 Time on the Air.....6:55 a.m. to midnight;
 Sundays, 8 a.m. to midnight

News Service UP
 Transcription Service.....NBC, Keystone

Personnel

General Manager.....F. M. Kadow
 Station-Sales-Commercial
 Manager.....Albert B. Gale
 Program Director-Production
 Manager.....George H. Erdman
 Chief Announcer.....George H. Erdman
 Record M. C.....Frank Pollock
 Chief Engineer.....W. F. Duben

W M A M

MARINETTE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 250 Watts
 day, 100 night
 Owned-Operated By.....M. & M. Broadcast-
 ing, Inc.
 AddressRadio Park
 Phone Number 570
 Transmitter Location.....Radio Park
 Time on the Air.....Unlimited
 News Service UP
 Transcription Service Associated Music
 RepresentativeHoward Wilson

Personnel

PresidentW. E. Walker
 General-Station Manager...Joseph D. Mackin
 Sales Manager.....Howard Emich
 Program Director.....Pat Kehoe
 Production Manager-Chief
 AnnouncerLes Sturmer
 Sales Promotion.....Dan Colby
 Chief Engineer.....Leo Stewart
 Record M. C.....Jim Conant

(Call Letters to Be Assigned)

MARSHFIELD*

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByDairyland's
 Broadcasting Service, Inc.
 Address207 S. Central Ave.
 * Construction Permit

W I G M

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....George F. Meyer
 Business AddressMedford, Wisconsin
 Phone Number.....5147
 Studio AddressHighway 13
 Transmitter LocationHighway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service UP
 RepresentativeCox & Tanz

Personnel

OwnerGeorge F. Meyer
 Station Manager.....Mrs. Irma Meyer
 Commercial ManagerHurbert Junecu
 Chief Engineer.....Raymond Bohmert

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Journal Com-
 pany (The Milwaukee Journal)
 Business Address.....333 West State Street
 Phone NumberMarquette 6000
 Studio Address.....720 East Capitol Drive
 Transmitter Location.....Brookfield, Wis.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper AffiliationThe Milwaukee
 Journal
 News Service AP
 Transcription ServiceAssociated Music
 Publishers
 RepresentativeEdward Petry & Co., Inc.

Personnel

Vice President-General Manager..W. J. Damm
 Station Manager-In Charge
 of Sales.....Russell G. Winnie
 Asst. Manager.....L. W. Herzog
 Program Director &
 Publicity Director.....Bruce Wallace
 Chief Announcer.....Robert J. Heiss
 Musical Director.....Maurice Kipen
 Studio Engineer.....D. W. Gellerup
 Transmitter Engineer.....William Hebal
 Production Manager.....Warren Mead
 Record M. C.'s.....Gorgon Thomas,
 Arthur Whitfield

W E M P

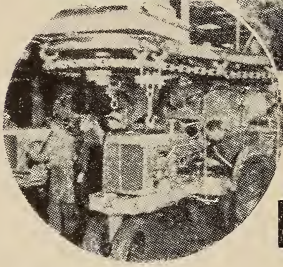
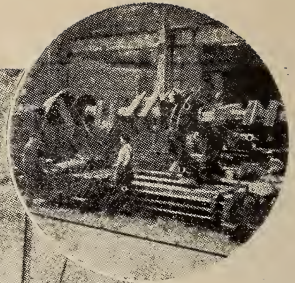
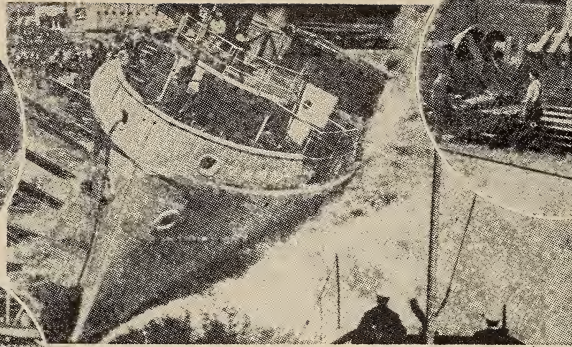
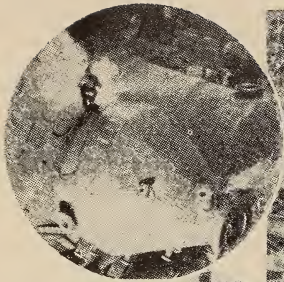
MILWAUKEE—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Milwaukee Broad-
 casting Co.
 Address710 N. Plankington Ave.
 Phone Numbers.....Marquette 7722-25
 Transmitter Location....710 No. Plankington
 Time on the Air.....7 a.m.-Midnight, Sunday;
 6 a.m. to midnight, daily
 News Service UP
 Representative.....Howard H. Wilson Co.

Personnel

General-Station Manager.....C. J. Lanphier
 Program Director.....Carl Zimmermann
 Commercial Manager.....C. J. Lanphier
 Production Manager....Charles A. La Force
 Musical Director.....Elmer Ihrke
 Chief Announcer.....Bert Mulroy
 Publicity Director.....N. K. Searles



MANY THINGS

Make Milwaukee Famous!

"Because of the wide diversification of products manufactured in Milwaukee, its industrial balance is maintained through abnormal times and seasonal fluctuations."*

The top eight of these industries* producing nearly a billion dollars worth of goods annually are as follows:

Metal products (not machinery).....	\$106,437,947
Motor vehicles, bodies, parts, accessories	93,125,243
Machinery	86,231,492
Tractors	68,493,028
Food products (general)	67,135,473
Meat packing	54,918,235
Leather and leather products	42,868,324
Malt liquors (beer).....	39,754,531

If you have a product or service to sell, you'll want to know how you can best reach this prosperous market. For full information, call or write the Katz Agency, Inc., or WISN, Milwaukee.

**Source: Milwaukee Association of Commerce.*

WISN

Gaston W. Grignon, General Manager
5000 WATTS DAY AND NIGHT
A CBS STATION

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

New York Chicago Detroit Kansas City Atlanta
Dallas San Francisco Los Angeles

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hearst Radio, Inc.
 Business Address123 W. Michigan St.
 Phone Number.....Daly 6474
 Transmitter Location.....4601 South 60th St.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7:15 a.m. to 12:05 a.m.
 Newspaper Affiliation.The Milwaukee Sentinel
 News ServiceUP, INS
 Transcription ServiceWorld Broad-
 casting System, Standard Radio
 Representative.....The Katz Agency

Personnel

General Manager.....G. W. Grignon
 Sales Promotion Manager and
 Publicity.....H. Ellis Saxton
 Program Director.....Woods Dreyfus
 Musical Director.....E. Krebs
 Chief Engineer.....N. J. Richards

W O S H

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated by.....Oshkosh Broad-
 casting Corp.
 Address151½ Main Street
 Phone Number4580
 Transmitter Location.....Bowen St. Rd.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....World
 Representative.....Sears & Ayer

Personnel

President.....Myles H. Johns
 General Manager.....Allan Curnutt
 Sales Manager.....Wilmer J. LaFond
 Sales Promotion-Merchandising
 Manager.....Robert C. Nelson
 Program Director-Production
 Manager.....Marjorie Hillard
 Publicity Director.....Robert C. Nelson
 Record M. C.....Clifford Conohan
 Chief Engineer.....Nathan Williams

W I B U

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

MISSISSIPPI-WISCONSIN NETWORKS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Wm. C. Forrest
 Business AddressR. F. D. No. 2
 Phone Number97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo

Transmitter LocationR. F. D. No. 2
 Time on the Air7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....Standard Radio, SESAC
 RepresentativeBurn-Smith

Personnel

Station ManagerWm. C. Forrest
 Commercial-Madison Studio
 ManagerRalph O'Conner
 Portage Studio ManagerM. A. Hays
 Chief EngineerLeonard Doese

W R J N

RACINE—EST. 1926

ABC

WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByRacine Broadcasting
 Corporation
 AddressAmerican Bank Bldg.
 Phone NumberJackson 290
 Transmitter Location.....Mount Pleasant, Wisc.
 Time on the Air.....16 hours daily
 News ServiceAP
 RepresentativeSears & Ayer

Personnel

President.....F. R. Starbuck
 General Manager.....Harry R. Le Poidevin
 Station Manager.....Harold J. Newcomb
 Chief Engineer.....Lee Dechant

W J M C

RICE LAKE—EST. 1939

**MUTUAL BROADCASTING SYSTEM
 ARROWHEAD**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....WJMC, Inc.
 Operated By.....W. C. Bridges
 Address1615 S. Main St.
 Phone Number550
 Transmitter Location ..1615 South Main St.
 Time on the Air.....6 a.m. to 10:30 p.m.
 Representative...George P. Hollingberry Co.
 Transcription Service.....World, SESAC

Personnel

President.....W. C. Bridges
 General Manager.....W. C. Bridges
 Resident Station
 Manager.....Leonard G. Anderson
 National Sales
 Manager.....H. E. Westmoreland
 Sales Promotion-Merchandising
 Manager.....L. G. Anderson
 Program Director-Production
 Manager.....Leonard G. Anderson
 Publicity Director.....Leonard G. Anderson
 Chief Announcer.....Harold Fengler
 Musical Director.....Mike Shapiro
 Chief Engineer.....Robert P. Kolsky
 Record M. C.....Dean Lybeck

W H B L
SHEBOYGAN—EST. 1928

ABC
WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address626-636 Center Ave.
Phone Number1900
Studio Address.....Press Building
Transmitter LocationHighway No. 141
Time on the Air.....7:00 a.m. to 11 p.m.
Newspaper AffiliationSheboygan Press
News Service UP
Transcription ServiceStandard Radio
Representative.....Radio Advertising Co.

Personnel

Executive Director.....A. Matt Werner
General Manager.....G. P. Richards
Sales-Commercial Manager....G. P. Richards
Sales Promotion-Merchandising..Doris Donnie
Chief Engineer.....Herbert J. Mayer

W L B L*

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Department of Agriculture
Operated by ..Wisconsin Department of Agriculture

Business Address..... Stevens Point
Phone Number525
Studio Address State Teachers College
Transmitter Location .. Auburndale, Wisconsin
Time on the Air.....8 a.m. to 4:15 p.m.
News ServiceUP

Personnel

DirectorMilton Button
Chief Engineer.....Walt Ninneman
*(Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM
AMERICAN BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WDSM, Inc.
Business AddressBoard of Trade Bldg.
Phone Numbers.....4451-4452
Studio Addresses:

Androy Hotel, Superior; Spalding Hotel,
Duluth, Minn.
Transmitter Location.... Connor's Point, Superior,
Wisc.
Time on the Air.....6:30 a.m. to midnight
Representative .. Wm. G. Rambeau Company

Personnel

President-General Manager..James J. Conroy
Station Manager.....A. C. Robinson
Sales Manager.....Carl Bloomquist
Promotion-Publicity.....John A. Marta
Chief Engineer.....J. Melvin Laskey

W S A U

WAUSAU—EST. 1937

COLUMBIA
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcasting Co., Inc.

Address125 Third Street
Phone Number6521
Transmitter Location125 Third Street
Time on the Air.....6:30 a.m. to 11 p.m.
News Service UP
Transcription ServiceWorld
Representative.....Howard H. Wilson

Personnel

President.....W. E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Promotion-Merchandising...LaVerne Peterson
Chief EngineerRoland Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Business Address141 West Grand Ave.
Phone Number1340
Studio Address141 West Grand Ave.;

Fox Theater Bldg., Stevens Point, McCain-Johnson Building, Marshfield
Transmitter Location1500 Bonow Ave.
Time on the Air7 a.m. to 10:30 p.m.
Newspaper AffiliationWisconsin Rapids Daily Tribune
News Service AP
Transcription Service.....NBC Thesaurus
Representatives.....Wisconsin Network

Personnel

Owner.....William F. Huffman
General Manager.....George T. Frechette
Commercial Manager.....Bruce G. Beichl
Sales Promotion-Merchandising
Manager.....Bruce G. Beichl
Program-Publicity
Director.....George T. Frechette
Acting Chief Engineer.....Bert Zielesch
Record M. C.....Don Marshall

WYOMING

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.... Donald L. Hathaway
Address1st and Lennox Streets
Phone Number 407
Transmitter Location1st and Lennox Sts.
Time on the AirUnlimited license
News ServiceUP
Transcription Service...Langworth; MacGregor
Representative.....Sear & Ayer, Inc.

Personnel

Owner-Manager.....Donald L. Hathaway
Program Director.....Marcus R. Nichols
Sales-Commercial Managers
D. L. Hathaway, H. W. Brewer

K F B C

CHEYENNE—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc.Power: 250 Watts
Owned-Operated By....Frontier Broadcasting Co.

AddressPlains Hotel
Phone Number 4461
Transmitter Location3rd and Evans
Time on the Air.....6:15 a.m. to Midnight
Newspaper AffiliationWyoming Eagle;
Wyoming State Tribune

News Service UP
RepresentativeW. G. Rambeau Co.

Personnel

President.....Tracy S. McCracken
General ManagerWm. C. Grove
Program Director.....Dale Sunderland
Production-Mgr. Chief Engineer....Bob Shack

K P O W

POWELL—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Albert J. Meyer
Address.....557 N. Clark St.
Phone Number 222-100
Transmitter Location7th & Hamilton Sts.
Time on the Air.....6:30 a.m. to 10 p.m.
News ServiceUP
Transcription Service...M. M. Cole, MacGregor
Representatives Sears & Ayer

Personnel

OwnerA. J. Meyer
General Station Manager.....Del Brandt
Commercial Manager.....Bob McManus
Chief Engineer.....Harld Delton Brandt
Record M. C.....Gilbert Dugger

K V R S

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING

KBS—INTERMOUNTAIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wyoming Broadcast-
ing Company

Address1307 Wyoming Street
Phone Number 93
Time on the Air.....7 a.m.-10:30 p.m.
News Service.....AP
Transcription Service

NBC Thesaurus; McGregor; BMI

Personnel

PresidentMrs. H. L. McCracken
Gen.-Station-Sales-Com. Mgr...H. L. McCracken
Sales Promotion-Mer. Mgr.....Michael Reid
Chief Engineer.....Archie W. Buckanan

K W Y O

SHERIDAN—EST. 1934

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Big Horn Broad-
casting Company, Inc.

Business Address19 North Main St.
Phone Number 601
Studio AddressGillette Building, 19
North Main St.

Transmitter Location ..Northwest of Sheridan
Time on the Air7 a.m. to 8 p.m.
News ServiceUP

Transcription Service.....Standard Radio
RepresentativeSears & Ayer, Inc.;
Homer Owen Griffith

Personnel

President.....R. E. Carroll
General ManagerJim Carroll
Commercial-Promotion Mgr.....Jim Carroll
Chief Engineer.....Bob Crossthwaite

K W O R *

WORLAND

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
AddressBox 92
Phone Number 308

Personnel

Owner-General ManagerJoseph P. Ernst
Chief EngineerJoseph P. Ernst
* Construction Permit

It's so Good and True—Again We Advise

Get into America's, newest, undeveloped market through

KFQD

ANCHORAGE, ALASKA

790 KC

1000 W

*First in
Alaska!*

Here's the opportunity you've dreamed about—a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding adver-



tising medium. It's a "must" on the list of every forward-looking advertiser

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
 Owned By.....William J. Wagner
 Operated By.....Alaska Broadcasting Co.
 Business Address.....Box 1040, Anchorage
 Phone Number.....Main 143
 Studio Address.....412 Fourth Avenue
 Transmitter Location.....Anchorage
 Time on the Air.....6:30 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth; Key-
 stone Broadcasting System; Army Special
 Service
 Representative.....Pan American Broadcast-
 ing Co.

Personnel

Owner-Station Manager...William J. Wagner
 General Manager. Program
 Director.....Ken Laughlin
 Chief Engineer.....David O. Fields

K F A R

FAIRBANKS—EST. 1939

Frequency: 660 Kc.....Power: 10000 Watts
 Owned-Operated By.....Midnight Sun Broad-
 casting Co.
 Address.....508 Second Avenue—Lathrop
 Building
 Phone Number.....East 380
 Lathrop Bldg.
 Transmitter Location.....Farmer's Loop Rd.
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation.....Fairbanks Daily
 News Miner
 News Service.....AP, UP
 Transcription Service.....Standard;
 World Broadcasting System
 National Sales Office.....Free & Peters, Inc.
 National Representative....Free & Peters, Inc.

Personnel

President.....A. E. Lathrop
 Station-Commercial Manager....W. K. Foster
 Sales Promotion & Program Director,
 Alvin O. Bramstedt
 Publicity Director.....Royal O'Reilly
 Chief Announcer.....W. K. Foster
 Musical Director.....Eleanor Hansen
 Chief Engineer.....A. G. Hiebert

See Page 630

K I N Y

JUNEAU—EST. 1935

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....Edwin A. Kraft
 Business Address.....Box 2597, Juneau;
 American Building, Seattle, Wash.
 Phone Number.....197 (Juneau); Elliott
 5488 (Seattle)
 Studio Address.....Decker Bldg.
 Transmitter Location.....Alaska Juneau
 Mine Dump
 Time on the Air: 7:30 a.m. to 11 p.m.; **Sundays**,
 10 a.m. to 8:30 p.m.
 News Service.....AP
 Transcription Service.....C. P. MacGregor;
 Standard
 Representative.....Spot Sales, Northwest

Personnel

Owner.....Edwin A. Kraft
 Station Manager.....Henry M. Hogue
 Chief Engineer.....Gordon Burnett

K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Edwin A. Kraft
 Address.....Ketchikan, Alaska;
 708 American Bldg., Seattle, Wash.
 Transmitter Location.....Ketchikan, Alaska
 Time on the Air: 7:30 a.m. to 11 p.m.; **Sun-
 days**, 10:30 a.m. to 9 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Representatives.....Spot Sales, Inc.

Personnel

Owner.....Edwin A. Kraft
 Station Manager.....Henry M. Hogue
 Program Director.....Gordon Chandler
 Chief Engineer.....Murray M. Durham



TOP STATION

**at the
Top of the
World!**

**In Expanding ALASKA
KFAR, Fairbanks, leads with**

**Greatest power and a clear channel
Central location, at the head of the
Alaska Highway
Latest facilities, popular programming
America's richest per capita market**

660 Kc.

10,000 Watts

Hawaii

K H B C

HILO—EST. 1936
CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Hawaiian Broad-
casting System, Ltd.

Address1285 Kalaniole Ave.
Transmitter Location Hilo
Time on the Air...Unlimited license
Transcription Service: C. P. MacGregor; World
Broadcasting System

Personnel

General ManagerJ. Howard Worrall
Station Manager.....Al Green
National Sales Manager...Henry C. Putnam

K G M B

HONOLULU—EST. 1930
CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned By Hawaiian Broadcasting System,
Limited

Address1534 Kapiolani Blvd.
Phone Number2323
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air.....6 a.m. to 2 a.m.
Newspaper Affiliation.....Honolulu Star-
Bulletin

News ServiceUP
Transcription ServiceWorld Broadcasting
System; Associated Music Publishers; Stand-
ard

RepresentativeJohn Blair & Co.

Personnel

President-General
Manager.....J. Howard Worrall
Program Director.....Owen Cunningham
Chief Announcer.....Leo Rumsey
Chief Engineer.....Ernest Lindemann

K G U

HONOLULU—EST. 1922
NBC AND ABC BLUE

Frequency: 760 Kc.....Power: 2500 Watts
Licensee:....Marion A. Mulrony & Advertiser
Publishing Co., Ltd.

Owned By....Advertiser Publishing Co., Ltd.
AddressAdvertiser Square
Transmitter LocationAdvertiser Square
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation Honolulu Advertiser

Transcription ServiceNBC Thesaurus;
Lang-Worth
RepresentativeThe Katz Agency
Personnel

President.....Lorin P. Thurston
General Manager.....M. A. Mulrony

K H Ò N *

HONOLULU

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Alaha
Broadcasting Co., Ltd.

Address3175 Noela Drive
* Construction Permit

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Garden Island Pub-
lishing Co.

AddressLihue
Transmitter LocationNortheast of Lihue
Time on the Air.....Unlimited license
Newspaper Affiliation.... Garden Island Pub-
lishing Co.

Personnel

General ManagerC. J. Fern

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

**OFFERS FOUR
OUTSTANDING
SHOWS
TRANSCRIBED**

- “Sports Star Special”
- “Star Time”
- “Special Assignment”
- “The Cliff Edwards Show”

BIG NAMES, WELL-KNOWN
PERSONALITIES, MAKE EACH
SHOW
A SALES WINNER

Ask about the unique, new
“Cue-In” technique.

The Link of the Americas

WNEL

SAN JUAN, PUERTO RICO

5000 Watts

— **Full Time** —

860 Kc

N.B.C. AFFILIATE

WNEL

JUAN PIZA

**New York Office:
470 Park Avenue**

ELdorado 5-6788

Puerto Rico

WKVM

ARECIBO—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....American Colonial
Broadcasting Co.

WPRA

MAYAGUEZ—EST. 1937

Frequency: 990 Kc.....Power: 5000 d. 1000 u.
Owned-Operated By.....Puerto Rico Advt. Co.
Address.....McKinley & del Rio Sts.
Transmitter Location.....Mayaguez
Time on the Air.....Unlimited license

Personnel

President.....Andres Camara
Station Manager-Chief Engineer. Ralph P. Perry

WPAB

PONCE—EST. 1940

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Portorican American
Broadcasting Co.

Address.....17 Leon St.
Phone Number.....783
Transmitter Location.....Ponce Playa
Time on the Air.....Unlimited license
News Service.....AP
Representative.....West Indies Adv.

Personnel

President.....Pedro Juan Serralles
Station Manager.....Miguel Soltero
Chief Engineer.....Jose Sepulveda

WPRP

PONCE—EST. 1934

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By.....Julio M. Conesa
Address.....Trujillo Street
Transmitter Location.....Ponce
Time on the Air.....Unlimited license

Personnel

General Manager.....Julio M. Conesa

WIAC

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station WIAC, Inc.
Business Address.....P. O. Box 4504,
San Juan, P. R.

Phone Numbers.....2177 (San Juan); 445
(Hato Rey)

Studio Address.....Ordenez St. Stop 29½
Transmitter Location.....Carolina Rd.,
3 miles east of San Juan

Time on the Air.....Unlimited
News Service.....AP
Transcription Service.....Standard Radio
Representative.....West Indies Advt. Co.

Personnel

Owner.....Mrs. Enrique Abarca
Station-Commercial Manager.....Tomas Muniz
Commercial Manager.....Julo Aguirre
Program Director.....Rafael H. Benitez
Publicity Director.....Samuel Badillo
Chief Announcer.....Antonio Alfonso
Artists Bureau.....Rafael Seljo
Musical Director.....Jose Raul Ramirez
Chief Engineer.....Alfonso Sanchez

See Page 634

**"SPECIAL
ASSIGNMENT"**

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

SEE

**AP RADIO
PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

Puerto Rico

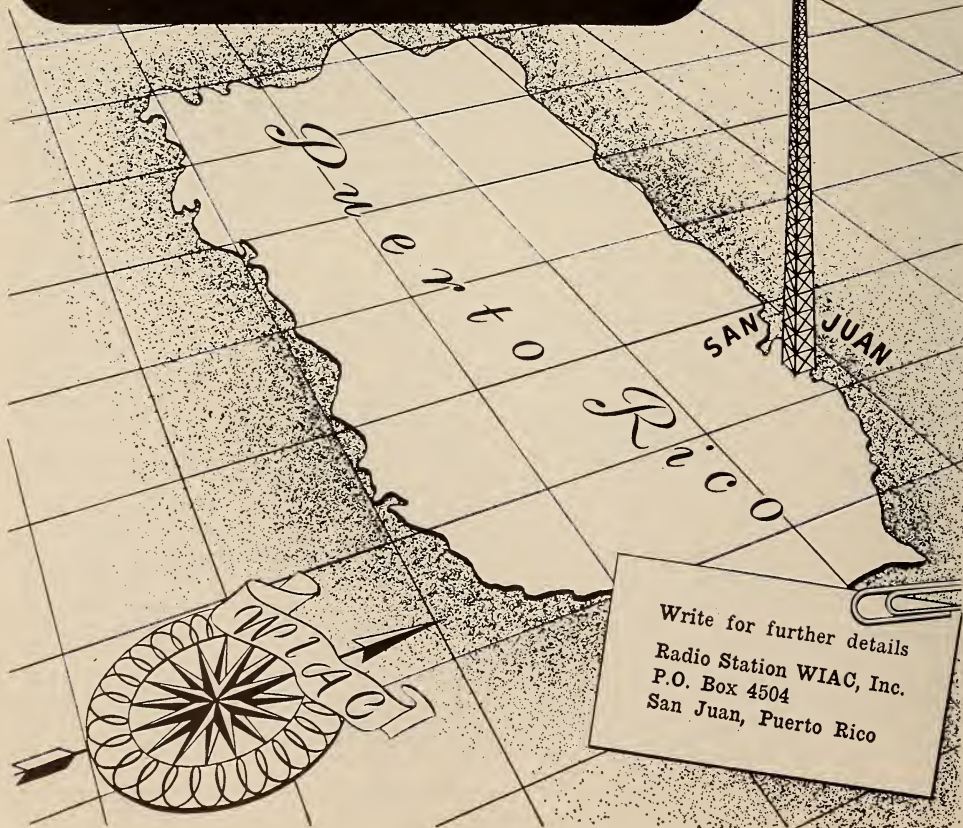
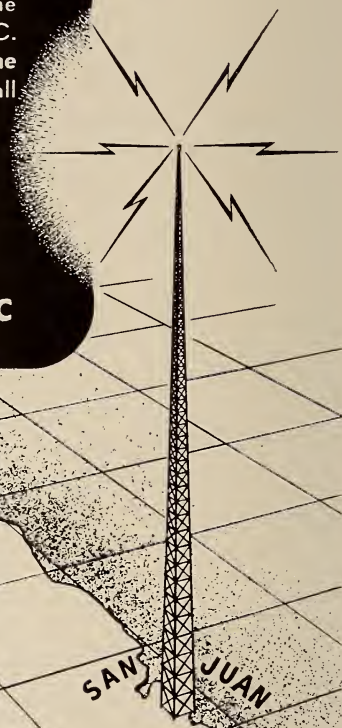
**IS MORE THAN JUST AN ISLAND
SURROUNDED BY WATER . . .**

Here indeed is a market that should not be overlooked. There are 2,000,000 **American Citizens** in PUERTO RICO. Their yearly purchases from the United States amount to the impressive figures of \$125,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers **Full Coverage of Puerto Rico, The Virgin Islands** as well as partial coverage of all the West Indies.

WIAC

5000 WATTS

580 K C



Write for further details
Radio Station WIAC, Inc.
P.O. Box 4504
San Juan, Puerto Rico

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....Radio Corporation of
 Porto Rico
 Address30 Tetuan St.
 Phone NumberSan Juan 2014
 Transmitter Location Hato Rey
 Time on Air.....7 a.m. to 11 p.m.,
 Sundays, 8 a.m. to 10:30 p.m.
 News ServiceTransradio
 National Sales Office.....International Tele-
 phone & Telegraph Co., 67 Broad St., New
 York, N. Y.

Personnel

PresidentLeonard Jacob 2nd
 Vice-President-Gen. Manager.....E. J. Powell
 Commercial Manager.....Jose C. Irizarry
 Program DirectorManuel Ochoa
 Musical DirectorJoaquin Bursat
 Chief EngineerAngel P. del Valle

W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Juan Piza
 Address59 Brau St.
 Phone Number 107
 Transmitter Location.....Green Island
 Santurce, P. R.
 Time on the Air.....Unlimited
 News ServiceTransradio
 Transcription ServiceLang-Worth

Personnel

Owner-Station Manager.....Juan Piza
 Commercial-Sales Promotion
 ManagerAgustin R. Camunas
 Program Director.....Camilo Fraticelli
 Production Manager.....Juan Maldonado
 Chief Engineer.....Jose Arzuaga

See Page 632

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

Musical America

and

Associated Press News—WIAC

SAN JUAN, PUERTO RICO

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In." "Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

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

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

CBC SERVES CANADA

In All Markets • In Two Languages With Three Networks

From Atlantic to Pacific, the CBC serves the Canadian people . . . provides, through its three networks, comprehensive NATIONAL coverage . . . and, in most areas, excellent ALTERNATIVE program service.

The finest programs of Canadian, American and British origin fill CBC network schedules. Entertainment . . . news . . . special events . . . all that pertains to current world and national happenings . . . are brought daily into Canadian homes in all parts of the country.

Radio ranks high in Canada!* Network programs are good . . . outside distractions are fewer . . . listening is intensive. Sponsors who use CBC networks are assured of large, interested and able-to-buy audiences.

Ask the CBC about Canada



CBC DOMINION NETWORK

(English)
29 basic and 9 supplementary stations.
Intensive coverage of all major markets,
in all regions.

CBC TRANS-CANADA NETWORK

(English)
24 basic and 7 supplementary stations.
Comprehensive coverage coast to coast.

CBC FRENCH NETWORK

3 basic and 7 supplementary stations. Thorough coverage of French-speaking Canada. Available in conjunction with either Trans-Canada or Dominion Network.

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street, Toronto 5, Ontario

1231 St. Catherine Street West, Montreal 25, P. Q.

CANADA



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CANADIAN Broadcasting Corporation

OFFICES

Victoria Bldg., Ottawa
354 Jarvis St., Toronto
Keefer Bldg., Montreal
1231 St. Catherine St. W., Montreal
United Service Bldg., Halifax

Board of Governors

A. Davidson Dunston, Chairman, Montreal, Que.
Rene Morin, K.C., Montreal, Que.
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
Howard B. Chase, Montreal, Que.
B. K. Sandwell, Toronto, Ont.
W. J. Parker, Winnipeg, Man.
Dean Adrien Pouliot, Que.
A. W. Trueman, Winnipeg, Man.

Assistant Chief Engineer.....J. A. Oulmet
(Montreal)
Supervisor of Station Relations...G. R. Young
(Toronto)
Traffic Manager.....E. W. Jackson
(Toronto)
Manager Broadcast Regulations
Division.....J. R. Radford
(Toronto)

Personnel

General Manager.....Dr. Augustin Frigon
(Ottawa and Montreal)
Assistant General Manager...Donald Manson
(Ottawa)
TreasurerHarry Bramah
(Ottawa)
Director of Personnel & Administrative
ServicesR. P. Landry
(Ottawa)
Director General of Programs...E. L. Bushnell
(Toronto)
General Supervisor of Programs..C. Jennings
(Toronto)
Commercial Manager.....E. A. Weir
(Toronto)
Assistant Commercial Manager..W. E. Powell
(Toronto)
Commercial Manager,
Quebec Region.....Omer Renaud
(Montreal)
Supervisor of Press and Information
Wells Ritchie
(Toronto)
Supervisor of Press and
Information, Quebec Region..Leopold Houle
(Montreal)
Chief Engineer.....G. W. Olive
(Montreal)

Regional Representatives

Prairie—James R. Finlay, Winnipeg, Man.
British Columbia—Ira Dilworth, Vancouver,
B. C.

National Program Personnel

Supervisor of Drama.....Andrew Allan
(Toronto)
Supervisor of International Service..Peter Ayles
(Montreal)
Supervisor of Music.....J. M. Beaudet
(Montreal)
Supervisor of Production.....Rupert Caplan
(Montreal)
Technical Liaison Officer (Engineering
Division).....H. E. S. Hamilton
(Toronto)
Supervisor of Feature
Broadcasts.....J. Frank Willis
(Toronto)
Manager, Personnel and Administrative
ServicesD. Claringbull
(Toronto)
Chief News Editor.....D. C. McArthur
(Toronto)
Regional Program Director...W. E. S. Briggs
(Halifax)
Director French Network.....J. M. Beaudet
(Montreal)

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in the year and corrections were made up to the time of going to press.



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	647
CBF	Montreal, Que.	690	50000	657
CBH	Halifax, N. S.	1240	100	648
CBJ	Chicaoutimi, Que.	1580	1000	656
CBK	Watrous, Sask.	540	50000	661
CBL	Toronto, Ont.	740	50000	654
CBM	Montreal, Que.	940	5000	657
CBO	Ottawa, Ont.	910	1000	651
CBR	Vancouver, B. C.	1130	5000	644
CBV	Quebec, Que.	980	1000	658
CFAB	Windsor, N. S.	1450	100	648
CFAC	Calgary, Alta.	960	1000	641
CFAR	Flin Flon, Man.	1230	250	645
CFBR	Brockville, Ont.	1450	250	649
CFCF	Montreal, Que.	600	500	657
CFCH	North Bay, Ont.	600	100	651
CFCN	Calgary, Alta.	1010	10000	641
CFCO	Chatham, Ont.	630	100	648
CFCY	Charlottetown, P. E. I.	1050	5000 D, 1000 N.	656
CFGP	Grande Prairie, Alta.	1050	1000	642
CFJC	Kamloops, B. C.	910	1000	642
CFNB	Fredericton, N. B.	550	1000	646
CFOR	Orilla, Ont.	1450	250	652
CFOS	Owen Sound, Ont.	1400	250	652
CFPA	Port Arthur, Ont.	1230	250	652
CFPL	London, Ont.	1570	5000	651
CFPR	Prince Rupert, B. C.	1240	50	643
CFQC	Saskatoon, Sask.	600	5000	661
CFRB	Toronto, Ont.	860	10000	654
CFRC	Kingston, Ont.	1490	100	650
CFRN	Edmonton, Alta.	1260	1000	641
CHAB	Moose Jaw, Sask.	800	1000	660
CHAD	Amos, Que.	1340	250	656
CHAT	Medicine Hat, Alta.	1270	1000	642
CHEF	Granby, Que.	1450	250	656
CHEX	Petersborough, Ont.	1430	1000	652
CHGB	St. Anne de la Pocatiere, Que.	1230	250	659
CHGS	Summerside, P. E. I.	1480	100	656
CHLN	Three Rivers, Que.	1450	250	660
CHLP	Montreal, Que.	1490	250	658
CHLT	Sherbrooke, Que.	1240	250	659
CHML	Hamilton, Ont.	900	5000	650
CHNC	New Carlisle, Que.	610	1000	658
CHNS	Halifax, N. S.	960	5000	648
CHOK	Sarnia, Ont.	1070	5000 D, 1000 N.	652
CHOV	Pembroke, Ont.	1340	250	652

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CHRC	Quebec, Que.	800	1000	658
CHSJ	Saint John, N. B.	1150	1000	647
CHUM	Toronto, Ont.	1050	1000	654
CHWK	Chilliwack, B. C.	1340	100	642
CJAD	Montreal, Que.	800	1000	658
CJAT	Trail, B. C.	610	1000	643
CJAV	Port Alberni, B. C.	1240	250	643
CJBC	Toronto, Ont.	1010	5000	655
CJBQ	Belleville, Ont.	1230	250	649
CJBR	Rimouski, Que.	900	5000	659
CJCA	Edmonton, Alta.	930	1000	641
CJCB	Sydney, N. S.	1270	5000	648
CJCH	Halifax, N. S.	1320	5000	648
CJCI	Calgary, Alta.	1230	100	641
CJCS	Stratford, Ont.	1240	100	654
CJEM	Edmundston, N. B.	1240	250	646
CJFX	Antigonish, N. S.	580	1000	647
CJGX	Yorktown, Sask.	940	1000	661
CJIC	Sault Ste. Marie, Ont.	1490	250	652
CJKL	Kirkland Lake, Ont.	560	1000	650
CJLS	Yarmouth, N. S.	1340	100	648
CJOB	Winnipeg, Man.	1230	250	646
CJOC	Lethbridge, Alta.	1060	1000	642
CJOR	Vancouver, B. C.	600	1000	644
CJSO	Sorel, Que.	1400	100	660
CJVI	Victoria, B. C.	1480	5000	644
CJRL	Kenora, Ont.	1220	1000	650
CKAC	Montreal, Que.	730	5000	657
CKBI	Prince Albert, Sask.	900	5000	660
CKCH	Hull, Que.	1240	250	656
CKCK	Regina, Sask.	620	5000	661
CKCO	Ottawa, Ont.	1310	1000	651
CKCR	Kitchener, Ont. (Waterloo)	1490	250	651
CKCV	Quebec, Que.	1340	250	658
CKEY	Toronto, Ont.	580	5000	655
CKCW	Moncton, N. B.	1220	5000	647
CKFI	Fort Frances, Ont.	1340	250	649
CKGB	Timmins, Ont.	1470	1000	654
CKLN	Nelson, B. C.	1240	250	643
CKLW	Windsor, Ont.	800	5000	655
CKMO	Vancouver, B. C.	1410	100	644
CKNB	Campbellton, N. B.	950	1000	646
CKNX	Wingham, Ont.	920	1000	655
CKNW	New Westminster, B. C.	1230	250	643
CKOC	Hamilton, Ont.	1150	5000	650
CKOV	Kelowna, B. C.	630	1000	643
CKPC	Brantford, Ont.	1380	100	649
CKPG	Prince George, B. C.	1230	250	643
CKPR	Fort William, Ont.	580	1000	649
CKRC	Winnipeg, Man.	630	1000	646
CKRM	Regina, Sask.	980	1000	661
CKRN	Rouyn-Noranda, Que.	1400	250	659
CKSB	St. Boniface, Man.	1250	1000	645
CKSF	Cornwall, Ont.	1230	250	649
CKSO	Sudbury, Ont.	790	1000	654
CKTB	St. Catharines, Ont.	1550	1000	654
CKTS	Sherbrooke, Que.	1240	250	659
CKUA	Edmonton, Alta.	580	1000	642
CKVD	Val D'Or, Que.	1230	100	660
CKWS	Kingston, Ont.	960	1000	650
CKWX	Vancouver, B. C.	980	1000	644
CKX	Brandon, Man.	1150	1000	645
CKY	Winnipeg, Man.	990	15000	646

ALBERTA

CFAC

CALGARY—EST. 1922
CBC & FOOTHILLS NET

Frequency: 960 Kc.....Power: 1000 Watts
Owner By.....Calgary Herald
Operated By Taylor, Pearson & Carson Broad-
casting Co., Ltd.

Address.....1000 Southam Building
Phone NumberR 1036
Transmitter Location.....Strathmore Hi'way
Time on the Air.....18 hours daily
Newspaper Affiliation..Calgary Daily Herald
News Service.....BUP, CP
Transcription Service.....NBC Thesaurus;
World Broadcasting System; Associated
Representative....All-Canada Radio Facilities,
Ltd.; Weed & Co.

Personnel

PresidentH. R. Carson
General & Station Manager.....A. M. Cairns
Commercial Manager.....F. R. Shaw
Chief Engineer.....Earle C. Connor

CFCN

CALGARY—EST. 1922

Frequency: 1010 Kc.....Power: 10,000 Watts
Owned-Operated By..The Voice of the Prai-
ries, Ltd.

Address.....Toronto General Trusts Bldg.
Phone Number.....M 1161
Transmitter Location.....Strathmore
Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 8:00 a.m. to 12 midnight
News ServicePN, BUP, TP.
Transcription Service..Standard Radio; Lang-
Worth

Representative....Radio Representatives, Ltd.,
Toronto-Montreal; H. N. Stovin, Winnipeg;
Howard H. Wilson Co., U.S.A.

Personnel

Managing Director.....H. G. Love
Chief EngineerBob Lamb

CJCL

CALGARY—EST. 1927
CBC

Frequency: 1230 Kc.....Power 100 Watts
Owned-Operated By.....The Albertan Pub-
lishing Co.

Address.....Victory Bldg.
Phone NumberMain 9966
Transmitter Location.....Grandview Heights
Time on the Air.....7 a.m. to 11:15 p.m.;
Sundays, 8:30 a.m. to 11:15 p.m.
Newspaper Affiliation.....Albertan Pub-
lishing Co.

Transcription Service.....World
Representative...Radio Representatives, Ltd.,
McGillvra

Personnel

PresidentGordon Bell
Station Manager.....Donald H. Mackey
Chief Engineer.....Pat Green

CFRN

EDMONTON—EST. 1934
CBC

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By...Sunwapta Broadcas-
ting Company, Ltd., G. R. A. Rice, Gen. Mgr.
Address.....109 Canadian Pacific
Railways Building

Phone Number22101
Transmitter Location.....146th St.
Time on the Air..Mon-Sat., 6:30 a.m.-12 Mid.
News Service.....British UP
Transcription Service.....Standard Radio;
Lang-Worth; United Transcribed System;
Davis & Schwegler

Representative: Radio Representatives, Ltd.;
Jack Slater

Personnel

General Manager.....G. R. A. Rice
Chief Ex. Gen. & Station Mgr....G. A. R. Rice
Commercial-Sales Promotion Mgr...A. J. Hopps
Chief Announcer.....G. A. Duffield
Chief Engineer.....F. G. Makepeace

CJCA

EDMONTON—EST. 1922
CBC—TRANS. CANADA
ALBERTA FOOTHILLS NET

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....The Edmonton Journal, Ltd.
Operated By.....Taylor & Pearson Broad-
casting Co.

Address.....Birk's Bldg., Jasper Ave.
Phone Number26131
Transmitter Location.....Belmont
Time on the Air.....6:15 a.m.-12 Mid.
Newspaper Affiliation.....Edmonton Journal
New Service.....Canadian Press;
Transcription Service..NBC Thesaurus; World
Representative....All-Canada Radio Facili-
ties, Ltd; Weed & Co.

Personnel

PresidentJ. M. Taylor
General Manager.....Gordon S. Henry
Assistant Manager.....Rolfe L. Barnes
Sales-Commercial Manager.....A. H. Nicholl
Sales PromotionThos. A. Shandro
Chief Announcer.....Gordon Shillabeer

CKUA*

EDMONTON—EST. 1927

CBC

ALBERTA EDUCATIONAL NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
 Owned By.....Government of Alberta
 Operated By.....Alberta Govt. Telephones
 Address.....Provincial Bldg.
 Phone Number.....27212
 Transmitter Location.....Calgary Trail,
 Time on the Air.....7 a.m. to Midnight
 News Service.....Canadian Press
 Transcription Service.....CP
 Associated

Personnel

General Manager.....Hon. W. A. Fallow,
 Minister of Radio, Provincial Government
 Chief Engineer.....Roy Usher
 Record M. C.....John J. O'Leary
 * (Non-Commercial Station)

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1050 Kc.....Power: 1000 Watts
 Owned-Operated By: Northern Broadcasting
 Corporation, Ltd.
 Address.....Grande Prairie
 Time on the Air.....7 a.m.-11:00 p.m.
 News Service.....BUP
 Transcription Service.....United Transcribed,
 Thesaurus
 Representative: All-Canada Radio Facilities,
 Ltd.; Weed & Co.

Personnel

General & Station Manager.....A. J. Balfour
 Sales-Commercial Manager.....A. J. Balfour
 Sales Promotion.....A. J. Balfour
 Chief Engineer.....G. L. Sadler

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lethbridge Bdt. Co.
 Address.....Marquis Hotel Bldg.,
 Phone Number.....3161
 Transmitter Location.....Broxburn, Alberta
 Time on the Air.....6:30 a.m. to Midnight,
 News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus;
 Representative.....All Canada Radio Fac-
 ilities, Ltd.; Weed & Co.

Personnel

President.....W. Waston
 General Manager.....H. R. Carson
 Station Manager.....Norman Botterill
 Chief Engineer.....R. A. Reagh

CHAT

MEDICINE HAT—EST. 1946

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By:
 Monarch Broadcasting Co., Ltd.
 Address.....520 First St.
 Phone Number.....3347
 Transmitter Location.....Roytal, Alberta
 Time on the Air.....6 a.m. to 11 p.m.
 (after June 1, 1946)
 News Service.....BUP
 Transcription Service.....Standard
 Representative:

All-Canada Radio Facilities, Ltd.

Personnel

President-Owner.....J. H. Yuill
 General Manager.....R. J. Buss
 Chief Engineer.....Marsh Ellis

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—EST. 1927

CBC—DOMINION NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Chilliwack Broadcast-
 ing Co., Ltd.
 Address.....16 Wellington Ave.
 Phone Number.....6106
 Transmitter Location.....16 Wellington Ave.
 Time on the Air.....7:15 a.m. to 10.30 p.m.
 Transcription Service.....United
 Representative.....All-Canada Radio

Personnel

President.....C. Casey Wells
 General Manager.....Jack Pilling
 Chief Engineer.....Jack Pilling

CFJC

KAMLOOPS—EST. 1926

TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
 Owned By.....Kamloops Sentinel, Ltd.
 Operated By.....Kamloops Sentinel, Ltd.
 Address.....310 St. Paul St.
 Phone Numbers.....1021; 1018
 Transmitter Location.....North Kamloops
 Time on the Air.....7 a.m. to 11:30 p.m.
 Representative.....All-Canada Radio Facilities,
 Ltd.; Weed & Co.

Personnel

President.....R. E. White
 Chief Engineer.....George Henderson

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By... Okanagan Broadcasters, Ltd.

Business Address... Box 1515
Phone Number... Kelowna 200
Studio Address... Radio Bldg.
Transmitter Location... Okanagan Mission, B. C.

Time on the Air... 6:30 a.m. to Midnight
News Service... PN Press News
Transcription Service... NBC Thesaurus
Representative... All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

Managing Director... J. W. B. Browne
Sales Director... Hume A. Lethbridge
Personnel & Program Director... Stanley E. Tapley
Chief Engineer... J. H. B. Browne

CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Nelson Daily News
Business Address... Radio Avenue
Phone Number... 19
Studio Address... Radio Avenue
Transmitter Location... Radio Avenue
Time on the Air... 15 hours daily
Newspaper Affiliation... Nelson Daily News
News Service... Press News
Transcription Service... World
Representative... Horace N. Stovin, Canada;
Adam J. Young, U.S.A.

Personnel

Station Manager... Joan Orr
Sales Promotion Manager... D. Kidd
Chief Engineer... Roy McKay

CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... William Rea, Jr.
Business Address... Hotel Windsor
Phone Number... NW 3000
Transmitter Location... Lulu Island
Time on the Air... 6 a.m. to Midnight;
Sat., to 2 a.m.; Sun., 8 a.m. to Midnight
News Service... BUP
Transcription Service... World Broadcasting System SeSac, Associated, M. M. Cole, UTS.
Representative... Radio Representatives, Canada; Forjoe & Co., U. S. A.

Personnel

Chief Owner... William Rea, Jr.
General Manager... William Rea, Jr.

Commercial Manager... David Armstrong
Chief Engineer... Ross McIntyre

CJAV

PORT ALBERNI—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... H. E. Warren
Time on the Air... 6:30 a.m. to 10 p.m.

Personnel

Chief Executive... H. E. Warren

CKPG

PRINCE GEORGE—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Frank H. Elphicke
Address... Prince George, B. C.
Representatives... Weed & Co., All-Canada

Personnel

Owner... Frank H. Elphicke
General-Commercial Mgr... Cecil G. Elphicke
Program Director... Jack Carbutt

CFPR

PRINCE RUPERT—EST. 1938

CANADIAN BROADCASTING CORP.
TRANS-CANADA

Frequency: 1240 Kc. Power: 50 Watts
Owned By... Northwest Broadcast & Service Co.
Operated By... Canadian Broadcasting Corp.
Business Address... 336 Second Ave.
Phone Number... 863
Studio Address... 336 Second Ave.
Transmitter Location... 336 Second Ave.
Time on the Air... 10:20 a.m. to 2:02 a.m.,
Sunday, 12:59 a.m. to 1:32 a.m.

News Service... Canadian Press
Representative... CBC

Personnel

Chief Owner... Dr. A. Frigon
Station Manager... C. H. Insulander
Sales or Commercial Manager... E. A. Weir, CBC, Toronto

CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.
TRANS-CANADA

Frequency: 610 Kc. Power: 1000 Watts
Owned By... Koctenay Broadcasting Company, Limited

Operated By... Taylor, Pearson & Carson,
Address... 815 Victoria Street
Phone Number... 737, 1005
Transmitter Location... Warfield, B. C.
Time on the Air... 6:45 a.m. to 11:30 p.m.;
Sundays, 8 a.m. to 11:30 p.m.

News Service... PN

Transcription Service.....NBC Thesaurus
 Representative.....All-Canada Radio Facili-
 ties (Canada); Weed & Co., (U.S.A.)

Personnel

Vice-President.....E. W. Hazlewood
 Station Manager.....Eric C. Aylen
 Sales & Production M'ger..Norman A. Harrod
 Chief Engineer.....Douglas Card

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK

Frequency: 1130 Kc.....Power: 5000 Watts
 Owned-Operated By....Canadian Broadcast-
 ing Corp.

Address701 Hornby St.
 Phone NumberMARine 6121
 Transmitter Location....Lulu Island, B. C.
 Time on the Air.....9:59 a.m. to 2:57 a.m.;
 Sunday, 11:14 a.m. to 2:57 a.m.

News Service.....Canadian Press; BUP
 Representative.....Canadian Broadcast-
 ing Corp.

Personnel

President.....Dr. Augustin Frigon
 Station Manager.....Ira Dilworth
 Sales or Commercial Manager
 E. A. Weir, CBC, Toronto
 Program Director.....K. Caple
 Production Manager.....R. Dunlop
 Chief Engineer.....A. B. Ellis

CJOR

VANCOUVER—EST. 1926

CBC

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....CJOR, Ltd.
 Business Address.....846 Howe St.
 Phone Number.....MARine 6464
 Transmitter Location....Lulu Island, B. C.
 Time on the Air.....6:30 a.m. to Midnight;
 Sundays, 7:30 a.m. to 11:30 p.m.

News Service.....AP, UP
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service
 Representative.....Young, Inc. (U.S.A.); H.
 Stovin (Canada)

Personnel

Pres., Gen. & Sta. Mgr.....George C. Chandler
 Sales-Commercial Manager.....Don E. Laws
 Sales Promotion-Merchandising Manager
 Dorwin Baird
 Program Director Ross Mortimer
 Production Manager.....Dick Diespecker
 Chief Engineer.....Arthur H. Chandler

CKMO

VANCOUVER—EST. 1923

CBC

Frequency: 1410 Kc.....Power: 100 Watts
 Owned & Operated By.....British Columbia
 Broadcasting System, Ltd.

Operated By.....John N. Hunt
 Address812 Robson St.
 Phone Number.....MARine 1271-2
 Transmitter Location....Lulu Island
 Time on the Air.....Fulltime License
 News Service.....British United Press
 Transcription Service.....Standard
 Representative....Radio Representatives, Ltd.

Personnel

President.....Mrs. R. J. Sprott
 Station, Sales-Commercial Mgr..John N. Hunt
 Chief Engineer.....Ross L. Whiteside

CKWX

VANCOUVER—EST. 1921

MBS

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By Western Broadcasting,
 Co., Ltd.

Address543 Seymour Street
 Phone Number.....MARine 3344
 Transmitter Location....Lulu Island, B. C.
 Time on the Air.....6:30 a.m. to 12 Midnight
 News Service.....BUP, AP, Canadian Press
 Transcription Service.....World Broadcasting
 System; Lang-Worth

Representative.....All-Canada Radio
 Facilities, Ltd. (Canada), Weed & Co., U.S.A.

Personnel

President.....Arthur Holstead
 Station Manager.....Frank H. Elphicke
 National Sales Manager.....R. I. P. Crotty
 Chief Program Engineer.....Jack Hughes

CJVI

VICTORIA—EST. 1934

DOMINION-CBS (PACIFIC REGION)

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By...Island Broadcasting
 Company, Ltd.

Address.....7th Floor, Central Building
 Phone Number.....Garden 2014, B 1911
 Transmitter Location....Portage Inlet
 Time on the Air.....7 a.m. to 11:30 p.m.
 News Service.....PN
 Transcription Service.....NBC Thesaurus
 Representative...All-Canada Radio Facilities,
 Limited (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager.....M. V. Chesnut
 Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

DOMINION

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By Manitoba Telephone
Address 8th Street & Princess Ave.
Phone Number 4532
Transmitter Location 1st St. N. Brandon
Time on the Air 7:30 a.m. to 11:30 p.m.
Transcription Service NBC Thesaurus, World
News Service BUP
Representative Horace N. Stovin & Co.

Personnel

Chief Executive Peter Miller
Station Manager W. F. Seller
Sales Manager W. T. Grigg
Program Director Eric Davies
Chief Engineer C. E. Snider

CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc. Power: 250 Watts
Owned By Arctic Radio Corporation, Ltd.

Operated By S. J. Beauford, Sec-Treas.
Address 75 Hill St.
Phone Number 290
Transmitter Location Flin Flon
Time on the Air 7 a.m. to 11:00 p.m.,
Mon.-Sat.; Sundays, 12:00 Noon to 11 p.m.
News Service BUP
Transcription Service Lang-Worth
Representative H. N. Stovin (Canada);
Adam J. Young (U.S.A.)

Personnel

Secretary-Treasurer S. J. Beauford
Station Manager G. B. Quinney
Chief Engineer Gordon Woodward

CKSB

ST. BONIFACE—EST. 1946

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By Radio St. Boniface Ltd.
Address 140 Provencher Avt.
Phone Number 20-3119

Personnel

Chief Executive Dr. Henri Guyot
Chief Engineer H. R. McLaughlin

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Montreal Toronto Winnipeg Calgary Vancouver

U.S.A. Representative:
WEED AND COMPANY

CJOB

WINNIPEG—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Blick Broadcasting Ltd.
Address Lindsay Bldg.
Phone Number 9-6374
News Service PN
Transcription Service Associated

Personnel

Owner James O. Blick

CKRC

WINNIPEG—EST. 1934

CBC—DOMINION NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By...Transcanada Commu-
nications, Limited
Business Address.....Free Press Bldg.
Phone Number 92266
Transmitter Location Middlechurch,
Time on the Air.. 17½ hours; Sun., 16½ hours
Transcription Service..... World Broadcasting
System; Lang-Worth; Standard
News Service..... CP, BUP
Representative... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager Gerry Gaetz
Commercial Manager..... Waldo J. Holden
Publicity Promotion Director.... Mrs. Val Smith
Program Director..... J. D. Kemp
Chief Announcer..... Chuck Skelding
Chief Engineer..... Bert Hooper

CKY

WINNIPEG—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 990 Kc.....Power: 15000 Watts
Owned-Operated By..... Manitoba Telephone
System
Address Telephone Bldg.
Phone Number..... 92191
Transmitter Location..... Headingly, Man.
Time on the Air..... 7 a.m. to 12 Mid.
News Service..... British UP, CP
Transcription Service..... NBC Thesaurus
Representative..... Horace N. Stovin & Co.

Personnel

Commissioner of Telephones..... Peter Miller
General-Station Mgr..... William A. Duffield
Commercial Manager..... Wilfred Carpenter
Program Director..... R. Herb Roberts
Production Manager..... Wilford Davidson
Chief Announcer..... Tom Benson
Chief Engineer..... George Henderson

—NEW BRUNSWICK—

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By..... Restigouche Broad-
casting Co., Ltd.
Address..... Bank of Nova Scotia Bldg.
Phone Number 8
Transmitter Location..... Maple Green, N. B.
Time on the Air.... 7:55 a.m. to 11:15 p.m.;
Sundays, 8:55 a.m. to 12:15 p.m.
Transcription Service All-Canada
Representative: All-Canada Radio Facilities,
Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director..... Dr. Charles H. Houde
Station Manager Stan Chapman
Program Director..... James Woods
Chief Engineer..... L. P. Paquet

CJEM

EDMUNDSTON—EST. 1945

FRENCH NETWORK—(Supplementary)

Frequency: 1240 Kc.....Power: 250 Watts
Owned and Operated By..... Edmundston
Radio, Ltd.

Address..... 99 Canada Road
Phone 296
Transmitter Location:..... Iroquois, N. B.
Time on the Air:..... 15.75 Hours
Transcription Service..... U. T. S.
Representative:.. H. N. Stovin & Co., Canada;
Adam J. Young, Inc., U. S. A.

Personnel

President..... Judge E. Michaud
General Manager..... R. W. Leclair
Program Director..... Mac Gagnon
Chief Engineer..... Cyrille Fournier

CFNB

FREDERICTON—EST. 1923

CBC-BASIC

Frequency: 550 Kc.....Power 1000 Watts
Owned-Operated By..... James S. Neill &
Sons, Ltd.
Address..... Fredericton, N. B.
Phone Number..... 1215
Transmitter Location..... Lincoln, N. B.
Time on the Air..... 6:15 a.m. to 12:30 a.m.
News Service..... British UP
Transcription Service..... NBC Thesaurus
Representative..... All-Canada Radio Faci-
lities (Canada); Weed & Co. (U.S.A.)

Personnel

Secretary-Treasurer.....J. Stewart Neill
 General & Station Manager...D. Malcolm Neill

CKCW

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1220 Kc.....Power: 5,000 Watts
 Owned-Operated By...The Moncton Broad-
 casting Company, Limited

AddressKnights of Pythias Bldg.
 Phone Number.....3388
 Transmitter Location.....Cherryfield, N. B.
 Time on the Air.....7 a.m. to 12:15 p.m.
 News Service.....British UP
 Transcription Service.....World Broadcast-
 ing System; United Transcribed Service;
 Lang-Worth
 Representative...Stovin & Wright (Canada);
 Joseph McGillvra (U.S.A.)

Personnel

President.....J. L. Black
 Managing Director.....F. A. Lynds
 Sales-Commercial Manager.....A. B. Cooke
 Program Director.....M. E. McCarron
 Chief Engineer.....J. A. White

C B A

SACKVILLE—EST. 1939

CBC—TRANS-CANADA

Frequency: 1070 Kc.....Power: 50000 Watts
 Owned-Operated By.....Canadian Broad-
 casting Corporation

AddressUnited Service Building., 100
 Sackville St., Halifax, N. S.
 Phone Number.....3-6188
 Transmitter Location.....Sackville, N. B.
 Time on the Air.....7:30 a.m. to 12 midnight
 News Service.....CP, BUP
 Representative.....Canadian Broadcasting
 Corporation

Personnel

Chief Executive-General Manager.Dr. Augustin
 Frigon

Station Manager-Program Director.....W. E. S.
 Briggs
 Sales or Commercial Manager....E. A. Weir,
 CBC, Toronto
 Production Manager.....S. R. Kennedy
 Chief Engineer.....H. M. Smith

(Call Letters to Be Assigned)

ST. JOHN

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.Fundy Broadcasting Co.
 AddressSt. John, N. B.
 RepresentativeAll-Canada

Personnel

OwnersSenator A. N. McLean,
 Ralph B. Brennan

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc.....Power: 1,000 Watts
 Owned-Operated By...New Brunswick Broad-
 casting Company, Limited

AddressChurch Street
 Phone Number.....3-2307
 Transmitter Location.....Coldbrook, Saint
 John, N. B.
 Time on the Air.....6 a.m. to 12:15 a.m.
 Newspaper Affiliation..The Telegraph-Journal
 & The Evening Times-Globe
 News Service.....Press News
 Transcription Service.....World Broadcasting
 System, Lang-Worth, Associated
 Representative.....Stovin & Wright (Canada);
 Adam J. Young, Jr. (U.S.A.)

Personnel

Vice-President & Managing Director.....T. F.
 Drummie
 Station & Commercial Manager....George A.
 Cromwell
 Program Director.....Gleve G. Stillwell
 Chief Engineer.....John G. Bishop

—NOVA SCOTIA—

C J F X

ANTIGONISH—EST. 1943

DOMINION NETWORK

Frequency: 580Kc.....Power: 1,000 Watts
 Owned-Operated By.....Atlantic Broad-
 casters, Ltd.

Address: Broadcasting Bldg., Antigonish, N. S.
 Phone Number.....66
 Transmitter Location.....New Glasgow Road

Time on the Air.....7:00 a.m. to 12 midnight
 News ServicePN
 Transcription Service.....United Transcribed
 Service
 Representative.....James L. Alexander

Personnel

General Manager.....J. Clyde Nunn
 Sales Manager.....A. M. Peters
 Program Director.....T. C. Robertson
 Production Manager.....G. L. Kane
 Chief Engineer.....Gordon MacDougall

CBH

HALIFAX—EST. 1944
TRANS-CANADA

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By...Canadian Broadcasting Corp.

Business Address.....United Service Bldg.
 Phone Number.....3-6188
 Transmitter Location.....Sackville, N. B.
 Time on the Air.....6:28 a.m. to 11 p.m.;
 Sun., 7:58 a.m. to 11 p.m.

News Service.....CP, BUP
 Representatives.....Canadian Broadcasting Corp.

Personnel

Chief Owner.....Dr. Augustin Frigon
 Station Manager.....W. E. S. Briggs
 Commercial Manager.....E. A. Weir, CBC
 Chief Engineer.....L. A. Canning

CHNS

HALIFAX—EST. 1926

CANADIAN BROADCASTING CORP.—
DOMINION NETWORK

Frequency: 960 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Maritime Broadcasting Company

Address.....10 Tobin Street (Broadcasting House)
 Phone Number.....3-8318
 Transmitter Location.Rockingham, Nova Scotia
 Time on the Air.....7:30 a.m. to 12:15 a.m.;
 Sun., 9 a.m. to 12:15 a.m.

Newspaper Affiliation..Halifax Herald & Mail
 News Service.....CP; British UP
 Transcription Service.....Langworth; NBC
 Thesaurus; World Broadcasting System,
 U.T.S.

Representative: All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Andrew W. Robb
 Station Director.....Major Wm. C. Borrett
 Station Manager.....Gerald J. Redmond
 Sales Manager.....Gerald J. Redmond
 Musical Director.....Richard L. Fry
 Record M. C.....Peter Donkin
 Chief Engineer.....A. W. Greig

CJCH

HALIFAX—EST. 1944
TRANS-CANADA

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Chronicle Co. Ltd.
 Business Address.....Lord Nelson Hotel
 Phone Number.....3-7311

News Service.....PN
 Transcription Service.....Standard
 Representative.....Stovin,
 John Hershey McGillvra, Inc.

Personnel

Chief Owner.....Chronicle Co. Ltd.
 General Manager.....J. M. Humphreys
 Chief Engineer.....R. MacWilliams

CJCB

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By...Eastern Broadcasters, Ltd.

Address.....Radio Bldg.
 Phone Number.....209-1412
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....Canadian Press News
 Transcription Service.....NBC Thesaurus
 Representative....All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Owner, General Mgr....N. Nathanson
 Sales Manager.....M. Grant
 Chief Engineer.....A. Vernon

CFAB

WINDSOR—EST. 1945

Frequency: 1450 Kc.....Power: 100 Watts
 Owned and Operated By.....Evangeline Broadcasting Co.

Address.....7 Clifton Avenue
 Phone Number.....429
 Transmitter Location.....Falmouth
 Time on the Air.....7 a.m. to 8 p.m.
 News Service.....PN
 Transcription Service.....U. T. S.
 Representative.....John S. Crosbie,
 Rai Purdy Productions

Personnel

President.....Avarad M. Bishop
 Station-Commercial Manager....A. M. Bishop
 Chief Engineer.....A. M. Bishop

CJLS

YARMOUTH—EST. 1934
CANADIAN BROADCASTING CORP.
MARITIME

Frequency: 1340 Kc.....Power: 100 Watts
 Owned By.....Gateway Broadcasting Company

Operated By.....Laurie L. Smith
 Address.....Radio Building, Main Street
 Phone Number.....500
 Transmitter Location.....Radio Building
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....PN
 Representative...All-Canada Radio Facilities,
 Ltd., Weed & Co.

Personnel

President-Station Manager...Laurie L. Smith
 Chief Engineer.....Donald L. Smith

ONTARIO

CJBQ

BELLEVILLE—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McLean Haig &
H. B. Cowan
Address.....Belleville, Ont.
News Service.....PN
Representative.....Stovin

CKPC

BRANTFORD—EST. 1933

CBC—DOMINION NETWORK

Frequency: 1380 Kc.....Power: 100 Watts
Operated By: Telephone City Broadcast, Ltd.
Address.....49-51 Colborne St.
Phone Number.....5140-1
Transmitter Location.....Glebe Property
Time on the Air.....7:30 a.m. to 10:00 p.m.
News Service.....British UP
Transcription Service.....World Broad-
casting System; United Transcribed Service
Representative.....J. L. Alexander

Personnel

Owner.....Mrs. F. M. Buchanan
Station Manager.....Hugh Bremner
Sales Promotion Manager.....Jess Jaffray
Chief Engineer.....Alfred Teague

CFBR

BROCKVILLE—EST. 1942

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: CP 100 Watts
Owned-Operated By.....J. C. Whitby
Business Address.....Revere House Bldg.
Phone Number.....4628
Studio Address.....Revere House Bldg.
Transmitter Location.....Prescott Road
Time on the Air.....8 a.m. to 11:15 p.m.;
Sun., 9 a.m. to 11:15 p.m.

Transcription Service.....Standard

Personnel

Owner-Station Manager.....J. C. Whitby
Chief Engineer.....G. W. Andrews

CFCO

CHATHAM—EST. 1926

DOMINION

Frequency: 630 Kc.....Power: 100 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 275
Phone Number.....2626
Studio Address.....William Pitt Hotel
Transmitter Location.....William Pitt Hotel

Time on the Air.....7:15 a.m. to 12:30 p.m.
News Service.....British UP

Personnel

Owner-Manager.....John Beardall
Chief Engineer.....Gordon Brooks

CKSF

CORNWALL—EST. 1944

CBC—DOMINION NETWORK

(Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Standard-Freeholder,
Ltd.

Business Address.....36 Pitt Street
Phone Number.....1703
Transmitter Location.....Toll Gate Road
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation...Standard-Freeholder,
Ltd.

News Service.....PN
Transcription Service.....World
Representative.....H. N. Stovin & Co.

Personnel

General Manager.....H. Duncan Wightman
Station Manager.....H. Harrison Flint
Production Manager.....Arthur Bonhomme
Publicity Manager.....Vernon Hall
Chief Announcer.....Alan Caulley
Musical Director.....Howard Bailley
Chief Engineer.....Mahlon Clark

CKFI

FORT FRANCES—EST. 1944

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. M. Reid
Business Address.....240 Scott Street
Phone Number.....200
Transmitter Location.....Pithers Point Park
Time on the Air.....7 a.m. to 11 p.m.;
Sun., 8 a.m. to 11 p.m.

News Service.....BUP
Representatives.....James L. Alexander;
H. N. Stovin & Co.; Adam J. Young

Personnel

Chief Owner.....J. M. Reid
Station Manager.....J. M. Reid
Commercial Manager.....R. S. Mitchner
Chief Engineer.....R. E. Martin

CKPR

FORT WILLIAM—EST. 1931

CANADIAN BROADCASTING CORP.—

TRANS-CANADA NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Dougall Motor Car Co.

Address.....Radio Hall, South May St.
 Phone Number.....South 315
 Transmitter Location.....Memorial Ave.,
 Port Arthur, Ont.
 Time on the Air.....7:30 a.m. to 11:30 p.m.;
 Sun., 11 a.m. to 11:30 p.m.
 News Service.....UP, Canadian Press
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service
 Representative...Radio Representatives, Ltd.,
 Howard H. Wilson Co. (U.S.A.)

Personnel

President.....H. F. Dougall
 Station Manager.....J. Basil Scully
 Chief Engineer.....T. Ross

CHML

HAMILTON—EST. 1927

CBS DOMINION—TRANS-CANADA

Frequency: 900 Kc.....Power: 5000 Watts
 Owned-Operated By...Maple Leaf Radio Co.,
 Ltd.
 Business Address.....Piggot Bldg.
 Phone Number.....7-1539
 Studio Address.....Piggott Building
 Transmitter Location.....Aldershot, Ont.
 Time on the Air.....6 a.m. to 1:05 a.m. daily;
 Sun., 8 a.m. to 1:05
 News Service.....BUP, UP
 Transcription Service.....Standard Radio;
 Associated Music Publishers; United Tran-
 scribed Service
 Representatives.....Adam J. Young, Jr.,
 H. N. Stovin

Personnel

President & General Manager.Kenneth D. Soble
 Assistant Manager.....Tom E. Darling
 Sales Promotion-Merchandising Manager..E. S.
 Stock
 Chief Engineer.....W. G. Crawford

CKOC

HAMILTON—EST. 1922

CBC—TRANS-CANADA

Frequency: 1150 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Wentworth Radio
 Broadcasting Co., Ltd.
 Address.....32 John St., North
 Phone Number.....7-4484
 Transmitter Location.....Elfrida, Ont.
 Time on the Air.....6 a.m. to 12:15 a.m.;
 Sun., 9 a.m. to 12:15 a.m.
 News Service.....British UP, PN
 Transcription Service.....World Broadcasting
 System; NBC Thesaurus; Lang-Worth
 Representative.....All-Canada Radio Faci-
 lities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....H. R. Carson
 Station Manager.....W. T. Cranston
 Chief Engineer.....Leslie Horton

CJRL

KENORA—EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1220 Kc.....Power: 1000
 Owned-Operated By...Kenora Broadcasting
 Co. Ltd.
 Address.....Brydon Block
 Phone Number.....717
 Transmitter Location.....Jaffray Township
 Time on the Air.....7:00 a.m. to 11:00 p.m.
 News Service.....CP
 Transcription Service.....United Transcription
 Representative...Stovin & Wright, Canada;
 Adam J. Young, Jr. (U.S.A.)

Personnel

Station Manager.....Howard Clark
 Sales Manager.....Howard G. Clark
 Chief Engineer.....P. J. Whitebread

CFRC

KINGSTON—EST. 1944

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By...Queen's University,
 Business Address.....Queens University
 Fleming Hall (Non-Commercial Station)

CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
 Owned By...Allied Broadcasting Corp., Ltd.
 Operated By.....Northern Broadcasting Co.
 Address.....King St.
 Phone Number.....4401
 Transmitter Location.....Wolfe Island
 Time on the Air.....6:30 a.m. to 12:101 a.m.
 Newspaper Affiliation.....Kingston Whig-
 Standard
 News Service.....CPN
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service; Lang-Worth
 Representative...National Broadcasting Sales
 (Canada), Weed & Co. (U.S.A.)

Personnel

President.....Senator W. R. Davies
 Station Manager.....Roy W. Hoff
 Chief Engineer.....Burt Coy

CJKL

KIRKLAND LAKE—EST. 1933

**CANADIAN BROADCASTING CORP.—
 TRANS-CANADA NETWORK**

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By...Northern Broadcast-
 ing & Publishing, Ltd.
 Address.....Govt. Road

Phone Number27
 Transmitter Location.....Dane, Ontario
 Time on the Air.....6:00 a.m. to 12:00 p.m.;
 Sun., 8:30 p.m. to 12 p.m.
 Newspaper Affiliation... Timmins Daily Press
 News Service.....Press News
 Transcription Service.. United, NBC Thesaurus.
 Lang-Worth
 Representative...National Broadcasting Sales

Personnel

PresidentR. H. Thomson
 General Manager.....Jack Davidson
 Station Manager.....Clair Chambers
 Commercial Manager....Chester Sutherland
 Chief EngineerTom Watson

CKCR

KITCHENER-WATERLOO—EST. 1929
 DOMINION

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Kitchener & Waterloo
 Broadcasting Co.
 AddressArcade Bldg.
 Phone Number3-3628
 Transmitter Location....2 miles outside of
 Kitchener
 Time on the Air.....7 a.m. to 11 p.m.
 News ServicePN
 Transcription Service....United Transcribed
 Service
 Representative.....Stovin & Wright

Personnel

Station Manager.....W. C. Mitchell
 Commercial Manager.....G. Liddle
 Chief Engineer.....Ion Hartman

CFPL

LONDON—EST. 1933—EST. 1922
 CANADIAN BROADCASTING CORP.—
 DOMINION NETWORK

Frequency: 1570 Kc.....Power: 5,000 Watts
 Owned-Operated By....London Free Press
 Printing Co.
 Address.....442 Richmond St.
 Phone Number.....Metcalf 5200
 Transmitter Location...Westminster Township
 Time on the Air.....7 a.m. to midnight
 Newspaper Affiliation ...London Free Press
 News Service.....CP
 Transcription Service..NBC Thesaurus, World
 Representative...Joseph Hershey McGillvra,
 Inc. (U.S.A.), Horace N. Stovin & Co. (Canada)

Personnel

President-General Manager. Wallis J. Blackburn
 Station Manager.....Donald J. Wright
 Commercial-Promotion Manager...Murray T.
 Brown
 Chief Engineer.....John Warden

CFCH

NORTH BAY—EST. 1931

CBC—TRANS-CANADA NETWORK

Frequency: 600 Kc.....Power: 100 Watts
 Owned-Operated By.....Northern Broadcast-
 ing & Publishing, Ltd.
 Address37 Main St., East
 Phone Number.....2400
 Transmitter Location....Callander Highway
 Time on the Air.....7:45 a.m. to 12:15 p.m.
 News Service.....Canadian Press
 Transcription Service....NBC Thesaurus;
 United Transcribed Service; Lang-Worth
 Representative...National Broadcasting Sales

Personnel

PresidentR. H. Thomson
 Station Manager.....Cliff Pickers
 Chief Engineer.....Jack Barnaby

CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.—
 TRANS-CANADA NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By....Canadian Broadcast-
 ing Corporation
 Business Address....Chateau Laurier Hotel;
 Victoria Bldg.
 Phone Number2-1151
 Studio AddressChateau Laurier Hotel
 Transmitter Location....Ottawa
 Time on the Air...7:00 a.m. to 12:05 midnight;
 Sun., 8:30 a.m. to 12:05 midnight.
 News Service.....CP, BUP
 Representative.....Canadian Broadcasting
 Corp., E. A. Weir

Personnel

General Manager.....Dr. Augustin Frigon
 Station Manager.....Charles P. Wright
 Commercial Manager.....E. A. Weir, CBC
 Chief Engineer.....Max Gilbert

CKCO

OTTAWA—EST. 1924

DOMINION

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated ByDr. G. M. Gilbert
 Address.....272 Somerset St., West
 Phone Number2-3611
 Time on the Air:8 a.m. to 11 p.m.; Sundays,
 12 noon to 11 p.m.
 News ServiceBUP
 Transcription Service....Associated Music
 Publishers; Lang-Worth
 Representative...Stovin & Wright (Canada);
 Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager.....G. M. Geldert
 Chief Engineer.....W. D. McLellan

CFOS

OWEN SOUND—EST. 1940
DOMINION

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Grey & Bruce Broadcasting Co.
Address: 904 Second Ave., East
Phone Number: 1940
Transmitter Location: R. R. No. 4, Sydenham Township, Ont.
Time on the Air: 7:45 a.m. to 9:15 p.m.; Sundays, 8:45 a.m. to 9:45 p.m.
Newspaper Affiliation: Owen Sound Daily Sun Times
News Service: Canadian Press
Transcription Service: World Broadcasting System
Representatives: Stovin & Wright (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President: Howard Fleming
Station Manager: Ralph T. Snelgrove
Chief Engineer: William Vallins

CFOR

ORILLA—EST. 1945

CBC—DOMINION NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Gordon E. Smith
Address: 32 Mississaga St.
Phone Number: 187
Transmitter Location: West and James Sts.
Time on the Air: 7 a.m. to 10 p.m.
News Service: BUP
Transcription Service: NBC Thesaurus, U.T.S.
Representatives: Stovin & Wright, (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President: Gordon E. Smith
Station Manager: Gordon E. Smith
Program Director: Harold Vaughn
Chief Engineer: J. D. McBride

CHOV

PEMBROKE—EST. 1942

CBC—DOMINION NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Ottawa Valley Broadcasting Co., Ltd.
Address: 97 Albert St.
Phone Number: 430
Transmitter Location: East of Pembroke
Time on the Air: 7 a.m. to 11:30 p.m.
News Service: BUP
Transcription Service: NBC Thesaurus
Representatives: H. N. Stovin Co. (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President: D. A. Jones

V. P.-Station Manager: E. G. Archibald
Sales Manager: W. M. J. Montaigne
Chief Engineer: W. E. Schmidt

CH EX

PETERSBOROUGH—EST. 1942

CANADIAN BROADCASTING CORP.—
DOMINION NETWORK

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By: Petersborough Broadcasting Co.
Address: 115 Hunter St.
Phone Number: 4643
Transmitter Location: Otana Bee Township
Time on the Air: 6 a.m. to 11:20 p.m.; Sat., to midnight
Newspaper Affiliation: Peterborough Examiner
News Service: Canadian Press
Transcription Service: NBC Thesaurus; United Transcribed Service, Lang-Worth
Representative: National Broadcasting Sales (Canada)

Personnel

President: Sen. W. Rupert Davies
Vice-President: Roy H. Thomson
Station Manager: Hal E. Cooke
Chief Engineer: Bert Crump

CFPA

PORT ARTHUR—EST. 1944

CBC—DOMINION

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Ralph H. Parker
Business Address: Public Utilities Bldg.
Phone Number: North 315
Transmitter Location: Memorial Ave.
Time on the Air: 7:30 a.m. to 11:30 p.m.
Transcription Service: Standard, Lang-Worth
Representatives: National Broadcast Sales, All-Canada Radio Facilities, Weed & Co. (U.S.A.)

Personnel

Chief Owner: Ralph H. Parker
General Manager: Ralph H. Parker

CHOK

SARNIA—EST. 1946

Frequency: 1070 Kc. Power: 5000 D., 1000 N.
Owned-Operated By: Sarnia Broadcasting Co., Ltd.
Address: Sarnia, Ont.

Personnel

Chief Executive: H. M. Hueston

CJIC

S S MARIE—EST. 1934

TRANS-CANADA

Frequency: 1490 Kc. Power: 250 Watts



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and Ontario, too!

Regular listenership ratings prove that CFRB has the lion's share of the Toronto audience. Further surveys show that CFRB controls a greater number of listeners in Ontario. This province represents 40% of Canada's total buying power!

CFRB

860 kc.
TORONTO

Representatives

Adam J. Young Jr., Incorporated, New York • Los Angeles • Chicago
All-Canada Radio Facilities Ltd., Montreal

Owned-Operated By Hyland Broadcasting Co.
 Address Windsor Hotel
 Representative . . . J. L. Alexander, McGillvra

Personnel

General Manager J. G. Hyland

CJCS

STRATFORD—EST. 1927
 DOMINION NETWORK

Frequency: 1240 Kc. Power: 100 Watts
 Owned By Central Broadcasting Co.
 Operated By Frank M. Squires
 Address Windsor Hotel
 Representative . . . All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

President, Manager F. M. Squires

CKTB

ST. CATHARINES—EST. 1933
 CBC—DOMINION NETWORK

Frequency: 1550 Kc. Power: 1,000 Watts
 Owned-Operated By Niagara District
 Broadcasting Co., Ltd.
 Address 12 Yates Street
 Representatives . . . National Broadcast Sales;
 Joseph Hershey McGillvra, Inc.

Personnel

Chief Owner Capt. W. B. C. Burgoyne
 General Manager H. G. Burgoyne

CKSO

SUDBURY—EST. 1935
 TRANS-CANADA

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By W. E. Mason
 Address 21 Elgin St.
 Phone Number 77-506
 Representative . . . All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

President W. E. Mason
 General Manager Don McGill

CKGB

TIMMINS—EST. 1933
 CBC—TRANS-CANADA NETWORK

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By . . . Northern Broadcasting
 & Publishing, Ltd.

Address Thomson Bldg., (Cedar St.)
 Representative National Broadcast Sales

Personnel

President R. H. Thomson
 Station Manager Harvey C. Freeman

CBL

TORONTO—EST. 1927
 CBC—TRANS-CANADA—NBC

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By CBC
 Business Address 354 Jarvis St.

Personnel

General Manager Dr. A. Frigon
 Commercial Manager E. A. Weir

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc. Power: 10000 Watts
 Owned-Operated By Rogers Radio Broad-
 casting Co., Limited
 Address 37 Bloor Street, West
 Phone Numbers Midway 3515-6-7
 Transmitter Location Aurora, Ontario
 Time on the Air 6 a.m. to 12:35 a.m.
 News Service AP, UP
 Transcription Service NBC Thesaurus;
 Lang-Worth; Associated
 Representatives . . . All-Canada Radio Facilities
 (Canada); Adam J. Young, Jr. (U.S.A.)

Personnel

President-General Manager . . . Harry Sedgwick
 Station Manager E. L. Moore
 Publicity-Program Director Wes McKnight
 Musical Director Wishart Campbell
 Record Librarian Cyril Denny
 Chief Engineer Jack Sharpe

See Page 653

CHUM

TORONTO—EST. 1945

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By York Broadcasters
 Limited
 Business Address 21 Dundas Square
 Phone Number Elgin 4271
 Transmitter Location Lawrence Ave. & Don
 Mills Road
 Time on the Air Sun-up to Sun-down
 Transcription Service Associated, Standard,
 U. T. S.
 News Service **BPB**

Personnel

President..... R. T. Fulford
 Gen. Mgr., Sales Mgr..... A. E. Leary
 Chief Engineer..... Aurel Boisvert
 Program-Production Mgr..... R. A. MacDougall
 Publicity Director..... Frederick Wilson
 Chief Announcer..... R. A. MacDougall
 Record M. C.'s..... Harvey Dodds, Richard
 Dickenson

C J B C

TORONTO—EST. 1936
 DOMINION—ABC

Frequency: 1010 Kc.....Power: 5000 Watts
 Owned-Operated By.....CBC
 Business Address.....354 Jarvis St.
 Phone Number.....Midway 5481
 Transmitter Location.....Dixie, Ont.
 Time on the Air...6:30 a.m. to 12:03 midnight
 News Service.....BUP, CP
 Representatives.....Canadian Broadcasting
 Corp., E. A. Weir

Personnel

Chief Executive.....Dr. Augustin Frigon

Station-Program Manager.....H. G. Walker
 Chief Engineer.....H. Hilliard

C K E Y

TORONTO—EST. 1945
 MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5,000 Watts,
 Day; 1,000 Watts, night
 Owned-Operated By.....Toronto Broadcasting
 Co., Limited
 Address.....444 University Ave.
 Phone Number.....WA 3881
 Transmitter Location.....Scarborough, Ont.
 Time on the Air.....24 hours daily
 News Service.....British UP & CP
 Transcription Service..World, Standard Radio
 & Lang-Worth
 Representatives...National Broadcast Sales;
 (Montreal); Donald Cook & Associates (U.S.A.)

Personnel

President, General Manager.....Jack K. Cooke
 Sales Manager.....George Bell
 Program Director.....Donald W. Insley
 Promotion-Publicity Director...Harry Whitton
 Chief Engineer.....E. O. Swan

C K L W

WINDSOR—EST. 1922
 MUTUAL

Commercial Manager.....Omer Renaud
 See Detroit, Mich. Listing

C K N X

WINGHAM—EST. 1926
 CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....W. T. Cruickshank
 and B. H. Bedford
 Address.....Josephine St.
 Phone Number.....158
 Transmitter Location.....Belgrave
 Time on the Air.....7:00 a.m. to 11:00 p.m.
 Newspaper Affiliation.....Almanac Weekly
 News Service.....BUP
 Transcription Service...NBC-Thesaurus, Cole

Personnel

Chief Owner-
 General Manager.....W. T. Cruickshank
 Station-Commercial Manager...Frank Johnson
 Program Director.....Tom Rafferty
 Sales Promotion Manager.....J. R. Brent
 Publicity Director.....F. Nowell Johnson
 Record M. C.....Alfred Collins
 Chief Engineer.....Scott Reid

★ There's a new station in ★

TORONTO, CANADA

Be sure to get the dope on
 CHUM, Mr. Time-Buyer—and put
 "The Friendly Station" down on
 your schedules!

CHUM is a 1,000 Watt Com-
 munity Station, offering you eco-
 nomical coverage of Canada's
 largest market.

CHUM

The Friendly Station
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REPRESENTATIVES:
 ADAM J. YOUNG JR. INC.—NEW YORK • CHICAGO
 RADIO REPRESENTATIVES LIMITED • MONTREAL

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924
DOMINION

MARITIME NETWORK

Frequency: 630 Kc. Power: 5000 D, 1000 N.
Owned-Operated By Island Radio Broad-
casting Co.

Address 85 Kent St.
Phone Number 741
Transmitter Location... West Royalty, P. E. I.
Time on the Air..... 7:30 a.m. to 12:15 a.m.
News Service... Canadian Press & British UP
Transcription Service..... Standard Radio;
Lang-Worth, WBS

Representative... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President..... Lt. Col. K. S. Rogers
Program-Commercial Manager. L. A. McDonald
Chief Engineer..... Robert F. Large

CHGS

SUMMERSIDE—EST. 1925
TRANS-CANADA

Frequency: 1480 Kc. Power: 100 Watts
Owned-Operated By R. T. Holman, Ltd.
Address 180 Water Street
Phone Number 133
Transmitter Location..... Summerside
Time on the Air: 7:30 to 8:30, 10 a.m. to 3 p.m.,
4 p.m. to 9 p.m.

Transmitter Location Holman Building
Representative Radio Representatives

Personnel

President H. T. Holman
Station Manager R. L. Mollison
Program Director-Chief
Announcer Albert A. Nicholson
Chief Engineer..... Angus McKie

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 1340 Kc. Power: 250 Watts
Owned By Radio Rouyn Abitibi Ltée.
Business Address... Reilly Bldg., Rouyn, Que.
Studio, Transmitter..... Amos, P. Q.
Time on the Air..... 16 hours daily
News Service PN
Representative Nat'l Broadcast Sales

Personnel

Chief Executive..... Roland Beaudry
Station Manager..... Jean Legault

CBJ

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By.. Canadian Broadcasting
Corporation
Studio Address..... 286A Racine St.
Phone Number 155-814
Transmitter Location..... 4 Larouche Avenue
Time on the Air..... 8:00 a.m. to 11:30 p.m.

Personnel

General Manager..... J. Augustin Frigon
Station Manager..... Vilmond Fortin
Chief Engineer J. E. Roberts

CHEF

GRANBY—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Horace Boivin
Address Granby, Quebec

Personnel

General Manager Jacques Thivierge

CKCH

HULL—EST. 1932

CBC—FRENCH NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned By Le Droit, Ottawa
Operated By Le Cie de Publication
de Hull CKCH Lt'li

Address 85 Champlain Ave.
Phone Number 2-1701
Transmitter Location..... Chelsa Rd., Quebec
Time on the Air..... 7:50 a.m. to 11:00 p.m.
Newspaper Affiliation..... Le Droit (Ottawa)
News Service..... Canadian Press
Transcription Service Thesaurus
Representative Radio Representatives,
Ltd., Howard H. Wilson (U.S.A.)

Personnel

President-General Mgr..... Esdras Terrien
Station Manager..... Raymond Benoit
Sales Manager..... Raymond Benoit
Promotion-Publicity Director... Raymond Benoit
Chief Engineer Max Gebhardt

CBF

MONTREAL—EST. 1936
CANADIAN BROADCASTING CORP.
AMERICAN BROADCASTING CO.
NATIONAL BROADCASTING CO.
FRENCH NET WORK

Frequency: 690 Kc.....Power: 50000 Watts
 Owned-Operated By...Canadian Broadcasting Corporation

Address1231 Ste-Catherine, West
 Phone NumberMARquette 8021
 Transmitter Location.....Vercheres, P. Q.
 Time on the Air.....7:29 a.m. to 12:03 a.m.
 (mid.); Sun., 8:59 a.m. to 12 Midnight
 News Service....British UP; Canadian Press

Personnel

Chairman, Board of Gov....Davidson Dunton
 General Manager.....Dr. Augustin Frigon
 Program Director.....Jean Beaudet
 Chief Technical Operator.....D. Roberts

CBM

MONTREAL—EST. 1937
CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.
CBC—EASTERN NETWORK

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By....Canadian Broadcast-
 ing Corporation

Address..... 1231 Ste. Catherine, West
 Phone NumberMARquette 8021
 Transmitter Location.....Marieville, P. Q.
 Time on the Air.....7:29 a.m. to 12:02 a.m.
 (mid.); Sun., 8:59 a.m. to 12:03 a.m.
 News Service....British UP; Canadian Press

Personnel

Chairman, Board of Gov....Davidson Dunton
 General Manager.....Dr. Augustin Frigon
 Program Director.....Jean Beaudet
 Commercial Manager.....Omer Renaud
 Publicity Director.....Leopold Houle
 Chief Technical Operator.....D. Roberts

CFCF

MONTREAL—EST. 1919
AMERICAN BROADCASTING CO.
CBC—DOMINION NETWORK

Frequency: 600 Kc.....Power: 500 Watts
 Owned-Operated ByCanadian Marconi
 Company

Address.....1231 St. Catherine St., West
 Phone Number..... Plateau 2577
 Transmitter Location.....Mount Royal Hotel,
 Peel St., Montreal

Time on the Air.....7 a.m. to 1 a.m.;
 Sundays, 8 a.m. to 1 a.m.

News Service.....British UP & C.P.
 Transcription Service.....NBC Thesaurus
 Representative...All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....S. M. Finlayson
 Station Manager.....J. A. Shaw
 Commercial Director.....P. E. Hiltz
 Sales Promotion Director.....E. H. Smith
 Chief Engineer.....J. G. Gettenby

CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 730 Kc.....Power: 5000 Watts
 Owned-Operated By.....La Compagnie De
 Publication de la Presse, Itee.

Address.....980 St. Catherine Street, West
 Phone NumberMARquette 3611
 Transmitter Location.....St. Hyacinthe, P. Q.
 Time on the Air.....Sunday, 8 to 1:05 a.m.;
 Monday to Saturday, 7 to 1:05 a.m.

Newspaper AffiliationLa Presse
 News Service.....BUP, P.N.
 Transcription Service.....Lang-Worth; United
 Transcribed System; World B.S.

Representative.....C. W. Wright (Toronto)
 Adam J. Young, Jr. (U.S.A.)

Personnel

President.....Hon. Sen. P. R. DuTremblay
 Managing Director.....Phil Lalonde



CKAC is the highest B.B.M. rated station in Quebec/French Market. More than 250,000 French Radio Homes listen to CKAC regularly.

CKAC La Presse, MONTREAL
 Affiliated with CBS

Representatives { Canada: C. W. Wright,
 Victory Bldg., Toronto, Ont.
 United States:
 Adam J. Young Jr., Inc.

Commercial ManagerAndre Daveluy
 Program-Musical Director...Paul-Emile Corbell
 Sales Promotion Manager.....Paul Gelinas
 Publicity-News-Traffic Director...Paul Gelinas
 Chief EngineerLeonard Spencer

CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....La Patrie Publishing
 Co., Ltd.

Address.....Sun Life Bldg., Dominion Square
 Phone Number.....Plateau 5225
 Transmitter Location.....St. Michel Rd., Ville
 St. Michel, P. Q.

Time on the Air.....8 a.m. to Midnight
 Newspaper Affiliation.....La Patrie
 News Service.....Press News
 Transcription Service.....Standard Radio
 Representative: J. A. Alexander (Canada); Jos-
 eph Hershey McGillvra (U.S.A.)

Personnel

General Manager.....Marcel Lefebvre
 Chief Engineer.....Alphonse Cloutier

CJAD

MONTREAL—EST. 1945

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By.....CJAD, Ltd.
 Business Address.....1191 Mountain Street
 Phone Number.....Plateau 1805
 Transmitter Location:

Chambly-MacKayville Highway
 Time on the Air.....6:30 a.m. to 11:00 p.m.
 News Service.....Canadian Press;
 British United Press

Transcription Service
 Standard Radio; Associated; Lang-Worth
 Representatives.....Adam J. Young, Jr.;
 National Broadcast Sales

Personnel

President-General Manager....J. Art. Dupont
 Station Manager.....Hal Cooke
 Program Director.....Hal Stubbs
 Production Manager.....Bob Harvie
 Publicity Director.....Ruth Stubbs
 Chief Announcer.....Terence O'Dell
 Chief Engineer.....Tom Sutton

CHNC

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
 Owned By.....The Gaspesia Radio
 Broadcasting Co., Ltd.

Operated by....Broadcasting Station CHNC
 AddressMain St.
 Phone Number38
 Transmitter Location..Sea Shore, New Carlisle

Time on the Air.....7:00 a.m. to 11 p.m.
 Transcription Service..World's Program Service
 Representative: All-Canada Radio Facilities,
 Ltd. (Canada); Joseph Hershey McGillvra
 (U.S.A.)

Personnel

President.....Dr. Charles Dumont
 General Manager.....Dr. Charles H. Houde
 Sales Manager.....Viateur Bernard
 Musical Director.....Madeleine Leblanc
 Chief Announcer.....Viateur Bernard
 Chief Engineer.....Fernand Turcotte

CBV

QUEBEC—EST. 1934

**TRANS-CANADA-DOMINION
 CBC—FRENCH NETWORK**

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By.....Canadian Broad-
 casting Corp.

Business Address.....Palais Montcalm
 Ottawa, Ont.

Phone Number8155
 Studio Address.....Palais Montcalm
 Transmitter Location....Charlesbourg, P. Q.
 Time on the Air.....8 a.m. to 11:30 p.m.
 News Service.....CP; BUP
 RepresentativesC. B. C.; O. Renaud

Personnel

CBC President.....Dr. Augustin Frigon
 Station Manager.....Maurice Valiquette
 CBC Publicity Director.....Leopold Houle
 CBC Commercial Manager.....O. Renaud
 Chief EngineerCharles Frenette

CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By.....CHRC, Ltd.
 Address11 Buade St.
 Phone Number2-8177
 Transmitter Location.....St. Louis Rd.,
 St. Foy, P. Q.

Time on the Air.....7:30 a.m. to midnight
 Transcription Service.....Lang-Worth
 Representative.....Adam J. Young, Jr., Inc.
 (U.S.A.); Jos. A. Hardy & Co., Ltd. (Canada)

Personnel

PresidentHervé Baribeau
 Station Manager.....J. N. Thivierge
 Commercial Mgr.-Program Director.A. Pelletier
 Promotion Director.....Miss Odile Thivierge
 Chief Engineer.....Arsene Nadeau

CKCV

QUEBEC—EST. 1924

**CANADIAN BROADCASTING CORPORATION
 TRANS-CANADA & DOMINION**

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....CKVC, Ltd.
 Address142 St. John St.
 Phone Number..... 2-1585
 Transmitter Location.....254 Marguerite-
 Bourgeois Ave.
 Time on the Air.....16 hours
 News Service.....Canadian Press
 Transcription Service.....World Broadcast-
 ing System; U.T.S.

Representative ... Radio Representatives, Ltd.
 (Canada); Weed & Co. (U.S.A.)

Personnel

President.....H. Baribeau
 Station ManagerPaul Lepage
 Program-Publicity Director.....Leon Lachance
 Commercial-Promotion Mgr.. Lucien A. Bernier
 Production Mgr. & Chief Ann..Leon Lachance
 Musical Director.....Beatrice Paquet
 Record m.c.....Marcel Leboeuf
 Chief EngineersAlbert Duberger,
 Marcel Belanger

CJBR

RIMOUSKI—EST. 1937

CBC

Frequency: 900 Kc.....Power: 5000 Watts
 Owned-Operated By....Central Public Service
 Corp., Ltd.

Address1 St. John St.
 Phone Number..... 396
 Transmitter Location.....Notre-Dame du
 Sacre Coeur

Time on the Air.....7:45 a.m. to 11:30 p.m.;
 Sundays, 8:45 a.m. to 11:30 p.m.

Newspaper Affiliation.....Le Progres du
 Golfe, L'Echo du Bas St. Laurent
 News Service.....CBC and Laurentian News
 Representatives...Stovin & Wright (Toronto);
 Adam J. Young, Jr. (U.S.A.)

Personnel

President.....J. A. Brillant
 Vice-Pres. and General Mgr...G. A. Lavoie
 Chief Engineer.....F. C. Doak

(Call Letters to Be Assigned)

RIVIERE DU LOUP

Frequency: 1400 Kc.....Power: 250 Watts

CKRN

ROUYN-NORANDA—EST. 1939

QUEBEC

CBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....La Cie de Radiodiffusion
 Rouyn Noranda Ltee.

Operated By.....Northern Broadcasting &
 Publishing, Ltd.

Business Address.....Reilly Bldg.
 Phone Number..... 1400
 Studio Address Reilly Bldg.
 Transmitter Location.....Reilly Building

Time on the Air.....7:30 a.m. to 11:30 p.m.
 News ServicePN
 Representative.....National Broadcast Sales

Personnel

Chief Executive.....Roland Beaudry
 Commercial Manager.....Allan Rogerson

CHGB

SAINTE ANNE DE LA POCATIERE

EST. 1938

CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...G. Thomas Desjardins
 Address.....Ste. Anne de la Pocatiere, Co.,
 Kamouraska, P. Q.

Phone Numbers:20; 24
 Transmitter Location.....East end of village
 Time on the Air.....8:00 a.m. to 11:30 p.m.;
 Sundays, 12:00 to 11:30 p.m.

Newspaper Affiliation....L'Action Catholique
 Transcription ServiceWorld
 Representative.....National Broadcast Sales

Personnel

Chief Owner.....G. T. Desjardins
 Sales Manager.....G. T. Desjardins
 Sales Promotion Manager.....Antoine Freue
 Program PublicityAlvien Dube
 Chief EngineerA. Dube

CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

DOMINION NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....La Tribune, Limitee
 Business Address.....3 Marquette Street
 Phone Numbers2071; 2072
 Studio Address3 Marquette St.

Transmitter Location.....King St., East
 Time on the Air.....7:25 a.m. to Midnight
 Newspaper AffiliationLa Tribune, Ltee.
 Transcription Service.....NBC Thesaurus;

United Transcribed System
 RepresentativeJ. A. Hardy, Contreal;
 E. J. Lefebvre, Magog

Personnel

President.....Hon. Jacob Nicol
 Manager.....A. Gauthier
 Promotion Director.....Jeanne Tremblay
 Commercial Manager.....Roland E. Bayeur
 Publicity Director.....J. L. Gauthier

CKTS

SHERBROOKE—EST. 1946

DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Telegram Printing
 6& Broadcasting Co., Ltd.
 Address3 Marquette St.

Phone Number971
 RepresentativeRadio Representatives

Personnel

Chief Executive ..Senator Charles B. Howard
 General ManagerA. Gauthier

CJSO

SOREL—EST. 1944

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By...Radio Michelieu, Ltee.
 Phone Number.....2477 ou 540
 Business Address.....72 du Roi St.
 Representative.....Radio Representatives
 Transmitter Location....St. Joseph De Sorel
 Time on the Air.....8 a.m. to 9:30 p.m. daily;
 Sunday, 11 a.m. to 9:30 p.m.
 Transcription Service World

Personnel

President.....J. A. Villeneuve
 General & Station Manager.....Aubin Morin
 Program Director-Production Manager
 Gerard Boulay
 Chief Announcer.....Gerard Boulay
 Musical Director.....George Codling
 Chief Engineer.....J. A. Villeneuve

CHLN

**TROIS-RIVIERES (THREE RIVERS)—
 EST. 1937**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Le Nouvelliste, Ltd.

Address.....Chateau de Blois Hotel
 Phone Number.....4500
 Transmitter Location....Three Rivers, P. Q.
 Time on the Air: 8 a.m. to 11 p.m.; Sunday,
 12 noon to 11 p.m.
 Newspaper Affiliation.....Le Nouvelliste
 News Service.....Press News
 Transcription Service....World Broadcasting
 System: United Transcribed System
 Representative...Radio Representatives, Ltd.

Personnel

Chief Executive.....Leon Trepanier
 Sales Promotion Manager....Yvon Marchand
 Program-Musical Director....Jean Laforest
 Chief Engineer.....Leon Trepanier

CKVD

VAL D'OR—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 100 Watts
 Owned By.....La Voix d'Abitibi Cie, Ltd.
 Operated By.....Northern Broadcasting &
 Publishing, Ltd.

AddressVal D'Or
 Phone Number.....500
 Studio Address.....Third Ave.
 Transmitter Location.....Third Ave.
 Time on the Air.....8 a.m. to 11:30 p.m.
 News Service.....Canadian Press

Personnel

Chief Executive.....Roland Beaudry
 Station Manager.....Jean Legault

SASKATCHEWAN

CHAB

MOOSE JAW—EST. 1935

CBC—DOMINION NETWORK

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By.....CHAB, Ltd.
 Address.....Grant Hall Hotel
 Phone Number2634
 Transmitter Location....Boharm, Sask.
 Time on the Air.....6 a.m. to 11:45 p.m.;
 Sun., 7 a.m. to 11:45 p.m.

News Service.....British UP
 Transcription Service....Lang-Worth & U.T.S.
 Representative...All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

President.....A. E. Jacobson
 Station Manager.....H. C. Buchanan
 Sales Manager.....Glen Turner
 Sales Promotion Manager..Graham Henderson
 Assistant Manager & Program Director...J. S.
 Boyling

Production Manager.....Bob Giles
 Record M. C.....Jim Cloak

CKBI

**PRINCE ALBERT—EST. 1934
 DOMINION**

Frequency: 900 Kc.....Power: 5000 Watts
 Owned-Operated By....Central Broadcast-
 ing System, Ltd.

AddressSanderson Building
 Phone Number.....2621
 Transmitter Location...7½ miles south of city
 on Highway No. 2
 Time on the Air...6:00 a.m. to 12:00 midnight;
 Sundays, 8:00 a.m. to 11:30 p.m.

News Service.....British UP
 Transcription Service.....Theasaurus
 Representative...All-Canada Radio Facilities
 Weed & Co. (USA)

Personnel

Chief Executive.....L. E. Moffatt

Sales Manager.....G. M. Prest
 Chief Engineer.....Tom Van Ness
 Program Director.....George Kergan

CKCK

REGINA—EST. 1922
 TRANS—CANADA

Frequency: 620 Kc.....Power: 5000 Watts
 Owned By.....The Regina Leader-Post, Ltd.
 Operated By.....All-Canada Radio Facilities,
 Ltd.

Address.....Leader Post Bldg.
 Phone Number.....8525
 Transmitter Location.....Pilot Butte
 Time on the Air.....6:30 a.m. to 11:30 p.m.;
 Newspaper Affiliation.....The Regina
 Leader-Post

News Service.....British UP; PN
 Transcription Service.....NBC Thesaurus;
 Standard Radio

Representative...All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Executive.....Victor Sifton
 Station Manager.....H. A. Crittenden
 Commercial Manager.....Jack Sayers
 Chief Engineer.....E. A. Strong

CKRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.
 DOMINION NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By Transcanada Communica-
 tions, Limited

Business Address.....1819 Cornwall St.
 Phone Number.....7631
 Studio Address.....Fidelity Life Bldg.
 Transmitter Location...Victoria Plains, Sask.
 Time on the Air.....17 Hours Daily
 Newspaper Affiliation..Saskatchewan Farmer
 News Service.....Press News
 Transcription Service.....Lang-Worth &
 World L.S.

Representative..All-Canada Radio Facilities,
 Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Victor Sifton
 Station Manager.....Wm. A. Speers
 Commercial Manager.....Bruce M. Pirie
 Chief Engineer.....W. McDonald

CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.
 DOMINION NETWORK

Frequency: 600 Kc.....Power: 5,000 Watts
 Owned-Operated By.....A. A. Murphy &
 Sons, Limited

Address.....216 First Ave., North
 Phone Number.....7282
 Transmitter Location.....Exhibition Grounds
 Time on the Air.....7:00 a.m. to 11:30 p.m.
 News Service.....British UP
 Transcription Service: NBC Thesaurus; Stan-
 dard Radio; Langworth
 Representatives...Radio Representatives, Ltd.,
 Horace Stovin (Canada); Howard H. Wilson
 Co. (U.S.A.)

Personnel

President.....A. A. Murphy
 Station-Commercial Manager.. Vernon Dallin
 Chief Engineer.....Len Hoskins

CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.—
 TRANS-CANADA NETWORK

Frequency: 540 Kc.....Power: 50000 Watts
 Owned-Operated By..Canadian Broadcasting
 Corp.

Business Address...300 Manitoba Telephone
 Bldg., Winnipeg, Manitoba

Phone Number.....97261
 Studio Address.....Telephone Bldg., Winni-
 peg, Manitoba

Transmitter Location.....Watrous, Sask.
 Time on the Air.....7:55 a.m. to 12:34 a.m.

News Service.....CP, BUP
 Representative.....F. A. Weir, 55 York St.,
 Toronto, Ont., CBC

Personnel

General Manager.....Dr. Augustin Frignon
 Station Manager.....James R. Finlay
 CBC Commercial Manager (Toronto)...E. A.
 Weir

Chief Engineer.....R. L. Punshon

CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.
 DOMINION NETWORK

Frequency: 940 Kc.....Power: 1000 Watts
 Owned-Operated By.....Yorkton Broad-
 casting Co., Ltd.

Address.....Smith-Mackay Bldg.
 Phone Number.....324

Remote Studios...Dawson Richardson Bldg.,
 Winnipeg, Manitoba

Transmitter Location.....Yorkton
 Time on the Air.....17 Hours

News Service.....BUP
 Transcription Service.....World, U. T. S.

Representatives...Stovin & Wright (Canada);
 Adam J. Young, Jr. (U.S.A.)

Personnel

Chief Executive.....Dawson Richardson
 General Manager.....A. L. Garside
 Commercial-Promotion Mgr..Douglas McBride
 Chief Engineer.....Art Mills

SMOOTH IS THE WORD FOR IT!

The new transcribed

BARRY WOOD SHOW

It's new! It's exciting! Fifteen minutes of the smoothest music ever available for local and regional sponsors. Currently produced in New York on a five-per-week schedule. Already sold in 76 markets.

FREDERIC W.

ZIV

C O M P A N Y

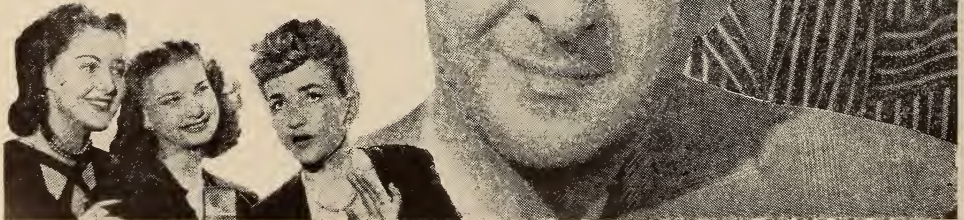
1529 MADISON ROAD
CINCINNATI, OHIO

NEW YORK • CHICAGO • HOLLYWOOD

WITH
★ MARGARET
WHITING

★ THE
MELODY
MAIDS

★ HENRY
SYLVERN
AND
ORCHESTRA



PRODUCTION



Program Producers




Transcription Companies



Music

Just
playing hours—



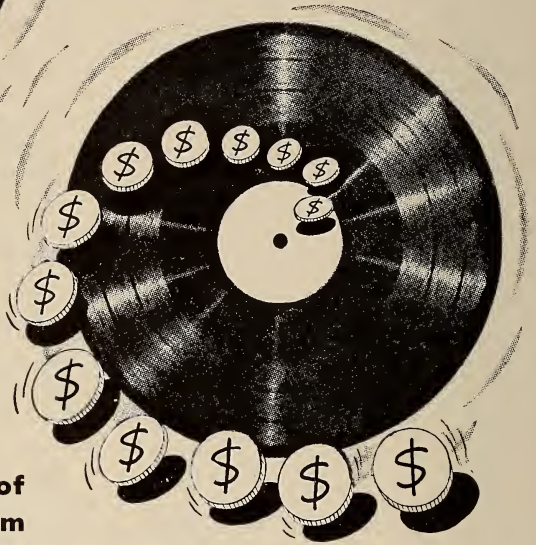
or
Paying hours?

ASSOCIATED offers MOST Hours of the Best RADIO Music... program material that really pays off!

WHEN YOU COMPARE transcribed libraries, it's not just the big names that count...it's topnotch showmanship *all along the line*. That's how a library helps *you* sell—helps your *clients* sell!

Break down the number of playing hours into *paying* hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

1. You can offer advertisers *greater program value* than other local stations...more and



bigger proven attractions, on ASSOCIATED'S incomparable, *vertically-cut* transcriptions.

2. With these features, you can hold big audiences *at low cost* against high-budget network competition.

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music... a plus for AM, a must for FM

PROGRAM PRODUCERS

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y.
Phone, BRyant 9-5600. President Chas.
A. Alicoate; Secretary-Treasurer, F. E.
Miles. **SERVICES OFFERED:** Production
of film programs, stock shot film library,
cutting rooms, private projection
theaters, and distribution of motion pictures
for television stations.

Advertisers Recordings Limited

633 Dominion Square Bldg., Montreal,
Quebec, Canada. Phone Marquette 6368.
President-General Manager, Walter P.
Downs; Secretary, Mary Helen Gerl.
SERVICES OFFERED: Transcription and
private wire service to the following
Montreal agencies: Cockfield Brown
& Co., J. Walter Thompson Co., McKim
Advertising, Ltd., J. J. Gibbons, Ltd.,
MacLaren Advertising Co., Ltd., Ronalds
Advertising, Ltd., Canadian Advertising
Agency, Ltd., McConnell Eastman
& Co., Ltd., Harry E. Foster Agencies,
Harold F. Stanfield, Ltd.

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y.
Phone, CIrcle 6-0141-0142; President,
James A. Miller; Secretary-Treasurer,
George R. Smith; Secretary E. B. McCutcheon.
SERVICES OFFERED: Program production,
Millertape editing, wax and instantaneous
recording, studio rental.

Air Features, Inc.

247 Park Ave., New York. Phone,
Wickersham 2-2700.

Alton Alexander

1270 Sixth Ave., New York, N. Y.
Phone, Columbus 5-8132. **SERVICES
OFFERED:** Production, scripts, direction
of both live talent and transcribed
programs ad writers.

American Broadcasting Company

University Building, Seattle 1, Wash.
Executive Producer, John Milton; Program
Head, Lorrie Lyn; Accounts Manager,
Lionel Lennox; Chief Engineer, E.
J. Reilly. **SERVICES OFFERED:** Acoustical
studios for rehearsal available to
producers, recorders and producers of
transcriptions; developers of radio programs—
live and transcribed.

American Institute of Food Products

509 Madison Ave., New York 22, N. Y.
Phone, PLaza 3-7146. President, Dr.
Walter H. Eddy; General Manager, Robert
A. Bories. **SERVICES OFFERED:** Origination,
writing and production of programs
specializing in food and kindred accounts.
("Food and Home Forum" participating
program on WOR, New York). Also "For
Women Only" participating program on
WHN, New York City, featuring Ella
Mason.

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y.
Phones, WOrth 2-3322, REctor 2-5841.
President, Herman Younglieb; Secretary,
Ann Barbinel. **SERVICES OFFERED:** Program
production, script and transcription library.

American Royal Productions

7928 Michigan Ave., Oakland 3, Calif.
Phone, TRinidad 6115. M. Scott Weakley,
Manager; M. W. Muga, Producer. **SERVICES
OFFERED:** Commercial recording and
transcription service, dramatized
announcements, custom-built shows,
high fidelity domestic and international
short-wave aircheck service.

F. D. Anderson

Suite 319-22 Paul Brown Bldg., St.
Louis, Mo. Phone, Garfield 1055. Manager,
F. D. Anderson. **SERVICES OFFERED:** Program
and spot announcement production on
local participating programs.

YOU'D BE PROUD, TOO

In the first TWELVE Hooperated
programs for five years . . .

First of ALL radio's anti-crime
programs for four years . . .

Winner of the Distinguished Merit Award
of the National Conference of Christians and
Jews, as the outstanding network series of 1945.

"MR. DISTRICT ATTORNEY"

Produced and directed by
Edward A. Byron

Written by Mr. Byron and
Robert J. Shaw

Sponsored by Bristol-Myers on
NBC

Agency: Doherty, Clifford &
Shenfield

BYRON PRODUCTIONS, Inc.
730 Fifth Ave., New York 19, N. Y.

Jerry Franken, *Promotion*

Arts Recording Studios

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-7464. Director, Richard F. Frohlich; Script Editor, Vidginia Shea. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP licensed stations.

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, H. Rittenberg; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, Miss Fitzgerald; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman. BRANCH OFFICE: 45 Richmond St. W., Toronto, Can. Phone, Adelaide 3248. Manager, K. H. Gregory. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Program Service, Inc.

25 W. 45th St., New York, N. Y. Phone, BRyant 9-0845. Harry E. Houghton, President and Chairman of the Board; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Transcription Library (vertical).

Associated Radio-Television Productions

Empire State Bldg., New York 18, New York. Phone, LOnGacre 3-7040. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED:

Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

Associated Releases

P. O. Box 1213, Hollywood, Calif. Phone, HILLside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

Ann Barbinel

54 Riverside Drive, New York, N. Y. Phone, ENdicott 2-4351. SERVICES OFFERED: Creation and production of Radio and Television programs; casting; custom-built package shows.

Basch Radio Productions

17 East 45th St., New York, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. BRANCH OFFICES: 326 Buckley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones; 6362 Hollywood Blvd., Hollywood 28, Cal. Phone, Granite 6113, Homer Griffith. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs, live and film.

Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 6-4224. President, Walter Batchelor; Secretary-Treasurer, Henry H. Daagand. SERVICES OFFERED: Program production.

Baudry-Harwood Radio Productions

1318 Sherbrooke St., East, Montreal, Que., Canada. Phone, Falkiak 2465. Partners, Mrs. Edouard Baudry, Lt., R. W. Harwood; Radio Director, Rolland Bedard; Script Writers, René O. Boivin, E. P. Morin. SERVICES OFFERED: Scripts, program production, translations, scripts, recordings.



The BEST In TRANSCRIBED PROGRAMS

For 16 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 600 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

- "THE THEATRE OF FAMOUS RADIO PLAYERS"** . 26 1/2-hour shows
Entire cast of Hollywood network performers
- "EAT-ITORIALLY SPEAKING"** 78 1/4-hour shows
Starring Dick Stone in the most unusual food program in the country
- "REAL ROMANCES"** 52 1/4-hour shows
Dramatizations of Stories in Real Romances Magazine
- "SONGS OF CHEER & COMFORT"** 52 1/4-hour shows
Starring Richard Maxwell, famous Gospel singer
- "THE VAGABOND ADVENTURER"** 39 1/4-hour shows
Starring Tom Terriss, Internationally known adventurer
- "UNSOLVED MYSTERIES"** 39 1/4-hour shows
Dramatizations of true mysteries as yet unsolved
- "ONE I'LL NEVER FORGET"** 156 5-minute shows
Unusual sports stories, starring Jack Stevens
- "TWILIGHT TALES"** 94 1/4-hour shows
Fairy tales for children, unusually told by Elinor Gene
- "DAN DUNN, SECRET OPERATIVE No. 48"** 78 1/4-hour shows
Juvenile series based on famous newspaper cartoon strip
- "FUN WITH MUSIC"** 26 1/4-hour shows
Starring Sigmund Spaeth, The Tune Detective
- "UNCLE JIMMY"** 156 1/4-hour shows
Daytime family serial, starring William Farnum
- "FAMOUS MOTHERS"** 78 5-minute shows
Starring Jane Dillon. All parts taken by Miss Dillon
- "JERRY & SKY, THE MELODY MEN"** 208 5-minute shows
Hillbilly series, may be used as 5 or 15-minute program
- "IMPERIAL LEADER"** 52 1/4-hour shows
Dramatized life story of Winston Churchill
- "HISTORY IN THE MAKING"** 52 1/4-hour shows
Dramatizations of outstanding historical events
- "FURS ON PARADE"** 26 1/4-hour shows
Sponsored successfully by hundreds of fur retailers
- "A CHRISTMAS CAROL"** 1 1/2-hour show
Original one-half hour adaptation starring Tom Terriss
- "ADVENTURES IN CHRISTMASTREE GROVE"** . . 15 1/4-hour shows
Sponsored annually by more than 200 department stores
- "SANTA'S MAGIC CHRISTMAS TREE"** 15 1/4-hour shows
Another outstanding Christmas holiday promotion

Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.

One of The Country's Largest Program Producers

Marcel Baulu—Laboratoire De Reduction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator - Secretary, Madeleine Painchaud.

Richard Bradley & Associates

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 9697. President, Richard Bradley; Secretary-Treasurer, B. J. Tunick. SERVICES OFFERED: Program production, air-checks, script service, studios, film projection service, transcribed productions.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, R. Castle Brown; SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

Brandt Production Service

2063 E. 23rd St., Brooklyn, N. Y. Phone, SHeepshead 3-3075. Associates, Ruth and Mae Brandt. SERVICES OFFERED: Program production, scripts, radio commercials, musical jingles, television scripts.

Walter Biddick Co.

1151 S. Broadway, Los Angeles 15, Cal. Phone, Richmond 6184. Manager, L. Hill. SERVICES OFFERED: Transcriptions, production.

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Owner and Director, John Stamford; Assistant Director, Bryce Talbot; Secy.-Treas., Loretta Clusman. SERVICES OFFERED: Program building, time buying, dramatic production, transcription building, directing and recording, continuity-writing, spot-writing and placement.

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hempsted 1753. General Manager, G. C. Bird. SERVICES OFFERED: Transcribed radio programs, (open end), available to stations, agencies and sponsors.

Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen. SERVICES OFFERED: Transcribed programs, sound effects library, script service, foreign language programs for all South American and European countries.

Fritz Blocki Productions

420 Madison Ave., New York, N. Y. Phone, PLaza 9-6180. SERVICES OFFERED: Production, scripts, direction, complete package shows.

Carl Byoir & Associates

10 East 40th St., New York, N. Y. Phone, ASHland 4-3466. Radio Director, Helene Jamieson Jordan; Assistant Radio Director, Norine Freeman. BRANCH OFFICES: 829 National Press Bldg., Washington, D. C. Phone National 8945. Executive-in-Charge, William Wright; 310 South Michigan Ave., Chicago, Ill. Phone, Harrison 2022. Executive-In-Charge, George Dye. SERVICES OFFERED: Scripts for Women broadcasters, news material, special features.

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VANDerbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, John Babb. SERVICES OFFERED: Transcriptions, phonograph records, studio facilities: AM, FM and television "off the air" recordings, production and recording of transcribed programs, spot announcements, audition records and pressings.

Byron Productions, Inc.

730 Fifth Ave., New York, N. Y. Phone, Circle 6-2677. Owner-President, Edward A. Byron; Casting Director, Sylvia Lowy; Publicity Director, Jerry Franken. SERVICES OFFERED: Package programs.

Stanley J. Wolf

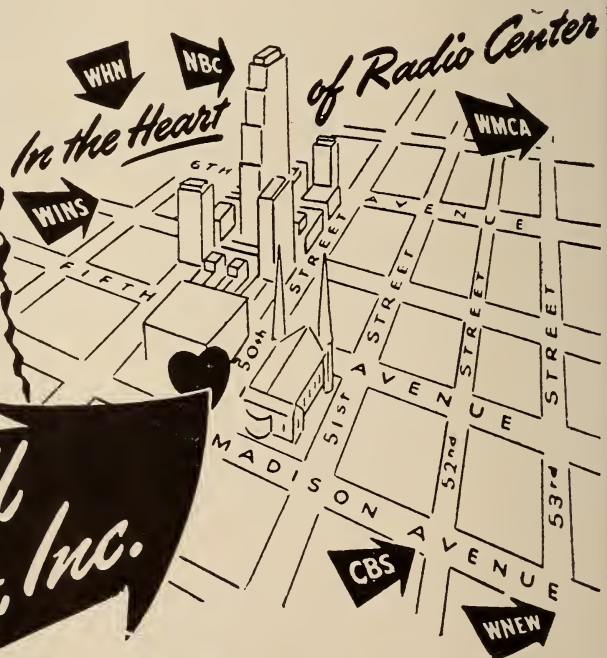
RADIO PRODUCTIONS

LIVE AND TRANSCRIBED



1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions.
24 hour service.
3. Luxurious studio, John-Manville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.

*Rockhill
Radio, Inc.*



**18 East 50th
ELdorado 5-1860**

The Caples Company

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LExington 8-0850. Hudson F. Meyer, Vice-President; Ruth D. Folster, Space-Time Buyer; Charles Fritzsche, Production Manager. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing, Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

Carr & Stark, Inc.

366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-2636. Charles Stark, President; Thomas S. Carr, Vice-President. SERVICES OFFERED: Complete radio and television services and staff, programs for both media prepared and executed, scripts, programs built and produced, time buying, transcription building for retail or national spot campaigns, open end transcriptions, syndicated shows, musical jingles.

The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, Wisconsin 7-9244. President, Bruce Chapman; Program Director, Dan Morley; Editor, Cecil Secret; Production Manager, Quentin Gulliver. REPRESENTATIVE: Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800. SERVICES OFFERED: Program production, commercial scripts, package shows.

Mary D. Chase

234 West 44th St., New York 18, N. Y. Phone CHickering 4-5141. Mary D. Chase, Program Producer; Edward Hall, General Manager. SERVICES OFFERED: Package shows (live and transcribed), ideas, scripts, production for radio and television.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone Webster 7795. Manager, Carle A. Christensen; Sales Manager, John Kumler. SERVICES OFFERED: Recording, scripts, talent, program production, sound-slide.

Leslie Clucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. BRANCH OF-

FICE: 6331 Hollywood Blvd., Hollywood 28, Calif., Leslie Clucas, Owner. Phone, Hollywood 5111. SERVICES OFFERED: Program production of package shows and talent representative.

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, Mrs. Russell C. Comer. SERVICES OFFERED: Production of syndicated programs and serials.

Commercial Broadcasting Services, Ltd.

Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 2625. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program & Script Department, S. K. Smith. SERVICES OFFERED: Live talent productions, syndicate transcriptions, custom recordings, time placements.

The Jack L. Cooper Radio Advertising Service

1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper. BRANCH OFFICE: 14 N. Western Ave., Chicago 12, Ill. Phone, Monroe 9060. Gertrude R. Cooper, Secretary-Musical Director.

Louis G. Cowan, Inc.

250 W. 57th St., New York, N. Y. Phone, Circle 6-4864. Louis G. Cowan, President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, General Manager; Daniel Saldenberg, Music Director; Eliza Merrill Hickok, Publicity Director; Rachel Stevenson, Research Director; Mary Watt, Program Coordinator. BRANCH OFFICE: 8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. John B. Lewellen, Vice-President. SERVICES OFFERED: Production package programs for network broadcasting, production transcription programs, program consultants.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

Cruger Radio Productions

5800 Carlton Way, Hollywood 28, Calif. Phone, HEmpstead 8254. General Manager, Paul Cruger; Art Director, Elmer Davis; Musical Director, Darrel Calker; Production and Talent, John Carington; Script Editor, Charlie Paul; Writers, Walter Jensen, Al Hill, Jr. BRANCH OFFICE: 25 West 70th St., N. Y. 23, N. Y. Executive-in-Charge, Emil Zubryn.

**Patrick Michael Cuning
Television Productions**

(Stage 8) 6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. Patrick Michael Cuning, In-Charge-of-Production; Marcia Drake, Associate on Production; William E. Smith, Telecinographer; Bert Wrench, Telecine Editor; Arthur Eddy, Director of Public Relations. SERVICES OFFERED: Production of telecine films and live-action teleserials, telefeatures, and telecommercial spots.

**Damon Transcription
Laboratory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner, Victor Damon; General Manager, B. J. Humphries. SERVICES OFFERED: Studio and portable transcribing, re-recordings and vinylite pressings, program and announcement production, sound amplification equipment leased.

Mac Davis Sports Features

1 Montgomery Place, Brooklyn, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED: Complete building service for all types of sports programs, ideas, scripts, talent, production of live and transcribed shows for national, regional or local use, syndicated sports-script service.

Jerry Devine Productions

230 Park Ave., New York, N. Y. Phone, Murray Hill 4-4243.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COLUMbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

**East Texas State Teachers
College**

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, Alva E. Alford; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

**B. Ellis Associates Radio
Productions**

11 East 44th St., New York 17, N. Y. Phone, MURray Hill 2-7862-3. Bruce Ellis, Director. SERVICES OFFERED: Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants, transcriptions.

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.

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Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Helen D. Kelleher; Vice-President, Fred de Jaager; Secretary, Arthur Lubo. SERVICES OFFERED: Transcription and production of transcribed shows.

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan; Alfred J. Lewis, Manager. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

Fadiman Associates, Ltd.

1501 Broadway, New York, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

Fanchon & Marco (F & M Stageshows, Inc.)

1501 Broadway, New York, N. Y. Phone, CHickering 4-3956. Radio Director, Charles E. Toffler. SERVICES OFFERED: Production, talent, Package Shows.

Fenton Productions

38 E. 57th Street, New York 22, N. Y. Phone, PLaza 3-1030. Mildred Fenton, Kay Elliot, Mark Goodson, Grace King. SERVICES OFFERED: Package Productions.

Film Associates Co.

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. Owner, E. Ray Arn, Jr.; Sound Engineer, R. D. Higgs; Director, J. Swank. SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings. Producers of industrial motion pictures.

Five-Minute Features

822 South Park View, Los Angeles, Calif. Director, Cal Frederick (Services, Script).

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6373. H. E. Foster, President; T. J. Quigley, Radio Time Buyer; W. R. T. Cory, Commercial Script Writer; J. R. K. Taylor, Script, Continuity and General Publicity Writer; C. Ralph, Account Executive — Radio. BRANCH OFFICES: 718 Sun Life Bldg., Dominion Square, Montreal. Phone, Belair 1984. J. C. Nicholls, Rep. 119 W. Pender St., Vancouver, B. C. Larry Webster, Rep. 612 Barrington St., Halifax, N. S. Ervin S. Murray, Rep. SERVICES OFFERED: General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Manager, M. L. Sanderson. SERVICES OFFERED: Dramatizations, electrical recordings, complete production, radio shows.

Frederick Bros. Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 6-2144. President, L. A. Frederick; Vice-President, W. Carl Snyder; Vice-President, Tom Kettering; Secretary and Treasurer, B. W. Frederick; Manager of Radio Department of Hollywood office, Bill Peck. BRANCH OFFICES: 75 East Wacker Drive, Chicago, Ill. State 0003. Vice-President, W. Carl Snyder. 8584 Sunset Blvd., Hollywood, Cal. Crestview 1-6244. President, L. A. Frederick. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, talent. Also complete spot announcement services.

Frontenac Broadcasting Agency

394 Bay St., Toronto, Ont. Phone, Waverly 4635. G. J. Carter, Managing Director; R. Munro, Account Executive; A. R. Robertson, Account Executive; R. Howe, Account Executive; June Beavan, Continuity Editor. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

JERRY DEVINE PRODUCTIONS

MEMBER OF
RADIO WRITERS' GUILD

MEMBER OF
RADIO DIRECTORS' GUILD

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MUrray Hill 4-6148. President, Allen A. Funt (on leave with U. S. armed forces); Vice-President, Dorothy Funt; Manager, Jack Farnell. SERVICES OFFERED: Syndicated programs, program production.

Gale, Inc.

48 West 48th St., New York, N. Y. Phone number LOngacre 3-0350. President, Moe Gale. SERVICES OFFERED: Producers of package radio shows and live talent.

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. Thomas G. Rockwell, President; Ben Bodec, Executive In Charge of Radio. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Executive-in-Charge, Bob Weems; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Executive-in-Charge, Art Frew. SERVICES OFFERED: Program production, package shows, artists' representative.

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions. production, script, recording talent, off-the-wire and off-the-air recordings.

William Gernannt

6330 West Olympic Blvd., Los Angeles 36, Calif. Phone, Wyoming 6021. SERVICES OFFERED: Package shows, production.

John Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, Columbus 5-6402. Owner, John Gibbs. SERVICES OFFERED: Program production, scripts, talent representation.

Arthur M. Godfrey Productions

808 Earle Bldg., Washington 4, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Arthur Godfrey Package.

Harry S. Goodman Radio Productions

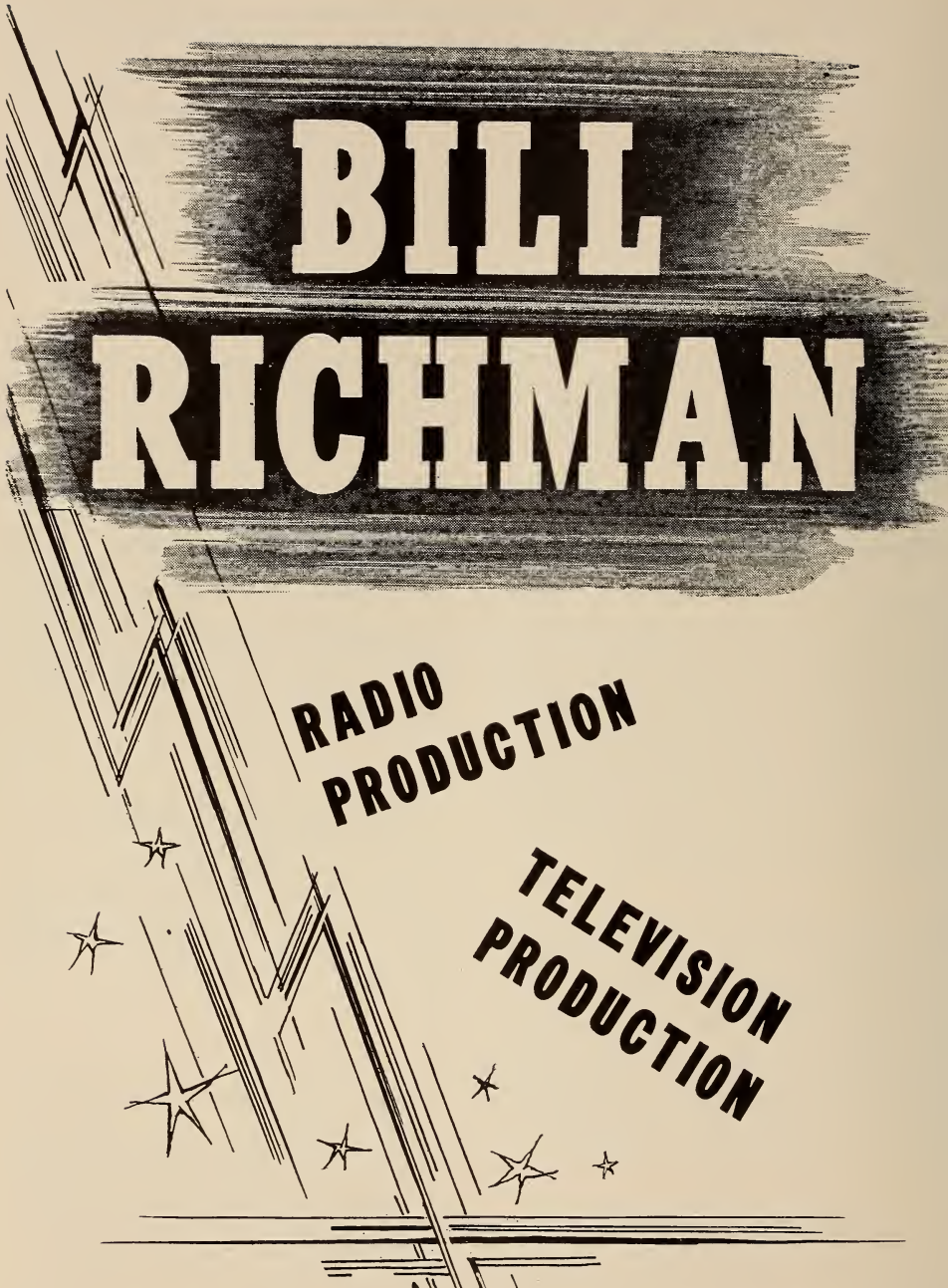
19 East 53rd St., New York, N. Y. Phone, Wickersham 2-3338. Harry S. Goodman, General Manager-Program Director; William Fender, Assistant Program Director; H. Knuth, Production Manager; E. Goodman, Sales Manager. BRANCH OFFICE: 206 S. Spring St., Los Angeles, Calif. George Ruthenberg, West Coast Manager. SERVICES OFFERED: Syndicated transcribed shows. Custom-built programs and spot announcements. Live program packages and Television programs.

Gordon Broadcasting & Publishing Co.

356 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English, Spanish, Hungarian and German language.

Gordoni Radio Productions

1258 S. Michigan Ave., Chicago, Ill. Phone, Webster 2161, Wabash 5270. Lilla Gordoni, owner; Stan Gordoni, Manager; Al Halus, Dramatic Director; Beverly Ruby, Assistant Dramatic Director; Grace Ingram, Musical Director; Virginia Urban, Registrar - Secretary. BRANCH OFFICE: 201 W. 49th St., New York. Julia Heath, Booking Agent. SERVICES OFFERED: Talent, Script, Production, Transcription and Recording Services. Big City Parade Transcribed Show. Radio and Television School. Courses in Acting, Announcing, Singing. Approved for Veterans. Placement Service.



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Melchor Guzman Co., Inc.

45 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 7-0624. Vice-President in charge, A. M. Martinez.

Leland Hayward, Inc. (MCA Management, Ltd.)

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. BRANCH OFFICE: MCA Artists, Ltd., 9370 Burton Way, Hollywood, Calif. Phone, Crestview 6-2001. SERVICES OFFERED: Program production.

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer; Musical Director, Al Marsico. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks, slide film recordings.

Arthur Henley

88-04 63rd Drive, Forest Hills, N. Y. Phone, HAVemeyer 3-6729. SERVICES OFFERED: Creation and production of package shows, spot announcements, scripts.

Hispano Spanish Broadcasting Co.

105 E. 1st Street, Los Angeles 12, Calif. Phone, Mi 4433. President-General Manager, Tony Sein; Vice-President-Secretary, H. Valenzuela; Musical Director, Fortunio Tinoco; Script Department, Beatriz Gurrola; Technical Department, J. I. Medina. SERVICES OFFERED: Spanish program production or participation.

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. William F. Holland, Owner-Buyer; D. E. Holland, Office Manager; B. J. Holland, Production Manager.

Hollywood Transcriptions

4918 Santa Monica Blvd., Los Angeles 27, Calif. Phone, Normandie 2-3889. Partnership: J. Elmer Keefer and Robert E. Morris. SERVICES OFFERED: Transcribed programs and producing.

Lu Howard Radio Productions, 1674 Broadway, New York, N. Y. Phone, Circle 6-4268. President, Lucille Howard; Vice-President and Treasurer, David S. Bernard; Vice-President and Secretary, Sunny S. Banks; General Manager, Douglas M. H. Chandler. SERVICES OFFERED: Radio production transcriptions, script service, package and custom built shows, personal and representative of talent.

Hummert Radio Features

247 Park Ave., New York, New York. Phone, Wickersham 2-2700. Partners: Frank & Anne Hummert. BRANCH OFFICE: 289 Greenwich Ave., Greenwich, Conn. Phone, Greenwich 4620. General Manager, Charles Leib. SERVICES OFFERED: Creators and producers of network radio productions.

Inter-California Broadcasting System

253 Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Manager, Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Margaret Lamar. SERVICES OFFERED: Production of Spanish Language Programs. over Radio Station XEGM.

International Productions, Ltd.

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; A. R. Tidy, Radio Executive; R. J. Sloane, Recording and Transcription Division; R. Flook Sound Engineer & Public Address Equipment; Gordon Howard,

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Script & Commercial Copy Writer; Edith Roynon, Script Production. **SERVICES OFFERED:** International Productions is formed for the production of radio programs, both live and transcribed. Other activities range from flash announcements to one hour symphony programs.

International Radio & Television Features

152 E. 53rd St., New York, N. Y. Phone, Plaza 5-5781. Managing Director, Jack H. Lloyd. **SERVICES OFFERED:** Production of live and transcribed programs, jingles and spot announcements for radio and television, program ideas and consultation, package shows, foreign language continuity.

Harry R. Jacobs Productions

8820 Sunset Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Sales Manager, Bernice Lawrence.

Estella H. Karn

49 West 45th St., New York, N. Y. Phone, Vanderbilt 6-3860. **SERVICES OFFERED:** Program production.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Recording Manager, Richard Hutchinson; Production and Talent, Vernon W. Rich; Production and Scripts, Wilfred S. Baetz. **BRANCH OFFICE:** 1121 Vermont Ave., N.W., Washington, D. C. Phone, District 1640, Harry Penn, Joe Tate, Eugene Rosen. **SERVICES OFFERED:** Custom built live talent and transcribed shows; syndicated transcribed programs; studio recordings; air checks; remote recordings; musical library; production; scripts.

Kaye-Martin Productions, Inc.

36 W. 44th St., New York, N. Y. Phone, Murray Hill 2-8198. **BRANCH OFFICE:** Tribune Tower, Chicago, Ill.

Kent-Johnson, Inc.

34 West 53rd St., New York 18, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. **SERVICES OFFERED:** Program and spot announcement production, Program consultants.

Kermit-Raymond Corporation

14 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge Vice-President & General Manager, Raymond R. Green. **REPRESENTATIVES:** Music Corporation of America Offices; 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Maurie Lipsey, MCA Square, Beverly Hills, Calif., Phone, Bradshaw 2-3211, Hal Hackett, Scrappy Lambert. Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. DeArv G. Barton, Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448, Norman Steppe. **SERVICES OFFERED:** Production of live and transcribed program shows, scripts.

Sam Kerner, Inc.

8272 Sunset Boulevard, Hollywood 46, Calif. Phone, Hempstead 1813. President, Sam Kerner. **SERVICES OFFERED:** Manage radio artists and programs; personal representative of talent, writers, directors, etc.

Bob Kerr

1270 Avenue of Americas, New York, N. Y. Phone COLUMbus 5-8051. Arthur Miller, Publicity. **SERVICES OFFERED:** Radio production and talent representation.

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King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit 26, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; Vice-President, John H. King; General Manager-Secretary, H. Allen Campbell; Assistant Secretary, Howard O. Pierce; Advertising-Sales Promotion-Publicity Manager, William J. Hendricks. REPRESENTATIVE: Station WOOD, National Bank Bldg., Grand Rapids, Mich. Phone, 94211; Stanley W. Barnett, Manager.

Raymond Knight Productions, Inc.

44 W. 44th St., New York, N. Y. Phone, Murray Hill 2-8060.

Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb.

C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York, N. Y. Phone, Circle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

The W. E. Long Co.

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; E. J. Sperry, Director of Radio; C. T. Sweeney, Office Manager; Harold R. Gingrich, Chief of Copy; Paul Quam, Hollywood Producer.

Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord; General Manager, Dorothy E. Levy. SERVICES OFFERED: Package shows.

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NEW YORK CITY

PLaza 5-7620

C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical programs; recording studios.

The Ted Mack Co.

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, E. Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. BRANCH OFFICE: 222 Huron St., Toledo, Ohio. Phone, Main 1863. Paul Spor, Ohio Rep. SERVICES OFFERED: Complete production of Transcriptions and package shows, research and commercial copy service.

Haven MacQuarrie Ideas

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written.

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements.

Management Corp. of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

Fred C. Mertens and Associates

323 South Soboba St., Helmet, Calif. Phone, Helmet 4769. Fred C. Mertens, President; George L. Price, Program and Scripts Departments; Stuart S. Shackleton, Sales; T. H. Smith, Secretary. BRANCH OFFICE: 946 S. Normandie Ave., Los Angeles, Calif. Phone, Federal 7372, George L. Price. SERVICES OFFERED: Program productions, transcriptions, commercial copy service.

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Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. **President**, Charles Michelson; **Export Manager**, A. Michelson. **REPRESENTATIVES**: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. **Manager**, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. **Manager**, Harry Gennett, Jr. **SERVICES OFFERED**: Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow," Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

Michelson & Sternberg, Inc.

67 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-5421. **President-Secretary**, Aaron Michelson; **Vice-President**, Charles Michelson; **Assistant Treasurer**, Martin Diamond. **SERVICES OFFERED**: Exporters of transcription programs and sound effect records.

Microphone Playhouse

151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. **Director**, Marjory Stewart; **Assistant Director**, Hully McFarland; **Executive Secretary**, Edith R. Russell; **Secretary**, Helen Maher; **Sound Technician**, George Meyer. **SERVICES OFFERED**: Program production and announcers training.

Allan Miller Agency

Suite 308 Bell Bldg., Toledo, Ohio. Phone, Garfield 8603-4. **Allan H. Miller**, **President-General Manager**. **SERVICES OFFERED**: Package shows, live talent and transcriptions.

Moonbeams Broadcasts, Inc.

8 West 45th St., New York 19, N. Y. Phone, MUrray Hill 2-7471, 7472. **President and Treasurer**, George Shackley; **Secretary-General Manager**, Lillian Stewart. **SERVICES OFFERED**: Musical and script programs, talent.

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6362 Hollywood Blvd., Hollywood 28, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; General Manager, R. E. Messer. Account Executives, Robert Temple and Carl Kulberg; Copy Chief, Audrey Kuthe; Production Manager, Ruth Johnson; Account Executives, James McCleery, Robert Raisbaeck, Lucille Hobson. BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-Charge), M. Lewis Goodkind. SERVICES OFFERED: General advertising, merchandising and radio production.

202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin. SERVICES OFFERED: Production of package shows.

Carlton E. Morse Productions

1500 Vine St., Hollywood 28, Calif. Carlton E. Morse, Owner.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-General Manager, Donald C. Jones; Secretary & Office Manager, J. J. Lloyd; Sound Technician, Robt. Haviland; Director, C. A. Meyers; Editorial, Robert A. Godley.

William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632.



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745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President-Director, Harold Hackett; Vice-President, Herb Rosenthal. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Vice-President, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Vice-President, Taft Schreiber, 610 Book Bldg., Detroit, Mich. Phone, Randolph 2604; Union Commercial Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

Music Maker Productions

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall. SERVICES OFFERED: Complete service on musical spot programs. Wendell

Hall, 5 minute and 15 minute, one-man show transcriptions.

Muzak Corporation

151 W. 46th St., New York, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President and Chairman of the Board; K. R. Smith, Vice-President; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Vertical and lateral recordings, studio and off-the-line recordings, recording service for advertisers and agencies, custom-built recordings, pressing and processing.

E. K. Nadel

1600 Broadway, New York, N. Y. Phone, CIRCLE 6-8861. General Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. BRANCH OFFICE: Hollywood-Drake Hotel, Hollywood, Calif. Phone, Hollywood 2241. E. K. Nadel, Executive Manager. SERVICES OFFERED: Ideas, writer, talent, radio and television shows from A to Z.

FENTON PRODUCTIONS

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PL. 3-1030

Management
CENTURY ARTISTS

**NBC Radio-Recording
Division**

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, W. P. Haye; Advertising and Promotion, William R. Seth; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Willis B. Parsons; Program Manager, H. H. Woods; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Ward Hubbard; Taylor and O'Farrell Sts., San Francisco, Calif. Phone, Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded

programs, reference or audition recordings, NBC Orthacoustic transcriptions.

**National Concert & Artists
Corp.**

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Manager, Sam Harrington, 9059 Sunset Blvd., Los Angeles, Calif. Crestview 1-7121. Manager Helen Ainsworth, 79 Post St., San Francisco, Calif., Phone, Exbrook 8033. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

**National Radio Advertising
Agency**

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

1. 2. 3.

ed cashman

HOLLYWOOD

National Radio Features

100 State St., Albany 7, N. Y. Phone, 4-8226, 2-7854. Allen I. Stock, General Manager; Virginia D. Mann, Office Manager; R. Wilbur Smith, District Manager. SERVICES OFFERED: Special promotions and individualized campaigns for Radio Stations, "with specially produced, constructed and recorded radio productions carrying magnetic ideas, that bring both new listening audience, plenty of mail and additional prestige for the radio station. Sold to industrial, professional and business firms who ordinarily never use the radio or buy time from their immediate station." Now, "Veterans of Victory" produced in behalf of the veterans.

Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 4144. Owner, John Neblett; Sales Promotion Manager, Ruthe Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

Lilian Okun, Inc.

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

Pan American Broadcasting Co.

330 Madison Ave., New York 17, N. Y. Phone, MURray Hill 2-0810. Vice-President, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill., Phone, State 5096; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. Homer Griffith, 6362 Hollywood Blvd., Hollywood, Calif. Phone, Granite 6113. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields. Radio station representatives.

Jack Parker & Associates

Box 2222, Hollywood Calif. Phone, Granite 7584; Hillside 9931; Citrus,

Allan H. Miller

Radio
Sales
and
Production

Producing
The Optimist Program
Cathedral Hour
Home Service Hour
Youth Clinic

Allan Miller Agency
Suite 308 Bell Bldg.
Toledo 2, Ohio

2-1607; Citrus 1-8536. Jack Parker, President; Don Maters, Vice President; Hortense Reed, Station Relations Manager; Ross Van Neibroc, Script Editor; Harold L. Graham, Music Editor; Art Elgin, Recording Manager; Betty Underwood, Program Manager; Producers: Jack Parker, Garland Brunton, Ross Van Neibroc; Script Writers: Ross Van Neibroc, Jack Parker, Garland Brunton, Hortense Reed, Betty Underwood. BRANCH OFFICES: 102 N. Brand Blvd., Glendale, Calif. Phone, Citrus 2-1607, H. L. Graham, Manager, 1723 N. Highland Ave., Hollywood 28, Calif., Phone, Hillside 9931, Garland Brunton, Manager, Box 651, Beverly Hills, Calif.; Betty Underwood, Manager. SERVICES OFFERED: Custom-built programs, program production, recording, scripts, direction, radio relations (special publicity for radio stations, advertisers, talent). Syndicated transcriptions, television films made especially for television release. Television promotion designed for advertisers using television and for television stations. (Owners of Television Films of America) (TFA).

Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 9, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts. Featuring programs with a "Washington angle." Specialist in custom built programs for trade groups.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Eickes; Engineer, M. P. Fruchy. SERVICES OFFERED: Production of religious programs, recording.

Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Emily A. Mikolajczak; Matt Korpanty, Program Director; Walter Orezelski, Translator and Editor. SERVICES OFFERED: Program production (Polish).

TEN HALF HOURS PER WEEK

COAST-TO-COAST*

(We have one program left
if you want to take a chance.)

JOHN GUEDEL RADIO PRODUCTIONS

TAFT BLDG. — HOLLYWOOD

* Actually Five of 'em are for the same sponsor, but This Sounds more impressive, don't you think?

**Daily
Broadcasting
+ Plus +
Merchandising
AMERICAN INSTITUTE
OF
FOOD PRODUCTS**

DR. WALTER H. EDDY, *Pres.*
ROBERT A. BORIES, *Gen. Mgr.*

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on 19 stations of
YANKEE NETWORK

through New England
rated 3.2 Hooper
Food and Home Forum
featuring

Dr. Walter H. Eddy

2.
WOR
"Ask Dr. Eddy"

sensational new quiz
rated 2.7
2,000 letters a week
Monday thru Friday
4:30-5 P.M.

3.
(TRANSCRIBED)
"Ask Adrienne" —

The Hollywood star
Adrienne Ames answers
huge mail daily with
Vernon Radcliffe

4.
WHN
"Ask Ella Mason"

Noted home economist
answers questions on
home and kitchen
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1-1:30 P.M.

Inquire about these
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your product. Other
programs and transcriptions
509 MADISON AVE., NEW YORK 22
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LESTER CROSLEY

AND

EARL WILD

WRITTEN

PRODUCED

DIRECTED

BY

MAGGY FISHER



ABC-COAST-TO-COAST

1943 — 1944 — 1945 — 1946

**Premier Radio Enterprises,
Inc.**

3033 Locust St., St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Desloge, President-Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary-Assistant Treasurer. SERVICES OFFERED: Producing and recording of custom-built transcriptions and phonograph records.

**Press Association, Inc.
(A. P. Radio Productions)**

50 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-7363. William J. MacCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Located in 100 principal cities. SERVICES OFFERED: Net work, local and transcribed radio programs.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, Federal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity, commercial copy.

**Prockter Radio
Production, Inc.**

250 W. 57th St., New York, N. Y. Phone, Circle 6-4091. President, Bernard J. Prockter. SERVICES OFFERED: Creation, production and advice on network programs. Package network programs.

**Progressive Radio
Advertising Co.**

260 E. 161st St., New York, N. Y. Phone, MELrose 5-5522. Lido Belli, Owner - Producer - Director. SERVICES OFFERED: Italian language programs, production and talent.

Lu Howard Radio Productions

A new package agency designed to bring you programs of artistic excellence and high commercial value.

General Manager:

DOUGLAS M. H. CHANDLER

1674 BROADWAY

NEW YORK

Radio Centre Limited

64 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 8011 112th Ave., Edmonton, Alberta. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3487. Managing Director, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

Radio Production Service

501 Madison Ave., New York, N. Y. Phone, PLaza 3-8940. Irene Beasley, General Manager; Helen Porretto, Assistant General Manager. SERVICES OFFERED: Complete radio package shows, live or transcribed.

Radio Program Management

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-3285. Directors, Ted Mack, Arnold Rittenberg. SERVICES OFFERED: Package shows: variety, dramatic, musical and audience participation. Spot Announcements. Complete production: research, scripts, music, commercial copy.

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. Producers, Paul L'Anglais, Simon L'Anglais; Associate Producers, Gil Wall, B. Hogue, Jac Des Bailleurs; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

RADIO PRODUCTION

Richard Stark & Co.

30 Rockefeller Plaza
New York 20, New York

Circle 6-7337

CARLO

DE

ANGELO

Religious News Service

381 Fourth Ave., New York, N. Y.
Phone, MUrray Hill 4-1463. Managing
Editor, Louis Minsky. **SERVICES OF-
FERED:** Production of weekly religious
news scripts.

**Richman-Sandford
Productions**

10 East 43rd St., New York 17, N. Y.
Phone, MUrray Hill 2-5854. Owners, Bill
Richman and Howard Richman; Personnel
Director, Rita Katzer; Research Director,
Howard T. Longfellow; Supervising Di-
rector, Howard Richman; Supervising
Writer, Bill Richman; Music Director,
Hal Levey. **SERVICES OFFERED:** Radio
and television program production, tran-
scriptions, script service, "package" and
custom-built shows, writers' representa-
tives, international script and program
service.

**Robinson Recording
Laboratories**

35 S. Ninth St., Philadelphia, Pa.
Phone, Walnut 6800. Owner, W. P.
Robinson; Factory, 2022 Sansom St.,
Philadelphia, Pa. Phone, Locust 4731.
John Hilldale, Engineer. **SERVICES
OFFERED:** Electrical transcriptions,
standard phonograph records, drama-
tized spot announcements, casting,
scripts, production. Manufacture "Pre-
cision Turntable" and recording ma-
chines.

Rockhill Radio

18 East 50th St., New York, N. Y.
Phone, ELdorado 5-1860. Stanley J.
Wolf, President; Emanuel H. Wolf,
Vice-President. **BRANCH OFFICE:** 188
West Randolph St., Chicago, Ill. **SER-
VICES OFFERED:** Live and transcribed
program production.

**UNIVERSAL
RADIO
PRODUCTIONS**

(Les Mitchel)



**"THEATER OF
FAMOUS RADIO PLAYERS"**

**CUSTOM BUILT
SHOWS**

UNIVERSAL RADIO PRODUCTIONS
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CHICK VINCENT COMPANY

Radio Productions

"CHARLIE CHAN"

WJZ 7:30-8:00 P.M.—Thursday

ASSOCIATES

N. Ortof, Casting Director

A. Bester, Writer

A. Helfer, Announcer

509 Madison Avenue, New York City
EL. 5-0734

Rocky Mountain Radio Council

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Jack Weir Lewis, Production Director; Thomas H. Harvey, Engineer; Bob Fitzmorris, Engineer; Nancy Reid, Secretary. SERVICES OFFERED: Production of Public Service programs in Colorado and Wyoming. This organization works with its member agencies, consisting of educational and civic organizations, colleges, public schools systems, etc.

Runyon-Guggenheim Enterprises

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hempstead 4133. Partners, Jack W. Runyon. Robert Guggenheim, Jr. SERVICES OFFERED: Radio and Television production (English, Spanish, Portuguese). Proved and tested radio productions for Latin America. Radio package sales agency. New idea development.

Saltimieras Radio Advertisers

6912 South Western Ave., Chicago 36, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Directress, Pearl Johanson; Music Librarian, Matilda Kuoga; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (fully-talented programs) in English and in foreign languages.

James L. Saphier Agency

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, Owner; Associates: Tom Fizdale, James Doane. SERVICES OFFERED: Sales and production of package shows and talent.

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Director, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, off air checks.

PHIL COHAN

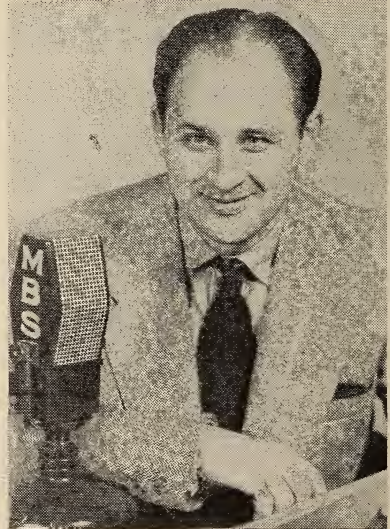
Producer

"Durante-Moore Show"

CBS

for

Rexall Drug Stores



TED COTT

M. C. "So You Think You Know Music?"
Friday 8:30-9:00 P.M., Mutual, coast-to-coast.
Program Director: WNEW, N. Y.
Publicity: FRED STENGEL

Bernard L. Schubert, Inc.

509 Madison Ave., New York, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, May Bolhower, Daniel S. Kampel. SERVICES OFFERED: Talent management and program production.

Sellers Co.

912 Commerce St., Dallas, Texas. Phone, C-5978. Manager, J. E. Sellers. SERVICES OFFERED: Transcribing recording-programs produced for transcriptions and for live broadcasts several hours daily. Large recorded Hillbilly Library from which programs may be recorded to advertisers' requirements.

Sesac, Inc.

475 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. Canadian Representative, Gordan V. Thompson, Ltd., 193-197

Yonge St., Heintzman Hall, Toronto, Ontario. Foreign Representative Charles Michelson, 67 W. 44th St., New York 18, N. Y. SERVICES OFFERED: Transcribed library, package shows.

Edward Sloman Productions

1654 Cherokee Ave., Hollywood 28, Calif. Phone, Granite 6412. Producer-Director, Edward Sloman; Charles Whittaker, Writer; Mrs. Edward Bryant, Advertising Copy Writer. SERVICES OFFERED: Transcribed radio productions in half-hour, fifteen minutes and five minute programs. Also produce transcribed programs to order.

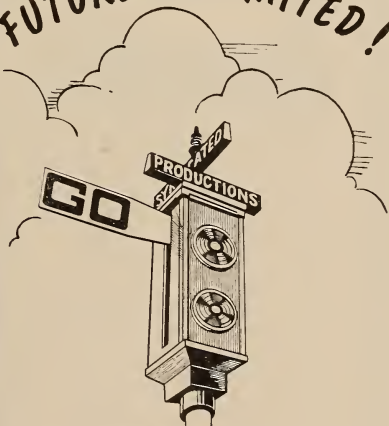
J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Scripts, Douglas Wright; Sales Representative, W. S. Tygard; Office Manager, H. L. Theodore.

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812 ROBINS STREET • VANCOUVER, B. C., CANADA • TELEPHONE MARINE 1271

Sound Studios, Incorporated

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Chief Engineer, Steve Carpenter; Office Manager, Jean Fisher. SALES REPRESENTATIVES: Muzak Transcriptions, Inc., 151 West 46th Street, New York, N. Y. Phone, BRyant 9-1246. Vice-President, K. R. Smith; General Sound Corp., 29 West 57th St., New York, N. Y. Phone, PLaza 0-3015. President, D. Vanston. SERVICES OFFERED: Transcriptions, program production.

The Sound Workshop

445 S. La Cienaga Blvd., Hollywood 36, Calif. Phone, BRadshaw 2-1233. Owner, Producer & Director, Robert E. Grey; Casting, J. R. Lorenz; Script, S. H. Jerome, Antony Ellis; Sound, O. J. Vital. SERVICES OFFERED: All types recording, complete program production, transcriptions, phonograph records, etc.

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TED MACK
Company

SPOTS • TRANSCRIPTIONS • LIVE SHOWS

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A 25 second Transcribed Feature
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An unusual Live Talent Show
- COLLEGIATE AMERICA ON THE AIR
New Technique in College Competition
- THE WHOPPER DERBY
Audience Participation Quiz
- THE COUNTRY SQUIRE
New England. Each Story Complete.
- ALBUM OF INSPIRATION
Words and Music to Inspire
- THE KITCHEN CLUB
Ladies Daytime Participation
- THE MAN WHO CAME TO OUR TOWN
Continuing Story of Tolerance

4 EAST 53rd ST., N. Y. C. PLaza 5-3285

Service Programs

535 5th Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. Henry Souvaine, Russell E. Dill, Ralph Starr Butle, Jr., Harold V. Milligan. SERVICES OFFERED: Package shows (live and transcribed) for radio and television, scripts, production, public relation consultants.

Richard Stark & Company

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-7337. President, Richard Stark; Executive Vice-President, Fred Weihe; Vice-President, Hazel Weihe; Secretary - Treasurer, William Meeder. SERVICES OFFERED: Program builders, producers, and consultants.

**MARY HOWARD
RECORDINGS**

37 East 49th Street, New York 17, N. Y.
Phone: PLaza 3-4800, Extension 47



SERVICES:

Off-the-Air and Off-the-Line recordings.
Auditions, spot announcements and
all associated services.

Composite dubbings.

Studio time by appointment only

Irving Strouse

161 W. 74th St., New York, N. Y.
Phone, TRafalgar 7-4695. SERVICES
OFFERED: Program production, scripts.

**Syndicated Radio
Productions**

Hollywood Center Bldg., 1655 N. Chero-
kee Ave., Hollywood 28, Calif. Phone,
Hollywood 3636. Richard E. Gresham,
Manager. BRANCH OFFICE: 812 Rob-
bins St., Vancouver, B. C., Canada. Phone,
Marine 1271. John N. Hunt, Manager.
SERVICES OFFERED: Producers sales
representatives. Package shows, dra-
matized spots, script service. Sales staff
covering western half of U. S. and all of
Canada.

Telecast Productions, Inc.

101—5th Avenue, New York 3, N. Y.
Phone, ALgonquin 4-4300. President,
Myron Zobel; Secretary, E. A. Free-
man; Treasurer, William S. Greene, Jr.
SERVICES OFFERED: Package shows
for radio and television.

*For a campaign in
your city . . .*

"Veterans of Victory"

It's a sensational new production!
Write or wire direct to . . .

ALLEN I. STOCK, Gen. Mgr.

National Radio Features

100 State Street
Albany 7, New York

—COAST-TO-COAST—

Time, Inc.

9 Rockefeller Plaza, New York, N. Y.
Phone, Circle 5-4400. Director of Radio
Programs Department, Frank C. Morris.
SERVICES OFFERED: Transcribed pro-
grams, Time Views the News-a-Monday
through Friday newscast.

**Transamerican Broadcast-
ing & Television Corp.**

1 East 54th St., New York, N. Y.
Phone, PLaza 5-9800. President, John
L. Clark. SERVICES OFFERED: Live
and transcribed programs.

Transcribed Radio Shows

2 West 47th St., New York, N. Y.
Phone, LOnagacre 5-3440. President, M. E.
Moore. SERVICES OFFERED: Custom-
built shows, spot announcements, produc-
tion, listener participation, transcribed
programs, script writing.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**PAUL
GIRARD**

EXECUTIVE PRODUCER

**ALEXANDER
LEFTWICH, Jr.**

DIRECTOR

**LOUIS M.
HEYWARD**

SCRIPT

- ★★★ STAR TIME
- ★★★ SPORTS STAR SPECIAL
- ★★★ SPECIAL ASSIGNMENT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Transvideo Film Productions, Inc.

112 Park Ave., New York 17, N. Y. Phone, MURray Hill 4-6628-9. Herbert Sandler, President; Ethel Sandler, Vice-President-Secretary; Beatrice P. Cunningham, Treasurer-Production Manager. SERVICES OFFERED: Television film production exclusively. Complete production facilities for agencies and sponsors for television trailers, hitch-hikes and spot announcements as well as complete television programs on films. Television transcriptions produced in accord with the critical technical requirements of Television Film scanning. 24 Hour news film coverage for television stations. Television audition transcriptions.

United Press Radio Shows

220 East 42nd St., New York, N. Y. Phone, MURray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio of news service, news scripts, news research.

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Chief Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and shortwave broadcasts.

Universal Radio Productions

8853 Beverly Blvd., Hollywood 28, Calif. Phone, Crestview 1-5275. Sales Manager, Edmund Johnson; Production Manager and Director, Les Mitchel; Office Manager, Jack Brandt. BRANCH OFFICE, 430 N. Michigan Ave., Chicago, Ill. Phone Superior 3933. SERVICES OFFERED: Complete and open-end transcription service.

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. Production Manager, Thomas J. Valentino; Secretary, Elsie G. Valentine; Director, D. J. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

Videor Productions (Div. of Videor Enterprises)

1629 Chestnut St., Philadelphia, Pa. Phone, Rittenhouse 6378. Franklin O. Pease, General Manager; Al J. Monck, Director of Production. SERVICES OFFERED: Program production, script service, Radio and Television program brokers.

Chick Vincent & Company

509 Madison Avenue, New York, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers.

Owen Vinson & Co.

5042 Los Feliz Blvd., Hollywood 27, Calif. Phone, Normandy 1-8897. Owen Vinson, Producer-Director, Pauline Hopkins, Writer. SERVICES OFFERED: Free-lance writing and directing. Package shows or shows built to order.

J. Franklyn Viola & Co.

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager, J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

WADC Cleveland Studios

241 Euclid Ave., Cleveland, Ohio. Phones DI. 7571, DI 0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production and transmission of foreign-language religious and English programs.

Tom Wallace Radio Productions

366 Madison Ave., New York, N. Y. Phone, MURray Hill 2-2636. Owner, Tom Wallace. SERVICES OFFERED: Package radio shows.

Ed. J. Weber

156 West 44th St., New York 18, N. Y. Phone, BRyant 9-6624. General Manager of "Can You Top This?"

Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. SERVICES OFFERED: Program production.

Roger White Productions, Inc.

Hotel Beverly, 125 E. 50th St., New York, N. Y. Phone, PLaza 5-3560. Radio Producer, Roger White; Program Director, Marilyn Brant; Talent and Casting Director, Kermit Schafer. SERVICES OFFERED: Complete organization geared to serve agencies in production and presentation of outstanding radio programs.

Lou Winston: Radio Producers of Hollywood

908 No. Western Ave., Hollywood 27, Calif. Phone, HOLlywood 6506. Owner, Lou R. Winston; Assistant Manager, Miss R. Baxter. SERVICES OFFERED: FM producers, transcribed feature open end productions. Leased for broadcasting to stations, individual shows, a group of shows, or the complete catalogue.

Wolf Associates, Inc.

420 Madison Ave., New York, N. Y. Phone, PLaza 5-7620. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Sales Manager, Paul Ross. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Radio Production, talent.

World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)
711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Secretary, Milton Diamond; Treasurer, M. R. Rackmil; Station Relations Manager, A. B. Sambrook; Manager, Program-production, Herb Gordon; Sales Promotion Manager, Steve Girard; Chief Engineer, Charles Lauda, Jr.; Radio Director, John N. Gunn. BRANCH OFFICES: Chicago, 301 East Erie St., Chicago 11, Ill. Phone, Superior 9114. W. C. Hutchings, resident manager; Hollywood 1000. N. Seward St., Hollywood, Calif.

Carter Wright Radio Television Studios

1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, HOLlywood 3636. Carter Wright, Owner; Patricia Powers, Secretary. SERVICES OFFERED: Transcriptions—all types, production, advertising copy, script service, furnishing writers, directors, producers and talent, both vocal and dramatic-school.

Frederic W. Ziv Company

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. F. W. Ziv, Partner; M. R. Ziv, Partner. BRANCH OFFICES: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. John L. Sinn, Partner; 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, Manager, 203 N. Wabash Ave., Chicago 1, Ill.; Alvin Unger, Manager. SERVICES OFFERED: Live talent and transcribed programs.

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In."

"Cue-In" localizes and personalizes.

Exclusive in Any Market

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AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

THE SHORTEST DISTANCE



BETWEEN TWO POINTS



IS YOUR LINE TO

COLUMBIA TRANSCRIPTIONS

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



Transcription Companies

Acoustic Equipment Company

323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

Advertisers Recordings Ltd.

633 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. SERVICES OFFERED: Transcription and private wire service to the following Montreal agencies: Cockfield Brown & Co., J. Walter Thompson Co., McKim Advertising Ltd., J. J. Gibbons Ltd., MacLaren Advertising Co. Ltd., Ronalds Advertising Ltd., Canadian Advertising Agency Ltd., McConnell Eastman & Co. Ltd., Harry E. Foster Agencies, Harold F. Stanfield Ltd.

Advertisers Recording Service, Inc.

118 West 57th St., New York, N. Y. Phone, Circle 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. Manager, G. F. Herbert; S. W. Caldwell, F. W. Cannon. BRANCH OFFICES: 1012 Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 1001 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 198 W. Hastings St., Vancouver, B. C., Canada. Phone, Marine 9542. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

Allied Record Mfg. Co.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, Hollywood 5107. D. K. Broadhead, manager. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

American Royal Productions

7928 Michigan Ave., Oakland 3, Calif. Phone, Higate 5433. M. Scott Weakley, Manager; M. W. Muga, Producer. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, high fidelity domestic and international short-wave aircheck service.

Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

Asch Recording Studios

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

Associated Program Service, Inc.

25 W. 45th St., New York, N. Y. Phone, Bryant 9-0845. Harry E. Houghton, President and Chairman of the Board; John R. Andrus, Vice-President and Treasurer. SERVICES OFFERED: Transcription Library (vertical).

Associated Radio-Television Productions

11 West 42nd St., New York 18, N. Y. Phone, LO 5-3710. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox.

"This is the NBC Radio-Recording Division" . . .

NBC THESAURUS, NBC SYNDICATED PROGRAMS . . . NBC CUSTOM-BUILT RECORDING—three distinct services to the radio industry, advertising agencies and advertisers . . . and in all three of these NBC Radio-Recording fields it's easy to recognize the same incomparable talent, casting, directing, engineering and

ultra-modern facilities identified with NBC Network shows . . . the same unfailing popularity.

Just a few of the shows produced and recorded by NBC in each of these classifications is shown on these pages . . . all combine superb entertainment and mass appeal for the mass medium—radio. For example:

NBC *Thesaurus*—AMERICA'S NO. 1 MUSICAL PROGRAM SERVICE



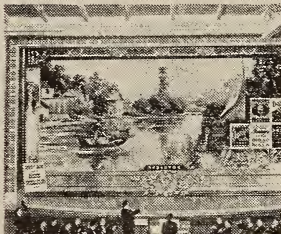
THE MUSIC OF MANHATTAN
... every feature of top network variety shows from 30-piece dance orchestra to jazz combos.



ALLEN ROTH AND THE SYMPHONY OF MELODY
... brilliant orchestral arrangements . . . superb vocals.



THE JUMPIN' JACKS WITH PATTI DUGAN ... one of the greatest assemblages of jazz musicians on the air today.



MUSIC HALL VARIETIES
... early and delightful vaudeville arrangements directed by "Professor" Patrick Ciricillo.



THE SALON CONCERT PLAYERS ... Max Hollander and 25 network musicians present concert favorites.



NORMAN CLOUTIER AND HIS MEMORABLE MUSIC with 25 outstanding strings of NBC Symphony Orchestra.

NBC THESAURUS provides, at low cost, expensive vocalists, "name" musicians and arrangements equaling big commercial nighttime shows plus this unmatched service: Exclusive artists and arrangements . . . enough selections by every artist for long-range programming . . .

full-range NBC Orthacoustic recording . . . non-breakable vinylite records for noiseless reception . . . complete cataloging system for records and selections. This is **NBC THESAURUS** . . . perfect for the exacting standards of FM and for greater latitude in AM broadcasting.

NBC Syndicated Programs



THE PLAYHOUSE OF FAVORITES... dramatizations of the stories of Dickens, Tolstoy and others.



THE HAUNTING HOUR... "Mystery at its Best" . . . original stories and best radio talent.



ART VAN DAMME QUINTET WITH LOUISE CARLYLE . . . the biggest, little musical on record.



FIVE MINUTE MYSTERIES . . . midget package with a giant punch . . . clever production pattern.



TOBE'S TOPICS... Tobe, fashion authority, discusses subjects of feminine interest.



MERCER McLEOD, THE MAN WITH THE STORY . . . dramatizes strange and unusual tales.

NBC SYNDICATED PROGRAMS

build local prestige for national advertisers who want to spot certain markets . . . regional advertisers whose distribution prohibits the use of networks . . . local advertisers who want "name" shows at nominal cost.



IN THE PROGRAM CENTER OF RADIO, advertisers who want their own custom-built programs . . . from spot announcements to half-hour productions . . . specify the facilities of the Recording Sales Department. An experienced staff does the entire job . . . from idea to finished pressing. Recording Sales also furnishes such services as studio rental, recording and manufacturing of agency-produced shows, instantaneous recording or off-the-line recording for advertisers, agencies and talent.

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A Service of Radio Corporation of America

NBC

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- For high-speed processing***
- For vinylite pressings***
- For phonograph records***

... there are two reasons why Muzak rates tops with so many leading agencies, transcribed show producers and radio stations:

- 1. Fastest service in the world***
- 2. Finest quality obtainable***

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Unexcelled in modern facilities and master craftsmanship, Muzak is

equipped to supply both Vertical and Lateral Cut transcriptions... reference recordings... line recordings for supplemental radio coverage.

Send us your "acetate" masters for top-speed, top-quality processing and pressing. We use only gold sputtering, high-speed plating, and press exclusively from highest grade Vinylite resin.

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PROCESSING and PRESSING PLANT
NEW YORK
250 West 54th St.
Columbus 5-8552



Audio-Scriptions, Inc.

1619 Broadway, New York 19, N. Y. Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981 and HEmpstead 1753. (For detailed information see listing under Program Producers.)

Bost Records Co.

29 West 57th St., New York 12, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers.)

Carr & Stark, Inc.

366 Madison Ave., New York, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President; Thomas S. Carr, Vice-President. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone, Webster 7795. (For detailed information see listing under Program Producers.)

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York, N. Y. Phone, Circle 5-7300. President, Edward Wallerstein; Vice-President and General Manager, Mefford R. Runyon; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, James Flora. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Man-

ager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

Continental Engineering Co.

3860 N. Port Washington Ave., Milwaukee 12, Wisc. Phone, Edg. 8300. President, K. W. Kennedy; Vice-President, A. F. Jurack; Secretary-Treasurer, Anne Blankenheim. SERVICES OFFERED: Commercial recording, distributors of sound and inter-office equipment, and electronic devices.

Patrick Michael Cuning Television Productions—Stage 8

6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. (For detailed information see listing under Program Producers.)

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing Program Producers.)

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, Columbus 5-2300. President, Jack Kapp; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham, Miami. SERVICES OFFERED: Custom-built electrical transcription records. Owners of WORLD BROADCASTING SYSTEM, INC., transcription services, 711 Fifth Ave., New York 22, N. Y.

Disco Recording Co., Inc.

334 Arcade Bldg., St. Louis 1, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; General Manager, Gordon Sherman; Chief Engineer, Fred F. Schopfin. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records, open end and package transcriptions.

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Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Television, FM Producers.)

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Program Producers.)

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Calif. Phone, Gladstone 2189, Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: Electrical transcriptions, spot announcements, "Air-Chek" service, phonograph recordings.

B. Ellis Associates Radio Productions

11 East 44th St., New York 17, N. Y. Phone, MURray Hill 2-7862-3. (For detailed information see listing under Program Producers.)

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Radio, Television, FM Producers.)

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. Manager-Director, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

Exclusive Radio Features Ltd.

14 McCaul St., Toronto 2B, Ont., Canada. Phone, ADeLaide 5112. President, George W. Halnan; Manager, Alfred J. Lewis. SERVICES OFFERED: Instantaneous recording, tailor made spots, or shows, script writing. A transcription service, The United Transcribed System, subscription list of 37 Canadian Radio Stations. Syndicated Shows available for sponsorship.

Carl Fischer Inc. Miracoustic Recording Studios

119 West 57th St., New York 19, N. Y. Phone, CIrCle 7-2965-6-7. Fred Herbert-

Oettgen, Recording Director; Walter W. Voss, Chief Engineer; Hal Michael; Ass't Director; Robert Scheuing, Sales Promotion; Max Rittershausen, Branch Manager, Carl Fischer, Inc. SERVICE OFFERED: Professional and personal studio recordings, Electrical transcriptions, sound library, prop dept., off-the-air and off-line recordings, copies and master recordings, 2 studios, Western Electric and Presto equipment, Orthacoustic, CRS, NAB, location recording in or outdoors, Day-Night-Sunday service, Emergency Telephone: REgent 4-2190.

Frankay & Jackson

48 West 48th St., New York, N. Y. Phone, LOngacre 5-0242. President, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, rehearsals, all studio facilities.

General Broadcasting System

Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers.)

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, Wickersham 2-3338-9. (For detailed information see listing under Program Producers.)

Donald C. Hallenbeck

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

George Heid Productions

132 Seventh St., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers.)

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers.)

Lu Howard Radio Productions

1674 Broadway, New York, N. Y. Phone, CIrCle 6-4268. (For detailed information see listing under Radio, Television and FM Producers.)

C. P. MAC GREGOR

HOLLYWOOD 5, CALIF.

Intercontinental Engineering Equipment Co.

101 Park Ave., New York 17, N. Y. Phone, CAledonia 5-7530. Mark E. Rosenstock, operator. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

Harry R. Jacobs Productions

8820 Sunset Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Sales Manager, Bernice Lawrence.

Jimmy Jones Recording Studios

(Affiliated with Carter Wright Radio Television Studios)

1655 N. Cherokee Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Jimmie M. Jones, Manager. SERVICES OFFERED: Professional, commercial, and home recordings. Complete broadcast facilities, recordings by air or direct line from Radio Central; specializing in re-recording and special effect records.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. Edwin H. Kasper, President-Production Manager; Aaron S. Bloom, Treasurer-Commercial Director. SERVICES OFFERED: Recording studios, air checks, talent, custom-built shows (live and transcribed), jingles, spots, syndicated open-end shows on discs, musical library, production, scripts.

Kermit-Raymond Corporation

8 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers.)

Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York, N. Y.

Phone, LONgacre 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Arthur Wolf
Vice-President William Wolf
Secretary-Treasurer Sidney J. Wolf
Asst. Secretary Joseph Bayer

Offices

580 Fifth Ave., New York, N. Y.
Phone, LONgacre 3-2221

President Michael M. Sillerman
Director of Station Relations,

Mort Adams

Sales & Promotion Consultant

Alvin Austin

Statistician Irene Douglas

Office Manager Rosita Seale

Account Executive Albert F. Dykes

Account Executive Noel Rhys

134 North La Salle St.

Chicago, Ill.

Phone, State 4590

Secretary-Treasurer Sidney J. Wolfe

Accountant Elizabeth M. Mueller

Western Sales Manager Naylor Rogers

6331 Hollywood Blvd.

Hollywood, Calif.

Phone, Hempstead 5338

Program Director Elaine N. Gonda

Account Executive Ralph W. Harker

SERVICES OFFERED: Keystone

Broadcasting System is a transcription

network principally covering beyond-

Metropolitan markets from coast to coast.

Its affiliated stations are joined together

in a national system by means of tran-

scriptions, eliminating wire charges. At

time of going to press, the network in-

cludes 210 affiliated stations. The net-

work supplies its stations with 84 fully

scripted sustaining shows per week fill-

ing 4 hours per day, seven days each

week, to a total of twenty-eight hours

per week. This is the only national, full-

sized network in the United States offer-

ing national radio advertisers the oppor-

tunity to cover the beyond-Metropolitan

markets intensively, in a single transac-

tion, by means of electrical transcription.

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network time periods from one hour down

to five minutes, and also makes available

announcement periods down to twenty-

five word length.

KMTR Recording Studios

(Recording Division—KMTR)

1000 Cahuenga Blvd., Hollywood 38,

Calif. Phone, Hillside 1161. Gen. Mgr.,

K. O. Tinkham; Recording Manager, Ly-

man M. Smith; Recording Engineer, Rex

D. Kepple; Asst. Recording Engineer,

Karl Bonawitz, Jr. SERVICES OF-

FERED: Complete recording and tran-

scription service including masters and

pressings, studio recordings, two mobile

units operating on self-contained D.C.

current as well as exterior A.C.

The W. E. Long Company

155 N. Clark St., Chicago 1, Ill. Phone,

Randolph 4606. L. R. Wolfe, President;

E. J. Sperry, Director of Radio; Robert

S. Graham, Supervisor Syndicated Transcriptions. **SERVICES OFFERED:** Transcribed radio shows, musical library, script shows, telephone-money shows, transcribed spot announcements for wholesale bakery accounts and radio stations. All services are performed for local independent bakers and local independent radio stations only.

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, Fltroy 4191. (For detailed information see listing under Program Producers.)

The Ted Mack Company

4 E. 53rd St., New York 22, N. Y. Phone, Plaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, Elliott Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. **BRANCH OFFICE:** 22 Huron St., Toledo, Ohio, Phone, Main 1863, Paul Spor, Ohio Rep. **SERVICES OFFERED:** Novelty spot announcements. Transcribed: dramatic, strip, musical and variety shows. Scripts

and ideas submitted to conform with any specified requirements.

Major Records Company

1600 Broadway, New York, N. Y. Phone, Circle 6-4675 and 4676. President, Thomas J. Valentino; Secretary, Elsie F. Valentino. **SERVICES OFFERED:** Sound-effect record library.

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. **SERVICES OFFERED:** Recording, transcriptions, air-checks, recording studios.

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DELaware 4786. Owner, Jack Brinkley; Studio Manager, Maxine M. Brinkley. **SERVICES OFFERED:** Commercial and private transcriptions and recordings for audition and broadcast. Instantaneous acetates and pressings. Complete open-end shows for local and regional sponsorship. Scripts. Production service.

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15 MIN. MUSICAL
- THE AVENGER** — FAMILY APPEAL — 52 PROG.
30 MIN. MYSTERY
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15 MIN. MYSTERY
- THE SHADOW** — FAMILY APPEAL — 300 PROG.
30 MIN. MYSTERY
- SMILIN' ED McCONNELL** — FAMILY — 104 PROG.
15 MIN. HYMNS & POETRY

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Pioneer Program Producers Since 1934
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**Charles Michelson Radio
Transcriptions**

67 West 44th St., New York, N. Y.
Phone, MUrray Hill 2-3376. (For de-
tailed information see listing under Pro-
gram Producers.)

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park,
Minn. Phone, Walnut 9131. President,
H. D. Field; Manager-Recording Engi-
neer, K. L. Seuker. SERVICES OF-
FERED: Custom-built programs, com-
plete transcription service, programs,
scripts, talent, production.

Carlton E. Morse Productions

1500 Vine St., Hollywood 28, Calif.
Owner, Carlton E. Morse. SERVICES
OFFERED: Transcription service.

Muzak Corporation

151 West 46th St., New York 19, N. Y.
Phone, BRyant 9-1246. (For detailed in-
formation see listing under Program Pro-
ducers.)

National Radio Features

100 State Street, Albany 7, N. Y.
Phone, 4-8226, 2-7854. General Manager,
Allen I. Stock; Virginia D. Mann, Office
Manager; Wilbur Smith, District Mana-
ger. SERVICES OFFERED: Special pro-
motions and campaigns for radio stations
"using specially produced, written and
directed radio shows, and constructed
ideas for selling unused time to mer-
chants, industrial and professional busi-
ness firms, who ordinarily never use ra-
dio, or buy time from their immediate
station, on short term patriotic announce-
ments including a radio show of half
hour duration plus identifying colorful
shields and banners bearing the station's
call letters and position on the dial "Vet-
erans of Victory" is the new production
just issued. Goodwill ambassadors for
Radio Stations."

**National Recording & Film
Corporation**

(Richard Bradley & Associates)
20 North Wacker Drive, Chicago 6, Ill.
Phone, Randolph 9697. Richard Bradley,
President; Benjamin Tunick, Treasurer.
SERVICES OFFERED: Electrical Tran-

**AP RADIO PRODUCTIONS
OFFERS FOUR OUTSTANDING SHOWS
TRANSCRIBED**

- "Sports Star Special"**
- "Star Time"**
- "Special Assignment"**
- "The Cliff Edwards Show"**

BIG NAMES, WELL-KNOWN PERSONALITIES, MAKE
EACH SHOW A SALES WINNER

*Ask about the unique, new
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scriptions, productions, program and script service, air-checks, organ studios. Master for commercial pressings. Slide films, projection service. Day and night service. Commercial Jingles, creation and production, talent.

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, Henry P. Hayes; Thesaurus and Syndicated Sales Manager, Willis B. Parsons; Advertising and Promotion Director, William R. Seth; Recording Sales Manager, Charles G. Hicks, Jr.; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George C. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Ward Hubbard; Taylor and O'Farrell Sts., San Francisco,

Calif. Phone Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

Eugene P. O'Fallon, Inc.

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

Pearl-Tone Recording Studios

309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Joseph Gering; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

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Natural Tone
Complete Facilities
Unexcelled Service

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SOUND STUDIOS

INC.

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Circle 6-6686

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Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. (For detailed information see listing under Program Producers.)

Ralph L. Power

767 Castelar St., Los Angeles 12, Calif., Phone, Mutual 5277. Ralph L. Power, Owner. BRANCH OFFICE: 210 W. 7th St., Los Angeles 14, Calif., Phone, Madison 4221. SERVICES OFFERED: Exporter and importer of transcribed programs and script.

Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Dea- loge, President and Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary and Assistant Treasurer; Rol- lie R. Williams, Production Manager. SERVICES OFFERED: Recording and producing of custom-built transcriptions, phonograph records, wax and film record- ings, sales presentations.

Press Association, Inc.

(A. P. Radio Productions)

50 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-7363. William J. Mac- Cambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alex- ander Leftwich, Jr., Director. BRANCH OFFICES: Offices in 100 principal cities. SERVICES OFFERED: Network, Local and transcribed programs.

George Logan Price, Inc.

946 South Normandie Ave., Los An- geles 6, Calif. Phone, Federal 7372. George Logan Price, President; S. M. Lauch, Sales Manager. SERVICES OF- FERED: Transcribed shows, custom-tail- ored scripts, casting, production, com- mercials.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

Radio Producers of Holly- wood: Lou R. Winston

908 North Western Ave., Hollywood 27, Calif. Phone, Hollywood 6506. Lou R. Winston, owner - manager. SERVICES OFFERED: Syndicated transcribed fea- ture programs. Package show production.

Radio Recorders

7000 Santa Monica Blvd., Los Angeles 38, Cal. Phone, HOLlywood 3917. Partners, F. H. Winter, J. C. Brundage, L. D. Mink- ler, Ernest Dummell, H. L. Bryant; Sales Manager, J. J. Sameth. SERVICES OF- FERED: Recording studio facilities.

Radio Recording Studio

Boston Bldg., 443 S. Fourth St., Louis- ville 2, Ky. Phone, JACKson 7808. George Wiederhold, Manager. SERVICES OF- FERED: Recording service, off-the-air checks, program production, talent book- ing, vocal and speech instruction for radio.

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, My- ron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous re- cordings, portable recordings, air-checks.

RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York, N. Y. Phone, MURray Hill 4-6200. Stephen H. Sholes, Studio Manager; Walter S. Hee- ber, Manager, Custom Recording Depart- ment. Studio & Recording Service, Edith H. Bell. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Whitehall 4-4600; Manager, A. E. Hin- dle; 1016 North Sycamore Ave., Holly- wood, Calif. Manager, W. Arthur Rush, Front & Cooper Sts., Camden, N. J. Phone, Camden 8000. SERVICES OF- FERED: Slide Film Recording.

Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; General Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, W. R. Hicks, Charles Campbell, Albert Gramaglia. SERVICES OF- FERED: Electrical transcriptions, off- the-air recordings, location recording, film synchronizing, complete film record- ing services.

Rockhill Radio

18 East 50th St., New York, N. Y. Phone, Eldorado 5-1860. Stanley J. Wolf, President; Everett Rosenthal, Recording Manager. **SERVICES OFFERED:** Recording facilities of all kinds. Studio and off-the-line work a specialty.

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MUrray Hill 2-8100. President, Gustave Schirmer; Secretary, Helen Fitzpatrick; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, Hugh Gunther; Accompanist-Coach, Ruth Baldwin. **SERVICES OFFERED:** Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

Script Associates

822 S. Park View, Los Angeles, Calif. Owner, Cal Frederick.

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

Service Programs

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. (For detailed information see listing under Program Producers).

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. **SERVICES OFFERED:** Licensing use of copyrighted music, Transcription Library, Syndicated transcribed tailor-made programs for advertisers.

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEDallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. **SERVICES OFFERED:** Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

Sound Recording Service

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. **SERVICES OFFERED:** Broadcast and audition recordings and transcriptions, air-checks.

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. Robert J. Coar, President. **SERVICES OFFERED:** Producers of custom built transcriptions; complete Washington studio service for out of town radio stations. Special radio circuits to White House, State Dept., National Press Club, U. S. Capitol, all leading hotels. Producers of 16 mm. sound and silent pictures for television scanning.

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. Partner, Gerald King; Production Manager, Jack Richardson. **BRANCH OFFICES:** 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Partner, M. M. Blink, Gus Hagenah, Sales. 1 E. 54th St., New York, N. Y. Phone, Plaza 3-6690. Alex Sherwood, Sales Manager. Wilson Bldg., Phone, Taylor 2235, Dallas, Texas. Manager, Herbert Denny. **SERVICES OFFERED:** Library, sound effects library, transcriptions. Mood Music Library, Industrial Music Library and Wired Services Music.

Studio & Artists Recorders

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Syndicated Radio Productions

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By JOHN G. PAINE

General Manager, American Society of Composers, Authors and Publishers

THE American Society of Composers, Authors and Publishers, the leading performing right society in the United States, is an unincorporated, non-profit, voluntary association. The Society, which is the oldest American performing right society, has a total membership of 1,707 writers and 234 publishers; during the past year 91 writers and 20 publishers have become active members.

During 1945 the Society renegotiated contracts with the leading performing right societies of Europe, and was also successful in obtaining agreements with Latin-American societies. In this way Ascapy continues to provide a richer and more comprehensive repertoire of music, not only of the native American field, but also the music of other nations.

The Society has completed its first year of licensing in the symphonic, concert and recital field. In accordance with its regular policy, it is the goal of the Society to provide through its licensing activities in this field of music, sufficient financial encouragement to those talented men and women writing the serious music of our country, so that they may continue in their chosen profession.

The Members of the Society have, during 1945, turned over to Ascapy their television rights. Although these rights have yet to be fully defined, it is the conclusion of the membership that their society act on their behalf in obtaining whatever rights accrue to them.

On December 9th the Society, through the cooperation of the Electric Hour and the Prudential Family Hour, paid tribute to the memory of its beloved member, the late Jerome Kern. The program, which was headed by Oscar Hammerstein II, included Nelson Eddy, Bing Crosby, Judy Garland, Hildegard, Patrice Munsel, Dinah Shore, Frank Sinatra, Jack Smith, Earl Wrightson, and the orchestras of Robert Armbruster and Al Goodman. No finer tribute could be paid to the memory of a music man than the one which President Harry S. Truman sent to Oscar Hammerstein II in the following wire, which was read over the CBS Network:

"I am among the grateful millions who have played and listened to the music of Jerome Kern, and I wish to be among those of his fellow Americans who pay him tribute today. His melodies, surviving him, will live in our voices and warm our hearts for many years to come for they are the kind of simple, honest songs that belong to no time or fashion. The man who gave them to us has earned a lasting place in his nation's memory."

The following are the officers of the Society: Deems Taylor, president; Gustave Schirmer and Oscar Hammerstein II, vice presidents; George W. Meyer, secretary; Donald Gray, assistant secretary; J. J. Bregman, treasurer; Irving Caesar, assistant treasurer; Schwartz & Frohlich, general counsel.

The twenty-four directors are: Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul Bornstein, J. J. Bregman, Gene Buck, Irving Caesar, Max Dreyfus, Walter S. Fischer, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Geo. W. Meyer, Jack Mills, John O'Connor, J. J. Robbins, Richard Rodgers, Lester Santly, Gustave Schirmer, Herman Starr and Deems Taylor.

The administrative officers are John G. Paine, general manager; Herman Greenberg and Richard F. Murray, assistant general managers; George A. Hoffman, controller; Richard F. Frohlich, director of public and customer relations; Herman Finkelstein, resident counsel.

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By **GRETL URBAN**

Vice-President and Manager of Music Department

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CHANGES MADE
SARI WALTZ
I WONDER WHO'S
KISSING HER NOW**

**EDWARD B. MARKS
MUSIC CORPORATION**

RCA Bldg. Radio City New York

BROADCAST MUSIC, INC.

By M. E. TOMPKINS

Vice-President and General Manager

IN a very real sense Broadcast Music, Inc. is an important arm of the entire broadcasting industry. For BMI was organized by the broadcasting industry in 1939 and is completely owned by broadcasters.

And as the "arm of the industry" BMI plays a vital role in both music and radio. Now in its sixth year of actual service to the industry, BMI, which had enough music for the entire needs of broadcasters back in 1940, today has greatly extended its catalogue. At present more than 1,000 publishing firms clear their music to broadcasters through BMI.

More than 760,000 titles, ranging from the venerable classics to the current Hit Parade favorites, are listed in the latest BMI catalogue. All but a handful of the broadcasting stations in the United States and Canada today (1,034 as of March 1, 1946) as well as all national and regional networks, are licensees of BMI, and all of them make a very substantial use of the BMI repertory.

But BMI does not limit its services to the granting of music rights only. It distributes to licensees, without cost, a variety of sheet music and recordings which constitute a valuable portion of any station's music library. It furnishes script services adopted to the specific needs of broadcasting stations, and regularly makes available to its licensees a wide range of helpful information resulting in better musical programming.

Bulletins are sent periodically, listing vital changes in the basic BMI catalogue, so that stations are always aware of music available to them under their BMI license.

An experienced staff of field representatives, specially trained radio men, is constantly visiting the stations with helpful suggestions for better programming and continually gathering opinions and suggestions from station men in order to make possible even better progress in BMI's service.

Many other special services provided by BMI are all designed to aid program and production men, music directors, librarians and every person in the broadcasting station concerned with the use of music. The BMI monthly Pin-Up Sheet of Hit Tunes, Disc Data, Music Memo, Holiday Music bulletins, Record Index and monthly News Letters which reach the broadcaster regularly comprise an integral part of this overall service to the industry.

In the field of educational and standard music, BMI is consistently building, through its own publications and those of its affiliate publishers, an extensive and valuable library of distinctive music which will never be out of public favor.

By continuing to render the same valuable service to the broadcasting industry in the future, and by maintaining honest competition in the licensing of music for broadcast purposes, BMI will be upholding its position as a permanent protection against injustice to the industry as a whole.

• • • **B M I P U B L I S H E R S** • • •

PUBLISHERS

- A-B Company Song Productions,
The
A.M.S. Music Collaborators
A-1 Music Publishers of America
Ace Music Co.
Acme Music Corporation
Acme Songs
Acuff-Rose Publications
Adams-Vee & Abbott, Inc.
Adelphia Press, The
Ahlefeld-Daniels Publications
Ahlstrand, David
Airlane Music, Inc.
Airwaves Music Publishing Co.
Albin Tunes Publishers
Alexander, Perry
All American Publications
Allen and Klink Music Publishers
Allen Intercollegiate Music, Inc.
Allen, Walter F.
Allied Music, Inc.
Altschuler, Inc.
Alva Music Publishing Company
Alvin Music Corporation
Ambrose, Adaline C.
American Composers Alliance, Inc.
American Melodies
American Music Guild, Inc.
American Music, Inc.
American Performing Rights Society, Inc.
American Song Publications
American Song Publishing Co.
Amigo Music Publishing Co.
Amphion Publishers
Ancheta, Lamberto L.
Anchorage Music Publishers
Anderson, Leah Logan
Apex Music, Inc.
Aragon Music Co.
Arberne Music Co.
Arcadia Valley Music Publishers
Argus Music Co.
Armann, Halldor E.
Arrow Music Press, Inc.
Art Melody Studios
Art Music Company
Artistic Songs
Ascot Publishing House
Associated Composers, Inc.
Aurora Music Publishers
B-K Publishing Company
Bach Music Publishers
Bacon & Akeisa Music Publishing Co.
Bagot, Frank
Baker Brothers
Balicer, Simon
Ball Music Publishing Company
Ballard, Fred C.
Baltimore, Roger
Baltimore Music Publishers, Inc.
Banner Music Company
Barclay Music Corp.
Barnes, Samuel D.
Barnett, John W.
Barnhart Music Corporation
Barres Publications
Barron, Jack
Barry, Bessie
Bartlett & Hartmann Music Publishers, Inc.
Baskin, Sidney
Bava, John
Beacon Music Company
Becigneul, Henry A.
Becker-Williams Publications
Beehive Music Company
Bell Music Co.
Bell-Tone Music Publishing Co.
Belmont Music Company
Benald Music Publications
Benatzky, Ralph, Dr.
Bendt, Dorothy Sanders
Ben-Et Songs
Berbert, E. M.
Berger Publishing Company
Berst, John E.
Berwick Music Corp.
Beste, Anna Adams
Beverly Music Company
Biehl, Rose
Billboard Music Publishing Co.
Billings, Lucille
Billings, Vivien
Biltmore Music, Inc.
Blanche, Anne Prevost
Blane Music Co.
Blau, Larry Music Co.
Block, Martin Publishing Co., Inc.
Blue Bell Music Publishing Co.
Blue Jay Publishing Co.
Blue Note Records
Blue Ribbon Melodies
Blue Ridge Publishing Corp.
Bluebird Music Co.
Bluestone-Bernard Music Publishers
Bomart Music Corp.
Boozey Music Publishers
Botkin, Gene
Botts, Ida Bassett
Bouma, G. H.
Bourne, Al
Bradley Music Company
Branders Music Co.
Brent, Stanford F.
Brill, D. Dudley
British American Publications
Britton, Mozelle
Broadcast Music, Inc.
Bronx Music Publishers
Brophy, Mary M.
Brown, Herbert E.
Brown, J. Carroll
Bucher, Roland C.
Buel, Marshall M.
Bulkley, L. H., Publisher
Bullock Music Company
Burdick, Lenora
Burns & Crowe Publications
Byers Music Publishing
C. & M. Music Co.
California Music Publishers
Calumet Music Co.
Calvin, John
Cambridge Music Company
Cameron Music Co.
Campbell Music Co.
Campbell-Porgie, Inc.
Canfeld, Cogswell
Canterbury Publications
Cantrell Music Publications
Capital Music Co.
Capitol Music Co.
Cardinal Music Publications
Carey, Thomas J.
Carillon Publishers
Carlton, Joseph
Carnegie Publishing Company
Carney, Alvin E.
Carol Music Company
Carphil Music Company
Carr-Hildy Music Company
Cascales, Joe, Music Publisher
Casivant, Eugene
Cason Music Corp.
Catchy Tunes Publishing Co.
Catena, Florence
Cavalcade Music Co.
Chaikowsky Music Pub. Co., Francis T.
Champion Music Company
Chanove, Hazel V.
Charm Music Company
Charter Music Publishers
Chase Music Co.
Cheatham, Frederick C.
Chelsea Music Corp.
Cherio Music Publishers, Inc.
Chism, Leon T.
Cholvin Music Sales
Churchill Publications
Cille and Dail Publications
Cine-Mart Music Publishing Co.
Cinema Songs, Inc.
Cinephonic Music, Inc.
Claremont Music Co.
Clavier Music Publishers
Clover Publishing Co.
Clow, O. B.
Coast To Coast Music Corp.

- Cochran, Wally
 Cole Corporation, M. M.
 Cole, Jonnie
 Collins, Francis Joseph
 Collwill Corporation
 Colonial Music Pub. Co.
 Columbia Music Publishers
 Columbia Music Publishing Co.
 Commercial Music, Inc.
 Commonwealth Music Co.
 Concert & Radio Music Co.
 Connors-Wilkins
 Continental Music Company
 Continental Music Publications Co.
 Continental Record Co.
 Cooper Music, Inc.
 Cornelius, James P.
 Cornell Music Company
 Coronet Songs
 Country Music
 Covais Music Co.
 Crestwood Publications
 Cridland, Dorothy
 Crocker, Al
 Crokin, Patrick A.
 Crosby, Everett N., Ltd.
 Crosley, Marsh, Publishing Co.
 Cross & Winge (American Music, Inc.)
 Cross Music Company
 Cross, Samuel Avery
 Crossroads Music Co.
 Crowe, Edward
 Crowe, Edward, and Pyle, Pete
 Crowell, Beulah
 Crowell Music Pub.
 Crown Music Co., Inc., Ltd.
 Crown Music Company
 Croxton Pub. Co.
 Cundy-Bettoney Company, Inc.
 Daniels Music Publishing Co.
 Dan-Pell Songs
 Darrell, Jack Music Publishers
 Davidson & Maxon Music Publishers
 Davis, Glenn S.
 Davis, Louis A.
 Davis & Ostergard
 Dawn Music Co.
 De Cimber Music Pub.
 De Metris Music
 De Santis, Francis
 Dearborn Music Pub. Co.
 Debin Music Company
 Del Cal Theatres, Inc.
 Dellon, Harold Music Co.
 Deluge Music Co.
 Dependable Publications
 Derby Tunes
 Desert Music Publishers
 Desmoni, Martin J.
 Deutsch, Ruth
 Devoe, Jack
 Dexter, Al, Music Publishing Company
 Dexter, Al & Paris, James
 Diamond Music Company
 Dinehart Music Co.
 Dixie Music Publishing Company
 Doak, Charles A.
 Dolan, Ann
 Doraine Music Publishing Co.
 Dorset Publications
 Dot Music Publishers
 Douglas Publishing Company
 Downey & Sazama
 Drake, Ethel
 Dream Music
 Dreamo Music Publications
 Du Val Music Publishing Co.
 Dube, J. Emile
 Duckworth, Daisy
 Duo Music Pub. Co.
 Duren, Hubert E.
 Dynamic Music Company
 Earle, William P. S.
 Eastern Music Publications
 Eastern Publications
 Eccma Music Company
 Echoes Of Victory Music Publishing Company
 Edgin, G. W.
 Elektrann Music Pub. Co.
 Elite Music, Inc.
 Elliott, Lewis
 Elsmo Bros. Publishers.
 Embassy Music Corp.
 Emcee Publishing Company
 Empire Publishing Company
 Encore Music Publications, Inc.
 Englewood Music House
 Enos, Clyde
 Enterprise Publications
 Esquire Music Co.
 Essex Music Publishing Co.
 Eternity Publications
 Excelsior Music Publishing Co.
 Fantasia Music Publishing Co.
 Fashion Music Publishing Co.
 Fassio, A.
 Feast and Hoffman
 Fehrenbaker, Mora
 Feiler, Maurice
 Fifer, C. Arthur
 Fillerdelphia Music Company
 Film Music Producers
 Fine Arts Music Pub. Co.
 Fine Songs
 Fletcher Publishing Company
 Florida Music Co.
 Follo Music Co.
 Foks, Pauline
 Ford Music, Inc.
 Forest Glen Music Publishers
 Forzi, Frank
 Foster, Robert E.
 Fountain Music Company
 Fox-Maya Music Company
 Fragos-Moore, Incorporated
 France Music, Inc.
 Franciosa Song Publications
 Franco-American Publications
 Frederic, Will, Music Publishers
 Freed & Hall Music Publishers
 Freeman, A. E.
 Freeman Associates
 Freeman Music Company
 Frequent Publications
 Frey, Fran & Company
 Friedley, Lowell G. & Company
 Friedman, Arthur
 Friedman, Isidor G.
 Frish, Frank L.
 Frye-Ryan-Frankel, Inc.
 Fumea, Tom
 G. & W. Music Publishers, Inc.
 G. D. S. Music Publishers
 G. M. S. Music Publishing Co.
 G. V. C. Music Publishing Co.
 Gaal, Charles J., & Co.
 Gabler, C. J.
 Gaertner, Herb V.
 Gait-Way Music Company
 Gale, Bill
 Gamma Music, Inc.
 Gardner, J. C.
 Gehrmans, Carl Music Forlag
 General Music Publications
 Gil-Rod Music Publishing Co.
 Girardi, Joseph
 Giumarra, Minnie
 Glen Publishers
 Globe Publications
 Golden Melody Music Company
 Golden Tune Publishers
 Goldstein, Maurice
 Graham, Gaston
 Gordon Music Publisher
 Graham Music Company
 Great Western Music Co.
 Greater New York Music Corp.
 Green Music Publications
 Greene-Revel, Incorporated
 Greenwood, Livingston
 Grimes Music Publishers
 Grum, Matthew W., Jr.
 Grunes, David J.
 Guinand, Clinton
 Gussie, Adeline T.
 Guy Publishing Company, The
 Haberstro, Albert W.
 Haims, P. L.
 Halmac Co.
 Hankins, Holmes, Pub.
 Hanna & Co. Music Compositions
 Harding, Frank Music House
 Hardtner, Alice D.

• • • **B M I P U B L I S H E R S** • • •

- Hargrow, Paul S.
 Harmony House
 Harmony Music Publishers
 Harrington, Clare
 Harris & Lane Publications
 Hartmann & Van Horn
 Haun, Dal E. Company
 Hawaii Conservatory Pub. Co.
 Hawkins, Leland R.
 Hay, Bob
 Herrold, Lloyd
 Hicks, Alberta K.
 Hill, Christine
 Hill Music Publishing Company
 Hilliard-Currie Music Publishers
 Hills, Johnny
 Hinds, Hayden & Eldredge, Inc.
 Hines, John
 Hippenstiel, Harold F.
 Hit Parade Publications
 Hoffman, Carrie
 Holdsworth, Elmer
 Hollywood Hit Publishers
 Hollywood Melody Publishing Company
 Hollywood Music Sales
 Hopkins, Earle C.
 Horan, Nell
 Horoscopes In Song
 Horvath, Joseph
 House Of Carleton
 House Of Melody
 Howard, Jack Publications
 Hub Publishing Company
 Hughes, Harold F.
 Humphries, Bruce, Inc.
 Hunter's Music House
 Huttig, Charles M.
 Hynnes Music Co.
 Ideal Music Publishing Co.
 Idelson, Harry
 Immortal Music Publishing Co.
 Imperial Music Publishing Co.
 Inco Music Company
 Independent Music Publishers
 Indigo Music, Inc.
 Ineman, James
 Inspired Music Co.
 International Dance Studio
 International Music Company
 International Songwriter Club
 Irma Music Co.
 Isenberg, Emil F. Music Publishing Co.
 Jackson Music Corp.
 Jahnke Publishing Company
 Janis, Stephen
 Jill Music Co.
 Jo-Ann Music Company
 Johnson, Claude
 Johnson, Elizabeth
 Johnson, Harry H.
 Jones, J. Grayson Music Co.
- Joseph Music
 Kammen, J. J., Music Company
 Kampas, Wm. T.
 Karch, Hank
 Karr, Jerome J.
 Kaymusic Publishers
 Keller, Don
 Keller, Leo D.
 Kelly Music Publications
 Kelly, William A.
 Kelton-Romm Music Company
 Kerr, Edward
 Kessel, George J.
 Key City Music Publishing Co.
 Key Music Company
 Keyser Music Publisher
 Keystone Music Co.
 King-Del Music Publishers
 Kinkade's Songs
 Knight Publishing Co.
 Knobloch, M. H.
 Kolbert, Marguerite, Productions
 Krygier, Joseph
 Kukula, Frank
 LaRue Publishing Company
 Lake Music Pub. Co.
 Lambiotte, O. J. Music Publisher
 Lance Music Co., Inc.
 Lang-Worth Publications, Inc.
 Latin American Publishing Corp.
 Lawndale Music Publishers
 Leal, Felipe Valdes
 Lee, Rosemary
 Lencer Music Company
 Lester, Betty
 Lewcon Music Company
 Lewis, Reggie
 Liberty Music Publishers
 Lincoln, F. S.
 Lind Music Publishers
 Linden Music Publishers
 Livingston & Evans Music Company
 Logos and Company
 Lomax, Carl, Music Pub. Co.
 London Music Corp.
 Lone Star Music Company
 Long, J. Baxter
 Lowden, C. Harold
 Loy, Valeska
 Lucky Music Publishers
 Lynch, Edward J.
 Lynn, E. A., Publishing Company
 Lynne Music Company
 Lyric Music Co.
 M. & F. Music Publisher, The
 MacAngelo
 MacFarlane, Thomas M.
- MacGregor, Grant
 Mackley Music Publishing Co.
 Mack-Nell Publications
 Maddox, Emily Harris
 Maestro Music Company
 Magnolia Music Company
 Majestic Music Co.
 Mallory Music Publications
 Maloney, William
 Mandeville, Loretta
 Manhattan Music Company
 Mank's, Chaw, Blue Ribbon Music Co.
 Manning Music Co.
 Mansfield, Frank, Music Pub. Co.
 Marchant, J. C., Publications
 Marcy, Victor
 Maresh Music Company
 Marino Music Co.
 Marion and Son Publishing Co.
 Marks, Edward B., Music Corp.
 Mar-Lane Music Publishers
 Mars Music Publications
 Marsales, Frank
 Marston Music
 Martin, Jack "Tex"
 Marvel Music Pub. Co.
 Master Music Publishers
 Material Songs Publishing Company
 Mathews, James
 Maxwell Melodies
 Mayhams Music Company
 Mayo Music Corp.
 McCall & Malin Pub. Co.
 McClaran, Olive Hanson
 McClaren, Everett F.
 McClure Music Company
 McClure, Ruth D.
 McDaniel, Joe, Music Company
 McDonald Music Company, The
 McDowell, Frances Grider
 McGhee, Berry M.
 McGinty Music Publishing Company
 McLean, Gene, Music Co.
 Med-Rik Music Publishing Company
 Mellow Music Publishing Company
 Melo Music Co.
 Melody Hall Music Publishers
 Melody Lane, Inc.
 Melody Moderne, Inc.
 Melody Music Company
 Melody Music Publications
 Melody Song Bureau
 Memorie Music Publishing Co.
 Memphis Music Publishers, Inc.
 Mercury Music
 Merico Music Company

• • • **B M I P U B L I S H E R S** • • •

- Merit Music, Inc.
 Merrywood Publishers
 Metropolitan Music Company
 Miami Music Publishers
 Micor Publishing Company
 Millburn Music Publishers, Inc.
 Miller, Charles
 Miller-Grau
 Mode Music Publishing Co.
 Modern Melodies Publishing Co.
 Modern Standard Music Co.
 Monarch Music Company
 Monroe Music Company
 Moon Ray Music Publishers
 Morrison & Ewing
 Motor City Music Publishers
 Mount Vernon Publications
 Mountain Music Company
 Mountain State Music Publishers
 Movieland Music Publishers
 Mullin, Mary J.
 Murray Music Company
 Murray Music Publishers
 Music-Makers Publishing Co.
 Musico
 Nash Chain Song Service, The
 National Association For Blind
 Composers, Inc.
 National Association of Broad-
 casters
 National Music Corp.
 Nationwide Songs, Inc.
 New Era Music Corporation
 N. Y. Music Pub. Co.
 Nclan Music Co.
 Normay Music Company
 Oahu Publishing Company
 Oriole Tunes
 Out West Music Publisher, The
 Ozark Mountain Music Publish-
 ers
 P. M. Music Pub. Co.
 Pacific Music Publications
 Paty Publishing Company, The
 Pearl Music Company, Inc.
 Peer International Corporation
 Peerless Music Publishing Co.
 Phono-Tunes Music Company
 Plamor Music Company
 Pcmd, Frank Music Company
 Porgie, Debin & Friedman, Inc.
 Portland Music Company, The
 Prestige Music
 Preview Music Co.
 Pre-View Publications
 Pro Musica Publishing Company
 Quincy Music Publishers
 R. R. Publishers
 Radio Music Company (Cal.)
 Radio Music Publishers
 Radio Screen Music Pub. Co.
 Rainbow Music Publishers
 Ray Music Publishing Comapny
 Record Music Publishing Co.
 Regent Music Corp.
 Remarque Music Publishing Co.
 Republic Music Corporation
 Rhapsody Publications
 Rialto Music Publishers
 Richmond Melodies
 Richter, Dr. William B.
 Ricordi, G., & Co.
 Rion, Johnny
 Rousseau Publishing Co.
 Royal Music Publishing Company
 Ruby Music Co.
 Rudell Music Publishing Co.
 Salamanca Music Pub.
 Scala Music Publishers
 Scheuerle Bros. Music Publishers
 Schillinger, Arthur E.
 Schirmer, E. C., Music Co.
 Schumann Music Company
 Shattuck Publishers
 Shelby Music Publishing Co.
 Sheldon-Mitchell Publishing
 Corp.
 Shelhamer, Ben., Jr.
 Shermack Company
 Siegal & Dahle
 Simmons, Ross Publisher
 Singer, Murray Music Publishing
 Co.
 Singmore Music Publishers
 Skylark Songs
 Smith, Jerry
 Society Of Jewish Composers,
 Publishers and Songwriters
 Song Shop, The
 Song-Text Music Company
 Sons Music Pub. Co.
 Standard Publications
 Stark Music Printing Company
 Starlight Music Company
 Steele, Ted Publishing Co.
 Stern, Jos. W., & Co.
 Steven, Arthur Publications
 Stover Music Company
 Stratton, A. D., Music Co.
 Striplin, Mary A.
 Stroube, Walter A.
 Sun Ray Music Publishers
 Sunnyside Music Publications
 Sunshine Music Company
 Superior Melodies Publishing Co.
 Sweet Music Publications
 Swing Music Publishers
 Symbolic Music Publishing Co.
 Syncopation Songs
 Syndicate Music Publishers, Inc.
 Tait-Douglas, Frederick
 Tele-Mus Publishing Company,
 Inc.
 Televis Music Company
 The "440" Music Publishing
 Company
 Three Boys Music Company,
 The
 Tiffany Music Co.
 Timberland Publishing Co.
 Time Music Co.
 Times Square Music Co.
 Tin Pan Alley Publications
 Tompkins, Clarence F.
 Tompkins, Clarence & Cuff,
 Paul
 Trans-America Music Publishers
 Transatlantic Music Company
 Transradio Music, Inc.
 Treasure Chest Publications
 20th Century Music Publishers
 Tyrone Publications
 U. S. and International Music
 Pub.
 U. S. Music, Inc.
 United Music, Inc.
 University Music Co.
 Urban Publications
 Valentine Music Publications
 Valiant Music Company
 Van Brunt Publishing Company
 Vance Music Company
 Vanguard Songs
 Variety Music Company
 Vee Bee Music Co.
 Vernon Music Publishers
 Victor Publishing Company, Inc.
 Victory Music Company
 Wabash Music Company
 Wade, Franklin, Publications
 Waldman, Irving, Music Pub.
 Co.
 Waldorf Music Company
 Warner Studio
 Washburn, Rozella T.
 Waters Music Publishing Co.
 Webster Music Company
 Wemar Music Corporation
 Wesjay Music Corp.
 West Coast Music Publishers
 West Phila. Music Centre
 Westmore Music Corp.
 Westmount Music, Inc.
 White Way Music Company
 Whitney, F. E., Publications
 Wilcox Music Pub. Co.
 Williams & Williams
 Willis-Woodward Music Co.
 Wilson Publishing Co.
 Winters, Leo., Inc.
 Witro Music Publishing Co.
 Wizell, Murray Music Company
 Woodland Music Company
 Woods Music Co.
 World Wide American Classics
 Worldwide Music Publishers
 Wright Publishing Company
 Zaboy-Landino Music Company
 Zoeller Music Company

S · E · S · A · C, Inc.

By PAUL HEINECKE

President

SESAC acknowledges with appreciation and gratitude the wide acceptance, by every branch of the Entertainment Industry, of SESAC Music —

The year 1945 has shown an unprecedented increase in the use of SESAC Music. The exacting and ever mounting demands for diversified music from radio, motion pictures, record and transcription companies as well as the concert stage, have been fully and satisfactorily met by the almost inexhaustible storehouse of SESAC musical compositions.

More than 1,000 radio stations throughout the United States and Canada are now licensed by SESAC.

Major motion picture studios have readily found in the wide range of SESAC compositions the right piece of music to depict a particular era — establish a mood or to underscore a difficult scene.

Leading phonograph record companies have substantially increased their releases of SESAC numbers and thousands of recordings are now available on transcribed commercial programs as well as library services.

Last June we launched our own SESAC Transcribed Library Service. It was fashioned on suggestions and requirements of the broadcasters themselves. In the few months since its announcement, an astounding number of stations have subscribed, definitely establishing it as the fastest growing library in the field. The subscribing stations, in every state, are of all types . . . from 100 to 50,000 watters in urban and metropolitan centers, including networks.

The artists, who have contributed to making the SESAC Library outstanding, are topnotch in their fields and have been expertly directed. Each and every composition has been selected for its melody and standard popularity . . . further adding a valuable feature to the SESAC Library . . . every number will be as "welcome listening" many years to come as it is today. The playing time of each selection averages 1½ minutes, one of the must suggestions from the broadcasters. The very low fee for the library, of course, is also responsible for its success . . . it is so reasonable that it is well within the budget of any station, regardless of size or location.

The Program Guide which goes to each library subscriber has been praised by all reviewers. It is an entirely new departure in cataloguing the library contents — making the use of the library one of extreme simplicity, in addition to providing invaluable program notes.

With these and many more features, the SESAC Transcription Library will continue to make transcription history.

Our plans for further advancement in 1946 and the years to come are motivated by our pledge for better service to the Entertainment Industry with greater production of "The Best Music In America."

PUBLISHERS

- Accordion Music Publishing Co.; New York including *Deiro, Pietro*
- Albright Music Company (See National Music Company, Inc.)
- Alford, Harry L.; Chicago
- Alkire Publications, Eddie; Easton, Pa.
- Altschuler, J. (See "P.W.P.")
- Arct, M.; Warsaw
- Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)
- Augsburg Publishing House, Minneapolis, Minn.
- Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
- Barnes, A. S., and Company, Inc.; New York
- Barnhouse Company, C. L.; Oskaloosa, Ia.
- Barwicki, K. T. (See "P.W.P.")
- Beirly Company (See Chart Music Publishing House, Inc.)
- Bendix Publishing Corp. (See National Music Co., Inc.)
- Benson Publishing Co., John T.; Nashville, Tenn.
- Berge Music Co. (See McLaughlin & Reilly Co.)
- Braun, Hubert J.; Chicago including: *Braun Music Co. Braun Organization, The*
- Broadcast Music Publishers (See National Music Company, Inc.)
- Brumley, Albert E.; Powell, Mo.
- Bryant Music Company; New York
- Calbo, N.; Barcelona (compositions as per list issued)
- Capitol Music Co. (See National Music Company, Inc.)
- Catholic Music Co. (See McLaughlin & Reilly Co.)
- Central Music Co. (See Ramsey, Will M.)
- Chart Music Publishing House, Inc.; Chicago including: *Beirly Company, Alfred Coanacher, B. Huffer, Fred K. Littig Music Publishing Co., Frank Warde, Harry Warner, F. Eugene Western Accordion Music Company*
- Clef Music Co.; New York
- Coanacher, B. (See Chart Music Publishing House, Inc.)
- Composers Press, Inc., The; New York
- Concord Music Publishing Co., Inc.; New York
- Culla, Antonio; Barcelona (compositions as per list issued)
- Dean, Emmet S. }
Dean & Edmiaston } (See Firm Founda-
Dean & Evridge } tion Publishing
Dean & Franklin } House)
Dean & Hensley }
Dean & Morgan }
Dean & Sebren }
- Deiro, Pietro (See Accordion Music Publishing Co.)
- Denison & Company, T. S.; Chicago
- Di Bella, O.; New York
- Do Re Mi Fa Casa Editora de Musica (See Ediciones Internacionales Fermata)
- Ediciones Fermata (See Ediciones Internacionales Fermata)
- Ediciones Internacionales Fermata; Buenos Aires (South American Publications) including: *Ediciones Musicales Pampa Do Re Mi Fa Casa Editora de Musica*
- Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
- Ediciones Rodoch (C. Rodriguez); Bilbao (compositions as per list issued)
- Ediciones A. Urmeneta; Barcelona (compositions as per list issued)
- Edition "Jastrzab" (See "P.W.P.") including: *Rudnicky, Walery "W.J.R." Rzepecki, J.*
- Editions "Olympia" (See "P.W.P.")
- Edition Pro Arte (See "P.W.P.")
- Eulenburg, Ltd.; Ernst; London
- Fairbank Company, H. W. (See National Music Co., Inc.)
- Fermata (See Ediciones Internacionales Fermata)
- Ferrill, J. W. (See Quartet Music Company)
- Firm Foundation Publishing House; Austin, Tex. including: *Trio Music Co.*
- Gebethner & Wolff; Warsaw
- Georgi & Vitak Music Co. (See Vitakelnik Co.)
- Gilbert Music Company (See McLaughlin & Reilly Co.)
- Gornston, David; New York

• • • **SESAC PUBLISHERS** • • •

- Gospel Music Publications (See Hathaway, Franklin Earl)
 Grabcewski, F.; Warsaw
- Haberer-Helasco, Hermann; Madrid-Lisbon
 including:
Solunastra Publications
- Hall Music Co., The; Maryville, Tenn.
 Hall & McCreary Co.; Chicago
- Hanson, E. Eddy (See National Music Company, Inc.)
- Harmonia Edition Publishing Co.; New York
 including:
Harmonie Publications, Rondo Publications
- Hart's Music Company (See National Music Co., Inc.)
- Hartford Music Co., The; Hot Springs, Ark.
- Hathaway, Franklin Earl, Music Publisher; Chicago
 including:
Gospel Music Publications
- Helasco (See Haberer-Helasco)
- Henson Music Publisher, J. M.; Atlanta, Ga.
 including:
*Morris-Henson Music Co.
 Southern Music Flate Co.*
- Hoffman Company, Raymond A.; Chicago
- Holbrooke, Josef (See Modern Music Library)
- Huffer, Fred K. (See Chart Music Publishing House, Inc.)
- Idzikowski, Leon., Warsaw
 Idzikowski, M., Warsaw
- Jastrzab (See Edition "Jastrzab")
- Jewell Music Co., Fred; Worthington, Ind.
- Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
- Kelman Music Corp.; New York
- King Music House, Inc., K. L.; Fort Keene, Inc., Hank; South Coventry, Conn.
 Dodge, Ia.
- Kjos Music Co., Neil A.; Chicago
 including:
Max and Beatrice Krone
- Krachtus, John; Chicago
- Krone, Max & Beatrice (See Kjos Music Co.)
- Lebendiger, Henryk (See Ediciones Internacionales Fermata)
- Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Liturgical Music Press, Inc.; New York
- McLaughlin & Reilly Co.; Boston
 including:
*Liturgical Music Company
 Catholic Music Co.*
- Also including compositions taken over from
*Wm. E. Ashmall & Co.
 Berge Music Company
 John Singenberger
 Otto Singenberger
 Gilbert Music Company*
- Modern Music Library, Josef Holbrooke; London
- Mora, Jose; Barcelona (compositions as per list issued)
- Morris-Henson Music Co. (See Henson Music Publisher, J. M.)
- Music Press, Inc.; New York
- Music Products Corporation (See Pallma Music Products)
- National Music Co.; Fort Worth, Texas
- National Music Co., Inc.; Chicago
 including:
*Albright Music Company
 Bendix Publishing Corp.
 Broadcast Music Publishers (See E. Eddy Hanson)
 Capitol Music Co.
 Fairbank Company, H. W.
 Hart's Music Company
 Popular Music Publications
 Select Music Company
 Standard Music Co. (See Eddie Hanson)
 Standard Songs (See Eddie Hanson)
 Windsor Music Company*
- also including compositions taken over from:
E. Eddy Hanson
- Natrass-Schenck, Inc., New York
- Network Music Publishers (See Top Music Publishers, Inc.)
- Nowa Scena; Warsaw
- Olympia (See Editions "Olympia")
- Orduna, Leopoldo; Barcelona (compositions as per list issued)
- Pagani, O., & Bro.; New York
- Pallma Music Products; Chicago
 including:
*Pallma Music Publisher, Frank
 Music Products Corporation*
- Panella, Frank A.; Pittsburgh, Pa.
- Parks Company, J. A., The; York, Neb.
- Parris Music Co.; Jasper, Ala.
- Perry's Sons, A. W.; Sedalia, Mo.
- Pioneer Music Press; Salt Lake City
 including:
Wheelwright, Lorin F.
- Polskie Towarzystwo Muzyki Wspolczesnej; Warsaw (See "P.W.P.")

- Popular Music Publications (See National Music Co., Inc.)
- Pro Arte (See Editions Pro Arte)
- "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw
- Quartet Music Company; Fort Worth, Texas
including:
J. E. Thomas
A. O. Thomas
J. W. Ferrill
- Radio City Guitar Studio; New York
- Ramsey, Will M.; Little Rock, Ark.
including:
Central Music Co.
- Ramsey & Parker (See Firm Foundation Publishing House)
- Revival Music Company, The; Searcy, Ark. including:
Walls, W. M.
- Rodoch (See Ediciones Rodoch)
- Rodriguez (See Ediciones Rodoch)
- Rondo Publications (See Harmonia Edition)
- Rudnicki, Walery (See Edition "Jastrzab")
- Rzepecki (See Edition "Jastrzab")
- Sacred Music Foundation, The; Seattle 7, Wash.
including:
Herbert G. Tovey
- Sajewski, W. H.; Chicago
- Schmidt Co., The Arthur P.; Boston
- Schmitt Music Company, Paul A.; Minneapolis
- Schubert, Edward, & Co., Inc.; New York
- Select Music Company (See National Music Company, Inc.)
- Seyfarth, G. (See "P.W.P.")
- Showalter Company, The A. J.; Dalton, Ga.
- Simon, Frank; Middletown, Ohio
- Singenberger, John (See McLaughlin & Reilly Co.)
- Singenberger, Otto (See McLaughlin & Reilly Co.)
- Sisk Music Company, The; Toccoa, Ga.
- Smith Music Co., Inc., Wm. J.; New York
- Solunastra (See Haberer-Helasco)
- Southern Music Plate Co. (See Henson Music Publisher, J. M.)
- Stamps-Baxter Music & Printing Company; Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
including:
V. O. Stamps Music Company
- Stamps Quartet Music Co., Dallas 1, Texas
- Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
- Stirling Music Publishing Co.; New York including:
Avalon Music Publishing Co.
- Tennessee Music and Printing Co.; Cleveland, Tenn.
- Thomas, J. E. }
Thomas, A. O. } (See Quartet Music Co.)
- Top Music Publishers, Inc.; New York including:
Kanner Music Publishing Co.
Network Music Publishers
- Tovey, Herbert G. (See Sacred Music Foundation, The)
- Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw (See "P.W.P.")
- Trio Music Co. (See Firm Foundation Publishing House)
- Union De Compositores; Barcelona, Spain (compositions as per list issued)
- Urgelles, J.; Barcelona (compositions as per list issued)
- Urmeneta (See Ediciones A. Urmeneta)
- Vaughan, James D.; Lawrenceburg, Tenn.
- Vitak-Elsnic Co.; Chicago
including:
Georgi and Vitak Music Co.
- Walls, W. M. (See Revival Music Company)
- Warde, Harry (See Chart Music Publishing House, Inc.)
- Warner, F. Eugene (See Chart Music Publishing House, Inc.)
- Warszawski Towarzystwo Muzyczne (Warsaw Music Society); Warsaw
- Weaner, Maxwell (See Weaner-Levant Publications)
- Weaner-Levant Publications; New York including:
Weaner, Maxwell
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Whitney Blake Music Publishers; New York
- Windsor Music Company (See National Music Company)
- Winsett, R. E.; Dayton, Tenn.
"W.J.R." (See Edition "Jastrzab")
- Yanguas, Mariano; Madrid (compositions as per list issued)
- "Zaiks" Związku Autorow, Kampozytorow I Wydawcow; Warsaw (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
- Zalewski, B. J.; Chicago



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Sports Commentators

Announcers

Home Economics Directors

Station Musical Directors

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Radio Artists

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— A —

ABBOTT, BUD
NBC — Abbott & Costello Show.

ABBOTT, HERSHALL
KRNT—Des Moines, Iowa.

ACE, GOODMAN
Easy Aces.

ACE, JANE
Easy Aces.

ADAMS, INGE
CBS—Light of the World.

ADRIAN, IRIS
NBC—Abbott & Costello.

ALBERT, GRACE
CBS — F.B.I. In Peace and War.

ALEXANDER, A. L.
MBS—A. L. Alexander's Mediation Board.

ALEXANDER, JOAN
CBS—The Second Mrs. Burton, A Woman's Life, MBS—Superman.

ALEY, ALBERT
ABC—Hop Harrigan, CBS—Let's Pretend.

ALLEN, ELLA
KFPW—Fort Smith, Ark.

ALLEN, FRED
NBC—Fred Allen Show.

ALLEN, GRACIE
NBC—Burns and Allen Show.

ALLEN, MARION
WBAP—Fort Worth, Texas.

ALLEN, ROSALIE
WOV—New York.

ALLENBY, PEGGY
CBS—Life Can Be Beautiful, Rosemary.

ALLISON, JONE
CBS—Rosemary.

ALLMAN, ELVIA
CBS—Blondie, Durante-Moore Show, NBC—Abbott & Costello.

ALT, JOAN
CBS—Those Websters.

AMECHE, DON

AMECHE, JIM
CBS—Power Box Theatre.

AMREIN, JOHN
WSAI—Cincinnati, Ohio.

ANDERSON, EDDIE (ROCHESTER)
NBC—The Jack Benny Show.

ANDREWS, DR. ROY CHAPMAN
CBS—The Story of America.

ANDREWS SISTERS
ABC—Andrews Sisters Show.

ANTHONY, JOHN J.
MBS—The Goodwill Hour.

ARCHER, RICHARD
KDKA—Pittsburgh, Pa.

ARMPFIELD, HILL
KCRA—Sacramento, Calif.

ARNOLD, EDITH
CBS—Crime Doctor.

ARQUETTE, CLIFF
ABC—Glamour Manor.

ARTHUR, JACK

ASCOT, RITA
NBC—The Guiding Light.

AUDLEY, ELEANOR
NBC—Road of Life.

AUERBACK, ARTIE
CBS—Jack Benny Show.

AUSTIN, STUFFY
CBS—Barnyard Follies.

AUTRY, GENE
CBS—Gene Autry Show.

— B —

BACKUS, JIM
ABC—The Alan Young Show.

BACON, MILTON
CBS—Time to Remember.

BAILEY, JACK
ABC — County Fair, CBS—Meet the Mrs., MBS—Queen for a Day.

BAIN, DONALD

BAKER, DON
CBS—Behind the Scenes At CBS.

BAKER, PHIL
CBS—Take It Or Leave It.

BAKER, WADE
CBS—Renfro Valley Folks.

BALKUM, VASSIE
WGBR—Goldsboro, N. C.

BALLAVER, HARRY

BARNES, PAUL
ABC—Coronet Front Page.

BARNEY, MARION
CBS—Rosemary.

BARRETT, TONY

BARRIER, EDGAN
The Saint.

BARRY, VIVIAN
CBS—The Romance of Helen Trent.

BARRYMORE, DIANA
CBS—The Jack Carson Show.

BARRYMORE, LIONEL
CBS—Mayor of The Town.

BARTON, DOROTHY
WNHC—New Haven, Conn.

BARTON, JOAN
MBS—Sweetheart Time.

BASQUETTE, JIM
NBC—Amos 'n' Andy.

BATES, KARL
WOL—Washington, D. C.

BAUER, CHARITA
NBC—Right to Happiness.

BAUGHMAN, ELMER
WFAA—Dallas, Texas.

BEACH, BILL
March of Time, Kitty Foyle, Aldrich Family.

BEASLEY, IRENE
CBS—Irene, Beasley-Neighbor Show, MBS—Raising a Husband.

BECK, JACKSON
NB—Joyce Jordan, M.D.

BEKETT, SCOTTY
NBC—Life of Riley.

BECKMARK, PEGGY
CBS—Tena and Tim.

BEEEMER, BRACE
ABC—The Lone Ranger.

BEGLEY, ED
ABC—Adventures of Charlie Chan, Alan Young Show.

BEHRENS, ELSIE
CBS—Renfro Valley Folks.

BEHRENS, JERRY
CBS—Renfro Valley Folks.

BELL, MARGARET V.
WJAP—Washington, Pa.

BELL, ORTH
KFH—Wichita, Kan.

BELL, RALPH
CBS—Crime Doctor.

BENDIX, WILLIAM
NBC—Life of Riley.

BENEDARET, BEA
CBS — The Adventures of Ozzie and Harriet.

BENIGNO, SAL
WIP—Philadelphia, Pa.

BENNETT, CONSTANCE
ABC.

BENNETT, PAT
KGB, San Diego, Calif.

BENNY, JACK
NBC—The Jack Benny Program.

BERGEN, EDGAR
NBC—Bergen & Charlie McCarthy Show.

BERLE, MILTON

BERG, GERTRUDE

BILLSBURY, RYE
CBS—Ma Perkins, ABC—Jack Armstrong, NBC—The Guiding Light.

BINYON, CONRAD
CBS—Mayor Of The Town.



JACK
CARSON



MARY MARGARET McBRIDE



"Columnist of the Air"

RADIO ARTISTS

- BISHOP, ADELAIDE**
NBC—CBS—ABC.
- BLACKBURN, ARLINE**
NBC—Woman of America,
NBC—Joyce Jordan, M.D.
- BLACKBURN, JOYCE KNIGHT**
WMBI, Chicago, Ill.
- BLAINE, MARTIN**
CBS—F.B.I. In Peace and
War, CBS—Crime Doctor, CBS
—Strange Romance of Evelyn
Winters.
- BLAIR, FRANK**
WOL, Washington, D. C.
- BLAKE, JUDY**
CBS—Light Of the World.
- BLANC, MEL**
NBC—Judy Canova, Burns &
Allen, Abbott & Costello, Bob
Hope, Jack Benny.
- BLANC, SHIRLEY**
CBS—NBC.
- BLAND, AL**
CBS—Barnyard Follies.
- BLOCK, MARTIN**
Chesterfield Supper Club.
- BOARDMAN, TRUE**
CBS—Maisie.
- BOGUE, MERVYN**
NBC—Kay Kayser's College of
Musical Knowledge.
- BOLES, ATHENA LORDE**
CBS—NBC.
- BOLES, JIM**
Tennessee Jed, Fishing and
Hunting Club, Linda's First
Love, Land of the Lost, The
Washington Story, Aunt Jen-
ny, Famous Jury Trials, Kate
Smith, Abraham Lincoln in
Television.
- BOULTON, MILO**
CBS—We, The People.
- BOWE, GEORGE**
WTIC, Hartford, Conn.
- BOWES, KENNETH**
WFBL, Syracuse, N. Y.
- BRACKEN, EDDIE**
NBC—Eddie Bracken Story.
- BRADFIELD, ROD**
MBS, Opry House Matinee.
- BRADLEY, CURLEY**
MBS—Tom Mix.
- BRADLEY, TRUMAN**
CBS—Screen Guild Theatre.
- BRADY, FRED**
ABC.
- BRAHAM, HORACE**
NBC—CBS.
- BRENTANA, WILLIAM**
KDKA, Pittsburgh, Pa.
- BREEN, HAROLD**
WNHC, New Haven, Conn.
- BREESE, SIDNEY**
NBC—The Guiding Light,
NBC—Doctors At Home.
- BRENEMAN, TOM**
ABC—Breakfast In Holly-
wood.
- BRENNER, TED**
WHNC, New Haven, Conn.
- BRENTSON, CHEER**
CBS—Ma Perkins.
- BREULER, JACK**
WNBC, New Haven, Conn.
- BRICE, FANNY**
BS—The Baby Snooks Show.
- BRIGGS, DONALD**
CBS—F.B.I. In Peace and
War.
- BRITT, JUANITA**
WLBJ, Bowling Green, Ky.
- BRITTON, CLIFTON**
WGBR, Goldsboro, N. C.
- BROCKOFF, ELEANOR**
CBS—House Party.
- BROWN, JOE E.**
- BROWN, JOHN**
NBC—Life of Riley.
- BROWN, JOHN MASON**
CBS—Of Men and Books.
- BRUCE, NIGEL**
MBS—Adventures of Sherlock
Holmes.
- BRYAN, ARTHUR Q.**
NBC—Meet Me At Parky's,
NBC—Fibber McGee & Molly
Show.
- BRYSON, LYMAN**
CBS—People's Platform,
CBS—Problems of Peace.
- BUCKLEY, FLOYD**
NBC—CBS.
- BUKA, DONALD**
CBS—The Sparrow and the
Hawk.
- BUNCE, ALAN**
ABC—Private Lives of Ethel
and Albert, NBC—Joyce Jor-
don, M.D.
- BURKE, BILLIE**
CBS—The Billie Burke Show.
- BURKE, ROBERT**
AC—Quiz Kids.
- BURNS, BOB**
NBC—The Bob Burns Show.
- BURNS, GEORGE**
NBC—Burns & Allen.
- BUTLER, FRANK**
CBS—The Sparrow and the
Hawk.
- BUTTERFIELD, HERB**
CBS—Michael Scott Presents.

— C —

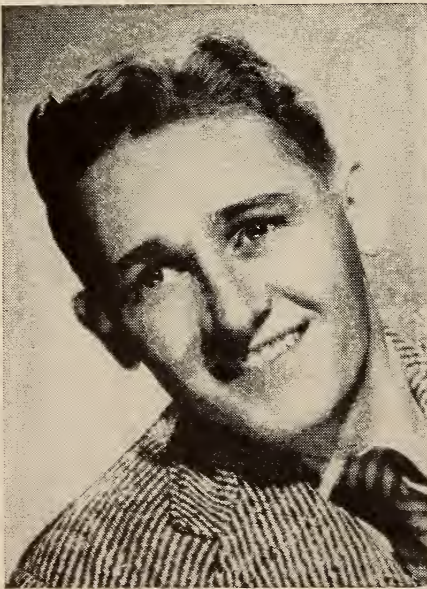
- CAMPBELL, FLORA**
CBS—The Strange Romance
of Evelyn Winters.
- CAMPBELL, PATSIE**
NBC—CBS.
- CANOVA, JUDY**
NBC—The Judy Canova Show.
- CANTOR, CHARLES**
Duffy's Tavern.
- CANTOR, EDDIE**
NBC—Time to Smile.
- CAPEL, PETER**
NBC—Portia Faces Life.
- CARD, CATHERINE**
CBS—The Beulah Show.
- CARGILL, RONALD**
WNHC, New Haven, Conn.
- CARLIN, FRANCES**
NBC—Woman of America,
CBS—Big Town, Our Gal Sun-
day.
- CARLTON, DEAN**
CBS—The Sparrow and the
Hawk, ABC—This Is Your
F.B.I.
- CARNEY, DON**
WOR—Uncle Don.
- CARNEY, JOE**
WIP, Philadelphia, Pa.
- CARPENTER, KEN**
NBC—Kraft Music Hall.
- CARROLL, GENE**
WTAM, Cleveland, O.
- CARSON, JACK**
CBS—The Jack Carson Show.
- AYE, A. P.**
NBC—Road of Life.
- CHAMBER, GARDE**
WHK, Cleveland, O.
- CHANEXY, FRANCES**
ABC—Terry and the Pirates.
- CHAPEL, EUGENIE**
CBS—Mr. Keen, Tracer of
Lost Persons.
- CHAPMAN, GEORGE**
WNHC, New Haven, Conn.
- CHASE, ILKA**
MBS.
- CHIMES, MICHAEL**
WNEW—Time for Chimes.
- CHOATE, HELEN**
CBS—Rosemary.
- CHRISTOPY, M. OAKLEY**
WTIC—Hartford, Conn.
- CHRISTY, KEN**
NBC—Meet Me At Parky's.
- CLAIRE, HELEN**
NBC—CBS.
- CLARK, COTTONSEED**
KNX—Hollywood Barn Dance,
CBS.
- CLARK, LON**
CBS—Mommie and the Men,
MBS—Nick Carter.
- CLARKE, PHIL**
- CLEARY, LEO**
NBC—Meet Me At Parky's.
- COFFMAN, BOB**
KWJB, Globe, Ariz.
- COLBERT, JEAN**
CBS—Work Shop, Lux Thea-
tre.
- COLE, JONATHAN**
CBS—Michael Scott Presents.
- COLLINS, KAY**
WEIM, Fitchburg, Mass.
- COLLINS, TED**
CBS—Kate Smith Sings.
- COLLYER, BUD**
ABC—The Mary Small-Junior
Miss Show, MBS—Superman.
- COLMAN, RONALD**
NBC—Jack Benny Show.
- CONLON, PATRICK**
ABC—Quiz Kids.
- COLONNA, JERRY**
NBC—Bob Hope Show.
- CONRAD, PAUL**
CBS—Cimarron Tavern.
- CONTE, JOHN**
NBC—CBS.
- COOGAN, RICHARD**
CBS—Light of the World.



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COOK, RALPH
WHNC, New Haven, Conn.

COOK, TOMMY
CBS—Blondie.

COOPER, BEN
NBC — Joyce Jordan, M.D.,
NBC—Portia Faces Life.

COOPER, JERRY
MBS.

COPELAND, MAURICE
NBC—The Guiding Light.

CORBETT, EDNA
WGTC, Greenville, N. C.

CORBETT, ESTHER
WGTC, Greenville, N. C.

CORDELL, KATHLEEN
CBS—Crime Doctor.

COREY, LENORE
KDKA, Pittsburgh, Pa.

CORRELL, CHARLES
NBC—Amos 'n' Andy.

COSTELLO, LOU
NBC—Abbott & Costello.

COTSWORTH, STAATS
CBS—The Second Mrs. Burton, Crime Photographer,
NBC—Right to Happiness.

COTTON, JOSEPH
NBC-CBS.

COURTNEY, ALAN
MBS—Mutual Record Carnival.

COWLING, SAM
ABC—The Breakfast Club.

CRAIG, GENE
KRNT, Des Moines, Ia.

CROSBY, BING
NBC—Kraft Music Hall.

CROSBY, BOB
CBS—Ford Show.

CROWDER, CONNIE
CBS—Those Websters, ABC—
Curtain Time, NBC — The
Guiding Light.

CROWLEY, MATT
CBS—Road of Life.

CURTIN, JOSEPH
CBS—Our Gal Sunday, NBC—
Mr. and Mrs. North.

— D —

DALEY, CASS
NBC—Fitch Band Wagon.

DALY, JOHN
CBS—Celebrity Club.

DANDRIDGE, RUBY
Amos 'n' Andy, Judy Canova,
Lux Theatre.

DANE, FRANK
CBS—Tena and Tim.

DARLING, DENVER
WNEW.

DARNAY, TONI
CBS—The Strange Romance
of Evelyn Winters.

DAVIES, GWEN
CBS—Let's Pretend.

DAVIS, JOAN
CBS—Joan Davis Show.

DAVIS, MARJORIE
KDKA, Pittsburgh, Pa.

DAYTON, JANET
WOL, Washington, D. C.

DeCAMP, ROSEMARY
CBS—Dr. Christian.

De CORSIA, TED
ABC—Terry and the Pirates,
CBS—The Adventures of El-
leky Queen, CBS—Big Town.

De KOVEN, ROGER
NBC—Road of Life.

DELMAR, KENNETH
NBC—The RCA Victor Show,
Fred Allen Show.

DENNY, DAVE
WHN, New York, N. Y.

DENNY, GEORGE V.
ABC—America's Town Meet-
ing.

DE POLENZKA, BARONESS
WINS-WAAT.

DESMOND, JOHNNY
NBC—Phillip Morris Follies
of 1946, NBC—The Teen-
timers Club.

DESMOND, MAE
WDAS, Philadelphia, Pa.

DEVINE, ANDY
NBC.

DIAMOND, STEPHANIE
KDKA, Pittsburgh, Pa.

DILLON, JANE
WTIC, Hartford, Conn.

DIXON, BOB
CBS—Hobby Lobby.

DOBSON, JIMMIE
NBC—Right to Happiness.

DOLOKHOV, ADELE
FINKESTEIN
KDKA, Pittsburgh, Pa.

DONALD, PETER
NBC-MBS—Can You Top This,
Guess Who, ABC — County
Fair.

DONOVAN, WARDE
NBC—Solitaire Time.

DOUGLAS, DON
School of the Air, Grand Cen-
tral Station, Black Castle,
M-G-M Screen Test.

DOUGLAS, HARRY
CBS — Night Time on the
Trail.

DOUGLAS, JACK
NBC—CBS.

DOUGLAS, SHARON
NBC—Life of Riley.

DOUGLAS, SUSAN
NBC—The Teentimers Club.

DOUGLASS, NANCY
ABC — The Listening Post,
NBC—Woman of America.

DOWNEY, MORTON
MBS—Songs by Morton Dow-
ney.

DOWNS, BILL
CBS—Cross Section—CIO.

DRAKE, BOB
WROL, Knoxville, Tenn.

DRESSLER, ERIC
CBS—Big Sister.

DREW, BARRY
NBC—Joyce Jordan, M.D.

DRILL, HELEN
KWJJ, Portland, Ore.

DUCHIN, EDDIE
NBC—Kraft Music Hall.

DUMKE, RALPH
NBC-CBS.

DUNLAP, PATRICIA
CBS — Bachelor's Children,
WGN, Chicago, Ill.

DUNLAP, TED
WOL, Washington, D. C.

DUNLOP, GERRY
WHKC, Columbus, O.

DUNN, EDDIE
NBC-ABC.

DUNNINGER
The Dunninger Show.

DURANTE, JIMMY
CBS — Jimmy Durante and
Garry Moore.

DUSKIN, RUTHIE
ABC—Quiz Kids.

— E —

EARL, DR. CRAIG
ABC—Professor Quiz.

EAST, ED
NBC—Ed and Polly.

EAST, POLLY
NBC—Ed and Polly.

EASTMAN, CARL
NBC-CBS.

EDISON, JOE
WIBC, Indianapolis, Ind.

EDSON, EDWARD
NBC—The First Piano Quar-
tet.

EDWARDS, JOAN
CBS—Hit Parade.

EDWARDS, RALPH
NBC—Truth or Consequences.

EGELSTON, CHARLES
CBS—Ma Perkins.

EILER, BARBARA
ABC—The Charlotte Green-
wood Show.

EINSTEIN, HARRY
(PARKYAKARKUS)
NBC—Meet Me At Parky's.

EISNER, ANITA
WNHC, New Haven, Conn.

ELDERS, HARRY
CBS—Michael Scott Presents,
ABC—Curtain Time, NBC—
The Baxters.

ELLIS, ROBERT
NBC—The Guiding Light.

ELMAN, DAVE
MBS—Rensi's Radio Auction
Show.

ELSTNER, ANNE
NBC—Stella Dallas.

EMERSON, HOPE
NBC-CBS.

EMERY, BOB
MBS—Rainbow House.

EMORY, CARL
NBC—Light of the World,
ABC—Terry and the Pirates.

ERIC, ELSPETH
CBS—Mommie and the Men.

BOB BURNS



May I express my sincere thanks to the directors and agencies for thinking of me when casting their shows. I am grateful to them, not only for calling me so often, but for giving me the opportunity of playing so varied a number of parts. Once again many thanks.

Sincerely,

Tony Barrett

LExington 2-1100

EVANS, RICHARD L.
CBS—Salt Lake City Tabernacle Choir and Organ.

— F —

FEE, EDNA
WSAI, Cincinnati, O.

FELTON, HAPPY
MBS-NBC.

FELTON, VERNA
CBS—The Joan Davis Show,
NBC—The Skelton Scrapbook.

FENWICK, ELLEN
NBC-CBS.

FIELDS, GRACIE
NBC—Gracie Fields Show.

FIELDS, NORMAN
MBS—Murder Is My Hobby.

FIELDS, ROY
CBS—Barnyard Follies.

FIELDS, SID
NBC—Abbott & Costello.

FILLBRANDT, LAURETTE
CBS—Bachelor's Children.

FISCHMAN, HARVE
ABC—Quiz Kids.

FISHER, STERLING
NBC—Our Foreign Policy.

FITCH, LOUISE
CBS—Valiant Lady.

FITZGERALD, ED
ABC—The Fitzgeralds.

FITZGERALD, PEGEEN
ABC—The Fitzgeralds.

FITZMAURICE, MICHAEL
NBC—Woman of America.

FLING, ROBERT
KGB, San Diego, Calif.

FLIPPEN, J. C.
NBC-CBS.

FLYNN, CHARLES
ABC—Jack Armstrong.

FLYNN, ED
WSNY, Schenectady, N. Y.

FOLEY, RED
WLS—National Barn Dance.

FORD, ART
NBC — The Eileen Barton Show.

FORD, SENATOR ED
NBC—Can You Top This?

FORSYTHE, LARRY
KOLL, Omaha, Neb.

FOSTER, SALLY
CBS—National Hillbilly Champions.

FOX, TEMPLETON
NBC-CBS.

FRANCIS, ARLENE
ABC—Blind Date.

FREDERICK, ARLENE
CBS—The Sparrow and the Hawk.

FREDERICK, CAL
KFWB, Hollywood, Calif.

FREED, CHARLES
CBS—Gateways To Music.

FREEMAN, FLORENCE
NBC—Woman of America.

FROST, ALICE
NBC—Mr. and Mrs. North,
CBS—Big Sister.

FRAMER, WALT

— G —

GAIR, SONDR
WGN, Chicago, Ill.

GANNON, JOHN
ABC—Jack Armstrong.

GARNER, ADAM
NBC—The First Piano Quartet.

GARDE, BETTY
NBC-CBS.

GARDNER, ED
NBC—Duffy's Tavern.

GORDON, BERT
NBC—Eddie Cantor Show.

GARGAN, BILL
ABC—Murder Will Out.

GARY, ARTHUR
NBC.

GENTRY, EDDIE
CBS—Barnyard Follies.

GERALD, ARA
CBS—Our Gal Sunday.

GIBBS, ISABELLE
NBC—Philip Morris Follies of 1946.

GIBSON, JOHN
CBS — Crime Photographer,
ABC—Terry and the Pirates.

GILLEN, DOLORES
CBS—Mommie and the Man,
NBC—Right to Happiness.

GILLESPIE, JEAN
ABC—Alan Young Show.

GODDARD, DON
NBC—Home Is What You Make It.

GODFREY, ARTHUR
CBS—Arthur Godfrey Show.

GODSCHALK, HELEN
KCRC, Emid, Okla.

GOFF, NORRIS ("TUFFY")
ABC—Lum 'n' Abner.

GOLDFEIN, BUELA
WSTV, Steubenville, O.

GOLDMAN, KATE
KRNT, Des Moines, Ia.

GORCEY, LEO
NBC—Bob Burns Show.

GORDON, VIRGINIA
NBC—Abbott & Costello.

GOREAU, LORRAINE
KVOL, Lafayette, La.

GOSDEN, FREEMAN
NBC—Amos 'n' Andy.

GOSS, JIM
ABC—Jack Armstrong.

GOTHARD, DAVID
CBS—The Romance of Helen Trent,
NBC—Right to Happiness.

GOTTSCHALK, NORMAN
CBS—Tena and Tim.

GRAHAM, JUDY
ABC—Quiz Kids.

GRAY, BILLY
NBC—Abbott & Costello, NBC
—Eddie Cantor Show.

GRAY, STUART
WOL, Washington, D. C.

GRAEZA, WALTER
CBS—Crime Doctor.

GREEN, DOROTHY
WABC, WEAF, KHJ.

GREEN, EDDIE
NBC—Duffy's Tavern, NBC—
Amos 'n' Andy.

GREEN, WILLIAM
CBS—Those Websters.

GREENWOOD, CHARLOTTE
ABC—The Charlotte Greenwood Show.

GREY, BILL
CBS—Jack Kirkwood Show.

GRIGGS, JOHN
MBS—House of Mystery.

GRIFFEN, KEN
CBS—Michael Scott Presents.

GRIFFIN, BOB
ABC—Terry and the Pirates.

GRIGGS, JOHN
ABC—Dick Tracy.

GRIMES, JACKIE
CBS—Let's Pretend, Mommie and the Men, Cimarron Tavern, NBC — Woman of America.

— H —

HAAG, ROBERT
ABC—The Sheriff, NBC—Woman of America.

HALEY, JACK
NBC—Sealtest Village Store.

HANES, BOB
WGY, Schenectady, N. Y.

HARRIS PHIL
NBC—The Jack Benny Program.

HARRIS, TOM
CBS — The Jack Kirkwood Show.

HASTINGS, BOB
CBS—National Hillbilly Champions.

HATHAWAY, JOY
CBS—Amanda.

HAWK, BOB
CBS—The Bob Hawk Show.

HAYES, GABBY
ABC—Andrew Sisters.

HAYES, HELEN
CBS—The Helen Hayes Show.

HAYMES, DICK
NBC.

HEEN, GLADYS
CBS—Tena and Tim.

HENDRICKSON, ROD
MBS—Adventures of Bulldog Drummond.

HENRITZE, BETTY
WROL, Knoxville, Tenn.

HEPLER, JANET
WHK, Cleveland, O.

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. . . R A D I O A R T I S T S . . .

HERCULES, HEATHCLIFFE
NBC—The Teentimers Club.

HEREFORD, JOHNNIE
CBS-NBC.

HERLIHY, ED
NBC.

HERRIOT, THOMAS
WJAP, Washington, Pa.

HERSHFIELD, HARRY
NBC—Can You Top This?

HERSHOLT, JEAN
CBS—Dr. Christian.

HICKS, GEORGE
ABC—Theatre Guild on the Air.

HIGBY, MARY JANE
CBS—The Romance of Helen Trent.

HILDEGARDE
NBC—Raleigh Room.

HILL, AL, JR.
NBC — Adventures of Bill Lance, Cited for Valor.

HILL, JOAN
KDKA, Pittsburgh, Pa.

HILLIARD, HARRIET
CBS — The Adventures of Ozzie and Harriet.

HILLIAS, PEG
CBS—Those Websters.

HIPPS, FRANK
KDKA, Pittsburgh, Pa.

HIPPS, PEARL
KDKA, Pittsburgh, Pa.

HOLBROOK, JOHN
CBS—Life Can Be Beautiful.

HOLDEN, FAIRLEY
CBS—Renfro Valley Folks.

HOLIDAY, STANLEY
WDSU, New Orleans, La.

HOLMES, AUDREY
CBS—The Garden Gate.

HOPE, BOB
NBC—The Pepsodent Show.

HOPKINS, BARRY
NBC—Women of America.

HOPPER, HEDDA
CBS.

HOWARD, EUNICE
NBC-CBS.

HORTON, EDWARD EVERETT
NBC.

HOUSE, NATHAN
WJPR, Greenville, Miss.

HOUSEMAN, KENNETH
WFEA, Manchester, N. H.

HOUSTON, JANE
CBS — Cimarron Tavern,
NBC—Stella Dallas.

HOWARD, TOM
CBS—It Pays To Be Ignorant.

HOWE, QUINCY
CBS—This Living World.

HUBBARD, IRENE
CBS—Mr. Keen, Tracer of Lost Persons, NBC — Portia Faces Life.

HUDSON, TOM
NBC—The Teentimers Club.

HULICK, BUDD
NBC-MBS.

HULL, WARREN
CBS—Vox Pop.

HURT, MARLIN
CBS—The Beulah Show.

— I —

INGLISE, ELIZABETH

INTRATOR, LEO

IRELAN, JOHN

ISH-KABIBBLE
NBC—Kay Kyser Show.

IVES, BURL
NBC.

IVES, RAYMOND, JR.

— J —

JACKSON, CHUBBY
ABC — The Woody Herman Show.

JACKSON, DALE
KDKA, Pittsburgh, Pa.

JAMISON, HOUSE
CBS — The Aldrich Family, Crime Doctor.

JANNEY, LEON
ABC—Adventures of Charlie Chan.

JARVIS, AL
KFWB, Los Angeles, Calif.—
Make Believe Ballroom, Can You Tie That.

JEROME, ED
CBS — F.B.I. In Peace and War.

JOHNNY
NBC — Philip Morris Follies of 1946.

JOHNSON, PARKS
CBS, Vox Pop.

JOHNSON, RAYMOND EDWARD
CBS—Inner Sanctum.

JONES, ROBERT
WJAP, Washington, Pa.

JORDAN, JIM
NBC—Fibber McGee & Molly.

JORDAN, MARION
NBC—Fibber McGee & Molly.

JORDAN, OWEN
ABC—Terry and the Pirates.

JORY, VICTOR
CBS.

JOSTYN, JAY
NBC—Mr. District Attorney.

JUNEMAN, JERRY
KNOE, Monroe, La.

— K —

KARAM, ELENA
NBC-CBS—Road of Life.

KARP, RICHARD
KDKA, Pittsburgh, Pa.

KAY, BEATRICE
NBC.

KAY, GERALDINE
NBC—Masquerade.

KAYE, DANNY
CBS—Danny Kaye.

KAYE, LEO
KDKA, Pittsburgh, Pa.

KEARNS, JOSEPH
CBS — Suspense, Hollywood Star Time, NBC—Judy Canova Show, Jack Haley Show.

KEATING, LARRY
NBC-CBS.

KEITH, MAXINE
MBS.

KELK, JACKIE
CBS — The Aldrich Family, Celebrity Club, NBC—Chesterfield Supper Club.

KELLY, JIM
CBS—Mr. Keen Tracer of Lost Persons.

KELLY, JOE
ABC—Quiz Kids.

KELTON, PERT
ABC—The Mary Small-Junior Miss Show.

KENT, ELAINE
CBS—Our Gal Sunday.

KILGORE, SHIRLEY
WDSU, New Orleans, La.

KILPACK, BENNETT
CBS — Mr. Keen, Tracer of Lost Persons.

KING, DEL
CBS—Mary Lee Taylor.

KING, JOHN REED
CBS—Give and Take.

KING, MADOLYN
KNAK, Salt Lake City, Utah.

KIRKWOOD, JACK
CBS — The Jack Kirkwood Show.

KOHL, ARTHUR
CBS—Rosemary.

KRAMER, MANDEL
ABC—David Harding, Counterspy.

KRENN, OTTO
KDKA, Pittsburgh, Pa.

KROMAN, DAVID
WGY, Schenectady, N. Y.

KUMMER, ELOISE
NBC—Doctors At Home, The Guiding Light.

KUPPERMAN, JOEL
ABC—Quiz Kids.

KYLE, ALASTAIR
CBS—Our Gal Sunday.

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. . . **R A D I O A R T I S T S** . . .

KYSER, KAY
NBC—Kay Kyser's College of Musical Knowledge.

— **L** —

LAHR, BERT
MBS—The Fresh Up Show.

LAIR, JOHN
CBS—Renfro Valley Folks.

LANGAN, GLEN
MBS—Murder Is My Hobby.

LAKE, ARTHUR
CBS—Blondie.

LANDICK, OLYN
ABC—The Sheriff.

LANGNER, LAWRENCE
ABC—Theatre Guild On the Air.

LARSON, BOBBY
ABC — The Charlotte Greenwood Show.

LASCELLES, GEORGE
WGY, Schenectady, N. Y.

LATIMER, ED
CBS—The Romance of Helen Trent.

LAUCK, CHET
ABC—Lum 'n' Abner.

LAUREN, JANE
CBS—Light of the World.

LAURIE, JOE, JR.
NBC—Can You Top This?

LAZER, JOAN
CBS—Valiant Lady.

LEE, MADELINE
NBC—Amos 'n' Andy.

LE GRAND, RICHARD
NBC—The Great Gildersleeve.

LEIGH, LILLIAN
CBS — The Jack Kirkwood Show.

LEMKE, IRMA
WGY, Schenectady, N. Y.

LENARD, GRACE
NBC—Road of Life.

LENROW, BERNARD
CBS — Light of the World, Crime Photographer.

LEONARD, SHELDON
NBC—Meet Me At Parky's.

LEONE, RICHARD
NBC—Woman of America.

LESLIE, IRA
WBRC, Birmingham, Ala.

LETHIN, ANITA
WMBI, Chicago, Ill.

LEWIS, FRED
CBS—Light of the World.

LEWIS, FORREST

LEWIS, ROBERT Q.

LINDA
CBS—National Hillbilly Champions.

LINDLAHR, VICTOR H.
MBS.

LINKLETTER, ART
CBS—House Party, NBC—People Are Funny.

LINN, DAVID H.
KDKA, Pittsburgh, Pa.

LISKA, MRS. JOSEPH JR.
WFHR, Wisconsin Rapids, Wisc.

LISMAN, FRANKIE
KRNT, Des Moines, Ia.

LISS, RONNIE
CBS—Light of the World.

LITTELL, PATTI
KDKA, Pittsburgh, Pa.

LITTLE ELLER
CBS—Renfro Valley Folks.

LIVINGSTONE, MARY
NBC—The Jack Benny Program.

LOYD, JACK
Kate Smith Show, Armstrong Theatre, Front Page Farrell, We, the People, My True Story, Dr. Christian.

LOCKE, RALPH
CBS—Life Can Be Beautiful.

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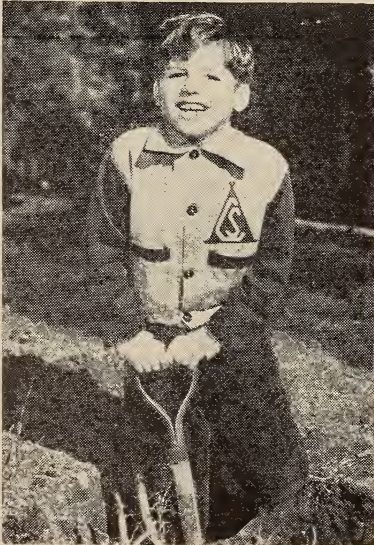
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RADIO ARTISTS

LORD, PHIL
NBC—The Guiding Light.

LORDE, ATHENA
Two on a Clue, Evening in Paris, Aunt Jenny, Land of the Lost, Mr. Keen, My True Story, Second Husband, WOR Brownstone Theatre Television.

LOVEJOY, FRANK
NBC—Joyce Jordon, M. D.

LOVELESS, W. P.
WBMI, Chicago, Ill.

LUBIN, LOU
NBC—Amos 'n' Andy.

LUCAS, PAUL
WTIC, Hartford, Conn.

LUDDY, BARBARA
CBS—First Nighter.

LUND, JOHN
CBS—The Bob Crosby Show.

LYNCH, KENNETH
ABC—Hop Harrigan.

LYNCH, PEG
ABC—Private Lives of Ethel and Albert.

— M —

MacBRYDE, JACK
CBS—Cimarron Tavern.

MacCORMACK, FRANKLYN
ABC—Hymns of all Churches.

MACK, EDWARD
KDKA, Pittsburgh, Pa.

MACK, GILBERT
NBC-CBS.

MacLAUGHLIN, DON
CBS—The Romance of Helen Trent, A Woman's Life, ABC—David Harding Counterspy.

MADDEN, DIXIE
KNOE, Monroe, La.

MAEL, MERRILL
KSFO, San Francisco, Calif.

MAHAR, WALLY
CBS — Maisie, NBC — One Man's Family.

MALONE, POLLY
WCAE, Pittsburgh, Pa.

MALONE, TED
ABC—Westinghouse Program.

MALOTTE, STANLEIGH
WAPI, Birmingham, Ala.

MANSON, CHARLOTTE
NBC-CBS — Road of Life, MBS—Nick Carter.

MacQUARRIE, HAVEN
NBC—Noah Webster Says.

MARBLE, HARRY
CBS—The World Today.

MARION, RUSTY
CBS—National Hillbilly Champions.

MARKS, GARNETT

MARR, EDDIE
ABC—Murder Will Out, CBS—Star of Fun and Mirth.

MARSHALL, REG

MARTIN, EMORY
CBS—Renfro Valley Folks.

MARTIN, SALLY
WSNY, Schenectady, N. Y.

MANSON, CHARLOTTE
NBC—Right of Happiness.

MASON, MARYN
CBS—The Strange Romance of Evelyn Winters.

MASSEY, RAYMOND
NBC—Harvest of Stars.

MASTERS, LYNN
NBC—Road of Life.

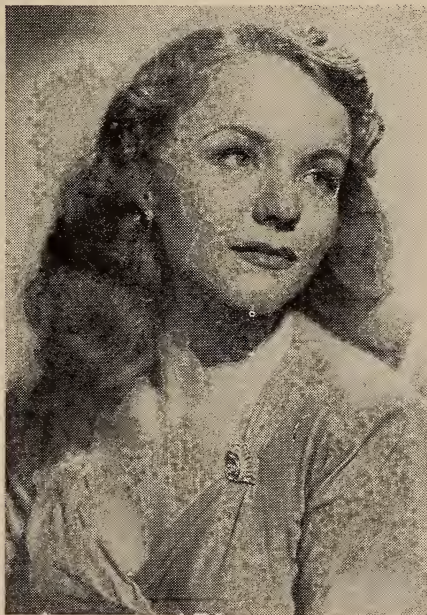
MATHER, JACK
NBC—Meet Me At Parky's.

MAY, FOSTER
ABC—Walkie Talkie.

MAYBERRY, LES
CBS—Barnyard Follies.

— Mc —

McBRIDE, MARY MARGARET
NBC.



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LIVE JINGLES

ROAD OF LIFE NBC

THE RIGHT TO HAPPINESS NBC

LIFE CAN BE BEAUTIFUL CBS

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JACK DOUGLAS

. . . **R A D I O A R T I S T S** . . .

McCAMBRIDGE, MERCEDES
CBS—Big Sister, Dick Tracy.

McCAMMON, BESS
CBS—The Romance of Helen Trent, NBC—Road of Life.

McCLAIN, JIMMY
NBC—Dr. I. Q.

McCLESKEY, BEN
WFAA, Dallas, Tex.

McCOMB, KATE
CBS — The Strange Romance of Evelyn Winters.

McCONNELL, LULU
CBS—It Pays To Be Ignorant.

McCONNELL, SMILIN' ED
NBC — Smilin' Ed McConnell and His Buster Brown Gang.

McCORMICK, MYRON
ABC—The listening Posot.

McDANIEL, HATTIE
NBC—Amos 'n' Andy.

McDONALD, HARL
CBS—Philadelphia Orchestra.

McGEEHAN, PAT
NBC — Adventures of Bill Lance, The Skeleton's Scrapbook, The Joan Davis Show.

McGEHEE, GENE
KFH, Wichita, Kans.

McGRATH, PAUL
CBS—Big Sister, Inner Sanctum.

McGUIRE, PAULA
WBNS, Columbus, O.

McKEE, BURTT, JR.
WAPI, Birmingham, Ala.

McNAUGHTON, HARRY
CBS—It Pays To Be Ignorant.

McNEILL, DON
ABC—The Breakfast Club.

McQUEEN, BUTTERFLY
CBS—Danny Kaye Show.

McVEY, TYLER
ABC—Glamour Manor.

MEIGHAN, JAMES
MBS—The Adventures of the Falcon.

MERCER, JOHNNY
CBS—Hit Parade.

MEREDITH, JAY
ABC—Terry and the Pirates.

MERRILL, GARY
CBS—The Second Mrs. Burton.

MEZGER, BILL
CBS—Coffee Club.

MIFFLIN, EDNA
KDKA, Pittsburgh, Pa.

MILES, OGDEN
CBS—Woman of America.

MILLER, MARVIN
NBC—Rudy Vallee Show, Billie Burke Show, ABC—Coronet Storyteller.

MILLER, SIDNEY
CBS—Maisie.

MITCHELL, EVERETT
NBC—The National Farm and Home Hour.

MITCHELL, SHIRLEY
CBS—The Joan Davis Show, NBC—The Great Gildersleeve.

MITTLER, FRANK
NBC—The First Piano Quartet.

MONAHAN, DICKEY
ABC—The Alan Young Show.

MONTGOMERY, RALPH
KOIL, Omaha, Neb.

MORGAN, CLAUDIA
CBS—The Adventures of the Thin Man, NBC—Right to Happiness.

MOORE, CONSTANCE
ABC — Hollywood Mystery Time.

MOORE, DEACON
KWK, St. Louis, Mo.

MOORE, GARRY
CBS — Jimmy Durante and Garry Moore Show.

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. . . **R A D I O A R T I S T S** . . .

MOOREHEAD, AGNES
CBS—Mayor of the Town.

MORGAN, FRANK
NBC—Kraft Music Hall.

MORRIS, CHESTER
MBS-NBC.

MORRIS, ELSYE
WPEN, Philadelphia, Pa.

MORRISON, BRET
CBS—Light of the World.
MBS—The Shadow.

MORSE, MOLLY
KGB, San Diego, Calif.

MORTON, GREGORY
NBC—Road of Life.

MOSS, ARNOLD
CBS — Reader's Digest-Radio Edition.

MULLEN, CHARLES
CBS—Mommie and the Men.

MUNSON, ONA
NBC-CBS-ABC.

MURRAY, KEN
NBC-CBS.

MURRAY, LYNN
NB—Harvest of Stars.

MURRAY, MILDRED
NBC-CBS.

MYLROIE, KATY
WOL, Washington, D. C.

— N —

NEBLETT, JOHNNIE
NBC—Tin Pan Alley of the Air.

NELSON, JOHN
ABC—Bride and Groom.

NELSON, OZZIE
CBS — The Adventures of Ozzie and Harriet.

NESBITT, JOHN
NBC—The Westinghouse Program.

NEWLIN, JOHN
CBS—Rosemary.

NICHOLSON, VALERIE
WSTP, Salisbury, N. C.

NIESEN, CLAIRE
CBS—The Second Mrs. Burton.

NILES, WENDELL
Wendell & Prindle Show.

NILSSON, NORMA JEAN
CBS—The Jack Carson Show.

NITEHAWK, ROBERT
KFAA, Helena, Ark.

NORDINE, KEN
CBS—Michael Scott Presents.

NOVAK, FRANK
MBS.

— O —

O'DAY, MICHAEL
CBS—Let's Pretend.

O'HALLORAN, HAL
ABC—Wake Up and Smile

O'KEEFE, DENNIS
ABC—Hollywood Mystery Time

OLSEN, EDITH
WNHC, New Haven, Conn.

OLSEN, JOHNNY
ABC—Ladies Be Seated

ORT, JEAN
WOL, Washington, D. C.

ORTEGA, SANTOS
CBS—The Adventures of El-lery Queen, Big Sister, Perry Mason.

O'SHEA, MICHAEL
NBC.

OWEN, ETHEL
ABC—The Listening Post.

— P —

PADWA, VEE
NBC—The First Piano Quartet.

PARKS, BERT
MBS—Break the Bank.

PARKYAKARKUS
NBC—Meet Me at Parky's.

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"Papa Dittenfeffer" . . .
"Alan Yung Show" ABC
"Oscar Finch" . . .
"Life Can Be Beautiful" CBS



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. . . **RADIO ARTISTS** . . .

PATTON, MARY
CBS—A Woman's Life.

PAWLEY, EDWARD
CBS—Big Town.

PAYNE, VIRGINIA
CBS—Ma Perkins.

PEARCE, AL
NBC—CBS.

PEARMAN, FLORENCE
WBAP, Fort Worth, Tex.

PEARSON, GEGE
NBC—The Skelton Scrapbook.

PEARY, HAL
NBC—The Great Gildersleeve.

PELLETIER, VINCENT
ABC—Curtain Time.

PERIANDRI, RAY
CBS—National Hillbilly Champions.

PERRIN, VICTOR
ABC—Remember Hour.

PERSONS, FERN
NBC—The Baxters.

PETERSON, RUTH
KSFO, San Francisco, Calif.

PETRUZZI, JACK
NBC—Masquerade.

PHELPS, RUTH
WDSU, New Orleans, La.

PHIFER, LE ROY
KFAA, Helena, Ark.

PHILLIPS, IRVING
KCRA, Sacramento, Calif.

PHILSOM, BETTY
ABC—The Mary Small-Junior Miss Show.

PIERCE, MADELINE
NBC—Stella Dallas.

POULTON, LIONEL
KDKA, Pittsburgh, Pa.

POWELL, DICK
MBS—Rogue's Gallery.

POWELL, JUDY
WPEN, Philadelphia, Pa.

PRENTISS, ED
MBS—Freedom of Opportunity.

PRINCE, DAN
WIP, Philadelphia, Pa.

PRINDAVILLE, MAYBELLE
NBC—CBS—ABC.

PRINDLE, DON
Wendell & Prindle Show.

PRYOR, AINSLIE
WJPR, Greenville, Miss.

PUTNAM, GEORGE A.
NBC—CBS.

— Q —

QUEEN, ELLERY
CBS—The Adventures of Ellery Queen.

QUEEN, ROY
CBS—Barnyard Follies.

QUIZ KING
ABC

QUIZ, PROFESSOR
NBC.

— R —

RAHT, KATHLENE
CBS—The Aldrich Family.

RANDOLPH, AMANDA
NBC—Joyce Jordan, M. D., Ladies Be Seated.

RANDOLPH, LILLIAN
NBC—Amos N Andy, The Great Gildersleeve.

RASKYN, SAM
NBC—CBS.

RATHBONE, LASIL
MBS—Adventures of Sherlock Holmes.

RAU, RUTH
NBC—The Guiding Light

RAUH, HELEN WAYNE
KDKA, Pittsburgh, Pa.

RAY, WADE
CBS—Barnyard Follies.

READ, SUE
NBC—CBS.

READICK, BOBBIE
CBS—Let's Pretend



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ATHENA LORDE

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"Joe Grant" in 'Mommie and the Men'
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AGNES MOOREHEAD

. . . **RADIO ARTISTS** . . .

READICK, FRANK

CBS—Crime Doctor.

REDD, ALAN

MBS—The Nebbs.

RED, TOBE

NBC—CBS.

REES, MARY MARREN

NBC—Masquerade.

REID, DON

CBS—Jack Kirkwood Show.

REIG, HOWARD

WGY, Schenectady, N. Y.

REIHL, DAVID

KDKA, Pittsburgh, Pa.

REIHL, DONALD

KDKA, Pittsburgh, Pa.

REIHL, KAY

KDKA, Pittsburgh, Pa.

REINHART, ALICE

CBS—Life Can Be Beautiful.

RELLER, ELIZABETH

NBC—Portia Faces Life.

REPAID, BILLY

WOL, Washington, D. C.

RHODES, BETTY

NBC—Meet Me at Parky's.

RICH, IRENE

Dear John.

RIGGS, TOMMY

Tommy Riggs & Betty Lou.

ROBBINS, FRED

WOV—"1280 Club."

ROBERTS, KEN

MBS—Quick as a Flash.

ROBERTS, ROD

ABC—Tennessee Jed.

ROBERTS, SANDY

ABC—Tennessee Jed.

ROBERTSON, ARNOLD

NBC—Road of Life.

ROBINSON, BARTLETT

NBC—Woman of America,

Portia Faces Life.

ROGERS, ROY

MUTUAL—Don Lee.

ROLFS, MARY BETH

WOL, Washington, D. C.

ROMANO, MICHAEL

NBC—The Guiding Light.

ROSE, HELEN

KFXJ, Grand Junction, Colo.

ROSS, EARLE

NBC—The Great Gildersleeve.

ROSS, NORMA JEAN

NBC—The Guiding Light.

ROST, ELAINE

NBC—Right to Happiness.

ROWLES, POLLY

KDKA—WCAE, Pittsburgh,

Pa.

ROZANNE, GERTA

ABC—Terry and the Pirates.

RUSSELL, TODD

MBS—Double or Nothing.

RUTHERFORD, DOUG

CBS—F.B.I. in Peace and War.

RYAN, EDWARD

ABC—The Charlotte Green-

wood Show.

RYAN, PATRICIA

CBS—Let's Pretend.

RYAN, LES

WCED, Dubois, Pa.

— S —

SACHS, ADELAIDE

KDKA, Pittsburgh, Pa.

SANDEFFER, EVA

WEEU, Reading, Pa.

SANDO, FLORENCE

KDKA, Pittsburgh, Pa.

SANFORD, FLORENCE

WGY, Schenectady, N. Y.

SCANLON, JOSEPH

WNHC, New Haven, Conn.

SCHNEE, THELMA

NBC—Joyce Jordon, M. D.

SCHREIBER, MIGNON

NBC—The Guiding Light.

SCHULTZ, BETTY

WOL, Washington, D. C.

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"SUSPENSE"

(CBS)



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(NBC)



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. . . R A D I O A R T I S T S . . .

- | | | |
|--|--|--|
| SCIGLIANO, JOHN
KDKA, Pittsburgh, Pa. | SHEPARD, RILEY
ABC. | SLOAN, JED
ABC—Tennessee Jed |
| SCOTT, ALEXANDER
CBS—The Music of Andre Kostelanetz. | SHERMAN, VAL
CBS—The First Line. | SLOANE, EVERETT
ABC—The Listening Post. |
| SCOTT, FRANCES
It Takes a Woman, Fact or Fantasy, Let's Play Reporter. | SHERWOOD, SHERRY
WOL, Washington, D. C. | SMITH, BETTY RUTH
CBS—Michael Scott Presents. |
| SCOURBY, ALEXANDER
CBS—The Strange Romance of Evelyn Winters.
NBC—Right to Happiness. | SHOCKLEY, MARIAN
CBS—NBC—Road of Life. | SMITH, FRED
WHK, Cleveland, O. |
| SCRIBNER, JIMMY
MBS—The Johnson Family. | SHORE, DINAH
NBC—Dinah Shore's Open House. | SMITH, KATE
CBS—Kate Smith Show, Kate Smith Speaks. |
| SEARS, BILL
KUTA, Salt Lake City, Utah. | SHRINER, HERB
NBC—Philip Morris Follies of 1946. | SMITH, SIDNEY
CBS—Rosemary. |
| SELTZER, ART
NBC—Masquerade. | SICKLES, WALTER
KDKA, Pittsburgh, Pa. | SMITH, WONDERFUL
NBC—The Skelton Scrapbook. |
| SERES, FLORINE
NBC—Doctors at Home. | SIMMONS, BOB
CBS—Renfro Valley Folks. | SMOLEN, VIVIAN
CBS—Our Gal Sunday.
NBC—Stella Dallas. |
| SHAMES, RUTH
NBC—Masquerade. | SIMMS, GINNY
CBS—Ginny Simms Show. | SOREL, GUY
NBC—Road of Life. |
| SHARP, BETTY
KDKA, Pittsburgh, Pa. | SINGLETON, PENNY
CBS—Blondie. | SOUBIER, CLIFF
ABC—Curtain Time. |
| SHARPE, VIRGIL
KOIL, Omaha, Neb. | SKELTON, RED
NBC—The Skelton Scrapbook. | SOULE, OLAN
CBS—Bachelor's Children, First Night. |
| SHELDON, BETTY
WOL, Washington, D. C. | SLATER, BILL
MBS. | SOUTHERN, ANN
CBS—Maisie. |
| SHELTON, GEORGE
CBS—It Pays to Be Ignorant | SLATER, RALPH
The Ralph Slater Show. | SOUTHWICK, ELAINE
KSUB, Cedar City, Utah. |
| SHEPARD, ANN
CBS—Big Sister. | SLATER, TOM
MBS. | SPELLMAN, JERRY
CBS—Those Websters. |

**LAWSON
ZERBE**

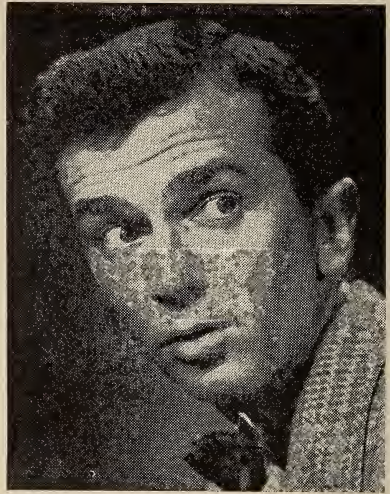
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"LIGHT OF THE WORLD"

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. . . **RADIO ARTISTS** . . .

SPIRA, DOROTHY
WSNY, Schenectady, N. Y.

STAFFORD, HANLEY
CBS—The Baby Snooks Show
Blondie.

STANFORD, BOB
WFAA, Dallas, Tex.

STEHLI, EDGAR
NBC—Woman of America.

STERRETT, ANNE
NBC—Right to Happiness.

STEVENS, COOKSTOVE IKE
ABC—Tennessee Jed.

STEVENS, JULIE
CBS—The Romance of Helen
Trent.

STEWART, CAROL
CBS—The Beulah Show.

STILMAN, REGINA
KDKA, Pittsburgh, Pa.

STONE, EZRA
CBS—The Aldrich Family.

STREETS, CURTIS
WGTC—Greenville, N. C.

STRICKLAND, AMZIE
NBC—ABC.

STROZZI, KAY
NBC—Joyce Jordon, M. D.

STUDEBAKER, HUGH
CBS—Michael Scott Presents.
Bachelor's Children.

STUDNEY, ED
WOL, Washington, D. C.

SUBER, RAY
ABC—Curtain Time.

SULLIVAN, WILLIAM
WFEA, Manchester, N. H.

SWEET, MARION
ABC—Terry and the Pirates.

SWENSON, KARL
CBS—Our Gal Sunday.

SWINEFORD, JACK
NBC—Masquerade.

SYLVESTER, JOHN
CBS—A Woman's Life, Val-
iant Lady.

TERRY, RENEE
Betty & Buddy.

TEPLEY, WALTER
NBC—Great Gildersleeve.

THOMAS, ANN
NBC—CBS—ABC.

THOMPSON, BARRY
ABC—Dick Tracy.
NBC—Woman of America.

TIBOR, MARY LEE
WMOB, Mobile, Ala.

TINNEY, CAL
ABC—Relax With Cal Tinney.

TIPPETTS, TWAIN
KSUB, Cedar City, Utah.

TRAMMELL, LYNN
WBAP, Fort Worth, Tex.

TRAVIS, MICHAEL ANN
NBC—Philip Morris Follies of
1946.

TREACHER, ARTHUR
CBS—The Jack Carson Show

TREMAINE, LES
CBS—The Adventures of the
Thin Man.
NBC—Joyce Jordon, M. D.

TRENT, SYBIL
CBS—Let's Pretend.

TROUT, DINK
NBC—Life of Riley.

— T —

TAYLOR, DEEMS
NBC—The RCA Victor Show.

TAYLOR, MARY LEE
CBS—Mary Lee Taylor.

TEDROW, IRENE
MBS—The Nebbs.

TEMPLETON, ALEC

TELZEL, JOAN
NBC.

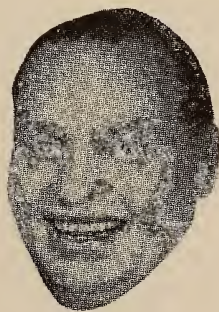
TERRY, JOY
NBC.

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Jack Benny
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PAT MCGEEHAN

Narrator

Actor

Announcer



EDDIE "ROCHESTER" ANDERSON



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"Bob Hawk Camel Show"—CBS
LA 4-1200

RADIO ARTISTS

TUTTLE, LURENE
CBS—Theatre of Romance,
Hollywood Star Time, This Is
My Best.
Mutual—Don Lee—Rogue's
Gallery.
NBC.

— U —

URCUOLI, JOSEPH
WSYR, Syracuse, N. Y.

URRY, FRANCES
WGN, Chicago, Ill.

UTTAL, FRED
ABC—Detect and Collect.

— V —

VAGUE, VERA
NBC—Bob Hope Show.

VALENTINE, GRACE
NBC—Stella Dallas.

VALENTINE, LEW
ABC—Curtain Time.

VALENTINE, LEWIS J.
ABC—Gang Busters.

VALLEE, RUDY
NBC—Rudy Vallee Show.

VAN DYKE, JAMES
NBC—Portia Faces Life, Wo-

man of America.
CBS—Rosemary.

VAN ROOTEN, LUIS
CBS—Light of the World.

VASS, VIRGINIA
ABC—Glamour Manor.

VAUGHAN, BERYL
ABC—Curtain Time.
NBC—Masquerade.

VINTON, ARTHUR
CBS—Crime Doctor.

VOLA, VICKI
NBC—Mr. D. A.

VOLKMAN, LOIS
NBC—Road of Life.

VON ZELL, HARRY
NBC—Dinah Shore.
NBC—Eddie Ca itor.

— W —

WADE, ERNESTINE
NBC—Amos N Andy.

WADE, FRED
WTIC, Hartford, Conn.

WADE, VIRGINIA
WCED, Dubois, Pa.

WALL, LUCILLE
NBC—Portia Faces Life.

WALLACE, WILLIAM
KRNT, Des Moines, Ia.

WALTMAN, ELMER
KDKA, Pittsburgh, Pa.

WARD, JACK
NBC.

WARD, PERRY
ABC—What's Doin' Ladies.

WARNER, GERTRUDE
CBS—The Adventures of El-
lery Queen, Perry Mason.

WARREN, MATT
WOL, Washington, D. C.

WEAVER, NED
MBS—Adventures of Bulldog
Drummond.

WEBB, JANE
CBS—Those Websters.
NBC—The Baxters.

WEBSTER, CHARLES
CBS—Life Can Be Beautiful,
Perry Mason.

WELLES, ORSON
ABC—Orson Welles' Almanac.

WELLS, GINN
WSAI, Cincinnati, O.

WELLS, SARAJANE
ABC—Jack Armstrong.



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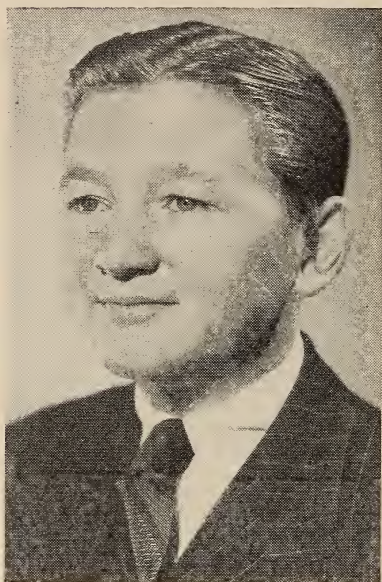
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. . . **R A D I O A R T I S T S** . . .

WESTON, RUTH
NBC.

WHEELER, BERT
MBS.

WHITING, MARGARET
NBC—Philip Morris Follies of 1946.

WHITMAN, GAYNE
NBC—The Pacific Story.

WIDMARK, RICHARD
CBS—Valiant Lady.

WIDMER, HARRIET
NBC—The Guiding Light.

WILLARD, DICK
MBS—Take It Easy Time.

WILLIAMS, TOM
CBS—The Garden Gate.

WILLOCK, DAVE
CBS—The Jack Carson Show.

WILSON, DON
NBC—The Jack Benny Program.

WILK, MARIE
WCAE, Pittsburgh, Pa.

WILLIAMSON, S. B.
KFAA, Helena, Ark.

WILSON, JIMMIE
WAPI, Birmingham, Ala.

WINCHELL, PAUL
Winchell-Kaye Show.

WINKLER, BETTY
NBC—Joyce Jordan, M. D.
CBS—Rosemary.

WINSLOWE, PAULA
NBC—Life of Riley.

WOLFE, MIRIAM
CBS—Let's Pretend.

WOODS, LESLEY
CBS—Crime Photographer.
MBS—The Shadow.
NBC—Portia Faces Life.

WORCESTER, CHUCK
CBS—Columbia's Country Journal.

WRAGGE, BETTY
NBC—CBS—ABC.

YOUNG, CARLTON
ABC

YOUNG, ED
KDKA, Pittsburgh, Pa.

YOUNG, JESSE
KDKA, Pittsburgh, Pa.

YOUNG, ROLAND
NBC

YOUNGER, BEVERLY
CBS—Ma Perkins.

YOUNGMAN, HENNY
CBS—Kate Smith Show.
NBC—Raleigh Room.

YURKA, BLANCHE
CBS—Valiant Lady.

— Y —

YANEY, SKEETS
CBS—National Hillbilly Champions.

YORK, DICK
ABC—Jack Armstrong.

YORK, IRA
NBC—Road of Life.

YOUNG, ALAN
ABC—Alan Young Show.

YOUNG, ARTHUR
CBS—Tena and Tim, Those Websters.
NBC—The Baxters.

— Z —

ZARLEY, LOIS
NBC—The Guiding Light.

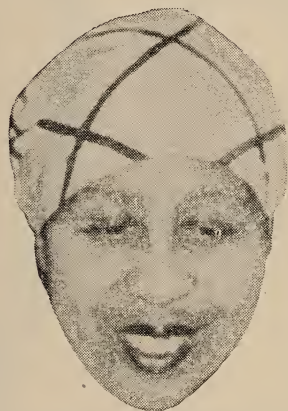
ZERBE, LAWSON
NBC—CBS—ABC.

ZERKLE, ETHEL JANE
KFH, Wichita, Kans.

ZINK, ALBERT H.
WEER, Buffalo, N. Y.

ZINKAND, PHILLIP
KDKA, Pittsburgh, Pa.

ZUCKERT, BILL N
NBC—ABC—CBS.



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Orchestra Leaders and Musical Conductors —their work during 1945

— A —

ADLAM, BASIL (Buzz)
ABC—Remember Hour.

ADRIAN, LOU
NBC—Billie Burke Show.

ALEXANDER, JEFF

ANTONINI, ALFREDO
CBS—Viva America.

ARDEN, VICTOR
NBC—Manhattan Merry Go Round.

ARMBRUSTER, ROBERT
NBC—Cavalcade of America.
CBS—Electric Hour.

ARTZT, BILL
CBS—Blondie.

— B —

BAKALEINIKOFF, C.
NBC—A Date With Judy.

BALLANTINE, ED.
ABC—The Breakfast Club.

BARGY, ROY
CBS—Durante-Moore Show.

BARLOW, HOWARD
NBC—Harvest of Stars.
The Voice of Firestone.

BASIE, COUNT

BELL, FRANK
CBS—Coffee Club.

BENAVIE, SAMUEL
CBS—Motor City Melodies.

BERQUIST, "WHITEY"
NBC—The National Farm
and Home Hour.

BLACK, FRANK DR.
NBC—General Motors Sym-
phony of the Air.
NBC—The Robert Merrill
Show.

BLADE, JIMMY
NBC—Tin Pan Alley.

BLOCH, ROY
CBS—Crime Doctor, Powder
Box Theatre,
CBS—Take It Or Leave It,
ABC—Mary Small - Junior
Miss Show.

BLACKTON, JAY

BONIME, JOSEPH
ABC—The Sheriff.

BORTEL, CLAUDE
CBS—Senerade From Syra-
cuse.

BRADLEY, OSCAR
CBS—We The People.

BROWN, MAURICE
CBS—Let's Pretend, New
Voices In Song.

BRUSILOFF, NAT

— C —

CALLOWAY, CAB

CARLE, FRANKIE

CARTER, RAY
ABC—Dick Tracy.

CASE, RUSS
MBS—The Fresh Up Show.

CATES, OPIE
NBC—Judy Canova, Old Gold.
Meet Me at Parky's, His
Honor The Barber.

CEPPPOS, MAC
MBS,
ABC.

CHERNAVSKY, JOSEF

CHITTISON, HERMAN
CBS—Casey, Press Photogra-
pher."

COLEMAN, EMIL
NBC
MBS

CROSBY, BOB
CBS—The Bob Crosby Show.

— D —

DALE, TDE
CBS—Jimmy Carroll Singers.

DANT, CHARLES
ABC—The Charlotte Green-
wood Show.

DAVIS, PHIL
ABC—Sunday Evening Party.

DEL CASTILLO, LLOYD
CBS—Stars Over Hollywood.

DITMAR, IVAN
ABC—Hedda Hopper.
CBS—

DOLAN, ROBERT
NBC—Dinah Shore.

DORSEY, JIMMY

DORSEY, TOMMY
NBC—

DRAGON, CARMEN
CBS—The Baby Snooks Show.

— E —

ELLINGTON, DUKE

ENNIS, SKINNEY

— F —

FAIRCHILD, COOKIE

FAITH, PERCY
NBC—Carnation Contented
Program.

FORRESTER, DAVID
NBC—The Skelton Scrap-
book.

FRITTS, STAN
ABC—MBS—Korn Kobbler.

— G —

GALE, BILL
CBS—County Fair.

GART, JON
MBC—ABC—

GILLETTE, MICKEY

GLUSKIN, LUD
NBC—Amos 'n' Andy.
CBS—Suspense, Theatre of
Romance.

GOBEL, DOLPH
ABC—Dolph Gobel Trio, Wood-
bury, U. S. Tires, Savarin
Coffee.

GOODMAN, AL
CBS—The Family Hour.

GOODMAN, BENNY

GOOSENS, EUGENE
MBS—Cleveland Orchestra.

GOULD, MORTON

GRAY, JERRY
NBC—Phillip Morris Follies
Of 1946.



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VICTOR RECORDS

Winner of
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1944
and again in
1945

Direction:
WM. MORRIS AGENCY

. . . **ORCHESTRA LEADERS** . . .

— **H** —

HEANSCHEN, GUSTAVE
NBC—American Album of Familiar Music,
CBS—Saturday Night Serenade.

HARRIS, PHIL
NBC—The Jack Benny Show.

HATCH, WILBUR
CBS—Screen Guild Players.

HATHAWAY, CHARLES
ABC—Hollywood Mystery Time.

HAWKINS, ERSKINE

HEAPS, PORTER
ABC—Curtain Time.

HENDERSON, FLETCHER
MBS—NBC—

HERMAN, WOODY
ABC—Woody Herman Show.

HERRMAN, BERNARD
CBS—Encore Appearance, Gateway to Music, Eileen Farrell & The Columbia Concert Orchestra, Invitation to Music, Mona Paulee.

HEZZIE, PAUL
NBC—National Barn Dance.

HIMBER, RICHARD
MBS—

HOFF, CARL
NBC—Abbott & Costello, College of Musical Knowledge.

HOFFMAN, HARRY

— **J** —

JAMES, HARRY

JENKINS, GORDON
CBS—The Dick Haymes Show,
NBC—Bob Burns Show.

JEROME, JERRY
NBC—The Eileen Barton Show.

JONES, SPIKE

— **K** —

KATIMS, MILTON
NBC—

KATZ, BERNARD
CBS—Mayor of The Town, This Is My Best, Cresta Blanca.

KAYE, SAMMY
Serenade.
ABC—Sammy Kaye's Sunday

KEMPINSKI, LEO
NBC—Army Hour, National Hour, Archie Andrews.

KENTON, STAN

KING, DUDLEY
CBS—Hobby Lobby.

KOSLOFF, LOU
NBC—Life of Riley.

KOSTELANETZ, ANDRE
CBS—The Music of Andre Kostelanetz.

KOUSSEVITZKY, SERGE DR.
ABC—Boston Symphony Orchestra.

KRUEGER, BEN
NBC—Rudy Vallee.

KYSER, KAY
NBC — Kollege of Musical Knowledge.

— **L** —

LAWRENCE, ELLIOT
CBS—Elliot Lawrence Orchestra,
CBS—Listen to Lawrence.

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The Voice of Firestone—
Norman Corwin—
Decca Records—**

. . . **ORCHESTRA LEADERS** . . .

LAVALLE, PAUL
NBC—City Service.

LEIBERT, DICK

LEINSDORF, ERIC

LEVEY, HAROLD
CBS—Armstrong's Theatre of Today.
ABC—Theatre Guild On The Air.

LEVIN, SYLVAN
CBS—Great Moments In Music.

LEWIS, TED

LIGHT, ENOCH
MBS—Songhits Magazine Program.

LOMBARDO, GUY
ABC—Musical Autographs.

LONG, JOHNNY
NBC—The Teentimers Club.

LOPEZ, VINCENT
MBS—Detect A Tune.

LUBIN, HARRY
ABC—Glamour Manor.

LYMAN, ABE
NBC—Waltz Time.

LYTELL, JIMMY
MBS—Songs By Morton Downey.

— **M** —

MALNECK, MATTY
CBS—The Billy Burke Show.
NBC—Duffy's Tavern.

MAMORSKY, MORRIS
NBC—The Eternal Light.

MARTIN, FREDDIE
CBS—The Jack Carson Show.

MATHEWS, THOMAS
CBS—Blue Jacket Choir.

MAUPIN, REX
ABC—Wake Up And Smile.

MAY, BILLY
CBS—Ozzie & Harriet.

Mc INTYRE, HAL

MEAKIN, JACK
NBC—The Great Gildersleeve.

MERLIN, VING
NBC—Solitair Time.

MILLER, JACK
CBS—The Aldrich Family.
Kate Smith Sings.

MILLER, IRVING
CBS—Jack Kirkwood.

MILLS, BILLY
NBC—Fibber McGee & Molly.

MILLS, FELIX
CBS—Burns And Allen.

MURRAY, LYN

— **N** —

NELSON, OZZIE
CBS—The Adventures of Ozzie & Harriet.

NEWMAN, ALFRED
CBS—Hollywood Star Time.

NEWMAN, RUBY
CBS—Janette Davis. Songs. Danny O'Neill & His Guest.

NOBLE, RAY
NBC—Chase & Sanborn.

NOVAK, FRANK
NBC—Firehouse Follies, Van Camps Milk.
MBS—Take It Easy.

NOVICK, NAT
CBS—It Pays To Be Ignorant

JACK MILLER

Musical Director



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Composer-Conductor

DON

VOORHEES

.

1945

Bell "Telephone Hour"

"March of Time"

• • • **ORCHESTRA LEADERS** • • •

— **O** —

ORMANDY, EUGENE
CBS—Philadelphia Orchestra.

OSBORNE, WILL
NBC—Abbott & Costello.

— **P** —

PAIGE, RAYMOND
NBC—The RCA Victor Show.

PASTOR, TONY
NBC—The Teentimers Club.

PAUL, EDDIE
NBC—Sealtest Village Store.

PELLE, VICTOR
MBS—Double or Nothing.

PETRILLO, CAESAR
WBBM—Chicago.

PITT, MERLE
WNEW.

PRIMA, LOUIE

— **R** —

RAPH, TEDDY
ABC—Detect And Collect.

RENARD, JAQUES

RICKY, AL
CBS—Mr. Keen, Tracer of Lost Persons.

RODZINSKI, AUTUR
CBS—New York Philharmonic.

ROTH, ALLEN
WEAF—Schaefer Revue.

— **S** —

SAVITT, JAN
ABC—The Louella Parsons Show.

SCHOEN, VIC
CBS—The Andrews Sisters Show.

SEILE, PAUL
CBS—Theatre of Romance.

SELINSKY, VLADIMIR
CBS—The Hellen Hayes Show.

SELL, PAUL
CBS—Gene Autry.

SHAFFER, LLOYD
NBC — Chesterfield Supper Club.

SHELDON, EARL
CBS—The Jack Smith Show.

SHIELDS, ROY

SILVER, LOU
CBS—Lux Radio Theatre.

SOSNIC, HARRY
NBC—Raleigh Room.

SPITALNY, PHIL
NBC—Hour of Charm.

SPIVAK, CHARLIE

STACK, ALBERT
CBS—The Beulla Show, Maisie.

STANLEY, BOB
MBS—

STEELE, TED
KMPC.

STEINER, FREDERICK
ABC—This Is Your FBI.

CARL HOFF

IRVING MILLER

Conductor-Arranger

★

The Jack Kirkwood Show

For

Procter & Gamble

CBS

ROY BARGY

Musical Conductor

DURANTE-MOORE SHOW

for

Rexall Drug Company
C.B.S.

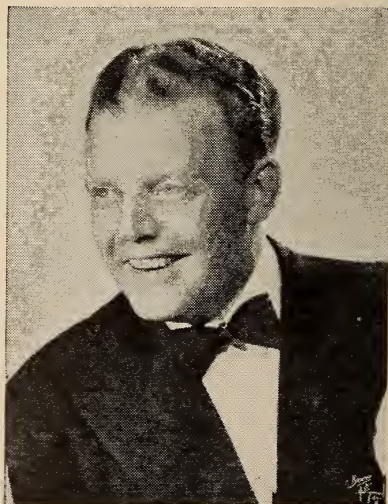


HANK SYLVERN

Composer
Conductor
Organist



american broadcasting co.
radio city new york



DICK LEIBERT

ORGANIST-CONDUCTOR-COMPOSER

• • • **ORCHESTRA LEADERS** • • •

STERNEY, GEORGE

STEVENS, LEITH
KHJ—Dick Powell, Request Performance.

STOESS, WILLIAM
CBS—Reader's Digest — Radio Edition.

STORDAHL, AXEL
CBS—The Frank Sinatra Show.

SUES, LEONARD
NBC—Eddie Cantor.

SWEETEN, CLAUDE

SYLVERN, HANK
CBS—Arthur Godfrey Show.

— **T** —

TAYLOR, GILBERT
NBC—National Barn Dance.

TERRY, DAVE
CBS—Danny Kaye Show.

TOSCANINI, ARTURO
NBC—General Motors Symphony of the Air.

TRENDLER, BOB
MBS—Swing's The Thing, Freedom of Opportunity.

TRIETSCH, KENN
NBC—National Barn Dance.

TROTTER, JOHN SCOTT
NBC—Kraft Music Hall.

— **V** —

VAN, CLEAVE
CBS—
ABC—

VAN STEEDEN, PETER
CBS—The Bob Hawk Show.

VELAZCO, EMIL
VOORHEES, DON
NBC—Bell Telephone Hour.

— **W** —

WALLENSTEIN, ALFRED

WARD, CHARLES OTTO GABE
NBC—National Barn Dance.

WARD, JACK
NBC—

WARING, FRED
NBC—The Fred Waring Show.

WARNOW, MARK
CBS—Your Hit Parade.

WESTON, PAUL
CBS—The Joan Davis Show
Swan Soap.

WHITE, JOHNNY
MBS—Sweetheart Time.

WHITEMAN, PAUL
ABC—Radio Hall of Fame.

WILLSON, MEREDITH
NBC—Burns & Allen Show.

WYLE, GEORGE
ABC—The Alan Young Show.

— **Y** —

YOUNG, VICTOR
NBC—The Westinghouse Program.

— **Z** —

ZIMMERMAN, HARRY
MBS—

HERMAN CHITTISON

"Casey, Press Photographer"
CBS

"Lanny Ross Show"
CBS

Per. Mgt.	Direction
Bob Coe	Wm. Morris Agency

OPIE CATES

• • •

HIS
CLARINET
AND
ORCHESTRA

• • •

Musical Director . . .

THE JUDY CANOVA SHOW—NBC
MEET ME AT PARKY'S—NBC
HIS HONOR THE BARBER—NBC



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Management

Lyn Duddy
Publicity
Representative

ANITA ELLIS

Singing Star

RED SKELTON
PROGRAM
NBC



Vocal Artists

—their work during 1945

— A —

ADAMS, JANE
WESX, Salem, Mass.

ADDISON, HENRY
WSSV, Petersburg, Va.

ADDY, CLYDE
KOLL, Omaha, Neb.

ALBANESE, LICIA
MBS—Treasure Hour of Song.

ALEXANDER, NICOLAI
KDKA, Pittsburgh, Pa.

ALEXANDER, TED
WWDC, Washington, D. C.

ALIFF, HAMILTON
WWVA, W. Wheeling, Va.

ALLEN, REX
WLS, Chicago, Illinois

ALLEN, RICHARD
WJAS, Pittsburgh, Pa.

ALLEN, ROSALIE
WOV, New York, N. Y.

ALLEN, STEVE
KFPW, Fort Smith, Ark.

ALLEN, SUSAN
ABC—Sammy Kaye's Sunday Serenade.

ALLEN, WALLACE
WJNC, Packsonville, No. Car.

ALME, JEAN
WDAY, Fargo, N. Dak.

ALT, DOROTHY
WBEN, Buffalo, N. Y.

ALVAREZ, VIRGINIA
WHK, Cleveland, Ohio.

AMES, CAROL
CBS—Sing Along Club.

AMSTERDAM CHORUS
NBC—Waltz Time.

ANDERSON, AURORA LONG
WTMC, Ocala, Fla.

ANDERSON, ETHEL
KOOS, Coos Bay, Oregon.

ANDERSON, VERN
WJMC, Rice Lake, Wis.

ANDREWS SISTERS
ABC—Eight To The Bar Ranch.
CBS—The Andrews Sisters Show.

ARBOGAST, Wayne
WIBW, Topeka, Kan.

ARMEN, KAY
ABC—Wake Up And Smile.

ARNELL, AMY
NBC—Abbott & Costello.

ARNOLD, EDDIE
MBC—Opry House Matinee.

ARTHUR, JACK
MBS.
NBC.

AZZARO, AL
KDKA, Pittsburgh, Pa.

— B —

BAILEY, CECIL
WSM, Nashville, Tenn.

BAILEY, JAMES
WHEC, Rochester, N. Y.

BAKER, JACK
WSM, Nashville, Tenn.

BAKER, JERRY
WMCA, New York, N. Y.



CURT MASSEY

NASH-KELVINATOR
PROGRAM

Management

CENTURY ARTISTS, LTD.
NEW YORK and HOLLYWOOD

VOCAL ARTISTS

BALL, BETTY LOU
WAIR, Winston-Salem, N. C.

BARCLAY, BETTY
ABC—Sammy Kaye's Sunday Serenade.

BARFIELD, WARREN
WPTF, Raleigh, N. C.

BARSDALE, EVERETT
CBS—The Jubalaires

BARNES, ROY
KPOW, Powell, Wyo.

BARRY, LEE
WMC, Memphis, Tenn.

BARTON, EILEEN
NBC—Eileen Barton Show.
CBS—Frank Sinatra Show.

BATES, LULU

BAXTER, JEANNE
KDKA, Pittsburgh, Pa.

BEAN, ALVIN
WFAA, Dallas, Tex.

BEASLEY, IRENE
CBS, Irene Beasley-Neighbors Show.
MBS, Raising a Husband.

BECKER, MARGARET
KALE, Portland, Ore.

BECKWITH, CLIFF
WPTF, Raleigh, N. C.

BENNETT SISTERS
WBBM, Chicago, Ill.

BERCH, JACK
ABC—The Jack Berch Show.

BERG, FLORENCE
KDKA, Pittsburgh, Pa.

BERGER, GORDON
NBC—The Fred Waring Show.

BETTS, JOHNNY

BEVERLY, ELAINE
KDKA, KQV, Pittsburgh, Pa.

BISHOP, ADELAIDE

BLACK, JUNE
WKRC, Cincinnati, Ohio.

BLACKWELL, BETTY
WSPA Spartanburg S. C.

BLUE MOUNTAIN GIRLS
CBS—Renfro Valley Folks.

BODYCOMBE ROBERT
KDKA, Pittsburgh, Pa.

BOLAND, KAY
WGBS, Miami, Florida.

BOND, ANN
KOMA, Oklahoma City, Okla.

BOREN, CHARLIE
WELO, Tupelo, Miss.

BORGE, VICTOR
NBC, The Victor Borge Show.

BOSCH, HENRY
WMBI, Chicago, Ill.

BOYLE, DICK
WHK, Cleveland, Ohio.

BRAGDON, JOE
KFAA, Helena, Ark.

BRAINARD, JOAN
WNHC, New Haven, Conn.

BREHMER, LARRY
KTBI, Tacoma, Wash.

BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa.

BRINK, ROBERT
K TSA, San Antonio, Texas.

BRISCOE, HELEN MARIE
KOA, Denver, Colo.

BRITO, PHIL
ABC.
MBS.

BROOKS, DOROTHY
WTAM, Cleveland, Ohio.

BROOKS, JOAN

BROOKS, KIRBY
WIOD, Miami, Fla.

BROOKS, ORVILLE
CBS—The Jubalaires

BROOKS, THEODORE
CBS—The Jubalaires

BROWN, DICK
NBC—RCA Victor
MBS—Dick Brown Show.

BROWN, HAL
K TSA, San Antonio, Texas.

BROWN, RUSS
WBBM, Chicago, Illinois.

BRUSH, BRUCE
KUTA, Salt Lake City, Utah.

BRYANT, LOPPY
KDKA, Pittsburgh, Pa.

BRYANT, SLIM
KDKA, Pittsburgh, Pa.

BUNKHOUSE BOYS
ABC—Friendship Ranch

BURKE, JANE
KDKA, Pittsburgh, Pa.

BURT, WILLIAM
WWVA, Wheeling, W. Va.

BUSH, DON
WOWO, Fort Wayne, Ind.

BUTERA, VINCENT
WKPA, New Kensington, Pa.



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"PLEASURE PARADE"

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Chills

and

Spots Before the Eyes

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WITH "CUE-IN"**

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PRODUCTIONS**

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50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

VOCAL ARTISTS

— C —

CAKLE SISTERS
MBS—Opry House Matinee.

CADETS QUARTET
ABC—The Breakfast Club.

CARLYLE, LOUISE
ABC—Sunday Evening Party.

CARMICHAEL, HOAGY
NBC — Hoagy Carmichael Show.

CAROL SISTERS
WGAR, Cleveland, Ohio.

CARPENTER, DONALD L.
KBLX, Muskogee, Okla.

CARPENTER, THELMA
NBC—The Eddie Cantor Show.

CARROLL, FRANCES
WIP, Philadelphia, Pa.

CARROLL, GEORGIA
NBC — College of Musical Knowledge.

CARROLL, GLORIA
WEEL—Boston.
CBS—Coffee Club.

CARROLL, JIMMY
CBS—Jimmy Carroll Sings.

CARROLL, MARTHA
WFBI, Indianapolis, Ind.

CARSON, JEANNIE LOU
WLS, Chicago, Ill.

CARTER, BOB
KDKA, Pittsburgh, Pa.

CASSELL, PETE
WWVA, Wheeling, W. Va.

CELSE VEGA QUINTET
CBS—Viva America.

CHADWICK, JEAN
KDKA, Pittsburgh, Pa.

CHAMBERS, VIRGIL
KFBI, Wichita, Kan.

CHANDLER, WILBUR
KRNT, Des Moines, Iowa.

CHARIOTEERS
NBC—Kraft Music Hall.

CHAYRES, NESTOR MESTA
CBS—Viva America.

CHIAPPA, RUTH
WPAV, Portsmouth, Ohio.

CHILDS, LELAND
WSFA, Montgomery, Ala.

CHOOKASIAN, LILLIAN
ABC—Hymns Of All Churches.

CHRISTIANSON, ILLIAN
WJTN, Jamestown, N. Y.

CHRISTIE, KEN
Jimmy Carroll Sings.

CHURCHILL, STUART
NBC—The Fred Waring Show.

CLAIR, DONNA
WWVA, Wheeling, W. Va.

CLAIRE, MARION
WGN, Chicago, Ill.

CLARKE, HARRY
KSL, Salt Lake City, Utah.

CLAYTON, KEN
KFJZ, Fort Worth, Texas.

CLAYTON, PATTI
CBS—Patti Clayton Show.
CBS—Arthur Godfrey Show.

CLUB GOSPEL SINGERS
ABC—Club Time.

COCKRELL, LARRY
KVOA, Tucson, Arizona.

COLLINS, JOYCE
KPAC, Port Arthur, Texas.

COMO, PERRY
NBC — Chesterfield Supper Club.

CANOVA, JUDY
NBC—The Judy Canova Show.

COON CREEK GIRLS
CBS—Renfro Valley Folks.

COOPER, JERRY
MBS, New York, N. Y.

CORDRY, VIRGINIA
WIBC, Indianapolis, Ind.

COREY, HELEN
KBON, Omaha, Neb.

COTTINGHAM, RUTH
NBC—The Fred Waring Show.

COURTNEY, DIANE
NBC.

COYLE, JERRY
WSNY, Schenectady, N. Y.

CROSBY, BING
NBC—Kraft Music Hall.

CROSBY, BOB
BCS—Ford Hour.

CRAWFORD, NAOMI
KWK, St. Louis, Mo.

CROOKS, RICHARD
NBC—The Voice of Firestone.

CROSS, TIM
KWTO, Springfield, Mo.

CURTIS, JACK
WCAU, Philadelphia, Pa.



JEANNE McKEON



EILEEN BARTON
"Eileen Barton Show"
NBC

VOCAL ARTISTS

— D —

DALEY, CASS
NBC—Fitch Bandwagon.

DAME, CLAIRE
WFEA, Manchester, N. H.

DAMSEL, MABLE
WTMC, Ocala, Fla.

DANA, JOE R.
KOY, Phoenix, Ariz.

DARBY, EDWARD
WEBB, Buffalo, N. Y.

DARLING, DENVER
WNEW, New York, N. Y.

DARRELL, ELAINE
KALL, Salt Lake City, Utah.

DARRELL, HON
KFPW, Fort Smith, Ark.

DAUM, MARGARET
NBC — American Album of Familiar Music.

DAVIES, GWEN

DAVIS, JANETTE
CBS—Janette Davis, Songs

DAVY, RUTH
MBS—The Fresh Up Show.

DAWDY, MAUREEN
WIBW, Topeka, Kan.

DAY, DENNIS
NBC.

DAYE, MARILYN
WBNS, Columbus, Ohio.

DAYTON, CAROL
WJAS, Pittsburgh, Pa.

DEAN, EDDIE

DeBORD, JEROME
WIBW, Topeka, Kan.

D'ELIA, ANN
WTAG, Worcester, Mass.

DELTA RYTHM BOYS
NBC—Amos 'N' Andy

DE MARCO SISTERS
NBC—Fred Allen Show.

DeMOSS, LYLE
WOW, Omaha, Neb.

DENNY, DAVE
WHN, New York, N. Y.

DENNEY, EDMUND
WIBW, Topeka, Kan.

DENNIS, MARJORIE
WAPI, Birmingham, Ala.

DENTON, JOE
WHAS, Louisville, Ky.

DESMOND, JOHNNY
NBC—Philip Morris Follies of 1946.
NBC—The Teentimers Club.

DICK, ROBERT
WIBW, Topeka, Kan.

DICKENSON, JEAN
NBC — American Album of Familiar Music.

DICKEY, ANNAMARY
CBS—Star Theater.

DINWOODEY, ANNETTE
KSL, Salt Lake City, Utah.

DON LARGE CHORUS
CBS—Motor City Melodies.

DON, MILDRED
KDKA, Pittsburgh, Pa.

DONOVAN, WARDE
NBC — The Eileen Barton Show.
NBC—Solitaire Time.

DOSSETT, LAURENCE
KTSB, San Antonio, Texas.

DOUGLAS, MICHAEL
NBC — College of Musical Knowledge.

DOWNNEY, MORTON
MBS — Songs by Morton Downey.

DRAGONETTE, JESSICA
CBS—Saturday Night Serenade.

DRAKE, GEORGE
WEW, St. Louis, Mo.

DUKE, BUTCH
WKEY, Covington, Va.

DUKE, TEX
KXOK, Sweetwater, Texas.

DUNHAVER, JACK
KIRO, Seattle, Wash.

DUNN, BERT
KMO, Tacoma, Wash.

DUNN, REED
WWVA, Wheeling, W. Va.

DUTIEL, ULDENE
WPAY, Portsmouth, Ohio.

DYER, MARY MILLS
WAIR, Winston-Salem, N. C.

— E —

EBERT, DOROTHY
WCAO, Baltimore, Md.

EDDY, NELSON
CBS—Electric Hour.

EDWARDS, JOAN
CBS—Your Hit Parade.



BILL PERRY

10th Year

on

“Saturday Night Serenade”

... CBS ... for PET MILK

VOCAL ARTISTS

EDWARDS, LEE
 WWJ, Detroit, Mich.
EIBECK, WALTER
 KDKA, Pittsburgh, Pa.
ELLIS, ANITA
 NBC—The Skelton Scrapbook.
 MBC—Anita Ellis Sings.
ELLIS, BETTY
 KXOK, St. Louis, Mo.
EMERALD, GENE
 KRNT, Des Moines, Iowa.
ENT, JANE
 WCED, Dubois, Pa.
EVANS, JEAN
 WMC, Memphis, Tenn.
EVANS, MIRIAM
 KRNT, Des Moines, Iowa.

— F —

FANSLER, DICK
 WIBC, Indianapolis, Ind.
FARNEY, JEAN
 WMT, Cedar Rapids, Iowa.
FARRELL, EILEEN
 CBS — Eileen Farrell & the
 Columbia Concert Orch.
 CBS—Eileen Farrell, Soprano.
FARRELL, JIMMY
 CBS.
FARRELL, SKIP
 WMAQ, Chicago, Ill.
 MBS—Sing's The Thing.
FAYE, Lucille
 WEBR, Buffalo, N. Y.
FEE, JANET
 KOA, Denver, Colorado.

FEENEY, JOHN
FISCHER, RICHARD
 KDKA, Pittsburgh, Pa.
FISCHER, ROSE MAY
 WWDC, Washington, D. C.
FISHER, JANE
 KDKA, Pittsburgh, Pa.
FITZGERALD, ELLA
FLORINE, LARRY
 KICD, Spencer, Iowa.
FLOWERS, SALLY
 WGH, Newport News, Va.
FOLEY, RED
 WLS, Chicago, Ill.
 National Barn Dance.
FOOTE, BRUCE
 WGN, Chicago, Ill.
 ABC—Hymns at all Churches.
FORD, ERNEST
 WOPL, Bristol, Tenn.
FORREST, HELEN
 CBS—The Dick Haymes Show.
 NBC — Everything for the
 Boys.
FORTIER, ROSELLE COURY
 WCOU, Lewiston, Maine.
THE FOUNTAINAIRES
 NBC—Sealtest Village Store
FOUR CHICKS AND CHUCK
 CBS—Kate Smith Sings
 ABC—The Alan Young Show.
FOUR, FARRY
 WJNC, Jacksonville, No. Car.
FOUR VAGABONDS
 ABC—The Breakfast Club.
 NBC—Tin Pan Alley of the
 Air.

FRANCIS, IRMA
 KPND, Pampa, Texas.
FRIDAY, PAT
 NBC—The Victor Borge Show.
FRITTS, STAN
 ABC—Korn Kobbler.
 MBS.
FROOME, GALAN
 WBAL, Baltimore, Maryland.
FULTON, JACK
 WBBM, Chicago, Ill.
FULTON, J. DICKSON
 KDKA, Pittsburgh, Pa.

— G —

GAINNEY, ANDREW
 KOA, Denver, Colo.
GARDNER, JANE
 WFBL, Syracuse, N. Y.
 CBS—Serenade From Syra-
 cuse.
GARRETSON, GEORGE
 KPOF, Denver, Colo.
GARY, SID
 WMCA, New York City.
GAYLORD, CHET
GEARS, WALLY
 WTCN, Minneapolis, Minn.
GELLER, RICK
 WAIR, Winston-Salem, N. C.
GENTRY, FRED
 WSPA, Spartanburg, S. C.
GIBBS, GEORGIA
GIFFORD, LYNN E.
 WRRN, Warren, Ohio.



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KNX—CBS—Guest "INGLEWOOD PARK
 CONCERT"



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Staff Soloist

WMCA

VOCAL ARTISTS

GILBERT, CAROLYN
WMAQ, Chicago, Ill.

GILMORE, ANNE
KXOK, St. Louis, Mo.

GINYARD, J. C.
CBS—The Jubalaires.

GIPSON, JACK
WBAP, Fort Worth, Texas.

GIRTON, LOUIS
WMAN, Mansfield, Ohio.

GLENN, MARTHA
KDKA, Pittsburgh, Pa.

GOODMAN, GORDON
NBC—The Fred Waring Show.

GORDON, JEAN
KOMA, Oklahoma City, Okla.

GORIN, IGOR
NBC—The Voice of Firestone

GOULD, MARIAN
KDKA, Pittsburgh, Pa.

GRAHAM, BOB
CBS—The Baby Snooks Show.

GRAHAM, WILLA DEEN
WCBI, Columbus, Miss.

GRANT, HAL
WGBR, Goldsboro, N. C.

GRANVILLE, BERT
KXOK, St. Louis, Mo.

GREAT LAKES NAVAL TRAINING STATION CHORUS
CBS—Blue Jacket Choir.

GREDO, JOE
WGTM, Wilson, No. Car.

GREENLEE, GERALD
WMBL, Chicago, Ill.

GREER, HELEN
WHAS, Louisville, Ky.

GRIFFIN, MERVYN
KFRC, San Francisco, Calif.

GRIFFIN, RAY
KDKA, Pittsburgh, Pa.

GROSH, ELSWORTH
WDBJ, Roanoke, Va.

GUIDRY, DOC
KVOL, Lafayette, La.

GWINN, WILLIAM
KFRC, San Francisco, Calif.

— H —

HAINES, CONNIE
NBC—Abbott & Costello.

HALE, NANCY
WCAO, Baltimore, Maryland.

HALEY, CLARINE
KWK, St. Louis, Mo.

HALL, JIM
WMBG, Richmond, Va.

HALIDAY, GLORIA
WBAL, Baltimore, Md.

HAMILTON, BERTA
WALB, Albany, Ga.

HAMILTON, GUY
WALB, Albany, Ga.

HAMILTON, JOE
WLBJ, Bowling Green, Ky.

HANNA, VIRGINIA
KDKA, Pittsburgh, Pa.

HANNON, BOB
CBS—American Melody Hour.

HAPPY FATS
KVOL, Lafayette, La.

HARRIS, TOM
CBS — The Jack Kirkwood Show.

HARVEY, JANE
NBC—The Teentimers Club.

HAWLEY, LEN
WHEC, Rochester, N. Y.

HAWTHORNE, PEPPER
WMBD, Peoria, Ill.

HAYES, CLARENCE
KGO, San Francisco, Calif.

HAYMES, DICK
CBS—The Dick Haymes Show.
NBC — Everything For The Boys.

HAYWORTH, HERB
WOWO, Fort Wayne, Ind.

HEID, GEORGE
KDKA, Pittsburgh, Pa.

HEINZ, AL
WHKC, Columbus, Ohio.

HELTON, EVA
WGAU, Athens, Ga.

HENLEY HARMONY BOYS
WSFA, Montgomery, Ala.

HENZIE, MARTHA
KDKA, Pittsburgh, Pa.


HERRINGTON TRIO
KWFT, Wichita Falls, Texas.

HILDEGARDE
NBC—The Raleigh Room

HILL, ELIZABETH
WCAU, Philadelphia, Pa.

HILL JACKIE
KWK, St. Louis, Mo.


HINDS, BLAINE
KDKA, Pittsburgh, Pa.



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Hezzie



Ken



Gil



Gabe

HOOSIER HOT SHOTS

Decca Records • Columbia Pictures •
National Barn Dance (NBC)
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VOCAL ARTISTS

HINKLE, ED
WIBC, Indianapolis, Ind.

HIT PARADERS
CBS—Your Hit Parade.

HODGES, JOY
NBC.

HOLDER, MARY LEE
WPTF, Raleigh, No. Car.

HOLLY, VERA
CBS—Viva America

HOLMES, W. J.
KDKA, Pittsburgh, Pa.

HOLMES, SALTY
ABC—Wake Up And Smile.

HOLTON, BRICK
KALE, Portland, Ore.

HONEY AND THE BEES
QUARTET
NBC—The Fred Waring Show.

HOOKEY, BOBBY
MBS—Hookey Hall

HOOSIER HOT SHOTS

HOPKINS, DOC
WLS, Chicago, Ill.

HORNE, LENA

HUBERT, JOHN
CBS—The Four Clubmen

HUGHES, BOB
KDKA, Pittsburgh, Pa.

HUM AND STRUM
WCOP, Boston, Mass.

HUMPHREYS, DOROTHY STEVENS
WBNS, Columbus, Ohio.

HUNTER, JACK
WCAU, Philadelphia, Penna.
CBS—Elliot Lawrence Orchestra.
CBS—Listen To Lawrence.

— I —

IKE AND HAI'
KVNW, Logan, Utah.

INK SPOTS

IRVINE, GAYLE
KUTA, Salt Lake City, Utah.

— J —

JANIS, MARGARET
WCOP, Boston, Mass.

JARVIS, IDA
WLAW, Lawrence, Mass.

JENKINS, ELSIE
KPOW, Powell, Wyo.

JOHNNY BOND TRIO
CBS—Gene Autry Show.

JOHNS, VIVIAN
KDKA, Pittsburgh, Pa.

JOHNSON, BARBARA
WOWO, Fort Wayne, Ind.

JOHNSON, CURTIS
KYSM, Mankato, Minn.

JOHNSON, MAL
WCED, Dubois, Pa.

JOHNSON, PAUL
WOC, Davenport, Ia.

JOHNSTONE, JEANNE
WKIX, Columbia, S. C.

JONES, BOBBIE
WTMC, Ocala, Florida.

JONES, CARL
WALB, Albany, Ga.

JONES, GENE
WEEI, Boston, Mass.
CBS—Coffee Club.

JORDAN, PEGGY
KFH, Wichita, Kans.

JORDAN, DEE
WNHC, New Haven, Conn.

THE JUBILAIRES
CBS — The Arthur Godfrey Show.

JUN, ROSE MARIE
WMT, Cedar Rapids, Ia.

— K —

KAY, BEATRICE

KAYE, SUZANNE
WFVA, Fredericksberg, Va.

KEDDINGTON, HULBERT
KSL, Salt Lake City, Utah.

KEN DARBY CHORUS
NBC — The Westinghouse Program.

KENNEDY, MARY
WPAT, Paterson, N. J.

KILLION, KAY
WGY, Schenectady, N. Y.

KINDLER, BARBARA
KDKA, Pittsburgh, Pa.

KINDER, ELAINE
KDKA, Pittsburgh, Pa.

KINDER, SHIRLEY
KDKA, Pittsburgh, Pa.



EDDIE DEAN

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GEORGE B. EVANS
Publicity

NEW YORK HOLLYWOOD

. . . VOCAL ARTISTS . . .

— M —

KING, LEON C.
KFJX, Grand Junction, Colo.

KING, LOUISE
WBBM, Chicago, Ill.

KING, W. O.
WTOC, Savannah, Ga.

KIRBY, JOHN
KDKA, Pittsburgh.

KMH CHORUS
NBC—Kraft Music Hall.

KNIGHT, EVE
WIP, Philadelphia, Penna.

KNIGHT, EVELYN
CBS—Powder Box Theater.

KNIGHT, FELIX
ABC—Sunday Evening Party.

KNIGHT, JESS
WRRN, Warren, Ohio.

KNOPP, HELEN C.
KGCX, Sidney, Mont.

KOSLA, LADDIE
WICA, Astabula, Ohio.

— L —

LA DUKE, BILL
WDRG, Hartford, Conn.

LANDT, CARL
CBS—Sing Along Club

LANDT, DAN
CBS—Sing Along Club.

LANDT, JACK
CBS—Sing Along Club.

LANGFORD, FRANCES
NBC—Bob Hope Show

LANNY AND GINGER

LANTRY, GLADYS
KGA and KHQ, Spokane, Wash.

LA RAE, VIRGINIA
K TSA, San Antonio, Texas.

LARAWAY, CECIL
WRRN, Warren, Ohio.

LARKIN, NORMA LEE
KOA, Denver, Colo.

LARSEN, VIRGINIA
KSUB, Cedar City, Utah.

LAWRENCE, ARLENE
KPOF, Denver, Colo.

LAWRENCE, BILL
WCAE, Pittsburgh, Pa.

LAWRENCE, EARL
WWNY, Watertown, N. Y.

LEE, ELSIE
WGBR, Goldsboro, N. C.

LEE, NANCY
WOWO, Fort Wayne, Ind.

LeMASTER, MARY JANE
WMBD, Peoria, Ill.

LEWIS, MONICA
CBS.

LICKLIDER, BUELL
WICA, Astabula, Ohio.

LICKLIDER, MARTY
WICA, Astabula, Ohio.

LINDER, ART
KRLD, Dallas, Texas.

LOCKHART, JACK
WDAY, Fargo, No. Dak.

LOMBARDO, ROSEMARIE
ABC—Musical Autographs.

LONG, ALICE
KDKA, Pittsburgh, Pa.

LORRAINE, KAY

LOUISIANA LOU
CBS—Night Time On The Trail.

LUCAS, CLEM.
WCAO, Baltimore, Md.

LYN MURRAY SINGERS
CBS—Star Theater.

MacCULLUM, JOHN
KDKA, Pittsburgh, Pa.

MacGREGOR, EVELYN
NBC—American Album Of Familiar Music, Waltz Time.
CBS—American Melody Hour.

MacKENNA, JEANNE
WMAQ, Chicago, Ill.

MACKEY, LOUISE
WFAA, Dallas, Texas.

MADERA, NOEL
KDKA, Pittsburgh, Pa.

MAISANO, NANCY
WNHC, New Haven, Conn.

MALOTTE, STANLEIGH
WAPI, Birmingham, Ala.

MANHATTAN CHORUS
NBC — Manhattan Merry-Go-Round.

MANN, MARION
ABC—The Breakfast Club.

MANN, PEGGY

MANNING, WILLIE
WGTC, Greenville, N. C.

MANSFIELD, RONNY
KFI—NBC.
KNX—CBS Inglewood Park Concert.

MARKWELL, BERNIE
KDKA, Pittsburgh, Pa.

MARTEL, FRED
NBC — Wednesday With You.

MARTIN, MRS. & MR. FRED
KFJX, Grand Junction, Colo.

MARTIN, JAY
WLNS, New York, N. Y.

MARTIN, NANCY
ABC—The Breakfast Club.

MARTIN, NORA
NBC—Wednesday With You.

MARTIN, TED
WNEW, New York, N. Y.

MARY LOU
WDAY, Fargo, N. Dak.

MARY LOU
KOMA, Oklahoma City, Okla.

MASON, AVERY
KPOF, Denver, Colo.

MASON, PEGGY
WGTM, Wilson, No. Car.

MASSEY, CURT
CBS — The Andrews Sisters Show.

MATHEWS, DICK
KQW, San Jose, Calif.

MATTHEWS, BOB
NBC—Abbott & Costello.

MATTHEWS, SHIRLEY
WOC, Davenport, Ia.

MATTISON, HENRY
KFH, Wichita, Kans.

MAXWELL, MARILYN

MAXWELL, RICHARD
MBS — Richard Maxwell — Hymns You Love.

MAY, JAMES
WTOC, Savannah, Ga.

MAYER, MARGERY
ABC—Hymns Of All Churches.

MAYNARD, TED
KOVO, Provo, Utah.

MAYO, LARRY
WNHC, New Haven, Conn.

McBRIDE, DICKIE
KTRH, Houston, Texas.

McCONNELL, LOIS
KSUB, Cedar City, Utah.

McDOWELL, WILLIAM
KDKA, Pittsburgh, Pa.

McENERY, DAVE
WOAI, San Antonio, Texas.

McFADDEN, GEORGE
CBS—The Jubilaires.

McGREARY SISTERS
WLEU, Erie, Pa.

McKEON, JEANNE
CBS — The Jack Kirkwood Show.

McKINNEY, CARL J.
WGTC, Greenville, N. C.

McKINNEY SISTERS
KWK, St. Louis, Mo.

McMANUS, MARIAN
NBC — Manhattan Merry Go Round.

McNEILL, MYRA
WBAP, Fort Worth, Texas.

McRAE, GORDON
CBS.

MEAD SINGERS
KXOX, Sweetwater, Texas.

MEARS, MARTHA

MELTON, JAMES
CBS—Star Theater.

MELVILLE, JUNE
WIOD, Miami, Florida.

MENARD, GEORGE
WLS, Chicago, Ill.

MERRIDEV, REG.
WGAR, Cleveland, Ohio.

MERRILL, ROBERT
NBC — The Robert Merrill Show.

MESSERVEY, NORMAN
WOLF, Syracuse, N. Y.

MERRY MACS

MILLER, WILLIAM
ABC—Hymns Of All Churches.

MITCHELL, DOLLY
NBC — College Of Musical Knowledge.

MITCHELL, ELMER
KDKA, Pittsburgh, Pa.

MITCHELL, RUSSELL
KDKA, Pittsburgh, Pa.

MONROE, LUCY

MONTANA, PATSY
ABC — Wake Up And Smile.

MONTE, LOU
WPAT, Paterson, N. J.

MOORE, HELEN H.
WPEN, Philadelphia, Pa.

MORELAND, PEG
WFAA, Dallas, Texas.

MORGAN, MARION
WBBM, Chicago, Ill.

MORRIS, BETTY ELLEN
KDKA, Pittsburgh, Pa.

MORRIS, CHARLOTTE
WJJD, Chicago, Ill.

MORRISON, BOB
KWTO, Springfield, Mo.

MORROW, IZA

MORSE, LEE
WHAM, Rochester, N. Y.

MOSTERT, JOHN
WMBI, Chicago, Ill.

MUNN, FRANK
NBC — American Album Of Familiar Music, Waltz Time.

MUNSEL, PATRICE
CBS—The Family Hour.

MURPHY SISTERS
MBS.

MURRAY, MILDRED

MUSTARD & GRAY
WGTM, Wilson, No. Car.

VOCAL ARTISTS

— N —

NATIONAL QUARTET
 KFJZ, Fort Worth, Texas.
NELMS, NANCY
 WDBJ, Roanoke, Va.
NETTINGA, PAUL
 ABC—Hymns Of All Churches.
NEUBERT, PUG
 KYSM, Mankato, Minn.
NEWCOMMER, EILEEN
 WWVA, Wheeling, W. Va.
NEWCOMER, MAXINE
 WWVA, Wheeling, W. Va.
NEWTON, ERNIE
 MBS—Sweetheart Time.
NEWTON, KENNETH
 KDKA, Pittsburgh, Pa.
NICHOLS, BETTY
 WJBO, Baton Rouge, La.
NICHOLS, CLINTON
 WELO, Tupelo, Miss.
NICHOLS, JIMMY
 WNHC, New Haven, Conn.
NOBLE, AL
 KQV, Pittsburgh, Pa.
NORDQUIST, INGBORG
NORTHCROSS, W. J. JR
 WMC, Memphis, Tenn.
NORTEN, LILLIAN
 WWJ, Detroit, Mich.

— O —

O'CONNOR, DICK
 NBC — Manhattan Merry
 Go Round.
O'CONNOR, WILLIAM
 WLS, Chicago, Ill.
O'DAY, MICHAEL
 WSPA, Spartanburg, S. C.
O'HALLORAN, HAL
 ABC—Wake Up And Smile.
O'HEREN, DICK
 WHK, Cleveland, Ohio.
OHMS, ELINOR
 NBC—The Fred Waring Show.
OLD HICKORY SINGERS
 MBS—Operry House Matinee.
OLSEN, JENNINGS
 KDYL, Salt Lake City, Utah.
O'NEIL, DANNY
 CBS—Danny O'Neil And His
 Guests, Powder Box Theater.
ORTEGA, PATSY
 KQW, San Jose, Calif.
O'SHEA, BILL
 KOY, Phoenix, Ariz.
OSSENBRINK, ARKIE L.
 WLS, Chicago, Ill.
OWENS, JACK
 ABC—The Breakfast Club.
 NBC—Tin Pan Alley of the
 Air.

— P —

PAIGE, RICHARD
 WMAQ, Chicago, Ill.
PAR, HAROLD
 WOW, Omaha, Nebr.
PARKER, FAYE
 KDKA, Pittsburgh, Pa.
PARKER, FRANK
 NBC — American Album of
 Familiar Music.
PARKER, FREDNA
 WEW, St. Louis, Mo.
PATRICK, BETTY LOU
 WHAS, Louisville, Ky.

PATTERSON, CLIFFORD
 KWTO, Springfield, Mo.
PATTERSON, LARRY
 KFH, Wichita, Kans.
PATTON, ROSALIND
 CBS—Elliot Lawrence Orches-
 tra? Listen To Lawrence.
 WCAU, Philadelphia, Pa.
PAULEE, MONA
 CBS—Mona Paulee Show.
PECOR, BETTY
 WBAP, Fort Worth, Texas.
PEERCE, JAN
 CBS — Great Moments In
 Music.
PENDERGRAST, JOHN
 KFJX, Grand Junction, Colo.
PENNINGTON, EDNA
 KFH, Wichita, Kans.
PERRY, BILL
 CBS — Saturday Night Sere-
 nade.
PERRY, ROSE
 WLEU, Erie, Pa.
PETERS, HENRY
 WIBW, Topeka, Kans.
PHALEN, JACK
 WBen, Buffalo, N. Y.
PHILLIPS, SUE
 WMT, Cedar Rapids, Ia.
PICKE, MAURY
 KYSM, Mankato, Minn.
PICKENS, JANE
 CBS—American Melody Hour.
THE PIED PIPERS
 CBS — The Frank Sinatra
 Show.
THE PINAFORES
 CBS—Gene Autry Show.
PINSKI, ANTHONY, A.
 KGA, and KHQ, Spokane,
 Wash.
PLAINSMEN QUARTET
 WFAA, Dallas, Texas.
POLERI, DAVID
 WBen, Philadelphia, Pa.
POP, JR. AND TUT
 WESA, Montgomery, Ala.
PORT, TOMMY
 WMAQ, Chicago, Ill.
POWELL, DICK
PRICE, ANN
 NBC—The Fred Waring Show.
PRICE, HOWARD
 KDKA, Pittsburgh, Pa.
PRICHARD, LLOYD
 KOTA, Rapid City, S. Dak.
PRIGMORE, JACK
 WFAA, Dallas, Texas.
PRINCE, KATIE
 WFAA, Dallas, Texas.
PRYOR, RICHARD
 KTBC, Austin, Texas.
PULLEY, VIRGINIA
 WBAP, Fort Worth, Texas.

— R —

RAFFAELI, ANGELO
 WGN, Chicago, Ill.
RAITE, JOHN
RANDELL, JOE
 KWK, St. Louis, Mo.
RAY, LEAH
 MBS — Songs By Morton
 Downey.
REED, ERMA MAE
 WCED, Dubois, Pa.
REEP, PHILIP
 CBS—The Four Clubmen.

REESE, CLAUDE
 CBS—The Four Clubmen.
REGAN, KATHLEEN
 WEW, St. Louis, Mo.
REID, BOB
 WHAS, Louisville, Ky.
REID, DON
 CBS—Kirkwood Show.
REINHART, DICK
 KOMA, Oklahoma City, Okla.
REYNOLDS, BRAD
RHODES, BETTY
 NBC—Meet Mo ^{At} Parkey's.
RHODES, GEORGE
 KWTO, Springfield, Mo.
RICHARDS, VICKEE
RIGGS SISTERS
 WCBT, Roanoke Rapids, N. C.
RING, BILL
 KWTO, Springfield, Mo.
RISSLING, ROBERT
 WTAG, Worcester, Mass.
ROANOKE JUBILEE SINGERS
 WCBT, Roanoke Rapids, N. C.
ROBB, MURIEL
 KDKA, Pittsburgh, Pa.
ROBBINS, CLAUDE
 KVNU, Logan, Utah.
ROBERTS, BARRY
 NBC — Manhattan Merry Go
 Round.
ROBINSON, CAL
 WJPF, Herrin, Ill.
ROCKWELL, MARDI
 KSO, Des Moines, Ia.
RODNEY, DON
 ABC—Musical Autographs.
ROESE, RAY
 WBNS, Columbus, Ohio.
ROGERS, DAVE
 KELO, Sioux Falls, S. Dak.,
 KSOO, Sioux Falls, S. Dak.
ROGERS, JASPER
 KPOF, Denver, Colo.
ROGERS, JIMMY
 WCBT, Roanoke Rapids, N. C.
ROGERS, ROY
 Mutual-Don Lee.
ROMEOS, THE
ROPA, HOWARD
 WOWO, Fort Wayne, Ind.
ROSS, SHIRLEY
 NBC—Bob Burns Show.
ROYAL, DAN
 KXOX, Sweetwater, Texas.
RUSSELL, ANDY
 CBS—The Joan Davis Show.
RUSSELL, HELEN
 CBS—Serenade from Syracuse.
RUSSELL, J. D.
 WLAG, La Grange, Ga.
RUTLEDGE, FLOYD
 KWTO, Springfield, Mo.
RUVINOFF, NINA
 WTAM, Cleveland, Ohio.
RYAN, DANNY
 WSM, Nashville, Tenn.
RYAN, DENNIS
 NBC — Manhattan Merry Go
 Round.

— S —

SALA, DOROTHY
 KFH, Wichita, Kans.
SANDIN, MARTHA JEAN
 KTBI, Tacoma, Wash.
SAXON, DON
SCARBROUGH, ELMER
SCHOFF, WALTER
 NBC—The Fred Waring Show.

VOCAL ARTISTS

- SCHOOLEY, IVAN**
KOA, Denver, Colo.
- SCHWARTZ, HERMAN**
WBEN, Buffalo, N. Y.
- SCHWEIG, ARWIN**
ABC—Hymns of all Churches.
- SEAGLE, JOHN**
WGY, Schenectady, N. Y.
- THE SERENADERS**
CBS—Saturday Night Serenade.
- SHAW, SONIA**
KGO, San Francisco, Calif.
- SHEPARD, RILEY**
NBC-ABC.
- SHERIDAN, PHIL**
WIP, Philadelphia, Pa.
- SHERWIN, MARGUERITE**
KFPY, Spokane, Wash.
- SHILOH GOSPEL SINGERS**
WTAW, College Station, Tex.
- SHORE, DINAH**
NBC—Dinah Shore's Open House.
- SIMMONS, DOTTIE**
WJHL, Johnson City, Tenn.
- SIMMS, GINNY**
NBC—Johnny Presents Ginny Simms.
- SIMON, JACK**
KID, Idaho Falls, Idaho.
- SINATRA, FRANK**
CBS—The Frank Sinatra Show.
- SINCLAIR, SHIRLEY**
WGY, Schenectady, N. Y.
- SLATER, MARGARET**
WGBR, Goldsboro, N. C.
- SLATER, URLIN**
WIBW, Topeka, Kan.
- SMALL, MARY**
ABC—The Mary Small-Junior Miss Show.
- SMIK, MARY**
WWVA, Wheeling, W. Va.
- SMILEY, BETE**
KDKA, Pittsburgh, Pa.
- SMITH, BOYCE**
ABC—Wake Up and Smile.
- SMITH, JACK**
CBS—The Jack Smith Show.
The Family Hour.
- SMITH, JOAN**
KOIL, Omaha, Nebr.
- SMITH, KATE**
CBS—Kate Smith Sings.
- SMITH, RAY**
WMCA, New York, N. Y.
- SMITH, ROBERT E.**
WTIC, Hartford, Conn.
- SNOW, AMANDA**
WTGN, Minneapolis, Minn.
- SNYDER, ANNIE MARIE**
WKBH, La Crosse, Wis.
- SONG CHEFS**
MBS—Take It Easy Time.
- SPINKS, MR. & MRS. ED**
WGAU, Athens, Ga.
- STAFFORD, JO**
NBC—Supper Club.
- STEBER, ELEANOR**
NBC—The Voice of Firestone.
- STEFFEN, ART**
WHAM, Rochester, N. Y.
- STEINBERG, ELAINE**
WHCC, Rochester, N. Y.
- STEVENS, LARRY**
NBC—Jack Benny-Lucky Strike Program.
- STEVENS, RISE**
NBC—Rise Stevens Show.
- STEWART, VIRGINIA**
WMBG, Richmond, Va.
- STONE, AL**
KWTO, Springfield, Mo.
- STORY, CARL**
KFJZ, Fort Worth, Texas.
- STRACKE, WYNNE**
ABC—Hymns of All Churches
- STREET, DAVE**
NBC—Seatest Village Store
- STUMPP, MARGUERITE**
KPOF, Denver, Colo.
- SUITS, GORDON**
WFAA, Dallas, Texas
- SULLIVAN, DON**
CBS—Night Time on the Trail
- SULLICAN, JERI**
CBS—Durant-Moore Show
- SWARTHOUT, GLADYS**
NBC—The Voice of Firestone
- SWINSON, HENRY**
WMBG, Richmond, Va.
- SYLVAN, PATSY**
WTAL, Tallahassee, Fla.
- T —
- TACANTIS, MARY**
WCBI, Columbus, Miss.
- TANNER, EARLE**
ABC—Hymns of All Churches
- TAR-HEEL TROUBADORS**
WJNC, Jacksonville, No. Car.
- TAYLOR, HUGH**
WTOC, Savannah, Ga.
- TELL, JOHNNY**
WLEU, Erie, Pa.
- TENNYSON, JEAN**
CBS—Great Moments in Music
- TERRY, FREDDIE**
WCOL, Columbus, Ohio
- THOMAS, GURNEY**
WGBG, Greensboro, N. C.
- THOMAS, JOHN CHARLES**
NBC—The Westinghouse Program
- THOMAS, RED**
CBS—Serenade from Syracuse
- THOMAS L. THOMAS**
NBC—Manhattan Merry Go Round.
- THOMPSON, JOHNNY**
ABC
- THREE SISTERS**
WDBJ, Roanoke, Va.
- TILTON, MARTHA**
ABC—Radio Hall of Fame
- TINGLEY, IRVING**
KWNO, Winona, Minn.
- TODD, DICK**
CBC—Your Hit Parade
- TOWERS, JUDY**
WLIB, Brooklyn, N. Y.
- TOWN CRIERS**
CBS—The Bob Crosby Show
NBC—College of Musical Knowledge
- TRAMMEL, PAT**
WBAP, Fort Worth, Texas
- TREECE, MRS. T. J.**
KFJX, Grand Junction, Colo.
- TROWBRIDGE, REVA**
KOVO, Provo, Utah
- TUBBS, ERNEST**
MBS—Operry House Matinee
- TUCKER, RICHARD**
NBC—Westinghouse
- V —
- VALENTINO, FRANCESCO**
MBS—Treasure Hour of Song
- VENUTA, BENAY**
VIGDER, FREDDIE
KOOS, Coos Bay, Oregon
- W —
- WAGNER, ANN**
WAOV, Vincennes, Ind.
- WAIN, BEA**
WALLACE, RICHARD
ABC—Remember Hour
- WAREN, BAILEY**
KGB, San Diego, Calif.
- WAREN, JERRY**
WDAY, Fargo, N. Dak.
- WARREN, MARGE**
WGL, Port Wayne, Ind.
- WATSON, FRANCES**
KMCA, San Antonio, Texas
- WAYNE, BOB**
WCOP, Boston, Mass.
- WAYNE, FRANCES**
ABC—The Woody Herman Show
- WAYNE, JERRY**
WEBB, MILTON
WMBR, Jacksonville, Fla.
- WEBER, LOUISE**
ABC—Hymns of All Churches
- WEDE, ROBERT**
CBS—Great Moments in Music
- WEIDEMAN, EARL**
WWNY, Watertown, N. Y.
- WELCH, MELBA**
WFAA, Dallas, Texas
- WELLS, DICK**
WTIC, Hartford, Conn.
- WELLS, JACK**
KFAB, Omaha & Lincoln, Neb.
- WELLS, MORTON**
WOW, Omaha, Neb.
- WHEATLEY, JOAN**
NBC—The Fred Waring Show
- WHILHITE, CLAUDIA**
WIBW, Topeka, Kans.
- WHIPPLE, ANNA MARY**
WSNJ, Bridgeton, N. J.
- WHITE, BOB**
WLIB, Brooklyn, N. Y.
- WHITE, CONSTANCE**
KPOF, Denver, Colo.
- WHITING, MARGARET**
CBS—Celebrity Club
NBC—Philip Morris Follies of 1946
- WHITNEY, DON**
WELO, Tupelo, Miss.
- WILHITE, WILLIAM**
WIBW, Topeka, Kans.
- WILLIAMS, GORDON**
WFBM, Indianapolis, Ind.
- WILLINGER, NORMA**
WCAP, Asbury Park, N. J.
- WILLSON, JIMMIE**
WAPI, Birmingham, Ala.
- WILSON, GRACE**
WLS, Chicago, Ill.
- WILSON, JANE**
NBC—The Fred Waring Show
- WILSON, SLIM PICKENS**
KWTO, Springfield, Mo.
- WOKER, LUCY**
KFUO, Clayton, Mo.
- WOOD, KATHRYN**
WGH, Newport News, Va.
- WOOD, PHYLLIS**
WHAM, Rochester, N. Y.
- WOODS, ILENE**
ABC
- WOODYARD, DARREL**
CBS—The Four Clubmen
- WORKMAN, RICHARD**
WFBL, Syracuse, N. Y.
- WORLEY, THURMAN**
WGAU, Athens, Ga.
- WORTH, PEDE**
KQW, San Jose, Calif.
- WRIGHT, HANK**
WJPF, Herrin, Ill.
- WRIGHTSON, EARLE**
CBS—The Family Hour
- WYNNE, CAROL**
WFILY, Philadelphia, Pa.
- YOUNG, MARSHALL**
CBS—Arthur Godfrey Show
- YOUNG, MIKE**
WBBM, Chicago, Ill.

News Commentators

—their work during 1945

— A —

ADAMS, CHARLES F.
WMVA, Martinsville, Va.

ADAMS, FELIX
WHOT, South Bend, Ind.

ADAMS, FELIX D.
WISH, Indianapolis, Ind.

AGRONSKY, MARTIN
ABC-WMAL, Washington, D. C.

AIKEN, LOUIS
WINX, Washington, D. C.

ALDERMAN, JIM
WRR, Dallas, Tex.

ALDRICH, DARRAGH
WCCO, Minneapolis, Minn.

ALEXANDER, JOHN
KODY, North Platte, Neb.

ALLEN, CLIFF
WTOP, Washington, D. C.

ALLEN, IRWIN
ALLEN, ROY
KTRI, Sioux City, Ia.

ALLEN, SPENCER
WGN, Chicago, Ill.

ANDERSON, A. ROBERT
WSTV, Steubenville, O.

ANDREWS, JOHNNY
KOCA, Kilgore, Tex.

ARGALL, PHYLLIS
WGBS, Miami, Fla.

ARTHUR, BILLY
WJNC, Jacksonville, N. C.

AUSTAD, MARK
WWDC, Washington, D. C.

— B —

BACK, GUNNAR
WTOP, Washington, D. C.

BAILEY, WILLIAM S.
KTHS, Hot Springs, Ark.

BAKER, ART
KFI, Los Angeles, Calif.—Art Baker's Note Book
NBC—Western Network News

BALLARD, DAVID
KGFJ, Los Angeles, Calif.

BALLARD, GEORGE
WAYS, Charlotte, N. C.

BALTER, SAM
ABC—Sam Balter Commentary

BANTA, DEAN
KGO, San Francisco, Calif.

BARKER, EDDIE
KMBC, San Antonio, Tex.

BARON, KARL
KYA, San Francisco, Calif.

BARRETT, TONY
WRBL, Columbus, Ga.

BARRINGTON, CHARLES
KDYL, Salt Lake City, Utah

BARRY, MRS. ALICE P.
KTSM, El Paso, Tex.

BARTON, WILLIAM
KVEC, San Luis Obispo, Calif.

BAUHAGE, H. R.
ABC—Bauhage Talking

BAXTER, LIONAL
WAPI, Birmingham, Ala.]

BEAL, JACK
WJZ, New York, N. Y.

BEARDSLEY, LEN
KXA, Seattle, Wash.

BEATY, HAROLD
WBML, Macon, Ga.

BEATY, MORGAN
WRC, Washington, D. C.

BEECHAM, WALLACE
WAPI, Birmingham, Ala.

BELL, JACK
WTCN, Minneapolis, Minn.

BELLOISE, MIKE
WMAN, Mansfield, O.

HARRY W. FLANNERY

Author of
"ASSIGNMENT TO
BERLIN"

Lecturer

NEWS ANALYSIS, CBS, 5:30-5:45
P.M., MONDAY THRU SATURDAY

SPONSORS:

BEKINS VAN & STORAGE,
PLANTER'S PEANUTS



BENTLEY, JULIAN
WLS, Chicago, Ill.
BERCOVICI, B. S.
KFEL, Denver, Colo.
BERKOWITZ, MILTON
WHTD, Hartford, Conn.
BERRY, LESTER
KVOV, Redding, Calif.
BERRY, THOMAS DAVIS
WCCM, Biloxi-Gulfport, Miss.
BIGLEY, BILL
WJZM, Clarksville, Tenn.
BIGSBY, EVELYN
ABC—Hollywood Radio Life
BINGHAM, BOB
WFTC, Kinston, N. C.
BLACK, ALGERNON D.
WQXR, New York, N. Y.
BLACK, CHARLES
WSAI, Cincinnati, O.
BLACKWELL, BURT
WAVE, Louisville, Ky.
BLAINE, LEE
WELQ, Tupelo, Miss.
BODYCOMBE, ANEURIN
KDKA, Pittsburgh, Pa.
BOLTON, GEORGE
KTBL, Tacoma, Wash.
BOLTON, PAUL
KTBC, Austin, Tex.
BOSWORTH, ROBERT
WDOD, Chattanooga, Tenn.
BOW, FRANK
WHBC, Canton, O.
BOWER, BILL
KTTS, Springfield, Mo.
BOWMAN, ROY J.
KGFF, Shawnee, Okla.
BOX, VES
KRLD, Dallas, Tex.

BOYD, FORREST
WMBI, Chicago, Ill.
BOYD, JACK
WMFR, High Point, N. C.
BRANCH, TAYLOR
WRR, Dallas, Tex.
BRANNON, COL. EARL
WHIZ, Zanesville, O.
BREELAND, ED
WAML, Laurel, Miss.
BREEN, EDWARD
KVFD, Fort Dodge, Ia.
BREMSE, LYELL
KFAB, Omaha & Lincoln, Neb.
BRIT, WESTON
WCOV, Montgomery, Ala.
BRONSON, GEORGE
WELL, New Haven, Conn.
BROOKS, CLIFTON
WEOA, Evansville, Ind.
BROOKS, GEORGE
WNEW, New York, N. Y.
BROTT, LOU
WOL, Washington, D. C.
BROWN, ALBERT C.
KMJ, Fresno, Calif.
BROWN, CECIL
MBS
BROWNING, BOB
WKNY, Kingston, N. Y.
BRUBAKER, RAY
WMBI, Chicago, Ill.
BRUCE, BILL
KGHE, Pueblo, Colo.
BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
BRUNER, PAUL
KBIX, Muskogee, Okla.
BRYAN, BILL
KMOX, Oklahoma City, Okla.

BUCK, LOUIS
WSM, Nashville, Tenn.
BUGDANOWITZ, BOB
KFEL, Denver, Colo.
BULLEN, REED
KVCN, Logan, Utah
BURKLUND, TED
WEDC, Chicago, Ill.
BURNETTE, BILL
WFIG, Sumter, S. C.
BURRIS, DICK
KSO, Des Moines, Ia.
BUTLER, JAMES W.
WGBR, Goldsboro, N. C.
BUTTON, DAVE
KODY, North Platte, Neb.
BUZZINI, BERT
KQW, San Jose, Calif.
BYERS, MARVIN
KGRA, Sacramento, Calif.
BYNG, DR. EDWARD J.
WEVD, New York, N. Y.
BYRON, JAMES A.
WBAP, Fort Worth, Tex.

— C —

CADDELL, RAYMOND
WOLS, Florence, S. C.
CALMER, NED
CBS—News and News Analysis
CANHAM, ERWIN D.
ABC—The Christian Science
Monitor Views the News
CAPELLINI, E. R.
KALB, Alexandria, La.
CARD, CLELLAND
KSTP, St. Paul, Minn.



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NOTE BOOK”



COMMENTS—NBC

Western Network
10:45 A.M.

CARDWELL, LEIGH
 KLRA, Little Rock, Ark.
CARLSON, HUGO
 KECA, Los Angeles, Calif.
CARLSON, JOEL F.
 WGH, Newport News, Va.
CARLTON, HOLLIS
 WCOV, Montgomery, Ala.
CARR, THOMAS
 WGAA, Cedartown, Ga.
CARR, WES
 KTNM, Tucumcari, N. M.
CARRINGTON, JOHN
 WORD, Spartanburg, S. C.
CARROLL, GEORGE C.
 WEEU, Reading, Pa.
CHAMBERS, GENEVA, E.
 KPAB, Laredo, Tex.
CHAMBERS, LENOIR
 WTAR, Norfolk, Va.
CHAPEL, JOHN K.
 KROW, Oakland, Calif.
CHARLTON, R. M.
 WTOC, Savannah, Ga.
CHRISTIE, LEWIS B.
 KOCA, Kilgore, Tex.
CLANCY, RAY
 WMFJ, Daytona Beach, Fla.
CLARKE, DALE
 WAGA, Atlanta, Ga.
CLARK, DON
 KFDA, Amarillo, Tex.
CLARK, HARRY
 CBS—Morning News, CBS
 News
CLARK, RAY
 WOW, Omaha, Neb.
CLAUSON, GENE
 WMT, Cedar Rapids, Waterloo,
 Ia.

CLEMENT, EARLE
 WEIM, Fitchburg, Mass.
CLOSE, UPTON
 MBS
COBB, GROVER C., JR.
 KSAL, Salina, Kan.
COCHRAN, RON
 WCOB, Boston, Mass.
COFFIN, TRIS
 WTOF, Washington, D. C.
COLDREN, PHIL
 WMBH, Joplin, Mo.
COLEMAN, WARD A.
 WAML, Laurel, Miss.
COLEY, HAL
 KPRC, Houston, Tex.
COMBS, GEORGE HAMILTON,
JR.
 WHN, New York, N. Y.
CONDON, GLENN
 KTUL, Tulsa, Okla.
CONRAD, MICHAEL
 WFIN, Findlay, O.
CONRAD, STAN
 WGBG, Greensboro, N. C.
CONTI, ANTHONY
 WLEU, Erie, Pa.
COOK, OLLIE
 KWFT, Wichita Falls, Tex.
COOLEY, JOHN B.
 KLPM, Minot, N. Dak.
COOPER, JAMES
 KVOL, Lafayette, La.
CORCORAN, JOHN
 WFIL, Philadelphia, Pa.
COSTELLO, BILL
 WTOF, Washington, D. C.
COUKART, FRED
 WEBC, Canton, O.

COWELL, EDWARD
 WJHL, Johnson City, Tenn.
COX, ED
 WJNC, Jacksonville, N. C.
COX, LESLIE D.
 KVAK, Atchison, Kans.
COY, JAMES
 KCMO, Kansas City, Mo.
CRAFT, A. B.
 KVOL, Lafayette, La.
CRANDALL, MARK
 KFEL, Denver, Colo.
CRAVEN, HAROLD
 WMFR, High Point, N. C.
CRAVENS, KATHRYN
 MBS
CRAWFORD, SAM
 KGY, Olympia, Wash.
CRONICAN, LEE
 WHP, Harrisburg, Pa.
CRONIN, GEORGE
 WKBV, Richmond, Ind.
CROUCHET, GEORGE
 KPAC, Port Arthur, Tex.
CULL, DICK
 WHIO, Dayton, O.
CULLINAN, W. H.
 WEEI, Boston, Mass.
CUNNINGHAM, BILL
 MBS
CURTIS, GEORGE E.
 WGAN, Portland, Me.
CUSHING, GEORGE
 WJR, Detroit, Mich.

— D —

DADY, RAY E.
 KWK, St. Louis, Mo.



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WAIM, Anderson, S. C.

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WFMJ, Youngstown, O.

DAVIDSON, MEADE
WWRL, Woodside, N. Y.

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WCKY, Cincinnati, O.

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WGTM, Wilson, N. C.

DAWES, BILL
WCKY, Cincinnati, O.

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WGAR, Cleveland, O.

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WPTF, Raleigh, N. C.

DECKER, TOM
KALE, Portland, Ore.

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WMRC, Greenville, S. C.

DENMAN, JOHN
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WNHC, New Haven, Conn.

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WCBT, Roanoke Rapids, N. C.

DUNHAM, DICK
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WBAP, Fort Worth, Tex.

— E —

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WIBC, Indianapolis, Ind.

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KROW, Oakland, Calif.

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WTCN, Minneapolis, Minn.

EDWARDS, FRANK
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WRC, Washington, D. C.

EILKEN, AL
KYA, San Francisco, Calif.

EKINS, H. R.
WSYR, Syracuse, N. Y.

ELIOT, MAJOR GEORGE
FIELDING
CBS—CBS World News

ELLIOTT, JIM
WCOP, Boston, Mass.

EMMET, CHRISTOPHER
WEVD, New York, N. Y.

EMICH, HOWARD
WMAM, Marinette, Wis.

ENGLISH, AL
WAML, Laurel, Miss.

ENSIGN, GEORGE
KJBS, San Francisco, Calif.

ESTRELLA, BLANCA
WIOD, Miami, Fla.

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WTOP, Washington, D. C.

EVANS, CLIFFORD
WLB, Brooklyn, N. Y.

EVANS, JONES
WBAX, Wilkes-Barre, Pa.

EVANS, WICK
KMOX, St. Louis, Mo.

— F —

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WSAY, Rochester, N. Y.

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KABR, Aberdeen, S. Dak.

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WCHS, Charleston, W. Va.

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WGST, Atlanta, Ga.

FURNISS, WALTER
WCOL, Columbus, O.

— G —

GARRED, BOB
CBS—News.

GABRIEL, ALEXANDER
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GAMMELL, SERENO B.
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WMBD, Peoria, Ill.

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WOWO, Fort Wayne, Ind.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GIVEN, KEN
WLBJ, Bowling Green, Ky.

GLADSTONE, HENRY
Sweetheart Soap, Peter Paul, Popular Home Products, Hudson Paper, Serutan.

GODWIN, EARL
WMAL, Washington, D. C.

ABC

GOERCH, CARL
WPTF, Raleigh, N. C.

GONZALES, NAPOLEON
KVSF, Santa Fe, N. M.

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WNEC, New Haven, Conn.

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KMPC, Los Angeles, Calif.

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WBML, Macon, Ga.

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KOTA, Rapid City, S. D.

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WWJ, Detroit, Mich.

GRANT, HUBERT
WALA, Mobile, Ala.

GRANT, TAYLOR
ABC—Headline Edition

GRAU, PHIL
WEMP, Milwaukee, Wis.

GREEN, TERRY
KCRC, Enid, Okla.

GREENE, JOHN C.
WGTC, Greenville, N. C.



BOB GARRED

—
CBS NEWS
BROADCASTER

Gabriel Heater

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GREENE, RICHARD
WJTN, Jamestown, N. Y.
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MBS—Griffin Reporting
GRIFFIN, JOHN A.
KABR, Aberdeen, S. Dak.
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WTMA, Charleston, S. C.
GROBE, ALBERT A.
WQXR, New York, N. Y.
GROSS, H. R.
KJEL, Waterloo, Ia.

— H —

HACKER, LES
KVEC, San Luis Obispo, Calif.
HAGEMAN, HAROLD
WADC, Akron, O.
HALE, ARTHUR
MBS—Arthur Hale, Your
Richfield Reporter
HALEY, HERB
KGO, San Francisco, Calif.
HALL, HEDLEY
KMYC, Marysville, Calif.
HALL, WILLIAMS
KECA, Los Angeles, Calif.
HALLOCK, MEL
KWYO, Sheridan, Wyo.
HAMILTON, JOE
WLBJ, Bowling Green, Ky.

HANKINS, JACK
WBBB, Burlington, N. C.
HANSEN, CARROLL
KQW, San Jose, Calif.
HARDY, R. H.
KPAC, Port Arthur, Tex.
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WTOP, Washington, D. C.
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HASKETT, GEORGE W.
WCNC, Elizabeth City, N. C.
HAUGNER, AL
WMT, Cedar Rapids, Waterloo,
Ia.
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WGGJ, Fort Wayne, Ind.
HAYES, GLENN
WBML, Macon, Ga.
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WMAQ, Chicago, Ill.
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WSNY, Schenectady, N. Y.
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WHBC, Canton, O.
HEATER, GABRIEL
MBS
HELGESEN, RAY
KTUC, Tucson, Ariz.

HEMINGWAY, FRANK
NBC—Voice of the Nation.
CBS — One for the Book.
KMPC, Los Angeles, Calif.
HENDRIX, CLIFF
KGHF, Pueblo, Colo.
HENNESSY, ED J.
WRFL, Columbus, Ga.
HENRY, BILL
WTOP, Washington, D. C.
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WOOD, Grand Rapids, Mich.
HENRY, MICHAEL
WTMV, East St. Louis, Ill.
HICKS, CAP
WRGA, Rome, Ga.
HICKS, JACK
WLBJ, Bowling Green, Ky.
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KSRO, Santa Rosa, Calif.
HIGHSMITH, WYATT
WGTC, Greenville, N. C.
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HILL, LILLARD
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HIX, GIL
WLS, Chicago, Ill.
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WBEN, Buffalo, N. Y.
HOLLENBECK, DON
WJZ, New York, N. Y.

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HOPPER, HEDDA

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CBS—Quincy Howe and the News

HOWELL, HENRY

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HOWELL, REX G.

KFXJ, Grand Junction, Colo.

HUNT, FRAZIER

MBS

HUSER, WILLIAM A.

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HUSS, J. W.

WJMS, Ironwood, Mich.

— I —

INGHAM, BOB

WTMV, East St. Louis, Ill.

INGTAD, BOB

KOVC, Valley City, N. D.

ISRAEL, ABNER M.

WALB, Albany, Ga.

IZZARD, WES

KGNC, Amarillo, Tex.

— J —

JACKSON, ALLAN

CBS—CBS Morning News

Roundup

JACOBS, BOB

WCBI, Columbus, Miss.

JACOBS, LEE

KBKR, Baker, Ore.

JACOBS, THOMAS B.

KTRH, Houston, Tex.

JAY, HARRY M.

WLOK, Lima, O.

JEFFRIES, ALLAN

WOWO, Fort Wayne, Ind.

JETER, F. H.

WPTF, Raleigh, N. C.

JOHNSON, AVA

KXEL, Waterloo, Ia.

JOHNSON, A. W. "WALLY"

KVOA, Tucson, Ariz.

JOHNSON, ELBERT

WRBL, Columbus, Ga.

JOHNSON, ERSKINE

MBS—Erskine Johnson in Hollywood

JOHNSON, L. C.

WDNC, Durham, N. C.

JOHNSON, DR. SAMUEL

KMOX, St. Louis, Mo.

JOHNSON, STAN

KWSC, Pullman, Wash.

JOHNSON, WAYNE

WTAM, Cleveland, O.

JOHNSON, WILLARD

NBC—Religion in the News

JONES, DICK

WJOL, Joliet, Ill.

JONES, DON

KGVO, Missoula, Mont.

JONES, E. Z.

WBBB, Burlington, N. C.

JONES, PAUL

WFLA, Tampa, Fla.

JONES, WES

KTBS, Shreveport, La.

JORDAN, HARRY

KEVR, Seattle, Wash.

JORGENSEN, ED.

KFI, Los Angeles, Calif.

— K —

KADELL, BERT

KWBU, Corpus Christi, Tex.

KADOW, F. M.

WOMT, Manitowoc, Wis.

KARNSTEDT, CAL

KSTP, St. Paul, Minn.

KAUFMAN, LOUIS L.

KQV, Pittsburgh, Pa.

KEEFE, HOWARD S.

WSPR, Springfield, Mass.

KEEL, VAN

WBEW, Buffalo, N. Y.

KEEN, HAROLD

KGB, San Diego, Calif.

KELFORD, TREVOR

KXEL, Waterloo, Ia.

KEILEY, BOYD

KBST, Big Spring, Tex.

KELSEY, NORMAN

WCHV, Charlottesville, Va.

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ABC

KENNY, H. B.

WSSV, Petersburg, Va.

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— L —

KENT, BOB
WHIS, Bluefield, W. Va.

KENT, JOHN
WWL, New Orleans, La.

KERLIN, J. C.
WGBF, Evansville, Ind.

KERR, WILLIAM
WHBQ, Memphis, Tenn.

KESSLER, DAVID E.
WHAM, Rochester, N. Y.

KIERMAN, RAY
WEEI, Boston, Mass.

KIERNAN, WALTER
ABC—Kiernan's News Corner

KILLICK, L. F.
WCZX, Burlington, Vt.

KILMAN, ED
KPRC, Houston, Tex.

KINDLEY, CHARLES
KVOV, Redding, Calif.

KING, CY
WEER, Buffalo, N. Y.

KING, JAN
WMEF, Plattsburg, N. Y.

KING, JULIUS
WJTN, Jamestown, N. Y.

KINGDON, FRANK
WMCA, New York, N. Y.

KISTER, GEORGE
KNMJ, Grand Island, Neb.

KNELL, JACK
WBT, Charlotte, N. C.

KNOTT, JACK
WIS, Columbia, S. C.

KNUTSON, MILO
KFBI, Wichita, Kans.

KREGLOH, HUBERT
WSPR, Springfield, Mass.

KRUEGER, WILLIAM H.
KDAL, Duluth, Minn.

LACKEY, F. ERNEST
WHOP, Hopkinsville, Ky.

LACKEY, HECHT S.
WSON, Henderson, Ky.

La GUARDIA, F. H.
ABC—F. H. LaGuardia Speaks
for Liberty

LANG, WILLIAM
WHN, New York, N. Y.

LATHAN, JACK
KFI, Los Angeles, Calif.

LATTIMER, DAVID K.
WOSU, Columbus, O.

LAURIE, BILL
KNET, Palestine, Tex.

LAW, GLEN
KNET, Palestine, Tex.

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WGIL, Galesburg, Ill.

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LEE, DICK
WHBU, Anderson, Ind.

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KVOL, Lafayette, La.

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KEX, Portland, Ore.

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KBKR, Baker, Ore.

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LEWIS, EARL
WHNC, Henderson, N. C.

LEWIS, ERVIN
WLS, Chicago, Ill.

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WOL, Washington, D. C.

MBS

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WSAY, Rochester, N. Y.

LINDMAN, GEORGE
KGFF, Shawnee, Okla.

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WBAL, Baltimore, Md.

LIPKER, CHARLES H.
WFIN, Findlay, O.

LINDEN, PATRIA
WOAI, San Antonio, Tex.

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WSBT, South Bend, Ind.

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KVI, Tacoma, Wash.

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KTBC, Austin, Tex.

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 ABC—This Moving World
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MAYER, WILLIAM
 WGAR, Cleveland, O.
McCAFREY, JOE
 WTOP, Washington, D. C.
McCAIN, BILL
 WAGA, Atlanta, Ga.
McCARTY, HAROLD
 KVOV, Redding, Calif.
McCORMICK, ROBERT
 WRC, Washington, D. C.
McCLURE, KEN
 WOAI, San Antonio, Tex.
McCUNE, JOHN
 WAPI, Birmingham, Ala.
McDONALD, IRVING T.
 WEEI, Boston, Mass.
McDOWELL, BILL
 WPIC, Sharon, Pa.
McELVEEN, MOODY
 WCOS, Columbia, S. C.
McFARLANE, IAN ROSS
 WITH, Baltimore, Md.
McGUFFIN, NORTON
 WBAP, Fort Worth, Tex.
McGUIRE, RAY
 WNOE, New Orleans, La.
McIVER, ERNEST
 WTOP, Washington, D. C.

McKINNEY, CARL J.
 WGTC, Greenville, N. C.
McLENDON, GORDON
 KNOE, Monroe, La.
McMILLAN, MARVELLE
 KVOL, Lafayette, La.
McNEIL, IDA
 KGFX, Pierre, S. Dak.
McNERNEY, FRANCIS
 WTOLO, Toledo, O.
McSLOY, SID
 KGVO, Missoula, Mont.
MELGES, DOUGLAS
 KSTP, St. Paul, Minn.
MELLOY, JACK
 WDAS, Philadelphia, Pa.
MERRIDEW, REG
 WGAR, Cleveland, O.
MEYERS, TED
 KFI, Los Angeles, Calif.
MICKEL, HAROLD
 WERC, Erie, Pa.
MILHILL, FLOYD
 WMBG, Richmond, Va.
MILLER, PETER
 WSNY, Schenectady, N. Y.
MILLER, RAY
 KPRC, Houston, Tex.
MILLER, REX
 KHJ, Hollywood, Calif.
MILLER, SARAH K.
 KPAB, Laredo, Tex.
MILHOUSE, GLENN
 KGEZ, Kalispell, Mont.
MILLICAN, KEN
 KSYZ, Houston, Tex.
MILLS, DR. LENOX
 WCCO, Minneapolis, Minn.
MILTNER, JAY
 WFMJ, Youngstown, O.
MIO, HENRY
 WINS, New York, N. Y.
MITTEN, WILLIAM
 WFEA, Manchester, N. H.
MOLL, ALLEN
 KDYL, Salt Lake City, Utah
MOORE, BOB
 WCNB, Elizabeth City, N. C.
MOORE, VERN
 KIDO, Boise, Id.
MONROE, JAMES
 KOMO, Kansas City, Mo.
MORGAN, JOHN CARL
 WINC, Winchester, Va.
MORRIS, JACK
 KTUL, Tulsa, Okla.
MORRIS, JAMES N.
 WSTP, Salisbury, N. C.
MORROW, JOHN
 WISH, Indianapolis, Ind.
MORSE, TONY
 KGO, San Francisco, Calif.
MUELLER, RODGER
 WBYV, Appleton, Wis.
MULHALL, ROBERT C.
 WOI, Ames, Ia.
MURALOV, EUGENE
 KWBU, Corpus Christi, Tex.
MURPHY, WALTER
 WINN, Louisville, Ky.

— N —

NABORS, TED E.
 KTRH, Houston, Tex.
NEAL, BOB
 WGAR, Cleveland, O.
NEAL, DON
 KEX, Portland, Ore.
NEIL, JACK
 KRIC, Beaumont, Tex.
NEITHAMER, LT. COL. WILLIAM F. (Retired)
 KTSA, San Antonio, Tex.

NELSON, ROBERT C.
 WOSH, Oshkosh, Wis.
NEBITT, NORMAN
 ABC—What's New with Norman Nesbitt
NEWHALL, COL. BOB
 WSPB, Sarasota, Fla.
NEWKIRK, A. B.
 WICA, Ashtabula, O.
NEWTON, DWIGHT
 KPO, San Francisco, Calif.
NICHOLSON, DON
 KGLO, Mason City, Ia.
NIELSON, PAUL
 WBBM, Chicago, Ill.
NIGHTINGALE, EARL
 WJNC, Jacksonville, N. C.
NOBLES, TOM
 WDOD, Chattanooga, Tenn.
NORDEN, EARL
 WHEF, Calumet, Mich.
NORTON, DOLPH
 WJBO, Baton Rouge, La.
NORTON, DR. O. E.
 KMOX, St. Louis, Mo.
NUNN, GUY
 WJR, Detroit, Mich.

— O —

O'BRIEN, DAVID J.
 WSTP, Salisbury, N. C.
O'BRIEN, GERRY
 KTUC, Tucson, Ariz.
O'CONNOR, THOMAS
 WBAL, Baltimore, Md.
OETTINGER, ELMER
 WGTM, Wilson, N. C.
OLIVER, BRYCE
 WEVD, New York, N. Y.
O'NEILL, EDWARD G.
 WGNV, Newburgh, N. Y.
ORBACH, HENRY
 KFRE, Fresno, Calif.
O'SHEILDS, CLAUD
 WMPF, Wilmington, N. C.
O'SULLIVAN, TIM
 WGL, Fort Wayne, Ind.
OUTLAND, HENRY
 KLZ, Denver, Colo.
OWEN, CLIFF
 KNAK, Salt Lake City, Utah

— P —

PAGE, BOB
 WCLO, Janesville, Wis.
PAIGE, ERIC
 WMRN, Marion, O.
PARIS, MORRIS
 WEVD, New York, N. Y.
PARKER, HORACE
 KWSC, Pullman, Wash.
PARRINO, TED
 KRDL, Dallas, Tex.
PARSONS, LOUELLA
 ABC—The New Louella Parsons Show
PASSER, BURT
 KYSM, Mankato, Minn.
PATTERSON, HOWARD
 WFIG, Sumter, S. C.
PATTERSON, PAT
 WMT, Cedar Rapids, Waterloo, Ia.
PAULSON, AL
 KOTA, Rapid City, S. D.
PAYNE, ALBERT W.
 WHEF, Calumet, Mich.
PEAK, GENE
 WEAD, Paducah, Ky.
PEARSON, DREW
 ABC

PEERY, JAMES R.
WJDX, Jackson, Miss.

PEPPER, WILLIAM
WPAY, Portsmouth, O.

PENHALLEGON, E. B.
WSOY, Decatur, Ill.

PENN, BILL
WBAX, Wilkes-Barre, Pa.

PENNINGTON, JOHN
KFJL, Klamath Falls, Ore.

PERKINS, DR. DEXTER
WHEC, Rochester, N. Y.

PETERSON, DREXEL
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PETERSON, ELMER
KPO, San Francisco, Calif.

PETERSON, RALPH HOWARD
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PFLAUM, IRVING
WBBM, Chicago, Ill.

PHIPPS, JOE
KTBC, Austin, Tex.

PLIMMER, DENIS
WQXR, New York, N. Y.

POLLOCK, REED
KDON, Monterey, Calif.

PRICE, C. A.
WTAW, College Station

PRIMM, ARTHUR
KFRC, San Francisco, Calif.

PRINGLE, NELSON
CBS

PURCELL, JAMES
KVAK, Atchison, Kans.

PUTNAM, RUTH
WESX, Salem, Mass.

PLYLE, J. HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUINN, MEL
WBAL, Baltimore, Md.

— R —

RALEIGH, JOHN
WCCO, Minneapolis, Minn.

RANDALL, PORTER
KFJZ, Fort Worth, Tex.

RANDOLPH, JOHN
WGBR, Goldsboro, N. C.

READ, HARLAN EUGENE
WBBM, Chicago, Ill.

REDEEN, BOB
WOC, Davenport, Ia.

REDMOND, DICK
WHP, Harrisburg, Pa.

REED, C. D.
KNEL, Brady, Tex.

REED, WILLIAM
KXEL, Waterloo, Ia.

REES, ROBERT
KMJ, Fresno, Calif.

REEVES, WILLIAM
WHBQ, Memphis, Tenn.

REILLY, ARTHUR
WCPO, Cincinnati, O.

REINERTSEN, STEVE
WCAL, Northfield, Minn.

REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.

REJEBIAN, MRS. V. Y.
WFAA, Dallas, Tex.

REMINGTON, O. J.
WNOX, Knoxville, Tenn.

REPAID, BILLY
WOL, Washington, D. C.

REPERT, JAMES
WSM, Nashville, Tenn.

REZNER, JOHNNY
WKST, New Castle, Pa.

RHOADES, FRANK
KALL, Salt Lake City, Utah

RHODES, BILL, JR.
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RICAU, LIONEL
WSM, Nashville, Tenn.

RICHARDSON, H. L.
WIBC, Indianapolis, Ind.

RICHARDSON, JAMES
WJHL, Johnson City, Tenn.

RICHIE, BILL
KFYO, Lubbock, Tex.

ROBERTS, CLETE
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ROBERTS, DAVE
KMPC, Los Angeles, Calif.

ROBINSON, MAJOR GEORGE D.
WSUN, St. Petersburg, Fla.

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WMAN, Mansfield, O.

ROBINSON, H. L.
KGNC, Amarillo, Tex.

ROE, RUSSELL
KFAM, St. Cloud, Minn.

ROGERS, FEY
WOPI, Bristol, Tenn.

ROPOLO, MICHAEL
KTBS, Shreveport, La.

ROSE, HELEN
KFJX, Grand Junction, Colo.

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WEVD, New York, N. Y.

ROSS, BILL
KORN, Fremont, Neb.

ROSS, JACK
WHAM, Rochester, N. Y.

ROSS, MAX
WGTC, Greenville, N. C.

ROSSEN, H. B.
KYA, San Francisco, Calif.

ROTH, ROY
WEDC, Chicago, Ill.

ROWLEY, BOB
WJR, Detroit, Mich.

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WOLS, Florence, S. C.

RUNNION, GUY
KMOX, St. Louis, Mo.

RUSSELL, JOE, JR.
WELQ, Tupelo, Miss.

RYAN, FRANK
WRDW, Augusta, Ga.

RYAN, JOE
KRNT, Des Moines, Ia.

— S —

SAND, JOHN
KICD, Spencer, Ia.

SANDERS, WILLIAM L.
WHIO, Dayton, O.

SARTAIN, DENNY
WINX, Washington, D. C.

SAUNDERS, ERNIS
WCHS, Charleston, W. Va.

SAUNDERS, JACK
WSLI, Jackson, Miss.

SAUNDERS, WAYNE
KTUC, Tucson, Ariz.

SAWYER, BILL
WJLB, Detroit, Mich.

SCEARCE, BOB
WJBO, Baton Rouge, La.

SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.

SCHENKER, ANDRE
WTIC, Hartford, Conn.

SCHNEIDER, RAY
WWSW, Pittsburgh, Pa.

SCHOFFELMAYER, VICTOR
WFAA, Dallas, Tex.

SCHORREGGE, CHARLES
KFYR, Bismark, S. D.

SCHROCK, CARL
KGKL, San Angelo, Tex.

SCHUBEL, DICK
WJIM, Lansing, Mich.

SCHWARTZ, JAMES
WOI, Ames, Ia.

SCHWARTZ, JULIAN
WSRR, Stamford, Conn.

SCOTT, JOHN W.
KABC, San Antonio, Tex.

SCOTT, ROBERT
WCAP, Asbury Park, N. J.

SEASHOLTZ, PAUL
WJNC, Jacksonville, N. C.

SEAVEY, CECIL
KOA, Denver, Colo.

SEBECK, CHARLES E.
WTON, Staunton, Va.

SEIPLE, STANLEY J.
WSAJ, Grove City, Pa.

SELBY, MR.
WINX, Washington, D. C.

SELBY, PRICE
WRGA, Rome, Ga.

SERGIO, LISA
WQXR, New York, N. Y.

ABC—One Woman's Opinion

SEWALD, LES
WRAK, Williamsport, Pa.

SEXTON, JESSE
KALB, Alexandria, La.

SHACK, BOB
KFBC, Cheyenne, Wyo.

SHADEL, BILL
WTOP, Washington, D. C.

SHAND, JOHN V.
WMBG, Richmond, Va.

SHANNON, PAUL
KDKA, Pittsburgh, Pa.

SHARPE, VIRGIL
KOIL, Omaha, Neb.

SHAW, HAROLD B.
WORD, Spartanburg, S. C.

SHELL, TED
WCOL, Columbus, O.

SHELLEY, HUGH
KIDO, Boise, Id.

SHEPARD, BILL
WDDO, Chattanooga, Tenn.

SHOOP, DAVID
WHP, Harrisburg, Pa.

SHREVE, LEONARD
KWJJ, Portland, Ore.

SHUFORD, JIM
WRDW, Augusta, Ga.

SHULTZ, JOHN W.
WMVA, Martinsville, Va.

SIMMONDS, FRED
WLLE, Lowell, Mass.

SINGISER, FRANK
MBS—Frank Singiser and the News

SIPES, LEON
KELD, El Dorado, Ark.

SLACK, BEN L., JR.
KVOA, Tucson, Ariz.

SLATE, CHARLES
WBBB, Burlington, N. C.

SMITH, B. A.
WSON, Henderson, Ky.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

SMITH, BRAD
KRGV, Weslaco, Tex.

SMITH, CECIL VICTOR
WGBG, Greensboro, N. C.

SMITH, HUGH
KFAA, Helena, Ark.

SMITH, KATE
CBS

SMYTH, NEWTON S.
WCRS, Greenwood, S. C.

SNEAD, C. N.
WDBJ, Roanoke, Va.

SNOW, HAL
KWSC, Pullman, Wash.

SONIS, BERTON
WCHS, Charleston, W. Va.

SPIRA, DOROTHY GOLUB
WSNY, Schenectady, N. Y.

SPRATLIN, ROBERT
KWSC, Pullman, Wash.

STADLER, GLEN
WGFB, Evansville, Ind.

STANLEY, JAMES
WKIX, Columbia, S. C.

STANLEY, LARRY
KFH, Wichita, Kans.

STEDMAN, HARRY
KWBU, Corpus Christi, Tex.

STEEL, JOHANNES
WHN, New York, N. Y.

STEELE, JOHN W.
KSWO, Lawton, Okla.

STEPHENSON, JAMES
KRGV, Weslaco, Tex.

STERNBERGER, ESTELLE
WLJB, Brooklyn, N. Y.

STEWART, M. D.
KNET, Palestine, Tex.

STILLE ELBERT, JR.
WHKC, Columbus, O.

STODDARD, LOTHROP
WMAL, Washington, D. C.

STONE, VIRGIL
KOCA, Kilgore, Tex.

STOUT, ALLEN
WROL, Knoxville, Tenn.

STUELPNAGEL, FRED
KVOV, Redding, Calif.

STURMER, LES
WMAM, Marinette, Wis.

STYLES, HAL
KFWB, Hollywood, Calif.

SULLIVAN FLOYD M.
KWTO, Springfield, Mo.

SULLIVAN, HENRY
WGTM, Wilson, N. C.

SWAN, BOB
KHJ-KFAC-KFI-KECA, Hollywood, Calif.

SWAN, PAUL
WTAG Worcester, Mass.

SWINDLE, J. L.
KPDN, Pampa, Tex.

SWING, RAYMOND
ABC

SYERS, ED
KTBC, Austin, Tex.

— T —

TAINTER, ERIC
KCKN, Kansas City Mo.

TALBOT, BILL
KOIL, Omaha, Neb.

TANNEN, ERNEST
WSAP, Portsmouth, Va.

TAYLOR, ARLOND
KNAK, Salt Lake City Utah

TAYLOR, HENRY J.
MBS

TAYLOR, JACK
WKEY, Covington, Va.

TAYLOR, PAT
WMFR, High Point, N. C.

TEAGUE, W. C.
WMC, Memphis, Tenn.

TEAS, CHARLES
KMPC, Los Angeles, Calif.

TERWAY, TYS
WNOX, Knoxville, Tenn.

THERIOT, AL
KVOL, Lafayette, La.

THOMANS, WILLIAM
WPIC, Sharon, Pa.

THOMAS, ART
WJAG, Norfolk, Neb.

THOMAS, BILL
KDKA, Pittsburgh, Pa.

THOMAS, BOB
KEX, Portland, Ore.

THOMAS, LLOYD C.
KGFV, Kearney, Neb.

THOMPSON, CARL G.
WBIG, Greensboro, N. C.

THORPE, BUD
WOAI, San Antonio, Tex.

THRASHER, LES
WJPP, Herrin, Ill.

TRAUM, WILLIAM
WROK, Rockford, Ill.

TRAVIS, G. EDWARD
WGH, Newport News, Va.

TREADWELL, KEN
WGTC Greenville, N. C.

TRELOAR, DON
KGEZ, Kalispell, Mont.

TRIBBLE, BUFORD
KFYO, Lubbock, Tex.

TRIENT, WILLIAM
KYA, San Francisco, Calif.

TRIGGS, AL
KTRI, Sioux City, Ia.

TRUE, HAROLD
WWJ, Detroit, Mich.

TURNER, DEAN
KTSA, San Antonio, Tex.

TURNER, HUGH
KJBS San Francisco, Calif.

TURNER, RUSSELL
WOL, Washington, D. C.

— U —

ULRICK, EDGAR C.
WLOK, Lima, O.

URIE, H.
KSUB, Cedar City, Utah

UTLEY, CLIFTON
WMAQ, Chicago, Ill.

— V —

VADEBONCOEUR, E. R.
WSYR, Syracuse, N. Y.

VAN DYKE, RUSS
KRNT, Des Moines, Ia.

VAN KIRK, DR. WALTER W.
NBC—Religion in the News

VAN, LYLE
MBS

VANN, C. E.
WGCM, Biloxi, Gulfport, Miss.

VERBA, GILBERT
KOA, Denver, Colo.

VOGEL, PHIL
WGKV, Charleston W. Va.

VOLBE, NIC
WMBR, Jacksonville, Fla.

— W —

WADE, VIRGINIA
WCED, Dubois, Pa.

WALES, GILBERT
KIX, Oakland, Calif.

WALES, MRS. SIDNEY
KROW, Oakland, Calif.

WALKER, BOB
WCHV, Charlottesville, Va.

WALKER, C. E.
KVOV, Redding, Calif.

WALKER, JAMES V.
WJPP, Herrin, Ill.

WALKER, LEE
KNAK, Salt Lake City, Utah

WALLACE, EDWARD
WTAM, Cleveland, O.

WALLACE, NEIL
WEEI, Boston, Mass.

WALRATH, W. W.
WICA, Ashtabula, O.

WALSH, J. RAYMOND
WMOA, New York, N. Y.

WALTON, SIDNEY
WHN, New York, N. Y.

WARNER, ALBERT L.
WOL, Washington, D. C.

WARREN, MATTHEW
WOL, Washington, D. C.

WASS, ROBERT
WADC, Akron, O.

WAUGH, IRVING
WSM, Nashville, Tenn.

WAYNE, CARTER
WHK, Cleveland O.

WEAVER, BILL
KOVC, Valley City, N. D.

WEBB, JACK
KGO, San Francisco, Calif.

WECKER, DR. KARL
KFAC, Los Angeles Calif.

WELCH, JOSEPH
WSAR, Fall River, Mass.

WELLS, CARVETH
KFI, Los Angeles, Calif.

WERNER, JACK
KSUB, Cedar City, Utah

WESP, JOE
WBEN, Buffalo, N. Y.

WHALEY, BUD
KMAC, San Antonio, Tex.

WHEBEE, CHARLES H.
WGTC, Greenville N. C.

WHITE, HUD
KFAM, St. Cloud, Minn.

WHITELEATHER, MELVIN K.
WPEN, Philadelphia, Pa.

WHITESIDE, HUGH
WINX, Washington, D. C.

WHITLEY, WHIT
KGFJ, Shawnee, Okla.

WHITMAN, HAROLD C.
WSAM, Saginaw, Mich.

WILLAR, BILL
KALL, Salt Lake City, Utah

WILLIAMS, DICK
WCPO, Cincinnati, O.

WILLIAMS, DOC
WADC, Akron, O.

WILLS, DAVID
WMAL, Washington, D. C.

WILLS, W. R.
WGBS, Miami, Fla.

WILSO, HERMAN
KSRO, Santa Rosa, Calif.

WILSON, GEORGE H.
WSTV, Steubenville O.

WILTON, MARJORIE
KMOX, St. Louis, Mo.

WINCHELL, WALTER
ABC

WINSTEAD, G. B.
WTAW, College Station, Tex.

WISE, EDDIE
WEBQ, Harrisburg, Ill.

WOOD, BILL
KORN, Fremont, Neb.

WOOD, HARRISON
KHJ, Hollywood, Calif.

WOOLFRIES, ANDY
WMT, Cedar Rapids, Waterloo, Ia.

WORKHOVEN, MERRILL
WOW, Omaha, Neb.

WORTMAN, C. B.
WCAP, Asbury Park, N. J.

WRIGHT, ARCHIE
WSLB, Ogdenburg, N. Y.

WRIGHT, STERLING W.
WSPA, Spartanburg, S. C.

— Y —

YOUNG, GEORGE
KGNC, Amarillo, Tex.

YOUNGBLOOD, T. DOUGLAS
WFIG, Sumter, S. C.



HARRY WISMER

Sports Editor

American Broadcasting Company

Sports Commentators

—their work during 1945

— A —

ACKERLEY, GENE
KID, Idaho Falls, Idaho
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KVOS, Bellingham, Wash.
ALDEN, JERRY
WSNJ, Bridgeton, N. J.
ALLEN, CHRIS
WELI, New Haven, Conn.
ALLEN, MEL
WINS, New York, N. Y.
ALLEN, WEBB
WELO, Tupelo, Miss.
ALTMAN, DICK
KTHT, Houston, Tex.
AMES, DON
KXEL, Waterloo, Ia.
ANDERSON, LEONARD G.
WJMC, Rice Lake, Wis.
ANZIVINO, JOE
KGMB, Honolulu, T. H.
ARNOLD, FULTON
WTTM, Trenton, N. J.
ARTHUR, FRANK
KLX, Oakland, Calif.
ARVIN, RAY
KORN, Fremont, Neb.

— B —

BAILEY, CHARLES
WEBR, Buffalo, N. Y.
BAILEY, WILLIAM S.
KTHS, Hot Springs, Ark.
BAILY, BILL
WAPO, Chattanooga, Tenn.
BARBER, RED
WHN-MBS, New York, N. Y.
BARKER, EDDIE
KMAC, San Antonio, Tex.
BARLOW, JAY
WHLN, Harlan, Ky.
BARRY, JACK
WHEC, Rochester, N. Y.
BARTH, BERNIE
KRGV, Weolaco, Tex.
BARTON, JACK
WTOC, Savannah, Ga.
BASEL, MEL
WGKV, Charleston, W. Va.
BEARDON, CECIL
WTAW, College Station, Tex.
BELL, BILL
WMRF, Lewistown, Pa.
BELL, TED
KRSC, Seattle, Wash.

BENSEN, RICHARD
WRRN, Warren, Ohio
BERGMAN, DUTCH
WRC, Washington, D. C.
BERKOWITZ, MILTON
WHTD, Hartford, Conn.
BINGHAM, BOB
WFTC, Kinston, N. C.
BISHOP, BURTON
KTEM, Temple, Texas
BLAINE, JIMMIE
KFBC, Cheyenne, Wyo.
BLAINE, LEE
WELO, Tupelo, Miss.
BLOOM, MARY
WCRD, Dubois, Pa.
BLUE, IRA
KGO, San Francisco, Calif.
BOCHMAN, BILL
WCOS, Columbia, S. C.
BODDEN, BOB
WCLO, Janesville, Wisc.
BOGGS, OTIS
WRUF, Gainesville, Fla.
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KRLD, Dallas, Tex.
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KDKA, Pittsburgh, Pa.
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WAJR, Morgantown, W. Va.
BRADLEY, WILLIAM
WGY, Schenectady, N. Y.
BRAINING, PAUL M.
WMRF, Lewistown, Pa.
BRAMHALL, ART
WIBA, Madison, Wisc.
BRANDT, BILL
MBS, Inside of Sports
BRANDY, J. R.
WSLB, Ogdensburg, N. Y.
BRAY, DICK
WCKY, Cincinnati, O.
BREMSEMER, LYELL
KFAB, Omaha & Lincoln, Neb.
BRENGEL, BILL
WWL, New Orleans, La.
BRIGHT, HARRY
WGBR, Goldsboro, N. C.
BRITT, JIM
WNAC, Boston, Mass.
BRONSON, WALLY
WOSH, Oshkosh, Wisc.
BROWN, BILL
KYA, San Francisco, Calif.
BROWN, RED
WFOY, St. Augustine, Fla.
BRUCE, FRANK
WJRD, Tuscaloosa, Ala.
BRUNDIGE, BILL
KSFO, San Francisco, Calif.
BURICK, SI.
WHIO, Dayton, Ohio

BURNETTE, BILL
WFIG, Sumter, S. C.
BURNS, JERRY
KDYL, Salt Lake City, Utah
BURTON, DON
WLBC, Muncie, Ind.
BUSHEE, MERT
KGCU, Mandan, N. Dak.
BUTLER, JOHN
WHK, Cleveland, O.
BYER, HAL
KWIL, Albany, Ore.
BYRON, JAMES A.
WBAP, Fort Worth, Tex.

— C —

CAIN, DOYLE
KFXD, Nampa, Idaho
CARL, LEN
WPAR, Parkersburg, W. Va.
CARNEAL, HERB
WSYR, Syracuse, N. Y.
CARPENTER, JAMES D.
WKBB, Dubuque, Ia.
CARPENTER, WILLIAM
WSNY, Schenectady, N. Y.
CARR, THOMAS
WGAA, Cedartown, Ga.
CARROLL, GEORGE C.
WEEU, Reading, Pa.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CARSON, TOM
WJIM, Lansing, Mich.
CARVER, JACK
WNAD, Norman, Okla.
CARY, TOM
KGFV, Kearney, Neb.
CASE, JOHN G.
WWNY, Watertown, N. Y.

CASPER, CHARLES
KMOX, St. Louis, Mo.
CAVE, WALTER
KMJ, Fresno, Calif.
CECIL, HERMAN
KCMC, Texarkana, Tex.
CHALMERS, JIM
WEIM, Fitchburg, Mass.
CHAMBERLIN, CARL
WSAY, Rochester, N. Y.
CHAPMAN, ROY T.
KTSM, El Paso, Tex.
CHAPMAN, WALKER
KGMB, Honolulu, T. H.
CHARLES, BILL
KID, Idaho Falls, Idaho
CHARVAT, JACK
KTUL, Tulsa, Okla.
CHESSER, ALEC
KABC, San Antonio, Tex.
CHILDS, LELAND
WSFA, Montgomery, Ala.
CHRIST, ROGER
WOMT, Manitowoc, Wis.
CHRISTIE, GEORGE
WFEA, Manchester, N. H.
CLANCY, RAY
WMPFJ, Daytona Beach, Fla.
CLARK, J. B.
WBT, Charlotte, N. C.
CLAYTON, TOM
WLLH, Lowell, Mass.
CLINTON, PAUL
WPDQ, Jacksonville, Fla.
COBURN, PAUL
KVNU, Logan, Utah
COCHRAN, BILL
WIOD, Miami, Fla.
COCHRAN, HARRY
WSTV, Steubenville, Ohio

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KHQ-KGA, Spokane, Wash.

COFFEE, ROY
WAIM, Anderson, S. C.

COLLINS, JUDSON
WSM, Nashville, Tenn.

COLON, JACK
KALE, Portland, Ore.

CONLEE, LADE
KELO-KSOO, Sioux Falls, S. D.

CONNORS, "VAN"
KCRA, Sacramento, Calif.

CONRAD, STAN
WGBG, Greensboro, N. C.

CONWAY, BILL
WTBO, Cumberland, Md.

COOK, STANLEY
WHDG, Calumet, Mich.

CORNISH, WORTHEN C.
WGAN, Portland, Me.

CORRAY, FRED
WILL, Urbana, Ill.

CORUM, BILL
ABC—Gillette Fights

COWELL, EDWARD J.
WJHL, Johnson City, Tenn.

COX, L. D.
KVAK, Atchison, Kans.

CRADDOCK, JACK
WKPA, New Kensington, Pa.

CRADDOCK, JACK
WSTV, Steubenville, O.

CRAIN, PAUL
KEX, Portland, Ore.

CROSBY, CHARLES
WNHC, New Haven, Conn.

CROSIAR, FRANK
WHOT, South Bend, Ind.

CRUM, JIMMY
WMAN, Mansfield, O.

CULLINGS, ROBERT
WFBL, Syracuse, N. Y.

CURTIS, BOB
KWSC, Pullman, Wash.

— **D** —

DAILY, TOM
WOW, Omaha, Neb.

DANIELS, JOHN
WLOK, Lima, O.

DAVIDSON, RANDALL
WAIM, Anderson, S. C.

DAVIS, MAC
NBC.

DAWSON, BUD
KHMO, Hannibal, Mo.

DEINES, NAY
KMMJ, Grand Island, Neb.

DELANEY, BOB
WJNO, West Palm Beach, Fla.

DELMAR, BILL
KALL, Salt Lake City, Utah

DENNIS, DINTY
WGBS, Miami, Fla.

DePHILLIPS, TONY
WWRL, Woodside, N. Y.

DeVICTOR, MARTY
WBNS, Columbus, Ohio

DeVRIES, ADRIAN
KFPY, Spokane, Wash.

DIEHL, BILL
WGH, Newport News, Va.

DILALLO, CHET
WSNY, Schenectady, N. Y.

di NATALE, JOE
KODY, North Platte, Neb.

DOGGETT, JERRY
WRR, Dallas, Tex.

DONOHUE, DONALD
KDLR, Devils Lake, N. Dak.

DOOLEY, TED
KVOV, Redding, Calif.

DOPP, CLAY
WCMI, Ashland, Ky.

DOUGAN, ARCH
KNET, Palestine, Tex.

DOUGLAS, HAROLD
KFRU, Columbia, Mo.

DOUGLAS, LEE
WHKY, Hickory, N. C.

DREES, JACK
WIND, Chicago, Ill.

DREW, AL
WCBT, Roanoke Rapids, N. C.

DUKE, PAUL
WMBG, Richmond, Va.

DUMM, BOB
KXOA, Sacramento, Calif.

DUNBAR, STUART
KSAL, Salina, Kan.

DUNCAN, JIM
WEBQ, Harrisburg, Ill.

DUNN, AL
WDNC, Durham, N. C.

DUNPHY, DON
WINS, New York, N. Y.

ABC—Gillette Fights

DURNEY, BILL
WIL, St. Louis, Mo.

DYER, BILL
WITH, Baltimore, Md.

— **E** —

EBEL, JIM
WILL, Urbana, Ill.

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WHN

TOPS in SPORTS

EDWARDS, MACK
 WSEA, York, Pa.
ELDER, DON
 WMAQ, Chicago, Ill.
ELLIOTT, BILL
 KVOE, Santa Ana, Calif.
ELLIS, STEVE
 WMCA, New York, N. Y.
ELSON, BOB
 WJJD, Chicago, Ill.
EPLING, LEONARD
 KOOS, Coos Bay, Ore.
ESSIG, VINCENT
 WSAP, Portsmouth, Va.
EUBANKS, BLAIR
 WTAR, Norfolk, Va.
EUBANKS, GEORGE
 WRGA, Rome, Ga.
EVANS, DON
 KTFI, Twin Falls, Idaho
EVANS, EDDIE
 WFAA, Dallas, Tex.
EVANS, FRANKLIN
 KPO, San Francisco, Calif.
EVANS, JONES
 WBAX, Wilkes-Barre, Pa.

— F —

FAIR, JIM
 WLEE, Richmond, Va.
FALLON, FRANK
 WMEX, Boston, Mass.
FARRELL, MAURY
 WAPI, Birmingham, Ala.
FARRINGTON, FRANK
 KFAM, St. Cloud, Minn.
FARRIS, CLINT
 WGTM, Wilson, N. C.

FELKNER, GAIL
 KPAB, Laredo, Tex.
FIKE, CHARLES
 KMAC, San Antonio, Tex.
FINNERTY, HUGH J.
 KRCC, Enid, Okla.
FLOWERS, GEORGE
 WAYS, Charlotte, N. C.
FORD, MILTON
 WBIR, Knoxville, Tenn.
FOSTER, JIM
 KTBI, Tacoma, Wash.
FOX, WILLIAM F., JR.
 WIBC, Indianapolis, Ind.
FRANDOLIG, BUCK
 KOTA, Rapid City, S. Dak.
FRANKLYN, ROY
 WCKFL, Chicago, Ill.
FRASER, DICK
 WBAA, West Lafayette, Ind.,
FRITZ, DON
 WHKC, Columbus, O.
FULLER, BOB
 KRCS, Clinton, Ia.
FULTON, BOB
 KLRA, Little Rock, Ark.
FULTON, JOHN
 WGST, Atlanta, Ga.

— G —

GADBERRY, BOB
 KFBI, Wichita, Kans.
GANNON, MIKE
 WCBS, Greenwood, S. C.
GARDNER, ROLLIE
 KVOR, Colorado Springs, Colo.
GARNES, CLARENCE M.
 WSAV, Savannah, Ga.
GARROD, GEORGE
 WWRL, Woodside, N. Y.

GARROWAY, DAVE
 WMAQ, Chicago, Ill.
GARWOOD, PAUL
 WELA, Ludington, Mich.
GATES, HILLIARD
 WWOV, Fort Wayne, Ind.
GENTRY, ROBERT
 KFAR, Fairbanks, Alaska
GEORGE, LEE
 KWTO, Springfield, Mo.
GERLETTI, FRED J.
 KVOA, Tucson, Ariz.
GIBBONS, JAMES
 WMAL, Washington, D. C.
GIBBONS, RICHARDS
 WCAP, Asbury Park, N. J.
GIBBS, LAWRENCE
 KMLB, Monroe, La.
GIBSON, LLOYD
 WHDL, Olean, N. Y.
GILLIN, BILL
 KILZ, Denver, Colo.
GIROUX, LEE
 KSAN, San Francisco, Calif.
GISMONDI, JAMES
 WMBS, Uniontown, Pa.
GIVEN, KEN
 WLBJ, Bowling Green, Ky.
GLICKMAN, MARTY
 WHN, New York, N. Y.
GOLDSBOROUGH, MURRAY
 WFMD, Frederick, Md.
GOLIGHTLY, GROVER
 WSPA, Spartanburg, S. C.
GOODRICH, WILLIAM
 WMAM, Marinette, Wis.
GORDON, J. R.
 KELD, El Dorado, Ark.

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 Bill Stern



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 WHN for Gillette

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 Oil

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GOSS, BAILEY
WBAL, Baltimore, Md.
GOWDY, CURT
KOMA, Oklahoma City, Okla.
GRAHAM, WALTER
WBML, Macon, Ga.
GRANGE, RED
WMAQ, Chicago, Ill.
GRANT, HAL
WGBR, Goldsboro, N. C.
GRAVENMEIR, HARRY
KFFA, Helena, Ark.
GREEN, HOWARD
KRBC, Abilene, Tex.
GREENE, JOHN C.
WGTC, Greenville, N. C.
GREGORY, LLOYD
KPRC, Houston, Tex.
GRIER, HARRY
KTRH, Houston, Tex.]
GRIFFITHS, BILL
WADC, Adron, O.
GWYNN, EASY
WIBC, Indianapolis, Ind.

— **H** —

HACKETT, JON
KRNT, Des Moines, Ia.
HAGEMAN, JIMMY
WCHV, Charlottesville, Va.
HALL, HALSEY
WCCO, Minneapolis, Minn.
HALL, HEDLEY
KMYC, Marysville, Calif.
HALLECK, MARK
WTAV, College Station, Tex.
—**HALLIGAN, MASON**
KTBI, Tacoma, Wash.
HALLOCK, WILES
WLEU, Erie, Pa.
HAMEL, RUDOLPH
WCOU, Lewiston, Me.
HAMPTON, RAY
WBHF, Rock Island, Ill.
HAMRICK, HOWARD
WRNL, Richmond, Va.
HANEY, FRED
KMPC, Los Angeles, Calif.
HARLING, HUGH
KRRV, Sherman, Tex.
HARMON, TOM
MBS, New York, N. Y.
HARRIOT, RICHARD
KPAB, Laredo, Tex.
HARRIS, WILLIAM M.
WHA1, Greenfield, Mass.
HARRISON, BOB
WHNC, Henderson, N. C.
HART, BILL
WCAU, Philadelphia, Pa.
HASEL, JOE
WJZ, New York, N. Y.
HASSETT, BUZZ
KTRI, Sioux City, Ia.
HATFIELD, LARRY
WOLS, Florence, S. C.
HEAD, IVAN R.
KVSK, Santa Fe, N. M.
HEALD, ELLIOT
WRUF, Gainesville, Fla.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEATH, HAROLD
WOC, Davenport, Ia.
HEILMAN, HARRY
WXYZ, Detroit, Mich.
HELGESEN, RAY
KTUC, Tucson, Ariz.
HIGHTOWER, BILL
WNLC, New London, Conn.
HILL, DALTON
KXOX, Sweetwater, Tex.
HILL, DON
WAVE, Louisville, Ky.
HINRICHS, GENE
WIS, Columbia, S. C.

HITTENMARK, GORDON
KFMB, San Diego, Calif.
HODGES, RUSS
WOL, Washington, D. C.
HOGAN, TODD
WATW, Ashland, Wis.
HOLLERON, BOB
K TSA, San Antonio, Tex.
HOLLINGSWORTH, BOB
W SOY, Decatur, Ill.
HOOVER, DON
WJMS, Ironwood, Mich.
HORNER, JACK
KSAL, Salina, Kans.
HORNER, JACK
KSTP, St. Paul, Minn.
HOTALING, EARL
WBTM, Danville, Va.
HOYT, WAITE
WCPO, Cincinnati, O.
HUFFACKER, DON
KWYO, Sheridan, Wyo.
HUNTER, HERB
W DAY, Fargo, N. Dak.
HUNTER, RIG
KHUB, Watsonville, Calif.
HURLEY, JIM
ABC—Fishing and Hunting Club of the Air

HUSING, TED
CBS
HURT, ZACH
KFJZ, Fort Worth, Tex.
HUSEBY, LARRY
KVI, Tacoma, Wash.
HUSS, J. W.
WJMS, Ironwood, Mich.

— **I** —

INGSTAD, BOB
KOVC, Valley City, N. D.
IRBY, BILL
EFEB, Sylacauga, Ala.

— **J** —

JACKSON, CARROL F.
WROX, Clarkesdale, Miss.
JACKSON, DICK
WSTV, Steubenville, Ohio
JACKSON, W. E., JR.
WBIG, Greensboro, N. C.
JACOBS, BOB
WCBI, Columbus, Miss.
JACOBS, LEE
KBKR, Baker, Ore.
JAMES, KEN
KHAS, Hastings, Nebr.
JASEN, PHIL
WTAG, Worcester, Mass.
JENKINS, RON
WSOC, Charlotte, N. C.
JOHNSON, CLIFT
KLX, Oakland, Calif.
JOHNSON, LEROY
WFOY, St. Augustine, Fla.
JOHNSTON, OWEN
WAGA, Atlanta, Ga.
JOHNSON, ROBERT
WNOX, Knoxville, Tenn.
JOHNSON, ROLLIE
WTCN, Minneapolis, Minn.
JONES, WES
KTBS, Shreveport, La.

— **K** —

KEATING, WILLIAM
WAYN, Holyoke, Mass.
KEEN, BILL
KGKY, Scottsbluff, Neb.
KEHOE, PAT
WMAM, Marinette, Wis.
KELLEY, BOYD
KBST, Big Spring, Tex.
KELLY, ROGER
KFJX, Grand Junction, Colo.
KENILO, JOHNNY
KALB, Alexandria, La.

KENT, BOB
WHIS, Bluefield, W. Va.
KEYES, HUGH
KSUN, Bisbee, Ariz.
KILLICK, L. F.
WCZX, Burlington, Vt.
KINCAID, FRED
WRR, Dallas, Tex.
KIRBY, BILL
WJMS, Ironwood, Mich.
KIRBY, DOROTHY
WGST, Atlanta, Ga.
KIRBY, LEE
WBT, Charlotte, N. C.
KIRBY, WILLIAM
WDSM, Superior, Wis.
KLEY, HERB
WHBL, Sheborgan, Wis.
KLIMENT, ROBERT F.
WJPA, Washington, Pa.
KORZELIUS, GENE
WB NY, Buffalo, N. Y.
KREM, BEN
WKNY, Kingston, N. Y.
KROUGH, BILL
WKBZ, Muskegon, Mich.
KRSHKA, FRANK
KPKW, Pasco, Wash.

— **L** —

LACKEY, F. ERNEST
WHOP, Hopkinsville, Ky.
LAKE, BERRY
WHO, Des Moines s.Ia.
LANDIS, DEWITT
KFYO, Lubbock, Tex.
LASSEN, LEO
KRSC, Seattle, Wash.
LAWLEY, LEE
KPRO, Riverside, Calif.
LAYER, BRUCE
KPRC, Houston, Tex.
LEE, BERT
WHN, New York, N. Y.
LEE, DICK
WHBU, Anderson, Ind.
LEE, FRANCK
KVOL, Lafayette, La.
LEE, FRANK
WMMN, Fairmont, W. Va.
LEE, WILLIAM P.
WLAK, Lakeland, Fla.
LENTZ, ART
WIBA, Madison, Wisc.
LEO, FRED
WMBD, Peoria, Ill.
LEONARD, LEE
WF MJ, Youngstown, O.
LEWIS, ART
WHA, Madison, Wis.
LINDSAY, A. W.
KXRO, Aberdeen, Wash.
LINN, J. B.
KGNC, Amarillo, Tex.
LISTON, LEE
KSUB, Cedar City, Utah
LOCHMAN, WALT
KCMO, Kansas City, Mo.
LOMAX, STAN
WOR, New York, N. Y.
LOUNSBURY, JIM
KSO, Des Moines, Ia.
LOWELL, STAN
KGGM, Albuquerque, N. M.

— **M** —

MacINTOSH, RAY
WHBY, Appleton, Wis.
MacMILLAN, LOWELL
WHEC, Rochester, N. Y.
MacRAE, JOHN
WABI, Bangor, Me.
MAGNER, BILL
KOTA (Rapid City, S. D.
MALlicoAT, AL
KGER, Long Beach, Calif.

• • • **SPORTS COMMENTATORS** • • •

MARLOY, JOHN D.
WCOF, Boston, Mass.

MANN, STU
WLOL, Minneapolis, Minn.

MANNING, TOM
WTAM, Cleveland, O.

MARGET, MANNY
KVOX, Moorehead, M. inn.

MARSHALL, R. E.
WPAY, Portsmouth, O.

MARTIN, BILL
WJLB, Detroit, Mich.

MARTIN, DAVE
WRUF, Gainesville, Fla.

MARTIN, GEORGE P.
WRRF, Washington, N. C.

MARTIN, JACK
WKBH, La Crosse, Wisc.

MARTIN, REGGIE
WGBS, Miami, Fla.

MARTIN, TINY
WHBQ, Memphis, Tenn.

MAXWELL, JACKO
WWRU, Woodside, N. Y.

MARYMONT, MARK
WGOM, Biloxi-Gulfport, Miss.

MATHIS, LYLE
KVOY, Redding, Calif.

MATTISON, CHARLES
WHOP, Hopkinsville, Ky.

MAYNARD, BILL
KTTS, Springfield, Mo.

McALEECE, RED
KDFH, Dubuque, Ia.

McCALLUM, JOHN
KWSC, Pullman, Wash.

McCANN, DICK
KBON, Omaha, Neb.

McCARTHY, DICK
WKNY, Kingston, N. Y.

McCOY, WALTER P.
KXA, Seattle, Wash.

McCROSKEY, DON
KTBI, Tacoma, Wash.

McCUTCHEN, DICK
WFAS, White Plains, N. Y.

McDONALD, AL
WTMA, Charleston, S. C.

McDONALD, ARCH
WTOP, Washington, D. C.

McELVEEN, MOODY
WCOS, Columbia, S. C.

McFALL, DON
WTRC, Elkhart, Ind.

McGARVEY, GENE
WPAD, Paducah, Ky.

McGINLEY, JOE
WKIX, Columbia, S. C.

McGRATH, EDWIN
WSPA, Spartanburg, S. C.

McGUIRE, RAY
WNOE, New Orleans, La.

McINTIRE, CHARLES
WMBH, Joplin, Mo.

McKAY, DEL
KRNK, Roseburg, Ore.

McKEE, BURTT, JR.
WAPI, Birmingham, Ala.

McKINNEY, CARL J.
WGTC, Greenville, N. C.

McKINNEY, JIM
WJPE, Herrin, Ill.

McLEAN, JACK
WGL, Fort Wayne, Ind.

McLINN, STONEY
WIP, Philadelphia, Pa.

McMANUS, BOB
KPOW, Powell, Wyo.

McTIGUE, HARRY
WJNN, Louisville, Ky.

MENTON, BILL
WMOB, Mobile, Ala.

MERCER, JIMMY
KPLT, Paris, Tex.

MICHAELS, BILL
KABC, San Antonio, Tex.

MILBURN, BOB
KGKL, San Angelo, Tex.

MILLARD, H. V.
WSOY, Decatur, Ill.

MILLER, C. A.
WCBS, Springfield, Ill.

MILLER, DON
WTOL, Toledo, O.

MILLER, LINDY
WSAR, Fall River, Mass.

MILLER, PAUL J.
WWVA, Wheeling, W. Va.

MILLER, RALPH
WFIN, Findlay, O.

MILLHOUSE, GLENN
KGEZ, Kalispell, Mont.

MILLS, FRANK
WBAP, Fort Worth, Tex.

MILNER, GENE
KBIZ, Ottumwa, Ia.

MITCHELL, DON
WAGA, Atlanta, Ga.

MITCHELL, JOHN
KGFV, Kearney, Neb.

MOORE, BILL
WJNN, Louisville Ky.

MOOREHEAD, TOM
WFL, Philadelphia, Pa.

MORGAN, BILL
KVOP, Plainview Tex.

MORLEY, BERNARD S.
WHCU, Ithaca, N. Y.

MORRIS, JAMES M.
KOAC, Corvallis, Ore.

MORRIS, TRUMAN
WLAP, Lexington Ky.

MORRISON, G. W.
WPTF, Raleigh N. C.

— N —

NEAL, BOB
WGAR, Cleveland, O.

NEHLSON, AL
WBEB, Burlington, N. C.

NELSON, BERT
WIND, Chicago, Ill.

NESBITT, DICK
WKRC, Cincinnati, O.

NEWELL, DAVE
ABC—Fishing and Hunting Club of the Air.

NEWKIRK, AL
WICA, Ashtabula, O.

NEWMAN CY
WSSV, Petersburg, Va.

NEWMAN, ZIPP
WSGN, Birmingham, Ala.

NICKELL, GLENN E.
KUIN, Grants Pass, Ore.

NICKOLSON, FRANK
WTMC, Ocala, Fla.

NIGHTINGALE, EARL
WJNC, Jacksonville, N. C.

NISSEN, BOB
KWIL, Albany, Ore.

NORMAN, NEIL
WIL, St. Louis, Mo.

NOYES, CURT
WESX, Salem, Mass.

— O —

O'BRIEN, DAVID J.
WSTP, Salisbury, N. C.

O'BRIEN, JOE
WMCA, New York, N. Y.

O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.

O'BRIEN, TOMMY
KRIC, Beaumont, Tex.

O'CONNOR, JOHN
WLNH, Laconia, N. H.

O'NEAL, GLENN
KFPW, Fort Smith, Ark.

ORUM, BILL
WEW, St. Louis, Mo.

OVERTON, DAVE
WFRD, Tuscaloosa, Ala.

OVIATT, RAY
WMRN, Marion, O.

OWEN, CLIFF
KNAK, Salt Lake City, Utah

OWENS MAURICE
WROK, Rockford, Ill.

— P —

PARKER, PAUL
WHIT, New Bern, N. C.

PARKS, DELMERE
WILM, Wilmington, Del.

PARSONS, MARSHALL
WDOO, Chattanooga, Tenn.

PARTON, CLAUDE
WOLF, Syracuse, N. Y.

PATRICK, VAN
WPEP, Philadelphia, Pa.

PATERSON, WADE
WMT, Cedar Rapids, Waterloo Ia.

PEARSON, FORT
WMAQ, Chicago, Ill.

PECK, VICTOR
KTSW, Emporia, Kans.

PEPE, JOHN
WFPC, Sharon, Pa.

PERICOLA, FRANK
WDLP, Panama City, Fla.

PERKINS, GLEN
KFBI, Wichita, Kans.

PHILLIPPE, JIM
WSAZ, Huntington, W. Va.

PIERSON, WILLIAM
WHKK, Akron, O.

POLLOCK, GRANT
WINC, Winchester, Va.

POPE, BILL
WENY, Elmira N. Y.

POPE, EDWIN
WGAU, Athens, Ga.

POTMAN, DAVID
WLIB, Brooklyn, N. Y.

PRINCE, ROBERT
WJAS, Pittsburgh, Pa.

PURECELL, JAMES
KVAK, Atchison, Kans.

— Q —

QUIGLEY, E. C.
WIBW, Topeka, Kans.

— R —

RAND, TED
KBTM, Jonesboro, Ark.

RAWLS, CHARLIE
WSLI, Jackson, Miss.

RAY, C. ROBERT
WMVA, Martinsville, Va.

RAY, LARRY
KCKN, Kansas City, Mo.

RAYMOND, STAN
WATL, Atlanta, Ga.

REEVES, GEORGE
WHAS, Louisville, Ky.

REID, MICHAEL
KVRK, Rock Springs, Wyo.

REILLY, BILL
WDLP, Panama City, Fla.

REILLY, SPEED
KLX, Oakland, Calif.

REJEBIAN, ARAM
KVEEC, San Luis Obispo, Calif.

REYNOLDS, BOB
WFDF, Flint, Mich.

ROBERTSON, JIM
WSON, Henderson, Ky.

RODSTROM, LLOYD
KRKO, Everett, Wash.

• • • **SPORTS COMMENTATORS** • • •

ROGERS, MARTY
WRAW, Reading, Pa.
ROPPOLO, MICHAEL
KTBS, Shreveport, La.
ROSCOE, PAUL
KFEW, St. Joseph, Mo.
ROSE, JOE
KGMB, Honolulu, T. H.
ROTHRUM, BILL
WSYR, Syracuse, N. Y.
ROYALL, PAUL A.
KSL, Salt Lake City, Utah
RUGH, VIC
KANS, Wichita, Kans.
RUST, NATHAN D.
KPAB, Laredo, Tex.

— S —

SAGGAW, TIP
KBON, Omaha, Neb.
SALSBERG, JOE
WARM, Scranton, Pa.
SALT, LLOYD
KHQ-KGA, Spokane, Wash.
SANDERS, GEORGE R.
KWKW, Pasadena, Calif.
SANDY, MICHAEL
WIBX, Utica, N. Y.
SAUNDERS, ERNIE
WCHS, Charleston, W. Va.
SCHLIEFER, KENNETH
WGIL, Galesburg, Ill.
SCHMIDT, RAY
WTMV, East St. Louis, Ill.
SCHOOR, GENE
WINS, New York, N. Y.
SCHREIBER, MARK
KMYR, Denver, Colo.
SCHULTZ, ALEX
WBNF, Binghamton, N. Y.
SEARLES, NEIL K.
WEMP, Milwaukee, Wis.
SEARS, BILL
KUTA, Salt Lake City, Utah
SEAVEY, CECIL
KOA, Denver, Colo.
SEXTON, MORGAN
KROS, Clinton, Ia.
SHAFFER, MAX
WDAN, Danville, Ill.
SHAY, BOB
WCHV, Charlottesville, Va.
SHERMAN, DEAN
WDGY, Minneapolis, Minn.
SHIMP, BURT
WSAZ, Huntington, W. Va.
SHUDT, ROY
WTRY, Troy, N. Y.
SIMPSON, JACK
WSIX, Nashville, Tenn.
SIMPSON, JIMMY
WMRC, Greenville, S. C.
SIMS, FRANK
KVFD, Fort Dodge, Ia.
SLACK, BEN L., JR.
KVOA, Tucson, Ariz.
SLATER, BILL
MBS
SLOVIC, PETE
WENT, Gloversville, N. Y.
SMALLWOOD, STONEY
WOPI, Bristol, Tenn.
SMITH, BOB
WOOD, Grand Rapids, Mich.
SMITH, FRED
WOWO, Fort Wayne, Ind.
SNELGROVE, TOMMY
WBML, Macon, Ga.
SORENSEN, FRITZ
WFIN, Findlay, O.
SPENCER, LLOYD
KTNM, Tucumcari, N. M.
SPOKES, AL
WJTN, Jamestown, N. Y.

STANLEY, LARRY
KFH, Wichita, Kans.
STEADMAN, BILL
WCOY, Montgomery, Ala.
STEELE, BOB
WHIC, Hartford, Conn.
STEELMAN, BOB
KOIL, Omaha, Neb.
STERN, BILL
NBC
STEVENS, JACK
WLAW, Lawrence, Mass.
STEWART, M. D.
KNET, Palestine, Tex.
STEWART, RUSS
KFI, Los Angeles, Calif.
STILLWELL, LYLE
KWLK, Longview, Wash.
STOUT, ALLEN
WROL, Knoxville, Tenn.
SULLIVAN, CHARLES B.
WMC, Memphis, Tenn.
SUTER, WILLIAM
KGLO, Mason City, Ia.
SUTHERLAND, BILL
KDKA, Pittsburgh, Pa.
SUTHERLAND, BOB
WERC, Erie, Pa.
SWAN, BOB
KFI, Los Angeles, Calif.

— T —

TACY, E. N.
WIS, Columbia, S. C.
TAGGART, BYRON
WRCR, Cincinnati, O.
TALBERT, HARRY
WMBR, Jacksonville, Fla.
TAUB, SAM
TAYLOR, JACK
WKEY, Covington, Va.
TAYLOR, PAT
WMFR, High Point, N. C.
TEAS, CHARLES
KMPC, Los Angeles, Calif.
TEMPLETON, R. L.
KFRC, San Francisco, Calif.
TERRY, BOB
WTMV, East St. Louis, Ill.
TERRY, BOB
WIZE, Springfield, O.
THERINGER, GEORGE
WSNY, Schenectady, N. Y.
THORNBERGH, RED
WSAI, Cincinnati, O.
THORPE, BUD
WOAI, San Antonio, Tex.
TIDINGS, M. L.
KSUB, Cedar City, Utah
TRAYNOR, PIE
KQV, Pittsburgh, Pa.
TRUITT, ROLLIE
KWJJ, Portland, Ore.
TUCKER, JOE
WWSW, Pittsburgh, Pa.
TURNER, BOB
WHAM, Rochester, N. Y.
TURNER, JIM
WCNC, Elizabeth City, N. C.
TYSON, TY
WWJ, Detroit, Mich.

— U —

ULRICK, EDGAR C.
WLOK, Lima, O.
UNKERTH, DON
WFHR, Wisconsin Rapids,
Wis.
UPSON, KEITH
KWON, Bartlesville, Okla.

— V —

VANCE, HENRY
WAFI, Birmingham, Ala.
VESTRO, AL
WATR, Waterbury, Conn.

— W —

WADDELL, WADE
KTBC, Austin, Tex.
WADDLE, KENNETH
KPQ, Wenatchee, Wash.
WAGNER, JAY
WOSU, Columbus, O.
WAKEMAN, TONY
WWDC, Washington, D. C.
WALDEN, PAUL E.
KWRC, Pendleton, Ore.
WALDEN, WARREN
WEAN, Providence, R. I.
WALRATH, WALT
WICA, Ashtabula, O.
WALSH, GEORGE
WHAS, Louisville, Ky.
WALTERS, GRANVILLE
WAML, Laurel, Miss.
WALTON, LUKE
WISH, Indianapolis, Ind.
WARREN, WILLIAM, SR.
WASK, Lafayette, Ind.
WATSON, BOB
KGNC, Amarillo, Tex.
WATSON, LOREN B., JR.
WJR, Detroit, Mich.
WATRICK, DON
WXYZ, Detroit, Mich.
WAUGH, IRVING
WSM, Nashville, Tenn.
WEBBE, TED
WPAT, Paterson, N. J.
WELLS, JAMES
WBEN, Buffalo, N. Y.
WHITE, DON
KIT, Yakima, Wash.
WHITE, KEN
KFEL, Denver, Colo.
WHITLEY, WHIT
KGFJ, Shawnee, Okla.
WHITMAN, HAROLD C.
WSAM, Saginaw, Mich.
WHITNEY, DON
WELO, Tupelo, Miss.
WILLIAMS, BILL
WJZM, Clarksville, Tenn.
WILSON, BOB
WADC, Akron, O.
WILSON, DAVE
KFH, Wichita, Kans.
WINKLER, RAY
WBAP, Fort Worth, Tex.
WISMER, HARRY
ABC
WOLF, HAL
KPO, San Francisco, Calif.
WOLFF, BOB
WINX, Washington, D. C.
WRIGHT, JOHN
WAIR, Winston-Salem, N. C.

— Y —

YACK, GEORGE
WBAA, West Lafayette, Ind.
YANDT, MAX
KGVO, Missoula, Mont.
YOUNG, J. J.
WERC, Erie, Pa.

— Z —

ZENNAH, CHARLES
WJRD, Tuscaloosa, Ala.

★ Backstage ★

people in radio production during 1945

— A —

ACE, GOODMAN
CBS—Danny Kaye Show

ADAMS, W. J.
WHCC, Rochester, N. Y.

ADAMS, WYLIE
ABC—Ted Malone Show

AINLEY, JOE
MBS—Freedom of Opportunity
MBS—Those Websters

ALBINGER, AL
WCOL, Columbus, Ohio

ALDRIDGE, WILLIAM
WHAS, Louisville, Ky.

ALEXANDER, A. L.
MBS—A. L. Alexander's Moderation Board

ALLEN, BETTI
WINX, Washington, D. C.

ALLIN, HENRY
WLAP, Lexington, Ky.

ALLINGER, RALPH
WFAS, White Plains, N. Y.

ALLISON, ROBERT
CBS—Invitation to Learning

AMREIN, JOHN
WSAI, Cincinnati, Ohio

ANDERSON, BOB
KHQ & KGA, Spokane, Wash.

ANDREWS, MARTIN
ABC—My True Story

APEL, H. W.
WPAY, Portsmouth, Ohio

ARDEN, JAMES
WLOK, Lima, Ohio

ATKINSON, GEORGE
WQXR, New York, N. Y.

AVERY, IRA
CBS—Armstrong Theatre of Today

— B —

BAILEY, ANGUS
WSAR, Fall River, Mass.

BAILEY, EDWIN
WMAQ, Chicago, Ill.

BAILEY, MELVIN
KEX, Portland, Ore.

BAKER, GEORGE
WRC, Washington, D. C.

BAKER, RAY
WITH, Baltimore, Md.

BARNES, HOWARD
CBS—Janette Davis Songs

BARNES, JOHN
CBS—Michael Scott Presents

BARRETT, MAURICE
WHOM, Jersey City, N. J.

BAUGHMAN, ELMER
WFAA, Dallas, Texas

BEASLEY, IRENE
CBS—Irene Beasley, Neighbors Show

BECKER, JOHN
CBS—Time to Remember

BECKER, SANDY
CBS—Organ Fantasies

BECKERMAN, LARRY
WTOP, Washington, D. C.

BELLI, LIDO
KMO, Tacoma, Wash.

BERCH, JACK
ABC—Jack Berch Show

BERNARD, DON
CBS—Blondie

BERNS, LARRY
CBS—The Jack Carson Show

BERTHOUD, MARY
KGVO, Missoula, Mont.

BEST, EDNA
MBS—Adventures of Sherlock Holmes

BETHEL, FRED
CBS—Powder Box Theatre

BIEBER, F. E.
WHTT, Hartford, Conn.

BLACK, CHARLES
WSAI, Cincinnati, Ohio

BLACK, HOWARD
KOY, Phoenix, Ariz.

BLACK, JACK A.
WGH, Newport News, Va.

BLAKE, HOWARD
CBS—Meet the Missus

BLADE, RANDY
WJJD, Chicago, Ill.

BLISS, TED
CBS—The Baby Snooks Show

BLOODWORTH, ED
ABC—What's New, Mirth with Eddie Marr

BLOTTER, FRANK
WLS, Chicago, Ill.

BOCHAN, PETER
WNAE, Bridgeport, Conn.

BOLAND JR., JOSEPH L.
ABC—The Doctors Talk It Over

BOOTH, VIRGIL C.
WHDL, Olean, N. Y.

BOOTHBY, JOHN D.
WEBR, Buffalo, N. Y.

BOWE, GEORGE
WTIC, Hartford, Conn.

BOWER, ROGER
WOR, New York, N. Y.

BOWMAN, PHIL
CBS—Ma Perkins

BOYD, AL
WLS, Chicago, Ill.

BRADSHAW, FRED
WPDQ, Jacksonville, Fla.

BRATTAIN, JOE
NBC—Carnation Contented Program

BRENNAN, WILLIAM
CBS—The Jack Smith Show

BRONSON, EARL
ABC—Wake Up and Smile

BROWN, BOBBY
CBS—The First Line

BROWN, DENNIS
WDAK, Columbus, Ga.

BROWN, HIMAN
CBS—The Adventures of the Thin Man, Inner Sanctum
NBC—Joyce Jordon, M. D.

BROWN, KEITH
ABC—America's Town Meeting

BROWN, MENDY
MBS—Adventures of Bulldog Drummond

BRUCE, DWIGHT J.
WTOC, Savannah, Ga.

BUCHANAN, STEWART
CBS—The Second Mrs. Burton

BUCK, CHARLES
NBC—The Jack Benny Program

BURKE, CHARLES G.
WJR, Detroit, Mich.

BUSHNELL, LUCILE
KSLM, Salem, Ore.

BUTLER, D. M.
WGBS, Miami, Fla.

BYRON, ED

— C —

CALDWELL, H.
KFDM, Beaumont, Texas

CALDWELL, JAY
WOL, Washington, D. C.

CALLAHAN, BOB
WINX, Washington, D. C.

CALVERT, CHARLES
KNPC, Los Angeles, Calif.

CARLSON, J. RALPH
WJTN, Jamestown, N. Y.

CARLSON, RICHARD
WELL, New Haven, Conn.

CARNEY, JOHN
CBS—Sings Along Club, Arthur Godfrey Show

CASHMAN, ED
NBC—The Hoagy Carmichael Show
CBS—The Andrews Sisters Show

CHANCE, AL
MBS—Tom Mix Show

CHARLES, BUNNY
CBS—Great Moments in Music

CHARLES, DICK
ABC—Relax with Cal Tinney

CHESTER, EDMUND
CBS—Viva America

CLARE, GEORGE
KMOX, St. Louis, Mo.

CLARK, DON
CBS—This Is My Best

CLARK, JAY
MBS—John J. Anthony

CLEARY, JOHN
ABC—Sammy Kaye's Sunday Serenade

COHAN, PHIL
CBS—Durante-Moore Show

COLE, DEWEY
WZY, Detroit, Mich.

COLE, JOHN
MBS, The Shadow

COLLINS, TED
CBS—Kate Smith Sings, Kate Smith Speaks

COOKE, FOREST W.
WHBF, Rock Island, Ill.

CORNELL, SYD
WKRC, Cincinnati, Ohio

COTT, TED
WNEW—MBS.

COTTON, BOB
ABC—Private Lives of Ethel and Albert

COY, JAMES
KCMO, Kansas City, Mo.

COYLE, CYNTHIA
WAAF, Chicago, Ill.

PRODUCTION

CRANS, RICHARD F.
 WGNV, Newburgh, N. Y.
CREMEENS, GEORGE
 KRNT, Des Moines, Iowa
CRONICAN, LEE
 WHP, Harrisburg, Pa.
CROSS, LEO
 KMYR, Denver, Colo.
CUNNINGHAM, OWEN
 KGMB, Honolulu, T. H.
CURTIN, CHARLES
 WNAC, Boston, Mass.
CUSHING, KERBY
 WNEW, New York, N. Y.

— D —

DAHL, TED
 ABC—Hollywood Radio Life
DALY, ART
 ABC—Lum 'N Abner
DALY, JOE
 NBC—Raleigh Room
DALY, RANNY
 WING, Dayton, Ohio
DANIEL, OLIVER
 ABC—Boston Symphony
 Orchestra
DAVIS, MAC
 NBC—Bill Sterns Sports Show
DAWES, BILL
 WCKY, Cincinnati, Ohio
DAWSON, RONALD
 CBS—It's Maritime
DEANE, JERRY
DE ANGELO, CARLO
 KYS, Mankato, Minn.
DEGAN, MICHAEL
 WDAS, Philadelphia, Pa.
DeFUR, PAUL
 ABC—Tennessee Jed
DeGROOT, DON
 WWJ, Detroit, Mich.
DELINE, JIM
 CBS—Serenade from Syracuse
DeMARCUS, BRADFORD
 WIBC, Indianapolis, Ind.
DEVINE, JERRY
 ABC—This Is Your F. B. I.
DEVINE, OTTIS
 WSM, Nashville, Tenn.
DICKMAN, JOHN
 WBAL, Baltimore, Md.
DIERINGER, MARGARET
 KXA, Seattle, Wash.
DIERKING, MAXINE
 KHMO, Hannibal, Mo.
DIETZ, JOHN
 CBS—Cimarron Tavern, Crime
 Photographer
DICKSON, SAM
 KPO, San Francisco, Calif.
DOUD, G. B.
 KGO, San Francisco, Calif.
DRUMMOND, DAVID
 KGO, San Francisco, Calif.

— E —

EAKES, MARY
 WGTC, Greenville, N. C.
EATON, JOE
 WLBZ, Bangor, Me.
EDWARDS, ALLYN
 WQXR, New York, N. Y.
EHRENREICH, DANIEL
 WOR, New York, N. Y.
EHRHART, HARRY
 WCAU, Philadelphia, Pa.
EHRMAN, BOB
 WTOP, Washington, D. C.
EILART, WILLIAM A.
 WRRN, Warren, Ohio
ELENZ, BOB
 WOC, Davenport, Iowa
ELLIOTT, BILL
 KVOE, Santa Ana, Calif.

ELLIOTT, LUCY
 WWDC, Washington, D. C.
ELLIS, MARIAN
 WOWO, Fort Wayne, Ind.
ELMAN, DAVE
 CBS—Hobby Lobby
ELTON, DAVE
 CBS—The Adventures of Ozzie
 & Harriet
ENGLEBACH, DEE
 MBS—Rogue's Gallery
EPLING, LEONARD
 KOOS, Coos Bay, Ore.
ERNST, BUD
 MBS—Queen for a Day
ERVIN, EDWARD
 WBNX, New York, N. Y.
ESCAL, A. H.
 KAND, Corsicana, Texas
ESSEH, WRIGHT
 ABC—Louella Parsons Show,
 Orson Welles Almanac, Holly-
 wood Mystery Time, Glamour
 Manor, Collins, Calling

— F —

FARISS, WILLIAM
 WBYN, Brooklyn, N. Y.
FARMER, JON
 WAGA, Atlanta, Ga.
FARRIS, CLINT
 WGTM, Wilson, N. C.
FASSETT, JAMES
 CBS—E. Power Biggs Show,
 Encore Appearance, Eileen
 Farrell & Columbia Concert
 Orchestra, Invitation to Mus-
 ic, Mona Paulee, Philadel-
 phia Orchestra.
FAUSTINI, A.
 WGES, Chicago, Ill.
FELTON, NORMAN
 WMAQ, Chicago, Ill.
FENTON, MILDRED
 ABC—Detect & Collect
FERGUSON, EARLE
 KOA, Denver, Colo.
FERRIS, RAY
 WLS, Chicago, Ill.
FEYHL, HORACE
 WCAU, Philadelphia, Pa.
FISHBURNE, ALAN
 ABC—Cornet Front Page
FISHER, FLORENCE
 KOVC, Valley City, N. Dak.
FISCHER, MAGGIE
 NBC.
FITZGERALD, EDWARD
 ABC—Professor Quiz
FLANAGAN, GENE
 WWRL, Woodside, N. Y.
FLEMING, THOMAS
 WLEU, Erie, Pa.
FLYNN, EDWARD F.
 WSNY, Schenectady, N. Y.
FLYNN, ROY
 WAPI, Birmingham, Ala.
FORD, WHARTON
 WSRB, Stamford, Conn.
FOX, MRS. ESTELLE
 KBTM, Jonesboro, Ark.
FRAMER, WALT
 ABC—Ladies Be Seated
 WAAT—What's New in Holly-
 wood
FRANCIS, HOLLIS
 WJAG, Norfolk, Neb.
FRANCIS, NOEL
 KPO, San Francisco, Calif.
FRENCH, KENNETH
 WRC, Washington, D. C.
 NBC—Our Foreign Policy,
 America United, Consumer
 Time.

— G —

GAHRE, ELIZABETH M.
 KXEL, Waterloo, Iowa
GALE, JACK
 ABC—Murder Will Out
GALLANT, NORMAND
 WCOU, Lewiston, Me.
GANTER, RAYMOND
 WFBL, Syracuse, N. Y.
GATES, JERRY
 WFAA, Dallas, Texas
GERING, WALTER
 KECA, Los Angeles, Calif.
GIBBS, PARKER
 WMAQ, Chicago, Ill.
GIBSON, DOROTHY
 KFPW, Fort Smith, Ark.
GIERLACH, CHET
 ABC—The Woody Herman
 Show.
GILLIS, DON
 NBC—General Motors Sym-
 phony of the Air, The Robert
 Merrill Show
GIRADIN, RAY
 CBS—Coffee Club
GODT, PAUL
 KFEL, Denver, Colo.
GOODWIN, SID
 ABC—Walkie Talkie, County
 Fair
GOTTLIEB, JOSEPH
 WMCB, New York, N. Y.
GRAHAM, RONALD
 WLEU, Erie, Pa.
GRANDEY, ROY
 KQW, San Jose, Calif.
GRANT, DAVE
 CBS—Vox Pop
GRANT, DOUGLAS B.
 WMT, Sedar Rapids-Waterloo,
 Iowa
GRIFFIN, BETTY
 WIBX, Utica, N. Y..
GRIFFIN, JOHN A.
 KABR, Aberdeen, S. Dak.
GROGAN, JACK
 WNEW, New York, N. Y.
GRUBNER, KARL
 NBC—The Great Gildersleeve,
 Kraft Music Hall

— H —

HAIRGROVE, J. A.
 KSAM, Huntsville, Texas
HALL, GENE
 WBAP, Fort Worth, Texas
HALLOCK, MEL
 KWYO, Sheridan, Wyo.
HANES, BOB
 WGY, Schenectady, N. Y.
HARRIS, LEE
 CBS—The Family Hour
HARRIS, MARY
 CBS—House Party
HASKELL, BETTY
 KDYL, Salt Lake City, Utah
HARTMAN, LOU
 KROW, Oakland, Calif.
HAUSER, DWIGHT
 ABC—Lum 'N Abner
HELM, FRANCES F.
 WBAP, Fort Worth, Texas
HENDERSON, BROOKS
 KSTP, St. Paul, Minn.
HENDERSON, JOHN
 WBAA, West Lafayette, Ind.
HERBERT, CHARLES
 CBS—Electric Hour
HERBERT, RALPH
 KSFO, San Francisco, Calif.
HERMAN, CHESTER
 WLW, Cincinnati, Ohio
HIESTAND, R. R.
 KFI, Los Angeles, Calif.

● ● ● PRODUCTION ● ● ●

HILL, JACK
NBC—Solitary Time

HITCHCOCK, JACK
KFAB, Omaha-Lincoln, Neb.

HOLCOMB, GRANT
KQW, San Jose, Calif.

HOLNER, MANN
CBS—The Frank Sinatra Show

HOLL, PAT
WBEN, Buffalo, N. Y.

HOLLAND, MOREY
MBS—Fresh Up Show

HOLMES, BILL
KECA, Los Angeles, Calif.

HOLT, ROBERT
KNOX, St. Louis, Mo.

HORRELL, MARTIN
CBS—Grand Central Station

HOWARD MARY
WLS, Chicago, Ill.

HOWE, LOUISE HILL
KSL, Salt Lake City, Utah

HOWLETT, ERIC
WJR, Detroit, Mich.

HUME, PAUL
WINX, Washington, D. C.

HUMMERT, FRANK
NBC—American Album of Familiar Music

HUMPHRY, WATT
ABC—Hollywood Radio Life

HUNT, MARJARI
ABC—What's Doin' Ladies

HUTCHINSON, WAYNE
WHN, New York, N. Y.

— I —

IRBY, BILL
WFEB, Sylacauga, Ala.

— J —

JACKSON, CARROL F.
WROX, Clarksdale, Miss.

JACKSON, JOHN C.
WRAW, Reading, Pa.

JACKY, FRED
ABC—Hymns of All Churches

JACOBSON JR., FREDERICK A.
WMAQ, Chicago, Ill.

JAMES, HAL
ABC—Dick Tracy

JANSSEN, KARL
KTUL, Tulsa, Okla.

JASS, MEL
KGIR, Butte, Mont.

JEWELL, JAMES
ABC—Jack Armstrong

JOHNSON, BILL
ABC—Darts for Dough, Hedda Hopper

JONES, PAUL
WFLA, Tampa, Fla.

— K —

KAHN, EDMUND F.
WGN, Chicago, Ill.

KALAR, PHIL
MBS—Sweetheart Time

KAMMAN, BRUCE
NBC—Truth or Consequences, Waltz Time

KARP, RICHARD
KDKA, Pittsburgh, Pa.

KAUFMAN, IRWIN B.
KGO, San Francisco, Calif.

KAYE, LEO
KDKA, Pittsburgh, Pa.

KAYE, MILTON B.
WNEW, New York, N. Y.

KEESE, JACKIE
ABC—Earl Godwin Show

KEESE, MRS. JACQUELYN
WMAL, Washington, D. C.

KELLER, FRED
WBEN, Buffalo, N. Y.

KELLETT, CLAUD JR.
WELQ, Tupelo, Miss.

KELLEY, PAT
KFI, Los Angeles, Calif.

KING, FULTON
WTON, Staunton, Va.

KIPPEN, JAMES
KHQ-KGA, Spokane, Wash.

KIRCHNER, THELMA
KGFJ, Los Angeles, Calif.

KLEBAN, MONTE
WOAI, San Antonio, Texas

KLEIN, HENRY
ABC—The Listening Post

KLOSE, VIRGINIA
CBS—Mommie and the Men

KLOSE, WILLARD
CBS—Mommie and the Men

KONDOLF, GEORGE
ABC—Theatre Guild on the Air

KOSTE, WALTER
WWJ, Detroit, Mich.

KOTHE, DICK
KSTP, St. Paul, Minn.

KRAM, L. G.
WCBS, Springfield, Ill.

KREIGEL, GILBERT
WQXR, New York, N. Y.

KUHLER, FRITZ
KRLD, Dallas, Texas

KUNEX, JACK
KMPC, Los Angeles, Calif.

— L —

LAMBERTZ, KARL
WFAA, Dallas, Texas

LANTON, WALLACE
WJR, Detroit, Mich.

LAND, NORMAN
WPEN, Philadelphia, Pa.

LANE, GENE
WHAM, Rochester, N. Y.

LARKIN, KEITH
KWRC, Pendleton, Ore.

LATEAU, HERBERT
WMAQ, Chicago, Ill.

LAWLOR, BOYD W.
WIP, Philadelphia, Pa.

LAWRENCE, BILL
CBS—Screen Guild Players

LAWRENCE, WILLIAM
WMAQ, Chicago, Ill.

LAWTON, JUDITH
KTBS, Shreveport, La.

LEBAN, JOHN
WCAE, Pittsburgh, Pa.

LEE, BURR
CBS—Bachelor's Children

LEFFERS, ROBERT
WMT, Cedar Rapids-Waterloo, Iowa

LEFTWICH, ALEX
ABC—John B. Kennedy

LEIGHTON, DERIC
ABC—One Woman's Opinion

LEVINE, LEON
CBS—Invitation to Learning, American School of the Air, Of Men and Books, The Story of America, Tales from Far and Near, This Living World.

LEVINSON, LEONA
KCMO, Kansas City, Mo.

LEWIS, J. C.
KHJ, Hollywood, Calif.

LIVINGSTONE, CHARLES D.
WXYZ, Detroit, Mich.

ABC—The Lone Ranger

LOCHNER, DON
WEW, St. Louis, Mo.

LOEB, MARX
CBS—Celebrity Club, Danny O'Neill Show

LOGAN, JAMES
WMAL, Washington, D. C.

LONG, CHESTER S.
WBNS, Columbus, Ohio

LONG, DEANE S.
WWL, New Orleans, La.

LOUGHRANE, BASIL
CBS—Light of the World

LOUGHRIN, RICHARDSON
WMAQ, Chicago, Ill.

LOUIS, PAUL
MBS—Songs By Morton Downey

LOVE, ANDREW
NBC—Amos 'N Andy, Bob Burns Show

LOWDER, COLLIN
KLO, Ogden, Utah

LUCAS, PAUL
WTIC, Hartford, Conn.

LUNDQUIST, HENRY
WCOP, Boston, Mass.

— M —

MacGREGOR, JOCK
WOR, New York, N. Y.

MacGREGOR, KENNETH
CBS—The Bob Hawk Show

MAEK, HELEN
CBS—The Beulah Show

MAEK, NILA
CBS—Let's Pretend

MAEK, WAYNE
WGAR, Cleveland, Ohio

MacKNIGHT, J. T.
WDGY, Minneapolis, Minn.

MacMILLAN, LOWELL
WHEC, Rochester, N. Y.

MacMURRAY, TED
ABC—Kellogg Home Edition, Coronet Story Teller

MADIGAN, JOHN
ABC—Christian Science Monitor Views the News, Walter Winchell Show

MAHONEY, JAMES
WLAW, Lawrence, Mass.

MANDEVILLE, BETTY
CBS—Take It or Leave It

MANFEE, ALLEN
KVAK, Atchison, Kan.

MANSFIELD, JOSEPH F.
NBC—The Eileen Barton Show

MARBLE, EVELYN
KIRO, Seattle, Wash.

MARCIN, MAX
CBS—Crime Doctor, F. B. I. in Peace and War

MARQUIS, ARNOLD
NBC—The Pacific Story

MARSH, SUE
CBS—Perry Mason

MARSHALL, W. LeROY
ABC—Metropolitan Opera

MARTIN, PAUL
NBC—Right to Happiness

MARTINI, ROLAND
CBS—Saturday Night Serenade

MASTERSON, JOHN
ABC—Breakfast in Hollywood

MAUS, VIRGINIA
KPQ, Wenatchee, Wash.

MAXWELL, ROBERT
ABC—Hop Harrigan

McAVITY, TOM
CBS—Hollywood Star Time

McCALN, BILL
WAGA, Atlanta, Ga.

McCANN, DOROTHY
ABC—The Sheriff

McCANN, DR. CHRISTIAN

McCARTHY, DICK
WKNY, Kingston, N. Y.

McDERMOTT, TOMMY
ABC—Glamour Manor

• • • PRODUCTION • • •

McDONNELL, TOM
MBS—Rensie's Radio Auction Show

McGILL, JERRY
CBS—Big Town

McGRATH, EDWIN J.
WSPA, Spartanburg, S. C.

McGREEVY, JOHN
KTAR, Phoenix, Ariz.

McGUIRE, ARNOLD
ABC—The Charlotte Greenwood Show, Hedda Hopper Show

McHARRIE, LINDSAY
CBS—We, The People

McILVAIN, HARRY
WCAU, Philadelphia, Pa.

McINNES, ROBERT
ABC—Lum 'N Abner

McINTOSH, EZRA
CBS—The Bob Crosby Show

MacQUARRIE, HAVEN

McQUIGG, O. J.
WEW, St. Louis, Mo.

MEAD, WARREN
WTMJ, Milwaukee, Wis.

MELIA, WILLIAM F.
WVNC, Ashville, N. C.

MELICKER, BEATRICE
WMCA, New York, N. Y.

MERRIMAN, RANDY
KSTP, St. Paul, Minn.

MILLER, GLENN CLARK
WCOP, Cincinnati, Ohio

MITCHELL, LES
CBS—Stars Over Hollywood

MONROE, ROBERT
WMCA, New York, N. Y.

MORELAND, EARL
WMC, Memphis, Tenn.

MOREY, AL
CBS—Blue Jacket Choir
WBBM, Chicago, Ill.

MORRIS, GIL
WDAS, Philadelphia, Pa.

MORSE, CARLTON E.
NBC—One Man's Family, His Honor the Barber, I Love a Mystery, The Bennetts 1946, Adventures by Morse.

MOSES, J. B.
WHKC, Columbus, Ohio

MULLINS, BERNARD
WTIC, Hartford, Conn.

MURRAY, CHARLES D.
WSNJ, Bridgeton, N. J.

MUSCHANY, ELMER G.
KXOX, St. Louis, Mo.

— N —

NADEAU, JACK
WCCO, Minneapolis, Minn.

NEAL, BOB
WKRC, Cincinnati, Ohio

NEEL, WILLIAM
ABC—Drew Pearson

NELSON, CARL
WTOL, Toledo, Ohio

NELSON, JOHN
ABC—Bride & Groom

NETHERY, CHARLES
KXYZ, Houston, Texas

NETTLETON, JEAN
KGKL, San Angelo, Texas

NORTON, DONNA
KDYL, Salt Lake City, Utah

NOVELLI, SYL
WHAM, Rochester, N. Y.

NOVIK, MORRIS
ABC—F. H. LaGuardia Show

— O —

OBLER, ARCH
MBS—Arch Obler Plays

OCHS, ACE
CBS—Patti Clayton Show, The Four Clubman, The Jubilaires.

O'CONNOR, ED
WNAC, Boston, Mass.

ODDIE, RICHARD M.
KSFQ, San Francisco, Calif.

O'KEEFE, LESTER
CBS—The Helen Hayes Show

OLSON, HARVEY
WDRG, Hartford, Conn.

OLSON, RAY
WOW, Omaha, Neb.

OWEN, FOREST
ABC—Quiz Kids

OWENS, MAURICE
WROK, Rockford, Ill.

— P —

PAGE, ALLEN
KOMA, Oklahoma City, Okla.

PAGE, TOM
WIBX, Utica, N. Y.

PAIGE, JACK
WOL, Washington, D. C.

PAPP, FRANK
NBC—The Eternal Light

PASSMAN, ROY
WTOP, Washington, D. C.

PATCH, CAMPBELL E.
WJAC, Johnstown, Pa.

PATTEE, FLOYD
WUTC, Hartford, Conn.

PAULSGROVE, WILLIAM
WJEJ, Hagerstown, Md.

PAYNE, LARRY
WJR, Detroit, Mich.

PEAK, GENE
WPAD, Paducah, Ky.

PECHT, JERRY LANE
KGB, San Diego, Calif.

PENDLETON, C. F.
KJBS, San Francisco, Calif.

PETERS, ROBERT
WFAS, White Plains, N. Y.

PETERS, SIDNEY
WWDC, Washington, D. C.

PETERSEN, CLIFF
ABC—The Breakfast Club

PETERSON, DREXEL
KVPD, Fort Dodge, Iowa

PHILLIPS, HOWARD
WMCA, New York, N. Y.

PHILLIPS, PAUL
WCAU, Philadelphia, Pa.

POLA, EDWARD
ABC—The Alan Young Show

POLESIE, HERB
CBS—It Pays to Be Ignorant

POSKA, AL
KFI, Los Angeles, Calif.

POTTER, ANDREW
NBC—Life of Riley

POUCHER, WAYNE
WLSL, Roanoke, Va.

— S —

QUINTON, CHARLES
KGFF, Shawnee, Okla.

— R —

RAFFERTY, DAN
WOC, Davenport, Iowa

RALSTON, HARLAN
WHBF, Rock Island, Ill.

RAMSAY, WALLY
MBS—Murder Is My Hobby

RANDOL, BILL
KHJ, Los Angeles, Calif.

RANDOLPH, JOHN
WGBR, Goldsboro, N. C.

RASH, BRYSON
WMAL, Washington, D. C.

RAY, WILLIAM V.
KFWB, Los Angeles, Calif.

RAYCROFT, RUSS
WGN, Chicago, Ill.

RAYNER, HELEN
KCRA, Sacramento, Calif.

REDDICK, WILLIAM J.
ABC—Ford Sunday Evening Hour

REEG, LEONARD
ABC—Remember Hour

REYNOLDS, PAUL E.
WDBJ, Roanoke, Va.

RIANHARD, G. CONRAD
WRNL, Richmond, Va.

RICH, MICHAEL
WTRY, Troy, N. Y.

RICHINS, KAY W.
KDYL, Salt Lake City, Utah

RIDGLEY, HARRY
WTAM, Cleveland, Ohio

RIND, ADOLPH
WMCA, New York, N. Y.

RIPLEY, JOE
ABC—Sunday Evening Party

ROBERTSON, LARRY
ABC—Constance Bennett, Murder Will Out

ROBERTS, CHARLES
KLZ, Denver, Colo.

ROBERTSON, ELLIOTT
WMAQ, Chicago, Ill.

ROBSON, BILL
CBS—Request Performance

ROCHE, JACK
CBS—A Woman's Life

ROLAND, WILL
CBS

ROSKELLEY, E. L.
WEEL, Boston, Mass.

ROSSELL, ERNEST W.
WTRY, Troy, N. Y.

ROURKE, JACK
KHJ, Los Angeles, Calif.

ROUSE, GENE
WENR, Chicago, Ill.

ROUSH, OTTIS
WSIX, Nashville, Tenn.

RUBIN, JACK
MBS—Break the Bank

RUSHWORTH, J. E.
WEEL, Boston, Mass.

RUSSELL, MARK
WGN, Chicago, Ill.

RYDER, LES
WCED, Dubois, Pa.

— S —

SALT, LOYD
KHQ-KGA, Spokane, Wash.

SAMPLES, RUSSEL
WELQ, Tupelo, Miss.

SANDEFUR, WILLIAM
WBBB, Burlington, N. C.

SANDER, CECIL W.
WHAS, Louisville, Ky.

SANTACATERINA, A.
WGES, Chicago, Ill.

SANVILLE, DICK
CBS—The Sparrow and the Hawk

SAULFAUGH, EDDIE
ABC—Radio Hall of Fame

SAUNDERS, JOHN
WGAR, Cleveland, Ohio

SCHENCK, CHARLES
CBS—Road of Life

SCHUEER, JR., JOHN D.
WFIL, Philadelphia, Pa.

SCHULLINGER, CARL
CBS—Readers Digest, Radio Edition

SEA, BILL
KROW, Oakland, Calif.

SEAL, BOB
CBS—Gene Autry Show

• • • PRODUCTION • • •

SELAH, WILLIAM
WBFB, Rock Island, Ill.

SELLINGER, HENRY
ABC—Club Time

SERVATIUS, RAY
WSYR, Syracuse, N. Y.

SEYDEL, VICTOR
ABC—Fishing and Hunting Club of the Air, Counterspy, Mary Small-Junior Miss.
MBS—Steel Horizons

SEYFORTH, DAN
KWK, St. Louis, Mo.

SHAYON, ROBERT
CBS—Behind the Scenes at CBS

SIMS, RALPH
WJBO, Baton Rouge, La.

SHARP, IRVING
WDBJ, Roanoke, Va.

SHAW, CHARLES
WOLF, Syracuse, N. Y.

SHAW, CHARLES GORDON
WMAL, Washington, D. C.

SHELTON, JAMES
WROK, Rockford, Ill.

SHUMATE, LEWIS
CBS—Barnyard Follies
KMOX, St. Louis, Mo.

SIKORA, WALTER S.
WGES, Chicago, Ill.

SNELL, GEORGE
KPO, San Francisco, Calif.

SONIS, BERTON
WCHS, Charleston, W. Va.

SOUDER, WILLIAM V.
WCCO, Minneapolis, Minn.

SOUVAIN, HENRY
CBS—Star Theatre

SPIER, WILLIAM
CBS—Suspense

SPENCER, ROBERT
WTAM, Cleveland, Ohio

STAAS, AL
CBS—Renfro Valley Folks

STAHORN, LEE
CBS—Your Hit Parade

STECK, JAMES R.
WJAS, Pittsburgh, Pa.

STEFFY, GEORGE W.
WNAC, Boston, Mass.

STEVENS, BILL
KLX, Oakland, Calif.

STEVENS, ED
KFAR, Fairbanks, Alaska

STEWART, CALDWELL
WSFA, Montgomery, Ala.

STEWART, RUSS
KFI, Los Angeles, Calif.

STREETER, RAY
KTPI, Twin Falls, Idaho

STROKER, EASTER
WIND, Chicago, Ill.

STUART, MIKE
ABC—Charlotte Greenwood Show, Jimmie Fidler Show, Sam Hayes Show., What's New, Guy Lombardo Show, Kellogg Home Edition, Coronet Storyteller.

STUBBS, T. FRANK
KFNF, Shenandoah, La.

STYLES, HAL
KFBW, Los Angeles, Calif.
Vets Talk It Over, So You'd Like to Be in Radio.

SUSSMAN, HENRY
WFBL, Syracuse, N. Y.

SWAFFORD, THOMAS
KGW, Portland, Ore.

SWITZER, MACK
KLZ, Denver, Colo.

— T —

TANNEN, ERNEST
WSAP, Portsmouth, Va.

TAYLOR, CHUCK
WCOL, Columbus, Ohio

TAYLOR, JOHN
CBS—Perry Mason

TESKA, NORMAN
WTAQ, Green Bay, Wis.

THOMAS, ED
WBAX, Wilkes-Barre, Pa.

THOMAS, GIL
KFI, Los Angeles, Calif.

THOMPSON, BILL
WNAC, Boston, Mass.

THOMPSON, DON
KPO, San Francisco, Calif.

THOMPSON, STAN
WCCO, Minneapolis, Minn.

TINGLEY, IRVING
KWNO, Winona, Minn.

TIPPETTS, TWAIN
KSUB, Cedar City, Utah

TITUS, DAVE
CBS—The Joan Davis Show

TOBIN, RICHARD
ABC—Headline Edition

TODD, HELEN
WTAL, Tallahassee, Fla.

TODESCA, EDITH
KNX, Los Angeles, Calif.

TRESSEL, JAMES
KOA, Denver, Colo.

— U —

UDELL, BILL
WLOL, Minneapolis, Minn.

ULRICK, EDGAR C.
WLOK, Lima, Ohio

URRY, FRANCIS F.
KSL, Salt Lake City, Utah

— V —

VAN ALSTYNE, ANSON
WKBX, Muskegon, Mich.

VANDA, CHARLES
CBS—Theatre of Romance

VANDAGRIFT, CARL
WOWO, Fort Wayne, Ind.

VAN DUZER, ROGER
WMBR, Jacksonville, Fla.

Van KLEECK, BOB
WOLF, Syracuse, N. Y.

VENTER, MEL
KPRC, San Francisco, Calif.

VESTRO, AL
WATR, Waterbury, Conn.

VICTOR, DON
KQW, San Jose, Calif.

VIGDER, FREDDIE
KOOS, Coos Bay, Ore.

VINCENT, CHICK
ABC—Adventures of Charlie Chan

VINCENT, LEE
WSAR, Fall River, Mass.

— W —

WADE, FRED
WTIC, Hartford, Conn.

WALKER, ELBERT
KHJ, Los Angeles, Calif.

WALLACE, JACK
KREB, Abilene, Texas

WALLACE, TOM
ABC—Blind Date

WALLER, ED
WATR, Waterbury, Conn.

WARBURTON, CHARLES
ABC—Kiernan's News Corner, My True Story

WARD, ALLAN
MBS—Henry J. Taylor

WARREN, HARRY
KDYL, Salt Lake City, Utah

WASS, BOB
WADC, Akron, Ohio

WATSON, BOB
KGNC, Amarillo, Texas

WAYNE, DON
WHIO, Dayton, Ohio

WAYNE, IVAN
WFAA, Dallas, Texas

WEBBE, TED
WPAT, Paterson, N. J.

WEINKROT, LES
CBS—Those Websters

WEIST, GEORGE
ABC—Ladies Be Seated

WELLINGTON, JOHN
CBS—The Music of Andre Kostelanetz
MBS—Double or Nothing

WELLS, TRAVIS
ABC—Hollywood Mystery Time, Louella Parsons Show

WEST, NORRIS
WCAU, Philadelphia, Pa.

WESTCOTT, TED
KMOX, St. Louis, Mo.

WHALEY, BERT
WMAQ, Chicago, Ill.

WHEDBEE, CHARLES H.
WGTC, Greenville, N. C.

WHEELER, GEORGE Y.
WRC, Washington, D. C.

WHITE, HOOPER
CBS—Morning Melodies

WHITE, JOHN
KWFT, Wichita Falls, Texas

WHITE, NORMAN L.
WJR, Detroit, Mich.

WHITE, PAT
KTSA, San Antonio, Texas

WHITLOCK, BILL
WLA V, Grand Rapids, Mich.

WILLIAMS, WALLY
WBIG, Greensboro, N. C.

WILLSON, JIMMIE
WAPI, Birmingham, Ala.

WILSHIN, CHARLES
WMCA, New York, N. Y.

WILSON, FRED
WTAM, Cleveland, Ohio

WILSON, GEORGE H.
WSTV, Steubenville, Ohio

WOODFORD, A. M.
WBAF, Fort Worth, Texas

WOOLLEN, DICK
ABC—Jimmie Fidler Show

WORCESTER, CHUCK
CBS—Columbia's Country Journal

WORTENDYKE, ROBERT
WTRY, Troy, N. Y.

WRIGHT, BURTON
WWJ, Detroit, Mich.

WRIGHT, WYNN
WEAF, New York, N. Y.

WYLIE, WILDER
KIDO, Boise, Idaho

— Y —

YANITOR, MICHAEL
WRBN, Warren, Ohio

YARNEL, DICK
KMMM, Grand Island, Neb.

YATES, THEADORA
CBS—Rosemary

YEEND, KENNETH
KIRO, Seattle, Wash.

YOUNG, DAVE
CBS—The Dick Haymes Show

YOUNG, ED
KDKA, Pittsburgh, Pa.

YOUNG, RUSSELL
MBS—Captain Midnight

— Z —

ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.

ZIEF, WILLIAM
WOSU, Columbus, Ohio

Writers for Radio

Advertising Agency—Network Station—Free Lance

— A —

ACE, GOODMAN
CBS—Danny Kaye Show

ADAMS, DOROTHY
WKIP, Poughkeepsie, N. Y.

ADAMS, WILLIAM J.
WHEC, Rochester, N. Y.

ADAMS, TED
CBS—We the People

ADKINS, MARYALICE
KGA, Spokane, Wash.

KHQ

ALBINSON, MARION
WPDQ, Jacksonville, Fla.

ALBRIGHT, JACK
MBS—Treasure Hour of Song

ALEXANDER, A. L.
MBS—A. L. Alexander's Meditation Board

ALEXANDER, ALTON
NBC—Hour of Charm

ALEXANDER, HI
ABC—The Charlotte Greenwood Show

ALEXANDER, MARTHA
CBS—Romance of Helen Trent

ALEY, AL
ABC—Hop Harrigan

ALGYIR, H. L.
CBS—Romance of Evelyn Winters

ALLEN, ESTHER
NBC—Truth or Consequences

ALLEN, FRED
NBC—Fred Allen Show

ANDERSON, GEORGE
CBS—Gene Autry Show

ANDERSON, NORMA
KOTA, Rapid City, S. D.

ANSEL, BILLIE B.
WDDO, Chattanooga, Tenn.

ARDEN, JAMES
WLOK, Lima, Ohio

ARMFIELD, HILL
KCRB, Sacramento, Calif.

ARMSTRONG, ROBERTA
WISH, Indianapolis, Ind.

ASHTON, RUTH
CBS—Feature Story

ATANASIN, FLORENCE
WQXR, New York, N. Y.

AYER, JANE
WTAG, Worcester, Mass.

— B —

BAILEY, J.
MBS—Queen for a Day

BALZER, GEORGE
NBC—Jack Benny-Lucky Strike Program

BARKER, AL
ABC—Terry and the Pirates

BARNES, MRS. AMANDA
WBT, Charlotte, N. C.

BARNES, JOHN
CBS—Michael Scott Presents

BARNETT, SANFORD
CBS—Lux Radio Theater

BARRETT, MARGARET
WPDQ, Jacksonville, Fla.

BARTHOLOMEW, SHIRLEY K.
KRKO, Everett, Wash.

BILL MOGLE

Writer of

"A Call From Les Paul"

"Sing, America, Sing"

for

WORLD BROADCASTING SYSTEM, INC.

. . . **RADIO WRITERS** . . .

- BATES, BARBARA**
WOW, Omaha, Neb.
- BATTEY, MARIE**
WKKH, Shreveport, La.
- BEASLEY, IRENE**
MBS—Raising a Husband
CBS—Neighbors
- BECKER, DON**
CBS—Life Can Be Beautiful
- BECKER, SANDY**
CBS—Organ Fantasies
- BECKMARK, PEGGY**
CBS—Tena and Tim
- BECKWITH, ALBERTA R.**
WSAV, Savannah, Ga.
- BELL, ORTH**
KFH, Wichita, Kans.
- BERG, BERNARD**
WMAQ, Chicago, Ill.
- BERTHOLDT, MARY**
KGVO, Missoula, Mont.
- BERTON, MAX**
WNEW, New York, N. Y.
- BESTER, AL**
ABC—Adventures of Charlie Chan
- BILLMEYER, D.**
KEX, Portland, Ore.
- BINGHAM, ELEANOR**
WFTC, Kinston, N. C.
- BINNS, BARBARA**
WSAZ, Huntington, W. Va.
- BIXBY, CARL**
CBS—Life Can Be Beautiful,
Prudential Family Hour, Reader's Digest
- BLAKE, HOWARD**
CBS—Meet the Mrs.
CBS—Mayor of the Town
- BLAKE, PEGGY**
NBC—Barry Cameron Show
- BLOODWORTH, J.**
CBS—Dick Haymes Show
- BLUMBERG, BERNARD**
KLX, San Francisco, Calif.
- BOLTON, GEORGE**
KTBI, Tacoma, Wash.
- BOOTH, WILLEN W.**
KDKA, Pittsburgh, Pa.
- BOOTHE, BARBARA**
CBS—The Jubalaires
- BOUDREAUX, LOUISETTE**
KVOL, Lafayette, La.
- BOULETTA**
ABC—The Lone Ranger
- BOWMAN, PATRICIA**
KVCV, Redding, Calif.
- BOWSER, MARGARET**
KGA, KHQ, Spokane, Wash.
- BOYD, MRS. BERLIN**
KGVO, Missoula, Mont.
- BOYE, BETTY**
ABC—Lum 'N Abner
- BRADLEY, CAROLYN**
WEW, St. Louis, Mo.
- BRADSHAW, THELMA**
KTBC, Austin, Texas
- BRADY, KATHRYN**
WLS, Chicago, Ill.
- BRANTLEY, GEORGE**
WTAR, Norfolk, Va.
- BRATSBURG, H.**
KEX, Portland, Ore.
- BRENNAN, HELEN MARIE**
KXA, Seattle, Wash.
- BRESLIN, HOWARD**
BRIDGES, W. JAMES
WIBC, Indianapolis, Ind.
- BRITTON, CLIFTON**
WGBR, Goldsboro, N. C.
- BROOKS, DAVID**
WJFF, Herrin, Ill.
- BROWN, LYMAN**
WBAP, Fort Worth, Texas
- BROWN, MAE**
WMAS, Springfield, Mass.
- BROWN, SI**
MBS—Adventures of Bulldog Drummond
- BROWNE, G. PAUL**
WAIM, Anderson, S. C.
- BRUCE, JANE**
WEW, St. Louis, Mo.
- BUDDY, PAUL**
KID, Idaho Falls, Idaho
- BUFFUM, RAY**
MBS—Rogue's Gallery
- BULLOCK, MARTHA**
WHIT, New Bern, N. C.
- BURCH, BILL**
NBC, Truth or Consequences
- BURDA, ORVILLE**
KVCV, Redding, Calif.
- BURNETT, M.**
MBS—True Detective Mysteries
- BURNS, JOSEPH**
WNHC, New Haven, Conn.
- BURROWS, ABE**
CBS—Holiday & Co.
- BUSEK, EILEEN**
KWSC, Pullman, Wash.
- BUSHNELL, LUCILE**
KSLM, Salem, Ore.
- BYRON, ED**
NBC—Mr. District Attorney

Arch Oboler

**CARL
BIXBY**

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Sturges Highway
Southport, Conn.

. . . **RADIO WRITERS** . . .

— C —

CALMER, NED
CBS—World News, Ned
Calmer and the News

CANADAY, MIROM
WMBI, Chicago, Ill.

CANTOR, RHODA
WLIB, Brooklyn, N. Y.

CAPERTON, MARGARET
KOA, Denver, Colo.

CAREY, MAUREEN
WOLS, Florence, S. C.

CARHART, JAMES
ABC—Sunday Evening Party

CARLING, FOSTER
NBC—John Charles Thomas,
Westinghouse Program

CARLO, MICHAEL
WIBX, Utica, N. Y.

CARMAN, ROBERT
WMAQ, Chicago, Ill.

CARLESCO, GEORGE
WINS, New York, N. Y.

CARPENTER, BILL
WSNY, Schenectady, N. Y.

CARRAWAY, HOWARD
ABC—Tennessee Jed

CARRE, FLORENCE
WMAQ, Chicago, Ill.

CARRINGTON, ELAINE S.
CBS—Rosemary
NBC—When a Girl Marries

CARROLL, GRACE
WGBR, Goldsboro, N. C.

CARROLL, JEAN
NBC—Laura Lawton
CBS—Our Gal Sunday

CARVELL, S. A.
WAGM, Presque, Isle, Me.

CASKY, MARGARET
KFJZ, Fort Worth, Texas

CATON, EVELINA
WFAA, Dallas, Texas

CHASE, ILKA
MBS—Ilka Chase Show

CHESTER, EDMUND
CBS—Viva America

CHEVIGNEY, HECTOR
MBS—Morton Downey Show

CHIAPPA, RUTH
WPAY, Portsmouth, Ohio

CHOPIN, DAVID
KWK, St. Louis, Mo.

CHRISTIAN, CAYE
WIP, Philadelphia, Pa.

CLARK, J. B.
WBT, Charlotte, N. C.

CLEMENTS, ALICE
ABC—Friendship Ranch

COCHRAN, HARRY
WSTV, Steubenville, Ohio

COFFIN, TED
WAGM, Presque Isle, Me.

COFFMAN, JOCILE
KSO, Des Moines, Iowa

COHAN, GLORIA
KLZ, Denver, Colo.

COHEN, OCTAVUS ROY
NBC—Amos 'N Andy

COLE, ALONZO DEEN
CBS—Crime Photographer

COLE, HILDA
NBC—The Fred Waring Show

COLEMAN, BETH
WKBV, Richmond, Ind.

COLVIG, VANCE
ABC—Breakfast in Hollywood

CONNOY, GLESS
KMO, Tacoma, Wash.

COOPER, ROBERT E.
WHBQ, Memphis, Tenn.

COREY, VICTORIA
KDKA, Pittsburgh, Pa.

CORNELL, SYD
WKRC, Cincinnati, Ohio

COTTEN, DOROTHY
WBAL, Baltimore, Md.

COTTINGHAM, YVONNE
WOW, Omaha, Neb.

COUGHLIN, FRANCIS
WGN, Chicago, Ill.

COULTER, MARGARET
WMBI, Chicago, Ill.

COWAN, IRENE
WJAS, Pittsburgh, Pa.

CRAGIN, BOB
WSNY, Schenectady, N. Y.

CRANSTON, PAT
WBAP, Fort Worth, Texas

CRONMAN, HARRY
CBS—Screen Guild

CROSS, SKEETS
WOWO, Fort Wayne, Ind.

CRUMP, IRVING J.
ABC—Jack Armstrong

CUNNINGHAM, HAROLD
KALL, Salt Lake City, Utah

CUNNINGHAM, MACK
KOVO, Provo, Utah

CUSWORTH, LOIS
WMFR, High Point, N. C.

— D —

DALTON, JANE
WSPA, Spartanburg, S. C.

DANCH, BILL
CBS—The Baby Snooks Show

DANIELS, ELIZABETH
KDAL, Duluth, Minn.

JERRY McGILL

WRITER — PRODUCER

“BIG TOWN”

*Arthur
Henley*

WRITER - PRODUCER

. . . **RADIO WRITERS** . . .

DAVIS, GARY
WMFR, High Point, N. C.

DAVIS, MAC
NBC—Bill Sterns Sports Show

DAVIS, MARY W.
WTOG, Savannah, Ga.

DAVIS, PHIL
NBC—Truth or Consequences

DAVIS, RICHARD E.
NBC—Solitaire Time

DAVIS, STANLEY
NBC—Kraft Music Hall

DAWES, EDMOND
WFIL, Philadelphia, Pa.

DAYMUDE, BETT JANE
KROW, San Francisco, Calif.

DEAN, BETTY
KCKN, Kansas City, Mo.

DeANGELO, CARLO

DECKER, DELLA WEST
NBC—Woman of America

DEE, SALLY
WOW, Omaha, Neb.

DEEGAN, MIKE
WDAS, Philadelphia, Pa.

DELANEY, MAE
WSBA, York, Pa.

DEMILING, B.
CBS—Jack Kirkwood Show

DENMARK, HARRY VAN
KTHT, Houston, Texas

De POY, DOROTHY
WTRY, Troy, N. Y.

DETRICK, JEAN
WGIL, Galesburg, Ill.

DEVINE, JERRY
ABC—This Is Your F. B. I.

DICK, DONNA
KOOS, Coos Bay, Ore.

DONALD, PETER
CBS—County Fair

DONOVAN, H.
MBS—Smilin' Ed McConnell

DOUGLAS, JACK
CBS—The Adventures of Ozzie and Harriet

DOWNES, OLIN
CBS—CBS Presents Olin Downes

DRAKE, BOB
WROL, Knoxville, Tenn.

DRAPER, BARBARA
WNOX, Knoxville, Tenn.

DRILL, HELEN
KWJJ, Portland, Ore.

DRISCOLL, DAVID
CBS—Young Dr. Malone

DUKE, AL
WKEY, Covington, Va.

DUNHAM, EDWIN L.
NBC—The Voice of Firestone

DUNKEL, JOHN
NBC—Harvest of Stars

DUNN, ANN
WHP, Harrisburg, Pa.

DUNSON, JEAN
WHK, Cleveland, Ohio

DYER, JR., TOM
KRNT, Des Moines, Iowa

— **E** —

EAKES, MARY
WGTC, Greenville, N. C.

EATON, ROBERT
WIBX, Utica, N. Y.

EDDY, LUCILE M.
KGA-KHQ, Spokane, Wash.

EDWARD, GENE
WOW, Omaha, Neb.

EDWARDS, RALPH
NBC—Truth or Consequences

EINSTEIN, HARRY
NBC—Meet Me at Parky's

EISNER, ANITA
WNHC, New Haven, Conn.

ELAM, E.
NBC—Doctor I. Q.

ELIAS, HELEN L.
WTAG, Worcester, Mass.

ELIOT, MAJOR GEORGE
FIELDING
CBS—CBS World News

ELLIOTT, LUCY
WWDC, Washington, D. C.

ENGD AHL, MARGARET
KOIL, Omaha, Neb.

ERNST, HUGH
KTBC, Austin, Texas

ESSER, WRIGHT
ABC—Glamour Manor

ETTINGER, ED
CBS—Hobby Lobby

EURE, VIRGINIA
WDBJ, Roanoke, Va.

EVANS, RICHARD L.
CBS—Salt Lake City
Tabernacle

EVERITT, TOM
CBS—American Theatre

WARD, FRANCES
WKBV, Richmond, Ind.

— **F** —

FADIMAN, EDWIN
NBC—The First Piano Quartet

WALT FRAMER

Writer-Producer-M.C.

PRODUCED
"LADIES BE SEATED"
ABC

WROTE
"THE BLACK HOOD"
MUTUAL

ORIGINATED
"THE BLESSED EVENTER"
"HAVE YOU GOT IT?"
"CLUB HOLLYWOOD"

"NAME-O"
"KIDDIE KWIZ"

CURRENT
"BREAK THE BANK"
MUTUAL

"TRY 'N' FIND ME"
C B S

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BILL MANHOFF

AND

LARRY MARKS

Head Writers

"DUFFY'S TAVERN"

RADIO WRITERS

FAIRCHILD, E. A.
WSAM, Saginaw, Mich.

FALKNER, GEORGE
CBS—The Music of Andre Kostelanetz

FALLON, PAT
WHAM, Rochester, N. Y.

FANNING, MARILYN
WBX, Utica, N. Y.

FARLEY, JOHN
WMCA, New York, N. Y.

FAWCETT, GILBERT
KDAL, Duluth, Minn.

FEE, EDNA
WSAI, Cincinnati, Ohio

FENTON, MILDRED
ABC—Detect and Collect

FERRO, M.
NBC—Lorenzo Jones

FERRO, T.
NBC—Lorenzo Jones

FERRY, NANCY
WMAN, Mansfield, Ohio

FIDLER, JIMMY
ABC—Jimmy Fidler Show

FIMBERG, HAL
NBC—Meet Me at Parky's

FINE, SYLVIA
CBC—Danny Kaye Show

FISCHER, BOB
NBC—Amos 'N Andy

FISHER, HELEN
KELO-KSOO, Sioux Falls, S. Dak.

FISHER, MARVIN
CBS—The Jack Carson Show

FISHER, MARY JANE
WTCN, Minneapolis, Minn.

FISHER, WILLIAM
WGN, Chicago, Ill.

FISHER, W. J.
KVOA, Tucson, Ariz.

FLANDERS, HARRY
WFEA, Manchester, N. H.

FLEMING, IRENE L.
WSAP, Portsmouth, Va.

FLODIN, BETSY
WMT, Cedar Rapids, Iowa

FLYNN, BESS
CBS—Bachelors Children

FLYNN, ED
WSNY, Schenectady, N. Y.

FLYNN, ROY
WAPI, Birmingham, Ala.

FOLAND, MRS. LEE
KWK, St. Louis, Mo.

FORD, MARGO
KSFO, San Francisco, Calif.

FORMAN, ED
NBC—Abbott & Costello Show

FORSBERG, MARIE
WLNH, Laconia, N. H.

FOSTER, JIM
KTBL, Tacoma, Wash.

FOX, FRED
NBC—Judy Canova Show

FOX, RUTH
CBS—Stradivari Orchestra

FOXX, RUTH
WFIL, Philadelphia, Pa.

FRAMER, WALTER
MBS—Break the Bank
CBS—Try 'N Find Me

FRANCIS, ARLENE
ABC—Blind Date

FRANK, NATHAN
WHNC, Henderson, N. C.

FRANKLIN, DEL
WSRR, Stamford, Conn.

FRANSEN, RUTH
KFI, Los Angeles, Calif.

FREDERICK, CAL
KFWB, Los Angeles, Calif.

FREED, CHARLES
CBS—Gateways to Music

FREELS, MARJORIE
WDSU, New Orleans, La.

FREEMAN, B. P.
MBS—Superman

FREEMAN, DEV
CBS—The Baby Snooks Show

FRIDEN, THELMA
KPAB, Laredo, Texas

FRIEDKE, CHUCK
KUTA, Salt Lake City, Utah

FROMMER, LARRY
WOL, Washington, D. C.

FUNT, JULIAN
CBS—Big Sister

FUTRAN, H.
NBC—Woman in White

— G —

GAINES, RUBEN
KHJ, Los Angeles, Calif.

GAME, MILDRED
CBS—Gateways to Music

GANNON, JOE
WSAI, Cincinnati, Ohio

GARDNER, ERLE STANLEY
CBS—Perry Mason

GARLINGTON, SALLY
WSAV, Savannah, Ga.

GARNER, J. E.
KFPW, Fort Smith, Ark.

GARRETT, DAVE
KOMA, Oklahoma City, Okla.

GATLING, CLOVER
WAGA, Atlanta, Ga.

GAYNOR, MARY ELIZABETH
WTRY, Troy, N. Y.

GEHRON, CLARA
WMBI, Chicago, Ill.

GEIGER, MILTON
CBS—Hollywood Star Time

GELB, PHIL
KSTP, St. Paul, Minn.

GEORGE, PHLLIS
WKST, New Castle, Pa.

GERSHON, ALICE
CBS—Behind the Scenes at CBS

GIBBONS, NANCY
WMT, Cedar Rapids, Iowa

GILLIS, DON
NBC—Carmen Cavallero Show

GILMORE, GRAEME
WAVE, Louisville, Ky.

GLAD, ART
NBC—Masquerade

GLECKMAN, W.
CBS—Celebrity Club

GOLDEN, DAVID
WPAT, Paterson, N. J.

GOLDEN, MYRON
ABC—Curtain Time

GOLDSMITH, HILDA
WKPA, New Kensington, Pa.

GOODMAN, JACK
KALL, Salt Lake City, Utah

GOODWIN, SID
ABC—Glamour Manor

GOODWING, N.
NBC—Tin Pan Alley of the Air

GOOLSBY, PAT
WYUM, Yuma, Ariz.

GORMAINE, EARL
WWJ, Detroit, Mich.

GOTTLIEB, JOSEPH
WMCA, New York, N. Y.

GRABLE, VIRGINIA
KWTO, Springfield, Mo.

GRAHAM, JACK
KFPY, Spokane, Wash.

GRANT, MARIE
KTRI, Sioux City, Iowa

GRANT, TAYLOR
ABC—Headline Edition

GREEN, BOB
ABC—The Lone Ranger

GREEN, DENNIS
MBS—Adventures of Sherlock Holmes

GREEN, IVA LEE
WWNC, Ashville, N. C.

GREENE, JOHNNY
CBS—Blondie

GREGORY, M. C.
WAGA, Atlanta, Ga.

GRIFFIN, BETTY
WBX, Utica, N. Y.

GRIFFIN, NANCY
KRKO, Everett, Wash.

GRIGSBY, NELL
KMLB, Monroe, La.

GROVE, BETTY
WTOP, Washington, D. C.

GUFFEY, JOHN W.
KSWO, Lawton, Okla.

— H —

HADDON, DAISY
WELO, Tupelo, Miss.

HAGGERT, JANET
KOIL, Omaha, Neb.

HALL, DAVID
NBC—General Motors Symphony of the Air, The Robert Merrill Show

HAMILTON, FAM
KLZ, Denver, Colo.

HAMMERICKSEN, HELEN
WMBH, Joplin, Mo.

HAMMERSLEY, EVADNA
KOA, Denver, Colo.

HARDING, BARBARA
WMVA, Martinsville, Va.

HARLER, BETTY
WGIL, Galesburg, Ill.

HARMON, DAVE
NBC—Chesterfield Supper Club

HARNETT, JOEL W.
KTSM, El Paso, Texas

HART, EVELYN
NBC—Just Plain Bill

HARVEY, JACK
CBS—The Joan Davis Show

HARVEY, KING
KBST, Big Spring, Texas

HARVEY, RAY
CBS—County Fair
ABC—County Fair

HAWK, BOB
CBS—The Bob Hawk Show

HAWKINS, RACHEL
WGTC, Greenville, N. C.

HAYS, LARRY
KHJ, Los Angeles, Calif.

HAZAM, LOU
NBC—Home Is What You Make It

HEADY, ELEANOR
KRBM, Bozeman, Mont.

HEATER, GABRIEL
MBS—Gabriel Heatter

HELM, FRANCES
WEAP, Fort Worth, Texas

HELWICK, E.
CBS—Bob Crosby Show

HENLEY, ARTHUR
NBC—Honeymoon in New York, This Month, Tangee Varieties, Lambs Gambol.

HENNING, HAROLD
WKIP, Poughkeepsie, N. Y.

HENNING, PAUL
NBC—Burns & Allen Show

HENRITZE, BETTY
WROL, Knoxville, Tenn.

HENRY, BILL
CBS—Bill Henry Show

HENRY, HELEN
WSAM, Saginaw, Mich.

RADIO WRITERS

HERRICK, JERRY

WBAB, Madison, Wis.

HERST, GLADYS

KLX, San Francisco, Calif.

HEWITT, ADA

WFPK, Atlantic City, N. J.

HEYWARD, LOUIS M.

Startime, Sports Star Special, American School of the Air, Follow the Band, Who's Cuckoo Now

HICKS, EDWIN P.

KFPW, Fort Smith, Ark.

HILL, JR., AL

KMPK, I Am An American

HINDMAN, BETTY

KWTO, Springfield, Mo.

HINELY, MARY

WTOG, Savannah, Ga.

HOLLAND, CAROL

KGVO, Missoula, Mont.

HOLLAND, GERALD

NBC—The Teentimers Club

HOLLOWAY, C.

KEX, Portland, Ore.

HOLLOWAY, JEAN

CBS—Theatre of Romance

HOLMES, JEANNE

WSOY, Decatur, Ill.

HOLT, CORRINE

WCCO, Minneapolis, Minn.

HOLT, FELIX

CBS—Cimarron Tavern

HOOVER, DON

WJMS, Ironwood, Mich.

HOPPER, HEDDA

ABC—Hedda Hopper Show

HOUSEMAN, KENNETH

WFEA, Manchester, N. H.

HOUSTON, KEN

ABC—Coronet Front Page

HOUSTON, MARJORIE

KCKN, Kansas City, Mo.

HOUSTON, PHYLLIS

WSNJ, Bridgeton, N. J.

HOWARD, B. J.

WMBR, Jacksonville, Fla.

HOWE, JON A.

KICD, Spencer, Iowa

HOWELL, RUTH

CBS—It Pays to Be Ignorant

HUGHES, RUSS

NBC—Cavalcade of America

HULSE, HARRY

KFBI, Wichita, Kan.

HUMMERT, ANNE

NBC—Stella Dallas

HUMMERT, FRANK

NBC—Manhattan Merry Go

HUNDREDMARK, E. K.

WHAM, Rochester, N. Y.

HUNT, BILLIE

WMBH, Joplin, Mo.

HUNTLEY, CHARLES H.

WGY, Schenectady, N. Y.

HUNTLEY, LESTER

CBS—Ma Perkins

HURD, BETTY

WCAU, Philadelphia, Pa.

HURLEY, DORIS

MBS—Those Websters

HURLEY, FRANK

MBS—Those Websters

HYAMS, BEN

CBS—New York Philharmonic, Philadelphia Orchestra, Invitation to Music, E. Power Biggs, Eileen Barton & Columbia Concert Orchestra

HYDE, JOHN T.

KOVO, Provo, Utah

— I —

ISAAC, ROSE

WJMS, Ironwood, Mich.

— J —

JACK, ARLENE

KDKA, Pittsburgh, Pa.

JACKSON, C. W.

WTAW, College Station, Texas

JACKSON, DALE

KDKA, Pittsburgh, Pa.

JACKSON, MAVIS

WTAG, Worcester, Mass.

JESKE, GEORGE

NBC—Truth or Consequences

JESSE, MARY JANE

WAVE, Louisville, Ky.

JOHNSON, DORIS

WCAP, Asbury Park, N. J.

JOHNSON, DUANE

KOY, Phoenix, Ariz.

JOHNSON, JANET

WBAL, Baltimore, Md.

JOHNSON, MARJORIE JANE

WWNC, Asheville, N. C.

JOHNSON, NATALIE

CBS—Ma Perkins

JONES, ARTHUR T.

KXOX, St. Louis, Mo.

JONES, JAY F.

NBC—Philip Morris Follies of 1946

JONES, RITA

KENO, Las Vegas, Nev.

JOSEFBERG, MILTON

NBC—The Jack Benny Program, Fitch Bandwagon

JOST, NORMA

KTSW, Emporia, Kan.

JUNEMAN, JERRY

KNOE, Monroe, La.

— K —

KANE, ALTA JEAN

WICA, Astabula, Ohio

KANE, JOSEPH

MBS—Break the Bank

KATE, MARION

WFAA, Dallas, Texas

KAYE, NIKKI

WGN, Charm School Presenting Nikki Kaye, WCFL

KAZARIAN, ANN

WIBA, Madison, Wis.

KEEFE, HOWARD S.

WSPR, Springfield, Mass.

KEEN, HAROLD

KGB, San Diego, Calif.

KELLER, EVELYN L.

WFIC, Sharon, Pa.

KELLEY, PAT

KFI, Los Angeles, Calif.

KELLY, MARGARET

WOW, Omaha, Neb.

KEMP, JUANITA W.

WPDQ, Chattanooga, Tenn.

KEMPTON, CHRISTINE

NBC—Consumer Time

KENNEDY, MARY

WFAT, Patterson, N. J.

KENT, MONA

NBC—Portia Faces Life

KENT, PRISCILLA

CBS—Those Websters

KESSLER, DAROL

WRAW, Reading, Pa.

KIDD, H. L., JR.

WTAW, College Station, Texas

KINGSLEY, RUTHANNE

WLAP, Lexington, Ky.

KINLER, BETTY

WJPF, Herrin, Ill.

KIRBY, BILL

WJMS, Ironwood, Mich.

KIRK, PETER

WMBI, Chicago, Ill.

KIRKWOOD, JACK

CBS—The Jack Kirkwood Show

KLOSE, VIRGINIA

CBS—Mommie and the Men

KLOSE, WILLARD

CBS—Mommie and the Men

KNICKREM, LOIS

KEVR, Seattle, Wash.

KNOFF, ELMER

WDFD, Flint, Mich.

KOENNECKE, BETTY

KWJJ, Portland, Me.

KRAMER, NORMAN R.

KSFO, San Francisco, Calif.

KRAMER, WALTER

MBS—Break the Bank

KRAUSHAAR, ANGELIQUE

KALB, Alexandria, La.

KRAUSS, ARTHUR

WISH, Indianapolis, Ind.

KREGGLOH, HUBERT

WSPR, Springfield, Mass.

KRULOVITCH, ROME

WHA, Madison, Wis.

— L —

LaFRANDRE, JACK

WGN, Chicago, Ill.

LaGUARDIA, F. H.

ABC—LaGuardia Speaks

LAMBERT, JANIE MARIE

WHIS, Bluefield, W. Va.

LANGAN, TOM

CBS—Your Hit Parade

LANSWORTH, LEW X.

KXEL, Waterloo, Ia.

LARSON, RUTH

LARSON, SHIRLEY

KYSM, Mankato, Minn.

LATTO, LOIS

WHK, Cleveland, Ohio

LaurIE, BILL

KNET, Palestine, Texas

LAWLOR, BOYD W.

WIP, Philadelphia, Pa.

LEASON, DELL

KDYL, Salt Lake City, Utah

LeBLANC, LUCILLE

KVOL, Lafayette, La.

LEE, S.

CBS—Request Performance

LEMKE, IRMA

WGY, Schenectady, N. Y.

LESLIE, ALEEN

NBC—A Date With Judy

LESLIE, IRA

WERC, Birmingham, Ala.

LESLIE, PHIL

CBS—The Beulah Show

LEWELLYN, JOHN

ABC—Quiz Kids

LEWERTH, MARGARET

NBC—Highways in Melody

CBS—Powder Box Theatre

LEWIS, MILTON

CBS—The Adventures of the Thin Man

LIGHT, MABEL C.

WDOD, Chattanooga, Tenn.

LINDH, FRANCES

KDKA, Pittsburgh, Pa.

LINDHOLM, PEGGY

KYSM, Mankato, Minn.

LINGO, ELIZABETH

WPK, Alexandria, Va.

LINKLETTER, ART

NBC—People Are Funny

LIPSCOTT, ALAN

NBC—The Life of Riley

LITTLE, HERB

CBS—The Joan Davis Show

LOAR, ISABELLE

KXEL, Waterloo, Ia.

RADIO WRITERS

LONG, CHESTER
WENS, Columbus, Ohio

LORD, PHILLIPS
ABC—Counterspy,
Gangbusters

LOWTHER, GEORGE
MBS—Tom Mix

LYNCH, NED
KNAK, Salt Lake City, Utah

LYNCH, PEG
ABC—Private Lives of Ethel
& Albert

LYONS, ROGER
CBS—Great Moments in Music

— M —

MABIE, R. THOMPSON
KFQ, St. Joseph, Mo.

MACK, NILA
CBS—Let's Pretend

MacMURTIE, MARY
KVOA, Tucson, Ariz.

MADDEN, DIXIE
KNOE, Monroe, La.

MALONE, TED
ABC—Ted Malone

MANHOFF, BILL
NBC—Duffy's Tavern

MANSFIELD, MURIEL
KRNT, Des Moines, Iowa

MARCIN, MAX
CBS—Crime Doctor

MARION, IRA
ABC—Present from Hollywood

MARKS, LARRY
NBC—Duffy's Tavern

MARKS, R.
NBC—Rudy Vallee Show

MARTINI, ROLAND
CBS—Saturday Night Serenade

MARQUIS, ARNOLD
NBC—The Pacific Story

MAYER, HEIDY
WPDQ, Jacksonville, Fla.

MAYFIELD, MARTHA
KWTO, Springfield, Mo.

MAZEN, PAULINE
KEVR, Seattle, Wash.

McCARTER, BERNICE
WFOY, St. Augustine, Fla.

McCARTHY, STEVE
WMBR, Jacksonville, Fla.

McCLESKEY, BEN
WFAA, Dallas, Texas

McCONNOR, VINCENT
CBS—It's Maritime

McCOY, MARGARET
KOOS, Coos Bay, Oregon

McCRACKEN, RUSSELL
ABC—Radio Hall of Fame

McFADYEN, JOANNE
KJBS, San Francisco, Calif.

McGEEHEE, CHARLES W.
WSGN, Birmingham, Ala.

McGILL, JERRY
CBS—Big Town

McGRATH, GABRIELLE
KENO, Las Vegas, Nev.

McGREVEY, JOHN
KTAR, Phoenix, Ariz.

McKEE, BURT F., JR.
WAPI, Birmingham, Ala.

McKINNON, JOSEPHINE
WMC, Memphis, Tenn.

McLEOD, VICTOR
NBC—Bob Burns Show

McNEIL, IDA
KGFX, Pierre, S. Dak.

McNERNEY, FRANCIS
WTOL, Toledo, Ohio

McNOLDY, JAMES A.
WDZ, Tuscola, Ill.

McPHERSON, MARGARET
WHKK, Akron, Ohio

MEDBURY, J. P.
CBS—Adventures of Ozzie &
Harriet

MELTZER, LOU
NBC—Raleigh Room

MENEFEE, SELDEN
NBC—Our Foreign Policy

MENKIN, LARRY
CBS—The Sparrow and the
Hawk

MERIDAN, JOHN L.
WSTV, Steubenville, Ohio

MEREDITH, JEAN
WHK, Cleveland, Ohio

MEVES, MARION
WBHY, Appleton, Wis.

MEYER, JEANNE
CBS—The Four Clubman

MEYERS, ART
WCAP, Asbury Park, N. J.

MICKEL, MARTHA
WOWO, Fort Wayne, Ind.

MILES, MARY E.
KFAA, Helena, Ark.

MILLER, ALBERT G.
NBC—Carnation Contended
Program

MILLS, PAT
CBS—Those Websters

MILLS, PAT
WAYS, Charlotte, N. C.

MILSTEAD, CLAUDE
WJPR, Greenville, Miss.

MITCHELL, ALFRED T.
WOI, Ames, Iowa

MITCHELL, DON
WAGA, Atlanta, Ga.

MITCHELL, JILL
ABC—Darts for Dough

MOGLE, BILL
A Call from Les Paul
Sing, America, Sing

MOORE, FRANK
NBC—Chesterfield Supper
Club

MOORE, MAX S.
KFAA, Helena, Ark.

MOORE, RUTH S.
NBC—The Baxters

MOORE, SAM
NBC—The Great Gildersleeve

MORGAN, JOHN CARL
WINC, Winchester, Va.

MORGAN, RICHARD
WBEN, Buffalo, N. Y.

MORRIS, MARGOT
WILL, Urbana, Ill.

MORRISON, CHESTER
ABC—Chester Morrison

MORSE, CARLTON E.
NBC—His Honor the Barber
NBC—One Man's Family

MORSE, MOLLY
KGB, San Diego, Calif.

MORTON, JERRY
KLX, San Francisco, Calif.

MOSS, BOB
NBC—Amos 'N Andy

MOSS, HERB
NBC—Raleigh Room

MUNSCH, LOUISE
WEW, St. Louis, Mo.

MUNSON, GORDON
WOI, Ames, Ia.

MURPHY, DONNA
KOIL, Omaha, Neb.

MURPHY, KATHRINE
WSTP, Salisbury, N. C.

MURPHY, LU
WHAS, Louisville, Ky.

MURPHY, WILLIAM
NBC—Doctors at Home

MURRAY, DAVE
NBC—Grand Ole Opry

MURROW, EDWARD R.
CBS—Edward R. Murrow

MUSE, JIM
KLO, Ogden, Utah

MUSSINON, DOUGLAS
KWJB, Globe, Ariz.

MYERS, TERESA M.
WTAL, Tallahassee, Fla.

— N —

NATHAN, FRANCES
WQXR, New York, N. Y.

NEGRI, ELEANOR
WAJR, Morgantown, W. Va.

NEWELL, DAVE
ABC—Fishing and Hunting
Club of the Air

NICHOLSON, VALERIE
WSTP, Salisbury, N. C.

NICKLE, RUTH ANN
WCAE, Pittsburgh, Pa.

NIGHTINGALE, EARL
WJNC, Jacksonville, N. C.

NORRIS, KATHLEEN
CBS—A Woman's Life

NOWINSON, DAVE
KFI, Los Angeles, Calif.

— O —

OBOLER, ARCH
MBS—Arch Oboler Plays

ODAMES, ELIZABETH
WIBX, Utica, N. Y.

O'HOLLARAN, BILL
WOW, Omaha, Neb.

OLIVER, EDITH
CBS—Take It or Leave It

OLSON, D. J.
KICD, Spencer, Iowa

O'MALLA, BETTY
WBAX, Wilkes-Barre, Pa.

OPPENHEIMER, JESS
CBS—The Baby Snooks Show

O'REGAN, MARGARET
WELO, Tupelo, Miss.

ORGILL, JAMES
WGAR, Cleveland, Ohio

ORMSBY, BURKE
KTBI, Tacoma, Wash.

ORR, JOHN T.
WBRC, Birmingham, Ala.

— P —

PACKARD, ELON
NBC—Kraft Music Hall

PAGE, JOHN N.
KDYL, Salt Lake City, Utah

PAINE, VIRGINIA
KRKO, Everett, Wash.

PALMER, HARRY
WMVA, Martinsville, Va.

PARSONS, LOUELLA
ABC—Louella Parsons Show

PATTEE, FLOYD
WTIC, Hartford, Conn.

PAUL, NORMAN
ABC—The Alan Young Show

PEARSON, BUD
MBS—The Fresh Up Show

PEARSON, DREW
NBC—Drew Pearson

PENDERGAST, CHARLES
KRBC, Abilene, Texas

PENSON, BETTY
KTFL, Twin Falls, Idaho

PERLING, EVELYN
WSGN, Birmingham, Ala.

RADIO WRITERS

PERRIN, E.
WSAZ, Huntington, W. Va.

PERRIN SAM
NBC—The Jack Benny Program

PETERS, BARBARA
KLZ, Denver, Colo.

PETERSON, VIRGINIA
WOI, Ames, Ia.

PFEIFER, MARGOT
WWJ, Detroit, Mich.

PHARES, FRANK
CBS—Star Theatre

PHILLIPS, ART
CBS—Maisie

PHILLIPS, IRNA
NBC—The Guiding Light, Masquerade, Today's Children

PHILLIPS, IRVING
KCRS, Sacramento, Calif.

PHILLIPS, PAUL
WCAU, Philadelphia, Pa.

PHLEGAR, JANE
WTMV, E. St. Louis, Ill.

PIGGOTT, CARL
WHTT, New Bern, N. C.

PIMSLER, HAROLD
KOMA, Oklahoma City, Okla.

PINNEY, GLADYS
KSL, Salt Lake City, Utah

POLI, CELESTE
WFOY, St. Augustine, Fla.

POLIZOTTO, FLO
WJBO, Baton Rouge, La.

POLLOCK, GRANT
WINC, Winchester, Va.

POPE, EDWIN
WGAU, Athens, Ga.

POPE, LOREN
WOL, Washington, D. C.

PORTER, R. RUSSELL
KTSW, Emporia, Kans.

POSNER, HENRY
WIP, Philadelphia, Pa.

POTTER, ED
KTEC, Austin, Tex.

POWER, IOLA
KFE, Wichita, Kans.

PRAY, RUPERT
CBS—Electric Hour

PRICE, JOHN
WHP, Harrisburg, Pa.

PRINDLE, JOHN
NBC—Abbott & Costello

PUDNEY, EARLE
WGY, Schenectady, N. Y.

PUTNAM, JOY
WTAG, Worcester, Mass.

— Q —

QUINN, DON
NBC—Fibber McGee and Molly

QUINN, LOUIE
ABC—Radio Hall of Fame

— R —

RAGAWAY, MARTIN
ABC—County Fair
CBS—County Fair, The Milton Berle Show

RAUGHT, KENNETH
CBS—Sing Along Club

REDDY, JOHN
ABC—Bride and Groom

REDFORD, BILL
ABC—Ladies Be Seated

REDMOND, DICK
WHP, Harrisburg, Pa.

REED, ROD
ABC—The Woody Herman Show

REEVES, MARY W.
NBC—David Harum

REILLY, GENE
WGBS, Miami, Fla.

RETZLAFF, ARTHUR
WFDF, Flint, Mich.

REYNOLDS, QUENTIN
MBS—Quentin Reynolds

RICE, AL
WLS, Chicago, Ill.

RICE, GERALD
MBS—Double or Nothing

RICE, HELEN
KLO, Ogden, Utah

RICHARDSON, MARGARET
WGTC, Greenville, N. C.

RIGHTON, ADDY
CBS—Valiant Lady

RIDGLEY, HARRY
WTAM, Cleveland, O.

RILEY, WILLIAM J.
KRRT, Des Moines, Ia.

RINKER, C.
ABC—G'amour Manor

ROBINSON, HAROLD
WMAN, Mansfield, O.

ROBINSON, KEN
CBS—Island Venture

ROBINSON, MARGARET
WGN, Newburgh, N. Y.

ROBINSON, NEIL
WSRR, Stamford, Conn.

ROEBUCK, BEN
WRRF, Washington, N. C.

ROGERS, ROZ
ABC—Lum 'N Abner

ROHDE, PIERRINA ZAMPATTI
WTAG, Worcester, Mass.

ROUGHT, KENNETH
ABC—Blind Date

ROMAN, LARRY
CBS—Nelson Eddy Show

ROSE, JACK
CBS—The Jack Carson Show

ROSE, STAN
KTSW, Emporia, Kans.

ROSEN, SAM
KSTP, St. Paul, Minn.

ROSS, GEORGE
KDON, Monterey, Calif.

ROSS, LILLIAN
KOTA, Rapid City, S. D.

ROSTEN, NORMAN
NBC—Telephone Hour

RUSSELL, FRED
WSAI, Cincinnati, O.

RUSSELL, RAY L.
WOPI, Bristol, Tenn.

RUST, NATHAN D.
KPAB, Laredo, Tex.

RUTENBURG, DORCAS
WHAS, Louisville, Ky.

— S —

SAMUELS, ROSA LEE
KFXJ, Grand Junction, Colo.

SANDEFFER, EVA
WEEU, Reading, Pa.

SANGSTER, MARGARET
ABC—My True Story

SAWYER, CAROLYN
WDDO, Chattanooga, Tenn.

SAWYER, VERNE
KMO, Tacoma, Wash.

SAXON, BOB
Shows: Front Page Farrell

SCHUEER, JOHN D.
WFIL, Philadelphia, Pa.

SCHLIEFER, KENNETH
WGIL, Galesburg, Ill.

SCHRAA, MARY
WHA, Madison, Wis.

SCHRODE, KAY
WBAX, Wilkes-Barre, Pa.

SCHROEDER, JOE
KCMC, Texarkana, Tex.

SCHWARTZ, AL
NBC—Bob Hope Show

SCHWARTZ, DAVE
ABC—The Alan Young Show

SCOTT, ASHMEAD
NBC—Life of Riley

SEEPE, CAROLINE
WNOX, Knoxville, Tenn.

SELINGER, H.
NBC—Joyce Jordan, M. D.

SEYMOUR, ADELE
CBS—Light of the World

SEYMOUR, DAN
ABC—Musical Autographs

SHANNON, DONNIE
WWDG, Washington, D. C.

SHAW, MEL
WMAQ, Chicago, Ill.

SHEA, BILL
WNEW, New York, N. Y.

SHER, CAROL
WDSM, Superior, Wis.

SHERMAN, RUTH
KOTA, Rapid City S. D.

SHERRILL DAVID
WQXR, New York, N. Y.

SHIP, REUBEN
NBC—Life of Riley

SHIRER, WILLIAM L.
CBS—William L. Shirer

SHRADER, BYRON
KALE, Portland, Ore.

SIMON, ALFRED
WQXR, New York, N. Y.

SIMON, BETSEY ALLEN
WFHR, Wisconsin Rapids, Wis.

SINCLAIR, CHARLIE
Shows: Junior Miss, Haunting Hour, One Man's Destiny (UP)

SINGER, S.
NBC—Jack Haley

SKELTON, EDNA
NBC—The Skelton Scrapbook

SKLAR, MICHAEL
WMA, New York, N. Y.

SLOAN, R.
CBS—Celebrity Club

SLOCUM, ORA
WELQ, Tupelo, Miss.

SLON, SIDNEY
ABC—Dick Tracy

SMILEY, BILL
KLO, Ogden, Utah

SMITH, AGNES
KOOS, Coos Bay, Oregon

SMITH, BOB
WBEW, Buffalo, N. Y.

SMITH, BOB
CBS—The Andrews Sisters Show, Jack Smith Show

SMITH, BURRELL
WGY, Schenectady, N. Y.

SMITH, E. JANE
WJAP, Washington, Pa.

SMITH, JOE BATES
MBS—The Shadow

SMITH, MARGARET
KXEL, Waterloo, Ia.

SMITH, MARGARET
KFY, Spokane, Wash.

SNOWDEN, WILLIAM A.
WTAL, Tallahassee, Fla.

SOMMERS, JAY
CBS—The Joan Davis Show

SPEER, JOHN
KFH, Wichita, Kans.

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RADIO WRITERS

. . .

SPRIGGS, C. O.
WTAW, College Station, Texas

STAMPER, POWELL
MBS—Opry House Matinee

STANDAGE, MEL
KALL, Salt Lake City, Utah

STARK, SHELDON
ABC—Headline Edition

STEIN, JOE
NBC—Raleigh Room

STEWART, CHARLES
CBS—The Beulah Show

STIDOLPH, DAVID
KWSC, Pullman, Wash.

STILWELL, JACK
WLS, Chicago, Ill.

STITHAM, HELEN
WAGM, Presque Isle, Me.

STONE, LYNN
CBS—Valiant Lady

STORMS, EDNA
KFPY, Spokane, Wash.

STRIKER, FRAN
ABC—The Lone Ranger

STRUNSKY, RICHARD
WQXR, New York, N. Y.

STEULPNAGEL, F.
KVCV, Redding, Calif.

SUULIVAN, JOHN
KFJZ, Fort Worth, Texas

SUSAN, VIOLET
KSFO, San Francisco, Calif.

SWANSON, MARGE
WFDF, Flint, Mich.

SWART, MARY JEAN
WPEN, Philadelphia, Pa.

SWINEHART, TRULA
KGA-KHQ, Spokane, Wash.

SWING, FRANCES
WKRC, Cincinnati, O.

— T —

TACKABERRY, JOHN
NBC—The Jack Benny Program

TADE, GEORGE
WILL, Urbana, Ill.

TAGGART, BYRON
WKRC, Cincinnati, Ohio

TANKSLEY, RUTH
WGBS, Miami, Fla.

TARLTON, ANN
KFJZ, Fort Worth, Texas

TAYLOR, FRANCES
WLAP, Lexington, Ky.

TAYLOR, HENRY
CBS—The Jack Carson Show

TAYLOR, PAT
WMFR, High Point, N. C.

TAYLOR, SAM
NBC—Harvest of Stars

TAZEWELL, CHARLES
CBS—Mayor of the Town

TEICHMANN, HOWARD
NBC—Road of Life

THELEN, MAXINE
KRNT, Des Moines, Ia.

THOMA, MARJORIE
KDKA, Pittsburgh, Pa.

THOMAS, GIL
KFI, Los Angeles, Calif.

THOMAS, LOWELL
NBC—Lowell Thomas

THOMAS, RITA
WEHC, Columbus, O.

THOMAS, RUTH ANN
KCKN, Kansas City, Mo.

THOMPSON, BETTY
KJBS, San Francisco, Calif.

THOMPSON, JANE
WBEN, Buffalo, N. Y.

TILLE, JANE
KHBG, Okmulgee, Okla.

TINNEY, CAL
ABC—Relax With Cal Tinney

TOBIAS, RUTH
WPEN, Philadelphia, Pa.

TODD, ELIZABETH
NBC—Backstage Wife

TOEFFNER, JEAN
WBNS, Columbus, Ohio

TOPE, RITA
KTRI, Sioux City, Ia.

TREMAINE, FRANCES
KEVR, Seattle, Wash.

TRIMBLE, EDYTH SMITH
WDSU, New Orleans, La.

TRINLER, MIMI
WDOD, Chattanooga, Tenn.

TURNER, RUSSELL
WOL, Washington, D. C.

— U —

ULMEN, LORETTA
KYSM, Mankato, Minn.

VAN PELT, MARGARET
WMBR, Jacksonville, Fla.

VELLIGUTH, EVELYN
WEBC, Memphis, Tenn.

VINCENT, ED
WJPR, Greenville, Miss.

VOLPE, MARGARET
WSAY, Rochester, N. Y.

— W —

WACULA, CLEMENTINE
KMO, Tacoma, Wash.

WADDELL, JANE
WSOY, Decatur, Ill.

WADE, VIRGINIA
WCED, Dubois, Pa.

WALDBOTT, HELEN
CBS—Meet the Mrs.

WALKER, ELEANOR
WAIR, Winston-Salem, N. C.

WALKER, FRANKIE COLLYER
WFOY, St. Augustine, Fla.

WALL, DOROTHY
WSAY, Rochester, N. Y.

WALPOLE, HELEN
NBC—Stella Dallas

WANG, GENE
MBS—Quick as a Flash

WARNER, FORD
KDON, Monterey, Calif.

WASHBURN, JEANETTE
KGB, San Diego, Calif.

WASSENBERG, R. W.
KROW, Oakland, Calif.

WAYNE, SHIRLEY
WOWO, Fort Wayne, Ind.

WEATHERS, WINSTON
KWON, Bartlesville, Okla.

ELLS, MARJORIE
WTOL, Toledo, O.

WEST, NORRIS
WCAU, Philadelphia, Pa.

WEST, PAUL
CBS—Billie Burke Show

WETZLER, JOSEPHINE
WLS, Chicago, Ill.

WHEATON, GENE
CBS—Frank Sinatra Show

WHEDON, JOHN
NBC—The Great Gildersleeve

WHITE, LES
MBS—The Fresh Up Show

WHITE, VESTA
WSGN, Birmingham, Ala.

WHITNEY, PHIL
WINC, Winchester, Va.

WILCOX, JUANITA
WHKC, Columbus, Ohio

WILKINSON, RICHARD
MBS—Murder Is My Hobby

WILLIAMS, BRAD
KUTA, Salt Lake City, Utah

WILLIAMS, NELLI G.
WRNL, Richmond, Va.

WILLIAMS, RALPH ROGER
WGAU, Athens, Ga.

WILLS, SI
CBS—The Joan Davis Show

WILSON, BEN
KMOX, St. Louis

WILSON, GEORGE EARLE
KWTO, Springfield, Mo.

WILSON, GEORGE H.
WSTV, Steubenville, O.

WILSON, JACK
NBC—Eileen Barton Show

WILSON, MARGARET
WNHC, New Haven, Conn.

WINCHEL, WALTER
ABC—Walter Winchell Show

WISHENGRAD, MORTON
NBC—The Eternal Light

WOLF, GRAYCE
WCRS, Greenwood, S. C.

WOLZ, FREDA
WEMP, Milwaukee, Wis.

WOOLEY, SADIE L.
WTAL, Tallahassee, Fla.

WORCESTER, CHUCK
Columbia's Country Journal

WRAY, OLIVE HENRY
WSLI, Jackson, Miss.

WRIGHT, JEAN
ABC—Constance Bennett Show

WRIGHT, SHERMAN J.
WBNY, Buffalo, N. Y.

— Y —

YOUNG, VERNON A.
KVOA, Tucson, Ariz.

YOUNG, MARTIN H.
ABC—Famous Jury Trials

YOUNG, JOHN
CBS—The Second Mrs. Burton

YOUNG, JOHN M.
NBC—Right to Happiness

— Z —

ZIMMERLE, LORRAINE
WTMV, E. St. Louis, Ill.

ZIMMERMAN, CHRISTIE
WIS, Columbia, S. C.

ZLOGAR, MARCELLA
WHBG, Harrisburg, Pa.

ZOMER, KARL
KFJX, Grand Junction, Colo.

Radio Directors

—and their work during 1945

— A —

ACE, GOODMAN
CBS—Danny Kaye Show.
ADAMS, WENDELL
CBS—Viva America.
ADAMS, WYLE
ABC—Terry and the Pirates.
AINLEY, JOE
CBS—First Nighter.
ALEXANDER, ALTON
MBS—Meditation Board.
ALLISON, ROBERT
ANDREWS, MARTIN
ABC—My True Story.
ARMBRUSTER, CYRIL
MBS—Real Stories From Real Life.
ASHLEY, IRA
CBS—Grand Central Station.
ATWELL, MARTHA
NBC—David Harum, Lora Lawton.
AVERY, IRA
CBS—Armstrong's Theatre Of Today.
AYERS, KIRBY

— B —

BARBOUR, OLIVER
CBS—Life Can Be Beautiful.
BARNES, HOWARD
CBS—Janette Davis.
BARNES, JOHN
CBS—Michael Scott Presents.
BARTHOLOMEW, GEORGE
BASS, LEONARD L.
BECKER, JOHN
CBS—Time to Remember, Transatlantic Call, People to People.
BECKER, SANDY
CBS—Organ Fantasies.
BELL, JOSEPH
BELLI, LIDO
BENDICK, ROBERT
BENNETT, TOM
BERG, GERTRUDE
BERNARD, DON
NBC—Life of Riley.
BERNS, LARRY
CBS—Jack Carson Show.
BESTER, AL
ABC—Adventures of Charlie Chan.
BETHEL, FRED
CBS—Powder Box Theatre.
BIXBY, CARL
CBS—Readers Digest—Radio Edition.
BLISS, TED
CBS—The Baby Snooks Show.
BORSK, ELMER M.
BOWER, ROGER
MBS—Treasure Hour of Song.
BOWMAN, MARGUERITE H.

BOWMAN, PHIL
CBS—Ma Perkins.
BRATTAIN, JOE
NBC—Carnation Contended Program.
BRAUN, GIL
The Avenger.
BRENNAN, WILLIAM
CBS—Jack Smith Show.
BRILMEYER, BOB
CBS—Try 'N Find Me.
BRONSON, EARL
ABC—Wake Up and Smile.
BROWN, BOBBY
CBS—The First Line.
BROWN, HIMAN
CBS—Adventures of the Thin Man, Inner Sanctum.
BROWN, MILTON
NBC—Joyce Jordan, M. D.
BUBECK, HARRY
NBC—The Baxters.
BUCHANAN, STEWART
CBS—The Second Mrs. Burton.
BUCKWALTER, JOHN
BURNETT, NICKI
BUSS, FRANCES
BYRON, ED
NBC—Mr. District Attorney.
BYRON, WARD
NBC—Philip Morris Follies.

— C —

CARNEY, JOHN
CBS—Sing Along Club, Give and Take.
CARR, FREDERIC
CARROLL, EDWARD R.
CHAIN, HUBERT V.
CHAPIN, LOU
CHARLES, BUNNY
CBS—Great Moments in Music.
CHARLES, DICK
ABC—Relax With Cal Tinney.
CLARK, DON
CBS—This Is My Best.
CLARK, JAY
NBC—Can You Top This.
CLARKE, JOHN HISSEY
CLEARY, JOHN
ABC—Sammy Kaye's Sunday Serenade.
CLEMENTS, ALICE
ABC—Friendship Ranch.
COHAN, PHIL
Durants—Moore Show.
COLIHAN, ROSEMARY
COLLINS, TED
CBS—Kate Smith Sings, Kote Smith Speaks.
COOLEY, LEE
COPE, DON
CORDAY, TED
CORWIN, NORMAN
CREAMER, GEORGE

— D —

D'ANGELO, CARLO
MBS—Adventures of the Falcon.
DANIEL, CLAY B.
DANIEL, OLIVER
ABC—Boston Symphony Orch.
DAVIDSON, ALFRED
DAVIS, NEWELL
DAVIS, STANLEY
DAWSON, RONALD
CBS—It's Maritime.
DELINE, JIM
CBS—Serenade From Syracuse.
DELLA, CIOPPA, GUY
DEVINE, JERRY
ABC—This Is Your FBI.
DICK, HENRY W.
DIETZ, JOHN
CBS—Cimarran Tavern, Crime Photographer.
DODGE, BRUCE
DODGE, FRANK
DOUGHTEN, WILLIAM
DOWNES, EDWARD RAY
DRYER, SHERMAN
MBS—Exploring the Unknown.
DUCOVNY, ALLEN H.
DUCOVNY, DUKE
MBS—Superman.
DUERR, EDWIN
CBS—Aldrich Family.
DUMONT, PAUL
NBC—Bill Stern.
DUNHAM, EDWIN L.
NBC—Voice of Firestone.

— E —

EASTMAN, CARL
MBS—Hercule Poirot.
ELTON, DAVE
CBS—Adventures of Ozzie & Harriet.
ENGELBACH, DEVERE
MBS—Rogue's Gallery.
ERNST, BUD
MBS—Queen For A Day.
ESSER, WRIGHT
ABC—Orson Welles' Almanac
EURANK, GENE
NBC—Just Plain Bill.
EVANS, RICHARD L.
CBS—Salt Lake City Tabernacle Choir & Organ.
EYXON, WILLIAM
ABC—The Christian Science Monitor Views the News.

RADIO DIRECTORS

— F —

FASSETT, JAMES H.
CBS—New York Philharmonic

FICKETT, HOMER
ABC—Theater Guild on the Air.

FICKETT, KENNETH
FILION, ROSS

FISHBURNE, ALAN
ABC—Coronet Front Page.

FISHER, MARJORIE

FITZGERALD, EDWARD
ABC—Professor Quiz.

FRANKLIN, PAUL
CBS—Jack Kirkwood Show.

FREED, CHARLES
CBS—Encore Appearance, Eileen Farrell & the Columbia Concert Orch., Gateways to Music, Invitation to Music, Mona Paulée.

FRENCH, KENNETH
NBC—America United, Consumer Time.

— G —

GANNON, THEODORE
GARRISON, GARNET
GERNANN, WILLIAM
CBS—County Fair.

GHISALBERT, ALDO
GIERLACH, CHET
ABC—Woody Herman Show.

GILLIS, DON
NBC—General Motors Symphony of the Air.

GIRARD, PAUL
..Executive Producer, A. P. Radio Prod.

GIRDIN, RAY
CBS—Coffee Club.

GOODMAN, WESLEY B.
GOODSON, MARK
NBC—Fortia Faces Life.

GRAYSON, MITCHELL
ABC—Dick Tracy.

GROSS, STEPHEN
NBC—Lorenzo Jones, CBS—Our Gal Sunday.

GRUENBERG, AXEL
CBS—Billie Burke Show.

GRUENER, KARL
NBC—The Great Gildersleeve.

GUNN, JOHN
Myrt & Marge.

— H —

HACKETT, WALTER
HAMILTON, BILL
ABC—Tennessee Jed.

HAMMOND, LAURENCE
HANNA, ARTHUR
CBS—Perry Mason.

HANNA, JAY
HARDING, LARRY
HARPER, BALDWIN
HARRELL, CHARLES
ABC—Headline Edition.

HARRIS, LESLIE T.
CBS—Prudential Family Hour.

HARRIS, MARYM
CBS—Houseparty.

HARRISON, JEANNE
ABC—Boston Blackie.

HARVEY, JAMES C.
HAUPT, JAMES
HELLER, ROBERT P.
HERBERT, CHARLES
CBS—Electric Hour.

HIGHT, JEAN WARREN
HILL, JACK
HINES, JOHN
CBS, ABC—County Fair.

HOLCOMBE, HARRY
CBS—Tena and Tim, ABC—Curtain Time.

HOLINER, MANN
CBS—Frank Sinatra Show.

HOLLIHAN, GARRETT Jr.
HOPKINS, IRVING
HOWARD, HENRY
HOWE, JOHN
NBC—The University of Chicago Round Table.

HOWELL, WAYNE C.
HUHN, TEVIS
ABC—F. H. LaGuardia.

HUMMERT, FRANK
NBC—American Album of Familiar Music.

HURWITZ, LEO T.
HUSTAD, DON
ABC—Club Time.

HUSTON, THEODORE T.
CBS—Big Sister.

— I —

INGRAM, HARRY
NBC—Highways in Melody.

— J —

JACOBSON, LOUIS
JACKY, FRED
ABC—Hymns of All Churches.

JEWELL, JAMES
ABC—Jack Armstrong.

JOHNSTON, CLINTON

— K —

KEEGAN, HOWARD
KENT, ALAN
KING, WILLIAM G.
KLEIN, HENRY
ABC—The Listening Post, Earl Godwin.

KLOSE, VIRGINIA
CBS—Mommie and the Men.

KLOSE, WILLARD
CBS—Mommie and the Men.

KNIGHT, PAUL
KNIGHT, RAYMOND
KOHR, LAMBERT
CBS—Barnyard Follies.

KREMER, RAY

— L —

LAFFERTY, PERRY
LA PORTE, PAUL
LARSON, G. BENNETT
LEADER, TONY
MBS—You Make The News.

LEDER, HERB
ABC—Jack Berch Show.

LEE, BURR
CBS—Bachelor's Children.

LEE, VIRGINIA
LEFTWICH, ALEXANDER Jr.
Startime, Sports Star Special, Special Assignment, Musical Mysteries, Follow the Band, Who's Cuckoo Now.

LENIHAN, WINIFRED
LEONARD, RICHARD
NBC—Barry Cameron, Stella Dallas, CBS—Mr. Keen.

LEVY, LT. DAVID
LEWIS, RICHARD
MBS—Quick as a Flash.

LIVINGSTON, CHARLES
ABC—The Lone Ranger.

LOCKWOOD, ROY
CBS—Valiant Lady.

LOEB, MAX
CBS—American School of the Air, Danny O'Niell & his Guests, Celebrity Club, Tales From Far & Near.

LOUGHDRANE, BASIL
CBS—Light of the World.

LOVE, ANDREW
NBC—Amos 'n Andy, Bob Burns Show.

LOVETON, JOHN
ABC—Walter Winchell.

LOWTHER, GEORGE
ABC—Musical Autographs.

LUCAS, RUPERT
NBC—Duffy's Tavern.

— M —

MABLEY, EDWARD
MacDONELL, JOHN
MacGREGOR, KENNETH
CBS—Bob Hawk Show.

MacGREGOR, SHERMAN A.
MACK, DICK
CBS—Joan Davis Show.

MACK, HELEN
CBS—The Beulah Show.

MACK, NILA
CBS—Let's Pretend.

MAGNER, MARTIN
MALITZ, LESTER M.
ABC—F. H. LaGuardia.

MANDEVILLE, BETTY
CBS—Take It Or Leave It.

MANSFIELD, IRVING
MANSFIELD, JOSEPH F.
NBC—The Eileen Barton Show.

MARCIN, MAX
CBS—F. B. I. In Peace and War.

MARKES, LAWRENCE
MARSHALL, W. LeROY
ABC—Metropolitan Opera.

MARTIN, DON
MARTINI, ROLAND
CBS—Saturday Night Serenade.

MASTERSON, JOHN
ABC—Bride And Groom.

MAXWELL, JESSICA
ABC—Hop Harrigan.

MAYER, PEGGY L.
MAYNARD, GEORGE
McGEE, HAROLD
McGILL, EARL
CBS—

McGILL, JERRY
CBS—Big Town.

McGRAW, WALTER J.
McGUIRE, ARNOLD
ABC—Charlotte Greenwood Show, Hedda Hopper.

McHARRIE, LINDSAY
CBS—We, The People.

McHUGH, PHILIP
McINNES, ROBERT
ABC—Lum 'n Abner.

McKEE, WESLEY

. . . **RADIO DIRECTORS** . . .

McMAHON, KATHLEEN
MICHAELIS, ARNOLD
 CBS—Amanda.
MILLER, CHET
 MBS—Take It Easy Time
MITCHELL, JOHN D.
MITCHELL, JOHN T.
MORGAN, BREWSTER
MORRISON, BRET
 ABC—Earl Godwin.
MOSS, HERB
 NBC—Hildegard.
MUNDORFF, ARTHUR

— N —

NICOLL, OLIVER
NOLAN, ROBERT H.
 ABC—Famous Jury Trials.

— O —

OATES, ED
OBOLER, ARCH
OCBS, ACE
 CBS—Patti Clayton Show,
 The Four Clubman, Arthur
 Godfrey Show, The Jubalaires.
O'KEEFE, LESTER
 CBS—The Helen Hayes Show.
ORTMAN, FLORENCE
 CBS—Dr. Christian,
 ABC—The Sheriff.
OWEN, FOREST
 ABC—Quiz Kids.

— P —

PACKHAM, ELDRIDGE
 NBC—Chesterfield Supper
PADDOCK, WM. R.
PAPP, FRANK
 NBC—The World's Great
 Novels, The Eternal Light.
PASCHALL, AL
 NBC—Truth or Consequences.
PATTERSON, WM. C.
PETERSON, CLIFF
 ABC—The Breakfast Club.
PINKER, ERIC S.
POLA, EDWARD
 ABC—The Alan Young Show.
POLESIE, HERB
 CBS—It Pays To Be Ignorant,
 Frank Sinatra Show.
POWERS, CHAS. H.
PRICE, STEPHEN

— Q —

QUADLAND, H. P.
 ABC—The Doctors Talk It
 Over.

— R —

RADCLIFF, VERNON
RAINEY, WM. S.
REDD, ROBERT L.
 CBS—Hollywood Star Time.
REDDICK, WILLIAM J.
 ABC—Ford Sunday Evening
 Hour.

REILLY, HOWARD
 NBC—Fred Allen Show.
REIS, IRVING K. (Capt.)
RICCA, ERNEST
 CBS—Romance of Helen
 Trent, Romance of Evelyn
 Winters.
RICE, HERBERT C.
RICKEY, FRED
RIGROD, A. CARL
RILEY, THOMAS L.
RIPLEY, JOE
 ABC—Sunday Evening Party.
ROBERTSON, LARRY
 ABC—Constance Bennett.
ROBINSON, MAURICE L.
ROBSON, BILL
 CBS—Request Performance.
ROCHE, JACK
 CBS—A Woman's Life.
ROSEN, NORMAN
ROUSSEAU, WILLIAM
 CBS—Maizi.
ROYAL, WILLIAM
 ABC—The Mary Small—
 Junior Miss Show.
RUGGE, JOHN S.
RUSSELL, DANIEL
 ABC—Present From Holly-
 wood, Stravari Orch.
RYAN, MORGAN
 ABC—Drew Pearson.

— S —

SACK, VICTOR
SANDERS, HUGH HOWARD
SANFORD, HERBERT C.
SANVILLE, DICK
 CBS—The Sparrow and the
 Hawk.
SAULPAUGH, EDDIE
 ABC—Radio Hall of Fame.
SCANLAN, WALTER
SCIBETTA
SCHENCK, CHARLES
 CBS—Road of Life.
SEYDEL, VIC
 ABC—Fishing and Hunting
 Club of the Air.
 MBS—Steel Horizons.
SHAW, DONALD S.
 CBS—Jimmy Carroll Sings.
SHAYON, ROBERT L.
 CBS—The Story of America,
 This Living World, Behind the
 Scenes at CBS.
SHELDON, JAMES
SMITH, ADDISON
 CBS—Hobby Lobby.
SMITH, BEVERLY L.
SMITH, ROBERT E.
SORIO, DORIO
SPEARS, HARRY
SPIER, WILLIAM
 CBS—Suspense.
SOUVAINE, HENRY
 CBS—Star Theatre.
STACK, JAMES
STAHORN, LEE
 CBS—Your Hit Parade.
STEELE, ROBERT S.
 CBS—Aunt Jenny.
SWEETS, WILLIAM M.
 ABC—David Harding, Coun-
 terspy, Gangbusters.
SWIFT, LELA

— T —

TEELA, DICK
Telford, FRANK K.
 NBC—Mystery Theatre.
THOMPSON, JOSEPH
TIBBALS, WALTER
 ABC—Detect and Collect.
TITO, ROCCO
TODD, BETTY
TODMAN, WM. S.
TUTTLE, DAY
TUTTLE, WILLSON M.
TYLER, JACK

— U —

URQUHART, CHARLES

— V —

VAIL, LESTER
VANDA, CHARLES
 Theatre of Romance.
VICTOR, THOMAS F.
VINCENT, CHICK
 Pepper Youngs, Charlie Chan.
VOUTSAS, GEORGE

— W —

WALLACE, TOM
 ABC—Blind Date.
WARBURTON, CHARLES
 ABC—My True Story.
WARD, ALBERT
WEBB, KENNETH
WEINE, FRED
WEINER, TEX
WEIST, GEORGE
 ABC—Ladies Be Seated.
WELCH, ROBERT
WELLES, ORSON
WELLINGTON, JOHN
 CBS—The Music of Andre
 Kostelanetz.
 MBS—Double or Nothing.
WELLS, TRAVIS
 ABC—Hollywood Mystery
 Time.
WHIPPLE, JAMES
WHITE, HOOPER
 CBS—Morning Melodies.
WHITTEMORE, MARGARET D.
WILLIAMS, HOWARD
WITT, PETER
WORCESTER, CHUCK
 CBS—Columbia's Country
 Journal.

— Y —

YATES, THEODORA
 CBS—Rosemary.
YOUNG, DAVE
 CBS—The Dick Haymes Show.

— Z —

ZACHARY, LT. GEORGE
ZIRATO, BRUNO
ZISSER, BERNARD

Announcers

—their work during 1945

— A —

ABBOTT, TOM
WNOE, New Orleans, La.

ABERNATHY, WILLIAM
ABC—One Woman's Opinion

ACKERMAN, KEN
KQW, San Jose, Calif.

ACKLEY, J. HOWARD
WOWO, Fort Wayne, Ind.

ACOSTA, PAUL
WRUF, Gainesville, Fla.

ADAMS, BERNIE
WPDQ, Jacksonville, Fla.

ADAMS, BOB
WNEW, New York, N. Y.

ADAMS, GARRETT
WRJN, Racine, Wis.

ADAMS, MILTON N.
WBTM, Danville, Va.

ADAMS, ROBERT
WTAG, Worcester, Mass.

ADAMS, ROGER
WADC, Akron, O.

ADDISON, HENRY
WSSV, Petersburg, Va.

AGRESTA, PHIL
WCRS, Greenwood, S. C.

ALAN, PAT
WCLO, Janesville, Wis.

ALBERGHINK, HAROLD
WRDQ, Augustine, Me.

ALBERTSON, DON
KYSM, Mankato, Minn.

ALBRECHT, TOM
WTMC, Ocala, Fla.

ALERIE, LEON
WMAS, Springfield, Mass.

ALEXANDER, PAUL
KSL, Salt Lake City, Utah

ALFARO, ARMANDO
KVOA, Tucson, Ariz.

ALLEGROD, WANDELL
WMGA, Moultrie, Ga.

ALLEN, CLARE
WEBR, Buffalo, N. Y.

ALLEN, JR., EDWARD
WMAQ, Chicago, Ill.

ALLEN, FRANK
KPO, San Francisco, Calif.

ALLEN, JEFF
WKRC, Cincinnati, O.

ALLEN, JOHN
WFAA, Dallas, Texas

ALLEN, KAY
KGIW, Alamosa, Colo.

ALLEN, KELLY
KSO, Des Moines, Ia.

ALLEN, LEE
WMOH, Hamilton, O.

ALLEN, LLOYD
KGIW, Alamosa, Colo.

ALLEN, REG
WTOP, Washington, D. C.

ALLEN, WAYNE
KWFT, Wichita Falls, Texas

ALLERTON, LEE
WLBC, Muncie, Ind.

ALLIN, HENRY
WLAP, Lexington, Ky.

ALLINGER, RALPH
WFAS, White Plains, N. Y.

ALLISON, GENE
WAOV, Vincennes, Ind.

ALLISON, JOE
K TSA, San Antonio, Texas

ALLEN, KENNETH
WRNL, Richmond, Va.

ALTER, BENNE
WMT, Cedar Rapids, Iowa

ALTGENS, JIMMIE
WGCM, Gulfport, Miss.

ALTMAN, DICK
KTHT, Houston, Texas

Harry Von Zell

EDDIE CANTOR

JOAN DAVIS

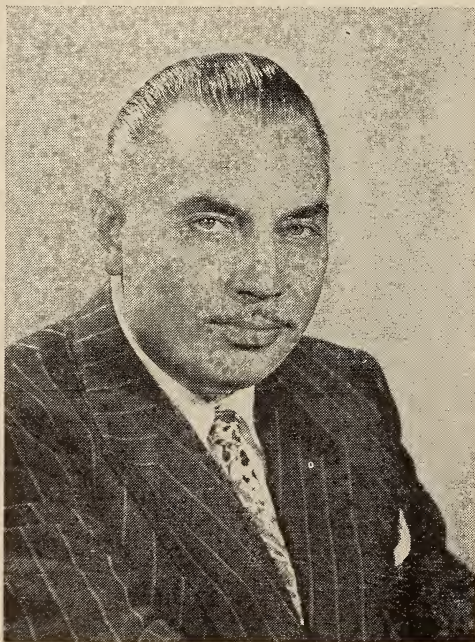
DINAH SHORE

• • • **ANNOUNCERS** • • •

- AMEN, RONDO**
WIBA, Madison, Wis.
- AMES, DON**
KXEL, Waterloo, Iowa
- AMES, NEIL**
WGH, Newport News, Va.
- AMOLE, GENE**
KMYR, Denver, Colo.
- AMOS, BOB**
WISE, Asheville, N. C.
- ANDERSON, BOB**
KHQ-KGA, Spokane, Wash.
- ANDERSON, CLYDE**
WTCN, Minneapolis, Minn.
- ANDERSON, JOHN**
KID, Idaho Falls, Idaho
- ANDERSON, WILLIAM**
KGW, Stockton, Calif.
- ANDRE, PIERRE**
ABC—Radio Hall of Fame,
Forever Tops, Hymns of All
Churches, Symphonies for
Youth.
- ANDREE, JAN**
WWSW, Pittsburgh, Pa.
- ANDRES, DON**
KSLM, Sa'em, Ore.
- ANDREWS, JOHNNY**
KOCA, Kilgore, Texas
- ANDREWS, RALPH**
WKLA, Ludington, Mich.
- ANNO, MARY JEAN**
WATW, Ashland, Wis.
- ANSBRO, GEORGE**
ABC—Relax with Cal Tinney,
Kiernan's News Corner, La-
dies Be Seated.
- ANTHONY, ALLEN C.**
NBC—Dr. I. Q.
- ANTHONY, JACK**
KCKN, Kansas City, Mo.
- ANTHONY, KARL**
KDTH, Dubuque, Iowa
- ANTOINE, JOHN**
NBC—The First Piano Quartet
- ANTOINE, TEX**
NBC—Solitair Time
- ARDIS, WILLIAM**
KGKL, San Angelo, Texas
- ARLEN, JAY**
ABC—Club Time
- ARLEN, JAY**
WSAI, Cincinnati, O.
- ARMSTRONG, BOB**
WRRF, Washington, N. C.
- ARMSTRONG, TOM**
WGAR, Cleveland, Ohio
- ARNELL, PETER**
WPAT, Paterson, N. J.
- ARNOLD, DONALD**
WGNV, Newburgh, N. Y.
- ARON, HERMAN**
WCSA, Charleston, S. C.
- ARTHUR, JACK**
WNBF, Binghamton, N. Y.
- ARTHURS, BILL**
WBNS, Columbus, O.
- ARVIN, RAY**
KORN, Fremont, Neb.
- ASHLEY, ARTHUR**
WNHC, New Haven, Conn.
- ASHMAN, MIKE**
KJBS, San Francisco, Calif.
- ATHISON, CHARLES**
WSGN, Birmingham, Ala.
- ATHISON, WENDELL**
KOTN, Pine Bluff, Ark.
- ATKINS, TOMMY**
WGAU, Athens, Ga.
- ATTER, TOM**
WFUG, Sumter, S. C.
- AUGUSTINE, WARREN**
WIBM, Jackson, Mich.
- AURER, STUART**
KFBC, Cheyenne, Wyo.
- AUSTIN, FLETCHER**
WBT, Charlotte, N. C.
- AVERBACH, BERNARD**
WBAB, Atlantic City, N. J.
- AVERY, JAMES**
WKRC, Cincinnati, O.
- AYCRIGG, BEN**
WDBO, Orlando, Fla.

— **B** —

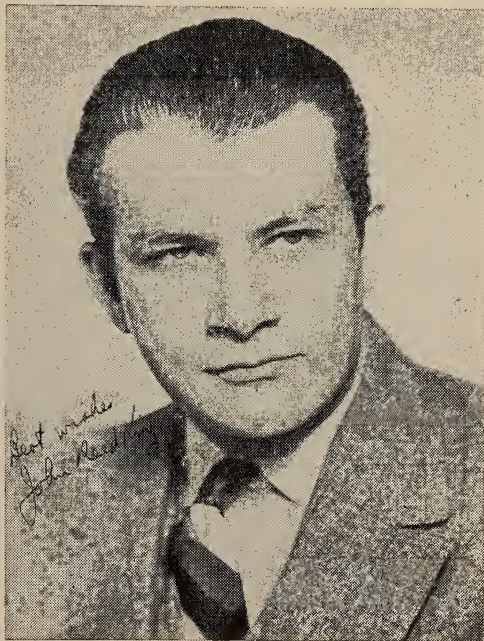
- BAAN, OSCAR**
KGO, San Francisco, Calif.
- BABB, HUGH**
WLAW, Lawrence, Mass.
- BABCOCK, FRANK**
KPLC, Lake Charles, La.
- BABCOCK, WILLIAM**
KDKA, Pittsburgh, Pa.
- BADER, HUGH**
KBON, Omaha, Neb.
- BAILEY, BILL**
WAPQ, Chattanooga, Tenn.
- BAILEY, CARL**
KXLA, Pasadena, Calif.
- BAILEY, LaMARR**
KRBC, Abilene, Texas
- BAILEY, NORMAN**
WCAX, Burlington, Vt.
- BAILEY, E. NORMAN**
WTAG, Worcester, Mass.
- BAILEY, WILLIAM S.**
KTHS, Hot Springs, Ark.



**HARLOW
WILCOX**

ANNOUNCERS

- BAINBRIDGE, JOHN**
KFMB, San Diego, Calif.
- BAIRD, JOHN**
KMPC, Los Angeles, Calif.
- BAIRD, ROBERT**
WFBG, Altoona, Pa.
- BAKER, CHARLES**
KOA, Denver, Colo.
- BAKER, GENE**
ABC—Lum 'N Abner
- BAKER, RAYMOND W.**
WTH, Baltimore, Md.
- BALBER, A.**
WNYC, New York, N. Y.
- BALFOUR, BRYAN**
WMVA, Martinsville, Va.
- BALKUM, VASSIE**
WGBR, Goldsboro, N. C.
- BALLANCE, WILLIAM**
KOA, Denver, Colo.
- BALLARD, DAVID**
KGFJ, Los Angeles, Calif.
- BANIAK, MICHAEL**
WTRY, Troy, N. Y.
- BANKS, DAVE**
KCMO, Kansas City, Mo.
- BANNON, ROBERT**
WCOP, Boston, Mass.
- BANTA, DEAN**
KGO, San Francisco, Calif.
- BARBER, DON**
WGST, Atlanta, Ga.
- BARBER, GEORGE**
WDEF, Chattanooga, Tenn.
- BARCLAY, GEORGE**
KFI, Los Angeles, Calif.
- BARKAS, HAL**
WJNO, West Palm Beach, Fla.
- BARKER, EDDIE**
KMAC, San Antonio, Texas
- BARLOW, JAY**
WHLN, Harlan, Ky.
- BARNETT, CHARLES**
KFJZ, Fort Worth, Texas
- BARNETT, PAUL**
WLNH, Laconia, N. H.
- BAROODY, FRANCIS**
WFEA, Manchester, N. H.
- BARRETT, TONY**
WRBL, Columbus, Ga.
- BARRICK, KENNETH**
KSUB, Cedar City, Utah
- BARRIE, GEORGE**
WMCA, New York, N. Y.
- BARRON, LEE**
KOIL, Omaha, Neb.
- BARRY, BILL**
KTBI, Tacoma, Wash.
- BARRY, GENE**
WEBR, Buffalo, N. Y.
- BARRY, JACK**
WOR, New York, N. Y.
- BARRY, JEAN N.**
KVOA, Tucson, Ariz.
- BARRY, JOHN**
WNOX, Knoxville, Tenn.
- BARRY, NORMAN**
WMAQ, Chicago, Ill.
- BARTH, BERNIE**
KRGV, Westaco, Texas
- BARTLETT, SID**
KSLM, Salem, Ore.
- BARTLOW, HARRY**
MBS—Adventures of Sherlock Holmes
- BARTON, FRANK**
NBC—Standard Hour, Tommy Dorsey
- BARTON, HAL**
WTAD, Quincy, Ill.
- BARTON, JACK**
WTOG, Savannah, Ga.
- BARUCH, ANDRE**
ABC—F. H. LaGuardia
- BASHARA, LESTER**
WBEN, Buffalo, N. Y.
- BATCHELDER, CHARLES**
WMBR, Jacksonville, Fla.
- BATCHELDER, JOHN**
WLC, Washington, D. C.
- BATCHELDER, ROBERT**
WEAN, Providence, R. I.
- BATES, KARL**
WOL, Washington, D. C.
- BATSON, GRAY**
WDSU, New Orleans, La.
- BATTERS, CHARLES**
WRC, Washington, D. C.
- BAUER, CLARENCE L.**
KUIN, Grants Pass, Ore.
- BAXTER, A.**
WCBI, Columbus, Miss.
- BAXTER, ALBERT**
KTTS, Springfield, Mo.
- BAXTER JR., GORDON**
KPAC, Port Arthur, Texas
- BAXTER, LIONEL**
WAPI, Birmingham, Ala.
- BAYLES, EDWARD**
WHDF, Calumet, Mich.
- BAYLY, TRAVERS E.**
KDAL, Duluth, Minn.
- BEAL, KING**
KXEL, Waterloo, Iowa
- BEALS, RAY E.**
WFIN, Findlay, O.
- BEAN, TOM**
KRSC, Seattle, Wash.
- BEARDON, CECIL**
WTAW, College Station, Texas



JOHN REED KING

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CBS, Saturday A.M., coast-
to-coast.

M. C. "Missus-Goes-A-
Shopping."

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ANNOUNCERS

- BEASLEY, SHIRLEY**
WMFD, Wilmington, N. C.
- BEATTIE, JACK**
WCAE, Pittsburgh, Pa.
- BEATTY, BILL**
KFLA, Tampa, Fla.
- BEAUMONT, PERRY**
WLOK, Lima, O.
- BEAUPRE, WALTER**
WCOU, Lewiston, Me.
- BECKETT, JACK**
KBWD, Brownwood, Texas
- BECKTEL, EARL**
WSNJ, Bridgeton, N. J.
- BEDFORD, PAUL**
WFMJ, Youngstown, O.
- BEECHAM, WALLACE**
WAPL, Birmingham, Ala.
- BEECHER, FRANK**
WGBS, Miami, Fla.
- BEHLING, BOB**
WPHR, Wisconsin Rapids, Wis.
- BELCHER, THOMAS**
KCRC, Enid, Okla.
- BELL, AL**
WHO, Des Moines, Iowa
- BELL, DICK**
WLIB, New York, N. Y.
- BELL, JACK**
WTCN, Minneapolis, Minn.
- BELL, JOHN**
WFVA, Fredericksburg, Va.
- BELL, KENNETH**
WBEN, Buffalo, N. Y.
- BELL, ROBERT**
KIUL, Garden City, Kan.
- BELLI, LIDO**
- BELLUM, AL**
WMBH, Joplin, Mo.
- BENDER, BOB**
WTAR, Norfolk, Va.
- BENDT, JACK**
WAVE, Louisville, Ky.
- BENNETT, BERTON**
KGO, San Francisco, Calif.
- BENNETT, LEE**
WGN, Chicago, Ill.
- BENNETT, RALPH**
WFEB, Sylacauga, Ala.
- BENNETT, RAY**
KFPY, Spokane, Wash.
- BENTON, MONROE**
WTBO, Cumberland, Md.
- BENUM, ARNOLD**
KMO, Tacoma, Wash.
- BENWARE, REX**
WQXR, New York, N. Y.
- BERG, HAL**
WGBI, Scranton, Pa.
- BERGERON, JOLLY**
WSLB, Ogdensburg, N. Y.
- BERGSTROM, ARTHUR**
WHTD, Hartford, Conn.
- BERNARD, HENRY**
WFBL, Syracuse, N. Y.
- BERNHARD, PAT**
WFOY, St. Augustine, Fla.
- BERRY, JAMES**
WSPB, Sarasota, Fla.
- BERRY, JIM**
KFI, Los Angeles, Calif.
- BERRY, JOHN**
WEBQ, Harrisburg, Ill.
- BERZINSKI, EMIL**
KWNO, Winona, Minn.
- BEST, MARVIN**
KHJ, Hollywood, Calif.
- BETTERS, MITCHELL C.**
WTHT, Hartford, Conn.
- BETTIS, JAMES**
KENO, Las Vegas, Nev.
- BETTIS, JAMES R.**
KFXM, San Bernardino, Calif.
- BEVILACQUA, DON**
KTW, Seattle, Wash.
- BEZOFF, BEN**
KMYR, Denver, Colo.
- BIDDLE, RICHARD**
WVVA, Wheeling, W. Va.
- BIGLER, LYNN**
WFAA, Dallas, Texas
- BILL, EMIL**
WMBD, Peoria, Ill.
- BINDER, LARRY**
KRBM, Bozeman, Mont.
- BIRCH, JOCELYN**
KVOX, Moorhead, Minn.
- BIRDSELL, JOHN**
KELO, Sioux City, S. Dak.
- BISH, DON**
KIDO, Boise, Idaho
- BISHOP, DIGE**
WRLD, West Point, Ga.
- BISHOP, KENNETH**
KGNC, Amarillo, Texas
- BITTERMAN, JACK**
WMOB, Mobile, Ala.
- BIVENS, BILL**
NBC—The Fred Waring Show
- BLACK, BUDDY**
KCKN, Kansas City, Mo.
- BLACK, JAMES**
KRBC, Abilene, Texas
- BLACK, JOHN**
KFMB, San Diego, Calif.

M.C.

WOV "1280 Club"

ANNOUNCER

"Danny Kaye Show"
"Molle Mystery Theatre"
"Counterspy"
"Correction Please"
"Treasury Salute"

COMMENTARY

News Of The Day
Commercial Films

Direction: William Morris Agency

FRED ROBBINS



• • • ANNOUNCERS • • •

BLACK, JOSEPH
 WKH, Cleveland, O.
BLACK, SHIRL
 KFSD, Nampa, Idaho
BLACKBURN, BOB
 KFAC, Los Angeles, Calif.
BLACKMAN, EDWARD
 WEEI, Boston, Mass.
BLACKWELL, BURT
 WAVE, Louisville, Ky.
BLACKWOOD, DOYLE
 WAPO, Chattanooga, Tenn.
BLAIR, EDGAR
 WDEF, Chattanooga, Tenn.
BLAIR, FRANK
 WOL, Washington, D. C.
BLAKE, ALEX
 WSLB, Ogdensburg, N. Y.
BLAKE, JOHN
 KWIL, Albany, Ore.
BLAKE, MILTON
 KLX, Oakland, Calif.
BLAKE, WYNN
 WCAX, Burlington, Vt.
BLAKELY, CLINT
 WAPI, Birmingham, Ala.
BLANCHETT, BUD
 KUTA, Salt Lake City, Utah
BLANTON, WALLY
 KFJZ, Fort Worth, Texase
BLAZE, BOB
 KXYZ, Houston, Texas
BLIZARD, LEWIS
 WMSL, Decatur, Ala.
BLOCHER, CLARK
 KVEC, San Luis Obispo, Calif.
BLOCK, MARTIN
 NBC—Chesterfield Supper Club
 WNEW, New York, N. Y.

BLOZAN, LOU
 KFDA, Amarillo, Texas
BLUE, CLARK
 KPOF, Denver, Colo.
BOCHAN, PETER
 WNAB, Bridgeport, Conn.
BODDEN, BOB
 WCLO, Janesville, Wis.
BODINE, WALT
 KCKN, Kansas City, Kan.
BODWIN, HERBERT
 WKAR, East Lansing, Mich.
BOGGESS, JOHN
 WLAG, LaGrange, Ga.
BOGGS, MURRAY
 KHJ, Hollywood, Calif.
BOHACK, WILLIAM
 WPAT, Paterson, N. J.
BOLDMAN, LEE
 WMEF, Plattsburg, N. Y.
BOLTON, GEORGE
 KTBI, Tacoma, Wash.
BOLTON, JOE
 WNEW, New York, N. Y.
BOLTZ, GUY
 KLX, Oakland, Calif.
BONASSO, RUSSELL
 WBLK, Clarksburg, W. Va.
BOND, CHARLES
 WFOY, St. Augustine, Fla.
BOND, FORD
 NBC—Manhattan Merry Go
 Round
BOND, LYLE
 KFI, Los Angeles, Calif.
BOND, WILLIAM C.
 WHAS, Louisville, Ky.
BONELLI, NICK
 WMFG, Hibbing, Minn.

BONHAM, DONALD
 KWNO, Winona, Minn.
BOEN, SHERM
 WDGY, Minneapolis, Minn.
BOOTH, JAMES
 WINN, Louisville, Ky.
BOOTH, VIRGIL C.
 WHDL, Olean, N. Y.
BOREN, CHARLES
 WELO, Tupelo, Miss.
BORTHWICK, WILLIAM
 WBRC, Birmingham, Ala.
BOSCHE, DAVID
 KGGM, Albuquerque, N. M.
BOSTICK, BUDDY
 WRR, Dallas, Texas
BOSWELL, JR., MIMS
 WCBI, Columbus, Miss.
BOSWORTH, ROBERT
 WDOD, Chattanooga, Tenn.
BOTTORFE, W. G.
 WHAS, Louisville, Ky.
BOUCHARD, DICK
 WSLB, Ogdensburg, N. Y.
BOUCHIER, BOB
 WLOL, Minneapolis, Minn.
BOUHAN, MARTIN
 WROK, Rockford, Ill.
BOWEN, JOHN
 KBIZ, Ottumwa, Ia.
BOWIE, HAL
 WSYR, Syracuse, N. Y.
BOWLAND, SAM
 KFBI, Wichita, Kan.
BOWLES, AL
 KXA, Seattle, Wash.
BOWMAN, ROY J.
 KGFF, Shawnee, Okla.

“That’s A Disc Jockey, Son!”

ROBERT Q. LEWIS

WHN

New York

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WILLIAM MORRIS AGENCY



ANNOUNCERS

- BOYER, JAMES**
KDKA, Pittsburgh, Pa.
- BOYLE, FRED**
WRNL, Richmond, Va.
- BOYLE, ROBERT**
KUOM, Minneapolis, Minn.
- BOYSEN, JIM**
WTCN, Minneapolis, Minn.
- BRADBURY, ROBERT**
KBST, Big Spring, Texas
- BRADFORD, ELLSWORTH**
KPOF, Denver, Colo.
- BRADHAM, DICK**
KALE, Portland, Ore.
- BRADLEY, DICK**
WNEW, New York, N. Y.
- BRADLEY, PETER**
WSBC, Chicago, Ill.
- BRADLEY, ROULON**
KIDO, Boise, Idaho
- BRADLEY, WILLIAM**
WGY, Schenectady, N. Y.
- BRADSHAW, FRED**
WPDQ, Jacksonville, Fla.
- BRADY, WILLIAM J.**
KGCX, Sidney, Mont.
- BRADFELD JR., GEORGE**
WJPF, Herrin, Ill.
- BRALY, BILL**
KSNAN, San Francisco, Calif.
- BRANDEE, HERBERT**
KDRO, Sedalia, Mo.
- BRAZZIL, W. R.**
WMC, Memphis, Tenn.
- BREAUX, JERRY**
WJBO, Baton Rouge, La.
- BREDLOVE, JIM**
KRNR, Roseburg, Ore.
- BRELAND, ED**
WAML, Laurel, Miss.
- BREMSEY, LYELL**
KFAB, Omaha-Lincoln, Neb.
- BRENGEL, BILL**
WWL, New Orleans, La.
- BRENNAN, JOSEPH**
KXOK, St. Louis, Mo.
- BRENNAN, SHELDON**
KGFJ, Los Angeles, Calif.
- BRENNER, ROBERT**
WCOP, Boston, Mass.
- BRIGHT, CHARLES**
WPIK, Alexandria, Va.
- BRIGHT, KEITH**
WJBC, Bloomington, Ill.
- BRINK, EDWARD**
WKAR, East Lansing, Mich.
- BRINKLEY, JACK**
WLS, Chicago, Ill.
- BRITT, JAUNITA**
WLB, Bowling Green, Ky.
- BRITT, WESTON A.**
WCOV, Montgomery, Ala.
- BRITTON, C. M.**
KHQ-KGA, Spokane, Wash.
- BRITTON, J. R.**
KGCC, Sidney, Mont.
- BRITTON, TOBY**
WMAN, Mansfield, Ohio
- BROCK, ARTHUR**
KMO, Tacoma, Wash.
- BROKAW, FOREST**
KGF, Shawnee, Okla.
- BROKSHIRE, NORMAN**
ABC—Theatre Guild on the Air
- BRONNER, EDWIN**
WWRL, Woodside, N. Y.
- BROOK, BILL**
WEMP, Milwaukee, Wis.
- BROOKS, GEORGE**
WNEW, New York, N. Y.
- BROOKS, KIRBY**
WIOD, Miami, Fla.
- BROOKS, LOU**
WELI, New Haven, Conn.
- BROOKS, ROBERT A.**
KTRH, Houston, Texas
- BROOKS, TOM**
WHAS, Louisville, Ky.
- BROPHY, FRED**
WHIO, Dayton, O.
- BROSNAN, FRANK**
WATW, Ashland, Wis.
- BROWN, ALLAN C.**
WTMA, Charleston, S. C.
- BROWN, DENNIS**
WDAK, Columbus, Ga.
- BROWN, DICK**
WCAX, Burlington, Vt.
- BROWN, GUY**
KSWO, Lawton, Okla.
- BROWN, HOWARD**
WFIL, Philadelphia, Pa.
- BROWN, RUSSELL**
WMFG, Hibbing, Minn.
- BROWN, SAM**
WINX, Washington, D. C.
- BROWN, TED**
WOR, New York, N. Y.
- BROWN, THEORA**
WGPC, Albany, Ga.
- BROWN, WINSOR**
WMBD, Peoria, Ill.
- BROWN, W. PENDLETON**
WTAG, Worcester, Mass.
- BROWNEE, H. M.**
KTT, Springfield, Mo.
- BROWNING, DOUGLAS**
ABC—Terry and the Pirates

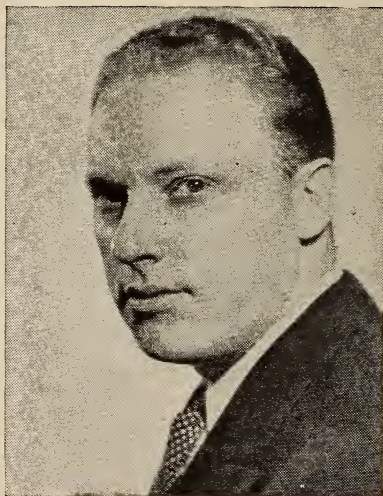
DEL SHARBUTT

Announcer

Campbell's Soup — Jack Carson

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Durante—Moore Show
For Rexall—CBS
The Blondie Show
For Colgate—Super Suds
CBS

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BROWNING, EDWARD
WISR, Butler, Pa.
BROYLES, MARVIN
KMAC, San Antonio, Texas
BRUBAKER, RAY
WMBI, Chicago, Ill.
BRUCE, BILL
KGHF, Pueblo, Colo.
BRUCE, LOUIE
WSM, Nashville, Tenn.
BRUCKER, JOSEPH
WGAC, Augusta, Ga.
BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
BRUNO, VICTOR
WHGB, Harrisburg, Pa.
BRUNT, BRUCE
KTUC, Tucson, Ariz.
BRYANT, CHARLES
KVI, Tacoma, Wash.
BRYANT, JEFFERY
ABC—Friendship Ranch
BUCK, JR., OWEN
WGIL, Galesburg, Ill.
BUCKMAN, GENE
WINN, Louisville, Ky.
BUDD, MILTON
WMBD, Peoria, Ill.
BUELL, BYRON
KHJ, Hollywood, Calif.
BUICE, ROBERT L.
KARK, Little Rock, Ark.
BULLINGTON, WILLIAM T.
WHOP, Hopkinsville, Ky.
BUMPUS, BILL
WJZM, Clarksville, Tenn.
BURAK, DICK
WIBA, Madison, Wis.
BURGE, RALPH
WHBQ, Memphis, Tenn.

BURGER, FRANK J.
KGMB, Honolulu, T. H.
BURGER, RICHARD
KOAC, Corvallis, Ore.
BURKA, MELVIN
WCHS, Charleston, W. Va.
BURKE, ALAN
WBT, Charlotte, N. C.
BURKE, CHARLES
KFBC, Cheyenne, Wyo.
BURKLUND, TED
WEDC, Chicago, Ill.
BURLESON, McBURNEY
WJHL, Johnson City, Tenn.
BURNETTE, BILL
WFIG, Sumter, S. C.
BURNS, EDWARD J.
WGNY, Newburgh, N. Y.
BURNS, JOSEPH
WNCH, New Haven, Conn.
BURNS, RICHARD
WTTN, Trenton, N. J.
BURROWS, CHARLES
WPAR, Parkersburg, W. Va.
BUSH, DON
WOWO, Fort Wayne, Ind.
BUTLER, FRANK
WCCO, Minneapolis, Minn.
BUTLER, FRANK
WFMJ, Youngstown, Ohio
BUTLER, JOHN
WHK, Cleveland, Ohio
BUTTERS, JIM
KECA, Los Angeles, Calif.
BUTTERFIELD, BILL
KMYR, Denver, Colo.
BUTTON, DAVE
KODY, North Platte, Neb.
BYARS, JOE
WDAK, Columbus, Ga.

BYERS, ALICIA C.
KGEZ, Kalispell, Mont.
BYRON, JAMES
WNEF, Binghamton, N. Y.
BYRUM, HOWARD
KTHS, Hot Springs, Ark.

— C —

CAFFERY, JOHN
KGO, San Francisco, Calif.
CAFFERTY, TOM
MBS—American Radio Warblers
CALLAWAY, MARY
WALB, Albany, Ga.
CALLOWAY, JR., JOE HILL
WSIX, Nashville, Tenn.
CALON, ROYCE
KWBU, Corpus Christi, Texas
CAMERON, LAYMAN
ABC—Tennessee Jed
CAMPBELL, DAVID
WCOS, Columbia, S. C.
CAMPBELL, GEORGE
WGBI, Scranton, Pa.
CAMPBELL, GERALD
WLS, Chicago, Ill.
CAMPBELL, JIM
ABC—Jack Armstrong, Curtain Time
CAMPBELL, JOE U.
KPLC, Lake Charles, La.
CAMPBELL, LEN
WGCM, Gulfport, Miss.
CAMPBELL, TED
WMAA, New York, N. Y.
CANADAY, MIROM
WMBI, Chicago, Ill.
CANTER, RUSSELL
WBNS, Columbus, Ohio



FRANK GALLOP



BEN GRAUER

NBC

• • • **ANNOUNCERS** • • •

CARBERRY, BILL
KOH, Reno, Nev.

CARD, AARON
KOVO, Provo, Utah

CARDWELL, LEIGH
KLR, Little Rock, Ark.

CAREY, JEAN
WLAK, Lakeland, Fla.

CAREY, STANLEY
WBK, Pittsfield, Mass.

CARLO, MICHAEL
WIBX, Utica, N. Y.

CARLSON, BILL
KOTA, Rapid City, S. Dak.

CARLSON, BOB
KROS, Clinton, Iowa

CARLSON, EDWIN
KCR, Sacramento, Calif.

CARLSON, HARRY
WOR, New York, N. Y.

CARLSON, HOWARD
WISH, Indianapolis, Ind.

CARLSON, JOEL F.
WGH, Newport News, Va.

CARLSON, STAN
KTW, Seattle, Wash.

CARLYLE, BOB
WLBC, Muncie, Ind.

VARN, DERWOOD
WIBM, Jackson, Miss.

CARNEAL, HERB
WSYR, Syracuse, N. Y.

CAROLL, JIM
WLNH, Laconia, N. H.

CARPENTER, KEN
NBC—Kraft Music Hall, Life of Riley, Frances Langford

CARPENTER, ROMA
WTBO, Cumberland, Md.

CARPENTER, WILLIAM
WSNY, Syracuse, N. Y.

CARR, EDNA
KGF, Pierre, S. Dak.

CARR, GEORGE
KOH, Reno, Nev.

CARR, HAROLD H.
WOAI, San Antonio, Texas

CARR, ROY
WLOL, Minneapolis, Minn.

CARR, THOMAS
NBC—When a Girl Marries, Portia Faces Life, Paramount Newsreel, U. S. Marine Films, Collegiate Play-By-Play Sports, Sport Fan Fare.
CBS—Aldrich Family, News-week

CARR, WES
KTNM, Tucumcari, N. M.

CARRIER, BILL
WLLH, Lowell, Mass.

CARROLL, GEORGE C.
WEEU, Reading, Pa.

CARROLL, HENRY
KMOX, St. Louis, Mo.

CARROLL, J. R.
KYUM, Yuma, Ariz.

CARROLL, RALPH
WBNF, Binghamton, N. Y.

CARROLL, ROBERT
WRHI, Rock Hill, S. C.

CARROLL, ROGER
WFMD, Frederick, Md.

CARROLL, T. D.
KFDM, Beaumont, Texas

CARTER, JERRY
WKIP, Poughkeepsie, N. Y.

CARTER, KENNETH
WNHC, New Haven, Conn.

CARTER, ROBERT
WHK, Cleveland, Ohio

CARVELL, S. A.
WAGM, Presque Isle, Me.

CARY, TOM
KGF, Kearney, Neb.

CASE, NELSON
MBS—Exploring the Unknown

CASSELL, CLARENCE
KQQW, San Jose, Calif.

CASSIDY, THOMAS P.
KFAC, Los Angeles, Calif.

CASTOR, CHARLES
KVOV, Redding, Calif.

CATE, LEWIS
WENY, Elmira, N. Y.

CATHERWOOD, DICK
WPDQ, Jacksonville, Fla.

CAVANAGH, LEE
KWK, St. Louis, Mo.

CECH, KICK
KSAC, Manhattan, Kan.

CHADWELL, WALLACE
KGFJ, Los Angeles, Calif.

CHALMERS, BETTY
WLLH, Lowell, Mass.

CHAMBER, HUGH
WOR, New York, N. Y.

CHAMBERS, GARDE
WHK, Cleveland, O.

CHAMPION, NED
WGBR, Goldsboro, N. C.

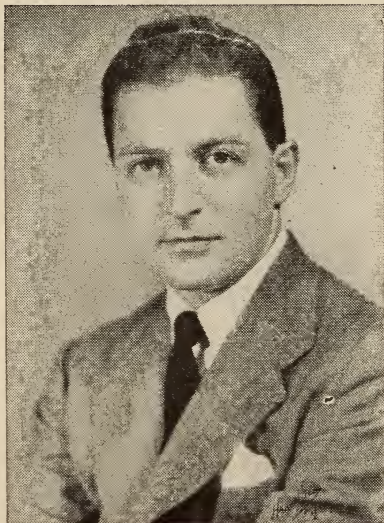
CHAPLIN, BOB
WLBZ, Bangor, Me.

CHAPMAN, GEORGE
WLBZ, Bangor, Me.

CHAPPEL, ERNEST
ABC—Ted Malone
MBS—Treasure Hour of Song

CHARLES, BILL
KID, Idaho Falls, Idaho

CHASE, DON
WIL, St. Louis, Mo.



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WOW, Omaha, Neb.

CHATILLAS, ANDY
KSRO, Santa Rosa, Calif.

CHELTON, GERALD
WRDW, Augusta, Ga.

CHESSER, ALEC
KABC, San Antonio, Texas

CHESTER, HARVEY
WLAW, Lawrence, Mass.

CHETEK, LEE
WSAM, Saginaw, Mich.

CHILD, B.
WNYC, New York, N. Y.

CHILDS, LELAND
WSFA, Montgomery, Ala.

CHRISTENSEN, JIM
WCAL, Northfie'd, Minn.

CHRISTIAN, JOHN
WOSH, Oshkosh, Wis.

CHRISTIE, GEORGE
WFEA, Manchester, N. H.

CHURCHILL, NELSON
WNAC, Boston, Mass.

CHURCHILL, TED
WOP, Boston, Mass.

CLAIBORNE, EVERETT
KLX, Oakland, Calif.

CLANEY, HOWARD
NBC—American Album of Familiar Music, Waltz Time

CLARK, ARDEN
KHAS, Hastings, Neb.

CLARK, DALE
WAGA, Atlanta, Ga.

CLARK, HAROLD
WEAN, Providence, R. I.

CLARK, J. B.
WBT, Charlotte, N. C.

CLARK, LARRY
WIBA, Madison, Wis.

CLARK, LOWELL
KHBG, Okmulgee, Okla.

CLARK, NORMA
KVOS, Bellingham, Wash.

CLARK, PAUL
WHAS, Louisville, Ky.

CLARK, RAY
WOW, Omaha, Neb.

CLARKE, CLIFFORD M.
WSAV, Savannah, Ga.

CLARKE, C. EDWARD
KCKN, Kansas City, Mo.

CLARKE, WALT
KWTO, Springfield, Mo.

CLAYTON, OLIVER
KDAL, Duluth, Minn.

CLYAYTON, TOM
WLLH, Lowell, Mass.

CLEARY, JAMES R.

CLEMENT, PAT D.
KVAN, Vancouver, Wash.

CLEVELAND, HIB
WHO, Des Moines, Ia.

CLICK, RALPH
KWIL, Albany, Ore.

CLINTON, PAUL
WPDQ, Jacksonville, Fla.

CLOSE, JR., WILLIAM
WWVA, Wheeling, W. Va.

CLOW, KENNETH
KBIZ, Ottumwa, Ia.

COBURN, PAUL
KUTA, Salt Lake City, Utah

CODDON, HAL
WMCA, New York, N. Y.

CODY, DEL
KHQ-KGA, Spokane, Wash.

COFFIN, FRANK
KGW, Portland, Ore.

COFFIN, TED
WAGM, Presque Isle, Me.

COLE, FRANCIS
WFDF, Flint, Mich.

COLE, FRED
ABC—Private Lives of Ethel and Albert, America's Town Meetin
MBS—Double or Nothing

COLE, LOU
WWRL, Woodside, N. Y.

COLE, TRACY
WHIS, Bluefield, W. Va.

COLEMAN, BETH
WKBY, Richmond, Ind.

COLLINS, ANNE
WWJ, Detroit, Mich.

COLLINS, CHUCK
NBC

COLLINS, FRED
WASK, Lafayette, Ind.

COLLINS, HUGH
WHK, Cleveland, Ohio

COLLINS, JUDSON
WSM, Nashville, Tenn.

COLLYER, BUD
MBS—Break the Bank
ABC—Mary Small Show

COLLYER, CLAYTON
NBC—Road of Life

COLMANS, ED
KFI, Los Angeles, Calif.

COLON, JACK
KALE, Portland, Ore.

COLTON, LARRY
WDRC, New Haven, Conn.

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WMAS, Springfield, Mass.

COMPTON, TRAVIS
KSWO, Lawton, Okla.

CONANT, JAMES
WMAM, Marinette, Wis.

CONDON, STUART, JR.

CONGER, ROBERT
WWJ, Detroit, Mich.

CONLEE, LADE
KELO, Sioux City, S. Dak.

CONNALLY, BROOKS
WIND, Chicago, Ill.

CONNOR, DAVE
WITH, Baltimore, Md.

CONNOY, GLESS
KMO, Tacoma, Wash.

CONOHAN, CLIFFORD
WOSH, Oshkosh, Wis.

CONOVER, WILLIS
WWDC, Washington, D. C.

CONWAY, WILLIAM
WTBO, Cumberland, Md.

COOK, DONALD
KGEZ, Kalispell, Mont.

COOK, IRA
KFAC, Los Angeles, Calif.

COOK, JOE
KFAB, Omaha-Lincoln, Neb.

COOK, LOU
KECA, Los Angeles, Calif.

COOK, OLLIE
KWFT, Wichita Falls, Texas

COOPER, JAMES
KVOL, Lafayette, La.

COOPER, JIM
WBNS, Columbus, Ohio

COPELAND, HACK
WLAY, Muscle Shoals, Ala.

CORBETT, JOHN
WFBL, Syracuse, N. Y.

CORBITT, PETE
WHNC, Henderson, N. C.

CORCORAN, BILL
WJBO, Baton Rouge, La.

CORCORAN, BILL
KIRO, Seattle, Wash.

COREY, KEN
KVOS, Bellingham, Wash.

CORLEY, BOB
WATL, Atlanta, Ga.

CORLEY, GUY
KNOE, Monroe, La.

CORNELL, BOB
KFAC, Los Angeles, Calif.

COSTA, ROBERT
KGMB, Honolulu, T. H.

COSTELLO, JACK
NBC—Raleigh Room

COSTLEY, JAN
WAGE, Syracuse, N. Y.

COTTER, GEORGE
WNHC, New Haven, Conn.

COTTON, LARRY
KPSW, Emporia, Kan.

COUGHLIN, ED
KBTM, Jonesboro, Ark.

COUGHLIN, RUSS
KROW, Oakland, Calif.

COVAIA, ALFRED
KJBS, San Francisco, Calif.

COVEY, DICK
KRNT, Des Moines, Ia.

COVINGTON, RUTH
WOLS, Florence, S. C.

COVINGTON, TED
WRUF, Gainesville, Fla.

COWAN, T. H.
WNYC, New York, N. Y.

COWLING, TERRY
WCOP, Boston, Mass.

COX, BILL
WWDC, Washington, D. C.

COX, ED
WJNC, Jacksonville, N. C.

COX, HOUSTON
WBRC, Birmingham, Ala.

COX, MEL
KWBU, Corpus Christi, Texas

COX, STAN
KONO, San Antonio, Texas

COYLE, JERRY
WSNY, Schenectady, N. Y.

CRABLE, NILES
WFIG, Sumter, S. C.

CRADDOCK, JACK
WKPA, New Kensington, Pa.

CRAFT, JR., A. B.
KVOL, Lafayette, La.

CRAIG, RUTH
WHBE, Selma, Ala.

CROSATTO, DAVE
KJBS, San Francisco, Calif.

CROSBY, LOU
NBC—The Rise Stevens Show

CROSS, LEO
KMYR, Denver, Colo.

CROSS, MILTON
ABC—The Doctors Talk It Over, Metropolitan Opera

CROWLEY, DICK
WAVE, Louisville, Ky.

CROWLEY, JOHN
KTUC, Tucson, Ariz.

CROWTHER, CLELLAND
KODY, North Platte, Neb.

CRUM, JIMMY
WMAN, Mansfield, Ohio

LEN STERLING



FBI in Peace and War
Sammy Kaye's Sunday Serenade
Gabriel Heatter
Fulton Lewis, Jr.
Road of Life
Woman of America

LA. 4-1200

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(Rinso)

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WMVA, Martinsville, Va.
CUBBERLY, DAN
WLS, Chicago, Ill.
CULVER, CAL
KFYR, Bismark, S. Dak.
CUMMINS, ANTHONY
WLEU, Erie, Pa.
CUMMINGS, BOB
KCEA, Los Angeles, Calif.
CUNNINGHAM, BOB
WBBM, Chicago, Ill.
CUNNINGHAM, HOWARD
KONO, San Antonio, Texas
CUNNINGHAM, HOMER
WIBW, Topeka, Kan.
CURD, LARRY
KRSC, Seattle, Wash.
CURL, HARRY
WBTM, Danville, Va.
CURTIS, BILL
KTMS, Santa Barbara, Calif.
CURTIS, DONALD D.
WJTN, Jamestown, N. Y.
CURTIS, E. H.
WIBW, Topeka, Kan.
CURTIS, LOTHAIR
KOVO, Provo, Utah
CURTIS, RONALD
WFBL, Syracuse, N. Y.
CURTISS, GARY
WAGA, Atlanta, Ga.
CZERP, WILLIAM
WMAM, Marinette, Wis.

— D —

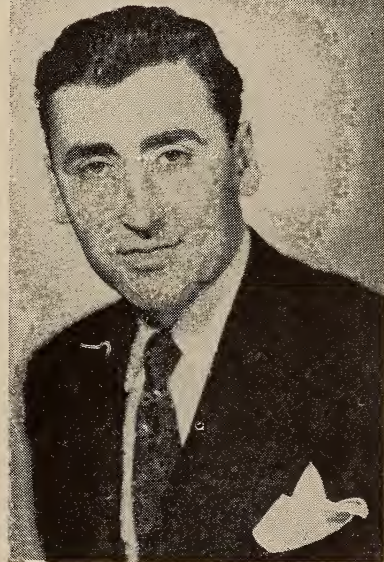
DAHLSTEAD, DRESSER
NBC—One Man's Family
DAIL, ALBERT
WBTM, Danville, Va.
DAILEY, TOM
WOW, Omaha, Neb.
DAILY, PAUL
KOAM, Pittsburgh, Kan.
DANIEL, PRESTON
WLAK, Lakeland, Fla.
DANIELS, JOHN
WLOK, Lima, Ohio
DANIELS, MERRILL
WRRF, Washington, N. C.
DANIELS, ROBERT
WLBL, Sheboygan, Wis.
DANIELSON, PAUL
KWIL, Albany, Ore.
DAoust, DON
KFJI, Klamath Falls, Ore.
DART, V.
WKST, New Castle, Pa.
DAUGHERTY, PAUL
WAGA, Atlanta, Ga.
DAVENPORT, ALBERT
WHBB, Selma, Ala.
DAVENPORT, FRANKIE
KVOP, Plainview, Texas
DAVENPORT, GEORGE
KRBM, Bozeman, Mont.
DAVIDSON, GEORGE
KMYC, Marysville, Calif.
DAVIDSON, KEN
WINX, Washington, D. C.
DAVIDSON, RANDALL
WAIM, Anderson, S. C.
DAVIES, BILL
WBLJ, Dalton, Ga.

DAVIES, BRUCE
KCMO, Kansas City, Mo.
DAVIS, CLYDE C.
WAYX, Waycross, Ga.
DAVIS, JOHN
WWSW, Pittsburgh, Pa.
DAWES, DICK
KROW, Oakland, Calif.
DAWES, WILLIAM
KBST, Big Spring, Texas
DAWSON, LEO
WFAA, Dallas, Texas
DeCAMP, JOHN
WBAW, West Lafayette, Ind.
DEE, TOMMY
KONO, San Antonio, Texas
DEINES, NAY
KMMJ, Grand Island, Neb.
DELMAR, KEN
NBC—The Jack Benny Program, The Fred Allen Show
DENTON, ROBERT
NBC—The Robert Merrill Show
DENVER, JR., DEE D.
KFEQ, St. Joseph, Mo.
DESMARAIS, LIONEL
WHYN, Holyoke, Mass.
DESPARD, BILL
WHEC, Rochester, N. Y.
DEVINE, OTIS
WSM, Nashville, Tenn.
DeVRIES, ADRIAN
KFPY, Spokane, Wash.
DeWALD, DON
KHUB, Watsonville, Calif.
DEWHIRST, DON
WHK, Cleveland, Ohio

DAHLBY, JACK
WNAB, Bridgeport, Conn.



BUD COLLYER



ARTHUR GARY
NBC

ANNOUNCERS

- DIAZ, RAY**
WJZ, New York, N. Y.
- DICK, MAX**
KRRR, Roseburg, Ore.
- DICKERMAN, C. G.**
WEEL, Boston, Mass.
- DICKSON, BRICE**
KTBS, Shreveport, La.
- DICKSON, ROY**
KRIC, Beaumont, Texas
- DIXON, DICK**
WPAR, Parkersburg, W. Va.
- DIXON, STANTON A.**
KICD, Spencer, Iowa
- DOAN, ROBERT**
WBBF, Rock Island, Ill.
- DODD, JOHN**
WSIX, Nashville, Tenn.
- DODD, JOHN**
WLB, Bowling Green, Ky.
- DOLAN, MIKE**
KHJ, Los Angeles, Calif.
- DONAHOO, DEL**
WMT, Cedar Rapids, Iowa
- DONALD, TONY**
KWKH, Shreveport, La.
- DONALDSON, EDGAR**
WSLB, Ogdensburg, N. Y.
- DONEGAN, WILLIAM**
WSAV, Savannah, Ga.
- DONEY, JIM**
WMAN, Mansfield, Ohio
- DONOVAN, GREGG**
NBC—The Guiding Light
- DONOVAN, BOB**
WFEB, Sylacauga, Ala.
- DOOLEY, TED**
KVOV, Redding, Calif.
- DOPP, CLAYTON**
WCMI, Ashland, Ky.
- DOREY, RAY**
WNAC, Boston, Mass.
- DORR, RUSSELL A.**
WGAN, Portland, Me.
- DORRIS, DAVE**
KYA, San Francisco, Calif.
- DOTSON, GEORGE W.**
KXOX, Sweetwater, Texas
- DOUTHIT, PERRY**
KFAB, Omaha-Lincoln, Neb.
- DOWD, DON**
ABC—The Breakfast Club,
Coronet Front Page
- DOYLE, JIM**
ABC—Hollywood Mystery
Time
NBC—Bandwagon Mysteries
- DRAKE, BOB**
KANS, Wichita, Kan.
- DREHER, G. TURNER**
KWAL, Wallace, Idaho
- DRISCOLL, MAURICE**
KGEC, Kalispell, Mont.
- DRUM, WILMA**
WTMC, Ocala, Fla.
- DUBARD, VASSER**
WSLI, Jackson, Miss.
- DUBUQUE, JOHN**
KXA, Seattle, Wash.
- DUDLEY, BERNARD**
- DUDLEY, JOHN**
KHAS, Hastings, Neb.
- DUFFY, JON**
KALL, Salt Lake City, Utah
- DUFFY, ROBERT**
WLNH, Laconia, N. H.
- DUNBAR, RUSS**
WOR, New York, N. Y.
- DUNHAM, DICK**
MBS—The Adventures of the
Falcon
WOR—One Man's Destiny
- DUNHAM, JAMES**
KELO, Sioux Falls, S. Dak.
- DUNLAP, TED**
WOL, Washington, D. C.
- DUNLAVEY, RONALD**
WFBL, Syracuse, N. Y.
- DUNN, EDDIE**
ABC—The Jack Berch Show
- DUNN, JACK**
KIUN, Pecos, Texas
- DUNN, MIKE**
WTBC, Indianapolis, Ind.
- DUNN, PAUL**
WFIN, Findlay, Ohio
- DUPRIEST, BOB**
WFEB, Sylacauga, Ala.
- DUQUE, ERNIE**
KTMS, Santa Barbara, Calif.
- DURAND, ELDON**
WNOE, New Orleans, La.
- DURBIN, DON**
KWK, St. Louis, Mo.
- DUVAL, JOHN**
WFBL, Syracuse, N. Y.
- DVORAK, GEORGE**
KFI, Los Angeles, Calif.
- DWYER, DAVE**
KFNF, Shenandoah, Iowa
- DYAL, ROBERT**
KIT, Yakima, Wash.
- DYER, HAROLD F.**

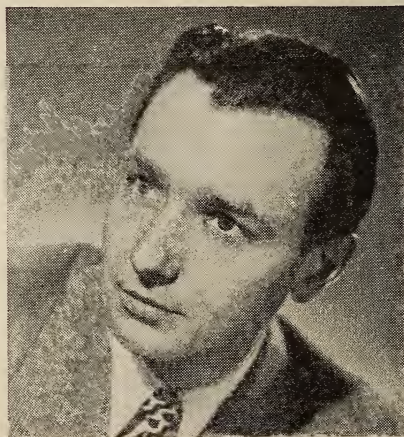
GENE HAMILTON

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NEW YORK

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ADVENTURES OF THE FALCON
C.B.S. WORLD NEWS
JOHN J. ANTHONY
ONE MAN'S DESTINY

Management: Bernard L. Schubert
Radio Registry: LA. 4-1200

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— **E** —

EADE, JOSEPH K.
WHDL, Olean, N. Y.

EARL, BOB
KSO, Des Moines, Iowa

EARLE, ALLEN
WJJD, Chicago, Ill.

EAST, HENRY
WDAK, Columbus, Ga.

EASTCOTT, ELMITT
KFAC, Los Angeles, Calif.

EATON, CHARLES
WSBT, South Bend, Ind.

EATON, LOU
WKRC, Cincinnati, Ohio

EATON, ROBERT E.
KWRC, Pendleton, Ore.

EDGAR, BILL
KWFT, Wichita Falls, Texas

EDISON, JOE
WIBC, Indianapolis, Ind.

EDMONDS, WILLIAM
WHN, New York, N. Y.

EDMONDSON, NEAL
KROW, Oakland, Calif.

EDMUNDS, FRED
KGER, Long Beach, Calif.

EDWARD, GENE
WOW, Omaha, Neb.

EDWARDS, AARON
KSRQ, Santa Rosa, Calif.

EDWARDS, CURTIS
WTCN, Minneapolis, Minn.

EDWARDS, HOWARD
KBWD, Brownwood, Texas

EDWARDS, JOHN
KVOR, Colorado Springs, Colo.

EDWARDS, MACK
WSBA, York, Pa.

EDWARDS, ROSS
WSPR, Springfield, Mass.

ELLINGTON, OSCAR
KTNM, Tucumcari, N. M.

ELLINGTON, STEVE
KOAC, Corvallis, Ore.

ELLIOTT, BILL
KVOE, Santa Ana, Calif.

ELLIOTT, HENRY
WMEC, Boston, Mass.

ELLIS, HERB
KQW, San Jose, Calif.

ELLIS, STEVE
WMCA, New York, N. Y.

ELLISON, JACK
KFJI, Klamath Falls, Ore.

EMM, LOU
WHIO, Dayton, Ohio

ENGLISH, AL
WAML, Laurel, Miss.

ENLOW, THURMAN
WELQ, Tupelo, Miss.

EPLING, LEONARD
KOOS, Coos Bay, Ore.

ERDMAN, GEORGE H.
WOMT, Manitowoc, Wis.

ERDOSSY, WILLIAM
WHP, Harrisburg, Pa.

ERHARDT, GEORGE
KDAL, Duluth, Minn.

ERICKSON, CARL
WWJ, Detroit, Mich.

ERIN, BILL
KGO, San Francisco, Calif.

ESKELSON, DICK
KALL, Salt Lake City, Utah

ESSIG, VINCENT
WSAP, Portsmouth, Va.

EUBANKS, BLAIR
WTAR, Norfolk, Va.

EVANS, EDDIE
WFAA, Dallas, Texas

EVANS, SHIRL
WDZ, Tuscola, Ill.

EVANS, DON
WGKV, Charleston, W. Va.

EVANS, FRANKLIN
KPO, San Francisco, Calif.

EVANS, LOYD
WIBW, Topeka, Kan.

EVANS, ROBLEY
KGMB, Honolulu, T. H.

EVERSON, BOB
KTHT, Houston, Texas

EYBERG, MELVIN
KFNF, Shendoah, Iowa

— **F** —

FACENDA, JOHN T.
WIP, Philadelphia, Pa.

FAGEN, FRANK
WHIT, New Bern, N. C.

FAIR, JIM
WLEE, Richmond, Va.

FAIRBURN, TED
WJBC, Bloomington, Ill.

FAIRLEY, BILL
KOME, Tulsa, Okla.

FALCON, RICHARD
WHLD, Niagara Falls, N. Y.

FALER, DICK
WTAD, Quincy, Ill.

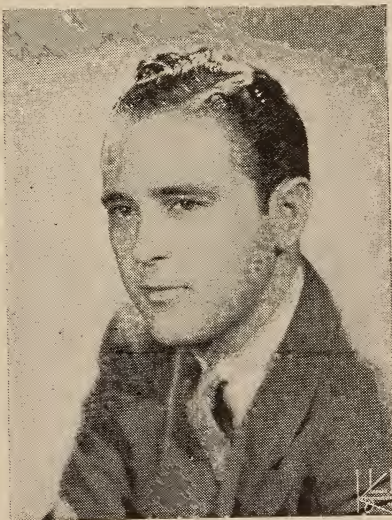
FALTER, HAROLD
WBRC, Birmingham, Ala.

FARISS, WILLIAM
WBYN, Brooklyn, N. Y.



ROD O'CONNOR
RED SKELTON SHOW

etc.



TOM HUDSON
NARRATOR-ANNOUNCER—M. C.

ANNOUNCERS

FARMER, JON
WAGA, Atlanta, Ga.

FARR, FLOYD
KPO, San Francisco, Calif.

FARRELL, JIM
WCEV, Charlottesville, Va.

FARRELL, MAURY
WAPI, Birmingham, Ala.

FARRELL, WESLEY
WRDW, Augusta, Ga.

FELACK, MICHAEL
WKPA, New Kensington, Pa.

FELIX, HENRY
WTAG, Worcester, Mass.

FELIX, JIM
WFIL, Philadelphia, Pa.

FELLER, SAM
KMYC, Marysville, Calif.

FELTON, DONALD
WBNY, Buffalo, N. Y.

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FENDER, BILL
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FENGLER, HAROLD
WJMC, Rice Lake, Wis.

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ABC—Orson Wells' Almanac

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WEW, St. Louis, Mo.

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KABC, San Antonio, Texas

FINCH, D.
WNEW, New York, N. Y.

FINDLAY, DAVE
WDBJ, Roanoke, Va.

FINGER, ART
KXYZ, Houston, Texas

FINLEY, SLOAN G.
WMC, Memphis, Tenn.

FINN, WILLIAM
WISH, Indianapolis, Ind.

FIREND, GEORGE
WLAK, Lakeland, Fla.

FISCHER, DONALD
WRC, Washington, D. C.

FISCHLER, H. J.
WNYC, New York, N. Y.

FISHER, MICKEY
KOVV, Valley City, N. Dak.

FISK, JR., NATHAN B.
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FITZPATRICK, B. J. C.
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WWRL, Woodside, N. Y.

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WRUF, Gainesville, Fla.

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FLYNN, ART
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FLYNN, ROY
WAPI, Birmingham, Ala.

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FORD, ERNEST
WOPI, Bristol, Tenn.

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WENT, Gloversville, N. Y.

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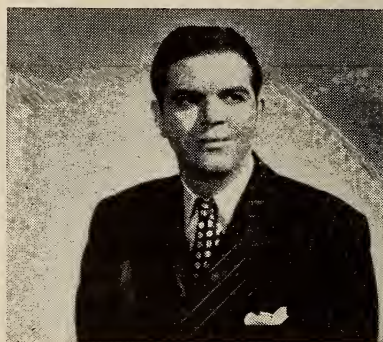
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KMPC, Los Angeles, Calif.
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WSBC, Chicago, Ill.

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KGO, San Francisco, Calif.

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WLNH, Laconia, N. H.

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MBS—House of Mystery

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WLAW, Lawrence, Mass.

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HAHN, BILL
WNAO, Boston, Mass.

HAITEMA, MILTON
WKAR, East Lansing, Mich.

HALCOM, DOC
KRGV, Weslaco, Texas

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MBS—Arthur Hale—Your
Richfield Reporter

HALE, CECIL
WSAI, Cincinnati, Ohio

HALE, GEORGIA
KVOS, Bellingham, Wash.

HALEY, HERB
KGO, San Francisco, Calif.

HALL, HAYNIE
KXYZ, Houston, Texas

HALL, HEDLEY
KMYC, Marysville, Calif.

HALL, LA FAWN
KRBC, Abilene, Texas

HALL, MARTHA
WSFA, Montgomery, Ala.

HALLIGAN, JOHN
KVFJ, Fort Dodge, Iowa

HALLOCK, MEL
KWYO, Sheridan, Wyo.

HALLOCK, WILES
WLEU, Erie, Pa.

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WWL, New Orleans, La.

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NBC—Woman of America, Harvest of Stars

MBS—The Shadow

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WDRG, New Haven, Conn.

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WHBY, Appleton, Wis.

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WMVA, Martinsville, Va.

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KPAB, Laredo, Texas

HARRICE, CY

MBS—Quick As A Flash

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WTAG, Worcester, Mass.

HARRIS, BOB

KLZ, Denver, Colo.

HARRIS, BOB

WMCA, New York, N. Y.

HARRIS, SI

NBC—The RCA Victor Show

HARRISON, WILLIAM

ABC—Boston Symphony Orchestra

HARRISS, DAVE

WNHC, New Haven, Conn.

HARRY, MARSHALL

KFSG, Los Angeles, Calif.

HART, JULIUS

WIBM, Jackson, Mich.

HART, MAURICE

WNEW, New York, N. Y.

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WCOP, Boston, Mass.

HARTMAN, BASIL

WFHR, Wisconsin Rapids, Wis.

HARTMAN, ERNEST

WSRR, Stamford, Conn.

HARVEY, KING

KBST, Big Spring, Texas

HAYENS, PAUL

WGL, Fort Wayne, Ind.

HAWORTH, BILL

NBC—College of Musical Knowledge

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HAYDEN, JIM

KLO, Ogden, Utah

HAYES, EARL

KVOX, Moorhead, Minn.

HAYES, GLENN

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HAYWARD, BRUCE

KWK, St. Louis, Mo.

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WCOP, Boston, Mass.

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HAYWOOD, GEORGE

WHFC, Cicero, Ill.

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KOLL, Omaha, Neb.

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HEALY, DANIEL

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MBS—Real Stories from Real Life

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WSAI, Cincinnati, O.

IRVING, CHARLES
MBS—Adventures Of Bulldog Drummond.

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JARROTT, HOWARD
WSAV, Savannah, Ga.

JARVIN, GEORGE
KDAL, Duluth, Minn.

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KFWB—Make Believe Ballroom

JASPER, ALAN
WGBB, Freeport, N. Y.

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JENKINS, BILL
WTOP, Washington, D. C.

JENKINS, BOB
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JENNINGS, H. J.
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JENSEN, LEIF
WELI, New Haven, Conn.

JEROME, MEL
WJLB, Detroit, Mich.

JOHNSON, ARNOLD
WIBC, Indianapolis, Ind.

JOHNSON, A. W.
KVOA, Tucson, Ariz.

JOHNSON, EDDIE
WGAC, Augusta, Ga.

JOHNSON, GEORGE
WCCO, Minneapolis, Minn.

JOHNSON, GORDON
WFAA, Dallas, Tex.

JOHNSON, MARTIN
WMSL, Decatur, Ala.

JOHNSON, NEAL
WMBH, Joplin, Mo.

JOHNSON, OTTO
WMFG, Hibbing, Minn.

JOHNSON, OWEN
WAGA, Atlanta, Ga.

JONES, AL
WRR, Dallas, Tex.

JONES, ARTHUR T.
KXOK, St. Louis, Mo.

JONES, BILL
KLZ, Denver, Colo.

JONES, DON
KGVO, Missoula, Mont.

JONES, DUANE
WILL, Urbana, Ill.

JONES, HOWARD C.
WIP, Philadelphia, Pa.

JONES, LEE
KLZ, Denver, Colo.

JONES, PAUL
KGB, San Diego, Calif.

JONES, ROBERT
WBAL, Baltimore, Md.

JONES, WES
KTBS, Shreveport, La.

JONTRY, CLARK
WJBC, Bloomington, Ill.

JORDAN, MARK
KGO, San Francisco, Calif.

JORDAN, MURRAY
WLIB, New York, N. Y.

JORDAN, OWEN
CBS—Bob Hawk Show

JORGENSEN, FRED
KPO, San Francisco, Calif.

JOY, DICK
CBS—Danny Kaye Show
KCMJ, Palm Springs, Calif.

JULIAN, BERT
WISH, Indianapolis, Ind.

— K —

KADELL, CARLTON
KLO, Ogden, Utah
NBC—Amos 'n' Andy

KAIMAN, LAMBERT
KMOX, St. Louis, Mo.

KARNSTEDT, CAL
KSTP, St. Paul, Minn.

KASSE, E.
WNER, Chicago, Ill.

KAUFMAN, ROBERT
WISR, Butler, Pa.

KAUFMAN, GEORGE
KOTA, Rapid City, S. D.

KAVANAUGH, TOM
KNOE, Monroe, La.

KAY, ARTY
WHOT, South Bend, Ind.

KAY, HARRY
KRSO, Santa Rosa, Calif.

KAY, JOHNNY
WSLB, Odgensburg, N. Y.

KEARNEY, GERALD
WFEA, Manchester, N. H.

KEARNS, BOB
WIBW, Topeka, Kans.

KEATING, LARRY
ABC—Murder Will Out, County Fair
NBC—Tommy Dorsey

KEEFE, TOM
WCAE, Pittsburgh, Pa.

KEELER, DAN
KSL, Salt Lake City, Utah

KEELING, CHARLES
KSAM, Huntsville, Tex.

KEEN, BILL
KGKY, Scottsbluff, Neb.

KEITH, LARRY F.
WSGN, Birmingham, Ala.

KELEHAN, JIM
KRNT, Des Moines, Ia.

KELFORD, TREVOR
KXEL, Waterloo, Ia.

KELLER, ERNEST
WSM, Nashville, Tenn.

KELLER, FREDERICK
WBEN, Buffalo, N. Y.

KELLY, JOHN
KLO, Ogden, Utah

KELLY, PATRICK J.
WEAF, New York, N. Y.

KELLY, WARREN
WJR, Detroit, Mich.

KEMP, EDWARD
WJR, Detroit, Mch.

KENLO, JOHNNY
KALB, Alexandria, La.

KENNEDY, DALE
MBS—Victor H. Lindlahr, Richard Maxwell—Hymns You Love

ANNOUNCERS

KENNEDY, JOHN M.
 ABC—Remember Hour
KENNEDY, ROBERT
 WATW, Ashland, Wis.
KENNEDY, WARREN
 WDSU, New Orleans, La.
KENNEY, FRED
 WLEE, Richmond, Va.
KENNINGTON, B. L.
 KVSF, Santa Fe, N. M.
KENNON, CHRIS K.
 KWKH, Shreveport, La.
KENNY, H. B.
 WSSV, Petersburg, Va.
KENSINGER, GLEN
 WMBD, Peoria, Ill.
KENT, JOHN
 WWL, New Orleans, La.
KENT, STEVE
 WTM, Trenton, N. J.
KER, ALFRED M., JR.
 WHBQ, Memphis, Tenn.
KERN, BRUCE
 WTIC, Hartford, Conn.
KERRIGAN, JACK
 WHO, Des Moines, Ia.
KERWOOD, ORIE
 KMMJ, Grand Island, Neb.
KESSENICK, JACK
 WOSH, Oshkosh, Wis.
KESTER, WARREN
 WMT, Cedar Rapids, Ia.
KETTLE, GEORGE
 KGIW, Alamosa, Col.
KEYES, EARL
 WFPB, Atlantic City, N. J.
KIBBY, GORDON
 WLAV, Grand Rapids, Mich.
KICK, W. O.
 WTOG, Savannah, Ga.
KIDD, WILLIAM
 WHNC, Henderson, N. C.
KIENZLE, GEORGE
 WHP, Harrisburg, Pa.
KING, DEL
 KMOX, St. Louis, Mo.
KING, FULTON
 WTON, Staunton, Va.
KING, JOHN REED
 ABC—The Sheriff
KIPPEN, JAMES
 KHQ, KGA, Spokane, Wash.
KIRBY, JIMMY
 WGST, Atlanta, Ga.
KIRBY, KLEVE
 WMAQ, Chicago, Ill.
KIRBY, LEE
 WBT, Charlotte, N. C.
KNIGHT, BOB
 KWIL, Albany, Ore.
KNIGHT, FRANK
 WOR, New York, N. Y.
KNOTT, JACK
 WIS, Columbia, S. C.
KNUTSON, DARRYL
 WDSM, Superior, Wis.
KNUTSON, HAROLD
 KUOM, Minneapolis, Minn.
KNUTSON, MILO
 KFBL, Wichita, Kans.
KOBERNAT, RALPH
 WSAM, Saginaw, Mich.
KOEHLE, VICTOR
 KGMB, Honolulu, T. H.
KOESTER, TONY
 KFBE, Sacramento, Calif.
KOHLMAN, ERNEST
 KFBI, Wichita, Kans.
KOLSKY, ROBERT
 WJMC, Rice Lake, Wis.
KOONS, ROBERT
 KMO, Tacoma, Wash.
KOPP, Le ROY
 KQW, San Jose, Calif.

KOSCHMAN, MARTIN
 KFPY, Spokane, Wash.
KOSKI, LEVI
 WHDF, Calumet, Mich.
KOSUT, HAL
 WPAT, Paterson, N. J.
KOVACS, ERNIE
 WTTM, Trenton, N. J.
KRUPP, ROGER
 ABC—David Harding, Counter-
 spy
KRUYER, PAUL
 WSET, South Bend, Ind.
KULT, ERWIN
 KELO, Sioux Falls, S. Dak.
KUNIN, ELIOT
 WAAB, Worcester, Mass.
KUNKEL, BRUCE
 WCAO, Baltimore, Md.
KURZENKNABE, DONALD J.
 KVO, Colorado Springs, Colo.

— L —

LACKARD, JAMES
 WDEV, Waterbury, Vt.
LA COM, ALEX
 KFIO, Spokane, Wash.
LA COSTA, AL
 KONO, San Antonio, Tex.
LA FRANCE, LOUIS
 WWRL, Woodside, N. Y.
LA FRANCHISE, CHARLES
 KALE, Portland, Ore.
La FRANO, TONY
 KHJ, Los Angeles, Calif.
LAGEMAN, LOUIS
 WCMJ, Ashland, Ky.
LAING, JOHN
 NBC—Scaltest Village Store,
 The Great Guildersleeve
LAKE, BERRY
 WHO, Des Moines, Ia.
LAMB, JAY HUGH, JR.
 WRLD, West Point, Ga.
LAMB, LESLIE
 WJHL, Johnson City, Tenn.
LANCOT, CLIFFORD
 WEW, St. Louis, Mo.
LANDFEAR, DEAN
 WMT, Cedar Rapids, Ia.
LANDRY, JAMES
 WDSU, New Orleans, La.
LANE, BILL
 WBIR, Knoxville, Tenn.
LANE, VANCE
 KGER, Long Beach, Calif.
LASHBROOK, ROBERT
 WHOT, South Bend, Ind.
LASHER, SID
 WHAM, Rochester, N. Y.
LATHROP, BRUCE
 KSN, San Francisco, Calif.
LATIMER, TOM
 KMPC, Los Angeles, Calif.
LATTING, BOB
 ABC—Constance Bennett
LAUBE, RAY
 KDTH, Dubuque, Ia.
LAUGHNER, ROL
 KTAR, Phoenix, Ariz.
LAWRENCE, JACK C.
 WGIL, Galesburg, Ill.
LAWRENCE, MARK
 WPAT, Paterson, N. J.
LAWTON, CHARLES
 WMGA, Moultrie, Ga.
LAYTON, WILLIAM
 ABC—Ford Sunday Evening
 Hour
LEACH, ROBERT
 WBAB, Atlantic City, N. J.
LEAFER, WOODROW
 WQXR, New York, N. Y.

LEE, BOB
 KORN, Fremont, Nebr.
LEE, CARROLL S.
 WRLC, Toccoa, Ga.
LEE, DAVID
 WIBC, Indianapolis, Ind.
LEE, DICK
 WBEU, Anderson, Ind.
LEE, DON
 WFCI, Pawtucket, R. I.
LEE, FRANK
 KVOL, Lafayette, La.
LEE, HARRY W.
 WMFD, Wilmington, N. C.
LEE, JAMES H.
 KYUM, Yuma, Ariz.
LEE, JOSEPH C.
 KOVO, Provo, Utah
LEE, MEL
 WJRD, Tuscaloosa, Ala.
LEE, ROBERT E.
 WMAM, Marinette, Wis.
LEE, TED
 WOWO, Fort Wayne, Ind.
LEE, TED
 WFCI, Pawtucket, R. I.
LEE, THOMAS
 KOVO, Provo, Utah
LEE, WILLIAM P.
 WLAK, Lakeland, Fla.
LEEDS, DAVID
 WMCA, New York, N. Y.
LEEFERS, ROBERT
 WMT, Cedar Rapids, Ia.
LE FEVRE, NED
 WMAQ, Chicago, Ill.
LEISURE, CLARENCE
 KPO, San Francisco, Calif.
LELY, JEAN T.
 KVOA, Tucson, Ariz.
LEMON, LEE
 KRRV, Sherman, Tex.
LENDY, JULIAN
 KFUN, Las Vegas, N. M.
LEON, JACK
 WOMT, Manitowoc, Wis.
LEONARD, PAT
 WTMA, Chaleston, S. C.
LESLIE, JOHN
 WOW, Omaha, Neb.
LESTER, GRANT
 WALB, Albany, Ga.
LESTER, TOM
 WESX, Salem, Mass.
LESTER, WILLIAM
 KOY, Phoenix, Ariz.
LE-TOURNEAU, ART
 KIDO, Boise, Id.
LEVAS, MILTON
 KXA, Seattle, Wash.
LEVERTON, O. M.
 WSAU, Wausau, Wis.
LEVEY, MARVIN
 WFDF, Flint, Mich.
LEVIT, STAN
 KSN, San Francisco, Calif.
LEWIS, HENRY
 KOAM, Pittsburg, Kans.
LEWIS, JACK
 WMBG, Richmond, Va.
LEWIS, JOHN
 WCAO, Baltimore, Md.
LEWIS, RALPH
 WTAD, Quincy, Ill.
LEWIS, ROBERT Q.
 WEN, New York, N. Y.
LEYDEN, WILLIAM
 KMPC, Los Angeles, Calif.
LINDER, MORTON L.
 WSBT, South Bend, Ind.
LINDSAY, A. W.
 KKRO, Aberdeen, Wash.
LINDSAY, WILSON
 WILM, Wilmington, Del.

ANNOUNCERS

LINFOOT, VICTOR
WWJ, Detroit, Mich.

LINGO, TED
WTOP, Washington, D. C.

LINKOUS, MELVIN
WSLS, Roanoke, Va.

LINN, J. B.
KGNC, Amarillo, Tex.

LINTHICUM, WALTER
WBAL, Baltimore, Md.

LIPKER, CHARLES H.
WFN, Findlay, O.

LIPPENCOTT, ELLWOOD
KELA, Centralia, Wash.

LISSE, ALAN
KFRG, San Francisco, Calif.

LITTELL, PATTI
KDKA, Pittsburgh, Pa.

LITTERAL, RON
KTEM, Temple, Tex.

LITTLE, EDWARD
WELD, Niagara Falls, N. Y.

LIVELY, LEE
WSAP, Portsmouth, Va.

LIVESEY, GEORGE
WGVO, Missoula, Mont.

LLOYD, VINCE
WMBD, Peoria, Ill.

LOCKE, C. STANLEY
KWSC, Pullman, Wash.

LOCKHART, HARRY
KTHS, Hot Springs, Ark.

LOFTFIELD, KEITH
KTUC, Tucson, Ariz.

LOHMEIER, WILLIAM
WBBF, Rock Island, Ill.

LOKEY, FRANK
WNOX, Knoxville, Tenn.

LONG, HARRY
KVI, Tacoma, Wash.

LONG, JOE B., JR.
WROL, Knoxville, Tenn.

LONG, KENNETH B.
WGAN, Portland, Me.

LONG, MATHEW
KGB, San Diego, Calif.

LONG, PAUL
KWKH, Shreveport, La.

LONG, THEODORE
KMJ, Fresno, Calif.

LORANGER, WILLIAM F.
WSAM, Saginaw, Mich.

LORING, JAMES
WATL, Atlanta, Ga.

LOUDON, GORDON
WWL, New Orleans, La.

LOUDEN, VERN
KALL, Salt Lake City, Utah

LOWE, JACK
WWDC, Washington, D. C.

LOWELL, KENNETH
KTSM, El Paso, Tex.

LOYD, KEITH
KVOF, Plainview, Tex.

LOYD, KEITH
KFDA, Amarillo, Tex.

LUCAS, BEN
WDAK, Columbus, Ga.

LUCE, DEAN
WDRG, New Haven, Conn.

LUDLAM, KENNEDY
WRC, Washington, D. C.

LUDLOW, EAN J.
KOVO, Provo, Utah

LUDEKE, HARRY
WMBD, Peoria, Ill.

LUKENS, ERNEST
WKOK, Sunbury, Pa.

LUTHER, PAUL
ABC—The Listening Post

LYBECK, DEAN
WJMC, Rice Lake, Wisc.

LYNAGH, JAMES
WEEU, Reading, Pa.

LYNAR, DON
WMIS, Natchez, Miss.

LYON, BERT
KABR, Aberdeen, S. Dak.

LYON, CHARLES
WMAQ, Chicago, Ill.

LYONS, JOHN
WSAR, Fall River, Mass.

LITTLE, EVAN
KWAL, Wallace, Id.

— M —

MABRY, BOB
WFDE, Flint, Mich.

MacCORMACK, FRANKLYN
ABC—Hymns Of All Churches

MacDONALD, P. L.
WEEL, Boston, Mass.

MacINTOSH, RAYMOND
WHBY, Appleton, Wisc.

MacINTYRE, HAL
KCMJ, Palm Springs, Calif.

MACK, BILL
WEDC, Chicago, Ill.

MACK, JOHN
WSNJ, Bridgeton, N. J.

MacKAY, KENDALL
WTHT, Hartford, Conn.

MACKINTOSH, BILL
KYA, San Francisco, Calif.

MacLEAN, JOHN
WHEC, Rochester, N. Y.

MADELEY, ART
WGBR, Goldsboro, N. C.

MAEL, MERRILL E.
KSFO, San Francisco, Calif.

MAGNER, WILLIAM
KOTA, Rapid City, S. D.

MAHANEY, ROBERT
WIBX, Utica, N. Y.

MAHONEY, BILL
KGHF, Pueblo, Colo.

MAKI, BILL
WJMS, Ironwood, Mich.

MALLOW, JOHN
WGN, Chicago, Ill.

**MBS—Freedom Of Opportun-
ity**

MALLOY, LES
KYA, San Francisco, Calif.

MALONE, DON
KHUB, Watsonville, Calif.

MALONEY, VIN
WNAC, Boston, Mass.

MANFEE, ALLAN
KVAK, Atchison, Kans.

MANLOVE, DUDLEY
KPO, San Francisco, Calif.

MANN, CARL
KTBC, Austin, Texas

MANNING, BILL
WHP, Harrisburg, Pa.

MANNING, DAVE
KXLA, Pasadena, Calif.

MANNING, MAJOR KNOX
MANSFIELD, LAWRENCE

WIOD, Miami, Fla.

MARK, EARNEST
WHGB, Harrisburg, Pa.

MARKS, GARNET

MARLOW, MICHAEL
WWSW, Pittsburgh, Pa.

MARMION, HARRY
KFDL, Beaumont, Tex.

MARRIOTT, GEORGE
WRBL, Columbus, Ga.

MARSHALL, JERRY
WNEW, New York, N. Y.

MARSTON, ALBERT O.
KFXM, San Bernardino, Calif.

MARTA, JOHN A.
WDSM, Superior, Wisc.

MARTIN, BOB
WOR, New York, N. Y.

MARTIN, CARL
WIL, St. Louis, Mo.

MARTIN, DAVE
WRUF, Gainesville, Fla.

MARTIN, ED
KCKN, Kansas City, Mo.

MARTIN, FRANK
NBC—Everything For The Boys

MARTIN, GLEN
KLZ, Denver, Colo.

MARTIN, HARRY
WFBM, Indianapolis, Ind.

MARTIN, HARRY
WLAG, LaGrange, Ga.

MARTIN, JACK
WCAE, Pittsburgh, Pa.

MARTIN, JACK
WBEB, La Crosse, Wisc.

MARTIN, LOU
KOAM, Pittsburgh, Kans.

MARTIN, RICHARD
WCML, Ashland, Ky.

MARTIN, R. N.
WHBQ, Memphis, Tenn.

MARTIN, SAM
KUOA, Siloam Springs, Ark.

MARTIN, THOMAS
WSAJ, Grove City, Pa.

MARTIN, WILLIAM
WHP, Harrisburg, Pa.

MARS, PETER A.
WKLA, Ludington, Mich.

MASON, BILL
WOC, Davenport, Ia.

MATHER, CHARLES E.
WSFO, San Francisco, Calif.

MATHIS, LYLE
KVOV, Redding, Calif.

MATTERN, DON
WTM, Trenton, N. J.

MAXSON, JACK
KFXM, San Bernardino, Calif.

MAXWELL, CHARLES E.
WGBS, Miami, Fla.

MAXWELL, TOM
WGST, Atlanta, Ga.

MAY, GEORGE
WFDF, Flint, Mich.

MAYBRX, BOB
KXO, El Centro, Calif.

MAYER, WILLIAM
WGAR, Cleveland, O.

MAYNES, JAMES
WRNL, Richmond, Va.

MAYHEW, WILLIAM
WBEN, Buffalo, N. Y.

MAYO, SEAMAN A.
KPLC, Lake Charles, La.

McADAMS, LON
KMJ, Fresno, Calif.

McAFEE, RAY
WMBI, Chicago, Ill.

McALLISTER, DON
WDBO, Orlando, Fla.

McBRIDE, ROBERT
KWBU, Corpus Christi, Tex.

McCAIN, BILL
WAGA, Atlanta, Ga.

McCALL, DON
KHJ, Hollywood, Calif.

McCALL, FRED
SGY, Schenectady, N. Y.

McCANN, DICK
KBON, Omaha, Neb.

McCANN, TOM
WSAI, Cincinnati, O.

McCARRELL, R. L.
KPLT, Paris, Tex.

McCARTNEY, DICK
WKNY, Kingston, N. Y.

McCARTHY, PAT
KVOV, Redding, Calif.

ANNOUNCERS

- McCARTHY, DICK**
KROA, Siloam Springs, Ark.
- McCARTY, CHAN**
WAJR, Morgantown, W. Va.
- McCLANAHAN, STEELE**
WFGS, Harlingen, Tex.
- McCLURE, ROLAND**
KBND, Bend, Ore.
- McCORMACK, C. L.**
WGBS, Miami, Fla.
- McCOY, O. B.**
KRBC, Abilene, Tex.
- McCOY, RONNIE**
KFEL, Denver, Colo.
- McCROSKEY, DON**
KTBI, Tacoma, Wash.
- McCULLOUGH, DAN**
WOR, New York, N. Y.
MBS—Superman
- McCUNE, DON**
KRSC, Seattle, Wash.
- McDANIELS, DICK**
KTSW, Emporia, Kans.
- McDONALD, AL**
WTMA, Charleston, S. C.
- McDONALD, HERB**
KGHF, Pueblo, Colo.
- McELROY, JACK**
ABC—Bride & Groom
- McELVEEN, MOODY**
WCOS, Columbia, S. C.
- McEWAN, ROBERT**
KXLA, Pasadena, Calif.
- McFARLAN, CHARLES**
KENO, Las Vegas, Nev.
- McFARLAND, OWEN**
WMCA, New York, N. Y.
- McGEEHAN, PAT**
NBC—Abbott & Costello Program
- McGEEHEE, GENE**
KFH, Wichita, Kans.
- McGINLEY, JOE**
WKIX, Columbia, S. C.
- McGOVERN, BILL**
KROW, Oakland, Calif.
- McGRATH, JIM**
WWDG, Washington, D. C.
- McGRATH, PAUL**
MBS—Iika Chase
- McGUIRE, RAY**
WNOE, New Orleans, La.
- McHAN, BILL**
WJPR, Greenville, Miss.
- McINTIRE, CHARLES**
WMBH, Joplin, Mo.
- McINTYRE, FRANK**
KUTA, Salt Lake City, Utah
- McINTYRE, JIMMY**
WAVE, Louisville, Ky.
- McKASSON, CLARENCE**
KRGV, Wesloac, Tex.
- McKAY, JOHN**
WBNY, Buffalo, N. Y.
- McKEE, BURTT, JR.**
WAPI, Birmingham, Ala.
- McKEE, TOM**
WHEC, Rochester, N. Y.
- McKEEHAN, BOB**
WGKV, Charleston, W. Va.
- McKELLER, DONALD**
WAAB, Worcester, Mass.
- McKENNA, BOB**
KDKA, Pittsburgh, Pa.
- McKINNDY, W. N.**
KELD, El Dorado, Ark.
- McKNIGHT, BOB**
KYSM, Mankato, Minn.
- McKNIGHT, JOHN**
WNCA, New York, N. Y.
- McLAUGHLIN, DON**
NBC—Carnation Contented Program
- McLAUGHLIN, FRANCIS**
WGBI, Scranton, Pa.
- McLENDON, NORWOOD**
KTEM, Temple, Tex.
- McMILLEN, JIM**
WORD, Spartanburg, S. C.
- McMORAN, LYNN V.**
WLAY, Muscle Shoals, Ala.
- McNAMARA, JIM**
WMOB, Mobile, Ala.
- McQUARRIE, HAVEN**
NBC—Noah Webster Says
- McWHORTER, DONALD**
WMMN, Fairmont, W. Va.
- MEARS, WES**
KFI, Los Angeles, Calif.
- MECHAM, LLOYD**
KVCNU, Logan, Utah
- MELTON, CHARLES**
WHOP, Hopkinsville, Ky.
- MENDELL, ED**
WAGA, Atlanta, Ga.
- MENEFEE, BOB**
WNEW, New York, N. Y.
- MENTON, BILL**
WMOB, Mobile, Ala.
- MERCER, JIMMY**
KPLT, Paris, Tex.
- MERENS, LYMAN**
WRJN, Racine, Wisc.
- MERRIDEW, REG.**
WGAR, Cleveland, O.
- MERRILL, WILLIAM**
WOI, Ames, Ia.
- MERRITT, BILL**
KQW, San Jose, Calif.
- METCALF, MAX**
WHAM, Rochester, N. Y.
- MEYERS, EVE**
KFUN, Las Vegas, N. M.
- MEYERS, ART**
WCAP, Asbury Park, N. J.
- MEYERS, TED**
ABC—Darts For Dough, People Are Funny
- MEZGER, W. L.**
WEEI, Boston, Mass.
- MILBURN, DEAN**
KCKN, Kansas City, Mo.
- MILLER, BOB**
WDGY, Minneapolis, Minn.
- MILLER, C. A.**
WCBS, Springfield, Ill.
- MILLER, CURLY**
WLS, Chicago, Ill.
- MILLER, DICK**
KOAM, Pittsburg, Kans.
- MILLER, ELLIOTT**
WDRG, New Haven, Conn.
- MILLER, HAL**
KYA, San Francisco, Calif.
- MILLER, HAL**
WNAC, Boston, Mass.
- MILLER, JOE**
WLVA, Lynchburg, Va.
- MILLER, JOE**
KXOX, Sweetwater, Tex.
- MILLER, LINDY**
WSAR, Fall River, Mass.
- MILLER, MARVIN**
ABC—The New Louella Parsons Show
NBC—Duffy's Tavern
CBS—Frank Sinatra Show,
The Whistler, Billie Burke Show
- MILLER, OTTO**
KSLM, Salem, Ore.
- MILLER, PAUL L.**
WKOK, Sunbury, Pa.
- MILLER, ROSS**
WTIC, Hartford, Conn.
- MILLER, WILLIAM**
KXOK, St. Louis, Mo.
- MILLERT, LARRY**
WATL, Atlanta, Ga.
- MILLHOUSE, GLENN E.**
KGEZ, Kalispell, Mont.
- MILLS, ALMA**
KVRB, Rock Springs, Wyo.
- MILLS, DEXTER**
WDBJ, Roanoke, Va.
- MILLS, FRANK**
WBAP, Fort Worth, Tex.
- MINTER, LOUIS**
WDBJ, Roanoke, Va.
- MISNER, FRANK**
KNYC, Marysville, Calif.
- MITCHELL, DON**
WAGA, Atlanta, Ga.
- MITCHELL, FRANKLIN C.**
WJR, Detroit, Mich.
- MITCHELL, GORDON**
WLSL, Roanoke, Va.
- MITCHELL, STANLEY**
WNAB, Bridgeport, Conn.
- MOCK, WILLIAM**
KVOS, Bellingham, Wash.
- MOEGLE, FRED**
KWK, St. Louis, Mo.
- MONROE, WILSON**
KTRC, Visalia, Calif.
- MONTESANO, BOB**
WIBX, Utica, N. Y.
- MONTGOMERY, RALPH**
KOIL, Omaha, Neb.
- MOORE, BILL**
WINN, Louisville, Ky.
- MOORE, DAVE**
KWBR, Oakland, Calif.
- MOORE, DICK**
WIBX, Utica, N. Y.
- MOORE, ED**
WIOD, Miami, Fla.
- MOORE, HAL**
WNEW, New York, N. Y.
- MOORE, TOM**
MBS—Captain Midnight
- MOORE, WALKER**
KFJZ, Ft. Worth, Tex.
- MOREY, ART**
KWJJ, Portland, Ore.
- MORGAN, BILL**
KVOP, Plainview, Tex.

ANNOUNCERS

MORGAN, JOHN CARL
WINC, Winchester, Va.

MORRIS, JOHN
WLOL, Minneapolis, Minn.

MORRIS, TRUMAN
WLAP, Lexington, Ky.

MORRISON, BILL
WDZ, Tuscola, Ill.

MORRISON, BOB
KWTO, Springfield, Mo.

MORRISON, BRET
ABC—The Listening Post

MORSE, TONY
KGO, San Francisco, Calif.

MORTENSEN, ART
KLO, Ogden, Utah

MULLINS, BERNARD
WTIC, Hartford, Conn.

MULROY, BERT
WEMP, Milwaukee, Wisc.

MUMPHREY, BOB
WNOE, New Orleans, La.

MUNCY, HUGH
KXEL, Waterloo, Ia.

MUNZELL, ADRIAN
WCS, Charleston, S. C.

MURPHEY, C. H.
WHIS, Bluefield, W. Va.

MURPHY, BILL
KFYR, Bismark, S. D.

MURPHY, BOB
ABC—Quiz Kids

MURPHY, PAT
KADA, Ada, Okla.

MURPHY, WALTER
WNN, Louisville, Ky.

MURRAY, CHARLES
WSNJ, Bridgeton, N. J.

MURRAY, HAL
WSPA, Spartanburg, S. C.

MURRELLWRIGHT, ARTHUR
WHAM, Rochester, N. Y.

MURTOUGH, BILL
KCMJ, Palm Springs, Calif.

MYERS, E. B. (Gene) III
KNET, Palestine, Tex.

— N —

NABLE, MARIAN
WDBO, Orlando, Fla.

NABORS, TED E.
KTRH, Houston, Tex.

NANCE, BOB
KADA, Ada, Okla.

NASH, BARNES
WHIS, Bluefield, W. Va.

NASH, R. J.
KSO, Des Moines, Ia.

NATION, HERSHALL
WDOD, Chattanooga, Tenn.

NAUGHTON, RUSSELL
WDR, New Haven, Conn.

NEAL, BOB
WGAR, Cleveland, O.

NEAL, BOB
WERC, Cincinnati, O.

NEAL, CHARLES
WCBT, Roanoke Rapids, N. C.

NEAL, HARRY A.
WBRC, Birmingham, Ala.

NEATH, ERNEST A.
KRB, Bozeman, Mont.

NEDIN, DICK
WKNY, Kingston, N. Y.

NELSKOG, WALT
KHQ-KGQ, Spokane, Wash.

NELSON, CYRIL
WWVA, Wheeling, W. Va.

NELSON, DAVID
WSAP, Portsmouth, Va.

NELSON, ED
KYA, San Francisco, Calif.

NELSON, GENE
KFAM, St. Cloud, Minn.

NELSON, HAROLD R.
KUOM, Minneapolis, Minn.

NELSON, HAROLD
KCMC, Texarkana, Tex.

NELSON, JIM
WIL, St. Louis, Mo.

NELSON, JOHN
ABC—Breakfast In Hollywood

NEWCOMB, HERB
ABC—The Breakfast Club

NEWELL, H. W.
WEEI, Boston, Mass.

NEWMAN, CHARLES
WCBI, Columbus, Miss.

NEWSOME, LEO A., JR.
KENO, Las Vegas, Nev.

NICKELL, GLENN E.
KUIN, Grants Pass, Ore.

NICKOLSON, JOHN
WTMC, Ocala, Fla.

NICKY, BOB
WSLI, Jackson, Miss.

NIDEVER, BRUCE
KORE, Eugene, Ore.

NIDEVER, LAURA
KORE, Eugene, Ore.

NIELSON, WILLIAM
KJBS, San Francisco, Calif.

NIETE, CHARLES
KTKC, Visalia, Calif.

NIGHTINGALE, EARL
WJNC, Jacksonville, N. C.

NILES, DAVID
WEVD, New York, N. Y.

NILES, KEN
ABC—Darts For Dough, Jimmie Fiddler
NBC—Abbott & Costello

NILES, WENDELL
ABC—The Charlotte Greenwood Show, Hedda Hopper
NBC—The Man Called X, Bob Hope Show
CBS—Hollywood Star Time

NOBLES, TOM
WDOD, Chattanooga, Tenn.

NOLAND, GEORGE
KRRV, Sherman, Tex.

NORDEN, EARL
WHDF, Calumet, Mich.

NORMAN, DELL
KDYL, Salt Lake City, Utah

NORMAN, HAL
KFH, Wichita, Kans.

NORMAN, HORACE
WADC, Akron, O.

NOVENSON, JOE
WFIL, Philadelphia, Pa.

NUNN, VERNON
WSON, Henderson, Ky.

NUZUM, WILLIAM
WWVA, Wheeling, W. Va.

— O —

O'BRIEN, AL
WHBL, Sheboygan, Wisc.

O'CAIN, KEITH
WRJN, Racine, Wisc.

O'CONNELL, BILL
WRFF, Washington, D. C.

O'CONNOR, HARRY
KWBU, Corpus Christi, Tex.

O'CONNOR, JACK
WMBR, Jacksonville, Fla.

O'CONNOR, ROD
NBC—The Skelton Scrapbook
ABC—Glamour Manor

O'CONNOR, THOMAS
WBAL, Baltimore, Md.

ODELL, STUART
WHLN, Harlan, Ky.

OGDEN, TOM
KTM, Santa Barbara, Calif.

O'HALLORAN, HAL
WLS, Chicago, Ill.

OHLSON, GUS
KQW, San Jose, Calif.

OLDS, DICK
KSAL, Salina, Kans.

OLESON, JIMMY
KGGM, Albuquerque, N. M.

OLIVER, WILLIAM
WMBD, Peoria, Ill.

O'NEILL, DANIEL
WEXL, Royal Oak, Mich.

O'NEILL, JIM
KORN, Fremont, Neb.

O'REILLY, JACK
WHOM, Jersey City, N. J.

O'ROARK, JOHN
KPKW, Pasco, Wash.

O'SULLIVAN, BOB
KWJB, Globe, Ariz.

O'SULLIVAN, TIM
WGL, Fort Wayne, Ind.

OTT, BEN
KTKC, Visalia, Calif.

OVEDEN, K. R.
WEEI, Boston, Mass.

OXFORD, GEORGE
KWRB, Oakland, Calif.

— P —

PACK, MARSHALL
WSPA, Spartanburg, S. C.

PAGE, CHARLES F. A.
WSPR, Springfield, Mass.

PAGE, SAM
WNB, Binghamton, N. Y.

PAGE, TOM
WIBX, Utica, N. Y.

PAIGE, ERIK
WJLS, Beckley, W. Va.

PALLEN, ART
WWSW, Pittsburgh, Pa.

PALMER, GEORGE
WSAI, Cincinnati, Ohio

PALMER, HARRY
WMVA, Martinsville, Va.

PALMER, LESTER
WOW, Omaha, Neb.

PALMER, NORMAN
WJIM, Lansing, Mich.

ANNOUNCERS

- PALMER, WILLIAM**
WJAC, Johnstown, Pa.
- PARKER, BILL**
WOC, Davenport, Iowa
- PARKER, CARL**
WLLH, Lowell, Mass.
- PAKER, DON**
WGKV, Charleston, W. Va.
- PARKER, EUGENE H.**
WCOU, Lewiston, Me.
- PARKER, LAWRENCE M.**
KFEQ, St. Joseph, Mo.
- PARKER, MIMI**
WPAR, Parkersburg, W. Va.
- PARKER, MORRISON**
KGB, San Diego, Calif.
- PARKS, BERT**
MBS—Rensie's Radio Auction Show
- PARKS, DELMERE**
WILM, Wilmington, Del.
- PARKINS, BOB**
KGFV, Kearney, Neb.
- PARR, IMOGENE**
KVRB, Rock Springs, Wyo.
- PARRY, GRANT**
KVVU, Logan, Utah
- PARSONS, MARSHALL**
WDOD, Chattanooga, Tenn.
- PARTON, CLAUDE**
WOLF, Syracuse, N. Y.
- PASSE, LOEL**
WVSGN, Birmingham, Ala.
- PATOFF, REGIS**
WLAJ, Grand Rapids, Mich.
- PATRICK, ROGER**
KECA, Los Angeles, Calif.
- PATTERSON, CREAM**
WHTD, Hartford, Conn.
- PATTERSON, LYLE**
WHLB, Port Huron, Mich.
- PAUL, FRED**
WTAR, Norfolk, Va.
- PAULIN, PIERRE**
KDKA, Pittsburgh, Pa.
- PAULSON, AL**
KOTA, Rapid City, S. D.
- PAULSON, NORMAN**
WDAN, Danville, Ill.
- PAYNE, ALBERT W.**
WHDF, Calumet, Mich.
- PAYNE, ROBERT I.**
WCOU, Lewiston, Me.
- PEARCE, HAL**
KDTH, Dubuque, Iowa
- PEARSON, ED**
MBS—Frank Singiser and The News
- PEARSON, FORT**
WMAQ, Chicago, Ill.
- PECK, CLARENCE**
KBIZ, Ottumwa, Iowa
- PECK, EDWARD**
WSPR, Springfield, Mass.
- PECK, HARRY**
KOIL, Omaha, Neb.
- PECK, JOSEPH**
KVAK, Atchison, Kans.
- PECK, STEWARD**
KSAL, Salina, Kan.
- PEELER, ERNEST**
KPRO, Riverside, Calif.
- PEHALLEGON, W. B.**
WSOY, Decatur, Ill.
- PELHAM, BILL**
KTBC, Austin, Texas
- PENBERTHY, JOE**
WJR, Detroit, Mich.
- PETERS, KEN**
NBC—The Hoagy Carmichael Show
- PETERS, ROBERT**
WFAS, White Plains, N. Y.
- PETERSON, DALE**
KID, Idaho Falls, Idaho
- PETERSON, JAMES**
KSL, Salt Lake City, Utah
- PETERSON, ROBERT**
WROX, Clarksdale, Miss.
- PETERSON, WALTER**
KGGM, Albuquerque, N. M.
- PETRANKA, JOS.**
WSFA, Montgomery, Ala.
- PETRE, BOB**
KLZ, Denver, Colo.
- PETRIE, HOWARD**
CBS—Durante-Moore Show, Blondie Show
- PEVORA, JACK F.**
WJLS, Beckley, W. Va.
- PEAHLER, FRED P. JR.**
WBIR, Knoxville, Tenn.
- PFEIFER, LEW**
KFRC, San Francisco, Calif.
- PHLEGAR, CARL**
WBHU, Anderson, Ind.
- PHELPS RUTH**
WDSU, New Orleans, La.
- PHILLIPS, BILLY**
KIDO, Boise, Idaho
- PHILLIPS, BOB**
KFI, Los Angeles, Calif.
- PHILLIPS, DON**
KXOK, St. Louis, Mo.
- PHILLIPS, DON**
WTAL, Tallahassee, Fla.
- PHILLIPS, OREL**
KDON, Monterey, Calif.
- PIATT, GENE**
KELO, Sioux Falls, S. Dak.
- PICKEL, CHARLES D.**
WBIR, Knoxville, Tenn.
- PIEL, BUD**
WHLB, Sheboygan, Wis.
- PIERCE, BILL**
WGBI, Scranton, Pa.
- PIERCE, CHARLES**
WWNY, Watertown, N. Y.
- PIERCE, DON**
WCNC, Elizabeth City, N. C.
- PIERCE, GENE**
WMBD, Peoria, Ill.
- PIERCE, JOE**
KMLB, Monroe, La.
- PIERSON, ED**
MBS—A. L. Alexander's Mediation Board
- PIERSON, FORD**
MBS—Queen For A Day
- PINTARICH, STAN**
KALE, Portland, Ore.
- PIRNIE, DUNCAN**
WQXR, New York, N. Y.
- PISKUL, JOHN A.**
KFXM, San Bernardino, Calif.
- PITTENGER, RICHARD M.**
WFBM, Indianapolis, Ind.
- PITTS, JAMES T. JR.**
PITTS, LESTER
WRLC, Toccoa, Ga.
- PLACHTA, ALFRED R.**
KIT, Yakima, Wash.
- PLAUGHER, MAX**
WLOK, Lima, Ohio
- PLUMMER, BILL**
KDYL, Salt Lake City, Utah
- PLUMMER, LAMAR**
WAML, Laurel, Miss.
- POLLARD, BOB**
KTAR, Phoenix, Ariz.
- POLLARD, J. W.**
WEEI, Boston, Mass.
- POLLARD, TALMADGE**
WFTC, Kinston, N. C.
- POLLOCK, ED**
WKNY, Kingston, N. Y.
- POLLOCK, FRANK**
WOMT, Manitowoc, Wis.
- POWELL, JACK**
KFEL, Denver, Colo.
- POWELL, JAMES**
KVEC, San Luis Obispo, Calif.
- POWELL, KEN**
WOR, New York, N. Y.
- POWERS, PERCEY**
WSLI, Jackson, Miss.
- POWERS, RITA**
WJLB, Detroit, Mich.
- POWERS, TOM**
WNAC, Boston, Mass.
- PRESKY, GEORGE**
NBC—Cited For Valor
- PRESSER, GLENN**
KGEK, Sterling, Colo.
- PRIBBLE, R. L.**
KXOK, St. Louis, Mo.
- PRIZER, JEANNE M.**
WRUF, Gainesville, Fla.
- PROCESS, LEWIS**
WSAU, Wausau, Wis.
- PROVOST, ERIC**
WSPB, Sarasota, Fla.
- PUDNEY, EARLE**
WGY, Schenectady, N. Y.
- PULLEN, HAL**
WCOV, Montgomery, Ala.
- PURCELL, CHARLES W.**
WCAO, Baltimore, Md.
- PUSTAY, NICK**
KUOA, Siloam Springs, Ark.
- PUTNAM, GEORGE**
NBC—Portia Faces Life
MBS—John J. Anthony



- QUADE, WARREN**
WCAP, Asbury Park, N. J.
- QUAVE, MACKIE**
WKIX, Columbia, S. C.
- QUAVE, MORRIS**
WDOD, Chattanooga, Tenn.
- QUICK, BEN**
WTOC, Savannah, Ga.
- QUINN, MEL**
WBAL, Baltimore, Md.
- QUINTON, CHARLES**
KGFF, Shawnee, Okla.

ANNOUNCERS

— R —

RAASCH, EDWARD
WAOV, Vincennes, Ind.

RADCLIFF, ROY
WMBH, Joplin, Mo.

RAEBURGH, EVELYN
WLAY, Muscle Shoals, Ala.

RAFFERTY, DAN
WOC, Davenport, Iowa

RAFFETTO, MICHAEL
ABC—Glamour Manor

RAINEY, DON
WAPO, Chattanooga, Tenn.

RAND, ED
KALB, Alexandria, La.

RANEY, WALTER
WRC, Washington, D. C.

RANG, JACK
WOAI, San Antonio, Texas

RAWSON, RON
NBC—Right to Happiness

RAY, CURT
KWK, St. Louis, Mo.

RAYMON, PAUL
WJRD, Tuscaloosa, Ala.

REAMS, HUNTER
WTMA, Charleston, S. C.

REDDING, GORDON
WBEN, Buffalo, N. Y.

REDDY, TOM
ABC—Dick Tracy, Ladies Be Seated

REECE, W. O.
KTHH, Houston, Texas

REED, GEORGE
WIBM, Jackson, Mich.

REIG, HOWARD
WGY, Schenectady, N. Y.

REILLY, BILL
WDLP, Panama City, Fla.

REILLY, EARL JR.
KXA, Seattle, Wash.

REINERTSEN, STEVE
WCAL, Northfield, Minn.

REINHARDT, ALLAN V.
WOMI, Ownesboro, Ky.

REPPERT, JAMES
WSM, Nashville, Tenn.

REYNOLDS, BILL
KGFJ, Los Angeles, Calif.

REYNOLDS, BOB
WFDF, Flint, Mich.

REYNOLDS, CARROLL
WSBT, South Bend, Ind.

REYNOLDS, CARTER
KRNT, Des Moines, Iowa

REYNOLDS, GENE
WBAP, Fort Worth, Texas

REYNOLDS, RALPH
KWTO, Springfield, Mo.

RHODES, JR., BILL
KMPC, Los Angeles, Calif.

RHODES, JOHN
WMRO, Aurora, Ill.

RICAU, LIONEL
WSM, Nashville, Tenn.

RICE, CRAWFORD
WHBB, Selma, Ala.

RICE, DAN
WFMD, Frederick, Md.

RICHARDS, FLOYD
WTIC, Hartford, Conn.

RICHARDS, LARRY
KTSA, San Antonio, Texas

RICHARDS, ROD
KHUB, Watsonville, Calif.

RICHE, BILL
KFYO, Lubbock, Texas

RICHLEY, BOB
WSRR, Stamford, Conn.

RICKENBACKER, HERBERT
WORD, Spartanburg, S. C.

RIED, TERRY
WALB, Albany, Ga.

RIEDEL, BOB
KFAR, Fairbanks, Alaska

RIGGS, GLENN
ABC—John B. Kennedy, My True Story, Hop Harrigan

RING, BILL
KWTO, Springfield, Mo.

ROBATOR, HARRY
WMAS, Springfield, Mass.

ROBBINS, FRED
Danny Kaye Show, Molle Mystery Theater, Counterspy, Correction Please, Treasury Salute

ROBERTS, ADRAIN K.
WMOB, Mobile, Ala.

ROBERTS, ARTHUR
KFRC, San Francisco, Calif.

ROBERTS, KEN
NBC—Philip Morris Follies of 1946

ROBERTS, MORT
WJLB, Detroit, Mich.

ROBERTS, PAUL K.
WFBM, Indianapolis, Ind.

ROBERTSON, DAMIAN
WJAC, Johnstown, Pa.

ROBERTSON, DAVE
WDLP, Panama City, Fla.

ROBERTSON, IAN S.
KPO, San Francisco, Calif.

ROBERTSON, KEN
WGNY, Newburgh, N. Y.

ROBERTSON, RANDALL
WEW, St. Louis, Mo.

ROBERTSON, RUTH
WBTM, Danville, Va.

ROBINSON, J. K.
KOTN, Pine Bluff, Ark.

ROBY, VIC
KOA, Denver, Colo.

ROCHESTER, MILLMAN
KTBC, Austin, Texas

ROEN, LOUIS
WMAQ, Chicago, Ill.

ROGERS, ED
WTOP, Washington, D. C.

ROSENTHAL, MORT
WGBI, Scranton, Pa.

ROSS, CARL
WJLD, Bessemer, Ala.

ROSS, DAVID
CBS—Great Moments in Music
MBS—Songs by Morton Downey

ROSS, JACK
WHAM, Rochester, N. Y.

ROSS, WAYNE
KICD, Spencer, Iowa

ROSS, WILLIS
KALE, Portland, Ore.

ROSSMAN, VERN
KCRC, Enid, Okla.

ROSEWELL, OTTO
KUOM, Minneapolis, Minn.

ROTH, BOB
WLEE, Richmond, Va.

ROY, MICHAEL
ABC—The Alan Young Show
KHJ—Spot Light Bands

RUBESSA, GENE
WNEW, New York, N. Y.

RUFFIN, HOMER
KFYO, Lubbock, Texas

RUFFNER, TINY
ABC—Drew Pearson

RUGE, GEORGE
KYA, San Francisco, Calif.

RUMORE, JOE
WAPI, Birmingham, Ala.

RUSSELL, BILL
KFBI, Wichita, Kan.

RUSSELL, DON
WLBC, Muncie, Ind.

RUSSELL, JR., JOE
WELO, Tupelo, Miss.

RUST, NATHAN D.
KPAB, Laredo, Texas

RUSTICI, DON
WSRR, Stamford, Conn.

RUTLEDGE, CHARLES
WCAE, Pittsburgh, Pa.

RYAN, FRANK
WRDW, Augusta, Ga.

— S —

SACKETT, HARRY
KOOS, Coos Bay, Ore.

SADLER, JOHN
WROL, Knoxville, Tenn.

SAFFORD, JR., EDWARD L.
KTSM, El Paso, Texas

ST. GEORGE, DORIAN
ABC—Adventurer of Charlie Can

SALT, LOYD
KHQ-KGA, Sopkane, Wash.

ANNOUNCERS

- SALTMAN, DAYTON J.**
WSUN, St. Petersburg, Fla.
- SAMUELS, LAURENCE**
WKBZ, Muskegon, Mich.
- SAND, JOHN**
KICD, Spencer, Iowa
- SANDERS, DAVID**
WSAV, Savannah, Ga.
- SANDERS, GEORGE**
KWKW, Pasadena, Calif.
- SANDERS, HUGH**
WOR, New York, N. Y.
- SANDLER, BERNIE**
WENT, Gloversville, N. Y.
- SANFORD, TED**
WGV, Charleston, W. Va.
- SARGENT, L. F.**
WEEI, Boston, Mass.
- SATHE, ARNIE**
KELO, Sioux Falls, S. Dak.
- SAUNDERS, ERNIE**
WCHS, Charleston, W. Va.
- SAUNDERS, GIL**
KXEL, Waterloo, Iowa
- SAUNDERS, GUS**
WNAC, Boston, Mass.
- SAUNDERS, JOHN**
WGAR, Cleveland, Ohio
- SCANLON, JACK**
WOR, New York, N. Y.
- SCHMIDT, BETTY**
KWSC, Pullman, Wash.
- SCHNEIDER, RAY**
WWSW, Pittsburgh, Pa.
- SCHNURR, EVELYN**
WTRY, Troy, N. Y.
- SCHOOLEY, IVAN**
KOA, Denver, Colo.
- SCHOPHER, BOB**
WFAC, Los Angeles, Calif.
- SCHORREGGE, CHARLES**
KFYR, Bismark, S. Dak.
- SCHROEDER, MARIE LOUISE**
KCKN, Kansas City, Mo.
- SCHULTZ, JOHN R.**
WSAU, Wausau, Wis.
- SCHUSTER, PAUL**
WKBB, Dubuque, Iowa
- SCHWARTZ, IRVING**
WJHL, Johnson City, Tenn.
- SCHWEIZER, JERRY**
WJR, Detroit, Mich.
- SCOFIELD, H. CARTER**
WCBO, Orlando, Fla.
- SCOTT, JOHN**
WOR, New York, N. Y.
MBS—Real Stories from Real Life, Lyle Van News
- SCOTT, PAUL**
WOMT, Manitowoc, Wis.
- SCOTT, ROBERT**
WCAP, Asbury Park, N. J.
- SCOVILLE, ELLIOTT**
KFIZ, Fon du Lac, Wis.
- SEAMAN, NEAL**
WGGB, Freeport, N. Y.
- SEARS, BILL**
KUTA, Salt Lake City, Utah
- SEAHOLTZ, PAUL**
WJNC, Jacksonville, N. C.
- SEBASTIAN, CHARLES**
WLS, Chicago, Ill.
- SEEBECK, CHARLES E.**
WTON, Staunton, Va.
- SEEWIR, CHARLES**
KXOK, St. Louis, Mo.
- SEYMOUR, DAN**
ABC — Musical Autographs, County Fair
- SEYMOUR, M.**
WLEU, Erie, Pa.
- SHANKEL, BILL**
WCHV, Charlottesville, Va.
- SHANNON, PAUL**
KDKA, Pittsburgh, Pa.
- SHAPARD, BILL**
WFAA, Dallas, Tex.
- SHARBUTT, DEL**
CBS — Request Performance, Jack Carson Show
- SHARP, MOREY**
KLZ, Denver, Colo.
- SHAW, CHARLES**
WOLF, Syracuse, N. Y.
- SHAY, BOB**
WCHV, Charlottesville, Va.
- SHEEHAN, WILLIAM**
WDRG, New Haven, Conn.
- SHEELER, MARK**
WSSV, Petersburg, Va.
- SHEFFIELD, BETTIE**
WSNY, Schenectady, N. Y.
- SHELBY, SAM**
KPOW, Powell, Wyo.
- SHELDON, HERB**
NBC—The Eileen Barton Show
- SHELDON, HOWARD**
WGNV, Buffalo, N. Y.
- SHELDON, JACK**
WKRC, Cincinnati, Ohio
- SHELLEY, ROBERT**
WLOK, Lima, Ohio
- SHELTON, JAMES**
WROK, Rockford, Ill.
- SHEPARD, BOB**
MBS — Songhits Magazine Program, Adventures of Bull-
- dog Drummond
- SHEPHERD, BILL**
WDOD, Chattanooga, Tenn.
- SHEPPARD, J. D.**
WTOG, Savannah, Ga.
- SHERIDAN, ROBERT**
WTIC, Hartford, Conn.
- SHERMAN, BILL**
WPAR, Parkersburg, W. Va.
- SHERMAN, BUD**
WOL, Washington, D. C.
- SHERMAN, DEAN**
WDGY, Minneapolis, Minn.
- SHERMAN, EDWARD**
KGMB, Honolulu, T. H.
- SHERWOOD, DONALD**
WFBM, Indianapolis, Ind.
- SHIPLEY, GENE**
WIPW, Topeka, Kans.
- SHIRLEY, TOM**
CBS—Try 'N' Find Me
- SIMON, ERNIE**
WITH, Baltimore, Md.
- SIMPSON, JIMMY**
WMRC, Greenville, S. C.
- SIMS, SAM K.**
WFBM, Indianapolis, Ind.
- SINCLAIR, HAROLD M.**
WEXL, Royal Oak, Mich.
- SINGER, LAN**
WLEE, Richmond, Va.
- SKARSTEDT, VANCE**
KLX, Oakland, Calif.
- SLATER, NORVELL**
WFAA, Dallas, Tex.
- SMIDL, JOE**
KWJJ, Portland, Ore.
- SMITH, BLAINE**
KCRC, Enid, Okla.
- SMITH, BURRELL**
WGY, Schenectady, N. Y.
- SMITH, CALVIN**
KROC, Rochester, Minn.
- SMITH, DAVE**
KTBC, Austin, Tex.
- SMITH, DAVENPORT**
WSRR, Stamford, Conn.
- SMITH, DICK**
K TSA, San Antonio, Tex.
- SMITH, DON**
KUOA, Siloam Springs, Ark.
- SMITH, FRED**
WHK, Cleveland, O.
- SMITH, JIMMIE**
KMAC, San Antonio, Tex.
- SMITH, JOHN PAUL**
WSIX, Nashville, Tenn.
- SMITH, LESLIE R.**
WLAP, Lexington, Ky.

ANNOUNCERS

- SMITH, MACK**
WJLS, Beckley, W. Va.
- SMITH, MARY**
WPOW, Powell, Wyo.
- SMITH, TED A.**
KWRC, Pendleton, Ore.
- SMITH, WARREN**
WKBH, La Crosse, Wisc.
- SMITH, WINFRED**
WWVA, Wheeling, W. Va.
- SMITHERMAN, ROSS**
WALA, Mobile, Ala.
- SNYDER, ROSS**
WOR, New York, N. Y.
- SOMERVILLE, DON**
WBNS, Columbus, O.
- SPARKS, HOWARD**
KNEL, Brady, Tex.
- SPENGLER, HAROLD C.**
WORS, Greenwood, S. C.
- SPENGLER, K. E.**
WCSB, Springfield, Ill.
- SPONGBERG, ROLAND**
WROK, Rockford, Ill.
- SPRAGG, GRAYDON**
WHA1, Greenfield, Mass.
- SPRATLIN, ROBERT**
KWSC, Pullman, Wash.
- STALLARD, DAL**
KCMO, Kansas City, Mo.
- STANLEY, ART**
WOC, Davenport, Ia.
- STANTON, ED**
KALE, Portland, Ore.
- STAPLETON, BILL**
KFQP, Fort Smith, Ark.
- STARK, CHARLES**
ABC—Sunday Evening Party.
Blind Date
CBS—Kate Smith Speaks, Bob
Hawk Show
NBC—Can You Top This,
When A Girl Marries, Joyce
Jordan, M.D.
- STARK, RICHARD**
Abie's Irish Rose
NBC—General Electric Hour
CBS—Squibb Program
- STEELE, EARLE**
KMOX, St. Louis, Mo.
- STEELE, ROBERT**
WTIC, Hartford, Conn.
- STELL, WILLIAM**
WRNL, Richmond, Va.
- STEPHENS, HAROLD**
WMBG, Richmond, Va.
- STEPLER, HAROLD**
WMAL, Washington, D. C.
- STERLING, LEN**
ABC—Sammy Kaye's Sunday
Serenade
- STEVENS, AL**
WITE, Baltimore, Md.
- STEWART, JAY**
NBC—Truth & Consequences
CBS—Meet The Missus
- STEWART, M. D.**
KNET, Palestine, Tex.
- STEWART, WILLIAM**
WSBA, York, Pa.
- STEWART, WILLIAM V.**
WCCO, Minneapolis, Minn.
- STIEGER, SAM**
WHIO, Dayton, O.
- STILES, JOHN, JR.**
WTAW, College Station, Tex.
- STILLWAGON, TOM**
WCAE, Pittsburgh, Pa.
- STODELLE, JACK**
KMPC, Los Angeles, Calif.
- STONE, CHARLES**
KMPC, Los Angeles, Calif.
- STONE, ERNIE**
WMCA, New York, N. Y.
- STONER, PETER**
WTIC, Hartford, Conn.
- STORY, BOB**
WGL, Fort Wayne, Ind.
- STOUT, ALLEN**
WROL, Knoxville, Tenn.
- STOVER, ROBERT**
WGES, Chicago, Ill.
- STRAND, STUART**
WJR, Detroit, Mich.
- STRICKLER, EDDIE**
KOAM, Pittsburgh, Kans.
- STUART, ALLEN**
WMCA, New York, N. Y.
- STUDNEY, ED.**
WOL, Washington, D. C.
- STUHLMAN, FRANK**
WTIC, Hartford, Conn.
- STULLA, BILL**
KFI, Los Angeles, Calif.
- STUTES, MARION**
WKZO, Kalamazoo, Mich.
- STUTZ, CARLTON**
WBEN, Buffalo, N. Y.
- STYLES, JOHN E.**
WILM, Wilmington, Del.
- STYLES, HAL**
KFWB, Los Angeles, Calif.—
Vets Talk It Over, So You'd
Like To Be In Radio
- SUGG, JOEL**
KTBC, Austin, Tex.
- SULLIVAN, CHARLES B.**
WMC, Memphis, Tenn.
- SULLIVAN, CLAUDE**
WAVE, Louisville, Ky.
- SULLIVAN, HENRY**
WGTM, Wilson, N. Car.
- SULLIVAN, JACK**
KCRA, Sacramento, Calif.
- SULLIVAN, WILLIAM**
WFEA, Manchester, N. H.
- SUTHERLAND, BILL**
KDKA, Pittsburgh, Pa.
- SUTTERFIELD, PHIL**
WHAS, Louisville, Ky.
- SUTTON, BOB**
KUOA, Siloam Springs, Ark.
- SWAN, BOB**
KHJ — KFAC — KFI —
KECA, Hollywood, Calif.
- SWEET, BEN**
WMAS, Springfield, Mass.
- SWIFT, RODNEY**
WGY, Schenectady, N. Y.

— T —

- TACY, E. N.**
WIS, Columbia, S. C.
- TALCOTT, MIQUE**
KRSC, Seattle, Wash.
- TALL, MARTIN**
WINX, Washington, D. C.
- TAPPAN, BILL**
KFFA, Helena, Ark.
- TAYLOR, AL**
KXO, El Centro, Calif.
- TAYLOR, FRANK**
WMOH, Hamilton, O.
- TAYLOR, FREDERIC**
KTRI, Sioux City, Ia.
- TAYLOR, MRS. JOHN**
NBC—This Woman's Secret
- TEAS, CHARLES**
KMPC, Los Angeles, Calif.
- TENPENNY, RAY**
WCCO, Minneapolis, Minn.
- TERRY, H. M.**
WBAP, Fort Worth, Tex.
- THIBEAULT, JOSEPH**
WEAN, Providence, R. I.
- THOMAS, BILL, JR.**
WTAW, College Station, Tex.
- THOMAS, BILLY**
WROX, Clarkesdale, Miss.
- THOMAS, GENE**
WFVA, Fredericksburg, Va.
- THOMAS, PETER**
WALA, Mobile, Ala.
- THOMAS, WILLIAM**
KPQ, Wenatchee, Wash.
- THOMPSON, CHARLES**
WIS, Columbia, S. C.

ANNOUNCERS

THORSON, RUSS
NBC—Aunt Mary

TINGLEY, IRVIN
KWNO, Winona, Minn.

TOBIN, JOSEPH
WINS, New York, N. Y.

TOBOLA, JOHN J.
WAYX, Waycross, Ga.

TODD, MRS. HELEN F.
WTAL, Tallahassee, Fla.

TRENT, JOHN
WCAE, Pittsburgh, Pa.

TRIPP, RICHARD
KFEL, Denver, Colo.

TRUERE, ROBERT
WCSC, Charleston, S. C.

TRUMAN, FAITH
MBS—Sweetheart Time

TUCKER, DICK
WEIM, Fitchburg, Mass.

TUELL, GORDON
KIRO, Seattle, Wash.

TUNNELL, GERALD
KFEL, Denver, Colo.

TURNER, HOWARD
WBT, Charlotte, N. C.

TURNER, WALT
WVVA, Wheeling, W. Va.

TUTEN, R. C.
WAYX, Waycross, Ga.

TUTT, BOB
KXOA, Sacramento, Calif.

TWISS, HERB
KHJ, Hollywood, Calif.

TWOMBLY, ROLAND
WILM, Wilmington, Del.

TYLER, WAYNE
WLVA, Lynchburg, Va.

TYSON, DAVE
WWSW, Pittsburgh, Pa.

— U —

UHL, CAROLYN
WMFJ, Daytona Beach, Fla.

ULBRICH, RAY
WSOO, Sault St. Marie, Mich.

ULMER, ROCH
KSTP, St. Paul, Minn.

ULRICK, E. C.
WLOK, Lima, O.

UMBACH, ROBERT
WJLD, Bessemer, Ala.

UNDERHILL, G. C.
KIUP, Durango, Colo.

URBAN, BOB
WLBC, Muncie, Ind.

— V —

VAILE, ROLAND
KCMJ, Palm Springs, Calif.

VALENTINE, JIMMY
KSTP, St. Paul, Minn.

VALENTINE, MANN
WMBG, Richmond, Va.

VALIN, JEAN
WATR, Waterbury, Conn.

VAN ALSTYNE, ANSON
WKBZ, Muskegon, Mich.

VANDIVER, BOB
WGAU, Athens, Ga.

VanKLEECK, BOB
WOLF, Syracuse, N. Y.

VAN, LYLE
NBC—11 P. M. Newscaster
MBS—Kreml

VANN, FRANK
WTAR, Norfolk, Va.

VAN OSCH, JOHN
WEMP, Milwaukee, Wis.

VanVELZER, DON
WFDF, Flint, Mich.

VASSAR, C. V.
WHIS, Bluefield, W. Va.

VASSY, DICK
WGAC, Augusta, Ga.

VAUGHN, BOB
KLO, Ogden, Utah

VICKERS, LEE
WTOP, Washington, D. C.

VICKLAND, MEL
KHJ, Hollywood, Calif.

VIHMAN, ED
WCCO, Minneapolis, Minn.

VIGDER, FREDDIE
KOOS, Coos Bay, Ore.

VILLANI, JOHN
WBRW, Welch, W. Va.

VINCENT, LEE
WSAR, Fall River, Mass.

VINGI, RAYMOND A.
WKWK, Wheeling, W. Va.

VINSON, JAMES
WRBL, Columbus, Ga.

VOGELMAN, ROY
WHA, Madison, Wis.

VON ZELL, HARRY
NBC—The Eddie Cantor Show.
Dinah Shore's Show
CBS—The Joan Davis Show

VREDEVELD, AL
WKBZ, Muskegon, Mich.

— W —

WADDELL, CHESTER
WJTN, Jamestown, N. Y.

WADE, OSBORNE
WKNE, Keene, N. H.

WAGES, JOHN M.
KOY, Phoenix, Ariz.

WAGNER, ROBERT
WBNS, Columbus, Ohio

WAIT, DICK
KFAB, Omaha & Lincoln, Neb.

WALDECKER, FRANK
WOR, New York, N. Y.
MBS—Gabriel Heater

WALDEN, HENRY
WNEW, New York, N. Y.

WALKER, BOB
WCHV, Charlottesville, Va.

WALLINGTON, JAMES
ABC—Blind Date

WALTMON, T. M.
KIT, Yakima, Wash.

WANGERIN, DICK
WGL, Fort Wayne, Ind.

WANN, PAUL
WCC, Minneapolis, Minn.

WARD, ANDERSON
WWNY, Watertown, N. Y.

WARD, BILL
WKCY, Covington, Va.

WARD, PERRY
ABC—What's Doin' Ladies

WARREN, CARLTON
WOR, New York, N. Y.

WARREN, CHARLES
WOL, Washington, D. C.

WARREN, MILTON
WNLC, New London, Conn.

WARREN, W. A. "BILL"
KVOA, Tucson, Ariz.

WAYNE, CARTER
WHK, Cleveland, Ohio

WAYNE, LARRY
WSAU, Wausau, Wis.

WAYNE, MICHAEL
WOL, Washington, D. C.

WAYNE, ROBERT
KFAM, St. Cloud, Minn.

WEAVER, BILL
KOVC, Valley City, N. D.

WEAVER, FRANK
KTKC, Visalia, Calif.

WEAVER, JACKSON
WMAL, Washington, D. C.

WEBB, HARRY
WSNY, Schenectady, N. Y.

WEBB, HUGH
WFEB, Sylacauga, Ala.

WEBB, JACK
KGO, San Francisco, Calif.

WEBB, TED
WLAV, Grand Rapids, Mich.

WEBBER, FRED
WFIL, Philadelphia, Pa.
MBS—Inside of Sports

WEBER, GLENN
WDBO, Orlando, Fla.

WEBSTER, DAVIES
WJNO, West Palm Beach, Fla.

WEBSTER, CURT
WBT, Charlotte, N. C.

WEINGARTNER, ADEMAR
KNYR, Denver, Colo.

WEISS, HAL
WFVA, Fredricksburg, Va.

WELCH, JOSEPH
WSAR, Fall River, Mass.

WELLBORN, BARTON
KFAA, Helena, Ark.

ANNOUNCERS

WELLMAN, LARRY
WCHS, Charleston, W. Va.

WELLS, BOB
KRKO, Everett, Wash.

WELLS, HERB
WLAG, LaGrange, Ga.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WENZINGER, MAURICE
KTBS, Shreveport, La.

VERMONT, IRVING
WMEX, Boston, Mass.

WESS, NORMAN
WMAL, Washington, D. C.

WEST, NORMAN
WPIK, Alexandria, Va.

WEST, W. F., JR.
KFPW, Fort Smith, Ark.

WESTERKAMP, RICHARD
WTIC, Hartford, Conn.

WESTON, WILLIAM
WFCI, Pawtucket, R. I.

WETHERINGTON, J. R., JR.
KYUM, Yuma, Ariz.

WHEELER, DON
KGY, Olympia, Wash.

WHEELER, TONY
WFIL, Philadelphia, Pa.

WHITCOMB, ROBERT
WSBT, South Bend, Ind.

WHITE, ROBERT O.
KMJ, Fresno, Calif.

WHITE, DON G.
KIT, Yakima, Wash.

WHITE, GEORGE
WMBG, Richmond, Va.

WHITE, PAT
K TSA, San Antonio, Texas

WHITMAN, GAYNE
NBC—The Westinghouse Program

WHITMAN, HAROLD C.
WSAM, Saginaw, Mich.

WHITNEY, DON
WELO, Tupelo, Miss.

WHITNEY, PHIL
WINC, Winchester, Va.

WHITTAKER, EDWIN
WNEF, Binghamton, N. Y.

WICKS, JOHN
WATW, Ashland, Wis.

WIDMAN, SEV
KSTP, St. Paul, Minn.

WIGGINTON, WILLIAM
WCCO, Minneapolis, Minn.

WILCOX, BOB
WJBC, Bloomington, Ill.

WILCOX, HARLOW
NBC—Fibber McGee & Molly.
The Victor Borge Show
CBS—The Andrew Sisters

WILLARD, DICK
WOR, New York, N. Y.
MBS—Take It Easy Time

WILLARD, GEORGE
WMCA, New York, N. Y.

WILLIAMS, BILL
WNEW, New York, N. Y.

WILLIAMS, BOB
NBC—Meet Me at Parky's

WILLIAMS, EARL
KGGM, Albuquerque, N. M.

WILLIAMS, JACK
WGBS, Miami, Fla.

WILLIAMS, KEN
ABC—The Woody Herman Show

WILLIAMS, LYNN
WWL, New Orleans, La.

WILLIAMS, MARGUERITE
WGAU, Athens, Ga.

WILLIAMS, VINCE
KMPC, Los Angeles, Calif.

WILLIAMS, WINN
WMT, Cedar Rapids, Iowa

WILLIAMS, ZEB
KXOX, Sweetwater, Texas

WILLIS, GORDON
KQW, San Jose, Calif.

WILLS, PAUL
KMOX, St. Louis, Mo.

WILSON, ANDRE
KTRI, Sioux City, Ia.

WILSON, DON
NBC—Jack Benny—Lucky Strike Program

WILSON, JACK
KVAL, Brownsville, Tex.

WILSON, J. W. (BILL)
WSPB, Sarasota, Fla.

WILSON, WARD
NBC—Can You Top This

WINBURN, GEORGE
WAGM, Presque Isle, Me.

WINTERS, ROLAND
ABC—Fishing & Hunting Club of the Air
MBS—Treasure Hour of Song

WISE, RUSSELL
WHK, Cleveland, Ohio

WITMER, WEBB
KPO, San Francisco, Calif.

WOLF, HAL
KPO, San Francisco, Calif.

WOLFRAM, DONALD J.
KPOF, Denver, Colo.

WOLFRAM, ORLAND
KPOF, Denver, Colo.

WOODALL, SAM
WITH, Baltimore, Md.

WOODS, JAMES L.
WSAV, Savannah, Ga.

WOODWARD, DUTCH
KMMJ, Grand Island, Neb.

WOODWARD, MARTIN A.
KSFO, San Francisco, Calif.

WOOLEY, HARRISON
KFRC, San Francisco, Calif.

WOOLFIES, ANDY
WMT, Cedar Rapids Ia.

WORTENDYKE, ROBERT
WTRY, Troy, N. Y.

WORTH, PEDE
KQW, San Jose, Calif.

WRIGHT, CHARLES
KVI, Tacoma, Wash.

WRIGHT, DAVID
WFMJ, Youngstown, Ohio

WRIGHT, DOUG
WJLB, Detroit, Mich.

WRIGHT, HOLLIS
WRC, Washington, D. C.

WRIGHT, OMAR
KDON, Monterey, Calif.

WRIGHT, WILL
KDYL, Salt Lake City, Utah

WYNNE, DICK
KHJ, Hollywood, Calif.

— Y —

YAGER, DON
KFMB, San Diego, Calif.

YARNEL, DICK
KMMJ, Grand Island, Neb.

YEAGER, MAURICE
KFPY, Spokane, Wash.

YEAGER, RAY A.
KSFO, San Francisco, Calif.

YOUNG, EARLE
WLAY Muscle Shoals, Ala.

YOUNG, JIM
KABC, San Antonio, Texas

YOUNG, VERNON A.
KVOA, Tucson, Ariz.

YOUNG, ROY
KLZ, Denver, Colo.

— Z —

ZABALY, JOSEPH
WHDL, Olean, N. Y.

ZENNAH, CHARLES
WJRD Tuscaloosa, Ala.

ZINKAND, PHIL
WWSW, Pittsburgh, Pa.

ZOOK, DON
WMT, Cedar Rapids, Ia.

Home Economics Directors of Stations in United States

Alabama

Bessemer, WJLD.....Dorothy Alexander
Birmingham, WAPI.....Delmar Bradley
WAPI.....Mrs. Leo Copeland
Mobile, WMOB.....Adele Hull
Montgomery, WSPA.....Camille Brown
WCOV.....Sybil I. Winn
Sylacauga, WFEB.....Bonnie Skelton

Arizona

Bisbee, KSUN.....Hilda J. Nielsen
Phoenix, KTAR.....Mary Lou Watson
Yuma, KYUM.....Ellen Ohlson

Arkansas

Eldorado, KELD.....Sherry Nolan
Fort Smith, KFPW.....Alma Duncan
Helena, KFAA.....Ruth Mayo
Little Rock, KLRA.....Marion Mitchell
Siloam Springs, KUOA.....Mary Shaw

California

Fresno, KMJ.....Pauline Edwards Jones
KFRE.....Francis Quinn
Hollywood, KHJ.....Norma Young
Los Angeles, KFAC.....Floretta McDonald
KFVD.....Violet Schram
Monterey, KDON.....Betty Lea
Oakland, KLX.....Ruth Franklin
KROW.....Susan Little
Sacramento, KXOA.....Neal Black
KFBK.....Ruth Dunlop
KFBK.....Katherine Kitchen
KCRA.....Frances Paige
San Diego, KFMB.....Shirley Bradley
KFSD.....Ann Gibson
KGB.....Molly Morse
San Francisco, KYA.....Mary Hampton
KGO.....Ann Holden
KJBS.....Eve Jolly
KPO.....Jane Lee
KFRC.....Josephine Martin
KYA.....Ruth Thompson
Santa Rosa, KSRO.....Beverly Roberts
Stockton, KWG.....Gail K. Mayers
Visalia, KTKC.....Jeanne Ganahl

Colorado

Denver, KMYR.....Hazel Beavers
KOA.....Evadna Hammersley
Grand Junction, KFXJ.....Mildred Townsend
Greeley, KFKA.....Mildred Hotchkiss

Connecticut

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Hartford, WHTD.....Claire Gibson
WTHT.....Una King
WTRC.....Margaret Thomas
New Haven, WNHC.....Evelyn Levin
WELI.....Jean Porter
Stamford, WSRR.....Nell Daugherty
Waterbury, WATR.....Miriam Hurlburt

District of Columbia

Washington, WOL.....Marshall Adams
WMAL.....Ruth Crane
WWDC.....Lucy Elliott
WTOP.....Elinor Lee
WRC.....Nancy Osgood

Florida

Gainesville, WRUF.....Jeanne M. Prizer
Jacksonville, WPDQ.....Anne Daly
WMBR.....Kay Stanley
Lakeland, WLAK.....Jean Carey
Miami, WGBS.....Jane Butler
Ocala, WTMC.....Wilma Drum
WTMC.....Ruth Kaye
Sarasota, WSPB.....Molly Carewe
St. Augustine, WFOY.....Frankie Collyer Walker
Tallahassee, WTAL.....Wilma Smith
West Palm Beach, WJNO.....Kay Low

Georgia

Albany, WALB.....Mary Callaway
Atlanta, WAGA.....Clover Gatling
Cedartown, WGAA.....Frances Baker
Moultrie, WMGA.....Eva Claire Shiver
Rome, WRGA.....Kitty Alford
Savannah, WTOG.....Mary W. Davis
Waycross, WAYX.....Robbie Lee Chastain

Idaho

Boise, KIDO.....Trula Swinehurt
Twin Falls, KTFI.....Betty Penson
Wallace, KWAL.....Betty Spencer

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Chicago, WSBC.....M. V. Baker
WLS.....Gladys Blair
WLS.....Martha Crane
WLS.....Helen Joyce
WENR.....Beulah Karney
WJJD.....June Merrill
WGES.....Lydia Pucinska
WGN.....Kathrine Roche
WMBI.....Frances Younkrren
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Herrin, WJPF.....Betty Kinler
Peoria, WMBD.....Mary Linda Grimm
Quincy, WTAD.....Mildred Verheyen
Rockford, WROK.....Olga Johannes
Rock Island, WHEF.....Millicent V. Polley
Springfield, WCBS.....Mary Dilley
Urbana, WILL.....Jessie Heathman

Indiana

Fort Wayne, WGL.....Grace Carlson
WOWO.....Jane Weston
Indianapolis, WISH.....Catherine Daniels
WIBC.....Jane Day
WFEM.....Rose Lee Farrell
Richmond, WKBV.....Frances Edward
West Lafayette, WBAA.....Virginia Berry Clark

• • • HOME ECONOMICS DIRECTORS • • •

Iowa

Ames, WOI.....Martha Duncan
 Cedar Rapids-Waterloo, WMT.....Libbie Vaughan
 Davenport, WOC.....Mary Louise Marshall
 Des Moines, KRNT.....Wynn Htubler
 KRNT.....Betty Wells
 Dubuque, WKBB.....Jeanne Woodner
 Ottumwa, KBIZ.....Dorothy Lindley
 Shenandoah, KFNF.....Shirley Barkman
 KFNF.....Adelia Shoemaker
 Spencer, KICD.....D. J. Olson
 Waterloo, KXEL.....Irene DuMond

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 KANS.....Josephine Rice
 KFG.....Ethel Jane Zerkle

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Ashland, WCMJ.....Sara Fisher
 Bowling Green, WLEJ.....Juanita Britt
 Henderson, WSON.....Martha Jane Reed
 Hopkinsville, WHOP.....Bonnie Bessire
 Louisville, WAVE.....Natalie Potter
 WINN.....Louise Weiller

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 WWL.....Suzanne Javeau
 Shreveport, KTBS.....Michael Roppolo

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 Presque Isle, WAGM.....Duska Dillen

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 Salem, WESX.....Irene Roberts
 Worcester, WAAB.....Judith Atkinson
 WTAG.....Julie Chase

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Calumet, WHDF.....Myrtle Barrette
 Detroit, WJR.....Agnes Clark
 WWJ.....Fran Harris
 WLB.....Rita Powers
 Grand Rapids, WOOD.....Lenore Little
 Ironwood, WJMS.....Rose Isaac
 Jackson, WIBM.....Corrine Fellows
 Muskegon, WKBZ.....Geraldine B. Sheldon
 Saginaw, WSAM.....Helen Henry

Minnesota

Duluth, KDAL.....Elizabeth Daniels
 Mankato, KYSM.....Peggy Lindholm
 Minneapolis, KUOM.....Jo Bjornson
 WTCN.....Arlene Haerberle
 Northfield, WCAL.....Maxine Tuftte
 Willmar, KWLM.....Irene Peters
 Winona, KWNO.....Marjorie Mitchell

Mississippi

Biloxi-Gulfport, WGCM.....Dean Cornell
 Columbus, WCBI.....Mae Brooks
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 St. Louis, KXOK.....Kay Morton
 WEW.....Louise Munsch

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 Missoula, KGVO.....Mrs. Berlin Boyd
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 Kearney, KGFV.....Peg Biber
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 North Platte, KODY.....Dorothy Roberts
 Omaha, WOW.....Martha Bohlsen
 KBON.....Dorothy Sleimely
 KOIL.....Belle West
 KFAB.....Jesse S. Young

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Keene, WKNE.....Ruth L. Redington
 Laconia, WLNH.....Marie Forsberg

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 Bridgeton, WSNJ.....Phillis Houston
 Paterson, WPAT.....Adele Hunt

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Las Vegas, KFUN.....Dorothy G. Thwaites
 Santa Fe, KVSF.....Ann Clark

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 Buffalo, WEBB.....Janet Lovelace
 WBN.....Sally Work
 Elmira, WENY.....Betty Stevens
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 Jamestown, WJTN.....Dorothy Hanson
 WJTN.....Mrs. Mino Pusbach
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 WQXR.....Alma Dettlinger
 WJZ.....Nancy Craig
 WJZ.....Alma Kitchell
 WINS.....Dorothy Day
 WHN.....Ella Mason
 Rochester, WHAM.....Hazel Cowles
 WSAY.....Elizabeth Palmer
 Schenectady, WGY.....Martha Brooks
 WGY.....Betty Lennox
 Syracuse, WSYR.....Ione McNay
 WFBL.....Elsie Jans Phiel
 Troy, WTRY.....Mary Elizabeth Gaynor
 Utica, WIBX.....Ellen T. Burt
 WIBX.....Elizabeth Odames
 Woodside, WWRL.....Alice Merrill

North Carolina

Asheville, WWNC.....Priscilla Parker
 Charlotte, WBT.....Martha Miller
 WSOC.....Margaret T. Walker
 Greensboro, WGBG.....Marie Craven
 WBIG.....Margaret Leonard
 Greenville, WBTC.....Margaret Richardson

HOME ECONOMICS DIRECTORS

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 Winston-Salem, WAIR.....Doris Pardington

North Dakota

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 Fargo, WDAY.....Anne Collins

Ohio

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 Ashtabula, WICA.....Millicent Soet
 Canton, WHBC.....Pat Stambach
 Cincinnati, WKCY.....Mary Lee Ast
 WCPO.....Evelyn Evans
 WCKY.....Olive Kackley
 WLW.....Ruth Lyons
 WKRC.....Helen Nugent
 Cleveland, WTAM.....Mildred Funnell
 WHK.....Eleanor Hanson
 WGAR.....Esther Mullin
 Columbus, WOSU.....Miriam Foltz
 WCOL.....Kay Keltner
 Findlay, WFIN.....Jerry Parker
 Mansfield, WMAN.....Nancy Ferry
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 Youngstown, WFMJ.....Marion Resch
 Zanesville, WHIZ.....Mary Williams

Oklahoma

Ada, KADA.....Betty Hughes
 Norman, WNAD.....Lynn Doty
 Shawnee, KGFF.....Maxine Eddy
 KWFF.....Pat Warren
 Tulsa, KTUL.....Mildred Gillespie

Oregon

Albany, KWIL.....Blanche Pound
 Baker, KBKR.....Grace Baer
 Coos Bay, KOOS.....Margaret McCoy
 KOOS.....Sara Spaugh
 Corvallis, KOAC.....Mrs. Zelta Rodcnwold
 Portland, KALE.....Margaret Allyn
 KALE.....Roxie Frederickson
 KWJJ.....Betty Koennecke
 KEX.....Kay West
 Salem, KSLM.....Lois Mayer

Pennsylvania

Dubois, WCED.....Virginia Wade
 Erie, WLEU.....Joan Clark
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 Madison, WIBA.....Peggy Bolger
 WHA.....Aline Hazard
 Manitowoc, WOMET.....Laura Don
 Marinette, WMAM.....Marilyn Kaphiski
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 Greenville, WGTC.....Wyatt Highsmith
 Jacksonville, WJNC.....Paul Seasholtz
 Kinston, WPTC.....Norman Ragsdale
 New Bern, WHIT.....Paul Parker
 Raleigh, WPTF.....Mildred Alexander
 Roanoke Rapids, WCBT.....Doyle Satterthwaite
 Salisbury, WSTP.....Mrs. Rebecca Duffell
 Wilmington, WMFD.....Harry W. Lee
 Wilson, WGTM.....Mina Williams
 Winston-Salem, WAIR.....Frances Denny
 WSJS.....B. C. Dunford Jr.

North Dakota

Fargo, WDAY.....Lester Estenson
 Valley City, KOVC.....Art Lydell

Ohio

Ashtabula, WICA.....Mary Pavolino
 Canton, WHBC.....Martin Alexander
 Cincinnati, WSAL.....Burt Farber
 WCPO.....Eugene T. Hoctor
 WKRC.....Bob Snyder
 WLW.....Milton Weiner
 Cleveland, WGAR.....Walberg Brown
 WTAM.....Lee Gordon
 WHK.....Willard Pett
 WHK.....Russell B. Wise
 Columbus, WCOL.....Al Anderson
 WOSU.....Ann Charles
 WBNS.....Geer Parkinson
 WHKC.....Abram Kuvinsky
 Dayton, OHIO.....Henry Lange
 WING.....Charles G. Reeder
 Findlay, WFIN.....Margaret Schwaberow
 Hamilton, WMOH.....Elsie Demp
 Marion, WMRN.....Bob Dell
 Portsmouth, WPAY.....Dorothy Page
 Springfield, WIZE.....Jim Newman
 Steubenville, WSTV.....Thomas Arim
 Toledo, WTOL.....Dorothy Diller
 Youngstown, WFMJ.....Ronald Richards

Oklahoma

Enid, KCRC.....Marjorie Hromas
 Lawton, KSWO.....Billie Joe Wheatley
 Norman, WNAD.....Jack Bowers
 Oklahoma City, KTOK.....Jerre Cammack
 KOMA.....Mickey Reynolds
 Tulsa, KOME.....Al Fox
 KTUL.....Glenn Hardmann

Oregon

Coos Bay, KOOS.....Margaret McCoy
 Corvallis, KOAC.....Richard E. Fuson
 Grants Pass, KUIN.....Clarence L. Bauer
 Portland, KGW.....Abe Bercovitz
 KEX.....George Bruns
 KWJZ.....John Clifton
 KALE.....Alan Uhles
 Roseburg, KRNR.....Max Dick

Pennsylvania

New Kensington, WKPA.....Jack Craddock
 Philadelphia, WIP.....Joseph Frassetto
 WFIL.....Felix Meyer
 Pittsburgh, KDKA.....Bernie Armstrong
 WCAE.....Baron Elliott
 Reading, WEEU.....E. Lester Hoffmaster
 Wilkes-Barre, WBRE.....Louis Savitt
 York, WSAB.....Harold Shutz

Rhode Island

Pawtucket, WFCI.....Arthur Paquette
 Providence, WEAN.....Carl Tatz

South Carolina

Charleston, WCSC.....Adrian Munzell
 Columbia, WIS.....Charlotte Lide
 Greenville, WMRC.....Merrills Lewis
 Florence, WOLS.....Raymond Caddell
 Spartanburg, WSPA.....Hal Moore
 Sumter, WFIG.....T. Doug Youngblood

South Dakota

Pierre, KGFX.....Ida McNeill
 Rapid City, KOTA.....John Simpson
 Sioux Falls, KELO.....Beverly Kittelson
 KSOO.....Beverly Kittelson

MUSICAL DIRECTORS

Tennessee

Bristol, WOPI.....Ernest Ford
 Chattanooga, WAPO.....Frances Harley
 WODD.....Arthur Plettnr
 WDEF.....Jean Van Arsdale
 Knoxville, WNOX.....Jerry Collins
 WROL.....Harry Nides
 WBIR.....James T. Pitts Jr.
 Memphis, WMC.....Noel A. Gilbert
 WREC.....Jesalyn Payne
 Nashville, WLAC.....George F. Murff
 WSM.....Beasley Smith

Texas

Amarillo, KGNC.....Bernie Howell
 Austin, KTBC.....Godfrey Connally
 Beaumont, KRIC.....Virginia Moon
 Brownwood, KBWD.....Pat Brinkley
 Corpus Christi, KWBU.....Winifred Clopton
 Dallas, KRLD.....Hyman Charninsky
 WFAA.....Karl Lambertz
 WRR.....Jimmy Thornhill
 Wort Worth, WBAP.....Gene Baugh
 KFJZ.....Frances Kay
 Harlingen, KGBS.....Steele McClanahan
 Houston, KTRH.....Edward Fritsch
 KPRC.....Fred Gibbons
 Palestine, KNET.....Leland Adams
 Pampa, KPND.....Ken Bennett
 Plainview, KVOP.....Joyce Taylor
 Port Arthur, KPAC.....Walter LaForge Jr.
 San Antonio, KABC.....Nola Reid
 KMAC.....W. B. Smythe
 Sweetwater, KXOX.....Zeb Williams
 Weslaco, KRGV.....Dick Watkins
 Wichita Falls, KWFT.....Lillie Mae Comiskey

Utah

Logan, KVNU.....Claude Robbins
 Ogden, KLO.....Max Penton
 Salt Lake City, KSL.....Foster Cope
 KALL.....Earl Donaldson
 KDYL.....Eugene Jelesnik
 KNAK.....Donald Penman
 KUTA.....Wally Williams

Virginia

Alexandria, WPIK.....William W. Jefferay
 Charlottesville, WCHV.....Jean Daughtrey
 Covington, WKEY.....Al Duke
 Fredericksburg, WFVA.....Harold Weiss
 Norfolk, WTAR.....Henry Cowles Whitehead
 Petersburg, WSSV.....Jack Guller
 Portsmouth, WSAP.....Lee Lively
 Richmond, WMBG.....Kenneth G. Heine
 WLEE.....Eleanor Morris
 WRNL.....William Stell
 Roanoke, WSLS.....Annabelle Chilton
 WDBJ.....Eve Nininger
 Winchester, WINC.....John Carl Morgan

Washington

Aberdeen, KXRO.....G. L. Bailey
 Bellingham, KVOS.....Jerome Oppel
 Everett, KRKO.....Merlin Matheny
 Pullman, KWSC.....Robert Spratlin
 Seattle, KRSC.....Ted Bell
 KIRO.....Max Dolin
 KTW.....Mrs. C. R. Foss
 KXA.....Frances Martin
 Spokane, KHQ.....Anthony A. Pinski Jr.
 KGA.....Anthony A. Pinski Jr.
 Tacoma, KTBI.....Bill Barry
 KVI.....Harry Long
 KMO.....Clementine Wacula
 Wenatchee, KPQ.....Virginia Maus

Yakima, KIT.....Gene Hess
 KTYW.....Betty Lou Jasper

West Virginia

Beckley, KJLS.....Fred J. Schultze
 Bluefield, WHIS.....Barnes Nash
 Charleston, WGKV.....Don Evans
 WCHS.....Leah Perry Sloman
 Huntington, WSAZ.....Thelma Jacobs
 Morgantown, WAJR.....Richard Duncan
 Parkersburg, WPAR.....Carl Loose
 Welch, WBRW.....John Sinclair
 Wheeling, WKWK.....Deen Brooks
 WWVA.....Robert Nesbitt

Wisconsin

Ashland, WATW.....Mary Jean Anno
 Green Bay, WTAQ.....Clarence Edges
 Janesville, WCLO.....Dorothy Alan
 La Crosse, WKBB.....Russell Huber
 Madison, WIBA.....Leon Persson
 WHA.....Don Voegli
 Milwaukee, WEMP.....Elmer Ihrke
 WTMJ.....Maurice Kipen
 WISN.....Elmer Krebs
 Oshkosh, WOSH.....Pep Babler
 Racine, WRJN.....Orson White
 Rice Lake, WJMC.....Mike Shapiro

Wyoming

Cheyenne, KFBC.....Larry Munson
 Sheridan, KWYO.....Mel Hallock

Alaska

Fairbanks, KFAB.....Rex Parrott

CANADA

Alberta

Calgary, CFAC.....Bruce Bristowe
 Edmonton, CFRN.....G. M. Reid

British Columbia

New Westminster, CKNW.....Ferdy Baglo
 Vancouver, CJOR.....Walter Peters
 CKMO.....Wilf Ray
 Victoria, CJVI.....N. Nisbet

New Brunswick

Moncton, CKCW.....H. Button

Nova Scotia

Halifax, CHNS.....Richard L. Fry

Ontario

Cornwall, CKSF.....Howard Bailly
 Fort William, CKPR.....J. Friesen
 Hamilton, CHML.....Roy Milne
 Kenora, CJRL.....A. Lowe
 Kirkland Lake, CJKL.....Jack Reid
 London, CFPL.....Donald J. Wright
 North Bay, CFCH.....Lou Mitchell
 Orillia, CFOR.....June Seymore
 Peterborough, CHEX.....Helen Hallihan
 Timmins, CKGB.....Jack Reid
 Toronto, CFRB.....Wishart Campbell
 CKEY.....E. Houston
 Wingham, CKNX.....Harold Victor Pym

Quebec

Montreal, CBF.....Jean Beaudet
 CBM.....J. J. Gagnier
 Sorel, CJSO.....George Codling

Our

PROGRAM

is something tangible, something that your customer can see and feel. Something that will be remembered through constant association and reference. Something that will supplement your Radio Program and help people remember your name and buy your products.

We are printers of trade magazines, books and catalogs that will tell the story of your business in a manner in which it should be presented to your customers so they will remember your name and buy your products.

THE BARNES PRINTING CO., Inc.

229 W. 28th STREET

NEW YORK 1, N. Y.

PEnnsylvania 6-4738

PROGRAMS

Commercially Sponsored

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Title

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Advertiser and Product

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Network

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Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1945 —

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1945. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast. Where a change in agencies has taken place during the year both are listed with the second one being the new agency.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Abbott & Castello	R. J. Reynolds Tobacco Co. Camel Cig., Prince Albert Tobacco	NBC	Wm. Esty & Co.
The Abbott Mysteries	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co.
Abe Lincoln's Story	Wurlitzer Co. Musical Instruments	MBS	Schwimmer & Scott Chicago
Adventures of Bill Lance	Planters Nut & Choc. Co. Peanuts & Peanut Oil	NBC	Raymond R. Morgan Co.
Adventures of the Falcon	The American Safety Razor Corp. Gem Razor Blades	MBS	Federal Advt. Agency New York
Adventures of Ozzie & Harriet	International Silver Co. Sterling—1847 Rogers Bros. Silver	CBS	Young & Rubicam, Inc.
Adventures of Sherlock Holmes	The Petri Wine Co. Wine	MBS	Erwin Wasey & Co., Inc. San Francisco, Calif
Adventures of Topper	General Foods Corp. Maxwell House Coffee	NBC	Young & Rubicam, N. Y. Benton & Bowles
The Alan Young Show	Bristol-Meyers Co. Sal Hapatica, Mum, Trushay	ABC	Doherty, Clifford & Shenfield, Inc.
Albers Homemakers Hour	Albers Milling Co. Cereal Products	NBC	Erwin, Wasey & Co., Inc.
Alex Dreier	John Morrell & Co. Red Heart Dog Food	NBC	Henri Hurst & McDonald
Alex Dreier	Skelly Oil Co. Gas & Oil	NBC	Henri Hurst & McDonald

A. L. Alexander's Mediation Board	Serutan Co.	MBS	Raymond Spector Co.
All American Boys' Baseball Game	Serutan—Nutrex Esquire, Inc., Chicago Coronet	ABC	Grant Advertising, N. Y.
All Star Football Game	Wilson Sporting Goods Co.	MBS	Schwimmer & Scott
Amanda	Sporting Goods Sterling Drug Co., Inc. Phillips Tootpaste, Engerine, Phillips M. of M. Tablets, Bayer	CBS	Adv. Agency U. S. Advertising Chicago
American Album of Familiar Music	Sterling Drug Co., Inc. Bayer Aspirin	NBC	Dancer-Fitzgerald-Sample
American In the Air	Wm. Wrigley, Jr. Co. Chewing Gum	CBS	J. Walter Thompson Co.
American Melody Hour	Sterling Drug Co., Inc. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample
American Radio Warblers	American Bird Prods., Inc. Bird Food	MBS	Weston-Barnett, Inc. Chicago
American Red Cross Series	Joint Sponsorship	ABC	George M. Wessels
American Rhapsody	Union Ice Co. All Products	CBS—PC	Advertising Agency
Americas' Town Meeting Of The Air	Readers Digest Assn., Inc.	ABC	B. B. D. & O.
Amos "N" Andy	Lever Brothers Co. Rinso	NBC	Ruthrauff & Ryan
Andre Baruch, News	Curtis Candy Co. Butterfingers & Other Candy Prods.	CBS	C. L. Miller
Andrew Sisters' Show	Nash-Kelvinator Corp. Kelvinator Refrigerators	ABC	Geyer, Cornell & Newell, Inc.
Andrew Sisters, The	Nash-Kelvinator Corp. Nash Motor Cars & Kelvinator Refrig.	CBS	Geyer, Cornell & Newell, Inc.
Armstrong Theater of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum Prods. & Floor Coverings	CBS	B. B. D. & O.
Art Baker News	Los Angeles Soap Co.	NBC	Raymond R. Morgan Co.
A Salute To The Civilian Soldier	Batavia Metal Prods. Co. Institutional	ABC	Evans Assoc., Inc.
The Aunt Jemima Show	Quaker Oats Co. Aunt Jemima Pancakes, Muffets, etc.	ABC	Sherman K. Ellis & Co., Inc.
Aunt Jenny	Lever Brothers Co. Spry	CBS	Ruthrauff & Ryan
Aunt Mary	Ben Hur Prods., Inc. Coffee, Syces, Extract	NBC	Foote-Cone & Belding

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Mary A Woman's Life	Safeway Stores, Inc. Lever Brothers Co. Swan Soap	NBC CBS	Ruthrauff & Ryan Foote-Cone & Belding
The Baby Snooks Show	General Foods Corp. Sanka Coffee	CBS	Young & Rubicam, Inc.
Backstage Wife	Sterling Drug Co. Drugs	NBC	Dancer-Fitzgerald-Sample
Bachelor's Children	Continental Baking Co. Wonder Bread & Hostess Cakes	CBS	Ted Bates, Inc.
Ballantine Show	P. Ballantine & Sons Ballantine Beer & Ale	CBS	J. Walter Thompson Co.
Barry Cameron	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co.
Beautiful Music	John H. Breck, Inc. Breck Hair Shampoo	ABC	Charles Sheldon Advertising Agency
Benny Walker's Kitchen	Tillamook County Creamery Assn. Cheese	NBC	Botsford, Constantine & Gardner
Betty Crocker	General Mills, Inc. Flour & Cake Flour	NBC	Dancer-Fitzgerald-Sample
Betty Crocker	General Mills, Inc. Gold Medal Flour	ABC	Dancer-Fitzgerald-Sample
Betty Moore	Moore-Benjamin & Co. Paint	ABC	St. George & Keyes, Inc.
The Beulah Show	Louis-Howe Co. Tums	CBS	Roche, Williams & Cleary, Inc.
Big Sister	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan
Big Town	Sterling Drug, Inc. Ironized Yeast	CBS	Pedler & Ryan, Inc.
Bill Haworth, News	Graves Laboratories Groves Cold Tablets & B-Complex Vitamins	CBS-PC	Donahue & Coe
Bill Henry, News	Johns-Manville Corp. Insulating Materials, Roofing & Brake Lining	CBS	J. Walter Thompson Co.
The Billie Burke Show	Lambert Co. Listerine Toothpaste Servel, Inc. Refrigerators & Air Conditioners	CBS	Lamber & Feasley, Inc. B. B. D. & O., Inc.

Blind Date	Lehn & Fink Prods. Hinds Honey & Almond Cream Lotion	ABC	Wm. Esty & Co., Inc.
Blondie	Colgate-Palmolive-Peet Super Suds	CBS	Wm. Esty & Co., Inc.
Bob Anderson	Mennen Co. Lather Shave Cream, Brushless Shave Cream	CBS—PC	Duane Jones
Bobby Hookey	Pharmaco, Inc. Chooz	MBS	Clements Co., Inc., Phila.
Bob Burns	Lever Brothers Co. Lifebuoy Soap	NBC	Ruthrauff & Ryan, Inc.
Bob Hope	Pepsodent Co. Pepsodent Toothpaste	NBC	Foote-Cone & Belding
Bob Nichols's Radio Parade	Fisher Flouring Mills, Inc. Fisher's Cereal Products	ABC—PC	Pacific National Advertising Agency
The Borden Show—(Jerry Wayne)	Borden Co.	ABC	Young & Rubicam Kenyon & Eckhardt John C. Dowd Co.
Boston Globe Luncheon	Boston Globe Speeches	MBS	Compton Advt., Inc.
Boston Symphony & Pops	Allis-Chalmers Mfg. Co. Institutional	ABC	Maxon, Inc., N. Y.
Boxing Bouts	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Morse International, New York
Break The Bank	Vix Chemical Co.	ABC	Kenyon & Eckhart, Inc.
Breakfast 'At Sardis	Kellogg Co. Kellogg's Pep	ABC	Hutchens Advt. Co., Inc.
Breakfast Club	Philco Corp. Refrigeration	ABC	J. Walter Thompson Co.
Breakfast Club	Swift & Co. Any Swift Prod. acceptable to ABC	CBS	Young & Rubicam, Inc.
Bright Horizon	Lever Brothers Swan Soap	ABC—PC	Rhoades & Davis Advt.
Buddy Twist	Denalan Co., Inc. Denalan Tooth Powder	ABC—PC	McCann-Erickson Co.
Buddy Twist	Soil-Off Mfg. Co. Soil-Off	CBC	Young & Rubicam Co.
Burns & Allen Show	Lever Brothers Co. Swan Soap	NBC	Benton & Bowles
Burns & Allen	General Foods Corp. Maxwell House Coffee		

ADVERTISING AGENCY

NETWORK

ADVERTISER AND PRODUCT

PROGRAM

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
CBS World News	American Oil Co.	CBC	Joseph Katz Co.
CBS News of the World	Amoco Gas, Lubricants & Services The Hudson Coal Co.	CBC	Clements Co., Inc.
Cameron Andrews Comedy Show	D & H Anthracite P. Ballentine & Sons	CBC	J. Walter Thompson Co.
Canary Pet Shop	Ballantine Beer & Ale Hartz Mountain Prods.	MBS	George H. Hartman Chicago
Can You Top This?	Bird Food Colgate-Palmolive-Peet Co.	NBC	Ted Bates, Inc.
Captain Midnight	Shave Cream Wander Co.	MBS	Ruthrauff & Ryan Chicago
Captain Midnight	Ovaltine Wander Co.	ABC	Hill, Blackett & Co.
Carnation Contented	Ovaltine Carnation Co.	NBC	Erwin, Wasey & Co.
Carol Alcott, News	Evaporated Milk Campbell Soap Co.	CBS—PC	Ward Wheelock Co.
Carton of Cheer	All Products Brown & Williamson Tobacco Co.	NBC	Russell M. Seeds
Cavalcade of America	Raleigh & Kool Cigarettes E. I. DuPont de Nemours & Co.	NBC	B. B. D. & C., Inc.
Cedric Foster	Institutional Employees Group Insurance Co.	MBS	H. B. Humphrey Co. Boston
Charlotte Greenwood Show	Insurance Hall Brothers	ABC	Foote-Cone & Belding
Chesterfield Supper Club	Hall-Mark Greeting Cards Liggitt & Myers Tobacco Co.	NBC	Newell-Emmett Co.
Christian Science Monitor View the News	Chesterfield Cigarettes Christian Science Pub Co.	ABC	H. B. Humphrey Co.
Chuck Collins	Christian Science Monitor Wash. Coop. Egg & Poultry Assn.	NBC	Pacific Nat'l Advert. Agcy.
Charley McCarthy Show	Eggs & Poultry Standard Brands, Inc.	NBC	J. Walter Thompson Co.
Circle Arrow Show	Chase & Sanborn Coffee Wester Auto Supply Co	NBC	Bruce B. Brewer & Co.
Cited for Valor	Auto Accessories Brown & Haley Candy Co.	NBC	Sonig-Cooper Co.

Highways in Melody	Cities Service Co. Petroleum Prods., Tires, etc.	NBC	Foote-Cone & Belding Donahue & Coe, Inc. N. Y.
Cliff Edwards	Baumont Co. Four Way Cold Tablets, Groves B-Complex	MBS	
Club Time	Club Aluminum Prods. Co. Aluminum Household Utensils	ABC	Trade Development Corp.
Colgate Sports Newsreel	Colgate-Palmolive-Peet Co. Shave Cream	NBC	Sherman & Marquette
Collins Calling	Wash. Coop. Farmers Assn. Lynden Chicken Products	ABC—PC	Pacific Nat'l Advt. Agency
Comedy Theatre	P. Lorillard Co. Old Gold Cigarettes	NBC	Lennen & Mitchell, Inc.
Confidentially Yours With Arthur Hale	Richfield Oil Corp. Oil & Gas	MBS	Sherman & Ellis Co. Hixon-O'Donnell Adv. Hixon-O'Donnell Adv.
Confidentially Yours With Arthur Hale	Sinclair Refining Co. Oil & Gas	MBS	B. B. D. & C., Inc.
Continental Celebrity Club	Continental Can Co. Institutional, Packaging, Plastic Prods.	CBS	Wm. H. Weintraub & Co.
Corliss Archer	Anchor Hocking Glass Corp. Anchor Glass, Fire King Oven Glass Prods.	ABC	Schwimmer & Scott Adv.
Coronet Front Page	Esquire, Inc. Coronet Magazine	ABC	Schwimmer & Scott Adv.
Coronet Quick Quiz	Esquire, Inc. Coronet Magazine	ABC	Schwimmer & Scott Adv.
Coronet Storyteller	Esquire, Inc. Coronet Magazine	ABC	Schwimmer & Scott Adv.
Correction Please	Bristol-Myers, Inc. Minit-Rub & Vitalis	NBC	Young & Rubicam Co.
Cosmo Tune Time	Reichhold Chemicals, Inc. Cosmo Records	MBS	Grant Advt., Inc. N. Y.
Cotton Bowl Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon, Inc.
Counter-Spy	Pharma-Craft Corp. "Fresh" (Deodorant)	ABC	Young & Rubicam Co.
County Fair	The Borden Co. Milk & Ice Cream, Hemo & Instant Coffee	ABC	Kenyon & Eckhardt, Inc.
County Fair	Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Crime Doctor	Philip Morris & Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co.
Crime Is My Pastime	Knox Co. Cystex	MBS	Raymond R. Morgan Co.

ADVERTISING AGENCY

NETWORK

ADVERTISER AND PRODUCT

PROGRAM

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Crooked Square	Frank H. Lee, Inc. Lee Hats	MBS	Wm. H. Weintraub & Co.
Curtain Time	Mars, Inc. Candy Bars	ABC	Grant Advt., Inc.
Dale Carnegie	Frank H. Lee, Inc. Lee Hats	MBS	Birmingham, Castleman & Pierce Wm. H. Weintraub & Co. Warwick & Legley, Inc.
Danny Kaye Show	Pabst Sales Co. Pabst Blue Ribbon Beer	CBS	
Darts for Dough	Dr. Pepper Co. Dr. Pepper Carbonated Beverage	ABC	Tracy-Lockes Co., Inc. Texas
Date With Judy	Lewis-Howe Co. Turns	NBC	Roche, Williams & Cleary
Dave Vaile, News	Benruss Watch Co. Watches	CBS	Young & Rubicam Co.
David Harding—Counter-Spy	California Prune & Apricot Growers Assn. Sunsweet Prunes	CBS	Long Advert. Service
David Harum	Vicks Chemical Co. All Prods.	CBS	Morse International
Death Valley Sheriff	Day & Night Mfg. Co. Water Heats & Equip.	CBS	Hixon-O'Donnell Adv.
Detect & Collect	Mail Pouch Tobacco Co. Tobacco	ABC	Walker & Downing
Detect & Collect	B. T. Babbitt Bab-O Cleaner	NBC	Duane, Jones Co.
Detroit Bible Class	Pacific Coast Borax Co. Borax, Boraxo, 20 Mule Team Borax	CBS	McCann-Erickson, Inc.
Detroit Symphony Orch.	P. Lorillard Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Dick Brown—Singer	B. F. Goodrich & Co. Tires & Other Items	ABC	B. B. D. & O., Inc.
Dick Haymes Show, The	Radio Bible Class Religious Talk	MBS	Stanley G. Boynton Detroit
	Reichhold Chemicals, Inc. Institutional	MBS	Grant Advt., Inc. New York
	Form-Fit Co. Foundation Garments	MBS	Buchanan & Co. Chicago
	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems, Accessories	CBS	Ruthrauff & Ryan

Dick Tracy	Sweets Co. of America Tootsie—V-M	ABC	Ivey & Ellington, Inc.
Dinah Shore's Open House	General Foods Corp. Birdseye Frosted Foods	NBC	Young & Rubicam Co.
Dr.'s Talk It Over, The	The American Cyanamid Co. Pharmaceuticals & Biologicals	ABC	Hazard Advt. Co.
Dr. Fights, The	Schenley Labs., Inc. penicillin	CBS	The Biow Co., Inc.
Don Gardiner	Serutan Co. Serutan-Nutrex	ABC	Grant Advertising, Inc.
Don't You Believe It?	Campana Sales Corp. All Products	CBS	Wallace-Ferry-Hanley
Don Voorhees Orch.	Chemicals, Inc. Vana Household Cleaner	CBS	Garfield & Guild
Double Or Nothing	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan, Inc.
D & H Miners	Pharmoco, Inc. Feen-a-mint & Chooz	MBS	Wm. Esty & Co.
Dreen Show, The	Hudson Coal Co. Coal	NBC	Ruthrauff & Ryan, Inc. Clements Co.
Drew Pearson	Procter & Gamble Co. Dreen & Dreff	NBC	Kastor-Farrell-Chesley & Clifford
Drew Pearson	Serutan Co. Serutan-Nutrex	ABC	Grant Advertising Co.
Dr. Christian	Frank H. Lee Co. Men's Hats	ABC	Wm. H. Weintraub & Co.
Dr. I. Q.	Chesebrough Mfg. Co. Vaseline Preparations	CBS	McCann-Erickson, Inc.
Dr. Kate	Mars, Inc. Candy	NBC	Grant Advt., Inc.
Dr. Paul	Sperry Flour Co. Drifted Snow Flour	NBC	Knox-Reeves Adv., Inc.
Dr. Wallace Sterling	Safeway Stores, Inc. Dutch Mill Cheese	NBC	Ruthrauff & Ryan
	Day & Night Mfg. Co. Water Heaters & Equip.	CBS—PC	Hixon-O'Donnell Adv.
	Kelite Prods., Inc. Kenu Cleaner	CBS	Little & Co.
Duffy's Tavern	Bristol-Myers, Inc. Minit Rub & Vitalls	NBC	Young & Rubicam Co.
Dunninger	Lever Brothers Co. Rinso	NBC	Ruthrauff & Ryan, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Durante & Moore Show	R. J. Reynolds Tobacco Co. Camel Cigarettes United Drug Co. Drugs	CBS CBS	Wm. Esty & Co., Inc. N. W. Ayer & Son
Earl Goodwin	Hastings Mfg Co. Piston Rings Casite	ABC	Keeling & Co., Inc.
Earl Wilson	National Board of Fire Underwriters Fire Insurance General Cigar Co. White Owl Cigars	ABC MBS ABC	MacFarland & Aveyard J. Walter Thompson Co. J. Walter Thompson Co.
Early American Dance Music	Ford Motor Co. Ford Motors	ABC	J. Walter Thompson Co.
Easy Aces	American Home Prod. Corp. Anacin	CBS	Dancer-Fitzgerald-Sample Maxon, Inc.
East-West Football Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Kenyon & Eckhardt
Eddie Bracken Show	Standard Brands Inc. Yeast, Margarine	NBC	Young & Rubicam Co.
Eddie Cantor Show	Bristol-Meyers Inc. Sal Hepatica, Trushay	NBC	J. Walter Thompson Co.
Edward Jorgenson	Wash. State Apple Commission Apples	ABC-PC	J. Walter Thompson Co.
Edward R. Murrow	American Oil Co. Amoco Gas, Lubricants, Services	CBS	Joseph Katz Co.
Edwin C. Hill	Pan American Petroleum Corp. Petroleum Products	CBS	Fitzgerald Adv. Age
Ed Wynn Show, The	Johnson & Johnson Red Cross Div. 327, Surgical Dressing	CBS	Young & Rubicam Co.
Electric Hour, The	Borden Company Milk & Ice Cream, Hemo & Instant Coffee	ABC	Young & Rubicam Co.
Electric Summer Hour, The	The Electric Co. Advt. Program Institutional	CBS	N. W. Ayer & Son
Elgin Thanksgiving Show	The Electric Co. Advt. Program Institutional	CBS	N. W. Ayer & Son
Elgin Christmas Show	Elgin Nat'l Watch Co Institutional Elgin Nat'l Watch Co. Institutional	CBS	J. Walter Thompson Co. J. Walter Thompson Co.

Ellery Queen	American Home Prod. Corp.	CBS	Dancer-Fitzgerald-Sample
Ellery Queen	Anacin	NBC	McCann-Erickson
Elmer Peterson	Emerson Drug Co.	NBC	Raymond R. Morgan Co.
Evening With Romberg	Bromo Seltzer	NBC	Russel M. Seeds Co.
Everything for the Boys	Planters Nut & Choc. Co.	NBC	Ruthrauff & Ryan
Exploring the Unknown	Peanuts and Peanut Oil	MBS	St. George & Keyes
	Brown & Williamson Tobacco Co.		
	Raleigh & Kool Cigarettes		
	Electric Auto-Lite Co.		
	Automotive Products		
	Revere Copper & Brass Co.		

F

Falstaff Show, The	Falstaff Brewing Co.	ABC	Dancer-Fitzgerald-Sample
Famous Jury Trials	Beer	ABC	Aubrey, Moore & Wallace, Inc.
F. B. I. in Peace & War	Williamson Candy Co.	CBS	Biow Co., Inc.
Fibber McGee & Molly	Candy Bars	NBC	Needham, Louis & Brorby
First Line, The	Procter & Gamble Co.	CBS	Arthur Mayerhoff & Co.
First Nighter	Lava	CBS	Wallace-Ferry-Hanley
Fishing and Hunting Club of the Air, The	S. C. Johnson & Son, Inc.	ABC	Walker & Downing
Fitch Bandwagon	Wax Products	NBC	L. W. Ramsey Co.
Fleetwood Lawton	Wm. Wrigley, Jr. Co.	NBC	J. Walter Thompson Co.
Football Games	Chewing Gum	ABC	N. W. Ayer & Son Co.
Ford Program—(Raymond Paige)	Campana Sales Co.	ABC	J. Walter Thompson Co.
Ford Show, The	All Products	NBC	J. Walter Thompson Co.
Ford Show, The	Mail Pouch Tobacco Co	CBS	J. Walter Thompson Co.
Ford Sunday Evening Hour	Tobacco	ABC	Kenyon & Eckhardt
Frances Langford Show	F. W. Fitch Co.	NBC	J. Walter Thompson Co.
	Shampoo, Hair Tonic		
	Whitehall Pharmaceutical Co.		
	Anacin		
	United States Army		
	Recruiting		
	Ford Motor Company		
	Ford Motors		
	Ford Motor Co.		
	Ford, Lincoln Zephyr		
	Ford Motor Co.		
	Ford Motor Cars		
	Ford Motor Co.		
	Automobiles, Service & Parts		
	Standard Brands Inc.		
	Chase & Sanborn Coffee		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Frank Sinatra Show	Sales Builders Inc. Max Factor Cosmetics	CBS	Smith & Drum, Inc.
Frank Singiser	P. Lorillard Co. Old Gold Cigarettes	CBS	Lennen & Mitchell
Fred Allen	Sinclair Refining Co. Oil & Gasoline	MBS	Hixson-O'Donnell Adv.
Fred Waring Program, The	Standard Brands Inc. Tea, Margarine	NBC	J. Walter Thompson Co.
Freedom of Opportunity	Owens-Illinois Glass Co. Institutional	ABC	J. Walter Thompson Co.
Fresh Up Show, The	Mutual Benefit, Health & Accident Assn. Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Friday on Broadway	Seven-Up Bottling Co. Seven-Up	MBS	J. Walter Thompson Co.
Friendship Ranch	American Home Prod. Corp. Anacin	CBS	Dancer-Fitzgerald-Sample
Front Page Farrell	General Baking Co. Bond Bread	ABC	The Clements Co., Inc.
Fulton Lewis, Jr.	Whitehall Pharmacal Co. Bisodol & Kolynos Toothpaste	NBC	Dancer-Fitzgerald-Sample
Fun & Mirth With Eddie Mar	G. N. Coughlan Co. Soot Destroyer	MBS	Roche, Williams & Cleary
Furlough Fun	Signal Oil Co. Motor Oil & Gasoline	ABC	Barton A. Stebbins Ad. Agency
	Gilmore Oil Co. Oil & Gasoline	NBC	Ruthrauff & Ryan
Gabriel Heatter	R. B. Semler, Inc. Krem! Hair Tonic	MBS	Erwin Wasey & Co., Inc.
	Zonite Products Corp Forhan's Toothpaste	MBS	Erwin Wasey & Co., Inc.
Galen Drake	Barbasol Co. Barbasol	ABC	Erwin Wasey & Co., Inc.
Gangbusters	William H. Wise & Co., Inc. Various Publications	ABC	Huber Hoge & Son
	Dr. S. Sloan Sloan's Liniment	ABC	Warwick & Ledger, Inc.
	L. E. Waterman Co. Fountain Pens, Pencils & Ink	ABC	Charles Dallas Reach Co.

Garden Gate	Ferry-Morse Seed Co.	CBS	MacManus, John & Adams, Inc.
Gay Mrs. Featherstone	Seeds Brown & Williamson Tob. Co.	NBC	Russell M. Seeds
GE House Party	Raleigh & Kool Cigarettes	CBS	Young & Rubicam Co.
Gene Autry Show	General Electric Co.	CBS	Ruthrauff & Ryan, Inc.
General Motors Symphony of the Air	Household Appliances	NBC	Arthur Kudner
George Hicks	Wm. Wrigley, Jr. Co.	ABC	Tucker Wayne & Co.
Gillette Fights	Chewing Gum	ABC	Maxon, Inc.
Gil Martin	General Motors Inc.	ABC	Kenyon & Eckhardt, Inc.
Ginny Simms Show, The	Institutional	CBS	Young & Rubicam Co.
Give & Take	Scripto Mfg. Co.	CBS	McJunkin Adv. Co.
Glamour Manor	Pencils	ABC	Compton Adv. (Crisco)
Gracie Fields	Gillette Safety Razor Co.	ABC	Benton & Bowles (Ivory Snow)
Graeme Fletcher	Safety Razors, Blades, Brushless & Lather Cream	NBC	Doherty, Clifford & Shenfield, Inc.
Grand Central Station	Kellogg Co.	NBC	Raymond R. Morgan Co.
Grand Hotel	Gro-Pup, Raisin Bran Flakes	NBC	Raymond R. Morgan Co.
Grand Ole Opry	Borden Co.	NBC	Brisacher, Van Norden & Staff
Great Gildersleeve, The	All Products	CBS	McCann-Erickson, Inc.
Great Moments in Music	Chef Boy-Ar-Dee Quality Foods	NBC	Wallace-Ferry-Hanley Co.
	Spaghetti Dinner	NBC	Gardner Adv. Co.
	Procter & Gamble Co.	NBC	Wm. Esty & Co., Inc.
	Crisco & Ivory Snow	NBC	Needham, Lewis & Broby
	Bristol-Meyers Co.	CBS	Young & Rubicam Co.
	Mum & Ipana	NBC	
	Campbell Cereal Co.	NBC	
	Cereals	NBC	
	Kerr Glass Mfg. Corp.	NBC	
	Glass Jars	NBC	
	Peter Paul Inc.	NBC	
	Mounds & Ten Crown Gum	NBC	
	Pillsbury Mills, Inc.	CBS	
	Pillsbury's Best, Sno-Sheen & Pancake Flour	NBC	
	Campana Sales Co.	NBC	
	Cosmetics & Toiletries	NBC	
	Purina Mills	NBC	
	Purina Foods	NBC	
	R. J. Reynolds Tob. Co.	NBC	
	Prince Albert Smoking Tob	NBC	
	Kraft Foods Co	CBS	
	Parkay		
	Celanese Corp. of America		
	All Products		

ADVERTISING AGENCY

NETWORK

ADVERTISER AND PRODUCT

PROGRAM

J. Walter Thompson Co.

ABC

Ford Motor Co.
Ford Motors
General Mills Inc.
Betty Crocker Soups, Wheaties
Larus & Brother Co., Inc.
Chelsea Cigarettes & Edgeworth Tobacco

Greenfield Chapel Service

Guiding Light

Guy Lombardo & His Royal Canadians

Knox-Reeves

NBC

Warwick & Ledger, Inc.

ABC

Hal MacIntyre & Orchestra

ABC

The Biow Co.

Happy Island

ABC

Young & Rubicam Co.

Harry W. Flannery

CBS-PC

Brooks Adv. Agency

Harry James

CBS

Warwick & Ledger, Inc.

Harvest of Stars

NBC

McCann-Erickson, Inc.

Hawthorne House

ABC

Garfield & Guild Adv.

Hedda Hopper's Hollywood

ABC

Foote, Cone & Belding

Hedda Hopper's Hollywood

CBS

Foote, Cone & Belding

Heidt Time for Hires

ABC

N. W. Ayer & Son, Inc.

Hello Sweetheart

ABC

McJunkin Adv. Co.

Henry Gladstone

MBS

J. Walter Thompson Co.

Here Comes Elmer

CBS

Roche, Williams & Cleary

Here's to Romance

CBS

Foote, Cone & Belding

Hires Icebox Follies

ABC

N. W. Ayer & Son, Inc.

His Honor the Barber

NBC

J. Walter Thompson Co.

Hoagy Carmichael Show

NBC

Foote, Cone & Belding

Hobby Lobby	Anchor Hocking Glass Corp. Anchor Glass, Fire King, Ovenglass Products	CBS	Wm. H. Weintraub & Co.
Hollywood Mystery Time	Jergens Co.	ABC	Lennen & Mitchell Co.
Hollywood Preview	Jergens Lotion, Woodbury Soap & Face Powder	CBS-PC	Smith & Drum, Inc.
Hollywood Radio Life	General Petroleum Corp. of Calif. All Products	ABC-PC	Garfield & Guild Co.
Hookey Hall	Chemicals Inc. Vano	MBS	Clements Co.
Hop Harrigan	Pharmaco, Inc. Chooz	ABC	Young & Rubicam Inc.
Hour of Charm	General Foods Corp. Grapenuts Flakes	NBC	B. B. D. & O., Inc.
House of Mystery	General Electric Co. G.E. Mazda Lamps	MBS	Benton & Bowles, Inc.
Human Adventure, The	General Foods Corp. Post Toasties	MBS	St. Georges & Keyes
Hymns of All Churches	Revere Copper & Brass Inc. Institutional	ABC	Dancer-Fitzgerald-Sample
Hymns of All Churches	General Mills Inc. Cheerios & Kix	NBC	Dancer-Fitzgerald-Sample



Ice Follies	Shipstad & Johnson Institutional	MBS	Smith, Bull & McCreery Hollywood
Ilka Chase	Berkshire Knitting Mills Full Fashioned Stockings	MBS	Geyer, Cornell & Newell, Inc.
Information Please	H. J. Heinz Co. Heinz Foods	NBC	Maxon, Inc.
Inner Sanctum	Socooy-Vacuum Oil Co. Oil	NBC	Compton Adv. Inc.
Inside of Sports	Lever Bros. Co. Lipton's Tea & Soup	CBS	Young & Rubicam, Inc.
Island Venture	Baynuk Cigars, Inc. Phillies Cigars	MBS	Ivey & Ellington Neal D. Ivey
It Pays to Be Ignorant	Wm. Wrigley, Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff & Co.
I Was There	Philip Morris Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co.
	Hunt Packing Co. Tomato Juice & All Products	CBS	The Biow Co. Young & Rubicam, Inc.

ADVERTISING AGENCY

NETWORK

ADVERTISER AND PRODUCT

PROGRAM

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jack Armstrong	General Mills Wheaties	ABC	Knox Reeves Adv., Inc.
Jack Benny	American Tobacco Co. Lucky Strike Cigarettes	NBC	Ruthrauff & Ryan
Jack Berch	The Prudential Ins. Co. Insurance	ABC	Benton & Bowles, Inc.
Jack Carson Show, The	Campbell Soup Co. All Products	CBS	Foote, Cone & Belding Ward Wheelock
Jack Kirkwood Show, The	Procter & Gamble Co. Ivory Soap, Oxydol	CBS	Compton Advt., Inc.
Jack Smith Show, The	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample
James Abbe Observes	Fisher Flouring Mills Inc. Fisher's Cereal Products	ABC-PC	Pacific Nat'l Adv. Agcy.
James Abbe Pictures the News	Fisher Flouring Mills Inc. Cereals & Flour	NBC	Pacific Nat'l Adv. Agcy.
Jergens Summer Edition	Andrew Jergens Co. Lotion, Woodbury Soap & Face Powder	ABC	Lennen & Mitchell, Inc.
Jerry Cooper	Miss Swank, Inc. Miss Swank Slips	MBS	Hirshon-Garfield, Inc. Wm. H. Weintraub & Co.
Jerry Wayne Show	The Borden Co. All Products	CBS	Young & Rubicam, Inc.
Jimmie Fidler	Carter Products Inc. Arrid	ABC	Small & Seiffer, Inc.
Jimmy Carroll Sings	E. R. Squibb & Sons Toothpowder, Dental Cream, Pharmaceutical Products	CBS	Geyer, Cornell & Newell
Joe E. Brown—Stop Or Go	McKesson & Robbins, Inc. M & R Products	ABC	J. D. Tarcher & Co.
John B. Kennedy	Harvel Watch Co. Watches	ABC	A. W. Lewin Co.
John J. Anthony	Carter Products, Inc. Carter's Little Liver Pills	MBS	Ted Bates, Inc.
Johnny Morgan Show	P. Ballantine & Sons Ballantine Beer & Ale	CBS	J. Walter Thompson Co.
John W. Vandercook	Best Foods, Inc. Nucoa	NBC	Benton & Bowles
	Sentinel Radio Corp. Institutional	NBC	Evans Associates, Inc.

Johnny Presents	General Motors Corp. Oldsmobile	NBC	D. V. Brother & Co., Inc.
Joseph C. Harsch	Philip Morris & Co., Inc. Cigarettes	NBC	The Biow Co.
Joyce Jordan, M.D.	B. F. Goodrich Co. Rubber Products	CBS	B. B. D. & O., Inc.
Joyce Jordan, M.D.	General Foods Corp. Grapenuts & Grapenuts	CBS	Young & Rubicam, Inc.
Judy Canova Show	Procter & Gamble Co. Drene & Drefit	NBC	Dancer-Fitzgerald-Sample
Just Entertainment	Colgate-Palmolive-Peet Co. Soap & Toothpowder	NBC	Ted Bates, Inc.
Just Plain Bill	Wm. Wrigley, Jr. Co.	CBS	J. Walter Thompson Co. Arthur Meyerhoff Co.
	Whitehall Pharamcal Co. Anacin, Heet, Hills Cold Tablets	NBC	Dancer-Fitzgerald-Sample

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Kaltenborn Edits the News	Pure Oil Co. Oil & Gasoline	NBC	Leo Burnett Co., Inc.
Kate Smith Hour	General Foods Corp. Jello & Jello Puddings, Sanka	CBS	Young & Rubicam, Inc.
Kate Smith Sings	General Foods Corp. Postum	CBS	Young & Rubicam, Inc.
Kate Smith Speaks	General Foods Corp. Baker's Chocolate & Cocoa, Certo, Post 40% Bran Flakes, Post Raisin Bran, Swansdown, Calumet	CBS	Young & Rubicam, Inc. Benton & Bowles
Kay Kyser's College of Musical Knowledge	Colgate-Palmolive-Peet Co. Soap & Dental Cream	NBC	Ted Bates, Inc.
K. C. Jamboree	Jacques Mfg. Co. K. C. Baking Powder	NBC	Leo Burnett Co., Inc.
Keep Up With The World	Elgin National Watch Co. Watches	ABC	J. Walter Thompson Co.
Kellogg's Home Edition	Kellogg Co. Gro-Pup, Raisin Bran Flakes	ABC	Kenyon & Eckhardt, Inc.
Kentucky Derby	Gillette Safety Razor Co. Blades, Shaving Cream	CBS	Maxon, Inc.
Knox Manning, News	McMohan Furniture Stores Home Furnishings	CBS-PC	M-C-M Adv Agency
Knox Manning Reports	S. W. Fine Foods, Inc. Food & Coffee	CBS-PC	Brisacher, Van Norden & Staff
Kraft Music Hall	Kraft Foods Co. Kraft Products	NBC	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancakes, Muffets, etc.	ABC	Sherman & Ellis & Co., Inc.
Lanny & Ginger	Beaumont Co. Four-Way Cold Tablets, Grove B-Complex	MBS	Donahue & Coe, Inc.
Layman's Views of the News	Sealy Mattress Co. Mattresses	NBC	Alvin Wilder Adv.
Leland Stowe	National Board of Fire Underwriters Fire Insurance	ABC	MacFarland & Aveyard & Co.
Letters to Lindlahr	Serutan Co. Serutan-Nutrex	MBS	Raymond Spector Co. Grant Adv.
Let's Face the Issue	Chesapeake & Ohio Railway Co. Service	MBS	Kenyon & Eckhardt, Inc.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat	CBS	B. B. D. & Co., Inc.
Let Yourself Go	Eversharp, Inc. Eversharp Pens, Pencils, Redtop Lead	CBS	The Biow Co.
Life Can Be Beautiful	Procter & Gamble Co. Ivory Soap, Teel	CBS	Compton Adv., Inc.
Life of Riley	American Meat Institute Institutional	ABC	Leo Burnett Co., Inc.
Life of Riley	Procter & Gamble Co. Teel	NBC	The Biow Co.
Light of the World	General Mills, Inc. Kitchen Tested Flour, Softasilk Flour, Kix	CBS	Dancer-Fitzgerald-Sample
Listening Post, The	Curtis Publishing Co. Saturday Evening Post	ABC	MacFarland Aveyard & Co.
Little Betsy Ross Girl	Campana Sales Co. Solitair Makeup	NBC	The Clements Co.
Lois Lang & Three Suns	Chatham Mfg. Co. Blankets	ABC	The M. H. Hackett Co.
Lone Ranger	General Mills, Inc. Cheerios	ABC	Dancer-Fitzgerald-Sample
Lora Lawton	B. Y. Babbitt, Inc. Bab-O Cleaner	NBC	Duane Jones Co.
Lorenzo Jones	Sterling Drug, Inc. Phillips, Bayer Aspirin	NBC	Dancer-Fitzgerald-Sample
Lowell Thomas	Sun Oil Co. Gas & Oil	NBC	Roche, Williams & Cleary
Lum 'n' Abner	Miles Laboratories, Inc. Alka-Seltzer & One-A-Day Vitamins	ABC	Wade Advertising Agency

Luncheon With Lopez
Lutheran Hour
Lux Radio Theater
Lynn Murray's Orch. & Chorus

Stokely Bros. & Co.
Tenderoni, Van Camp Prods.
Lutheran's Laymen's League
Lever Bros. Co.
Lux Toilet Soap & Flakes
E. R. Squibb & Sons
Toothpowder, Dental Cream, Pharmaceutical Products

Maisie
Major Bowes Red Cross Show
Major Bowes Shower of Stars
Man Ciled X, The
Man Ciled X, The
Manhattan Merry-Go-Round
Ma Perkins
Ma Perkins
March of Time
Mary Marlin
Mary Small Revue
Martinee Theater
Maxwell House Coffee Time
Mayor of the Town
Meet Margaret McDonald
Meet Me at Parky's

MBS
MBS
CBS
CBS
CBS
The Biow Co.
Ruthrauff & Ryan
Ruthrauff & Ryan
Foote, Cone & Belding
Foote, Cone & Belding
Dancer-Fitzgerald-Sample
Dancer-Fitzgerald-Sample
Dancer-Fitzgerald-Sample
Young & Rubicam, Inc.
J. Walter Thompson Co.
B. B. D. & O., Inc.
Morse International
Benton & Bowles
Ruthrauff & Ryan
Compton Adv. Co., Inc.
Lennen & Mitchell

M
Eversharp, Inc.
Eversharp Pens, Pencils, Redtop Lead
Chrysler Corp.
Motor Cars
Chrysler Corp.
Motor Cars
Lockheed Aircraft Corp.
Transportation
Pepsodent Co.
Toothpaste
Sterling Drug, Inc.
Dr. Lyon's Toothpaste
Procter & Gamble Co.
Oxydol
Procter & Gamble Co.
Oxydol
Time, Inc.
Time Magazine
Standard Brands, Inc.
Fleischmann's Yeast
D. L. Clark Co.
Candy
Vick Chemical Co.
All Products
General Foods Corp.
Maxwell House Coffee
Noxema Chemical Co.
Noxema, Noxema Shave Cream
Procter & Gamble Co.
Crisco
P. Lorillard Co.
Old Gold Cigarettes

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet the Missus	Participating Program	CBS—PC	
Meet Your Navy	Raytheon Mfg. Co. Radio Tubes, Electrical & Electronics Products	ABC	J. M. Mathes, Inc.
Memo for Tomorrow	Conti Products, Inc. Conti Shampoo & Soap	MBS	Birmingham Castleman & Pierce, Inc.
Men of Vision	Bendix Aviation Corp. All Products	CBS	Grant Adv., Inc.
Merry Life of Mary Christmas	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
Metropolitan Opera	The Texas Co. Texaco Petroleum Prods.	ABC	Buchanan & Co., Inc.
Metropolitan Opera Presents	Sherwin-Williams Co. Paints	ABC	Warwick & Legler, Inc.
Miss Hattie	Aluminum Co. of America Institutional	ABC	Fuller & Smith & Ross, Inc.
Molle Mystery Theater	Gentaur Co. Molle Shave Cream	NBC	Young & Rubicam, Inc.
Mommie & the Men	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Money on the Line	Safeway Stores, Inc. Sunnybrook Margarine	CBS—PC	McCann-Erickson, Inc.
Mr. District Attorney	Coldstream Prods. Corp. Bristol-Meyers, Inc. Vitalis & Ipana	NBC	Doherty, Clifford & Shentfield
Mr. Keen, Tracer of Lost Persons	American Home Prods. Corp. Kolynos Tooth Powder	CBS	Dancer-Fitzgerald-Sample
Mr. & Mrs. North	Andrew Jergens Co. Woodbury Soap	NBC	Lennen & Mitchell, Inc.
Murder Is My Hobby	Knox Company Mendaco	MBS	Raymond R. Morgan Co.
Murder Will Out	Rainier Brewing Co. Rainier Beer, Malt & Ale	ABC—PC	Buchanan & Co., Inc.
Musical Bouquet	Pinaud, Inc. Cosmetics	ABC	Dorland International Pettingill & Fenton, Inc.
Music America Loves Best	Radio Corp. of America Institutional	NBC	J. Walter Thompson Co.
Music of Andre Kostelanetz	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan
Music of Morton Gould	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan

Music That Satisfies
My Best Girls
Mystery in the Air
My True Story

CBS Newell-Emmett, Inc.
ABC Young & Rubicam, Inc.
NBC Wm. Esty & Co., Inc.
ABC J. Walter Thompson Co.

N

National Barn Dance
National Farm & Home Hour
National Professional Football Championship Game
Nebbs, The
Ned Calmer, News
Nelson Pringle, News
News & Betty Crocker
News of the World
News of the World With Robert St. John
News With Howard Petrie
N. Y. Philharmonic-Symphony
Night at Hoagy's
Night Editor
Noah Webster Says

Miles Lab., Inc.
 Alka-Seltzer & Vitamins
Allis-Chalmers Mfg. Co.
 Farm Equipment
Wilson Sporting Goods Co.
 Sporting Goods
Knox Company
 Cystex
Parker Pen Co.
 Parker Pens, Pencils & Quink
General Mills, Inc.
 Wheaties
Union Oil Co.
 Gas & Oil
General Mills, Inc.
 Gold Medal Flour
F. W. Fitch Co.
 Shampoo, Hair Tonic
Miles Lab., Inc.
 Alka-Seltzer & Vitamins
Miles Lab., Inc.
 Alka-Seltzer & Vitamins
Seaman Brothers, Inc.
 Air-Wick
U. S. Rubber Co.
 All Products
Table Prods., Inc.
 Nu-Made Mayonnaise
Safeway Stores, Inc.
 Edwards Coffee
Southern Cotton Oil Co.
 Wesson Oil & Snowdrift

Wade Advert. Agency
 Bert S. Gittins Adv.
 U. S. Advt. Corp.
 Raymond R. Morgan Co.
 J. Walter Thompson Co.
 Knox-Reeves Adv., Inc.
 Foote, Cone & Belding
 Dancer, Fitzgerald & Sample
 L. W. Ramsey Co.
 Wade Advt. Agency
 Wade Advt. Agency
 Wm. H. Weintraub & Co.
 Campbell-Ewald Co., Inc.
 Foote, Cone & Belding
 Ruthrauff & Ryan
 Fitzgerald Advt., Co.

NBC
NBC
ABC
MBS
CBS
CBS—PC
CBS
ABC
NBC
NBC
NBC
CBS
CBS
MBS
NBC
NBC

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Okay for Release	Groves Lab., Inc. Cold Tablets & Vitamins	NBC	Russel M. Seeds Co.
One Munson in Hollywood	Barron-Grey Packing Co. Health Vegetable Juice	CBS-PC	Long Advt. Service
One Man's Family	Herman Basch & Co. Fur Processing	CBS	Kelly, Nason, Inc.
One Man's Family	Standard Brands, Inc. Royal Gelatin Desserts & Tender Leaf Tea	ABC	J. Walter Thompson Co.
One Woman's Opinion—Lisa Sergio	Standard Brands, Inc. Royal Desserts, Yeast	NBC	Alfred J. Silberstein
Opportunity Theater	Botany Worsted Mills Botany Cosmetics	ABC	Bert Goldsmith, Inc.
Opry House Matinee	West Coast Soap Co. Pow-Pow Cleanser	NBC	Brisacher, Van Morden & Staff
Orange Bowl Football Game	Ralston-Purina Co. Cereal & Farm Foods	MBS	Gardener Agency St. Louis
Orson Welles	Gillette Safety Razor Co. Blades & Shaving Cream	CBS	Maxon, Inc.
Our Gal Sunday	Lear, Inc. Radios & Recording Machines	ABC	Kudner Agency
	American Home Prods. Corp. Anacin	CBS	Dancer-Fitzgerald-Sample
Paula Stone & Phil Brito	R. B. Semler, Inc. Kreml Hair Tonic	MBS	Erwin, Wasey & Co., Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russell M. Seeds
Pepper Young's Family	Procter & Gamble Co. Camay	NBC	Dancer-Fitzgerald-Sample Pedlar & Ryan
Perry Mason	Procter & Gamble Co. Dreft-Spic & Span, Camay	CBS	Pedlar & Ryan
Phillip Murray	Congress of Industrial Orgs. CIO of America	ABC	Weltman & Pratt, Inc.
Pick & Pat	Miles Lab., Inc. Alka-Seltzer, 1-A-Day Vitamins	ABC	Wade Advt. Agency
Pick & Pat Time	Helbros Watch Co. Watches	ABC	Wm. H. Weintraub & Co.
Pictsweet News	Bozeman Candy Co. Pictsweet Frozen Foods	MBS	Ruthrauff & Ryan

Pilgrim Hour	Gospel Broadcasting Assn. Evangelical Talks	NBC	R. H. Alber Co.
Powder Box Theater	Bourjois, Inc. Cosmetics & Perfumes	CBS	Foote, Cone & Belding
Portia Faces Life	General Foods Corp. Cereals, Flour	NBC	Young & Rubicam, Inc.
Prudential Family Hour	Prudential-Ins. Co. of Amer. Insurance Services	CBS	Benton & Bowles, Inc.

Queen for a Day	Miles Labs., Inc. (15 min.) Procter & Gamble (15 min.) Helbros Watch Co. Watches	MBS	Wade Advt. Agency Compton Advt. Agency Wm. H. Weintraub & Co.
Quick as a Flash	Miles Labs., Inc. Alka-Seltzer & 1-A-Day Vitamins	MBS	Wade Advt. Agency
Quiz Kids		ABC	

Radio Bible Class	Radio Bible Class Religious Talks	MBS	Stanley G. Boynton
Radio Hall of Fame & Summer Hour	Philco Corp. Radios & Refrigeration	ABC	Hutchins Advt. Co., Inc.
Radio's Readers Digest	Campbell Soup Co. Campbell Soups, All Products	CBS	Ward Wheelock Co.
Raleigh Room With Hildegard	Brown & Williamson Tobacco Co. Raleigh & Kool Cigarettes	NBC	Russell M. Seeds
Raymond Clapper	General Cigar Co. White Owl Cigars	MBS	J. Walter Thompson Co.
Raymond Gram Swing	General Cigar Co. White Owl Cigars	MBS	J. Walter Thompson Co.
Ray Noble's Orchestra	Sales Builders, Inc. Max Factor Cosmetics	CBS	Smith & Drum, Inc.
RCA Show With Tommy Dorsey	RCA Institutional	NBC	J. Walter Thompson Co.
Real Stories From Real Life	Whitehall Pharmacal Co. Anacin & Other Products	MBS	Dancer-Fitzgerald-Sample
Red Skelton's Scrap Book	Brown & Williamson Tobacco Co. Raleigh & Kool Cigarettes	NBC	Russel M. Seeds Co.
Relaxation in Music	Miss Swank, Inc. Miss Swank Slips	MBS	Hirshon-Garfield, Inc. Wm. H. Weintraub & Co.
Remember Hour	Bekins Van & Storage Moving & Storage	ABC-PC	A. E. Brooks Advt. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Renfro Valley Folks	Ballard & Ballard Ballard's Obelisk Flour & Other Milling Prods.	CBS	Henri, Hurst & McDonald
Rensie's Radio Auction Gallery	Rensie Watch Co. Rensie Watches	MBS	Weiss & Geller, Inc.
Return of Nick Carter, The	Lin-x (Formerly Acme White Lead & Color Works) Acme Paint & Lin-x	MBS	Henri, Hust & McDonald
Reveille Roundup	Groves Labs., Inc. Cold Tablets & Vitamins	NBC	Russel M. Seeds
Rev. John E. Zoller	Wesley Radio League Religious Talks	MBS	Stanley G. Boynton
Rexall Summer Show	United Drug Co. Drugs	CBS	N. W. Ayer & Son
Richard Maxwell, Hymns You Love	Serutan Co. Serutan-Nutrex	MBS	Raymond Spector Co. Grant Advt.
Richfield Reporter	Richfield Oil Corp. Gas & Oil	NBC	Hixson-O'Donnell, Inc.
Right to Happiness	Procter & Gamble Co. Ivory Soap	NBC	Compton Advt.
Riders of the Purple Sage	Groves Lab., Inc. Cold Tablets & B-Complex Vitamins	CBS	Russel M. Seeds Co.
Road Ahead, The Road of Life	Alternating Sponsors Procter & Gamble Co. Duz	ABC NBC	Compton Advt. Agency
Road of Life	Procter & Gamble Duz	CBS	Compton Advt. Agency
Robert St. John	American Bakeries Merita Breads, Cakes	NBC	Tucker-Wayne & Co.
Robert Trout, News	Southern Bed Spring Co. Beds & Bedding	CBS	Byrde-Richard & Pound
Rogue's Gallery	Comptone Co. Oculens Sun Glasses	MBS	Joseph Katz Co.
Romance of Helen Trent, The	Maryland Pharmaceutical Co. Rem & Rel	CBS	L. W. Ramsey Co.
Romance, Rhythm & Ripley	F. W. Fitch Co. Fitch Shampoo	MBS	Dancer-Fitzgerald-Sample
	American Home Prods. Corp. Bisodol, Kolynos	CBS	Footo, Cone & Belding
	Bourjois & Co. Cosmetics & Perfumes	CBS	

Ronson Xmas Musicade	Ronson Art Metal Works	CBS	Cecil & Presbrey, Inc.
Rosemary	Ronson Lighter	NBC	Compton Advt. Agency
Rosemary	Procter & Gamble Co.	CBS	Compton Advt. Agency
Roy Rogers Show, The	Ivory Flakes	MBS	Benton & Bowles, Inc.
	Procter & Gamble Co.		Young & Rubicam, Inc.
	Ivory Flakes, Ivory Snow, White Laundry Soap		
	Goodyear Tire & Rubber Co.		
	Service		
Saint, The	Campbell Soup Co.	CBS	Foote, Cone & Belding
Sam Balter & the News	All Products	ABC—PC	Ward Wheelock
Sam Hayes, News	Zukor's, Inc.	ABC—PC	John Barnes & Assoc.
Sam Hayes	Women's Dresses	NBC	Brisacher, Van Norden & Staff
Sammy Kaye's Sunday Serenade	Peter Paul, Inc.	ABC	Knox-Reeves Advt., Inc.
Sammy Kaye's Tangee Serenade	Choclettos, Charcoal Gum	ABC	Roche, William & Cleary
Saturday Night Serenade	Sperry Flour Co.	ABC	Warwick & Legler, Inc.
Scramby Amby	Wheaties	CBS	Gardner Advt. Co.
Screen Guild Players	Raymond Labs., Inc.	ABC	Duane, Jones Co.
Sealtest Village Store	Rayve Shampoo	CBS	Biow Co., Inc.
Second Husband	George W. Luft Co.	NBC	McKee & Albright, Inc.
Service to the Front	Tangee Cosmetics	CBS	Dancer-Fitzgerald-Sample
Shadow, The	Pet Milk Sales Co.	MBS	Arthur Mayerhoff & Co.
	400-D-Pet Milk	MBS	McJunkin Advt. Co.
	Sweetheart Soap	MBS	Ruthrauff & Ryan, Inc.
	Lady Esther, Ltd.	MBS	Russel M. Seeds Co., Inc.
	Cosmetics	MBS	Henri, Hurst & McDonald
	Sealtest, Inc.		
	Ice Cream		
	Sterling Drug, Inc.		
	Bayer Aspirin, Dr. Lyons Toothpowder		
	Wm. Wrigley, Jr. Co.		
	Chewing Gum		
	Carey Salt Co.		
	Carey Salt		
	Blue Coal		
	Delaware, Lackawanna & Western Coal Co.		
	Groves Labs., Inc.		
	Fourway Cold Tablets, B-Complex Vitamins		
	Lin-x		
	Acme Paint & Lin-x		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sheriff, The	Pacific Coast Borax Co. Any Product Acceptable to ABC	ABC	McCann-Erickson Co.
Silver Theater	International Silver Co. Sterling & 1847 Rogers Brothers Silver	CBS	Young & Rubicam, Inc.
Sizing Up the News	Bayuk Cigars, Inc. Phillies Cigars	MBS	Ivey & Ellington Neal D. Ivey
Smilin' Ed McConnell	Brown Shoe Co. Shoes	NBC	Leo Burnett Co.
Smoke Dreams(C)	H. Fendrich, Inc. Cigars	ABC	Ruthrauff & Ryan
Soldier Who Came Home	Manhattan Soap Co. Sweetheart Soap	NBC	Duane, Jones Co.
Solitaire	Campana Sales Co. Solitaire Make-up	NBC	The Clements Co.
Song of the Week	Colonial Dames, Inc. Cosmetics	CBS	Abbott Kimbal Co., Inc.
Songs From Morton Downey	Coca-Cola Co. Coca-Cola	ABC	D'Arcy Advt. Co., Inc.
Songs by Morton Downey	Coca-Cola Co. Coca-Cola	MBS	D'Arcy Advt. Co., Inc.
Spotlight Bands	Coca-Cola Co. Coca-Cola	ABC	D'Arcy Advt. Co., Inc.
Spotlight Bands	Coca-Cola Co. Coca-Cola	MBS	D'Arcy Advt. Co., Inc.
Stage Door Canteen	Corn Prods. Refining Co. Dextrose, Mazola & Other Prods.	CBS	C. L. Miller Co.
Standard Hour	Standard Oil of California Institutional	NBC	B. B. D. & O., Inc.
Standard School Broadcast	Standard Oil of Calif. Petroleum Products	NBC	B. B. D. & O., Inc.
Starlight Serenade	Conti Products, Inc. Conti Shampoo & Soap	MBS	Birmingham Castleman & Pierce
Star Playhouse	Procter & Gamble Dreen & Dreff	NBC	Dancer-Fitzgerald-Sample
Starring Kurt Massey	Schutter Candy Co. Candy Bars	NBC	Schwimmer & Scott
Stars of the Future	Ford Motor Co. Ford Motors	ABC	J. Walter Thompson Co.
Stars Over Hollywood	Bowey's, Inc. Dairi-Rich Prods.	CBS	Sorensen & Co.
Steel Horizons	Allegheny Ludlum Steel Corp. Institutional	MBS	Walker & Downing

Steel Wages & Prices	American Iron & Steel Institute Institutional	ABC	B. B. D. & O., Inc.
Stella Dallas	Sterling Drug Co. Phillips Milk of Magnesia	NBC	Dancer-Fitzgerald-Sample
Story of Sandra Martin	Miles California Co. 1-A-Day Vitamins	CBS—PC	Wade Advertising Agency
Story Teller, The	Yellow Cab Co. Cab Service	CBS	Rhodes & Davis
Stradivari Orchestra, The	Prince Matchabelli, Inc. Perfumes & Cosmetics	CBS	Morse International
Stradivari Orchestra	Prince Matchabelli, Inc. Perfumes	NBC	McRse International
Strange Romance of Evelyn Winters, The	Manhattan Soap Co., Inc. Sweetheart Soap	CBS	Duane Jones Co.
Stuart Erwin Show	P. Ballantine Sons Ballantine Beer & Ale	CBS	J. Walter Thompson Co.
Sunday Evening Party	The Charles E. Hires Co. Hires Root Beer	ABC	N. W. Ayer & Son, Inc.
Sunday on N-K Ranch	Nash-Kelvinator Corp. Kelvinator Refrigerators	ABC	Geyer, Cornell & Newell, Inc.
Superman	Kellogg Co. Kellogg's Pep	MBS	Kenyon & Eckhardt
Suspense	Roma Wine Co. Roma Wines	CBS	The Biow Co., Inc.
Sweetheart Time	Gum Labs., Inc. Ivoryne Chewing Gum	MBS	McJunkin Advt. Co.
Swing's the Thing	E. J. Brach & Sons Confectionery	MBS	Hill, Blackett & Co.
Symphony of the Americas	Reichhold Chemical Corp. Institutional	MBS	Grant Advertising, Inc.
Take It Or Leave It	Eversharp, Inc. Eversharp Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Take It Easy Time	Stokely Brothers & Co., Inc. Tenderoni & Other Van Camp Products	MBS	Calkins & Holding
Tangee Varieties	George W. Luft Co. Tangee Cosmetics	ABC	Warwick & Legler, Inc.
Tangee Varieties	George W. Luft Co., Inc. Tangee Cosmetics	MBS	Warwick & Legler, Inc.
Ted Malone	Westinghouse Electric Corp. Institutional	ABC	McCann-Erickson, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Teel Variety Hall	Procter & Gamble Co. Teel	NBC	The Biow Co., Inc.
Teentimers Club	Teentimers, Inc. Dresses	NBC	Buchanan & Co., Inc.
Telephone Hour	Bell Telephone System Telephone Service	NBC	N. W. Ayer & Sons
Tena & Tim	Cudahy Packing Co. Old Dutch Cleanser	CBS	Grant Advt., Inc.
Tennessee Jed	Ward Baking Co. Bread & Cake	ABC	J. Walter Thompson Co.
Ten Thousand Buffalos	Food Machinery Corp.	ABC	The Mayers Co.
Terry & the Pirates	Quaker Oats Co. Puffed Wheat & Rice Sparkies	ABC	Sherman & Marquette, Inc.
Texaco Star Theater	Texas Co. Texaco Gas, Oil, Lubricants, Marfax, Service Stations	CBS	Buchanan Co., Inc.
Textron Theater	Textron, Inc. Fabrics	CBS	J. Walter Thompson Co.
Thanks to the Yanks	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
That Brewster Boy	Quaker Oats Co. Quaker Oats & Mothers Oats	CBS	Ruthrauff & Ryan
That's a Good Idea	Wilshire Oil Co. Motor Oil	CBS—PC	Dan B. Miner Co.
The Adventures of the Thin Man	Guittard Chocolate Co. Chocolates	CBS	Garfield & Guild
The Aldrich Family	General Foods Corp. Grapenuts & Grapenuts Flakes, Maxwell Coffee, Post Toasties	CBS	Young & Rubicam Benton & Bowles, Inc.
These Are Our Men	General Foods Corp. Grapenuts & Grapenut Flakes & Postum	CBS	Young & Rubicam, Inc.
Theater Guild on the Air	Parker Watch Co. Watches	NBC	Sterling Advt. Agency
Theater of Romance	U. S. Steel Corp. Institutional	ABC	B. B. D. & O., Inc.
This Is Helen Hayes	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Halo Shampoo	CBS	Sherman & Marquette
This Is My Best	Textron, Inc. Cotton Goods	MBS	J. Walter Thompson Co.
	Cresta Blanca Wine Co. Cresta Blanca Wine	CBS	B. B. D. & O., Inc.

This Is My Story	"42" Products, Inc. Hair Oil & Other Products	CBS—PC	Hillman-Shane-Breyer, Inc.
This Is Your F. B. I.	Equitable Life Assurance Society Insurance	ABC	Warwick & Legler, Inc.
This Moving World	Foster Milburn Co. Doans Pills and Ice-mint	ABC—PC	Street & Finney, Inc.
Those Websters	Iodent Chemical Co. Iodent Toothpaste	CBS	Duane Jones Co.
Those We Love	Quaker Oats Co. Quaker Oats & Mothers Oats	NBC	Ruthrauff & Ryan
Time for Rolly Langley	General Foods Corp. Sanka Coffee	CBS—PC	Young & Rubicam, Inc.
Time for Decision	Ferry-Morse Seed Co. Seeds	MBS	MacManus, John & Adams, Inc.
Time Views the News	Waltham Watch Co. Waltham Time Pieces	ABC	H. B. Humphrey Co.
Tin Pan Alley of the Air	Welch Grape Juice Co. Grape Juice, Jellies, Jams & Marmalades	NBC	H. W. Kastor & Sons
Toasties Time	O'Cedar Corp. Mops & Floor Polish	CBS	Aubrey, Moore & Wallace, Inc.
Tobe Reed	Leaf Gum Co.; Chewing Gum	CBS—PC	Bozell & Jacobs, Inc.
Today's Children	General Foods Corp. Post Toasties	NBC	Benton & Bowles, Inc.
Tom Breneman's Breakfast in Hollywood	Gallenkamp Stores Co. Shoes	ABC	Long Adv. Agency
Tom Breneman's Highlights	General Mills, Inc. Bisquick	MBS	Knox-Reeves
Tom Harmon—All American Sports Editor	Kellogg Co. Kellogg's Pep	NBC	Kenyon & Eckhardt, Inc.
Tom Mix & His Ralston Straight Shooters	Procter & Gamble Co. Ivory Flakes	ABC—PC	Compton Adv., Inc.
Tommy Dorsey & Orch.	Clipper Craft Clothes Ralston Purina Co. Cereal Foods	MBS	Emil McGul Co., Inc.
Tonight in Hollywood	Standard Brands, Inc. Tea, Margarine	NBC	Gardner Adv. Co.
	Andrew Jergens Co. Jergens Lotion	CBS—PC	J. Walter Thompson Co.
			Lennen & Mitchell, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Topics of Today—Dorothy Thompson	Clipper Craft Clothes Clipper Craft Clothes	MBS	Emil Mogul Co., Inc.
Top of the Evening—Ted Malone	Westinghouse Electric Co. Institutional	ABC	McCann-Erickson, Inc.
Trading Post	National Lead Co. Dutch Boy Paint	CBS—PC	Erwin, Wasey & Co. Honig-Cooper Co.
Treasure Hour of Song	Conti Products, Inc. Conti Shampoo & Soap	MBS	Birmingham, Castleman & Pierce, Inc.
Truman Bradley, News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff McCann-Erickson, Inc.
Truth or Consequences	Soil-Off Mfg. Co. Cleaning Fluid	NBC	Ruthrauff & Ryan Compton Adv., Inc.
Try-N-Find-Me	Procter & Gamble Co. Duz	CBS	Kenyon & Eckhardt, Inc.
Twilight Concerts	Southern Cotton Oil Co. Wesson Oil, Snowdrift	MBS	Grant Adv., Inc.
Two on a Clue	Reichhold Chemicals, Inc. Institutional	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.

U

United Nations Forum	General Foods Corp. Maxwell House Coffee, Post Toasties, La France, Satma, Postum	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
Upton Close	Rainier Brewing Co. Beer, Malt & Ale Lumbermen's Mutual Casualty Co. Insurance	ABC—PC MBS	Buchanan & Co. Leo Burnett Co., Inc.

V

Valiant Lady	General Mills, Inc. Cheerios	CBS	Dancer-Fitzgerald-Sample
Vic & Sade	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample
Victor Borge Show	S. C. Johnson & Co. Wax Products	NBC	Needham, Louis & Brorby
Voice of Firestone	Firestone Tire & Rubber Co. Tires & Tubes	NBC	Sweeney & James Co.
Voice of Prophecy	Voice of Prophecy Religious Talks	MBS	Jack Parker & Assoc.
Voice of the Dairy Farmer	American Dairy Assoc.	ABC—PC	Campbell-Mithun, Inc.

Voice of the Dairy Farmer
 Voice of the Moment
 Vox-Pop

American Dairy Assoc.
 Dairy Products
 Industrial Management Corp.
 Insect-O-Blitz
 Emerson Drug Co.
 Bromo-Seltzer

NBC
 CBS—PC
 CBS
 Campbell-Mithun, Inc.
 Lockwood-Shackelford Co.
 McCann-Erickson, Inc.



Walkie-Talkie
 Walter Compton
 Walter Winchell
 Waltz Time
 Wayne King
 Wednesday With You
 Westinghouse Program
 We the People
 What's Cookin' ?
 What's Doin', Ladies?
 What's New With Norman Nesbitt
 What's the Name of That Song?
 What's Your Idea?
 When a Girl Marries
 Which Is Which?
 Whistler, The

Fisher Flouring Mills, Inc.
 Fisher Cereal Products
 Conti Products, Inc.
 Conti Shampoo & Soap
 Andrew Jergens Co.
 Jergens Lotion, Woodbury Soap & Face Powder
 Sterling Drug, Inc.
 Drugs
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 Lucky Strike Cigarettes
 Bristol-Meyers, Inc.
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 Westinghouse Elec. Corp.
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 Motor Oil & Gas
 Knox Co.
 Cystex
 Duffy-Mott Co., Inc.
 Apple Products & Sun-Sweet Prune Juice
 General Foods Corp.
 Salt, Chocolate
 P. Lorillard Co.
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ABC—PC
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 NBC
 NBC
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 ABC—PC
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 MBS
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PROGRAM

ADVERTISER AND PRODUCT

NETWORK

ADVERTISING AGENCY

William Lang, News

R. B. Semler, Inc.

Erwin, Wasey & Co., Inc.

William L. Shirer

Krem! Hair Tonic
J. B. Williams Co.

J. Walter Thompson Co.

Woman of America, A

Shaving Cream & Shaving Products
Procter & Gamble Co.

Dancer-Fitzgerald-Sample

Woman in White

Spic & Span
General Mills, Inc.

Knox-Reeves

Woody Herman Show, The

Wildroot Co., Inc.
Wildroot Toilet Articles

B. B. D. & O., Inc.

World Front

Bunte Brothers
Candy

Cruttenden & Eger Advt.

World News Today

Admiral Corp.
Admiral Radios, Television Receivers

Glasser-Gailey & Co.

World of Tomorrow

Bu-Tay Products
Rain Drops Water Softener

Russel M. Seeds

World Parade

W. A. Sheaffer Pen Co.
Pens, Pencils, Ink

Maxon, Inc.

World Series

Gillette Safety Razor Co.
Safety Razors & Blades

B. B. D. & O., Inc.

World Today, The

General Electric Co.
Electronics Division

Young Dr. Malone

General Foods Corp.
Post 40% Bran Flakes
Procter & Gamble Co.

Benton & Bowles, Inc.

Young People's Church of the Air

Crisco
Young People's Church of the Air
Religious Talks

Compton Advt., Inc.

Young Widder-Brown

Sterling Drug, Inc.

The Caples Co.

Your America

Union Pacific Railroad
Institutional

Foote, Cone & Belding

Your Hit Parade

American Tobacco Co.
Lucky Strike Cigarettes

Kudner Agcy., Inc.

Your Land & Mine—Henry J. Taylor

General Motors
Groves Labs., Inc.

Donahue & Coe, Inc.

Your Sunday News Extra

Four-Way Cold Tablets, Defender Vitamins

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District 11

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District 12

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District 13

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District 14

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District 15

Gleen C. Shaw, KLX, Oakland, Calif.

District 16

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District 17

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District 11

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District 14

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District 17

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NAB STANDARDS OF PRACTICE

Adopted by the BOARD, Aug. 7, 1945, Amended, Jan. 3, 1946

FOREWORD

BROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The National Association of Broadcasters formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

Public Questions

Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts

Broadcasts designed for the presentation of political, economic, social or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

News

News should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either side of any public question nor should it be colored by the opinions or desires of the station management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

Children's Programs

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

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a

superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

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

Education

While all radio programs possess some educative values, broadcasters should endeavor to assist specific educational efforts. In cooperation with educators and other appropriate groups, broadcasters should search for improving applications of radio as a medium of education.

Religion

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

Commercial Programs and Length of Commercial Portion

Acceptance of programs and announcements should be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times, with special consideration being given to the effect on the listener of the manner of presentation.

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

<i>Five minute programs</i>	1:30
<i>Five minute news programs</i>	1:00
<i>Ten minute programs</i>	2:00
<i>Fifteen minute programs</i>	2:30
<i>Twenty-five minute programs</i>	2:45
<i>Thirty minute programs</i>	3:00
<i>Sixty minute programs</i>	6:00

In participation programs, announcement programs, "Musical Clocks," shoppers guides and other programs of fifteen minutes or longer falling within these general classifications, the commercial portion should not exceed 20% of the total time utilized.

The 20% limitation does not apply when a fifteen minute or longer segment is sold to one sponsor. The commercial portion should then be the same as given in the table on page 905.

"Standards of Good Taste"

The following are deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
2. Misleading statements of price or value or misleading comparisons of price or value.
3. Continuity which describes repellently any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
4. Cures and products claiming to cure.
5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
6. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
7. Any spirituous or "hard" liquor.
8. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
10. Matrimonial agencies.
11. Offers of "home work" except by firms of unquestioned responsibility.
12. Any "dopester," tip-sheet or race track publications.
13. All forms of speculative finance. Before member stations accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.

ORGANIZATIONS

RADIO GROUPS — UNIONS — ASSOCIATIONS PERSONNEL — GUILDS — ADDRESSES

Acoustical Society of America

120 S. LaSalle St., Chicago 3, Ill.
Randolph 8460

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President.....	Floyd A. Firestone (Univ. of Michigan)
Vice-President.....	J. C. Steinberg (RCA Laboratories)
Secretary.....	Wallace Waterfall (The Celotex Corp)
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Editor.....	F. A. Firestone (University of Michigan)

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Harold Borris-Meyer, Stevens Institute of Technology, Hoboken, New Jersey; Robert B. Lindsay, Brown University, Providence, Rhode Island; Hallowell Davis, Harvard University, Cambridge 38, Mass.; Frank Massa, Brush Development Company, Cleveland, Ohio; Leo L. Beranek; R. H. Bolt.

FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

Actors Equity Association

45 W. 47th St., New York 19, N. Y.
BRyant 9-3550

OFFICERS

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BRANCH OFFICES

San Francisco: Theodore Hale, 315 Montgomery St.
Hollywood: I. B. Kornblum, 6331 Hollywood Blvd.
Chicago: Frank Dare, 720 Bittersweet Place. Phone,
Wellington 6377.
Chorus Equity: 701 7th Ave., New York 19, N. Y.

Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

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Vice-President.....	J. Rex Huguley (Oklahoma Paper Company, Oklahoma City)
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FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

Advertising Research Foundation

11 West 42nd St., New York, N. Y.
Circle 6-6106

OFFICERS

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Treasurer Frederic R. Gamble
Secretary Paul B. West
Managing Director A. W. Lehman
Technical Director D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.
LEXington 2-7980

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FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level. In order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 1002 Hill Bldg.
Washington, D. C.
Republic 3833

COMMITTEE

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Committeeman Edwin M. Borchard
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Committeeman Howard L. Kern
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FUNCTIONS

To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, uphold the honor of the profession of the law.

American Communications Associa- tion (C. I. O.)

5 Beekman St., New York, N. Y.
COrtlandt 7-1374

OFFICERS

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American Council on Education

744 Jackson Place, Washington 6, D. C.
NAtional 5691

EXECUTIVE OFFICERS

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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.

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

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ORGANIZATIONS

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2 West 45th St., New York 19, N. Y.
Vanderbilt 6-1810

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Chicago Local—203 North Wabash Ave., Chicago, Ill.; Raymond Jones, Executive Secretary; Phone, Franklin 4253.

Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; Claude McCue, Executive Secretary; Phone, Hillside 5125.

San Francisco Local—26 O'Farrell Street, San Francisco, California; Phone, Exbrook 6990, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.

Detroit Local—82 West Montcalm St., Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 8, Miami, Fla.

Cleveland Local—219 Chester-12th Bldg., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Pittsburgh Local—1124 Frick Bldg.

Other Locals located in: Atlanta, Ga.; Baltimore, Md.; Boston, Mass.; Bridgeport, Conn.; Charlotte, N. C.; Dallas, Tex.; Denver, Colo.; Fresno, Calif.; Grand Rapids, Mich.; Kansas City, Mo.; Lawrence, Mass.; Long Beach, Calif.; Louisville, Ky.; Manchester, N. H.; Philadelphia, Pa.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; San Bernardino, Calif.; San Diego, Calif.; San Jose, Calif.; Seattle, Wash.; Springfield, Mass.

American Guild of Musical Artists, Inc. (A. F. L.)

2 W. 45th St., New York 19, N. Y.
Murray Hill 2-8407

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BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd. Phone, Hillside 5121.

San Francisco: Theodore Hale, 315 Montgomery St. Phone, Exbrook 2770.

Chicago: Evelyn Siegling, 25 E. Jackson Blvd. Phone, Webster 7462.

FUNCTIONS

Labor union having jurisdiction over opera, concert, recital and ballet activities; branch of Associated Actors and Artistes of America, affiliated with American Federation of Labor. AGMA's purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members.

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FUNCTIONS

American Marketing Association is an organization for the advancement of science in marketing.

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
CAledonia 5-2000

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BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill.
 George N. DaleManager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President.....George W. Bailey
Managing Secretary.....Kenneth B. Warner
Treasurer.....David H. Houghton
Communication Manager.....Francis E. Handy

BRANCH OFFICE

225 Main St., Newington, Conn. Phone, 92140. F. E. Handy, Communications Manager.

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N. Y.
Columbus 5-7464

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Stanley Shepard, 645 Pacific Bldg., Portland, Ore.
Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.

Mid-Western

Leonard Severson, 730 Des Moines Bldg., Des Moines, Ia.
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
ASCAP, 1100 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.

E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
Messrs, Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.
John C. Wooden, 7 S. Dearborn St., Chicago, Ill.

Southern

ASCAP, 603 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.
I. T. Cohen, 607 1st Nat'l Bank Bldg., Atlanta, Ga.

Eastern

Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.
H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.
William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.
Lawrence B. Schlums, 1431 Lincoln Alliance Bldg., Rochester, N. Y.
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.
Clarence Rubin, 30 Rockefeller Pl., New York, N. Y.

FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

American Television Society

2 W. 45th St., New York 19, N. Y.
Vanderbilt 6-0600

OFFICERS

President.....George T. Shupert
Vice-President.....David Hale Halpern
Treasurer.....Don McClure
Secretary.....Alice Pentlurge

DIRECTORS

Prof. Edward C. Cole, John Flory, Dan D. Halpin, Charles H. Kleinman, Evelyn Peirce, Theodore Huston, Jr., Herbert E. Taylor, Jr.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

Associated Actors and Artistes of America

45 W. 47th St., New York, N. Y.
BRYANT 9-3550

OFFICERS

President.....Paul Dullzell
1st Vice-President.....Emily Holt
2nd Vice-President.....Reuben Guskin
3rd Vice-President.....Matt Shelvey
Executive Secretary.....Ruth Richmond
Counsel.....Paul N. Turner

BRANCH OFFICES

Actors' Equity Association, 45 West 47th St., New York City (19). Paul Dullzell, Executive Secretary.
American Federation of Radio Artists, 2 West 45th

ORGANIZATIONS

St., New York City (19). Mrs. Emily Holt, Executive Secretary.

American Guild of Musical Artists, 2 West 45th St., New York City (19). Albert B. Gins.

American Guild of Variety Artists, 1697 Broadway, New York City (19). Matt Shelvey, National Director. Brother Artists Association, 44 West 60th St., New York City (23). Thomas J. Phillips, President.

Chorus Equity Association, 701 Seventh Ave., New York City (19). Miss Ruth Richmond, Executive Secretary.

Hebrew Actors Union, 31 East 7th St., New York City (3). Mr. Reuben Guskin, Manager.

Hebrew Chorus Union, 643 Rockaway Parkway, Brooklyn, N. Y. (12). Miss Anne Saltzman, Secretary.

Hungarian Actors and Artists Association, 266 East 78th St., New York City (21). Tibor Gathy, Executive Secretary.

Italian Actors Union, 106 West 52nd St., New York City (19). Lawrence Rondine, Secretary-Treasurer.

Screen Actors Guild, 7046 Hollywood Blvd., Hollywood, California (28). John Dales, Jr., Executive Secretary. Mrs. Florence Marston, Eastern Representative, 545 Fifth Ave., New York City (17).

Screen Extras Guild, 1526 N. Las Palmas Ave., Hollywood 28, California. Edd. X. Russell, President.

FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world.

Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West, Toronto 1, Ontario.
Adelaide 8047-8

OFFICERS

President: L. E. Phenner, Canadian Cellucotton Products Co., Ltd., Toronto, Ont.

Vice-Presidents: Neil B. Powter, Howard Smith Paper Mills Limited, Montreal, Que.; Harold J. G. Jackson, Chrysler Corporation of Canada, Ltd., Windsor, Ont.; George S. Bertram, Swift Canadian Co., Limited, Toronto, Ont.; Lee Trenholm, Underwood Limited, Toronto, Ont.

Treasurer: J. P. Lyons, Manufacturers Life Insurance Co., Toronto, Ont.

Managing Director: Athol McQuarrie.

DIRECTORS

D. E. Bankart, Northern Electric Co., Limited, Montreal, Que.; Robt. E. Day, Bulova Watch Co., Limited, Toronto, Ont.; J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ont.; John W. Lawrence, The Borden Co. Limited, Toronto, Ont.; R. Harold Smyth, Dominion Rubber Co. Limited, Montreal, Que.; A. Usher, RCA Victor Co. Limited, Montreal, Que.; Hedleigh T. Venning, Shirriff's Limited, Toronto, Ont.; Muriel Whitlock, Courtaulds (Canada) Limited, Montreal, Que.; C. H. Willis, Appleford Paper Products Limited, Hamilton, Ont.

FUNCTIONS

This association was incorporated in March 1917. For 31 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

BUREAU OF BROADCAST MEASUREMENT

303 Federal Building, 85 Richmond Street West, Toronto 1, Ontario
Adelaide 8047-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.

Vice-President: Adrian Head, J. Walter Thompson Co. Ltd., Toronto.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

H. N. Stovin, Horace N. Stovin & Company, Toronto; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; A. Usher, RCA Victor Co. Ltd., Montreal; J. A. MacLaren, MacLaren Advertising Co. Ltd., Toronto; H. M. Tedman, J. J. Gibbons Limited, Toronto.

FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio.

Association for Education by Radio

226 N. LaSalle St., Chicago 1, Ill.

NATIONAL OFFICERS

I. Keith Tyler, president, director of radio education, Ohio State University.

Luke L. Roberts, first vice-president, educational director KOIN, Portland, Oregon.

Robert B. Hudson, second vice-president, supervisor of educational programs, Columbia Broadcasting System.

George Jennings, treasurer, acting director, Chicago Radio Council.

Kathleen N. Lardie, secretary, assistant Department of Radio Education, Detroit public schools.

REGIONAL PRESIDENTS

Robert B. Macdougall, Region I, director of educational activities, WAAE, Newark, N. J.

Sam H. Lynch, Region II, supervisor of radio education, Atlanta public schools.

Blanche Young, Region III, radio consultant, Indianapolis public schools.

R. Russell Porter, Region IV, director, radio office, Kansas State Teachers College, Emporia.

John W. Gunstream, Region V.

Mary E. Gilmore, Region VI, director, KBPS, Portland, Oregon, public schools.

Alpha Epsilon Rho: The association sponsors Alpha Epsilon Rho, an undergraduate, professional fraternity in radio.

Sherman P. Lawton, executive secretary, University of Oklahoma, Norman, Okla.

Membership Committee: Kathleen N. Lardie, Chairman, department of radio education, Detroit public schools.

EDITORIAL BOARD

Helen Anderson, Lyman Bryson, Sarah Jones, Kathleen N. Lardie, Watt Long, Robert Macdougall, Hazel Kenyon Markel, Harold B. McCarty, Tracy F. Tyler, chairman.

FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except June, July and August.

AER JOURNAL STAFF

Tracy F. Tyler, editor, University of Minnesota. George Jennings, business manager, acting director, Chicago Radio Council. James C. Hanlon, circulation manager, WGN, Chicago. John W. Brandstetter, Amo DeBernardis, Max J. Herzberg, Alice W. Manchester, Jennings Pierce, contributing editors.

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
MU 5-9167

OFFICERS

Chairman of the Board.....Paul S. Ellison
(Sylvania Electric Products Inc.)
Vice-Chairman.....W. N. Connolly
(S. C. Johnson & Son, Inc.)

Vice-Chairman.....T. H. Young
(United States Rubber Company)
President.....Paul B. West
Treasurer.....Albert Brown
(The Best Foods, Inc.)
Secretary.....E. T. Batchelder

DIRECTORS

J. F. Apsey, Jr., The Black & Decker Mfg. Co.; Arthur H. Boylan, The Drackett Company; Albert Brown, The Best Foods, Inc.; Robert B. Brown, Bristol-Myers Company; C. C. Carr, Aluminum Company of America; Frank S. Ennis, America Fore Insurance and Indemnity Group; H. J. Henry, Johnson & Johnson; Hugh W. Hitchcock, Packard Motor Car Company; D. H. Odell, General Motors Corporation; W. B. Potter, Eastman Kodak Company; A. C. Seyfarth, International Harvester Company; D. B. Stetler, Standard Brands Incorporated; Ralph Winslow, Koppers Company, Inc.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

Association of Radio News Analysts

Room 1207, 1540 Broadway, New York, N. Y.
BRyant 9-7800, Extension 386.

OFFICERS

President.....Lowell Thomas
Chairman, Exec. Committee.....H. V. Kaltenborn
Vice-President.....John W. Vandercook
Vice-President.....H. R. Baukhage
Secretary.....Johannes Steel
Treasurer.....Max Hill

FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The association's function is to improve quality and standards of radio news analysts.

The Authors' League of America

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President.....Russel Crouse
Vice-President.....Fannie Hurst
Secretary.....Katherine Seymour
Treasurer.....Arthur Schwartz

COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Barnouw, Philip Barry, Carl Cramer, Sidney Carson, Hector Chevigny, Robert Colwell, Norman Corwin, Russel Crouse, John Dunkel, Mignon Eberhart, J. C. Furnas, Paul Gallico, Clifford Goldsmith, Arthur Garfield Hays, Oscar Hammerstein, II, Otto Harbach, Lillian Hellman, George Kelly, Ruth Adams Knight, Christopher LaForge, Georgia Layton, Howard Lindsay, Peter Lyon, Frank Mandel, Robert Newman, S. J. Perelman, Henry F. Pringle, Elmer Rice, Kurt Steel, Rex Stout, John Vandercook, Kenneth Webb, Kurt Weill, Thornton Wilder.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copy-rightable material of whatever kind or nature; to

advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President.....Sydney Kaye
Vice-President.....Merritt E. Tompkins
Vice-President.....Harry Sedgwick
Vice-President.....Joseph Sedgwick
Vice-President.....Glen Bannerman
Secretary-Treasurer.....T. Arthur Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS

North American Director.....Charles H. Brewer
Asst. North American Director.....William R. Reid
Special Asst. to N.A.D.....Donovan Rowse
Program Advisor.....Henry David
Research Department.....J. A. S. Kenas
Public Relations Manager.....Christopher Cross
Chief Engineer.....Arthur S. Toby
Program Director.....Stephen Fry
Talks Producer.....Annette Ebsen
Productions Manager.....Roy Lockwood

BRANCH OFFICES

Chicago: 430 N. Michigan Ave., Phone, Delaware 6881. William N. Newton, Middle West Representative.
Washington: 1150 Connecticut Ave. Phone Executive 1465. Leonard Miall, Washington Correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation consist of two inter-related but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
PENnsylvania 6-5466

OFFICERS

President.....J. Harold Ryan
Vice-President-General Counsel.....Sydney M. Kaye
Vice-President-General Manager.....M. E. Tompkins
Treasurer.....C. E. Lawrence

FIELD REPRESENTATIVES

Ralph Wentworth, Glen Dolberg, Al Marlin, James L. Cox, Linn Pattee.

DIRECTORS

Justin Miller, National Association of Broadcasters; John Elmer, WCBM; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kap-

ORGANIZATIONS

ner, WCAE; Carl Haverlin, Mutual Broadcasting System; C. W. Myers, KOIN; J. Leonard Reinsch, WSB; Joseph McDonald, American Broadcasting Co., Inc.; Frank K. White, Columbia Broadcasting System.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge Eddie Janis

54 West Randolph St., Chicago, Ill.
Executive-in-Charge James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS

Chairman of the Board..... Harry Sedgwick
Vice-Chairman of the Board..... A. Gauthier
General Counsel..... Joseph Sedgwick
Secretary-Treasurer..... T. Arthur Evans

DIRECTORS

Harry Sedgwick, CFRB, Toronto; Gerry Gaetz, CKRC, Winnipeg; A. A. Murphy, CFQC, Saskatoon; G.R.A. Rice, CFRN, Edmonton; F. H. Elphicke, CKWX, Vancouver; J. E. Campeau, CKLW, Windsor; K. D. Soble, CHML, Hamilton; Phil Lalonde, CKAC; A. Gauthier, CHLT, Sherbrooke; W. C. Borrett, CHNS, Halifax; F. A. Lynds, CKCW, Moncton.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

Composers, Authors and Publishers Assn. of Canada, Ltd.

(formerly Canadian Performing Rights Society)

1003 Royal Bank Bldg., Toronto, Canada
Phone: Elgin 9219

OFFICERS

President-Managing Director... H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Ralph Hawkes, Holmes Maddock, H. T. Jamieson, representing The Performing Right Society Limited, London, England, and John G. Paline, Gordon V. Thompson, W. S. Low, representing the American Society of Composers, Authors and Publishers.

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President..... Gene Buck
1st Vice-President..... Pat O'Brien
2nd Vice-President..... Jay Jostyn

Honorary Vice-Presidents:

Bing Crosby, Dan Healy, Donald Brian
Recording Secretary..... Frank McNellis
Historian..... Kathryn Givney
Executive Secretary..... George Buck
Chairman of Executive Board..... Donat Gautier
Chairman of Advisory Board.. Hon. Edward P. Mulrooney

FUNCTIONS

Benevolent and social organization, founded to promote the best interests of the stage, screen and radio and the people of the theatrical profession.

Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.
Endicott 2-0412

OFFICERS

Spiritual Director..... Rev. John B. Kelly
President..... James J. Munaz
Vice-President..... Richard Reid
Treasurer..... Clarence E. Heller
Executive Secretary..... Eleanor M. Tucker
Corresponding Secretary..... Bernadette S. McCarty

BOARD OF GOVERNORS

Right Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Egerly, Margaret Marshall, Jos. J. Reilly, Mrs. Phillip Brennan, Nicholas Farley, Kenton Kilmer.

FUNCTIONS AND ACTIVITIES

The press, inclusive of the writer, editor and publisher of newspaper, magazine, screen and stage manuscripts, desiring a statement of the Catholic mind on Church issues or current national events, will find the Catholic Writers Guild of America ready to cooperate in directing inquiry to a source of authentic information.

Chicago Radio Management Club

230 N. Michigan Ave.
Chicago, Ill

OFFICERS

President..... Harlow P. Roberts
Vice-President..... Margaret Wylie
Secretary..... Hildred Sanders
Treasurer..... John T. Carey

FUNCTIONS AND ACTIVITIES

The Chicago Radio Management Club is an organization consisting of members in executive capacities in advertising agencies and radio stations in Chicago, Ill. Meetings are held weekly wherein any and all problems relative to radio business can be discussed on common grounds, conclusion drawn and plans for the solution of particular problems authorized for action.

Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
MUrray Hill 5-7367

OFFICERS

Chairman..... John Benson
Executive Director..... Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President.....Richard Rodgers
Vice-President.....George S. Kaufman
Secretary.....Victor Wolfson

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Edward Chodorov, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Dorothy Fields, Joseph Fields, Nancy Hamilton, Oscar Hammerstein, II, Lillian Hellman, F. Hugh Herbert, George S. Kaufman, Sidney Kingsley, Arthur Kober, Howard Lindsay, Ogden Nash, Elliott Nugent, Eugene O'Neill, Paul Osborn, John Patrick, Samson Raphaelson, Elmer Rice, Arthur Schwartz, Robert E. Sherwood, Kurt Weill, and Victor Wolfson.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

Federal Communications Bar Assn.

Office of Secretary, 921 Tower Bldg.,
Washington, D. C.
District 2141

OFFICERS

President.....Philip G. Loucks
1st Vice-President.....Carl I. Wheat
2nd Vice-President.....Reed T. Rollo
Secretary.....William A. Porter
Treasurer.....Arthur H. Schroeder

FUNCTIONS

A national association of lawyers admitted to practice before the Federal Communications Commission.

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.
GRamercy 5-3475

OFFICERS

Executive Secretary.....Frank C. Goodman
Assistant Executive.....Ethel A. Rich
Secretary.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs each week, as well as special programs, over national networks.

Federal Radio Education Committee (FREC)

Tempo 2, 19th and D Sts., N.W., Washington, D. C.
Executive 6500, Extension 2565

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Gertrude G. Broderick

EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education, Chairman.

George P. Adair, Chief Engineer, Federal Communications Commission.

Lyman Byron, Director of Education, Columbia Broadcasting System.

Clifford J. Durr, Commissioner, Federal Communications Commission.

John Elmer, President, Baltimore Broadcasting Corporation.

Willard E. Givens, Executive Secretary, National Education Association.

Rev. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference.

Edgar Kobak, President, Mutual Broadcasting System.

Dabney S. Lancaster, State Superintendent of Public Instruction (Va.) representing National Council of Chief State School Officers.

Harold B. McCarty, Director, Station WHA, representing National Association of Educational Broadcasters.

Bruce E. Mahan, Director of Extension, State University of Iowa, representing National University Extension Association.

Justin Miller, President, National Association of Broadcasters.

H. B. Summers, Manager of Public Service, The Blue Network.

Levering Tyson, President, Muhlenberg College.

Judith C. Waller, Educational Director, Central Division, National Broadcasting Company.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Radio Program Production Aids, "Americans All-Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, Suggested Standards for College Courses in Radio, a Directory of Schools and Colleges Offering Courses in Radio.

Federal Trade Commission

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.
EXecutive 6800

PERSONNEL

Chairman.....Robert E. Freer
Commissioner.....Garland S. Ferguson
Commissioner.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Secretary.....Otis B. Johnson
Chief Counsel.....Wm. T. Kelley
Chief Examiner.....James A. Horton
Chief Economist.....Col. William H. England
Dir. Trade Practice Conferences.....Henry Miller
Director, Radio & Periodical Division.....P. B. Morehouse
Assistant Director, Radio & Periodical Division.....William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelley

Vice-President.....Norman Lewis

Secretary-Treasurer.....Melvin F. Hall

ORGANIZATIONS

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

The Institute for Education by Radio

Established 1930

Ohio State University, Columbus, Ohio
University 3148, Extension 708

OFFICERS

Honorary Director.....W. W. Charters
Director.....I. Keith Tyler
Executive Secretary.....Ardis Hillman Wheeler

PROGRAM COMMITTEE

Howard Donahue, Program Director, WCOL; W. H. Ewing, Director, WOSU; T. C. Holy, Director, Bureau of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBNS; John Moses, Production Manager, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; I. Keith Tyler, Director of the Institute; W. Hayes Yeager, Chairman, Speech Department.

FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous year. No resolutions are passed. The Institute also sponsors the American Exhibition and Citations of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

Institute of Radio Engineers, Inc.

330 West 42nd St., New York 18, N. Y.
MEdallion 3-5661

OFFICERS

President.....Frederick B. Llewellyn
Vice President.....Edward M. Deloraine
Treasurer.....William C. White
Secretary.....Haraden Pratt

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.
Vanderbilt 6-6075

OFFICERS

Chairman.....George Abraham
Technical Manager.....David W. Borst
Program Manager.....David Linton
Station Relations Manager.....Sonia-Jane Brown

BRANCH OFFICE

706 Sanders Ave., Schenectady 2, N. Y.
Technical Manager.....David W. Borst

FUNCTIONS

Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Brigham Young University, Brown University, Bryn Mawr College, Bucknell University, Columbia University, Cornell University, Harvard University, Haverford College, MacMurray College, Mary Washington College, North Carolina State College, Ohio University, University of Pennsylvania, Princeton University, Radcliffe College, Russell Sage College, St. Lawrence University, University of South Carolina, Stephens College, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, Yale University.

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman.....Cdre. E. M. Webster
Vice-Chairman.....Col. A. G. Simson
Secretary.....M. H. Woodward
Assistant Secretary.....M. A. Price
Chairman, Technical Subcommittee
Lt. Comdr. A. L. Budlong

MEMBERS

Department of Agriculture.....E. W. Loveridge
Department of Commerce.....Dr. J. H. Dellinger
Federal Communications Commission.....E. K. Jett
Department of Interior.....S. L. Windes
Department of Justice.....E. P. Coffey
Maritime Commission.....D. S. Brierly
Department of Navy.....Comdr. Paul D. Miles
Post Office Department.....Roy M. Martin
Department of State.....H. B. Otterman
Department of Treasury.....Capt. E. M. Webster
Department of War.....Lt. Col. A. G. Simson

ALTERNATE MEMBERS

Department of Agriculture.....E. C. Wagner
Department of Commerce.....L. H. Simson
Federal Communications Commission.....M. H. Woodward
Department of Interior.....Howard F. Carl
Department of Justice.....H. J. Walls
Navy Department.....Lt. W. R. Foley
Department of State.....Robert R. Burton
Department of Treasury.....Lt. Comdr. A. L. Budlong
Department of War.....Lt. Col. William E. Plummer

TECHNICAL ADVISORS ACCREDITED TO
COMMITTEE V:

M. A. Price.....FCC
Major Nathaniel White.....War Department
Dr. E. Dillon Smith.....Dept. of Commerce, WB
I. W. Conrad.....Dept. of Justice, FBI

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS

International President.....Ed J. Brown
International Secretary.....G. M. Bugniatze
International Rep. for Radio Broadcasting, W. L. Reed

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. IBEW unions of radio broadcast technicians and engineers have been established throughout the United States, and approximately 400 standard commercial broadcast stations have collective bargaining agreements with IBEW.

The Lambs

130 W. 44th St., New York 18, N. Y.
BRyant 9-8020

OFFICERS

Shepherd.....Raymond Peck
Boy.....Harold G. Hoffman
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....John S. (Ole) Olson

DIRECTORS

Kenneth Webb, Earl Benham, John McManus, William P. Adams, Walter N. Greaza, Otto Harbach, Elliott Nugent, Joseph S. Buhler, Ward Wilson, Bruce Evans, William J. Kelly, Russ Brown, Frank Fay, John Alexander, Jay Jostyn, Otto Kreuger.
LIFE DIRECTORS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.

Market Research Council

New York 17, N. Y.
c/o BBDD, 383 Madison Ave.
ELdorado 5-5800 (ask for R. N. King)

OFFICERS

President.....Ray Robinson
Vice-President.....Edw. Battery, Jr.
Secretary-Treasurer.....Robert N. King

EXECUTIVE COMMITTEE

Ray Robinson, Edw. Battery, Jr., Robert N. King, D. B. Lucas, A. W. Lehman.

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....Lester Santly
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Richard F. Murray
Agent and Trustee.....Harry Fox

National Association of Broadcasters

1760 "N" Street, N.W., Washington 6, D. C.
National 2080

OFFICERS

President.....Justin Miller
Executive Vice-President.....A. D. Willard, Jr.
Secretary-Treasurer.....C. E. Arney, Jr.

ADMINISTRATIVE STAFF

Director of Government Relations...Robert T. Bartley
Director of FM Department.....Robert T. Bartley
Director of Broadcast Advg.....Frank E. Pellegrin
Asst. Dir. of Broadcast Advg.....J. Allen Brown
Director of Engineering.....Howard S. Frazier
Dir. of Promotion and Circulation...Arthur Stringer
Public Relations Consultant.....Edward M. Kirby
Special Consultant.....Willard D. Egolf
General Counsel.....John Morgan Davis
Asst. Dir. of Research.....Helen H. Schaefer
Coordinator of Listener Activity.....Dorothy Lewis

BOARD OF DIRECTORS

Districts
1—Paul W. Morency, WTIC, Hartford, Connecticut
2—Kolin Hager, WGY, Schenectady, New York
3—George D. Coleman, WGBI, Scranton, Pa.
4—Campbell Arnoux, WTAR, Norfolk, Virginia
5—F. W. Borton, WQAM, Miami, Florida
6—Hoyt B. Wooten, WREC, Memphis, Tennessee
7—James D. Shouse, WLW, Cincinnati, Ohio
8—John E. Fetzer, WKZO, Kalamazoo, Michigan
9—Leslie C. Johnson, WHBF, Rock Island, Illinois
10—John J. Gillin, Jr., WOW, Omaha, Nebraska
11—E. L. Hayek, KATE, Albert Lea, Minnesota
12—William B. Way, KVOO, Tulsa, Oklahoma
13—Martin B. Campbell, WFAA, Dallas, Texas
14—Hugh B. Terry, KLZ, Denver, Colorado
15—William B. Smullin, KIEM, Eureka, California
16—William B. Ryan, KFI, Los Angeles, California
17—Harry R. Spence, KXRO, Aberdeen, Washington
Directors-At-Large
Large Stations—J. Leonard Reinsch, WSB, Atlanta, Georgia; J. Harold Ryan, WWVA, Wheeling, W. Va.
Medium Stations—T. A. M. Craven, WOL, Washington, D. C.; G. Richard Shaffo, WIS, Columbia, S. C.
Small Stations—Matthew H. Bonebrake, KOCY, Oklahoma City, Okla.; Clair R. McCullough, WGAL, Lancaster, Pa.
Network—CBS—Frank Stanton, New York, N. Y.; NBC—Frank M. Russell, Washington, D. C.

FUNCTIONS

The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry.

National Assn. of Performing Artists

630 Fifth Ave., New York, N. Y.
Circle 7-8194

OFFICERS

Honorary President.....Josef Hofmann
President.....James J. Walker
Vice-President.....Fred Waring

ORGANIZATIONS

Vice-President.....Meyer Davis
 Vice-President.....Paul Whiteman
 Vice-President.....Al Jolson
 Treasurer.....Don Voorhees
 General Counsel.....Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efreim Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

National Association of Educational Broadcasters

1010 S. Wright St., Urbana, Illinois

Urbana 7-2616

OFFICERS

President.....Frank E. Schooley
 Vice-President.....Allen Miller
 Treasurer.....W. I. Griffith
 Executive Secretary.....A. James Abel

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.

Murray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
 Vice-President.....Phillips Wyman
 Secretary.....Warren C. Agry
 Treasurer.....John L. Anderson
 General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

National Independent Broadcasters (NIB)

President's Office: 565 Fifth Ave., New York, N. Y.
 PLaza 3-1535

Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
 Phone, Republic 3607

OFFICERS

President.....Harold A. Lafount
 General Counsel.....Andrew W. Bennett

FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned

stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
 Superior 8140

OFFICERS

Chairman, Board of Directors.....Arno O. Witt
 Schramm Inc., West Chester, Pa.

President-General Manager.....W. Lane Witt
 N.I.A.A. Headquarters, 100 E. Ohio St.,
 Chicago 11, Ill.

Secretary-Treasurer.....Walter M. Yogerst
 Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.

Vice-President.....J. A. Burgess
 Gulf Oil Corp., Gulf Bldg., Pittsburgh 19, Pa.

Vice-President.....Ross M. Cunningham
 Massachusetts Institute of Technology,
 Cambridge, Mass.

Vice-President.....C. E. Cischel
 Walter Kidde & Co., Inc., 140 Cedar St.,
 New York, N. Y.

Vice-President.....Harry O. Heller
 Reed Roller Bit Co., Houston 1, Texas

Vice-President.....Howard Kenyon
 LaPlant-Choate Mfg. Co., Cedar Rapids, Iowa

Vice-President.....C. N. Kirchner
 Evans Associates, Inc., 307 N. Michigan Ave.,
 Chicago 11, Ill.

Vice-President.....Richard F. O'Mara
 Western Precipitation Corp., 1016 W. Ninth St.,
 Los Angeles 15, Calif.

Vice-President.....V. R. Young
 Canadian General Electric Co. Ltd.,
 212 King St., W., Toronto, Ont., Canada

Past-President.....James R. Kearney, Jr.
 J. R. Kearney Corp., 4236 Clayton Ave.,
 St. Louis 10, Mo.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

National Variety Artists, Inc.

223-5 W. 46th St., New York, N. Y.
 COLUMbus 5-2638

OFFICERS

President.....Louis Handin
 First Vice-President.....Jack Boyle
 Second Vice-President.....Juliet Heath
 Treasurer.....Frank O'Connell
 Secretary.....Rosa Crouch

DIRECTORS

C. H. Preston, Leon E. Bendon, Bert Spencer, Joe Woods, James Mooney, Joe Verdi, Harry Jackson, Billy Gould, Lillian Weed, William Rich (alt.).

TRUSTEES

Phil Kelly, Bob Robbins, George Matthews, Hans Robert, Henry Lewinsohn, Joe Pastor.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

Nebraska Broadcasters Association

Secretary's Office: c-o WJAG, Norfolk, Nebr.
Phone: 432

President Lumir Urban
(KORN, Fremont)
Vice-President Duane Watts
(KHAS, Hastings)
Secretary-Treasurer Art Thomas
(WJAG, Norfolk)

DIRECTORS

Gordon Gray, KOIL, Omaha; John Alexander, KODY, North Platte; John Gillin, Jr., WOW, Omaha.

MEMBER STATIONS

KBON, Omaha; KFAB, Lincoln; KFOR, Lincoln; KGF, Kearney; KOKY, Scottsbluff; KODY, North Platte; KHAS, Hastings; KMMI, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

Northern California Broadcasters Association

c/o C. L. McCarthy, Secretary
KQW San Francisco Studios
140 Jessie St., San Francisco, Calif.

OFFICERS

President Arthur Westlund
(KRE, Berkeley)
Secretary-Treasurer C. L. McCarthy
(KQW, San Jose)

FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

Ohio Association of Broadcasters

22 E. Gay St., Columbus, Ohio
Phone, Adams 1101

OFFICERS

President Robert T. Mason
(WMRN, Marion)
Vice-President Arch Shawd
(WTOL, Toledo)
Secretary-Treasurer Carl M. Everson
(WHKC, Columbus)

FUNCTIONS

Trade organization. The purpose is to benefit in all matters pertaining to the welfare of radio, in Ohio.

Pacific Advertising Association

Charles W. Collier, Managing Director
Lola M. Huey, Executive Secretary
337 Monadneck Building
San Francisco, Calif.
Garfield 6868

OFFICERS AND DIRECTORS

President—Charles A. Storke, Asst. Publisher, News-Press, operators of Radio Station KTMS, Santa Barbara, Calif.

Senior Vice-President—Vernon Churchill, Assistant to Publisher, The Oregon Journal, Portland, Oregon.

Secretary-Treasurer—George A. Moore, Vice-President, Prudential Federal Savings & Loan Association, 125 South Main St., Salt Lake City, Utah.

Vice-President at Large—Helen O'Neil, Manager Oakland Office, Fielder Sorenson & Davis, Latham Square Building, Oakland, Calif.

Vice-President Dist. No. 1—Harvey A. Brassard, Account Executive, Syverson-Kelley, Inc., Mohawk Building, Spokane, Washington.

Vice-President Dist. No. 2—Gilbert L. Stanton, Dir. of Adv. and Public Relations, Idaho Power Company, Boise, Idaho.

Vice-President Dist. No. 3—H. Quenton Cox, Asst. Manager, Station KGW, Portland, Oregon.

Vice-President Dist. No. 4—Wilmot P. Rogers, Advertising Director, California Packing Corporation, 101 California St., San Francisco, Calif.

Vice-President Dist. No. 5—Harwood H. Fawcett, Transit Advertising Company, Union Building, San Diego, California.

Past President—George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle, Wash.

Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., 576 Sacramento St., San Francisco, Calif.

Chairman, Club Service Committee—Benot Hanau, Advertising Counselors of Arizona, 707 Security Building, Phoenix, Arizona.

Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board of Foote, Cone & Belding, 601 5th St., Los Angeles, Calif.

Chairman, Senior Advisory Committee, Junior Division—Claire Drew Forbes, Adv. Manager, Rhodes Dept. Store, Seattle, Washington.

Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Calif.

FUNCTIONS

The Pacific Advertising Association, now in its 43rd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advancement of Business Program.

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President George B. Coleman
(WGBI, Scranton)
Vice-President Roy Thompson
(WFBC, Altoona)
Treasurer Dr. Leon Levy
(WCAU, Philadelphia)
Secretary C. G. Moss
(WKBO, Harrisburg)

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.
Columbus 5-7362

OFFICERS

President Rocco Vocco
First Vice-President Joseph Santly
Second Vice-President Charles Warren
Third Vice-President Phil Kornheiser
Treasurer Irving Tanz
Financial Secretary Michael L. Schloss
Recording Secretary Louis E. Schwartz
Sergeant-at-Arms David Kent
Executive Director Bob Miller

ORGANIZATIONS

BRANCH OFFICES

19 S. La Salle St., Chicago, Ill.
 Regional Director.....Morton Schaefer
 1549 N. Vine Street, Hollywood, Calif.
 Regional Director.....Nat Winecoff
 36 East Fifth Street, Cincinnati, Ohio
 Regional Director.....Danny Engel
 433 Little Building, Boston, Mass.

FUNCTIONS

Charitable and Benevolent Organization.

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
 LOnacre 5-6622

OFFICERS

President.....F. A. Klingenschmitt
 Vice-President.....O. James Morelock
 Treasurer.....J. J. Stanley
 Corresponding Secretary.....M. B. Sleeper
 Recording Secretary.....J. H. Bose

DIRECTORS

Ernest V. Amy, Edwin H. Armstrong, R. M. Akin, Jr., R. R. Batchler, George E. Burghard, John L. Callahan, F. E. Canavaciol, Alan Hazeltine, L. C. F. Horle, H. W. Houck, Jerry Minter, Harry Sadenwafer, Paul Ware.

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

Radio Council—WBEZ (FM)

Chicago Public Schools
 228 N. La Salle St., Chicago, Ill.
 Dearborn 7801

PERSONNEL

Director.....Col. Harold W. Kent
 Associate Director.....George Jennings
 Program Director.....Elizabeth E. Marshall
 Production Head.....Robert R. Miller
 Engineer.....E. H. Andresen

EXECUTIVE COMMITTEE

SCHOOL BROADCAST CONFERENCE

DirectorGeorge Jennings

Dean Douglass, RCA, Chicago; Robert Hansen, Criterion Transcription, Chicago; David Heffernan, Assistant Superintendent of Schools, Cook County Schools, Chicago; Colonel Harold W. Kent, Radio Council, Chicago Public Schools, Chairman; Elisabeth E. Marshall, Program Director, Radio Council, Chicago Public Schools; William Newton, BBC, Chicago; Myrtle Stahl, WGN-MBS, Chicago; E. Jerry Walker, WBKB, Chicago; Judith Waller, NBC, Chicago; J. Oren Weaver, WBBM-CBS, Chicago.

FUNCTIONS

The Radio Council of the Chicago Public Schools operates a non-commercial FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations of a public service or adult education nature.

The School Broadcast Conference will hold its 10th annual meeting in 1946, and is a permanent national meeting to discuss the use of radio in education.

An advisory committee, made up of some 50 educators and radio executives throughout the nation assist the executive committee in preparation of the annual program. The Conference, in connection with its annual meeting, holds an exhibit of new equipment for school use, and serves as a clearing house for information about equipment, classroom use of radio, availability of scripts and such other information for schools throughout the year.

Radio Directors Guild

The Gladstone
 114 E. 52nd St., New York, N. Y.
 PLaza 3-4300

OFFICERS

New York Chapter

President.....William N. Robson
 Vice-President.....Anton M. Leader
 Secretary.....George Maynard
 Treasurer.....Robert L. Shayon

MEMBERS

Wendell Adams, Wylie Adams, Alton Alexander, Robert Allison, Martin Andrews, Cyril E. Armbrister, Ira Ashley, Martha Atwell, Ira Avery, Oliver Barbour, Lt. Howard G. Barnes, Andre Baruch, Leonard L. Bass, John Becker, Joseph Bell, Tom Bennett, Gertrude Berg, Lawrence Berns, Frederick Bethel, Roger Bower, Marguerite H. Bowman, William Brennan, Stuart Buchanan, John Buckwalter, Edward A. Byron, Ward Byron, John M. Carney, Hubert V. Chain, Lou Chapin, Dick Charles, Jay Clark, John Cleary, Lee Cooley, Captain Ted Corday, Norman Corwin, George Creamer, Joseph M. Daly, Oliver Daniel, Carlo De Angelo, Clay B. Daniel, Stanley Davis, Guy della-Cioppa, Jerry Devine, Henry W. Dick, John Dietz, William S. Doughten, Edward Ray Downes, Allen H. Duconvy, Edwin Duerr, Paul Dumont, Edwin L. Dunham, Carl Eastman, Gene Eubanks, DeVere Engelbach, James H. Fassett, Ross Filion, Charles S. Freed, Theo. Gannon, Garnet Garrison, William Gernannt, Aldo J. Chisalbert, Don Gillis, Paul Girard, Wesley B. Goodman, Mark Goodson, Mitchell Grayson, Axel Gruenberg, Walter Hackett, Laurence Hammond, Arthur Hanna, Jay Hanna, Charles T. Harrell, Leslie T. Harris, James Haupt, Robert P. Heller, Jack Hill, Garrett Hollihan, Jr., Harry Ingram, Elinor F. Inman, Lt. Clinton Johnson, Louis Jacobson, Jack Johnston, William G. King, Paul Knight, Raymond Knight, Howard T. Keegin, Ray H. Kremer, Alan Kent, G. Bennett Larson, Anton M. Leader, Herb J. Leder, Alexander Leftwich, Jr., Virginia Lee, Derrick R. Leighton, Winifred Lenihan, Wilfred Lenihan, Richard Leonard, Lt. David Levy, Richard Lewis, Roy Lockwood, Marks Loeb, Basil Loughrane, John W. Loveton, Rupert Lucas, John Macdonnell, Lindsay MacHarris, Kenneth W. MacGregor, Sherman A. MacGregor, Nila Mack, Martin Magner, Joseph Mansfield, William Marshall, Don Martin, Paul Martin, Jessica Maxwell, Peggy S. Mayer, George Maynard, Harold McGee, Earle L. McGill, Jerry McGill, Walter J. McGraw, Wesley McKee, Kathleen McMahon, Arnold Michaelis, John V. Mitchell, John T. Mitchell, Brewster Morgan, Herbert M. Moss, Oliver Nicholl, Robert Nolan, Ace Ochs, Lester O'Keefe, Eldridge Packham, William R. Paddock, Frank Papp, Eric S. Pinker, Edward Pola, Herbert S. Polesie, Charles H. Powers, Vernon Radcliffe, William S. Rainey, Capt. Irving K. Reis, Ernest Ricca, Herbert C. Rice, Thomas L. Riley, Maurice L. Robinson, William N. Robson, Jack Roche, Norman Rosen, William B. Rousseau, William Royal, John S. Rugge, S 2/c, Daniel Russell, T/Sgt. Victor Sack, Herbert C. Sanford, Richard Sanville, Walter Scanlon, Joseph Scibetta, Victor Seydel, Elizabeth G. Selig, Robert Lewis Shayon, James Sheldon, Addison Smith, Jr., Beverly L. Smith, Robert E. Smith, Robert S. Steel, Paul Stewart, William M. Sweets, Frank K. Telford, Capt. Joseph A. Thompson, William S. Todman, Day Tuttle, Lester Vail, Pvt. Thomas S. Victor, Jr., Chick Vincent, Charles Warburton, Pvt. Albert Ward, Ken-

neth Webb, Tex Weiner, Pvt. Robert Welch, Orson Welles, John Wellington, James Whipple, Margaret D. Whittemore, George Weist, Howard Williams, Pete Witt, Theodora Yates, Lt. George J. Zachary.

FUNCTIONS

A voluntary association to advance, foster, promote and benefit the interests of directors of radio programs and to protect secure their rights in their professional activities.

Radio Executives Club of New York

630 Fifth Ave., New York 20, N. Y.
Circle 6-1750

OFFICERS

PresidentMurray Grabhorn
Vice-PresidentCraig Lawrence
SecretaryHelen Wood
TreasurerClaude Barriere

FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held twice monthly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
National 4901

OFFICERS

PresidentR. C. Cosgrove
Executive Vice-President-SecretaryBond Geddes
TreasurerLeslie F. Muter
General CounselJohn W. Van Allen
Vice-PresidentE. A. Nicholas
(Farnsworth Television & Radio Corp.)
Vice-PresidentGeorge Lewis
(Federal Telephone & Radio Corp.)
Vice-PresidentM. F. Balcom
(Sylvania Electric Products, Inc.)
Vice-PresidentRobert C. Sprague
(Sprague Electric Company)

DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; E. Alschuler, Sentinel Radio Corp.; Dr. W. R. G. Baker, General Electric Co.; John Ballantyne, Philco Corp.; Herbert A. Bell, Packard-Bell Co.; F. C. Best, Chicago Telephone Supply Co.; P. S. Billings, Belmont Radio Corp.; A. Blumenkrantz, General Instrument Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; Monte Cohen, F. W. Sickles Co.; S. I. Cole, Aerovox Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, RCA-Victor Division of RCA; G. Richard Fryling, Erie Resistor Corp.; Paul V. Galvin, Galvin Mfg. Corp.; A. H. Gardner, Colonial Radio Corp.; Joseph Gerl, Sonora Radio & Television Corp.; F. A. Hiter, Stewart-Warner Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co., Inc.; Dr. Ray H. Manson, Stromberg-Carlson Co.; J. J. Nance, Zenith Radio Corp.; David T. Schultz, Raytheon Mfg. Co.; Ernest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; A. S. Wells, Wells-Gardner & Co.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

PresidentR. M. Brophy
Vice-PresidentS. L. Capell
Executive SecretaryS. D. Brownlee
Chairman of Parts DivisionW. H. Furneaux
Chairman of Engineering CommitteeA. B. Oxley
Chairman of Service CommitteeW. A. White

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.
Republic 1820, Extension 2225

OFFICERS

Acting DirectorC. F. Klinefelter
Assistant DirectorGertrude C. Broderick
Radio Education SpecialityR. R. Lowdermilk

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

Radio Technical Planning Board

55 W. 42nd St., New York, N. Y.
LONgacre 3-3279

ChairmanHaraden Pratt
Vice-ChairmanHoward S. Frazier
TreasurerWill Baltin
SecretaryWilliam H. Crew

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
MURray Hill 5-6930

OFFICERS

National PresidentSam Moore
Vice-Presidents: Eastern RegionPeter Lyon
Midwestern RegionHerbert Futran
Western RegionMilton Merlin
National SecretaryDorothy Bryant

BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone, Andover 5458.
Hollywood: 1655 N. Cherokee Ave., Phone, Hollywood 3601.

FUNCTIONS

For the business protection of men and women earning their living as radio writers.

ORGANIZATIONS

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.
KEystone 5306

OFFICERS

President.....W. D. Armentrout
Secretary.....Roy M. Green
Treasurer.....Malcolm G. Wyer

EXECUTIVE COMMITTEE

A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Stearns.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 30 organizations formed to give professional aid to educational organization in planning, preparing and producing their radio broadcasts. In 1944, it produced 361 programs for 16 organizations, which were re-broadcast 1,536 times from 19 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
MURray Hill 5-5365.

OFFICERS

PresidentPaul Heinecke
TreasurerR. C. Heinecke

FUNCTIONS

Licensing use of copyright music, transcription library, syndicated transcribed tailor-made programs for advertisers.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
LONGacre 5-9124

OFFICERS

PresidentSholom Secunda
Vice-PresidentRev. Pinchus Jassinowsky
TreasurerAlexander Olshanetsky
Secretary.....Henry Lefkowitz
General Manager.....Salom J. Perlmutter

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
PENnsylvania 6-0620

OFFICERS (As of Jan. 1, 1946)

President.....D. E. Hyndman
Past President.....Herbert Griffin
Executive Vice-President.....Loren L. Ryder
Engineering Vice-President.....J. A. Maver
Editorial Vice-President.....A. C. Downes
Financial Vice-President.....M. Richard Boyer

Convention Vice-President.....W. C. Kunzmann
Secretary.....Clyde R. Keith
Treasurer.....Earl I. Sponable
Executive Secretary.....Harry Smith, Jr.

GOVERNORS

Frank E. Carlson, J. I. Crabtree, Alan W. Cook, Paul J. Larsen, Reeve Strock, Charles R. Dally, Wesley C. Miller, John G. Frayne, Peter Mole, W. A. Mueller.

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
COLUMbus 5-3758

OFFICERS

PresidentSigmund Romberg
Vice-President.....Charles Tobias
Second Vice-President.....Milton Drake
Secretary.....Sam H. Stept
TreasurerAbel Baer
CounselJohn Schulman
Executive SecretarySayre Marder

FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
MICHigan 8654

OFFICERS

President.....Robert O. Reynolds, KMPC, Los Angeles
Secretary-Treasurer....Lee Wynne, KGER, Los Angeles

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

Sports Broadcasters Association (New York Chapter)

c/o Hank Viscardi, 1440 Broadway, New York, N. Y.
PENnsylvania 6-9600

OFFICERS

PresidentBill Slater
Vice-PresidentRed Barber
Vice-PresidentBud Watson
TreasurerJimmy Dolan
National Secretary.....George Schreier

FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

Television Associates, Inc.

190 N. State St., Chicago, Ill.

OFFICERS

President..... Charles Collette
Vice-President..... Chester C. Woolridge
Secretary-Treasurer..... E. C. Upton

FUNCTIONS

Television Associates, Inc., was formed for the purpose of being a service organization to the television industry. Television apparatus developed from the Bill Eddy patents will be put on the market from time to time.

Television Broadcasters' Assn., Inc.

500 Fifth Ave., New York, N. Y.
Lackawanna 4-4788

OFFICERS

President..... Jack R. Poppele
Vice-President..... F. J. Bingley
Secretary-Treasurer..... Will Baltin
Assistant Secretary-Treasury..... O. B. Hanson

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; E. A. Hayes, Hughes Productions; Jack R. Poppele, WOR, New York; O. B. Hanson, National Broadcasting Co., Inc.; Paul Raibourn, Television Productions, Inc.; Ernest I. Vogel, Farnsworth Television & Radio Corp.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment of adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

Television Press Club of New York

c-o Miss Elizabeth Forsling
Radio Editor, Newsweek
152 West 42nd St., New York, N. Y.

BOARD OF GOVERNORS

Chairman, Stanley Kempner, Retailing Home Furnishings; Vice-Chairman, Lewis Winner, Communications; Secretary, Elizabeth Forsling, Newsweek; Treas-

urer, Clifford E. Denton, Daily News; Committee Chairmen: Publicity, T. R. Kennedy, Jr., New York Times; Membership, Ben Kaufman, Television Magazine. Other Members: M. H. Shapiro, Radio Daily; Bruce Robertson, Broadcasting; Patricia Murray, TV.

FUNCTIONS

A non-profit, unsponsored organization, this informal group was formed in 1944. Membership is limited to the professional television press—writers covering tele for newspapers, magazines, the trade press, books, films and radio. Purpose is to foster the sound development of television by serving as a focal point for members of the tele press to meet regularly and discuss current trends. Prominent figures in television are invited as guest speakers for the luncheon meetings.

Twenty Year Club

167 East 64th St., New York, N. Y.
Regent 4-3344

Founder..... H. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio broadcasting for 20 years, and whose association antedates April 4, 1925. There are no dues, fees, officers, regular meetings, or other obligations. Three year books have been published. Much historic material on the beginnings of broadcasting has been placed in the club files.

United States Department of Agriculture

Office of Information
Radio Service
Washington 25, D. C.
Republic 4142—Extension 5163.

OFFICERS

Chief..... John C. Baker
Western Representative..... Kenneth M. Gapen
821 Market St., San Francisco, Calif.

FUNCTIONS

Prepares and voices Department of Agriculture programs on the networks, including the National Farm and Home Hour, The American Farmer and Consumer Time, Produces radio transcriptions for national distribution on agricultural subject, issues weekly information letters and background material for farm and women's program directors.

PRODUCTION AND MARKETING ADM.

Information Service
Washington 25, D. C.
Republic 4142—Extension 3285

OFFICERS

Director..... J. B. Hasselman
Radio and Market News..... E. J. Rowell

BRANCH OFFICES

New York: 150 Broadway.
Chicago: 5 S. Wabash Ave.; Walter W. John, In Charge.
San Francisco: 821 Market St.; J. Don Walsh, In Charge.
Dallas: 425 Wilson Bldg.; Meno Schoenbach, In Charge.
Atlanta: Western Union Bldg.; Arthur Susott, In Charge.

ORGANIZATIONS

FUNCTIONS

The Production and Marketing Administration is generally responsible for production, adjustment, loan, purchase, subsidy, diversion, export, surplus disposal programs, supply estimates, allocation recommendations, market news, standardization, inspection and grading, agricultural marketing agreements and other activities and programs.

United States Department of Interior— Radio Section

Interior Department Radio Studios, Washington, D. C.
Repub.lic 1820

PERSONNEL

Director.....Willett Kempton
Chief Engineer.....Harry S. Barton

FUNCTIONS

The Radio Section of the Interior Department operates studios and a transcription service available to all agencies of the Federal Government, and acts as a radio production and information center for the bureau and divisions of the Interior Department in keeping broadcasters and radio advertisers informed about such matters as fish and wildlife conservation, the national parks, land reclamation and utilization, hydroelectric power and irrigation projects, natural resources, Indian affairs, the U. S. Territories and island possessions, geological survey, grazing service, etc.

The Advertising Council, Inc.

11 West 42nd St., New York, N. Y.
BRYant 9-3641

OFFICERS

Chairman.....James W. Young
Vice-Chairman.....Paul B. West
Vice-Chairman.....Kerwin H. Fulton
Vice-Chairman.....William Reydel
Secretary-Treasurer.....Frederic R. Gamble
Executive Director.....Theodore S. Repller

BRANCH OFFICE

1010 Vermont Ave., Washington 5, D. C.
Theodore S. Repller, Executive Director
Phone: District 9043

To provide a means for marshalling the forces of advertising so that they may be of maximum aid in the successful prosecution of the war.

Washington State Association of Broadcasters

Tom Olsen, Olympia, Wash.
Olympia 6636

OFFICERS

President.....Tom Olsen
Vice-President.....H. E. Studebaker
Secretary-Treasurer.....Robert Priebe

FUNCTIONS

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

Western Association of Broadcasters

109 C. P. R. Building
Edmonton, Alberta, Canada
Telephone 22101

OFFICERS

President.....G. R. A. Rice
(CFRN, Edmonton, Alberta)

DIRECTORS

R. H. Elphicke, A. M. Cairns, L. Moffatt.

FUNCTIONS

To promote Goodwill and mutual protection amongst the broadcasting stations of Western Canada. To make recommendations to the Canadian Association of Broadcasters; to raise the standard of ethics of the operations of commercial broadcasting stations in Western Canada. Generally, the objects of the Canadian Association of Broadcasters.

Writers' Board

147 W. 42nd St., N. Y.
BRYant 9-6937

Chairman.....Rext Stout
Executive Secretary.....Fredericca Barach

MEMBERS

Carl Cramer, Russel Crouse, Jerry Devine, Clifton Fadiman, Thomas K. Finletter, Jack Goodman, Samuel Grafton, Alan Green, Oscar Hammerstein II, Morrison Hobe, Christopher La Farge, Robert Landry, Margaret Leech, Jean Ellis Poletti, Henry Pringle, Luise Sillcox.

FUNCTIONS

To work with writers, editors, radio stations, etc., to further the production of constructive material dealing with racial and religious tolerance, the eradication of native fascism and promotion of world government, in our time.

Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.
Circle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
Vice-Chairman.....Mrs. Marion M. Miller
Secretary.....Miss Helen Havener
Treasurer.....Mrs. M. D. Jackson
Executive Secretary.....Mrs. Rosalie Wolf
Members-At-Large.....Mrs. Sidonie M. Gruenberg,
Mrs. Mary F. Larkin, Mrs. Emory Ross, Mrs. Jesse M. Bader, Mrs. Bettina Gunczy.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint. Also publish "Radio Review."

Non-Commercial Educational Outlets

As Listed By The Federal Communications Commission, Dec. 31, 1945

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Mc)</i>	<i>Power Emission</i>
Board of Education, City of Buffalo, Buffalo, N. Y.....	WCAH	42.9	1 kw Special (C. P. only)
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42.5	1 kw Special
Board of Education, City of New York, Brooklyn, N. Y.....	WNYE	42.1	1 kw Special
The Board of Education of Newark in the County of Essex Newark, N. J.....	WBGO	To be as- signed by Commission pursuant to proceedings in Docket No. 6651	1 kw Special for FM (C. P. only)
Board of Education of the San Francisco Unified School District, San Francisco, Calif.....	KALW	42.1	1 kw Special for FM (C. P. only)
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	42.5	1 kw Special
The Regents of University of Michigan, Ann Arbor, Mich.....	WATX	42.1	50 kw Special
T-Dexter Twp., near Dexter, Mich. School District of Kansas City, Mo. Kansas City, Mo.....	KICR	To be as- signed by Chief En- gineer	1 kw Special (C. P. only)
The State University of Iowa Iowa City, Iowa.....	KSUI	42.7	1 kw Special for FM (C. P. only)
University of Illinois, Urbana, Ill.	WIUC	42.9	250 w Special
University of Kentucky, Lexington, Ky.	WBKY	42.9	500 w Special
University of Southern California, Los Angeles, Calif.....	KUSC	42.9	1 kw Special (C. P. only)

FCC Regulations

Non-Profit Stations

Rule In Effect For Non-Profit Educational Outlets

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	


Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.

BRITISH GUIANA RADIO STATION ZFY

For reaching the British West Indian population, short-wave station ZFY located in Georgetown, British Guiana, is a "MUST." Owned and operated by THE BRITISH GUIANA UNITED BROADCASTING COMPANY . . . this station . . . THE VOICE OF GUIANA . . . is the only English-speaking station working a commercial schedule in the Caribbean area.



HAITI

At the crossroads of the Americas is Haiti's most powerful radio station . . .

HHGM	HHBM	HHCM
1473 kc	9660 kc	6165 kc
1000 watts	2000 watts	1000 watts

located in the capital city of Port-au-Prince under the ownership and operation of MAGLOIRE BROADCASTING CIRCUIT. These three outlets transmitting simultaneously on long and short wave, give not only excellent local, but international coverage as well.

For further information in connection with the above markets, please consult . . .

PAN-AMERICAN BROADCASTING COMPANY

330 Madison Avenue

New York, N. Y.

Murray Hill 2-0811-0810

INTERNATIONAL

*International Broadcast Stations
Of The United States*

•

CBS and NBC Latin-American Networks

•

Mexico

•

South America

•

Central America

LINKING THE

Americas

*with music...
... and words*

A network of 113 radio stations all over Latin America! Thousands of artists, composers, writers and technicians are cooperating to build up the structure for a new world. This great task is fostering a single continental economy opening unlimited new horizons to commerce and industry and offering opportunities for future commercial interchange... new markets! A new world for radio advertising!

LATIN AMERICA'S MOST
IMPORTANT RADIO
ORGANIZATION

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

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



INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....		6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	10 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 6170, 7575, 9750, 11145,	50 kw 50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBR	Freq. To Be Determined	200 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBA	Freq. To Be Determined	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBF	Freq. To Be Determined	
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650 SSA 9795	75 kw
The Crosley Corp. Mason, Ohio.....	WLWK	6080, 9590, 11710, 15250, 17800, 21650,	50 kw
The Crosley Corp. Mason, Ohio.....	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corp. Mason, Ohio.....	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
General Electric Company South Schenectady, N. Y.....	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880, SA 9530	50 kw

LA PRIMERA CADENA ECUATORIANA DE RADIODIFUSION . . .

consisting of:

La Voz de Imbabura of Ibarra
Radio Comercial of Quito
Emisoras Splendid of Quito
Radio Ambato of Ambato
La Voz de Tomebamba of Cuenca

Through its powerful long and short
wave outlets you receive complete
coverage of the Ecuadorean market.

CUBA RADIOEMISORA CMKS

Operating on 900 kc.

GUANTANAMO, CUBA



Administrative-Director

CANDIDO SUAREZ SAVON

"MUST" for EL SALVADOR RADIODIFUSORA YSO

LA VOZ DE LA DEMOCRACIA

Located in San Salvador

Long Wave
1,500 watts
Short Wave
1,000 watts

QUALITY IN MEDELLIN

Discriminating advertisers use

**LA VOZ DE
ANTIOQUIA for**
guaranteed results.

**RADIO STATIONS
HJDE-HJDK**

For further information in connection with the above markets, please consult . . .

PAN-AMERICAN BROADCASTING COMPANY
330 Madison Avenue New York, N. Y.

MUrray Hill 2-0811-0810

INTERNATIONAL BROADCAST STATIONS IN THE U. S.

General Electric Company South Schenectady, N. Y.....	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw
General Electric Company near Belmont, Calif.....	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.....	WGEX	Freq. To Be Assigned	25 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WRC\	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRA	6100, 9670, 11890, 15150, 15090, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRE	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRI	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBC	Freq. To Be Assigned	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBI	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBA	Same as above	50 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540, SSO 7250, 78525	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460, 592, 7805	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700, SSA 6040, 7805	20 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUX	SSA 7575, 7805, 5290	7 kw
General Electric Co. Belmont, Calif.....	KGEX	Freq. To Be Assigned	100 kw

La Cadena De Las Americas (The Network of the Americas) of **THE COLUMBIA BROADCASTING SYSTEM**

— PERSONNEL —

Director of Latin American Affairs and Shortwave Broadcasting.....	Edmund Chester
Assistant Director of Shortwave Broadcasting.....	John Hundley
Director of Shortwave News Division.....	Lawrence Haas
Music Director and Arranger.....	Terig Tucci
Assistant Director of Latin American Relations.....	Roberto Unanue
Manager of Press Information for Latin American Network.....	Margaret Kennedy
Assistant in Charge of Public Relations for Latin America.....	Carlos Garcia Palacios

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR3.....	Radio Belgrano	Buenos Aires	950	50000
LRY.....	Radio Belgrano	Buenos Aires	9460	50000
LRY1.....	6090	50000
—Radio Belgrano Network—				
LU2.....	Radio Bahia Blanca	Bahia Blanca	900	5000
LV2.....	Radio Central	Cordoba	960	5000
LT7.....	Radio Corrientes	Corrientes	1340	10000
LT8.....	Radio Rosario	Rosario	840	3000
LV1.....	Radio Colon	San Juan	560	10000
LV4.....	Radio San Rafael	Mendoza	690	5000
LV11.....	Radio del Norte	Santiago del Estero..	1170	500
LT14.....	Radio General Urquiza	Parana
LT15.....	Radio Concordia	Concordia
LV12.....	Radio Aconquija	Tucuman	580	15000
LV14.....	Radio La Rioja	La Rioja	1330	5000
LV10.....	Radio Cuyo	Mendoza	1210	10000
LV13.....	Radio San Luis	San Luis	1250	5000
ZP5.....	Radio Encarnacion	Encarnacion, Para- guay	920	5000
ZPA5.....	Radio Encarnacion	Encarnacion, Para- guay	950	3000
CXA8.....	Radio Real de San Carlos	Colonia, Uruguay ..	9620	20000
CXA14.....	Radio Real de San Carlos	Colonia, Uruguay ..	11820	1000
LRR.....	Radio Ovidio Lagos	Rosario	11887	10000
LRRI.....	Radio Ovidio Lagos	Rosario

BOLIVIA

CP4.....	Radio Illimani	La Paz	1020	250
CP5.....	Radio Illimani	La Paz	6200	250

CHILE

CB57.....	Radio Sociedad Nacional de Agricultura, Santiago de Chile....	Santiago de Chile....	570	6000
CB1180.....	Radio Sociedad Nacional de Agricultura, Santiago de Chile....	Santiago de Chile....	11800	1000
CB90.....	Radio Sociedad Nacional de Agricultura, Valparaiso	Valparaiso	900	1000

COLOMBIA

<i>Call Letters</i>	<i>Station Name and/or Owner</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HJAG.....	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH.....	Emisora Atlantico	Barranquilla	1080	1000
HJCS.....	Radio Continental	Bogota	920	5000
HJEB.....	La Voz del Valle	Cali	1150	1000
HJED.....	La Voz del Valle	Cali	4825	1000
HJFB.....	Radio Manizales	Manizales	6105	6000
HJFD.....	Radio Manizales	Manizales	1390	1000
HJDT.....	Radio Nutibara	Medellin	1150	500
HJFF.....	Ondas del Otun	Pereira	1350	1000
HJFK.....	La Voz Amiga	Pereira	6097	2500
HJBJ.....	La Voz de Santa Marta	Santa Marta	1370	1200

COSTA RICA

TIPG.....	La Voz de la Victor	San Jose	625	5000
TIPG.....	La Voz de la Victor	San Jose	9615	2500

CUBA

CMJN.....	RHC Cadena Azul	Camaguey	740	1000
CMCY.....	RHC Cadena Azul	Havana	590	15000
COCY.....	RHC Cadena Azul	Havana	11470	1000
CMKY.....	RHC Cadena Azul	Holguin	600	1000
CMAN.....	RHC Cadena Azul	Pinar del Rio	1300	1000
CMHI.....	RHC Cadena Azul	Santa Clara	570	15000
COHI.....	RHC Cadena Azul	Santa Clara	6450	5000
CMKN.....	RHC Cadena Azul	Santiago de Cuba....	930	1000

DOMINICAN REPUBLIC

HIIZ.....	Broadcasting Nacional	Ciudad Trujillo	6312	500
HIZ.....	Broadcasting Nacional	Ciudad Trujillo	1350	250

ECUADOR

HC2AJ.....	Compania del Ecuador.....	Guayaquil	1050	1000
HC2AK.....	Compania del Ecuador.....	Guayaquil	9310	1000
HCQR.....	Radio Quito	Quito	1340	250
HCQRX....	Radio Quito	Quito	5970	250
HCBS.....	Radio Bolivar	Quito	9355	250
HCBT.....	La Voz de la Libertad	Quito	1304	250

EL SALVADOR

YSP.....	La Voz de Cuscatlan	San Salvador	760	250
YSP1.....	La Voz de Cuscatlan	San Salvador	780	115
YSPA.....	La Voz de Cuscatlan	San Salvador	9575	—
YSPB.....	La Voz de Cuscatlan	San Sanvador	6150	350

GUATEMALA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW.....	La Voz de Guatemala	Guatemala City	610	10000
TGWA.....	La Voz de Guatemala	Guatemala City	9685	10000
			15170	—
TGWB.....	La Voz de Guatemala	Guatemala City	6460	1000
TGWC.....	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHW.....	Station de Radioifusion	Port-au-Prince	1230	150
HH3W.....	Station de Radioifusion	Port-au-Prince	9890	250

HONDURAS

HRN.....	La Voz de Honduras	Tegucipalpa	5875	750
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MEXICO

XEQ.....	Radio Pan Americana, S.A.	Mexico City	940	50000
XEQQ.....	Radio Pan Americana, S.A.	Mexico City	9680	1000
XEA.....	Campeche, Cam.	1370	1000
XEBU.....	Chihuahua, Chih. ...	1260	500
XEBL.....	La Voz del Noroeste.....	Culiacan, Sin.	1260	500
XEHL.....	Guadalajara, Jal. ...	1370	500
XEHQ.....	Hermosillo, Son.	590	300
XEDS.....	Mazatlan, Sin.	1420	500
XEFC.....	La Voz de Yucatan.....	Merida, Yuc.	1340	250
XEMR.....	Enrique Serna Martinez	Monterrey, N.L.	1370	500
XELQ.....	Radio Comercial	Morelia, Mich.	1270	250
XEAX.....	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEHR.....	Manuel R. Canalo	Puebla, Pue.	1090	250
XEBM.....	San Luis Potosi	1260	150
XETU.....	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN.....	Alejandro O. Stevenson, Jr.	Torreón, Coah.	1260	250
XEHV.....	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XENC.....	Celaya	1450	250
XEAG.....	Cordoba	1280	250
XEJT.....	Guanajuato	570	250
XEWE.....	Irapuato	1420	100
XEFM.....	Leon	1270	100
XEPP.....	Orizaba	1450	150
XEDE.....	Saltillo	1400	150

NICARAGUA

YNOW.....	La Voz de la America Central	Managua	6850	800
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PANAMA

HOC.....	Cadena Panamena de Radio Difusion	Panama City	1440	1000
HP5A.....	Cadena Panamena de Radio Difusion	Panama City	11700	1000

PARAGUAY

<i>Call Letters</i>	<i>Station Name and/or Owner</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
ZP3.....	Radio Teleco	Asuncion	700	12000
ZPA3.....	Radio Teleco	Asuncion	11850	1200

PERU

OAX6C.....	Radio Continental	Arequipa	1370	300
OAX6D.....	Radio Continental	Arequipa	9500	250
OAX6E.....	Radio Continental	Arequipa	6235	300
OAX4A.....	Radio Nacional del Peru	Lima	854	10000
OAX4Z.....	Radio Nacional del Peru	Lima	6082	14000
OAX4U.....	Radio America	Lima	1030	1000
OAX4V.....	Radio America	Lima	5940	500
OAX4W.....	Radio America	Lima	9440	500

PUERTO RICO

WKAQ.....	San Juan	620	5000
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URUGUAY

CX16.....	Radio Carve	Montevideo	850	50000
CX24.....	La Voz del Aire	Montevideo	1010	5000
CXA8.....	Short Wave	Colonia	9620	20000
CXA14.....	Short Wave	Colonia	11820	1000
<i>—Radio Carve Network</i>				
CW1.....	Radio Popular	Colonia	550	4500
CW31.....	Salta Broadcasting	Salta	1120	250
CW39.....	La Voz de Paysandu	Paysandu	1320	100
CW41.....	Broadcasting San Jose	San Jose	1360	050
CW43B.....	Radio Internacional	Rivera	1480	750
CW51.....	Radio Maldonado	Maldonado	1560	500
CW53.....	Radio Cerro Largo	Melo	1580	25C
CX52.....	Radio Litoral Soriano	Mercedes	1570	50C

VENEZUELA

YV5RG.....	Ondas Populares	Caracas	1010	1000
YV5RU.....	Ondas Populares	Caracas	6070	2232
YV6RA.....	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU.....	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV7RA.....	Radio Sucre	Cumana	1220	400
YV7RB.....	Radio Sucre	Cumana	3470	750
YVIRA.....	Ecos Del Zulia	Maracaibo	1300	200
YVIRV.....	Ecos Del Zulia	Maracaibo	4750	300
YV4RE.....	Radio Valencia	Valencia	1400	1000
YV4RP.....	Radio Valencia	Valencia	3460	1000

La Cadena Panamericana

(The Pan American Network)

of the

NATIONAL BROADCASTING COMPANY

— PERSONNEL —

Manager of International Division	Fred B. Bate
Radio Facilities Engineer	Raymond F. Guy
Director, Latin American Programs	Eli B. Canel
Chief, Spanish-language Section	Alberto N. Gandero
Chief, Portuguese-language Section	James I. Christie
Continuity Acceptance	F. J. Lara
Production Manager	Ary Moll
Assistant Production Manager	Alvaro Gonzalez
Musical Director	Emilio de Torre
Director of Station Relations	Cal J. Abraham
Chief of Traffic Section	Charles Mangano

— ARGENTINA —

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR4.....	Radio Splendid	Buenos Aires	990	50000
LRS.....	Radio Splendid	Buenos Aires	9315	10000
LR51.....	Radio Splendid	Buenos Aires	5985	10000
<i>Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)</i>				
LW1.....	de la Red Splendid	Cordoba	790	20000
LT2.....	de la Red Splendid	Rosario	1230	20000
LU3.....	de la Red Splendid	Bahia Blanca	1150	10000
LT4.....	de la Red Splendid	Posadas	1010	2000
LV6.....	de la Red Splendid	Mendoza	630	10000
LW7.....	de la Red Splendid	Catamarca	730	2000
LU5.....	de la Red Splendid	Neuquen	1130	2000
LW8.....	de la Red Splendid	Jujuy	1130	2000
LU8.....	de la Red Splendid	Bariloche	1250	1000
LU4.....	Comodoro Rivadavia	C. Vivadavia	640	1500
LU12.....	Rio Gallegos	Rio Gallegos	680	1500

— BOLIVIA —

CP20.....	Radio El Condor	La Paz	930	1000
CP15.....	Radio El Condor	La Paz	5880	500
CP18.....	Radio El Condor	Oruro	900	250
CP1.....	Radio Chuquisaca	Sucre	9500	800
CP41.....	Radio Chuquisaca	Sucre	1325	80
CP28.....	Radio Central	Cochabamba	1360	150
CP40.....	Radio Central	Cochabamba	9570	150
CP22.....	Radio Internacional	Potosi	6130	750
CP24.....	Radio Internacional	Potosi	920	250

— CHILE —

CB114.....	Corporacion Chilena de Broadcasting	Santiago	1140	50000
CB84.....	Radio Cristobal Colon	Valparaiso	840	3000
CD69.....	Radio La Frontera	Temuco	690	1200
CC117.....	Radio Simon Bolivar	Concepcion	1170	1000
CA108.....	Radio La Serena	La Serena	1080	1500
CA141.....	Radio El Loa	Antofagasta	1410	3000

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJCC.....	La Voz de Bogota	Bogota	870	5000
HJCE.....	La Voz de Bogota	Bogota	1000	1500
HJCF.....	La Voz de Bogota	Bogota	6240	1000
HJCR.....	Radiodifusora Nacional	Bogota	1200	5000
HJCT.....	Radiodifusora Nacional	Bogota	6260	2500
HJAN.....	Emisoras Unidas	Barranquilla	1190	1000
HJAB.....	Emisoras Unidas	Barranquilla	4785	3000
HJDK.....	La Voz de Antioquia	Medellin	1250	500
HJDE.....	La Voz de Antioquia	Medellin	6145	5000
HJGK.....	Radio Santander	Bucaramanga	1280	1000
HJGB.....	Radio Santander	Bucaramanga	4775	2500
HJFE.....	La Voz de Pereira	Pereira	1470	500
HJFA.....	La Voz de Pereira	Pereira	6054.3	1500
HJAF.....	Emisoras Fuentes	Cartagena	1240	1000
HJAE.....	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

TIPG.....	La Voz de la Victor	San Jose	625	5000
TIPG.....	La Voz de la Victor	San Jose	9615	2500
TINBC.....	La Voz de la Democracia	San Jose	1070	4000

CUBA

CMQ.....	Circuito CMQ	Habana	690	25000
COCQ.....	Circuito CMQ	Habana	8825	5000
CMBZ.....	Radio Salas	Habana	830	1000
COBZ.....	Radio Salas	Habana	9030	1000
<i>CMQ Network (Circuito CMQ)</i>				
CMHQ.....	del Circuito CMQ	Santa Clara	670	10000
CMJL.....	del Circuito CMQ	Camaguey	920	10000
CMKJ.....	del Circuito CMQ	Holguin	730	10000
CMKU.....	del Circuito CMQ	Santiago	970	1000
CMAQ.....	del Circuito CMQ	Pinar del Rio.....	840	1000

DOMINICAN REPUBLIC

HI1X.....	Radiodifusora Oficial	Ciudad Trujillo	6350	1000
HI9B.....	Broadcasting "Hotel Mercedes"	Santiago	6383	400

ECUADOR

HCJB.....	La Voz de los Andes	Quito	974	1000
HCJB.....	La Voz de los Andes	Quito	4108	200
HCJB.....	La Voz de los Andes	Quito	9958	1000
HCJB.....	La Voz de los Andes	Quito	12455	10000
HC2GI.....	Radio El Telegrafo	Guayaquil	1160	300
HC2ET.....	Radio El Telegrafo	Guayaquil	9200	500

EL SALVADOR

YSS.....	Alma Cuscatleca	San Salvador	638	500
HUB.....	Alma Cuscatleca	San Salvador	4780	300
YSD.....	Alma Cuscatleca	San Salvador	7894	500

GUATEMALA

TGW.....	La Voz de Guatemala	Guatemala City	640	10000
TGWA.....	La Voz de Guatemala	Guatemala City	15170	10000
TGWB.....	La Voz de Guatemala	Guatemala City	6840	1000
TGWC.....	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHGM.....	Magloire Broadcasting Circuit.....	Port-au-Prince	1473	1000
HHBM.....	Magloire Broadcasting Circuit.....	Port-au-Prince	9660	1000
HHCM.....	Magloire Broadcasting Circuit.....	Port-au-Prince	6165	1000

HONDURAS

HRN.....	La Voz de Honduras	Tegucigalpa	5875	500
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MEXICO

XEW.....	La Voz de la America Latina desde Mexico	Mexico City	900	100000
XEWW.....	La Voz de la America Latina	Mexico City	9500	10000
			15160	10000

XEW Network (Radio Programas de Mexico)

XEKJ.....	Refugio A. de Valdivieso.....	Acapulco, Gro.	1400	250
XEBI.....	Pedro C. Rivas	Aguascalientes	1360	250
XEA.....	Luis A. Maury	Campeche, Camp. ...	1370	250
XEFQ.....	Pedro Lopez Diaz	Cananea, Son.	980	500
XENC.....	El Herald del Bajio	Celaya	1540	250
XEQZ.....	Ramon Zamora Manjarrez	Chetumal	1240	250
XEFI.....	David C. Mireles	Chihuahua, Chih. ...	1440	1000
XEBA.....	Jose D. Gonzalez	Ciudad Guzman	1270	250
XEP.....	Esteban Parra	Ciudad Juarez	1400	500
XETR.....	Antonio Pozo L.	Ciudad Valles	570	250
XEBJ.....	Fernando Elizalde	Ciudad Victoria	1450	100
XERL.....	J. Roberto Levy	Colima, Col.	1280	250
XESA.....	Modesto Roberto Perez	Culiacan, Sin.	1360	500
XEE.....	Jose Valenzuela	Durango, Dgo.	1280	250
XEHL.....	Radio Anunciadora Kist.....	Guadalajara, Jal. ...	1370	500
XEDR.....	Modesto Ortega	Guaymas	1490	100
XEBH.....	Jose Remigio Agraz	Hermosillo, Son. ...	920	1000
XEBO.....	Alfonso Martinez	Irapuato, Gto.	1330	500
XEKL.....	Carlos Ferraz Matos.....	Jalapa, Ver.	550	100
XERZ.....	Rafael C. Navarro	Leon, Gto.	1240	250
XECF.....	Francisco Perez, Jr.	Los Mochis, Sin. ...	1410	1000
XEAM.....	Manuel L. Salinas	Matamoros, Tamps...	1400	250
XERJ.....	Rafael Elizalde	Mazatlan, Sin.	1320	500
XEME.....	Perfecto Villamil C.	Merida, Yuc.	1270	500
XECL.....	Armando Maldonado	Mexicali, B.C.	990	5000
XEDW.....	Angel Lagarda	Minatitlan, Ver. ...	1260	250
XEFB.....	Jesus Quintanilla	Monterrey, N.L.	630	500
XEI.....	Tiburcio Ponce	Morelia, Mich.	1400	250
XEGL.....	Fausto M. Gomez	Navojoa, Son.	1270	500
XEHF.....	Gaston Mascarenas	Nogales, Son.	1370	1000
XEFE.....	R. Tijerina Carranza	Nuevo Laredo	960	250
XEAX.....	A. Marquez Gonzales	Oaxaca, Oax.	1270	500
XETQ.....	Francisco Campos H., Sucs.....	Orizaba, Ver.	1370	250
XEAT.....	Sucs. Jorge Perez.....	Parral, Chih.	1250	250
XEMU.....	Alfonso L. Bres	Piedras Negras	580	250
XEHR.....	Roberto Canedo	Puebla, Pue.	1090	250
XEJX.....	Radioemisora Queretana	Queretaro, Qro.	1450	250
XERT.....	Ignacio Magallon V.	Reinosa, Tamps. ...	590	250
XEBX.....	Sucs. Miguel B. Rodriguez.....	Sabinas, Coah.	610	250
XEDE.....	Emilio Tamargo	Saltillo, Coah.	1400	150
XECZ.....	Zeferino Jimenez	San Luis Potosi	1430	1000
XETU.....	Impulsora Moderna del Radio	Tampico	1460	1000
XETS.....	Wadelay Dominguez	Tapachula	630	100
XERK.....	Tomas Mondragon	Tepic, Nay.	1450	100
XEC.....	Luis Enrique Enciso	Tijuana, B.C.	1310	250
XECH.....	Rodolfo Llamas	Toluca	1490	250
XEBP.....	A. O. Stevenson	Torreón, Coah.	1260	250
XETL.....	Calixto Almazan	Tuxpan, Ver.	1390	250
XEUF.....	Ignacio Navarro Q.	Uruapan, Mich.	550	300
XEU.....	Fernando Pasos Sosa	Veracruz, Ver.	960	500
XEDH.....	Vicente Hernandez	Villa Acuna	1340	250
XELK.....	Jose M. Acevedo	Zacatecas, Zac.	1280	100

NICARAGUA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
YNPS.....	La Voz de Nicaragua	Managua	6760	1000
YNDS.....	La Voz de Nicaragua	Managua	6240	750

PANAMA

HOA.....	Radio Panamericana	Panama City	1000	400
HP5G.....	Radio Panamericana	Panama City	11780	600
HOK.....	La Voz de la Victor	Colon	640	250
HP5K.....	La Voz de la Victor	Colon	6005	250

PARAGUAY

ZP9.....	Radio La Capital	Asuncion	970	1500
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PERU

OAX4A....	Radio Nacional del Peru	Lima	854	10000
OAX4Z....	Radio Nacional del Peru	Lima	6082	14000
OAX4T....	Radio Nacional del Peru	Lima	9652	12000
OAX6A....	Radio Arequipa	Arequipa	6042	200
OAX1A....	Radio Delcar	Chiclayo	6210	300
OAX1B....	Radio Piura	Piura	5230	300
OAX4P....	Radio Huancayo	Huancayo	5980	250
OAX7A....	Radio Cuzco	Cuzco	6128	250

PUERTO RICO

WNEL.....	The Link of the Americas	San Juan	1320	5000
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URUGUAY

CX14.....	Radio El Espectador.....	Montevideo	810	15000
CXA19....	Radio El Espectador.....	Montevideo	11835	5000
CX18.....	Radio Libertad	Montevideo	890	5000
<i>El Espectador Network (La Cadena Uruguaya de Radiodifusión)</i>				
CW1.....	Radio Popular	Colonias	570	3000
CW19....	Difusora Rochense	Rocha	1340	50
CW23....	Radio Cultural	Salto	820	500
CW33....	Radio Florida	Florida	1200	75
CW35....	Radio Paysandu	Paysandu	1240	750
CW43....	Radio Lavalleja	Minas	1420	300
CW45....	Difusora Treinta y tres	Treinta y tres.....	1390	250
CW46A....	Zorrilla de San Martin.....	Tacuarembo	1400	1200
CW47A....	Radio Welcome	San Jose	1510	100

VENEZUELA

YV5RA....	Radio Caracas	Caracas	960	10000
YV5RN....	Radio Caracas	Caracas	4920	5000
YV1RK....	Radio Popular	Maracaibo	1250	300
YV1RL....	Radio Popular	Maracaibo	4810	300
YV2RB....	La Voz del Tachira	San Cristobal	980	500
YV2RN....	La Voz del Tachira	San Cristobal	4830	2000
YV4RA....	La Voz de Carabobo	Valencia	1350	1000
YV4RO....	La Voz de Carabobo	Valencia	6130	1000
YV1RW....	Radio Coro	Coro	1370	200
YV1RY....	Radio Coro	Coro	4770	300
YV6RE....	Emisoras Unidas	Barcelona	1080	500
YV6RC....	Emisoras Unidas	Barcelona	3450	1500
YV2RC....	La Voz de la Sierra	Merida	3420	500
YV1RO....	Radio Trujillo	Trujillo	3310	800
YV3RE....	Radio Barquisimeto	Barquisimeto	1475	1500
YV3RN....	Radio Barquisimeto	Barquisimeto	6120	2000

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Acapulco, Gro.	XEKJ	1400	0.25	
Agua Prieta, Son.....	XERP	1190	50.	
Aguascalientes	XEBI	1360	0.25	Pedro C. Rivas
Aguascalientes	XELY	1490	0.15	Rafael Leal Camarena
Cajoncita de B. C.....	XBQA	9200	0.8	Comision Nacional de Irrigacion
Campeche	XEA	1370	0.25	Luis A. Maruy
Cananea, Son.	XEFQ	980	0.5	Pedro L. Diaz
Cananea, Son.	XESY	1320	0.2	J. Tato Amante
Casas Grandes	XETX	1400	0.1	
Celaya, Guan.	XEJT	1600	0.1	
		1090		
		1190		
Chetumal de Q. R.....	XACD	3050	40.05	Cia. Mexicana de Aviacion
Chihuahua	XEFI	1440	1.	Ramiro G. Urganga
Chihuahua	XEBW	1280	0.6	Angel Mara T.
Chihuahua	XEM	1390	0.5	Pedro Menessee, Jr.
Chihuahua	XEBU	1260	0.1	Feliciano Lopez
Chihuahua	XEJK	1340	0.1	
Ciudad Guzman, Jal.....	XEGT	1270	.25	Xavier Velasco
Ciudad Guzman, Jal.....	XELO	1490	0.1	
Ciudad Juarez	XEBA	800	150.	
Ciudad Juarez	XEJ	970	5.	P. Meneses, Laredo
Ciudad Juarez	XEP	1300	0.5	Esteban Parra
Ciudad Juarez	XEWG	1460	1.	
Ciudad Juarez	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez	XEFV	1270	.25	Dario Cordaba
Ciudad Madero, Tams.	XETR	1490	0.1	Cesar Trijillo Badillo
Ciudad Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
Ciudad Valles, San Luis				
Potosi		1340	0.1	
Ciudad Victoria	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos	XEFZ	1340	0.25	Pedro E. Rocher
Colima, Col.	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz.....	XECW	1340	0.25	Juan Sedas M.
	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Morelos	XEJC	1420	0.15	
Culiacan, Sin.	XESA	1360	0.25	Pablos Elizalde, S. de R. L.
Culiacan, Sin.	XEBL	1260	0.5	Ignacio L. Said
Culiacan, Sin.	XEGF	1300	0.1	
Durango	XEE	1280	0.25	Alejandro Stevenson, Jr.
Durango	XEDU	1400		
Ensenada, B. C.....	XEPF	1400	0.2	
Fresnillo, Zac.	XEMA	1340	0.1	Jose Ma. Acesado Moya
Gomez Palacio, Dur.....	XEMG	1310	0.25	
Gomez Palacio, Dur.....	XEOB	1490	0.1	
Guadalajara, Jal.	XEJB	1010	5.	Gobierno del Estado de J.
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vazquez T.
Guadalajara, Jal.	XED	680	1.	Cia. Radiofonografica
	XEDQ		0.1	
Guadalajara, Jal.	XEHL	1370	0.5	

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	.25	Carmen Vilasenor
Guadalajara, Jal.	XEAV	580		Alfredo Vasquez
Guadalajara, Jal.	XEAD	1310	0.25	
Guadalajara, Jal.	XEXN	1400	0.25	
Guanajuata, Guan.		570	0.1	
Guaymas, Son.	XEDR	1490	0.1	Modesto Ortega
Hermosillo, Son.	XEBH	920	1.	
	XEBR	11820	sw. 0.15	
Hermosillo, Son.	XEDL	1250	.5	
Hermosillo, Son.	XEHQ	590	0.3	Sr. C. Serna Martinez
Hermosillo, Son.	XEOP	960	0.5	
Hermosillo, Son.		1300	.25	
Hermosillo, Son.	XEQN	1540	5.	
Parral, Chih.	XEJS	1150	0.5	
Parral, Chih.	XEAT	1250	0.25	
Parral, Chih.	XEJR	1490	0.1	Anastasio Gomez Gallardo
Irapuato, Gt.	XEBO	1330	0.6	
Irapuato, Gt.	XEWE	1420	0.1	
Jalapa de Veracruz.....	XEBF	6090	sw. 0.1	Pedro Caronel Aburto
Jalapa de Veracruz.....	XEKL	550	0.1	
	XEJA	1400	0.25	
La Paz, Baja Calif.....	XEPX	550	0.25	
Leon de Guanajuato.....	XEFM	1270	0.1	Sucs R. Ortiz Gonzalex
Leon de Guanajuato.....	XERZ	1030	0.25	
Linares	XETC	1410	.25	
Los Algodones, Baja Calif....		560	0.1	
Los Mochis, Sin.....	XEOX	1280	0.25	Felipe G. de Leon
Magdalena de Sonora.....	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam.	XEO	970	0.75	
Matamoros, Tam.	XEXP	1450	0.1	
Matamoros, Tam.	XEAM	1400	0.25	Manuel L. Salinas
Los Mochis, Sin.....	XECF	1350	1.0	Francisco Perez H.
Mazatlan, Sin.	XERH	1320	0.6	Oscar Perez E.
Mazatlan, Sin.	XEDS	1420	0.5	Alexander A. Schober
Merida, Yuc.	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc.	XEMQ	1240	0.25	
Merida, Yuc.	XEMH	1400	0.1	
Mexicali, B. C.	XECL	990	5.	Alfonso Lacarra
Mexicali, B. C.	XEAO	910	0.25	Chavez y Castro, Soc.
Mexicali, B. C.	XEAA	1340	0.25	Alberto Gonzales
Mexico City, D. F.....	XEUZ	6119	sw 0.1	Partido Nac. Revolucionario
Mexico City, D. F.....	XEXA	6175	sw. 0.1	Depto. de Publicidad y Propaganda
Mexico City, D. F.....	XEBT	6000	sw. 0.5	El Buen Toro S. A.
Mexico City, D. F.....	XEDP	940	50.	
Mexico City, D. F.....	XEOY	1000	10.	Ignacia Diaz R.
Mexico City, D. F.....	XEST	1060	50.	
Mexico City, D. F.....	XEQW	1030	1.	
Mexico City, D. F.....	XEQK	1350	1.	Angel Ferreiro
Mexico City, D. F.....	XEDA	1290	1.	Augusto Garcia Diaz
Mexico City, D. F.....	XEMC	1590	5.	Dolores G. Estrada de F.
Mexico City, D. F.....	XENK	620	5.	
Mexico City, D. F.....	XEPH	590	5.	
Mexico City, D. F.....	XESM	1470	5-D	Salvador San Martin
Mexico City, D. F.....	XEL		1-N	
		1260	0.75	Financiera de Inversiones S. A.
Mexico City, D. F.....	XEBS	1410	0.75	Maria Remedios Delgado

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City, D. F.	XEMX	1380	0.5	Alfonson Traslos
Mexico City, D. F.	XEOF			Leros Avolos
		560	1.	
Mexico City, D. F.	XEW	890	100.0	
	XEWV	9500	sw. 10.	
Mexico City, D. F.	XEQ	730	150.	Radio Panamericana
	XEQQ	9680	sw. 5.	
Mexico City, D. F.	XEB	1220	100.	
	XEET	6000	sw. 1.	
Mexico City, D. F.	XEBZ	660	0.5	
Mexico City, D. F.	XELA	830	1.	
Mexico City, D. F.	XEFO	1110	20.	
Mexico City, D. F.	XEN	690	5.	
Mexico City, D. F.	XEUN	860	5.	
Mexico City, D. F.	XEML	1550	1.	
Mexico City, D. F.	XERC	790	1.	
Mexico City, D. F.	XELZ	1440	1.	
Mexico City, D. F.	XERH	1500	0.5	
Mexico City, D. F.	XEJP	1150	6.	Antonio Verandez
Mexico City, D. F.	XEAI	1320		
Mexico City, D. F.	XEK	990	0.5	Arturo Martinez
Minatitlan, Ver.	XEDW	1260	sw. .25	Hector Silva Canto
Monterrey, N. L.	XEG	1050	150.	
Monterrey, N. L.	XENT	1140	50.	Cia. Industrial Universal
Monterrey, N. L.	XET	990	5.	Pregonero del Norte
Monterrey, N. L.	XEH	1420	1.	
Monterrey, N. L.	XEFB	630	.5	Jesus Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Enrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercio
Morelina, Michoacan	XEKW	6030	sw. 0.5	Jose Martinez Ramirez
Morelina, Michoacan	XEKF	6030	sw. 5.	El Nee di Nichosaan desde Morelia
Morelina, Michoacan	XELQ	1270	0.1	
Morelina, Michoacan	XEI	1400	0.25	Carlos Gutierrez
Morelina, Michoacan	XESF	600	0.25	
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Navojoa, Son.		570	0.1	
Nogales, Son.	XEHF	1370	1.	Francisco G. Elias
Nogales, Son.		1010	0.25	
Nuevo Laredo, Tam.	XEFE	960	1.	Rafael T. Caranza
Nuevo Laredo, Tam.	XEDF	790	0.5	
Nuevo Laredo, Tam.	XEBK	1340	0.1	G. Guajardo y M. M. Cortes
Nuevo Laredo, Tam.	XELF	1380	0.25	
Nuevo Laredo, Tam.	XELC	1410	0.25	
Nuevo Laredo, Tam.	XELJ	1260	.25	
	XELH	1460	.1	
Oaxaca	XEAX	1270	.15	Alvaro Rodriguez A.
Orizaba, Vera Cruz	XEOR	580	1.	
Orizaba, Vera Cruz	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Vera Cruz	XETQ	1370	0.25	Francis Campos H.
Piedras Negras, Coah.	XEMU	580	0.25	
Piedras Negras, Coah.	XEMJ	920	0.2	
Progreso, Yuc.	XEOK	1430	0.1	Arturo Pina Perez
Puebla	XEHR	1090	0.25	Manuel R. Canale
Puebla de Puebla	XECC	6185	sw. 0.5	Ricardo Vazquez A.
Puebla de Puebla	XECD	1170	0.35	
Queretaro	XEJX	1450	0.25	
Queretaro		1300	0.1	
Reynosa, Tam.	XEAW	1570	sw. 100.	Cia. International Reynosa
		1010	50.	
	XEKN	1390	0.25	Carlos V. Rodriguez

• • • **STATIONS OF MEXICO** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Reynosa, Tam.	XEAZ	590	0.25-N 5.-D	
Rosarito, B. C.....	XERB	1090	50.	Radiodifusora Internacion
Sabinas, Coah.	XEBX	610	.25	Radiodifusora Internacion— Miguel B. Rodriguez
Saltillo, Coah.	XESJ	1250	1. -D 0.5-N	
Saltillo, Coah.	XEKS	1330	0.1	J. Antonio de la Pena
Saltillo, Coah.	XEDE	1400	0.25	Arrelío G. Zaragoza
Saltillo, Coah.	XEXU	1490	1.	
		1450	0.1	
San Luis Potosi.....	XECZ	1370	1.0	Ceferino Z. Jimenez
San Luis Potosi.....	XEBM	1260	0.15	Benjamin Briones
San Luis Potosi.....	XEXQ	1400	0.1	
S. Luis Rio Colorado.....	XEY	1450	0.25	Lucinda Arenaxde de M. M.
Tampico	XEFW	810	50.	
Tampico	XETU	1460	1.0	
Tampico	XECA	980	1.	
Tampico	XES	1300	0.25	Difisora Portena S. de R. L.
Tapachula, Chiapas	XETS	630	0.1	
Tapachula, Chiapas	XETA	1450	0.25	
Tepatitlan, Jal.	XETJ	1150	0.1	
Tepic, Nayarit	XEXT	980	1.	
Tepic, Nayarit	XERK	1450	0.15	Dario Mondragon
Texcoco	XEXE	1450	0.1	H. Ayuntamiento
Taxiutlan, Puebla	XETZ	1360	0.25	
Tijuana, B. C.....	XEAV	1470	5.0	Manuel Acuna Varela
Tijuana, B. C.....	XEMO	860	5.0	Fern. Fes. Ferreira
Tijuana, B. C.....	XEBG	1010	1.	
		1550 sw.	5.	
Tijuana, B. C.....	XERS	1190	5.	Cia. R.A.D. de Piedras Negras
Tijuana, B. C.....	XEAC	690	5.	Jorge Rivera
Tijuana, B. C.....		1590 sw.	5.0	
Tijuana, B. C.....	XEGM	950	1.- D 2.5-N	Rita Mayans y Gustavo Faist E.
Tijuana, B. C.....	XEON	1420	2.	Cia Radio Mexicana
Tijuana, B. C.....	XERT	1270	0.5-N 5. -D	
Tijuana, B. C.....	XEC	1310	.25	Luis E. Enciso
Tlaxcala	XEXZ	1480	5.	
Tlaxcala	XEXE	2410	0.1	Gobierno del Estado
Toluca de Mexico.....	XEXS	1340	0.1	Instituto Cientifico y Leiter
Toluca de Mexico.....	XECH	1490	0.25	Rodolfo Llamas
Torreon, Coah.	XETB	1350	0.5	Aurelio G. Zaragoza
Torreon, Coah.	XEOH	600	1.	
Torreon, Coah.	XEJZ	920	0.1	
Torreon, Coah.	XEBP	1260	0.25	Alejandor O. Stevenson, Jr.
Torreon, Coah.	XEBQ	1450	0.25	Maria Refugio A. De Valdiviesco
Torreon, Coah.	XEDN	600	1.	Higinio Gonzalez
Tuxpam, V. C.....	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas...XEXJ		1280	0.1	Govt. of State of Chiapas
Tuxtla Gutierrez, Chiapas...XFBK		5340		
Urapan, Mich.	XEFU	550	0.35	Ignacio Navarro
Vera Cruz	XEFT	9550 sw.	0.012	Jose Rodriguez Lopez
Vera Cruz	XEUW	6020 sw.	0.02	Fernando Taxos Sosa
Vera Cruz	XEHV	1310	1.	Radiodifusora Veracruzana
Vera Cruz	XEU	960	0.5	Fernando Pazos y Cia.
Vera Cruz	XETF	1250	0.5	Jose Rodriguez Lopez
Vera Cruz	XEXF	1490	0.1	

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Villa Acuna, Coah.....	XEAB	1600 sw.	5.	
Villa Acuna, Coah.....	XEDH	1340	0.25	Vicente Hernandez
Villa Acuna, Coah.....	XEAQ	1430	0.1	
Villahermosa de Tabasco....	XAGB	5250	0.075	Cia. Areonautica del Sur
Villahermosa de Tabasco....	XERE	9515	0.1	Juan T. Trujillo
Zacatecas de Zac.....	XELK	1280	0.1	Jose Macias Gerrero
Zamora, Mich.	XESC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25	Juan T. Trujillo

Radio Programas de Mexico, S. A.

Head Office: Ayuntamiento 52

General Offices: J. M. Marroqui 11

P. O. Box 1324, Mexico City, Mexico

Phones: Head Office: L-13-73, 12-72-34

*General Office—*J-29-01, 12-65-44

— PERSONNEL —

President.....	Emilio Azcarraga
Vice-President and General Manager.....	Clemente Serna Martinez
Sales Manager.....	Juan M. Duran y Casahonda
Continuity Department.....	Antonio Eufrazio Ontiveros
Engineering Department.....	Carlos Camacho
Accounting Department.....	Horacio Nino Medina
Advertising Department.....	Daniel Esquivel
International Division.....	Homero Rios D.

Key Stations: XEW-XEWW—XEQ-XEQQ—Mexico City

AFFILIATED STATIONS IN MEXICO

XEW-Network

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEKJ	Acapulco, Gro.	XEI	Morelia, Mich.
XEBI	Aguascalientes, Ags.	XEFB	Monterrey, N. L.
XEA	Campeche, Camp.	XEGL	Navojoa, Son.
XEFQ	Cananea, Son.	XEHF	Nogales, Son.
XENC	Celaya, Gto.	XEFE	Nuevo Laredo, Tamps.
XEBA	Ciudad Guzman, Jal.	XEAX	Oaxaca, Oax.
XEP	Ciudad Juarez, Chic.	XETQ	Orizaba, Ver.

. . . **RADIO PROGRAMAS DE MEXICO** . . .

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XETR	Ciudad Valles, S. L. P.	XEJR	Parral, Chih.
XEBJ	Ciudad Victoria, Tamps.	XEMU	Piedras Negras, Coah.
XERL	Colima, Col.	XEHR	Puebla, Pue.
XESA	Culiacan, Sin.	XEJX	Queretaro, Qro.
XEFI	Chihuahua, Chih.	XERT	Reynosa, Tamps.
XEE	Durango, Dgo.	XEBX	Sabinas, Coah.
XEHL	Guadalajara, Jal.	XEDE	Saltillo, Coah.
XEBH	Hermosillo, Son.	XECZ	San Luis Potosi, S. L. P.
XEBO	Irapuato, Gto.	XETU	Tampico, Tamps.
XEKL	Jalapa, Ver.	XERK	Tepec, Nay.
XERZ	Leon, Gto.	XEC	Tijuana, B. C.
XECF	Los Mochis, Sin.	XEBP	Torreón, Coah.
XEAM	Matamoros, Tamps.	XETL	Tuxpan, Ver.
XERJ	Mazatlan, Sin.	XEUF	Urugpan, Mich.
XEME	Merida, Yuc.	XEU	Veracruz, Ver.
XECL	Mexicali, B. C.	XELK	Zacatecas, Zac.
XEDW	Minatitlan, Ver.	XEGC	Zamora, Mich.

XEQ-Network

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XERO	Aguascalientes, Ags.	XEJA	Jalapa, Ver.
XEOX	Ciudad Obregon, Son.	XEFM	Leon, Gto.
XEAG	Cordoba, Ver.	XER	Linares, N. L.
XEY	Cuernavaca, Mor.	XEDS	Mazatlan, Sin.
XEBL	Culiacan, Sin.	XEFC	Merida, Yuc.
XEBU	Chihuahua, Chih.	XELQ	Morelia, Mich.
XEPF	Ensenada, B. C.	XEMR	Monterrey, N. L.
XEMA	Fresnillo, Zac.	XEMJ	Piedras Negras, Coah.
XELW	Guadalajara, Jal.	XESJ	Saltillo, Coah.
XEJT	Guanajuato, Gto.	XEBM	San Luis Potosi, S. L. P.
XEHQ	Hermosillo, Son.	XETS	Tapachula, Chis.
XEWE	Irapuato, Gto.	XEXT	Tepec, Nay.
XEDN	Torreón, Coah.	XEHV	Veracruz, Ver.
		XEDH	Villa Acuna, Coah.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	CX18	Montevideo, Uruguay
HC2AJ	Guayaquil, Ecuador	HIN	Trujillo, Rep. Dominicana

LATIN-AMERICAN STATIONS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Mar del Plata	LU6	1300	1.5	Jose Zaccagnini
Mendoza (Cuyo)	LV10	1210	2.5	Marcelino Aparicio
Mendoza (San Rafael)	LV4	690	1.0	Julio Silva
Mendoza	LV6	630	10.0	
Mendoza	LW2			
Necochea	LU9	1440	0.5	
Neuquen	LU5	1130	1.5	
Neuquen	LU11	1370	0.5	
Parana	LT11	1470	0.5	
Posadas	LT4	1010	1.5	
Posadas (Misiones)	LT6	1460	0.5	
Resistencia (Chaco)	LT5	1080	1.5	Jose M. Noveri
Santa Cruz	LU12	680	1.5	Cia. Broadcasting de la Patagonia
Rosario	LT2			
Rosario (Santa Fe)	LT1	1230	15.0	
Rosario (Santa Fe)	LT3	780	10.0	Fernando Maliandi
Rosario (Santa Fe)	LT8	1160	5.1	Soc. Rural Cerealistas
Salta	LV9	840	3.0	Alfredo B. Dougall
San Juan	LV1	970	1.0	Gobierno Prov. Salta
San Juan	LV5	560	5.0	S. A. Graffigna, Ltda.
Santa Fe	LT10	1090	1.5	Soc. C. Rodriguez Vila y Cia
Santa Fe	LT9	1320	0.5	
Santa Fe	LT12	1200	1.0	Roca Hermanos y Cia.
Santa Rosa (Pampa Central)	LU8	1260	1.0	
Santiago	LV11	1250	0.5	
Tucuman	LV12	1170	2.0	S. A. El Liberal
Tucuman	LV7	580	5.0	Soc. Reprs. Lda. Radio Aconquija
La Rioja	LV14			
Buenos Aires	LS6	820	2.5	Gonzalez Acha y Munoz
		1350	6.0	Ricardo A. Bernotti

BOLIVIA

Cochabamba	CP28	1360	0.150	Gottret y Cia.
	CP40	9570 sw.		
Cochabamba	CP44	580	0.05	Victor Veltze
Cochabamba	CP45	1090	0.05	Raul Montecinos
Cochabamba	CP39	6160 sw.	0.25	
La Paz	CP3	1390	5.00	Costas Hermanos
	CP38	9480 sw.	5.00	
La Paz	CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	CP5	6200 sw.	1.00	
La Paz	CP8	1450	0.05	Sejas and Co.
La Paz	CP10	1090	0.05	C. Munoz
La Paz	CP12	6150 sw.	0.25	Owned and operated by Catholic priests.
(Colegio San Calixto)	CP29	1350	0.1	
La Paz	CP16	1230	0.02	
Oruro	CP18		0.25	
(Colegio San Calixto)				
Oruro	CP14	1250	0.05	Javier Romero (Sociedad Anonima-Radio La Noche)
Oruro	CP26	1510	0.05	
Oruro	CP31	975	0.05	
Oruro	CP46	770	0.05	
La Paz	CP19	950	.05	Augustin Aspiazu
La Paz	CP20	930	1.0	Romon Pelaez
	CP15 sw.	6120 sw.	.25	
La Paz	CP32	620	.05	Cia. Internacionale de Radio Bolivia (Juan C. Salinas)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
La Paz	CP34	680	.15	Bulliermo Teran
	CP25	9700 sw.	.25	
Oruro	CP36	1420	.05	Enrique Wanting
Oruro	CP11	6100 sw.	.25	
Oruro	CP37	6170 sw.	.25	
Potosi	CP22	6130 sw.	.25	L. Camacho
Potosi	CP17	1600 sw.	.05	Alfredo Ossio L.
Santa Cruz	CP13	1250	.05	L. Canedo Reyes
	CP30	6135 sw.	.25	
Sucre	CP27	1420	.05	C. Torres
Sucre	CP41	1325	100.	Jose Comacho B.
Sucre	CP1	9500	800.	
Tarija	CP23	6190 sw.	175	

BRAZIL

Aracaju (Sergipe)	PRJ6	630	1.	Jose Nunes Rebello
Aracatuba (Sao Paulo)	PR18	1460	0.5	Joao Ferraz S. br.
Araguari (Minas Gerais)	PRJ3	970	0.25	Dr. Arcino Santos
Araraquara (Sao Paulo)	PRD4	1370	0.5	Romulo Lupo
Assis (Sao Paulo)	ZYA9	1550	0.1	
Barretos (Sao Paulo)	PRJ8	1530	0.1	
			0.25	
Bauru (Sao Paulo)	PRG8	1210	0.5	Joao Simonetti
Belem (Para)	PRC5	1450	2.	Roberto Camelier
		4865 sw.		
Belo Horizonte (Minas Gerais)	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte (Minas Gerais)	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte (Minas Gerais)	PRI3	880	25.	Luis Bessa
Blumenau (Santa Catarina)	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu (Sao Paulo)	PRF8	1530	0.1	Emilio Pedute
Cambara (Parana)	ZYA3	1590	0.1	
Campinas (Sao Paulo)	PRC9	1170	1.	Antonio Tepedino Pagino
Campos (Rio de Janeiro)	PRF7	1330	0.5	Dr. Marro Ferraz Sampaio
Campo Grande (Mato Grosso)	PRI7	1510	0.1	Dr. Antonio A. Campos
Caxambu (Minas Gerais)	ZYC2	1550	0.1	
Corumba (Mato Grosso)	ZYA2	1470	0.5	Teodomiro Serra
Cruzeiro (Sao Paulo)	PRG6	640	0.5	Romoaldo Canevari
Curityba (Parana)	PRB2	1440	5.	Epaminondas Santos
Curityba (Parana)				
Formiga (Minas Gerais)	ZYB6	1530	0.1	
Fortaleza (Ceara)	PRE9	1320	2.	Waldemar Cartolano
		6105 sw.		
		15165 sw.		
Franca (Sao Paulo)	PRB5	1240	0.25	
Goiania (Goiias)	ZYJ3			
Itapetininga (Sao Paulo)	PRD9	970	0.25	
Itarare (Sao Paulo)	ZYA7	1550	0.1	
Jaboticabal (Sao Paulo)	PRG4	1250	0.25	Oswaldo Fernandes
Joao Pessoa (Parahyba)	PRI4	1110	10.	Dr. Abelardo Juruema
Joinville (Santa Catrina)	ZYA5	1600	0.1	
Juiz de Fora (Minas G.)	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Jahn (Sao Paulo)	PRG7	1010	0.25	Ulisses Newton Ferreira
Limeira (Sao Paulo)	PRJ5	1550	0.1	Ary Levy Pereira
Lins (Sao Paulo)	ZXB3	1550	0.1	
Manaos (Amazonas)	PRF6	4895 sw.	0.1	Dr. V. Pareto Neto
Natal (Rio Grande de Norte)	ZYB5	1270	1.	
Nictheroy (R. J.)	PRD8	1320	1.	Jose Augusto Mendes
	PRE6	1470	1.	Tte. Custodio Fontes
Paranahyba (Pianu)	PRJ4	1470	0.5	Dr. Joao Tavares de Carvalho
Patos (Minas G.)	ZYB4	1530	0.1	

. . . **LATIN-AMERICAN STATIONS** . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Pelotas (Rio Grande de Sul)	PRC3	580	0.25	Carlos G. Sica
Petropolis, L. (R. J.)	PRH4	1320	0.5	Atakualpa Dias
Piricicaba (Sao Paulo)	PRD3	1480	1	Carlos Rodrigues Viana
Pocos de Caldas (Minas G.)	PRD6	820	0.25	Joao Sampaio Goes
Ponta Grossa (Parana)	PRH5	1160	0.25	Benedito Meira Borges
Porto Alegre (Rio Grande de Sul)	PRJ2 PRH2	1250 600	.5 25.	Manoel Machuca Dearios Associados
Porto Alegre (Rio Grande de Sul)	PRF9	640	5.	Arthur Pizoli
Porto Alegre (Rio Grande de Sul)	PRC2	680	5.	Dr. Lelis Espartel
Pouso Alegre (Minas Alegres)	PRJ7	1530	0.1	Jose Nunes Rebello
Marilia (Sao Paulo)	PRJ2	1090	0.5	Oscar de Moraes Barros
Prudente (Sao Paulo)	PRI5	970	0.25	Manoel Bussacos
Recife (Pernambuco)	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Ribeirao Preto (Sao Paulo)	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto (Sao Paulo)	PRH7	1170		Lonzado Bueno
Rio Claro (Sao Paulo)	PRF2	1460	0.25	Waldemar Cartolano
Rio de Janeiro Distrito Fed.	PRA2 PRA3	800 860	25. 10.	Ministerio Educacao Saude Dr. Rolpho Estevan de Siqueira
Rio de Janeiro Distrito Fed.	PRA9	1220	25.	Edmar Machado
Rio de Janeiro Distrito Fed.	PRB7	900	5.	Alceu Mario de Sa Freire
		6200 sw.	25.	
		9610 sw.	25.	
		15370 sw.	25.	
Rio de Janeiro Distrito Fed.	PRC8	1360	5.	Gulherme Manes
Rio de Janeiro Distrito Fed.	PRD2	1060	10.	Mario Villaca Meyer
Rio de Janeiro Distrito Fed.	PRD5	1400	1.	Francisco Gomes- Maciel Pinheiro
Rio de Janeiro Distrito Fed.	PRE2	1430	5.	Dr. Placido de Melo
Rio de Janeiro Distrito Fed.	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro Distrito Fed.	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro Distrito Fed.	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro Distrito Fed.	PRF5	9500 sw. 9600 sw. 10220 sw. 15190 sw.	12.	Dr. J. V. Pareto Neto
Rio de Janeiro Distrito Fed.	PRG3	1280	10.	Dr. Teofilo de Barros
Rio de Janeiro Distrito Fed.	PRL9 PRL8 PRL7	9505 11720 17850		Brazilian Govt.
Rio de Janeiro Distrito Fed.	PRH8	1130	0.5	Francisco Xavier Filho

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Rio Grande (Rio Grande de Sul)	ZYC3	1510	0.1	
Rio Breto (Sao Paulo)	PRB8	640	0.25	Andrassy Ribeiro
Santos (Sao Paulo)	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos (Sao Paulo)	PRG5	580	0.75	Carlos Baccarat
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
San Luiz (Maranhao)	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel (Sao Paulo)	PR16	1510	0.1	Vitorino Ribeiro
Sao Paulo (Sao Paulo)	PRB9	1000	25.	Dr. Paulo Machado de Carvalho
Sao Paulo (Sao Paulo)	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo (Sao Paulo)	PRF3	960	5.	Dr. Ubiratan Silveira Pamplona
Sao Paulo (Sao Paulo)	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo (Sao Paulo)	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo (Sao Paulo)	PRH3	620	5.	Pedro de Camargo
Sao Paulo (Sao Paulo)	PRH9	840	5.	Jose Niccolini
Sao Paulo (Sao Paulo)	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo (Sao Paulo)	PRA6	890	10.	Dr. Oswaldo Costa, Director
Sao Paulo (Sao Paulo)	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo (Sao Paulo)	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo (Sao Paulo)	ZYB7	6095 sw.	25.	
Sao Sebastiao Paraiso (Minas G.)	ZYA4	11765 sw.		
Sao Sebastiao Paraiso (Minas G.)	ZYA4	1510	0.1	
Soracaba (Sao Paulo)	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate (Sao Paulo)	ZYA8	1590	0.1	
Uberaba (Minas G.)	PRE5	1390	0.5	Quintiliano Jardim
Ulberlandia (Minas G.)	PRC6	1510	0.1	Aristides Figueiredo
Varginha (Minas G.)	ZYB2	1590 sw.	0.1	
Vitoria (Espirito Santo)	PR19	1350	0.1	Dr. Ciro Vieira da Cunha

BRITISH GUIANA

Georgetown	VP3BG	6130	0.065	British Guiana Broadcasting Co., Ltda.
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BRITISH HONDURAS

Belize	ZIK-2	10600	0.2	Government
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CHILE

Antofagasta	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta	CAI27	1270	0.25	Horus Predreny Palma
Chillan	CCI38	1380	0.15	Adriana Paguey de Logos
Chillan	CCI27	1270	0.1	Rafael Barrios
Concepcion	CC141	1410	0.1	Chilena de Comunicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion	CC117	1170	1.0	Federico Sanchez
Concepcion	CC64	640	1.	Mario Saez Lagoa
Coquimbo	CA96	960	0.3	Cesar Nieme Abey
Curico	CC96	960	0.1	Alberto Guerra
Iquique	CA63	630	0.25	Antonio Cajiao
La Serena	CA108	1080	1.0	Ed. Encina Arancibia
Osorno	CD84	840	1.5	Soc. Agricola y Granadera de Osorno

● ● ● **LATIN-AMERICAN STATIONS** ● ● ●

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Puerto Montt	CD101	1010	1.	Chilena de Comunicaciones
Puerto Montt	CD147	1470	0.1	Ernesto Riedel
Punta Arenas	CD103	1030	0.1	Ramon Verde Ramos
((CD103 cancelled—moved without authorization and reported ship movements)				
Punta Arenas	CD111	1110	0.1	Emilio Turina
Punta Arenas	CD113	1130	1.	Chilena de Comunicaciones
Punta Arenas	CD136	1360	0.45	Victoria Iglesias de Biancilla
Quillota	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua	CC63	630	0.6	Manuel Massoni
Rancagua	CC109	1090	0.1	Jorge Romero Ramirez
Rancagua	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)...	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Ltda.
Santiago de Chile.....	CB66	620	1.	International Machinery Co.
Santiago de Chile.....	CB57	570	7.5	Soc. Nacional de Agricultura
Santiago de Chile.....	CB76	760	14.	Cia. Chilena de Comunicaciones S. A.
Santiago de Chile.....	CB82	820	1.	
Santiago de Chile.....	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile.....	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile.....	CB101	1010	1.	Chilena de Comunicaciones
Santiago de Chile.....	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile.....	CB114	1140	50.	Corp. Chilena de Radio
Santiago de Chile.....	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile.....	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile.....	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile.....	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile.....	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile.....	CB144	1440	2.	Clark Hnos.
Santiago de Chile.....	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile.....	CB150	1500	1.	
Santiago de Chile.....	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile.....	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile.....	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca	CC96	960	.25	Alberto Guerra Cruzatt
Talca	CC84	840	0.1	Francisco Morales Castillo
Talca	CC67	670	0.1	Ramon Abasolo
Temuco	CD90	700	1.2	De Mayo Hnos.
Temuco	CD69	690	1.2	Daniel De Mayo Levi
Temuco	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla	CA90	900	0.1	Hilda Cuellar
Valdivia	CD64	640	1.0	Chilean Communications Co.
	CD59	590	1.0	
Valdivia	CD132	1320	1.0	Carlos Cockbaine
Valparaiso	CB78	780	6.0	Soc. Coop. Vita.
	CE970	9700 sw.	10.0	
Valparaiso	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso	CB103	1030	0.75	Cia. Chilena de Comunicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso	CB116	1160	1.	Patricio Edwards Linares
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas

COLOMBIA

Aguadas	HJFJ	1500	.025	Roberto Florez
Armenia	HJFI	1540	1.	Bernardo Santacoloma and D. Julio Rondon E.
Armenia	HJFH	4875 sw.	.6	Botero Y Cia. (Braulio Botero Londono)
	HJFM	1210	0.6	
Barranquilla	HJAA	1330	0.5	Alfonso Rosales Navarro
Barranquilla	HJAG	4905 sw.	.45	Emisora Atlantic S. A., Angel M. Ruiz, owner
	HJAH	1050	.4	
Barranquilla	HJAI	1370	0.25	Julian Melendez
Barranquilla	HJAK	1310	0.35	Vassallo Hinos y Mendez (Clemente Vassallo Gomez, owner)
Barranquilla	HJAB	4785	1.	Eliecer Velasco
	HJAN	1190 sw.	1.	
Barranquilla	HJAS	1500	0.4	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina v. de Haayen
Bogota	HJCB	1105	.8	Colombia Broadcasting S. A. (Robt. Ramirez, Enrique Ramirez & Jorge Alford)
	HJCD	6160	8.0	
Bogota	HJCC	870	5.	Gustavo Uribe Th.
	HJCE	1220	1.	
	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	0.5	Julio Bernal
Bogota	HJCI	4895 sw.	0.75	Manuel J. Gaitan
	HJCH	810	.5	
Bogota	HJCJ	1380	0.2	Manuel J. Gaitan
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	0.5	Roberto Laignelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	0.15	Ministerio de Economia Nacional
Bogota	HJCR	1200	3.0	Colombian Govt.
	HJCT	6260 sw.	2.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltd.
	HJCA	4855 sw.	1.	
	HJCY	1460	.35	
Bogota	HJCX	6018 sw.	0.75	Cipriano Rios Hoyos
	HJ CZ	1040	1.0	
Bogota	HJCS	920	50.	Cia. Radiodiffusion Colombiana—Jose V. Arias, owner
Bucaramanga	HJGE	1130	.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGB	4775 sw.	1.5	Francisco A. Bueno
	HJGK	1280	0.25	
Buenaventura	HJES	1525	0.05	Heriberto Quintero
Buenaventura	HJEW	1355	0.22	Jorge E. Berrio
Buga	HJEI	1410	0.1	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Sociedad Voces de Occidente—Hernando Azcarate M., owner

. . . **LATIN-AMERICAN STATIONS** . . .

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.3	Rafael Angulo
Cali	HJEE	1090	0.2	Jose T. Calderon N.
Cali	HJEF	1340	0.5	Hernando Bueno Delgado, owner
	HJEL	1260	0.5	
Cali	HJER	1395	0.5	Cesar Mendoza Mazuera
	HJEX	4865 sw.	2.5	
Cali	HJET	1510	.5	Dirreccion de Educacion del V.
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HJAE	4965 sw.	.48	Laboratories Fuentes, Rafael Fuentes, owner
	HJAF	1240	0.252	
Cartagena	HJAP	4925 sw.	0.5	Lequerica Hermanos
	HJAR	1400	0.3	
Cartago	HJEO	1230	0.5	Saniel Dozman
Ciencga	HJBE	1460	.25	Elvira de Pereira
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Girardot	HJCL	1460	0.25	Carlos J. Sanchez G.
Girardot	HJCV	1420	0.1	Maria Teresa Ramirez R.
Ibague	HJFC	1500	0.1	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.1	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano (Tolima)	HJFO	1520	.05	Hector Enrique Giraldo
Magangue	HJAC	1420	0.1	Manuel Agustin Varela
Manizales	HJFB	6105 sw.	1.00	Cia. Radio Manizales Alberto Hoyos A., Dir.
	HJFD	1390	0.75	
Manizales	HJFX	600	1.	Antonio Pinzon H.
Medellin	HJDA	1285	0.42	Humberto Restrepo A.
Medellin	HJDC	1360	0.6	Francisco Cuartas
	HJDX	4795	.6	
Medellin	HJDE	6145 sw.	5.	Cia. Colombia de Radiodiffu- sion—Luis Ramos, owner
	HJDK	1250	.5	
Medellin	HJDL	1480	0.5	Jaime Tobon R. (leased to Hernando Gomez)
Medellin	HJDM	1520	0.5	Prospero Aguirre
Medellin	HJDQ	1320	0.75	Cia. Antiquena de Radiodifu- sion (Fernando Restrepo Al- varez, owner)
	HJDP	4885 sw.	.6	
Medellin	HJDR	1380	0.3	Ramirez & Cia. Ltda.
Medellin	HJDT	1150	0.25	Alfonso Jaramillo, Hernando Tellez, Jaime Garcia
Medellin	HJZ	1490	0.25	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Medellin	HJCB		0.5	Hernando Tellez B.
	HJAL	1465	0.5	
Monteria	HJFN	1420	0.1	Helidora Tamayo Teodulo Camacho, G.
	HJFP	1520	.1	
Ocana	HJBF	1525	0.1	Luis Linero
Palmira	HJEJ	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Regulo Benitez
Pamplona	HJBA	1400	0.1	Gonzalo Vargas
Pasto	HJHA	1350	0.35	Sociedad Radio Narino—Sra. Elisa de Pesantes, owner
Pasto	HJHB	1170	0.5	Bernardo Bueno Delgado
Pereira	HJFA	6054 sw.	.75	Cesar and Mario Arango M.
	HJFE	1470	0.499	
	HJFQ	1120	.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga" Antonio Giraldo C. & Son
	HJFF	1350	1.	
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.3	Mercedes M. De Valencia
Quibedo	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HBJB	1140	0.5	Julio A. Sanchez
Santander	HJEA	1550	.025	Escuela Rafael Tello
Sevilla	HJET	1510	0.25	Daniel Benitez
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic station)
Tulda	HJEK	1420	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Pedro Martinez

COSTA RICA

Alajuela	T15JJM	575	.8	Emilio E. Martinez
Cartago	TIMC	735	0.75	J. Mario Cardos
	T14NRH	710	0.75	Amanda Cespedes M.
		9692 sw.	0.75	
Heredia	TIWS	6065 sw.	0.3	Manuel Campos J.
Puntarenas	TIJMP	690	1.0	Jose Maria Pinaud
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
	TIGPH2	800	3.	Gonzalo Pinto H.
	TIPG	625	5.0	Perry Girton
San Jose		9615 sw.	2.5	
	TIGH	690	2.	Jose Maria Pinaud
	TIVP	750	0.5	Narciso Garcia
San Jose	TILJ	775	0.5	Lola Monje M. de Jimene
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
		830	3.	
		1225	3.	
San Jose	TIRS	920	.4	Rogelio Sotela B.
San Jose	TIOS	940	0.5	Rafael Sotela
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFA	1000	0.25	Francisco Arie
San Jose	TISMG	1045	0.5	Guillermo Zniga
San Jose	TINBC	1070	2.0	Perry Girton
San Jose	TIHZ	1150	1.	Heli Zuniga
San Jose	TIRRC	1200	0.5	Carlos Borge
		6180 sw.	0.3	
San Jose	TIBAS	650	2.5	Gonzalo Pinto H. (same as for TIGPH)
San Jose	TILS	880	5.	Luis Saenz Mata
		6165 tw.	2.	
San Jose	TIMACHO	1100	.5	Maximo Chaves Arias

CUBA

Artemisa	CMAX	660	.25	Juan de Dios Careno y Valdes
Bayamo	CMKX	1090	.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	5.	Manuel Alvarez
			0.2*	*Present authorized power
Camaguey	CMJL	920	10.0	Circuito CMQ
Camaguey	CMJN	740	1.	Cadena Azul, S. A.
Camaguey	CMJK	620	0.25	Jones Castrillon y Cia.
	COJK	8665 sw.	1.0	

. . . **LATIN-AMERICAN STATIONS** . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Camaguey	CMJA	1060	0.25	Rafael Valdes
Camaguey	CMJE	1230	0.25	Primo A. Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz Perez
Camaguey	CMJW	1400	0.25	Andres M. Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Cardenas	CMGE	1470	0.25	Geraro Sabater
Cerro	CMCB	1330	0.25	Metropolitan Radio de Cuba S. A.
Cienfuegos	CMHM	1450	0.25	Jose Ramon Remenias, Jr.
Cienfuegos	CMHJ	1350	0.25	Romauldo Ugalde Cordero
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1440	0.25	G. Gessa Lopez
Ciego de Avila	CMJM	1270	1.	
Ciego de Avila	CMJO	1470	0.25	Benifacio Ildefonso
Cruces, L. V.	CMHK	1380	0.25	Virgilio Villanueva
Guanabacoa	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa	CMCF	910	3.5	Radio Internacional
Guantanamo, Orte	CMKS	900	0.25	Candido Savon Suarez & Martinoll
Guantanamo	CMKH	1130	0.25	Virgilio Arciero Maffei
Havana	CMCJ**	1580	0.25	Rafael Rodriguez
Havana	CMCR**	1580	0.25	Juan Gonzalez y Seneriz
Havana	CMCA**	1490	0.25	Augusto Testar y J. M. Gonzalez
Havana	CMCG**	1460	0.25	Dr. Miguel Angel Campos
Havana	CMCQ	1420	.25	Andres Martinez
Havana	CMBX**	1390	0.25	Vicente Espinosa
Havana	CMOA**	1360	0.25	Juan Fernandez Duran
Havana	CMC**	1360	0.25	Rafael Valdes
Havana	CMBG**	1390	.25	John L. Stowers
Havana	CMCX- CMCH	1290	.25	Jose Custodio Milagro Rumbaut y Lenza
Havana	CMCW	1230	.25	Jose Vilarino
Havana	COK	11616	1.0	Cuban Natl. Sports Department
Havana	CMCU	1190	.25	Jorge Garcia Serra
Havana	CMZI	7190	0.5	Govt. of Cuba—Ministry of Natl. Defense
Havana	CMBQ	1150	5.	Jose Castro Veiga
Havana	CMBY	1110	.25	Pages y Cia.
Havana	CMCM	1060	.25	Cia. Transradio Columbia
	COCM	9833	1.0	
Havana	CMX	1010	10.	Francisco A. Lavin
	COCX	11650 sw.	1.0	
Havana	CMBZ	950	1.0	Manuel y Guillermo Sales
	COBZ	9030 sw.	.25	
Havana	CMK	830	.25	Fausto Montiel
Havana	CMQ	690	25.0	Circuito CMQ
Havana	CMCY	590	15.	RHC Cadena Azul S. A.
	COCY	11740 sw.		
Havana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
	COCW	6325	0.1	
Holquin	CMKV	600	1.	
Holquin	CMKF	1490	.25	Manuel J. de Gongora
Holquin	CMKJ	970	1.0	Circuito CMQ
Holquin	CMKO	1220	.25	Manuel Angulo Farran
Jovellanos	CMGN	1310	1.	
Marianao	CMBF	730	1.2	Cia. Radio Universal S. A.
Mariano	CMZ	1260	1.2	Ministry of Education, Govt. of Cuba
	COX	9640		
	CMZ1	7190	.3	
		955		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Matanzas	CMGH	1440	0.6	Garcia Alvarez and heirs
Matanzas	CMGF	1240	0.25	Bernabe R. de la Torre
	COGF	11800	sw.	
Manzanillo	CMKE	1320	0.25	Cia. Radioemisora Manzanillo
Manzanillo	CMKM	560	0.25	Raimundo Comas Doler, Merchan y P. Figueredo
Neuvas	CMJQ	1580	.25	Casper Estevez
Palma Soriano, Orte	CMKZ	1430	.25	Joaquin Venero Obregon
Piner del Rio	CMAB	1450	.25	Francisco Martinez
Piner del Rio	CMAQ	810	1.0	Circuito CMQ
Piner del Rio	CMAN	1300	1.0	RHC
Placetas, L. V.	CMHP	1320	.25	Candido de Los Angeles, Guevara Perdome
Puerto Padre	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros	CMCK	980	5.0	Luis y Ernesto
	COCO	8700	2.0	Casas Rodriguez
	COCK			
Rancho Boyeros	CMBC	790	1.0	Domingo Fernandez Cruz
	COBC	9363	sw. 1.0	
Regla	CMCD	630	5.0	La Voz del Aire S. A.
	COCD	6130	1.0	
Sagua La Grande	CMHA	1280	.25	Obelardo Menocal
Sancti Spiritus	CMHB	1310	.25	V. E. Weiss y O. Ramirez Isla
Santa Clara	CMHI	570	15.-D	RHC
	COHI	6455	1.0	
Santa Clara	CMHQ	800	10.0	Circuito CMQ
Santa Clara	CMHW	950	1.	RHC
	CMHN	960	1.	
Santa Clara	CMHO	1250	.25	Enrique Lasanta
Santa Clara	CMHX	1480	.25	Francisco Chavarry Fuster
Santiago de Cuba	CMKN	930	1.	RHC
Santiago de Cuba	CMKU	640	1.0	Circuito CMQ
Santiago de Cuba	CMKW	1000	1.0	Ricardo Miranda, Cortes y Raul Souлары Exchevarria
Santiago de Cuba	CMKC	1250	.25	Roberto Miguel Gonzalez
Santiago de Cuba	CMKR**	1390	.25	Jaime Nadal
Santiago de Cuba	CMKD	1290	1.	Otto Juan Vinas Gimeno
San Luis, Oriente	CMKQ	1460	0.5	Angela Viciado Quintero
Trinidad	CMHT	990	.25	F. E. Soto del Valle
Vedado	CMOX**	1490	.25	Perez y Chisholm
Vedado	CMCO	1230	.25	Enrique Lasanta Oliver
Vedado	CMBD**	1460	.25	Luis Perez Garcia
Vedado	CMBS	1090	.25	Enrique Artalejo Fernandez
Victoria de las Tunas, Oriente	CMKG	1050	.25	Emilio Gran Medina
	COKG	7058	1.2	

** Share time.

DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.2	Frank Hatton
	HIIZ	6316	sw. 0.1	Frank Hatton
Ciudad Trujillo	HIJ	1190	.075	
Ciudad Trujillo	HI4M	1150	.02	Jorge L. Rodriguez
Ciudad Trujillo	HI7P	1300	.25	J. M. Roques Roman
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HIIN	6243	0.07	
Ciudad Trujillo	HIX	950	0.25	Dominican Govt.
	HI3X	11960	sw. 0.25	
	HI1X	6340	sw. 0.25	
Ciudad Trujillo	HIG	900	0.05	A. Cordero Puello
		6280	sw. 0.04	
Ciudad Trujillo	HI1G	6120	sw. 0.25	A. Cordero Puello
	HI2G	9140	sw. 0.25	
Ciudad Trujillo	HIL	6175	sw. .08	J. C. Pellicer

. . . **LATIN-AMERICAN STATIONS** . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Ciudad Trujillo	HIT	6630 sw.	0.1	F. A. Sanabia
		1050		
Ciudad Trujillo	HI8Q*	1475	.025	Julio Garcia Alardo
Ciudad Trujillo	HI6H*	6115 sw.	0.1	Emilio Garden
Ciudad Trujillo	HI8T*	6122 sw.	.03	Raul Henriquez S.
Ciudad Trujillo	HI2D*	6026 sw.	.15	Accion Catolica Dominicana
		6900 sw.		
		†4500 sw.		

†It is reported that this station is being operated by the Govt. on 4500 kc. as a communications station.

Ciudad Trujillo	HI7P	6800 sw.*		J. M. Roques Roman
Ciudad Trujillo	HI6Y	6660 sw.*	.025	Alfonso Cuervo
Ciudad Trujillo	HI8T	6122 sw.*	.003	Raul Henriquez S.
Monsenor Nouel, La Vega..	HI2T	6480	.20	Jose Arismendy Trujillo
Santiago	HI1A	6190 sw	.25	Rafael Western
Santiago	HI3U	6015 sw.	.1	Fernando Bertran
Santiago	HI9B	6383 sw.	.25	Jacinto L. Sanchez
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	1010	.025	
Puerto Plata	HI5P*	6565 sw.	.03	J. M. Modesto
San Cristobal	HI1R	6420	.20	Luis Alberti
San Pedro de Macoris.....	HIH	1420	.15	Domingo Dominguez
	HI1J	6025	.25	Fausto Donastorg
San Pedro de Macoris.....	HIH	6025 sw.	.25	Fausto Donastorg
Romana	HI3C	6690 sw.	.15	Antonio Herrero Hernandez

ECUADOR

Ambato	HC1VT	6550 sw.	0.1	Municipio de Ambato
Cuenca	HC1AO	4200 sw.	.0015	Humberto Espinosa
Cuenca	HC1CC*	7461 sw.	.004	Comunidad Salesiana
Guayaquil	HC2CW*	900 sw.	.0025	Alfonso Silmot
		8400 sw.		
Guayaquil	HC2OAD	9400 sw.	0.2	Odalia Aruz de Garcia
		900	0.1	
Guayaquil	HC2AJ	1050	1.0	Cia. Radiodifusora del Ecuador
Guayaquil	HC2JSB	1250	0.2	Juan S. Beher
		7854 sw.*		
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2CM			
Guayaquil	HC2ET	9200 sw.	0.2	Jose Santiago Castillo
	HC2GI	1165	0.1	
Guayaquil	HC2DC			
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olca
Guayaquil	HC2RL	6647 sw.	0.2	
Ibarra	HC1IM	4020 sw.	0.3	I. Municipio de Ibarra
Portoviejo	HCJB4	3645 sw.	.008	Clarence W. Jones
Quito	HCJB	974	.7	Clarence W. Jones
		4108 sw.	0.150	
		12455 sw.	7.0	
		9958 sw.	.7	
		28040 sw.	.025	
		7285 sw.	.14	
		27850	1.0	
		14200	1.0	
		7068	1.0	
		957		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Quito	HC1PM	5725 sw.	0.15	Leonardo Ponce
Quito	HCQR	1330	0.3	Carlos Mantilla O.
Quito	HCQRX	5970 sw.	0.3	Carlos Mantilla O.
Quito	HCBT	1304	0.25	Cesar Mantilla
	HCBS	9350 sw.	0.25	
Quito	HCK*	5885 sw.	0.3	
Quito	HCIGP	7874 sw.	0.2	Miguel Olugel Gonzales, owner; Padre Elias Brito, Dir.
Quito	HC1AD	1410	.25	Operated by Cia. Anterandina de Broadcasting—Vicente Ordenez Pellares, Enrique Arrengui R.
	HC1AB			
Quito	HC2ROZ			
Quito	HC1BF	7265	.3	Adriano Jaramillo
	HC1BD	1111	.2	
Riobamba	PRADO	6618 sw.	0.5	

EL SALVADOR

San Salvador	YSR	6520 sw.	0.8	Alberto Cevallos
San Salvador	YSS	990	2.5	
San Salvador	YSS	640	0.5	Direccion General de Com.unicaciones, Govt. of El Salvador
	HUB	4795 sw.	0.3	
	YSD	7894	0.5	
	YSM	11710	0.4	
San Salvador	YSP	780	.115	Fernando Alvayeros Sosa
	YSP-1	1560 sw.		
	YSP-A*	760		
	YSP-B	10400 sw.		
San Salvador	YSO	6150 sw.		

* Reported off the air by FBIS.

GUATEMALA

Guatemala City	TG1	1310	0.3	Govt.
	TG2	6220 sw.	1.	Department of Communications
	TG3	2320	.015	
Guatemala City	TGW	640	10.0	Guatemala Govt.
	TGWA	15170 sw.	10.	
	TGWB	6480 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGX	1415	.05	Miguel Angel Mexicano Novales
Quezaltenango	TGQ	1450	1.	Govt.
	TGQA	6400 sw.	0.2	

HAITI

Port-au-Prince	HHWB	9550		
Leogane	HHK*	6200	25.	Haitian Govt.
		9620 sw.		
		1820 sw.		
		17850 sw.		
		21670 sw.		
		920		
Port-au-Prince	HH3W	10135 sw.	0.5	Ricardo C. Widmaier, Jr.
	HHW	1230	0.25	
	HH2W*	6135 sw.	.03	
		958		

LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM	6167 sw.	0.1	Frank C. Magliore

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HONDURAS

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula.....	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	6875 sw.	.2	Rafael Ferrari

NICARAGUA

Granada	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada	YNWW			
Leon	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua	YNLG	1530		
Managua	YNDS	6610 sw.*	1.	
Managua	YNPS	8590 sw.*	0.8	
Managua	YNOW	1230*		
Boaco	YNBO	6760 sw.	1.0	La Voz de Nicaragua (Govt.)
Managua	YNCQ	6850 sw.*	0.8	Mendoza y Hermanos

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PANAMA

Colon	HP5K	6005 sw	0.2	Jose Jaen y Jaen
	HOK	640	0.25	
Panama	HP5G	11780 sw.	.6	Radio Panamericana
	HOA	1000	.4	
Panama	HOC	1440	.025	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.3	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.15	Ernesto de la Guardia, Jr.
	HP5C	730	.4	
Panama	HP5H	6122 sw.	0.15	M. Lombardo Vega
Panama	HP5J	9600 sw.	0.2	Servicio Publica de Radio,
	HP6J	1358 sw.	0.1	Manuel Doce

PARAGUAY

Asuncion	ZPA1	6010	2.5	Official Govt. Station
Asuncion	ZP1	970	0.1	Atilio C. Bajac
Asuncion	ZP4	730	0.1	Iseru and Scarello
	ZP8	11850 sw.*	0.1	
Asuncion	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion	ZP9	970	1.2	A. C. Bajac
Asuncion	ZP10	1330	0.1	Victor Noriega
Asuncion	ZP11	1200	0.1	Juventus Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP17	1030	0.1	Jose Hanemann
Asuncion	ZP3	700	.6	Teleco Paraguaya S. A.
	ZPA3 sw.			

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Asuncion	ZPA2	11721 sw.*	5.	Teleco Paraguaya S. A.
	ZPA6	7890 sw.*	5.	
	ZPA7	15780 sw.	5.	
	ZPO3	13333 sw.*	5.	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.—operator; Jaimie Yankelevitch—owner
Encarnacion	ZP7	900	0.1	Julio Cormillot
Villarrica	ZP15	700		
Villarrica	ZP6	1300	0.1	Emilio Jordan Livieres

* Reported off the air by FBIS.

PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	0.25	J. Antonio Umberto F.
	OAX6E	6055 sw.	0.3	
	OAX6D	9500 sw.	0.25	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.3	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.2	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huancayo	OAX4P	6200 sw.	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-Castilla
Ica	OAX5B	1460	0.2	Luis de los Heros y de los Rios
	OAX5C	9590 sw.	0.2	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	Gobierno del Peru
	OAX4G	6190 sw.	0.25	
	OAX4Z	6082 sw.	15.	
Lima	OAX4A	854	10.	Ing. Juan P. Goicochea
	OAX4T	9562 sw.	10.	
	OAX4R		sw.	
	OAX4E	960	0.2	
Lima	OAX4K	9545 sw.	0.25	Dianderas Samanez
	OAX4I	1320	0.25	
Lima	OAX4J	9520	0.2	Rafael Larco Hoyle
	OAX4X		0.3	
	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1030	5.	
	OAX4V	sw. 6010	2.	
	OAX4W	sw. 9510	0.5	
Trujillo	OAX2A	6000.57 sw.	0.25	Rafael Larco Hoyle
	OAX2B	1400	0.25	

SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.
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LATIN-AMERICAN STATIONS
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URUGUAY

Canelones	CW47	1470	0.3	Julio J. Rabassa
Canelones	CW3	580	0.3	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano
Colonia	CXA8	11840	3.0	Jaime Yankelevich
Colonia	CXA14	6055	1.0	Jaime Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida	CW33	1200	0.075	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX4	610	5.0	Direccion Agronomia (Ministry of Agriculture)
Montevideo	CX6	650	20.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Batlle y Gestoso
Montevideo	CX12	770	20.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	50.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX20	930	2.0	Carlos L. Romay
Montevideo	CX24	1010	2.5	SADREP Ltda.
Montevideo	CX28	1090	5.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1330	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Julio J. Rabassa
Montevideo	CX46	1450	1.5	Guzman Bertachi
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	5.0	Radio Electrica
Montevideo	CXA6	9620	20.0	
Montevideo	CXA10	11900	20.0	(Ministry of P. E.—Uruguayan Govt.)
Montevideo	CXA18	15300	20.0	
Montevideo	CXA19	11705	4.0	Difusoras El Espectador Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Rabassa
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW43B	1480	0.75	Walfrido Figueira Moran
Rivera	CW49	1340	0.06	Jorge Downton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	660	0.25	Luis Batlle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soriano-Mercedes	CX52	1570	0.5	Anibal Frabaside, Juan Orlando Kelly, Jose Pedro Irararay, y Florencio Donato Montero
Soriano-Mercedes	CW46B	1460	0.05	Roberto Tarucell
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

• • • **LATIN-AMERICAN STATIONS** • • •

VENEZUELA

Acarigua	YV3RF	3490 sw.	.104	Pausides Sigala
Barcelona	YV6RC	3450 sw.	1.5	L. J. Arreaza
	YV6RE	1080	.25	
Barquisimeto	YV3RE	1475	.775	Amilcar Segura
	YV3RN	4990 sw.	.300	
Barquisimeto	YV3RS	3490	.65	Rafael A. Segura
Caracas	YV5RN	4920 sw.	5.0	Ricardo Espina, Dir.
	YV5RA	960	10.0	Almacen Americano
Caracas	YV5RB	790	4.72	Dogowitzle Sidlitz
	YV5RM	6150	2.3	H. Deewitz, Dir.
Caracas	YV5RH	720	1.0	Pbro. J. M. Pallin
	YV5RX	3430 sw.	.75	(Catholic Church)
Caracas	YV5RG	1010	.96	Compania Anonima
	YV5RU	4860 sw.	5.0	C. E. Riskel, Dir.
Caracas	YV5RI	590	1.138	Oscar Vincentelli, Director
	YV5RY	3380 sw.	1.96	
Caracas	YV5RL	1160	1.0	Ponce & Benzo Scs.
	YV5RW	3400 sw.	1.15	
Caracas	YV5RQ	882	1.182	Cia. Anonima
	YV5RS	3360 sw.	2.1	H. Deewitz, Dir.
Caracas	YVKA	630	.88	National Govt.
	YVKO	4950 sw.	5.	National Govt.
	YVKB	6172 sw.	2.2	National Govt.
	YVKC	9640 sw.	2.2	National Govt.
	YVOR	11725 sw.	2.2	National Govt.
	YVPX	15315 sw.	2.2	National Govt.
Ciudad Bolivar	YV6RA	1400	.68	E. Torres Valencia Sucs.
	YV6RU	4790 sw.	.96	E. Torres Valencia Sucs.
Coro	YV1RT	3300 sw.	.175	J. Romero
Coro	YV1RY	4770 sw.	.30	Roger Leyba
	YV1RW	1370	.193	Roger Leyba
Cumana	YV7RA	1200		L. J. Arreaza
	YV7RB	3470 sw.		L. J. Arreaza
La Guaira	YV5RZ	1050	.75	Carlos L. Perez
	YV5RV	4760 sw.	1.05	Carlos L. Perez
Maracaibo	YV1RA	1300	.09	Luis Garcia N.
	YV1RV	4750 sw.	.30	
Maracaibo	YV1RC	1400	.52	Pedro Bermudez
	YV1RT	3370 sw.	.455	
Maracaibo	YV1RD	1150	.2	L. G. Govea
	YV1RU	3440 sw.	1.0	L. G. Govea
Maracaibo	YV1RF	1120	.55	N. Vale Quintero
	YV1RX	4800 sw.	2.0	
Maracaibo	YV1RL	4810 sw.	.300	J. A. Higuera
	YV1RK	1250	.437	J. A. Higuera
Maracay	YV4RK	3390 sw.	.465	Atilio Ormezzano
	YV4RL	1430	.193	
Maracay	YV4RX	3310 sw.	.1	Luis Croquer
	YV4RD	1150	.1	
Merida	YV2RC	3420 sw.	.60	A. M. Quintero
Pt. Cabello	YV4RR	1490	.520	Rafael A. Segura
	YV4RQ	3480 sw.	.885	
San Cristobal	YV2RN	4820 sw.	2.0	J. Diaz Gonzalez
Trujillo	YV2RB	980	.325	
	YV1RO	3310 sw.	2.0	Pedro J. Torres
Valera	YV1RZ	4840 sw.	.30	Jorge L. Ferbes, owner;
				Pedro Flores I., Dir.
Valencia	YV4RO	4780 sw.	.30	H. & G. Degwitz
	YV4RA	1350	.83	
Valencia	YV4RE	3460 sw.	1.0	Miguel Ache
	YV4RP	1400	1.138	

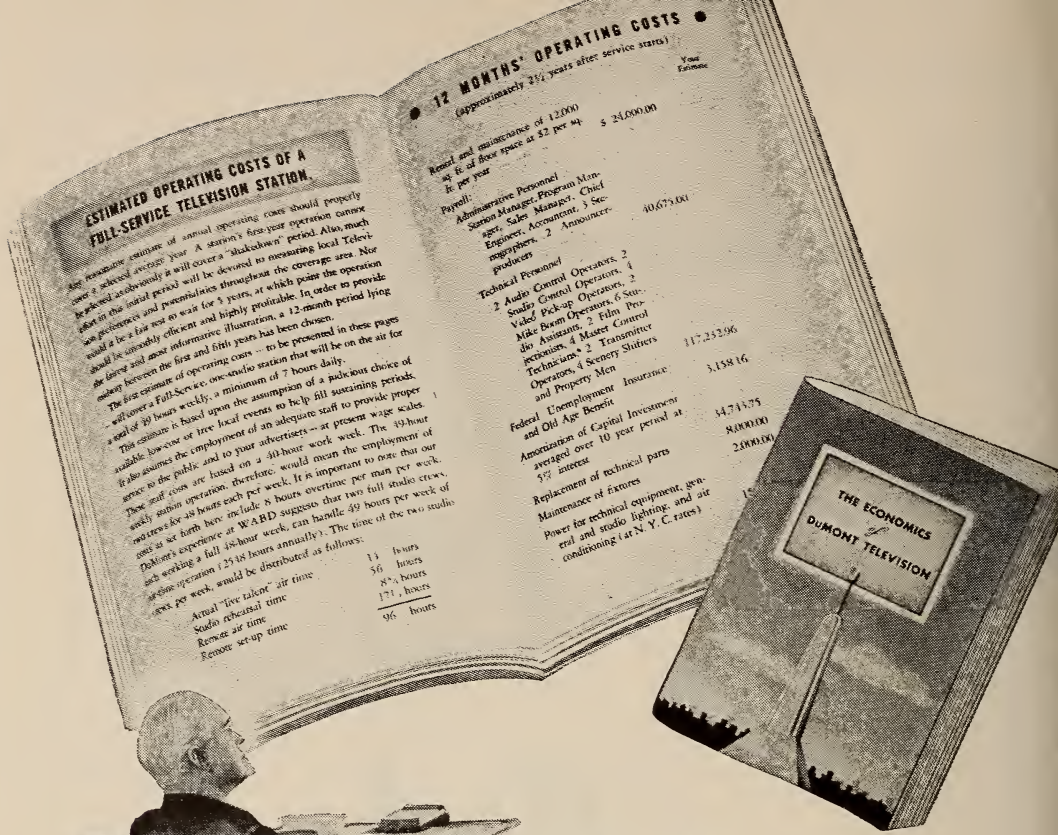
For the BEST IN NEWS

For the

BEST IN PROGRAMS

BASED ON NEWS

API!



ESTIMATED OPERATING COSTS OF A FULL-SERVICE TELEVISION STATION.

Any reasonable estimate of annual operating costs should properly cover a selected average year. A station's first-year operation cannot take in the initial period will be devoted to measuring local television preferences and possibilities throughout the coverage area. Not only should be a fair test to wait for 3 years, at which point the operation should be already efficient and highly profitable. In order to provide the lowest and most informative illustration, a 12-month period lying midway between the first and fifth years has been chosen.

The first estimate of operating costs -- to be presented in these pages -- will cover a Full-Service, one-studio station that will be on the air for a total of 39 hours weekly, a minimum of 7 hours daily.

This estimate is based upon the assumption of a judicious choice of available, low-cost or free local events to help fill sustaining periods. It also assumes the employment of an adequate staff to provide proper service to the public and to your advertisers -- at present wage scales.

These staff costs are based on a 40-hour work week. The 40-hour weekly station operation, therefore, would mean the employment of one crew for 40 hours each per week. It is important to note that our crew rates do not include 8 hours overtime time per week.

DuMont's experience at WABD suggests that two full studio crews, each working a full 40-hour week, can handle 49 hours per week of studio operation (25 1/2 hours annually). The time of the two studio crews per week, would be distributed as follows:

Annual "live talent" air time	13 hours
Studio rehearsal time	56 hours
Remote air time	87 1/2 hours
Remote setup time	171 hours
	327 1/2 hours

12 MONTHS' OPERATING COSTS
(approximately 2 1/2 years after service starts)

Rent and maintenance of 12,000 sq. ft. of floor space at \$2 per sq. ft. per year \$ 24,000.00

Payroll:

- Administrative Personnel: Station Manager, Program Manager, Sales Manager, Chief Engineer, Accountant, 3 Secretaries, 2 Announcers \$ 60,675.00

Technical Personnel:

- 2 Audio Control Operators, 2 Studio Control Operators, 2 Visual Patch Operators, 2 Mike Room Operators, 4 Studio Assistants, 2 Film Production Technicians, 4 Master Control Technicians, 2 Transmitter Operators, 4 Security Shifters and Property Men 117,232.06

Federal Unemployment Insurance and Old Age Benefit 3,158.16

Americanization of Capital Investment averaged over 10 year period at 5% interest 34,733.75

2,000,000

Replacement of technical parts 2,000.00

Maintenance of fixtures

Power for technical equipment, general and studio lighting, and air conditioning (at N. Y. C. rates)

WHEN CAN TELEVISION TURN A PROFIT?

Facts, figures and "television know-how" are needed when considering this important question. Du Mont is qualified to help you find the answer. Du Mont has marched in the forefront of radio and electronic progress for the past 15 years. Du Mont has contributed importantly to television broadcasting and receiving equipment design. Du Mont has built more tele-stations than any other company. Du Mont has operated Station WABD and commer-

cially programmed its time since 1942. From this deep reservoir of television experience, Du Mont has drawn a pattern which you can use to plan your television future. This pattern is presented in detail in our new booklet, "The Economics of Du Mont Television." This booklet sharpens but one axe—the tested superiority of Du Mont station equipment. This is another Du Mont contribution to the development of a great new medium. Please request it on your firm letterhead.

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ALLEN B. DU MONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK



PRESENTS

THE 1946
YEAR BOOK
OF
TELEVISION

Edited by
JACK ALICOATE

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LEADERSHIP REQUIRES VISION



First in the West with

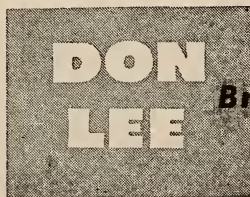
- ★ ALL-TELEVISION STATION ★ TELEVISION
- BROADCASTING ★ ALL-TELEVISION BUILDING
- ★ FREQUENCY MODULATION ★ ALL-FM BUILDING

First on the Pacific Coast with

- ★ NETWORK RADIO BROADCASTING
- ★ COMPLETE RADIO COVERAGE (39 Stations)

NOW

—Don Lee has acquired a television site of the height considered most advantageous for both Television and Frequency Modulation Broadcasting. Don Lee's purchase of a site on the top of Mount Wilson, home of the world-famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Television and Frequency Modulation Broadcasting. No finer location could be obtained in all Southern California.



Broadcasting System

TELEVISION

Radio Daily presents the first edition of the Year Book of Television . . . a mellowed reflection of the past, a colorful show window of today and a happy preview of things to come.



We believe that Television will soon break through the dam of reconversion difficulties. . . . Its place in the sun, alongside of the stage, screen and radio is already assured.



In the meantime it is hoped that the pages that follow will be of help to the explorer in the field of video . . . To those who have helped we are indeed deeply appreciative.

JACK ALICOATE
Editor

Setting the Stage for

TELEVISION LEADERSHIP!



vision picture which have become the accepted standards of the industry.

SINCE 1928, Philco's pioneer contributions have played a leading part in the progress of television.

In *television reception*, perhaps the most important factor will be the quality of the picture. And Philco scientists and engineers . . . more than any other research group . . . have been responsible for constant improvement in the clarity, sharpness and detail of the tele-

In *television transmission* . . . Philco engineers designed and constructed the world's first multiple-relay television system to link two major cities . . . Washington and Philadelphia. Rapid development of nationwide networks can follow the pattern of this Philco relay system . . . thus bringing television entertainment to *national* audiences!

Look to Philco for continued pioneering . . . for leadership . . . in television.

PHILCO

Famous for Quality the World Over

Television To-Day —and Tomorrow

By FRANK BURKE, Editor, RADIO DAILY

TELEVISION—lusty infant of the electronic age—which suffered growing pains during 1945 now stands on the threshold of a boom era.

Despite the production setbacks and delays incident to channel allocations, television progressed during 1945 with leaders laying the foundation for network development, standardizing equipment, and educating the public on the potentialities of the new visual art.

Among the important developments of the past year was the FCC's action in allocating television channels in 140 major markets throughout the country, the completion of a coaxial cable network linking Washington and New York and the experimental networks using microwave relays and booster stations.

Applications received by the FCC indicate approximately 150 television stations are sought by broadcasters throughout the country. Most of the applications come from key center cities, and if production of transmitters gets underway it is expected that at least 10 new television stations will take to the air during 1946.

Television set manufacturers view 1946 as a banner production year with OPA difficulties eased. One manufacturer predicts that 200,000 new television receivers will be in the hands of consumers before the end of the year and that a potential market of millions of receivers awaits production and sales schedules.

The battle of frequencies continues with two schools of thought airing their views on whether television should develop immediately in the low frequencies with an acceptable black-and-white-image or wait until ultra high frequency color television is fully developed for commercial acceptance. In the black-and-white field RCA recently demonstrated an excellent image using the new image orthicon camera and improved receivers. On the other hand CBS staged press previews of color television using a new

transmitter and a vastly improved mechanical scanning system.

Production Gets Underway

While the battle of the frequencies is being waged RCA, Philco and General Electric are going right ahead with the manufacture and merchandising of black and white receivers which are expected to range in price from \$150 to deluxe models as high as \$1,000. Proponents of color, while not geared at present to produce receivers, forecast that color television sets will be available within six months and that the cost of these receivers will not exceed 10 per cent more than the conventional black-and-white sets.

As the industry gets in the stride the ranks of the so-called "experts" continue to grow. Television institutes and schools are springing up in New York, Chicago and the west coast and layman interest in video continues to grow. In many instances "experts" have talked and written themselves out on the subject of television and left advertising agency executives, potential sponsors and others wanting more specific information on the visual art.

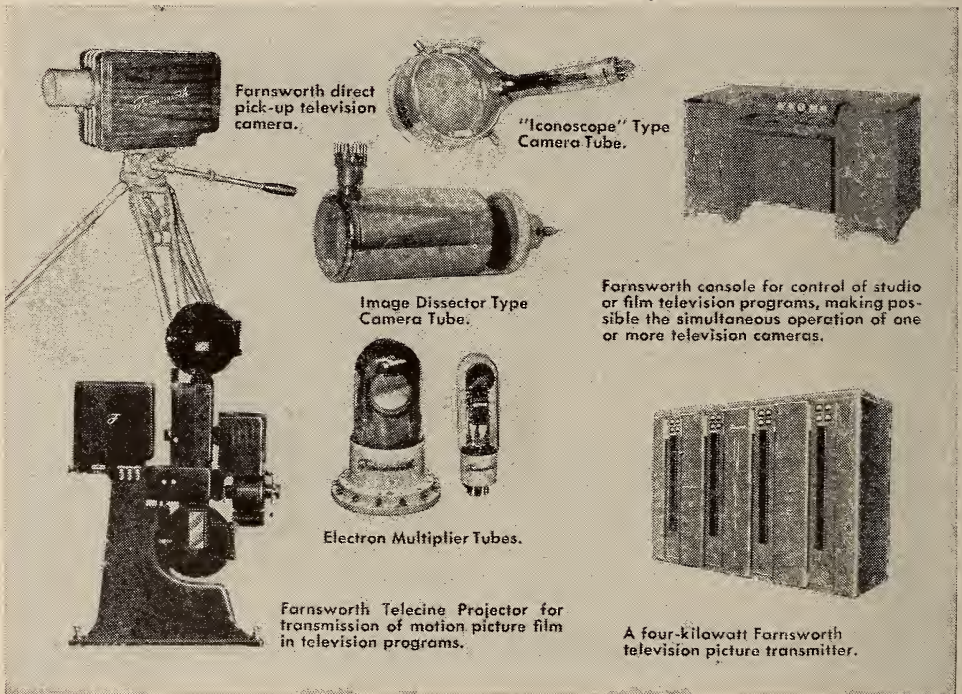
Intra-store television looms as an important phase of video merchandising with experimental installations having been tried out in Philadelphia and Jamaica, L. I. The Philadelphia demonstration, staged by Gimbel's store in collaboration with RCA, attracted large crowds and proved that visual merchandising was practical. Similar results were obtained in Jamaica with the demonstration operating on a smaller scale.

In conclusion the best appraisal of the future of television was made by Paul Porter, ex-FCC chairman, during the inauguration of the coaxial link between Washington and New York on Lincoln's Birthday. Porter said that communications, including television, would become a \$6,000,000,000 industry, would create many new jobs and carry "a great re-conversion load in the next few years."

Look to the pioneer...

FARNSWORTH...

for Better Television Equipment!



Farnsworth! The name you think of *first* in television! With a rich heritage of eighteen years of experience in electronic television, with increased plant facilities, with war-acquired skills and techniques, Farnsworth is ready to meet the industry's need for communications, broadcasting and television transmission and reception units, including technical equipment for laboratory use.

FARNSWORTH

*Television · Radio
Phonograph - Radio*

FARNSWORTH TELEVISION & RADIO CORPORATION, Fort Wayne 1, Indiana

Farnsworth Radio and Television Receivers and Transmitters · Aircraft Radio Equipment · Farnsworth Television Tubes
Halstead Mobile Communications and Traffic Control Systems for Rail and Highway · the Farnsworth Phonograph-Radio
the Capehart · the Panamuse by Capehart

Television Gains Via Wartime Use

By D. F. SCHMIT, Director of Engineering, RCA Victor Division

UNLIKE many of the newer wonders which are ushering in the Electronic Age, television is not a "war baby." Television graduated from the laboratory to the state of a limited public service some years before the war. Many public demonstrations were given, transmitters went on the air in several of the larger American cities, and television receivers were purchased and used in some 10,000 American homes.

It has been during the war and the few months since its close, however, and partly as an outgrowth of wartime research for military purposes, that television has come of age. Having now attained its majority, it promises in the next year or two to become at least one of the most important, if not the most important, of all electronic services, in point of both its economic significance and its effect on the living of America.

Major Developments

Several major developments contributing to the technical advancement of black-and-white television have come out of the RCA Laboratories and the various engineering development laboratories of the RCA Victor Division of the Radio Corporation of America during the war years. These include a new super-sensitive camera, new picture tubes that greatly increase the brilliance and clarity of the televised image, a large-screen projection system for home receivers, and new tubes and circuits which improve image quality and, at the same time, make it possible to design cameras, studio and control equipment, and receivers that are smaller, lighter in weight, and more compact than pre-war units.

Before the war, outdoor program material was limited by weather and the time of day, and indoor material required intensely brilliant artificial lighting. A screen image of adequate brilliance could be obtained only in a darkened room, and even then, definition left something to be desired. Home receiver viewing screens, occupying the face of the picture tube, were restricted in size by physical

limitations on the size of tube it was practicable to build, with the usual screen size about 7 by 9 inches.

Program Possibilities

Today, with the super-sensitive RCA Image Orthicon in a lightweight, compact field camera, television producers have entered upon a vast new field of program possibilities, encompassing round-the-clock coverage of news and special events in any kind of weather, by sunlight, twilight, streetlight, or the ordinary indoor lighting of theaters, auditoriums, schools, churches, courtrooms, concert halls, and sport arenas.

With the new and improved RCA Kinescopes, set-owners may see television images possessing brilliance, definition, and contrast equal to those of motion pictures in a normally lighted room.

Prospective set-owners contemplating the purchase of de luxe television receivers for large rooms or relatively large family or social groups of observers may look forward to a screen image approximately as large as a full page of a newspaper, provided by the RCA Victor large-screen projection-type receiver.

The RCA Image Orthicon is possessed of light-sensitivity 100 times greater than that of prewar camera tubes and approaching that of the human eye. This extreme light-sensitivity is achieved by interposing a series of electron multiplier stages between the photocathode on which the light image is focused and the signal output, thereby amplifying the initial response to low light levels.

The vastly improved brilliance and definition of images obtained on new RCA Kinescopes have been achieved through advances in the design of electron guns and the development of luminescent materials providing increased efficiency and picture contrast.

Large Screens

RCA Victor's projection-type receivers employ a reflective optical system, consisting of a spherical mirror, which picks up the image from the face of the pic-

ture tube, and a molded plastic aspherical lens, which brings the reflected and enlarged image to a sharp focus on a rear-projection type viewing screen built into the receiver cabinet.

In the new RCA Projection-Kinescope to be used in these large-screen receivers, light losses are minimized by means of a very thin metallic film behind the fluorescent screen, which acts as a mirror to keep light generated by the fluorescent screen, which acts as a mirror to keep light generated by the fluorescent material from radiating back toward the inside of the tube.

Although color television cameras and receivers employing mechanically driven color filters have been demonstrated experimentally by RCA, and promising results have been obtained, the company feels that this phase of television is still in the laboratory stage. RCA does not plan to market equipment in this field until a non-mechanical, all-electronic color system can be perfected to provide images equal in clarity to those obtained with the present RCA black-and-white all-electronic system.

Present uncertainties in the manufac-

turing situation preclude the fixing of a specific date for the beginning of distribution on new RCA Victor television receivers, but it is expected that the first table models will come off the production lines about the middle of this year, with console models following next autumn.

RCA Victor's manufacturing schedule embraces a variety of television receivers, ranging from a direct-viewing type employing a 7-inch kinescope (picture size about 4½ x 6 inches) to a de luxe large-screen projection-type console providing a picture about 15 x 20 inches. Auxiliary services such as AM and FM radio reception and record reproduction will be included in some models. Prices are expected to range from about \$200 for a table model to approximately \$500 for a large-screen projection model with AM and FM reception.

RCA Victor, which has supplied more television broadcast equipment than any other company in the world, expects to have the first of its new television transmitters and other station equipment items ready for distribution by late summer or early autumn of this year.

Be Wise...

FILMS DON'T TELEVISION

Unless.... produced by the methods and techniques required for Telescanning, as against the present form of "movie" production that has been unsuccessfully applied, they will not conform to technical and electronic requirements and the exacting standards that should govern quality Television presentation.

As pioneer producers of Television Film Transcriptions, exclusively, TransVideo is prepared to place at the disposal of sponsors, agencies and stations, its unique "know how" in the production of films for Television.



TransVideo Film Productions
INCORPORATED

112 PARK AVENUE

NEW YORK 17, N. Y.

Murray Hill 4-6628

Color Television Of Tomorrow

By DR. PETER C. GOLDMARK, Dir. Engineering Research-Development, CBS

THE science of radio has continually probed for realism. In the aural field the fidelity of the sound has been improved bit by bit over the years until we can transmit over the air the full frequency range of the sound just as it would be heard by a listener on the spot. In the development of television, we have been following the same path. Now we are able to transmit a picture of a scene faithfully and completely, in natural colors, as it would appear to an observer on the spot.

In the field of electronics, the impulses carried on the air waves have been developed from the comparatively simple vibration of the wireless telegraph instrument, until today in the ultra-high frequencies around 500,000,000 impulses per second we are able to transmit the full, natural colors of objects before the television camera.

War research and employment of electronic discoveries, plus prior experience in field and laboratory, are the ingredients that make possible the new television in full color which the Columbia Broadcasting System has demonstrated and brought to the point of public commercial practicability.

By imposing the three primary colors one on top of the other in a rapid succession of impulses, the exact hues of the original object are transmitted to the eye of the viewer at the home receiver.

The ultra-high frequencies not only have brought us high definition color television, but because they permit the use of highly directional receiving antennas, they have made possible the absolute elimination of secondary images, known as "ghosts."

On the lower frequencies, these "ghosts" are the result of reflections. The image-carrying beam from the transmitter, strikes a high building or other obstruction and "bounces" off. In many instances both the primary wave, as well

as the image that has bounced off the obstruction, are picked up by the antenna and shown on the television screen at the receiver, thus giving a blurred image.

The directional antenna consists of a ten-inch horizontal bar, and a parabolic reflector six feet wide by eighteen inches high. The antenna can be turned in an arc to obtain the best image. The rotation of the antenna is controlled automatically by the station selector switch. On the low frequencies a directional antenna of similar properties would have to be sixty feet wide—obviously too heavy and clumsy to be practical.

The same characteristic of the ultra-high frequency which makes possible compact directional receiving antennas also makes it possible for us to achieve high gain in the transmitting antenna. Again the physical dimensions of the antenna are in favor of the ultra-high frequency. On the 71st floor of the Chrysler Building we now have installed an antenna with a gain of twenty which gives an effective power of 20 kilowatts to the CBS one-kilowatt ultra-high frequency transmitter.

On the subject of color fidelity of the CBS system, a number of questions have been raised as to the relative color quality of electronic and so-called mechanical systems. At the present time the CBS system includes mechanical elements. We have been and are working on an electronic system as well, but for the near future we see little hope of successful results. Moreover, it can be proven mathematically that the color quality of any electronic system cannot be superior to that inherent in the present CBS system. The reason for this is that the colors are today produced by filters of high mathematical and optical precision.

Moreover, when and if an electronic color system arrives, there is no reason why it need make obsolete any color receiver employing the CBS color system and in use at that time.

TALK ABOUT IMPACT!..

Just recently we invited the press to a preview of full color television in the ultra-high frequencies. Of course, we had planned running an ad on the event. What we hadn't planned was that the ad should be entirely (and glowingly) written for us. Here's what the press says about CBS color television.

SAYS "TIDE"

...CBS did not overlook the increased advertising potential of color. A women's style show, almost meaningless in monochrome, came to life in color. Even little things, like packages of cigarettes, do much better when seen in their familiar colors....

...The significance to the television industry of last week's demonstration would be hard to overstate....

The general reaction: "THIS IS IT!"

SAYS THE "DAILY NEWS"

...the demonstrations prove that 3 great obstacles, once regarded by many as insuperable, have been overcome. First, CBS is able to generate sufficient power in frequencies above 300 megacycles to transmit satisfactory color images. Secondly, it modu-

lates a 10 megacycle video band, which most authorities said could not be done. Third, it has eliminated the bothersome reflections known as "ghosts", which have hitherto marred television pictures.

Ultra-high frequency color television, without annoying "ghost" reflections, is a reality....

SAYS THE "WORLD-TELEGRAM"

CBS color video, in debut, proves beautiful beyond description.

...The image is sharp, distinct and completely realistic. Dr. Goldmark has given us a magic casement, and the vistas it will open should have a profound effect on every phase of the advertising and entertainment business, not to mention the arts, letters and sciences. It is a medium that

here's how CBS full color television struck the press

calls for the best in all these fields.

... those who watched the CBS demonstration feel sure there will be a mad rush to buy television sets as soon as the public has a glimpse of natural color video.

SAYS THE "HERALD TRIBUNE"

There were several new things about the demonstration. The signal was being transmitted in a full 360-degree arc from the Chrysler Building, rather than in a directional beam; one transmitter was sending both sight and sound, instead of a separate transmitter being used for each; there were no multiple reflections, or "ghosts" on the viewing screen; the colors appeared real. There was clear definition in the images as well....

SAYS "TIME"

It was clearly—and colorfully—the most notable television demonstration of the year... The reception, as vivid as a Van Gogh painting, made black-and-white television look antiquated....

SAYS THE "WALL STREET JOURNAL"

Television in color is a lot closer than most people had believed, it was conceded over the week-end by experts in the industry....

The pictures shown by CBS were clear and the color contrasts as good as those of the best color moving pictures....

The CBS demonstration left little doubt that color television has reached the perfection of black and white....

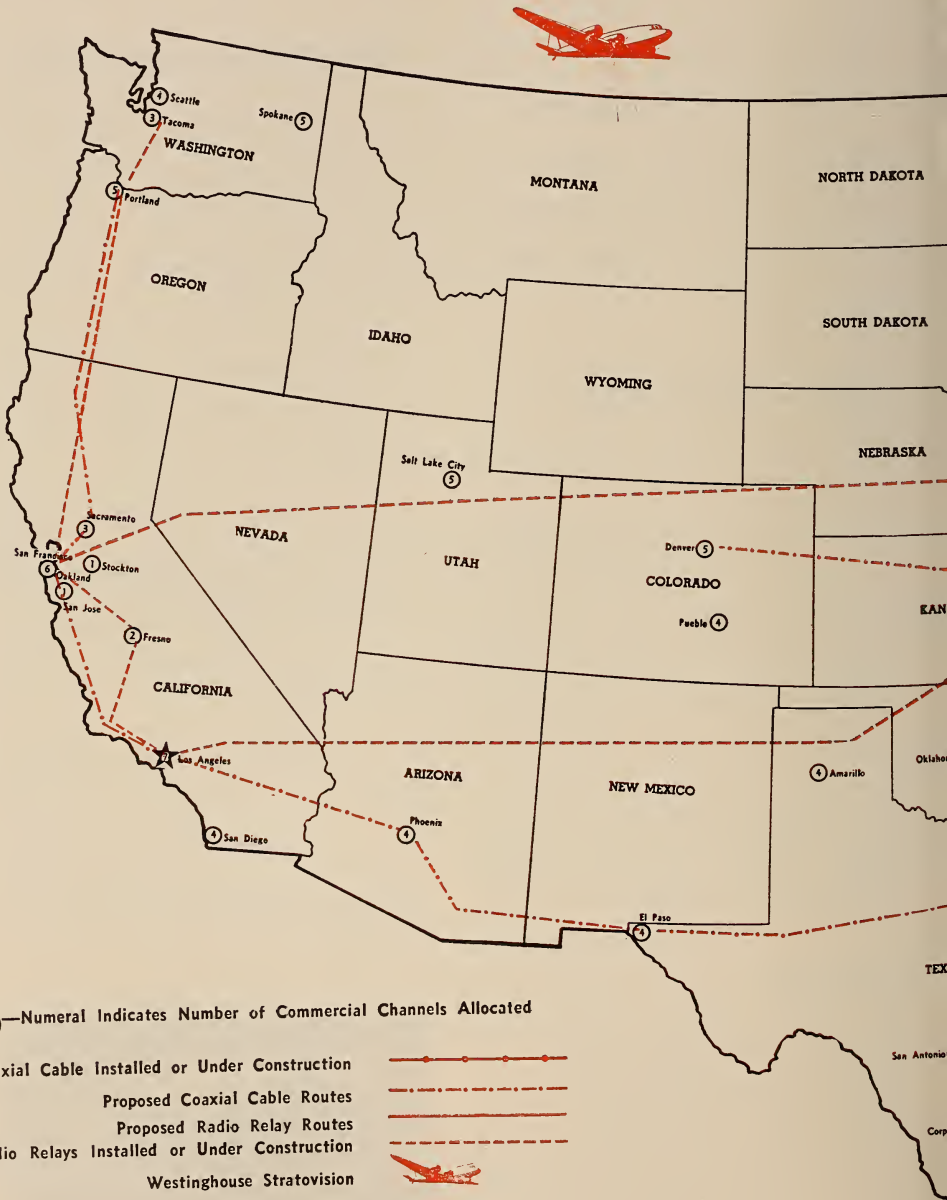
SAYS "P. M."

The long-awaited press showing of CBS color television demonstrated without doubt that they have achieved a dramatic refinement on image transmission....



THE COLUMBIA BROADCASTING SYSTEM

TELEVISION



○—Numeral Indicates Number of Commercial Channels Allocated

Coaxial Cable Installed or Under Construction

Proposed Coaxial Cable Routes

Proposed Radio Relay Routes

Radio Relays Installed or Under Construction

Westinghouse Stratovision



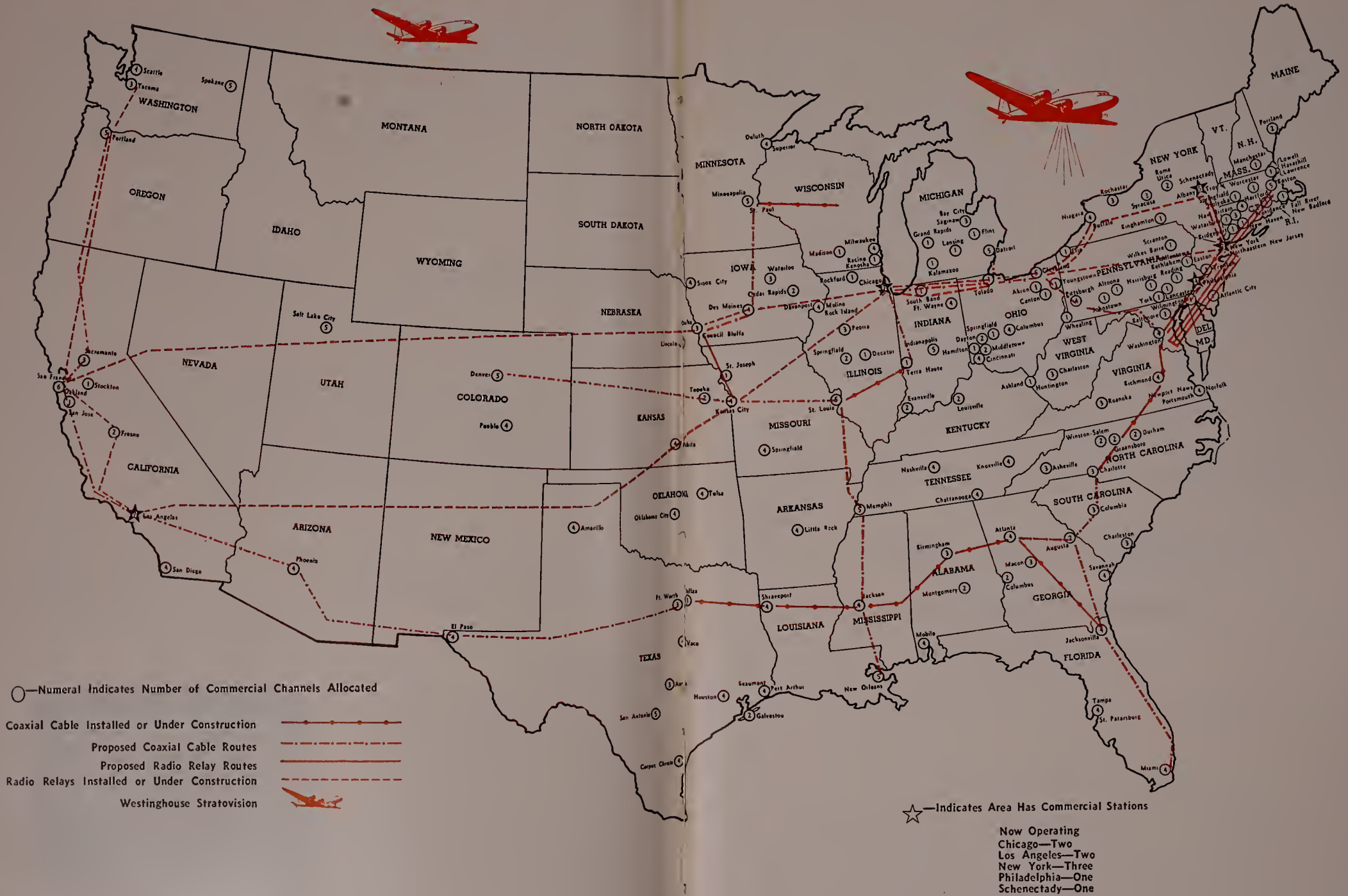
F TOMORROW



★—Indicates Area Has Commercial Stations

Now Operating
Chicago—Two
Los Angeles—Two
New York—Three
Philadelphia—One
Schenectady—One

TELEVISION OF TOMORROW



Tele Sportscasting

By *BILL SLATER, President, Sportscasters Assn.*

AS I started to say in an earlier article in this Year Book, television has become so good in catching the sports picture that many sports executives are beginning to develop fears. In this field we may easily fall into what has become almost an occupational disease of the modern, scientific era—namely we can produce more than we can market without upsetting the economic apple cart.

Such an academic-flavored statement should be brought down to cases. That is easy. Consider the men who own professional baseball clubs. Their business has been built up through two generations of devising ways and means of getting John Q. Public to plunk down his money and make those turnstiles click. To these persons the question of whether or not television will keep fans away from the game is a vital matter.

Granting that it might be hard to find sponsors rich enough to pay the bill for a heavy loss in gate-receipts, and you have the makings of a first-rate impasse. On the question of what effect telecast baseball might have on the gate, there are, of course, two sides and you will find groups able to defend each side strenuously and with some logic.

There naturally follows the question of how feasible it might prove to have the games telecast from the park into movie houses, where it is easy to tax the customers as they come in.

Mike Jacobs has hopes of telecasting his fights—the best of all video sports bill-of-fare so far—into a string of theaters.

However it all works out, both radio-wise and video-wise, there are busy days ahead for sports spielers. And these days will be more than just busy ones.

CHARLES STARK

THOMAS CARR

CARR-STARK, INC.

RADIO-TELEVISION

PRODUCTIONS



366 Madison Avenue

New York 17, N. Y.

Murray Hill 2-2636

Video Variations— Facts and Figures

Tomorrow's television holds promise of getting in stride during 1946 with boom years ahead. The following is factual data on this new electronic industry:

ESTIMATED 7,500 to 8,000 pre-war television receivers now in use in the United States with about 5,000 of these located in Greater New York.

Applications for new commercial, television stations reached 143 on January 1 with the FCC adopting an allocation plan providing for 400 transmitters in the first 140 markets.

Leading manufacturers estimate new television sets will be priced from \$200 to over \$1,000 and it is anticipated that from 250,000 to 300,000 will be sold during 1946.

Seventy-five manufacturers, according to TBA, are ready to manufacture television receivers, transmitters and their components.

Network television developments include the opening of the Philadelphia-New York coaxial cable link of A.T. & T. on December 1 and the recent completion of the coaxial line between New York and Washington.

Television surveys indicate that the service will reach 64,754,900 persons within two years of full commercialization and over 72,000,000 persons with five years.

Paramount Pictures is expected to demonstrate large screen television for theaters in New York in August of 1946.

Use of television in education already being undertaken by the public school systems of New York and Chicago.

Television in Great Britain, discontinued in 1939, has been resumed on the 405-line standard.

Number of new television stations going on the air in 1946 is dependent upon availability of equipment from manufacturers and action by FCC in approving construction grants.

Controversy on merits of black-and-white television as compared to the ultra high frequency color television continues with RCA declaring monochrome ready and CBS reporting color past the experimental stage.

Programming schedule on nine operating commercial stations calls for 28 hours a week per station beginning in July, according to FCC regulations.

Musical Audience Participation ("Breakfast Club")

Variety said, "...Don McNeill and his 'Breakfast Clubbers' proved that audience-participation shows provide sock entertainment for the video medium..."

Hollywood Reporter said, "McNeill and his Windy City gang proved the American web's theory that audience participation airers make good television fare..."

Children's Programs ("Tele Tales for Children")

Variety said, "Those who viewed the Singing Lady of radio strutting her stuff in video for ABC last Friday were more than entertained—they were convinced that television had found itself."

Sports ("Night Baseball")

Variety said, "...the tele department of ABC reached a new high last week in the tele filming of (Esquire's) sports event... came up with one of the clearest and most interesting sports events yet seen on tele."

Special Programs ("Letter to Your Serviceman")

Variety said, "Nine times out of 10 the variety format on television molds itself into a click show. The (ABC) video department has been the greatest exponent of variety stanzas for television with 'On Stage, Everybody,' 'Kiernan's Corner' and ... 'Letter to Your Serviceman' ..."

Trade reviews tell you ...

Why ABC is on the

When we started in television, we knew that to make a success of it we had to establish a basic pattern in order to build television that was above all *practical*. In outline, it was something like this:

1 America's *advertisers* had a lot to do with making radio the success it is today. By competing among themselves for larger audiences, they made programs increasingly better, with the result that they, the public and the radio industry all benefited.

2 Advertisers and their agencies will play just as important a part in commercial *television*. For that reason,

the best approach to television is from the standpoint of making it a *practical, economical medium for advertising*.

3 The logical place to begin the development of television is with what has already been learned about *listening audiences*. New and costly experimental work in new types of programs will play its part. *But right now the adaptation of proved, successful, economical radio shows with assured listening audiences is the industry's best bet in developing practical television.*

4 Shows should be televised on regular weekly schedules, just as they are in radio, in order to build and hold television audiences. Just as radio listeners

Musical Variety (*"On Stage, Everybody"*)

Billboard said, "The show ran with a smoothness that is big-time... had everything—color, movement, integration, format and theme... there hasn't been anything on the air in a variety format that has been any better."

Musical (*"King's Record Shop"*)

Variety said, "Show . . . gives staunch support to a vast sector of the industry which believes that while video is in the toddling stage, programming keynote should be simplicity."

Special Events (*Navy Day Program*)

Billboard said, "Just about the best film record of New York's Navy Day celebration... a film which is a fitting document of our Navy and the public's reaction to it."

Audience Participation (*"Ladies, Be Seated"*)

Variety said, "... network execs know whither they are going. They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised."

Billboard said, "It's funny, it's commercial and it's inexpensively produced... genuinely entertaining."

Right Track in Television

look forward to hearing their favorite shows every week, so will video audiences expect continuity in their entertainment.

The Plan Really Works!

How far that philosophy has taken us in just the past few months is best told in trade reviews of ABC video shows. Some of them are on this page. Read

them closely. What they say, in effect, is that in *all* types of video programs—audience participation, children's shows, night baseball, special events—ABC is not only on the right track, but off to a good start as well. That's why advertisers who want to get into television on a practical, economical basis are getting set on ABC today.

*Schenectady folks enjoyed special ABC Christmas television programs
December 21, 24, 26, 27 and 28 on Station WRGB.*

American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

Television Status In Great Britain

By H. BISHOP, Chief Engineer of British Broadcasting Corp.

IN 1943 the British Government appointed a Committee under the chairmanship of Lord Hankey to prepare plans for the reinstatement and development of the television service after the war. The Committee submitted their report early this year, and the Government have now announced that they have given general approval to the Committee's recommendations. The Committee conducted a comprehensive review of the pre-war television service, war-time research, and the steps which should be taken to provide and develop a post-war service.

Committees

A similar Committee was set up in 1934 by the Government of the day to report how a television service might be started in Great Britain. It was as a result of this Committee's report that a regular daily service of high definition television was started by the British Broadcasting Corporation on the 2nd November 1936 from a television station erected at Alexandra Palace in the north of London. Two systems employing different technical standards were used, the Marconi-EMI and the Baird. They were using them during alternate weeks until February 1937 when it was decided that the technical standards used in the Marconi-EMI system should be adopted for all public transmissions from the London station. From February 1937 to the 1st September 1939, when the service was closed down due to the war, the standards remained unchanged, and were 405 lines, 50 frames interlaced, giving 25 complete pictures per second. The number of lines are a measure of the definition of the picture, and the number of frames, or complete pictures, determines the absence or otherwise of flicker.

These standards were chosen to give adequate picture definition with imperceptible flicker for ordinary domestic viewing. If a worthwhile improvement in definition is required, then the number of lines must be considerably increased, and this means that the technical complication, both at the transmitting and receiving ends, is also increased. The

standards we adopted were a compromise and represented what was economically practicable from the technical point of view at that time.

Development

It may be of interest to say something about the development of television in Great Britain. With the aid of apparatus developed by Baird, the BBC started daily television transmissions of a somewhat primitive kind as far back as 1929. Research from that date to 1936 permitted the establishment of a television service which the Television Committee of 1934 felt would be acceptable to the public. The system employed and the design of the London Television Station at Alexandra Palace have been fully described in technical literature (principally in BBC publications and in the Journal of the Institution of Electrical Engineers) published before the war. The period between 1936 and 1939 was itself one of development, but of rather a different kind. The apparatus remained substantially the same but there were big improvements both on the technical and program sides in the utilization of the medium for the presentation of public entertainment.

Over 2½ hours' program a day was regularly transmitted, the time being divided between afternoon and evening sessions. In addition there were morning test transmissions for the set retailers. A wide variety of programs was produced both in the studios and outside in the grounds of Alexandra Palace. Initially these programs were of a simple character, but as time went on they became more ambitious, and producers learned how to make the best use of the technical facilities at their disposal. The studio programs ranged from tap-dancing and the lightest type of variety act to grand opera and drama. They included illustrated talks, music, ballet, revue, art exhibitions, fashion parades and frequent appearances in person of people in the news. Current newsreels were shown daily and cartoon films were frequently included.

Topicality

Topicality is one of the essentials of a television service. With the development of the necessary technical equipment, it became possible to transmit a wide range of entertainment from places in the London area where interesting events, both in buildings and in the open-air, were taking place. There were for example successful transmissions of Royal Processions, the arrival of distinguished visitors at Victoria Station, the international tennis championship at Wimbledon, boxing, cricket and football matches, performances from London theaters, and many other notable events.

For these outside events two sets of mobile equipment mounted in trucks and completely self-contained were in constant use. The programs were conveyed to the transmitter at Alexandra Palace by land line or mobile radio link. For the former a special cable was laid round London, but where the point of broadcast did not lie on the route of this cable a method of using ordinary 40-lb. telephone pairs was developed to give the wide band-width necessary for television transmission.

This was the stage that television in Great Britain had reached at the beginning of the war. We were on the point of increasing substantially the studio facilities in London, and it was also our intention to extend the service as quickly as possible to provincial cities such as Birmingham and Manchester.

The war put a stop to it all, and it was the task of the Hankey Committee to recommend how the service should be restarted. There are two principal ways in which this might be done. It could begin again as it was in September, 1939, with minor improvements which have become possible since that time, or the resumption of a public service could be delayed until such time as a new and improved system could be brought into service.

Guiding Delay

At first sight, it seems obvious that, provided the delay is not too great, the opportunity should be taken to restart with a new and improved system so that the public may have the benefit of a better service at the earliest moment and not be persuaded to buy sets which will be unsuitable for the improved system which will come eventually. However, the crucial point is whether in fact there is an improved system ready to be put into public service now. The answer is that there is not, although experimental systems are being tried out. The Hankey Committee considered that it

was of the utmost importance that there should be no avoidable delay in restarting a service in Great Britain and consequently they favored opening on the basis of the pre-war system rather than waiting for the development, manufacture and installation of a new system.

Critics will say that this new system has in fact already arrived and has been demonstrated. This is true, but as every engineer knows there is a vast difference between a laboratory demonstration and the operation of a regular service for reception by the public. The Committee quoted several reasons for their decision to start up again on the old system. They felt that the pre-war transmissions had achieved a high degree of reliability and afforded a consistently good entertainment value in the home. Moreover, with certain minor refinements and particularly with receivers of better design and quality, the good entertainment value of the 1939 service would soon be surpassed. It is a fact too that radio developments during the war, great as they have been, have not materially affected the television position. War developments are not immediately applicable to the production of a better picture in the home, and, consequently, if the reopening of the service were to be delayed until an improved system were available there might be a long gap without any service at all. Finally, the Alexandra Palace equipment fortunately escaped damage by bombing and can soon be made ready for service when the skilled staff (both program and engineering) again become available.

Recommendations

The Hankey Committee recommended that plans should be made for extension of television to possibly six of the most populous provincial centers as soon as possible after the reinstatement of the service in London. These extensions would of course employ the London system. While this work was in progress they hoped that vigorous research on an improved system, having a standard of definition approaching that of the cinema and possibly incorporating color and stereoscopic effects, would be pursued with the intention that, when the new system was available, it should be introduced side by side with the existing system and eventually replace it. Finally the Committee discussed the financing of the television service, the aim being to make it self-supporting as soon as possible.

These are the recommendations which the British Government have accepted. It will not fall to the BBC, with the guid-

ance of an Advisory Committee, to carry out the work. It is inevitable, of course, that television should be compared with the cinema. Technically the definition of a cinema picture is far greater than a 405 line television picture, but on the other hand television has an actuality value which is lacking in the cinema. Moreover it is available in one's own home by the turn of a switch.

Problems

The problem which confronted the BBC and the radio trade before the war will certainly confront them again. The number of television receivers sold in the London area before the war was about 30,000. Remembering that the Alexandra Palace station gave up a service up to a radius of about 40 miles embracing a population of some 10 millions, the number of those who bought receivers was small. Several reasons can be suggested for this slowness to buy on the part of the British public, but there were certainly two important ones. The first was that there was an unjustified air of experiment surrounding television. People were inclined to hold back until teething troubles had been overcome and until they thought that the service had been fully established. The second reason was the comparative high cost of a television receiving set. It is true that in 1939 receivers with a screen measuring about 7" by 5" and cost about \$100 were beginning to come on to the market, but a receiver with a screen of about 10" by 8", in my opinion a much more suitable size, cost about \$200 or more. This was a large sum for the British listener to spend, and he was unwilling to do so because he felt, quite wrongly that there was a doubt about the service being a permanent one and that there was a possibility that the set would become out of date in a very short time.

However, few of those who spent their money regretted their decision. Television was a nightly source of entertainment; it appealed to both grownups and children and its unique character took an increasing hold on those who participated in it. In passing I might mention that in my experience it was not easy to convert a doubtful purchaser by just one or two demonstrations. Visitors who came in to see the programs expressed great interest, but did not rush to their radio dealers the next day to play an order. Those, however, who eventually did so became confirmed television fans when they had had the set in their own homes for a week or so. This experience suggests that some kind of ex-

tended trial period in the home of the prospective purchaser will be necessary, at any rate, until television sets become more common than they are at present.

Technical Standards

When television begins again in 1946 the British viewer will find that the service will not have changed because the technical standards will be the same as before the war. There will undoubtedly be developments in the design of television sets within the limits of the present standards. Pre-war receivers did not always make full use of the whole of the transmitted band width and the picture suffered accordingly. One looks forward to improved cathode ray tubes, more reliable components, larger screens, and perhaps the application of miniaturization to enable the overall size of television sets to be made smaller without reducing the size of the picture. There are many difficulties to be overcome in extending television to the provincial cities.

Question of Costs

Apart from technical problems, the over-riding question associated with television is cost. In Great Britain we consider, as a yardstick, that everything connected with television, programs, equipment, number of staff and so on, is ten to fifteen times as expensive as the equivalent requirement for sound broadcasting. Before the war, the BBC operated sound broadcasting and television with the income received from receiving licenses which all listeners have to have. During the war, special arrangements were made and the BBC was financed by grants voted by Parliament. No decision as yet been made on post-war finance, but whatever is done provision for meeting the cost of television must be included. The Hankey Committee recommended that the aim should be to make television self-supporting as early as possible, but they felt that the precise manner by which this was to be achieved was one for further consideration. There is certainly some hard thinking to be done on this subject. The pre-war television frequencies were 45Mc/s for vision and 41.5Mc/s for sound. It is our intention to restart the service on the same frequencies so that no changes will be necessary to the receivers already in the hands of the public. When an improved system is introduced, higher frequencies will be used. Vigorous steps are being taken to overcome electrical interference with reception and it is hoped that there will soon be legislative powers to enforce suppression.

Television Ready For Biggest Year

By JOHN F. ROYAL, V.-P. in Charge of Television, NBC

TELEVISION is fast shaping up for its biggest year. Programmers are readying for the day when 28 hours of telecasting a week will be routine. Receiver manufacturers are gearing up for the largest sale of sets in the industry's history. Hundreds of new groups—advertising agencies, sponsors, cooperating groups—either now are in television or preparing to enter it soon. Networks and stations are recruiting personnel for jobs in an expanded industry—an industry that will doubtless come nearer its full flowering in 1946 than in any year prior to this.

This is the status of television today: there is in existence a complete television system, capable of being flung across the nation to form a countrywide network. Black-and-white network television is no longer a dream. Telecasts between long distances have already been made and are out of the laboratory, experimental stage. There is a known system of television transmission, of television distribution, of television reception. Vast new electronic developments in transmission—like the RCA Image Orthicon camera—in distribution, like the Bell System's coaxial cable—and in reception—like the greatly enhanced black-and-white sets recently demonstrated by RCA—assure the viewer of greatly improved pictures comparing favorably with home movies.

Through television in 1946 we will become familiar with every gesture of our Congressman as he rises for debate on Capitol Hill, we will learn to know and respect our neighbors in other lands, we will see the televising of important news events, of great Broadway plays, of developments in science, in education.

Turn for a moment to two recent new program developments that will find their way to the television screen through the facilities of NBC's television station WNBT. Look first at the first permanent series of regularly-scheduled educational programs ever attempted in television. These are being produced in cooperation with the New York City Board of Education and stress the fields of physical

sciences. Groups of students and teachers each week witness these programs in our studios and comment upon them with an eye toward giving the broadcaster and the educator an indication of how the two agencies can cooperate.

Second of these new developments is the recent agreement made between NBC and the Dramatists Guild. This series, expected to start in the fall, will be titled "Broadway Preview" and will have a two-fold aim: to expand the market for new writers who otherwise would be unable to bring their plays to the attention of Broadway stage producers, and to provide needed material for television by good writers. Material—good material—is the bread-and-butter of any entertainment medium. Nowhere is this more true than in television—which will doubtless eat up material even faster than any of its predecessors in the entertainment field.

Under the agreement, NBC will televise plays written for Broadway production by members of the Dramatists Guild. Producers will be invited to attend these previews of plays by television.

With these immediate new developments—and a host of others in preparation—NBC Television is well-prepared to pioneer further and to expand its program operations. Last year, the station more than doubled its time on the air—jumping its weekly output from ten to twenty hours. This is more than twice as much as any other operating station in the country. This year, 1946, will see a steady accretion of program time which will reflect an increase in all three types of television broadcast techniques: studio, outside pickup and films.

The Dramatists Guild arrangement, as well as numerous other dramatic plans will bring an appreciable increase in variety, dramatic, and educational shows from the studio.

This is the outlook for the year 1946—the year that is certainly providing the springboard for the greatest activity in television this country has ever seen.



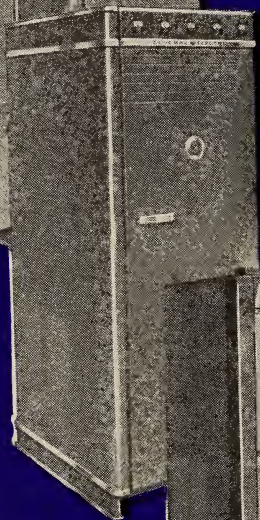
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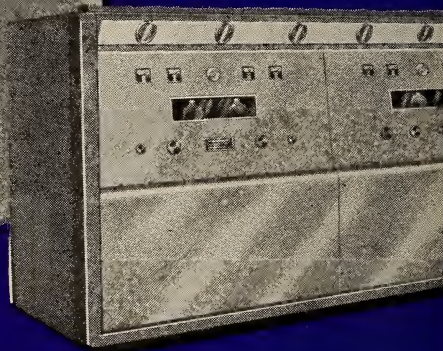
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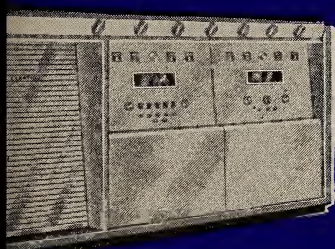


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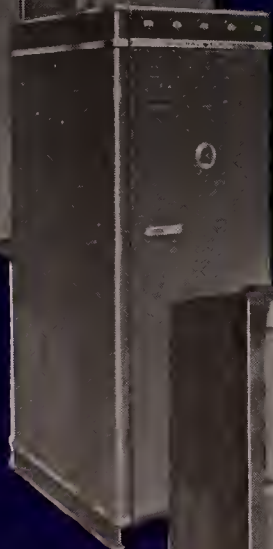
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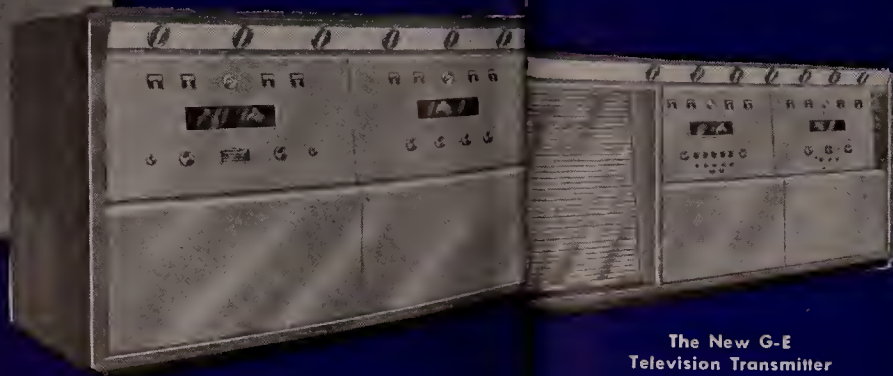
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TELEVISION TALK

A MODERN GLOSSARY

(Courtesy Caldwell-Clements, Inc.)

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current in a circuit in accordance with some signal being transmitted.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWIDTH—The number of cycles per second required to convey the information being transmitted either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from top to bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates intermittent signals used for scanning in cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen and because of a high positive voltage applied to it, causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses to the video and signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately confined along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver. is performed.

CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode. It is used for rectification (detection), that is the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends, is known as a doublet. For short waves the physical dimensions are such that self-supporting metal rods or tubes can be used.

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television tube used in the pick-up camera in the Farnsworth system.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two distinct bands of frequencies appear, due to the modulation process, one on each side of the carrier frequency.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white reproductions only, it is now considered to include processes producing half-tone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line, thereupon, it is necessary to restore it to start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are successively viewed so as to simulate moving scenes.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts are usually caused by the radio signal being reflected from objects within approximately one mile of the receiver antenna.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HALFTONE—A method whereby photographs having various degrees of lights and shadows can be reproduced in ordinary printing, using a system of dots which are substantially undistinguishable to the unaided eye. However, the dots are graded as to size or density so as to produce the highlights and shadows of the pictures.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are also called harmonics.

HEAVYSIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray tube developed for the purpose of picking up the scenes to be televised. It is the essential part of a studio camera.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past pickup aperture by deflection circuits.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate fields and superimposed to create one frame or complete picture.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KINESCOPE—A name applied to the cathode ray tubes used in the television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

LUMEN—A lumen is a unit of light flux. A foot-candle is equal to the illumination that falls on a screen that is placed one foot away from a standard candlepower. One foot-candle is equal to the lumen per square foot of surface.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIGRAPH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOSTS—Ghost pictures in which the black and white areas are opposite to those of the real picture.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude.

O

ORTHICONOSCOPE—A television camera tube combining some of the features of the image dissector and Iconoscope.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies.

PEDESTAL—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A small section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RADIO CHANNEL—The "space" in the frequency spectrum allotted to each station. In present television standards the channel is 6 megacycles.

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth outline.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwidth requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

American Tele. Society Awards For 1943-4-5

1943 PLAQUES

- To WRGB, General Electric, Schenectady
- For the station contributing most to programming in 1942
- To WNBT, National Broadcasting Co., New York
- For the station contributing most to television as a public service

1944 PLAQUES

- To WABD, DuMont, New York
- For the station contributing most to the art of commercial television
- To WRGB, General Electric, Schenectady
- For the station contributing most to the art of television programming
- To W6XYZ, Television Productions, Inc., Los Angeles
- Honorable mention for adaptation of motion picture techniques to television
- To Norman D. Waters, ATS President, 1941-1944
- Special Service Award

1945 PLAQUES

- To Ruthrauff & Ryan, Inc., New York, for Lever Bros. show
- For the most consistent effort in developing effective television commercials
- To WNBT, National Broadcasting Co., New York
- For the most consistent sports programming
- For the outstanding television program, "Men in White,"
directed by Ed Sobol
- To WCBW, Columbia Broadcasting Co., New York
- For the best educational program, "Opinions On Trial"
- For the outstanding news program, "CBS Newscast," with Everett Holles

1945 SPECIAL AWARDS

- To WABD, DuMont, New York
- For the development of television commercially
- To W6XAO, Don Lee, Hollywood
- For making television facilities available for commercial development
on the West Coast
- To WBKB, Balaban & Katz, Chicago
- For preparing the midwest for commercial television
- To Klaus Landsberg, W6XYZ, Television Productions, Inc., Los Angeles
- For constant technical excellence in television production
- To WRBG, General Electric, Schenectady
- For the best institutional commercial, "Conquest Over Darkness"
- For the outstanding contribution to children's programming
- To Paul Alley, WNBT, National Broadcasting Co., New York
- For the outstanding editing of news films, "The War As It Happens"
- To WPTZ, Philco, Philadelphia
- For developing football television technique
- To Paul Mowrey, American Broadcasting Co., New York
- For preparing the American Broadcasting Co. for television
- To Dan Halpin, ATS President, 1944-1945
- Special Service Award

Television Acting Viewed by Expert

By DR. JOHN REICH, Dir. of Video, Studio Dramatic Arts, N. Y.

THERE are two principal groups of radio actors today: a larger and younger group which grew up in radio and has little stage experience or none at all; and a smaller and older group which received its training on the legitimate stage, but has grown rusty in many years of radio work. The number of radio actors who are also active on stage and in pictures is small, indeed.

Television today is like a theater an hour before the performance: Money in hand, the audience is waiting to obtain seats. The technicians are ready. The stage is set. As yet the curtain is down, but already the cashier is lighting the box office. Sooner than the public expects, the play will begin—only to reveal the inadequacy of the actors.

Situation Analyzed

The present situation of the radio actors is not as bad as was the plight of the silent picture actors when sound was introduced; for unlike the silent film, the old, blind, simple medium will continue alongside the new, visual complex one. Yet there are similarities between screen players then and radio players now. Just as some silent picture stars were not really actors but merely photographic models, so many radio performers today are not actors but merely "voices." Then as now, the advent of the new medium favored those who had learned their profession the hard way: on the legitimate stage. Television's coming of age will force radio "voices" to study acting, or else restrict them forever to the narrowing confines of sound broadcasting alone.

New Skills Needed

Whereas radio's dramatic performers can use in television little more than a certain intimacy of speech and a sense of timing, they have to acquire new skills which cannot be mastered overnight. The radio "voice" must develop into an actor who "acts all over," i.e. with his emotion, his intellect, his body, and his voice. The television actor's principal skills to be acquired through careful instruction and constant practice are: Memorization, physical behavior, concentration, imagination, observation, co-ordination, and communion.

The first time the radio player sur-

renders his script and starts acting, he feels like a student of swimming when the teacher slackens the rope: Reproducing every speech from memory seems as difficult as remaining afloat. Not only are there one's own lines to memorize, but also many of the partners as well as gestures, movements, the handling of props and costumes. Like every serious student of acting, the radio player soon finds out that it is not a part the way he learned a poem or geography lesson at school. Those actors who claim they knew their lines at home but cannot remember them on the stage are not lying. The strain which results from being watched by colleagues and directors, together with the manifold distractions in the studio, account for a considerable loss in the memory's efficiency. Only with a 150 per cent sure-fire memorization can proper performance of the memory be assured.

Physical Attitude Important

For his characterizations the radio player need not develop a physical attitude beyond watching his distance from the microphone. In television he is faced with the task of making his body both receptive and suggestive of thought and emotion. The sheer physical task is considerable. He must learn how to sit, to stand, to walk gracefully, to be well poised and balanced in every movement as seen from every angle. Unlike the human spectator, the television camera checks up on the placing of the feet, the gesture of the hand, the carriage of head and shoulders. The "voice" turned actor needs to acquire a sense of space, the ability of maneuvering between pieces of furniture and of expertly handling objects which seem like as many gremlins to the beginner. And all these requirements are only preliminary to the creation of behavior patterns not one's own, but suggestive of a character in a play. More specifically, television's standards of physical behavior are set not only by the actor's expressive body and by the requirements of his part, but also by certain studio conditions which vary not only with the studio but also with each program at the same studio. Thus, the actor's performance may be influenced

by the number and position of cameras and floor lights, the nature of the preceding and following programs, the size and number of locations, and the size and number of studios available for the production.

Concentration Essential

Reading a well-typed script to a microphone in a comfortable sound studio is one thing; living a part before the cameras under the pressure of time and technical difficulties, is another. Only the exercise of full concentration can insure good video acting. Any scattering of concentration may produce a derailment of the actor's train of memory which cannot be rightened because there is no prompter. The player in television has to maintain his concentration despite many distractions of both an acoustical and a visual nature. The sound and music on the floor, whispered conversation in the corner, and the signal language of the floor manager; the ever-shifting cameras and individual lights; the cramped space and the (now improving) heat from the lamps: all that makes it hard, especially for radio actors, to maintain the artistic discipline so necessary for the delivery of their parts. While following prearranged directions, signals on the floor and, to a certain extent, the movements of all cameras, the performer must at all times stay completely in character, either in his own or in the one suggested by the author.

Imagination, Observation Needed

In a blind medium which tends to characterize by voice and diction only, the radio actor's imagination is often content to suggest barely the speech habits of a dramatic character. In training for television, the broadcaster needs to develop his powers of imagination and observation in order to create all the physical aspects of a dramatic character: facial expression, posture, movement, gesture, attire, and the mode of handling properties. These physical aspects must be closely integrated with the character's speech and inner life. The radio actor has to learn how to create an image derived from the playwright's material and his own sum of instinctive and experienced emotions. Then he must transform himself into that image, so that the character's situations, objectives, and adaptations become his own. Seasoned with selected bits of observed reality, the imaginative approach by which the actor puts himself into the character's place, will make for honest and natural television acting. Radio's speech clichés will not work in television because the new medium exposes any insincerity of emoting, any crude pretension to being somebody else. If the actor lives the part, he

will forget his own stage fright and all the distractions around him. Only then will the camera be his friend.

"Motor Responses" A Factor

The radio actor is not obliged to heed certain laws of psychophysics to which we are subject in our daily lives and which must be recreated in truthful acting. Because of his nearness to the reality of the viewer's home, the video actor—more than the stage actor—must learn how certain motor responses precede speech and how a sudden shock may freeze it. He must be able to reproduce that perfect co-ordination of emotion, thought, speech, and physical reaction which we easily possess in our daily lives but which is so difficult to obtain in acting. Because of the viewer's nearness to the set, and because of the frequent camera closeups, every flaw in the actor's co-ordination is easily detected on the home screen.

Must Forget Mike

The average radio actor's real partner is the microphone. Most of the time he addresses that static little machine and gives but scant attention to the members of the cast. A radio performer of this type cannot become a good television actor unless he learns the art of communion; for by a constant stream of give and take the video actor, even more than the stage performer, keeps in ever-changing rapport with an animate or inanimate partner. The statement that the theater calls for action, the screen for reaction applies also to the television screen. The better the video player's nervous system is attuned to that of his partner or else pitched against it, the more convincingly will his reaction register on the magic tube. To be most effective, this communion of actor and partners must be physical, mental, emotional.

Actors Must "Think"

Some radio actors will soon find out how dangerous television is to those who speak without thinking and think without feeling. The finest speech, the most graceful gesture, the keenest mind will fail to please unless the actor also exhibits an essential human quality of his own. Not only must he play the instrument of his personality with expert co-ordination; his personality must be a fine instrument. On the screen a face which fails to reflect an ever-changing kaleidoscope of thought and emotion like a still picture can hold attention only for three seconds. If radio actors can be made to act not from the depth of their voices but from the depth of their hearts, television may give us what the movies so rarely offer: a face mirroring a great emotion, a body transparent with the soul shining through.

Chicago And Its Television Future

By *BILL IRVIN, Staff Correspondent, RADIO DAILY*

"CHICAGO has a television future if it realizes it. It has every possibility New York has for becoming a tele center. It just got started a little later, that's all. With the advent of a few hundred more tele receivers in Chicago we'll be in the big time in television here."

In those words no less an authority than William C. Eddy, director of television and FM for Balaban and Katz, sums up the Chicago television outlook. In his capacity as B&K tele director, Bill Eddy supervises tele station WBKB with a daily schedule which adds up to approximately 11 operational hours weekly. A television pioneer and long noted for his wizardry in radio and electronics, Bill Eddy knows whereof he speaks when he predicts a bright outlook for television in Chicago. His words also command attention when he says:

"It's more logical for Chicago to be the television center of the country because of its geographical location."

Aside from the geographical factor, Eddy points out that Chicago has the vitality, the wherewithal and the talent to make it a television center.

"We have set our goal to be the biggest and most important television station in the country," says Eddy, speaking of his plans for WBKB. "We at B&K are showmen. Our angle is not selling receivers. We are going to be salesmen of shows. We're taking advantage of every possible thing to increase quality and standards of programs. We have found a marked increase in sponsor interest, and also a marked increase in the use of professional talent. In the near future 90 per cent of the shows over WBKB will be commercial."

In line with his announced objective of making WBKB the biggest and most important tele station in the country, and indicative of his faith in Chicago's future place in television, Bill Eddy took the first step in his wide-scale expansion program for WBKB immediately after his retirement from the Navy a couple of months ago with the rank of captain. Until he put away his Navy

blues for the second time, the job of helping to make Chicago a television center second to none had had to wait while Bill Eddy finished his wartime job of training three-quarters of a million American boys in the intricacies of radar. His efforts after Pearl Harbor to get back into the Navy a second time met with repeated failure because of several physical defects, including deafness. It was the deafness, incurred during experimental depth diving tests after his graduation from the U. S. Naval Academy at Annapolis, that caused a naval board to put him on the retired list in 1932. It was his suggestion, however, that the navy needed a radar training center which finally paved the way for his return to navy blues for the second time.

Eddy's first move after returning to his civilian job at WBKB was to add a new hour-long program to its daily schedule, Mondays through Fridays. The time period is devoted mainly to experimental commercial and sustaining shows, with emphasis on spot plugs. The new period was added primarily to aid manufacturers in the Chicago area in the development of new type receivers. Increased demands for time as a result of greater agency interest in the development of new video programming techniques also was a factor, according to Eddy.

Another step taken by Eddy was the signing of a five-year pact between B&K and the management of the Chicago Coliseum for the exclusive televising by WBKB of all events taking place there during the next five years, particularly sports events such as ice shows, prize fights, basketball tourneys, roller derbies and wrestling matches.

Further assurance of Chicago's future dominant role in television is found in the FCC's allotment to the city of seven tele channels. As one television executive pointed out, that action by the FCC is a "challenge to Chicago to be a major television center."

Chicago also is a major link in a proposed television network in the middle west, the first step in the establishment of which the American Telephone and Telegraph Company recently took with the filing of applications with the FCC for authorization to build and operate micro-wave relay stations which would link the Windy City with Milwaukee. Such a system would cost approximately \$500,000 and, in the event of favorable FCC action on the applications, would probably be ready for tests early in 1947. Terminals of the system would be the Illinois Bell Telephone Company's long distance center in Chicago and the Wisconsin Telephone Company's toll building in Milwaukee. Three radio repeater stations would be built along the way, one near Barrington, Ill., another in Illinois but near Wilmot, Wis., and the third near Prospect, Wis. During the experimental period the system would be used for tele transmission in cooperation with tele station WMJT in Milwaukee and any other broadcaster who might be able to use the facilities.

Paul Mowery, director of television for the American Broadcasting Company, said that the network's plans for television activity in Chicago, while hinging on FCC action, are ready to be put into operation with the greatest possible speed.

"We are prepared to give television service in Chicago just as fast as possible," said Mr. Mowery.

How fast that will be is more a question of mechanics than training, he emphasized. The training of skilled television crews already is under way, so there will be no delay from the standpoint of competent personnel.

Station WGN long has had experimental television equipment on order. The date for starting such experimental operation, station officials said, depends wholly on when the equipment becomes available.

Marshall Field and Company, Chicago department store, has a post-war top priority for the purchase and installation of a General Electric tele system to be used as an intra-store selling and promotion medium. The Chicago store was the first to order a tele system of the non-commercial type. However, plans for the installation of the intra-store system have not yet been made. But store officials have indicated a strong interest in the possibilities of television as a sales medium. They believe it holds tremendous potentialities, both inside the store as a service to customers and outside as an advertising medium to consumers.

FOR PHONE LISTINGS—OF IMPORTANT
TELEVISION NUMBERS IN N. Y.-
LOS ANGELES-CHICAGO-WASHINGTON
PLEASE TURN TO PAGES 100-107

TELEVISION HIGHLIGHTS—1945

(From the Files of RADIO DAILY)

A review of the past year's television events indicates the tremendous possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of RADIO DAILY.

JANUARY

- 10—Keen interest in television as an important factor in displaying and merchandising goods as leaders in the industry discussed its various phases at the National Retail Dry Goods Association convention in New York.
- 12—A last minute request for permission to televise the inauguration of President Roosevelt was turned down by the White House because arrangements for press, radio and pix coverage had already been worked out.
- 16—Slicing by one-third the number of six-megacycle channels for television, the FCC announced that it believed the current monochrome service should not be scrapped on the promise that a new color tele system would someday be ready. Instead of the present 18 channels below 294 megacycles, there would be 12 according to the allocation system announced by the commission. These channels would be shared with non-interfering services.
- 17—Approval of the action by the FCC in its "decision favoring the continuance of commercial television in that portion of the spectrum currently used by television broadcasters" was voiced by J. R. Peppele, president of Television Broadcasters Association.
- 22—Tele and FM applications will not be served on a "first come, first served" basis, FCC Chairman Paul A. Porter told the FCC Bar Association.
- 26—Robert L. Gibson, vice-president and member of the board of directors of TBA resigned because his firm, GE, had shifted him to another department in the company. F. J. Bingley, chief television engineer for Philco, and a TBA board member was elected to the post of vice-president. The board vacancy was not filled.
- 30—At a meeting of Canadian Broadcasting Corp. governors, Dr. Augustin Frigon, general manager, in discussing television prospects in Canada, said that CBC had obtained a site in Toronto for the purpose of building a television station and, he added,

that other stations would be established across Canada in due time.

FEBRUARY

- 2—Juan Trippe, Pan-American World Airways president announced the sponsorship of a new 15-minute world-travelogue television show titled, "Wings of Democracy."
- 7—Forecasting the possibilities of subscription television as a method of creating "box-office" for video, Arthur Levey, president for Scopphony Corp. of America, announced that SCA was contemplating production of home tele receivers for that purpose.
- 9—Technical employers of CBS were accorded the privilege of attending a special 60-week course in the operation of television studio and transmitter equipment beginning Feb. 12. Arranged in three 20-week segments, the tripartite course was given by the Division of General Education and College of Engineering of NYU under the direction of Dr. Peter Goldmark, CBS director of engineering research and development department, and Robert Serrell, member of CBS' television engineering operations, assisted by Mason Escher, technical staffer representing the IBEW.
- 14—Development of a new television technique known as "Tele-Minicatures" affording greater speed in production and increased economy, was announced by Patrick Michael Cuning, head of P. M. Cuning Tele. Products.
- 19—Newsreels and television were on an equal footing insofar as release dates of footage from the War Department was concerned. Only reason the tele pool received War Department footage later than the newsreel pool was that the department, in order to speed handling, did not copy the film itself.
- 20—Television, discontinued in Great Britain shortly after the start of the war, was resumed on a private-showing basis.
- 23—Maintaining their position that only the use of wide bands in the higher frequencies could provide television pictures with twice

the detail of television sets operating on pre-war standards, CBS filed a brief with the FCC.

- 27—Blue Network inaugurated television from New York in addition to launching its regular schedule of tele broadcasts with programs from Schenectady. This advent marked the first time a broadcasting company originated and presented regularly broadcast network programs over more than one station.

MARCH

- 2—Col. William A. Roberts, appearing for TBA, presented the FCC with a suggested plan for allocation of television facilities in the major market areas of the country to provide at least 398 stations. This plan was designed to utilize the 12 six-megacycle channels proposed for commercial sale.
- 6—First web V-E Day planning was announced by the Blue Network when it revealed that arrangements had been made with the Du Mont Television Laboratories for the use of the entire facilities of WABD for tele broadcasts on victory day in Europe.
- 13—Formation of a company to produce films exclusively for television was announced by the Bond-Charteris Enterprises. The films, to be commercially sponsored, deal primarily with visualization of products for inclusion in televised advertisements. Other tele products will include 15 to 30-minute packaged television entertainments.
- 15—RCA showed a postwar model television receiver which projects an image of 16 x 21-1/3 inches and with FM and standard broadcast receiving facilities which will cost approximately \$395. The new receiver was a decided improvement over the pre-war sets, and displayed an image of brilliance and clarity indicative of the progress made in electronic research.
- 19—Applications for licenses to construct and operate a national network of television and broadcasting stations to be linked via microwave, were filed on March 15 with the FCC by the Raytheon Mfg. Co., a subsidiary of the Raytheon Products Corp. of Boston, manufacturers of radio and tele equipment.
- 23—DuMont Laboratories highlighted their entertainment of the Television Broadcasters Association with a private showing of a new 20-inch cathode ray tube which had a flat surface and produced a direct view tele image 18 x 13½ inches.
- 26—Addressing a joint meeting of the American Institute of Electrical Engineers and the Institute of Electrical Engineers, Dr. C. B. Jcliffe, head of RCA Laboratories envisaged television as a five to ten billion dollar enterprise which would revolutionize the present way of life.
- 27—CBS stockholders were advised that the corporation had contracted with Federal Telephone and Radio Corp., for the first experimental transmitter for use in color transmission.

- 28—Television Producers Association adopted a standard form of television script along with a standard cue sheet, the latter using a three-column method.

APRIL

- 1—Twentieth Century-Fox leased from General Television Corp., the inactive tele station, WIXBG, Boston. The film company asked for an experimental license to operate the station. Plans include programming and the use of sound films for entertainment purposes.
- 2—Commercial sponsorship of the time breaks on the special V-E Day television programs of the Blue Network on WABD, was announced by Paul B. Mowry, manager of the web's tele department. Sponsor will be Waltham Watch Co.
- 11—Considered the first French-American program in television history, CBS tele station WCBW televised "Soldiers Without Uniforms," a drama based on the Paris resistance movement obtained from material brought to this country by Pierre Schaeffer and Pierre Garrigues, representatives of the French Broadcasting Service.
- 17—First multiple-relay television network in the world linking two major cities was proven technically practical in a demonstration between Washington and Philadelphia. This scientific demonstration revealed that it is entirely practical and possible to connect distant cities for television by a series of micro-wave tele relay transmitters.
- 26—John Ballantine, president of Philco Corp., announced that all Philco telecasting activities would be brought under one head. Ernest B. Loveman was appointed vice-president in charge and with the formation of the television broadcasting division of Philco Radio and Television Corp., every phase of the activity would be centralized under Loveman.

MAY

- 1—Paul L. Chamberlain, GE sales exec. told the Ad Club of Boston at a luncheon that television will supplement other forms of advertising to maintain the national income needed to keep American workmen on the job, and that a new dimension will be added to home entertainment which will provide one of the most powerful advertising media ever developed.
- 7—Bell System of the AT & T expects that some 2,000 miles of coaxial cable suitable for television and other long distance transmission will have been manufactured by the end of 1945 and that at least three-fourths of this cable mileage will be under ground by the same time.
- 15—Speaking before the Society of Motion Picture Engineers, Ralph B. Austrian, executive vice-president of RKO Television Corp.,

said he believed that it would be perfectly possible and feasible to release a tele show on film over a "first-run" group of stations and then re-release it in the same locality at a later time to a "second-run" group and finally a "subsequent run" group. He pointed out that any given locality can be fairly and completely covered.

- 18—Seven channels between 174 and 216 megacycles were definitely assigned television by the FCC, with the 480-920 mc. band also reserved for the new wide-band color tele. Six additional tele bands would be provided in the 44-108 mc. region—apportioning of which would be delayed pending further testing.
- 23—IT & T received a telegram from Guy Rabuteau, French scientist in charge of the laboratories of Le Materiel Telephonique, Paris, IT & T associate, which stated that despite German occupation, French research organizations had continued developing television and manufacturers were in a position to deliver pick-up equipment, transmitters, receivers suitable for black and white high definition tele and later on full color television.
- 27—First of a series of television programs covering the world of science and using both "live" talent and film, was inaugurated by the American Museum of Natural History in conjunction with NBC's station WNBT.
- 28—Senators Emil A. Bartunek and Lawrence A. Kane, formally introduced into the Ohio state legislature their bill which amended the Ohio censorship statutes to include television, along with motion pictures and other eligible productions. Proposed amendments included a fee of \$3 for each 10 minutes of televised screen time or fraction thereof. This was the first tele censorship measure and levied fee as well.
- 30—As a contribution to the advancement of television production, George A. Hirliman, prexy of the International Theatrical and Television Corporation, announced that they would sponsor a national contest on July 1st offering 11 prizes which would include a \$10,000 cash award to the best amateur film production submitted.

JUNE

- 5—A new type of experimentation looking toward development of a broad-band microwave relay system was approved when the FCC granted the Raytheon Mfg. Co., construction permits for five experimental relay stations to be installed between Boston and New York.
- 7—IATSE issued a charter to a new union in the field designated as Television Broadcast-

ing Studio Employees, Local 794 of the Alliance. The new union, having been granted its charter, was expected to launch an intensive drive to unionize tele employees in New York.

- 11—In a move to further its activities in the field of commercial television, CBS revealed the appointment of George Moskovics as commercial manager of television operations, a newly created post made in anticipation of experimental commercial activities in the video field.
- 14—New television plastic lens and receiver, developed by RCA Victor from materials manufactured by Dun Pont, is expected to provide an image five times as large as those obtained with pre-war models, also, brighter images and reduced cost of the receiving sets are indicated, all based on discs of "Lucite" composition as basic material.
- 14—American Television Society held its final official meeting of the season in the auditorium of the Museum of Modern Art, with George T. Shupert, of Paramount Pictures taking over the reins as newly elected president. Awards for television activity during the season were made to various network and inde tele outlets as well as individual effort.
- 18—CBS tele facilities and personnel were made available to network clients on a "working basis" for testing, development and broadcasting of commercial video programs. While there would be no charge for time on the air, there would be a charge of \$150 an hour for use of major studios, personnel and equipment.
- 20—Philco Radio applied to the FCC for three experimental relay broadcast stations to operate in New York, Philadelphia and Washington. Assignment of frequencies between 42 and 10,000 megacycles by the FCC chief engineer was asked.
- 25—John F. Royal, NBC vice-prexy in charge of television, speaking at the opening of the fourth annual NBC-Northwestern U summer radio institute, forecast that television would be a great force for peace during the coming years.
- 26—First large scale relay experiments for tele and FM to be undertaken between Los Angeles and San Francisco were forecast by the application to the FCC of the International Business Machines for relay terminal stations with 15 watts power in those two cities.
- 27—FCC announced the assignment of the first six tele channels. Channel No. 1, 44-50 mc.; channels No. 2 3 and 4, 54-60, 60-66 and 66-72 mc.; channels No. 5 and No. 6, 76-82 and 82-88 mc.

- 27—A large screen tele receiver, which produced a picture 16 x 22 inches and included a radio-phonograph unit was unveiled by GE at a press showing held in New York.
- 29—A RADIO DAILY survey revealed that tele industry leaders were pleased by the FCC's channel allocations.

JULY

- 9—CBS was reported to have obtained the American rights for 1,000 line television as developed in France and also new foreign patents covering colored television.
- 10—Experimental tele transmission in England will get under way in January, and the commercial aspects of the media, dormant since the outbreak of the war will be stressed in accordance with an ambitious developmental program already mapped out.
- 13—Little criticism was expressed at the informal engineer hearing on FCC's proposed standards and regulations for tele stations.
- 17—Zoning Adjustment Board of the District of Columbia following a seven-hour hearing, denied the Bamberger Broadcasting Service, Inc., permission to locate a transmitting station and 300-foot tele tower in a residential area selected in the northwest section of Washington.
- 18—The FCC released to the industry its proposed technical specifications for tele operation on the 13 six-megacycle bands presently allocated for commercial operation. The industry in general was well pleased with the Commission proposals.
- 19—George E. Markham, manager of WRGB, Schenectady, speaking before a two-day symposium on tele and the future at the University of Michigan, declared that television would supplement the newspapers, radio, theater and the movies, but would not replace them.
- 20—Plans for the first full-fledged television field tests in the New York metropolitan area using higher frequencies as proposed by the FCC reallocations to be conducted by NBC in collaboration with RCA Laboratories, were announced by Dr. C. B. Joliffe, vice-president in charge of the RCA Labs.
- 25—Music Corporation of America announced that it had added a new television department, to be under the head of Roger Carlin, former legit theater producer and Paramount man.
- 3—Bob Feiner, Jr., program assistant for WCBW, CBS tele station, was named assistant director of television programs for CBS.
- 7—Purchase for post-war delivery of a 40 kilowatt television transmitter was announced by Harry R. Lubcke, tele director of Don Lee Tele and Don Lee Broadcasting Systems. The west coast web has filed with the FCC for permission to install the transmitter 5,800 feet above sea level on Mt. Wilson.
- 9—A plan for utilizing stratosphere airplanes cruising six miles in the air for the transmission of television and FM was revealed by execs. of the Westinghouse Electric Corp. in collaboration with the Glenn L. Martin Company.
- 20—CBS announced that it would install a new ultra-high frequency television transmitter in the Chrysler Bldg. in December. The transmitter would broadcast tele in high definition color, on a frequency of 485 megacycles. A coaxial cable carrying the 10-megacycle signal would connect the transmitter to the labs at Madison Ave., via the studios in Grand Central Terminal.
- 24—Television stations will have a total national payroll of over 16 million dollars, Paul E. Carlson, merchandising manager of Allen B. Dumont Laboratories, Inc., predicted in an address before the opening session of the Board of Education sponsored War Industries Training Program in New York.
- 27—The Chicago public school system will use television as an integral part of its educational program for the first time, starting the week of September 17, it was announced by George Jennings, director of the Radio Council of the Board of Education. In cooperation with Balaban and Katz tele station, WBKB, Jennings has arranged a weekly series of 13 experimental telecasts to originate in the station's studios. The shows will be picked up on special receivers to be installed in two schools.
- 30—John Wanamaker Company announced that a deal has been consummated with the Allen B. DuMont Laboratories, Inc., for the installation of three complete television studios in the main New York store.

SEPTEMBER

- 11—Announcement was made of the resignation of Gilbert Seldes, director of CBS television programs, effective as of September 28, in order to be free to do independent work in the video field. No successor was appointed.
- 11—Ted Collins, Kate Smith manager and partner, confirmed rumors that he would undertake a \$1,000,000 tele laboratory enterprise in Jacksonville, Fla.
- 18—WABD, DuMont television station in New York, left the air until December 15 in order

to make the switchover from Channel 4 to Channel 5. The suspension of tele transmission of activities during the period of technical readjustment was approved by the FCC.

19—The American Broadcasting Company announced that following the conclusion of telecasting activities at DuMont's station WABD, television operations would be carried on from station WRGB, Schenectady.

20—Recalling its statement of May 25th that insufficient frequencies are available below 300 mc. to provide "a truly nation-wide and competitive television system," the FCC issued its proposed allocation of frequencies among the rural, metropolitan and community telecasters.

24—Technical operations of CBS television are being integrated with the web's other New York broadcasting operations. Progress of various phases of CBS television research under Dr. Peter Goldmark's department of engineering research and development has made integration possible.

25—The FCC threw out 16 applications for experimental tele and developmental FM facilities on the grounds that clear need for these stations to carry on meritorious research plans was not shown.

27—Edward Sobol, NBC tele producer told a panel and members of the American Television Society that the script is the most important part of the television program, and script writers would become a very important cog in the machine of television production.

OCTOBER

1—The Motion Picture Producers and Distributors Association does not plan to inject itself into the television scene, new proxy Eric Johnston declared during his first press conference after succeeding Will Hays.

4—Revision of the tentative assignments of channels for commercial television, including changes in the number of metropolitan stations permitted in many communities, as well as changes in the channel numbers assigned in some cases, were reported by the FCC.

5—DuMont Television signed a five-year contract with the Television Studio Broadcasting Employees Union, Local 794 of the IATSE.

11—Paul Kesten, CBS vice-president, announced at the FCC Television hearing in Washing-

ton that his company would be ready in a few weeks for public demonstrations of its wide-band polychrome tele service, thereby raising the question as to the extent to which sponsors of the narrow-band service would be willing to invest in the monochrome tele. The second challenge came from TBS, which announced a new allocation setup which would provide seven tele stations for New York City, which was allocated only four under the FCC plan announced earlier, and, in all, 401 stations for 135 cities—59 more stations than provided in the FCC plan.

17—Return to native shores of the U. S. Fleet was covered by television both in New York and San Francisco and televised in the East over WNBT by NBC and WCBW by CBS.

19—Motion picture film promises to furnish much valuable source material for video programs, what with the constant new developments occurring in the field of research and manufacturing, according to an address by John Flory, of Grant, Flory and Williams, film manufacturers.

23—Dr. C. B. Joliffe, v.p. in charge of RCA Labs, revealed that utilization of the recently announced super-high-frequency radio relay system for network television, was not engineered to permit television transmission.

25—A revolutionary new development in the camera technique of television was demonstrated to the press and electronics engineers by RCA using a super-sensitive pickup tube known as the "image orthicon." The demonstration proved conclusively that a good image could be obtained through the use of the new electronic eye under ordinary lighting conditions.

30—Application for construction of a tele transmitter and studios in San Francisco was filed with the FCC by Television Productions, Inc. Plans of the company also included a West Coast relay network embracing the Hollywood and San Francisco coast-to-coast television web projected by Paramount.

NOVEMBER

1—Extensive television coverage of New York's first peacetime municipal election in six years was scheduled by network video stations, with audiences being provided with newsy, on-the-spot scenes of events taking place during Election Day on November 6.

6—The first major intra-store television demonstration undertaken by RCA-Victor in Gim-

bel's Department Store in Philadelphia was proven "eminently successful" and definitely established tele as a powerful selling medium, representatives of both RCA and Gimbels indicated. An RCA representative said that plans were being completed to take the intra-store video unit on a nationwide tour of the largest department stores of America.

- 7—The Studio of Dramatic Arts offered a 16-week course in television acting, designed to "retrain radio actors for the visual medium." Director of the course was John Reich, professor at New York U, and former dramatic director of CBS television.
- 13—The first Television contract in Chicago was signed by International Photographers of the Motion Picture Industries and Television Film Shorts, Inc.
- 15—Keith S. McHugh, vice-president of A T & T, announced that a coaxial cable between Washington and New York would be made available, without charge, to television broadcasters early in January. The first program over the new cable will be a co-operative venture with WNBT, DuMont and WCBW participating in the historic telecast.
- 16—CBS has applied for a license for its new experimental Tele Station to operate on the higher frequencies between 480 and 496 megacycles. CBS disclosed it was "ready to go" on its wider band, full-color broadcasting. Dr. C. B. Jolliffe, vice-president in charge of RCA laboratories, speaking before a meeting of the Radio Executives club in New York, said "Television is ready to go." Dr. Jolliffe stated that the time is here when management must take television out of the engineering laboratory and give it a chance to grow.
- 20—Victory Loan films will be broadcast over nine tele stations for the first concerted drive of its kind, the Treasury Department has announced.
- 23—FCC's Television rules issued. As a whole, FCC followed many industry recommendations in issuing the new rules. Granted seven channels in New York and relaxed its original minimum operating order but did not change its order making chain broadcasting regulations applicable to tele stations.
- 26—Roundup of applications for construction of new commercial television stations now on

file with the FCC shows a wide-open scramble is in the making for new tele channel designations. The demand for frequencies far exceeds the supply in major cities.

- 26—A telegraphic survey of the industries reaction to the FCC tele allocations, conducted by Radio Daily, shows, in most instances, the allocations were interpreted as the signal to go ahead with manufacturing and station developments.

DECEMBER

- 3—Washington was selected as "testing ground" for wide-open scramble for television stations in large cities Friday, when the FCC announced a consolidated hearing on nine applications for the capital's four channels. No date for the hearing has been set.
- 5—Intra-store tele shown by RCA. First New York demonstration draws big merchandising interest. Manufacturers and retailers of consumer goods believe television will play a highly important role in the merchandising of such commodities in the near future.
- 6—Consolidated hearing on nine applications for Washington's four television channels will begin on Jan. 21. The ten-day hearing will end on Feb. 1, the Commission announced in setting the date.
- 7—RCA's tele patents and others in the radio field are to be made generally available to manufacturers, Henry A. Wallace, Secretary of Commerce, announced yesterday.
- 13—A. T. & T. announces construction plans for video relay outlets linking Milwaukee and Chicago.
- 14—RCA demonstrates color television. About five years will elapse before practical home color tele will be available to the public, they said.
- 26—The FCC has announced assignment of channels for six commercial tele licenses and for ten experimental stations.
- 27—President Truman's appearance before Congress next month to deliver his annual message will be televised for the first time in the nation's history. NBC, CBS and DuMont will telecast the event.

Washington Natural Television Center

By *ANDREW H. OLDER, Staff Correspondent, RADIO DAILY*

AS PEACE broke out the future of television was more confused than ever. Only one thing was certain—that pre-war estimates of the eventual importance of tele will be not only borne out but actually surpassed. It will be many years before motion pictures and sound broadcasting are displaced by television—if ever—but it will not be so very long before tele takes equal rank in importance alongside these two great media of news and entertainment.

Here in Washington, through the war years, two agencies—War and Navy—have been primarily concerned with television.

With the war over, the new technical developments will again be announced from Camden, Chicago, New York, Philadelphia and the other homes of leading private tele manufacturers. How much of value the industry will gain as German techniques are released by the Department of Commerce is questionable—thus far it seems that American technicians were far ahead of the Nazi researchers in tele. Some aid in color projection may be realized from the enemy processes.

The biggest headache, insofar as overall regulation is concerned, lies with the FCC. For the past two years the FCC has been squarely in the middle as the proponents of “downstairs” and “upstairs” video carry on their battle. Although there are signs that a commission majority believes tele will approach its full utility only on the wider bands above 480 megacycles, a policy of strict impartiality has been maintained as proponents of the two systems battle it out with press releases and feverish experimental work.

The commission has simply insisted that television—without specifying which system—is coming out of its swaddling clothes.

The “downstairs” television interests were not overly pleased with the apportionment of the spectrum below 300 megacycles, justly pointing out that 13 video channels is insufficient for full-magnitude development of the service.


Although the FCC revised its allocation of these channels to make more stations possible in New York and other major centers than it had originally provided, the fact is that so long as licenses are confined to the 13 “downstairs channels” video will not achieve the competitive development scheduled for it.

A year-end development of uncertain importance was the anti-trust suit filed by the Department of Justice against the Scopphony Corporation and affiliates of Twentieth Century-Fox and Paramount Pictures. Of far-reaching importance in the development of theater television on a broad nation-wide basis, the importance of the suit as it affects home video could not be clearly established. There are those who believe that the larger projections embodied in Scopphony’s “supersonic” system might provide an important improvement for home video sets if inclusion of the necessary design in the sets were freely permitted.

It is claimed also that the “skiatron” system developed by Scopphony makes possible use of the subtractive principles of color employed in Technicolor and Kodachrome photography. No commercial sets embodying these principles have been developed, although Paramount—one of the controllers of the patents for the Western Hemisphere—is half owner of the Allen B. DuMont Laboratories.

The big question is what the next year will bring in the line of regulatory policies on television. Most important question, of course, is the extent to which the FCC will indicate its superior faith in the “upstairs” system. And that is a decision which must be reached not on the basis of investments in the two systems but rather on the basis of public interest.

On March 7, 1946, the FCC awarded three of the four Washington television channels to NBC, Bamberger Broadcasting Co., and the Evening Star Broadcasting Co. The fourth channel, sought by both Du Mont and Philco, will be settled at another commission hearing. Both applicants have been invited to present additional arguments.



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TELEPHONE 5-2055

Classification of Television Stations and Allocations Of Frequencies

RULES Governing Television Broadcast Stations. Subpart D. Sections 4,201 through 4,281, are repealed, and the following is substituted (by the FCC) therefor:

§3.601 *Numerical Designation of Television Channels.* — The channels or frequency bands set forth below are available for television broadcast stations.

Channel No.	Megacycles
1	44—50
2	54—60
3	60—66
4	66—72
5	76—82
6	82—88
7	174—180
8	180—186
9	186—192
10	192—198
11	198—204
12	204—210
13	210—216

§3.602 *Sharing of Television Channels.* — Channels 1 through 5 and 7 through 13 are available for assignment to radio services other than television upon a showing that no mutual interference will result.

§3.603 *Community stations.* — (a) A Community station is designed primarily for rendering service to the smaller metropolitan districts or principal cities. Television channel No. 1 is assigned exclusively for Community stations. Channels 2 to 13, inclusive, can also be used for Community stations provided such use complies with Section 3.606.

(b) The power of a Community station may not exceed an effective radiated peak power of 1 kilowatt. The maximum antenna height for such stations shall be 500 feet above the average terrain as determined by methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(c) The main studio of a Community station shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

§3.604 *Metropolitan stations.* — Metropolitan stations may be assigned to television channels 2 through 13, both inclusive. They are designed primarily to render service to a single metropolitan district or a principal city and to the rural area surrounding such metropolitan district or principal city.

(b) Metropolitan stations are limited to a maximum of 50 kilowatts effective radiated peak power with antenna having a height of 500 feet above the average terrain, as determined by the methods prescribed in Standards of Good Engineering Practice concerning television broadcast stations. Where higher antenna heights are available, they should be used but in such cases the Commission may authorize less than 50 kilowatts effective radiated peak power so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna. Where it is shown that an antenna height of 500 feet is not available, the Commission may authorize the use of a lower height antenna but will not permit an increase in radiated power in excess of 50 kilowatts. The service area of Metropolitan stations will not be protected beyond the 5000 uv/m contour and such stations will be located in such a manner as to insure, insofar as possible, a maximum of television service to all listeners, whether urban or rural.

(c) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the sta-

(Continued on Page 1021)

A Television Service—

Serving the Industry for the past six years

Offering a Wealth of Unique and Valuable Material and
Services for Present and Future Telecast Programming

**FEATURE PICTURES - SHORT SUBJECTS
DRAMAS — COMEDIES — SERIALS
MUSICALS — TRAVELOGS — CARTOONS**
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*A Production Department Producing Pictures for
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NEW YORK CITY

Commercial Television Broadcast Channels

As allocated to Metropolitan Districts by the FCC

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos. Metro- politan	Com- munity	Total Stations Metro- Com- munity
Akron	35	349,705	11		1 1
Albany	23	431,575	2, 4, 7, 9, 11		5
Schenectady					
Troy					
Allentown	43	325,142		8	
Bethlehem					
Easton					
Altoona	111	114,094	9		1
Amarillo	136	53,463	2, 4, 5, 7		4
Asheville	132	76,324	5, 7, 12		3
Atlanta	25	442,294	2, 5, 8, 11		4
Atlantic City	83	100,096		8	1
Augusta, Ga.	135	87,809	6, 12		2
Austin	106	106,193	8, 10, 12		3
□					
Baltimore	13	1,046,692	2, 11, 13		3
Port Arthur	90	138,608	3, 6, 8, 10		4
Beaumont					
Binghamton	75	145,156	12		1
Birmingham	42	407,851	4, 9, 13		3
Boston	5	2,350,514	2, 4, 7, 9, 13		5
Bridgeport, Conn.	53	216,621		1	1
Buffalo	14	857,719	4, 7, 9, 13		4
Niagara					
□					
Canton, Ohio	63	200,352		1	1
Cedar Rapids	115	73,219	7, 11		2
Charleston, S. C.	127	98,711	7, 10, 13		3
Charleston, W. Va.	88	136,332	7, 11, 13		3
Charlotte	99	112,986	3, 9, 11		3
Chattanooga	76	193,215	3, 6, 10, 12		4
Chicago	2	4,499,126	2, 4, 5, 7, 9, 11, 13		7
Cincinnati	16	789,309	2, 4, 7, 11		4
Cleveland	9	1,214,943	2, 4, 5, 7, 9		5
Columbia	117	89,555	2, 4, 8		3
Columbus, Ga.	133	92,478	3, 12		2
Columbus, Ohio	29	365,796	3, 6, 8, 10		4
Corpus Christi	121	70,677	3, 6, 8, 10		4
□					
Dallas	27	376,548	4, 8, 12		3
Davenport	67	174,995	2, 4, 5, 9		4
Rock Island					
Moline					
Dayton	44	271,513	5, 13		2

Commercial Television Channels—Market Areas

<i>Metropolitan District (U. S. Census 1940)</i>	<i>Sales Rank</i>	<i>Population</i>	<i>Metropolitan Channel Nos.</i>	<i>Community</i>	<i>Total Stations Metropolitan Community</i>
Decatur	122	65,764	2		1
Denver	26	384,372	2, 4, 5, 7, 9		5
Des Moines	59	183,973	2, 4, 5, 9		4
Detroit	6	2,295,867	2, 4, 5, 7, 9		5
Duluth }	72	157,098	3, 6, 8, 10		4
Superior }					
Durham	139	69,683	4, 7		2
□					
El Paso	105	115,801	2, 4, 5, 7		4
Erie	95	134,039	12		1
Evansville, Ind.	93	141,614	2, 11		2
□					
Fall River }	55	272,648		1	1
New Bedford }					
Flint	64	188,554	11		1
Fort Wayne	81	134,385	2, 4, 7, 9		4
Fort Worth	51	207,677	2, 5, 10		3
Fresno	79	97,504	2, 4, 5, 7		4
□					
Galveston	131	71,677	9, 11, 13		3
Grand Rapids	57	209,873	7, 9		2
Greensboro	130	73,055	2, 10		2
□					
Hamilton }	110	112,686	9		1
Middletown }					
Harrisburg	70	173,367	8		1
Hartford }	20	502,193	8, 10		2
New Britain }					
Houston	21	510,397	2, 4, 5, 7		4
Huntington, W. Va. } ..	92	170,979	5		1
Ashland, Ky. }					
Indianapolis	24	455,357	3, 6, 8, 10, 12		5
□					
Jackson	128	88,003	2, 4, 5, 7		4
Jacksonville	66	195,619	2, 4, 6, 8		4
Johnstown, Pa.	100	151,781	13		1
□					
Kalamazoo	112	77,213	3		1
Kansas City, Mo. } ..	17	634,093	2, 4, 8, 11		4
Kansas City, Kans. }					
Knoxville	87	151,829	2, 4, 5, 9		4
□					
Lancaster	91	132,027		4	1
Lansing	94	110,356	6		1
Lincoln	109	88,191	10, 12		2
Little Rock	98	126,724	3, 6, 8, 10		4
Los Angeles	3	2,904,596	2, 4, 5, 7, 9, 11, 13		7

Commercial Television Channels—Market Areas

<i>Metropolitan District (U. S. Census 1940)</i>	<i>Sales Rank</i>	<i>Population</i>	<i>Metropolitan</i>	<i>Channel Nos.</i>	<i>Community</i>	<i>Total Stations Metropolitan Community</i>
Louisville	33	434,408	5, 9			2
Lowell	45	334,969	6			1
Lawrence Haverhill						
□						
Macon	137	74,830	4, 7, 10			3
Madison	101	78,349	9			1
Manchester	118	81,932			1	1
Memphis	37	332,477	2, 4, 5, 7, 9			5
Miami	38	250,537	2, 4, 5, 7			4
Milwaukee	15	790,336	3, 6, 8, 10			4
Minneapolis	11	911,077	2, 4, 5, 7, 9			5
St. Paul						
Mobile	119	144,906	3, 5, 9, 11			4
Montgomery	126	93,697	6, 10			2
□						
Nashville	56	241,769	4, 5, 7, 9			4
New Haven	39	308,228			6	1
New Orleans	31	540,030	2, 4, 6, 7, 10			5
New York	1	11,690,520	2, 4, 5, 7, 9, 11, 13			7
Northeastern						
New Jersey	47	330,396	4, 7, 11, 13			4
Norfolk						
Portsmouth Newport News						
□						
Oklahoma City	52	221,229	2, 4, 5, 9			4
Omaha	40	287,269	3, 6, 7			3
Council Bluffs						
□						
Peoria	69	162,566	3, 6, 12			3
Philadelphia	4	2,898,644	3, 6, 10, 12			4
Phoenix	84	121,828	2, 4, 5, 7			4
Pittsburgh	8	1,994,060	3, 6, 8, 10			4
Portland, Maine	89	106,566	3, 8			2
Portland, Oreg.	22	406,406	3, 6, 8, 10, 12			5
Providence, R. I.	18	711,500	11			1
Pueblo	140	62,039	3, 6, 8, 10			4
□						
Racine	97	135,075			1	1
Kenosha						
Reading	73	175,355			5	1
Richmond	48	245,674	3, 6, 8, 10			4
Roanoke	104	110,593	5, 9, 12			3
Rochester	28	411,970	2, 6, 11			3
Rockford	102	105,259	12			1
□						
Sacramento	54	158,999	3, 6, 10			3
Saginaw	77	153,388	3, 8, 13			3
Bay City						
St. Joseph	129	86,991	13			1

• • • **Commercial Television Channels—Market Areas** • • •

<i>Metropolitan District (U. S. Census 1940)</i>	<i>Sales Rank</i>	<i>Population</i>	<i>Channel Nos. Metro- politan</i>	<i>Com- munity</i>	<i>Total Stations Metro- Com- politan munity</i>	
St. Louis	10	1,367,977	4, 5, 7, 9, 13		5	
Salt Lake City	58	204,488	2, 4, 5, 7, 9		5	
San Antonio	50	319,010	2, 4, 5, 7, 9		5	
San Diego	49	256,268	3, 6, 8, 10		4	
San Francisco	7	1,428,525	2, 4, 5, 7, 9, 11		6	
Oakland						
San Jose	78	129,367	13		1	
Savannah	114	117,970	3, 5, 9, 11		4	
Scranton	30	629,581	11	1	1	1
Wilkes-Barre						
Seattle	19	452,639	2, 5, 7, 11		4	
Shreveport	96	112,225	2, 4, 6, 8		4	
Sioux City	107	87,791	4, 9, 11, 13		4	
South Bend	80	147,022		1		1
Spokane	71	141,370	2, 4, 5, 7, 9		5	
Springfield, Ill.	103	89,484	8, 10		2	
Springfield, Mass.	32	394,623	3	1	1	1
Holyoke						
Springfield, Mo.	134	70,514	2, 4, 5, 9		4	
Springfield, Ohio	125	77,406		1		1
Stockton	108	79,337	8		1	
Syracuse	46	258,352	5, 8, 10		3	
Tacoma	74	156,018	4, 9, 13		3	
St. Petersburg	61	209,693	2, 4, 5, 7		4	
Tampa						
□						
Terre Haute	116	83,370	4		1	
Toledo	34	341,663	13		1	
Topeka	123	77,749	7, 11		2	
Trenton	60	200,128		1		1
Tulsa	65	188,562	3, 6, 8, 10		4	
□						
Utica	68	197,128	3, 13		2	
Rome						
□						
Waco	138	71,114	3, 6, 9, 11		4	
Washington	12	907,816	4, 5, 7, 9		4	
Waterbury	85	144,822	12		1	
Waterloo	120	67,050	3, 6, 13		3	
Wheeling	82	196,340	12		1	
Wichita	86	127,308	2, 4, 5, 9		4	
Wilmington	62	188,974		7		1
Winston-Salem	124	109,833	6, 8		2	
Worcester	41	306,194	5		1	
York	113	92,627		1		1
Youngstown	36	372,428	13		1	

FOR COMPLETE EQUIPMENT SECTION CLOSELY ALLIED
TO TELEVISION — PLEASE REFER TO PAGE 1035

Television Broadcasting Stations

As of March 1, 1946

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Commercial Television Broadcast Stations Licensed By The Federal Communications Commission

Location	Licensee	Call Letters	Old* Channel No.	New** Channel No.	Vis. Aural Power
ILLINOIS					
Chicago	Balaban & Katz Corp.	WBKB	2	3 or 4	4KW 2KW
NEW YORK					
New York	Columbia Broadcasting System, Inc.	WCBW	2		3KW 2.5KW
New York	Allen B DuMont Labs. Inc.	WABD	4		4KW 1KW
New York	National Broadcasting Co. Inc.	WNBT	1	4	5.2KW 2.2KW
Schenectady	General Electric Co.	WRGB	3		40KW 20KW
PENNSYLVANIA					
Philadelphia	Philco Radio and Television Corp.	WPTZ	3		3KW 3KW

List of Construction Permits Outstanding for Commercial Television Stations

CALIFORNIA					
Hollywood	Don Lee Broadcasting System	KTSL	1	1	4KW 2KW
ILLINOIS					
Chicago	Zenith Radio Corp.	WTZR	1		2KW 2KW
WISCONSIN					
Milwaukee	The Journal Company	WMJT	3	3 or 4	4KW 2KW

* Old Channel means one of the 18 channels assigned to commercial television stations prior to the Commission's allocation report of June 27, 1945.

**New Channel means one of the 13 channels finally assigned to commercial television stations by the Commission's allocation report of June 27, 1945.

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES • ACTIVITIES

W B K B

CHICAGO
CHANNEL 2

Frequency.....61.25 mc.; 65.75 mc.
Power.....4 Kw.; 2 Kw.
Effective Signal Radiated.....796
Owned-Operated By.....Balaban & Katz Corp.
Business Address.....190 N. State St.
Phone Number.....Franklin 6446
Transmitter & Antenna Location..190 N. State St.
Time on the Air....1-2 p.m.; 4-5 p.m.; 7:15-9 p.m.
News Service.....Transradio
Transcription Service....World Broadcasting

Personnel

Director of Television.....William C. Eddy
General Manager....Reinold Werrenrath, Jr.
Station Manager.....George W. Thomas
Program Manager.....A. Warren Jones
Publicity Director.....Herbert T. Lyons
Chief Engineer.....A. H. Brolly

FACILITIES

One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

ACTIVITIES

News, fashion shows, sports (indoor) such as judo, fencing, boxing; dramatic shows; musical comedies; operettas; music and variety acts such as ventriloquists, puppets, marionettes, magicians, etc.; quiz shows; educational; lessons in dancing, Spanish, exercises for health and beauty.

W9XZV—(WTZR) W9XZC

CHICAGO
CHANNEL 1
(Experimental)

Frequency: W9XZV, 50-56 mc.; W9XZC, 512-528 mc. Power: Sight and Sound, 1000 Watts
Effective Radiated Signal.....1270
Owned-Operated By.....Zenith Radio Corp.
Business-Studio Address....6001 Dickens Ave.
Phone Number.....Berkshire 7500
Transmitter & Antenna Location..6001 Dickens Ave.
Time on the Air.....Unlimited license

Personnel

President-General Mgr.....E. F. McDonald, Jr.
Station Manager.....J. E. Brown
Program Director.....E. F. Classen, Jr.

W C B W

NEW YORK CITY
CHANNEL 2

Frequency.....54-60 mc.; Sight, 61250;
Sound, 65700
Owned-Operated By...Columbia Broadcasting System
Business Address.....15 Vanderbilt Ave.
Phone Number.....Murray Hill 6-6340
Studio Address.....15 Vanderbilt Ave.
Transmitter & Antenna Location.....Chrysler Building
Time on the Air....Tues. 8-9:30 p.m.; Wed. 8-9:45 p.m.; Fri. 8-9 p.m.; plus remote pickups
News Service.....UP

Personnel

V.-P. in Charge.....Lawrence W. Lowman
Station Manager.....Worthington Miner
Commercial Manager.....George Moskovics
Sales Promotion.....Harry H. Barnhart, Jr.
Asst. Program Director.....Ben Feiner, Jr.
Production Manager.....Charles Holden
Publicity Director.....James J. Kane
Musical Director.....Paul Belanger
Director Research-
Development.....Dr. Peter C. Goldmark
In Charge of Operations.....Merritt Coleman
Director CBS Tele Audience
Research Institute.....Dr. Donald Horton
In Charge Technical
Operations.....Henry Grossman
Director Television Plans Div....Leonard Hole

W 6 X Y Z

HOLLYWOOD

(Paramount Studio Lot)
CHANNEL 5
(Experimental)

Frequency.....76-82 mc.; Power: Visual
4 Kw; Oral 1 Kw.
Owned-Operated By...Television Productions, Inc.
Business Address.....5451 Marathon St.,
Hollywood 38

COMMERCIAL TELEVISION STATIONS

Phone NumberHollywood 2411
 Transmitter and Antenna Location,
 Mount Wilson

Time on the Air.....Six Hours Per Week

Personnel

PresidentPaul Raibourn
 Vice-PresidentBernard Goodwin
 Vice-President.....Y. Frank Freeman, Jr.
 Station DirectorKlaus Landsberg

FACILITIES

Equipment includes complete apparatus for studio as well as field operation. Cameras and transmitters were built by Allen B. DuMont Laboratories, Inc. and many additional units, including electronic special-effect equipment, were designed and built by Television Productions, Inc. A relay transmitter, W6XLA, to operate in conjunction with W6XYZ, was also developed and constructed by the company. A special antenna system combining a double-cone type of antenna for video and a special four di-pole antenna for audio of its own design and construction are used. Studio facilities also include a flexible lighting arrangement, slide and background projection apparatus and screens.

ACTIVITIES

W6XYZ has operated regularly since February 1, 1943, each Wednesday and Friday night and has been producing a weekly total of four to six hours of live-talent programs. These programs were entirely dedicated to the training of Civilian Defense volunteers until the summer of 1943, since which time entertainment as well as educational programs have been aired.

K T S L

LOS ANGELES (HOLLYWOOD)—
 EST. 1931
 CHANNEL 1

MUTUAL—DON LEE BDCT. SYSTEM

Frequency
 Power: Sight, 4000 Watts; Sound, 2000 Watts
 Effective Signal Radiated5600
 Owned-Operated By....Don Lee Broadcasting
 System
 Business Address.....3800 Mount Lee Drive
 Phone NumberHollywood 8255
 Transmitter & Antenna Location....3800 Mount
 Lee Drive
 Time on the Air.....Alternate Mondays, 7 to
 10 p.m.
 News Service.....AP, INS
 Transcription ServiceWorld
 RepresentativeJohn Blair

Personnel

PresidentThomas S. Lee
 Vice-President and General
 ManagerLewis Allen Weiss

Station Manager.....Harry R. Lubcke
 Chief Television Engineer.....Harry W. Jury
 Commercial Manager.....Sydney Gaynor
 Sales Promotion.....Herb Sonnenberg
 Production Manager.....Jack Stewart
 Stage Manager.....Ted Driscoll
 Publicity Manager.....Harriet Crouse
 Film Editor.....Marjorie Campbell
 Asst. Program Director.....Grace Neville
 Record M. C.....Johnny Courcier

FACILITIES

SYSTEM IN USE: 525 line 30-60 frame F.C.C., Standard, all electronic cathode-ray. Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orthicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft., stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

RECEIVERS: There are some 400 television receivers in the service area of W6XAO, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distance. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO.

W M J T

MILWAUKEE
 CHANNEL 3
 (C. P. Only)

Owned-Operated By.....The Journal Co.
 Business Address.....333 W. State St.
 Studio Address.....720 East Capitol Drive
 Phone NumberMarquette 6000
 Transmitter & Antenna Location.....720 East
 Capitol Drive
 Newspaper Affiliation.....The Journal Co.

W A B D

NEW YORK CITY
 CHANNEL 5

Frequency76-82 mc.
 Power...Sight, 4000 Watts; Sound, 1000 Watts
 Owned-Operated By.....Allen B. Du Mont
 Laboratories, Inc.
 Business-Studio Address....515 Madison Ave.
 Studios....Wanamakers, Broadway at 9th St.
 Phone Number.....PLaza 3-9800

COMMERCIAL TELEVISION STATIONS

Transmitter and Antenna Location.....Same
Time on the Air.....Unlimited

Personnel

President.....Allen B. Du Mont
General Manager.....Samuel H. Cuff
Asst. Gen. Mgr.....Robert F. Jamieson
Chief Engineer.....Sal Patreimo
Chief Operating Engineer.....Otis Freman

FACILITIES

The 160-foot tower of WABD atop a 42-story building raises the antenna to 650 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 100 miles. It is completely equipped by Du Mont Laboratories. WABD has two studios for live talent shows as well as film-projection facilities. It operates on a commercial license.

ACTIVITIES

This outlet serves not only as a commercial telecast service but also as a laboratory for practical experience. Engineering, programming and advertising sponsorship aspects of television broadcasting are being worked out in actual practice. Broadcasters, engineers, producers, performers, advertisers, advertising men and others interested in television have been granted use of station facilities.

W N B T NEW YORK CITY

CHANNEL 4

Frequency.....66-70 mc.
Power Sight, 5000 Watts; Sound, 3000 Watts
Effective Signal Radiated.....1800
Owned-Operated By.....National Broadcast-
ing Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....Circle 7-9300
Studio Address.....30 Rockefeller Plaza
Transmitter & Antenna Location.....Empire
State Bldg. Tower
Time on the Air...Approx. 18 hours per week

Personnel

NBC Vice-President, in
Charge of Television.....John F. Royal
NBC V.-P. & Chief Engineer...O. B. Hanson
Manager of Television Dept...Noran E. Kersta
Executive Producer.....Warren Wade
NBC Press Dept.....Sydney H. Eiges
Television Editor.....Allan H. Kalmus
Eastern Sales Manager.....Reynold R. Kraft
Business Manager.....John T. Williams

W P T Z PHILADELPHIA

CHANNEL 3

Frequency.....60-66 mc.;
Sight, 4 Kw.; Sound, 4 Kw.

Effective Signal Radiated...Approximately 335
Owned-Operated By.....Philco Radio &
Television Corp.

Business Address.....Tioga and C Sts.
Phone Number.....Nebraska 5100
Transmitter & Antenna Location...Wyndmoor,
Pa.

Time on the Air: Monday, Wednesday & Friday
evenings, 7:45-9:45; Experimental W3XE,
Monday through Friday afternoons, 1:30-2:30.

Personnel

Vice-President-Television
Broadcasting Div.....Ernest B. Loveman
Chief Television Engineer.....F. J. Bingley
Station Manager.....Walter Merkle
Program Manager.....Paul Knight

W R G B SCHENECTADY, N. Y.

CHANNEL 3

Frequency.....66-72 mc.; Power: Visual,
40,000 Watts, Oral, 20,000 Watts
Owned-Operated By.....General Electric Co.
Effective Signal Radiated.....3100
Business Address.....60 Washington Ave.
Phone Number.....4-2211
Transmitter & Antenna Location...New Scot-
land, N. Y.
Time on the Air.....Nine Hours Weekly

Personnel

Vice-President and Manager of
Broadcasting.....Robert S. Peare
Assistant Manager.....B. W. Rowan
Manager.....G. E. Markham
Acting Supervisor of
Production.....H. T. Rhodes
Chief Engineer.....B. H. Cruger

FACILITIES

Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 129 miles away, and relaying them to the Capitol district.

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Pending Applications for Commercial Television Broadcast Stations

<i>City</i>	<i>Applicant</i>	<i>City</i>	<i>Applicant</i>
Akron, Ohio	United Broadcasting Co.	Cleveland	National Broadcasting Co., Inc.
Albany, N. Y.	General Electric Co.	Cleveland	Scripps-Howard Radio, Inc.
Albuquerque, New Mex.	Albuquerque Broadcasting Co.	Cleveland	United Broadcasting Co.
Ames, Iowa	Iowa State College of Agri. & Mech. Arts	Cleveland	The WGAR Broadcasting Co.
Baltimore	Hearst Radio, Inc.	Cleveland	WJW, Inc.
Baltimore	Maryland Broadcasting Co.	Columbus	Centrol Ohio Broadcasting Co.
Baltimore	The Tower Realty Co.	Columbus	The Crosley Corp.
Baltimore	Jos. M. Zamoiski Co.	Columbus	United Broadcasting Co.
Baltimore	E. Anthony & Sons, Inc.	Dallas	Interstate Circuit, Inc.
Boston	Allen B. DuMont Lab. Inc.	Dallas	KRLD Radio Corp.
Boston	Filene's Television, Inc.	Dayton	The Crosley Corp.
Boston	New England Theaters, Inc.	Denver	KLZ Broadcasting Co.
Boston	Westinghouse Radio Stations, Inc.	Detroit	The Evening News Assn.
Boston	The Yankee Network, Inc.	Detroit	International Detrola Corp.
Boston	The Connecticut Television Co.	Detroit	The Jam Handy Organization, Inc.
Bridgeport (6½ miles out)		Detroit	King Trendle Broadcasting Corp.
Buffalo	WEBR, Inc.	Detroit	United Detroit Theatres Corp.
Chicago	American Broadcasting Co., Inc.	Detroit	WJR, The Goodwill Station
Chicago	Balaban & Katz Corp.	Fresno, Calif.	J. E. Rodman
Chicago	Johnson Kennedy Radio Corp.	Harrisburg, Pa.	Keystone Broadcasting Corp.
Chicago	National Broadcasting Co., Inc.	Hartford	The Travelers Broadcasting Service Corp.
Chicago	Raytheon Mfg. Co.	Hartford	The Yankee Network, Inc.
Chicago	Zenith Radio Corp.	Indianapolis	The Wm. H. Block Co.
Chicago	WGN, Inc.	Indianapolis	Capitol Broadcasting Corp.
Cincinnati	Cincinnati Broadcasting Co.		
Cincinnati	The Crosley Corp.		

• • • **COMMERCIAL TELE APPLICANTS** • • •

<i>City</i>	<i>Applicant</i>	<i>City</i>	<i>Applicant</i>
Indianapolis	Indianapolis Broad-casting Inc.	New York	Metropolitan Tele-vision, Inc.
Indianapolis	WFBM, Inc.	New York	National Broadcast-ing Co., Inc.
Jacksonville,	Jacksonville Broad-casting Corp.	New York	News Syndicate Co., Inc.
Florida	WJAC, Inc.	New York	Philco Radio & Tele-vision Corp.
Johnstown, Pa.	The Kansas City Star Co.	New York	Raytheon Mfg. Co.
Kansas City, Mo.	Lancaster Television Corp.	New York	Twentieth Century-Fox Film Corp.
Lancaster	WGAL, Inc.	New York	WLIB, Inc.
(3½ miles out)	American Broadcast-ing Co., Inc.	New York	WKY Radiophone Co.
Lancaster	Earle C. Anthony, Inc.	Oklahoma City	Radio Station WOW, Inc.
Los Angeles	Consolidated Broad-casting Corp., Ltd.	Omaha	World Publishing Co.
Los Angeles	Fox-West Coast Theatres	Philadelphia	Bamberger Broad-casting Service, Inc.
Los Angeles	Don Lee Broadcast-ing System	Philadelphia	Pennsylvania Broad-casting Co.
Los Angeles	Hughes Productions, Division of Hughes Tool Co.	Philadelphia	Philadelphia Daily News, Inc.
Los Angeles	Metro-Goldwyn-Mayer Studios, Inc.	Philadelphia	The Philadelphia In-quirer, a Division of Triangle Pub-lications, Inc.
Los Angeles	National Broadcast-ing Co., Inc.	Philadelphia	Philco Radio & Tele-vision Corp.
Los Angeles	Television Produc-tions, Inc.	Philadelphia	Seaboard Radio Broadcasting Corp.
Los Angeles	The Times-Mirror Co.	Philadelphia	WCAU Broadcasting Co.
Los Angeles	Warner Bros. Broad-casting Corp.	Philadelphia	WDAS Broadcasting Station, Inc.
Louisville	WAVE, Inc.	Philadelphia	Westinghouse Radio Stations, Inc.
Miami Beach	A. Frank Katzentine	Philadelphia	WFIL Broadcasting Co.
Milwaukee	Hearst Radio, Inc.	Philadelphia	Allen B. DuMont Lab. Inc.
Milwaukee	The Journal Co.	Pittsburgh	Scripps-Howard Ra-dio, Inc.
Nashville	J. W. Birdwell	Pittsburgh	WCAE, Inc.
Newark	Bremer Broadcast-ing Corp.	Pittsburgh	Westinghouse Radio Stations, Inc.
New Orleans	Loyola University	Portland	Oregonian Publish-ing Co.
New Orleans	Maison Blanche Co.	Providence	E. Anthony & Sons, Inc.
New York	American Broadcast-ing Co., Inc.	Providence	The Outlet Co.
New York	Bamberger Broad-casting Service, Inc.	Providence	The Yankee Net-work, Inc.
New York	Columbia Broadcast-ing System, Inc.	Richmond, Va.	Havens & Martin, Inc.
New York	Debs Memorial Ra-dio Fund, Inc.	Riverside, Calif.	The Broadcasting Corp. of America
New York	Allen B. DuMont Lab. Inc.		
New York	Palmer K. & Lois C. Leberman		
New York	Marcus Loew Book-ing Agency		

City	Applicant	City	Applicant
Rochester	Stromberg-Carlson Co.	Spokane	Division of Hughes Tool Co.
St. Louis	Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman d/b as ALF-CO Co.	Stockton	Radio Sales Corp. Louis Wasmer, Inc.
St. Louis	Globe-Democrat Publishing Co.	Waltham, Mass	E. F. Peffer Raytheon Mfg. Co.
St. Louis	Thomas Patrick, Inc.	Washington, D. C.	Bamberger Broadcasting Service, Inc.
St. Louis	The Publtizer Publishing Co.	Washington, D. C.	Capital Broadcasting Co.
St. Paul	Star - Times Publishing Co.	Washington, D. C.	Allen B. DuMont Lab. Inc.
St. Louis	KSTP, Inc.	Washington, D. C.	The Evening Star Broadcasting Co.
Salt Lake City	Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall d/b as Utah Broadcasting Co.	Washington, D. C.	Marcus Loew Booking Agency
Salt Lake City	Intermountain Broadcasting Corp.	Washington, D. C.	National Broadcasting Co., Inc.
San Francisco	The Associated Broadcasters, Inc.	Washington, D. C.	Eleanor Patterson tr/as The Times-Herald
San Francisco	Don Lee Broadcasting System	Washington, D. C.	Philco Radio & Television Corp.
San Francisco	Hughes Productions,	Washington, D. C.	Scripps-Howard Radio, Inc.
Seattle		White Plains, N. Y.	Westchester Broadcasting Corp.
		Wilkes Barre, Pa.	Louis G. Baltimore
		Wilmington, Del.	WDEL, Inc.

ALLOCATION *(Continued from Page 1009)*

tion is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.

§3.605 *Rural stations.*—(a) Licensees of Metropolitan stations or applicants who desire to qualify as licensees of Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the additional area proposed to be served is predominantly rural in character. In addition, a showing must be made that such use of the channel will not cause objectionable interference to other television stations or prevent the assignment of other television stations where there is reasonable evidence of the probability of such station being located in the future.

(b) Channels 2 through 13 are available for assignment to Rural stations. The service area of Rural stations will be determined by the Commission.

(c) The main studio of Rural stations shall be located within the 500 uv/m contour:

§3.606 *Table Showing Allocation of Television Channels to Metropolitan Dis-*

tricts in the United States.—(a) The Table below sets forth the channels which are available for the areas indicated. The table below will be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in any such area, or to use one of the channels in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

(b) Only the first 140 metropolitan districts are listed in the table below. Stations in other metropolitan or city areas not listed in the table will not be assigned closer than 150 miles on the same channel or 75 miles on adjacent channels, except upon an adequate showing that public interest, convenience, or necessity would be better served thereby or that by using lower power or by other means equivalent protection is provided.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661(c).

Rules Governing Video Broadcast Stations

RULES Governing Television Broadcast Stations as promulgated by the FCC, include Administrative Procedure and those relating to Licensing Policies. Both these are given below in full.

Subpart D. of the Commission's Rules, also include Designation of Television Channels, Community and Metropolitan Stations and Table Showing Allocation of Television Channels to Metropolitan Districts in the United States. These will be found in the preceding pages of Television Year Book.

Administrative Procedure

§ 3.611 Application for television stations.—Each applicant for a construction permit for a new television broadcast station, change in facilities of any existing television broadcast station, or television station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new television station, Form FCC No. 330 should be filed; for a television station license, Form FCC No. 331 should be filed; and for modification of a television station license or for change in facilities of an existing television station, Form FCC No. 333 should be filed.

§ 3.612 Full disclosures.—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 3.613 Installation or removal of apparatus.—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§ 3.614 Period of construction.—Each construction permit will specify a maxi-

imum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§ 3.615 Forfeiture of construction permits: extension of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) An application (Form FCC No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

• • • TELEVISION STATION RULES • • •

§ 3.616 **Equipment tests and proof of performance.**—(a) Upon completion of construction of a television station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and standards of good engineering practice governing television stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: **Provided**, that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.

§ 3.617 **Program tests.**—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and standards of good engineering practice governing television stations, and after an application for station license has been filed with the Commission showing the equipment to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: **Provided**, That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.616 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§ 3.618 **Normal license period.**—All television broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. and will be issued for a normal license period of 1 year.

§ 3.619 **License, simultaneous modification and renewal.**—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

§ 3.620 **Renewal of license.**—(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCC No. 311). No application for renewal of license of a television broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.301-1.304, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of a television station license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§ 3.621 **Temporary extension of station licenses.**—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing television license, the Commission may, in its discretion, grant a temporary extension of such license: **Provided**, however, That no such temporary extension shall be con-

strued as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: **And provided further,** That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 3.622 **Repetitious applications.**—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new television broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original

parties in interest, will not be considered until the final disposition of such appeal.

§ 3.623 **Assignment or transfer of control.**—(a) **Voluntary:** Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) or Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) **Involuntary:** In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such television station permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

Licensing Policies

§ 3.631 **Exclusive affiliation of station.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization¹ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§ 3.632 **Territorial exclusivity.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. . . .

§ 3.633 **Term of affiliation.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: **Provided,** that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§ 3.634 **Option time.**—No license shall be granted to a television broadcast station which options¹ for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours² within each of four segments of the broadcast day. . . .

§ 3.635 **Right to reject programs.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

¹ As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

² All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

³ These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

§ 3.636 **Network ownership of stations.**—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control¹ of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§ 3.637 **Dual network operation.**—No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: Provided, that this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§ 3.638 **Control by networks of station rates.**—No license shall be granted

to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

§ 3.639 **Use of common antenna site.**—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (1) which is not available for use by other television licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

§ 3.640 **Multiple ownership.**—(a) No person (including all persons under common control)² shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1 that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2 that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

¹ The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

² The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

Commercial Television Programs—1945

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1945. Listing is alphabetically by program title, and giving the sponsor, product, type of program, station and advertising agency handling the account. Abbreviations: L, Live Talent; F, Film.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Adam Hat Sport Parade	Adam Hats Hats	Sports (L-F)	WABD	Buchanan & Co.
Alden's Fashions	Alden Chicago Mail Order House	Fashion (L)	WABD	Buchanan & Co.
Aiomagic Fashions	Aiomagic Shoe Co. Shoes	Fashion (L)	WABD	Norman D. Waters & Associates
American Television Society Shows	American Television Society	Variety, Drama, Musical (L)	WABD	ATS Laboratories
At Ease	Ben Pulitzer Fashions Pulitzer Ties	Fashion (L)	WABD	L. S. Gamble Productions
Football Games	Atlantic Refining Co. Gas and Oil	Football	WPTZ, WNBT and WRGB	N. W. Ayer & Son
Aunt Jenny Stories Author	Lever Brothers Allen B. DuMont Labs., Inc. Institutional	Drama (L) Educational (L)	WCBW WABD	Ruthrauff & Ryan
Backstage at Gimbels	Gimbel Bros. (Phila.) Dept. store mdse.	Dramatic	WRGB	Direct
Benrus Time	Benrus Watch Co. Watches	Time Signals (L)	WCBW	Young & Rubicam
Big Sister	Lever Brothers	Drama (L)	WCBW	Ruthrauff & Ryan
Boys from Boise, The	Esquire, Inc. Esquire Magazine	Musical, Variety (L)	WABD	Charles Storm Agency
Botany Cartoons	Botany Woolen Mills Botany Woolens	Movie Cartoons (F)	WABD	
Breakfast Club	Swift & Co. Institutional	Variety (L)	WABD	American Broadcasting Company

Bulova Time	Bulova Watch Co. Watches	Time Signal (L)	WNBT	The Biow Co., Inc.
Bulova Time	Bulova Watch Co. Watches	Time Signal (L-F)	WCBW	The Biow Co., Inc.

Canada Dry Cartoons	Canada Dry Bottling Co. Spur	Movie Cartoons (F)	WABD	
Carter's Mystery Program	Carter's Personal Products Armid	Mystery (L)	WABD	Small & Seiffer
Cavalcade of Sports	Gillette Safety Razor Co., Inc.	Sports (L)	WNBT	Maxon Agency
Cincinnati Fashions	Cincinnati Fashion Frocks	Fashion (L)	WABD	Keeler & Dietz
Circus Folks	International Shoe Co. Shoes	Variety, Drama (L)	WABD	Westheimer & Co.
Coty's Fashions	Coty's Products	Fashion (L)	WABD	Glorianne Lehr
Conquest Over Darkness	General Electric Electricity	Dramatic	WRGB	Direct

Dana Fashions	Charles Dana Gowns	Fashion (L)	WABD	Glorianne Lehr
DuBarry Fashions	DuBarry Success School Institutional	Fashion (L)	WABD	Kenyon & Eckhardt
Dunhill Program	Alfred Dunhill, Ltd. Tobacco and Pipes	Drama (L)	WABD	Charles Storm Agency

Elgin Time	Elgin Watch Co.	Time Signal (L)	WBKB	J. Walter Thompson Co.
Elgin Time	Elgin Watch Co.	Time Signal (L)	WCBW	J. Walter Thompson Co.
Elgin Time	Elgin Watch Co.	Time Signal (L)	WNBT	J. Walter Thompson Co.
Esso Program	Esso	Educational (F)	WABD	Marschalk & Pratt
Esther Dorothy Fashions	Esther Dorothy Furs Furs	Fashion (L)	WABD	Glorianne Lehr

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Fair Fashions, The Fashion Ballet	The Fair Store John J. Myers (Albany) Dept. Store Mdse.	Fashion (L) Dramatic-Ballet	WBKB WRGB	The Fair Store Direct
Fashions Coming and Becoming	Cluett, Peabody & Co. Sanfortized Fabrics	Fashion (L)	WABD	Young & Rubicam
Marshall Field Fashions	Marshall Field & Co.	Fashion (L)	WBKB	Marshall Field & Co.
Food in Armor	Can Mfgs. Institute and Quartermaster Corps. Canned Foods	Dramatic	WRGB	Direct
Four Hundred Years in Four Minutes	General Mills Co.	(F)	WCBW	
Frederics Fashions	John Frederics Hats	Fashion (L)	WABD	Glorianne Lehr
Fun With Fay	Schutter Candy Co. Old Nick, Bit-O-Honey	Variety (L)	WABD	Westheimer & Co. Kaplan, Siesel & Bruck
Gotham Variety Show	Gotham Gold Stripe Hosiery	Variety (L)	WABD	Norman D. Waters & Associates
Hearst Variety Show	Hearst Magazines, Inc. Harper's Bazaar	Variety (L)	WABD	Abbott-Kimball, Inc.
Here's How	Colgate Palmolive Peet Co. Supersuds	Variety (L)	WABD	William Esty
Hillman Program	Hillman Publications Real Story	Variety (L)	WABD	Charles Storm Agency
Hobby-Hall of Fame	Press-On-Mending Tape Co. Mending Tape	Variety (L)	WABD	Reiss Agency Television Workshop
How's Your Imagination	DuPont Misc.	Demonstration	WRGB	BBD&O

If Men Played Cards as Women Do	Proctor Electric Co. Institutional	Comedy (L)	WABD	Newell-Emmett Co.
I. J. Fox Fashions	I. J. Fox Co. Furs	Fashion (L)	WABD	Glorianne Lehr
Ike on Sports, The	Allen B. DuMont Labs., Inc. Institutional	Sports (L-F)	WABD	
Inside Facts About Food	American Institute of Farm & Home Products	Educational (L)	WABD	
Ladies Be Seated	Chef Boy-Are-Dee	Variety (L)	WRGB	(ABC Television) McJunkin Advt. Co.
Lanz Fashions	Lanz, Fifth Avenue Lanz Clothes	Fashion (L)	WABD	Glorianne Lehr
Letter to Your Serviceman	American Broadcasting Co. John David Menswear	Variety (L)	WABD	ABC Television
Lily Dache Fashions	Lily Dache Chapeaux	Fashion (L)	WABD	Glorianne Lehr
Looking Thru' Gimmel's Window	Gimmel Brothers Men's Suits	Fashion (L)	WABD	Television Workshop
Lovely Lady	Diana Corset Co. Corsets	Fashion (L)	WABD	Lester Harrison
Mademoiselle	Street & Smith, Inc. Institutional	Fashion (L)	WABD	Direct
Magazine of the Air	U. S. Rubber Co. Institutional	Educational (L-F)	WABD	Campbell-Ewald
Magic Carpet, The	Alexander Smith Carpet Co. Carpets	Travel (L-F)	WABD	Anderson, Davis & Platte
Magic Carpet	Alex. Smith Carpet Co. Rugs	Dramatic	WRGB	Anderson, Davis & Platte
Magic from Aladdin's Lamp	Schwartz Television & Radio Repair Corp.	Variety (L)	WBKB	Direct
Miles News	Miles Laboratories Alka-Selzer, One-a-Day Vitamins	News (L)	WABD	Wade Agency

ADVERTISING AGENCY

STATION

TYPE

SPONSOR-PRODUCT

TITLE

On Stage Everybody	American Broadcasting Co. Institutional	Variety (L)	WABD	ABC Television
Old Mother Hubbard	Hunt Club Dog Food Dog Food	Comedy (L)	WABD	Baldwin & Strachan

P

Park & Tilford Variety Show	Park & Tilford Co. Institutional—Tintex	Variety (L)	WABD	Charles M. Storm Agency
Patterns for a Dream	Vogue Magazine	Dramatic	WRGB	Direct
Peanut Is a Serious Guy, The	National Peanut Council Peanuts	Puppets (L)	WABD	J. Walter Thompson Co.
Pleasure Time	Liggett & Meyers Chesterfields	Variety (L)	WABD	Newell-Emmett Co.
Private Johnson's Christmas	Gertz Department Store Institutional	Drama (L)	WABD	Television Workshop

R

Rival Dog Show	Rival Dog Food Dog Food	Dog Show (L)	WABD	Al Paul Lefton Co.
Rubber Goes to War	U. S. Rubber Co. Institutional	Educational (L-F)	WABD	Campbell-Ewald

S

"See & Sew With Sally Smart" Sham	Famous Features Syndicate Dress Patterns Knox Hat Co. Hats	Dramatic—Demonstration With Puppet Drama (L)	WRGB WABD	Direct Newell-Emmett Co.
Sixth War Loan Drive	U. S. Treasury War Bonds	Variety (L-F)	WABD	Ruthrauff & Ryan

Society of Amateur Chefs, The	Nash-Kelvinator Kelvinator	Comedy (L)	WABD	Geyer, Cornell & Newell
Socony-Vacuum Show	Socony-Vacuum Oil Co. Duz—Ivory Soap—Mobiloil Wines	Variety (L)	WABD	Compton Advertising Agency
Spanish Dance	Duff-Gordon Wine Co.	Variety (L)	WABD	DuMont
Stardust Fashions	Stardust Garment Co. Slips	Fashion (L)	WABD	Norman D. Waters & Associates
Stories from Colliers	Winthrop Shoe Co. Institutional	Drama (L)	WABD	Westheimer & Co.

Telequizcalls	Edison Co.	Variety (L)	WBKB	Edison Advertising Department
Tele-Shopping With Martha Manning	R. H. Macy Co. Institutional	Fashion (L)	WABD	RKO Television Corp.
Television Quarterback	U. S. Rubber Co.	Sports (L)	WNBT	
Television Specialties	Casual Clothes Sports Clothes	Variety (L)	WABD	Charles M. Storm Agency
Thanks for Looking	Allen B. DuMont Labs., Inc. Abraham & Straus Gifts	Quiz (L)	WABD	
The Care and Feeding of Whiskers	Pal Blade Co. Razor Blades	Comedy (L)	WABD	Al Paul Lefton Co.
The Queen Was in the Kitchen	American Central Mfg. Co. American Kitchen Co., Inc.	Comedy (L)	WABD	Bruno, N. Y.
The Vanishing Princess	Loft Candy Co. Loft Candies	Mystery (L)	WABD	Al Paul Lefton Co.
Triangle Variety Show	Triangle Publications Click Magazine—Official Detective	Variety (L)	WNBT	Charles Storm Agency
Thrills & Chills	Allen B. DuMont Labs., Inc. Institutional	Adventure (L-F)	WNBT	Buchanan & Co.

Voice of Firestone	Firestone Tire & Rubber Co.	Televues (F)	WNBT	Sweeney & James Co.
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TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Waltham Time	Waltham Watch Co. Watches	Time Signal (L)	WNBT	N. W. Ayer & Son, Inc.
Weather Reports	Botany Woolen Mills Botany Woolens	Weather Report (L)	WNBT	Alfred J. Silberstein-Bert Goldsmith, Inc.
Wednesdays at Nine is Lever Bros. Time	Lever Brothers Rinso-Spry—Lifebuoy	Drama, Variety, News (L)	WABD	Ruthrauff & Ryan
Wide Horizons	Boat Aircraft Nut Mfg. Co. Institutional	Variety (L)	WABD	Cecil & Presby
Wings of Democracy	Pan-American World Airways	Travel (F)	WNBT	J. Walter Thompson Co.
WNEW Programs	Radio Station WNEW Institutional	Drama, Variety (L)	WABD	Direct
Woman of Tomorrow	American Broadcasting Co. Institutional—Tangee Cosmetics	Variety (F)	WABD	ABC Television
World in Your Home, The	RCA Victor Division of RCA	(F)	WNBT	J. Walter Thompson Co.
WOR Presents	Radio Station WOR	Variety, Drama, Musicals (L)	WABD	Direct
You Give What You Got	General Foods Post-Ten Cereal	Drama (L)	WABD	Benton & Bowles
Your World Tomorrow	Dur-Ez Plastics Institutional	Educational (L)	WABD	Television Workshop

Television and radio production, as well as the advertising agencies handling such accounts are closely integrated. Complete listing of Advertising Agencies and their radio-television accounts will be found on pages 100-7. For list of radio-television producers, please see page 665.

FRANK H. McINTOSH

CONSULTING RADIO ENGINEER

AM - FM

TELEVISION

FACSIMILE

TELECOMMUNICATIONS

ACOUSTICAL STUDIO DESIGNING

710 14th ST., N. W.

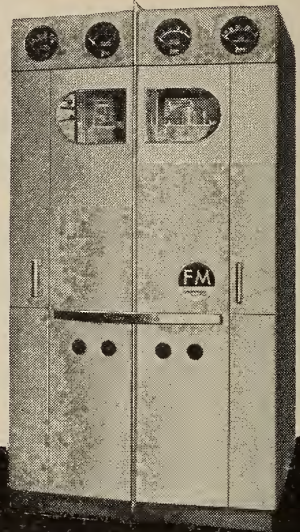
WASHINGTON, D. C.

METROPOLITAN 4477

FOR BETTER BROADCASTING

AM or FM

More and more broadcasters are turning to Western Electric for better broadcasting equipment. From microphones through amplifiers and transmitters to antenna coupling units—AM or FM—Western Electric has a complete line of products to serve the broadcasting industry.

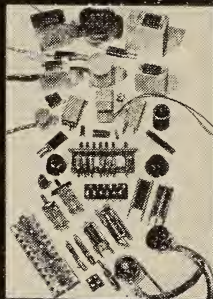


FM TRANSMITTERS—A complete line of FM transmitters to meet the most exacting standards.

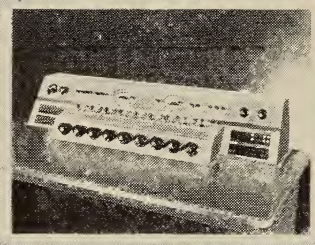


AM TRANSMITTERS—A complete line from 250 watts to 50 KW for all AM broadcasting needs.

COMPONENTS—Many miscellaneous elements such as plugs, jacks, condensers, thermistors, relays and vacuum tubes to help you "roll your own."



AMPLIFIERS—For pre-mixing, line, program and monitoring. A complete line to fulfill every requirement.



AUDIO FACILITIES—For all studio applications including standard console, remote, and special "custom" designed studio and master control equipment.

ANTENNA EQUIPMENT—including phasing, coupling, and monitoring equipment.

MICROPHONES—that will continue to set the standard for better broadcasting.



For deliveries, check your nearest Graybar house. Many items are carried in stock.

Western Electric

EQUIPMENT



The Technical Side

•

Equipping For Television

•

New Tubes And Circuits

•

Expanded Facilities

•

RMA In Peacetime Role

•

Radio Manufacturers Association

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*Chief Engineers Of Stations
In United States And Canada*

•

Consulting Engineers

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Radio Equipment Manufacturers

PRESTO

in Action...

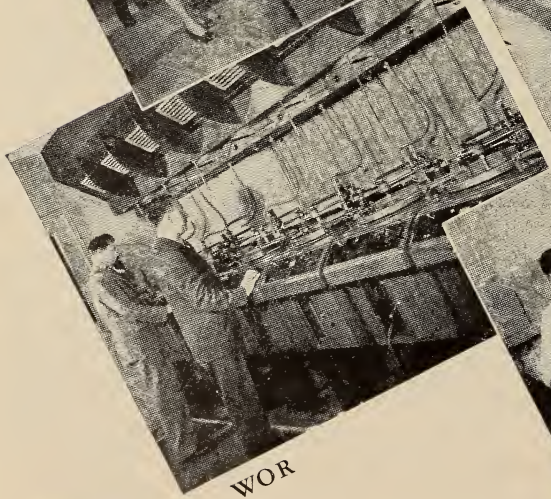
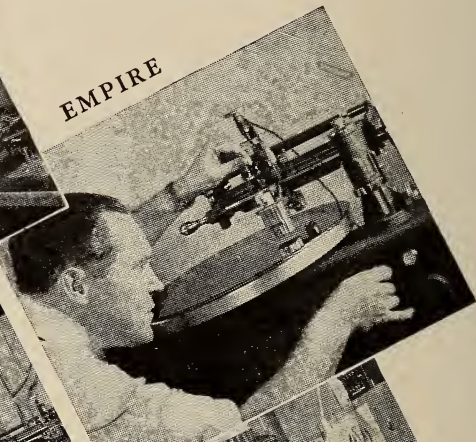
...in four New York recording studios that are typical of hundreds of Presto equipped studios throughout the country. Often recording 24 hours daily, their engineers appreciate the consistently reliable performance of Presto recorders and discs.

Now in full production, Presto is ready to supply equipment for your studio!

NBC



EMPIRE



WOR



MUZAK

PRESTO

RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, Ltd., in Canada

**WORLD'S LARGEST MANUFACTURER
OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS**

Proper Equipment For Television

By P. G. CALDWELL, *Television Equipment Sales Manager, GE*

AT THE outset, may I remind the reader, that proper master control equipment is necessary in planning for the development of your television station. This article briefly explains why the initial purchase of flexible equipment is necessary for orderly expansion from a small community television station to the larger metropolitan type as this new medium grows.

A study of the probable growth of commercial television, with full regard for the economic problems involved, indicates that a new television broadcaster will be interested primarily in purchasing equipment initially which will allow for easy future expansion. Only a few of the over 400 possible licensees in this country will be able to justify elaborate facilities at the start.

Basic Equipment

It is of interest, therefore, to examine the basic equipment needed for a television station and see how flexibility may be built in and future expansion made easy.

A small community station undoubtedly will derive most of its programming from motion picture film (16 mm), outside pickup of special events, and perhaps a very limited studio operation capable of handling news reports and commercials. These announcements can be made with a permanently installed camera channel or by studio operation of the outside pickup cameras. Later, when network program service will be available, this will obviously be an immediate and rich source of new programs.

To carry out a program service such as described in the preceding paragraph, a small station will obviously require a visual and aural transmitter, an antenna system, an outside pickup unit, and film projector equipment. It will also need a flexible master control system capable of monitoring and switching. Monitoring must be available to at least watch the outgoing program and the program coming next. General Electric has designed a master control desk which basically provides facilities for switch-

ing and monitoring (a) outside pickups, (b) networks, and (c) programs from as many as six studios. (Film would be fed through one of the studio channels.) This master control desk incorporates a distribution console to provide switching of the above program sources, and also two monitor consoles allowing the basic monitoring described above. Extra monitor consoles may be added as desired. All of these monitors will handle composite television signals.

Other Facilities

In addition to the facilities necessary for monitoring and switching the picture, the master control desk has provision for switching the audio portion of the program simultaneously with the picture. This feature simplifies the operator's job and minimizes errors in handling the program. Conveniently located on the distribution console is a talk-back microphone for calling any desired portion of the station as well as a telephone handset for private conversations.

As previously mentioned, the master control desk provides for expansion to handle the output from as many as six studios. In this expansion process each studio should have its own control room with camera monitors and program console* so that it may operate as an individual program unit, independent of any other studio in the building. The program from each studio may then be fed to the master control desk where the final output of the station is determined.

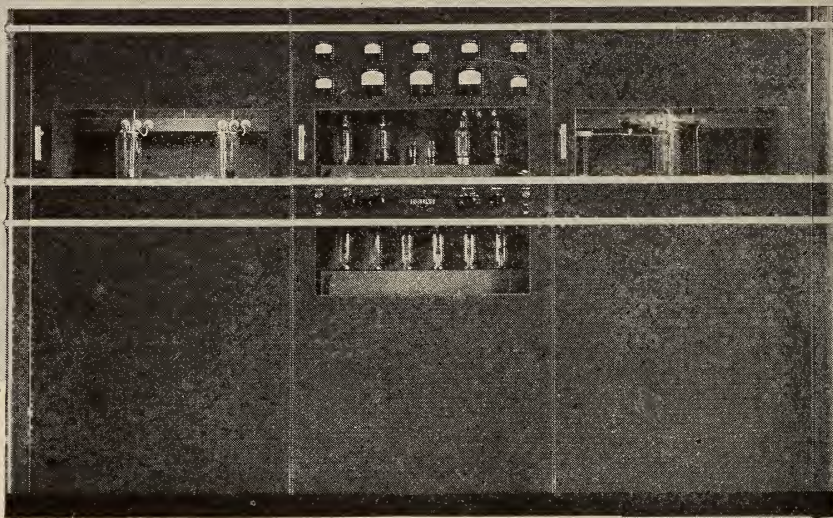
Adding Studios

A television broadcaster who has purchased this flexible type of master control equipment for a community type station is automatically in a position to add one or more studios, or extra outside pickup circuits without additional expenditure for master control equipment.

When the decision has been made to add one or two fully-equipped studios to the small station, thus bringing it to the status of a metropolitan station, careful study should be given to the equipment

(Continued on Page 1050)

The New Collins 21A, 5kw Broadcast Transmitter



Fulfilling the Tradition of Collins Quality Leadership

THE 21A is a thoroughly developed 5 kw AM broadcast transmitter, and an excellent example of characteristically superior Collins engineering and construction.

Based on sound, well-proved principles of design, the 21A has been completely modernized within recent months. New components of improved design, with longer life and higher safety factors than were previously available, assure reliable continuous operation.

The response curve is flat, within $\pm 1/2$ db. from 30 to 10,000 cycles. Reduced power to 1 kw is obtained by instantaneous lowering of plate voltages, permitting uninterrupted program transmission.

We will be glad to send you detailed information regarding the 21A, other Collins transmitters, the 12Y remote amplifier, the 12Z four channel remote amplifier and Collins high quality studio equipment. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

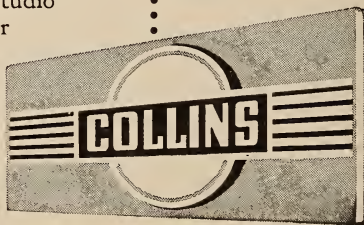
FOR BROADCASTING QUALITY, IT'S...

Collins equipment is sold in Canada
by Collins-Fisher, Ltd., Montreal.



The Collins 12Y Remote Amplifier

A one channel remote amplifier for unattended operation from a 115 volt a.c. power source, the 12Y provides the advantages of quick set-up, small size, light weight, high fidelity, simple operation, utmost reliability and low cost. It is practically hum free due to the removal of the isolation transformer, which is in the power cable.



New Tubes-Circuits FM-AM '46 Feature

By MEADE BRUNET and J. B. ELLIOTT, RCA Victor Division

BROADCAST equipment of new and improved commercial design for both standard broadcast and frequency modulation radio stations has been placed in production by the Engineering Products Division of the Radio Corporation of America and initial units are scheduled to come off production lines during the first part of 1946.

Limited quantities of new RCA Victor table model radios and Victrola radio-phonographs, and a pocket-size Personal Radio, have already been shipped from the company's plants to its distributors throughout the country, and production is being increased as rapidly as possible.

RCA Victor will supply, as it did before the war, all of the equipment needed for radio broadcasting stations, from microphone to antenna.

Initial units of FM equipment, to be available in the spring, will include transmitters with output power ratings of 250 watts, 1 kilowatt, and 3 kilowatts, while 10-kilowatt and 50-kilowatt FM transmitters are scheduled to be ready for delivery later.

Standard broadcast (AM) transmitters, the first of which are also due to leave production lines during the first quarter, will include units with output power ratings of 250 watts, 1 kilowatt, 5 kilowatts, 10 kilowatts, and 50 kilowatts.

Among numerous design and circuit improvements in the company's initial postwar line of broadcast equipment, an outstanding feature is a new grounded-grid amplifier circuit which is being incorporated in all FM transmitters. This circuit provides a marked improvement in amplifier stability at the high frequencies used for FM broadcasting. It also permits the use of smaller tubes than those required in pre-war FM transmitters, making possible a reduction in operating costs.

Increased transmitter efficiency and reduced operating costs have also been achieved in the new AM transmitters through the use of new type tubes which were not available before the war. To

meet special demands of the armed services, RCA designed and built 200 entirely new types of electron tubes, many of which will have applications in new radio transmitters, control and monitoring units, and receivers.

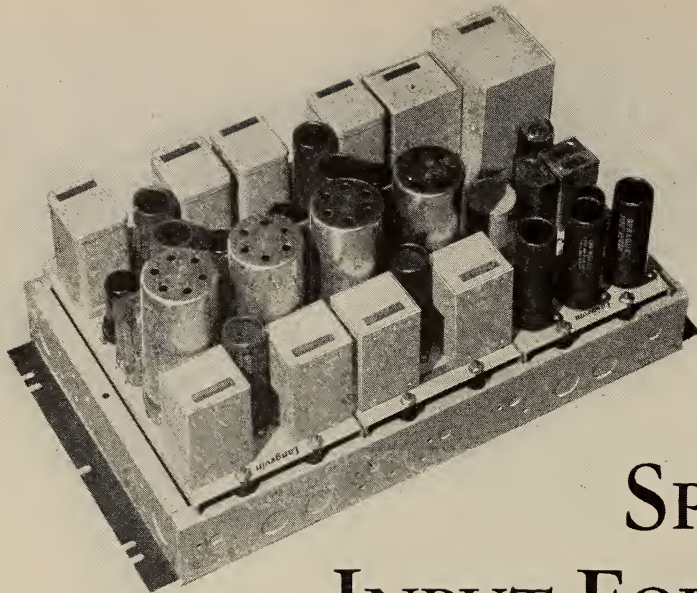
The market which is waiting represents the pent-up demand accumulated during four years of war work. There are now before the Federal Communications Commission a total of more than a thousand applications for new frequency allocations for radio broadcast purposes alone, exclusive of television—about 675 for FM stations and 425 for AM.

A design and engineering achievement featured in RCA Victor promotion of all of its postwar home instruments is the "Golden Throat," signifying exact coordination of the three basic elements essential to convert inaudible radio waves into audible sound waves—the electronic amplifier system, the loudspeaker, and acoustical qualities of the cabinet. The perfect matching of these requisites for life-like, balanced reproduction is declared to be the result of 26 years of RCA engineering research, blended with Victor's 47-year musical heritage.

Production is continuing on receivers and combination instruments at a pace limited only by the supply of materials.

RCA Victor will also offer a comprehensive line of FM radio receivers, including both table models and consoles, all featuring a new "ratio detector" circuit which is insensitive to electrical interference of all kinds, whether man-made by ignition systems, oil burners, or domestic appliances, or natural, such as atmospheric static. These receivers will also be equipped for standard broadcast reception.

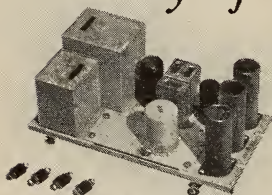
Not only is the new circuit free of a critical threshold signal level, operating effectively regardless of the strength of the received signal, but its use eliminates the need for special tubes and parts formerly required.



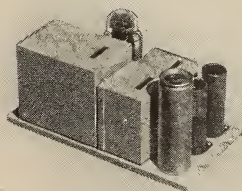
AT LEFT Two Langevin Type 111-A Dual Pre-Amplifiers and one Langevin 102-A Line-Amplifier mounted on a 3-A Mounting Frame. This unit provides four pre-amplifiers and one line-amplifier, or three pre-amplifiers, one booster-amplifier and one line-amplifier, all in 10½" of rack mounting space. External power supply such as the Langevin 201-B Rectifier, as shown below, is required.

SPEECH INPUT EQUIPMENT

Worthy of an Engineer's Careful Consideration



TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

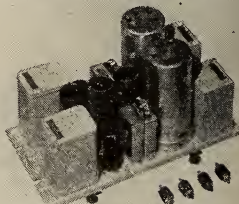


The 201-B Rectifier is one of the 201 Series Rectifiers, of which two types are available, the "B" having additional filtering, thereby giving a slightly lower ripple content than the "A." This unit is capable of supplying power for one 102 Series Line Amplifier and three 111 Pre-Amplifiers (six pre-amplifiers).

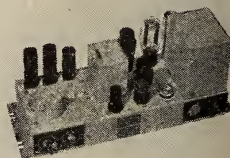
Every unit of Langevin speech input equipment is held to a rigid standard of performance. These units may be cascaded in accordance with good engineering practices and still be well within the allowable limits of FM requirements as to frequency response, noise and distortion products.

All Langevin speech input equipment units are mounted on standard 5¼" x 10¼" chassis. Three of these units can be mounted on a Langevin 3-A Mounting Frame, which occupies 10½" of space on any standard rack. Wall mounting steel cabinets for housing these units are also available.

We are proud of the products which bear the name *Langevin*. It will only appear on good apparatus.



The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



The 108-A Amplifier is one of the 108 Series Monitor Amplifiers, of which four different types are available. The "A" is ordinarily used to drive a monitor system from a 600 ohm or bridging source. Its distortion is low for this type of service. It is quiet and has ample power with excellent frequency characteristics.

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Expanded Facilities Is The 1946 By-Word

By RALPH C. POWELL, General Sales Mgr., Presto Recording Corp.

AS THIS is written, radio broadcasting and communication facilities are about to experience the greatest expansion in their history.

New frequency channels have been opened for use by FM and Television Stations. Additional stations are being licensed in the standard broadcasting band, radio relay links spanning the country are about to replace or augment our wire communication system. International short-wave broadcasting facilities, built for war-time services, are making American entertainment available throughout the world.

Walky-talkies will shortly be in private use as well as radio communication equipment for private automobiles, planes and boats. Pocket radios no larger than your hand are in production.

Most important from an economic standpoint will be the expansion of our broadcasting facilities. It has been estimated that over 2,000 FM broadcasting stations and 250 television stations, will be placed in operation during the next three years. Assuming that a total of 2,500 stations, standard, FM and television are erected, we can produce some interesting figures on equipment and services that will be required in addition to the broadcasting equipment itself. For example, the erection of each of these stations will call for the erection and/or alteration of 3000 to 3500 buildings, the fabrication and erection of 2,500 steel towers, legal and engineering services, pianos, furniture, office equipment, telephone, electric power, water services and employment of possibly 30,000 additional technical, program, sales and administrative personnel.

According to recent figures, the cost of placing a local standard (250 watt) broadcasting station on the air with all equipment ready for business with reasonable allowance for working capital to start operation, will be between 25 and 30 thousand dollars. The cost of a community FM station ready for business will be between 35 and 50 thousand dollars, the metropolitan FM station 100 thousand dollars, the community televi-

sion station assuming that their operation will include mainly the broadcasting of motion picture entertainment and the relaying of programs from nearby metropolitan television stations 200 to 250 thousand dollars, metropolitan television stations, other than those in the major talent centers, 500 thousand dollars.

Taking average figures for existing stations as compiled by the FCC the annual revenue of a local standard broadcasting station will be between 55 and 60 thousand dollars and the profit on operations about 8.5 per cent. In the case of the community FM station, the revenue, after it becomes established, may approach the same figure, but such earnings will have to await the general distribution and use of high frequency FM receivers in their locality. Local FM broadcasting service is the key to home receiver sales and conversely receiver sales are essential to the profitable operation of an FM station.

The community television station operating mainly to rebroadcast programs from other stations along with motion pictures, will operate at an expense of around 120 thousand dollars annually, and the operating revenue at such time as a sufficient number of receivers are in use to provide a commercial advertising medium, might approach 160 thousand dollars a year.

The figures for revenue and operating expense for a metropolitan television station may vary over an extremely wide range, depending upon the availability of a network connection and the working capital available for production of live talent programs during the period in which television receivers are coming into use. It has been variously estimated that the minimum cost would be 350 thousand dollars annually and that if an ambitious program schedule were undertaken including live studio programs and pickup of outside events, this cost might increase to over 750 thousand dollars annually. The revenue will be proportional to the program service rendered.

RMA Converting To Peacetime Role

By BOND GEDDES, Executive Vice-President, RMA

THE Radio Manufacturers Association represents all phases of the radio manufacturing industry. It includes in its membership—now at a record peak of more than 300—most set manufacturers and a large representation of the component producers: radio parts, tube, transmitter, and amplifier and sound equipment manufacturers.

Having achieved a remarkable wartime production, during which the productive capacity of the industry was multiplied about 1200 per cent, the radio industry is resuming its peacetime job with bright prospects despite current handicaps which have retarded reconversion several months.

To better serve the industry, RMA is reviving many of its pre-war services and establishing new aids necessitated by post-war conditions. Among the pre-war services being resumed on a more extensive scale are industry statistics on both end equipment and components.

One of the principal new services is an industrial relations program to provide a variety of information to RMA members on wages, hours, labor practices, collective bargaining technique, and the like.

Besides the long-established engineering standards service carried on by the RMA Engineering Department, RMA has recently inaugurated a uniform system for identifying the source and the date of production of radio products.

Civilian radio production in 1945 was disappointingly small. Only about 300,000 radio sets were manufactured between V-J Day and the end of the year despite an optimistic forecast of the War Production Board that the industry's capacity would permit a production of 3,500,000 sets during that period. Pricing difficulties, particularly in the radio parts field, plus some material shortages and labor readjustments, were chiefly responsible for this failure of the industry to get going as quickly as had been hoped.

Indicative of the determination of many of the war-born radio manufac-

turers to remain in the post-war industry of FM, television and industrial electronics is the growing membership of RMA. At the first quarterly meeting of the RMA Board of Directors this year 35 new members were admitted, and others are being received constantly. There are more than twice as many radio set manufacturers licensed now than there were before the war, and the parts industry is equally expanded.

While it is too early to estimate 1946 production, due to the many uncertainties, manufacturers agree that the first full year of production after volume output is achieved will far surpass the peak pre-war of 1941 when nearly 14,000,000 sets were sold. In addition to a tremendous backlog of would-be buyers whose radios are outmoded or outworn, FM and television broadcasting as they develop will open new markets. Practically every family in the United States is a potential buyer of an FM or AM-FM set and a television receiver once the transmitting services are available.

RMA is a trade association which not only is made up of radio manufacturers but is governed by them as well. Besides a Board of Directors, a third of which is elected annually for three-year terms, the Association includes numerous committees charged with responsibilities of studying and acting upon problems confronting their segments of the industry.

There are five divisions with RMA: the Set, Tube, Transmitter, Parts, Amplifier & Sound Equipment. A sixth division probably may be formed later this year out of a newly-organized section of the Parts Division. This is the Amateur Radio Activities Section which is concerned with servicing and promoting the interests of the growing army of radio amateurs.

RMA is ever alert to the interests of the radio industry as recently when certain government agencies threatened to discard manufacturer-agent contracts for the disposal of radio and electronic war material Surpluses.

Radio Manufacturers Association

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Extensive Gains In Communications

By WES SUMMERFIELD, Chief Sales Researcher, Press Wireless Mfg.

VISITORS at the Winter Technical Meeting of the Institute of Radio Engineers held at the Hotel Astor in New York City last January saw an imposing display of radio telecommunications equipment in the spot-lit stage exhibit of Press Wireless. They saw a radio teleprinter circuit in actual simultaneous operation with voice broadcast on a single radio-frequency carrier; facsimile equipment transmitting and recording together with line and compressor amplifiers, dual-diversity radio receivers, a newly developed frequency shift keyer and monitor, single receivers, tone keyers, electronic rectifier-drivers, VT keyers and many other high-grade radio communications apparatus constituting nearly a score of equipment engineered and manufactured by Press Wireless Manufacturing Corporation. This represented a few of the important items developed by this aggressive young company and brought to their present state of perfection over a scant sixteen years. Huge fifty-kilowatt, ten-ton PW radio transmitters and their smaller twenty-kilowatt companions were not shown nor were many other units including the five, two-and-a-half kilowatt or the famous four-hundred watt transmitters. But this display marked a significant page in the history of PW.

During and immediately following World War I, the strangle hold of an international cartel on cable services bottle-necked press traffic to paralyzing proportions. Enjoying a higher tariff rate commercial messages moved with top priority while the world waited anxiously for news dispatches that piled high in cable traffic offices for days of delay and often were never transmitted at all. To break this hold on the transmission of international news a small group of energetic United States publishers made an experiment. They tried trans-Atlantic radio! Their humble but diligent efforts met instantly with a great promise of success. Seven of these publishers and four world-wide news services formed and incorporated Press Wireless in 1929. The following year this

new enterprise was under way with an intercept service between Halifax, Nova Scotia, and New York City. This was soon followed by the installation of New York to Chicago and Los Angeles circuits, then a service to Mexico City and Paris. Growth of this service has been rapid and continuous until today Press Wireless operates 27 major press circuits reaching more than 90 per cent of the civilized world. In sixteen years PW has advanced from a humble experiment to a significant global telecommunications operation. Last year alone PW handled over 154-million words of news dispatches together with an amazing volume of radio-photos besides thousands of hours of program transmission service for the broadcasting networks.

To accomplish and maintain these world-wide circuits required the design and development of new equipment and methods. Press Wireless has pioneered in the development of entire systems for 24-hour-a-day 365-days-a-year telecommunications circuits over long and short haul distances around the globe and during World War II initiated a manufacturing operation to supply our Armed Forces with high quality dependable radio equipment.

Landed on the Normandy beach in France D-Day-plus-4 a PW crew unloaded and installed directly behind the front lines a Press Wireless 400-watt transmitter which was destined to make international communications history. This transmitter and another "400" mounted on army trucks followed the allied armies through France, Belgium, Holland and to Germany transmitting directly to the United States war correspondents' dispatches from directly behind the lines. Another famous "Fighting 400" was installed on Leyte immediately after the beginning of the Philippine invasion and again carried to the world "news in the making."

Among the outstanding achievements of PW engineers has been the successful

and practical development of Radio Frequency Carrier Shift or "Frequency Shift" transmission which presages a tremendous advancement in the science of radio communications. The advantages of this new FS system of transmission is evidenced in the rapidly increasing number of installations throughout the world.

On December 1, 1945, the Manufacturing Division of Press Wireless, Inc., was re-formed and re-organized into a separate operation set up as Press Wireless Manufacturing Corporation with Executive and Sales Offices in the Times Square Building, New York City. Manufacturing facilities have been considerably expanded at Hicksville, Long Island, providing for mass production of communications equipment from small line-operating units up to huge 50,000 watt radio transmitters.

A new modern engineering laboratory containing approximately 18,000 square

feet, located in Long Island City, houses the PW engineering staff which is designing and developing diversity remote-controlled radio receivers, FS keyers, FS converters, precision tunable h-f oscillators, monitors, electronic drivers, facsimile and photo transmission units, high and medium powered radio transmitters and scores of other telecommunications apparatus all of modern design and founded solidly on years of significant radio communications engineering experience and know-how in meeting the toughest specifications anywhere—those of the press of the United States.

Tomorrow Press Wireless, Inc., will transmit and receive many thousands of words of press traffic across the oceans and continents of the world, and tomorrow Press Wireless Manufacturing Corporation, with its newly expanded facilities for engineering and manufacturing, will build radio communications equipment for entire network systems for commercial airlines and foreign governments on every continent.

TELE EQUIPMENT... (Continued from Page 1037)

purchased for this purpose, and to its location in the broadcast plant.

A television station with even a single studio requires a considerable number of equipment racks—some for sound and some for picture equipment. (There is one rack, for example, for each studio camera.) Experience at General Electric's television station WRGB has shown that these racks should be located in an equipment room separate from any studio. This room would also include the studio-to-transmitter link equipment plus any other required terminal apparatus. In some cases the equipment room might also house the master control desk.

Additional Space

There are several advantages in having a separate room for the bulk of the apparatus needed in the studio building. For one thing, maintenance can be carried on without interfering with any of the program personnel. Also, the heat generated by the large number of tubes in the various chassis is kept away from

performers, producers, and technical operators.

Use of a separate equipment room allows each studio to be a self-contained unit with only the cameras, microphones, accessories and other necessary control room equipment. The program and technical personnel of a particular studio may thus operate independently of any other studio or of the master control room. This makes for smooth programming as a given studio becomes simply an additional program source added to the station's facilities.

Undoubtedly each television station will have problems and possibilities peculiar to its own service area.

To meet these demands, and to allow for future expansion, the G.E. television equipment has been designed with an inherent flexibility that assures an orderly growth from a small community station to one of the larger metropolitan types.

* See "Versatile Multichannel Television Control Equipment" by Norgaard and Jones, May, 1941. Proceedings of I.R.E.

Chief Engineers

Of Stations in United States and Canada
As of March 1, 1946

Alabama

Anniston, WHMA.....James Hudson
Bessemer WJLD.....Rufus Jones
Birmingham, WSGN.....Gordon Bishop
WBRC.....Jerry Hayman
WAPI.....Norman S. Hurley
Decatur, WMSL.....J. V. Rozer
Gadsden, WJBY.....William Pigg
Mobile, WMOB.....T. L. Greenwood
WALA.....R. B. Hurley
Montgomery, WSFA.....Cliff Shelkofsky
WCOV.....W. D. Weatherly
Muscle Shoals.....Lynn V. Mcmoran
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Tuscaloosa, WJRD.....James Arendale

Arizona

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Globe, KWJB.....Frank Toomey
Phoenix, KTAR.....A. C. Anderson
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Yuma, KYUM.....Leavenworth Wheeler

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El Dorado, KELD.....A. W. Hearin
Fort Smith, KFPW.....John M. VanHorn
Helena, KFFA.....M. C. McKenney
Hot Springs, KWFC.....Earl Butler
KTHS.....Cecil Suitt
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KARK.....Dan L. Winn
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KGER.....Jay Tap
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KMTR.....Earl Buchanan
KMPC.....Mel Cody
KFVD.....Jack Fredericks
KFSG.....Harvey Haas
KHJ.....Frank Kennedy
KFWB.....Harry Myers
KGFJ.....Homer Obuchon
KECA.....T. B. Palmer
KFAC.....Calvin J. Smith
KFI.....H. L. Blatterman
KFI.....Curtis Mason
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KWKW.....Paul W. Spargo
Redding, KVOV.....Russell Pope
Riverside, KPRO.....Cecil Caves
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KFBK.....Stam Sronce

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KFSD.....Richard Gartner
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KSAN.....Norwood J. Petterson
KPO.....Curtis D. Peck
KYA.....Paul C. Schulz
San Jose, KQW.....Kenneth Owen
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Santa Barbara, KDB.....William C. Buckley
KTMS.....Al Nicolay
Santa Rosa, KSRO.....Howard McCauley
Stockton, KWG.....Russell Bennett
Visalia, KTKC.....Bert Williamson

Colorado

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Colorado Springs, KFOR.....H. C. Strang
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KMYR.....Glenn James
KOA.....Robert Owen
KPOF.....Paul H. Schissler
KLZ.....Harvey Wehrman
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WDRG.....Italo A. Martino
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WNHC.....Garo W. Ray
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Waterbury, WATR.....Russell Jensen

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WMAL.....Daniel Hunter
WRC.....A. E. Johnson
WOL.....Harold Reed

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WJAX.....John T. Hopkins III
WMBR.....E. B. Vordermark
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Miami, WGBS.....Al Rutherford
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Pennsylvania

Altoona, WFBG.....George R. Burg
 Butler, WISR.....Paul F. Rex
 Easton, WEST.....J. E. Mathiot
 Erie, WLEU.....Clarence A. Baker
 Grove City, WSAJ.....Dale O. Smock
 Harrisburg, WHP.....Daniel E. Leibensperger
 WKBO.....J. E. Mathiot
 HGB.....H. G. Schlegal
 Hazleton, WAZL.....J. E. Mathiot
 Johnstown, WJAC.....Nevin L. Straub
 Lancaster, WGAL.....J. E. Mathiot
 New Castle, WKST.....Robert Emch
 New Kensington, WKPA.....W. W. Neeley
 Philadelphia, WFIL.....Louis E. Littlejohn
 WIP.....James M. Tisdale
 Pittsburgh, WWSW.....Henry R. Kaiser
 KDKA.....T. C. Kenne
 KQV.....John Price
 WCAE.....James Schultz
 Reading, WEEU.....Harold E. Schearer
 Scranton, WGBI.....Kenneth R. Cooke
 Sunbury, WKOK.....John W. Keller Jr.
 Wilkes-Barre, WBRE.....Charles Sakoski
 York, WORK.....J. E. Mathiot
 WSBA.....Willis Weaver

Rhode Island

Pawtucket, WFCI.....Gilbert Johnson
 Providence, WEAN.....Harry Tilley

South Carolina

Anderson, WAIM.....Randall Davidson
 Charleston, W CSC.....Wilbur Albee
 WTMA.....D. M. Bradham
 Columbia, WCOS.....Harry L. Clippard
 WKIX.....Edwin Davis
 WIS.....Herbert Eidson
 Florence, WOLS.....W. T. Pritchett
 Greenville, WMRC.....George D. Tate
 Rock Hill, WRHI.....James S. Beaty Jr.
 Spartanburg, WSPA.....Harold Beckholt
 WORD.....Francis I. Harr

South Dakota

Aberdeen, KABR.....Delbert T. Hunt
 Bismark, KFYY.....Ivar Nelson
 Pierre, KGFX.....Robert H. Dye
 Sioux Falls, KELO.....Max Staley
 KSOO.....Max Staley
 Vermillion, KUSD.....Steve Graf

Tennessee

Bristol, WOPI.....Robert H. Smith
 Chattanooga, WDEF.....B. C. Baker
 WAPO.....B. B. Barnes
 WDDO.....Julius C. Vessels
 Clarkesville, WJZM.....Gene Pentecost
 Johnson City, WJHL.....O. K. Garland
 Knoxville, WNOX.....John L. Cole, Jr.
 WROL.....James N. Gilbert
 WBIR.....J. Rex Horton

CHIEF ENGINEERS

Memphis, WMC..... E. C. Frase
 WHBQ..... W. M. Roy
 WREC..... S. D. Wooten, Jr.
 Nashville, WLAC..... F. D. Binns
 WSM..... George Reynolds

Texas

Abilene, KRBC..... J. B. Casey
 Amarillo, KPDA..... Sanford Helt
 KGNC..... W. H. Torrey
 Austin, KTBC..... Leland Seay
 Beaumont, KRIC..... Arthur Kay
 KFDM..... L. M. Sanders
 Big Springs, KBST..... Andrew M. Jones
 Brady, KNEL..... David Gattis
 Brownsville, KVAL..... Robert Bush
 Brownwood, KBWD..... A. W. Stewart
 College Station, WTAW..... Frank J. Sosolik
 Corpus Christi, KWBW..... Nestor Cuesta Jr.
 KEYS..... Harold Griffith
 Dallas, WFAA..... Paul Barnes
 KRLD..... Roy Flynn
 WRR..... D. J. Tucker
 El Paso, KTSM..... Kenneth J. Walton
 Fort Worth, KFJZ..... Truett Kimzey
 WBAP..... R. C. Stinson
 Harlingen, KGBS..... Sherman L. Spencer
 Houston, KXYZ..... Gerald R. Chinski
 KTRH..... Tom Hiner
 KTHT..... Louis I. Jelly
 KPRC..... T. H. Wheeler
 Huntsville, KSAM..... Sam Love
 Laredo, KPAB..... Hulan K. Smith
 Lubbock, KFYO..... W. S. Bledsoe
 Palestine, KNET..... Bill Laurie
 Pampa, KPND..... Douglas E. Smith
 Paris, KPLT..... C. L. Thompson
 Pecos, KIUN..... Harry Boehnemann
 Plainview, KVOP..... Carl Cook
 Port Arthur, KPAC..... Glenn Boatright
 San Antonio, KMAC..... Ed. E. Case
 K TSA..... W. G. Egerton
 KONO..... George W. Ing
 WOAI..... Fred S. Sterling
 KABC..... Paul Wolf
 Sherman, KRRV..... T. E. Spellman
 Sweetwater, KXOX..... George W. Dotson
 Temple, KTEM..... Paul Shaw
 Texarkana, KCMC..... Harvey Robertson
 Victoria, KVIC..... Robert McCown
 Weslaco, KRGV..... O. L. Hartwig
 Wichita Falls, KWFT..... John Adams

Utah

Cedar City, KSUB..... Hirschell Urie
 Logan, KVNU..... Carroll Secrist
 Ogden, KLO..... Wayne T. Boothe
 Provo, KOVO..... Parley P. Rasmussen
 Salt Lake City, KDYL..... John M. Baldwin
 KUTA..... Wendell C. Bell
 KALL..... Stanley Benson
 KSL..... Richard C. Evans
 KNAK..... James B. Littlejohn

Vermont

Burlington WCAX..... James Tierny
 Waterbury, WDEV..... Harold Grout

Virginia

Alexandria, WPIK..... Carl L. Lindberg
 Charlottesville, WCHV..... Walter Gray
 Covington, WKYE..... James Barber
 Danville, WBTM..... Harry W. Spencer
 Fredericksburg, WFVA..... Walter Harris
 Lynchburg, WLVA..... John Orth
 Martinsville, WMVA..... Dewey W. Muse

Newport News, WGH..... William P. Grether
 Norfolk, WTAR..... Julius Grether
 Petersburg, WSSV..... Edward Schwarz
 Portsmouth, WSAP..... Frederic Clair
 Richmond, WLEE..... George McGuigan
 WRNL..... Walter R. Selden
 WMBG..... Wilfred H. Wood
 Roanoke, WSLs..... Philip Briggs
 Suffolk, WLPM..... Fred Wagner
 Winchester, WINC..... Philip B. Whitney

Washington

Aberdeen, KXRO..... Glen Barnett
 Bellingham, KVOS..... Mel Featherkille
 Centralia, KELA..... Melvin York
 Everett, KRKO..... Earl Gerdon
 Longview, KWLK..... Rollie Mietzke
 Olympia, KGY..... Charles A. Roark
 Pullman, KWSC..... Herman Gelbach
 Seattle, KJR..... F. J. Brott
 KXA..... John Dubuque
 KRSC..... George A. Freeman
 KEVR..... John Kelly
 KIRO..... Homer Ray Jr.
 KTW..... James S. Ross
 Spokane, KFIO..... Lowell C. Brown
 KFPY..... G. E. Langford
 KHQ..... Al G. Sparling
 KGA..... Al G. Sparling
 Tacoma, KMO..... Joe D. Kolesar
 K TBI..... Don McCroskey
 KVI..... Willard T. Tiffany
 Vancouver, KVAN..... Edgar R. Means
 Wenatchee, KPQ..... Robert B. Sutton
 Yakima, KTYW..... Walter Hurpe
 KIT..... H. B. Murphy

West Virginia

Beckley, WJLS..... A. J. Ginkel
 Bluefield, WHIS..... P. T. Flanagan
 Charleston, WCHS..... Odes Robinson
 WGKV..... Gus Zaharis
 Clarkesburg, WBLK..... Jos. A. Wright
 Fairmont, WMMN..... Robert D. Hough
 Huntington, WSAZ..... Leroy Kilpatrick
 Morgantown, WAJR..... Raymond C. Spence
 Parkersburg, WPAR..... Cecil Knowles
 Welch, WBRW..... Howard King
 Wheeling, WKWK..... Fred A. Baker
 WVVA..... Robert W. Bullio

Wisconsin

Appleton, WHBY..... George Merkl
 Ashland, WATW..... Hine Dahlbacka
 Green Bay, WTAQ..... Wallace Stangel
 Janesville, WOLO..... Wayne A. Clay
 La Crosse, WKBH..... Alvan Leeman
 Madison, WIBA..... Norman Hahn
 WHA..... John H. Stiehl
 Manitowoc, WOMET..... W. F. Duben
 Marinette, WHAM..... Leo Stewart
 Milwaukee, WTMJ..... Dan Gellerup
 WTMJ..... William Hebal
 WISN..... N. J. Richards
 Oshkosh, WOSH..... Nathan Williams
 Racine, WRJN..... Lee Dechant
 Rice Lake, WJMC..... Robert P. Kolsky
 Sheboygan, WHBL..... Herbert J. Mayer
 Superior, WDSM..... J. Melvin Laskey
 Wausau, WSAU..... Roland W. Richard
 Wisconsin Rapids, WFHR..... Bert Ziesch

Wyoming

Cheyenne, KFBC..... William C. Grove
 Powell, KPOW..... Harold Delton Brandt
 Sheridan, KWYO..... Bob Crosthwaite

For Chief Engineers Canada, Please See Stations of Canada.

**AN UP-TO-THE-MINUTE LIST OF IMPORTANT
RADIO, TELEVISION & FM**

Equipment Firms

The Acme Elec. & Mfg. Co.

50 Water St., Cuba, N. Y.
Phone Cuba 4

President.....C. H. Bunch
Vice-President.....J. A. Comstock
Treasurer.....L. E. Williams
Secretary.....W. F. Radon
Sales Manager.....W. E. Wilson
Chief Engineer.....E. A. Miller

PRODUCTS: Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

H. W. Acton Co., Inc.

370 Seventh Ave., New York, N. Y.
Phone LOngacre 5-4884

President.....Harry W. Acton
Treasurer.....Harold A. Bengueyfield

BRANCH OFFICE: Lowell, Mass.

PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

Admiral Corporation

3800 Cortland St., Chicago 47, Ill.
Phone: SPAlding 1400

President.....Ross D. Siragusa
Exec. Vice-Pres.....John B. Huarisa
Vice-Pres., Radio Div.....Richard A. Graver
Vice-Pres., Appliance Div.....L. H. D. Baker
Treasurer.....L. C. Park
Field Activities.....W. C. Johnson
Director of Engineering.....K. Turner
Service Manager.....M. J. Schinke
Purchasing Agent.....Frank Kazda

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers.

Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.
Phone: 6-8221

President.....W. Myron Owen
Sales Manager—Jobber

Div.Charles Golenpaul
Sales Manager—Manufacturing

Div.Frank Marshall

Vice-President-Chief

EngineerStanley Green
Advertising Manager.....George Balsom
Export Manager..Rocke International Corp.

PRODUCTS: Capacitors—paper, electrolytic and mica for radio transmitting. Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitors, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitors, capacitor test instruments.

Airdesign & Fabrication, Inc.

241 Fairfield Avenue, Upper Darby, Pa.
Phone: Allegheny 4-3305

President & Chief Engineer..L. E. Pamphilon
Plant Superintendent.....W. R. Keenly
Vice-President & Treasurer....W. C. Faust
Design Engineer.....D. W. Jensen
Sales Manager.....R. L. Clark
Purchasing Agent.....L. R. Dieterich

PRODUCTS: Transformers—power, audio, reactors, tuned filters, for all communications equipment.

Air King Products Co., Inc.

1523 63rd St., Brooklyn, N. Y.
Phone: BE 2-6700

President.....J. P. Silberman
V. P.-Purchasing.....M. Markowitz
V. P.-Engineering.....F. A. Hinners
V. P.-Exporting.....Allen Strauss
Production Manager.....R. Kalb

PRODUCTS: Home radio sets AM-FM, television receivers, electronic equipment for U. S. Government, short wave, portable radio sets.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5151

President.....Harry L. Bradley
V. P.-General Manager.....F. F. Loock
V. P.-Works Manager.....R. W. Whitmore
Treasurer.....A. F. North
Purchasing Agent.....Theron C. Child

PRODUCTS: Fixed and variable composition resistors.

The Alliance Manufacturing Co.

Mahoning Rd., Alliance, O.

Phone: 6237

President.....Owen L. Lewis
General Manager.....R. F. Doyle
Treasurer.....R. F. Doyle
Secretary.....Mrs. Lorraine Reynolds
Chief Engineer.....Emnor V. Schneider
Purchasing Agent.....R. W. Hobbs
Sales Manager.....John Bentia
Personnel Director....Mrs. B. Y. McCreadie

PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors, space heater motors.

American Condenser Co.

4410 Ravenswood Ave., Chicago 40, Ill.

Phone: Longbeach 1386

General Manager.....I. Menschik
Chief Engineer.....H. C. Kreinick
Purchasing Agent.....F. C. Friedly
Works Manager.....M. E. Hussey
Specification Engineer.....A. J. Hersey
Sales Manager.....W. J. Johnston

PRODUCTS: Condensers.

American Microphone Co.

1915 S. Western Ave., Los Angeles, Calif.

Phone PA 1161

General Manager.....F. A. Yarbrough
PRODUCTS: Microphones, accessories, spares.

American Transformer Co.

178 Emmet St., Newark 5, N. J.

Phone: Bigelow 3-4444

President-Treasurer.....Thomas M. Hunter
Executive Vice-President...Stuart F. Marvin
Vice-President.....A. A. Emlen
Vice-President.....Walter Garlick, Jr.
Secretary-Controller.....John M. Wollmer
Assistant Secretary.....Rowland B. Cook
Senior Commercial

Engineer.....Ivor B. Watts
Chief Design Engineer.....John F. Harris
Purchasing Manager.....Ernest H. Bard
Advertising Manager.....George C. Felt

PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or abestol-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcor line audio components, rectifiers, regulators, test sets, transtats, "W" type transmitter, wave filters, welding and soldering transformers.

Amperex Electronic Corp.

79 Washington St., Brooklyn, N. Y.

Phone Main 5-2050

Vice-Pres.-Sales Manager.....S. Norris

PRODUCTS: Electronic tubes for communication, industrial, television, electro-medical and special purposes.

Amplifier Co. of America

398 Broadway, New York 13, N. Y.

CANal 6-7612

General Manager.....N. M. Haynes
Purchasing Agent.....R. Epstein

PRODUCTS: Electronic equipment, Regulated Power Supplies, Transformers, Filter Networks, Saturable Reactors, Pre-Amplifiers, Power Amplifiers.

Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.

Phone LOngacre 5-6622

President.....Ernest V. Amy
V. P.-Treasurer.....Frank King
Secretary.....Julius G. Aceves
Sales Manager.....F. A. Klingenschmitt

PRODUCTS: Antenna Systems, Radio Transmitters and Receivers, Electronic Developments.

Andrea Radio Corp.

43-20 34th Street, Long Island City, N. Y.

Phone: STillwell 4-5411

President.....F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Ansley Radio Corp.

41 St. Joes Ave., Trenton, N. J.

Phone: 4-1175

President.....Arthur C. Ansley
Vice-President.....Anne Klein Ansley
Assistant Secretary.....Harriet Westin
Plant Superintendent....Anthony Quadrine
Purchasing Agent.....C. A. Clinton

BRANCH OFFICE: Empire State Bldg., New York, N. Y., Phone, Longacre 3-2768, Anne Klein Ansley.

PRODUCTS: Radio-phonograph combinations (Ansley Dynaphone), Electronic piano (Ansley Dynatone), Built-in-wall radio (Ansley Paneltone), Photo-flash synchronizer (Ansley Dynafash).

The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio

Phone: 12-656

Pres.-Gen. Mgr.....F. H. Woodworth
V. P.-Research Engineer...C. M. Chorpeneing
Asst. General Manager-

Treasurer.....C. B. Fraser
Sales Mgr.—Jobber Div...R. T. Schottenberg
Sales Mgr.—Manufacturing

Div.....W. J. Doyle
Purchasing Agent.....H. J. Green
Service Manager.....H. A. Moyer

PRODUCTS: Microphones, Phonograph pickups, pickup cartridges, recording heads, hearing aid equipment, stands, accessories.

Audak Company

500 Fifth Ave., New York, N. Y.
Phone LA 4-3723

Contact.....Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Microdyne Pickups, Cutting
Heads, and Acoustic Instruments.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President.....Wm. C. Speed
Vice-President-Sec.....Bryce Haynes
Treasurer.....N. K. Hoskins
Research Engineer.....E. J. Frank
National Sales Manager.....C. C. Pell, Jr.
PRODUCTS: Instantaneous recording
blanks, master discs (audio discs), cutting
and playback styli.

**The Audio-Tone Oscillator
Company**

237 John Street, Bridgeport 3, Connecticut
Phone: Bridgeport 5-3173 and 5-3174

President.....W. Robert Dresser
Chief Engineer.....W. Robert Dresser
Purchasing Agent.....M. E. Todd
Sales Manager.....Romeo Tetrault
PRODUCTS: Audio-tone graphic recording
instruments, audio-frequency test records,
power line fault locators, signal generators,
electronic and photo-electric controls.

Automatic Manufacturing Corp.

Harrison, New Jersey

President & Gen. Mgr....Martin H. Benedek
Vice-Pres., Charge of Sales...Bert E. Smith
Chief Engineer.....Joseph R. Mazzola
Credit Manager.....M. E. Silver
Purchasing Agent.....J. A. Heimbruch
BRANCH OFFICE: (Factory) 900 Passaic
Ave., East Newark, N. J., Phone, Harrison
6-6630.

PRODUCTS: Mica trimmer condensers,
intermediate frequency transformers, radio
frequency coils, R. F. choke coils, adjustable
padder condensers, and permeability tuners.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone Muskogee 4762

Owner.....John F. Beasley
BRANCH OFFICE: 1614 Mercantile Bank
Bldg., Dallas, Texas, Phone, Riverside 3228.
PRODUCTS: Steel construction (radio
towers).

**Bendix Radio (Division of Bendix
Aviation Corp.)**

East Joppa Rd., Towson, Md. (Gen. Offices)
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard
Chief Engineer.....W. L. Webb
Sales Manager.....J. W. Hammond
Advertising Mgr.....E. L. Hadley
Credit Manager.....C. T. Dwyer
Sales Manager—Broadcast and
Television Receivers.....L. C. Truesdell
Dir. of Purchases.....R. A. Anderson

PRODUCTS: Aviation radio receivers,
transmitters, radio compasses, electronic
measuring equipment and accessories, com-
binations, television receivers, headphones,
microphones.

The Benwood Linze Co.

1815 Locust St., St. Paul 3, Mo.
Phone: Central 5830

President.....Harold J. Wrape
Vice-Pres.-Gen. Mgr.....Carl E. Peters
Sec.-Sales Mgr.....J. C. Henning, Jr.
Treasurer.....I. W. Veigel
Personnel Manager.....George V. Skelton
Service Manager.....Garry S. McGlasson
Purchasing Agent.....Alonzo R. Kieffer

PRODUCTS: Dry metallic rectifiers; recti-
fier transformer assemblies for radio; com-
munication, signal, telegraph and telephone
work; also other electronic devices, AC to
DC.

Blaw-Knox Co.

Pittsburgh, Pa.
Phone St. 2700

BRANCH OFFICES: Peoples Gas Bldg.,
Chicago; Brown-Marx Bldg., Birmingham,
Ala.; 342 Madison Ave., N. Y. C.; 1617
Pennsylvania Blvd., Phila.; Munsey Bldg.,
Wash., D. C. PRODUCTS: Radio Towers.

Boonton Radio Corp.

518 Main St., Boonton, N. J.
Phone Boonton 8-0795

President.....W. D. Loughlin
Treasurer.....N. D. Campbell
General Mgr. Vice-

President.....G. A. Downsborough
Purchasing Agent.....J. Frucht
Sales Supervisor.....L. Washington
Chief Engineer.....L. P. Blakely

PRODUCTS: Type 110-A QX-Checker,
type 140-A Beat Frequency Generator, type
150-A FM Signal Generator, type 160-A Q-
Meter, type 170-A Q-Meter, type 210-A
Supersonic Oscillator, type 120-A VHF Cir-
cuit Checker.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.

Phone: ALgonquin 4-4930

Partners, William Brand, William Naumburg
BRANCH OFFICE: 325 W. Huron St.,
Chicago, Ill., Phone, Superior 1782, Manager,
Earl W. Brinson.

PRODUCTS: Electrical insulating materials; flexible varnished oil tubing; saturated sleeving; extruded (plastic) sleeving; varnished glass sleeving; mica plate; mica-plate segments and products; block mica; mica condenser films; varnished cambric; varnished paper; varnished tapes; insulatic-composites, extruded insulated wire.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.

Phone: Winchester 2121, 2850, 2851

President.....G. H. Browning
V. P.-Sales Manager.....R. L. Purrington
General Manager.....C. H. Day
Production Manager.....R. C. Caldwell
Chief Engineer.....F. A. Spindell

PRODUCTS: Frequency meters, FM deviation meters, 60 cycle calibrators for power companies, WWV frequency calibrators, capacity relays, special cathode ray oscilloscopes, square wave generators and power supplies in the 10 and 3 centimeters bands, signal generators in the 10 and 3 centimeter bands, high gain audio amplifiers for laboratory purposes, special radio receivers.

Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio

Phone: Endicott 3315

General Sales Manager.....Blair Foulds
Mgr. Magnetic Recording

Dept.....R. B. Matheson
Mgr. Acoustic and Hearing

Aid Dept.....J. E. Brickenden
Mgr. Instrument Dept.....M. P. Odell

PRODUCTS: Microphones, headphones, record cutters, phonograph pickups, "Hushatone" (pillow-speaker), magnetic recording equipment, hearing aids and industrial instruments.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.

Phone Talbot 4943

Chief Eng.-Owner...William W. L. Burnett

PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service, Special Laboratory Testing Equipment.

California Telephone & Electric Co.

6075 W. Pico Blvd., Los Angeles 35, Calif.

President.....C. W. Evans

Supt., Intercommunicating Equipment

M. E. Harris

Foreman, Microphone Dept....O. B. Carrier

PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

Chicago Condenser Corp.

3255 W. Armitage Ave., Chicago 47, Ill.

Phone: Capitol 7070

President.....A. N. Genovese

V. P.-Treasurer.....P. Phillips

PRODUCTS: Oil and wax paper capacitors.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.

Phone: Elkhart 1205

President.....F. C. Best

Sales Manager.....W. A. Nicely

Chief Engineer.....N. C. Schellenger

Credit Manager.....M. F. Schneck

Purchasing Agent.....B. S. Turner

PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Chicago Transformer Division

Essex Wire Corporation

3501 W. Addison St., Chicago 18, Ill.

Phone: Indiana 1120

V. P.-General Manager.....Arni Helgason

Sales Manager.....L. S. Racine

V. P.-Sales.....Earle Knight

V. P.-Sales.....W. J. Leidy

V. P.-Sales.....George Blackburn

Chief Engineer.....Don Schwennessen

PRODUCTS: Power transformers for radio transmitting and receiving circuits, audio transformers, audio and filter reactors, vibrator transformer, wave filters, instrument transformers, general purpose power transformers, ignition coils.

Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago 12, Ill.

Phone: Chesapeake 2000

President.....Lester W. Tarr

Vice-Pres. & Genl. Mgr.....Cary C. Wilson

Treasurer.....A. W. Kimbell

Asst. Secy.....John R. Nicholson

Sales Manager.....E. J. Pool

PRODUCTS: Radio terminal strips, molded and laminated miniature octal and loktal sockets, miscellaneous laminated bakelite and metal assemblies, miscellaneous molded plastic and metal assemblies.

Clarostat Mfg. Co., Inc.

130 Clinton St., Brooklyn, N. Y.

Phone: Main 4-1190

Pres.-General Manager.....Victor Mucher

Treasurer.....William Mucher

Secretary.....Charles H. Burnell

Chief Engineer.....George Mucher

Sales Engineer.....I. J. Youngblood

BRANCH OFFICES: 540 No. Mich. Ave., Chicago. **PRODUCTS:** Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Collins Radio Co.

Cedar Rapids, Iowa

Phone: 3-3281

President.....Arthur A. Collins
Exec. V. P.—New York.....W. J. Barkley
Vice President.....R. S. Gates
Secretary.....Rose Hansen
Treasurer.....S. J. Storm

BRANCH OFFICE: 11 W. 42nd St., New York, N. Y. Phone, Lackawanna 4-0229.
Executive Vice President, W. J. Barkley.

PRODUCTS: Design and manufacture transmitting and receiving equipment for aviation, commercial, broadcast and amateur use.

Colonial Radio Corp.

254 Rane St., Buffalo, N. Y.

Phone: Riverside 2450

President-Treasurer.....A. H. Gardner
V. P. in charge of Eng.....H. C. Forbes
Secretary-Comptroller.....H. E. Riordon
Works Manager.....J. C. Ryan
Director of Purchases.....B. F. Valliere
Purchasing Agent.....J. K. McDonough
Manager-Industrial Relations.....C. J. Kolb
Sales Mgr.—Home Set

Division.....T. P. Cunningham
Sales Mgr.—Automotive

Division.....C. H. Symington
Service Manager.....William Bruyere

PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Communication Equipment & Engineering Co.

5646 W. Race St., Chicago, Ill.

Phone: EStebrook 3109-10

President.....Robert A. Clark
Vice-President.....R. Farrell
Secretary-Treasurer.....R. E. Meyers

PRODUCTS: Transmitters, receivers, amplifiers and test equipment, carriers telephone and telegraph equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio

Phone: CLearwater 6500

President-Sales Manager....G. F. Benkelman

PRODUCTS: Fixed composition resistors, suppressors, precision resistors.

Continental Electric Co.

Geneva Illinois

Phone: Col. 1216

President & Treasurer.....H. A. McIlvane
Secretary.....O. T. McIlvane
Vice-President.....W. S. Sims
Vice-Pres. in Charge of Publicity & Sales

R. E. Smiley

Vice-Pres. in Charge of Engineering

J. H. Hutchings

Export Manager.....E. D. Magnus

BRANCH OFFICE: 188 W. Randolph St., Chicago, Ill., Phone Andover 5029, Vice-President in charge of Publicity and Sales, R. E. Smiley.

PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationery lamps. Special tubes of all kinds.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.

Phone: PLainfield 6-9000

President.....Octave Blake

Vice-President.....William Dubilier

Vice-Pres.-Treas.....Haim Beyer

Vice-President.....Wm. M. Bailey

Vice-President.....Paul McK. Deeley

Vice-President.....Felix Weiss

Vice-President.....T. E. Abeel

Vice-President.....Max Bleich

Secretary.....Kenneth E. Ryan

Asst. Treasurer.....L. F. Geiser

Asst. Secretary.....M. F. Keating

Comptroller.....J. A. Bertolacci

PRODUCT: Capacitors.

Corning Glass Works

Corning, New York

Phone: Corning 372

President.....Glen W. Cole

Vice-President.....W. C. Decker

Sales Manager.....C. J. Phillips

Contact.....Charles Oliver

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.

Phone CO 7-2525

President.....John Cook

Contact.....W. F. Osler, Jr.

PRODUCTS: Radio and Electrical Wires and Cables.

Crescent Industries, Inc. & Crescent Tool & Die Co.

4132-54 W. Belmont Ave., Chicago 41, Ill.

Phone: Mulberry 1200

President & Treas.....Henry H. Gefvert
 Vice-Pres. & Genl. Mgr.....Nels G. Lenberg
 Secretary.....Leonard C. Larsen
 Vice-Pres. & Chief Eng.....Valoran Russell
 Production Manager.....John T. Steupak
 Administrative Officer.....Henry Anderson
 Shop Supt.....William L. Rollins
 Export Manager.....Harry J. Scheel
 Purchasing Agent.....Jenny Henriksen

PRODUCTS: Manufacturers of radio loudspeakers, record changers, tools, dies, jigs, fixtures and metal stampings.

Croname, Inc.

3701 Ravenswood Ave., Chicago, Ill.
 Phone: BITtersweet 7500

President.....E. C. Coolidge
 Sales Manager.....Marvin M. Lane
 Chief Engineer.....Arnold Leline
 Credit Manager.....E. G. Carlson
 Purchasing Agent.....J. P. Wray
 Advertising Manager.....A. F. Nosek
 Export Manager.....W. L. Rayner
 Service Manager.....J. L. Robinson

PRODUCTS: Escutcheons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

The Crosley Corp.

1329 Arlington St., Cincinnati, Ohio
 Phone: KIRby 6600

President.....I. B. Babcock
 Vice-President & General Manager,
 Manufacturing Div.....R. C. Cosgrove
 V. P. in Charge of
 Production.....F. A. Schotters
 Vice-Pres. in Charge of Research & Engr.
 L. M. Clement

V. P.-General Sales Manager
 (Mfg. Div.).....S. D. Mahan
 Mgr. of Distribution.....E. C. Brode
 Radio Product Mgr.....Clarence Felix
 Dir. of Exports.....J. W. DeLind, Jr.
 Dir. of Purchases.....Frank Warner
 Asst. Secy. & Asst. Treas.....E. J. Ellig
 Legal Counsel.....A. D. Redfield
 Dir. of Industrial Relations...G. F. Gamber
 Controller.....L. W. Adkins
 Cincinnati Works Manager...H. W. Deuker
 Richmond, Ind. Works Mgr.....J. W. Craig
 Dir. of Facilities.....F. W. Scholder

BRANCH OFFICE: Crosley Distributing Corp., Phone, Medallion 3-1830, Branch Manager, Lee Conover.

PRODUCTS: Crosley Shelvador refrigerators, Howe radio receivers, kitchen equipment, laundry equipment.

Crystal Research Laboratories, Inc.

29 Allyn St., Hartford, Conn.
 Phone: 7-3215

President-General Manager..Samuel I. Ward
 Vice-President.....Henry F. Jochim
 General Production Mgr...Ernest B. Lewis
 Crystal Engineer.....Sydney E. Warner
 Comptroller.....H. Kirk Jackson
 Sales Engineer.....Ed Dench
 Special Engineer.....Jules Pinsky

Purchasing Agent.....Ken O. Jacobs
 Special Engineer.....W. Waffle
 Condenser Division Head....Philip Schaar

PRODUCTS: Quartz oscillating crystals, supersonics equipment and devices, electronic devices, fused quartz and Boule fabrications, metallic coating, mica and ceramic condensers, capacitors.

Demornay-Budd, Inc.

475 Grand Concourse, New York 51, N. Y.
 Phone: Melrose 5-1900

PresidentR. DeMornay
 Sales Manager.....Eugene L. Berman
 Chief Electrical Engineer...Leonard Sherbin
 ComptrollerRoger Baker
 Production Manager.....Louis Della Penna
 Sales Engineer.....Maxwell S. Symon
 Chief Mechanical

Engineer.....Andrew A. Gass
 Purchasing Agent.....Sylvia R. Crawford
 Advertising Manager.....Ben Kerner

PRODUCTS: Navigational equipment, marine and aircraft radar, R. F. transmission lines, stub-supported coaxial lines, mixers, rotating joints, directional couplers, H. F. test equipment, modulators, amplifiers, I. F. strips, antennae, bench and field testing equipment, wave guides.

Doolittle Radio, Inc.

7421 S. Loomis St., Chicago 36, Ill.
 Phone: Radcliffe 4100

President.....E. M. Doolittle
 Chief Engineer.....Dudley Gray
 Sales Manager.....H. V. Carlson
 Purchasing Agent.....J. Domotor

BRANCH OFFICES: Manufacturers representatives throughout the United States.

PRODUCTS: Emergency radio communications equipment, including station transmitters and receivers, mobile transmitters and receivers and all accessories. Concentric transmission line, frequency monitors, distortion meters, broadcast frequency monitors.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
 Phone Passaic 3-1616

President.....Allen B. Du Mont
 Vice-President.....Leonard F. Cramer
 Secretary.....Bernard Goodwin
 Treasurer.....Paul Raibourn
 Sales Manager.....Leonard F. Cramer
 Dir. of Research.....Thos. T. Goldsmith, Jr.
 Chief Engineer.....P. S. Christaldi
 Controller.....B. L. Graham
 Tube-Instrument Div....C. Edwin Williams
 Television Div.....Ernest A. Marx
 Plant Supt.....Bruce T. DuMont
 Contracts Dept.....Walter A. Knoop
 Purchasing Div.....R. P. Rice
 Personnel Director.....H. Houston
 Mgr. Station WABD.....Samuel H. Cuff

BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, ELdorado 5-4822, Manager, Samuel H. Cuff.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments (Cyclograph).

Dumont Electric Corp.

34 Hubert St., New York, N. Y.
Phone: CAnal 6-7980

President & Sales Manager...Philip Dubilier
PRODUCTS: Paper, electrolytic and mica condensers.

DX Crystal Co.

1200 N. Claremont Ave., Chicago 22, Ill.
Phone: Armitage 3740

Co-owner.....Louis J. Patla
Co-owner.....Maurice P. McLean
Sales Manager.....George H. Timmings
Chief Engineer.....John Laban
Credit Manager.....Corliss Bangart
Purchasing Agent.....Jane Sullivan
Advertising Manager.....Michael Mayger
PRODUCTS: Quartz xtals, toroid coils, coil transformers, screw machine parts, universal joints and mechanical assemblies, loudspeakers.

Eastern Electronics Corp.

41 Chestnut St., New Haven 11, Conn.
Phone: New Haven 8-3191

President.....Amy G. Annis
Director of Engineering..Roland S. Bruneau
Office Manager.....James T. Hagerty
Secretary-Treasurer.....John J. Sullivan
Chief Engineer.....Manfred Johnson
PRODUCTS: Radio and electronic test equipment, precision wire wound resistors, wheatstone bridges, impedance bridges, radio receiving sets, phono-record players, radio-phone combinations, phono-motor turntable units.

Eastern Mike-Stand Co.

56 Christopher Ave., Brooklyn, N. Y.
Phone DICKens 2-3538

General Manager.....S. Sherman
BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill., Phone, Delaware 4566, W. L. Holst, Rep.; P. O. Box 3113, Houston, Texas, Phone, Jackson 2-8459, M. F. Klicpera, Rep.; 1456 Waterbury Road, Cleveland 7, Ohio, Phone, Academy 4932, John O. Olson, Rep.
PRODUCTS: Microphone stands, microphone boom stands.

Hugh H. Eby, Inc.

18 W. Chelton Ave., Philadelphia, Pa.
Phone: TENnessee 1800

President.....James L. Hawley
V. P.-Treasurer.....Frank Holmstrom
Secretary.....T. J. Mullaney
Chief Engineer.....L. Wanner
Purchasing Agent.....J. Gould

PRODUCTS: Binding posts, sockets, plugs, terminal strips, metal stampings, screw machine parts, custom moldings, electrical assemblies of all types like radio and radar, telephone, headsets and microphones.

Eckstein Radio and Television Co., Inc.

914-18 LaSalle Ave., Minneapolis, Minn.
Phone: Main 8359

Pres.-Chief Engineer.....E. A. Eckstein
Sales Dept.....E. R. Bostrom
Purchasing Dept.....E. A. Eckstein
Export Manager.....Harry J. Scheel
PRODUCTS: Radio receivers, sound equipment and sound amplifiers.

Electrical Reactance Corp.

49 Elm St., Franklinville, N. Y.
Phone: 196-197

President.....C. E. Krampf
Chief Engineer.....D. W. Wagner
Purchasing Agent.....C. W. Bauer
Sales Manager.....John H. Wick
Personnel Director.....F. G. Schermerhorn
Accountant.....E. J. Thompson
Secretary to President.....Mary C. Lennon
PRODUCTS: Condensers, resistors, choke coils, loop antennas.

Electronic Corp. of America

45 W. 18th St., New York 11, N. Y.
Phone: Watkins 9-1870

President-Treasurer.....Samuel J. Novick
Vice-President.....B. Fein
Sales Manager.....J. Gearnert
Purchasing Agent.....T. Karlin
V. P. in Charge of Export....L. M. Braun
Chief Engineer.....F. Lester
PRODUCTS: AM, FM radio sets, record players, phonographs, television sets.

Electronic Engineering Co.

3223 Armitage Ave., Chicago, Ill.
Phone: Capitol 3130

General Sales Manager.....E. D. Rehfeldt
Chief Engineer.....H. Holubow
Chief Accountant.....T. D. Thorkelson
Purchasing Agent.....F. M. Falk
Superintendent.....S. Matz
Credit Manager.....K. C. Hawkins
Jobber Sales Manager.....J. S. Cislak
PRODUCTS: Transformers and chokes of all types, wave filters, saturable core reactors, rectifiers.

Electronic Laboratories, Inc.

24 W. 24th St., Indianapolis, Indiana
Phone: Talbot 2442, Riley 1551

President.....William W. Garstang
Vice-President-Engineering.....R. H. Frye
Vice-President-Sales.....W. E. Peek

Vice-President-Manufacturing...H. C. May
 Treasurer.....T. D. Scheidler
 Secretary.....W. J. Lochhead
 Comptroller.....A. L. Mack
 Chief Inspector.....H. Palin
 Quality Control Head.....R. M. Loomis
 Purchasing Agent.....D. A. Wilson
 PRODUCTS: Vibrators, vibrator power supplies, inverters, fluorescent lighting, electrical toys, RR marine and bus fluorescent lighting.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.
 Phone: No. 2-2168

Manager.....D. A. Marcus
 Chief Engineer.....S. K. Babcock
 Purchasing Agent.....W. C. Keeler
 Controller.....Frank C. Mann
 PRODUCTS: Ranger aircraft radio equipment; transmitters, receivers, and interphones.

Electronic Tube Corp.

1200 E. Mermaid Ave., Phila. 18, Pa.
 Phone: Chestnut Hill 6800

President-Treasurer.....Seymour Turner
 Chief Engineer.....Henry Bemford
 Sales Manager.....Deas Sinkler
 Purchasing Agent.....Mary R. Scott
 PRODUCTS: Cathode ray tubes, special electronic tubes (all types), electronic equipment (various types).

Electro-Voice, Inc.

1239 South Bend Ave., South Bend 24, Ind.
 Phone: 21431

President.....Albert Kahn
 Vice-President.....R. E. Siekman
 Sales Manager.....W. F. Soules
 Chief Engineer.....L. R. Burroughs
 Research Director.....A. M. Wiggins
 Treasurer.....M. M. Wilson
 PRODUCTS: Microphones.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
 Phone: Chelsea 2-1800

President.....Benjamin Abrams
 Secretary-Treasurer.....Max Abrams
 V. P.-Engineering & Production
 Dorman D. Israel
 V. P.-Controller.....Morton E. Ornitz
 Sales Manager.....Edgar G. Herrmann
 Dir. of Purchases-Electrical....J. L. Herold
 Dir. of Purchases-Mechanical—H. J. Dostal
 BRANCH OFFICES: 666 Lake Shore Drive., Chicago, Ill., Phone, Superior 7485.
 E. N. Greenebaum, Jr., Manager, Subsidiary, 221 E. Cullerton St., Chicago 16, Ill., Phone, Victory 1613. Miss B. Engel, Secretary.

PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Ensign Coil Co.

2516 S. Pulaski Rd., Chicago 23, Ill.
 Phone: Crawford 4905

President.....G. S. Ensign
 Vice-President.....D. G. Ensign
 Vice-President.....F. M. Wesley
 PRODUCTS: Complete line of electrical coils and associated products.

Espey Manufacturing Co., Inc.

33 W. 46th St., New York, N. Y.
 Phone: Bryant 9-2300

President-General Manager...Nathan Pinsky
 Secretary-Chief Engineer...Jacob Rosenbaum
 V. P.-Production.....James Valladares
 V. P.-Sales.....Herman Lewis
 Exec. Ass't to President...Arthur Dankner
 Mds. Control Director.....Gordon Poole
 Comptroller.....Max Goldberg
 Personnel Director.....Julius Treuman
 Mds. Manager.....Michael Ross
 PRODUCTS—Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Erco Radio Laboratories Inc.

Hempstead, Long Island
 Phone: Hempstead 6985-985

PRODUCTS: Receivers, Transmitters, Radio Airport Traffic Control Equipment, Radio Frequency Standards, Radio Communications Equipment, Radio Test Equipment. (*resonance meters.)

AFFILIATED COMPANY: Aero Communications, Inc., Hempstead, Long Island, N. Y., Phone, Hempstead 6985-985.

PRODUCTS: Receivers, transmitters, radio airport traffic control equipment, radio frequency standards, radio communications equipment, radio test equipment, and resonance meters.

Fada Radio & Electric Co., Inc.

30-20 Thomson Ave., Long Island City, N. Y.
 Phone: Ironsides 6-5400

President.....J. M. Marks
 Assistant to President.....E. C. Nicholides
 Secretary-Treasurer.....D. I. Marks
 Director of Procurement.....I. N. Marks
 Sales Manager.....A. Wellington
 Chief Engineer.....C. E. Honeywell
 Comptroller.....H. Carlisch
 Plant Manager.....J. Lewandowski

PRODUCTS: Radio receivers, radio-phonograph combinations, portable receivers, portable phonograph amplifiers, phonograph wireless record players, FM receivers and radio-phonograph combinations, television receivers.

Fairchild Camera and Instrument Corporation

88-06 Van Wyck Blvd., Jamaica 1, N. Y.
 Phone Jamaica 6-3800

President.....J. S. Ogsbury
 Exec. Vice-Pres.....E. Robinson

Vice-President—Sales.....C. A. Harrison
 Vice-Pres. & Secy.....C. L. Terrill
 Vice-President.....J. A. Hewlett
 Treasurer.....J. H. Dalton
 Dir. Eng. & Research.....R. H. Lasche
 Asst. Vice-Pres. & Works Manager

R. A. Draghi
 Asst. Vice-President.....R. G. Sanders
 Purchasing Agent.....J. E. Kaiser
 Dir. of Publicity.....R. H. Bailey
 Advertising Manager.....H. K. Yulke

PRODUCTS: Sound recorders (console and portable), amplifier-equalizers, transcription turntables, dynamic pick-ups, magnetic cutterheads, radio direction finders, precision potentiometers, special motors.

Farnsworth Television & Radio Corp.

3702 E. Pontiac St., Fort Wayne, Indiana
 Phone: Anthony 5301

President.....E. A. Nicholas
 Vice-President—Engineering

B. Ray Cummings
 Vice-President—Sales.....E. H. Vogel
 Vice-President—Secretary.....E. M. Martin
 Vice-President—Manufacturing...J. P. Rogers
 Manager of Research.....Madison Cawein
 Chief Engineer—Fort Wayne...J. C. Ferguson
 Public Relations Director...Pierre Boucheron
 Purchasing Manager.....R. L. Colfax

Sales Manager—Farnsworth...E. H. McCarthy
 Sales Manager—Copehart.....I. C. Hunter
 Advertising—Sales Promotion...J. S. Garceau
 BRANCH OFFICES: 3301 S. Adams St., Marion, Indiana (Bluffton, Huntington, Indiana). Phone, 4600. J. P. Rogers, Manager; J. H. Pressley, Chief Engineer.

PRODUCTS: AM/FM radios, AM/FM radio-phonographs, automobile radios, television receivers, television transmitting equipment, television studio equipment, FM transmitters, railroad communications, police communications, mobile equipment, television tubes, Copehart automatic record changers, television antennas.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
 Phone Har. 8330

General Manager.....Ralph Rubenstein
 Engineer.....Earl Kent

BRANCH OFFICES: 251 Fourth Ave., Gramercy 5-0711, New York, N. Y.; 150 Marietta St., N. W., Atlanta, Ga.; 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16" Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

591 Broad St., Newark, N. J.
 Phone: Mitchell 2-5942

V.-P.—Finance & Public Relations

H. C. Roemer

V.-P.—Radio Engineering & Sales

E. N. Wendell

V.-P.—Telephone Engineering & Sales

R. E. Smith

V.-P.—Manufacturing.....T. M. Douglas

Purchasing Agent.....L. C. Mercier

PRODUCTS: Aviation and Point-To-Point equipment, Broadcast AM & FM, Megatherm, High Frequency Heating Equipment, FM Mobile Equipment, Rectifier Equipment, Vacuum Tubes, Crystals, Rectifier Stacks, Cables, Transformers.

Felt Products Mfg. Co.

1504-16 Carroll Ave., Chicago 7, Ill.
 Phone: Mon. 6750-56

President.....A. Mecklenburger
 Mgr. of Industrial Division...B. J. Schwin

PRODUCTS: Felt washers, paper parts, paper insulation special shapes, acetate cellulose special shapes, radio backs, and special shapes die cutting.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
 Phone: Circle 7-0912

Vice-President.....W. R. Spittal

PRODUCTS: Audio and power, transformers, chokes, filters, wiring and assembly, sheet metal, and bakelite fabrication.

Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.
 Phone: Passaic 2-3440

President.....H. G. H. Finch
 Treasurer—Controller.....Harold J. Frees

Secretary.....Frank R. Brick
 Asst. Secretary.....Margaret C. Harkey
 Plant Mgr.—Chief Engineer...Richard E. Mathes
 Sales Manager.....Herman H. Rathkamp

BRANCH OFFICES: 10 E. 40th St., New York 16, N. Y. Phone, Murray Hill 5-7976. W. G. H. Finch, President. 1 Pleasant Ave., Clifton, N. J.

PRODUCTS: Facsimile, graphic arts, radar, custom built equipment.

A. W. Franklin Mfgr. Corp.

175 Varick St., New York 14, N. Y.
 Phone: Walker 5-9620

President.....Albert W. Franklin
 V.-P.—Engineering.....Joseph M. Vananzi

Credit Manager.....Fred Weller
 Purchasing Agent.....Joseph Avick

Service Manager.....William Telmoss

PRODUCTS: Sockets, plugs, seitches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WAlker 5-8765

President.....Max Adelberg
Vice-President.....Arthur Freed
Treasurer.....Melvin Zalkin

PRODUCTS: Radio-phonograph combinations all with FM.

Freeland & Olschner Products, Inc.

611 Baronne St., New Orleans, La.
Phone: Raymond 4756

President.....W. T. Freeland
Vice-President.....G. E. Olschner, Jr.
Secretary-Treasurer.....J. H. Dallmann
Director of Sales.....Howard S. Frazier
Chief Engineer-Production Mgr.

Paul M. Reyling

PRODUCTS: Radio transmitting tubes.

Billings S. Fuess

2-4 Lackawana Place, South Orange, N. J.
Phone: 2-2820

Chief Engineer-Proprietor—Billings S. Fuess
Credit Manager.....Lucile Fuess
Proprietor.....Billings S. Fuess

PRODUCTS: Loud speaker cones, spiders, moulded and formed products.

Galvin Mfg. Corporation

4545 Augusta Blvd., Chicago 51, Ill.
Phone: SPAulding 6500

President.....Paul V. Galvin
Vice-President in Charge of Production
Frank J. O'Brien
Vice-President in Charge of Automotive
Division.....Elmer H. Wavering
Vice-President in Charge of Home Products
Division.....W. H. Stellner

PRODUCTS: Motorola Home Receiving Sets, Radio Phonograph Combinations, FM Receiving Sets, Automatic Record Players, Auto Radio Receiving Sets, AM and FM 2-Way Police Radio Communication Systems, Aircraft Radio.

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.
Phone: MAin 4-6044

President.....Max W. Weintraub
Sales Manager.....Louis Silver
Chief Engineer.....B. S. Trott

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment.

General Electric Electronics Department

1 River Rd., Schenectady, N. Y.
Phone: SChenectady 4-2211

President of Company.....C. E. Wilson
Vice-Pres. in Charge of Electronics Dept.

Dr. W. R. G. Baker

Genl. Sales Mgr.....A. A. Brandt
Acting Publicity Mgr.....E. L. Robinson

BRANCH OFFICES: 570 Lexington Avenue, New York, N. Y., District Manager, N. Y. H. J. Mandernach; 140 Federal Street, Boston, Mass., District Manager, R. L. Hanks; 1405 Locust Street, Philadelphia, Pa., District Manager, T. B. Jacobs; 4966 Woodland Avenue, Cleveland, Ohio, District Manager, R. P. VanZile; 840 South Canal Street, Chicago, Ill., District Manager, G. S. Peterson; 1801 North Larmar Street, Dallas, Texas, District Manager, T. B. Willard; 235 Montgomery Street, San Francisco, Calif., District Manager, W. A. Boland; 187 Spring Street, N. W., Atlanta, Ga., District Manager, R. N. Fowler; 106 West 14th Street, Kansas City, Mo., District Manager, R. J. Meigs.

PRODUCTS: Receivers, Transmitters, Tubes, Components.

General Electronics Inc.

1819 Broadway, Room 1410
New York 23, N. Y.
Phone: CIRCLE 7-8093

Vice-President-Treasurer....D. E. Replogle
Sales Manager.....T. A. Haish

PRODUCTS: Electron power and transmitting tubes.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President.....A. W. Fritzsche
Treasurer.....C. F. Russert
Vice-Pres., Factory Mgr.-Plastics Div.

O. W. Marsh
Vice-Pres., Factory Mgr.-Mech. Div.

W. A. Schmittgen
Vice-Pres., Sales Mgr. of Mechanical Div.

H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div.

Steve Hildebrandt

PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.

Subsidiaries:

General Instrument & Appliance Corp.

General Electronic Apparatus Corp.

829 Newark Ave., Elizabeth 3, N. J.

Phone: Elizabeth 3-4400

Chairman of the Board.....Samuel Cohen

President-Treasurer.....A. Blumenkrantz

Executive Vice-President...Richard E. Laux

Vice-President—Sales.....Don J. Phelps

Sales Manager.....George P. Marron

Speaker Division.....Leon Golder

Chief Engineer.....Berne N. Fisher

PRODUCTS: Variable condensers, push button devices, record changers, loud speakers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
 Gen. Manager.....Edward Metzger
 Sales Manager.....Morris Perlman
 Chief Engineer.....Gunnard Swedlund
 Credit Manager.....Vera Ludwig
 Purchasing Agent.....Ernest Neustadter

PRODUCTS: Coil Forms, Terminal Strips, Radio Backs, Baffle Boards, Loop Forms, Sockets and Special Assemblies, Fabricators of Laminated Phenolic Materials and other products.

General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.
 Phone: FITzroy 5760

President.....Charles M. Hofman
 Sales Manager.....O. H. Hofman
 Chief Engineer.....J. R. Hoven
 Laboratory Director.....M. R. Klippel
 Credit Manager.....F. E. Wiley
 Purchasing Agent.....W. M. Tilli

PRODUCTS: Magnets.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
 Phone: TRowbridge 4400

Chairman of Board.....H. B. Richmond
 President.....E. H. Locke
 Vice-Pres. for Sales.....A. E. Thiessen
 Vice-Pres. for Production.....C. C. Carey
 Secretary-Treasurer.....F. L. Tucker
 Asst. Secretary-Treasurer.....C. E. Hills, Jr.
 Chief Engineer.....M. Eastham

PRODUCTS: Radio and electronic instruments.

Goat Metal Stampings, Inc.

314 Dean Street, Brooklyn 17, N. Y.

President.....Walter Goat
 Vice-President.....Jens Mortensen
 Secretary.....Edward F. Staver
 Sales Manager.....Edward M. Haines

PRODUCTS: Tube shields—small intricate drawn, formed and stamped parts, manufactured to very close tolerances from the difficult working metals and alloys.

The Hallicrafters Co.

2611 S. Indiana Ave., Chicago, Ill.
 Phone: Calumet 1600

President.....W. J. Halligan
 Vice-President.....R. W. Durst
 Vice-President—Engineering R. E. Samuelson
 Secretary-Treasurer.....J. J. Frendreis
 Assistant Secretary.....E. J. Corcoran
 Assistant Treasurer.....M. P. Heinz
 Advertising Manager.....E. G. Brown

PRODUCTS: Short-wave radio communications, receivers and transmitters.

Hamilton Radio Corp.

510 Sixth Ave., New York 11, N. Y.
 Phone: GRamercy 7-5210

President.....A. A. Juviler
 Vice-President.....P. L. Schoenen
 Asst. Treasurer.....M. Sobin
 Director of Sales.....J. F. Crossin
 Chief Engineer.....J. Ravdin
 Purchasing Engineer.....M. Z. Landau
 Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
 Phone LONgacre 5-1300

President.....Lloyd A. Hammarlund
 V-P & Treasurer.....Joseph Lush
 V-P.....H. B. Macartney
 Secretary-Comptroller.....E. A. Wittmer
 Advertising Mgr.....G. W. Stuart

PRODUCTS: Manufacturers of precision communications equipment.

Harco Steel Construction Co., Inc.

1180 E. Broad St., Elizabeth 4, N. J.
 Phone: Elizabeth 2-0826

President & Treasurer.....Harold Cohen
 Secretary.....Hugo E. Kern
 Vice-President.....C. S. Loftus

PRODUCTS: Radio masts and towers.

Frederick Hart & Co., Inc.

(Formerly Amertype Recordgraph Corp.)
 350 Madison Ave., New York 17, N. Y.
 Phone: Vanderbilt 6-3236

Vice-President.....Albert D. Stern
 PRODUCTS: Sound recording-reproducing instruments for radio stations, 2-way telephone conversations where authorized, radio interception and monitoring, film recorder-reproducers, magnetic recorder-reproducers.

Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.
 Phone BA 7-8390

Secretary-Gen.-Mgr.....Chas. J. Hartenstine
 BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. Phone, Orange 4-6054. M. A. Hartenstine, Asst. Secretary. PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
 Phone: Trowbridge 2800

President.....Frank Lyman, Jr.
 Sales Manager.....James E. McDonald
 Chief Engineer.....Bernard J. Cosman

PRODUCTS: FM Broadcast Transmitters, Marine Radio Equipment, Police Radio Equipment, Regulated Power Supplies, Electronic Equipment, Communications Equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0878

Partner-Sales Manager... George K. Haydu
Partner..... Zoltan Haydu
Chief Engineer..... Zoltan Haydu
Purchasing Agent..... E. Sichel

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hazeltine Corporation

1775 Broadway, New York 19, N. Y.
Phone: COlumbus 5-0793

Chairman..... Edgar Rickard
President..... Jack Binns
Vice-Pres.-Chief Eng..... W. A. McDonald
Asst. Treas..... Herbert F. Clough

PRODUCTS: Patents and engineering service to manufacturers.

Hewlett-Packard Co.

395 Page Mill Road, Palo Alto, Calif.
Phone: Palo Alto 2-4651

Partner..... David Packard
Partner..... William R. Hewlett
General Manager..... Glenn Zieber
Sales Manager..... W. Noel Eldred
Chief Development Engineer.. Bruton Bauer
Plant Superintendent..... Albert A. Spear
PRODUCTS: Laboratory instruments.

Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.
Phone: Prospect 3446

President-General Manager... H. L. Hoffman
Vice-President..... W. D. Douglas
Vice-President—Engineering.. W. S. Harmon
Secretary-Treasurer..... R. A. Yarcho
General Sales Manager..... R. J. McNeely
Asst. Sales Manager..... D. D. Spence
Purchasing Agent..... P. L. Fleming
Advertising-Sales Promotion... W. A. Watson

PRODUCTS: Radios, table models, consoles, combinations, combinations with recorders, box kites (commercial).

Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 3000

President..... Joseph F. Riley
Vice-President..... I. M. Munig
Vice-President..... Howard C. Briggs
Treasurer..... G. L. Turnquist
Chief Engineer..... W. James
Purchasing Agent..... N. J. McCurdie
Asst. Sales Mgr..... Frank E. Burt

PRODUCTS: AM-FM radios and phonograph combinations, television receivers, recording discs and other electronic products.

Hytron Corp.

76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President..... Bruce A. Coffin
Treasurer..... Lloyd H. Coffin
Sales Manager..... John Q. Adams
Chief Engineer..... C. F. Stromeyer
Credit Manager..... M. S. Jones
Purchasing Agent..... Edward R. Carroll
Advertising Manager..... Harry G. Burnett
Export Manager..... W. L. Urquhart

PRODUCTS: The following vacuum tubes: receiving, ballast, hearing-aid, very-high-frequency triodes and pentodes, miniatures, medium and low-power transmitting triodes, R. F. beam tetrodes (particularly instant-hearing), R. F. pentodes, gaseous voltage regulators, and rectifiers.

Ideal Fluorescent Products Co.

150 Summit St., Newark, N. J.
Phone: MI 2-6466

Manager..... Herman K. Kuthe
PRODUCTS: "Ideal" fluorescent starter switches, and electronic tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President & Treas.... A. D. Plamondon, Jr.
Vice-Pres. & Genl. Mgr... Joseph F. Drennan
Secretary..... Albert Kahn
Asst. Secretary..... M. J. Drew

PRODUCTS: Permanent magnets, radar magnet assemblies, alloy castings. 149 Devonshire Court, Rochester, N. Y., Gerald Troy.

Industrial & Commercial Electronics

601 O'Neill Ave., Belmont, Calif.
Phone: Belmont 664

President..... Ralph C. Shermund
Vice-President..... Charles V. Litton
Chief Engineer..... D. Gordon Clifford
Credit Manager..... G. C. Stuparich
Purchasing Agent..... M. M. Fisch

PRODUCTS: Industrial transmitting tubes, vacuum condensers, vacuum relays.

Insuline Corp. of America

3602-10 35th Ave., Long Island City, N. Y.
Phone AStoria 8-3738

President..... S. J. Spector
Sales Manager..... Edward J. Cohen
Vice-Pres.-Treas..... Edward J. Cohen
Production Manager..... C. W. Peterson

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads.

International Detrola Corporation

Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100

President.....C. Russell Feldmann
Treasurer.....R. J. Nixon
Service Manager.....K. L. Granger
Purchasing Agent.....R. H. Wann
V.-P.—Mfg. Eastern Div....Fleming Johnson
Director of Eng.....R. M. Daugherty

PRODUCTS: Electric sets: compact, table, portable, consoles; battery sets: automobile, portable, portable AC-DC, table; combinations: radio-phonograph-radio phonograph automatic record changers; frequency-modulation sets; console, also aviation sets and record-players.

International Resistance Co.

407 N. Broad St., Phila. 8, Pa.
Phone: Walnut 2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres., Chief Eng.....Jesse Marsten
Manager, Industrial Div.....H. C. Beebe
Manager, Radio Division.....C. H. Griffith
Manager, Merchandise Div.....Robert Baggs

BRANCH OFFICE: 165 Broadway, Room 1438, New York, N. Y., Manager, A. H. Hardick, Sales Engineer, Malcolm Newbold.

PRODUCTS: Fixed and variable resistors, volume and tone controls, potentiometers, attenuators, and power rheostats.

Irvington Varnish & Insulator Co.

6 Argyle Terrace, Irvington 11, N. J.
Phone: ESsex 3-4200

Pres. & Genl. Mgr.....A. E. Jones
Credit Manager.....F. M. Miller
Genl. Sales Manager.....J. J. Connors
Purchasing Agent.....K. C. Johnson

PRODUCTS: Insulating material, tubing.

Isolantite Inc.

343 Cortlandt St., Belleville, N. J.
Phone: Belleville 2-4600

Directors.....Paul H. Mouraud,
L. E. O'Rourke, A. F. Heard
Ceramic Sales Manager.....William West
Radio Sales Manager.....L. C. Sanford
Works Manager.....Paul Mourand
Treasurer.....A. F. Heard

BRANCH OFFICES: 43 East Ohio Street, Chicago, Ill., Phone, Superior 5925, District Engineer, H. Pretat; Bulkley Building, Cleveland, Ohio, District Representative, C. E. White.

PRODUCTS: Steatite, high frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment, radar assemblies.

The Jackson Electrical Instrument Co.

16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076

President-Sales Manager....Paul F. Jackson
Chief Engineer.....George M. Buchard

PRODUCTS: Test equipment.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....J. C. Daley
Exec. Vice-Pres.....Alfred E. Tregenza
Vice-Pres. & Secy.....J. M. Bennan
Vice-President.....R. A. Hoagland
V.-P., Engineer.....L. Mauerer
Executive Engineer.....R. J. Horstman
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases....Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: Portsmouth 7600

President.....Thomas A. White
Vice-President.....Hugh S. Knowles
Comptroller.....Herbert F. Harris
Purchasing Agent.....George H. Turner
Secretary.....A. L. Oliver
Advertising Manager.....Bayard H. Clark
Chief Engineer.....Hugh S. Knowles
Export Manager.....Bayard H. Clark

BRANCH OFFICE: Box 825, Oakland, Calif. Phil Bechamber, rep.

PRODUCTS: Loudspeakers, reproducers.

J. F. D. Manufacturing Co.

4117 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WIndsor 8-3100

President.....Julius Finkel
General Manager.....Albert Finkel
Chief Engineer.....William Kissel
Credit Manager.....Ethel Siegel
Purchasing Agent.....Joseph Shapiro
Sales Manager.....Edward Finkel

PRODUCTS: Antennas, replacement ballast tubes, dial belts, battery plugs, battery adapters.

Johns-Manville Corp.

22 East 40th St., New York 16, N. Y.
Phone: LExington 2-7600

PRODUCTS: Sound-control materials and acoustical-engineering service.

Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago, Ill.

Phone: Portsmouth 6900

President.....J. G. Kellogg
Executive Asst. to President...C. D. Manning
Secretary.....J. H. Kellogg
Treasurer.....H. C. McCluskey
Sales Manager.....F. M. Parsons
Purchasing Agent.....J. Geiger

PRODUCTS: Oil and wax condensers, communications equipment, microphones, earphones, noise filters, volume controls, retractable electrical cords (Coiled Kords).

Ken-Rad Tube & Lamp Corp., Inc.

Owensboro, Ky.

Phone: Owensboro 2000

President.....Roy Burlew
Sales Manager.....R. W. Metzner

PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.

840 Barry St., New York 59, N. Y.

Phone DAYton 9-0100

President.....Franklin P. Kenyon
Vice-President & Chief Engineer

Richard B. Shimer

PRODUCTS: Transformers, Reactors, Filters.

Kerrigan Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.

Phone: Spaulding 7208

Partner.....Vincent M. Kerrigan
Partner.....Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire.

"King Brand" Music Papers

1595 Broadway, New York, N. Y.

Phone CI 6-0488

Contact....."Wes" Cowen
BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif. PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Duplicating Papers, Music Tapes.

King Laboratories, Inc.

205 Oneida St., Syracuse 4, N. Y.

Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
General Manager.....W. R. MacLeod
Secy. & Treas.....George L. King

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Kludge Electronics Co.

1031 N. Alvarado St., Los Angeles 26, Calif.

Phone: Exposition 1742

President.....Myron E. Kludge
Chief Engineer.....Paul D. Langrick

Sales Manager.....Ted Stark
Production Manager...Edward C. Bickhart

PRODUCTS: Radio transmitters: broadcast, aviation, police and amateur. Transmitting tubes, frequency monitors, modulation monitors, magnetic recording equipment.

Kuthe Laboratories, Inc.

150 Summit St., Newark 4, N. J.

Phone: Mitchell 2-6466

President.....Herman K. Kuthe
Vice-President.....Bernard Hellring
Treasurer.....Hedwig Kuthe

PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty—gas filled tubes.

The Langevin Co., Inc.

36 W. 65th St., New York 23, N. Y.

Phone: Endicott 2-7200

President.....Carl C. Langevin
V.P.—Sales.....H. B. Miller
V.P.—Manufacturing.....P. F. Kavanagh
V.P.—Field Engineering.....W. J. Jurek
V.P.—Development.....W. J. Dallin

Secretary.....Fredericka Dekan
Treasurer.....A. J. Prins
Purchasing Agent.....J. A. Barry
Transformer Engineer.....Frank Edmonds

BRANCH OFFICES: 1050 Howard St., San Francisco 3, Calif., H. A. Wollenberg, Vice-President. 1000 N. Seward St., Los Angeles 38, Calif., W. T. Brown, Vice-President.

PRODUCTS: Speech input equipment and audio amplifying facilities, rectifiers, transformers.

Lapp Insulator Co., Inc.

Le Roy, N. Y.

Phone Le Roy 385

President.....J. S. Lapp
Vice-President.....W. F. Young
Treasurer.....G. W. Lapp
Sales Manager.....Brent Mills
Chief Engineer.....Ralph L. Jenner

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lear, Inc.

110 Ionia Ave., N. W., Grand Rapids 2, Mich.

Phone: 6-9651

President.....William P. Lear
Vice-President.....Elmer R. Crane
Mdse. Manager—Home Radio Div. Nate Hast
Sales Manager—Aircraft Radio Div.

Hal T. Sagert

Manager—Wire Recording Div.

Andy W. Korb

Advertising Manager.....Ben S. Bland

PRODUCTS: Radio Division (aircraft & home): automatic aircraft antenna reels, shielded antennae, gyro & directional compasses, control tower equipment, automatic

direction finders. Receivers: aircraft, home, beacon, grid marker, portable, phonograph combinations, receiver-transmitters, wire recording combination, ultra high frequency, very high frequency, wire record. Transmitters: aircraft, portable, ultra high frequency, very high frequency. Wire recorders for office, commercial and home use. Trade name, "Learadio."

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone Whitehall 4-1424

Contact.....J. F. Neary

BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators. Antenna Towers and Masts. Supporting Towers for FM and Television.

Lektra Laboratories, Inc.

30 E. 10th St., New York 3, N. Y.
Phone: Algonquin 4-0230

President.....Milton W. Blatner
Vice-President.....Ben Eisenberg
Chief Engineer.....Ben Eisenberg
Purchasing Agent.....A. Severin

PRODUCTS: Electronic Photo Timers, Electronic Industrial Timers, Electro Shock Therapy equipment, Galvanic Generators, Faradic Generators, Sinusoidal Generators, Electrolysis Equipment.

Lewyt Corp.

60 Broadway, Brooklyn 11, N. Y.
Phone: Evergreen 8-9600

President.....Alex M. Lewyt
Works Manager.....Arnold Wolf
Sales Manager.....Jerome L. Strauss
Chief Electronics Engineer...R. Lee Freeman
Director of Purchasing...J. Ralph Walker
Director of Industrial Relations

W. V. Ronner

PRODUCTS: Contract manufacturer of private brand radios, radio-phonograph combinations.

Libbey Glass

Division of Owen-Illinois Glass Co.

P. O. Box 1035, Toledo 1, Ohio
Phone: Main 7131

President.....J. P. Lewis
Vice-Pres.-Dir. of Sales.....F. J. Solon
Mgr., Industrial Sales.....R. W. Rogers
Chief Engineer.....H. R. Schutz
Credit Manager.....C. B. Rairdon
Purchasing Agent.....C. L. Rice
Export Manager.....O. R. Hecht
Production Manager.....G. H. Meeker

PRODUCTS: Lead, lime and borosilicate glass handmade bulbs; general lime glass containers.

Lifetime Sound Equip. Co.

1101 Adams St., Toledo, O.
Phone Main 5643

General Manager.....Wm. H. Manoff
Factory Manager.....M. H. Manoff
Production Engineer.....F. L. Church
PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Deflector Baffles.

John E. Lingo and Son, Inc.

28th St. and Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Chief Engineer.....Wesley Thompson
Production.....George Burrows
PRODUCTS: Vertical Radiators; Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.

Power Tube Division: 25 Grand St.
Norwalk, Conn.

Phone: Norwalk 6-5581

X-Ray Division: 1063 Hope Street
Springdale, Conn.

Phone: Stamford 4-5781

President.....R. R. Machlett
Vice-President.....W. E. Stevenson
Treasurer.....J. A. Lambert
General Sales Manager.....H. J. Hoffman
Manager of Engineering.....T. H. Rogers

PRODUCTS: A complete line of Electronic tubes for X-Ray, radio transmitting, and industrial purposes.

The Magnavox Company

Fort Wayne 4, Indiana
Phone: A-5474

President.....Richard A. O'Connor
Executive Vice-President...Frank Freimann
Factory Manager.....L. E. Quinnell
Chief Electrical Engineer, Radio-

Phonograph Division...R. H. Dreisbach
Sales Manager—Components Div.

Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

Majestic Radio & Television Corp.

St. Charles, Illinois
Phone: St. Charles 3860

President.....E. A. Tracey
Vice-President.....E. V. Otis
Vice-President—Engineering...D. E. Foster
Director of Sales.....Parker H. Erickson
Assistant Sales Manager...C. V. del Mercado
Treasurer.....John W. Mathews

Purchasing Agent.....A. Ginsberg
Works Manager.....John Stevens
Director of Purchasing.....J. O. Copel
Personnel Manager.....F. Ryron

BRANCH OFFICES: Majestic Records, Inc., 29 W. 57th St., New York, N. Y. Phone, Plaza 5-2621. James J. Walker, President. Majestic Records, Inc., 223 Raymond Blvd., Newark, N. J. Phone, Market 3-0472. Edward F. Barile, Works Manager.

PRODUCTS: Radio receiving and transmitting sets.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131

President.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Chief Research Engineer...John van Beuren
Treasurer.....Robert Meyer
Sales Manager.....Nelson C. Doland, Jr.
Purchasing Agent.....J. L. Hiss

PRODUCTS: Model 58 radio noise & field strength meter, model 62 vacuum tube voltmeter, models 65B, 78 78FM, 80, 84 UHF signal generators, model 71 square wave meter, model 79B pulse generator, megacycle meters, megohm meters, moisture meters, FM & Television test equipment.

John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind
Phone: Plymouth 33

President.....John S. Meck
Chief Engineer.....Charles Wexler
Sales Manager.....H. A. Hutchins
Purchasing Agent.....B. L. Bethel
Controller.....R. G. Eggo

PRODUCTS: Radio receiving sets, radio-phonograph combinations, phonographs, public address equipment, industrial sound equipment.

Meissner Mfgr. Division Maguire Industries, Inc.

Mt. Carmel, Illinois
Phone: 733

Vice-President.....James T. Watson
Sales Manager.....Oden F. Jester
Sales Coordinator.....John F. Gibbs
Director of Purchases...William F. Covert
Works Manager.....C. W. Hildenbran
Chief Engineer.....E. J. Stanmyre
Jobbing Sales Manager.....R. M. Karet
Asst. Secretary.....Madge A. Hubbard
Division Accountant.....G. W. Osbeck
Service Manager.....W. M. Atkins

PRODUCTS: Radio-phonographs, radar, television, FM converters, amateur receivers, amateur transmitters, test equipment, recording equipment, R. F. coils, I. F. coils, trimming condensers, padding condensers.

Merit Coil & Transformer Corp.

4427 N. Clark St., Chicago 40, Ill.
Phone: Longbeach 6311

President.....Charles C. Koch
Vice-President-Chief Engineer..Harold Jones
Secretary-Purchasing Agent.Arthur J. Herold
Treasurer.....Anne G. Schmidt
Superintendent.....Harry R. Koch
Sales Manager.....John I. Crockett, Jr.
Credit Manager.....Dorothy Tekip

PRODUCTS: Transformers.

Micamold Radio Corp.

1087 Flushing Ave., Brooklyn 6, N. Y.
Phone: STagg 2-9820

President.....A. P. Hirsch
Sales Manager.....E. B. Tyler
Vice-President.....F. A. Whiting
Purchasing Agent.....Robert Price

PRODUCTS: Fixed capacitors, resistors.

Micro Switch Division of First Industrial Corporation

Freeport, Ill.
Phone: State 900

President.....W. B. Schulte
Exec. Vice-President.....W. W. Gilmore
Vice-President.....A. L. Riche
Sales Manager.....F. E. Wilsey

PRODUCTS: Precision snap-acting micro switches and auxiliary actuators, micro limit switches, special micro switches, thermally operated micro switches, explosion-proof micro switches, splash-proof micro switches, aircraft switches.

Midwest Electric Products, Inc.

1710 N. Luett St., Indianapolis 8, Ind.
Phone: Belmont 5490

President.....W. J. Saeman
Sales Manager.....W. J. Saeman
Vice-President.....Wm. C. Hylan
Chief Engineer.....R. D. Jefferies

PRODUCTS: IF transformer, oscillator and antenna coils, RF chokes, wire harnesses, relays and relay assemblies.

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.
Phone GRamercy 5-9466

President.....Dr. R. Byrne
Secretary—Ch. Eng.....J. M. Kuhlik, Sc.D.
Treasurer.....H. B. Kuhlik
Advertising Mgr.....A. Altomari
Vice-President.....G. Ruskin
Public Relations.....B. Burns
Electronics Head.....P. Katzoff, E.E.

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictating Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion, "Talkie" Recorders for 8-16 mm. Motion Pictures.

James Millen Manufacturing Co., Inc.

150 Exchange Street
Malden 48, Massachusetts
Phone: Malden 4108 and 4109

President James Millen
Sales Manager James Millen
Chief Engineer R. Wade Caywood
Purchasing Agent George Pike
Export Manager C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and all component parts.

Mirror Record Corp.

58 W. 25th St., New York 10, N. Y.
Phone CH 3-2222

Pres. & Treas. Paul K. Trautwein
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: Wabash 8800

President-Treasurer Leslie F. Muter
Vice-President-Secretary A. A. Dailey
Vice-President Paul J. Pfohl
Chief Engineer K. E. Rollefson
Production Engineer C. M. Kraemer
PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I. F. and R. F. transformers.

National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-6800

President A. V. Wilker
Vice-Pres. & Gen. Mgr. J. M. Spangler
Vice-President C. O. Kleinsmith
General Sales Mgr. R. P. Bergan
Mgr. Battery Eng. Dept. W. H. Fritz
PRODUCTS: Dry Batteries.

National Co., Inc.

61 Sherman St., Malden, Mass.
Phone: Malden 7950

Chairman of Board W. B. Hopkins
President W. A. Ready
Vice-President H. W. Cairns
Treasurer W. H. Balcke
Engineering Manager W. J. Larkin
PRODUCTS: Receiving sets, FM receivers, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R. F. and I. F. transformers, sockets, couplings, receiving parts.

National Design Service

96 Liberty St., New York, N. Y.
Phone: Beekman 3-0207

General Manager Jules M. Labert
Executive Manager Lawrence Zeitsoff

Chief Engineer Irving Brand
Director of Research Clarence Lundy
Radio Engineer Charles Whaley
Asst. Laboratory Director ... T. McLaughlin
Chief Mechanical Engineer H. Walton
Field Engineer Victor Markosian
Field Engineer Joseph Donnelly
Field Engineer Jules Woelgesy

PRODUCTS: Consultant radio engineers. IF & RF sweep generators, television test equipment, centralized factory test equipment.

National Union Radio Corp.

15 Washington St., Newark 2, N. J.
Phone: HUmboldt 2-5050

President S. W. Muldowny
Controller E. O. Sandstrom
Dir. of Labor Relations A. C. Beeson
Dir. of Distributor Sales J. J. Clune
Production Manager F. A. Turnquist
Credit Manager H. A. Pope

PRODUCTS: Receiving Tubes, Cathode Ray Tubes, Television Tubes, Transmitting Tubes, Ballast Tubes, Phototubes, Condensers, Dry Batteries, Volume Controls.

Noblitt-Sparks Industries, Inc.

13th St. & Big Four Railroad, Columbus, Ind.
Phone: Columbus 5521

President Q. G. Noblitt
Vice-President G. W. Thompson
Sales Manager Burl Buckner
Chief Engineer A. D. Silva
Advertising Manager Guy C. Cyr

PRODUCTS: AM and FM radios for civilian use, electronic equipment for the Signal Corps.

Northern Electric Co., Ltd.

1261 Shearer St., Montreal, Quebec, Canada
Phone: Wilbank 3131

President P. F. Sise
Vice-Pres.-General Manager. . R. D. Harkness
Vice-President—Accounts & Finance

William Carswell
Vice-President—Sales M. K. Pike
Asst. Gen. Mgr.—Manufacture. J. S. Cameron
Comptroller D. M. Parish
Secretary-Treasurer W. E. McBain
Manager—Electronics Div. A. B. Hunt
Sales Mgr.—Electronics Div. H. R. Varcoe
Electronics Engineer F. F. Fulton
Works Mgr.—Electronics Div. ... J. G. Little

PRODUCTS: Aviation radio equipment, broadcasting equipment, round reproducing systems, navigation radio aids, police radio equipment, train radio equipment, radio receivers for home, power line carrier equipment, radio telephone systems, Northern-Hammond Organs, microphones, vacuum tubes, amplifiers.

Ohio Tool Company

3160 W. 106th St., Cleveland 11, Ohio
Phone: Orchard 3200

Controlling Partner.....L. E. Butzman
General Manager.....C. E. Quay
Sales Manager.....O. F. Welshans
Comptroller.....G. M. Craig
Production Manager.....R. E. Palmer
PRODUCTS: Manufacturing radio dynectron rotary converters.

Ohmite Mfg. Co.

4835 Flournoy St., Chicago 44, Ill.
Phone: Austin 1070

President.....D. T. Siegel
Vice-Pres., Production.....J. S. Howe
Vice-Pres., Sales.....R. S. Laird
Chief Engineer.....H. Levy
Purchasing Agent.....A. Stolzenfeldt
PRODUCTS: Rheostats, resistors, rotary tap switches, R. F. and power line chokes, and attenuators.

Oxford-Tartak Radio Corp.

3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161

President.....R. C. Walker
General Manager.....Robert Adams
Sales Manager.....James H. Wood
Chief Engineer.....Madison Jones
Credit Manager.....David Davis
Purchasing Agent.....Howard Corey
Advertising Manager.....Clay Crane
Plant Manager.....Alexander Polak
PRODUCTS: Loud speakers, output and line transformers, magnets.

Pacific Sound Equipment Co., Inc.

130 N. Beaudry Ave., Los Angeles 12, Calif.
Phone Michigan 2381

President.....Robert G. Metzner
Secretary-Treasurer.....William L. Maas
BRANCH OFFICE: 4821 Bethesda Avenue,
Bethesda 14, Md. (Washington, D. C.),
Phone, Wisconsin 3144, Representative, Wil-
liam H. Holmes.

PRODUCTS: Phonographs, electric and acoustic; transcription reproducers; public address systems; etc.

Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Fairfax 2141

President.....Herbert A. Bell
General Manager.....H. D. Thomas, Jr.
Director of Sales.....J. M. Spain
Chief Engineer.....R. H. Freck
Purchasing Agent.....A. T. Baxter

PRODUCTS: Receivers: Electric—Compact, Table, Portable, Console; Battery—Portable, Portable AC-DC; Combinations—Radio-Phonograph, Radio-Phonograph-Recorder; Frequency Modulation—Table, Console, FM-AM Table, FM-AM Console; Television—Table, with FM, with AM, with FM-AM; Console, with FM, with AM, with FM-

AM and Phonograph; Miscellaneous—Amateur, Aviation; also record-players.

Philco Corp.

Tioga & C Sts., Philadelphia, Pa.
Phone: NEBraska 5100

Chairman of the Board.....Larry E. Gubb
Chairman of Exec. Comm. James T. Buckley
President.....John Ballantyne
Vice-Pres., Charge of Operations

Wm. Balderston

Vice-Pres., Charge of Sales

Thomas A. Kennally

Vice-Pres., Charge of Merchandising

James H. Carmine

Chief Radio Engineer.....Palmer M. Craig
Chief Television Eng.....F. J. Bingley
Director of Research.....David B. Smith

Vice-Pres., Charge of Service.....R. F. Herr
PRODUCTS: Radio receiving sets, automobile radio receivers, refrigerators, air conditioners, aircraft radio communications and radar equipment. Radio parts, tubes, accessories, dry batteries.

Philharmonic Radio Corp.

528 E. 72nd St., New York 21, N. Y.
Phone: Butterfield 8-2300

President-Treasurer.....Z. Soucek
Vice-President—Engineering...V. Brociner
Asst. Secretary-Treasurer.....L. Ertle
Plant Manager.....P. Cassata
Personnel Manager.....I. Juliber
Chairman of Board.....Thomas R. Jones

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchroscopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

Philmore Mfg. Co.

113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363

Manager.....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....C. Levine
Export Manager.....M. L. Granat
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur sets, crystal sets, microphones (carbon type), detectors, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: Stillwell 4-5455

President.....Isidor Goldberg
Executive Vice-President.....E. L. Hall
Secretary.....I. W. Wyckoff
General Works Manager.....J. Benjamin
Domestic Sales Manager..Allen D. McGehee
Export Sales Manager.....J. E. Chorlian

Engineer—Radio Design.....E. Jahns
 Engineer—Television Design.W. Auerbacher
 Purchasing Agent.....H. Zuckerman
PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers.

Precision Specialties

210 N. Western Ave., Los Angeles, Calif.
 Phone: Hi. 8333

General Manager-Co-owner.....L. Glaser
 Sales Manager-Co-owner.....J. Raeburn
 Radio Dept. Head.....W. F. Frankart
 Chief Purchasing Agent.....C. Gould
 Chief Engineer—Plastics.....M. R. Roberts
 Comptroller.....P. Gatov
 General Sales Manager.....P. Belvin, 3rd
 Plant Manager—Plastics.....Mr. Washburn
 Plastic Stylist-Engineer.....Lee McMurray
PRODUCTS: Broadcast receivers AC-DC, Phono-combinations, FM-AM consoles, crystal sets, electronic toys, short wave communication equipment, civilian walkie-talkie, radio equipment.

**Premax Products Division—
 Chisholm-Ryder Co., Inc.**

College & Highland Aves., Niagara Falls, N. Y.
 Phone 9186

President.....S. M. Ryde:
 Secretary.....C. S. Maurer
 Manager.....G. O. Benson
PRODUCTS: Vertical Antennas, Mobile Antennas, Insulators, Mountings, Ground Rods.

Press Wireless Mfg. Corp.

1475 Broadway, New York 18, N. Y.
 Phone: Bryant 9-5030

President.....A. Warren Norton
 Vice-President-General Mgr. Ray De Pasquale
 Treasurer.....James Humphry, Jr.
 Secretary.....James E. Denning
PRODUCTS: High and low power transmitters for FM and AM, radio receivers for FM-AM including diversity, radio printers systems, moduplex and radio voice channeling devices, radiophoto and facsimile transmitters and receivers, central office terminal equipment.

Presto Recording Corp.

242 W. 55th St., New York, N. Y.
 Phone: Circle 5-7760

President.....George J. Saliba
 Secretary.....Morris M. Gruber
 Treasurer.....A. Benjamin
 Comptroller.....Ruth B. Sholes
 Sales Manager.....Ralph C. Powell
BRANCH OFFICERS:18288 Oppoline Ave., Detroit, Mich., Phone, University 1-0180, Art Adams, Manager, 5060 City Line Ave., Phil-

adelphia, Pa., Phone Greenwood 0799, W. G. Stewart, Manager, 350 Lake St., Boston, Mass., Phone, Belmont 4510, H. M. Lane, Manager, 309 Reliance Bldg., Kansas City, Mo., Phone, Victor 4631, C. E. Terry, Manager, 88 S. Tenth St., Minneapolis, Minn., Phone, Atlantic 4216, E. H. VanKrevelen, Manager, 1836 Euclid Ave., Cleveland, Ohio, Phone, Main 1565, E. P. Scott, Manager, 600 S. Michigan Ave., Chicago, Ill., Phone, Harrison 4240, Leroy W. Beier, Manager, Washington, D. C. (Silver Spring, Md.), Phone, Shepherd 4003, Morris F. Taylor, Manager, 7422 Melrose Ave., Los Angeles, Calif., Phone, Whitney 1147, Norman B. Neeley, Manager, 104 Battery St., Seattle, Wash., Phone, Sen. 2560, L. D. March, Manager, P. O. Box 1805, Dallas, Texas, Phone, Tenneson 3-7093, J. Earl Smith, Manager, Dominion Square Bldg., Montreal, Quebec, Phone, Marquette 6368, W. P. Downs, Manager, 4253 Quitman St., Denver, Colo., Phone, Grand 1768, Richard A. Hyde, Manager, 25 Warren St., New York, N. Y. (Export), Phone, Barclay 7-5513, Norman Simons, Manager, 940 Lake Elbert Drive, Winter Haven, Fla., Phone, 22-684, R. H. Van Dusen, Manager, Ellicott Square Bldg., Buffalo, N. Y., Phone, Washington 2517, R. W. Mitscher, Manager, 3535 Dell Trail, Chattanooga, Tenn., Phone, 4-4026, Jesse P. Johnson, Manager, 1067 Alekea St., Honolulu, Hawaii, Phone, 3966, Tommy Kearns, Manager.

PRODUCTS: Sound recording equipment, discs, needles, transcription turntables, recording amplifiers and accessory recording equipment.

Radex Corp.

53 W. Jackson Blvd., Chicago, Ill.

President.....R. R. Cook
 Comptroller.....P. S. Deasy
 Asst. Secretary.....Leonora Webb
 Engineer.....Harold A. Stein
 Secretary.....E. S. Cook

PRODUCTS: Pocket signal tracer, radiating loop.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.
 Phone: Camden 7300

President.....Stanley S. Cramer
 Vice-President.....Russell E. Cramer
 Secy. & Treas.....William W. Paul
 Factory Manager.....Frank A. Cowgill
 Chief Engineer.....Joseph S. Robb
 Purchasing Agent.....James W. Willard
 Sales Manager.....William J. May

PRODUCTS: Variable air condensers and mechanical push-button controls.

Radio Corp. of America (RCA Victor Division)

Front & Cooper Streets
Camden, New Jersey
Phone Camden 8000

Exec.-Vice-Pres., Charge of Division

Frank M. Folsom

Chief Engineer.....Dr. C. B. Joliffe
Operating V.P.....J. G. Wilson
V.P.—Engineering Products Division

Meade Brunet

V.P.—General Attorney...J. H. McConnell
V.P.—Home Instrument Dept...J. B. Elliott
V.P.—Tube Div.....L. W. Teegarden
V.P.—Record Div.....J. W. Murray

PRODUCTS: Custom built communication and sound equipment, sound reinforcing equipment, broadcast transmitters and studio equipment, Industrial Sound Equipment, records and transcriptions, electronic tubes, television transmitting and receiving equipment, FM transmitting and receiving equipment, special electronic apparatus and facsimile equipment.

Radio Development & Research Corp.

26 Cornelison Ave., Jersey City 4, N. J.

President.....S. Irving Weiss
Sales Manager.....Isidore B. Meltzer
Chief Engineer.....Robert Dorr
Purchasing Agent.....George H. McCaffrey
Service Manager.....Albert Cohn

PRODUCTS: Home receivers, two-way plane communications, magnetic steel tape recorders, public address systems, ship-to-shore communications. Trade names Magic-tone, Chronovox.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.

Phone: AStoria 8-1010

President.....Charles M. Srebroff
Vice-Pres.....Frank A. Gunther
Secretary.....Marion Wade
Chief Engineer.....Malbon H. Jennings
Plant Manager.....Henry Dietz
Sales Manager.....Joseph Behr
Director of Purchases.....Marion Wade

PRODUCTS: Broadcast transmitters, frequency modulation and amplitude modulation, antennas, test equipment, FM speech consoles, FM studio to transmitter relays, FM receivers, loudspeaker units, portable transmitters for remote pick-up service, mobile two-way FM transmitters and receivers for Military and Municipal use.

Raytheon Manufacturing Co.

Waltham 54, Mass.

President.....Laurence K. Marshall
Vice-Pres.-Treas.....David T. Schultz
Secretary.....D. L. Trouant
Vice-President.....Joseph Pierson
Vice-President.....Ray C. Ellis
Gen. Sales Dept. Mgr. John H. Fenstermacher

BRANCH OFFICES: Offices in New York, N. Y.; Chicago, Ill.; Los Angeles, Calif.; Waltham, Mass.; Newton, Mass. Plants Located in Newton, Mass.; Waltham, Mass.; Chicago, Ill.

PRODUCTS: Electronic components, equipments, systems.

Scophony Corp. of America

527 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 2-5960

President.....Arthur Levey
Vice-President.....Joseph E. Swan
Treasurer.....Franklin Field
Director of Research...Dr. A. H. Rosenthal

BRANCH OFFICES: 40 Gloucester Sq. W., London, Eng. Sir M. B. Carter, Chairman. Wells, Somerset, England, W. G. Elcock, Managing Director.

PRODUCTS: Television projectors, electronic devices.

Sentinel Radio Corp.

2020 Ridge Ave., Evanston, Illinois

Phone: University 2400

President.....E. Alschular
Vice-President.....O. F. Taylor
Production Manager.....I. Jacobsen
Purchasing Agent.....P. O. Krumm
Vice-President.....M. D. Block
Secretary.....C. L. Stout
Chief Engineer.....W. J. Schnell
Sales Manager.....E. G. May

PRODUCTS: Radio receiving sets, Radio-Phonograph combinations, FM/AM Receiving sets, Record players.

Sherron Electronics Co.

(Division of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, N. Y.

Phone: Evergreen 7-2820

President.....P. E. Sherron
Director of Purchases.....M. C. Turner
Chief Engineer.....M. V. Barasch
Director of Television.....P. J. Gollhofer
Sales Engineer.....E. P. Alisch

PRODUCTS: Test equipment for television, vacuum tubes and electrical components. Television, FM, Standard Broadcast, Relay and Fixed Station Transmitters, Studio Control Consoles. Custom-built electronic equipment for industry, designed, developed and manufactured to the customer's specifications and applications. Induction and dielectric heating units. W2XDK Experimental Television Station. Trade Name, Sherron Electronics.

Sheridan Electro Corp.

2850 South Michigan Ave., Chicago 16, Ill.

Phone: Calumet 2100

President.....John J. Sheridan
Sales Manager.....Robert Shellow
Chief Engineer.....Sol Heyton
Purchasing Agent.....John H. Stackhouse

PRODUCTS: Radio sets, transmitting apparatus, and electrical appliances, combinations, record players.

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CHESApeake 2323

President.....Joseph Gerl
Vice-President.....B. Freund
Sales Manager.....Edward Harris
Sales Promotion Mgr.....Herbert S. Hall
Recording Director.....Marie Ruebens

BRANCH OFFICE: 730 Fifth Ave., New York, N. Y., Phone, Circle 7-5492, National Sales Manager, Record Division, Milton Benjamin.

PRODUCTS: Receiving sets, radio-phonograph combinations, phonograph records.

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y.
Phone CO 5-1350

General Sales Manager.....C. A. Austin
Secretary.....R. L. Lee

PRODUCTS: Recording and reproducing equipment.

Speer Resistor Corp.

Theresia St., St. Mary, Penna.
Phone: St. Marys 895

President.....Andrew Kaul, 3rd
General Manager.....G. G. Herrick
Chief Engineer.....H. N. Veley
Sales Manager.....L. J. Weidenboerner
Purchasing Agent.....A. E. Kronenwetter

PRODUCTS: Carbon insulated and non-insulated resistors, coil forms.

Sperry Gyroscope Co. Inc.

Great Neck, New York,
Phone: Fieldstone 3-3600

President.....P. R. Bassett
General Mgr.....C. R. Green
Gen. Sales Mgr.....H. H. Willis
Electronics Sales Mgr.....E. F. Lazar

PRODUCTS: KLYSTRON Tubes, radio direction finders; electronic measurement equipment, microwave communication equipment.

Stamford Electric Products Co., Inc.

Sunnyside Ave., Stamford, Conn.
Phone: Stamford 4-7548

President.....Leo Jacobson
Vice-President.....Jack Siegel
Manager-Chief Engineer Transformer Div.

W. W. Weiss
Asst. Chief Engineer.....Steven Powers
Treasurer.....Joseph Kapp
Asst. Sales Manager.....Murray Hahn

PRODUCTS: Transformers, transformer specialties, electronic devices.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 6000

Senior Vice-Pres.....F. A. Hiter
Manager, Radio Dept.....F. D. Masters

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

Stromberg-Carlson Co.

100 Carlson Road, Rochester, N. Y.
Phone: Culver 260

Chairman of Board.....Wesley M. Angle
President.....Ray H. Manson
Vice-President-General Mgr....Lee CcCanne
Vice-President—Finance.Edwin C. Rooworth
Vice-President.....Sales..Lloyd L. Spencer
Vice-President—Engineering
and Research.....Frederic C. Young
Secretary-Treasurer.....Wilbur W. Hetzel
Controller.....Gordon G. Hoit
Assistant Treasurer.....Arthur F. Gibson
Assistant Treasurer.....George E. Eyer
Assistant Secretary.....George R. Town

BRANCH OFFICES: 564 W. Adams St., Chicago, Ill., Phone, State 4234; 2017 Grand Ave., Kansas City 8, Mo., Phone, Harrison 6618; 1355 Market St., San Francisco 3, Calif., Phone, Underhill 5388; Stromberg-Carlson Co., Ltd., 211-219 Geary Ave., Toronto, Ont., Canada, Phone, Melrose 2453, Ralph A. Hackbusch, Vice-President-Managing Director.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York, N. Y.
Phone: CHickering 4-4470

President.....W. E. Poor
Executive Vice-President,

Sales.....D. G. Mitchell
Director of Engineering.....E. Finley Carter
General Sales Manager, Radio Tube Sales

C. W. Shaw
D. R. Adv. S. P.....Heny C. L. Johnson
Director Public Relations....Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Teletone Radio Co.

609 W. 51st St., New York 19, N. Y.
Phone: Circle 6-7590

General Partner.....S. W. Gross
General Sales Manager.....John S. Mills
Chief Engineer.....B. Singer

PRODUCTS: Table model radios, table model radio-phonograph combinations.

Telicon Corp.

851 Madison Ave., New York 21, N. Y.
Phone: Butterfield 8-1900

PresidentS. Sagall
Vice-President.....Colin C. Ives
PRODUCTS: AM & FM broadcast receivers, television receivers, intra-video systems, television receiving antennas, quartz crystals.

Templetone Radio Mfg. Corp.

Templeton Bldg., New London, Conn.
Phone: New London 5346

President.....Oscar Dane
Vice-President—Manufacturing.....Eli Dane
Vice-Pres., Charge of
Engineering.....Dr. Dale Pollack
Purchasing Agent.....M. A. Gardner
Director Distribution.....S. A. Kelsey
PRODUCTS: Radios and electronic test equipment, receivers, television receivers, record players, combinations.

United States Television Mfg. Corp.

106 7th Ave., New York 11, N. Y.
Phone: Chelsea 2-1154

PresidentHamilton Hoge
Vice-President.....John Hoge
V. P.-Secretary.....Francis H. Hoge, Jr.
Chief Engineer.....Harold V. Nielsen
PRODUCTS: AM & FM radios, television receivers, television test equipment and parts, television transmitting equipment.

Universal Microphone Co.

424 Warren Lane, Inglewood, Calif.

President.....James L. Fouch
Vice-Pres.-Sales Director.....Cecil L. Sly
Secretary.....Durwood D. Allen
Sales Manager.....Dee Breen
Advertising Manager.....Ralph L. Power
Purchasing Agent.....Karl Mautz
Chief Engineer.....Les Willyard
Research Engineer.....Dunford Kelly
BRANCH OFFICES: (Canada) 560 King St. W., Toronto 2, Ont.; (Export) 310 Clay St., San Francisco 11, Calif.; 259 W. 14th St., New York, N. Y.; 94 Portland St., Boston, Mass.; 210 E. Ohio St., Chicago, Ill.; 2321 2nd Ave., Seattle, Wash.

PRODUCTS: Microphones, stands, accessories and recording components.

Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York 5, N. Y.
Phone CORTland 7-7700

Vice-Pres.-Mgr.....F. R. Lack
Manager—Distributor Sales....S. P. Taylor
PRODUCTS: AM and FM radio broadcast-ing transmitters, antenna phasing, coupling and monitoring equipment; speech input equipment and components; aviation, marine, police radio transmitters and receivers; mobile radio sound distribution systems and components; hearing aids and audiometers; microphones, loudspeakers and allied items; sound measuring equipment; vacuum tubes; thermistors; fastax camera; telephone ap-

paratus and cable; carrier telephone equipment and train dispatching apparatus. Field Engineering Services.

Westinghouse Electric Corp.

Industrial Electronics Division
2519 Wilkens Ave., Baltimore 3, Maryland
Phone: Edmondson 2300

Home Radio Division
Front Street and Susquehanna Ave.,
Sunbury, Pa.

Phone: Sunbury 2520
Lamp Division

MacArthur Ave., Bloomfield, N. J.
Phone: Bloomfield 2-2200

President.....George H. Bucher
Vice-PresidentWalter Evans
Asst. to Vice-President.....Walter E. Benoit
Mgr., Industrial Electronics
Div.....C. J. Burnside
Sales Mgr., Ind. Elect. Div....C. W. Miller
Engr. Mgr., Ind. Elect. Div....R. N. Harmon
Purchasing Agent, Ind. Elect.

Div.....R. D. McGranahan
Manager, Home Radio Division.H. B. Donley
Asst. Mgr., Home Radio Div...H. W. Schaefer
Purchasing Agent, Home

Radio Div.....C. W. Lutz
Vice-President, Lamp Div....R. C. Stuart
Sales Mgr., Electronic Tubes....A. Frankel
Engr. Mgr., Electronic Tubes...D. D. Knowles
Purchasing Agent, Lamp Div...A. Clohosey

BRANCH OFFICES: In all principal cities.

PRODUCTS: Commercial broadcast transmitters, radio receivers, all types of radio transmitters and receiver equipment for military and industrial purposes, and radio tubes.

Zenith Radio Corp.

6001 Dickens Ave., Chicago, Ill.
Phone: Berkshire 7500

President-General Mgr...E. F. McDonald, Jr.
Exec. V. P.-Treasurer.....Hugh Robertson
V. P.-Director of Sales.....J. J. Nance
V. P.—Household Radio


Div Henry A. Bonfig
V. P.—Engineering.....Harvey Tullo
V. P.—Production...William E. Fullerton
Asst. V. P.-Asst. Secretary-

Asst. Treasurer.....Sam Kaplan
Controller-Secretary-

Asst. Treasurer.....R. D. Burnet
Asst. V. P.....J. E. Brown
Asst. V. P.....Karl E. Hassel
Service Manager.....Frank E. Smolek

BRANCH OFFICES: All principal cities.

PRODUCTS: Receivers: Electric-compact, table, portable, console; Battery—automobile, portable AC-DC, table, console; Combinations: radio-phonographs, radio-phonograph-recorders; FM table, console; FM and AM table, console; Television: table console, video only; Hearing Aids; Miscellaneous: Amateur, aviation, marine, police, record players, receiving and transmitting apparatus. Tradename "Zenith."



FREQUENCY MODULATION



*Frequency Modulation
During 1945*

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*FM Networks
For Educational Use*

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Applications Granted



FM Position Solidified In '45

By *ROBERT BARTLEY, Director, FM Dept. NAB*

THE past year seems destined to become known as the one in which the foundations were solidified for the future of American broadcasting, FM. The merger of the Frequency Modulation Broadcasters, Inc., with the National Association of Broadcasters set the pattern for self-administration in the traditional American system, and the assignment of the 88-108 mc. band gave FM its long-awaited permanent position in the radio spectrum.

At a meeting held in Washington last October, representatives appointed by the FMBI and NAB boards worked out final details of the merger under which FMBI activities were transferred to the newly created FM Department of the NAB, with NAB memberships provided for FMBI members. The joint committee of the two organizations became the executive committee of the NAB's FM Department, with Walter Damm, FMBI president, as chairman.

Robert Bartley, the first secretary of FMBI and for the past two years director of government relations for NAB, was named director of the new department, which will have headquarters in the old FMBI offices at 1730 I Street, N.W., in Washington.

As one of its primary objectives, the NAB's FM Department is called upon "to seek to secure the assignment of sufficient additional channels for FM so that broadcasting may develop in the public interest to its fullest potentialities . . ." In one of its first official acts, the Department helped bring about the new system of consecutive numbering for FM channels.

Announcement of the switch to the higher frequencies brought about renewed protests by Edwin H. Armstrong, inventor of FM, and the Zenith Corp., both of whom objected to the 88-108 band on grounds that it would not provide satisfactory rural service. Following several stormy sessions with the FCC, Zenith's

proposal that both the 88-108 and the 44-50 bands be used was dropped by the commission.

During the year, FM licenses were sought by many newcomers to radio. Outstanding among these was the International Ladies Garment Workers Union, which has applied for licenses in New York, Philadelphia, Boston, Los Angeles, Chattanooga (conditional permit granted) and St. Louis. The union, which has retained Morris Novik, former director of WNYC, as radio consultant plans to operate the stations on a non-profit, community basis, with heavy public service programming. Conditional grants have been awarded also to the United Auto Workers, CIO, in Detroit, and to the Amalgamated Clothing Workers, CIO, Rochester, N. Y.

While some labor organizations sought to hasten the advent of FM, James C. Petrillo's American Federation of Musicians threw a wrench into the works by demanding added musicians where AM musical shows were duplicated on FM outlets. The edict, in effect, forced network-owned FM stations off the air. Settlement of the dispute is hoped to result from the NAB-AFM meetings slated for April.

With the first twenty FM channels—between 88 and 92 mc.—reserved for non-commercial educational operations by the FCC, the educational aspects of FM took on added importance. Traditionally the leader in educational radio, the Mid-West has again taken the lead with state-wide educational FM webs planned for Wisconsin and Ohio.

As of Mar. 8, 1946, the FCC had granted conditional licenses to 352 FM stations, with about 400 additional applications still pending, and Commission officials forecast several thousand FM outlets throughout the country "in a few years time."

FM Networks For Educational Use

By GEORGE JENNINGS, Assoc. Dir., Radio Council, Chicago Public Schools

THE year 1946 will see a great increase in the number of Frequency Modulation stations, owned and operated by school systems, universities, schools and colleges, and in some instances by "radio councils" reporting directly to state universities or state superintendents of education.

Under the leadership of the United States Office of Education and through such organizations as the Chicago School Broadcast Conference and the Association for Education by Radio interest in FM for educational use has been greatly stimulated. And this interest, now that equipment is again available, is being translated into specific action by local and state groups.

The University of Wisconsin in the summer of 1945 announced the organization of a state-wide Radio Council to implement the setting up of a state-wide FM network, and late in 1945 the Council, through Harold McCarty, Director of station WHA, announced that funds had been granted by the state legislature and applications had been presented to the FCC for the installation of two FM transmitters, the first "leg" in a six station relay system which will cover the state.

In Michigan, under the chairmanship of Joseph E. Maddy of the University of Michigan, a state-wide plan of FM coverage has been worked out, and the coming year will probably see the start of that service to the people of the state. Louisiana, Kentucky, Illinois, Ohio, Iowa and some twenty other states have evinced enough interest in FM state-wide coverage for educational purposes to have surveys made of possible transmitter locations.

All this activity is a healthful sign, providing in the plans the problem of programming such stations and networks is thoroughly considered.

According to some of the plans for state-wide network operation, various schools or universities within the state are to assume responsibility for certain

programs to be fed to the network; in other words, the local stations will do the bulk of their local programming, taking from the net and feeding to the net only those programs of state-wide interest. This plan might cast a heavier burden on the larger institutions, such as state universities, and it might also be a source of friction within the network; i.e. the smaller schools might possibly present the question, "Is the state-wide FM network being hogged by the University or by the state department of education?"

In so far as hook-ups between states is concerned, there is no reason whatever that such might not be done. This is particularly true in the Middle-west, where there already have been, from time to time, hook-ups between the state owned stations, such as WILL at Urbana; WSUI, at Iowa City; and WHA at Madison. It is quite conceivable that when and if Ohio, Michigan, Indiana, Illinois, Wisconsin and Iowa have state-wide FM networks various stations within the net may take responsibility for specific series of programs in definite subjects: for example, WBOE in Cleveland might very well assume the responsibility of doing an elementary art program for the six state area; WBEZ in Chicago might assume the responsibility of doing a series in American history; WHA at Madison might very well do a science program.

Network operation is going to involve several problems the local school stations do not at present have to cope with. The problem of integrating schedules, clearing time, different hours of operation, wire or relay costs, all enter the picture.

Ideally, a network programming division should be set up to operate within the educational field exactly as the network operates within the commercial field. This presents the problem of financing, headquarters, and the employment of staff. Somewhere in the picture there would have to be a "Czar" (as the sports-writer puts it) of educational broadcasting in the network area.

FM Broadcast Applications Granted

AS OF FEBRUARY 4, 1946

City	Grantee	Kind of Station
ALABAMA		
Anniston	Harry M. Ayers	Metropolitan, possibly rural
Birmingham	The Birmingham News, Co.	Metropolitan, possibly rural
Birmingham	Johnston Broadcasting Co.	Metropolitan
Mobile	Pape Broadcasting Co.	Metropolitan
Mobile	Mobile Daily Newspapers, Inc.	Metropolitan
Montgomery	G. W. Covington, Jr.	Metropolitan
Montgomery	Montgomery Broadcasting Co., Inc.	Metropolitan, possibly rural
ARKANSAS		
Fort Smith	Donald W. Reynolds	Metropolitan, possibly rural
CALIFORNIA		
Alameda	Abraham and Sara Kofman, d/b as Times-Star Publishing Co.	Metropolitan
Berkeley	Central Salif, Broadcasters, Inc.	Metropolitan
Fresno	J. E. Rodman	Metropolitan, possibly rural
Fresno	KARM, the George Harm Station	Metropolitan
Marysville	Sacramento Valley Broadcasters	Metropolitan
Oakland	Tribune Building Co.	Metropolitan
Oakland	Warner Brothers	Metropolitan
Ontario	The Daily Reports, a Partnership	Community
Palo Alto	Peninsula Newspapers, Inc.	Community
Richmond	Contra Costa Broadcasting Co.	Community
Riverside	The Broadcasting Corp. of America	Metropolitan, possibly rural
Sacramento	McClatchy Broadcasting Co.	Metropolitan
Sacramento	Lincoln Dollar	Metropolitan
San Bernardino	The Sun Co. of San Bernardino	Metropolitan
	Lee Brothers Broadcasting Co.	Metropolitan
San Diego	Airfan Radio Corp., Ltd.	Metropolitan
San Francisco	The Associated Broadcasters, Inc.	Metropolitan
San Jose	Valley Broadcasting Co.	Metropolitan, possibly rural
San Luis Obispo	Christina M. Jacobson, tr/as The Valley Electric Co.	Metropolitan
San Mateo	Amphlett Printing Co.	Community
Santa Maria	Santa Maria Daily Times	Community
Stockton	E. F. Pepper	Metropolitan, possibly rural
CONNECTICUT		
Danbury	The Berkshire Broadcasting Corp.	Community
Meriden	Silver City Crystal Co.	Metropolitan
New Haven	Elm City Broadcasting Corp.	Metropolitan
New London	Thames Broadcasting Corp.	Metropolitan
Waterbury	American Republican, Inc.	Metropolitan

FM APPLICATIONS GRANTED

<i>City</i>	<i>Grantee</i>	<i>Kind of Station</i>
FLORIDA		
Ft. Lauderdale	Gore Publishing Co.	Metropolitan
Jacksonville	Florida Broadcasting Co.	Metropolitan
Miami	Miami Broadcasting Co.	Metropolitan
Miami Beach	A. Frank Katzentine	Metropolitan
Miami Beach	Isle of Dreams Broadcasting Corp.	Metropolitan
Orlando	Orlando Daily Newspapers, Inc.	Metropolitan, possibly rural
St. Petersburg	Pinellas Broadcasting Co.	Metropolitan
Tampa	The Tribune Co.	Metropolitan

GEORGIA

Atlanta	The Constitution Publishing Co.	Metropolitan
Augusta	The Augusta Chronicle Broadcasting Co.	Metropolitan
Augusta	Augusta Broadcasting Co.	Metropolitan
Columbus	Georgia-Alabama Broadcasting Corp.	Metropolitan
Columbus	Columbus Broadcasting Co.	Metropolitan
Macon	Middle Ga. Broadcasting Co.	Metropolitan
Macon	Southeastern Broadcasting Co.	Metropolitan
Moultrie	Frank R. Pidcock, Sr.	Metropolitan
Rome	Rome Broadcasting Corp.	Metropolitan
Savannah	Savannah Broadcasting Co.	Metropolitan
Valdosta	E. D. Rivers	Metropolitan, possibly rural

IDAHO

Boise	Boise Broadcast Station	Metropolitan
Pocatello	Radio Service Corp.	Metropolitan

ILLINOIS

Aurora	The Copley Press, Inc. (Aurora Beacon-News Division)	Metropolitan
Bloomington	Radio Station WJBC	Metropolitan
Brookfield	George M. Ives	Community
Carbondale	Southern Ill. Broadcasting Corp.	
Champaign	The Champaign News Gazette, Inc.	Community
Evanston	Sentinel Radio Corp.	Community
Evanston	North Shore Broadcasting Co., Inc.	Metropolitan
	Freeport Journal-Standard Pub. Co.	Metropolitan
Harrisburg	Harrisburg Broadcasting Co.	Metropolitan, possibly rural
Herrin	Orville W. Lyerla	Metropolitan, possibly rural
Kankakee	Kankakee Daily Journal	Community
Mt. Vernon	Midwest Broadcast Co.	Metropolitan
Quincy	Lee Broadcasting, Inc.	Metropolitan
Quincy	Quincy Newspapers, Inc.	Metropolitan
Rockford	Rockford Broadcasters, Inc.	Metropolitan
Rock Island	Rock Island Broadcasting Co.	Metropolitan
Springfield	WTAX, Inc.	Metropolitan
Waukegan	Keystone Printing Service, Inc.	Metropolitan

INDIANA

Columbus	Syndicate Theaters, Inc.	Metropolitan
Connorsville	News-Examiner Co.	Metropolitan
Elkhart	Truth Publishing Co., Inc.	Metropolitan
Kokomo	Kokomo Broadcasting Corp.	Metropolitan
Lafayette	WFAM, Inc.	Metropolitan
Shelbyville	Shelbyville Radio, Inc.	Metropolitan

IOWA

Burlington	Burlington Broadcasting Co.	Metropolitan, possibly rural
Cedar Rapids	The Gazette Co.	Metropolitan
Des Moines	Central Broadcasting Co.	Metropolitan
Des Moines	Cowles Broadcasting Co.	Metropolitan, possibly rural
Dubuque	Telegraph Herald	Metropolitan, possibly rural
Dubuque	Dubuque Broadcasting Co.	Metropolitan, possibly rural
Waterloo	Josh Higgins Broadcasting Co.	Metropolitan, possibly rural

KANSAS

Lawrence	The World Company	Metropolitan
Topeka	Topeka Broadcasting Association, Inc.	Metropolitan
Wichita	Farmers & Bankers Broadcasting Corp.	Metropolitan
Wichita	The Rario Station KFH Co.	Metropolitan

KENTUCKY

Lexington	American Broadcasting Corp. of Kentucky	Metropolitan
Louisville	Courier Journal & Louisville Times Co.	Metropolitan
Louisville	WAVE, Inc.	Metropolitan
Louisville	Northside Broadcasting Corp.	Metropolitan
Owensboro	Owensboro Broadcasting Co., Inc.	Metropolitan
Paducah	Paducah Broadcasting Co., Inc.	Metropolitan
Paducah	Paducah Newspapers, Inc.	Metropolitan

LOUISIANA

Alexandria	Alexandria Broadcasting Co., Inc.	Metropolitan
Alexandria	Central La. Broadcasting Corp.	Community
New Orleans	The Times Picayune Pub. Co.	Metropolitan
New Orleans	Loyola University	Metropolitan
New Orleans	Supreme Broadcasting System, Inc.	Metropolitan, possibly rural

MAINE

Bangor	Portland Broadcasting System, Inc.	Metropolitan
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MARYLAND

Frederick	The Monocacy Broadcasting Co.	Metropolitan
Hagerstown	Hagerstown Broadcasting Co.	Metropolitan
Salisbury	The Peninsula Broadcasting Co.	Metropolitan

MASSACHUSETTS

Brockton	Cur-Nan Co.	Community
Fall River	Fall River Broadcasting Co., Inc.	Metropolitan
Fitchburg	Mitchell G. Meyers, Reuben E. Aronheim & Milton H. Meyers	Metropolitan
Greenfield	Recorder Publishing Corp.	Community
Greenfield	John W. Haigis	Community
Haverhill	The Haverhill Gazette Co.	Metropolitan
Haverhill	The Hampden-Hampshire Corp.	Metropolitan
Lawrence	Hildreth & Rogers Co.	Metropolitan
New Bedford	Bristol Broadcasting Co., Inc.	Metropolitan
North Adams	James A. Hardman	Metropolitan
Pittsfield	Monroe B. England	Metropolitan
Pittsfield	Eagle Publishing Co.	Community
Salem	North Shore Broadcasting Co.	Community
Springfield	WMAS, Inc.	Metropolitan

• • • **FM APPLICATIONS GRANTED** • • •

City	Grantee	Kind of Station
MICHIGAN		
Ann Arbor	Washtenaw Broadcasting Co.	Metropolitan
Benton Harbor	The Palladium Pub. Co.	Metropolitan
Dearborn	Herman Radner	Community
Detroit	WJR, The Goodwill Station, Inc.	Metropolitan
Detroit	UAW-CIO Broadcasting Corp. of Mich.	Metropolitan
Detroit	King-Trendle Broadcasting Corp.	Metropolitan
Escanaba	John B. Norton	Metropolitan
Flint	Flint Broadcasting Co.	Metropolitan
Lansing	WJIM, Inc.	Metropolitan
Muskegon	Ashbacker Radio Corp.	Metropolitan, possibly rural
Pontiac	Pontiac Broadcasting Co.	Metropolitan
Port Huron	Times Herald Co.	Metropolitan
Saginaw	Saginaw Broadcasting Co.	Metropolitan
Wyandotte	Wyandotte News Co.	Community
MINNESOTA		
Mankato	Southern Minn. Supply Co.	Metropolitan
Minneapolis	Minn. Broadcasting Corp.	Metropolitan
Minneapolis	Independent Merchants Broadcast- ing Co.	Metropolitan
Rochester	Southern Minn. Broadcasting Co.	Metropolitan
St. Paul	WMIN Broadcasting Co.	Metropolitan
St. Paul	KSTP, Inc.	Metropolitan, possibly rural
MISSISSIPPI		
Clarksdale	Birney Imes, Sr.	Metropolitan
Jackson	Lamar Life Insurance Co.	Metropolitan, possibly rural
MISSOURI		
Joplin	Joplin Broadcasting Co.	Metropolitan
Kansas City	WHB Broadcasting Co.	Metropolitan
Kansas City	The Kansas City Star Co.	Metropolitan
St. Louis	Thomas Patrick, Inc.	Metropolitan
St. Louis	Mo. Broadcasting Corp.	Metropolitan
St. Louis	The Pulitzer Pub. Co.	Metropolitan
St. Louis	Star-Times Pub. Co.	Metropolitan
St. Louis	St. Louis University	Metropolitan
NEBRASKA		
Lincoln	Cornbelt Broadcasting Corp.	Metropolitan
Omaha	Inland Broadcasting Co.	Metropolitan
Omaha	World Publishing Co.	Metropolitan, possibly rural
NEVADA		
Las Vegas	Nevada Broadcasting Co.	Community
Reno	Reno Newspapers, Inc.	Metropolitan
NEW HAMPSHIRE		
Claremont	Claremont Eagle, Inc.	Metropolitan
Manchester	Harry M. Bitner	Metropolitan
Portsmouth	WHEB, Inc.	Metropolitan
NEW JERSEY		
Asbury Park	Asbury Park Press, Inc.	Community
Atlantic City	Neptune Broadcasting Corp.	Metropolitan
Atlantic City	Press-Union Publishing Co.	Metropolitan
Bridgeton	Easton States Broadcasting Corp.	Metropolitan
New Brunswick	Home News Publishing Co.	Community
Paterson	The Passaic Daily News	Community
Trenton	Mercer Broadcasting Co.	Metropolitan

NEW YORK

Buffalo	Roy L. Albertson	Metropolitan
Buffalo	WBEN, Inc.	Metropolitan, possibly rural
Buffalo	WEBR, Inc.	Metropolitan
Corning	W. A. Underhill and E. S. Underhill, Jr., d/b as The Evening Leader	Metropolitan
Dunkirk	Dunkirk Printing Company	Community
Hornell	The W. H. Greenhow Co.	Metropolitan, possibly rural
Ithaca	Cornell University	Rural
Jamestown	James Broadcasting Co., Inc.	Metropolitan
Ogdensburg	St. Lawrence Broadcasting Corp.	Rural
Oswego	Palladium-Times, Inc.	Metropolitan
Rochester	Amalgamated Broadcasting System, Inc.	Metropolitan
Syracuse	Syracuse Broadcasting Corp.	Metropolitan
Syracuse	WAGE, Inc.	Metropolitan
Syracuse	Central New York Broadcasting Radio Corp.	Metropolitan
Syracuse	Radio Projects, Inc.	Metropolitan
Syracuse	Onondaga Radio Broadcasting Corp.	Metropolitan
Troy	Troy Record Co.	Metropolitan
Utica	WIBX, Inc.	Metropolitan
Watertown	The Brockway Co.	Metropolitan
White Plains	Westchester Broadcasting Corp.	Community

NORTH CAROLINA

Burlington	Alamance Broadcasting Co., Inc.	Metropolitan
Charlotte	Southeastern Broadcasting Co.	Metropolitan
Durham	Durham Radio Corp.	Metropolitan
Fayetteville	Cape Fear Broadcasting Co.	Metropolitan
Gastonia	F. C. Todd	Metropolitan, possibly rural
Greensboro	Greensboro News Co.	Metropolitan
Hickory	Catawba Valley Broadcasting Co., Inc.	Metropolitan, possibly rural
High Point	High Point Enterprise, Inc.	Metropolitan
High Point	Radio Station WMFR, Inc.	Metropolitan
Raleigh	WPTF Radio Co.	Metropolitan, possibly rural
Roanoke Rapids	Telecast, Inc.	Metropolitan
Roanoke Rapids	WCBT, Inc.	Metropolitan
Rocky Mount	Josh L. Horne	Metropolitan
Rocky Mount	William Avera Wynne	Metropolitan
Salisbury	Piedmont Broadcasting Corp.	Metropolitan
Washington	Tar Heel Broadcasting System, Inc.	Metropolitan
Wilmington	Richard Austin Dunlea	Metropolitan
Wilmington	Wilmington Star-News Co.	Metropolitan
Winston-Salem	WAIR Broadcasting Co.	Metropolitan

OHIO

Cincinnati	The Cincinnati Times-Star Co.	Metropolitan, possibly rural
Cincinnati	The Crosley Corp.	Metropolitan
Cincinnati	L. B. Wilson, Inc.	Metropolitan
Cincinnati	Buckeye Broadcasting Co.	Metropolitan
Cincinnati	Scripps-Howard Radio, Inc.	Metropolitan
Columbus	Lloyd A. Pixley, et al, d/b as The Pixleys	Metropolitan
Dover	The Tuscora Broadcasting Co.	Community
Marion	The Marion Broadcasting Co.	Metropolitan, possibly rural
Toledo	The Fort Industry Co.	Metropolitan
Wooster	The Wooster Republican Printing Co.	Metropolitan

OKLAHOMA

Ardmore	John F. Easley	Metropolitan
Lawton	Okla. Quality Broadcasting Co.	Metropolitan

FM APPLICATIONS GRANTED

<i>City</i>	<i>Grantee</i>	<i>Kind of Station</i>
Muskogee	Muskogee Broadcasting Co.	Metropolitan
Oklahoma City	WKY Radiophone Co.	Metropolitan, possibly rural
Oklahoma City	KOMA, Inc.	Metropolitan, possibly rural
Oklahoma City	Plaza Court Broadcasting Co.	Metropolitan, possibly rural
Oklahoma City	O. L. Taylor	Metropolitan
Shawnee	KBFF Broadcasting Co.	Metropolitan
Tulsa	Fred Jones Broadcasting Co.	Metropolitan

OREGON

Modford	Mrs. W. J. Virgin	Metropolitan
Medford	Medford Printing Co.	Community
Portland	KXL Broadcasters	Metropolitan, possibly rural
Portland	Broadcasters Ore., Ltd.	Metropolitan
Portland	KALE, Inc.	Metropolitan
Portland	Pacific Radio Adv. Service	Metropolitan
Portland	Oregonian Pub. Co.	Metropolitan
Portland	KOIN, Inc.	Metropolitan

PENNSYLVANIA

Allentown	Lehigh Valley Broadcasting Co.	Metropolitan
Altoona	The Gable Broadcasting Co.	Metropolitan
Bethlehem	The Bethlehems' Globe Pub. Co.	Metropolitan
Bradford	Bradford Publications, Inc.	Metropolitan
Clearfield	Airplane & Marine Instruments, Inc.	Metropolitan
Du Bois	Tri-County Broadcasting Co., Inc.	Metropolitan
Erie	Presque Isle Broadcasting Co.	Metropolitan
Forks Township, Nr. Easton	Easton Publishing Co.	Community
Harrisburg	The Patriot Co.	Metropolitan
Harrisburg	WHP, Inc.	Metropolitan
Johnstown	WJAC, Inc.	Metropolitan
Lancaster	Peoples Broadcasting Co.	Metropolitan
Lancaster	WGAL, Inc.	Metropolitan
Meadville	H. C. Winslow	Metropolitan
Reading	Hawley Broadcasting Co.	Metropolitan
Scranton	Scranton Broadcasters, Inc.	Metropolitan
Sunbury	Sunbury Broadcasting Corp.	Metropolitan
Uniontown	Fayette Broadcasting Corp.	Metropolitan
Uniontown	Uniontown Newspapers, Inc.	Metropolitan, possibly rural
Wilkes-Barre	Louis G. Baltimore	Metropolitan
Williamsport	WRAC, Inc.	Metropolitan
York	Susquehanna Broadcasting Co.	Metropolitan
York	White Rose Broadcasting Co.	Metropolitan

SOUTH CAROLINA

Anderson	Wilton E. Hall	Metropolitan, possibly rural
Charleston	Atlantic Coast Broadcasting Co.	Metropolitan
Columbia	Surety Life Ins. Co.	Metropolitan
Greenville	The Greenville News Piedmont Co.	Metropolitan
Greenville	Textile Broadcasting Co.	Metropolitan
Greenwood	Grenco, Inc.	Metropolitan
Rock Hill	Spartanburg Advertising Co.	Community
Spartanburg	York County Broadcasting Co.	Metropolitan, possibly rural

TENNESSEE

Bristol	Radiophone Broadcasting Station	Metropolitan, possibly rural
	WOPI, Inc.	
Chattanooga	Unity Broadcasting Corp. of Tenn.	Metropolitan
Chattanooga	WDOD Broadcasting Corp.	Metropolitan
Clarksville	Leaf Chronicle Co.	Metropolitan
Clarksville	William Kleeman	Metropolitan
Jackson	The Sun Pub. Co.	Metropolitan

. . . **FM APPLICATIONS GRANTED** . . .

<i>City</i>	<i>Grantee</i>	<i>Kind of Station</i>
Johnson City	WJHL, Inc.	Metropolitan
Knoxville	Knoxville Pub. Co.	Metropolitan
Knoxville	S. E. Adcock	Metropolitan
Memphis	Hoyt B. Wooten	Metropolitan, possibly rural
Memphis	Herbert Herff	Metropolitan
Nashville	WSIX Broadcasting Station	Metropolitan

TEXAS

College Station	Agricultural and Mechanical College of Texas	Metropolitan
Beaumont	KRIC, Inc.	Metropolitan
Brownsville	Brownsville Herald Pub. Co.	Community
Galveston	The KLUF Broadcasting Co., Inc.	Metropolitan
Harlingen	Harbenito Broadcasting Co., Inc.	Metropolitan
Houston	Houston Printing Corp.	Metropolitan
Houston	KTRH Broadcasting Co.	Metropolitan
San Antonio	The Walmac Co.	Metropolitan
Temple	Bell Broadcasting Co., Inc.	Community
Texarkana	KCMC, Inc.	Metropolitan
Wichita Falls	Times Publishing Co. of Wichita Falls	Metropolitan

UTAH

Salt Lake City	Intermountain Broadcasting Corp.	Metropolitan
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VIRGINIA

Lynchburg	Lynchburg Broadcasting Corp.	Metropolitan
Lynchburg	Old Dominion Broadcasting Corp.	Metropolitan
Norfolk	WTAR Radio Corp.	Metropolitan
Portsmouth	Portsmouth Radio Corp.	Metropolitan
Richmond	Havens & Martin, Inc.	Metropolitan
Winchester	Richard Field Lewis, Jr.	Metropolitan, possibly rural

WASHINGTON

Seattle	Queen City Broadcasting Co., Inc.	Metropolitan, possibly rural
Seattle	Evergreen Broadcasting Corp.	Metropolitan
Seattle	Radio Sales Corp.	Metropolitan
Seattle	Fisher's Blend Station, Inc.	Metropolitan, possibly rural

WEST VIRGINIA

Beckley	Beckley Newspaper Corp.	Metropolitan
Beckley	Joe L. Smith, Jr.	Metropolitan, possibly rural
Bluefield	Daily Telegraph Printing Co.	Metropolitan, possibly rural
Huntington	Huntington Broadcasting Corp.	Metropolitan
Morgantown	W. Va. Radio Corp.	Community

WISCONSIN

Town of Greenfield	Wm. C. Forrest	Metropolitan, possibly rural
Green Bay	Green Bay Newspaper Co.	Metropolitan
LaCrosse	WKBH, Inc.	Metropolitan, possibly rural
Madison	Badger Broadcasting Co.	Metropolitan, possibly rural
Milwaukee	Milwaukee Broadcasting Co.	Metropolitan
Oshkosh	Myles H. Johns, d/b as Oshkosh Broadcasting Co.	Metropolitan
Racine	Racine Broadcasting Corp.	Metropolitan
Sheboygan	Press Pub. Co.	Metropolitan
Wausau	Record Herald Co.	Metropolitan

WYOMING

Cheyenne	Frontier Broadcasting Co.	Metropolitan
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