

RADIO

ANNUAL

1943

TOMMY RIGGS

AND

"BETTY LOU"



BUSINESS REPRESENTATIVE

HENRY COX

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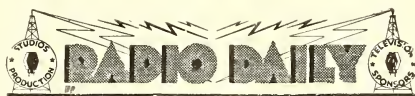
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Yearbook of radio the year 1943



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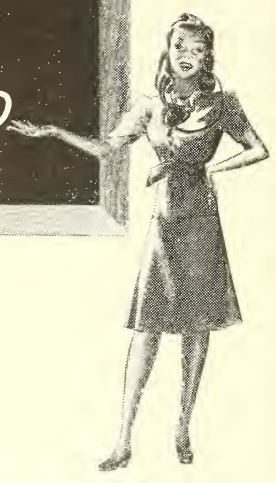
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Of Radio Programs

EDITORIAL

1943

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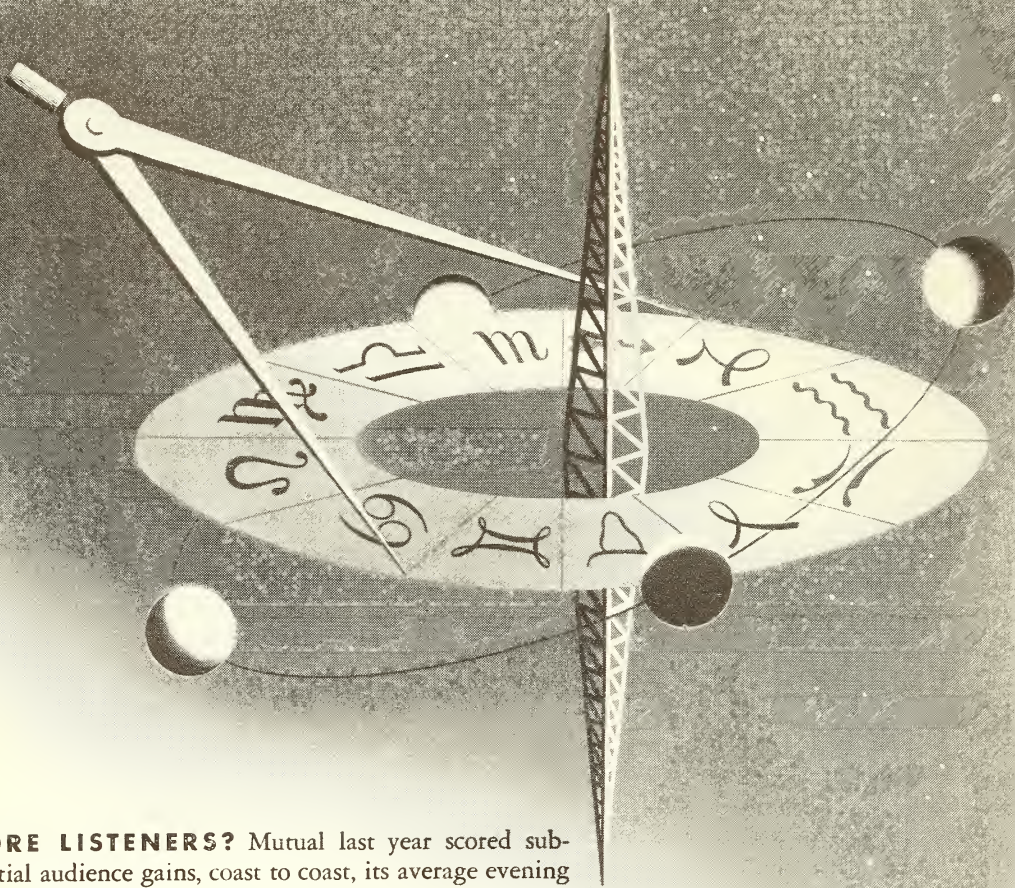


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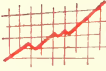
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AND HIS ORCHESTRAS

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War Agencies—Coordinator of Inter-American Affairs

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Corn Products Refining Company

SONGS BY MORTON DOWNEY

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YOUNG AMERICANS ORCHESTRA

The Goodyear Tire and Rubber Company

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Eager!—and *ABLE!*—
to serve you well
in Kansas City*



Don Davis, President

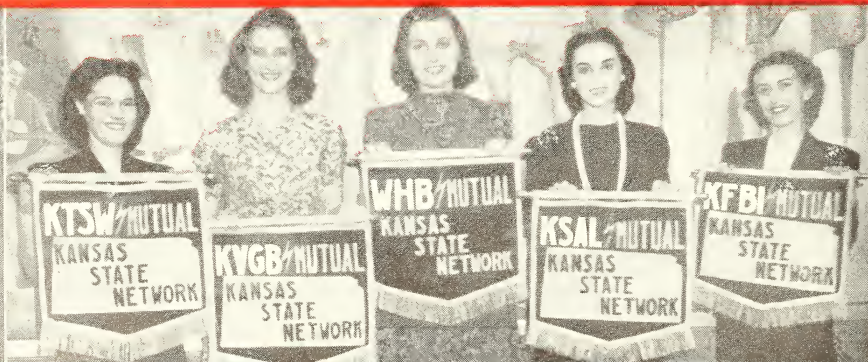


John Schilling, General Manager

WHB

*—and throughout
the rich KANSAS
STATE NETWORK
TERRITORY

KEY STATION *of the* KANSAS STATE NETWORK



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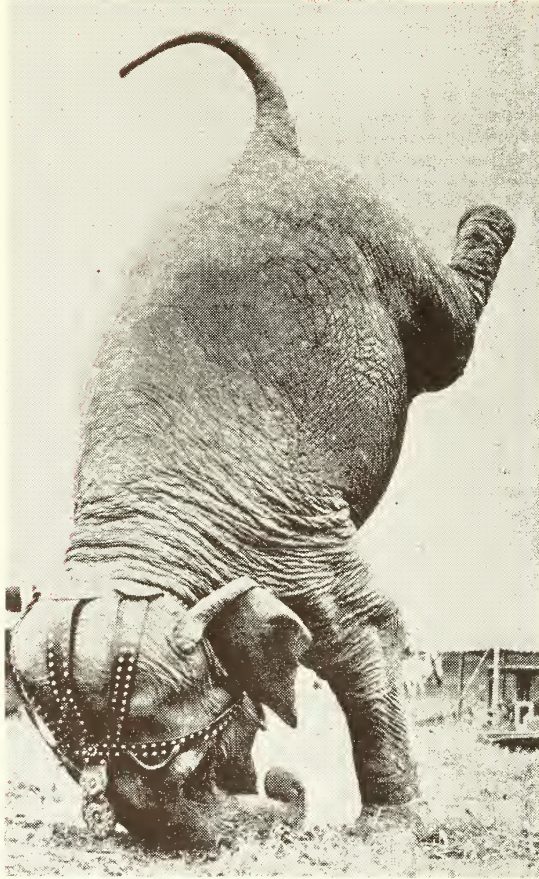
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THE WORLD IS UPSIDE DOWN



*But the **Red** Wagons Are Still Rolling and the Banner of A Great American Tradition Still Flies Proudly. Greetings to Our Radio Friends — Those Who Serve in the Armed Forces and Those Who Shoulder Increasingly Heavy Burdens On the Home Front.*

RINGLING BROS. and BARNUM & BAILEY

Radio Department.....Bev. Kelley.....Frank Morrissey



THIS IS THE SIXTH
EDITION OF
RADIO
ANNUAL
1943

The one thousand twenty-four pages that follow are enthusiastically dedicated to the dynamic part that radio is playing in the great victory effort. Radio Annual is designed to cover the radio industry completely and comprehensively and is sent complimentary to all subscribers as part of Radio Daily service.



NEWS IS THE SEARCHLIGHT OF FREEDOM

In 1943, I N S will continue to render vital war service to its radio clients by unexcelled spot news coverage and special features, delivered accurately and speedily.

INTERNATIONAL NEWS SERVICE

235 East 45th Street

New York, N. Y.



RADIO TO-DAY AND TOMORROW

By

JAMES LAWRENCE FLY

Chairman, Federal Communications Commission

RADIOBROADCASTING during 1942 has served the nation well in the dissemination of war news and information. It stands pre-eminent today as our most valued means of mass communication. Of great significance in time of peace, a thorough going system of broadcasting is essential

in time of war. Moreover, it is doubtful whether our special wartime drives would have got on without radio. There is the sale of War Savings Bonds, the calls to war work, the collection of scrap, and countless other programs for civilian cooperation. All-out cooperation in the war effort has been wholly voluntary. Most of the broadcast station operations have been profitable to date. But care must be taken not to jeopardize their security and continuity. The plight of the smaller stations in outlying districts is becoming more serious, and a solution must be found.

The past year has marked a continuing difficulty for the radio industry to obtain critical materials and trained personnel. The Federal Communications Commission has assisted to make those difficulties as light as conditions will permit. Rules of the FCC have been relaxed to permit persons less skilled to take over some broadcast functions, while other actions of the Commission have permitted operating economies, particularly in broadcast hours and the conservation of equipment in use.

Wartime operation has its encouraging aspects, however. New program techniques and listener appeals have been developed by the greater emphasis upon social and home front problems. An increased neighborly interest in community affairs has come through cooperation in local civilian defense measures. There has been an increase of program exchanges between the nations of our allied cause. Some of our radio writers, producers and executives have obtained a broader experience and background by being able to observe at first hand the programming methods of the British and other United Nations. The newer radiobroadcasting fields, especially the visual, will undoubtedly benefit from the advancements and discoveries under the stimulus of military necessity. Without in any way distorting the truth, we can say that some permanent benefit has resulted, and that both broadcasters and listeners are the gainers.

By past experience we can be confident that the year 1943 will mark progress in radiobroadcasting. We can be equally sure that its opportunities and responsibilities for public service will correspondingly increase. Exacting as are the requirements upon broadcasting during wartime, from here on out, they will be no less in time of peace. While fighting the war wholeheartedly we must keep alert to the broadening role of radio in the peaceful world of tomorrow.

For Complete FCC Section Please Turn to Page 193



BROADCASTERS:

We offer you

- 1.** reception or transmission of international programs,
- 2.** frequency measurements,
- 3.** engineering counsel and research.

Twenty years in radio communications.

100,000,000 words, 10,000 radiophotographs, and
10,000 hours of broadcast programs per year.

Stations and circuits at home and abroad.

Designers and builders of transmitters, receivers
and special apparatus for war and peace.



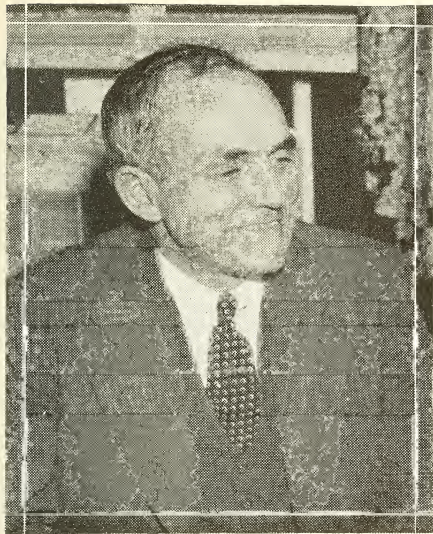
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RADIO

VITAL MEDIUM IN WAR EFFORT

By

NEVILLE MILLER

President National Association of Broadcasters

WAR and all its various aspects has dominated broadcasting during the past year, and will undoubtedly dominate it for several years to come. The year of 1942 was a year of changing conditions when policies were being formulated and adjustments being made. It offered to radio many opportunities for public service, and radio on its part accepted the responsibility and can look back upon a job well done.

The changing times have demanded ingenuity and those in radio have shown that they possess this quality in ample degree. Most encouraging has been the spirit with which problems have been met. There has been enthusiasm and a determination to see the job done, and no wishful wishing for the good old days. Not only do we all realize that times are different, but that technical changes are going to produce an entirely different radio after the war and now is the time to start planning for the post-war period.

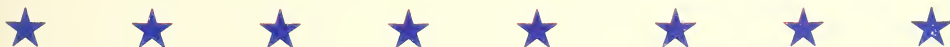
During the year, much experience has been gained and the policies for the future have been charted. One of the most significant developments has been the establishment of the government policy for the operation of radio during wartime, which policy is based on the premise that stations operated by experienced broadcasters have and will do a much better job for the war program than if operated in any other way. The government has realized that it needs the ability and experience of the broadcaster as well as his microphone. The voluntary aspect of the new OWI plan and the voluntary Code of Censorship are two examples of this wise governmental policy.

On the business side, radio ended the year 1942 in healthy condition and present indications point to continued volume of business in 1943. Migratory labor naturally turns to radio for news and relaxation. Dim-out regulations and rationing of various kinds all tend to increase listening. Restrictions on manufacturing, transportation and materials affect radio less than the average business, and comparatively speaking, radio has weathered the present affects of the war better than competing media. Consumers are finding it more and more difficult to supply their needs and radio offers the ideal medium under present conditions.

For the duration, broadcasters will recognize that helping the government win this war has precedence over everything else. They are determined to maintain in the best possible physical condition this vast means of mass communication which is such a great national asset. They are sure that they have the experience and ingenuity to solve the problems as they arise. They recognize the opportunity for service and are conscious of the obligations which they assume and they believe that in this changing world it is radio's role to play an ever increasingly important part.

Undoubtedly, 1943 will bring many problems, but we in broadcasting look forward to it with confidence and enthusiasm, and are sure that it will add another chapter of which we may all be justly proud.

For Complete NAB Section Please Turn to Page 898



DAILY FROM BOMB-PROOF STUDIOS

It's *London* Calling

WITH OUTSTANDING WAR SERVICE PROGRAMS FOR AMERICAN BROADCASTERS

NEWS—Five programs daily, supplemented with daily and weekly reports direct from BBC correspondents on the fighting fronts

SPECIAL EVENTS—Dramatic, on-the-spot programs, timed, cued, to your local specifications

FEATURE PROGRAMS—Comedy, Drama, Music—the best in British entertainment; including visits to war factories and U. S. Service camps by celebrated entertainers

BRITISH BROADCASTING CORPORATION

630 FIFTH AVE., NEW YORK

To STATION MANAGERS

of Regional Networks
Network Affiliates
Independent Stations

Write now

Mr. and Mrs. E. H. Bailey of Stonewall, Georgia, listening to

RADIO ROUND-UP AND THE WAR

By M. H. Shapiro, Editor, Radio Daily

PRE-WAR FEARS of drastic governmental control having proved unfounded, the broadcasting industry finds itself a well stabilized concern during its second year of war, with all of the "drastic" applications coming from within rather than without. Rigid self-regulation as to operation and voluntary cooperation with all government agencies in effort to aid the successful prosecution of the war, finds no precedent in American business—to match the prodigious accomplishment of radio.

Adjustments were made as problems developed such as manpower, equipment, commercial-program casualties which had to be replaced and many basic items true of all industry. Primarily now, radio is engaged in working hand in hand with many government agencies; bringing the news of all fronts, home and abroad, and maintaining the morale of vast millions, not only here, but men and women in the armed forces all over the world.

So that there will be no interruption in this service, it is necessary that the American System of broadcasting also be not interrupted; time must be sold so that the cost of this tremendous undertaking can be borne by private enterprise and not the taxpayer, as it would be the case under government ownership.

One exception in the control of radio by the government is the leasing of all international stations. This was more or less welcomed by the licensees and once and for all placed the responsibility of direction squarely upon Uncle Sam. However, the same licensees and staff continue to operate the outlets and programs as per needs of the Army, Navy and federal agencies.

Both the matter of equipment and manpower are serious problems yet they are being met in orderly fashion. A few stations have gone out of business, but out of a total of some 900 outlets, the percentage is obviously negligible. Fortunately radio's cross coverage of the country leaves few if any communities without its programs.

Pooling of extra equipment has proved fairly successful and those who have are willing to aid those of less abund-

ance. Systems of allocations and priorities have been worked out satisfactorily. To conserve materials television has been cut down to virtually nothing but Civilian Defense films. FM however, is quite active and like television expects definite post-war prosperity.

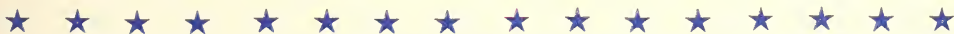
During the past year, two particular events held the limelight, neither of them settled at this writing. The American Federation of Musicians placed a ban upon all recordings excepting war work. As of August 1, 1942, recording of phonograph records and transcriptions came to a halt in the studios, exceptions being ETs that required no music. This placed a burden upon many stations and threatened the life of the recording industry.

First suit vs. the AFM by the Justice Department's anti-trust division failed to be upheld in the U. S. Supreme Court and another was instituted. A Senate probe remains unfinished and currently negotiations are under way at the behest of the AFM which proposes a system of added fees on phonograph recordings.

In the fight for economic existence, CBS and NBC at this time await the decision of the Supreme Court in an action to enjoin the FCC from enforcing its newly promulgated rules and regulations governing chain broadcasting. If the FCC is upheld, then it is believed that network broadcasting as we know it will gradually begin to disintegrate.

On the whole business for the rank and file of small and average sized stations was not hit as badly as expected. Network gross billings were higher for 1942, but added taxation ate into the net profit. Spot business also showed a gain, but some anxiety is expressed for the small station generally.

Radio, never resting on its laurels, faces the future with a clear conscience. No other industry in the nation has given of itself so unselfishly—refusing to count the cost where contribution to the war-effort is in any way concerned. It will continue along these same lines until Victory is achieved.



Thanks

To the radio editors of the
United States and Canada.

To my brothers, and the boys
in the band.

To the Roosevelt Hotel.

And to our exclusive agents
and friends, MCA.

Guy Lombardo

TEN OUTSTANDING RADIO NEWS EVENTS OF 1942

Radio industry cooperates in the Victory Drive under an Allocation Plan wherein every commercial and sustaining show, on network or independent outlet gave time to government messages from plugging War Bonds down to scrap campaigns. Many thousands of spot announcements included, daily.

•
Entire industry goes under voluntary censorship.

•
Shortwave stations started world-wide coverage of both commercial and special government programs, bringing news and entertainment to U. S. troops manning the battle fronts.

•
U. S. Bureau of the Census released data based on the 1940 Census and for the first time gave figures on radio homes, revealing high percentages throughout the nation.

•
Full-Network Discount Plans become industry policy.

•
American international stations emerge as the recognized voice of truth in a skeptical world, as the U. S. government leases the outlets for the duration.

•
Ban on recordings by the AFM stirs network and independent outlet alike.

•
Powerful network key stations and lesser watters go on 24-hour basis to provide entertainment and news for war-workers.

•
Equipment pool formed in order to keep as many stations as possible on the air.

•
U. S. Supreme Court agrees to hear the FCC-network controversy resulting from proposed new regulations.

•
Outstanding Broadcasts

Assassination of Admiral Darlan, flash by CBS.

Allied invasion of North Africa.

Capt. Rickenbacker plane crash, rescue and his story.

Joint meeting of the British Parliament.

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

THE
GRAPE NUTS
FLAKES
PROGRAM

starring

Jack Benny

with

MARY
LIVINGSTONE
DENNIS DAY
ROCHESTER

and

yours

truly

DON WILSON

Written By

BILL MORROW and ED. BELOIN

(EVERY SUNDAY — SAME TIME — SAME STATIONS)

BOARD OF WAR COMMUNICATIONS

By E. K. Jett

*Chairman of the Coordinating Committee of the Board of War Communications
and Chief Engineer, Federal Communications Commission*

THE activities of the Board of War Communications (previously called the Defense Communications Board) have been greatly intensified in all fields of communication since the outbreak of hostilities between this country and the Axis powers. During 1942, the Board and its Committee IV—Domestic Broadcasting—have given consideration to a number of special studies in the interest of broadcasting. Perhaps the most important of these have been plans looking toward the conservation of critical materials. These are listed for the record, as follows:

(1) Adoption of a policy which would deny future authorizations involving the use of any materials to construct or to change the transmitting facilities of any standard, television, facsimile, relay or high frequency broadcast station. This policy was incorporated in a Memorandum Opinion of the FCC dated April 27 and was the result of recommendations made by the Board on April 16. On September 22, upon its own motion, the Commission slightly relaxed its interpretation of this Memorandum Opinion to permit the granting of applications involving shifts in frequency in which no materials would be utilized other than quartz crystals, provided such applications involved no inconsistencies with Order No. M-146 of the War Production Board; involved no engineering conflict with any other application pending since February 22; involved no inconsistencies with the Commission's Rules and Regulations; tended toward a fair, efficient and equitable distribution of radio service; and was otherwise in the public interest.

(2) Adoption of Order 107 which effects a reduction of one decibel in the output power of all standard broadcast stations.

(3) Adoption of Order 94-A which suspended Section 3.71 of the Commission's Rules and Regulations with respect to minimum operating schedules for standard broadcast stations and established in lieu thereof a minimum operating schedule of one-third the total hours a station is authorized to operate between 6 a.m. and midnight local time.

(4) The requirement incorporated in Serial No. 58, "Notice to All Licensees of Standard Broadcast Stations," dated November 6, that each station in the standard broadcast service follow the principles set forth in the "Manual on the Adjustment of Standard Broadcast Transmitters" dated November 5, 1942.

(5) The preparation and carrying into force by the FCC of a plan to collect and disseminate to all standard broadcast station licensees information regarding surplus material available within the industry.

The War Production Board co-operated with the BWC and the FCC during the preparation of these conservation measures. During the early course of the studies, a vacuum tube questionnaire was circulated to all broadcast stations and the summary of responses was considered in an effort to determine the needs of stations for the ensuing year.

Manpower Problem

In an effort to relieve difficulties that a number of broadcast stations have experienced in obtaining adequately trained technical operating personnel, the Board recommended to the FCC that existing operator rules be relaxed for the duration of the war. This recommendation was adopted by the Commission and issued as Order 91. As an additional measure to assist standard broadcast licensees in their effort to solve their manpower problems, the Board through its committees prepared and forwarded to Selective Service and the War Manpower Commission lists of essential occupations within the industry.

To assist broadcast stations in the solution of technical problems created by wartime conditions, the Board prepared and distributed a manual entitled "Protection and Operation of Domestic Broadcasting Stations in Wartime."

One of the Board's continuing studies has related to the possibility of developing a system of safe broadcast operation to prevent homing by enemy aircraft. In this connection, a number of experiments have been conducted by special committees of the Board in collaboration with the Army Air Forces, and plans are now ready for use when needed by the Fighter Commands.



"TIME TO SMILE"
with
Eddie Cantor

BOARD OF WAR COMMUNICATIONS

Washington, D. C.

The Defense Communications Board was created by Executive Order of the President on September 24, 1940, under authority of the Communications Act of 1934 (48 Stat. 1064), as amended. On June 15, 1942 a subsequent executive order changed the name of the Defense Communications Board to the Board of War Communications.

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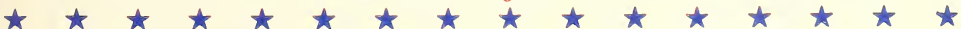
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Division of International Communications
CAPTAIN E. M. WEBSTER
Chief of Communications of the U. S. Coast Guard

COORDINATING COMMITTEE

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it.

Chairman	COL. WESLEY T. GUEST
E. K. JETT	War Department
Chief Engineer, Federal Communications Commission	COMDR. FRANZ O. WILLENBUCHER
FRANCIS C. DE WOLF	Navy Department
Division of International Communications, State Department	CAPT. E. M. WEBSTER
	Chief of Communications,
	U. S. Coast Guard

For Further Committee Listings Please Turn to Page 93



FRED ALLEN



TEXACO

STAR THEATRE



CBS . . . Sundays . . . 9:30 P.M., EWT.

WALTER BATCHELOR, Manager

RADIO HELPS ARMY EFFICIENCY

By Lt. Colonel E. M. Kirby

Chief, Radio Branch, Bureau of Public Relations, War Department

AFTER a full year of wartime operation, the Radio Branch, Bureau of Public Relations, War Department, is performing the mission for which it was organized in 1941: "To aid radio broadcast agencies and the military establishment in the more efficient and widespread use of radio broadcasts and radio facilities to inform the public of Army activities." This basic policy has not changed during a year of war. In itself, this is a credit to democracy. The only limitations affecting it have been those requirements of national security that arise in time of war. Thus, all actual material is reviewed by the Army, the Office of Censorship, or by radio broadcasters themselves—co-operating in a voluntary censorship to prevent any leakage of valuable information which would offer aid and comfort to the enemy.

An operation such as that of the Radio Branch could happen nowhere else in the world. Certainly a good share of the credit for the success of the co-operative efforts of the United States Army and the American broadcasting industry must go to the broadcasters themselves. This country's broadcasters, and the American System of broadcasting, are living up to their high station in the nation's war effort.

Objectives

The Radio Branch exists to serve the Army, the War Department, public relations officers, networks and individual stations. It provides an orderly clearance point for Army broadcasts, and coordinates these efforts with the over-all public relations policy of the War Department. Its major objectives may be listed concisely: To show the public how the soldier lives; to show the logistics of global war; to show the American soldier has worthy allies; to promote understanding between the men in the fighting fronts and the soldiers of production; to maintain morale in the face of growing casualty lists. These are general objectives. But they are concrete. And they enter into every decision and recommendation the Radio Branch makes.

However, the primary test in all matters treated by the Radio Branch boils down to a single consideration: "Will it help win the war?" Looking toward efficient analysis of this consideration, the Radio Branch, as presently constituted, includes three sections: Planning, Broadcast Service, and Placement.

Planning Section

The Planning Section studies all available intelligence and analysis reports of the armed forces, and then develops the Army's public relations objectives via radio. In doing this it carries on both research and liaison functions. It furnishes the Radio Branch with suggestions on Army needs, objectives, and criticisms for the planning of radio campaigns. It maintains liaison with other branches of the Army's Bureau of Public Relations, the Office of War Information, the Coordinator of Inter-American Affairs, Navy, Marine Corps, and other Federal agencies, for Army representation in over-all Government radio campaigns. It prepares recommendations on radio problems where policy is not defined, and processes suggestions for the Broadcast Service and Placement Sections. It coordinates the radio work of the hundreds of Army public relations officers at camps and posts throughout the country by furnishing a weekly radio theme to give concerted purpose to hundreds of locally produced Army camp programs.

Broadcast Service Section

The Broadcast Service Section prepares Army material for radio presentation. Thus it performs many of the Radio Branch's script and research functions, for local, network or shortwave broadcasts. In coordination with the Planning Section, it prepares background material and fact sheets for Army campaigns. Upon solicitation, this section also offers constructive suggestions on programs presented locally from Army posts—although policy does not require clearance of this type of program through the Radio Branch. The Service Section

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆



MILTON BERLE

20th CENTURY-FOX

"ZIEGFELD FOLLIES"

On CBS for CAMPBELL SOUP
Rep.: WILLIAM MORRIS AGENCY

also maintains a Radio Script Exchange Library for the use of local PROs. Still another function of the section is a review of network programs involving Army participation, preparing reports on the manner in which Army interests are advanced and making recommendations for improvements. Finally, this section handles Radio Branch requirements in regard to musicians, recordings, actors and related production problems.

Placement Section

The Placement Section provides the effective distribution of Army radio materials. It therefore maintains liaison with the program, news and special events departments of the various networks, and with local stations, arranging broadcasts by high officials of the War Department and other military personnel. The Placement Section also handles all station relations in conjunction with "The Army Hour," the official program of the War Department, heard every Sunday for the duration, on NBC. In coordination with recommendations of the Planning Section, it furnishes undated factual material to some 700 local radio stations.

1942 Developments

Two developments of the last year deserve particular attention. "The Army Hour," the Army's official radio military mission, was inaugurated April 5, 1942. This program, which already has been cited in several listeners' polls as the best of the Government's war programs, is written and produced by Radio Branch personnel, with the active co-operation of NBC. It is radio fare of truly global character, telling a comprehensive story of the development of the Army of the United States into the greatest fighting force the world has seen.

Designed for an entirely different purpose, entertainment of American troops and personnel abroad, "Command Performance" now is rounding out its first year. Pure entertainment, thirty minutes every week, broadcast and rebroadcast by shortwave dozens of times each week to points all over the world, "Command Performance" is regarded as the greatest radio entertainment of all time. The program also is rebroadcast locally by transcriptions flown to countries around the globe where U. S. troops are stationed. It is broadcast over the home network of BBC and ABC in Australia; it is heard over local stations in Chungking, Cairo, Brazzaville, New Delhi, etc. It thus enjoys the greatest world-wide audience of any radio shortwave series.

Far and away it is the favorite radio program of the fighting men abroad. It is their own program—they determine, by their thousands of letters, which of the nation's top-flight stars of radio, stage and screen will do their turns week by week. "Command Performance" also is serving as an excellent good-will emissary to the soldiers and civilians in the countries of our Allies.

America's domestic radio audience has had only one opportunity to hear this program. On Christmas Eve, 1942, in co-operation with the Office of War Information, the War Department presented a special hour-long "Command Performance" over all four networks. The production of "Command Performance" originated and regularly produced by the Radio Branch during most of this year, in December was turned over to the Special Service Division, which primarily is concerned with troop morale.

Army Programs

In addition to far-reaching co-operation in servicing Army-angle programs for all sorts of broadcasts, from local stations to national networks, the Radio Branch has had an active and continuing interest in several specific network programs. These include "Chaplain Jim" on the Blue Network; "Pass in Review," on MBS; "Cheers from the Camps," on CBS; "The Hour of the Victory Corps," a co-operative Government program directed at high school students who will be playing their part in the war effort, on the Blue.

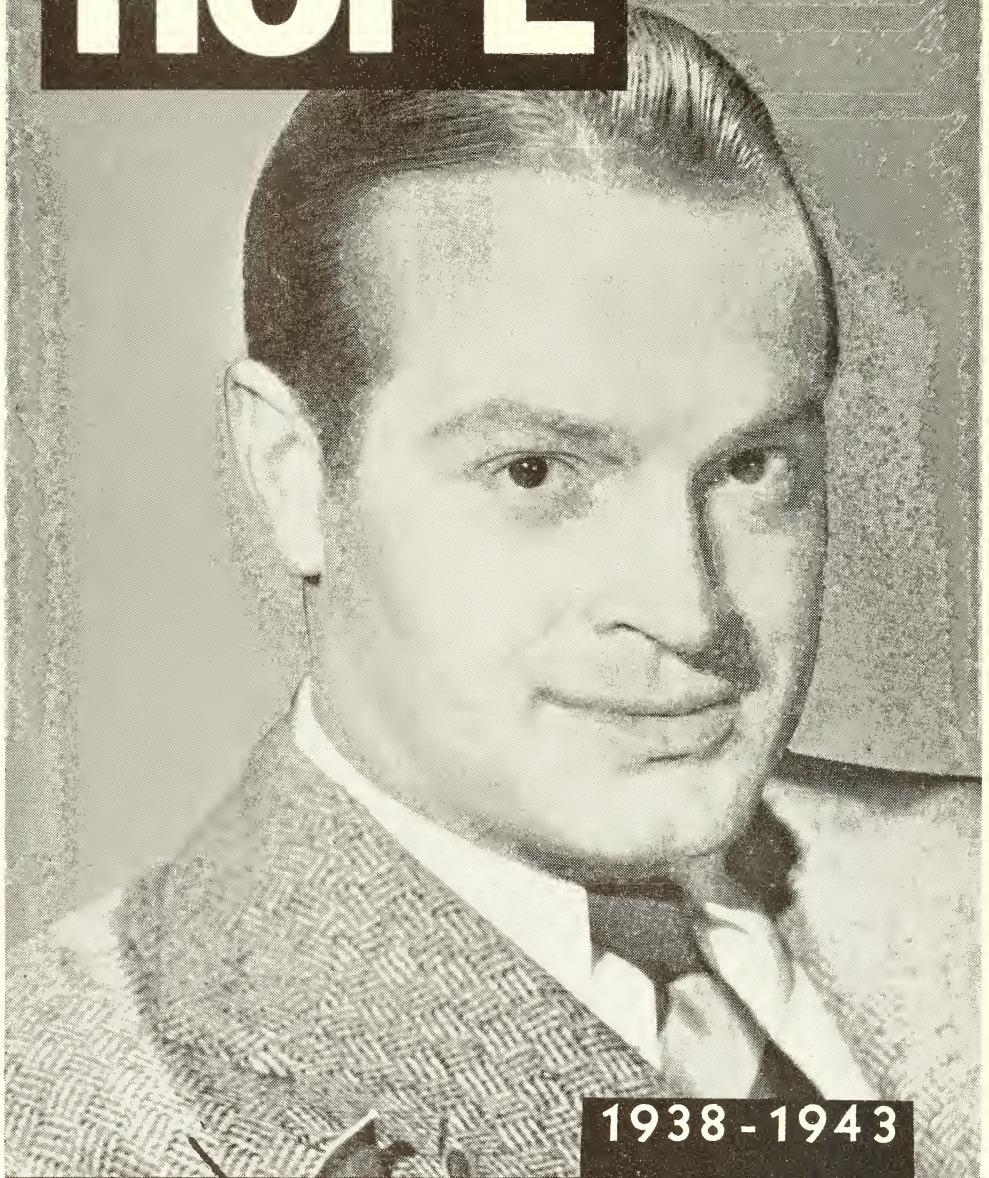
The Radio Branch also has maintained its practice of servicing a multitude of women's interest programs with factual material and production assistance, as well as regularly making available undated feature material.

New Problems

The year 1942, has given rise to many great new problems, from the point of view of Army radio. Too, the first year of war has yielded outstanding success in the Army's radio efforts. There can be no doubt that this success was achieved only through the unstinting co-operation of the broadcasting industry as a whole, through its penetrating perception of the many problems involved. But the greatest days lie still ahead. The Army and its Radio Branch pledge unceasing effort to achieve and maintain their objectives. We give grateful thanks to American broadcasters and look forward to the continuing co-operation that will contribute to victory.



HOPE



1938 - 1943

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

RADIO GREAT AID TO THE NAVY

By J. Harrison Hartley

Chief, Radio Section Office of Public Relations, Navy Department

ON behalf of the Honorable Frank Knox, Secretary of the Navy, and Captain Leland P. Lovette, Director of Public Relations, it is a pleasure to pay a well-earned tribute to the thousands of victory-minded Americans from the ranks of radio who, throughout the past year, have never missed an opportunity to enhance the Navy's effectiveness, or to assist its aims and objectives.

Immediate Cooperation

On Dec. 7, 1941, within an hour of the attack on Pearl Harbor, a prominent radio executive telephoned the Radio Section of Navy Public Relations. It was one of the largest long-distance calls ever to be connected with Extension 5155 at the Navy Department. "Now that it's here," said the caller, "you fellows can be sure we are ready to do everything to be of service. Good-bye."

On Dec. 8, 1941, Admiral Chester W. Nimitz, then Chief of the Bureau of Navigation, was charged with recruiting men for the biggest Navy in our history, and of getting it into the fight in a hurry. The authorized strength of the Marine Corps was proportionately increased, as was that of the Coast Guard.

At that time the Navy, Marine Corps, and Coast Guard did not share in Selective Service, but depended entirely on volunteers. The public had to be educated. Whereas most people knew that the Army was made up of the Infantry, the Artillery, the Signal Corps, etc., comparatively few realized that 49 classes of specialized jobs existed in the Navy for men between 17 and 50.

The broadcasting industry—networks, stations, advertising agencies and talent—was asked to give tangible evidence of its voluntary offers to cooperate. Radio was asked to help fully to inform prospective recruits, as well as their mothers, wives, sweethearts, family and friends, of what the Navy had to offer in jobs, pay, allowances for dependents, health and insurance benefits, and training for a trade. Radio responded with a will, in every phase of its program content.

Just recently, Secretary Knox announced that the entire Naval Service now numbers more than one million three hundred thousand officers and men. It is entirely proper to say that the American broadcasting system is due an enthusiastic "Well done" for voluntarily

contributing more than its share in recruiting these men.

Early in the Spring of 1942, the demand for binoculars for our ever-growing fleet was greater than the supply. The Navy decided to ask the public for their binoculars, as a loan for the duration. Once again, radio was asked to make known the Navy's needs to the public. The broadcasters called all listeners to battle stations; within a month a steady supply of binoculars was reaching the Naval Observatory.

On May 28, 1942, the Navy initiated a special drive for recruits to sign up as "Avengers of Pearl Harbor." This was almost entirely a radio effort, and the response was tremendous. It was decided that a mass swearing-in ceremony should take place on Sunday, June 7, at exactly 2:25 p.m., Eastern War Time, six months to the minute after the Japanese attack on our Pacific stronghold. At the prescribed time, Vice-Admiral Russell R. Waesche, Commandant, United States Coast Guard; Rear Admiral Randall Jacobs, USN, Chief of Naval Personnel, and Brigadier General Robert L. Denig, United States Marine Corps, administered the oath to more than twelve thousand five hundred men—almost five times as many as had ever been admitted to the Naval Service on any previous one day.

Original Ideas

But, aside from these specific instances, radio's contributions have by no means been limited to specialized requests originating with the Navy Department. Rather the reverse has been true. The radio industry has constantly come forward with ideas designed to promote interest in the Naval Service—through dramatizations, special musical programs, regular and shortwave pickups of Naval personnel, and other special features. These programs have resulted in first-class entertainment which has in turn promoted morale among civilian listeners as well as within the Naval Service.

The year 1943 will see a continuing and growing need for radio to serve as a connecting link between the men of the Naval Service and their loved ones at home—a close bond between the fighting men at sea and the millions of Americans who are backing them up. No other medium can do this job so well as the broadcasting industry.



AL JOLSON



RADIO INTERPRETS THE WAR

By William B. Lewis

Deputy Director, Office of War Information

WHEN the history of radio's part in this war is written, one of the brightest chapters will record how whole-hearted and intelligent has been the co-operation volunteered by all branches of the broadcasting industry. In the short space of a year, American radio has placed its powerful facilities behind the war with sweeping success, giving its listeners the important war information and direct messages that a well-informed public must have.

Speaking for the Office of War Information, I voice sincere appreciation not only of the efforts by the country's 930 broadcast stations and its networks, both national and regional, but also of the other important elements, the advertising agencies, sponsors, transcription companies, writers, producers and the wide range of radio's talent, all of which are contributing to the strength and greatness of the industry.

The job of disseminating war information is performed by the radio industry itself. The OWI Domestic Radio Bureau, except in a few special instances, has never attempted to do that and doesn't intend to try—for the plain reason that we could never do it so well as the men and women in the broadcasting business are doing it now. Our work confines itself to guidance and coordination, to supplying the basic information that radio disseminates. And, with intelligent co-operation of the high type we've received during 1942, it seems inevitable that our work will be of continuing success.

OWI Functions

The Domestic Radio Bureau has two main functions. The first is to co-ordinate wartime radio activity. All programs prepared by other Government agencies are channeled through the OWI, thereby assuring accuracy of information and elimination of much listener confusion such as existed before this mechanism of radio co-ordination was set up. Our second and equally important function is to provide the industry with factual material on war issues and war needs which may be integrated into both network and local station shows; to give advice on the relative importance of various war messages; and to recommend that the industry undertake cer-

tain types of programming which our surveys indicate are needed by the public for a fuller understanding of the war.

From this, you may see that we maintain a flexible working arrangement with the industry, the success of which depends upon the initiative and conscientious assistance of all radio people. The OWI has not asked nor wanted to ask, for funds to put on—as Government projects—any large number of programs dealing with war information. There are two important reasons for the policy. First, we have felt it best to make use of the multiplicity of talent and types of programs which today enjoy such vast audiences. Also, the creation of a vast number of sustaining programs could not conceivably reach so great an audience as that enjoyed by top-ranking commercial and sustaining shows which have already placed themselves at our disposal.

War Interpretation

Therefore, after the Domestic Radio Bureau has interpreted war information needs to the industry—often with suggestions and recommendations reached in collaboration with veteran broadcasters who serve on our several advisory committees—it is then up to the networks, the advertising agencies, and the individual stations to carry the ball.

The networks, of course, enable us to reach the most listeners at one time. Since last April we have been allocating definite messages to various high-ranking shows on all four national chains, thereby reaching enormous audiences. We are now inaugurating a special assignment plan whereby we may work in direct conjunction with high-rating shows, using them to clarify many aspects of the war, and supplying for them material specially tailored to their individual formats.

Agencies and sponsors who handle all types of commercial programs, from daytime serials to elaborate night-time productions, have been equally co-operative, placing at our disposal much of their purchased air time whose dollar value runs into millions, whose actual value to the war cannot be over-estimated. They have provided us with the nation's best talent to carry our war messages, written by the nation's best

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"Fibber McGee and Molly"

EIGHTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

RADIO ALL OUT FOR VICTORY

By *David Sarnoff*

President, Radio Corporation of America

W-A-R is the three-letter call under which all radio, from research to manufacturing, from domestic broadcasting to world-wide communication, operated in 1942. Because of war, no other year in radio history has been so packed with activity in communication and scientific research.

Consolidated in the war effort for Victory tomorrow are all the wonders and skills of yesterday and today. We must not slacken in the all-out effort in 1943. Over-confidence must be guarded against until the war is won and peace is made secure; for, though the war situation is far brighter than a year ago, there is a hard road ahead.

Important New Inventions

To meet the demands of war, important developments and new inventions have been rushed to completion. Normally, many of these accomplishments might require years to reach practical service. Radio's scientific achievements in 1942 are guarded by military secrecy.

The Army, Navy and Air Corps have been equipped with radio apparatus unsurpassed in efficiency. Americans will be proud of the research workers and engineers, and of the production men and women when, after the war, the service radio has performed for the fighting arms of this country is made known. Dramatic and historic reports will come from the communication men on their part in the war. And, when Peace opens the microphone for wartime revelations, radio broadcasting, too, will have interesting facts to tell.

In every branch of its activity, the art is far surpassing its historic achievements in World War I. In modern warfare the tide of battle flows to the side on which science, engineering and production are most strongly allied. Radio in 1942 played an important part in turning the tide of victory to the United Nations.

Radio In War Machines

The press has published photographs of great ships being launched, massive

tanks rolling down the production lines, fighter and bomber planes roaring aloft to combat, destroyers and submarines protecting great convoys and Commandos attacking an enemy-entrenched beach. These pictures reveal that the warring monsters manoeuvre with remarkable precision. But the pictures give little or no clue that radio is an important segment in the brain of these engines of war. An antenna is usually the only evidence that radio is aboard. Yet, it is radio which gives these armored monsters their ears and eyes, and even their sense of direction. The equipment they contain, and how it is used, remains a war secret within their iron hulks and hulls.

Communications—The Life Line

Ashore, the infantry operates radio as a lifeline of communications. Even the advance units supplement their portable radio stations with self-contained pack stations popularly called "walkie-talkies." The achievements of the AEF North African invasion demonstrated the efficiency of the U. S. Signal Corps and Navy Communications—both operating in perfect harmony were described as "immensely vital to such fast moving and spectacular offensive." Naval communications won high commendation for the efficiency and dispatch with which it handled American vessels in the armada of 850 warships and transports that reached the African shores.

Radio coordinates and speeds modern military action; it is the one factor which has made blitz possible in warfare, and then made possible an effective defense against that blitz. Radio in itself is speed. It travels at the speed of light. Its wavelengths cannot be cut, bombed or blasted. A "walkie-talkie" can project a message into the air from underbrush, from a forest, or a hill top. No power on earth can stop its winged flight.

Radio's Role Vital

These are only a few of the parts played by radio in this war, but they indicate the vital role of this great new art. With-

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆



out it global warfare would have many a "lost battalion," "lost fleet," and "lost battlefield." Radio coordinates the combined effort and brings the long and scattered battlefronts into focus. Admiral Halsey, in the southwest Pacific, is no further away in communication, from headquarters in Washington, than General Eisenhower, in Africa. Admiral Nimitz and General Emmons, at Hawaii are in the same quick contact with Washington as the Army men in the Aleutians, Iceland, or Panama. Radio puts them all on a direct and practically instantaneous line. War correspondents have reported how the American army erected a powerful radio transmitter during the landing operations in Africa, first to calm the local population and enlist the aid of the natives.

These illustrations of radio activity in the war may convey some idea of the scope of the work that has been in progress in the manufacturing plants and on the wavelengths during the past year. To equip every bomber, ship, motorized unit and field base with radio has been a herculean task. The American radio industry, which in peacetime produced millions of radio sets and hundreds of millions of radio tubes, has met the challenge superbly, as evidenced by the Army-Navy "E" flags flying over many radio factories.

On All Fighting Fronts

Radio has been put on the many fighting fronts by the production workers. Throughout the year they have toiled day and night to equip the United Nations with the finest radio apparatus in the world. Radio manpower, working hours, production methods and communication were geared every day of 1942 to the winning of the war. Production of civilian radios ended in the Spring of '42. As early as 1939, following outbreak of the war in Europe, the RCA Manufacturing Company had begun conversion from a commercial basis to war production.

The use of radio in the war and of radio-electronic devices in the war-effort of industry, to speed production and increase efficiency, has brought new recognition to the word electronics, which was born of radio.

For years, the radio industry has manufactured more than 100,000,000 electronic tubes annually. Radio tubes which produce electrons, control them and harness them to service in communication and industry, have become the heart of electronics. These tubes have paved the way for major advance in the radio art for the past two decades, including

broadcasting, short-waves and television. It has opened the micro-wave spectrum which borders on the frontier of light. In the electron microscope, it has even passed beyond this frontier, to utilize the electrons as "light beams" infinitely smaller than the rays of light themselves.

Role of Television

Television, operated by NBC in New York, has played an important role in air raid instructions and civilian defense. Its laboratory status is a war secret, but those confident of the success that marks wartime developments, expect television to emerge from this war in such form as to make possible a great post-war industry.

Television, however, is not radio's only post-war promise. The useful services of radio will be broadened far beyond the communication field, into such realms as the RCA Electron Microscope, radio frequency heating, supersonics and no end of applications made possible by the development of new radio tubes, especially those designed to send and receive micro-waves—tiny waves measured in centimeters.

Versatile Radio Waves

The application of radio frequency heating to speed industrial processes and at the same time increase their efficiency, is rapidly coming to the fore. Radio waves may now be used to heat, dry, glue, stitch, anneal, weld, rivet and even to deactivate enzymes. This new field is known as thermal radio, or radiothermics. It can laminate an airplane propeller in minutes compared to hours required by ordinary heat and pressure methods. Radio high frequency "furnaces" are a post-war prospect. In them railroad ties will be seasoned quickly and "cakes" of textiles dried uniformly. Even rubber may be "radio-cemented" to wood or plastic; cloth stitched and seamed by radio heat; metals hardened; plywood glued and fresh vegetables deactivated without loss of flavor or color. The possibilities in this new thermic realm of radio are unlimited as indicated by remarkable advances in RCA Laboratories during the year.

Everybody Informed

Radio broadcasting in 1942 distinguished itself in many fields of useful service. From hour to hour it carried to every listener, the running story of the war. It has kept America informed.

The long distance voices in London or Cairo, Moscow or Melbourne, Algiers or Calcutta, have been as clear as if uttered in Radio City, New York. Radio report-

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

ing is one of the outstanding contributions of science in keeping the American people in contact with their allies overseas.

At home, broadcasting in 1942 vastly increased its program services. Thousands of announcements were broadcast urging war bond purchases or telling the public about the special needs of the Army, Navy, Marines, Air Corps, Red Cross, USO, the WPB, OPA and similar agencies. In addition, hundreds of entertainment and news programs have been directed to the service men, while many other shows have originated in training camps.

Shortwave Activity

Supplementing nation-wide broadcasting on an international scale, America has continued to develop short-wave stations which have proved their great worth during the past year. Through these stations news and information have been broadcast. Short waves have linked the United Nations; they have actually "poured" news into invaded countries. An outstanding example of the usefulness of short waves is found in President Roosevelt's broadcast in French to the French people, on November 7, when he assured France in connection with the AEF invasion of French Africa, that the United States aimed to free it from the Nazi yoke.

Radiophotos are on the wing from more points on the map than were possible a year ago. RCA, New York, now receives and sends pictures from London, Stockholm, Cairo, Moscow and Buenos Aires, while the terminal at San Francisco plucks pictures from space from Melbourne and Honolulu.

U. S. System Second To None

Only the end of the war can reveal the great part the communications men have played, and how fortunate America is in having a world-wide radio system second to none in coverage and efficiency. It is a thrill to see messages from across the seas roll out of the automatic tape recorder at many times the rate before the war. In World War I, reception at 30 words a minute on an overseas circuit was considered fast.

The bulwark of all this achievement in radio communications is scientific research. An all-important center of this research is the new RCA Laboratories opened in 1942—dedicated to help win the war by giving America's fighting men the greatest resources of science, engineering and production. When peace returns, the same men of science will devote the results of their wartime research to develop new and useful products and services for the post-war era. Radio serves the nation in peace as well as in war.

RADIO INTERPRETS THE WAR--CONTINUED-- *By William B. Lewis*

radio writers, to the nation's biggest radio audiences. Their patriotic eagerness has been characteristic of the attitude that pervades this entire industry . . . a willingness to do more than one's share if it will only bring peace that much nearer.

I have high praise, too, for the local stations, serving every corner of America. They take the fundamental material and suggestions issued by the OWI and harness them effectively into local programming. Those with network affiliations have heavily supplemented the war messages on network shows with their own local efforts. With the start of 1943, we have established a new plan by which every station in the country is sent a weekly package of spot announcements voicing the most timely war messages requested by Government agencies. In this way we expect to secure maximum results with a minimum amount of air time.

OWI 1943 Aims

Looking ahead into 1943, I think our

further activities are rather well defined. All of our plans are beginning to fit together into a logical pattern, aimed only at the best utilization of the facilities which the radio industry is so freely making available to us. We hope for a number of definite things: (1) that broadcasting continue its broad scope, maintaining the largest possible audiences so that they may be reached quickly and efficiently whenever the need arises; (2) that no serious changes be made in radio's entertainment functions which might cause a loss of audience; (3) that we reduce rather than increase the number of war messages now on the air, providing that those aired are better and more effective; (4) that all broadcasters exercise intelligent initiative when working war messages into their shows, with less brush-off treatment and more striking presentation; and (5) that more surveys and checks of audience reaction be undertaken to determine what methods of approach bring best results.



*After fourteen years on
the air, a guy owes so much to so
many!*

Thanks, m'friends.

Arthur Godfrey

RADIO HELPS FINANCE THE WAR

By Vincent F. Callahan

Director of Radio and Press, War Savings Staff, Treasury Department

SO many important things have happened in 1942 in connection with the promotion and sale of War Bonds and Stamps that it is almost impossible to sum them all up in any reasonable number of words. Especially is this true of the spontaneous co-operation of the radio industry with the War Savings Program.

The radio industry—networks, affiliate stations, local stations, sponsors, advertising agencies—more than any other medium of public information was responsible for the fact that the people of the United States had invested \$9,908,417,000 in War Bonds as of October 30, 1942. Even more astounding is the fact that the radio industry has hammered home the message of payroll savings so well that, as of November 15, 1942, approximately 25,000,000 working men and women were buying Bonds out of salary to the tune of about \$300,000,000 a month!

Name-Changing

Another fact that is so obvious that one almost overlooks it is the acceptance of the name "War Bonds" in place of "Defense Bonds." Within a few hours from the time that this change was decided upon—in May, 1942—the radio industry had achieved the miracle of changing the name of a major product. So subtly and so completely was this change effected that the American public overnight almost forgot that War Bonds ever had been called anything else.

And the radio industry must take another deep bow, for selling as well as promoting the sale of War Bonds and Stamps. From the time in July, 1942, when radio stations began acting as issuing agents for the sale of War Bonds, sales achieved through this medium have leaped so rapidly that any figures we might attempt to publish would be out of date by the time this article goes to press.

Promotion

As regards promotion, there are several phases in which the radio industry is co-operating. In every phase this co-operation not only is magnificent but wholehearted. For example: one minute announcements, directed to various groups—general, women, foreign language and farmers. As a result of personal contact, the telephone and the United States mails, the radio industry

told us that live announcements were swell for the farm audience, housewives and the foreign language audience. But, we were told, transcribed one-minute announcements would do a better job with the general listening audience. Details followed. The consensus of opinion among station managers was that most effective would be dramatized spots and recorded statements by average, patriotic Bond buyers.

War Savings Copy

Next step was a call for help to the men who write our War Savings copy—G. W. Freeman, Ed Clark and Harry Marschalk, of Marschalk & Pratt. "Easy," said they and dug up the research and prepared the copy. Next step was a call for help to another consultant on War Savings copy—E. J. "Ev" Grady, Vice-President of Ruthrauff & Ryan. We got as far as saying "Ev, we need some help . . ." The next thing we knew, Ruthrauff & Ryan's Jim Tennyson and Tommy Victor were casting and producing the finished product.

As every other carefully conceived product of the minds of the radio industry, these one-minute transcribed War Bond plugs were an immediate success—so successful that the Office of War Information has adopted the idea of one-minute spots for all Government agencies! Of course, the one-minute spots are merely one small indication of the co-operation of the radio industry with the War Savings Program. We can add to the list of successes indefinitely: commercially sponsored network programs; special event broadcasts ("Bond Night on the Blue" clicked off sales of over eleven million dollars as the result of only 6¾ hours' broadcasting time); network programs sponsored by and for the Treasury Department; special transcribed programs for all stations.

"Treasury Star Parade"

Speaking of transcribed programs brings to mind, naturally, the "Treasury Star Parade." This series of transcribed programs is still another example of a "success" born of the suggestions, comments and criticism of all the component parts of the radio industry. From the "borning" of the "Treasury Star Parade" idea, Bill Murray, of the William Morris Agency, as director, and William A. Bacher, as producer, next took the ball.



Thinking of you

KAY KYSER

Exclusive Management
MUSIC CORPORATION of AMERICA

The final result is that 833 radio stations are broadcasting three of these 15-minute Star Parade programs weekly! But that's leaping over the facts—and co-operation—which have made the "Treasury Star Parade" the most popular transcribed series in the history of radio. More important, however, is the fact that the "Treasury Star Parade" is now a part of the living history of our United States.

Star-Studded Talent

With Bill Murray and Bill Bacher at the reins, the talents of the greatest writers in America were enlisted. Here are just a few names—Thomas Mann, Stephen Vincent Benet, Arch Oboler, Paul Gallico, Thomas Wolfe. The talents of the greatest actors and actresses in America were enlisted to give living fire to the burning words of those authors. Let me list, again, a few names: Bette Davis, Lionel Barrymore, Helen Hayes, Orson Welles, Elisabeth Bergner, Edward G. Robinson, Fredric March, Henry Hull, Tallulah Bankhead, Lynn Fontaine, Alfred Lunt, John Garfield, Judith Anderson.

Secretary Morgenthau has expressed the meaning of the "Treasury Star Parade" perhaps better than anyone else. In his foreword to the book of the "Treasury Star Parade"—the 27 most popular scripts—Secretary Morgenthau says:

"... we at the Treasury decided that we could succeed with our financing only if the people themselves were aroused to the realities of the war and to the deadliness of the peril in which they stood. Accordingly, we enlisted the giant resources of the radio... with the recorded 'Star Parade' programs in which sketches, and others like them, reached the ears of listening millions.

"We left it to the great writers, dramatists and artists to utter the undying truths of liberty and love of country, and in a way that would speak for free men of all ages, in all countries, at all times. We left it to the American people to respond with the purchase of War Bond, and we have not been disappointed.

"... this achievement grew spontaneously out of patriotic teamwork between the Treasury and the broadcasters, between the Government and its free citizens."

"The Song Parade"

"The Song Parade," produced by Everett G. Opie, of the War Savings Staff, is another example of a successful transcribed series which, in Secretary Morgenthau's words, "grew spontaneously out of patriotic teamwork between the Treasury and the broadcasters, between the Government and its free citizens."

Here, the artists are the most popular singers of the radio industry; and their voices, in song and with a message of War Bonds, regularly reach the listening audiences of 868 stations. Just listen to a few names of the "Song Parade": Barry Wood, Frank Parker, Bea Wain, Lanny Ross, Joan Edwards, Mildred Bailey, Morton Downey.

Other War Bond Shows

And still we have barely tapped the subject of the magnificent co-operation of the radio industry with the War Savings Program. There's the hour program, "Over Here," produced by Bill Murray and directed by Bill Bacher, and heard over the Blue Network, on Saturdays; there's the "Saturday Night Bond Wagon," produced and directed by Bill Rainey, and heard over the Mutual Broadcasting System; there are the Little Jack Little, Horace Heidt, Tommy Dorsey programs heard over the Blue Network; the Alvino Rey series of "Salute to States" programs heard over MBS. Also, during 1942, we had on the air "America Preferred," until May 3, and the American Opera Festival from May 7 to June 18, over MBS; and "For America We Sing," until April 27, over the Blue Network.

Who can forget the success achieved—due mainly to the radio industry—of such War Bond campaigns as Minute Men, Payroll Savings, Retailers for Defense, Band Leaders Enlistment, Pledge, Quota, Ten Per Cent, Schools at War, Women at War, and Top That Ten Per Cent by New Year's.

Tribute to Staff

And, while I'm handing out credit where credit is due, I'd like to pay tribute to the members of the Radio Section of the War Saving Staff. They have been largely responsible for the fine coordination with the radio industry of our undertaking. In a way, this tribute is a "good-bye"—for the duration—to four of the staff who now are with the armed forces: Charles Jewett Gilchrest, my assistant and Chief of the Radio Section, who now is Lieutenant Gilchrest, USNR; Gerald Patrick Flood, Chief of Station Relations, who also is a Lieutenant in the United States Navy; Lloyd Dunning, Chief Copy-Writer, an Ensign in the USNR; Frank King, who also enlisted in the Navy.

Still on hand and carrying the War Savings ball are: Marjorie L. Spriggs, who now is Chief of the Radio Section; Emerson Waldman, in charge of Foreign Language and Farm Programs; Morton A. Milman, Chief of Special Events; Jules Alberti, Chief of Station Relations; Everett Opie, Chief, Transcriptions; Ruth Girard, Estelle Broderick and William S. Rainey, in charge of our New York office.

Ginny Simms

Dear Uncle Sam:

Current Hooper Survey reports show, our Tuesday night series for Philip Morris *Number One* of all War-Effort programs, 80% ahead of the second ranking program.

This is to thank you, Uncle Sam, for air that will still belong to a free people long after the Nazis have forgotten what so proudly they heiled . . . and to express my gratitude to you for providing the servicemen guest stars who have made our program possible.

Gratefully,

"Ginny" Simms

P.S. May I add a special "thank you" to Lieutenant Colonel Ed. Kirby and staff of the Radio Branch of the War Department Bureau of Public Relations, and to Jack Hartley and staff of the United States Navy.

G. S.

RADIO CENSORSHIP IN WARTIME

By J. Harold Ryan

Assistant Director, Office of Censorship, Washington, D. C.

WHEN war came to this country on December 7, 1941, the broadcasting industry was faced with another of those situations in which it has found itself so often. This was to be the first time in the history of American broadcasting that it had to operate in a country at war. Every move to be taken was without precedent, but precedent was being created for the future.

When the Office of Censorship was established by executive order on December 19, 1941, a provision was made for placing broadcasting and the press under voluntary censorship. Under this plan, the manager of a broadcasting station and the editor of a newspaper was his own censor and responsible for the effect of anything broadcast or published by his medium.

Voluntary Censorship

The Office of Censorship brought out a Code of principles, first published on January 15, 1942. Based on experience, two revisions to the original Code have been issued: one on June 15, 1942 and the most recent on February 1, 1943. If the station manager, the voluntary censor, had any doubt about any material, he was asked to measure it against the principles of this Code and to decide whether it ran counter to any of the suggestions in the Code. If it did, it was not to be broadcast. The test of the availability of the material would be "Is this information that I would want to know if I were the enemy," and if the answer was "yes," then the broadcasting of such information was to be avoided.

This theory is a far cry from the actual methods observed by broadcasting in other parts of the world, where, almost unanimously broadcasting is owned and controlled by the state. The plan adopted in this country serves only further to highlight the freedom of our institutions and to preserve, even in wartime, every possible freedom of speech and expression that can be saved without imperiling or threatening the Nation's war plans.

Broadcasting stations unanimously accepted the idea of this voluntary censorship and pitched in with a will to make it work. There were some early casualties that were real sacrifices on the part

of broadcasting stations in their efforts to serve and satisfy the public. The popular programs built around street interviews, disappeared from the air-planes. The mention of weather was so restricted by necessity, that it became practically non-existent on the air. Audience participation programs and the very popular request type of broadcasting were hedged about with restrictions. Yet, with all of these curbs, it was felt that the broadcasters are of a sufficiently ingenious character that they would make broadcasting work under any difficulties and they would so gauge their output as to continue to give the American public what it has always enjoyed—the very best radio entertainment in the world.

Unanimously, radio station managers were determined that broadcasting would not be guilty of releasing any information that would damage the war effort of the country. They were equally determined that the high entertainment content of radio programs should not suffer through war's restrictions, realizing that broadcasting could have a tremendously favorable influence on the morale of the people.

Industry Assistance

This office is very grateful for the assistance rendered in the early, groping days of censorship by many of the leaders in the industry. Their valued advice and counsel was sought in shaping the original code and when this code was ready for publication, it was submitted to representatives of the various segments of the industry and their further opinions sought. These opinions were utilized to the fullest extent possible.

We believe that history will record that in the first year that the United States was engaged in World War Number Two, the American broadcasters did a superb job of self-censoring. Mistakes have been made. Who has ever tried out a new program without making some blunders? Most errors have not been intentional and their commission has been the signal to take steps that would prevent a recurrence. The ever-changing personnel at the stations, occasioned by the war's demands on man power, has furnished a problem that has been difficult to handle. During this first year, the United States has been engaged in the battle of the

BACK TO RADIO

AS MILLIONS CHEER



MORTON DOWNEY

Giving Daytime Radio That Extra Something

Now Appearing

WJZ and the Blue Network

3 to 3:15 P.M.

Monday Through Friday

Sponsored by The Coca-Cola Co. and bottlers of Coca-Cola

Coral Sea; the battles of the Solomons; the invasion of North Africa. In these instances and countless others, broadcasters have refrained from giving any news of benefit to the enemy. The surprise of the Axis powers on the invasion of Africa was almost complete and this result could never have been achieved without the loyal support of broadcasters and newsmen to voluntary censorship.

We have established on the radio desk in the news department of the Office of Censorship a monitoring system whereby we can listen to the programs of the four major networks. We have a man on duty on this desk from the opening of the office at nine in the morning until one o'clock on the following morning. Incidentally, this office can always be reached by telephone, as our operators have instructions to ring members of the staff at their homes in the period between 1:00 and 9:00 A. M.

In the monitoring of network programs, particular attention has been paid to the commentators, to whom we listen at the rate of from sixty to seventy each week. In the main they have done a good job and have usually exercised care in omitting from their scripts items that would be dangerous to National security. However, they are news men, with a keen scent for anything that constitutes news, and on occasion it is necessary to remind them that war does not mean "business as usual" on the news desks of the country.

Foreign Language Broadcasts

There has been an understandable reluctance to make any great changes in the presentation of programs over the air in languages other than English. Our polyglot programs have continued under self-policing. A total of about 150 radio broadcasting stations are giving programs in twenty-six languages. To assist the stations in handling this difficult problem, this office has established a foreign language section. We have monitored many of the foreign language programs, have translated them, compared what is actually said on the air with the scripts, and have been able to offer to the stations what we hope is constructive advice in the handling of their problems. We have located some violations of the Code. The careful operation of this section for five months leaves us with the feeling that the foreign language programs are under much better control than they were a year ago.

Recently we have undertaken a spot check-up of individual station commentaries or analyses and individual station newscasts which may be re-written from the items carried on the standard news wires. This program has been undertaken solely with the desire to be of assistance to the censors in their voluntary task. The stations have cooperated most satisfactorily and efficiently.

Future Efforts

With increasing numbers of American troops stationed all over the globe, with lengthened supply lines to serve them, with the increasing tempo of production and military effort, 1943 requires of the broadcaster renewed effort, to assure the success of this unique voluntary system of censorship. Re-doubled care must be exercised to see that no damaging information of any character escapes from the antennae of the United States. Alertness must be exercised, to be constantly on guard against any infraction, however slight, of the Code of Wartime Practices for American Broadcasters. One hundred per cent perfection is what we must at all times aim for, because even a one per cent failure entails prospects too horrible to be contemplated. It must never be said of American broadcasters that they have in any way endangered the life of a single American soldier or sailor.

Any account of the activities of censorship during 1942 would be incomplete without a tribute to those staff members who have given loyally and without stint towards its operation. Stanley Richardson, who was the first assistant to be added to the office, back in January of 1942, is now the manager of the London office of the National Broadcasting Company. In addition, our staff has included: Robert K. Richards, who came to us from the production management of Station WSPD, Toledo, Ohio; Eugene Carr, loaned to the Office of Censorship from the position of assistant manager of WGAR, Cleveland, Ohio; Charter Hessel, on loan to us from the news office of the National Broadcasting Company in New York City; Edward Bronson, who came from WCOL, Columbus, Ohio, where he was program director and vice president; and Lester Halpin, who is on leave from KOIN, in Portland, Oregon, where he was news editor. To all of these men, as well as to more than 900 voluntary censors, the Office of Censorship makes grateful acknowledgment of its debt in a time of unparalleled National stress.





Truth or Consequences

HELLO THERE,

AND Thanks to all the NBC Stations on our Truth or Consequences Network for the help you fellows gave us in our million dollar war bond consequence. And our apologies for the switchboard headaches that resulted from the copper penny consequence.

Yours for Victory,

Ralph Edwards

P. S. Uncle Sam is very happy. So am I.

RADIO HELPING FOOD PROGRAM

By Wallace L. Kadderly

Chief of Radio Service, U. S. Department of Agriculture

"THE Secretary of Agriculture . . . is authorized and directed to assume full responsibility for and control over the nation's food program. . . ." From the White House December 5th, 1942, came this Executive Order of the President. And with this order new responsibilities devolved upon not only the Secretary of Agriculture but also upon American broadcasters. For without the assistance of radio neither the Secretary of Agriculture nor anyone else can successfully administer the nation's program for food, one of the most potent weapons of the war. This is a plain and simple fact. It is not a plea for cooperation. Secretary of Agriculture Claude Raymond Wickard and the Department he heads are now and have been receiving marvelous cooperation.

Action

After Pearl Harbor, when Secretary Wickard boosted the already-record goals for production of specific farm commodities, many broadcasters said in words and action . . . and many others said as plainly by action alone: "Tell us what you want us to do. We've worked *with* you in the past. For the duration, we're working *for* you."

I believe we have thoroughly understood the meaning of these words and actions. American radio was not deeding its facilities or its freedom to an administration of Government or to a program or to anything else. It *was* re-dedicating its services to the free people of the United States—yes, and to the

people of the world . . . so that our nation and our freedom—including our precious freedom of expression—might survive. We appreciate and respect that concept.

Advertisers' Aid

In this war American radio is not and should not be a mere funnel through which the official statements of Government reach the people. We do not consider it so. Rather, radio is a force in itself, its people capable and willing to use their brains and skills to report what needs to be reported, to sell the ideas that must be sold, to get the action that must be taken by the people to WIN THE WAR. Every week since a very short time following Pearl Harbor, we have written to a long list of farm broadcasters, telling them the Department's current objectives, forecasting future moves whenever possible, enabling our radio war-partners to give their best individual efforts to our common cause with the necessary assurance that they are pulling *with* the war leaders. They, in turn, have given us many excellent ideas and suggestions. Among other things, they led us to our first significant liaison with the nation's advertisers—a liaison which does not affect our basic relationship with the licensees and networks but does enable advertisers to throw their weight behind the right wheel.

Radio's Cooperation

Cooperation between the radio industry

☆☆☆ Radio On To Victory ☆☆☆



FRED WARING

and his

PENNSYLVANIANS

•

4th YEAR

•

Chesterfield Pleasure Time

•

Management, John O'Connor
1697 Broadway
New York City

and the Department of Agriculture takes many other forms:

Hundreds of individual stations carry regularly scheduled broadcasts of USDA War Boards and of individual agency-members of the Boards (AAA, Farm Security, Soil Conservation Service, State and County Extension Services, Farm Credit agencies). Some of these programs are regional network offerings.

Hundreds of broadcasters regularly aid the Department-prepared scripts: "Homemakers' Chats" and "Farm Flashes" (in many States these scripts are localized and distributed by State Extension Services).

Many women's broadcasters receive and build programs with the help of "Radio Round-up on Food", a background service similar to our weekly memorandum to farm broadcasters.

Through OWI, probably every station has received and used specific messages and/or background material for adaptation, supporting the agricultural war job.

Stations from coast to coast carry the Blue Network's "National Farm and Home Hour" (daily) with information supplied by USDA; and Columbia's Country Journal (CBS weekly) to which the Department contributes information frequently.

Special network broadcasts by the Secretary and members of his staff . . . invariably there's a special reason for one of these special requests for time and invariably the radio industry makes its facilities available.

Occasionally, and for specific purposes, the Department issues electrical transcriptions. Usually, these are scheduled in lieu of other regular scheduled Department information.

The Farmer's War-Role

The man whose "food will win the war and write the peace" sounded reveille on the food front; he believes that in democracy, understanding by the people pro-

duces action by the people. His use of radio and his Department's use of radio is—in a completely literal sense—a big part of wartime administration. Farmers of the United States made 1942 their greatest year in their great history of production. In 1943 they have an even greater task to perform. We must keep them thoroughly informed as to the size of the job, the changes that are bound to develop, and the services available to them. That's basic in administration of the food program.

The Consumer's Role

With the new, unified command on the food front, another basic part of food program administration will be information dealing with food processing, distribution and consumption. Secretary Wickard, in his first radio-press conference after receiving his new powers in the food program, emphasized that radio and the press can do tremendous good by informing housewives of food supplies, allocations, and ways of using available food to best advantage.

Housewives can save food—thus lighten the load on farmers, processors, distributors, railroads.

A pound of food saved is a pound of food produced, processed, distributed. We've got to stop food waste.

But that's not all. Don't forget production. We must have great quantities of the right things. We must make the best possible use of land, labor, materials, processing services, transportation to produce the foods most needed; and it will be necessary to hold down on some products in order to get the needed quantities of the right things.

To win the battle of food, we must have a smooth flow of food from field to kitchen, from field to mess kit.

Radio's job begins with the planning of the farm work, continues through the whole production line to the table.

The battle of food is a challenge to the entire nation. It's a challenge to Radio.



3rd YEAR
FEENAMINT'S
"DOUBLE OR NOTHING"

Over the Largest Commercial Hook-up in Radio

SPONSOR: Pharmaco

AGENCY: Wm. Esty Co.

NETWORK: Mutual



Emcee

JOHN REED KING



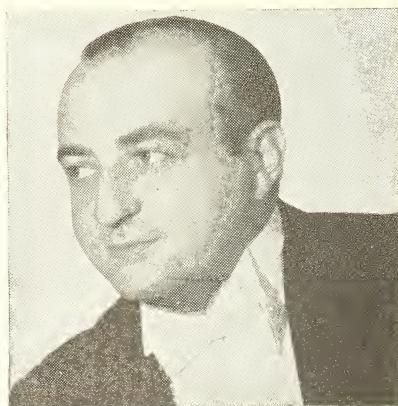
Singing Star

FRANK FORREST
American Tenor



Announcer

ALOIS
HAVRILLA



Musical Director

NAT BRUSILOFF

PRODUCER
Harry Holcombe

PUBLICITY
Zac Freedman

RADIO'S TWENTY YEAR CLUB

By H. V. Kaltenborn

“WHAT are you going to do to celebrate your twentieth anniversary on the air?”

NBC's Press Department was looking for a story. The question found me trying to reconcile the latest Berlin communique with my war map. I tossed off the first answer that came into my head: “Organize a Twenty-Year Club.” The Press Department told the world and I had to make good.

That, my radio brothers, is the true story of how the club was born. But, great discoveries and great institutions often result from accident.

As I began to seek eligible members I realized that here was the living history of radio broadcasting. The biographies of those who had been actively associated with radio broadcasting for at least a score of years told a fascinating story of growth and achievement.

These men and women have pioneered in the greatest mass communication medium humanity has known. Surely it was worthwhile to summarize the life stories of radio's pioneers in printed form. For here was the history of radio broadcasting by the men and women who made that history. Hence the Twenty Year Club Book which summarizes the story of their contribution to the origin and development of radio broadcasting.

It is a roster of 84 broadcasting executives, engineers, writers, and performers whose association with radio goes back to crystal set days and beyond. Some fourteen are already eligible for a Thirty Year Club.

Twenty-three members were wireless operators on shipboard in the first World War. Most of these had been youthful “ham” operators. Twelve began as writers, eleven as station executives, nine as performers and five as announcers.

Dean of them all is David Sarnoff who began his memorable radio career as a junior telegraph operator with the Marconi Wireless Telegraph Company in 1907.

Since the 1942 edition of the Twenty Year Club Book went to press more than thirty additional veterans have qualified for membership. Their radio biographies

will be included in the 1943 edition of the Club Book. Publication of this second edition is expected to coincide with the Club's first anniversary which occurs on April 4, 1943.

The Club was established at the dinner tendered to me by the National Broadcasting Company at the Harvard Club of New York City on April 4th, 1942, to celebrate the twentieth anniversary of my first broadcast. This was a discussion of the then current coal strike carried on a station operated by the Fort Wood Signal Corps of the Amateur Radio Reserve. It was the first editorial analysis of a news event to be heard on the air.

This is only one of innumerable “firsts” to be found in the radio histories of the Twenty Year Club's members. It is my hope that some radio historian will find in these biographies the incentive to present the first comprehensive story of the origin and early development of radio broadcasting in the United States.

The Club Book presents only brief chronological biographical summaries. But the letters from which these few cold facts were taken often contain the most thrilling and amusing stories of the adventures and misadventures which always befall the pioneers in any undertaking.

Several publishers have expressed their willingness to bring out such a book if I would act as supervising editor. But it needs a competent writer who will seek out these pioneers and secure from them the full story of how radio broadcasting began.

Perhaps, when the club meets in April to celebrate its first birthday, we will launch this book project. Most of us, whose privilege it has been to make some small contribution to radio history, and who are still active in broadcasting, are too absorbed with the problems of today and tomorrow to give much thought to the events of yesterday.

Ours is a medium that faces immeasurable possibilities. But someone must begin to look back so that the historic record of the triumphs and mistakes of yesterday may help us realize the greater triumphs of tomorrow.





JEAN HERSHOLT

as

“Dr. Christian”

SPONSORED BY CHESEBROUGH (Vaseline Products)

SIXTH CONSECUTIVE YEAR

— CBS —

RADIO'S NEWSMEN ABROAD

By Lowell Thomas
President, Overseas Press Club

NEWEST in the world of news is the microphone journalist who broadcasts to us from foreign countries—often from war zones nowadays. He does a highly specialized job, giving spot news that is flashed with the instantaneous transmission of wireless. He becomes increasingly important in the business of getting the news to the radio public. Some of the most notable of recent broadcasts have come from the radio foreign correspondents—like Cecil Brown's reports from battle zones in the war with Japan.

New personalities are emerging. The field is one in which voices and names appear and are established rapidly. Take the case of Larry LeSeuer. Several years ago Larry worked for the United Press, in charge of their radio department. Then suddenly he was in England and talking on the air. He got some good breaks, and now has returned as a well known radio correspondent.

Overseas Press Club

I happen to be president of the Overseas Press Club, an association of journalists, both newspaper and radio, who have served abroad. This enables me to see a good deal of the radio foreign correspondent, and I find him a distinctly interesting personality. He has the qualities of a newspaper man, plus the practiced ability to speak, which even the best of newspapermen do not always have. The Overseas Press Club gives weekly luncheons at which outstanding figures appear, and relate points of inside information. When the radio correspondent gets up and talks is when you appreciate his practiced speech.

The prominence of broadcasting from foreign parts is an inevitable sequence to the development of the mechanical facilities of transmitting programs from overseas. When the engineers got their equipment to the point that broadcasts from foreign countries were something you could count on to be received satisfactorily, the newsman over there quite naturally stepped to the microphone as a regular thing.

Foreign news broadcasting has followed the same pattern as news broadcasting in general. As soon as the radio became a going mechanism, who should

go promptly on the air but our old friend the newspaper man. This I remember only too well—having been one of the early birds myself, when I succeeded Floyd Gibbons, who made the first spectacular success as a news broadcaster.

Early Uncertainty

We were not so sure then how long the news personality thing would last. I remember how, when I broke in on radio going on 13 years ago, I figured I might continue on the air for a couple of years—if lucky. I thought that after a time people would grow tired of hearing the same voice.

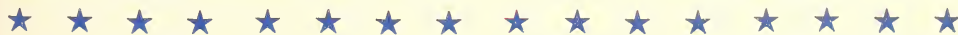
It happened, too, that I was an early bird in broadcasting from overseas. In 1937 I went to Europe to give a radio account of the Coronation of King George the Sixth. While over there I made several broadcasts to America—from England, from Paris, from Rome. One program was from the ship going over, and that one turned out badly. As a guest speaker on the broadcast I had Webb Miller, the famous London correspondent of the United Press. Webb was speaking his part—then suddenly stopped, turned to me and said, "I think we're off the air." And so we were. I found out later that the reception in New York was so bad that we were cut off. Some sort of magnetic storm was cutting up, and we could hardly be heard from mid-Atlantic.

That program went haywire, but the others from Europe were transmitted without a hitch. The reception was excellent—particularly in the case of the Coronation.

The way was open for the coming of the radio foreign correspondent, the regular performers like Shirer, the occasional speakers like Quentin Reynolds.

Further Development

The equipment for overseas radio programs continues to improve, and that means an increasing vogue of news talks from foreign countries. The man follows the machine in this mechanical era of ours. We can, I think, look forward to large new developments of such things as broadcasts from actual scenes of fighting, the flashing to us of war events as they happen. New news personalities are sure to emerge out of this.



JOAN BROOKS

"First Lady of the Blue"

BLUE network
New York

ED EAST and POLLY

"They really sell" New York

PATSY CAMPBELL

Ingenue and Comedienne

"Ethel" on CBS's Damon Runyon
"Joe and Ethel Turp" program—
"Taffy Tucker" on the BLUE's
"Terry and the Pirates."
New York LEx. 2-1100

BURT BOYAR

Juvenile

"Dexter" (second lead) on the CBS
"Meet Corliss Archer" program
"More than 100 radio performances"
New York LEx. 2-1100

STUART (STEVE) BRODY

Older juvenile and straight leads
Singer

Three years of radio experience
(Honorable discharge from the
Army)

New York LEx. 2-1100

BEN PRATT

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PERSONAL PUBLICITY

"Uncle Sam's Favorite Daughters"

**VI and VILMA
VERNOR**

"The Victory Twins"

NBC—New York

HOWARD PETRIE

Announcer

DAVIS MEMORIAL AWARD FOR
1942

"Everything Goes," "Mary Marlin,"
"Abie's Irish Rose," etc.
NBC New York

BOB SHAW

Writer

Radio—stage—screen

"Front Page Farrell" on NBC
PL. 3-1193

JEAN SINCERE

Ingenue and young lead

In "ARSENIC AND OLD LACE"
On accredited casting lists of net-
works and agencies.

New York
MU. 2-8060 CI. 6-3082

W H O
is

CORAL TEMPEST???????

New York CI. 6-3082

ANGLO-AMERICAN INNOVATIONS

By *Lindsay Wellington*

North American Director of the British Broadcasting Corp.

THE complete realignment of the United States broadcasting industry to the needs of total war in 1942 had a great effect on the BBC's programs for United States listeners. The BBC has been on a war basis since September 3rd, 1939, and its programs to the Empire and the world have reflected that fact. But, in 1942, the increasing liaison between British and American radio, apparent in the ever-widening scope of the arrangements for rebroadcast of BBC programs, drew the BBC directly into this situation in the United States. The BBC was presented with an opportunity to serve the common interest which it warmly welcomed. Now, at the conclusion of an exciting and stimulating year as our New York office has ever known, in which we have formed close friendships with many officials in the American broadcasting industry, we feel more strongly than ever that this mutual cooperation will yield increasing returns as time goes on.

Technical Problems

Rebroadcasting from the BBC short-wave frequencies was comparatively new in 1942 and it presented numerous technical difficulties. It would be foolish to say that all of them have been solved. The question of timing for instance, arranged on occasion over 4,500 miles of land and water, held innumerable headaches for the unwary. It is a tribute to the skill and ingenuity of all concerned that commonly now, one hears the phrase "Come In, London" and the answering "This Is London Calling" as smoothly cued as though both broadcasters were in adjacent rooms.

Naturally enough, news was the item first carried widely in the United States but long before the first American troops landed in Northern Ireland, feature programs were attracting an audience through rebroadcasts. In fact, "The Weekly Visit to the American Eagle

Club," the first of the regular servicemen's programs from the British Isles, was placed with the Mutual Broadcasting System before American troops had settled in their new camps and could give their attention to telling the folks at home how they were making out in this new country through the program, "The Stars and Stripes in Britain." Rebroadcasts of "Answering You" on the Mutual Broadcasting System antedated both of these by almost a year.

All of these programs are produced by the BBC in its studios, and with the help of recording vans traveling throughout the British Isles, under handicaps severe enough to discourage all but the stoutest devotees of radio as a means of mass communication. The experience gained was invaluable as the demand from all sides increased for War Service programs which would help expand knowledge and understanding by means of the hard realities of fact and information. BBC participation in American program scheduling branched out and now includes independent radio stations as well as the major networks. During the past year, the Blue Network, the Mutual Broadcasting System and the National Broadcasting Company have all carried at least one series of feature programs conceived and created in the BBC studios. We confidently look forward during 1943 to increasing and welcome calls on our time and energy. As we write this, the Columbia Broadcasting System has arranged with the BBC for an exchange series of broadcasts to be heard in each country, produced alternately in New York and London. The series began in February.

Increase in Programming

In December, 1941, the BBC noted 143 standard wave-length stations in the United States as carrying one or more of its programs during the month, and

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

B E N N Y



G O O D M A N

"The POWERS GIRL"

(United Artists)

Columbia Records

★

Exclusive Management

MUSIC CORPORATION OF AMERICA

★

Personal Management: Harry Weinstein, 1619 Broadway, N. Y. C.

the time given to these programs was 196 hours. In December, 1942, the number of stations carrying BBC programs regularly had grown to 214 and had reached out beyond the borders of the continental United States, to Hawaii and Puerto Rico. The total number of hours allocated to these programs during that month was 357; the equivalent of 14 days of continuous rebroadcasting. During 1942 the BBC originated more than 1,200 separate programs which were heard by citizens of the United States and its possessions, through the medium of short-wave, beam telephone and delayed rebroadcasts.

Certainly, one of the most important factors in this rapid and wholesome growth has been the imagination and daring of American broadcasters. They quickly saw the opportunity to dramatize the problems of the war to the citizen on the home front. One illustration of the many at hand will suffice to show how flexible and telling is such dramatization. Not long ago the BBC was requested by an imaginative broadcaster in an industrial Massachusetts town to aid it in stimulating a bond rally which was to be broadcast. The BBC arranged for a United States serviceman from that area, now stationed in Britain, to participate in the program and to key his remarks closely to the American portion of the broadcast. Interviewed by a BBC producer, his greetings to family and friends and description of the thoughts and feelings of himself and other servicemen from that area, also stationed in Britain, were exactly suited to the occasion. The success of the program was attested to by both the station manager and a local administrator of the Treasury Department War Savings Staff. To quote from the letter received by the BBC from the latter, "The pick-up from England was particularly good, both as to clarity and subject matter and it aroused a tremendous amount of interest here in town and has resulted in a real spurt of War Bond purchases throughout the plants. . . ." If we select this one from many expressions of ap-

preciation, it is because it tells in such short space the whole story of what we believe is our purpose.

Broadcasts to Britain

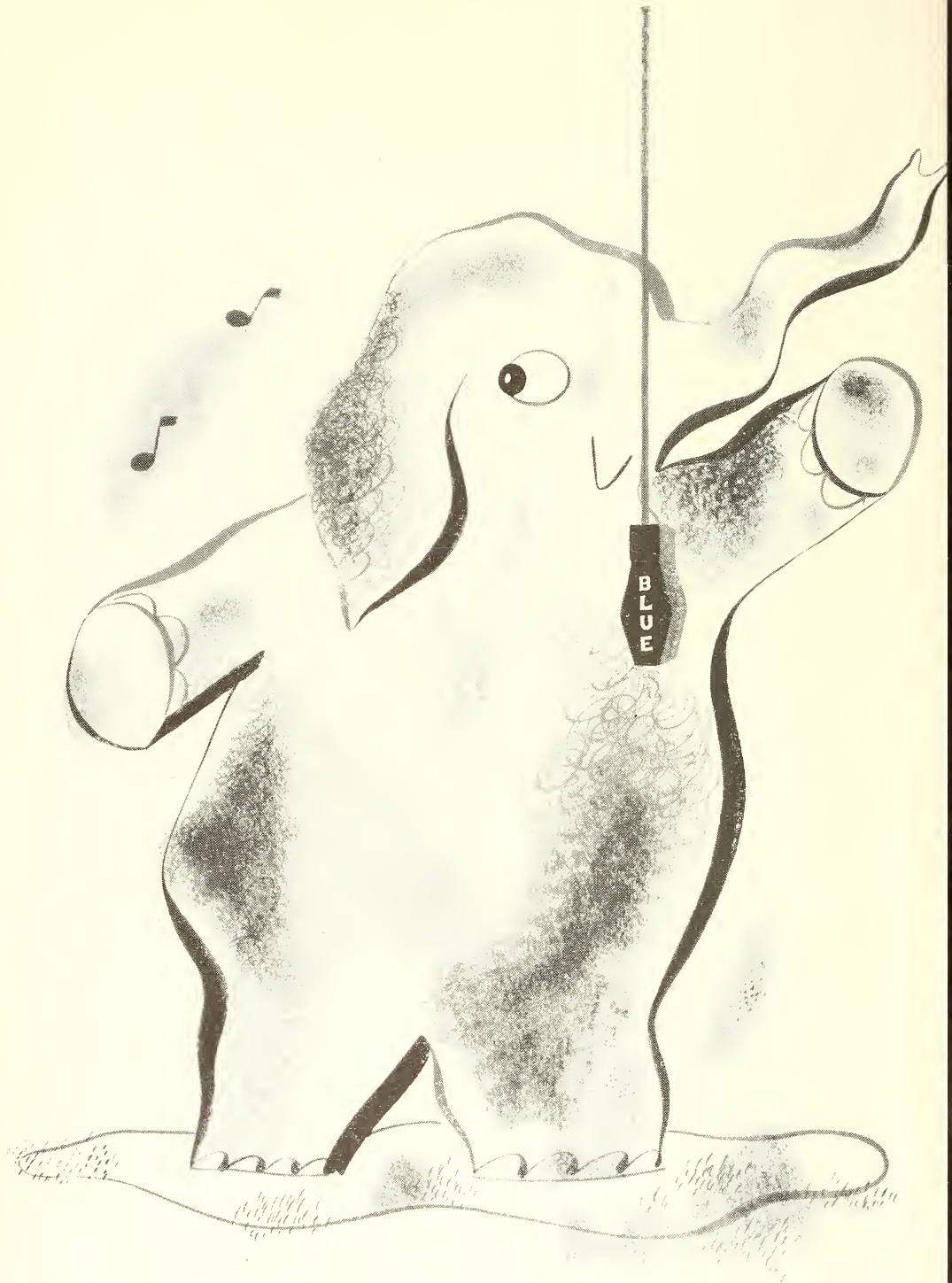
No tabulation of the past year's work would be complete without some mention of the BBC's clearance of programs for its own domestic network and its short-wave and medium wave transmitters to the European continent. The latter are cleared through the Office of War Information while the BBC arranges for clearance of the former. News reports, commentaries on important events in the United States, dramatic programs produced by the BBC staff in the United States as well as programs adapted from American domestic radio, are welcomed by the British listener and are regularly scheduled on the BBC's domestic wavelengths. Here again, a new and hitherto unconsidered technique of communication has come into being through hard work and imaginative reaction to the situation.

CBC Cooperation

An important factor in the development of the whole technique of rebroadcasting has been the cooperation of the Canadian Broadcasting Corporation. Many of the difficulties which confronted the BBC in this mode of operation were first explored and suggestions made, looking to their solution by the CBC in the period prior to 1940. In addition, the CBC made available some of its best radio producers and newsmen who were immensely helpful in the first months following the declaration of war. Some of them are still doing yeoman work in London.

As we look forward to the year 1943, the possibilities for further development appear excellent. None of the fields of mutual cooperation have been fully exploited and admittedly much remains to be done. But we can look to the future confident that the problems which will arise will be met as boldly and solved as ably as they have been in the year past. The BBC stands ready to do its part.





people are different from elephants!

Unlike elephants, people *forget* better than they do most anything. They forget names and faces, telephone numbers and appointments. They forget *brand names* too. Just ask the manufacturers who stopped their advertising during the last war.

There's nothing like radio to keep the public mindful of your product. That's one of the big reasons why so many far-sighted advertisers, whose production is curtailed or diverted to war purposes, are staying on the air without interruption. They realize that while radio has *sold goods* with unequalled efficiency and economy in recent years, it has never lost its original virtue—that it *builds good will*.

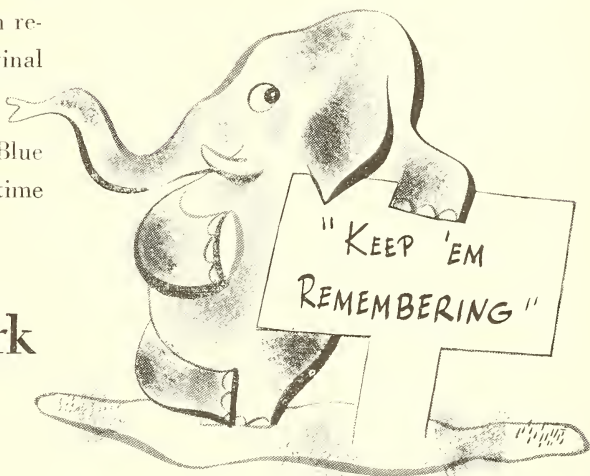
"Keeping 'em remembering" on the Blue makes mighty good sense in our wartime

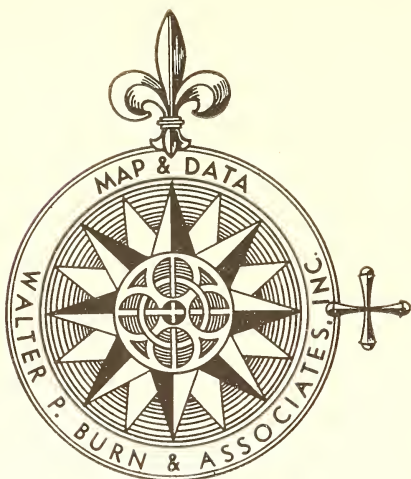
economy. The Blue gives you national coverage at the lowest price of any medium entering the home—costs, in fact, from 11% to 35% less per thousand listeners than major network competition.

Whether you're after new markets, defending old ones, or merely protecting your brand name, talk over your problem with a Blue Network salesman. You'll find *it's easy to do business with the Blue!*

Blue Network Company
A Radio Corporation of America Service

the **blue** network





WHEN YOU NEED . . .

- ACCEPTED COVERAGE BROCHURES
- SINGLE SHEET MAPS
- VISUAL PRESENTATIONS
- SURVEYS
- MARKET RESEARCH

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WALTER P. BURN AND ASSOCIATES, INC.

7 WEST 44th STREET
NEW YORK, NEW YORK

INTER-AMERICAN BROADCASTING

By *Don Francisco*

Director, Radio Division, Office of Coordinator of Inter-American Affairs

THE past year has recorded a number of interesting developments in Inter-American broadcasting especially insofar as the situation applies to the broadcasting activities from the United States to the other American republics.

Chief among these newer developments has been, of course, the coordination of shortwave broadcasting coincident with the government taking over supervision of all shortwave facilities in November of 1942. Under this arrangement the Office of War Information and the Office of Coordinator of Inter-American Affairs are apportioned the entire broadcasting time of U. S. shortwave stations for dissemination of radio material to foreign areas, with the Coordinator's Office supervising broadcasting to Latin America.

Spirited Network Co-Op

At this point it would be well to recognize fully the spirit of cooperation with which the U. S. Networks have entered into the Inter-American phase of broadcasting. They furnish their production and transmission facilities for a bulk of the broadcasting both going from this country to Latin America and from Latin America to the United States. In this connection also the U. S. shortwave station operators generally have demonstrated their patriotic cooperation in turning over to the government agencies operating control of their stations for the duration.

The first effect of the changeover as it applies to Latin American broadcasting has been the intensification of coverage through coordination of the country's available shortwave transmitters. At present an average of 32 hours daily of program material is broadcast over 11 transmitters broadcasting in Spanish, two in Portuguese, and two in English, all directed on Latin America.

Latin America Coverage

Under the system two pairs of trans-

mitters, one pair fed by programs originating at CBS and another by programs originating at NBC are beamed simultaneously on the eastern Spanish speaking countries of South America, broadcasting to Venezuela, Bolivia, Argentina, Paraguay and Uruguay. Two other pairs of transmitters, one fed from NBC and another from CBS are broadcasting to the Western Spanish speaking countries including Columbia, Ecuador, Peru and Chile. Two additional pairs of transmitters divided between NBC and CBS are beamed on Mexico and Central America and another single Spanish-programmed station is carrying programs originating at CBS to the Caribbean. The two California transmitters are programmed exclusively in English concentrating on Central America and the Caribbean area but serving generally all Latin America and another two stations broadcast simultaneously to Brazil in the Portuguese language.

Nine New Transmitters

Nine additional transmitters have been projected, some of them actually under construction now. As soon as they are completed they'll be brought into service to supplement the above-mentioned groupings, five to be added to the Spanish groups, two to the Portuguese group and two to the English group.

The past year has also brought, coincident with the integrated shortwave pattern, sharp changes in program material to Latin America, all of which material is under the supervisory control of the Coordinator's Office. This change is particularly emphasized in drama, news and news commentaries.

While the operating structure of the lessee shortwave stations has remained more or less intact, the Office of Inter-American Affairs has become increasingly active in actual program material production. At the present the Office writes, supervises and co-produces weekly, 11 half-hour and two quarter-hour

☆ ☆ *Radio On To Victory* ☆ ☆ ☆

**"THIS IS THE 'MUG' WHAT MAKES THE NOISE
THAT WILL SELL
YOUR PRODUCT**

**TO GIRLS AND BOYS
FROM 1 TO 101..."**



DICK GRANVILLE

"THE GALLOPING DARK HORSE"

**OF THE MUSICAL
MERRY-GO-ROUND**

**3rd
YEAR ON
THE AIR!**

"He chatters between platters
about 'stuff' that matters —
and gives both sponsor and
listener an even break!"

—*RADIO DAILY.*

NOW SELLING FOR SPONSORS OVER

WMBR

The "CBS" station serving

JACKSONVILLE

FLORIDA

dramatic programs, 12 quarter-hour news commentaries and two half-hour music programs.

40,000 Words Of News Daily

The Press Division of the Coordinator's Office is now preparing and teletyping to the various station alignments 40,000 words daily of news and news commentary in three languages. News broadcasts are prepared for Latin American broadcasts on the hour or half-hour beginning late in the afternoon and continuing past midnight. These are the hours during which the U. S. transmitters are beamed to the other American republics. The hours from early morning until late afternoon are utilized by the OWI for broadcasting to Europe, Africa and the Far East. The OWI and CIAA make full use of one another's news material.

Dramatic Programs

The dramatic programs, starting off with a single weekly show last January, have grown to network production proportions during the past 12 months. As indicated, the Radio Division is now writing, supervising and co-producing 11 half-hour and two quarter-hour dramatic programs weekly for shortwave. In addition the Radio Division is highly active in transcription transmission, sending down last year a large variety of transcribed series to Latin American stations for scheduled local broadcasting.

To insure full coverage for the short-wave feature programs a majority of them are picked up by Latin American stations and rebroadcast locally by long wave. Some of the programs are broadcast thus locally over networks ranging from 35 to 65 stations representing every American republic.

U. S. Radio Fieldmen

A little known gesture of U. S. radio's good will toward Latin American radio has been the corps of radio fieldmen sent down to cooperate with station operators of the other Americas in introducing modernized production methods. To date seven of these men have been stationed throughout the whole of Latin America and have received warm-hearted wel-

comes from station operators wherever they've visited. The men were chosen for their thorough radio background in writing, directing and producing as well as the necessary ability to write and converse in Spanish and/or Portuguese.

The past year in Inter-American radio has also brought increased attention to the accepted U. S. radio theory that international broadcasting isn't a one-way street. In the past year, for instance, more than 250 programs have been picked up from Latin American countries and broadcast in the United States, for the most part on a coast-to-coast basis. An impetus to this Latin America-to-U. S. broadcasting was given early in 1942 when all major U. S. networks sent representatives to the Rio Conference. Daily during the conference the network representatives broadcast programs to this country, not only outlining in detail the day's activities but usually presenting, in person, outstanding delegates and observers. As a matter of fact these programs, recorded, have added substantially to the permanent documentation of that historic parley.

Educational Features

The past year has, too, found U. S. radio particularly active in domestic broadcasts of programs explaining to North Americans the customs, traditions, culture, etc. of their Latin American neighbors. According to a recent compilation by the CIAA Radio Division, the Office arranged, last year, 117 programs for approximately 850 U. S. stations. In that period more than 1800 individual programs dealing with Latin America were produced over the four major networks. These figures represent an enormous increase over the previous 12-month period and indicate an increasing appetite on the part of U. S. radio listeners for Latin American information and for entertainment from the good neighbor republics.

That increased mutual interest of the peoples of all the Americas in one another's affairs and well being is, in our opinion, the most encouraging item in all Inter-American broadcasting in the past year.



IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

WAAT (N. Y. Office)	Circle	5-5780
WABC	Wickersham	2-2000
WBBR	MAIN	4-9735
WBNX	MELrose	5-0333
WBYN	BRYant	9-3775
WCAU (N. Y. Office)	Wickersham	2-2000
WEAF	Circle	7-8300
WEVD	BRYant	9-2360
WGN (N. Y. Office)	MURray Hill	2-3033
WHN	BRYant	9-7841
WHOM	PLaza	3-4204
WIBX (N. Y. Office)	PLaza	8-0066
WINS	BRYant	9-6000
WJZ	Circle	7-5700
WLIB	INGersol	2-1300
WMCA	Circle	6-2200
WNBF (N. Y. Office)	MURray Hill	2-5767
WNEW	PLaza	3-3300
WNYC	Worth	2-5600
WOR	PENnsylvania	6-8600
WOV	Circle	5-7979
WPAT (N. Y. Office)	LONGacre	5-2811
WQXR	Circle	5-5566
WRUL (N. Y. Office)	Circle	7-3993
WWRL	NEwtown	9-3300

National Networks

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

Station Representatives

John Blair & Co.	MURray Hill	9-6084
Blue Network Co.	Circle	7-5700
The Branham Co.	MURray Hill	6-1860
British Broadcasting Corp.	Circle	7-0656
Burn-Smith Co.	MURray Hill	2-3124
Capper Publications, Inc.	MOhawk	4-3280
Cox & Tanz.	MURray Hill	2-8284
The Foreman Co.	ELdorado	5-0174
Forjoe & Co.	VANderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4131
Headley-Reed Co.	MURray Hill	3-5470
George P. Hollingberry Co.	MURray Hill	3-9447
The Katz Agency	WISconsin	7-8620
Joseph Hershey McGillyra	MURray Hill	2-8755
J. P. McKinney	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co.	MURray Hill	2-4401
Radio Advertising Corp.	MURray Hill	2-2170
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	LEXington	2-1280
Paul H. Raymer Co.	MURray Hill	2-8690
Reynolds-Fitzgerald, Inc.	ELdorado	5-7020
Sears & Ayer	ASHland	4-6598
Spot Sales, Inc.	ELdorado	5-5040
Weed & Co.	VANderbilt	6-4542
The Walker Co.	MURray Hill	2-0374
Howard A. Wilson Co.	MURray Hill	6-1230

Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Circle	6-9300

Blackett-Sample-Hummert, Inc.	Wickersham	2-2700
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
The Caples Co.	LEXington	2-0850
Compton Advertising Inc.	Circle	6-2800
D'Arcy Advertising Co.	ELdorado	5-5435
Donahue & Coe, Inc.	COLUMbus	5-4252
Doremus & Co.	REctor	2-1600
Sherman & Ellis Co.	PLaza	5-7711
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Guenther Law, Inc.	CORTland	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	Circle	5-4485
M. H. Hackett, Inc.	Circle	6-1950
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Ivey & Ellington, Inc.	MURray Hill	3-5680
H. W. Kastor & Sons Advertising Co.	COLUMbus	5-6135

Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	PLaza	3-0700
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Knox Reeves, Advertising, Inc.	MURray Hill	4-3982
Arthur Kudner, Inc.	Circle	6-3200
Lambert & Feasley, Inc.	COLUMbus	5-3721
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Lord & Thomas	Wickersham	2-6600
Marschalk & Pratt, Inc.	VANderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright	COLUMbus	5-2058
C. L. Miller Co.	MURray Hill	2-1010
Morse International, Inc.	LEXington	2-6727
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan, Inc.	PLaza	5-1500
Charles Dallas Reach Co.	VANderbilt	6-5924
Redfield-Johnstone, Inc.	PLaza	3-6121
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Russel M. Seeds Co.	Circle	6-1382
Stack-Goble Advertising Co.	PLaza	3-7444
Street & Finney	BRYant	9-2400
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Dawson	ASHland	4-1690
Warwick & Legler	MURray Hill	6-8585
Ward Wheelock Co.	PLaza	3-7120
Young & Rubicam, Inc.	ASHland	4-8400

Publications

Advertising Age	BRYant	9-6432
Advertising & Selling	CAledonia	5-9770
The Billboard	MEdallion	3-1616
Broadcasting and Broadcasting Advertising	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 Guide	MURray Hill	2-4690
Radio Retailing	MEdallion	3-0700
Radio Retailing—Today	PLaza	3-1340
Radio & Television Weekly	WALKER	5-2576
Sales Management	MOhawk	4-1760

Standard Advertising Register	MEadillon	3-5850
Tide	AShland	4-3390
Tune-In	Clrcle	5-8425
Variety	BRyant	9-8153

News Agencies and Associations

Associated Press	Clrcle	6-4111
International News Service	MURray Hill	2-0131
Press Association, Inc.	Clrcle	7-1357
Radio News Association	MURray Hill	2-4053
Reuters	Clrcle	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.	Clrcle	6-4224
Herman Bernie	COLUMbus	5-6647
Columbia Concerts Corp.	Clrcle	7-6900
Consolidated Radio Artists, Inc.	COLUMbus	5-3580
Wallace Downey, Inc.	Clrcle	6-4684
Evans & Salter	Clrcle	7-6900
Fanchon & Marco	Clrcle	7-5630
Moe Gale	LONGacre	3-6111
General Amusement Corp.	Clrcle	7-7550
William Gernannt	VANDerbilt	6-1750
Don Haynes	Clrcle	6-8520
Hesse & McCaffrey	ELdorado	5-1076
Estella Karn	VANDerbilt	6-3860
Bob Kerr	Clrcle	7-5857
Mark Leddy	BRyant	9-1631
Ben B. Lipset, Inc.	CHickering	4-2466
A. & S. Lyons, Inc.	PLaza	3-5181
Management Corp. of America	WICKersham	2-8900
A. T. Michaud	Clrcle	5-5480
Mills Artists, Inc.	Clrcle	6-1566
William Morris Agency, Inc.	Clrcle	7-2160
Leo Morrison, Inc.	Clrcle	7-6413
Music Corporation of America	WICKersham	2-8900
National Concerts & Artists Corp.	PLaza	3-0820
James Peppe	Clrcle	3-2636
Myron Selznick Co. of N. Y.	PLaza	7-6201
Roy Wilson (Wilson, Powell & Hayward)	PLaza	5-5480
Ed Wolf & Associates	Clrcle	7-4885

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.	BRyant	9-1176
Advertisers Recording Service	Clrcle	6-0141
Air Features, Inc.	WICKersham	2-0077
American Institute of Food Products	BOWling Green	9-9188
Arts Recording Studios & Recording Co.	PLaza	8-0407
Asch Recording Studios	BRyant	9-3137
Associated Music Publishers, Inc.	BRyant	9-0847
Audio-Scriptions, Inc.	Clrcle	7-7690
Basch Radio Productions	MURray Hill	2-8877
Broadcasting Program Service	BRyant	9-4324
Ted Collins	Clrcle	7-0094
Columbia Recording Corp.	Clrcle	5-7300
Decca Records, Inc.	COLUMbus	5-2300
Federal Transcribed Programs, Inc.	CAledonia	5-7530
Allen A. Funt Radio Productions	MURray Hill	4-6148
General Sound Corp.	PLaza	3-3015
H. S. Goodman	WICKersham	2-3338
Kent-Johnson, Inc.	PLaza	3-7246
Kermit-Raymond Corp.	ELdorado	5-5511
Langlois & Wentworth	ELdorado	5-1620
Phillips H. Lord, Inc.	WICKersham	2-2211
Charles Michelson	MURray Hill	2-3376
Management Corp. of America	WICKersham	2-8900
Miller Broadcasting System, Inc.	Clrcle	6-0141
C. D. Morris Associates	PLaza	3-4144
Muzak Transcriptions, Inc.	BRyant	9-1247
NBC Radio-Recording Division	Clrcle	7-5700
Lilian Okun, Inc.	COLUMbus	5-0600
Radio Events, Inc.	MURray Hill	6-3487
RCA Manufacturing Co.	AShland	4-7605
Lewis Reid	BRyant	9-6121
Rockhill Radio Productions	ELdorado	5-1860
Bernard L. Schubert, Inc.	PLaza	8-0771
Henry Souvaine, Inc.	Clrcle	7-5666
Shafner-Waible Radio Productions	ELdorado	5-2372
Standard Radio	BRyant	9-4324

Star Radio Programs	PLaza	3-4991
Transamerican Broadcasting & Television Corp.	PLaza	5-9800
Transcribed Radio Shows, Inc.	LONGacre	5-3440
Tyro Productions	COLUMbus	5-3737
Victor Recording Laboratory	MURray Hill	4-6200
Roger White	MURray Hill	2-1010
Wolf Associates	Clrcle	7-4885
World Broadcasting System	WICKersham	2-2100
F. W. Ziv, Inc.	PLaza	3-4147

Organizations, Unions and Government Agencies

Actors' Equity	BRyant	9-3550
Advertising Club	CAledonia	5-1810
Advertising Federation of America	BRyant	9-0430
Air Corps Public Relations Agencies	REctor	2-3400
American Association of Advertising Agencies	LEXington	2-7980
American Communications Association	BOWling Green	9-3006
American Federation of Musicians	PENnsylvania	6-2545
American Federation of Radio Artists	VANDerbilt	6-1810
American Newspaper Publishers Association	CAledonia	5-2000
Army U. S., Information Service	WORTH	2-1882
ASCAP	COLUMbus	5-7464
American Television Society	CAledonia	5-7430
Associated Actors & Artists of America	BRyant	9-3550
Association of National Advertisers	BRyant	9-6330
Broadcast Music, Inc.	PENnsylvania	6-5466
Bureau of Public Inquiries (OEM)	VANDerbilt	6-4224
Coordinator of Inter-American Affairs (Rockefeller Committee)	MURray Hill	3-6805
Employment Service, U. S.	MURray Hill	2-1530
FM Broadcasters, Inc.	CHelsea	3-5657
Federal Communications Comm.	CAnal	6-4000
Federal Trade Commission	WHitehall	3-8000
Institute of Radio Engineers	MEadillon	3-5661
Music Publishers' Protective Association	Clrcle	6-3084
National Association of Performing Artists	Clrcle	7-8194
National Independent Broadcasters	Clrcle	7-8300
National Labor Relations Board	HANover	2-4174
National War Labor Board	MURray Hill	3-6805
OWI Domestic Radio Bureau	MURray Hill	3-6805
Professional Music Men, Inc.	COLUMbus	5-7362
Radio Club of America	LONGacre	5-6622
Selective Service System	MURray Hill	2-6900
SESAC	BRyant	9-3223
Social Security Board	BRyant	9-6660
Society of Jewish Composers, Publishers and Song Writers	LONGacre	5-9124
Songwriters' Protective Association	COLUMbus	5-3758
U. S. Navy, Radio Section	BRyant	9-1710
War Manpower Comm.	MURray Hill	3-6805
War Production Board	MURray Hill	3-6805
War Savings Staff	Clrcle	6-3-1000
Women's National Radio Committee	Clrcle	7-4110
Writers' War Board	MURray Hill	3-6805

Hotels

Algonquin	MURray Hill	2-0101
Ambassador	WICKersham	2-1000
Astor	Clrcle	6-6000
Billmore	MURray Hill	9-7920
Commodore	MURray Hill	6-6000
Edison	Clrcle	6-5000
Lincoln	Clrcle	6-4500
Lombardy	PLaza	3-8600
New Yorker	MEadillon	3-1000
New Weston	PLaza	3-4800
Park Central	Clrcle	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	Clrcle	7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	FAirfax	2121
KFAC	Flitzroy	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	BRadshaw	2-4411
KMTR	HILLside	1161
KNX	HOLlywood	1212
KPAS (Pasadena)	RYan 1-6991	
KRKC	TUcker	7111
KRKC	TUcker	7111
KWKW (Pasadena)	RYan 1-6744	
XELO (L. A. Office)	MAdison	6272
XEMO-XERB (L. A. Office)	PRospect	9136

Networks

Blue Network Co.	HILLside	8231
Columbia Broadcasting System	HOLlywood	1212
Between 10 P.M. and 8:30 A.M.	HOLlywood	7052
Don Lee Broadcasting System	HOLlywood	8111
Keystone Broadcasting System	HEmpstead	0460
Mutual Broadcasting System	HOLlywood	8111
National Broadcasting Co.	HOLlywood	6161

Station Representatives

Walter Biddick Co.	Richmond	6184
John Blair & Co.	PRospect	3584
The Branham Co.	MIchigan	1269
Free & Peters, Inc.	GLadstone	3949
George P. Hollinbery Co.	VAN Dyke	7386
Joseph Hershey McGillyvra	PRospect	5319
National Broadcasting Co.	HOLlywood	6161
Edward Petry & Co.	MIchigan	8729
Ralph L. Power	MAdison	5617
Radio Advertising Corp.	VAN Dyke	1901
Radio Sales	HOLlywood	1212
William G. Rambeau Co.	GRanite	3636
Paul H. Raymer Co.	VANdike	1901
Reynolds-Fitzgerald, Inc.	VAN Dyke	7776
The Walker Co.	GRanite	1726
Howard H. Wilson Co.	GRanite	1726
Weed & Co.	GRanite	3658

Advertising Agencies

Alber R. H. Company	PRospect	3331
Batten, Barton, Durstine & Osborn	HOLlywood	7337
Benton & Bowles Inc.	HILLside	9151
Botsford, Constantine & Gardner	PRospect	0205
Brisacher, Davis & Staff	PRospect	9368
Buchanan & Company, Inc.	MUtual	6316
The Caples Co.	MUtual	4143
Erwin, Wasey & Company	PRospect	5317
Glasser-Gailey & Co.	Flitzroy	2141

Hillman-Shane-Breyer, Inc.	VAN Dyke	5111
Hixson-O'Donnell Advertising	MUtual	8331
Jaffe & Jaffe	Flitzroy	3104
W. C. Jeffries Co.	WALnut	8824
H. W. Kastor & Sons Adv. Co.	MIchigan	6636
William L. Lawrence	HEmpstead	9276
Lockwood-Shackelford Adv. Co.	TRinity	9801
Lord & Thomas	MIchigan	7651
Lord & Thomas (Hollywood)	HOLlywood	6265
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	MUtual	2141
McKee & Albright, Inc.	HOLlywood	8363
Miner, Dan B.	RIchmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Elwood J. Robinson Adv. Agy.	MUtual	1142
Ruthrauff & Kyan Inc.	HILLside	7593
Schoits Advertising Service	MIchigan	2396
Russel M. Seeds Co.	GRanite	4185
Barton A. Stebbins Advertising Agency	TRinity	8821
Thompson, J. Walter Co.	HILLside	7241
R. W. Webster	TRinity	2153
Ward Wheelock Co.	HILLside	0191
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam Inc.	HOLlywood	2734

Program Producers and Transcription and Recording Companies

Allied Record Mfg. Co.	HOLlywood	5107
Walter Biddick Co.	RIchmond	6184
Cherrier, Alexandre, Voice & Recording Studios	EXposition	7722
Columbia Recording Corp.	GRanite	4134
Cruger Radio Productions	HEmpstead	8254
Patrick Michael Cuning	HILLside	5915
Decca Recording Division	HOLlywood	5191
Eccles Disc Recordings	HILLside	8351
Educational Recorders, Inc.	SYcamore 6-1441	
Electro-Vox Recording Studios	GLadstone	2189
Fidelity Recordings	HILLside	9718
Tay Garnett Enterprises	HOLlywood	2254
Grace Gibson	HILLside	2030
Hollywood Music Recording Studios	HEmpstead	5407
Hollywood Radio Playhouse	HILLside	7296
International Artists, Inc.	HOLlywood	9718
International Recording Studio	HOLlywood	7391
Jewish-International Broadcasting Hour	WHITney	8702
Keystone Broadcasting System, Inc.	HEmpstead	0460
C. P. MacGregor	Flitzroy	4191
Fred C. Mertens & Associates	DRexel	9031
Miller Radiofilm Corp.	BRadshaw 2-1233	
Raymond R. Morgan Co.	HEmpstead	4194
Music City Glenn Wallichs	HOLlywood	8211
Music Corporation of America	BRadshaw 2-3211	
NBC Radio-Recording Division	HOLlywood	6161
George Logan Price, Inc.	Federal	7372
Radio Producers of Hollywood	HOLlywood	6506
Radio Recorders, Inc.	HOLlywood	3917
Radio Transcriptions Co. of America	HOLlywood	3545
RCA Manufacturing Co.	HILLside	5171
Rec-Art Studios	PRospect	9232
Record-O-Shers Recording Studios	GLadstone	0517
Edward Sloman Productions	CRestview 1-2242	
Standard Radio, Inc.	HILLside	0188
World Broadcasting System	HOLlywood	6321

Radio Artists Agencies

American Federation of Radio Artists	Hillside	5121
Berg-Allenberg	CRestview	5-3131
Myrt Blum Associates	CRestview	6-7071
Consolidated Radio Service	Gladstone	1929
Everett N. Crosby, Ltd.	CRestview	1-1171
Ken Dolan & Co.	CRestview	1-9185
Margaret Ettinger	Hillside	2141
Feldman-Blum	CRestview	1-5222
Tom Fisdale, Inc.	HOLLYWOOD	7363
Earle Ferris Associates	HOLLYWOOD	7111
George Frank, Inc.	Hillside	3188
Bruce Gear, Inc.	CRestview	6-6466
General Amusement Corp.	CRestview	1-8101
Morris Agency, Wil.iam	CRestview	1-6161
Nat Goldstone	CRestview	6-1071
George Gruskin	CRestview	1-6161
Mitchell Hamilburg	Hillside	6125
Hayward-Deverich, Inc.	CRestview	1-5151
M. C. Levee	Gladstone	3115
A. & S. Lyons, Inc.	CRestview	1-6131
MCA Artists, Ltd.	CRestview	6-2001
National Concert & Artists Corp.	CRestview	1-7121
Orsatti Agcy	CRestview	6-1008
Art Rush	CRestview	1-2165
Salkow Agcy.	CRestview	1-9134
James Saphier	HOLLYWOOD	7211
Myron Selznick & Co., Inc.	CRestview	1-9171
Edward Sherman Agcy.	CRestview	5-0186

Publications

Broadcasting & Broadcast Advertising	Gladstone	7353
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RADIO DAILY	GRanite	6607
Radio Life	Hempstead	2025
Variety	Hollywood	1141

Air Lines

American Airlines	TRinity	7251
Grand Central Air Terminal	CHapman	5-1222
Los Angeles Municipal Airport	ORchard	7-6171
Pan American Airways	MIchigan	2121
TWA	MIchigan	8881
Union Air Terminal	CHARleston	6-7421
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	1-8131
Biltmore Hotel	MIchigan	1011
Christie Hotel	HOLLYWOOD	2241
Del Monte (L. A. Offices)	TRinity	3671
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

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

Federal Departments and Agencies

White House	NAtional	1414
State Department	REpublic	5600
Treasury Department	NAtional	6400
War Department	REpublic	6700
Justice Department	REpublic	8200
Post Office Department	DIstrict	5360
Navy Department	REpublic	7400
Interior Department (Office of Education)	REpublic	1820
Agriculture Department	REpublic	4142
Commerce Department	DIstrict	2200
Labor Department	EXecutive	2420
Federal Trade Commission	NAtional	8206

FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Selective Service Board	REpublic	5500
War Manpower Commission	EXecutive	4660
War Production Board	REpublic	7500
War Labor Board	REpublic	7500
War Savings Staff, Radio Section	NAtional	6400
Board of Economic Warfare	DIstrict	2200
Securities & Exchange Commission	DIstrict	3633
National Labor Relations Board	NAtional	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	REpublic	6530
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
Coordinator of Inter-American Affairs	REpublic	7500
U. S. District Court (for D. C.)	DIstrict	2854
Capitol (Senate and House)	NAtional	3120
Radio Script & Transcription Exchange, Extension 2225	REpublic	1820
Bureau of Census	DIstrict	2200
Office of Censorship	EXecutive	3800
Office of Government Reports	EXecutive	3300
Office of Emergency Management	REpublic	7500
Office of Civilian Defense	REpublic	7500
Office of Price Administration	REpublic	7500

Non-Governmental

American Red Cross	REpublic	8300
Clear Channel Group	REpublic	3306
National Association of Broadcasters	NAtional	2080
National Independent Broadcasters	REpublic	3607
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAtional	3120
RADIO DAILY	DIstrict	1253
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
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

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

NOW

LT. GARNETT MARKS

U. S. ARMY

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

KSTP (Chicago office)	SUPERior	8659
WAAF	RANDolph	1932
WAIT	STATE	3077
WBBM	WHITEhall	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
WHN (Chicago office)	RANDolph	5254
WIND (Chicago office)	STATE	4176
WJJD	STATE	5466
WJWC	DEARborn	8600
WLS	MONroe	9700
WLW (Chicago office)	STATE	0366
WMAQ	SUPERior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPERior	5072
WOR (Chicago office)	SUPERior	5110
WORL (Chicago office)	CENTral	5035
WSBC	SEELY	8066
WSIC	STATE	1357

National Networks

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

Station Representatives

John Blair & Co.	SUPERior	8659
The Branham Co.	CENTral	5726
Burn-Smith Co.	CENTral	4290
Capper Publications	CENTral	5977
Cox & Tanz.	FRAnklin	2095
The Foreman Co.	DELaware	1869
Forjoe Co.	RANDolph	6225
Free & Peters.	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4687
George P. Hollingsbery	STATE	2898
Hal Holman Co.	RANDolph	6225
The Katz Agency	CENTral	4238
Joseph Hershey McGillivray	SUPERior	3444
J. R. 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	WHITEhall	6000
Radio Advertising Corp.	CENTral	1743
William C. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPERior	4473
Reynolds-Fitzgerald, Inc.	STATE	4294
Sears & Ayer.	SUPERior	8177
Spot Sales, Inc.	DOUGlas	2536
The Walker Co.	STATE	5262
Weed & Co.	RANDolph	7730
Howard H. Wilson Co.	CENTral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANDolph	0830
N. W. Ayer & Son, Inc.	RANDolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPERior	9201
Blackett-Sample-Hummert, Inc.	DEARborn	0900

Buchanan & Co.	SUPERior	3047
Leo Burnett Co.	CENTral	5959
Campbell-Ewald Co.	CENTral	1946
The Caples Co.	SUPERior	6016
Critchfield & Co.	SUPERior	3061
Doremus & Co.	CENTral	9135
Sherman K. Ellis & Co.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANDolph	4952
Albert Frank-Guenther Law, Inc.	DEARborn	8910
Goodkind, Joice & Morgan.	SUPERior	6747
Grant Advertising, Inc.	SUPERior	9054
Henri, Hurst & McDonald, Inc.	SUPERior	3000
H. W. Kastor Advertising Co., Inc.	CENTral	5331
W. E. Long Co.	RANDolph	4605
Lord & Thomas	SUPERior	4800
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, & Borby, Inc.	STATE	5151
Presba, Fellers & Presba.	CENTral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cunningham	HARRison	8490
Ruthrauff & Ryan, Inc.	RANDolph	2625
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	WHITEhall	7725
Young & Rubicam, Inc.	CENTral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENTral	5275
Columbia Recording Corp.	WHITEhall	6000
Decca Records, Inc.	DELaware	8300
Estelle Lutz Artists Bureau	HARRison	3435
Hal R. Makelim Productions	STATE	3472
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.	WHITEhall	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

Press Association, Inc.	STATE	4581
Transradio Press Service	STATE	8091
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

CRESTA BLANCA CARNIVAL

starring

MORTON GOULD



and his **50** piece orchestra

and featuring, as
guest stars, America's
greatest entertainers

PRODUCED FOR
SCHENLEY'S CALIFORNIA
CRESTA BLANCA WINES
MUTUAL NETWORK...
EVERY WEEK

A *Schenley*
PRODUCT

Cresta Blanca Wine Co., Inc.
Livermore, Calif.



COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

CONTINUED FROM PAGE 45

LAW COMMITTEE

The duties of the Law Committee include the furnishing of legal opinions and advice, and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees.

Chairman

CHARLES R. DENNY

General Counsel, Federal
Communications Commission

COL. CONRAD E. SNOW

Chief, Legal Branch, Office of the Chief
Signal Officer, War Department

JOHN E. SHEA

Treasury Department

COMDR. FRANZ O. WILLENBUCHER

Navy Department

RAYMOND T. YINGLING

State Department

LABOR ADVISORY COMMITTEE

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee.

Chairman: Robert J. Watt

Secretary: Paul E. Griffith

Organization

Representative

Alternate

American Federation of Labor Robert J. Watt

Lawson Wimberly, IBEW.

Congress of Industrial

Organizations Joseph P. Selly

Daniel Driesen,
American Communica-

National Federation of Telephone

Workers Paul E. Griffith

tions Association
Joseph A. Beirne

INDUSTRY ADVISORY COMMITTEE

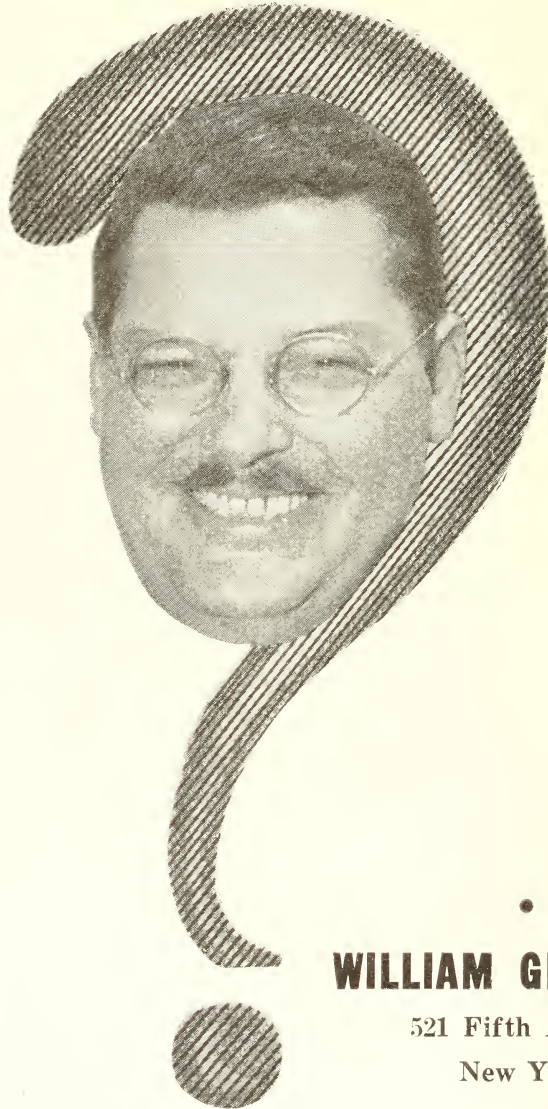
The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee.

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem.

Chairman: Walter S. Gifford

Secretary: Dr. C. B. Jolliffe

PROFESSOR QUIZ



•
WILLIAM GERNANTT

521 Fifth Avenue
New York

• • • BOARD OF WAR COMMUNICATIONS • • •

Organization	Representative	Alternate
American Telephone and Telegraph Company	Walter S. Gifford	Keith S. McHugh
Globe Wireless, Ltd.	Jack Kaufman	Chester Pelmulder
International Telephone and Telegraph Corp.	Col. Sosthenes Behn	Frank W. Phelan (All America Cables and Radio, Inc.)
Postal Telegraph, Inc.	E. F. Chinlund	Ellery W. Stone
Press Wireless, Inc.	Joseph Pierson	
Radio Corporation of America	David Sarnoff	Dr. C. B. Jolliffe
Tropical Radio Telegraph Co.	Wm. E. Beakes	R. V. Howley
U. S. Independent Telephone Assn.	R. A. Phillips (Central Electric & Telephone Co.)	Louis Pitcher
Western Union Telegraph Co.	A. N. Williams	E. R. Shute

AVIATION COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: R. O. Smith

Organization	Representative	Alternate
Aeronautical Radio, Inc.	R. O. Smith	
American Association of Airport Executives	L. M. Rawlins, Jr.,	E. L. Stuhrman
American Export Airlines, Inc.		
American Telephone and Telegraph Company	R. L. Jones	F. A. Cowan
Department of Commerce (Civil Aeronautics Administration)		Eugene Sibley
Federal Communications Commission	George K. Rollins	Seymour Krieger
National Advisory Committee for Aeronautics	Charles H. Helms	
National Federation of Telephone Workers	John J. Moran	
Navy Department	Comdr. A. I. Price	
Pan American Airways System	H. C. Leuteritz	
Postal Telegraph, Inc.	A. F. Connery	
Private Fliers Association, Inc.	Roger Wolfe Kahn	John M. Wells,
State Department	Arthur Lebel	
U. S. Coast Guard	Lt. Comdr. F. A. Leamy	Lt. Comdr. E. K. Rhodes
War Department	Col. Wallace G. Smith	Lt. Col. E. L. White
Department of Commerce (Weather Bureau)	Delbert M. Little	Ivan R. Tannehill
Western Union Telegraph Co.	P. J. Howe	H. M. Saunders

DOMESTIC BROADCASTING COMMITTEE

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experi-

• • • BOARD OF WAR COMMUNICATIONS • • •

mental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration.

Chairman: Neville Miller

Secretary: A. D. Ring

Organization	Representative	Alternate
American Federation of Labor	Lawson Wimberly	Maynard F. Marquardt
American Telephone and Telegraph Company	G. L. Best	H. H. Carter
Broadcasters Victory Council	John Shepard III	O. L. Taylor
Columbia Broadcasting System, Inc.	Earl H. Gammons	Mefford R. Runyon
Congress of Industrial Organizations	L. E. Littlejohn	Sidney Adler
Facsimile, Inc.	John V. L. Hogan	
Federal Communications Commission	George P. Adair	Lucien Hilmer
FM Broadcasters, Inc.	Walter J. Damm	Philip G. Loucks
Mutual Broadcasting System, Inc.	W. E. MacFarlane	Fred Weber
National Association of Broadcasters	Neville Miller	Howard S. Frazier
National Broadcasting Company	Frank M. Russell	O. B. Hanson
National Federation of Telephone Workers	John J. Moran	
National Independent Broadcasters	Harold A. Lafount	Andrew W. Bennett
National Television System Com- mittee of the RMA Engineer- ing Department	W. R. G. Baker	V. M. Graham
Office of War Information	William B. Lewis	
Postal Telegraph-Cable Company	Ellery W. Stone	A. F. Connery
State Department	Harvey Otterman	
U. S. Independent Telephone Association	Louis Pitcher	Clyde S. Bailey
War Department	Lt. Adrian M. Murphy Signal Corps	
Western Union Telegraph Company	H. P. Corwith	A. W. Donaldson

INTERDEPARTMENT RADIO ADVISORY COMMITTEE

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities.

Chairman: Dr. J. H. Dellinger

Vice-Chairman: T. A. M. Craven

Secretary: P. F. Siling

Assistant Secretary: L. R. Brady

Organization	Representative	Alternate
Department of Agriculture	E. W. Loveridge	A. G. Simpson
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Federal Communications Commission	T. A. M. Craven	P. F. Siling
Department of Interior	Stephen L. Windes	H. J. Walls
Department of Justice	T. D. Quinn	
Department of Labor		
U. S. Maritime Commission	D. S. Brierley	J. T. Welsh
Navy Department	Lt. Comdr. G. L. Caswell	Lt. Paul D. Miles
Post Office Department	Roy M. Martin	Charles M. Knoble

"This is the NATIONAL BROADCASTING COMPANY..."



SALES POWER



THROUGH this great Master Control Board of the National Broadcasting Company, America's finest, most popular programs are routed daily to tens-of-millions of American homes where they are welcomed as old, familiar friends.

It is this friendly response of these loyal NBC listeners that year after year brings to NBC clients increasing goodwill and pyramiding sales.

Once again in 1942 NBC carried even more of the nation's favorite programs, which together with the finest radio facilities in existence, combined to carry the National Broadcasting Company far beyond the achievements of any other network—and far beyond its own previous achievements as the "Network Most People Listen to Most."

MOST LISTENERS

Night and Day—a far greater percentage of radio families "Listen Most" to NBC than to any other network. Figures from NBC's 1942 Nationwide Survey of Radio Listening Habits show that throughout the country 51.8% of the radio families "Listen Most" to NBC Stations at night as compared to 24.5% for the Second Network. In the daytime, 35.5% of the radio families "Listen Most" to NBC against 23.1% for the Second Network.

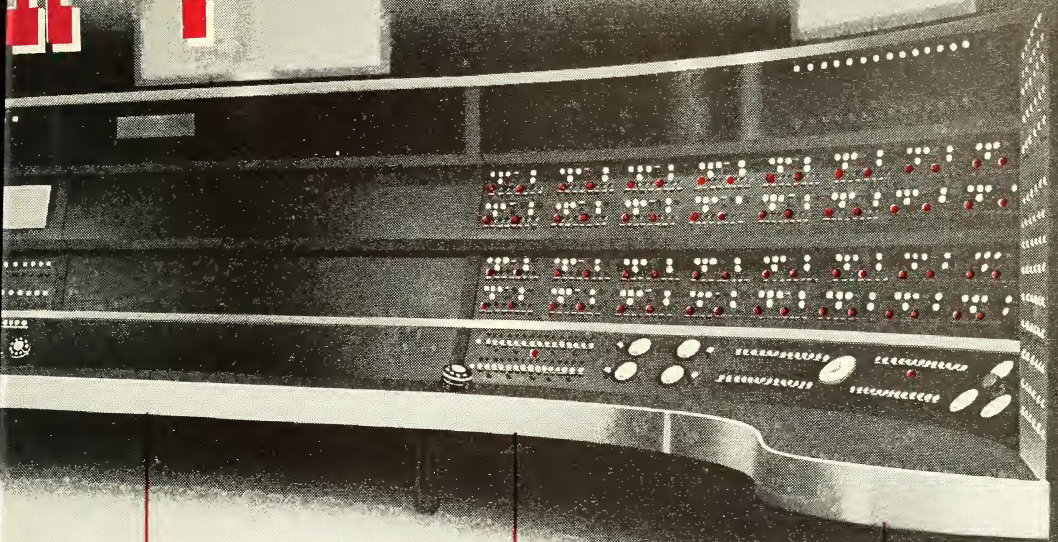
HIGHEST RATINGS

During 1942 NBC developed the largest audience in radio history. For the first two months, CAB gave NBC an average of 7 out of 10 of the highest-rated shows, reaching an all-time high in November and December when NBC consistently won 9 out of 10. And for the entire year (based on network commercial quarter-hours) NBC topped its nearest competitor by 42% in aggregate evening ratings—and by 42% in average evening ratings.

ALL POPULARITY POLLS

Six years running (1937-1942) NBC has won more "Favorite Entertainers" and more "Favorite Programs" in the Radio Daily Poll than all the other networks combined... For the same six years NBC has won top place in the "Champion of Champions" group in the Fame-Motion Picture Poll. And again this year, in these two polls, and the Cleveland Plain Dealer Poll, NBC programs and stars won more first places than all other networks combined.

R!



LEADING ADVERTISERS

For 16 years the country's leading radio advertisers have consistently used NBC. Two-thirds of the nation's advertisers investing yearly \$500,000 or more in network radio were NBC clients in 1942. Three-quarters of these clients have been on NBC from 5 to 15 years, *half of them for 10 years or more*—conclusive evidence that the "Network Most People Listen to Most" is also the network most leading advertisers use most.

OUTSTANDING WAR SERVICE

In 1942 NBC contributed hundreds of programs and tens-of-thousands of announcements to become a vital weapon of war. In a typical month, NBC averaged more than 5 hours of its own time daily to aid in the sale of War Bonds, to gear civilian life to a war economy, to provide entertainment and relaxation for fighting men and war workers, etc. Every minute of this time has been devoted to the cause of victory.

BETTER COVERAGE

11 new stations added—3 stations with increased daytime power—10 stations with increased night power (for a total network power increase of 8%). These are the coverage improvements that NBC delivered in 1942 to its advertisers and agencies. NBC's 1942 10% Full Network Discount Plan, which increased the average nighttime network to 94 stations, has proved the most effective audience-increaser in the history of radio.

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TO THE GOVERNMENT AND TO THE

PEOPLE OF AMERICA.

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

Organization	Representative	Alternate
State Department	Thomas Burke	F. C. deWolf
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
War Department	Col. Wesley T. Guest	Capt. Wm. E. Plummer

INTERNATIONAL BROADCASTING COMMITTEE

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Walter C. Evans

Secretary: P. F. Siling

Organization	Representative	Alternate
American Federation of Labor....	Louis Barnett	Lawson Wimberly
Associated Broadcasters, Inc.....	Wesley I. Dumm	Royal V. Howard
Columbia Broadcasting System, Inc.	Earl H. Gammons	Edmund Chester
Department of Commerce (Bureau of Foreign and Domestic Commerce)	Howard E. Way	
Crosley Corporation (The)	James D. Shouse	R. J. Rockwell
Federal Communications Commission	P. F. Siling	Wayne Mason
General Electric Company	Robert S. Peare	Fred Weber
Mutual Broadcasting System, Inc.	Alfred J. McCosker	
National Association of Broadcasters	Neville Miller	Howard S. Frazier
National Broadcasting Company, Inc.	John F. Royal	Dr. Charles B. Jolliffe
Navy Department	Read Adm. S. C. Hooper	Lt. Comdr. F. C. B. Jordan
Office of Coordinator of Inter-American Affairs	Don Francisco	John W. G. Ogilvie
Office of War Information.....		Roy Corderman
State Department	Harvey Otterman	
War Department	Brig. Gen. Alexander D. Surles	
Westinghouse Electric and Manufacturing Co.	Walter C. Evans	L. B. Wailes
World Wide Broadcasting Corporation	Walter S. Lemmon	

RADIO COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Capt. E. M. Webster

Secretary: F. M. Ryan

Organization	Representative	Alternate
American Federation of Labor....	Andrew McDonald	David D. Barry
American Merchant Marine Institute, Inc.	R. J. Baker	

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Organization	Representative	Alternate
American Telephone and Telegraph Company	W. G. Thompson	F. M. Ryan
Association of Edison Illuminating Companies	G. G. Langdon	
Congress of Industrial Organizations	Oliver M. Salisbury	
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Edison Electric Institute	H. E. Kent	
Federal Communications Commission	William N. Krebs	Paul M. Lion
Globe Wireless, Ltd.	Jack Kaufman	Chester Pelmulder
Lake Carriers' Association	Gilbert R. Johnson	C. M. Jansky, Jr.
Lorain County Radio Corporation	Herman E. Hageman	Frank C. Dunbar
Mackay Radio and Telegraph Company	Haraden Pratt	L. Spangenberg
Maritime Commission	D. S. Brierley	J. T. Welsh
Mutual Telephone Company	W. I. Harrington	Alvah A. Scott
National Federation of Telephone Workers	John J. Moran	
Navy Department	Comdr. R. E. Melling	Lt. Paul D. Miles
Press Wireless, Inc.	Joseph Pierson	
Radiomarine Corporation of America	Chas. J. Pannill	Arthur J. Costigan.
R.C.A. Communications, Inc.	Wm. A. Winterbottom	William H. Taylor
South Porto Rico Sugar Company	T. J. Phillips	
Tropical Radio Telegraph Company	R. V. Howley	C. C. Harris
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
U. S.-Liberia Radio Corporation	Byron H. Larabee	
War Department	Col. Wesley T. Guest	Capt. Wm. E. Plummer, Signal Corps

COMMUNICATIONS LIAISON COMMITTEE FOR CIVILIAN DEFENSE

The duties of this Committee include the submission of expert advice on all communications problems in which the Defense Communications Board and the Office of Civilian Defense are mutually interested. With the requirements of national defense as a primary consideration, the Committee will submit recommendations to the Board on such problems as are referred to it by the Board. In addition, the Committee shall have liaison with a similar committee of the Office of Civilian Defense and shall work with that committee in planning for the most efficacious use of communications facilities for civilian defense.

Chairman: William N. Krebs Secretary: Herbert A. Friede

Organization	Representative	Alternate
American Radio Relay League	George W. Bailey	
Federal Communications Commission	William N. Krebs	Allen W. Saylor
International Association of Chiefs of Police	Capt. Donald S. Leonard	
International Association of Fire Chiefs and International Association of Fire Fighters	Herbert A. Friede	
National Bureau of Standards	Alvin C. Hutton	
Office of War Information	William B. Lewis	
War Department	Major Charles F. Fell	Capt. M. V. Fredenhagen
Labor Advisory Committee, Defense Communications Board	Joseph P. Selly	
Domestic Broadcasting Committee, Defense Communications Board	Neville Miller	

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Telegraph Committee, Defense
 Communications Board R. H. Vehling
 Telephone Committee, Defense
 Communications Board Ralph I. Mabbs
 Clyde S. Bailey

PRIORITIES LIAISON COMMITTEE

The duties of this Committee include the study of non-military priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special problems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice.

Chairman: Lt. Comdr. R. H. Griffin Secretary: Gerald C. Gross

Organization	Representative	Alternate
Federal Communications Commission	Gerald C. Gross	Manfred K. Toeppen
Navy Department	Lt. Comdr. R. H. Griffin	
State Department	J. T. Keating	Harvey Otterman
U. S. Coast Guard	Lt. Comdr. J. W. Ryssy	
War Department	Lt. Col. Lyle D. Wise	Capt. John G. Hubbard
War Production Board	Leighton H. Peebles	

PRIORITIES REPRESENTATIVES

Amateur Radio Committee

George W. Bailey,
 The American Radio League

Cable Committee

Forest L. Henderson, All America Cables and Radio, Inc.	I. S. Coggeshall, The Western Union Telegraph Co.
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Domestic Broadcasting Committee

Dr. W. R. G. Baker,
 National Television System Committee
 of the RMA Engineering Department

International Broadcasting Committee

R. J. Rockwell, The Crosley Corporation	M. L. Prescott, General Electric Company
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Radiocommunications Committee

Arthur J. Costigan, Radiomarine Corp. of America	Haraden Pratt, Mackay Radio and Telegraph Co.
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State and Municipal Facilities Committee

Captain Donald S. Leonard, International Assn. of Chiefs of Police	Lloyd N. Chatterton, International Municipal Signal Assn.
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Telegraph Committee

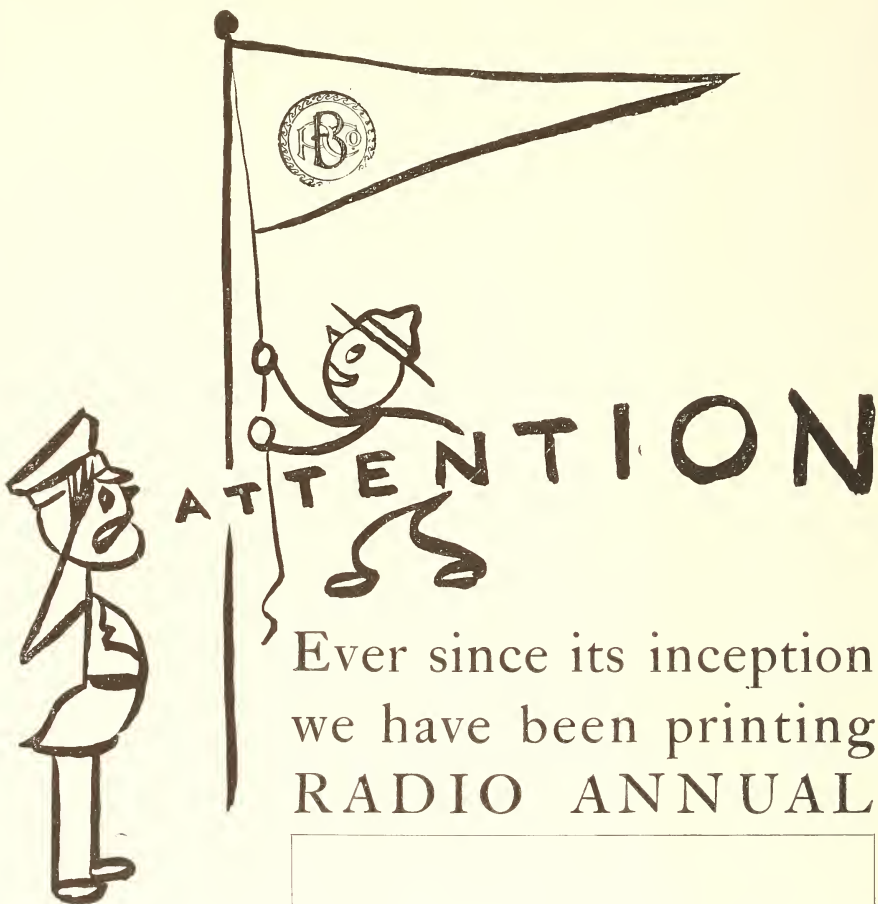
Ellery W. Stone, Postal Telegraph-Cable Company	E. R. Shute, The Western Union Telegraph Co.
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Telephone Committee

John B. Rees, American Telephone & Telegraph Co.	E. C. Blomeyer, U. S. Independent Telephone Assn.
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Communications Liaison Committee for Civilian Defense

Herbert A. Friede, International Assn. of Fire Chiefs	George W. Bailey, The American Radio Relay League
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CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

EDITION OF FEBRUARY 1, 1943

T*THIS is the second revision of the Code of Wartime Practices for American Broadcasters. It combines original provisions with supplemental suggestions and interpretations which have developed out of our experience during a year of war. It supersedes all other releases of the Office of Censorship to this date of issue.*

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

It is requested that news in any of the following classifications be kept off the air, *unless released or authorized for release by appropriate authority*:

(a) WEATHER.—All weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzards, snowstorms, tornadoes, hurricanes, etc., unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally, it is possible to clear such news, but for security reasons this office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefited if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Exceptions: Emergency warnings may be broadcast when specifically released

for broadcast by Weather Bureau authorities.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

NOTE.—Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions, or cancellations. These terms may be used: "Game called because of weather"; "wet grounds"; "muddy field". Terms such as "clear", "rain", "windy", "overcast", etc. are an index to weather conditions over a large area and should not be employed.

(b) ARMED FORCES.—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

- Location.
- Identity.
- Composition.
- Equipment.
- Strength.
- Destination.
- Routes.
- Schedules.
- Assembly for Embarkation.
- Prospective Embarkation.
- Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

Exceptions: (1) ARMED FORCES IN THE UNITED STATES: Troops in training camps in United States and units assigned to domestic police duty, as regards location and general character (other than service men on duty on anti-aircraft, coastal or invasion defense or at embarkation points, whose unit identifications should not be given).

(2) ARMED FORCES OUTSIDE THE UNITED STATES:

Names and locations (without unit identification) *if* presence of United States forces in area has been announced officially.

Individual addresses *if* they are limited to APO numbers or Navy Fleet Post Office (without unit or ship identifications).

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) SHIPS (CONVOYS, ETC.).—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any

waters, including information concerning—

- Identity.
- Location.
- Port of Arrival.
- Time of Arrival.
- Prospect of Arrival.
- Port of Departure.
- Ports of Call.
- Nature of Cargoes.
- Assembly.
- Personnel.
- Enemy naval or merchant vessels in any waters, their
 - Type.
 - Identity.
 - Location.
 - Movements.
- Secret information or instructions about sea defenses, such as—
 - Buoys, lights and other guides to navigators.
 - Mine fields and other harbor defenses.
 - Ship construction—
 - Type.
 - Number.
 - Size.
 - Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under the direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) DAMAGE BY ENEMY LAND OR SEA ATTACKS.—Information on damage to military objectives in continental United States or possessions, including—

- Docks.
- Railroads.
- Airfields.
- Public utilities.
- Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: for information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) ACTION AT SEA.—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters

is the Naval Office of Public Relations, Washington; for results of United States naval action against enemy vessels in or near American waters, the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(f) **ENEMY AIR ATTACK.**—Estimates of number of planes involved; number of bombs dropped; damage to—

Fortifications.

Docks.

Railroads.

Ships.

Airfields.

Public utilities.

Industrial plants engaged in war work.

All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course by stations OUTSIDE the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) **ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.**—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military au-

thority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) **PLANES**—

Air Units.—Military air units of the United States and the United Nations as to—

Disposition.

Missions.

Movements.

New characteristics.

Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) **FORTIFICATIONS AND AIR INSTALLATIONS.**—Location and description of fortifications, including—

Coast Defense Emplacements.

Anti-aircraft guns and other air defense installations.

Defense Installation details of public airports used for military purposes.

Camouflaged objects.

Location of specially constructed bomb shelters.

Location of civilian defense communication control centers.

Information concerning installations by American military units outside the United States.

(j) **SABOTAGE.**—Specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives; any information indicating sabotage to them. In reporting accidents, no mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) **PRODUCTION.** (see also SABOTAGE)

—Roundups—Collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles or other munitions.

Secret designs—New or secret military weapons, designs, formulas or experiments connected with war production.

Plants—Floor plans or arrangement of war production plants; capacity of plants; actual or prospective progress of production, including revealing employment figures.

Statistics—Statistical information disclosing the amounts of strategic or criti-

cal materials produced, imported or in reserve—such as tin, rubber, aluminum, uranium, zinc, chromium, tantalum, manganese, magnesium, tungsten, silk, platinum, cork, quinine, copper, optical glass, mercury or high-octane gasoline.

Transportation—Movement or transportation of munitions within the United States.

Lend-Lease-Production, Method of delivery, destination, routes or transportation of Lend-lease war material.

(l) UNCONFIRMED REPORTS, RUMORS.—

The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings, or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(m) COMBAT ZONE INTERVIEWS AND LETTERS.—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from service men in combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications).

(n) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoner, or alien internment camps or resettlement projects; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry,

please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(o) MILITARY INTELLIGENCE.—Information concerning operations, methods or equipment of war intelligence or counter-intelligence of the United States or its allies; information concerning available or captured enemy codes or ciphers; or that gained from interception of enemy messages; or information concerning use of secret inks or chemicals or detection of these.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(p) WAR NEWS COMING INTO THE UNITED STATES.—War information originating outside United States territory may be broadcast if its origin is made plain.

In any case of vital security involvement, the Office of Censorship reserves the right to request broadcasters to censor such incoming material on the basis of the Code requests if it is apparent that the information has come on to the United States.

(q) GENERAL.—*Casualties.* Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans.

Art Objects, Historical Data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information.—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military, or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States; movements of other individuals or units on military or diplomatic missions.

Premature disclosure of diplomatic negotiations or conversations.

Forest Fires.—In reports of forest fires: descriptions of danger areas, weather conditions, activity or methods of saboteurs, organization or placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

The following suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) REQUEST PROGRAMS.—*Music*.—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

- Lost pets.
- "Swap" ads.
- Mass meetings.
- Personal messages.
- Club meetings.
- Club programs, etc.
- Vital statistics.

The same precaution should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) QUIZ PROGRAMS.—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(c) FORUMS AND INTERVIEWS.—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (m) Section I.)

(d) SPECIAL EVENT REPORTING (ad lib).—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

(See also Paragraph (a), Section I.)

(e) **SIMULATED AIR RAIDS, BLACKOUTS.**—In view of the provisions contained in Paragraph (f) Section I of this Code, which prescribe radio silence at the scene of an air raid until the “all clear” is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) **COMMERCIAL CONTINUITY.**—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) **PERSONNEL.**—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) **SCRIPTS.**—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations). It is further requested that this material be checked “on the air” against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions, with their translations, should be kept on file at the station.

(c) **SUBMISSION OF SCRIPTS.**—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(d) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, “Is this information of value to the enemy?” If the answer is “Yes,” they should not use it. If doubtful they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, *Director*.
February 1, 1943.

RADIO DAILY

Sixth Annual Poll of the Radio Editors and Critics for 1942-1943

Commercial Programs

PEPSODENT	543
Texaco Star Theater	441
Fibber McGee & Molly	414
Jack Benny	402
Kraft Music Hall	372
Information Please	360
Lux Radio Theater	258
Chase & Sanborn	174
The Aldrich Family	159
Andre Kostelanetz (Coca-Cola)	123
Red Skelton	123

Entertainers

BOB HOPE	627
Fred Allen	561
Jack Benny	537
Bing Crosby	492
Fibber McGee & Molly	351
Edgar Bergen	294
Red Skelton	237
Kate Smith	177
Eddie Cantor	174
Ed Gardner	168

Dramatic Shows

LUX RADIO THEATER	768
Screen Guild Players	315
One Man's Family	315
Cavalcade of America	198
Aldrich Family	159
First Nighter	114
Mr. District Attorney	108
Inner Sanctum	93
Arch Oboler Plays	90
Radio Reader's Digest	69

Educational Series

CHICAGO ROUND TABLE	462
American Town Meeting	423
CBS School of the Air	330
American Forum of the Air	147
Information Please	120
People's Platform	96
Unlimited Horizons	78
Invitation to Learning	63
March of Time	54
Radio Reader's Digest	54

RESULTS OF RADIO DAILY 1942 CRITICS POLL

Dance Bands (Sweet)

GUY LOMBARDO	666
Sammy Kaye	297
Fred Waring	255
Wayne King	201
Freddie Martin	171
Tommy Dorsey	165
Horace Heidt	144
Kay Kyser	144
Shep Fields	75
Claude Thornhill	75

Comedians

BOB HOPE	737
Fred Allen	573
Jack Benny	558
Fibber McGee & Molly	558
Edgar Bergen	294
Red Skelton	282
Eddie Cantor	99
Abbott & Costello	69
Fannie Brice	60

News Commentators

RAYMOND GRAM SWING	585
William Shirer	423
H. V. Kaltenborn	315
Fulton Lewis, Jr.	228
Cecil Brown	189
Raymond Clapper	177
Edward Murrow	162
John Vandercook	153
Earl Godwin	135
Gabriel Heatter	129

Dramatic Serials

ONE MAN'S FAMILY	552
Aldrich Family	300
Vic & Sade	189
Easy Aces	117
Against the Storm	84
Ma Perkins	81
The Goldbergs	78
Parker Family	69
Those We Love	69
Pepper Young's Family	45
Young Dr. Malone	45

Dance Bands (Swing)

HARRY JAMES	573
Benny Goodman	357
Tommy Dorsey	312
Glenn Miller	216
Gene Krupa	150
Kay Kyser	108
Duke Ellington	102
Sammy Kaye	99
Woody Herman	87
Jimmy Dorsey	75

Quiz Shows

INFORMATION PLEASE	704
Take It or Leave It	507
Quiz Kids	402
Truth or Consequences	291
Dr. I. Q.	255
Double or Nothing	204
Mr. Adam and Eve	114
Bob Hawk	105
Vox Pop	105
Kay Kyser Musical College	87

Sports Commentators

BILL STERN	677
Ted Husing	660
Red Barber	282
Mel Allen	144
Harry Wismer	105
Don Murphy	78
Bob Elson	57
Ken Carpenter	51
Tom Manning	48

Children's Shows

LONE RANGER	489
Let's Pretend	438
Quiz Kids	306
Jack Armstrong	174
Coast to Coast On A Bus	114
Ireene Wicker	108
Don Winslow of the Navy	87
Red Rider	75
Little Blue Playhouse	75
CBS School of the Air	60

(Continued on Page 115)

THE FIRST WAR YEAR AT CBS...for the record

With the attack on Pearl Harbor the Columbia Broadcasting System dedicated itself to the single first task of making radio serve the cause of victory.

What CBS has achieved in this high purpose, as measured by the first full year of the war, is summarized concisely on the following three pages.

CBS believes that all who are interested in radio will honor this record.

DECEMBER 7, 1941.... TO DECEMBER 7, 1942

In the first full year of America's participation in the war, the Columbia Broadcasting System devoted to the war effort...

**over 36% of its total
network operating hours...**

The Columbia Broadcasting System communicated to the American people...

**6,471 war programs
3,723 war announcements
4,158 war news broadcasts...**

These are striking totals. Yet the figures themselves give too little hint of the ingenuity, planning and labor that made these thousands of war-effort broadcasts pos-

sible. They cannot speak for the color, the variety, nor the way in which these broadcasts were keyed to 124 different formal war enterprises, as well as to countless less formal organizations or projects. Each of the 116 CBS stations played its individual—as well as its collective—part in this effort, with initiative and zeal becoming to a patriot.

Notable among these CBS war broadcasts were such distinguished and special war-enterprise programs as...

An American in England

Calling Pan-America

The Commandos

F. O. B. Detroit

Hello Americans

Hello from Hawaii

Man Behind the Gun

The Nature of the Enemy

Report to the Nation

Spirit of '42

Soldiers With Wings

They Live Forever

The 22nd Letter

Womanpower

On the next page there is evidence that others beside CBS have remarked what CBS has done (and will continue to do) to serve the cause of victory.

AWARDS, CITATIONS AND HONORS...1942

For Distinguished Service in the American War Effort

AMERICAN WAR HEROES FOUNDATION
Scroll to Ted Collins broadcasting on CBS.

BLUE STAR MOTHERS OF AMERICA Award
of honorary life membership to Kate Smith
broadcasting on CBS.

GEORGE FOSTER PEABODY AWARDS - 1942
To CBS for patriotic service. To Norman
Corwin's *We Hold These Truths*.

MOTION PICTURE DAILY (7th Annual Poll of
Radio Editors and Columnists) First News awards
to CBS. Award to *Cheers from the Camps*.

NATIONAL ASSOCIATION OF BROADCASTERS
(1st Annual Station Promotion Competition)
William B. Lewis Award for "most effective
inspiration of the radio audience to con-
tinued support of the war effort" to CBS
station KMOX, St. Louis. Certificate of
Award to CBS station WBBM, Chicago, spe-
cial mention to CBS station WEEI, Boston.

NATIONAL HEADLINERS CLUB Silver plaque
to Cecil Brown.

NEW YORK WORLD-TELEGRAM (12th Annual
Poll of Radio Editors) Cecil Brown's description
of the sinking of HMS *Repulse* and *Prince
of Wales* voted "the outstanding single
broadcast" of 1942.

OHIO STATE UNIVERSITY (Institute for Educa-
tion by Radio) First general awards to CBS.
Honorable mention for *People's Platform*.

OVERSEAS PRESS CLUB ANNUAL RADIO
AWARD To Cecil Brown for radio reporting.

RADIO EXECUTIVES CLUB OF NEW YORK
Plaque to Paul White, CBS Director of Pub-
lic Affairs, for "outstanding work in securing
news broadcasts from various war fronts."

VARIETY (10th Annual Showmanagement Survey)
Plaque for "outstanding wartime service"
and special award for "fostering racial good-
will and understanding" to five CBS sta-
tions. Special award to CBS affiliate WRVA,
for "contributions to military-civilian under-
standing." Special commendation for con-
tributions to war effort to individual staff
members at WRVA, WBTV, KMBC, KOIN,
and WHP. Special commendation for good
ideas applied to the victory effort, to WBBM
and WCKY.

VARIETY (Wartime Radio Showmanship Survey)
Scrolls of honor awarded to five programs
on CBS for their handling of war messages.

WOMAN'S PRESS CLUB OF NEW YORK
Certificate of merit to CBS for *They Live
Forever*.

WOMEN'S NATIONAL RADIO COMMITTEE
Honorable mention to four CBS programs,
among them *Elmer Davis and the News*.

YOUTHBUILDERS, INC. Scroll of honor to
Norman Corwin for *This is War*.

This list represents only war-effort awards. 29 other awards were made to CBS in 1942.

COLUMBIA BROADCASTING SYSTEM, INC.



Symphony Conductor

ARTURO TOSCANINI	675
Leopold Stokowski	483
Frank Black	216
Eugene Ormandy	192
Andre Kostelanetz	177
Artur Rodzinski	156
Alfred Wallenstein	144
Bruno Walter	129
Serge Koussevitzky	117
Howard Barlow	72

Male Vocalists (Classical)

RICHARD CROOKS	591
Nelson Eddy	459
Lawrence Tibbett	432
John Charles Thomas	375
James Melton	339
Jan Peerce	147
Frank Munn	141
Conrad Thibault	129
Lauritz Melchior	87
Paul Robeson	78

Male Vocalists (Popular)

BING CROSBY	736
Dennis Day	429
Barry Wood	249
Kenny Baker	222
Lanny Ross	216
Frank Parker	171
Frank Munn	153
Frank Sinatra	144
Bob Eberly	96
Rudy Vallee	78

Symphony Programs

N. Y. PHILHARMONIC	750
NBC Symphony	490
CBS Symphony (summer)	219
Coca-Cola (Kostelanetz)	168
Cleveland Symphony	150
Wallenstein Simfonietta	96
Boston Symphony	96
Telephone Hour	84
Metropolitan Opera	78
Radio City Symphony	60

Female Vocalists (Classical)

GLADYS SWARTHOUT	543
Lily Pons	534
Lucille Manners	408
Vivian Della Chiesa	231
Jessica Dragonette	225
Margaret Speaks	225
Marian Anderson	186
Eileen Farrell	93
Josephine Houston	78
Josephine Antoine	72

Female Vocalists (Popular)

DINAH SHORE	753
Kate Smith	567
Ginny Simms	414
Connee Boswell	294
Diane Courtney	258
Mary Martin	183
Frances Langford	168
Helen O'Connell	102
Harriet Hilliard	45
Marian Hutton	45

RADIO editors, writers and critics on newspapers and periodicals throughout the United States and Canada took part in the sixth annual poll conducted by RADIO DAILY.

Tabulations were made on the basis of 10 points for each first choice, 9 points for each second choice and proportionately down the line. All figures represent points out of a possible 1,000.

Original signed questionnaires as returned by the radio editors and the worksheets used in the tabulation of the votes are carefully preserved by RADIO DAILY. It is regarded as the one authoritative pool of its kind conducted by a radio industry business paper and is presented as a service to the trade which finds it helpful to have a true cross-section of opinion from the nation's radio editors.

(Continued on Following Page)

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

(Pepsodent (Bob Hope) Program)

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT. on NBC network. *Agency:* Lord & Thomas. *Cast:* Bob Hope, Jerry Colonna, Vera Vague, Frances Langford and guests. *Orchestra:* Skinnay Ennis.



Texaco Star Theater

Sponsored by the Texas Co.; Sundays, 9:30-10 p.m., EWT. on CBS network. *Agency:* Buchanan Co. *Cast:* Fred Allen, Portland Hoffa and guest stars. *Orchestra:* Al Goodman.



Fibber McGee & Molly

Sponsored by S. C. Johnson & Son, Inc.; Tuesdays, 9:30-10 p.m., EWT. on NBC network. *Agency:* Needham, Louis & Brorby, Inc. *Cast:* Marion and Jim Jordan. *Orchestra:* Billy Mills.



Jack Benny

Sponsored by General Foods Corp.; Sundays, 7-7:30 p.m., EWT. on NBC network. *Agency:* Young & Rubicam, Inc. *Cast:* Jack Benny, Mary Livingstone, Rochester, Dennis Day and Don Wilson. *Orchestra:* Phil Harris (to Dec. 6).



Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursdays, 9-10 p.m., EWT, on NBC network. *Agency:* J. Walter Thompson Co. *Cast:* Bing Crosby, guest stars. *Orchestra:* John Scott Trotter.



"Information Please"

Sponsored by American Tobacco Co.; Fridays, 8:30-9 p.m., EWT on NBC network. *Agency:* Lord & Thomas, Inc. *Cast:* Clifton Fadiman, Franklin P. Adams, John Kieran, Oscar Levant, Milton Cross and guests.



Lux Radio Theater

Sponsored by Lever Bros. Co.; Monday, 9-10 p.m., EWT, on CBS network. *Agency:* J. Walter Thompson Co. *Cast:* Cecil B. DeMille, producer, and guest stars. *Orchestra:* Louis Silvers.



Chase & Sanborn Hour

Sponsored by Standard Brands, Inc., for Chase & Sanborn Coffee; Sundays, 8-8:30 p.m., EWT, on NBC network. *Agency:* J. Walter Thompson Co. *Cast:* Edgar Bergen, "Charlie McCarthy," Don Ameche and guest stars. *Orchestra:* Ray Noble.



"The Aldrich Family"

Sponsored by General Foods Corp. on NBC network, Thursdays, 8:30-9 p.m., EWT. *Agency:* Young & Rubicam, Inc. *Cast:* Norman Tokar heads the troupe as Henry Aldrich; Katharine Raht, as Mrs. Aldrich; House Jameson, as Mr. Aldrich; Jackie Kelk, as Homer. *Orchestra:* Jack Miller.



Red Skelton

Sponsored by Brown & Williamson Tobacco Co. *Agency:* Russel M. Seeds Co., on NBC Tuesdays from 10:30-11 p.m., EWT. *Cast:* Red Skelton, Harriet Hilliard, Wonder-ful Smith and Ozzie Nelson. *Orchestra:* Ozzie Nelson.

THE PRODUCTION SIDE OF RADIO

Back Stage During 1942

RADIO'S writers, producers and directors, did not have to climb on any "bandwagon" when it became evident that the Government's program called for more and more use of broadcasting in every conceivable manner. On the contrary radio's backstage folk as well as those "out front" were already on the front line doing everything possible long before Pearl Harbor. Thus, unlike many other industries, radio was well in its stride when the Government needed it most, and proceeded to give its services to the Office of War Information, for instance, with no confusion, but with the maximum of efficiency. Foreign language producers and stations also, offered their services freely.

Production At All-Time High

Despite the prodigious amount of work accomplished for and in cooperation with the Government agencies, radio's backstage continued to expand its activities as is revealed by peak billings for the networks and numerous independent outlets and regionals.

While a considerable number of productions never saw the light of day due to transcription difficulties with the American Federation of Musicians, the majority of these were merely switched from the proposed musical productions to dramatic.

As to the average program itself, the war effort wielded considerable influence, as is to be expected, and yet, there remained more than enough of the usual type and brand new productions to take the listeners mind off the war, when such was deemed expedient. Lack of commodities and rationing did much to cut remaining one-hour shows to a half-hour; however such casualties were quickly met by the producers and new accounts, plus switches to more desirable time filled the breach and maintained certain network continuity of entertainment.

Television and FM

Television naturally bowed to the war effort and simmered down to Civilian Defense shows and films in most outlets. With the FCC issuing an order permit-

ting these stations to reduce the amount of time televised weekly, production men vitally needed elsewhere were freed; conservation of materials in this case was another important factor.

Frequency Modulation hesitated for a moment, then put its best foot forward and decided to hold the fort. It was held that FM has become of age and efforts were redoubled to provide a steady stream of programs. During the year licensees who might have held off, took to the air. That the war prevented it from blossoming out strong, is of course generally conceded. There is no indication of a letdown during the year, for this type of broadcasting. It will not become a stepchild according to those in back of it.

International Aspects

Shortwave broadcasting was a lively baby during the year. Leasing of the outlets to the Government did not change production schedules too much. Rather a closer coordination and control for specific causes was the result and, the great responsibility of this powerful medium being properly directed was passed over to the Federal agencies. As in the past, 100 per cent cooperation between networks, other licensees and Government bureaus, is the byword.

Shows For Overseas Forces

As an indication of what producers in and out of the armed services have done and are doing, and the excellent spirit of cooperation which prevails, men in the service throughout the world receive a constant supply of point-to-point live talent programs not to mention nearly 1,000,000 transcribed shows of top-notch entertainment, already sent to every part of the world.

Between shortwave schedules and the recorded programs, there has been little lack of radio entertainment for the armed forces no matter where they are stationed. This is made possible by the skill of some of our best producers, artists and engineers who have worked and continue to work unceasingly "backstage" so that the production side at least does a job the best it knows how.

(For Complete Production Section Please Turn to Page 635)



FEDERAL



RADIO WAR AGENCIES

CIAA — ARMY — NAVY — OWI

WAR SAVINGS STAFF

Coordinator of Inter-American Affairs (Rockefeller Committee)

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Head of Hollywood Office Jack W. Runyon

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Navy Department Office of Public Relations, Radio Section

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Office of War Information Domestic Radio Bureau

Washington Office
Railroad Retirement Bldg., Washington, D. C.
Phone, Republic 7500

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 Radio Officer Stanley B. Tall
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 Radio Officer Benjamin W. Huffington
 (Virginia, North Carolina, South Carolina)
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Columbia, S. C.: 410 Liberty Life Bldg. Phone, Columbia 2-0013. Stuart Rabb.

Columbus, Ohio: Peters Bldg., 68 East Gay St. Phones, Main 7841; Evenings, Main 7846. Katherine Uebel.

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Des Moines, Ia.: 316 Liberty Bldg. Arche Koop.

Detroit, Mich.: 710 Boulevard Bldg., 7310 Woodward Ave. Phone, Trinity 2-4900, Extension 250. Robert LaBlonde.

Fort Worth, Texas: 630 Fort Worth Club Bldg. Phone, Fort Worth 3-9551, Extension 32. Robert Wear.

Hartford, Conn.: 119 Ann St. Phone, Hartford 7-2641; Evenings, Hartford 7-0301. Wendell A. Teague.

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Jackson, Miss.: 404 Mississippi Tower Bldg. Phone, Jackson, 3-4941. Erle E. Johnston, Jr.

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Memphis, Tenn.: 1821 Sterick Bldg. Phones, Memphis 5-8831; Evenings, Memphis 5-8837. Ewing Johnson.

Milwaukee, Wisc.: 7000 Plankinton Arcade. Phones, Broadway 4440; Evenings, Broadway 2688. George A. Mann.

Montgomery, Ala.: 813 Bell Bldg. Phone, Montgomery 3-3993. James Shipley.

Montpelier, Vt.: Pavilion Hotel. Phone, Montpelier 1700; Evenings, Montpelier 37.

Nashville, Tenn.: 909 Stahlman Bldg. Phones, Nashville, 5-0671, Extension 22.

Newark, N. J.: Gyobe Indemnity Bldg., 20 Washington Place. Phone, Market 2-0700. James J. Kennedy.

New Orleans, La.: 1120 Canal Bldg. Phone, Canal 3481. David McGuire.

Oklahoma City, Okla.: 435 Key Bldg. Phone, Oklahoma City 7-1551. Harrington Wimberly.

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Portland, Ore.: 713 Bedell Bldg. Phone, Broadway E471. Ben Titus.

Raleigh, N. C.: 705 Capital Club Bldg. Phones, Raleigh 3-1903, Raleigh 3-1901.

St. Louis, Mo.: 1101 Paul Brown Bldg., 818 Olive St. Phone, Central 3200. Edward Thompson.

Salt Lake City, Utah: Atlas Bldg., 36½ West Second St. Phone, Salt Lake City 5-7531. Ottis Peterson.

San Antonio, Texas: Majestic Bldg. Bess C. Woolford.

Seattle, Wash.: 440 Henry Bldg. Phone, Elliott 0200. Howard MacGowan.

Wichita, Kans.: 205 York Rite Bldg. Phone, Wichita 5-8661, Extension 11. Pliny Castanien.

War Department Bureau of Public Relations, Radio Branch

WASHINGTON OFFICE

Pentagon Bldg., Washington, D. C.

Phone, Republic 6700, Extensions 4901, 3887

ChiefLieut. Col. E. M. Kirby

Executive OfficerCaptain Jack Harris

Head, Planning SectionCaptain Frank E. Pellegrin

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In ChargeRobert C. Coleson

All initial correspondence should be directed to the Washington office address, rather than to individual personnel. Long distance telephone calls should be directed to the Executive Officer, unless previous contacts have been established. Inquiries and communications thus addressed will be routed more efficiently.

The New York office functions only in matters concerning "The Army Hour;" everything else should be referred to Washington.

War Savings Staff Radio Section Treasury Department

709 Twelfth St., N. W., Washington, D. C.

National 6400

PERSONNEL

Director of Radio & PressVincent F. Callahan

Chief, Radio SectionMarjorie L. Spriggs

Assistant Chief, Radio SectionEmerson Waldman

Special EventsMorton A. Milman

Station RelationsJules Alberti

TrafficEstelle Broderick

TranscriptionsEverette G. Opie

AssistantRuth Girard

BRANCH OFFICE

1270 Sixth Ave., New York, N. Y.

Phone, Circle 61-3100

Executive-In-ChargeWilliam Rainey

FUNCTIONS

The Radio Section of the War Savings Staff of the Treasury Department handles all radio promotion for the sale of War Bonds and Stamps. Description of activities is to be found in "Radio in Defense" section in this volume.





THE BUSINESS SIDE of RADIO



Agency and Sponsor Network Billings

•

News Services

•

Station Representatives

•

Advertising Agencies

•

Research Firms

•

Federal Communications Commission

•

U. S. Census Data

•

"Shifting Populations"



N. C. A. C.

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THE BUSINESS SIDE OF RADIO

By Sylvia Weiss
RADIO DAILY Staff

RADIO has gone beyond just withstanding the rigors of the first year of a modern, global war. It has enhanced and solidified its position as a medium of communication vitally aiding the Allied effort. During 1942 radio also has proved its business resourcefulness, and an ability to recover quickly from retractions and operating obstacles. Radio, the commercial side of radio, revealed great flexibility and adaptability to a new order of advertising practice which came into being, in step with change the world over.

After one month of war, there were trepidations about radio's remaining a private enterprise and retaining its commercial aspects. The trade's initiative in selling the American public on an all-out war effort automatically filled its licensing requirements to an overflow and warded off Government seizure. With that fear somewhat allayed, radio set about adjusting itself to a new commercial aspect under war conditions.

It became evident, early, that the e would be some advertising casualties. Radio sprung to the challenge, and more than ever before, started out to sell itself. The predicted evolution from a seller's market to a buyer's market was discernible. However, the withdrawal of advertisers whose facilities were turned over to complete war production, such as the automotive and radio manufacturing industries, was not as complete as had originally been feared.

What withdrawals there were were mitigated on several fronts. For every one which dropped out, radio found there were two others ready to move in, with the result that 1942 gained a healthy influx of new advertisers.

Post-War Factor

There were fewer withdrawals than at first expected because enterprise adopted a long term point of view. Following the national trend, these advertisers have not lost sight of the post-war while bending every effort to execute the war at hand. These advertisers have maintained local and national advertising campaigns to keep their names before the public—a short memoried public.

A second group of institutional advertisers has indulged in selling its private prestige and the war effort at the same time. Here are firms, such as General Motors, which have no immediate product

to market, but which have been conditioning the public to associate the organization with home front and camp morale, and war production effort.

A third group of institutional advertisers brought on by the war consists of those who, often, have never used radio before, but who bought single radio shots to air a production award, or to stage an elaborate morale program such as Elgin Watch Co.

Easing early qualms about the possible loss of advertisers was the tendency of some of these clients to substitute spot advertising for network programming, rather than fold up entirely. Resorting to this change in distribution were organizations which had to use radio to do a direct selling job as an assistant to a greatly reduced staff of traveling salesmen.

Discount Plans

The innovation this year by all the networks, of a special discount plan to encourage full use of network hook-ups brought in great returns both for the networks and stations. Encouraging to advertising as a whole was the favorable attitude on the part of the Treasury and the Bureau of Internal Revenue in making allowances for advertising on income tax returns.

By the foregoing evidences of ingenuity, radio has not only held its ground, it has been able to show an average increase in grosses. Among the networks, Mutual, perhaps, enjoyed the largest percentage of gain for the year. The Blue, for its first year of operation independent of NBC, reported coming out in the black, an encouraging tone for the whole trade. Both NBC and CBS were able to chalk up increased gross revenues for the year.

These experiences of 1942 have given radio confidence in change. The year has demonstrated that many former practices and institutions have outlived their term, and that new forms are coming in. There are indications that the evolution is young, but that initiative, alertness and drive will enable radio to maintain its self-supporting respect. Together with the knowledge that technological developments in the field are making headway fast, these progressive qualities of the industry bid a fair future for radio.

AGENCY—SPONSOR NETWORK EXPENDITURES

Blue Network Co. 1942 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	\$2,454,298
Young & Rubicam, Inc.	1,423,288
Wade Advertising Agency	1,277,917
J. Walter Thompson Company	1,168,219
Maxon, Inc.	1,030,288
Roche Williams Cunningham, Inc.	1,015,598
Ruthrauff & Ryan, Inc.	866,045
D'Arcy Advertising Company	828,085
Lennen & Mitchell, Inc.	573,780
J. Stirling Getchell, Inc.	347,278
Benton & Bowles, Inc.	317,138
Aubrey Moore & Wallace, Inc.	305,544
Pedlar & Ryan, Inc.	289,097
Buchanan & Company, Inc.	284,658
Gardner Advertising Company	267,816
Warwick & Legler, Inc.	257,741
Newell-Emmett Company	242,130
Small & Seiffer, Inc.	228,654
Henri, Hurst & McDonald, Inc.	225,337
Critchfield & Company	208,888
Wm. Esty & Company, Inc.	208,934
Kenyon & Eckhardt, Inc.	194,436
Batten, Barton, Durstine & Osborn, Inc.	124,901
Glicksman Advertising Company, Inc.	122,290
McCann-Erickson, Inc.	120,386
Emil Mogul Company	107,062
Raymond Spector Company, Inc.	103,016
Walsh Advertising Company, Ltd.	102,672
Joseph Katz Company	100,011
H. W. Kastor & Sons Advertising Com- pany, Inc.	96,848
Clements Company, Inc. (The)	96,609
Ted Bates, Inc.	88,575
Albert P. Hill Company, Inc. (The) ..	73,407
MaeWilkins & Cole, Inc.	61,656
Walker & Downing	60,687
Duane Jones Company	58,572
Addison Lewis & Associates	56,796
Morse International, Inc.	50,039
J. M. Mathes, Inc.	42,360
Donahue & Coe, Inc.	38,755
J. D. Tarcher & Company	35,226
Russell M. Seeds Company, Inc.	33,252
Lord & Thomas	29,300
J. William Sheets	24,844
MacFarland-Aveyard & Company	18,967
Keeling & Company, Inc.	13,644
Direct	8,254
McCarty Company	8,206

Pacific National Advertising Agency ..	7,134
E. M. Freystadt Associates, Inc.	7,130
Bauerlein, Inc.	6,284
Gray & Rogers	5,676
Leon Livingston Advertising Agency ..	5,569
Glasser-Gailey & Company	4,801
Mayers Company	4,644
William B. Remington, Inc.	4,200
Barton A. Stebbins Advertising Agency	4,038
Raymond R. Morgan Company	1,101
Peck Advertising Agency, Inc.	3,338
Horton-Noyes Company	2,591
Smith & Drum, Inc.	1,364
Schwab & Beatty, Inc.	340
Fort & Co.	165

\$15,752,909

Political:

Duane, Jones Company	15,200
Wellman Advertising Agency	10,154
Direct	2,596
Leighton & Nelson	956
Halpern Advertising Agency	678

\$29,584

GRAND TOTAL \$15,782,493

Columbia Broadcasting System 1942 Agency Gross Billings

Young & Rubicam, Inc.	\$5,674,501
Ruthrauff & Ryan, Inc.	5,101,813
J. Walter Thompson Co.	3,206,386
Blackett-Sample-Hummert	3,202,741
Ward Wheelock Co.	2,426,578
The Biow Co., Inc.	1,950,838
Compton Advertising, Inc.	1,881,107
Lord & Thomas	1,813,486
Arthur Meyerhoff & Co.	1,801,957
William Esty & Co., Inc.	1,779,100
Benton & Bowles, Inc.	1,597,846
Ted Bates, Inc.	1,544,483
Newell-Emmett Co.	1,472,639
McCann-Erickson, Inc.	1,345,321
Batten, Barton, Durstine & Osborn, Inc.	1,033,111
Buchanan & Co., Inc.	939,149
Pedlar & Ryan, Inc.	898,484
Gardner Advertising Co.	877,043
Knox Reeves Advertising, Inc.	863,437
Maxon, Inc.	832,606
Geyer, Cornell & Newell, Inc.	663,846
Sherman & Marquette, Inc.	651,741
D'Arcy Adv. Co., Inc.	506,729

Arthur Kudner, Inc.	466,707
Campbell-Ewald Co., Inc.	433,741
C. L. Miller Co.	387,359
Duane Jones Adv. Agency	315,691
Raymond R. Morgan Co.	237,985
Sorensen & Co.	211,142
Aubrey, Moore & Wallace, Inc.	180,773
H. W. Kastor & Sons Adv. Co., Inc.	172,166
Joseph Katz Co.	125,711
Roche, Williams & Cunningham, Inc.	121,941
Sayre M. Ramsdell Associates	111,060
J. M. Mathes, Inc.	102,012
Erwin, Wasey & Co., Inc.	74,108
Cruttenger & Eger	60,570
Russel M. Seeds Co., Inc.	51,009
J. D. Tarcher & Co.	49,082
Smith & Drum, Inc.	46,164
Federal Advertising Agency	44,716
Westco Advertising Agency	36,612
Franklin Bruck Co.	31,916
Glasser-Gailey & Co.	31,416
Brooks Advertising Agency	30,888
Brisacher, Davis & Staff	30,196
Kenyon & Eckhardt, Inc.	28,092
Long Advertising Service	15,560
Tomaschke-Elliott, Inc.	15,273
Marschalk & Pratt, Inc.	13,620
Morse International, Inc.	12,827
Badger & Browning & Hersey, Inc.	12,364
Gillham Advertising Agency	10,920
Lake-Spiro-Shurman Co.	9,126
H. M. Kiesewetter Adv. Agency	7,683
Cary-Ainsworth, Inc.	5,865
Walter K. Neill	5,833
The McCarty Co.	5,375
Atherton & Currier, Inc.	4,498
Joseph Aurrecoechea Adv. Agency	4,466
Harry M. Frost Co., Inc.	3,845
Ewing C. Kelly, Advertising	3,248
John W. Queen	2,190
Milton Weinberg Adv. Co.	1,914
V. G. Frietag	1,827
W. L. Gleeson & Co.	1,624
General Advertising Agency, Inc.	1,490
Leighton & Nelson	1,178
Arthur Cooksey	812
C. Brewer Smith Adv. Agency	680
R. H. Alber Co.	406
Dana Jones Co.	406
Engene F. Rouse & Co.	406
Campaigns, Inc.	305
Lockwood-Shackelford Adv. Agency	188

GRAND TOTAL \$45,593,125

**Mutual Broadcasting System
1942 Agency Gross Billings**

Ivey & Ellington	\$1,305,503.97
Blackett-Sample-Hummert	1,195,822.73
R. H. Alber Co.	1,064,935.56
Erwin, Wasey & Co., Inc.	718,208.18
D'Arcy Advertising Co., Inc.	642,984.94

Maxon, Inc.	604,670.58
J. Walter Thompson	448,087.76
William Esty & Co.	447,057.26
Knox Reeves Adv., Inc.	300,421.95
Jack Parker and Associates	242,814.00
Kelly, Zahrdt & Kelly, Inc.	175,936.16
Kenyon & Eckhardt, Inc.	171,865.00
Campbell-Mithun, Inc.	170,392.26
G. C. Hoskin & Associates	165,122.00
Aircasters, Inc.	128,076.30
Roche, Williams & Cunningham, Inc.	112,510.00
William H. Weintraub & Co.	111,666.77
Aubrey, Moore & Wallace, Inc.	95,751.80
Birmingham, Castleman & Pierce, Inc.	74,727.00
Ruthrauff & Ryan, Inc.	71,064.66
Redfield-Johnstone, Inc.	59,631.00
Leo Burnett Company, Inc.	57,028.06
Hays-Macfarland & Co.	40,108.20
Duane Jones Company	35,101.08
M. H. Hackett, Inc.	29,730.00
Grady & Wagner Co.	24,439.50
Lord & Thomas	19,326.31
Young & Rubicam, Inc.	13,674.38
Weston-Barnett, Inc.	9,386.25
Marschalk & Pratt, Inc.	7,368.19
H. B. Humphrey Co.	6,352.00
Buchanan & Co., Inc.	5,004.50
Charence Juneau Agencies	2,961.00
Sweeney & James Co.	1,315.50
Direct	10,309.50
Locally Sponsored	761,729.63
TOTAL	\$9,636,122.49

**National Broadcasting Co.
1942 Agency Gross Billings
Not Available**

**Blue Network Co.
1942 Sponsor Expenditures**

Sterling Products, Inc.	\$1,710,654
Good Will Hour	8585,306
Manhattan At Midnight	338,800
American Melody Hour	78,410
Monday Merry-Go-Round	78,531
Orphans Of Divorce & Sec- ond Husband	315,252
Amanda Of Honeymoon Hill	314,352
American Home Products, Inc.	1,153,832
Easy Aces	444,997
Just Plain Bill	313,996
John's Other Wife	313,996
Mr. Keen, Tracer Of Lost Persons	410,813
Miles Laboratories, Inc.	1,277,917
Ford Motor Company	1,012,626
General Mills, Inc.	843,352
Coca-Cola Company	822,874
Sun Oil Company	786,928

Carter Products, Inc.	578,191
Andrew Jergens Company (The)	541,488
Swift & Company	504,205
Bristol-Myers Company	405,805
J. B. Williams Company	351,036
Socony Vacuum Oil Company	347,278
General Foods Corporation	317,138
Williamson Candy Company	305,544
Balston-Purina Company	267,816
Pepsi-Cola Company	242,130
Dr. Earle S. Sloan, Inc.	217,314
Wheeling Steel Corporation	208,888
R. J. Reynolds Tobacco Company	203,786
Standard Brands, Inc.	194,436
American Cigarette & Cigar Company ..	192,042
Time, Inc.	181,232
Hall Brothers, Inc.	176,725
Texas Company	174,850
P. Ballantine & Sons	159,708
Wander Company (The)	157,114
P. Lorillard Company	131,592
Adam Hat Stores, Inc.	122,290
Cream of Wheat Corporation	114,622
Pillsbury Flour Mills Company (The) .	114,216
Trimount Clothing Company, Inc.	107,062
Serutan Company	103,016
Ontario Travel & Publicity Bureau ...	102,672
Ex-Lax, Inc.	100,011
Welch Grape Juice Company	96,818
Pan-American Coffee Bureau	95,520
Langendorf United Bakeries, Inc.	88,697
D. L. Clark Company	73,407
Mail Pouch Tobacco Company	60,687
Neighbors of Woodcraft	61,656
Minneapolis-Honeywell Regulator Com- pany	56,796
Lance, Inc.	50,039
Aeme White Lead & Color Works	48,612
Modern Food Process Company	48,597
Hecker Products Corporation	48,012
C. F. Mueller Company	46,824
Canada Dry Ginger Ale, Inc.	42,360
Sherwin Williams Company (The) ...	40,427
Loew's Inc.	38,755
Smith Brothers	35,226
Mennen Company (The)	33,252
Political	29,584
Tidewater Associated Oil Company	29,300
Skinner & Eddy Corporation	21,844
Northwestern Yeast Company	18,967
Gillette Safety Razor Company	17,662
Paramount Pictures, Inc.	11,288
Wilson Milk Company	13,644
Joseph Tetley & Company, Inc.	11,748
A. S. Boyle Company	10,482
Council for Candy as Food in Wartime.	10,279
Sales Builders, Inc.	1,364
Seaside Oil Company	8,206
A. Schraeder's Sons	7,130
Higgins Industries, Inc.	6,284
Seovill Mfg. Company	6,170
Autoear Company	5,676
Nestle's Milk Products, Inc.	5,569
Libby McNeill & Libby	5,262
White Motor Company	5,211
Pacquin, Inc.	5,148
Bauer & Black	4,908

Photo-Developing, Inc.	4,644
Fisher Flouring Mills, Inc.	4,585
Babcock & Wilcox Company	4,373
Independent Lock Company	4,200
Austin Studios	4,117
Kerr Glass Mfg. Corporation	4,101
Chlorine Solutions, Inc.	4,038
Gilbert & Barker Mfg. Company	3,881
Electric Boat Corporation	3,338
Jenkins Brothers	2,591
Washington Cooperative Egg & Poultry- Association	2,549
Calavo Growers of California	1,026
L. B. Laboratories, Inc.	681
Doubleday, Doran & Company, Inc. ...	340
Cramerton Mills	165

TOTAL\$15,782,493

Columbia Broadcasting System 1942 Sponsor Expenditures

Lever Bros. Co.	\$1,226,550
General Foods Corp.	1,223,395
Proctor & Gamble Co.	3,087,534
Campbell Soup Co.	2,858,829
Wm. Wrigley Jr.	2,462,069
R. J. Reynolds Tobacco Co.	1,779,100
Colgate-Palmolive-Peet Co.	1,697,460
Liggett & Myers Tob. Co.	1,472,639
Sterling Products, Inc.	1,469,634
American Products Corp.	1,367,079
Philip Morris & Co., Ltd., Inc.	1,282,281
General Mills, Inc.	1,194,607
American Tobacco Co.	981,927
Texas Co.	899,812
Pet Milk Sales Co.	887,963
Johns-Manville Corp.	854,538
General Electric Co.	734,710
Eversharp Co.	668,557
E. R. Squibb & Sons	663,846
Celanese Corp.	610,446
Emerson Drug Co.	605,587
Chrysler Corp.	603,039
Lady Esther Co.	598,416
Gulf Oil Corp.	538,944
Quaker Oats Co.	516,105
Chesebrough Mfg. Co.	506,772
Coca-Cola Co.	506,729
Continental Baking Co.	502,964
Pacific Coast Borax Co.	500,475
Prudential Insurance Co. of America ..	489,419
U. S. Tobacco Co.	466,707
California Fruit Growers Exchange ...	457,223
General Motors Corp.	433,741
P. Lorillard Co.	406,599
United Fruit Co.	386,378
Armstrong Cork Co.	372,308
B. T. Babbitt, Inc.	323,799
International Silver Co.	250,318
Johnson & Johnson	245,313
Parker Pen Co.	213,723
Bowey's, Inc.	211,142

Corn Products Refining Co.	201,172
Curtiss Candy Co.	186,187
Campana Sales Co.	180,773
Welch Grape Juice Co.	172,166
Ford Motor Co.	160,370
Pillsbury Flour Mills Co.	140,931
American Oil Co.	125,711
Lewis Howe Co.	121,941
Los Angeles Soap Co.	118,429
Phileo Corp.	111,060
Planters Nut & Choc. Co.	104,184
Magazine Repeating Razor Co.	97,458
International Cellulocotton Products Corp.	72,864
Armour & Co.	65,934
Continental Radio & Television Corp.	60,570
Union Oil Co.	60,088
Thomas J. Lipton, Inc.	59,640
Sunnyvale Packing Co.	58,344
Macfadden Publications	55,818
C. F. Mueller Co.	54,509
Lockheed Aircraft Corp.	54,972
Elgin National Watch Co.	48,212
General Petroleum Co.	46,164
General Cigar Co.	44,746
Luxor, Ltd.	44,506
Richard Hudnut	38,964
California Packing Co.	36,773
Brown & Williamson Tobacco Corp.	34,733
Manhattan Soap Co.	31,916
Bekins Van & Storage Co.	30,888
McKesson & Robbins, Inc.	29,976
Peter Paul, Inc.	29,588
Gillett Safety Razor Co.	29,321
Soil-Off Mfg. Co.	28,171
Mennen Co.	19,276
Smith Bros.	19,106
Barbasol Co.	18,590
Colonial Dames, Inc.	17,458
J. A. Folger & Co.	16,748
Par Soap Co.	15,273
Tidewater Associated Oil Co.	14,328
Mode O'Day Corp.	13,988
Standard Oil Co. of N. J.	13,620
Vick Chemical Co.	12,827
California Prune & Apricot Growers Assn.	12,761
American Chile Co.	12,364
Paramount Pictures, Inc.	11,166
Mentholatun Co.	9,345
Plough, Inc.	9,126
Golden State Co., Ltd.	8,899
Bathasweet Corp.	7,683
Northern Pump Co.	6,709
Republican State Committee, N. Y.	6,048
Chamberlain Laboratories	5,865
Nesbitt Fruit Products, Inc.	5,833
Seaside Oil Co.	5,275
Ludens, Inc.	4,554
J. C. Eno, Ltd.	4,498
California Federation of Labor Committee Re-election of Gov. Olson.	4,466
Gallenkamp Stores	3,248
Massachusetts Democratic State Committee	2,799
Olson for Governor	2,571
Independent Petroleum & Consumers Assn.	1,914
Massachusetts Republican State Committee	1,827
Comm. for Furtherance of Democratic Principles—Mass.	1,820
Citizens Rights Committee	1,800
Kenny for Attorney General	1,624
Eagle Oil & Refining Co.	1,624
Independent Citizens Comm., N. Y.	1,490
Gano Culwell for Gov.	1,178
	812

Scudder Food Products	608
Hollywood Dem. Comm. for Gov. Olson	406
Public Health League	406
Earl Warren Committee	406
Robt. Bushwell, Attorney General, Mass.	370
Warren for Gov. Comm.	305
Breakfast Club Coffee	188
Comm. for State Improvement—Mass.	151
GRAND TOTAL	\$15,593,125

Mutual Broadcasting System 1942 Sponsor Expenditures

Bayuk Cigars, Inc.	\$973,072.43
Gospel Broadcasting Ass'n.	929,698.41
Coca-Cola Co.	612,984.94
Gillette Safety Razor Co.	604,670.58
General Mills	510,371.65
Pharmaco, Inc.	447,057.26
General Cigar Co.	448,087.76
R. B. Semler, Inc.	438,916.20
Voice of Prophecy, Inc.	408,236.00
Anacin Co.	333,738.20
Whitehall Pharmaceutical Co.	321,742.88
Richfield Oil Corp. of N. Y.	304,729.50
The Wander Co.	277,925.65
Young People's Church of the Air	275,561.26
Lutheran Laymen's League	175,936.16
Standard Brands, Inc.	171,865.00
Land O'Lakes Creameries, Inc.	170,392.26
Zonite Products	161,408.00
Pilgrim Hour	135,237.15
Schenley Import Corp.	111,666.77
The Barbasol Co.	117,883.96
Studebaker Corp.	112,510.00
Detroit Bible Class	100,010.64
Campana Sales Co.	95,754.80
Conti Products Inc.	74,727.00
D. L. & W. Coal Co.	61,368.66
Howard Clothes, Inc.	59,634.00
People's Church, Inc.	56,870.28
Marrow's Inc.	40,108.20
Hecker Products Corp.	39,597.00
Benson & Hedges	35,101.08
Riggio Tobacco Corp.	29,730.00
Wesley Radio League	28,065.66
Gotham Silk Hosiery Co.	24,439.50
Pabst Sales Co.	19,326.34
Lumbermen's Mutual Casualty Co.	17,431.06
Iglehart Bros.	13,674.38
American Bird Products, Inc.	9,386.25
Standard Oil Co. of N. J.	7,368.19
Garrett & Co.	6,696.00
Pepperell Mfg. Co.	6,352.00
Chase Brass & Copper Co.	5,387.50
Paramount Pictures	5,004.50
Western Conference of Teamsters	2,964.00
The Bullard Co.	2,697.50
Wormbo Mfg. Co.	1,972.50
Diebold Safe & Lock Co.	1,315.50
Lansdowne Steel & Iron Co.	252.00
Locally Sponsored	761,729.63
TOTAL	\$9,636,122.49

National Broadcasting Co. 1942 Sponsor Expenditures

Not Available



**BROADCASTING
INDUSTRY IN 1942
GROSSED OVER
\$250,000,000 ...**

*DID YOU GET YOUR SHARE ...
ARE YOU PLANNING TO
GET IT DURING 1943?*

Spot Sales, inc.

● **NEW YORK:** 400 Madison Ave., ELdorado 5-5040
*LOREN WATSON * PEGGY STONE*

● **CHICAGO:** 360 N. Michigan Ave., Franklin 8520
*PETERSON KURTZER * AILEEN PHILLIPS*

● **SAN FRANCISCO:** 3rd & Market St., Exbrook 3558
JOHN LIVINGSTON

★ RADIO STATION ★ REPRESENTATIVES

JAMES L. ALEXANDER

Toronto—Concourse Bldg., James L. Alexander, Manager..... Adelaide 9594
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ALL-CANADA RADIO FACILITIES LIMITED

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Winnipeg—Electric Railway Chambers, P. H. Gayner..... 96-861
Vancouver—543 Seymour 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.; CJRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterboro, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CHAD, Amos, Que.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKRN, Rouyn, Que.; CKVD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CJRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

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 (Editor's Note: This firm is closed for the duration.)

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Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.

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

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El Salvador: YSS-HUD-YSD, San Salvador; YSR, San Salvador.

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 Joseph R. Bloom, Eastern representative.
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Los Angeles—568 Chamber of Commerce Bldg. Richmond 6184

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Stations—KUAO, Siloam Springs, Ark.; KFXJ, Grand Junction, Colo.; KFKA, Greeley, Colo.; WINX, Washington, D. C.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WAIT, Chicago, Ill.; KOAM, Pittsburg, Kans.; WABI, Bangor, Me.; WSAR, Fall River, Mass.; WJAG, Norfolk, Nebr.; KGNF, North Platte, Nebr.; WHEB, Portsmouth, N. H.; WLIB, New York, N. Y.; KLPN, Minot, N. D.; WICA, Ashtabula, Ohio; KCRC, Enid, Okla.; WSBA, York, Pa.; KABR, Aberdeen, S. D.; KOBH, Rapid City, S. D.; KTBC, Austin, Texas; WRJN, Racine, Wisc.; Z-Bar Net (KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.).

• • • STATION REPRESENTATIVES • • •

WAXELBAUM & CO.

(Foreign Language Representative)

New York—132 West 43rd St. Pennsylvania 6-0043
Benjamin Waxelbaum, Principal.
Stations—Representative for broadcasting and producing of foreign-language programs only.

WEED & CO.

New York—350 Madison Avenue. Vanderbilt 6-4542
Joseph J. Weed, President; Grace Walsh, Secretary.
Chicago—203 N. Wabash Avenue. Randolph 7730
C. C. Weed, Vice-President.
Detroit—General Motors Bldg., Charles M. Adell, Manager. Madison 6366
Boston—Statler Bldg., Charles D. Kean, Manager. Hubbard 5677
Hollywood—6253 Hollywood Blvd., Haan J. Tyler, Manager. Hillside 8611
San Francisco—Mark Hopkins Hotel, Haan J. Tyler, Manager. Yukon 1899
Stations—KSFO, San Francisco, Calif.; WTIC, Hartford, Conn.; WSUN, St. Petersburg, Fla.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WDSU, New Orleans, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCHS, Portland, Me.; WORC, Worcester, Mass.; KFRU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; KGGM, Albuquerque, N. M.; WEBR, Buffalo, N. Y.; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; Texas State Network; WCAX, Burlington, Vt.; WTAQ, Green Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.; 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.; CJRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.

HOWARD H. WILSON COMPANY

Chicago—75 East Wacker Drive. Central 8744
Howard H. Wilson, Owner; S. M. Aston, George E. Wilson.
New York—551 Fifth Ave. Murray Hill 6-1230
David F. Crosier, Manager; Clem A. Kracht.
Hollywood—6362 Hollywood Blvd., Homer O. Griffith. Granite 1726
San Francisco—681 Market St., R. J. Bidwell. Garfield 0947
Seattle—White Bldg., Hal Pearce. Main 6626
Stations—WCOV, Montgomery, Ala.; KGER, Long Beach, Calif.; KFMB, San Diego, Calif.; KGHF, Pueblo, Colo.; WLDS, Jacksonville, Ill.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; KFNF, Shenandoah, Ia.; KFBI, Wichita, Kans.; WDGy, Minneapolis, Minn.; KTTS, Springfield, Mo.; WDNC, Durham, N. C.; WHKY, Hickory, N. C.; KILO, Grand Forks, N. D.; WPIC, Sharn, Pa.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFDM, Beaumont, Texas; KBWD, Brownwood, Texas; KROD, El Paso, Texas; KFYO, Lubbock, Texas; KTEM, Temple, Texas; KRGV, Weslaco, Texas; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; WSVA, Harrisonburg, Va.; WSAZ, Huntington, W. Va.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; WOSH, Oshkosh, Wisc.; Lone Star Chain.
CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.



RESEARCH ————— ORGANIZATIONS

ASSOCIATED RADIO MARKETS

914 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone, ATlantic 3774

Manager.....Alden R. Grimes
Assistant Manager.....Robert E. Stark
Report Manager.....Joan M. Devoy
Field Staff Supervisor.....Mary Prettyman

Services Offered: Radio audience surveys;
air-checks of broadcast schedules; market
analyses; media coverage data.

*(Editor's Note: This firm is closed for the
duration.)*

BUREAU OF RESEARCH IN EDUCATION BY RADIO

University of Texas, Austin, Texas
Phone: 9171-234

Director.....A. L. Chapman
Secretary.....Nadine Wilson
Assistants.....Elizabeth Berg,
Helen Kelley, Jerry Barnes, Camille
Lyons, Janice Lyons.

Services Offered: Non-commercial re-
search service; research results utilized in
the planning, writing, production and evalua-
tion of educational radio programs; educa-
tional radio equipment studies; listening-
time studies; listener-effect surveys.

WALTER P. BURN & ASSOCIATES, INC.

7 West 44th Street, New York, N. Y.
Phone, MUrray Hill 2-7462

President.....Walter P. Burn
Vice-President.....William Noble

Services Offered: Market data, economic
studies, media coverage studies, radio cov-
erage maps, decorative maps, economic maps,
charts, trade paper advertising, brochures,

dramatized sales presentation, complete pro-
motion plans, trade area counsel on FM
applications.

CALIFORNIA ASSOCIATES

417 South Hill St., Los Angeles, Calif.
Phone: Madison 1196

President.....John B. Knight
Manager.....Geraldine Parker
Advertising Director.....Wade Crosby
Secretary.....Sylvia Clawson

Branch Office

300 Montgomery St., San Francisco, Calif.
Phone: Exbrook 0600

Services Offered: Public opinion surveys;
market analysis; business research.

CANADIAN FACTS

11 Jordan Street, Toronto, Ont., Canada
Phone Adelaide 2067

General Manager.....N. P. Colwell
Director of Field Personnel
Barbara Houston
Sales Manager.....John F. Graydon

Branch Offices

Operating branches in 130 Canadian cities
and towns with a total staff of 2100.

Services Offered: All types of marketing
research including market coverage data,
consumer studies, dealer investigations, opin-
ion studies, government work, market condi-
tion forecast and checks on effectiveness of
various media.

PAUL T. CHERINGTON

c/o McKinsey & Co., 60 East 42nd St.,
New York, N. Y.

Phone, VAnDerbilt 6-5280

Services Offered: Distribution consultant,
market surveys, media studies.

COMMERCIAL SERVICES, INC.

2011 Park Avenue, Detroit, Mich.
Phone: RAndolph 1485

President-General Manager

Richard W. Oundersluys

Vice-President.....Keith G. Cone
Production Manager....Margaret McMillan

Services Offered: Telephone surveys, roster recall surveys, consumer and dealer studies, copy testing, market investigations.

ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.
Phone Victor 1973

Principal.....Robert S. Conlan
Associates.....Edward I. Heaton,
Carrie J. Conlan, Gladys Zander

Branch Office

Republic Bank Bldg., Dallas, Texas
Phone: Central 6017

In Charge.....William L. Stout, Jr.

Services Offered: Listener surveys, market research.

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

330 West 42nd Street, New York, N. Y.
Phone, LOngaere 3-1454

General Manager.....A. W. Lehman
Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); Robert B. Brown (Bristol-Myers Co.); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); John L. Bogert Standard Brands); A. W. Lehman, General Manager.

Services Offered: The Cooperative Analysis of Broadcasting, Inc., is a non-profit membership corporation. Its purposes are: collection, for information of its members, of information, statistics, and data related to advertising through the medium of radio broadcast; evaluation of the popularity of various radio broadcast programs in relation one to the other; studies of the habits of those who listen to radio broadcast programs and of the uses by such listeners of radio receiving instruments; and generally, the collection and dissemination of information, statistics and data applicable, directly or indirectly, to the use of wireless telegraphy for the transmission of messages or the entertainment or education of the listening public.

CROSSLEY, INC.

330 West 42 St., New York, N. Y.
Phone BRyant 9-5462

President.....Archibald M. Crossley

Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

ELLIOTT-HAYNES, LTD.

(Radio Research Division)

25 King St., West, Toronto, Ont., Canada
President.....Walter E. Elliott
Vice-President.....W. Paul Haynes
Secretary-Treasurer.....Ernest Comte

Offices

Sun Life Bldg., Montreal, P. Q., Canada
(Also offices in Halifax, Winnipeg and Vancouver.)

Services Offered: Radio audience and listening surveys using, with permission, the C. E. Hooper, Inc., technique and formula (telephone co-incident); reports are released fortnightly with the first report of the month carrying complete data on evening listening and the second report carrying complete data on daytime listening.

EVALUATION OF SCHOOL BROADCASTS PROJECT

Ohio State University, Columbus, Ohio
Phone, University 3148, Ext. 707

Director.....I. Keith Tyler
Associate Director.....Norman Woelfel
Research Associates....R. R. Lowdermilk,
J. Robert Miles, Seerley Reid, Irving
Robbins, J. Howard Rowland, G. D.
Wiebe.

Research Assistant.....Hazel Gibbony
Research Consultant.....Daniel Day
Assistant to Director....M. Margariete Ralls

Services Offered: Research on the relation of radio and children and young people; advisory services to broadcasters and educators on planning and production of school broadcasts and children's programs. (This project has published 40 bulletins on a variety of problems relating to the educational use of radio; bulletins are available from the project at cost. Five books covering the executive field thoroughly and systematically are being published under the title "Radio In Education Series". The project, which will be completed this year, is sponsored by the Federal Radio Education Committee and Ohio State University and is financed by grants from the General Education Board.)

RESEARCH ORGANIZATIONS

EDGAR FELIX

18 East 48th St., New York, N. Y.
Phone PLaza 5-5052

Director.....Edgar Felix
Chief Field Engineer.....L. C. Skipper
Statistician.....J. Murray
Services Offered: Radio Coverage Reports,
a uniform and comparable coverage analysis
for all cities and stations in the United
States.

(Editor's Note: This firm is closed for the
duration; Mr. Felix is a Captain in the
United States Army.)

C. E. HOOPER, INC.

22 East 40th St., New York, N. Y.
Phone, LExington 2-3000

President.....C. E. Hooper
V-P & Manager, Station Audience Reports
Fred H. Kenkel
Manager, Radio Program Reports
Dorothy M. Behrens
Research Consultant...Dr. M. N. Chappell
Branch Office
1709 West 8th St., Los Angeles, Calif.
Phone: Federal 7777

Manager.....Ruth Arnold
Services Offered: Radio audience and list-
ening survey specialists, publishers of
monthly "Hooper Radio Reports"—(National
daytime programs, national evening pro-
grams, regional sets-in-use reports, regional
program ratings, station audience reports,
radio sales effectiveness reports, etc.)

HOOPER-HOLMES BUREAU

102 Maiden Lane, New York, N. Y.
Phone WHitehall 3-9700

Director of Research.....William L. Henry
Branch Offices
78 Offices Throughout
United States and Canada
Services Offered: Commercial research.

INDUSTRIAL SURVEYS CO., INC.

250 Park Ave., New York, N. Y.
Phone: PLaza 3-8176

President.....H. L. Churchill
Vice-President.....Jean Stewart
V-P & Secretary-Treasurer....H. C. Trainor
Research Director.....S. G. Barton
Branch Office

111 W. Jackson Blvd., Chicago, Ill.
Phone: Wabash 3363

Vice-President.....Stanley Womer
Services Offered: General marketing re-
search via interview or controlled mail;
radio coincidentals (permanent staff in 20
cities); studies of radio listening related to

product purchases of a national fixed panel
of 2,000 families; retail store audits; ma-
chine tabulating.

NATIONAL RADIO RECORDS

347 Madison Ave., New York, N. Y.
Phone, MUrray Hill 6-9186

President.....N. Charles Rorabaugh
Executive Vice-President.....Fulton Dent
Services Offered: Monthly spot advertis-
ing reports; confidential statistics revealing
spot activity of national and regional adver-
tisers.

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6109

President.....A. C. Nielsen
Executive Vice-President.....F. K. Leisch
Executive Vice-President in Charge of
N. Y. Office.....J. O. Peckham
Executive Vice-President in Charge of
Nielsen Radio Index.....H. L. Rusch
Branch Office

500 Fifth Ave., New York, N. Y.
Phone, PENnsylvania 6-7126

Services Offered: Market research work
including the publication of indexes on the
drug, food, liquor, radio and British busi-
ness.

OFFICE OF RADIO RESEARCH,
COLUMBIA UNIVERSITY

15 Amsterdam Ave., New York, N. Y.
Phone, COlumbus 5-6951

Director.....Paul F. Lazarsfeld
Services Offered: Research in the effec-
tiveness of various media of communica-
tion; sociological and psychological compo-
sition of radio audiences; audience to
different types of programs; techniques of
measurement of coverage and effectiveness of
media of communication; techniques of
measuring likes and dislikes of programs.

OFFICE OF RESEARCH—
RADIO DIVISION

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

Director.....Dr. John G. Peatman
Services Offered: Psychological aspects of
market research; surveys and analyses for
the music industries and advertising agen-
cies; weekly Audience Coverage Index Re-
port; national survey of popular music
broadcast on national networks. ("Net-
work Song Favorites" published weekly in
RADIO DAILY).

THE PULSE OF NEW YORK, INC.

500 Fifth Ave., New York, N. Y.
Phone: LAckawanna 4-8035

Director.....Sydney Roslow

Services Offered: Measurement of radio audiences locally or combined for the Atlantic coast area; analysis of radio program audiences and the sales effectiveness of radio programs; studies of the relationship between radio listening and other related questions.

•

RADIO REPORTS, INC.

220 East 42nd St., New York, N. Y.
Phone: MUrray Hill 2-3564

President.....Edward F. Loomis
Vice-President.....P. R. Rieber
Secretary.....Elsie D. Shipman

Branch Office

617 S. Olive St., Los Angeles, Calif.
Phone: Van Dyke 4084

Manager.....Richard Wilkes

Services Offered: Daily and weekly digests of radio opinion; verbatim texts of radio addresses, comment, dramatization, news reports, etc., based on electrical recordings; verbatim texts of radio commercials.

•

REGAN SERVICE

1085 Monadnock Bldg., San Francisco, Calif.
Phone DOuglas 4475

Owner-Manager.....James L. Regan

Services Offered: Personnel surveys in stores, hotels, restaurants, banks, transportation systems; purchase tests; comparison shopping.

•

ELMO ROPER

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

Executives.....Elmo Roper, Arthur B. Chivvis, Carolyn W. Crusius, Robert Williams, Alfred Politz.

Services Offered: Marketing research, distribution consultant, trade and consumer studies.

ROSS FEDERAL RESEARCH CORP.

18 East 48th St., New York, N. Y.
Phone, PLaza 3-6500

Chairman of Board-President-
Treasurer.....Harry A. Ross
Vice-President-General Manager
Densmore A. Ross
Vice-President-General Sales Manager
Clifford B. Ross
Secretary.....Frank X. Miske

Branch Offices

59 E. Van Buren St., Chicago, Ill.
642 Book Bldg., Detroit, Mich.
872 Hanna Bldg., Cleveland, Ohio
913-915 Berger Bldg., Pittsburgh, Pa.
606 West Wisconsin Ave., Milwaukee, Wisc.
740 Union Trust Bldg., Cincinnati, Ohio
320 N. Meridian St., Indianapolis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadelphia, Pa.
1028 Connecticut Ave., Washington, D. C.
1807 Grand Ave., Kansas City, Mo.
210 Grand Olive Bldg., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
1051-53 Monadnock Bldg., San Francisco, Calif.
1904 Third Ave., Seattle, Wash.
Tower Petroleum Bldg., Dallas, Texas
903 United States National Bank Bldg., Denver, Colo.
47 West South Temple St., Salt Lake City, Utah
Rand Tower Bldg., Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
1911 Sterick Bldg., Memphis, Tenn.
314 Johnston Bldg., Charlotte, N. C.
207-208 Palmer Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
1004 Baronne Bldg., New Orleans, La.
404 Terminal Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
746 Chapel St., New Haven, Conn.
Services Offered: Market research, consumer and dealer studies, radio studies, sales planning and testing.

•

GREGORY GUY WILLIAMS

1137 Board of Trade Bldg., Kansas City, Mo.
Phone: Victor 0553

Owner.....G. G. Williams

Services Offered: Grain statistical studies; market surveys; wheat, rye, corn and grain market forecasts.

NEWS SERVICES

International News Service

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

Executives

President Joseph V. Connolly
Editor-In-Chief Barry Faris
News Editor William J. Kelly
Business and Sales Manager Walter E. Moss

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza Circle 7-1357

Executives

General Manager William J. McCambridge
Assistant General Manager Oliver Gramling
Radio News Editor Tom O'Neil

Radio News Association

New York—521 Fifth Avenue MUrray Hill 2-4341

President Herbert Moore

Reuters

New York—50 Rockefeller Plaza Circle 6-3960

Executives

Manager D. Kimpton Rogers
News Editor Robert Vivian
Accountant Douglas Rowley

Transradio Press Service, Inc.

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

Executives

President Herbert Moore
Vice-President-Editor Dixon Stewart

United Press Associations

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

Executives

President Hugh Baillie
Vice-President & General Business Manager E. M. Williams
Radio News Manager Phil Newsom
Radio Sales Manager A. F. Harrison

AMP

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FINE · PROGRAM · BUILDING**

ASSOCIATED · MUSIC · PUBLISHERS · INC
25 WEST · 45TH STREET · NEW · YORK · CITY

ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1941 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . American Association of Advertising Agencies
- ABC . . . Audit Bureau of Circulation
- ABP . . . Associated Business Papers
- ANPA . . . American Newspaper Publishers' Association
- APA . . . Agricultural Publishers' Association
- NOAB . . . National Outdoor Advertising Bureau
- PPA . . . Periodical Publishers' Association
- PRB . . . Pacific Recognition Bureau
- SAAA . . . Southwestern Association of Advertising Agencies
- SNPA . . . Southern Newspaper Publishers' Association

AARON & BROWN

1411 Walnut St., Philadelphia, Pa.
Phone LOeust 2282
ANPA
Officers

President.....M. W. Aaron
Vice-President.....E. L. Brown
Secretary-Treasurer.....Lon Jourdet
Radio Director.....E. L. Brown

Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co. (Bab-O); International Cellucotton Prod. Co.; Francis H. Leggett Co. (Premier Food Products); The Sun-Ray Co. (Kemp's Sun-Ray Tomato Juice); Charles Hansen Laboratory, Inc. (Junket); American Home Products (Anacin, Kolynos Tooth Powder); Best Foods Co. (Heckers' Cream Farina, H-O Oats); Ralston Purina Co. (Ralston, Instant Ralston, Ry-Krisp); Grocery Store Products (Cream of Rice); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine) Pepsodent Co. (Pepsodent Tooth Brushes); Ex-Lax, Inc. (Ex-Lax, Jest).

ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York, N. Y.
Phone BRyant 9-1176
Officers

President.....Z. H. Rubinstein
Treasurer.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Musical Director.....Harry Lubin
Script Writer.....Jacob I. Freedman
Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee, Grape-Nuts Wheat-Meal); Horowitz-Margaret; I. Rokeach & Sons; Lever Bros. (Spry); R. B. Davis Co. (Cocomalt, Davis

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
Richmond, Va.
Phone 32800 & 32809
ANPA—SNPA—APA

First Advertising Agency Group
Officers

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



There's no

One of the 20 best radio advertisements of 1942, selected by H. M. Heberer, Professor of Radio Advertising, Kansas State College of Agriculture and Applied Science. The advertisement appeared in November and December trade journals.

ACCEPTANCE


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THE YANKEE
NETWORK'S
FOUNDATION

THE YANKEE

Member of the Mutual

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS



place like home;
for Selling
by RADIO!

The first requisite is to get your messages in the home—not now and then, but every day! Not as a casual visitor, but on stations that are welcomed as long established friends and neighbors.

Unless you are a native born New Englander, unless you know their characteristics, habits and qualities of loyalty you can't appreciate how important this is.

Yankee Network hometown stations are "friends" of years standing, known and preferred in the 21 key markets they have faithfully served.

The consistent success attained by scores of leading national advertisers is the most significant and convincing evidence that the sales-way to New England is through Yankee Network's "accepted" stations.

NETWORK, INC.

Broadcasting System

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Art Director.....M. F. Riggs
 Production Manager.....Aubrey F. Watson
 Office Manager.....Mildred Mahoney
Radio Accounts Placed—Southern Dairies,
 R. F. & P. Railroad, Richmond Maid Mfg.
 Co., Henry R. Haase Furs, The Young Men's
 Shop.

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
 Philadelphia, Pa.
 Phone Rittenhouse 7810
 AAAA — ABC — NOAB — ABP — ANPA
 APA — PPA

Officers
 Senior Partner-Radio Director..H. H. Kynett
 PartnerA. K. Aitkin
 PartnerM. E. Goldman
Radio Accounts Placed—Stephano Bros.;
 Phillips Packing Co.

ALLEN & REYNOLDS, INC.

833 Insurance Bldg.
 Omaha, Nebr.
 Phone Atlantic 4445
 ANPA—APA
Officers
 President-TreasurerEarl Allen
 Executive-Vice-President-Secretary,
 Milton H. Reynolds
 Vice-President.....Harold Roll
 Vice-President.....Robert Savage
 Vice-President-Radio Director
 Harry Bromberg

ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York, N. Y.
 Phone COlumbus 5-4868
 PPA — ANPA
Officers
 President.....T. H. Anderson, Jr.
 Vice-President.....H. H. Smith
 Secretary-Treasurer.....Lewis G. Van Akin

Branch Office
 821 15th St., N.W., Washington, D. C.
 Phone NA 7142
Radio Accounts Placed—Alexander Smith
 & Sons Carpet Co. (National spot, F.
 Schumacher & Co. (national spot), Dry Dock
 Savings Institution (local).

**ANFENGER ADVERTISING
 AGENCY, INC.**

1706 Olive St., St. Louis, Mo.
 Phone CHestnut 6380
 AAAA—ABP—ANPA—PPA
 Radio Director.....Vernon L. Morelock
 Asst. Radio Director.....Lynn Westbury
Branch Office
 1014 Canal Bldg., New Orleans, La.
 Phone RAYmond 0845
 Manager.....Walter Winius
Radio Accounts Placed—Falls City Brew-
 ing Co., Jackson Brewing Co., Seven-Up
 Bottling Co., Jefferson Hotel, St. Louis Dairy
 Council, Reardon Co., Lion Oil Refining Co.

ANIOL & AULD

Smith Young Tower, San Antonio, Tex.
 Phone Fannin 9147
Officers
 President.....Claude B. Aniol

**ASSOCIATED ADVERTISING
 AGENCY, INC.**

Florida Natl. Bank Bldg., Jacksonville, Fla.
 Phone 3-1253
 ABP—SNPA—APA
Officers
 President.....M. Thayer Newman
 Executive Vice-President (in charge of radio)
 Hunter Lynde

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.
 Phone MOhawk 4-8795
 ABP—ANPA—PPA
Officers
 President.....J. W. Atherton
 Vice-President.....G. M. Spencer
 Secretary.....W. T. Tieman
 Treasurer.....H. P. Francis
 Time Buyer.....Wm. T. Tieman
 Asst. Time Buyer.....N. Rothstein

Branch Office
 100 Adelaide St., Toronto, Ont., Canada
Radio Accounts Placed — Cuticura,
 Humphreys, Eno, North American Dye Corp.

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.
 Phone Randolph 0830
 ANPA — ABP — PPA — APA
Officers
 PresidentJames T. Aubrey
 Vice-PresidentsJohn C. Moore,
 L. T. Wallace, John J. Finlay, L. O.
 Wilson, John H. Dunham.
 Radio Time Buyer-Production, John H. North
Radio Accounts Placed—Campana Sales
 Co., Chicago Motor Club, Chicago Solvay
 Coke Co., International Harvester Co.,
 The Hub, Henry C. Lytten & Sons, McIlhenny
 Co., McKenzie Milling Co., Old Colony
 Beverages, Orange-Crush Co., Williamson
 Candy Co.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia, Pa
 Phone Lombard 0100
 ANPA — PPA — ABP
Officers
 PresidentH. A. Batten
 Executive Vice-President..Gerold M. Lauck,
 Clarence L. Jordan

• • • **ADVERTISING AGENCIES** • • •

Vice-President In Charge of Radio,
H. L. McClinton
Assistants.....H. C. Sanford,
Max Wylie
Business Manager.....Robert Collins
Chief Time Buyer.....T. J. McDermott
Talent.....R. A. Mortensen
Copy Chief.....James E. Hanna
Program Promotion.....Russell E. Pierce

Branch Offices

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-0200
Vice-President.....Edward R. Dunning
Vice-President in Charge of Radio,
H. L. McClinton
Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534
Vice-President.....Carl J. Eastman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800
Vice-President.....T. L. Barnard

Radio Accounts Placed—American Export Lines, Atlantic Refining Co., Bell Telephone System, Paul F. Beich Co., Berlitz School of Languages, Clicquot Club Co., DeBeers Consolidated Mines, Ltd., J. B. Ford Co., Granat Bros., Goodyear Tire & Rubber Co., Hawaiian Pineapple Co., Dr. Hess & Clark, Inc., Hill Bros. Coffee, Inc., Illinois Bell Telephone Co., International Correspondence Schools, Kerr Chickeries, Michigan Bell Telephone Co., Polk-Miller Products Corp., Price Flavoring Extract Co., Sheffield Farms Co., Steinway & Sons, Supplee-Wills-Jones Co., Webster-Eisenlohr, Inc.

BADGER AND BROWNING & HERSEY, INC.

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

President.....R. W. Hersey
Chairman of Board.....J. L. Badger
Treasurer.....F. S. Browning
Radio Director.....Mrs. Marjorie de Mott
Time Buyer.....H. W. Mallinson, Jr.

Affiliated Agency

Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364

Radio Account Placed—American Chicle Co., Denver Chemical Mfg. Co.

BALDWIN & STRACHAN, INC.

374 Delaware Ave., Buffalo, N. Y.
Phone Washington 6854
ABP—ANPA—PPA

Radio Director.....J. F. Higgins
Radio Accounts Placed—Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co.

BARLOW ADVERTISING AGENCY, INC.

309 Syracuse-Kemper Bldg., Syracuse, N. Y.
Phone 3-0131
APA — PPA — ABP
Officers

President.....E. S. Barlow
Vice-President.....E. S. Crawford
Vice-President.....H. H. Goodhart
Secretary.....E. V. Cole
Production Manager.....F. B. Tompkins
Copy Chief.....J. J. Hines
Art Director.....H. C. Millard
Radio Manager.....J. R. Coleman
Radio Accounts Placed—Dairymen's League Co-operative Association, Inc., Haberle Congress Brewing Co.

BARNES CHASE COMPANY

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

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

Branch Office

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

Manager.....E. W. Rutledge

BARRONS ADVERTISING CO.

1737 McGee St., Kansas City, Mo.
Phone HARRison 7730-1
ABP—ANPA—PPA—SNPA—APA
Officers

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary.....A. W. Durrin
Radio Dept. Heads.....Frank H. Little,
William Rubin

Radio Accounts Placed—Zerbst Pharmacal Co., Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., Glendale Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co., Nourse Oil Co., Sweeney Trade Schools, Inc.

TED BATES, INC.

630 Fifth Avenue, New York, N. Y.
Phone Circle 6-9700

AAAA—ANPA—PPA—
NAOB—ABC—APA—ABP

Officers

President-Treasurer.....Theodore L. Bates
Executive Vice-President.....Joseph R. Busk
Vice President-Secretary...Thomas J. Carnese
Vice-President.....Thomas Buechner
Director of Media-

Asst. Secretary.....Edgar Small
Vice-President and Director of Radio

Tom Revere
Time & Space Buyer.....William C. Dekker
Assistant Treasurer.....Carlos Justiz

Radio Accounts Placed—Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Octagon Soap Products, Palmolive Brushless and Lather Shave Cream, Crystal White Soap Products); Continental Baking Co., Standard Brands, Inc. (Royal Gelatin, Royal Puddings, Royal Baking Powder); Carter Products, Inc.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

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

AAAA—APA—ANPA—PPA—ABP—
ABC—NOAB—SNPA

Officers

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President.....Bruce Barton
Chairman of Executive Committee-

Treasurer.....F. R. Feland
Executive Vice-President....Alex F. Osborn
Vice-President for Western Offices

John C. Cornelius
Vice-President-Director of Radio,
Arthur Pryor, Jr.

Associate Directors of Radio
(Eastern Office).....Carroll P. Newton
(Western Office).....Wayne Tiss

Radio Producers and Writers,
Homer Flickett, David White, Kenneth Webb, Kay Winn, Edwin Marshall, Walter Tibbals, Robert Presnell, Norris Houghton

Business Manager,
Radio Dept.....Frank Silvernail
Time Buyers.....G. C. Slaybaugh,
Gertrude Scanlan, Ninette Joseph, Gladys Franklin

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 9201
Vice-President.....R. B. Barton
Rand Bldg., Buffalo, N. Y.
Phone Cleveland 7915
Vice-President.....Stanley P. Irwin

Grant Bldg., Pittsburgh, Pa.

Phone Grant 8060

Vice-President.....Leon D. Hansen
178 Tremont St., Boston, Mass.

Phone Hubbard 0430

Vice-President.....Francis W. Hatch
Northwestern Bank Bldg., Minneapolis, Minn.
Phone Bridgeport 8881

Vice-President.....H. H. Haupt
Vice-President.....John C. Cornelius

1515 Terminal Tower, Cleveland, Ohio
Phone Prospect 3621

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

Manager.....Jack Smalley
Radio Director.....Wayne Tiss

Russ Bldg., San Francisco, Calif.
Phone Garfield 1017

Manager.....Charles H. McDougall
Pacific Mutual Bldg., Los Angeles, Calif.

Manager.....W. B. Geissinger

Radio Accounts Placed—American Cranberry Exchange; Armstrong Cork Co.; Boston Edison Co.; The Boston Globe; Corning Glass Works; Consolidated Edison; The Curtis Publishing Co.; Cream of Wheat Corp.; E. I. du Pont de Nemours & Co.; Fenn Bros.; Fort Pitt Brewing Co.; Gamble Stores; General Baking Co.; General Electric Co.; B. F. Goodrich Co.; Hoffman Beverage Co.; Household Finance Corp.; Lever Bros. Co.; Liberty Mutual Insurance Co.; Lyon Van & Storage Co.; M. J. B. Co.; Marine Midland Trust Co.; Minneapolis Brewing Co.; Mount Royal Importers; Mutual Savings Bank Assn. of Mass.; Murine Co.; Nehi Corp.; North American Co.; Northern Pump Co.; N. Y. Telephone Co.; Pennick & Ford, Ltd.; Reader's Digest Assn.; Sader Sales, Inc.; Saturday Evening Post; F. & M. Schaefer Brewing Co.; Southern New England Telephone Co.; Spirella Co., Inc.; Standard Oil Co. of Calif.; Tennessee Coal, Iron & R. R. Co.; William Underwood Co.; United Fruit Co.; U. S. Steel Corp.; Wildroot Co.

BENNETT, WALTHER & MENADIER, INC.

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

Officers

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

Radio Accounts Placed—Washburn Candy Co., Hudson Coal Co., Massachusetts Wharf Coal Co., Sulpho Naphthol Co.

• • • **ADVERTISING AGENCIES** • • •

BENTON AND BOWLES, INC.

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

Officers

Chairman of Board.....Chester B. Bowles
 President.....Atherton W. Hobler
 Vice-President.....John A. Mullen
 Assistant to President.....Edward R. Beach
 Executive Vice-President

William R. Baker, Jr.
 Radio Dept. Business Mgr....Walter Craig
 Production Head, Radio Programs,
 Kirby Hawkes

Branch Offices

Equitable Bldg., Hollywood, Calif.
 Phone Hillside 9151

Production Head.....Mann Holiner
 Radio Time Buyer.....Franklin Owens
Radio Accounts Placed — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Post's Bran Flakes); Best Foods, Inc. (Nucoa); Prudential Insurance Co., Hecker Products Co. (Shinola); Procter & Gamble Co. (Ivory Snow).

BERMINGHAM, CASTLEMAN & PIERCE, INC.

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

Officers

President.....Arch Bermingham
 Executive Vice-President.....Stewart Wark
 Secretary-Treasurer.....Winston H. Hagen
 Radio Director.....George C. Castleman
Radio Accounts Placed—Griffin Manufacturing Co., Inc.; O'Sullivan Rubber Co.; E. Fougere & Co.; Delchanty Institute; Chasers, Inc.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.
 Phone Circle 6-9300
 ANPA — PPA — ABP

Officers

President and Treasurer....Milton H. Biow
 Secretary.....Anna Hauptman
 Radio & Station Relations Manager
 Bernard Prockter
 Executive Radio Producer.....Vick Knight
 Dramatic Radio Director.....Charles Martin
 Time Buyer.....Richard Lewis
 Radio Research.....Edith Oliver

Branch Office

6111 Sunset Boulevard, Hollywood, Calif.

Officers

Manager.....John Rider
 Executive Radio Producer.....Vick Knight

Radio Accounts Placed — Bulova Watch Co., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Hills Bros., San-Nap-Pak Co.

BLACKETT-SAMPLE-HUMMERT

221 N. La Salle St., Chicago, Ill.
 Phone Dearborn 0900
 ABP—ANPA—APA—PPA—ABC—NOAB

Officers

President.....H. M. Dancer
 Partner.....J. G. Sample
 Partner.....Hill Blackett
 Assistant to President.....Paul Keenan
 Vice-Presidents.....Marvin Harms,
 C. L. Fitzgerald, Kenath T. Sponsel,
 Robert C. Wilson, A. E. Hanser
 Secretary.....J. R. Lieber
 Space Buyer.....Jack Loucks
 Radio Time Buyer.....J. James Neale

Branch Office

247 Park Ave., New York, N. Y.
 Phone Wickersham 2-2700

Officers

Vice-President.....E. Frank Hummert
 Vice-Presidents.....Anne Hummert,
 Maurice H. Bent, George G. Tormey
 Vice-President and Radio Time Buyer

Robert A. McNell
 Manager, Media Department..E. W. Federer
Radio Accounts Placed—Affiliated Products, Inc., Anacin Co., Axton-Fisher Tobacco Co., Bayer Co., Bi-So-Dol Co., A. S. Boyle Co., Florida Citrus Commission, General Mills, Inc., Knowlton Danderine Co., Kolynos Co., Midway Chemical Co., Mystic Laboratories, Chas. H. Phillips Chemical Co., Procter & Gamble Co., A. E. Staley Mfg. Co., Sterling Products Co., The Wander Co., R. L. Watkins Co., Wyeth Chemical Co., Falstaff Brewing Corp.

THE BLACKSTONE COMPANY

221 W. 57th St., New York, N. Y.
 Phone Circle 7-7888

Officers

Radio Department.....Jack Steiner,
 Milton Blackstone

THE BLAINE THOMPSON CO.

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

Officers

President-Treasurer.....Myer Lesser
 Vice-President.....John J. Shubert, Jr.
 Art Director.....James A. Lannon
 Production Manager.....J. Adams
 Radio Director.....Marlo Lewis

**W. EARL BOTHWELL
ADVERTISING AGENCY**

Standard Life Bldg., Pittsburgh, Pa.
Phone Court 6565

Officers

President.....W. Earl Bothwell
Secretary-Treasurer.....A. A. Logan
Radio Director.....H. B. Trautman

**BOTSFORD, CONSTANTINE &
GARDNER**

115 SW 4th, Portland, Oregon
Phone Atwater 9541

AAAA — ANPA — PPA — ABP
APA — NOAB

Officers

President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall
Vice-Presidents.....C. P. Constantine,
Stanley G. Swanberg, Ray Andrews,
Frankie Coykendall, Merle W. Manly,
Arnold K. Johnson, Win Cliner

Branch Offices

814 2nd Ave. Bldg., Seattle, Wash.
Phone Elliott 3523

Vice-President.....C. P. Constantine
350 Russ Bldg., San Francisco, Cal.
Phone Exbrook 7565

Vice-President.....Stanley G. Swanberg
323 Petroleum Bldg.,
Los Angeles, Cal.
Phone Prospect 0206

Manager.....Hassel W. Smith

**STANLEY G. BOYNTON-NATIONAL
RADIO NETWORKS**

424 New Center Bldg., Detroit, Mich.
Phone TRinity 1-2552

ABP—ANPA—PPA

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary-Treasurer.....J. Burbank

Radio Accounts Placed — Detroit Bible
Class, Wesley Radio League, Blake Orange
Growers, Berea Tabernacle, Brennem Mem-
orial, Rainbow Hour, My Old Kentucky
Home.

**THE J. CARSON BRANTLEY
ADVERTISING AGENCY**

Post Building, Salisbury, N. C.
Phone 900

Officers

General Manager.....J. Carson Brantley
Treasurer.....Albert Monroe
Time Buyer.....A. H. Cheney
Radio Accounts Placed—Stanback Co., R. J.
Reynolds Tobacco Co. (Brown's Mule Plug
Tobacco), Duke Power Co.

BRESNICK & SOLOMONT

120 Boylston St., Boston, Mass.
Phone Liberty 4732

ABP—ANPA—PPA

Officers

Principal.....Oscar Bresnick
Principal.....Chester L. Solomont
Account Executives.....Joseph Blue,
George J. M. Riseman

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

BRISACHER, DAVIS & VAN NORDEN

310 Crocker Bldg., San Francisco, Calif.
Phone Garfield 0276

ANPA—APA—PPA—NOAB

Officers

President.....Emil Brisacher
Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel

Branch Offices

Petroleum Bldg., Los Angeles, Cal.
Phone Prospect 9368

Robert J. Davis, Louise Ludke,
250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634

Vice-President.....R. T. Van Norden

Radio Accounts Placed—Acme Breweries,
West Coast Soap Co., Peter Paul, Inc., Dairy
Belle Farms, Macey Jewelry Co., Inc., Mooris
Clothing Co., Par Soap Co., Shane Diagnostic
Foundation, The Shasta Water Co., Standard
Beverages, Sunset Magazine, Westland Life
Insurance Co.

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

82 Hancock Ave., East, Detroit, Mich.
Phone Columbia 0860

347 Madison Ave., New York, N. Y.
Phone Murray Hill 6-1800

AAAA — ANPA — PPA — ABP
APA — NOAB

Officers

Chairman of Board.....Sturges Dorrance
President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith
Vice-President.....Charles W. Brooke
Vice-Presidents.....H. M. Overstreet,
Henry E. Pengel, Jr., C. C. Wilmot, J. G.
Williams, Walter C. Ayers, Blount Slade
Manager, Media Dept.....Herbert R. Bayle
Production Managers.....Fred P. Zick,
William Miller

Director of Research.....Walter C. Ayers
Director of Radio.....H. R. Bayle

Radio Accounts Placed—Detroit; Goebel
Brewing Co., Hudson Motor Car Co., New
York; State of Maine, Church & Dwight,
Christmas Club.

ADVERTISING AGENCIES

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles, Calif.
 Phone TRINITY 0558
 ANPA
Officers

General Manager.....A. R. Brooks
 Secretary.....M. Jackson
 Space and Time Buyer.....A. R. Brooks
Radio Accounts Placed—Bekins Van &
 Storage Co., Bekins Moving & Storage,
 Golden West Food Products.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
 Phone Trinity 2-8250
 AAAA — ANPA — PPA
Officers

President-Treasurer.....D. P. Brother
 Vice-President.....C. Hatch, Jr.
 Secretary.....E. M. Reitz
 Radio Time Buyer.....C. Georgi, Jr.
Radio Account Placed—Oldsmobile Divi-
 sion of General Motors Sales Corp.

**FRANKLIN BRUCK ADVERTISING
 CORP.**

RKO Bldg., Rockefeller Center,
 New York, N. Y.
 Phone Circle 7-7661
 ANPA — PPA — APA
Officers

President.....Franklin Bruck
 Secretary and Radio
 Director.....M. J. Kleinfeld
 Vice-President.....Mort Heineman
 Radio Time Buyer.....Rae Ellbroch
 Radio Traffic.....Milton Turin
 Radio Production.....Howard Blake
 Research Director.....Jules Nathan
Radio Accounts Placed—North American
 Accident Insurance Co., Manhattan Soap
 Company, The Sitroux Co., Remington-Rand,
 Inc., Simplicity Patterns, Inc., Johnson Candy
 Co., Fashion Frocks.

BUCHANAN & COMPANY, INC.

1501 Broadway, New York, N. Y.
 Phone MEdallion 3-3380
 AAAA — ANPA — PPA — ABP — SNPA
Officers

Chairman of Board.....Joseph A. Hanff
 President.....T. S. Buchanan
 Secretary-Treasurer.....L. J. Seeger
 Vice-President.....John Hertz, Jr.
 Radio Director.....Jack Wyatt
Branch Offices
 919 No. Michigan Ave., Chicago, Ill.
 Phone Superior 3047
 Vice-President.....George Enzinger

427 West 5th St., Los Angeles, Cal.
 Phone Michigan 2156

Vice-President.....Fred M. Jordan
 Kohl Bldg., San Francisco, Calif.
 Phone Garfield 5241

Manager.....Ray Randall
Radio Accounts Placed—The Texas Co.,
 Paramount Pictures, Inc., The B. F. Good-
 rich Co., Bendix Aviation Corp., Flamingo
 Sales Co., Rainier Brewing Co.

**BUCHANAN-THOMAS
 ADVERTISING CO.**

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

Partner.....C. C. Buchanan
 Partner.....L. H. Thomas
 Radio Director.....A. J. Reinemund

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.
 Phone Central 5959
 AAAA — ANPA — PPA — APA
Officers

President.....Leo Burnett
 Executive Vice-President.....R. N. Heath
 Secretary-Treasurer.....E. Ross Gamble
 Vice-President.....DeWitt O'Kieffe
 Vice-President.....John Olson
 Director of Radio.....Burke C. Herrick
Radio Accounts Placed—Network: Pure
 Oil Co.; National Spot: Lumbermen's Mut-
 ual Casualty Co.; Brown Shoe Co.; Pure
 Oil Co.

**BYER & BOWMAN
 ADVERTISING AGENCY**

203 East Broad St., Columbus, Ohio
 Phone Main 3276
 ABP—ANPA—PPA—ABP

Co-owners.....Herbert Byer,
 Gus K. Bowman, Joel M. Burghalter
 Director of Radio.....Joel M. Burghalter

HAROLD CABOT & CO., INC.

24 Milk St., Boston, Mass.
 Phone HANcock 7690
 AAAA—ANPA—APA
Officers

President-Treasurer.....Harold Cabot
 Vice-President.....Donald D. Douglass
 Vice-President.....John E. Kennedy
 Vice-President-Art Director George R. Griffin
 Assistant Treasurer.....Eveleth R. Todd
Radio Accounts Placed—H. P. Hood &
 Sons, Boston & Maine Railroad, The James
 Hanley Co., Douglas Shoe Co.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore, Md.
Phone Vernon 4411

Officers

President Louis F. Cahn
Secretary-Treasurer C. LeRoy Miller
Account Executive E. Lyell Gunts
Radio Accounts Placed—Chatham Home-
spun Suits, Homeland Tailors, Inc., Jarman
Motors, Gibbs & Co., Maryland Publicity
Commission, Elite Laundry, H. B. Davis Co.

CALKINS & HOLDEN

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6900

AAAA—ABP—ANPA—PPA—
PRB—SAAA—SNPA

Officers

Secretary-Treasurer R. P. Clayberger
Radio Dept. Manager J. J. Griffin
Asst. Manager H. W. Barley

Branch Office

333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager R. A. Washburn
Radio Accounts Placed—Van Camp's, Inc.,
Oakite Products, Inc.

CAMPBELL-EWALD CO., INC.

(Eastern Division)

1230 Sixth Ave., New York, N. Y.
Phone Circle 7-6383

AAAA — ABP — ANPA — PPA
NOAB — ABC

Officers

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President & General Manager F. D. Richards
Vice-Presidents Duane W. Beurmann,
L. B. Dudley, T. Park Hay, W. E.
Blodgett, J. L. Spencer
Time Buyer E. A. Elliott

Branch Offices

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670
Manager Emmett Deady

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-6200

AAAA — ANPA — ABP — PPA

Officers

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Executive Vice-President R. H. Crooker
Vice-Pres. & Gen. Mgr. W. W. Lewis
Vice President-Media Director J. J. Hartigan
Radio Executive G. C. Packard

Branch Offices

230 N. Michigan Ave.,
Central 1946
Chicago, Ill.
Manager E. W. Clements

THE CAPLES COMPANY

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-6500

ANPA—PPA—APA—NOAB

Officers

President R. C. Caples
Vice-President Albert Woodley
Time Buyer R. D. Folster

Branch Offices

225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President-Secretary-Treasurer,
R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107

Vice-President L. M. Branch
Radio Department Head Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143

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

CARY-AINSWORTH, INC.

908-10 Liberty Bldg., Des Moines, Iowa
Phone 4-0375

ABP—ANPA—PPA—APA

Officers

President R. H. Cray
Vice-President David Ainsworth
Secretary Evonne Kordick
Time Buyers R. H. Cary,
Evonne Kordick
Production Manager Harold Wierwill
Radio Accounts Placed—Chamberlain Sales
Corp., Celwein Chemical Co., Geppert
Studios.

C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602

ABP — ANPA — PPA — SNPA — NOAB
First Advertising Agency Group

Officers

President-In Charge of Radio C. P. Clark
Secretary-Treasurer D. G. Goodwin

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236

Officers

President-Treasurer I. W. Clements
Vice-President-Secretary E. D. Masterman
Director of Radio Alice Clements
Radio Accounts Placed—Network: Modern
Food Process Co., Hecker Products Corp.,
F. G. Voght & Sons.

• • • **ADVERTISING AGENCIES** • • •

RUSSELL C. COMER ADVERTISING CO.

Land Bank Building, Kansas City, Mo.
Phone HARRISON 3964

Officers

President.....Russell C. Comer
Vice-President.....John C. Fehlandt
Secretary.....A. M. Rockie
Treasurer.....Cecil W. Trapp

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-2800

AAAA—ABP—ANPA—PPA—PBR—
SAAA—SNPA

Officers

President.....Richard Compton
Executive Vice-President.....Trell Yocum
Secretary-Treasurer.....Leonard T. Bush
Vice-Presidents.....Leonard T. Bush,
Harold S. Barnes, Gordon Aymar, Craig
Davidson, John E. McMillin, Guy Rich-
ards, Edward Battey, Jr., Frank Griffin
Director of Radio.....Storrs Haynes
New Program Manager.....Hal James
Casting Director.....Isabel Olmstead
Publicity Director.....Joan Geddes
Radio Time Buyers.....William Maillefert,
Frank B. Kemp, Walter Mayer
Program Supervisors.....Robert Wamboldt,
Corlis Wilber, Ted Bell

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
New Center Bldg., Detroit, Mich.
Manager.....R. W. Heizer
Bryant Bldg., Kansas City, Mo.
Manager.....Merrell Boyce
Radio Account Placed—Procter & Gamble
Co. (Ivory Soap, Ivory Flakes, Crisco, P. &
G. Naptha Soap, Fluffo, Barsalou Soap, Duz),
Wheatena Corp., William S. Scull Co. (Boscul
Coffee and Minute-Man Soups), Socony-
Vacuum Oil Co., Kolynos Tooth Powder,
Kelly Springfield Tires, Allis Chalmers Co.

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221

AAAA—ABP—ANPA—PPA—APA

Officers

President.....Paul Blakemore
Vice-President.....Henry Kroeger
Production Manager.....Robert H. Morgan

COWAN & DENGLER, INC.

527 Fifth Ave., New York, N. Y.
Phone MURRAY Hill 2-0940

ANPA—PPA—NOAB—APA

Officers

President.....Stuart D. Cowan
V-P, Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer...Helen F. Bond

Office Manager.....William Erichs
Radio Accounts Placed—Burry Biscuit
Corp., AA Quality Products, Inc., National
Motor Boat Show.

THE CRAMER-KRASSELL CO.

733 N. Van Buren St., Milwaukee, Wisc.
Phone DALY 3500

AAAA—ABP—ANPA—PPA
APA—NOAB

Officers

President.....A. W. Seiler
Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....H. T. Dyson,
G. W. Faude, A. J. Spoerl
Secretary.....F. Aumueller
Treasurer.....P. A. Schmidt
Director of Media.....L. H. Ness
Asst. Director of Radio.....Loretta Mahar
Radio Accounts Placed—Plankinton Pack-
ing Co., Sperry Candy Co., McConnon & Co.,
Patek Bros., Inc., Phelan-Faust Paint Mfg.
Co., Motor Products Corp. (Deep-freeze Divi-
sion), Dr. L. D. LeGear Medicine Co., Luick
Ice Cream Co.

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago, Ill.
Phone Superior 3061

ANPA—APA—PPA—NAOB

Officers

President.....Scott S. Smith
Secretary.....R. C. Scrymiger
Treasurer.....N. W. Smith
Radio Director.....M. E. Blackburn
Radio Accounts Placed—Wheeling Steel
Corp.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis, Mo.
Phone Central 6700

AAAA—ANPA—PPA—ABP—PRB—
SAAA—SNPA

Officers

President.....W. C. D'Arcy
Secretary-Treasurer.....C. C. Pangman

Branch Offices

515 Madison Ave., New York City
Phone Eldorado 5-5435
Vice-President in Charge of
Radio.....Alfred N. Steele
Radio Dept.....Paul Dudley,
Robert Salter, Yasha Frank, Henry Klein,
Wallace Pflueger
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
J. H. Kinsella
90 Broadview Ave., Toronto, Canada
Gramont Altenbernd
Radio Account Placed—The Coca-Cola Co.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
ABP—PPA

Officers

President-Time Buyer.....James M. Daugherty
Service Director.....Joseph E. Schmitt
Radio Accounts Placed—Pepsi-Cola Bot-
tlers of St. Louis, Meyer Bros. Drug Co.,
Pick's Dog Food Minerals, St. Louis Dairy
Co.

**DOE-ANDERSON ADVERTISING
AGENCY**

308 Martin Brown Bldg., Louisville, Ky.
Phone Wabash 3193

Officers

President.....Elmer H. Doe
Account Executives.....Warwick Anderson,
Robert L. Headen
Radio Accounts Placed—Free & Peters,
Inc., Radio Station WAVE, Radio Station
WHO, Radio Station WDAY, Radio Station
WDBJ, Radio Station WPTF, Radio Station
WIS, Radio Station KMA.

DONAHUE AND COE, INC.

1270 Sixth Ave., New York, N. Y.
Phone Columbus 5-4252

ANPA—PPA—ABP—PRB—SNPA

Officers

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Radio Director.....Bert D. Prager
Time Buyer.....Richard Dunkel

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager.....H. L. Morrill, Jr.
Radio Accounts Placed—Scholl Mfg. Co.,
Metro-Goldwyn-Mayer, Atlantic Beer, Rialto
Theatre, Radio City Music Hall.

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

Officers

President-Radio Director....John C. Dowd
Executive Vice-President.....E. D. Parent

EASTERN ADVERTISERS' SERVICE

6305 Yucca St., Los Angeles, Calif.
Phone HI 3137

Manager.....Paul F. Adler

SHERMAN K. ELLIS & CO.

247 Park Ave., New York, N. Y.
Phone PLaza 5-7711

AAAA—ANPA—PPA—APA

Officers

President-Treasurer.....Sherman K. Ellis
Vice-Presidents.....C. E. Staudinger,
Richard Barrett, Milton J. Blair, Glen
Jocelyn, H. F. Townsend, E. S. Pratt,
John F. Price

Director of Radio.....Edward Aleshire
Radio Time Buyer.....Harry Torp

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612

Vice-President.....John F. Price
Radio Accounts Placed—Quaker Oats Co.,
Pennsylvania Salt Co., Standard Brands, Inc.,
S. B. Thomas, Inc., Piel Bros.

ERWIN, WASEY & CO.

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

Phone MOhawk 4-8700

AAAA—ABP—ANPA—PPA—
SNPA—SAAA

Officers

President.....Louis R. Wasey
Vice-President-General Manager,
Howard D. Williams
Vice-President.....Charles H. Pinkham
Art Director.....Paul E. Newman
Treasurer.....A. G. Van Utt
Director of Radio.....Edward J. Fitzgerald
Copy Chief.....Wm. B. Griffin
Asst. Radio Director.....M. D. Wickett
Radio Production.....Joe Brattain,
Bailey Axton
Time Buyer.....Joe Lincoln

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

President.....Mac Martin
Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

Vice-Presidents.S. R. Hutton, H. E. Williams
714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317

Executive Vice-President....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435

Vice-President.....W. E. Kraft
Radio Accounts Placed—Lydia E. Pinkham
Medicine Co., Musterole Co., Zemo Co.,
The Barbasol Co., Consolidated Cigar Co.,
Carnation Co., R. B. Semler, Inc.; The Olive
Tablet Co., Florida Citrus Exchange, Zonite
Products Co., Liberty Magazine, Primrose
House, Inc., Seeck & Kade, S. C. Johnson &
Son, Inc., Humphreys Medicine Co.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York, N. Y.
Phone Caledonia 5-1900

Officers

President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Assistant Radio Director...Harry Holcombe
Time Buyer.....Tom Lynch
Radio Producers.....Jack Meakin,
Helen Phillips, Bernard Dougall, Hilde-

• • • **ADVERTISING AGENCIES** • • •

garde Dixon, William R. Moore, Harry Holcombe

Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Baume Bengue, Pharmaco, Inc.

•

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400
AAAA — ANPA — PPA — ABP

Officers

President Robert Tinsman
Vice-Presidents..... James O'Brien,
Jules B. Singer, Joseph Beck, Kenneth
Plumb, C. G. Wright, Donald Parsons,
Gilbert Williams, Macgregor Armiston
Treasurer George Dietrich
General Manager-Secretary.. George Dietrich
Radio Director..... J. S. Davidson
Time Buyer..... Penelope Simmons
Publicity Director..... P. Macy

Radio Accounts Placed—American Safety Razor Corp., Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. J. Trommer Co., General Cigar Co., National Biscuit Co. (for Nabisco Shredded Wheat, Shreddies), Rockwood & Co., Durkee Famous Foods (Durkee's Dressing).

•

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

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

Officers

President..... Harry Feigenbaum
Radio Dept. Manager..... David Wermen

•

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City, Mo.
Phone HArrison 4890
AAAA—ABP—ANPA—PPA

Officers

President..... C. P. Hanly
Vice-Presidents..... Bruce B. Brewer,
H. M. Montgomery, C. L. Collette, M. G.
Pierce
Secretary-Treasurer..... O. P. Luther

New York Office

500 Fifth Ave., New York, N. Y.
Phone LOngeacre 5-5000
Manager..... H. M. Montgomery

Chicago Office

111 W. Monroe St., Chicago, Ill.
Phone CEntral 8333

Manager..... C. L. Collette
Radio Accounts Placed—Skinner Mfg. Co., Nutrena Mills, Inc., Faultless Starch Co., Johnson & Johnson (TEK toothbrushes), Spark-O-Life Co.

•

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York, N. Y.
Phone MURray Hill 4-3300
ABP—ANPA—PPA

Officers

Radio Director..... Henry Bretzfield
Radio Accounts Placed — Smith-Douglass Co., Inc.

•

ROBERT G. FIELDS & CO.

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

Officers

President..... Robert G. Fields

•

M. M. FISHER ASSOCIATES

134 N. La Salle St., Chicago, Ill.
Phone Central 1211

AAAA

Officers

Manager..... Jack L. Fisher
Radio Director..... Jack L. Fisher, Jr.
Radio Accounts Placed—Democratic National Committee of New York.

•

**FITZGERALD ADVERTISING
AGENCY, INC.**

202 Southern Bldg., 833 Howard Ave.,
New Orleans, La.

Phone Raymond 5194

AAAA — ANPA — PPA — SNPA

APA — ABP — NOAB

Officers

President..... Joe L. Killen
Vice-President..... Joseph H. Epstein
Vice-President..... Leonard Gessner
Secretary-Treasurer..... Roy M. Schwarz
Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

•

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse, N. Y.

Phone 2-3129

ABP — ANPA — PPA — APA

Officers

Owner..... John B. Flack
Radio Account Executive

Richard H. Wickham

Radio Accounts Placed—Netherland Dairy, Central New York Independent Super-Markets, Keepsake Diamond Rings, Procino-Rossi Corp.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland, Ohio

Phone Cherry 1490

ANPA

Officers

President.....Robert B. Foley
Radio Director.....Frank J. Cockery
Space Buyer.....Helen M. Little
Radio Accounts Placed—I. J. Fox, Inc.,
The Bing Co., Ohio Floor Covering Co.,
Perry Auto Stores.

FOOTE, CONE & BELDING

(Formerly Lord & Thomas)

919 N. Michigan Ave., Chicago, Ill.

Phone Superior 4800

AAAA — ANPA — ABP — PPA

Officers

Chairman of the Board.....Don Belding
President.....Emerson Foote
Chairman, Executive Committee

Fairfax Cone

Executive Vice-President....E. I. Harrington
Secretary-Treasurer....William R. Sachse
Radio Production Manager....Lee Strahorn
Radio Time Buyer.....G. Lemper

Branch Offices

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

Phone Wickersham 2-6600

President.....Emerson Foote
Radio Manager.....E. L. Cashman
Radio Time Buyer.....J. D. Hymes
601 West Fifth St., Los Angeles, Calif.

Phone Michigan 7651

Chairman of Board.....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355

Executive Vice-President

Eugene I. Harrington

6117 Sunset Blvd., Hollywood, Calif.

Phone Hollywood 6265

Radio Production Manager..Noman Morrell,
James D. Fonda, Arnold Maguire
Assistant Radio Production Managers—
William Gay, T. C. Sawyer, Eugene
Duckwall

Radio Accounts Placed — Albers Milling
Company, All Year Club of Southern Cali-
fornia, American Dairy Association, Ameri-
can President Lines, The American Tobacco
Company, Armour & Company, Beatrice
Creamery Company, Bechtel, McCone & Par-
sons, The Blue Network, Bourjois-Chanel-
Barbara Gould, California Fruit Growers Ex-
change, Californians, Inc., Carnation Com-
pany (Fresh Milk & Ice Cream Division),
Cities Service Company, Commercial Invest-
ment Trust, Inc.

Commercial National Bank & Trust Co. of
New York, Commonwealth Edison Company,
Del Monte Properties Company, Frigidaire
Division, General Motors; Hartwell Aviation
Supply Company, International Cellucotton
Products Company, Jell Well Dessert Com-
pany, Kimberly-Clark Corporation, Lindsay
Ripe Olive Company, Lockheed Aircraft Cor-

poration, Menasco Manufacturing Company,
Milk Industry of San Francisco, Montgomery
Ward & Company, National Broadcasting
Company, New York Central.

Pacific Mutual Life Insurance Company,
People's Gas, Light & Coke Co.; The Pepsodent
Company, Prune Proration Zone No. 1,
Public Service Corporation of Northern Illi-
nois, Purex Corporation, Ltd., RKO Pictures,
Inc., RKO Theatres, Roos Bros., Safeway
Stores, Inc., Schenley Distillers Corp., Secur-
ity First National Bank of Los Angeles,
Southern Pacific Company, Stag-Finch Dis-
tillers Corp., Sun-Maid Raisin Growers Asso-
ciation, Sunnysvale Packing Company, Tide
Water Associate Oil Company, Associated
Division; Union Oil Company, Vega Aircraft
Corporation, Western United Gas & Electric
Company.

FORT & COMPANY

Wilder Bldg., Charlotte, N. C.

Phone 5877

APA — SNPA

Officers

President.....John L. Fort
Secretary.....Jean Dunham
Radio Accounts Placed—A. K. Sutton, Inc.,
McCoy's Service Stations, T. W. Garner Food
Co.

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.

Phone Cortlandt 7-5060

ANPA — PPA — ABP — NOAB

Officers

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

Victor J. Cevasco

Vice-President & Secretary..Harold E. Maples
Radio Department.....Richard A. Cullinan

Branch Offices

Post Office Square, Boston, Mass.

Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.

Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.

Phone Dearborn 8910

155 Sansone St., San Francisco, Calif.

Phone EXbrook 3484

HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.

Phone LLberty 0813

ANPA—PPA

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

Harvey P. Newcomb

Branch Offices

Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed — Durkee-Mower,

• • • **ADVERTISING AGENCIES** • • •

Inc., CeLect Baking Co., Cold Spring Brewing Co., Eastern Racing Assn., Eldred & Barbo, National Bakers' Service, Shubert Theatres, Supreme Wine Co., Whipple Co.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York, N. Y.
Phone MURRAY Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP
APA—ABC—NOAB

Officers

President (Cleveland).....A. L. Billingsley
Vice President-Manager.....J. E. Wiley
Secretary-Treasurer (Cleveland)
C. C. Reidenbaugh
Radio Director.....Lee Williams

GANDY ADVERTISING AGENCY

Texas Bank Bldg., Dallas, Texas
Phone Central 4737

Officers

Owner.....Wilmer P. Gandy
Production Manager.....Mrs. K. Gandy

GARDNER ADVERTISING CO.

915 Olive St., St. Louis, Mo.
Phone Garfield 2915
AAAA — ABP — ANPA — PPA — PRB
SAAA — SNPA

Officers

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Executive Vice-President...Mrs. E. P. Proetz
Secretary.....E. A. W. Schulenburg
Treasurer.....E. R. Gardner
Director of Radio (St. Louis)...C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio,
Roland Martini
1419 Heyburn Bldg., Louisville, Ky.
Phone Jackson 5328
Radio Accounts Placed—Pet Milk Co.,
Ralston Purina Co.

SIDNEY GARFINKEL ADVERTISING AGENCY

26 O'Farrell St., San Francisco, Calif.
Phone Exbrook 3420
ABP—NOAB

Officers

President.....Sidney Garfinkel
Director of Radio.....Walter Guild
Radio Accounts Placed — Skippy Peanut Butter, Chemicals, Inc., Hoskins Bros. & Co., Remo Bakery, El Dorado Oil Works, Good Foods, Inc., Euclid Candy Co., Valley Church of the Air, Kay Jewelry, Mutual Benefit Insurance Co.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 8191
ABP — ANPA — PPA

Officers

President.....W. W. Garrison
Time Buyer.....G. P. Schill
Radio Accounts Placed—Chicago-Milwaukee Steamship Line, W. A. Sheaffer Pen Co., (foreign).

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA — PPA — ANPA

Officers

President.....Bertram B. Geyer
Vice-Presidents.....H. W. Newell,
R. M. Ganger
Radio Director.....Eleanor Larsen

Branch Offices

Third National Bank, Dayton, O.
Phone Fulton 4145
Manager.....H. M. Hemstead
14250 Plymouth Rd., Detroit, Mich.
Phone, Hogarth 5520
Manager.....J. L. McQuigg
Radio Accounts Placed—E. R. Squibb & Sons.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City, Utah
Phone 4-5516
ANPA — APA — ABP

Officers

President & Treasurer.....M. C. Nelson
Vice-Presidents.....J. Y. Tipton,
Lon Richardson
Secretary.....Virginia Murray
Space Buyer & Production Manager,
J. Robert Furner
Radio Director.....Victor V. Bell

Radio Accounts Placed—American Packing & Provision Co., Sego Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Fisher Brewing Co., Mountain Fuel Supply Co., Royal Baking Co., United States Fuel Co., Ogden Troy Laundry, Walker Bank & Trust Co., Colville Ice Cream Co., Automatic Heat with Coal Campaign, Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Finance Co., Peoples Finance & Thrift Co., First Federal Savings & Loan Assn.

GLASER-GOTTSCHALDT, INC.

Statler Bldg., Boston, Mass.
Phone Liberty 6044
AAAA — ABP — ANPA — PPA — APA

Officers

President.....Louis Glaser
Radio Director.....M. Bonanns

Production Manager Thomas F. Eccleston, Jr.
Radio Accounts Placed—Consolidated Rendering Co., Henley-Kimball Co., Gould Negative Ion Co., New England Coke Co., Rose-Derry Co.

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City, Okla.
 Phone 3-5439
 ABP—ANPA—SAAA—SNPA

Officers

President.....Ray K. Glenn
 Vice-Presidents (Dallas Office) Lowe Runkle,
 T. A. Workman
 Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
 Phone Central 3334

Manager.....T. A. Workman
 1212 Fort Worth Natl. Bank Bldg.,
 Fort Worth, Texas
 Phone 2-2575

Radio Accounts Placed—The Frito Co.,
 Globe Laboratories, Bewley Mills.

GLICKSMAN ADVERTISING CO.

400 Madison Ave., New York, N. Y.
 Phone PLaza 8-0716
 ABP — ANPA — PPA

Officers

President.....Joseph Glicksman
 Vice-President-Secretary .William Glicksman
 Treasurer.....David Glicksman
 Radio Director.....Gerald Bruce
Radio Accounts Placed—Adam Hats, Portis Bros. Hat Co.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
 Phone Superior 6747
 AAAA—ANPA—PPA—ABP

Affiliated with Raymond R. Morgan Co.
 Hollywood, Calif.

Officers

President.....Clyde M. Joice
 Vice President-Treasurer.M. Lewis Goodkind
 Vice-President-Merchandising,

Harlow P. Roberts

Copy Chief.....Garrick M. Taylor
 Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores,
 Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co.,
 Tatman, Inc., Straus Securities Co., Wyler &
 Co.

**GOTHAM ADVERTISING
 COMPANY**

2 West 46th St., New York, N. Y.
 Phone LOnacre 5-2616
 ABP—ANPA—PPA

Officers

Radio Director.....Arthur A. Kron
Radio Accounts Placed—Belgian Information Bureau, McCann Pure Food Hour, Chester Chemical Co., Morris Plan Bank.

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas
 Phone RIVERSide 8121
 ABP—ANPA—PPA—PRB—SNPA

Officers

President.....Will C. Grant
 Vice-Presidents.....Claude R. Miller,
 Pearle Duffey, George C. Bayna, Eugene
 W. Cooper
 Radio Director.....L. G. Harris
 Asst. Radio Director.....Perry Dickey

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
 Phone Superior 9052

Time Buyer.....George C. Bayne
 Radio Dept.....Jimmy McClain,
 Allen C. Anthony, Baker Ostrin
 30 Rockefeller Plaza, New York, N. Y.
 Phone Circle 5-4485

Radio Dept.....John C. Morrow,
 Paul de Fur
 Edif. Guardiola, Mexico City, Mexico
 Phone Eric 14-63-93

Padre Mier 474, Monterrey, Mexico

Radio Accounts Placed—Vick Chemical
 Co. (Vitamins Plus), Mars, Inc., Cudahy
 Packing Co., American Chiclé Co. (Bee-
 man's).

GREEN-BRODIE, INC.

485 Madison Ave., New York, N. Y.
 Phone PLaza 3-9533
 ANPA — PPA

Officers

President.....Julian P. Brodie
 Secretary-Treasurer.....Alan Green
 Vice President-Art Director.Murray A. Levin
 Production Director.....Harold Lebow
 Radio Dept.....Julian P. Brodie
Radio Accounts Placed—Pieter deWitt Dia-
 monds, Ltd., Trade Bank & Trust Co.

**GREY ADVERTISING
 AGENCY, INC.**

166 West 32nd St., New York, N. Y.
 Phone CHickering 4-3900
 ABP — ANPA — PPA — NOAB — APA

Officers

President.....Lawrence Valenstein
 Executive Vice-President.....Arthur C. Fatt
 Talent Buyer.....Maria La Grua
 Time Buyer.....Maria J. White
Radio Accounts Placed—William Demuth
 & Co. (Hesson Guard-Milano Pipes).

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland, Ohio
 Phone MAIn 7626
 AAAA

Officers

Radio Director.....Earl R. Preble
Radio Accounts Placed—Fleetwing Corp.

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179 and 7-7170

Officers

OwnerJulian Gross
Radio Director.....Geraldine K. Ray
Account Executives.....M. Gold,
William Glicksman

I. R. GWIRTZ

480 Lexington Ave., New York, N. Y.
Phone PLaza 3-7070

Officers

Talent Buyer.....I. R. Gwartz
Production Director.....I. Gwartz
Time Buyer.....B. Wise
Radio Accounts Placed—Ben Schwartzman, Larry's Men Clothier, Miller's Furniture Market.

M. H. HACKETT, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950

ABP—ANPA—PPA—NOAB

Officers

President-Treasurer & Radio Director,
Montague H. Hackett
Vice-President.....Crawford W. Hawkins
Vice-President.....Bernard Pagenstecher
Art Director.....Clifford C. Lozell
Production Manager.....Henry Beinbridge
Time Buyer.....Aida Stearns
Copy Chief.....Allan Legg
Radio Accounts Placed—Riggio Tobacco Corp., V. LaRosa & Sons, Chatham Mfg. Co.

HAMMER ADVERTISING AGENCY

983 Main St., Hartford, Conn.
Phone 5-4883

Officers

Production.....Louis Barlow,
Helen Zimmerman
Account Executive.....M. H. Hammer

HART-CONWAY CO., INC.

45 Exchange St., Rochester, N. Y.
Phone Main 2073

ANPA—APA

Officers

President.....H. Lyman Hart
Secretary.....M. Brinkman Hart
Vice President.....Harold E. Kennedy
Radio Director.....John P. Street

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago, Ill.
Phone State 0055

ANPA—PPA—APA—ABP—NOAB

Officers

President.....George H. Hartman
Secretary-Treasurer.....Frank R. Hartman

Radio Director.....Thomas Kivlan
Radio Accounts Placed—Hartz Mountain Products, Local Loan Co., Nelson Bros. Co., Simoniz Co., P. A. Starek Co., Sawyer Biscuit Co.

THE HEFFELFINGER AGENCY

522 Fifth Ave., New York, N. Y.
Phone VANDerbilt 6-2450

Officers

President.....Totten Peavey Heffelfinger
General Manager & Radio Director
C. H. Pearson
Publicity and Public Relations Director,
Capt. C. W. Wildrick
Director of Sports Service,
Walter W. Heffelfinger
Branch Office
Chamber of Commerce, Minneapolis, Minn.
Manager.....C. W. Sawyer
Premium and Special Service Manager,
C. E. Harrison

HENRI, HURST & McDONALD

520 N. Michigan Ave., Chicago, Ill.
Phone SUperior 3000

ANPA—PPA

Officers

PresidentW. B. Henri
SecretaryW. D. McDonald
TreasurerJ. F. Hurst
Space Buyer.....Louis C. Paul
Radio Director.....W. Ward Dorrell
Radio Accounts Placed—Network; Hall Bros., Inc., Skelly Oil Co., John Morrell & Co., National Spot: John Morrell & Co., Ballard & Ballard Co., Carolene Products Co., Elatz Brewing Co., Acme White Lead & Color Works.

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Vandike 5111

Officers

President.....David S. Hillman
Vice-President.....Donald A. Breyer
Radio Director.....Donald Breyer
Publicity Director.....J. DeGarmo

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
Phone MAin 3450

Officers

Owner.....William F. Holland
Copy Chief.....Don Lyons
Art Director.....B. S. Bankhardt
Research Director.....E. S. Fee
Publicity Chief.....Jeff Dickerson
Merchandising Director.....C. J. Schuek

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York, N. Y.
Phone MURray Hill 2-0850
AAAA — ANPA — PPA — ABP — NOAB

Officers

President and Treasurer.....Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple,
W. K. Dingledine
Director of Radio.....W. P. Smith
Time Buyer.....D. W. Coutlee

Branch Office

650 Main St., Hartford, Conn.
Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy
Co., Richardson & Robbins, Charles Gulden,
Inc., American Molasses Co., Merck & Co.,
Burnham & Morrill, Snider Packing Corp.,
E. L. Knowles Co.

THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone Wickersham 2-3338

Officers

President-Treasurer.....H. S. Goodman
Secretary.....H. Knuth
Vice-Presidents.....Everett F. Goodman,
A. D. Parker

Branch Offices

American National Bank Bldg., Chicago, Ill.
206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston, Mass.
Phone Liberty 4714
AAAA — ABP — ANPA — PPA — APA

Officers

Chairman of Board.....Henry B. Humphrey
President-Treasurer...Richard S. Humphrey
Vice-President-Copy Chief,

Julian L. Watkins

Vice-President.....Herbert T. Hondji
Account Executives...Herbert T. Hand, Jr.,
Frank Christian

Production Manager.....G. L. Leonard
Secretary.....Francis R. Moulton
Radio Accounts Placed—Rumford Chemi-
cal Works.

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester, N. Y.
Phone Main 3528
APA — ANPA — PPA — ABP

Officers

President.....M. S. Hutchins
Treasurer.....F. I. Hutchins
Secretary.....F. R. Hutchins
Vice-President & Director of Radio
F. A. Hutchins
Vice-Presidents.....J. P. McCarthy,
R. P. Weis

IVEY & ELLINGTON, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 7909
ANPA — PPA

Officers

President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary.....George V. Strong
Media Director.....C. R. Palmer

Branch Office

155 East 44th St., New York, N. Y.
Phone MURray Hill 3-5680

Vice-President.....Thomas M. Kersey
Radio Accounts Placed—Bayuk Cigars Inc.,
General Baking Co., Packers Tar Soap Inc.,
Young People's Church of the Air.

JOSEPH JACOBS JEWISH MARKET ORGANIZATION

6 E. 46th Street, New York, N. Y.
Phone MURray Hill 2-6995

President and Director.....Joseph Jacobs
General Manager.....Morris Unger
Time Buyer.....Joseph Jacobs
Talent Buyer and Program Manager

M. Keilson

Production Director.....Sholom Rubinstein
Research, Script and Radio Publicity

David M. Hausdorff, J. J. Freedman

Radio Accounts Placed—Maxwell House
Coffee, Diamond Crystal Salt, Bab-O, R. B.
Davis Co., My-T-Fine Desserts, Cream of
Rice, Premier Food Products, Ralston-Purina
Co., Sanka Coffee, Grape-Nuts Wheat-Meal,
Kemp's Tomato Juice, Colgate Dental Cream,
International Cellucotton Products Co., Koly-
nos Tooth Powder, Hecker Products Corp.,
Anacin, "Junket" Rennet Products.

JESSOP ADVERTISING CO.

First Central Tower, Akron, Ohio
Phone Franklin 3232

Officers

President.....M. K. Jessop
Space Buyer.....Charles A. Jessop
Radio Director.....R. Gilbert

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351

AAAA — ABP — ANPA — PPA

Officers

President.....Ralph H. Jones
Vice-President.....Stanley A. Willer
Secretary.....Elmer A. Vehr
Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....M. MacPherson

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.

• • • **ADVERTISING AGENCIES** • • •

**H. W. KASTOR & SONS
ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago, Ill.
Phone Central 5331
ANPA — APA — PPA — ABC — NOAB

Officers

President Louis Kastor
Treasurer..... A. G. Kastor
Secretary..... W. B. Kastor
Vice-President..... R. H. Kastor
Director of Radio..... Robert G. Jennings

Branch Offices

9 Rockefeller Plaza, New York
Phone Columbus 5-6135

Manager..... Herman W. Kastor
Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co.

THE JOSEPH KATZ COMPANY

16 E. Mt. Vernon Place, Baltimore, Md.
Phone Vernon 7094
AAAA — ANPA — PPA — ABP

Officers

President Joseph Katz
Treasurer..... Charles M. Harrison
Director of Radio.....
Radio Producers & Continuity Writers,
Gordon Gross, Nat C. Wildman, Leslie Katz

Branch Offices

444 Madison Ave., New York, N. Y.
Phone Wickersham 2-2740

Manager..... Nat C. Wildman
Director of Radio..... Herschel Deutsch
Radio Accounts Placed—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco & Pompeian Products, Inc.

HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington, D. C.
Phone District 7400
ANPA—APA—ABP—PA—NAAN

Officers

Owner..... Henry J. Kaufman
Radio Director..... Jeffery A. Abel
Copy Chief..... William F. Sigmund
Art Director..... Eugene Hoover
Space Buyer..... Betty D. Gwyer
Production Director..... Christine Kempton

KAYTON-SPIERO CO., INC.

230 W. 41st St., New York, N. Y.
Phone LOngacre 5-5090
AAAA—ABP—ANPA—PPA—PRB

Officers

President..... Gerald B. Spiero
Vice-President..... Morris Kinzler

Secretary-Treasurer..... Alvin J. Kayton
Time Buyers..... Herman Jacobs,
Philip Scott
Account Executives..... Lawrence Weiner,
Herman Jacobs
Radio Accounts Placed — Twentieth-Century Fox Film Corp.

KELLY, ZAHNRDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis, Mo.
Phone Garfield 0777

Officers

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 — Lutheran Laymen's League, Pine Balm Co., Sayman Products Co., Trems, Inc., Democratic Campaign Committee, Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
Phone PLaza 3-0700

AAAA — ANPA — PPA — ABP — APA

Officers

Chairman of Board..... Otis Allen Kenyon
President..... Thomas D'Arcy Brophy
Treasurer..... Charles Vasoll
Secretary..... Joseph A. Vessey
Director of Radio..... Dwight Mills
Radio Dept..... Robert D. Wolf,
Cynthia Drew, Fritz Blocki

Radio Accounts Placed—Network: Charles B. Knox Gelatine Co., Standard Brands (Fleischman's Foil Yeast), Richard Hudnut, Wesson Oil & Snowdrift, Rock City, Bosco, Spool Cotton, Kellogg Co. (All-Bran, Group, 40% Bran, Pep, Raisen 40% Bran).

**H. M. KIESEWETTER ADVERTISING
AGENCY, INC.**

9 East 40th St., New York, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

Officers

President & Treasurer.... E. T. Kiesewetter
General Manager..... H. M. Kiesewetter
Radio Dept. Manager.... Samm S. Baker
Radio Time Buyer..... Rhoda Kane Powers

Radio Accounts Placed—Penn Tobacco Co., Bathasweet Corp., Lorr Laboratories, The Mennen Co.

KIRCHER, LYTLE, HELTON & COLLETT, INC.

321 West First St., Dayton, Ohio
Phone 2151
ABP — BPA

Officers

President J. Horace Lytle
Vice-President..... R. C. Kircher
Treasurer..... C. B. Helton
Secretary..... Robert Collett
Art Director..... Gustave Sigritz
Production Manager..... Otto Diemer

KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
Phone Circle 6-3660

Officers

President-Radio Time Buyer... A. A. Klinger
Vice-President..... E. A. Tenner
Secretary..... E. French
Radio Production..... Emory Ellis
Radio Accounts Placed—Madison Long
Island Personal Loan Co., Madison Finance
Co. of N. J., Servus Clothes, Samuel Schloss-
man & Sons, Inc., Stanback Co. Ltd., Bridge
Apparel Shops, Long Island Outfitting Co.,
Wholesale Utilities, Purepar Corp., Klizmoth
Corp., Flemex Corp.

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis, Minn.
Phone Bridgeport 7701
ANPA — PPA

Officers

President..... E. E. Sylvestre
Executive Vice-President..... Wayne Hunt
Vice-Presidents..... J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown
Secretary..... K. P. Torgerson
Treasurer..... C. L. Greenwood
Radio Director..... Lloyd Griffin
Director of Media & Research,

Dr. A. R. Root
Radio Production Manager.... Russell Neff
Branch Office

925 Chanin Bldg., New York, N. Y.
Phone MURray Hill 4-3982

625 Market St., San Francisco, Calif.
Phone SUTter 6744

Vice President..... R. W. Stafford
Radio Production Manager... Hal Burdick
Radio Time Buyer..... Walter A. Johnson
Radio Account Placed — General Mills,
Inc.

MERRILL KREMER, INC.

1711 Exchange Building, Memphis, Tenn.
Phone 5-4343
ABP — SNPA — APA — PANK — NAAN

Officers

President..... Merrill Kremer
Secretary and Treasurer..... Ernest Lee
Account Executive..... Warren Billingsley

Production Director..... Homer Gentry
Time Buyer..... Polly J. Cohen

ARTHUR KUDNER, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA — ABP

Officers

President..... Arthur Kudner
Vice-Presidents..... J. H. S. Ellis,
E. J. Owens, Sam D. Fuson, Charles F.
Gannon, Kenneth Collins
Director of Radio..... Myron P. Kirk
Script Buyer..... Alan Ward
Time Buyer..... Ida Sideman
Commercial Continuity... Rowena Runnette
Production..... G. Bennett Larson

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland

Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

Radio Accounts Placed—Network: U. S.
Tobacco Co.; National Spot: True Story
Magazine; U. S. Tobacco Co.; Savarin Coffee;
Standard Brands.

J. R. KUPSICK ADVERTISING AGENCY, INC.

122 East 42nd St., New York, N. Y.
Phone MURray Hill 5-9145
ANPA — ABP — PPA

Officers

President..... J. R. Kupsick
Vice President..... Saul Kampf
Radio Director..... Frank Powderly
Space Buyer..... E. M. Fordsmen

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis, Tenn.
Phone 5-1571
ABP — ANPA — PPA — SNRA

Officers

President..... Avron Spiro
Secretary-Treasurer..... M. M. Shurman
Radio Director..... Clark R. Brown
Radio Accounts Placed—Plough, Inc., The
Piso Co.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone COLUMbus 5-3721
ANPA — PPA

Officers

President John L. Johnston
Executive V.P. Gordon Seagrove
V.P.-Radio Director Martin Horrell
General Manager..... Frank Mace
Radio Accounts Placed—Lambert Phar-
macal Co.; Prophylactic Brush Co.; Phillips
Petroleum Co.

• • • **ADVERTISING AGENCIES** • • •

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland, Ohio
Phone Main 6579
ABP — PPA

Officers

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Production Manager.....George DeWitt
Radio Accounts Placed—Brewing Corp. of America, Texas Distributing Co., Yellow Cab, Cleveland Cooperative Store Co., World Publishing Co.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago, Ill.
Phone SUpperior 0738
ABP — ANPA — PPA

Officers

President.....A. M. Salomon
Account Executive.....Wendell Walker

LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York, N. Y.
Phone STuyvesant 9-1742
PPA

Officers

President-Radio Director.....David D. Lee
TreasurerW. C. Hoyt
Radio Account Placed—Remington-Rand, Inc., American Writing Machine Co.

LEIGHTON & NELSON

202 State St., Schenectady, N. Y.
Phone 6-4202
ABP — PPA — ANPA

Officers

PartnersWinslow P. Leighton and George R. Nelson
Radio Director.....George R. Nelson
Asst. Radio Directors.....Robert S. Cragin, Mary Croninger
Radio Continuity Writers.....R. S. Cragin, M. L. Croninger, L. S. Gethine
Radio Accounts Placed—New York State Democratic Committee, The Hudson Coal Co., Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros Furniture, Massachusetts Indemnity Insurance Co., D'Jimas Furs.

LENNEN & MITCHELL, INC.

17 E. 45th St., New York, N. Y.
Phone MURray Hill 2-9170
AAAA — ANPA — PPA — APA — NOAB

Officers

President.....Philip W. Lennen
Vice President-Treasurer.....Robert W. Orr
Secretary.....Arthur L. Lynn

Director of Radio.....S. James Andrews
Radio Producer.....Blayne Butcher
Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Tide Water Associated Oil Co., Parfums Schiaparelli, Inc., Lehn & Fink.

TED LEVY ADVERTISING AGENCY

204 Temple Court Bldg., Denver, Colorado
Phone CHerry 4521
ABP — ANPA — APA

Officers

Owner.....Ted Levy
Production Manager.....William Robertson
Copy Director.....Barbara Aiton

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phone AT 6235
ABP — ANPA — PPA — PRB

Officers

Owner.....Addison Lewis
Account Executives.....Edward Grubb, Harvey Kruse, J. A. Quint
Radio Accounts Placed—Minneapolis-Honeywell.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
AAAA — ABP — ANPA — PPA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman
Radio Accounts Placed — Langendorf Unfted Bakeries, Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 5-8800
ABP — ANPA — PPA — NOAB

Officers

President.....Laurence M. Lloyd
Vice-President.....Charles M. Pietsch
Production Manager.....William T. Kaleb
Media Director.....John J. Hagan
Radio Director.....Robert S. Hutz

THE W. E. LONG COMPANY

155 North Clark St., Chicago, Ill.
Phone Randolph 4606

Officers

Vice-President.....W. D. Warrick
Director of Radio.....E. J. Sperry

Assistant Director of Radio..Robert Struble
Scripts.....Mikki Kaye

Branch Offices

C. P. MacGregor Studios, 729 S. Western Ave.,
Hollywood, Calif.

Producer.....Ted Jordan
Musical Producer.....Charles W Hamp
Chief Announcer.....Ted Meyers

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a syndicated basis.

EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago, Ill.
Phone Franklin 1762

ANPA — ABP — PPA — APA

Officers

President-Treasurer.....Earle Ludgin
Secretary.....A. Ludgin
Vice-Presidents....V. R. Bliss, J. H. Caro,
J. H. Willmarth

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197

ANPA — ABP — APA

Officers

President.....J. F. Fellay
Treasurer.....Jay J. Keith
Vice-President.....Robert J. Rice
Radio Specialist.....Frank A. South
Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago, Ill.
Phone Randolph 9360

ANPA — PPA — ABP — SNPA

NOAB

Officers

President.....Hays MacFarland
Secretary-Treasurer.....B. G. Ruttingh
Vice-Presidents.....A. E. Aveyard,
Malcolm A. Jennings, Allen B. Dicus,
O. A. Feldon, Harry M. Coleman

Radio Director-Time Buyer.....Evelyn Stark
Production Manager.....Edwin C. Frank
Space Buyer.....Madge C. Drake
Publicity Director.....Harry M. Coleman

Radio Accounts Placed—Network: Northwestern Yeast Co., National Spot: Omar, Inc., Burma-Vita Co.

**MacLAREN ADVERTISING CO.
LTD.**

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551

CAAA — CDNA — CWNA

Officers

President-General Manager..J. A. MacLaren
Vice President-Assistant General
Manager.....E. V. Rechnitzer
Vice-President-Treasurer.....I. E. Reynolds

Secretary.....G. T. Scroggie
Broadcast Advertising Dept..C. M. Pasmore,

M. Rosenfeld, W. D. Byles

Branch Office

901 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556

Office Manager.....E. H. H. Smith
224 Curry Bldg., Winnipeg, Man., Canada
Phone 26-622

Manager.....W. R. W. Henderson
47 Canada Life Bldg., Calgary, Alta., Canada
Manager.....E. P. Thompson
305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

Manager.....W. D. M. Patterson

Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers. National Spot: Bulova Watch Co., Ltd., General Motors Corp., Dalglish Co., Ltd., People's Credit Jewelers, Tuckett, Ltd.

**MALCOLM-HOWARD ADVERTISING
AGENCY**

20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110

ABP — APA — ANPA

Officers

Owner-Time Buyer.....Arthur M. Holland
Radio Account Executive....Max G. Holland
Radio Director.....Maury Cliffer
Radio Writers.....Hal Tate,
Nikki Kaye, Ray Freedman

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Washington Auto Sales, Alert Laundry, Holland Jewelers, Newart Co., Continental Clothing Co., Kelly Auto Sales Co.

**DAVID MALKIEL ADVERTISING
AGENCY**

260 Tremont St., Boston, Mass.
Phone Liberty 1422

ANPA — ABP — APA — PPA

Officers

President.....David Malkiel
Secretary.....Martha Brest
Account Executives.....Harry Weinbaum
Alfred Black, Martin Kadis

Radio Accounts Placed—I. J. Fox Co., Ace Vacuum Cleaners, Blueway Bus Lines, Drive-In Theaters, Inc., Gordon Mfg. Co., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Beachcomber, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Mansion Inn, 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.

• • • **ADVERTISING AGENCIES** • • •

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Avenue, Minneapolis, Minn.
Phone GENEVA 9619
ABP — PPA — PRB — APA

Officers

Time Buyer.....D. P. Nathanson
Account Executives.....Meyer Gold,
Jean Hadley
Radio Accounts Placed—Marine Electrolysis, Snyder's Drug Stores.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York, N. Y.
Phone VANDERBILT 6-2022
ANPA — PPA — ABP — APA — ABC —
AAAA — NOAB

Officers

Partners.....Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke
Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman,
Bennett Kolb, E. T. Clark
Radio Accounts Placed—National Spot:
Standard Oil Co. of N. J., Aetna Casualty
& Surety Co., U. S. Treasury Defense Savings
Staff, National Lead Co.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York, N. Y.
Phone LEXINGTON 2-7450

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins
Vice-Presidents.....William B. Okie,
Hyland L. Hodgson, Lester Loh,
Charles O'Donnell, Charles R. Marshall
Vice-President-Director of Radio,
Wilfred S. King
Assistant Director.....Fletcher Turner
Radio Accounts Placed—Ludens, Inc.; National
Carbon Co., New York State Milk
Publicity, Canada Dry Ginger Ale & Spur,
Magazine Repeating Razor Co., International
Salt Co., Bleachette, Pure Foods (Herbax),
Pan-American Coffee Bureau, Burlington
Mills.

JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence, R. I.
Phone GASPEE 4456
ABP — ANPA

Officers

President.....Joseph M. Finkle
Vice-President.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Executive Secretary.....Anne E. WOLED
Time Buyer.....Joseph M. Finkle
Radio Director.....Dorothy M. Taipe
Radio Accounts Placed—Old Monastery

Wine Co., Eclipse Food Products, Corp., Gerber Jewelers, Jack & Harry's Auto Stores, Candy Mart Stores.

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone FITZROY 5710
ANPA — PPA — APA

Officers

Chairman of Board.....Lou R. Maxon
President.....T. K. Quinn
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio Department.....Ed Wilhelm,
Louis Dean

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone ELDRADO 5-2930
Vice-President In Charge.....W. Ray Baker
955 Main St., Bridgeport, Conn.
Phone BRIDGEPORT 6-2177
Vice-President In Charge.....W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone DELAWARE 3536
Vice-President.....L. J. Sholty
Radio Accounts Placed—Gillette Safety
Razor Co., General Electric Co., Ford Motor
Co., Pfeiffer Brewing Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York, N. Y.
Phone CIRCLE 5-7000

AAAA — ANPA — PPA — ABP

Officers

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Atwood, E. C. Bennett, L. S. Briggs,
Lloyd O. Coulter, L. E. Firth, E. D. Hill,
Gordon E. Hyde, Myron C. Lechner, E.
D. Madden, J. J. McCarthy, Hugh A.
Mitchell, E. O. Perrin, C. A. Posey,
Jack Taylor, R. W. St. Hill, R. E. Tuttle
Secretary-Treasurer and In-Charge of Radio,
John L. Anderson
Director of Research.....L. D. H. Weld
Radio Time Buyer.....F. Willard Butler
Radio Directors.....Dorothy B. McCann,
C. Halstead Cottingham

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone WEBSTER 3701
Vice-President and Manager,
Homer Havermale
Vice-President.....H. G. Smith
Vice-President.....J. H. Jameson
Guardian Bldg., Cleveland, O.
Phone CHERRY 3490
Vice President-Manager.....R. T. Hanks
Penobscot Bldg., Detroit, Mich.
Phone RANDOLPH 9710
Vice-President and Manager. Donald C. Hight
448 S. Hill St., Los Angeles, Calif.
Phone MICHIGAN 4049

Co-Managers.....August Bruhn,
Burt Cochran
Hodgson Bldg., Minneapolis, Minn.
Vice-President.....Merrill Hutchinson
Manager.....Vernon Churchill
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President and Manager.Henry Q. Hawes
Vice-Presidents.....M. S. Achenbach,
R. H. Cochran, F. H. McCrea, C. E.
Persons
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Pacific Northwest Manager..R. O. Calkins

Radio Accounts Placed—New York: American Industries Salvage Comm., Chesebrough Mfg. Co., Consolidated Edison Co., Axton-Fisher Tobacco Co., Humble Oil Co., Stromberg Carlson Telephone Mfg. Co., Gruen Watch Co., Manufacturers' Trust Co., National Biscuit Co., Pacific Coast Borax Co., Stanco, Roma Wine Co., Crowell-Collier Publishing Co.

San Francisco: California Packing Corp., California Walnut Growers, Dwight Edwards Co., W. P. Fuller & Co., General Brewing Corp., Associated Dental Supply Co., American Power & Light Subsidiaries, Pacific Gas & Electric Co., Los Angeles and Surburban Gas Companies, Roma Wine Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co of Indiana, Milk Foundation, Inc.

Denver: California Co., Great Western Sugar Co.

Cleveland: Perfection Stove Co., Richman Bros., Standard Oil Co. of Ohio, Tappan Stove Co.

Minneapolis: First National Bank, Glueck Brewing Co., Pillsbury Flour Mills, Twin City Federal Saving & Loan Assn.

Detroit: Altes Brewing Co.

R. E. McCARTHY ADVERTISING AGENCY

Tampa Theater Bldg., Tampa, Fla.
Phone 2323
SNPA

Officers

President.....R. E. McCarthy
Secretary.....C. R. Toy
Treasurer.....Louis Benito

THE McCORD COMPANY

1100 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 1225
APA — ANPA — PPA

Officers

President & Treasurer.....R. D. McCord
Vice-PresidentLouis Melamed
Secretary.....C. F. Baker
Director of Radio.....E. B. Grove
Production Manager.....T. L. B. Campbell
Radio Time Buyer.....Edith M. Knutsen

Radio Accounts Placed—W. H. Barber Co., Conrad Fur Co., Central Cooperative Live-stock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

McJUNKIN ADVERTISING CO.

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

Officers

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens, Dade B. Epstein, James W. Egan
Account Executives.....Joseph J. Klein,
Donald B. Skinner
Manager, Radio Dept.....Sam Bartlett
Media Dept. Manager.....Edwin A. Trizil
Production Manager.....W. C. Mottershead

Radio Accounts Placed—Joseph Schlitz Brewing Co., Carey Salt Co., Florsheim Shoe Co., Chef Boiardi Food Products Co., Brenner Bros., Carson, Pirie, Scott & Co., Jewel Food Stores, Andes Candies.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA — PPA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,
James A. McFadden
Vice-President.....Earl B. Thomas
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby
Producer.....Richard Mack
Time Buyer.....E. R. Walmsley

Branch Office

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMbus 5-2058

Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363

Radio Accounts Placed—Sealtest, Inc.

A. McKIM, LTD.

Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers

President-General Manager.....C. T. Pearce
Vice-President.....J. M. Baxter
Secretary-Treasurer.....J. B. Stephens
Directors.....W. T. Brace,
J. J. Gallagher, D. E. Longmore, A. N. McIntosh, J. W. Thain, H. R. McDougal

• • • **ADVERTISING AGENCIES** • • •

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351

Manager.....D. E. Longmore
Radio Director.....D L. Bassett
Electric Railway Bldg., Winnipeg, Man.,
Canada

Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada

Manager.....H. S. Watson
376 Strand. W. C. 2, London, England
Manager.....H. Suffell

•
ARTHUR MEYERHOFF CO.

Wrigley Bldg., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA — APA

Officers

President.....Arthur E. Meyerhoff
Director of Radio.....Nelson A. Shawn

Branch Office

759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144

Manager.....George Grabin
Radio Account Placed—William Wrigley,
Jr. Co.

•
C. L. MILLER COMPANY

521 Fifth Ave., New York, N. Y.
Phone MURray Hill 2-1010
ANPA — PPA

Officers

President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....George Carhart

Branch Office

35 East Wacker Drive, 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.

•
DAN B. MINER CO.

1151 So. Broadway
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP — NOAB
CAN — APA

Officers

President.....Dan B. Miner
Vice President.....John C. Morse
Secretary-Treasurer.....M. R. Sweeney
Vice-President In Charge of Radio,
John Guedel

Assistant Time Buyer.....Anne Garvey
Branch Offices

(Affiliated with Continental Agency Network)
Radio Accounts Placed—Network: Weber's
Bread, Forest Lawn Memorial Park, Bill Hay
Reads the Bible (66 station cooperative
show), National Spot: Roman Meal Bread,

Western Auto, Los Angeles Newspaper Pub-
lishers Assn., IVC Wineries.

•
EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone. COLUMbus 5-2482
ABP — ANPA

Officers

Radio Director.....Emil Mogul
Copy Chief.....Alfred Berger
Radio Time Buyer.....Helen Munroe
Radio Accounts Placed—Network: Tri-
mount Clipper Craft Clothes, National Spot:
Barney's Clothes, San Gabriel Wine Co., Na-
tional Shoe Stores.

•
THE CHESTER C. MORELAND CO.

Times-Star Bldg., Cincinnati, Ohio
PPA — ABP — ANPA

Officers

President-Treasurer...Chester C. Moreland
Vice-Presidents.....Robert N. Gorman,
Robert H. Ames
Vice President-Space Buyer,
Bryce L. Schurman
Secretary.....Walter H. Strauss

•
RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194

Officers

President.....Raymond R. Morgan
General Manager.....R. E. Messer
Director of Radio.....J. W. Nelson
Radio Accounts Placed—Folger Coffee Co.,
Planters Nut & Chocolate Co., White King
Soap Co.

•
MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York, N. Y.
Phone LEXington 2-6727

Officers

President.....Carl J. Balliett
Vice-Presidents.....Shaw Newton,
J. P. Sawyer
Secretary and Treasurer...Laura K. Long
Radio Director.....Richard Nicholls
Branch Offices

205 Johnston Bldg., Charlotte, N. C.

Radio Accounts Placed—Network: Vick
Chemical Co., Vitamin Plus, Inc. National
Spot: Vick Chemical Co., Lance, Inc.

•
MOSER & COTINS, INC.

10 Hopper St., Utica, N. Y.
Phone Utica 4-6141
ABP — ANPA — PPA — NOAB

Officers

President.....T. E. Moser
Vice President-Treasurer.....A. S. Cotins
Secretary.....Mrs. M. B. Blair
Radio Accounts Placed—West End Brewing

Co., Oswego Candy Works, Inc., Saratoga Springs Authority.

MOSS ASSOCIATES

415 Lexington Ave., New York, N. Y.
Phone VAnDerbilt 6-1828
ABP — PANY

Officers

President.....Joseph H. Moskowitz
Radio Director.....Hines Hachette

NEEDHAM, LOUIS & BRORBY, INC.

135 S. La Salle St., Chicago, Ill.
Phone State 5151
AAAA — ANPA — PPA — ABP — APA
ABC — NOAB

Officers

President.....Maurice H. Needham
Secretary-Treasurer.....Otto R. Stadelman
Vice-Presidents.....John J. Louis,
Melvin Brorby, Harry Phelps, W. Ray
Fowler, Jr.

Radio Director.....John Gordon

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone Granite 7186

Manager.....Cecil Underwood
Radio Accounts Placed—Network: Kraft
Cheese Co., S. C. Johnson & Son, Inc. National
Spot: Swift & Co. (Sunbrite Cleaner).

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-4231

Officers

President.....Walter J. Neff
Vice-President.....William Rogow
Radio Accounts Placed—Bond Stores, Inc.,
Melville Shoe Corp., Sears Roebuck & Co.,
Joseph Martinson & Co.

NEWELL-EMMETT COMPANY

40 East 34th St., New York, N. Y.
Phone ASHland 4-4900
AAAA — ANPA — PPA — ABP — PRB —
SAAA — SNPA

Officers

Directors.....Clarence D. Newell,
William Reyder, John P. Cunningham,
Frank Donshea, C. S. Walsh, R. L. Stro-
bridge

Radio Director.....John Hines
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.

O'DEA, SHELDON & CANADAY, INC.

400 Madison Ave., New York City
Phone PLaza 3-1670

AAAA

Officers

President.....Mark O'Dea
Executive Vice-President..George H. Sheldon

Vice-President.....L. C. McElroy
Vice-President.....C. E. Nelson
Space Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick

OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis, Mo.
Phone CEntral 8380
ABP — ANPA

Officers

Owner.....Irwin A. Olian
Radio Director.....David A. Ward
Time Buyer.....Virginia Loeb
Radio Continuity.....James L. Spencer
Radio Accounts Placed—National Waste
Paper Conservation Campaign.

MERRITT OWENS ADVERTISING AGENCY

412 Commercial National Bank Bldg.
Kansas City, Kans.
Phone Dr. 7250

Radio Accounts Placed—Fairfax Aviation
Schools, Inc., Weevil-Fume Corp., Bita-Life
Company.

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA

Co-Partners.....A. G. Peart,
John H. Rehm
Radio Time Buyer.....A. C. De Pierro
Radio Account Placed—National Spot: The
Great Atlantic & Pacific Tea Co. (Coffee
Division), The Atlantic Commission Co.,
Spratts Dog Food.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York, N. Y.
Phone PLaza 3-0900
Officers

President.....Harry Peck
Secretary-Treasurer.....Harry Krawit
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers...James Lawrence,
Muriel Post, Ray White

PEDLAR & RYAN, INC.

250 Park Ave., New York, N. Y.
Phone PLaza 5-1500
AAAA — ANPA — PPA — ABP

Officers

President.....Thomas L. L. Ryan
Secretary and Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Lawrence L. Shenfield,
Francis J. Doherty, E. C. Bradley, D. K.
Clifford, J. P. Hardie, A. E. McElfresh
Radio Dept. Maager.....E. G. Sisson, Jr.
Radio Copy Chief.....John A. Carter
Asst. Radio Copy Chief....Cyril J. Mullen
Script Editor.....John Taylor
West Coast Program Manager

William L. Lawrence

• • • **ADVERTISING AGENCIES** • • •

Time Buyer.....Howard Gardner
 Radio Talent.....E. G. Sisson, Jr.,
 Chester MacCracken
 Radio Writing Staff.....Cyril J. Mullen
 Jack Finney, Margaret Walsh, Beth Jud-
 son
Radio Accounts Placed—Network: Bristol-
 Myers Co. (Vitalis, Mum), Procter & Gamble
 Co. (Camay, Chipso, Dash), Lady Esther Co.

PITLUK ADVERTISING CO.

Alamo Nat'l Bank Bldg., San Antonio, Texas
 Phone Garfield 7268
 ABP — ANPA — PRA — SAAA —
 SNRA — NOAB
Officers
 Owner.....Jack N. Pitluk
 General Manager.....Norman D. Schwerke
 Vice-President.....C. R. Cusick
 Art Director.....Gus J. Wild
 Secretary.....Lee Wood
 Radio Dept. Managers.....Fred G. Allen,
 Lee Wood

PLATT-FORBES, INC.

386 Fourth Ave., New York City
 Phone CAledonia 5-4440
Officers

President.....W. A. Forbes
 Vice-President-Treasurer...Rutherford Platt
 Vice-President.....T. F. Cosgrove
 Vice-President.....John Monsarrat
 Secretary.....W. S. Walker
 Space Buyer & Prod. Manager...T. O'Donnell
 Account Executives...W. W. Constantine, Jr.,
 G. Frank Sweet
Branch Office
 75 Pearl St., Hartford, Conn.
 Phone Hartford 7-9017
Radio Accounts Placed—Peter Paul, Inc.,
 Oxo, Ltd.

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City, Mo.
 Phone Victor 4433
 APA — NOAB — ANPA — PPA
Officers

President.....R. J. Potts
 Vice-Presidents.....J. B. Woodbury,
 F. F. B. Houston, C. C. Tucker
 Secretary-Treasurer.....Jerry McKee
 Radio Dept. Manager....Morris H. Straight
 Account Executives.....Ralph Page
 E. A. Warner, W. B. Hill, C. L. Robinson,
 John M. Farrell

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
 Kansas City, Mo.
 Phone Victor 9400
 ANPA — PPA — APA — NOAB — ABP
Officers

President.....W. J. Krebs

V.P.-Production Mgr.....D. E. Dexter
 Secretary.....G. F. Magill
 Treasurer.....E. T. Chester
 Time Buyer.....B. G. Wasser

THE L. W. RAMSEY CO.

Union Bank Bldg., Davenport, Iowa
 Phone 3-1889

ANPA — PPA — APA — ABP — NOAB
 President & Treasurer.....L. W. Ramsey
 Secretary.....E. G. Naeckel
 Vice-President.....A. C. Naeckel
 Production Manager.....A. M. Walgren
Branch Office

230 N. Michigan Ave., Chicago, Ill.
 Phone Franklin 8155

Vice-President.....F. L. Eason
 Vice-Presidents.....N. B. Langworthy,
 L. H. Copeland
 Production Manager.....Vito M. Volino
Radio Accounts Placed—F. W. Fitch Co.

THE RANDALL CO.

75 Pearl St., Hartford, Conn.
 Phone 7-2828

CHAS. DALLAS REACH CO.

58 Park Place, Newark, N. J.
 Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA
Officers

President-Director of Radio,
 Chas. Dallas Reach
 Vice-President.....Howard E. Sands
 Secretary.....F. R. Risley

Branch Office

6 East 45th St., New York, N. Y.
 Phone VAnDerbilt 6-5924

Manager.....J. S. Little
Radio Accounts Placed—Cut-Rite Waxed
 Paper, R. B. Davis Sales Co., Koppers Co.-
 Minnesota Division, Admiracion Labora-
 tories, L. E. Waterman Co., Dugan Bros. of
 New Jersey, Inc.

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York, N. Y.
 Phone PLaza 3-6121
 ANPA — PPA — ABP

Officers

Chairman of the Board.....L. L. Redfield
 President.....E. F. Johnstone
 Vice-President.....J. J. McNevin
 Treasurer-Space Buyer.....A. Hollander
 Radio Director.....N. S. Livingston
 Radio Publicity Writer.....B. Mabry

Branch Office

1421 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 8375
Vice-President In Charge.....J. J. McNevin
Radio Accounts Placed—Network: Howard
Clothes, Inc. National Spot: Stera-Kleen,
Flem-O-Lyn, Poslam, Allenru, Merritt Pow-
der.

**EMIL REINHARDT
ADVERTISING AGENCY**

1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ABP — ANPA — APA

Officers

Owner.....Emil Reinhardt
Space Buyer.....Mildred McMahon
Writers.....David Lane, Joseph Connor
Radio Accounts Placed—Kilpatrick Bak-
ery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc.,
Wood Briquettes, Inc., Music for Fun, Inc.,
Standard Beverages, Roland Reed.

REISS ADVERTISING

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMbus 5-7733
ANPA — ABP — PPA — APA

Officers

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss

RESNIK-MILLER AGENCY

152 Temple St., New Haven, Conn.
Phone 7-0241

Officers

President.....James W. Miller
Secretary-Treasurer.....Harry D. Resnick
Radio Dept. Manager.....H. M. Norman

Branch Offices

904 Main Street, Hartford, Conn.
Phone 5-1576

Manager.....Alfred Horn
77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker
232 Taber Ave., Providence, R. I.
Phone PLantations 6784

Manager.....Bettina Jones

C. E. RICKERD, INC.

5462 Second Blvd., Detroit, Michigan
Phone Temple 1-3636

Officers

President-Treasurer-Time Buyer,
C. E. Rickerd
Secretary.....Fred B. Collier
Production.....Royal Cressy

**ROCHE, WILLIAMS &
CUNNINGHAM, INC.**

310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490
ANPA — APA — PPA

Officers

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.....N. J. Cavanagh

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PENNypacker 2766

In Charge.....Guy C. Pierce
400 Madison Ave., New York, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter

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., Port-
land Cement Assn., Sempray Jovenay Co.,
The Studebaker Corp.

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York, N. Y.
Phone CHickering 4-4420
ANPA — PPA — APA

Officers

President.....Arthur Rosenberg
Vice-President.....Samuel Rubenstein
Secretary.....A. A. Rosenberg
Treasurer.....Charles S. Silver
Production Manager.....H. B. Fleischman
Research Director.....Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan,
H. B. Sadler, S. M. Kootz

CHARLES L. RUMRILL & CO.

364 East Ave., Rochester, N. Y.
Phone Stone 592
ABP

Officers

Partners.....Charles L. Rumrill,
J. E. Porter, Earl A. Rogers
Time Buyer.....G. Grantly Wallington
Radio Accounts Placed—Radio Station
WHAM.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York, N. Y.
Phone MUrray Hill 6-6400
AAAA — ANPA — PPA — ABP

Officers

President.....F. B. Ryan
Senior Vice-President.....Cal J. McCarthy
Executive Vice-President...Everett J. Grady
V-P & Secretary.....Ralph Van Buren
Director of Media.....Daniel M. Gord
V-P & Director of Radio...Donald D. Stauffer
V-P & Associate Director...S. Heagan Bayles
Business Manager.....Charles T. Ayres
Production Directors.....John Bates,
Bob Byron, Lee Cooley, Marguerite
Dougherty, Knowles Entrikin, Thomas

• • • **ADVERTISING AGENCIES** • • •

H. Hutchinson, Addison Smith
 Commercial Writers.....Regina Morgan,
 Robert Mann, Florence Miles, Vivian
 Washburn, Dorothy Haller, Meil O'Brien,
 Maxine Smith, Cecil Billings, Frances
 Kennedy, Philip Thompson
 Time Buyer.....T. C. Fisher
 Radio Publicity Director....Grant Y. Flynn

Branch Offices

360 N. Michigan Ave., Chicago, Ill.
 Phone Randolph 2625

Executive Vice-President.....Paul Watson
 Vice-President-Director of Radio,
 Ros Metzger
 Assistant Radio Director.....Arthur Trask
 Executive-In-Charge of Production,
 Warren Johnson
 Executive-In-Charge of Scripts,
 Catherine Haynie

Writers.....Irene Small,
 M. Crutcher, Van R. Carlson
 Time Buyer.....Albert Callies
 7430 Second Boulevard, Detroit, Mich.
 Phone Madison 1980

Vice-President In Charge...Mathew J. Casey
 812 Olive St., St. Louis, Mo.
 Phone Main 0128
 Manager.....Oscar A. Zahner
 1680 N. Vine St., Hollywood, Calif.
 Phone Hillside 7593

Radio Director.....Nate Tufts
 Production Directors.....Murray Bolen,
 Don Clark, Dick Gibson, Sam Pierce
 712 Main St., Houston, Texas
 Phone, Charter 4-1741

Manager.....W. Van A. Combs
 235 Montgomery St., San Francisco, Calif.
 Phone Douglas 5822

Manager.....R. W. Watson
 1216 Third Ave., Seattle, Wash.
 Phone Main 6727

Manager.....F. S. Mullins
 80 Richmond St., Toronto, Ont.
 Canada
 Phone, Adelaide 4096

Manager.....Douglas Philpott
 Radio Production.....Alan Savage

Radio Accounts Placed—American Tobacco
 Co., Canadian Ironized Yeast Co., Chrysler
 Corp., Delaware, Lackawanna & Western
 Coal Co., Dodge Motor Corp., H. Fendrich,
 Inc., Ironized Yeast Co., Lever Bros. Co.,
 Lever Bros., Ltd., Noxema Chemical Co.,
 Oshkosh B'Gosh, Inc., Quaker Oats Co.,
 Sterling Brewery, Inc., Emerson Drug Co.,
 Jacob Ruppert Brewery, Binyon Optical Co.,
 Garrett & Co., Gilmore Oil Co., Golden State
 Co. Ltd., Griesedieck Bros. Brewery Co.,
 Johnson, Stephens & Shinkle Shoe Co., Krim-
 Ko Company, Lambert Pharmacal Co., Lan-
 gendorf United Bakeries, Inc., Southwestern
 Drug Co.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York, N. Y.
 Phone, PLaza 3-6920
 ABP — ANPA — PPA

Officers

President.....Maubert St. Georges
 Vice President.....Stanley J. Keyes, Jr.
 Radio Director.....Victor van der Linde

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
 Phone Michigan 2396

Officers

Owner.....William G. Scholts
 Radio Director.....Fred Montgomery

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago, Ill.
 Phone Dearborn 1815
 AAAA — ABP — ANPA — PPA

Officers

Partners....Walter Schwimmer, R. J. Scott
 Director of Radio.....N. E. Heyne
 Time Buyer.....John Davies
Radio Accounts Placed—Peter Fox Brew
 Co., Hirsch Clothing Co., National Tea Co.,
 Salerno-Megowen Biscuit Co., Mission Bell
 Wines, Studebaker Sales Co. of Chicago,
 Rudolph Wurlitzer Co., Thomas J. Webb
 Coffee Co., Walgreen Drug Co., Congress
 Cigar Co., Coronet Magazine.

RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago, Ill.
 Phone, Delaware 1045
 ANPA — ABP — SNPA — PPA

Officers

President.....Freeman Keyes
 Chairman of Board.....Freeman Keyes
 Treasurer.....Jack Harding
 Secretary.....H. J. Smith
 Vice-Presidents.....Paul Richey,
 John Kettlewell, George Bayard, A. D.
 Keyes, Tom Wallace, Harry Maus, John
 Guedel
 Radio Director.....Tom Wallace
 Assistant Radio Director..Watson Humphrey
 Time Buyer.....June Rollinson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
 Phone Market 1395

Vice-President.....Paul Richey
 Treasurer.....Jack Harding
 Taft Bldg., Hollywood, Calif.
 Phone, Hillside 7256

Manager.....John Guedel
Radio Accounts Placed—W. A. Sheaffer
 Pen Co., Pinex Co., General Mills, Inc., Key-

stone Steel & Wire Co., Brown & Williamson Tobacco Corp., The Mennen Co., Grove Laboratories, Inc.

THEODORE H. SEGALL ADVERTISING AGENCY

544 Market St., San Francisco, Calif.
Phone SUtter 6557

NCBA

Officers

General Manager..... T. H. Segall

SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000

ABP — ANPA — PPA — PRB — SAAA
SNPA — APA — NOAB

Officers

President Stuart Sherman
Vice-President and Treasurer.

Arthur Marquette

Vice-President..... J. Allen Barnett
Radio Director..... Herbert Polesie
Time Buyer..... C. E. Bonnesen
Radio Department Business Manager,

Kelso M. Taeger

Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Cream, Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap and Beauty Preparations, Super Suds, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs, Sante, Pape's Cold Compound, Fitger Brewing Co., Blackstone Aspirin, Tastv Lax.

SMITH & DRUM, INC.

650 Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

ABP — ANPA — PPA — PRB — SNAP

Officers

President..... A. Carman Smith
Vice-President..... Harry C. Drum

Branch Offices

417 Montgomery St., San Francisco, Calif.
Manager..... W. W. Drum
710 Second Ave., Seattle, Wash.

Manager..... Arthur Poolton
Radio Accounts Placed—Network: General Petroleum Corp.

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030

ABP — ANPA — PPA — SNPA

Officers

President..... Roy A. Sorensen
Radio Director..... Muriel Wageman
Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc.

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester, Mass.
Phone: 3-4789, 3-4780

Officers

President-Treasurer..... C. Jerry Spaulding
Asst. Treasurer..... M. Murray
Secretary H. H. Hartwell

RAYMOND SPECTOR COMPANY, INC.

32 East 57th St., New York, N. Y.
Phone ELdorado 5-1270

ANPA — PPA — ABP — NOAB

Officers

President..... Raymond Spector
Treasurer..... F. Bowen
Vice-President-Copy Chief. Leonard Leonard
Time Buyer..... Hal Winter
Radio Research..... Bernard Cerlin
Radio Accounts Placed—Network: Serutan Co. National Spot: Serutan Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Purity Products Co., Beverly Hills Memorial Park, The Lone Ranger, Inc., Macfadden Publications (True Story Magazine), National Nutrition Society, Noxon, Inc., Three Squires Tobacco, True Story, Book League of America.

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BArelay 7-3030

ABP — ANPA — PPA

Officers

President-In-Charge of Radio
Samuel I. Godfrey
Vice-President..... Earl R. Cotter
Secretary..... Frances C. Costello
Treasurer..... Samuel S. Sternfield
Account Executive..... Philip Scheft

STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.
Phone, TRinity 8577

Officers

President..... Edward C. Stodel
Time Buyer..... Selma Schonfeld
Radio Accounts Placed—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty Insurance Co.

STRAUCHEN & McKIM ADVERTISING

810 Chamber of Commerce Bldg.,
Cincinnati, Ohio
Phone, MAin 2245

Officers

Partners..... Edmund R. Strauchen,
Gordon F. McKim, Jr.
Radio Director..... Louis Schaefer
Art Director..... Russell N. Withenbury
Radio Accounts Placed—George Wiedemann Brewing Co., Inc.

• • • **ADVERTISING AGENCIES** • • •

STREET & FINNEY, INC.

330 West 42nd St., New York, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

Officers

President-Treasurer.....F. N. Finney
General Manager.....Robert Finney
Assistant General Manager....Frank Finney
Secretary.....Foxhall Finney
Account Executives.....W. E. Faxon,
J. T. Kelly, Jr.
Director of Radio.....Howard Miller
Radio Accounts Placed—National Spot:
Foster-Milburn Co. (Doan's Pills), Raladam
Co. (Marmola), G. T. Fulford Co. (Baby's
Own Tablets, Children's Own Tablets, Dr.
William's Pink Pills).

**BARTON A. STEBBINS
ADVERTISING AGENCY**

811 West Seventh St., Los Angeles
Phone Trinity 8821

AAAA — ANPA — PPA — ABP — NOAB

Officers

Owner.....B. A. Stebbins
Creative Dept. Head.....Leigh Crosby
Director of Radio.....Leigh Crosby
Time Buyer.....Arthur W. Gudelman
Radio Accounts Placed—Signal Oil Co.

SWAFFORD & KOEHL, INC.

341 Madison Ave., New York, N. Y.
Phone, MURray Hill 6-8860
ABP — ANPA — PPA

Officers

President.....Albert E. Koehl
Vice Presidents.....John R. Landan,
A. A. Landis

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA — PPA — APA — ABP — NOAB

Officers

President.....John F. Sweeney
Vice-President.....Frank G. James
Radio Time Buyer.....W. B. Watterson
Radio Account Placed—Network: Fire-
stone Tire & Rubber Co.

J. WALTER THOMPSON CO.

420 Lexington Ave., New York, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA

Officers

President.....Stanley Resor
Secretary.....Howard Kohl
Treasurer.....Gilbert Kinney
Assistant Secretary-Treasurer.Edward Wilson

Assistant Treasurer-Secretary

Luther O. Lemon
Senior Vice-Presidents.....Gilbert Kinney,
Henry T. Stanton, James W. Young
Vice-Presidents.....Lloyd W. Baillie,
Henry C. Flower, Jr., Howard Hender-
son, Henry M. Stevens, S. Hunter Richey,
William Resor, Walter R. Hine, Thayer
Jaccaci, William G. Palmer, Samuel W.
Meek, Philip Richardson, Elwood Whitney,
Robert T. Colwell, O'Neill Ryan, Jr., An-
son Lowitz, Lew A. Greene.

Director of Media and Research

Arno H. Johnson
Vice-President in Charge of Radio,
John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer.....Abbott K. Spencer

Branch Offices

1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241

Vice-President.....Daniel J. Danker, Jr.
Radio Talent Buyer.....Norman Blackburn
410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303

Vice-President and General Manager,
Henry T. Stanton

Vice-Presidents: Merton V. Wieland, Willard
F. Lochridge, James D. Woolf, Chester A.
Foust

Radio Director.....B. W. Gunn
Radio Time Buyer.....Margaret Wylie
100 Bush St., San Francisco, Calif.
Phone Garfield 3510

Radio Time Buyer.....Lowell Mainland
612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591

General Manager.....Norton W. Mogge
821 Second Ave., Seattle, Wash.
Phone Seneca 0655

General Manager.....Frank P. Denney

Radio Accounts Placed—P. Ballantine &
Sons, Block Drug Company (Gold Medal
Capsules and Dentu-Grip), Bowman Dairy
Co., Brewing Industry Foundation, Carter
Products, Inc. (Superin), H. C. Cole Milling
Co., Elgin National Watch Co., General Cigar
Co., Johns-Manville Corp., Kellogg Co.,
Kraft Cheese Co., Lamont P. Corliss & Co.,
P. Lorillard Co. (Old Gold Cigarettes).
Lever Bros. Co. (Lux Flakes & Lux Toilet
Soap), Libby, McNeil & Libby, Mentholatum
Co., Northam Warren Corp., Northern Trust
Co., Penick & Ford, Ltd., Planters Nut &
Chocolate Co. (Planters Peanuts), Safeway
Stores, Inc., Scott Paper Co., Shell Oil Co.,
Standard Brands, Inc. (Chase & Sanborn
Coffee and Tender Leaf Tea), Swift & Co.,
U. S. Playing Card Co., Ward Baking Co.,
Washington State Apple Commission, Weco
Products Co., J. B. Williams Co., Wine Ad-
visory Board, William Wrigley, Jr. Co.

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.
Phone Glencourt 4941
NOAB — APA

Officers

President.....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, East Bay Transit Co., Frozen Food Distributors, Inc.

TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404
ANPA — PPA — NOAB

Officers

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Treasurer.....George M. Pease
Vice-President.....Hugh Donnell
Account Executives.....F. W. Hobbs,
J. F. Donovan
Copy Chief.....K. H. Thompson
Radio Accounts Placed—Wilbert Products Co., Rapinwax Paper Co., Mission Garden Co., John Opitz, Inc., Sem Products Corp., Terry Candy Co.

TRACY-LOCKE-DAWSON, INC.

1307 Pacific St., Dallas, Texas
Phone 7-8655
22 E. 40th St., New York, N. Y.
Phone AShland 4-1690
AAAA — ANPA — PPA — ABP—
PRB — SAAA — SNPA — ABC — NOAB

*New York
Office Personnel*

President.....J. M. Dawson
Vice-President.....Manfred Darmstadter
Vice-President.....Joe Scheideler
Treasurer.....G. A. Mitten
Secretary.....H. E. Hendrick
Radio Director.....Bill Rose
Radio Time Buyer.....H. E. Hendrick

*Dallas**Office Personnel*

Executive Vice-President.Raymond P. Locke
Asst. Sec'y-Treasurer.....Monty Mann
Radio Department.....Raymond P. Locke,
Jerry Moffett, Erle Racey, Jack Taylor,
Glenn G. Addington, J. J. Jeffries

Radio Time Buyer.....Monty Mann
Radio Accounts Placed—New York: Continental Oil Co., Newsweek, Inc.

Dallas: Imperial Sugar Co., Postex Cotton Mills, The Borden Co. (Southern Division), Mrs. Baird's Bakery, Mrs. Baird's Bread Co., William Cameron & Co., International Milling Co., Great Western Garment Co., Neuhoff Packing Co., National Wool Growers Ass'n., Dallas Grand Opera Ass'n., Dallas Rupe & Son, Reserve Loan Life Insurance Co., Dr. Pepper Co.

VANGUARD ADVERTISING

21 W. 45th St., New York, N. Y.
Phone, LONgacre 3-5363
ABP

Officers

Owner.....J. M. Russakoff
Account Executives.....G. A. Wilson,
W. E. Tracy, J. Wootton
Production Manager.....J. Brookman

VANT SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore, Md.
Phone, Plaza 5280
AAAA — ABP — ANPA — PPA

Officers

President.....Wilbur Van Sant
Executive Vice-President & Treasurer,
H. K. Dugdale
Vice-President-Copy Director...J. P. Daiger
Vice-President.....R. E. Daiger
Secretary.....R. L. Malambre
Asst. Treasurer-Accountant...N. B. Iardella
Production Manager.....C. D. Carr
Space Buyer.....G. M. Talbot

Radio Accounts Placed—Network: Sherwood Bros., Richfield Oil Co. National Spot: Sherwood Bros., Manhattan Co., Crosse & Blackwell Co., The Equitable Trust Co., William Schluderberg-T. J. Kurdle Co., Baltimore Transit Co., Public Bank of Maryland.

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago, Ill.
Phone State 7369

Officers

Managing Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....Edward Simmons
P. C. Lund, Jeff Wade, Riley Jackson
Radio Continuity Writers.....R. E. Dwyer,
L. W. Davidson, Margot O'Flaherty

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Carson, Pirie, Scott & Co., Wait-Cahill Co.

WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers

President.....William S. Walker
Secretary-Treasurer.....B. I. Davis
Radio Director.....R. C. Woodruff

Radio Accounts Placed—American Fruit Growers, Inc., Clark Bros. Chewing Gum Co., Colonial Biscuit Co., Duquesne Brewing Co.,

• • • **ADVERTISING AGENCIES** • • •

Pittsburgh Coal Co., Allegheny County Milk Exchange, Allegheny-Ludlum Steel Corp., Clearfield Taxidery Co., Joseph Horne Company, Mail Pouch Tobacco Co., Meadow Gold Dairies, Inc., Sterling Oil Division of Quaker State Refining Co.

WARWICK & LEGLER, INC.

230 Park Ave., New York, N. Y.
Phone Murray Hill 6-8585
AAAA — ANPA — PPA — ABP — ABC
APA — NOAB

Officers

President.....H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.

Secretary-Treasurer.....Robert H. Hughes
Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company.

NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430
ABP — PPA — NOAB

Officers

President.....Norman D. Waters
Vice-President.....Charles M. Whitebrook
Treasurer.....E. L. Waters
General Manager.....Louis Landesman
Art Director.....Milton L. Klein
Time Buyer.....Louis Landesman

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311
PPA — ABP — APA

Officers

President-Treasurer....Albert M. Wearstler
Secretary.....Linnea J. Soderberg

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul, Minn.
Phone Cedar 3777
APA

Officers

President.....Luther Weaver
Associate.....Donald Gardner
Director of Radio.....Elizabeth Watkins
Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Seaboard Finance Corp., Minnesota State Optometric Assn., Rice & Burnham.

MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles, Calif.
Phone Tucker 4111
ANPA — PPA — ABP

Officers

Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino
Radio Accounts Placed—Gaffers & Sattler, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Sontag Cut Rate Drug Stores, Foreman & Clark, Grayson's, K's Beverages, Lyman's Restaurants, Kelley Kar Co., Zukor's, 42 Products, Inc., National Schools, Hollywood Film Studios.

WILLIAM H. WEINTRAUB & CO., INC.

30 Rockefeller Plaza, New York, N. Y.
Phone, Circle 7-4282
ANPA — PPA

Officers

President.....William H. Weintraub
Executive Vice President & Secretary
Elkin S. Kaufman
Vice President.....Paul Rand
Treasurer.....William Gallow
Radio Director.....Arthur J. Daly
Talent & Research.....Vera A. Lea
Time Buyer.....William Gallow
Research & Copy.....William Bernbach
Radio Accounts Placed—Cresta Blanca Wine Co.

WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.
Phone Rittenhouse 6576

Officers

Owner-Radio Director.....F. A. Wellman
Space Buyer.....Frank T. Kessler
Copy.....Joseph V. Breen
Dramatics.....Judith Powell
Radio Accounts Placed—Crawford Furs, M. London, Kahn & Rosenau, Moss Bros. Nut Co., Wilen Bros., Select Fashions, Dr. David V. Bush, Waldman Coal & Fuel Co.

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 766
ABP — ANPA — PPA

Officers

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
Secretary.....Phillips Taylor

Branch Office

520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Executive-In-Charge.....A. C. Barnett
Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

• • • **ADVERTISING AGENCIES** • • •

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone Rittenhouse 7500
ANPA—PPA—APA

Officers

President.....Arthur A. Bailey
Vice-President.....R. K. Strassman
Secretary-Treasurer.....H. E. Fauser

Branch Offices

444 Madison Ave., New York, N. Y.
Phone, PLaza 3-7120

Vice-President.....R. K. Strassman
311 Equitable Bldg., Hollywood, Calif.
Phone, Hillside 0191

Radio Account Placed—Campbell Soup Co.

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
Phone: Capitol 1850
ANPA—PPA—ABP

Officers

President.....Allen H. Wood
Vice-President-Radio Director,
Allen H. Wood, Jr.
Vice-President.....Arthur F. Sisson
Treasurer.....Jonathan Brown, 3rd

**WORTMAN, BARTON & GOOLD,
INC.**

345 Madison Ave., New York, N. Y.
Phone MUrray Hill 4-2757
ABP—ANPA—PPA

Officers

President.....E. B. M. Wortman
Vice-Presidents.....R. S. Conahay,
James Gorton
Secretary.....Gilbert Goold
Treasurer.....D. Wortman
Radio Time Buyer.....Hortense Essler

YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA —
NOAB — ABC — ABP

Officers

Chairman of Executive Committee,
Raymond Rubicam
Chairman of Board.....Chester LaRoche
President.....Sigurd S. Larmon
Vice-President-Chairman Plans
Board.....Charles L. Whittier
Vice-President-Director of Media &
Gen. Production....A. V. B. Geoghegan
Exec. Vice-Presidents.....Arthur Andrews,

Donald Payne, Edward Barnes, John E.
Grimm, Jr., Louis N. Brockway, Gordon
Cates

V-P & Manager of Contact....John F. Reeder
V-P & Merchandising Director..Samuel Cherr
V-P & Copy Director.....H. S. Ward
V-P & Director of Research...George Gallup
V-P & Art Director.....Walter K. Nield
Vice-Presidents.....John E. Grimm, Jr.,
Louis N. Brockway, Curtis G. Pratt,
Bryan Houston
Secretary-Treasurer.....J. H. Geise

V-P & Director of Radio,
Thomas F. Harrington
Manager, Radio Time Buying Bureau
Carlos Franco

Manager of Talent
Bureau.....Hubbell Robinson, Jr.
Manager, Commercial Couy

Bureau.....Joseph A. Moran
Radio Business Manager
Frederic W. Wile, Jr.

Manager, Radio Publicity
Bureau.....Wm. J. Thomas, Jr.
Special Announcer.....Harry von Zell
Radio Research.....Joseph H. Holmes, Jr.

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 2734

Radio Business Manager...Carroll O'Meara
Account Executive.....Wm. A. Brees
333 N. Michigan Ave., Chicago, Ill.
Phone Central 9389

Vice-President-Manager.....A. E. Tatham
Vice-President.....D. G. Schneider
7430 Second Blvd., Detroit, Mich.

Phone Madison 4300
Vice Pres. & Manager.....George Davis
Account Executive.....Ken Jones
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 6685

Manager.....Robbins Milbank
Vice-President-Manager.....George Davis
660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691

Vice-President-Canadian
Manager.....Lorimer B. Slocum
Director of Media, Contact..L. C. Arbuthnot
80 King St., West, Toronto, Ont.
Phone Elgin 5347

Manager.....Stuart B. Smith

Radio Accounts Placed—American Can
Co., The Borden Co., Johnson & Johnson
(Band-Aid), General Food Corp. (Calumet,
Grape-Nuts and Grape-Nuts Products, Swans
Down, Minute Tapioca, Sanka Jell-O and
Jell-O Products, La France, Satina, Postum),
Drake's Bakeries, Cummer Products (Ener-
gine, Molle), Gulf Oil Corp., Igleheart
Bros., Inc., International Silver Co., Life
Savers, Inc., Thomas J. Lipton, Inc., R. H.
Macy & Co., Packard Motor Car Co., Bristol-
Myers Co. (Ipana, Sal Hepatica, Minit Rub,
Toushay); Rath Packing Co., Time, Inc.

RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1, 1943)



The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Sixth Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Anniston Star: **Malcolm Street**
Birmingham News & Age-Herald: **Tur-
ner Jordon**
Birmingham Post: **Miriam Rosenblum**
Chambers County News (Lanett): **Vernie
Teel**
Mobile Press-Register: **George M. Cox, Jr.**
Montgomery Journal: **Sarah Crist**
Montgomery Advertiser: **Bill Mahoney**
Southern Radio News (Birmingham):
Andrew W. Smith

ARIZONA

Arizona Farmer (Phoenix): **Ernie Doug-
las**
Arizona Record (Globe): **Ralph Herron**
Arizona Republic (Phoenix): **Frank Ross**
Arizona Silver Belt (Miami): **Sam
Kiamy**
Clifton Copper Era: **W. V. Olin**
Graham County Guardian (Safford):
V. P. Richards
Arizona Weekly (Phoenix): **Cleo Smith**
Phoenix Gazette: **C. G. Nuckolls**
Phoenix Republic: **Frank Ross**
Somerton Star (Yuma): **Joe Gorman**
Tucson Star: **Al Wilke, W. R. Matthews**
Yuma Daily Sun: **Karl E. Allen**

ARKANSAS

Arkansas Gazette (Little Rock): **Grace
Wood**
Fort Smith Tribune: **E. R. Guthridge**
Greenwood Democrat: **Earl Dodd**
N. W. Arkansas Times (Fayetteville):
Jim Bohart
Siloam Springs Herald & Democrat:
A. W. Perrine
Texarkana Gazette-News: **Al Weeks**

CALIFORNIA

Anaheim Bulletin: **Lotus Loudon**
Aviation News (Los Angeles): **Doug
Crane**
Berkeley Daily Gazette: **Howard Sipe,
Sylvia Wall**
Calexico Chronicle: **Al Haworth**
Chico Enterprise: **Goldie Hulen**
Chico Record: **Ralph Gordon**
El Centro Post-Press: **S. Fitzhugh**
Fan Fare Magazine (San Francisco):
Helane Peters
Fresno Bee: **Art Welter**
Fresno Guide: **Ray Garman**
Fullerton News Tribune: **Ed Elfstrom**
Hanford Sentinel: **W. I. Christie**
Hollywood Citizen: **Zuma Palmer**
Hollywood Shopping News: **John Kemp**
Holtville Tribune: **B. Odets**
Humboldt Standard (Eureka): **Don
O'Kane**
Imperial Valley Democrat (Brawley):
T. Greer
Long Beach Independent: **John Dennis**
Los Angeles Examiner, Times, News,
Herald: **Jack Holmes**
Twentieth Century News Syndicate (Los
Angeles): **Barney Glazer**
Marysville Appeal-Democrat: **Earl
Brownlee**
Mission Merchants News (San Fran-
cisco): **Alfred Jones**
Oakland Post-Enquirer: **Janet Stencer**
Oakland Tribune: **Louise Phillips**
Orange Daily News: **William Hart**
Pasadena Independent: **Bill Bird**
Pasadena Star & News, Post: **Mrs. Ruth
Pryor, Reginald Warren**
Riverside Press-Enterprise: **H. A. Powell**
Sacramento Bee: **Howard Bailey**
San Diego Tribune Sun, Union: **Fred
Gongora**

San Francisco Call-Bulletin: **Rene Caze-
neva, Charles Mulcahy**
 San Francisco Chronicle: **Stanley Merrill**
 San Francisco Examiner: **Edward Mur-
phy**
 San Francisco News: **Louise Weich**
 San Francisco Shopping News: **Tom
Foster, Tom Tyrell**
 Santa Barbara News Press: **Jess Jones**
 Santa Rosa Republican, Press Democrat:
Mike Pardee
 Seal Beach Post: **Phyllis Arrington**
 Stockton Record: **Earl Edmiston**
 Universal Radio Features Syndicate (La-
 guna Beach): **Tom Danson**
 Vallejo Times Herald, Evening Chronicle:
Norman Montellier
 Watsonville Register Pajaronion: **Frank
Orr, Fred H. Jenkins**
 Westmoreland Mail: **Mr. Powell**

COLORADO

Colorado Springs Gazette & Telegraph:
G. B. Sampson
 Denver Monitor: **Carter Kaanta**
 Denver Post: **Betty Craig**
 Ft. Collins Express Courier: **Edith M.
Bjornstad**
 Pueblo Chieftain, Star Journal: **Frank
Hoag**
 Rocky Mountain News (Denver): **Althea
McClelland**

CONNECTICUT

Bridgeport Post & Telegram: **Rocky
Clark**
 Bridgeport Sunday Herald: **Leo Miller**
 Bristol Press: **Clarkson S. Barnes**
 Danbury News-Times: **Frank P. Rollins**
 Greenwich Time: **Mr. Fisher**
 Hartford Courant: **Mary Ann Smith,
Maurice Cronin, M. Oakley Cristoph**
 Hartford Times: **Harold Waldo, A. B.
McGincey, Carl Lindstrom**
 Manchester Herald: **Thomas S. Ferguson**
 Meriden Journal: **Walter Allen**
 Meriden Record: **Thomas H. Warnock**
 Middletown Press: **Fred N. Smith**
 Naugatuck News: **E. J. Ahern**
 New Britain Herald: **Johnstone Vance,
Charles Sikora**
 New Haven Journal-Courier: **Arthur J.
Sloane**
 New Haven Register: **Roger A. Connolly**
 New London Day: **George E. Clapp**
 Norwalk Hour: **Sidney A. Bedient**
 South Norwalk Sentinel: **LeRoy D.
Downs, Mr. Bridge**
 Stamford Advocate: **Martin T. Kane,
Leonard S. Massell**
 Stonington Mirror: **Mr. Anderson**
 The Sub (Groton): **Roy Perry**
 Torrington Register: **J. H. Thompson**
 Waterbury American: **E. Christy Erk**

Waterbury Democrat: **Cornelius Maloney**
 Waterbury Republican: **R. J. Fanning**
 Willimantic Chronicle: **R. W. Downer**
 Winsted Citizen: **T. A. Haggerty**

WASHINGTON, D. C.

Washington Daily News: **Frances Kim-
ball**
 Washington Post: **Ernie Schier**
 Washington Star: **John Steppe**
 Washington Times-Herald: **Dwight Mar-
tin, George Titus**

FLORIDA

Bradenton Herald: **Brack Cheatham**
 Gainesville Daily Sun: **Ash Wing**
 Lakeland Ledger: **J. D. Simms**
 Miami Daily News: **Frank Mallants**
 Miami Herald: **Jack Anderson**
 Ocala Evening Star: **Bert Dosh**
 Ocala Morning Banner: **Harris Powers**
 Orlando Evening Reporter Star: **Robert
Haskell, Rosalind Boggs**
 Orlando Morning Sentinel: **Frank Glass,
Rosalind Boggs**
 Orlando Times: **Wm. Glenn**
 Panama City News-Herald: **Toni Veverka**
 Pensacola News & Journal: **Mrs. Gladys
Hobbs**
 St. Petersburg Independent: **Bill Dunlap**
 St. Petersburg Times: **Virginia Percival**
 Sanford Herald: **Nina Dean**
 Sarasota Herald Tribune: **Bill Coe**
 Tampa Daily Times: **Ruth G. Price**

GEORGIA

Albany Herald: **John Herring, Mildred
Cain**
 Albany Journal: **Ben Wills**
 Atlanta Constitution: **Paul Jones**
 Atlanta Journal: **Ernie Rogers**
 Augusta Chronicle: **Frank Hawkins**
 Augusta Herald: **Sam Moss**
 Blackshear Times: **Kirk Sutlive**
 Cordel Dispatch: **Peyton Bishop**
 Gainesville Eagle: **Carolyn Ramsey**
 Gainesville News: **Virginia Brown**
 La Grange News: **Hal David**
 Macon Telegraph, News: **Mrs. McDonald**
 Savannah Evening Press: **John Sutlive**
 Savannah Morning News: **Percy Miller**
 Toccoa Record: **Robert Graves**
 Waycross Journal-Herald: **Jack Wil-
liams, Jr.**

IDAHO

Idaho Daily Statesman, Idaho Evening
 Statesman (Boise): **Jas Brown**
 Coeur d'Alene Press: **Louise N. Shaddock**
 Kellogg Daily Reminder: **F. Blackwell**
 Lewiston Morning Tribune: **Claude Bas-
kett**

Lewiston Shopping News: Howard Wallace
 Moscow News-Review Publishing Co.:
 Louis A. Boas
 Mullen News: Hall Saupe
 Wallace Miner: Tom McCabe
 Wallace Press Times: Wes Leib

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ILLINOIS

Alton Evening Telegraph: Mr. A. R. Schmidt
 Belleville Daily Advocate: Harry Le Mertha
 Belleville News Democrat: Joe Adam
 Campaign News-Gazette: Harold Holmes
 Chicago Daily News: Bob Himley, John Smith
 Chicago Herald-American: Harry Munnzel, Walter Hecht
 Chicago Sun: Betty Burns
 Chicago Times: Don Foster, Bill Irwin
 Chicago Tribune: Larry Wolters, Nicholas A. Veronico
 Davenport Daily Times: Terry Bates
 Davenport Democrat: Ina Wickham
 Decatur Daily Review: Mrs. C. E. Sutherland
 Decatur Herald: Dorothy Kuhns
 East St. Louis Journal: Pauline Clausen
 Freeport Journal-Standard: Grace Leone Barnett
 Harrisburg Daily Register: Alta Given
 Jacksonville Courier-Journal: Erland Erickson
 Marion Daily Republican: Homer Butler
 Molins Dispatch: Jim Dix
 Peoria Journal Transcript: R. M. Shepherdson
 Peoria Star: Chi Gamle
 Rockford Register-Republic, Morning Star: Wm. R. Traum
 Rock Island Argus: Don Wright, M. E. Emery
 Urbana Courier: Robert Sink
 Urbana Illini: K. E. Herron

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INDIANA

Anderson Herald: Wm. Lover
 Bryan Democrat: Case Culles
 Ft. Wayne Journal Gazette: Chester Brouwer
 Ft. Wayne News-Sentinel: Cliff Ward
 Goshen News-Democrat: Herb Swartz
 Hammond Times: Paul Damai
 Indianapolis News: Herbert Kenney, Jr.
 Indianapolis Star: Cleo Kern
 Indianapolis Times: Frank Widner
 Saturday Spectator (Terre Haute): N. C. Williams
 The Truth (Elkhart): Dan Albright
 Vincennes Sun-Commercial: Ross Garri-
 gus

IOWA

Burlington Hawkeye Gazette: Edna Gibson, Janet Distelhorst
 Cedar Rapids Gazette: Nadine Subotnik
 Daily Iowan (Iowa City): Loren Dickerson
 Davenport Daily Times: Rose Tart, Terry Bates
 Davenport Democrat: Ina B. Wickam
 Decorah Journal: Karlton Rosholt
 Decorah Public Opinion: M. Love
 Des Moines Register & Tribune: Mary Little
 Iowa Daily Student (Ames): Mary Logan
 Newton Daily News: E. J. Van Nostrand
 Ottumwa Courier: Jeanette B. Stein
 Shenandoah Evening Sentinel: R. K. Tindall
 Sioux City Journal: Willis Forbes
 Waterloo Courier: Marion Mayes

•
KENTUCKY

Paducah Sun Democrat: Joe Lagore

•
LOUISIANA

Alexandria Daily Town Talk: Hunter Jarreau
 New Orleans Item: Clarence Daigle
 Shreveport Journal: Doug Attaway, Jr.
 Shreveport Times: Pat White
 Times-Picayune-States (New Orleans):
 Marcia Mateu

•
MAINE

Le Messenger (Lewiston): Miss Landry, Val Couture
 Lewiston Sun-Journal: Miss Mitchell

•
MARYLAND

Baltimore Evening Sun: G. H. Stuart
 Baltimore Morning Sun: Edward T. Mitchell
 Baltimore News-Post, Sunday American:
 J. Hammond Brown
 Baltimore Sunday Sun: Helen Cadwaller, Alexander Rose
 Baltimore-Where To Go: Frances McCutcheon
 Hagerstown Independent: Mr. Douglas
 Salisbury Advertiser: S. King White
 Salisbury Times: Oscar L. Morris

•
MASSACHUSETTS

Attleboro Sun: C. B. Hovey, Mary E. Cain
 Barnstable Patriot (Hyannis): P. F. Williams
 Berkshire Evening Eagle (Pittsfield):
 K. R. Fall
 Boston American: Newcomb Thompson,
 Joseph Anderson

Boston Globe: Elizabeth L. Sullivan
 Boston Herald, Traveler: Alice Quinlan
 Boston Post: Howard Fitzpatrick
 Boston Record: Edward Holland, Joseph
 Anderson
 Christian Science Monitor (Boston): Al-
 bert D. Hughes, Mabelle Joyce
 Daily Hampshire Gazette (Northamp-
 ton): A. J. Frederick
 Fitchburg Sentinel: Sumner Keane
 Harwich Independent: Harry Albro
 Haverhill Gazette: John T. Russ
 Holyoke Transcript-Telegram: Alvin
 King
 Lawrence Bee: John McAuliffe
 Lawrence Daily Eagle, Evening Tribune:
 Sebastian Bartolotta, William Noble
 Lowell Sun: Elizabeth Sullivan
 New Bedford Standard-Times: William
 Clough
 North Attleboro Chronicle: Charles Mar-
 tin
 Springfield Republican & News: Richard
 C. Ferrald, Carey Haywood
 Springfield Union: Henry P. Lewis, Mrs.
 Violet Tiffany
 Worcester Telegram, Evening Gazette,
 Sunday Telegram: Frederick L.
 Rushton

MICHIGAN

Bay City Times: Margaret Carroll
 Detroit Free Press: Stephanie Putt
 Detroit News: Herschel Hart
 Detroit Times: Jack Koehler, Jack Lewin,
 James Munroe
 Michigan State News (East Lansing):
 Sheldon Moyer
 Muskegon Chronicle: Paul Elliott
 Pontiac Daily Press: Miss Seder
 Royal Oak Daily Tribune: L. Miller
 Saginaw News: Stuart Gross
 State Journal (Lansing): Joe Parks
 Traverse City Record Eagle: Jay Smith

MINNESOTA

Duluth Herald & News Tribune: Nathan
 Cohen
 Hibbing Tribune: George M. Fisher
 Mankato Free Press: Andy Bowe
 Minneapolis Star Journal Tribune: Flor-
 ence Murphy, Mavis Anderson
 Minneapolis Times: Doris Heazlitt, Carl
 Carlson
 Radio Shopper (Moorhead): Mr. Eastman
 Range Facts (Virginia): Jack Bone
 St. Cloud Daily Times: Harold Schoel-
 kopf
 St. Paul Dispatch-Pioneer Press: Jules
 Steele, Oakes Miller, Carl Langland
 St. Paul Sunday Pioneer Press: Richard
 Gilfillan
 Superior Evening Telegram: Seegar
 Swanson

MISSISSIPPI

Birmingham News: Turner Jordon
 Bolivar Commercial (Cleveland): Clifton
 Langford
 Columbus Commercial Dispatch: Roger
 Bryant
 Delta Democrat Times (Greenville): Ed-
 win Vincent

MISSOURI

Columbia Missourian: E. A. Sodestrom
 Hannibal Courier Post: Stanley Raymond
 Joplin Globe: Everette Smart
 Joplin News Herald: Don Walker
 Kansas City Call: Rube Benson
 Kansas City Star: Dean Fitzner, V. S.
 Batten
 St. Joseph Journal: C. E. Lemon
 St. Joseph News Press: A. V. Burrowes
 St. Louis Globe Democrat: Harry Le
 Mertha
 St. Louis Post Dispatch: Jim Spencer,
 Audrey Driscoll
 St. Louis Star Times: Vera Carle, Harry
 K. Renfro
 Springfield News & Leader: James Bil-
 lings

MONTANA

Bozeman Courier: John Lyman
 Missoula County Times: C. J. Doherty
 Western News (Hamilton): Niles Rom-
 ney, Jr.

NEBRASKA

Combined Sunday Journal & Star (Lin-
 coln): Winn Nelson
 Kearney Daily Hub: Dwight King
 Norfolk Daily News: Art Thomas, Joann
 Emerson
 Omaha World Herald: Keith Wilson

NEVADA

Las Vegas Age: C. P. Squires

NEW HAMPSHIRE

Manchester Union-Leader: Robert M.
 Blood

NEW JERSEY

Asbury Park Press: H. Canning
 Atlantic City Press-Union: Nancy Mc-
 Gurk
 Fort Monmouth Message (Signal Corps):
 Sgt. Tom de Huff
 Long Branch Daily Record: Houston
 Brown, Marion Tophan
 Newark Evening News: T. Brown, Joe
 Storch
 Newark Sunday Call: Neal Cocchia

NEW MEXICO

Eddy County News (Carlsbad): Marcus
 Griffin
 Las Vegas Daily Optic: Walter Vivian
 Radio Waves (Santa Fe): J. F. Pichler

NEW YORK

Associated Press (New York): Charles Butterfield
 Batavia News: J. E. Brown
 Billboard (New York): Eugene Burr
 Binghamton Press: Don Smith
 Binghamton Sun: Jennie Mallette
 Brooklyn Eagle (New York): William Juengst
 Bronx Home News (New York): James Niklad
 Buffalo Evening News: Helen King
 Jamestown Post-Journal: William Price
 Kingston County News: I. V. D. Warren
 Kingston Freeman: R. O. Gruver
 Kingston Leader: N. G. Markson
 Look (New York): Isabella T. Miller
 Malverne Herald: Sally Lambert
 Middletown Star Eagle: Leigh Hawley
 Middletown Times-Herald: Ray Dulye
 Movie-Radio Guide (New York): Ethel Kirschner
 Musical Courier (New York): Leonard Liebling
 Newburgh News: Doug Clark
 Newsweek Magazine (New York): Niles W. von Wettberg
 New York Daily Mirror: Nick Kenny
 New York Daily News: Ben Gross
 New York Herald Tribune: Betty Colclough
 New York Journal-American: Don Short
 New York Times: John Hutchens
 New York World Telegram: Harriet Van Horne
 Niagara Falls Gazette: Bill Boles
 Olean Times Herald: Arthur Wakelee
 People's Voice (New York): Joe Bostie
 Plattsburgh Press-Republican: William Lynch
 PM (New York): Judy Dupuy, Jerry Franken
 Radio-Craft (New York): Karl E. Schubel
 Rochester Daily Record: E. Willis Stratton, Jr.
 Rochester Times Union, Democrat & Chronicle: Don Yerger
 Rosendale News: R. C. O'Brien
 Saugerties Post: J. W. Frankel
 Schenectady Gazette: John Hume
 Schenectady Union Star: Al Dorn
 Syracuse Post-Standard: M. Woodside, Jack Bahn
 Syracuse Press: Wallace M. Hughes
 Utica Observer-Dispatch: Raymond Pryde
 Watertown Daily Times: Dominic Pepp

NORTH CAROLINA

Asheville Advertiser: W. H. Goan
 Beaufort County Record (Washington): J. C. Johnston
 Burlington Times-News: Harold White
 Durham Morning Herald: Fred Haney
 Durham Sun: Wyatt Dixon
 Gastonia Daily Gazette: J. W. Atkins
 Goldsboro Record: Jos. E. Brown
 Greenville Daily Reflector: Dave Whicard
 Greenville News Leader: Dave Mosier
 Hickory Daily Record: Mrs. Mary Willis
 New Bern Times: H. I. Crumpler
 News & Views (Jacksonville): Billy Arthur
 Raleigh News & Observer: Herbert O'Keefe
 Raleigh Times: I. M. Cheek
 Twin City Daily Times (Morehead): H. B. Utley
 Washington Daily News: C. F. Thompson
 Wilmington Post, Hollyridge Barrage: R. G. Carroll
 Wilmington Star, News: R. B. Page, C. E. Webb
 Wilson Daily Times: John G. Thomas
 Winston-Salem Journal: Mary Garber

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NORTH DAKOTA

Bismarck Capital: Gaylord Conrad
 Bismarck Tribune: Wm. Muller
 Fargo Forum: Gifford Herron
 Jamestown Daily Reminder: Fred Orr
 Jamestown Sun: Arnold Chamberlain
 North Dakota Union Farmer (Jamestown): Harold Knight
 Stutsman Co. Record (Jamestown): Eva Plunkett
 Valley City Times Record: Phil Mark

•

OHIO

Akron Beacon Journal: Dorothy Doran
 Ashtabula Star Beacon: Ed. March
 Bucyrus Telegraph Forum: Rowland Peters
 Canton Repository: Elaine Schoenleb
 Cincinnati Enquirer: Bob Bentley
 Cincinnati Post: Frank Koester, Frank Aston
 Cincinnati Times-Star: France Raine
 Cleveland Plain Dealer: Robert Stephan
 Cleveland Press: Norman Siegal
 Cleveland News: Elmore Bacon
 Columbus Citizen: Norman Nadel, H. J. Kissel
 Columbus Dispatch: Richard A. Mohr
 Conneaut News Herald: Jim Mohan
 Dayton Daily News: Blanche Gouffaut

Dayton Herald, Journal: **Gordon Graham**
 Delaware Gazette: **W. D. Thomson**
 Findlay Republican Courier: **Margaret Dennison**
 Kenton Daily Democrat: **C. D. Flanagan**
 Marion Star: **Annette Boyd**
 Martins Ferry Times: **George Betts**
 Marysville Tribune: **J. M. Huber**
 Ohio State Journal (Columbus): **Harrold Eckert**
 Ohio State Lantern (Columbus): **Peggy Miller**
 Painesville Telegraph: **Dave Bollinger**
 Portsmouth Times: **Harry Martin**
 Prospect Monitor: **Fred Keller Dix**
 Springfield News: **Phyllis Spencer**
 Springfield Sun: **Robert Wheeler**
 Steubenville Herald Star: **Ed Worstel**
 The Canton Repository: **Mrs. Edwin Schoenleb**
 Toledo Blade: **Eleanor Moran**
 Toledo Times: **Marie Hartough, Marie Cochrane**
 Upper Sandusky Daily Chief Union: **L. M. Newcomer**
 Youngstown Vindicator: **Virginia Glover**

OKLAHOMA

Ada Bulletin: **Mr. Smith**
 Ada News: **Roy McKeown**
 Carter News: **J. B. Miller**
 Daily Ardmoreite (Ardmore): **Sam Blockburn**
 Elk City Shopper: **W. G. Smith**
 Ellis County Capital (Arnett): **Red Seward**
 Enid Daily Eagle: **A. J. Strauss**
 Enid Morning News: **J. Allen Thomas**
 Muskogee Daily Phoenix, Times-Democrat: **Paul A. Bruner**
 Tulsa Daily World: **John Booker, Lee Earhart, Edward Burke**
 Tulsa Tribune: **Lee Earhart, Harmon Phillips**
 Washita Valley Enterprise (Corn): **J. E. Heinrich**

OREGON

Albany Democrat Herald: **Walter Coover**
 Coos Bay Times (Marshfield): **Harrison P. Hornish**
 East Oregonian (Pendleton): **Edna Storey**
 Eugene Register Guard: **Horace Burnett**
 Lebanon Express: **Robert Hayden**
 Oregonian (Portland): **Bill Moyes**
 Oregon Journal (Portland): **Larry Gilbertson, Jean Yount, Herbert Adler**
 Oregon Statesman (Salem): **Maxine Buren**
 Roseburg News-Review: **Charles Stanton**

PENNSYLVANIA

Dubois Courier-Express Daily: **Les Ryder**
 Erie Daily Times: **Charles Wells**
 Erie Dispatch Herald: **A. J. White**

Erie Lake Shore Visitor: **Father Franklin Homestead Messenger: Ida Ahlberg**
 Johnstown Democrat: **J. C. Sheridan**
 Johnstown Tribune: **Ben Coll**
 Philadelphia Bulletin: **Elmer Cull**
 Philadelphia Daily News: **Sid Gathrid**
 Philadelphia Inquirer: **Frank Rosen**
 Philadelphia Record: **George Lilley**
 Pittsburgh Post Gazette: **Vincent Johnson**
 Pittsburgh Press: **Sy Steinhauer**
 Pittsburgh Sun-Telegraph: **Sam Kennedy**
 Scrantonian (Scranton): **Alex Thompson**
 Scranton Times: **Thomas Murphy, A. J. O'Malley**
 Scranton Tribune: **B. B. Powell**
 Sharon Herald: **Evelyn Keller, Kenneth Mills**
 Sunburg Daily News: **Homer Smith**
 Wilkes-Barre Sunday Independent: **Tom Heffernan, Jr., Paul J. Walter**

RHODE ISLAND

Newport Daily News: **H. S. Van Brocklyn**
 Pawtucket Times: **Arthur Brennan**
 Providence Journal & Bulletin: **Ben Kaplan**
 Woonsocket Call: **John H. Luttrell**

SOUTH CAROLINA

Anderson Independent: **G. Paul Browne**
 Charleston Evening Post: **Manning J. Rubin**
 Charleston News & Courier: **Fred Minshall**
 Columbia Record: **V. H. Ingle, Henry Cauthen**
 Greenville News, Piedmont: **Loren L. Watson, Jr., E. N. Smith, Bob Waldrep**
 The Observer (Greenville): **D. W. Hiott**
 The State (Columbia): **John Montgomery, Murray D. Bennoit**

SOUTH DAKOTA

Rapid City Daily Journal: **Redford Dibble**
 Sioux Falls Daily Argus Leader: **Wilmer Simmons**

TENNESSEE

Bristol Herald Courier: **Marjorie Freels**
 Chattanooga News Free Press: **Ralph Sanders**
 Chattanooga Times: **Warner Ray, Mr. Turner**
 Jackson Sun: **Harry Miller**
 Johnson City Press-Chronicle: **Carl Jones, Jr.**
 Johnson City Times: **James Quillen**
 Kingsport Times: **Eilene Crawford**
 Knoxville Journal: **Frank Larkin**
 Knoxville News-Sentinel: **Bill Cledsch**
 Leaf Chronicle (Clarkesville): **Stanley Gower**

Memphis Commercial Appeal: Robert Gray
 Memphis Press-Scimitar: Robert Johnson
 Nashville Banner: Milton Randolph
 Nashville Tennessean: Susan Brandau

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TEXAS

Abilene Reporter News: Prexy Anderson, W. H. Bedicheck
 Amarillo News and Globe: Wes Izzard
 Austin American: Bill Weege, Ruth Lewis
 Austin Statesman: Ruth Lewis
 Austin Tribune: Ray Brown, Stanley Gunn
 Beaumont Enterprise: Merita Mills
 Beaumont Journal: Mrs. Q. William
 Big Spring Herald: Robert Whipkey
 Brownsville Herald: Jack Rutledge
 Daily Brownwood Bulletin: Curtiss Petrey
 Daily Texan (Austin): Ellen Gibson
 Dallas News: John Rosenfield
 Dallas Times Herald: Douglas Hawley
 El Paso Herald-Post: H. A. Jichael
 El Paso Times: Ray Stover, Mrs. Clara Webster
 Fort Worth Press: Peg Lilly
 Fort Worth Star Telegram: Bill Potts
 Galveston News, Tribune: Silas Ragsdale
 Houston Chronicle: Mildred Stockard
 Houston Post: Dorothy Meitzen
 Houston Press: Anthony Triolo
 Pampa News: Tex DeWeese
 Paris News: W. N. Furey
 San Antonio Evening News: A. W. Wal-liser
 San Antonio Express: Ed Spill, Mr. Grant
 San Antonio Light: Frank Ragsdale
 San Benito Light: Mark Miller
 South Texas Citizen (Laredo): E. G. Clingenpeel
 Valley Morning Star (Harlingen): Van R. Wiggins
 Wichita Falls Daily Times: W. L. Under-wood, Louis T. Hamlett
 Wichita Falls Record News: H. R. Ham-lette

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UTAH

Deseret News (Salt Lake City): Wilby Durham
 Ogden Standard Examiner: Ethel G. Clark, L. G. Diehl
 Salt Lake Tribune, Telegram: Ray Sim-mona

•
VERMONT

Burlington Daily News: Charles Weaver
 St. Albans Daily Messenger: Walter Murtagh

VIRGINIA

Lynchburg Daily Advance: Dave Wright
 Lynchburg News: Mrs. Johnson
 Martinsville Daily Bulletin: Kay Thomp-son
 Newport News Daily Press: Lewis T. Jester
 Newport News Times-Herald: William H. Harrison
 Norfolk Ledger Dispatch: Charles Hoof-nagle
 Petersburg Progress-Index: Curtis Lyons
 Richmond News Leader: John Stratton
 Richmond Times Dispatch: Mary Louise Daw
 Roanoke Leader: A. R. Powers
 Roanoke Times: Carl Andrews, W. A. Atkinson
 Roanoke World News: C. B. Thornton, A. G. Smith
 Suffolk News Herald: Lyrus Barrett, Ann Brunk
 Virginian Pilot (Norfolk): Warner Twi-ford

•
WASHINGTON

Aberdeen World: Harold Weatherby
 Associated Country Newspapers (Spo-kane): Mrs. Margaret Porter, H. L. Thorson
 Bremerton News Searchlight: Bonny Ol-sen
 Metropolitan Record (Spokane): Leo Se-cord
 Olympian (Olympia): Marsh Hunt
 Olympia News: Chet Nye
 Seattle Post-Intelligencer: Barbara Rich-ardson, Robert Burandt
 Seattle Star: Elfrieda Schmidt, Vivien Andrews
 Seattle Times: Betty Cornelius, Richard Hayes
 Spokane Chronicle: Jane Allen
 Spokesman-Riview (Spokane): A. Libby, Byron Johnsrud
 Walla Walla Union-Bulletin: Sherman Mitchell

•
WEST VIRGINIA

Brooke News (Brooke County): Richard Jennings
 Charleston Daily Mail: Sol Padlibsky
 Charleston Gazette: Jeanne Sprague, Frank Knight
 Clarksburg News: Davis Grubb
 Fairmont Times: Martha Donehew
 Huntington Advertiser: C. B. Enslow, Jim Wallen
 Huntington Herald Dispatch: Gene Brown
 Moundsville Echo: Sam Shaw
 Welch Daily News: Fred Pendelton

WISCONSIN

Commonwealth Reporter (Fond du Lac):
 C. H. Keyser
 Janesville Gazette: Ann Tenny
 Marshfield News-Herald: Ed Heller
 Milwaukee Journal: Richard Bellamy
 Milwaukee Sentinel: Buck Herzog, Roy
 Wiker
 Racine Journal-Times: Don Mac Murray
 Stevens Point Daily Journal: James W.
 Hull, Francis Strand
 Superior Evening Telegram: Norris
 Swanson
 Wisconsin Rapids Tribune: James Felker
 Wisconsin State Journal (Madison): Wil-
 liam Doudna

WYOMING

Sheridan Press: Ralph Blackledge
 Wyoming Eagle (Cheyenne): Al Mc-
 Collough
 Wyoming State Tribune (Cheyenne):
 Lewis Bates

TERRITORY OF HAWAII

Filipino News (Lihue, Kauai): Abraham
 A. Albayalde
 Garden Island News (Lihue, Kauai):
 Clarice B. Taylor, Charles Fern
 Honolulu Star-Bulletin: Paul Findeison
 Honolulu Advertiser: Robert Trumbull
 Hilo Tribune-Herald: Kenneth Byerly
 Maui News: Charles Young

ALBERTA

Edmonton Bulletin: Don Killips, Jack
 Deprose
 Edmonton Journal: George Mac Intyre
 Grande - Prairie Herald - Tribune: Art
 Jackson
 Lethbridge Herald: George Yackulic

BRITISH COLUMBIA

Ashcroft Journal, Armstrong Advertiser,
 Kamloops Sentinel, Merritt Herald,
 Salmon Arm Observer: Ian Clark
 Nelson News: Hume Lethbridge
 Trail Times: Jack Lunney
 Vancouver Daily Province: Miss Walls,
 Margaret Fosness
 Vancouver News-Herald: Cromar Bruce
 Vancouver Sun: L. Price, Ozzie Odum
 Victoria Daily Colonist: Bob Willett

NEW BRUNSWICK

Campbellton Graphic: Al Anslow
 Campbellton Tribune: Harold Crockett
 St. John Telegraph-Journal & Evening
 Times-Globe: Mrs. C. W. Fewings

NOVA SCOTIA

Antigonish Casket: Charles MacGillivray
 Halifax Chronicle: H. Hoganson, C. F.
 Fraser
 Halifax Herald: Robert Rankin
 Sydney Post-Record: Don MacKenzie

ONTARIO

Brockville Recorder & Times: B. Amond
 Hamilton Spectator: Mabel Bruce
 Hamilton Review: Archie MacMillan
 Kingston Whig Standard: Robert Owens
 Le Droit (Ottawa): Mr. Berriault
 London Free Press: L. N. Bronson
 Ottawa Citizen: Mr. Hammerstrom
 Ottawa Journal: Mr. Taschereau
 Owen Sound Daily Sun Times: Stanley
 Latham
 Timmins Daily Press: Ed Copps, Harri-
 son Flint
 Toronto Daily Star: Edna Hardy, Miss E.
 Quin
 Toronto Evening Telegram: Jim Hunter,
 Barbara Joyce
 Toronto Globe & Mail: C. H. Jenkins

PRINCE EDWARD ISLAND

Charlottetown Patriot: N. Mathieson
 New Glasgow Evening News: James Tib-
 betts

QUEBEC

La Patrie (Montreal): R. Carboneau
 La Press (Montreal): Romeo LeBlanc,
 Jean Descheneau
 Le Canada (Montreal): Jean Vallerand,
 M. Leblanc
 Le Devoir (Montreal): Lucien Desbiens
 L'illustration (Montreal): Jos. Bourdon
 Montreal Gazette: Herbert Whittaker,
 T. Archer
 Montreal Herald: D. P. Davis
 Montreal Standard: E. Gannon
 Montreal Star: R. Havilland
 St. Maurice Valley Chronicle (Trois
 Rivieres: Bob Clark
 Val D'Or Star: R. Duff

SASKATCHEWAN

Calgary Herald: Denny Brown
 Moose Jaw Times-Herald: Ron Brown-
 ridge
 Regina Leader Post: Gee Johnson, Miss
 M. Jones
 Saskatchewan Farmer (Regina): Gaston
 Johnson, D. Dibney
 Saskatoon Star Phoenix: Mr. Taylor,
 Eric Knowles
 Western Spotlight (Moose Jaw): D. A.
 Miller
 Winnipeg Free Press: Alice Johnston
 Winnipeg Tribune: R. Maley



FEDERAL COMMUNICATIONS COMMISSION



Personnel

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*Rules and Regulations Regarding
Broadcasting Applications*

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Chain Broadcasting Rules

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National Defense Rules

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FCC Bar Association



FEDERAL COMMUNICATIONS COMMISSION



Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1943

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NORMAN S. CASE

GEORGE HENRY PAYNE

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RAY C. WAKEFIELD

Secretary

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NATHAN DAVID
ROSEL H. HYDE

Special Counsel

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EWELL K. JETT

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Assistant Chief Accountant

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Chief, Service Division

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L. A. CORRIDON

Chief, Minutes

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Chief, Technical Division

L. P. WHEELER

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Assistant to Director of Information

MARY O'LESON

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Gay St. & Falsway, Baltimore, Md.
5. NATHAN A. HALLENSTEIN
402 New P. O. Bldg., Norfolk, Va.
6. PAUL HERNDON
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208 Post Office Bldg., Savannah, Ga.
7. ARTHUR S. FISH
312 Federal Bldg., Miami, Fla.
MILTON W. GRINNELL
203 Post Office Bldg., Tampa, Fla.
8. THEODORE G. DEILER
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- ALFRED L. RITTER
307 U. S. Customs & Courthouse Bldg.
Union & "F" Sts., San Diego, Calif.
12. FRANCIS V. SLOAN
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14. L. C. HERNDON
808 Federal Bldg., Seattle, Wash.
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16. EDWIN S. HEISER
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17. WM. J. McDONELL
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609 Stangenwald Bldg., Honolulu, T. H.
22. WILLIAM R. FOLEY
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Allegan, Mich.

IVER A. ROCKMAN (acting inspector-in-charge)
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JOHN R. EVANS
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JOSEPH H. WOFFORD

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RAYMOND ASSERSON
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VIRGIL R. SIMPSON
LAWRENCE W. SMELTZER
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GLENN E. WEST

Engineer Draftsman

BRAXTON L. PEELE
BERNARD CARPENTER

Assistant Engineers

MERLE L. BALLOU
JAMES E. MOFFATT
JAMES RUBERTICCHIO
GEORGE R. STEWART

Engineering Aides

HERBERT L. BEURY
GEORGE L. GADEA

ACCOUNTING STAFF

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HENRY M. LONG

Head, Field Division

MARK S. McCOY

Head, Statistical Division

ALEXANDER UELAND

Head, Rates and Traffic Division

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Head Accountants

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JAMES E. HUFFMAN
CHARLES R. MAKELA
HARRY TENNYSON

Principal Accountants

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FRANCIS P. HEARTSILL
EMERY E. HENSINGER
JAMES B. LOWELL
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JOHN J. NORDBERG
VIRGIL P. RUSSELL
ELBERT B. WEST

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713 Atlanta National Bldg., Atlanta, Ga.
LON A. CEARLEY
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1860 Railway Exchange Bldg., St. Louis, Mo.
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605 Market St., San Francisco, Calif.

SECRETARIAL STAFF

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Assistant to Chairman Fly
CHARLOTTA GALLAP
Private Secty. to Chairman Fly
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HELEN HADLEY..Asst. Secty. to Comm. Walker
HENRY M. BARRY.....Secty. to Comm. Case
MINNIE SPARKS...Asst. Secty. to Comm. Case
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Secty. to Comm. Craven
MIRIAM K. LOVELESS,
Asst. Secty. to Comm. Craven
ABRAHAM MILLER....Secty. to Comm. Payne
RUTH T. KOPPIALKY,
Asst. Secty. to Comm. Payne
WALTER E. JAMES.....Secty. to Comm. Durr
MADGE B. WARNER..Asst. Secty. to Comm. Durr
SAMUEL MILLER.. Secty. to Comm. Wakefield
ROWENA G. ROCKHOLD,
Asst. Secty. to Comm. Wakefield
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Secty. to Mr. Slowie

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Secty. to Asst. Genl. Counsel Hyde
L. GRACE ALBIEN
Secty. to Asst. Genl. Counsel Cottone
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Secty. to Head Attorney Plotkin
VIOLA SLATTERY,
Secretary to Chief Engineer Jett
ROSE E. STOUGH,
Secty. to Asst. Chief Engineer Gross
JEAN K. WEISSMAN
Secty. to Asst. Chief Engineer Adair
EVA E. HOCUTT
Secty. to Head Engineer Krebs
LILLIAN M. CONLEY,
Secty. to Chief, International Division
EUNICE W. KIRKLAND
Secty. to Chief, Field Division
RUTH H. DRISCOLL,
Secty. to Chief, Technical Division
FRANCES GROOM..Secty. to Chief Accountant

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1943

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Forfeiture of construction permits: extensions 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) Any application (FCC Form 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.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,

and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commis-

sion may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) General. An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however*, That any such request received within less than

ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Special Service Authorizations. Special Service Authority may be issued to the licensee of a radio station for a service other or beyond that authorized in its

existing license for a period not exceeding that of its existing license upon proper application therefor*; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of the class of stations to which the applicant belongs;

(b) That in the event the application is on behalf of a standard broadcast station that experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

* Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations.

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast 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 or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

Action on Applications

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, con-

venience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

Answers to Notices of Violation

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,

and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

Revocation and Modification of Station Licenses

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Suspension of Operator Licenses

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

Proceedings. Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

Licensing Requirements

No license shall be granted to a standard 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.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, 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 120 days prior to the commencement of such period.

No license shall be granted to a standard broadcast station which options² for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours³ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.⁴ Such options

may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

No license shall be granted to a standard 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.

No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control⁵ with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area

¹ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

² 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.

³ All time options permitted under this section must be for 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.

⁴ 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.

⁵ 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.

of the other station, or for any standard broadcast station in any locality where the existing standard 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. (Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.)

No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *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. (Effective date of this section shall be suspended indefinitely and any further order of the Commission placing said section in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.)

No license shall be granted to a standard 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.

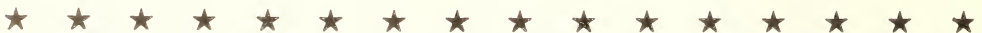
FCC REGULATIONS REGARDING NATIONAL DEFENSE

Any common carrier or the licensee of any radio station subject to the Communications Act may utilize its facilities to render free service to the government for military or naval communications in preparation for national defense. The government agency concerned will keep the Commission generally informed of the services of this kind accepted. Nothing herein or in any other regulation of the Commission shall be construed to require any such carrier or station to participate in any such communication.

The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to

operate its facilities upon such frequencies with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

No provision of the Commission's Rules and Regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of the United States naval control officers and other instructions issued by the Navy Department.



1940—GROWTH OF RADIO STATIONS—1942

As of:	Licensed Stations	Construction Permits	Special Broadcast Stations	Total
January 1940	761	49z	4	814
February 1940	765	48z	4	817
March 1940	767	51z	4	822
April 1940	771	48z	4	823
May 1940	775	47z	4	826
June 1940	779	53z	4	836
July 1940	787	56z	y	851
August 1940	795	58z	y	864
September 1940	802	57z	y	867
October 1940	806	54z	y	868
November 1940	812	52z	y	872
December 1940	820	51z	y	881
January 1941	826	51	5	882
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918

*Including one stay order.

†Including two stay orders.

§Including four stay orders.

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

zIncluding one construction permit for a special broadcast station.

ySpecial Broadcast Stations total is included in total of licensed stations.

**This figure includes the 5 Special Broadcast Stations.

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BENTON, JOHN E. New Post Office Bldg. Washington, D. C.	CANFIELD, AUSTIN F. 637 Woodward Bldg. Washington, D. C.	DALBERG, MELVIN H. National Press Bldg. Washington, D. C.
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BINGHAM, HERBERT M. Tower Bldg. Washington, D. C.	CARRIGAN, JOE B. Kemp Hotel Wichita Falls, Texas	DAVIS, JOHN MORGAN Lincoln Liberty Bldg. Philadelphia, Pa.
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500 Oliphant Bldg.
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Minneapolis, Minn.

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New York, N. Y.

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Electric Bldg.
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Indianapolis, Ind.

GOODWIN, BERNARD
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Union Trust Bldg.
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30 Rockefeller Plaza
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Tower Bldg.
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Insurance Exchange Bldg.
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HANSON, ELISHA
729 15th St., N. W.
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Wainwright Bldg.
St. Louis, Mo.

HAYDEN, JAMES J.
Woodward Bldg.
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Chicago, Ill.

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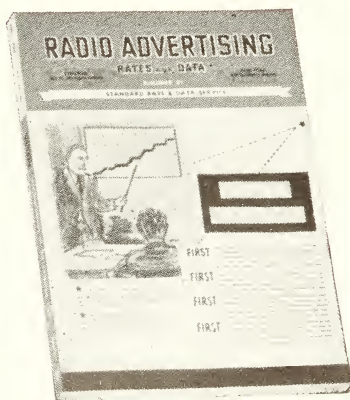
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RADIO ADVERTISING RATES AND DATA

Published by

Standard Rate & Data Service, Inc.
CHICAGO NEW YORK LOS ANGELES

PUBLICATIONS

Covering the Field of Radio

TRADE—FAN—TECHNICAL—GENERAL

The Advertiser

MONTHLY 11 W. 42nd St., New York, N. Y. Phone, PENnsylvania 6-3265. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Director, S. J. Davis. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. The Advertiser carries articles on radio concerning the advertising field. There is also an annual, **MARKETS OF AMERICA**, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

Advertising Age

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y. Phone, BRyant 9-6431; 1226 National Press Bldg., Washington, D. C. Phone, REpublic 7659. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

Advertising & Selling

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Robert G. Allison. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view

of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford, Jr. (Cincinnati); Radio Editor, Leonard Traube (New York); President-General Manager, E. W. Evans; Secretary, W. D. Littleford; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Csida, General Manager; 323 Commercial Exchange Bldg., Los Angeles, Calif., Sam Abbott, Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

Boxoffice

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-6370. Editor-in-Chief and Publisher, Ben Shlyen; Editor, William G. Formby; News Editor, James M. Jerauld; Eastern Editor, William Ornstein; Chicago Correspondent, Hal Tate; Hollywood Manager, Ivan Spear; General Manager, Raymond Levy. Covering briefly all radio developments of interest to the motion picture industry.

Broadcasting—Broadcast Advertising

WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, S. J. Paul; Los Angeles Correspondent, David Glickman; Business Manager, Norman R. Goldman; Advertising Manager, Maury Long (New York). Trade journal of the broadcasting and broadcast advertising fields.

1st

in total advertising lineage
number of radio advertisers
number of exclusive radio advertisers
number of radio insertions

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Business Promotion

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material. Radio sponsors, stations and agencies are eligible to receive Business Promotion on a complimentary basis. Editorial content is based on premium usage in promotional campaigns.

Canadian Advertising

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Manager & Editor, J. E. Gordon; Group Manager of Technical Publications, J. L. Craig; Data Editor, Margaret N. White. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media data book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields. Editorial content features technical articles covering the entire communications field.

Daily Variety

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOLLYWOOD 1141.

President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Robert U. Brown; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

Electronics

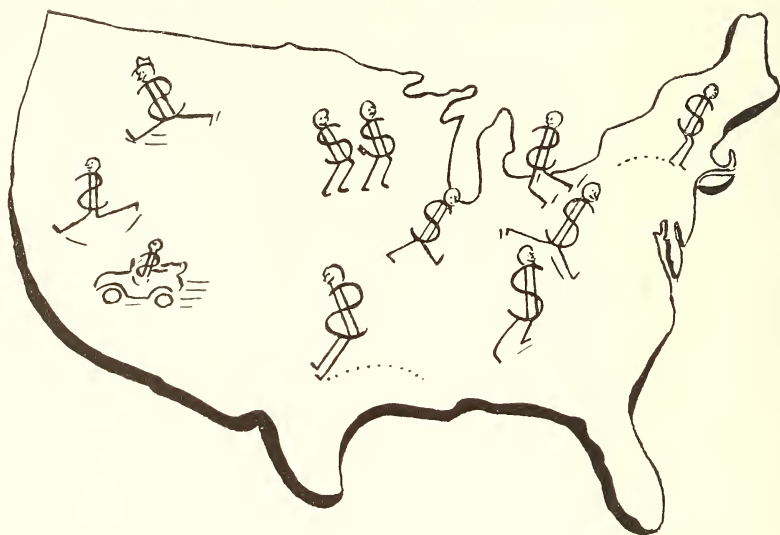
MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEDallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Beverley Dudley; Associate Editor, W. MacDonald; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

Film Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 520 Third St., N. W. Phone,

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District 1253; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture, as well as television and radio to the extent they concern the film field.

FM Radio-Electronic Engineering

MONTHLY. 21 E. 37th St., New York, N. Y. Phone, LExington 2-8070. Editor-Publisher, M. B. Sleeper; Circulation Manager, M. Smollett. BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill. Phone, State 4439. William Fleischman. This publication deals with radio-electronic development, engineering, and manufacturing and includes the monthly Radio-Electronic products directory.

Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Reed Porter; Business Manager, John Rohlf; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Dave Hanna. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WISconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

Industrial Marketing

MONTHLY (Except 2 issues). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. This publication prints all available news stories about the use of radio by industrial marketers.

Marketing

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

Metronome

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp.; President, Ned Bitner; Editor, George Simon; Associate Editor, Barry Ulanov; Radio Editor, Edward H. Dunkum. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories, instruction departments conducted by leading exponents of the various dance band instruments.

Motion Picture Daily

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, Oscar Lundy; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, James A. Cron. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Spot news coverage; also radio news and columns.

Movie-Radio Guide

MONTHLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, Triangle Publications, Inc.; General Manager, Harry Hayden; Supervising Editor, Carl A. Schroeder (Hollywood); Managing Editor, Ruth Bizzell (Chicago); Circulation Manager, R. E. Haig (Chicago). EDITORIAL OFFICES: 551 Fifth Ave., New York, N. Y., Phone, MURray Hill 2-4690; 8580 Sunset Blvd., Hollywood, Calif. Movie-Radio Guide is a fan publication printed in 14 sectional editions covering the entire United States and Canada. It contains program schedules of all important stations in each area; news and gossip stories and pictures of movie and radio artists; reviews, etc.

Music News

TWICE MONTHLY (Except monthly in July, August and September). Suite 615, 310 S. Michigan Ave., Chicago, Ill. Phone, WABash 5595. Editor-in-Chief, Lois Watt North; Managing Editor, Hans Rosenwald; Sales Manager, Milton Edwards; Business Manager, Robert W. Barclay. Music News is a feature and

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Music Times

TWICE - MONTHLY. 501 Plymouth Court, Chicago, Ill. Phone, Harrison 0144. Editor-Publisher, J. Bradford Pengelly. In each issue there is a section devoted to radio under the heading, "Records, Radio and Television."

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Music Trade Review

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant.

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The Music Trades

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editor, William J. Dougherty. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

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Musical Advance

MONTHLY. 100 West 57th St., New York, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber.

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Musical America

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editor, Oscar Thompson; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

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Musical Courier

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Edi-

tor, Leonard Liebling; Managing Editor and President, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

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Musical Digest

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

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The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, Plaza 3-2024. Editor, Nicholas de Vone; Publisher, John C. Gerstner. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music. It is the official organ of the American Music Foundation.

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Pan-American Radio

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portuguese in one and the same edition.

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Parts

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, John Yezbak; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Alex H. Kolbe. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

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Printers' Ink

WEEKLY. 205 E. 42nd St., New York, N. Y. Phone, MUrray Hill 3-6500. Publisher, Printers' Ink Publishing Co.;

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Proceedings of the I. R. E.

(Institute of Radio Engineers)
MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Secretary, Harold P. Westman; Advertising Manager, William C. Copp. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month.

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Proceedings of the Radio Club of America

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; President, Paul Ware; Editor, Charles E. Dean. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

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Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Executive Editor, Clinton B. DeSoto; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton, Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted

to publication of technical data and the activities and developments in amateur radio.

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Radio Advertising Rates and Data

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Vice-President - Assistant Treasurer, C. Laury Botthof; Vice President-Secretary, Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, LEXington 2-6611; 816 W. Fifth St., Los Angeles. Radio station rates service revised and issued monthly.

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Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Karl E. Schnabel. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

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Radio Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, WIconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Frank Burke. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

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Radio and Electrical Sales

46 Bloor St. W., Toronto, Ont., Canada. Phone, Randolph 2137. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

(This publication has been discontinued during the war period and has been replaced by an annual edition, Canadian Radio Data Book.)

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Radio Life

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, Richmond 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Hal Julian. BRANCH OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEMPstead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure section.

Radio Mirror

MONTHLY. 205 East 42nd St., New York, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Managing Editor, Doris McFerran; Associate Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco Calif.; 7751 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionizing of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

Radio News

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Oliver Read. BRANCH OFFICE: 270 Madison Ave., New York, N. Y.; Executive Assistant, Charles R. Tighe. This publication is a technical magazine devoted to radio in war, including articles for the servicemen, dealer, recordist, experimenter and amateur.

Radio Press Service

WEEKLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Published by Heros Service; Editor, Herbert Rosen. Radio Press Service is an international news service published in three languages. Service consists of information, articles and photographs.

Radio Retailing Today

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, Plaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio, television and phonograph record industries (manufacturing and merchandising of products).

Radio-Television Journal

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-5842. Publisher, Kolbe Publications, Inc.; Editor, Daniel Webster; Advertising Director, Alex H. Kolbe.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary-Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W., Toronto, Ont., Canada. Manager, J. M. Teckie. Radiotime is a composite of individual Canadian radio station program schedules which are standardized and published in one edition.

Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio

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Sales Management

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merrill V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth. The publication issues an annual survey of buying power in April for the purpose of presenting statistical information for evaluating markets. Survey provides data on current family and per capita income by counties, cities and states, together with estimates on retail sales and other market factors for all population units.

Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Robert G. Herzog (on leave); Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio

and television; independent radio service men and service engineers. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Vice-President and Assistant Treasurer, C. Laury Botthof; Vice President-Secretary, Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, LEXington 2-6611; 816 W. Fifth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

Tide

SEMI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, ASHland 4-3390. President and Publisher, David Frederick; Editor, Reginald T. Clough; Radio Editor, Clifford H. Rainsdell; Vice-President, J. E. West; Los Angeles Representative, R. J. Birch. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., J. E. West; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 300 Montgomery St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

Variety

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Business Manager, Harold Erichs; Advertising Manager, Herman Steinbruch. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim. Assistant Publisher, R. S. Oppenheim. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

Trade Coverage

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The Adcrafter

WEEKLY (Official publication of Ad-craft Club of Detroit). 2337 Book Tower, Detroit, Mich. Randolph 7225. Managing Editor, Harold M. Hastings; Publication Committee, Percy Atkinson (Chairman), Hil F. Best, A. deG. Conkey, F. Lee Johnston. Weekly news of advertising sales events, and people in the Detroit area. Monthly issues, including Annual Radio Number, discontinued for the duration.

Bell Laboratories Record

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

Bell Telephone Magazine

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, Information Department of the American Telephone & Telegraph Co. Bell Telephone Magazine publishes historical, technical and statistical information concerning communications, particularly with regard to the operations of the Bell Telephone System.

Broadcast News

OCCASIONALLY, FOR THE DURA-TION. C/o RCA Manufacturing Co., Camden, N. J. Editor, P. V. Lutz. Broad-cast News publishes technical material of interest to broadcast station engineers.

Electrical Communication

QUARTERLY. 67 Broad St., New York, N. Y. Phone, BOwling Green 9-3800. Editor, H. T. Kohlhaas. Electrical Communication is the technical journal of the International Telephone and Telegraph Corporation and associate companies, published by the International Standard Electric Corp.

General Radio Experimenter

MONTHLY. 30 State St., Cambridge, Mass. Phone, TRObridge 4400. This publication is a house organ for the General Radio Co. and contains descriptions of the latest radio and electrical meas-

uring instruments and their applications. This publication is available only to scientists, engineers and technicians engaged in development, research and maintenance of radio and industrial electrical equipment.

FREC Service Bulletin

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, (Mrs.) Gertrude G. Broderick. This Publication is distributed free to broadcasters and educators. Its purpose is to serve as a medium of the exchange of information concerning education through radio on a national scale. Activities of all educational groups using radio are reported.

The International Musician

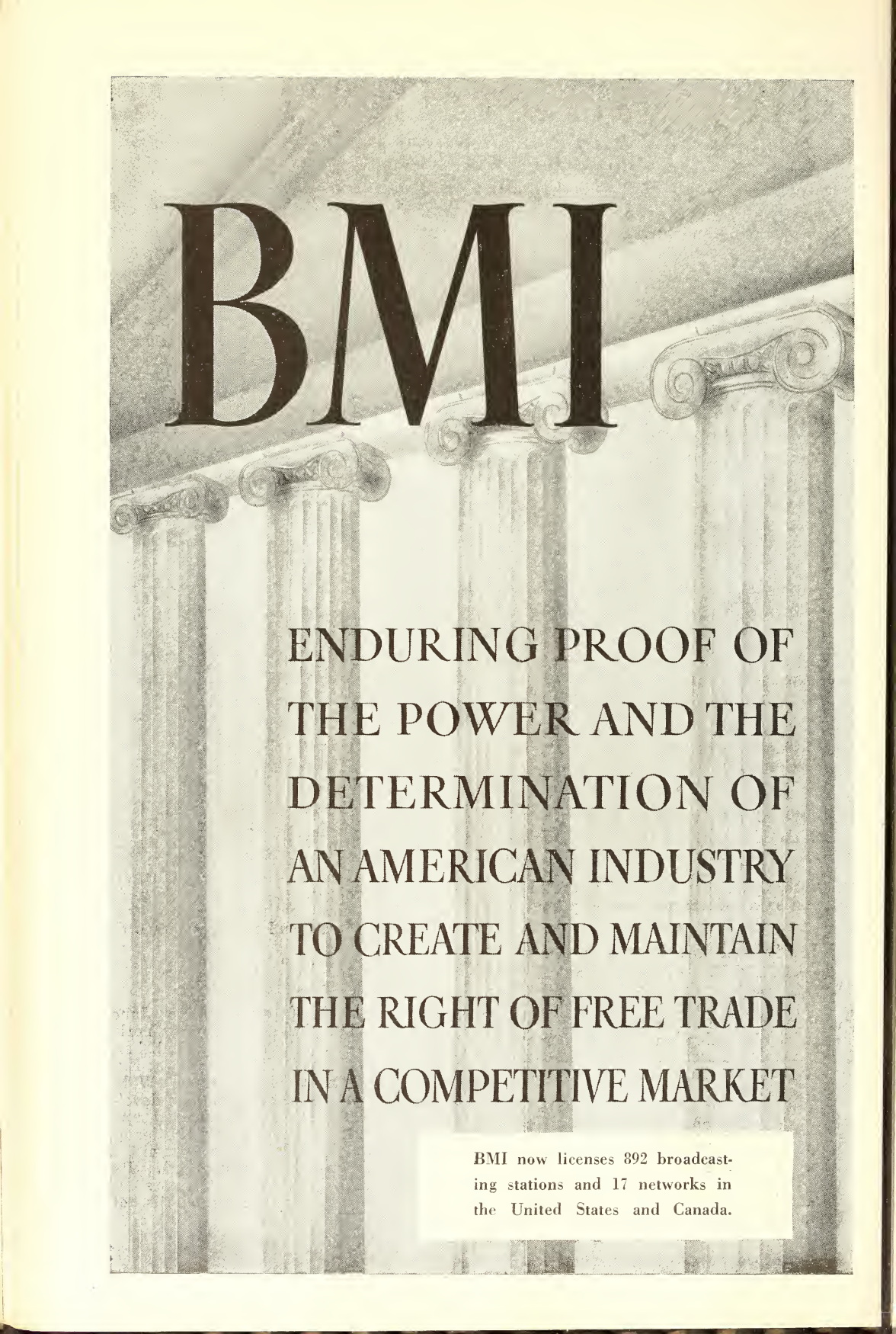
MONTHLY. 39 Division St., Newark, N. J. Phone, HUMBoldt 2-3400. Publisher-Editor, Leo Cluesmann. BRANCH OFFICE: 366 Madison Ave., New York, N. Y. Phone, MURray Hill 2-5979. The International Musician's editorial content is devoted to all branches of the music business from circus to grand opera. Special mention is made of radio broadcasts of symphony and opera performances.

Journal of the Association for Education by Radio

MONTHLY. 228 N. LaSalle St., Chicago, Ill. Phone, DEarborn 7801. President, Harold W. Kent; Chairman, Publications Committee, Elizabeth Goudy; Editor, Jim Hanlon; Business Manager, George Jennings. This publication is devoted to news articles and program listings of educational radio and recordings.

Radio Review

BI-MONTHLY (September to June inclusive). 113 West 57th St., New York, N. Y. Phone, Circle 7-4110. Publisher, Women's National Radio Committee; Executive Secretary, Mrs. Rosalie Wolf. Radio Review carries comments on developments in radio; reviews of new and current programs; reports of activities of the Women's National Radio Committee and its cooperating organizations. Its appeal is directed to radio listeners interested in raising the standards of programs.



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lations" Resulting
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RADIO MARKETS IN WAR-TIME

By Robert A. Litzberg
Statistician, Radio Daily

In a peace-time economy the decennial population count as taken by the U. S. Census Bureau, the last of which was tabulated only two years ago (1940), would suffice the most exacting of market research men. Formerly it was only when the half-way mark in the decade had been reached that there was talk of new data on population totals and estimated changes. Today, with our nation at war, market analysts are faced with the problem of "shifting population", occasioned by the demands of a great country in arms. What was once a skeleton-manned army post in a rural area, is now a self-contained city of upwards of 50,000 men in uniform; what was formerly an industrial area with an 8-hour-per-day working population, is now a three-shift city with thousands of new workers imported from other sections of the country.

Research Responsibility

This "shifting population" has knocked normal marketing processes out of kilter and has placed an added responsibility on market research men, whose job is to evaluate market potentialities in order to facilitate the distribution of commodities. In the section that follows this article it is our purpose to present to the industry up-to-date authoritative data to be used in studying markets and also in preparing sales stories for individual markets.

For practical usage, the census presentation of the 1943 RADIO ANNUAL is divided into two sections. The first is designed to give basic information as released by the Bureau of Census in 1940; the second consists of later studies by the Census Bureau and the Office of Price Administration and has for its purpose to show estimated shifts in population resulting from the war effort since the 1940 Census. This first section consists of a breakdown by state and county of total population, families, radio homes and retail-service trade data; all this material is taken from the 1940 Census except the retail-service figures, which are a part of the most recent census of retail trade, and the NAB estimated figure* for radio homes which is presented along with the Census totals for comparison

purposes. Various classifications are defined at the end of this introductory article.

"Shifting Population"

In the second section of its census presentation, the 1943 edition of the RADIO ANNUAL presents current data on "shifting population". The source of this information is the Bureau of Census and the Office of Price Administration, both these Federal agencies having made estimates of various municipal and county areas. (137 metropolitan areas and 210 counties.) It is to be noted that these federal agencies have not attempted to estimate all of the 3,100 counties in the United States and that material in this volume is as complete as was available at press-time. It is so arranged that comparisons between 1940 Census figures and the more recent estimates may be made easily. The Bureau of Census has estimated in actual number changes in population; the Office of Price Administration has only released percentage increases by county. All the data is arranged in this volume under the respective states to facilitate its use by those preparing coverage studies.

Definitions

For purposes of using the market and population statistics contained in this volume the following definitions apply:

Total Population: This figure is a revised and final U. S. Census Bureau total of the number of persons living in the individual counties of the country and the District of Columbia, obtained by a house-to-house canvass during the 16th Census of the United States (1940).

Urban Population: As defined by the Census Bureau this figure, with a few exceptions, consists mainly of these people living in *incorporated* places of 2,500 or more.

Rural Population: The remainder of population, after the urban figures had

* The National Association of Broadcasters issued its estimated increases over the 1940 Census Bureau's radio homes figures in its issues of the association's weekly news letter; they are based on the theory that, in the actual physical count of radio homes taken by the Bureau of Census, there was a certain percentage of population not reporting; this additional percentage has been projected using the Census totals as a basis.

been determined, was classified as rural.

Families: The family figure is obtained from Housing Studies of the 16th Census. It is the total occupied dwelling unit count and has been recognized by the Bureau and research authorities as indicative of the total number of families in the country.

Radio Homes

Radio Homes: (1) 1940 Census. One of the questions asked by investigators taking the physical count of population for the 1940 Census was whether the home had a radio. The figure, by county, under the column titled "1940 Census" are taken from the housing study of population for 1940 as released by the Bureau. (2) NAB Projection. The National Association of Broadcasters has issued projections of the 1940 "radio homes" figure of the Bureau of Census (see footnote in this article). The figures listed under the column titled "NAB Projection" were issued as estimates by the trade association.

Store: For census purposes "store" is defined as the "place where a business is conducted and a place that is readily recognizable as a place of business."

Sales: This term is defined as total operating receipts of the included establishments after deductions of refunds and allowances for returned merchandise have been made.

Retail-Service: This figure is a total of all retail trade data taken from the Retail Trade Census and including 99 kinds of retail business plus over 250 types of service establishments. Service establishments are classified into seven major groups: (1) personal such as barber shops, cleaning and dyeing plants, photo studios, etc.; (2) business such as credit bureaus, advertising agencies, sign-painters, etc.; (3) services allied to transportation such as warehousing; (4) automotive repairs and services such as repair shops, paint shops, battery, ignition and tire repair shops, etc.; (5) other repair shops such as blacksmiths, piano-tuners, radio service men, etc.; (6) custom industries such as printing, publishing, cabinet making, etc.; (7) miscellaneous such as circulating libraries, livery stables, tree surgeons.

Metropolitan Districts

Metropolitan Districts: The Bureau of Census in establishing Metropolitan Districts for cities of 50,000 population and more includes, in addition to the central city or cities, all adjacent and contiguous minor civil divisions having a population density of 150 or more per square mile. The metropolitan district is thus not a political unit but rather an

area with common economic, social and, often, administrative interests.

Estimated Civilian Population, May 1, 1940: These estimates of civilian population have been prepared by the Bureau of Census in response to many requests from war agencies and other organizations for information on the population in various areas, excluding persons in the armed forces. A large movement of civilian population since the 1940 Census to centers of war activity is revealed in the estimates. Of 137 metropolitan counties or groups of counties, 88 showed a gain in civilian population between April 1940 and May 1942, 43 showed a decline, and 6 showed no appreciable change. The net increase in civilian population of all the metropolitan counties was 1,853,000 or 2.8 per cent, which may be compared with the net decrease of almost exactly the same percentage in the remainder of the United States. The largest gains were noted in Detroit, Washington, D. C., Chicago, Los Angeles, Norfolk, Portsmouth and Newport News, Va., St. Louis, San Diego, San Francisco and Oakland. Losses occurred in New York-Northeastern New Jersey metropolitan counties. The extreme changes are attributable mainly to net in-migration or out-migration rather than natural increase or decrease. Metropolitan counties with high rates of growth were in practically every case those with more than average wartime activity and vice versa in the case of areas with only a few important plants working on war contracts. Gains were effected despite the substantial number of men who have entered the armed forces.

The estimates are based mainly on the number of persons registering for War Ration Book Number 1 (sugar).

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA): These figures indicate the recorded percentage increases in population over the 1940 Census as computed by the OPA for administrative purposes on the basis of reported data of the registration for War Ration Book One, estimated increases in military personnel, and other factors where known, such as recent influx of war workers. Where no percentage increase is shown for a county the data is not available.

Editor's Note: The 1942 RADIO ANNUAL presented statistics for the latest Census of Retail Trade in detail for Food, Drug, Automotive and Apparel stores and sales. For those readers having use for this type of material, it is suggested that they refer to that volume.

UNITED STATES RADIO MARKETS

POPULATION—FAMILIES—RADIO HOMES BY STATE AND COUNTY

(1940 U. S. Census)

State	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Alabama ..	2,832,961	855,941	1,977,020	673,815	321,671	332,776	32,917	\$467,334
Arizona ...	499,261	173,981	325,280	131,133	87,781	90,394	8,061	172,883
Arkansas ..	1,949,387	431,910	1,517,477	495,825	244,586	252,148	27,024	320,973
California ..	6,907,387	4,902,265	2,005,122	2,138,343	1,933,031	1,987,204	163,651	3,515,950
Colorado ..	1,123,296	590,756	532,540	316,000	258,573	267,295	22,971	436,576
Connecticut.	1,709,242	1,158,162	551,080	448,682	417,259	429,260	34,225	763,295
Delaware ..	266,505	139,432	127,073	70,541	59,921	61,380	5,988	116,810
District of Columbia.	663,091	663,091	—	173,445	158,377	162,446	10,723	442,259
Florida ...	1,897,414	1,045,791	851,623	519,887	326,447	336,803	36,849	661,022
Georgia ...	3,123,723	1,073,808	2,049,915	752,241	381,668	394,755	42,968	670,021
Idaho	524,873	176,708	348,165	141,727	118,824	122,471	8,944	184,503
Illinois ...	7,897,241	5,809,650	2,087,591	2,192,724	1,974,604	2,023,969	151,829	3,152,602
Indiana ...	3,427,796	1,887,712	1,540,084	961,498	826,603	848,325	63,979	1,130,514
Iowa	2,538,268	1,084,231	1,454,037	701,824	617,006	633,168	52,780	870,632
Kansas ...	1,801,028	753,941	1,047,087	511,109	411,984	424,457	37,592	503,948
Kentucky ..	2,845,627	849,327	1,996,300	698,538	444,416	456,633	40,283	554,228
Louisiana ..	2,363,880	980,439	1,383,441	592,528	307,883	315,261	32,356	522,652
Maine	847,226	343,057	504,169	218,968	184,348	189,300	17,758	296,057
Maryland ..	1,821,244	1,080,351	740,893	465,183	396,338	410,164	34,063	664,491
Massach'sts	4,316,721	3,859,476	457,245	1,120,694	1,044,830	1,077,642	84,000	1,876,113
Michigan ...	5,256,106	3,454,867	1,801,239	1,396,014	1,271,499	1,304,149	90,038	1,954,069
Minnesota ..	2,792,300	1,390,098	1,402,202	728,359	647,499	664,296	54,511	1,081,158
Mississippi.	2,183,796	432,882	1,750,914	534,956	205,613	213,312	24,421	303,274
Missouri ..	3,784,664	1,960,696	1,823,968	1,068,642	832,590	853,299	73,694	1,201,439
Montana ...	559,456	211,535	347,921	159,963	134,503	137,900	11,113	232,366
Nebraska ...	1,315,834	514,148	801,686	360,744	298,790	305,681	26,949	423,568
Nevada	110,247	43,291	66,956	33,291	26,200	27,119	2,641	65,183
N. Hampshire	491,524	283,225	208,299	132,936	116,809	119,664	9,639	192,529
New Jersey ..	4,160,165	3,394,773	765,392	1,100,260	1,020,466	1,050,612	91,715	1,704,931
New Mexico ..	531,818	176,401	355,417	129,475	66,609	69,053	8,229	132,117
New York ...	13,479,142	11,165,893	2,313,249	3,662,113	3,385,703	3,498,754	302,325	6,243,699
N. Carolina ..	3,571,623	974,175	2,597,448	789,659	471,863	487,353	44,328	675,361
N. Dakota ...	641,935	131,923	510,012	152,043	131,000	134,437	11,049	162,780
Ohio	6,907,612	4,612,986	2,294,626	1,897,796	1,697,672	1,739,399	127,215	2,616,387
Oklahoma ...	2,336,434	879,663	1,456,771	610,481	405,754	420,182	39,448	549,054
Oregon ...	1,089,684	531,675	558,009	337,492	290,641	299,226	22,714	476,363
Penna.	9,900,180	6,686,877	3,313,303	2,515,524	2,259,288	2,323,980	179,692	3,346,477
Rhode Island	713,346	653,383	59,963	187,706	176,739	179,652	14,423	296,690
S. Carolina ..	1,899,804	466,111	1,433,693	434,968	209,542	215,636	23,871	351,101
S. Dakota ...	642,961	158,087	484,874	165,428	136,049	139,854	12,781	177,601
Tennessee ...	2,915,841	1,027,206	1,888,635	714,894	434,733	446,943	37,613	650,526
Texas	6,414,824	2,911,389	3,503,435	1,678,396	1,090,206	1,122,042	116,824	1,940,914
Utah	550,310	305,493	244,817	139,487	126,418	128,923	8,759	182,144
Vermont ...	359,231	123,239	235,992	92,435	80,253	81,905	7,208	129,351
Virginia ...	2,677,773	944,675	1,733,098	627,532	409,978	421,078	38,793	672,402
Washington ..	1,736,191	921,969	814,222	537,337	472,553	486,684	36,938	722,300
W. Virginia ..	1,901,974	534,292	1,367,682	444,815	326,347	334,239	24,120	423,651
Wisconsin ...	3,137,587	1,679,144	1,458,443	827,207	743,078	758,449	61,062	1,127,415
Wyoming ...	250,742	93,577	157,165	69,374	57,126	58,531	5,312	104,700
Total U.S.	131,669,275	71,423,702	57,245,573	31,854,532	28,011,671*	28,838,203	2,416,383	\$45,162,207

* The Bureau of Census has issued a revised total for radio homes of 28,048,219 which is a difference of 6,548 or less than .03 of one per cent.

All money figures in the retail-service column are in thousands (\$000) of dollars.

ALABAMA

Population 2,832,961
 Families 673,815
 Radio Homes, 1940 Census 321,671
 Radio Homes, NAB Projection 332,776

POPULATION

RADIO HOMES RETAIL—SERVICE

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Autauga	20,977	2,664	18,313	4,973	1,408	1,483	189	\$1,518
Baldwin	32,324	—	32,324	8,000	3,587	3,699	459	5,167
Barbour	32,722	6,269	26,453	7,657	2,140	2,231	360	3,264
Bibb	20,155	—	20,155	4,636	2,077	2,122	253	2,073
Blount	29,490	—	29,490	6,665	2,767	2,858	336	2,499
Bullock	19,810	3,107	16,703	4,673	932	951	321	1,763
Butler	32,447	5,075	27,372	7,382	2,248	2,345	349	3,464
Calhoun	63,319	32,537	30,782	15,021	8,619	8,830	847	11,653
Chambers	42,146	6,141	36,005	9,888	4,475	4,629	386	3,367
Cherokee	19,928	—	19,928	4,419	2,478	2,520	306	1,455
Chilton	27,955	3,982	23,973	6,585	2,778	2,851	361	3,216
Choctaw	20,195	—	20,195	4,574	992	1,021	292	1,438
Clarke	27,636	—	27,636	6,379	1,805	1,841	417	3,706
Clay	16,907	—	16,907	3,878	1,440	1,498	242	1,511
Cleburne	13,629	—	13,629	2,992	1,019	1,044	189	1,635
Coffee	31,987	4,358	27,634	7,311	2,628	2,718	412	3,037
Colbert	34,093	13,448	20,645	8,245	4,453	4,572	415	5,381
Conecuh	25,489	—	25,489	5,650	1,432	1,480	195	1,954
Coosa	13,460	—	13,460	2,971	1,031	1,057	146	836
Covington	42,417	13,063	29,354	9,970	3,768	4,088	563	6,578
Crenshaw	23,631	—	23,631	5,608	1,644	1,730	284	2,168
Cullman	47,343	5,074	42,269	10,690	5,706	5,825	608	6,310
Dale	22,685	3,601	19,084	5,326	2,043	2,100	315	1,703
Dallas	55,245	19,834	35,411	13,733	3,923	4,056	592	8,996
DeKalb	43,075	4,424	38,651	9,989	4,787	4,956	522	3,824
Elmore	34,646	3,089	31,557	7,755	3,040	3,189	433	3,570
Escambia	30,671	6,523	24,148	6,766	2,368	2,479	383	5,294
Etowah	72,580	41,860	30,720	17,197	11,387	11,739	836	15,614
Fayette	21,651	2,668	19,983	4,950	2,167	2,212	233	2,335
Franklin	27,552	3,510	24,042	6,090	2,630	2,690	349	2,622
Geneva	29,172	2,803	26,369	6,600	2,276	2,370	337	2,851
Greene	19,185	—	19,185	4,720	646	671	147	1,622
Hale	25,533	—	25,533	5,952	1,107	1,138	174	1,693
Henry	21,912	—	21,912	4,857	1,517	1,568	188	1,766
Houston	45,665	17,194	28,471	11,161	4,906	5,200	666	8,175
Jackson	41,802	2,834	38,968	9,127	3,981	4,172	437	3,517
Jefferson	459,930	319,213	140,717	119,034	86,706	89,654	5,194	132,388
Lamar	19,708	—	19,708	4,401	1,859	1,903	248	1,753
Lauderdale	46,230	15,043	31,187	10,828	5,596	5,728	555	7,505
Lawrence	27,880	—	27,880	6,216	2,225	2,286	226	1,490
Lee	36,455	13,139	23,316	8,726	3,214	3,344	413	5,762
Limestone	35,642	4,342	31,300	8,042	3,239	3,356	396	3,401
Lowndes	22,661	—	22,661	5,364	673	707	169	1,390
Macon	27,654	3,937	23,717	6,354	1,553	1,631	410	2,873
Madison	63,317	13,050	53,267	15,325	8,228	8,412	735	11,964
Marengo	35,736	4,137	31,599	8,651	1,535	1,626	327	3,249
Marion	28,776	—	28,776	6,252	2,800	2,860	254	2,191
Marshall	42,395	8,049	34,346	9,713	5,265	5,367	618	5,831
Mobile	141,974	84,804	57,170	35,768	20,856	21,526	2,348	41,224
Monroe	29,465	—	29,465	6,446	1,746	1,847	277	2,967
Montgomery	114,420	78,084	36,336	29,520	15,221	15,879	1,507	34,555
Morgan	48,148	19,188	28,960	11,815	7,011	7,194	578	8,757
Perry	26,610	—	26,610	5,925	1,117	1,215	225	2,274
Pickens	27,671	—	27,671	6,259	2,015	2,078	200	2,322
Pike	32,493	7,055	25,438	7,757	2,700	2,806	440	4,614
Randolph	25,516	4,168	21,348	5,780	2,410	2,486	330	2,324
Russell	35,775	15,351	20,424	8,547	3,007	3,169	427	3,302
St. Clair	37,336	39	27,297	6,275	3,007	3,082	260	3,113
Shelby	28,962	—	28,962	6,797	3,083	3,170	259	2,809
Sumter	27,321	—	27,321	6,381	1,128	1,202	183	2,136
Talladega	51,832	15,567	36,265	11,345	4,471	4,980	511	7,749
Tallapoosa	35,270	6,640	28,630	8,248	3,850	4,005	434	4,857
Tuscaloosa	76,036	30,680	45,356	17,469	8,794	9,168	736	14,673
Walker	64,201	9,402	54,799	14,718	8,136	8,358	552	7,660
Washington	16,188	—	16,188	3,566	951	958	225	1,112
Wilcox	26,279	—	26,279	5,957	1,009	1,034	228	1,876
Winston	18,746	—	18,746	4,037	1,771	1,812	210	1,639
Total State	2,832,961	855,941	1,977,020	673,815	321,671	332,776	32,917	\$467,334

All money figures in the retail-service column are in thousands (\$000) of dollars.

ARIZONA

Population	499,261
Families	131,133
Radio Homes, 1940 Census	87,781
Radio Homes, NAB Projection	90,394

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Apache	24,095		24,095	5,240	1,372	1,433	154	\$2,487
Cochise	34,627	14,476	20,151	9,190	6,893	7,126	560	11,419
Coconino	18,770	7,702	11,068	4,677	2,403	2,459	380	7,021
Gila	23,867	10,863	13,004	6,616	4,631	4,844	332	6,760
Graham	12,113		12,113	2,894	1,821	1,878	212	3,366
Greenlee	8,698	2,668	6,030	2,185	1,567	1,602	133	2,291
Maricopa	186,193	80,399	105,794	50,455	36,344	37,208	3,201	72,712
Mohave	8,591		8,591	2,654	1,657	1,713	198	4,347
Navajo	25,309	4,577	20,732	5,911	2,518	2,629	282	5,841
Pima	72,838	36,818	36,020	19,050	14,619	15,092	1,167	30,678
Pinal	28,841		28,841	6,979	3,695	3,815	463	5,681
Santa Cruz	9,482	5,135	4,347	2,377	1,546	1,582	162	3,626
Yavapai	26,511	6,018	20,493	7,822	5,473	5,666	546	9,771
Yuma	19,326	5,325	14,001	5,083	3,242	3,347	371	6,883
Total State	499,261	173,981	325,280	131,133	87,781	90,394	8,061	\$172,883

ARKANSAS

Population	1,949,387
Families	495,825
Radio Homes, 1940 Census	244,586
Radio Homes, NAB Projection	252,148

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Arkansas	24,347	5,268	18,809	6,455	3,450	3,556	362	\$5,200
Ashley	26,785	4,891	21,894	6,789	2,697	2,762	276	3,570
Baxter	10,281		10,281	2,520	1,113	1,140	167	913
Benton	36,148	6,314	29,834	10,101	5,845	5,997	637	5,430
Boone	15,860	4,238	11,622	4,221	2,507	2,591	276	3,167
Bradley	18,097	2,516	15,581	4,487	2,163	2,263	226	2,979
Calhoun	9,636		9,636	2,269	875	907	79	587
Carroll	14,737		14,737	4,053	2,308	2,384	295	1,692
Chicot	27,452	3,083	24,369	7,403	2,138	2,223	313	3,215
Clark	24,402	5,078	19,324	6,115	2,883	3,111	362	3,690
Clay	28,386		28,386	6,961	3,961	4,041	426	2,687
Cleburne	13,134		13,134	3,193	1,538	1,580	171	1,030
Cleveland	12,570		12,570	2,917	1,158	1,193	114	798
Columbia	20,822	4,326	23,496	7,406	3,160	3,363	316	4,486
Conway	21,536	4,608	16,928	4,984	2,318	2,364	310	2,569
Craighead	47,200	11,729	35,471	11,584	7,463	7,695	690	8,107
Crawford	29,920	5,422	24,498	5,942	3,198	3,225	307	2,633
Crittenden	42,473	3,369	39,104	11,586	3,226	3,345	485	6,011
Cross	26,046	3,633	22,413	6,299	2,526	2,603	345	2,910
Dallas	14,471	3,429	11,042	3,560	1,415	1,461	211	2,512
Desha	27,160	3,663	23,497	7,129	2,191	2,261	286	3,197
Drew	19,831	3,650	16,181	4,955	1,631	1,713	226	2,479
Faulkner	25,580	5,782	20,098	6,351	3,580	3,652	355	3,503
Franklin	15,683		15,683	3,859	2,017	2,106	216	1,486
Fulton	10,253		10,253	2,546	1,104	1,122	131	517
Garland	41,664	21,370	20,294	11,525	7,325	7,562	898	13,126
Grant	10,477		10,477	2,607	1,231	1,308	104	1,009
Greene	30,204	7,079	23,125	7,360	4,570	4,733	387	3,758
Hempstead	32,770	7,475	25,295	8,079	3,426	3,502	340	4,844
Hot Spring	18,916	5,290	13,626	4,725	2,352	2,444	276	2,181
Howard	16,621	2,782	13,839	4,169	1,915	1,984	263	2,437
Independence	25,643	5,267	20,376	6,253	3,403	3,584	298	3,517
Izard	12,834		12,834	3,103	1,407	1,418	170	664
Jackson	26,427	4,321	22,106	6,413	3,029	3,080	356	3,824
Jefferson	65,101	21,290	43,811	17,807	7,250	7,412	1,014	14,075
Johnson	18,795	3,118	15,677	4,706	2,465	2,541	235	2,039
Lafayette	16,851		16,851	4,274	1,493	1,554	240	2,051
Lawrence	22,651		22,651	5,429	3,010	3,069	297	2,542
Lee	26,810	4,449	22,361	6,819	1,962	2,024	239	2,927
Lincoln	19,709		19,709	4,916	1,212	1,263	164	1,171
Little River	15,932		15,932	4,082	1,422	1,458	174	1,765
Logan	25,967	3,430	22,537	6,070	3,360	3,441	324	2,840
Lonoke	29,802		29,802	7,619	3,582	3,666	405	4,150
Madison	14,531		14,531	3,523	1,308	1,348	206	643
Marion	9,464		9,464	2,340	1,039	1,063	123	406
Miller	31,874	11,821	20,058	8,359	4,221	4,333	404	7,376
Mississippi	80,217	13,878	66,339	19,891	9,696	10,021	1,016	16,594
Monroe	21,133	5,960	15,173	5,291	2,005	2,030	210	2,431
Montgomery	8,876		8,876	2,221	950	975	117	611
Nevada	19,869	3,177	16,692	4,807	2,181	2,256	231	2,344
Newton	10,881		10,881	2,455	809	820	144	352
Ouachita	31,151	8,975	22,176	7,671	3,577	3,722	377	5,261

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Perry	8,392		8,392	1,966	729	754	113	423
Phillips	45,970	13,263	32,707	12,809	4,026	4,171	479	7,531
Pike	11,786		11,786	2,953	1,312	1,372	204	1,104
Poinsett	37,670	6,066	31,604	8,757	4,415	4,460	432	4,834
Polk	15,832	3,510	12,322	4,070	1,839	1,885	273	2,463
Pope	25,682	5,927	19,755	6,342	3,164	3,307	334	3,582
Prairie	15,304		15,304	3,785	1,815	1,860	201	1,245
Pulaski	156,085	109,176	46,909	42,112	29,051	30,215	2,934	55,711
Randolph	18,319	3,028	15,291	4,438	2,130	2,210	251	1,753
St. Francis	36,043	5,699	30,344	9,223	2,839	2,922	410	4,828
Saline	19,163	3,502	15,661	4,412	2,493	2,539	216	2,151
Scott	13,300		13,300	3,320	1,708	1,757	186	1,468
Searcy	11,942		11,942	2,803	1,051	1,070	151	647
Sebastian	62,809	36,584	26,225	16,765	12,119	12,301	1,001	18,361
Sevier	15,248	3,055	12,193	3,822	1,844	1,877	197	1,621
Sharp	11,497		11,497	2,826	1,304	1,339	167	628
Stone	8,603		8,603	1,986	748	768	83	439
Union	50,461	15,858	34,603	13,275	7,498	7,826	861	13,363
Van Buren	12,518		12,518	2,981	1,284	1,306	158	571
Washington	41,114	11,531	29,583	11,099	6,535	6,666	624	8,644
White	37,176	3,670	33,506	9,474	5,102	5,177	514	4,624
Woodruff	22,133		22,133	5,312	2,305	2,410	277	2,620
Yell	20,970		20,970	5,096	2,610	2,687	314	2,056
Total State	1,949,387	431,910	1,517,477	495,825	244,586	252,148	27,024	\$320,973

CALIFORNIA

Population	6,907,387
Families	2,138,343
Radio Homes, 1940 Census	1,933,031
Radio Homes, NAB Projection	1,987,204

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Alameda	513,011	472,068	40,943	165,201	154,934	159,213	11,562	\$271,944
Alpine	323		323	100	63	64	7	31
Amador	8,973		8,973	2,661	2,153	2,205	250	*3,568
Butte	42,840	13,708	29,132	13,414	10,913	11,373	947	19,627
Calaveras	8,221		8,221	2,797	2,152	2,197	186	2,871
Colusa	9,788		9,788	2,911	2,331	2,495	247	4,448
Contra Costa	100,450	51,786	48,664	29,830	27,615	28,315	1,913	36,202
Del Norte	4,745		4,745	1,567	1,110	1,130	195	1,994
El Dorado	13,229	3,064	10,165	4,420	3,312	3,434	286	4,739
Fresno	178,565	76,565	102,000	50,012	42,537	43,924	4,002	84,522
Glenn	12,195		12,195	3,527	2,991	3,063	251	5,205
Humboldt	45,812	17,055	28,757	14,321	11,845	12,192	1,144	20,667
Imperial	59,740	27,150	32,590	15,263	10,388	10,650	1,108	24,881
Inyo	7,625		7,625	2,372	1,661	1,750	175	4,184
Kern	135,124	37,300	98,094	37,961	31,076	32,283	2,564	62,668
Kings	35,168	8,234	26,934	9,615	7,915	8,131	773	14,576
Lake	8,069		8,069	2,728	2,300	2,416	275	2,954
Lassen	14,479		14,479	4,286	3,589	3,659	252	5,866
Los Angeles	2,785,643	2,373,548	412,095	893,602	835,062	855,799	69,207	1,477,380
Madera	23,314	6,457	16,857	6,211	4,699	4,810	445	7,318
Marin	52,907	22,750	30,157	13,576	12,704	13,095	1,069	19,781
Mariposa	5,605		5,605	1,983	1,414	1,437	119	1,834
Mendocino	27,864	6,966	20,898	7,800	6,005	6,347	706	9,541
Merced	46,988	10,135	36,853	12,927	10,308	10,676	905	18,872
Modoc	8,713		8,713	2,695	2,104	2,175	204	2,573
Mono	2,299		2,299	776	530	570	69	843
Monterey	73,032	30,756	42,276	20,057	17,334	17,803	1,662	36,819
Napa	28,503	7,740	20,763	7,679	6,893	7,075	567	12,080
Nevada	19,283	5,701	13,582	6,021	5,004	5,165	448	9,224
Orange	130,760	76,498	54,262	41,027	37,481	38,731	3,048	53,660
Placer	28,108	10,666	17,442	8,414	7,025	7,271	656	11,762
Plumas	11,548		11,548	3,489	2,713	2,834	303	4,103
Riverside	105,524	53,363	52,161	31,011	25,847	26,663	2,263	41,209
Sacramento	170,333	109,011	61,322	49,134	43,712	44,868	3,904	98,782
San Benito	11,392	3,881	7,511	3,256	2,836	2,887	271	4,172
San Bernardino	161,108	95,997	65,111	47,666	41,367	42,798	3,288	63,316
San Diego	289,348	238,891	50,457	90,179	82,582	84,343	6,403	130,524
San Francisco	634,536	634,536		206,011	188,028	194,442	17,915	445,447
San Joaquin	134,207	69,849	64,358	36,569	31,559	32,452	2,933	59,892
San Luis								
Obispo	33,246	11,926	21,320	10,231	8,465	8,771	950	15,655
San Mateo	111,782	80,094	31,688	33,516	31,709	32,333	2,257	46,574
Santa Barbara	70,555	46,859	23,696	21,239	18,761	19,463	1,751	38,820
Santa Clara	174,949	107,412	67,537	51,916	47,352	48,829	3,882	85,505
Santa Cruz	45,057	25,833	19,224	14,968	13,279	13,607	1,283	23,203

All money figures in the retail-service column are in thousands (\$000) of dollars.

* Includes Service Establishment Receipt.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Shasta	28,800	8,109	20,691	8,985	6,834	7,071	702	14,329
Sierra	3,025	—	3,025	1,082	836	853	76	918
Siskiyou	28,598	—	28,598	8,737	7,225	7,390	669	11,882
Solano	48,118	20,072	29,046	14,559	13,075	13,466	996	20,315
Sonoma	69,052	23,146	45,906	21,641	19,291	19,882	1,897	37,711
Stanislaus	74,866	23,810	51,056	21,883	18,974	19,596	1,560	36,463
Sutter	18,680	4,968	13,712	5,539	4,451	4,599	251	4,145
Tehama	14,316	3,824	10,492	4,476	3,633	3,798	394	6,259
Trinity	3,970	—	3,970	1,438	994	1,019	77	849
Tulare	107,152	35,503	71,649	29,638	23,936	24,775	1,656	36,918
Tuolumne	10,887	—	10,887	3,598	2,882	2,965	277	5,347
Ventura	69,685	34,021	35,664	19,051	16,854	17,425	1,439	27,803
Yolo	27,243	6,637	20,606	7,776	6,484	6,652	512	10,850
Yuba	17,034	6,646	10,388	5,001	3,874	3,975	500	12,316
Total State	6,907,387	4,902,265	2,005,122	2,138,313	1,933,031	1,987,204	163,651	\$3,515,950

COLORADO

Population	1,123,296
Families	316,000
Radio Homes, 1940 Census	258,573
Radio Homes, NAB Projection	267,295

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adams	22,481	6,294	16,187	5,602	4,402	4,577	350	\$4,135
Alamosa	10,484	5,613	4,871	2,731	2,105	2,151	228	4,916
Arapahoe	32,150	10,852	21,298	8,977	7,798	8,007	432	8,055
Archuleta	3,806	—	3,806	969	506	514	59	675
Baca	6,207	—	6,207	1,707	1,085	1,107	146	1,244
Bent	9,653	3,232	6,421	2,422	1,771	1,879	170	1,805
Boulder	37,438	20,364	17,074	11,327	10,070	10,213	830	13,886
Chaffee	8,109	4,969	3,140	2,398	1,936	1,977	240	3,234
Cheyenne	2,964	—	2,964	826	642	662	78	648
Clear Creek	3,784	—	3,784	1,172	957	994	101	1,428
Conejos	11,648	—	11,648	2,556	1,268	1,295	142	1,583
Costilla	7,533	—	7,533	1,635	627	670	89	602
Crowley	5,398	—	5,398	1,405	1,041	1,069	103	1,132
Custer	2,270	—	2,270	677	447	458	49	329
Delta	16,470	3,717	12,753	4,509	3,369	3,449	336	4,250
Denver	322,412	322,412	—	96,777	86,621	90,651	7,253	193,704
Dolores	1,958	—	1,958	533	323	353	29	237
Douglas	3,496	—	3,496	1,033	818	840	76	720
Eagle	5,361	—	5,361	1,495	1,135	1,171	112	1,327
Elbert	5,460	—	5,460	1,537	1,149	1,169	87	714
El Paso	54,025	36,789	17,236	16,532	14,593	15,026	1,352	25,558
Fremont	19,742	9,322	10,420	5,246	4,199	4,298	413	5,173
Garfield	10,560	—	10,560	3,063	2,216	2,288	228	3,390
Gilpin	1,625	—	1,625	580	437	441	46	330
Grand	3,587	—	3,587	1,023	780	812	137	1,520
Gunnison	6,192	—	6,192	1,763	1,415	1,435	141	*1,935
Hinsdale	349	—	349	124	76	78	9	144
Huerfano	16,088	5,855	10,233	4,066	2,308	2,384	264	3,725
Jackson	1,798	—	1,798	525	367	392	52	531
Jefferson	30,725	3,175	27,550	8,763	7,718	7,966	462	6,434
Kiowa	2,793	—	2,793	819	602	629	73	511
Kit Carson	7,512	—	7,512	1,999	1,441	1,467	149	1,743
Lake	6,883	4,774	2,109	2,001	1,699	1,740	146	3,108
La Plata	15,494	5,887	9,607	4,112	2,901	2,966	280	5,266
Larimer	35,539	18,396	17,143	10,324	8,925	9,104	842	13,647
Las Animas	32,369	13,223	19,146	8,220	4,917	5,056	503	7,830
Lincoln	5,882	—	5,882	1,656	1,277	1,304	190	1,708
Logan	18,370	7,411	10,959	4,663	3,796	3,880	336	5,961
Mesa	33,791	12,479	21,312	9,156	7,216	7,370	603	12,634
Mineral	975	—	975	294	232	234	31	296
Moffat	5,086	—	5,086	1,556	1,119	1,169	105	1,684
Montezuma	10,463	—	10,463	2,679	1,704	1,757	147	2,351
Montrose	15,418	4,764	10,654	4,080	3,064	3,133	218	4,640
Morgan	17,214	4,884	12,330	4,470	3,681	3,787	350	5,575
Otero	23,571	10,534	13,037	6,446	4,855	5,021	492	7,309
Ouray	2,089	—	2,089	625	499	500	57	580
Park	3,272	—	3,272	1,059	780	803	100	913
Phillips	4,948	—	4,948	1,395	1,170	1,179	140	1,454
Pitkin	1,836	—	1,836	569	423	437	38	259
Prowers	12,304	4,445	7,859	3,299	2,507	2,607	294	3,654
Pueblo	68,870	52,162	16,708	18,232	15,493	15,839	1,327	25,944
Rio Blanco	2,943	—	2,943	851	653	671	50	890
Rio Grande	12,404	3,208	9,196	3,135	2,196	2,245	247	4,152
Routt	10,525	—	10,525	3,028	2,331	2,417	200	3,192
Saguache	6,173	—	6,173	1,556	951	976	107	1,107
San Juan	1,439	—	1,439	393	324	328	51	469

* Includes Service Establishment Receipt.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
San Miguel . . .	3,664	—	3,664	1,028	691	709	62	760
Sedgwick	5,294	—	5,294	1,385	1,127	1,164	120	1,673
Summit	1,754	—	1,754	666	481	490	46	363
Teller	6,463	—	6,463	2,009	1,624	1,678	161	1,996
Washington . . .	8,336	—	8,336	2,200	1,636	1,680	125	1,201
Weld	63,747	15,995	47,752	16,865	13,602	14,038	1,126	17,556
Yuma	12,102	—	12,102	3,257	2,477	2,582	241	2,876
Total State . .	1,123,296	590,756	532,540	316,000	258,573	267,295	22,971	\$436,576

CONNECTICUT

Population	1,709,242
Families	448,682
Radio Homes, 1940 Census	417,259
Radio Homes, NAB Projection	429,260

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Fairfield	418,384	290,798	127,586	110,235	103,147	106,428	8,534	\$200,688
Hartford	450,189	322,598	127,591	116,448	108,626	112,775	8,062	212,743
Litchfield	87,041	34,662	52,379	23,304	21,479	21,824	1,600	32,237
Middlesex	55,999	26,495	29,504	14,084	13,002	13,319	1,019	22,451
New Haven	484,316	385,744	98,572	128,057	120,312	123,139	10,863	215,451
New London	125,224	62,509	62,715	32,834	29,676	30,290	2,437	50,483
Tolland	31,866	10,973	20,893	8,491	7,531	7,668	534	7,731
Windham	56,223	24,383	31,840	15,229	13,486	13,817	1,176	21,511
Total State . .	1,709,242	1,158,162	551,080	448,682	417,259	429,260	34,225	\$763,295

DELAWARE

Population	266,505
Families	70,541
Radio Homes, 1940 Census	158,377
Radio Homes, NAB Projection	162,446

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Kent	34,441	7,467	26,974	9,672	7,093	7,278	886	\$12,531
New Castle	179,562	124,013	55,549	45,948	41,634	42,656	3,806	83,656
Sussex	52,502	7,952	44,550	14,921	11,194	11,446	1,296	20,623
Total State . .	266,505	139,432	127,073	70,541	59,921	61,380	5,988	116,810

DIST. OF COL.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
District of Columbia	663,091	663,091	173,445	158,377	162,446	10,723	\$442,259

FLORIDA

Population	1,897,414
Families	519,887
Radio Homes, 1940 Census	326,447
Radio Homes, NAB Projection	336,803

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Alachua	38,607	13,757	24,850	9,892	4,844	5,076	705	\$10,522
Baker	6,510	—	6,510	1,506	479	488	95	772
Bay	20,886	11,610	9,076	5,477	3,160	3,240	317	4,956
Bradford	8,717	—	8,717	2,102	938	1,011	146	1,426
Brevard	16,142	5,720	10,422	4,918	3,021	3,097	498	5,699
Broward	39,794	31,564	8,230	11,660	7,515	7,714	968	17,143
Calhoun	8,218	—	8,218	1,968	626	632	92	998
Charlotte	3,663	—	3,663	1,126	663	684	97	1,102
Citrus	5,846	—	5,846	1,698	756	770	102	1,064
Clay	6,468	—	6,468	1,782	813	847	100	783
Collier	5,102	—	5,102	1,699	572	583	110	1,220
Columbia	16,859	5,836	11,023	4,190	1,424	1,522	253	3,382

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Dade	267,739	215,590	52,149	75,934	62,001	64,382	6,348	151,272
DeSoto	77,92	4,055	3,737	2,188	1,132	1,168	186	2,122
Dixie	7,018	—	7,018	1,881	749	755	88	1,305
Duval	210,143	176,631	32,512	55,165	40,627	41,893	3,429	84,393
Escambia	74,667	37,449	37,218	18,105	11,317	11,717	921	20,362
Flagler	3,008	—	3,008	943	348	349	66	496
Franklin	5,991	3,268	2,723	1,605	639	697	110	1,054
Gadsden	31,450	10,998	20,452	6,518	2,237	2,305	306	5,288
Gilchrist	4,250	—	4,250	1,037	307	314	53	532
Glades	2,745	—	2,745	827	350	358	39	386
Gulf	6,951	—	6,951	1,785	884	916	92	1,119
Hamilton	9,778	—	9,778	2,413	663	674	133	1,128
Hardee	10,158	2,710	7,448	2,700	1,270	1,322	192	2,095
Hendry	5,237	—	5,237	1,714	817	848	105	1,428
Hernando	5,641	—	5,641	1,592	738	759	103	1,400
Highlands	9,246	6,280	2,966	2,499	1,445	1,498	201	2,473
Hillsborough	100,148	115,882	64,266	49,860	35,836	36,540	3,665	61,432
Holmes	15,447	—	15,447	3,450	1,048	1,085	135	775
Indian River	8,957	3,050	5,907	2,563	1,454	1,506	234	2,852
Jackson	34,128	5,079	29,349	8,181	2,414	2,463	339	4,537
Jefferson	12,032	—	12,032	2,950	777	828	144	1,153
Lafayette	4,405	—	4,405	1,037	426	429	51	396
Lake	27,255	7,617	19,638	8,003	4,696	4,739	549	7,273
Lee	17,488	10,604	6,884	4,994	3,172	3,415	393	6,622
Leon	31,646	16,240	15,406	8,380	3,857	4,040	416	9,236
Levy	12,550	—	12,550	3,351	1,054	1,112	190	1,619
Liberty	3,752	—	3,752	946	243	252	46	221
Madison	16,190	2,730	13,460	3,960	1,229	1,279	225	2,158
Manatee	26,098	14,530	11,568	7,448	4,567	4,835	461	7,391
Marion	31,243	8,986	22,257	8,429	4,129	4,200	428	8,172
Martin	6,295	—	6,295	1,979	1,057	1,069	167	1,719
Monroe	14,078	12,927	1,151	3,975	2,555	2,584	334	2,947
Nassau	10,826	3,492	7,334	2,668	1,301	1,343	186	1,901
Okaloosa	12,900	—	12,900	3,057	1,207	1,254	160	1,771
Okeechobee	3,000	—	3,000	824	385	389	66	780
Orange	70,074	44,511	25,563	20,413	14,992	15,401	1,561	33,718
Osceola	10,119	3,225	6,894	3,202	2,008	2,028	183	2,252
Palm Beach	79,989	57,157	22,832	23,880	14,879	15,223	2,182	38,733
Pasco	13,981	2,561	11,420	4,255	2,276	2,380	246	2,329
Pinellas	91,852	74,350	17,502	28,970	23,009	23,872	2,163	44,445
Polk	86,665	46,062	40,603	23,971	14,802	15,315	1,821	28,932
Putnam	18,698	7,140	11,558	5,366	2,408	2,467	374	4,408
St. Johns	20,012	12,090	7,922	5,628	3,315	3,358	496	6,366
St. Lucie	11,871	8,040	3,831	3,316	1,663	1,780	242	5,129
Santa Rosa	16,085	—	16,085	3,808	1,375	1,420	150	1,488
Sarasota	16,106	11,141	4,965	4,658	3,220	3,324	448	8,193
Seminole	22,304	10,127	12,087	6,239	3,470	3,536	542	5,691
Sumter	11,041	—	11,041	2,953	1,276	1,316	166	1,318
Suwannee	17,073	3,427	13,646	4,113	1,459	1,511	283	2,731
Taylor	11,565	2,668	8,897	3,138	953	973	167	2,081
Union	7,094	—	7,094	1,254	387	393	70	445
Volusia	53,710	34,027	19,683	16,129	10,747	10,888	1,353	20,367
Wakulla	5,463	—	5,463	1,341	472	484	71	684
Walton	14,246	2,570	11,676	3,350	1,120	1,191	159	1,750
Washington	12,302	—	12,302	2,924	874	900	128	1,087
Total State	1,897,414	1,045,791	851,623	519,887	326,447	336,803	36,849	\$661,022

GEORGIA

Population	3,123,723
Families	752,241
Radio Homes, 1940 Census	381,668
Radio Homes, NAB Projection	394,755

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Appling	14,497	2,916	11,581	3,032	1,165	1,179	180	\$1,601
Atkinson	7,093	—	7,093	1,585	650	658	87	457
Bacon	8,096	—	8,096	1,789	769	791	145	1,282
Baker	7,344	—	7,344	1,667	392	410	63	277
Baldwin	24,190	6,778	17,412	4,006	1,957	2,023	244	3,319
Banks	8,733	—	8,733	1,926	791	820	60	199
Barrow	13,064	3,974	9,090	3,290	1,819	1,864	182	1,805
Bartow	25,283	6,141	19,142	5,828	3,268	3,443	276	3,794
Ben Hill	14,523	7,388	7,135	3,569	1,876	1,900	242	3,445
Berrien	15,370	—	15,370	3,493	1,348	1,367	180	2,125
Bibb	83,783	57,865	26,918	23,159	13,065	13,461	1,306	28,800
Bleckley	9,655	—	9,655	2,322	868	894	134	1,165
Brantley	6,871	—	6,871	1,457	402	410	79	386
Brooks	20,497	4,450	16,047	4,668	1,582	1,632	193	2,116
Bryan	6,288	—	6,288	1,439	374	384	108	559
Bulloch	26,010	5,028	20,982	5,943	2,347	2,421	454	4,767

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Burke	26,520	3,793	22,727	6,873	1,556	1,617	335	2,670
Butts	9,182	—	9,182	2,278	996	1,032	129	1,319
Calhoun	10,438	—	10,438	2,609	608	616	171	1,099
Camden	5,910	—	5,910	1,438	458	486	96	884
Candler	9,103	—	9,103	2,079	827	843	118	1,373
Carroll	34,156	6,214	27,942	8,356	4,179	4,344	474	4,289
Catoosa	12,199	—	12,199	2,585	1,784	1,816	99	660
Charlton	5,256	—	5,256	1,224	408	412	68	568
Chatham	117,970	95,996	21,974	31,718	20,172	20,732	2,064	40,137
Chattahoochee	15,138	—	15,138	527	149	153	49	250
Chattooga	18,532	3,800	14,732	4,207	2,550	2,750	176	2,833
Cherokee	20,126	2,651	17,475	4,691	2,415	2,463	335	2,519
Clarke	28,398	20,650	7,748	7,401	4,757	4,909	428	10,711
Clay	7,064	—	7,064	1,696	455	464	102	765
Clayton	11,665	338	11,317	2,795	1,547	1,587	135	728
Clinch	6,437	—	6,437	1,580	613	624	106	741
Cobb	38,272	8,667	29,605	9,335	5,994	6,366	502	6,578
Coffee	21,541	5,175	16,366	4,824	1,759	1,808	243	3,314
Colquitt	33,012	10,147	22,865	7,467	3,232	3,357	396	5,411
Columbia	9,433	—	9,433	2,169	787	810	108	459
Cook	11,919	—	11,919	2,772	1,170	1,207	146	1,614
Coweta	26,972	7,182	19,790	6,604	3,065	3,145	359	4,238
Crawford	7,128	—	7,128	1,555	436	466	93	411
Crisp	17,540	7,929	9,611	4,422	1,714	1,742	241	4,342
Dade	5,894	—	5,894	1,222	566	586	57	353
Dawson	4,479	—	4,479	961	394	410	53	88
Decatur	22,234	6,352	15,882	5,302	1,652	1,735	287	3,362
De Kalb	86,942	45,555	41,387	22,648	17,981	18,495	792	13,029
Dodge	21,022	3,311	17,711	4,773	1,578	1,606	242	2,153
Dooly	16,886	—	16,886	3,951	1,241	1,272	185	1,414
Dougherty	28,556	19,055	9,510	7,421	3,623	3,735	525	11,035
Douglas	10,053	2,555	7,498	2,320	1,100	1,162	130	1,107
Early	18,679	2,774	15,905	4,382	1,264	1,317	198	2,440
Echols	2,964	—	2,964	768	216	216	28	99
Effingham	9,646	—	9,646	2,296	762	792	104	762
Elbert	19,618	6,188	13,430	4,706	2,146	2,318	283	2,790
Emanuel	23,517	3,575	19,942	5,498	2,157	2,226	356	3,003
Evans	7,401	—	7,401	1,749	659	691	113	1,159
Fannin	14,752	—	14,752	3,106	1,588	1,617	173	853
Fayette	8,170	—	8,170	1,846	633	637	87	506
Floyd	56,141	26,282	29,859	13,811	9,424	9,954	625	14,813
Forsyth	11,332	—	11,332	2,586	1,168	1,190	746	607
Franklin	15,612	—	15,612	3,484	1,649	1,708	217	1,918
Fulton	392,886	310,786	82,100	103,465	75,216	77,513	6,878	203,075
Gilmer	9,001	—	9,001	1,951	736	748	87	689
Glascok	4,547	—	4,547	1,000	471	482	62	308
Glynn	21,920	15,035	6,885	5,677	3,400	3,453	431	7,036
Gordon	18,445	2,955	15,490	4,312	2,715	2,801	261	2,826
Grady	19,654	4,653	15,001	4,520	1,836	1,865	186	2,506
Greene	13,709	—	13,709	3,254	1,195	1,277	123	1,530
Gwinnett	29,077	4,191	24,886	6,822	3,504	3,634	392	3,143
Habersham	14,771	—	14,771	3,380	1,822	1,876	235	2,180
Hall	34,822	10,243	24,579	8,109	4,845	4,956	474	7,765
Hancock	12,764	—	12,764	2,745	644	673	151	1,150
Haralson	14,377	—	14,377	3,459	1,791	1,851	150	1,841
Harris	11,428	—	11,428	2,621	748	777	93	736
Hart	15,512	—	15,512	3,487	1,702	1,773	110	1,013
Heard	8,610	—	8,610	1,903	582	603	81	430
Henry	15,119	—	15,119	3,493	1,358	1,401	169	1,471
Houston	11,303	—	11,303	2,657	799	817	115	1,543
Irwin	12,936	—	12,936	2,775	1,008	1,031	112	1,171
Jackson	20,089	3,294	16,795	4,640	2,214	2,312	243	2,520
Jasper	8,772	—	8,772	2,146	705	884	124	1,013
Jeff Davis	8,841	—	8,841	1,901	796	802	92	874
Jefferson	20,040	—	20,040	4,637	1,735	1,804	324	2,613
Jenkins	11,843	2,820	9,023	2,893	806	816	137	1,391
Johnson	12,953	—	12,953	3,033	885	902	188	1,296
Jones	8,331	—	8,331	1,943	597	673	53	436
Lamar	10,091	3,535	6,556	2,481	1,216	1,242	143	1,414
Lanier	5,632	—	5,632	1,220	462	467	61	545
Laurens	33,606	7,814	25,792	7,821	2,948	3,091	494	4,798
Lee	7,837	—	7,837	2,010	375	385	46	455
Liberty	8,595	—	8,595	2,018	490	541	114	768
Lincoln	7,042	—	7,042	1,503	467	523	103	566
Long	4,086	—	4,086	932	216	235	61	269
Lowndes	31,860	15,595	16,265	7,620	3,483	3,572	476	7,697
Lumpkin	6,223	—	6,223	1,403	540	549	115	426
McDuffie	10,878	3,088	3,790	2,605	1,000	1,061	159	1,674
McIntosh	5,292	—	5,292	1,375	405	421	101	663
Macon	15,947	—	15,947	3,845	1,194	1,231	149	1,643
Madison	13,431	—	13,431	3,082	1,344	1,403	132	848
Marion	6,954	—	6,954	1,597	430	444	96	668
Meriwether	22,055	3,417	18,638	5,119	1,849	1,972	308	2,066

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Miller	9,998	—	9,998	2,182	649	665	110	851
Mitchell	23,261	5,167	18,094	5,282	1,610	1,672	293	2,875
Monroe	10,749	—	10,749	2,503	891	912	146	1,499
Montgomery	9,668	—	9,668	2,061	583	616	123	668
Morgan	12,713	—	12,713	3,092	1,082	1,139	125	1,363
Murray	11,137	—	11,137	2,362	1,290	1,322	96	785
Muscogee	75,494	53,280	22,214	19,503	12,073	12,513	1,146	26,545
Newtown	18,576	7,016	11,560	4,486	2,584	2,641	246	3,127
Oconee	7,576	—	7,576	1,771	716	730	61	237
Oglethorpe	12,430	—	12,430	2,741	960	998	99	736
Paulding	12,832	—	12,832	2,788	1,282	1,322	90	842
Peach	10,378	4,953	5,425	2,572	1,054	1,073	139	2,015
Pickens	9,136	—	9,136	2,074	1,092	1,103	84	969
Pierce	11,800	—	11,800	2,587	890	913	163	1,789
Pike	10,375	—	10,375	2,319	923	941	107	670
Polk	28,467	12,789	15,678	6,428	4,162	4,294	332	5,230
Pulaski	9,829	3,000	6,829	2,492	808	824	134	1,540
Putnam	8,514	—	8,514	1,957	693	708	118	1,199
Quitman	3,435	—	3,435	743	152	158	36	153
Rabun	7,821	—	7,821	1,712	690	712	110	1,058
Randolph	16,609	3,447	13,162	3,968	1,161	1,199	280	2,130
Richmond	81,863	65,919	15,944	21,201	12,539	13,159	1,335	27,603
Rockdale	7,724	—	7,724	1,824	916	924	117	1,065
Schley	5,033	—	5,033	1,127	395	400	54	446
Screven	20,353	2,531	17,822	4,636	1,251	1,284	248	1,990
Seminole	8,492	—	8,492	1,906	596	613	128	1,146
Spalding	28,427	13,222	15,205	7,106	4,463	4,560	403	7,755
Stephens	12,972	5,494	7,478	2,972	1,722	1,746	182	2,218
Stewart	10,603	—	10,603	2,398	616	646	131	1,144
Sumter	24,502	9,281	15,221	6,287	2,215	2,267	389	4,587
Talbot	8,141	45	8,096	1,834	416	431	101	587
Taliaferro	6,278	—	6,278	1,372	387	397	65	379
Tattnall	16,243	—	16,243	3,448	1,379	1,458	225	1,913
Taylor	10,768	—	10,768	2,482	858	876	125	1,137
Telfair	15,145	—	15,145	3,428	1,213	1,234	232	2,028
Terrell	16,675	3,681	12,994	4,123	1,037	1,080	223	2,139
Thomas	31,289	12,683	18,606	7,779	3,650	3,784	489	6,034
Tift	18,599	5,228	13,371	4,548	2,005	2,080	353	4,474
Toombs	16,952	4,109	12,843	3,734	1,469	1,547	255	2,822
Towns	4,925	—	4,925	1,053	462	479	58	165
Treutlen	7,632	—	7,632	1,621	504	528	84	814
Troup	43,879	29,460	14,419	10,608	5,427	5,607	648	12,064
Turner	10,846	—	10,846	2,567	936	954	138	1,393
Twiggs	9,117	—	9,117	1,985	431	472	78	428
Union	7,680	—	7,680	1,706	546	558	112	261
Upson	25,064	13,916	11,148	5,890	3,311	3,410	288	4,844
Walker	31,024	7,047	23,977	7,296	4,826	5,018	333	3,988
Walton	20,777	4,168	16,609	4,893	2,559	2,698	234	2,874
Ware	27,929	16,763	11,166	6,710	3,804	3,873	541	8,464
Warren	10,236	—	10,236	2,399	683	702	94	900
Washington	24,230	3,566	20,664	5,704	1,707	1,800	378	2,648
Wayne	13,122	2,903	10,219	2,987	1,138	1,158	190	1,850
Webster	4,726	—	4,726	1,019	271	274	46	267
Wheeler	8,535	—	8,535	1,827	682	716	89	427
White	6,417	—	6,417	1,394	559	585	100	295
Whitfield	26,105	10,448	15,657	6,080	4,320	4,497	423	6,594
Wilcox	12,755	—	12,755	2,875	938	954	156	1,012
Wilkes	15,084	3,537	11,547	3,613	1,110	1,160	208	1,862
Wilkinson	11,025	—	11,025	2,640	904	949	149	1,001
Worth	21,374	—	21,374	4,884	1,444	1,488	202	1,565
Total State	3,123,723	1,073,808	2,049,915	752,241	381,668	394,755	42,968	\$670,021

IDAHO

Population	524,873
Families	141,727
Radio Homes, 1940 Census	118,824
Radio Homes, NAB Projection	122,471

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Ada	50,401	26,130	24,271	14,423	12,535	13,140	862	\$26,236
Adams	3,407	—	3,407	971	685	724	64	626
Bannock	34,759	20,824	13,935	8,892	7,844	8,048	637	15,025
Bear Lake	7,911	2,824	5,087	1,961	1,804	1,855	147	2,207
Benewah	7,332	—	7,332	2,103	1,693	1,718	121	1,585
Bingham	21,044	3,681	17,363	4,964	4,206	4,325	273	4,872
Blaine	5,295	—	5,295	1,473	1,166	1,216	152	2,215
Boise	2,333	—	2,333	753	510	530	41	394
Bonner	15,667	4,356	11,311	4,606	3,408	3,517	258	3,624
Bonneville	25,697	15,024	10,673	6,467	5,487	5,757	382	12,349
Boundary	5,987	—	5,987	1,657	1,331	1,355	101	1,750
Butte	1,877	—	1,877	504	382	386	41	418

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Camas	1,360		1,360	369	325	330	39	327
Canyon	40,987	19,421	21,566	11,225	9,578	9,864	632	14,233
Caribou	2,284		2,284	630	544	555	60	837
Cassia	14,430	5,329	9,101	3,488	2,898	2,977	239	4,667
Clark	1,005		1,005	276	230	244	20	1190
Clearwater	8,243		8,243	2,254	1,728	1,766	107	2,147
Custer	3,549		3,549	1,008	746	764	89	906
Elmore	5,518		5,518	1,549	1,219	1,237	136	1,805
Franklin	10,229	4,236	5,993	2,357	2,165	2,203	146	2,637
Freemont	10,304	2,719	7,585	2,430	2,039	2,109	156	2,451
Gem	9,544	3,203	6,341	2,601	2,120	2,186	122	2,912
Gooding	9,257	2,568	6,689	2,451	1,967	2,018	155	2,769
Idaho	12,691		12,691	3,543	2,697	2,790	212	3,293
Jefferson	10,762		10,762	2,522	2,153	2,227	144	1,906
Jerome	9,900	3,537	6,363	2,546	2,053	2,178	144	2,904
Kootenai	22,283	10,049	12,234	6,723	5,684	5,796	412	6,139
Latah	18,804	6,014	12,790	5,355	4,695	4,758	328	6,463
Lemhi	6,521		6,521	1,890	1,349	1,381	136	2,176
Lewis	4,666		4,666	1,302	1,142	1,159	98	1,345
Lincoln	4,230		4,230	1,137	882	904	82	1,031
Madison	9,186	3,437	5,749	2,098	1,813	1,876	135	2,529
Minidoka	9,870	3,167	6,703	2,563	2,174	2,221	153	2,690
Nez Perce	18,873	10,548	8,325	5,620	4,751	4,948	355	10,123
Oneida	5,417	2,731	2,686	1,285	1,143	1,159	92	1,277
Owyhee	5,652		5,652	1,526	1,006	1,041	93	934
Payette	9,511	3,322	6,189	2,687	2,230	2,285	179	3,020
Pawer	3,965		3,965	1,033	839	854	75	1,161
Shoshone	21,230	8,074	13,156	6,073	5,382	5,489	396	9,035
Teton	3,601		3,601	817	655	672	70	568
Twin Falls	36,403	11,851	24,552	9,979	8,672	8,948	591	15,786
Valley	4,035		4,035	1,162	907	916	103	1,566
Washington	8,853	3,663	5,190	2,454	1,988	2,045	167	3,375
Total State	524,873	176,708	348,165	141,727	118,821	122,471	8,944	\$184,503

ILLINOIS

Population	7,897,241
Families	2,192,724
Radio Homes, 1940 Census	1,974,604
Radio Homes, NAB Projection	2,023,969

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adams	65,229	40,469	24,760	18,694	15,778	16,058	1,220	\$20,192
Alexander	25,496	14,407	11,089	7,230	4,114	4,311	356	5,643
Bond	14,540	3,391	11,149	4,325	3,148	3,203	244	3,176
Boone	15,202	8,094	7,108	4,375	3,985	4,138	293	5,079
Brown	8,053	—	8,053	2,463	1,800	1,851	149	1,361
Bureau	37,600	10,234	27,366	10,793	9,737	9,929	917	9,677
Calhoun	8,207	—	8,207	2,152	1,538	1,578	145	1,206
Carroll	17,987	4,792	13,195	5,289	4,668	4,760	437	5,363
Cass	16,425	6,505	9,920	4,744	3,823	3,981	392	4,604
Champaign	76,578	37,366	33,212	19,443	17,686	18,271	1,348	31,332
Christian	38,564	14,279	24,285	11,060	9,208	9,607	719	11,011
Clark	18,842	5,301	13,541	5,553	4,176	4,304	375	3,775
Clay	18,947	5,474	13,473	5,421	4,314	4,400	279	4,080
Clinton	22,912	3,225	19,687	5,913	4,560	4,690	418	3,746
Coles	38,470	24,024	14,446	11,225	9,707	9,945	716	13,591
Cook	4,063,342	3,956,153	107,189	1,125,468	1,060,563	1,083,788	81,007	1,961,700
Crawford	21,294	4,311	16,983	6,267	4,904	4,991	418	4,880
Cumberland	11,698	—	11,698	3,291	2,627	2,696	148	1,320
De Kalb	34,388	16,456	17,932	9,871	9,200	9,358	702	13,401
De Witt	18,244	6,331	11,913	5,246	4,650	4,642	354	5,290
Douglas	17,590	2,838	14,752	5,073	4,337	4,432	280	4,591
Du Page	103,480	73,204	30,276	27,538	26,091	26,745	1,533	32,356
Edgar	24,430	9,281	15,149	7,292	6,184	6,298	483	6,887
Edwards	8,974	—	8,974	2,724	2,042	2,083	160	1,602
Effingham	22,034	6,180	15,854	5,844	4,677	4,797	518	6,649
Fayette	29,159	5,288	23,871	7,811	5,902	6,103	478	7,610
Ford	15,007	3,106	11,901	4,380	3,897	4,081	378	4,854
Franklin	53,137	26,594	26,543	15,462	11,926	12,295	872	10,877
Fulton	44,627	11,577	33,050	13,248	11,105	11,475	800	10,841
Gallatin	11,414	—	11,414	3,123	2,171	2,213	183	1,516
Greene	20,292	5,582	14,710	5,763	4,370	4,484	359	3,772
Grundy	18,398	6,145	12,253	5,115	4,464	4,760	434	4,893
Hamilton	13,454	2,528	10,926	3,782	2,604	2,635	207	1,469
Hancock	26,297	2,575	23,722	8,090	6,493	6,652	564	4,973
Hardin	7,759	—	7,759	2,024	1,348	1,364	127	805
Henderson	8,949	—	8,949	2,595	2,095	2,111	140	1,073
Henry	43,798	23,537	20,261	12,733	11,468	11,739	855	13,492
Iroquois	32,496	3,744	28,752	9,182	8,091	8,311	626	7,955

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910	NAB Projection	Stores	Sales
Jackson	37,920	17,526	20,394	10,543	7,968	8,261	812	10,396
Jasper	13,431	—	13,431	3,812	2,911	2,938	191	1,852
Jefferson	34,375	14,724	19,651	9,857	7,726	7,899	626	9,642
Jersey	13,636	4,809	8,827	3,802	2,695	2,782	221	2,752
Jo Daviess	19,989	4,126	15,863	5,760	4,862	4,952	426	4,854
Johnson	10,727	—	10,727	2,930	1,893	1,947	181	1,278
Kane	130,206	99,984	30,222	34,617	32,122	33,289	2,407	55,296
Kankakee	60,877	25,930	34,947	13,899	12,675	13,045	1,084	20,579
Kendall	11,105	—	11,105	3,053	2,770	2,837	139	1,971
Knox	52,250	32,094	20,156	15,495	13,666	14,026	1,061	19,034
Lake	121,094	79,652	41,442	30,214	28,416	28,987	2,232	49,044
La Salle	97,801	65,338	32,463	26,389	23,906	24,673	2,043	34,124
Lawrence	21,075	6,213	14,862	5,781	4,376	4,534	421	4,970
Lee	34,604	10,671	23,933	8,517	7,782	8,036	564	9,852
Livingston	38,838	9,585	29,253	10,004	8,979	9,217	694	9,997
Logan	29,438	12,752	16,686	7,144	6,283	6,457	595	8,073
McDonough	26,944	11,670	15,274	8,172	6,927	7,207	530	8,132
McHenry	37,311	13,161	24,150	10,330	9,402	9,806	912	14,687
McLean	73,930	39,851	34,079	20,967	18,907	19,482	1,504	28,383
Macon	84,693	59,305	25,388	24,349	22,033	22,627	1,542	37,018
Macoupin	46,304	19,217	27,087	13,896	11,247	11,554	913	9,668
Madison	149,349	104,638	44,711	40,882	35,593	36,340	2,739	46,173
Marion	47,989	23,028	24,961	13,808	10,687	11,147	921	18,960
Marshall	13,179	—	13,179	3,794	3,297	3,370	295	3,212
Mason	15,358	3,999	11,359	4,603	3,739	3,839	372	4,015
Massac	14,937	6,287	8,650	4,246	2,915	2,985	308	2,563
Menard	10,663	2,586	8,077	3,085	2,539	2,582	217	2,326
Mercer	17,701	2,593	15,108	5,156	4,464	4,540	342	3,922
Monroe	12,754	—	12,754	3,489	2,552	2,588	254	3,149
Montgomery	34,499	14,124	20,375	10,155	8,164	8,438	669	8,811
Morgan	36,378	19,844	16,534	9,251	7,714	7,932	643	11,821
Moultrie	13,477	3,101	10,376	3,827	3,101	3,177	231	2,450
Ogle	29,869	7,025	22,844	8,722	7,820	8,010	500	7,857
Peoria	153,374	109,463	43,911	43,105	38,895	40,198	2,677	71,695
Perry	23,438	10,661	12,777	6,536	4,885	5,075	422	5,220
Piatt	14,659	2,523	12,136	4,147	3,651	3,717	256	3,018
Pike	25,340	2,884	22,456	7,424	5,581	5,720	494	4,878
Pope	7,999	—	7,999	2,229	1,417	1,466	106	802
Pulaski	15,875	—	15,875	4,273	2,480	2,563	242	1,668
Putnam	5,289	—	5,289	1,518	1,243	1,278	97	754
Randolph	33,608	8,774	24,834	8,260	6,285	6,528	518	6,006
Richland	17,137	7,831	9,306	4,971	3,951	4,034	336	4,898
Rock Island	113,323	92,732	20,591	31,725	29,483	30,074	2,277	43,090
St. Clair	166,899	108,537	58,362	46,985	40,234	41,356	2,924	49,309
Saline	38,066	16,344	21,722	10,850	8,319	8,682	619	8,927
Sangamon	117,912	75,503	42,409	33,207	28,802	30,404	2,063	48,298
Schuyler	11,430	—	11,430	3,275	2,585	2,629	177	1,914
Scott	8,176	—	8,176	2,390	1,775	1,847	155	1,459
Shelby	26,290	4,092	22,198	7,737	6,279	6,446	486	4,491
Stark	8,881	—	8,881	2,563	2,199	2,248	205	2,007
Stephenson	40,646	22,366	18,280	11,669	10,610	10,823	844	15,619
Tazewell	58,362	29,748	28,614	16,260	14,660	15,026	934	13,867
Union	21,528	4,092	17,436	5,105	3,595	3,750	291	4,178
Vermilion	86,791	48,981	37,810	24,576	21,304	21,819	1,610	27,350
Wabash	13,724	6,987	6,737	3,936	3,219	3,305	262	3,989
Warren	21,286	9,096	12,190	6,252	5,458	5,609	460	7,189
Washington	15,801	—	15,801	4,491	3,139	3,225	326	2,882
Wayne	22,092	4,008	18,084	6,107	4,344	4,512	301	4,005
White	20,027	4,098	15,929	5,691	4,314	4,423	411	4,396
Whiteside	43,338	22,122	21,216	12,314	11,040	11,363	823	13,963
Will	114,210	47,608	66,602	29,045	26,692	27,285	1,843	35,388
Williamson	51,424	26,914	24,510	14,858	11,609	12,063	792	10,760
Winnebago	121,178	87,462	33,716	34,818	32,303	33,194	2,209	51,803
Woodford	19,124	—	19,124	5,256	4,589	4,724	346	5,276
Total State	7,897,241	5,809,650	2,087,591	2,192,721	1,974,601	2,023,969	151,829	\$3,152,602

INDIANA

Population	3,427,796
Families	961,498
Radio Homes, 1940 Census	826,603
Radio Homes, NAB Projection	848,325

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910	NAB Projection	Stores	Sales
Adams	21,254	5,861	15,393	5,455	4,779	4,836	352	\$5,041
Allen	155,084	118,140	36,674	42,223	39,150	40,101	2,885	64,856
Bartholomew	28,276	11,738	16,538	8,146	6,790	6,963	520	8,519
Benton	11,117	—	11,117	3,072	2,678	2,770	206	3,414
Blackford	13,783	7,110	6,673	3,948	3,538	3,603	260	3,881
Boone	22,081	6,529	15,552	6,640	5,891	6,023	416	6,129
Brown	6,189	—	6,189	1,618	952	982	86	546
Carroll	15,140	—	15,140	4,599	3,837	3,891	300	3,632
Cass	36,908	20,177	16,731	10,343	9,223	9,454	696	11,920
Clark	31,020	11,493	19,527	8,544	6,371	6,503	507	5,515

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940	NAB	Stores	Sales
				Census	Projection			
Clay	25,365	8,126	17,239	7,348	5,728	5,839	411	6,048
Clinton	28,411	13,706	14,705	8,356	7,340	7,551	517	9,838
Crawford	10,171	—	10,171	2,736	1,656	1,673	209	1,088
Davies	26,163	9,312	16,851	7,067	5,364	5,546	427	5,557
Dearborn	23,053	9,241	13,812	6,447	5,231	5,364	389	5,091
Decatur	17,722	6,065	11,657	5,066	3,912	3,980	392	4,900
De Kalb	24,756	9,700	15,056	7,200	6,193	6,392	521	7,228
Delaware	74,963	49,720	25,243	21,719	19,877	20,316	1,407	27,577
Dubois	22,579	8,557	13,722	5,597	4,067	4,176	437	4,786
Elkhart	72,634	47,837	24,797	20,632	18,372	18,744	1,307	26,399
Fayette	19,411	12,898	6,513	5,455	4,839	4,925	300	5,442
Floyd	35,061	25,414	9,647	10,102	8,406	8,678	772	9,145
Fountain	18,299	3,760	14,539	5,362	4,450	4,536	347	4,826
Franklin	14,412	—	14,412	3,831	2,766	2,811	235	2,428
Fulton	15,577	3,835	11,742	4,615	3,999	4,066	327	4,114
Gibson	30,709	10,854	19,855	8,563	6,812	6,924	540	6,030
Grant	55,813	30,255	25,558	15,783	14,058	14,635	1,093	18,231
Greene	31,330	9,681	21,649	9,150	6,922	7,121	596	6,384
Hamilton	24,614	5,575	19,039	7,462	6,494	6,595	492	6,602
Hancock	17,902	4,821	12,481	5,276	4,514	4,639	361	4,658
Harrison	17,106	—	17,106	4,562	2,961	3,030	253	2,201
Hendricks	20,151	—	20,151	5,896	4,949	5,083	381	4,453
Henry	40,208	16,620	23,588	11,252	10,140	10,323	727	11,230
Howard	47,752	33,795	13,937	13,528	12,300	12,614	907	17,001
Huntington	29,931	13,903	16,028	8,557	7,702	7,854	603	9,197
Jackson	26,612	8,620	17,992	7,296	5,703	5,816	534	6,630
Jasper	14,397	3,214	11,183	3,859	3,214	3,354	260	3,891
Jay	26,601	9,140	13,461	6,666	5,713	5,902	467	6,384
Jefferson	19,912	6,923	12,989	5,293	3,930	4,041	385	4,488
Jennings	13,680	3,112	10,568	3,428	2,252	2,299	185	2,279
Johnson	22,493	6,264	16,229	6,516	5,415	5,558	429	5,991
Knox	43,973	23,338	20,635	12,330	9,955	10,310	916	13,226
Kosciusko	29,561	6,378	12,183	8,653	7,381	7,530	510	8,232
Lagrange	14,352	—	14,352	3,864	2,846	2,885	281	3,191
Lake	293,195	264,780	28,415	75,902	69,917	71,713	4,873	106,544
La Porte	63,660	42,656	21,004	16,788	15,219	15,616	1,184	23,006
Lawrence	35,045	15,907	19,138	9,611	7,655	7,766	551	7,319
Madison	88,575	57,286	31,289	25,325	22,920	23,677	1,736	30,737
Marion	406,926	390,879	70,047	131,660	120,282	124,210	8,719	215,676
Marshall	25,935	5,713	20,222	7,329	6,094	6,362	531	7,290
Martin	10,300	—	10,300	2,600	1,648	1,680	161	1,491
Miami	27,926	12,432	15,494	8,168	7,215	7,382	547	7,917
Monroe	36,534	20,870	15,664	9,981	7,868	8,143	580	11,637
Montgomery	27,231	11,089	16,142	8,305	7,160	7,341	630	9,012
Morgan	19,801	5,009	14,792	5,690	4,296	4,415	392	5,203
Newton	10,775	—	10,775	3,022	2,479	2,584	226	3,183
Noble	22,776	5,431	17,345	6,598	5,634	5,748	513	6,288
Ohio	3,782	—	3,782	1,118	854	863	76	636
Orange	17,311	—	17,311	4,748	3,339	3,430	300	3,545
Owen	12,090	—	12,090	3,478	2,296	2,351	241	2,398
Parke	17,358	—	17,358	5,016	3,814	3,899	335	3,586
Perry	17,770	5,395	12,375	4,533	3,033	3,068	341	2,674
Pike	17,045	3,075	13,970	4,759	3,242	3,361	333	3,051
Porter	27,836	8,736	19,100	7,703	6,867	6,985	583	8,995
Posey	19,183	5,638	13,545	5,437	4,000	4,095	334	3,674
Pulaski	12,056	—	12,056	3,216	2,493	2,565	226	2,942
Putnam	20,839	4,872	15,967	5,886	4,867	4,914	402	4,975
Randolph	26,766	8,838	17,928	8,066	6,854	7,031	553	7,025
Ripley	18,898	3,065	15,833	5,213	3,722	3,805	399	4,290
Rush	18,927	5,960	12,967	5,465	4,712	4,785	378	4,752
St. Joseph	161,823	129,566	32,257	43,804	40,180	41,204	2,844	63,459
Scott	8,978	—	8,978	2,550	1,888	1,904	151	1,607
Shelby	25,953	10,791	15,162	7,815	6,547	6,705	472	8,241
Spencer	16,211	—	16,211	4,413	2,872	2,956	297	2,101
Starke	12,258	—	12,258	3,438	2,615	2,665	279	3,218
Steuben	13,740	3,141	10,599	4,148	3,455	3,532	393	5,033
Sullivan	27,014	5,077	21,937	7,939	5,940	6,123	473	5,054
Switzerland	8,167	—	8,167	2,438	1,676	1,743	166	902
Tiptecanoe	51,020	35,068	15,952	14,305	12,781	13,247	829	23,420
Tipton	15,135	5,101	10,034	4,385	3,872	3,930	284	3,475
Union	6,017	—	6,017	1,793	1,522	1,543	86	1,555
Vanderburg	130,783	97,062	33,721	36,227	31,356	32,136	2,379	50,953
Vermillion	21,787	7,092	14,695	6,506	5,297	5,401	479	5,049
Vigo	99,709	66,422	33,287	30,080	25,651	26,153	2,037	39,110
Wabash	26,601	12,823	13,778	7,561	6,708	6,856	589	8,488
Warren	9,055	—	9,055	2,529	2,075	2,113	127	1,268
Warrick	19,435	4,526	14,909	5,433	3,833	3,998	301	3,438
Washington	17,008	3,194	13,814	4,662	3,210	3,309	294	2,653
Wayne	59,229	35,147	24,082	16,456	14,864	15,315	1,190	21,734
Wells	19,099	5,417	13,682	5,537	4,776	4,912	291	4,842
White	17,037	5,153	13,884	4,873	4,055	4,199	396	4,379
Whitley	17,001	4,219	12,782	4,934	4,280	4,356	332	4,471
Total State	3,427,796	1,887,712	1,540,084	961,498	826,603	848,325	63,979	\$1,130,514

All money figures in the retail-service column are in thousands (\$000) of dollars.

IOWA

Population 2,538,268
 Families 701,824
 Radio Homes, 1940 Census ... 617,006
 Radio Homes, NAB Projection 633,168

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Adair	13,196	13,196	3,763	3,222	3,299	288	\$3,124
Adams	10,156	10,156	2,930	2,491	2,570	202	2,106
Allamakee	17,184	2,972	14,212	4,500	3,665	3,777	381	4,565
Appanoose	24,245	8,413	15,832	6,975	5,544	5,647	484	5,649
Audubon	11,790	11,790	3,225	2,790	2,854	251	3,171
Benton	22,879	7,365	15,514	6,435	5,762	5,866	506	6,851
Black Hawk	79,946	61,092	18,854	22,621	21,084	21,563	1,446	37,097
Boone	29,782	12,373	17,409	7,917	7,043	7,232	592	9,013
Bremer	17,932	4,156	13,776	4,962	4,332	4,399	358	6,213
Buchanan	20,991	4,342	16,649	5,348	4,655	4,765	438	5,044
Buena Vista	19,838	5,274	14,564	5,483	5,054	5,148	528	7,599
Butler	17,986	17,986	4,983	4,328	4,373	358	4,503
Calhoun	17,584	17,584	4,864	4,398	4,496	457	5,401
Carroll	22,770	5,389	17,381	5,697	5,216	5,323	515	8,004
Cass	18,647	5,802	12,845	5,465	4,773	4,863	587	7,249
Cedar	16,884	2,518	14,366	4,845	4,087	4,286	336	5,144
Cerro Gordo	43,845	30,844	13,001	11,693	10,721	10,922	900	20,010
Cherokee	19,258	7,469	11,789	4,606	4,174	4,307	399	5,985
Chickasaw	15,227	2,933	12,294	4,116	3,510	3,576	337	4,032
Clarke	10,233	3,281	6,952	3,047	2,450	2,573	191	2,296
Clay	17,762	6,599	11,163	4,902	4,395	4,520	428	8,123
Clayton	24,334	24,334	6,650	5,504	5,591	551	5,470
Clinton	44,722	26,270	18,452	12,443	11,313	11,541	988	17,062
Crawford	20,538	4,361	16,177	5,361	4,708	4,790	443	5,446
Dallas	24,649	5,977	18,672	7,178	6,380	6,489	510	7,530
Davis	11,136	2,732	8,404	3,207	2,430	2,498	198	2,039
Decatur	14,012	14,012	3,970	3,600	3,147	279	2,948
Delaware	18,487	3,762	14,725	4,903	4,246	4,300	350	4,524
Des Moines	36,804	25,832	10,972	10,875	9,523	9,777	706	14,638
Dickinson	12,185	12,185	3,294	2,946	3,035	378	4,168
Dubuque	63,768	43,892	19,876	15,915	14,332	14,587	1,148	24,822
Emmet	13,406	5,651	7,755	3,548	3,121	3,228	307	5,136
Fayette	29,151	7,801	21,350	7,919	6,906	7,013	605	8,748
Floyd	20,169	8,681	11,488	5,706	5,046	5,208	443	6,298
Franklin	16,379	4,006	12,373	4,446	3,995	4,102	296	4,831
Fremont	14,645	14,645	4,143	3,464	3,539	337	2,633
Greene	16,599	4,088	12,511	4,725	4,262	4,357	392	4,658
Grundy	13,518	13,518	3,703	3,384	3,494	295	3,940
Guthrie	17,210	17,210	4,889	4,074	4,206	463	3,790
Hamilton	19,922	6,738	13,184	5,380	4,925	5,024	403	6,263
Hancock	15,402	15,402	3,965	3,568	3,633	295	4,243
Hardin	22,530	7,978	14,552	6,301	5,555	5,810	574	8,545
Harrison	22,767	3,994	18,773	6,143	4,857	4,984	510	5,236
Henry	17,994	4,610	13,384	4,856	4,099	4,186	316	4,033
Howard	13,531	3,530	10,001	3,592	3,024	3,095	268	3,426
Humboldt	13,459	2,819	10,640	3,565	3,060	3,264	333	3,849
Ida	11,047	11,047	3,024	2,711	2,782	263	3,232
Iowa	17,016	17,016	4,662	4,031	4,099	359	5,171
Jaekson	19,181	4,076	15,105	5,198	4,407	4,528	433	5,707
Jasper	21,496	10,462	21,034	8,847	7,843	8,032	529	8,315
Jefferson	15,762	6,773	8,989	4,641	3,836	3,997	343	4,468
Johnson	33,191	17,182	16,009	9,356	8,117	8,307	572	14,254
Jones	19,950	6,615	13,335	5,144	4,434	4,540	382	5,259
Keokuk	18,406	18,406	5,520	4,707	4,799	401	4,872
Kossuth	26,630	4,954	21,676	6,511	5,772	5,933	522	7,925
Lee	41,074	29,139	11,935	11,425	9,611	9,952	840	12,552
Linn	89,142	66,841	22,301	26,378	23,922	24,490	1,808	41,370
Louisa	11,384	11,384	3,265	2,682	2,746	230	3,083
Lucas	14,571	5,754	8,817	4,187	3,548	3,628	250	3,759
Lyon	15,374	2,556	12,818	3,772	3,236	3,369	357	3,422
Madison	14,525	3,631	10,894	4,215	3,430	3,533	280	3,649
Mahaska	26,485	11,024	15,461	7,696	6,687	6,824	449	7,957
Marion	27,019	10,574	10,445	7,299	6,125	6,427	550	7,235
Marshall	35,406	19,240	16,166	9,702	8,934	9,117	712	14,134
Mills	15,064	4,501	10,563	3,662	3,046	3,136	299	3,285
Mitchell	14,121	3,196	10,925	3,833	3,323	3,390	294	3,937
Monona	18,238	3,438	14,800	4,861	3,874	4,032	368	4,407
Monroe	14,553	5,157	9,396	3,964	3,174	3,300	263	2,893
Montgomery	15,697	5,763	9,934	4,606	4,131	4,238	397	5,359
Muscatine	31,296	18,286	13,010	9,259	8,210	8,375	686	11,038
O'Brien	19,293	3,768	15,525	5,185	4,689	4,845	520	6,858
Osceola	10,607	10,607	2,380	2,380	2,425	225	3,099
Page	24,887	11,751	13,136	6,678	5,772	5,952	628	11,026
Palo Alto	16,170	3,374	12,796	4,009	3,498	3,612	346	4,756
Plymouth	23,502	5,353	18,149	6,001	5,249	5,373	422	6,216
Pocahontas	16,262	16,266	4,204	3,815	3,934	349	4,471
Polk	195,835	164,071	31,764	56,516	51,022	53,129	3,972	94,342
Pottawattamie	66,756	41,439	25,317	18,471	16,259	16,675	1,356	20,145
Poweshiek	18,758	5,210	13,548	5,368	4,808	4,937	342	5,713

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	1940 NAB Projection	Stores	Sales
Ringgold	11,137		11,137	3,264	2,617	2,710	177	1,893
Sac	17,639	3,165	14,474	4,763	4,320	4,412	390	5,241
Scott	84,784	69,182	15,566	24,166	22,303	22,686	1,486	40,042
Shelby	16,720	3,727	12,993	4,255	3,783	3,854	414	4,557
Sioux	27,209	2,681	24,528	6,647	5,659	5,776	603	6,498
Story	33,434	15,908	17,526	9,286	8,478	8,773	815	14,447
Tama	22,428	2,832	19,596	6,237	5,570	5,670	499	5,954
Taylor	14,258		14,258	4,176	3,440	3,505	344	2,625
Union	16,280	8,038	8,247	4,848	4,142	4,303	377	5,145
Van Buren	12,053		12,053	3,702	2,997	3,063	262	2,151
Wapello	44,280	31,570	12,710	12,834	11,249	11,479	767	14,947
Warren	17,695	4,123	13,572	5,110	4,195	4,321	458	3,899
Washington	20,055	5,227	14,828	5,746	4,909	5,002	389	6,708
Wayne	13,308		13,308	4,016	3,341	3,400	264	2,511
Webster	41,521	22,904	18,617	11,374	10,444	10,568	808	18,315
Winnemago	13,972	2,545	11,427	3,555	3,047	3,152	317	4,719
Winneshiek	22,263	5,303	16,960	5,807	4,959	5,060	438	5,777
Woodbury	103,627	82,364	21,263	28,394	25,208	25,966	2,207	47,338
Worth	11,449		11,449	3,006	2,629	2,670	223	2,581
Wright	20,038	6,995	13,043	5,442	4,967	5,085	425	5,920
State Total	2,538,268	1,084,231	1,454,037	701,824	617,006	633,168	52,780	\$870,632

KANSAS

Population	1,801,028
Families	511,109
Radio Homes, 1940 Census	411,984
Radio Homes, NAB Projection	424,457

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	1940 NAB Projection	Stores	Sales
Allen	19,874	7,244	12,630	6,020	4,430	4,597	394	\$4,603
Anderson	11,658	2,607	9,051	3,404	2,430	2,489	242	2,310
Atchison	22,222	12,648	9,574	6,217	5,109	5,270	442	5,683
Barber	9,073		9,073	2,574	2,039	2,100	220	2,772
Barton	25,010	12,763	12,247	6,790	5,763	5,926	533	8,959
Bourbon	20,944	10,557	10,387	6,354	4,764	4,890	474	5,493
Brown	17,395	6,110	11,285	5,080	4,142	4,236	348	4,178
Butler	32,013	13,866	18,147	9,210	7,391	7,596	642	9,246
Chase	6,345		6,345	1,835	1,356	1,379	110	1,122
Chautauqua	9,233		9,233	2,685	1,754	1,796	169	1,991
Cherokee	29,817	12,698	17,119	8,656	6,325	6,476	505	5,063
Cheyenne	6,221		6,221	1,590	1,151	1,208	119	1,476
Clark	4,081		4,081	1,107	880	905	101	1,218
Clay	13,281	4,518	8,763	3,964	3,365	3,420	315	3,950
Cloud	17,247	6,255	10,992	5,001	3,974	4,123	385	4,803
Coffey	12,278		12,278	3,679	2,596	2,661	245	2,750
Comanche	4,412		4,412	1,241	1,023	1,034	141	1,323
Cowley	38,139	22,258	24,066	11,102	9,164	9,428	797	11,450
Crawford	44,191	20,125	24,066	13,614	10,881	11,055	1,024	12,244
Decatur	7,434		7,434	2,062	1,453	1,552	152	1,304
Dickinson	22,929	9,475	13,454	6,632	5,698	5,829	574	6,182
Doniphan	12,936		12,936	3,663	2,611	2,714	251	1,707
Douglas	25,171	14,390	10,781	7,897	6,609	6,799	527	9,078
Edwards	6,377		6,377	1,834	1,446	1,479	166	1,469
Elk	8,180		8,180	2,468	1,694	1,756	184	1,422
Ellis	17,508	6,385	11,123	3,935	3,071	3,164	293	4,660
Ellsworth	9,855		9,855	2,676	2,174	2,239	224	2,131
Finney	10,092	6,285	3,807	2,706	2,120	2,210	209	4,511
Ford	17,254	8,487	8,767	4,579	3,806	3,987	398	6,798
Franklin	20,889	10,193	10,696	6,117	4,811	4,976	427	5,733
Geary	15,222	8,507	6,715	3,527	3,104	3,178	258	4,027
Gove	4,793		4,793	1,138	748	763	107	762
Graham	6,071		6,071	1,572	1,003	1,051	105	779
Grant	1,946		1,946	497	348	363	45	431
Gray	4,773		4,773	1,200	847	909	95	837
Greeley	1,638		1,638	429	310	324	39	246
Greenwood	16,495	3,803	12,692	4,764	3,486	3,579	362	4,054
Hamilton	2,645		2,645	707	529	536	80	762
Harper	12,068	2,873	9,195	3,481	2,866	2,945	322	3,382
Harvey	21,172	11,048	10,664	5,973	5,063	5,191	429	6,655
Haskell	2,088		2,088	541	424	433	46	399
Hodgeman	3,535		3,535	892	656	675	64	421
Jackson	13,382	2,885	10,497	3,909	2,783	2,906	276	2,241
Jefferson	12,718		12,718	3,748	2,541	2,613	246	1,698
Jewell	11,970		11,970	3,603	2,554	2,657	206	1,768
Johnson	33,327	3,979	23,348	9,686	8,279	8,552	615	6,267
Kearny	2,525		2,525	671	493	538	62	411
Kingman	12,001	3,213	8,788	3,212	2,655	2,711	268	2,691
Kiowa	5,112		5,112	1,395	1,123	1,154	129	1,045
Labette	30,352	14,294	16,058	8,889	7,002	7,138	602	7,931
Lane	2,821		2,821	759	591	604	70	659

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Leavenworth	41,112	19,220	21,892	9,023	7,546	7,722	593	8,316
Lincoln	8,338	8,338	2,314	1,788	1,868	156	1,302
Linn	11,969	11,969	3,656	2,208	2,285	265	2,059
Logan	3,688	3,688	961	712	732	107	828
Lyon	26,424	13,188	13,236	7,692	6,186	6,336	565	8,355
McPherson	24,152	7,194	16,958	6,710	5,586	5,751	530	6,831
Marion	18,951	18,951	5,197	4,011	4,162	367	4,135
Marshall	20,986	4,055	16,931	5,966	4,779	4,873	541	4,715
Meade	5,522	5,522	1,444	1,060	1,097	114	1,494
Miami	19,489	7,656	11,833	5,412	4,144	4,203	346	3,926
Mitchell	11,339	3,765	7,574	3,173	2,599	2,670	284	3,214
Montgomery	49,729	34,734	14,995	14,650	11,565	11,881	1,048	15,120
Morris	10,363	2,875	7,488	2,969	2,334	2,388	232	2,056
Morton	2,186	2,186	611	406	437	65	538
Nemaha	16,761	16,761	4,486	3,466	3,549	349	3,963
Neosho	22,210	10,142	12,068	6,552	4,954	5,077	425	5,674
Ness	6,864	6,864	1,765	1,321	1,364	183	1,174
Norton	9,831	2,762	7,069	2,711	1,848	1,928	164	1,930
Osage	15,118	15,118	4,625	3,392	3,479	328	2,677
Osborne	9,835	9,835	2,856	2,220	2,271	238	2,062
Ottawa	9,224	9,224	2,778	2,294	2,356	191	1,662
Pawnee	10,300	3,533	6,767	2,466	2,073	2,125	206	2,933
Phillips	10,435	10,435	3,053	2,133	2,256	254	2,134
Pottawatomie	14,015	14,015	3,869	2,954	3,020	302	3,018
Pratt	12,348	6,591	5,757	3,467	2,897	3,045	299	4,399
Rawlins	6,618	6,618	1,701	1,340	1,379	137	1,123
Reno	52,165	30,013	22,152	14,772	12,483	12,887	1,152	19,886
Republic	13,124	2,580	10,544	3,999	2,974	3,043	306	2,603
Rice	17,123	4,497	12,716	4,988	4,291	4,403	382	5,173
Riley	20,617	11,659	8,958	6,074	5,171	5,274	476	8,499
Rooks	8,497	8,497	2,355	1,743	1,822	189	1,692
Rush	8,285	8,285	2,161	1,664	1,695	189	1,597
Russell	13,464	4,819	8,645	3,706	3,037	3,109	298	3,729
Saline	29,535	21,073	8,462	8,394	7,315	7,677	732	12,318
Scott	3,773	3,773	992	790	813	92	1,074
Sedgwick	143,311	114,966	28,345	42,468	36,943	38,356	3,172	62,794
Seward	6,540	4,410	2,130	1,800	1,425	1,500	171	3,181
Shawnee	91,247	67,833	23,414	26,376	23,202	23,955	1,797	35,534
Sheridan	5,312	5,312	1,254	854	885	93	719
Sherman	6,421	3,306	3,115	1,741	1,359	1,402	144	2,051
Smith	10,582	10,582	3,205	2,201	2,269	223	1,768
Stafford	10,487	10,487	2,921	2,351	2,475	196	2,646
Stanton	1,443	1,443	365	244	252	36	378
Stevens	3,193	3,193	852	604	620	63	633
Sumner	26,163	7,246	18,917	7,602	6,313	6,469	481	6,114
Thomas	6,425	6,425	1,747	1,425	1,466	175	2,175
Trego	5,822	5,822	1,462	1,110	1,130	124	1,096
Wabausee	9,219	9,219	2,603	1,858	1,883	209	1,541
Wallace	2,216	2,216	598	416	428	48	387
Washington	15,921	15,921	4,600	3,406	3,486	332	2,547
Wichita	2,185	2,185	564	409	423	46	614
Wilson	17,723	6,900	10,823	5,244	3,952	4,076	340	3,504
Woodson	8,014	8,014	2,323	1,616	1,648	219	1,401
Wyandotte	145,071	121,458	23,613	40,551	35,577	36,676	2,588	40,507
Total State	1,801,028	753,911	1,047,087	511,109	411,981	421,457	37,592	\$503,948

KENTUCKY

Population 2,845,627
 Families 698,538
 Radio Homes, 1940 Census 444,416
 Radio Homes, NAB Projection 456,633

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adair	18,566	—	18,566	4,353	1,902	1,925	252	\$1,388
Allen	15,496	—	15,496	3,964	1,841	1,862	213	1,876
Anderson	8,936	—	8,936	2,404	1,718	1,762	105	1,382
Ballard	9,480	—	9,480	2,633	1,553	1,636	150	987
Barren	27,559	5,815	21,744	6,958	4,138	4,232	393	5,141
Bath	11,451	—	11,451	2,792	1,577	1,636	146	965
Bell	43,812	15,659	28,153	9,229	5,026	5,195	443	7,441
Boone	10,820	—	10,820	2,983	2,232	2,289	170	1,197
Bourbon	17,932	6,697	11,235	4,875	3,513	3,616	207	3,454
Boyd	45,938	34,061	11,877	10,956	8,880	9,087	745	12,902
Boyle	17,075	6,734	10,341	4,549	3,238	3,383	280	5,302
Bracken	9,389	—	9,389	2,550	1,798	1,866	173	1,364
Breathitt	23,946	—	23,946	4,637	1,003	1,030	379	980
Breckinridge	17,744	—	17,744	4,508	2,346	2,381	292	1,537
Bullitt	9,511	—	9,511	2,448	1,475	1,491	111	987
Butler	14,371	—	14,371	3,391	1,254	1,280	246	723
Caldwell	14,499	5,389	9,110	4,008	2,291	2,361	180	2,281
Calloway	19,041	3,773	15,268	5,202	2,895	3,118	295	3,040
Campbell	71,918	58,786	13,133	20,029	17,912	18,480	1,332	20,298

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Carlisle	7,650	—	7,650	2,062	1,192	1,242	94	787
Carroll	8,657	2,910	5,747	2,388	1,667	1,692	153	2,095
Carter	25,545	—	25,545	5,284	2,676	2,738	289	2,148
Casey	19,962	—	19,962	4,258	1,635	1,672	197	937
Christian	36,129	11,724	24,405	9,195	4,906	5,061	519	7,083
Clark	17,988	8,594	9,394	4,976	3,431	3,592	316	4,444
Clay	23,901	—	23,901	4,527	1,496	1,530	259	1,123
Clinton	10,278	—	10,279	2,287	959	978	128	727
Crittenden	12,115	—	12,115	3,203	2,006	2,040	166	1,476
Cumberland	11,923	—	11,923	2,622	1,055	1,075	153	866
Daviess	52,335	30,245	22,090	13,556	9,928	10,299	792	14,220
Edmonson	11,344	—	11,344	2,557	1,117	1,132	185	693
Elliott	8,713	—	8,713	1,741	707	718	116	422
Estill	17,978	3,631	14,347	3,853	1,784	1,821	231	1,896
Fayette	78,899	49,304	29,595	21,044	16,678	17,249	1,125	36,564
Fleming	13,327	—	13,327	3,582	2,166	2,259	244	1,753
Floyd	52,986	—	52,986	10,457	5,906	6,031	585	5,846
Franklin	23,308	11,492	11,816	6,040	4,748	4,820	335	7,189
Fulton	15,413	3,308	12,105	4,080	2,486	2,559	339	4,012
Gallatin	4,307	—	4,307	1,188	660	701	79	626
Garrard	11,910	—	11,910	2,915	1,817	1,848	149	1,669
Grant	9,876	—	9,876	2,741	1,772	1,802	183	1,792
Graves	31,763	8,619	23,144	8,747	5,305	5,503	492	5,901
Grayson	17,562	—	17,562	4,361	1,804	1,847	288	1,673
Green	12,321	—	12,321	3,077	1,547	1,586	181	930
Greenup	24,917	—	24,917	5,456	3,395	3,463	272	2,027
Hancock	6,807	—	6,807	1,780	939	962	104	693
Hardin	29,108	3,667	25,441	6,091	3,605	3,740	425	5,073
Harlan	75,275	9,271	66,004	15,846	10,204	10,484	663	14,272
Harrison	15,124	4,840	10,284	4,243	2,973	3,144	280	3,945
Hart	17,239	—	17,239	4,320	2,121	2,172	255	1,666
Henderson	27,020	13,160	13,860	7,414	5,029	5,176	393	5,731
Henry	12,220	—	12,220	3,327	2,293	2,321	179	1,822
Hickman	9,142	—	9,142	2,442	1,384	1,440	100	1,018
Hopkins	37,789	13,627	24,162	10,321	6,546	6,667	531	7,558
Jackson	16,339	—	16,339	3,249	1,049	1,100	168	793
Jefferson	385,392	319,077	66,315	106,158	90,710	92,905	6,586	151,305
Jessamine	12,174	3,192	8,982	3,252	2,172	2,202	223	2,284
Johnson	25,771	—	25,771	5,527	2,757	2,800	293	3,367
Kenton	93,139	71,088	22,051	26,208	23,546	24,175	1,662	27,221
Knott	20,007	—	20,007	3,762	1,276	1,289	226	778
Knox	31,029	1,575	29,454	6,500	2,766	2,831	326	2,219
Larue	9,622	—	9,622	2,472	1,424	1,445	158	1,226
Laurel	25,640	—	25,640	5,460	2,404	2,462	266	2,357
Lawrence	17,275	—	17,275	3,747	1,668	1,712	215	1,139
Lee	10,860	—	10,860	2,280	936	957	146	770
Leslie	14,981	—	14,981	2,744	611	622	148	562
Letcher	40,592	9,428	31,164	8,102	4,455	4,642	450	4,672
Lewis	15,686	—	15,686	3,700	1,722	1,824	157	916
Lincoln	19,859	—	19,859	4,616	2,525	2,607	288	2,063
Livingston	9,127	—	9,127	2,399	1,282	1,307	92	614
Logan	23,345	3,983	19,362	6,090	3,378	3,486	316	3,310
Lyon	9,067	—	9,067	1,942	974	1,062	77	826
McCracken	48,534	33,765	14,769	13,462	9,318	9,595	780	15,917
McCreary	16,451	—	16,451	3,300	1,536	1,573	203	1,682
McLean	11,446	—	11,446	2,988	1,891	1,933	158	1,103
Madison	28,541	7,335	21,206	7,175	4,163	4,341	408	5,760
Magoffin	17,490	—	17,490	3,441	1,016	1,039	245	673
Marion	16,913	3,786	13,127	3,793	2,243	2,303	169	2,375
Marshall	16,602	—	16,602	4,379	2,518	2,601	211	1,667
Martin	10,970	—	10,970	2,056	680	699	107	413
Mason	19,066	6,572	12,494	5,096	3,648	3,730	375	5,450
Meade	8,827	—	8,827	2,185	1,309	1,322	130	910
Menifee	5,691	—	5,691	1,221	405	415	68	341
Mercer	14,629	4,673	9,956	3,932	2,760	2,835	218	2,761
Metcalfe	10,853	—	10,853	2,683	1,237	1,275	112	517
Monroe	14,070	—	14,070	3,258	1,576	1,604	259	1,128
Montgomery	12,280	4,782	7,498	3,204	1,965	2,007	209	2,732
Morgan	16,827	—	16,827	3,557	1,197	1,248	270	830
Muhlenberg	37,554	4,199	33,355	9,129	4,870	4,976	416	5,066
Nelson	18,004	3,152	14,852	4,184	2,614	2,678	200	2,532
Nicholas	8,617	—	8,617	2,393	1,668	1,705	110	1,159
Ohio	24,421	—	24,421	6,312	3,080	3,133	412	2,119
Oldham	10,716	—	10,716	2,096	1,472	1,504	107	1,135
Owen	10,942	—	10,942	2,998	1,877	1,917	123	1,367
Owsley	8,957	—	8,957	1,833	618	633	116	378
Pendleton	10,392	—	10,392	2,814	1,924	1,973	156	1,444
Perry	47,828	7,397	40,431	9,444	5,438	5,535	512	7,621
Pike	71,122	4,185	66,937	13,987	7,115	7,284	770	8,067
Powell	7,671	—	7,671	1,646	588	613	92	302
Pulaski	39,863	6,154	33,709	9,953	4,611	4,681	510	4,482
Robertson	3,419	—	3,419	948	640	659	64	426
Rockcastle	17,165	—	17,165	3,711	1,207	1,240	255	1,062

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Rowan	12,734	—	12,734	2,731	1,473	1,500	217	1,675
Russell	13,615	—	13,615	2,984	1,172	1,187	173	915
Scott	14,314	4,420	9,894	3,942	2,800	2,892	195	2,811
Shelby	17,759	4,392	13,367	4,770	3,384	3,506	207	3,723
Simpson	11,752	3,940	7,812	3,123	1,818	1,868	176	2,229
Spencer	6,757	—	6,757	1,649	1,043	1,058	68	644
Taylor	13,556	—	13,556	3,381	1,961	2,013	178	1,917
Todd	14,234	—	14,234	3,717	1,713	1,771	196	1,507
Trigg	12,784	—	12,784	3,131	1,527	1,553	104	1,050
Trimble	5,601	—	5,601	1,443	930	973	81	324
Union	17,411	3,079	14,332	4,390	2,970	3,057	224	2,711
Warren	36,631	14,585	22,046	9,797	5,787	5,987	626	8,674
Washington	12,965	—	12,965	3,049	1,961	1,997	149	1,854
Wayne	17,204	—	17,204	3,734	1,357	1,466	177	1,385
Webster	19,198	4,397	14,801	5,374	2,977	3,066	282	2,840
Whitley	33,186	6,318	26,868	7,288	3,340	3,434	469	5,128
Wolfe	9,997	—	9,997	2,068	646	654	108	390
Woodford	11,847	2,548	9,299	2,971	2,109	2,194	159	2,088
Total State	2,845,627	849,327	1,996,300	698,538	444,416	456,633	40,283	\$554,228

LOUISIANA

Population	2,363,880
Families	592,528
Radio Homes, 1940 Census	307,883
Radio Homes, NAB Projection	315,261

Parish	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Acadia	46,260	14,497	31,763	10,971	4,203	4,300	627	\$7,510
Allen	17,540	3,933	13,307	4,464	1,878	1,933	195	1,998
Ascension	21,215	3,889	17,326	5,182	2,012	2,060	266	2,929
Assumption	18,541	—	18,541	4,263	1,373	1,391	204	2,380
Avoyelles	39,256	3,575	35,681	9,500	3,395	3,511	592	4,362
Beauregard	14,847	3,750	11,097	3,772	1,504	1,551	195	2,095
Bienville	23,933	—	23,933	5,671	2,090	2,142	220	2,658
Bossier	33,182	5,786	27,376	8,100	3,286	3,422	276	4,528
Caddo	150,203	98,107	52,036	40,350	25,835	26,484	2,255	56,696
Calcasieu	56,506	27,963	28,543	14,522	9,043	9,179	973	16,994
Caldwell	12,046	—	12,046	2,902	1,296	1,348	120	1,358
Cameron	7,203	—	7,203	1,698	789	813	97	505
Catahoula	14,618	—	14,618	3,522	915	1,019	132	1,136
Claiborne	29,855	3,497	26,358	7,036	2,645	2,698	318	3,720
Concordia	14,562	2,857	11,705	4,131	1,137	1,161	167	1,913
De Soto	31,803	4,065	27,738	7,897	2,313	2,378	303	3,591
East Baton Rouge	88,415	34,719	53,696	23,016	15,889	16,314	1,277	37,038
East Carroll	19,023	3,711	15,312	5,206	1,500	1,582	159	2,239
East Feliciana	18,039	5,384	12,655	3,263	877	889	132	1,072
Evangeline	30,497	3,721	26,776	7,678	1,781	1,827	409	2,613
Franklin	32,382	2,834	29,548	7,981	2,704	2,792	267	3,346
Grant	15,933	—	15,933	3,915	1,491	1,549	177	1,651
Iberia	37,183	17,109	20,074	8,904	4,411	4,519	512	7,455
Iberville	27,721	5,049	22,672	7,001	2,476	2,512	351	3,681
Jackson	17,807	2,639	15,168	4,355	2,186	2,231	156	3,029
Jefferson	50,427	15,871	34,556	12,726	9,319	9,531	818	9,646
Jefferson Davis	24,191	7,343	16,848	6,046	2,620	2,711	311	4,636
Lafayette	43,941	19,210	24,731	10,321	4,428	4,528	681	8,896
Lafourche	38,615	5,851	32,764	8,638	3,342	3,474	401	7,309
La Salle	10,959	—	10,959	2,737	1,297	1,322	150	2,058
Lincoln	24,790	7,107	17,683	6,005	2,744	2,824	255	3,773
Livingston	17,790	—	17,790	4,258	1,757	1,771	194	1,567
Madison	18,443	5,712	12,731	5,012	1,533	1,561	202	2,885
Morehouse	27,571	6,626	20,945	7,244	2,454	2,511	210	3,845
Natchitoches	40,997	6,812	34,185	9,851	3,091	3,197	392	4,546
Orleans	494,537	494,537	—	133,040	100,856	102,649	9,173	176,285
Ouachita	59,168	36,869	22,299	15,836	9,735	10,035	947	21,681
Plaquemines	12,318	—	12,318	2,918	1,446	1,454	137	938
Point Coupee	24,004	—	24,004	5,767	1,748	1,815	338	2,715
Rapides	73,370	31,363	42,007	17,651	8,978	9,309	957	16,428
Red River	15,881	—	15,881	3,896	1,159	1,180	113	1,355
Richland	28,829	—	28,829	7,112	2,439	2,549	253	3,240
Sabine	23,586	—	23,586	5,605	1,928	2,020	261	2,581
St. Bernard	7,280	—	7,280	1,779	1,073	1,093	102	701
St. Charles	12,321	—	12,321	2,895	1,417	1,441	188	1,553
St. Helena	9,542	—	9,542	2,215	661	672	49	321
St. James	16,596	—	16,596	3,799	1,213	1,270	242	1,748
St. John the Baptist	14,766	—	14,766	3,393	1,422	1,449	196	1,705
St. Landry	71,481	14,222	57,259	15,576	4,915	5,021	829	10,128
St. Martin	26,394	3,501	22,893	5,672	1,784	1,812	369	2,681
St. Mary	31,458	11,243	20,215	7,633	3,505	3,569	404	5,001
St. Tammany	23,624	6,987	16,637	5,974	3,098	3,158	350	3,697

State	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1910 Census	NAB Projection	Stores	Sales
Tangipahoa . . .	45,519	10,034	35,485	11,363	5,026	5,089	544	7,812
Tensas	15,940	—	15,940	4,489	1,021	1,050	162	1,450
Terrebonne . . .	35,880	9,052	26,828	8,152	3,441	3,590	493	8,035
Union	20,943	—	20,943	5,004	2,169	2,298	203	1,968
Vermilion	37,750	9,510	28,240	8,959	3,437	3,495	516	4,869
Vernon	19,142	2,829	16,313	4,765	1,977	2,019	209	2,270
Washington . . .	34,443	14,604	19,839	8,583	4,443	4,526	396	6,223
Webster	33,676	9,499	24,177	8,430	4,208	4,295	394	5,705
West Baton Rouge	11,263	—	11,263	3,007	1,049	1,061	107	1,205
West Carroll . . .	19,252	—	19,252	4,515	2,044	2,103	194	1,903
West Feliciana . .	11,720	—	11,720	2,182	467	473	82	676
Winn	16,823	4,512	12,411	4,180	1,610	1,731	154	2,120
Total State . . .	2,363,880	980,439	1,383,441	592,528	307,883	315,261	32,356	\$522,652

Population	847,226
Families	218,968
Radio Homes, 1940 Census	184,348
Radio Homes, NAB Projection	189,300

MAINE

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Androscoggin . . .	76,679	58,415	18,264	19,562	17,657	18,150	1,511	\$30,783
Aroostook	94,436	8,149	86,287	19,853	14,031	14,559	1,639	23,982
Cumberland	146,000	107,514	38,486	38,636	34,977	36,033	2,964	69,868
Franklin	19,896	—	19,896	5,332	4,266	4,348	469	5,659
Hancock	32,422	3,911	28,511	9,390	7,501	7,757	887	10,787
Kennebec	77,231	44,998	32,233	19,250	16,464	16,868	1,543	28,390
Knox	27,191	8,899	18,292	8,176	6,704	6,859	732	9,891
Lincoln	16,294	—	16,294	4,846	3,859	4,012	411	5,624
Oxford	42,662	8,447	34,215	11,011	9,047	9,204	795	11,968
Penobscot	97,104	44,020	53,084	24,307	21,146	21,649	1,768	36,143
Piscataquis	18,467	—	18,467	5,086	4,156	4,232	359	4,483
Sagadahoc	19,123	10,235	8,888	5,346	4,558	4,662	370	6,260
Somerset	38,245	6,001	32,244	10,213	8,279	8,509	790	9,741
Waldo	21,159	5,540	15,619	5,943	4,547	4,667	480	5,181
Washington	37,767	8,507	29,260	10,164	7,816	8,102	893	9,383
York	82,550	28,421	54,129	21,853	19,340	19,689	2,147	27,914
Total State . . .	847,226	343,057	504,169	218,968	184,348	189,300	17,758	\$296,057

Population	1,821,244
Families	465,683
Radio Homes, 1940 Census	396,338
Radio Homes, NAB Projection	410,164

MARYLAND

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Allegany	86,973	50,707	36,266	21,842	18,896	19,427	1,423	\$29,240
Anne Arundel . . .	68,375	13,069	55,306	15,115	12,156	12,527	934	15,754
Baltimore	155,825	28,802	127,023	37,533	34,425	35,341	1,866	28,581
Baltimore City . . .	859,100	859,100	—	227,582	206,038	213,790	19,658	413,654
Calvert	10,484	—	10,484	2,382	1,256	1,286	202	1,962
Caroline	17,549	—	17,549	4,682	3,450	3,507	346	4,091
Carroll	39,054	4,692	34,362	9,493	7,950	8,090	585	9,364
Cecil	26,407	3,518	22,889	6,333	4,897	5,136	443	6,201
Charles	17,612	—	17,612	3,779	1,799	1,907	231	3,141
Dorchester	28,006	10,102	17,904	7,239	4,769	5,040	618	6,943
Frederick	57,312	19,658	37,654	14,306	11,525	11,793	927	18,123
Garrett	21,981	—	21,981	4,953	3,146	3,267	253	4,031
Harford	35,060	4,967	30,093	8,274	6,567	6,823	557	9,261
Howard	17,175	—	17,175	3,965	3,071	3,176	302	4,447
Kent	13,465	2,760	10,705	3,702	2,444	2,613	319	4,133
Montgomery	83,912	7,650	76,262	21,740	19,109	19,771	713	25,520
Prince Georges . . .	89,490	18,347	71,143	21,353	17,644	18,216	907	21,123
Queen Annes	14,476	—	14,476	3,913	2,527	2,579	232	2,868
St. Marys	14,626	—	14,626	3,084	1,280	1,313	250	2,365
Somerset	20,965	3,908	17,057	5,544	3,357	3,521	432	3,121
Talbot	18,784	4,528	14,256	5,267	3,853	3,970	390	6,863
Washington	68,838	32,491	36,347	17,697	14,843	15,305	1,300	23,162
Wicomico	34,530	13,313	21,217	9,744	7,335	7,597	687	12,970
Worcester	21,245	2,739	18,506	5,981	4,001	4,169	468	7,573
Total State . . .	1,821,244	1,080,351	740,893	465,683	396,338	410,164	34,063	\$664,491

All money figures in the retail-service column are in thousands (\$000) of dollars.

MASS.

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Barnstable ..	37,295	12,001	25,294	11,047	9,684	9,825	1,084	\$21,793
Berkshire ..	122,273	98,757	23,516	32,629	30,007	30,922	2,259	51,640
Bristol	364,637	327,946	36,691	96,741	89,300	91,776	7,110	126,600
Dukes	5,669	—	5,669	1,699	1,508	1,517	222	3,248
Essex	496,313	467,534	28,779	133,919	124,278	128,173	10,229	190,681
Franklin	49,453	28,865	20,588	13,708	12,347	12,704	932	19,792
Hampden	332,107	304,016	28,091	87,360	82,569	84,825	6,305	146,136
Hampshire ..	72,461	55,933	16,528	17,835	16,458	16,883	1,436	25,807
Middlesex ..	971,390	891,684	79,706	244,859	230,313	238,208	16,511	327,638
Nantucket ..	3,401	3,401	—	989	948	955	119	2,110
Norfolk	325,180	280,406	44,774	83,251	78,417	81,689	5,122	122,697
Plymouth ..	168,824	122,934	45,890	47,965	44,639	45,487	3,867	72,229
Suffolk	863,248	863,248	—	220,304	205,152	211,842	20,029	569,209
Worcester ..	504,470	402,751	101,719	128,388	119,210	122,836	8,775	196,533
Total State ..	4,316,721	3,859,476	457,245	1,120,691	1,014,830	1,077,642	84,000	\$1,876,113

Population 4,316,721
 Families 1,120,694
 Radio Homes, 1940 Census . . . 1,044,830
 Radio Homes, NAB Projection 1,077,642

MICHIGAN

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Alcona	5,463	—	5,463	1,412	1,130	1,171	99	\$1,047
Alger	10,167	4,409	5,758	2,486	1,905	1,932	162	2,683
Allegan	41,839	7,954	33,885	11,676	10,018	10,305	790	10,837
Alpena	20,766	12,808	7,958	5,217	4,225	4,307	330	6,487
Antrim	10,965	—	10,964	2,958	2,145	2,180	167	1,857
Arenac	9,233	—	9,233	2,358	1,726	1,744	165	2,211
Baraga	9,356	2,564	6,792	2,389	1,895	1,938	135	2,141
Barry	22,613	5,175	17,438	6,592	5,715	5,824	289	4,896
Bay	74,981	47,956	27,025	19,325	17,420	17,930	1,179	25,245
Benzie	7,800	—	7,800	2,208	1,795	1,822	180	2,184
Berrien	89,117	41,015	48,102	25,332	22,559	23,150	1,672	33,004
Branch	25,845	7,343	18,502	7,713	6,774	6,928	514	7,563
Calhoun	94,206	57,051	37,155	26,817	24,493	25,227	1,737	36,360
Cass	21,910	5,007	16,903	6,508	5,478	5,627	385	5,170
Charlevoix ..	13,031	2,904	10,127	3,513	2,706	2,821	286	3,572
Cheboygan ..	13,644	5,673	7,971	3,441	2,545	2,625	267	3,658
Chippewa	27,807	15,847	11,960	6,725	5,597	5,699	459	9,036
Clare	9,163	—	9,163	2,451	1,889	1,973	190	2,651
Clinton	26,671	4,422	22,249	7,255	6,428	6,615	423	5,949
Crawford	3,765	—	3,765	947	740	754	111	1,525
Delta	34,037	19,802	14,235	8,724	7,286	7,509	575	10,424
Dickinson ..	28,731	20,579	8,152	7,506	6,676	6,782	470	7,687
Eaton	34,124	12,503	21,621	9,982	8,801	9,103	623	8,473
Emmet	15,791	6,019	9,772	4,209	3,189	3,252	364	7,110
Genesee	227,944	154,920	73,024	60,380	56,536	57,660	3,594	89,672
Gladwin	9,385	—	9,385	2,397	1,915	1,961	158	1,909
Gogebic	31,797	21,040	10,757	8,091	7,106	7,263	569	9,808
Grand Traverse	23,390	14,455	8,935	5,842	4,903	5,002	338	9,505
Gratiot	32,205	10,241	21,964	8,831	7,405	7,662	586	9,338
Hillsdale	29,092	6,381	22,711	8,576	7,224	7,475	518	6,594
Houghton	47,631	13,176	34,455	12,554	11,116	11,377	802	13,249
Huron	32,584	2,624	29,960	8,069	6,837	6,994	579	8,171
Ingham	130,616	87,459	43,157	36,894	34,502	35,306	2,095	58,173
Ionia	35,710	10,481	25,229	9,535	8,353	8,583	667	8,633
Iosco	8,560	—	8,560	2,347	1,862	1,952	168	2,264
Iron	20,243	7,057	13,186	5,237	4,382	4,466	322	5,200
Isabella	25,982	8,413	17,569	6,693	5,628	5,769	373	6,778
Jackson	93,108	49,656	43,452	25,148	23,193	23,707	1,592	35,064
Kalamazoo ..	100,085	54,097	45,988	27,564	25,472	26,175	1,784	43,610
Kalkaska	5,159	—	5,159	1,363	891	969	60	740
Kent	246,338	169,191	77,147	69,220	63,953	65,723	4,479	102,253
Keweenaw	4,004	—	4,004	1,070	871	873	44	577
Lake	4,798	—	4,798	1,454	871	915	115	802
Lapeer	32,116	5,365	26,751	7,402	6,409	6,699	515	7,789
Leelanau	8,436	—	8,436	2,145	1,517	1,553	170	1,382
Lenawee	53,110	17,151	35,959	14,835	13,200	13,608	1,011	16,740
Livingston ..	20,863	3,748	17,115	5,710	5,112	5,251	386	6,301
Luce	7,423	2,732	4,691	1,488	1,069	1,103	77	1,968
Mackinac	9,438	2,669	6,769	2,362	1,722	1,793	208	2,281
Macomb	107,638	48,226	59,412	27,509	25,692	26,357	1,618	29,493
Manistee	18,450	8,694	9,756	5,230	4,435	4,504	375	5,324

Population 5,256,106
 Families 1,396,014
 Radio Homes, 1940 Census . . . 1,271,499
 Radio Homes, NAB Projection 1,304,149

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Marquette . . .	47,144	32,232	14,912	12,077	10,608	10,833	781	14,758
Mason	19,378	8,701	10,677	5,441	4,589	4,695	364	5,727
Mecosta	16,902	4,987	11,915	4,631	3,679	3,835	318	4,286
Menominee . . .	24,883	10,230	14,653	6,373	5,484	5,583	367	4,426
Midland	27,094	10,329	16,765	6,930	5,956	6,129	353	7,612
Missaukee . . .	8,034	—	8,034	1,997	1,394	1,440	108	1,511
Monroe	58,620	18,478	40,142	15,122	13,549	14,003	948	15,712
Montcalm	28,581	5,321	23,260	8,352	6,923	7,133	636	7,393
Montmorency . .	3,840	—	3,840	972	667	676	77	809
Muskegon	94,501	63,744	30,757	25,774	23,998	24,324	1,492	33,219
Newaygo	19,286	2,520	16,766	5,366	4,236	4,295	298	3,717
Oakland	254,068	143,106	110,962	66,587	63,095	64,389	3,578	86,680
Oceana	14,812	—	14,812	4,128	3,182	3,262	274	3,158
Ogemaw	8,720	—	8,720	2,267	1,559	1,649	156	2,430
Ontonagon	11,359	—	11,359	2,939	2,401	2,452	197	2,378
Osceola	13,309	—	13,309	3,574	2,777	2,836	236	2,998
Osoda	2,543	—	2,543	667	478	486	72	554
Otsego	5,827	—	5,827	1,375	958	979	135	1,813
Ottawa	69,660	26,422	33,238	16,075	14,882	15,240	998	19,197
Presque Isle . . .	12,250	3,072	9,178	2,759	2,044	2,076	198	2,436
Roscommon	3,668	—	3,668	1,102	828	851	148	1,441
Saginaw	130,468	82,794	47,674	34,542	31,292	32,143	1,992	46,412
St. Clair	76,222	39,863	36,359	20,691	18,953	19,456	1,329	27,451
St. Joseph	37,749	13,924	17,825	9,501	8,321	8,532	709	10,757
Sanilac	30,114	—	30,114	7,999	6,738	6,968	551	7,059
Schoolcraft	9,524	5,399	4,125	2,366	1,939	1,963	173	2,873
Shiawassee	41,207	17,551	23,656	11,353	10,179	10,484	766	13,178
Tuscola	36,694	3,070	32,624	9,302	7,707	7,892	611	9,562
Van Buren	35,111	4,745	30,366	10,573	8,881	9,237	816	10,975
Mashtenaw	80,180	41,936	38,874	22,198	20,880	21,332	1,761	38,361
Wayne	2,015,623	1,929,781	85,842	522,414	493,988	506,958	34,479	873,960
Wexford	17,976	9,855	8,121	4,877	4,023	4,100	342	5,838
Total State . .	5,256,106	3,454,867	1,801,239	1,396,014	1,271,499	1,304,149	90,038	\$1,954,069

Population 2,792,300
 Families 728,359
 Radio Homes, 1940 Census 647,499
 Radio Homes, NAB
 Projection 664,296

MINNESOTA

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Aitkin	17,865	—	17,865	4,668	3,739	3,791	401	\$3,410
Anoka	22,443	12,461	9,982	5,462	4,795	4,952	300	4,435
Becker	26,562	5,015	21,547	6,455	5,149	5,212	370	5,550
Beltrami	26,107	9,427	16,680	6,649	5,041	5,244	521	7,822
Benton	16,106	5,735	10,371	3,648	3,084	3,116	322	3,886
Big Stone	10,447	—	10,447	2,577	2,303	2,338	285	3,804
Blue Earth	36,203	15,654	20,549	9,657	8,547	8,845	861	17,137
Brown	25,544	11,666	13,878	6,468	5,778	5,953	486	9,912
Carlton	24,212	7,304	16,908	6,075	5,212	5,282	420	6,563
Carver	17,606	—	17,606	4,349	3,750	3,889	381	4,838
Cass	20,646	—	20,646	5,146	3,856	3,960	405	3,582
Chippewa	16,927	5,220	11,707	4,293	3,908	3,954	303	6,354
Chisago	13,124	—	13,124	3,629	3,027	3,088	318	3,088
Clay	25,337	9,491	15,846	6,229	5,514	5,661	390	8,169
Clearwater	11,153	—	11,153	2,790	2,133	2,178	206	2,049
Cook	3,030	—	3,030	794	606	613	94	897
Cottonwood	16,143	2,807	13,336	4,012	3,557	3,672	297	4,926
Crow Wing	30,226	15,025	15,201	7,884	6,778	6,954	674	10,478
Dakota	39,660	23,239	16,421	9,616	8,534	8,964	653	12,694
Dodge	12,931	—	12,931	3,315	2,873	2,946	231	2,890
Douglas	20,369	5,051	15,318	5,280	4,487	4,583	462	6,297
Faribault	23,941	3,702	20,239	6,123	5,459	5,608	544	8,272
Fillmore	25,830	—	25,830	6,878	5,673	5,859	625	6,460
Freeborn	31,780	12,200	19,580	8,200	7,267	7,551	539	11,269
Goodhue	31,564	9,962	21,602	8,363	7,358	7,607	672	11,016
Grant	9,828	—	9,828	2,479	2,156	2,236	223	2,908
Hennepin	568,899	522,830	46,069	162,179	152,246	156,235	11,175	312,143
Houston	14,735	—	14,735	3,777	3,174	3,269	298	3,443
Hubbard	11,085	2,643	8,442	2,874	2,127	2,209	206	2,482
Isanti	12,950	—	12,950	3,098	2,481	2,544	221	2,855
Itasca	32,996	4,875	28,121	8,478	6,943	7,061	606	8,787
Jackson	16,805	2,840	13,965	4,178	3,722	3,829	276	4,275
Kanabec	9,651	—	9,651	2,496	1,994	2,035	166	2,049
Kandiyohi	26,524	7,623	18,901	6,308	5,646	5,752	494	8,641
Kittson	10,717	—	10,717	2,532	2,123	2,146	226	3,083

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Koochiching	16,930	5,626	11,304	4,497	3,427	3,507	434	5,430
Lac qui Parle	15,509	—	15,509	3,715	3,335	3,428	269	3,701
Lake	6,956	4,046	2,910	2,087	1,868	1,891	211	2,855
Lake of the Woods	5,975	—	5,975	1,501	1,119	1,150	145	966
Le Sueur	19,227	—	19,227	5,154	4,419	4,537	395	4,895
Lincoln	10,797	—	10,797	2,661	2,298	2,346	206	2,309
Lyon	21,569	7,475	13,894	5,343	4,712	4,876	466	8,654
McLeod	21,380	3,887	17,493	5,482	4,676	4,762	520	7,111
Mahnomen	8,054	—	8,054	1,780	1,325	1,358	114	1,354
Marshall	18,364	—	18,364	4,274	3,629	3,693	314	3,561
Martin	24,656	6,988	17,688	6,255	5,616	5,817	540	9,159
Meeker	19,277	3,920	15,357	4,756	4,175	4,256	397	5,168
Mille Lacs	15,558	—	15,558	4,133	3,263	3,344	317	4,389
Morrison	27,473	6,047	21,426	6,321	5,163	5,252	590	5,898
Mower	36,113	18,307	17,806	9,292	8,346	8,622	643	13,681
Murray	15,060	—	15,060	3,442	3,081	3,150	254	3,458
Nicollet	18,282	9,387	8,895	4,061	3,681	3,790	284	3,772
Nobles	21,215	5,918	15,297	5,264	4,760	4,901	406	8,151
Norman	14,746	—	14,746	3,593	3,012	3,114	280	3,413
Olmsted	42,658	26,312	16,346	10,275	9,193	9,532	702	19,350
Otter Tail	53,192	10,848	42,344	12,799	10,604	10,949	814	11,995
Pennington	12,913	6,019	6,894	3,188	2,766	2,829	221	4,886
Pine	21,478	—	21,478	5,490	4,349	4,439	406	4,286
Pipestone	13,794	4,682	9,112	3,416	3,018	3,155	320	5,638
Polk	37,734	10,672	27,062	9,185	7,880	8,092	775	10,836
Pope	13,544	2,564	10,980	3,327	2,924	2,986	259	2,971
Ramsey	309,935	293,729	16,206	86,251	81,216	83,335	5,928	183,932
Red Lake	7,413	—	7,413	1,696	1,385	1,410	151	1,606
Redwood	22,290	3,270	19,020	5,409	4,836	4,970	454	6,899
Renville	24,625	—	24,625	5,492	5,300	5,416	495	6,963
Rice	32,160	19,060	13,100	7,571	6,657	6,828	595	9,625
Rock	10,933	3,114	7,819	2,789	2,475	2,556	231	3,406
Roseau	15,103	—	15,103	3,618	2,812	2,881	243	3,108
St. Louis	206,917	152,562	54,355	56,623	51,295	52,062	4,079	84,689
Scott	15,585	—	15,585	3,675	2,995	3,103	417	4,240
Sherburne	10,456	2,185	8,271	2,339	1,899	1,936	189	2,139
Sibley	16,625	—	16,625	4,038	3,425	3,575	307	3,837
Stearns	67,200	22,250	44,950	14,288	12,424	12,669	1,357	19,839
Steele	19,749	8,694	11,055	4,998	4,518	4,603	325	7,270
Stevens	11,039	3,214	7,825	2,644	2,274	2,338	192	3,614
Swift	15,469	2,729	12,740	3,761	3,293	3,356	322	4,612
Todd	27,438	2,952	24,486	6,700	5,594	5,695	416	5,344
Traverse	8,283	—	8,283	2,033	1,846	1,878	166	2,314
Wabasha	17,653	3,204	14,449	4,590	3,919	4,035	427	4,784
Madena	12,772	2,916	9,856	3,109	2,604	2,547	252	3,961
Waseca	15,186	4,270	10,916	3,914	3,416	3,525	282	4,435
Washington	26,430	9,646	16,784	6,852	6,125	6,301	517	7,718
Watonwan	13,902	3,400	10,502	3,559	3,158	3,291	292	4,665
Wilkin	10,475	2,745	7,730	2,433	2,180	2,215	202	2,664
Winona	37,795	22,490	15,305	9,990	8,631	8,998	801	14,292
Wright	27,550	—	27,550	7,085	5,889	6,026	641	6,755
Yellow Medicine	16,917	—	16,917	4,202	3,754	3,821	337	4,696
Total State	2,792,300	1,390,098	1,402,202	728,359	647,499	661,296	54,511	\$1,081,158

MISSISSIPPI

Population	2,183,796
Families	534,956
Radio Homes, 1940 Census	205,613
Radio Homes, NAB Projection	213,312

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Adams	27,238	15,296	11,942	7,556	2,798	2,909	402	\$6,072
Alcorn	26,969	4,818	19,151	6,755	3,702	3,847	418	4,890
Amite	21,892	—	21,892	5,035	1,697	1,732	209	1,190
Attala	30,227	4,291	25,926	6,937	2,637	2,733	264	3,475
Benton	10,429	—	10,429	2,373	757	813	111	364
Bolivar	67,574	4,189	63,385	18,138	4,889	5,123	828	9,184
Calhoun	20,893	—	20,893	4,924	2,333	2,404	210	1,517
Carroll	20,651	—	20,651	4,746	1,487	1,576	138	1,037
Chickasaw	21,427	—	21,427	5,085	1,942	2,041	241	1,816
Choctaw	13,548	—	13,548	3,007	1,138	1,160	149	937
Claiborne	12,810	2,748	10,062	3,385	829	873	147	1,499
Clarke	20,596	—	20,596	4,803	1,835	1,881	165	1,693
Clay	19,030	5,627	13,403	4,709	1,681	1,765	215	2,345
Coahoma	48,333	12,168	36,165	13,529	3,840	4,011	596	8,849
Copiah	33,974	5,979	27,995	8,252	3,058	3,177	345	4,077
Covington	17,030	—	17,030	3,792	1,514	1,602	198	1,531
De Soto	26,663	—	26,663	6,660	1,446	1,556	189	1,978
Forrest	34,901	21,026	13,875	9,098	4,814	4,952	528	9,651

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Franklin	12,504		12,504	3,061	1,111	1,122	143	944
George	8,704		8,704	1,942	733	773	95	1,050
Greene	9,512		9,512	2,044	689	698	86	752
Grenada	19,052	5,831	13,221	4,493	1,720	1,759	214	2,854
Hancock	11,328	4,138	7,190	2,808	1,285	1,331	174	1,351
Harrison	50,799	36,008	14,791	13,020	7,815	8,219	905	12,437
Hinds	107,273	62,107	45,166	26,921	14,728	15,334	1,336	34,488
Holmes	39,710	5,440	34,270	9,540	2,460	2,515	402	4,263
Humphreys	26,257	3,789	22,468	6,522	1,763	1,832	215	2,702
Issaquena	6,433		6,433	1,779	297	320	35	301
Itawamba	19,922		19,922	4,562	1,636	1,740	297	896
Jackson	20,601	8,942	11,659	5,191	3,113	3,225	285	3,192
Jasper	19,484		19,484	4,308	1,409	1,443	214	1,484
Jefferson	13,969		13,969	3,538	641	676	113	1,141
Jefferson Davis	15,869		15,869	3,527	1,051	1,095	115	1,313
Jones	49,227	23,205	26,022	11,626	6,136	6,342	632	9,128
Kemper	21,867		21,867	4,746	1,248	1,301	219	1,207
Lafayette	21,257	3,433	17,824	5,157	2,054	2,137	261	2,504
Lamar	12,096		12,096	2,857	1,143	1,155	122	789
Lauderdale	58,247	35,481	22,766	14,894	7,109	7,344	736	13,758
Lawrence	13,983		13,983	3,178	956	990	162	1,188
Leake	24,570		24,570	5,487	1,858	1,917	233	2,325
Lee	38,838	8,212	30,626	9,653	4,734	4,863	499	6,543
Leflore	53,406	14,767	38,639	13,979	4,961	5,128	579	10,682
Lincoln	27,606	6,232	21,274	6,559	2,722	2,799	352	4,149
Lowndes	35,245	13,645	21,600	8,991	3,583	3,699	434	6,083
Madison	37,504	6,011	31,493	8,861	2,640	2,719	304	3,616
Marion	24,085	6,064	18,021	5,622	2,081	2,153	335	3,556
Marshall	25,322	2,750	22,772	5,967	1,375	1,425	280	2,045
Monroe	37,648	8,473	29,175	8,988	3,706	3,823	433	4,830
Montgomery	15,703	2,532	13,171	3,776	1,532	1,604	205	1,844
Neshoba	27,882	3,711	24,171	6,303	2,407	2,481	181	2,695
Newton	24,249		24,249	5,528	2,123	2,188	241	2,466
Noxubee	25,669		25,669	6,010	1,089	1,125	217	2,309
Oktibbeha	22,151	4,900	17,251	5,090	1,870	1,944	229	2,654
Panola	34,421		34,421	8,250	2,909	2,990	302	4,209
Pearl River	19,125	5,129	13,996	4,644	2,360	2,420	256	3,075
Perry	9,292		9,292	1,221	759	770	82	655
Pike	35,002	9,898	25,104	8,651	4,204	4,373	505	6,487
Pontotoc	22,904		22,904	5,459	2,414	2,467	231	1,675
Prentiss	20,921		20,921	5,000	2,276	2,338	277	2,074
Quitman	27,191		27,191	6,887	2,645	2,759	245	2,487
Rankin	27,834		27,834	5,668	2,064	2,231	216	1,670
Scott	23,144	2,735	20,409	5,259	2,072	2,392	236	3,095
Sharkey	15,433		15,433	3,941	1,355	1,393	136	1,999
Simpson	22,024		22,024	4,975	2,066	2,164	253	1,869
Smith	19,403		19,403	4,235	1,670	1,765	177	985
Stone	6,155		6,155	1,500	639	660	97	885
Sunflower	61,007	3,604	57,403	14,889	4,644	4,825	536	6,520
Tallahatchie	34,166		34,166	8,598	2,659	2,815	253	2,637
Tate	19,309		19,309	4,687	1,550	1,631	229	1,714
Tippah	19,680		19,680	4,577	2,128	2,168	234	1,627
Tishomingo	16,974		16,974	3,978	1,850	1,891	197	1,026
Tunica	22,610		22,610	6,271	1,365	1,451	214	2,498
Union	21,867	3,602	18,265	5,417	2,656	2,701	288	2,216
Walthall	17,534		17,534	3,899	1,288	1,318	112	2,006
Warren	39,595	24,460	15,135	11,471	5,371	5,490	470	9,028
Washington	67,576	24,592	42,984	19,067	6,267	6,441	716	12,815
Wayne	16,928		16,928	3,700	1,122	1,154	166	1,398
Webster	14,160		14,160	3,320	1,457	1,494	220	1,782
Wilkinson	15,955		15,955	3,810	1,242	1,284	237	2,058
Winston	22,751	3,451	19,300	5,047	1,758	1,789	213	2,157
Yalobusha	18,387	3,340	15,047	4,505	1,770	1,814	241	2,091
Yazoo	40,091	7,258	32,833	9,872	2,876	2,950	446	4,902
Total State	2,183,796	432,882	1,750,914	534,956	205,613	213,312	24,421	\$303,274

MISSOURI

Population 3,784,664
 Families 1,068,642
 Radio Homes, 1940 Census 832,590
 Radio Homes, NAB Projection 853,299

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adair	20,246	10,080	10,166	6,113	4,731	4,802	409	\$5,827
Andrew	13,015	—	13,015	3,895	3,020	3,090	236	1,713
Atchison	12,897	—	12,897	3,583	2,910	2,964	212	2,853
Audrain	22,673	11,725	10,948	6,775	5,322	5,397	379	5,964
Barry	23,546	3,819	19,727	6,276	4,150	4,264	382	3,533
Barton	14,148	2,992	11,156	4,168	2,697	2,881	277	2,279
Bates	19,531	2,958	16,573	5,933	3,939	3,985	406	3,464
Benton	11,142	—	11,142	3,166	1,841	1,868	210	1,626

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Bollinger	12,898	—	12,898	3,190	1,536	1,595	193	926
Boone	34,991	18,399	16,592	10,490	8,121	8,291	679	12,980
Buchanan	94,067	75,711	18,356	26,816	22,659	23,011	1,898	33,479
Butler	34,276	11,163	23,113	8,459	4,537	4,745	491	6,255
Caldwell	11,629	—	11,629	3,611	2,610	2,651	250	2,344
Callaway	23,094	8,297	14,797	5,810	3,804	3,857	334	3,972
Camden	8,971	—	8,971	2,401	1,360	1,396	174	860
Cape Girardeau	37,775	22,539	15,236	9,822	7,582	7,840	639	12,030
Carroll	17,814	4,070	13,744	5,294	4,044	4,107	326	3,464
Carter	6,226	—	6,226	1,507	719	733	99	643
Cass	19,534	—	19,534	5,914	4,212	4,306	419	4,024
Cedar	11,697	—	11,697	3,488	1,907	2,002	223	1,508
Chariton	18,084	—	18,084	5,191	3,722	3,774	319	2,825
Christian	13,538	—	13,538	3,727	2,277	2,327	217	1,420
Clark	10,166	—	10,166	3,104	2,062	2,101	211	1,696
Clay	30,417	11,150	19,267	9,201	7,547	7,673	741	11,069
Clinton	13,261	3,512	9,749	4,063	3,008	3,076	302	3,363
Cole	34,912	24,268	10,644	8,264	6,740	6,859	553	11,776
Cooper	18,075	6,089	11,986	4,976	3,291	3,384	307	4,090
Crawford	12,693	181	12,512	3,357	1,806	1,862	198	1,944
Dade	11,248	—	11,248	3,267	2,041	2,117	211	1,305
Dallas	11,523	—	11,523	3,065	1,732	1,800	190	1,043
Daviess	13,398	—	13,398	4,128	2,800	2,827	234	1,831
De Kalb	9,751	103	9,648	2,953	2,162	2,202	215	1,441
Dent	11,763	3,151	8,612	3,145	1,728	1,882	284	2,168
Douglas	15,600	—	15,600	3,780	1,900	1,968	180	1,320
Dunklin	44,957	9,008	35,949	11,107	6,578	6,771	654	8,602
Franklin	33,868	9,092	24,776	9,216	6,390	6,534	751	7,925
Gasconade	12,414	—	12,414	3,428	2,172	2,207	254	2,368
Gentry	13,359	—	13,359	4,009	3,023	3,050	236	2,319
Greene	90,541	61,238	29,303	26,611	21,599	22,152	1,997	31,197
Grundy	15,716	7,046	8,670	4,893	3,659	3,795	311	3,548
Harrison	16,525	2,682	13,843	4,921	3,600	3,642	301	3,263
Henry	22,313	6,041	16,272	6,796	4,630	4,752	499	4,859
Hickory	6,506	—	6,506	1,886	1,129	1,151	126	492
Holt	12,476	—	12,476	3,668	2,749	2,808	233	2,121
Howard	13,026	2,608	10,418	3,836	2,639	2,691	210	2,295
Howell	22,270	4,026	18,244	5,944	3,323	3,428	387	4,037
Iron	10,440	—	10,440	2,530	1,290	1,311	141	1,308
Jackson	477,828	415,244	62,584	144,503	128,680	133,067	10,151	267,848
Jasper	78,705	53,833	24,872	23,491	18,408	18,989	1,676	28,155
Jefferson	32,023	13,158	18,865	8,790	6,970	7,037	477	6,635
Johnson	21,617	5,868	15,749	6,351	4,315	4,410	416	4,390
Knox	8,878	—	8,878	2,739	1,926	1,957	164	1,247
Laclede	18,718	5,025	13,693	5,038	2,862	2,929	343	3,219
Lafayette	27,856	8,874	18,982	8,035	5,865	6,009	582	6,168
Lawrence	24,537	4,632	20,005	6,935	4,777	4,863	456	3,926
Lewis	11,490	—	11,490	3,637	2,710	2,735	272	1,978
Lincoln	14,395	—	14,395	4,338	2,956	3,022	251	2,754
Linn	21,416	9,380	12,036	6,500	5,014	5,087	458	4,966
Livingston	18,000	8,012	9,988	5,136	3,972	4,099	339	4,563
McDonald	15,749	—	15,749	4,182	2,240	2,313	241	2,161
Macon	21,396	4,206	17,190	6,559	4,642	4,738	432	4,963
Madison	9,656	3,414	6,242	2,487	1,464	1,484	181	1,683
Maries	8,638	—	8,638	2,172	1,058	1,073	91	409
Marion	31,576	20,865	10,711	9,395	7,683	7,838	687	9,888
Mercer	8,766	—	8,766	2,625	1,882	1,930	129	1,288
Miller	14,798	2,590	12,208	3,915	2,338	2,387	260	2,440
Mississippi	23,149	5,182	17,967	5,710	2,891	2,955	334	4,015
Moniteau	11,775	2,525	9,250	3,422	2,241	2,276	233	2,275
Monroe	13,195	—	13,195	4,082	2,866	2,947	207	2,596
Montgomery	12,442	—	12,442	3,787	2,597	2,635	257	2,094
Morgan	11,140	—	11,140	3,046	1,703	1,784	195	1,940
New Madrid	39,787	—	39,787	9,349	4,907	5,066	534	5,608
Newton	29,039	6,247	22,792	7,975	5,250	5,452	465	4,586
Nodaway	25,556	5,700	19,856	7,375	5,709	5,790	433	5,967
Oregon	13,390	—	13,390	3,317	1,750	1,787	182	1,475
Osage	12,375	—	12,375	2,966	1,523	1,572	163	1,128
Ozark	10,766	—	10,766	2,600	1,143	1,164	118	552
Pemiscot	46,857	9,240	37,617	11,687	6,167	6,265	560	8,018
Perry	15,358	3,907	11,451	3,719	2,472	2,536	266	2,797
Pettis	33,336	20,428	12,908	9,870	7,584	7,731	612	9,125
Phelps	17,437	5,141	12,296	4,877	2,827	2,936	345	4,023
Pike	18,327	4,669	13,658	5,757	4,088	4,194	354	3,863
Platte	13,862	—	13,862	4,123	2,976	3,031	251	2,442
Polk	17,400	2,636	14,764	4,946	3,007	3,170	347	2,724
Pulaski	10,775	—	10,775	2,925	1,852	1,871	255	1,754
Putnam	11,327	—	11,327	3,251	2,167	2,219	180	1,345
Ralls	10,040	—	10,040	2,958	2,071	2,117	141	1,010
Randolph	24,458	12,920	11,538	7,644	5,891	6,013	475	6,418
Ray	18,584	4,240	14,344	5,559	4,079	4,119	351	2,941
Reynolds	9,370	—	9,370	2,185	924	947	137	677
Ripley	12,606	—	12,606	3,115	1,550	1,577	169	1,384
St. Charles	25,562	10,803	14,759	6,788	5,207	5,356	506	6,421

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
St. Clair	13,146	—	13,146	3,794	2,136	2,219	246	1,404
St. Francois	35,950	12,869	23,081	8,831	6,758	6,981	580	8,669
St. Louis	274,330	124,420	149,810	73,513	68,339	69,257	3,963	69,170
St. Louis City	816,048	816,048	—	234,872	213,392	218,457	19,605	397,799
Ste. Genevieve	10,905	2,787	8,118	2,644	1,739	1,759	163	1,914
Saline	29,416	11,603	17,813	8,183	6,018	6,130	498	6,239
Schuyler	6,627	—	6,627	2,046	1,593	1,624	154	1,183
Scotland	8,557	—	8,557	2,634	1,924	1,966	144	1,520
Scott	30,377	10,993	19,384	7,713	5,428	5,586	556	6,344
Shannon	11,831	—	11,831	2,848	1,364	1,403	153	998
Shelby	11,224	—	11,224	3,571	2,559	2,613	271	2,393
Stoddard	33,009	3,108	29,901	8,019	4,546	4,780	399	3,807
Stone	11,298	—	11,298	2,906	1,466	1,539	183	1,089
Sullivan	13,701	—	13,701	3,969	2,644	2,729	261	1,540
Taney	10,323	—	10,323	2,759	1,401	1,458	223	1,251
Texas	19,813	—	19,813	5,101	2,662	2,724	339	2,802
Vernon	25,586	8,181	17,405	7,095	4,778	4,962	461	4,938
Warren	7,734	—	7,734	2,212	1,364	1,381	152	1,262
Washington	17,492	—	17,492	4,119	1,864	1,910	201	1,749
Wayne	12,794	—	12,794	3,115	1,505	1,532	213	1,506
Webster	17,226	—	17,226	4,538	2,857	2,942	328	2,734
Worth	6,345	—	6,345	1,825	1,354	1,374	120	1,090
Wright	17,967	—	17,697	4,737	2,497	2,567	308	2,810
Total State	3,784,664	1,960,696	1,823,968	1,068,642	832,590	853,299	73,694	\$1,201,439

MONTANA

Population	559,456
Families	159,963
Radio Homes, 1940 Census	134,503
Radio Homes, NAB Projection	137,900

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Beaverhead	6,943	3,014	3,929	2,321	1,710	1,763	202	\$3,796
Big Horn	10,419	—	10,419	2,516	1,940	1,999	161	2,926
Blaine	9,566	—	9,566	2,443	1,868	1,916	194	3,683
Broadwater	3,451	—	3,451	958	712	744	69	1,198
Carbon	11,865	2,950	8,915	3,303	2,643	2,737	241	2,794
Carter	3,280	—	3,280	910	703	709	49	401
Cascade	41,999	29,928	12,071	12,442	11,051	11,370	815	23,690
Chouteau	7,316	—	7,316	2,121	1,809	1,837	122	1,941
Custer	10,422	7,313	3,109	2,958	2,584	2,618	181	4,763
Daniels	4,563	—	4,563	1,172	1,040	1,056	103	1,366
Dawson	8,618	4,524	4,094	2,265	1,996	2,041	176	3,111
Deer Lodge	13,627	11,004	2,623	4,062	3,643	3,704	262	5,655
Fallon	3,719	—	3,719	930	813	819	75	1,068
Fergus	14,040	5,874	8,166	4,037	3,415	3,503	299	5,383
Flathead	24,271	10,847	13,424	7,111	6,034	6,296	442	10,105
Galatin	18,269	8,665	9,604	5,249	4,355	4,558	429	9,641
Garfield	2,641	—	2,641	758	578	590	43	356
Glacier	9,034	2,509	6,525	2,386	1,780	1,805	158	3,987
Golden Valley	1,607	—	1,607	463	394	399	37	209
Granite	3,401	—	3,401	1,143	883	890	86	1,323
Hill	13,304	6,427	6,877	3,556	3,137	3,198	295	6,195
Jefferson	4,664	—	4,664	1,224	977	1,013	105	1,243
Judith Basin	3,655	—	3,655	1,027	891	899	75	931
Lake	13,490	—	13,490	3,640	2,948	3,022	236	3,382
Lewis and Clark	22,131	15,056	7,075	6,745	5,743	5,924	455	12,137
Liberty	2,209	—	2,209	647	546	552	47	647
Lincoln	7,882	—	7,882	2,347	1,828	1,864	155	2,001
McCone	3,798	—	3,798	1,004	836	856	48	495
Madison	7,294	—	7,294	2,136	1,603	1,657	151	1,686
Meagher	2,237	—	2,237	659	537	544	69	867
Mineral	2,135	—	2,135	727	547	569	60	470
Missoula	29,038	18,449	10,589	8,296	7,313	7,396	568	16,222
Musselshell	5,717	2,644	3,073	1,677	1,425	1,440	122	1,922
Park	11,566	6,642	4,924	3,454	2,923	3,032	263	4,970
Petroleum	1,083	—	1,083	333	256	259	24	222
Phillips	7,892	—	7,892	2,304	1,822	1,848	142	2,495
Pondera	6,716	—	6,716	1,794	1,492	1,511	149	2,597
Powder River	3,159	—	3,159	924	637	659	31	430
Powell	6,152	3,278	2,874	1,852	1,487	1,530	126	2,163
Prairie	2,410	—	2,410	647	521	525	45	628
Ravalli	12,978	—	12,978	3,724	2,971	3,028	221	3,641
Richland	10,209	2,978	7,231	2,625	2,226	2,264	166	3,288
Roosevelt	9,806	—	9,806	2,462	1,990	2,044	213	3,391
Rosebud	6,477	—	6,477	1,745	1,293	1,309	132	1,940
Sanders	6,926	—	6,926	2,065	1,555	1,575	127	1,494

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Sheridan	7,814	7,814	2,011	1,700	1,726	126	1,668
Silver Bow	53,207	37,081	16,126	16,394	14,543	15,048	1,081	28,788
Stillwater	5,694	5,694	1,592	1,340	1,368	130	1,580
Sweet Grass	3,719	3,719	1,109	883	908	70	1,136
Teton	6,922	6,922	1,996	1,699	1,729	142	2,152
Toole	6,769	2,538	4,231	1,973	1,663	1,705	190	3,130
Treasure	1,499	1,499	395	300	318	31	377
Valley	15,181	3,799	11,382	4,096	3,528	3,611	334	6,446
Wheatland	3,286	3,286	911	780	803	91	1,390
Wibaux	2,161	2,161	564	486	491	42	374
Yellowstone	41,182	26,015	15,167	11,542	10,134	10,403	707	22,472
Yellowstone Natl. Park	43	43	18	12	18
Total State	559,456	211,535	347,921	159,963	134,503	137,900	11,113	\$232,366

NEBRASKA

Population	1,315,834
Families	360,744
Radio Homes, 1940 Census	298,790
Radio Homes, NAB Projection	305,681

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adams	24,576	15,145	9,431	6,301	5,453	5,530	482	\$8,533
Antelope	13,289	13,289	3,560	2,770	2,852	279	2,722
Arthur	1,045	1,045	269	194	196	23	94
Banner	1,403	1,403	362	302	306	11	52
Blaine	1,538	1,538	395	307	314	32	224
Boone	12,127	12,127	3,117	2,369	2,442	243	2,552
Box Butte	10,736	6,253	4,483	2,915	2,469	2,547	252	4,729
Boyd	6,060	6,060	1,566	1,149	1,175	151	1,380
Brown	5,962	5,962	1,569	1,175	1,200	144	1,710
Buffalo	23,655	9,643	14,012	6,646	5,230	5,369	546	7,753
Burt	12,546	12,546	3,450	2,950	3,004	248	3,185
Butler	13,106	13,106	3,658	2,621	2,689	307	2,114
Cass	16,992	4,268	12,724	4,964	4,097	4,178	349	3,066
Cedar	15,126	15,126	3,751	3,091	3,190	257	3,136
Chase	5,310	5,310	1,413	1,073	1,095	128	1,846
Cherry	9,637	9,637	2,443	1,808	1,893	210	2,610
Cheyenne	9,505	3,388	6,117	2,453	2,102	2,144	229	3,617
Clay	10,445	10,445	3,154	2,427	2,470	259	1,735
Colfax	10,627	2,808	7,819	3,038	2,422	2,456	249	2,875
Cuming	13,562	2,510	11,052	3,459	2,895	2,966	350	3,627
Custer	22,591	2,968	19,623	6,132	4,656	4,723	524	5,445
Dakota	9,836	4,556	5,280	2,562	2,097	2,168	161	1,775
Dawes	10,128	4,262	5,866	2,789	2,350	2,404	237	3,743
Dawson	17,890	3,688	14,202	4,914	3,914	3,982	390	6,888
Deuel	3,580	3,580	929	770	789	97	1,256
Dixon	10,413	10,413	2,759	2,287	2,340	202	1,960
Dodge	23,799	11,862	11,937	6,829	5,948	6,105	623	9,362
Douglas	247,562	223,844	23,718	68,378	62,150	63,967	4,735	118,935
Dundy	5,122	5,122	1,358	961	982	97	1,171
Fillmore	11,417	11,417	3,319	2,534	2,577	215	2,202
Franklin	7,740	7,740	2,246	1,548	1,594	190	1,518
Frontier	6,417	6,417	1,797	1,290	1,317	134	1,134
Furnas	10,098	10,098	3,022	2,212	2,322	292	2,557
Gage	29,588	10,883	18,705	8,023	6,748	6,918	622	8,176
Garden	4,680	4,680	1,249	976	987	112	843
Garfield	3,444	3,444	895	663	667	87	791
Gosper	3,687	3,687	1,002	672	685	38	516
Grant	1,327	1,327	337	274	282	39	579
Greeley	6,845	6,845	1,655	1,195	1,252	149	1,202
Hall	27,523	19,130	8,393	7,825	6,637	6,778	596	11,611
Hamilton	9,982	9,982	2,910	2,209	2,267	177	1,818
Harlan	7,130	7,130	1,999	1,460	1,525	160	1,274
Hayes	2,958	2,958	748	546	563	23	185
Hitchcock	6,404	6,404	1,721	1,291	1,308	137	1,383
Holt	16,552	2,532	16,020	4,228	3,288	3,368	335	3,628
Hooker	1,253	1,253	331	244	246	36	837
Howard	8,422	8,422	2,305	1,715	1,745	183	1,393
Jefferson	15,532	6,304	9,228	4,503	3,674	3,775	320	4,403
Johnson	8,662	8,662	2,468	1,986	2,032	189	1,651
Kearney	6,854	6,854	1,954	1,594	1,640	141	1,248
Keith	8,333	3,159	5,174	2,168	1,746	1,772	185	3,587
Keyapaha	3,235	3,235	791	602	615	43	268
Kimball	3,913	3,913	1,052	880	891	102	1,345
Knox	16,478	16,478	4,345	3,244	3,291	327	2,019
Lancaster	100,585	81,984	18,601	29,129	26,329	26,842	1,787	44,144
Lincoln	25,425	12,429	12,996	6,759	5,621	5,703	537	9,999
Logan	1,742	1,742	453	313	322	39	330
Loup	1,777	1,777	459	349	355	34	165
McPherson	1,175	1,175	318	205	207	8	87

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Madison	24,269	10,490	13,779	6,478	5,477	5,653	598	8,718
Merrick	9,354	9,354	2,628	2,142	2,177	249	2,258
Morrill	9,436	9,436	2,313	1,840	1,888	194	2,284
Nance	7,653	7,653	1,950	1,504	1,533	140	1,378
Nemaha	12,781	3,639	9,142	3,712	3,108	3,159	259	3,005
Nuckolls	10,446	2,650	7,796	2,971	2,207	2,233	213	2,262
Otoe	18,994	7,339	11,655	5,371	4,601	4,675	477	5,168
Pawnee	8,514	8,514	2,350	1,863	1,883	165	1,580
Perkins	5,197	5,197	1,350	1,062	1,089	116	1,677
Phelps	8,452	3,360	5,092	2,512	2,076	2,160	201	2,960
Pierce	10,211	10,211	2,703	2,159	2,222	217	2,196
Platte	20,191	7,632	12,559	4,964	3,961	4,036	378	5,789
Polk	8,748	8,748	2,466	2,030	2,068	173	1,482
Redwillow	11,951	6,212	5,739	3,298	2,647	2,717	302	5,223
Richardson	19,178	6,146	13,032	5,297	4,351	4,409	397	5,489
Rock	3,977	3,977	1,016	781	800	83	958
Saline	15,010	3,038	11,972	4,608	3,541	3,581	360	3,606
Sarpy	10,835	10,835	2,638	2,257	2,308	121	1,406
Saunders	17,892	2,648	15,244	5,152	4,193	4,272	390	4,196
Scotts Bluff	33,917	15,161	18,756	8,501	6,895	7,021	616	14,936
Seward	14,167	2,826	11,341	4,036	3,172	3,242	345	2,965
Sheridan	9,869	9,869	2,709	2,122	2,173	223	3,728
Sherman	7,764	7,764	2,026	1,363	1,385	144	1,200
Sioux	4,001	4,001	1,036	767	780	39	298
Stanton	6,887	6,887	1,858	1,468	1,480	99	955
Thayer	12,262	12,262	3,436	2,676	2,711	286	2,932
Thomas	1,553	1,553	434	317	319	48	338
Thurston	10,243	10,243	2,445	1,734	1,789	160	1,811
Valley	8,163	8,163	2,307	1,738	1,758	150	1,720
Washington	11,578	3,289	8,289	3,197	2,713	2,788	170	2,291
Wayne	9,880	2,719	7,161	2,647	2,316	2,350	182	2,409
Webster	8,071	8,071	2,367	1,691	1,713	166	1,847
Wheeler	2,170	2,170	528	392	397	33	170
York	14,874	5,383	9,491	4,287	3,544	3,590	300	4,346
Total State	1,315,834	514,148	801,686	360,744	298,790	305,681	2,611	\$123,568

NEVADA

Population	110,217
Families	33,291
Radio Homes, 1940 Census	26,200
Radio Homes, NAB Projection	27,119

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Churchill	5,317	5,317	1,562	1,183	1,218	95	\$2,596
Clark	16,414	8,422	7,992	4,829	3,788	3,871	395	9,959
Douglas	2,056	2,056	599	437	473	56	938
Elko	10,912	4,094	6,818	3,241	2,433	2,535	291	5,415
Esmeralda	1,554	1,554	620	400	405	43	886
Eureka	1,361	1,361	461	248	263	34	326
Humboldt	4,743	4,743	1,395	958	1,009	119	2,733
Lander	1,745	1,745	583	390	395	55	763
Lincoln	4,130	4,130	1,143	961	991	83	1,270
Lyon	4,076	4,076	1,201	903	944	93	1,141
Mineral	2,342	2,342	777	475	486	50	772
Nye	3,606	3,606	1,380	897	926	127	2,026
Ormsby	3,209	3,209	935	821	830	82	1,578
Pershing	2,713	2,713	867	593	612	60	1,071
Storey	1,216	1,216	395	317	344	30	404
Washoe	32,476	26,635	5,841	10,025	8,703	9,069	838	27,132
White Pine	12,377	4,140	8,237	3,278	2,693	2,748	190	6,173
Total State	110,217	43,291	66,956	33,291	26,200	27,119	9,639	\$65,183

N. HAMPSHIRE

Population	491,524
Families	132,936
Radio Homes, 1940 Census	116,809
Radio Homes, NAB Projection	119,664

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Belknap	24,328	13,484	10,844	6,741	5,858	5,894	477	\$9,842
Carrroll	15,589	15,589	4,443	3,657	3,754	450	5,708
Cheshire	34,953	13,832	21,121	9,675	8,321	8,596	580	12,265
Coos	39,274	19,084	20,190	9,529	8,343	8,532	746	12,930
Grafton	44,645	12,161	32,484	12,201	10,318	10,655	880	18,461

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Hillsborough...	144,888	114,539	30,349	39,180	35,174	36,048	2,874	60,055
Merrimack...	60,710	33,920	26,790	15,861	14,028	14,290	1,069	22,732
Rockingham...	58,142	25,619	32,523	16,511	14,468	14,844	1,335	23,323
Strafford...	43,558	33,138	10,415	11,827	10,584	10,788	820	17,809
Sullivan.....	25,442	17,448	7,994	6,968	6,058	6,173	408	9,404
Total State	491,524	283,225	208,299	132,936	116,809	119,664	19,639	\$192,529

NEW JERSEY

Population 4,160,165
 Families 1,100,260
 Radio Homes, 1940 Census. 1,020,466
 Radio Homes, NAB
 Projection 1,050,612

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Atlantic.....	124,066	100,420	23,646	34,640	30,852	31,814	3,964	\$64,301
Bergen.....	409,646	367,195	42,451	110,446	105,573	108,030	7,312	137,361
Burlington...	97,013	22,997	74,016	24,785	22,469	23,003	1,875	27,064
Camden.....	255,727	204,523	51,204	67,480	62,333	64,057	4,950	89,005
Cape May....	28,919	12,405	16,514	8,632	7,587	7,785	1,411	17,456
Cumberland..	73,184	38,712	34,472	19,842	17,479	17,900	1,461	28,873
Essex.....	837,340	820,174	17,166	221,679	205,169	213,501	18,796	423,446
Gloucester...	72,219	29,334	42,885	19,429	17,355	17,919	1,279	18,380
Hudson.....	652,040	649,767	2,273	173,443	163,908	168,052	15,015	240,196
Hunterdon...	36,766	7,064	29,702	10,317	9,292	9,434	751	11,364
Mercer.....	197,318	135,902	61,416	48,501	44,807	46,118	4,535	89,873
Middlesex...	217,077	173,867	43,210	54,066	49,778	51,313	4,700	80,633
Monmouth...	161,238	83,955	77,283	43,746	39,125	40,804	4,031	76,194
Morris.....	125,732	56,051	69,681	31,750	29,417	30,442	2,554	45,693
Ocean.....	37,706	—	37,706	10,921	9,618	9,925	1,315	19,736
Passaic.....	309,353	293,639	15,714	83,882	78,469	80,124	7,251	140,862
Salem.....	42,274	15,106	27,168	11,458	9,963	10,199	774	14,223
Somerset...	74,390	41,231	33,159	18,401	17,016	17,564	1,374	23,328
Sussex.....	29,632	9,542	20,090	8,080	7,205	7,319	737	12,595
Union.....	328,344	306,643	21,701	84,870	80,386	82,453	6,470	128,284
Warren.....	50,181	26,246	23,935	13,892	12,665	12,856	1,160	16,064
Total State	4,160,165	3,391,773	765,392	1,100,260	1,020,466	1,050,612	91,715	\$1,704,931

NEW MEXICO

Population 531,818
 Families 129,475
 Radio Homes, 1940
 Census 66,609
 Radio Homes, NAB
 Projection 69,053

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Bernalillo...	69,391	35,449	33,942	18,070	12,688	13,396	1,220	\$27,188
Catron.....	4,881	—	4,881	1,313	550	558	90	370
Chaves.....	23,980	13,482	10,498	6,091	3,955	4,088	479	9,220
Colfax.....	18,718	7,607	11,111	4,634	3,014	3,057	354	5,127
Curry.....	18,159	10,605	8,094	4,809	3,502	3,633	418	8,803
De Baca.....	3,725	—	3,725	934	490	508	81	780
Dona Ana...	30,411	8,385	22,026	7,270	3,695	3,746	412	5,483
Eddy.....	24,311	11,187	13,124	6,059	3,867	3,983	377	8,519
Grant.....	20,050	5,044	15,006	4,890	2,993	3,059	263	5,116
Guadalupe...	8,646	—	8,646	1,908	551	590	139	1,503
Harding....	4,374	—	4,374	1,057	450	477	72	702
Hidalgo....	4,821	3,101	1,720	1,246	737	746	111	1,709
Lea.....	21,154	10,619	10,535	6,161	4,254	4,559	392	8,752
Lincoln....	8,557	—	8,557	2,119	1,094	1,144	179	1,438
Luna.....	6,457	3,608	2,849	1,687	970	987	150	2,294
McKinley...	23,641	7,041	16,600	5,318	2,283	2,385	303	6,736
Mora.....	10,981	—	10,981	2,399	333	340	109	633
Otero.....	10,522	3,950	6,572	2,638	1,315	1,348	207	2,364
Quay.....	12,111	6,194	5,917	3,212	2,069	2,132	255	3,614
Rio Arriba...	25,352	—	25,352	5,499	1,039	1,058	194	1,761
Roosevelt...	14,549	5,104	9,445	3,628	2,087	2,206	222	3,152
Sandoval...	13,898	—	13,898	3,082	743	765	134	876
San Juan...	17,115	—	17,115	3,750	1,385	1,440	169	2,127
San Miguel..	27,910	12,362	15,548	6,330	2,029	2,073	334	4,482
Santa Fe....	30,826	20,325	10,501	7,289	4,074	4,161	369	9,045
Sierra.....	6,962	2,940	4,022	1,908	877	883	169	1,221

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Socorro	11,422	3,712	7,710	2,666	881	897	173	1,520
Taos	18,528	18,528	4,109	921	948	255	1,706
Torrance	11,026	11,026	2,628	970	1,008	175	1,291
Union	9,095	3,188	5,907	2,354	1,366	1,395	189	2,073
Valencia	20,245	3,038	17,207	4,408	1,427	1,483	235	2,422
Total State ..	531,818	176,401	355,417	129,475	66,609	69,053	8,229	\$132,117

NEW YORK

Population	13,479,142
Families	3,662,113
Radio Homes, 1910 Census	3,385,703
Radio Homes, NAB Projection	3,498,754

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Albany	221,315	172,634	48,681	62,016	58,590	59,994	5,286	\$124,944
Allegany	39,681	5,942	33,739	11,191	9,311	9,585	764	11,740
Bronx	1,394,711	1,394,711	—	377,843	357,134	370,084	25,551	395,049
Broome	163,749	114,050	51,699	43,739	40,239	41,249	3,037	68,342
Cattaraugus	72,652	32,723	39,929	19,869	17,354	17,878	1,331	28,172
Cayuga	65,508	35,753	29,755	18,057	15,934	16,434	1,406	24,615
Chautauqua	123,580	75,812	47,768	35,976	32,632	33,487	2,354	44,202
Chemung	73,718	52,505	21,213	20,576	18,454	19,296	1,658	33,917
Chenango	36,454	8,694	27,760	10,387	8,883	9,082	872	14,641
Clinton	54,006	21,181	32,825	11,859	9,778	9,982	891	16,142
Columbia	41,464	11,517	29,947	11,708	10,229	10,514	1,054	14,607
Cortland	33,668	18,809	14,859	9,689	8,615	8,879	771	15,262
Delaware	40,989	6,709	34,280	11,414	9,364	9,592	966	15,964
Dutchess	120,542	56,477	64,065	28,532	25,690	26,386	2,440	52,783
Erie	798,377	666,868	131,509	208,868	197,969	202,875	15,911	327,366
Essex	34,178	8,404	25,774	8,707	7,238	7,473	791	12,126
Franklin	44,286	19,466	24,820	11,186	8,954	9,235	1,035	16,080
Fulton	48,597	34,153	14,444	14,648	13,327	13,523	1,054	20,056
Genesee	44,481	21,680	22,801	11,872	10,745	11,074	797	16,426
Greene	27,926	5,429	22,497	8,201	7,229	7,363	808	9,870
Hamilton	4,188	—	4,188	1,184	949	971	216	1,459
Herkimer	59,927	38,485	21,042	16,412	14,788	15,170	1,318	19,928
Jefferson	84,003	37,592	46,411	23,113	20,380	20,834	2,052	33,591
Kings	2,698,285	2,698,285	—	716,933	668,277	960,679	57,015	870,358
Lewis	22,815	3,578	19,237	5,980	4,774	4,905	479	5,778
Livingston	38,510	8,506	30,004	9,521	8,353	8,577	802	11,378
Madison	39,598	14,441	25,157	11,272	9,845	10,163	884	15,170
Monroe	438,230	363,276	74,954	121,086	113,480	117,687	8,591	203,857
Montgomery	59,142	38,676	20,466	16,497	15,286	15,588	1,291	22,542
Nassau	406,748	195,750	210,998	108,051	101,464	105,487	8,608	194,072
New York	1,889,924	1,889,924	—	548,378	449,120	515,992	66,560	1,915,398
Niagara	160,110	122,662	37,448	42,018	39,742	40,453	2,032	64,455
Oneida	203,636	145,203	58,433	52,783	48,388	49,453	4,288	76,379
Onondaga	295,108	225,028	70,080	80,630	74,709	77,634	5,289	130,114
Ontario	55,367	23,876	31,431	14,869	13,270	13,805	1,107	20,364
Orange	140,113	77,120	62,993	36,975	33,337	34,416	3,369	62,270
Orleans	27,760	10,531	17,229	7,954	7,001	7,147	559	8,538
Oswego	71,275	35,424	35,851	19,554	17,284	17,752	1,387	22,000
Otsego	46,082	14,330	31,752	13,486	11,450	11,737	1,077	18,776
Putnam	16,555	—	16,555	4,428	3,959	4,023	422	8,257
Queens	1,297,634	1,297,634	—	361,689	344,838	356,324	24,030	475,149
Rensselaer	121,834	85,351	36,483	34,447	31,911	32,681	2,600	46,020
Rochmond	174,441	174,441	—	43,076	40,836	41,934	3,416	54,170
Rockland	74,261	21,724	52,537	16,252	15,033	15,333	1,254	24,553
St. Lawrence	91,098	39,991	51,107	23,058	19,413	19,904	1,846	28,728
Saratoga	65,606	34,635	30,971	18,271	16,507	16,833	1,556	21,619
Schenectady	122,494	95,509	26,985	35,246	33,534	34,199	2,488	53,677
Schoharie	20,812	2,617	18,195	6,116	5,003	5,127	401	6,645
Schuyler	12,979	2,913	10,066	3,780	3,146	3,254	307	3,568
Seneca	25,732	10,462	15,270	6,351	5,399	5,706	477	5,804
Steuben	84,927	39,107	45,820	23,575	20,031	20,748	1,572	27,825
Suffolk	197,355	34,424	162,931	47,626	43,682	44,651	4,793	93,394
Sullivan	37,901	7,525	30,376	10,810	9,224	9,515	1,396	19,392
Tioga	27,072	10,518	16,554	7,914	6,545	6,850	543	8,301
Tompkins	42,340	19,730	22,610	12,345	11,087	11,369	749	18,691
Ulster	87,017	36,505	50,512	24,761	22,088	22,427	2,060	32,924
Warren	36,035	18,336	17,199	10,348	9,044	9,199	884	20,414
Washington	46,726	18,298	28,428	12,369	10,592	10,823	919	11,461
Wayne	52,747	16,218	36,529	15,023	13,131	13,630	1,000	19,477
Westchester	573,558	479,921	93,637	147,735	139,523	143,924	12,074	290,636
Wyoming	31,894	8,002	23,872	8,310	7,339	7,471	578	8,975
Yates	16,381	5,308	11,073	4,949	4,272	4,394	259	4,688
Total State ..	13,479,142	11,165,893	2,313,249	3,662,113	3,385,703	3,498,754	302,325	\$6,243,699

All money figures in the retail-service column are in thousands (\$000) of dollars.

N. CAROLINA

Population 3,571,623
 Families 789,659
 Radio Homes, 1940
 Census 471,863
 Radio Homes, NAB
 Projection 487,353

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910	NAB	Stores	Sales
Alamance . . .	57,427	16,537	40,890	13,024	9,675	9,891	802	\$14,894
Alexander . . .	13,454	13,454	2,890	1,596	1,633	155	1,206
Alleghany . . .	8,341	8,341	1,988	860	878	157	647
Anson	28,443	3,587	24,856	5,977	2,731	2,842	284	3,544
Ashe	22,664	22,664	4,868	2,218	2,308	313	1,333
Avery	13,561	13,561	2,764	1,285	1,306	141	572
Beaufort . . .	36,431	8,569	27,862	8,154	3,822	3,899	595	5,917
Bertie	26,201	26,201	5,353	2,273	2,349	270	2,662
Bladen	27,156	27,156	5,621	2,342	2,418	259	2,940
Brunswick . . .	17,125	17,125	3,673	1,406	1,460	232	1,218
Buncombe . . .	108,755	51,310	57,445	26,375	19,024	19,593	1,530	32,476
Burke	38,615	10,285	28,330	7,783	5,242	5,340	456	5,736
Cabarrus	59,393	15,572	43,821	13,176	10,315	10,537	747	14,695
Caldwell	35,795	7,598	28,197	7,617	4,775	4,890	391	5,765
Camden	5,440	5,440	1,271	656	672	73	211
Carteret	18,284	6,967	11,317	4,261	2,321	2,366	311	3,183
Caswell	20,032	20,032	3,916	1,691	1,831	136	1,052
Catawba	51,653	18,894	32,759	11,709	8,733	8,982	704	10,703
Chatham	24,726	24,726	5,368	2,827	3,000	274	2,832
Cherokee	18,813	18,813	4,021	1,902	1,970	225	1,784
Chowan	11,572	3,835	7,737	2,539	1,200	1,229	161	1,859
Clay	6,405	6,405	1,401	513	537	64	177
Cleveland . . .	58,055	20,584	37,471	12,474	8,022	8,200	561	9,490
Columbus	45,663	3,011	42,652	9,798	4,331	4,500	474	6,674
Craven	31,298	11,815	19,483	7,367	3,598	3,702	529	6,310
Cumberland . . .	59,320	17,428	41,892	11,960	6,079	6,299	621	10,740
Currituck	6,709	6,709	1,663	704	724	112	505
Dare	6,041	6,041	1,454	909	938	151	827
Davidson	53,377	21,591	31,786	12,029	8,729	9,057	566	8,547
Davie	14,909	14,909	3,320	2,003	2,100	207	1,730
Duplin	39,739	39,739	8,683	3,684	3,815	504	3,991
Durham	80,244	60,195	20,049	19,898	14,882	15,275	1,186	27,823
Edgecombe . . .	49,162	19,126	30,036	10,333	5,497	5,696	550	9,223
Forsyth	126,475	79,815	46,660	30,800	22,900	23,338	1,832	35,265
Franklin	30,382	30,382	6,522	2,703	2,838	266	2,803
Gaston	87,531	32,461	55,070	19,529	14,656	15,029	1,030	16,552
Gates	10,060	10,060	2,124	799	871	93	671
Graham	6,418	6,418	1,316	537	548	65	371
Granville	29,344	3,991	25,353	6,189	2,860	2,841	297	3,799
Greene	18,548	18,548	3,566	2,015	2,086	138	1,516
Guilford	153,916	97,814	56,102	36,842	28,486	29,540	2,088	48,105
Halifax	56,512	11,104	45,408	11,446	4,967	5,100	706	9,075
Harnett	44,239	5,256	38,983	9,205	5,029	5,177	483	5,830
Haywood	34,804	7,977	26,827	7,651	4,449	4,574	400	5,727
Henderson	26,049	5,381	20,668	6,363	4,076	4,268	316	5,697
Hertford	19,352	19,352	4,024	1,854	1,942	205	2,626
Hoke	14,937	14,937	2,900	1,246	1,306	107	1,401
Hyde	7,860	7,860	1,720	665	683	142	451
Iredell	50,424	18,122	32,302	11,438	7,621	7,817	755	8,929
Jackson	19,366	19,366	4,008	1,664	1,721	185	2,166
Johnston	63,798	3,678	60,120	13,813	7,063	7,235	670	7,820
Jones	10,926	10,926	2,185	862	924	91	637
Lee	18,743	4,960	13,783	4,148	2,718	2,836	241	3,906
Lenoir	41,211	15,388	25,823	8,860	5,182	5,411	497	9,384
Lincoln	24,187	4,525	19,662	5,190	3,411	3,494	352	3,320
McDowell	22,996	2,889	20,107	5,015	2,893	2,996	259	3,031
Macon	15,880	15,880	3,489	1,453	1,498	240	1,759
Madison	22,522	22,522	4,846	2,048	2,120	298	1,370
Martin	26,111	3,966	22,145	5,144	2,178	2,250	341	4,083
Mecklenburg . .	151,824	100,899	50,927	36,320	26,847	27,785	1,929	55,395
Mitchell	15,980	15,980	3,392	1,924	1,985	174	1,665
Montgomery . . .	16,280	16,280	3,593	1,923	2,002	243	2,433
Moore	30,969	3,225	27,744	6,719	3,631	3,816	376	4,946
Nash	55,608	13,590	42,018	11,780	6,246	6,394	530	9,280
New Hanover . . .	47,935	33,407	14,528	12,054	7,803	8,230	948	17,480
Northampton . .	28,299	28,299	5,622	1,950	2,045	235	1,679
Onslow	17,939	17,939	3,777	1,445	1,579	223	1,609
Orange	23,072	3,654	19,418	5,239	3,374	3,474	270	3,685
Pamlico	9,706	9,706	2,170	817	856	122	480
Pasquotank . . .	20,568	11,564	9,004	4,867	2,998	3,107	361	5,265
Pender	17,710	17,710	3,754	1,449	1,487	179	1,386
Perquimans . . .	9,773	9,773	2,269	1,001	1,030	157	1,252
Person	25,029	4,599	20,430	5,113	2,629	2,697	255	3,157
Pitt	61,244	15,654	45,590	12,733	6,802	6,977	681	12,359
Polk	11,874	11,874	2,679	1,511	1,548	135	1,123
Randolph	44,554	6,981	37,573	10,318	6,595	7,042	538	6,056
Richmond	38,810	8,768	28,042	8,094	4,619	4,832	328	6,169

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Robeson	76,860	5,803	71,057	15,741	6,788	7,062	783	11,568
Rockingham	57,898	10,387	47,511	12,923	8,865	9,072	824	11,122
Rowan	69,206	22,109	47,097	16,336	12,697	13,032	932	16,173
Rutherford	45,577	8,987	36,590	9,981	6,349	6,476	557	6,190
Sampson	47,440	3,557	43,883	9,776	4,239	4,377	537	5,445
Scotland	23,232	5,685	17,547	4,917	2,090	2,223	259	3,418
Stanly	32,834	4,060	28,774	7,575	5,419	5,611	420	6,309
Stokes	22,656	22,656	4,838	2,639	2,694	250	1,530
Surry	41,783	9,020	32,763	9,190	5,605	5,744	505	7,490
Swain	12,177	12,177	2,505	941	967	154	830
Transylvania	12,241	3,061	9,180	2,663	1,570	1,673	122	1,903
Tyrrell	5,556	5,556	1,210	579	588	80	439
Union	39,097	6,475	32,622	8,508	4,997	5,200	497	5,199
Vance	29,961	7,647	22,314	6,394	3,290	3,422	380	6,356
Wake	109,544	46,897	62,647	24,330	16,529	17,024	1,441	33,976
Warren	23,145	23,145	4,532	1,440	1,488	243	2,354
Washington	12,323	12,323	2,604	1,200	1,228	182	1,362
Watauga	18,114	18,114	3,846	2,008	2,055	261	1,958
Wayne	58,328	20,203	38,125	12,019	6,736	6,937	707	11,529
Wilkes	43,003	4,478	38,525	9,049	4,086	4,249	534	4,792
Wilson	50,219	19,234	30,985	11,061	6,191	6,449	637	10,396
Yadkin	20,657	20,657	4,542	2,566	2,693	211	1,295
Yancey	17,202	17,202	3,585	1,475	1,515	230	748
Total State	3,571,623	974,175	2,597,448	789,659	471,863	487,353	44,328	\$675,361

N. DAKOTA

Population	641,935
Families	152,043
Radio Homes, 1940 Census	131,000
Radio Homes, NAB Projection	134,437

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adams	4,664	4,664	1,149	963	1,008	93	\$1,022
Barnes	17,814	5,917	11,897	4,446	3,945	4,044	355	4,872
Benson	12,629	12,629	2,828	2,459	2,504	177	1,734
Billings	2,531	2,531	562	423	427	177	102
Bottineau	13,253	13,253	3,351	2,851	2,926	263	2,628
Bowman	3,860	3,860	1,033	822	845	107	1,107
Burke	7,653	7,653	1,989	1,734	1,764	181	1,199
Burleigh	22,736	15,496	7,240	5,472	4,868	5,051	329	9,639
Cass	52,849	32,580	20,269	13,222	12,191	12,538	944	25,513
Cavalier	13,923	13,923	3,118	2,665	2,720	258	2,492
Dickey	9,696	9,696	2,375	2,037	2,080	180	2,085
Divide	7,086	7,086	1,878	1,658	1,691	137	1,271
Dunn	8,376	8,376	1,814	1,397	1,445	111	799
Eddy	5,741	5,741	1,363	1,215	1,247	111	1,564
Emmons	11,699	11,699	2,268	1,776	1,814	115	1,378
Foster	5,824	5,824	1,394	1,221	1,254	135	1,596
Golden Valley	3,498	3,498	896	762	784	80	895
Grand Forks	34,518	20,228	14,290	8,616	7,844	8,018	571	14,355
Grant	8,264	8,264	1,802	1,355	1,382	98	793
Griggs	5,818	5,818	1,410	1,231	1,250	105	1,136
Hettinger	7,457	7,457	1,622	1,337	1,348	117	1,468
Kidder	6,692	6,692	1,507	1,263	1,289	108	909
La Moure	10,298	10,298	2,388	2,027	2,098	183	1,635
Logan	7,561	7,561	1,574	1,247	1,264	100	845
McHenry	14,034	14,034	3,355	2,827	2,873	249	2,177
McIntosh	8,984	8,984	1,995	1,536	1,559	124	1,194
McKenzie	8,426	8,426	2,179	1,805	1,837	113	1,052
McLean	16,082	16,082	3,806	3,126	3,179	253	2,294
Mercer	9,611	9,611	2,075	1,599	1,620	123	1,393
Morton	20,184	6,685	13,499	4,482	3,842	3,994	320	4,578
Mountrail	10,482	10,482	2,679	2,274	2,320	203	1,905
Nelson	9,129	9,129	2,185	1,925	1,972	193	1,761
Oliver	3,859	3,859	824	671	706	29	231
Pembina	15,671	15,671	3,625	3,166	3,236	331	3,316
Pierce	9,208	9,208	1,993	1,661	1,716	130	1,903
Ramsey	15,626	6,204	9,422	3,714	3,340	3,458	308	5,794
Ransom	10,061	10,061	2,449	2,122	2,227	187	2,362
Renville	5,533	5,533	1,461	1,299	1,337	108	1,023
Richland	20,519	3,747	16,772	4,867	4,320	4,452	366	5,627
Rolette	12,583	12,583	2,663	1,860	1,898	149	1,994
Sargent	8,693	8,693	2,120	1,827	1,869	157	1,219
Sheridan	6,616	6,616	1,484	1,255	1,285	117	748
Sioux	4,419	4,419	942	656	671	47	525
Slope	2,932	2,932	746	614	630	31	149
Stark	15,414	5,839	9,575	3,396	2,848	2,927	207	3,960
Steele	6,193	6,193	1,425	1,228	1,249	102	853
Stutsman	23,495	8,790	14,705	5,166	4,562	4,677	373	6,418

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Townner	7,200	7,200	1,755	1,520	1,583	160	1,669
Trail	12,300	12,300	2,897	2,587	2,642	249	3,209
Walsh	20,747	4,070	16,677	4,555	3,919	4,015	331	5,032
Ward	31,981	16,577	15,404	8,139	7,244	7,471	647	11,920
Wells	11,198	11,198	2,682	2,386	2,442	227	2,436
Williams	16,315	5,790	10,525	4,307	3,690	3,801	340	5,001
Total State ..	641,935	131,923	510,012	152,043	131,006	134,437	11,049	\$162,780

OHIO

Population 6,907,612
 Families 1,897,796
 Radio Homes, 1940 Census ... 1,697,672
 Radio Homes, NAB Projection 1,739,399

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Adams	21,705	—	21,705	5,883	3,966	4,013	384	\$3,068
Allen	73,303	47,797	25,506	20,255	18,570	18,991	1,444	29,477
Ashland	29,785	12,453	17,332	8,673	7,508	7,826	511	10,652
Ashtabula	68,674	34,931	33,743	19,573	17,353	17,852	1,366	25,217
Athens	46,166	15,911	30,255	12,251	9,642	10,042	774	11,875
Auglaize	28,037	10,757	17,280	7,931	7,048	7,200	589	7,496
Belmont	95,614	45,228	50,386	25,046	20,983	21,436	1,719	21,387
Brown	21,638	—	21,638	6,256	4,602	4,694	423	3,903
Butler	120,249	84,568	35,681	32,496	29,254	29,979	2,014	41,878
Carroll	17,449	3,922	13,527	4,726	3,821	3,928	304	3,187
Champaign	25,258	8,335	16,923	7,263	6,321	6,422	482	6,968
Clark	95,647	70,662	24,985	26,653	24,258	24,780	1,728	35,536
Clermont	34,109	—	34,109	9,732	7,993	8,114	625	7,303
Clinton	22,574	5,971	16,603	6,824	5,781	5,924	516	7,742
Columbiana	90,121	54,717	35,404	24,435	21,437	22,082	1,870	31,967
Coshocton	30,594	11,509	19,085	8,720	7,208	7,381	584	8,597
Crawford	35,571	22,749	12,822	10,386	9,334	9,548	737	11,892
Cuyahoga	1,217,250	1,183,490	33,760	336,519	318,772	323,878	24,211	555,343
Darke	38,831	7,745	31,086	11,145	9,443	9,663	798	10,718
Defiance	24,367	12,293	12,074	6,860	5,944	6,101	490	7,386
Delaware	26,780	8,944	17,836	7,586	6,366	6,665	517	7,320
Erie	43,201	24,874	18,327	12,042	10,918	11,239	954	16,811
Fairfield	48,490	21,940	26,550	13,274	11,470	11,712	794	13,135
Fayette	21,385	9,402	11,983	6,066	4,916	5,013	391	7,369
Franklin	388,712	330,268	58,444	105,742	96,785	100,569	7,025	186,311
Fulton	23,626	3,016	20,610	6,801	5,823	5,983	468	7,407
Gallia	24,930	7,832	17,098	6,051	3,995	4,144	310	4,514
Geauga	19,430	—	19,430	5,193	4,255	4,318	306	4,546
Greene	35,863	13,182	22,681	9,661	8,281	8,481	502	9,377
Guernsey	38,822	15,044	23,778	11,055	8,808	9,156	709	9,427
Hamilton	621,987	544,766	77,221	181,342	166,269	169,927	12,138	299,853
Hancock	40,793	22,361	18,432	11,950	10,773	11,057	732	12,905
Hardin	27,061	7,593	19,468	7,966	6,739	6,906	587	6,898
Harrison	20,313	2,808	17,505	5,545	4,368	4,533	343	3,646
Henry	22,756	4,825	17,931	6,320	5,525	5,621	418	6,090
Highland	27,099	8,941	18,158	8,014	6,428	6,572	548	7,622
Hocking	21,504	6,177	15,327	5,729	4,396	4,486	321	4,395
Holmes	17,876	—	17,876	4,532	2,994	3,063	294	3,708
Huron	34,800	16,005	18,795	9,920	8,820	9,069	763	11,677
Jackson	27,004	11,832	15,172	7,079	5,463	5,562	436	6,598
Jefferson	98,129	50,269	47,860	24,565	21,380	21,742	1,768	34,649
Knox	31,024	10,122	20,902	9,153	7,749	8,087	556	9,706
Lake	50,020	24,282	25,738	13,774	12,959	13,217	897	18,498
Lawrence	46,705	15,851	30,854	11,340	8,520	8,699	637	8,480
Licking	62,279	31,487	30,792	18,346	15,759	16,420	1,098	20,043
Logan	29,624	9,808	19,816	8,767	7,614	7,785	687	8,927
Lorain	112,390	78,975	33,415	30,228	27,895	28,497	2,047	39,348
Lucas	344,333	287,032	57,301	96,079	89,929	92,162	6,109	155,392
Madison	21,811	4,697	17,114	5,451	4,309	4,414	375	6,033
Mahoning	240,251	197,050	43,201	59,065	53,413	54,759	3,714	97,399
Marion	44,898	30,817	14,081	12,761	11,289	11,769	734	14,759
Medina	33,034	10,854	22,180	9,307	8,328	8,597	630	11,367
Meigs	24,104	6,937	17,167	6,708	4,895	5,019	391	5,141
Mercer	26,256	4,841	21,415	6,658	5,818	5,927	522	7,107
Miami	52,632	28,625	24,007	15,047	13,867	14,148	914	17,761
Monroe	18,641	—	18,641	4,915	3,224	3,333	271	2,224
Montgomery	295,480	223,914	71,566	82,139	76,034	78,076	5,143	129,680
Morgan	14,227	—	14,227	3,973	2,928	3,020	216	2,457
Morrow	15,646	—	15,646	4,571	3,695	3,824	190	2,882
Muskingum	69,795	37,500	32,295	19,845	17,252	17,656	1,240	24,697
Noble	14,587	—	14,587	4,017	2,722	2,760	257	2,000
Ottawa	24,360	4,505	19,855	6,886	6,026	6,264	510	7,683
Paulding	15,527	—	15,527	4,384	3,642	3,723	323	3,425
Perry	31,087	6,939	24,148	8,357	6,708	6,884	479	6,051
Pickaway	27,889	7,982	19,907	6,960	5,527	5,622	442	5,732
Pike	16,113	—	16,113	3,919	2,373	2,437	251	2,152
Portage	46,660	17,119	29,541	12,798	11,221	11,545	789	15,282

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Preble	23,329	3,552	19,777	6,764	5,743	5,858	530	6,324
Putnam	25,016	—	25,016	6,493	5,621	5,775	524	5,772
Richland	73,853	43,797	30,056	20,050	17,986	18,570	1,293	28,730
Ross	52,147	20,129	32,018	13,095	10,270	10,516	718	13,747
Sandusky	41,014	20,478	20,536	11,691	10,506	10,791	855	13,878
Scioto	86,565	46,490	40,075	21,590	17,305	18,029	1,456	23,749
Seneca	48,499	27,422	21,077	13,205	11,673	12,047	1,000	16,644
Shelby	26,071	9,790	16,281	7,009	6,273	6,400	473	7,112
Stark	234,887	165,380	69,507	62,183	56,730	58,199	4,260	92,205
Summit	339,405	292,817	46,588	91,561	85,603	87,816	6,070	140,031
Trumbull	132,315	76,320	55,995	33,752	33,285	31,127	2,022	39,555
Tuscarawas	68,816	37,431	31,385	18,925	16,304	16,733	1,344	20,971
Union	20,012	4,037	15,975	5,757	4,982	5,056	375	6,005
Van Wert	26,759	11,887	14,872	7,667	6,750	6,956	484	7,607
Vinton	11,573	—	11,573	2,956	1,920	1,952	144	1,279
Warren	29,894	8,401	21,493	8,205	7,061	7,192	500	7,672
Washington	43,537	14,543	28,994	12,116	9,151	9,443	699	10,843
Wayne	50,520	18,797	31,723	13,497	11,428	11,639	1,019	16,966
Williams	25,510	9,107	16,403	7,662	6,770	6,969	626	8,550
Wood	51,796	13,263	38,533	14,581	12,926	13,268	1,124	13,150
Wyandot	19,218	6,891	12,327	5,439	4,679	4,747	384	5,901
Total State	6,907,612	4,612,986	2,294,626	1,897,796	1,697,672	1,739,399	127,215	\$2,616,387

OKLAHOMA

Population	2,336,434
Families	610,481
Radio Homes, 1940 Census	405,754
Radio Homes, NAB Projection	420,182

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adair	15,755	—	15,755	3,652	1,412	1,474	174	\$1,090
Alfalfa	14,129	2,553	11,576	3,962	3,127	3,180	283	2,676
Atoka	18,702	2,548	16,154	4,417	1,787	1,877	225	1,715
Beaver	8,648	—	8,648	2,352	1,578	1,597	142	1,016
Beckham	22,169	8,058	14,111	6,075	3,924	4,088	468	5,426
Blaine	18,543	2,828	15,715	4,847	3,125	3,266	388	3,781
Bryan	38,138	38,138	10,027	9,347	5,643	5,924	445	6,215
Caddo	41,567	5,579	35,988	10,483	6,526	6,797	687	7,444
Canadian	27,329	10,078	17,251	7,003	5,427	5,595	435	6,427
Carter	43,292	16,886	26,406	11,235	7,121	7,412	770	9,358
Cherokee	21,030	3,027	18,003	4,926	1,821	1,925	237	1,987
Choctaw	28,358	5,909	22,449	6,992	3,091	3,173	299	3,076
Cimarron	3,654	—	3,654	1,019	671	686	97	873
Cleveland	27,728	11,429	16,299	6,823	5,087	5,190	433	6,068
Coal	12,811	—	12,811	3,125	1,430	1,463	143	1,467
Comanche	38,988	18,055	20,933	9,237	6,259	6,435	650	10,350
Cotton	12,884	—	12,884	3,374	2,167	2,238	201	2,703
Craig	21,083	5,685	15,398	4,871	2,932	3,043	280	3,896
Creek	55,503	22,602	32,901	14,562	9,417	9,724	938	11,108
Custer	23,068	9,240	13,828	6,091	4,340	4,502	486	5,939
Delaware	18,592	—	18,592	4,509	2,038	2,117	194	1,216
Dewey	11,981	—	11,981	3,185	2,001	2,038	248	1,738
Ellis	8,466	—	8,466	2,382	1,544	1,631	179	1,752
Garfield	45,484	28,081	17,403	12,944	10,767	11,001	901	17,915
Garvin	31,150	5,104	26,046	7,712	4,026	4,288	599	4,802
Grady	41,116	14,111	27,005	10,757	6,869	7,097	697	8,419
Grant	13,128	—	13,128	3,815	3,117	3,199	262	2,609
Greer	14,550	4,193	10,357	3,776	2,466	2,569	291	2,929
Harmon	10,019	2,732	7,287	2,572	1,716	1,801	153	1,317
Harper	6,454	—	6,454	1,744	1,141	1,171	142	1,098
Haskell	17,324	—	17,324	3,974	1,964	2,043	188	1,694
Hughes	29,189	6,632	22,557	7,005	4,146	4,243	357	4,147
Jackson	22,708	8,593	14,115	6,159	4,233	4,355	400	4,646
Jefferson	15,107	—	15,107	3,837	2,234	2,298	234	2,178
Johnston	15,960	—	15,960	3,878	1,863	1,908	211	1,379
Kay	47,084	28,528	18,556	13,218	10,620	10,945	891	14,451
Kingfisher	16,617	3,352	12,265	4,220	3,065	3,191	256	3,662
Kiowa	22,817	5,177	17,640	6,191	4,179	4,350	442	4,824
Latimer	12,380	—	12,380	2,981	1,362	1,391	158	1,188
Le Flore	45,866	4,020	41,846	10,949	5,425	5,557	521	4,900
Lincoln	29,529	2,738	26,791	7,707	4,470	4,607	373	3,747
Logan	25,245	10,018	15,227	7,045	4,146	4,967	467	6,287
Love	11,433	—	11,433	2,772	1,471	1,494	153	1,057
McClain	19,205	3,116	16,089	4,646	2,724	2,796	286	2,170
McCurain	41,318	3,689	37,629	9,754	3,704	3,796	409	3,608
McIntosh	24,097	—	24,097	5,395	2,496	2,641	240	2,100

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Major	11,946	—	11,946	3,188	2,057	2,109	230	1,825
Marshall	12,384	2,594	9,790	2,987	1,646	1,687	155	1,623
Mayes	21,668	2,501	19,167	5,428	2,754	2,885	379	3,039
Murray	13,841	4,970	8,871	3,424	2,043	1,192	301	2,260
Muskogee	65,914	32,332	33,582	16,910	10,428	10,801	1,143	16,032
Noble	14,826	5,045	9,781	4,096	3,070	3,168	303	3,279
Nowata	15,774	3,904	11,870	4,193	2,588	2,659	212	2,677
Okfuskee	26,279	3,811	22,468	6,270	3,237	3,313	367	3,048
Oklahoma	244,159	211,016	33,143	69,951	57,392	59,619	5,104	104,680
Okmulgee	50,101	22,956	27,145	12,909	8,091	8,331	845	10,688
Osage	41,502	8,710	32,792	10,979	7,600	8,020	652	8,417
Ottawa	35,849	14,193	21,656	10,119	6,664	6,945	533	7,379
Pawnee	17,395	5,252	12,143	4,588	2,897	3,079	284	2,710
Payne	36,057	17,800	18,257	9,969	7,465	7,709	744	10,886
Pittsburg	48,985	14,997	33,988	11,560	6,955	7,318	644	8,370
Pontotoc	39,792	15,143	24,649	10,155	6,605	6,987	704	10,167
Pottawatomie	54,377	22,053	32,324	14,134	9,776	10,022	1,074	13,597
Pushmataha	19,466	3,254	16,212	4,639	1,918	1,969	187	1,864
Roger Mills	10,736	—	10,736	2,838	1,564	1,603	180	1,232
Rogers	21,078	4,134	16,944	5,438	3,118	3,266	415	3,370
Seminole	61,201	21,862	39,339	15,138	9,746	10,052	1,030	13,740
Sequoyah	23,138	—	23,138	5,277	1,915	1,976	235	1,639
Stephens	31,090	12,106	18,984	8,029	5,143	5,370	518	6,634
Texas	9,896	—	9,896	2,745	1,919	1,972	261	3,068
Tillman	20,754	5,109	15,645	5,618	3,770	3,944	404	3,490
Tulsa	193,363	148,294	45,069	54,645	44,945	46,414	3,789	80,671
Wagoner	21,642	3,535	18,107	5,147	2,285	2,348	257	1,934
Washington	30,559	16,267	14,292	8,624	6,766	6,899	542	9,893
Washita	22,279	2,776	19,503	5,838	4,067	4,212	314	3,232
Woods	14,915	5,055	9,860	4,255	3,244	3,339	339	4,202
Woodward	16,270	5,406	10,864	4,052	2,803	2,890	320	4,960
Total State	2,336,434	879,663	1,456,771	610,481	405,754	420,182	39,448	\$549,054

OREGON

Population 1,089,684
 Families 337,492
 Radio Homes, 1940 Census 290,641
 Radio Homes, NAB Projection 299,226

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Baker	18,297	9,342	8,955	5,406	4,413	4,525	404	\$7,630
Benton	18,629	8,392	10,237	5,669	4,828	4,978	385	8,471
Clackamas	57,130	6,124	51,006	17,669	15,303	15,704	876	13,107
Clatsop	24,697	13,291	11,406	7,605	6,572	6,746	635	11,744
Columbia	20,971	4,304	16,667	6,240	5,278	5,399	368	5,604
Coos	32,466	12,848	19,618	10,177	8,364	8,601	699	12,691
Crook	5,533	—	5,533	1,585	1,273	1,320	69	1,544
Curry	4,301	—	4,301	1,412	986	1,027	125	1,225
Deschutes	18,631	10,021	8,610	5,543	4,570	4,770	366	9,084
Douglas	25,728	4,924	20,804	7,872	6,289	6,526	591	8,288
Gilliam	2,844	—	2,844	815	661	677	96	1,396
Grant	6,380	—	6,380	1,931	1,583	1,607	151	2,006
Harney	5,374	2,566	2,808	1,630	1,285	1,341	117	2,527
Hood River	11,580	3,280	8,300	3,408	2,942	3,025	243	4,046
Jackson	36,213	16,025	20,188	11,396	9,641	9,916	671	14,435
Jefferson	2,042	—	2,042	630	468	481	35	569
Josephine	16,301	6,028	10,273	5,320	4,005	4,170	354	5,641
Klamath	40,497	16,497	24,000	11,977	10,151	10,499	727	22,472
Lake	6,293	—	6,293	1,926	1,492	1,563	107	2,660
Lane	69,096	27,269	41,827	20,922	17,816	18,295	1,206	26,640
Lincoln	14,549	—	14,549	4,711	3,418	3,619	431	4,533
Linn	30,485	8,383	22,102	9,135	7,260	7,494	558	8,861
Malheur	19,767	3,551	16,216	5,196	4,013	4,117	336	5,408
Marion	75,246	33,833	41,413	20,862	18,499	18,866	1,436	28,503
Morrow	4,337	—	4,337	1,243	1,008	1,026	97	1,282
Multnomah	355,099	305,394	49,705	117,267	106,855	110,049	8,220	211,335
Polk	19,989	3,579	16,410	5,867	4,819	4,950	348	3,904
Sherman	2,321	—	2,321	747	618	653	71	662
Tillamook	12,263	2,751	9,512	3,714	3,059	3,152	288	4,056
Umatilla	26,030	8,847	17,183	7,451	6,140	6,334	559	10,587
Union	17,399	7,747	9,652	5,316	4,508	4,638	421	6,661
Wallowa	7,625	—	7,623	2,172	1,781	1,814	163	2,389
Wasco	13,069	6,266	6,803	4,017	3,320	3,410	322	6,923
Washington	39,194	3,747	35,447	11,890	10,025	10,331	643	9,878
Wheeler	2,974	—	2,974	888	656	684	64	823
Yamhill	26,336	6,666	19,670	7,883	6,742	6,919	532	8,578
Total State	1,089,684	531,675	558,009	337,492	290,641	299,226	22,714	\$176,363

PENNA.

Population 9,900,180
 Families 2,515,524
 Radio Homes, 1940 Census.... 2,265,921
 Radio Homes, NAB Projection 2,323,980

County	POPULATION—			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adams	39,435	5,916	33,519	10,194	8,366	8,561	607	37,841
Allegheny	1,411,539	1,183,831	227,708	360,094	355,520	342,860	21,449	562,492
Armstrong	81,087	23,562	57,525	20,098	17,142	17,447	1,073	17,639
Beaver	156,754	103,888	52,866	38,832	34,919	35,681	2,342	44,194
Bedford	40,809	3,268	37,541	10,188	7,553	7,738	656	8,307
Berks	241,884	144,757	97,127	63,692	58,515	59,579	5,960	87,545
Blair	140,358	100,465	39,893	36,284	32,772	33,624	2,292	45,838
Bradford	50,615	15,938	34,677	13,936	11,432	11,741	956	13,559
Bucks	107,715	31,635	76,080	28,112	25,838	26,447	2,010	27,603
Butler	87,590	24,477	63,113	22,225	19,295	19,696	1,313	25,901
Cambria	213,459	114,567	98,892	48,512	42,720	43,438	2,791	62,429
Cameron	6,852	3,775	3,077	1,872	1,676	1,676	127	2,072
Carbon	61,735	37,361	24,374	14,780	13,665	13,903	1,153	12,503
Centre	52,608	15,493	37,115	13,271	11,335	11,564	834	15,713
Chester	135,626	53,342	82,284	33,046	29,184	29,885	2,362	43,933
Clarion	38,410	3,798	34,612	9,730	7,760	7,906	562	8,902
Clearfield	92,094	24,874	67,220	22,657	19,035	19,299	1,314	19,921
Clinton	34,557	14,594	19,963	8,904	7,662	7,835	627	9,292
Columbia	51,413	22,980	28,433	13,565	11,698	11,944	874	12,418
Crawford	71,644	27,045	44,599	19,966	17,200	17,530	1,217	22,800
Cumberland	74,806	26,867	37,939	20,419	17,936	18,439	1,329	21,693
Dauphin	177,410	119,721	57,689	46,572	42,999	43,978	3,573	71,915
Delaware	310,756	228,240	82,516	80,057	76,016	77,840	4,510	96,441
Elk	34,443	18,861	15,582	8,066	7,038	7,302	518	7,854
Erie	180,889	134,355	46,534	48,010	43,538	44,849	3,591	65,554
Fayette	200,999	49,791	151,208	47,902	40,780	41,407	2,398	51,071
Forest	5,791	—	5,791	1,558	1,203	1,234	96	968
Franklin	69,378	28,177	41,201	17,766	14,527	14,972	1,111	18,346
Fulton	10,673	—	10,673	2,614	1,915	2,013	234	1,374
Greene	44,671	4,891	39,780	10,944	8,696	8,846	537	8,058
Huntingdon	41,836	11,933	29,903	10,405	8,210	8,460	666	9,094
Indiana	79,854	18,134	61,720	19,221	16,065	16,298	1,133	18,015
Jefferson	54,090	20,263	33,827	13,571	11,401	11,603	787	13,428
Juniata	15,373	—	15,373	3,979	2,980	3,016	320	2,833
Lackawanna	301,243	269,997	31,246	72,374	65,740	67,682	5,342	87,567
Lancaster	212,504	94,932	117,572	55,376	47,219	48,007	5,089	76,578
Lawrence	96,877	58,541	38,336	24,797	22,495	22,847	1,671	30,918
Lebanon	72,641	35,137	37,504	19,028	17,142	17,350	1,450	23,322
Lehigh	177,533	132,021	45,512	45,563	42,495	43,317	3,855	68,828
Luzerne	441,518	336,561	104,957	102,117	93,867	95,546	8,123	116,864
Lycoming	93,633	61,445	32,188	25,704	22,611	23,181	1,817	30,745
McKean	56,673	23,824	32,849	15,212	13,405	13,914	990	19,481
Mercer	101,039	59,095	41,944	25,771	22,816	23,612	1,823	33,054
Mifflin	42,993	16,014	26,979	10,908	8,955	9,234	834	12,453
Monroe	29,802	12,590	17,212	8,079	7,094	7,194	796	11,466
Montgomery	259,247	188,316	100,931	71,141	66,749	68,553	5,461	109,009
Montour	15,466	7,122	8,344	3,468	2,838	2,950	219	2,881
Northampton	168,959	120,299	48,660	43,312	40,215	41,060	3,379	58,645
Northumberland	126,887	70,993	55,894	31,632	28,048	28,732	2,370	31,212
Perry	23,213	—	23,213	6,208	5,023	5,092	416	4,128
Philadelphia	1,931,334	1,931,334	—	506,980	470,187	487,635	42,933	845,063
Pike	7,452	—	7,452	2,314	1,905	1,955	185	1,658
Potter	18,201	3,197	15,004	5,068	3,924	4,038	328	4,898
Schuylkill	228,331	130,222	98,109	53,621	47,282	48,604	4,786	54,081
Snyder	20,208	2,877	17,331	5,348	4,194	4,269	403	3,081
Somerset	84,957	17,737	67,220	20,423	16,536	16,761	1,185	19,499
Sullivan	7,504	—	7,504	1,927	1,454	1,467	164	1,038
Susquehanna	33,893	7,006	26,887	9,025	7,313	7,480	571	6,718
Tioga	35,004	3,665	31,339	9,671	7,833	8,072	619	8,549
Union	20,247	3,571	16,676	4,909	4,173	4,292	423	4,284
Venango	63,958	34,017	29,941	16,277	13,779	14,335	932	18,136
Warren	42,789	14,891	27,898	11,105	9,247	9,628	607	17,485
Washington	210,852	89,228	121,624	52,333	46,109	46,949	3,121	58,259
Wayne	29,934	5,687	24,247	7,785	6,488	6,642	556	7,621
Westmoreland	303,411	146,573	156,838	74,215	66,160	67,467	4,354	78,368
Wyoming	16,702	—	16,702	4,538	3,582	3,714	353	4,572
York	178,022	83,186	94,836	48,252	43,008	43,789	3,214	58,410
Total State ..	9,900,180	6,586,877	3,313,303	2,515,524	2,265,921	2,323,980	179,692	\$3,346,477

All money figures in the retail-service column are in thousands (\$000) of dollars.

RHODE IS.

Population 713,346
 Families 187,706
 Radio Homes, 1940 Census 176,739
 Radio Homes, NAB Projection 179,652

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Bristol	25,548	25,548	6,478	6,170	6,266	448	\$6,075
Kent	58,311	50,787	7,524	15,302	14,301	14,615	1,135	17,340
Newport	46,696	30,532	16,164	11,981	11,256	11,490	922	18,462
Providence	550,298	535,317	14,981	145,070	137,059	139,184	11,190	221,859
Washington	32,493	11,199	21,294	8,875	7,953	8,097	728	14,417
Total State . .	713,346	653,383	59,963	187,706	176,739	179,652	14,123	\$296,690

S. CAROLINA

Population 1,899,804
 Families 434,968
 Radio Homes, 1940 Census 209,542
 Radio Homes, NAB Projection 215,636

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Abbeville	22,931	22,931	4,950	5,399	2,219	2,303	350	\$2,653
Aiken	49,916	8,797	41,119	12,418	5,861	6,090	686	6,478
Allendale	13,040	—	13,040	2,916	723	737	162	1,315
Anderson	88,712	24,678	64,034	20,746	12,758	13,005	1,197	15,716
Bamberg	18,643	300	15,643	4,202	1,260	1,330	269	2,666
Barnwell	20,138	—	20,138	4,780	1,153	1,184	300	2,225
Beaufort	22,037	3,185	18,852	4,935	1,128	1,163	276	2,594
Berkeley	27,128	—	27,128	5,779	1,476	1,528	246	1,995
Calhoun	16,229	—	16,229	3,610	876	930	229	1,939
Charleston	121,105	71,275	49,830	31,907	16,969	17,589	1,776	35,121
Cherokee	33,290	7,636	25,654	7,248	4,141	4,252	411	3,670
Chester	32,579	6,392	26,187	7,374	3,615	3,693	339	5,292
Chesterfield	35,963	4,497	31,466	7,601	3,124	3,206	410	4,386
Clarendon	31,500	—	31,500	6,377	1,598	1,642	262	3,009
Colleton	26,268	3,373	22,895	6,145	1,838	1,864	308	3,434
Darlington	45,198	11,635	33,563	10,269	4,457	4,621	516	7,484
Dillon	29,625	3,867	25,758	6,180	2,476	2,548	337	3,977
Dorchester	19,928	3,023	16,905	4,473	1,641	1,704	247	2,493
Edgefield	17,894	—	17,894	4,035	1,278	1,334	262	2,087
Fairfield	24,187	3,181	21,006	5,266	1,877	1,929	228	2,748
Florence	70,582	18,576	52,006	15,597	7,169	7,351	865	15,192
Georgetown	26,352	5,559	20,793	5,994	2,105	2,198	338	4,117
Greenville	136,580	37,083	99,497	33,813	23,136	23,757	1,833	40,113
Greenwood	40,083	13,030	27,063	9,474	5,302	5,459	646	9,387
Hampton	17,465	—	17,465	4,106	1,084	1,109	157	1,499
Horry	51,951	5,066	46,885	10,831	4,050	4,144	584	8,401
Jasper	11,011	—	11,011	2,490	674	690	76	644
Kershaw	32,913	5,747	27,166	7,189	2,520	2,649	406	4,044
Lancaster	33,542	4,430	29,112	7,360	4,090	4,221	330	5,062
Laurens	44,185	12,598	31,587	10,106	5,526	5,664	559	6,980
Lee	24,908	2,995	21,913	5,311	1,480	1,506	278	2,981
Lexington	35,994	2,745	33,249	8,399	4,331	4,427	488	4,288
McCormick	10,367	—	10,367	2,271	576	585	132	914
Marion	30,107	10,138	19,969	6,600	2,826	2,898	364	5,332
Marlboro	33,281	4,895	28,386	7,259	2,509	2,579	321	4,483
Newberry	33,577	10,782	22,795	7,960	3,718	3,814	515	5,827
Oconee	36,512	2,820	33,692	8,080	4,105	4,161	439	4,563
Orangeburg	63,707	10,521	53,186	14,651	4,930	5,049	984	10,064
Pickens	37,111	5,183	31,928	8,281	5,075	5,215	537	5,140
Richland	104,843	65,904	38,939	24,210	15,347	15,856	1,554	38,221
Saluda	17,192	188	17,004	3,861	1,395	1,426	243	1,273
Spartanburg	127,733	36,348	91,385	29,497	19,406	19,936	1,424	28,917
Sumter	52,463	15,874	36,589	11,521	4,264	4,437	524	10,460
Union	31,360	8,478	22,882	6,908	3,763	3,847	376	5,636
Williamsburg	41,011	3,182	37,829	8,315	2,209	2,275	357	3,939
York	58,663	24,490	34,173	13,224	7,474	7,730	730	11,342
Total State . .	1,899,804	466,111	1,433,693	434,968	209,542	215,636	23,871	\$351,101

S. DAKOTA

Population 642,961
 Families 165,428
 Radio Homes, 1940 Census 136,049
 Radio Homes, NAB Projection 139,854

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Armstrong ..	42	—	42	11	9	9
Aurora	5,387	—	5,387	1,398	1,055	1,118	117	\$867
Beadle	19,648	10,843	8,805	5,231	4,545	4,665	395	7,125
Bennett	3,983	—	3,983	991	540	548	73	503
Bon Homme ..	10,241	—	10,241	2,769	2,171	2,231	209	1,894
Brookings ..	16,560	5,346	11,214	4,266	3,740	3,830	331	5,440
Brown	29,076	17,015	12,661	7,711	7,000	7,170	592	11,708
Brule	6,195	—	6,195	1,674	1,339	1,357	166	1,781
Buffalo	1,853	—	1,853	434	257	261	14	100
Butte	8,004	—	8,004	2,138	1,751	1,794	219	3,448
Campbell	5,033	—	5,033	1,120	848	873	62	498
Charles Mix ..	13,449	—	13,449	3,233	2,279	2,350	185	1,815
Clark	8,955	—	8,955	2,315	1,949	1,996	163	1,566
Clay	9,592	3,324	6,268	2,619	2,269	2,320	180	2,389
Codington ..	17,014	10,617	6,397	4,318	3,783	3,902	382	8,026
Corson	6,755	—	6,755	1,587	1,095	1,167	106	847
Custer	6,023	—	6,023	1,708	1,214	1,245	143	1,619
Davison	15,336	10,633	4,703	4,192	3,671	3,779	422	7,665
Day	13,565	—	13,565	3,346	2,794	2,843	257	3,191
Devel	8,450	—	8,450	2,038	1,691	1,772	141	1,237
Dewey	5,709	—	5,709	1,338	940	958	107	822
Douglas	6,348	—	6,348	1,579	1,227	1,271	123	995
Edmunds	7,814	—	7,814	1,830	1,488	1,511	114	1,169
Fall River ..	8,089	4,083	4,006	2,073	1,648	1,699	190	2,128
Faulk	5,168	—	5,168	1,329	1,165	1,198	139	965
Grant	10,552	2,745	7,807	2,665	2,397	2,429	210	2,226
Gregory	9,554	—	9,554	2,404	1,730	1,821	179	1,674
Haakon	3,515	—	3,515	1,004	809	834	88	948
Hamlin	7,562	—	7,562	1,893	1,581	1,607	165	1,344
Hand	7,166	—	7,166	1,795	1,536	1,569	106	1,427
Hanson	5,400	—	5,400	1,368	1,140	1,162	79	625
Harding	3,010	—	3,010	831	569	594	40	380
Hughes	6,624	4,322	2,302	1,858	1,601	1,639	165	2,965
Hutchinson ..	12,668	—	12,668	3,111	2,423	2,467	238	2,253
Hyde	3,113	—	3,113	788	675	686	59	824
Jackson	1,955	—	1,955	555	414	423	70	529
Jerauld	4,752	—	4,752	1,271	1,054	1,064	112	1,077
Jones	2,509	—	2,509	690	552	569	57	579
Kingsbury ..	10,831	—	10,831	2,843	2,342	2,419	272	2,417
Lake	12,412	5,018	7,394	3,159	2,778	2,832	269	3,592
Lawrence	19,093	11,620	7,473	5,330	4,652	4,753	372	7,455
Lincoln	13,171	2,518	10,653	3,429	2,935	3,027	226	2,447
Lyman	5,045	—	5,045	1,281	989	1,009	108	875
McCook	9,793	—	9,793	2,466	2,047	2,101	207	1,632
McPherson ..	8,353	—	8,353	1,871	1,334	1,365	125	1,045
Marshall	8,880	—	8,880	2,122	1,730	1,790	172	2,126
Meade	9,735	3,008	6,727	2,668	2,019	2,131	205	2,226
Mellette	4,107	—	4,107	960	496	511	66	370
Miner	6,836	—	6,836	1,781	1,500	1,523	142	1,141
Minnehaha ..	57,697	40,832	16,865	15,504	14,073	14,409	1,185	27,782
Moody	9,341	—	9,341	2,460	2,140	2,214	168	2,011
Pennington ..	23,799	13,844	9,955	6,677	5,502	5,719	591	12,147
Perkins	6,585	—	6,585	1,705	1,309	1,371	117	1,448
Potter	4,614	—	4,614	1,195	975	1,018	155	1,198
Roberts	15,887	2,513	13,374	3,815	3,156	3,221	270	3,078
Sanborn	5,754	—	5,754	1,566	1,210	1,259	124	966
Shannon	5,366	—	5,366	1,183	539	546	29	312
Spink	12,527	—	12,527	3,178	2,822	2,864	293	2,845
Stanley	1,959	—	1,959	575	458	483	36	335
Sully	2,668	—	2,668	656	529	544	40	401
Todd	5,714	—	5,714	1,244	652	675	54	416
Tripp	9,937	—	9,937	2,482	1,910	1,979	181	2,718
Turner	13,270	—	13,270	3,539	2,923	3,029	300	2,368
Union	11,675	—	11,675	3,058	2,572	2,639	221	2,352
Walworth	7,274	3,008	4,266	1,815	1,541	1,585	152	2,026
Washabaugh ..	1,980	—	1,980	439	222	227	17	81
Washington ..	1,789	—	1,789	368	185	191	8	72
Yankton	16,725	6,798	9,927	3,870	2,131	3,242	247	4,843
Ziebach	2,875	—	2,875	708	430	447	31	237
Total State ..	642,961	158,087	484,874	165,428	136,049	139,854	12,781	\$177,601

All money figures in the retail-service column are in thousands (\$000) of dollars.

TENNESSEE

Population 2,915,841
 Families 714,894
 Radio Homes, 1940 Census. 434,733
 Radio Homes, NAB Projection 446,943

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		Census	NAB Projection	Stores	Sales
Anderson	26,504	2,761	23,743	5,977	3,610	3,659	263	\$3,234
Bedford	23,151	6,537	16,614	6,199	4,046	4,196	305	4,317
Benton	11,976	—	11,976	2,999	1,207	1,254	187	1,316
Bledsoe	8,358	—	8,358	1,744	706	727	89	656
Blount	41,116	10,740	30,376	9,534	6,672	6,896	378	6,645
Bradley	28,198	11,351	17,147	6,873	4,453	4,593	398	5,270
Campbell	31,131	4,010	27,121	6,709	3,739	3,783	308	4,468
Cannon	9,880	—	9,880	2,375	910	939	152	665
Carroll	25,978	—	25,978	6,713	3,419	3,483	340	3,199
Carter	35,127	8,516	26,611	7,761	4,935	5,158	331	5,392
Cheatham	9,928	—	9,928	2,335	1,196	1,246	135	965
Chester	11,124	—	11,124	2,642	1,219	1,248	142	1,139
Claiborne	24,657	—	24,657	5,338	2,389	2,568	249	1,721
Clay	10,904	—	10,904	2,313	897	910	115	531
Coeke	24,083	3,575	20,508	5,284	2,442	2,530	250	2,352
Coffee	18,959	4,549	14,410	4,616	2,482	2,568	305	2,846
Crockett	17,330	—	17,330	4,425	2,250	2,290	228	1,845
Cumberland	15,592	—	15,592	3,451	1,440	1,492	122	1,576
Davidson	257,267	167,402	89,865	66,823	53,655	54,922	4,261	99,342
Decatur	10,261	—	10,261	2,444	1,261	1,284	151	868
De Kalb	14,588	—	14,588	3,555	1,674	1,711	187	1,243
Dickson	19,718	—	16,214	4,831	2,356	2,425	280	2,872
Dyer	34,920	10,034	24,886	9,016	5,580	5,685	412	7,806
Fayette	30,332	—	30,332	6,813	1,428	1,476	174	2,069
Fentress	14,262	—	14,262	2,888	1,005	1,029	124	1,256
Franklin	23,892	2,760	21,132	5,505	3,139	3,254	212	3,165
Gibson	44,835	11,595	33,240	11,854	6,731	6,831	571	6,498
Giles	29,240	5,314	23,926	7,191	3,840	3,921	429	4,237
Grainger	14,356	—	14,356	3,233	1,193	1,239	152	894
Greene	39,405	6,784	32,621	9,065	5,146	5,272	505	5,664
Grundy	11,552	—	11,552	2,574	1,372	1,390	93	821
Hamblen	18,611	8,050	10,561	4,550	2,708	2,762	201	4,096
Hamilton	180,478	131,102	49,376	45,942	34,753	35,677	2,989	64,617
Hancock	11,231	—	11,231	2,343	806	825	93	419
Hardeman	23,590	—	23,590	5,033	1,891	1,946	258	2,353
Hardin	17,806	—	17,806	4,120	1,859	2,028	182	1,422
Hawkins	28,523	—	28,523	6,405	3,326	3,389	359	2,592
Haywood	27,699	4,012	23,687	6,541	2,022	2,096	253	3,283
Henderson	19,220	2,526	16,694	4,611	2,413	2,446	197	2,020
Henry	25,877	6,395	19,482	6,893	3,630	3,676	354	4,374
Hickman	14,873	—	14,873	3,391	1,661	1,695	172	1,090
Houston	6,432	—	6,432	1,512	764	771	95	549
Humphreys	12,421	—	12,421	2,958	1,331	1,368	138	1,344
Jackson	15,082	—	15,082	3,344	1,364	1,392	174	1,038
Jefferson	18,621	2,576	16,045	4,264	2,541	2,582	163	1,825
Johnson	12,998	—	12,998	2,825	1,199	1,254	140	765
Knox	178,468	111,580	66,888	43,990	33,956	34,573	2,390	60,799
Lake	11,235	—	11,235	3,046	1,299	1,321	147	1,812
Lauderdale	24,461	2,784	21,677	5,961	2,700	2,743	312	3,842
Lawrence	28,726	3,807	24,919	6,533	3,205	3,253	327	3,931
Lewis	5,849	—	5,849	1,313	726	738	68	720
Lincoln	27,214	4,684	22,530	6,651	3,973	4,084	272	3,962
Loudon	19,838	7,390	12,448	4,571	2,947	3,011	212	2,983
McMinn	30,781	10,292	20,489	7,376	4,454	4,603	361	5,287
McNairy	20,424	—	20,424	4,846	2,112	2,155	248	1,787
Macon	14,904	—	14,904	3,691	1,745	1,784	258	1,085
Madison	54,115	24,332	29,783	14,360	8,400	8,588	628	13,230
Marion	19,140	—	19,140	4,286	2,429	2,474	244	2,522
Marshall	16,030	3,582	12,443	4,260	2,692	2,796	198	3,188
Maury	40,357	13,668	26,689	10,377	6,538	6,728	561	8,197
Meigs	6,393	—	6,393	1,395	684	702	45	214
Monroe	24,275	2,593	21,682	5,328	2,527	2,560	200	2,338
Montgomery	33,346	11,831	21,515	8,288	4,810	4,913	502	6,259
Moore	4,093	—	4,093	1,031	537	551	31	187
Morgan	15,242	—	15,242	3,085	1,597	1,614	154	1,020
Obion	30,978	7,256	23,722	8,268	5,319	5,439	424	5,804
Overton	18,883	—	18,883	4,064	1,928	1,263	186	1,226
Perry	7,535	—	7,535	1,770	954	958	105	685
Pickett	6,213	—	6,213	1,282	459	462	86	348
Polk	15,473	—	15,473	3,242	1,735	1,774	192	2,488
Putnam	26,250	4,364	21,886	6,036	2,765	2,866	373	3,385
Rhea	16,353	—	16,353	3,754	2,025	2,085	183	2,522
Roane	27,795	9,601	18,194	6,295	3,675	3,724	288	3,751
Robertson	29,046	6,668	22,378	7,182	3,925	4,049	379	4,067
Rutherford	33,604	9,495	24,109	8,381	4,849	5,090	430	6,508
Scott	15,966	—	15,966	3,349	1,474	1,492	159	1,621
Sequatchie	5,038	—	5,038	1,111	514	525	57	384
Sevier	25,291	—	25,291	5,078	2,398	2,462	183	2,325
Shelby	358,250	292,942	65,308	96,769	65,665	68,364	5,442	153,441
Smith	16,148	—	16,148	4,168	2,259	2,335	220	1,861

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Stewart	13,549	—	13,549	3,049	1,522	1,566	144	847
Sullivan	69,085	28,408	40,677	16,079	11,750	12,102	606	18,008
Sumner	32,719	4,829	27,890	8,146	4,485	4,680	335	3,724
Tipton	28,036	3,513	24,523	6,775	3,009	3,095	252	3,811
Trousdale	6,113	—	6,113	1,534	907	939	68	699
Unicoi	14,128	3,350	10,778	3,050	1,729	1,783	226	1,764
Union	9,030	—	9,030	2,004	778	818	119	491
Van Buren	4,090	—	4,090	894	379	393	32	127
Warren	19,764	4,649	15,115	4,939	2,540	2,617	262	2,901
Washington	51,631	25,332	26,299	11,690	8,032	8,231	735	14,230
Wayne	13,638	—	13,638	3,081	1,230	1,242	140	994
Weakley	29,498	3,587	25,911	8,092	4,306	4,382	427	1,142
White	15,983	2,506	13,477	3,733	1,568	1,628	201	1,509
Williamson	25,220	4,120	21,100	6,080	3,374	3,487	292	3,323
Wilson	25,267	5,950	19,317	6,699	3,889	4,016	293	3,518
Total State	2,915,841	1,027,206	1,888,635	714,894	434,733	446,943	37,613	\$650,526

TEXAS

Population 6,414,824
 Families 1,678,674
 Radio Homes, 1940 Census ... 1,090,206
 Radio Homes, NAB Projection 1,220,042

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Anderson	37,092	12,144	24,948	9,643	4,958	5,176	579	\$7,069
Andrews	1,277	—	1,277	354	264	268	39	364
Angelina	32,201	9,567	22,634	8,524	4,818	5,091	417	6,788
Aransas	3,469	348	3,121	961	553	572	77	701
Archer	7,599	—	7,599	1,967	1,405	1,459	168	1,362
Armstrong	2,495	—	2,495	699	576	585	54	499
Atascosa	19,275	—	19,275	4,103	1,609	1,683	316	2,385
Austin	17,384	—	17,384	4,774	2,012	2,047	324	2,906
Bailey	6,318	—	6,318	1,592	1,030	1,042	110	1,378
Bandera	4,234	—	4,234	1,212	717	720	74	586
Bastrop	21,610	3,100	18,510	5,516	2,290	2,341	300	3,040
Baylor	7,755	3,328	4,427	2,026	1,350	1,375	167	2,117
Bee	16,481	6,789	9,692	3,971	2,210	2,246	346	4,915
Bell	44,863	18,916	25,947	12,149	7,833	8,081	839	10,866
Bexar	338,176	259,554	78,622	84,698	63,406	64,431	6,454	120,258
Blanco	4,264	—	4,264	1,159	730	750	81	920
Borden	1,396	—	1,396	344	211	217	6	24
Bosque	15,761	—	15,761	4,298	2,795	2,894	308	2,439
Bowie	50,208	17,019	33,189	13,431	7,626	7,829	860	12,480
Brazoria	27,069	5,666	21,403	6,506	4,086	4,112	421	7,060
Brazos	26,977	11,842	15,135	7,198	3,871	3,978	379	8,604
Brewster	6,478	3,866	2,612	1,626	848	869	161	2,106
Briscoe	4,056	—	4,056	1,066	695	704	115	879
Brooks	6,362	—	6,362	1,345	467	469	95	1,482
Brown	25,924	13,398	12,526	7,286	5,073	5,183	624	7,852
Burleson	18,334	—	18,334	4,678	1,633	1,681	236	2,221
Burnet	10,771	—	10,771	2,881	1,788	1,811	182	1,962
Caldwell	24,893	9,455	15,438	6,014	3,110	3,190	438	6,057
Calhoun	5,911	—	5,911	1,509	780	798	114	1,122
Callahan	11,568	—	11,568	3,141	1,901	2,009	230	2,088
Cameron	83,202	44,890	38,312	19,725	9,368	9,644	1,691	19,120
Camp	10,285	2,916	7,369	2,665	1,285	1,313	190	1,421
Carson	6,624	—	6,624	1,757	1,506	1,537	142	1,853
Cass	33,496	—	33,496	8,152	3,564	3,683	394	5,120
Castro	4,631	—	4,631	1,134	840	861	73	943
Chambers	7,511	—	7,511	2,097	1,343	1,367	125	1,985
Cherokee	43,970	12,912	31,058	10,606	5,116	5,337	621	7,374
Childress	12,149	6,464	5,685	3,316	2,382	2,407	291	4,105
Clay	12,524	—	12,524	3,403	2,121	2,193	289	2,067
Cochran	3,735	—	3,735	886	543	560	89	693
Coke	4,590	—	4,590	1,235	711	728	75	644
Coleman	20,571	6,054	14,517	5,459	3,608	3,704	411	3,973
Collin	47,190	8,555	38,635	12,698	8,749	9,017	771	8,697
Collingsworth	10,331	3,308	7,023	2,723	1,808	1,824	212	2,458
Colorado	17,812	—	17,812	4,716	2,078	2,128	331	4,311
Comal	12,312	6,976	5,345	3,305	2,084	2,149	282	3,877
Comanche	19,245	3,209	16,036	5,283	3,389	3,494	257	2,407
Concho	6,192	—	6,192	1,571	1,003	1,036	130	1,239
Cooke	24,909	9,651	15,258	6,376	4,607	4,763	405	6,161
Corvell	20,226	3,177	17,049	5,119	3,064	3,134	320	2,779
Cottle	7,079	2,677	4,402	1,900	1,245	1,258	168	2,100
Crane	2,841	—	2,841	806	624	657	79	939
Crockett	2,809	—	2,809	719	441	454	58	1,224

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Crosby	10,046	—	10,046	2,654	1,845	1,915	188	2,198
Culberson	1,653	—	1,653	448	234	240	57	709
Dallam	6,494	4,441	2,053	1,734	1,292	1,354	177	2,796
Dallas	398,564	319,480	79,084	113,053	93,564	96,130	7,674	205,466
Dawson	15,367	6,038	9,329	3,990	2,694	2,730	325	4,829
Deaf Smith	6,056	2,584	3,472	1,600	1,272	1,304	140	2,744
Delta	12,858	2,537	10,321	3,347	2,224	2,311	162	1,703
Denton	33,658	11,192	22,466	9,241	6,646	6,856	650	8,908
De Witt	24,935	7,418	17,517	6,492	3,185	3,265	518	6,468
Dickens	7,847	—	7,847	2,020	1,334	1,363	133	2,384
Dimmit	8,542	—	8,542	1,909	692	726	103	1,078
Donley	7,487	—	7,487	1,996	1,479	1,511	159	1,936
Duval	20,565	5,755	14,810	4,720	2,325	2,360	328	3,831
Eastland	30,345	13,270	17,075	8,374	5,423	5,693	662	7,430
Ector	15,051	9,573	5,478	4,445	3,459	3,568	361	9,570
Edwards	2,933	—	2,933	779	482	494	60	492
Ellis	44,733	15,742	31,991	12,919	8,112	8,288	971	10,024
El Paso	131,067	96,810	34,257	31,605	22,696	23,088	2,324	45,669
Erath	20,760	7,314	13,446	5,831	3,511	3,622	309	3,978
Falls	35,984	6,542	29,442	8,863	4,093	4,203	483	5,480
Fannin	41,064	6,349	34,715	11,007	7,439	7,581	612	6,209
Fayette	29,246	2,531	26,715	7,558	3,142	3,209	511	4,978
Fisher	12,932	—	12,932	3,266	2,013	2,099	194	1,837
Floyd	10,659	2,726	7,933	2,814	2,088	2,156	178	2,717
Foard	5,237	—	5,237	1,387	887	908	106	1,104
Fort Bend	32,963	3,457	29,506	7,709	3,319	3,355	540	7,474
Franklin	8,378	—	8,378	2,255	1,342	1,383	85	1,083
Freestone	21,138	3,157	17,981	5,440	2,238	2,324	327	3,108
Frio	9,207	3,164	6,043	2,138	819	840	163	1,388
Gaines	8,136	3,225	4,911	2,243	1,507	1,570	233	3,275
Galveston	81,173	66,610	14,563	22,152	18,060	18,363	1,842	35,786
Garza	5,678	—	5,678	1,522	1,085	1,122	125	1,702
Gillespie	10,670	3,544	7,126	2,817	1,614	1,624	227	2,842
Glasscock	1,193	—	1,193	323	259	263	16	98
Goliad	8,798	—	8,798	2,087	777	789	114	1,235
Gonzales	26,075	4,722	21,353	6,266	2,805	2,930	425	4,119
Gray	23,911	12,895	11,016	6,769	5,740	5,816	513	10,794
Grayson	69,499	32,737	36,762	19,497	14,505	14,851	1,409	19,103
Gregg	58,027	24,840	33,187	16,290	11,118	11,368	1,248	23,563
Grimes	21,960	6,138	15,822	5,601	2,086	2,174	257	3,224
Guadalupe	25,596	7,006	18,590	6,242	3,038	3,127	448	4,394
Hale	18,813	8,263	10,550	5,056	3,879	3,982	449	7,805
Hall	12,117	3,869	8,248	3,209	2,025	2,049	263	3,310
Hamilton	13,303	2,716	10,587	3,705	2,326	2,372	296	2,851
Hansford	2,783	—	2,783	737	583	591	75	1,280
Hardeman	11,073	3,767	7,306	3,008	2,092	2,165	266	3,043
Hardin	15,875	2,525	13,350	4,228	2,295	2,397	255	3,157
Harris	528,961	410,885	118,077	146,439	116,300	120,628	9,268	239,223
Harrison	50,900	18,410	32,490	12,726	5,556	5,754	594	9,747
Hartley	1,873	241	1,632	478	387	394	25	203
Haskell	14,905	3,051	11,854	3,960	2,600	2,659	276	2,848
Hays	15,349	6,006	9,343	3,728	1,990	2,057	280	3,176
Hempnill	4,170	—	4,170	1,137	820	825	98	1,532
Henderson	31,822	4,765	27,057	8,071	4,208	4,296	385	4,894
Hidalgo	106,059	50,580	55,479	23,784	10,231	10,554	1,586	20,508
Hill	38,355	7,799	30,556	10,317	6,347	6,489	680	6,614
Hockley	12,693	3,091	9,602	3,179	2,236	2,308	211	2,861
Hood	6,674	—	6,674	1,803	994	1,020	142	932
Hopkins	30,274	6,742	23,532	8,004	5,010	5,087	547	5,781
Houston	31,137	4,536	26,601	7,734	2,740	2,905	331	3,915
Howard	20,990	12,604	8,386	5,439	4,143	4,280	533	10,534
Hudspeth	3,149	—	3,149	815	352	355	73	487
Hunt	48,793	18,694	30,099	13,317	9,587	9,862	971	12,013
Hutchinson	19,069	10,018	9,051	5,289	4,527	4,655	307	7,165
Irion	1,963	—	1,963	562	354	355	43	312
Jaek	10,206	—	10,206	2,758	1,652	1,664	227	1,963
Jackson	11,720	2,724	8,996	2,846	1,557	1,571	191	2,185
Jasper	17,491	3,497	13,994	4,351	1,903	2,021	239	3,184
Jeff Davis	2,375	—	2,375	580	275	279	43	307
Jefferson	145,329	105,201	40,128	39,173	30,298	31,338	2,533	57,967
Jim Hogg	5,449	—	5,449	1,217	564	583	131	1,525
Jim Wells	20,239	7,792	12,447	4,735	2,340	2,383	377	5,999
Johnson	30,384	10,558	19,846	8,624	5,988	6,082	620	6,900
Jones	23,378	4,810	18,568	6,182	4,078	4,271	435	6,183
Karnes	19,248	2,891	16,357	4,238	1,722	1,788	301	3,398
Kaufman	38,308	13,135	25,173	9,200	5,306	5,416	673	6,825
Kendall	5,080	—	5,080	1,507	862	868	137	1,389
Kenedy	700	—	700	134	31	33	3	18
Kent	3,413	—	3,413	874	479	505	58	486
Kerr	11,650	5,572	6,078	3,136	2,225	2,252	244	4,819
Kimble	5,064	—	5,064	1,368	871	893	98	1,368
King	1,066	—	1,066	267	209	214	17	201
Kinney	4,533	2,653	1,880	897	426	430	74	714
Kleberg	13,344	7,782	5,562	3,228	1,950	1,999	257	3,758
Knox	10,090	—	10,090	2,560	1,582	1,635	227	2,235

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940	NAB	Stores	Sales
Lamar	50,425	18,678	31,747	13,049	7,816	8,027	657	9,654
Lamb	17,606	3,817	13,789	4,567	3,141	3,206	369	4,887
Lampasas	9,167	3,426	5,741	2,673	1,770	1,812	199	2,404
La Salle	8,003	3,633	4,370	1,899	554	570	157	1,178
Lavaca	25,485	2,789	22,696	6,612	2,799	2,862	363	3,579
Lee	12,751	—	12,751	3,048	1,180	1,205	202	1,643
Leon	17,733	—	17,733	4,457	1,542	1,602	316	2,316
Liberty	24,541	3,087	21,454	6,406	3,267	3,365	448	6,362
Limestone	33,781	6,410	27,371	8,863	4,491	4,622	593	5,039
Lipscomb	3,764	—	3,764	1,002	794	805	114	1,074
Live Oak	9,799	—	9,799	2,258	1,128	1,169	148	1,532
Llano	5,996	2,658	3,338	1,695	1,144	1,152	133	1,541
Loving	285	—	285	86	68	72	9	**38
Lubbock	51,782	35,440	16,342	13,821	11,007	11,345	1,076	25,008
Lynn	11,931	—	11,931	3,086	2,183	2,221	176	3,255
McCulloch	13,208	5,002	8,206	3,500	2,334	2,380	321	3,950
McLennan	101,898	58,838	43,060	27,332	18,734	19,443	1,827	31,610
McMullen	1,374	—	1,374	364	198	198	26	114
Madison	12,029	—	12,029	3,052	944	991	174	2,485
Marion	11,457	2,797	8,660	2,842	950	982	206	1,755
Martin	5,556	—	5,556	1,369	827	863	84	1,134
Mason	5,378	—	5,378	1,513	1,033	1,050	118	1,474
Matagorda	20,066	6,594	13,472	5,304	2,575	2,665	389	5,711
Maverick	10,071	6,459	3,612	2,172	872	903	167	2,136
Medina	16,106	—	16,106	3,871	1,949	1,995	210	2,285
Menard	4,521	—	4,521	1,225	816	821	109	1,402
Midland	11,721	9,352	2,369	3,323	2,430	2,467	233	6,272
Milam	33,120	5,040	28,080	8,272	3,873	4,024	467	4,739
Mills	7,951	—	7,951	2,150	1,319	1,333	151	1,414
Mitchell	12,477	5,213	7,264	3,332	2,175	2,226	269	3,223
Montague	20,442	6,075	14,367	5,433	3,424	3,528	395	4,018
Montgomery	23,055	4,624	18,431	6,011	2,899	3,006	360	4,763
Moore	4,461	—	4,461	1,204	1,048	1,083	102	1,467
Morris	9,819	—	9,819	2,423	972	1,011	138	1,287
Motley	4,994	—	4,994	1,325	856	863	104	1,206
Nacogdoches	35,392	7,538	27,854	8,832	4,207	4,419	491	6,937
Navarro	51,308	15,232	36,076	13,505	7,789	7,924	852	10,046
Newton	13,700	—	13,700	3,254	1,156	1,177	161	1,276
Nolan	17,309	10,367	6,942	4,644	3,218	3,487	331	6,270
Nueces	92,661	64,081	28,580	23,992	15,366	15,753	2,029	40,771
Ochiltree	4,213	—	4,213	1,136	966	974	108	2,065
Oldham	1,385	—	1,385	353	307	318	46	434
Orange	17,382	7,472	9,910	4,598	2,838	3,022	282	3,713
Palo Pinto	18,456	6,303	12,153	5,120	3,327	3,814	454	4,449
Panola	22,513	—	22,513	5,359	2,051	2,078	229	2,231
Parker	20,482	5,924	14,558	5,613	3,455	3,510	381	3,763
Parmer	5,890	—	5,890	1,504	1,141	1,175	123	1,506
Pecos	8,185	3,294	4,891	2,029	1,239	1,332	201	2,911
Polk	20,635	—	20,635	5,165	2,374	2,432	232	3,756
Potter	54,265	50,023	4,242	15,062	13,388	13,773	1,188	28,888
Presidio	10,925	3,805	7,120	2,186	792	816	181	2,219
Rains	7,334	—	7,334	1,800	953	970	83	427
Randall	7,185	4,285	2,900	2,011	1,702	1,763	118	1,578
Reagan	1,997	—	1,997	568	477	496	55	615
Real	2,420	—	2,420	660	332	335	48	307
Red River	29,769	4,095	25,674	7,491	3,711	3,778	440	4,079
Reeves	8,006	4,855	3,151	2,050	1,203	1,232	246	3,908
Refugio	10,383	4,077	6,306	2,627	1,628	1,674	235	3,309
Roberts	1,289	—	1,289	360	293	300	28	457
Robertson	25,710	3,511	22,199	6,291	2,496	2,578	390	3,607
Rockwall	7,051	—	7,051	1,953	1,148	1,177	143	1,102
Runnels	18,903	4,472	14,431	4,922	3,337	3,483	403	4,918
Rusk	51,023	6,500	44,523	12,972	7,200	7,406	752	11,398
Sabine	10,896	—	10,896	2,736	1,032	1,080	137	1,277
San Augustine	12,471	—	12,471	2,926	867	939	146	1,650
San Jacinto	9,056	—	9,056	2,296	459	483	97	616
San Patricio	28,871	10,203	18,668	7,131	4,028	4,192	517	8,204
San Saba	11,012	2,927	8,085	2,882	1,768	1,813	181	1,979
Schleicher	3,083	—	3,083	845	518	523	59	589
Scurry	11,545	3,815	7,730	3,093	2,051	2,109	249	2,862
Shackelford	6,211	—	6,211	1,705	1,256	1,312	135	1,467
Shelby	29,235	3,010	26,225	7,395	3,131	3,253	404	4,357
Sherman	2,026	—	2,026	540	435	441	40	637
Smith	69,090	28,279	40,811	18,093	11,230	11,613	1,297	21,281
Somervell	3,071	—	3,071	836	432	436	66	418
Starr	13,312	—	13,312	2,555	630	658	274	1,236
Stephens	12,356	5,826	6,530	3,568	2,439	2,591	281	3,926
Sterling	1,404	—	1,404	399	264	295	39	545
Stonewall	5,589	—	5,589	1,371	807	821	85	634
Sutton	3,977	2,528	1,449	1,022	572	573	104	1,450
Swisher	6,528	—	6,528	1,768	1,399	1,446	166	1,929
Tarrant	225,521	181,902	43,619	64,517	52,082	53,708	4,573	107,841
Taylor	44,147	26,612	17,535	11,780	9,023	9,444	1,048	17,205

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Terrell	2,952	—	2,952	753	392	395	81	907
Terry	11,160	4,009	7,151	2,863	1,951	2,004	197	3,338
Throckmorton	4,275	—	4,275	1,134	737	756	100	704
Titus	19,228	4,528	14,700	5,085	2,748	2,819	329	3,974
Tom Green	39,302	25,802	13,500	10,499	7,770	7,936	960	17,235
Travis	111,053	87,930	12,123	28,076	20,170	20,627	1,797	43,976
Trinity	13,705	—	13,705	3,358	1,387	1,468	190	2,261
Tyler	11,948	—	11,948	2,942	1,381	1,412	182	1,844
Upsur	26,178	3,155	23,023	6,482	3,344	3,427	340	3,538
Upton	4,297	2,595	1,702	1,264	1,013	1,028	145	2,349
Uvalde	13,246	6,679	6,567	3,368	1,786	1,819	283	3,764
Val Verde	15,453	13,343	2,110	3,664	1,874	1,931	337	4,218
Van Zandt	31,155	—	31,155	7,997	4,892	5,072	456	4,641
Victoria	23,741	11,566	12,175	6,190	3,756	3,847	451	9,064
Walker	19,868	5,108	14,760	4,563	1,951	2,039	256	3,721
Waller	10,280	—	10,280	2,739	976	999	184	2,003
Ward	9,575	3,944	5,631	2,612	1,801	1,842	262	*4,001
Washington	25,387	6,435	18,952	6,628	2,318	2,367	437	4,623
Webb	45,916	39,274	6,642	10,025	4,349	4,465	710	10,751
Wharton	36,158	8,292	27,866	9,295	4,687	4,790	576	8,904
Wheeler	12,411	3,123	9,288	3,235	2,246	2,276	297	3,577
Wichita	73,604	53,514	20,090	19,949	15,845	16,407	1,646	31,850
Wilbarger	20,474	9,277	11,197	5,479	4,012	4,146	405	6,695
Willacy	13,230	4,050	9,180	3,105	1,322	1,369	271	2,370
Williamson	41,698	11,557	30,141	10,965	6,380	6,558	801	9,169
Wilson	17,066	—	17,066	3,872	1,477	1,512	258	2,191
Winkler	6,141	2,584	3,557	1,764	1,348	1,370	206	3,194
Wise	19,074	2,578	16,496	5,140	3,043	3,220	354	2,914
Wood	24,360	3,223	21,137	6,275	3,579	3,651	439	4,035
Yoakum	5,354	—	5,354	1,494	987	1,017	153	918
Young	19,004	8,672	10,332	5,179	3,685	3,753	481	6,730
Zapata	3,916	—	3,916	861	170	171	69	119
Zavala	11,603	6,529	5,074	2,440	721	760	165	1,337

Total State .. 6,414,824 2,911,389 3,503,435 1,678,396 1,090,206 1,122,042 116,824 \$1,940,914

(*) Includes Service Establishments Receipts of Loving County.

(**) Retail sales only.

UTAH

Population 550,310
 Families 139,487
 Radio Homes, 1940 Census 126,418
 Radio Homes, NAB Projection 128,923

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Beaver	5,014	—	5,014	1,245	1,050	1,073	94	\$1,099
Box Elder	18,832	5,641	13,191	4,516	4,134	4,215	327	4,499
Cache	29,797	11,868	17,929	7,470	6,981	7,116	455	8,692
Carbon	18,459	8,057	10,402	4,608	3,836	3,888	274	6,466
Daggett	564	—	564	131	76	80	7	64
Davis	15,784	3,357	12,427	3,776	3,503	3,562	179	2,796
Duchesne	8,958	—	8,958	1,961	1,467	1,500	110	1,304
Emery	7,072	—	7,072	1,615	1,341	1,359	90	674
Garfield	5,253	—	5,253	1,092	835	850	80	541
Grand	2,070	—	2,070	515	347	353	35	455
Iron	8,351	4,695	3,656	2,049	1,794	1,814	145	3,727
Juab	7,392	2,835	4,557	1,943	1,736	1,762	124	1,636
Kane	2,561	—	2,561	563	442	457	53	505
Millard	9,613	—	9,613	2,180	1,890	1,954	170	2,133
Morgan	2,611	—	2,611	634	576	598	43	488
Piute	2,203	—	2,203	545	436	453	37	364
Rich	2,028	—	2,028	497	468	475	24	166
Salt Lake	211,623	167,084	44,539	56,621	52,972	53,955	3,347	94,342
San Juan	4,712	—	4,712	997	405	420	40	430
Sanpete	16,063	—	16,063	4,011	3,620	3,685	360	2,655
Sevier	12,112	3,584	8,528	2,962	2,571	2,661	263	3,195
Summit	8,714	3,739	4,975	2,197	2,020	2,073	172	1,638
Tooele	9,133	5,001	4,132	2,359	2,120	2,155	157	2,198
Uintah	9,898	—	9,898	2,224	1,677	1,700	108	1,674
Utah	57,382	39,605	17,777	13,708	12,696	12,975	823	15,174
Wasatch	5,754	2,748	3,006	1,407	1,265	1,297	95	1,360
Washington	9,269	3,591	5,678	2,064	1,677	1,711	175	1,842
Wayne	2,394	—	2,394	494	391	403	34	132
Weber	56,714	43,688	13,026	15,103	14,092	14,379	938	21,895

Total State .. 550,310 305,493 244,817 139,487 126,418 128,923 8,759 \$182,147

VERMONT

Population	359,231
Families	92,435
Radio Homes, 1940 Census	80,253
Radio Homes, NAB Projection	81,905

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Addison	17,944	—	17,944	4,532	3,705	3,783	322	\$4,979
Bennington	22,286	7,628	14,658	6,138	5,459	5,584	514	7,983
Caledonia	24,320	7,437	16,883	6,566	5,634	5,784	523	9,296
Chittenden	52,098	33,722	18,376	12,684	11,521	11,748	920	22,419
Essex	6,490	—	6,490	1,678	1,376	1,390	148	1,182
Franklin	29,601	8,037	21,564	7,370	6,472	6,566	533	8,677
Grand Isle	3,802	—	3,802	931	767	790	65	734
Lamoille	11,028	—	11,028	2,852	2,381	2,411	218	3,174
Orange	17,048	—	17,048	4,470	3,544	3,607	312	4,182
Orleans	21,718	4,902	16,816	5,460	4,626	4,764	484	7,147
Rutland	45,638	17,082	28,556	11,789	10,285	10,528	973	18,258
Washington	41,546	21,989	19,557	10,589	9,293	9,482	851	16,280
Windham	27,850	13,858	13,992	7,365	6,455	6,544	573	11,613
Windsor	37,862	8,584	29,278	10,011	8,735	8,924	772	13,427
Total State ..	359,231	123,239	235,992	92,435	80,253	81,905	7,208	\$129,351

VIRGINIA

Population	2,677,773
Families	627,532
Radio Homes, 1940 Census	409,978
Radio Homes, NAB Projection	420,978

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Accomac	33,030	—	33,030	8,960	5,013	5,184	550	\$4,246
Albemarle	44,052	19,400	24,652	10,782	6,757	6,998	674	16,070
Charlottesville	Independent city—included in county above							
Alleghany	29,149	12,761	16,388	6,707	5,119	5,192	458	8,314
Clifton Forge	Independent city—included in county above							
Amelia	8,495	—	8,495	1,939	635	658	116	751
Amherst	20,273	—	20,273	4,129	2,112	2,154	235	1,673
Appomattox	9,020	—	9,020	2,022	931	962	128	1,470
Arlington	90,563	90,563	—	24,688	22,990	23,451	867	32,226
Alexandria	Independent city—included in county above							
Augusta	56,109	20,710	35,399	12,824	9,130	9,550	797	14,790
Staunton	Independent city—included in county above							
Bath	7,191	—	7,191	1,543	950	1,007	102	1,021
Bedford	29,687	3,973	25,714	6,830	3,462	3,515	405	3,579
Bland	6,731	—	6,731	1,424	841	848	78	355
Botetourt	16,447	—	16,447	3,697	2,308	2,346	234	1,609
Brunswick	19,575	—	19,575	4,082	1,608	1,643	234	2,328
Buchanan	31,477	—	31,477	6,013	3,112	3,157	453	3,654
Buckingham	13,398	—	13,398	2,857	995	1,018	149	944
Campbell	70,589	47,460	23,129	17,087	11,990	12,261	1,227	26,319
Lynchburg	Independent city—included in county above							
Caroline	13,945	—	13,945	3,030	1,308	1,337	185	1,412
Carroll	25,904	1,390	24,514	5,734	2,814	2,887	271	1,841
Charles City	4,275	—	4,275	881	312	318	47	188
Charlotte	15,861	—	15,861	3,352	1,161	1,193	223	1,207
Chesterfield	31,183	3,194	27,989	7,599	5,716	5,870	324	3,015
Clarke	7,159	—	7,159	1,750	1,099	1,187	117	1,506
Craig	3,769	—	3,769	908	577	579	58	393
Culpeper	13,365	—	13,365	3,123	1,788	1,814	179	3,258
Cumberland	7,505	—	7,505	1,631	547	570	75	503
Dickenson	21,266	—	21,266	4,155	2,282	2,308	244	2,181
Dinwiddie	48,797	30,631	18,166	11,265	6,821	7,048	794	15,869
Petersburg	Independent city—included in county above							
Elizabeth City	38,181	9,401	28,780	7,508	5,799	6,121	412	7,620
Hampton	Independent city—included in county above							
Essex	7,006	—	7,006	1,646	667	705	141	1,189
Fairfax	40,929	2,576	38,353	8,747	6,938	7,105	344	4,840
Fauquier	21,039	—	21,039	4,906	2,763	2,827	310	4,628
Floyd	11,967	—	11,967	2,823	1,312	1,324	213	1,086
Fluvanna	7,088	—	7,088	1,657	729	746	98	676
Franklin	25,864	—	25,864	5,537	2,588	2,643	291	2,242
Frederick	26,103	12,095	14,008	6,731	5,217	5,337	533	9,956
Winchester	Independent city—included in county above							
Giles	14,635	—	14,635	3,114	2,048	2,084	193	2,089
Gloucester	9,548	—	9,548	2,473	1,221	1,287	151	1,552
Goochland	8,454	—	8,454	1,708	695	707	102	493
Grayson	21,916	1,805	20,111	4,958	2,777	2,829	297	3,656
Greene	5,218	—	5,218	1,116	324	327	65	269
Greensville	14,866	2,735	12,131	3,128	1,263	1,291	198	2,501
Halifax	41,271	5,252	36,019	8,732	3,494	3,617	460	5,329
Hanover	18,500	—	18,500	4,168	2,045	2,093	221	2,566

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Henrico	235,002	193,042	41,960	61,611	52,105	53,209	4,175	122,057
Richmond . . .	Independent city—included in county above							
Henry	36,561	10,080	26,481	7,912	4,832	5,057	496	7,928
Martinsville . .	Independent city—included in county above							
Highland	4,875	—	4,875	1,085	686	705	68	321
Isle of Wight . .	13,381	—	13,381	3,121	1,234	1,271	217	2,084
James City . . .	8,849	3,942	4,907	1,739	1,145	1,167	146	2,943
Williamsburg . .	Independent city—included in county above							
King and Queen	6,954	—	6,954	1,568	588	605	96	376
King George . . .	5,431	—	5,431	1,259	553	563	70	465
King William . .	7,855	—	7,855	1,902	908	927	144	*1,587
Lancaster	8,786	—	8,786	2,182	1,079	1,115	173	1,527
Lee	39,296	—	39,296	8,227	4,056	4,134	332	3,569
Loudoun	20,291	—	20,291	4,840	3,204	3,306	305	4,422
Louisa	13,665	—	13,665	3,237	1,395	1,425	180	1,614
Lunenburg	13,844	—	13,844	3,152	1,316	1,354	157	1,797
Madison	8,465	—	8,465	1,870	846	862	114	662
Mathews	7,149	—	7,149	1,918	1,017	1,041	111	1,029
Mecklenburg . . .	31,933	—	31,933	6,963	2,600	2,676	473	4,919
Middlesex	6,673	—	6,673	1,747	683	724	119	939
Montgomery . . .	28,196	6,990	21,206	6,703	4,686	4,763	356	5,886
Radford	Independent city—included in county above							
Nansemond	34,114	11,343	22,771	8,121	4,378	4,560	551	8,673
Suffolk	Independent city—included in county above							
Nelson	16,241	—	16,241	3,435	1,601	1,634	248	1,476
New Kent	4,092	—	4,092	945	368	376	61	**659
Norfolk	238,943	203,115	35,828	61,578	48,186	49,924	4,077	92,214
South Norfolk . .	Independent city—included in county above							
Norfolk	Independent city—included in county above							
Portsmouth	Independent city—included in county above							
Northampton . .	17,597	—	17,597	4,371	2,401	2,468	330	3,835
Northum-berland	10,463	—	10,463	2,455	1,292	1,342	163	1,292
Nottoway	15,556	2,699	12,857	3,464	1,737	1,812	248	3,303
Orange	12,649	—	12,649	2,964	1,647	1,681	209	3,181
Page	14,863	—	14,863	3,513	2,083	2,138	238	2,093
Patrick	16,613	—	16,613	3,523	1,337	1,367	191	1,106
Pittsylvania . . .	94,446	32,749	61,697	21,103	12,707	12,932	1,008	21,658
Danville	Independent city—included in county above							
Powhatan	5,671	—	5,671	1,160	488	499	80	545
Prince Edward . .	14,922	3,475	11,447	3,427	1,524	1,556	210	3,325
Prince George . . .	20,905	8,679	12,226	4,836	3,370	3,452	289	3,535
Hopewell	Independent city—included in county above							
Princess Anne . . .	19,948	2,600	17,348	4,754	2,974	3,098	325	3,736
Prince William . .	17,738	—	17,738	3,158	1,939	2,007	253	3,208
Pulaski	22,767	8,792	13,975	5,072	3,410	3,510	290	4,322
Rappahannock . . .	7,208	—	7,208	1,566	614	630	90	552
Richmond	6,634	—	6,634	1,512	710	734	135	997
Roanoke	112,184	78,479	33,705	27,949	23,422	23,878	1,713	44,335
Roanoke	Independent city—included in county above							
Rockbridge	26,719	8,249	18,470	6,243	4,193	4,334	385	5,246
Buena Vista	Independent city—included in county above							
Rockingham	40,057	8,768	31,289	9,658	6,528	6,721	600	12,965
Harrisonburg	Independent city—included in county above							
Russell	26,627	—	26,627	5,430	3,023	3,082	300	2,175
Scott	26,989	—	26,989	5,793	2,716	2,769	369	2,016
Shenandoah	20,898	—	20,898	5,275	3,677	3,766	436	3,571
Smyth	28,861	7,322	21,539	5,728	3,342	3,441	413	4,098
Southampton . . .	26,442	3,466	22,976	5,548	2,240	2,319	323	3,887
Spotsylvania	19,971	10,066	9,905	4,910	3,632	3,788	418	9,145
Fredericksburg . . .	Independent city—included in county above							
Stafford	9,548	—	9,548	2,119	1,350	1,392	110	528
Surry	6,193	—	6,193	1,495	674	686	95	626
Sussex	12,485	—	12,485	2,727	935	989	172	1,622
Tazewell	41,607	6,544	35,063	8,814	6,292	6,389	488	7,839
Warren	11,352	3,831	7,521	2,651	1,828	1,884	230	3,188
Warwick	46,315	37,067	9,248	12,057	9,161	9,471	903	21,672
Newport News	Independent city—included in county above							
Washington	47,965	13,431	34,534	10,774	6,833	6,947	641	9,475
Bristol	Independent city—included in county above							
Westmoreland	9,512	—	9,512	2,291	885	928	191	1,304
Wise	52,458	11,347	41,111	11,071	6,770	6,932	595	8,465
Wythe	22,721	4,653	18,068	4,944	3,322	3,376	281	4,131
York	8,857	—	8,857	2,108	1,188	1,264	106	865
Total State . . .	2,677,773	944,675	1,733,098	627,532	409,978	421,078	38,793	\$672,402

(*) Includes Service Establishment Receipts of New Kent County. (**) Retail sales only.

WASHINGTON

Population 1,736,191
 Families 537,337
 Radio Homes,
 1940 Census 472,553
 Radio Homes,
 NAB Projection 486,684

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940	NAB	Stores	Sales
					Census	Projection		
Adams	6,209	—	6,209	1,686	1,507	1,548	148	\$2,388
Asotin	8,365	3,115	5,249	2,447	2,174	2,239	99	1,235
Benton	12,053	—	12,053	3,329	2,748	2,840	200	2,869
Chelan	34,412	11,620	22,792	10,303	9,027	9,230	719	16,959
Clallam	21,848	9,409	12,439	6,488	5,406	5,569	410	7,529
Clark	49,852	23,221	26,631	14,617	13,235	13,490	851	15,270
Columbia	5,549	3,026	2,523	1,623	1,427	1,453	141	1,654
Cowlitz	40,155	19,134	21,021	11,678	10,329	10,564	715	14,753
Douglas	8,651	—	8,651	2,539	2,202	2,268	121	1,450
Ferry	4,701	—	4,701	1,397	990	1,014	86	783
Franklin	6,307	3,913	2,394	1,845	1,548	1,584	149	2,663
Garfield	3,383	—	3,383	985	880	896	76	1,377
Grant	14,668	3,659	11,009	4,719	3,916	3,988	399	5,700
Grays Harbor	53,166	29,681	23,485	16,572	13,918	14,372	1,148	21,357
Island	6,098	—	6,098	2,018	1,652	1,737	128	1,103
Jefferson	8,918	4,683	4,235	2,556	2,092	2,165	185	2,304
King	504,980	382,214	122,766	169,125	150,794	156,460	12,440	264,082
Kitsap	44,387	15,134	29,253	13,992	12,731	13,048	794	15,761
Kittitas	20,230	5,944	14,286	5,814	4,964	5,075	415	7,623
Klickitat	11,357	—	11,357	3,370	2,618	2,677	214	3,154
Lewis	41,393	12,271	29,122	12,260	10,278	10,635	820	13,090
Lincoln	11,361	—	11,361	3,278	2,929	2,975	290	4,621
Mason	11,603	3,707	7,896	3,616	2,967	3,028	244	3,584
Okanogan	24,546	2,918	21,618	6,893	5,368	5,509	434	7,046
Pacific	15,928	4,045	11,883	4,905	4,101	4,176	367	4,875
Pend Oreille	7,156	—	7,156	2,091	1,572	1,615	104	1,800
Pierce	181,081	117,297	64,784	54,711	49,690	50,924	2,752	72,536
San Juan	3,157	—	3,157	1,035	855	875	64	650
Skagit	37,650	13,107	24,543	11,098	9,659	9,980	885	12,543
Skamania	4,633	—	4,633	1,409	1,134	1,164	104	790
Snohomish	88,754	33,018	55,736	27,426	24,388	24,947	1,741	30,381
Spokane	164,652	122,001	42,651	49,863	44,715	45,791	3,359	76,774
Stevens	19,275	—	19,275	5,537	4,240	4,318	281	3,775
Thurston	37,285	13,254	24,031	11,584	10,324	10,569	752	14,990
Wahkiakum	4,286	—	4,286	1,215	1,012	1,055	59	746
Walla Walla	30,547	18,109	12,438	8,449	7,319	7,647	637	14,146
Whatcom	60,355	29,314	31,041	18,481	16,660	17,062	1,189	21,969
Whitman	27,221	7,270	19,951	7,888	7,138	7,310	668	10,858
Yakima	99,019	30,904	68,115	28,495	24,046	24,887	1,660	37,112
Total State	1,736,191	921,969	814,222	537,337	472,553	486,684	36,938	\$722,300

W. VIRGINIA

Population 1,901,974
 Families 444,815
 Radio Homes, 1940 Census 326,347
 Radio Homes,
 NAB Projection 334,239

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940	NAB	Stores	Sales
					Census	Projection		
Barbour	19,869	—	19,869	4,866	3,044	3,111	252	\$2,275
Berkeley	29,016	15,063	13,953	7,526	6,072	6,199	547	7,099
Boone	28,556	—	28,556	6,035	3,930	4,086	262	4,540
Braxton	21,658	—	21,658	4,672	2,256	2,293	238	1,961
Brooke	25,513	13,437	12,076	6,208	5,367	5,449	348	4,499
Cabell	97,459	75,566	21,893	25,104	20,179	20,785	1,502	34,752
Calhoun	12,455	—	12,455	2,604	1,429	1,446	145	1,037
Clay	15,206	—	15,206	3,042	1,467	1,507	129	1,383
Doddridge	10,923	—	10,923	2,611	1,587	1,621	106	1,092
Fayette	80,628	5,558	75,070	17,874	13,556	13,841	764	17,972
Gilmer	12,046	—	12,046	2,708	1,447	1,472	144	1,001
Grant	8,805	—	8,805	2,018	1,225	1,252	143	1,171
Greenbrier	38,520	—	38,520	8,682	5,944	6,018	509	6,818
Hampshire	12,974	—	12,974	3,015	1,850	1,952	191	1,570
Hancock	31,572	7,594	23,978	7,556	6,827	6,947	448	6,921
Hardy	10,813	—	10,813	2,306	1,320	1,339	163	1,165
Harrison	82,911	35,967	46,944	20,628	16,217	16,666	1,170	21,644
Jackson	16,598	—	16,598	3,932	2,502	2,563	223	1,848
Jefferson	16,762	2,926	13,836	4,104	3,006	3,086	266	2,773
Kanawha	195,619	90,002	105,617	46,852	37,521	38,591	2,447	64,394
Lewis	22,271	8,268	14,003	5,097	3,664	3,756	289	3,912

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Lincoln	22,886	—	22,886	4,671	1,983	2,028	190	1,596
Logan	67,768	5,166	62,602	14,127	9,886	10,169	656	15,504
McDowell	94,354	9,206	85,148	20,022	14,838	15,062	790	22,056
Marion	68,683	26,250	42,433	17,182	13,990	14,334	886	16,489
Marshall	40,189	21,502	18,687	9,486	7,524	7,628	575	6,007
Mason	22,270	3,538	18,732	5,241	2,993	3,076	254	2,095
Mercer	68,289	28,067	40,222	15,575	12,231	12,458	829	17,032
Mineral	22,215	8,854	13,361	5,469	4,269	4,346	333	4,043
Mingo	40,802	8,366	32,436	8,702	5,342	5,439	434	8,380
Monongalia	51,252	16,655	34,597	13,138	10,328	10,502	789	14,034
Monroe	13,577	—	13,577	2,926	1,934	1,958	170	1,184
Morgan	8,743	—	8,743	2,151	1,554	1,630	175	1,084
Nicholas	24,070	5,051	19,019	5,072	2,884	2,949	199	2,361
Ohio	73,115	61,099	12,016	19,437	17,288	17,881	1,513	35,118
Pendleton	10,884	—	10,884	2,169	1,315	1,351	122	1,042
Pleasants	6,692	—	6,692	1,666	1,317	1,357	107	1,282
Pocahontas	13,906	—	13,906	3,067	1,828	1,855	209	1,867
Preston	30,416	—	30,416	7,137	4,685	4,774	409	3,521
Putnam	19,511	982	18,529	4,392	2,660	2,735	193	2,183
Raleigh	86,687	12,852	73,835	18,907	14,512	14,873	914	20,840
Randolph	30,259	8,133	22,126	6,865	4,875	5,026	368	6,212
Ritchie	15,389	—	15,389	3,885	2,477	2,534	214	1,926
Roane	20,787	—	20,787	4,430	2,471	2,519	211	2,358
Summers	20,409	5,815	14,594	4,672	2,886	2,983	244	2,915
Taylor	19,919	7,431	12,488	4,877	3,569	3,647	299	3,439
Tucker	13,173	—	13,173	3,022	2,079	2,132	186	1,784
Tyler	12,559	2,702	9,857	3,260	2,247	2,296	162	1,987
Upshur	18,360	4,450	13,910	4,585	2,815	2,969	237	2,631
Wayne	35,566	7,172	28,394	7,735	4,509	4,629	297	2,246
Webster	18,080	—	18,080	3,783	2,223	2,260	124	2,024
Wetzel	22,342	3,491	18,851	5,371	3,515	3,577	383	3,541
Wirt	6,475	—	6,475	1,565	803	827	84	487
Wood	62,399	30,103	32,296	16,598	13,946	14,234	1,021	18,620
Wyoming	29,744	3,026	26,748	6,190	4,161	4,221	247	5,121
Total State	1,901,974	534,292	1,367,682	414,815	326,317	334,239	24,120	\$123,651

WISCONSIN

Population	3,137,587
Families	827,207
Radio Homes, 1940 Census	743,078
Radio Homes, NAB Projection	758,449

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adams	8,449	—	8,449	2,283	1,695	1,722	135	\$1,133
Ashland	21,801	11,101	10,700	5,528	4,635	4,762	404	7,215
Barron	34,289	5,719	28,570	8,822	7,475	7,627	661	9,839
Bayfield	15,827	—	15,827	4,226	3,323	3,370	265	2,920
Brown	83,109	52,608	30,501	20,506	18,897	19,223	1,685	37,174
Buffalo	16,090	—	16,090	4,124	3,402	3,452	273	3,212
Burnett	11,382	—	11,382	3,078	2,450	2,513	167	1,883
Calumet	17,618	—	17,618	4,382	3,914	3,990	404	4,445
Chippewa	40,703	10,368	30,335	9,595	8,025	8,206	722	11,347
Clark	33,972	2,562	31,410	8,600	6,794	6,942	631	7,562
Columbia	32,517	9,776	22,741	8,923	7,846	8,051	747	11,221
Crawford	18,328	4,622	13,706	4,556	3,714	3,794	325	3,582
Dane	130,660	72,190	58,470	35,372	33,071	33,787	2,582	62,699
Dodge	54,280	20,752	33,528	13,918	12,624	12,886	1,094	14,009
Door	19,095	5,439	13,656	4,963	4,228	4,349	433	5,913
Douglas	47,119	35,136	11,983	12,862	11,366	11,595	873	17,590
Dunn	27,375	6,582	20,793	7,036	5,923	6,086	424	6,370
Eau Claire	46,999	30,745	16,254	12,578	11,012	11,342	735	18,771
Florence	4,177	—	4,177	1,088	866	878	79	664
Fond du Lac	62,353	33,685	28,668	16,362	14,918	15,265	1,310	23,144
Forest	11,805	—	11,805	2,700	2,006	2,139	189	2,279
Grant	40,639	7,725	32,914	10,847	9,178	9,337	806	11,671
Green	23,146	6,128	16,964	6,477	5,778	5,870	514	8,869
Green Lake	14,092	4,215	9,877	3,998	3,470	3,503	360	4,742
Iowa	20,595	—	20,595	5,438	4,561	4,642	402	4,219
Iron	10,049	3,375	6,674	2,584	2,158	2,234	279	2,469
Jackson	16,599	2,539	14,060	4,288	3,333	3,430	300	3,854
Jefferson	38,868	17,759	21,109	10,803	9,844	10,077	929	15,549
Juneau	18,708	2,621	16,087	4,938	3,792	3,908	365	4,318
Kenosha	63,505	48,765	14,740	16,764	16,054	16,303	1,196	23,377
Kewaunee	16,680	5,185	11,495	4,261	3,733	3,772	361	3,684
La Crosse	59,653	42,707	16,946	15,851	14,516	14,781	1,107	25,196
Lafayette	18,695	—	18,695	4,876	4,172	4,253	376	4,602
Langlade	23,227	9,495	13,732	5,634	4,832	4,935	481	7,199
Lincoln	22,536	12,076	10,460	5,778	4,720	4,842	462	6,127
Manitowoc	61,617	34,706	26,911	15,846	14,678	14,947	1,206	21,898
Marathon	75,915	27,468	48,447	18,094	15,383	15,735	1,248	22,000
Marinette	36,225	14,183	22,042	9,143	7,743	7,931	607	10,390

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Marquette ..	9,097	—	9,097	2,530	2,026	2,062	212	1,957
Milwaukee ..	766,885	705,672	61,213	209,682	200,528	204,239	15,428	351,057
Monroe	30,080	9,637	20,443	7,512	5,967	6,076	565	7,764
Oconto	27,075	5,362	21,713	6,593	5,471	5,634	542	4,951
Oneida	18,938	8,501	10,437	5,059	4,158	4,297	492	7,924
Outagamie ..	70,032	42,950	27,082	17,519	16,079	16,483	1,248	26,470
Ozaukee	18,985	4,046	14,939	5,002	4,635	4,712	407	6,395
Pepin	7,897	—	7,897	1,987	1,620	1,638	165	2,081
Pierce	21,471	2,516	18,955	5,788	4,843	4,974	461	6,004
Polk	26,197	—	26,197	6,806	5,770	5,869	439	6,296
Portage	35,800	15,777	20,023	8,386	7,012	7,120	589	9,477
Price	18,467	3,252	15,215	4,770	3,551	3,671	320	4,519
Racine	94,047	71,609	22,438	24,992	23,880	24,291	1,733	36,080
Richland	20,381	4,364	16,017	5,280	4,358	4,469	363	4,483
Rock	80,173	51,623	28,550	22,452	20,662	21,200	1,441	32,949
Rusk	17,737	3,671	14,066	4,416	3,509	3,572	299	4,098
St. Croix	24,842	3,277	21,565	6,349	5,541	5,758	492	6,630
Sauk	33,700	10,023	23,677	9,125	7,792	7,922	722	11,003
Sawyer	11,540	—	11,540	2,910	2,129	2,192	227	2,881
Shawano	35,378	5,565	29,813	8,551	7,053	7,183	691	7,765
Sheboygan ..	76,221	48,203	28,018	20,558	19,202	19,576	1,370	27,287
Taylor	20,105	—	20,105	4,928	3,631	3,699	304	3,605
Trempealeau ..	24,381	—	24,381	6,196	5,022	5,124	437	5,500
Vernon	29,940	3,549	26,391	7,767	6,261	6,346	503	5,869
Vilas	8,894	—	8,894	2,356	1,836	1,866	258	3,621
Walworth	33,103	10,371	22,732	9,489	8,720	8,942	956	14,976
Washburn	12,496	2,639	9,857	3,341	2,686	2,732	232	3,003
Washington ..	28,430	9,362	19,068	7,417	6,735	6,852	522	8,353
Waukesha	62,744	23,804	38,940	16,413	15,260	15,747	1,285	21,798
Waupaca	34,614	11,263	23,351	9,085	7,793	7,961	782	10,114
Wausara	14,268	32	14,236	3,911	3,128	3,173	273	2,924
Winnebago	80,507	60,215	20,292	21,742	20,162	20,590	1,465	31,389
Wood	44,465	21,775	22,690	11,173	9,839	10,000	702	15,056
Total State ..	3,137,587	1,679,144	1,458,443	827,207	743,078	758,449	61,062	\$1,127,415

WYOMING

Population	250,742
Families	69,374
Radio Homes, 1940 Census	57,126
Radio Homes, NAB Projection	58,531

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Albany	13,946	10,627	3,319	4,139	3,587	3,657	241	\$6,859
Big Horn	12,911	—	12,911	3,307	2,697	2,747	284	4,088
Campbell	6,048	—	6,048	1,795	1,359	1,408	116	1,882
Carbon	12,644	5,531	7,113	3,765	2,927	3,005	270	6,070
Converse	6,631	—	6,631	1,939	1,504	1,563	158	2,554
Crook	5,463	—	5,463	1,480	1,065	1,105	103	956
Fremont	16,095	5,134	10,961	4,359	3,041	3,127	339	5,286
Goshen	12,207	—	12,207	3,101	2,487	2,561	217	3,368
Hot Springs ..	4,607	—	4,607	1,424	1,087	1,105	95	1,652
Johnson	4,980	—	4,980	1,516	1,205	1,244	150	1,707
Laramie	33,651	22,474	11,177	8,180	7,437	7,566	610	15,706
Lincoln	10,286	—	10,286	2,552	2,238	2,258	219	3,097
Natrona	23,858	17,964	5,894	7,364	6,342	6,515	535	13,295
Niobrara	5,988	—	5,988	1,720	1,353	1,394	122	2,350
Park	10,976	2,536	8,440	3,087	2,463	2,539	251	4,903
Platte	8,013	—	8,013	2,232	1,751	1,799	158	2,880
Sheridan	19,255	10,529	8,726	5,427	4,660	4,754	508	8,987
Sublette	2,778	—	2,778	816	648	651	69	856
Sweetwater ..	19,407	12,467	6,940	5,583	4,844	4,884	357	8,878
Teton	2,543	—	2,543	715	582	587	75	1,178
Vinta	7,223	3,605	3,618	1,809	1,521	1,571	150	2,921
Washakie	5,858	2,710	3,148	1,443	1,121	1,170	111	2,552
Weston	4,958	—	4,958	1,421	1,104	1,121	138	1,796
Yellowstone								
Nat. Pk. (Part)	416	—	416	200	103	200	36	879
Total State ..	250,742	93,577	157,165	69,374	57,126	58,531	5,312	\$104,700

All money figures in the retail-service column are in thousands (\$000) of dollars.

Preliminary Estimates of Civilian Population of the United States, by States: May 1, 1942, With Comparative Figures as of April 1, 1940

(A minus sign (—) denotes decrease.)

	Total Population (1910 U. S. Census)	Estimated Civilian Population (April 1940) (Source: Census Bur.)	Estimated increase in the Civilian Population between April 1940, and May 1942	
			Number	Percent
Alabama	2,832,961	2,917,707	90,475	3.2
Arizona	499,261	464,725	—32,262	—6.5
Arkansas	1,949,387	1,973,033	25,304	1.3
California	6,907,387	7,187,880	302,856	4.4
Colorado	1,123,296	1,093,569	—23,864	—2.1
Connecticut	1,709,242	1,773,101	66,535	3.9
Delaware	266,505	276,633	11,508	4.3
D. C.	663,091	821,299	163,680	24.9
Florida	1,897,414	1,949,086	60,895	3.2
Georgia	3,123,723	3,081,632	—14,792	—0.5
Idaho	524,873	478,969	—45,809	—8.7
Illinois	7,897,241	8,008,067	132,960	1.7
Indiana	3,427,796	3,493,515	65,723	1.9
Iowa	2,538,268	2,455,132	—81,300	—3.2
Kansas	1,801,028	1,725,176	—69,194	—3.9
Kentucky	2,845,627	2,762,483	—69,388	—2.5
Louisiana	2,363,880	2,435,364	77,108	3.3
Maine	847,226	835,164	—7,458	—0.9
Maryland	1,821,244	1,903,282	94,537	5.2
Massachusetts	4,316,721	4,290,194	—26,475	—0.6
Michigan	5,256,106	5,562,183	311,592	5.9
Minnesota	2,792,300	2,667,916	—119,677	—4.3
Mississippi	2,183,796	2,138,559	—44,819	—2.1
Missouri	3,784,664	3,750,257	—32,953	—0.9
Montana	559,456	523,825	—33,903	—6.1
Nebraska	1,315,834	1,241,143	—71,708	—5.5
Nevada	110,247	128,697	18,708	17.0
New Hampshire	491,524	472,731	—18,577	—3.8
New Jersey	4,160,165	4,245,062	84,909	2.0
New Mexico	531,818	489,872	—41,851	—7.9
New York	13,479,142	12,929,781	—505,586	—3.8
North Carolina	3,571,623	3,493,047	—67,406	—1.9
North Dakota	641,935	588,539	—53,167	—8.3
Ohio	6,907,612	6,959,627	52,095	0.8
Oklahoma	2,336,434	2,180,545	—146,320	—6.3
Oregon	1,089,684	1,069,069	—18,573	—1.7
Pennsylvania	9,900,180	9,712,618	—187,556	—1.9
Rhode Island	713,346	723,897	17,125	2.4
South Carolina	1,899,804	1,904,418	14,756	0.8
South Dakota	642,961	589,967	—52,594	—8.2
Tennessee	2,915,841	2,932,235	16,410	0.6
Texas	6,414,824	6,467,012	67,604	1.1
Utah	550,310	554,054	4,074	0.7
Vermont	359,231	344,061	—12,640	—3.5
Virginia	2,677,773	2,803,861	167,812	6.4
Washington	1,736,191	1,755,784	43,664	2.6
West Virginia	1,901,974	1,863,402	—38,205	—2.0
Wisconsin	3,137,587	3,064,356	—72,528	—2.3
Wyoming	250,742	232,864	—9,468	—3.9
Total	131,669,275	131,315,393	—7,743	

Source: U. S. Department of Commerce, Bureau of Census.

"SHIFTING POPULATIONS"

CHANGES IN POPULATION SINCE THE 1940 CENSUS
AS ESTIMATED BY BUREAU OF CENSUS AND THE OPA

ALABAMA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Birmingham (Jefferson)	459,930	502,000	9.1
Mobile (Mobile)	141,974	189,000	33.1
Montgomery (Montgomery)	114,420	144,000	29.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Barbour 15	De Kalb 10	Shelby 10
Calhoun 10	Lauderdale 10	Sumter 15
Chilton 40	Madison 10	Talladega 30
Dale 10		

ARIZONA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Phoenix (Maricopa)	186,193	186,000	—

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Coconino 20	Greenlee 30	Yuma 30

ARKANSAS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Little Rock (Pulaski)	156,085	176,000	12.8

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Baxter 10	Jefferson 15	Sebastian 30
Desha 10	Miller 15	White 30

CALIFORNIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Fresno (Fresno)	178,565	179,000	—
Los Angeles (Los Angeles and Orange)	2,916,403	3,045,000	4.5
Sacramento (Sacramento)	170,333	177,000	4.1
San Francisco-Oakland (Alameda Contra Costa, Marin, San Francisco, San Mateo, Solano)	1,461,804	1,542,000	6.6
San Diego (San Diego)	289,348	373,000	35.1
San Jose (Santa Clara)	174,949	173,000	—0.6
Stockton (San Joaquin)	134,207	131,000	—2.2

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Inyo 20	Santa Barbara 10	Yuba 80
San Louis Obispo 20	Shasta 10	

COLORADO

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Denver (Arapahoe, Denver, Jefferson)	385,287	398,000	4.2
Pueblo (Pueblo)	68,870	74,000	7.1

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent	
El Paso	30

CONNECTICUT

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Bridgeport (Fairfield)	418,384	449,000	7.4
Hartford-New Britain (Hartford Middlesex)	506,188	557,000	10.1
New Haven-Waterbury	484,316	520,000	7.4

DELAWARE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Wilmington (New Castle)	179,562	186,000	4.5

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent	
Sussex	10

DISTRICT OF COLUMBIA

Metropolitan District—	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Washington, (District of Columbia; Montgomery Prince Georges, Md.; Alexandria City, Arlington, Va.)	927,056	1,151,000	25.1

FLORIDA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Jacksonville (Duval)	210,143	258,000	22.9
Miami (Dade)	267,739	265,000	—1.1
Tampa-St. Petersburg (Hillsborough, Pinellas)	272,000	273,000	0.4

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent			
Bay	20	Escambia	10	Leon	10
Bradford	70	Gulf	10	Monroe	20
Clay	30	Highlands	15	Okaloosa	10

GEORGIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Atlanta (DeKalb, Fulton)	479,828	503,000	5.2
Augusta (Richmond)	81,863	89,000	8.5
Columbus (Muscogee, Russell, Ala.)	111,269	123,000	10.8
Macon (Bibb)	83,783	92,000	9.5
Savannah (Chatham)	117,970	127,000	8.5

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent			
Berrien	30	Chattooga	10	Liberty	50
Camden	10	Dougherty	15	Stephens	10

IDAHO

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Bonneville 30	Elmore 20	Valley 10
Clark 10		

ILLINOIS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Chicago (Cook, Dupage, Lake; Lake, Ind.)	4,581,111	4,725,000	3.3
Decatur (Macon)	84,693	88,000	3.5
Peoria (Peoria, Tazewell)	211,736	202,000	-4.7
Rockford (Winnebago)	121,178	131,000	8.3
Springfield (Sangamon)	117,912	116,000	-1.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent
Champaign 10	Hardin 10

INDIANA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Evansville (Vanderburgh; Hen- derson, Ky.)	157,803	168,000	6.3
Fort Wayne (Allen)	155,084	165,000	6.5
Indianapolis (Marion)	460,926	492,000	7.4
South Bend (St. Joseph)	161,823	167,000	3.1
Terre Haute (Vigo)	99,709	100,000	—

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Bartholomew 10	LaPorte 10	Scott 10
Johnson 60	Porter 10	Starke 20

IOWA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Cedar Rapids (Linn)	89,142	90,000	1.1
Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)	198,071	211,000	6.6
Des Moines (Polk)	195,835	197,000	1.0
Sioux City (Woodbury)	103,627	97,000	-6.7
Waterloo (Black Hawk)	79,946	81,000	1.3

KANSAS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Topeka (Shawnee)	91,247	80,000	-12.1
Wichita (Sedgewick)	143,311	178,000	24.5

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent
Labette 15

KENTUCKY

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Louisville (Jefferson; Clark and Floyd, Ind.)	451,473	498,000	10.4

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent
Union 70

LOUISIANA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
New Orleans (Jefferson, Orleans Parishes)	544,964	574,000	5.3
Shreveport (Caddo, Parish)	150,203	157,000	4.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Beauregard	La Salle	St. Mary
10	20	10
Calcasieu	Rapides	Vernon
10	20	30
East Baton Rouge		
20		

MAINE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Portland (Cumberland)	146,000	151,000	4.9

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent
Piscataquis	York
50	10

MARYLAND

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Baltimore (Baltimore City, Anne Arundel, Baltimore)	1,083,360	1,126,000	4.9

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Charles	Harford	Howard
10	15	10

MASSACHUSETTS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Boston (Essex, Middlesex, Norfolk, Plymouth, Suffolk)	2,824,955	2,811,000	-0.4
Fall River-New Bedford (Bristol)	364,637	364,000	-0.3
Lowell-Lawrence-Haverhill	Included in Boston Metropolitan District		
Springfield - Holyoke (Hampden, Hampshire)	404,568	405,000	—
Worcester (Worcester)	504,470	494,000	-1.8

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent
Barnstable
10

MICHIGAN

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Detroit (Macomb, Oakland Wayne)	2,377,329	2,710,000	14.2
Flint (Genesee)	227,944	227,000	-0.4
Grand Rapids (Kent)	246,338	246,000	—
Kalamazoo (Kalamazoo)	100,085	105,000	5.0
Lansing (Ingham)	130,616	219,000	-1.5
Saginaw-Bay City (Bay, Saginaw)	205,449	204,000	-0.5

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent
Missaukee	Oakland
10	10

MINNESOTA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Duluth-Superior (St. Louis; Douglas, Wis.)	254,036	240,000	—5.5
Minneapolis-St. Paul (Anoka, Hennepin, Ramsey, Washington)	927,707	915,000	—1.0

MISSISSIPPI

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Jackson (Hinds)	107,273	116,000	8.4

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Forrest	30	Jackson	30	Lowndes	10

MISSOURI

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Kansas City, (Mo.)-Kansas City, (Kansas) (Jackson Co. Mo.; Johnson, Wyandotte Cos., Kansas)	656,226	664,000	1.2
St. Joseph (Buchanan)	94,067	83,000	—11.7
St. Louis (St. Louis City, St. Charles and St. Louis, Cos.; Madison, St. Clair, Ill.)	1,432,088	1,527,000	6.8
Springfield (Greene)	90,541	91,000	—

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Boone	10	Phelps	20	Pulaski	30
Newton	30				

MONTANA

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Treasure	20

NEBRASKA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Lincoln (Lancaster)	100,585	98,000	—3.0
Omaha-Council Bluffs, Iowa (Douglas, Pottawattamie, Iowa)	314,318	318,000	1.6

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Deuel	30

NEVADA

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Clark	110	Mineral	90	Nye	10
Lander	10				

NEW HAMPSHIRE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Manchester (Hillsborough)	144,888	138,000	-4.8

**County Showing Estimated Percentage Increase
In Population (Source: OPA.)**

Per Cent	Rockingham
10	

NEW JERSEY

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Atlantic City (Atlantic)	124,066	116,000	-6.5
Trenton (Mercer)	197,318	202,000	2.5

NEW MEXICO

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent	Bernalillo	Per Cent	Eddy	Per Cent	Otero
20		10		10	
15		30			

NEW YORK

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Albany-Schenectady-Troy (Albany, Rensselaer, Schenectady)	465,643	464,000	-0.4
Binghamton (Broome)	165,749	160,000	-3.6
Buffalo-Niagara (Erie, Niagara) ..	958,487	970,000	1.3
New York-Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Richmond, Rock- land, Westchester; Bergen, Es- sex, Hudson, Middlesex, Mon- mouth, Morris, Passaic, Union, N. J.)	11,143,584	10,752,000	-3.3
Rochester (Monroe)	438,230	423,000	-3.4
Syracuse (Onondaga)	295,108	288,000	-2.4
Utica-Rome (Herkimer, Oneida) ..	263,163	241,000	-8.4

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent	Tompkins
10	

NORTH CAROLINA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Asheville (Buncombe)	108,755	101,000	-7.3
Charlotte (Mecklenburg)	151,826	149,000	-2.0
Durham (Durham)	80,244	82,000	2.5
Greensboro (Guilford)	No Figures Available		
Winston-Salem (Forsyth)	126,475	118,000	-6.3

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Cumberland	Per Cent	New Hanover	Per Cent	Orange
10		30		10	
10		50			

NORTH DAKOTA

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent	Mercer
10	

OHIO

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Akron (Summit)	339,405	358,000	5.6
Canton (Stark)	234,887	252,000	7.2
Cincinnati (Hamilton; Dearborn, Ind.; Campbell, Kenton, Ky.)	810,097	861,000	6.3
Cleveland (Cuyahoga)	1,217,250	1,231,000	1.2
Columbus (Franklin)	388,712	409,000	5.4
Dayton (Montgomery)	295,480	325,000	10.2
Hamilton-Middletown (Butler)	120,249	217,000	5.8
Springfield (Clark)	95,647	100,000	4.2
Toledo (Lucas)	344,333	332,000	-3.5
Youngstown (Mahoning, Trumbull)	372,566	365,000	-2.1

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Greene	Per Cent 10	Portage	Per Cent 10
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OKLAHOMA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Oklahoma City (Okla.)	244,159	217,000	-11.1
Tulsa (Tulsa)	193,363	211,000	9.3

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Comanche	Per Cent 10	Mayes	Per Cent 20	Muskogee	Per Cent 40
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OREGON

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Portland (Clackamas, Multnomah)	412,229	425,000	3.2

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Benton	Per Cent 20	Linn	Per Cent 40	Umatilla	Per Cent 10
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PENNSYLVANIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Allentown-Bethlehem-Easton (Lehigh, Northampton)	346,492	355,000	2.6
Altoona (Blair)	140,358	133,000	-5.0
Erie (Erie)	180,889	185,000	2.2
Harrisburg (Dauphin)	177,410	182,000	2.8
Johnstown (Cambria)	213,459	238,000	11.7
Lancaster (Lancaster)	212,504	209,000	-1.9
Philadelphia (Delaware, Montgomery, Phil.; Burlington, Camden, Gloucester, N. J.)	2,956,296	3,027,000	2.5
Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)	2,126,801	2,068,000	-2.8
Reading (Berks)	241,884	234,000	-3.3
Scranton—Wilkes-Barre (Lackawanna, Luzerne)	742,761	664,000	-10.6
York (York)	178,022	180,000	1.1

RHODE ISLAND

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Providence (Bristol, Kent, Newport, Providence)	680,853	688,000	1.6

SOUTH CAROLINA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent
Charleston (Charleston)	121,105	147,000	24.6
Columbia (Richland)	104,843	122,000	16.2

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Dorchester	Per Cent 10
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TENNESSEE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Chattanooga (Hamilton; Walker, Ga.)	211,502	229,000	8.5
Knoxville (Knox)	178,468	187,000	5.1
Memphis (Shelby)	358,250	361,000	0.8
Nashville (Davidson)	257,267	274,000	6.6

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Blount	Per Cent 15	Jefferson	Per Cent 15	Montgomery	Per Cent 30
Coffee	20	Loudon	10	Polk	10

TEXAS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Amarillo (Potter)	54,265	51,000	—5.6
Austin (Travis)	111,053	117,000	5.4
Beaumont-Port Arthur (Jefferson)	145,329	160,000	10.3
Corpus Christi (Nueces)	92,661	119,000	28.0
Dallas (Dallas)	398,564	431,000	8.3
El Paso (El Paso)	131,067	136,000	7.9
Fort Worth (Tarrant)	225,521	236,000	4.4
Galveston (Galveston)	81,173	88,000	10.0
Houston (Harris)	528,961	555,000	4.9
San Antonio (Bexar)	338,176	354,000	12.0
Waco (McLennan)	101,898	109,000	6.9

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Bastrop	Per Cent 70	Hansford	Per Cent 10	Moore	Per Cent 30
Bell	30	Hockley	30	Oldham	15
Bowie	40	Jackson	10	Orange	70
Brazoria	50	Kleberg	20	Palo Pinto	15
Brazos	10	Lubbock	10	Tarrant	10
Brown	30	Marion	15	Taylor	15
Cochran	20	Matagorda	10	Terry	30
Hall	15	Midland	20	Zapata	10

UTAH

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Salt Lake City (Salt Lake)	211,623	220,000	4.3

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Davis	Per Cent 15	Tooele	Per Cent 10	Weber	Per Cent 20
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VERMONT

County Showing Estimated Percentage Increase In Population (Source: OPA)

	Per Cent
Addison	10

VIRGINIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Norfolk - Portsmouth - Newport News (Hampton, Newport News, Norfolk, Portsmouth, South Nor- folk Cities; Elizabeth City, Nor- folk, Princess Anne, Warwick)	343,423	429,000	33.2
Richmond (Richmond City; Hen- rico)	235,002	245,000	4.3
Roanoke (Roanoke City; Roanoke)	112,184	110,000	-1.8

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Fairfax	20	Montgomery	60	Tazewell	10
Henry	10	Nottoway	90	York	10
King George	10	Pulaski	20		

WASHINGTON

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Seattle (King)	504,980	549,000	9.1
Spokane (Spokane)	164,652	156,000	-1.3
Tacoma (Pierce)	182,081	183,000	5.8

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Clark	20	Kitsap	70	Mason	15
Franklin	10				

WEST VIRGINIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Charleston (Kanawha)	195,619	192,000	-2.0
Huntington-Ashland (Ky.) (Ca- bell; Boyd, Ky.; Lawrence, Ohio)	190,102	186,000	-2.1
Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio)	234,431	223,000	-4.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent
Gilmer	10	Monongalia	10

WISCONSIN

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Madison (Dane)	130,660	135,000	3.1
Milwaukee (Milwaukee)	766,885	766,000	-0.1
Racine - Kenosha (Kenosha, Ra- cine)	157,552	155,000	-1.3

LOCAL WAR EFFORT BROADCASTS

For Six Months

(Compiled by Arthur Stringer)

	Spots	3 Min. Live	5 Min. Live	10 Min. Live	15 Min. Live	20 Min. Live	25 Min. Live	30 Min. Live	35 Min. Live	40 Min. Live	45 Min. Live
Army	248,830	410	2,430	720	8,280	..	470	2,930
Navy	266,140	1,060	2,610	570	8,680	10	..	1,200	..	10	..
Marines	189,080	..	1,320	390	8,320	30	10	430
Coast Guard	134,600	..	170	310	740	90	..	60
Civil Service	133,090	..	20	10	180
Recr. Shipyard Workers	9,070
Recr. Nurses & Doctors	90,680	..	200	680	1,061	..	20	70
Labor Recr. War Industry Training Info.	72,810	..	1,010	180	1,810	60
CAA	6,390	..	220	..	90
Treasury	985,430	260	2,770	420	7,690	20	20	2,500	..	10	..
Army Emergency Relief	24,140	..	270	30	430	30
USO	96,000	..	750	100	1,880	..	10	1,000
Red Cross	124,430	50	480	740	1,880	210
Civilian Defense, all kinds	100,630	60	7,500	1,730	7,830	..	10	510
Don't Spread Rumors	5,650	10	270	10
Victory Gardens	7,620	..	400	260	310
Nutrition	6,640	..	760	660	1,020	..	80
Fire Prevention Week (Oct. Only)	11,240	..	200	80	330
Can't Do Business with Hitler	160	..	10
Neighborhood Call	390	70
This Is Our Enemy	10	140
Three Thirds of a Nation	40
The Home Front	120	..	1,270	1,360
OWI-WPB-OPA-AGRI	436,520
Fuel Conservation	30,740
Other Government Agencies	95,550	240	2,710	1,270	18,270	..	300	4,430	10	10	..
TOTALS	3,075,830	2,080	23,950	8,160	70,421	150	920	14,980	10	30	..

TS BY AMERICAN STATIONS

ling October 1942

(B Director of Promotion)

60 Min. Live	80 Min. Live	85 Min. Live	90 Min. Live	105 Min. Live	130 Min. Live	178 Min. Live	210 Min. Live	260 Min. Live	360 Min. Live	3 Min. ET	5 Min. ET	10 Min. ET	15 Min. ET	20 Min. ET	30 Min. ET	45 Min. ET	60 Min. ET
480	20	100	10	18,644	..	10
10	..	10	10	10	10	60	..	16,090	20	890
..	10	110	9,020	..	120
..	10
..	50
..	20
..	20
..	300	230
760	10	20	..	10	10	700	5,290	..	101,930	..	120	..	40
..
10	10	10
..	20	..	20
20	10	10	270
..
..
10
..	170	20
..	29,160
..	8,430
..	1,750
..	340
..	130
..	4,370
..
160	10	30	940	40	9,730	..	750	30	30
1,450	10	10	50	30	10	10	10	10	10	730	6,860	190	198,134	20	4,000	30	70

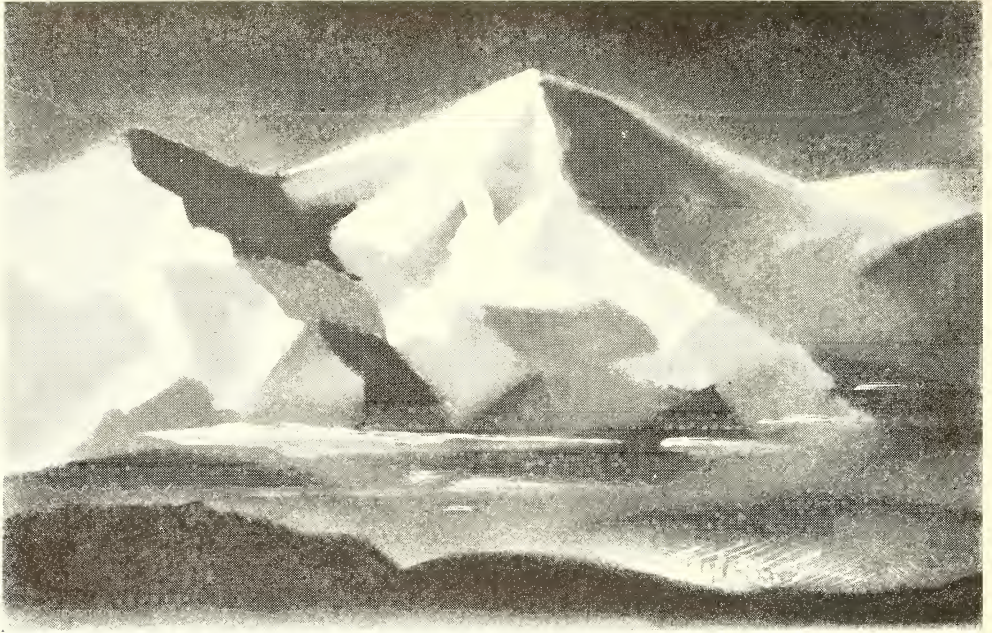


LOCAL WAR EFFORT BROADCASTS BY AMERICAN STATIONS

For Six Months Ending October 1942

(Compiled by Arthur Stringer, NAB Director of Promotion)

	Spots	3 Min. Live	5 Min. Live	10 Min. Live	15 Min. Live	20 Min. Live	25 Min. Live	30 Min. Live	35 Min. Live	40 Min. Live	45 Min. Live	55 Min. Live	60 Min. Live	80 Min. Live	85 Min. Live	90 Min. Live	105 Min. Live	130 Min. Live	178 Min. Live	210 Min. Live	260 Min. Live	360 Min. Live	3 Min. ET	5 Min. ET	10 Min. ET	15 Min. ET	20 Min. ET	30 Min. ET	45 Min. ET	60 Min. ET						
Army	248,830	410	2,430	720	8,280	470	2,930				70	40	480			20									100	10	18,644			10						
Navy	266,140	1,060	2,610	570	8,680	10	1,200			10	20		10								10	10			60		16,090	20	890							
Marines	189,080		1,320	390	8,320	30	10	430								10									110		9,020		120							
Coast Guard	134,600		170	310	740	90		60																			10									
Civil Service	133,090		20	10	180																							50								
Recr. Shipyard Workers	9,070																																			
Recr. Nurses & Doctors	90,680		200	680	1,061		20	70																												
Labor Recr. War Industry Training Info.	72,810		1,010	180	1,810			60																	300		230									
CAA	6,390		220		90																															
Treasury	985,430	260	2,770	420	7,690	20	20	2,500		10	250	20	760			10	20		10						700	5,290		101,930		120		40				
Army Emergency Relief	24,140		270	30	430			30																												
USO	96,000		750	100	1,880		10	1,000								10													10							
Red Cross	124,430	50	480	740	1,880			210																						20		20				
Civilian Defense, all kinds	100,630	60	7,500	1,730	7,830		10	510			30					10											10	270								
Don't Spread Rumors	5,650			10	270			10																												
Victory Gardens	7,620		400	260	310																															
Nutrition	6,640		760	660	1,020		80																													
Fire Prevention Week (Oct. Only)	11,240		200	80	330								10																							
Can't Do Business with Hitler	160		10																																	
Neighborhood Call	390				70																															
This Is Our Enemy					10			140																												
Three Thirds of a Nation								40																												
The Home Front			120		1,270			1,360																												
OWI-WPB-OPA-AGRI	436,520																																			
Fuel Conservation	30,740																																			
Other Government Agencies	95,550	240	2,710	1,270	18,270		300	4,430	10	10	130	10	160	10											30	940	40	9,730		750	30	30				
TOTALS	3,075,830	2,080	23,950	8,160	70,421	150	920	14,980	10	30	500	40	1,450	10	10	50	30	10	10	10	10	10	10	10	730	6,860	190	198,134	20	4,000	30	70				



What Majesty . . . What Splendor! What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast's important cities. It's a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There's only one way to completely cover these mountain-surrounded markets . . . *release your message*

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO

locally. Use Don Lee, the only network with enough stations to deliver *local* primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.



THE NATION'S GREATEST REGIONAL NETWORK



NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL



TIME	USE	RATING	PER CENT LISTENERS	RATING	PER CENT LISTENERS	RATING	PER CENT LISTENERS	RATING	PER CENT LISTENERS
6:00-6:30	21.6	11.4	0.0	0.0	3.1	14	00-6:30	21.9	5.5
6:30-7:00	28.9	15.5	0.0	0.0	3.4	13	30-7:00	28.6	12.5
7:00-7:30	36.5	14.5	0.0	0.0	5.2	16	00-7:30	33.6	12.4
7:30-8:00	32.3	13.8	0.0	0.0	1.0	3	30-8:00	33.3	6.1
8:00-8:30	43.5	24.8	0.0	0.0	3.0	1	00-8:30	33.4	8.2
8:30-9:00	41.0	25.8	0.0	0.0	5.0	1	30-9:00	43.1	
9:00-9:30	41.6	21.1	0.0	0.0	2.3				
9:30-10:00	39.7	20.4	0.4	0.9	3.0				
10:00-10:30	30.4	21.4	2.3						
10:30-11:00	18.2	9.6							

SUMMER, 1942


BUFFALO

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »

FOR THE PERSONAL USE OF _____

MAY THRU SEPTEMBER, 1942



C. E. HOOPER, INC.
RADIO AUDIENCE MEASUREMENTS
 NEW YORK LOS ANGELES
 (CORPORATED BY B. E. HOOPER, INC.)

*We pay our respects to
WBEN's best salesman*

WBEN

**BUFFALO
 NBC
 5000 WATTS**

REPRESENTED BY EDWARD PETRY & CO., INC.

THE BLUE NETWORK CO., INC.



MARK WOODS

IN A NATION and a world at war there is only one yardstick by which any individual or any organization may be judged—that is the measurement of service. Radio broadcasting as we know it was born in wartime, and, growing

through adolescence, has reached maturity in wartime. It has served the nation in both war and peace.

The Blue Network was created as an independent corporation in January, 1942—with our nation in a war for survival. And, because it was new with no preconceived ideas, its philosophy and its action has been influenced by wartime conditions just as broadcasting, compared to wireless telegraphy, was influenced by the war of twenty-five years ago.

Profitable First Year

In its first year of existence the Blue Network ended "in the black." However, no one can judge a company solely on present financial profits. There are other intangible and non-monetary profits that far outweigh monetary ledger balances. A few concise facts speak for themselves. The Blue Network started with 116 affiliates; today 146 stations are carrying Blue programs. Prospects for 1943 indicate a decided increase, both in the number of clients and network hours and in the number of stations carrying commercial programs.

This record could not be accomplished by following set formulae that had worked in the case of the older networks. Fixed policies were abandoned; new policies established to meet changing conditions. It was felt that an open-minded attitude toward taboos was demanded. Each problem, each condition, was considered on its merits.

Open-Minded Policy

This open-minded attitude, always indicative of a young, aggressive organization, manned by young personnel, was

particularly fitted to meet wartime conditions. A shifting population, changes in the production of durable goods, the revolution in the food industry, fuel and travel rationing—all of these and many more were factors in our programming, our sales policy and our general policies.

Over a period of years network broadcasting, with many of the ablest program producers in show business, formulated its own programs. The Blue opened the doors to outside producers—tapping every source for finished presentations and for embryonic ideas. We found the network ban against transcribed programs unsuited to our needs, and declared our willingness to broadcast such programs, whether or not in the first instance they had been presented over another and competing network.

In order to give opportunity to every type of entertainment pattern, the program department has tried an average of 10 new shows each month. We hope to introduce still other new shows and program innovations in 1943.

Commercial Innovations

In the belief that, under the American system of broadcasting, it is the commercial advertiser or sponsor who provides the listener free of charge that which heretofore only the wealthiest could buy, the Blue gave special consideration to clients. The Blue pioneered in the adoption of the two-per cent cash discount and announced a daytime package rate, a special rate for advertisers buying time across the board on the entire network. Another innovation was a special discount structure under which an advertiser obtains a progressively increasing discount as more stations are ordered for a program.

Needless to say, all of these commercial innovations were available to all advertisers. Such policies were responsible to a large extent for the rise in the average number of stations by commercial clients—from 70 in February to 91 in December.

Broadcasting is an integral part of this modern life, and, if it is to be of service to the people who make it possible, it must change with conditions, meeting new needs as they arise but not forgetting the wisdom learned during years of trial and error. That is the philosophy of America's youngest network.

THE BLUE



**NETWORK FACILITIES
AS OF JAN. 15, 1943**

BLUE NETWORK COMPANY, Inc.

30 Rockefeller Plaza
New York, N. Y.
(Telephone Number, Circle 7-5700)

BOARD OF DIRECTORS

DeSousa, George S.	Jolliffe, Charles B.
Hammond, John Hays, Jr.	Kobak, Edgar
Heath, Horton H.	Schairer, Otto S.
	Woods, Mark

Officers

Trammell, Niles.....Chairman, Executive Committee	Thrower, Fred M.....Vice-President
Woods, Mark.....President	Yandell, Lunsford P.....Vice-President
Kobak, Edgar.....Executive Vice-President	Rynd, Charles E.....Treasurer
Borroff, E. D.....Vice-President	Hennig, Anthony M.....Assistant Treasurer
Carlin, Phill.....Vice-President	Nicol, Alexander D.....Controller
Gilman, Don E.....Vice-President	MacConnach, Lewis.....Secretary
Kiggins, Keith.....Vice-President	Pfautz, Christian.....Assistant Secretary
Swezey, Robert D.....Assistant Secretary	

DEPARTMENTS AND DIVISIONS

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Woods, Mark.....President
Kobak, Edgar.....Executive Vice-President
Yandell, Lunsford P.....Vice-President

Continuity Acceptance Department

Kemble, Dorothy.....Editor

Engineering Department

Milne, George O.....Chief Engineer

Information Department

Olenslager, George.....Manager

Office Management Department

Van Houten, D. B.....Office Manager

Program

Carlin, Phillips.....Vice-President in Charge
Barry, Charles C.....Eastern Program Manager
Bixler, James W.....Night Program Manager
Diaz, Raymond.....Supervisor of Announcing

Ferguson, Ron.....Script Manager
Frazee, Harry H., Jr.....Production Manager
Guy, Helen.....Business Manager
Johnstone, G. W.

Director News and Special Features
Summers, Harrison B.
Public Service Program Manager

National Spot Sales

Grabhorn, Murray B.....Manager

Network Sales Department

Thrower, Fred M., Jr.....Vice-President in Charge
Buckham, D. R.....Eastern Sales Manager
Saudek, Robert

Assistant to Eastern Sales Manager
Simmel, Ludwig.....Sales Service Manager

Publicity Department

Mullin, Earl.....Manager
Cortada, Judith.....Trade News Editor

Research Department

Evans, Edward F.....Manager

Sales Promotion Department

Hauser, B. J. Manager

Stations Department

Kiggins, Keith Vice-President in Charge

Norton, John H., Jr. Station Relations Manager

Dolan, Thomas J. Traffic Manager

Treasury Department

Rynd, Charles Treasurer

Hennig, Anthony M. Assistant Treasurer

Hede, Henry T., Jr. Purchasing Agent

Station WJZ

McNeil, John H. Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart

Phone, Delaware 1900

Boroff, E. R. Vice-President in Charge

Berry, G. I. National Spot and Local Sales Manager

Douglass, L. E. Program Business Manager

Drips, William E. Public Service Manager

Edgley, L. J. Continuity Editor

Horstman, E. C. Engineering Manager

Huber, E. J. Sales Promotion Manager

Wetzel, M. S. Production Manager

Koelker, A. J. Publicity Manager

Ewing, Robert Sales Traffic Supervisor

Peterson, R. S. Auditor and Business Manager

Rouse, Gene Supervisor of Announcing

Schoenfeld, Merritt R. Network Sales Manager

Stirton, J. L. Program Manager

Vernon, G. A. Research Manager

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard

Phone, Hillside 8231

Gilman, Don E. Vice-President in Charge

Anderson, Clifford Program Business Manager

Brown, Dorothy L. Continuity Acceptance Editor

Dahlsted, Dresser M. Chief Announcer

Denechaud, R. G. Engineering Manager

Dorais, S. P. Auditor

Gates, Paul Night Program Manager

Tyson, Leo B. Program Manager

Hudson, Russell Sales Service Manager

Lonner, Walter W. Traffic Manager

Moore, Tracy Sales Manager

Moss, Robert Product Manager

Roberts, Cleve Manager of Special Features

Samuel, Milton N. Publicity Manager

Sweeney, Kevin Sales Promotion Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets

Phone, Graystone 6565

Ryan, W. B. Manager

Dwan, Robert E. Program Manager

Mayhorn, Harry Continuity Acceptance Editor

Palmer, T. B. Engineering Manager

Paltridge, J. G. Publicity and Promotion Manager

Peterson, Hilda T. Auditor

Rhodes, Lester R. Local Sales Manager

Robertson, Lawrence Production Manager

Stations Owned and/or Managed and/or Programmed by

The Blue Network Co., Inc.

WJZ, New York Owned, operated and represented by The Blue Network

WENR, Chicago Owned, operated and represented by The Blue Network

WMAL, Washington Owned by Evening Star Publishing Co.

Represented by The Blue Network

KGO, San Francisco Owned, operated and represented by The Blue Network

HAVING HEART * TROUBLE?

For any advertiser who may have had trouble with sales in this important Heart of America Area, a short diagnosis of the situation may prove useful.



- 1**—The Heart of America is in two parts. It is 51% urban and 49% rural. Each part has its own program needs and likes.
- 2**—Obviously, unless *both* rural and urban halves are reached, any promotion job is a half-Hearted one. Both halves are vital.
- 3**—Reaching the *whole* Heart of America naturally requires efficient signal coverage of the whole area. But just as important is custom programming that will cause those who *can hear, to listen.*
- 4**—KMBC is the only station delivering this combination of signal coverage (for a maximum potential audience) and program coverage (for a maximum listening audience) *throughout both halves* of the Heart of America.

* Referring, in this instance, to the Heart of America—the 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

Rx Heart (of America) trouble of a sales nature should be treated by KMBC.

K M B C

OF KANSAS CITY

FREE & PETERS, INC.

COLUMBIA BROADCASTING SYSTEM



WILLIAM S. PALEY

NO THOUGHTFUL broadcaster can fail to sense, it seems to me, the challenge to radio implicit in all the issues, not only of the war, but of the peace and the post-war world. A durable peace as a victorious war can only be consummated, under modern circumstances, on a global basis. This means that "better understanding" between peoples of good will must cease to be a pious platitude and become a workaday reality. It will be, I think, partly, perhaps largely, the responsibility of broadcasting to quicken the intimate collaboration of democratic peoples upon which all hopes for a future of sanity and justice rest.

International Amity

The Columbia Broadcasting System sees great significance in the attention attracted in 1942 by its series, "An American in England," which was written and directed by Norman Corwin. This is being followed in 1943 by a new series with Larry Leseur, "An American in Russia." Another Columbia series devoted to international amity is "Calling Pan-America." These and

many other Columbia presentations keyed to the future are tokens of our own sense of responsibility to America and the United Nations.

Radio's Responsibility

Listener reaction definitely indicates that Americans generally are beginning to realize that neither the United States nor the world can again be the same as before the war. The world can be worse or it can be better and radio will be expected and ready to do a lot to make it better. Radio is, therefore, pledged in a very practical sense to the ideals and hopes of our troops and our people.

Results of the "American System"

The skills which radio has now mobilized for the war were developed through the years of peacetime broadcasting under the competitive American system. It is a natural rather than a remarkable adaptation that has taken place. American radio is a great national asset in wartime in direct proportion to the inherent merits of the system in normal times. Competition has given the United States the largest single reservoir of trained radio personnel, equipment and knowledge possessed by any one country. This is the unique accomplishment of a free radio in a free country.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1943**

CASTING SYSTEM



C O L U M B I A

Broadcasting System

485 Madison Avenue, New York City
(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin

J. A. W. Iglehart
Paul W. Kesten
Edward Klauber

Isaac D. Levy
Leon Levy
Samuel Paley

William S. Paley
Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

Officers

William S. Paley.....President
Edward Klauber
Chairman of Executive Committee
Paul W. Kesten
Vice-President & General Manager
Joseph H. Ream.....Vice-President & Secretary
Frank Stanton.....Vice-President
Frank K. White.....Vice-President & Treasurer
H. V. Akerberg
Vice-President in Charge of Station Relations

William C. Gittinger
Vice-President in Charge of Sales
H. Leslie Atlass.....Vice-President, Chicago
Paul M. Hollister.....Vice-President in Charge
of Advertising and Sales Promotion
D. W. Thornburgh...Vice-President, Los Angeles
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Secretary
Arthur S. Padgett.....Auditor
William E. Forbes.....Executive Assistant

DEPARTMENTS AND DIVISIONS

Commercial Editing Department

Jan C. Schimek.....Commercial Editor
Donald I. Ball.....Assistant Commercial Editor
Dr. Arthur Jersild,
Consultant on Children's Programs

Construction and Building Operations Department

G. Stanley McAllister,
Director of Construction and
Building Operations
John R. Carey..Supervisor of Building Operations
C. R. Jacobs.....Manager of Construction

General Engineering Department

Edwin King Cohan,
Director of General Engineering
Warren D. White,
Engineer in Charge of Radio-Frequency Division
Howard A. Chinn,
Engineer in Charge of Audio-Frequency Division

Legal Department

Julius Brauner.....General Attorney
Howard L. Hausman.....Attorney

Network Sales Department

William C. Gittinger,
Vice-President in Charge of Sales
Allyn Jay Marsh.....Assistant Sales Manager
William J. Fagan.....Assistant Sales Manager
J. J. Karol.....Market Research Sales Counsel
Charles E. Midgely, Jr....Sales Service Manager

Personnel Department

Francis C. Barton, Jr.....Personnel Manager

Program Department

Douglas Coulter.....Director of Broadcasts
Davidson Taylor.....Assistant Director
of Broadcasts
Gerald Mausby.....Assistant to Director of
Broadcasts

Copyright Division

Jan Schimek.....Director of Copyright Division

Short Wave Broadcasting and Latin American Affairs

Edmund Chester,
Director of Broadcasting to Foreign Countries
William H. Fineshriber, Jr.,
Director of Short Wave Programs
Lawrence S. Haas.....Shortwave News Director
Terig Tucci.....Music Director & Arranger
Roberto Unanue.....Assistant Director of Latin
American Relations
Wilbur Marcus.....Director of Publicity for
Latin American Network

W67NY—FM Division

Arthur H. Hayes..Frequency Modulation Manager

Music Division

James H. Fassett.....Director of Music Division
William H. Brennan,
Assistant Director in Charge of Serious Music
Wendell Adams,
Assistant Director in Charge of Light Music
Lucille Singleton...Assistant Director in Charge
of Vocalists and Auditions

Music Library Division

Julius Mattfield....Director of Music Library

Public Affairs Division

Paul W. White....Director of Public Affairs

Robert S. Wood,

Assistant Director of News Broadcasts

Everett Holles.....News Editor

William J. Slocum, Jr.

Director of Special Events and Sports

Helen Sioussat.....Director of Talks

Program Writing Division

Robert J. Landry....Director of Program Writing

Albert R. Perkins.....Manager of Staff Writers

John C. Turner.....Script Editor

Sound Effects Division

Walter R. Pierson,

Manager of Sound Effects Division

Max Uhlig.....Assistant Manager

Educational Division

Lyman Bryson.....Director of Education

Leon Levine,

Assistant Director of Educational Programs

Operations Department

James M. Seward.....Director of Operations

I. S. Becker.....Assistant Director of Operations

Leroy Passman,

Asst. to the Director of Operations

Harriet Hess,

Supervisor of Program Typing Division

Hugh A. Cowham,

Commercial Engineer in Charge of Traffic

A. H. Peterson.....Traffic Manager

Publicity Department

George Crandall.....Director of Publicity

Arthur Perles.....Assistant Director of Publicity

James Kane.....Assistant To the Director of Publicity

Michael J. Fish.....Manager Photographic Division

Melvin Spiegel.....Trade News Editor

Anne Harding.....Manager of Publicity Service Div.

Radio Sales

J. Kelly Smith.....General Sales Manager

Howard Meighan,

Eastern Sales Manager, New York

Ole G. Morby.....Account Executive, San Francisco

Roger K. Huston.....Manager, Los Angeles Office

Royal Penny.....Representative, Charlotte

Carter Ringlep.....Representative, St. Louis

Research Department

John K. Churchill.....Director of Research

Oscar Katz.....Assistant Director of Research

Charles H. Smith.....Assistant Director of Research

CBS Reference Library

William C. Akerman,

Director of CBS Reference Library

Sales Promotion Department

Paul M. Hollister.....Vice-President in Charge

of Advertising and Sales Promotion

John Fox.....Manager of Production

Thomas D. Connolly,

Director of Program Promotion

George R. Dunham.....Supervisor of Promotion for
Owned and Operated Stations

Louis Hausmans.....Supervisor of Presentation

Harry O'Brien.....Art Director

Station Relations Department

H. V. Akerberg,

Vice-President in Charge of Station Relations

J. G. Gude.....Station Relations Manager

Jerome Sill.....Manager of Station Service

William A. Schudt, Jr.

Eastern Division Field Manager

Howard Lane.....Central Division Field Manager

Edwin Buckalew.....Western Division Field Manager

Television Department

Gilbert Seldes.....Director of Television Programs

Dr. Peter C. Goldmark.....Chief Television Engineer

Worthington Miner.....Manager of Television

Treasury Department

Frank K. White.....Vice-President & Treasurer

Samuel R. Dean,

Assistant Treasurer & Comptroller

Arthur S. Padgett.....Auditor

W. J. Flynn.....Assistant Comptroller

Lester C. Merrick.....Assistant Comptroller

John E. Forsander.....Purchasing Agent

Albert H. Bryant, Manager of Mail and Files

& Mimeograph Division

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager

George W. Allen.....Program Director

Henry Grossman,

Eastern Division Operations Engineer

& Chief Engineer of WABC

Jules Dundes.....Sales Promotion Manager

Beverly M. Middleton.....Sales Manager

J. E. Doyle.....Publicity Director

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass.....Vice-President, Chicago

J. L. Van Volkenburg.....Assistant to Mr. Atlass

L. F. Erikson.....Western Sales Manager

Walter Preston.....Acting Program Director

Stuart Dawson.....Assistant Program Director

J. Kelly Smith.....Sales Manager

John B. Moser.....Attorney

Frank B. Falknor,

Central Division Operations Engineer

& Chief Engineer of WBBM

J. V. McLoughlin.....Accountant & Office Manager

Shepard Chartoc.....Director of Publicity

Urban Johnson.....Chief Sound Technician

James Crusinberry.....News Editor

King Park.....Sales Promotion Manager

Washington

WJSV, EARLE BLDG.

Earl H. Gammons,

Director of Washington Office

Kenneth L. Yourd.....Attorney

Carl Burkland.....General Manager
 William D. Murdock...Assistant General Manager
 John Heiney.....Program Director
 Robert S. Wood.....Director of Public Affairs
 Clyde Hunt.....Chief Engineer
 Harry R. Crow.....Accountant

Minneapolis

WCCO, 625 SECOND AVE., S.

Austin E. Joscelyn.....General Manager
 Alvin Sheehan.....Assistant General Manager
 H. S. McCartney.....Chief Engineer
 Emmett J. Heerd, Jr.....Accountant
 Sam H. Kaufman,
 Sales Promotion & Publicity Manager

St. Louis

KMOX, 401 SOUTH TWELFTH BLVD.

Merle S. Jones.....General Manager
 Arthur Casey.....Assistant to Manager
 Wendell B. Campbell 2nd.....Sales Manager
 Harry Harvey.....Chief Engineer
 Jerry Hoekstra.....Public Events
 Robert F. DeVoe.....Accountant
 Carter Ringlep.....Representative, Radio Sales
 William Zalkin.....Publicity Director

Pacific Coast

Los Angeles Office

KNX, COLUMBIA SQUARE

D. W. Thornburgh...Vice-President, Los Angeles
 George L. Moskovics...Director of Sales Promotion
 Charles D. Ryder, Jr.....Accountant
 Lester Bowman,
 Western Division Operations Engineer
 & Chief Engineer of KNX

Clifton Jones.....News Editor
 Hal Hudson.....Program Director
 Andy Kelly,
 Publicity Director, Columbia Pacific Network
 Fox Case,
 Director of Special Events & Public Events

J. Archie Morton...Servicing Network Programs
 Russ Johnston.....Program Manager
 Ben Paley.....Production Manager
 Harry W. Witt.....Sales Manager
 Roger Huston.....Manager, Radio Sales
 Alan Cormack.....Traffic Manager

San Francisco Office

PALACE HOTEL

Arthur J. Kemp...Sales Manager, Pacific Network
 Wayne Steffner...Account Executive,KNX Sales

Charlotte, N. C.

WBT, WILDER BLDG.

A. D. Willard, Jr.....General Manager

Royal E. Penny.....Sales Manager and
 Account Executive, Radio Sales
 Chas. H. Crutchfield.....Program Director
 James Beloungy.....Chief Engineer
 William M. Parker.....Sales Promotion Manager
 John S. Knell.....News Editor
 Edward J. DeGray.....Accountant

Boston

WEEL, 182 TREMONT ST.

Harold E. Fellows.....General Manager
 Kingsley Horton.....Sales Manager
 Lloyd G. del Castillo.....Program Director
 Walter Stiles, Jr.....Chief Engineer
 John J. Murray.....Accountant
 Raymond G. Girardin.....Production Manager
 Marie Houlahan.....Publicity Director

Foreign Staff

Edward R. Murrow.....London
 Paul Manning.....London
 Bob Trout.....London
 John Daly.....London
 Charles Collingwood.....Algiers
 Bernard Valery.....Stockholm
 Gunner Raulsson.....Reykjavick, Iceland
 Farnsworth Fowle.....Cairo, Egypt
 Chester Morrison.....Cairo, Egypt
 William P. Downs.....Moscow
 George Moorad.....Sydney, Australia
 James Stewart.....Chungking, China
 Webley Edwards.....Honolulu, Hawaii
 William J. Dunn.....Sydney-Melbourne, Australia
 George Mourad.....Australia
 Herbert Clark.....Buenos Aires
 Alex Garcia.....Havana
 Carlos Tellez.....Havana
 Luis Alcivar.....Guayaquil, Ecuador
 Sergio Perez.....Ecuador
 Jorge Mantillas.....Quito, Ecuador
 Jack Fendell.....Canal Zone
 Franklin White.....Caracas, Venezuela
 John Adams.....Rio de Janeiro
 Charles Griffin.....Santiago, Chile
 Claude Guyant.....Lima, Peru
 John Vebber.....Asuncion, Paraguay
 Norman Stines.....La Paz, Bolivia
 Willig Guillerez.....La Paz, Bolivia
 Joel Nystrom.....Montevideo, Uruguay
 William Gilman.....Juneau, Alaska
 Dan Lundberg.....Mexico
 Quentin Pope.....Wellington, New Zealand
 Peter Muir.....New Delhi, India
 Robinson McLean.....Toronto
 Howard K. Smith.....Berne, Switzerland

COLUMBIA BROADCASTING SYSTEM

WABC, New York
 WBBM, Chicago
 WBT, Charlotte, N. C.
 WCCO, Minneapolis

WJSV, Washington
 KMOX, St. Louis
 KNX, Los Angeles
 WEEL, Boston

MUTUAL BROADCASTING SYSTEM



W. E. MacFARLANE

ON December 7, 1941, the Mutual Broadcasting System sent a wire to the President of the United States, pledging its wholehearted cooperation in war. The pledge has been fulfilled. During 1942 Mutual broadcast 1,913 programs devoted

to the war effort, exclusive of the straight news features. The 1,913 programs consumed 721 hours of time on the network and accounted for approximately 10 per cent of the entire year's program operations.

Effective Programming

The 10 per cent of the programming time throughout the year will seem to be all the more impressive when I state that Mutual was careful to present its major war effort programs at the key listening hours so that they could do the most good and reach the greatest number of listeners. A check-up reveals that the vast majority of the 1,913 programs were broadcast on the network during the peak listening hours between 6 p. m. and 11 p. m. Some of these programs have become well established in the minds of radio listeners. Such features as "This Is Our Enemy," "American Forum of the Air," "Stars and Stripes in Britain," "American Eagle Club," "Anchors Aweigh," "Halls of Montezuma," "Saturday Night Bondwagon" and "Our Morale" are all heard over the Mutual network regularly at peak listening hours.

While helping tremendously with the war effort through morale building and recruiting broadcasts, Mutual has maintained its reputation as the leader in the field of sports and news broadcasting.

Additional and new news commentators have come to Mutual in 1942. In addition to such well known commentators as Gabriel Heatter, Fulton Lewis, Jr., and John B. Hughes, Mutual in 1942 added Raymond Clapper, Upton Close, and Sidney Moseley to its network.

Foreign Fields

Nor was Mutual lacking in enterprise in bringing several important scoops from foreign fields. Mutual was the first to broadcast a recording of General MacArthur's address to news reporters on his arrival in Australia. Mutual was the first to broadcast Captain Eddie Rickenbacker's return to San Francisco from the South Pacific.

The expansion of the Mutual network has been continuous since its inception in 1934 when it began its existence with a four-station hookup. Today Mutual can deliver more than 200 stations for a commercial broadcast. October, 1942, saw a completion of the program undertaken to obtain guaranteed time outlets in markets previously unavailable so that the Mutual network for the first time was able to satisfy advertiser's demands for both satisfactory major market coverage as well as secondary coverage.

New MBS President

As one of the organizers of Mutual, I have found it a most pleasant and stimulating experience to have served as its president since the inception of the network in 1934. With Mutual's network coverage and basic operational plan now firmly established, I am happy to turn over the responsibilities of the office to Mutual's first paid president, Mr. Miller McClintock, well known as a counsellor in advertising and organization work.

Mr. McClintock's abilities joined with those of Mr. Alfred J. McCosker, president of WOR, who will continue as chairman of the Board of Mutual, assure further progress in our program of service to advertisers, the listening public and the nation. Towards this development I shall be pleased to contribute as chairman of the Executive Committee.

The appointment of Mr. McClintock will not change the underlying principles of the Mutual network, but it will give to the Mutual network what its growth now demands, and that is the undivided attention of an able executive who will direct all of its activities under the policies laid down by the Executive Committee and the Board of Directors.

As for the next 12 months, Mutual will continue to stay on a wartime schedule while seeking to render better service to its clients of sponsored programs.

MUTUAL BROADCAST



● BASIC STATIONS
○ AFFILIATED STATIONS

**NETWORK FACILITIES
AS OF JAN. 1, 1943**

CASTING SYSTEM



MUTUAL Broadcasting System

Administrative Office
441 N. Michigan Ave., Chicago, Ill.
Phone, Superior 0100

New York Office
1440 Broadway, New York, N. Y.
Phone, PENnsylvania 6-9600

Officers

President.....Miller McClintock
Chairman of Board of Directors,
Alfred J. McCosker
Chairman of Executive Committee
W. E. Macfarlane
Executive Vice-President..Theodore C. Streibert

Executive Vice-President...Lewis Allen Weiss
Executive Vice-President.....J. E. Campeau
Executive Secretary-Treasurer...E. M. Antrim
General Manager.....Fred Weber
Sales Manager.....Edward W. Wood, Jr.
Auditor.....Miles E. Lamphiear

Staff

Director of Advertising Promotion
Robert A. Schmid
Assistant Director of Advertising Promotion
James Tyler
Assistant Sales Manager.....John R. Latham
Program Service Manager..Adolph J. Opfinger
Assistant Program Service Manager
Harold Wagner
Publicity Director.....Lester Gottlieb
Traffic Manager.....Andrew Poole
Director of Special Features & Sports
Tom Slater
Assistant Director of Special Features & Sports
Paul Jonas
Sales Representative.....Sidney P. Allen
Sales Representative.....Robert J. Smith
Sales Representative.....Harry Trenner
Sales Representative.....Thomas Harker
Sales Representative.....Ade Hult
Sales Service.....George M. Chambers
Statistician.....Richard E. Puff

Midwestern Sales Promotion Coordinator
Don Pontius
London and Foreign Representative,
John S. Steele

Branch Offices

Detroit.....Union Guardian Bldg.
Cincinnati.....Alms Hotel
Boston.....21 Brookline Ave.
Cleveland.....Terminal Tower
Los Angeles.....Don Lee Bldg.
San Francisco.....1000 Van Ness Ave.
England.....Coulsdon, Surrey

Directors

E. N. Antrim	W. E. Macfarlane
Willet Brown	Alfred J. McCosker
Hope Barroll, Jr.	John Shepard III
H. K. Carpenter	Theodore C. Streibert
Leonard Kapner	Lewis Allen Weiss
I. R. Lounsberry	

Executive Committee

W. E. Macfarlane.....WGN, Chicago
Theodore C. Streibert.....WOR, New York
John Shepard, III.....Yankee Network
Lewis Allen Weiss
Don Lee Broadcasting System
H. K. Carpenter.....WHK-WCLE, Cleveland

Foreign Staff

London.....John Steele, Stanley Korman
North Africa....Arthur Mann, John Thompson
Cairo.....Leslie Nichols
Sydney, Australia.....Stanley Quinn
Honolulu.....Owen Cunningham

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

Government and the progress of our armed forces. Because of this extensive treatment of news highlights, our people have been better informed on democracy's fight for freedom than the population of any country on the globe.

Newscasting Abroad

Broadcasting as we know it today, did not exist in the first World War, but with the advent of the current conflict, it had been developed to a point where it could make itself one of the vital factors in the successful prosecution of modern warfare. Since the declaration of war late in 1941, radio reporters have been present at every important military event. At the beginning of 1943, NBC alone has 25 news representatives spotted in vital foreign centers and with our advanced armed units. Never before in the history of this country, thanks to radio, have the people been apprised so promptly and accurately of events that are certain to play an important part in their future lives.

While extending the facilities to present these overseas broadcasts, NBC has maintained the high quality of its morale-building programs originating in this country.

For many years prior to the war, NBC was expanding its short wave facilities according to a definite long-range plan. New and more powerful transmitters were placed in operation to carry the American story to the far corners of the earth. At the same time, the staff of the network's international division was enlarged to handle the growing number of newscasts and messages delivered in the various languages of the countries to which the broadcasts were beamed. When all short wave facilities were leased

THE broadcasting industry has reason to be proud of its contributions to the war effort in 1942. Beginning with Pearl Harbor, the nation's radio stations dedicated their facilities to the first task of keeping the American people advised on the activities of

to the OWI and the Office of the Coordinator of Inter-American Affairs, early in November, NBC was scheduling daily programs in ten languages. Since then, this impressive coverage has been continued and in some instances extended, with NBC contributing its programming resources to aid Government agencies in providing the most effective broadcasts to our neighboring countries and Allies.

Network Expansion

NBC's service to listeners and network affiliates was greatly extended in 1942. The addition of 10 stations brought to 140 the total outlets available to NBC's clients. Twenty-nine national advertisers contracted for 125 or more NBC affiliated stations for each of their broadcasts, and the list is growing constantly. The volume of business placed with NBC in 1942 reached the highest figure in the network's history.

In successive polls of listeners' program preferences, conducted by radio publications and established survey organizations, NBC's programs have been consistent top winners. One of these surveys conducted in mid-December by C. E. Hooper, Inc., revealed that the first 11 programs were NBC and that 32 out of the first 50 were heard over NBC outlets. Comparable domination was shown in the polls and surveys carried out by RADIO DAILY, Fame, Motion Picture Daily, the Cleveland Plain Dealer, the New York World-Telegram and Crossley.

Any review of radio's contributions in 1942 to the continuance of the American way of life would be incomplete without a mention of the industry's cooperation with Government. Since the first of 1942, NBC's allocation of time to war effort programs has increased steadily, from 25 hours in January to 95 hours in November during the past year.

Radio began the year 1943 with the largest audience in its history. More receiving sets are in operation and more people are listening to their favorite programs. Plans, already under way at NBC, and by the industry in general, will key 1943 broadcasts even more closely to the needs of the people in wartime, thereby assuring the continued advance in effectiveness that has characterized the growth of the American broadcasting system.

NATIONAL BROAD



NETWORK FACILITIES
AS OF JAN. 1, 1943

NIGHTTIME MERCHANDISE-ABLE AREA*

*This map does not define the limits of WLW coverage, which extends into portions of several additional states. It indicates the 38 markets in which advertising over WLW enjoys a high degree of merchandise-ability with the retailers and wholesalers who move your merchandise.



Here's truly one of the world's largest markets: over 12 million souls who buy more drug and food products than are sold in New York's five boroughs and the City of Chicago combined. And WLW has a weighted average of 48.7%† of the audience in 25 major cities of the area.

†Based on Hooper Mid-Winter WLW Area rating 1942; a weighted average figure which does not represent the size of our audience in any one city.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLY CORPORATION

NATIONAL

Broadcasting Company

30 Rockefeller Plaza, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROADCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dawes, Charles G.	Mullen, Frank E.
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David
Trammell, Niles	

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.	Davis, John W.
Belmont, Mrs. August	Farrell, Francis D.
Coffin, Henry Sloan	Green, William
Compton, Karl	Harbord, James G.
Comstock, Ada	Sarnoff, David
Damrosch, Walter	Smith, Alfred E.

Officers

Sarnoff, David.....	Chairman of the Board	Royal, John F.....	Vice-President
Trammell, Niles.....	President	Russell, Frank M.....	Vice-President
Mullen, Frank E.,		Strotz, Sidney N.....	Vice-President
Vice-President & General Manager		Witmer, Roy C.....	Vice-President
Ashby, A. L.....	Vice-President & General Counsel	Horn, C. W.....	Assistant Vice-President
Egner, C. Lloyd.....	Vice-President	MacDonald, John H.,	
Hanson, O. B.....	Vice-President	Vice-President in charge of Finance and Assistant Secretary	
Hedges, William S.....	Vice-President	Teichner, R. J.....	Treasurer
Kopf, Harry C.....	Vice-President	MacConnach, Lewis.....	Secretary
Mason, Frank E.....	Vice-President	Pfautz, C. E.....	Assistant Secretary
Menser, Clarence.....	Vice-President		

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles President
Mullen, Frank E.
Vice-President & General Manager
Almonte, J. deJara Assistant to President
Angell, James Rowland... Public Service Counselor
MacDonald, John H. Vice-President in charge of
Finance and Assistant Secretary
Morgan, Clayland T. Assistant to President
Myers, J. Robert Budget Officer

Continuity Acceptance Department

Helffrich, Stockton Editor

Controller's Department

McKeon, Harry F. Contoller
Kelly, Harold M. Assistant Contoller
McGeachie, Hugh R. Assistant Contoller

Engineering Department

Hanson, O. B. Vice-President and Chief Engineer
Clarke, William A.,
Manager of Technical Services
Guy, R. F. Radio Facilities Engineer
McE'rath, George Operating Engineer
Rackey, C. A. Audio & Video Facilities Engineer
Shelby, R. E. Development Engineer
Wankel, F. A. Eastern Division Engineer

General Service Department

Lowell, Edward M. Manager
Caswell, Theodore D.
Manager of Office Services Division
Monahan, George... Manager of Protection Division

Guest Relations Department

Rittenhouse, Paul Manager
Petersen, Victor... Assistant Manager in charge
of Tour Promotion

Information Department

Dale, Albert E. Director of Information
Barnard, Anita

Manager of Correspondence Division

International Relations- Television-

New Developments

Royal John F. Vice-President In Charge

Development and Research

Horn, C. W. Assistant Vice-President In Charge
International Shortwave Department
Bate, Fred Manager

Television Department

Kersta, Noran E. Manager of Television

Legal Department

Ashby, A. L. Vice-President & General Counsel
Graham, R. H. Attorney-Hollywood
Ladner, Henry Attorney
McDonald, J. A. Attorney—Chicago
Myers, R. P. Attorney
Wright, Gordon, Zachry, Parlin & Cahill
New York & Washington Counsel

National Spot Sales Dept.

McConnell, James V. Manager
Tilenius, William O. Assistant Manager
Roux, William C. Assistant Manager

News & Special Events Dept.

Brooks, William Director
Mack, Lathrop Head of Special Events
McCall, Francis Manager of Operations
Schneider News Editor

Personnel Department

de la Ossa, Ernest Personnel Director

Press Department

McKay, John Manager
Bragdon, E. L. Trade Press News Editor

Program Department

Menser, Clarence L.
Vice-President in charge of Programs
Almonte, J. de Jara Night Program Manager
Belviso, Thomas H. Manager, Music Library
Black, Frank General Music Director
Brainard, Bertha

Assistant to Vice-President,
Manager of Program Sales

Chotzinoff, Samuel Manager of Music Division
Damrosch, Walter Music Counsellor
Kelly, Patrick J. Supervisor of Announcing
Knopfke, Frederick G.

Supervisor of Sound Effects

Shervey, Helen

Manager Central Booking & Business Office

Stern, William Director of Sports
Titterton, Lewis H. Manager of Script
Wright, Wynn Program Manager
O'Keefe, Lester

Manager of the Production Division

Promotion & Advertising Department

Brown, Charles B.

Director of Promotion & Advertising

Bisson, Harold E.

Manager of Promotion Production

Ecclesine, Joseph

Manager Network Sales Promotion

Kuhn, Irene Coordinator of Program Promotion

Rumple, Barry T. Manager, Research Division

Webb, W. E. General Promotion

Public Service Department

Miller, William Burke Manager

Angell, James Rowland... Public Service Counsellor

Cuthbert, Margaret

Director of Women's & Children's Programs

Fisher, Sterling

Assistant to Public Service Counsellor &

Director of Inter-American University of

the Air

Jordan, Max Director of Religious Broadcasts

Wagner, Jane Assistant to Manager

Radio Recording Department

Egner, C. Lloyd.....Vice-President in Charge
Friedheim, Robert W.....Eastern Sales Manager
Hayes, Henry.....Business Manager
Parsons, Willis B.
Sales Promotion, Office & Assistant Sales Mgr.
Oscar C. Turner.....Program Director

Sales Department

Witmer, Roy C.....Vice-President in Charge
Frey, George H.....Sales Service Manager
Greene, F. Melville.....Sales Traffic Manager
Hitz, Edward R.,
Assistant To The Vice-President In Charge
Showerman, I. E.....Eastern Sales Manager

Stations Departments

Hedges, William S. V-P in Charge of Stations
Woolley, Easton C.....Asst. to Vice-President
in charge of Stations

Hickox, Sheldon B., Jr. Mgr. of Station Relations
Mathew, Steere.....Asst. Mgr., Traffic Dept.
Woodman, Harry A.....Mgr., Traffic Dept.
Facilities Development & Research

Merryman, Philip I.....Co-Director

Operated Stations

Station Managers

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM

DENVER, COLO.

MacPherson, James R., Manager, Station KOA

WASHINGTON, D. C.

Smith, Carlton D., Manager, Station WRC

Treasurer's Department

Teichner, R. J.....Treasurer
Bloxham, William D.....Purchasing Agent
Terwilliger, C. C.....Mgr., Credit & Collections

WEAF

Gregory, Sherman D.....Manager
Blood, Leighton H.....Press Representative

Central Division—Chicago

Merchandise Mart

Phone: Superior 8300

Kopf, H. C.....Vice-President and Manager
Carlson, Emmons C.....Sales Promotion Manager
Chizzini, Frank.....Manager of Radio Recording
Livezey, Henry D.....Evening Manager
Fry, Kenneth D.....Director of Special Events
Golder, Frank.....Program Traffic Supervisor
Guilbert, Robert M.

Editor Continuity Acceptance Department

Herbueaux, Jules.....Program Manager
Kaney, A. W.

Manager Stations Relations Department

Luttgens, Howard C.....Central Division Engineer
McCluer, Paul.....Sales Manager
McDonald, J. A.....Attorney
Morton, Oliver

National Spot & Local Sales Manager &
Special Sales Representatives—Westing-
house Stations

Murphy, William J.....Continuity Editor
Ray, William B.....Manager of Press Relations
Waller, Judith C.....Director, Public Service Dept.
Whalley, John F.....Business Manager

Western Division—

Hollywood

Sunset Blvd. & Vine St.

Phone: Hollywood 6161

Strotz, Sidney N.....Vice-President in Charge
Berend, Frank.....Sales Manager
Bock, Harold.....Manager of Press Relations
Delleit, F. V.....Auditor
Ford, Frank.....Sales Promotion Manager
Frost, Lewis.....Assistant to Vice-President
Gale, Paul.....Traffic Supervisor
Graham, R. H.....Attorney
Hendricks, Robert.....Manager of Guest Relations
Pierce, Jennings.....Mgr. of Public Service &
Station Relations Department

Richardson, Harvey.....Mgr. of Recording Division
Saxton, A. H.....Western Division Engineer
Seltzer, Fred C., Jr. Manager, National Spot Sales
Swallow, John.....Program Manager
Williams, Wendell.....Continuity Editor
San Francisco

Elwood, John.....Manager, KPO

Washington, D. C.

14th St. & New York Ave.

Phone: Republic 4000

Russell, Frank M.....Vice-President in Charge
Coldenstroth, R. G.....Auditor
Cooper, Donald E.....Acting Engineer in Charge
Eid, Leif

In charge of News, Press & Special Events
Shawn, Fred.....Assistant Manager
Smith, Carleton E.....Manager

Foreign Representatives

Archinard, Paul.....Switzerland
Richardson, Stanley.....England

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
KOA	Denver	Owned, managed, operated and programmed by NBC

★ **KEYSTONE** ★

Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

PresidentMichael M. Sillerman
Vice-PresidentArthur Wolf
Vice-PresidentWilliam Wolf
Secretary-TreasurerSidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

PresidentMichael M. Sillerman
Director of Station Relations....Mort Adams
Sales & Promotion Consultant....Alvin Austin
ContinuityWilva Davis
Traffic ManagerC. Roberts
Account ExecutiveAlbert F. Dykes
Account ExecutiveNoel Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-TreasurerSidney J. Wolfe
Accountant-Statistician...Leonard H. Davidson
Sales ManagerNaylor Rogers

Hollywood

6331 Hollywood Blvd.
Phone, HEmpstead 0460

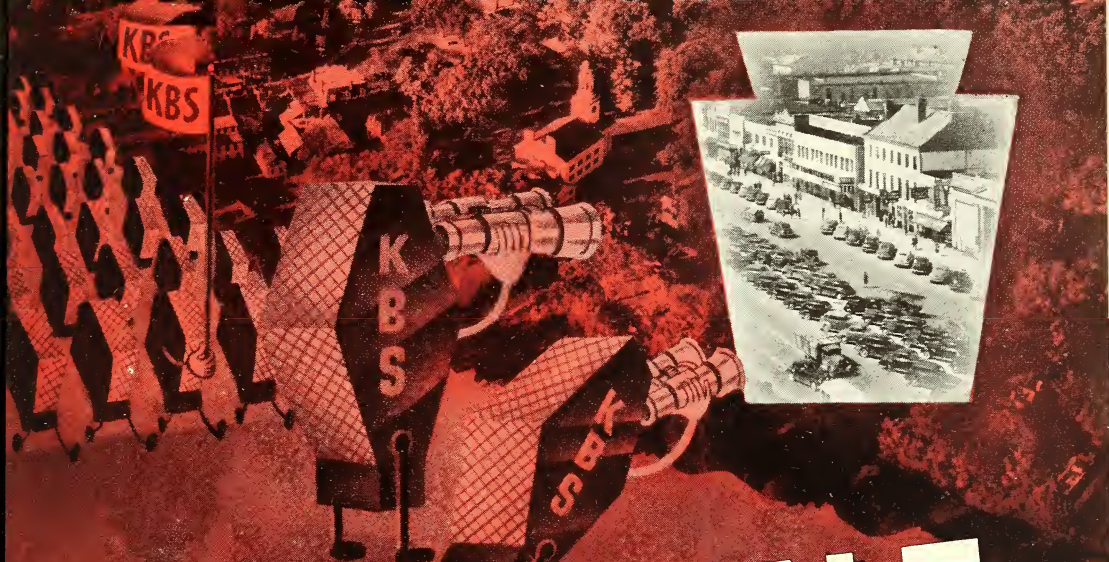
Program DirectorPegot Waring
ContinuityDean Owen
Music CopyrightsSylvia Young

Keystone Broadcasting System is a transcription network principally covering secondary 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 included 204 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

YOUR 1943 SECOND FRONT




KEYSTONE

Capture of KBS small-town markets now a MUST!

Here's news on the home front—as staggering as the news of the North African invasion: There's been a dynamic upheaval in American business — an entirely new sales picture. It sweepingly reverses the old one. Today the sales increase in small stores in small towns is as much as *four times greater* than the increase in the big, metropolitan cities. (Latest '42-'43 surveys prove this. They will be submitted on request.) The all-time high of farmers' spendable income — 5 billion dollars net — is one of the main reasons. *Rationing and buying at home* are other vital ones. ★ Up to now, *YOU*, the network advertiser, have been satisfied with the "laissez faire" attitude—"use the major networks and cover all." Now, that will no longer do. First, because you don't cover all. (Latest FCC surveys put 1/3 of the nation beyond dependable major wired network

coverage.) Second, because the small towns now are more active and more important than ever before. No longer can you be off-hand about small towns. Today you must take a strong, vigorous **OFFENSIVE** on that vital second front. You must cultivate the small town and small store markets — keep abreast of brand developments there — guard your consumer franchise there — your salesmen and wholesalers can't go there personally as they could heretofore. So you've got to go there yourself, via Radio — yes, via **KEYSTONE** radio, the lowest per capita cost in broadcasting history. We'll show you the evidence — the record of performance. In the face of this nationwide sales shift you can't afford **NOT ACTING** on this — in this crucial fighting year of survival, 1943.

KEYS



204 DIRECT HITS In America's Secondary Market KEYTOWNS

As 1943 bows in, events have opened up a second front of broadcasting activity for America's national advertisers. This vital secondary radio market of small communities and rural trading areas is dominated by the affiliated stations of the Keystone transcription network. 204 in number, from coast-to-coast, they represent 204 direct hits in America's secondary market **KEYTOWNS**. They top the list of areas for increased spending in the general business shift of 1943. There is not a near-miss in the Keystone "air-force". They are, in practically every case, your first and only approach to these secondary market

areas. ★ For Keystone delivers radio service to the "uncovered one-third" of America—those areas shown in latest F.C.C. surveys and reports to be outside of dependable network coverage. KBS fills in the gaps in this nation-wide network coverage, helping to remove the blind spots which caused government authorities to deplore the heretofore conclusive fact that "millions of persons receive no adequate network service under existing conditions." Now Keystone has plugged these gaps in country-wide broadcasting service by its specialized coverage into secondary market areas, serving small urban

KEYSTONE



communities, their adjacent areas as well as their rich rural, and agricultural environs. ★ Check the Keystone Victory Package to capture these Key-towns. One transaction—instead of 204 separate deals—one over-all group price to carry your successful invasion into the secondary markets at mass coverage costs. Yes, by means of a grouping of facilities into a streamlined cross-country transcription system, minus the costs of lines, a new economic principle has been established in broadcasting. It enables you to cover the small towns and sparse areas at no more (and in many cases less)

than the per capita cost of covering the country's metropolitan and densely populated areas in the major markets. ★ Investigate the Keystone "Related Coverage Analysis" for a customized plan of supplementing your current station list without duplication into the virtually promotion-neglected secondary markets. Also, send for the KBS coverage map, based on an independent survey, rate card and station list. Use coupon below.

Please send the following KBS material:

1. Related Coverage Analysis	3. Rate Card
2. Coverage Map	4. Station List

Name

Address

City State

By



KEYSTONE TRANSCRIPTION NETWORK

SERVING 69,000,732 POPULATION or 52.4% of the United States through 204 local Affiliated Stations—Coast-to-Coast

	TOTAL AREA	PRIMARY AREA	INTENSE AREA
Population	69,000,732	31,673,145	19,073,072
Radio Homes	14,248,835	6,475,986	3,732,412
Total Retail Stores	777,200	411,900	247,130
Annual Retail Sales	\$ 15,329,324,000	\$ 8,173,758,000	\$ 5,023,782,000
Total Food Stores	219,183	126,306	72,277
Annual Food Sales	\$ 3,778,070,100	\$ 2,153,500,000	\$ 1,227,453,000
Total General Stores	36,288	23,332	7,770
Annual General Store Sales	\$ 855,093,700	\$ 547,800,000	\$ 180,786,000
Total General Mdse. Stores	27,600	12,430	7,458
Annual General Mdse. Sales	\$ 1,997,111,100	\$ 898,700,000	\$ 539,278,000
Total Eating & Drinking Places	122,441	70,650	40,698
Annual Eating and Drinking Sales	\$ 1,108,027,500	\$ 631,575,400	\$ 359,998,000
Total Drug Stores	26,967	14,631	7,627
Annual Drug Sales	\$ 658,400,000	\$ 355,577,000	\$ 184,900,000
Annual Wages Earned	\$ 8,618,581,000	\$ 4,276,414,000	\$ 2,565,848,400
Farmers	16,140,913	10,660,644	6,396,386
Total Farms	5,247,300	2,361,300	1,428,879
Value of Farms*	\$28,090,410,200	\$12,740,684,600	\$7,664,410,800

Based on Walter P. Burn & Associates Survey

Sources: (a) Consumer Market Data Handbook (1940); (b) United States Census (1940); (c) Census of Business, 1941.

** U. S. farmers are more prosperous than ever before. Their over-all income for 1942 amounted to 18 billion dollars—45% over 1941—a billion more than World War I. After paying all expenses, taxes, interest, etc., the farmer will have at least 5 billion dollars—free and clear—to spend in 1943. This record-breaking farm cash income is now focused upon America's Keytowns, dominated by the KBS affiliated stations.*

Wire, write or phone for a representative to call. Let us help you launch your 1943 second front and capture the vital secondary markets.

THIS IS THE KEYSTONE BROADCASTING SYSTEM

Clip this coupon, place in envelope and mail to KBS headquarters addressed to: 580 Fifth Avenue, New York City.

NEW YORK
580 Fifth Avenue
Lo. 3 2221

CHICAGO
134 No. LaSalle St.
State 4590

HOLLYWOOD
6331 Hollywood Blvd.
Hempstead 0460



REGIONAL NETWORKS

Arizona Broadcasting Co.

(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

President.....R. B. Williams
Manager.....Dick Lewis
Commercial Manager.....Dick Heath
Promotion Manager.....K. M. Pennington

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,
Yuma; KGLU, Safford; KCRI, Jerome; KWJB,
Globe KYCA, Prescott.

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.
Phone 3703

Executive In Charge.....R. B. Williams

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

★

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

General Manager.....H. A. Safford
Business Manager.....Albert D. Johnson
KOY Commercial Manager.....J. L. Hogg
Program Director.....J. R. Williams
Chief Engineer.....R. B. Thompson
KTUC Manager.....Lee Little
KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bis-
bee-Douglas.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth, Minn.

PERSONNEL

General Manager.....W. C. Bridges
Sales Manager.....T. W. Gavin
Promotion Manager.....H. H. Sonnenberg
WMGF Manager.....Harry Hyett
WHLB Manager.....Greg Rouleau

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,
Minn.; WHLB, Virginia, Minn.

REPRESENTATIVE

George P. Hollingbery Co.

★

Atlantic Coast Network, Inc.

501 Madison Ave., New York, N. Y.
Phone: PLaza 3-1535

PERSONNEL

President.....Harold A. Lafount
General Manager.....Edward Codel
Director of Promotion.....Hartley Samuels
Traffic Manager.....Sylvia Kalliel

STATIONS

WNEW, New York, N. Y.; WCOP, Boston,
Mass.; WFIC, Providence, Pawtucket, R. I.;
WNBC, Hartford, Conn.; WELI, New Haven,
Conn.; WPEN, Philadelphia, Pa.; WFBR, Balti-
more, Md.; WWDC, Washington, D. C.; WJEL,
Hagerstown, Md.; WBOC, Salisbury, Md.

BRANCH OFFICE

1000 Connecticut Ave., Washington, D. C.
Phone: NAtional 7203

Manager.....G. Bennett Larson

★

Blue Ridge Network

Poinsett Hotel, Greenville, S. C.
Phone: Greenville 362

PERSONNEL

Manager.....B. T. Whitmire

STATIONS

WFBC, Greenville, S. C.; WISE, Asheville,
N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kings-
port, Tenn.

REPRESENTATIVE
Weed & Company

★

Central States Broadcasting System

Omaha (Nebr): Omaha National Bank Bldg.
Phone: Jackson 7626
Lincoln (Nebr.): Hotel Lincoln
Phone: 2-3214

PERSONNEL

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Arthur J. Weaver
Manager, Lincoln Office.....Jud Woods
Chief Engineer.....Mark Bullock

STATIONS

KFAB, Lincoln; KOIL, Omaha; KFOR, Lincoln.

REPRESENTATIVE

Edward Petry & Co., Inc.



Connecticut Broadcasting System

270 Atlantic St., Stamford, Conn.
Phone: Stamford 4-7575

PERSONNEL

President.....Harold H. Meyer
Secretary-Treasurer.....James T. Milne
Director.....Harold Thomas
Director.....Richard Davis
Director.....Gerald Morey
Director.....Levon Thomas

STATIONS

WNBC, Hartford; WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELL, New Haven.

REPRESENTATIVES

Headley-Reed Co. (Atlanta, Detroit, Chicago, New York, San Francisco, Los Angeles)
Bertha Bannan (Boston)



The Cowles Group

Des Moines Register and Tribune Building,
Des Moines, Ia.
Phone: 3-2111

PERSONNEL

President.....Gardner Cowles, Jr.
Vice-President.....John Cowles
Vice-President and Treasurer...Luther L. Hill
Vice-President.....Sumner Quarton
Vice-President.....Craig Lawrence
Vice-President.....Phil Hoffman
National Sales Manager.....H. T. Enns
Com. Manager (Des Moines)...Robert Dillon
Com. Manager (Cedar Rapids) W. B. Quarton
Com. Manager (Yankton)...Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.
Manager.....Sumner Quarton
Russell Lamson Hotel, Waterloo, Ia.
Manager.....Don E. Inman
Gurney Bldg., Yankton, S. D.
Manager.....Phil Hoffman
Orpheum Theater Bldg., Sioux City, Ia.
Manager.....Ed La Grave

NATIONAL REPRESENTATIVE

The Katz Agency

**Corn Belt Wireless
Rebroadcasting Service**

c/o WHO, Des Moines, Ia.
Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland
Sales Manager.....Hale Bondurant
Program Director.....Harold Fair
Technical Supervisor.....Paul A. Loyet

STATIONS

Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

This is not a network but a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.



Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.
Phone: Dial WOPI

PERSONNEL

Traffic Manager.....W. A. Wilson
WKPT General Manager.....Jess Swicegood
WISE General Manager.....Harold Thoms

STATIONS

WOPI, Bristol, Tenn.-Va.; WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York and Chicago)
Harry E. Cummings (Jacksonville, Fla.)



Don Lee Broadcasting System

5515 Melrose Ave., Hollywood, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager....Lewis Allen Weiss
V-P & Assistant General Manager

Willet Brown

General Sales Manager.....Sydney Gaynor
Program Director.....Van Newkirk

Production Manager.....David Young
Publicity Director.....Fair Taylor

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.
Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJ, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham;

KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Lonview; KFIO, Spokane.

NATIONAL REPRESENTATIVE

John Blair & Co.



Foothills Group

1000 Southam Bldg., Calgary, Alberta, Canada
Phone: R 1036

PERSONNEL

General Manager.....H. R. Carson
Manager (Calgary).....Bert Cairns
Manager (Lethbridge).....N. E. Botterill
Manager (Edmonton).....G. S. Henry
Manager (Grand Prairie).....C. L. Barry

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

BRANCH OFFICES

Marquis Hotel, Lethbridge, Alberta, Canada
Phone: 3872

Birks Bldg., Edmonton, Alberta, Canada
Phone: 26131

Grande Prairie, Alberta, Canada
Phone: 153

NATIONAL REPRESENTATIVE

Weed & Co.; All-Canada Radio Facilities, Ltd.



Georgia Broadcasting System

(Selling Group; not available as a network)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

Atlanta Office: Henry Grady Bldg.
Phone Walnut 4377

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.
Sales Manager (Atlanta).....G. C. Jones, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE

Spot Sales, Inc.



Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.
Phone: Walnut 8441

Macon Office: 666 Cotton Ave.
Phone: 3131-2

Savannah Office: 516 Abercorn St.
Phone: 2-127-8-9

PERSONNEL

General Manager (WGST).....C. H. Calhoun
General Manager (WMAZ).....E. K. Cargill
General Manager (WTOC).....W. T. Knight

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE

The Katz Agency

Golden West Network

Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

PERSONNEL

President.....Eleanor McClatchy
Manager.....David H. Sandeberg

STATIONS

KFBK, Sacramento; KSFO, San Francisco; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KMPC, Los Angeles; KFSD, San Diego; KFOX, Long Beach; KTMS, Santa Barbara; KXO, El Centro; KPRO, Riverside; KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer Co.



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

Ray Linton (KFBI); Owen Balch (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

Medical Arts Bldg., Fort Worth, Texas

Phone: 3-1234

PERSONNEL

Managing Director.....James W. Pate
Operating Committee.....Harold V. Hough,
Chairman; O. L. Taylor, Tilford Jones.

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; K TSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFDM, Beaumont (supplementary).

NATIONAL REPRESENTATIVES

Howard H. Wilson Co.



Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Promotion-Traffic Manager,

Paul O. Rodenhauer

Technical Director.....J. E. Mathiot

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WILM, Wilmington, Del.; WKBO, Harrisburg, Pa.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

President-Treasurer.....George W. Trendle
Secretary-General Manager..H. Allen Campbell
Vice-President.....John H. King

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WOOD-WASH, Grand Rapids.

REPRESENTATIVE

Paul H. Raymer Co.

★

Mountain & Plain Network

Albany Hotel, Denver, Colo.

Phone: Keystone 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Manager of Station Relations...Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.

★

Mutual-Intermountain Network

c/o KLO, Ogden, Utah

Phone: 5721

PERSONNEL

General Manager.....George C. Hatch
KOVO Manager.....Arch Madsen
KEUB Manager.....Jack Richards
Advertising-Promotion Manager...Louis Haller
Public Relations Director.....Arthur Gaeth
Production Manager.....Jack Riaska
Chief Engineer.....W. D'Orr Cozzens

STATIONS

KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price; KSUB, Cedar City (part-time).

BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah

Phone: 5-2831

In Charge.....Louis Haller

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

★

New England Regional Network

26 Grove St., Hartford, Conn.

Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

North Central Broadcasting System, Inc.

Commodore Hotel, St. Paul, Minn.

Phone: Dale 6595

PERSONNEL

President-General Manager....John W. Boler
Vice-President.....Howard S. Johnson
Secretary.....E. Iverson
Production Manager.....Donn Clayton

STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WLOL, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KILO, Grand Forks, N. D.; KSJB, Jamestown, N. D.; KLPN, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.

BRANCH OFFICE

La Salle-Wicker Bldg. Chicago, Ill.

★

Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada

Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
General Manager.....Jack K. Cooke
Manager (CKGB).....T. Morrow
Manager (CJKKL).....A. Rogerson
Manager (CFCH).....Cliff Pickrem
Manager (CKRN).....J. Legault
Manager (CKVD).....L. Godin
Manager (CHEX).....H. Cooke
Manager (CKWS).....J. Davidson

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CHAD, Amos, Ont.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICE

307 Victory Bldg., Toronto, Ont., Canada
Manager.....R. Leslie
310 Keefer Bldg., Montreal, Que., Canada
Manager.....H. G. Burley

★

Northland Network

c/o Radio Station WDGY, Minneapolis, Minn.

Phone: Bridgeport 7777; Midway 6363

PERSONNEL

Commercial Manager (WDGY)..Lee L. Whiting
Commercial Manager (WDSM)...R. D. Kennedy

STATIONS

WDSM, Duluth-Superior, Wisc.; WDGY, Minneapolis, Minn.

NATIONAL REPRESENTATIVE

William G. Rambeau Co.

REGIONAL NETWORKS

Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511

Sales Office: c/o KSTP, Hotel Radisson,
Minneapolis, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, St. Paul, Minn. (Key station); WEBC,
Duluth, Minn.; KYSM, Mankato, Minn.; WMFG,
Hibbing, Minn.; WHLB, Virginia, Minn.; KROC,
Rochester, Minn.; KFAM, St. Cloud, Minn.;
KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.;
WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.



Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.

Phone: 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.
Phone 2-3191

PERSONNEL

Manager (KOMA).....Kenyon Brown
Manager (KTUL).....John Esau

NATIONAL REPRESENTATIVE

Free & Peters, Inc.



The Oklahoma Network

2004 Ramsey Tower, Oklahoma City, Okla.

Phone: 3-8352

PERSONNEL

President-Managing Director..Robert D. Enoch
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Milton B. Garber
Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee;
KBIX, Muskogee; KCRC, Enid; KADA, Ada;
KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Radio Advertising Corp.



Pacific Broadcasting Co.

914 Broadway, Tacoma, Wash.

Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
Commercial Manager.....J. A. Murphy
Traffic Manager.....John K. Clarke
Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJI, Klamath
Falls; KOOS, Marshfield; KRNR, Roseburg;
KORE, Eugene; KAST, Astoria; KWIL, Albany.
Washington: KGY, Olympia; KELA, Centra-
lia; KIT, Yakima; KMO, Tacoma; KOL, Seattle;
KPIO, Spokane; KRKO, Everett; KXRO, Aber-
deen; KWLK, Longview.

Idaho: KWAL, Wallace.

REPRESENTATIVE

John Blair & Co.



The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.

Phone Locust 7700

PERSONNEL

Manager.....Leon Levy

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, John-
stown; WKST, New Castle; KDKA, Pittsburgh;
WJAS, Pittsburgh; KQV, Pittsburgh; WCAE,
Pittsburgh; WRAW, Reading; WARM, Scrant-
on; WGBI, Scranton; WKOK, Sunbury; WJPA,
Washington; WBRE, Wilkes-Barre; WBAX,
Wilkes-Barre; WRAC, Williamsport; (Harris-
burg, Scranton, Wilkes-Barre, Pittsburgh and
Erie stations optional).



Quaker Network

Widener Bldg., Philadelphia, Pa.

Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK,
York; WAZL, Hazleton; WGAL, Lancaster;
WGBI, Scranton; WBRE, Wilkes Barre; WKBO,
Harrisburg; WKOK, Sunbury; WRAC, Wil-
liamsport; WFBG, Altoona; WJAC, Johnstown;
WLEU, Erie; WSAN, Allentown; WWSW,
Pittsburgh; WSNJ, Bridgeton, N. J.



Radio Programas de Mexico

Ayuntamiento No. 54; P. O. Box 1324

Mexico City, Mexico

Phones: L-13-73; J-29-01; 12-65-44

PERSONNEL

President.....Emilio Azcarraga
Manager.....Clemente Serna Martinez

STATIONS

Key Stations: XEW-XEWW, Mexico City,
Mex.; XEQ-XEQQ, Mexico City, Mex.

Affiliated Stations: XEKJ, Acapulco, Gro.;

XEBI, Aguascalientes, Ags.; XELY, Aguascalientes, Ags.; XEJT, Celaya, Gto.; XEBA, C. Guzman, Jal.; XEP, C. Juarez, Chih.; XEBJ, C. Victoria, Tamps.; XEA, Campeche, Camp.; XECW, Córdoba, Ver.; XESA, Culiacan, Sin.; XEBL, Culiacan, Sin.; XEFL, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEMA, Fresnillo, Zac.; XEDK, Guadalupe, Jal.; XEHL, Guadalupe, Jal.; XEBH, Hermosillo, Son.; XEHQ, Hermosillo, Son.; XEBO, Irapuato, Gto.; XEJA, Jalapa, Ver.; XERZ, León, Gto.; XERW, León, Gto.; XER, Linares, N. L.; XECF, Los Mochis, Sin.; XEOX, Los Mochis, Sin.; XEAM, Matamoros, Tamps.; XERJ, Mazatlán, Sin.; XEME, Mérida, Yuc.; XEFC, Mérida, Yuc.; XEDW, Minatitlán, Ver.; XEL, Morelia, Mich.; XELQ, Morelia, Mich.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEGL, Navojoa, Son.; XEFE, Nuevo Laredo, Tamps.; XEAX, Oaxaca, Oax.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras, Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Querétaro, Qro.; XEBX, Sabinas, Coah.; XEDE, Saltillo, Coah.; XEKS, Saltillo, Coah.; XECS, San Luis Potosí, S. L. P.; XEBM, San Luis Potosí, S. L. P.; XES, Tampico, Tamps.; XETU, Tampico, Tamps.; XETS, Tapachula, Chis.; XERK, Tepic, Nay.; XEXT, Tepic, Nay.; XEBP, Torreon, Coah.; XETL, Tuxpan, Ver.; XEUF, Uruapan, Mich.; XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.; XEGC, Zamora, Mich.

★

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
 Manager (WJDX).....Wiley Harris
 Manager (WSMB).....H. Wheelahan
 Manager (KARK).....G. E. Zimmerman
 Manager (KWKH).....John C. McCormack
 Manager (KTBS).....John C. McCormack

STATIONS

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.

★

Southern Minnesota Network

c/o KYSM, 101 N. Second St., Mankato, Minn.
 c/o KATE, Albert Lea, Minn.
 c/o KROC, 100 First Ave. Bldg.,
 Rochester, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher
 KATE Manager.....Ed. L. Hayek
 KROC Manager.....Gerald H. Wing

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE

The Foreman Company

The Southern Network, Inc.

Radio Bldg., Walnut & Short Sts.
 Lexington, Ky.
 Phone 1721

PERSONNEL

President.....Gilmore N. Nunn
 Vice-President.....J. Lindsay Nunn
 Secretary-Treasurer.....Warren G. Davis
 Production Manager.....Ted Grizzard
 Chief Engineer.....Sanford Helt
 Manager (WKRC).....Hulbert Taft, Jr.
 Manager (WGRC).....S. A. Cisler
 Manager (WSIX).....Jack M. Draughon
 Manager (WCMI).....Warren G. Davis
 Manager (WLAP).....Ted Grizzard

STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

REPRESENTATIVE
 Burn-Smith Co., Inc.

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
 Manager (WBAP).....George Cranston
 Manager (WOAI).....Hugh A. L. Half
 Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
 Phone: 3-9363

PERSONNEL

President.....Ruth G. Roosevelt
 General Manager.....Gene L. Cagle
 Vice-President.....Robert K. Hanger
 Assistant General Manager.....L. L. Graham
 Merchandising Director.....L. R. Duffy
 Program Director.....George Erwin
 Chief Accountant.....D. C. Hornburg
 Traffic Manager.....Forrest Clough
 Chief Engineer.....Truett Kimzey

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon; KTEM, Temple; WRR, Dallas; KFYO, Lubbock; KFDA, Amarillo; KCMC, Texarkana; WACO, Waco.

NATIONAL REPRESENTATIVE

Weed & Co.

• • • REGIONAL NETWORKS • • •

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
Program Director.....Katherine Grasty

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.



West Virginia Network

1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Comptroller.....P. E. Evans
Sales Manager.....Marshall Rosene
Promotion Manager.....Jeanne Sprague
Program Director.....William J. Adams
Director of War Programs.....Virgil L. Schmit
Chief Announcer.....Joseph Herget
Musical Director.....Leah Perry
Chief Engineer.....Odes Robinson
WBLK Manager.....George Blackwell
WPAR Manager.....George Clinton
WSAZ Manager.....Flem J. Evans

STATIONS

WCHS, Charleston; WPAR, Parkersburg;
WBLK, Clarksburg; WSAZ, Huntington.

NATIONAL REPRESENTATIVE

The Branham Co.



Wisconsin Network, Inc.

Wisconsin Rapids, Wisc.

PERSONNEL

President.....W. F. Huffman
Program Director.....Bert Mulroy

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Associate Stations: WEMP, Milwaukee; WTAQ, Green Bay.

BRANCH OFFICES

333 N. Michigan Ave., Chicago, Ill.
Phone, RANdolph 6225

19 West 44th St., New York, N. Y.
Phone: VAnDerbilt 6-5080



The Yankee Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President.....William O'Neil

Executive Vice-President.....Linus Travers
Vice-President.....Robert T. Bartley
Controller.....Robert P. Ide
Assistant Controller.....Harold F. Wright
Station and Sales Relations...Gerald Harrison
Sales Executive.....William H. Eynon
Editor, Yankee Network News Service,
Robert Myers
Director of Merchandising and Promotion,
James S. Powers

Director of Merchandising,
Carleton C. McVarish
Director of Publicity.....Gertrude Lanza
Director of Special Events...Fred McLaughlin
Chief Engineer.....Irving Robinson
Program Director.....Eleanor Geer
Production Director.....George 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 4th; Henry Linus Travers.

STATIONS

WNAC, Boston; WTHT, Hartford; WEAN,
Providence; WAAB, Worcester; WICC, Bridge-
port; WCSH, Portland; WLBZ, Bangor; WFEA,
Manchester; WSAR, Fall River; WNBH, New
Bedford; WLLH, Lowell and Lawrence; WLNH,
Laconia; WRDO, Augusta; WNLC, New Lon-
don; WHAL, Greenfield; WCOU, Lewiston and
Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.;
WATR, Waterbury, Conn.; WEIM, Fitchburg;
WHYN, Holyoke.

BRANCH OFFICES

604 State Mutual Bldg., Worcester, Mass.
Phone: Worcester 6-1411

Sales Manager.....Mrs. Dorothy B. Robinson
Crown Hotel, Providence, R. I.
Phone: DEXter 1500

WEAN Manager.....Ma'colm S. Parker
Hotel Stratfield, Bridgeport, Conn.
Phone: Bridgeport 6-1121

WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Peiry & Co., Inc.



Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

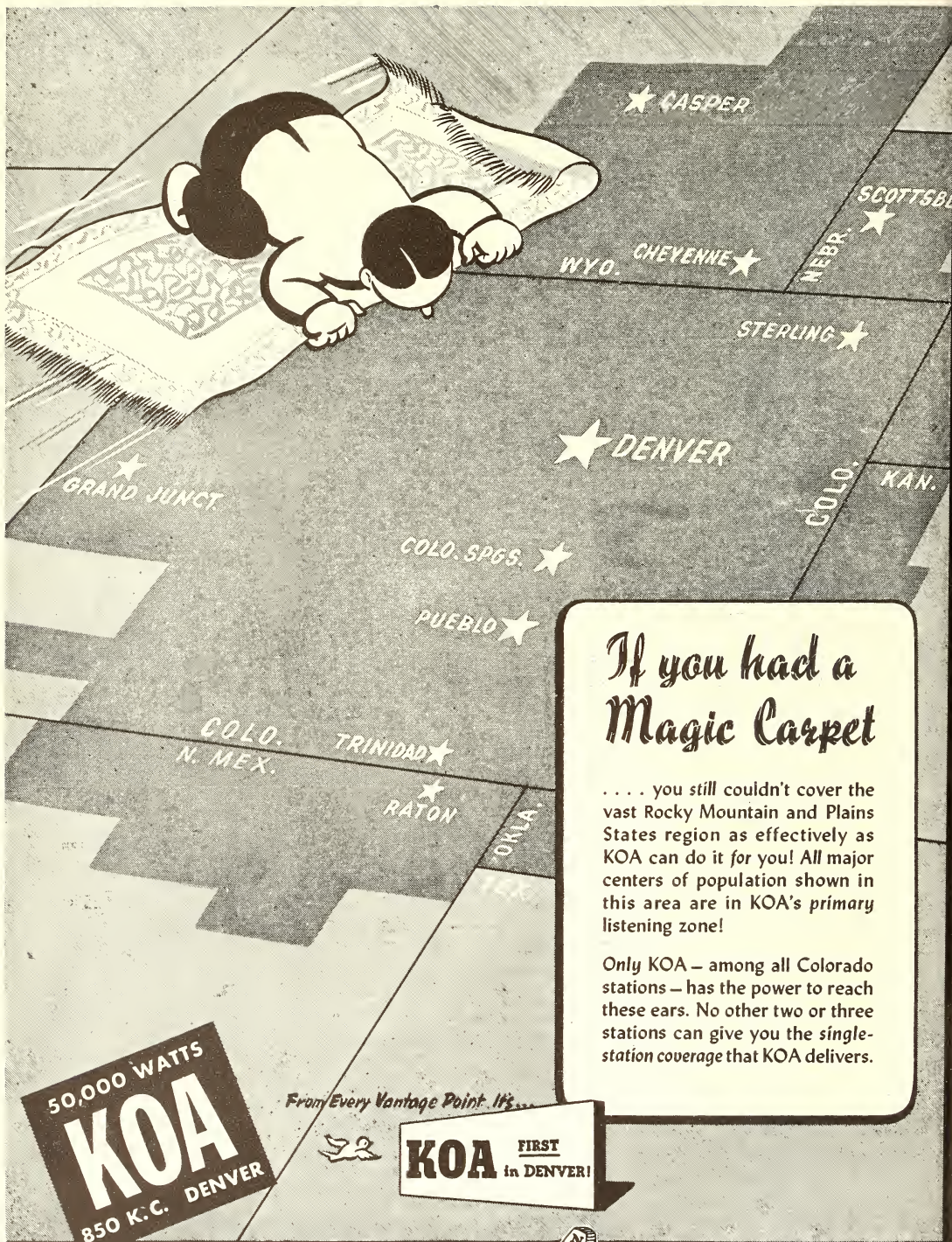
Manager.....E. E. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.



If you had a Magic Carpet

... you still couldn't cover the vast Rocky Mountain and Plains States region as effectively as KOA can do it for you! All major centers of population shown in this area are in KOA's primary listening zone!

Only KOA — among all Colorado stations — has the power to reach these ears. No other two or three stations can give you the single-station coverage that KOA delivers.

From Every Vantage Point. It's...



KOA FIRST
in DENVER!

50,000 WATTS
KOA
850 K.C. DENVER

REPRESENTED NATIONALLY BY  SPOT SALES OFFICES



STATIONS

of the United States



Standard Stations



*Standard Stations — Alphabetically By Call
Letter With Index To Detailed Information*



*Standard Stations — Alphabetically By City
With Their National Network Affiliations*



INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement)
—Page Number Providing Complete Station Information*

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC . . .	San Antonio, Tex.....	1450	250	576
KABR . . .	Aberdeen, S. Dak.....	1420	5000	559
KADA . . .	Ada, Okla.	1230	250	527
KALB . . .	Alexandria, La.	1240	250	427
KALE . . .	Portland, Ore.	1330	5600	534
KAND . . .	Corsicana, Tex.	1340	250	569
KANS . . .	Wichita, Kans.	1240	250	423
KARK . . .	Little Rock, Ark.....	920	5000	353
KARM . . .	Fresno, Calif.	1430	5000	357
KASA . . .	Elk City, Okla.....	1240	100	528
KAST . . .	Astoria, Ore.	1230	250	532
KATE . . .	Albert Lea, Minn.....	1450	250	449
KAVE . . .	Carlsbad, N. M.....	1240	250	477
KBIX . . .	Muskogee, Okla.	1490	250	528
KBIZ . . .	Ottumwa, Ia.....	1240	250	417
KBKR . . .	Baker, Ore.	1490	250	532
KBND . . .	Bend, Ore.	1340	250	532
KBON . . .	Omaha, Nebr.	1490	250	467
KBPS . . .	Portland, Ore.	1450	100	534
KBST . . .	Big Spring, Tex.....	1490	100	568
KBTM . . .	Jonesboro, Ark.	1230	250	353
KBUR . . .	Burlington, Ia.	1490	250	414
KBWD . . .	Brownwood, Texas.....	1380	1000 d.; 500 n.	568
KCKN . . .	Kansas City, Kan.....	1340	250	419
KCMC . . .	Texarkana, Ark.-Tex.	1450	250	577
KCMO . . .	Kansas City, Mo.	1480	5000 d., 1000 n.	459
KCRC . . .	Enid, Okla.	1390	1000	528
KCRJ . . .	Jerome, Ariz.	1340	250	350
KDAL . . .	Duluth, Minn.	610	1000	449
KDB . . .	Santa Barbara, Calif.....	1490	250	369
KDFN . . .	Casper, Wyo.	1470	1000	602
KDKA . . .	Pittsburgh, Pa.	1020	50000	547
KDLR . . .	Devils Lake, N. Dak.....	1240	250	513

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT . . .	Denton, Tex.	1450	100	570
KDON . . .	Monterey, Calif.	1240	250	363
KDRO . . .	Sedalia, Mo.	1490	250	463
KDTH . . .	Dubuque, Ia.	1370	1000	416
KDYL . . .	Salt Lake City, Utah	1320	5000	580
KECA . . .	Los Angeles, Calif.	790	5000	358
KEEW . . .	Brownsville, Texas	1490	250 d., 100 n.	568
KELA . . .	Between Centralia and Chehalis, Wash.	1470	1000	587
KELD . . .	El Dorado, Ark.	1400	250	352
KELO . . .	Sioux Falls, S. Dak.	1230	250	560
KENO . . .	Las Vegas, Nev.	1400	250	468
KERN . . .	Bakersfield, Calif.	1410	1000	355
KEUB . . .	Price, Utah	1453	250	579
KEVE . . .	Everett, Wash.	1460	500	587
KEVR . . .	Seattle, Wash.	1090	250	588
KEX	Portland, Ore.	1190	5000	534
KEYS . . .	Corpus Christi, Texas	1490	250	569
KFAB . . .	Lincoln, Nebr.	780	10000	466
KFAC . . .	Los Angeles, Calif.	1330	1000	359
KFAM . . .	St. Cloud, Minn.	1450	250	454
KFAR . . .	Fairbanks, Alaska	610	5000	603
KFBB . . .	Great Falls, Mont.	1310	5000	464
KFBC . . .	Cheyenne, Wyo.	1240	250	602
KFBI . . .	Wichita, Kans.	1070	5000 d., 1000 n.	423
KFBK . . .	Sacramento, Calif.	1530	10000	366
KFDA . . .	Amarillo, Tex.	1230	250	567
KFDM . . .	Beaumont, Tex.	560	1000	568
KFEL . . .	Denver, Colo.	950	5000	371
KFEQ . . .	St. Joseph, Mo.	680	2500 d., 500 n. (C.P. 5000)	461
KFFA . . .	Helena, Ark.	1490	250	353
KFGQ . . .	Boone, Ia.	1260	250	414
KFH	Wichita, Kansas	1330	5000	423
KFI	Los Angeles, Calif.	640	50000	359
KFIO . . .	Spokane, Wash.	1230	250	589
KFIZ . . .	Fond Du Lac, Wis.	1450	250	596
KFJB . . .	Marshalltown, Ia.	1230	250	416
KFJI . . .	Klamath Falls, Ore.	1240	100	533
KFJM . . .	Grand Forks, N. Dak.	1440	1000 d., 500 n.	514
KFJZ . . .	Fort Worth, Tex.	1270	5000	571
KFKA . . .	Greeley, Colo.	910	1000	373
KFKU . . .	Lawrence, Kansas	1250	5000 d., 1000 n.	421
KFMB . . .	San Diego, Calif.	1450	250	368
KFNF . . .	Shenandoah, Ia.	920	1000 d., 500 n.	417
KFOR . . .	Lincoln, Nebr.	1240	250	466
KFOX . . .	Long Beach, Calif.	1280	1000	358
KFPW . . .	Fort Smith, Ark.	1400	250	352
KFPY . . .	Spokane, Wash.	920	5000	590
KFQD . . .	Anchorage, Alaska	790	250	608
KFRC . . .	San Francisco, Calif.	610	5000	367
KFRE . . .	Fresno, Calif.	1340	250	357
KFRO . . .	Longview, Tex.	1370	1000	574

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU . . .	Columbia, Mo.	1400	250	457
KFSD . . .	San Diego, Calif.	600	1000	367
KFSG . . .	Los Angeles, Calif.	1150	2500 d., 1000 n.	360
KFUN . . .	Las Vegas, N. M.	1230	250	477
KFUO . . .	Clayton, (St. Louis) Mo.	850	5000	462
KFVD . . .	Los Angeles, Calif.	1020	1000	360
KFVS . . .	Cape Girardeau, Mo.	1400	250	457
KFWB . . .	Los Angeles, Calif.	980	5000	360
KFXD . . .	Nampa, Idaho	1230	250	396
KFXJ . . .	Grand Junction, Colo.	920	1000 d., 500 n.	373
KFXM . . .	San Bernardino, Calif.	1240	250	366
KFYO . . .	Lubbock, Texas	1340	250	574
KFYR . . .	Bismarek, N. Dak.	550	5000	513
KGA	Spokane, Wash.	1510	10000	590
KGB	San Diego, Calif.	1360	1000	367
KGBS . . .	Harlingen, Texas	1240	250	572
KGBX . . .	Springfield, Mo.	1260	5000	463
KGCU . . .	Mandan, N. Dak.	1270	250	514
KGCX . . .	Sydney, Mont.	1480	1000	465
KGDE . . .	Fergus Falls, Minn.	1230	250 d., 100 n.	449
KGDM . . .	Stockton, Calif.	1130	1000 (C.P. 1140 Kc.; 5000)	370
KGEK . . .	Sterling, Colo.	1230	100	373
KGER . . .	Long Beach, Calif.	1390	5000 d., 1000 n.	358
KGEZ . . .	Kalispell, Mont.	1340	100 (C.P. 1460 Kc.; 1000)	464
KGFF . . .	Shawnee, Okla.	1450	250	531
KGfJ . . .	Los Angeles, Calif.	1230	100	360
KGfL . . .	Roswell, New Mex.	1400	100	478
KGfW . . .	Kearney, Nebr.	1340	250	466
KGfX . . .	Pierre, S. Dak.	630	200	559
KGgF . . .	Coffeyville, Kans.	690	1000 d., 500 n.	418
KGgM . . .	Albuquerque, N. Mex.	1260	1000	477
KGhF . . .	Pueblo, Colo.	1350	500	373
KGhI . . .	Little Rock, Ark.	1230	250	353
KGhL . . .	Billings, Mont.	790	5000	464
KGiR . . .	Butte, Mont.	1370	5000	464
KGiW . . .	Alamosa, Colo.	1450	250	371
KGkB . . .	Tyler, Tex.	1490	250	577
KGkL . . .	San Angelo, Tex.	1400	250	575
KGkO . . .	Fort Worth, Tex.	570	5000	572
KGkY . . .	Scottsbluff, Nebr.	1490	250	468
KGLO . . .	Mason City, Ia.	1300	5000	416
KGLU . . .	Safford, Ariz.	1450	250	351
KGMB . . .	Honolulu, Hawaii	590	5000	604
KGNC . . .	Amarillo, Tex.	1440	5000 d., 1000 n.	567
KGnF . . .	North Platte, Nebr.	1460	1000	467
KGNO . . .	Dodge City, Kans.	1370	1000 d., 250 n.	418
KGO	San Francisco, Calif.	810	7500	367
KGU	Honolulu, Hawaii	760	2500	604
KGVO . . .	Missoula, Mont.	1290	5000 d., 1000 n.	465
KGW	Portland, Ore.	620	5000	535

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY	Olympia, Wash.	1240	100	587
KHAS	Hastings, Nebr.	1230	250	466
KHBC	Hilo, Hawaii	1230	250	604
KHBG	Okmulgee, Okla.	1240	250	529
KHJ	Los Angeles, Calif.	930	5000	360
KHMO	Hannibal Mo.	1340	250	457
KHQ	Spokane, Wash.	590	5000	590
KHSL	Chico, Calif.	1290	1000 d., 500 n. (C.P. 1000)	356
KHUB	Watsonville, Calif.	1340	250	370
KICA	Clovis, New Mex.	1240	250	477
KICD	Spencer, Ia.	1240	100	418
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	396
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	396
KIEM	Eureka, Calif.	1480	1000 Conditional	357
KIEV	Glendale, Calif.	870	250	357
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	514
KINY	Juneau, Alaska	1460	1000 (C.P. 5000)	603
KIRO	Seattle, Wash.	710	50000	588
KIT	Yakima, Wash.	1280	1000	591
KIUL	Garden City, Kans.	1240	100	419
KIUN	Pecos, Tex.	1400	100	575
KIUP	Durango, Colo.	1460	250	373
KJBS	San Francisco, Calif.	1100	500	368
KJR	Seattle, Wash.	1000	5000 (C.P. 50000)	588
KLBM	La Grande, Ore.	1450	250	533
KLGN	Blytheville, Ark.	900	1000	352
KLO	Ogden, Utah	1430	5000	579
KLPM	Minot, N. Dak.	1390	1000	514
KLRA	Little Rock, Ark.	1420	5000 (C.P. 1010 Kc.; SSA 1010 Kc., 10000 d.; 5000 n.)	355
KLS	Oakland, Calif.	1310	1000	363
KLUF	Galveston, Tex.	1400	250	572
KLX	Oakland, Calif.	910	1000	364
KLZ	Denver, Colo.	560	5000	372
KMA	Shenandoah, Iowa	960	5000 d., 1000 n. (C.P. 50000)	417
KMAC	San Antonio, Tex.	1240	250	576
KMBC	Kansas City, Mo.	980	5000	459
KMED	Medford, Ore.	1440	1000	534
KMJ	Fresno, Calif.	580	5000	357
KMLB	Monroe, La.	1230	250	428
KMMJ	Grand Island, Nebr.	750	1000	465
KMO	Tacoma, Wash.	1360	5000	590
KMOX	St. Louis, Mo.	1120	50000	461
KMPC	Beverly Hills, Calif.	710	10000	356
KMTR	Los Angeles, Calif.	570	1000	362
KMYC	Marysville, Calif.	1450	250	363
KMYR	Denver, Colo.	1340	250	372
KNEL	Brady, Tex.	1490	350 d., 100 n.	568
KNET	Palestine, Tex.	1450	100	574
KNOW	Austin, Tex.	1490	250	567
KNX	Los Angeles, Calif.	1070	50000	362

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	372
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	533
KOAM	Pittsburg, Kans.	810	1000	421
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000 S.S.A. 50000 d., 25000 n., 770 Kc.)	417
KOBH	Rapid City, S. Dak.	1400	250	559
KOCA	Kilgore, Tex.	1240	250	573
KOCY	Oklahoma City, Okla.	1340	250	529
KODL	The Dalles, Ore.	1230	250 d., 160 n.	533
KOH	Reno, Nev.	630	1000	468
KOIL	Omaha, Nebr.	1290	5000	467
KOIN	Portland, Ore.	970	5000	535
KOKO	La Junta, Colo.	1400	250	373
KOL	Seattle, Wash.	1300	5000	588
KOMA	Oklahoma City, Okla.	1520	5000	529
KOME	Tulsa, Okla.	1340	250	531
KOMO	Seattle, Wash.	950	5000	589
KONO	San Antonio, Tex.	1400	250	576
KOOS	Marshfield, Ore.	1230	250	534
KORE	Eugene, Ore.	1450	250	533
KORN	Fremont, Nebr.	1400	250	465
KOTN	Pine Bluff, Ark.	1490	250	355
KOVC	Valley City, N. Dak.	1490	250	515
KOVO	Provo, Utah	1240	250	579
KOWH	Omaha, Nebr.	660	500	467
KOY	Phoenix, Ariz.	550	1000	350
KPAB	Laredo, Tex.	1490	250	573
KPAC	Port Arthur, Tex.	1200	500	575
KPAS	Pasadena, Calif.	1110	10000 (C.P. 5000)	365
KPDN	Pampa, Tex.	1340	100	575
KPFA	Helena, Mont.	1240	250	464
KPHO	Phoenix, Ariz.	1230	250	350
KPLC	Lake Charles, La.	1490	250	428
KPLT	Paris, Tex.	1490	250	575
KPMC	Bakersfield, Calif.	1560	1000	355
KPO	San Francisco, Calif.	680	50000	368
KPOF	Denver, Colo.	910	1000	372
KPOW	Powell, Wyo.	1230	250	602
KPPC	Pasadena, Calif.	1240	100	365
KPQ	Wenatchee, Wash.	1490	250 (C.P. 560 Kc. 1000; S.S.A. 560 Kc., 1000 d., 560 n.)	591
KPRC	Houston, Tex.	950	5000	573
KPRO	Riverside, Calif.	1440	1000	366
KQV	Pittsburgh, Pa.	1410	1000	547
KQW	San Jose, Calif.	740	5000	369
KRBA	Lufkin, Tex.	1340	250	574
KRBC	Ablene, Tex.	1450	250	567
KRBM	Bozeman, Mont.	1450	250	464
KRE	Berkeley, Calif.	1400	250	356
KRGV	Weslaco, Tex.	1290	1000	578
KRIC	Beaumont, Tex.	1450	250	568
KRIS	Corpus Christi, Tex.	1360	1000	569

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRJF . . .	Miles City, Mont.	1340	250	465
KRKD . . .	Los Angeles, Calif.	1150	2500 d., 1000 n.	362
KRKO . . .	Everett, Wash.	1400	250 d., 100 n.	587
KRLC . . .	Lewiston, Idaho	1400	250	396
KRLD . . .	Dallas, Tex.	1080	50000	569
KRLH . . .	Midland, Tex.	1230	250	574
KRMD . . .	Shreveport, La.	1340	250	429
KRNR . . .	Roseburg, Ore.	1490	250 d., 100 n.	537
KRNT . . .	Des Moines, Iowa	1350	5000	415
KROC . . .	Rochester, Minn.	1340	250	454
KROD . . .	El Paso, Tex.	600	1000 d., 500 n.	570
KROS . . .	Clinton, Ia.	1340	250	414
KROW . . .	Oakland, Calif.	960	1000	364
KROY . . .	Sacramento, Calif.	1240	100	366
KRRV . . .	Sherman, Tex.	910	1000	577
KRSC . . .	Seattle, Wash.	1150	1000	589
KSAC . . .	Manhattan, Kans.	580	1000 d., 500 n.	421
KSAL . . .	Salina, Kans.	1150	1000	421
KSAM . . .	Huntsville, Tex.	1490	250	573
KSAN . . .	San Francisco, Calif.	1450	250	368
KSCJ . . .	Sioux City, Ia.	1360	5000	417
KSD . . .	St. Louis, Mo.	550	5000 d., 1000 n.	461
KSEI . . .	Pocatello, Idaho	930	1000 d., 250 n.	396
KSFO . . .	San Francisco, Calif.	560	5000 d., 1000 n.	368
KSJB . . .	Jamestown, N. D.	600	250 d., 100 n.	514
KSKY . . .	Dallas, Texas	650	1000	570
KSL . . .	Salt Lake City, Utah	1160	50000	580
KSLM . . .	Salem, Ore.	1390	1000	537
KSO . . .	Des Moines, Iowa	1460	5000	415
KSOO . . .	Sioux Falls, S. Dak.	1140	5000	560
KSRO . . .	Santa Rosa, Calif.	1350	1000	370
KSTP . . .	St. Paul, Minn.	1500	50000	453
KSUB . . .	Cedar City, Utah	1340	100	579
KSUN . . .	Lowell, Ariz.	1230	250	350
KSWO . . .	Lawton, Okla.	1150	250	528
KTAR . . .	Phoenix, Ariz.	620	5000	351
KTBC . . .	Austin, Tex.	1150	1000	567
KTBI . . .	Tacoma, Wash.	1490	250	590
KTBS . . .	Shreveport, La.	1480	10.0	429
KTEM . . .	Temple, Tex.	1400	250	577
KTFI . . .	Twin Falls, Idaho	1270	1000	396
KTHS . . .	Hot Springs National Park, Ark.	1090	10000 d., 5000 n.	353
KTKC . . .	Visalia, Calif.	940	5000	370
KTMS . . .	Santa Barbara, Calif.	1250	1000	369
KTKN . . .	Ketchikan, Alaska	930	1000	603
KTNM . . .	Tucumcari, N. M.	1400	250	478
KTOH . . .	Lihue, Hawaii	1490	250	604
KTOK . . .	Oklahoma City, Okla.	1400	250	529
KTRB . . .	Modesto, Calif.	860	250 (C.P. 1000)	363
KTRH . . .	Houston, Tex.	1320	5000 (C.P. 740 Kc., 50000)	573
KTRI . . .	Sioux City, Ia.	1450	250	417
KTSA . . .	San Antonio, Tex.	550	5000 d., 1000 n.	576
KTSM . . .	El Paso, Tex.	1380	1000 d., 500 n.	571

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW	Emporia, Kans.	1400	250	419
KTTS	Springfield, Mo.	1400	250	463
KTUC	Tucson, Ariz.	1400	250	351
KTUL	Tulsa, Okla.	1430	5000	531
KTW	Seattle, Wash.	1250	1000	589
KUIN	Grants Pass, Ore.	1340	250	533
KUJ	Walla Walla, Wash.	1420	1000	591
KUOA	Siloam Springs, Ark.	1290	5000	355
KUSD	Vermillion, S. Dak.	920	500	560
KUTA	Salt Lake City, Utah	570	5000	580
KVAK	Atchison, Kans.	1450	100	418
KVAN	Vancouver, Wash.	910	500	591
KVCV	Redding, Calif.	1230	250	366
KVEC	San Luis Obispo, Calif.	1230	250	369
KVFD	Fort Dodge, Ia.	1400	250	416
KVGB	Great Bend, Kans.	1400	250	419
KVI	Tacoma, Wash.	570	5000	590
KVIC	Victoria, Texas	1340	250	578
KVNU	Logan, Utah	1230	250	579
KVOA	Tucson, Ariz.	1290	1000	351
KVOD	Denver, Colo.	630	5000	372
KVOE	Santa Ana, Calif.	1490	250	369
KVOL	Lafayette, La.	1340	250	427
KVOO	Tulsa, Okla.	1170	25000 (C.P. 50000; S.S.A. 50660d.)	531
KVOR	Colorado Springs, Colo.	1300	1000	371
KVOS	Bellingham, Wash.	1230	250 (C.P. 790 Ke.; 1000)	587
KVOX	Moorhead, Minn.	1340	250	453
KVRS	Rock Springs, Wyoming	1400	250	602
KVSF	Santa Fe, N. M.	1340	100	478
KVSO	Ardmore, Okla.	1240	250 d., 100 n.	527
KVWC	Vernon, Tex.	1490	250	577
KWAL	Wallace, Ida.	1450	250	397
KWAT	Watertown, S. D.	1240	250	560
KWBW	Hutchinson, Kans.	1450	250	419
KWEW	Hobbs, New Mexico	1490	100	477
KWFC	Hot Springs, Ark.	1340	250	353
KWFT	Wichita Falls, Tex.	620	5000 d., 1000 n.	578
KWG	Stockton, Calif.	1230	100	370
KWIL	Albany, Ore.	1240	250	532
KWJB	Globe, Ariz.	1240	250	350
KWJJ	Portland, Ore.	1080	1000	535
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	462
KWKH	Shreveport, La.	1130	50000	429
KWKW	Pasadena, Calif.	1430	1000	365
KWLC	Decorah, Iowa	1240	250	415
KWLK	Longview, Wash.	1400	250	587
KWLM	Willmar, Minn.	1340	250	454
KWNO	Winona, Minn.	1230	250	454
KWOC	Poplar Bluff, Mo.	1340	250	461
KWON	Bartlesville, Okla.	1400	250	528
KWOS	Jefferson City, Mo.	1240	250	459
KWRC	Pendleton, Ore.	1240	250	534
KWSC	Pullman, Wash.	1250	5000	588

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO . . .	Springfield, Mo.	560	5000 d. C.P. 5000d., 1000 n.)	463
KWYO . . .	Sheridan, Wyoming	1400	250	602
KXA . . .	Seattle, Wash.	770	1000	589
KXEL . . .	Waterloo, Iowa	1540	50000	418
KXL . . .	Portland, Ore.	750	10000	535
KXO . . .	El Centro, Calif.	1490	100	356
KXOK . . .	St. Louis, Mo.	630	5000	462
KXOX . . .	Sweetwater, Tex.	1240	250	577
KXRO . . .	Aberdeen, Wash.	1340	250	586
KXYZ . . .	Houston, Tex.	1320	5000 (C.P. 740kc.; 50000)	573
KYA . . .	San Francisco, Calif.	1260	5000 d., 1000 n.	368
KYCA . . .	Prescott, Ariz.	1490	250	351
KYOS . . .	Merced, Calif.	1490	250	363
KYSM . . .	Mankato, Minn.	1230	250	451
KYUM . . .	Yuma, Ariz.	1240	250	352
KYW . . .	Philadelphia, Pa.	1060	50000	541
WAAB . . .	Worcester, Mass.	1440	1000 (C.P. 5000)	441
WAAF . . .	Chicago, Ill.	950	1000	399
WAAT . . .	Jersey City, N. J.	970	1000	473
WABC . . .	New York, N. Y.	880	50000	484
WABI . . .	Bangor, Me.	1230	250 (C.P. 910 Kc.; 5000; S.A. 910; 250)	429
WABY . . .	Albany, N. Y.	1400	250	479
WACO . . .	Waco, Tex.	1450	250	578
WADC . . .	Tallmadge, (Akron) Ohio	1350	5000	515
WAGA . . .	Atlanta, Ga.	590	5000	391
WAGE . . .	Syracuse, N. Y.	620	1000	503
WAGF . . .	Dothan, Ala.	1400	250	348
WAGM . . .	Presque Isle, Maine	1450	100	431
WAIM . . .	Anderson, S. C.	1230	250	556
WAIR . . .	Winston-Salem, N. C.	1340	250	513
WAIT . . .	Chicago, Ill.	820	5000	399
WAJR . . .	Morgantown, W. Va.	1230	250	594
WAKR . . .	Akron, Ohio	1590	5000	515
WALA . . .	Mobile, Ala.	1410	5000	348
WALB . . .	Albany, Ga.	1590	1000	389
WALL . . .	Middletown, N. Y.	1340	250	484
WAML . . .	Laurel, Miss.	1340	250	456
WAOV . . .	Vincennes, Ind.	1450	250	413
WAPI . . .	Birmingham, Ala.	1170	5000	347
WAPO . . .	Chattanooga, Tenn.	1150	5000 d., 1000 n.	561
WARM . . .	Seranton, Pa.	1400	250	551
WASH . . .	Grand Rapids, Mich.	1300	5000	445
WASK . . .	Lafayette, Ind.	1450	250	412
WATL . . .	Atlanta, Ga.	1400	250	391
WATN . . .	Watertown, N. Y.	1240	250	504
WATR . . .	Waterbury, Conn.	1320	1000	378
WATW . . .	Ashland, Wisc.	1400	100	395
WAVE . . .	Louisville, Ky.	970	5000	426
WAWZ . . .	Zarephath, N. J.	1380	1000 d.; 5000 n.	476
WAYS . . .	Charlotte, N. C.	610	1000	506
WAYX . . .	Waycross, Ga.	1230	250	395
WAZL . . .	Hazleton, Pa.	1450	250	540
WBAA . . .	West Lafayette, Ind.	920	5000 d., 1000 n.	413
WBAB . . .	Atlantic City, N. J.	1490	250	471
WBAL . . .	Baltimore, Md.	1090	50000	433
WBAP . . .	Fort Worth, Tex.	820	50000	572
WBAX . . .	Wilkes-Barre, Pa.	1240	100	552
WBBB . . .	Burlington, N. C.	920	1000	506
WBBL . . .	Richmond, Va.	1240	100	584
WBBM . . .	Chicago, Ill.	780	50000	399
WBRR . . .	Brooklyn, N. Y.	1330	1000	480
WBBZ . . .	Ponca City, Okla.	1230	250	531
WBCM . . .	Bay City, Mich.	1440	100 d., 500 n.	443
WBEN . . .	Buffalo, N. Y.	930	5000	481

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	508
WBIR	Knoxville, Tenn.	1240	250	562
WBLJ	Dalton, Ga.	1230	250	393
WBLK	Clarksburg, W. Va.	1400	250	593
WBML	Macon, Ga.	1240	250	394
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	521
WBNX	New York, N. Y.	1380	5000	485
WBNY	Buffalo, N. Y.	1400	250	482
WBOC	Salisbury, Md.	1230	250	435
WBOW	Terre Haute, Ind.	1230	250	413
WBRB	Red Bank, N. J.	1240	100	476
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	552
WBRK	Pittsfield, Mass.	1340	250	440
WBRW	Welch, W. Va.	1340	250	594
WBRY	Waterbury, Conn.	1596	1000	378
WBT	Charlotte, N. C.	1110	50000	506
WBTA	Batavia, N. Y.	1490	250	479
WBTH	Williamson, W. Va.	1400	250	595
WBTM	Danville, Va.	1460	250	582
WBYN	Brooklyn, N. Y.	1420	1000 d.; 500 n.	480
WBZ	Boston, Mass.	1030	50000	437
WBZA	Springfield, Mass.	1030	1000	437
WCAE	Pittsburgh, Pa.	1250	5000	549
WCAL	Northfield, Minn.	770	5000	453
WCAM	Camden, N. J.	1310	500	473
WCAO	Baltimore, Md.	600	5000	434
WCAP	Asbury Park, N. J.	1310	500	471
WCAR	Pontiac, Mich.	1130	1000	446
WCAT	Rapid City, S. Dak.	1230	100	559
WCAU	Philadelphia, Pa.	1216	50000	543
WCAX	Burlington, Vt.	620	1000	581
WCAZ	Carthage, Ill.	1080	250	397
WCBA	Allentown, Pa.	1470	500	537
WCBI	Columbus, Miss.	1400	250	455
WCBM	Baltimore, Md.	1400	250	433
WCBS	Springfield, Ill.	1450	250	409
WCBT	Roanoke Rapids, N. C.	1230	250	512
WCCO	Minneapolis, Minn.	830	50000	451
WCED	Du Bois, Pa.	1230	250	538
WCFL	Chicago, Ill.	1000	10000	399
WCHS	Charleston, W. Va.	580	5000	592
WCHV	Charlottesville, Va.	1450	250	582
WCKY	Cincinnati, Ohio	1530	50000	516
WCLE	Cleveland, Ohio	610	500	519
WCLO	Janesville, Wisc.	1230	250	596
WCLS	Joliet, Ill.	1340	250	407
WCMI	Ashland, Ky.	1340	250	425
WCNC	Elizabeth City, N. C.	1400	250	507
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	387
WCOC	Meridian, Miss.	910	1000	456
WCOL	Columbus, Ohio	1230	250	521
WCOP	Boston, Mass.	1150	500	437
WCOS	Columbia, S. C.	1400	250	556
WCOU	Lewiston, Me.	1240	250	430
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, Ohio	1230	250	516
WCRS	Greenwood, S. C.	1450	250	558
WCRW	Chicago, Ill.	1240	100	401
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	556
WCSH	Portland, Maine	970	5000	430
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF . . .	Kansas City, Mo.....	610	5000	461
WDAK . . .	West Point, Ga.....	1340	250	395
WDAN . . .	Danville, Ill.	1490	250	405
WDAS . . .	Philadelphia, Pa.	1400	250	543
WDAY . . .	Fargo, N. Dak.....	970	5000	514
WDBC . . .	Escanaba, Mich.....	1490	250	444
WDBJ . . .	Roanoke, Va.	960	5000	585
WDBO . . .	Orlando, Fla.	580	5000	386
WDEF . . .	Chattanooga, Tenn.....	1400	250	561
WDEL . . .	Wilmington, Delaware	1150	1000 d., 250 n. (C.P. 5000)	379
WDEV . . .	Waterbury, Vt.	550	1000	581
WDGY . . .	Minneapolis, Minn.	1130	5000d., 500 n.	451
WDLF . . .	Panama City, Fla.	1230	250 d., 100 n.	386
WDMJ . . .	Marquette, Mich.	1310	5000	561
WDNC . . .	Durham, N. C.....	1340	250	446
WDOD . . .	Chattanooga, Tenn.	1360	5000	375
WDRG . . .	Hartford, Conn.	1490	250	507
WDSM . . .	Superior, Wisc.	1230	100	601
WDSU . . .	New Orleans, La.....	1280	1000	428
WDWS . . .	Champaign, Ill.	1400	250	399
WDZ . . .	Tuscola, Ill.	1050	100	409
WEAF . . .	New York, N. Y.....	660	50000	485
WEAN . . .	Providence, R. I.....	790	5000	555
WEAU . . .	Eau Claire, Wisc.....	790	5000 d.; 1000 n.	595
WEBC . . .	Duluth, Minn.	1320	5000	449
WEBQ . . .	Harrisburg, Ill.	1240	250	406
WEBR . . .	Buffalo, N. Y.....	1340	250	482
WEDC . . .	Chicago, Ill.	1240	250	401
WEED . . .	Rocky Mount, N. C.....	1450	250	512
WEEI . . .	Boston, Mass.	590	5000	437
WEEU . . .	Reading, Pa.	850	1000	549
WEGO . . .	Concord	1410	1000	507
WEIM . . .	Fitchburg, Mass.	1340	250	438
WELI . . .	New Haven, Conn.....	960	1000 d., 500 n.	377
WELL . . .	Battle Creek, Mich.....	1400	250	443
WEMP . . .	Milwaukee, Wisc.	1340	250	599
WENR . . .	Chicago, Ill.	890	50000	401
WENY . . .	Elmira, N. Y.	1230	250	483
WEOA . . .	Evansville, Ind.	1400	250	410
WERC . . .	Erie, Pa.....	1490	250	539
WEST . . .	Easton, Pa.	1400	250	538
WESX . . .	Marble Head, Mass.	1230	250	440
WEVD . . .	New York, N. Y.....	1330	5000	487
WEW . . .	St. Louis, Mo.....	770	1000	462
WEXL . . .	Royal Oak, Mich.	1340	250	447
WFAA . . .	Dallas, Tex.	820	50000	570
WFAS . . .	White Plains, N. Y.....	1240	250	505
WFBC . . .	Greenville, S. C.....	1330	5000	558
WFBG . . .	Altoona, Pa.	1340	250	537
WFBL . . .	Syracuse, N. Y.....	1390	5000	503
WFBM . . .	Indianapolis, Ind.	1260	5000	411
WFBR . . .	Baltimore, Md.	1300	5000	434
WFCI . . .	Pawtucket, R. I.....	1420	1000	555
WFDF . . .	Flint, Mich.	910	1000	445
WFEE . . .	Manchester, N. H.....	1370	5000	469
WFHR . . .	Wisconsin Rapids, Wisc.....	1340	250	601
WFIG . . .	Sumter, S. C.	1340	250	559
WFIL . . .	Philadelphia, Pa.	560	1000	545
WFIN . . .	Findlay, Ohio	1330	1000	522
WFLA . . .	Tampa, Fla.	970	5000 d., 1000 n.	389
WFMD . . .	Frederick, Md.	930	500	435
WFMJ . . .	Youngstown, Ohio	1450	250	527
WFNC . . .	Fayetteville, N. C.....	1450	250	507
WFOR . . .	Hattiesburg, Miss.	1400	250	455

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFOY	St. Augustine, Fla.	1240	250	387
WFPG	Atlantic City, N. J.	1450	250	471
WFTC	Kinston, N. C.	1230	250	510
WFTL	Fort Lauderdale, Fla.	1460	250 (C.P. 710 10000)	382
WFTM	Fort Myers, Fla.	1240	250	382
WFVA	Fredericksburg, Va.	1290	250	582
WGAA	Cedartown, Ga.	1340	250	392
WGAC	Augusta, Ga.	1240	250	392
WGAL	Lancaster, Pa.	1490	250	540
WGAN	Portland, Me.	560	5000	430
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n.	519
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1240	100	483
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	410
WGBG	Greensboro, N. C.	980	1000	509
WGBI	Scranton, Pa.	910	1000 d., 500 n.	551
WGBR	Goldsboro, N. C.	1400	250	509
WGCM	Gulfport, Miss.	1240	250	455
WGES	Chicago, Ill.	1390	5000 (C.P. 5000)	401
WGGA	Gainesville, Ga.	1240	250	393
WGH	Newport News, Va.	1340	250	583
WGIL	Galesburg, Ill.	1400	250	406
WGKV	Charleston, W. Va.	1490	100	592
WGL	Fort Wayne, Ind.	1450	250	410
WGN	Chicago, Ill.	720	50000	401
WGNC	Gastonia, N. C.	1450	250	507
WGNY	Newburgh, N. Y.	1220	1000	484
WGOV	Valdosta, Ga.	1450	250	395
WGPC	Albany, Ga.	1450	250	391
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	482
WGRC	New Albany, Ind.	1400	250	412
WGRM	Greenwood, Miss.	1240	250	455
WGST	Atlanta, Ga.	920	5000 d., 1000n.	391
WGTC	Greenville, N. C.	1490	250	509
WGTM	Wilson, N. C.	1340	250	512
WGY	Schenectady, N. Y.	810	50000	503
WHA	Madison, Wisc.	970	5000	597
WHAI	Greenfield, Mass.	1240	250	438
WHAM	Rochester, N. Y.	1180	50000	501
WHAS	Louisville, Ky.	840	50000	426
WHAT	Philadelphia, Pa.	1340	100	545
WHAZ	Troy, N. Y.	1330	1000	504
WHB	Kansas City, Mo.	880	1000	461
WHBB	Selma, Ala.	1490	100	349
WHBC	Canton, Ohio	1230	250	516
WHBF	Rock Island, Ill.	1270	5000	408
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	475
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	600
WHBQ	Memphis, Tenn.	1400	250	563
WHBU	Anderson, Ind.	1240	250	409
WHBY	Appleton, Wisc.	1230	250	595
WHCU	Ithaca, N. Y.	870	1000	483
WHDF	Calumet, Mich.	1400	250	443
WHDH	Boston, Mass.	850	5000	437
WHDL	Olean, N. Y.	1450	250	499
WHEB	Portsmouth, N. H.	750	1000	471
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	501
WHFC	Cicero, Ill.	1450	250	405
WHIO	Dayton, Ohio	1290	5000	522
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	592
WHIT	New Berne, N. C.	1450	250	510
WHIZ	Zanesville, Ohio	1240	250	527
WHJB	Greensburg, Pa.	620	250	539
WHK	Cleveland, Ohio	1420	5000	520
WHKC	Columbus, Ohio	640	500	521
WHKY	Hickory, N. C.	1400	250 (C.P. 1290 Kc.; 5000 d., 1000 n.)	509
WHLB	Virginia, Minn.	1400	250	454

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHL D	Niagara Falls, N. Y.	1290	1000	499
WHLN	Harlan, Ky.	1450	250	425
WHLS	Port Huron, Mich.	1450	250	447
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	487
WHO	Des Moines, Ia.	1040	50000	415
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	475
WHOP	Hopkinsville, Ky.	1230	250	425
WH P	Harrisburg, Pa.	1460	5000 d., 1000 n.	539
WHUB	Cookeville, Tenn.	1400	250	562
WHYN	Holyoke, Mass.	1400	250	439
WIAC	Hato Rey, P. R.	580	5000	605
WIBA	Madison, Wisc.	1310	5000	597
WIBC	Indianapolis, Ind.	1070	5600 d., 1600 n.	411
WIBG	Philadelphia (Glenside), Pa.	990	10000	545
WIBM	Jackson, Mich.	1450	250	445
WIBU	Poynette, Wisc.	1240	250	600
WIBW	Topeka, Kans.	580	5000	421
WIBX	Utica, N. Y.	1230	250	504
WICA	Ashtabula, Ohio	970	1600	516
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	375
WIGM	Medford, Wisc.	1490	250	597
WIL	St. Louis, Mo.	1230	250	462
WILL	Urbana, Ill.	580	5000	409
WILM	Wilmington, Del.	1450	250	379
WINC	Winchester, Va.	1400	250	586
WIND	Gary, Ind.	560	5000	410
WING	Dayton, Ohio	1410	5000	522
WINK	Louisville, Ky.	1080	5000 d., 1000 n. (C.P.)	426
WINN	Louisville, Ky.	1240	250	426
WINS	New York, N. Y.	1000	1000	489
WINX	Washington, D. C.	1340	250 & 50-amp.	380
WIOD	Miami, Fla.	610	5000	385
WIP	Philadelphia, Pa.	610	5000	547
WIRE	Indianapolis, Ind.	1430	5000	411
WIS	Columbia, S. C.	560	5000	557
WISE	Asheville, N. C.	1230	250	506
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	412
WISN	Milwaukee, Wisc.	1150	5000	599
WISR	Butler, Pa.	680	250	538
WITH	Baltimore, Md.	1236	250	434
WIZE	Springfield, Ohio	1340	250	523
WJAC	Johnstown, Pa.	1400	250	540
WJAG	Norfolk, Nebr.	1090	1000	466
WJAR	Providence, R. I.	920	5000	555
WJAS	Pittsburgh, Pa.	1320	5000 d., 1000 n. (C.P. 5000)	549
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	382
WJBC	Bloomington, Ill.	1230	250	397
WJBK	Detroit, Mich.	1490	250	443
WJBO	Baton Rouge, La.	1150	5000	427
WJBW	New Orleans, La.	1230	250	428
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	456
WJEJ	Hagerstown, Md.	1240	250	435
WJHL	Johnson City, Tenn.	910	1000	562
WJHO	Opelika, Ala.	1400	250 d., 100 n.	349
WJHP	Jacksonville, Fla.	1320	250	382
WJIM	Lansing, Mich.	1240	250	446
WJJD	Chicago, Ill.	1160	20000	403
WJLB	Detroit, Mich.	1400	250	443
WJLD	Bessemer, Ala.	1400	250	347
WJLS	Beckley, W. Va.	1240	250	592
WJMA	Covington, Va.	1340	250	582
WJMC	Rice Lake, Wisc.	1240	250	600
WJMS	Ironwood, Mich.	1450	250	445
WJNO	West Palm Beach, Fla.	1230	250	389
WJOB	Hammond, Ind.	1230	100	411
WJPA	Washington, Pa.	1450	250	552

Call letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF . . .	Herrin, Ill.	1340	250	406
WJPR . . .	Greenville, Miss.	1340	250	455
WJR . . .	Detroit, Mich.	760	50000	444
WJRD . . .	Tuscaloosa, Ala.	1230	250	349
WJRM . . .	Elkins, W. Va.	1500	250	593
WJSV . . .	Washington, D. C.	1500	50000	380
WJTN . . .	Jamestown, N. Y.	1246	250	483
WJW . . .	Akron, Ohio	1240	250 (C. P., 850 5000)	515
WJZ . . .	New York, N. Y.	770	50000	489
WJWC . . .	Hammond, Ill.	1520	5000	411
WJZM . . .	Clarksville, Tenn.	1400	250	561
WKAQ . . .	San Juan, Puerto Rico.	620	5000	605
WKAR . . .	East Lansing, Mich.	870	5000	444
WKAT . . .	Miami Beach, Fla.	1360	1000	386
WKBB . . .	Dubuque, Ia.	1490	250	416
WKBH . . .	La Crosse, Wisc.	1410	1000	596
WKBN . . .	Youngstown, Ohio	570	5000 d., 500 n. (C.P. 5000)	527
WKBO . . .	Harrisburg, Pa.	1230	250	540
WKBV . . .	Richmond, Ind.	1490	100	413
WKBW . . .	Buffalo, N. Y.	1520	50000	413
WKBZ . . .	Muskegon, Mich.	1490	250	446
WKEU . . .	Griffin, Ga.	1450	100	393
WKIP . . .	Poughkeepsie, N. Y.	1450	250	501
WKMO . . .	Kokomo, Ind.	1400	250	412
WKNE . . .	Keene, N. H.	1290	5660	469
WKNY . . .	Kingston, N. Y.	1490	250	484
WKOK . . .	Sunbury, Pa.	1240	250	551
WKPA . . .	New Kensington, Pa.	1150	250	541
WKPT . . .	Kingsport, Tenn.	1400	250	562
WKRC . . .	Cincinnati, Ohio	550	5000 d., 1000 n.	517
WKRO . . .	Cairo, Ill.	1490	250	397
WKST . . .	New Castle, Pa.	1280	1000	541
WKWK . . .	Wheeling, W. Va.	1400	250	594
WKY . . .	Oklahoma City, Okla.	930	5000 d., 1000 n. (C. P. 5000)	529
WKZO . . .	Kalamazoo, Mich.	590	5000	446
WLAC . . .	Nashville, Tenn.	1510	50000	565
WLAG . . .	La Grange, Ga.	1240	250	393
WLAG . . .	Lakeland, Fla.	1340	250	383
WLAN . . .	Endicott, N. Y.	680	250	483
WLAP . . .	Lexington, Ky.	1450	250	426
WLAV . . .	Grand Rapids, Mich.	1340	250	445
WLAW . . .	Lawrence, Mass.	698	5000	439
WLAY . . .	Muscle Shoals City, Ala.	1450	250	349
WLB . . .	Minneapolis, Minn.	770	5000	451
WIBC . . .	Muncie, Ind.	1340	250	412
WLBZ . . .	Bowling Green Ky.	1340	250	425
WLBL . . .	Stevens Point, Wisc.	930	5000	601
WLBZ . . .	Bangor, Me.	620	1000 d., 500 n. (C. P. 5000)	430
WLDS . . .	Jacksonville, Ill.	1180	250	407
WLEU . . .	Erie, Pa.	1450	250	539
WLIB . . .	Brooklyn, N. Y.	1190	1000	481
WLLH . . .	Lowell, Mass.	1400	250	440
WLNH . . .	Laconia, N. H.	1340	250	469
WLOF . . .	Orlando, Fla.	1230	250	386
WLOG . . .	Logan, W. Va.	1230	250	593
WLOK . . .	Lima, Ohio	1240	250	523
WLOL . . .	Minneapolis, Minn.	1330	1000	451
WLPM . . .	Suffolk, Va.	1450	250	586
WLS . . .	Chicago, Ill.	890	50000	403
WLVA . . .	Lynchburg, Va.	1230	250	583
WLW . . .	Cincinnati, Ohio	700	50000	519
WMAL . . .	Washington, D. C.	630	5000	380
WMAM . . .	Marinette, Wisc.	570	250	597
WMAN . . .	Mansfield, Ohio	1400	250	523
WMAQ . . .	Chicago, Ill.	670	50000	405
WMAS . . .	Springfield, Mass.	1450	250	440
WMAZ . . .	Macon, Ga.	940	5000 d., 1000 and 250 d. C. P. 5000 d. and n.)	394

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBD	Peoria, Ill.	1470	500 d., 100 n.	407
WMBG	Richmond, Va.	1380	5000	584
WMBH	Joplin, Mo.	1450	250	459
WMBI	Chicago, Ill.	1110	5000	405
WMBO	Auburn, N. Y.	1340	250	479
WMBR	Jacksonville, Fla.	1400	250	383
WMBS	Uniontown, Pa.	590	1000	552
WMC	Memphis, Tenn.	790	5000	563
WMCA	New York, N. Y.	570	5000	491
WMEX	Boston, Mass.	1510	5000	437
WMFD	Wilmington, N. C.	1400	250	512
WMFF	Plattsburg, N. Y.	1340	250	499
WMFG	Hibbing, Minn.	1240	250	449
WMFJ	Daytona Beach, Fla.	1450	250	382
WMFR	High Point, N. C.	1230	250	509
WMGA	Moultrie, Ga.	1400	250	394
WMIN	St. Paul, Minn.	1400	250	453
WMIS	Natchez, Miss.	1490	250	457
WMJM	Cordele, Ga.	1490	250 d., 100 n.	393
WMMN	Fairmont, W. Va.	920	5000 d., 1000 n. (C. P. 5000)	593
WMOB	Mobile, Ala.	1230	250	348
WMOG	Brunswick, Ga.	1230	250	416
WMPC	Lapeer, Mich.	1460	1000 d., 500 n.	563
WMPS	Memphis, Tenn.	1490	250	558
WMRC	Greenville, S. C.	1490	250	558
WMRF	Lewistown, Pa.	1490	250	540
WMRN	Marion, Ohio	1490	250	523
WMRO	Aurora, Ill.	1280	250	397
WMSL	Decatur, Ala.	1400	250	348
WMT	Cedar Rapids, Ia.	600	5000	414
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	469
WMVA	Martinsville, Va.	1450	250	583
WNAB	Bridgeport, Conn.	1450	250	375
WNAC	Boston, Mass.	1260	5000 d., 100 n. (C. P. 5000 d. and n.	438
WNAD	Norman, Okla.	640	100	528
WNAX	Yankton, S. D.	570	5000 d., 1000 n. (C. P. 5000)	560
WNBC	Hartford, Conn.	1410	5000	375
WNBH	Binghamton, N. Y.	1290	5000	479
WNBH	New Bedford, Mass.	1340	250	440
WNBZ	Saranac Lake, N. Y.	1320	100	501
WNEL	San Juan, Puerto Rico	1320	5000	605
WNEW	New York, N. Y.	1130	10000	493
WNLC	New London, Conn.	1490	250	377
WNOE	New Orleans, La.	1450	250	428
WNOX	Knoxville, Tenn.	990	10000	562
WNYC	New York, N. Y.	830	1000	491
WOAI	San Antonio, Tex.	1200	50000	576
WOC	Davenport, Ia.	1450	250 (C.P. 1420 Kc.; 5000)	415
WOCB	Hyannis, Mass.	1240	250	441
WOI	Ames, Ia.	640	5000	414
WOKO	Albany, N. Y.	1460	10000 d., 500 n.	479
WOL	Washington, D. C.	1260	100	381
WOLF	Syracuse, N. Y.	1490	250	503
WOLS	Florence, S. C.	1230	250	557
WOMI	Owensboro, Ky.	1490	250	426
WOMT	Manitowoc, Wis.	1240	100	597
WOOD	Grand Rapids, Mich.	1360	5000	445
WOPI	Bristol, Tenn.	1490	250	561
WOR	New York, N. Y.	710	50000	494
WORC	Worcester, Mass.	1310	1000	441
WORD	Spartanburg, S. C.	1400	250	558
WORK	York, Pa.	1350	1000	553
WORL	Boston, Mass.	950	1000	438
WOSH	Oshkosh, Wis.	1490	250	599

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU	Columbus, Ohio	820	5000	521
WOV	New York, N. Y.	1280	5000	499
WOW	Omaha, Nebr.	590	5000	467
WOWO	Fort Wayne, Ind.	1190	10000	410
WPAB	Ponce, Puerto Rico	1370	1000	604
WPAD	Paducah, Ky.	1450	250	427
WPAR	Parkersburg, W. Va.	1450	250	594
WPAT	Paterson, N. J.	930	1000	475
WPAY	Portsmouth, Ohio	1240	250	395
WPAX	Thomasville, Ga.	1400	250	523
WPAY	Portsmouth, Ohio	1400	250	383
WPDQ	Jacksonville, Fla.	1270	5000	547
WPEN	Philadelphia, Pa.	950	5000	551
WPIC	Sharon, Pa.	790	1000	551
WPID	Petersburg, Va.	1240	250	584
WPRA	Mayaguez, Puerto Rico	990	5000 d.; 10000 n.	604
WPRO	Providence, R. I.	630	5000	555
WPRP	Ponce, Puerto Rico	1420	250	605
WPTF	Raleigh, N. C.	680	50000	511
WQAM	Miami, Fla.	560	1000 (C. P. 5000)	385
WQAN	Scranton, Pa.	910	1000 d., 500 n.	551
WQBC	Vicksburg, Miss.	1390	1000	457
WQXR	New York, N. Y.	1560	5000 (C. P. 10000)	497
WRAC	Williamsport, Pa.	1400	250	552
WRAL	Raleigh, N. C.	1240	250	511
WRAP	Reading, Pa.	1340	250	551
WRBL	Columbus, Ga.	1230	250	392
WRC	Washington, D. C.	980	5000	381
WRDO	Augusta, Me.	1400	100	429
WRDW	Augusta, Ga.	1490	250 (C.P. 1480 Kc.; 5000)	392
WREC	Memphis, Tenn.	600	5000	565
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	421
WRGA	Rome, Ga.	1490	250	394
WRJN	Racine, Wisc.	1400	250	600
WRLC	Toocoa, Ga.	1450	250	395
WRNL	Richmond, Va.	910	5000	585
WROK	Rockford, Ill.	1440	1000 d., 500 n.	408
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	563
WRR	Dallas, Tex.	1310	5000	570
WRRF	Washington, N. C.	930	1000	512
WRRN	Warren, Ohio	1400	250	525
WRUF	Gainesville, Fla.	850	5000	382
WRVA	Richmond, Va.	1140	50000	585
WSAI	Cincinnati, Ohio	1360	5000	519
WSAJ	Grove City, Pa.	1340	100	539
WSAM	Saginaw, Mich.	1400	250	447
WSAN	Allentown, Pa.	1470	500 (P. 5000)	537
WSAP	Portsmouth, Va.	1490	250	584
WSAR	Fall River, Mass.	1480	1000	438
WSAU	Wausau, Wisc.	1400	250	601
WSAV	Savannah, Ga.	1340	250	394
WSAY	Rochester, N. Y.	1240	250	501
WSAZ	Huntington, W. Va.	930	1000 d., 250 n. (S.A. 1000 d., 100 n.)	593
WSB	Atlanta, Ga.	750	50000	391
WSBA	York, Pa.	900	1000	553
WSBC	Chicago, Ill.	1240	250	405
WSBT	South Bend, Ind.	960	1000	413
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN	Birmingham, Ala.	610	5000 d., 10000 n.	347
WSIX	Nashville, Tenn.	980	5000	565
WSJS	Winston-Salem, N. C.	600	250 (C.P. 5000)	513
WSKB	McComb, Miss.	1230	250	456
WSLB	Ogdensburg, N. Y.	1400	250	499
WSLI	Jackson, Miss.	1450	250	456
WSLS	Roanoke, Va.	1490	250	586

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM	Nashville, Tenn.	650	50000	565
WSMB	New Orleans, La.	1350	5000	428
WSNJ	Bridgeton, N. J.	1240	250	473
WSNY	Schenectady	1240	250	503
WSOC	Charlotte, N. C.	1240	250	507
WSON	Henderson, Ky.	860	250	425
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	447
WSOY	Decatur, Ill.	1340	250	406
WSFA	Spartanburg, S. C.	950	5000 d., 1000 n.	558
WSPB	Sarasota, Fla.	1450	250	387
WSPD	Toledo, Ohio	1370	5000	525
WSPR	Springfield, Mass.	1270	500	440
WSRR	Stamford, Conn.	1400	250	378
WSTP	Salisbury, N. C.	1490	250	512
WSTV	Steubenville, Ohio.	1340	250	525
WSUI	Iowa City, Ia.	910	5000	416
WSUN	St. Petersburg, Fla.	620	5000	387
WSVA	Harrisonburg, Va.	550	1000	582
WSYB	Rutland, Vt.	1380	1000	581
WSYE	Syracuse, N. Y.	570	5000	504
WTAD	Quincy, Ill.	930	1000	407
WTAG	Worcester, Mass.	580	5000	441
WTAL	Tallahassee, Fla.	1340	250 d., 100 n.	387
WTAM	Cleveland, Ohio	1100	50000	1520
WTAQ	Green Bay, Wis.	1360	5000	596
WTAR	Norfolk, Va.	790	5000	583
WTAW	College Station, Tex.	1150	1000	569
WTAX	Springfield, Ill.	1240	100	409
WTBO	Cumberland, Md.	820	250	435
WTCM	Traverse City, Mich.	1400	250	447
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	453
WTEL	Philadelphia, Pa.	1340	100	547
WTHT	Hartford, Conn.	1230	250	377
WTIC	Hartford, Conn.	1080	50000	377
WTJS	Jackson, Tenn.	1390	1000	562
WTMA	Charleston, S. C.	1250	250 (C.P. 1000)	556
WTMC	Ocala, Fla.	1490	100	386
WTMJ	Milwaukee, Wis.	620	5000	599
WTMV	East St. Louis, Ill.	1490	250	406
WTNJ	Trenton, N. J.	1310	500	476
WTOC	Savannah, Ga.	1290	5000 d., 1000 n. (C.P. 5000)	394
WTOL	Toledo, Ohio	1230	250	525
WTRC	Elkhart, Ind.	1340	250	409
WTRY	Troy, N. Y.	980	1000	504
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	387
WTTM	Trenton, N. J.	920	1000	476
WWDC	Washington, D. C.	1450	250	381
WWJ	Detroit, Mich.	950	5000	444
WWL	New Orleans, La.	870	50000	428
WWNC	Asheville, N. C.	570	1000 (C.P. 5000)	506
WWNY	Watertown, N. Y.	790	1000	505
WWPG	Lake Worth, Fla.	1340	250	383
WWRL	Woodside, N. Y.	1600	250	505
WWSR	St. Albans, Vt.	1420	1000	581
WWSW	Pittsburgh, Pa.	1490	250	549
WWVA	Wheeling, W. Va.	1170	50000	594
WXYZ	Detroit, Mich.	1270	5000	444

STATIONS BY CITIES

● MAJOR NETWORK AFFILIATIONS ●

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M	Austin, Texas	KNOW	B-M
Aberdeen, Wash.	KXRO	M		KTBC	
Abilene, Texas	KRBC	M	Baker, Ore.	KBKR	B
Ada, Okla.	KADA	B	Bakersfield, Calif.	KERN	B
Akron, Ohio (Tallmadge)	WADC	C		KPMC	M
	WAKR	B	Baltimore, Md.	WBAL	N
	WJW	M		WCAO	C
Alamosa, Colo.	KGIW			WCBM	B
Albany, Ga.	WALB	M		WFBR	M
	WGPC	C		WITB	
Albany, N. Y.	WABY	M	Bangor, Me.	WABI	C
	WOKO	C		WLBZ	M-N
Albany, Oregon	KWIL	M	Bartlesville, Okla.	KWON	
Albert Lea, Minn.	KATE	M	Batavia, N. Y.	WBTA	
Albuquerque, N. M.	KGGM	C	Baton Rouge, La.	WJBO	B
	KOB	N	Battle Creek, Mich.	WELL	B
Alexandria, La.	KALB	B	Bay City, Mich.	WBCM	B
Allentown, Pa.	WCBA		Beaumont, Tex.	KFDM	B
	WSAN	N		KRIC	
Altoona, Pa.	WFBG	N	Beckley, W. Va.	WJLS	
Amarillo, Texas	KFDA	M	Bellingham, Wash.	KVOS	
	KGNC	N	Bend, Ore.	KBND	
Ames, Iowa	WOI		Berkeley, Calif.	KRE	
Anchorage, Alaska	KFQD		Bessemer, Ala.	WJLD	
Anderson, Ind.	WHBU		Beverly Hills, Calif.	KMPC	
Anderson, S. C.	WAIM	C	Big Spring, Tex.	KBST	M
Anniston, Ala.	WHMA	B	Billings, Mont.	KGHL	N
Appleton, Wisc.	WHBY	M	Binghamton, N. Y.	WNBF	C-M
Ardmore, Okla.	KVSO	B	Birmingham, Ala.	WAPI	C
Asbury Park, N. J.	WCAP			WBRC	N
Asheville	WISE	M-N		WSGN	B-M
	WWNC	C	Bismarck, N. D.	KFYR	N
Ashland, Ky.	WCMI	M	Bloomington, Ill.	WJBC	
Ashland, Wisc.	WATW	M	Bluefield, W. Va.	WHIS	N
Ashtabula, Ohio	WICA		Blytheville, Ark.	KLCN	
Astoria, Ore.	KAST	M	Boise, Ida.	KIDO	N
Atchison, Kans.	KVAK		Boone, Iowa	KFGQ	
Athens, Ga.	WGAU		Boston, Mass.	WBZ	N
Atlanta, Ga.	WAGA	B		WCOP	
	WATL	M		WEEI	C
	WGST	C		WHDH	B
	WSB	N		WMEX	
Atlantic City, N. J.	WBAB	C		WNAC	M
	WFPG			WORL	
Auburn, N. Y.	WMBO		Bowling Green, Ky.	WLBK	M
Augusta, Ga.	WGAC	B	Bozeman, Mont.	WRBM	N
	WRDW	C	Brady, Texas	KNEL	
Augusta, Me.	WRDO	M-N	Bridgeport, Conn.	WICC	M
Aurora, Ill.	WMRO			WNAB	B

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Bridgeton, N. J.	WSNJ		Clarksburg, W. Va.	WBLK	N
Bristol, Tenn.	WOPI	N	Clarksburg, Tenn.	WJZM	M
Brooklyn, N. Y.	WBBR		Clayton, Mo.	KFUO	
	WBYN		Cleveland, Ohio.	WCLE	M
	WLIB			WGAR	C
Brownsville, Texas	KEEW		Cleveland, Ohio	WHK	B-M
Brownwood, Texas	KBWD			WTAM	N
Brunswick, Ga.	WMOG		Clinton, Ia.	KROS	
Buffalo, N. Y.	WBEN	N	Clovis, N. M.	K1CA	
	WBNY		Coffeyville, Kans.	KGGF	B
	WEBR	B	College Station, Tex.	WTAW	
	WGR	M	Colorado Springs, Colo.	KVOR	C
	WKBW	C	Columbia, Mo.	KFRU	B
Burlington, Ia.	KBUR	B	Columbia, S. C.	WCOS	B-M
Burlington, N. C.	WBBB	M		WIS	N
Burlington, Vt.	WCAX	C	Columbus, Ga.	WRBL	C
Butler, Pa.	WISR		Columbus, Miss.	WCBI	
Butte, Mont.	KGIR	N	Columbus, Ohio	WBNS	C
Cairo, Ill.	WKRO			WCOL	N
Calumet, Mich.	WHDF			WHKC	M
Camden, N. J.	WCAM			WOSU	
Canton, Ohio	WHBC	M	Concord, N. C.	WEGO	
Cape Girardeau, Mo.	KFVS		Cookeville, Tenn.	WHUB	
Carlsbad, N. M.	KAVE		Cordele, Ga.	WMJM	
Carthage, Ill.	WCAZ		Corpus Christi, Tex.	KEYS	
Casper, Wyoming	KDFN			KRIS	M-N
Cedar City, Utah	KSUB		Corsicana, Texas	KAND	
Cedar Rapids, Iowa	WMT	M-C	Corvallis, Ore.	KOAC	
Cedartown, Ga.	WGAA		Covington, Va.	WJMA	
Centralia-Chehalis, Wash.	KELA	M	Cumberland, Md.	WTBO	
Champaign, Ill.	WDWS		Dallas, Tex.	KRLD	C
Charleston, S. C.	WCSC	C		KSKY	
	WTMA	N		WFAA	N
Charleston, W. Va.	WCHS	C		WRR	M
	WGKV	N	The Dalles, Ore.	KODL	
Charlotte, N. C.	WAYS	B-M	Dalton, Ga.	WBLJ	M
	WBT	C	Danville, Ill.	WDAN	
	WSOC	N	Danville, Va.	WBTM	B-M
Charlottesville, Va.	WCHV	B	Davenport, Iowa	WOC	B
Chattanooga, Tenn.	WAPO	N	Dayton, Ohio	WHIO	C
	WDEF	B-M		WING	B
	WDOD	C	Daytona Beach, Fla.	WMFJ	B
Cheyenne, Wyo.	KFBC	B	Decatur, Ala.	WMSL	M
Chicago, Ill.	WAAF		Decatur, Ill.	WSOY	
	WAIT		Decorah, Iowa	KWLC	
	WBBM	C	Denton, Tex.	KDNT	
	WCFL		Denver, Colo.	KFEL	M
	WCRW			KLZ	C
	WEDC			KMYR	
	WENR	B		KOA	N
	WGES			KPOF	
	WGN	M		KVOD	B
	WJJD		Des Moines, Iowa	KRNT	C
	WLS	B		KSO	B-M
	WMAQ	N		WHO	N
	WMBI		Detroit, Mich.	WJBK	
	WSBC			WJLB	
Chico, Calif.	KHSL	M		WJR	C
Cicero, Ill.	WHFC			WWJ	N
Cincinnati, Ohio	WCKY	C		WXYZ	B
	WCPO		Devils Lake, N. D.	KDLR	M
	WKRC	M	Dodge City, Kans.	KGNO	
	WLW	B-N	Dotham, Ala.	WAGF	
	WSAI	B-N	Dublin, Texas	KFPL	
			Du Bois, Pa.	WCED	

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Dubuque, Ia.	KDTH	M	Gary, Ind.	WIND	
	WKBB	B	Gastonia, N. C.	WGNC	B
Duluth, Minn.	KDAL	C	Glendale, Calif.	KIEV	
	WEBC	N	Glenside, Pa.	WIBG	
Durango, Colo.	KIUP		Globe, Ariz.	KWJB	
Durham, N. C.	WDNC	C	Goldsboro, N. C.	WGBR	M
East Lansing, Mich.	WKAR		Grand Forks, N. D.	KFJM	
East St. Louis, Ill.	WTMV			KILO	M
Easton, Pa.	WEST	M	Grand Island, Nebr.	KMMJ	
Eau Claire, Wisc.	WEAU	N	Grand Junction, Colo.	KFXJ	M
El Centro, Calif.	KXO	M	Grand Rapids, Mich.	WASH	
El Dorado, Ark.	KELD	B		WLAV	M
Elizabeth City, N. C.	WCNC			WOOD	N
Elk City, Okla.	KASA		Grants Pass, Ore.	KUIN	
Elkhart, Ind.	WTRC		Great Bend, Kans.	KVGB	M
Elkins, W. Va.	WJRM		Great Falls, Mont.	KFBB	C
Elmira, N. Y.	WENY	M	Greeley, Colo.	KFKA	M
El Paso, Tex.	KROD	C	Green Bay, Wisc.	WTAQ	C
	KTSM	N	Greenfield, Mass.	WHAI	M
Emporia, Kans.	KTSW	M	Greensboro, N. C.	WBIG	C
Endicott, N. Y.	WLAN			WGBG	B
Enid, Okla.	KCRC	B	Greensburg, Pa.	WHJB	
Erie, Pa.	WERC	C	Greenville, Miss.	WJPR	
	WLEU	B-M	Greenville, N. C.	WGTC	M
Escanaba, Mich.	WDBC		Greenville, S. C.	WFBC	N
Eugene, Ore.	KORE	M		WMRC	B-M
Eureka, Calif.	KIEM	M	Greenwood, Miss.	WGMR	B
Evansville, Ind.	WEOA	C	Greenwood, S. C.	WCRS	N
	WGBF	N	Griffin, Ga.	WKEU	
Everett, Wash.	KEVE		Grove City, Pa.	WSAJ	
	KRKO	M	Gulfport, Miss.	WGCM	
Fairbanks, Alaska	KFAR		Hagerstown, Md.	WJEJ	M
Fairmont, W. Va.	WMMN	C	Hammond, Ind.	WJWC	
Fall River, Mass.	WSAR	M		WJOB	
Fargo, N. D.	WDAY	N	Hannibal, Mo.	KHMO	
Fayetteville, N. C.	WFNC	M	Harlan, Ky.	WHLN	
Fergus Falls, Minn.	KGDE	M	Harlingen, Texas	KGBS	
Findlay, Ohio	WFIN		Harrisburg, Ill.	WEBQ	
Fitchburg, Mass.	WEIM	M	Harrisburg, Pa.	WHP	C
Flint, Mich.	WFDF	B		WKBO	M-N
Florence, S. C.	WOLS	B-N	Harrisonburg, Va.	WSVA	
Fond du Lac, Wis.	KFIZ	M	Hartford, Conn.	WDRC	C
Fort Dodge, Ia.	KVFD	M		WNBC	B
Fort Lauderdale, Fla.	WFTL	M		WTHT	M
Fort Myers, Fla.	WFTM			WTIC	N
Fort Smith, Ark.	KFPW		Hastings, Nebr.	KHAS	
Fort Wayne, Ind.	WGL	N	Hato Rey, Puerto Rico	WIAC	
	WOWO	B	Hattiesburg, Miss.	WFOR	N
Fort Worth, Tex.	KFJZ	M	Hazleton, Pa.	WAZL	M
	KGKO	B	Helena, Ark.	KFFA	
	WBAP	N	Helena, Mont.	KPFA	N
Frederick, Md.	WFMD		Henderson, Ky.	WSON	
Fredericksburg, Va.	WFVA		Herrin, Ill.	WJPF	
Fremont, Mont.	KORN		Hibbing, Minn.	WMFG	N
Freeport, N. Y.	WGBB		Hickory, N. C.	WHKY	B
Fresno, Calif.	KARM	C	High Point, N. C.	WMFR	B
	KMJ	N	Hilo, Hawaii	KHBC	C-M
	KFRE	M	Hobbs, N. M.	KWEW	
Gadsden, Ala.	WJBY	M	Holyoke, Mass.	WHYN	M
Gainesville, Fla.	WRUF	M	Honolulu, Hawaii	KGMB	C-M
Gainesville, Ga.	WGGA			KGU	N
Galesburg, Ill.	WGIL		Hopkinsville, Ky.	WHOP	
Galveston, Texas	KLUF		Hot Springs, Ark.	KTHS	B
Garden City, Kans.	KIUL			KWFC	M
			Houston, Texas	KPRC	N

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	KTRH	C	Lakeland, Fla.	WLAK	N
	KXYZ	B-M	Lake Worth, Fla.	WWPG	B-M
Huntington, W. Va.	WSAZ		Lancaster, Pa.	WGAL	M-N
Huntsville, Ala.	WBHP	M	Lansing, Mich.	WJIM	B
Huntsville, Tex.	KSAM		Lapeer, Mich.	WMPC	
Hutchinson, Kans.	KWBW	N	Laredo, Tex.	KPAB	
Hyannis, Mass.	WOCB		Las Vegas, N. M.	KFUN	
Idaho Falls, Ida.	KID		Las Vegas, Nev.	KENO	
Indianapolis, Ind.	WFBM	C	Laurel, Miss.	WAML	N
	WIBC	M	Lawrence, Kans.	KFKU	
	WIRE	N		WREN	B
	WISH	B	Lawrence, Mass.	WLAW	C
Iowa City, Iowa	WSUI		Lawton, Okla.	KSWO	
Ironwood, Mich.	WJMS	M	Lewiston, Ida.	KRLC	
Ithaca, N. Y.	WHCU	C	Lewiston, Me.	WCOU	M
Jackson, Mich.	WIBM	B	Lewistown, Pa.	WMRF	N
Jackson, Miss.	WJDX	N	Lexington, Ky.	WLAP	M
	WSLI	B	Lihue, Hawaii	KTOH	
Jackson, Tenn.	WTJS	M	Lima, Ohio	WLOK	N
Jacksonville, Fla.	WJAX	N	Lincoln, Nebr.	KFAB	C
	WJHP	B-M		KFOR	B-M
	WMBR	C	Little Rock, Ark.	KARK	N
	WPDQ			KGHI	B-M
Jacksonville, Ill.	WJDS			KLRA	C
Jamestown, N. Y.	WJTN	B	Logan, Utah	KVNU	
Jamestown, N. D.	KSJB	M	Logan, W. Va.	WLOG	
Janesville, Wisc.	WCLO	M	Long Beach, Calif.	KFOX	
Jefferson City, Mo.	KWOS	M		KGER	
Jerome, Ariz.	KCRJ		Longview, Texas	KFRO	
Jersey City, N. J.	WAAT		Longview, Wash.	KWLK	M
	WHOM		Los Angeles, Calif.	KECA	B
Johnson City, Tenn.	WJHL	B		KFAC	
Johnstown, Pa.	WJAC	N		KFI	N
Joliet, Ill.	WCLS			KFSG	
Jonesboro, Ark.	KBTM	M		KFVD	
Joplin, Mo.	WMBH	M		KFWB	
Juneau, Alaska	KINY			KGFJ	
Kalamazoo, Mich.	WKZO	C		KHJ	M
Kalispell, Mont.	KGEZ			KMTR	
Kansas City, Kans.	KCKN			KNX	C
Kansas City, Mo.	KCMO	B		KRKD	
	KMBC	C	Louisville, Ky.	WAVE	N
	WDAF	N		WHAS	C
	WHB	M		WINK	
Kearney, Nebr.	KGFW			WINN	B
Keene, N. H.	WKNE	C	Lowell, Ariz.	KSUN	
Ketchikan, Alaska	KTKN	M	Lowell, Mass.	WLLH	M
Kilgore, Texas	KOCA		Lubbock, Texas	KFYO	M
Kingsport, Tenn.	WKPT	N	Lufkin, Texas	KRBA	
Kingston, N. Y.	WKNY		Lynchburg, Va.	WLVA	B-M
Kinston, N. C.	WFTC	B	Macon, Ga.	WBML	M
Klamath Falls, Ore.	KFJI	M		WMAZ	C
Knoxville, Tenn.	WBIR	B-M	Madison, Wisc.	WHA	
	WNOX	C		WIBA	N
	WROL	N	Manchester, N. H.	WFEA	M-N
Kokomo, Ind.	WKMO			WMUR	B
Laconia, N. H.	WLNH	M	Mandan, N. D.	KGCU	M
LaCrosse, Wisc.	WKBH	N	Manhattan, Kans.	KSAC	
Lafayette, Ind.	WASK		Manitowoc, Wisc.	WOMT	
Lafayette, La.	KVOL		Mankato, Minn.	KYSM	N
La Grange, Ga.	WLAG	M	Mansfield, Ohio	WMAN	
La Grande, Ore.	KLBM		Marblehead, Mass.	WESX	
LaJunta, Colo.	KOKO		Marion, Ohio	WMRN	
Lake Charles, La.	KPLC		Marquette, Mich.	WDMJ	

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Marrinette, Wisc.	WMAM			WSMB	N
Marshalltown, Ia.	KFJB			WWL	C
Marshfield, Ore.	KOOS	M	Newport News, Va.	WGH	B-M
Martinsville, Va.	WMVA	N	New York	WABC	C
Marysville, Calif.	KMYC	M		WBNX	
Mason City, Iowa	KGLO	C		WEAF	N
Mayaguez, P. R.	WPRA			WEVD	
McComb, Miss.	WSKB			WHN	
Medford, Ore.	KMED	M		WINS	
Medford, Wisc.	WIGM			WJZ	B
Memphis, Tenn.	WHBQ			WMCA	
	WMC	N		WNEW	
	WMPS	B-M		WNYC	
	WREC	C		WOV	
Merced, Calif.	KYOS	M		WOR	M
Meridian, Miss.	WCOC	C		WQXR	
Miami, Fla.	WIOD	N	Niagara Falls, N. Y.	WHLN	
	WQAM	C	Norfolk, Nebr.	WJAG	
Miami Beach, Fla.	WKAT	B	Norfolk, Va.	WTAR	N
Middletown, N. Y.	WALL		Norman, Okla.	WNAD	
Midland, Texas	KRLH	M	Northfield, Minn.	WCAL	
Miles City, Mont.	KRJF		North Platte, Neb.	KGNF	
Milwaukee, Wisc.	WEMP	B	Oakland, Calif.	KLS	
	WISN	C		KLX	
	WTMJ	N		KROW	
Minneapolis, Minn.	WCCO	C	Ocala, Fla.	WTMC	B
	WDGY		Ogden, Utah.	KLO	M
	WLB		Ogdensburg, N. Y.	WSLB	
	WLWL	M	Oklahoma City, Okla.	KOCY	
	WTCN	B		KOMA	C
Minot, N. D.	KLPM	M		KTOK	B
Missoula, Mont.	KGVO	C		WKY	N
Mobile, Ala.	WALA	N	Okmulgee, Okla.	KHBG	
	WMOB	B-M	Olean, N. Y.	WHDL	B
Modesto, Calif.	KTRB		Olympia, Wash.	KGY	M
Monroe, La.	KMLB	B	Omaha, Nebr.	KBON	M
Monterey, Calif.	KDON	M		KOIL	C
Montgomery, Ala.	WCOV	C		KOWH	B
	WSFA	N		WOW	N
Moorhead, Minn.	KVOX	M	Opelika, Ala.	WJHO	M
Morgantown, W. Va.	WAJR		Orlando, Fla.	WDBO	C
Moultrie, Ga.	WMGA			WLOF	E
Muncie, Ind.	WLBC		Oshkosh, Wisc.	WOSH	B
Muscle Shoals City, Ala.	WLAY	M	Ottumwa, Iowa	KBIZ	
Muskegon, Mich.	WKBZ		Owensboro, Ky.	WOMI	
Muskogee, Okla.	KBIX	B	Paducah, Ky.	WPAD	
Nampa, Ida.	KFXD		Palestine, Tex.	KNET	
Nashville, Tenn.	WLAC	C	Pampa, Texas	KPDN	
	WSIX	B-M	Panama City, Fla.	WDLF	
	WSM	N	Paris, Texas	KPLT	M
Natchez, Miss.	WMIS		Parkersburg, W. Va.	WPAR	C
New Albany, Ind.	WGRC	M	Pasadena, Calif.	KPAS	
Newark, N. J.	WHBI			KPPC	
New Bedford, Mass.	WNBH	M		KWKW	
New Berne, N. C.	WHIT		Paterson, N. J.	WPAT	
New Britain, Conn.	WNBC	B	Pawtucket, R. I.	WFCI	B
Newburgh, N. Y.	WGNV		Pawtucket, R. I.	WFCI	M
New Castle, Pa.	WKST		Pecos, Texas	KIUN	
New Haven, Conn.	WELI	B	Pendleton, Ore.	KWRC	
New Kensington, Pa.	WKPA		Pensacola, Fla.	WCOA	N
New London, Conn.	WNLC	M	Peoria, Ill.	WMBD	C
New Orleans, La.	WDSU	B	Petersburg, Va.	WPID	
	WJBW		Philadelphia, Pa.	KYW	N
	WNOE	M		WCAU	C

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	WDAS		Richmond, Ind.	WKBV	
	WFIL	B	Richmond, Va.	WBBL	
	WHAT			WMBG	N
	WIBG			WRNL	B-M
	WIP	M		WRVA	C
	WPEN		Riverside, Calif.	KPRO	
	WTEL		Roanoke, Va.	WDBJ	C
Phoenix, Ariz.	KOY	C		WSLS	B-M
	KPHO		Roanoke Rapids, N. C.	WCBT	B
	KTAR	N	Rochester, Minn.	KROC	N
Pierre, S. D.	KGFX		Rochester, N. Y.	WHAM	B
Pine Bluff, Ark.	KOTN	M		WHEC	C
Pittsfield, Mass.	WBRK	M		WSAY	M
Pittsburg, Kans.	KOAM	N	Rockford, Ill.	WROK	M
Pittsburgh, Pa.	KDKA	N	Rock Island, Ill.	WHBF	M
	KQV	B	Rock Springs, Wyo.	KVRS	
	WCAE	M	Rocky Mount, N. C.	WEED	B
	WJAS	C	Rome, Ga.	WRGA	
	WWSW		Roseburg, Ore.	KRNR	M
Plattsburg, N. Y.	WMFF	B	Roswell, N. M.	KGFL	
Pocatello, Ida.	KSEI	N	Royal Oak, Mich.	WEXL	
Ponca City, Okla.	WBBZ		Rutland, Vt.	WSYB	M
Ponce, Puerto Rico	WPAB		St. Albans, Vt.	WWSR	
	WPRP		St. Augustine, Fla.	WFOY	C
Pontiac, Mich.	WCAR		St. Cloud, Minn.	KFAM	N
Poplar Bluff, Mo.	KWOC		St. Joseph, Mo.	KFEQ	B
Port Arthur, Tex.	KPAC	M	St. Louis, Mo.	KMOX	C
Port Huron, Mich.	WHLS			KSD	N
Portland, Me.	WCSH	N		KWK	M
	WGAN	C		KXOK	B
Portland, Ore.	KALE	M		WEW	
	KBPS			WIL	
	KEX	B	St. Paul, Minn.	KSTP	N
	KGW	N		WMIN	
	KOIN	C	St. Petersburg, Fla.	WSUN	B
	KWJJ			WTSP	M
	KXL		Sacramento, Calif.	KFBK	B
Portsmouth, N. H.	WHEB			KROY	C
Portsmouth, Ohio	WPAY	M	Safford, Ariz.	KGLU	N
Portsmouth, Va.	WSAP	M	Saginaw, Mich.	WSAM	N
Poughkeepsie, N. Y.	WKIP	B	Salem, Ore.	KSLM	
Powell, Wyo.	KPOW		Salina, Kans.	KSAL	M
Poynette, Wisc.	WIBU	M	Salisbury, Md.	WBOP	M
Prescott, Ariz.	KYCA		Salisbury, N. C.	WSTP	M
Presque Isle, Me.	WAGM		Salt Lake City, Utah	KDYL	N
Price, Utah	KEUB	M		KSL	C
Providence, R. I.	WEAN	M		KUTA	B
	WJAR	N	San Angelo, Tex.	KGKL	M
	WPRO	C	San Antonio, Tex.	KABC	B-M
Provo, Utah	KOVO	M		KMAC	
Pueblo, Colo.	KGHF	B		KONO	
Pullman, Wash.	KWSC			KTSA	C
Quincy, Ill.	WTAD	C		WOAI	N
Racine, Wisc.	WRJN	M	San Bernardino, Calif.	KFXM	M
Raleigh, N. C.	WPTF	N	San Diego, Calif.	KFMB	
	WRAL	M		KFSD	B
Rapid City, S. D.	KOBH			KGB	M
	WCAT		San Francisco, Calif.	KFRC	M
Reading, Pa.	WEEU	N		KGO	B
	WRAW	N		KJBS	
Red Bank, N. J.	WBRB			KPO	N
Redding, Calif.	KVCV	M		KSAN	
Reno, Nev.	KOH	B		KSFO	
Rice Lake, Wisc.	WJMC			KYA	
			San Jose, Calif.	KOW	C
			San Juan, Puerto Rico	WKAQ	C
				WNEL	
			San Luis Obispo, Calif.	KVEC	M
			Santa Ana, Calif.	KVOE	M
			Santa Barbara, Calif.	KDB	M
				KTMS	B
			Santa Fe, N. M.	KVSF	C
			Santa Rosa, Calif.	KSRO	
			Saranac Lake, N. Y.	WNBZ	B
			Sarasota, Fla.	WSPB	
			Sault Ste. Marie, Mich.	WSOO	
			Savannah, Ga.	WSAV	N
				WTOC	C

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Schenectady, N. Y.	WGY	N	Tucson, Ariz.	KTUC	C
	WSNY			KVOA	N
Scottsbluff, Nebr.	KGKY		Tucumcari, N. M.	KTNM	
Scranton, Pa.	WARM	B-M	Tulsa, Okla.	KOME	B-M
	WGBI	C		KTUL	C
	WQAN			KVOO	N
Seattle, Wash.	KEVR		Tuscaloosa, Ala.	WJRD	
	KIRO	C	Tuscola, Ill.	WDZ	
	KJR	B	Twin Falls, Ida.	KTFI	N
	KOL	M	Tyler, Texas	KGKB	
	KOMO	N	Uniontown, Pa.	WMBS	C
	KRSC		Urbana, Ill.	WILL	
	KTW		Utica, N. Y.	WIBX	C
	KXA		Valdosta, Ga.	WGOV	M
Sedalia, Mo.	KDRO		Valley City, N. D.	KOV	
Selma, Ala.	WHBB	M	Vancouver, Wash.	KVAN	
Sharon, Pa.	WPIC		Vermilion, S. D.	KUSD	
Shawnee, Okla.	KGFF	B	Vernon, Texas	KVWC	M
Sheboygan, Wisc.	WHBL	M	Vicksburg, Miss.	WBOC	B
Shenandoah, Ia.	KFNF		Victoria, Texas	KVIC	
	KMA	B	Vincennes, Ind.	WAOV	
Sheridan, Wyo.	KWYO		Virginia, Minn.	WHLB	N
Sherman, Texas	KRRV	M	Visalia, Calif.	KTKC	B
Shreveport, La.	KRMD	B	Waco, Texas	WACO	B-M
	KTBS	N	Wallace, Ida.	KWAL	M
	KWKH	C	Walla Walla, Wash.	KUI	
Siloam Springs, Ark.	KUOA		Warren, Ohio	WRRN	
Sioux City, Ia.	KSCJ	B	Washington, D. C.	WINX	
	KTRI	M		WJSV	C
Sioux Falls, S. D.	KELO	N		WMAL	B
	KSOO	N		WOL	M
South Bend, Ind.	WSBT	C		WRC	N
Spartanburg, S. C.	WORD	B		WWDG	
	WSPA	C	Washington, N. C.	WRRF	B
Spencer, Ia.	KICD		Washington, Pa.	WJPA	
Spokane, Wash.	KFIO	M	Waterbury, Conn.	WATR	M
	KFPY	C		WBRY	C
	KGA	B	Waterbury, Vt.	WDEV	
	KHQ	N	Waterloo, Ia.	KXEL	B
Springfield, Ill.	WCBS	B	Watertown, N. Y.	WATN	
	WTAX			WWNY	
Springfield, Mass.	WBZA	N	Watertown, S. D.	KWAT	
	WMAS	C	Watsonville, Calif.	KHUB	
	WSPR	B	Wausau, Wisc.	WSAU	M
Springfield, Mo.	KGBX	N	Waycross, Ga.	WAYX	
	KTTT	M	Welch, W. Va.	WBRW	
	KWTO		Wenatchee, Wash.	KPO	
Springfield, Ohio	WIZE	B	Weslaco, Texas	KRGV	M-N
Stamford, Conn.	WSRR		West Palm Beach, Fla.	WJTO	C
Sterling, Colo.	KGEK		West Point, Ga.	WDAK	M
Stuebenville, Ohio	WSTV	M	West Lafayette, Ind.	WBAA	
Stevens Pt., Wisc.	WLBL		Wheeling, W. Va.	WKWK	C
Stockton, Calif.	KGDM	C		WVVA	B
	KWG	B	White Plains, N. Y.	WFAS	
Suffolk, Va.	WLPM		Wichita, Kans.	KANS	N
Sumter, S. C.	WFIG	B		KFBI	B
Sunbury, Pa.	WKOK			KFH	C
Superior, Wisc.	WDSM	M	Wichita Falls, Tex.	KWFT	C
Sweetwater, Tex.	KXOX		Wilkes-Barre, Pa.	WBAX	M
Sydney, Mont.	KGCX			WBRE	N
Syracuse, N. Y.	WAGE	R M	Williamson, W. Va.	WBTH	
	WFBL	C	Williamsport, Pa.	WRAC	N
	WOLF		Willmar, Minn.	KWLM	N
	WSYR	N	Wilmington, Del.	WDEL	N
Tacoma, Wash.	KMO	M		WILM	M
	KTBI		Wilmington, N. C.	WMFD	R
	KVI		Wilson, N. C.	WGTM	M
Tallahassee, Fla.	WTAL		Winchester, Va.	WINC	B
Tampa, Fla.	WDAF	C	Winona, Minn.	KWNO	M
	WFLA	N	Winston Salem, N. C.	WAIR	B-M
	WFGA			WSIS	N
Temple, Texas	KTEM	M	Wisconsin Rapids, Wisc.	WFHR	M
Terre Haute, Ind.	WBOW	N	Woodside, N. Y.	WWRL	
Texarkana, Tex.	KCMC	M	Worcester, Mass.	WAAB	M
Thomasville, Ga.	WPAX			WORC	B
Toccoa, Ga.	WRLC			WTAG	C
Toledo, Ohio	WSPD	N	Yakima, Wash.	KIT	M
	WTOL	B	Yankton, S. Dak.	WNAX	C
Topeka, Kans.	WIBW	C	York, Pa.	WORK	M-N
Traverse City, Mich.	WTCT			WSBA	
Trenton, N. J.	WTNJ		Youngstown, Ohio	WFMJ	B
	WTTM			WKBN	C
Troy, N. Y.	WHAZ		Yuma, Ariz.	KYUM	N
	WTRY	B	Zanesville, Ohio	WHIZ	N
			Zarephath, N. J.	WAWZ	

ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W H M A

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harry M. Ayers
Address.....Radio Building, 1330 Noble St.
Phone Number.....2380
Transmitter Location.....Radio Building,
1330 Noble St.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....AP, UP
Representative.....Sears & Ayer, Inc.

Personnel

Owner.....Harry M. Ayers
Station-Commercial Manager.....J. W. Buttram
Program-Musical Director.....Hugh Webb
Publicity Director.....Malcolm Street
Chief Announcer.....Frank McClean
Chief Engineer.....James Hudson

W J L D

BESSEMER—EST. 1942

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. Leslie Doss
Address.....Hotel Gary
Phone Number.....2300; 2301
Transmitter Location.....Blue Lake Site
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....World Broadcasting
System

Personnel

Owner.....J. Leslie Doss
Manager.....J. "Ed" Reynolds
Sales Promotion-Program
Director.....Leland Childs
Production Manager.....Byrl Cooley
Chief Engineer.....Einer Larsen

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.
Operated By.....Voice of Alabama, Inc.
Address.....Protective Life Bldg.
Phone Number.....3-8116
Studio Addresses.....Protective Life Bldg.:
University of Alabama Campus, Tuscaloosa;
Alabama College Campus, Montevallo.

Transmitter Location.....Sandusky, Ala.
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
News Service.....UP
Representative.....Radio Sales

Personnel

Chairman of Board.....Ed Norton
President-General Manager.....Thad Holt
National Sales & Promotion
Manager.....H. H. Holthouser
Program Director-Chief
Announcer.....Lionel Baxter
Production Manager.....Stuart Mims
Publicity Director.....Mary Bennett
Agricultural Editor.....Jim Romine
Production Consultant.....John Carlile
Musical Director.....Clo McAlpin
Chief Engineer.....N. S. Hurley

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.....Second Avenue at
Eighteenth Street N.
Phone Number.....3-9293
Transmitter Location.....2400 Arkadelphia Rd.
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio;
Langworth Supplement
Representative.....Paul H. Raymer Co.

Personnel

President.....K. G. Marshall
General Manager.....J. C. Bell
Ass't Manager.....John M. Connolly

W S G N

BIRMINGHAM—EST. 1925

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated by.....The Birmingham
News Co.
Address.....Dixie Carlton Hotel
Phone Number.....4-3434
Transmitter Location.....Alabama State
Fair Grounds
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight
Newspaper Affiliation.....Birmingham News;
Birmingham Age-Herald
News Service.....AP

Transcription Service.....NBC Thesaurus,
Langworth; Davis & Schwegler
Representative.....Headley-Reed Co.

Personnel

V.P. and Gen. Mgr.....Henry P. Johnston
Assistant to Manager.....Evelyn Hicks
Sales Promotion Manager.....Bob Venn
Program Director.....Bill Terry
Musical Director.....Larry Yester
Traffic Manager.....Josephine Marlow
Chief Engineer.....P. B. Cram

W M S L

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tennessee Valley
Broadcasting Co.

Address.....Mutual Savings Life Bldg.
Phone Number.....802-3-4
Transmitter Location..Mutual Savings Life Bldg.
Time on the Air.....16¼ hours daily
News Service.....UP
Transcription Service...World Broadcasting
System
Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
Secretary-Treasurer.....Clyde Hendrix
Station-Commercial Manager....Curtis Gover
Program-Publicity Manager...Genevra Hough
Bell
Production Manager-Chief
Announcer.....John L. Slatton
Chief Engineer.....Calloway M. Callicott

W A G F

DOTHAN—EST. 1933

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Dothan Broadcasting
Company

Address.....204½ E. Main Street
Phone Number.....1430
Transmitter Location.....Headland Highway,
Dothan

Time on the Air.....Daytime license
Newspaper Affiliation.....Dothan Eagle
Transcription Service.....Standard Radio

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Gadsden Broadcast-
ing Co.

Address.....108 Broad Street
Phone Number.....88
Transmitter Location.....108 Broad Street
Time on the Air.....7 a.m. to 12 midnight
News Service.....Transradio
Representative.....Sears & Ayer

Personnel

President.....B. H. Hopson

W B H P

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power 250 Watts
Owned-Operated By.....W. H. Pollard
Address.....318 W. Clinton St.
Phone Number.....313
Transmitter Location...1½ West of Huntsville
Time on the Air.....Unlimited license

Personnel

President-Station Mgr.....W. H. Pollard

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
Owned By.....W. O. Pape
Operated By.....Pape Broadcasting Co.
Address.....106 St. Joseph St., AT&N
Railroad Bldg.

Phone Number.....Dexter 3-3787
Transmitter Location..Cochrane Bridge Cause-
way, Baldwin County

Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

Owner.....W. O. Pape
Station Manager.....H. K. Martin
Program Director-Chief

Announcer.....Charles Saunders
Musical Director.....Agnes Pirtle
Chief Engineer.....Raymond Hurley

W M O B

MOBILE—EST. 1939

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....S. B. Quigley
Business Address.....600 St. Louis St.,
(Quigley Building)

Phone Number.....Belmont 2-4566
Studios Addresses.....600 St. Louis St.;
Transmitter Location.....600 St. Louis St.
Time on the Air.....7 a.m. to 11 p.m.

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Sears & Ayer, Inc.

Personnel

Owner-Manager.....S. B. Quigley
 Commercial Manager.....F. E. Busby
 Program-Production Director...Wallace Dunlap
 Chief Engineer.....T. L. Greenwood

W C O V

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Capital Broadcasting
 Company, Inc.

Business Address.....2 Montgomery St.
 Phone Number.....5781
 Studio Address.....Exchange Hotel
 Transmitter Location....Narrow Lane Road,
 Montgomery

Time on the Air.....17 hours daily
 News Service.....INS
 Transcription Service.....C. P. Mac Gregor
 Representative.....Howard H. Wilson Co.

Personnel

Manager.....G. W. Covington, Jr.
 Executive Secretary.....Evelyn B. Robinson
 Sales Manager.....R. B. Raney
 Sales Promotion Manager...John C. Hughes
 Program-Musical Director.....Joe Byars
 Chief Announcer.....Luke Tanner
 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.

Address.....Jefferson Davis Hotel
 Phone Number.....8361
 Transmitter Location....Narrow Lane Road,
 Time on the Air.....6 a.m. to 10:30 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Co.

Personnel

President-General Manager...Howard E. Pill
 Station Director.....John B. DeMotte
 Local Sales Manager.....W. W. Hunt
 Program-Musical Director...Caldwell Stewart
 Chief Announcer.....Robert Hope
 Chief Engineer.....Cliff Shelkofsky

W L A Y

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Muscle Shoals
 Broadcasting Corporation

Address.....East Second St.

Phone Number.....Sheffield 1450
 Transmitter Location....Muscle Shoals, Ala.
 Time on the Air.....6:45 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Sears & Ayer

Personnel

Station Manager.....E. J. Sperry
 Program Director.....Miranda Jeff
 Chief Engineer.....Glenn Boatright

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.....750-751
 Transmitter Location....1400 Auburn Road
 Time on the Air.....Unlimited license

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 p.m.
 Representative.....Sears & Ayer, Inc.

Personnel

President.....B. H. Hopson
 Vice-President-Station Mgr...Julien Smith, Jr.
 Sales Promotion-Production
 Manager.....Erin Reynolds
 Program Director.....Marshall Parsons
 Chief Announcer.....James Stanley
 Chief Engineer.....Edmond Jackson

W J R D

TUSCALOOSA—EST. 1936

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....James R. Doss, Jr.
 Address.....First National Bank Bldg.
 Phone Number.....4464-65
 Transmitter Location....Jug Factory &
 Greensboro Roads

Time on the Air.....Unlimited license
 Transcription Service....World Broadcasting
 System, C. P. MacGregor
 Representative.....Headley-Reed Co.,

Personnel

Manager.....J. Ed. Reynolds

ARIZONA

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K W J B

GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By:.....Bartley T. Sims,
d/b Sims Broadcasting Co.
Business Address.....Globe
Phone Number.....Globe 41
Studio Address.....Hotel Globe
Transmitter Location.....1 Mile South on
County Road
Time on the Air.....Unlimited license

Personnel

Owner-Manager..... Bartley T. Sims

K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By:.....Central Arizona
Broadcasting Co.
Address.....811 Main St.
Phone Number.....Jerome 88
Transmitter Location.....811 Main St.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Prescott Evening
Courier

Personnel

President.....Della Tovrea Stuart
Manager.....Howard Kuhn

K S U N

LOWELL—EST. 1933

ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By:.....Copper Electric Co.
Address.....Lowell, Ariz.
Phone Number.....Lowell 9
Transmitter Location.....Lowell, Ariz.
Time on the Air.....7 a.m. to 11 p.m.
News Service.....P.A.
Representative.....John Blair & Co.

Personnel

Station Manager.....Carleton W. Morris
Commercial Manager.....John Hickman
Program Director.....Esther Morris
Production Manager.....Marion McKinney
Chief Engineer.....Earl Hickman

K O Y

PHOENIX—EST. 1921

COLUMBIA BROADCASTING SYSTEM

THE ARIZONA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By:.....Salt River Broadcasting
Company
Address.....836 North Central Avenue
Phone Number.....4-4144
Transmitter Location.....12th St. & Camel-
back Rd.

Time on the Air.....6 a.m. to 11:05 p.m.
Newspaper Affiliation.....Prairie Farmer
Publishing Co., Arizona Farmer
News Service...Press Association; Transradio
Transcription Service.....World Broadcasting
System

Representative.....John Blair & Co.

Personnel

Chairman of Board.....Burridge D. Butler
President.....W. A. Baldwin
Station Manager.....Harold A. Safford
Commercial Manager.....John L. Hogg
Business Manager.....Albert D. Johnson
Program Director.....John R. Williams
Publicity-War Program

Director.....Frances C. Myers
Women's Program Director...Elizabeth Taylor
Continuity Editor.....P. C. Benard
Chief Announcer.....Joe Dana
Farm Editor.....Ernest Douglas
Musical Director.....Alfred Becker
Chief Engineer.....Robert Thompson

K P H O

PHOENIX—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By:.....M. C. Reese
Business Address.....First National
Bank Bldg.

Phone Number.....3-3197
Studio Address.....24th Ave. & Buckeye Rd.
Transmitter Location.....24th Ave. &
Buckeye Rd.

Time on the Air.....6 a.m. to midnight
News Service.....INS
Transcription Service.....Associated
Music Publishers

Personnel

Executive Manager.....M. C. Reese
Station-Program Manager.....D. C. Reese
Publicity Director.....Sharon Stanford
Musical Director.....M. C. Reese, Jr.
Chief Engineer.....Louis Subblett

K T A R

PHOENIX—EST. 1922

BLUE NETWORK—NBC

ARIZONA BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTAR Broadcasting Company
 Business Address.....711 Heard Building
 Phone Number.....4-4161
 Studio Address.....Atop the Heard Building
 Transmitter Location.....36th St. & East Thomas Road
 Time on the Air.....6:00 a.m. to 12 midnight
 Newspaper Affiliation.....Arizona Republic and Phoenix Gazette
 News Service.....AP; INS; PA; UP
 Transcription Service.....NBC Thesaurus, Standard Radio Library and Langworth
 Representative.....Paul H. Raymer Co.

Personnel

President.....Sam Kahan
 General Manager.....Dick Lewis
 Commercial Manager.....J. R. Heath
 Sales Promotion Manager.....T. M. Pennington
 Program Director.....J. Howard Pyle
 Director of War Programs.....Dick Lewis
 Publicity Director.....Francis Connolly
 Office Manager.....B. R. Fulbright
 Traffic Manager.....Frank Little
 Artists' Bureau Head.....Mary Louise Watson
 Chief Engineer.....Harold Haughawout

K Y C A

PRESCOTT—EST. 1940

ARIZONA BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broadcasting Company
 Address.....East Gurley St.
 Phone Number.....244
 Transmitter Location.....East Gurley St.
 Time on the Air.....Unlimited License
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Paul Raymer Co.

Personnel

President.....Albert Stetson
 Station Manager.....Harold Ritter
 Commercial Manager.....Parker Sutton
 Program Director.....Roberta Pfister
 Office Manager.....Lora Marston
 Chief Announcer.....Frederick Blackburn
 Artists' Bureau.....Byron Lee McCall
 Musical Director.....Augustine Rodarte

K G L U

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.

ARIZONA BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Gila Broadcasting Company
 Address.....6th Ave. & Relation St.
 Phone Number.....15
 Transmitter Location.....6th Ave. & Relation St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
 News Service.....AP; INS; UP
 Transcription Service.....Standard Radio
 Representatives.....Paul H. Raymer Co. and Arizona Broadcasting Co.

Personnel

President.....Louis F. Long
 General Manager.....Paul Merrill
 Program-Publicity Director.....Willard Shoecraft
 Chief Announcer.....Lester McBride
 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.....E. Broadway & Tyndall
 Phone Number.....5800-5901
 Transmitter Location.....Broadway at Tyndall
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....World Broadcasting System
 Representative.....John Blair & Co.

Personnel

President.....Ralph W. Bilby
 Station Manager.....Lee Little
 Commercial Manager.....Victor Gilland
 Sales Promotion Manager.....George Eubanks
 Program-Musical Director and Chief Announcer.....Wayne A. Sanders
 Production Manager.....Tom Hotchkiss
 Chief Engineer.....Cliff Livingston

K V O A

TUCSON—EST. 1928

NATIONAL BROADCASTING CO.

ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By: Arizona Broadcasting Company, Inc.
 Business Address.....P. O. Box 2911
 Phone Number.....3703
 Studio Address.....48 East Broadway

Transmitter Location.....10th and Lee
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Arizona Republic
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams

K Y U M

YUMA—EST. 1940

BLUE NETWORK-NBC

ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By..Yuma Broadcasting Co.
 Business Address.....Post Office Box 352
 Phone Number.....Yuma 88
 Studio Address...19th Avenue and 1st Street
 Transmitter Location...19th Avenue and 1st St.
 Time on the Air: 7 a.m. to 10:45 p.m.; Sundays,
 8:30 a.m. to 10:45 p.m.

News Service.....AP, INS, PA, UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....John H. Huber
 General Manager.....Harper M. Phillips

ARKANSAS

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K L C N

BLYTHEVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts
 Owned by.....Fred O. Grimwood
 Operated by.....Harold L. Sudbury
 Address.....218 W. Walnut St.
 Phone Number.....2093
 Transmitter Location.....Highway No. 18,
 North of Blytheville

Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service: Keystone Broadcasting
 System
 Representative.....The Foreman Co.

Personnel

Station-Commercial
 Manager.....Harold L. Sudbury
 Sales Promotion Manager.....Harold Sudbury
 Director of War Programs-
 Chief Announcer.....Tom Reeder
 Musical Director.....Lloyd Blomeyer
 Chief Engineer.....Bob Connor

K E L D

EL DORADO—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Enterprises, Inc.
 Address.....Country Club Colony
 Phone.....1313
 Transmitter Location...Country Club Colony
 Time on the Air: 6:45 a.m. to 10:30 p.m.; Sun-
 days, 7:30 a.m. to 10:30 p.m.
 News Service.....INS
 Transcription Service. Standard Library Service

Personnel

President.....R. E. Meinert
 Station Manager.....Ewing Canaday
 Commercial Manager.....L. B. Russell
 Sales Promotion Manager-Director
 of War Programs.....Harry T. MacDonough
 Program Director.....Mary Gideon
 Chief Announcer.....Rodney Smith
 Chief Engineer.....Ewing Canaday

K F P W

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwestern
 Hotel Co.

Address.....Goldman Hotel
 Phone Number.....4106
 Transmitter Location.....Albert Pike &
 Kelley Highway

Time on the Air.....6:30 a.m. to 9:30 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System

Personnel

General Manager.....John A. England
 Station Manager.....J. E. "Pat" Garner
 Commercial-Sales Promotion
 Manager.....Bill Slates
 Program-Musical Director.....Dorothy Gibson
 Chief Announcer.....William A. Stapleton
 Chief Engineer.....John M. Van Horn

K F F A

HELENA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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: 108 hours weekly
 News Services: UP
 Transcription Service: NBC Thesaurus

Personnel

President-General Manager: Sam Anderson
 Program Director: Rosalins Mundt
 Chief Engineer: J. C. Warren

K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK

Frequency: 1090 Kc.
 Power: 10,600 d.; 1000 n.
 Owned-Operated By: Radio Broadcasting, Inc.
 Address: 135 Benton Street
 Phone Number: 1160-1161
 Transmitter Location: Malvern Road
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Branham Company

Personnel

President: John C. McCormack
 Station Manager: K. K. Kellam
 Program Director: A. M. Kiryak
 Chief Announcer-Musical
 Director: Doc Warren
 Chief Engineer: J. Clinton Norman

K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Hot Springs Broadcasting Co.
 Operated By: Clyde E. Wilson & Howard A. Shuman
 Address: 819½ Central
 Phone Number: 412
 Transmitter Location: 819½ Central
 Time on the Air: 7 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: NBC Thesaurus

Personnel

General Manager: Clyde E. Wilson
 Station-Commercial Manager: Frank Rough
 Program Director-Chief
 Announcer: Robert Fugate
 Chief Engineer: Charles Greenley

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned by: Jay P. Beard d/b as Regional
 Broadcasting Co.
 Operated By: Mrs. Jay P. Beard
 Address: KBTM Bldg., Madison at Jackson Sts.
 Phone Number: 597
 Transmitter Location: Rural Route No. 4
 Time on the Air: Unlimited license

Personnel

President: Jay P. Beard
 Station Manager: Mrs. Jay P. Beard
 Commercial Manager: Roland Hughes
 Program Director: Beauton Wood

K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.

SOUTHCENTRAL QUALITY GROUP

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By: Arkansas Radio & Equip-
 ment Co.
 Address: Radio Center, 114 E. Capitol
 Phone Number: 2-1841, LD 224
 Transmitter Location: Northeast of North Little
 Rock
 Time on the Air: Unlimited license
 Transcription Service: Standard
 Representative: Edward Petry & Co.

Personnel

President: T. H. Barton
 V.P. and Gen. Mgr.: G. E. Zimmerman
 Studio Manager: Bruce Grant

K G H I

LITTLE ROCK—EST. 1927

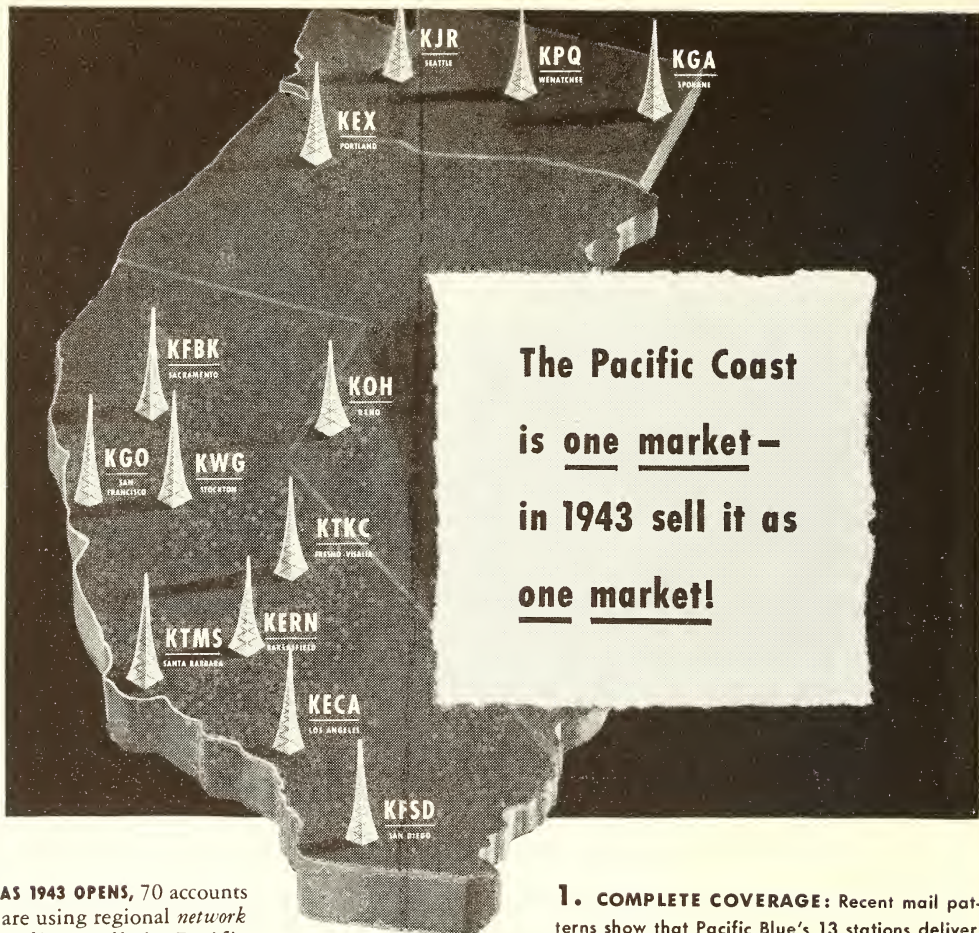
BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Arkansas Broadcasting
 Company
 Address: Gazette Building, 3rd & Louisiana Sts.
 Phone Number: 9166
 Transmitter Location: Gazette Building
 Time on the Air: 6 a.m. to 11 p.m., Mondays
 through Fridays; 6 a.m. to 12 midnight; 6:45
 a.m. to 11 p.m., Sundays
 Newspaper Affiliation: Arkansas Gazette
 Representative: Spot Broadcasting, Inc.

Personnel

President: A. L. Chilton
 Station Manager: S. C. Vinsonhaler
 Commercial Manager: R. E. Rives
 Program Director: Dorothy Weise
 Chief Engineer: K. F. Tracy



AS 1943 OPENS, 70 accounts are using regional *network radio* to sell the Pacific Coast the way it can best be sold — *as one market*. These 70 advertisers realize that Coast network radio provides the largest circulation at the lowest cost per thousand of any medium they can buy.

They know that network radio is the medium for instant and complete coverage of the West's highly-paid war workers. That network radio is the one regional medium that provides a monthly check on the *net* circulation of their advertising.

That network radio's priority on the finest available time periods guarantees maximum results from their radio expenditures.

Increasingly, Pacific Blue is the network regional advertisers are buying. *Since August 1 more new regional accounts have started on Pacific Blue than on any other two Coast networks combined.* These are a few of the reasons —

**The Pacific Coast
is one market—
in 1943 sell it as
one market!**

1. COMPLETE COVERAGE: Recent mail patterns show that Pacific Blue's 13 stations deliver primary coverage, day and night, of the counties where 95% of the Coast's retail sales are made.

2. READY-BUILT PROGRAMS: You can buy a sales-proven program on 13 Pacific Blue stations for as little as \$246 (time and talent). On nine California stations for only \$150 (T and T).

3. GUARANTEED TIME: Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You retain the time you buy on the Blue.

4. RATE ECONOMY: Pacific Blue costs 20% less than any other Coast network offering comparable facilities. See Pacific Blue Rate Card No. 2 for new discounts and rebates.

THE PACIFIC **BLUE** NETWORK

Hollywood, Sunset and Vine • San Francisco, Taylor and O'Farrell

REPRESENTED BY BLUE SPOT SALES — New York • Chicago • Detroit

K L R A

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1010 Kc. Power 10000 d.; 5000 n.

Owned-Operated By... Arkansas Broadcasting Company

Address... Gazette Bldg., 3rd & Louisiana Sts.

Phone 5427

Transmitter Location... Highway No. 70, 8 miles east of Little Rock

Time on the Air: 6 a.m. to 11:05 p.m., Mondays through Saturday; 7 a.m. to 11:05 p.m., Sundays

Newspaper Affiliation..... Arkansas Gazette

News Service..... UP

Transcription Service..... NBC Thesaurus; Associated Music Publishers

Representative..... The Katz Agency

Personnel

President..... A. L. Chilton

General Manager..... S. C. Vinsonhaler

Merchandising Manager..... P. E. Denton

Program-Publicity Director..... M. N. Bostick

Chief Engineer..... K. F. Tracy

Address 505½ Main St.
 Phone Number 721
 Transmitter Location 505½ Main St.
 Time on the Air 7 a.m. to 10 p.m.
 News Service UP

Personnel

President-General Manager..... B. J. Parrish

Sales Promotion Manager..... R. W. Etter

Program Director..... Ayleene Somervell

K U O A

SILOAM SPRINGS—EST. 1923

ARKANSAS NETWORK

Frequency: 1290 Kc. Power: 5000 Watts

Owned-Operated By..... KUOA Incorporated

Address..... John Brown University Campus

Phone Number 77

Transmitter Location... John Brown University Campus

Time on the Air..... 6 a.m. to Local Sunset

News Service UP

Transcription Service... World Broadcasting System

Representative The Walker Company

Personnel

Chairman of Board..... John E. Brown

Station Manager..... Storm Whaley

Commercial-Program Manager... Calen Gilbert

Director of War Programs..... Storm Whaley

Chief Engineer..... Cecil E. Smith

K O T N

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By... Universal Broadcasting Corporation

CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K E R N

BAKERSFIELD—EST. 1932

BLUE NETWORK

GOLDEN WEST NETWORK

Frequency: 1410 Kc. Power: 1000 Watts

Owned-Operated By... McClatchy Broadcasting Co.

Address Elks Bldg.

Phone Number 8-8431

Transmitter Location..... Ming & Oak Sts.

Time on the Air..... 6 a.m. to 12 midnight

Newspaper Affiliation McClatchy Newspapers

News Service INS

Transcription Service..... Standard Radio

Representative..... Paul H. Raymer Co.

Personnel

President..... Eleanor McClatchy

Station Manager..... Deane Banta

Commercial Manager..... Richard Brothers

Program-Publicity Director..... Michael Powell

Chief Engineer Verne Shatto

K P M C

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE

Frequency: 1560 Kc. Power: 1000 Watts

Owned-Operated By... Pioneer Mercantile Co.

Business Address..... 20th & Eye Streets

Phone Number 8-8581

Transmitter Location 307½ East 21st St.

Time on the Air..... Unlimited license

Transcription Service... World Broadcasting System; NBC Thesaurus; Langworth

Personnel

President F. G. R. Schamblin

Station Manager..... L. A. Schamblin

K R E

BERKELEY—EST. 1923

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Central California
 Broadcasters, Inc.

Address: 601 Ashby Avenue
 Phone Number: Ashberry 7715
 Transmitter Location: 601 Ashby Avenue
 Time on the Air: Unlimited
 News Service: INS
 Transcription Service: Standard Radio

Personnel

President-Station Manager: Arthur Westlund
 Sales Promotion-Program Manager: Don Hambly
 Chief Announcer: Phil McKernan
 Musical Director: Harrold S. Hawley

K M P C

BEVERLY HILLS—EST. 1928

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Operated By: KMPC, The Station
 of the Stars, Inc.

Address: 9631 Wilshire Boulevard
 Phone Numbers: BRadshaw 2-4411;
 CRestview 6-6211
 Transmitter Location: 12755 Burbank Blvd.,
 N. Hollywood, Calif.

KMPC

The Most Powerful Independent
 Station in the West

Beverly Hills—Los Angeles

Providing Intensive Coverage of
 the Nation's Third Market with

10,000

Watts Power

710 Kc.

National Representative

Paul H. Raymer Company

Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated,
 NBC Thesaurus
 Representative: Paul H. Raymer Co.

Personnel

President: G. A. Richards
 Vice-President: Leo Fitzpatrick
 Vice-President: John Patt
 V.-P., General Manager: Robert O. Reynolds
 Sales Promotion Manager: Herbert Wixson
 Program-Production Manager: Wm. L. Forman
 Traffic Manager: Joseph Towner
 Chief Announcer: Howard Rhines
 Musical Director: Marie Hodson
 Chief Engineer: Lloyd Sigmon
 Director of War Programs: Woodrow W. Hattie

K H S L

CHICO—EST. 1935

MUTUAL

Frequency: 1290 Kc. Power: 1,000 Watts
 Owned-Operated By: Golden Empire
 Broadcasting Co., Inc.

Address: 4th & Broadway Sts.
 Phone Number: Chico 237-8
 Transmitter Location: Hooker & Madrone Aves.
 Time on the Air: 6:30 a.m. to 11:00 p.m.; 8:00
 a.m. to 11:00 p.m., Sundays

News Service: UP
 Transcription Service: Standard Radio,
 C. P. MacGregor
 Representative: W. S. Grant Co.

Personnel

President: Hugh McClung
 Station Manager: M. F. Woodling
 Commercial Manager: Henry Watton
 Program Director: Mabel Swift
 Chief Announcer: Donald Nelson
 Chief Engineer: Emory P. Milburn

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By: Valradio, Inc.
 Address: 793 Main St.
 Phone Number: 1100
 Transmitter Location: El Centro
 Time on the Air: Unlimited
 Transcription Service: Standard Radio
 Representative: Paul H. Raymer Co.

Personnel

President: Thomas E. Sharp
 Station Manager: Ken Thornton
 Commercial Manager: Belle Hovey
 Program Director: Jean Jordan
 Chief Announcer: Anthony Ricca
 Chief Engineer: James Coin

K I E M

EUREKA—EST. 1933
MUTUAL—DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Redwood Broadcasting Co., Inc.
 Business Address Box 43
 Phone Number 93
 Studio Address Box 43, Eureka
 Transmitter Location McFarland Tract
 Time on the Air 7 a.m. to 10:15 p.m.
 News Service INS; UP
 Transcription Service World Broadcasting System; C. P. MacGregor; Langworth
 Representative John Blair & Co.

Personnel

Station Manager William B. Smullin
 Rural War Manager Eddie Logan
 Commercial Manager Betty Anderson
 Production Manager C. Paul Corbin
 Sales Promotion Manager Violet Susan
 Program Manager Mary Bools
 Musical Director James Fasullo
 Religious Director Rev. Charles H. Hudson
 Office Manager George E. Thompson
 Traffic Manager Betty Matthias
 Education Director Earl Roberts
 Engineer Alvar Olson

K A R M

FRESNO—EST. 1938
COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By KARM, The George Harm Station
 Address 1333 Van Ness Ave.
 Phone Number 4-2966
 Transmitter Location Van Ness & Alluvial Avenues
 Time on the Air 6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday
 News Service INS
 Transcription Service Standard Radio; Associated Music Publishers
 Representative Free & Peters, Inc.

Personnel

Owner & President Mrs. Hattie Harm
 Vice-President-General Manager Clyde F. Coombs
 Commercial Manager Ned L. Brown
 Director Dean M. Metcalf
 Chief Engineer John Scales

K F R E

FRESNO—EST. 1941
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 6 a.m. to 2 a.m.
 News Service UP
 Transcription Service Associated Music Publishers
 Representative John Blair & Co.

Personnel

Owner J. E. Rodman
 Station Manager Paul R. Bartlett
 Program Director Gene Chenault
 Director of Special Events Bob Davies
 Office Manager Lois Daniels
 Traffic Manager Bette Jean Miner
 Publicity Director Francis Quinn
 Chief Engineer Sheldon Anderson

K M J

FRESNO—EST. 1922
NATIONAL BROADCASTING CO.
GOLDEN WEST NETWORK

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By McClatchy Broadcasting Co.
 Address Van Ness & Calaveras
 Phone Number 3-6277
 Transmitter Location North & Madera Aves. Kerman
 Time on the Air 24 hours daily
 Newspaper Affiliation The Fresno Bee (McClatchy Newspapers)
 News Service UP
 Transcription Service NBC Thesaurus
 National Sales Office Walter Davison
 Representative Paul H. Raymer Co.

Personnel

President Eleanor McClatchy
 Station Manager Keith Collins
 National Sales Manager (N. Y. C.) Walter Davison
 Manager Margaret Vogelsang
 Special Events Director Frank Arthur
 Musical Director Andy Patterson
 Chief Engineer Wm. N. Wallace
 War Program Director Gordon Roth

K I E V

GLENDALE—EST. 1932

Frequency: 870 Kc. Power: 250 Watts
 Owned-Operated By Cannon Broadcasting System, Ltd.
 Address 102 N. Glendale Ave.
 Phone Number Citrus 1-1133
 Transmitter Location 102 N. Glendale Ave.
 Time on the Air Daytime License

Personnel

President David H. Cannon
 General Manager L. W. Peters

another reason

Los Angeles retailers — the boys who check every advertising dollar at the cash register — used more quarter-hours on KECA in 1942 than the local NBC, Columbia and Mutual outlets combined!

And for general classification, too, KECA topped any of the other 3 for local quarter-hour sponsorship. Local advertisers expect results and they get results when they select KECA — the bargain buy of the Nation's 3rd Major Market!

owned and operated by
EARLE C. ANTHONY, INC.

KECA

OF LOS ANGELES

BLUE NETWORK AFFILIATE

FREE & PETERS, INC. — Sales Reps.

• • CALIFORNIA • •

K F O X

LONG BEACH—EST. 1924
GOLDEN WEST NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
Owned By Nichols & Warinner, Inc.
Operated By Hal G. Nichols
Address 220 E. Anaheim Street
Phone Number 672-81
Transmitter Location 220 E. Arnheim Street
Time on the Air Unlimited license
Transcription Service Standard Radio,
Langworth Transcription Service; C. P. MacGregor

Personnel

President Hal G. Nichols

K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Consolidated Broadcasting Corp.
Business Address 435 Pine Ave.
Phone Number Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles
Transmitter Location Atlantic & Olive, Compton
Time on the Air 7 a.m. to 11 p.m.
News Service AP
Transcription Service: World Broadcasting System, Standard Radio, Lang-Worth, McGregor
National Representative Howard H. Wilson Co.

Personnel

President-Gen'l Manager C. Merwyn Dobyns
Business Manager Thomas P. Hunter
Program Director Helene Smith
Manager, Los Angeles Studios Lee Wynne
Production Manager Lola Josephson
Chief Engineer Jay Tapp

K E C A

LOS ANGELES—EST. 1929
BLUE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By Earle C. Anthony, Inc.
Address 141 North Vermont Avenue
Phone Number FAirfax 2121
Transmitter Location 2951 S. Fairfax Ave.
Time on the Air 6:00 a.m. to 12 midnight:
8:00 a.m. to midnight, Sunday
News Service UP, AP
Transcription Service: Standard Radio, C. P. MacGregor, Lang-Worth
Representative Free & Peters, Inc.

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Commercial and Sales Manager...Clyde Scott
Program Manager.....John Edwards
Musical Director.....Claude Sweeten
Production Manager.....Don McNamara
Farm & Public Relations Director.C. D. Paterson
Publicity Director.....Matt Barr
Chief Engineers.....Curtis Mason,
H. L. Blatterman

K F A C

LOS ANGELES—EST. 1931

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcast-
ing Company, Incorporated
Address.....645 South Mariposa
Phone Number.....Flitroy 1231
Transmitter Location.....8591 West 18th,
Culver City
Time on the Air.....168 hours a week
News Service.....UP

Personnel

President-General Manager...Calvin J. Smith
Program-Musical Director.....Don Otis
Publicity Director.....Eileen Wheatley
Traffic Manager.....Lucile R. Blake
Chief Announcer.....Mark Breneman
Chief Engineer.....H. W. Anderson

K F I

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
News Service.....UP
Transcription Service: Standard Radio, C. P.
MacGregor, Lang-Worth
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Sales Manager.....Clyde Scott
Program Manager.....John I. Edwards
Production Manager.....Don McNamara
News Editor.....Jose Rodriguez
Farm & Public Relations
Director.....E. D. Pederson
Auditor.....Ernest Felix
Special Events Supervisor...Jimmy Vandiveer
Continuity Editor.....Volney Cunningham
Musical Director.....Claude Sweeten
Chief Engineers.....Curtis Mason,
H. L. Blatterman



K F S G

LOS ANGELES—EST. 1923

Frequency: 1150 Kc. Power: 2500 d.; 1000 n.
 Owned-Operated By: Echo Park Evangelistic
 Ass'n
 Address: 1100 Glendale Blvd.
 Phone Number: Exposition 1141
 Transmitter Location: 1100 Glendale Blvd.
 Time on the air: 7:45 p.m. to 12 midnight (ex-
 cept Fridays); Sundays, 10:30 a.m. to 12:30
 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12
 midnight

Personnel

President: Aimee Semple McPherson
 Station Manager: Rev. Jack Carmaine
 Musical Director: Esther Fricke Stuart
 Chief Engineer: Myron Kluge

K F V D

LOS ANGELES

Frequency: 1020 Kc. Power: 1000 Watts
 Owned-Operated By: Standard Broadcasting
 Company, Inc.
 Address: 338 South Western Avenue
 Phone Number: Drexel 2391
 Transmitter Location: 9300 Cattaraugus St.
 Time on the Air: 6 a.m. to midnight
 News Service: UP
 Transcription Service: Lang-Worth

Personnel

President-Station Manager: Franke Burke
 Commercial Manager: F. J. Smalley, Jr.
 Program Dir.-Chief Announcer: Howard Gray
 Publicity Director: Toni Reeder
 Chief Engineer: John A. Smithson

K F W B

LOS ANGELES—EST. 1925
 CALIFORNIA RADIO SYSTEM

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 midnight
 News Service: AP, UP, INS
 Representative: William G. Rambeau Co.

Personnel

President: L. J. Halper
 General Manager: Harry Maizlish

Sales Promotion Manager: William Ray
 Chief Announcer: Harry Hall
 Production Manager: Manning Ostroff
 Musical Director: Leon Leonardi
 Publicity Director: Leon Gutterman
 War Program Director: Sara Langman
 Chief Engineer: Harry Myers

K G F J

LOS ANGELES—EST. 1926

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By: Ben S. McGlashan
 Address: 1417 S. Figueroa St.
 Phone Number: Prospect 2434
 Transmitter Location: 1828 Oak St.
 Time on the Air: Unlimited license
 News Service: INS
 Transcription Service: Associated Music
 Publishers.

Personnel

Manager: Ben S. McGlashan
 Assistant Manager: H. Duke Hancock

K H J

LOS ANGELES—EST. 1923
 MBS—DON LEE

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Business Address: 5515 Melrose Ave.
 Phone Number: Hollywood 8111
 Transmitter Location: Venice Blvd. & La
 Cienega
 Time on the Air: 24 hours daily; 6:00 a.m.
 to midnight, Sunday
 News Service: AP, INS
 Transcription Service: World Broadcasting
 System
 Representative: John Blair & Co.

Personnel

President: Thomas Lee
 Vice-President and
 General Manager: Lewis Allen Weiss
 Assistant Manager: Willet H. Brown
 General Sales Manager: Sydney Gaynor
 Television Director: Harry Lubcke
 Program Director: Van C. Newkirk
 Commercial Manager: Bruce G. Eells
 Publicity Director: Fair Taylor
 Traffic Manager: Mary E. Ryan
 Musical Director: Leo Arnold
 Chief Engineer: Frank Kennedy

KEEP FIGHTING WITH BONDS

WARNER BROS., KFWB, LOS ANGELES

WARNER BROS.
980 Kilocycles

ALL THE NEWS!

KFWB

DEDICATED TO ALL-OUT WAR EFFORT AND VICTORY

The only independent station with the 3 complete World-wide News Services
ASSOCIATED PRESS * UNITED PRESS * INTERNATIONAL NEWS SERVICE

Foster and Kleiser

With a full showing of 175 billboards Warner Bros' KFWB tells the millions of prospective Southern California listeners it is the *only independent radio station in the West* with the **THREE** news services.
WILLIAM RAMBEAU (New York-Chicago) will tell you as a prospective Client other features that make Warner Bros' KFWB—Los Angeles—one of the outstanding Independent Radio Stations.

HARRY MAIZLISH, Gen. Mgr.

K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 1000 Watts
 Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....1000 Cahuenga Blvd.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....Radio News Reel, INS
 Transcription Service.....Lang-Worth; Standard
 Radio; BMI; ASCAP; SESAC
 Representative.....Burn-Smith Co.

Personnel

General Manager.....Kenneth O. Tinkham
 Production Manager.....Hal M. Ayres
 Public Relations Director.....Lyman M. Smith
 Traffic Manager.....Marion Page
 Recording Division.....Oran H. Nance, Jr.
 Musical Director.....Salvatore Santaella
 Chief Engineer.....Pete Wilson

K N X

LOS ANGELES—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts

You already know it

but we want to repeat it again. Maybe some of you have missed it in the past—


IN PROGRAMS . . . IN PERSONNEL
 IN CONSTRUCTION

KMTR is truly
*"America's Most Individual
 Radio Station"*

COVER 90% OF SOUTHERN
 CALIFORNIA'S POPULATION
 AT THE LOWEST COST

Get the KMTR Picture
 and
 Rate Card

1000 Cahuenga Blvd. Hillside 1161
 HOLLYWOOD CALIFORNIA
KMTR 570 K.C.
"TOP OF THE DIAL"



Owned-Operated By ..Columbia Broadcasting System, Inc.

Address.....6121 Sunset Blvd.
 Phone Number.....Hollywood 1212
 Transmitter Location.....Columbia Park, Torrance, Calif.

Time on the Air.....24 hours daily
 News Service.....AP; INS; UP
 Transcription Service.....Associated Library Service
 Representative.....Radio Sales

Personnel

General Manager....Donald W. Thornburgh
 Pacific Coast Sales Manager..Arthur J. Kemp
 Sales Manager (KNX).....Harry W. Witt
 Director of Network Sales.....A. J. Morton
 Assistant Manager, North California OfficeCharles S. Morin
 Sales Promotion Manager..George L. Moskovics
 Merchandising & Sales Service Manager.....Meredith R. Pratt
 Radio Sales Representative..Roger K. Huston
 Program Sales Director.....Russ Johnston
 Program Manager.....Hal Hudson
 Chief Engineer.....Lester H. Bowman
 Director of Public Relations.....Fox Case
 Publicity Director.....Andy Kelly
 Traffic Manager.....Allan N. Cormack
 Auditor.....Charles D. Ryder, Jr.
 Operations Manager.....Ben Paley
 CBS Western Musical Director...Lud Gluskin
 Musical Director (KNX).....Wilbur Hatch
 Continuity Chief.....Everett Tomlinson
 Production Manager.....Edith Todesca
 Sound Effects Chief.....Alfred Span
 Managing News Editor.....Clinton Jones
 Director of Education..Frances Farmer Wilder
 Production Supervisor.....Paul Pierce
 Stations Relations Manager...E. W. Buckalew
 Art Director.....William W. Tara

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc. Power: 2500 d.; 1,000 n.
 Owned-Operated By.....Radio Broadcasters, Incorporated

Operated By.....Frank P. Doherty
 Business Address...519 Title Insurance Bldg., 433 So. Spring Street

Phone Number.....Tucker 7111
 Studio Addresses...312 Spring Arcade Bldg.; 541 So. Spring St.
 Transmitter Location...1100 Glendale Blvd.
 Time on the Air.....Shares Time with KFSG
 News Service.....INS

Personnel

President.....Frank P. Doherty
 General Manager.....Ned Connor
 Chief Engineer.....Willis O. Freitag

K M Y C

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 State Theatre Building
 Phone Number..... 2080
 Transmitter Location..... Three miles north of
 Marysville on Laurelton Road
 Time on the Air..... 6:00 a.m. to 12 midnight
 Newspaper Affiliation.... Marysville Appeal-
 Democrat
 News Service AP
 Transcription Service..... Standard Radio
 Representative..... W. S. Grant Co.

Personnel

President Horace Thomas
 Station Manager..... Joe D. Carroll
 Sales Promotion Manager.... Rex McDonald
 Program Director..... Jayn Russell
 Chief Engineer..... B. B. Ballard
 Musical Director..... Lois Carroll

K Y O S

MERCED—EST. 1936
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Merced Broadcasting
 Company

Business Address..... P. O. Box 662
 Phone Numbers..... 1430; 1431
 Studio Address..... "G" Street Grade
 Transmitter Location..... "G" Street Grade
 Time on the Air..... 6:00 a.m. to 11:00 p.m.
 News Service UP
 Transcription Service..... Standard Radio,
 McGregor
 National Sales Office..... 580 Market St.,
 San Francisco
 Representative W. S. Grant

Personnel

General Director..... Hugh McClung
 Station Manager..... Mel Marshall
 Commercial Manager..... Karl Kruger
 Program Director..... Jo Ann Evans
 Chief Announcer..... Malchor Beavens
 Chief Engineer..... John E. Boren

K T R B

MODESTO—EST. 1934

Frequency: 860 Kc. Power: 1000 Watts
 Owned-Operated By... KTRB Broadcasting Co.

Business Address..... P. O. Box 593
 Phone Number..... 774
 Studio Address..... Norwegian Ave.
 Transmitter Location..... Norwegian Ave.
 News Service UP
 Transcription Service..... BMI; Lang-Worth;
 Sons of the Pioneers

Personnel

President-Station Manager.. Wm. H. Bates, Jr.
 Commercial Manager..... Doug McCreary
 Program Director Cecil Lynch
 Chief Engineer..... Wayne Berthold

K D O N

MONTEREY—EST. 1935
DON LEE—MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Monterey Peninsula
 Broadcasting Co.

Business Address..... 275 Pearl St.
 Phone Number..... Monterey 8501
 Studio Addresses .. 275 Pearl St.; 137 Mon-
 terey St., Salinas
 Transmitter Location Municipal Wharf
 Time on the Air..... 6:30 a.m. to 10.00 p.m.
 Newspaper Affiliation... Monterey Peninsula
 Herald; Salinas, Californian
 News Service UP
 Transcription Service..... NBC Thesaurus

Personnel

President Paul H. Caswell
 Station Manager..... Howard V. Walters
 Sales Promotion Manager.... Bernard Cooney
 Program Director..... Howard Walters
 Chief Engineer..... Edward C. Duity

K L S

OAKLAND—EST. 1921

Frequency: 1310 Kc. Power: 1000 Watts
 Owned By S. W. & E. N. Warner
 Operated by Warner Brothers
 Address 327-21st Street
 Phone Number Higate 1212
 Transmitter Location..... 327-21st Street
 Time on the Air..... 7:00 a.m. to 1:00 a.m.
 News Service INS

Personnel

Station Manager S. W. Warner
 Commercial Manager..... F. W. Morse
 Program Director C. de Costa
 Publicity Director..... Roger Roberts
 Chief Engineer..... Howard Faulkner

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Tribune Building Co.
 Address Tribune Tower, 13th & Frank-
 lin Streets
 Phone Number Templebar 6000
 Transmitter Location Tribune Tower
 Time on the Air: 7:00 a.m. to 2:30 a.m.; 9:00
 a.m. to 1:00 a.m., Sunday
 Newspaper Affiliation Oakland Tribune
 News Service AP
 Transcription Service World Broadcasting
 System
 Representative Joseph Hershey McGillvra

Personnel

President-Owner J. R. Knowland, Jr.
 Station Manager Alfred Fried
 Sales Promotion Manager Carl Cronin
 Program Director Charles Lloyd
 Production Manager Edna Mae Gagnier
 Publicity Director Earle Caldwell
 Artists Bureau Virginia May
 Musical Director Frances Schulman
 Chief Engineer Ros Smith
 War Program Director Lois Helmar

K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts
 Owned-Operated By Educational Broad-
 casting Corporation
 Business Address Radio Center Building,
 464 - 19th Street
 Phone Number GLencourt 8774
 Studio Addresses Radio Center Building
 Bellevue Hotel, San Francisco; Newsreel
 Theatre, Oakland, Calif.
 Transmitter Location 1522 - 8th Avenue
 Time on the Air 125½ hours weekly
 News Service INS
 Transcription Service Standard Radio;
 Langworth
 Representative Free & Peters, Inc.

Personnel

President W. I. Dumm
 Vice-President-General
 Manager Philip G. Lasky
 Commercial Manager A. V. Bamford
 Program Director Wallace Elliott
 Production Manager Scott Weakley
 Publicity Director Mercedes Prosser
 Chief Announcer Hal Parkes
 Chief Engineer C. E. Downey

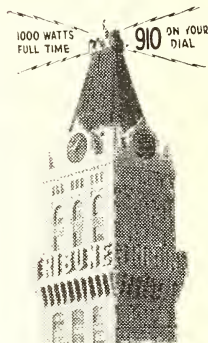
KLX THE TRIBUNE STATION *in Metropolitan Oakland*

Features: Associated Press News and
 World Broadcasting System
 exclusive in Oakland

1ST in a comprehensive 60-city analysis,
 Oakland was rated as the top-ranking
 test market on the Pacific Coast (3rd
 in the United States) KLX serves
 Metropolitan Oakland with its 25%
 increase in population since 1941.

85% increase in KLX business within 3
 months. Agencies are following the
 trend by switching to KLX with its
 lower cost per listener.

General Manager ADRIEL FRIED
 National Representative JOSEPH HERSHEY MCGILLVRA



19th, 20th, 21st Floors
 Tribune Tower
 Oakland, California
 •
 San Francisco Office
 307 Monadnock Bldg.

KLX centers the dial at 910

K P A S

PASADENA—EST. 1941

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By: Pacific Coast Broadcast-
 ing Co.
 Business Address . . . 1401 South Oak Knoll Rd.
 Phone Number . . . RYan 1-6991; SYcamore 6-9281
 Studio Addresses: Huntington Hotel; Music
 City, Sunset & Vine Sts., Hollywood
 Transmitter Location: Lexington & Gallatin Rd.,
 El Monte, Calif.
 Time on the Air 6:00 a.m. to 12 midnight
 News Service INS
 Transcription Service: C. P. MacGregor; Lang-
 Worth; Associated Music Publishers
 Representative: Joseph Hershey McGillvra, Inc.

Personnel

General Manager J. Frank Burke
 Station Manager Loyal K. King
 Commercial-Sales Promotion
 Manager John L. Akerman
 Program Director C. H. Leinhaas
 Publicity Director Joan Schafer
 Chief Announcer Howard Bell
 Musical Director J. Newton Yates
 Chief Engineer John A. Smithson

K P P C

PASADENA—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Pasadena Presbyterian
 Church
 Address 585 East Colorado St.
 Phone Number Sycamore 3-2193
 Transmitter Location . . . 585 East Colorado St.
 Time on the air: Sundays, 9 a.m. to 1 p.m. and
 6:45 p.m. to 9 p.m.; Wednesdays, 7 p.m. to
 9:30 p.m.

Personnel

President C. Franklin Ward
 Chief Announcer Vincent Parsons
 Program-Musical Director Leon Hall
 Chief Engineer N. V. Parsons
 (Non-Commercial Station)

K W K W

PASADENA—EST. 1941

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By Southern California
 Broadcasting Co.
 Address 425 East Green St.
 Transmitter Location San Gabriel

*There is only one
 Oakland Station*

at the

TOP

in

OAKLAND

Tops in Features
 Tops in Showmanship
 Tops in Audience

★

KROW

OAKLAND, CALIFORNIA

Studios in San Francisco and Oakland
 National Representatives: FREE & PETERS, INC.

TELESCRIPTS

... A PA INNOVATION

*are complete scripts cued for
 music or sound effects, and*

moved on the special

Radio Wire.



WIDELY SPONSORED FROM
 COAST TO COAST

Time on the Air.....6:00 a.m. to sunset
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-Treasurer.....Marshal S. Neal
 Commercial Manager.....R. L. Rust
 Program-Production Director.....Dwight A. Hauser
 Chief Announcer.....George Barclay
 Chief Engineer.....Paul Spargo

KVCV

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Golden Empire Broad-
 casting Co.

Business Address.....P. O. Box 559
 Phone Number.....1646, 1647
 Studio Address.....Highway No. 99
 Transmitter Location.....Highway No. 99
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio;
 C. P. MacGregor

Representative.....Will Grant

Personnel

President.....Hugh McClung
 Station Manager.....Ralph R. Bryan

KPRO

RIVERSIDE—EST. 1941

COLUMBIA BROADCASTING SYSTEM

GOLDEN WEST NETWORK

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Corpora-
 tion of America

Business Address: 3401 Russell St., American
 National Bank Bldg., San Bernardino
 Phone Number: Riverside 6290, San Bernar-
 dino 5157

Studio Address: 3401 Russell St., American
 National Bank Bldg., San Bernardino
 Transmitter Location:.....3401 Russell St.
 Time on the Air.....7:00 a.m. to 10:00 p.m.
 News Service.....INS
 Transcription Service: World Broadcasting Sys-
 tem; Associated Music Publishers
 Representative.....Joseph Hershey McGillvra

Personnel

President-General Manager.....W. L. Gleeson
 Station Manager.....Howard Ray
 Commercial Manager.....H. A. Polite
 Program Director.....Grant Holcomb, Jr.
 Chief Engineer.....R. H. McGaughey

KFBK

SACRAMENTO—EST. 1922

BLUE NETWORK

GOLDEN WEST NETWORK

Frequency: 1530 Kc.....Power: 10,000 Watts

Owned-Operated By: McClatchy Broadcasting
 Co.

Business Address.....708 Eye St.
 Phone Number.....2-5011
 Transmitter Location.....Yola County
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Sacramento Bee
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager.....Leo O. Ricketts
 Merchandising Manager.....R. L. McDowell
 Program Director.....Rex Rowen
 Sales Manager.....Robt. L. Stoddard
 Musical Director.....Emil Martin
 Chief Engineer.....Stam Sronce

KROY

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned By.....Royal Miller, Marion Miller,
 L. H. Penney, Gladys W. Penney, and Will
 Thompson

Operated By.....Royal Miller Radio
 Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location.....65th St. at 14th Ave.
 Time on the Air.....6:30 a.m. to 12:00 a.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra

Personnel

President-Owner.....Royal Miller
 Station Manager.....Will Thompson, Jr.
 Sales Manager.....D. E. Lundy
 Sales Promotion Manager.....Rose Marie Douglass
 Program Director.....Garland Schuler
 Production Manager.....Gene Killam
 Auditor.....Annette Matter
 Woman's Program Director.....Martha Morton
 Musical Director.....Evangeline Baker
 Chief Engineer.....Howard Martineau

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.....California Hotel
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the Air: 5 a.m. to 11:00 p.m., except
 Wednesday and Sunday; Wednesdays, 5
 a.m. to 7 p.m. and 9:30 p.m. to 11:00 p.m.;
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to
 11:00 p.m.

News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....John Blair & Co.

Personnel

PartnersJ. C. & E. W. Lee
 Commercial Manager.....Maury A. Vroman
 Program Director.....Howard Baichly
 Publicity-Sales Promotion
 Manager.....M. Austin King
 Chief Announcer.....Paul Lynde
 Chief Engineer.....Richard T. Sampson

K F M B

SAN DIEGO—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Gross
 Address.....1375 Pacific Blvd.
 Phone Number.....Main 2114
 Transmitter Location.....Spreckles B'dg.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 C. P. MacGregor
 Representative.....Howard H. Wilson Co.

Personnel

Owner.....Jack Gross
 Station Manager.....Homer Griffith
 Commercial Manager.....Joe Allabough
 Program Director.....Joe S. Walters
 War Program Director.....Claire Louise Miller
 Chief Engineer.....Leslie G. Hewitt

K F S D

SAN DIEGO—EST. 1926

BLUE NETWORK

GOLDEN WEST NETWORK

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Airfan Radio
 Corporation, Ltd.
 Address.....U. S. Grant Hotel,
 326 Broadway
 Phone Number.....Franklin 6353
 Transmitter Location.....326 Broadway
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor
 Representative.....Paul H. Raymer Co.

Personnel

President-Station Manager..Thomas E. Sharp
 Commercial-Sales Promotion
 Manager.....John Babcock
 Program Director.....Leah McMahon

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System

Address.....1012 First Ave.
 Phone Number.....Franklin 6151
 Transmitter Location.....1012 First Ave.
 Time on the air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service.....AP, INS, UP
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

Genl. Mgr.....Lewis Allen Weiss
 Station Manager.....S. W. Fuller
 Commercial-Sales Promotion
 Manager.....William A. Evans
 Production Manager.....David Titus
 Program Director.....James Dillon
 Chief Announcer.....Norman Harrington
 Publicity Director.....Tom Swafford
 Musical Director.....George Bacon
 Chief Engineer.....Verne Milton

K F R C

SAN FRANCISCO—EST. 1924

**MUTUAL—DON LEE BROADCASTING
 SYSTEMS**

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Address.....1000 Van Ness Avenue
 Phone Number.....Prospect 0100
 Transmitter Location.....1000 Van Ness Ave.
 Time on the air: 6 a.m. to midnight; Sundays,
 7 a.m. to midnight
 News Service.....AP, INS
 Transcription Service: World Broadcasting
 System

Representative.....John Blair & Co.

Personnel

Vice-Pres. & General Mgr..Lewis Allen Weiss
 Commercial Manager.....Dan Donnelly
 Program-Production Manger.....Mel Venter
 Sales Promotion Manager.....Boyd Rippey
 Chief Announcer.....Bob Bence
 Publicity Director.....Pat Kelly
 Musical Director.....Cy Trobbe
 Chief Engineer.....Jim McArdle

K G O

SAN FRANCISCO—EST. 1924

BLUE NETWORK

Frequency: 810 Kc.....Power 7500 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....Taylor & O'Farrell Streets
 Phone Number.....Graystone 6565
 Transmitter Location.....Oakland
 Time on the Air: 24 hours daily; 6 a.m. to
 midnight, Tuesdays
 News Service.....AP, INS, UP, Transradio
 National Sales Office.....Blue Network

Personnel

President.....Mark Woods
 Sales Manager.....Ray Rhodes
 Promotion-Publicity Manager.....J. G. Paltridge
 Press Manager.....Robert H. Wesson
 Program Director.....Robert Dwan
 Production Manager.....Larry Robertson
 Chief Announcer.....Berton Bennett
 Station Engineer.....T. B. Palmer

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
 Owned & Operated By.....Julius Brunton
 & Sons Co.
 Operated By.....Ralph R. Brunton
 Address.....1470 Pine Street
 Phone Number.....Ordway 4148
 Transmitter Location.....1470 Pine Street
 Time on the Air: Sunday through Friday,
 10 p.m. until local sunset; Saturday, 11:30
 p.m. until local sunset
 News Service.....INS; UP
 Transcription Service.....Standard
 Representative.....William G. Rambeau Co.,
 Homer Owen Griffith

Personnel

Secretary-Treasurer.....Sherwood P. Brunton
 Manager.....E. P. Franklin
 Program Director.....H. H. Wickersham

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Broadcasting
 Company
 Address.....Taylor & O'Farrell Streets
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air: 24 hours daily except Sunday,
 midnight to 6:00 a.m. Monday
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Davis & Schwegler

Personnel

General Manager.....John W. Elwood
 Sales Manager.....Alfred Crapsey
 Program Director.....Ray Buffam
 Assistant Program Manager.....Floyd Farr
 Director of News and Special events
 Don F. Martin
 Director of Public Service.....Leonard Gross
 Auditor.....A. G. Diederichs
 Publicity Director.....Louise Landis
 Continuity Director.....Byron Mills
 Traffic Manager.....Fay Pattee Smith
 Chief Announcer.....Floyd Farr
 Network Sales.....Ray Baker, Earl Mitchell
 Spot Sales.....T. M. Ray, Jr.
 Sales Promotion Manager.....S. H. Schaffer

Director of Agriculture.....Henry Schacht
 Radio Recording.....Janet Sligh
 Station Engineer.....George Greaves

K S A N

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Golden Gate Broad-
 casting Corp.
 Address.....1355 Market St.,
 Merchandise Mart Bldg.
 Phone Number.....Market 8171
 Transmitter Location.....1357 Market St.
 Time on the Air.....6:30 a.m. to 1:15 a.m.
 News Service.....UP

Personnel

President.....S. H. Patterson
 Station Manager.....Jerry Akers
 Program Director.....George Taylor
 Production Manager.....Ted Lenz
 Musical Director.....Ruth Franklin
 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.....Islais Creek
 Time on the Air.....Unlimited License
 News Service.....INS, UP
 Transcription Service.....Lang-Worth,
 MacGregor, AMP
 Representative.....Weed & Company

Personnel

President.....W. I. Dunn
 Acting General Manager.....Edward T. Jansen
 Commercial Manager.....Morton Sidley
 Program Director.....Harlan Dunning
 Publicity Director.....Austin Fenger
 Chief Engineer.....R. V. Howard

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 12 midnight;
 Sunday, 7:30 a.m. to 12 midnight
 News Service.....INS; AP
 Transcription Service.....Associated Music Pub-
 lishers
 Representative.....Spot Sales, Inc.

Personnel

President.....Wilfrid L. Davis
 Sales Manager.....Don Feddersen
 Program Director.....Janet Franke
 Chief Announcer.....Vernon Wilson
 Musical Director.....John McSwain
 Chief Engineer.....Paul C. Schulz

K Q W

SAN JOSE—EST. 1912

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.....140 Jessie St.
 San Jose; Palace Hotel, San Francisco

Transmitter Location.....Alviso, California

Time on the Air.....6:00 a.m. to 12 midnight

News Service.....INS; UP

Transcription Service.....Standard Radio;
 C. P. MacGregor; Associated Music Pub-
 lishers

Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
 General Manager.....C. L. McCarthy
 Publicity & Sales Promotion Mgr. Anne Director
 Production Manager.....Ken Craig
 Chief Announcer.....Fred Ruegg
 Musical Director.....Ernest Gill
 Chief Engineer.....W. C. Gilman

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned & Operated By...Christina M. Jacobson
 trading as Valley Electric Co.

Business Address.....851 Higuera Street
 Phone Number...San Luis Obispo 1100-1101

Studio Address.....Mt. View & Hill Streets

Transmitter Location...Roosevelt Highway—
 1½ miles north of San Luis Obispo

Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service.....AP

Transcription Service.....Standard Radio

Representative.....John Blair & Company

Personnel

Owner.....Christina M. Jacobson
 Manager.....Les Hacker
 Sales Promotion Manager...Joe Shuttleworth
 Program Director.....Al Carmona
 Chief Announcer.....William Reilly
 Chief Engineer.....Earl 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.....307 North Broadway
 Phone Number.....4901-R

Studio Address.....2825 West 5th St.

Transmitter Location.....2825 West 5th St.

Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

Transcription Service.....C. P. MacGregor

Representative.....John Blair & Co.

Personnel

President and General Manager,
 Ernest L. Spencer

Program Director-Chief
 Engineer.....Wallace S. Wiggins

K D B

SANTA BARBARA—EST. 1924

MUTUAL—DON LEE BROADCASTING

SYSTEMS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By

Don Lee Broadcasting System

Address.....17 East Haley
 Phone Number.....Santa Barbara 4131

Transmitter Location.....17 East Haley

Time on the Air: 6:45 a.m. to 11:00 p.m.;
 Saturday 6:45 a.m. to 12:00 p.m.; Sunday
 8:00 a.m. to 12:15 a.m.

Transcription Service...World Broadcasting
 System

RepresentativeJohn Blair & Co.

Personnel

President.....Thomas S. Lee
 Station Manager.....Fin Hollinger

Sales Promotion-Publicity
 Manager.....Barbara Ann Hitchcock

Program Director.....Peggy Lou Walsh

Production Manager.....Russ Ireland

Chief Engineer.....William C. Buckley

K T M S

SANTA BARBARA—EST. 1937

BLUE NETWORK

GOLDEN WEST NETWORK

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: 7:00 a.m. to 11:00 p.m. daily;
 Sunday 8:00 a.m. to 11:00 p.m.

Newspaper Affiliation.....Santa Barbara
 News-Press

News Service.....AP; INS
 Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
 Station Manager.....Louis F. Kroeck
 Program Director.....Ken Peters
 Publicity Director.....Jack McClaren
 Chief Announcer.....Frank Weltmer
 Chief Engineer.....Winfred Wileman

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc.Power: 1000 Watts
 Owned By.....Ruth W. Finley
 Operated By.....Wilt Gunzendorfer
 Business Address.....457 Mendocino Ave.
 Phone Number110
 Studio Addresses.....457 Mendocino Ave.,
 Casa de Vallejo Hotel, Vallejo
 Transmitter Location Fresno and Vallejo Aves.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 9 a.m. to 10 p.m.

News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System; Standard

Personnel

President.....E. L. Finley Estate
 Manager.....Wilt Gunzendorfer
 Sales Promotion Manager.....Eddie Handley
 Vallejo Studio Manager.....Bert Johnson
 Publicity-Production Manager.....Karl Barron
 Chief Engineer.....Howard McCauley

K G D M

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.Power: 5000 Watts
 Owned-Operated By.....E. F. Peffer
 Address.....42 S. California
 Phone Number4-4551
 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

Personnel

OwnerE. F. Peffer
 Manager.....E. Smith
 Program Director.....Donald J. Ralph
 Chief Engineer.....Fred Eilers

K W G

STOCKTON—EST. 1921

BLUE NETWORK—NBC

GOLDEN WEST BROADCASTING SYSTEM

Frequency: 1230 Kc.Power: 100 Watts
 Owned-Operated By.....McClatchy Broad-
 casting Co.

AddressHotel Wolf
 Phone Number.....2-5011
 Transmitter LocationWeber & E Sts.
 Time on the Air6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Standard Radio
 RepresentativePaul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station & Sales Manager.....George Ross
 Sales Promotion Manager.....Jay Spracher
 Program Director.....Bill Straub
 Chief Engineer.....Lee Berryhill

K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc.Power: 5000 Watts
 Owned-Operated By..Tulare-Kings Counties
 Radio Associates
 Business Address.....Post Office Box 511
 Phone Number575
 Studio Addresses.....1¾ miles southwest of
 Visalia; Hotel Fresno, Fresno
 Transmitter Location...1¾ miles southwest
 of Visalia, California

Time on the Air.....5:30 a.m. to 11:00 p.m.
 News ServiceAP
 Transcription Service....World Broadcasting
 System; C. P. MacGregor
 Representative.....Spot Sales, Inc.

Personnel

General Manager.....Chas. A. Whitmore
 Station Manager.....Chas. P. Scott
 Sales Manager.....Stanley P. Simpson
 Program-Production Director.....Gerry Erwin
 Chief Engineer.....Bert Williamson

K H U B

WATSONVILLE—EST. 1937

Frequency: 1340 Kc.Power: 250 Watts
 Owned By.....Luther E. Gibson
 Operated By.....E. H. Calder
 Business Address.....P. O. Box 349
 Phone Number1700-1
 Studio Addresses: 2 miles North of Watson-
 ville; 225½ Monterey St., Salinas
 Transmitter Location: 2 miles North of Wat-
 sonville

Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service ...World Broadcasting
 System; BMI
 Representatives: Forjoe & Co., Walter Biddick
 Co. (West Coast)

Personnel

President.....Luther E. Gibson
 Manager-Chief Engineer.....E. H. Calder
 Commercial Manager.....N. Pratt Smith
 Program-Musical Director.....Yvonne Dale

COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By E. L. Allen
 Address Alamosa
 Phone Number 26
 Transmitter Location East Alamosa
 Time on the Air Shares time

Personnel

Owner E. L. Allen

KVOR

COLORADO SPRINGS—EST. 1922
 CBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Out West Broad-
 casting Company
 Address Antlers Hotel
 Phone Number Main 278
 Transmitter Location Platte Avenue
 (east of city limits)

Time on the Air: 6:30 a.m. to 11:30 p.m.;
 Saturdays, 6:30 a.m. to 12 midnight
 News Service AP
 Transcription Service NBC Thesaurus
 Representative The Katz Agency

Personnel

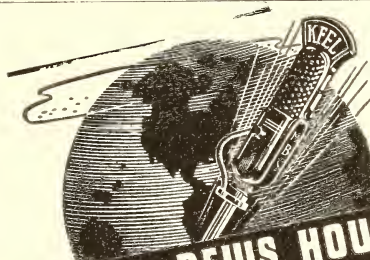
President E. K. Gaylord
 Station Manager Dudley Tichenor
 Program Director Zelle Wade
 Chief Engineer H. C. Strang

KFEL

DENVER—EST. 1922
 MUTUAL

MOUNTAIN AND PLAIN NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Eugene P. O'Fallon,
 Inc.
 Address Albany Hotel
 Phone Number KEystone 0178
 Transmitter Location 5350 West 20th Ave.
 Time on the Ai 6 a.m. to 12 midnight
 News Service AP; Chicago Daily
 News Foreign Service: Transradio



KFEL NEWS HOUR
9:30-10:30 Nightly
MOST VITAL
HOUR IN RADIO ☆

KFEL DENVER
5000 WATTS
MUTUAL NETWORK
 GENE O'FALLON
 Manager
 REPRESENTED BY BLAIR

60 FULL MINUTES
 BRIMMING WITH THE WORLD'S
 LATEST NEWS BY THE KFEL
 STAFF, THE MUTUAL NETWORK,
 TRANSRADIO, ASSOCIATED PRESS
 AND EXCLUSIVE DISPATCHES
 OF THE FAMOUS WAR CORRES-
 PONDENTS OF THE CHICAGO
 DAILY NEWS FOREIGN SERVICE.

Transcription Service . . . World Broadcasting System; Standard Radio; Lang-Worth.
 Representative John Blair & Co.

Personnel

President Gene O'Fallon
 Station Manager Frank Bishop
 Commercial Manager Holly Moyer
 Promotion Manager Louis Alterman
 Program Director-Production Manager Cecil Seavey
 Chief Announcer Walter Seldon
 Publicity Director C. R. Anderson
 Musical Director Stanley Koch
 Auditor C. M. Switzer
 Chief Engineer Walter Selden

K I Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By KLZ Broadcasting Company, Inc.

Address Shirley Savoy Hotel
 Phone Number Main 4271
 Transmitter Location South Franklin at Hampden, Englewood, Colo.

Time on the Air: 6:00 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12 midnight

News Service INS
 Transcription Service Associated Music Publishers, C. P. MacGregor

Representative The Katz Agency

Personnel

President E. K. Gaylord
 Station Manager Hugh B. Terry
 Commercial Manager Fred C. Mueller
 Promotion-Publicity Manager Roger Rambeaux
 Program Director Donald B. McCraig
 Production Manager Austin L. Williams
 Musical Director Les Weelens
 Chief Engineer Harvey Wehrman

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By F. W. Meyer

Address 1626 Stout Street
 Phone Number Main 4161
 Transmitter Location 1626 Stout Street

Time on the Air 17 hours per day
 News Service UP
 Transcription Service Standard Radio

Representative William G. Rambeau Co.

Personnel

President-Station Manager F. W. Meyer
 Sales Promotion Manager A. G. Meyer
 Program Director Patricia Burns Kidder
 Chief Announcer Vernon Hiner
 News Editor Ben Bezoff
 Musical Director Clarence Hoglund
 Chief Engineer Glen James

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. Power: 50,000 Watts
 Owned-Operated By National Broadcasting Company

Address 1625 California Street
 Phone Number Main 6211
 Transmitter Location Aurora, Colorado
 Time on the Air: 5:30 a.m. to 12 midnight; Sundays 7 a.m. to 12 midnight

News Service AP; INS; UP
 Transcription Service NBC Thesaurus
 Representative National Broadcasting Co.

Personnel

President, National Broadcasting Co. Niles Trammell
 Station Manager James R. MacPherson
 Program Director Clarence C. Moore
 Production Manager T. Ellsworth Stepp
 Chief Announcer Gilbert Verba
 Musical Director Milton Shrednik
 Chief Engineer Robert H. Owen

K P O F

DENVER—EST. 1928

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Pillar of Fire

Address 1845 Champa Street
 Phone Number Tabor 3733
 Transmitter Location Belleview Junior College, Westminster, Colo.

Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30 p.m. and 6:30 to 8:30 p.m., Tuesdays, Thursdays and Saturdays; 7:15 to 9 a.m., 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mondays, Wednesdays and Fridays; Sundays, 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to 4 p.m. and 6 to 8:45 p.m.

Personnel

President Bishop Alma White
 Station Managers Dr. A. K. White and Dr. Ray B. White
 Program Director Kathleen M. White
 Musical Director Ruth Staats
 Chief Engineer Paul H. Schissler (Non-Commercial Station)

K V O D

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Colorado Radio Corp.

Address Midland Savings Bldg.
 Phone Number Tabor 2291
 Transmitter Location North of Denver

Time on the Air Unlimited license

• • • COLORADO • • •

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 Hecke Program Director.....V. W. Corbett Publicity Director.....B. H. Stanton Chief Announcer.....Donald B. Vest Auditor.....J. N. Hile Assistant Program Director...Margaret Mellor Secretary.....Bertha Runkle

K I U P

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.Power: 250 Watts Owned-Operated By..San Juan Broadcasting Co.

Address2800 Main Ave. Phone Number.....117 Transmitter Location.....2800 Main Ave. Time on the Air.....8 a.m. to 8 p.m. News Service.....Transradio Transcription Service..Keystone Broadcasting System

Personnel

Station Manager.....Raymond M. Beckner

K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 920 Kc..Power: 1000 d.; 500 n. Owned-Operated By ..Western Slope Broadcasting Co.

AddressLa Court Hotel Phone Number..Grand Junction 126 and 142 Transmitter Location.....Hillcrest Manor Time on the Air: 7 a.m. to midnight; Sundays, 8:15 a.m. to 12 midnight

News ServiceUP Transcription Service....World Broadcasting System

RepresentativeWalker Company

Personnel

President-Sales Promotion Manager.....Rex Howell Program-Publicity Director.....Mildred Fuller Auditor.....Chas. Howell Chief Announcer.....Jack Lund Chief Engineer.....Eph Towne

K F K A

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts Owned-Operated By.....Mid-Western Radio Corporation

Address.....620 - 8th Ave. Phone Number.....Greeley 450-451 Transmitter Location.....Hoover Park, Highway 85 North of Greeley

Time on the Air...Approximately 90 hours weekly

News ServiceUP RepresentativeThe Walker Company

Personnel

President-Station Manager.....Francis Price Program Director ..Dorothy Baldwin MacClary Chief Engineer.....Kenneth Cooper

K O K O

LA JUNTA—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts Owned-Operated By...The Southwest Broadcasting Company

Business Address.....La Junta Studio Address.....U. S. Highway No. 50 Transmitter Location... U. S. Highway No. 50 Time on the Air.....Unlimited license Transcription Service.....Standard Radio

Personnel

Station ManagerLeonard E. Wilson

K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.....Power: 500 Watts Owned-Operated By.....Curtis P. Ritchie AddressPueblo Savings & Trust Co. Building

Phone Number3877 Transmitter Location...U. S. Highway No. 87 Time on the AirUnlimited license Transcription ServiceWorld Broadcasting System

RepresentativeHoward H. Wilson Co.

Personnel

OwnerCurtis P. Ritchie Station ManagerJ. H. McGill Commercial ManagerMaxson I. Bevens Program DirectorFred Amos

K G E K

STERLING—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts Owned-Operated By.....Elmer G. Beehler AddressFleming Road Phone Number679 Transmitter LocationSterling

Time on the AirShares time

Personnel

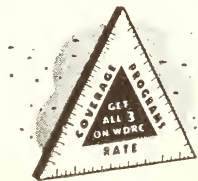
OwnerElmer G. Beehler

IN HARTFORD, IT'S WDRC



ONE LOW RATE FOR ALL ADVERTISERS

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy . . . one low rate to everybody . . . a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area . . . and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you . . . and do it at a lower cost. Basic CBS for Connecticut.



WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W I C C

BRIDGEPORT—EST. 1926
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
Owned-Operated by ... The Yankee Network, Inc.
Address 1241 Main St.
Phone Number 6-1121
Transmitter Location Pleasure Beach, Bridgeport
Time on the Air: 6 a.m. to 2 a.m.; Sunday, 8 a.m. to 2 a.m.
News Service Yankee Network
Transcription Service ... Associated Music Publishers; Standard Radio
Representative ... Edward Petry & Co., Inc.

Personnel

Chairman of Board-General
Manager John Shepard 3rd
President William O'Neil
Executive Vice-President Linus Travers
Vice-President Robert T. Bartley
Station Manager Joseph Lopez
Sales Manager Norman Whittaker
Sales Promotion Manager James S. Powers
Merchandising Manager F. C. McVarish
Publicity Director and
Program Director Florence Ballou
Musical Director Frank Foti
Chief Engineer George Keich

W N A B

BRIDGEPORT—EST. 1941
BLUE NETWORK

CONNECTICUT BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Harold Thomas
Address 991 Broad Street
Phone Number 3-3112
Transmitter Location Locomobile Point—(Inner Harbor)
Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service AP
Transcription Service Langworth
Representative William G. Rambeau Co.

Personnel

Owner Harold Thomas
Station Manager Levon Thomas
Commercial-Sales Promotion
Manager Ken Thomas
Program Director Jean O'Shea
Production-Publicity Director Ken Thomas
Chief Engineer Vinnie De Laurentis

W D R C

HARTFORD—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By WDRC, Inc.
Address 750 Main St.
Phone Number 7-1188-9
Transmitter Location Blue Hills Ave., Bloomfield, Conn.
Time on the Air: 7 a.m. (unlimited license)
News Service UP
Transcription Service Associated
Representative Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station
Manager Franklin M. Doolittle
Commercial and Advertising
Manager Wm. F. Malo
Program Director Walter B. Haase
Publicity Director Jack Zaiman
Chief Announcer Harvey Olson
Musical-Educational Director,
Sterling V. Couch
Public Service Counselor Rev. Charles Graves
Chief Engineer Italo Martino

W N B C

HARTFORD—EST. 1935
BLUE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By State Broadcasting Corporation
Address 54 Pratt St. (Hartford)
Phone Number Hartford 7-9131
Transmitter Location Newington, Conn.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service UP
Transcription Service Lang-Worth; Standard Radio
Representative Headley-Reed Company

Personnel

President Patrick J. Goode
General Manager Richard W. Davis
Program Director Ralph Kanna
Commercial Manager Laurence C. Edwardson
Continuity Director Almina Kodis
Musical Director Maurice Sechtman
Chief Engineer Rogers B. Holt

MEMORANDUM FROM...
Radio Department
XYZ AGENCY

TO... EXECUTIVE STAFF

Just a reminder not to forget Radio Station WTIC when making up your 1943 appropriations.

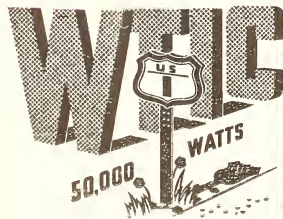
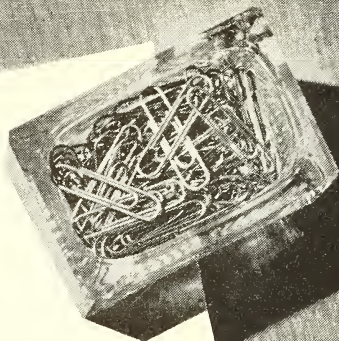
WTIC is a "best bet" for the following reasons:

1. People within WTIC coverage area have highest per family purchasing power of any section in the country.

2. Radio ownership here is far above the national average.

3. WTIC (being a basic station of NBC and the New England Regional networks), broadcasts some pretty swell programs. These programs encourage a greater listening audience for your sales message.

To our way of thinking
"There's Not Another Like it!"



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

*Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood*

W T H T

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK—COLONIAL NETWORK

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By... Hartford Times, Inc.

Address 983 Main St.

Phone Number 2-0237

Transmitter Location..... 983 Main St.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 12 midnight

Newspaper Affiliation..... Hartford Times

News Service..... AP

Transcription Service..... Lang-Worth

Representative..... J. P. McKinney & Son

Personnel

President Francis S. Murphy

Station Manager..... C. Grover DeLaney

Sales Manager..... L. H. Martineau

Program Director..... Frederick E. Bieber

Production Manager..... Edward Brainerd

Publicity Director..... Sereno B. Gammell

Chief Engineer..... A. H. Carr

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: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service AP; INS; Transradio

Transcription Service ... World Broadcasting
System; Lang-Worth Feature Programs;

BMI Bonus Transcriptions

Representative Weed & Company

Personnel

Station Manager..... P. W. Morency

Sales Manager Walter Johnson

Sales Promotion Manager..... J. F. Clancy

Production Manager..... Paul Lucas

Chief Announcer..... Bernard Mullins

News Editor..... Tom Eaton

Transcription Librarian..... Larry Kenfield

Music Librarian..... John F. DeLisa

Musical Director..... Moshe Paranov

Plant Manager..... H. D. Taylor

W E L I

NEW HAVEN—EST. 1935

**BLUE NETWORK—ATLANTIC COAST NET-
WORK—CONNECTICUT BROADCASTING**

SYSTEM

Frequency: 960 Kc. Power: 1,000 d.; 500 n.

Owned-Operated By..... City Broadcasting
Corporation

Address 221 Orange Street

Phone Number..... 8-1133

Transmitter Location..... Hamden, Conn.

Time on the Air: 7 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service..... UP

Transcription Service..... World Broadcasting
System Library

Personnel

President Patrick J. Goode

Manager James T. Milne

Program Director-Chief

Announcer..... Charles Wright

Publicity-Musical Director... Marion Reynolds

Chief Engineer..... J. Gordon Keyworth

W N L C

NEW LONDON—EST. 1936

**MUTUAL BROADCASTING SYSTEM—YANKEE
NETWORK—CONNECTICUT BROAD-**

CASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By..... Thames Broadcasting
Corporation

Address Mohican Hotel,
281 State Street

Phone Number New London 4900

Transmitter Location..... Winthrop Point

960 Kc.

1000 W.

W E L I

and

1943

ANOTHER YEAR ANOTHER STEP

in our continued recognition and
effectiveness as

'NEW HAVEN'S OWN STATION'

(Established in 1935)

Member of:	NEWS
Blue Network	DRAMA
Atlantic Coast Network	MUSIC
Connecticut Broadcasting System	SPORTS

Time on the Air: 7:30 a.m. to 12 midnight;
Sundays, 8:30 a.m. to 12 midnight
Representatives....Headley-Reed Company;
R. C. Foster

Personnel

PresidentR. L. Morey
Station ManagerG. J. Morey
Commercial and Advertising
Manager.....Ivon B. Newman
Program Director.....Ted Hodge
Publicity Director.....Ray Edwards
Chief Engineer.....Francis Stephens

W S R R

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT BROAD-
CASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Stephen R. Rintoul
Address270 Atlantic St.
Phone Number4-7575
Transmitter LocationLindstrom Rd., Ship-
pan Point, Conn.
Time on the Air.....7 a.m. to 11 p.m.
News ServiceUP
Transcription ServiceWorld Broadcasting
System
RepresentativeHeadley-Reed



STAMFORD CONN.

*The Neighborhood
Station Serving
Southwestern
Connecticut*

A BLUE NETWORK STATION

Personnel

Owner.....Stephen R. Rintoul
Station Manager.....Harold H. Meyer
Sales Manager.....Stuart MacHarrie
Sales Promotion Manager-Chief
Announcer.....Cameron Mitchell
Program Director.....Gail Smith
Production Manager.....Aime Gauvin
Publicity Director.....D. Hay
Chief Engineer.....Edward Markman

W A T R

WATERBURY—EST. 1934

MUTUAL—COLONIAL—YANKEE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Harold Thomas
Address.....71 Grand St.
Phone Number.....3-5161
Transmitter Location.....Baldwin Avenue
Time on the Air.....8 a.m. to 12 midnight
News ServiceTransradio

Personnel

President-Station Manager...Harold Thomas
Commercial & Advertising.....Sam Elman
Program Director.....James Parker
Chief Announcer.....John Lotas
Publicity Director.....Herb Tilley
Musical Director.....Edith Sacco
Chief Engineer.....Harold Thomas

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 Manager.....E. J. Frey
Program Director.....Walter Howard
Publicity Director.....E. Christy Erk
Chief Announcer.....Charles Lynch
Musical Director.....Waldo S. Newberry
Chief Engineer.....Frank Hales

DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc.Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Address.....10th & King Sts.
Phone Number.....7268
Transmitter Location...Governor Printz Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News ServiceUP
Transcription Service.....NBC Thesaurus
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager-Director of
War Programs.....J. Gorman Walsh
Sales Director.....J. Robert Gulick
Sales Promotion Manager.....Herman Reitzes
Program Manager.....Harvey Smith
Publicity Director.....Charles Collins
Musical Director.....J. E. Mathiot

WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

Frequency: 1450 Kc.Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address920 King St.
Phone Number7268
Transmitter Location..35th St. & Bellevue Ave.
Time on the Air.....7 a.m. to 1 a.m.
News ServiceUP
Transcription Service... NBC Thesaurus
RepresentativePaul H. Raymer Co.

Personnel

Station Executive..... Clair R. McCollough
Station Manager-Director of
War Programs.....J. Gorman Walsh
Sales Director.....J. Robert Gulick
Sales Promotion Manager..George Kienzle, Jr.
Program Director.....Bernard Fabrizi
Chief Engineer.....J. E. Mathiot

Dominant NBC Basic Station in This Area

WDEL

1150 KC—5000 Watts—Wilmington, Delaware

OUTSTANDING FOR ITS ABILITY TO PRODUCE RESULTS

In the WDEL trade area, there's concentrated purchasing power—plenty of spending money. Added to its fortunate location in this rich, industrial and agricultural market (Delaware, Southern New Jersey, part of Maryland, Pennsylvania and Virginia), WDEL offers advertisers a listenership far ahead of rates. We're glad to furnish details as to how we can produce sales for you. Write direct, or to our

Sales Representative:

PAUL H. RAYMER CO.

New York • Chicago • San Francisco

DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned by..... WINX Broadcasting Co.
 Address 8th & Eye Sts., N.W.
 Phone Number..... Republic 8000
 Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00
 a.m. to 1:00 a.m. Sun.
 News Service..... INS
 Transcription Service..... Standard Radio,
 Langworth
 National Representative..... The Walker Co.

Personnel

President-Station Manager.. Lawrence J. Heller
 Commercial Manager..... Harold Levey
 Production-Program Director..... Sam Lawder
 Sales Promotion-Publicity
 Director..... Harold Levey
 Chief Announcer..... Hugh Gwidi
 Musical Director..... Bob Callahan
 Chief Engineer..... Ralph E. Cannon, Jr.

WJSV

WASHINGTON—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned-Operated By.. Columbia Broadcasting
 System
 Address 817 Earle Bldg.
 Phone Number..... Metropolitan 3200
 Transmitter Location..... Wheaton, Md.
 Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,
 7:30 a.m. to 1:05 a.m.
 News Service..... AP; UP
 Transcription Service..... World Broadcasting
 System
 Representative Radio Sales

Personnel

Director..... E. H. Gammons
 Commercial Manager... William D. Murdock
 General Manager..... Carl Burkland
 Sales Promotion Director..... Lee Chadwick
 War Program Director..... Elinor Lee
 Chief Announcer..... Gunnar Back
 Musical Director Paul Kais
 Chief Engineer..... Clyde Hunt

WMAL

WASHINGTON, D. C.—EST. 1935

BLUE NETWORK

Frequency: 630 Kc. Power: 5000 Watts
 Owned & Operated By.... The Evening Star
 Broadcasting Co.
 Address 724-14th St., N.W.
 Phone Number..... National 5400
 Transmitter Location... Cedar Lane, Bethesda,
 Md.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7 a.m. to midnight
 Newspaper Affiliation.. Washington Evening
 Star
 News Service..... AP; UP
 Transcription Service..... NBC Thesaurus;
 Associated; Standard Radio
 Representative..... Blue Network Spot Sales

Personnel

General Manager..... K. H. Berkeley
 Sales & Advertising
 Manager..... Ben B. Baylor, Jr.
 Auditor..... John Curtain
 Chief News Editor..... William Neel
 Night Supervisor..... Bryson Rash
 Musical Director..... Morgan Baer
 Chief Engineer..... H. A. Wadsworth

"I'm the Greatest
 squawk-awf-
 sensational-uff
 million-watter
 er-r-r."

No "parroting" ...
 No "squawking" ...
 Just FACTS ...

WINX HAS

1. more NEWS
2. more MUSIC
3. more LOCAL ACCOUNTS
4. more SPORTS AUDIENCE

BE WISE—follow the local mer-
 chant, find the market on WINX.
 Representative: THE WALKER CO.

WINX
 WASHINGTON, D. C.
 ★ ★ 1340 K. C. ★ ★
 "Washington's Own Station"

W O L

WASHINGTON, D. C.—EST. 1928
MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By.. American Broadcasting
Company
Address 1627 K Street, N.W.
Phone Number Metropolitan 0010
Transmitter Location Chillum, Maryland
Time on the Air 24 hours daily
News Service Transradio; UP
Transcription Service. Lang-Worth; Standard
Radio; Associated Transcription Service;
MacGregor
Representative Spot Sales, Inc.

Personnel

President Mrs. LeRoy Mark
Vice-President-General
Manager W. B. Dolph
Sales Manager Henry V. Seay
Publicity-Sales Promotion
Manager Charles Zurhorst
Program Director Madeline Ensign
Production Manager Jay Caldwell
Traffic Manager Lillian Ruppert
Continuity Director Margaret Murray
Bookkeeper William Wallace
Musical Director Carol Shea
Chief Engineer H. H. Lyon

W R C

WASHINGTON, D. C.—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By . . National Broadcasting
Company
Address 724 - 14th St., N. W.
Phone Number Republic 4000
Transmitter Location. Ager Road, Hyattsville,
Maryland
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service AP; INS; UP
Transcription Service NBC Thesaurus,
Associated, Langworth
Representative National Broadcasting Co.

Personnel

Vice-President Frank M. Russell
Station Manager Carlton D. Smith
Sales Promotion Manager Neal Hathaway
Publicity Director Leif Eid
Chief Announcer Donald Fischer
Auditor-Program Director Fred Shawn
Musical Director Fritz Balzer
Chief Engineer Donald Cooper

W W D C

WASHINGTON, D. C.—EST. 1941
ATLANTIC COAST NETWORK

Frequency: 1450 Kc. Power: 250 (100 w. booster)
Owned-Operated By Capital Broadcasting Co.
Address 1000 Connecticut Ave.
Phone Number National 7203
Transmitter Location 61 Pierce St., N.E.
Time on the Air 6:00 a.m. to 12:00 midnight
News Service AP
Transcription Service NBC Thesaurus

Personnel

President Joseph Katz
Station Manager G. Bennett Larson
Commercial Manager Ben Strouse
Sales Promotion
Manager Belmont M. VerStandig
Program Director Norman Reed
Program Coordinator Jacqueline Keese
Production Manager Vera Ash
Publicity Director Irene Juno
Chief Announcer Ray Carson
Musical Director Leonard Friendly
Artists Bureau Ann Cloward
Chief Engineer U. L. Lynch

**In the Spotlight
24 Hours a Day!**



Washington's Only 24 Hour Station
1000 WATTS ☆ 1260 KC.
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W M F J

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: W. Wright Esch
 Address: 126½ Magnolia Ave.
 Phone Number: 91
 Transmitter Location: 126½ Magnolia Ave.
 Time on the Air: Unlimited license
 Transcription Service: Associated Music
 Publishers: Lang-Worth

Personnel

Owner: W. Wright Esch

W F T L

FORT LAUDERDALE—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 10,000 Watts
 Owned by: Ralph A. Horton
 Operated by: Radio Station WFTL
 Address: 2700 S. Andrews Ave.
 Studio Address: Mayfair
 Theater Bldg., Miami

Phone Number: 1300-01; 1799
 Transmitter Location: 2700 S. Andrews Ave.;
 (C.P. West of Ft. Lauderdale)

Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: Associated Music
 Publishers

Personnel

Owner: Ralph A. Horton
 General Manager: S. A. Vetter

W F T M

FORT MEYERS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Fort Meyers Broad-
 casting Co.

Address: 51 East First St.
 Phone Number: 818
 Transmitter Location: 51 East First St.
 Time on the Air: Unlimited license
 Transcription Service: Associated Music
 Publishers

Personnel

President: Ronald B. Woodyard
 Vice-President: R. B. Martinn
 General Manager: J. P. Turner

W R U F

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM

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: Limited to Sunset in Denver,
 Colo.

News Service: UP
 Transcription Service: World Broadcasting
 System

Representative: Burn-Smith Co., Inc.

Personnel

Director: Garland Powell
 Commercial Manager: S. L. Miller
 Sales Promotion Manager: Wm. Woodbury
 Program Director: J. Sam Fouts
 Publicity Director: Ernest Stanley
 Chief Announcer: Otis Boggs
 Musical Director: Elizabeth Tew
 Chief Engineer: Dr. Palmer Craig

W J A X

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.
 Owned, Operated By: City of Jacksonville, Fla.
 Address: 1 Broadcast Place
 Phone Number: 5-5821

Transmitter Location: Hyde Park Country Club
 Time on the Air: 18 hours

News Service: AP

Transcription Service: NBC Thesaurus
 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

W J H P

JACKSONVILLE—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 250 Watts
 Owned-Operated By: The Metropolis Co.
 Address: 500 Laura St.
 Phone Number: 5-7610

• • • **FLORIDA** • • •

Transmitter Location Read and Alamo Sts.
 Time on the Air 18 Hours Daily
 Newspaper Affiliation . . . Jacksonville Journal
 News Service UP
 Transcription Service Lang-Worth
 Representative John H. Perry Associates

Personnel

President John H. Perry
 Station Manager Wallace A. Walker
 Sales Manager I. M. Koger
 Program Director Jack Rathbun
 Musical Director Don Bell
 Chief Engineer B. Hayford

W M B R

JACKSONVILLE—EST. 1934

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 6:30 a.m. to 12:00 midnight
 News Service UP
 Representative Paul H. Raymer Co.

Personnel

President-Station Manager Frank King

Commercial-Sales Promotion Manager
 Glenn Marshall, Jr.
 Program Director-Chief Announcer
 Charles M. Stone
 Production Manager Leonard Cox
 Chief Engineer E. B. Vordermark

W P D Q

JACKSONVILLE—EST. 1942
MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By:

Jacksonville Broadcasting Corp
 Address Gulf Life Bldg.
 Transmitter Location . . . Seven miles west of
 Jacksonville on Lenox Ave.
 Time on the Air: 6:29 a.m. to 12:05 a.m.; Sun-
 day 7:29 a.m. to 12:05 a.m.

News Service AP
 Transcription Service Standard
 Representative George P. Hollingbery Co.

Personnel

President James R. Stockton
 President Robert R. Feagin
 Business Manager Frank Taylor, Jr.
 Program Director Bernie Adams
 Production Manager Matt Gettings
 Artists Bureau Jimmy James
 Musical Director Neil Vanderpoel
 Chief Engineer James R. Donovan

W L A K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
 Owned, Operated By . . . Lake Region Broad-
 casting Co.

Address 1412 East Lime St.
 Phone Number 2127
 Transmitter Location 1412 East Lime St.
 Time on the Air 6:55 a.m. to midnight
 News Service UP
 Representative The Foreman Co.

Personnel

President S. O. Ward
 Program Director Quinnelle Vann
 Chief Announcer-Musical
 Director John V. Fisk
 Chief Engineer Wm. P. Lee

W W P G

LAKE WORTH—EST. 1941

**BLUE NETWORK—MUTUAL BROADCASTING
 SYSTEM**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Lake Worth Broad-
 casting Corp.
 Business Address P. O. Box 1031

W J A X

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

The Nation's Playground

is now

The Nation's Warground

MIAMI BEACH

~ FLORIDA ~

WKAT (THE STATION WITH TWO MARKETS)

Provides two complete and separate
buying-powers-that-be!

- (1) Home Front civilians taking time out from their war activity—with money to spend.
- (2) One of the largest Army Air Corps units in the country . . . representing every state — potential customers now and after Victory.

1360 Kilocycles

WKAT

1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • BLUE NETWORK
REUTERS NEWS

Phone Number.....Palm Beach 21515;
 Lake Worth 500
 Studio Address..Ocean Blvd., Palm Beach, Fla.
 Transmitter Location.....Ocean Blvd., Palm
 Beach, Fla.
 Time on the Air.....7:00 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith Co.

Personnel

President.....Charles A. Davis
 Station Manager.....Fred H. Ford
 Commercial Manager.....Fred J. Barcroft
 Sales Promotion Manager.....W. J. Ford
 Chief Engineer.....Paul McGinty

W I O D

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....Isle of Dreams Broad-
 casting Corporation
 Business Address.....600 Biscayne Blvd.
 Phone Number.....3-6444
 Studio Address.....News Tower
 Transmitter Location.....Cameo Island
 Time on the Air.....Unlimited License

Newspaper Affiliation.....Miami Daily News
 News Service.....AP, INS, UP
 Transcription Service.....Standard Radio;
 Associated Music Publishers
 Representative.....George P. Hollingbery Co.;
 Harry S. Cummings

Personnel

President.....D. J. Mahoney
 General Manager.....James M. Legate
 Commercial Manager.....T. O. McCullough
 Promotion Manager.....R. W. Richards
 Program Supervisor.....Roy Verret
 Program Director.....Robert Fidler
 Continuity Director.....D. M. Butler
 News Editor.....Frank Malone
 Educational Director.....Lessie Collins
 Musical Director.....Clark Fiers
 Chief Studio Engineer.....Bob Barwick

W Q A M

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM
 FLORIDA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 1000 Watts
 (C.P. 5000 d.)
 Owned-Operated.... Miami Broadcasting Co.

Here it is



Come and get it!

★ South Florida's non-tourist income from pay rolls in 1942 exceeded any annual income, in any year, from her richest tourist season.

★ This new, rich market represents civilian war work employment and spending . . . TWELVE MONTHS A YEAR.

★ In dollar volume Miami's share represented over 59% of the total retail sales in Florida's three major markets.

★
 WIOD Covers This New Rich Market As Completely As Florida's Magic Sun

★
 National Representative
 GEORGE P. HOLLINGBERY COMPANY

★
 5,000 WATTS * 610 KC * NBC

W I O D
 M I A M I

Address Postal Bldg.
 Phone Number 26121
 Transmitter Location... Biscayne Bay at 14th St.
 Time on the Air 24 hours daily
 News Service UP
 Transcription Service... World Broadcasting
 System; Lang-Worth
 Representative John Blair & Co.

Personnel

President and General Manager
 Fred W. Borton
 Advertising Manager..... Norman MacKay
 Program Manager..... Hazel McGuire
 Sales Manager..... Fred Mixer
 Chief Engineer..... T. C. Wisenbaker

W K A T

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By A. Frank Katzentine
 Address 1759 N. Bay Rd.
 Phone Number 5-7471
 Transmitter Location... 1759 N. Bay Rd.
 Time on the Air 6:30 a.m. to 12 midnight
 News Service Reuters; UP
 Transcription Service AMP
 Representative..... Spot Sales, Inc.

Personnel

Owner..... A. Frank Katzentine
 Managing Director..... Ucola Katzentine
 General Manager..... John C. McCloy
 Commercial Manager..... Alex Campbell, Jr.
 Business Manager..... C. A. Wampler
 War Program Director..... Richard Allman
 Musical Director..... Betty Lee Taylor
 Engineers..... Tom Magee, Arthur Smith
 (See Page 384)

W T M C

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 100 Watts
 Owned-Operated By... Ocala Broadcasting Co.
 Address P.O. Box 831
 Phone Number 128; 129
 Studio Address 1 Broadcast Place
 Transmitter Location... 1 Broadcast Place
 Time on the Air 7:00 a.m. to 11:00 p.m.
 News Service UP
 Transcription Service... Keystone, BMI
 Representative..... John H. Perry Associates

Personnel

President..... John T. Alsop, Jr.
 Station Manager..... T. S. Gilchrist, Jr.
 Commercial Manager..... Wilma Drumm
 Program Director..... T. S. Gilchrist, Jr.
 War Program Director... Edna Moorhead
 Chief Engineers..... Beecher Hayford,
 H. F. Lange

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By... Orlando Broadcasting
 Co., Inc.

Business Address..... 563 N. Orange Ave.
 Phone Number 6181
 Studio Address Ft. Gatlin Hotel
 Transmitter Location... Dubsdread Country Club
 Time on the Air 24 hours daily
 News Service UP
 Transcription Service... World Broadcasting
 System
 Representative..... Paul H. Raymer Co.

Personnel

President-Station Manager
 Col. George C. Johnston
 National Sales-Sales Promotion Manager
 W. G. McBride
 Program Director..... Violet D. Osborne
 Publicity Director..... Rosalind Boggs
 Local Advertising Manager..... J. M. Pedrick
 Musical Director..... Walter D. Kimble
 Chief Engineer..... J. E. Yarbrough

W L O F

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Hazelwood, Inc.
 Business Address..... P. O. Box 1991
 Phone Number 8163-8164
 Studio Address Angebilt Hotel
 Transmitter Location... Near Orlando
 Time on the Air 6:30 a.m. to 12:00 midnight
 News Service INS
 Transcription Service... NBC Thesaurus
 Representative..... Burn-Smith Co., Inc.;
 Frank Cook

Personnel

Station Manager..... Edward J. Lord
 Commercial Manager..... Victor Buisset
 Sales Promotion-Publicity
 Manager..... Edward J. Lord
 Program Director-Chief Announcer Tom Sawyer
 War Program Director..... Eugene Hill
 Chief Engineer..... Harold A. Jenkins

W D L P

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 d., 100 n.
 Owned-Operated By... Panama City Broad-
 casting Co., Inc.

Address..... First and Mercer Sts.
 Phone Number 777
 Transmitter Location... First and Mercer Sts.
 Time on the Air 7:00 a.m. to 7:00 p.m.
 News Service UP

Transcription Service.....Standard Radio;
 Keystone Broadcasting System
 Representative.....John H. Perry Associates
Personnel
 President.....John H. Perry
 Station Manager.....Virgil G. Evans
 Program-Publicity Director...Edw. J. Contoure
 Chief Engineer.....Beecher Hayford

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc....Power 1000 d.; 500 n.
 Owned-Operated By...Pensacola Broadcasting
 Company
 Address.....San Carlos Hotel
 Phone Number.....4111
 Transmitter Location...Pensacola Bay Bridge
 Time on the Air.....17 hours, five minutes
 Newspaper Affiliation.....Pensacola News-
 Journal
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
 General Manager.....Irving J. Welch
 Commercial Manager.....H. L. Barnett
 Program Director-Chief Announcer..Gene Kirby
 War Program Director.....Robert Larabare
 Chief Engineer.....G. E. Mead

W F O Y

**COLUMBIA BROADCASTING SYSTEM
 ST. AUGUSTINE—EST. 1936**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Fountain of Youth
 Broadcasting Co.
 Address.....Fountain of Youth Park
 Phone Number.....1400
 Transmitter Location.....Fountain of Youth
 Gardens
 Time on the Air.....7:00 a.m. to 11:15 p.m.
 News Service.....UP
 Representative.....Paul H. Rayner Co.

Personnel

President.....Glenn Marshall, Jr.
 General Manager.....J. Allen Brown
 Program-Publicity
 Director.....Ann Bernice Nachtmann
 Chief Engineer.....Pat Bernhard

W S U N

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc....Power: 5000 Watts
 Owned-Operated By..City of St. Petersburg,
 Address.....Municipal Pier

Phone Number.....4747-4748
 Transmitter Location..Bayview near Tampa,
 Time on the Air.....24 hours daily
 News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Weed & Company

Personnel

Station Manager.....Norman E. Brown
 Sales Manager.....Jerry Wigley
 Sales Promotion Manager...Jerry Whittington
 Program Director-Engineer.....Louis J. Link
 Production Manager.....Maurice Hayes
 Public Relations Director.....Joe Frohock
 Musical Director.....Edith Sexton

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.....35th Ave. and 4th St., N.
 Phone Number.....8108
 Transmitter Location...35th Ave. and 4th St.,
 North
 Time on the Air.....6:30 a.m. to midnight
 Newspaper Affiliation...St. Petersburg Times
 News Service.....UP
 Representative.....Joseph Hershey McGillvra

Personnel

President.....Nelson P. Opynter
 Station Manager.....Lex Herron
 Commercial Manager.....Coburn Gum
 Program Director.....Arnold Falconnier

W S P B

SARASOTA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business Address.....Sarasota
 Phone Number.....2541
 Studio Address.....Bradenton, Fla.
 Transmitter Location...Ringling Isle, Scranton
 Time on the Air.....8:00 a.m. to 10:00 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting;
 Keystone Broadcasting System

Personnel

President.....R. C. Jones, Jr.
 Station Manager.....John Browning
 Program Director.....Jayne Taylor
 Chief Engineer.....Bill Sheetz

W T A L

TALLAHASSEE—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc..Power: 250 d.; 100 n.
 Owned-Operated By..Florida Capitol Broad-
 casters, Inc.

GEORGIA'S GROWING MARKETS!



- For effective, *economical* coverage of the great metropolitan Atlanta market—with its 98,700 radio homes—134,972 families, and 516,564 people — use WATL — Atlanta's popular *Mutual* station!...WATL's coverage is confined to *urban* listeners, and its programs tuned to *urban* tastes. You can do a *swell* selling job at *low* cost in Atlanta with WATL.

- The Hooper Fall 1942 Survey shows WRBL's coverage of Columbus to be—

81.2% TO 96.8%

... Any hour of the day or night, at least four out of five Columbus listeners are tuned in on WRBL. If you want to *blanket* the rich Columbus market, use WRBL.



- Normally prosperous, and steadily expanding with the war effort —Albany is now unusually *sales* productive. . . . Two flying fields; more than 200 housing units recently completed; 6,000 new jobs. Retail sales in Albany area now approximate \$20,000,000 a year. If you're planning a test—include WGPC. It gives complete coverage in a market that is paying *better* than ever.



Represented nationally by SPOT SALES

Address Thomasville Highway
 Phone Number 2160; 2161-W
 Time on the Air 8:00 a.m. to 9 p.m.
 News Service UP
 Transcription Service BMI; Keystone

Personnel

President Gilbert Freeman
 Station Manager William C. Wyatt
 Program Director Mary Charles Findley
 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 114 North Franklin Street
 Phone Number M 1818
 Studio Address Tampa Terrace Hotel
 Transmitter Location Forest Hills Country Club Area
 Time on the Air 7:00 a.m. to 12:05 a.m.
 Newspaper Affiliation Tampa Daily Times
 News Service AP
 Transcription Service World Broadcasting System
 Representative The Katz Agency

Personnel

President David E. Smiley
 Sales Promotion Manager Carl P. Oswald
 Station Manager L. S. Mitchell
 Program Director Kenneth W. Skelton
 Chief Engineer William Pharr Moore

W F L A

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Tampa Tribune

Address Seminole Bldg.
 Phone Number Tampa H 1828-1829
 Transmitter Location: East Entrance, Davis Causeway, Columbus Drive
 Time on the Air: 6:45 a.m. to 12:05 a.m.; 7:30 a.m. to 12:05 a.m. Sunday

Newspaper Affiliation Tampa Tribune
 News Service UP
 Transcription Service NBC Thesaurus; C. P. MacGregor
 Representative John Blair & Co.; Harry Cummings

Personnel

President S. E. Thomason
 Station Manager W. Walter Tison
 Local Sales Manager Bert Arnold
 Program Director Paul M. Jones
 Publicity Director Tom Mathews
 Musical Director Frank Grasso
 Chief Engineer Joe Mitchell

W J N O

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WJNO, Inc.
 Business Address P. O. Box 189
 Phone Number 3638
 Studio Address 1415 Okeechobee Rd.
 Time on the Air 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio
 Representative Weed & Co.

Personnel

President Marshall Heminway
 General Manager Stephen Willis
 Musical Director Ruth Shockley
 Chief Engineer E. Whit MacDowell

GEORGIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

SOUTH GEORGIA NETWORK

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Herald Publishing Co.
 Address Leesburg Road
 Phone Number 1590
 Transmitter Location Leesburg Road
 Time on the Air 7:00 a.m. to 11:30 p.m.
 Newspaper Affiliation Albany Herald

News Service AP
 Transcription Service Associated Music Publishers
 Representative Burn-Smith Co.; Frank Cook

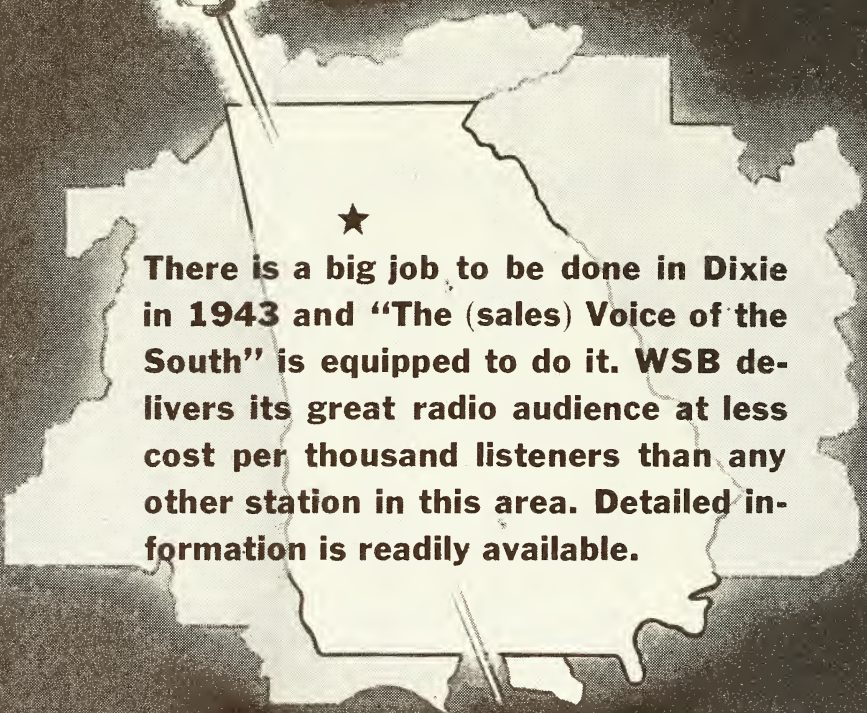
Personnel

President H. T. McIntosh
 General Manager Roger Van Duzer
 Commercial Manager Mac Tallman
 Publicity Director Mildred Cann
 Bookkeeper C. P. Whiting
 Chief Engineer Noel Martin



1ST CHOICE

OF GEORGIA LISTENERS SINCE 1922



There is a big job to be done in Dixie in 1943 and "The (sales) Voice of the South" is equipped to do it. WSB delivers its great radio audience at less cost per thousand listeners than any other station in this area. Detailed information is readily available.

50 Kw.

WSB

750 K. C.

"The Voice of the South"

ATLANTA, GEORGIA

Affiliated with the Atlanta Journal

Represented Nationally by Edward Petry & Co., Inc.

WGPC

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 Rd.
Time on the Air.....7 a.m. to 11:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff
Program Director-Chief
Announcer.....Marvin Lorig
Director of War Programs.....Loyce Snow
Production Manager.....Jommy Fowler
Publicity Director.....Ben Wills
Chief Engineer.....Chas. M. Kinnett

(See Page 388)

WGAU

ATHENS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address.....Bobbin Mill Road
Phone Number.....1741
Transmitter Location.....Bobbin Mill Road
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio

Personnel

Manager-Chief Engineer.....M. C. Gorman

WAGA

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc. Power: 5,000 Watts
Owned-Operated By ..Liberty Broadcasting Corp.

Address.....Western Union Bldg.
Phone Number.....MAin 5101
Transmitter Location...North Druid Hills Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Associated Music Publishers; NBS Thesaurus
Representative.....Headley-Reed Co.

Personnel

President.....George B. Storer
General Manager...Charles A. Smithgall, Jr.
Commercial Manager...Maurice C. Coleman
Program-Publicity Director...Lee Bennett
News Editor.....Jack Harrington
Chief Engineer.....Russ Shettler

WATL

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....J. W. Woodruff tr/
as Atlanta Broadcasting Co.

Address.....Henry Grady Building
Phone Number.....Walnut 4377
Transmitter Location...Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.;
Sundays, 8:00 a.m. to 12:05 a.m.

News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff
Station Manager.....J. A. Davenport
Commercial-Sales Promotion
Manager.....G. C. Jones, Jr.
Program Director.....Dan Hornsby
Production Manager.....W. J. Pyron, Jr.
Publicity Director.....Ray McCay
Chief Announcer-Director of

War Programs.....Zenas Sears
Accountant.....Ruth Jones
Musical Director.....George Pressnell
Chief Engineer.....R. W. Minton

(See Page 388)

WGST

ATLANTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
Owned By.....Georgia Institute of
Technology

Operated By.....Southern Broadcasting
Stations, Inc.

Address.....Forsyth Bldg.
Phone Number.....Walnut 8441

Transmitter Location...Cheshire Bridge Rd.
Time on the Air.....Unlimited license

Transcription Service...World Broadcasting
System; Lang-Worth

Representative.....The Katz Agency

Personnel

President-Station Manager...C. H. Calhoun

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts
Owned-Operated By.....The Atlanta Journal
Company

Address.....Biltmore Hotel
Phone Numbers ..Hemlock 1045-1046-1047;
Hemlock 5200; Walnut 5050

Transmitter Location.....Tucker, Ga.
Time on the Air.....5:45 a.m. to 1:05 a.m.

Newspaper Affiliation...The Atlanta Journal

News Service AP; UP
 Transcription Service Standard Radio
 Representative Edward Petry & Co.

Personnel

President James M. Cox, Jr.
 Manager J. Leonard Reinsch
 Sales Manager John M. Outler, Jr.
 Program Director Roy A. McMillan
 Director of War Programs Beth Barnes
 Sales Promotion Manager Lorin Myers
 Artists' Bureau Head Harrison Kimball
 Publicity Director Mary Caldwell
 Farm Director Bill Prance
 Continuity Editor Al Flanagan
 Transcription Editor Hubert Batey
 Studio Production Manager Elmo Ellis
 Musical Directors Perry Pechtel,
 Earl Landis
 Chief Engineer C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By .. The Twin States Broad-
 casting Company
 Address Augusta
 Phone Number 2-2692-3-4
 Transmitter Location .. Sand Bar Ferry Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation... The Augusta Herald
 News Service AP
 Transcription Service Associated Music
 Publishers; NBC Thesaurus
 Representative Headley-Reed Company

Personnel

President F. Frederick Kennedy
 General Manager J. B. Fuqua
 Sales Production Manager. Florence Thompson
 Program Director-Chief
 Announcer Steve Manderson
 Publicity Director Z. V. Gwynn
 Chief Engineer De Forest Layton

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5,000 Watts
 Owned-Operated By .. Augusta Broadcasting
 Company
 Address 10th & Broad Streets
 Phone Numbers 2-8805, 8806, 8807
 Transmitter Location .. Breckman's Road, P. O.
 Box No. 932
 Time on the Air. 6 a.m. to 12 midnlight
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative ... Burn-Smith Company, Inc.

Personnel

President Arthur Lucas
 Station Manager W. R. Ringson
 Commercial Manager Thurston Bennett
 Program-Publicity Director Charles Pointel
 Chief Announcer Ben Lucas
 Musical Director Gil Evans
 Chief Engineer Harvey Aderhold

WMOG

BRUNSWICK—EST. 1939

KEYSTONE BROADCASTING SYSTEM

SOUTH GEORGIA NETWORK

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By ... Coastal Broadcasting
 Company
 Address Brunswick
 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 Cox & Tanz

Personnel

President Alma W. King
 General Manager-Chief
 Announcer Kenneth E. White

WGAA

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Northwest Georgia Broad-
 casting Co.
 Operated By R. W. Rounsaville
 Address West Theater Bldg.
 Phone Number 777
 Transmitter Location Cave Spring Rd.
 Time on the Air: 15 hours weekdays; 14 hours
 Sundays
 News Service AP
 Transcription Service Keystone Broad-
 casting System

Personnel

President O. C. Lam
 Vice-President-General
 Manager R. W. Rounsaville
 Production Manager Bill Shannon
 Publicity Director Dorothy Holt
 Chief Announcer-Musical Director. Rob Riddle
 Chief Engineer Clarence Landress

WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

GEORGIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Columbus Broadcasting
 Company

Operated By J. W. Woodruff, Jr.
 Address 1420 Second Avenue
 Phone Number 2-0601
 Transmitter Location ... 30th St. & Howard Ave.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to midnight
 News Service UP
 Transcription Service Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President J. W. Woodruff, Sr.
 Executive Manager J. W. Woodruff, Jr.
 Commercial Manager W. S. Massie
 Sales Promotion-Production
 Manager Jack Gibney
 Program Director Tony Barrett
 Director of War Programs-Musical
 Director Gertrude Handley
 Publicity Director Jack O'Connor
 Chief Engineer Willfred T. Siddle
 (See Page 388)

W M J M

CORDELE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By... Cordell Dispatch Pub-
 lishing Company
 Business Address P. O. Box 432
 Phone Number 666
 Studio Address 20th Ave. & B St.
 Transmitter Location 20th Ave. & B St.
 Time on the Air 7 a.m. to 9 p.m.
 Newspaper Affiliation Cordell Dispatch
 Transcription Service... Keystone Broadcasting
 Service
 Representative Cox & Tanz

Personnel

President-General Manager.. James S. Rivers
 Commercial Manager Gaines Brewster
 Program Director Elweda Powers
 Publicity Director Peyton Bishop
 Chief Announcer-Musical
 Director Robert C. Lay
 Chief Engineer Clayton Lee

W B L J

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Dalton Broadcasting
 Corp.
 Address 111 Pentz St.
 Phone Number Dalton 684
 Transmitter Location River Bend Rd.
 Time on the Air 7 a.m. to 11 p.m.
 News Service INS
 Representative Cox & Tanz

Personnel

President H. C. Kenemer
 Secretary-Treasurer-Manager.. W. V. Williams
 Sales Promotion-Program
 Director William Arnold
 Chief Announcer Bill Sheperd
 Chief Engineer W. C. Roberts

W G G A

GAINESVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Blue Ridge Broadcasting
 Company
 Business Address P. O. Box 417
 Phone Number 1600
 Studio Address Athens Road
 Transmitter Location Athens Road
 Time on the Air: 6:30 a.m. to 10:15 p.m.; Sun-
 days, 7 a.m. to 10:15 p.m.
 News Service AP
 Transcription Service NBC Thesaurus

Personnel

President Austin F. Dean
 General Manager L. H. Christian
 Commercial Manager
 Charles A. Smithgall, Jr.
 Sales Promotion Manager E. F. MacLeod
 Program Director Floyd Hubbard
 Publicity Director Nancy Thompson
 Chief Engineer F. K. Brown

W K E U

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By... Radio Station WKEU
 Address Griffin Hotel
 Transmitter Location Griffin Hotel
 Time on the Air Unlimited license
 Transcription Service C. P. MacGregor
 Representative Sears & Ayer, Inc.

Personnel

Manager A. W. Marshall, Jr.

W L A G

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... LaGrange Broadcasting
 Company
 Address 303 Broome St.
 Phone Number 1700
 Transmitter Location La Grange
 Time on the Air 6:30 a.m. to 10:30 p.m.
 Newspaper Affiliation LaGrange Daily
 News
 News Service UP

Transcription Service.....World Broadcasting System

Personnel

PresidentRoy C. Swank
 General Manager.....Edwin Mullinax
 Program Director.....Harold Russey

W B M L

MACON—EST. 1940

MUTUAL BROADCASTING SYSTEM

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: 6:30 a.m. to 12 midnight; Sundays, 7:30 to 12 midnight

News ServiceUP
 Transcription Service.....NBC Thesaurus

Personnel

PresidentErnest D. Black
 Station Manager.....Charles W. Pittman
 Commercial Manager.....Alfred Loew
 Program-Musical Director

Mary Hester Richardson

Production-Publicity Director.....Chas. Roe
 Chief Announcer.....Gene Marshall
 Chief Engineer.....H. S. Goodrich

W M A Z

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By.....Southeastern Broadcasting Company, Inc.

Address.....666 Cherry St.
 Phone Number3131, 3132, 3133
 Transmitter Location.....Forsyth Road
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight

News ServiceAP
 Transcription Service.....World Broadcasting System; Lang-Worth

RepresentativeThe Katz Agency

Personnel

President, Chief Engineer

George P. Rankin, Jr.

Vice-President.....Wallace Miller

Sec'y-Treas., General Manager

Wilton E. Cobb

Program Director-Chief Announcer..Lew Kent

W M G A

MOULTRIE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By....Frank R. Pidcock, Sr.
 AddressBox 310, Moultrie
 Phone Number.....999
 Transmitter Location.....Moultrie
 Time on the Air: 6 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.

News ServiceUP
 Transcription Service.....NBC Thesaurus

Personnel

OwnerFrank R. Pidcock
 ManagerJohn F. Pidcock
 Commercial Manager.....Jack Murray
 Program Director.....Mrs. D. E. Stringfellow
 Chief Engineer-Chief Announcer..James Wilder

W R G A

ROME—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Rome Broadcasting Corp.

Address National City Bank Building
 Phone Number.....6589
 Transmitter Location.....National City Bank Bldg.

Time on the Air.....Unlimited license

Personnel

PresidentJohn W. Quarles

W S A V

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WSAV, Inc.
 AddressLiberty National Bank Building

Phone Number.....5600
 Transmitter Location.....East President Street
 Time on the Air: 7 a.m. to 12:05 a.m.

News ServiceAP; INS
 Transcription Service.....Associated Music Publishers

RepresentativeGeorge P. Hollingbery Company

Personnel

PresidentArthur Lucas
 Station Manager.....Harben Daniel

Commercial Manager.....N. W. Brandon

Sales Promotion Manager.....Thomas S. Carr

Program Director.....Electa Hoffman

Director of War Programs....Alberta Robertson

Production ManagerDaniel Harless

Publicity Director.....Mark Johnson

Musical Director.....Eleanor Cook

Chief EngineerMeredith Thompson

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By ..Savannah Broadcasting Company

GEORGIA

Address.....516 Abercorn Street
Phone Number.....20127-28-29
Transmitter Location.....Louisville Road
Time on the Air: 6:30 to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth;
Standard Radio
Representative.....The Katz Agency

Personnel

President.....W. T. Knight, Jr.
Assistant to President.....Grace S. Brown
Vice-President.....S. P. Driscoll
National Sales-Merchandising Manager
Bill Smart
Program Director.....Weldon Herrin
Director of War Programs.....Rugh Taylor
Production Manager.....Dwight James Bruce
Publicity Director.....Emily Parnell
Chief Announcer.....Kenneth Wolfe
Artists Bureau Head.....Alice Kent
Musical Director.....Jean Wallace
Chief Engineer.....Claude M. Gray

W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Address.....117 Remington Avenue
Phone Number.....909
Transmitter Location...117 Remington Avenue
Time on the Air.....Unlimited license

Personnel

Station Manager.....H. Wimpy

W R L C

TOCCOA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. LeTourneau
Address.....1200 Prather Bridge Road
Phone Number.....1751
Transmitter Location...1200 Prather Bridge Rd.
Time on the Air.....13 hours daily
News Service.....AP
Transcription Service...Lang-Worth; BMI; NBC
Thesaurus

Personnel

Owner.....R. G. LeTourneau
General Manager, Program Director
Virgel E. Craig
Commercial Manager.....Harold H. Marler
Chief Announcer.....Leslie Bolton
Chief Engineer.....H. C. Lindahl

W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. D. Rivers

Address.....E. Park Ave.
Phone Numbers.....1420; 1421
Transmitter Location.....E. Park Ave.
Time on the Air.....16 hours daily
News Service.....UP
Transcription Service...Keystone Broadcasting
System
Representative.....Hal Holman Company

Personnel

Owner.....E. D. Rivers
Station Manager.....W. R. Link
Chief Engineer.....L. C. McCall

W A Y X

WAYCROSS—EST. 1936

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Address.....620 Plant Avenue
Phone Number.....965
Transmitter Location.....Waycross
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation....Waycross Journal-
American
News Service.....UP
Transcription Service....World Broadcasting
System; Keystone Broadcasting System
Representative.....Hal Holman Company

Personnel

President.....Jack Williams
Station Manager- Chief Engineer,
John J. Tobola
Commercial-Production Manager..Jack Harder
Program Director-Chief Announcer
John Humble
Publicity Director.....Liston Elkins

W D A K

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Valley Broadcasting
Company
Address.....General Tyler Hotel
Phone Numbers.....173; 193
Transmitter Location....General Tyler Hotel
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
7 a.m. to 11 p.m.
Transcription Service.....Associated Music
Publishers

Personnel

President.....L. J. Duncan
Station Manager.....J. H. Orr
Program Director.....Frances B. Ledbetter
Chief Announcer.....Jack Harris
Chief Engineer.....Dige Bishop

IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

KIDO

BOISE—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 2500 d.; 1000 n.
Owned By: G. M. Phillips & Frank Hill, d/b
Boise Broadcasting Station

Operated By: G. M. Phillips
Address: Hotel Boise
Phone Numbers: 660; 661
Transmitter Location: 4½ miles northwest of
City

Time on the Air: 6 a.m. to 11 p.m.; Sundays,
9 a.m. to 10:30 p.m.

News Service: UP
Transcription Service: World Broadcasting
System

Representative: John Blair & Company

Personnel

Station Manager: G. M. Phillips
Sales Promotion Manager: Boyd Braithwaite
Program Director-Chief

Announcer: Billy Phillips
Production Manager: Phil Allen
Publicity Director: Roy Swartz
Traffic Manager: Catherine Scotland
Chief Engineer: Harold Toedemeier

KID

IDAHO FALLS—EST. 1928

Frequency: 1350 Kc. Power: 5000 d.;
500 n.

Owned-Operated By: KID Broadcasting
Co.

Address: KID Building
Phone Number: 4
Transmitter Location: Ammon Road
Time on the Air: Unlimited license

Personnel

President and General Manager,
J. W. Duckworth

KRLC

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: H. E. Studebaker
Address: Lewis-Clark Hotel Building
Phone Number: 1950
Transmitter Location: Lewiston Orchards
Time on the Air: 7:25 a.m. to 8:15 p.m.; 2:15
p.m. to 7:15 p.m. Sundays

News Service: UP
Transcription Service: World Broadcasting
System; Longworth Feature Programs; Key-
stone Broadcasting System

Personnel

Owner: H. E. Studebaker
Station Manager: Donald A. Wike
Commercial Manager: Donald Thomas
Chief Engineer: Milton MacLafferty

KFXD

NAMPA—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Frank E. Hurt
Business Address: 1024 Twelfth Ave., South
Phone Number: 1200
Studio Addresses: 1024 Twelfth Ave., South;
724 S. Kimball Ave., Caldwell, Ida.; 809 Main
St., Boise, Ida.

Transmitter Location: 1024 Twelfth St., South
Time on the Air: 6 a.m. to 9 p.m.; Sundays,
8:30 a.m. to 6 p.m.

News Service: UP
Transcription Service: NBC Thesaurus; C. P.
MacGregor; Lang-Worth

Personnel

Owner and Station Manager: Frank E. Hurt
Commercial Manager: Doyle Cain
Program Director: Floyd Bryant
Traffic Manager: Violet Vanderford
Chief Engineer: Edward Hurt

KSEI

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 d.; 250 n.
Owned-Operated By: Radio Service
Corporation

Address: Pocatello
Phone Number: 960
Transmitter Location: Pocatello
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
8:30 a.m. to 11 p.m.

News Service: UP
Transcription Service: Standard
Representatives: The Walker Co. (East);
Homer Owen Griffith (West)

Personnel

President: O. P. Soule
Vice-Pres.-General Manager: Henry H. Fletcher
Program Director: Ruhe A. Fletcher
Publicity Director: Olive M. Leoney
Chief Engineer: Henry H. Fletcher

KTFI

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc. Power: 1000 Watts

Owned-Operated By.....Radio Broadcasting Corp.
 AddressRadio Bldg.
 Phone Number.....2400
 Transmitter Location.....Highway No. 30, west of Twin Falls
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Radio
 Representatives.....The Walker Co.; Homer Owen Griffith

Personnel

PresidentO. P. Soule
 Station Manager.....F. M. Gardner
 Commercial-Sales Promotion Manager
 W. A. Kenworthy
 Program Director.....N. Henderson
 Production Manager.....C. Peterson
 Publicity Director.....Irene Barclay
 Chief Announcer-Musical Director
 Will E. Wright
 Chief Engineer.....Franklyn Ver Cox

K W A L

WALLACE—EST. 1939

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Silver Broadcasting Co.
 Operated By.....R. G. Binyon
 AddressTabor Bldg.
 Phone Number.....330
 Transmitter Location.....Osburn
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Keystone Broadcasting System; Standard Radio; Associated Music Publishers

Personnel

President.....Dr. J. R. Binyon
 Station Manager.....R. G. Binyon
 Sales Promotion-Commercial Manager
 Howard Olson
 Program Director.....Turner Dreher
 Production Manager.....E. Camey
 Chief Announcer.....C. Preston
 Musical Director.....Glenn Whitney
 Chief Engineer.....Charles Crane

ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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.....6:30 a.m. to local sunset
 News Service.....AP
 Transcription Service: Keystone Broadcasting System; BMI; Standard Radio

Personnel

Owner-General Manager...Martin R. O'Brien
 Sales Promotion Manager...Vincent G. Cofey
 Program-Musical Director...Mary Louise Brown
 Publicity Director.....Janet Goss
 Chief Announcer.....Russ Russell
 Continuity Director.....Bettie Newburg
 Chief Engineer.....W. I. Greenslaugh

W J B C

BLOOMINGTON—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...A. M. McGregor, Hugh L. Gately & D. C. McGregor
 Business Address.....209 E. Washington
 Phone Number.....535

Transmitter Location.....West Gregory St., Normal, Ill.
 Time on the Air.....Unlimited license
 Transcription Service.....Langworth
 Representative.....Spot Sales, Inc.

Personnel

President and Station
 ManagerA. M. McGregor
 Commercial Manager.....Hugh L. Gately

W K R O

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Oscar C. Hirsch
 AddressCairo
 Phone Number.....1490
 Transmitter LocationCairo
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
 News ServiceUP
 Transcription Service.....Langworth, BMI
 National Representative.....John E. Person Co.

Personnel

OwnerOscar C. Hirsch

W C A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts

TESTED

For 18 straight years advertisers have
done *most* of their 50,000-watt
Chicago selling over wBBm.

We believe this means you can, too.

wBBm is the Midwestern Key Station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco



Owned-Operated By...Superior Broadcasting Service, Inc.
 Business AddressCarthage
 Phone Number..... 520
 Studio Address.....Carthage; Macomb, Ill.
 Transmitter Location.....R.F.D., Carthage
 Time on the Air....Daytime to local sunset
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

PresidentBob Compton
 Station Manager.....John Palmer

W D W S

CHAMPAIGN—EST. 1937

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 AirUnlimited license
 Newspaper AffiliationChampaign News-Gazette

National Sales Office. Texas Daily Press League
 News Service.....UP

Personnel

Commercial Manager.....Frank R. Mills
 Chief Engineer.....Jack Baum

W A A F

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By...Drover's Journal Publishing Co.

AddressPalmer House
 Phone NumberRandolph 1932
 Transmitter Location.....1001 Exchange Ave.
 Time on the Air...6:30 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative...George P. Hollingbery Co.

Personnel

PresidentWard A. Neff
 Station Manager.....Bradley R. Eidmann
 Sales Promotion Manager.....Elizabeth Love
 Program Director-Production

ManagerLeland Gillette
 War Program Director.....Janet Niles
 Chief Engineer.....Carl Uhrlich

W A I T

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...WAIT, Inc.
 Address.....360 N. Michigan Avenue
 Phone NumberFranklin 0660
 Transmitter Location.....Church Road, Elmhurst, Ill

Time on the Air.....Local sunrise to sunset;
 Dallas, Texas
 News Service.....AP
 Transcription Service.....AMP
 Representative.....The Walker Co.

Personnel

PresidentGene T. Dyer
 Station-Commercial Manager,
 Joseph Rudolph
 Program Director.....E. M. Hinzman
 Sales Promotion Manager.....George Provol
 Publicity Director.....Virginia Smith
 War Program Director.....Joseph Rudolph
 Chief Engineer.....Edward J. Jacker

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
 Owned-Operated By...The Columbia Broadcasting System, Inc.

Address410 North Michigan Ave.
 PhoneWhitehall 6000
 Transmitter Location.....Ithaca, Ill.
 Time on the Air.....5:30 a.m. to 1:15 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....Associated Music Publishers, Lang-Worth

Representative.....Radio Sales

Personnel

PresidentWm. S. Paley
 Vice-President and Station
 ManagerH. Leslie Atlas
 Assistant Manager.....J. L. Van Volkenburg
 Commercial Manager.....J. Kelly Smith
 Sales Promotion Manager.....King Park
 Western Sales Manager.....L. F. Erikson
 Acting Program Director.....Walter J. Preston
 Attorney.....John B. Moser
 Chief Sound Technician.....Urban Johnson
 Publicity Director.....Shep Chartoc
 News Editor.....James Crusinberry
 Assistant Program Director...Stuart Dawson
 Office Manager.....John V. McLoughlin
 Musical Director.....Caesar Petrillo
 Chief Engineer.....Frank B. Falknor

W C F L

CHICAGO—EST. 1926

**NATIONAL BROADCASTING CO.
 BLUE NETWORK**

Frequency: 1000 Kc.....Power: 10000 Watts
 Owned-Oper. By..Chicago Federation of Labor
 Address.....666 Lake Shore Drive
 Phone Number.....Superior 5300
 Transmitter Location...Downers Grove, Illinois
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8:15 a.m. to 12 midnight.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency

WGN carried more local
and national spot business
in 1942 than any other 2 major
Chicago stations combined!

Such a leadership in the
highly competitive Chicago
market is testimony of
WGN's marked ability
to produce sales for its
advertisers.

Personnel

President.....John Fitzpatrick
 General Manager.....Maynard Marquardt
 Commercial Manager.....M. B. Wolens
 Program-Publicity Director.....Ed Paul

W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....Diversey 4440
 Transmitter Location.....2756 Pine Grove Ave.
 Time on the air: 11 a.m. to 2 p.m. and 5 p.m. to 7 p.m.

Personnel

Owner.....Clinton R. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denmark, Inc.
 Address.....3860 Ogden Ave.
 Phone Number.....Crawford 4100
 Transmitter Location.....3860 Ogden Ave.
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.
 News Service.....UP

Personnel

President.....Emil Denmark
 Manager.....Frank J. Kotnour
 Program Director.....William P. Brady
 Publicity Director.....Serena Notari
 Chief Engineer.....Chester Lewicki

W E N R

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....Merchandise Mart
 Phone Number.....Delaware 1900
 Transmitter Location.....Tinley Park, Ill.
 Time on the air: 3 to 6:30 p.m. and 8 p.m. to 1 a.m.; Saturdays, 3-6:30 p.m. and 12 mid-night to 1 a.m.; Sundays, 12 noon to 7 p.m. and 8 p.m. to 1 a.m.

News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus, Standard Radio
 Representative.....Spot Sales

Personnel

President.....Mark Woods
 V-P—Central Div. Mgr.....E. R. Borroff
 Program Manager.....James Stirton
 Advertising and Sales Promotion Manager, E. J. Huber

Chief Announcer.....Gene Rouse
 Publicity Director.....Anthony J. Koelker
 Production Manager.....Maurice Wetzel
 Sales Manager.....Gil Berry
 Continuity Editor.....L. J. Edgely
 Director of Public Service Programs,

William E. Drips
 Sales Traffic Manager.....Robert Ewing
 Chief Engineer.....E. C. Horstman

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Oak Leave Broadcasting Station, Inc.

Address.....14 N. Western Ave.
 Phone Number.....Seeley 8066
 Transmitter Location.....Ashburn (Chicago)
 Time on the Air.....Unlimited license
 News Service.....AP
 Transcription Service.....Associated Music Publishers
 Representative.....Forjoe & Co.

Personnel

President-Owner.....Gene T. Dyer
 Station Manager.....John A. Dyer
 Commercial Manager.....Arnold B. Hartley
 Sales Promotion Manager.....M. E. Clemens
 Program Director.....Robert Miller
 Chief Engineer.....George Bush

W G N

CHICAGO—EST. 1932

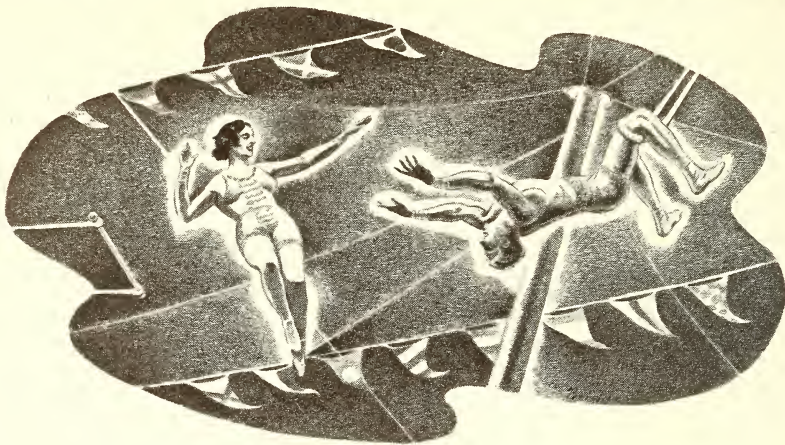
MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
 Owned-Operated By.....WGN, Inc.
 Address.....441 N. Michigan Ave.
 Phone Number.....Superior 0100
 Transmitter Location.....Roselle, Illinois
 Time on the Air: 5:30 a.m. to 1:35 a.m.; Saturdays, 5:30 a.m. to 2:05 a.m.; Sundays, 8 a.m. to 1:35 p.m.

Newspaper Affiliation.....The Chicago Tribune
 News Service.....AP, UP, Chicago Tribune
 Transcription Service.....World Broadcasting System; Associated Music Publishers
 Representative.....WGN, Inc. (N. Y.); Paul H. Raymer Co.

Personnel

President.....Col. Robert R. McCormick
 Station Manager.....Frank P. Schreiber
 Commercial Manager.....William A. McGuineas
 Program Director.....Kenneth W. MacGregor
 Sales Promotion Manager.....Ben H. Berentson
 Publicity Director.....Dale O'Brien
 News Editor.....Tom Foy
 Farm Director.....Holland Engle
 Musical Director.....Henry Weber
 Chief Engineer.....George Lang



CONFIDENCE

THE AERIALIST lets go her flying trapeze — swings into space — completely confident that her partner will swing into position at the right moment. The story of WLS and its listeners is comparable. WLS is a friendly station in which our listeners have complete confidence. Helpful service to listeners and their organizations is the backbone of our activities. For nineteen years, WLS has worked closely with the homes and farms of Midwest America. Well-balanced programs, practical and authoritative information, news, culture, spiritual guidance, and home-spun entertainment. Commercial messages are carefully censored. Our deepest concern is maintaining listener confidence. And that confidence naturally extends to any product associated with our name.



CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

**THE
PRAIRIE
FARMER
STATION**

BURRIDGE D. BUTLER
President

GLENN SYDNER
Manager

MANAGEMENT AFFILIATED WITH

The Arizona Network

KSUN
Bisbee-Lowell
1230 Kilocycles
250 Watts



550
KILOCYCLES

KTUC
TUCSON
1400 Kilocycles
250 Watts

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts
 Owned-Operated By: WJJD Incorporated
 Address: 230 North Michigan Ave.
 Phone Number: STAtE 5466
 Transmitter Location: Desplaines, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake City
 News Service: AP
 Representative: John E. Pearson Co.

Personnel

President: Ralph L. Atlass
 Vice-President: H. Leslie Atlass
 Sales Promotion Manager: Fred Reed
 Commercial Manager: Art Haare
 Musical Director: Kennedy Nelson
 Chief Engineer: Walter Myers

W L S

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts
 Owned-Operated By: Agricultural Broadcasting Co.
 Address: 1230 W. Washington Blvd.
 Phone Number: Monroe 9700
 Transmitter Location: Tinley Park, Ill.

CARRYING THE

biggest SCHEDULE FOR THE
largest local CHICAGO
 ADVERTISER.

*Check our availabilities
 for any schedule.*

W J J D

20,000 WATTS • CHICAGO

Time on the Air: 3 a.m. to 3 p.m. and 6 p.m. to 8 p.m.; Saturdays, 3 a.m. to 3 p.m. and 6 p.m. to Midnight; Sundays, 8 a.m. to 12 Noon and 7 to 8 p.m.

News Service: AP, UP, Transradio
 Newspaper Affiliation: Prairie Farmer Publishing Co.
 Representative: John Blair & Co.

Personnel

President: Burrige D. Butler
 Treasurer: George Cook
 Station Manager: Glenn Snyder
 Commercial Manager: Charles F. Freeman
 Artists' Bureau Head: George Ferguson
 Publicity and Sales Promotion Director: Don Kelley
 Farm Program Director: Arthur C. Page
 Sales Service Manager: Carl Sutphin
 Continuity Director: R. E. Broholm
 News Editor: Julian Bentley
 Educational Director: Harriet Hester
 Production Manager: Al Boyd
 Musical Director: Phil Kalar
 War Program Director: Harry Templeton
 Chief Engineer: Thomas L. Rowe

W I N D

CHICAGO

(For station listing see Gary, Ind.)

NEWS...

... every hour on the hour 24 hours a day.

NEWS...

... 44 broadcasts daily.

NEWS...

... the No. 1 news service in the nation's No. 2 market

... even if you are not in the market for NEWS, you are in the market for the big audience it builds.

W·I·N·D

5000 WATTS • 560 KC • FULL TIME

Studios in Gary, Indiana and Chicago, Ill.

National Sales Offices

230 North Michigan Avenue, Chicago, Ill.

WMAQ

Top Flight Programs

CHICAGO STATION MOST PEOPLE LISTEN TO MOST

The greatest schedule of programs in the world is broadcast by WMAQ Chicago—the first station in the second largest market in the United States.

- | | |
|-------------------------|----------------------|
| ★ Jack Benny | ★ Horace Heidt |
| ★ Bing Crosby | ★ March of Time |
| ★ Kay Kyser | ★ Carnation Hour |
| ★ Charlie McCarthy | ★ Kaltenborn |
| ★ Aldrich Family | ★ Tommy Dorsey |
| ★ Baby Snoeks | ★ Great Gildersleeve |
| ★ Red Skelton | ★ Doctor I. Q. |
| ★ Mr. District Attorney | ★ Ma Perkins |
| ★ Rudy Vallee | ★ Pepper Young |
| ★ Truth or Consequences | ★ Right to Happiness |
| ★ Eddie Cantor | ★ Upton Close |
| ★ Bob Hope | ★ Light of the World |
| ★ Fibber McGee | ★ Mary Marlin |
| ★ Abbott and Costello | ★ Helpmate |
| ★ Abie's Irish Rose | ★ News of the World |
| ★ Fitch Bandwagon | ★ Guiding Light |
| ★ Information Please | ★ Vic and Sade |

These top-flight programs make listening to WMAQ a habit in the Chicago area. Take advantage of this habit by placing your campaigns on WMAQ.

WMAQ—CHICAGO KEY STATION OF THE NBC NETWORK
50,000 WATTS • 670 KILOCYCLES
REPRESENTED NATIONALLY BY NBC OFFICES IN
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

WMAQ

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc. Power: 50000 Watts
Owned-Operated By

National Broadcasting Co., Inc.
Address: 222 North Bank Drive
Phone Number: Superior 8300
Transmitter Location: Elmhurst, Ill.
Time on the Air: 6:00 a.m. to 1 a.m.
News Service: AP, INS, UP
Transcription Service: NBC Thesaurus,
Standard Radio

Representative: National Broadcasting Co.

Personnel

President: Niles Trammell
V-P, WMAQ Mgr.: Harry C. Kopf
Division Engineer: Howard C. Lutgens
Supervisor of Music Library: D. A. Marcotte
Night Manager: H. D. Livezey
Special Events Director: Kenneth D. Fry
Station Relations Mgr.: A. W. Kaney
Chief Announcer: William Kephart
Publicity Director: William Ray
Continuity Editor: William Murphy
Production Manager: Charles Urquhart
Sales Manager: Oliver Morton
Business Manager: John F. Whalley
Program Manager: Jules Herbeux
Advertising and Sales Promotion Manager:

Emmons C. Carlson

Musical Director: Roy Shield
Director of Public Service Programs:

Judith Waller

WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc. Power: 5000 Watts
Owned-Operated By: The Moody Bible
Institute of Chicago

Address: 153 Institute Place
Phone Number: Michigan 1570
Transmitter Location: Addison, Ill.
Time on the Air: Limited time with WBT; 75½
to 102½ hours weekly

News Service: UP
Transcription Service: Standard Radio,
World Broadcasting System

Personnel

Vice-President: H. Coleman Crowell
Program Director: Rev. Wendell P. Loveless
Publicity Director: Russell Hitt
Chief Engineer: A. P. Frye

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WSBC
Address: 2400 Madison St.

Phone Number: Seeley 8066
Transmitter Location: 2400 Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service: AP
Transcription Service: Associated Music
Publishers
Representative: Forjoe & Co.

Personnel

President-General Manager: Gene T. Dyer
Station Manager: John A. Dyer
Commercial Manager: A. C. Perkins
Sales Promotion Manager: M. V. Baker
Program Director: Herbert Rudolph
Musical Director: Dean Remick
Chief Engineer: William Shank

WHFC

CICERO—EST. 1926

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHFC, Inc.
Address: 6138 W. Cermak Road
Phone Number: Lawndale 8228, Cicero 4305
Transmitter Location: 6138 W. Cermak Road
Time on the Air: Unlimited license (17 hrs.
daily)

News Service: UP

Personnel

President: R. W. Hoffman
Manager: M. E. Clifford
Chief Announcer: Wm. H. Scott
Chief Engineer: George M. Ives, Jr.

WDAN

DANVILLE—EST. 1938

Frequency: 1490 Kc. Power: 250 Watts
Owned By: Northwestern Publish-
ing Co.

Operated By: Danville Commercial News
Address: 202 W. Hazel St. (Hotel
Wolford)

Phone Number: 1700
Transmitter Location: 1500 N. Washington
Avenue

Time on the Air: 7 a.m. to 10:15 p.m.
Newspaper Affiliation: Danville Commer-
cial News

News Service: UP
Transcription Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel

General Manager: E. C. Hewes
Station Manager: Francis A. Higgins
Commercial Manager: Guy F. Kitchen
Program Director: Cody Noble
Production Manager: Carl Noble
Chief Announcer: Bud Gillie
Chief Engineer: Ted Magin
Publicity Director: Cody Noble
Musical Director: Honore Ronan

W S O Y

DECATUR—EST. 1924

KEYSTONE 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 11:15 p.m.; Sundays,
 7:30 a.m. to 11:15 p.m.
 Newspaper Affiliation.....Decatur Herald,
 Decatur Review
 News Service.....AP
 Transcription Service: Standard Radio; World
 Broadcasting System; Keystone Broadcast-
 ing System
 Representative.....Sears & Ayer, Inc.

Personnel

President.....F. W. Schaub
 General Manager.....Edward Lindsay
 Sales Manager.....Charles F. Bruce
 Program Director.....Easter Straker
 War Program Director.....Jim Christensen
 Production Manager...Edgar C. Deffenbaugh
 Artists Bureau.....Jack Carson
 Musical Director.....Mary Kreie
 Chief Engineer.....M. H. Stuckwisch

W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

W T M V

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Mississippi Valley
 Broadcasting Co., Inc.
 Address...Broadview Hotel, 5th and Broadway
 Phone Number.....East 4390
 Transmitter Location....Broadview Hotel, 5th
 and Broadway
 Time on the Air.....6:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News Service.....INS
 Representative.....Sears & Ayer

Personnel

General Manager.....Carlin S. French
 Commercial Manager.....Ed Paro
 Sales Promotion Manager....Jack Norwine
 Program Director.....Agnes Mites
 Production Manager.....Vernon King
 Publicity Director.....Michael Henry
 Musical Director.....William Hart
 Chief Engineer.....Thos. R. McLean

W G I L

GALESBURG—EST. 1938

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Galesburg Broad-
 casting Co.
 Address.....Hill Arcade
 Phone Number.....4626 Main
 Transmitter Location.....Hill Arcade
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer

Personnel

General Manager.....Rollin B. Laughner, Jr.
 Program Director-Traffic Manager..Nan Harris
 Chief Announcer.....Jerome Kreanling
 Chief Engineer.....Dale King

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harrisburg Broad-
 casting Company
 Address.....100 East Poplar St.
 Phone Number.....28
 Transmitter Location.....100 East Poplar St.
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP

Personnel

Station Manager.....I. M. Taylor
 Sales Promotion Manager-Chief Announcer,
 Lindle Moore
 Program-Musical Director.....Virginia Crane
 Production Manager-Publicity Director
 Harold Cook
 Chief Engineer.....Joseph R. Tate

W J P F

HERRIN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Address.....Herrin
 Phone Number.....382 and 383
 Transmitter Location.....Herrin
 Time on the Air.....6 a.m. to 10:15 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President.....Orville W. Lyerla
 Station Manager.....Charles R. Cook
 Program Director.....Fred Reinhardt
 Production Manager.....Pat Price

W L D S

JACKSONVILLE—EST. 1941

Frequency: 1180 Kc. Power: 250 Watts
 Owned-Operated By: Stephenson, Edge & Korsmeyer
 Address: 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
 National Representative: Howard H. Wilson Co.

Personnel

General Manager: Edgar Parsons
 Commercial Manager: Pat O'Halleran
 Production Manager: Edgar Parsons
 Chief Announcer: Ken Lambert
 Chief Engineer: Gerald Cassens

W C L S

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WCLS, Inc.
 Address: 601 Walnut St.
 Phone Number: Joliet 4761
 Transmitter Location: Joliet
 Time on the Air: 7 a.m. to 12 midnight
 Transcription Service: Associated Music Publishers

Personnel

President: Walter Ashe
 Station Manager: Robert M. Holt

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 500 d.; 1000 n.
 Owned-Operated By: Peoria Broadcasting Company
 Address: 200 Alliance Life Bldg.
 Phone Number: 7133
 Transmitter Location: Highway No. 29, halfway between Peoria and Pekin
 Time on the Air: 5:45 a.m. to 12 midnight, Sundays, 8 a.m. to 12 midnight
 News Service: UP
 Transcription Service: World Broadcasting System
 Representative: Free & Peters, Inc.

Personnel

President and Manager: Edgar L. Bill
 National Sales Manager: Hugh K. Boice, Jr.
 Promotion Manager: Lee Adams
 Program Director: Vernon Nolte

War Program Director: Fred Leo
 Continuity Director: William Wright
 Farm Editor: Emill Bill
 Musical Director: Robert Black
 Chief Engineer: Ted Giles

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: Illinois Broadcasting Corp.
 Address: W.C.U. Bldg., 510 Main St.
 Phone Number: 6200
 Transmitter Location: Quincy Gardens
 Time on the Air: 6 a.m. to 12:05 a.m.
 News Service: AP; UP
 Transcription Service: Associated Music Publishers
 Representative: The Katz Agency

Personnel

President: W. Emery Lancaster
 General Manager: C. Arthur Fifer
 Commercial Manager: W. J. Rothschild
 Program Director: Jack Sexton
 Traffic Director: Zoula Gatewood
 Musical Director: Edythe Raye
 Chief Engineer: Francis Wentura

PA HELPS

STATION SALES

P.A., through its Station Relations Department, helps its affiliated stations sell by acquainting national advertisers with the special news and feature scripts on

the special **AP** *Radio News Wire.*

W R O K

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

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... Standard Radio

Representative... Headley-Reed Co.

Personnel

President... Ruth Hanna Simms
Managing Director... James Rodgers
General Manager... Walter Koessler
Sales Promotion Manager... William R. Traum
Program Director... Morey Owens
Continuity Director... Florence Lovejoy Shugars
Musical Director... Lorna Lane
Chief Engineer... Thomas C. Cameron

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... 917, 918 and 919

Studio Addresses... 1800 Third Ave., Fifth Ave.
Bldg., Moline; Orpheum Theater, Davenport.

Transmitter Location... 23rd Ave. and 52 St.,
Moline, Ill.

Time on the Air... 6 a.m. to 12 midnight,
Sundays, 8 a.m. to 12 midnight.

Newspaper Affiliation... The Rock Island Argus

News Service... AP, UP

Transcription Service... Standard Radio,
Lang-Worth

Representative... Howard H. Wilson Company

Personnel

President... John W. Potter
Vice-President-General Manager... L. C. Johnson
Commercial Manager... Maurice Corken
National Sales Manager... Ted Arnold
Program Manager... J. Woodrow Magnuson
Publicity Director... Don Wright
Sales Promotion Manager... Ted Arnold
Chief Engineer... R. J. Snett

ROCKFORD

Retail Sales Highest in History!
Great Machine Tool Center!
Location of Camp Grant!
Population Up 10%!

WROK

1000 W.

MUTUAL

OWNED AND OPERATED BY THE
NATIONAL REPRESENTATIVES

ROCKFORD CONSOLIDATED NEWSPAPERS, INC.
HEADLEY-REED COMPANY

WCBS

SPRINGFIELD—EST. 1922

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WCBS, Inc.
 Address: 523 E. Capital
 Phone Number: 9855
 Transmitter Location: 2200 S. 6th
 Time on the Air: 18 hrs. daily
 News Service: AP
 Representative: Sears & Ayer, Inc.

Personnel

Station Manager: Jack Heintz
 War Program Director: Lyle Munson
 Sales Promotion-Publicity Director: John J. Corrigan
 Musical Director: John Geil
 Chief Engineer: Harold L. Dewing

WTAX

SPRINGFIELD—EST. 1930

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: WTAX, Inc.
 Business Address: 204 Reisch Bldg.
 Phone Number: 2-4441
 Studio Address: 117-119 S. 5th St.
 Transmitter Location: 117-119 S. 5th St.
 Time on the Air: 17½ hours daily
 News Service: UP
 Transcription Service: Associated Music
 Publishers
 Representative: The Foreman Company

Personnel

President and Manager: Jay A. Johnson
 Program Director: Gladys McGrew

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By: WDZ Broadcasting
 Company
 Address: Star Building
 Phone Number: 98 and 153
 Transmitter Location: Intersection of U. S.
 Highways 36 and 45
 Time on the Air: Daytime license
 Transcription Service: Lang-Worth
 Representative: Howard H. Wilson Co.

Personnel

President: E. L. Bill
 Station and Sales Manager: Clair B. Hull

WILL

URBANA—EST. 1922

Frequency: 580 Kc. Power: 5000 d.
 Owned-Operated By: University of Illinois
 Business Address: Urbana
 Phone Number: 7-2400 and 7-2616
 Studio Address: Gregory Hall
 Transmitter Location: 1 mile south on First
 St. Road, Champaign, Ill.
 Time on the Air: 6:30 a.m. to local sunset
 Newspaper Affiliation: Daily Illini (student
 newspaper)
 News Service: AP
 Transcription Service: Lang-Worth

Personnel

Director: Jos. F. Wright
 Program Director: Frank E. Schooley
 Publicity Director: Art Wildhagen
 Chief Announcer: Paul Bolman
 Musical Director: Lanson F. Demming
 Production Director: Nat H. Erwin
 Chief Engineer: A. James Ebel
 (Non-Commercial Station)

INDIANA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285

WHBU

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Anderson Broad-
 casting Corp.
 Business Address: Citizens Bank Bldg.
 Phone Number: 7791
 Studio Address: 1110 Meridian St.
 Transmitter Location: 1110 Meridian St.
 Time on the Air: 7 a.m. to 7 p.m.
 News Service: UP
 Transcription Service: Standard Radio

Representative: Hal Holman Co.
Personnel

President-General Manager: L. M. Kennett
 Commercial Manager: John R. Atkinson
 Chief Engineer: L. F. Podhaski

WTRC

ELKHART—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Truth Publishing Co., Inc.
 Address: Hotel Elkhart

Phone Number.....948
 Transmitter Location...Oakland Avenue and
 Mishawaka Road
 Time on the Air.....7 a.m. to 10 p.m.
 Newspaper Affiliation...Elkhart Daily Truth
 News Service.....AP
 Transcription Service.....World; Standard
 Radio; Keystone
 Representative.....Burn-Smith Company, Inc.

Personnel

President.....C. D. Greenleaf
 General Manager.....R. R. Baker
 Commercial Manager.....Paul Upson
 Program-Musical Director.....Ethel Geiss
 Chief Engineer.....Kenneth Singleton

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.....Unlimited license
 Transcription Service.....World Broadcasting
 System
 Representative.....Weed & Co.

Personnel

Secretary-Treasurer
 and General Manager.....Clarence Leich

W G B F

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Evansville On The
 Air, Inc.
 Address.....519 Vine St.
 Phone Number.....2-1171
 Transmitter Location.....Evansville
 Time on the Air.....Unlimited license
 Transcription Service.....World Broadcasting
 System
 Representative.....Weed & Co.

Personnel

General Manager.....Clarence Leich

W G L

FORT WAYNE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By...Westinghouse Electric Mfg. Co.
 Operated By. Westinghouse Radio Stations, Inc.
 Business Address.....925 So. Harrison St.
 Phone Number.....A-2136
 Studio Address.....Westinghouse Building

Transmitter Location...Westinghouse Building
 Time on the Air.....6:30 a.m. to 12 Midnight
 News Service.....UP
 Transcription Service...World Broadcasting;
 Standard Radio
 Representative.....NBC Spot Sales

Personnel

Vice-President.....Walter Evans
 Station Manager.....J. B. Conley
 Commercial Manager.....Paul E. Mills
 Auditor.....Kenneth Foellinger
 Sales Promotion Mgr.....Jack O'Mara
 Program Director.....Eldon Campbell
 Production Director.....Carl Vandagriff
 Chief Announcer.....J. Howard Ackley
 Chief Engineer.....Alva E. Smith

W O W O

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts
 Owned By...Westinghouse Electric & Mfg. Co.
 Operated By. Westinghouse Radio Stations, Inc.
 Address.....925 So. Harrison St.
 Phone Number.....A-2136
 Transmitter Location.....Routes 30 and 33
 (Junction)
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Services...World Broadcasting;
 Standard Radio
 Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
 Station Manager.....J. B. Conley
 Commercial Manager.....Paul E. Mills
 Auditor.....Kenneth Foellinger
 Program Director.....Eldon Campbell
 Production Manager.....Carl Vandagriff
 Sales Promotion Mgr.....Jack O'Mara
 Chief Announcer.....J. Howard Ackley
 Continuity Supervisor.....H. C. Woehrmeyer
 Musical Director.....Jeanne Brown
 Chief Engineer.....Alva E. Smith

W I N D

GARY—EST. 1927

CBS

Frequency: 560 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Johnson-Kennedy
 Radio Corp.
 Business Address.....504 Broadway
 Phone Number.....Gary 9191
 Studio Addresses.....504 Broadway;
 230 N. Michigan Blvd., Chicago
 Transmitter Location.....Black Oak, Indiana
 Time on the Air.....24 hours daily
 News Service.....AP; INS
 National Sales Office Address.. 230 N. Michi-
 gan Blvd., Chicago, Ill.
 Representative.....Foreman Company

Personnel

President Ralph L. Atlas
 Resident Dee O. Coe
 Sales Manager John T. Carey
 Program Director Fred Willson
 Continuity Director Florence Folsom
 Musical Director Reba Jane Chapman
 Chief Engineer Victor H. Voss

W J O B

HAMMOND—EST. 1924

Frequency: 1230 Kc. Power: 100 Watts
 Owned By O. E. Richardson,
 Fred L. Adair, Robert C. Adair
 Operated By Radio Station WJOB
 Address 449 State St.
 Phone Number Hammond 9800
 Transmitter Location 449 State St.
 Time on the Air 7 a.m. to 11 p.m.
 News Service UP
 Representative Cox & Tanz

Personnel

Station Manager O. E. Richardson
 Commercial Manager Robert C. Adair
 Sales Promotion Manager Stanley C. Davis
 Program Director Howard Dunavan
 Chief Announcer Charles Sharpless
 Musical Director J. Gibbs Spring
 Chief Engineer Stanley Strousberg

W J W C

HAMMOND—EST. 1942

Frequency: 1520 Kc. Power: 5000 Watts
 Owned-Operated By Hammond-Calumet
 Broadcasting Corporation
 Business Address: 165 North Michigan Ave.,
 Chicago, Ill.
 Phone Number Dearborn 8600
 Studio Addresses: 5935 S. Hohman Ave.; 165
 N. Michigan, Chicago, Ill., 400 W. Madison
 St., Chicago, Ill.
 Transmitter Location 137 & Pochman Aves.
 Time on the Air 6 a.m. to 12:30 a.m.
 News Service UP, AP
 Transcription Service Standard, Associated
 National Representative Free & Peters, Inc.

Personnel

President John W. Clarke
 Station Manager William R. Cline
 (This station suspended operation on Feb-
 ruary 9, 1943.)

W F B M

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By WFBM, Inc.

Address 48 Monument Circle
 Phone Number Lincoln 8506
 Transmitter Location 2 miles northeast of
 Millersville, Indiana
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service AP; INS
 Transcription Service Associated Music
 Publishers
 Representative The Katz Agency

Personnel

President H. M. Bitner, Sr.
 Station Manager Harry M. Bitner, Jr.
 Commercial Manager William F. Kiley, Jr.
 Chief Announcer Lyle Ludwig
 Program Director F. O. Sharp
 Musical Director Walter H. Reuleaux
 Chief Engineer Harold Holland

W I B C

INDIANAPOLIS—EST. 1938
MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Indiana Broadcasting
 Corp.
 Address 350 N. Meridian St.
 Phone Number Lincoln 2305
 Transmitter Location Northwest of
 Indianapolis
 Time on the Air 5 a.m. to 12 midnight
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

President H. G. Wall
 General Manager O. J. Kelchner
 Commercial Manager J. J. Flanigan
 Program Director Felix Adams
 Production Manager Jon Arthur
 Director of Rural Programs Bill Tabor
 Musical Director-Artists' Bureau
 Head Lester Huff
 Chief Announcer Howard Wolfe
 Traffic Manager Jo Ann Shea
 Chief Engineer Harry Adams

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Indianapolis Broad-
 casting, Inc.
 Address Claypool Hotel
 Phone Number Riley 1541-2-3-4
 Transmitter Location 44th & Ralston Road
 Time on the Air 6:30 a.m. to midnight
 News Service AP; UP
 Transcription Service World Broadcasting,
 Lang-Worth
 Representative John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 Commercial Manager.....Rex Schepp
 Program Director.....Bill Dean
 Musical Director.....Harry Bason
 Chief Engineer.....Eugene E. Alden

W I S H

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Capitol Broadcasting Corporation
 Address.....Board of Trade Building
 Phone Number.....Market 6345
 Transmitter Location...Post Road and Rawls Ave.
 Time on the Air.....6 a.m. to 1 a.m.; Sunday, 7 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Free & Peters, Inc.

Personnel

President-Gen. Manager, G. Bruce McConnell
 Station Manager.....Robert E. Bausman
 Production Manager.....William Frost
 Program Director.....Robert Latting
 Chief Announcer.....Robert Merryman
 Musical Director.....Eddie Hanson
 Chief Engineer.....Stokes Gresham, Jr.

W K M O

KOKOMO—EST. 1941

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Kokomo Broadcasting Co.
 Address.....400 North Main St.
 Transmitter Location.....Kokomo
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth
 Representative.....Cox & Tanz

Personnel

President-Commercial
 Manager.....Dr. Charles K. Boyajian

W A S K

LAFAYETTE—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WFAM, Inc.
 Business Address.....Lafayette
 Studio Address.....Wallace Bldg.
 Transmitter Location.....No. River Road, West Lafayette
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP

Personnel

President.....O. E. Richardson
 Station Manager.....J. Gibbs Spring
 Sales Manager.....Vernon Boylson
 Chief Announcer.....William Warren
 Chief Engineer.....Russell Lewis

W L B C

MUNCIE—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Address.....P. O. Box 271
 Phone Number.....4403
 Studio Address: U. S. Highway, S. E. of Muncie
 Transmitter Location.....Same
 Time on the Air.....5:30 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Forjoe & Co.

Personnel

Owner-Station Manager.....Donald A. Burton
 Commercial Manager.....Wm. F. Craig
 Sales Manager.....Wm. F. Craig
 Chief Announcer.....Mike Modlin
 Chief Engineer.....Maurice Crain

W G R C

NEW ALBANY (LOUISVILLE, KY.)

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 3343
 Studio Addresses: Kentucky Home Life Bldg., Louisville, Ky.
 Transmitter Location: Silver Creek Road, near New Albany
 Time on the Air.....7 a.m. to midnight
 News Service.....AP; Transradio
 Transcription Service.....Standard Radio; Associated Music Publishers; Lang-Worth
 Representatives.....Burn-Smith Co.; Walter Biddick Co.

Personnel

President and Manager.....S. A. Cisler
 Commercial Manager.....J. Porter Smith
 Sales Promotion Manager.....Harry Hunter
 Production Manager.....George Losey
 Musical Director.....Jack Curran
 Chief Engineer.....Perry Esten
 Traffic-Continuity Director.....David Wilburn
 News Editor.....Stanley Babington

W K B V

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Knox Radio Corp.
 Address.....225 N. 8th St.
 Phone Number.....1434
 Transmitter Location.....North Richmond
 Time on the Air.....Unlimited License
 Transcription Service: Lang-Worth; Keystone
 Broadcasting System

Personnel

PresidentWilliam O. Knox

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: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.
 Newspaper Affiliation...South Bend Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

PresidentF. A. Miller
 Station Manager.....Franklin D. Schurz
 Commercial Manager.....R. H. Swintz
 Program Director-Chief
 Announcer.....Marc Boyden
 Publicity Director.....Neal B. Welch
 Musical Director.....Harlan Hogan
 Chief Engineer.....Paul Mangus

W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Banks of the Wabash,
 Inc.
 Address303 South Sixth Street
 Phone Number.....Crawford 3394
 Transmitter Location...First St. and Peyton
 Ave.
 Time on the Air...6:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting
 System; Langworth
 Representative.....Weed & Company

Personnel

General Manager.....George M. Jackson
 Sales Promotion Manager.....M. K. Barry
 Program Director.....Leo Baxter
 Chief Engineer.....Don Aldrich

W A O V

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By ..Vincennes Newspapers,
 Inc.
 Studio Address.....Grand Hotel
 Business Address.....320 Busseron St.
 Phone Number.....787-788
 Transmitter Location: US 41, north of Vincennes
 (½ mile)
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 8 a.m. to 10 p.m.
 Newspaper AffiliationVincennes
 Sun-Commercial
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Broadcasting System
 Representative.....John E. Pearson Co.

Personnel

Vice-President-General
 ManagerHoward N. Greenlee
 Station Manager.....Victor H. Lund
 Commercial-Sales Promotion
 Manager.....Richard B. Harris
 Program Director-Chief
 Announcer.....Emmett Jackson
 Publicity Director.....Victor H. Lund
 Musical Director.....Mrs. J. W. Shoemaker

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Purdue University
 AddressHall of Music, Lafayette
 Phone Number.....6076
 Transmitter Location.....6 miles south of La-
 fayette
 Time on the Air.....10 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

Business Manager.....John W. Ditamore
 Program Director.....Gilbert D. Williams
 Production Manager.....C. H. Wahl
 Publicity Director.....Stew Wolfe
 Chief Engineers...Howard Eckert, Earl Stout

IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W O I

AMES—EST. 1921 (9Y1)

Frequency: 640 Kc. Power: 5000 Watts
Owned-Operated By: Iowa State College
Address: Service Building
Phone Number: 2500; Extension 231
Transmitter Location: Service Building
Time on the Air: Local sunrise to local sunset
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Charles E. Friley
Director: W. I. Griffith
Production Manager: Dick Hull
Publicity Director: R. W. Beckman
Chief Announcer: Lee Gibson
News Editor: Sid Stone
Musical Director: Howard Chase
Chief Engineer: L. L. Lewis
(Non-Commercial Station)

K F G Q

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By: Boone Biblical College
Business Address: 924 West Second Street
Phone Number: 1119-W
Transmitter Location: 924 West Second St.
Time on the Air: Daytime License

Personnel

Manager: Lois Crawford
Chief Announcer: Anne Reiffenstein
Musical Director: Opal Hartung
War Program Director: Josephine Griffin
Chief Engineer: Paul R. Huntsinger
(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Burlington Broadcasting Co.
Address: National Bank Bldg.
Phone Numbers: 680; 681
Transmitter Location: National Bank Bldg.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 11 p.m.
Newspaper Affiliation: Burlington Hawkeye Gazette
News Service: UP
Transcription Service: Standard Radio
Representative: William G. Rambeau Co.

Personnel

President-General Manager: G. B. McDermott
Program-Musical Director: Mary Mangold

War Program Director: Layton Hurst
Publicity Director: Mary Weaver
Chief Announcer: Boise Butterfield
Chief Engineer: Kirby Smith

W M T

CEDAR RAPIDS, WATERLOO—
EST. 1922

CBS

THE COWLES GROUP

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Iowa Broadcasting Company

Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)

Transmitter Location: Marion, Iowa
Time on the Air: 5:30 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight

Newspaper Affiliation: Des Moines Register and Tribune

News Services: AP; UP
Transcription Service: Davis & Schwegler; Lang-Worth; World Broadcasting System; BMI

Representative: The Katz Agency

Personnel

President: Gardner Cowles, Jr.
V.P. and General Manager: S. D. Quarton
Commercial Manager,

W. B. Quarton (Cedar Rapids)
Don Inman (Waterloo)

Merchandising Manager: Leo F. Cole
Program Director: Douglas B. Grant
Production Manager-Chief

Announcer: Benne Alter
Farm Editor: Archie E. Stockwell
Production Manager (Waterloo)

Howard Roberts
Publicity Director: L. Von Linder
Musical Director: Maureen Canavan
Chief Engineer: Charles F. Quentin

K R O S

CLINTON—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Clinton Broadcasting Corp.

Business Address: Jacobsen Bldg.
Phone Number: 448

Studio Address: Jacobsen Bldg.
Transmitter Location: Jacobsen Bldg.
Time on the Air: Unlimited License

News Service: UP
Transcription Service: Standard Radio
Representative: Spot Sales, Inc.

Personnel

Principal Owner..... W. S. Jacobsen
 General Manager..... Morgan Sexton
 Program Director..... Jack Hubbard
 War Program Director..... Lucille DeLeers
 Musical Director..... Margery Meinert
 Chief Engineer..... Gilbert Andrew

W O C

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tri-City Broadcasting
 Company

Address..... 1000 Brady Street
 Phone Number..... 2-3521
 Transmitter Location.....1000 Brady Street
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)

News Service..... UP
 Transcription Service.....NBC Thesaurus
 Representative.....Free & Peters, Inc.

Personnel

President.....Col. B. J. Palmer
 General Manager.....J. Buryl Loitridge
 Commercial Manager.....L. O. Fitzgibbons
 Program Director.....Mark Russell
 Production Manager.....Jack Paulsen
 Chief Engineer.....Ray Stauffer

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.....7:30 a.m. to local sunset

Personnel

President.....Dr. O. J. H. Preus
 Station Manager.....Kenneth L. Berger
 Publicity Director.....M. Lore
 Musical Director.....Donald Gjerdrum
 Chief Engineer.....O. M. Eittrm
 (Non-Commercial Station)

K R N T

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Iowa Broadcasting
 Company

Address.....715 Locust St.
 Phone Number..... 3-2111
 Transmitter Location.....S. E. 22nd & Park
 Ave.

Time on the Air: 5:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight

Newspaper Affiliation..Des Moines Register
 and Tribune
 News Service.....AP; UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
 Station Manager.....Craig Lawrence
 Program Director.....Ed Linehan
 Sales Promotion Manager.....John Drake
 Publicity Director.....Mary Little
 Chief Engineer.....Paul Huntsinger

K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—

THE COWLES STATIONS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....Iowa Broadcasting
 Company

Address.....715 Locust Street
 Phone Number..... 3-2111
 Transmitter Location.....S.E. 22nd & Park
 Avenue

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1 a.m.

Newspaper Affiliation..Des Moines Register
 and Tribune
 News Service.....AP; UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
 Station Manager.....Craig Lawrence
 Program Director.....Ed Linehan
 Sales Promotion Manager.....John Drake
 Publicity Director.....Mary Little
 Chief Engineer.....Paul Huntsinger

W H O

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS

Frequency: 1040 Kc.....Power: 50000 Watts
 Owned-Operated By..Central Broadcasting Co.
 Business Address.....914 Walnut St.
 Phone Number.....3-7147
 Studio Addresses.....914 Walnut St.; Shrine
 Auditorium

Transmitter Location..... Mitchellville, Iowa
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Services.....INS; UP
 Transcription Services.....NBC Thesaurus; BMI
 Representative.....Free & Peters, Inc.

Personnel

President.....B. J. Palmer
 V-P & Station Manager.....J. O. Maland
 Sales Manager.....Hale Bondurant
 Merchandising Director.....Harold Fulton

Publicity Director.....Woody Woods
 Program Director.....Harold Fair
 Continuity Director.....Mary Nolan
 Public Relations Director.....Ralph Evans
 Musical Director.....Don Hovey
 Technical Director.....Paul A. Loyet

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned By.....Telegraph-Herald
 Operated By.....Fred Woodward
 Address.....8th and Bluff
 Phone Number.....1603
 Transmitter Location.....East Dubuque, Ill.
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Telegraph-Herald
 News Service.....AP
 Transcription Services.....Langworth;
 Standard Radio
 Representative.....John Pearson

Personnel

President.....Fred Woodward
 Station Manager.....K. S. Gordon
 Commercial Manager.....W. J. Binkley
 Program Director.....Paul Skinner
 Chief Engineer.....Stan Beck

W K B B

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Sanders Bros. Radio
 Station
 Address.....Hotel Julien
 Phone Number.....572
 Transmitter Location.....R. R. No.2, Dubuque,
 Iowa
 Time on the Air.....6:30 a.m. to 12 Midnight;
 Sundays, 8 a.m. to 12 Midnight
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers
 Representative.....Spot Sales, Inc.

Personnel

President.....Walter E. Klauer
 Station Manager.....James D. Carpenter
 Program Director.....Gleason E. Kistler
 Publicity Director-Chief Announcer,
 L. Vaughn Gayman
 Chief Engineer.....Leonard Carlson

K V F D

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Broad-
 casting Co.

Address.....912 First Ave. South; Warden
 Bldg.

Phone Number.....Walnut 3761
 Transmitter Location.....Fort Dodge RFD
 Time on the Air.....6 a.m. to Midnight
 News Service.....UP
 Representative.....Burn-Smith Co.

Personnel

President-General Manager.....Edward Breen
 Program Director.....Dick Gifford
 Chief Announcer.....Glenn Goodwin
 Chief Engineer.....Dave Sinclair

W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....The State University of
 Iowa
 Address.....Radio Bldg.
 Phone Number.....2111-237
 Transmitter Location.....Two miles west of
 Iowa City
 Time on the Air.....8 a.m. to 10 p.m.
 News Service.....AP

Personnel

Station Director.....Carl H. Menzer
 Program Director.....Pearl B. Broxam
 Chief Engineer.....S. J. Ebert
 (Non-Commercial Station)

K F J B

MARSHALLTOWN—EST. 1923

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 10 p.m.; Sundays,
 11 a.m. to 7:00 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor;
 Lang-Worth
 Representative.....The Walker Company

Personnel

President and Station Manager...Earl Peak
 Commercial Manager.....E. W. Thompson
 Program Director.....O. L. Russell
 Chief Engineer.....Alfred Urbashich

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts
 (C.P. 5000 Watts)
 Owned-Operated By.....Mason City Globe
 Gazette Co.

Address.....200 North Federal Avenue
 Phone Number2800
 Transmitter Location.....Highway 18, west
 of Mason City
 Time on the Air.....6 a.m. to 12 p.m.
 Newspaper Affiliation...Mason City Globe
 Gazette
 News Service.....AP; UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative Weed & Co.

Personnel

Station Manager.....F. C. Eighmey
 Commercial Manager.....Herbert Ohrt
 Assistant Manager.....Leo Born
 Program Director.....Merritt Milligan
 Publicity Director.....Wade Patterson
 Chief Engineer.....Roger Sawyer

K B I Z

OTTUMWA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....J. D. Falvey
 Address.....117 E. Main St.
 Phone Number.....5600
 Transmitter Location.....Community Gardens
 Time on the Air.....6 a.m. to 11 pm.;
 Sunday, 8 a.m. to 11 p.m.

News Service.....UP
 Transcription Services.....Standard Radio

Personnel

Station Manager.....J. D. "Jack" Falvey
 Commercial-Sales Promotion Manager,
 Em Owen
 Program Director-Production Manager
 Harry Colman
 Musical Director.....John Elliott
 Chief Engineer.....August P. Wendt

K F N F

SHENANDOAH—EST. 1926

Frequency: 920 Kc.....Power: 1000 d., 250 n.
 Owned-Operated By.....KFNF, Inc.
 Address.....407 Sycamore St.
 Phone Number.....1 PBX
 Transmitter Location.....407 Sycamore St.
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.
 to 10 p.m.

News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President.....Henry Field
 Station Manager.....T. F. Stubbs
 General Manager.....John Nicholson
 Production Manager.....Al Staas
 Musical Director.....Perry Douthitt
 Chief Engineer.....Earl Blakesley

K M A

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....May Broadcasting Co.
 Address.....Lowell and Elm Streets
 Phone Number.....192
 Transmitter Location.....Route 48
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. (Cy.) Rapp
 Sales Manager.....A. W. Ramsay
 Program Director.....Paul Brawner
 Continuity Director.....Doris Murphy
 Traffic Manager.....Evalyn Saner
 Musical Director.....Mabel McFarland
 Chief Announcer.....Russ Davis
 War Program Director.....Owen Saddler
 Chief Engineer.....Ray Schroeder

K S C J

SIoux CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location.....5500 Floyd River Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....C. P. MacGregor
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....William H. Sammons
 Station Manager.....Eugene T. Flaherty
 Program Director.....Larry Coke
 Chief Announcer.....Larry Coke
 Director of Education.....Elizabeth Sammons
 Musical Director.....Miriam Corkhill
 Chief Engineer.....Alvin H. Smith

K T R I

SIoux CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Sioux City Broadcasting
 Company

Business Address.....Commerce Building
 Phone Number.....8-0165
 Transmitter Location.....Commerce Building
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....Sioux City Tribune
 News Service.....UP
 Transcription Service...Associated Music Pub-
 lishers
 Representative.....Burn-Smith Co.

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Commercial Manager.....Ray Jensen
 Program Director-Chief Announcer..Al Triggs
 Production Manager.....Andrew Bogue
 Publicity Director.....Bud LaGrave
 Musical Director.....Bernie Mahr
 Chief Engineer.....Earl Huss

K I C D

SPENCER—EST. 1942

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Iowa Great Lakes
 Broadcasting Co.
 Address Spencer
 Phone Number 45
 Transmitter Location Spencer
 Time on the Air..... 6 a.m. to 12 p.m.
 News Service..... PA
 Transcription Service..... Lang-Worth
 National Representative..... Hal Holman

Personnel

Station Manager.....Lawrence W. Andrews
 Commercial Manager.....Lyle W. Nolan

Production Manager.....Leo G. Rasmussen
 Chief Engineer.....Hewitt D. Grotewohl

KXEL

WATERLOO—EST. 1942

BLUE NETWORK

Frequency: 1540 Kc.....Power: 50000 Watts
 Owned-Operated By.....Josh Higgins
 Broadcasting Co.
 Address Insurance Bldg.
 Phone Number..... 3371
 Transmitter Location Dysart
 Time on the Air..... 6 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
 Program Director.....L. D. Barnhart
 Studio Supervisor.....Joe Rockhold
 Farm Editor.....Hugh Muncy
 News Editor.....George Cremeens
 Continuity Don Moore
 Musical Director.....Les Hartman
 Chief Engineer.....Don Kassner

KANSAS

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K V A K

ATCHISON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
 Owned By.....Latenser Broadcasting Co.
 Operated By.....Paul Roscoe
 Address.....622 Commercial Street
 Phone Number..... 1420
 Transmitter Location.....Winthrop
 Time on the Air..... 7 a.m. to 10 p.m.
 News Service..... UP
 Transcription Service..... Keystone
 Broadcasting System

Personnel

President.....J. L. Tennant
 Sales Promotion-Station Manager..Paul Roscoe
 Commercial Manager.....Bill Peltzer
 Program DirectorFrank Wizarde
 War Production Director.....Dottie Taylor
 Production Manager.....Jerry Gilman
 Artists Bureau.....Virginia Blair
 Chief Engineer.....Charles Giles

K G G F

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

Frequency: 690 Kc.....Power: 1000 d.; 500 n.

Owned-Operated By.....Hugh J. Powell
 Address..... 8th and Elm
 Phone Number..... 147
 Transmitter Location South Coffeyville
 Newspaper Affiliation..... Coffeyville Journal
 News Service..... AP
 Transcription Service..... NBC Thesaurus
 Representative..... John E. Pearson Co.

Personnel

Owner..... Hugh J. Powell
 General Manager..... Melvin Drake
 Program Director-Chief Announcer,
 Dick Campbell
 Production Manager-Musical Director,
 Ozzie Osborne
 Publicity Director..... Anna Marie McGrath
 Chief Engineer..... J. S. Jaminet

K G N O

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 d., 250 n.
 Owned-Operated By.....Dodge City Broad-
 casting Co.
 Address Globe Bldg.
 Phone Number..... 1340
 Transmitter Location West Park St.
 Time on the Air..... 8 a.m. to 8 p.m.

Newspaper Affiliation. Dodge City Daily Globe
 News Service.....AP
 Transcription Service..... Standard Radio
 Representative..... Arthur H. Hagg and
 Associates

Personnel

President..... J. C. Denious
 Business Manager..... N. C. Petersen
 Commercial Manager..... Betty Denious
 Program Director..... Herschell Holland
 Chief Announcers..... Dick Hamilton,
 Bruce Deck
 Chief Engineer..... Ralph Hickman

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Emporia Broadcast-
 ing Co.
 Address..... 613 Merchant St.
 Phone Number..... 153, 154
 Transmitter Location..... South Emporia
 Time on the Air: 6:28 a.m. to 12:13 a.m.;
 Sunday, 7:28 a.m. to 12:03 a.m.
 News Service..... INS
 Representative..... Sears & Ayer

Personnel

President..... S. B. Warren
 Station Manager..... J. Nelson Rupard
 Sales Promotion Manager... Burton Harrison
 Program Director..... Miriam Porter
 Production Manager..... Larry Cotton
 Chief Announcer..... Duane Tucker
 Chief Engineer..... Harold E. Davis

K I U L

GARDEN CITY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 100 Watts
 Owned By... Garden City Broadcasting Co.
 Operated By..... F. D. Conard
 Business Address..... 404 N. Main
 Phone Number..... 666
 Studio Address.. 404 N. Main, Warner Terrace
 Transmitter Location..... Warner Terrace
 Time on the Air..... 7 a.m. to 7 p.m.
 News Service..... UP
 Transcription Service..... C. P. McGregor,
 Keystone Broadcasting System

Personnel

President..... F. D. Conard
 Station Manager..... Al Pyatt
 Program Director-Chief Announcer.. Loyd Evans
 Chief Engineer..... Henry McClintock

K V G B

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... H. T. Townsley
 Address..... 2103 Forest Ave.
 Phone Number..... 1080, 1081
 Transmitter Location..... South Great Bend
 Time on the Air..... Unlimited
 News Service..... AP; UP
 Transcription Service..... Lang-Worth

Personnel

Owner..... H. T. Townsley
 General Manager..... Clem Morgan
 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-Operated By..... The Nation's Cen-
 ter Broadcasting Co.
 Address..... 101 East Avenue A
 Phone Number..... 5202
 Transmitter Location..... Hutchinson
 Time on the Air..... 6:45 a.m. to 11:05 p.m.
 News Service..... UP
 Transcription Service..... Standard Radio;
 Lang-Worth

Personnel

President..... William Wyse
 Commercial Manager..... Vernon Minor
 Program Director..... Herbert Clark
 Chief Engineer..... Millard Clary

K C K N

KANSAS CITY—EST. 1925 (as WLBF)
 1936 (as KCKN)

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... The KCKN Broad-
 casting Company
 Address..... 901 North 8th St.
 Phone Number..... Drexel 4300
 Transmitter Location..... 901 North 8th St.
 Time on the Air..... 7 a.m. to 10 p.m.
 Newspaper Affiliation. The Kansas City Kansan
 News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... Capper Publications

Personnel

President..... W. A. Bailey
 Vice-President-General Manager,
 Ellis Atteberry
 Sales Promotion Manager..... Bette Averill
 Program Director..... Al Christy
 Publicity Director..... Doris Bales
 Chief Announcer..... George Stump

This is WIBW



"This is WIBW", says the head of a well-known agency who sent us this picture. "To me", he continues, "it typifies the friendly understanding that exists between you and your listeners.

"I used to be amazed at this relationship—the instant, whole-hearted response of your listeners. Then I visited WIBW and it was no longer a mystery.

"Throughout your entire organization, I *felt* the sincerity of your efforts to be a good neighbor . . . to render a real service . . . to make lasting friends throughout six states.

"And you *are* their friends. Sitting in homes hundreds of miles from Topeka, we tuned in your sharp, easily-heard 580 kc signal. I heard these every-day folks call each announcer and entertainer by his first name. I watched them accept sales messages as the personal recommendation of one friend to another.

"No wonder WIBW gets such consistent results for its advertisers. You have built an enviable personal relationship that makes you a part of the daily life of your listeners. Never let it escape."

We won't—WIBW.

WIBW

IN
TOPEKA

BEN LUDY, Gen. Mgr.

"The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

Director of Continuity.....Icie Johnson
War Program Director.....Ellis Atteberry
Musical Director.....Ruth Royal
Chief Engineer.....Bernard Maltby

K F K U

LAWRENCE—EST. 1924

Frequency: 1250 Kc..Power: 5000 d.; 1000 n.
Owned-Operated By.....University of Kansas
Address.....Lawrence
Transmitter Location.....Tonganoxie, Kans.
Time on the Air....Shares time with WREN

Personnel

Director.....Harold G. Ingham
(Non-Commercial Station)

W R E N

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....WREN Broadcasting
Co. Inc.

Address.....WREN Bldg.
Phone Number.....110
Transmitter Location.....Tonganoxie, Kansas
Time on the Air.....17 hours daily
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Geo. P. Hollingbery Co.

Personnel

General Manager.....Verl Bratton
Sales Promotion-Program Director.....Will Yearout
Chief Announcer.....Millard Ireland
Chief Engineer.....Carl Bliesner

K S A C

MANHATTAN—EST. 1924

Frequency: 580 Kc....Power: 1000 d., 500 n.
Owned-Operated By.....Kansas State College
of Agriculture and Applied Science

Address.....College Campus
Phone Number.....Office, 2236; Station, 3395
Transmitter Location.....College Campus
Time on the Air.....Shares time

Personnel

President.....F. D. Farrell
Station Manager.....H. Umberger
Program Director.....L. L. Longsdorf
Production Manager-Publicity Director.....Lowell Treaster
Musical Director.....William Lindquist
Chief Engineer.....R. C. Dennison
(Non-Commercial Station)

K O A M
PITTSBURG—EST. 1937

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 1000 Watts
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
System

Representative.....The Walker Company

Personnel

President.....E. Victor Baxter
Station Manager.....R. E. Wade
Sales and Promotion Manager.....Marcell Stewart
Publicity Director.....Don Taylor
Program Director.....Ralph E. Wade
Chief Announcer.....Lou Martin
Musical Director.....Leota Taylor
Chief Engineer.....W. L. Brown

K S A L

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....KSAL, Inc.

Address.....201 West Iron
Phone Number.....100, 101, and 423
Transmitter Location.....West State St.
Time on the Air: 6 a.m. to 12 midnight (125
hours weekly)

Newspaper Affiliation.....Salina Journal
News Service.....AP
Transcription Service.....NBC Thesaurus,
Lang-Worth

Representative.....John E. Pearson Co.

Personnel

President.....R. J. Laubengayer
Station Manager.....Owen Balch
Program Director.....R. C. Atherton
Musical Director.....Al Thompson
Chief Engineer.....N. E. Vance, Jr.

W I B W

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Capper Publications,
Inc.

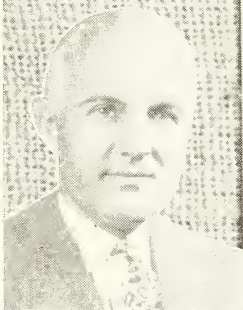
Business Address.....Box 119
Phone.....3-2377
Studio Address.....1035 Topeka Blvd.
Transmitter Location.....Seven miles west of
Topeka

KFBI 1070 KILOCYCLES

★ *The Influential Wichita Station*

Influential because KFBI was the first station in the state, is Kansas' only 24-hour voice, and reaches farther from Wichita with the most favorable wave length. Influential too, because of programming custom-tailored to sectional likes—combining Blue and Mutual selections with more news, more sports, more live talent, more hill-billy. Four experienced merchandising representatives complete the KFBI cycle of influence.

Select the influential station of this market long recognized for a well-balanced, stable economy, based on oil, agriculture and industry. *Now with spectacularly accelerated buying power!*



RAY LINTON
GENERAL MANAGER



RALPH VARNUM
ASSISTANT MANAGER and
MERCHANDISING DIRECTOR



TED JOHNSON
PROGRAM DIRECTOR

REPRESENTED
NATIONALLY BY
HOWARD H. WILSON CO.

Time on the Air: 5 a.m. to midnight (with 3½ hrs. allowed to KSAC) and Sundays, 6:00 a.m. to 12 midnight

Newspaper Affiliation....Capper Publications, Inc.

News Service.....UP, AP
Transcription Service.....Standard Radio, Lang-Worth

Representative.....Capper Publications, Inc.

Personnel

General Manager.....Ben Ludy
Publicity Director.....Charles Hill
Artists' Bureau Head.....Maudie Shreffler
War Program Director.....Kathryn Young
Chief Engineer.....Karl Troeglen

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The KANS Broadcasting Co.

Address.....Hotel Lassen
Phone Number.....4-2387

Transmitter Location.....Wichita

Time on the Air.....6:30 a.m. to midnight

Transcription Service.....NBC Thesaurus: Standard Radio

Representative.....Headley-Reed Co.

Personnel

President.....Herb Hollister
General Manager.....Jack Todd
Program Director.....Grenville Darling
Musical Director.....Raymond Shelley
Supervising Engineer.....Carl Hall

KFBI

WICHITA—EST. 1923

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Farmers and Bankers Broadcasting Corporation

Address.....First and Market Sts.

Phone Number.....2-1447

Transmitter Location....42nd and Broadway

Time on the Air.....24 hours daily

News Service.....INS

Transcription Service.....Standard Radio

Representative...Howard H. Wilson Company

Personnel

President.....H. K. Lindsley
General Manager.....Ray Linton
Program Director.....Ted Johnson
Sales Promotion Manager.....Ralph Varnum
Musical Director.....Zeke Williams
Publicity Director.....R. L. Mc Elhiney
Technical Director.....K. W. Pyle

KFH

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....The Radio Station KFH Company, Inc.

Address.....York Rite Building

Phone Number.....2-4491

Transmitter Location.....RFD No. 3, Wichita, Kansas

Time on the Air.....5:30 a.m. to 12 midnight

Newspaper Affiliation.....Wichita Eagle

News Service.....AP-PA

Transcription Service.....Lang-Worth

Representative.....Edward Petry & Company

Personnel

Vice-President-General Mgr...M. M. Murdock
Business Manager.....P. S. Clark

National Sales & Promotion Manager,

Clark A. Luther

Program Director.....Vernon E. Reed

Chief Announcer.....Eddy McKean

Traffic Manager.....Lella Hull

Accountant.....Winnifred Walker

Musical Director.....Guy Snyder

Chief Engineer.....Amos C. Dadisman

PA WAS

TWO YEARS

AHEAD

with the first, regular

24-hour radio news

wire.



W H A S

L O U I S V I L L E

50,000

W A T T S • 8 4 0 K C

BASIC CBS

R E P R E S E N T E D B Y

E D W . P E T R Y & C O . I N C .



KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W C M I

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK
BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Ashland Broadcasting
Company

Addresses: WCMI Bldg., Ashland, Ky.;
Radio Center, Huntington, W. Va.; First
Nat'l Bank Building, Ironton, Ohio
Phone Number: 3010 (Ashland), 28358
(Huntington), 678 (Ironton)

Transmitter Location: 48th St. and Ohio
River, Ashland, Ky.

Time on the Air: 6:30 a.m. to 12 midnight
Newspaper Affiliation: Ashland Daily
Independent

News Service: UP
Transcription Service: Standard Radio
Representative: John H. Perry Associates

Personnel

President: Gilmore Nunn
Treasurer and General Manager

Warren G. Davis
Commercial Manager (Ashland) A. E. Tyler
Commercial Manager (Huntington)

L. D. Newman
Program-Publicity Director Dallas Wyant
Production Manager and Chief Announcer

John Wymer
Chief Engineer Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Bowling Green Broad-
casting Co.

Address: 801 Fairview Ave.
Phone Number: 1340 1
Transmitter Location: 801 Fairview Ave.
Time on the Air: Unlimited license
Transcription Service: Standard Radio

Personnel

President-General Manager: Rayburn R. Rose

W H L N

HARLEN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Blanfox Radio
Company, Incorporated

Address: South Main St.
Phone Number: 625
Time on the Air: 6:30 a.m. to 9 p.m.;
Sunday, 7 a.m. to 10 p.m.

News Service: UP
Transcription Service: Lang-Worth, Standard,
World Broadcasting System, Keystone

Personnel

President-General Manager: R. B. Helms
Commercial Manager: Eddie Whitehart
Program Director-Chief Announcer,

Vernon Nunn
Musical Director: Freida Whitehart
Chief Engineer: Max Cockley

W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 250 Watts
Owned-Operated By: Paducah Broadcast-
ing Co.

Address: Zion Road, R No. 3
Phone Number: 3923
Transmitter Location: Southeast of
Henderson

Time on the Air: Local sunup to local
sundown

News Service: UP
Transcription Service: NBC Thesaurus, C. P.
MacGregor, Associated Music
Representative: Sears & Ayer, Inc.

Personnel

President-General Manager: Pierce E. Lackey
Station Manager: Hecht S. Lackey
Program Director: Freda Lemon
Chief Announcer: Marvin Walker, Jr.
Chief Engineer: Edwin L. Robb

W H O P

HOPKINSVILLE—EST. 1939

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Pducah Broadcasting
Co.

Business Address: Garnett Bldg.
Phone Number: 1025, 1026
Studio Address: Route 68 (1½ miles north-
west of Hopkinsville and Garnett Bldg.)

Transmitter Location: Cadil Pike
Time on the Air: 6 a.m. to 9:30 p.m.
News Service: UP
Transcription Service: World Broadcasting
System, Associated Music Publishers, C. P.
MacGregor

Representative: Sears & Ayer

Personnel

President: Pierce E. Lackey
General Manager: F. Ernest Lackey
Program-Musical Director: Bonnie Bessire
Chief Engineer: Lynton R. Lemond

W L A P

LEXINGTON—EST. 1934

MUTUAL—SOUTHERN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . . American Broadcasting Corp. of Kentucky
 Address . . . Radio Bldg., Walnut and Short Sts.
 Phone Number 1721
 Transmitter Location Mason-Headley Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio
 Representative John H. Perry Associates

Personnel

President-General Mgr. Gilmore N. Nunn
 Vice-President J. Lindsay Nunn
 Station Director Ted Grizzard
 Commercial Manager Ed Willis
 Program Director Lowry Kohler
 War Program Director Phil Sutterfield
 Musical Director Eddie Harrison
 Chief Engineer Sanford Holt

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By WAVE, Incorporated
 Address 334 E. Broadway
 Phone Number Wabash 6543
 Transmitter Location Hamburg Pike, Jeffersonville, Ind.
 Time on the Air 6 a.m. to 12 midnight
 News Service INS
 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 Patterson
 Chief Announcer H. Burt Blackwell
 Musical Director Earle Keller
 Chief Engineer Wilbur E. Hudson

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc. Power: 50000 Watts
 Owned-Operated By Courier-Journal and Louisville Times Company
 Address 300 West Liberty St.
 Phone Number Wabash 2211
 Transmitter Location R. R. No. 2, Anchorage, Kentucky
 Time on the Air 24 Hours Daily
 Newspaper Affiliation Courier-Journal and Louisville Times

News Service AP, UP
 Transcription Service Associated Music Publishers, Lang-Worth, Standard
 Representative Edward Pety & Company

Personnel

Owner Barry Bingham
 Executive Manager W. Lee Coulson
 Commercial Manager Joe Eaton
 Program Manager Robert L. Kennett
 Sales Promotion Manager Neil D. Cline
 Production Manager T. Dudley Musson
 Office Manager J. H. Callaway
 Agricultural Coordinator John Merrifield
 Musical Director Robert Hutsell
 Chief Engineer D. C. Summerford

W I N K *

LOUISVILLE—EST. 1942

Frequency: 1080 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Mid-America Broadcasting Corp.
 Address Louisville
 Time on the Air Unlimited license

* Station had a construction permit at time of going to press and no further information was available.

W I N N

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Kentucky Broadcasting Corp.
 Address 10th Floor Tyler Hotel, 3rd and Jefferson Sts.
 Phone Number Wabash 4126, 4127
 Transmitter Location On top Tyler Hotel
 Time on the Air 6 a.m. to 12 midnight; Sunday, 8 a.m. to midnight
 News Service PA; Transradio
 Transcription Service C. P. MacGregor
 Representative Spot Sales, Inc.

Personnel

President D. E. Kendrick
 Station Manager L. L. Jaquier
 Commercial Manager G. F. Bauer
 Program Director M. G. McCarten
 Publicity Director Charles Pettinger
 Chief Announcer Jack Lee Alexander
 Musical Director Stuart Brooks
 Chief Engineer Wayne J. Hatchett

W O M I

OWENSBORO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Owensboro Broadcasting Co.
 Address Owensboro

• • • **KENTUCKY-LOUISIANA** • • •

Phone Number.....420, 421
 Transmitter Location.....Owensboro
 Time on the Air.....7 a.m. to 10:35 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System

Personnel

President.....Lawrence W. Hager
 General Manager.....Hugh O. Potter
 Commercial-Sales Promotion Director,
 Malcolm Greep
 Program Director.....Cliffordean Potter
 Chief Engineer.....Leslie Goodaker

W P A D

PADUCAH—EST. 1930

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Paducah Broadcast-
 ing Co.
 Business Address.....Taylor Bldg., 4th and
 Broadway

Phone Number.....4100
 Studio Address.....Taylor Bldg.
 Transmitter Location.....9th and Terrell
 Time on the Air.....6 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers, World Broadcasting System, C.
 P. MacGregor

Representative.....Sears & Ayer

Personnel

President & General Mgr.....Pierce E. Lackey
 Sales Manager.....Prewitt Lackey
 Program Director-Chief Announcer..Gene Peak
 Chief Engineer.....James Grant

LOUISIANA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K A L B

ALEXANDRIA—EST. 1935

BLUE NETWORK
 LOUISIANA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Alexandria Broad-
 casting Co., Inc.

Address.....505 Johnston St.
 Phone Number.....3335
 Transmitter Location.....Upper Fourth St.
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio

Personnel

President.....Walter H. Allen
 Station Manager.....W. J. Dickerson
 Sales Manager.....Edgar Cappellini
 Sales Promotion Manager.....Joe Smith
 Program Director.....Byron Dowty
 Musical Director.....Doris Gates
 Chief Engineer.....Jesse R. Sexton

W J B O

BATON ROUGE—EST. 1934

BLUE NETWORK

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Operated By.....Baton Rouge Broad-
 casting Co., Inc.

Address.....444 Florida St.
 Phone Number.....5271-2
 Transmitter Location.....Roosevelt Road
 Time on the Air.....Unlimited license

Newspaper Affiliation....Baton Rouge State-
 Times, Baton Rouge Morning Advocate
 Transcription Service....World Broadcasting
 System

Representative..Geo. P. Hollingbery Company

Personnel

President.....Chas. P. Manship, Jr.
 Vice-Pres. & Gen. Mgr....H. Vernon Anderson

K V O L

LAFAYETTE—EST. 1935

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Evangeline Broad-
 casting Company, Inc.

Business Address.....300 Jeerson St.
 Phone Number.....336, 1280, 2062
 Studio Address.....Jefferson St., Evangeline
 Hotel

Transmitter Location.....Scott Road
 Time on the Air: 7 a.m. till 10 p.m. (87 hours
 weekly)

Newspaper Affiliation...Lafayette Advertiser
 Gazette

News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President.....Morgan Murphy
 Station Manager.....Geo. H. Thomas
 Commercial Manager.....R. A. Escudier
 Program Director-Chief Announcer

Allison J. Therist
 Publicity Director.....Lela A. Turner
 Chief Engineer.....Hillman Bailey

K P L C

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Calcasieu Broad-
casting Co.

Address: Majestic Hotel
Phone Number: 2713, 2714
Transmitter Location: La Grange St.
Time on the Air: Unlimited license

Personnel

President: T. B. Lanford

K M L B

MONROE—EST. 1930

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Liner's Broadcasting
Station, Inc.

Address: Frances Hotel
Phone Number: 4321
Transmitter Location: Millhaven Rd.
Time on the Air: Unlimited license
Transcription Service: Standard Radio,
Lang-Worth

Personnel

President-General Manager: J. C. Liner, Jr.

W D S U

NEW ORLEANS—EST. 1923

BLUE NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: WDSU, Inc.
Address: Hotel Monteleone
Phone Number: Raymond 7135
Transmitter Location: Gretna, Ill.
Time on the Air: 7 a.m. to midnight;
Sunday, 8 a.m. to midnight

News Service: UP; INS
Transcription Service: C. P. MacGregor
Representative: Weed & Co.

Personnel

President: Joseph H. Uhalt
General Manager: P. K. Ewing
Sales Promotion Manager: R. R. Hargis
Program Director: Stanley Holiday
Production Manager: S. R. Rosenbaum
Musical Director: E. Meloche
Chief Engineer: C. L. 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: Raymond 5060
Transmitter Location: 3617 Bruxelle St.
Time on the Air: Unlimited license

Transcription Service: C. P. MacGregor
Personnel

President-General Mgr.: Charles C. Carlson

W N O E

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By: WNOE, Inc.
Address: St. Charles Hotel, 211 St.
Charles St.

Phone Number: Raymond 0423
Transmitter Location: 3915 Euphrosine St.
Time on the Air: 24 hours daily
News Service: AP, UP
Transcription Service: Standard Radio

Personnel

President: James A. Noe
Vice-President-General Mgr.: James Gordon
Program Director: Beverly Brown
Production Manager: Beverly Brown
Chief Engineer: Ellis Trepeginer

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: WSMB, Inc.
Address: Maison Blanche Bldg.
Phone Number: MA 5920
Transmitter Location: Algiers, La.
Time on the Air: Unlimited license
Transcription Service: NBC Thesaurus;
Lang-Worth

Representative: Edward Petry & Co.

Personnel

President: E. V. Richards
General Manager: H. Wheelahan

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 50000 Watts
Owned-Operated By: Loyola University
Address: Roosevelt Hotel
Phone Number: Raymond 2194-5-6-7
Transmitter Location: Kenner, La.
Time on the Air: 5 a.m. to 12 midnight
News Service: UP
Transcription Service: Standard Radio

Representative: The Katz Agency

Personnel

General Manger: W. H. Summerville
Commercial Manager: Larry Baird
Merchandising Manager: A. M. Roberts
Program Director: Edward Hoerner
Production Manager: Jack Simpson
Publicity Director: Paul Ott
Musical Director: Irving Vidacovitch
Chief Engineer: J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1928

BLUE NETWORK

LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KRMD, Inc.
 Business Address P. O. Box 1712
 Phone Number 6171-2
 Studio Address New Jefferson Hotel
 Transmitter Location New Jefferson Hotel
 Time on the Air 6 a.m. to midnight
 News Service INS
 Transcription Service BML, Lang-Worth

Personnel

President R. M. Dean
 General Manager T. B. Lanford
 Station Manager G. V. Wilson
 Station Director Elizabeth Alford
 Chief Engineer R. M. Dean

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Tri-State Broad-
 casting System, Inc.
 Studio Address Commercial Bldg.
 Transmitter Location Dixie Gardens Road
 Phone Number 2-8711
 Time on the Air 6:30 a.m. to midnight
 Newspaper Affiliation The Shreveport
 Times

Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative The Branham Co.

Personnel

President John D. Ewing
 General Manager John C. McCormack
 Commercial Manager J. A. Oswald
 Sales Promotion Manager-Program Director
 B. G. Robertson
 Chief Engineer C. H. Maddox

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
 Owned-Operated By International Broad-
 casting Corp.
 Studio Address Commercial Building
 Transmitter Location Near Dixie, La.
 Phone Number 2-8711
 Time on the Air 5 a.m. to 1:05 a.m.
 Newspaper Affiliation The Shreveport Times
 News Service AP, UP
 Transcription Service World Broadcasting,
 Lang-Worth

Representative The Branham Co.

Personnel

President John D. Ewing
 General Manager John C. McCormack
 Commercial Manager J. A. Oswald
 Sales Promotion-Publicity Director
 B. G. Robertson
 Program Director Fred Ohl
 Chief Engineer W. E. Antony

MAINE

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE NETWORK

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Operated By WRDO, Inc.
 Address 175 Water St.
 Phone Number 2285
 Transmitter Location 341 Water St.
 Time on the Air 7:30 a.m. to 12 midnight
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Weed & Company

Personnel

President Adeline B. Rines

Station-Commercial Manager Jack S. Atwood
 Program Director-Chief Announcer
 Donald Powers
 Chief Engineer Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 250 Watts
 (C. P. 910 Kc., 5000; S. A. 910 Kc., 250)
 Owned-Operated By Community Broad-
 casting Service, Inc.
 Address 57 State St.
 Phone Number 6447-6446
 Transmitter Location Wilson St., Brewer, Me.

Time on the Air.....Unlimited license
 Transcription Service.....Associated Library
 Representative.....R. C. Foster

Personnel

President.....F. B. Simpson
 Station Manager.....Alec Robertson

W L B Z

BANGOR—EST. 1926
 MUTUAL BROADCASTING SYSTEM
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 1000 d., 500 n.
 (C. P. 5000 Watts)
 Owned-Operated By..Maine Broadcasting Co.
 Address.....100 Main St.
 Phone Number.....6023
 Transmitter Location.....Outer Broadway
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus
 Representative.....Weed & Co.

Personnel

General Manager.....Thompson L. Guernsey

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.....3140-3141
 Transmitter Location.....East Ave.
 Time on the Air.....18 hours per day
 News Service.....UP
 Transcription Service....Standard Transcrip-
 tion Library
 Representative.....Forjoe & Co.

Personnel

President.....Jean B. Couture
 Station Manager-Treasurer.....Faust Couture
 Commercial-Sales Promotion
 Manager.....J. C. Libby
 Program-Publicity Director...Warner Paulsen
 Chief Announcer.....Fred Preble
 Musical Director.....Bertrand Cote
 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.....Portland 3-9667
 Studio Address.....Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location.....Scarboro, Me.
 Time on the Air: 6:15 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative..Weed & Co. & Bertha Bannan

Personnel

President.....Adeline B. Rines
 Station Manager.....William H. Rines
 Commercial Manager.....Caleb Paine
 Sales Promotion Manager...Frederick W. Cole
 Program Director.....Nancy King
 Chief Announcer.....Arthur Owens
 Musical Director.....Waldo Harwood
 Chief Engineer.....G. 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.

YANKEE **WCOU** MUTUAL
 LEWISTON-AUBURN
\$ E L L \$
 MAINE'S RICHEST AND
 LARGEST INDUSTRIAL
 MARKET

C. E. HOOPER SURVEY

INDEX	WCOU	A	B	C	7 OTHERS
8:00 A.M.-					
12:00 N.	56.0	32.4	5.6	3.7	2.3
12:00 N.-					
6:00 P.M.	52.9	35.8	5.2	3.1	3.0
6:00 P.M.-					
10:30 P.M.	55.7	25.1	10.9	2.9	5.4

**WCOU DOMINATES
 AND DELIVERS
 CENTRAL MAINE**

REP.: FORJOE & COMPANY

AddressColumbia Hotel
 Phone Number2-7489
 Transmitter LocationNear Portland
 Time on the Air Unlimited license
 Newspaper Affiliation ...Gannett Publishing
 Co.
 Transcription Service.....Standard Radio
 RepresentativePaul H. Raymer Co.

Personnel

President-TreasurerGuy P. Gannett
 General ManagerCreighton E. Gatchell
 Commercial Manager.....Arthur A. Atherton
 Program ManagerRichard E. Bates
 Chief Engineer.....Roger W. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Aroostook Broadcast-
 ing Corporation
 Address.....Northern National Bank Bldg.
 Phone Number.....8821
 Transmitter Location...Northern National Bank
 Bldg.
 Time on the Air: 11a.m. to 1 p.m. and 4 p.m.
 to 7 p.m.

Personnel

General Manager.....H. B. Diller

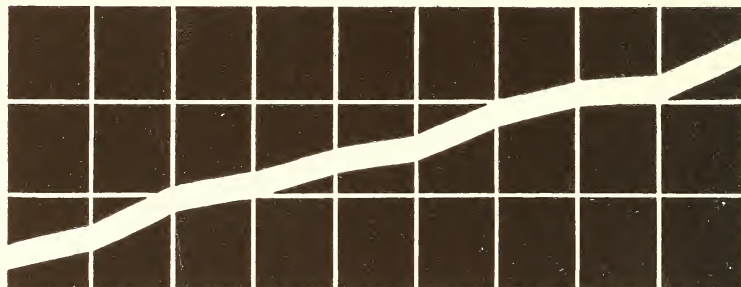
PA HELPS STATION SALES

*PA, through its Station Relations
 Department, helps its affiliated stations sell
 by acquainting national advertisers with the
 special news and feature scripts on the special*

AP Radio News Wire.

in **Baltimore:**

WHEN YOU BUY WBAL



YOUR SALES GO UP



NATIONAL REPRESENTATIVE: EDWARD PETRY & CO., INC.

MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

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.....Reistertown, Md.
Time on the Air.....24 hours daily
News Service.....INS; UP
Transcription Service.....Standard Radio;
World Broadcasting System
Representative.....Edward Petry & Co.

Personnel

Station Manager.....Harold C. Burke
Sales Manager.....Leslie H. Peard, Jr.
Program Director.....Edward Harvey
Publicity Director.....Dorothy Schmitt
Musical Director.....George Yeatman
Chief Engineer.....Gerald W. Cooke

W C B M

BALTIMORE—EST. 1924
BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Baltimore Broadcast-
ing Corporation
Address.....North at Hartford
Phone Number.....University 8400
Transmitter Location.....1100 East Cold Spring
Lane
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President and Commercial Mgr....John Elmer
Vice-President.....J. Purdon Wright
Treasurer.....J. Lawrence Schanberger
General Manager.....Geo. H. Roeder



COVERAGE

★ The Blue Network—WCBM combination completely covers the entire Baltimore area effectively at a cost which allows for additional time expenditures because of a lower rate.

★ Investigate all Baltimore Stations and then compare with what WCBM offers!



John Elmer,
President
Geo. H. Roeder,
Gen. Manager

WCBM

National Representatives:
SPOT SALES, INC.
New York—Chicago
San Francisco

BALTIMORE'S BLUE NETWORK OUTLET

• • MARYLAND • •

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts

Owned-Operated By The Monumental Radio Company

Address 811 West Lanvale St.

Phone Number Madison 7220-1-2-3-4

Transmitter Location Park Heights Avenue, Extended

Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.

News Service INS

Transcription Service Lang-Worth, C. P. MacGregor

Representative Paul H. Raymer Company

Personnel

President Lewis M. Milbourne

Vice-President-General

Manager L. Waters Milbourne

Program Directors Gordon A. Scheihing, George L. Filling

Musical Director Robert P. Iula

Chief Engineer Martin L. Jones

W F B R

BALTIMORE—EST. 1922

MUTUAL BROADCASTING SYSTEM

MARYLAND COVERAGE NETWORK

Frequency: 1300 Kc. Power: 5000 Watts

Owned-Operated By Baltimore Radio Show, Inc.

Business Address 10 East North Ave.

Phone Number Mulberry 1300

Studio Address Radio Center

Transmitter Location Waterview Ave.

Time on the Air 6 a.m. to 1 a.m.

News Service AP, INS

Transcription Service Associated Music Publishers, C. P. MacGregor

Representative John Blair & Co.

Personnel

President Robert S. Maslin, Sr.

Executive Vice-President Hope H. Barroll, Jr.

Commercial Manager Andrew H. Hilgartner

Local Sales Manager William S. Pire, Jr.

Sales Promotion Manager C. Nelson Baker

Program Director Bert Hanauer

Production Manager Henry Hickman

Publicity Director Robert S. Maslin, Jr.

Musical Director Jos. Imbrogulio

Chief Engineer William Q. Ranft

WITH

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts

Owned By Maryland Broadcasting Co.

Operated By Thomas G. Tinsley, 2nd

Address 7 E. Lexington St.

Phone Number Lexington 7808-9-10-11

????

**NO GUESSWORK
HERE!**

For 14 Years

WTBO

**HAS PROVIDED
SATISFACTION—
PLUS!**

RENEWAL

Records Prove it — and
Take the ???? Out of
Cumberland Area Cov-
erage.

WTBO

**CUMBERLAND, MD.
FOR RESULTS!**

Natl. Reps.:

SPOT SALES, INC.

• • • **MARYLAND** • • •

Transmitter Location.....1230 Curtain St.
 Time on the Air.....24 hours a day
 News Service.....AP
 Transcription Service.....Lang-Worth;
 Standard Radio
 Representative.....Headley-Reed Company

Personnel

President-Station Mgr..Thomas G. Tinsley, 2nd
 Assistant Station Manager.....Helen Powers
 Commercial Manager.....George S. Shaffer
 Program Director-Chief Announcer
 Raymond W. Baker
 Traffic Manager.....Dena Bores
 Personnel Manager.....Grace W. McQuade
 Accountant.....Harry F. Baumann
 Musical Director.....Wallace W. Ashley
 Night Manager.....Ralph Beauchamp
 Chief Engineer.....James Duff

W T B O

CUMBERLAND—EST. 1929

Frequency: 820 Kc.....Power: 250 Watts
 Owned-Operated By.....Associated Broadcast-
 ing Corporation
 Address.....31 Frederick St.
 Phone Number.....Cumberland 298 and 299
 Transmitter Location....Fort Hill, Cumberland
 Time on the Air: Sunrise to sunset, Dallas,
 Texas
 News Service.....AP, UP
 Transcription Service....World Broadcasting
 System
 Representative.....Spot Sales, Inc.

Personnel

President-General Manager..Aurelia S. Becker
 Commercial-Sales Promotion Manager,
 G. P. Richards
 Program Director-Chief Announcer
 Stewart W. Phillips
 Publicity Director.....Ina Lee Eichner
 Chief Engineer.....L. Edward Pamphilon

W F M D

FREDERICK—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts
 Owned-Operated By.....Monocacy Broadcast-
 ing Company
 Business Address.....Winchester Hall
 Phone Number.....Frederick 1626, 1627
 Studio Addresses.....Winchester Hall,
 Gobrecht Bldg., Hanover, Pa.; 32 W. Main St.,
 Westminster, Md.
 Transmitter Location.....Frederick, Md.
 Time on the Air: 6:30 a.m. to 10:15 p.m.;
 Sundays, 7:30 a.m. to 10:15 p.m.

News Service.....Transradio
 Transcription Service.....World Broadcasting
 System; Keystone Broadcasting System
 Representative.....Burn-Smith Company, Inc.

Personnel

President.....Major Laurence Leonard
 Vice-President and General Manager,
 A. V. Tidmore
 Commercial Manager.....G. G. White
 Program Director.....James F. Crist
 Chief Engineer.....A. V. Tidmore

W J E J

HAGERSTOWN—EST. 1932

**MUTUAL BROADCASTING SYSTEM
 ATLANTIC COAST NETWORK-MARYLAND
 COVERAGE NETWORK**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Hagerstown Broad-
 casting Co.
 Address.....Franklin Court
 Phone Number.....2323
 Transmitter Location.....Carrol Heights
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....Transradio
 Representative.....Spot Sales, Inc

Personnel

Chief Executive.....Grover C. Crilly
 National Sales Manager.....H. A. Seville
 Commercial Manager.....Clarence Myers
 Program Director.....Amos Harper
 Director of War Programs.....Bernice Crilly
 Chief Engineer.....George W. McIntire

W B O C

SALISBURY—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 ATLANTIC COAST NETWORK-MARYLAND
 COVERAGE NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Peninsula
 Broadcasting Co.
 Address.....Radio Park
 Phone Number.....Salisbury 2480-2481
 Transmitter Location.....Radio Park
 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

President.....John W. Downing
 General Manager.....Charles J. Truitt
 Assistant Program Director.....Jane Allen
 Chief Announcer.....Lonnie Starr
 Musical Director.....Russell Yohe
 Chief Engineer.....Peter A. Alfonsi

WCOP

**WHAT'S WHAT
IN Boston**

*Week AFTER Week
WCOP's
influence is getting
More and More
POWERFUL!*

WCOP, Boston's key station of the Atlantic Network, is the most economical testing station in the East.

WCOP, a constructive force in the life of Boston, plans, produces and merchandises advertisers' programs.

WCOP makes programs pay a profit; that's why more and more accounts are using WCOP more and more.

WCOP gives advertisers more dollar for dollar, because it has grown so fast in sales and audience.

WCOP, Boston's family station, does a full time job, whether it's a spot or a full hour program.

WCOP, chockful of Boston success stories, has sold everything from magazines to mattresses, bread to bonds.

WCOP DEFINITELY BELONGS TO BOSTON . . . YOU CAN GET ITS LISTENERS DEFINITELY TO BELONG TO YOU!

WCOP

**BELONGS
ON YOUR
Schedule**

COPLEY PLAZA HOTEL • BOSTON



MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WBZ & WBZA

BOSTON & SPRINGFIELD
EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1030 Kc. Power: 50000 (WBZ), 1000 (WBZA)

Owned By... Westinghouse Electric & Mfg. Co.
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
Representative... National Broadcasting Co.; Weed & Co.

Personnel

President... Geo. H. Bucher
Station Manager... C. S. Young
Program Manager... W. Gordon Swan
Production Manager... John H. Wright
Sales Manager... Frank R. Bowes
Sales Promotion Manager... Harry D. Goodwin
Publicity Director... George W. Slade
Chief Announcer... Carmen Caruso
Musical Director... Avner Rakov
Plant Manager... F. M. Sloan (WBZ)
Plant Manager... H. E. Randol (WBZA)

WCOP

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc. Power 500 Watts
Owned By... American Broadcasting Corp.

Operated By... Massachusetts Broadcasting Co.
Address... Copley-Plaza Hotel

Phone Number... COMMONwealth 1717
Transmitter Location... Off Speedway, Brighton, Mass.

Time on the Air... 18 hours daily
News Service... INS

Transcription Service... Standard Radio
Representative... Headley-Reed Co.

Personnel

President... Harold A. Lafount
General Manager... A. N. Armstrong, Jr.
Assistant Manager... Ashley L. Robinson
Program-Musical Director... Lou Walker
Production Manager... Frances Lescoe
Chief Announcer... Russell O'ffhaus
Artists' Bureau Head... Eleanor Kane
Chief Engineer... Roland C. Hale

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

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 Parkway, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.

News Service... AP, UP
Transcription Service... World Broadcasting System, Lang-Worth Feature Programs
Representative... Radio Sales

Personnel

Station Manager... H. E. Fellows
Sales Manager... Kingsley Horton
Sales Promotion Manager... Guy H. Cunningham
Production Manager... R. G. Girardin
Program Director... L. G. del Castillo
War Program Director... F. H. Garrigus
Publicity Director... Marie Houlahan
Chief Announcer... C. H. Dickerman
Accountant... J. J. Murray
Musical Director... Francis E. Bellizia
Chief Engineer... W. J. Stiles

WHDH

BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By... Matheson Radio Co., Inc.

Address... Hotel Touraine, 62 Boylston St.
Phone Number... Hancock 0900

Transmitter Location... Saugus, Mass.
Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.

News Service... UP
Transcription Service... World Broadcasting System, Associated Recorded Program Service

Representative... George P. Hollingbery Co.

Personnel

President... A. E. Matheson
General Manager... John J. Matheson
Sales Manager... R. G. Matheson
Program Director... A. J. Friend
Chief Engineer... R. G. Matheson

WMEX

BOSTON—EST. 1934

Frequency: 1500 Kc. Power: 5000 Watts

Owned-Operated ByNorthern Corp.
 Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number.....Commonwealth 3900
 Transmitter Location.....Quincy, Mass.
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey
 McGillvra, Inc.

Personnel

President-Program Director....John E. Reilly
 Managing Director-Chief
 EngineerAlfred J. Pote

W N A C

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By: The Yankee Network,
 Inc., 21 Brookline Ave.
 Phone NumberCOMmonwealth 0800
 Transmitter Location.....Squantum, Quincy, Mass.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News ServiceINS
 Transcription Service.....Associated
 Representative.....Edward Petry & Co., Inc.

Personnel

PresidentJohn Shepard, 3rd
 Vice-President.....Robert Bartley
 Executive Vice-President.....Linus Travers
 Merchandising and Promotion
 DirectorJames S. Powers
 Program Director.....Eleanor Geer
 War Program Director.....Robert T. Bartley
 Production Director.....George Steffy
 Editor of News Service.....Robert Myers
 Musical Director.....Francis J. Cronin
 Chief EngineerIrving B. Robinson

W O R L

BOSTON—EST. 1937

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Service
 Organization, Inc.
 Address: Myles Standish Hotel, 610 Beacon
 Street
 Phone NumberCommonwealth 5100
 Transmitter LocationNeedham, Mass.
 Time on the Air..Local sunrise to local sunset
 News ServiceUP

Personnel

PresidentHarold A. Lafount
 General Manager.....George Lasker
 Assistant Manager.....Ashley L. Robinson
 Publicity Director.....Robert Sanford
 Program-Musical Director.....Robert N. Perry
 Chief EngineerJohn Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By: Doughty & Welch Elec-
 tric Co.
 Address.....102 S. Main St.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)
 Transmitter Location.....So. Somerset
 Time on the Air: 7:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News ServiceINS
 Transcription Service.....Standard Radio
 Representative.....The Walker Co.,
 R. C. Foster Co.

Personnel

President and Station Manager..Wm. T. Welch
 Secretary and Assistant Treasurer,
 Philly J. Maurettil
 Program Director.....Josephine Y. Welch
 Commercial Manager.....Leonard C. Cox
 Chief Announcer.....Angus Bailey
 Chief EngineerJohn C. Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Ruben E. Aronheim
 Address717 Main Street
 Phone Number.....Fitchburg 1600
 Transmitter Location...Luenburg-Fitchburg line
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 National Representative.....Burn-Smith Co.

Personnel

PresidentRuben E. Aronheim
 General Manager.....Milton H. Meyers
 Commercial Manager.....W. Warren Teskey
 Program Director.....Ken Houseman
 War Program Director.....Joan Shirley
 Publicity Director.....Bob Reynolds
 Musical Director.....Richard Tucker
 Chief EngineerTheodore Kalin

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.....Unlimited License
 Transcription Service.....World Broadcasting
 System; BMI
 Representative.....Burn-Smith Co.

• • • MASSACHUSETTS • • •

Personnel

Owner.....John W. Haigis
 Manager.....James L. Spates
 Commercial-Sales Promotion
 Manager.....Horace W. Nichols
 Program-Musical Director..Warren Greenwood
 Chief Announcer.....Gordon Lewis
 Chief Engineer.....James L. Spates

W H Y N

HOLYOKE—EST. 1941
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By ...Hampden-Hampshire
 Corporation
 Business Address.....180 High Street
 Phone Numbers.....8238, 8239
 Studio Addresses: 180 High Street; 80 Main
 Street, Northampton; Canal Street, South
 Hadley Falls
 Transmitter Location...Canal St., South Hadley
 Falls, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation....Holyoke-Transcript
 Telegram
 News Service.....UP
 Transcription Service.....Associated
 Representatives.....Bertha Bannon

Personnel

President.....Mrs. William R. Dwight
 Commercial Manager....Patrick J. Montague

Sales Promotion-Publicity Director
 Nellie M. Wozniak
 Program Director.....Thomas R. Humphrey
 Production Manager-Chief Announcer
 Ward Gardner
 Musical Director.....Jay Heitin
 Chief Engineer.....Thomas Humphrey

W L A W

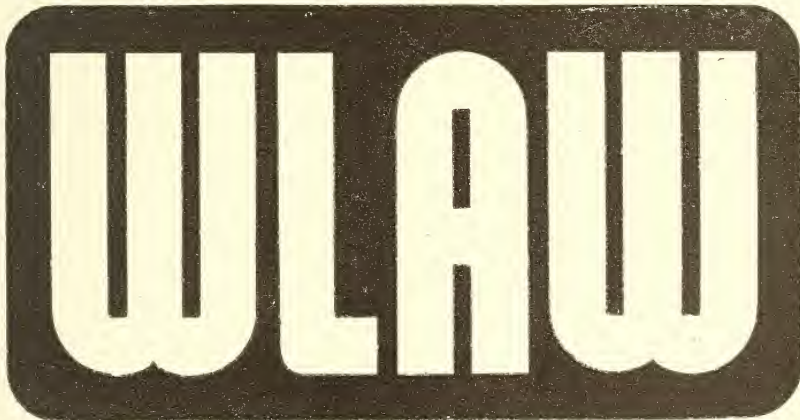
LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hildreth & Rogers
 Company
 Address.....278 Essex Street
 Phone Numbers..Lawrence 4107, 4108 & 4109
 Transmitter Location..River Road, Andover,
 Mass.
 Time on the Air: 6 a.m. to 1 a.m. (19 hours);
 Sunday, 8 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Thesaurus
 Representative.....The Katz Agency, Inc.

Personnel

President-General Manager..Irving E. Rogers
 National Sales Director.....David G. Jones
 Local Sales Director.....David M. Kimel
 Program Director.....John D. Maloy
 Chief Announcer.....Fred P. Laffey
 Continuity Director.....Irene F. Morgan
 Chief Engineer.....George A. Hinckley



TWO MILLIVOLT
 AREA

HALF MILLIVOLT
 AREA

POPULATION, 1940 **2,834,430**
 (U. S. CENSUS)

4,033,282

RADIO HOMES, 1940..... **704,261**
 (CALCULATED BY N. A. B.)

1,002,348

Columbia's Voice in Northern New England
 Nat. Rep.: The Katz Agency, Inc.

W L L H

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc. Power: Lowell, 250 Watts d. 100 Watts n.; Lawrence, 100 Watts

Owned-Operated By Merrimac Broadcasting Co., Inc.

Business Address 39 Kearney Square, Lowell
Phone Numbers Lowell 8715; Lawrence 2-2148

Studio Addresses Rex Center, Lowell; Cregg Building, Lawrence

Transmitter Location 39 Kearney Square, Lowell; Cregg Building, Lawrence

Time on the Air 6:25 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service INS
Transcription Service: Associated Music Publishers

Representative Edward Petry & Co., Inc.

Personnel

President A. S. Moffat
Station Manager Robert F. Donahue
Commercial Manager Haskell Bloomberg
Program Director Thomas Clayton
News Editor Fred Simmonds
Chief Engineer Ralph Newton

W E S X

MARBLEHEAD—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: North Shore Broadcasting Company

Business Address 126 Washington St., Salem, Mass.

Phone Numbers Salem 5670; Lynn 2-0550

Studio Addresses 126 Washington St.; 341 Union Street, Lynn

Transmitter Location Marblehead

Time on the Air Unlimited license

Transcription Service World Broadcasting System; Associated Music Publishers; C. P. MacGregor

Representative R. C. Foster & Co.

Personnel

President Charles W. Phelan
General Manager Van D. Sheldon

W N B H

NEW BEDFORD—EST. 1921

MUTUAL-YANKEE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: E. Anthony & Sons, Incorporated

Business Address 588 Pleasant St.
Phone Number 8-5228

Studio Address 588 Pleasant Street

Transmitter Location Crow Island,

New Bedford Harbor

Time on the Air 7:30 a.m. to 11:30 p.m.;
Sundays, 8:30 a.m. to 11:30 p.m.

Transcription Service NBC Thesaurus
Representatives: Burn-Smith Company; R. C. Foster

Personnel

Station Manager Hugh R. Norman
Commercial Manager Raymond D. Markey
Program Director Donald L. Sellers
Publicity Director-News Editor Earle D. Wilson
Chief Engineer Irving Vermilya

W B R K

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & 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
Representative Burn-Smith Co.

Personnel

President-Station Manager Monroe B. England
Station Manager John Parsons
Program Director Leonard Lavendol
Sales Promotion Manager Robert Burbank
Chief Engineer Leonard Lavendol

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WMAS, Inc.

Address Hotel Charles
Phone Number 7-1414

Transmitter Location Pynchon Park

Time on the Air 7 a.m. to midnight

News Service INS

Transcription Service Associated Music; C. P. MacGregor

Representative Edward Petry & Co.

Personnel

President A. S. Moffat
General Manager A. W. Marlin
Program Director H. M. Feine
Chief Announcer Roland Dumas
Chief Engineer Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc. Power: 500 Watts
Owned-Operated By WSPR, Inc.

Address 63 Chestnut Street
Phone Number Springfield 6-2757

MASSACHUSETTS

Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....INS
Transcription Service.....Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager...Quincy A. Brackett
Treasurer.....Lewis B. Breed
Vice-President-Commercial Manager
Milton W. Stoughton
Program-Publicity Director,
Wayne Henry Latham
Chief Engineer.....Lawrence A. Beilly

W O C B

WEST YARMOUTH-HYANNIS

EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Cape Cod Broadcasting Co.

Business Address.....South Sea Avenue,
West Yarmouth, Cape Cod, Mass.

Phone Number.....Hyannis 1697

Transmitter Location: South Sea Avenue, West Yarmouth, Cape Cod, Mass.

Time on the Air.....7 a.m. to 10 p.m.

News Service.....Transradio

Representative.....Bertha Bannon

Personnel

Station Manager.....H. M. Alleman
Commercial Manager.....A. S. Wasser
Publicity Director.....F. B. Blake
Chief Engineer.....L. D. Trefry

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By...The Yankee Network, Inc.

Address.....21 Brookline Ave

Phone Number.....COMMONwealth 0800

Transmitter Location.....Holden,
Massachusetts

Time on the Air: 6 a.m. to midnight; Sunday,
8 a.m. to midnight

News Service.....INS

Transcription Service.....Associated Music
Publishers

Representative.....Edward Petry & Co., Inc.

Personnel

President.....John Shepard, 3rd
Vice-President.....Robert Bartley

Executive Vice-President.....Linus Travers
Station Supervisor-Sales

Manager.....Dorothy Robinson
Merchandising and Promotion Director,

James S. Powers

Merchandising.....F. Carleton McVarish

Special Events.....Fred McLaughlin

Program Director.....Eleanor Geer

Production Director.....George Steffy

Editor of News Service.....Robert Myers

Musical Director.....Francis J. Cronin

Chief Engineer.....Irving B. Robinson

W O R C

WORCESTER—EST. 1925

BLUE NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts

Owned-Operated By.....A. F. Kleindienst

Address.....65 Elm Street

Phone Number.....5-3101

Transmitter Location.....Auburn, Mass.

Time on the Air.....7 a.m. to 12 midnight

News Service.....INS

Transcription Service.....NBC Thesaurus

Representative.....Weed & Co.

Personnel

Owner.....A. F. Kleindienst

Station Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts

Owned By: Worcester Telegram Publishing
Company, Inc.

Operated By: Worcester Telegram and Evening
Gazette

Address.....18-20 Franklin Street

Phone Number.....5-4321

Transmitter Location.....Holden, Mass.

Time on the Air.....6:30 a.m. to 12:05 a.m.

Newspaper Affiliation: Worcester Telegram &
The Evening Gazette

News Service.....AP

Transcription Service.....World Broadcasting
System; Associated

Representatives.....Paul H. Raymer Co.;
Bertha Bannon

Personnel

Vice-President-General

Manager.....George F. Booth

Director.....Edward E. Hill

Commercial Manager.....Herbert L. Krueger

Production-Program Director...David H. Harris

Publicity Director.....Mitzi Kornetz

War Program Director.....Eleanor Parmer

Special Events Director.....Box Dixon

Chief Announcer.....Philip Brook

Musical Director.....Jean Wilkins

Chief Engineer.....Elliot A. Browning

DETROIT'S *First* STATION



Detroit—America's Greatest Armament Market—With
a Population Increase of 336,000 Since April, 1940!

WWJ

*America's Pioneer Broadcasting Station—First in Detroit
National Representatives*

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

**NBC Basic
Network**

**Associate Station
W45D-F.M.**

MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W E L L

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated ByFederated 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.....Battle Creek Enquirer-News

Transcription Service.....Associated Music
Representative.....Burn-Smith Company, Inc.

Personnel

PresidentA. L. Miller
General Manager.....D. E. Jayne

W B C M

BAY CITY—EST. 1928

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.

Owned-Operated ByBay Broadcasting Company, Inc.

AddressWenonah Hotel
Phone Numbers.....Bay City 7551-7552

Transmitter LocationTuscola Road, Hampton Township

Time on the Air.....7 a.m. to 1 a.m.;
Sundays, 8 a.m. to 12 midnight

News ServiceUP
Transcription ServiceNBC Thesaurus;
RepresentativeGeorge P. Hollingbery

Personnel

PresidentHarley D. Peet
General ManagerH. A. Giesel
Sales Promotion ManagerA. F. Huebner
Program DirectorFrank Catto
Musical DirectorLionel H. DeRemer
Chief Engineer.....Ralph H. Carpenter

W H D F

CALUMET—EST. 1929

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 Addresses: 515 Scott St., Calumet;
Community Bldg., Houghton

Transmitter Location.....Laurium, Michigan
Time on the Air.....7:30 a.m. to 10 p.m.
Newspaper Affiliation.....Daily Mining Gazette (Houghton; Evening News Journal, (Calumet)

News Service.....AP
Transcription Service.....World Broadcasting System, Standard Radio; Lang-Worth; Keystone Broadcasting System
Representative.....Sears and Ayer, Inc.

Personnel

PresidentA. L. Burgan
Vice-President-General
Manager.....John W. Rice
Commercial Manager.....Albert W. Payne
Program Director.....Earl Nordeen
Technical Supervisor.....George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....James F. Hopkins, Incorporated

Address.....6559 Hamilton Avenue
Phone Number.....Trinity 2-2000
Transmitter Location.....15555 Woodrow Wilson Avenue

Time on the Air.....Unlimited license
Transcription Service.....Associated Music Publishers; World Broadcasting System
RepresentativeForjoe & Company

Personnel

President-Station Manager...James F. Hopkins
Commercial Manager.....A. H. Crogan
Program Director.....Sybil Krieghoir

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: John L. Booth Broadcasting, Inc.

Address....31st and 34th Floor, Eaton Tower
Phone Number.....Cadillac 7600
Transmitter Location..7310 Woodward Ave.
Time on the Air.....20½ hours daily

News Service.....INS; PA
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith Co.

Personnel

President-General Manager...John L. Booth
Vice-PresidentW. W. Booth
Treasurer-Auditor.....Hugh M. Gray
Secretary-Personnel
Manager.....Meril A. Lindbloom
Sales Manager.....Mike Kent
Merchandising Manager..Michael Jachimski
Continuity.....Avis Lennon

Publicity Director.....M. Brachman
 Traffic Manager.....M. Clubb
 Musical Director.....Herbert Mertz
 Chief Engineer.....Edward Clark

W J 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.....Wyandotte, Mich.
 Time on the Air.....Unlimited license
 Transcription Service....World Broadcasting
 System; Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

PresidentG. A. Richards
 Executive Vice-President and General
 Manager.....Leo Fitzpatrick
 Vice-PresidentJohn Patt

Business Address.....1700 Stroh Building
 Phone NumberCherry 8321
 Studio Address...14th floor Maccabees Bldg.
 Transmitter Location.....15500 Joy Road
 Time on the Air.....6:30 a.m. to midnight
 News ServiceUP
 Transcription Service.....Standard Radio;
 Associated Music
 Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
 Vice-PresidentJohn H. King
 Secretary-General
 Manager.....H. Allen Campbell
 Assistant Commercial Manager,
 James G. Riddell

Sales Promotion, Advertising and
 Publicity.....Lambert B. Beeuwkes
 Studio Manager.....H. Earl Moore
 Director of Production...Charles Livingstone
 Merchandising Manager...Harold S. Christian
 News Editor.....Felix Holt
 Chief Announcer.....Jack McCarthy
 Traffic Manager.....Irene Donnelly
 Musical Director.....Benny Kite
 Chief EngineerVern C. Alston

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By: EveningNews Association
 Business Address.....615 W. Lafayette
 Phone NumberRandolph 2000
 Studio Address.....624-30 W. Lafayette
 Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Michigan

Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation.....The Detroit News
 News ServiceUP
 Transcription Services.....Lang-Worth;
 Standard Radio

Representative.....George P. Hollingbery Co.

Personnel

General Manager.....Harry Bannister
 Assistant Manager.....Edwin K. Wheeler
 Business ManagerForrest Wallace
 Sales Manager.....Harry Betteridge
 Sales Promotion Manager.....Jake Albert
 Program Supervisor.....James Eberle
 Program Director.....Don F. DeGroot
 Production Manager.....Ernest Ricca
 Musical DirectorMischa Kottler
 Chief Engineer.....Herbert F. Tank

W K A R

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
 Owned-Operated By...Michigan State College
 Business Address.....East Lansing
 Phone Number.....8-1511, ext. 600
 Studio Address.....Auditorium Building
 Transmitter Location.....Campus
 Time on the Air.....7 a.m. to 7 p.m.
 News Service.....AP; INS; UP
 Transcription Service.....Lang-Worth;
 Standard Radio

Personnel

Station Manager.....Robert J. Coleman
 Production Manager.....Ray J. Stanley
 Chief Announcer.....Tom Waber
 Chief Engineer.....Norris Grover
 (Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Delta Broadcasting
 Company

Address.....First and Ludington Streets
 Phone Number787
 Transmitter Location...First and Ludington
 Time on the Air.....Unlimited license
 Transcription Service.....Standard Radio

Personnel

Secretary-Treasurer-General
 ManagerGordon H. Brozek

W X Y Z

DETROIT—EST. 1930

**BLUE NETWORK—MICHIGAN RADIO
 NETWORK—BLUE NETWORK**

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By: King-Trendle Broadcast-
 ing Corporation

W F D F

FLINT—EST. 1922

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By... Flint Broadcasting Co.
 Address Union Industrial Bldg.
 Phone Number 2-7158
 Transmitter Location Bristol Road
 Time on the Air 7 a.m. to 11 p.m.
 News Service INS
 Transcription Service Lang-Worth
 Representative Burn-Smith, Inc.

Personnel

Managing Director Howard M. Loeb
 Commercial Manager F. S. Loeb
 Program Director Adrian R. Cooper
 Production Manager Elmer Knopf
 Publicity Director H. M. Loeb
 Chief Announcer James Cleaver
 Musical Director William Geyer
 Chief Engineer Frank D. Fallain

W L A V

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Leonard A. Versluis
 Address Keeler Building, 6 Fountain St., N.E.

Phone Number 6-5461
 Transmitter Location 6 Fountain St., N.E.
 Time on the Air Unlimited license
 News Service INS
 Transcription Service Standard Radio
 Representative Joseph Hershey McGillvra, Inc.

Personnel

Owner Leonard A. Versluis
 Station Manager Hy M. Steed
 Program Director Kathryn Mordo
 Musical Director Frann Weigle
 Chief Engineer Raymond Plank

WOOD-WASH

GRAND RAPIDS—EST. 1930

BLUE NETWORK

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By King-Trendle Broad-
 casting Corporation

Address 16th Floor Grand Rapids National
 Bank Building
 Phone Number 9-4211
 Transmitter Location: Town Line Road, 4 miles
 south of Grand Rapids
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service UP
 Transcription Service Associated Music
 Publishers; Lang-Worth
 Representative Paul H. Raymer Co.

Personnel

President George W. Trendle
 Station and Sales Manager Stanley W. Barnett
 Merchandising Manager Paul Eichhorn
 Program Director Sandy Meek
 Production Manager Carl S. Hester
 Publicity Director T. Wilcox Putnam
 Chief Engineer Fred W. Russell

W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 LAKE SUPERIOR NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Upper Michigan-Wiscon-
 sin Broadcasting Co., Inc.

Address 124 E. McLeod Ave.
 Phone Number 20
 Transmitter Location: U. S. Highway No. 2 &
 Douglas Boulevard

Time on the Air 6 a.m. to 12 midnight
 News Service AP; UP
 Transcription Service Associated Music
 Publishers

Representative Sears & Ayer, Inc.

Personnel

President William L. Johnson
 Station Manager J. W. Huss
 Commercial Manager Ray D. Williams
 Program Director Harold Ladin
 Chief Engineer August Jarvi

W I B M

JACKSON—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WIBM, Inc.

Address 228 West Michigan Avenue
 Phone Number 6121
 Transmitter Location 228 West Michigan
 Avenue

Time on the Air 6:30 a.m. to 12 midnight
 News Service AP
 Transcription Service Standard Radio
 Representative Forjoe & Company

Personnel

President Herman Radner
 Vice-President and Station
 Manager Roy Radner
 Sales Promotion Manager William Cizek
 Program-Musical Director Wilbur Dunn
 Chief Engineer C. W. Wirtanen

W K Z O

KALAMAZOO-GRAND RAPIDS
EST. 1923

COLUMBIA BROADCASTING SYSTEM
Frequency: 590 Kc. Power: 5000 Watts
Owned By.....WKZO, Incorporated
Operated By.....John E. Fetzer
Business Addresses: Burdick Hotel (Kalamazoo); Herpolsheimer Co. (Grand Rapids)
Phone Numbers.....3-1223 (Kalamazoo); 6-1222 (Grand Rapids)
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)
Transmitter Location....Parchment, Michigan
Time on the Air: 7 a.m. to 11:30 p.m.; Saturday, 7 a.m. to 12:05 a.m.
News Service INS
Transcription Service.....Standard Radio
Representative....Free & Peters, Incorporated

Personnel

President-General Manager...John E. Fetzer
Commercial Manager.....John W. O'Harrow
Program-Publicity Director
Paul H. Aurandt
Production Manager.....Hooper White
Chief Engineer.....Carl E. Lee

W J I M

LANSING—EST. 1934

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....WJIM, Inc.
Address.....City National Building
Phone Number.....2-1333-4-5
Transmitter Location...City National Building
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service UP
Transcription Service....Associated Recorded Program Service

Personnel

President-General Manager..Harold F. Gross
Program Director.....Bob Innes
Director of Women's Programs..Judith Holiday

W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Liberty Street Gospel Church of Lapeer
Address 803 Liberty St.
Phone Numbers.....455-J; 455-M
Transmitter Location.....803 Liberty St.
Time on the Air.....Shares Time

Personnel

President-Station
Manager.....Frank S. Hemingway
(Non-Commercial Station)

W D M J

MARQUETTE—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address146 W. Washington
Phone Number 616
Transmitter Location.....146 W. Washington
Time on the Air.....Unlimited license
Newspaper Affiliation...Daily Mining Journal
Transcription Service....World Broadcasting System

Personnel

PresidentFrank J. Russell, Jr.
General Manager.....Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....424 Apple Ave.
Phone Number 26-051
Studio Address.....424 Apple Ave.
Transmitter Location...Muskegon Township
Time on the Air.....7 a.m. to 11 p.m.
News ServiceUP
Transcription Service....World Broadcasting System; Lang-Worth; C. P. MacGregor
Representative.....Burn-Smith Co.

Personnel

President-Station
Manager.....Grant F. Ashbacker
Commercial Manager.....William C. Wester
Sales Promotion Manager....Loran A. Haney
Program-Musical Director.....Frank Lynn
Production Manager.....Bill Bennett
Publicity Director.....Edward Denkema
Chief Announcer.....Al Vredeveld
Office Manager.....Clara Brown
Chief Engineer.....Geo. Krivitzky

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc. Power: 1000 Watts
Owned-Operated By ..Pontiac Broadcasting Company
Address.....6th Floor Riker Building
Phone Number.....Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan

Time on the Air: Local sunrise to local sunset
 News Service INS
 Transcription Service... Lang-Worth Features;
 Standard Radio
 Representative.....The Foreman Company

Personnel

General Manager.....H. Y. Levinson
 Commercial Manager.....Monte Meyer
 Accountant.....Jernah Pearll
 Administrative Secretary.....Cloman Pipe
 Chief Engineer.....Wayne N. Cook

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W H L S

PORT HURON—EST. 1938

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Harmon LeRoy Stevens
 and Herman LeRoy Stevens (Port Huron
 Broadcasting Co.)
 Address 932 Military St.
 Phone Number.....2-3151
 Transmitter Location...32nd St. and Lapeer
 Ave.
 Time on the Air: 7 a.m. to 11:30 p.m. Sundays,
 8 a.m. to 11:30 p.m.
 News Service..... UP
 Transcription Service.....Keystone Broad-
 casting System; Associated Music
 Representative.....Hal Holman Co.

Personnel

President-Station Manager..Harmon L. Stevens
 Commercial Manager.....Robert Mackin
 Sales Promotion Manager.....V. O. Cram
 Publicity Director.....Helen Nelson
 Musical Director-Chief Announcer
 Lyle Patterson
 Chief Engineer.....Leslie Conant

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W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Royal Oak Broadcasting
 Company
 Address..... 212 West Sixth Street
 Phone Numbers.....Elmhurst 6524; Royal
 Oak 0815
 Transmitter Location.....2201 Woodward
 Heights Blvd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News ServiceINS

Personnel

PresidentG. B. Hartick
 Business Manager.....E. C. Thompson
 Program Director-Chief
 Announcer.....Kirk Knight
 Chief Engineer.....Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1230 Kc...Power: 250 d.; 100 n.
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Business Address.....2745 Bay St.
 Phone Number.....2-5109
 Studio Address.....2745 Bay St.
 Transmitter Location.....2745 Bay St.
 Time on the Air: 7 a.m. to 11 p.m.; Sunday,
 8 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President-Commercial Manager,
 Milton L. Greenbaum
 Program Director.....Janice Widmoyer
 Chief Engineer.....Simon Maruszak

•
W S O O

SAULT STE. MARIE—EST. 1939

Frequency: 1230 Kc...Power: 250 d.; 100 n.
 Owned-Operated By.....Hiawathaland
 Broadcasting Co.
 Address.....West Portage Avenue
 Phone Number 2642
 Transmitter LocationU. S. Highway No. 2
 Time on the AirUnlimited license
 Transcription ServiceStandard Radio
 RepresentativeJoseph Hershey McGillvra

Personnel

General ManagerStanley R. Pratt

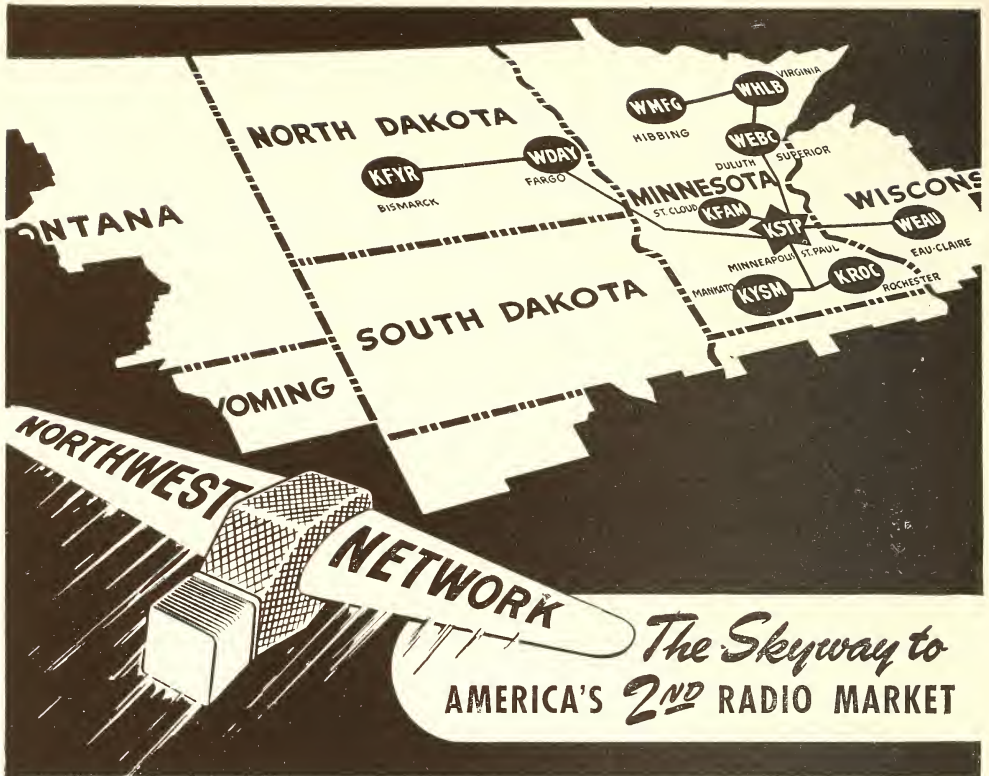
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W T C M

TRAVERSE CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern Broad-
 casting Company
 AddressAnderson Building
 Phone NumberTraverse City 1150
 Transmitter Location..Elmwood Township-
 Leelanau County, Michigan
 Time on the Air.....Unlimited License
 News Service.....AP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Hal Holman Co.

Personnel

President.....Les Biederman
 Acting Manager.....Drew McClay
 Sales Manager.....Bud Hicks
 Program Director.....Don Mullen
 Chief Engineer.....Drew McClay



FOR TEST OR TESTED CAMPAIGNS! Here are ten *diversified* markets, combined, by a network of the leading station in each, into a single three-billion-dollar market — *America's 2nd largest for radio selling.*

And *sell* this market the Northwest Network *can!*

Only *network* coverage can do an "in-one" selling job on the 1,050,529 Radio Homes in this varied urban and rural market.

Only the Northwest Network — with its *audience-dominating* NBC and Blue stations — can do this selling job on the market's 5,375,000 buyers *effectively* and *economically.*

Take advantage of the Northwest Network to do *your* selling job in this important market. Use any combination of stations or the entire group to reach any part or all of the market *without* line charges or extra costs for network service.

NORTHWEST NETWORK

KSTP Minneapolis-Saint Paul • WEBC Duluth-Superior • WMFG Hibbing
 WHLB Virginia • KROC Rochester • KYSM Mankato • KFAM Saint Cloud
 WEAU Eau Claire • WDAY Fargo • KFJR Bismarck

Represented Nationally by Edward Petry & Co. • Executive Offices: Radisson Hotel, Minneapolis

MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM

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: World Broadcasting System

Representative: Foreman & Company

Personnel

President and Station Manager: E. L. Hayek

Assistant Station Manager-Director of War

Programs: Warner C. Tidemann

Commercial Manager: Tom H. Lathrop

Program Director-Chief

Announcer: Robert C. Paulson

Chief Engineer: Lawrence Lawson

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts

Owned-Operated By: Red River Broadcasting Co., Inc.

Address: 218 Bradley Building

Phone Number: Melrose 2628

Transmitter Location: Foot of 63rd Ave. W., Duluth, Minn.

Time on the Air: 6:30 a.m. to 12 midnight;

Sundays, 8 a.m. to 12 midnight

News Service: Transradio

Transcription Service: Lang-Worth; Standard Radio

Representative: Free & Peters, Inc.

Personnel

President-Station Manager: Dalton LeMasurier

Commercial Manager: Odin S. Ramsland

Sales Promotion Manager: Bea Lade

Program Director: Gilbert Fawcett

Chief Engineer: Robert A. Dettman

W E B C

DULUTH—EST. 1924

BLUE NETWORK-NATIONAL BROADCASTING

CO-ARROWHEAD NETWORK

Frequency: 1320 Kc. Power: 5000 Watts

Owned-Operated By: Head of Lakes Broadcasting Co.

Address: WEBC Bldg.

Phone Number: Melrose 2873

Transmitter Location: 40th and Tower, Superior, Wisc.

Time on the Air: 6:25 a.m. to 12 midnight

News Service: UP

Transcription Service: NBC Thesaurus

Representative: George P. Hollingbery Co.

Personnel

President: Morgan Murphy

Station Manager: Walter C. Bridges

Commercial Manager: Thomas W. Gavin

Sales Promotion Manager

Herbert H. Sonnenberg

Program Director-Production Manager

Jerry Deane

Publicity Director: Elinor Barney

Musical Director: John Kleive

Chief Engineer: William Lounsberry

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 d.; 100 n.

Owned-Operated By: Charles L. Jaren

Address: Fergus Falls

Phone Number: 3986

Transmitter Location: Fergus Falls

Time on the Air: Unlimited license

Personnel

General Manager: C. L. Jaren

W M F G

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM

ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Head of Lakes Broadcasting Co.

Address: Androy Hotel

Phone Number: 1150

Transmitter Location: Androy Hotel

Time on the Air: 6:30 a.m. to 11 p.m.

News Service: UP

Representative: Geoge P. Hollingbery Co.

Personnel

President: Morgan Murphy

Station Manager: H. S. Hyett

Chief Engineer: William Lounsberry

MAIL HOOPER OR CROSSLEY SURVEYS

WERE NOT AVAILABLE

Manchester Biscuit Co.
DIVISION OF UNITED BISCUIT COMPANY OF AMERICA
 QUALITY BISCUITS SINCE 1902
 Fargo, North Dakota

Boler, General Manager
 Hotel Broadcasting System
 Commodore Hotel
 St. Paul, Minnesota

Dear Mr. Boler:

It seems to me this is a swell time to write this letter expressing our thoughts in connection with our program being carried on the several stations affiliated with the North Central group.

The two offers which have, so far, been featured on your stations have enjoyed an outstanding success. Almost from the very start a remarkable ability to pull mail was demonstrated. We hope you are as pleased with the result so far as we are.

We recently held our annual sales meeting here in Fargo. You will be interested to know that every man within the listening radius of any of the stations that carry our show was lavish in his praise for the program and enthusiastic over final results.

I believe your organization and each station carrying the program can be justly proud of the job you have done on Waldorf Crackers.

Yours very truly

MANCHESTER BISCUIT COMPANY

By A. M. Dargan

A. M. Dargan
 Sales Manager



SOME agencies and advertisers felt the stations had to have 50 kw and/or a low frequency, plus top Hooper and CAB rated shows to proceed or follow, or they wouldn't buy time! However, some did buy and were very happy to know that their choice was indeed economical and were well satisfied with excellent results. NCBS stations proved this to the advertiser via mail response, with boxtops included, which we believe is better proof of a station's sales ability than telephone surveys or house-to-house calls would indicate

Seven NCBS stations pulled over 18,000 pieces of mail in a thirteen-week campaign for the Manchester Biscuit Company. In every letter there was a boxtop from a package of Waldorf Crackers. We publish herein copies of letters from the client and the agency to clarify our boast. It proves beyond doubt that NCBS stations give the best results at the lowest costs per thousand radio homes.

Lever Brothers have used NCBS stations for the past two and one-half years for campaigns for Swan Soap and Vimms Vitamin Tablets, with very satisfactory results. General Mills have consistently used NCBS stations for the past two years, and recently, one of their agencies (Blackett-Sample-Hummert) cited twenty-five stations in the United States, from a large number of stations being used, as having done an outstanding job and brought excellent returns on an eight-day test offer. Three NCBS stations were among the twenty-five top stations listed.

NCBS is located in the heart of the wheat belt and the richest agricultural area in the United States. Millions of dollars worth of livestock are raised, and millions of dollars in farm products are grown throughout the north central states and the Red River Valley, giving the farmers millions to spend

Retail purchases in the north central states last year	\$2,186,631,000
Total population served by North Central stations	6,284,815
Total radio homes	1,571,203

NCBS AFFILIATED STATIONS

WLOL — Minneapolis, St. Paul Minn.
WDSM — Duluth, Superior Minn., Wis.
KVOX — Fargo, Moorhead N. D., Minn.
KATE — Albert Lea, Austin Minn.
KWNO — Winona Minn.
KGDE — Fergus Falls Minn.
KWLM — Willmar Minn.
KGCU — Bismarck, Mandan N. D.
KLPM — Minot N. D.
KDRL — Devils Lake N. D.
KSJB — Jamestown N. D.
KABR — Aberdeen S. D.
WEAU — Eau Claire Wis.
WJMJ — Marquette Mich.
WDBC — Escanaba Mich.
KVFD — Fort Dodge Iowa
WATW — Ashland Wis.
WJMS — Ironwood Mich.
WHDF — Calumet-Houghton Mich.
WMFG — Hibbing Minn.
WHLB — Virginia Minn.
KILO — Grand Forks N. D.
WIBA — Madison Wis.

The North Central States are known as "Bread Basket of the World" and "Number One in Dairy Products." The bread that America bakes, as well as the butter that's spread on it, comes from North Central states. Most of our country's wheat is grown and milled and sold in this great midwest area. We'll rest our case for a good sound market on the home of the staff of life! Dairy products and cattle sales put a sturdy foundation under farmers' incomes, and North Central farmers depend on NCBS for the outstanding public service programs giving them their daily markets in which they are interested, direct from the second largest livestock market in the United States located in South St. Paul.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

John W. Boler, President

COMMODORE HOTEL, ST PAUL, MINN LASALLE-WACKER BLDG., CHICAGO, ILL

K Y S M

MANKATO—EST. 1938

BLUE NETWORK—NBC
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....F. B. Clements &
Company

Address.....101 North 2nd Street
Phone Number.....4673
Transmitter Location...Belgrade Hill—North
Mankato, Minn.

Time on the Air.....19 hours daily
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....The Foreman Company

Personnel

President.....F. B. Clements
General Manager.....John F. Meagher
Sales Promotion Manager.....Rolf Julsrud
Program-Production Manager.....Bill Walker
Continuity Director.....Jeanne Kimball
Music Librarian.....Mary Olivera
Musical Director-Artists Bureau Head
Maurice Piche
Chief Engineer.....James Houts

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
Owned-Operated By ..Columbia Broadcasting
System, Inc.

Business Address.....625 Second Avenue So.
Phone Number.....Main 1202
Studio Addresses: 625 Second Avenue So.;
Hotel Lowry, St. Paul

Transmitter Location.....Anoka, Minn.
Time on the Air:.....24 hours daily
News Service.....AP; UP
Representative.....Radio Sales

Personnel

General Manager.....A. E. Joscelyn
Assistant General Manager-Program
Director.....Al Sheehan
Sales Promotion Manager..Sam H. Kaufman
Educational Director.....Max Karl
Office Manager.....Emmett Heerdt
Musical Director.....Wallace Olson
Chief Engineer.....Hugh S. McCartney

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc....Power: 5000 d.; 500 n.
Owner-Operated By....Dr. George W. Young
Address.....Nicollet Hotel
Phone Number....BRidgeport 7777 (Mpls.);
Midway 6363 (St. Paul)

Transmitter Location: Wayzata Blvd., Minne-
apolis (Route 7)

Time on the Air.....6 a.m. to sunset, MST.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

Owner and General Manager
Dr. George W. Young
Commercial Manager.....Lee L. Whiting
Sales Promotion Manager..Jerome H. Fischbein
Director of War Programs.....Gertrude Faue

W L B

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By..University of Minnesota
Address..Eddy Hall, University of Minnesota
Phone Number..Main 8177, Ext. 419, 821, 822
Transmitter Location..North Cleveland Ave-
nue County Road A-2, St. Paul

Time on the Air: Two-thirds daytime hours
(WLB shares time with WCAL)

News Service.....UP

Personnel

Manager.....Burton Paulu
Program Director.....Betty T. Girling
Production Manager.....Edward Wegener
Chief Announcer.....Mel Nelson
Chief Engineer.....Burton Holmberg
(Non-Commercial Station)

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Independent Merchants
Broadcasting Co.

Business Address.....1730 Hennepin Ave.
Phone Numbers..Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Com-
modore Hotel, St. Paul

Transmitter Location.....2508 Myrtle Ave.,
St. Paul

Time on the Air: 6 a.m. to 12 midnight; Satur-
days, 6 a.m. to 12:30 a.m.; Sundays, 7:30
a.m. to 12 midnight

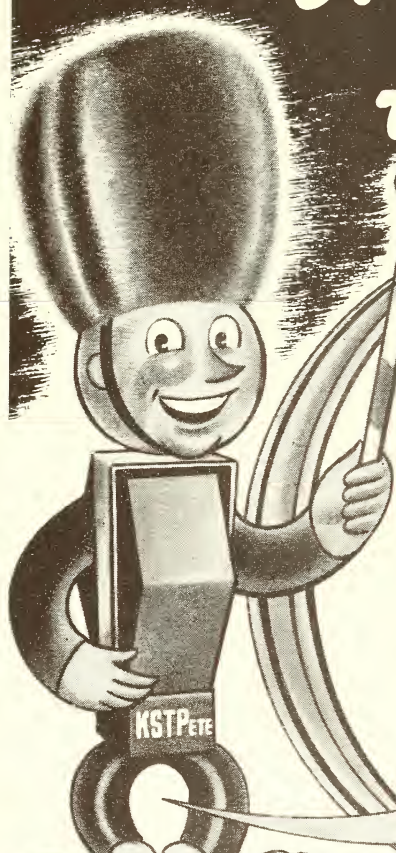
News Service.....INS
Transcription Service.....Associated Music
Publishers

Representative.....The Foreman Company

Personnel

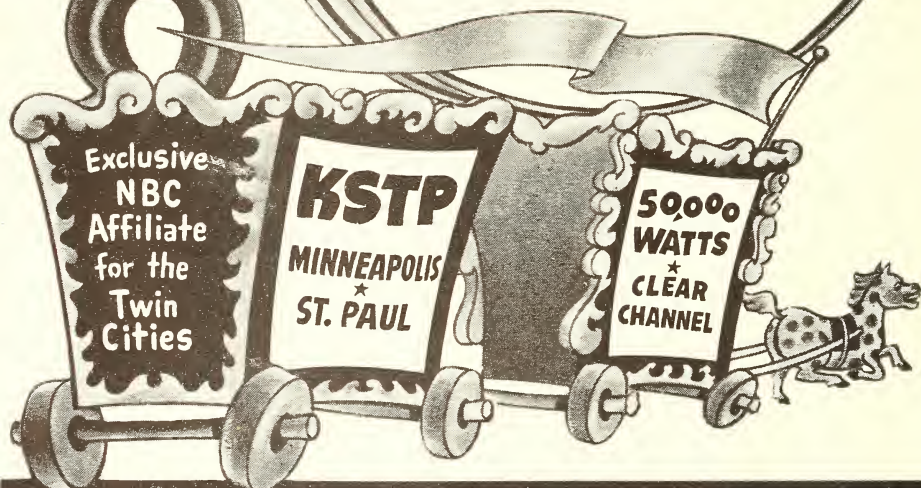
President.....C. J. Winton, Jr.
General Manager.....H. E. Westmoreland
Commercial Manager.....Fred F. Laws
Sales Promotion Manager.....Lynn Meyer
Program Director.....John Hirschboeck
Sports Director.....Harry McTigue
News Editor.....Melvin Nelson
Musical Director.....Verne Rooney
Engineering Supervisor.....Gene Brautigam
Technical Advisor.....Ogden Prestholdt

WE'RE STRIKING UP the BRAND!



NO magic wand is KSTPete's baton. Sales-wise, the "big stick" represents good radio. With our exclusive "Planalyzed Promotion" as a self-starter, good radio keeps the KSTP Brand-Wagon at the head of the sales parade here in the important Twin Cities Market.

Look over the KSTP Brand-Wagon's list of local, national spot and network passengers, remembering that only one thing keeps these advertisers aboard — results! Then climb on yourself for a real sales joy-ride.



Represented Nationally by Edward Petry & Co.

W T C N

MINNEAPOLIS—EST. 1934

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
 Owned By: Minneapolis Daily Times & St. Paul
 Dispatch-Pioneer Press
 Operated By: Minnesota Broadcasting Cor-
 poration
 Address: Wesley Temple Building
 Phone Numbers: Main 6562; Nestor 8661
 Transmitter Location: Snelling Road B, Rose
 Township
 Time on the Air: 6 a.m. to 12 midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press; Minneapolis Daily Times
 News Service: AP
 Transcription Service: Associated Music
 Publishers
 Representative: Free & Peters

Personnel

President: W. F. Johns
 Station Manager: C. T. Hagman
 Commercial Manager: F. Van Konyneburg
 Program Director: Robert DeHaven
 Publicity Director-Traffic Manager: Judy Bryson
 Musical Director: Frank Zdarsky
 Chief Engineer: Myron Fleming

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. Power: 50000 Watts
 Owned-Operated By: KSTP, Inc.
 Address: Hotel Saint Paul (St. Paul),
 Hotel Radisson (Minneapolis)
 Phone Number: Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location: County Road C and
 Highway 61
 Time on the Air: 24 hours daily
 News Service: UP,
 Radio News Association
 Transcription Service: NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative: Edward Petry & Company

Personnel

President-General Mgr.: Stanley E. Hubbard
 Vice-President-Assistant Mgr.: K. M. Hance
 Sales Manager: Ray C. Jenkins
 Program Director: Corinne Jordan
 Sales Promotion Manager: Sam Levitan
 Publicity Director: Joseph O. Meyers
 Farm Editor: Hugh Aspinwall
 News Editor: John Verstrete
 Artists' Bureau Head: David Stone
 Musical Director: Leonard Leigh

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), 200 Hodgson Bldg. (Minneapolis)
 Phone Number: Nestor 6501 (St. Paul),
 Atlantic 6293 (Minneapolis)
 Transmitter Location: 1287 St. Anthony Ave.
 Time on the Air: 6 a.m. to 12:30 a.m.; Satur-
 days, 6 a.m. to 1 a.m.
 News Service: AP
 Transcription Service: Standard Radio
 Representative: William G. Rambeau Co.

Personnel

President and General Mgr.: Edward Hoffman
 Sales Promotion Manager: Samuel N. Nemer
 Program-Publicity Director: Marilyn Powell
 Production Manager-Chief Announcer:
 Frank Devaney
 Musical Director: Lillian Jones
 Chief Engineer: Warren Fritze

K V O X

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: KVOX Broadcasting Co., Inc.
 Operated By: North Central Broadcasting
 System
 Address: Comstock Hotel
 Phone Number: 3-1523
 Transmitter Location: 14th St. and 12th Ave.,
 South
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight
 News Service: UP
 Representatives: North Central Broadcasting
 System

Personnel

President: John Boler
 Station Manager: M. M. Marget
 Commercial Manager: M. M. Marget
 Program Director: Arvid Johnson
 Chief Engineer: Dick Noble

W C A L

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 So. Fourth St., Minneapolis
 Time on the Air: 7:30 to Sunset, Shared
 with WLB

Personnel

President.....L. W. Boe
 Director.....Martin Hegland
 Station Manager.....M. C. Jensen
 Program Director.....David Johnson
 Musical Director.....Oscar Overby
 Chief Engineer.....O. W. Haldorsen
 (Non-Commercial Station)

K R O C

ROCHESTER—EST. 1935

BLUE NETWORK

**NBC—SOUTHERN MINNESOTA NETWORK
 MINNESOTA RADIO NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Minnesota
 Broadcasting Co.
 Address.....100 First Ave. Building
 Phone Number.....3924, 3925
 Transmitter Location...Highway 52, Cascade
 Township
 Time on the Air: 6:30 a.m. to 12:30 a.m.;
 Sundays, 8 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service
 Standard Radio; NBC Thesaurus
 Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
 Secretary.....Maxine Jacobs
 Station Manager.....Gerald H. Wing
 Commercial Manager.....Lew Potter
 Program Director.....Cal Smith
 Chief Engineer.....Fred C. Clark

K F A M

ST. CLOUD—EST. 1938

BLUE NETWORK

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...The Times Publishing
 Co.
 Address.....Weber Building
 Phone Number.....3330, 3331
 Transmitter Location.....Military Highway
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7 a.m. to 12 midnight
 Newspaper Affiliation.....St. Cloud Times
 News Service.....UP
 National Sales Office (Northwest Network)
 Ray C. Jenkins, Radison Hotel, Minneapolis,
 Minn.
 Representative (Northwest Network)
 Edward Petry & Co.

Personnel

President-General Manager....Fred Schilplin
 Commercial Manager...Martin F. Lindemann
 Promotion Manager-Program Director
 Lucile Miller
 Production Manager.....Hubert Warner
 Chief Engineer.....Robert B. Witschen

W H L B

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.

ARROWHEAD NETWORK

Frequency 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.
 Address.....WHLB Bldg.
 Phone Number.....2000
 Transmitter Location....16th and Sixth Ave.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....UP
 Representative.....George P. Hollingbery Co.

Personnel

President.....W. C. Bridges
 Station Manager.....Greg Rouleau
 Program Director.....Greg Rouleau
 Chief Engineer.....Wayne Kestila

K W L M

WILMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Lakeland Broadcasting
 Company

Business Address.....Willmar, Minn.
 Phone Numbers.....1340, 1310, 910
 Studio Address.....Willmar War Memorial
 Auditorium
 Transmitter Location.....Foot Lake
 Time on the Air.....6 a.m. to 12 midnight
 Transcription Service...World Broadcasting
 System
 Representative....North Central Broadcasting
 System

Personnel

President-General Manager....H. W. Linder
 Program Director.....Willard Linder
 Production Manager.....Earl Henton
 Montevideo Studio Manager....Gil Frayseth
 Redwood Falls Studio Manager Mrs. Gerretson
 Chief Engineer.....Verne Baumgartner

K W N O

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Winona Radio Service

Address.....216 Center St.
 Phone Number.....3314
 Transmitter Location.....831 Sarnia St.
 Time on the Air.....Unlimited license
 Newspaper Affiliation...Winona Republican-
 Herald

Transcription Service.....Standard Radio

Personnel

President.....M. H. White
 General Manager.....L. L. McCurnin

MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W C B I

COLUMBUS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

MISSISSIPPI NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned By..... Birney Imes, Jr.
 Operated By..... Columbus Broadcasting Co.
 Business Address..... Gilmer Hotel
 Phone Number..... 1313
 Studio Addresses..... Gilmer Hotel, Columbus;
 Ritz Theatre, West Point
 Transmitter Location..... 1st and Main Sts.
 Time on the Air..... 16 hours daily
 Newspaper Affiliation... Columbus Commercial
 Dispatch
 News Service..... AP
 Transcription Service..... Standard Radio,
 Keystone Broadcasting System
 Representative..... Sears & Ayer, Inc.

Personnel

Owner..... Capt. Birney Imes, Jr.
 General Manager..... Bob McRaney
 Commercial Manager..... James Eatherton
 Program-Production Manager..... Bill McHan
 Director of War Programs—Women's
 Programs..... Jane Burrous
 News Editor..... John Brinn
 West Point Studio Director..... Madge Moore
 Chief Engineer..... Maxell Williams

W J P R

GREENVILLE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... John R. Pepper
 Address..... 107 So. Poplar
 Phone Number..... 1770
 Transmitter Location..... North on Highway
 No. 1
 Time on the Air..... 7 a.m. to 9 p.m.;
 Sundays, 9 a.m. to 6 p.m.
 News Service..... UP
 Transcription Service..... Associated Music
 Publishers; Keystone Broadcasting System

Personnel

Owner..... John R. Pepper
 Director..... Bert Ferguson
 Commercial Manager..... Frank W. Baldwin
 Program Director..... Bob Thompson
 Publicity Director..... Sallie Kellner
 Musical Director..... Rosie Mock
 Chief Engineer..... R. L. Lee

W G R M

GREENWOOD—EST. 1938

MUTUAL BROADCASTING SYSTEM—

NATIONAL BROADCASTING SYSTEM—

MISSISSIPPI NETWORK—KEYSTONE

BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... P. K. Ewing
 Address..... 222 Howard Street
 Phone Number..... 1717
 Transmitter Location..... North Greenwood
 Time on the Air..... 7 a.m. to 10 p.m.
 Transcription Service... Keystone Broadcasting
 System
 Representative..... Sears & Ayer, Inc.

Personnel

President..... P. K. Ewing
 Station-Commercial Manager.... F. C. Ewing
 Program Director..... Herb Abramson
 Production Manager..... M. L. Henderson
 Chief Announcer..... Billy Hand
 Chief Engineer..... Gordon Clark

W G C M

GULFPORT—EST. 1929

KEYSTONE BROADCASTING SYSTEM

MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned By..... WGCM, Inc.
 Operated By..... Hugh O. Jones
 Business Address..... Hewes-Martin Bldg.
 Phone Number..... Gulfport 1111
 Studio Addresses..... Hewes-Martin Bldg.
 (Gulfport); Tivoli Hotel (Biloxi)
 Transmitter Location..... Arlington Heights
 Time on the Air..... 7 a.m. to 10 p.m.;
 Sundays, 10:30 a.m. to 8:30 p.m.
 News Service..... INS
 Representative..... Sears & Ayer

Personnel

President-Owner..... Hugh O. Jones
 Sales Promotion-Production Manager
 Dell Crosby
 Program Director-Chief Announcer
 Larry Holmes
 Chief Engineer..... Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.... Forrest Broadcasting
 Co.
 Address..... 302 Hemphill St.

Phone Number.....1866-67
 Transmitter Location....W. Seventh St. and
 25th Ave.
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News Service.....UP
 Representative.....Sears & Ayer

Personnel

President and General Manager...C. J. Wright
 Program Director-Production
 ManagerJohn T. Orr

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By....Lamar Life Insurance
 Company
 Business Address.....Lamar Life Building
 Phone Numbers.....2-1183 (Adv. Dept.),
 2-2641 (Studios)

Studio Address.....Heidelberg Hotel
 Transmitter Location....U. S. Highway No. 51
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor

Representative.....George P. Hollingbery
 Company

Personnel

Station Manager.....Wiley P. Harris
 Commercial and Advertising Manager,
 Allen Lacy, Jr.
 Program-Musical Director...Maurice Thompson
 Publicity Director.....Pat Halverson
 Chief Engineer.....P. G. Root

W S L I

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By....Standard Life Broad-
 casting Co.

Address.....Robert E. Lee Hotel,
 P. O. Box 1847

Phone Number.....3-2783
 Transmitter Location.....Foot of High St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer

Personnel

President.....Geo. W. Covington
 Station Manager.....L. M. Sepaugh
 Commercial Manager....F. E. Wilkerson, Jr.
 Sales Promotion Manager...Maurice Wray
 Program Director.....Ward Coleman
 Chief Announcer.....Roy Weinedel
 Chief Engineer.....C. A. Perkins

W A M L

LAUREL—EST. 1935

**NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....New Laurel Radio
 Station, Inc.

Address.....535½ Central Ave.
 Phone Number.....288
 Transmitter Location....Washington Road
 Time on the Air.....6:30 a.m. to 10:15 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer

Personnel

President.....D. A. Matison
 Station and Commercial Mgr....H. M. Smith
 Sales Promotion Manager...Granville Walters
 Program Director.....Frank Hollifield
 Bookkeeper.....Sue Wilby
 Chief Engineer.....Bruce Dennis

W S K B

McCOMB—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...McComb Broadcasting
 Corp.

Business Address.....Box 111
 Phone Number.....37
 Studio Address.....McColgan Hotel
 Transmitter Location....Pike County
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting
 System

Personnel

President.....Robert L. Sanders
 General Manager.....George Blumenstock
 News Director.....Charles White McGehee
 Program Director.....Julia D. Blumenstock
 Chief Announcer.....John Thompson, Jr.
 Musical Director.....Mrs. B. L. Mathis
 Chief Engineer.....Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

**COLUMBIA BROADCASTING SYSTEM
 MISSISSIPPI NETWORK**

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

Personnel

General Manager.....D. W. Gavin
 Program-Musical Director...Mrs. D. W. Gavin

W M I S

NATCHEZ—EST. 1941

MISSISSIPPI NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By.....Natchez Broadcasting Co.
Operated By.....P. K. Ewing, Jr.
Address.....City Bank & Trust Co. Bldg.
Phone Number.....1515
Transmitter Location.....Highway No. 61, North
Time on the Air.....7 a.m. to 9 p.m.
News Service.....INS
Transcription Service.....C. P. MacGregor

Personnel

President.....P. K. Ewing
Station Manager.....P. K. Ewing, Jr.
Commercial Manager.....B. O. Pennington
Program Director-Chief Announcer.....James Day
Production Manager.....Norman Lawrence
Publicity Director.....Myra Boudreaux
Artists Bureau Head.....Marjorie Marx
Chief Engineer.....Thos. Patterson

W Q B C

VICKSBURG—EST. 1931

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By.....Delta Broadcasting
Company, Inc.
Address.....Hotel Vicksburg
Phone Number.....312
Transmitter Location.....2½ miles S. E. of
Vicksburg

Time on the Air.....11 to 12 hours daily
Newspaper Affiliation.....Vicksburg Evening
Post; Vicksburg Morning Herald
News Service.....AP
Transcription Service.....World Broadcasting
System

Personnel

President.....L. P. Cashman
Station Director.....O. W. Jones
Chief Announcer.....Loren Miller
Chief Engineer.....C. E. Drake

MISSOURI

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 227-285*

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch Battery &
Radio Co.

Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of
Cape Girardeau on Highway No. 61

Time on the Air: 6:30 a.m. to 10 p.m.; Sun-
days, 8 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Standard Radio,
Lang-Worth
Representative.....John E. Pearson

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn

K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Star Times Publishing
Company
Address.....Ninth and Elm Sts.
Phone Number.....4141-42

Transmitter Location.....1230 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.;
Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation.....Star Times Publish-
ing Company
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus
Representative.....Weed & Company

Personnel

President.....Elzey Roberts
Station Manager.....C. L. Thomas
Business Manager.....E. R. Welden
Program Director.....Foster H. Brown, Jr.
Commercial Manager.....J. W. Roth
Production Manager.....Harold Douglas
Chief Announcer.....Harold Douglas
Chief Engineer.....Robert Haigh

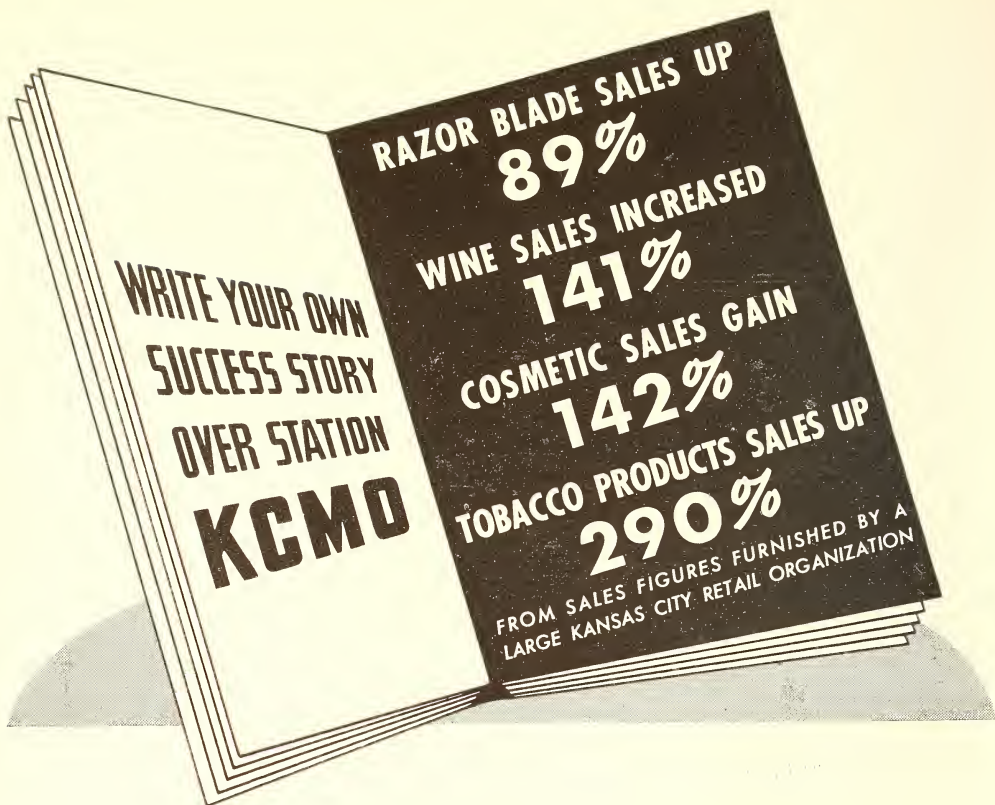
K H M O

HANNIBAL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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.....6 a.m. to 11 p.m.;
Sundays, 8 a.m. to 11 p.m.



These are typical of the sales-success stories being written by radio promotion over Station KCMO, Kansas City. Products advertised consistently over Kansas City's popular Blue Network outlet are breaking sales records regularly.

KCMO combines the enviable drawing power of Blue Network shows with an ideal merchandising service that gets maximum results from Kansas City's expanding, booming wartime market.

Call on KCMO to help you write a success story for your product in Kansas City. You Can get complete details and a list of availabilities from any McGillvra office.

NATIONAL REPRESENTATIVE:
JOSEPH HERSHEY MCGILLVRA

BASIC BLUE NETWORK



Newspaper Affiliation....Hannibal Courier-Post
 News Service.....AP
 Transcription Service.....Lang-Worth

Personnel

President.....E. L. Sparks
 General Manager.....W. Earl Dougherty
 Production Manager.....U. S. (Scotty) Smith
 Musical Director.....George Lacey
 Chief Engineer.....Warren E. McFadden

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 Munroe
 Phone Number.....4000
 Studio Address.....St. Mary's Blvd.
 Transmitter Location.....St. Mary's Blvd.
 Time on the Air.....Unlimited license
 Newspaper Affiliation...Jefferson City Capitol
 News & Post Tribune
 Transcription Service...World Broadcasting
 System: Lang-Worth
 Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
 Station Manager.....R. L. Roge

W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Joplin Broadcasting Co.
 Address....Frisco Bldg., Sixth and Main Sts.
 Phone Number.....330-1-2-3
 Transmitter Location.....13th and Roosevelt
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation...Joplin Globe & News-Herald
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....Sears & Ayer

Personnel

President-Station Manager.....D. J. Poynor
 Commercial Manager.....Bob Burke
 Program Director.....Margaret Houston
 Continuity Editor.....June Darby
 Production Manager-Musical Director
 Stella Lukens
 News Editor.....Rob Roy Ratcliff
 Chief Announcer.....Charles McIntire
 Artists Bureau Head.....Abe Radunsky
 Chief Engineer.....Richard Meek

K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....KCMO Broadcasting
 Company
 Address.....1515 Commerce Trust Building
 Phone Number.....Victor 0900
 Transmitter Location.....10th and Hardesty
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers,
 Representative....Joseph Hershey McGillvra

Personnel

President.....T. L. Evans
 General & Sales Manager.....Jack Stewart
 Business Manager.....C. E. Breazeal
 Program Director.....Dorothy Stewart
 Production Managers.....Kenneth Heady,
 Margaret Hillias
 Publicity-Sales Promotion Manager
 Dave Brown
 News Editor.....James Munroe
 Musical Director.....Leigh Croven

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated ByMidland Broad-
 casting Co.
 Address Pickwick Hotel
 Phone Number Harrison 2650
 Transmitter Location...50th & Belinder Road
 Time on the Air: 5:30 a.m. to 12 midnight;
 Sundays, 7 a.m. to 12 midnight
 News Service.....AP; UP
 Transcription Service: Lang-Worth; World
 Broadcasting System
 RepresentativeFree & Peters, Inc.

Personnel

PresidentArthur B. Church
 Managing Director.....Karl R. Koerper
 Director of Sales.....Sam H. Bennett
 Promotion-Publicity Director....Frank Barhyt
 Merchandising-Research
 DirectorMark N. Smith
 Program Director.....Don Macon
 Director of War Programs.....Gene Dennis
 Production Manager.....Fran Heyser
 Chief Announcer.....Gordon Hayward
 Studio Director.....Kenneth Krahl
 Artists Bureau Head...James W. McConnell
 Musical Director.....P. Hans Flath
 Chief Engineer.....A. R. Moler

KSD

CONTINUED
Leadership
in ST. LOUIS

KSD is the dominant news coverage station in St. Louis.

This is of first importance in war time. KSD is the only station in St. Louis with full-time—24-hour service—of both the Associated Press and Press Association, Inc. KSD is also the exclusive outlet in St. Louis for NBC network, with its world-famed commentators and trained correspondents in all the war centers of the globe.

KSD-NBC regular and special day and night programs feature the world's star entertainers.

KSD-NBC has continued holding this top-notch star-program supremacy since 1935. This is shown in the national poll selections of "Firsts" from 1935 through 1942. KSD-NBC has led all other St. Louis stations in "Firsts" without exception year after year.

These dominating listener appeal features have given KSD a decisive leadership in its value to sponsors who seek the most effective radio coverage of the rich St. Louis market.

KSD has a greater daytime population coverage area than any other St. Louis station.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

ATLANTA

SAN FRANCISCO

HOLLYWOOD

W D A F

KANSAS CITY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By The Kansas City Star
 Company
 Address 1729 Grand Ave
 Phone Number Harrison 1200
 Transmitter Location 82nd and Mission
 Road, Johnson County, Kans.
 Time on the Air: Daily ex. Sunday, 6 a.m. to
 12 midnight; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation The Kansas City Star
 News Service AP
 Transcription Service Lang-Worth
 Representative Edward Pety and Company

Personnel

President Earl McCollum
 Station Manager H. Dean Fitzer
 Assistant Manager V. S. Batton
 Commercial Manager R. Gardner Reames
 Program Manager Harry J. Kufmann
 Chief Announcer Henry Carroll
 Chief Engineer Joseph A. Flaherty

W H B

KANSAS CITY—EST. 1922
MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc. Power: 1000 Watts
 Owned-Operated By WHB Broadcasting Co.
 Address Scarritt Building
 Phone Number Harrison 1161
 Transmitter Location North Kansas City
 Time on the Air Daytime license

Personnel

President Donald Dwight Davis
 Station Manager John T. Schilling

K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By A. L. McCarthy,
 O. A. Tedrick, J. H. Wolpers d/b Radio Sta-
 tion K W O C
 Address 1801 North Main St.
 Phone Number 1310
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 Newspaper Affiliation Poplar Bluff Daily
 American Republic
 News Service AP

Personnel

Chief Executive O. A. Tedrick
 General Manager P. H. Cunningham
 Production Manager William R. Tedrick
 Chief Announcer Joe Roman
 Chief Engineer Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924
BLUE NETWORK

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By KFEQ, Inc.
 Address Schneider Building,
 7th and Felix Streets
 Phone Number 4-0813
 Transmitter Location 5½ miles North
 Northeast of St. Joseph
 Time on the Air 24 hours daily
 Newspaper Affiliation St. Joseph News-Press,
 St. Joseph Gazette
 News Service UP
 Transcription Service NBC Thesaurus,
 Standard Radio
 Representative Headley-Reed Company

Personnel

President-Station Manager Barton Pitts
 Nat'l Advertising Manager Glen G. Griswold
 Publicity-Promotion Manager J. Ted Branson
 Program Director Harry Packard
 Chief Engineer Fred H. Damm

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc. Power: 50000 Watts
 Owned-Operated By Columbia Broadcasting
 System, Inc.
 Address 401 South Twelfth Blvd.
 Phone Number Central 8240
 Transmitter Location Lemay Ferry and
 Baumgartner Roads
 Time on the Air Unlimited license
 News Service AP, Transradio, UP
 Transcription Service Associated Music
 Publishers; Lang-Worth
 Representative Radio Sales

Personnel

General Manager Merle S. Jones
 Assistant Manager Arthur Casey
 Sales Manager Wendell B. Campbell, 2nd
 Public Events Director Jerry Hoekstra
 Program Director Blaine Cornwell
 Continuity Editor Charles Barnhart
 Accountant Robert F. DeVoe
 Radio Sales Representative Carter Ringlep
 Publicity Director William Zalkin
 Chief Engineer Harry Harvey

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Pulitzer Publishing
 Company
 Address Twelfth and Olive Sts.
 Phone Number Main 1111
 Transmitter Location Twelfth and Olive Sts.
 Time on the Air 5:30 a.m. to 12:30 a.m.

Newspaper Affiliation.....St. Louis Post-Dispatch
 News ServiceAP
 Transcription Service.....NBC Thesaurus, Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
 General Manager.....George M. Burbach
 Sales Manager.....Edward W. Hamlin

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n. (CP 5000)

Owned-Operated By.....Thomas Patrick, Inc.
 Address..Hotel Chase, Lindell & Kingshighway
 Phone Number.....Rosedale 3210
 Transmitter Location.....500 E. Logan, Baden Station, Baden, Mo.

Time on the Air: 6 a.m. to 12 midnight;
 Sundays, 7 a.m. to 12 midnight

News Service.....UP; Reuters
 Transcription Service.....World Broadcasting System

Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
 Station Director.....Ray E. Dady
 Sales Manager.....V. E. Carmichael
 Chief Announcer.....Martin Bowin
 Program Director.....John Tinnea
 Publicity Director.....Sue McCaslin
 Musical Director.....Richard Hayes
 Chief Engineer.....N. J. Zehr

K X O K

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Star-Times Publishing Company

Address.....12th and Delmar Bldvs.
 Phone Number.....CHestnut 3700
 Transmitter Location.....Horse Shoe Lake, Madison County, Ill.

Time on the Air.....24 hours daily
 Newspaper Affiliation.....St. Louis Star-Times
 News Service.....INS; UP

Transcription Service.....Associated Music Publishers; Standard Radio

Representative.....Weed & Company

Personnel

Sales Manager.....Clarence G. Cosby
 Promotion Manager.....Robert A. Seat
 Program Director.....C. L. Thomas
 Publicity Director.....Harry K. Renfro
 Chief Engineer.....Art Rekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts
 Owned-Operated By...The St. Louis University
 Address.....3642 Lindell Blvd.
 Phone Number.....FRanklin 5665
 Transmitter Location.....3642 Lindell Blvd.
 Time on the Air.....Local sunrise-to-sunset
 News Service.....INS
 Transcription Service.....Standard Radio, Lang-Worth; Associated Music Publishers
 Representative.....John E. Pearson

Personnel

President.....Rev. H. B. Crimmins, S.J.
 General Manager.....Nicholas Pagliara
 Program Director.....Don Lochner
 Production Manager-Publicity DirectorMark Thompson
 Musical Director.....Ralph Stein
 Chief Engineer....Brother George Rueppel, S.J.

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Missouri Broadcasting Corp.

Address.....Melbourne Hotel
 Phone Number.....Jefferson 8403
 Transmitter Location...Grand & Lindell Bldvs.
 Time on the Air: 7 a.m. to 11:30 p.m.; Saturdays, 7 a.m. to 2 p.m.; Sundays, 8:30 a.m. to 11 p.m.

News Service.....AP
 Transcription Service.....Standard Radio, C. P. MacGregor, Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President and General Manager, Lester A. Benson
 Vice-President.....Clarence W. Benson
 Commercial Manager.....David Pasternak
 Sales Promotion Manager....Claude C. Rock
 Program Director.....Neil Norman
 Publicity Director.....Mel Kampe
 Musical Director.....Allister Wylie
 Chief Engineer.....Chal H. Stoup

K F U O

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts
 Owned By.....Evangelical Lutheran Synod of Missouri, Ohio and other states

Operated By...Board of Control of Concordia Seminary

Address.....801 DeMun Ave.
 Phone Number.....DELmar 3030
 Transmitter Location.....801 DeMun Ave.

Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

Station Manager.....Herman H. Hohensteln
 Production Manager-Chief Announcer,
 Elmer Knoernschild
 Accountant-Office Manager..William C. Krato
 Director of Continuity.....L. Kenn Zank
 Musical Director.....Theodore Hoelty-Nickel
 Sports Editor.....Kenn Lawrence
 Chief Engineer.....Carl H. Meyer

K D R O

SEDALIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Albert S. and Robert A.
 Drohlich d/b Drohlich Bros.
 Address.....2100 W. Broadway
 Phone Numbers.....4004, 4005, 4006
 Transmitter Location.....2100 W. Broadway
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service..Keystone Broadcasting
 System

Personnel

Station-Commercial Manager
 Robert A. Drohlich
 Promotion Manager.....Albert S. Drohlich
 Program Director.....William Davis
 Chief Announcer.....Milton Dickey
 Chief Engineer.....Bing G. Wong

K G B X

SPRINGFIELD—EST. 1924

BLUE NETWORK

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.
 Standard Radio
 Representative.....John E. Pearson

Personnel

President.....Tams Bixby, 2nd
 General Manager.....Ralph D. Foster
 National Sales Manager.....Leslie L. Kennon

Local Sales Manager.....J. Gordon Wardell
 Promotion Manager...M. Wayland Fullington
 Program Director.....Terry Moss
 Director of War Programs...Ralph A. Nelms
 Production Manager.....C. R. Black
 Chief Engineer.....Fritz Bauer

K T T S

SPRINGFIELD—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Independent Broad-
 casting Co.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....4303
 Transmitter Location...Chamber of Commerce
 Bldg.
 Time on the Air: 6 a.m. to 12:02 a.m.; Sundays,
 7 a.m. to 12:02 a.m.
 News Service.....INS
 Transcription Service.....World Broadcasting
 System
 Representative..Howard H. Wilson Company

Personnel

President.....J. H. G. Cooper
 Station Manager.....G. Pearson Ward
 Commercial Manager.....Marvin Ward
 Program Director.....Frank McAttee
 Musical Director.....Frank Snipe
 Chief Engineer.....Frank L. Barker

K W T O

SPRINGFIELD—EST. 1933

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By..Ozarks Broadcasting Co.
 Address.....508 St. Louis St.
 Phone Number.....1360-1-2-3
 Transmitter Location.....James River Club
 Road and Highway M
 Time on the Air.....5 a.m. to midnight
 Newspaper Affiliation.....Springfield News-
 papers, Inc.
 News Service.....AP; UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson

Personnel

President and Station Mgr....Ralph D. Foster
 National Sales Manager.....Leslie L. Kennon
 Local Sales Manager.....J. Gordon Wardell
 Sales Promotion
 Manager.....M. Wayland Fullington
 Program Director.....Terry Moss
 Director of War Programs...Ralph A. Nelms
 Production Manager.....C. R. Black
 Chief Engineer.....Fritz Bauer

MONTANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K G H L

BILLINGS—EST. 1928
BLUE NETWORK—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Northwestern Auto Supply Co.

Address: Fifth and North Broadway
Phone Number: 2222
Transmitter Location: 6 miles west of Billings
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.

News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Katz Agency

Personnel

President: C. O. Campbell
Station Manager: Ed Yocum
Sales Promotion Manager: E. E. Cooney
Program Director: M. V. Braunberger
Publicity Director: Lear Mucoy
Chief Engineer: Jeff Kiichli

K R B M

BOZEMAN—EST. 1939
BLUE NETWORK—NBC
Z-BAR NET

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KRBM Broadcasters, Inc.
Address: Baxter Hotel
Phone Number: 1420
Transmitter Location: East of Bozeman
Time on the Air: 8 a.m. to 10 p.m.
News Service: UP
Transcription Service: Lang-Worth, Davis & Schwegler
Representative: The Walker Co.

Personnel

President: R. B. MacNab, Jr.
Station Manager: Ernest A. Neath
Commercial Manager: M. E. Dunn
Program Director: L. L. Sterling
Chief Engineer: Jack Provis

K G I R

BUTTE—EST. 1929
NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: KGIR, Inc.
Address: Butte
Phone Number: 22-3-44
Transmitter Location: Butte
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Lang-Worth;
C. P. MacGregor

Representative: The Walker Co.

Personnel

Manager: Ed. B. Craney

K F B B

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By: Buttrely Broadcast, Inc.
Address: 605 First National Bank Building
Phone Number: 4377, 4378
Transmitter Location: 4½ miles west of Great Falls

Time on the Air: 7 a.m. to 11 p.m., Sundays, 9 a.m. to 11 p.m.

News Service: UP
Transcription Service: NBC Thesaurus,
Standard Radio

Representative: Weed & Company.

Personnel

President: F. A. Buttrely
General Manager: Joseph P. Wilkins
Program Director: LeRoy Stahl
Chief Engineer: Wilbur Myhre

K P F A

HELENA—EST. 1937

BLUE NETWORK

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 11 p.m.
News Service: UP
Transcription Service: Lang-Worth, NAB
Representative: The Walker Co.

Personnel

President: Barclay Craighead
Station Manager: K. O. MacPherson
Chief Engineer: R. D. Martin

K G E Z

KALISPELL—EST. 1927

Frequency: 1340 Kc. 1000 Watts (C.P. 1460 Kc.; 1000 Watts)

Owned-Operated By: Donald C. Treloar
Address: 203 - 1st Ave. E.
Phone Number: 332 (Office), Rural 3220
(Transmitter)

Transmitter Location: 2½ miles south of Kalispell, on Highway No. 93

Time on the Air: 7 a.m. to 10 p.m.
News Service: UP

Personnel

General Manager.....Donald C. Treloar
 Commercial Manager.....K. W. Montgomery
 Program-Musical Director.....Don Treloar
 Chief Engineer.....Donald Gorman

K R J F

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Studio Address.....U. S. Highway No. 212
 Transmitter Location...U. S. Highway No. 212
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 10 a.m. to 9 p.m.

Newspaper Affiliation.....Miles City Star
 News Service.....AP
 Transcription Service...World Broadcasting;
 C. P. MacGregor; Keystone Broadcasting
 System

Personnel

General Manager.....W. F. Flinn
 Station Manager.....Don Tannehill
 Program Director.....R. D. Wilson
 Chief Engineer.....H. W. Panchot

K G V O

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.
 Address.....132 W. Front St.
 Phone Number.....2155
 Transmitter Location.....Highway No. 10

Time on the Air.....7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 News Service.....UP
 Representative.....Burns-Smith Co.

Personnel

President and Station Manager...A. J. Mosby
 Assistant Manager-Program Director,

James Alden Barber

Sales Manager.....Soc Vratiss
 Publicity Director.....John J. Campbell
 News Editor.....Bill Strothman
 News-Publicity Director.....John J. Campbell
 Educational Director.....Ruth G. Schleber
 Accountant.....Rogna Phelps
 Traffic Manager.....Esther Christian
 Chief Engineer.....Fred U. Wamble

K G C X

SIDNEY—EST. 1926

CBC—KEYSTONE BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....Sidney, Mont.
 Phone Number.....408
 Studio Address.....Sucksdorf Bldg.
 Transmitter Location....4½ miles N. E. of
 Sidney

Time on the Air.....7 a.m. to 8:15 a.m.
 Transcription Service.....Standard Radio

Personnel

President-Station Manager...E. E. Krebsbach
 Commercial Manager.....Milton J. Severson
 Chief Announcer.....Mel King
 Musical Director.....Ronald W. Cook
 Chief Engineer.....Otto E. Moates

NEBRASKA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285

K O R N

FREMONT—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Nebraska Broadcasting
 Corporation

Address.....Pathfinder Hotel
 Phone Number.....1060, 1061
 Transmitter Location...1 mile east of Fremont
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
 Legal Counsel.....A. C. Sidner
 General Manager.....Lloyd C. Thomas
 Station-Commercial Manager....Jack Luther

Program Director.....Clarice Allport
 Chief Announcer.....William Talbot
 Chief Engineer.....Lee Gustavson

K M M J

GRAND ISLAND—EST. 1925

Frequency 750 Kc.....Power: 1000 Watts
 Owned-Operated By.....KMMJ, Inc.
 Address.....315½ North Locust St.
 Phone Number.....703

Transmitter Location.....Phillips, Nebr.
 Time on the Air.....Local sunrise to sunset
 News Service.....UP
 Transcription Service...Standard Radio; BMI
 Representative.....Headley-Reed Co.

Personnel

President-General Manager.....Don Searle
 Business Manager.....Wick Heath
 Commercial Manager.....Bill Martin
 Program Director-Chief Announcer,
 George Kister
 Production Manager.....Dutch Woodward
 Chief Engineer.....D. Swanson

K H A S

HASTINGS—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Nebraska
 Broadcasting Co.
 Address.....Tribune Bldg.
 Transmitter Location.....Tribune Bldg.
 Time on the Air.....7 a.m. to 7 p.m.
 Newspaper Affiliation..Hastings Daily Tribune
 News Service.....AP
 Transcription ServiceWorld Broadcasting
 System

Personnel

President.....Fred A. Seaton
 Station Manager.....Duane L. Watts
 Program Director-Chief Announcer
 Max Brown
 Chief Engineer.....Duane B. Allison

K G F W

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Nebraska
 Broadcasting Corporation
 Address.....Federal Annex Bldg.
 Phone Number.....Executive office, 23541,
 Program Dept., 31551
 Transmitter Location.....South Central Ave.
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Lloyd C. Thomas
 Station-Commercial Manager..E. Anson Thomas
 Sales Promotion Manager.....Carl Argabrite
 Program Director-Chief Announcer
 Harold Clark
 Production Manager.....Maurice Wenzinger
 Publicity Director.....Maxine Selover
 Office Manager.....Betty Bishop
 Farm Editor.....Arnold Kloxen
 Chief Engineer.....Jack Lewis

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 10000 Watts
 Owned-Operated By.....KFAB Broadcasting
 Company

Address.....Hotel Lincoln
 Phone Number.....2-3214
 Transmitter Location...17th and Holdrege Sts.
 Time on the Air.....5 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Nebraska State
 Journal, Lincoln Star
 News Service.....INS; AP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

Station Manager.....W. Judson Woods
 Commercial Manager.....Arthur J. Weaver
 Sales Promotion Manager.....Harry Walsh
 Auditor-Office Manager.....Paul L. Dodd
 Program Director.....Earl Williams
 Production Manager.....Orth Wells
 Publicity Director.....Naomi Wood
 Continuity Head.....L. A. Miller
 Traffic Manager.....Clara Rehn
 Music Librarian.....Alene McKinney
 Chief Engineer.....Mark Bullock

K F O R

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Cornbelt Broadcasting
 Corporation
 Address.....Hotel Lincoln
 Phone Number.....2-3214
 Transmitter Location.....4745 Vine St.
 Time on the Air....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Nebraska State
 Journal, Lincoln Star
 News Service.....INS; AP
 Transcription Service.....Standard Radio
 Representative.....Edward Petry & Co., Inc.

Personnel

General Manager.....Don Searle
 Station Manager.....Jud Woods
 Commercial Manager.....Arthur J. Weaver
 Promotion Manager.....Harry Walsh
 Auditor-Office Manager.....Paul L. Dodd
 Publicity Director.....Naomi Wood
 Continuity Head.....L. A. Miller
 Traffic Manager.....Clara Rhen
 Musical Director.....Edward E. Perrigo
 Chief Engineer.....Mark Bullock

W J A G

NORFOLK—EST. 1922

Frequency: 1090 Kc.....Power: 1000 Watts
 Owned-Operated By....Norfolk Daily News
 Business Address.....116 N. 4th St.
 Phone Number.....432
 Studio Address.....Hotel Norfolk
 Transmitter Location...West Koenigstern Ave.
 Newspaper Affiliation....Norfolk Daily News
 News Service.....AP

NEBRASKA

Transcription Service.....Lang-Worth
Representative.....The Walker Co.

Personnel

President.....Gene Huse
Station Manager.....Art Thomas
Chief Announcer.....Jay Baumann
Musical Director.....Harold Keine
Chief Engineer.....Frank Weidenbach

K G N F

NORTH PLATTE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By....Great Plains Broad-
casting Co.

Address.....1521 West 12th St.
Phone Number.....295
Time on the Air.....7 a.m. until local sunset
News Service.....UP
Transcription Service.....C. P. MacGregor,
Lang-Worth
Representative.....The Walker Co.

Personnel

President and Station Mgr....W. I. LeBarron.
Program Director.....Genevieve Eaves
War Program Director.....Ernie Jaeggli
Chief Engineer.....J. B. 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
Time on the Air.....6:30 a.m. to midnight
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President.....John K. Morrison
Station Manager.....Marie Maher
Business Manager.....Paul R. Fry
Chief Announcer.....Dayton E. Heckman
Chief Engineer.....Richard Wina

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

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 12:05 a.m.; Sundays,
8 a.m. to 12:05 a.m.
Newspaper Affiliation.....Lincoln Star,
Nebraska State Journal

News Service.....INS; AP
Transcription Service.....Standard Radio
Representative.....Edward Petry & Co.

Personnel

General Manager.....Don Searle
Sales Manager.....Arthur J. Weaver
Merchandising Manager.....Harry Walsh
Program Director-Production Manager
Harold Hughes
Musical Director.....Kermith Trimble
Chief Engineer.....Mark Bullock

K O W H

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts
Owned By.....World Publishing Co.
Operated By.....Omaha World Herald
Business Address.....15th and Farnam Sts.
Studio Address.....World Herald Bldg.
Transmitter Location...Northwest of Omaha
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
Station Manager.....Frank E. Shopen
Commercial Manager.....Louis A. Smith
Production Manager-Publicity Director
Ken Stuart
Chief Engineer.....F. E. Shopen, Jr.

W O W

OMAHA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By..Radio Station WOW, Inc.
Address..Insurance Building, 17th & Farnam
Streets

Phone.....Webster 3400
Transmitter Location...56th & Kansas Avenue
Time on the Air.....24 hours daily
News Service.....UP
Transcription Service.....NBC Thesaurus;
Lang-Worth; BMI; C. P. MacGregor
Representative.....John Blair & Company

Personnel

Station Manager.....John J. Gillin, Jr.
Promotion Manager.....Bill Wiseman
Personnel Director.....William Ruess
Program-Commercial Manager...Harry Burke
Production Manager.....Lyle DeMoss
Publicity Director.....Bill Wiseman
Director of News and Special
Events.....Ray Clark
Sports Editor.....Tom Dailey
Musical Director.....Morton Wells
Chief Engineer.....Wm. J. Kotera

KGKY

SCOTTSBLUFF—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....L. L. Hilliard, Ruth K.
 Hilliard and R. M. Stewart
 Operated ByHilliard Co.
 Business Address1517 Broadway
 Phone Number 856

Studio Address1517 Broadway; Alliance
 Hotel, Alliance Nebr.
 Transmitter Location South Broadway
 Time on the AirUnlimited license
 Transcription ServiceNBC Thesaurus;
 Standard Radio

Personnel

President and Station Manager...L. L. Hilliard
 Vice-President-Commercial
 Manager R. M. Stewart

NEVADA

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 Statistics on "Shifting Population" Please Turn To Pages 227-285*

KENO

LAS VEGAS—EST. 1940

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.....8 a.m. to 10 p.m.
 News Service..... INS
 Transcription Service.....NBC Thesaurus
 Representative.....Homer Owen Griffith

Personnel

President-Station Manager...Maxwell Kelch
 Commercial Manager....Good'oe McDowell
 Program Director.....Ralph O. Dow

PA ORIGINATED

the extra service of the

only press association

Station Relations

Department.

KOH

RENO—EST. 1930

BLUE NETWORK

NATIONAL BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 1000 Watts
 Owned By.....The Bee Incorporated
 Operated ByMcClatchy Broadcasting
 Company

Address.....143 Stevenson Street
 Phone Number5106-07
 Transmitter Location.....County Road,
 Sparks, Nevada

Time on the Air: 6:45 a.m. to 12 midnight;
 Saturdays, 7 a.m. to 12 midnight; Sundays,
 8 a.m. to 12 midnight

Newspaper Affiliation..The Sacramento Bee;
 Modesto Bee; Fresno Bee

News ServiceUP
 Transcription ServiceAssociated Music
 Publishers

National Sales Office.....Walter Davison,
 366 Madison Ave., New York, N. Y.
 RepresentativePaul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager-Chief Engineer..Hewitt Kees
 Sales Manager.....Merrill Inch
 Program Director.....Merle Snider
 Production Manager.....Robert Regent

NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: WKNE Corporation
Address: 17 Dunbar St.
Phone Number: Keene 2080
Transmitter Location: Stanhope Ave.
Time on the Air: 6:30 a.m. to 11:15 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel

President: Harry C. Wilder
Station Manager: David Carpenter
Commercial Manager: Richard G. Bath
Program Director: Robert M. Peebles
Publicity-Continuity Director: Evelyn Howe
Chief Announcer: Ozzie Wade
Chief Engineer: Howard Ayer

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Northern Broadcasting Company
Address: 653 Main Street
Phone Number: Laconia 501
Transmitter Location: Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air: 7:30 a.m. to 11:15 p.m.;
Sundays, 8 a.m. to 11:15 p.m.
News Service: AP
Transcription Service: NBC Thesaurus

Personnel

President: Vernon Mason
General Manager: Earle Clement
Program Director-Chief Announcer: Sherwin Greenlaw
Director of Women's Activities: Marie Forsberg
Chief Engineer: Louis Steady

WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE NETWORK

Frequency: 1370 Kc. Power: 5000 Watts

Owned-Operated By: N. H. Broadcasting Co.

Address: Carpenter Hotel, 323 Franklin St.
Phone Number: 7970; 7520
Transmitter Location: Merrimack, N. H.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: UP
Transcription Service: NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel

President: Mrs. Henry P. Rines
Station Manager: David F. Shurtleff
Commercial Manager: Frank Betten
Sales Promotion Manager: Frederick Cole
Program Director-Production Manager: Don Caswell
Chief Announcer: Norman Bailey
Musical Director: Roger Barrett
Chief Engineer: Reginald A. B. Schow

WMUR

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Radio Voice of New Hampshire, Inc.

Address: 1819 Elm Street
Phone Number: 2090-2091
Transmitter Location: Front Street
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Transcription Service: Associated Music Publishers

Representative: Joseph Hershey McGillvra; R. C. Foster & Company

Personnel

President: Francis P. Murphy
Sales Manager: Warren Brewster
Sales Promotion-Publicity Director: Edwin Gott
Program Director: Phyllis Borden
Production Manager-Musical Director:

Bert Colter
Chief Announcer: Armand La Pointe
Chief Engineer: Vincent H. Chandler

184,245 Buyers

DEPEND UPON

W H E B

for

Primary DAYTIME Coverage

1940 Census Shows
\$108,613,000
Retail Sales
(1942 'way uP!)

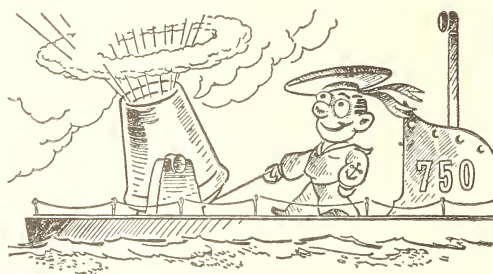
• All of these buyers are clustered within 27 miles of

Portsmouth, N. H.

• \$61,000,000-Plus Annual Navy Yard Payroll Alone!

W H E B

- THE WALKER CO.
New York City
- BERTHA BANNAN
Boston



BERT GEORGES, General Manager

W H E B

PORTSMOUTH—EST. 1932

Frequency: 750 Kc. Power: 1000 Watts
 Owned-Operated By WHEB, Inc.
 Address Lafayette Road, U. S.
 Highway No. 1
 Phone Number 2670
 Transmitter Location Lafayette Road, U. S.
 Highway No. 1
 Time on the Air: 6 a.m. to hour after local
 sunset; Sundays, 7:45 a.m. to hour after
 local sunset
 News Service AP
 Transcription Service NBC Thesaurus
 Representative The Walker Company;
 Bertha Bannon

Personnel

President R. G. LeTourneau
 General Manager Bert Georges
 Business Manager Martin Gunther
 Program Director Winslow Bettinson
 Production Manager-Publicity
 Director Dal Wyant
 Chief Announcer Keith Boss
 News Editor Carl Reed
 Talent Director Bill Waters
 Bookkeeper Alice Marr
 Continuity Director Bob Athearn
 Musical Director Katherine Gunther
 Chief Engineer Paul Lindsay

NEW JERSEY

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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 1911-4682
 Studio Address 8-10-12 North Promenade
 Convention Hall
 Transmitter Location W. Bangs Avenue,
 Neptune, N. J.
 News Service Local News; Christian Science
 Monitor News

Transmitter Location: Absecon Blvd. & Beach
 Thorofare
 Time on the Air 7 a.m. to 12 midnight
 Newspaper Affiliation: Atlantic City Press;
 Atlantic City Evening Union
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Headley-Reed Co.

Personnel

President Albert J. Feyl
 Station-Business Manager
 Monroe L. Mendelsohn
 Program Director Ralph Shoemaker
 Chief Engineer Earle Godfrey

Personnel

President George S. Ferguson
 Station Manager V. N. Scholes
 Technical Advisor Thomas F. Burley, Jr.
 Program Director Ruth Brown
 Chief Announcer Phillip O'Farrell
 Musical Director G. H. Scott
 Chief Engineer Gordon Shaw

W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Neptune Broad-
 casting Corporation
 Business Address Steel Pier
 Phone Number 52188
 Transmitter Location Steel Pier
 Time on the Air 7:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Burn-Smith Company, Inc.

W B A B

ATLANTIC CITY—EST. 1939
 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

Personnel

President-General Manager Edwin E. Kohn
 Program Director Edgar A. Sweet
 Musical Director Franklin Leary
 Chief Engineer Blair K. Thron



WAAT
NEW JERSEY'S *First* STATION
970 ON THE DIAL
ON THE AIR 24 HOURS A DAY—

NEWARK EVENING NEWS—NEW JERSEY'S LEADING NEWSPAPER
PRESENTS NEWS ON THE HOUR, EVERY HOUR

DOLLAR FOR DOLLAR — THE BEST BUY*
IN AMERICA'S FOURTH LARGEST MARKET

Write, Wire, or Phone Mitchell 2-6400
Executive and Sales Office: 15 Hill St., Newark, N. J.

*Pulse of New York Surveys

W S N J

BRIDGETON—EST. 1937
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Eastern States
 Broadcasting Corp.
 Address Bridgeton
 Phone Number Bridgeton 1600
 Transmitter Location Near Bridgeton
 Time on the Air Unlimited license
 Transcription Service: C. P. MacGregor; Lang-
 Worth

Personnel

President-ManagerHoward S. Frazier
 Commercial ManagerOvelton Maxey

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By.....City of Camden
 AddressCity Hall
 Phone Numbers.....Camden 0907-4523-9000
 Transmitter Location... Civic Center, Camden
 Time on Air: Sun. 10:15 a.m. to 12:30 p.m.;
 3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2
 to 5 p.m., 8 to 12 midnight; Tues., 2 to 5
 p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.;
 Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m.,
 2 to 5 p.m., 9 to 12 midnight; (No time Sat-
 urday)

News Service.....AP
 Transcription Service.....Standard Radio

Personnel

Chief Executive...Mayor George E. Brunner
 Station Manager-Chief Engineer
 Clarence E. Onens
 Sales Promotion Manager.....L. M. Maxwell
 Program Director.....Elizabeth Renner
 Production Manager-Chief Announcer
 Harry Fleetwood
 Publicity Director.....William Markward

W A A T

JERSEY CITY—NEWARK—EST. 1920
NEW JERSEY STATE NETWORK

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Operated ByBremer Broad-
 casting Corporation
 Address11 Hill St., Newark
 Phone Number.....Mitchell 2-6400
 Studio Address.....Hotel Douglas, Newark
 Transmitter Location.....Kearny
 Time on the Air.....24 hours daily
 News Service.....UP

Transcription Service.....World Broadcasting
 System
 RepresentativeWilliam G. Rambeau Co.

Personnel

Executive Vice-President-General Manager
 Irving Robert Rosenhaus
 Vice-President in Charge of Sales,
 A. B. Schillin
 Vice President in Charge of National Sales
 Victor Bennett
 Program Director.....Jay Stanle
 Director War Activities.....Roland Trenchard
 Production Manager.....Lee Stewart
 Traffic Manager.....Grace Reese
 Comptroller.....Theodore Elkins
 Assistant Sales Director.....E. S. Lennon
 Musical Director.....Gus Steck
 Technical Supervisor.....Frank V. Bremer

TELESCRIPTS

Widely sponsored,
are available only on
the special AP Radio
News Wire.

WE *Must* BE GOOD

to Turn in a Performance like This!



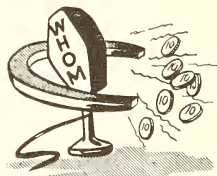
We could go about tootin' our own horn,—but it wouldn't make half as pretty music as a couple of plain and simple facts that we've rounded up. Are you listenin'? . . .

From September 15th to December 15th, 1942, WHOM did its darndest to help the War Bond Sale Campaign over the air waves. And—hold on to your hats—here's what happened . . .

Over this 3-month period, WHOM heaped up the phenomenal total of \$1,553,675 in *direct bond sales* (not pledges or phone orders) . . . or over 40 times the average showing of all stations! Exactly 10,571 individuals of foreign extraction—Jewish, Italian, Polish, German, Spanish, Lithuanian, Greek—travelled an average of 15.4 miles (with cash in pocket), passing other bond-selling points galore—to make their purchases *direct* at WHOM's studio in New York. The amount of the average sale was \$141.11 . . . or *three times* the Federal Reserve average for the coun-



try. (One affluent listener toddled in and shelled out \$5200 cold cash!) That means one thing: our listeners have *confidence* in us!



Want MORE Startling Statistics? . . . We've *plenty* . . . F'rinstance . . . a few WHOM announcements requesting contributions to the March of Dimes brought in a deluge

of jack that totalled over \$10,000 in no time.

So—what does it all prove?

It proves that WHOM has the audience . . . that the audience is gainfully employed, and has money to spend . . . and that this huge mass of buying-populace follows WHOM's messages just as eagerly as all those kids followed the Pied Piper.



This kind of listener loyalty has paid big dividends to advertisers using WHOM.

WHOM

THE BEST SELLER TO APPROXIMATELY 5 MILLION FOREIGN LANGUAGE LISTENERS IN THE N. Y. MARKET

AMERICA'S LEADING FOREIGN LANGUAGE STATION

New York Office and Studios—29 West 57th Street; Joseph Lang, Manager

W H O M

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By... New Jersey Broadcast-
 ing Corporation
 Business Address... 29 W. 57th St., New York,
 N. Y.
 Phone Number..... Plaza 3-4204
 Studio Addresses... 2870 Hudson Boulevard;
 29 W. 57th St., New York City
 Transmitter Location..... Washington Street
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 11:15 p.m.
 News Service..... AP; INS
 Transcription Service..... Lang-Worth; BMI

Personnel

President..... Paul F. Harron
 General Manager..... Joseph Lang
 Assistant Manager..... West W. Wilcox
 Commercial-Sales Promotion
 Manager..... J. M. Compter
 Program Director-Production Manager
 Jack Kelsey
 Director of War Programs..... Charles Baltin
 Chief Announcer..... William Fender
 Publicity Director..... Fred Coll
 Musical Director..... Joseph DeLuca
 Chief Engineer..... Allison Burnham

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..... Sundays A.M. and P.M.

Personnel

President-General Manager... James L. Shearer

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... North Jersey Broad-
 casting Co., Inc.
 Addresses..... 115 Ellison St.,
 Paterson; 1060 N. Broad St., Newark
 Phone Numbers... Armory 4-3400 (Paterson);
 Mitchell 2-2122 (Newark)
 Transmitter Location..... Clifton, N. J.
 Time on the Air..... To local sunset
 News Service..... UP
 Transcription Service..... Associated Music
 Publishers

W P A T

“ON YOUR DIAL AT 93”

—for Metropolitan Coverage...

Call or Write:

SIDNEY J. FLAMM
 Paramount Bldg.

1501 Broadway
 Pennsylvania 6-2945

National Sales Office.....1060 N. Broad St., Newark
New York Office.....1501 Broadway

Personnel

President.....James V. Cosman
Vice-President and General Manager
 Sidney J. Flamm
Commercial Manager.....A. Lewis King
Program Director.....Ted Webbe
Publicity Director.....Alma F. Graef
Chief Announcer.....Stephen Ellis
Chief Engineer.....Earl F. Lucas

W B R B

RED BANK—EST. 1932

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Monmouth Broad-
 casting Co.
Address.....63 Broad St.
Phone Number.....980
Transmitter Location.....Red Bank
Time on the Air...Shares Time with WFAS,
 WGBB

Personnel

President.....Thomas F. Burley, Jr.

W T N J

TRENTON—EST. 1923

QUAKER NETWORK

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address.....416 Bellevue Avenue
Phone Number.....8149
Transmitter Location: Lincoln Point, Morris-
 ville, Pa.

Time on the Air: 7 a.m. to 10:30 a.m., Mon.
 thru Sat.; 5 p.m. to 8 p.m., Mon. thru Fri.;
 Saturdays, 4 p.m. to 8 p.m.; Sundays, 5 p.m.
 to 8 p.m.

News Service.....UP
Transcription Service: Langworth; C. P. Mac-
 Gregor; Davis & Schwegler
Representative...Joseph Hershey McGillvra

Personnel

Vice-President-General Manager..F. J. Wolff
Commercial Manager.....H. M. Gebert
Sales Promotion Manager.....Dave Rolonts
Program Director.....Walter Lewis
Director of War Programs...Marian Marshall
Production Manager.....Louis Jerome
Chief Announcer.....Robert Carroll
Chief Engineer.....Edward P. Knowles

W T T M

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By...Trent Broadcast Corp.
Address.....35 West State St.
Phone Number.....6289
Transmitter Location.....Yardley, Pa.
Time on the Air.....Unlimited license

Personnel

President.....Charles Quinn
Executive Vice-President-Station
 Manager.....A. Harry Zoog
Program Director.....Milton T. March
Chief Engineer.....Blair K. Thron

W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc...Power: 5000 d.; 1000 n.
Owned By.....Pillar of Fire
Operated By.....Alma White College
Address.....Zarephath
Phone Number.....Bound Brook 223
Transmitter Location..Alma White College,
 Zarephath

Time on the Air.....Shares time

Personnel

President.....Bishop Alma White
Vice-President-Secretary-
 Co-Manager.....Arthur K. White
Vice-President-Co-Manager...Ray B. White
Chief Engineer.....N. L. Wilson
 (Non-Commercial Station)

PA ORIGINATED

the first news association

Press Relations Department

for the sole purpose of

promoting its affiliated

stations.

NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By... New Mexico Broadcast-
ing Company

Address Kimo Theatre B'dg.
Phone Number 4544
Transmitter Location Atrisco
Time on the Air: 6 a.m. to 12 midnight
News Service Transradio; UP
Transcription Service... World Broadcasting
System

Personnel

President A. R. Hebenstreit
Station Manager Harry Burdick
Sales Promotion Manager Jack Gurley
Program Directors

Baxter Gamble; David M. Segal

Musical Director-Chief
Announcer Wendell Barcroft
Chief Engineer Leonard Dodds

K O B

ALBUQUERQUE—EST. 1920

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 Kc. Power: 50000 d.; 25000 n.
Owned-Operated By... Albuquerque Broad-
casting Company

Address 420 West Gold Avenue
Phone Number 4411
Transmitter Location... Alameda, New Mexico
Time on the Air: 6 a.m. to 12 midnight
News Service INS, AP
Transcription Service NBC Thesaurus
Representative Free & Peters, Inc.

Personnel

President T. M. Pepperday
Manager Frank Quinn
Program Director Van Haften
Women's Editor Mary Hickox
Musical Director Bud Nelson
Chief Engineer Geo. S. Johnson

K A V E

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Carlsbad Broadcast-
ing Co.

Address 800 South Canal Street
Phone Number 244
Transmitter Location La Huerta, N. M.
Time on the Air 7 a.m. to 9 p.m.
News Service UP

Personnel

Station Manager Jack Hawkins
Commercial Manager Jack Evans
Chief Announcer Bob Shackelford
Chief Engineer David O. Crouch

K I C A

CLOVIS

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by DeWitt Landis

Address 321 Main St.
Phone Number 3
Transmitter Location... 10th at Hillcrest Park
Time on the Air 7 a.m. to 8 p.m.
News Service UP
Transcription Service Associated Music
Publishers; C. P. MacGregor; Keystone
Broadcasting System

Representative Forjoe & Co.

Personnel

President-Owner DeWitt Landis
Station-Commercial Manager Lee Biggs
Sales Promotion-Production Manager

Grady Maples

Salesmen Leola Randolph, S. A. Harral
Chief Engineer Vernon Hughes

K W E W

HOBBS—EST. 1938

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By W. E. Whitmore

Address Hardin Hotel
Transmitter Location Hobbs
Time on the Air Unlimited license
Transcription Service... C. P. MacGregor, Stand-
ard Radio; Keystone Broadcasting System

Personnel

President-Owner W. E. Whitmore
General Manager Chet L. Gonce

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Southwest Broad-
casters, Inc.

Business Address P. O. Box 710
Phone Number 83
Studio Address 1/2 mile east of Las Vegas
Transmitter Location

1/2 mile east of Las Vegas

Time on the Air: 7 a.m. to 8 p.m.; Sundays,
11 a.m. to 6:30 p.m.

News Service INS
Transcription Service Standard Radio

Personnel

President-Station Manager... E. N. Thwaites
 Program Manager..... Dorothy G. Thwaites
 Spanish Department Manager,
 Henry R. Tafoya, Jr.
 Chief Engineer..... A. F. Schultz

K G F L

ROSWELL—EST. 1927

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
 RepresentativeTanz & Cox

Personnel

President-Station Manager ... W. E. Whitmore
 Commercial-Sales Promotion Manager
 John McBoyle
 Program Director-Chief Announcer
 Jack Whiteman
 Chief EngineerMelvin Unger

K V S F

SANTA FE—EST. 1934

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 AirUnlimited license
 Transcription ServiceWorld Broadcasting
 System; C. P. MacGregor

Personnel

PresidentA. R. Hebenstrief

K T N M

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Krasin-Krutzner
 Broadcasting Co.
 AddressTucumcari

Phone Number 192
 Transmitter LocationTucumcari
 Time on the AirShares Time
 Transcription Service.....Standard Radio
 RepresentativeCox & Tanz

W O K O

CBS

W A B Y

MUTUAL

*For low-cost coverage and control of
 the purse strings of the Albany Area—
 where the buying power is 18% above
 national average.*

The RADIO CENTRE STATIONS

Albany — Troy — Schenectady

New York

National Representatives: J. P. McKinney & Son

NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W A B Y

ALBANY—EST. 1933
MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Adirondack Broad-
casting Co., Inc.

Address: Radio Centre
Phone Number: 4-4194
Transmitter Location: Colonie, N. Y.
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
days, 7 a.m. to 12:05 a.m.

Newspaper Affiliation: Knickerbocker News
News Service: Transradio
Transcription Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel

General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: James A. Corey

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: WOKO, Inc.
Address: Radio Centre
Phone Number: 4-4193
Transmitter Location: Central Avenue
Time on the Air: 6:45 a.m. to 12:05 a.m.;
Sundays, 8 a.m. to 12:05 a.m.

Newspaper Affiliation: Knickerbocker News
News Service: Transradio
Representative: J. P. McKinney & Son

Personnel

General Manager: Harold E. Smith
Assistant Manager: Deuel Richardson
Sales Manager: Harry L. Goldman
Sales Promotion Manager: Paul Heisler
Program Director: Johnny Lee
Musical Director: Carl Miller
Chief Engineer: O. A. Sardi

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WMBO, Inc.
Address: Metcalf Building, 141 Genesee St.
Phone Number: 433
Transmitter Location: Corner York and
Division Streets

Time on the Air: 8 a.m. to 8 p.m.
Newspaper Affiliation: Auburn Citizen-
Advertiser
News Service: AP
Transcription Service: Standard Radio

Personnel

President: William O. Dapping
Station Manager: Frederick L. Keesee
Musical Director: Dorothy Bolin
Publicity Director: Florence Bond
Chief Engineer: Herbert House

W B T A

BATAVIA—EST. 1940

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 9 p.m.

News Service: UP
Representative: Bogner and Martin

Personnel

President: Edmund R. Gamble
Station Manager: Joseph M. Ryan
Sales Manager: Frederick R. MacLaughlin
Program Director: Richard Driscoll
Chief Announcer: Clive Dill
Chief Engineer: Howard Cochran

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: Wylie B. Jones
Advertising Agency

Address: Arlington Hotel
Phone Number: Binghamton 2-3461
Transmitter Location: Ingraham
Time on the Air: Unlimited
News Service: UP
Transcription Service: World Broadcasting
National Sales Office Address: 366 Madison
Avenue, New York, N. Y.

Representative: John Blair & Co.

Personnel

President: John C. Clark
General Manager: Cecil D. Maslin
Sales Promotion Manager: Ewing Hawkins
Program Director: E. Ray McCloskey
Production Manager: Walter Roberts
Musical Director: Donald Grey
Chief Engineer: Lester H. Gilbert

• • NEW YORK • •

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn,
Inc.

Addresses: 132 W. 43rd St., N. Y. C.; 1 Nevins
St., Brooklyn

Phone Number..BRyant 9-3773; TRiangle 5-3300

Transmitter Location.....583 Meserole St.

Time on the Air.....7 a.m. to 1 a.m.

News ServiceAP; INS

Personnel

Acting-General Manager...William Norins

Program Director.....Norman H. Warembud

Publicity Directors..... L. Goldin, A. Ford

Chief AnnouncerAlan Stratton

Office Manager..... Vivian Murgia

Musical Director.....Lee Grant

Chief Engineer.....Peter Testan

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts

Owned-Operated By....Watchtower Bible &

Tract Society, Inc.

Address124 Columbia Heights

AP

THRU

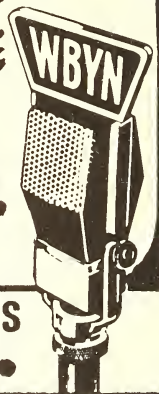
PA

W
B
Y
N

NEWS
EVERY MINUTE
ON THE MINUTE
12 NOON
TO 6 P.M.

NEWS AS IT HAPPENS

• 1430 ON YOUR DIAL •



WILLIAM NORINS
Gen. Mgr.

Executive Offices
132 W. 43rd ST., NEW YORK

Phone NumberMAIn 4-9735
 Transmitter Location.....Rossville, Staten
 Island
 Time on the Air..... Shares time

Personnel

Manager.....Andrew K. Wagner
 (Non-Commercial Station)

WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc.....Power: 1000 Watts
 Owned-Operated By.....WLIB, Inc.
 Address846 Flatbush Avenue
 Phone Number.....INGersoll 2-1300
 Transmitter Location.....Newtown Creek
 Time on the Air: Daytime to one hour past
 local sunset
 News ServiceUP
 Transcription ServiceAssociated Music
 National Sales Office...RKO Bldg., New York
 National Representative.....The Walker Co.

Personnel

PresidentElias Godofsky
 Sales Manager.....Robert M. Scholle
 Sales Promotion Manager.....Louis Berne
 Program Director.....Paul Gould
 Acting Production Manager.....Roger Wayne

Continuity Director.....Joan Sack
 Publicity DirectorWalter Kaner
 Chief AnnouncerMurray Jordan
 Musical DirectorWaldo Mayo
 Chief Engineer.....Arthur Faske

WBEN

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,
 9 a.m. to 12 midnight
 Newspaper Affiliation.....Buffalo Evening
 News
 News ServicePA; UP
 Transcription Service.....NBC Thesaurus;
 Langworth
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer
 Station Manager.....Edgar H. Twamley
 Commercial Manager ...C. Robt. Thompson
 (SEE PAGE 290)

*The Popular Classics
 with a blend of the Modern...and NEWS*

WLIB gives New York what it likes BEST and wants MOST. The POPULAR CLASSICS WITH A BLEND OF THE MODERN and news . . . the kind of programs that keep Metropolitan New York, New Jersey, Connecticut radios tuned to 1190 ALL DAY, EVERY DAY!

WLIB has attained a prominent place in New York's press. Rave notices, reviews, and program listings recognize WLIB's unique program policy. And . . .

WLIB has already firmly established itself among New York's keenest LOCAL advertisers, who check results, *must get* results and BUY results. Alert national advertisers are following the parade to WLIB.

STILL
 Maintaining New York's
LOWEST
 RATE for Effective Cov-
 erage of the huge Met-
 ropolitan buying market

RKO BUILDING, NEW YORK, Chicago Representative—The WALKER CO.

NEW YORK'S **WLIB** **1190** **Clear Channel**
"THE VOICE OF LIBERTY" **on your dial**



Director of Public Service
 Programs Charles T. Harrell
 Director of Sports Jim Wells
 Director of Women's
 Programs Margaret Wilkinson
 Publicity Director Joe Haeffner
 Musical Director Danny Brittain
 Chief Engineer Ralph J. Kingsley

W B N Y
BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Roy L. Albertson
 Address 485 Main Street
 Phone Number Madison 4000
 Transmitter Location 154 Eagle Street
 Time on the Air: 7 a.m. to 2 a.m.; Sundays,
 9 a.m. to 12 midnight
 News Service Transradio; AP
 Representative William G. Rambeau Co.

Personnel

Owner and General
 Manager Roy L. Albertson
 Commercial Manager-Program
 Director Virginia C. Fyda
 Musical Director Arthur Crosson
 Chief Engineer Thomas L. Vines

News Comes First

at

W B N Y

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press and Associated Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

★

W B N Y

Owned and Operated by
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

W E B R
BUFFALO—EST. 1924

BLUE NETWORK

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 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight
 Newspaper Affiliation Buffalo Courier-Express
 News Service UP
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative Weed & Company

Personnel

President Paul E. Fitzpatrick
 Station Director C. Robert Thompson
 Sales Manager William Doerr, Jr.
 Sales Promotion Manager Albert H. Zink
 Program Director Peter Krug
 Chief Engineer Raymond Lamy

W G R

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 a.
 Owned-Operated By Buffalo Broadcasting
 Corp.
 Address Rand Bldg.
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 6 a.m. to 2 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry
 Sales Manager John A. Bacon
 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 Rand Building
 Phone Number Washington 3100
 Transmitter Location Hamburg, N. Y.
 Time on the Air 24 hours daily
 News Service UP
 Transcription Service World Broadcast-
 ing System; Associated Music Publishers
 Representative Free & Peters

Personnel

President H. W. Deyo
 Executive Vice-President I. R. Lounsberry

Program Director.....Herbert C. Rice
 Sales Manager.....John A. Bacon
 Sales Promotion Manager.....R. McPherson
 Chief Engineer.....Karl B. Hoffman

W E N Y
 ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Elmira Star-Gazette
 Business Address201 Baldwin St.
 Phone Number5181
 Studio Address.....Mark Twain Hotel
 Transmitter Location.....Schuyler Ave.
 Time on the Air: 7:30 a.m. to 2 a.m.; Sundays,
 9 a.m. to 2 a.m.
 Newspaper Affiliation..Elmira Star-Gazette;
 Sunday Telegram; Elmira Advertiser
 News ServiceUP
 Transcription Service...World Broadcasting
 Representative.....J. P. McKinney & Son

Personnel

Director.....Dale L. Taylor
 Sales Manager.....Joseph M. Cleary
 Commercial Manager.....Ernest F. Oliver
 Program Director.....Woodrow Ott
 Chief Engineer.....Thurlow A. Greene

W L A N*

ENDICOTT—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 (with 2 amplifiers)
 Owned-Operated By.....Thomas J. Watson
 AddressEndicott
 Time on the AirUnlimited license
 *Station had a construction permit at pres-
 time and no further information was available.

W G B B

FREEMPORT—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....H. H. Carman
 Address.....44 So. Grove Street
 Phone NumberFreeport 2418
 Transmitter Location.....215 Bedell Street
 Time on the Air.....Shares time
 Transcription ServiceNBC Thesaurus

Personnel

Owner and General Manager...H. H. Carman
 Commercial Manager.....Neal Seaman
 Chief Engineer.....Robert Milos

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 Number3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus
 Transmitter Location....Forest Home, Ithaca
 Time on the Air.....6:15 a.m. to sundown,
 New Orleans
 News ServiceUP
 Transcription Service...World Broadcasting
 RepresentativeJoseph Hershey McGillvra

Personnel

Station Manager.....Michael R. Hanna
 Commercial Managers.....H. Stilwell Brown,
 Bernard F. Goodrich
 Sales Promotion Manager..Theodore T. Howes
 Program Director.....Joseph A. Short
 Chief Engineer.....True McLeans

W J T N

JAMESTOWN—EST. 1924

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...James Broadcasting
 Company, Inc.
 Address.....208 Hotel Jamestown Bldg.
 Phone Number7-151

For

RESULTS

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

**Radio Advertising
 Corporation**

About

W J T N

Jamestown, N. Y.

Blue Network

Transmitter Location: Jones & Gifford Avenue
and Hallock Street Extension
Time on the Air: 6:30 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service UP
Transcription Service Associated Music
Publishers
Representative Radio Advertising Cor-
poration

Personnel

President Jay E. Mason
Vice-President-General
Manager Simon Goldman
Promotion Manager-Program
Director A. E. Spokes
Publicity Director Catherine Lindstrom
Musical Director George Pfleeger
Chief Engineer Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Kingston Broadcasting
Corp.

Address Governor Clinton Hotel
Phone Number Kingston 4500
Transmitter Location Plainfield St., Ulster
Township

Time on the Air 7 a.m. to 11 a.m.
News Service INS
Transcription Service Keystone Broadcasting
System

Representative William G. Rainbeau Co.

Personnel

President Benjamin F. Feiner, Jr.
Acting General Manager B. F. Feiner, Jr.
Commercial Manager George S. McGinley
Merchandising Manager George Rosenberg
Chief Engineer M. S. Seimes

W A L L

MIDDLETOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Community Broad-
casting Corp.

Business Address 14 South St.
Phone Number Middletown 6050
Transmitter Location 229 Monhagen Ave.

Time on the Air 8 a.m. to midnight
News Service INS
Transcription Service Keystone Broadcasting
System

Personnel

Co-Presidents Elsie & Martin Karig, Sr.
Station Manager Martin Karig, Jr.
Commercial Manager Kathryn Haines
Sales Promotion Manager James Abel, Jr.
Program Director Fred Germain, Jr.
Chief Announcer Stan Kramer
Musical Director Robert E. Lee

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc. Power: 1000 Watts
Owned-Operated By WGNV Broad-
casting Co., Inc.

Business Address 161 Broadway
Phone Number 4600

Studio Addresses: 161 Broadway, Newburgh;
28 James St., Middletown

Transmitter Location Chochection Turnpike,
Newburgh, N. Y.

Time on the Air Local sunup to local sunset
Newspaper Affiliation: Speidel Newspapers,
Inc.; Poughkeepsie New Yorker

Transcription Service World Broadcasting
System

Personnel

President Merritt C. Speidel
Station Manager Harold W. Cassill
Program Director Richard Crans
Chief Announcer Stanley F. Carey
Musical Director Jane Welch
Chief Engineer John Bondy

W A B C

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc. Power: 50000 Watts
Owned-Operated By Columbia Broadcasting
System, Inc.

Business Address 485 Madison Avenue
Phone Number Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E.
52nd St.; 1697 Broadway; 799 Seventh
Ave.; 251 W. 45th St.; 254 W. 54th St.

Transmitter Location: Columbia Island, New
Rochelle, N. Y.

Time on the Air 24 hours daily
News Service AP; INS; UP

Transcription Service Associated Music
Publishers; Langworth Feature Programs

Representative Radio Sales

Personnel

President William S. Paley
General Manager Arthur Hull Hayes
Commercial Manager Beverly M. Middleton
Sales Promotion Manager Jules Dundes
Program Director George Allen
Publicity Director George Crandall
Sales Service Manager Stanley H. Pulver
Manager of Program

Operations G. Richard Swift
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....WBXN Broadcasting Co., Inc.

Address260 E. 161st Street
Phone NumberMElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
Time on the Air: Daily, 13½ hrs.; Sunday, 10½ hrs.

News ServiceINS
Transcription Service.....Standard Radio
National Representative.....Forjoe & Co.

Personnel

President.....A. L. Haskell
Vice-President-General Manager.W. C. Alcorn
Secretary & Commercial Manager.W. I. Moore
Production Manager.....Edw. Ervin
Program Director.....Frank Johnson
Publicity OfficeDavis-Lieber
Musical Director.....Fred Mendelsohn

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts

Owned-Operated ByNational Broadcasting Co.

Address30 Rockefeller Plaza
Phone NumberCircle 7-8300
Transmitter Location....Port Washington, N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.

News ServiceAP; INS; UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative...NBC National Spot & Local Sales

Personnel

President.....Niles Trammell
Station Manager.....S. D. Gregory
Assistant Manager.....deLancey Provost
Program Manager.....Wynn Wright (NBC Eastern Division Program Manager)
Promotion Manager.....Shirley F. Woodell
Press Representative.....Leighton Blood
Farm Director.....Merton Emmert
Sales Manager....William O. Tilenius (Asst. Manager NBC Natl. Spot Sales)
Director of War Programs.....William Burke Miller
Chief Announcer.....Patrick J. Kelly
Musical Director.....Frank Black
Chief Engineer.....F. A. Wankel

W

B

5000 Watts, 1380 Kc.

Directional Antennae

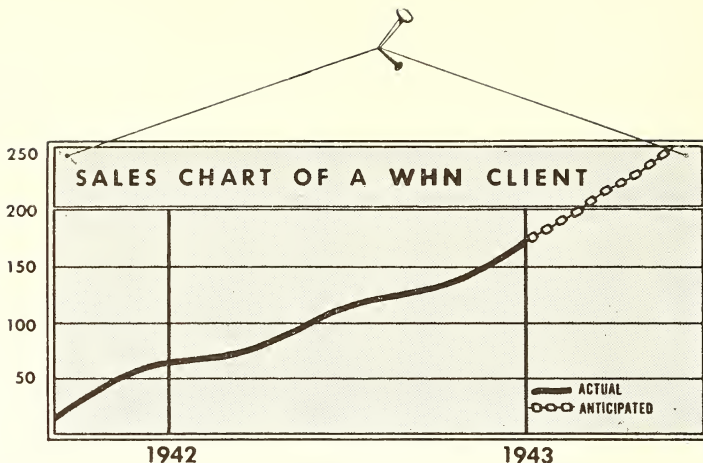
Blankets

Metropolitan New York

N

The Most Intimate and Effective Sales Approach to America's Largest Markets.

X NEW YORK



THE PRIME REASON...

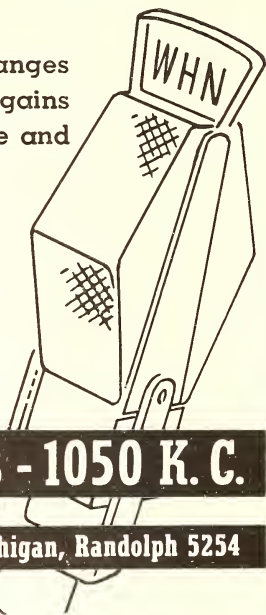
More food advertisers...known to be among the shrewdest of buyers of radio time...spent more money on **WHN** in 1942 than ever before. This is glowing testimony to results brought by **WHN's** 50,000 watts, to a strong clear signal in an area housing 12% of the U. S. population, to **WHN's** delivery of extensive audiences... to **WHN's** programs.

For the prime reason for **WHN's** healthy increase in food billings, we refer you to the upward sales charts on the walls of our clients' offices... all of our clients, including those who sell cigarettes and drugs, war bonds and soap.

And in 1943...with marketing shifts and product changes...you have reason to hold, consolidate...increase gains in America's biggest and richest market. To promote and protect your product in the New York market, use **WHN** and get *prime results*.



In 1942 WHN welcomed 17 new food advertisers... 11 new drug and toilet goods advertisers... to its ever-expanding list of distinguished clients. 89 new clients "discovered" the power of WHN.



WHN - New York - 50,000 Watts - 1050 K. C.

1540 Broadway, Bryant 9-7800 • Chicago Office: 360 N. Michigan, Randolph 5254

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated ByDebs Memorial
 Radio Fund, Inc.
 Address117 West 46th Street
 Phone NumberBRyant 9-2360
 Transmitter Location.....Maspeth, L. I., N. Y.
 Time on the Air: 7 a.m. to 10 a.m., 12 noon
 to 6 p.m. and 8 p.m. to 4 a.m.; no schedule
 Monday night

Personnel

Chairman of Board.....Adolph Held
 Managing Director.....Henry Greenfield
 Chief Announcer.....David Niles
 Program Director.....George Field
 Musical Director.....Nicholas Saslavsky
 Chief EngineerCharles Brown

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
 Owned-Operated By.....Marcus Loew Book-
 ing Agency
 Address1540 Broadway
 Phone NumberBRyant 9-7800
 Transmitter LocationEast Rutherford,
 N. J.
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....UP; AP
 Chicago Office360 N. Michigan

Personnel

Director.....Herbert L. Pettey
 Station Manager.....Frank Roehrenbeck
 Program Manager.....Fred Raphael
 Production Manager.....Maurice Barrett
 Comptroller.....Jacques Van Straten
 Publicity Director.....A. Mike Vogel
 Sales Promotion Manager...Herbert S. Chason
 Night Manager.....Allan Zeo
 Musical Director.....Don Albert
 Chief Engineer.....Paul Fuelling

WEVD

5000 WATTS
 1330 KILOCYCLES

NEW YORK'S
 STATION OF
 DISTINCTIVE
 FEATURES

IN
 ENGLISH
 JEWISH
 ITALIAN

Henry Greenfield
 Managing Director

117 West 46th St., New York

AP NEWS FOR RADIO

*is available
 exclusively through*

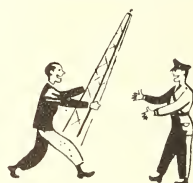
PRESS ASSOCIATION, INC.
 50 ROCKEFELLER FLAZA
 NEW YORK, N. Y.



GOOD LISTENING AT ANY POWER!

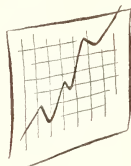
Because the War Department urgently needed radio equipment WINS volunteered its new 50,000 watt transmitter for war service.

Though happy to be patriotic, we couldn't suppress a quiet tear at this sudden blow to all our big-power planning.*



But our tear soon turned to a smile.

For it seemed that advertisers wanted WINS, with or without.



Thus this was our final score for '42:

NATIONAL ADVERTISER BILLING	UP	62.49%
LOCAL ADVERTISER BILLING	UP	9.25%
NEW ADVERTISERS		65

... which all seems to prove that WINS is good listening at any power



the new

wins

1000 ON YOUR DIAL

New York's Fastest Growing Station

*WINS WILL, OF COURSE, OPERATE ON 50 KW. AS SOON AS WAR ENDS
WINS-28 West 44th Street, New York City • Bryant 9-6000

WINS

NEW YORK—EST. 1924

Frequency: 1000 Kc.....Power: 1000 Watts
 Owned-Operated ByHearst Radio, Inc.
 Address.....28 West 44th Street
 Phone NumberBRyant 9-6000
 Transmitter Location.....Lyndhurst, N. J.
 Time on the Air.....Unlimited License
 Newspaper Affiliation: N. Y. Journal-American;
 N. Y. Daily Mirror
 News ServiceINS
 Transcription ServiceWorld Broadcasting
 System; Standard Radio
 National Representative.....Free & Peters, Inc.

Personnel

President (Hearst Radio, Inc.),
 Charles B. McCabe
 Station Manager.....Cecil H. Hackett
 Program Director.....John T. Adams
 Traffic Manager.....Hazel Bowers
 Chief Announcer.....Bill Harding
 Musical Director.....Henry Sylvern
 Chief Engineer.....Paul Von Kunitz

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

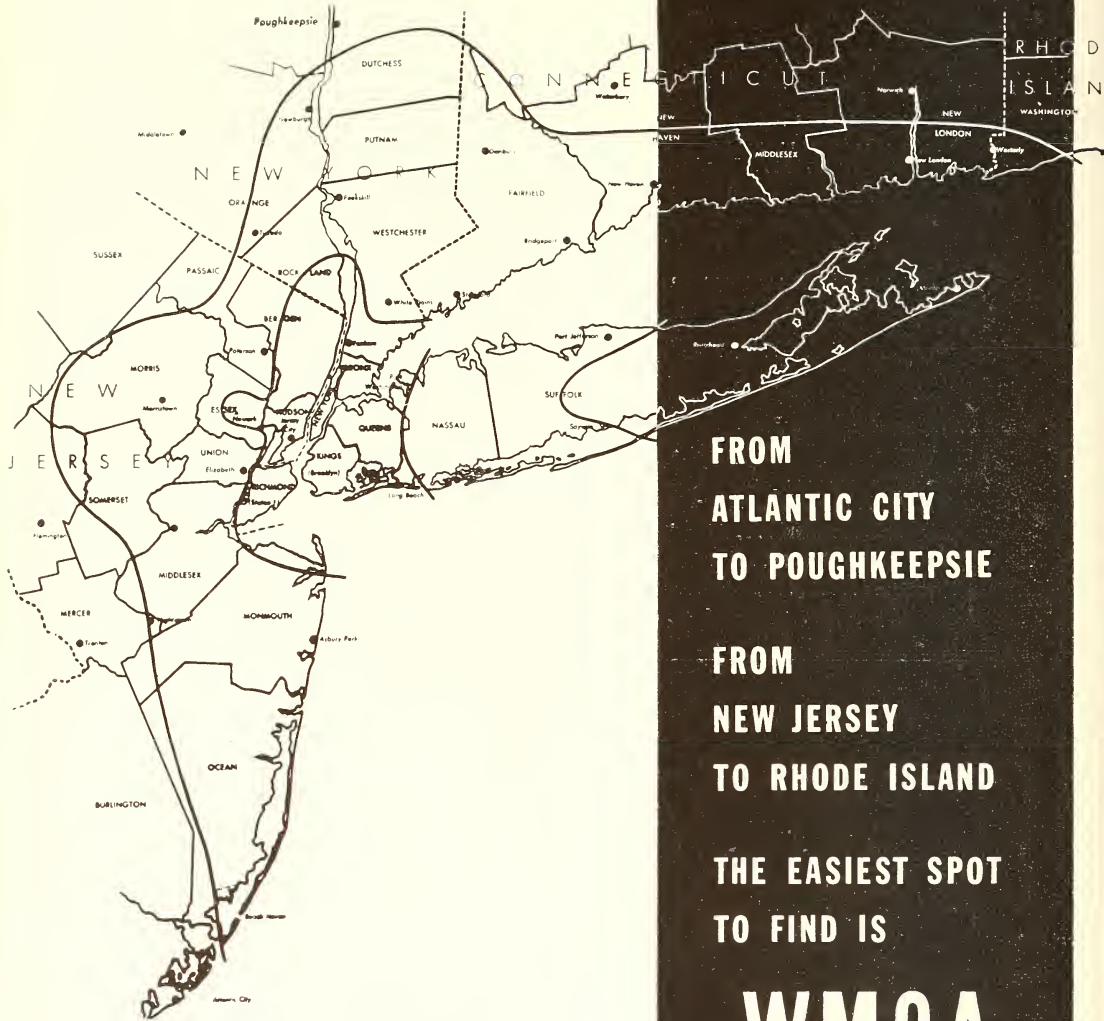
Frequency: 770 Kc.....Power: 50000 Watts
 Owned-Operated ByBlue Network
 Co., Inc.
 Address30 Rockefeller Plaza
 Phone Number.....Circle 7-5700
 Transmitter Location.....Bound Brook, N. J.
 Time on the Air.....24 hours daily
 News ServiceAP; INS; UP
 Transcription ServiceNBC Thesaurus
 RepresentativeBlue Network Co., Inc.

Personnel

PresidentMark Woods
 Manager.....John H. McNeil
 Sales Promotion
 Manager.....Thomas B. Ellsworth
 Program Director.....Charles Barry
 Production Manager.....Harry Frazee
 Publicity Director.....John D. McTigue
 Chief Announcer.....Ray Diaz
 Night Manager.....George Hayes
 Musical Director.....Joseph Rines
 Chief Engineer.....George Milne
 (For additional personnel see listings under
 The Blue Network in network section of this
 volume).

PA WAS
 TWO YEARS
 AHEAD

with the first, regular 24-hour radio news wire.



FROM
ATLANTIC CITY
TO POUGHKEPSIE

FROM
NEW JERSEY
TO RHODE ISLAND

THE EASIEST SPOT
TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL

570 kc.

America's Leading Independent Station

64 newspapers in this area regularly list

WMCA programs . . . more than twice as many

as list the next New York independent station.

REPRESENTATIVE: WEED & COMPANY • CHICAGO • DETROIT • HOLLYWOOD • BOSTON

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 1:15 a.m.
News Service AP
Representative.....Weed & Co.

Personnel

OwnerEdward J. Noble
PresidentE. E. Anderson
Treasurer-General Manager....C. N. Prialux
Assistant Secretary-Treasurer,
H. L. Morgan, Jr.
Vice-President in Charge
of Sales.....Charles Stark
Sales Promotion Manager.....Lucy I. Towle
Program Director.....Garrett E. Hollihan, Jr.
Chief Announcer.....Joseph A. O'Brien
Director of News & Publicity...Leon Goldstein
Musical Director.....Jerry Sears
Chief Engineer.....Frank Marx

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
Owned ByCity of New York
Operated ByMunicipal Broadcasting
System
Address Municipal Building
Phone NumberWorth 2-5600
Transmitter Location.....10 Kent St., Brooklyn,
New York
Time on the Air.....6 a.m. to 10 p.m.
News Service.....AP; INS

Personnel

Director.....M. S. Novik
Chief Announcer.....T. H. Cowan
Publicity Director.....Jack Goodman
Musical Director.....Herman Neuman
(Non-Commercial Station)

W A A T
(See New Jersey)

PA ORIGINATED

the extra service of the only press association

Station Relations Department.

FIRST IN NEW YORK

- . . . more LISTENERS than any other *independent station in all surveys.*
- . . . more NATIONAL ADVERTISERS than any other *independent station.*
- . . . more money spent on WNEW than on any other *independent station.*

BUT LAST IN NEW YORK

- . . . in cost per thousand families reached.

WNEW

501 MADISON AVENUE, NEW YORK, N. Y.
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Represented nationally by John Blair & Company

W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address..... 501 Madison Avenue
 Phone NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service AP
 Transcription Service World Broadcasting
 System
 Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis
 Sales ManagerHerman Beas
 National Sales Manager.....Walter Duncan
 Sales Promotion Manager.....John Fistere
 Research Director..... Sidney Fishman
 Special Events and Publicity Director,
 Jack Banner
 Production Head.....William McGrath
 Assistant to Manager.....Dorothy Andrews
 AuditorAaron Goldenberg
 Assistant Publicity Director..... Lillian Zatt
 Music Clearance DirectorJames Rich
 Sales Traffic Director.....May Clifford
 Program Traffic Director.....Vita Kane
 Chief AnnouncerJohn Jaeger
 Musical Director.....Merle Pitt
 Chief EngineerM. J. Weiner

TELESCRIPTS

... A PA INNOVATION

are complete scripts cued for music or sound

The logo consists of the letters 'A' and 'P' in a very tall, condensed, serif font. The 'A' and 'P' are connected at the top and bottom, with the 'P' having a large loop that extends to the right.

effects, and moved

on the special

Radio Wire.

WIDELY SPONSORED FROM
 COAST TO COAST

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses.....1440 Broadway; 214 W.
 42nd Street
 Transmitter Location.....Carteret, N. J.
 Time on the Air: 24 hours daily; Sundays,
 7:45 a.m. to 2 a.m.
 News Service.....AP; Transradio; UP;
 General News Ticker (Sports)
 Transcription Service.....WOR Electrical
 Transcription & Recording Service
 Representatives: Paul A. Belaire (Boston);
 John Shelton & Robert Wood (Chicago);
 Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
 Vice president and general
 manager.....Theodore C. Streibert
 Vice-President in Charge of
 Program Operations...Julius F. Seebach, Jr.
 Vice-President in charge
 of Sales.....Rufus C. Maddux
 Sales Manager.....Eugene S. Thomas
 Commercial Program Manager...Albert Ross
 Production ManagerArthur Whiteside
 Director of Publicity.....Richard Pack
 Director of Special Features and News,
 Dave Driscoll
 Chief Engineer-Secretary.....J. R. Poppele
 Director WOR Artists Bureau...Nat Abramson
 Director of Sales Promotion.....Joe Creamer
 Musical Director.....Alfred Wallenstein
 Continuity Director.....Robert Simon

For Up-To-The-Minute

POPULATION AND RADIO HOMES STATISTICS AND DATA ON "SHIFTING POPULATIONS" IN THE UNITED STATES

Please turn to Pages 227-285



NETWORK INFORMATION

Please turn to Pages 289-321



FEDERAL COMMUNICATIONS COMMISSION

Please turn to Pages 193-205



NATIONAL ASSOCIATION OF BROADCASTERS

Please turn to Pages 898-910

**No idea
backed
by the
sound of
WOR
has ever
failed to
get results!**



HOW advertisers are benefiting through the new WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own — a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it—is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Recently, an added reason to boost WQXR's popularity was announced. The worldwide news-gathering facilities of TIME and LIFE and FORTUNE were added to WQXR—as an exclusive service. This has already meant further growth in audience size—and the right kind of audience, too. The combination of WQXR's and TIME's facilities is now making available programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR NEW YORK
730 Fifth Avenue
Circle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

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 midnight; Sun-
days, 8:30 a.m. to 12 midnight

News ServiceAP
Transcription Service...World Broadcasting
System; Associated Music

RepresentativeThe Foreman Company

Personnel

President.....John V. L. Hogan
Executive Vice-President...Elliott M. Sanger
Vice-President in Charge of Sales,
Hugh K. Boice
Sales Promotion Manager..Norman S. McGee
Program Director.....Eleanor N. Sanger
Publicity Director.....William R. Sears
Chief Announcer.....Albert Grobe
Musical Director.....Eddy Brown
Chief Engineer.....Russell Valentine

AP

**NEWS FOR
RADIO**

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

A TALE OF TWO MARKETS

...and one important
radio station

Two markets are served by
WOV...both vast...both rich...
both responsive.

The first consists of the two
million Italian-speaking
Americans in the Metropolitan
area who listen to WOVI dur-
ing the day...a market containing
more Italian radio homes than
ALL the radio homes in Pittsburgh,
Buffalo and Cincinnati combined
...the largest Italian-
language market in the world!

WOV's second market is Metropoli-
tan New York itself...2,917,000
radio homes within WOVI's night-
time area who listen to such
outstanding English programs as
Alan Courtney and the "1280
Club"...Hans Jacob...Pan
Americana...and many others.

But the important thing about
these two markets is
the low cost at which you
can reach them over WOVI.

Why not take out your
typewriter and send us or
Joe McGillvra a letter
today!



*Source:
Walter P. Burn & Associates
U.S. Census, 1940

WOVI . . . — FOR VICTORY
NEW YORK

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

W O V

NEW YORK —EST. 1933
ATLANTIC COAST NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air: 7 a.m. to midnight Mon.
 thru Sat.
 News ServiceUP
 Transcription Service.....Associated Music
 Publishers
 National Representative

Joseph Hershey McGillvra, Inc.

Personnel

Station Manager.....Ralph N. Weil
 Commercial Manager.....Ralph Nardella
 Publicity Manager.....Herbert Landon
 Sales Promotion Manager.....H. Samuels
 Program Director.....C. A. Porreca
 Production Manager.....James Capozucchi
 Artists' Bureau Director.....Syd Leipzig
 Musical Director.....Paul Romeo
 Chief Engineer.....Hillis W. Holt

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; C. P. MacGregor; Associated
 Music
 RepresentativeHeadley-Reed Company

Personnel

General Manager.....Earl C. Hull
 Commercial Manager....Richard G. Robbins
 Program DirectorRuth Prindle
 Musical Director.....Ernie Whistler
 Musical AdvisorHarold Bradley
 Chief Engineer.....Robert Wilson

W S L B

OGDENSBURG—EST. 1940

KEYSTONE 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 p.m.
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 RepresentativeDeLisser, Inc.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 Station Manager.....Harold J. Frank
 Sales Promotion Manager.....Jack Paige
 Program Director.....Harold Gilman
 Musical Director.....Flo Beach Rowe
 Chief Engineer.....Clifford Moore

W H D L

OLEAN—EST. Tupper Lake, 1928;
Olean, 1934

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WHDL, Inc.
 Business Address: 601-619 Exchange National
 Bank Building
 Phone Numbers.....Olean 4149; Transmitter,
 Olean 7597
 Studio Address: 601-619 Exchange National
 Bank Building
 Transmitter Location.....Alleghany, N. Y.
 Time on the Air.....7 a.m. to midnight
 Newspaper AffiliationOlean Times
 Herald
 News ServiceUP
 Transcription Service.....Standard Radio
 RepresentativeJ. P. McKinney & Son

Personnel

President.....E. B. Fitzpatrick
 Station Manager.....Thomas L. Brown
 Program DirectorVirgil C. Booth
 Chief Engineer.....Karl Haberman

W M F F

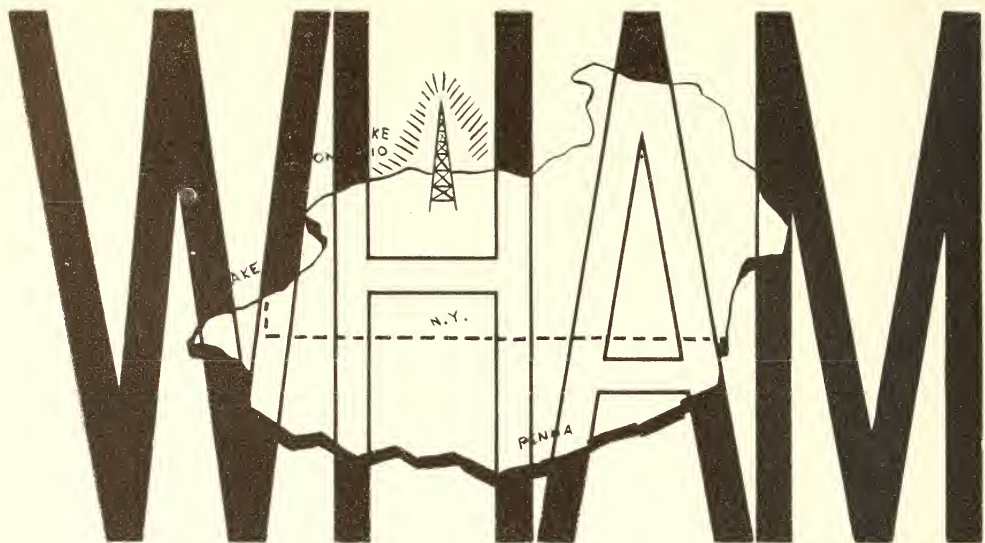
PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Plattsburg Broad-
 casting Corporation
 Address.....153 Margaret St.
 Phone Number1600
 Transmitter Location.....Boynton Ave.
 Time on the Air: 7 a.m. to 11 p.m.; Sunday,
 8 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....C. P. MacGregor
 Representative...George P. Hollingbery Co.

Personnel

President-Station Manager...George F. Bissell
 Commercial Manager.....Joel H. Schier
 Program Director.....Jack Tierney
 War Program Director.....Earl Sharland
 Chief Engineer.....Jack Nazak



For effective buying influence in WHAMland

WHAM gives you effective buying influence where effective buying power is highest. WHAM gives you complete effective coverage of the entire Rochester trading area . . . plus . . . day-night primary coverage of the 43 counties where Western New York sales are made. Below are just a few WHAMland facts.

WHAMland's 140,518 farms give you a big rural market, big not only in size . . . but big, too, in the buying power that prosperous farming creates.

WHAMland's 17,787 neighborhood groceries make this rich 43-county area of Western New York and Northern Pennsylvania a super-market for food merchandising.

WHAMland's 437,775 telephone subscribers . . . on a party line that reaches out over 43 counties . . . help make WHAMland a better-than-average market for WHAM advertised goods.

WHAMland's 5,305 factories, now busy on war work, help create the balanced prosperity that makes year around urban buying power.

WHAMland's 1,422 drug stores are ready to serve, when the announcer on your show tells your listeners over WHAM to "ask your corner druggist."

WHAMland's 51,880 retail outlets are where the Western New York customers buy your products. WHAM reaches each of these individual trading areas.

Where your Western New York sales are made

WHAM

ROCHESTER, N. Y.

National Representatives: George P. Hollingbery Co. 50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with The Blue Network, Inc. and the National Broadcasting Co.

"The Stromberg-Carlson Station"

WKIP

POUGHKEEPSIE—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Poughkeepsie Broad-
casting Corporation

AddressThe Nelson House
Phone Number6-800
Transmitter LocationThe Nelson House
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service AP
Transcription Service.....Standard Radio
RepresentativeHeadley-Reed Company

Personnel

PresidentRichard E. Coon
General ManagerBruff W. Olin, Jr.
Program Director.....Ned Lynch
Continuity.....Eleanor Tarshis
Chief EngineerJohn Burke

WHAM

ROCHESTER—EST. 1923

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
Owned-Operated By....Stromberg Carlson
Telephone Manufacturing Company

Business Address.....Carlson Rd.
Phone NumberStone 1862
Studio Address.....111 East Ave.
Transmitter Location.....Victor, New York
Time on the Air.....24 hours daily

News Service UP
Transcription Service....Lang-Worth; World
Broadcasting System

RepresentativeGeo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
Sales Manager.....J. W. Kennedy, Jr.
Sales Promotion Manager.....Truman Breeze
Program Director.....Chas. Siverson
Musical Director.....Eugene Zacher
Farm Director.....Tom Murray
LibrarianFrank Seibold
Accountant.....Virginia Tobutt
Director of Home Economics....Hazel Cowles
Director of News & Sports.....Allen Sisson
Technical Supervisor.....Ken Gardner

WHEC

ROCHESTER—EST. 1925

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: 6:25 a.m. to 12:30 a.m.; Sun-
days, 8 a.m. to 12:30 a.m.; Saturdays, 6:25
a.m. to 1 a.m.

Newspaper Affiliation.....Gannett News-
papers, Inc.

News Service INS

Transcription ServiceAssociated Music
Publishers

RepresentativeJ. P. McKinney & Son

Personnel

Vice-PresidentClarence Wheeler
Treasurer-General Manager..Gunnar O. Wiig
Commercial ManagerL. C. Wheeler
Publicity Director.....Ross Woodbridge
Assistant Secretary.....Mary Carroll
Traffic Manager.....Elizabeth Gledhill
Chief Announcer.....Harry LeBrun
Musical Director.....Ken Sparnon
Chief Engineer.....Bernard C. O'Brien

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Brown Radio Ser-
vice & Laboratories

Address.....Taylor Bldg., Main St.
Phone NumberStone 702
Transmitter Location.....Taylor Bldg.
Time on the Air: 6:30 a.m. to 12:30 a.m.; Sat-
urdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m.
to 12:30 a.m.

News Service INS
National Sales Office: 366 Madison Avenue,
New York, N. Y.

Personnel

President-Chief Engineer....Gordon P. Brown
General Manager.....Mort Nusbaum
Program Director.....Harold Kolb
Sales Promotion Manager.....Elmer J. Walz
Publicity Director.....Harland Evans
Chief Announcer.....Frank Silva

WNBZ

SARANAC LAKE—EST. 1937

Frequency: 1320 Kc.....Power: 100 Watts
Owned-Operated By ...Upstate Broadcasting
Corporation

Business Address100 Main St.
Phone Number.....1320
Studio Addresses: 3 Olive St.; 100 Main St.
Transmitter Location.....3 Olive St.
Time on the Air.....Daytime license
Transcription Service.....Standard Radio

Personnel

PresidentCarl F. Woese
Vice-President-General
ManagerH. Scott Killgore
Station-Commercial Manager...John F. Grimes

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**ABOUT THE CENTRAL
NEW YORK MARKET?**

In size, population, new war plants and buying power, Central New York is no different from 100 other key markets of the country that you'll find high-lighted in this issue.

The only thing that makes it different is the low cost by which it can be covered and sold with one radio station . . . and that station is WFBL. Investigate if you want to get the most out of your 1943 radio dollar.

*To get the most out of your radio dollar in Central
New York use . . .*

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

W G Y

SCHENECTADY—EST. 1920
NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
 Owned-Operated By.....General Electric
 Company
 Address1 River Road
 Phone Numbers:4-2211; 3-2121
 Transmitter Location.....South Schenectady
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP; AP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative ...National Broadcasting Co.

Personnel

President.....Gerard Swope
 Manager of Broadcasting.....R. S. Peare
 Station Manager.....Kolin Hager
 Program Manager.....A. O. Coggeshall
 War Program Director.....Victor Campbell
 Sales Promotion Manager.....Herbert Hauler
 Production Manager.....Victor Campbell
 Press & Public Relations Director,
 W. T. Meenam
 AccountantV. J. Hasche
 Director of Agricultural
 Activities.....G. E. Markham
 Artists Bureau.....Kolin Hager
 Musical Director.....Gordon Randall
 Station Engineer.....W. J. Purcell

W A G E

SYRACUSE—EST. 1941
BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By....Sentinel Broadcasting
 Corporation
 AddressLoew Building
 Phone Number2-0277
 Transmitter Location.....Liverpool, N. Y.
 Time on the Air: 6 a.m. to midnight; Sundays,
 8 a.m. to midnight
 News ServiceAP
 RepresentativeEdward Petry & Co., Inc.

Personnel

PresidentFrank C. Revoir
 Station ManagerWilliam T. Lane
 Merchandising Director.....Arnold Bowden
 Musical Director.....Thelma Jean McNeill
 Chief Engineer.....Charles Brannen

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts

Owned-Operated By.....Onondaga Radio
 Broadcasting Corporation
 AddressOnondaga Hotel
 Phone Number2-1147
 Transmitter Location.....Collamer, N. Y.
 Time on the Air: 6:15 a.m. to 12:05 a.m.; Sun-
 day 8 a.m. to midnight
 News ServiceINS
 Transcription ServiceWorld Broadcasting
 System
 RepresentativeFree & Peters

Personnel

President.....S. H. Cook
 Vice-President-General
 ManagerSamuel Woodworth
 Vice-President-Merchandising
 Manager.....Robert G. Soule
 Commercial Manager.....Charles Phillips
 Program Director.....George Perkins
 Publicity Director.....Harvey Sanderson
 Control Room Supervisor...Walter L. Stonger
 Transmitter SupervisorJames Kelley
 Musical Director.....Raymond Gantter
 Chief Engineer.....A. R. Marcy

W O L F

SYRACUSE—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Broadcasting
 Corporation
 AddressChimes Building
 Phone Number2-7211
 Transmitter LocationVan Rensselear and
 Kirkpatrick Streets
 Time on the Air.....Unlimited license
 RepresentativeBurn-Smith Co.

Personnel

President-Commercial Manager. T. S. Marshall
 Program Director.....Hamilton Woodle
 Chief Engineer.....David Foote

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.,
 Tetterdam, N. Y.
 Time on the Air.....Unlimited license
 Transcription Service.....Langworth

Personnel

Vice-President & General
 Manager.....George R. Nelson
 Program Manager.....Edward F. Flynn

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 224 Harrison Street
Phone Number 3-7111
Transmitter Location 2341 Valley Drive
Time on the Air 24 hours daily
News Service UP
Transcription Service: Associated Recorded
Program Service; Lang-Worth
Representative Paul H. Raymer Company

Personnel

President Harry C. Wilder
Vice-President Fred R. Ripley
Treasurer N. L. Kidd
Sales Promotion Manager E. R. Vadeboncoeur
Program Director Lansing B. Lindquist
Artists' Bureau Head Fred Jeske
Chief Announcer Bill Rothrum
Musical Director Charles Thomas
Chief Engineer Armand Belle Isle

W H A Z

TROY—EST. 1922

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By Rensselaer Poly-
technic Institute

Address 110 Eighth St.
Phone Number Troy 6810
Transmitter Location 110 Eighth St.
Time on the Air Shares time

Personnel

President Dr. W. O. Hotchkiss
Station Manager W. J. Williams

W T R Y

TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By Troy Broadcasting
Co., Inc.

Address 92 Fourth St.
Phone Numbers Troy 2100; Albany 4-2500
Transmitter Location Boght Corners
Time on the Air: 6:45 a.m. to midnight; Sun-
day, 8 a.m. to 12 midnight

News Service UP
Transcription Service World Broadcasting
System; Lang-Worth
Representative Paul H. Raymer Co.

Personnel

President Col. H. C. Wilder
Manager Fred R. Ripley
Commercial-Sales Promotion Manager,
William A. Riple

Program Director W. Woodbury Carter, Jr.
Publicity Director Thomas Armstrong
Musical Director Robert Hicks
Chief Engineers Wm. Watson, W. J. Lardner

W I B X

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WIBX, Inc.
Address First National Bank Bldg.
Phone Number 2-2101
Transmitter Location Schuyler St., Marcy,
N. Y.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service INS
Transcription Service World Broadcasting
System

New York Sales Office 485 Madison Ave.
Representatives Virgil Reiter & Co.
(Chicago); Walter Biddick Co. (West Coast);
Bertha Bannan (Boston)

Personnel

President-Treasurer Margaret Bowen
Executive Vice-President Elliott Stewart
National Sales-Merchandising
Manager N. W. Cook
Local Sales Manager S. B. Hawkins
Production Manager Michael Carlo
Director of Children's Activities,
Betty Cushing Griffin
Continuity Chief Scott Garfield
Office Manager Gladys Moore
Musical Director Walter Griswold
Chief Engineer J. T. Dowdell

W A T N

WATERTOWN—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Watertown Broad-
casting Corporation

Business Address Woolworth Bldg.
Phone Numbers Studios 2424; Com-
mercial Office, 975

Studio Address 118 Washington St.
Transmitter Location 118 Washington St.
Time on the Air 7 a.m. to 11:15 p.m.
News Service AP
Transcription Service Standard Radio

Personnel

President G. Harry Righter
National Sales Manager Alfred Dinsdale
Program Director-Chief
Engineer Vernice E. Baxter

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: 7 a.m. to midnight; Sunday, 8 a.m. to midnight
 Newspaper Affiliation.....Watertown Daily Times
 News Service.....UP
 Transcription Service.....World Broadcasting System; Radio Advertising Corp.

Personnel

President.....Harold B. Johnson
 Station Manager.....Thomas E. Martin
 Commercial Manager.....Louis Saiff, Jr.
 Sales Promotion-Publicity Manager.....Thomas R. McHugh
 Program Director.....Jean Clos
 Production Manager-Chief Announcer.....Robert Mowers
 Traffic Manager.....Kathleen P. Buck
 Chief Engineer.....Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Westchester Broadcasting Corp.
 Address.....Roger Smith Hotel
 Phone Number.....White Plains 6400
 Transmitter Location.....Roger Smith Hotel
 Time on the Air.....Unlimited license
 News Service.....AP
 Transcription Service.....World Broadcasting System; Lang-Worth
 Representative.....Headley-Reed Co.

Personnel

President.....J. Noel Macy
 V.P.-Managing Director.....Frank A. Seltz
 Program-Musical Director.....Ran Kaler
 Chief Engineer.....Harry C. Laubenstein

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts; (C. P. 5,000)
 Owned-Operated By.....Long Island Broadcasting Corporation
 Address.....41-30 58th Street
 Phone Number.....NEwtown 9-3300
 Transmitter Location.....41-30 58th St., Woodside, L. I.
 Time on the Air.....8 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth, Forjoe & Co.

Personnel

President.....William H. Reuman
 Asst. General Manager.....Edith Dick
 Program Director.....Dud Connolly
 Chief Engineer.....William H. Reuman
 Night Studio Manager.....Fred Barr
 Chief Announcer.....Lou Cole
 Musical Director.....Adolph Gobel

WFAS...

*A Class Station in
 A Class Market*

Ask for our new coverage data, showing how you can reach the rich Westchester Market at an amazingly low per capita cost!

WFAS in Westchester

Roger Smith Hotel
 White Plains

Represented by
HEADLEY-REED COMPANY
 420 Lexington Ave.
 New York

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WISE

ASHEVILLE—EST. 1939
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
BLUE NETWORK

BLUE RIDGE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned By WISE Broadcasting Co.
Operated By Radio Station WISE, Inc.
Address Langren Hotel
Phone Number 1213
Transmitter Location Langren Hotel
Time on the Air 128 hours weekly
News Service INS
Transcription Service Standard Radio
National Representative Burn-Smith Co.

Personnel

President-Station Manager Harold Thoms
Commercial Manager Baxter Barkley
Program Director Ken Beachboard
Chief Engineer Charles Sumner

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts
(C.P. 5000)
Owned-Operated By Asheville Citizen-
Times Co., Inc.
Address 14 O'Henry Avenue
Phone Number 5500
Transmitter Location Flatiron Building
Time on the Air Unlimited license
Newspaper Affiliation Asheville Citizen-
Times
Transcription Service Lang-Worth; C. P.
MacGregor; Associated Music Publishers

Personnel

Executive Director Don S. Elias

W B B B

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CAROLINA & SOUTHERN NETWORKS
KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Alamance Broad-
casting Company, Inc.
Address 310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location Elon Road (West
Front Street Extension)
Time on the Air 6:30 a.m. to local sunset
News Service UP; AP
Transcription Service Standard Radio;
Keystone

Personnel

Managing Director E. Z. Jones
Commercial Manager Dave Taylor
Program Director Paul Huddleston
Publicity Director (Miss) Johnney Wagner
Sales Promotion Manager Al Drew
Musical Director Jack O'Ferrel
Chief Engineer James Beatty

WAYS

CHARLOTTE—EST. 1942

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By Inter-City Advertising Co.
Address 120 E. Third St.
Phone Numbers 37173 (office);
36189 (studio-transmitter)

Transmitter Location Oakdale
Time on the Air 6:30 a.m. to 12 midnight;
Sunday 8 a.m. to midnight

News Service INS
Transcription Service Lang-Worth
Representative Weed & Co.

Personnel

President George W. Dowdy
Station Manager Harold H. Thoms
Program Director Don Mack
Chief Announcer Phil Reed
Chief Engineer Bob Rigby

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts
Owned-Operated By Columbia Broadcasting
System, Inc.

Business Address Wilder Building
Phone Number 3-8833

Transmitter Location 9 miles southeast of
Charlotte

Time on the Air 5 a.m. to 3 a.m.; Sundays,
7 a.m. to 3 a.m.

News Service UP; AP
Transcription Service Lang-Worth
Representative Radio Sales, Inc.

Personnel

President Wm. S. Paley
Station Manager A. D. Willard, Jr.
Sales Manager Royal E. Penny
Sales Promotion

Manager W. McGregor Parker
News Editor Jack Knell
Farm Editor Grady Cole
Program Director C. H. Crutchfield
Office Mgr.-Auditor E. J. DeGray
Chief Engineer J. J. Beloungy

W S O C

CHARLOTTE—EST. 1933
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Radio Station WSOC, Inc.
Address. 1925 N. Tryon Street
Phone Number 7138
Transmitter Location. 1925 N. Tryon Street
Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 9 a.m. to 12 midnight
News Service AP
Transcription Service. NBC Thesaurus;
Standard Radio
Representative Headley-Reed Company

Personnel

President. E. J. Gluck
Vice-President & Commercial
Manager. W. C. Irwin
Program Director. C. G. Hicks
Sales Promotion-Publicity
Director. Francis M. Fitzgerald
Production Manager. Ron Jenkins
Chief Engineer. L. L. Caudle

W E G O

CONCORD—EST. 1941

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By. Wayne Nelson
Business Address Concord
Transmitter Location. Highway 29A, 1½ miles
west of Concord
Time on the Air. Daytime license
News Service UP
Transcription Service. Standard Music

Personnel

Owner Wayne Nelson
Commercial Manager. R. Hoy Whitlow

W D N C

DURHAM—EST. 1934
COLUMBIA BROADCASTING SYSTEM

TAR HEEL NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. The Durham Radio
Corporation
Address 138 Chapel Hill Street
Phone Numbers. R-155, R-156
Transmitter Location. Cole Road, Near Durham
Time on the Air. 6:30 a.m. to 12:05 a.m.
Newspaper Affiliation. Herald-Sun Papers
News Service UP
Transcription Service. C. P. MacGregor
Representative. Howard H. Wilson Company

Personnel

President. C. C. Council
General Manager. J. F. Jarman, Jr.
Program-Publicity Director. J. B. Clark
Chief Announcer. Earl Kastner

Director of Scripts and Continuity,

Doris Williams
Recording Engineer. Lewis Brown
Bookkeeper-Personnel Manager. Ann Edwards
Director of Negro Affairs. Norley Whitted
Musical Director. Mary F. White
Chief Engineer. Walter Hill

W C N C

ELIZABETH CITY—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Albemarle Broadcasting
Co.
Address Colonial Ave.
Phone Number 1400
Transmitter Location. Parsonage St. Extension
News Service UP
Transcription Service. World Broadcasting
System

Personnel

President. T. W. Aydtlett
Station Manager. J. E. Aydtlett
Commercial Manager. J. M. Smedley
Chief Engineer. Joe Kyle

W F N C

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By. W. C. Ewing & T. K. Weyher
Operated By. Cumberland Broadcasting Co.
Address. 114 Anderson St.
Phone Number 4848
Transmitter Location. N. Water St.
Time on the Air. 6:30 a.m. to 11 p.m.
News Service UP
Representative Burn-Smith Co.

Personnel

President-Station Manager. W. C. Ewing
Commercial Manager. Paul Moyle
Program Director-Chief
Announcer Ruffin Horne
Production Manager. Connie Rhodes
Publicity Director. Kate Southerland
Chief Engineer. Howard Harrell

W G N C

GASTONIA—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. F. C. Todd
Address. National Bank of Commerce Bldg.
Phone Number 732
Transmitter Location Gastonia
Time on the Air. 7 a.m. to 12 midnight
News Service UP

Personnel

Owner. F. C. Todd
Manager Pat McSwain

Commercial-Sales Promotion

Manager.....F. C. Abernathy
 Program Director.....Earl Holder
 Chief Engineer.....W. C. Groves, Jr.

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 Number6125
 Studio Address.....O. Henry Hotel
 Transmitter Location...Battleground Boulevard
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News ServiceAP; Transradio
 Transcription Services:....World Broadcasting
 System; Lang-Worth; Standard Radio; NBC
 Thesaurus

RepresentativeGeorge P. Hollingbery Co.

Personnel

Station and Commercial

ManagerEdney Ridge
 Program Director.....Faye Kenyon

Publicity Director..Virginia Wilson McKinney

Production Manager-Chief

AnnouncerWally Williams
 News Editor.....Nancy Hudson
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison

W G B G

GREENSBORO—EST. 1942
 BLUE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By....Greensboro Broadcast-
 ing Co.

Business Address.....Box 2280
 Phone Number3-3631
 Transmitter Location...S. Ashe St. Extension,
 Ashboro Rd.

Time on the Air.....6 a.m. to local sunset
 News ServiceUP
 Transcription ServiceLang-Worth
 National Representative.....Burn-Smith Co.

Personnel

President-Station Manager ..Ralph M. Lambeth
 Assistant Manager.....Anderson Brown
 Commercial Manager.....Roy Springer
 Chief Engineer.....Clyde C. Penny



"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

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Greenville Broadcast-
 ing Company
 AddressFalkland Highway
 Phone Number3182
 Transmitter Location.....Falkland Highway
 Time on the Air.....16 hours daily
 News Service.....UP
 Transcription ServiceLang-Worth

Personnel

President.....J. J. White
 Station Manager. Margaret J. Laughinghouse
 Commercial-Sales Promotion
 ManagerJack Aley
 Publicity-Musical Director.....Harold Dale
 Program Director.....Hoy Whitlow
 Chief Engineer.....Hank Tribley

W G B R

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Eastern Carolina Broad-
 casting Corp.
 Business Address.....Borden Bldg.
 Phone Numbers1550; 1551
 Studio Address.....Borden Bldg.
 Transmitter Location.....Raleigh Highway
 Time on the Air: 7 a.m. to 11:05 p.m.; Sunday,
 9 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....Forjoe & Co.

Personnel

President.....A. T. Hawkins
 Station Manager.....Harry G. Bright
 Sales Manager.....Leland B. Nelson
 Program Manager.....Ted Burwell
 Publicity Director.....John Britt
 Musical-Traffic Director...Marilyn Highlander
 Chief Engineer.....Daniel B. Trueblood

W H K Y

HICKORY—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d. 1000 n.
 Owned-Operated By....The Catawba Valley
 Broadcasting Co., Inc.
 AddressRadio Bldg.
 Phone Number1195-6
 Transmitter Location...3½ miles SE of Hickory
 Time on the Air.....122 hours weekly

News ServiceUP
 Transcription ServiceNBC Thesaurus

Personnel

President.....Carl V. Cline
 Station-Commercial Manager.....W. T. Hix
 Chief Engineer.....E. S. Long

W M F R

HIGH POINT—EST. 1935

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WMFR, Inc.
 Address156½ S. Main St.
 Phone Number4593
 Transmitter Location.....156½ S. Main St.
 Time on the AirUnlimited
 News ServiceUP
 Transcription ServiceLang-Worth
 National Representative.....Cox & Tanz

Personnel

PresidentJames E. Lambeth
 Station ManagerHelen M. Lambeth
 Commercial-Sales Promotion
 ManagerPat Taylor
 Program DirectorStan Conrad
 Thomasville Studio Manager. Harrold Harrison
 Lexington Studio ManagerPaul Shoaf
 Chief EngineerRobert P. Boyd

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W G B R

you get a

GOLD MARKET

Centering in

GOLDSBORO and

Covering Eastern Carolina

W G B R

HARRY G. BRIGHT, Gen. Mgr.
 Natl. Rep.: FORJOE & CO.
 M U T U A L

"Tobacco-Land"
means
"Sales-Land"
for you!

Merchandise your products in this
live point-of-sale area via—

W F T C

Kinston, North Carolina

1230 KC. 250 W.

Jonas Weiland, Owner

Ray Woodard
Manager

NORTH CAROLINA

W F T C

KINSTON—EST. 1936

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....Jonas Weiland

Address210 East King St.

Phone Number1200

Transmitter Location.....Kinston, N. C.

Time on the Air.....15 hours daily

Transcription Service...Keystone Broadcasting
System

Representative..... Burn-Smith Company

Personnel

President-Station Manager....Jonas Weiland

Program Director-Chief

AnnouncerRay Woodard

W H I T

NEW BERNE—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Coastal Broadcasting
Co.

AddressNew Berne

Phone Number.....1450

Studio Address .U. S. Highway No. 17, South

**LATIN AMERICAN
NEWSCASTS**

*National advertisers with programming
problems, in the new Latin-American market,*

have found the answer in **AP** *newscasts.*

NORTH CAROLINA

Transmitter Location... U. S. Highway No. 17
South
Time on the Air: 7 a.m. to midnight; Sunday
8 a.m. to 11:05 p.m.
News Service UP
Transcription Service Lang-Worth

Personnel

President-Station Manager... Louis N. Howard
Sales Promotion Manager Roy Dawson
Program-Production Director... Ed. W. Burwell
Traffic Manager..... Jacquelyn Melton
Chief Announcer..... Paul Parker
Asst. Trac Director Kay Todd
Chief Engineer Glen Neuville

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY
Frequency: 680 Kc.....Power: 50000 Watts
Owned-Operated By..... WPTF Radio Co.
Address Insurance Bldg.
Phone Number..... 8311
Transmitter Location..... Cary, N. C.
Time on the Air..... 24 hours daily
News Service AP; UP
Transcription Service..... NBC Thesauris,
Lang-Worth
Representative..... Free & Peters

Personnel

President..... J. R. Weatherspoon
General Manager..... Richard H. Mason
Sales Manager..... John H. Field, Jr.
Program Director..... Graham B. Poyner
Publicity Director Joseph P. Ahern
Technical Supervisor..... Henry Hulck

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By... Capitol Broadcasting
Company
Address..... 130 S. Salisbury Street
Phone Number..... 6411
Transmitter Location... Extension of East Davie
Street
Time on the Air 7 a.m. to 11:05 p.m.
News Service Transradio
Transcription Service Lang-Worth
Representative Weed & Co.

Personnel

President..... A. J. Fletcher
General Manager..... Fred Fletcher
Commercial Manager C. D. Moore
Program Director..... Ray Reeve
Traffic Manager..... Sarah Stevens
Continuity Director Frances Batson
Musical Director Earle Stapleton
Chief Engineer..... Stanley Brown

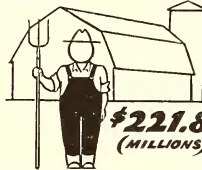


IN AGRICULTURE

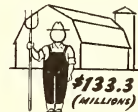
CASH INCOME AND GOVT. PAYMENTS

Source: — Department of Agriculture, 1940

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES

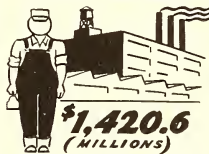


IN INDUSTRY

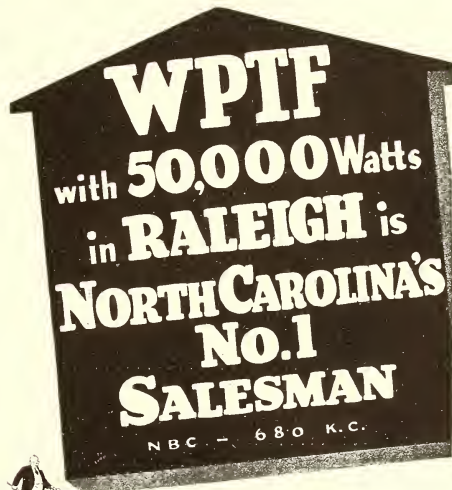
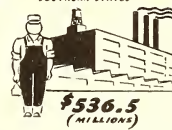
VALUE OF MANUFACTURED PRODUCTS

Source: — Census of Manufactures, 1939

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



FREE & PETERS, INC. National Representatives

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....J. Winfield Crew, Jr.
 Operated By.....S. E. Crew, Attorney In Fact
 Address251 Roanoke Avenue
 Phone NumberR-855-1
 Transmitter Location.....10th Street Extension
 Time on the Air109 hours weekly
 News Service UP
 Transcription Service C. P. MacGregor
 National Representative..... Burn-Smith, Inc.

Personnel

Owner-Manager.....J. Winfield Crew, Jr.
 Commercial-Sales Promotion
 Manager Nathan Frank
 Program Director-Chief
 Announcer Phil Cooke
 Publicity Director Ray Burke
 Chief Engineer C. W. Mears

W E E D

ROCKY MOUNT—EST. 1933

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. Avera Wynne
 Business Address..... Box 391
 Phone Number Rocky Mount 1420
 Studio Address.....Nashville Highway
 Transmitter Location Nashville Highway
 Time on the Air.....7 a.m. to 12 midnight
 News Service UP

Personnel

Owner-Manager.....W. Avera Wynne
 Program Director.....Douglas Hunt
 Musical Director.....David Conner

W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Piedmont Broadcast-
 ing Corp.

Business Address.....P. O. Drawer 920
 Phone Number.....2121
 Studio Addresses.....Yadkin Hotel; Swa-
 nee Theatre Bldg., Kannapolis, N. C.
 Transmitter Location: Statesville Highway at
 Grant Creek
 News ServiceAP
 Representative Burn-Smith Co.

Personnel

PresidentBryce P. Beard
 Commercial ManagerF. F. Patterson
 Assistant Manager.....George L. Brantley
 Program DirectorRussell McIntire
 Chief Engineer.....Carl B. Watson

W R R F

WASHINGTON—EST. 1942

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By....Tar Heel Broadcasting
 System

AddressBank of Washington Bldg.
 Phone Number403
 Transmitter Location..2 miles from Washington
 on Greenville Highway

Time on the Air.....Daytime license
 News ServiceAP
 Transcription ServiceNBC Thesaurus
 National Representative.....Burn-Smith Co.

Personnel

PresidentW. R. Roberson, Sr.
 Station ManagerB. W. Frank
 Sales Promotion ManagerRuth Frank
 Program DirectorCharles H. Whedbee
 Publicity-Production Manager ..Edward Leach
 Chief AnnouncerRobert Brisendine
 Chief EngineerGeorge P. Martin

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned byWMFD
 Operated byRichard 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 ServiceTransradio
 Transcription ServiceBMI
 RepresentativeBurn-Smith Company

Personnel

President-General Manager....R. A. Dunlea
 Commercial-Sales Promotion
 ManagerClaud O'Shields
 Program-Musical Director.....Harry W. Lee
 Production ManagerGeorge D. Faber
 Chief AnnouncerClaud Dunnagan
 Chief EngineerS. Harold Jones

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated by ..Penn Thomas Watson
 AddressU. S. 301 Wilson

Phone Number.....2188
 Time on the Air.....7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative..... Burn-Smith Co.

• • • NORTH CAROLINA-NORTH DAKOTA • • •

Personnel

President P. T. Watson
 Station Manager Allen Wannamaker
 Commercial Manager Henry Sullivan
 Program Director Clinton Faris
 Publicity Director Mina Ray Church
 Production Manager Jack Braxton
 Chief Engineer Warren Wooten

W A I R

WINSTON-SALEM—EST. 1937

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....C. G. Hill, Geo. D. Walker, S. H. Walker
 Address Pepper Bldg.
 Phone Number 2-1133
 Transmitter Location.....Reynolda, N. C.
 Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
 News Service AP
 Transcription Service.....World Broadcasting System
 Representative.....Spot Sales, Inc.

Personnel

General Manager.....George D. Walker
 Commercial Manager.....C. G. Hill

Program-Production Director...Charles Keaton
 Publicity Director.....E. D. Hill
 Artists' Bureau HeadJessie Thompson
 Chief EngineerLeon Lloyd

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 KcPower 5000 Waats
 Owned-Operated By..Piedmont Publishing Co.
 Address 419-421 N. Spruce St.
 Phone Number 4141
 Transmitter Location.....RFD No. 1
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
 Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel
 News ServiceUP
 Transcription Services..Associated Music Publishers; Lang-Worth
 RepresentativeHeadley-Reed Co.

Personnel

PresidentGordon Gray
 Station DirectorHarold Essex
 Sales ManagerHarry B. Shaw
 Program DirectorClay B. Daniel
 Musical DirectorIsabel Shaffer
 Chief Engineer.....Phil Hedrick

NORTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K F Y R

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
 Owned-Operated By.....Meyer Broadcasting Company
 Address 320 Broadway
 Phone Number 468
 Transmitter Location Menoken, N. Dak.
 Time on the Air: 6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
 News Service AP
 Transcription Service: NBC Thesaurus; Associated Music Publishers
 Representative John Blair & Company

Personnel

President and General Manager..P. J. Meyer
 Station and Commercial
 Manager.....F. E. Fitzsimonds
 Program Director-Chief
 AnnouncerRobert MacLeod

Publicity DirectorLoring Knecht
 Production ManagerCal Culver
 Chief Engineer.....Ivar Nelson

K D L R

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Waats
 Owned-Operated By.....KDLR, Inc.
 Address 1025 Third St.
 Phone Number 1090
 Transmitter Location.....East end 4th Street
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service AP
 Transcription ServiceWorld Broadcasting System

Personnel

President and General Manager...Bert Wick
 Program DirectorDal Stallard
 Chief Engineer.....Richard Moritz

W D A Y
FARGO—EST. 1922

BLUE NETWORK
 NATIONAL BROADCASTING COMPANY
 NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDAY, Inc.
 AddressBlack Building
 Phone Number5357
 Transmitter Location..Four miles west of Fargo
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 day, 7 a.m. to midnight
 Newspaper Affiliation.....Fargo Forum
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativeFree & Peters

Personnel

President and General Manager.E. C. Reineke
 Commercial Manager.....B. J. Lavin
 Program DirectorKen Kennedy
 War Program DirectorHoward Nelson
 Production Manager.....David Henley
 Sales Promotion-Publicity
 DirectorMildred Gregerson
 Musical DirectorWarren Paynter
 Chief Engineer.....Julius Hetland

K F J M

GRAND FORKS—EST. 1923

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By....University of North
 Dakota
 Address..Woodworth Hall, University Campus
 Phone Number2800
 Transmitter LocationUniversity Campus
 Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
 Business Manager.....J. W. Wilkerson
 Program DirectorCharles E. Gustafon
 Chief Engineer.....Elwin J. O'Brien
 (Non-Commercial Station)

K I L O

GRAND FORKS—EST. 1941

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL 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: 7 a.m. to 3 p.m.; 5 p.m. to
 midnight
 News ServiceUP
 Transcription ServiceLang-Worth

Personnel

Owner-Station Manager....Dalton Le Masurier

Commercial Manager.....Elmer Hanson
 Program Director.....Helen LaVelle
 Chief Announcer.....Jack Horner
 Chief EngineerE. J. O'Brien

K S J B

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 600 Kc.....Power: 250 watts d.,
 100 watts n.
 Owned-Operated By..Jamestown Broadcasting
 Company, Inc.
 Business Address.....Midland Building
 Phone Numbers100; 358
 Transmitter Location..1201 First Avenue South
 Time on the Air: 6:30 a.m. to 10:32 p.m.; Sun-
 day, 7:30 a.m. to 10:32 p.m.
 News ServiceAP
 Representative....North Central Broadcasting
 System

Personnel

President.....John W. Boler
 Station Manager.....B. Harland Ohde
 Program DirectorMary Thompson
 Chief Engineer.....Lloyd R. Amoo

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 Associa-
 tion, Inc.
 Business AddressMandan
 Phone Numbers631; 257
 Studio Addresses 205 1st St., N. W.; Patterson
 Hotel, Bismarck, N. D.
 Transmitter Location...South East of Mandan
 Time on the Air: 5:30 a.m. to 11 p.m.; Sundays,
 6:30 a.m. to 11 p.m.
 News ServiceTransradio
 Transcription ServiceC. P. MacGregor
 Representative....North Central Broadcasting
 System

Personnel

President.....H. C. Schulte
 Manager.....W. C. Roerink
 Program DirectorBob Kyllingstad

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....John B. Cooley
 Business AddressFair Block, Minot
 Phone Number1267
 Studio AddressFair Block, Minot

Transmitter Location..Three miles southeast of Minot
 Time on the Air: 6:30 a.m. to 10:30 p.m.; Sunday, 6:30 a.m. to 10:00 p.m.
 News ServiceTransradio
 Transcription Service.....World Broadcasting System
 RepresentativeThe Walker Company

Personnel

President.....John B. Cooley
 Station Manager-Chief Engineer..C. W. Baker
 Commercial Manager.....E. H. Cooley
 Program DirectorLillian Aardahl
 Chief AnnouncerJack Helling
 Chief EngineerC. W. Baker

K O V C

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated ByKOV.C, Inc.
 Address312 Fifth Ave.
 Phone Number408
 Transmitter Location312 Fifth Ave.
 Time on the Air.....98 hours weekly

Personnel

President.....Milton Holiday
 General Manager.....Robert E. Ingstad
 Program DirectorHarry Myers
 Chief EngineerCharles Sjostrom

OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Allen T. Simmons
 Business AddressBox 830
 Phone NumberMeadowbrook 3211
 Studio Address.....Tallmadge, Ohio
 Transmitter Location..State Route No. 8, North of Akron
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceAP
 Transcription ServiceStandard Radio
 Representative.....Geo. P. Hollingbery Co.

Personnel

President-Station Manager...Allen T. Simmons
 Commercial-Sales Promotion ManagerR. B. Wilson
 Program Director-Chief Announcer H. H. Hageman
 Publicity Director.....Robert Wass
 Production ManagerC. R. Jolliff
 Musical DirectorCharles Herr
 Chief EngineerJohn Aitkenhead

W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc.....Power: 5000 watts
 Owned-Operated By..Summit Radio Corporation
 Address.....First Central Tower
 Phone Number.....HEmlock 6151
 Transmitter Location Swarts Road, RFD, South Akron

Time on the Air6:30 a.m. to 1 a.m.
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 Representative.....Spot Sales, Inc.

Personnel

President-Station Manager...S. Bernard Berk
 Commercial Manager.....Kenneth M. Keegan
 Sales Promotion Manager.....V. G. Berk
 Program DirectorDeane S. Long
 Production Manager.....Russell B. Wise
 Chief EngineerWm. W. Robertson

W J W

AKRON—EST.1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts (C. P. 5000 Watts)
 Owned-Operated By.....WJW, Inc.
 Address41 S. High Street
 Phone NumberJefferson 6111
 Transmitter Location.....41 S. High Street,
 Time on the Air24 hours daily
 News ServiceUP; INS
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed Co.

Personnel

President-Station Manager.....Bill O'Neil
 Sales Promotion Manager ..Thomas McClowry
 Program-Publicity Director ...Frank Grosjean
 Production Manager.....Frederic Freeland
 Musical DirectorEverett Pritchard
 Chief Engineer.....Gerald Roberts
(Federal Communications Commission has granted WJW permission to transfer its facilities to Cleveland, Ohio and change its frequency to 850 kilocycles with 5000-watts.)

WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By.....WICA, Inc.
 Address.....221 Center St.
 Phone Numbers.....1211-1311
 Transmitter Location.....Jefferson Road, RFD
 Time on the Air.....Local sunrise to sunset
 Newspaper Affiliation.....Ashtabula Star Beacon
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Walker Co.

Personnel

President.....C. A. Rowley
 Manager.....R. B. Rowley
 Commercial Manager.....Donald Fassett
 Program Director.....W. W. Walrath
 Publicity Director.....Al Newkirk
 Chief Announcer.....Richard Miner
 Musical Director.....Ross Miller
 Chief Engineer.....George Gautney

WHBC

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned By.....Brush-Moore Newspapers, Inc.
 Operated By.....The Ohio Broadcasting Company

AP NEWS FOR RADIO

is available exclusively

through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

Address.....550 Market Avenue, South
 Phone Number.....7-166
 Transmitter Location.....Lakeside Avenue
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....Brush-Moore News-
 papers, Inc.

News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Louis H. Brush
 General Manager.....Felix Hinkle
 Commercial-Sales Promotion
 Manager.....Robert C. Fehlman
 Production Manager.....Janet Baker
 Publicity Director.....Elizabeth Weeks
 Chief Announcer.....Leonard Taylor
 Musical Director.....Martin Alexander
 Chief Engineer.....Kenneth Sliker

WCKY

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc. Power: 50000 Watts
 Owned-Operated By.....L. B. Wilson, Inc.
 Address.....Hotel Gibson, 5th & Walnut
 Streets

Phone Number.....Cherry 6565
 Transmitter Location.....near Crescent Springs,
 Ky.

Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Service.....AP; UP
 Transcription Service.....Standard Radio;
 Lang-Worth

Representative.....Free & Peters

Personnel

President and General Manager.....L. B. Wilson
 Sales Director.....Fred A. Palmer
 Promotion Manager.....Margaret Dotson
 Program Director-Chief Announcer.....Rex Davis
 Production Manager.....Al Bland
 Merchandising Director.....P. E. Dusenbury
 News Editor.....Fred Thomas
 Publicity Director.....John Murphy
 Chief Engineer.....C. H. Topmiller

WCPO

CINCINNATI—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Scripps-Howard
 Radio, Inc.

Address.....204 Keith Building, 523 Walnut
 Street

Phone Number.....Main 3314
 Transmitter Location.....Daylight Building, 623
 East 6th St.

Time on the Air: 6:30 a.m. to 12:15 a.m.; Sat-
 urdays, 6:30 a.m. to 2 a.m.; Sundays, 7:30
 a.m. to 12:15 p.m.

Newspaper Affiliation: The Cincinnati Post;
 Scripps-Howard Newspapers

News Service UP
 Transcription Service.....Standard Radio
 Lang-Worth; Associated Music Publishers
 RepresentativeThe Branham Company

Personnel

President.....Jack Howard
 Vice President.....J. C. Hanrahan
 Vice-President-General
 Manager.....M. C. Watters
 Commercial Manager.....John P. Smith
 Sales Promotion Manager.....Al Stephan
 News Editor.....John Fogarty
 Production Manager.....Mark Gregory
 Publicity Director.....Evelyn Eppinger
 Artists' Bureau HeadHarry Hartman
 Director of Women's Programs..Evelyn Evans
 Musical Director.....Lester Bruch
 Chief Engineer.....Glen Davis

WKRC
 CINCINNATI

MUTUAL BROADCASTING SYSTEM
 THE SOUTHERN NETWORK

Frequency: 550 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....The Cincinnati
 Times-Star Co.

Address..Victory Parkway & Wm. H. Taft
 Rd.—Hotel Alms
 Phone NumberWoodburn 0550
 Transmitter Location.....Victory Parkway &
 Wm. H. Taft Rd.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 Newspaper Affiliation..The Cincinnati Times-
 Star
 News Service AP
 Transcription Service: Lang-Worth; Associated
 Music Publishers
 RepresentativeThe Katz Agency;
 Standard Radio

Personnel

PresidentHulbert Taft, Sr.
 General Manager.....Ken Church
 Asst. to General Manager....James M. Patt
 Sales Manager.....H. E. Fast
 Sales Promotion Manager.....James Patt
 Program Director.....Fred Dodge
 Sales Service Manager.....Syd Cornell
 Continuity Editor.....Frances Swing
 Chief Announcer.....Lin Mason
 Musical Director“Chick” Mauthe
 Chief Engineer.....George Wilson

The PROOF
 OF THE NEWS
 IS IN THE
 SPONSORING

WKRC
 News on the Hour
 Every Hour

and WKRC has

18

SPONSORED
 NEWSCASTS
 DAILY!

The
 Cincinnati Times-Star
 Station

550 KILOCYCLES

RESULTS —*the first test of any radio station!*

WSAI GETS RESULTS in Cincinnati, as proved by a long list of continual local advertisers—advertisers who *live* in the market, know it best!

- 7 Years** The Queen Optical Company
- 6 Years** The Mohawk Radio and Electric Shop
- 6 Years** Capitol-Barg Cleaners
- 5 Years** Stille and Duhlmeier, Furniture
- 5 Years** The Rubel Baking Company
- 4 Years** Dow Drug Stores
- 4 Years** The Moelder Coal Company
- 15 Consecutive**, 13-Week Renewals—Alms and Doepke Department Store

WSAI GETS RESULTS through interesting programming, cordial dealer relations and a streamlined merchandising program designed for the specific needs of each advertiser.

A GOOD RADIO STATION IN A FINE MARKET

WSAI

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS—5000 Watts Day and Night

Represented by Spot Sales, Inc.

W L W

CINCINNATI—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 700 Kc. Power: 50000 Watts
 Owned-Operated By..The Crosley Corporation
 Address Crosley Square
 Phone Number Cherry 1822
 Transmitter Location Mason, Ohio
 Time on the Air 24 hours daily
 News Service AP; INS; UP; Reuters;
 World Wide

Transcription Service World Broadcasting
 System; Lang-Worth; NBC Thesaurus; C. P.
 MacGregor; Standard Radio
 National Sales Office 630 Fifth Ave., New
 York, N. Y.; 360 N. Michigan Ave., Chicago,
 Ill.

Representative Spot Sales, Inc. (West Coast)

Personnel

President Powel Crosley, Jr.
 Vice-President-General Manager

James D. Shouse

V. P. in Charge of Sales R. E. Dunville
 Sales Manager, Chicago Office Dewey Long
 Business Manager Elmer Boos
 Director of Research & Merchandising,

B. Strawway

Promotion Manager M. F. Allison
 Director of War Programs Katherine Fox
 Program Director George C. Biggar
 Production Manager Chester Herman
 Artists' Bureau Head William McCluskey
 News Editor William Dowdell
 Publicity Director Roger Baker
 Musical Director Milton Weiner
 Technical Supervisor R. J. Rockwell

(SEE PAGE 310)

W S A I

CINCINNATI—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By Crosley Radio Corp.
 Address Crosley Square
 Phone Number Cherry 1822
 Transmitter Location Near Mt. Healthy,
 Ohio
 Time on the Air: 6 a.m. to 2 a.m.; Sundays,
 8 a.m. to 2 a.m.

News Service

AP; INS; UP; Reuters; Worldwide

Transcription Service World Broadcasting
 System; Lang-Worth

Representative Spot Sales, Inc.

Personnel

President Powel Crosley, Jr.

Vice-President James D. Shouse

General Manager Walter A. Callahan

Artists' Bureau Head George Biggar
 Promotion Manager Ewald Kockritz
 Program Director James Leonard
 Director of War Programs Kit Fox
 Production Manager Chester Herman
 News Editor William Dowdell
 Publicity Director Roger Baker
 Musical Director Milton Wiener
 Chief Engineer R. J. Rockwell

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 500 Watts
 Owned-Operated By United Broadcasting
 Company

Business Address 1311 Terminal Tower
 Phone Number Prospect 5800

Transmitter Location Seven Hills
 Time on the Air 6:45 a.m. to local sunset

Newspaper Affiliation Cleveland Plain
 Dealer

News Service AP

Transcription Service Lang-Worth

Representative Radio Advertising Cor-
 poration

Personnel

President John S. McCarrens
 Vice-President and Station

Manager H. K. Carpenter

Assistant to Manager Robert D. Borland

Sales Manager K. K. Hackathorn

Program Director C. M. Hunter

Merchandising and Advertising

Manager Robert Greenberg

Continuity Director Leslie Biebl

Production Manager Al Llewellyn

Publicity Director Milton Hill

Special Events Director Carl Mark

News Editor Ray McCoy

Musical Director Willard Pott

Chief Engineer Ralph DeLany

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By The WGAR Broad-
 casting Company

Address Hotel Statler
 Phone Number Prospect 0200

Transmitter Location 1000 Harvard Ave.
 Cuyahoga Heights, Ohio

Time on the Air 6 a.m. to 1 a.m.

News Service UP

Transcription Service World Broadcasting
 System

Representative Edward Petry & Co., Inc.

Personnel

President George A. Richards

Vice President-General Manager John F. Patt

Commercial Manager.....Harry Camp
 Director of Operations.....Carl George
 Program Director.....David Baylor
 Production Manager-Chief
 Announcer.....Wayne Mack
 Artists' Bureau Head.....Sidney Andorn
 Musical Director.....Walberg Brown
 Chief Engineer.....R. Morris Pierce

W H K

CLEVELAND—EST. 1921

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By..United Broadcasting Co.
 Address.....1311 Terminal Tower
 Phone Number.....Prospect 5800
 Transmitter Location.....Seven Hills
 Time on the Air: 6:45 a.m. to 1 a.m.; (126¼
 hours weekly)
 Newspaper Affiliation.....Cleveland Plain
 Dealer
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Paul H. Raymer Co.

Personnel

President.....John S. McCarrens
 V-P & Station Manager.....H. K. Carpenter
 Assistant to Manager.....Robert D. Borland
 Sales Manager.....K. K. Hackathorn
 Program Director.....C. M. Hunter
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biebl
 Production Manager.....Al Llewellyn
 Special Events Director.....Carl Mark
 Publicity Director.....Milton Hill
 News Editor.....Ray McCoy
 Musical Director.....Willard Pott
 Chief Engineer.....Ralph DeLany

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
 Owned-Operated By...National Broadcasting
 Co.
 Business Address...815 Superior Ave., N.E.
 Phone Number.....Cherry 0942
 Studio Address.....NBC Bldg.



Concatenation

“—a series of things united like links”
 —Webster

TIME IS THE TEST OF STRENGTH

In the Northeastern (Cleveland) Ohio area WHK-WCLE has proven its superiority. For years, WHK and WCLE have been *THE CONNECTING LINKS*, the LINKS that bind producer, retailer and consumer in a concatenation of mutual benefits.

The chain of sales is no stronger than its weakest link . . . use the most enduring.

W H K - W C L E

CLEVELAND, OHIO

Transmitter Location Brecksville, Ohio
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1 a.m.
 News Service UP; AP
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative NBC National Spot Sales

Personnel

President Niles Trammell
 Station Manager Vernon H. Pribble
 Sales Manager Howard A. Barton
 Program Director Hal Meitzger
 Production Manager Fred Wilson
 Publicity Director-News
 Editor Bob Dailey
 Director of Special Events Tom Manning
 Musical Director Lee Gordon
 Chief Engineer S. E. Leonard

W B N S

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By WBNS, Incorporated
 Address 33 North High Street
 Phone Number Adams 9265
 Transmitter Location 1037 Barnett Rd.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative John Blair & Company

Personnel

President Robert H. Wolfe
 Chairman of the Board Edgar T. Wolfe
 Sales and Commercial Manager W. I. Orr
 National Sales Manager Don Burrows
 Program Director Jack Price
 Production Manager Tom DeVore
 Chief Announcer Irwin A. Johnson
 Musical Director Lowell Riley
 Promotion Manager Jim Yerian
 Publicity Director Jerome R. Reeves
 Chief Engineer Lester H. Natzger

W C O L

COLUMBUS—EST. 1934

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WCOL, Inc.
 Business Address 33 North High St.
 Phone Number Main 4581
 Transmitter Location 33 North High St.
 Time on the Air 6 a.m. to 1 a.m.
 News Service INS
 Transcription Service NBC Thesaurus
 Representative Weed & Company

Personnel

President K. B. Johnston
 Station-Commercial Manager Neal Smith

Program Director Wallace Beavers
 Production Manager Bill Wallace
 Chief Announcer John Fell
 Chief Engineer James E. Lowe

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc. Power: 500 Watts
 Owned-Operated By United Broad-
 casting Co.
 Address 22 East Gay St.
 Phone Number Adams 1101
 Transmitter Location 901 Obetz Road
 Time on the Air: 6:30 a.m. to local sunset,
 Los Angeles, Calif.
 Newspaper Affiliation Cleveland Plain
 Dealer
 News Service UP
 Transcription Service Lang-Worth
 Representative Radio Advertising Corp.

Personnel

President John S. McCarrens
 General Manager Carl M. Everson
 Sales Manager Harry H. Hoessly
 Program Director-Production
 Manager John Moses
 Publicity Director Rosalind Millstone
 Chief Announcer Fred Joyner
 Artists Bureau Head-Musical
 Director Abram Ruvinsky
 Chief Engineer J. E. Anderson

W O S U

COLUMBUS—EST. 1921

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Ohio State University
 Business Address Columbus
 Phone Numbers: University 3148; Extension
 711
 Studio Address Campus
 Transmitter Location: University Golf Course,
 3 miles northwest of Columbus
 Newspaper Affiliation Ohio State Lantern
 Time on the Air Limited time,
 to sunset at Dallas, Texas
 News Service UP
 Transcription Service Lang-Worth

Personnel

President Howard L. Bevis
 Station Director R. C. Higgy
 Program Director C. W. Pettegrew
 Production Manager Edgar Sprague
 Publicity Director H. K. Schellenger
 Chief Announcer F. Page Boyer
 Musical Director Ann Charles
 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 (R.R.
 No. 2—Box 292 A, Dayton, Ohio)
 Time on the Air: 5:45 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.
 Newspaper Affiliations: Dayton Daily News;
 Springfield (O.) News and Sun; Atlanta Jour-
 nal; Miami Daily News
 News Service. AP; UP
 Transcription Service. Standard Radio
 Representative. George P. Hollingbery Co.

Personnel

President. James M. Cox, Jr.
 General Manager. Robert Moody
 Assistant General Manager. Lester Spencer
 Production Manager. William Hamilton
 Sales Promotion Manager. Garland Baldwin
 Musical Director. Henry Lange
 Chief Engineer. Ernest L. Adams

WING

DAYTON—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By. . . Great Trails Broadcasting
 Corporation
 Address. 121 North Main Street
 Phone Number. ADams 3288-89-80
 Transmitter Location. Shaker Road
 Time on the Air. 5:45 a.m. to 1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative. Weed & Company

Personnel

General Manager. Ronald B. Woodyard
 Program-Publicity Director. Bruce Wallace
 Production Manager. Charles Miller


WFIN


FINDLAY—EST. 1941

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By. . . Findlay Radio Company
 Business Address. 500½ South Main Street
 Phone Number. Main 1330
 Transmitter Location. 23 miles southeast of
 Findlay

Two Facts

YOU
 CAN
 "TIE
 TO"

 Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.

 And this market—always a good buy—is most easily and economically influenced through the station that serves it best.

WHIO IS
THE DAYTON MARKET

5000 WATTS
 BASIC CBS
 •
 G. P. Hollingbery
 Company
 Representatives

Time on the Air: 7 a.m. to local sunset; Sun-
days, 8 a.m. to local sunset
News ServiceINS
Transcription ServiceLang-Worth;
Standard Radio

Personnel

General Manager.....Fred R. Hover
Production Manager.....Grace E. Ingledue
Chief Engineer.....Edgar Smith

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The Fort Industry
Company
Address.....National Bank Building
Phone Number93161
Transmitter Location.....1424 Rice Avenue
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
News ServiceAP
Transcription Services.....Standard Radio;
Lang-Worth

Personnel

President.....George B. Storer
Vice-President-General Manager...J. H. Ryan
Managing Director.....Ralph Elvin
Program Director.....Frank D. Heibeck
Chief Announcer.....Dalton Hille
Chief Engineer.....Jack E. Bannon

W M A N

MANSFIELD—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Address.....144½ Park Avenue West
Phone Numbers.....4235-6
Transmitter Location..Corner Longview Ave.
and No. Main St.
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
9 a.m. to 9 p.m.
News Service.....INS; UP
Transcription Service.....Standard Radio
RepresentativeHeadley-Reed Co.

Personnel

President.....M. F. Rubin
Vice-President-General
Manager.....Orville E. Fields
Secretary.....Thos X. Dunigan
Treasurer.....Marie W. Vandegrift
Program Director-Chief Announcer..Harry Lytle
Publicity Director.....Robert Horn
Bookkeeper.....Mary Hughes
Musical Director.....Earl Black
Chief Engineer.....Perry Wilson

W M R N

MARION—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Marion Broadcasting
Company
Address.....North Main Street
Phone Number2516
Transmitter Location.....North Main Street
Time on the Air: 7 a.m. to 10:15 p.m.; Sun-
days, 8 a.m. to 10:15 p.m.
News ServiceUP
Transcription Service.....NBC Thesaurus

Personnel

President-Station Manager....Robert T. Mason
Commercial Manager.....Geo. A. Speese
Sales Promotion Manager.....A. T. Turnbull
Program Director.....Louis T. Marsh
Production Manager.....Madge L. Cooper
Chief Announcer.....A. C. Parlin
Artists Bureau Head.....Robert E. Gross
Musical Director.....Anna Mae Spano
Chief Engineer.....S. Robert Morrison

W P A Y

PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Scioto Broadcasting Co.
Address.....1009 Gallia St.
Phone Number1010
Transmitter Location.....1009 Gallia St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays,
9:30 a.m. to 11 p.m.
Newspaper Affiliation.....Portsmouth Times
News ServiceUP
Transcription ServiceLang-Worth
Representative.....Cox & Tanz

Personnel

President.....Chester B. Thompson
Acting Station Manager.....Paul Wagner
Program-Publicity Director..William Aldridge
Musical Director.....Dorothy Page
Chief Engineer.....Maurice Myers

W I Z E

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated ByRadio Voice of
Springfield, Inc.
Address.....117 West High Street
Phone Number6121
Transmitter Location.....Springfield
Time on the Air.....Unlimited license
Transcription ServiceLang-Worth

Personnel

President.....Charles Sawyer
Vice-President-General
Manager.....Ronald B. Woodyard

Breakfast at 8:30

is the glorious signal that another NAVY SEND-OFF BREAKFAST is under way honoring Ohio men about to shove-off for service! Today, in this and other heart-moving ideas, many American stations are following the lead of WTOL — originators and producers of sponsorable War Winning Programs!*

.....*Man is Known by the Company He Keeps*
.....*a City by its Manufacturers*

TOLEDO IS THE PROUD HOME of

American Propeller Corporation
Champion Spark Plug Company
Electric Auto-Lite Company
Libbey-Owens-Ford Glass Company
Owens-Illinois Glass Company
Owens-Corning Fiberglas Corporation
The Toledo Scale Company
Willys-Overland Motors, Inc.

*A hint to advertisers—
WTOL has on "ice"
new ideas paced and
patterned to entertain
and hold public interest!

WTOL

TOLEDO'S *Friendly*
STATION

ARCH. SHAWD
Vice Pres. & Mgr.

Represented Nationally by Radio Advertising Corporation

WSTV

STUBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Valley Broadcasting Company

Business Address: Exchange Realty Building
Phone Number: 2-6265-66-67
Studio Addresses: Exchange Realty Building,
Steubenville, Ohio; New Terminal Building,
East Liverpool, Ohio; Weir High School,
Weirton, W. Va.

Transmitter Location: Altamont Heights
Time on the Air: 7 a.m. to 1 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Spot Sales, Inc.

Personnel

General Manager: John J. Laux
Program-Publicity-Musical
Director: John L. Merdian
Chief Announcer: Hunter Reams
Chief Engineer: Joseph Troesch

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: The Fort Industry Co.
Address: Broadcast Building, 136 Huron St.
Phone Number: ADams 3175
Transmitter Location: Oregon Road, East Toledo
(post office address, RFD Perrysburg)

Time on the Air: 6 a.m. to 12:05 a.m.
News Services: AP; INS
Transcription Services: NBC Thesaurus;
Lang-Worth

Representative: The Katz Agency

Personnel

President: George B. Storer
Vice President: J. Harold Ryan
Managing Director: E. Y. Flanigan
Program Director: Tod Williams
Chief Engineer: William Stringfellow

WTOL

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Community Broad-
casting Company

Address: Bell Building
Phone Number: Adams 3291
Transmitter Location: Bell Building
Time on the Air: Unlimited license
News Service: UP
Transcription Services: Associated Music Pub-
lishers; Standard Radio

Representative: Radio Advertising Corp.

Personnel

President: Frazier Reams
Vice President-General Manager: Arch Shawnd
Commercial Manager: Gard Wallace
Sales Promotion Manager: John Morgan
Program Director: Jean Wright
Publicity Director: Marie Huffman
Musical Director: Marge Cunningham
Chief Engineer: Frank B. Ridgeway

WRN

WARREN—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Nied & Stevens
Address: 2nd National Bank Building
Phone Number: 4490

Time on the Air: Unlimited license
Transmitter Location: 710 Main Avenue, S. W.
News Service: UP
Transcription Service: Lang-Worth
Representative: Burn-Smith Company, Inc.

Personnel

Owners: Frank T. Nied, Perry H. Stevens
General Manager: R. W. Richmond
Program Director: Walter L. Davis
Continuity Director: Virginia Wood
Musical Director: Bruna Bertelli
Chief Engineer: Wm. C. Minor

AP

THRU

PA



By night as well as by day

YOUNGSTOWN SKIES ARE BRIGHT

• Advertisers cannot afford to overlook this rich market of 372,428 people (106,000 radio homes) and approximately \$200,000,000 annual retail sales.

For information as to what C. E. Hooper, Inc., learned of the listening habits of this, Ohio's third largest trade area and the 34th metropolitan district in the U. S., address

W F M J

Youngstown, Ohio

Member of the Blue Network

Headley-Reed Co., National Representatives

New York • Chicago • Detroit • Atlanta • San Francisco

W F M J

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WFMJ Broadcasting Co.
 Address: 101 W. Boardman St.
 Phone Number: 34121
 Transmitter Location: 101 W. Boardman St.
 Time on the Air: Unlimited license
 Newspaper Affiliation: Youngstown Vindicator
 News Service: AP; UP
 Transcription Services: Lang-Worth;
 Standard Radio; C. P. MacGregor
 Representative: Headley-Reed Company

Personnel

Owner: William F. Maag, Jr.
 Sales-Sales Promotion
 Manager: Leonard E. Nasman
 Program Director: George L. Beebout
 Production Manager: John Bradford
 Chief Announcer: Robert Wylie
 Musical Director: Col. L. R. Boals
 Chief Engineer: Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 5000 d.; 500 n.;
 (CP 5000 n.)
 Owned-Operated By: WKBN Broadcasting
 Corp.
 Address: 17 N. Champion St.
 Phone Number: 4-2122
 Transmitter Location: 3430 Sunset Blvd.
 Time on the Air: 6 a.m. to 12 midnight
 Newspaper Affiliation: Cleveland Plain Dealer

News Service: UP
 Transcription Services: World; Lang-Worth
 Representative: Paul H. Raymer Co.

Personnel

President and Gen. Mgr.: W. P. Williamson, Jr.
 Station-Commercial Manager: J. L. Bowden
 Program Director: Gene Trace
 Production Manager: Karl Bates
 Publicity Director: Gilbert Simon
 Artists' Bureau Head: Edward Gouran
 Musical Director: Dwight Merriam
 Chief Engineer: B. T. Wilkins

W H I Z

ZANESVILLE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Southeastern Ohio Broadcasters,
 Inc.
 Operated By: Fort Industry Company
 Address: North Fifth St.
 Phone Number: 6000
 Transmitter Location: Newark Road
 Time on the Air: 7 a.m. to 12:05 p.m.; Sundays,
 8 a.m. to 10 p.m.
 News Service: AP
 Transcription Service: Standard Radio
 Representative: John Blair & Company

Personnel

President: Goerge Storer
 Managing Director: Allen L. Haid
 Production Manager: M. Weber
 Chief Announcer: Don Cogley
 Musical Director: Dudley Beck
 Chief Engineer: Wm. Hunt

OKLAHOMA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K A D A

ADA—EST. 1934

**THE BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Dr. C. C. Morris
 Address: N. Broadway
 Phone Number: 1212
 Time on the Air: 6:30 a.m. to 11 p.m.
 News Service: UP
 Representative: Radio Advertising Corp.

Personnel

Owner: Dr. C. C. Morris
 Manager: H. Weldon Stamps
 Sales Promotion Manager: William Weaver

Program Director: Lillard Hill
 Chief Engineer: William H. Lindsay

K V S O

ARDMORE—EST. 1935

**THE BLUE NETWORK
 KEYSTONE BROADCASTING SYSTEM
 OKLAHOMA NETWORK**

Frequency: 1240 Kc. Power: 250 d.; 100 n.
 Owned-Operated By: Ardmoreite Publish-
 ing Co.
 Business Address: Hotel Ardmore
 Phone Number: 3030
 Studio Address: Hotel Ardmore
 Transmitter Location: Chickasaw & North-
 west Blvd.

Time on the Air7 a.m. to 11:05 p.m.
 Newspaper Affiliation.....Daily Ardmoreite
 News Service AP
 RepresentativeRadio Advertising Corp.

Personnel

General Manager.....Albert Riesen
 Commercial Manager Hillis Bell
 Musical Director.....Dolly Dutton
 Chief Engineer.....George Milner

KWON

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Bartlesville Broadcasting Co.

Business Address ... Union Natl. Bank Bldg.
 Phone Number1400
 Studio Address.....Union National Bank Bldg.

Transmitter LocationDewey Road
 Time on the Air.....6:30 a.m. to 10:45 p.m.
 Transcription ServiceLang-Worth
 National Representative.....Burn-Smith

Personnel

Vice-President-General Manager. J. Fred Case
 Commercial Manager ... Clyde B. Worthington
 Program Director Jean Case
 Chief Announcer Henry Louis Heerman
 Musical Director Martha Boucher
 Chief Engineer Gil W. Ownby

KASA

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 KcPower 100 Watts
 Owned-Operated By.....E. M. Woody
 Address.....Casa Grande Hotel
 Phone Number.....730
 Transmitter Location.....Casa Grande Hotel
 Time on the Air: 6 a.m. to 2 p.m.; 5 p.m. to 9 p.m.; Saturday, 6 a.m. to 6 p.m.

News Service AP
 Transcription ServiceKeystone Broadcasting System

Personnel

President.....E. M. Woody
 Station Manager.....F. E. Mayhew
 Program Director-Chief Announcer Joe Fenter
 Chief Engineer Clive Lee Neel

KCRC

ENID—EST. 1926

THE BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By....Enid Radiophone Co.
 Business Address...Willow & Kennedy Sts.
 Phone Number447
 Transmitter Location.....Willow & Kennedy Sts.

Time on the Air: 6:30 a.m. to 11:05 p.m.; Sundays, 7 a.m. to 10:30 p.m.

Newspaper Affiliation...Enid Morning News; Enid Daily Eagle

News Service AP
 Transcription Service.....World Broadcasting System

RepresentativeRadio Advertising Corp.

Personnel

President.....M. C. Garber
 Station Manager.....Milton B. Garber
 Commercial Manager.....H. P. Hale
 Program DirectorMarjorie Christopher
 Production ManagerMabel Waken
 Chief EngineerPaul Snell

KSWO

LAWTON—EST. 1941

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By.....Carver & Ross Radio Broadcasters

Business Address.....Box 984
 Phone Number.....2370
 Studio Address17th & E. Lawton
 Transmitter Location.....17th & E. Lawton
 Time on the Air.....Daytime license
 Transcription Service.....Standard Radio

Personnel

PresidentDr. Willard Carver
 Station ManagerByrne Ross

KBIX

MUSKOGEE—EST. 1936

THE BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By:

Oklahoma Press Publishing Co.
 Business Address.....P. O. Box 1512
 Phone Number303
 Studio AddressBarnes Building
 Transmitter LocationBarnes Building
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....Muskogee Daily Phoenix & Times Democrat

News Service AP
 RepresentativeRadio Advertising Corp.

Personnel

Vice-PresidentTams Bixby, Jr.
 General ManagerJimmie Barry
 Program DirectorSally Miller
 Chief EngineerD. W. Hoisington

WNAD

NORMAN—EST. 1922

Frequency: 640 Kc.....Power: 1000 Watts
 Owned-Operated By..University of Oklahoma
 Business Address.....Faculty Exchange
 Phone Number900; Station No. 124
 Studio AddressUnion Bldg.

Transmitter Location.....Owen Stadium
 Time on the Air.....9 a.m. to local sunset

Personnel

Station DirectorVirginia Hawk
 Chief Announcer.....Dick Carter
 Musical Director.....Roger Goeb
 Technical Supervisor.....Clyde Farrar
 Chief Engineer.....Franklin W. Harris
 (Non-Commercial Station)

K O C Y

OKLAHOMA CITY—EST. 1923
 MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Plaza Court Broad-
 casting Co.

AddressPlaza Court
 Phone Number.....3-4333
 Transmitter Location.....Plaza Court
 Time on the Air.....Unlimited license
 Transcription Service.....Associated Music
 Publishers; Standard Radio; Lang-Worth;
 NBC Thesaurus

RepresentativeBurn-Smith Co.

Personnel

President.....John D. Thomas
 Manager.....M. H. Bonnebrake

K O M A

OKLAHOMA CITY—EST. 1932
 (as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
 OKLAHOMA METROPOLITAN LINE

Frequency: 1520 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOMA, Inc.

AddressBiltmore Hotel
 Phone Number2-3291
 Studio Address.....24th Floor, Biltmore Hotel
 Transmitter Location: 7½ miles north of Okla-
 homa City

Time on the Air: 5:55 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....Associated Music
 Publishers

Representative.....Free & Peters

Personnel

President.....J. T. Griffin
 Station Manager.....Kenyon Brown
 Production-Program Director...Paul Buening
 Accountant.....Mary Frances Kennedy
 Chief Engineer.....M. W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927
 BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By.....Oklahoma Broad-
 casting Company, Inc.

Business Address.....2004 Ramsey Tower
 Studio Address.....1800 West Main
 Phone Number.....3-8352
 Transmitter Location.....1800 West Main
 Time on the Air: 6:30 a.m. to 11:30 p.m.; Sun-
 days, 7 a.m. to 11:30 p.m.

News Service.....PA
 Transcription Service.....World Broadcasting
 System

Representative.....Radio Advertising Corp.

Personnel

President.....Harold V. Hough
 Station Manager.....Robert D. Enoch
 Commercial Manager.....Frank J. Lynch
 Sales Promotion Manager.....Harold Shreve
 Program Director.....Russell Miller
 Chief Engineer.....Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928
 NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc...Power: 5,000 d.; 1,000 n.
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.

Address.....Skirvin Tower Hotel
 Phone Number.....3-4306
 Transmitter Location.....Highway No. 66
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-
 days, 8 a.m. to 11:30 p.m.

Newspaper Affiliation.....Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man

News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 Station Manager.....Gayle V. Grubb
 Commercial Manager.....Ralph Miller
 Program Director.....John I. Prosser
 Continuity Director.....George Hamaker
 Director of Home Economics...Mrs. Mart Adams
 Director of Child Education...Edyth Wallace
 News Editor.....Frank McIntyre
 Traffic Manager.....Daryl McAllister
 Chief Engineer.....Herman Lovell

K H B G

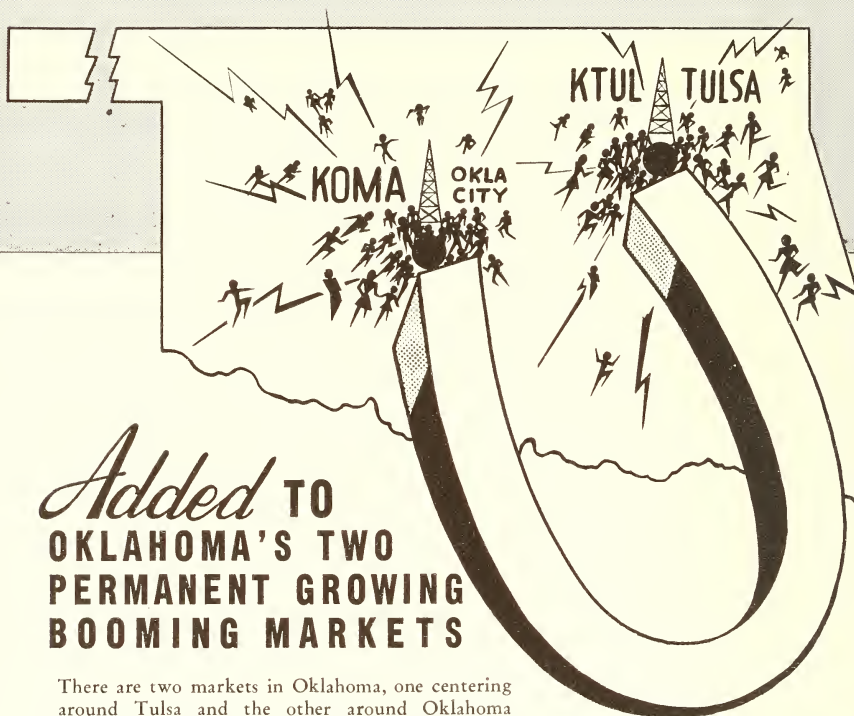
OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting
 Corp.

AddressMcCulloch Bldg.
 Phone Number.....3646
 Transmitter Location.....Okmulgee
 Time on the Air.....Unlimited license
 Transcription Service..Lang-Worth; Keystone

NEW WEALTH and NEW PEOPLE



Added TO
**OKLAHOMA'S TWO
 PERMANENT GROWING
 BOOMING MARKETS**

There are two markets in Oklahoma, one centering around Tulsa and the other around Oklahoma City. The KTUL and KOMA primary areas, covering these two markets, have over 85% of the retail sales of the state, according to Oklahoma Tax Commission figures. Retail sales in the two stations' primary areas are up an average of 36%. A total of \$604,710,000 in war projects contracts have been let in Oklahoma, giving a yearly additional payroll to the KTUL and KOMA primary areas of almost \$300,000,000. These two markets *are* Oklahoma and can be reached most thoroughly and economically by using KTUL and KOMA. More Wealth, More People, More Sales.

TULSA

**IT TAKES TWO STATIONS TO COVER
 OKLAHOMA'S TWO BOOMING MARKETS**

**OKLAHOMA
 CITY**

OKLAHOMA'S TWO COLUMBIA STATIONS

KTUL

FREE & PETERS, Inc.
 Representatives

KOMA

Both Stations

5000 Watts

Full Time

Personnel

President-Manager Pat Buford
 Sales Promotion-Publicity Director,
 Lucille Buford
 Commercial Manager..... Dan C. Kenan
 Program-Production Director Nova Clarke
 Chief Announcer..... A. C. Dowden
 Chief Engineer Chester Ludwick

W B B Z

PONCA CITY—EST. 1927

Frequency: 1230 Kc..... Power: 250 Watts
 Owned By..... C. L. Carrell Estate
 Operated By..... Adelaide Carrell, Executrix
 Address 615 West Grand Avenue
 Phone Number..... 2300
 Transmitter Location..... 615 Grand Avenue
 Time on the Air..... Unlimited license

Personnel

Managing Director A. L. Carrell

K G F F

SHAWNEE—EST. 1930

**BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... KGFF Broadcast-
 ing Co.
 Address..... Aldridge Hotel
 Phone Number..... 4390
 Transmitter Location..... Shawnee Country
 Club

Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 Newspaper Affiliation..... Shawnee Morning
 News; Shawnee Evening Star
 News Service AP
 Representative Radio Advertising Corp.

Personnel

President..... Oscar Stauffer
 Secretary-Treasurer Maxine Eddy
 General Manager..... Joseph W. Lee
 Commercial Manager..... Leroy W. Moses
 Production Manager-Chief
 Announcer Roy Joe Bowman
 Publicity Director Hazel Lee Guttery
 Chief Engineer S. Ricciotti

K O M E

TULSA—EST. 1938

**BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK**

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Oil Capital Sales Corp.
 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 Radio
 National Representative,
 Radio Advertising Corp.

Personnel

President Harry Schwartz
 General Manager Harold Grimes
 Commercial Manager B. M. Grotkop
 Sales Promotion Manager..... M. B. Battley
 Program Director James Neal
 Continuity Director Lucille Burns
 News Editor James Neal
 Traffic Manager Virginia Maxwell
 Musical Director Paula Lain Haas
 Chief Engineer Bob Elmore

K T U L

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tulsa Broadcasting
 Company, Inc.
 Address National Bank of Tulsa Bldg.
 Phone Number 2-3191
 Studio Address..... National Bank of Tulsa Bldg.
 Transmitter Location..... Turley, Okla.
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-
 days, 7 a.m. to 11 p.m.

News Service UP
 Transcription Service ... World Broadcasting;
 Langworth
 Representative Free & Peters

Personnel

President..... J. T. Griffin
 General Manager..... John Esau
 Sales Manager..... R. P. Akin
 Program Director..... Eddie McKeen
 Publicity Director..... Jack Hoffman
 Continuity Chief Bernice Ash
 Bookkeeper Edythe Alexander
 Chief Announcer Joe Pierson
 Musical Director Lillian Smithline
 Chief Engineer Robert Snider

K V O O

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc. Power: 50000 d.; 25000 n.
 (C. P. 50000)
 Owned-Operated By..... Southwestern Sales
 Corporation
 Address Philtower Bldg.
 Phone Number 2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66

Time on the Air: 5:55 a.m. to 11:30 p.m.; Sat-
 urday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m.
 to 11:30 p.m.
 News Service INS; AP
 Transcription Service..... Standard Radio;
 Lang-Worth
 Representative..... Edward Petry & Co.

Personnel

President P. Q. Proctor
 Vice President-General
 Manager.....William B. Way
 Commercial Manager.....Gustav Brandborg

Publicity-Sales Promotion Manager,
 Manton Marrs
 Program DirectorAllen Page
 Chief AnnouncerBud Jackson
 Musical Director.....Joe O'Neill
 Chief Engineer.....L. W. Stinson

OREGON

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

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 Number870
 Studio Addresses 15th and Elm; Hotel Benton,
 Corvallis; KWIL Building, Lebanon
 Transmitter Location.....15th and Elm Streets
 Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to midnight
 Newspaper Affiliation.....Albany Democrat
 Herald
 News ServiceUP
 Transcription ServiceStandard Radio
 RepresentativeJohn Keating

Personnel

President.....W. L. Jackson
 Secretary-Treasurer.....R. R. Cronise
 Station Manager.....Chet Wheeler
 Commercial Manager.....Hal Byer
 Publicity DirectorHerbert Davidson
 Program-Production Director...Bob Reinholdt
 Chief AnnouncerDon Johnston
 Corvallis Studio ManagerWarren Stoffer
 Musical Directors.....Betty Lou Wilbanks,
 Joyce Den Harder

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Astoria Broadcasting
 Company
 Address.....1006 Taylor Avenue
 Phone Number95
 Transmitter Location.....1006 Taylor Avenue
 Time on the Air.....7 a.m. to 11 p.m.

Newspaper Affiliation.....Astorian-Budget
 News ServiceUP
 Transcription Service.....Standard Radio

Personnel

President.....M. R. Chessman
 Station Manager.....James C. Wallace
 Program DirectorMary Juhlin
 Chief Engineer.....Raymond Williams

KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Baker Broadcasting Co.
 Address.....1st and Court Streets
 Phone Number140
 Transmitter LocationBaker
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor.
 RepresentativeHomer Owen Griffith

Personnel

President-Station Manager...Glenn McCormick
 Commercial Manager.....Ken Holden
 Program DirectorKenneth Lockwood
 Chief AnnouncerLou McCormick
 Chief Engineer.....Sidney Williams

KBND

BEND—EST. 1938

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The Bend Bulletin
 Address.....1121 Wall St.
 Phone Number848
 Transmission Location.....1121 Wall St.
 Time on the Air.....7 a.m. to 10 p.m.
 Newspaper Affiliation.....Bend Bulletin
 News ServiceUP
 Transcription Services.....Standard Radio;
 C. P. MacGregor; Keystone Broadcasting
 System

Personnel

Station Manager.....Frank H. Loggan
 Commercial Manager.....John G. Jones
 Chief Technician.....Robert Dickinson

K O A C

CORVALLIS—EST. 1925

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
 Owned by.....State of Oregon
 Operated By..Oregon State System of Higher Education

Address.....Corvallis, Oregon
 Phone Number.....526
 Studio Addresses.....Corvallis; Eugene
 Transmitter Location.....Granger, Corvallis
 Time on the Air.....6 a.m. to midnight
 News Service.....UP

Personnel

Acting Manager.....Dr. V. V. Caldwell
 Program Director.....Allen Miller
 Chief Announcer.....James Morris
 Director of Women's

Programs.....Zelta Rodenwald
 Chief Engineer.....Grant S. Feikert
 (Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

Frequency: 1230 Kc...Power: 250 d.; 100 n.
 Owned-Operated By....Western Radio Corp.
 Address.....Scenic Drive
 Transmitter Location.....The Dalles
 Time on the Air.....Unlimited license
 Transcription Service.....C. P. MacGregor
 News Service.....UP

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial and Sales Promotion Manager,
 Glenn Howell
 Program Director.....Don Jones

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By..Frank L. Hill and C. G. Phillips
 d/b Eugene Broadcast Station

Operated By.....Frank L. Hill
 Address.....Route 3
 Phone Number.....3
 Transmitter Location.....Route 3
 Time on the Air: 6 a.m. to midnight; Sunday,
 8 a.m. to midnight

News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....John Blair & Co.

Personnel

Owner.....Frank L. Hill

General Manager.....L. W. Trommlitz
 Publicity Director.....Lytle Young
 Chief Engineer.....Harold Gander

K U I N

GRANTS PASS—EST. 1939

DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Southern Oregon Broad-
 casting System

Business Address.....P. O. Box 148
 Phone Number.....192
 Studio Address..Redwood Highway & Pacific
 Highway
 Transmitter Location...Redwood Highway &
 Pacific Highway

Time on the Air.....7 a.m. to 10 p.m.
 Transcription Services..World Broadcasting
 System

Representative.....John Blair & Co.

Personnel

President.....A. E. Voorhies
 Station Manager.....Ralph E. Smith
 Program Director.....E. A. Malone
 Commercial Manager.....L. L. King
 Chief Engineer.....Edward A. Malone

K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Ben E. Stone
 Address.....Old Oregon Trail
 Phone Number.....220

Transmitter Location.....Old Oregon Trail
 Time on the Air:.....7 a.m. to 9:30 p.m.
 News Service.....UP

Transcription Service.....Standard Radio;
 Keystone; Lang-Worth

Personnel

Owner-General Manager.....Ben E. Stone
 Commercial Manager.....Clara Moss
 Sales Production Manager..Mark F. DeLauncy
 Program Director.....Jayne Moss
 Chief Engineer.....Lee Ready

K F J I

KLAMATH FALLS—EST. 1928

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....KFJI Broadcasters,
 Inc.

Address.....Willard Hotel Bldg.
 Phone Number.....2125
 Transmitter Location.....Klamath Falls
 Time on the Air.....Unlimited license
 Transcription Service.....World Broadcasting
 System

Representative.....W. S. Grant Co.

Personnel

President J. A. Kincaid
 Station & Commercial Manager.. Geo. Kincaid

K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By Koons, Inc.
 Address.....505 Hall Building
 Phone Number..... 432
 Transmitter Location.....Hall Building
 Time on the Air ... 6:45 a.m. to 10:05 p.m.
 News Service UP
 Transcription Service Long-Worth
 Representative Burn-Smith Co.

Personnel

President.....Sheldon F. Sackett
 General Manager.....Ben E. Stone
 Sales Promotion ManagerMark DeLaunay
 Program Director Sara Spaug
 Publicity Director-Office Manager,
 Lucy Johnson
 Chief Announcer and Engineer,
 Roger L. Spaug

K M E D

MEDFORD—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Mrs. W. J. Virgin
 AddressBox 1396
 Phone Number4000
 Studio AddressRoss Lane
 Transmitter LocationRoss Lane
 Time on the AirUnlimited license
 News ServiceUP
 Transcription ServiceNBC Thesaurus

Personnel

OwnerMrs. W. J. Virgin
 Station ManagerLee Bishop
 Sales Promotion Manager.....Art Adler
 Program DirectorGladys LaMarr
 Chief EngineerDave Rees

K W R C

PENDLETON—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.... Western Radio Corp.
 Address.....S. W. 6th St.
 Phone Number..... 1425
 Transmitter Location.....S. W. 6th St.
 Time on the Air: 7 a.m. to 10:15 p.m.; Sunday,
 9 a.m. to 9 p.m.
 News Service UP
 Transcription ServiceLang-Worh
 RepresentativeJohn Keating

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial Manager.....Henry M. Hogue
 Program DirectorPaul E. Welden

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By.....KALE, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 3333
 Studio Address.....New Heathman Hotel
 Building
 Transmitter Location...Head of Barnes Road
 Time on the Air.....6:45 a.m. to 12 midnight
 News ServiceINS; UP
 Transcription Service..World Program Library;
 Associated Music Publishers
 Representative.....Free & Peters, Inc.

Personnel

PresidentC. W. Myers
 Commercial Manager.....Ted Kooreman
 Director of Commercial Relations,
 Harry H. Buckendahl
 Advertising Manager.....Charles Couche
 Program Director.....H. M. Swartwood, Jr.
 Production Manager.....Ted W. Cooke
 Publicity Director.....Enoch Squires
 Chief AnnouncerBob Colvig
 Musical Director.....Joseph Sampietro
 Chief Engineer.....Louis Bookwalter

K B P S

PORTLAND—EST. 1923

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....School District
 No. 1
 Business Address.....Benson Polytechnic
 School
 Phone NumberLa 4195
 Transmitter Location.....Benson Polytechnic
 School
 Time on the Air.....Shares time

Personnel

Agent.....R. T. Stephens
 (Non-Commercial Station)

K E X

PORTLAND—EST. 1926

**BLUE NETWORK
 NORTHWEST TRIANGLE**

Frequency: 1190 Kc.....Power: 5,000 Watts
 Owned-Operated By...The Oregonian Pub-
 lishing Company
 Business Address.....537 S. W. Sixth
 Avenue
 Phone Number.....ATwater 2121

Studio Address.....801 Oregonian Bldg.
 Transmitter Location...North Portland, Oregon
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Langworth
 Representative.....Paul H. Raymer Co.

Personnel

President.....Caroline P. Leadbetter
 Station Manager.....Arden X. Pangborn
 Assistant Manager.....H. Quenton Cox
 Commercial Manager.....Norman J. Sugg
 Traffic Manager.....Mildred Lester
 Sales Promotion Manager..Jack Eichenberger
 Program Director.....Homer Welch
 Production Manager.....Gordon Bambrick
 Director of Women's
 Activities.....Peggy Williams
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Herbert Johnston
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold Singleton

K G W

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.
 NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By....The Oregonian Pub-
 lishing Company
 Business Address.....537 S. W. Sixth Ave.
 Phone Number.....ATwater 2121
 Studio Address.....801 Oregonian Bldg.
 Transmitter Location....North Portland, Ore.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 Transcription Service.....Langworth; NBC
 Thesaurus
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Caroline P. Leadbetter
 Station Manager.....Arden X. Pangborn
 Assistant Manager.....H. Quenton Cox
 Sales Manager.....Norman J. Sugg
 Traffic Manager.....Mildred Lester
 Sales Promotion Manager..Jack Eichenberger
 Program Director.....Homer Welch
 Production Manager.....Gordon Bambrick
 Director of Women's Activities,
 Peggy Williams
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Herbert Johnston
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold Singleton

K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOIN, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 7209
 Studio Address....New Heathman Hotel Bldg.
 Transmitter Location...Head of Barnes Road
 Time on the Air.....24 hours daily
 News Services.....INS; UP
 Transcription Services..World Program Library;
 Associated Music Service
 Representative.....Free & Peters, Inc.

Personnel

President-Station Manager.....C. W. Myers
 Manager.....Harry H. Buckendahl
 Advertising-Sales Promotion Manager,
 Charles E. Couche
 Program Director.....H. M. Swartwood, Jr.
 Production Manager.....Ted W. Cooke
 Chief Announcer.....Bob Colvig
 Publicity Director.....Enoch Squires
 Musical Director.....Joseph Sampietro
 Technical Director.....Louis Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
 Owned By.....KWJJ Broadcast
 Co., Inc.
 Operated By.....Wilbur J. Jerman,
 John Egan
 Address.....622 S. W. Salmon Street
 Phone Number.....Atwater 4393
 Transmitter Location....Oaks Park, Portland
 Time on the Air: 6 a.m. to 1 a.m.; Saturdays,
 6 am. to 2 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 National Representative.....Burn-Smith Co.

Personnel

President.....Wilbur J. Jerman
 Station Manager.....John C. Egan
 Sales Manager.....L. D. Henderson
 Program-Production Manager.....Art Morey
 Musical Director.....Althee Renwick

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

MASON-DIXON RADIO GROUP

SEVEN STATIONS
WHICH ASSURE YOU

HIGH SALES VALUE

AT LOW COST



WDEL
Wilmington, Del.
WORK
York, Pa.
WGAL
Lancaster, Pa.
WKBO
Harrisburg, Pa.
WAZL
Hazleton, Pa.
WEST
Easton, Pa.
WILM
Wilmington, Del.

THIS group of seven stations, each with its own strong local influence, covers the rich, diversified Eastern Pennsylvania-Delaware trade area and carries your sales message to more homes per dollar. For information write to the main office or the national representative.



Main Offices—8 West King Street, Lancaster, Penna.
National Representative: PAUL H. RAYMER CO.
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

• • • OREGON - PENNSYLVANIA • • •

News Service UP
Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio
Representative..... Joseph Hershey McGillvra

Personnel

President Frances R. Symons
Production Manager..... Dennis Howard
War Program Director..... George Heimrich
Publicity Director..... Rudy Lachenmeier
Chief Announcer..... Howard Starr
Commercial Manager..... H. S. Jacobson
Program Director Fred Eichhorn
Station Manager..... H. W. Wilson
Chief Engineer..... Lew Ballanger

K R N R

ROSEBURG—EST. 1935
MUTUAL—DON LEE

Frequency: 1490 Kc... Power: 250 d.; 100 n.
Owned-Operated By... News-Review Company
Business Address Roseburg
Phone Number 4
Transmitter Location Umpqua Hotel
Time on the Air: 6:45 a.m. to 10 p.m.; Sundays,
8 a.m. to 9:45 p.m.
Newspaper Affiliation.. Roseburg News-Review
News Service AP
Transcription Service..... Standard Radio
Representative John Keating

Personnel

President..... Harris Ellsworth
General Manager..... M. H. Pengra
Program-Musical Director..... Gilbert Walters
War Program Director..... Faith Young
Chief Announcer..... Robert Bruce
Chief Engineer..... Henry Chandler, Jr.

K S L M

SALEM—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc..... Power: 1000 Watts
Owned By..... Oregon Radio, Inc.
Operated By..... H. B. Read
Business Address..... 633 N. Front St.
Phone Number..... 6131
Transmitter Location..... 633 N. Front St.
Time on the Air..... 6:30 a.m. to 11:30 p.m.
News Service UP
Transcription Service..... Langworth; C. P. MacGregor; Keystone
Representative John Keating

Personnel

President-General Manager H. B. Read
Commercial-Sales Promotion
Manager Earle W. Headrick
Program Director-Chief
Announcer Bill Talbot
Production Manager..... Otto Miller
Chief Engineer..... Clyde Carlton

PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W C B A - W S A N

ALLENTOWN—EST. 1923

BLUE NETWORK—NBC
QUAKER NETWORK

Frequency: 1470 Kc..... Power: 500 Watts
Owned-Operated By..... Lehigh Valley
Broadcasting Co.
Address 39-41 N. Tenth St.
Phone Number 9511
Transmitter Location Route No. 1
Time on the Air..... 7:30 a.m. to midnight
Newspaper Affiliation..... Allentown Call
Publishing Co.
News Service..... PA; UP
Transcription Services..... World Broadcasting
System
New York Sales Office... 9 Rockefeller Plaza

Personnel

President..... J. C. Shumberger, Sr.
Vice President-Managing
Director..... B. Bryan Musselman
Program Director..... George Y. Snyder

W F B G

ALTOONA—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc..... Power: 250 Watts
Owned By The William F. Gable Co.
Operated By: The Gable Broadcasting Com-
pany (Lessee)
Address 1320-32 11th Avenue
Phone Number..... 6467
Transmitter Location..... 1320-32 11th Ave.,
Altoona, Pa.
Time on the Air..... 7:30 a.m. to 11:15 p.m.
News Service INS
Transcription Service..... World Broadcast-
ing System; Langworth
Representative Headley-Reed Co.

Personnel

President George P. Gable
Managing Director..... Roy Thompson
Chief Engineer..... George Burgoon

W I S R

BUTLER—EST. 1941

Frequency: 680 Kc. Power: 250 Watts
 Owned By Butler Broadcasting Co.
 Operated By David H. Rosenblum
 Address 357 N. Main St.
 Phone Number 4701
 Transmitter Location 357 No. Main St.
 Time on the Air 6:55 a.m. to 6 p.m.
 News Service AP
 Transcription Service World Broadcasting Service

Personnel

President-Station Manager, David H. Rosenblum
 Commercial-Sales Promotion Manager Leon Bernard
 Program-Musical Director Everett H. Neill
 Publicity Director Bon L. Kellman
 Chief Announcer Kieran Balfe
 Chief Engineer Paul Rex

W C E D

DU BOIS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Tri-County Broadcasting Co., Inc.

Address 80 Park Place
 Phone Number 1700
 Transmitter Location 80 Park Place
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.
 Newspaper Affiliation DuBois Courier Express
 News Service UP
 Transcription Service Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President H. T. Gray
 Station-Commercial Manager J. S. Gray
 Production Manager Pres Roper
 Program Director Les Ryder
 Acting Chief Engineer Vernon Stahl

W E S T

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Associated Broadcasters, Inc.
 Address 516 Northampton St.
 Phone Number 8001
 Transmitter Location Williams Township
 Time on the Air 7 a.m. to midnight
 News Service UP

W E R C

"Erie's Radio Center"

. . . . now offers a 2.2% listener bonus.

A major Metropolitan District with a population of 180,889 in 1940 as determined by the United States Bureau of Census, Erie has increased in population because of the booming war industries, by 2.2% as estimated by the Office of Price Administration in April 1943, see Page 283.

FOR RESULTS: The Best and Most Economical Way To Sell Erie and Its Bonus Market Is Through The Station Which Serves It Best.

W E R C

CBS AFFILIATE

ERIE, PENNA.

National Representative . . . Spot Sales, Inc.

Transcription ServiceNBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCullough
 Station Manager Elwood C. Anderson
 Sales Director J. Robert Gulick
 Sales Promotion Manager Ray Walton
 Program Manager Eugene Bethman
 War Program Director Henry Austin
 Chief Engineer J. E. Mathiot

W E R C

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By ... Presque Isle Broad-
 casting Co.

Address 121 West 10th St.
 Phone Number 47-490
 Transmitter Location 121 West 10th St.
 Time on the Air 6:52 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Associated Music;
 Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President Jacob A. Young
 General Manager C. E. Denny
 Commercial Manager Ed Pearson
 Program Director J. J. Young
 Chief Announcer Art Ingram
 Chief Engineer Charles Jenks

W L E U

ERIE—EST. 1935

NBC-MUTUAL
 BLUE NETWORK
 PENNSYLVANIA NETWORK
 QUAKER NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WLEU Broadcasting
 Corporation

Address Commerce Building, 12th and
 State Streets
 Phone Numbers 23-327 or 22-129
 Transmitter Location Commerce Bldg.
 Time on the Air 7 a.m. to midnight
 News Service Transradio
 Transcription Service World Broad-
 casting System; NBC Thesaurus

Personnel

President Leo J. Omellan
 General Manager V. Hamilton Weir
 Program Director Thomas Fleming
 Publicity Director Stan Rodgers
 Musical Director Anthony Conti
 Continuity Writer C. Detzel
 Woman Activities Director Joan Clark
 Chief Engineer Clarence Baker

W H J B

GREENSBURG—EST. 1935

Frequency: 620 Kc. Power: 250 Watts
 Owned-Operated By Pittsburgh Radio
 Supply House

Address Penn Albert Hotel
 Phone Number Greensbrug 3740
 Transmitter Location Penn Albert Hotel
 Time on the Air 7 a.m. to sunset
 News Service Transradio
 Transcription Service Lang-Worth

Personnel

President H. J. Brennen
 Station Manager George J. Podeyn
 Commercial Manager Robert Thompson
 Program Director Howard Hoffman
 Production Manager Howard Lewis
 Farm Director Bill Close

W S A J

GROVE CITY—EST. 1922

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Grove City College
 Address Hall of Science

Phone Number 168-J
 Transmitter Location Hall of Science
 Time on the Air: 7:15 to 8:45 p.m. (Tuesdays
 & Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel

President W. C. Kettler
 Station Manager-Chief
 Engineer H. W. Harmon
 Program-Publicity Director R. G. Walters
 Chief Announcer W. E. Weidler, Jr.
 Musical Director Prof. Stanley Seiple
 (Non-Commercial Station)

W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By WHP, Inc.
 Address Telegraph Building, 216 Locust St.

Phone Number 4-3211
 Transmitter Location Harrisburg-Hershey
 Highway (4 miles from Harrisburg (Swatara
 Township)

Time on the Air 19 hours daily;
 Sundays, 17 hours

Newspaper Affiliation Harrisburg Telegraph
 News Service UP
 Transcription Service Standard Radio; Lang-
 Worth

Representative John Blair & Company

Personnel

Station Manager A. K. Redmond
 Program-Publicity Director Dick Redmond

Local Sales Representative...R. A. Maxwell
Office SupervisorBeatrice Potteiger
Musical Director.....David Shoop
Chief Engineer.....R. S. Duncan

W K B O

HARRISBURG—EST. 1921

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
MASON-DIXON GROUP

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By...Keystone Broadcast-
ing Corp.

Address31 North Second St.
Phone Number.....4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....7 a.m. to 1 a.m.
News ServiceUP
Transcription ServiceWorld Broadcasting
System

RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station Manager.....C. G. Moss
Sales Director.....J. Robert Gulick
Sales Promotion Manager...George O. Smith
Program DirectorLewis Munnell
Publicity Director.....Kaye Witmer
Chief Engineer.....J. E. Mathiot

W A Z L

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Broadcast-
ing Service

AddressHazleton National Bank Bldg.
Phone Number1488
Transmitter LocationHazleton National
Bank Bldg.

Time on the Air: 7 a.m. to midnight; Sundays,
8 a.m. to midnight

News ServiceUP
Transcription Service.....NBC Thesaurus
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager.....V. C. Diehm
Sales Director.....J. Robert Gulick
Program ManagerWilliam Erdossy
Publicity-Production Director...Thomas Tito
Chief AnnouncerJames Peiser
Artists Bureau.....Kathryn Kahler
Musical Director.....John Stanzola
Chief Engineer.....J. E. Mathiot

W J A C

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Incorporated
AddressTribune Annex
Phone Number24-361
Transmitter Location.....Tribune Building
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sun-
days, 8:30 a.m. to 11:30 p.m.

Newspaper Affiliation.....Johnstown Tribune
News ServiceUP
Transcription ServiceNBC Thesaurus;
Lang-Worth

RepresentativeHeadley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
Commercial Manager-Program
DirectorJ. P. Foster
Chief Engineer.....Nevin Straub

W G A L

LANCASTER—EST. 1922

BLUE NETWORK—MBS-NBC

MASON-DIXON GROUP

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated ByWGAL, Inc.
Business Address8 West King St.
Phone Number5259
Transmitter Location.....8 West King St.
Time on the Air.....7 a.m. to 1 a.m.
News ServiceUP
Transcription ServiceNBC Thesaurus
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Walter Miller
Sales Director.....J. Robert Gulick
Sales Promotion Manager...Terrence McGough
Program Manager.....Ernest Stanzola
Production ManagerPaul Rodenhauser
Chief Engineer.....J. E. Mathiot

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Lewistown Broadcasting
Co.

Business AddressHotel Coleman
Phone Number757
Studio AddressHotel Coleman
Transmitter Location.....Lewistown Heights
Time on the Air: 7:30 a.m. to 11:15 p.m.;
Sundays, 8 a.m. to 10:30 p.m.

News ServiceUP
Transcription Service...Keystone Broadcasting
System

RepresentativeBurn-Smith Co.

Personnel

Vice-President J. S. Woods
 Station-Sales Promotion
 Manager Joseph M. Nassau
 Program Director Rita McCoy
 Production Manager Joseph W. Smiley
 Publicity Director James S. Woods
 Chief Announcer Smiley Rittenhouse
 Artists Bureau Mary McCoy
 Chief Engineer Bernard H. Bopp

WKST

NEW CASTLE—EST. 1938

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By WKST, Inc.
 Business Address Cathedral Bldg.
 Phone Number 5050-5051
 Studio Address Cathedral Bldg., New Castle
 Transmitter Location Old Pittsburgh Road
 Time on the Air 7 a.m. to 12 midnight
 News Service AP
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative Spot Sales, Inc.

Personnel

President S. W. Townsend
 Station Manager A. W. Graham
 Commercial Manager Arthur Pryor
 Program Director Ray Edwards
 Publicity Director Ray Wallace
 Chief Engineer Robert Emch

WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. Power: 250 Watts
 Owned-Operated By Allegheny-Kiski
 Broadcasting Co.
 Address 810 Fifth Avenue
 Phone Number New Kensington 3534
 Transmitter Location East Deer Township, Al-
 legheny County, Pa.
 Time on the Air 7 a.m. to local sunset
 News Service UP
 Transcription Service Lang-Worth; C. P.
 MacGregor
 Representative Cox & Tanz

Personnel

Station Manager Edward J. Kroen
 Program Director Harold Terkell
 Production Manager Thomas L. Aye, Jr.
 Chief Announcer Ray Scott

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. Power: 50000 Watts
 Owned-Operated By Westinghouse Radio
 Stations, Inc.
 Address 1619 Walnut Street

Phone Number LOcust 3760
 Transmitter Location Whitemarsh, Pa.
 Time on the Air: 24 hours daily Mon., Tues.,
 Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri.,
 Sun.

News Service AP; UP; Reuters
 Transcription Service Standard Radio
 Representative National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.

Chairman A. W. Robertson
 President George H. Bucher
 Vice-President Walter Evans
 General Manager Lee B. Wailes
 Acting Technical Director Dwight A. Meyer
 Sales-Sales Promotion Manager,
 William E. Jackson

Auditor Frank A. Logue
 Program Supervisor Gordon Hawkins

KYW PERSONNEL

President Lee B. Wailes
 Station Manager Leslie Joy
 Program Manager James P. Begley
 Sales Manager B. A. McDonald
 Sales Promotion Manager Harold M. Coulter
 Production Managers James Harvey,
 Donn Bennett
 Publicity Director J. A. Aull
 Musical Director Clarence Fuhrman
 Chief Engineer Ernest Gager

TELESCRIPTS

... ORIGINATED BY

PA

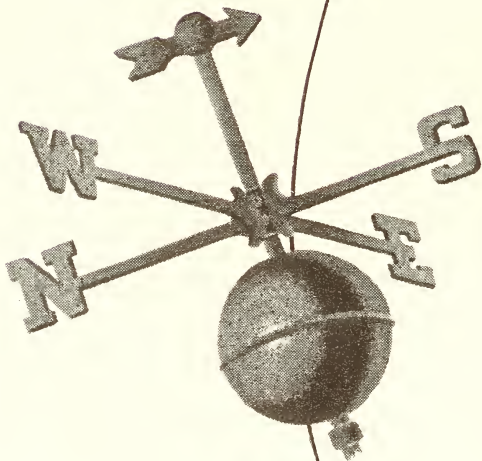
*are complete scripts, cued for
 music or sound effects, and
 moved on the special*

AP *Radio News Wire.*

WIDELY SPONSORED FROM
 COAST TO COAST

WCAU

PHILADELPHIA



50,000 Watts in all directions

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc. Power: 50000 Watts

Owned-Operated By: WCAU Broadcasting Company

Address: 1622 Chestnut Street

Phone Number: Locust 7700

Transmitter Location: Moorestown Township, New Jersey

Time on the Air: 5 a.m. to 1 a.m.

News Service: AP; Transradio

Transcription Service: World Broadcasting System; Associated Music Publishers

Representative: Bertha Bannan (Boston);

Virgil Reiter & Co. (Chicago); Paul H. Raymer Co. (Pacific Coast)

Personnel

President and Station

Manager: Dr. Leon Levy

Assistant Director: Harry B. Watton

Commercial Manager: Alex Rosenman

Sales Promotion Manager: T. I. Oberfelder

Director of Programs: Stan Lee Broza

Production Manager: Horace Feyhl

Publicity Director: H. T. Murdock

Director of W69H: H. B. Watton

Program Director of W69H: Norris West

Musical Director: Johnny Warrington

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: WDAS Broadcasting Station, Inc.

Address: 1211 Chestnut Street

Phone Numbers: Locust 7400; Race 7474

Transmitter Location: Woodside Park

Time on the Air: 7 a.m. to 12 midnight

News Service: INS

Transcription Service: Lang-Worth

Personnel

President: Alexander W. Dannenbaum

Vice-President-General Manager: P. J. Stanton

Secretary-Treasurer: A. W. Dannenbaum, Jr.

Commercial Manager: Charles Stahl

Program Director: Harold Davis

Production Manager: Gene Edwards

Publicity Director-Chief

Announcer: Jerry Stone

News Editor: Bob Benson

Foreign Language Director: Nathan Fleisher

Musical Director: Joseph Schribeman

Chief Engineer: Frank Unterberger

AP

THRU

PA

For Results

in the
**PHILADELPHIA
 MARKET**
 it's
WDAS

Philadelphia's
 only full-time
 independent station

**NEWS
 EVERY HOUR
 ON THE
 HOUR**



JUDGE US BY THE COMPANIES WE "KEEP"

We have an Honor Roll here at WFIL—a record of outstanding "attendance." Were we to call the Roll, you'd hear a dazzling succession of the nation's leading advertisers.

223 spot advertisers used WFIL during 1942, of which 94 have been on WFIL for two or more consecutive years. Here is the actual record:

Eight years	2	Five years	4
Seven years	4	Four years	10
Six years	6	Three years	28
Two years	40		

But don't misunderstand. We're not living in the past. In 1942 alone, 76 NEW advertisers joined the WFIL Honor Roll.

We invite you to judge us not only by the accounts we SELL—but KEEP.



WFIL

Philadelphia's BLUE NETWORK Station
Represented by The Katz Agency, Inc.

W F I L

PHILADELPHIA—EST. 1934

BLUE NETWORK

QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....WFIL Broadcasting Company

AddressWidener Building
Phone NumberRittenhouse 6900
Transmitter Location.....63rd St. & Passyunk
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News ServiceINS
Transcription Service.....Associated Music Publishers
RepresentativeThe Katz Agency, Inc.

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger W. Clipp
Sales Manager.....John E. Surrick
Business Manager.....William B. Caskey
Program Director.....Edward C. Obrist
Production Manager.....Donald Martin
Public Relations Director.....Jack Steck
Musical Director.....Norman Black
Acting Chief Engineer.....Louis E. Littlejohn

W H A T

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Independence Broadcasting Company, Inc.

Address...539 Ledger Bldg., 6th and Chestnut Streets

Phone NumberLombard 2390
Transmitter Location....Hotel Philadelphian, 40th and Chestnut Sts.

Time on the Air.....42 hours weekly (shares with WTEL)

Newspaper Affiliation ...Philadelphia Record
News ServiceAP

Personnel

President.....J. David Stern
General Manager.....Milton Laughlin

W I B G

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
Owned-Operated By.....Seaboard Radio Broadcasting Corporation

Business Address.....1423-25 Walnut Street
Phone NumberRittenhouse 2300

Transmitter Location.....Conshohocken, Pa.
Time on the Air.....6 a.m. to 2 p.m.

AP

NEWS FOR RADIO

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

HIT 'EM WHERE THEY ARE!



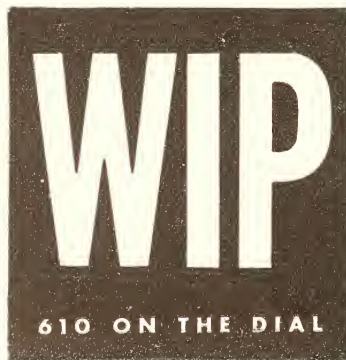
Aim your message at the huge concentration of **war workers** in the Philadelphia area.

Long the **third largest market** in the country, war-time Philadelphia with its expanded industries is now a far richer market than ever before.

Here is a **buying public** you can't ignore

...reach them through

"PHILADELPHIA'S PIONEER VOICE"



5,000 Watts 24 Hours a Day

Complete Coverage of Philadelphia
and Metropolitan Area

Mutual Broadcasting System

News Service AP; UP
 National Representative Spot Sales

Personnel

President Paul F. Harron
 General Manager Edward D. Clery
 Sales Promotion-Production
 Manager Rupe Werling
 Program-Musical Director Douglas Arthur
 Chief Engineer John H. Henninger

WIP

PHILADELPHIA—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By Pennsylvania Broad-
 casting Company

Address 35 South 9th Street
 Phone Number WALnut 6800
 Transmitter Location Bellmawr, N. J.
 Time on the Air 24 hours daily
 News Service AP; UP
 Transcription Service World Broadcasting
 System

Personnel

President & Station
 Manager Benedict Gimbel, Jr.
 V-P in Charge of Sales Edward A. Davies
 Program Director Edward Wallis
 Assistant Program Manager
 Publicity Sam Serota
 Production Manager Varner Paulsen
 Night Manager Howard Brown
 Musical Director Joe Frassetto
 Technical Supervisor Clifford C. Harris

WPEN

PHILADELPHIA—EST. 1929

ATLANTIC COAST NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned By William Penn Broad-
 casting Co.

Operated By Arde Bulova
 Address 501 Madison Ave., New York
 Phone Number Plaza 3-1535
 Studio Address 1528 Walnut St.
 Transmitter Location Columbia Ave. & Race St.
 Time on the Air 6:45 a.m. to 12 midnight
 News Service Transradio
 Transcription Service Lang-Worth
 National Representatives Homer Griffith;
 Dana Baird

Personnel

Owner Arde Bulova
 General Manager Arthur Simon
 Publicity Director Gil Babbitt
 Program Director Lewis L. London
 Musical Director Joseph Franzoza
 Chief Engineer Charles Burtis

(See Page 548)

WTEL

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Foulkrod Radio Eng.
 Co., Inc.

Address 4312-14 N. Broad St.
 Phone Numbers: Gladstone 1310; Davenport
 4310; North 1031

Transmitter Location "H" St. and Wyoming
 Ave.

Time on the Air Shares with WHAT and
 WCAM

Transcription Service Lang-Worth

Personnel

President Doug. Hibbs
 General Manager Henry N. Cocker
 Chief Engineer Gray D. MacLaughlin, Jr.

KDKA

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc. Power 50000 Watts
 Owned-Operated By Westinghouse Radio
 Stations, Inc.

Business Address 1619 Walnut St., Phila-
 delphia, Pa.

Studio Address Grant Building
 Phone Number Grant 4200

Transmitter Location Allison Park, Hampton
 Township, Pa.

Time on the Air: 24 hours daily; signoff 1 a.m.
 Fri. and Sat.

News Service AP; UP; Reuters
 Transcription Service NBC Thesaurus

National Sales Office Address 1619 Walnut
 Street, Philadelphia, Pa.

Representative National Broadcasting Co.

Personnel

President G. H. Bucher
 General Manager James B. Rock
 Commercial Manager J. S. de Russy
 Sales Promotion Manager W. B. McGill
 Program Director Robert E. White
 War Program Director Victoria Corey
 Production Manager Robert Shield
 Publicity Director James Murray
 Office Manager Robert E. Pusey
 Continuity Supervisor Dale Jackson
 Agricultural Director Homer A. Martz
 Chief Announcer Wilbur C. Sutherland
 Traffic Manager G. Dare Fleck
 Musical Directors Bernie Armstrong,
 Aneurin Bodycombe
 Acting Chief Engineer Ted Kenny

KQV

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc. Power: 1000 Watts

Philadelphia

in

'43

Continues to Be
**America's Number 1
Arsenal**
The Reason Why!

MORE WORKERS
(New Ones—Thousands+)

MORE PRODUCTION
(Topping '42's All-Time High)

MORE MONEY
(Payrolls at Peak—120% Above 1940)

*A war-working, war-spending Metropolitan
area—that is Philadelphia in '43.*

Philadelphia is **BUYING**—Let "the Station
that Sells," do your **SELLING!**

5000 WATTS

950 ON THE DIAL

*Affiliated station of the
Atlantic Coast Network*

WPEN



• • • PENNSYLVANIA • • •

Owned-Operated By.....KQV Broadcasting Co.
Address.....Chamber of Commerce Bldg.
Phone Number.....Grant 4860
Transmitter Location.....1475 Crane Road
Time on the Air.....7 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....Lang-Worth; Standard Radio
Representative.....Spot Sales

Personnel

President.....H. J. Brennen
Station Manager.....G. S. "Pete" Wasser
Commercial & Advertising Manager.....R. M. Thompson, Sr.
Program Director.....Ray Shannon
Publicity Director.....R. M. Thompson, Sr.
Chief Engineer.....Walter W. McCoy

W C A E

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Address.....Wm. Penn Hotel
Phone Number.....Atlantic 6900
Transmitter Location.....Agnew Road, Baldwin Township, R. D. No. 6
Time on the Air.....6:45 a.m. to 2 a.m.
Newspaper Affiliation.....Pittsburgh-Sun Telegraph
News Service.....INS; AP
Transcription Service.....World Broadcasting System
Representative.....The Katz Agency, Inc.

Personnel

President-General Manager.....Leonard Kapner
Sales Manager.....Willard Schroeder
Chief Announcer.....Bob Donley
Program Manager.....R. Clifton Daniel
Production Manager.....Don Dixon
Continuity Chief.....Ben Muros
Musical Director.....Barron Elliott
Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc...Power: 5000 d.; 1000 n. (C.P. 5000 d. & n.)
Owned-Operated By.....Pittsburgh Radio Supply House
Address.....411 Seventh Avenue
Phone Number.....Grant 4860
Transmitter Location.....1459 Crane Road, Greentree
Time on the Air.....Unlimited license
Representative.....Wm. G. Rambeau Co.

Personnel

President & General Manager.....H. J. Brennen
Commercial Manager....R. M. Thompson, Sr.

W W S W

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WWSW, Inc.
Address.....Hotel Keystone
Phone Number.....Grant 5200
Transmitter Location....341 Rising Main St., N. S.
Time on the Air.....24 hours daily
Newspaper Affiliation.....Pittsburgh Post Gazette
News Service.....AP
Transcription Service..Standard Radio; Associated Music Publishers

Personnel

President-Station Manager, Frank R. Smith, Jr.
Commercial Manager.....Thomas B. Price
Publicity-Sales Promotion Manager.....John Wilkoff
Program Director.....Walter E. Sickles
War Program Director.....Marjorie McCann
Production Manager.....John Davis
Artists' Bureau Head.....Marie Wilk
Chief Announcer.....David Tyson
Musical Director.....John Mitchell
Chief Engineer.....Henry R. Kaiser

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Berks Broadcasting Co.
Business Address.....533 Penn St.
Phone Number.....7335
Studio Address.....533 Penn St.
Transmitter Location.....Spring Township
Time on the Air.....Local sunrise to sunset
Transcription Service...Lang-Worth; Standard Radio
News Service.....UP
Representative.....George P. Hollingbery Co.

Personnel

General Manager.....Clifford M. Chafey
Program Director.....J. Calvin Jackson
Sales Manager.....Robert Magee
Musical Director.....E. Lester Hoffmaster
Chief Engineer.....H. O. Landis

**AP
THRU
PA**

AP News for radio
is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Reading Broadcasting Co.

Business Address 533 Penn St.
Phone Number 7336
Studio Address 533 Penn St.
Transmitter Location Pomeroy Bldg.
Time on the Air 7 a.m. to 12 midnight
News Service UP
Transcription Service NBC Thesaurus;
Lang-Orth
Representative William G. Rambeau Co.

Personnel

President Clifford M. Chafey
Station Manager Raymond A. Gaul
Sales Manager Arthur W. Chafey
Program Director J. Calvin Jackson

W A R M

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

PENNSYLVANIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Union Broadcasting Co.

Address Select Bldg.
Phone Number 4-5707
Transmitter Location 721 N. Blakely St.,
Dunmore, Pa.

Time on the Air 7 a.m. to midnight
News Service UP
Transcription Service NBC Thesaurus
Representative George P. Hollingbery Co.

Personnel

President Martin F. Memolo
Station Manager Dale Robertson
Commercial Manager William M. Dawson, Jr.
Program Director Kenneth Beghold
Chief Announcer John Von Bergen
Musical Director Frank Keller
Chief Engineer Adolph Oschmann

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Scranton 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: 6:45 a.m. to 1:05 a.m.; Sun-
days, 7:45 a.m. to 1:05 a.m.

News Service AP
Transcription Service World Broadcasting System
Representative John Blair & Co.

Personnel

President Frank Megargee
Station Manager Robert E. McDowell
Commercial & Sales
Manager Geo. D. Coleman
Program Director Frank Monaghan
Production Manager George W. Winterstein, Jr.
Publicity Director George Campbell
Chief Announcer Bill Pierce
Chief Engineer Kenneth R. Cooke

W Q A N

SCRANTON

Frequency: 910 Kc. Power: 1000 d.; 500 n.
Owned-Operated By The Scranton Times
Address Scranton
Transmitter Location Scranton
Time on the Air Shares time with WGBI
Newspaper Affiliation The Scranton Times

Personnel

President Edward J. Lynett
Director A. J. O'Malley
(Non-Commercial Station)

W P I C

SHARON—EST. 1938

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By Sharon Herald
Broadcasting Company

Business Address P. O. Box 541
Phone Numbers 4113, 4114
Studio Address Pine Hollow Blvd.
Transmitter Location Pine Hollow Blvd.
Time on the Air 6 a.m. to local sunset
Newspaper Affiliation Sharon Herald
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 Sweringen
Program Director Paul Gamble
Publicity Director Evelyn Keller
Chief Engineer A. C. Heck

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Sunbury Broadcast-
ing Corp.

Address 1150 N. Front St.
Phone Number 1325

Transmitter Location.....1150 N. Front St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Cox & Tanz

Personnel

Secretary-Treasurer.....B. A. Beck
 Station Manager.....Melvin Lahr
 Program Director.....Paul Miller
 Sales Manager.....Homer Smith
 Chief Engineer.....Clif Kerstetter

W M B S

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fayette Broadcast-
 ing Corp.

Address.....Fayette Title and Trust Bldg.
 Phone Number.....800
 Transmitter Location.....Burgess Field
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 National Representative.....Radio
 Advertising Corp.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....Harry Burwell
 Program Director.....Sullivan Sages
 Chief Announcer.....Kenneth Wilson
 Musical Director.....Mary Lucius
 Chief Engineer.....Harold Frueham

W J P A

WASHINGTON—EST. 1942

PENNSYLVANIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Washington Broad-
 casting Company

Address.....George Washington Hotel
 Phone Number.....4870
 Transmitter Location.....North Strabane Township
 Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
 days, 9 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 National Representative.....Spot Sales, Inc.

Personnel

General Manager.....John Laux
 Commercial-Sales Promotion
 Manager.....John M. Croft
 Program Director.....Stanley Schultz
 Chief Engineer.....Joseph M. Troesch

W B A X

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts

Owned-Operated By.....John H. Stenger, Jr.
 Address.....141 South Main St.
 Phone Number.....3-0196

Transmitter Location.....Plains Township, Pa.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated
 Music Publishers

Personnel

President-Station Manager...John Stenger, Jr.
 General Manager.....A. W. Grebe
 Program Director.....Dick Mawson
 Production Manager.....Ed Thomas
 Chief Announcer.....Richard Owens
 Musical Director.....Phil Cusick
 Chief Engineer.....John Stenger, Jr.

W B R E

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Louis G. Baltimore

Operated By.....A. C. Baltimore
 Address.....62 So. Franklin Street
 Phone Number.....33101
 Transmitter Location.....Third Avenue, Kingston,
 Pa.

Time on the Air.....7 a.m. to 1 a.m.
 News Service.....AP

Personnel

President and Station
 Manager.....Louis G. Baltimore
 Commercial Manager.....A. C. Baltimore
 Program Director.....Tiny Hamrick
 Production Manager.....Jimmy McCarthy
 Publicity Director.....Jerry Butler
 Musical Director.....L. Savitt
 Chief Engineer.....Charles Sakoski

W R A K

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.

Address.....244 West Fourth Street
 Phone Number.....2-6116
 Transmitter Location.....1561 West Fourth Street
 Time on the Air: 11:15 p.m.; Sundays, 9 a.m.
 to 11 p.m.

Newspaper Affiliation.....Williamsport Sun;
 Williamsport Gazette & Bulletin
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son

Personnel

President.....E. M. Case
 Station Manager.....George E. Joy
 Commercial Manager...Thomas W. Metzger
 Office Manager.....Helen McKenna
 Program Director.....Mary Helen Person
 Production Manager.....J. Wright Mackey

Chief Announcer.....Paul M. Breining
 Chief EngineerLouis Persio

Production ManagerJohn Neff
 Musical DirectorFrank Renaut
 Chief Engineer.....J. E. Mathiot

W O R K

YORK—EST. 1932

BLUE NETWORK—MBS-NBC
 MASON-DIXON GROUP

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By....York Broadcasting Co.
 Business Address.....13 S. Beaver St.
 Phone Number.....6629
 Transmitter Location..West Manchester Town-
 ship, Pa.
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCullough
 Station Manager.....Harold Miller
 Station Director.....J. Robert Gulick
 Sales Promotion Manager....Leslie Golliday
 Program Director.....Arthur Weeks
 Publicity Director.....Wilhelmina Hollinger

W S B A

YORK—EST. 1942

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By....Susquehanna Broad-
 casting Co.
 Address York
 Transmitter Location.....York
 Time on the Air.....Daytime License
 News ServiceAP; INS
 Transcription Service.....Associated Music
 Publishers; World Broadcasting System
 Representative.....The Walker Co.

Personnel

Station Manager.....Otis Morse 4th
 Commercial Manager.....Sydney Robbins
 Program Director.....Max Robinson
 War Program-News Director...Saralee Deane
 Continuity Editor.....Ann Trippe
 Chief Announcer.....Max Robinson
 Musical Director.....Lloyd Filby
 Chief Engineer.....Woodrow G. Eberhart

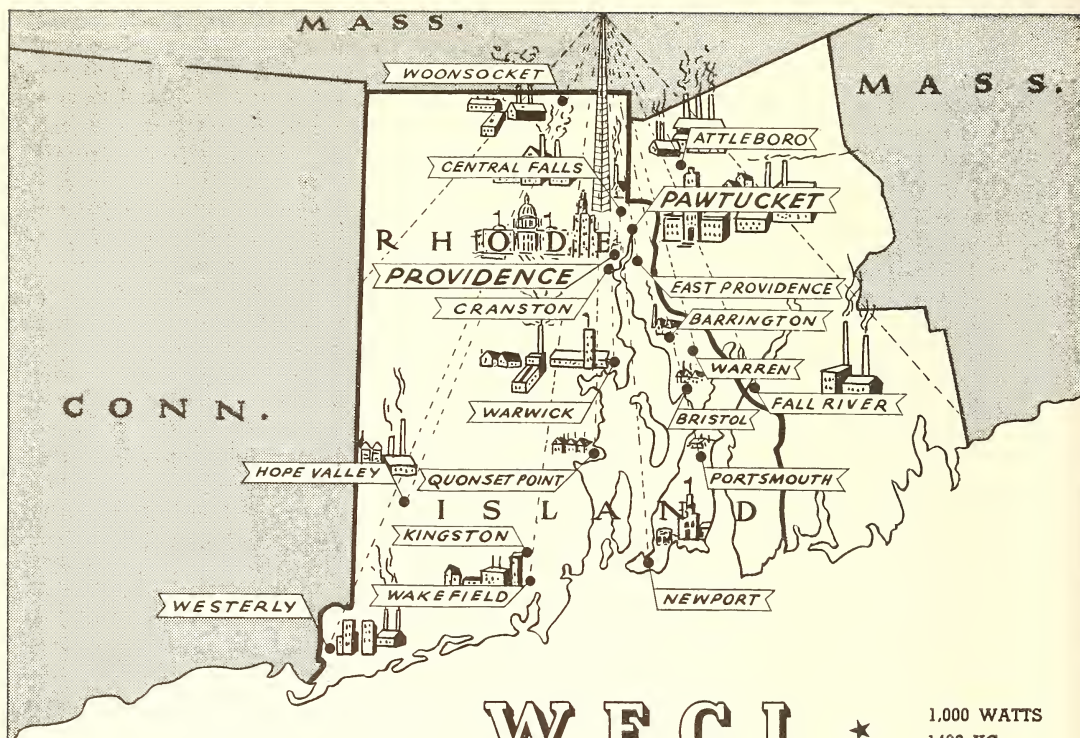
The Time to Buy in Central Pennsylvania



THE "MID-POINT" ON YOUR DIAL

People . . . thousands of them . . .
 in 44 prosperous counties of Central
 Pennsylvania and Northern Maryland
listen to WSBA. Mail response proves
 it! A rich market normally . . .
 richer now with increased industrial
 and agricultural activity.

York, Pennsylvania • Nat. Rep., The Walker Co.



High Potential Audience - - Low Cost

A POWERFUL INFLUENCE OVER A \$793,798,000 BUYING POWER

No New England Campaign Is Complete Without Effective Coverage of This Rich,
Concentrated High-Spot New England Market

PROVIDENCE TRADING AREA RANKS:

★ 52nd in Population! ★ 32nd in Total Income ★ 9th in Income Per Family
Effective Buying Income - \$793,798,000!

★ 84.59% Better Than 1940! ★ 39% Greater Than National Average!

For More Listeners Per Dollar. For Intensive Coverage of a Concentrated Market
For Sending Your Sales Message to 253,000 Radio Homes Where
There's \$793,798,000 To Spend

Buy W F C I

where the popular programs of the BLUE NETWORK ride high on a wave of popularity

MARKET DATA COPYRIGHTED SALES MANAGEMENT SURVEY OF BUYING POWER OCTOBER 10, 1942

National Representatives: HEADLEY-REED COMPANY NEW YORK, CHICAGO, DETROIT
ATLANTA • SAN FRANCISCO

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W F C I

PAWTUCKET—EST. 1941

BLUE NETWORK

ATLANTIC COAST NETWORK

Frequency: 1420 Kc.Power: 1000 Watts
Owned-Operated By....Pawtucket Broadcast-
ing, Inc.

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 1:05 a.m.; Sun-
days, 7:30 a.m. to 1 a.m.

News ServiceTransradio
Transcription ServiceStandard Radio
Representative.....Headley-Reed Co.

Personnel

PresidentHoward W. Thornley
Treasurer.....Frank F. Crook
Commercial Manager.....T. F. Allen
Program Director.....George Sutherland
Musical DirectorArthur Paquette
Chief EngineerGilbert Johnson

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 NumberDEXter 1500
Transmitter Location...East Providence, R. I.
Time on the Air.....Unlimited License

Transcription ServiceAssociated Music
Publishers
Representative.....Edward Petry Co., Inc.

Personnel

PresidentWilliam O'Neil
General Manager.....John Shepard 3rd
Station and Sales Supervisor....M. S. Parker
Chief Engineer.....H. Tilley

W J A R

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 1071
Transmitter Location.....Wampanoag Trail,
East Providence, R. I.

Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting
System
RepresentativeWeed & Company

Personnel

President.....Mortimer L. Burbank
Station Manager.....John J. Boyle

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 midnight

News ServiceAP; UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Company

Personnel

President.....William S. Cherry, Jr.
Station ManagerWilliam T. Bush
Commercial Manager.....George Jaspert
Program Director.....H. William Koster
Sales Promotion-Publicity Director,

Albert C. Rider
Musical Director.....Edwin F. Drew
Chief Engineer.....Howard W. Thornley

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address.....Anderson College
Phone Number.....800
Trasmitter Location.....Anderson College
Time on the Air.....Unlimited license
Newspaper Affiliation.....Anderson Independent;
Daily Mail
News Service.....AP
Transcription Service: Lang-Worth; C. P. Mac-
Gregor; World Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

Owner.....Wilton E. Hall
Station Manager.....Wilton Martin
Commercial Manager.....G. Paul Browne
Program Director.....Jimmie Simpson
War Program Director.....Edith Hall
Artists Bureau.....Sammy Gaines
Chief Engineer.....Harold C. Spengler

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Coast
Broadcasting Company
Business Address.....135 Church St.
Phone Number.....2-2961; 2-2962
Studio Address.....135 Church St.
Transmitter Location.....Albemarle, S. C.
Time on the Air: 6 a.m. to midnight; Sundays,
8 a.m. to midnight
Newspaper Affiliation.....News & Courier;
Charleston Evening Post
Transcription Service.....Standard Radio
Representative.....George P. Hollingbery
Co.

Personnel

President.....R. M. Manigault
Station Manager.....R. E. Bradham
Commercial Manager.....W. P. Speight
Program Director.....C. Wylie Calder
Chief Engineer.....D. M. Bradham

WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc..Power: 1000 d.; 500 n.
Owned-Operated By.....South Carolina
Broadcasting Company
Address.....Francis Marion Hotel
Phone Numbers.....7611; 7612
Transmitter Location.....Windemere, S. C.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
8 a.m. to midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters

Personnel

President-Station Manager.....J. M. Rivers
Commercial Manager.....Roland Weeks
Promotion-Traffic Manager...Thomas L. Means
Program Director.....Russ Long
Production Manager.....T. Heyward Moore
Chief Announcer.....Russell Long
Musical Director.....Elizabeth Gignilliat
Chief Engineer.....J. M. Weaver

WCOS

COLUMBIA—EST. 1939

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Carolina Broadcasting
Corp.
Address.....1202 Main St.
Phone Number.....25601
Transmitter Location.....200 Senate St.
Time on Air: 6:30 a.m. to midnight; Sundays,
8 a.m. to midnight
News Service.....AP
Transcription Service..Associated Music Pub-
lishers
Representative.....Spot Sales, Inc.

Personnel

President.....H. F. Kinscey
General Manager.....W. C. Bochman
Sales Manager.....Hub Jackson
Sales Promotion Manager...Davis Spiers, Jr.
Prog:am Director.....Howard Hamrick
War Program Director.....Delphine Finn
Chief Announcer.....Moody McElveen
Artists Bureau.....W. M. Burnette
Chief Engineer.....Harry Clippard

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; 2-2136
 Transmitter Location Bluff Road
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Free & Peters, Inc.

Personnel

President W. Frank Hipp
 Station Manager G. Richard Shatto
 Commercial Manager J. D. Saumenig
 Merchandising Manager Harry S. Duval
 Program Director Floyd D. Rodgers, Jr.
 Production Manager-Chief
 Announcer Glenn Adams
 Musical Director Barbara Murphy
 Chief Engineer Scott Helt

W O L S

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Florence Broadcasting Co., Inc.
 Address Sanborn Hotel
 Phone Number 48
 Transmitter Location Charleston Highway
 Time on the Air 7 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service Keystone Broadcasting System
 Representative Cox & Tanz

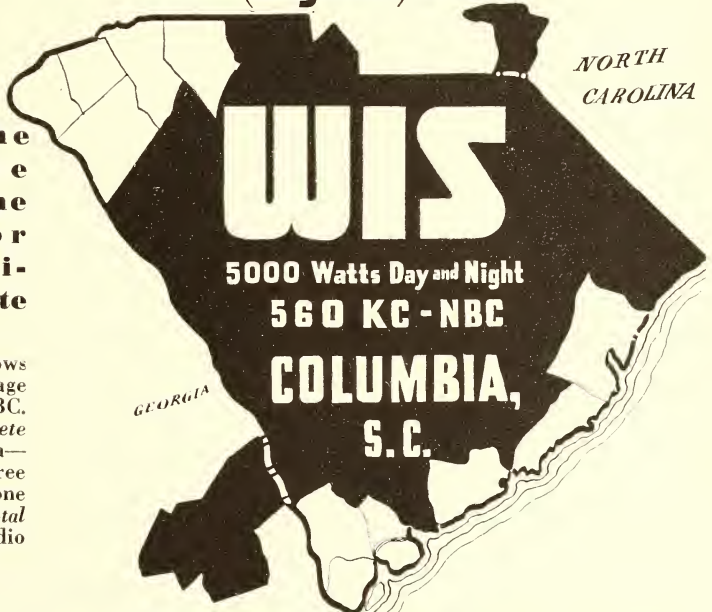
Personnel

Owner M. F. Schnibben
 Station Manager R. O. Dorsey
 Commercial-Sales Promotion Manager,
 H. Russ Holt
 Program-Musical Director Bill Simmons
 Publicity Director Bonnie McCubbins
 Chief Engineer Herman Hanks

Here is your SOUTH CAROLINA coverage (daytime)—with

Combining the Power, the Frequency, the Programs for Complete Dominance in the State

The map at the right shows the WIS daytime coverage area, as designated by NBC. Note the almost complete coverage of South Carolina—plus the “bonus” of three counties in Georgia and one in North Carolina. *Total Radio Families* (1940 Radio Home Census)—127,922.



FREE & PETERS, INC., Exclusive National Representatives

W F B C

GREENVILLE—EST. 1933
NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By Greenville News-Piedmont Co.
 Address Poinsett Hotel
 Phone Number 362; 363
 Transmitter Location Gannett, S. C.
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation Greenville News-Piedmont
 Transcription Service NBC Thesaurus
 Representative: Weed & Co.; B. Frank Cook
 (Atlanta, Ga.)

Personnel

President Roger C. Peace
 Station Manager B. T. Whitmire
 Commercial Manager Robert Glass
 Program Director Norvin C. Duncan
 Production Manager Robert F. Anthony
 Publicity Director Loren L. Watson, Jr.
 Chief Announcer Bob Anthony
 Musical Director Alice Wyman
 Chief Engineer W. C. Etheredge

W M R C

GREENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Textile Broadcasting Company, Inc.
 Business Address Prevost Bldg.
 Phone Number 5730
 Studio Address Prevost Building
 Transmitter Location 400 Mayberry Street
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
 News Service AP
 Transcription Service World Broadcasting System
 National Representative Burns Smith Co., Inc.

Personnel

President Robert A. Jolly
 Station-Commercial Manager W. Ennis Bray
 Program Director Loren Watson
 War Program Director Cecile Gentry
 Musical Director Sid Tear
 Chief Engineer George D. Tate

W C R S

GREENWOOD—EST. 1941
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Grenco, Inc.
 Address Greenwood

Phone Number 4300
 Transmitter Location Greenwood
 Time on the Air Unlimited license
 News Service AP
 Transcription Service Standard Radio

Personnel

President Douglas Featherstone
 Station Manager Dan Crosland
 Program Director Newton S. Smyth
 Women's Editor Margaret Bailey
 Chief Engineer E. C. Niemann

W O R D

SPARTANBURG—EST. 1940
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Spartanburg Advertising Company
 Address Radio Center
 Phone Number 2901
 Transmitter Location 2½ miles Northeast of Spartanburg
 Time on the Air 6 a.m. to 12 midnight
 News Service PA; UP
 Transcription Service Standard Radio; NBC Thesaurus
 Representative Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager,
 Walter J. Brown
 General Manager G. O. Shepherd
 Program Director James Reppert
 Chief Engineer Murray Coleman

W S P A

SPARTANBURG—EST. 1929
COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Spartanburg Advertising Corporation
 Address Radio Center
 Phone Number 2900
 Transmitter Location 3½ miles Northwest of Spartanburg
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service World Transcription Service; Associated Music Publishers
 Representative George P. Hollingbery Co.

Personnel

Vice President-General Manager,
 Walter J. Brown
 Station Manager John W. Kirkpatrick
 Assistant General Manager Roger A. Shaffer
 Musical Director Corinne Kearse
 Chief Engineer Harold Beckholt

W F I G

SUMTER—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Station WFIG, Inc.
 Address39 North Main Street
 Phone Number (Studio).....1340
 Transmitter Location.....Highway No. 76
 Time on the Air.....18 hours daily

News Service UP
 Transcription Service.....Keystone Broad-
 casting System
 National Representative.....Cox & Tanz

Personnel

PresidentJulius S. Brody
 Station Manager.....T. Doug Youngblood
 Program Director-Chief
 AnnouncerRaymond Caddell
 Publicity Director.....Dorothy Boney
 Chief Engineer.....William E. Williams

SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285

K A B R

ABERDEEN—EST. 1935

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.....7 a.m. to 12 midnight
 News ServicePA
 RepresentativeThe Walker Company

Personnel

PresidentH. C. Jewett, Jr.
 Vice-President.....C. H. Anderson
 Vice-President.....Olwin Ackley
 Treasurer.....J. H. McKeever
 Secretary-General Manager.....A. A. Fahy
 Program Director.....Aileen Johnson
 Chief Engineer.....Delbert Hunt

K O B H

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Black Hills Broadcast
 Company of Rapid City
 AddressAlex Johnson Hotel
 Phone Number.....2000
 Transmitter Location...2½ miles East of City
 Time on the Air: 6 a.m. to 10 p.m.; Sundays,
 9 a.m. to 5 p.m.
 News Service UP
 Transcription Service...Lang-Worth; Keystone
 Broadcasting System
 RepresentativeThe Walker Company

Personnel

President.....C. A. Quarnberg
 Station Manager.....Robert J. Dean
 Commercial-Sales Promotion Manager,
 W. P. McCracken
 Program Director-Production Manager,
 George E. Bruntlett
 Director of War Programs-Musical
 DirectorJack Thayer
 Chief AnnouncerAl Paulson
 Artists Bureau Head.....Mildred Palmer
 Chief Engineer.....M. J. Jones

K G F X

PIERRE—EST. 1922

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 200 Watts
 Owned-Operated By.....Ida A. McNeil
 Address203 West Summit Ave.
 Phone Number351
 Transmitter Location...203 West Summit Ave.
 Time on the Air.....Shares time in daytime
 Transcription Service...Keystone Broadcast-
 ing System
 RepresentativeCox & Tanz

Personnel

Owner and Director.....Ida A. McNeil

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By...South Dakota State
 School of Mines
 AddressEast St. Joseph Street
 Phone Number.....1600
 Transmitter LocationRapid City
 Time on the Air.....11 a.m. to 1 p.m.
 Transcription ServiceStandard Radio

Personnel

President.....Joseph P. Connolly
 Station-Production Manager.....C. M. Rowe
 Program Director.....Lewis Binegar
 Publicity Director.....Redford Dibble
 Chief Announcer.....Stuart Lyman
 Musical Director.....Edward Swanson
 Chief Engineer.....E. E. Clark
 (Non-Commercial Station)

KELO

SIOUX FALLS—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Sioux Falls Broadcast Assn., Inc.
 Address..... 317 So. Phillips Ave.
 Phone Number..... 757
 Transmitter Location.....Highway No. 16
 Time on the Air.....10 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Howard H. Wilson Co.

Personnel

President.....Joseph Henkin
 Vice-President.....Morton Henkin
 Commercial Manager.....George R. Hahn
 Chief Engineer.....Max Staley

KS00

SIOUX FALLS—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
 Owned-Operated By....Sioux Falls Broadcast Assn., Inc.
 Address..... 317 So. Phillips Ave.
 Phone Number..... 757
 Transmitter Location..... Highway No. 16
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President.....Joseph Henkin
 Vice-President.....Morton Henkin
 Commercial Manager.....George R. Hahn
 Chief Engineer.....Max Staley

KUSD

VERMILION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts
 Owned-Operated ByUniversity of South Dakota
 Address.....Union Building
 Phone Number..... 209-J

Transmitter Location..... Science Hall
 Time on the Air.....3 p.m. to 6 p.m.

Personnel

Station Manager-Program
 Director.....Tom Steensland
 Chief Announcer.....Richard Haddow
 Chief Engineer.....Tom Bedwell
 (Non-Commercial Station)

KWAT

WATERTOWN—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Midland National Life Insurance Company
 Operated By....F. L. Bramble (Mgr.); M. W. Plowman (Ass't. Mgr.)
 Address.....Midland Building
 Phone Number..... 5050
 Transmitter Location.....½ mile south of business section
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP

Personnel

Station Manager.....F. L. Bramble
 Assistant & Commercial Manager,
 M. W. Plowman
 Program Director.....Bruce Krause
 War Director.....M. W. Plowman
 Chief Engineer.....Francis Alwin

WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 IOWA BROADCASTING COMPANY

Frequency: 570 Kc..Power: 5000 d.; 1000 n.;
 (C. P. 5000 n.)
 Owned-Operated By....WNAX Broadcasting Co.
 Address.....Yankton
 Phone Number.....443
 Transmitter Location.....Yankton
 Time on the Air.....5:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Des Moines Register & Tribune
 News Service.....AP; UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
 Vice-President-General Manager.Phil Hoffman
 Merchandising Manager.....Harold Storm
 Program Director.....Arthur J. Smith
 Production Manager.....Herb Howard
 Musical Director.....Rex Hayes
 Chief Engineer.....Clifton M. Todd

TENNESSEE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.

DANIEL BOONE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radiophone Broadcasting
Station WOPI, Inc.

Address: 410 State St.
Phone Number: WOPI
Transmitter Location: Old Abingdon Road,
Bristol, Va.

Time on the Air: 6:30 a.m. to 11:30 p.m.
News Service: UP
Transcription Service: NBC Thesaurus
Representatives: Burn-Smith Company;
Harry E. Cummings

Personnel

President and General Manager: W. A. Wilson
Commercial Manager: R. L. Russell
Program-Musical Director and Chief
Announcer: Fey Rogers
Publicity-Continuity Director: Mike Cady
Traffic Manager: Mary Abell
Chief Engineer: Robert Smith

W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Mrs. W. A. Patterson
Address: Read House
Phone Number: 6-6141
Transmitter Location: Pineville, Tenn.
Time on the Air: 5:30 a.m. to 11:05 p.m.
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Headley-Reed Company

Personnel

Owner: Mrs. W. A. Patterson
General Manager: R. G. Patterson
Sales Manager: R. N. Krepps
Program-Publicity Director: Helen Patterson
Chief Announcer: Bob Bosworth
Artists' Bureau Head: Louise Harley
Musical Director: Jimmy Johnston
Chief Engineer: B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Joe W. Engel
Address: 419 Volunteer Bldg.

Phone Number: 6-5664
Transmitter Location: 419 Volunteer Bldg.
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: Standard Radio;
Associated Music Publishers
Representative: Burn-Smith Co.

Personnel

President: Joe W. Engel
Station-Commercial Manager: Frank S. Lane
Sales Promotion Manager: Ken Flenniken
Program Director: Vann Campbell
Production Manager: Luther Massengill
Chief Announcer: George Barber
Auditor: Pearl McWhorter
Artists' Bureau Head: Rachel Morton
Musical Director: Jean Van Arsdale
Chief Engineer: B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By: WDOD Broad-
casting Corporation

Address: Hamilton National Bank Building
Phone Number: 6-5117
Transmitter Location: Baylor School
Time on the Air: 6 a.m. to 11:05 p.m.
News Service: UP
Transcription Service: Langworth, Associated
Music Publishers
Representative: Paul H. Raymer Co.

Personnel

General Manager: Earl W. Winger
Commercial Manager: Carter M. Parham
Sales Promotion Manager: Cliff W. Bowers
Program Manager: Gene Wilkey
Chief Announcer: Paul Wann
Musical Director: Graham Fowler
Chief Engineer: J. C. Vessells

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Wm. Kleeman
Address: Masonic Bldg., Commerce and Third
Street

Phone Number: 499
Transmitter Location: Martin Street
Time on the Air: 6 a.m. to 11 p.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

Owner-Station Manager.....Wm. Kleeman
 Assistant Manager.....Les Carmichael
 Commercial-Sales Promotion
 Manager.....Tom White
 Program-Publicity Director.....H. Bynum
 Bookkeeper.....Mrs. S. Hutton
 Chief Engineer.....F. Kravitz

W H U B

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Address.....East Spring Street
 Phone Number.....Southern Continental 200
 Transmitter Location.....807 Hickory Street
 Time on the Air.....111 hours weekly
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System
 National Representative.....Cox & Tanz

Personnel

President-Commercial Manager..M. L. Medley
 Station Manager.....Bill Reeves
 Publicity Director.....Joe Mabry
 Chief Engineer.....Charles Burch

W T J S

JACKSON—EST. 1931

MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sun Publishing
 Company
 Address.....104 West Baltimore St.
 Phone Number.....3340
 Transmitter Location.....Highway 45
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....The Jackson Sun
 News Service.....PA; UP
 Transcription Service.....Standard Radio
 Representative.....The Branham Company

Personnel

President-Station Manager.....A. A. Stone
 Commercial Manager.....A. B. Robinson
 Program-Publicity Director.....Otis Roush
 War Program Director.....James Hoppers
 Musical Director-Artists' Bureau Head,
 James Allen
 Chief Engineer.....B. C. Brummell

W J H L

JOHNSON CITY—EST. 1938

THE BLUE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....WJHL, Inc.
 Business Address.....412 S. Roan St.
 Phone Number.....WJHL
 Studio Address.....412 S. Roan St.

Transmitter Location.....Johnson City
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

President-Station Manager..W. Hanes Lancaster
 Office Manager.....Olive Hinderer
 Commercial Manager.....Ken Marsh
 Program Director.....Henry Frick
 Chief Engineer.....O. K. Garland

W K P T

KINGSFORT—EST. 1940

NATIONAL BROADCASTING CO.

DANIEL BOONE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Kingsport Broadcast-
 ing Co.

Address.....222 Commerce St.
 Phone Number.....WKPT
 Transmitter Location.....East Kingsport
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth;
 Standard Radio
 Representatives.....Burn-Smith Co.;
 Harry Cummings

Personnel

President.....C. P. Edward, Jr.
 General Manager.....Jess Swicegood
 Program-Production Manager...Paul Overbay
 Chief Engineer.....Gladman W. Upchurch

W B I R

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....J. W. Birdwell
 Address: Chamber of Commerce Bldg., 618
 South Gay Street

Phone Number.....4-3321
 Transmitter Location.....Wilder Place
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Burn-Smith Co.

Personnel

Owner-Manager.....J. W. Birdwell
 Station Manager.....John P. Hart
 Program-Publicity Director....Charles Devois

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Operated By.....Scripps-Howard
 Radio, Inc.

Address 110-112 South Gay Street
 Phone Number 3-3171
 Transmitter Location..... Anderson Road near
 Knoxville

Time on the Air: 5 a.m. to 12 midnight; Sun-
 days, 5:30 a.m. to 12 midnight; Saturday,
 5 a.m. to 1 a.m.

Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service Standard Radio; Long-
 Worth

Representative The Branham Company

Personnel

President Jack R. Howard
 Vice-President-General Manager,
 R. B. Westergaard
 Sales Promotion Manager C. B. Davis
 Program Director Lowell Blanchard
 Continuity Director Ken Wright
 Musical Director Jerry Collins
 Cashier-Office Manager Bruce King
 Chief Engineer J. B. Epperson

•
W R O L

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By..... Stuart Broadcasting
 Co.

Business Address 531 S. Gay St.
 Phone Number 2-7111
 Studio Address Hamilton Bank Bldg.
 Transmitter Location Holston Hills
 Time on the Air..... 5 a.m. to 12 midnight
 News Service AP
 Transcription Service NBC Thesaurus;
 C. P. MacGregor

Representative John Blair & Co.

Personnel

President S. E. Adcock
 Commercial Manager C. H. Frazier
 Sales Promotion Manager Fred Pihler
 Program-Publicity Director John Reese
 Musical Director Harry Nides
 Chief Engineer Owen McReynolds

•
W H B Q

MEMPHIS—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Broadcasting Sta-
 tion WHBQ, Inc.

Address Hotel Gayose
 Phone Number 8-6868
 Transmitter Location 46 Neely St.
 Time on the Air..... 7 a.m. to 11 p.m.
 News Service INS; PA
 Transcription Service Lang-Worth

Personnel

General Manager E. A. Alburty
 Commercial Manager E. Pournelle
 Program Director E. H. McMurry, Jr.
 War Program Director Bob Alburty
 Chief Engineer Weldon Roy

•
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.

Address Goodwyn Institute
 Phone Number 8-7464
 Transmitter Location Five Points, Tenn.
 Time on the Air: 5:30 a.m. to 12 midnight;
 Saturdays, 5:30 a.m. to 1 a.m.

Newspaper Affiliation Memphis Com-
 mercial Appeal

News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth

Representative The Branham Co.

Personnel

Station Manager H. W. Slavick
 Commercial Manager J. C. Eggleston
 Assistant Commercial Manager Cliff Goodman
 Program Director John Cleghorn
 Production Manager Earl Moreland
 Musical Director John Long
 Chief Engineer E. C. Frase, Jr.

•
W M P S

MEMPHIS—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By..... Memphis Broad-
 casting Company

Address Columbian Tower, 62 North
 Main Street
 Phone Number 5-2721
 Transmitter Location 1690 South Lau-
 derdale

Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation Memphis Press-
 Scimitar

News Service UP
 Transcription Service Standard Radio
 Representative Spot Sales, Inc.

Personnel

President Jack R. Howard
 Station Manager-Program Director
 James C. Hanrahan
 Commercial Manager Harold R. Krelstein
 Merchandising Manager-Publicity Director
 Mildred R. Flippin



I'M ADVERTISING

I SELL automobiles; or that is, I did sell automobiles. Right now I couldn't sell Midas a new coupe if he gave me Fort Knox as a down payment.

So I'm advertising.

Yes, I said I'm advertising. I'm advertising because I've got a real story to tell! Planes—tanks—jeeps—every day I'm turning them out now! The Army is depending on me, the Navy is depending on me, and 130,000,000 Americans are depending on me. You think I'm not going to tell them what we're doing?

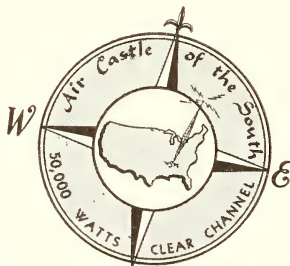
You think I'm going to keep quiet about my 209 research men who are planning a post-war car better and cheaper than any we've ever built? You think I'm going to

erase a name it took 20 years to write on the public's mind?

Not any quicker than I'd cancel my insurance because I'm not dead.

I'm advertising and I've chosen radio because my story is so good it ought to be dramatized. Because more people are listening to radio than ever before in history. Because events are changing and my story has to be told fast. Because every dollar counts and radio offers me more for my money... I'm advertising!

WSM, a part of the great Fifth Estate, is proud that as an industry Radio, like so many other industries, makes this Pledge — "To keep everlastingly at it until Victory and Peace are won!"



HARRY L. STONE, Gen'l. Mgr.

WSM

NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
 NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

Director of War Programs Francis Chamberlin
 Chief AnnouncerLawrence Trexler
 Musical DirectorBerl Olswanger
 Chief EngineerJ. G. Deaderick

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
 AddressHotel Peabody
 Transmitter LocationMemphis
 Time on the AirUnlimited license
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth
 RepresentativeThe Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten

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 LocationDickerson Road
 Time on the Air ..6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight
 News Service UP
 Transcription Service.... World Broadcasting
 System; Lang-Worth
 RepresentativePaul H. Raymer Co.

Personnel

Owner.....J. T. Ward
 General ManagerF. C. Sowell
 Promotion ManagerChas. L. Andrews
 Merchandising Manager.....R. N. Maddux
 Program DirectorPaul Oliphant
 Musical Director.....Charles Nagy
 Chief Engineer.....F. D. Binns

W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated ByWSIX, Inc.
 AddressNashville Trust Building
 Phone Number 5-5431
 Transmitter Location ...Northeast of Nashville
 Time on the AirUnlimited license

Transcription ServiceAssociated Music
 Publishers; Standard Radio; C. P. Mac-
 Gregor; Lang-Worth
 RepresentativeSpot Sales, Inc.

Personnel

President-Station Manager..Jack M. Draughon
 Commercial Manager... ..Eugene S. Tanner

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
 Owned-Operated By.. The National Life and
 Accident Insurance Co.
 Business Address National Building
 Phone Number 6-7181
 Studio Address....Seventh Avenue and Union
 Street
 Transmitter Location: Calendar Road, William-
 son County, Tenn. (R.F.D. Franklin)
 Time on the Air..18 hours daily; Sundays,
 16 hours
 News Service AP; INS
 Transcription ServiceAssociated Music
 PublishersLang-Worth
 RepresentativeEdward Petry & Co., Inc.

Personnel

Executive Vice-President.....Edwin W. Craig
 Station Manager.....Harry L. Stone
 Local Sales Manager.....W. S. Dustin
 Program Director.....Jack Stapp
 Artists' Bureau Head.....Ford Rush
 Chief AnnouncerOtis E. Devine
 Musical Directors, Pietro Brescia, Beasley Smith
 Acting Chief Engineer.....George Reynolds



Maximum Fire Power at Either Range



Selling Dallas and Fort Worth:

Number One *Inland Manufacturing Centers*
of the West, South-Central States

You're right when you choose either of these heavy-duty stations . . . Two stations with signals as steady and strong as the heart of a Texas fighting man.

WFAA-WBAP has a larger primary coverage area, day and night, than any other 50,000-watt station in the United States. For more than 20 years, folks of Texas, Oklahoma, Arkansas, Louisiana, and parts of Kansas, have got up in the morning . . . have gone to bed at night, by its programs.

KGKO delivers such a powerful signal for a 5,000-watt station that its 0.5 MV/M daytime contour includes more than 45% of the population of Texas (a tremendously big state: 6,414,824 population). The southern one-third of Oklahoma is in this 0.5 MV/M daytime contour.

ALL THIS, and MORE: In the audiences of these two hard-hitting radio stations are hundreds of thousands of men in Army and Navy camps of the Southwest—training grounds of the nation.

Jointly Owned and Operated by

The Dallas Morning News and The Fort Worth Star-Telegram

WFAA-WBAP
DALLAS-FORT WORTH

KGKO
FORT WORTH-DALLAS

Edward Petry and Co., National Representatives

TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Reporter Broadcasting Company

Address Hotel Hilton
Phone Number 6255
Transmitter Location 341 Ambler Avenue
Time on the Air 6:45 a.m. to 10 p.m.
Newspaper Affiliation Abilene Reporter-News

News Service AP
Representative The Foreman Co.

Personnel

President M. B. Hanks
Vice-President & Managing

Director Howard Barrett
Local Sales Manager A. C. Etter
Program Director-Chief Announcer

Charles Chumley
Accountant Thelma Kleyn
Chief Engineer J. B. Casey

K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Amarillo Broadcasting Corporation

Address 109 East 5th St.
Phone Number 5343
Transmitter Location 109 East 5th St.
Time on the Air 6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.

News Service INS

Personnel

President Gilmore N. Nunn
Station-Commercial Manager H. P. Roberson
Sales Promotion Manager-Program Director

Bonnie Bennett
Chief Engineer Howard Blaker

K G N C

AMARILLO—EST. 1935

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Plains Radio Broadcasting Company

Address Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location Bellaire Park

Time on the Air 6 a.m. to 12 midnight

Newspaper Affiliations: Amarillo Daily News; Amarillo Globe; Lubbock Avalanche Journal
News Service UP
Transcription Service World Broadcasting System; Langworth

National Sales Office Address: Taylor-Howe-Snowden Group, Dallas, Texas
Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor
General Manager John Ballard
Program Director Raymond Hollingsworth
Program-Publicity Director Dorothy Holbrook
Accountant Era Lewis
Traffic Manager Hazel Ridley
Musical Director Eddie Baumel
Chief Engineer William H. Torrey

K N O W

AUSTIN—EST. 1924

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Frontier Broadcasting Company, Inc.

Address 520 Norwood Building
Phone Number 2-6213
Transmitter Location Fifth & Tillery Streets
Time on the Air 6:30 a.m. to 11:30 p.m. Sundays, 7 a.m. to 11:30 p.m.

News Service UP
Representative Spot Sales, Inc.

Personnel

President H. M. Fentress
Station-Commercial Manager Hardy C. Harvey
Sales Promotion Manager Scotty Garrison
Program-Publicity Director Pat Adelman
Chief Announcer George Stevens
Chief Engineer James Lewis

K T B C

AUSTIN—EST. 1939

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By State Capital Broadcasting Association

Address 119-A West 8th St.
Phone Number 8-4661
Transmitter Location Dallas Highway
Time on the Air 6 a.m. to 11:25 a.m. and 12 noon to local sunset; Saturdays, 6 a.m. to 11:25 a.m., 12 noon to 4:30 p.m. and 5:30 to local sunset; Sunday, 6 a.m. to 8:30 a.m. and 9:30 a.m. to local sunset.

• • • TEXAS • • •

News Service INS
 Transcription Service NBC Thesaurus
 Representative The Walker Co.

Personnel

President Claudia T. Johnson
 Station Manager Aubrey H. Escoe
 Sales Manager Patt McDonald
 Program Director Dean Turner
 Director of War Programs Louise Sneed
 Chief Engineer G. C. Farmer

K F D M

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By .. Beaumont Broadcasting Corp.

Address ..Edson Hotel, cor. Liberty & Pearl Streets

Phone Number 3883
 Transmitter Location Cor. Doucette & Grove Streets

Time on the Air Unlimited license
 Transcription Service NBC Thesaurus
 Representative Howard H. Wilson Co.

Personnel

President C. W. Snider
 Secretary-Treasurer D. A. Kahn
 General Manager C. B. Locke

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 midnight
 Newspaper Affiliation .. Beaumont Enterprise & Journal

News Service AP
 Transcription Service ... World Broadcasting
 Representative The Branham Company

Personnel

President Mrs. J. L. Mapes
 Station Manager Jack Neil
 Sales Manager G. I. Kirk
 Program Director Robert Liggett
 Chief Announcer Joe Trum
 Chief Engineer Ray Wheeler

K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By Big Spring Herald Broadcasting Company

Address 702 Johnson Street
 Phone Number 1500

Transmitter Location .. 1¼ miles northeast of town

Time on the Air 7 a.m. to 10 p.m.

Newspaper Affiliation Big Spring Herald

News Service AP

Representative The Foreman Co.

Personnel

President Howard Barrett
 Managing Director Jack Wallace
 Commercial Manager Charles T. White
 Program Director H. M. Terry
 Bookkeeper Mary Vance Wallace
 Chief Engineer Andrew M. Jones

K N E L

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By G. L. Burns

Business Address Brady, Texas
 Phone Number 77

Studio Address 106 North Blackburn
 Transmitter Location Brady, Texas

Time on the Air Unlimited license
 Transcription Service Keystone Broad-casting System

Representative Cox & Tanz

Personnel

General Manager G. L. Burns

K E E W

BROWNSVILLE—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By Eagle Broadcasting Co.

Business Address Box 439
 Phone Number 1044

Studio Address San Benito Road
 Transmitter Location San Benito Road

Time on the Air Unlimited license
 Representative Forjoe & Co.

Personnel

General Manager E. E. "Jack" Wilson

K B W D

BROWNWOOD—EST. 1941

Frequency: 1380 Kc. Power: 1000 d.; 500n
 Owned-Operated By Brown County Broadcasting Co.

Address 800 Hawkins Street
 Phone Number 2401

Transmitter Location ... Williams Ranch Road,
 1½ miles N. Brownwood

Time on the Air .. 6:30 a.m. to 11 p.m.; Sun-
 day, 7:30 a.m. to 10:30 p.m.

News Service AP
 Transcription Service NBC Thesaurus

Representative Howard H. Wilson Co.

Personnel

President-Station Manager..... Wendell Mayes
 Commercial Manager A. D. Whisenant
 Program Director Steve Garrett
 Director of War Program-Publicity
 Director Thelma Corbitt
 Production Manager Gene Thomas
 Chief Announcer Bill Field
 Chief Engineer A. W. Stewart

W T A W

COLLEGE STATION—EST. 1921

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By Agricultural and
 Mechanical College of Texas
 Address College Station
 Phone Number 4-6724
 Transmitter Location College Station
 Time on the Air 5½ hours weekly

Personnel

Director John O. Rosser
 Chief Engineer..... H. C. Dillingham
 (Non-Commercial Station)

KEYS

CORPUS CHRISTI—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By ..Earl C. Dunn, Charles W. Rossi,
 H. B. Lockhart and E. C. Hughes
 Operated By..... Nueces Broadcasting Co.
 Address Center Theater Bldg.
 Phone 2-7411
 Transmitter location

Shell Rd. near Corpus Christi

Time on the Air Unlimited license
 Transcription Service NBC Thesaurus
 Representative Forjoe Co.

Personnel

Station Manager..... H. B. Lockhart
 Commercial Manager..... E. C. Hughes
 Program Director Bill Sharpe
 Chief Engineer..... H. B. Lockhart

K R I S

CORPUS CHRISTI—EST. 1937

BLUE NETWORK
 NATIONAL BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 LONE STAR CHAIN

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By..... Gulf Coast
 Broadcasting Company
 Address Robert Driscoll Hotel
 Phone Number 6354
 Transmitter Location Corpus Christi
 Time on the Air 17½ hours daily
 Newspaper Affiliation Corpus Christi
 Caller-Times

News Service AP
 Transcription Service,

Associated Music Publishers

Representative The Branham Company
Personnel

General Manager..... T. Frank Smith
 Chief Engineer Robert S. Bush

K A N D

CORSICANA—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Navarro Broadcast-
 ing Association

Business Address P. O. Box 959
 Phone Number 30
 Studio Address ...½ mile north of Corsicana
 Transmitter Location ½ mile north of
 Corsicana

Time on the Air..16½ hours daily; Sundays
 16 hours

News Service UP
 Representative Hal Holman Co.

Personnel

President J. C. West
 Station Manager J. Earle Fletcher
 Commercial Manager Grady Lyle
 Program Director Charles Payne
 Publicity Director..... Elaine Stearns
 Chief Announcer Dave Naugle
 Chief Engineer Gene Hellum

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....Power: 50000 Watts
 Owned-Operated By KRLD Radio Corp.
 Address Hotel Adolphus
 Phone Number Central 6811
 Transmitter Location Garland, Texas
 Time on the Air..... 6 a.m. to 12 midnight
 Newspaper Affiliation ... Dallas Daily Times
 Herald

News Service INS
 Transcription Service Standard Radio
 Representative..... The Branham Co.

Personnel

V.P & Managing Director J. W. Runyon
 Station & Com. Mgr..... C. W. Rembert
 Sales Promotion Manager-Chief Announcer .
 J. W. Crocker
 Program Director..... Ruth Clem
 Production Manager-Director of War
 Programs Roy George
 Publicity Director..... Douglas Hawley
 Traffic Manager A. H. Plumlee
 Musical Director Lawrence H. Morrell
 Chief Engineer..... R. M. Flynn

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc.....Power: 1000 Watts
 Owned-Operated ByChilton Radio Corporation
 Address11th Floor, Hotel Stoneleigh
 Phone Number C-6193
 Transmitter Location...Bruton Road (7 miles out of Dallas)
 Time on the Air 6 a.m. to local sunset
 News Service AP
 Transcription Service Associated Music Publishers

Personnel

President-Station Manager.....A. L. Chilton
 Commercial ManagerR. G. Terrill
 Program Director T. E. Perrin
 Production Manager-Director of War ProgramsCleo B. Clark
 Chief AnnouncerRichard F. Parker
 Chief EngineerMorris M. Ming

W F A A

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
 Owned-Operated By.....A. H. Belo Corp., publisher of The Dallas Morning News
 Business Address801-812 Commerce St.
 PhoneCentral 2451
 Studio AddressSanta Fe Bldg. Penthouse
 Transmitter Location Grapevine, Texas
 Time on the Air...Shares time with WBAP, Fort Worth, operating continuously from 6 a.m. to 12 midnight
 Newspaper Affiliation ..Dallas Morning News
 News Service UP
 Transcription ServiceNBC Thesaurus; Lang-Worth
 Representative.....Edward Petry & Co.

Personnel

PresidentE. M. Dealey
 Managing Director.....Martin Campbell
 Station Manager.....Alex C. Keese
 Program Director-Artists' Bureau Head, Ralph Nimmons
 Production ManagerRalph Maddox
 Director of War Programs Harfield Weedin
 Musical DirectorKarl Lambertz
 Chief Engineer.....Raymond Collins

W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1310 Kc.....Power: 5000 Watts

Owned-Operated ByCity of Dallas
 Address..Municipal Radio Bldg., State Fair Grounds
 Phone Number Tenison 3-6101
 Transmitter LocationWhite Rock Lake
 Time on the Air ..6:30 a.m. to 12 midnight
 News ServiceAP
 Representative Weed & Co.

Personnel

Managing Director.....Charles B. Jordan
 MerchandisingWilliam Feild
 Program-Publicity DirectorPete Teddlie
 Traffic ManagerWiley D. Smith
 Librarian.....Alice McCord
 Musical DirectorTed Parrino
 Chief Engineer.....D. J. Tucker

K D N T

DENTON—EST. 1938

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated ByHarwell V. Shepard
 AddressKimbrough Building
 Phone Number 276
 Transmitter LocationHighway No. 24
 Time on the AirUnlimited license

Personnel

Owner-Chief Engineer ...Harwell V. Shepard
 Program DirectorMary Grace Smith

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc....Power: 1000 d.; 500 n.
 Owned-Operated By...Dorrance D. Roderick
 Address 2201 Wyoming St.
 Phone NumberMain 2020
 Transmitter Location ...Hammett Boulevard
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.
 Newspaper Affiliation.....El Paso Times
 News Service INS
 Transcription Service Associated Music Publishers
 RepresentativeHoward H. Wilson Co.

Personnel

Owner.....Dorrance D. Roderick
 Station ManagerVal Lawrence
 Commercial ManagerCecil L. Trigg
 Sales Promotion Manager ..Arthur B. Smith
 Program DirectorTed Gates
 Chief AnnouncerFrederick R. Hunt
 Traffic ManagerGordon Baldwin
 BookkeeperLettye C. Fairley
 Musical DirectorH. Arthur Brown
 Chief Engineer.....Edward P. Talbott

K T S M

EL PASO—EST. 1929

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 1000 d.; 500 n.
Owned-Operated ByTri-State Broadcast-
ing Co.

AddressPaso Del Norte Hotel
Phone NumberMain 3122

Transmitter Location ...First Ave., S. of High-
way No. 80, Ascarate Addition

Time on the Air6 a.m. to 11:30 p.m.

News ServiceUP

Transcription Service.....NBC Thesaurus;
Lang-Worth; C. P. MacGregor

Representative ...George P. Hollingbery Co.

Personnel

Vice President-General

ManagerKarl O. Wyler

Commercial ManagerWillard L. Kline

Sales Promotion ManagerEric Munro

Production ManagerConrey Bryson

Chief Engineer.....E. L. Gemoets

K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Tarrant Broadcast-
ing Company

Address1201 West Lancaster
Phone Number3-3474

Transmitter LocationBirdville, Texas

Time on the Air18 hours daily

News ServiceUP

Transcription ServiceStandard Radio

RepresentativeWeed & Company

Personnel

PresidentElliott Roosevelt

Station ManagerGene L. Cagle

Commercial ManagerClyde Pemberton

Sales Promotion ManagerL. Roy Duffy

Program DirectorGeorge Erwin

Publicity Director.....Forest Clough

Chief AnnouncerJoe Wills

Artists' Bureau HeadMary Ruth Googins

Musical Director.....Frances Kay

Chief EngineerTruett Kimzey

The TWO for ONE Combination in Texas

W R R

5000 WATTS FULL TIME
ON 1310 KC.



K F J Z

5000 WATTS FULL TIME
ON 1270 KC.

*T*hese two modern high-powered stations can be bought in combination for what you would ordinarily expect to pay for one 5000 watt station—Investigate these stations for TWO FOR ONE RESULTS!

Represented by

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
BOSTON • HOLLYWOOD

K G K O

FORT WORTH—EST. 1928

BLUE NETWORK

LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Carter Publications,
Inc. & A. H. Belo Corp.

Addresses: Medical Arts Bldg., Ft. Worth;
Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside
9631 (Dallas)

Transmitter Location: Arlington, Texas
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to midnight

Newspaper Affiliations: Fort Worth Star-Tele-
gram; The Dallas Morning News

Transcription Service: WBS; NBC Thesaurus;
Lang-Worth

Representative: Edward Petry & Co.

Personnel

President: Amon G. Carter
General Supervisor: Harold V. Hough
Managing Director: Martin Campbell
Fort Worth Manager: George Cranston
Dallas Manager: Alex Keese
Chief Announcer: Frank Mills
Fort Worth Program Director: Ed Lalley
Dallas Program Director: Ralph Nimmons
Production Manager: Gene Reynolds
Continuity Chief: Howard Carraway
Traffic Manager: Eileen Flake
Chief Newscaster: Ken McClure
Music Librarian: Al Bowman
Musical Director: Gene Baugh
Chief Engineer: R. C. Stinson

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
Owned-Operated By: Carter Publications,
Inc.

Address: Medical Arts Bldg.
Phone Number: 3-1234

Transmitter Location: Grapevine, Texas
Time on the Air: 5:45 a.m. to 12 midnight;
(shares time with WFAA, Dallas)

Newspaper Affiliation: Ft. Worth Star-
Telegram

News Service: AP
Transcription Service: WBS

Representative: Edward Petry & Co.

Personnel

President: Amon G. Carter
General Manager: Harold V. Hough
Station Manager: George Cranston
Commercial Manager: H. R. Turner
Sales Promotion Manager: Virginia Willten
Program Director: Ed Lalley
Production Manager: Gene Reynolds

Continuity Chief: Howard Carraway
Traffic Manager: Eileen Flake
Chief Newscaster: Ken McClure
Music Librarian: Al Bowman
Music Arranger: Don Gillis
Musical Director: Gene Baugh
Chief Announcer: Frank Mills
Chief Engineer: R. C. Stinson

K L U F

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned By: The KLUF Broadcasting Co.
Operated By: Geo. Roy Clough

Business Address: P. O. Box 562
Phone Number: 6676

Studio Address: 6002 Broadway
Transmitter Location: 6002 Broadway

Time on the Air: Unlimited license
News Service: UP

Transcription Service: Standard Radio;
C. P. MacGregor

Personnel

President: Geo. Roy Clough
Commercial and Sales Promotion Manager,
C. V. Bracht

Program Director-Chief Announcer:
Carl McDaniel

Director of War Programs: Helen D. Clough
Chief Engineer: L. D. Clough

K G B S

HARLINGEN—EST. 1941

KEYSTONE 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:

7 a.m. to 10 p.m.; Saturday, 7 a.m. to 12
midnight

News Service: AP
Transcription Service: Associated
Music Publishers

Representative: Forjoe & Co.

Personnel

President: McHenry Tichenor
Station Manager: Ingham S. Roberts
Commercial Manager: Troy McDaniel

Program Director-Chief Announcer:
Steel McClanahan

Director of War Programs: Eleanor Shaeffer
Chief Engineer: Marvin D. Myers

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 6 a.m. to 12 midnight
 Newspaper Affiliation Houston Post
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Edward Petry & Co.

Personnel

President W. P. Hobby
 Station Manager Kern Tips
 Program Director Jack McGrew
 Publicity Director Bill Butterfield
 Musical Director K. Burt Sloan
 Chief Engineer H. T. Wheeler

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By KTRH Broadcasting Co.
 Address Rice Hotel
 Phone Number Preston 4361
 Transmitter Location Cedar Bayou, Texas
 Time on the Air 18 hours daily
 Newspaper Affiliation Houston Chronicle
 News Service UP
 Transcription Service World Broadcasting System
 Representative John Blair & Co.

Personnel

Station Manager B. F. Orr
 Commercial-Sales Promotion Manager
 Ray E. Bright
 Program Director Harry Grier
 Production Manager Tom Jacobs
 Chief Announcer Ted Nabors
 Musical Director Albino Torres
 Chief Engineer King Howard Robinson

K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

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 5 a.m. to 2 a.m.
 News Service PA

Transcription Service Lang-Worth;
 Associated Music Publishers
 Representative The Branham Co.

Personnel

Manager T. F. Smith
 Program Director Charles Nethery
 Chief Engineer Gerald Chinski

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: W. J. Harpole & J. C. Rothwell
 Address Walker County Fairgrounds
 Phone Number 666
 Transmitter Location Walker County Fair Grounds
 Time on the Air 7:30 a.m. to 5:30 p.m.
 Transcription Service Keystone Broadcasting System

Personnel

Station Manager J. C. Rothwell
 Commercial Manager J. B. McShan
 Chief Announcer J. C. Dorrell
 Chief Engineer Jesse Simms

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oil Capitol Broadcasting Assn.
 Address 102½ East North St.
 Phone Number 616
 Transmitter Location Kilgore
 Time on the Air Unlimited license
 Newspaper Affiliation Kilgore Daily News

Personnel

General Manager Roy G. Terry

K P A B

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Laredo Broadcasting Co.
 Business Address P. O. Box 1120
 Phone Number 2576
 Studio Address Hamilton Hotel
 Transmitter Location 300 Loring Ave.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 10 p.m.
 Transcription Service
 Keystone Broadcasting System
 Representative Forjoe & Co. (New York City); Cox & Tanz (Philadelphia)

Personnel

PresidentHoward W. Davis
 Station-Commercial Manager George C. Geyer
 Program DirectorHunter Hancock
 Production Manager-Chief Announcer
 George Day
 Publicity DirectorPeggy McDaniels
 Musical DirectorEvelyn Worsham
 Chief EngineerHulen K. Smith

K F R O

LONGVIEW—EST. 1934

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Voice of Longview
 Business AddressP. O. Box 607
 Phone Number411
 Studio Address.....Glover-Crim Bldg.
 Transmitter Location1918 Marshall-
 Longview Highway
 Time on the Air:
 7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to
 9:15 p. m.
 News ServiceUP
 Transcription ServiceLang-Worth; Key-
 stone Broadcasting System

Personnel

President-General Manager...James R. Curtis
 Commercial Manager....Thomas R. Putnam

K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByPlains Radio
 Broadcasting Co.
 Address914 Avenue J
 Phone Number5567
 Transmitter Location2215 Fifth St.
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 days, 8 a.m. to 10 p.m.
 Newspaper Affiliation ..Lubbock Avalanche-
 Journal
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth
 National Sales Office: Taylor-Howe-Snowden
 Group, Dallas, Texas
 RepresentativeHoward H. Wilson Co.

Personnel

President.....O. L. Taylor (Amarillo)
 Station Manager.....DeWitt Landis
 Program-Musical Director ...R. B. McAlister
 Publicity DirectorBruce Collier
 Chief AnnouncerWesley Youngblood
 Chief EngineerW. 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 AddressBox 755
 Phone Number272
 Studio Address108½ South First Street
 Transmitter Location: Highway 35, (½ mile
 North of Lufkin)
 Time on the AirUnlimited license
 Transcription ServiceStandard Radio
 RepresentativeCox & Tanz

Personnel

President.....Ben T. Wilson
 ManagerDarrell E. Yates

K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Scharbauer Estate
 Business Address117 S. Lorraine St.
 Phone Number1070
 Studio AddressScharbauer Hotel
 Transmitter Location.....U. S. Highway 80,
 (½ miles west of Midland)
 Time on the Air6:45 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative.....Cox & Tanz

Personnel

Administrator of EstateMillard Eidson
 Station-Commercial Manager ...Boyd Kelley
 Sales Promotion Manager ...Wayne Harrell
 Program DirectorWilson Monroe
 Chief AnnouncerConnie Wendell
 Musical DirectorRoy De Wolf
 Chief EngineerJack Cecil

K N E T

PALESTINE—EST. 1936

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Palestine Broadcast-
 ing Corp.
 AddressMunicipal Bldg.
 Transmitter Location...One mile east of city
 limits, Palestine, Texas
 Time on the Air.....Daytime license
 News ServiceTransradio
 Transcription Service...Standard Radio, C. P.
 MacGregor, Keystone Broadcasting System
 RepresentativeCox & Tanz

Personnel

PresidentBert Horswell
 Business Manager.....Tom Nowlin

Program Director.....Frank Goodson
 Production Manager.....Milton Stewart
 Chief Announcer.....Gene Meyers
 Chief Engineer.....Frank Goodson

K P D N

PAMPA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....R. C. Hoiles
 Business Address.....Box 1701
 Phone Number.....1100
 Studio Address.....212 North Ballard
 Transmitter Location.....East of city limits
 Time on the Air.....7:30 a.m. to 7 p.m.
 Newspaper Affiliation.....Pampa News
 News Service.....AP
 Transcription Service.....World Broadcasting
 System; Keystone Broadcasting System
 Representative.....Forjoe & Co.

Personnel

President.....R. C. Hoiles
 General Manager.....H. E. Kreiger
 Commercial Manager-Program
 Director.....H. N. Wahlberg
 Sales Promotion Manager.....Dudley Puls
 Production Manager.....H. Blymiller
 Publicity Director.....Ethel Delhotal
 Chief Engineer.....Herman Kreiger

K P L T

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....North Texas Broad-
 casting Company
 Address.....Gibraltar Hotel
 Phone Number.....1124-5
 Transmitter Location: 1¼ miles south on Texas
 Highway No. 24
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,
 7 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....A. G. Pat Mayse
 Station Manager.....Lewis O. Seibert
 Program Director.....Mary Jo Mayse
 Production Manager.....Helen Wilhite
 Publicity Director-Chief
 Announcer.....Harvey Boyd
 Chief Engineer.....Mitchell Secest

K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts

Owned-Operated By.....Jack W. Hawkins &
 Barney H. Hubbs
 Address: KIUN Bldg., 306 South Cedar Street
 Phone Number.....21
 Transmitter Location.....North of city
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Pecos Enterprise

Personnel

Co-Owner-General Manager...Jack Hawkins
 Co-Owner-Publicity Director...Barney Hubbs
 Program Director.....W. D. Martin, Jr.

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1250 Kc.....Power: 500 Watts
 Owned-Operated By.....Port Arthur College
 Address.....1500 Proctor Street
 Phone Number.....7458
 Studio Address.....1515 Lakeshore Drive
 Transmitter Location.....1515 Lakeshore Drive
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Burn-Smith Company

Personnel

President.....Carl Vaughan
 Station Manager.....Glenn Hewitt
 Program Director-Traffic
 Manager.....Marjorie Vickers
 Chief Engineer.....Glen Boatright

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGKL, Inc.
 Address.....St. Angelus Hotel
 Phone Number.....6715
 Transmitter Location.....50 South Milton
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation.....San Angelo
 Standard Times
 News Service.....AP
 Fort Worth Office...2010 Ft. Worth National
 Bank Bldg.
 Representative.....The Foreman Co.

Personnel

President.....H. C. Ragsdale
 Station Manager.....Lonnie Preston
 Sales Promotion-Merchandising
 Manager.....Myrl Stein
 Publicity Director.....Evelyn Preston
 Chief Engineer.....Frank M. Jones

K A B C

SAN ANTONIO—EST. 1926

BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Alamo Broadcasting Co.

Address Bank of Commerce Bldg.
Phone Number Fannin 3126
Transmitter Location 811 East Myrtle
Time on the Air 6:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to 12 midnight

News Service UP
Representative William G. Rambeau Co.

Personnel

President-Manager R. Early Willson
Commercial Manager Bill Joekel
Program Director Leona Bender
Director of War Programs John W. Scott
Chief Announcer Ted Eckman
Chief Engineer Kenneth R. Hyman, Jr.

K M A C

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc. Power: 250 Watts
Owned By: W. W. McAllister & Howard W. Davis, d/b as The Walmac Company

Operated By Walmac Company
Address 2700 Smith Young Tower
Phone Number Cathedral 6211
Transmitter Location 319 Avenue A
Time on the Air 6 a.m. to 12 midnight

News Service INS
Representative Burn-Smith Company

Personnel

Manager Howard W. Davis
Program Director Tony Bessan
Chief Announcer Ray R. Hone
Musical Director Hunter Hancock
Chief Engineer Charles F. Harris

K O N O

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Eugene J. Roth, d/b as Mission Broadcasting Company

Address 317 Arden Grove
Phone Number Fannin 5171
Transmitter Location 317 Arden Grove
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to 12 midnight

News Service AP
Representative Forjoe & Company

Personnel

Owner-Manager Eugene J. Roth
Sales Manager James M. Brown
Program-Publicity Director Fred C. Hammond

Director of War Programs James M. Brown
Chief Announcer Jan King
Chief Engineer George Ing

K T S A

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Sunshine Broadcasting Company

Address Gunter Hotel
Phone Number Garfield 1251
Transmitter Location St. Hedwig Road
Time on the Air 6 a.m. to 12 midnight
News Service UP

Transcription Service World Broadcasting System, Langworth

National Sales Office Address: Taylor-Howe-Snowden Group, Tower Petroleum Bldg., Dallas, Texas

Representative John Blair & Company

Personnel

President O. L. Taylor
Station Manager George W. Johnson
Merchandising Manager Charles Lutz
Program Director Jack O. Mitchell
Accountant Fred A. Teed
Director of War Programs-Publicity

Director Lew Lacey
Chief Announcer Doug Romine
Musical Director Rex L. Preis
Chief Engineer Wm. Egerton

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc. Power: 50000 Watts
Owned-Operated By Southland Industries, Inc.

Address 1031 Navarro Street
Phone Number Garfield 4221
Transmitter Location Selma, Texas
Time on the Air 6 a.m. to 12 midnight
News Service AP; INS

Transcription Service Standard Radio, Lang-Worth

Representative Edward Petry & Co., Inc.

Personnel

Pres. & General Manager Hugh A. L. Halft
Chairman of Board G. A. C. Halft
Commercial Manager Ellis Chaney
Sales Promotion & Merchandising

Manager Walter S. Zahrt
Director of War Programs George Lee Marks
Farm Editor Bill Shomette
Musical Director Johnnie Anderson
Chief Engineer Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Red River Valley
 Broadcasting Corporation
 Addresses 421 N. Crockett St.; Fannin &
 Owing Sts., Denison, Texas.
 Phone Numbers 201 (Sherman); 423 (Denison)
 Transmitter Location Highway 75 (between
 Sherman and Denison)
 Time on the Air 6 a.m. to 12 midnight

Personnel

President G. H. Wilcox
 Station Manager L. L. Hendrick

K X O X

SWEETWATER—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sweetwater Radio,
 Inc.
 Address Radio Bldg., Highway No. 70
 Phone Number 2341
 Transmitter Location Highway No. 70
 Time on the Air 6:45 a.m. to 10 p.m.
 Newspaper Affiliation Sweetwater Daily
 Reporter
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Hal Holman

Personnel

President George Bennitt
 Secretary-Treasurer & General
 Manager Russell Bennitt
 Commercial Manager J. H. Hubbard
 Program Director Lee Belding
 Chief Engineer G. W. Dotson

K T E M

TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Broadcasting
 Co., Inc.
 Business Address P. O. Box 186
 Phone Number 4646
 Studio Address Kyle Hotel
 Transmitter Location 6/10 mile north of city
 Time on the Air Unlimited license
 News Service UP
 Representative Howard H. Wilson Co.

Personnel

President Ruth Mayborn
 Station-Commercial Manager Burton Bishop
 Program Director Charles Whitesides
 Chief Engineer Paul Shaw

K C M C

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

ARKANSAS NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KCMC, Inc.
 Address 317 Pine St.
 Phone Number 832
 Transmitter Location 317 Pine St.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation Texarkana
 Gazette; Texarkana News

News Service AP
 Transcription Service Standard Radio
 Representative The Foreman Co.

Personnel

President C. E. Palmer
 Station Manager Frank O. Myers
 Commercial Manager Herman Cecil
 Sales Promotion Manager Ernest Hackworth
 Program Director David Crockett
 Chief Engineer Charles Mathis

K G K B

TYLER—EST. 1931

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By East Texas Broadcasting
 Company
 Address 115 South College Street
 Phone Number 1106
 Transmitter Location Sandflat Road
 Time on the Air 6:55 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service Standard Radio

Personnel

President James G. Ulmer
 Station-Commercial Manager M. E. Danbom
 Sales Promotion Manager Earl P. Duffie
 Program Director Gerald Sanders
 Director of War Programs Ernest Howard
 Publicity Director Mary Allen
 Chief Announcer John York
 Chief Engineer John B. Sheppard

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Broad-
 casting Co.
 Address 1813 Wilbarger Street
 Phone Number 1048

Transmitter Location One mile due east of courthouse on highway extending from East Wilbarger Street
 Time on the Air 7 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Texas State Network

Personnel

President-General Manager.... R. H. Nichols
 Commercial Manager..... W. D. Dixon
 Program Director Bro. Mingus
 Musical Director..... John Allen
 Chief Engineer..... Herman Ridgway

KVIC

VICTORIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By Radio Enterprises, Inc.

Business Address.. Victoria Bank & Trust Bldg.
 Phone Number 1268
 Studio Address..... Cuero Highway
 Transmitter Location Victoria
 Time on the Air..... Unlimited License
 News Service UP
 Transcription Service: Standard Radio; Keystone Broadcasting System

Personnel

President Morris Roberts
 Station Manager-Chief Engineer.... C. L. Boyle
 Commercial Manager..... Roland Hobrecht
 Program Director..... Jerry Fisher
 Production Manager..... Margaret True

WACO

WACO—EST. 1922

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Frontier Broadcasting Co., Inc.

Address Amicable Life Bldg.
 Phone Number 2700
 Transmitter Location Amicable Life Bldg.
 Time on the Air..... 7 a.m. to 11 p.m.
 Newspaper Affiliation.... Waco News-Tribune & Times Herald

News Service UP
 Representative..... Spot Sales, Inc.

Personnel

Station Manager..... R. E. Lee Glasgow
 Commercial Manager..... Stanley Wilson
 Program Director..... Bernard P. Helton
 Chief Engineer..... L. H. Appleman

KRGV

WESLACO—EST. 1926

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

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 UP
 Transcription Service World Broadcasting System; Lang-Worth
 National Sales Office Address: 805-6 Tower Petroleum Building, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President..... O. L. Taylor
 Station Manager Guy W. Bradford
 Sales Manager..... Phil D. Dixon
 Program Director..... Dick Watkins
 Publicity Director..... Brad Smith
 Continuity Manager Opal Bradburn
 Latin American Department
 Manager Benjamin Cuellar
 Chief Engineer..... O. L. Hartwig

KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc..... Power: 5000 d.; 1000 n.
 Owned-Operated By..... Wichita Broadcasting Company

Business Address..... Harvey Snider Bldg.
 Phone Number 4182
 Studio Address Kemp Hotel
 Transmitter Location 2½ miles northwest of Wichita Falls

Time on the Air..... 6:30 a.m. to 10:20 p.m.
 News Service UP
 Transcription Service..... Standard Radio
 Representative..... Paul H. Raymer Co.

Personnel

President Joe B. Carrigan
 General Manager..... Charles E. Clough
 Merchandising Manager-Publicity-
 Program Director..... A. L. Pierce
 Traffic Manager..... David E. Chapman
 Musical Director..... Lucille Crouch
 Chief Engineer..... John Adams

UTAH

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K S U B

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By Southern Utah
Broadcasting Co.

Address Lunt Hotel
Phone Number 398
Transmitter Location 591 West 2nd South St.
Time on the Air: 8 a.m. to 8 p.m.; Sundays,
12 noon to 6 p.m.

News Service UP
Transcription Service Keystone Broadcasting
System

Personnel

President Leland M. Perry
Station-Commercial Manager Arthur Higbee
Chief Engineer Hurschell Urie

K V N U

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Cache Valley
Broadcasting Company

Business Address P. O. Box 264
Phone Number 1400
Studio Address 1393 North Main Street
Transmitter Location 1393 North Main St.
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
10 a.m. to 6 p.m.

News Service UP
Transcription Service Standard Radio

Personnel

President H. F. Laub
General Manager Reed Bullen
Commercial Manager G. G. Merrill
Chief Engineer C. N. Layne

K L O

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By Interstate Broad-
casting Corporation

Business Address Hotel Ben Lomond, 411
Twenty-fifth St.

Phone Number 5721; 5050 (transmitter)
Studio Addresses: Hotel Ben Lomond; David
Kieth Bldg., Salt Lake City

Transmitter Location Kanesville, Utah
Time on the Air 6:30 a.m. to 12 midnight

News Service UP
Transcription Service Standard Radio
Representative Joseph Hershey
McGillvra, Inc.

Personnel

President A. L. Glasmann
General Manager-Vice-
President George C. Hatch
Station Manager Merrill J. Bunnell
Commercial Manager Louis Haller
Sales Promotion Manager Edward Shurrick
Program Director Jack Riaska
Publicity Director Ethel G. Clark
Accountant Gene Stephens
Musical Director Earl Donaldson
Chief Engineer W. D'Orr Cozzens

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Eastern Utah
Broadcasting Co.

Business Address Price
Phone Number Price 200
Transmitter Location 2.4 mi. NW. of Price,
on U.S. Highway No. 50

Time on the Air Unlimited license
News Service UP
Representative Joseph Hershey
McGillvra, Inc.

Personnel

President-General Manager Jack Richards
Chief Announcer Carl P. Wolfrom

K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KOVO Broadcasting
Co.

Address 108 West Center Street
Phone Number 1680
Transmitter Location 17 West 3rd South

Time on the Air 6 a.m. to 11:30 p.m.
News Service UP
Representative Joseph Hershey
McGillvra, Inc.

Personnel

President Clifton A. Tolboe
Manager Arch L. Madsen
Sales Manager S. G. Carter
Sales Promotion Manager James Lawrence

Program Director-Chief
 Announcer.....W. Shirl Black
 Publicity Director.....Les Henrikson
 Accountant.....Donna Tolboe
 Chief Engineer.....Gerald Peterson

K D Y L

SALT LAKE CITY—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By..... Intermountain
 Broadcasting Corporation
 Address.....143 S. Main St.
 Phone Number.....5-2991
 Transmitter Location.....9th West &
 33rd South
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World Broadcasting
 System; NBC Thesaurus
 Representative.....John Blair & Company

Personnel

President & General Manager.....S. S. Fox
 Vice-President.....Myron Fox
 Secretary-Treasurer.....L. A. Loeb
 Commercial Manager.....W. E. Wagstaff
 Sales Promotion-Publicity.....Myron Fox
 Program Director.....George A. Provol
 Production Manager.....Alvin Pack

Chief Announcer.....Russel O. Stewart
 Continuity Editor.....George D. Snell
 Musical Director.....Raymond A. Mace
 Chief Engineer.....J. M. Baldwin

K S L

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service
 Corporation of Utah
 Address.....10 South Main Street
 Phone Number.....(Dial) 5-4641
 Transmitter Location.....Saltair, Utah
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Salt Lake Tribune
 Transcription Service.....Standard Radio;
 Lang-Worth; C. P. MacGregor
 Representative.....Edward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
 Executive Vice-President.....Earl J. Glade
 Station Manager.....Ivor Sharp

K U T A

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Utah Broadcasting
 Co.
 Address.....29 South State Street
 Phone Number.....3-2737
 Transmitter Location.....North Salt Lake
 Time on the Air.....6 a.m. to 12:15 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

President-General Manager.....Frank C. Carman
 Commercial Manager.....Jack Burnett
 Program Director.....King Harmon
 Production Manager-Chief
 Announcer.....Melvin Jass
 Publicity Director.....Mike Cassidy
 Musical Director.....Jessie Seamons Taylor
 Chief Engineer.....Lyle Wahlquist

Go Places
 in the
 Intermountain Market
 with
 NBC'S PARADE
 OF STARS
 over
KDY L
 SALT LAKE CITY, UTAH
 UTAH'S
NBC
 STATION
 National
 Representative
JOHN
BLAIR & CO.

BUY
 WAR
 BONDS

VERMONT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WCAX Broadcasting Corp.

Address203 College Street
Phone Number.....Burlington 2000
Transmitter Location.....Colchester, Vermont
Time on the Air: 6:45 a.m. to 11:15 p.m.; Sun-
days, 8 a.m. to 11:15 p.m.

News ServiceUP
Transcription ServiceAssociated Music
Publishers, C. P. MacGregor
RepresentativeWeed & Company

Personnel

President-Station Manager....C. P. Hasbrook
Commercial ManagerRobert A. Kelley
Program Director.....Ray Simms
Production Manager-Publicity
DirectorHerman B. Wight
Chief Engineer.....John C. Quill

WWSR

ST. ALBANS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....Vermont Radio Corp.

Address32 N. Main St.
Phone Number1390
Transmitter Location.....St. Albans Bay, Vt.
Time on the Air.....7 a.m. to local sunset
News ServiceAP
Transcription ServiceNBC Thesaurus
RepresentativeHoward H. Wilson Co.

Personnel

PresidentLloyd E. Squier
Station ManagerThomas M. Colton
Commercial-Sales Promotion
ManagerWilliam G. Ricker
Program Director-Chief
Announcer.....G. Malcolm Weaver
Publicity-Director of War
Programs.....Thomas M. Colton
Chief Engineer.....Norman B. Lyons

WSYB

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....P. Weiss Music Co.

Address80 West Street
Phone Number1247
Transmitter Location.....Creek Road
Time on the AirUnlimited license
News ServiceUP
Transcription Service.....Keystone Broadcasting
System, Langworth

RepresentativesJoseph Hershey
McGillvra, Inc.; R. C. Foster

Personnel

PresidentPhilip Weiss
Station Manager-Program Director. J. H. Weiss
Commercial-Sales Promotion
ManagerGeorge Field
Production Manager-Chief
AnnouncerLee Morrison
Chief Engineer.....David Lyons

WDEV

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated ByLloyd E. Squier &
William G. Ricker

Address8 Stowe St.
Phone Number13-2
Transmitter LocationBlush Hill
Time on the Air.....Local sunrise to sunset

News ServiceUP
Transcription Service.....World Broadcasting
System
RepresentativeHoward H. Wilson Co.

Personnel

Station Manager.....Lloyd E. Squier
Commercial and Sales Promotion Manager,
William G. Ricker
Chief Announcer-Musical
DirectorJohn Williams
Chief EngineerPaul Hurd

VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCHV

CHARLOTTESVILLE—EST. 1932
THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
AddressFourth & East Market Sts.
Phone Number 2500
Transmitter LocationRichmond Road
Time on the Air.....7 a.m. to 12 midnight
News Service UP
Transcription Service.....Associated Music Publishers
Representative.....Cox & Tanz

Personnel

President-Station Manager. Charles Barham, Jr.
Commercial Manager.....Powell Adams
Program Director.....Ed Hase
Production Manager.....Mary Wyne
Chief Engineer.....Walter W. Gray

WJMA

COVINGTON—EST. 1941
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Address418½ Main Street
Phone Number 840
Transmitter LocationCovington
Time on the Air.....Unlimited license
Transcription ServiceNBC Thesaurus

Personnel

Owner.....Earl M. Key

WBTM

DANVILLE—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TRICITY STATIONS
(WLVA-WBTM-WLSL)

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broadcasting Corporation
AddressHotel Danville Building
Phone Number 2350
Transmitter Location...River Road, Route No. 29
Time on the Air: 7 a.m. to 12 midnight; Sunday, 8 a.m. to 12 midnight
News Service Transradio
Transcription Service.....NBC Thesaurus
RepresentativeTri-City Stations Association

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Commercial Manager.....R. W. Cuddy
Program Director.....W. P. Heffernan
Traffic Manager.....Mary Lee E. Gravely
Publicity Director.....C. G. Rianhard
Musical Director.....Jacqueline Jones
Chief Engineer.....Harry W. Spencer

WFVA

FREDERICKSBURG—EST. 1939

Frequency 1290 Kc.....Power: 250 Watts
Owned-Operated By...Fredericksburg Broadcasting Corporation
AddressFarmer's Creamery Building
Phone Number 1260
Transmitter Location ...Two miles south of Fredericksburg on King's Highway
Time on the Air.....7:30 a.m. to local sunset
News Service UP
Transcription ServiceKeystone Broadcasting System
RepresentativeBurn-Smith Company

Personnel

President.....Richard F. Lewis, Jr.
General ManagerWilliam R. Seth
Program Director.....Jean Beckwith
Chief Announcer.....Charles Moffett
Musical Director.....Archie Smith
Chief Engineer.....William Crooks

WSVA

HARRISONBURG—EST. 1935

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley Broadcasting Corporation
AddressNewman Building
Phone Number 875
Transmitter LocationFive miles south of Harrisonburg on U. S. Route 11
Time on the Air 6 a.m. to local sunset
News ServiceUP
Transcription ServiceWorld Broadcasting System
Representative.....Howard H. Wilson Co.

Personnel

President.....Frederick L. Allman
Station ManagerCharles P. Blackley
Commercial-Sales Promotion ManagerRobert B. Harrington
Program DirectorRichard H. Johnson
Chief Announcer.....Wip Robinson, III
Chief Engineer.....Warren L. Braun

WLVA

LYNCHBURG—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated ByLynchburg Broad-
casting Corp.

AddressAllied Arts Bldg.
Phone Number 3030
Transmitter Location Lynchburg, Va.
Time on the Air 7 a.m. to 12:05 a.m.
News Service Transradio
Transcription Service... Lang-Worth; Standard
Radio

RepresentativeTri-City Stations

Personnel

PresidentEdw. A. Allen
Station ManagerPhilip P. Allen
Commercial Manager.....Joseph F. Wright
Sales Promotion-Commercial

ManagerRandolph Bean
Program Director.....Claude Taylor
Chief Announcer.....Wayne Tyler
Musical Director.....Hilda Waagers
Chief EngineerJohn Orth

WMVA

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power 250 Watts
Owned-Operated By.....Martinsville Broad-
casting Co., Inc.

AddressThomas Jefferson Hotel
Phone Number 2152
Transmitter Location Figsboro Road
Time on the Air 7 a.m. to 11 p.m.
Newspaper Affiliation.....Martinsville Daily
Bulletin

News Service AP
Transcription Service: Langworth; C. P. Mac-
Gregor; Keystone Broadcasting System
Representative.....Forjoe & Co.

Personnel

PresidentWilliam C. Barnes
Station Manager.....John W. Shultz
Commercial-Production

Manager.....Charles F. Adams
Program Director.....Jack Day
Director of War Programs... Priscilla Lambeth
Chief Announcer.....Grover Golightly
Chief EngineerWilliam R. Harmon

WGH

NEWPORT NEWS—EST. 1928

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Hampton Roads
Broadcasting Corporation

Business AddressPortlock Bldg.,
Norfolk, Va.

Phone Number27031

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 12 midnight; Sun-
days, 8 a.m. to 11:30 p.m.

Newspaper Affiliation: Newport News Daily
Press; Newport News Times-Herald

News Service AP

Transcription ServiceStandard Radio;
Lang-Worth

RepresentativeBurn-Smith Company

Personnel

President.....Raymond B. Bottom
V.P.-General Manager.....Edward E. Bishop
Commercial Manager.....Edward E. Edgar
Program Director.....Gene D. Stratton
Production Manager-Chief

AnnouncerJoel F. Wahlberg
Chief Engineer.....Raymond P. Aylor, Jr.

WTAR

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAR Radio Corp.
Address ...National Bank of Commerce Bldg.
Phone Number..... 25671

Transmitter LocationGlen Rock
Time on the AirUnlimited license
Newspaper Affiliation.....Norfolk Ledger-
Dispatch; Virginian Pilot

News Service AP; UP
Transcription Service: Standard Radio; Lang-
Worth

RepresentativeEdward Petry & Co.

Personnel

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Program & Musical

Director.....Henry Cowles Whitehead
Chief Announcer.....Jeff Baker
Director of Sports.....Blair Eubanks
Publicity Director.....Helen Whitehead
Commercial Traffic

ManagerBill Searle
Production Manager.....Vaughn Bradshaw
Sales Promotion Director...Ralph S. Hatcher
Office Manager.....Shirley Enright
Technical Director.....J. L. Grether

WPID

PETERSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By.....Petersburg News-
paper Corporation

Address 121 N. Sycamore Street

Phone Number 1053

Transmitter Location... Colonial Heights, Va.

Time on the Air: 7 a.m. to 11 p.m.; Sundays,
(Share time with WBBL, Richmond) 1:30 to
5:30 p.m.; 7 to 7:30 p.m.

Newspaper Affiliation.....Petersburg Prog-
ress-Index

News ServiceUP

Transcription ServiceStandard Radio

RepresentativeAssociated Radio Sales

Personnel

Station Manager-Program

Director.....Milton N. Gwaltney

Commercial Manager.....Ralph F. Spangler

Chief Announcer.....Frank Facenda

Chief Engineer.....Fred Wagner

WSAP

PORTSMOUTH—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By..Portsmouth Radio Corp.

AddressProfessional Bldg.

Transmitter Location.....Portsmouth, Va.

Time on the Air.....Unlimited license

Personnel

President.....Tom E. Gillman

Vice-President.....W. K. Hodges

General Manager.....T. W. Aydlett

WBBL

RICHMOND—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts

Owned-Operated By.....Grace Covenant
Presbyterian Church

Address1627 Monument Avenue

Phone Number..... 57941

Transmitter Location ... 1627 Monument Ave.

Time on the Air.....Unlimited license

Personnel

Station Manager.....M. A. Sitton

(Non-Commercial Station)

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 ServiceTransradio

Transcription ServiceNBC Thesaurus

RepresentativeJohn Blair & Company

Personnel

President & Station

Manager.....Wilbur M. Havens
National Sales and Promotion Manager,

R. E. Mitchell

Chief Announcer.....Jack Hooper

Program Director.....Garnett Tate

Director of War Programs-

Production Manager.....J. F. Skinnell

Publicity DirectorK. Hawks

Musical DirectorJoseph Jehlen

Chief Engineer.....Wilfred H. Wood

AP

NEWS FOR

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WRNL

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....Richmond Radio Corporation
 Address.....323 E. Grace St.
 Phone Number.....33436
 Transmitter Location.....Wilkinson Road
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Associated Music Publishers
 Representative.....Edward Petry & Co.

Personnel

President.....John Stewart Bryan
 Vice-President.....Dr. D. S. Freeman
 Secretary-Treasurer.....J. D. Wise
 Station Manager.....E. S. Whitlock
 Production Manager.....G. Mallory Freeman
 Publicity Director.....Bette Patton
 Musical Director.....Eddie Weber
 Assistant Chief Engineer.....Ernest Bowman
 Chief Engineer.....Rudolph W. Raabe

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
 Owned-Operated By.....Larus & Brother Co.
 Business Address.....Hotel Richmond, 9th
 and Grace St.
 Phone Number.....3-6633
 Studio Addresses: Hotel Richmond; 1506 Colley
 Ave., Norfolk, Va.
 Transmitter Location.....Edgeworth, Henrico
 County, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sunday,
 8 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System; Lang-Worth; Davis & Schwegler
 Representative.....Paul H. Raymer Co.

Personnel

President.....P. L. Reed
 General Manager.....C. T. Lucy
 Business Manager.....Barron Howard
 Program Service Manager.....Irvin Abeloff
 Program Director.....Irvin G. Abeloff
 Production Manager.....E. Ward Adams
 Publicity Director.....Margaret Fraser
 Chief Engineer.....D. C. Woods

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Times-World Corporation
 Business Address.....124 West Kirk Avenue
 Phone Number.....8131
 Transmitter Location...Colonial Ave., Colonial
 Heights
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12 midnight
 Newspaper Affiliation.....Roanoke Times;
 Roanoke World News
 News Service.....UP
 Transcription Service.....Lang-Worth; WBS
 Representative.....Free & Peters, Inc.

Personnel

President.....J. P. Fishburn
 Station Manager.....Ray P. Jordan
 Commercial Manager.....Frank D. Kesler
 Program-Publicity Director.....Jack Weldon
 Production Manager.....Irving Sharp
 Artists' Bureau Head &
 Musical Director.....Eve Nininger
 Chief Engineer.....J. W. Robertson

REACH
 VIRGINIA'S GREAT LISTENING AUDIENCE
 AT LOW COST THRU RICHMOND'S
 NATIONALLY KNOWN RADIO STATION

5000 WATTS
NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVE

W S L S

ROANOKE—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By... Roanoke Broadcast-
ing Corp.

AddressShenandoah Life Building

Phone Number 9227

Transmitter LocationShenandoah Life
Building

Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
days, 8 a.m. to 12:05 a.m.

News Service Transradio

Transcription ServiceNBC Thesaurus;
Langworth

RepresentativeTri-City Stations

Personnel

PresidentPaul C. Buford

Station Manager.....James H. Moore

Commercial Manager.....Frank E. Koehler

Production ManagerEdward D. Skotch

Program-Publicity Director... Virginia G. Krebs

Chief Announcer-Director of

War Programs.....James D. Johnston

Musical Director.....Mavis Taylor Overstreet

Chief Engineer.....Philip Briggs

W L P M

SUFFOLK—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By ...Suffolk Broadcasting
Corp.

Address105 Bank Street

Phone Number 1420

Transmitter LocationRoute No. 460

Time on the Air.....16 hours daily

News Service UP

Transcription ServiceNBC Thesaurus

RepresentativeSears & Ayer

Personnel

President-Station Manager.....Fred L. Hart

Sales Promotion Manager.....Rene Holland

Program DirectorFloyd V. Cozad

Traffic ManagerElizabeth G. Brady

Publicity DirectorBertha Gruber

Chief AnnouncerMaurice Herndon

Artists BureauAlma Flannagan

Production Manager-Musical Director

Harold Stephens

Chief EngineerWilliam Rupp

W I N C

WINCHESTER—EST. 1941

THE BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By...Richard Field Lewis, Jr.

AddressWINC Building

Phone NumberWinchester 4855

Transmitter LocationWINC Bldg.

Time on the Air.....7 a.m. to 11:30 p.m.

Personnel

Owner-General Manager..Richard Field Lewis

Commercial Manager-Program Director

Grant Pollock

Director of War Programs ...Marion Lewis

Chief Engineer.....Phil Whitney

WASHINGTON

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 227-285

K X R O

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

PACIFIC BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....KXRO, Inc.

Business Address.....P. O. Box 1120

Phone NumberAberdeen 4098

Studio Address.....207 East Market Street

Transmitter Location.....Finch Farms

Time on the Air: 7 a.m. to 11 p.m.; Sundays,

8:30 a.m. to 11 p.m.

News ServiceUP

Transcription Service.....Standard Radio

Representative.....Walter Biddick Co.

Personnel

President.....Harry R. Spence

Commercial Manager.....Fred G. Goddard

Production Manager-Chief Announcer

Frank Coffin

Publicity DirectorStan Spiegle

Home Economics Director....Ruth Poindexter

News Editor.....John Forbes

Musical DirectorRuth Forbes

Chief Engineer.....W. M. McGiffin

KVOS

BELLINGHAM—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts (C. P. 790 Kc.; 1000 Watts)

Owned-Operated By.....KVOS, Inc.
Address.....KVOS Bldg.
Phone Number.....4200
Transmitter Location.....900 Roeder Ave.;
(C. P. west of Bellingham)

Time on the Air.....Unlimited license
Transcription Service: C. P. MacGregor; Lang-
Worth; IBC Thesaurus

Personnel

President.....Rogan Jones

KELA

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By.....Central Broadcasting
Corporation

Address.....Kela Bldg.
Phone Numbers.....Centralia 721; Chehalis
721

Transmitter Location: Kela Bldg., (Midway be-
tween Centralia and Chehalis)

Time on the Air:.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth; C. P.
MacGregor

Representatives: Homer Owen Griffith (Los
Angeles, San Francisco); John Keating
(Portland); Romig Fuller (Seattle)

Personnel

President.....J. Elroy McCaw
Secretary.....Mabel A. Gwinn
Acting Manager.....Joe Chytil
Commercial Manager.....Robert Brister
Sales Promotion Manager.....Elain Gwinn
Program Director.....Dave Gordon
Production Manager-Publicity Director

Melvin York

Chief Announcer.....M. McCaw
Chief Engineer.....Ellwood Lippencott

KEVE

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By.....Cascade Broad-
casting Company, Inc.

Business Address.....P. O. Box 650
Phone Number.....Main 337
Studio Address.....North gate of city limits
Transmitter Location.....North Gate of city limits
Time on the Air.....6:55 a.m. to 12 midnight

News Service.....AP
Transcription Service.....World Broadcasting
System

Personnel

President.....Dr. J. R. Binyon
Vice-President-General
Manager.....Lloyd Wallgren
Station-Sales Promotion Manager.....Jack Meues
Program Director.....Mildred Mittel
Director of War Programs-Publicity
Director.....Carden Hadley
Artists Bureau.....Theodore Cedarberg
Musical Director.....Glen Churches
Chief Engineer.....Vernon Downing

KRKO

EVERETT—EST. 1922

MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 d.; 100 n.
Owned-Operated By.....Everett Broadcasting
Co., Inc.

Address.....Clark Building
Phone Numbers.....Main 526-653
Transmitter Location.....Everett
Time on the Air.....Unlimited license
Transcription Service.....Standard Radio

Personnel

President-Chief Engineer.....Lee Mudgett

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Twin City Broad-
casting Corp.

Address.....National Bank of Commerce
Bldg.

Phone Number.....Longview 1500
Transmitter Location.....Ocean Beach
Highway

Time on the Air.....Unlimited license
Transcription Service

C. P. MacGregor; NBC Thesaurus

Personnel

President.....Art Campbell
Station Manager.....C. O. Chatterton

KG Y

OLYMPIA—EST. 1922 (non-Comm.)
1932 (Comm.)

MUTUAL—DON LEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By.....KGY, Inc.
Address.....119 N. Washington, Rockway,
Leland Bldg.

Phone Number.....6636

Transmitter Location.....119 N. Washington
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service: Keystone Broadcasting
 System
 Representatives ...Burn-Smith Co.; Romig C.
 Fuller Associates

Personnel

President-Station Manager.....Tom Olsen
 Sales Manager.....J. Harris Dorr
 Program Director.....Eve Knutson
 Chief AnnouncerSam Crawford
 Production Manager-Chief Engineer
 Vernon Johnson

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: 6:45 a.m. to 8 a.m.; 10 a.m.
 to 10 p.m. each week day but Thurs. when
 off the air at 7:30 p.m. 77½ hours weekly
 News Service.....UP

Personnel

Station Manager.....Kenneth E. Yeend
 Chief EngineerSig Turnquist
 (Non-Commercial Stanon)

K E V R

SEATTLE—EST. 1925

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1090 Kc.....Power: 250 Watts
 Owned-Operated ByEvergreen Broad-
 casting Corporation
 Address2102 Smith Tower
 Phone NumberSeneca 2056-7
 Time on the AirUnlimited license
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System

Personnel

President.....Walter Wyckoff
 Station ManagerRobert Nichols

K I R O

**SEATTLE—EST. 1935 (1928 as KPCB)
 COLUMBIA BROADCASTING SYSTEM**

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.... Queen City Broad-
 casting Co.
 AddressCobb Building
 Phone NumberSEneca 1500
 Transmitter Location.....Vashon-Maury
 Island, Wash.
 Time on the Air24 hours daily
 News ServiceAP

Transcription ServiceWorld Broadcasting
 System; Standard Radio; Langworth Fea-
 ture Programs
 Representative Free & Peters

Personnel

President.....Louis K. Lear
 Vice-President-General
 ManagerH. J. Quilliam
 Asst. Business Mgr.-Director of National
 SalesLoren B. Stone
 Local Sales ManagerJ. F. Hiddleston
 Director of ProgramsArthur W. Lindsay
 Production ManagerAl Amundson
 Chief AnnouncerBob Spence
 Director of EducationGordon W. Davis
 Educational Director.....Bill Moshier
 Musical Director.....Max Dolin
 Chief Engineer.....James Hatfield

K J R

SEATTLE—EST. 1921

**THE BLUE NETWORK
 NORTHWEST RADIO TRIANGLE**

Frequency: 1000 Kc.....Power: 5000 Watts
 Owned-Operated ByFisher's Blend
 Stations, Inc.
 AddressSkinner Bldg.
 Phone NumberElliott 5890
 Transmitter Location2600 26th Ave.,
 S. W. West Waterway
 Time on the Air24 hours daily
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 RepresentativePaul H. Raymer Co.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial ManagerW. B. Stuht
 Research-Advertising Manager,
 Charles A. Bailie
 Program Director-Production Manager
 John Pearson
 News DirectorDick Keplinger
 Chief AnnouncersHomer Pope,
 Bennett Fisher
 Musical DirectorLloyd Solberg
 Chief Engineer.....Francis Brott

K O L

SEATTLE—EST. 1928

**MUTUAL—DON LEE
 PACIFIC BROADCASTING CO.**

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By: Seattle Broadcasting Co.
 AddressNorthern Life Tower
 Phone NumberMain 2312
 Transmitter Location.....1110 W. Florida St.

Time on the Air.....Unlimited license
 Transcription Service: C. P. MacGregor; As-
 sociated Music Publishers
 Representative.....John Blair & Company

Personnel

President-Station Manager.....Archie Taft
 Assistant Manager.....Oliver A. Runchey
 Commercial Manager.....Archie Taft, Jr.
 Program Director.....Elisabeth Leonard
 Publicity Director.....Dixie Lou Thompson
 Chief Announcer.....Wheeler Smith
 Chief Engineer.....Perry C. Lind

K O M O

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.
 NORTHWEST RADIO TRIANGLE

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fisher's Blend Sta-
 tions, Inc.

Address.....Skinner Bldg.
 Phone Number.....Elliott 5890
 Transmitter Location...2600 26th Ave., S.W.
 West Waterway

Time on the Air: 5:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.

News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Edward Petry & Co.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial Manager.....W. B. Stuht
 Research-Advertising Manager,
 Charles A. Bailie

Program Director-Production Manager
 John Pearson
 News Director.....Dick Keplinger
 Chief Announcers.....Homer Pope,
 Bennett Fisher

Auditor.....J. B. Henley
 Musical Director.....Lloyd Solberg
 Chief Engineer.....Francis Brott

K R S C

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Sales Cor-
 poration

Address.....2939 Fourth Avenue South
 Phone Number.....Main 0110
 Transmitter Location...2939 Fourth Ave. South
 Time on the Air.....6:45 a.m. to 11 p.m.

News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth; C. P. MacGregor

Personnel

President.....P. K. Leberman
 Station Manager.....Robt. E. Priebe
 Commercial Manager.....R. C. Fuller
 Program Director.....Ted Bell
 Musical Director.....Tom Priebe
 Chief Engineer.....George A. Freeman

K T W

SEATTLE—EST. 1920

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By....The First Presbyterian
 Church of Seattle

Address.....7th & Spring Sts.
 Phone Number.....Main 4177
 Transmitter Location.....Seattle
 Time on the Air.....Shares time with KWSC

Personnel

Pastor and Station
 Manager.....Dr. M. A. Matthews
 (Non-Commercial Station)

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc.....Power: 1000 Watts
 Owned-Operated By.....American Radio
 Telephone Co.

Address.....Bigelow Bldg.
 Phone Number.....Seneca 1000
 Transmitter Location...Second Avenue and
 Union Street

Time on the Air: 6:30 a.m. to local sunset;
 10 p.m. to 3 a.m.

News Service.....INS
 Representative.....Burn-Smith Co.

Personnel

President.....R. F. Meggee
 Vice-President & Station Manager

Florence Wallace
 Program Director.....Rodney McArdle
 Publicity Director.....Helen Dyer
 Chief Engineer.....John Dubuque

K F I O

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Spokane Broadcast-
 ing Corporation

Business Address....Fidelity-Ziegler Bldg.
 Phone Number.....Riverside 8033
 Transmitter Location...Fidelity-Ziegler Bldg.
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 day, 8 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President Arthur L. Smith
 Station-Commercial Manager
 Richard G. McBroom
 Program Director G. Longmeier
 Chief Engineer.....Dee Waymire

K F P Y

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....Symons Broad-
 casting Company
 Address Symons Building
 Phone Number Main 1218
 Transmitter Location Route No. 3
 Time on the Air..... 6 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service: Lang-Worth; Standard
 Radio; C. P. MacGregor
 Representative The Katz Agency, Inc.

Personnel

President Mrs. Frances R. Symons
 Vice-President-Station Manager
 Arthur L. Bright
 Manager of Sales & Public Relations
 Richard O. Dunning
 National Sales & Program Promotion
 Manager Richard E. Green
 Program Manager..... R. W. Brazeal
 Director of War Programs ... Katherine Leuer
 Production Manager Harold Bratsberg
 Office Manager Milton O. Fritsch
 Traffic Manager Barbara Kuttiler
 Musical Director Arthur Zepp
 Chief Engineer George Langford

K G A

SPOKANE—EST. 1933

BLUE NETWORK

Frequency: 1510 Kc.....Power: 10000 Watts
 Owned-Operated By Louis Wasmer
 Address Radio Central Building
 Phone Number Main 5383
 Transmitter Location ... near Spokane, Wash.
 Time on the Air Unlimited license
 Transcription Service Langworth
 Representative..... Paul H. Raymer Co.

Personnel

Owner Louis Wasmer
 General Manager Harvey Wixson

K H Q

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By Louis Wasmer
 Address Radio Central Building

Phone Number Main 5383
 Transmitter Location 4102 South Regal
 Street
 Time on the Air Unlimited license
 Transcription Service

Associated Music Publishers
 Representative Edward Petry & Co., Inc.

Personnel

Owner Louis Wasmer
 General Manager Harvey Wixson

K M O

TACOMA—EST. 1922

**MUTUAL—DON LEE NETWORK
 PACIFIC BROADCASTING CO.**

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By..... Carl E. Haymond
 Business Address 914½ Broadway
 Phone Number..... Main 4144
 Transmitter Location Tacoma-Seattle
 Highway
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

News Service UP
 Transcription Service

World Broadcasting System

Representative..... John Blair & Co.

Personnel

Owner-General Manager... Carl E. Haymond
 Station Manager..... J. A. Murphy
 National Commercial Manager .. A. Q. Moore
 Local Commercial Manager ... Jerry Geehan
 Program Director Verne Sawyer
 Traffic Manager Jack Clarke
 Musical Director..... Marion Kay
 Auditor Paul F. Benton
 Chief Engineer..... Joe Kolesar

K T B I

TACOMA—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... Tacoma Broadcasters,
 Inc.

Address 212 Puget Sound Bank Bldg.
 Phone Number B Broadway 2241
 Transmitter Location Tacoma
 Time on the Air..... Unlimited License
 Transcription Service Standard Radio
 Representative Cox & Tanx

Personnel

President C. C. Cavanaugh

K V I

TACOMA—EST. 1927

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By..... Puget Sound Broad-
 casting Company, Inc.
 Business Address 502 Rust Building
 Phone Number Broadway 4211

Studio Addresses.....502 Rust Building
 Transmitter Location ..Vashon Island, Wash.
 Time on the Air.....5:30 a.m. to 11 p.m.
 News Service AP
 Transcription ServiceC. P. MacGregor;
 Associated Music Publishers
 RepresentativeGeorge P. Hollingbery
 Co.

Personnel

President & Station
 Manager Vernice Irwin
 Commercial Manager.....Earl T. Irwin
 Program DirectorLarry Huseby
 Traffic ManagerVyra Bryant
 BookkeeperDeborah V. Webb
 Chief EngineerRaymond Griese

KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 500 Watts
 Owned-Operated By.....Vancouver Radio
 Corporation
 Business Address.....P. O. Box 610
 Phone Number 150
 Studio Address707½ Main St.
 Transmitter Location...2915 Fruit Valley Road
 Time on the AirSunrise to sunset
 News ServiceUP
 Transcription Service

Langworth; Standard Radio

Personnel

PresidentSheldon F. Sackett
 General ManagerBen E. Stone
 Resident ManagerS. W. McCready
 Commercial Manager-Publicity Director
 Marion Sexton
 Program DirectorHelena Rutan
 Chief EngineerS. W. McCready

KUJ

WALLA WALLA—EST. 1928

KEYSTONE 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 Addresses; Marcus Whitman Hotel;
 Pendleton, Ore.
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road
 Time on the AirUnlimited license
 News ServiceUP
 Transcription. Services: World. Broadcasting
 System; Keystone Broadcasting System;
 Langworth

Representatives...Romig Fuller (Seattle); John
 Keating (Portland)

Personnel

President and General
 Manager.....H. E. Studebaker
 Commercial-Sales Promotion Manager
 Norval Armes
 Program-Publicity DirectorJames Schick
 Chief Announcer (Walla Walla)
 Charles Herring
 Chief Announcer (Pendleton)Edna Storey
 Musical DirectorJack Fearey
 Women's Features Director..Virginia Van Hoy
 Sports DirectorBob Grant
 Chief Engineer.....Milton MacLafferty

KPQ

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc ...Power: 1000 d.; 500 n.
 Owned-Operated ByWestcoast Broad-
 casting Company
 Address20 Second Street
 Phone Number 45; 875
 Transmitter Location ..North End Miller Street
 Time on the Air:
 6 a.m. to 11:15 p.m.; Sunday, 9 a.m. to
 11:15 p.m.

News Service UP
 Transcription Service.....NBC Thesaurus
 Representative

Joseph Hershey McGillvra, Inc.

Personnel

PresidentRogan Jones
 Station and Commercial
 ManagerHelen Wylie

KIT

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING
 SYSTEM

PACIFIC BROADCASTING CO.

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated ByCarl E. Haymond
 Address414½ E. Yakima Ave.
 Phone Number 8115
 Transmitter LocationSouth of Yakima
 Time on the AirUnlimited license
 Transcription ServiceLang-Worth; World
 Broadcasting System
 Representative John Blair & Co.

Personnel

President.....Carl E. Haymond

WEST VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WJLS

BECKLEY—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Joe L. Smith, Jr.
Address: 101½ Main Street
Transmitter Location: Teel Road
Phone Number: 7311
Time on the Air: 6 a.m. to 10 p.m.; Sundays,
9 a.m. to 8:30 p.m.
News Service: UP
Transcription Service: NBC Thesaurus;
Associated Music Publishers; Keystone
Broadcasting System
Representative: Spot Sales, Inc.

Personnel

Owner: Joe L. Smith, Jr.
Station-Commercial Manager: Herbert R. Kendrick
Program-Production Manager: Peter Arnell
Continuity Director: Midge Lee
Chief Announcer: Fred Stone
Auditor: V. Z. Cooper
Chief Engineer: Al Ginkle

WHIS

BLUEFIELD—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.
WEST VIRGINIA NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Daily Telegraph
Printing Co.
Address: Commerce Street
Phone Number: WHIS
Transmitter Location: Route No. 52,
Harry Heights
Time on the Air: 5 a.m. to 12 midnight
Newspaper Affiliation: Bluefield Daily Tele-
graph; Sunset News
News Service: UP
Transcription Service: World Broadcasting Sys-
tem; Lang-Worth
Representative: The Katz Agency

Personnel

President: H. I. Shott
Manager: J. Lindsey Alley
Program Director: Stuart Odell
Artists' Bureau Head: Melvin Barnett
Publicity Director: Elsie Thomas
Production Manager-Musical
Director: Barnes Nash
News Editor: Stuart Odell
Continuity Editor: Janie Lambert
Chief Engineer: P. T. Flanagan

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: Charleston
Broadcasting Co.
Address: 1016 Lee St.
Phone Number: 28-131
Transmitter Location: Kanawha Country
Club Road
Time on the Air: 6 a.m. to 1 a.m.
News Service: AP; UP
Transcription Service: Standard Radio
Representative: The Branham Co.

Personnel

President: John A. Kennedy
Vice-President-Managing Director: Howard L. Chernoff
Technical Advisor: Odes E. Robinson
Sales Promotion Manager: Sam Polen
Program Director: William J. Adams
Director of War Programs: Virgil L. Schmit
Chief Announcer: Joseph Herget
Traffic Director: Carolyn Johnson
Comptroller: P. H. Evans
Musical Director: Leah Perry

WGKV

CHARLESTON—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: Kanawha Valley
Broadcasting Company
Address: 208 Dickinson St.
Phone Number: 37-541
Transmitter Location: Coal Branch Heights
Time on the Air: 7 a.m. to 12:15 a.m.; Sun-
day, 8 a.m. to 12 midnight
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Joseph Hershey McGillvra, Inc.

Personnel

Station Manager: Worth Kramer
Commercial Manager: Robert Wasdon
Sales Promotion Manager-Publicity Director: Ray C. Penner
Program Director: Joseph B. Matthews
Production Manager: J. Harvey Farris
Chief Announcer-Musical Director: Leslie Gorall
Chief Engineer: Denzil Pulley

W B L K

CLARKSBURG—EST. 1937

BLUE NETWORK

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 Number3040
Transmitter LocationGlen Elk, Clarksburg
Time on the Air7:30 a.m. to 11:35 p.m.
News ServiceAP
Transcription ServiceNBC Thesaurus
RepresentativeThe Branham Company

Personnel

President.....John A. Kennedy
General Manager.....G. C. Blackwell
Commercial Manager...Donald S. Greenleaf
Program-Musical Director.....Don McWhorter
Publicity Director.....David Grubb
Chief Announcer.....Bill O'Day
Chief Engineer.....C. S. Clemans

W J R M*

ELKINS—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By

Allegheny Broadcasting Corp.

AddressElkins, W. Va.
Time on the AirUnlimited license

*Station had a construction permit at time
of going to press and no further information
was available.

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By...Monongahela Valley
Broadcasting Co.

Address208 Adams St.
Phone Number3100

Transmitter LocationMonongah
Time on the Air5 a.m. to 11:30 p.m.

News ServiceAP
Transcription Services

Standard Radio; Langworth
RepresentativeJohn Blair & Co.

Personnel

President.....George B. Storer
Station-Commercial Manager

Stanton P. Kettler
Office Manager.....R. C. Warden

Program Director.....John MacKercher
Publicity-Continuity Director.....C. Swiger

Artists Bureau.....Jean Fluharty
Musical Director.....Henry Gruner

Chief Engineer.....Robert Hough

W S A Z

HUNTINGTON—EST. 1927

BLUE NETWORK

WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....WSAZ, Inc.

Address929½ Fourth Ave.
Phone Number4106

Transmitter Location28th St., West
Time on the Air.....Unlimited license

Newspaper Affiliation: Huntington Herald-
Dispatch; Huntington Advertiser

News ServiceAP
Transcription Service.....World Broadcasting
System, Langworth

RepresentativeHoward H. Wilson Co.

Personnel

President and General
Manager.....John A. Kennedy

Station Manager.....Flem J. Evans
Commercial Manager.....John L. Henry

Sales Promotion Manager.....Clint Prescott
Program Director.....A. Rauch

Production Manager.....Robert Drexler
Publicity Director.....Dick Whitney

Chief Announcer.....Jimmy Martin
Artists Bureau.....L. P. Swann

Musical Director.....Irene Bruce
Chief Engineer.....John R. Csensich

W L O G

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Clarence H. Frey &
Robert O. Greever—Partners

Address.....Kanada & Chestnut Streets
Phone Number761

Transmitter Location ...Kanada and Chestnut
Streets

Time on the Air.....7:30 a.m. to 9 p.m.
Newspaper Affiliation.....Logan Banner

News ServiceUP

Personnel

PresidentClarence H. Frey
General Manager.....C. E. Vann

Commercial Manager.....James McGowan
Chief Announcer.....Harman Calver

Musical Director-Director of
Women's Programs.....Dorothy Armstrong

Chief Engineer.....John Blackwood

W A J R

MORGANTOWN—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....West Virginia Radio Corporation
 Business Address.....440-446 Spruce Street
 Phone Number.....9488
 Transmitter Location.....Charleston Ave. at Summers Street
 Time on the Air: 6:30 a.m. to 10:30 p.m.; Sundays, 9 a.m. to 6 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting System
 Representative.....Forjoe & Company

Personnel

President.....H. C. Greer
 Station Manager-Program Director.....Henry B. McNaughton
 Commercial Manager.....Frank Greeg
 Production Manager.....Edith Perry
 Chief Announcer.....William Burchinal
 Chief Engineer.....R. C. Spence

W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Ohio Valley Broadcasting Corporation
 Address.....701½ Market Street, Grinter Building
 Phone Number.....2530
 Transmitter Location.....North End, Parkersburg
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Branham Company

Personnel

President.....John A. Kennedy
 Station Manager.....George H. Clinton
 Sales Promotion Manager...Robert Fashbaugh
 Program Director.....Carl Loose
 Chief Announcer.....Hal Norman
 Musical Director.....Len Carl
 Chief Engineer.....Cecil Knowles

W B R W

WELCH—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McDowell Service Company
 Business Address.....P. O. Box 313
 Phone Number.....818
 Studio Address.....10 Riverside Drive
 Transmitter Location.....Dor Building
 Time on the Air.....7:30 a.m. to 8:30 p.m.; Sundays, 9 a.m. to 6 p.m.

News Service.....Press Association
 Transcription Service.....Associated Music Publishers; C. P. McGregor; Keystone Broadcasting System

Personnel

President.....J. W. Blakely
 Station-Commercial Manager.....James M. Flenniken
 Program Director.....John Villani
 Publicity Director.....Brandon Wallace
 Traffic Manager.....Jewell Roberson
 Chief Announcer-Director of War Programs.....Sid Tear
 Chief Engineer.....John Timberlake

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Broadcasting, Inc.
 Address.....Pythian Building
 Phone Number.....Wheeling 5320
 Transmitter Location.....Pythian Building
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....Joe L. Smith, Jr.
 Station Manager.....John B. Reynolds
 Commercial Manager.....John T. Gelder, Jr.
 Program Director.....Albert R. Albinger, Jr.
 Production Manager-Chief Announcer.....Richard P. Slade
 Chief Engineer.....Fred Baker

W W V A

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned-Operated By.....West Virginia Broadcasting Corp.
 Address.....Hawley Building
 Phone Number.....Wheeling 5383
 Transmitter Location.....St. Clairsville, Ohio
 Time on the Air:.....4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....NBS Thesaurus; Langworth
 Representative.....John Blair & Co.

Personnel

President.....George B. Storer
 Managing Director.....George W. Smith
 Sales Promotion Manager-Publicity Director.....George Skinner
 Production Manager.....Paul J. Miller

• • • WEST VIRGINIA - WISCONSIN • • •

Program Director.....Lew Clawson
 Director of War Programs-Chief
 Announcer.....Cliff Allen
 Artists Bureau.....Jetta Brown
 Musical Director.....Robert Nesbitt
 Chief Engineer.....Edward L. Kejm

W B T H

WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Williamson Broad-
 casting Corp.
 Address.....Mountaineer Hotel Block

Phone Number.....1241
 Transmitter Location..Mountaineer Hotel Block
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....G. W. Taylor
 Vice-President-Treasurer.....W. P. Booker
 Station-Commercial Manager.....Alice Shein
 Chief Announcer.....Bob Flaherty
 Musical Director.....Elizabeth Zimmerman
 Chief Engineer.....Vernon Totten

WISCONSIN

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WHBY, Inc.
 Address.....600 S. Lawe St.
 Phone Number.....1161
 Transmitter Location.....600 S. Lawe St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Reynolds-Fitzgerald, Inc.

Transmitter Location.... 1½ miles south of
 Ashland on Highway No. 13
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP; UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Bogner & Martin

Personnel

President.....William L. Johnson
 Station-Commercial Manager.....J. W. Huss
 Program Director-Chief
 Announcer.....Harry Wills
 Chief Engineer.....Hine Dahlbacka

Personnel

Managing Director.....Rev. James A. Wagner
 Station Manager.....J. L. Gallagher
 Program Director.....Rodge Mueller
 Chief Engineer.....George Merkle

W E A U

EAU CLAIRE—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM

NORTHWEST NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central Broadcasting
 Company
 Business Address.....203 South Barstow St.
 Phone Number.....6149
 Transmitter Location....Symour Road (County
 Road Q)
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Eau Claire Leader
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingbery Co.

W A T W

ASHLAND—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

LAKE SUPERIOR NETWORK

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....Upper Michigan-
 Wisconsin Broadcasting Co., Inc.
 Address.....Northern State Bank Building
 Phone Number.....1420

Personnel

President.....W. C. Bridges
 Commercial ManagerClyde Riddle
 Production Manager-Chief
 Announcer William Conner

K F I Z

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....The Reporter Printing
 Company
 Operated ByThe Commonwealth Reporter
 Address18-20-22 West First Street
 Phone Number356
 Transmitter Location....18-20-22 West First St.
 Time on the Air: 8 a.m. to 10 p.m.; Sundays,
 10 a.m. to 9 p.m.
 Newspaper Affiliation....The Commonwealth
 Reporter
 News Service.....INS; UP
 Transcription ServiceStandard Radio

Personnel

PresidentA. H. Lange
 Station Manager.....Lucille Fairbanks
 Commercial ManagerWilliam O'Brien
 Program Director.....Marion Schwein
 Chief Announcer.....William Crusenberry
 Chief Engineer.....Wendell S. Meyers

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....St. Norbert College
 Business AddressGreen Bay
 Phone NumberAdams 1
 Studio AddressBellin Building
 Transmitter Location West De Pere, Wisc.
 Time on the Air.....18 hours daily
 News Service AP
 Transcription ServiceAssociated Music
 Publishers
 RepresentativeWeed & Co.

Personnel

Managing DirectorRev. James A. Wagner
 General ManagerHaydn R. Evans
 Sales Promotion Manager....Val Schneider
 Program Director.....Al Michel
 Production Manager.....Clair Stone
 Publicity DirectorMarjorie Opland
 Musical Director.....Clarence Edges
 Chief Engineer.....Wallace J. Stangel

W C L O

JANESVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByGazette Printing Co.
 Address200 E. Milwaukee Ave.
 Phone Number2500
 Transmitter Location.....1436 Oakhill Ave.
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Janesville Daily
 Gazette
 News ServiceAP
 Transcription ServiceStandard Radio
 Regional Representative...Wisconsin Network

Personnel

PresidentSidney H. Bliss
 General Manager.....James F. Kyler
 Sales Manager.....Allan Curnutt
 Program-Musical Director.....Hester Kyler
 Production Manager-Publicity
 DirectorPaul Ruhle
 Chief Engineer.....William Havens

W K B H

LA CROSSE—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING CO.
 WISCONSIN NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKBH, Inc.
 Business Address....409 Main Street, Radio
 Building
 Phone Number4-5-0
 Transmitter LocationR. F. D. LaCrosse
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,
 9 a.m. to 11:30 p.m.
 News Service UP
 Transcription ServiceLangworth
 Representative ..Howard H. Wilson Company

Personnel

President and Station
 Manager.....Otto M. Schlabach
 Commercial-Sales Promotion
 ManagerHoward Dahl
 Program Director.....Bernice Callaway
 Director of War Programs-
 Chief AnnouncerRaymond Plamadore
 Musical DirectorAlbin Bina
 Chief Engineer.....Al Leeman

W H A

**MADISON—EST. 1917 (as 9XM)
1922 (as WHA)**

Frequency: 970 Kc.....Power: 5000 Watts
Owned ByState of Wisconsin
Operated ByUniversity of Wisconsin
Address Radio Hall
Phone Number.....Badger 580, Extension 476
Transmitter Location.....Fish Hatchery Road
Time on the Air7:30 a.m. to local sunset
News ServiceAP
Transcription ServiceLangworth;
Standard Radio

Personnel

Acting DirectorWilliam G. Harley
Acting Program Director...Walter Krulevitch
Director of War Programs..Romance Koopman
Acting Production Manager.....Ben Park
Acting Publicity Director.....Carol Reid
Acting Chief Announcer.....Roy Vogelman
Women's Program DirectorAline Hazard
Farm Program Director.....Milton Bliss
Musical Director.....Frederick Fuller
Chief Engineer.....John Stiehl
(Non-Commercial Station)

W I B A

MADISON—EST. 1924

**BLUE NETWORK
NATIONAL BROADCASTING CO.**

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated ByBadger Broadcast-
ing Company
Business Address110 East Main Street
Phone Number.....Fairchild 8800
Transmitter Location ..Route 4, Madison, Wis.
Time on the Air.....Unlimited license
Newspaper Affiliation.....The Capital Times;
Wisconsin State Journal
News ServiceUP
Transcription Service.....Associated Music
Publishers
Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
General ManagerEdwin C. Allen
Merchandising ManagerC. W. Wallis
Program Manager & Publicity
Director.....K. F. Schmitt
Musical Director.....Leon Persson
Chief Engineer.....Norman Hahn

W O M T

MANITOWOC—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated ByFrancis M. Kadow
AddressRadio Building

Phone Number167-400 W
Transmitter Location11110 Washington St.
Time on the Air.....6:57 a.m. to 10 p.m.
News ServiceUP
Transcription Service.....World Broadcasting
System

Personnel

General Manager.....F. M. Kadow
Commercial ManagerMaurice Dailey
Program Director.....Russ Russell
Chief Engineer.....W. F. Dubin

W M A M

MARINETTE—EST. 1939

Frequency: 570 Kc.....Power: 250 Watts
Owned-Operated By.....M. & M. Broadcast-
ing Co.
Address400 Wells St.
Phone Number570
Transmitter Location400 Wells St.
Time on the Air.....Sunrise to sunset
News ServiceUP
Transcription ServiceAssociated Music
Publishers
Representative.....Hal Holman Co.

Personnel

PresidentW. E. Walker
Station Manager.....Joseph D. Mackin
Sales and Merchandising
Manager.....Donald C. Wirth
Program Director.....Florence Meyers
Publicity Director.....Francis Vick
Chief Announcer.....Robert W. Kelly
Chief Engineer.....Martin R. Lund

W I G M

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated ByGeorge 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 ServiceUP
Transcription Service...Keystone Broadcasting
System

Personnel

OwnerGeorge F. Meyer
Station Manager.....Irma Meyer
Commercial Manager.....Anton Grossman
Program Director.....Roy La Mere
Chief AnnouncerErvin Kult
Chief Engineer.....Walter Ninneman

NATIONAL BUSINESS UP 35%*

NETWORK BUSINESS

UP 59%*

THERE'S STILL ROOM FOR YOU

THE GREATEST SHOW IN MILWAUKEE

WISN

CBS AFFILIATE

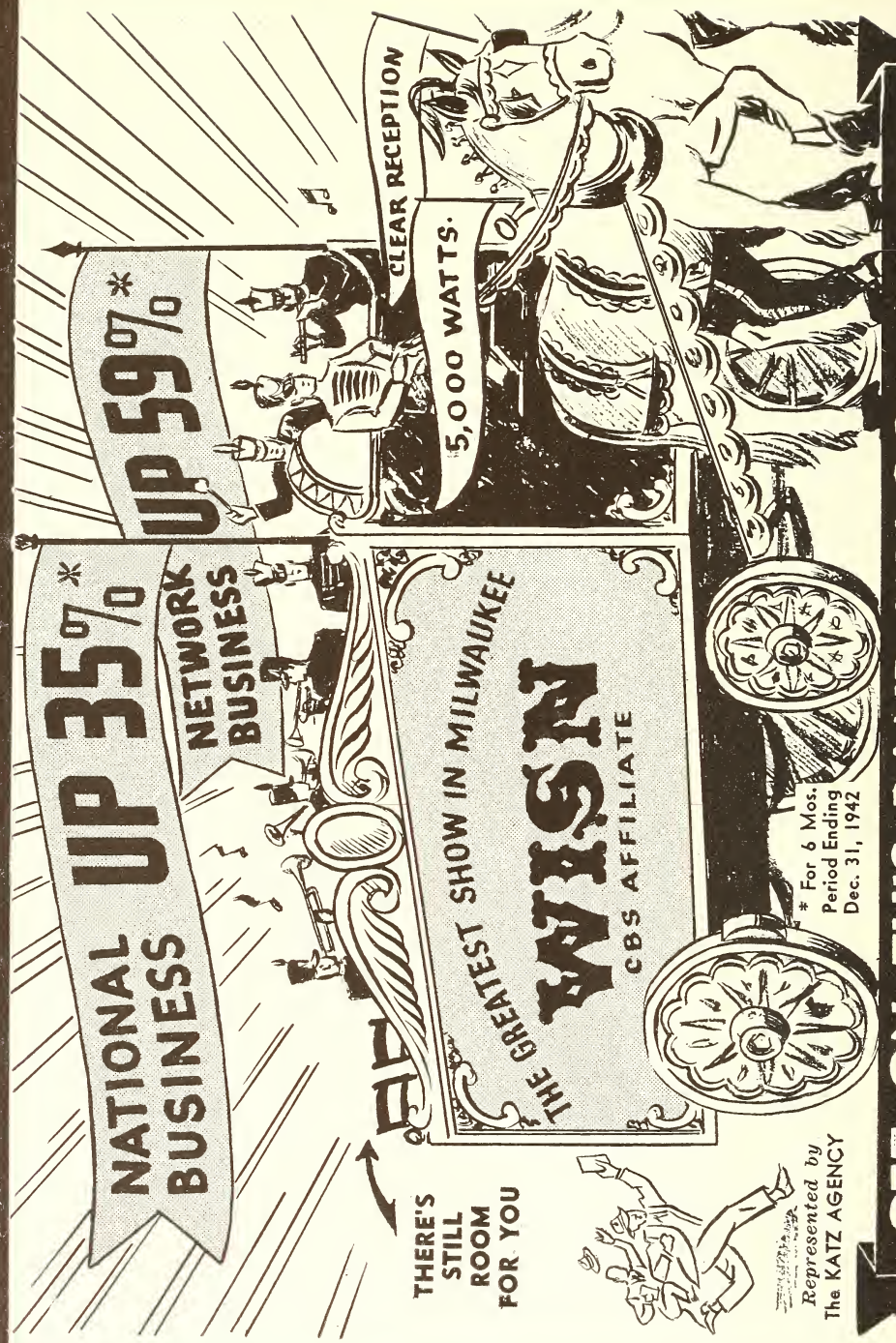
CLEAR RECEPTION

5,000 WATTS.

* For 6 Mos. Period Ending Dec. 31, 1942

Represented by
The KATZ AGENCY

GET ON THIS BAND WAGON IN 1943



W E M P

MILWAUKEE—EST. 1935

**THE BLUE NETWORK
WISCONSIN NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Milwaukee Broad-
casting Co.

Address711 Empire Bldg.
Phone NumberMarquette 7722
Transmitter Location711 Empire Bldg.
Time on the Air: 6 a.m. to 12 midnight; Sun-
day, 7 a.m. to 12 midnight

News Service UP
RepresentativeJoseph Hershey
McGillvra, Inc.

Personnel

PresidentGlenn D. Roberts
Station Manager.....C. J. Lanphier
Assistant Manager.....Charles LaForce
Program-Publicity Director.....Conrad Rice
Musical Director.....Elmer Ihrke
Chief Engineer.....Raymond Host

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 NumberDaly 3900
Transmitter Location...So. 60th & W. Edgerton
Sts.

Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
days, 7:15 a.m. to 12:05 a.m.

Newspaper Affiliation..The Milwaukee Sentinel
News Service INS
Transcription ServiceWorld Broad-
casting System, Standard Radio

Representative.....The Katz Agency

Personnel

General Manager.....G. W. Grignon
Sales Promotion Manager-Director of
War Programs.....Hugh O'Malley
Program Director.....Woods Dreyfus
Musical Director.....E. Krebs

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...Route No. 5, Box 817,
Waukesha, Wisc.

Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

Newspaper 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.....L. W. Herzog
Asst. Manager.....R. G. Winnie
Program Director.....Warren Mead
Publicity Director.....Charles Golling
Chief Announcer.....Robert J. Heiss
Musical Director.....Maurice Kipen
Chief Technician.....D. W. Gellerup

W O S H

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Howard H. Wilson
Address151½ Main Street
Phone Number4580
Transmitter Location ...County Trunk "A," ½
mile north of city limits of Oshkosh

'EMP
IN
'43
...—
Blue Network
C. J. Lanphier, Gen. Mgr.

Time on the Air 6 a.m. to 11 p.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Howard H. Wilson Co.

Personnel

President Howard H. Wilson
 General Manager Ray E. Schwartz
 Program Director Waldemar Porsow
 Farm Editor Bob Nelson
 Continuity Chief Margery Hilliard
 Office Manager-Women's
 Editor Lorraine Kuehn
 Chief Engineer Nathan Williams

WIBU

POYNETTE—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Wm. C. Forrest
 Business Address R. F. D. No. 2
 Phone Number 97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter Location R. F. D. No. 2
 Time on the Air 7 a.m. to 11 p.m.
 Transcription Service Standard Radio

Personnel

Station Manager Wm. C. Forrest
 Commercial-Madison Studio
 Manager Ralph O'Connor
 Portage Studio Manager M. A. Hays
 Beaver Dam Studio Manager Hal Woods
 Program Director Sarah Forrest
 Chief Announcer Theodore Paratore, Jr.
 Chief Engineer Leonard Dosee

WRJN

RACINE—EST. 1926

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Racine Broadcasting
 Corporation
 Address 441 Main Street
 Phone Number Jackson 290-291
 Transmitter Location Victory and Ken-
 tucky Sts., Mount Pleasant
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,
 8:30 a.m. to 9 p.m.
 Newspaper Affiliation Racine Journal-
 Times
 News Service INS
 Transcription Service
 Langworth, Keystone Broadcasting System
 Representative The Walker Company

Personnel

President F. R. Starbuck
 Secretary-Treasurer &
 General Manager Harry R. LePoidevin
 Station & Commercial
 Manager Harold J. Newcomb
 Program Director-Chief Announcer,
 H. S. Mann, Jr.
 Publicity Director Ken Hegard
 Chief Engineer F. Lee Dechant

WJMC

RICE LAKE—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned By W. H. McGenty
 Operated By J. J. McGenty
 Address 410 North Main Street
 Phone Number 550
 Transmitter Location 1615 South Main St.
 Time on the Air Unlimited license
 News Service Transradio
 Transcription Service Standard Radio

Personnel

Owner-Publicity Director ... W. H. McGenty
 Station-Commercial Manager
 R. W. Thompson
 Program Director-Chief Announcer
 Willard Jackson
 Musical Director R. W. Wells
 Chief Engineer Ray Pearson

WHBL

SHEBOYGAN—EST. 1928

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1330 Kc. Power: 1000 d.; 250 n.;
 Owned-Operated By Press Publishing
 Business Address 626-636 Center Ave.
 Phone Number 1900
 Studio Address: Press Building, 626-636 Center
 Avenue
 Transmitter Location Highway No. 141
 Time on the Air 6:15 a.m. to 11 p.m.
 Newspaper Affiliation Sheboygan Press
 News Service UP
 Transcription Service Standard Radio
 Representative The Foreman Co.

Personnel

President C. E. Broughton
 Executive Director A. Matt Werner
 Manager Wayne W. Cribb
 Publicity Director Glen James
 Program & Musical Director M. J. Pape
 Chief Announcer Carl Brose
 Chief Engineer Herbert Mayer

W L B L

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 5000 Watts
 Owned By..... State of Wisconsin Department
 of Agriculture
 Operated by ..Wisconsin Department of Agri-
 culture
 Business Address..... Stevens Point
 Phone Number525
 Studio Address State Teachers College
 Transmitter Location ... Auburndale, Wisconsin
 Time on the Air.....Daytime license
 News ServiceAP

Personnel

Acting DirectorHerman Ihde
 Station Manager.....F. R. Calvert
 Program DirectorWilliam P. Wichmann
 Director of War Program Lorraine Walczak
 Chief AnnouncerO. M. Leverton
 Chief EngineerDonald L. Yapp
 (Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By.....WDSM, Inc.
 Business Address Board of Trade Bldg.
 Phone Numbers:
 6262 (Business Office); 4451 (Superior Stu-
 dio); Mel. 1812 (Duluth Studio)
 Studio Addresses:
 Androy Hotel, Superior; Spalding Hotel,
 Duluth, Minn.
 Transmitter Location... Connor's Point, Su-
 perior, Wisc.
 Time on the Air18½ hours daily
 Representative ... Wm. G. Rambeau Company

Personnel

PresidentJames J. Conroy
 Station-Commercial Manager
 Robert D. Kennedy
 Sales Promotion ManagerE. R. Cluett
 Program Director-Chief
 Announcer Lou Martin
 Publicity Director Myrna McCauley
 Artists' Bureau Head.....Art Robinson
 Musical DirectorElma DeMeire
 Chief EngineerMelvin Laskey

W S A U

WAUSAU—EST. 1937

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northern Broadcast-
 ing Co., Inc.
 Address125 Third Street
 Phone Number 6521
 Transmitter Location 125 Third Street
 Time on the Air: 6:30 a.m. to 10:30 p.m.; Sat-
 urday, 6:30 a.m. to 12 midnight; Sunday, 730
 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service.....Associated Music
 Publishers
 RepresentativeReynolds-Fitzgerald, Inc.

Personnel

PresidentW. E. Walker
 General Manager..... Ben F. Hovel
 Commercial Manager..... J. W. Killeen
 Program Director Donald R. Burt
 Chief AnnouncerDouglas Pledger
 Musical Director.....Verne 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 Number 1340
 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 Affiliation Wisconsin Rapids
 Daily Tribune
 News Service AP
 Transcription ServiceStandard Radio

Personnel

Owner.....William F. Huffman
 General Manager.....George T. Frechette
 Commercial Manager.....Bruce G. Beichl
 Program-Musical Director.....Bert Mulroy
 Marshfield Studio Manager.....Bob Behling
 Stevens Point Studio Manager,
 Sigmund Kelbanowsky
 Chief AnnouncerPhil Romiti
 Director of Women's Programs, Virginia Lee
 Chief Engineer.....Garth N. Bowker

WYOMING

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By.... Donald L. Hathaway
 Address 1st and Lennox Streets
 Phone Number 407
 Transmitter Location 1st and Lennox Sts.
 Time on the Air Unlimited license
 News Service UP
 Transcription Service
 Langworth; Keystone Broadcasting System
 Representative
 Sear & Ayer, Inc.; Homer Griffith (West Coast)

Personnel

Station-National Sales Manager,
 Donald L. Hathaway
 Program Director..... Marcus R. Nichols
 Chief Announcer Harrison Brewer

K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.... Frontier Broadcasting Co.
 Address Plains Hotel
 Phone Number 4461
 Transmitter Location 3rd and Evans
 Time on the Air..... Unlimited license
 Newspaper Affiliation Wyoming Eagle;
 Wyoming State Tribune
 News Service UP
 Representative Burn-Smith Company

Personnel

Owner Tracy S. McCracken
 Sales Promotion Manager C. E. Hopkins
 Program-Publicity Director... Margaret O'Brien
 Production Manager-Musical Director
 Bill Jack
 Chief Announcer Frank Thomas
 Chief Engineer Gaal Barrett

K P O W

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.... Albert J. Meyer
 Business Address N. Clark St.
 Phone Number 222
 Studio Address 7th & Hamilton St.
 Transmitter Location 7th & Hamilton Sts.

Time on the Air 7 a.m. to 9 p.m.
 News Service..... AP
 Transcription Service: Standard Radio; Keystone Broadcasting System
 Representatives

Cox & Tanz; Homer Owen Griffith

Personnel

Owner A. J. Meyer
 Asst. Manager & Program-Musical Director
 Rosemary C. Meyer
 Chief Engineer Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.... Wyoming Broadcasting Company
 Address 1307 Wyoming Street
 Phone Number 93
 Time on the Air..... 92 hours weekly
 News Service Transradio
 Transcription Service NBC Thesaurus;
 Keystone Broadcasting System

Personnel

President..... R. R. West
 Station-Sales Promotion Manager
 H. L. McCracken
 Commercial Manager Robert Elliott
 Program Director..... Michael Reid
 Chief Announcer..... Elmer Ellsworth

K W Y O

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.... Big Horn Broadcasting Company, Inc.
 Business Address 19 North Main St.
 Phone Number 601
 Studio Address Gillette Building, 19 North Main St.
 Transmitter Location ... Northwest of Sheridan
 Time on the Air 7 a.m. to 8 p.m.
 News Service AP
 Transcription Service..... Standard Radio;
 Keystone Broadcasting System
 Representative Sears & Ayer, Inc.;
 Homer Owen Griffith

Personnel

President..... R. E. Carroll
 General Manager Jim Carroll
 Program-Publicity Director..... Mel Hallock
 Chief Engineer..... Bob Crossthwaite

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 250 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address.....Anchorage
Phone Number.....Main 143
Studio Address.....412 Fourth Avenue
Transmitter Location.....412 Fourth Avenue
Time on the Air.....Unlimited license
News Service.....INS; Transradio; UP
Transcription Service.....Lang-Worth; Key-
stone Broadcasting System

Personnel

Owner-Station Manager...William J. Wagner
Commercial Manager,Program
Director.....Ken Laughlin
Chief Announcer.....Elwyn Hopkins
Chief Engineer.....Hal Leighton

K F A R

FAIRBANKS—EST. 1939

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.
Address.....508 Second Avenue—Lathrop
Building
Phone Number.....East 380
Transmitter Location.....Five miles north-
west of town
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily
News Miner
News Service.....AP, UP
Transcription Service.....NBC Thesaurus;
World Broadcasting System
National Sales Office...T. A. Emory, Fourth
Ave., Bldg., Seattle Wash.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager.....W. K. Foster
Sales Promotion-Production
Manager.....Alvin O. Bramstedt
Program Director.....Fern Rivers

Publicity Director.....James N. Teale
Chief Announcer-Musical
Director.....Royal O'Reilly

K I N Y

JUNEAU—EST. 1935

Frequency: 1450 Kc.....Power: 1000 Watts
(C. P. 5000)
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
American Building, Seattle, Wash.
Phone Number.....197 (Juneau); Elliott
5488 (Seattle)
Studio Address.....Decker Bldg.
Transmitter Location.....Alaska Juneau
Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays,
10 a.m. to 8:30 p.m.
Transcription Service.....C. P. MacGregor;
Lang-Worth
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building,
Seattle, Wash.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Walter R. Carl

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.
Representative, Joseph Hershey McGillvra, Inc.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Roy Grandey
Program Director.....Perry Hilleary
News Editor.....Dallas Williams

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hawaiian Broadcasting System, Ltd.

Address: 1285 Kalamiole Ave.
Transmitter Location: Hilo
Time on the Air: Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System

Personnel

General Manager: J. Howard Worrall
Station Manager: Al Green
National Sales Manager: Henry C. Putnam

K G M B

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc. Power: 5000 Watts
Owned By: Hawaiian Broadcasting System, Limited

Address: 1534 Kapiolani Blvd.
Phone Number: 2323
Transmitter Location: 1534 Kapiolani Boulevard
Time on the Air: 6:15 a.m. to 11:30 p.m.
Newspaper Affiliation: Honolulu Star-Bulletin

News Service: UP
Transcription Service: World Broadcasting System; Associated Music Publishers; C. P. MacGregor

Representative: John Blair & Co.

Personnel

President-General Manager: J. Howard Worrall
Station Manager: Webley Edwards
Program Director: Owen Cunningham
Chief Announcer: Victor Eckland
Chief Engineer: Ernest Lindemann

K G U

HONOLULU—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 760 Kc. Power: 2500 Watts
Owned By: Marion A. Mulrony & Advertiser Publisher Co., Ltd.

Operated By: Advertiser Publisher Co.
Address: Advertiser Square
Transmitter Location: Advertiser Square
Time on the Air: Unlimited license

Newspaper Affiliation: Honolulu Advertiser
Transcription Service: NBC Thesaurus; Lang-Worth
Representative: The Katz Agency

Personnel

General Manager: M. A. Mulrony

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Garden Island Publishing Co.

Address: Lihue
Transmitter Location: Northeast of Lihue
Time on the Air: Unlimited license
Newspaper Affiliation: Garden Island Publishing Co.

Transcription Service: Standard Radio
Representative: Homer Owen Griffith

Personnel

General Manager: C. J. Fern
Sales Manager: Charles K. Izumoto

Puerto Rico

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Puerto Rico Advertising Co.

Address: McKinley & del Rio Sts.
Transmitter Location: Mayaguez
Time on the Air: Unlimited license

Personnel

President: Andres Camara
Station Manager-Chief Engineer: Ralph P. Perry

W P A B

PONCE—EST. 1940

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: Portorican American Broadcasting Co.

Address: 17 Leon St.
Phone Number: 783
Transmitter Location: Ponce Palya
Time on the Air: Unlimited license

Personnel

President: Juan Luis Boscio
Station Manager: Miguel Soltero Palermo

W P R P
PONCE—EST. 1934

Frequency: 1420 Kc. Power: 250 Watts
 Owned-Operated By: Julio M. Conesa
 Address: Trujillo Street
 Transmitter Location: Ponce
 Time on the Air: Unlimited license

Personnel

General Manager: Julio M. Conesa

W I A C

HATO REY-SAN JUAN—EST. 1942

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: Enrique Abarca San Feliz
 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: 7 a.m. to 11 p.m.
 News Service: AP
 Transcription Service: Standard Radio

Personnel

Owner: Enrique Abarca San Feliz
 Station-Commercial Manager: Felix Muniz
 Program Director: Rafael H. Benitez
 Publicity Director: Manuel A. Morales
 Chief Announcer: Antonio Alfonso
 Artists Bureau: Rafael Seijo
 Musical Director: Jose Raul Ramirez
 Chief Engineer: Alfonso Sanchez

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: Radio Corporation of Porto Rico
 Address: Telephone Building
 Phone Number: San Juan 2014
 Transmitter Location: Hato Rey
 Time on the Air: 7 a.m. to 11 p.m.
 News Service: Transradio
 Transcription Service: Associated Music Publishers
 National Sales Office: International Telephone & Telegraph Co., 67 Broad St., New York, N. Y.

Personnel

President: Leonard Jacob 2nd
 Vice-President-Gen. Manager: John A. Zerbe
 Commercial Manager: Jose C. Irizarry

Program Director: Manuel Ochoa
 Chief Announcer: Nieves Diaz Rivera
 Musical Director: Joaquin Burset
 Chief Engineer: Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By: Juan Piza
 Address: 59 Brau St.
 Phone Number: 107
 Transmitter Location: Green Island Santurce, P. R.
 Time on the Air: 16 hours daily
 News Service: Transradio
 Transcription Service: Lang-World

Personnel

Owner-Station Manager: Juan Piza
 Commercial-Sales Promotion Manager: Agustin R. Camunas
 Program Director: Camilo Fraticelli
 Production Manager: Juan Maldonado
 Chief Engineer: Jose Arzuaga

AT
SAN JUAN
PUERTO RICO



ENRIQUE ABARCA
Owner
FELIX MUÑIZ
Manager

54 Programmes

sponsored by

26 National Advertisers

are now heard in Canada over

CBC NETWORKS

SIX YEARS have passed since the inception of the Canadian Broadcasting Corporation . . . six years of progress and accomplishment . . . of steady expansion in programmes and facilities.

Through the networks of the CBC, Canadian listeners from coast to coast enjoy an exceptional broadcast service, made up of the best in radio entertainment . . . from Canada . . . Great Britain . . . and from the United States. Month by month, CBC service continues to expand . . . with more programmes . . . better programmes . . . programmes of widening interest and increasing variety.

This service has been a major factor in building the prestige and popularity of all CBC network stations and their loyal listening audience. In Canada, network programme ratings are unusually high . . . a fact well known to the many advertisers whose top flight commercial programmes are heard over CBC stations and networks.

Today, 26 of these prominent advertisers use CBC networks regularly. Ranking high in popularity . . . occupying an important place in CBC network schedules . . . their 54 programmes are convincing evidence of the effectiveness of network radio in Canada.

Through its national network, CBC programmes are available to 93.67% of Canada's radio homes.

CBC English Network Programmes

(As at January 1st, 1943)

Colgate-Palmolive-Peet Co., Ltd.
Happy Gang
Penny's Diary
Share The Wealth

Department of Finance
They Tell Me
War Finance Programme

General Foods, Limited
Jack Benney
Aldrich Family

Gillette Safety Razor Co. of Canada, Limited
Championship Fights

Hudson's Bay Company
Red River Barn Dance

Imperial Oil, Limited
N. H. L. Hockey Broadcasts

S. C. Johnson & Son, Limited
Fibber McGee and Molly

Kraft Cheese, Limited
Kraft Music Hall

Lamont Corliss & Company
John & Judy

Lever Bros., Limited
Big Sister
Lucy Linton's Stories from Life

Lux Radio Theatre

Thos. J. Lipton, Limited
Lipton Tea Musicale

McCull-Fontenac Oil Co., Ltd.
Fred Allen
Metropolitan Opera

Maple Leaf Milling Co., Limited
Good Luck Show

Procter & Gamble Company
Life Can Be Beautiful
Ma Perkins
Mary Marlin
Pepper Young's Family

Procter & Gamble Co. (Cont'd)
Snow Village
Road of Life

RCA Victor Company, Limited
The Voice of Victor

St. Lawrence Starch Co., Ltd.
N. H. L. Hockey Interviews

Standard Brands, Limited
Chase & Sanborn Programme

Sterling Drugs, Limited
Album of Familiar Music
Canadian Theatre of the Air
Waltz Time

Tuckett, Limited
Alan Young Variety Programme

Wartime Prices and Trade Board
Soldier's Wife

Wm. Wrigley Jr. Co., Limited
Treasure Trail

CBC French Network Programmes

(As at January 1st, 1943)

Campbell Soup Co., Limited
Jeunesse Dorée

Carnation Co., Limited
Le Quart d'Heure de Détente

Colgate-Palmolive-Peef Co., Ltd.
La Mine d'Or
Les Joyeux Troubadors

Department of Finance
La Métairie Rancourt
Notre Canada

L. O. Grothé, Limited
Mélodies Masquées

Imperial Oil, Limited
N. H. L. Hockey Broadcasts

S. C. Johnson & Son, Limited
Pierre Guérin

Lever Bros., Limited
Grande Soeur
Tante Lucie

McCull-Fontenac Oil Co., Ltd.
Metropolitan Opera

Mirielle, Inc.
Pour Votre Beauté

Procter & Gamble Company
La Rue Principale
La Vie Commence Demain
Quelles Nouvelles
Vie de Famille

Radio Monde
Moulin de la Chanson

Sterling Drugs, Limited
Album of Familiar Music
Les Secrets du Dr. Morhanges
Waltz Time

Wartime Prices and Trade Board
Le Courrier du Jour

CANADIAN BROADCASTING CORPORATION

55 York St., Toronto • COMMERCIAL DEPARTMENT • 1231 St. Catherine St. W., Montreal



CANADA



Stations



Networks



CANADIAN

Broadcasting Corporation

Headquarters Office

Victoria Building, Ottawa, Ontario

BOARD OF GOVERNORS

Rene Morin, K.C., Chairman
N. L. Nathanson, Vice-Chairman
Rev. Canon W. Eastland Fuller
J. Wilfrid Godfrey, K.C.

Dean Adrian Pouliot
R. Rowe Holland
E. H. Charleson

Personnel

General Manager.....Dr. James S. Thomson
(Ottawa)
Assistant General Manager...Dr. Augustin Frigon
(Montreal and Ottawa)
(Toronto)
Chief Executive Assistant.....Donald Manson
(Ottawa)
Treasurer.....Harry Baldwin
(Ottawa)
Secretary.....R. P. Landry
(Ottawa)
General Supervisor of Programs....E. L. Bushnell
(Toronto)
Commercial Manager and Supervisor of
Press and Information.....E. A. Weir
(Toronto)
Assistant Commercial Manager....W. E. Powell
(Toronto)
Commercial Manager,
Quebec Division.....J. A. Dupont
(Montreal)
Supervisor of Press and Information,
Quebec Division.....L. Houle
(Montreal)
Chief Engineer.....G. W. Olive
(Montreal)
Supervisor of Station
Relations.....J. R. Radford
(Toronto)
Traffic Manager.....E. W. Jackson
(Toronto)

OFFICES

Victory Building, Ottawa, Ontario
Keefer Building, Montreal, Quebec
55 York Street, Toronto, Ontario
1231 St. Catherine St. West, Montreal, Quebec

National Network By Regions

Maritime

Regional Representative.....Georges Young
CJCB, Sydney, Nova Scotia

CHNS, Halifax, Nova Scotia
CFCY, Charlottetown, Prince Edward Island
CBA, Sackville, New Brunswick
CKCW, Moncton, New Brunswick
CHSJ, Saint John, New Brunswick
CFNB, Fredericton, New Brunswick

Quebec

CBM, Montreal, Quebec (English)
CBF, Montreal, Quebec (French)
CBV, Quebec City, Quebec
CBJ, Chicoutimi, Quebec
CJBR, Rimouski, Quebec
CHNC, New Carlisle, Quebec

Ontario

Regional Representative.....D. Claringbull
CBO, Ottawa, Ontario
CKWS, Kingston, Ontario
CBL, Toronto, Ontario
CKSO, Sudbury, Ontario
CFCH, North Bay, Ontario
CJKL, Kirkland Lake, Ontario
CKGB, Timmins, Ontario
CKPR, Fort William, Ontario

Prairie

Regional Representative.....H. G. Walker
CKY, Winnipeg, Manitoba
CKX, Brandon, Manitoba
CKCK, Regina, Saskatchewan
CBK, Watrous, Saskatchewan
CHAB, Moose Jaw, Saskatchewan
CFQC, Saskatoon, Saskatchewan
CKBI, Prince Albert, Saskatchewan
CJCA, Edmonton, Alberta
CFAC, Calgary, Alberta
CJOC, Lethbridge, Alberta

British Columbia

Regional Representative.....I. Dilworth
CFJC, Kamloops, British Columbia
CKOV, Kelowna, British Columbia
CJAT, Trail, British Columbia
CBR, Vancouver, British Columbia

CANADIAN RADIO AT WAR

By *Glenn Bannerman*

President, Canadian Association of Broadcasters

JANUARY, 1942, found the Canadian broadcasting stations already at war a little over two years. The pattern of their contribution had already begun to take form.

To understand the contribution broadcasting is making toward the part Canada is playing in the United Nations' fight for victory, it is necessary to know the set-up of the industry. There are eighty-eight licensed broadcasting stations scattered across Canada from the Atlantic to the Pacific coasts. Ten of these stations are owned by the Canadian Broadcasting Corporation. The remaining seventy-eight are privately owned.

CBC National Network

The Canadian Broadcasting Corporation controls and operates the only National Network. It consists of nine Corporation and twenty-six privately owned stations. On various occasions and for some Government programs, all but five of the licensed stations have been hooked up to form an all inclusive network. From the outbreak of the war, the Canadian Broadcasting Corporation and the Canadian Association of Broadcasters, representing the private stations, have worked closely and harmoniously together. Officials of the Corporation and of the Association are members of the various committees organized to carry on the radio requirements of the war departments of the Government.

Shortly after the outbreak of war, the Government of Canada decided to purchase time from the radio stations just as it purchases space from other media. Thus, radio's function falls into two classifications: (1) as a vehicle for Government sponsored and paid-for programs at regular commercial rates, and

(2) free time contributed by network and individual stations and by commercial sponsors.

As an example of the amount of free time contributed by the industry, the figures for 1941 are given. The CBC network and privately owned stations gave over \$1,500,000 of free time, or between two and three times the expenditures by the Government for the same period. Commercial sponsors are estimated to have contributed over \$2,000,000 of time to Government promotions during the same period. When the figures for 1942 are compiled, it is estimated they will exceed 1941.

War-Time Users of Radio

During 1942, the Department of Finance, the Navy, the Army, the Air Force, the Wartime Prices and Trade Board and the National Selective Service Department have been the principal users of broadcast time. In addition to the war agencies various patriotic organizations such as the Red Cross, Canadian Aid to Russia Fund, the Navy League, the Milk Fund, and the Chocolate Fund have all been users, most of which has been contributed free by the National Network and individual privately owned services.

This radio time has taken almost every form available to programming—namely, network shows, transcribed fifteen and five-minute dramatic shows, serial dramas, dramatized spots, local community shows, and actuality broadcasts.

Victory Loan Campaign

The Department of Finance, through its agency, the National War Finance Committee, has been the greatest user of paid time during 1942 and the recipient of the largest amount of con-

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

tributed time by Network stations and sponsors. Two Victory Loan campaigns were launched during 1942 by the National War Finance Committee, one in the spring of the year and one during the autumn months. Specific shows for each of these drives were the All-Star Variety hour shows on a special network of some fifty stations. During the spring campaign, there was, in addition, a special orchestral half-hour show on Monday nights and a dramatic all-star show on Wednesday nights. In addition to the all-star show in the autumn, there was a special "Nazi Eyes on Canada" dramatic show and, running steadily during and between campaigns, there is a five-day-a-week roving reporter fifteen-minute show entitled "They Tell Me."

Reference to the All-Star shows calls for a tribute to the many stars of stage, screen, and radio from our comrade-in-arms, the United States. These stars contributed freely and most generously in helping by their superb entertainment to sell Canada's Victory Bonds to her people. Canada is proud of the great part which these famous stars have played in her war effort.

All of the National War Finance Committee's radio programs have been developed and directed by a committee known as the National War Finance Radio Committee. The Committee consists of three representatives from the Canadian Broadcasting Corporation, three representatives from the Canadian Association of Broadcasters, and three representatives from the Advertising Agencies of Canada War Finance Group. Serving with and under the direction of this Committee there are several working committees on which are to be found the best experts from the advertising agencies and the radio industry.

Armed Force Shows

Once a week, the Navy, Army, and Air Force have a combined show on the National Network entitled "Comrades in Arms." The Army has a special "Army Show," staffed, directed, and operated by men and women in the Army. During 1942, the Army has also supplied individual stations with a transcribed show entitled "Badge of Honour." Permission was granted for local commercial sponsorship and over fifty-eight

broadcasting stations carried the show in 1942.

The Air Force, during 1942, ran a commercially sponsored program entitled "They Fly for Freedom." In addition to these shows, there have been special dramatic presentations for recruiting in the Navy, Army and Air Force. These presentations have been on both the National Network and over the local community stations.

In addition to many special short campaigns, broadcasting stations in Canada carried throughout 1942 a dramatic serial five times a week for the Wartime Prices and Trade Board. This program is entitled "Soldier's Wife."

French-Language Campaigns

In the Province of Quebec where the majority of Canadian citizens speak the French language, the Canadian Broadcasting Corporation stations and the privately owned stations have paralleled the work of the English speaking stations with special French programs designed and developed to meet the requirements of the Province of Quebec.

No story of broadcasting in Canada under the wartime conditions of 1942 would be complete without special reference to the constant and creditable job which the privately owned stations have done in their local communities. Most of the local work has been completely contributed without cost to the war agencies for time, talent, or ideas. The local community stations have produced programs for local committees, developed special campaigns for recruiting, and wherever there is an Army or Air Force camp near a local broadcasting station, weekly shows by men in the armed forces are the order of the day.

Continued Effort

When the story has been fully told, the Canadian broadcasting industry has every right to be proud of its contribution during 1942 in helping to get on with the war. In spite of problems of priorities and manpower, the Canadian Broadcasting Corporation and the privately owned stations working together are geared up to carrying on with increasing effect until the day when the United Nations will have achieved victory and put down aggression.



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 December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 608.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	619
CBF	Montreal, Que.	690	50000	629
CBK	Chicoutimi, Que.	1580	1000	628
CBJ	Watrous, Sask.	540	50000	633
CBL	Toronto, Ont.	740	50000	625
CBM	Montreal, Que.	940	5000	629
CBO	Ottawa, Ont.	910	1000	623
CBR	Vancouver, B. C.	1130	5000	616
CBV	Quebec, Que.	980	1000	630
CBY	Toronto, Ont.	1010	1000	625
CFAC	Calgary, Alta.	960	1000	613
CFAR	Flin Flon, Man.	1400	100	617
CFCF	Montreal, Que.	600	500	629
CFCH	North Bay, Ont.	1230	100	622
CFCN	Calgary, Alta.	1010	10000	613
CFCO	Chatham, Ont.	630	100	620
CFCY	Charlottetown, P. E. I.	630	1000	628
CFGP	Grand Prairie, Alta.	1340	250	614
CFIC	Kamloops, B. C.	910	1000	615
CFLC	Prescott, Ont.	1450	100	620
CFNB	Fredericton, N. B.	550	1000	618
CFOS	Owen Sound, Ont.	1400	250	623
CFPL	London, Ont.	1570	1000	622
CFPR	Prince Rupert, B. C.	1240	50	616
CFQC	Saskatoon, Sask.	600	1000	633
CFRB	Toronto, Ont.	860	10000	626
CFRC	Kingston, Ont.	1490	100	621
CFRN	Edmonton, Alta.	1260	1000	614
CHAB	Moose Jaw, Sask.	800	1000	632

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAD	Amos, P. Q.	1340	250	629
CHEX	Petersborough, Ont.	1430	1000	623
CHGB	St. Anne de la Pocatiere, Que.	1230	250	631
CHGS	Summerside, P. E. I.	1480	100	628
CHLN	Three Rivers, Que.	1450	100	632
CHLP	Montreal, Que.	1490	250	630
CHLT	Sherbrooke, Que.	1240	250	631
CHML	Hamilton, Ont.	900	1000	621
CHNC	New Carlisle, Que.	610	1000	630
CHNS	Halifax, N. S.	960	1000	619
CHOV	Pembroke, Ont.	1340	250	623
CHPS	Parry Sound, Ont.	1450	250	623
CHRC	Quebec, Que.	800	1000	630
CHSJ	Saint John, N. B.	1150	1000	619
CHWK	Chilliwack, B. C.	1340	100	615
CJAT	Trail, B. C.	610	1000	616
CJBR	Rimouski, Que.	900	1000	631
CJCA	Edmonton, Alta.	930	1000	614
CJCB	Sydney, N. S.	1270	1000	620
CJ CJ	Calgary, Alta.	1230	100	614
CJCS	Stratford, Ont.	1240	50	624
CJFX	Antigonish, N. S.	580	1000	619
CJGX	Yorkton, Sask.	1460	1000	633
CJIC	Sault Ste. Marie, Ont.	1490	250	624
CJKL	Kirkland Lake, Ont.	560	1000	622
CJLS	Yarmouth, N. S.	1340	100	620
CJOC	Lethbridge, Alta.	1060	1000	615
CJOR	Vancouver, B. C.	600	1000	616
CJRC	Winnipeg, Man.	630	1000	618
CJRM	Regina, Sask.	980	1000	633
CJVI	Victoria, B. C.	1480	500	617
CKAC	Montreal, Que.	730	5000	630
CKBI	Prince Albert, Sask.	900	1000	632
CKCA	Kenora, Ont.	1450	250 d., 100 n.	621
CKCH	Hull, Que.	1240	250	629
CKCK	Regina, Sask.	620	1000	633
CKCL	Toronto, Ont.	580	1000	626
CKCO	Ottawa, Ont.	1310	1000	623
CKCR	Kitchener, Ont. (Waterloo)	1490	250	622
CKCV	Quebec, Que.	1340	100	631
CKCW	Moncton, N. B.	1400	250	618
CKGB	Timmins, Ont.	1470	1000	624
CKLN	Nelson, B. C.	1240	250	615
CKLW	Windsor, Ont.	800	5000	627
CKMO	Vancouver, B. C.	1410	100	616
CKNB	Campbellton, N. B.	950	1000	618
CKNX	Wingham, Ont.	920	1000	628
CKOC	Hamilton, Ont.	1150	1000 d., 500 n.	621
CKOV	Kelowna, B. C.	630	1000	615
CKPC	Erantford, Ont.	1380	100	620
CKPR	Fort William-Port Arthur, Ont.	580	1000	621
CKRN	Rouyn, Que.	1400	250	631
CKSO	Sudbury, Ont.	790	1000	624
CKTB	St. Catherines, Ont.	1550	1000	624
CKUA	Edmonton, Alta.	580	1000	614
CKVD	Val D'Or, Que.	1230	100	632
CKWS	Kingston, Ont.	960	1000	622
CKWX	Vancouver, B. C.	980	1000	617
CKX	Brandon, Man.	1150	1000	617
CKY	Winnipeg, Man.	990	15000	618

ALBERTA

CFAC

CALGARY—EST. 1922

CBC & FOOTHILLS GROUP

Frequency: 960 Kc. Power: 1000 Watts
 Owned By The Southam Co., Limited
 Operated By Taylor, Pearson & Carson Broad-
 casting Co., Ltd.

Address 1009 Southam Building
 Phone Number R 1036
 Transmitter Location . . 6 miles east of Calgary
 Time on the Air 6 a.m. to 12:15 a.m.
 Newspaper Affiliation . . Calgary Daily Herald
 News Service Press News; CBC
 Transcription Service NBC Thesaurus;
 World Broadcasting System
 Representative All-Canada Radio Facilities,
 Ltd.

Personnel

President H. R. Carson
 Station Manager V. F. Nielsen
 Commercial Manager F. R. Shaw

Program Director-Artists' Bureau Head,

R. H. C. Straker

Publicity Director Gail Egan

Chief Announcer Mac Bell

Traffic Manager I. England

Musical Director A. R. Brown

Chief Engineer Earl 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, 7:30 a.m. to 12 midnight

Transcription Service . . Standard Radio; Lang-
 Worth; C. P. MacGregor

Representative . . Radio Representatives, Ltd.;
 Inland Broadcasting Service; Howard H.
 Wilson Co.

Hit the "HIGH SPOTS" on The Dials in Canada!

EACH of the 'All-Canada' radio stations is the "high spot" on the dial in the market which it serves. Through the 'All-Canada' family of more than thirty key stations, you can cover all Canada. Or, through spotting your program on stations selected for your purpose, you can cover any major Canadian market you desire.

Use the 'All-Canada' radio stations to strengthen and extend the friendship of Canadians toward your company and its products. Ask your agency for details.



ALL-CANADA RADIO FACILITIES
Limited

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

U.S.A. Representative: WEED AND COMPANY

Personnel

President and Managing Director...H. G. Love
 Commercial Manager.....E. H. McGuire
 Program Director.....Ed Maloney
 Chief Engineer.....W. V. McLaughlin

CJCL

CALGARY—EST. 1922

Frequency: 1230 Kc.....Power 100 Watts
 Owned-Operated By.....The Albertan Publishing Co.
 Address.....Refrew Bldg.
 Phone Numbers.....R 2001; M 9966
 Transmitter Location.....Grandview Heights
 Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
 Newspaper Affiliation.....Albertan Publishing Co.
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra

Personnel

President.....Gordon Bell
 Station Manager.....J. E. Gerke

CFRN

EDMONTON—EST. 1934

CBC

WESTERN NETWORK

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sunwapta Broadcasting Company, Ltd.
 Address.....107-109 Canadian Pacific Railways Building
 Phone Number.....22101-5
 Transmitter Location.....Jasper Highway
 Time on the air: 6:45 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
 News Service.....British UP
 Transcription Service.....Standard Radio
 Representative: Radio Representatives, Ltd.; Inland Broadcasting Service; Howard H. Wilson Co.

Personnel

Station Manager.....G. R. A. Rice
 Commercial Manager.....A. Hopps
 Sales Promotion Manager.....W. Bracken
 Program Director.....S. S. Lancaster
 Chief Announcer.....V. Duggan
 Musical Director.....W. Rainer
 Chief Engineer.....F. Makepeace

CJCA

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
 Owned By.....The Southam Co., Limited
 Operated By.....Taylor & Pearson Broadcasting Co.
 Address.....Birk's Bldg., Jasper Ave.

Phone Number.....26131
 Transmitter Location.....Belmont
 Time on the Air.....17 hours daily
 Newspaper Affiliation.....Edmonton Journal
 News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus; World Broadcasting System
 Representative.....All-Canada Radio Facilities, Ltd; Weed & Co.

Personnel

Station Manager.....Gordon S. Henry
 Sales Manager.....W. Blake
 Sales Promotion Manager..Alasdair McKenzie
 Production Manager.....Walter Dales
 Program Director-Chief Announcer,
 Reo Thompson
 Chief Engineer.....Gordon Shillakeer

CKUA

EDMONTON—EST. 1927

CBC

Frequency: 580 Kc.....Power: 1000 Watts
 Owned By.....University of Alberta
 Operated By.....Department of Extension
 Address.....Department of Extension, University of Alberta
 Phone Number.....32233
 Transmitter Location.....Calgary Trail, South Edmonton
 Time on the Air.....12 noon to 9:30 p.m.
 Transcription Service.....All-Canada Radio Facilities, Ltd.

Personnel

President of the University..Dr. Robert Newton
 Station Manager.....Donald Cameron
 Chief Engineer.....John Wardlaw Porteous

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: Northern Broadcasting Corporation, Ltd.
 Address.....Northern Broadcasting Bldg., Third St., East
 Phone Number.....153
 Transmitter Location.....Clairmont Highway
 Time on the Air.....6:55 a.m. to 10 p.m.
 News Service.....CBC News; BBC News
 Transcription Service.....United Transcribed Service
 Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President.....S. C. S. Kerr
 General Manager.....C. L. Berry
 Program Director-Chief
 Announcer.....Gordon H. Cummings
 Artists Bureau.....Betty Stewart
 Chief Engineer.....George Bliss

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc. Power: 1000 Watts
 Owned By: Lethbridge Broadcasting Co., Ltd.
 Operated By: H. R. Carson, Ltd.
 Address: Marquis Hotel Bldg., Fourth Ave., South
 Phone Number: 3161
 Transmitter Location: Broxburn, Alberta

Time on the Air: 17½ hours daily; Sundays, 16 hours
 News Service: Canadian Press
 Transcription Service: NBC Thesaurus
 Representative: All Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President: W. Watson
 Station Manager: N. Botterill
 Commercial Manager: R. V. Staples
 Production Manager: C. A. Perry
 Publicity Director: D. Earl
 Chief Announcer: G. Brown
 Chief Engineer: James Ihey

BRITISH COLUMBIA

CHWK

CHILLIWACK—EST. 1927

CBC & BC NETWORK

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By: Chilliwack Broadcasting 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.

Personnel

Directors: C. Casey Wells, Jack Pilling
 Program-Musical Director: Thomas Rannie

CFJC

KAMLOOPS—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc. Power: 1000 Watts
 Owned By: Review Publishing Company
 Operated By: Kamloops Sentinel, Ltd.
 Address: 310 St. Prul St.
 Phone Numbers: 1021; 1018
 Transmitter Location: North Kamloops
 Time on the Air: 7 a.m. to 11 p.m.
 Newspaper Affiliation: Kamloops Sentinel Ltd.
 News Service: Canadian Press Transcription Service; United Transcribed Service
 Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President: R. E. White
 Station and Commercial Manager: D. Homersham
 Program-Publicity Director: Ian Clark
 Production Manager-Chief Announcer: Al Reusch
 Musical Director: Danny Tomada
 Chief Engineer: D. Sharp

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By: Okanagan Broadcasters, Ltd.
 Business Address: P. O. Box 1515
 Phone Number: Kelowna 200
 Studio Address: 206 Mill Ave.
 Transmitter Location: Okanagan Mission, B. C.

Time on the Air: 6:45 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.

News Service: CBC News
 Transcription Service: NBC Thesaurus
 Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

Managing Director: J. W. B. Browne
 Commercial-Sales Promotion Manager: Cecil G. Elphicke
 Program Director: Mary E. Royle
 Chief Announcer: Saul Ornest
 Musical Director: W. H. Stewart
 Chief Engineer: J. H. B. Browne

CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: News Publishing Co., Ltd.

Business Address: P. O. Box 250
 Phone Number: 19
 Studio Address: 711 Radio Avenue
 Transmitter Location: 711 Radio Avenue
 Time on the Air: 7:45 a.m. to 11:00 p.m.
 Newspaper Affiliation: Nelson Daily News
 Transcription Service: Standard Radio
 Representative: Stovin & Wright

Personnel

General Manager.....Hume A. Lethbridge
 Director of Women's Program.....Anne Bush
 Chief EngineerF. W. Cameron

CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
 Owned By.....Kootenay Broadcasting Company, Limited

Supervised By....Taylor, Pearson & Carson, Ltd.

Address815 Victoria Street
 Phone Number.....737

Transmitter Location.....Warfield, B. C.
 Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 11:30 p.m.

News Service.....CBC
 Transcription Service.....NBC Thesaurus
 Representative.....All-Canada Radio Facilities (Canada); Weed & Co., (U.S.A.)

Personnel

President.....B. A. Stimmel
 Station Manager.....A. H. Nicholl
 Commercial Manager.....N. A. Harrod
 Program Manager.....F. E. Fleming
 AccountantMrs. J. Mackintosh
 Chief Engineer.....E. C. Aylen

CFPR

PRINCE RUPERT—EST. 1936

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 50 Watts
 Owned By..Northwest Broadcast & Service Co.
 Operated By...Canadian Broadcasting Corp.
 Business Address.....P. O. Box 848

Phone Number863
 Studio Address.....336 Second Ave.

Transmitter Location.....336 Second Ave.
 Time on the Air: 7:30 a.m. to 2 p.m., 4 p.m. to 10:30 p.m.; Sundays, 10 a.m. to 10:30 p.m.

News Service.....CBC News
 Transcription Service.....C. P. MacGregor
 CBC Representative.....Ira Dilworth,
 Vancouver B. C.

RepresentativeStovin & Wright

Personnel

Owner.....F. E. Batt
 Publicity Director.....Jean Wait
 Station-Commercial Manager.Sydney Anderson
 Acting Program Director-Chief

AnnouncerF. R. Halhed
 Chief Engineer.....C. H. Insulander

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK
 Frequency: 1130 Kc.....Power: 5000 Watts
 Owned-Operated By.....Canadian Broadcasting Corp.

Address701 Hornby St.
 Phone NumberMARine 6121

Transmitter Location.....Lulu Island, B. C.
 Time on the Air.....7:30 a.m. to 11:30 p.m.

News Service.....Canadian Press; UP
 Representative.....Canadian Broadcasting Corp.

Personnel

CBC Representative-Station

ManagerIra Dilworth
 CBC Commercial Representative.H. W. Paulson
 Production Manager.....Ernest Morgan
 Publicity Representative...Georgina Murray
 Chief Announcer.....W. J. Herbert
 Director of School Broadcasts..Kenneth Caple
 Chief News Editor.....James Crandall
 Regional Farm Commentator...Fergus Mutrie
 Chief Engineer.....N. R. Olding

CJOR

VANCOUVER—EST. 1926

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....846 Howe St.
 Phone Number.....MARine 6464

Transmitter Location.....Lulu Island, B. C.
 Time on the Air: 6:30 a.m. to 12 midnight;

Sundays, 8:45 a.m. to 10 p.m.
 News ServiceUP

Transcription Service.....NBC Thesaurus;
 United Transcribed Service

Representative....J. H. McGillvra (U.S.A.); H. N. Stovin (Canada)

Personnel

Station Manager.....G. C. Chandler
 Assistant Manager.....A. H. Chandler
 Commercial Manager.....Don Laws
 Sales Promotion Manager...Fred McDowell
 Publicity Director.....N. Anthony
 Program-Musical Director.....Don Wilson
 Chief Announcer.....Ross Mortimer
 AccountantL. Watkis
 Chief Engineer.....A. Chandler

CKMO

VANCOUVER—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1410 Kc.....Power: 100 Watts
 Owned By.....Sprott-Shaw Radio School

Operated By.....British Columbia Broad-
casting System, Ltd.
Address812 Robson St.
Phone NumberMARine 1271
Transmitter Location..... 500 Beatty St.
Time on the Air.....17 hours daily
News ServiceBritish United Press
Transcription Service.....C. P. MacGregor
Representative.....Radio Representatives,
Ltd.; Howard H. Wilson Co.

Personnel

President B. Arundel
Station Manager.....W. R. Gardner
Commercial-Sales Promotion
Manager A. N. Goodwin
Program-Publicity Director..... D. G. Hill
Chief Announcer..... J. Carbutt
Chief Engineer.....R. Whiteside

CKWX

VANCOUVER—EST. 1923

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 11:30 p.m.
News ServiceTransradio
Transcription Service.....World Broadcasting
System; Lang-Worth
Representative.....Weed & Co. (United States);
All-Canada Radio Facilities, Ltd. (Canada)

Personnel

President..... Arthur Holstead
Station Manager..... Frank H. Elphicke
Commercial Manager.....Spencer W. Caldwell
Program Director.....Stuart MacKay
Chief AnnouncerLaurie Irvine
Chief EngineerE. R. MacIntyre

CJVI

VICTORIA—EST. 1923

CBC (Secondary)
Frequency: 1480 Kc.....Power: 500 Watts
Owned-Operated By.....Island Broadcasting
Company, Ltd.
Address7th Floor, Central Building,
620 View Street
Phone Number.....Garden 2014
Transmitter Location.....Portage Inlet
Time on the Air:7 a.m. to 10 p.m.; Sundays,
9 a.m. to 10 p.m.
Newspaper Affiliation.....The Daily Colonist
News Service.....Press News
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities,
Limited (Canada); Weed & Co. (U.S.A.)

Personnel

President..... H. T. Matson
General Manager.....M. V. Chesnut
Program DirectorBarry Wood
Publicity Director..... Bob Willett
Musical Director.....D. N. Weaver
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

CBC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated ByManitoba Telephone
System
Address8th Street & Princess Ave.
Phone Number 4532
Transmitter LocationBrandon, Man.
Time on the Air: 7 a.m. to 11:30 p.m.; Sun-
days, 10 a.m. to 11:30 p.m.
Transcription Service.....NBC Thesaurus
RepresentativesH. N. Stovin & Co.;
Joseph Hershey McGillvra, Inc.

Personnel

Station ManagerW. F. Seller

CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Arctic Radio Cor-
poration
Address120 Main Street
Phone Number 290
Transmitter Location.....120 Main Street
Time on the Air: 7 a.m. to 11:30 p.m.; Sun-
days, 9:30 a.m. to 10 p.m.
Transcription Service.....World Broadcasting
System
Representative.....H. N. Stovin (Canada);
J. H. McGillvra (U.S.A.)

Personnel

Station Manager.....R. H. Wright

CJRC

WINNIPEG—EST. 1934

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By... Transcanada Commu-
nications, Limited

Business Address Free Press Building
Phone Number 8466
Transmitter Location Middlechurch,
Manitoba

Time on the Air: 6:30 a.m. to 12 midnight;
Saturdays, 6:30 a.m. to 1 a.m.; Sundays,
9 a.m. to 10:30 p.m.

Transcription Service World Broadcasting
System; Langworth

Representative... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager Gerry Gaetz

CKY

WINNIPEG—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 990 Kc. Power: 15000 Watts
Owned-Operated By Manitoba Telephone
System

Address Portage Ave., East
Phone Number 92191
Transmitter Location St. Francis Xavier
Time on the Air 7 a.m. to 11:35 p.m.
News Service British UP
Transcription Service NBC Thesaurus
Representative H. N. Stovin (Canada);
Joseph Hershey McGillvra (U.S.A.)

Personnel

Commissioner of Telephones J. E. Lowry
Station Manager William Backhouse
Commercial Manager A. Messner
Program Director R. H. Roberts
Publicity Director W. G. Carpentier
Chief Announcer W. Davidson
Musical Director P. H. Richardson
Chief Engineer W. A. Duffield

NEW BRUNSWICK

CKNB

CAMPBELLTON—EST. 1939
CANADIAN BROADCASTING CORP.
CBS-MARITIME

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By Restigouche Broad-
casting Co., Ltd.

Address Chateau Restigouche
Phone Number 8
Transmitter Location Maple Green, N. B.
Time on the Air: 7:55 a.m. to 11:30 p.m.; Sun-
days, 8:55 a.m. to 11:30 p.m.

Representative: All-Canada Radio Facilities,
Ltd. (Canada)

Personnel

Managing Director Dr. Charles H. Houde
Station Manager C. S. Chapman
Chief Announcer Dick Dickenson
Chief Engineer L. P. Paquet

CFNB

FREDERICTON—EST. 1923
CANADIAN BROADCASTING CORP.

Frequency: 550 Kc. Power 1000 Watts
Owned-Operated By James S. Neill &
Sons, Ltd.

Address Queen St.

Phone Number 209
Transmitter Location Lincoln, N. B.
Time on the Air 7 a.m. to 12 midnight
News Service British UP
Transcription Service NBC Thesaurus
Representative All-Canada Radio Faci-
lities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager J. Stewart Neill
Chief Announcer Cleve Stillwell
Chief Engineer E. S. Cassidy

CKCW

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... The Moncton Broad-
casting Company, Limited

Address Knights of Pythias Bldg.
Phone Number 3388
Transmitter Location Harrisville, N. B.
Time on the Air 7 a.m. to 11:15 p.m.
News Service British UP
Newspaper Affiliation Moncton Times
Transcription Service World Broadcast-
ing System; United Transcribed Service
Representative... Stovin & Wright (Canada);
Joseph McGillvra (U.S.A.)

Personnel

President.....J. L. Black
 Station Manager.....F. A. Lynds
 Sales Manager.....Clair Chambers
 Program Director.....Earl McCarron
 Chief Engineer.....J. A. White

C B A

SACKVILLE—EST. 1939

Frequency: 1070 Kc.....Power: 50000 Watts
 Owned-Operated By.....Canadian Broad-
 casting Corporation
 Address.....United Service Building., 100
 Sackville St., Halifax, N. S.
 Phone NumberB6188
 Transmitter Location.....Sackville, N. B.
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....CBC
 Transcription Service.....Langworth
 Representative.....Canadian Broadcasting
 Corporation

Personnel

General Manager.....J. S. Thompson
 Regional Representative.....George Young
 Program Division.....S. R. Kennedy
 Regional EngineerH. M. Smith

CHSJ

SAINT JOHN—EST. 1934
CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By....New Brunswick Broad-
 casting Company, Limited
 Address.....14-16 Church Street
 Phone Number.....3-2307
 Transmitter Location.....Coldbrook, Saint
 John, N. B.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:45 a.m. to 12 midnight
 Newspaper Affiliation..The Telegraph-Journal
 & The Evening Times-Globe
 News Service.....Press News, Limited
 Transcription Service....World Broadcasting
 System
 Representative.....Stovin & Wright (Canada);
 Joseph Hershey McGillvra (U. S. A.)

Personnel

President.....H. P. Robinson
 Station Manager.....L. W. Bewick
 Commercial Manager.....George Cromwell
 Sales Promotion Manager.....Willard King
 Publicity Director.....Christine Fewings
 Musical Director.....Bruce Holder
 Chief Engineer.....J. G. Bishop

NOVA SCOTIA

C J F X

ANTIGONISH—EST. 1942
CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Operated By.....Atlantic Broad-
 casters, Ltd.
 Address.....Antigonish, N. S.
 Phone Number66
 Transmitter Location..Post Rd., Antigonish, N. S.
 Time on the Air.....7:45 a.m. to 12 midnight
 News ServiceCBC News
 RepresentativeJames A. Alexander

Personnel

President-Station Manager....J. Clyde Nunn
 Commercial ManagerRobert Munroe
 Sales Promotion Manager...E. F. MacDonald
 Program Director.....D. MacCormack
 Publicity Director.....D. F. Campbell
 Chief Announcer.....D. G. Gallivan
 Musical Director.....Michael MacDonald
 Chief Engineer.....Gordon MacDougall

CHNS

HALIFAX—EST. 1925

CANADIAN BROADCASTING CORP.
 Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....Maritime Broad-
 casting Company
 Address10 Tobin Street (Broadcasting
 House)
 Phone Numbers...Bishop 8318; Bishop 7548
 Transmitter Location...Bedford, Nova Scotia
 Time on the Air.....16 hours daily
 Newspaper Affiliation..The Halifax Herald,
 Ltd.
 News Service ...Canadian Press; British UP
 Transcription Service....Langworth; NBC
 Thesaurus; World Broadcasting System
 Representative: All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Andrew Robb
 General Manager.....William C. Borrett
 Commercial-Sales Promotion
 Manager.....F. Fletcher Coates

Program-Musical Director.....R. L. Fry
 Director of War Programs...E. Berton Robinson
 Publicity Director.....John E. Flynn
 Chief Engineer.....A. W. Greig

C J C B

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By...Eastern Broadcasters,
 Ltd.

Address Radio Bldg.
 Phone Number.....209-1412
 Transmitter Location.....South Bar, C. B.
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....Canadian Press News
 Transcription Service.....NBC Thesaurus
 Representative....All-Canada Radio Facil-
 ities (Canada); Weed & Co. (U.S.A.)

Personnel

Commercial-Advertising Manager,
 N. Nathanson
 Chief Announcer.....T. C. Robertson
 Sales Manager.....C. H. McDougall
 Publicity Director.....O. W. Loeb
 Musical Director.....Mrs. A. F. McKinnon
 Chief Engineer.....A. Vernon

CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.
 MARITIME NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
 Owned ByGateway Broadcasting
 Company
 Operated By.....Laurie L. Smith
 AddressRadio Building, Main Street
 Phone Number.....500
 Transmitter Location.....Radio Building
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....Transradio
 Transcription Service.....Lang-Worth
 RepresentativeDominion Broadcasting
 Company

Personnel

President-Station Manager...Laurie L. Smith
 Commercial Manager-Chief
 AnnouncerRonald Fraser
 Sales Promotion Manager-Program
 Director.....Ronald C. Fraser
 Librarian-Director of Women's
 ProgramsBarbara Smith
 Continuity Director.....Elsie Drew
 Chief Engineer.....Donald L. Smith

ONTARIO

CKPC

BRANTFORD—EST. 1923

CBC

Frequency: 1380 Kc.....Power: 100 Watts
 Owned-Operated By.....Telephone City
 Broadcast, Ltd.

Address49-51 Colborne St.
 Phone Number.....625
 Transmitter Location.....G'ebe Property
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 9 a.m. to 11 p.m.

News ServiceBritish UP
 Transcription ServiceWorld Broad-
 casting System; United Transcribed Service
 Representative.....J. L. Alexander

Personnel

Commercial Manager...Mrs. J. D. Buchanan
 Chief Engineer.....Alfred Teague

CFLC

BROCKVILLE—EST. 1925

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....J. C. Whitby
 Business Address.Fulford Bldg., Market Square

Phone Number4628
 Studio AddressPrescott Road
 Transmitter Location....1 mile east of Brock-
 ville on Prescott Road
 Time on the Air.....8 a.m. to 7 p.m.
 Transcription Service.....Lang-Worth
 Representatives....Stovin & Wright; Joseph
 Hershey McGillvra, Inc.

Personnel

Owner-Station Manager.....J. C. Whitby
 Commercial Manager.....H. D. Kirby
 Director of Women's Programs..Helen Everetts
 Chief EngineerG. W. Andrews

CFCO

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

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 10:30 p.m.; Sun-
 days, 9 a.m. to 10:30 p.m.

News Service..... British UP
Transcription Service.... Grow & Pitcher, Ltd.

Personnel

Owner-Manager John Beardall
Commercial Manager..... Peter A. Kirkey
Program Director..... Virgil Morgan
Chief Announcer Donald McGill
Chief Engineer Gordon Brooks

CKPR

FORT WILLIAM—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc..... Power: 1000 Watts
Owned-Operated By... Dougall Motor Car Co.
Address..... Radio Hall, South May St.
Phone Number 315
Transmitter Location Memorial Ave.,
Port Arthur, Ont.

Time on the Air..... 7:45 a.m. to 11 p.m.
News Service..... Canadian Press
Transcription Service..... NBC Thesaurus;
United Transcribed Service

Representative... Radio Representatives, Ltd.
(Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President H. F. Dougall
Station Manager..... R. H. Parker
Commercial Manager..... John Downs

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 900 Kc..... Power: 1000 Watts
Owned-Operated By... Maple Leaf Radio Co.,
Ltd.

Business Address..... 36 James St., South
Phone Number 7-1539

Studio Address..... Pigott Building
Transmitter Location..... Aldershot, Ont.

Time on the Air: 7 a.m. to 11:35 p.m.; Sundays,
9 a.m. to 11:35 p.m.

News Service..... AP; Canadian Press
Transcription Service..... Standard Radio;
Associated Music Publishers; United Trans-
cribed Service

Representatives... Joseph Hershey McGillvra,
Inc.; Metropolitan Broadcasting Service, Ltd.

Personnel

President..... A. C. Hardy
Manager..... Kenneth D. Soble
Sales Promotion Manager.... Thomas Darling
Program Director..... Stuart G. Kenney
Director of War Programs... Louella Weresub
Publicity Director..... Louis G. Spector
Chief Announcer..... Harold Stubbs
Sports & Special Events... Norman S. Marsha'l
Musical Director..... Philip Tahany
Chief Engineer..... William Crawford

CKOC

HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc... Power: 1000 d.; 500 n.
Owned-Operated By..... Wentworth Radio
Broadcasting Co.

Address King William & John Sts.
Phone Number..... 7-4484

Transmitter Location..... Queen Elizabeth
Highway, Cherry Beach

Time on the Air: 7 a.m. to 11:30 p.m.; Sundays,
9 a.m. to 11:30 p.m.

Transcription Service..... World Broadcasting
System; NBC Thesaurus

Representative..... All-Canada Radio Facil-
ities (Canada); Weed & Co. (U.S.A.)

Personnel

President..... H. R. Carson
Station Manager..... W. T. Cranston
Assistant Manager..... W. A. Speers
Commercial Manager..... W. M. Guild
Sales Promotion Manager-Publicity
Director L. A. Westmoreland

Program Director-Artists' Bureau Head,
J. Lyman Potts

Continuity Editor..... H. Caine
Chief Engineer..... Leslie Horton

CKCA

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1450 Kc... Power: 250 d.; 100 n.
Owned-Operated By... Kenora Broadcasting
Co.

Address Kenricia Hotel
Phone Number..... 717

Transmitter Location Jaffray Township
Time on the Air: 8 a.m. to 10:30 p.m.; Sun-
days, 10 a.m. to 10:30 p.m.

Representative..... Stovin & Wright

Personnel

President..... J. J. Gray
Commercial-Sales Promotion
Manager Jack G. McLaren

Station Manager..... Gerald F. Bourke

CFRC

KINGSTON—EST. 1923

Frequency: 1490 Kc..... Power: 100 Watts
Owned-Operated By..... Queens University
& Kingston Whig-Standard

Business Address..... 300 King St.
Phone Number 4401

Studio Address..... Fleming Hall,
Queen's University

Transmitter Location.....Fleming Hall
Queen's University
Time on the Air.....Special occasions only
Newspaper Affiliation.....Whig-Standard

Personnel

Principal.....Dr. R. C. Wallace
(Non-Commercial Station)

CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Allied Broadcasting Corp., Ltd.

Address.....King St.
Phone Number.....4401
Transmitter Location.....Wolfe Island
Time on the Air.....7:30 a.m. to 11:45 p.m.
Newspaper Affiliation.....Kingston Whig-Standard; Peterborough Examiner

News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service

Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager.....Jack M. Davidson
Commercial Manager.....Roy Hoff
Program Director.....Bob Kesten
Publicity Director.....Anne Wlasi
Musical Director.....Bruce Tremeer
Chief Engineer.....George McCurdy

CJKL

KIRKLAND LAKE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Northern Broadcasting & Publishing, Ltd.

Address.....Arcade Building
Phone Numbers.....27; 281
Transmitter Location.....Dane, Ontario
Time on the Air: 7:15 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.

Newspaper Affiliation...Timmins Daily Press
News Service...Canadian Press; Press News
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities

Personnel

President.....R. H. Thomson
Station-Commercial Manager..Allan Rogerson
Program Director.....Duke McLeod
Chief Announcer-Musical Director..Jack Soars
Chief Engineer.....Tom Watson

CKCR

KITCHENER-WATERLOO—EST. 1926

CBC (Alternate)

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kitchener & Waterloo Broadcasting Co.

Address.....Waterloo Trust Building
Phone Number.....Kitchener 2-1246
Transmitter Location.....2 miles outside of Kitchener

Time on the Air.....7 a.m. to 11 p.m.
News Service.....Canadian Press
Transcription Service.....United Transcribed Service

Representative.....Stovin & Wright

Personnel

Station Manager.....W. C. Mitchell
Commercial Manager.....G. Liddle
Program Director.....Phil Clayton
Chief Announcer.....Russ Reinhardt
Chief Engineer.....Ion Hartman

CFPL

LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....London Free Press Printing Co.

Address.....Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location.....Sixth Concession, Westminster Township

Time on the Air: 7:45 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight

Newspaper Affiliation...London Free Press
Transcription Service.....NBC Thesaurus
Representative...Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

Chief Executive.....Charles Thomas
Station and Sales Manager...Philip H. Morris

CFCH

NORTH BAY—EST. 1931

CBC

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Northern Broadcasting & Publishing, Ltd.

Address.....37 Main St., East
Phone Number.....2400
Transmitter Location.....37 Main St., East

Time on the Air.....7:45 a.m. to 11:30 p.m.
Newspaper Affiliation...Timmins Daily Press
News Service...Press News; Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service

Representative...All-Canada Radio Facilities

Personnel

President R. H. Thomson
 Station Manager Cliff Pickrem
 Commercial-Sales Promotion
 Manager Julian Garson
 Program Director Ernest Courtney
 Publicity Director Ray Doherty
 Artists' Bureau Head Jerry Hill
 Chief Engineer Jack Barnaby

CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Canadian Broadcast-
 ing Corporation
 Business Address Chateau Laurier Hotel;
 Victoria Bldg.
 Phone Number 2-1151
 Studio Address Chateau Laurier Hotel
 Transmitter Location Hawthorne, Ontario
 Time on the Air 7:25 a.m. to 11:30 p.m.
 News Service CBC News
 Representative Canadian Broadcasting
 Corp.

Personnel

General Manager Dr. J. Thomson
 Station Manager Charles P. Wright
 Senior Announcer T. O'Dell
 Chief Operator E. C. Stewart

CKCO

OTTAWA—EST. 1924

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Dr. G. M. Gelbert
 Address 272 Somerset St., West
 Time on the Air: 8 a.m. to 11 p.m.; Sundays,
 12 noon to 11 p.m.
 Transcription Service Associated Music
 Publishers; Lang-Worth
 Representative Stovin & Wright (Canada);
 Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager G. M. Gelder

CFOS

OWEN SOUND—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Grey & Bruce Broad-
 casting Co.
 Address 904 Second Ave., East
 Phone Number 1940
 Transmitter Location R. R. No. 4, Syden-
 ham Township, Ont.
 Time on the Air: 7:45 a.m. to 9:15 p.m.; Sun-
 days, 8:45 a.m. to 9:35 p.m.

News paper Affiliation Owen Sound Daily
 Sun Times
 News Service Canadian Press
 Transcription Service World Broadcasting
 System; Northern Electric Co.
 Representatives Stovin & Wright (Canada);
 Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President Howard Fleming
 Station Manager-Chief
 Announcer Frank Radcliffe
 Commercial Manager William Hawkins
 Program Director Stanley Latham
 Musical Director Marie Keenan
 Chief Engineer William Vallins

CHPS

PARRY SOUND—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Gordon E. Smith
 Address 25 Sequin St.
 Transmitter Location MacDougall Town-
 ship, Ont.
 Time on the Air: 7:45 a.m. to 12 midnight;
 Sundays, 9 a.m. to 12 midnight
 Transcription Service United Transcribed
 Service

Representative Stovin & Wright

Personnel

President W. A. Mitchell
 Station Manager Gordon E. Smith

CHOV

PEMBROKE—EST. 1942

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By D. A. Jones
 Address Provincial Bank Bldg.
 Transmitter Location East of Pembroke
 Time on the Air Unlimited license
 Transcription Service NBC Thesaurus
 Representatives Stovin & Wright (Canada);
 Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President D. A. Jones
 Station Manager E. G. Archibald

CH EX

PETERSBOROUGH—EST. 1942

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By Peterborough
 Broadcasting Co.
 Address Examiner Bldg.
 Transmitter Location Otonabee Town-
 ship, Ont.
 Time on the Air 7 a.m. to 11:15 p.m.
 Newspaper Affiliation Peterborough Ex-
 aminer; Kingston Whig-Standard
 News Service Canadian Press

Transcription Service.....NBC Thesaurus;
United Transcribed Service
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

PresidentW. Rupert Davies
Vice-President.....Roy H. Thomson
General Manager.....Jack K. Cooke
Station ManagerHal E. Cooke
Program DirectorDon Insley
Musical DirectorKarl E. Monk
Chief EngineerBert Crump

CKTB

ST. CATHARINES—EST. 1933
CANADIAN BROADCASTING CORP.

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By.....Silver Spire
Broadcasting Station, Ltd.
Address12 Yates Street
Phone Number.....3900
Transmitter Location...Port Dalhousie, Ont.
Time on the Air.....15 hours daily
Transcription Service....United Transcribed
Service
Representatives.....James L. Alexander;
Joseph Hershey McGillvra, Inc.

Personnel

President-Station Manager.....E. T. Sandell
Commercial-Sales Promotion
ManagerBruce St. George
Program Director-Chief
Announcer.....Jack McQuillan
Production Manager-Publicity
Director.....Gregory Pettitt
Musical Director.....Clarence Colton
Chief Engineer.....W. H. Allen

CJIC

S S MARIE—EST. 1934
CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Hyland Broadcasting Co.
AddressWindsor Hotel
Phone Number3500
Transmitter Location.....Korah Township
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 11 p.m.
News Service.....Press News
Transcription Service.....NBC Thesaurus;
United Transcribed Service
Representative.....J. L. Alexander

Personnel

General Manager.....J. G. Hyland
Program ManagerVictor Haft
Manager, Michigan Office.....R. L. Warne
Chief Announcer.....K. Campbell
BookkeeperMabel M. Whalen
Continuity Director.....F. Haft
Chief Engineer.....N. Fisher

CJCS

STRATFORD—EST. 1927

Frequency: 1240 Kc.....Power: 50 Watts
Owned By.....Central Broadcasting Co.
Operated By.....F. M. Squires
AddressWindsor Hotel
Phone Numbers1675; 1676
Transmitter Location.....Windsor Hotel
Time on the Air.....7 a.m. to 10 p.m.
News Service.....British UP
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President.....F. M. Squires
Station-Commercial Manager...S. E. Tapley
Sales Promotion Manager....M. R. Dunseith
Program-Musical Director...C. W. Trethewey
Chief Engineer.....George Hildebrand

CKSO

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By....Sudbury Daily Star,
Ltd.
Address21 Elgin St.
Phone Number77-505
Transmitter Location.....Neelon Township
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation ...Sudbury Daily Star
News Service.....British UP
Transcription Service...World Broadcasting
System: NBC Thesaurus
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President.....W. E. Mason
General Manager.....W. J. Woodill
Chief Announcer.....J. Norman Lukster
Chief Engineer.....J. McRae

CKGB

TIMMINS—EST. 1935

Frequency: 1470 Kc.....Power: 1000 Watts
Owned By.....Northern Broadcasting
& Publishing, Ltd.
Operated By.....Roy H. Thomson
AddressThomson Bldg., (Cedar St.)
Phone Number1500
Transmitter Location.....Mattagami
Heights, Mountjoy Township
Time on the Air.....7:30 a.m. to 12 midnight
Newspaper Affiliation..Timmins Daily Press;
Val D'Or Star
News Service.....British UP
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co. (U.S.A.)

Personnel

PresidentR. H. Thomson
 Station Manager.....T. R. Morrow
 Commercial Manager.....H. C. Freeman
 Program-Musical Director.....Harrison Flint
 Publicity DirectorJo Anne Ciochetto
 Chief Announcer.....Fred Darling
 News AnnouncerCyril Strange
 Chief Engineer.....Ernest Mott

CBL

TORONTO—EST. 1927

CBC—NBC—BBC—MBS

Frequency: 740 Kc.....Power: 50000 Watts
 Owned-Operated By...Canadian Broadcasting Corporation
 Business Address.....55 York St.
 Phone Numbers...Adelaide 5771 (business office); Kenwood 9411 (studio)
 Studio Address.....805 Davenport Rd.
 Transmitter Location.....Hornby, Ont.
 Time on the Air.....7 a.m. to 11:33 p.m.
 News Service.....CBC News Service
 Transcription Service.....NBC Thesaurus
 National Sales Office Address...55 York St., Toronto
 Representative..... Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
 Regional Representative-Station ManagerDick Claringbull
 Night SupervisorWalter Anderson

Commercial Manager-Supervisor of Press and Information.....E. A. Weir
 Studio Press Representative.....H. M. Ball
 Regional Engineer.....M. L. Poole
 Chief OperatorW. A. Reid

C B Y

TORONTO—EST. 1936

CBC—BBC—NBC—MBS

Frequency: 1010 Kc.....Power: 1000 Watts
 Owned-Operated By.....Canadian Broadcasting Corporation
 Business Address.....55 York St.
 Phone Numbers: Adelaide 5771 (business office); Kenwood 9411 (studio)
 Studio Address.....805 Davenport Rd.
 Transmitter Location.....Dixie, Ont.
 Time on the Air.....7:45 a.m. to 11:33 p.m.
 News Service.....CBS News Service
 Transcription Service.....NBC Thesaurus
 National Sales Office Address...55 York St., Toronto
 Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
 Regional Representative-Station ManagerDick Claringbull
 Night SupervisorWalter Anderson
 Commercial Manager-Supervisor of Press and Information.....E. A. Weir
 Studio Press Representative.....H. M. Ball
 Regional Engineer.....M. L. Poole
 Chief Operator.....W. A. Reid

AP

THRU

PA

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc. Power: 10000 Watts
Owned-Operated By Rogers Radio Broad-
casting Co., Limited

Address 37 Bloor Street, West
Phone Numbers: Midway 3515-6-7; Midway
4643-4-5

Transmitter Location Aurora, Ontario
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
days, 9 a.m. to 12:05 a.m.

News Service British UP; Canadian Press
Transcription Service NBC Thesaurus;
Lang-Worth

Representative Joseph Hershey McGillvra
Personnel

President Harry Sedgwick
Station Manager E. L. Moore
Chief Announcer Wes McKnight
Musical Director Roy Locksley
Chief Engineer Jack Sharpe

CKCL

TORONTO—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By Dominion Battery
Co., Limited

Address 444 University Ave.
Phone Number Adelaide 1014
Transmitter Location Scarborough, Ont.

Time on the Air: 7:30 a.m. to 12:15 a.m.;
Sundays, 9 a.m. to 12:05 a.m.

News Service British UP
Transcription Service World Broadcasting
System; Standard Radio

Representatives Radio Representatives, Ltd.
(Montreal); Joseph Hershey McGillvra, Inc.
(U.S.A.)

Personnel

President Henry S. Gooderham
Station and Commercial Manager A. E. Leary
Program-Publicity-Musical
Director Maurice Dalton Rapkin

It's simple mathematics . . .

1/3 of Canada's purchasing power served by CFRB

1/4 of the radios in its area always tuned to CFRB

= 1/12 the most important audience in Canada
... READY MADE!

The 1,700,000 people in CFRB's listening area spend over \$100 per capita more than the average for Canada. In the most recent survey, 53% of the people interviewed named CFRB as their favourite station. Check after check has shown 25% of the radios tuned to CFRB. CFRB receives 200,000 letters a month, is the only Columbia outlet in Ontario.

To sell your product or keep your good name,

use **CFRB** TORONTO
860 KILOCYCLES

The Favourite Station in Canada's Richest Market!

• • • ONTARIO • • •

Chief Announcer.....J. Edgar Guest
Secretary-Treasurer.....Elsa G. B. Main
Chief EngineerErnest O. Swan

CKLW

WINDSOR—EST. 1932

MUTUAL—CBC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....Western Ontario
Broadcasting Co.

Business Addresses:..Guaranty Trust Bldg.,
Windsor; Union Guardian Bldg., Detroit,
Mich.

Phone Numbers: 4-1155 (Windsor) Cadillac
7200 (Detroit)

Studio Address.....Guaranty Trust Bldg.
Transmitter Location.....Sandwich, South,
Essex County, Ontario

Time on the Air.....6 a.m. to 4 a.m.

News Service.....UP

Transcription Service.....World Broadcasting
System

Representative....Joseph Hershey McGillvra

Personnel

General Manager.....J. E. Campeau

Station Manager.....William J. Carter

Commercial-Sales Promotion

Manager.....Richard E. Jones

BUGLE BLOWING IS NOW THE EXCLUSIVE PRIVILEGE OF THE ARMED FORCES

Up here in Canada, the radio business is so tuned to the job of assisting in Canada's war effort that *most* of the *better* stations have ceased for the duration to use promotion to show how much better they are than the other fellow.

This, we think, is a splendid spirit, and we just want to remind you that we still have the same potential audience of over one-and-a-half million people and the same ideal frequency—580—on the dial, and we are one of the two stations in Canada affiliated with the Mutual network.

CKCL

TORONTO

1000 Watts 580 Kc.
Mutual Broadcasting System

U.S.A.—Joseph Hershey McGillvra
Montreal—Radio Representatives Ltd.

IN THE DETROIT AREA

THEY
Listen!
TO

CKLW

5,000
WATTS DAY
and NIGHT
•
MUTUAL

800
kc.

• • • ONTARIO - P. E. I. - QUEBEC • • •

Program Director.....John Gordon
Production Manager-Publicity
DirectorFrank Burke
Traffic ManagerMargaret Pratt
Chief Engineer.....William J. Carter

AddressJosephine St.
Phone Number158
Transmitter Location.....Belgrave
Time on the Air.....7:30 a.m. to 10 p.m.
News Service.....British UP
Representative.....J. L. Alexander

CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....W. T. Cruickshank

Personnel

General Manager.....W. T. Cruickshank
Commercial Manager-Program
DirectorJames Maxwell
Production Manager-Chief
AnnouncerFred Russell
Musical DirectorH. V. Pym
Chief Engineer.....Joe McGill

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....Island Radio Broad-
casting Co.

Address85 Kent St.
Phone Number741
Transmitter Location...West Royalty, P. E. I.
Time on the Air.....8 a.m. to 12 midnight
News Service.....British UP
Transcription Service.....Standard Radio;
Lang-Worth
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director.....Lt. Col. K. S. Rogers
Program-Commercial Manager.L. A. McDonald

Musical Director.....Mrs. K. S. Rogers
Chief Engineer.....Robert F. Large

CHGS

SUMMERSIDE—EST. 1925

CBC

Frequency: 1480 Kc.....Power: 100 Watts
Owned-Operated ByR. T. Holman, Ltd.
AddressWater Street
Phone Number133
Transmitter LocationHolman Building
Time on the Air: 7:30 to 8:30, 10:30 a.m. to
3 p.m., 4 p.m. to 9:05 p.m.

Personnel

PresidentH. T. Holman
Station ManagerR. L. Mollison
Program Director-Chief
AnnouncerAlbert A. Nicholson
Chief EngineerAngus MacKee

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.
NORTHERN QUEBEC BROADCASTING
SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Northern Quebec Broadcast-
ing System

Operated By..Northern Broadcasting & Pub-
lishing, Lt.
Business Address.....307 Victory Bldg.,
Toronto, Ont.
Studio AddressAmos, P. Q.
Transmitter Location.....Amos, P. Q.
Time on the Air.....16 hours daily
News Service.....Canadian Press
Representative...All-Canada Radio Facilities,
Ltd.

Personnel

President.....R. H. Thomson
 Station Manager.....Joseph Duguay
 Commercial Manager.....Dan Carr
 Chief Engineer.....George H. Pope

C B J

CHICOUTIMI—EST. 1933
 CBC

Frequency: 1580 Kc.....Power: 1000 Watts
 Owned-Operated By...Canadian Broadcasting Corporation
 Address.....4 Larouche Avenue
 Phone Number.....155
 Transmitter Location.....4 Larouche Avenue
 Time on the Air.....8 a.m. to 11:30 p.m.
 Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
 Station Manager.....Vilmond Fortin
 Chief Announcer.....J. R. Dallaire
 Chief Engineer.....J. E. Roberts

CKCH

HULL—EST. 1932
 CBC (AND PROVINCIAL)

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Le Droit
 Operated By.....CKCH Broadcasting Co.
 Address.....85 Champlain Ave.
 Phone Number.....2-1701
 Transmitter Location...R.R. No. 1, South Hull
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 Newspaper Affiliation.....Le Droit (Ottawa)
 News Service.....Canadian Press
 Transcription Service.....United Transcribed Service

Personnel

Station-Commercial Manager
 Georges Bourassa
 Chief Engineer.....Max Gebhardt

C B F

MONTREAL—EST. 1936
 CANADIAN BROADCASTING CORP.
 BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 690 Kc.....Power: 50000 Watts
 Owned-Operated By...Canadian Broadcasting Corporation
 Address.....1231 Ste-Catherine, West
 Phone Number.....MARquette 8021
 Transmitter Location.....Vercheres, P. Q.
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 News Service.....British UP; Canadian Press
 Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
 Assistant General
 Manager.....Dr. Augustin Frigon
 Station Manager-Program
 Director.....Omer Renaud
 Commercial Manager.....J. Arthur Dupont
 Publicity Director.....Leopold Houle
 Chief Announcer.....Roger Baulu
 Musical Director.....Jean Beaudet
 Chief Engineer.....Gordon W. Olive

C B M

MONTREAL—EST. 1937
 CANADIAN BROADCASTING CORP.
 NATIONAL BROADCASTING CO.

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By...Canadian Broadcast- ing Corporation
 Address.....1231 Ste. Catherine, West
 Phone Number.....MARquette 8021
 Transmitter Location.....Marieville, P. Q.
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 News Service.....British UP; Canadian Press
 Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
 Assistant General
 Manager.....Dr. Augustin Frigon
 Station Manager-Program
 Director.....Omer Renaud
 Commercial Manager.....J. Arthur Dupont
 Publicity Director.....Leopold Houle
 Chief Announcer.....Roger Baulu
 Musical Director.....Jean Beaudet
 Chief Engineer.....Gordon W. Olive

C F C F

MONTREAL—EST. 1919
 BLUE NETWORK

Frequency: 600 Kc.....Power: 500 Watts
 Owned-Operated By.....Canadian Marconi Company
 Address.....1231 St. Catherine St., West
 Phone Number.....Plateau 2577
 Transmitter Location.....Mount Royal Hotel, Peel St., Montreal
 Time on the Air: 7 a. m. to 12 midnight; Sun- days, 8 a.m. to 12 midnight
 News Service.....British UP
 Transcription Service.....NBC Thesaurus
 Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....Reginald M. Brophy
 Station Manager.....J. A. Shaw
 Commercial Director.....M. J. Humphreys
 Sales Promotion Director.....E. H. Smith
 Program-Musical Director.....H. H. Hewetson
 Night Supervisor.....P. E. Hiltz
 Chief Engineer.....Jack Gettenby

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 11 p.m.
 Newspaper Affiliation: La Patrie, La Presse; Montreal Star; Montreal Gazette; Montreal Herald
 News Service: British UP
 Transcription Service: Standard Radio
 Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President: P. R. DuTremblay
 Station and Commercial Manager: Marcel Lefebvre
 Production Manager: M. Normandin
 Publicity Director: Armand Goulet
 Chief Announcer: Romeo Mousseau
 Chief Engineer: Alphonse Cloutier

CKAC

MONTREAL—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 730 Kc. Power: 5000 Watts
 Owned-Operated By: La Cie de Publication de la Presse, Ltee.
 Address: 980 St. Catherine Street, West
 Phone Number: MARquette 3611
 Transmitter Location: St. Hyacinthe, P. Q.
 Time on the Air: 16 hours daily
 Newspaper Affiliation: La Presse
 News Service: UP
 Transcription Service: Lang-Worth; United Transcribed System
 Representative: C. W. Wright (Toronto) Joseph H. McGillvra (U.S.A.)

Personnel

President: P. R. DuTremblay
 General Manager: Phil Lalonde
 Commercial Manager: Louis Leprohon
 Program-Musical Director: Paul Corbell
 Production Service Chief: Ferdinand Biondi
 Production Chief: Bernard Goulet
 Sales Promotion Manager: Andre Daveluy
 Chief Announcer: Roy Malouin
 Publicity-News-Traffic Director: Paul Gelinas
 Music Librarian: Marie T. Lenoir
 Translation-Script Editor: Armand Gravel
 Chief Engineer: Leonard Spencer

CHNC

NEW CARLISLE—EST. 1933
 CANADIAN BROADCASTING CORP.

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Operated By: The Gaspesia Radio Broadcasting Co., Ltd.
 Address: Main St.
 Phone Number: 38
 Transmitter Location: Sea Shore, New Carlisle
 Time on the Air: 7:40 a.m. to 11 p.m.
 Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President: Dr. Charles Dumont
 Station Manager: Dr. Charles H. Houde
 Commercial Manager-Chief Announcer: Viateur Bernard
 Chief Engineer: J. R. McGough

CBV

QUEBEC—EST. 1934
 CBC

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By: Canadian Broadcasting Corp.
 Business Address: 140 Wellington St., Ottawa, Ont.
 Phone Number: 8155
 Studio Address: Chateau Frontenac Hotel
 Transmitter Location: Charlesbourg, P. Q.
 Time on the Air: 8 a.m. to 11:30 p.m.
 News Service: CBC Network News Service
 Representative: Canadian Broadcasting Corp.

Personnel

CBC President: Rene Morin
 General Manager: Dr. J. S. Thomson
 Station Manager: Maurice Valiquette
 CBC Publicity Director: Leopold Houle
 CBC Commercial Manager: Arthur Dupont
 CBC Musical Director: Captain J. J. Gagnier
 Chief Engineer: Charles Frenette

CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By: CHRC, Ltd.
 Address: 34 Begin Ave.
 Phone Number: 2-8178
 Transmitter Location: St. Louis Rd., St. Foy, P. Q.
 Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 11:30 a.m. to 12 midnight
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGillvra

Personnel

Station Manager.....J. N. Thivierge
 Secretary-Treasurer.....Henri Lepage
 Sales Manager.....J. A. Hardy
 Chief Engineer.....Arsene Nadeau

CKCV

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....CKVC, Ltd.
 Address.....142 St. John St.
 Phone Number.....2-1585
 Transmitter Location.....254 Marguerite-
 Bourgeois Ave.
 Transcription Service.....World Broadcast-
 ing System
 Representative...Radio Representatives, Ltd.

Personnel

President.....H. Baribeau
 Station Manager.....Paul Lepage

CJBR

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By....Lower St. Lawrence
 Power Co.
 Address.....1 St. John St.
 Phone Number.....396
 Transmitter Location.....Notre-Dame du
 Sacre Coeur

Time on the Air: 8 a.m. to 11:30 p.m.; Sun-
 days, 12 noon to 11:30 p.m.

Newspaper Affiliation.....Le Progres du
 Golfe, L'Echo du Bas St. Laurent
 News Service.....Canadian Press
 Representative.....Joseph Hershey McGillvra

Personnel

President.....J. A. Brillant
 Manager.....G. A. Lavoie

CKRN

ROUYN-NORANDA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....La Cie de Radiodiffusion
 Rouyn Noranda Ltee.
 Operated By.....Northern Broadcasting &
 Publishing, Ltd.

Business Address.....P. O. Box 70
 Phone Number.....1400
 Studio Address.....Reilly Bldg.
 Transmitter Location.....Reilly Building
 Time on the Air.....7:30 a.m. to 11:30 p.m.

News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus
 Representative...All-Canada Radio Facilities

Personnel

President.....Jack K. Cooke
 Station Manager.....Jean Legault
 Commercial Manager.....Dan Carr
 Program Director.....Martin Silburt
 Chief Announcer.....Albert Aube
 Chief Engineer.....George H. Pope

CHGB

SAINTE ANNE DE LA POCATIERE

EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....CHGB, Registered
 Address.....Ste. Anne de la Pocatiere, Co.,
 Kamouraska, P. Q.

Phone Numbers:.....20; 24
 Transmitter Location.....East end of village
 Representative.....Stovin & Wright;
 Joseph Hershey McGillvra, Inc.

Personnel

Station Manager.....G. T. Desjardins

CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....La Tribune, Limitee
 Business Address.....Marquette Street

Phone Numbers.....2071; 2072
 Studio Address.....3 Marquette St.
 Transmitter Location.....Sherbrooke
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 Newspaper Affiliation.....La Tribune, Ltee.
 News Service.....Press News Service;
 Canadian Press

Transcription Service.....NBC Thesaurus;
 Langworth
 Representative.....Dominion Broadcasting
 Company (Toronto)

Personnel

President.....Hon. Jacob Nicol
 Manager.....A. Gauthier
 Program Director.....Jeanne Tremblay
 Sales Promotion-Production Manager...Jean
 L. Gauthier
 Publicity Director.....R. Duford
 Chief Announcer.....Roland Bayeur
 Musical Director.....P. M. Robidoux
 Chief Engineer.....R. Frechette

CHLN

TROIS-RIVIERES (THREE RIVERS)—
EST. 1937

Frequency: 1450 Kc. Power: 100 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

President.....Hon. Jacob Nicol
Station-Commercial Manager...Leon Trepanier
Sales Promotion Manager....Yvon Marchand
Program-Musical Director....Jean Laforest
Chief Engineer.....Leon Trepanier

CKVD

VAL D'OR—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc. Power: 100 Watts
Owned By.....La Voix d'Abitibi Cie, Ltd.
Operated By.....Northern Broadcasting &
Publishing, Ltd.
Address.....Val D'Or
Phone Number.....500
Studio Address.....Third Ave.
Transmitter Location.....Third Ave.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities

Personnel

President.....Roy H. Thomson
General Manager.....Jack K. Cooke
Station-Commercial Manager...Lucien Godin
Chief Engineer.....George Pope

SASKATCHEWAN

CHAB

MOOSE JAW—EST. 1922

CBC

Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By.....CHAB, Ltd.
Address.....Grant Hall Hotel
Phone Number.....2377
Transmitter Location.....Boharm, Sask.
Time on the Air: 6:30 to 11:30 p.m.; Sunday,
7 a.m. to 11:30 p.m.
News Service.....British UP
Transcription Service.....Langworth;
United Transcribed System
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President.....A. E. Jacobson
Station Manager.....H. C. Buchanan
Commercial Manager.....E. E. Cameron
Sales Promotion Manager...G. G. Henderson
Program Director.....J. S. Boyling
Publicity Director.....Louis Lewry
Production Manager.....Ralph Horley
Chief Announcer.....J. J. Lawlor
Chief Engineer.....M. Pickford

CKBI

PRINCE ALBERT—EST. 1924

CBC

Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By.....Central Broadcast-
ing System, Ltd.
Address.....Sanderson Building
Phone Numbers.....3133; 2049
Transmitter Location...7½ miles south of city
on Highway No. 2
Time on the Air.....17½ hours daily
News Service.....British UP
Transcription Service...World Program Service
Representative...All-Canada Radio Facilities

Personnel

Station Manager.....L. E. Moffat
Local Sales Manager.....Elburn Parr
National Sales Manager.....Jerry Tonkin
Sales Promotion Manager.....Gerald Prest
Chief Announcer.....W. R. Hart
Chief Engineer.....Tom Vaness

CJRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By Transcanada Commu-
nications, Limited

Address: Saskatchewan Life Bldg.
Phone Number 8424
Transmitter Location: Victoria Plains, Sask.
Time on the Air: 17¼ hours daily
Newspaper Affiliation: The Regina Leader
Post; Saskatchewan Farmer

News Service: Press News
Transcription Service: Langworth
Representative: All-Canada Radio Facilities,
Ltd. (Canada); Joseph Hershey McGillvra
(U.S.A.)

Personnel

President: Victor Sifton
Station Manager: F. V. Scanlan
Commercial Manager: Bruce M. Pirie
Program Director: G. B. Quinney
Chief Engineer: W. McDonald

CKCK

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 620 Kc. Power: 1000 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 12 midnight
Newspaper Affiliation: The Regina
Leader-Post

News Service: British UP; Canadian Press
Transcription Service: NBC Thesaurus; Stan-
dard Radio; All-Canada Radio Facilities
Representative: All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager: H. A. Crittenden
Commercial Manager: R. J. Buss
Sales Promotion Manager: M. Walsh
Program Director: Ross MacRae
Production Manager: W. E. Collier
Chief Engineer: E. A. Strong

CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 600 Kc. Power: 1000 Watts
Owned-Operated By: A. A. Murphy &
Sons, Limited

Address: 216 First Ave., North

Phone Numbers: 7282 and 5374
Transmitter Location: Saskatoon, Sask.
Time on the Air: 6:45 a.m. to 11:30 p.m.;
Sundays, 8:30 a.m. to 11:30 p.m.

News Service: British UP
Transcription Service: NBC Thesaurus; Stan-
dard Radio; Langworth

Representative: Radio Representatives, Ltd.
(Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President: A. A. Murphy
Station-Commercial Manager: Vernon Dallin
Program-Musical Director: Cy Cairns
Chief Announcer: Wilfred Gilby
Chief Engineer: S. Clifton

CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 540 Kc. Power: 50000 Watts
Owned-Operated By: Canadian Broadcasting
Corp.

Business Address: 612 Telephone Bldg.,
Winnipeg, Manitoba

Phone Number: 97261
Studio Address: Telephone Bldg., Winni-
peg, Manitoba

Transmitter Location: Watrous, Sask.
Time on the Air: 7 a.m. to 11:30 p.m.

News Service: CBC Network News
Representative: Canadian Broadcasting
Corp.

Personnel

CBC Chairman: Rene Morin
CBC General Manager: Dr. J. S. Thomson
CBC Commercial Manager (Toronto): E. A.
Weir
Program Director: H. G. Walker
Publicity Director: C. E. L'Ami

CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By: Yorkton Broad-
casting Co.

Address: Broadway Ave.
Phone Number: 324

Transmitter Location: Yorkton
Time on the Air: 6 a.m. to 11 p.m.; Sunday,
8:30 a.m. to 11 p.m.

Transcription Service: World Broadcasting
System

Radio Representatives, Ltd. (Canada); Inland
Broadcasting Service (Canada); Joseph Her-
shey McGillvra, Inc.

Personnel

Station Manager: A. L. Garside

Shopping for Shows? Here's the Best in Recorded Broadcasting!



Here's a page-full of perfect shows—*proven* in popularity, tested as sales-producers. 5-minute, 15-minute, or half-hour recorded programs — music or drama, comment or comedy...every one of them timely and thrilling! Write for presentations, auditions, rates and availability!

**LET'S TAKE A
LOOK IN
YOUR MIRROR**



with STELLA UNGER

Vital, spontaneous, timely series aimed at the busy woman of today. Helpful suggestions on gaining and keeping charm and poise under trying conditions, with particular emphasis on woman's job in wartime—making the most of her present wardrobe, getting along happily without many household products, etc. Now selling varied products to women in today's market.

156 Five-Minute Programs—3-a-week for 52 weeks

NEW! THE NAME YOU WILL REMEMBER

Theme: the world's No. 1 subject —people! Hard-hitting, intensely interesting personality sketches by William Lang about people in the news — ranging from Madame Chiang Kai-shek to J. Edgar Hoover.



William Lang

Perfect title for tie-in with sponsor's name and business. All-inclusive merchandising and publicity plan. Spectacular success as local "live" show. The title alone should clinch the sale!

78 Five-Minute Programs—3-a-week for 26 weeks

FLYING FOR FREEDOM

A vivid saga of daring and courage of United Nations' fighting men—told through the lives of an American, a Canadian, an Englishman, and an Australian in training to become flying officers, and during their combat operations—ferrying bombers, raids over enemy territory and supporting ground troops in theatres of war. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production.

26 Half-Hour Dramas

BETTY AND BOB

The story of "ordinary folk who lead extra-ordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty", Carl Frank as "Bob" and Milton Cross announcing, against a rich setting of full orchestral theme music by Allen Roth. Complete promotion and publicity material.



*390 quarter-hour episodes for 5-a-week broadcasts.
Minimum contract: 65 episodes*

TIME OUT FOR FUN AND MUSIC



Series I— With Allen Prescott, M.C., Felix Knight, and Ted Steele's Novatones.
Series II— With Ted Steele and Grace Albert.

Sprightly quarter-hours filled with amusing banter and bright, gay music. Each series of 26 arranged for one or two broadcasts weekly.

OTHER NBC RECORDED FEATURES:

- HOLLYWOOD HEADLINERS—**
with Stella Unger (156 5-min. pgms.)
- GETTING THE MOST OUT OF LIFE TODAY—**
with Wm. L. Stidger (117 5-min. pgms.)
- CARSON ROBISON AND HIS BUCKAROOS—**
(117 quarter-hours)

NBC *Radio Recording Division*

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CAL.



★ RADIO ★
PRODUCTION



Producers

•

Transcriptions

•

Libraries

•

Talent Managers and Agents

•

Music Section

•

Talent

•

FCC Rules and Regulations

•

Programs



ASSOCIATED RECORDED PROGRAM SERVICE

THE ARPS LIBRARY OFFERS THESE OUTSTANDING FEATURES

1. **Basic Library:** Every kind of transcribed music from operatic to hillbilly.
2. **Original Recordings:** No Reprints! All on finest quality red (pure) vinylite.
3. **New Supply:** Extensive backlog of finest transcribed music. Service assured for many months to come.

Plus

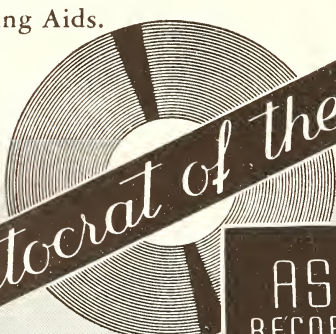
Highest quality recording. Western Electric wide range, high fidelity, vertically cut transcriptions, pressed on red (pure) vinylite.

Name artists, all leaders in their various fields.

Finest music. Regular releases cover the entire range of musical expression.

Continuities. Ten minute, quarter- and half-hour scripts, ready for commercial or sustaining features.

AMP Performance Clearance.
Merchandising Aids.



The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM
SERVICE

25 West 45th Street
A Division of Associated Music Publishers, Inc.

RADIO—ARMY MORALE BUILDER

IMPORTANT contribution of the broadcasting industry to the war effort is the work of the Radio Section of the Information Branch of the Special Service Division, United States Army, whose personnel has been recruited directly from the ranks of the trade. Under the direction of Lt. Col. Thomas H. A. Lewis, Officer in Charge, the staff consists of twenty officers who in civilian life were among the top writers, producers and administrators in radio. In addition, there are fifteen enlisted men who have background in writing or production. These men, together with civilian experts are working in the two special service production plants in New York and Los Angeles. The executive officers are: Maj. Irving Fogel, Chief Administrative Officer; Capt. Griffith B. Thompson, Executive Officer, New York City; Capt. Barton A. Stebbins, Executive Officer, Washington, D. C.; Capt. Mann Holiner, Program Director, Los Angeles; Lt. Ted E. Sherdeman, Program Director, New York City.

Organized in the early part of 1942, the Section is now sending programs to all corners of the earth, and proof of its rapid and extensive work is that 600,000 discs were sent overseas within the first six months of the war, providing service men with their favorite programs almost as soon as they landed on foreign shores.

Types of Shows

Three types of shows are being sent to the men. **Information:** newscasts were started immediately. **Education:** since education must be carefully planned, a series of experimental recordings was launched. **Entertainment:** one of the most important morale-building factors, shows were organized at once, and, as of January 12, over 500 radio programs with the greatest artists of radio, stage and screen have been produced, recorded and distributed.

In addition to the specially produced shows, a number of the most popular radio programs are distributed with commercials deleted. The deletion is necessitated in view of the fact that men living on rations are not apt to appreciate descriptions of luxuries unobtainable at the front.

Every possible channel is utilized to insure the reception of these programs overseas. There are five of these:

1. 29 Shortwave stations in the United States, beamed to all parts of the world.

2. 48 standard wave stations in various theaters of action, or located within the territories of the United Nations.

3. Certain carrier stations, or government-owned or American Expeditionary stations already erected (or being erected), which for security reasons may not be designated.

4. Radio Phonograph Box B Kit—automatic issue for troops at ports of embarkation, one for every 126 men. 2-wave radio on alternating current or battery, playback machine for reproduction of 12-inch records or transcriptions at 33 $\frac{1}{3}$ or 78 RPM's, additional tubes and batteries, records and transcribed radio programs. 100 paper-backed novels, 10 harmonicas, dispatched by code numbers to destination. More than 6,500 kits are in use throughout the world, 6,500 additional on order.

5. Radio Phonograph Box B-1 Kit—a more elaborate kit including a public address system, turntable 2 speeds—33 $\frac{1}{3}$ or 78—to play 16-inch or 12-inch transcriptions. Four kits to each Special Service Unit. Additional supplies monthly. Microphones and loudspeakers for local shows.

Future Expansion

The Special Services Radio Section does not consider its work completed. It is constantly expanding and working to perfect the service of sending out programs so that, in addition to shortwave and longwave, a program will be heard eventually over all carrier systems and Box B Kits in operation. Toward this end it is establishing contact with new radio outlets throughout the world, wherever troops are stationed, it is working with the OWI to perfect the broadcast schedules to reach the troops at the times when they can hear the programs; it is erecting new American Expeditionary stations in new theaters of operation; increasing schedules, the number and types of programs, as the personnel increases; and the Research Branch is conducting continuing surveys to guide the Radio Section in the types and kinds of programs to produce, the selection of equipment to use and the supplies needed. With little fanfare and lots of hard work, the leaders in the broadcasting industry are giving a "command performance" which will be long remembered by the men now in service.

"WAR

CORRESPONDENT"

A NEW TRANSCRIBED FEATURE FOR LOCAL AND REGIONAL SPONSORS!

In far off places the history of America is being written. And in each of these far off places War Correspondents are facing enemy guns and shells so that we at home may have first hand news of America's Fight for Freedom. The stories of our at-the-front War Correspondents are brilliantly dramatized in this unique series of quarter-hour transcribed programs.

THE STORY OF
WORLD WAR II
AUTHENTIC!
FACTUAL!



PRODUCERS OF QUALITY TRANSCRIBED SHOWS

● **THE KORN KOBBLERS** . . . 260
fifteen-minute transcriptions featuring the music and comedy of **THE KORN KOBBLERS**. Master of ceremonies: Alon Courtney. Vocalists: Charlie Wayne, Ston Fritts.

● **ONE FOR THE BOOK** . . . 190
five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, **SAM BALTER**. 4 years coast-to-coast network.

● **SPARKY AND DUD** . . . 66
fifteen-minute musical-variety programs transcribed by those scamps of the army combs. "Private" **SPARKY** and "Strictly Private" **DUD**. Featuring Hoppy Jim Parsons, Fred Hall and Loxy Don.

● **FORBIDDEN DIARY** . . . 130
fifteen-minute episodes in this unusually dramatic continued story. Star-studded array of network talent. Scripted by one of radio's foremost writers of continued stories.

● **THE CAREER OF ALICE BLAIR**, a "white-collar-girl" story, starring Martha Scott, Joe Cotten, an all-star cast. Remarkable record of success. 130 fifteen-minute programs transcribed.

● **THE OLD CORRAL**
starring Poppy Cheshire, Sally Foster, the Ranch Boys and a large musical group in an outstanding show of Western music and stories.

FREDERIC W

ZIV

INCORPORATED
2436 Reading Rd., Cincinnati, O.
485 Madison Ave., New York

Program Producers

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President, Robert Matthews; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production and distribution of motion pictures for television stations.

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, Circle 6-0141. President, James A. Miller; Secretary-Treasurer, George R. Smith; Asst. Secretary-Treasurer, E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

Nicholas T. Agneta

9 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-2142. SERVICES OFFERED: Program production, package shows, talent.

Air Features, Inc.

247 Park Ave., New York. Phone, Wickersham 2-0077.

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.

Norman Alexandroff Artists Bureau

410 S. Michigan Ave., Chicago, Ill. Phone, Wabash 6762. Manager, Norman Alexandroff; In Charge of Production, Fred Morrow; Directors, John Reidy, U. S. Allen. Writer, Aline Neff. SERVICES OFFERED: Program production.

American Institute of Drug Products

75 West St., New York, N. Y. Phone, Bowling Green 9-9188. President, Dr. Frederic Damrau; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in drug and kindred accounts. ("Dr. Damrau's Medicine Chest" participating program on WMCA, New York, N. Y.).

American Institute of Food Products

75 West St., New York, N. Y. Phone, Bowling Green 9-9188. 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).

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WORTH 2-3322, REctor 2-5341. President, Herman Younglieb; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

F. D. Anderson

Suite 333-35 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production on local participating programs.

Arnaiz-Moran

206 S. Spring St., Los Angeles, Calif. Phone, MUTual 8837. Manager, Gustave Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Nena Iniguez. SERVICES OFFERED: Production of Spanish-language programs on XEGM, Tijuana, Lower California, Mexico.

KERMIT-RAYMOND

producers of "America's Famous Fathers"
present

A New Idea In Radio Syndication

"RADIO THEATRE OF FAMOUS CLASSICS"

a proven program . . . with a sensational free merchandising tie-up . . . at an unprecedented low price!

• THE PROGRAM •

A half-hour transcribed (by World Broadcasting) dramatization of the world's greatest classics. De Maupassant, Zola, Voltaire, Ibsen, Wilde: these are your writers. Each show is complete in itself, brilliantly produced and directed with an outstanding cast, and adapted for radio by today's foremost radio writers. The appeal and interest of these shows has been proven by their years of popularity in book form. No other program on the air can combine the audience appeal of this show with its amazingly low cost.

• THE MERCHANDISING CAMPAIGN •

We have arranged with a national book publishing Company to give away FREE to every listener who writes to the station each week, the collected works of the author whose story is dramatized on that program. These beautiful classics are cloth-bound, gold-embossed, and contain more than 500 pages. They generally sell for \$2.50 each, and yet, the sponsor who buys this show gets this sensational merchandising campaign INCLUDED. **ING THE FREE BOOKS**, at no additional cost, other than the price of the program.

• • •

THIS OFFER IS AVAILABLE FOR ONLY A LIMITED TIME. FOR COMPLETE DETAILS AND AN AUDITION DISC, WRITE . . . TELEPHONE . . . OR WIRE
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EL. 5-5511

Arts Recording Studios & Recording Co.

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, Robert L. Murray. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids.

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, R. Wilson; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, B. Berling; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President C. M. Finney; Vice President-Treasurer, John R. Andrus. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing (Muzak Transcriptions, Inc.), both vertical and lateral.

Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone Hillside 0181. Producer, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, Charles Marion.

BRANCH OFFICE: 200 Fifth Ave., New York, N. Y. Phone, GRamercy 5-5252. Manager, Meyer C. Solomon. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

Ann Barbinel

150 Riverside Drive, New York, N. Y. Phone, SCHuyler 4-5800. SERVICES OFFERED: Creation and production of live-talent and transcribed women's, children's and general programs, casting, custom-built package shows.

Basch Radio Productions

17 East 45th St., New York, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch, Jr.; BRANCH OFFICES: 326 Buckley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings.

Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 6-4224. President, Walter Batchelor; Director of Radio, Howard Reilly. SERVICES OFFERED: Program production.

Baudry-Harwood Radio Productions

1434 St. Catherine St., West, Montreal, Que., Canada. Phone, Plateau 9811. Partners, Edward Baudry, R. W. Harwood; Manager, Yvette Baudry; Producer, Rolland Bedard; Script Writer, Roger Marien. SERVICES OFFERED: Scripts, program production, translations.

Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator-Secretary, Madeleine Painchaud. SERVICES OFFERED: Program production, scripts.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck; Assistant Manager, 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.

Edgar Belmont

441 Madison Ave., New York, N. Y. Phone, PLaza 3-4967. Owner, Edgar Belmont. SERVICES OFFERED: Program production.

Bennett Downie Associates, Inc.

6677 Maryland Drive, Los Angeles, Calif. Phone, WHitney 5552. Secretary-Treasurer, R. G. Harris; Vice-President, Paul Schwegler. SALES REPRESENTATIVES: 1316 Ridge Ave., Steuben-

ville, Ohio. Manager, Harry R. Jacobs; 19 East 53rd St., New York, N. Y. Manager, Harry S. Goodman. SERVICES OFFERED: Production of transcribed serial programs.

Herman Bernie, Inc.

1270 Sixth Ave., New York, N. Y. Phone, COLUMbus 5-6647. President, Herman Bernie; Secretary-Treasurer, Dorothy Menzin. SERVICES OFFERED: Program production of package shows, artists' representative.

John Beverly Hollywood Radio Star Production Co.

P. O. Box 1901, Hollywood, Calif. (For the duration of the war, this firm can be reached through the American Federation of Radio Artists in Los Angeles). General Manager-Executive Producer, John Beverly. SERVICES OFFERED: Radio production, package shows, recordings, spot announcement production, scripts, casting, direction, television production, transcription library.

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1745 N. Gramercy Place, Hollywood, Calif. Phone, HEMpstead 1753. General Manager, G. C. Bird. SALES REPRESENTATIVE: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. SERVICES OFFERED: Production of transcribed programs.

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VANDerbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts.

Bost Records Co.

29 West 57th St., New York, N. Y. Phone, PLaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, Julia Pontell. SERVICES OFFERED: Transcriptions, off-the-line transcriptions, line and audition recordings, pressings, studio facilities, phonograph records, production and recording of transcribed programs, spot announcements, audition records.

Richard Bradley & Associates

(Illinois Educational Sound Service)
20 North Wacker Drive, Chicago, Ill. Phone, RANDolph 3549. President, Richard Bradley; Motion Picture Department, Leonard Welter; Associate, Edward J. Harris. SERVICES OFFERED: Off-the-air and on location recordings and transcriptions, mobile recording, sound amplification, program production, talent.

Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. V. Brinckerhoff; Vice-President, D. Vanston. SERVICES OFFERED: recording service, program producing, script service, phonograph records, production and recording for all types of transcription,

talent service for domestic and foreign-language programs.

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford; Assistant Director, Bryce Talbot. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

Broadcasters Mutual Transcription Service, Inc.

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary-Treasurer, C. E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radiooids, Inc., 1041 North Las Palmas, Hollywood, Calif. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

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 (Spanish and Portuguese).

Chamberlain Brown

145 West 45th St., New York, N. Y. Phone, BRYant 9-8480. SERVICES OFFERED: Program production, talent.

Carl Byoir & Associates

10 East 40th St., New York, N. Y. Phone, ASHland 4-3466. Radio Director, Edward Gottlieb; Assistant Radio Director, Helen Jamieson. 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: Transcribed production, scripts, special event and newscast material.

The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, Wisconsin 7-2179. President, Bruce Chapman; Program Director, Mark Goodson; Production Manager, Troman Harper. REPRESENTATIVE: Albert Mitchell, 424 Oakdale Ave., Chicago, Ill. Phone, Wellington 7746. SERVICES OFFERED: Program production, commercial scripts.

Mary D. Chase

875 Fifth Ave., New York, N. Y. Phone, Regent 7-1120. SERVICES OFFERED: Package shows, program production.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone Webster 7795. Manager, Carle A. Christensen; Sales Manager, John Kumler; Technician, David Burden. SERVICES OFFERED: Recording, scripts, talent, program production.

Leslie Clucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. SERVICES OFFERED: Program production of package shows.

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, Zac Freedman; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp;

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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; Secretary-Musical Director, Gertrude R. Cooper; Sales, Robert M. Roberts. SERVICES OFFERED: Production of Negro programs, transcribed and live-talent.

Louis G. Cowan & Co.

8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. President-Owner, Louis G. Cowan; Business Manager, Frederick A. Asher; Program Director, John Lewellen; Research Director, Eliza Merrill Hickock; Publicity Director, George Hixon; Art Director, Egon Unger. SERVICES OFFERED: Program production.

Cruger Radio Productions

5800 Carlton Way, Hollywood, Calif. Phone, HEMPstead 8254. General Manager, Paul Cruger; Art Director, Tilman Goodan; Radio Director, Cosmo Morgan; Writers, Fred Earnshaw, Nell Whitfield. SERVICES OFFERED: Program surveys and checks, production of live-talent and transcribed programs, air checks, auditions, recording.

Patrick Michael Cuning Productions

(Stage 8 of Hollywood & San Francisco) 6530 Sunset Boulevard, Hollywood, Calif. Phone, Hillside 5915. In-Charge-of-Production, Patrick M. Cuning; Assistant to Producer, Marcia Drake; Associate On Production, Armand Piaggi;

Executive Assistant, Josephine Steele; Television Directors, Dorothy Vonic, Eve Lynne; Director, Jerome Storms. SAN FRANCISCO OFFICE: Fairmont Hotel. Phone, Douglas 8800. SERVICES OFFERED: Production of motion pictures and radio and television program, transcriptions.

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner, Victor Damon. SERVICES OFFERED: Studio and portable transcribing (masters for processing and all types of instantaneous), air-checks, program and announcement production.

Alfred Dixon Speech Systems, Inc.

424 Madison Ave., New York, N. Y. Phone, PLaza 8-1246. President, Alfred Dixon; Head of Speech Laboratory, Miriam Uhlman; Tone Correction, Paul Flood; Drama, Rowina Stevens; Publicity, H. Dixon. SERVICES OFFERED: Production, speech correction, teaching methods.

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.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. General Manager, Walter P. Downs; Purchasing, R. F. Brown; Manager, Marion Hould. BRANCH OFFICES: 123 Braemar Ave., Toronto, Ont., Canada. Phone, HUDson 0333. Manager, E. J. Piggott;

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6421 Yew St., Vancouver, B. C., Canada. Phone, Kerr 1209-Y. Manager, P. Peverley. Ste. 2 Stuart Court, Fawcett Ave., Winnipeg, Man., Canada. Phone, 48422. Manager, B. L. McGibbon. SERVICES OFFERED: Custom-built transcriptions, production, recording, direct wire service for auditions.

•
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1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

•
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1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. President, Harry A. Earnshaw; Vice-President, Fenton Earnshaw; Secretary-Treasurer & General Sales Manager, H. Lewis Earnshaw. REPRESENTATIVES: Charles Michelson, 67 West 44th St., New York, N. Y. SERVICES OFFERED: Transcribed programs, script serial programs.

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Eccles Disc Recordings, Inc.

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1501 Broadway, New York, N. Y. Phone, LACKawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

Falash Productions

457 West 57th St., New York, N. Y. Phone, COLUMbus 5-1348 and 5-8450. Co-Partners, Helen Clement, Gene Falconi; Office Manager, Louise Siesti. SERVICES OFFERED: Foreign language program production, specializing in Italian, Jewish, Polish and Spanish for South America; scripts and continuity; recording; talent.

Fanchon & Marco

(F & M Stageshows, Inc.)

50 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 7-5630. Radio Director, Samuel Shayon. SERVICES OFFERED: Production, talent.

Feature Bureau

50 East 42nd St., New York, N. Y. Phone, MURRAY Hill 2-9086. Editor, Marion Cahn; Managing Editor, Bert Nevins. SERVICES OFFERED: Scripts, production (women's programs).

Film Associates Co.

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Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Production supervisor, Jason Johnson; Office Manager, M. L. Sander-son. SERVICES OFFERED: Scripts, program production, transcriptions.

Frontenac Broadcasting Co.

394 Bay St., Toronto, Ont. Phone, ELgin 4553. Vice-President, G. J. Carter; Sales Manager, A. R. Robertson. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MURray Hill 4-6148. President, Allen A. Funt; Vice-President, Dorothy Funt. SERVICES OFFERED: Syndicated programs, program production.

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-7550. In-Charge-of-Radio, Frank Cooper. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood. Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Executive-in-Charge, Art Weems. 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.

General Sound Corp.

29 West 57th St., New York, N. Y.
Phone, PLaza 3-3015. President, E. V. Brinckerhoff; Vice-President, D. Vans-ton. REPRESENTATIVES: Robert J. Coar, 1124 Vermont Ave., Washington, D. C. Phone, Republic 1984; L. S. Too-good, 221 N. La Salle St., Chicago, Ill. Phone, Central 5275. SERVICES OF-FERED: Recording service, program producing, script service, phonograph records, talent and production service in foreign-language and domestic pro-grams, portable network in 65 cities.

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521 Fifth Ave., New York, N. Y.
Phone, VAnDerbilt 6-1750. SERVICES OFFERED: Package shows.

Ghostwriters Bureau

17 East 49th St., New York, N. Y.
Phone, Wickersham 2-8996. Director, Fred E. Baer. SERVICES OFFERED: Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

John Gibbs & Co.

9 Rockefeller Plaza, New York, N. Y.
Phone, Columbus 5-6402. Owner, John Gibbs; Director, Axel Gruenberg; Cast-ing Director, Betty Connor. BRANCH OFFICE: 110 E. Huron St., Chicago, Ill. Fred Weihe. SERVICES OFFERED: Program production, scripts.

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808 Earle Bldg., Washington, D. C.
Phone, Metropolitan 3200. Owner, Ar-thur M. Godfrey; Secretary, M. Richard-son. SERVICES OFFERED: Program production.

**Harry S. Goodman
Radio Productions**

19 East 53rd St., New York, N. Y.
Phone, WI. 2-3338. Owner, Harry S. Goodman BRANCH OFFICES: Ameri-can National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcrip-tions; spot announcement production.

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Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CALumet 6700-1370. Owner-Manager, Lillian Gordoni; Musical Director, Gwynne Kinsley; Voice Coach, Grace Ingram; Dramatic Coach Lucille Lewis. REPRESENTATIVE: Juliet Heath, 203 West 49th St., New York, N. Y. SERVICES OFFERED: Program production, scripts, radio and television training, talent, recording auditions.

Jean V. Grombach, Inc.

(Business suspended for the duration of the war).

Grombach Productions, Inc.

(Business suspended for the duration of the war).

Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-2450. Manager, A. M. Martinez. SERVICES OFFERED: Program production, script library (for use in South American radio stations).

Leland Hayward, Inc.

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. Radio Director: Lawrence White. BRANCH OFFICE: Hayward-Deverich, Inc., 9200 Wilshire Blvd., Beverly Hills, Calif. Phone, Crestview 1-5151. Radio Director, Barror Polan. SERVICES OFFERED: Program production.

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer; Musical Director, Max Adkins. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks.

Hispano Broadcasting Co.

105 E. First St., Los Angeles, Calif. Phone, MIchigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish program production.

Barbara Hodson Productions

5907 Carlton Way, Hollywood, Calif. Phone, Gladstone 7843. President, Barbara Hodson; General Manager, Frederic H. Messiter; Sales Manager, Charlotte Oathout; Director-Producer, Herbert Lyton. SERVICES OFFERED: Production of live-talent and transcribed programs, talent.

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone Main 3450. Owner, William F. Holland; Research, J. Dickerson; Publicity, W. Covell; Production, Ed Fee; Statistician John Brown; Copy Chief, Donald Lyons; Art Director, B. Bankhardt; Office Manager, D. E. Holland; Merchandising, C Schuck. SERVICES OFFERED: Program production, transcriptions.

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Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Recording Manager, E. N. Buzzell; Scripts-Production, Robert W. Graham, Florence Fisher; Musical Director, William Wirges. SERVICES OFFERED: Custom-built live-talent and transcribed programs, syndicated transcriptions, studio recordings airchecks, program production scripts talent.

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270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

Langlois & Wentworth, Inc.

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729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

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333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. SERVICES OFFERED: Program production.

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Masons United Advertising Agency, Ltd.

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Mercury Recording Studios

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Fred C. Mertens & Associates

849 South Gramercy Drive, Los Angeles, Calif. Phone, Drexel 9031. President, Fred C. Mertens; Program Department, Al F. Williams; Script Department, Sparks Strueger; Sales, Stuart S. Shackelton, Burton Bunch, Kenneth M. Foote; secretary, C. Orocozo. SERVICES OFFERED: Program production, transcriptions.

Metro Artists Bureau

1650 Broadway, New York, N. Y. Phone, Circle 7-2829. Director, Ted Nelson. SERVICES OFFERED: Program production, scripts, transcription and live-talent package shows.

Metropolitan Broadcasting Service Limited

21 Dundas Square, Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; Manager, Doc Lindsey; Sales Manager, Tom Darling; Secretary, Jean Holt; Production-Program Director, Harvey Dobbs; Chief Engineer, Harold Everett. BRANCH OFFICE: 813-A Drummond Bldg., Montreal, Que., Canada. Phone, Harbour 5838. Manager, Frank Starr. SERVICES OFFERED: Program production, scripts, direction, recorded programs, talent.

Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, Murray Hill 2-3376. President, Charles Michelson; General 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, Ryland Jones. SERVICES OFFERED:

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116 Broad St., New York, N. Y. Phone, Bowling Green 9-8925. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

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6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Program production.

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1270 Sixth Ave., New York, N. Y. Phone, Circle 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin, Keith Bldg., Cleveland, Ohio. Phone, Main 1525. Executive-In-Charge, Pat Lombard. SERVICES OFFERED: Production of package shows.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-Treasurer, Donald C. Jones; Production Manager, Robert Haviland; Sound Engineer, Robert Arbogast; Editorial, J. E. Crockett; Training Director, Dr. R. E. Palmer. BRANCH OFFICES: General Broadcasting System, Inc., 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400; 1025 Connecticut Ave., N. W., Washington, D. C. Phone, National 2266. SERVICES OFFERED: Program production, mobile and studio recording.

Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, William R. Goodheart, Jr.; Vice-President, David A. Werblin; Vice-President, Charles Miller; Vice-President-Radio Director, Harold Hackett.

BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Manager, Taft Schreiber; Union Commerce 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: Production of one-minute musical spot programs.

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Chairman of Board, C. M. Finney; President, K. R. Smith; Vice-President and Treasurer, John R. Andrus. SERVICES OFFERED: Vertical and lateral recordings, off-the-line recordings, air checks, reference or audition recordings, recording service for advertisers and agencies, custom-built recordings, transcription library, pressing and processing, program consultants, production, scripts, talent.

E. K. Nadel

1600 Broadway, New York, N. Y. Phone, Circle 6-8861. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

National Broadcasters & Entertainers

Hotel Washington, Indianapolis, Ind. Phone, Market 2541. Director, Kay Keiser; Radio Director, Charles Harrington; Musical Director, Sue Wenning; Secretary, Catherine Berfanger. SERVICES OFFERED: Program production, scripts, talent.

National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, A. H.

• • • PROGRAM PRODUCERS • • •

Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Vice-President, Victor B. Brown; Vice-President, Charles B. Smith; Secretary-Treasurer, Samuel L. Ross. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Vice-President, Victor B. Brown; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Vice-President, Charles B. Smith; 111 Sutter St., San Francisco, Calif. Executive-In-Charge, Larry Allen. SERVICES OFFERED: Program production, talent management.

Greene. SERVICES OFFERED: Program production, recording.

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. President, J. M. Lewandowski; Executive Secretary-Treasurer, Frederick C. Wolf; Chairman of the Board of Directors, J. Antonic. SERVICES OFFERED: Production of foreign-language and English programs and spot announcements.

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.

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Reginald Thomas; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chiz-

National Recording Co.

351 West 42nd St., New York, N. Y. Phone, Circle 6-0700. Manager, Ben

READ EVERY WORD OF THIS, MR. RADIO EXEC.

Read it and reap...

SAN FRANCISCO CHRONICLE

'We Owe You': Radio and Theater Join Hands With Great Success

By JOHN HOBART

"If you can't lick 'em, join 'em." That is a theory that has worked before, and it is now being applied to the most serious problem of the entertainment industry. Radio and movies, age-battled enemies for years, are at last to be reconciled in a project that will rescue at least 40 per cent of the Nation's movie houses from potential bankruptcy.

The scheme, created in the fertile mind of Gene Towne, the noted writer and film producer, was put to its first practical test Thursday night, when the "We Owe You" radio-movie presentation was pre-

viewed in three Bay Region theaters—the Manor Theater in San Mateo and the New Mission and Avenue Theaters in San Francisco.

A ROARING SUCCESS

The preview, which had Don Wilson, Jack Benny's announcer, officiating in San Mateo, was pronounced a roaring success. There will be more previews in other parts of the country, and within a few weeks the "We Owe You" idea will be launched on a Nation-wide scale, reaching into 1200 different theaters and, incidentally, providing movie customers with a brand-new form of entertainment.

The "We Owe You" idea combines the best features of "Heli-zapping," Amateur Nite, radio's quiz programs, the Irish Sweepstakes and Bank Night.

WHAT IT MEANS

The basic principle of "We Owe You" is to make the radio listener, sitting at home, feel that he is missing a lot of fun and excitement, so that the next time there's a "We Owe You" night he'll hurry off to his neighborhood theater. See a couple of movies, participate in the broadcast and earn some dough. It's a sound basic principle, as nobody enjoys feeling left out of things.

And it will mean saving the vast number of smaller movie houses throughout the country.

The only original "WE OWE YOU" presentation. Fully copyrighted.

Watch for more details . . . soon!

zini; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. 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.

New England Cupboard

448 Statler Bldg., Boston, Mass. Phone, HANcock 4460. Director, Connie Stackpole. SERVICES OFFERED: Production of women's programs, scripts.

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, N. Y. Phone, MURray Hill 2-0811. Manager, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

Jack Parker & Associates

6605 Hollywood Blvd., Hollywood, Calif. Phone, Granite 7584. President, Jack Parker; Station Relations Manager, Betty Underwood; Script Editor, Ray Bond; Music Editor, Harold Graham; Associate Producer, Ray Van Niebroc; Musical Director, Irving Steinel. SERVICES OFFERED: Program production, scripts, music direction, live-talent and transcribed programs.

James Parks Company

333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. Owner, James Parks; Office Manager, Carol Bowers. AFFILIATE: A. & S. Lyons, Inc., 515 Madison Ave., New York, N. Y. and 356

North Camden Drive, Beverly Hills, Calif. SERVICES OFFERED: Program production, artists' representative.

Leo J. Paulin & Associates

1627 "K" Street, N.W., Washington, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts.

Peterson Radio Productions

1457 Broadway, New York, N. Y. Phone, WISconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Constance Roy, Faith Ellen Smith; Engineer, M. P. Fruchty. SERVICES OFFERED: Production of religious programs, recording.

Photo & Sound, Inc.

153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. President, Bartlett Heard; Vice-President, Melvin S. Jacobus; Production Manager, John M. Wolfe. SERVICES OFFERED: Producers of transcription slide films and motion pictures, electrical transcriptions, spot announcement and program production, scripts, air and line checks.

The Pittsburgh Star

904 Webster Ave., Pittsburgh, Pa. Phone, Court 3797. Director, Antonio Certo; Director of English Programs, Dr. Rocco Certo; Musical Director, Salvatore Certo. SERVICES OFFERED: Program production and direction (Italian and English).

Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Dorothy Mikolajczak. SERVICES OFFERED: Program production (Polish).

Premier Radio Enterprises Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, wax and film recording, sales presentations.

George Logan Price, Inc.

947 South Normandie Ave., Los Angeles, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity.

Rai Purdy Productions

37 Bloor St., West, Toronto, Ont., Canada. President, Rai J. Purdy; Writer, Ernest W. Edge; Associate Producer, Robert L. Simpson. SERVICES OFFERED: Program production.

Radio Centre Limited

74 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Phone, Main 5204. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

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Radio Events, Inc.

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler. SERVICES OFFERED: Production, scripts, casting.

Radio Features of America

37 West 46th St., New York, 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-Field

19 West 44th St., New York, N. Y. Phone, VANDerbilt 6-2372. Producer, Rudolph Field; Associate Producer, Judith Allen. SERVICES OFFERED: Program production, serialized transcriptions.

Radio Producers of Hollywood

930 N. Western Ave, Hollywood, Calif. Phone, HOLLYwood 6506. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. Producers, Gabriel L'Anglais, Simon L'Anglais; Associate Producers, Paul L'Anglais, Ivan F. Tyler; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

Radio Results

8641 Escanaba Ave., Chicago, Ill. Phone, South Chicago 5374. President, Z. George Jaworowski; Secretary, Adele Walton. SERVICES OFFERED: Program production (foreign language), scripts, translations.

Radio Subsidiaries

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. President, William G. Beal; Vice-President & Treasurer, William R. Cullinson. SER-

VICES OFFERED: Program and spot announcement production, transcribed programs, scripts, talent.

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 3-8246. Managing Editor, Louis Minsky; News Editor, George Dugan; Catholic Editor, Thomas F. Doyle. SERVICES OFFERED: Production of weekly religious news scripts.

Resnik-Miller-England, Inc.

152 Temple St., New Haven, Conn. Phone, New Haven 7-0241. President, James W. Miller; Secretary-Treasurer, Harry D. Resnik; Program Director, Hope Norman; Office Manager, R. S. Shafer. BRANCH OFFICES: 904 Main St., Hartford, Conn. Phone, Hartford 5-1576. Manager, J. C. Miner; 232 Taber Ave., Providence, R. I. Phone, Plantations 6784. Manager, Bettina Jones; 77 Summerhill Ave., Worcester, Mass. Phone, Worcester 6-0223. Manager, Isabelle Whitaker; 108 Arden Drive, Syracuse, N. Y. Phone, Syracuse 4-7902. Manager, Roy W. Andrews. SERVICES OFFERED: Production of a local participating ("Community Hostess") program.

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Owner, W. P. Robinson; Assistants, Parker Huff, Van Levis. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production.

Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. President, Stanley J. Wolf; Vice-President, Arthur W. Alsberg; Studio Manager-Chief Engineer, "Wally" Wolsky; Office Manager, Janet Taylor. REPRESENTATIVES: Dave Pinchot, Chicago, Ill.; Paul Adler, 6305 Yucca St., Hollywood, Calif. SERVICES OFFERED: Production, syndicated programs, transcription and recording service, script service.

The Rocky Mountain Radio Council

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Director, Robert B. Hud-

son; Production Director, Jack Weir Lewis; Engineer, Vern Curnow; Assistant Engineer, Robert Fitzmorris; Secretary, Nancy Reid. SERVICES OFFERED: Production of public service programs in Colorado and Wyoming. This organization works in cooperation with its member agencies, consisting of education and civic organizations, colleges, public school systems, etc.

Saltmieras Radio Advertisers

6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltmieras; Musical Director, Joseph Sauris; Music Librarian, Florence Balsis; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (foreign language).

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, transcriptions.

Bernard L. Schubert, Inc.

501 Madison Ave., New York, N. Y. Phone, PLaza 8-0771. President, Bernard L. Schubert; Production Director, Jay Hanna; Secretary, Stella Blumenthal. SERVICES OFFERED: Program production, talent representation.

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. SERVICES OFFERED: Program production, recordings, transcriptions.

Service Programs

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

Edward Sloman Productions

8782 Sunset Blvd., Hollywood, Calif. Phone, CRestview 1-2242. Producer-Director, Edward Sloman; Writer, Maurice

Zimm; Musical Director, Paul Sawtell; Secretary, Cherie Redmond. SERVICES OFFERED: Syndicated programs and transcriptions, custom-built programs.

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. SERVICES OFFERED: Scripts, transcriptions, records, portable recordings, program production, line and air checking.

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Research Advisor, Bayard Keough; Sales Manager, Steve Carpenter; Office Manager, Madeline Mayer. SALES REPRESENTATIVES: Muzak Transcriptions, Inc., 151 West 46th St., 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, E. V. Brinckerhoff. SERVICES OFFERED: Transcriptions, program production.

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Circle 7-5666. General Manager, David Hale Halpern; Business Executives, Henry Souvaine, Max Chopnick, Archibald U. Braunfeld, Geraldine Souvaine, Harry W. Hoff, Jr., Leonard Sillman; Producers, Henry Souvaine, David Hale Halpern, Mary Louise Anglin, Frank Phares, Harry W. Hoff, Jr.; Associated Director, Chick Vincent, Basil Longhrane, Don Bernard. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, Public relations consultants.

Douglas F. Storer

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-1150. SERVICES OFFERED: Program production, talent.

Irving Strouse

151 W. 74th St., New York, N. Y. Phone, TRafalgar 7-4695. SERVICES OFFERED: Program production, scripts.

Telecast Productions, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-6424. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

Transamerican Broadcasting & Television Corp.

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. SERVICES OFFERED: Live and transcribed programs.

Transcribed Radio Shows

2 West 47th St., New York, N. Y. Phone, LONgacre 5-3440. President, M. E. Moore; Manager, E. Mack. SERVICES OFFERED: Custom-built shows, spot announcement production, listener participation transcribed programs.

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, off-the-air checks.

Tyro Productions, Inc.

1697 Broadway, New York, N. Y. Phone, COLUMbus 5-3737. SERVICES OFFERED: Program production.

United Radio Shows (United Press)

220 East 42nd St., New York, N. Y. Phone, MURray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production of news service, news scripts, news research and package news shows.

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Director of Sales & Production, Daniel C. Beattie; Chief Engineer, H. P. Meisinger; Recording Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks.

**Universal Radio Features
Syndicate**

260 Pearl St., Laguna Beach, Calif. Phone, 8981. Editor-Publisher, Tom E. Danson; Assistant to Editor, Evangeline Danson; Shop Superintendent, Andy Anderson. BRANCH OFFICES: R. McCormack, San Francisco, Calif.; Harry Brown, Sales Manager, Dallas, Texas; C. R. Hayes, Elgin, Ill. SERVICES OFFERED: Program production, syndicated radio log and radio-editor service.

**Roger White Radio
Productions**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4943. President, Roger White; Artists' Bureau, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

Witte Radio Productions

4190 Third Ave., Los Angeles, Calif. Phone, Axminster 27235. Owner, Oscar Witte. SERVICES OFFERED: Program production, transcriptions.

Wolf Associates, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4885. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Radio Director, Chick Vincent; Sales Manager, Paul Ross. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Production, talent.

**World Broadcasting System,
Inc.**

711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Vice-President & Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone, HOLLYWOOD 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Local Representative, Harold A. Lafount. SERVICES OFFERED: Custom-built transcriptions, processing, pressings, program ideas, production, scripts, talent, transcription program service library.

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President, John L. Sinn; Secretary, M. R. Ziv. BRANCH OFFICE: 485 Madison Ave., New York, N. Y. Phone, PLaza 3-4147. Vice-President, John L. Sinn. SERVICES OFFERED: Live talent and transcribed programs.

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. Production Manager, Thomas J. Valentino; Secretary-Treasurer, Elsie G. Valentine; Director, Paul F. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

Video & Sound Enterprises

202 Barker Bldg., Omaha, Nebr. General Manager, Franklin O. Pease. BRANCH OFFICE: 709 Fidelity Bldg., Kansas City, Mo. SERVICES OFFERED: Program production, script service.

Owen Vinson & Co.

360 N. Michigan Ave., Chicago, Ill. Phone, Central 6769. Producer-Director, Owen Vinson; Writers, Pauline Hopkins, Louis Seofield. SERVICES OFFERED: Production of package shows and custom-built programs.

J. Franklyn Viola & Co.

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

WADC Cleveland Studios

7100 Broadway, Cleveland, Ohio. Phone, Diamond 3010-0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production of foreign-language and English programs.

Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. Writer, Irna Phillips. SERVICES OFFERED: Program production.

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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 Recording Service, Inc.

113 West 57th St., New York, N. Y. Phone, CIRCLE 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, ELgin 2464. Manager, G. F. Herbert; R. E. McGuire, F. W. Cannon. **BRANCH OFFICES:** Southam Bldg., Calgary, Alberta, Canada. Phone, M-7691. President, H. R. Carson; 802 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; 543 Seymour St., Vancouver, B. C., Canada. Phone, MARine 3344. 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. Louis I. Goldberg. Washington Representative: Jerry Mara; Phone, EXECutive 3792. **SERVICES OFFERED:** Processing and pressing of electrical transcriptions and phonograph records.

American Foundation For the Blind, Inc.

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. **SERVICES OFFERED:** Recording of long-playing phonograph records of books and plays.

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, 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 Music Publishers, Inc.

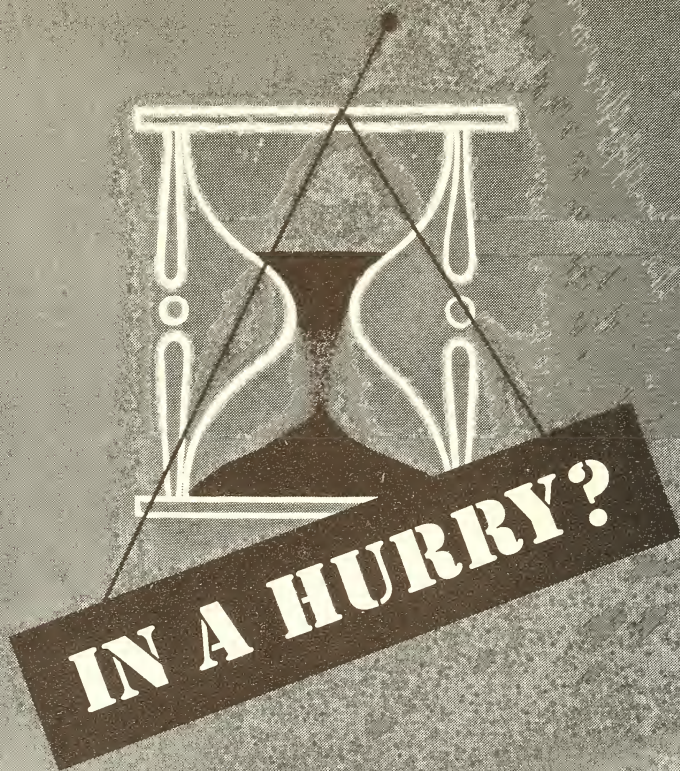
25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President, C. M. Finney. **SERVICES OFFERED:** Transcriptions, library, production, recording processing and pressing (Muzak Transcriptions, Inc.), both lateral and vertical, scripts.

Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone, HILLside 0181. Script and transcription. (For detailed information see listing under Program Producers.)

Audio-Scriptions, Inc.

1619 Broadway, New York, N. Y. Phone, CIRCLE 7-7690. Manager, Ezekiel Rabinowitz. **SERVICES OFFERED:** Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.



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Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Script. (For detailed information see listing under Program Producers).

Bennett Downie Associates, Inc.

6677 Maryland Drive., Los Angeles, Calif. Phone, WHitney 5552. (For detailed information see listing under Program Producers).

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood, Calif. Phone, HEmpstead 1753. (For detailed information see listing under Program Producers).

Bost Records Co.

29 West 57th St., New York, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers).

Richard Bradley & Associates

(Illinois Educational Sound Service)
20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. (For detailed information see listing under Program Producers).

Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. (For detailed information see listing under Program Producers).

Champion Recording Corporation

18 E. 50th St., New York, N. Y. Phone, ELdorado 5-1860. President Joy J. Pierri. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, portables and studio recording.

Chicago Recording Co.

221 N. La Salle St., Chicago, Ill. Phone, Central 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone, Webster 7795. (For detailed information see listing under Program Producers).

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)
799 Seventh Ave., New York, N. Y. Phone, Circle 5-7300. President, Edward Wallerstein; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, Patrick Dolan. 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.

The Compo Company Limited

131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner. SERVICES OFFERED: Processing and pressing of transcriptions from acetate masters.

Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

Continental Engineering Co.

3613 N. Green Bay Ave., Milwaukee, Wisc. Phone, Concord 7300. President, K. W. Kennedy; Vice-President, A. F. Jurach; Secretary-Treasurer, A. Blankenheim. SERVICES OFFERED: Commercial recording, manufacture of public address systems and electronic devices.

- FIRST** • • • to promote transcribed spot announcements.
- FIRST** • • • to create and produce transcribed 1-minute musical spot announcements.
- FIRST** • • • to produce 15-second transcribed spots.
- FIRST** • • • New England radio recording company.
- FIRST** • • • New England program producing firm.
- FIRST** • • • to produce a *regular* weekly television broadcast in the United States.
- FIRST** • • • program producer to advertise in RADIO DAILY.
- FIRST** • • • to produce transcribed "rhythm" spots.
- FIRST** • • • training ground for many network announcers and program producers.
- FIRST** • • • to develop department store use of radio.
- FIRST** • • • in line of ALL syndicated transcription program producers.
- FIRST** • • • on your list when YOU want radio ideas and programs that SELL—custom-built or syndicated—from 15 seconds to ½-hour.

We are no further away from you, even if you are across the country, than one day by airmail. Let us help you as we do so many agencies, national, regional and local advertisers, and radio stations throughout the United States. If the originators of so many of radio's successful ideas can't turn out your programs to your satisfaction, no one can!

KASPER-GORDON, Incorporated

140 BOYLSTON STREET

BOSTON, MASS.

One of the Country's Leading Program Producers

**Patrick Michael Cunning
Productions**

6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. (For detailed information see listing under Program Producers).

**Damon Transcription Labor-
atory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing under Program Producers).

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, COLUMBUS 5-2300. President, Jack Kapp; Executive Vice-President, E. F. Stevens, Jr.; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Syracuse, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham. SERVICES OFFERED: Custom-built electrical transcription records.

Disco Recording Co., Inc.

Arcade Bldg., St. Louis, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; Chief Engineer, Gordon Sherman; General Manager, Bob Reichenbach; Secretary, Marie Sherman. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland; Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Program Producers).

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. (For detailed information see listing under Program Producers).

**Earnshaw Radio Productions
(Earnshaw-Young, Inc.)**

1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. (For detailed information see listing under Program Producers).

**East Texas State Teachers
College**

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. (For detailed information see listing under Program 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: "Air-Chek" service; recordings, electrical transcriptions, phonograph records.

**Empire Broadcasting
Corporation**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Program Producers).

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit, Mich. Phone, Cadillac 6117. General Manager, J. E. Campeau; Chief Engi-

neer, George Funkey. **SERVICES OFFERED:** Airchecks, auditions, slide film sound, commercial transcriptions.

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. **SERVICES OFFERED:** Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

Film Associates Co.

429 Ridgewood Drive, Dayton, Ohio. Phone, WALnut 4641. (For detailed information see listing under Program Producers).

Carl Fischer, Inc. Recording Studio

119 West 57th St., New York, N. Y. Phone, CIRCLE 7-2965. Manager, Max Ritte-shausen; Studio Director, Rita Connally. **SERVICES OFFERED:** Transcriptions, off-the-air and studio recording, processing and pressing, studio facilities for location recording.

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. (For detailed information see listing under Program Producers)

1. Modern high-fidelity recording equipment.

2. Air, line, and studio transcriptions. 24 hour service.

3. Luxurious studio, Johns-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

Frankay & Jackson

48 West 48th St., New York, N. Y. Phone, Longacre 5-0242. President-Chief Engineer, Frank Kay; Vice-President-General Manager, Harry Jackson; Secretary-Treasurer, Mimi Kay. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, studio facilities.

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

General Sound Corp.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (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. (For detailed information see listing under Program Producers).

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, Calumet 6700-1370. (For detailed information see listing under Program Producers).

Donald C. Hallenbeck

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; Vice-President, Elinor Lichtel. SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

George Heid Productions

1005 Century Bldg., 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).

Hollywood Recording Co.

1731 N. Highland Ave., Hollywood, Calif. Phone, Gladstone 2191. Owner-Technician, John Hirsch. SERVICES OFFERED: Recording service, air-checks, line-checks, transcriptions.

Intercontinental Audio-Video Corp.

277 Park Ave., New York, N. Y. Phone Wickersham 2-7600. President, Mark H. Hawley; Treasurer-General Manager, Winton L. Miller, Jr. SERVICES OFFERED: Studidiscs, educational recordings.

G. F. Johnson Music Co.

1022 S. W. Morrison, Portland, Ore. Phone, Beacon 8131. Owner, G. F. Johnson; Manager, C. T. Johnson; Assistant Manager, Rodney Johnson. SERVICES OFFERED: Recordings.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. (For detailed information see listing under Program Producers).

John Keating

614 Studio Bldg., Portland Ore. Phone, Beacon 1009. Personnel, John Keating, James McLoughlin. SERVICES OFFERED: Recordings, transcriptions.

Keenan's Music Service

P. O. Box 2140, Bridgeport, Conn. Phone, Bridgeport 5-9715. Owner, Eddie Keenan; Office Manager, Florence Anne Brescia. SERVICES OFFERED: Recording.

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers).

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FItzroy 4191. (For detailed information see listing under Program Producers).

Masons United Advertising Agency, Ltd.

14 McCaul St., Toronto, Ont. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

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.

DECCA

Offers Complete
Transcription Service

- Studio facilities
- Technical advice
- Transcription of all types
- Slide film recordings
- Processing
- Pressing
- Packing and shipping

Consult us about cost estimates

EDWARD STRAUSS, Mgr.
Transcription Division

DECCA RECORDS, INC.
50 W. 57th ST. . . NEW YORK CITY
CO. 5-2300

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DElaware 4786. (For detailed information see listing under Program Producers).

Fred C. Mertens & Associates

849 Gramercy Drive, Los Angeles, Calif. Phone, Drexel 9031. (For detailed information see listing under Program Producers).

Charles Michaelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. (For detailed information see listing under Program Producers).

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

Miller Broadcasting System, Inc.

113 West 57th St., New York, N. Y. Phone, Circle 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon. BRANCH OFFICE: 7000 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 4929. SERVICES OFFERED: Program production, Millertape recording and editing, wax and instantaneous recording.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. (For detailed information see listing under Program Producers).

National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. (For detailed information see listing under Program Producers).

National Recording Co.

351 West 42nd St., New York, N. Y. Phone, CIrcle 6-0700. Manager, Ben Greene. SERVICES OFFERED: Program production, recording.

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. (For detailed information see listing under Program Producers).

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Reginald Thomas; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, HOLlywood 6161. Manager, Robert F. Schuetz; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. 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.

Eugene O'Fallon, Inc.

Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

Paramount Record Shop

1519 South St., Philadelphia, Pa. Phone, Pennypacker 4780. Partners, Samuel R. Harris, Feliciano Valdera; Manager, Algemina McKinley; In Charge of Studio and Recordings, Louise Goode. SERVICES OFFERED: Recording, studio facilities.

Pearl-Tone Recording Studios

309 Plymouth Bldg., Des Moines, Ia. Phone, 3-3626. Owner, Sidney J. Pearlman; Recorder, Milton R. Grady; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

Peterson Radio Productions

1457 Broadway, New York, N. Y. Phone, WISconsin 7-0069. (For detailed information see listing under Program Producers).

Photo & Sound, Inc.

153 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. (For detailed information see listing under Program Producers).

Ralph L. Power

407 Van Nuys Bldg., Los Angeles, Calif. Phone, Madison 5617. Owner, Ralph L. Power; Secretary-Acting Manager, D. H. Cameron. SERVICES OFFERED: Exporter and importer of transcribed programs.

Premier Radio Enterprises, Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

George Logan Price, Inc.

947 South Normandie Ave., Los Angeles, Calif. Phone, FEderal 7372. (For detailed information see listing under Program Producers).

Radio Centre, Limited

74 Wellington St., West, Toronto, Ont., Canada, Phone, Waverly 2036. (For detailed information see listing under Program Producers).

Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

Radio News Reel

1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. Manager, O. H. Nance, Jr.; Engineer, Edwin A. Lipps. SERVICES OFFERED: Transcriptions, studio and field mobile units.

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, Hollywood 6506. (For detailed information see listing under Program Producers).

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. (For detailed information see listing under Program Producers).

Radio Receiving Record Co.

304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

Radio Recorders, Inc.

7000 Santa Monica Blvd., Hollywood, Cal. Phone, Hollywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings.

Radio Recording Studios

1619 Broadway, New York, N. Y. Phone, COLUMbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

Radio Subsidiaries

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. (For detailed information see listing under Program Producers).

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOLLYwood 6928. Managing Director, Grace Gibson; Secretary, John J. Wilson; Office Manager, E. E. Moreo. SERVICES OFFERED: "Readibuilt" and custom-built transcriptions.

RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York, N. Y. Phone, MURray Hill 4-6200. Manager, Studio & Recording Service, George L. Keane. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774. Manager, A. E. Hindle; 1016 North Sycamore Ave., Hollywood, Calif. Manager, Harry Meyerson; Front & Cooper Sts., Camden, N. J.

Rec-Art Studios

1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

Reeves Sound Studios

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Secretary-Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wigg'n; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Ep-

stein; Purchasing Agent, Max Jones; Shop Engineer, Karl Vogel; Bookkeeper, Katherine Collins. **SERVICES OFFERED:** Electrical transcriptions, phonographs, records, off-the-air recording, location, recording, film synchronizing.

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. (For detailed information see listing under Program Producers).

Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

Roth & Berdun Recording Studios

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Director-Engineer, Charles Roth; Engineer, James C. Young. **SERVICES OFFERED:** Transcriptions, off-the-air and studio recordings.

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MURray Hill 2-8100. President, Carl Engel; Secretary, Gustave Schirmer; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, Alfred Susskind; Accompanist-Coch-Vocalist, Rea Reynolds. **SERVICES OFFERED:** Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. (For detailed information see listing under Program Producers).

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, N. Y. Phone, MURray Hill 6-3489. (For detailed information see listing under Program Producers).

Edward Sloman Productions

8782 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-2242. (For detailed information see listing under Program Producers).

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEDallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. **SERVICES OFFERED:** Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. (For detailed information see listing under Program Producers).

Sound Recording Service

76 Brookwood Road, Rochester, N. Y. Phone, Culver 5548. Owner, George S. Driscoll. **SERVICES OFFERED:** Broadcast and audition recordings and transcriptions.

Sound Studios Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Program Producers).

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y. Phone, COLUMbus 5-1350. Secretary, R. L. Lee; General Sales Manager, C. A. Austin. **SERVICES OFFERED:** Manufacture of recording and reproducing equipment for radio stations, advertising agencies, etc.

Edwin Strong, Inc.

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President, Edwin H. Strong; Managing Director, Adam J. Young, Jr.; Chief Engineer, Jack Kelly. **SERVICES OFFERED:** Custom recordings and electrical transcriptions, complete studio facilities.

Studio & Artists Recorders

CBS Bldg., Hollywood, Calif. Phone, Hillside 8241. General Manager, Lewis Finston; Engineer, Jerry Hayman; Assistant Manager, Vivian Crawford. **SERVICES OFFERED:** Studio recordings, air-checks, line-checks, transcriptions.

Technisonic Recording Laboratories

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, James M. Althouse; General Manager, Charles E. Harrison; Secretary, Polly Hoyer. **SERVICES OFFERED:** Transcriptions, recording service, air checks, transcribed productions.

Transcribed Radio Shows, Inc.

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. (For detailed information see listing under Program Producers).

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

United Artists Bureau, Inc.

1162-64 Sixth Ave., Des Moines, Iowa. Phone, 4-5553. General Manager, R. B. Eaton. **SERVICES OFFERED:** Transcriptions, studio and on-location recordings.

United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Robert

Henning. **SERVICES OFFERED:** Transcriptions, studio, off-the-air and off-the-line recordings, mobile recordings.

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. (For detailed information see listing under Program Producers).

United Transcribed System

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. **SERVICES OFFERED:** Transcriptions, phonograph records, scripts, production.

Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Allen Best. **SERVICES OFFERED:** Transcriptions; off-the-air; off-the-line and studio recordings.

Urab Recording Studio

245 West 34th St., New York, N. Y. Phone, CHickering 4-3314. Business Manager, Miss Marianne; Musical Director, Mark Rubens; Executive Director, Jay Alexander. **REPRESENTATIVES:** Harriet Jane Sams, 1426 N. Dakota Ave., Sioux Falls, S. D.; Calvin E. Green, 3528 Wentworth Ave., Chicago, Ill. **SERVICES OFFERED:** Recordings, songwriting services.

Thomas Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. (For detailed information see listing under Program Producers).

Video & Sound Enterprises

202 Barker Bldg., Omaha, Nebr. (For detailed information see listing under Program Producers).

George W. Webber Advertising Programs

401 Shops Bldg., Des Moines, Ia.
Phone, Des Moines 2-1465. Owner-Manager, George W. Webber. SERVICES OFFERED: Transcriptions and recordings.

Witte Radio Productions

4190 Third Ave., Los Angeles, Calif.
Phone, Axminister 27235. (For detailed information see listing under Program Producers).

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y.
Phone, Wickersham 2-2100. (For detailed information see listing under Program Producers).

Wright-Sonovox, Inc.

180 N. Michigan Ave., Chicago, Ill.
Phone, Franklin 6373. President, James L. Free; Manager, John A. Cory. BRANCH OFFICES: 247 Park Ave., New York, N. Y. Phone, PLaza 3-2027. Vice-President, H. Preston Peters; Manager, William A. Chalmers; 1522 N. Gordon St., Hollywood, Calif. Phone, Hillside 1545. Manager, Hal W. Hoag. SERVICES OFFERED: Licensing of performance rights of Sonovox talking and singing sound under United States and foreign patents.

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio.
Phone, University 6124. (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

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

Continuity.....Wilva Davis

Traffic Manager.....C. Roberts

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-Statistician,

Leonard H. Davidson

Sales Manager.....Naylor Rogers

6331 Hollywood Blvd.

Hollywood, Calif.

Phone, Hempstead 0460

Program Director.....Pegot Waring

Continuity.....Dean Owen

Music Copyrights.....Sylvia Young

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering secondary 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 204 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

It's in the Record...

— For all-round usefulness, NBC THESAURUS has "what it takes": Variety of top-notch talent that the Program Director demands—Ready-built programs that help clinch time sales for the Sales Manager—Recording quality to delight the ears of the Engineer—"big names" that bring smiles and renewals from Sponsors—and Economy that any Station Manager will approve.

— To give new zest to your 1943 program schedule and new enthusiasm to your staff, choose —



NBC THESAURUS

A TREASURE HOUSE OF RECORDED PROGRAMS

Radio-Recording Division • National Broadcasting Co.
New York • Washington, D. C. • Chicago • Hollywood, Cal.

LIBRARIES

Script—Transcription

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. Transcription. (For detailed information see listing under Program Producers).

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phone, WOrth 2-3322, REctor 2-5341. Script and transcription. (For detailed information see listing under Program Producers).

American Radio Syndicate

1 East 44th St., New York, N. Y. Phone, MURray Hill 6-3488. General Manager, Horton Hards. SERVICES OFFERED: Syndicated scripts.

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. Transcription. (For detailed information see listing under Program Producers).

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. Transcription. (For detailed information see listing under Program Producers).

Baudry-Harwood Radio Productions

1434 St. Catherine St., West, Montreal, Que., Canada. Phone, Plateau 9811. Script. (For detailed information see listing under Program Producers).

Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Script. (For detailed information see listing under Program Producers).

John Beverly Hollywood Radio Star Production Co.

P. O. Box 1901, Hollywood, Calif. Transcription. (For detailed information see listing under Program Producers).

Broadcasters Mutual Transcription Service

818 South Kingshighway Blvd., St. Louis, Mo. Phone, FRanklin 2060. Script and transcription. (For detailed information see listing under Program Producers).

Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Script and transcription. (For detailed information see listing under Program Producers).

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. Transcription. (For detailed information see listing under Program Producers).

Patrick Michael Cuning Productions

6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. Script and Transcription. (For detailed information see listing under Program Producers).

Earnshaw Radio Productions

(Earnshaw-Young, Inc.)

1677 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. (For detailed information see listing under Program Producers).

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. Script and transcription. (For detailed information see listing under Program Producers).

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. Transcription. (For detailed information see listing under Program Producers).

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. Transcription. (For detailed information see listing under Program Producers).

Feature Bureau

50 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-9086. Scripts, monthly 15-minute scripts for women's programs.

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. (For detailed information see listing under Program Producers).

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Ave., Chicago, Ill. Phone, Calumet 6700. Script and transcription. (For detailed information see listing under Program Producers).

SCRIPT SOURCES for**STATIONS:** *The Script Library*

535 FIFTH AVE., NEW YORK, N. Y.

"FROM AN ENTERTAINMENT SPOT TO AN HOUR VARIETY SHOW."

American Radio Syndicate

ONE EAST 44th ST., NEW YORK, N. Y.

THE BEST IN DRAMATIC SCRIPTS

NETWORKS: RADIO EVENTS, INC.

335 - 5th AVE., NEW YORK, N. Y.

AGENCIES: ADVERTISING AGENCY RADIO SCRIPT LIBRARY

535 - 5th AVE., NEW YORK, N. Y.

Material for Regional and Local Sponsors

Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-2450. Script. (For detailed information see listing under Program Producers).

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. Script. (For detailed information see listing under Program Producers).

**Intercontinental
Audio-Video Corp.**

277 Park Ave., New York, N. Y. Phone, Wickersham 2-7600. Transcription. (For detailed information see listing under Transcription Firms).

Kasper-Gordon Studios, Inc.

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**Kermit-Raymond
Corporation**

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. Script and transcription. (For detailed information see listing under Program Producers).

**King-Trendle Broadcasting
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1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. (For detailed information see listing under Program Producers).

Estelle Lutz Artists Bureau

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3455. Script. (For detailed information see listing under Program Producers).

**Lang-Worth Feature Pro-
grams, Inc.**

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C.

O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of music in transcription form.

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729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. Transcription. (For detailed information see listing under Program Producers).

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**Nationalities Broadcasting
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512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. Transcription. (For detailed information see listing under Program Producers).

**NBC Radio-Recording
Division**

Radio City, New York, N. Y. Phone, Circle 7-8300. Transcription. (For detailed information see listing under Program Producers).

George Logan Price, Inc.

947 South Normandie Ave., Los Angeles, Calif. Phone, FEderal 7372. Script. (For detailed information see listing under Program Producers).

Radio Events, Inc.

535 Fifth Avenue, New York, N. Y. Phone, MUrray Hill 6-3487. Script. (For detailed information see listing under Program Producers).

Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, HOLlywood 6506. Transcription. (For detailed information see listing under Program Producers).

Radio Script & Transcription Exchange

(Federal Radio Education Committee)
U. S. Office of Education, Washington, D. C. Phone, Republic 1820, Extension 2225. Director, R. R. Lowdermilk. SERVICES OFFERED: Script and transcript libraries.

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOLlywood 6928. Transcription. (For detailed information see listing under Transcription Companies).

Radioteca Intercontinental Publishers' Service, Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-2435. President, Melchor Guzman; Manager, T. Perez. SERVICES OFFERED: Spanish scripts.

Radio Writers Laboratory

53 N. Duke St., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Assistant Manager, Edna K. Hanna; Children's Scripts, Margaret L. Smith. SERVICES OFFERED: Script.

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 3-8246. Script. (For detailed information see listing under Program Producers).

The Script Library

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. Station Contact, Martin Lawrence. SERVICES OFFERED: Script.

Service Programs

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3489. Script and transcription. (For detailed information see listing under Program Producers).

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Program Producers).

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5666. Script. (For detailed information see listing under Program Producers).

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. President, Gerald King; BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Sales Manager, Alex Sherwood; 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny; White-Henry-Stuart Bldg. Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

The Starr Piano Co.

(Speedy-Q Sound Effects)

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. President, A. L. Gennett; Treasurer, R. G. Martin; Secretary, Philip Johnson; REPRESENTATIVES: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone, Murray Hill 2-3376; The Starr Piano Co., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. SERVICES OFFERED: Speedy-Q recorded sound effects.

Star Radio Programs, Inc.

250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. Manager, Daniel C. Studin; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.) SERVICES OFFERED: Script.

Technisonic Recording Laboratories

818 Suth Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. Script. (For detailed information see listing under Transcription Companies.)

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. Transcription. (For detailed information see listing under Program Producers).

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. Transcription. (For detailed information see listing under Program Producers).

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Transcription. (For detailed information see listing under Program Producers).

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1697 Broadway.....Circle 6-3500

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15 Central Park West.....Columbus 5-0060

Oxley, Harold
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1270 Sixth Ave.....Circle 7-7550

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Selznick, Myron, Ltd. of N. Y.
630 Fifth Ave.....Circle 7-6201

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Shank, Mary L.
1619 Broadway.....Columbus 5-1332

Shurr, Louis
1501 Broadway.....CHickering 4-8240

Souvaine, Henry, Inc.
30 Rockefeller Plaza.....Circle 7-5666

Stix, Thomas L.
30 Rockefeller Plaza.....Circle 7-269C

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1697 BroadwayColumbus 5-373C

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller PlazaCircle 7-262C

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1270 Sixth Ave.....Circle 7-0162

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745 Fifth Ave.....PLaza 3-8034

Waible, Fred
55 W. 46th St.....BRyant 9-2682

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.....PLaza 5-5480

Wimbish, Paul C.
21 W. 58th St.....Wickersham 2-3600

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1270 Sixth Ave.....Circle 7-4885

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1540 BroadwayBRyant 9-7800

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1657 BroadwayCircle 6-2200

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501 Madison Ave.....PLaza 3-3300

WOR Artists Bureau
1440 Broadway.....PENnsylvania 6-8600

World Talent Bureau, Inc.
711 Fifth Ave.....Wickersham 2-2100

WOV Artists Bureau
730 Fifth Ave.....Circle 5-7979

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1650 Broadway.....Circle 6-6533

Zucker, Stan
501 Madison Ave.....PLaza 3-4677



American Federation of Radio Artists
6331 Hollywood Boulevard.....Hillside 5121

Arnow, Samuel
8949 Sunset Boulevard.....CRestview 6-6085

Artists Agency, Inc.
9111 Sunset Boulevard.....CRestview 5-6161

Artists' Managers Guild
7048 Hollywood Blvd.....GLadstone 7101

Bachmann & Anderson, Inc.
8511 Sunset Boulevard.....CRestview 6-4168

Berg-Allenberg, Inc.
121 South Beverly Drive (Beverly Hills)
CRestview 6-3131

Beverly Management Corp.
400 N. Camden Drive (Beverly Hills)
CRestview 1-5611

Beverly National Company
8780 Sunset Boulevard.....CRestview 5-6119

Beyer, Charles
1680 N. Vine Street.....Hillside 2125

Blum, Myrt
360 N. Camden Drive (Beverly Hills)
CRestview 6-7071

Bran, Mary (International Artists Bureau Agency)
8834 Sunset Boulevard.....CRestview 6-1184

Brown, Flo-Jan Grippio
8905 Sunset Boulevard.....CRestview 1-5209

Carol, Sue, Inc.
9006 Sunset Boulevard.....CRestview 1-8151

Collier-Ruth Co.
5584 Sunset Blvd.....CRestview 6-3101

Conlon, Tom, Agency
8734 Sunset Boulevard.....CRestview 1-5181

Consolidated Radio Service
5314 Melrose Avenue.....GLadstone 1929

Cooley, Hallam, Agency
9111 Sunset Boulevard.....CRestview 5-6161

Consolidated Radio Service
5314 Melrose Avenue.....GLadstone 1929

Crosby, Everett, N., Ltd.
9028 Sunset Blvd.....CRestview 1-1171

Dolan & Doane
8905 Sunset Boulevard.....CRestview 1-9185

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- Ettinger, Margaret**
1626 N. Vine Street.....Hillside 2141
- Feldman-Blum**
9441 Wilshire Boulevard (Beverly Hills)
CRestview 1-5222
- Ferris, Earle, Associates**
6381 Hollywood Boulevard...Hollywood 7111
- Fleek, William, Agency**
8820 Sunset Boulevard...BRadshaw 2-3655
- Fizdale, Tom, Inc.**
1509 N. Vine Street.....Hollywood 7363
- Frank, George, Inc.**
1626 N. Vine St.....Hillside 3188
- Gear, Bruce, Inc.**
8949 Sunset Boulevard.....CRestview 6-6466
- General Amusement Corp.**
9028 Sunset Boulevard.....CRestview 1-8101
- Goldstone, Nat C. (Walter Meyers Artists Bureau)**
9121 Sunset Boulevard.....CRestview 6-1071
- Gruskin, George**
202 N. Canon Drive (Beverly Hills)
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- Hamilburg, Mitchell, Jr.**
6305 Yucca Street.....Hillside 6125
- Hayward-Deverlich, Inc.**
9200 Wilshire Blvd. (Beverly Hills)
CRestview 1-5151
- Henry, Edd**
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- Herdan, George S.**
9157 Sunset Boulevard.....CRestview 1-5236
- Herstein, Mark, Agency**
9028 Sunset Boulevard.....CRestview 6-7784
- Herty, Howard**
8853 Sunset Boulevard.....CRestview 6-2824
- Irwin, Lou**
9134 Sunset Blvd.....CRestwood 1-7131
- Jaffe, Sam, Agency**
8555 Sunset Boulevard.....CRestview 6-6121
- Kempner, Alex., Inc.**
8611 Sunset Boulevard.....CRestview 5-0104
- Kingston, Al, & Co., Inc.**
8582 Sunset Boulevard.....CRestview 1-8161
- Kline, Howard**
9126 Sunset Boulevard.....CRestview 6-7055
- Kohner, Paul, Inc.**
9169 Sunset Boulevard.....CRestview 1-5166
- Kramer, Earl, Agency**
204 S. Beverly Drive (Beverly Hills)
CRestview 6-2338
- Lancaster, John**
8820 Sunset Boulevard.....CRestview 6-4041
- Lance, Leon O.**
8820 Sunset Boulevard.....CRestview 6-6014
- Lande, Irving Agency**
8647 Sunset Boulevard.....BRadshaw 2-4255
- Levee, M. C.**
1300 N. Crescent Heights Blvd..GLadstone 3117
- Leonard, Fred J., Agency**
205 S. Beverly Drive (Beverly Hills)
CRestview 6-2021
- Lyons, A. and S., Inc.**
356 N. Camden Drive (Beverly Hills)
CRestview 1-6131
- MacArthur, Arthur**
1680 N. Vine Street.....Hempstead 3227
- MacQuarrie Agency**
8905 Sunset Blvd.....CRestview 6-7162
- MCA Artists, Ltd.**
9300 Burton Way (Beverly Hills)
CRestview 6-4161
- Mann, Gene—Jess Smith, Inc.**
8949 Sunset Boulevard.....CRestview 1-1135
- Marx, Bert**
9126 Sunset Boulevard.....CRestview 1-7171
- Marx, Zeppo, Inc.**
8732 Sunset Boulevard.....CRestview 6-4161
- McCormick, John, Inc.**
9730 Wilshire Boulevard (Beverly Hills)
CRestview 1-6181
- Meyer, Art, Agency**
9615 Burton Way (Beverly Hills)
CRestview 5-7865
- Mills Arts, Inc.**
8746 Sunset Boulevard.....CRestview 1-5197
- Monter-Gray, Inc.**
8736 Sunset Boulevard.....CRestview 1-1191
- Morris, William, Agency**
202 N. Canyon Drive (Beverly Hills)
CRestview 1-6161
- Morrison, Leo, Inc.**
204 S. Beverly Drive (Beverly Hills)
CRestview 1-9191
- Music Corporation of America**
9370 Burton Road (Beverly Hills),
CRestview 6-2001
- National Concert & Artists Corp.**
Sunset Blvd. and Doheny St...CRestview 1-7121
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6425 Hollywood Boulevard.....GRanite 2211

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Orsatti Agency
 9130 Sunset Boulevard.....CRestview 6-1008

Richardson Agency
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Rubens, Maurie
 7063 Sunset Boulevard.....GRanite 6930

Rush, Art
 205 S. Beverly Drive (Beverly Hills)
 CRestview 1-2165

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 9111 Sunset Boulevard.....CRestview 1-9134

Saphier, James
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 9700 Wilshire Blvd. (Beverly Hills)
 CRestview 1-9171

Shagrin, Max, Agency
 6253 Hollywood Boulevard.....GRanite 5171

Shauer, Melville A.
 9120 Sunset Boulevard.....CRestview 1-1103

Sherman, Edward, Agency
 9441 Wilshire Boulevard (Beverly Hills)
 CRestview 5-0186

Shurr, Louis Inc.
 9165 Sunset Blvd.....CRestview 1-1116

Silber, Arthur
 8532 Sunset Boulevard.....CRestview 6-7144

The Small Co.
 8272 Sunset Blvd.HOLLYWOOD 2722

Smith, Jonathan
 9172 Sunset Boulevard.....CRestview 6-4058

Stempel, Frank, Agency
 8736 Sunset Blvd.....CRestview 6-5774

Thompson, David H.
 9165 Sunset Boulevard.....CRestview 1-2188

Uhr, Ira C.
 9124 Sunset Boulevard.....CRestview 1-4524

Ullman, George, S.
 8981 Sunset Boulevard.....CRestview 1-5669

Underwood, Cecil
 1680 N. Vine Street.....GRanite 7186

Vallee, Rudy, Presents, Inc.
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Vincent, Frank W.
 242 N. Canon Drive (Beverly Hills)
 CRestview 6-2042

Wadsworth, Jessie B., Agency
 8949 Sunset Boulevard.....CRestview 1-5753

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 9730 Wilshire Boulevard (Beverly Hills)
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 Wrigley Bldg.SUperior 2542

Consolidated Radio Artists, Inc.
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Ellsworth, W. M.
 75 East Wacker Drive.....CENTral 0942

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 360 N. Michigan Ave.....STate 6288

Gordoni, Lillian
 1258 S. Michigan Ave.....CALumet 6979

Gumbiner Theatrical Enterprises
 310 S. Michigan Ave.....WEBster 4543

Herman, Sam
 3508 W. Roosevelt.....STate 2147

Jack & Jill Players Radio Artists Co.
 180 E. Delaware St.....DELaware 7334

Jacky, Fred
 520 N. Michigan Blvd.....DELaware 3262

Levin, W. Biggie
 612 N. Michigan Ave.SUperior 0506

Lutz, Estelle, Artists Bureau
 410 South Michigan Ave.....HARrison 3435

Morris, William, Agency
 203 N. Wabash Ave.STate 3632

Morse, Edward M.
 203 N. Wabash St.....STate 7344

Morse, Sidney P.
 360 N. Michigan Ave.....STate 6288

Music Corporation of America
 430 N. Michigan Ave.DELaware 1100

National Concert & Artists Corp.
 222 W. No. Bank St.....SUperior 4042

North, Stanley
 310 S. Michigan Ave.....WABash 5595

Parker-Piper Talent Productions
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Parks, James & Co.
 333 N. Michigan Ave.....CENTral 7980

Schuster, Milton
 127 North Dearborn.....DEArborn 3633

WGN Concert & Artist Bureau
 441 N. Michigan Ave.....SUperior 0100

WLS Artists Bureau
 1230 W. Washington Blvd.....MONroe 9700

World Talent Bureau, Inc.
 301 East Erie St.....SUperior 9114

A · S · C · A · P

By **JOHN G. PAINE**

General Manager

THE American Society of Composers, Authors and Publishers (ASCAP) has been the principal "performing rights society" in the United States, since it was first organized in 1914 by the late Victor Herbert and a group of his associates. An un-incorporated, non-profit, voluntary association, the Society has faithfully served its ever-increasing membership by collecting, through a system of licensing payment for the commercial use of the members copyrighted music. The money thus collected is distributed among the membership on the basis of classifications made by elected committees.

The right to license the public performance for profit was one of several rights granted the copyright owner by the Copyright Law of the United States in 1909. Long before this law was enacted, however, there was recognition throughout the entire world that the creative citizen deserved protection if he was to continue to contribute to the culture of his country. In France, England, Germany and all the nations of Europe, performing rights societies were established under government supervision to preserve these rights. And as early as 1783, New Hampshire legislators wrote in the preamble to their Copyright Law: "The advancement of human happiness greatly depends on the efforts of ingenious persons in the various arts and sciences. The principal encouragement such persons can have to make great and beneficial exertions of this nature must consist in the legal security of the fruits of their industry to themselves; and such security is one of the natural rights of all men, there being no property more peculiarly a man's own than that which is produced by the labor of his mind."

ASCAP, representing some 185 publishers and 1,485 composers and authors, has license agreements with some 32,000 public amusement enterprises throughout the United States. Through reciprocal agreements and treaties, the Society represents in the United States the performing rights of some 23 European and Latin American Societies. Although these agreements are still in effect, present war conditions preclude the mutual payment of monies between foreign societies and ASCAP until such time as the Enemy Alien custodian rules otherwise.

During 1942 more than 230 new members were elected to ASCAP, indicating the continued growth of the organization, which includes the leading composers, authors and publishers in the fields of standard, production, motion picture and popular music.

The picture of ASCAP during the past year would not be complete, however, without an account of the Society's efforts, especially in the field of broadcasting, to change "music costs" into "music profits". It has long been felt by the organization that radio was not making the most of the tremendous catalogue which was available under their ASCAP agreements.

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

As a step in this direction, ASCAP inaugurated on June 1, 1942 a program service which furnishes, free of any charge, a half-hour musical script to those licensed radio stations which request the service. The scripts are called: "Music . . . As You Like It", "Music . . . Just For You", and "You Shall Have Music". They are programs of general interest and contain a suggested list of appropriate musical recordings. Of the more than 750 radio stations which have ASCAP licenses, over 600 stations requested and are receiving this series of scripts. A large majority of them have been successful in finding sponsors for the program and all of them express complete satisfaction. In addition to these regular programs, the Society is also supplying special scripts for Armistice Day, Thanksgiving and other holidays throughout the year.

By the time this is in print, all stations receiving this service will have received an additional service consisting of a complete thirteen-week series of daily ten-minute scripts, designed especially to be used after five-minute news broadcasts. Patriotic in theme, these scripts tell little-known stories of men and women in American history who contributed to the struggle for freedom. This series, like the half-hour programs, contain a suggested list of musical recordings.

Altogether the Society is supplying 78 hours of programming to its licensed radio stations during the year. It is indicative of ASCAP's desire for greater collaboration with those who use the raw material created by the membership.

The officers of the Society are: Deems Taylor, president; Gustave Schirmer and Oscar Hammerstein II, vice-presidents; George W. Meyer, secretary; John J. Bregman, assistant secretary; Max Dreyfus, treasurer; Irving Caesar, assistant treasurer; John G. Paine, general manager, and Schwartz & Frohlich, general counsel.

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 Fillmore Music House
 Fischer, Carl, Inc.
 Oxford University Press
 Fischer, J., & Bro.
 Fisher, Fred, Music Co., Inc.
 Fitzsimons, H. T., Company
 Flammer, Harold, Inc.
 Luckhardt & Belder
 Foley, Charles
 Foreign & Domestic Music Corp.
 Forster Music Publisher, Inc.
 Fortune Music, Inc.
 Fox, Sam, Publishing Co.
 Pallma Music Publishers, Inc.
 Galaxy Music Corp.
- Gamble Hinged Music Co.
 Wulschner Music Co.
 Gem Music Corporation
 Con Conrad Music Pub., Ltd.
 Georgeoff, Evan, Mus. Pub. Co.
 Concert Music Publishing Co.
 Montrose, F., Mus. Pub. Co.
 Georgia Music Corp.
 Gershwin Pub. Corp.
 Gilbert, L. Wolfe, Music Pub-
 lishing Company
 Goodman Music Co., Inc.
 Handman & Goodman, Inc.
 Handman, Kent & Goodman,
 Inc.
 Universal Music Co., Ltd.
 Gordon, Hamilton S., Inc.
 Algonquin Pub. Co.
 Gordon, Hamilton S., Estate
 of
 Gordon, Hamilton S., Music
 Pub.
 Gordon, S. T., Music Pub.
 Gordon, S. T., & Son, Music
 Publishers
 Himan, Alberto, Music Pub.
 Wise, Jessie Moore
 Wise, William H., & Co.
 Gordon, Kaufman & Real, Inc.
 Gray, H. W., Company
 Green Bros. & Knight, Inc.
 Green & White, Inc.
 Hall-Mack Company
 Geibel, Adam, Music Co.
 Handy Bros. Music Co., Inc.
 Harman Music, Inc.
 Harms, Inc.
 Harms, T. B., Company
 Harris, Charles K., Music Pub.
 Harvest Songs Co.
 Victory Music Co.
 Hope Publishing Company
 Bigelow-Main-Excell Co.
 Excell, E. O., Co.
 Tabernacle Pub. Co.
 Howard, Joe, Music Pub.
 Huntzinger, R. L., Inc.
 J. P. Music Co.
 Jacobs, Walter, Inc.
 Abt, Valentine
 Bates & Bendix
 Bendix, Theodore
 Eby, Walter M.
 Farrand, Van L.
 Gay, Mace, Catalog
- Jaques, Percy
 Musiclovers Co.
 Partee, C. L., Music Co.
 Shattuck, B. E.
 Virtuoso Music School
 Williams, Ernest S.
 Jenkins Music Company
 Jewel Music Pub. Co., Inc.
 Jones, Isham, Music Corp.
 Jungnickel, Ross, Inc.
 Kay & Kay Music Pub. Corp.
 Franklin, John, Music Co.
 Kaycee Music Co., Inc.
 (Formerly: Olman Music
 Corp.)
 Down Home Music Co.
 Keane, Michael, Inc.
 Kendis Music Corporation
 King, Charles E.
 La Salle Music Publishers, Inc.
 (Formerly: Shuster & Miller,
 Inc.)
 Leeds Music Corp.
 Leslie, Edgar, Inc.
 Lewis Music Pub. Co., Inc.
 Lincoln Music Corp.
 Capano, Frank, Music Pub.
 Loeb-Lissauer, Inc.
 Kalmar & Ruby Music Corp.
 Lorenz Publishing Co.
 Tullar-Meredith Co., Inc.
 Ludwig Mus. Pub. Co.
 Marlo Music Corp.
 Maurice, Peter, Inc.
 Mayfair Music Corp.
 Davis, Joe, Inc.
 Triangle Mus. Pub. Co., Inc.
 Melo-Art Music Publishers
 Melrose Music Corp.
 Melrose Bros. Music Co., Inc.
 Mercury Music Corp.
 Miller, Bob, Inc.
 Pla-A-Song Co.
 Streamline Editions
 Miller Music, Inc.
 Noble, Johnny
 Sherman, Clay & Company
 Mills Music, Inc.
 American Composers, Inc.
 Beck, Mort
 Clark, Frank, Mus. Co.
 Daly, Joseph, Mus. Pub. Co.
 Edwards, Gus, Mus. Pub. Co.
 Gordon & Rich, Inc.
 Gotham Attucks Mus. Co.

• • • **ASCAP PUBLISHERS** • • •

- Gotham Mus. Service, Inc.
Jerome, M. K.
Jerome & Schwartz Pub. Co.
Kalmar, Puck & Abrahams
Consolidated
Keit Music Corp.
Kornheiser, Phil, Inc.
Lincoln, Harry J., Music Co.
Morse, Theodore, Music Co.
Nelson, Jack, Mus. Co.
Stark & Cowan, Inc.
Stept & Powers, Inc.
Sterling Songs, Inc.
Sunlight Mus. Co., Inc.
United States Music Pub. Co.
Vandersloot Music Pub. Co.
Waterson, Berlin & Snyder, Co.
Waterson, Henry, Inc.
Williams, Harry, Mus. Co.
Morris, Edwin H., & Co., Inc.
(Formerly: Mercer & Morris,
Inc.)
Morris, Joe, Music Co.
White-Smith Music Pub. Co.
Movietone Music Corp.
Musette Publishers, Inc.
Mutual Music Society, Inc.
Nazarene Publishing House
Bilhorn Bros. Mus. Co.
Lillenas Pub. Co.
New World Music Corp.
O'Kay Music Company
Owens-Kemp Music Co.
Pan-American Music Co., Inc.
Paramount Music Corp.
Popular Melodies, Inc.
Spier & Coslow, Inc.
Paull-Pioneer Music Corp.
Rossiter, Harold, Mus. Co.
Photo Play Music Co., Inc.
Luz Brothers Mus. Pubs.
Music Buyers Corporation
Piedmont Mus. Co., Inc.
Pinkard Publications
Plymouth Music Co., Inc.
Brown, Ted, Music Co.
Pond, Wm. A., & Company
Ellis, Robin
Presser, Theodore, Company
Quincke, W. A., & Company
Remick Music Corp.
Rialto Music Pub. Corp.
Ricordi, G., & Co., Inc., of N. Y.
- Ringle, Dave
Famous Writers Music Co.
Goulden-Leng Co.
Hamilton Music Co.
Krey, Geo. M., Co.
Maytone Music Co.
Song Creators Co.
Tracy, Wm., Pub. Co.
World Music Co.
York & King Music Pub. Co.
Robbins Music Corporation
Metro-Goldwyn-Mayer Corp.
Out of the World Pub. Corp.
Sonnemann Mus. Co., Inc.
Twentieth Century Music Corp.
Universal Music Corp.
Whiteman, Paul, Publications
Wiedoef, Rudy, Mus. Pub. Co.
Rodeheaver Co., The
Rossiter, Will
Row, R. D., Music Co.
Riker, Brown & Wellington,
Inc.
Row, R. D., Inc.
Roy Music Co., Inc.
Royal Music Publisher
Rubank, Inc.
Carlson, M. L.
Finder & Urbanek
Victor Music Co.
Rytvoc, Inc.
(Formerly: P. Tesio & Sons)
Burke Doyle Music Co.
Major Music, Inc.
Tesio-Major
Santly-Joy, Inc.
(Formerly: Santly-Joy-Select,
Inc.)
Santly Bros., Inc.
Santly Bros.-Joy, Inc.
Select Music Publications,
Inc.
Saunders Publications
Schirmer, G., Inc.
Heffelfinger, R. W.
Sanders-Weiss, Inc.
Schroeder & Gunther, Inc.
Schwarz, Merrell, Music Co., Inc.
Shapiro, Bernstein & Co., Inc.
Shattinger Piano & Music Co.
Shubert Music Pub. Corp.
Skidmore Music Co., Inc.
Southern Music Pub. Co., Inc
Spier, Larry, Inc.
Helf & Hager Co.
McKinley Music Co.
- Root, Frank K., & Co.
Sprague-Coleman, Inc.
Sprague-Coleman
Stasny Music Corp.
Bibo-Lang, Inc.
Stasny-Lang, Inc.
Summy, Clayton F., Co.
Sun Music Co., Inc.
Weil, Milton Music Co., Inc.
Superior Music, Inc.
Tobias & Lewis Music Publishers
Transcontinental Music Corp.
Triangle Music Corporation
Victoria Publishing Co.
Villa Moret, Inc.
Vogel, Jerry, Music Co., Inc.
Crumit, Frank, Songs Co.
Haviland, F. B., Pub. Co.
Worth, Geo. T., & Co.
Volkwein Bros., Inc.
Agnew, J. E., Publication
(Band & Orchestra Catalog
only)
Bellefield Pub. Co.
Caton Pub. Co.
Crist, D. W.
Dalbey, W. R., Music Co.
Groene Music Pub. Co.
Hall, Ellis B.
Heltman, Fred
Nirella, Danny
Southwell, Geo. Pub. Co.
White House Publications, The
Von Tilzer, Harry, Music Pub. Co.
Warock Music Co.
West'rn Music Pub. Co.
Williams, Clarence, Mus. Pub.
Co., Inc.
Ahleim, Walter C., Music Co.
Arrow Music Co.
Clifford, Frances, Music Co.
Maison-Blanche Music Co.
Piron, A. J., & Co.
Thomas, George W., Music
Co.
Willis Music Company
Witmark, M., & Sons
Wood, B. F., Music Co.
Words & Music, Inc.
Davis, Coots & Engel, Inc.
Engel, Harry, Inc.
Keit-Engel, Inc.
World Music, Inc.
Yankee Music Pub. Corp.
(Formerly: Italian Book Co.)

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By **ERNEST R. VOIGHT**

Vice-President

FOUNDING of AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on December 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a music publishing business and is exclusive agent for numerous foreign music publishers.

Scope: Represented in the AMP repertoire are 45 U. S. and European catalogs containing over 500,000 entries of which approximately 15,000 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to popular dance music, including concert works for ensemble, solo instruments and voice, its repertoire constitutes a flexible and rich source of distinctive music for radio program builders.

AMP licenses: Licenses cover performing rights, "small" (i. e., strictly musical) and "grand" (i. e., musical-dramatic). AMP's radio license is unique in that it covers "small" and "grand" rights under a single fee. The radio license stipulates that: (1) the annual fee shall be equal to the sum of a station's 12 highest quarter-hour card rates; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will indemnify the licensee against claims arising from the use of music covered by the license.

AMP licensees: The national networks, the principal regional networks and most of the important independent radio stations are holders of AMP licenses.

AMP headquarters: 25 West 45th Street, New York City. Telephone BRyant 9-0847. Cable address: MUSICPUB—NEWYORK.

AMP officers: C. M. Finney, president; Ernest R. Voight, vice-president; John R. Andrus, vice-pres. and treasurer; Anna M. Kerner, secretary.

Publishers

Aibl Verlag (See Universal Edition)

Alpha Music

Congress Music Co.

Latin American Music Bureau

Leader Music Co.

Associated Music Publishers, Inc.

Boosey & Co., Ltd. (See Boosey & Hawkes, Ltd.)*

Boosey & Hawkes, Inc. (See Boosey & Hawkes, Ltd.)*

Boosey & Hawkes, Ltd.*

Boosey & Co., Ltd.

Boosey & Hawkes, Inc.

Hawkes & Sons

Winthrop Rogers, Ltd.

Universal Edition, Ltd.

Bote & Bock

Lauterbach & Kuhn

Breitkopf Publications

Breitkopf & Haertel

Carl Simon

Broussan (See Editions Eschig)

Congress Music Co. (See Alpha Music)

Cos Cob Press, Inc. (See Arrow Press, Inc.)

Demets (See Editions Eschig)

Doblinger Verlag*

Dupont (See Editions Eschig)

Eos Verlag (See Simrock)

* Serious works only as per special list.

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| Editions Eschig | Lauterbach & Kuhn (See Bote & Bock) | Grosch Berlag
Philharmonischer Verlag |
| Broussan | Leader Music Co. (See Alpha Music) | Schuberthaus Verlag (See Universal Edition) |
| Demets | F. E. C. Leuckart | Senff (See Simrock) |
| Dupont | Luckardt (See Simrock) | Carl Simon (See Breitkopf & Haertel) |
| Societe Nouvelle | Otto Maass | N. Simrock |
| Ondet | Nagel Musical Archives | Luckardt |
| Pion Honore | Ondet (See Editions Eschig) | Eos Verlag |
| Vieu | Philharmonischer Verlag (See B. Schott's Soehne) | Senff |
| Filmusik Union (See B. Schott's Soehne) | Pion Honore (See Editions Eschig) | Raabe & Plothow |
| Grosch Musikverlag (See B. Schott's Soehne) | Pro Art Publications | Societe Nouvelle (See Editions Eschig) |
| Albert Gutmann | Raabe & Plothow (See Simrock) | Universal Edition, Ltd. (See Boosey & Hawkes, Ltd.)* |
| Julius Hainauer | Winthrop Rogers, Ltd. (See Boosey & Hawkes, Ltd.)* | Universal Edition |
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| Hawkes & Sons (See Boosey & Hawkes, Ltd.)* | B. Schott's Soehne | Schuberthaus Verlag |
| Kahnt's Schering Edition | Filmusik Union | Vieu (See Editions Eschig) |
| Latin American Music Bureau (See Alpha Music) | | |

* Serious works only as per special list.



HELP THE
RED CROSS



BROADCAST MUSIC, INC.

By **M. E. TOMPKINS**

General Manager

BROADCAST MUSIC, INC., the industry-owned music publishing and copyright licensing firm, reached its full stature in 1942. That year marked the transition of BMI from its purely emergency phase to an aggressive and permanent organization. Its original purpose having been successfully served, BMI has not wasted time in realigning its setup for its permanent function of maintaining competition in the music licensing field so that American broadcasters will always have their own source of music in addition to the already established licensing organizations.

One essential requirement for BMI's continuance was full industry support, which has been freely given. Nearly 900 stations are now licensed by BMI. To be exact, 804 stations in the United States and 88 Canadian stations, in addition to all coast-to-coast and most regional networks, have taken out BMI licenses extending until the Spring of 1950. With this support, BMI's financial position is assured beyond any question.

In addition to the financial support, BMI has urged stations to accept their share of the responsibility for competition in the field of music. This responsibility is one which the station owes to the public as well as to itself. Music should be played because it is musically and lyrically pleasing, and not on the basis of any artificial "plug" standard—a standard which is sometimes achieved by forcing methods rather than on the basis of any inherent merit in the composition itself. Stations which pick with discrimination the tunes that they popularize by means of performance, will avoid fatiguing their audiences by monotonous repetition of the few highly touted musical compositions. In doing this they favor not only their audiences but also give an equal opportunity to smaller publishers and lesser known writers, whether licensed through Ascaph or BMI, to have their songs brought to the attention of the public. This fosters true competition not only between licensing organizations but between the publishers and writers themselves.

As important as the industry's support of BMI is BMI's service to the industry. During the past year BMI has increased its affiliated group to over 475 publishers. They have issued many of the country's top tunes, including such current favorites as "When the Lights Go On Again," "Starlight Sonata," "My Devotion," "Strictly Instrumental," "That Soldier of Mine," "Brazil," "One Red Rose Forever," "I Wish, I Wish, I Wish." The music from the great Disney picture "Bambi" licensed through BMI has afforded its stations top-flight program material. BMI also holds the performance rights to many presently indispensable titles.

Recent BMI publisher agreements have helped swell the stock of popular phonograph records which BMI stations may use and include the Berwick-Oberstein catalog of some 2,000 hillbilly and name band tunes. Other recent publisher acquisitions include National Music, Harry James,

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and Acuff-Rose. BMI and its affiliates mail out each week a large amount of sheet music and arrangements totalling at wholesale cost approximately \$100 per month per station.

Recently BMI has inaugurated a short series of conferences with station program directors who are brought to New York in small groups and are taken through BMI's extensive music production plant. They are afforded opportunity not only to familiarize themselves with the full scope of what BMI is doing, but also to make suggestions as to how its service to them could be extended or improved. The BMI script service supplies 18 continuities weekly to all licensees, utilizing the music available in transcription libraries and on phonograph records. Primarily for the benefit of the smaller stations, it is pleasing to note that many of the larger stations are using the scripts regularly.

During 1942 BMI obtained from the Government a final clarification of the long debated licensing provisions of the Ascap consent decree. It is now clearly established that Ascap writers and composers may issue gratuitous licenses for the use of their music directly, thus opening the way to make an increasing amount of music by these writers available to stations which are not licensees of Ascap.

BMI looks back on more than two years of successful operations which have played a major part in establishing permanent competition in the source of music for radio and at the same time in reducing the industry's total music costs by approximately \$1,000,000 annually from the sum paid in 1940 to Ascap alone. It is also well to remember that music costs are five to six million dollars less than the industry would have paid under the new licenses proffered by Ascap in 1940.

BMI enters 1943 by embarking on a campaign of increased service to its member stations which will greatly enhance its day-to-day value to them as individual music users as well as give further insurance of their future security as an industry from attack by any monopolistic aggressor in the field of copyrighted music.

Publishers

A-1 Music Publishers of America
 Acme Music Corporation
 Albin Tunes Publishers
 Allen & Link Music Publishers
 Allen Intercollegiate Music, Inc.
 Allied Music Corporation
 Joe Altschuler
 Alvin Music Corporation
 American Melodies
 American Performing Rights Society, Inc.
 American Song Publications
 Am-Rus Music Corporation
 Apex Music, Inc.
 D. Appleton-Century Company, Inc.
 Arberne Music Company
 Art Music Company
 Art-I-So Music Company
 Artistic Songs
 Ascot Publishing House
 Astor Music Corporation
 Augustana Book Concern
 Bach Music-Publishers
 Back Bay Music Company

Ball Music Publishing Company
 Banner Music Company
 Ama Lou Barnes & Don MacDonald
 Barres Publications
 Beacon Music Company
 The Beacon Press
 Bell Music Company
 Bell Tone Music Publishing Company
 Belmont Music Company
 Berger Publishing Co.
 Berklay Music Company
 Berwick Music Corp.
 Beverly Music Company
 Larry Blau Music Company
 Bloch Publishing Company
 Martin Block Publishing Co., Inc.
 Boone Publishing Company
 Al Bourne
 S. Brainard's Sons Company
 D. Dudley Brill
 Brown & Edwards
 Roland C. Bucher
 L. H. Bulkley

Elsie Birt Byers
 C. & M. Music Company
 California Music Publishers
 Calumet Music Company
 Cameron Music Company
 Jimmy Campbell Publications, Inc.
 Campbell Music Company
 Campbell, Loft & Porgie, Inc.
 Candell-Ford Music Company
 Cantrell Music Publications
 Carleton & Dixon
 Joseph Carlton
 Carr-Hildy Music Company
 Cason Music Corporation
 Champion Music Company
 Charm Music Company
 Chase Music Company
 Cherio Music Publishers, Inc.
 Cine - Mart Music Publishing Company
 Cinema Songs, Inc.
 Clavier Music Publishers
 Clef Music Company
 O. B. Clow

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B M I P U B L I S H E R S
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Coast To Coast Music Corporation
 Wally Cochran
 M. M. Cole Publishing Co.
 Collwill Corporation
 Colonial Music Publishing Co., Inc.
 Columbia Music Publishers
 Concordia Publishing House
 Connors-Wilkins
 Cooper Music, Inc.
 Cornell Music Company
 Coronet Music Corporation
 Coronet Songs
 Cosmopolitan Music
 Country Music
 Mr. Arthur T. Cremin
 Crown Music Co., Inc., Ltd.
 Crown Publications
 Cundy Bettoney Company, Inc.
 Al Dahle Music Pub. Co.
 Dan-Pell Songs
 Davidson & Maxon Music Publishers
 Louis A. Davis
 Davis & Ostergard
 Edward C. Deas
 Deaton Music Company
 DeCimber Music Publishers
 Frances De Santis
 Debin Music Company
 Del Cal Theatres, Inc.
 Harold Dellon Music Company
 Deseret Book Company
 Jack Devoe
 Distinctive Songs
 Dixie Music Publishing Company
 Dorset Publications
 Thomas A. Dorsey
 Daisy Duckworth
 Dynamic Music Company
 William P. S. Earle
 Eastern Music Publications
 Eccma Music Company
 Norman Edwards Music Publisher
 Embassy Music Corporation
 Emcey Publishing Company
 Encore Music Publications, Inc.
 Englewood Music House
 Enterprise Publications
 Esquire Music Company
 Essex Publishing Company
 Excelsior Music Publishing Company
 Feast & Hoffman
 Fillerdelphia Music Company
 Fine Songs
 Fletcher Publishing Co.

Forest Glen Music Publishers
 Fountain Music Company
 The '440' Music Publishing Company
 France Music
 Will Frederic Music Publishers
 Freed & Hall Music Publishers
 Freeman Associates
 Freeman Music Company
 Fran Frey & Company
 G. M. S. Music Publishing Company
 G. V. C. Music Publishing Company
 Charles J. Gaal & Co. Music Publishers
 C. J. Gabler
 Gamma Music, Inc.
 Garrick Music Publications
 Gerard Music Publishing Co.
 Minnie Giumarra
 Golden Gate Publications
 Graham & Kihorny
 Graham Music Company
 Greater New York Music Corp.
 Great Songs Press
 J. Greene Publications
 Livingston Greenwood
 The Guy Publishing Co.
 Hall Music Company
 Harmony House
 Harmony Music Publishers
 Harmony Publishers
 Clare Harrington
 Hartford Music Company
 Hawaii Conservatory Publishing Co.
 Herald Publishing House
 Hill Music Publishing Co.
 Johnny Hills
 Hinds, Hayden & Eldredge, Inc.
 Hollywood Hit Publishers
 Hollywood Music Sales
 Joseph Horvath
 Jack Howard Publications
 Hub Publishing Company
 Carolyn Ross Huddleston
 E. Hummel Publishing Co.
 Bruce Humphries, Inc.
 Ideal Music Publishing Co.
 Immortal Music Publishing Co.
 Imperial Music Publishing Co.
 Independent Music Publishers (New Mexico)
 Independent Music Publishers (Massachusetts)
 International Dance Studio
 International Publications

International Songwriter Club
 Emil F. Isenberg Music Publishing Co.
 Jill Music Company
 Jo-Ann Music Company
 The Judson Press
 J. & J. Kammen Music Co.
 Kaymusic Publishers
 Kelly Music Publications
 P. J. Kennedy & Sons
 Keystone Music Company
 Knickerbocker Music Publishing Co.
 Marguerite Kolbert Productions
 Jimmy Lambert & Harry Glick
 Lang-Worth Publications, Inc.
 Claude Lapham Music Corp.
 Latin-American Music Publishing Corp.
 Lee-Roy-Lou Publishing Co.
 Lencer Music Company
 Levison-Evans Music Corp.
 Lewcon Music Company
 Liberty Music Publishers
 Lind Music Company
 Linden Music Publishers
 London Music Corporation
 C. Harold Lowden
 Lucky Music Publishers
 The M. & F. Music Publishers
 Sandy MacFarlane
 Mackley Music Publishing Co.
 Maestro Music Company
 Magnolia Music Corporation
 Majestic Music Company
 Mallory Music Publications
 Mann Music Publishing Co., Inc.
 Frank Mansfield Music Publishing Co.
 J. C. Marchant Publications
 Edward B. Marks Music Corp.
 Mar-Lane Music Publishers
 Frank Marsales
 Martin's Tudio of Gospel Music
 Master Music Publishers
 McClure Music Company
 Joe McDaniel Music Company
 Gene McLean Music Company
 Med-Rik Music Publishing Co.
 Mellow Music Publishing Co.
 Melody Lane, Inc.
 Melody Moderne, Inc.

• • • **B M I P U B L I S H E R S** • • •

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| <p>Memorie Music Publishing Co.
Mercury Music
Merit Music, Inc.
Merit Music Publishing Co.
Merritt Publications
Merrywood Publishers
Metropolitan Music Company
Metropolitan Music Publishers
Mike-Tunes
Milburn Music Publishers
Charles Miller
Miracle Music Company
Jean M. Missud
Modern Melodies Publishing Co.
Modern Standard Music Co.
Moderne Publications
Bob Mohr
Monarch Music Company
Monarch Music Publishing Co.
Monroe Publications
Moon Ray Music Publishers
Motley-Bryson-Johnson
Motor City Music Publishers
Mountain Music Company
Movieland Music Publishers
Grace M. Murray
Murray Music Company
Music City Copyrights
Music Makers Publishing Co.
Music Mart
Music Products, Inc.
Musicana, Inc.
Musico
National Association For Blind
Composers, Inc.
National Music Corp.
Nationwide Songs, Inc.
Nelrod-Music Publishers
New Era Music Corporation
New York Music Publishing Co.
Newart Song Publications
Mrs. Dolorosa Niehoff
Oahu Publishing Company
Otten & Kemp
Palmer Music Company
Palomar Music Company
Pamaca Music Company
Paragon Music Publishing Co.
Peer International Corporation
Eddie Petrie
Picadilly Music Company
The Pilgrim Press
Frank Pond Music Company
Porgie, Debin & Friedman, Inc.
Portland Music Company
Pro Musica Publishing Co.
Process Music Publications
Progressive Music Publishers
Prosser Music Publishing Co.</p> | <p>Radio Music Publishers
Rainbow Melodies
Rainbow Music Publishers
Ray Music Publishing Co.
Raybert Music Co.
Record Music Publishing Co.
Redskin Publishing Co.
Regent Music Corporation
H. E. Rees Music Publishers
Reid & Singer Music Pub. Co.
Reis & Taylor Co.
Remarque Music Publishing Co.
Rex Music Publishers
Rialto Music Publishers
Rich Publications
G. Ricordi & Co.
Charles Rinker Music Pub. Co.
Roe-Krippene
Ernest A. Rork & Son
George F. Rosche & Company
Roslyn Music Company
Ross Music Publishing Company
Edward & Louis Rossi
Rousseau Publishing Company
Royal Music Publishing Co.
Ruby Music Company
Ruebush-Keiffer Company
S. T. A. Music Publishing Co.
Salamanca Music Publishers
August Schael Company
Scheuerle Bros. Music Publishers
E. C. Schirmer Music Company
C. Albert Scholin
Scholl Publishing Company
Schumann Music Company
Shelby Music Publishing Co.
Sheldon-Mitchell Pub. Corp.
Shermack Company
Shisler-Benkhardt Publications
Murray Singer Music Pub. Co.
Skokie Music Company
Skylark Songs
Robert Elmer Smith
Rosina Soback
Carl Sobie
Society of Jewish Composers,
Publishers and Songwriters
Song of the Month Associates
The Song Shop
Songtex Music Company
Sons Music Publishing Co.
Stan Host Melodies
Standard Publications
Stark Music Printing Company
Ted Steele Publishing Company
Arthur Steven Publications
Stevens Music Company
Stover Music Company</p> | <p>A. D. Stratton Music Company
Walter A. Stroube
Sudlik & Siegel
Sun Ray Music Publishers
Sunshine Music Company
Sweet Music Publications
Symbolic Music Publishing Co.
Syndicate Music Publishers, Inc.
Tele-Mus Publishing Co., Inc.
Televise Music Company
The Three Boys Music Company
G. M. Tidd
Timberland Publishing Co.
Toben Music Inc.
Lysle Tomerlin
Top Music Publishers, Inc.
Leo Eben Tourjee
Trans-America Music Publishers
Treasure Chest Publications, Inc.
Grant Colfax Tullar
Tune-Towne-Tunes
U. S. Music, Inc.
United Lutheran Publication
House
Universal Music Sales
Urban Publications
Valiant Music Company
Van Brunt Publishing Company
Van Russ Music
Vance Music Company
Vanguard Songs, Inc.
Variety Music Company
Vavrin & King
Vernon Music Publishers
Waldorf Music Company
Warner Studio
Warren Publications
Jack Waverly
Jesse E. Weaver
Charles F. Weigle
Maurice O. Wells
Wesjav Music Corporation
West Coast Music Publishers
White Way Music Company
Wick Music Publishing Company
Williams & Williams
Meredith Willson
Wilson Publishing Company
Claude H. Witt
Murray Wizell Music Company
Woodland Music Company
World Melodies, Inc.
Worldwide Music Publishers
Wright Publishing Company
Neale Wrightman Publishers
Zoeller Music Company</p> |
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S · E · S · A · C

By PAUL HEINECKE

President

SESAC is now the largest music performing rights organization in the broadcasting industry. SESAC now controls and makes available, without restriction, the music catalogs of over 100 leading American publishers. This vast storehouse of program material, including every type of music from swing to symphony and from hillbilly to opera, provides broadcasters with the complete answer to the program requirements of a station.

SESAC music is used by more radio stations than any other music because—

SESAC has licenses with 870 commercial radio stations in the U. S.

SESAC music is American music, our 140 publishers being located in 20 states from coast-to-coast.

SESAC publishers dominate their respective fields and include the largest publisher of American standard music—the largest publisher of American cowboy, Western and hillbilly music—the largest publisher of American band and patriotic music—the largest publisher of accordion music—the largest publishers of gospel and religious music for every denomination, etc.

SESAC music includes the best known compositions of such American composers as Edward MacDowell, Mrs. H. H. A. Beach, Bruno Huhn, Charles Wakefield Cadman, Victor Herbert, Rudolf Friml, etc.

SESAC is your “bread and butter” music—the diversified music that makes up the bulk of your 18-hour broadcasting day throughout the year. This music is used extensively by advertising agencies on virtually all commercial transcriptions. It provides a permanent part of the library service of all transcription companies, and because of the lasting quality of the music, it is also featured in motion pictures and on phonograph records.

SESAC exclusively pioneered every major advance in the music copyright field including clearance at the source on network programs, a competitive supply of diversified music, no restriction list, reasonable rates, negotiation of licenses by a station relations staff with actual broadcasting experience, a program service department and friendly cooperation.

SESAC is also proud to have been selected by the U. S. Treasury to act as its liaison with the broadcasting industry in the huge war bond campaign. Our station relations staff has now visited nearly every radio station on behalf of the Treasury to clarify problems in connection with war bond programs and has recommended Treasury citations of merit for hundreds of individual station executives for their outstanding work to the war bond campaign. SESAC will continue this liaison work until victory is won.

With 870 commercial radio stations maintaining blanket SESAC licenses, SESAC leads the field, but we regard this record not as an achievement but as a responsibility to the industry to maintain and to

extend our established policy of cooperation and to supply every broadcaster in America with the best music in America.

Use the SESAC Music Guide and the informative monthly SESAC Music Bulletins.

SESAC, its publishers, program service department and station relations staff are at your service.

Publisher Affiliates

- Accordion Music Publishing Co., New York
Deiro, Pietro
Adler (see Edition Adler)
Albright Music Company (see National Music Co.)
Alford, Harry L.; Chicago
Alkire Publications, Eddie, Easton, Pa.
Altschuler, J. (See "P. W. P.")
American Music, Inc., Portland, Ore., Hollywood, Cal.
Cross & Winge, Inc.
Arct, M.; Warsaw
Ashmall Company, Wm. E (See McLaughlin & Reilly Co.)
Augsburg Publishing House; Minneapolis
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
Barnes, A. S. and Company, Inc.; New York
Barnhouse, C. L.; Oskaloosa, Iowa
Barwicki, K. T. (See "P. W. P.")
Beirly Company (See Chart Music Publishing House, Inc.)
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago—New York
Braun Music Co.
Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Bryant Music Company; New York
Calbo, N.; Barcelona
Catholic Music Company (See McLaughlin & Reilly Co.)
Central Music Company (See Ramsey, Will M.)
Chart Music Publishing House, Inc.; Chicago
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.)
Colombo, Alberto; Hollywood
Composers Press, Inc., The; New York
Cross & Winge, Inc. (See American Music, Inc.)
Culla, Antonio; Barcelona
Deiro, Pietro (See Accordion Music Publishing Co.)
Denison & Co., 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)
Ediciones Musicales Pampa
Do Re Mi Fa Casa Editora De Musica
Ediciones Internacionales Fermata, Warsaw (European Publications)
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
Ediciones Rodoch (C. Rodriguez); Bilbao
Ediciones A. Urmeneta; Barcelona
Edition Adler; New York, N. Y.
Edition "Jastrzab" (See "P. W. P.")
Rudnicki, Walery
"W.J.R."
Rzepecki, J.
Editions "Olympia" (See "P. W. P.")
Editions Pro Arte; Lwow (See "P. W. P.")
Eulenburg Ltd.; Ernest; London
Fairbank Company, H. W. (See National Music Co. Inc.)
Fermata (See Ediciones Internacionales Fermata)
Gebethner & Wolff; Warsaw
Gehrman's Musikforlag, Carl; Stockholm
Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
Gilbert Music Company (See McLaughlin & Reilly Co.)
Gornston, David; New York
Gospel Music Publications (See Hathaway, Franklin Earl)
Grabczewski, F.; Warsaw
Haberer-Helasco, Hermann; Madrid-Lisbon
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
Harmonie Publications
Rondo Publications
Hart's Music Company (See National Music Co.)
Hartford Music Company, The; Hartford, Ark.
Hathaway, Franklin Earl, Music Publisher; Chicago
Gospel Music Publications
Helasco (See Haberer-Helasco)
Henson Music Publisher, J. M., Atlanta, Ga.
Hoffman Company, Raymond A.; Chicago
Huffer Publications, Fred. K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon; Warsaw
Idzikowski, M.; Warsaw
Jastrzab (See Edition "Jastrzab")
Jewell Music Co., Fred; Worthington, Ind.
Keene, Inc., Hank; South Coventry, Conn.
Kelman Music Corp.; New York

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SESAC PUBLISHERS
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- King Music House, Inc.; K. L.; Fort Dodge, Ia
 Kjos Music Co., Neil A.; Chicago, Beatrice and
 Max 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.)
 McLaughlin & Reilly Co.; Boston, Mass.
 Liturgical Music Company
 Catholic Music Publishing Company
 including composition taken over from
 Wm. E. Ashmall & Company
 Berge Music Company
 John Singenberger
 Otto Singenberger
 Gilbert Music Company
 Mora, Jose; Barcelona
 Music Press, Inc.; New York
 Music Products Corporation; Chicago (See Frank
 Pallma-Music Publisher)
 National Music Company; Fort Worth, Texas
 National Music Company, Inc.; Chicago
 Albright Music Company
 Broadcast Music Publishers
 (See E. Eddy Hanson)
 Fairbank Company, H. W.
 Hart's Music Company
 Popular Music Publications
 Select Music Company
 Standard Music Company
 (See Eddie Hanson)
 Standard Songs
 (See Eddie Hanson)
 Windsor Music Company
 including compositions taken over from:
 E. Eddy Hanson
 Natrass-Schenck, Inc.; New York
 Nowa Scena; Warsaw
 Olympia (See Editions "Olympia")
 Orduna, Leopoldo; Barcelona
 Pagani, O., & Bro.; New York
 Pallma Music Publisher, Frank; Chicago
 Panella, Frank A.; Pittsburgh, Pa.
 Parks Company, J. A., The; York, Neb.
 Perry' Sons A. W.; Sedalia, Mo.
 Polskie Towarzystwo Muzyki Wspolczes Nej;
 Warsaw (See "P. W. P.")
 Popular Music Publications (See National Music
 Company, Company, Inc.)
 Pro Arte (See Editions Pro Arte)
 "PWP" Przedstawicielstwo Wydawnictw Pols-
 kich (Association of Polish Publishers);
 Warsaw
 Radio City Guitar Studio; New York
 Ramsey, Will M., Little Rock, Ark.
 Central Music Co.
 Rodoch (See Ediciones Rodoch)
 Rodriguez (See Ediciones Rodoch)
 Rondo Publications (See Harmonia Edition)
 Rudnicki, Walery (See Edition "Jastrzab")
 Rzepecki (See Edition "Jastrzab")
 Sajewski, W. H.; Chicago
 Schmidt Co., The Arthur P.; Boston
 Schmitt Music Company, Paul A.; Minneapolis
 Schuberth, Edward, & Co., Inc.; New York
 Select Music Company (See National Music Co.)
 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; Tocca, Ga.
 Smith Music Co., Inc., Wm. J.; New York
 Solunastra (See Haberer-Helasco)
 Stahl, Wm. C.; Milwaukee
 Stamps-Baxter Music & Printing Company, Dallas,
 Texas; Chattanooga, Tenn.; Pangborn, Ark.
 V. O. Stamps Music Company
 Stamps-Baxter Music Co.
 Standard Music Company (See National Music
 Company, Inc.)
 Standard Songs (See National Music Company,
 Inc.)
 Stirling Music Publishing Co.; New York
 Avalon Music Publishing Co.
 Tennessee Music & Printing Company; Cleveland
 Tenn.
 Thorsings Musikforlag, Alfred; Copenhagen
 Towarzystwo Wydawnicze Muzyki Polskiej;
 Warsaw (See "P. W. P.")
 Union de Compositores; Barcelona, Spain
 Urgelles, J.; Barcelona, Spain
 Urmeneta (See Ediciones A. Urmeneta)
 Vaughan, James D.; Lawrenceburg, Tenn.
 Vitak-Elsnic Co.; Chicago
 Georgi & Vitak Music Co.
 Warde, Harry (See Chart Music Publishing House,
 Inc.)
 Warner, F. Eugene (See Chart Music Publishing
 House, Inc.)
 Warszawskie Towarzystwo Muzyczne (Warsaw
 Music Society); Warsaw
 Weaner, Maxwell (See Weaner-Levant Publica-
 tions)
 Weaner-Levant Publications, New York
 Weaner, Maxwell
 Western Accordion Music Company (See Chart
 Music Publishing House, Inc.)
 Whitney Blake Music Publishers; New York
 Windsor Music Company (See National Music
 Co., Inc.)
 Winsett, R. E.; Dayton, Tenn.
 "W.J.R." (See Edition "Jastrzab")
 Yanguas, Mariano; Madrid
 "Zaiks" Związku Autorow, Kompozytorow i
 Wydawcow; Warsaw
 (Authors-Composers and Publishers Associa-
 tion of Poland (See "P. W. P.")
 Zalewski, B. J.; Chicago

MUSIC PUBLISHERS

A NATION-WIDE LISTING

— A —

A-1 Music Publishers of America, 580 Fifth Ave., New York City.
ABC Music Corp., 799 Seventh Avenue, New York City.
Abingdon-Cokesbury Press, 150 Fifth Avenue, New York City.
Abrahams (Maurice) Music Co., Inc., 522 West End Ave., New York City.
Accordion Music Publishing Co., 46 Greenwich Avenue, New York City.
Acme Music Co., 1674 Broadway, New York City.
Acme Music Corp., 562 Fifth Avenue, New York City.
Advanced Music Corp., 1250 Sixth Avenue, New York City.
Afilated Music Corp., 23 West 47th Street, New York City.
Ager, Yellen & Bornstein, Inc., 745 Seventh Avenue, New York City.
Ahlert & Lewis Music Publishers, 10 West 96th Street, New York City.
Albin Tunes Publishers, 2349 Honolulu Avenue, Montrose, Calif.
Alfred Music Co., 145 West 45th Street, New York City.
Alford, Harry L., 190 North State Street, Chicago, Ill.
Alkire Publications, Eddie, Easton, Pa.
Allen Intercollegiate Music, Inc., 67 West 44th Street, New York City.
Allen, Thornton W., Co., 67 West 44th St., New York City.
Allied Music Corp., 204 East 4th St., Cincinnati, Ohio.
Alpha Music Co., 110 West 42nd Street, New York City.
Alvin Music Corp., 1650 Broadway, New York City.
Ambassador Music, Inc., 1619 Broadway, New York City.
American Academy of Music, Inc., 1619 Broadway, New York City.
American Melodies, 4848 Michigan Avenue, Chicago, Ill.
American Music, Inc., Studio Bldg., Portland, Ore.
American Music Publishing Co., 1695 Broadway, New York City.
Am-Rus Music Corporation, 37 West 57th Street, New York City.
Amsco Music Publishing Co., Inc., 1600 Broadway, New York City.
Antony (Frank) Music Publisher, 145 West 45th Street, New York City.
Apex Music, Inc., 113 West 48th Street, New York City.
Apollo Music Co., 301 West 41st Street, New York City.
Appleton, D., Century Co., 35 West 32nd Street, New York City.
Arberne Music Co., 1587 Broadway, New York City.

Art Music Co., 1658 Broadway, New York City.
Art-I-So Music, 1270 Sixth Avenue, New York City.
Artists Music Corp., 8 West 49th Street, New York City.
Ascher, Emil, Inc., 315 Fourth Avenue, New York City.
Ascot Publishing House, 1674 Broadway, New York City.
Associated Music Publishers, Inc., 25 West 45th Street, New York City.
Astor Music Corp., 340 Main Street, Worcester, Mass.
Atlas Music Corp., 1250 Sixth Avenue, New York City.
Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.
Augustana Book Concern, Rock Island, Illinois.
Axelrod Publications, Inc., 51 Snow Street, Providence, R. I.

— B —

Bach Music Co., 8 Irvington Street, Boston, Mass.
Bach Music Publishers, 40 Peach Tree Arcade, Atlanta, Ga.
Back Bay Music Co., 168 Tremont St., Boston, Mass.
Ball Music Pub. Co., 6912 Hollywood Blvd., Hollywood, Calif.
Barnes, A. S., and Company, Inc., 67 West 44th Street, New York City.
Barnhouse Co., C. L., Oskaloosa, Ia.
Baron, M., Inc., 8 West 45th St., New York City.
Barres Publications, 545 Fifth Avenue, New York City.
Barton Music Corp., 1619 Broadway, New York City.
Beacon Music Co., 1619 Broadway, New York City.
Beacon Press, 25 Beacon Street, Boston, Mass.
Bell Music Co., 20 East Jackson Blvd., Chicago, Ill.
Bell Tone Music Publishing Co., 75 Hamilton Terrace, New York City.
Belwin, Inc., 43 West 23rd Street, New York City.
Berger Pub. Co., 1729 East 14th Street, Brooklyn, N. Y.
Berklay Music Co., 615 East 33rd Street, Baltimore, Md.
Berlin, Irving, Inc., 799 Seventh Avenue, New York City.
Best Music, Inc., 498 Boylston Street, Boston, Mass.
Beverly Music Co., 300 North Oakhurst Drive, Beverly Hills, Calif.
Birchard, C. C., & Co., 221 Columbus Avenue, Boston, Mass.
Blake, Whitney, Music Publisher, 1585 Broadway, New York City.
Blank, S., 190 East Second Street, New York City.
Blau (Larry) Music Co., 711 Eighth Avenue, New York City.
Block, Martin, Publishing Co., 501 Madison Ave., New York City.

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Blue Circle Music Publications, 1595 Broadway, New York City.
 Bluestone-Bernard Music Publishers, 7107 Hillside Avenue, Hollywood, Calif.
 Bomart Pub. Co., 1619 Broadway, New York City.
 Bond (Carrie Jacobs) & Son, 3 East 43rd Street, New York City.
 Boone Publishing Co., Box 200, Des Moines, Ia.
 Boosey-Hawkes-Belwin, Inc., 43 West 23rd Street, New York City.
 Boston Music Co., 3 East 43rd Street, New York City.
 Brainard's (S.) Sons Co., R. F. D. No. 4, Pottstown, Pa.
 Brashear Music Co., Trinity Court, Boston, Mass.
 Braun Music Co., 1619 Broadway, New York City, and 609 South Paulina Street, Chicago, Ill.
 Bregman, Vocco & Conn, Inc., 1619 Broadway, New York City.
 Brehne Associates, 4708 - 31st Avenue, Astoria, L. I., N. Y.
 Briegel, George F., Inc., 1270 Sixth Avenue, New York City.
 Brill, D. Dudley, 61 Broadway, New York City.
 Broadcast Music, Inc., 580 Fifth Ave., New York City.
 Broadway Music Corp., 1619 Broadway, New York City.
 Brokel Studios, 64 East Jackson Blvd., Chicago, Ill.
 Brown & Edwards, Wilmington, Dela.
 Brown & Henderson, Inc., 1619 Broadway, New York City.
 Bryant Music Co., 113 West 57th Street, New York City.
 Bucher, Roland C., 166 Montague St., Brooklyn, N. Y.

— C —

C. & M. Music Co., Conrad Bldg., Providence, R. I.
 Caesar, Irving, 1619 Broadway, New York City.
 California Music Publishers, 1313 North Highland, Hollywood, Calif.
 Cameron Music Co., 48 West 48th Street, New York City.
 Campbell (Jimmy) Publications, Inc., 799 Seventh Avenue, New York City.
 Campbell, Loft & Porgie, 1619 Broadway, New York City.
 Candell-Ford Music Co., 1674 Broadway, New York City.
 Cantara Music Pub. Co., 1509 North Vine Street, Hollywood, Calif.
 Cantrell Music Publications, 2190 W. Adams Blvd., Los Angeles, Calif.
 Capitol Music Co., Terminal Sales Bldg., Seattle, Wash.
 Carlton & Dixon, Walter P. Storey Bldg., Los Angeles, Calif.
 Carlton, Joseph, 313 West 51st Street, New York City.
 Carr-Hildy Music Co., 2659 Connecticut Avenue N. W., Washington, D. C.
 Casivant, Eugene, 58 Canal Street, Waterbury, Conn.
 Cason Music Corp., 163-18 Jamaica Avenue, Jamaica, L. I., N. Y.
 Century Music Publishing Co., 231 West 40th Street, New York City.
 Champion Music Co., 1587 Broadway, New York City.
 Charm Music Co., 35 West 64th Street, New York City.
 Chappell & Co., Inc., 1270 Sixth Avenue, New York City.
 Chart Music Publishing House, Inc., 506 S. Wabash, Chicago, Ill.
 Chase Music Co., 410 North Michigan Blvd., Chicago, Ill.
 Chateau Publications, 2733 Kensington Ave., Philadelphia, Pa.

Cheatham, Frederick C., 1108 North 27th Street, Richmond, Va.
 Cherio Music Publishers, 1585 Broadway, New York City.
 Church, John, Co., 1712 Chestnut Street, Philadelphia, Pa.
 Cinema Songs, Inc., 1270 Sixth Ave., New York City.
 Cine-Mart Music Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.
 Circle Music Publications, Inc., 1270 Sixth Avenue, New York City.
 Clark, Kenneth S., 1657 Broadway, New York City.
 Cleaf Music Co., 1619 Broadway and 152 West 42nd Street, New York City.
 Clow, O. B., 319 N. Eye Street, Tacoma, Wash.
 Coast to Coast Music Corp., 8 West 49th Street, New York City.
 Cole, M. M. Publishing House, 823 S. Wabash Avenue, Chicago, Ill.
 Coleman, Robert H., Burt Bldg., Dallas, Texas.
 Collins, Francis Joseph, 433 West Washington Avenue, Elmira, N. Y.
 Collwill Corp., 1819 Broadway, New York City.
 Colombo, Alberto, 530 North Cahuenga Blvd., Hollywood, Calif.
 Colonial Music Publishing Co., 168 West 23rd St., New York City.
 Composers Music Corp., 120 Broadway, New York City.
 Composers Press, Inc., 853 Seventh Avenue, New York City.
 Concord Music Publishing Co., 20 West 47th Street, New York City.
 Concordia Publishing House, Jefferson Ave. & Miami St., St. Louis, Mo.
 Connors-Wilkins, 720 North Pearl St., Albany, N. Y.
 Cooper Music, Inc., 1650 Broadway, New York City.
 Cornell Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
 Coronet Music Corp., 1619 Broadway, New York City.
 Coronet Songs, 742 North June St., Hollywood, Calif.
 Coslow Music Co., 6912 Hollywood Blvd., Hollywood, Calif.
 Country Music, 830 South Michigan Ave., Chicago, Ill.
 Courtney (Alan) Music Co., 1619 Broadway, New York City.
 Crawford Music Corp., 1270 Sixth Ave., New York City.
 Crescent Music Co., 1585 Broadway, New York City.
 Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

— D —

D. S. Publishing Co., 30 Rockefeller Plaza, New York City.
 Dash Connelly, Inc., 1619 Broadway, New York City.
 Davidson & Maxon Music Publishers, 1313 North Highland Ave., Hollywood, Calif.
 Davis, Joe, Music Co., 1619 Broadway, New York City.
 Davis & Ostergard, 2090 West Jefferson Blvd., Los Angeles, Calif.
 Deas (Edward C.), 5718 Wabash Avenue, Chicago, Ill.
 Deaton Music Co., Montgomery, Alabama.
 Debin Music Co., 1619 Broadway, New York City.
 DeCimber Music Publishers, P. O. Box 1778, Milwaukee, Wisc.
 Del Cal Theatres, Inc., 651 South Dunsmuir, Los Angeles, Calif.

• • • **MUSIC PUBLISHERS** • • •

Dellon, Harold, Music Co., 3711 Euclid Ave., Cleveland, Ohio.
 Denison, T. S., & Co., 203 N. Wabash, Chicago, Ill.
 Denton & Haskins Corp., 1658 Broadway, New York City.
 Deseret Book Co., 44 East South Temple, Salt Lake City, Utah.
 Desmoni, Martin J., 1501 Broadway, New York City.
 Devoe (Jack), 14955 State Fair East, Detroit, Mich.
 Di Bella, O., 162 East 116th Street, New York City.
 Ditson, Oliver, Co., Inc., 1712 Chestnut Street, Philadelphia, Pa.
 Dixie Music Pub. Co., 1674 Broadway, New York City.
 Donaldson, Douglas & Gumble, Inc., 1619 Broadway, New York City.
 Don Santos Pub. Co., 55 Orleans St., Rochester, N. Y.
 Doraine Music Publishing Co., 1619 Broadway, New York City.
 Dorset Publications, 345 W. 55th St., New York City.
 Dorsey (Thomas A.), 755 Oakwood Blvd., Chicago, Ill.
 Dunlop, Merrill, 825 Barry Avenue, Chicago, Ill.
 Dynamic Music Co., 2136 Laurel Canyon Blvd., Hollywood, Calif.

— **E** —

E and R Music Co., 1619 Broadway, New York City.
 Eastern Music Publications, 620 West 150th Street, New York City.
 Ecoma Music Co., 1522 North Detroit St., Hollywood, Calif.
 Edition, Adler, 113 West 42nd Street, New York City.
 Edition Musicus—New York, 23 West 47th Street, New York City.
 Edwards Music Co., 1619 Broadway, New York City.
 Elkan-Vogel Co., Inc., 1716 Sansom Street, Philadelphia, Pa.
 Embassy Music Corp., 1619 Broadway, New York City.
 Embee Music, Inc., 501 Madison Avenue, New York City.
 Emcee Pub. Co., 360 South Doheny, Beverly Hills, Calif.
 Empire Music Publishing Co., 1587 Broadway, New York City.
 Encore Music Publications, Inc., 1674 Broadway, New York City.
 Englewood Music House, 516 Englewood Avenue, Chicago, Ill.
 Ensemble Music Press, Drawer K, East Northport, N. Y.
 Enterprise Publications, 430 South Broadway, Los Angeles, Calif.
 Esquire Music Co., 1619 Broadway, New York City.
 Essex Publishing Co., Dover, N. J.
 Evans Music Co., 86 Essex Street, Boston, Mass.
 Excelsior Music Publishing Co., 1650 Broadway, New York City.

— **F** —

Famous Music Corp., 1619 Broadway, New York City.
 Feist, Leo, Inc., 799 Seventh Ave., New York City.
 Fillerdelphia Music Co., 721 South Street, Philadelphia, Pa.
 Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.
 Fine Songs, 40 West 84th Street, New York City.
 Fischer, Carl, Inc., 56 Cooper Square, New York City.

Fischer, J., & Bro., 119 West 40th Street, New York City.
 Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.
 Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.
 Flammer, Harold, Inc., 10 East 43rd Street, New York City.
 Flaschner, O., Music Co., 47 West 43rd Street, New York City.
 Foley, Charles, 4 East 46th Street, New York City.
 Forest Glen Music Publishers, 424 Diversey Parkway, Chicago, Ill.
 Foreign & Domestic Music Corp., 126 West 46th Street, New York City.
 Forster Music Publisher, Inc., 218 South Wabash, Chicago, Ill.
 Fountain Music Co., 36 East 5th Street, Cincinnati, Ohio.
 "440" Music Pub. Co., 529 East Potter Avenue, Milwaukee, Wis.
 Fowler Music Co., 1587 Broadway, New York City.
 Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.
 Frederic (Will) Music Publishers, Minneapolis, Minn.
 Freed & Hall Music Publishers, 1535 North Vine St., Hollywood, Calif.
 Freeman Music Co., 114 Madison Street, Cortland, N. Y.
 Freeman Associates, 140 Roseville Avenue, Newark, N. J.
 Free Methodist Publishing House, Winona Lake, Ind.
 Frey (Fran) & Co., 5507 Hollywood Blvd., Hollywood, Calif.

— **G** —

G. M. S. Music Pub. Co., 2818 Montebello Terrace, Baltimore, Md.
 Gaal & Fillie Music Publishers, 1587 Broadway, New York City.
 Gabler (C. J.), 1310 South 12th Street, Omaha, Neb.
 Gabor (Donald H.), 250 West 57th Street, New York City.
 Galaxy Music Corp., 17 West 46th Street, New York City.
 Gale (Bill), 5024 61st Street, Woodside, L. I., N. Y.
 Gamble Hinged Music Co., 228 S. Wabash Avenue, Chicago, Ill.
 Gamma Music, Inc., 527 Fifth Avenue, New York City.
 Garrick Music Publications, 2157 North Avers Ave., Chicago, Ill.
 Gem Music Corp., 1619 Broadway, New York City.
 Georgeoff, Evan, Music Publishing Co., 1650 Broadway, New York City.
 Gerard Music Co., 1619 Broadway, New York City.
 Gershwin, George, Publishing Corp., 1270 Sixth Avenue, New York City.
 Gilbert, L. Wolfe, Music Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.
 Goodman Music Co., 42 Thayer St., Rochester, N. Y.
 Gordon, Hamilton S., Inc., 1250 Sixth Avenue, New York City.
 Gordon, Kaufman & Real, Inc., 1650 Broadway, New York City.
 Gornston, David, 117 West 48th Street, New York City.
 Gotham Music Service, 1619 Broadway, New York City.
 Graham & Kihorny, 2131 Bonita Drive, Glendale, Calif.
 Graham Music Co., 2012 Jefferson St., Bluefield, W. Va.
 Graham, Harold L., 6033 S. E. Stark Street, Portland, Ore.

• • • **MUSIC PUBLISHERS** • • •

Grand Music Co., 1619 Broadway, New York City.
 Gray, H. W., Co., Inc., 159 East 48th Street,
 New York City.
 Great Songs Press, Baxter Station, Louisville, Ky.
 Greater New York Music Corp., 1619 Broadway,
 New York City.
 Green Bros. & Knight, Inc., 1619 Broadway, New
 York City.
 Green (J.) Publications, 1175 East 21st Street,
 Los Angeles, Calif.
 Greene-Revel, Inc., 1537 North Vine Street, Holly-
 wood, Calif.
 Greenwood (Livingston), 217 Pine Street, Seattle,
 Wash.
 G. V. C. Music Publishing Co., 152 West 42nd
 Street, New York City.

— H —

Hall & McCreary Co., 434 S. Wabash, Chicago,
 Ill.
 Hall-Mack Co., Winona Lake, Ind.
 Hall Music Co., Maryville, Tenn.
 Hampton Publications, Inc., 400 Madison Avenue,
 New York City.
 Handy Bros. Music Co., Inc., 1587 Broadway,
 New York City.
 Harman Music, Inc., 1619 Broadway, New York
 City.
 Harmonia Edition Publishing Co., 202 West 83rd
 Street, New York City.
 Harmony House, 1595 Broadway, New York City.
 Harmony Music Publishers, 64 East Jackson Blvd.,
 Chicago, Ill.
 Harmony Publishers, 830 Lyon & Healy Bldg.,
 Chicago, Ill.
 Harms, Inc., 1250 Sixth Avenue, New York City.
 Harms, T. B., Co., 1270 Sixth Avenue, New York
 City.
 Harrington, Clare, 120 Cabrini Blvd., New York
 City.
 Harris, Charles K., 701 Seventh Avenue, New
 York City.
 Harris (Thoro), Eureka Springs, Ark.
 Hartford Music Co., Hartford, Ark.
 Harvest Songs Co., 1595 Broadway, New York
 City.
 Hathaway, Franklin Earl, 7814 Bennett Ave.,
 Chicago, Ill.
 Haviland, F. B., Publishing Co., 114 W. 44th
 Street, New York City.
 Hawaii Conservatory Pub. Co., 741 South Western
 Ave., Los Angeles, Calif.
 Hay (Bob), 17 Curry Avenue, Newport, R. I.
 Heltman (Fred) Co., 414 Prospect Avenue, Cleve-
 land, O.
 Henson Music Co., J. M., 120 Hunter Street, S. E.,
 Atlanta, Ga.
 Herald Publishing House, 103 South Osage Street,
 Independence, Mo.
 Herbert Publications, 1619 Broadway, New York
 City.
 Herder (B.) Book Co., 15-17 South Broadway, St.
 Louis, Mo.
 Herrick (Lyman S.), R.F.D. No. 2, Norway, Maine.
 Hill, James F., & Co., 8 West 45th Street, New York
 City.
 Hills (Johnny), 7607 West 62nd Place, Argo,
 Illinois.
 Hill Music Publishing Co., 101 E. Leigh Street,
 Richmond, Va.
 Hinds, Hayden & Eldridge, Inc., 580 Fifth Avenue,
 New York City.
 Hitchcock Pub. Co., 38 John Street, New York
 City.
 Hoffman (Carrie), 910 Alberta Street, Ferndale,
 Mich.
 Hoffman Co., Raymond A., 509 S. Wabash, Chi-
 cago, Ill.

Hoffman (Raymond A.) Co., 509 South Wabash
 Ave., Chicago, Ill.
 Holdsworth & Leopold, 2131 Ivar Avenue, Holly-
 wood, Calif.
 Hollywood Hit Publishers, 715 Citizens Bldg.,
 Cleveland, Ohio.
 Hollywood Music Sales, Box 247, Hollywood, Calif.
 Hollywood Songs, Inc., 1250 Sixth Avenue, New
 York City.
 Hope Publishing Co., 5707 W. Lake Street,
 Chicago, Ill.
 Horoscopes In Song, 3518 West 110th Street,
 Inglewood, Calif.
 Horvath (Joseph), 1 Laurel Street, Farmingdale,
 L. I., N. Y.
 Howard (Jack) Publications, 2733 Kensington
 Avenue, Philadelphia, Pa.
 Hub Publishing Co., 133 Essex Street, Boston,
 Mass.
 Hummel Publishing Company (E.), Cincinnati,
 New York.
 Huntzinger, Inc., R. L., 137 West 4th Street,
 Cincinnati, Ohio.

— I —

Immortal Music Pub. Co., 52 West 76th Street,
 New York City.
 Imperial Music Publishing Co., 1587 Broadway,
 New York City.
 Independent Music Publishers, 205 East 42nd
 Street, New York City.
 Independent Music Publishers, Hachita, New
 Mexico.
 Independent Music Publishers, 149 Boardman
 Avenue, Melrose, Mass.
 Indigo Music, Inc., 1501 Broadway, New York City.
 International Music Co., 509 Fifth Avenue, New
 York City.
 International Publications, 2030 East 7th Street,
 Los Angeles, Calif.
 International Songwriter Club, 2820 Lincoln Ave-
 nue, Chicago, Ill.
 Isenberg (Emil F.) Music Pub. Co., Troy, Ill.

— J —

J. P. Music Co., 1619 Broadway, New York City.
 Jacobs (Al) Publications, 101 West 55th Street,
 New York City.
 Jacobs, Walter, Inc., 120 Boylston Street, Boston.
 Jenkins Music Co., 1217 Walnut St., Kansas City,
 Mo.
 Jewel Music Publishing Co., Inc., 1674 Broadway,
 New York City.
 Jewell (Fred) Music Co., Worthington, Ind.
 Jill Music Co., 4212 Teesdale Avenue, North Holly-
 wood, Calif.
 Jo-Ann Music Co., 67 West 44th Street, New
 York City.
 Johnson (Elizabeth), 1801 Pine Street, Philadel-
 phia, Pa.
 Johnson (Harry H.), 170-A Tremont Street, Boston,
 Mass.
 Jones Music Corp., Isham, 1619 Broadway, New
 York City.
 Judson Press, 1701 Chestnut Street, Philadelphia,
 Pa.
 Jungnickel, Inc., Ross, 200 West 85th Street,
 New York City.

— K —

Kammen, J. & J., Music Co., 1619 Broadway,
 New York City.
 Kanes Music Publishers, 1650 Broadway, New York
 City.
 Kanner Music Publishing Co., 343 West 87th
 Street, New York City.
 Karch (Hank), 121 East 4th Street, Cincinnati, O.

• • • **MUSIC PUBLISHERS** • • •

Karczag Publishing Co., 62 West 45th Street, New York City.
 Kay & Kay Music Publishing Corp., 1658 Broadway, New York City.
 Kaymusic Publishers, 778 McDonough Street, Brooklyn, N. Y.
 Keane, Michael, Inc., 113 West 57th Street, New York City.
 Keene, Inc., Hank, South Coventry, Conn.
 Keller (Con), 850 Oragmont Avenue, Berkeley, Calif.
 Keller (Leo D.), 17 Maryland Street, Rochester, N. Y.
 Kelly Music Publications, 19 Pennell Street, Franklin, Pa.
 Kelman Music Corp., 1674 Broadway, New York City.
 Kelton-Romm Music Co., 250 West 49th Street, New York City.
 Kendis Music Corp., 1587 Broadway, New York City.
 Kennedy (P. J.) & Sons, 12 Barclay Street, New York City.
 Keystone Music Co., 1619 Broadway, New York City.
 King (Charles E.), Honolulu, T. H.
 King Music House, Inc., K. L., Fort Dodge, Iowa.
 Kjos, Neil A., Music Co., 14 West Lake Street, Chicago, Ill.
 Knickerbocker Music Publishing Co., 1619 Broadway, New York City.
 Kolbert (Marguerite) Productions, 600 Michigan Theatre Bldg., Detroit, Mich.
 Krachtus, John, 1574 North Halsted Street, Chicago, Ill.
 Krygier (Joseph), 3132 Richmond Street, Philadelphia, Pa.

— **L** —

Lacinte (Joseph), 1595 Broadway, New York City.
 Lambert (Jimmy) and Harry Glick, 1527 Mohawk Street, Los Angeles, Calif.
 Lang-Worth Publications, Inc., 420 Madison Avenue, New York City.
 Lapham, Clude, Music Publications, 1674 Broadway, New York City.
 Latin-American Music Pub. Corp., 1776 Broadway, New York City.
 Latino Music Corp., 799 Seventh Avenue, New York City.
 Leal, Felipe Valdi, 408 N. Main St., Los Angeles, Calif.
 Leeds Music, Inc., 1270 Sixth Avenue, New York City.
 Lehman (L. P.) & Staff, Downtown Church, Washington, Pa.
 Leslie, Inc., Edgar, 59 West 46th Street, New York City.
 Levison-Evans Music Corp., 336 West 24th Street, New York City.
 Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.
 Lexington Music Co., Inc., 9 Rockefeller Plaza, New York City.
 Liberty Music Publishers, P. O. Box 2206, Hollywood Sta., Hollywood, Calif.
 Lincoln Music Corp., 1619 Broadway, New York City.
 Lindenschmidt, William, 103 Maple St., Salina, Mich.
 Lind Music Company, 304 Cac Building, Cleveland, Ohio.
 Lin-Gale Music, 5024 61st Street, Woodside, L. I., N. Y.
 Loeb Lissauer, Inc., 1619 Broadway, New York City.
 London Music Corp., 608 Fifth Ave., New York City.

Long (J. Baxter), Elon College, North Carolina.
 Lorenz Publishing Co., 501 East 3rd St., Dayton, Ohio.
 Lowden (C. Harold), Box 266, Camden, N. J.
 Lucky Music Publishers, 347 East 61st Street, New York City.
 Lucky Music Publishers, 347 East 61st Street, New York City.
 Ludwig Music Publishing Co., 414 W. Superior Ave., Cleveland, Ohio.
 Lutheran Book Co., 55 Main Street, Columbus, Ohio.
 Luz Bros., 1674 Broadway, New York City.

— **M** —

Mac Angelo, 1770 East 172nd Street, Bronx, N. Y.
 MacGregor, Grant, 5079 Lemon Grove Ave., Hollywood, Calif.
 Mackley Music Publishing Co., 3165 Grand River Ave., Detroit, Mich.
 McClaren (Everett F.), 401 Florence Avenue, New Castle, Pa.
 McClure Music Co., 6047½ Hollywood Blvd., Hollywood, Calif.
 McDaniel (Joe) Music Co., Box 169, Elizabeth City, No. Car.
 Madison Music Co., 1674 Broadway, New York City.
 Maestro Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
 Magna Music Publications, 1674 Broadway, New York City.
 Magnolia Music Corp., 1619 Broadway, New York City.
 M & F Music Publishers, 40 East Oak St., Chicago, Ill.
 Majestic Music Co., 48 West 48th St., New York City.
 Major Music, Inc., 2085 Valentine Avenue, New York City.
 Mammoth Music Corp., 1658 Broadway, New York City.
 Manhattan Publications, 799 Seventh Avenue, New York City.
 Mann Music Publishing Co., 1585 Broadway, New York City.
 Mansfield (Frank) Music Pub. Co., 1585 Broadway, New York City.
 Marchant (J. C.) Co., 416 West 33rd Street, New York City.
 Marks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.
 Marlo Music Corp., 1270 Sixth Ave., New York City.
 Marsales (Frank), 1204 West 22nd Street, Los Angeles, Calif.
 Martin's Studio of Gospel Music, 69 East 43rd Street, Chicago, Ill.
 Master Music Publishers, 1674 Broadway, New York City.
 Mathews (James), 700 East Broadway, Hopewell, Virginia.
 Mathieson (Hugh), 454 Court Street, Brooklyn, N. Y.
 Maurice, Inc., Peter, 1270 Sixth Avenue, New York City.
 Mayfair Music Co., 1619 Broadway, New York City.
 Mayo Music Corp., 1619 Broadway, New York City.
 Maytone Music Publishers, 1585 Broadway, New York City.
 McFarlane, Thomas M., 40 Court Street, Boston, Mass.
 McLaughlin & Reilly Co., 100 Boylston Street, Boston, Mass.
 McLean Music Co. (Gene), Dayton, Ohio.
 Med-Rik Music Pub. Co., 156 West 44th Street, New York City.

MUSIC PUBLISHERS

Mellow Music Pub. Co., 1695 Broadway, New York City.
 Melo-Art Music Publishers, 1674 Broadway, New York City.
 Melody Lane, Inc., 1509 N. Vine Street, Hollywood, Calif.
 Melody Moderne, Inc., 1345 Francisco Street, Berkeley, Calif.
 Melody Publishing Co., 36 East 23rd Street, New York City.
 Melrose Music Corp., 1619 Broadway, New York City.
 Mendelsohn, Jack, 1333 Fifth-first Street, Brooklyn, N. Y.
 Menges Music Pub. Co., 10115 Flora Avenue, Cleveland, Ohio.
 Mercury Music Co., 231 West 40th Street, New York City.
 Merit Music Publishing Co., 701 Seventh Ave., New York City.
 Merrell-Schwarz, 36 East 5th Street, Cincinnati, O.
 Merrywood Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
 Metro Music Co., 64 Second Avenue, New York City.
 Metropolitan Music Co., 222 Fourth Ave., New York City.
 Metropolitan Music Publishers, The Strathmore, West Alexandrine, Detroit, Mich.
 Metropolitan Music Co., 207 East 23rd Street, Houston, Texas.
 Metropolitan Music Publishers, The Strathmore, W. Alexandrine, Detroit, Mich.
 Mike-Tunes, 4041 Ellis Avenue, Chicago, Ill.
 Milburn Music Publishers, 74 West 50th Street, New York City.
 Miller, Bob, Inc., 1619 Broadway, New York City.
 Miller-Grau, 402 South Oakland Ave., Pasadena, Calif.
 Miller Music, Inc., 1629 Broadway, New York City.
 Mills Music, Inc., 1619 Broadway, New York City.
 Miracle Music Co., 1011 Chestnut Street, Philadelphia, Pa.
 Missud, Jean M., 580 Fifth Avenue, New York City.
 Modern Melodies Publishing Co., 1587 Broadway, New York City.
 Modern Standard Music Co., 54 West Randolph Street, Chicago, Ill.
 Monarch Music Co., 1270 Sixth Avenue, New York City.
 Monarch Music Pub. Co., P. O. Box 414, North Hollywood, Calif.
 Monroe Publications, 937 H Street, N. W., Washington, D. C.
 Moon Ray Publishers, 2368 First Avenue, New York City.
 Moore (William H.) Jr., 75 Hamilton Terrace, New York City.
 Morris (Edwin H.) & Co., Inc., 1619 Broadway, New York City.
 Morris Music Pub. Co., 1023 Arch Street, Philadelphia, Pa.
 Motley-Bryson-Johnson, 6569 Stanford Street, Detroit, Mich.
 Motor City Music Publishers, 6915 Mack Avenue, Detroit, Mich.
 Mountain Music Co., 1776 Broadway, New York City.
 Movietone Music Corp., 1250 Sixth Avenue, New York City.
 Mumil Publishing Co., 1140 Broadway, New York City.
 Murray (Grace M.), 4118 Fernhill Avenue, Baltimore, Md.
 Murray Music Co., 1585 Broadway, New York City.
 Musette Publishers, 113 W. 57th Street, New York City.
 Musicana, Inc., 25 W. 54th Street, New York City.
 Music City Copyrights, 729 S. Western Avenue, Hollywood, Calif.

Music Mart, 532 Sixteenth Street, Oakland, Calif.
 Music Press, Inc., 113 West 57th Street, New York City.
 Musicana, Inc., 25 West 54th Street, New York City.
 Musicnote Music Co., 225 West 46th Street, New York City.
 Musico, 1811 North Whitley Avenue, Hollywood, Calif.
 Music Products Corporation, 28 East Jackson Street, Chicago, Ill.
 Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.
 Music Service Co., 170-A Tremont Street, Boston, Mass.
 Mutual Music Society, Inc., 1270 Sixth Ave., New York City.

— N —

N. K. Music Company, Box 1803, Hollywood, Calif.
 Nankivell (Louise), 900 North Karlov Avenue, Chicago, Ill.
 National Association Blind Composers, Inc., Winnebago, Ill.
 National Grange Monthly, Springfield, Mass.
 National Music Co., Fort Worth, Tex.
 National Music Co., 306 South Wabash Avenue, Chicago, Ill.
 The Nationwide Songs, 366 Madison Ave., New York City.
 Natrass-Schenck, Inc., 145 West 45th Street, New York City.
 Nazarene Publishing House, 2923 Troost Avenue, Kansas City, Mo.
 Nelrod-Music Publishers, 1376 Pearl Street, Denver, Colo.
 Newart Song Publications, 1207 Carbon Street, Syracuse, N. Y.
 New Era Music Corp., 17 East 49th Street, New York City.
 New World Music Corp., 1250 Sixth Avenue, New York City.
 New York Music Publishing Co., 366 Madison Avenue, New York City.
 Nicomede Music Co., Altoona, Pa.
 Niehoff (Mrs. Dolores), R. R. No. 8, Greensburg, Ind.
 Nicksch (Donald E.), Lincoln Highway, Hobart, Ind.
 Noble Music Co., Inc., 1619 Broadway, New York City.
 Noel (M.), 1547 Broadway, New York City.
 Nola Music Publications, 1619 Broadway, New York City.

— O —

Oahu Publishing Co., 2108 Payne Avenue, Cleveland, Ohio.
 O'Flynn (Charles) Publications, 113 West 57th Street, New York City.
 Olman Music Corp., 1619 Broadway, New York City.
 Orange Music Publishers, 1619 Broadway, New York City.
 Offen & Kemp, 847 Whitelock Street, Baltimore, Md.
 Owens (Harry), 3502 Larga Avenue, Los Angeles, Calif.
 Owens-Kemp, 6425 Hollywood Blvd., Hollywood, Calif.

— P —

O. Pagani & Bro., 289 Bleeker Street, New York City.
 Pallma (Frank) Music Publisher, 509 South Wabash Avenue, Chicago, Ill.
 Palmer Music Co., 2000 North Highland Avenue, Hollywood, Calif.
 Palomar Music Co., 1674 Broadway, New York City.

MUSIC PUBLISHERS

Pampa Music Publishing Assn., Inc., 1619 Broadway, New York City.
 Pan-American Music Co., Inc., 1270 Sixth Avenue, New York City.
 Panella, Frank A., 273 Clearview Avenue, Pittsburgh, Pa.
 Paragon Music Pub. Co., 1674 Broadway, New York City.
 Paramount Music Corp., 1501 Broadway, New York City.
 Parks Company, J. A., City National Bldg., York, Nebr.
 Paull-Pioneer Music Corp., 1657 Broadway, New York City.
 Peer International Corp., 1619 Broadway, New York City.
 Peer, Ralph S., 1619 Broadway, New York City.
 Penn (Richard T.), Danville, Va.
 Pennino (Frank), 1595 Broadway, New York City.
 Petrie (Eddie), 54 West Randolph Street, Chicago, Ill.
 Perry's Sons, A. W., Sedalia, Mo.
 Photo Play Music Co., 1674 Broadway, New York City.
 Picadilly Music Co., 1472 Broadway, New York City.
 Piedmont Music Co., Inc., 1650 Broadway, New York City.
 Pilgrim Music Co., 383 Madison Avenue, New York City.
 Pilgrim Press, 14 Beacon Street, Boston, Mass.
 Pinkard Publications, 1650 Broadway, New York City.
 Plymouth Music Co., 1619 Broadway, New York City.
 Pond & Co., William, 15 Euclid Avenue, Ridgefield, N. J.
 Pond (Frank) Music Co., Mountain View, N. Y.
 Porgie, Debin & Friedman, Inc., 1619 Broadway, New York City.
 Portland Music Co., 353 Stevens Avenue, Portland, Maine.
 Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa.
 Pro-Art Publications, 36 West 24th Street, New York City.
 Pro Musica Publishing Co., 6351 Selma Avenue, Hollywood, Calif.
 Prosser Music Publishing Co., 1587 Broadway, New York City.
 Process Music Publications, 30 West Washington St., Chicago, Ill.

— R —

Radio City Guitar Studio, 4403 Queens Blvd., Sunnyside, L. I., N. Y.
 Radio Music Publishers, 117 W. Harrison Street, Chicago, Ill.
 Radiotunes, Inc., 1 West 47th Street, New York City.
 Rainbow Melodies, 1658 Broadway, New York City.
 Rainbow Music Publishers, 17 West 60th Street, New York City.
 Ramsey, Will M., Little Rock, Ark.
 Ray Music Publishers Co., 1467 First Avenue, New York City.
 Record Music Publishing Co., 1674 Broadway, New York City.
 Redskin Publishing Co., 113 West 57th Street, New York City.
 Reed-Singer Corp., 1674 Broadway, New York City.
 Rees Music Publishers (H. E.), 1658 Broadway, New York City.
 Regent Music Co., 1619 Broadway, New York City.
 Reis & Taylor Co., 1619 Broadway, New York City.
 Remarque Music Publishing Co., 580 Fifth Avenue, New York City.

Remick Music Corp., 1250 Sixth Avenue, New York City.
 Republic Music Corp., 730 Fifth Ave., New York City.
 Rex Music Publishers, 315 Seneca Street, Seattle, Wash.
 Reynolds-Bickel, P. O. Box 563, South Bend, Ind.
 Rhodes (David W.), Box 697 Wausau, Wisconsin.
 Rialto Music Publishing Corp., 1674 Broadway, New York City.
 Rich Publications, 40 North Garfield Avenue, Alhambra, Calif.
 Ricordi, G., & Co., 12 West 45th Street, New York City.
 Ringle, Dave, 1607 Broadway, New York City.
 Rinker (Charles) Music Pub. Co., 1619 Broadway, New York City.
 Robbins Music Corp., 799 Seventh Avenue, New York City.
 Robison (Carson J.), 175 West 72nd Street, New York City.
 Rocky (Albert) Co., 166 West 48th Street, New York City.
 Rodeheaver Co., The, Winona Lake, Ind.
 Roe-Krippene Music Publishers, Inc., 1650 Broadway, New York City.
 Rork (Ernest A.) & Son, Memphis, Tenn.
 Rosche (George F.) & Company, 337 West Madison Street, Chicago, Ill.
 Rose Music Pub. Co., 2606 Burbank Bldg., Burbank, Calif.
 Rosetti, Joseph, 14 Viets St., New London, Conn.
 Roslyn Music Co., 190 N. State Street, Chicago, Ill.
 Rossi, Edward & Louis, 127 Mulberry Street, New York City.
 Rossiter, Will, 173 West Madison Street, Chicago.
 Rousseau Publishing Co., 250 West 24th Street, New York City.
 Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.
 Roy Music Co., 1619 Broadway, New York City.
 Royal Hawaiian Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
 Royal Music Pub. Co., 370 West 52nd Street, New York City.
 Royal Music Publisher, Royal Hawaiian Hotel, Honolulu, T. H.
 Rubank, Inc., Campbell Avenue and Lexington Street, Chicago, Ill.
 Ruby Music Co., 1587 Broadway, New York City.
 Ruebush-Keiffer Co., Dayton, Va.
 Russell, Willard, 2321 Merced Street, Fresno, Calif.
 Russian Music Co., Inc., 155 Second Avenue, New York City.
 Rusthoi, Reverend Howard & Esther, P. O. Box 26, Long Beach, Calif.
 Rytvoc, Inc., 1585 Broadway, New York City.

— S —

S. T. A. Music Publishing Co., P. O. Box 443, Friend, Nebraska.
 Saint Gregory Guild, 1705 Rittenhouse Sq., Philadelphia, Pa.
 St. John (Stephen) Pub. Co., 638 Hamilton Street, Schenectady, N. Y.
 Sajewski, W. H., 1017 North Milwaukee, Chicago, Ill.
 Salamanca Music Publishers, Salamanca, N. Y.
 Santly-Joy, Inc., 1619 Broadway, New York City.
 Saunders Publications, 6425 Hollywood Blvd.,
 Scheurle Bros. Music Publishers, Box 444, Manor, Pa.
 Hollywood, Calif.
 Scholl Publishing Co., 3503 Crittendon Street, St. Louis, Mo.
 Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.
 Schirmer, G., Inc., 3 East 43rd Street, New York City.

• • • **MUSIC PUBLISHERS** • • •

Schmidt Co., The Arthur P., 120 Boylston Street, Boston, Mass.
 Schmitt Music Company, Paul A., 88 S. 10th Street, Minneapolis, Minn.
 Scholin, C. Albert, 2124 Hatton Lane, Brentwood, St. Louis, Mo.
 Schroeder (D. L.), 155-01 Sanford Avenue, Flushing, L. I., N. Y.
 Schroeder & Gunther, Inc., Inc., 6 East 45th Street, New York City.
 Schuberth, Edward, & Co., 11 East 22nd Street, New York City.
 Schuler (George S.), 843 North Wells Street, Chicago, Ill.
 Schumann Music Co., 1911 N. Serrano, Hollywood, Calif.
 Schuster & Miller, Inc., 1619 Broadway, New York City.
 Schwarz Music Co., Merrill, 3 East Fifth Street, Cincinnati, Ohio.
 Sesac, Inc., 113 West 42nd Street, New York City.
 Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.
 Shelby Music Pub. Co., 1205 Griswold Street, Detroit, Mich.
 Sheldon-Mitchell Publishing Corp., 200 West 34th Street, New York City.
 Shelhamer (Ben) Jr., 1704 Hanover Acres, Allentown, Pa.
 Shilkret (Nathaniel) Music Co., Inc., 48 West 48th Street, New York City.
 Shisler-Benkhardt Publications, 4233 Osage Avenue, Philadelphia, Pa.
 Showalter (J. A.) Co., The, Dalton, Ga.
 Shubert Music Publishing Corp., 1250 Sixth Avenue, New York City.
 Sildac Music Co., 145 West 45th Street, New York City.
 Silver (Frank), 145 West 45th Street, New York City.
 Simon, Frank, Box 368, Middletown, Ohio.
 Singer Music Pub. Co., Murray, 1674 Broadway, New York City.
 Sisk Music Co., The, Toccoa, Ga.
 Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.
 Skokie Music Co., 3322 Merchandise Mart, Chicago, Ill.
 Skylark Songs, 518 East 22nd Street, Brooklyn, N. Y.
 Slater, Arthur, 1100 Glendale Blvd., Los Angeles, Calif.
 Slater (Will W.), Henryetta, Oklahoma.
 Smith (Robert Elmer), 1725 46th Ave., S. W., Seattle, Wash.
 Smith, William J., Music Co., 254 West 31st Street, New York City.
 Soback, Rosina, Bank of America Bldg., Huntington Park, Calif.
 Sobie (Carl), 1509 Broadway, Detroit, Mich.
 Society of Jewish Composers, Publishers & Songwriters, 80 Broad Street, New York City.
 Song of the Month Associates, 1619 Broadway, New York City.
 Song Shop, The, 173 W. Madison Street, Chicago, Ill.
 Songtex Music Co., 1943 West 73rd Avenue, Oak Lane, Philadelphia, Pa.
 Sorkin Music Co., 251 Fourth Avenue, New York City.
 Southern Music Publishing Co., 1619 Broadway, New York City.
 Spencer, Norman & Son, 145 West 45th Street, New York City.
 Spier, Larry, Inc., 1270 Sixth Avenue, New York City.
 Sprague-Coleman, 62 West 45th Street, New York City.
 Stahl, William C., 617 N. Second Street, Milwaukee, Wisc.

Stamps-Baxter Music Co., Dallas, Texas.
 Stan-Host Melodies, 301 Wyona Street, Brooklyn, N. Y.
 Stark Music Printing Co., 3802 Laclede Avenue, St. Louis, Mo.
 State Street Music Co., 22-24 West Hubbard St., Chicago, Ill.
 Stasny Music Corp., 1619 Broadway, New York City.
 Steele (Ted) Publishing Co., 25 East 83rd Street, New York City.
 Stevens Music Co., 54 West Randolph Street, Chicago, Ill.
 Stewart (Larry), 6500 Yucca, Hollywood, Calif.
 Stirling Music Pub. Co., 117 West 48th Street, New York City.
 Stover Music Co., 6238 De Longpre, Hollywood, Calif.
 Stratton, A. D., Music Co., 4430 Canal Street, Houston, Texas.
 Stromire (Anne), Clay Center, Kansas.
 Sudlik & Siegel, 1650 Broadway, New York City.
 Summy, Clayton F., Co., 321 South Wabash Avenue, Chicago, Ill.
 Sun Music Co., c/o Jack Kapp, 50 West 57th Street, New York City.
 Sun Ray Music Publishers, 1650 Broadway, New York City.
 Sunshine Music Co., 6351 Selma Avenue, Hollywood, Calif.
 Superior Music, Inc., 42 Broadway, New York City.
 Sweet Music Publications, 119 West 57th Street, New York City.
 Symbolic Music Publishing Co., 240 East 175th Street, New York City.
 Syndicate Music Publishers, Inc., 6560 Hollywood Blvd., Hollywood, Calif.



Tele-Mus Publishing Co., Inc., 6425 Hollywood Blvd., Hollywood, Calif.
 Telewise Music Co., 54 W. Randolph Street, Chicago, Ill.
 Tempo Music, Inc., 1775 Broadway, New York City.
 Tennessee Music Printing Co., Cleveland, Tenn.
 Tenney, Harry, Inc., 1619 Broadway, New York City.
 Tesio, P., & Sons, 353 Eighth Avenue, New York City.
 This Is The Army, Inc., 799 Seventh Avenue, New York City.
 Thomas (Houston L.), Box 75, Northport, Alabama.
 Thompson (Gordon V.) Ltd., 183 Yonge Street, Toronto, Canada.
 Three Boys Music Co., The, 1008 East Passyunk Ave., Philadelphia, Pa.
 Tidd (G. M.), 645 East Pine Street, Altadena, Calif.
 Timberland Publishing Co., Forest City, Ia.
 Tin Pan Alley Publications, Inc., 1011 Chestnut Street, Philadelphia, Pa.
 Toben Music, Inc., 11 West 42nd Street, New York City.
 Tobias & Lewis Music Publishers, 1250 Sixth Avenue, New York City.
 Tomerlin, Lysle, 1509 N. Vine Street, Hollywood, Calif.
 Top Music Publishers, 343 W. 87th Street, New York City.
 Trans-America Music Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
 Transcontinental Music Co., 113 West 57th Street, New York City.
 Treasure Chest Publications, Inc., 303 Fourth Avenue, New York City.
 Triangle Music Corp., 1619 Broadway, New York City.

• • • **MUSIC PUBLISHERS** • • •

Tullar (Grant C.) (Tullar Studios), 134 Morris Avenue, Orange, N. J.
 Tullar-Meredith Co., 91 Seventh Avenue, New York City.
 Tune-Towne-Tunes, 4451 Ben Avenue, Studio City, Calif.
 Twentieth-Century Music Corp., 799 Seventh Avenue, New York City.

— U —

United States Music, Inc., 5414 Thirty-Second Avenue, Woodside, L. I., N. Y.
 United States Music, Inc., 5414 32nd Avenue, Woodside, N. Y.
 Universal Music Sales, 177 North State Street, Chicago, Ill.
 University Music Co., University City, Mo.
 Urban Publications, 201 West 89th Street, New York City.

— V —

Valiant Music Co., 46 West 72nd Street, New York City.
 Van Brunt Publishing Co., 904 North Hoover, Hollywood, Calif.
 Vance Music Company, 1619 Broadway, New York City.
 Vanguard Songs, 1509 N. Vine St., Hollywood, Calif.
 Van Reesema, Yolande, 7 Washington Square, New York City.
 Van Russ Music, 17 West 60th St., New York City.
 Variety Music Co., 1650 Broadway, New York City.
 Vaughn, James D., Lawrenceburg, Tenn.
 Vavrin & King, 5239 South Wood Street, Chicago, Ill.
 Vernon Music Publishers, Danbury, Conn.
 Victory Music Co., 1585 Broadway, New York City.
 Victoria Publishing Co., 1250 Sixth Avenue, New York City.
 Villa Moret, Inc., 1008 Central Tower, San Francisco, Calif.
 Vitak-Elsnic Co., 4815 South Ashland Avenue, Chicago, Ill.
 Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.
 Volkwein Bros., Inc., 632 Liberty Avenue, Pittsburgh, Pa.
 Von Tilzer, Harry, Music Publishing Co., 1587 Broadway, New York City.

— W —

Wabash Music Co., 9258 Trumbull Avenue, Evergreen Park, Ill.
 Wald Music, Inc., 70 West 40th St., New York City.
 Waldorf Music Company, 1270 Sixth Avenue, New York City.
 Warner Studio, 210 Manilla Street, Jefferson City, Mo.

Warock Music Co., 1650 Broadway, New York City.
 Warren Publications, 349 East 49th Street, New York City.
 Washington Music Bazaar, Box 13, Ben Franklin Station, Washington, D. C.
 Waverly (Jack), 1587 Broadway, New York City.
 Weaner, Levant Publications, 117 West 48th Street, New York City.
 Weigle (Charles F.), Sebring, Fla.
 Wesjay Music Corp., 1270 Sixth Avenue, New York City.
 Wells, Maurice O., 54 West Randolph Street, Chicago, Ill.
 Western Music Publishing Co., 6351 Selma Avenue, Hollywood, Calif.
 Westmore Music Corp., 919 S. W. Taylor, Portland, Ore.
 Whitfield (Fred A.), 4000 21st Avenue West, Seattle, Wash.
 White-Smith Music Publishing Co., 1619 Broadway, New York City.
 Wick Music Publishing Co., 84 Spruce Place, Minneapolis, Minn.
 Wick Music Pub. Co., 84 Spruce Place, Minneapolis, Minn.
 Williams, Clarence, Music Publishing Co., Inc., 145 West 45th Street, New York City.
 Williams & Williams, Yemassee, S. Carolina.
 Willis Music Co., 3 East 43rd Street, New York City.
 Willson (Meredith), 799 Seventh Avenue, New York City.
 Wilson Music Publishing Co., 444 Madison Avenue, New York City.
 Winn Studios of Popular Music, Inc., 44 West 34th Street, New York City.
 Winsett, R. E., Dayton, Tenn.
 Witmark, M., & Sons, 1250 Sixth Avenue, New York City.
 Witt (Claude H.), R. F. D. No. 4, Everett, Washington.
 Wizzell (Murray) Music Co., 1619 Broadway, New York City.
 Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.
 Woodland Music Co., 4348 Bruner Avenue, New York City.
 Words and Music, Inc., 1697 Broadway, New York City.
 World Music, Inc., 607 Fifth Avenue, New York City.
 World Melodies, Inc., 1509 North Vine Street, Hollywood, Calif.
 Wright Publishing Co., 255 South Bunker Hill Ave., Los Angeles, Calif.
 Wrightman (Neale) Publishers, 30 West Washington St., Chicago, Ill.

— Y —

Yankee Music Pub. Co., 1619 Broadway, New York City.
 York Music Co., 67 West 44th Street, New York City.

— Z —

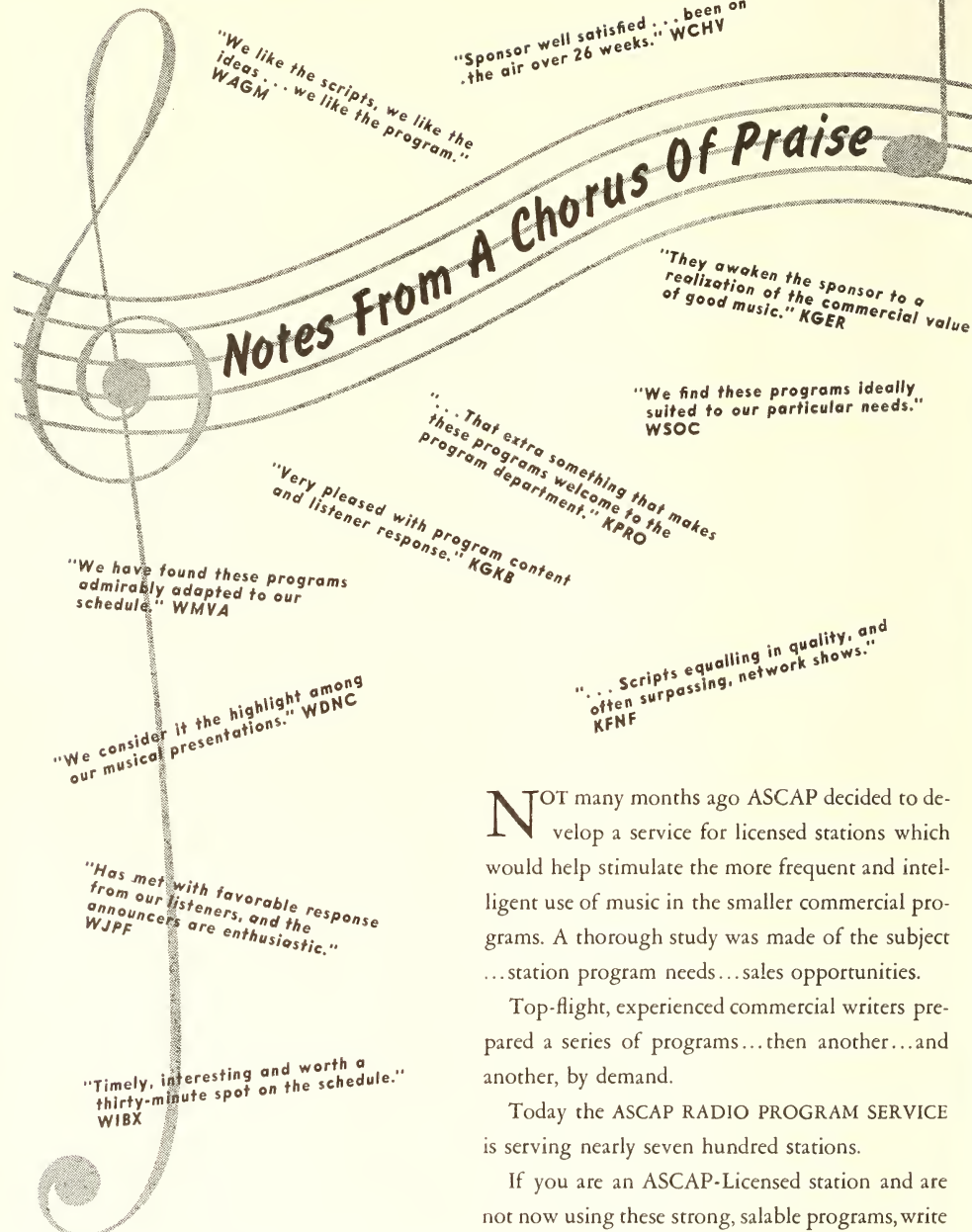
Zaleski, B. J., 1505 W. Thomas, Chicago, Ill.
 Zoeller Music Co., 124 S. Wetherly Drive, Beverly Hills, Calif.

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THE

MIKE



WORK OF

ARTISTS

WRITERS

ANNOUNCERS

VOCAL ARTISTS

INSTRUMENTALISTS

ORCHESTRA LEADERS

NEWS COMMENTATORS

MOVIE COMMENTATORS

PRODUCTION PERSONNEL

SPORTS COMMENTATORS

FOR ——— 1942



OWI RADIO WRITERS' DIGEST





*Microphonically
Yours,*

RUDY VALLEE



Betty Garde

RADIO ARTISTS AND THEIR WORK DURING 1942



— A —

ABBOTT, BUD

NBC. Chase and Sanborn Program, Abbott and Costello.

ACE, GOODMAN

Blue-CBS. Easy Aces.

ACE, JANE

Blue-CBS. Easy Aces.

ADAMS, FRANKLIN

First-Nighter MBS-CBS, Farm and Home Hour NBC.

ADAMS, FRANKLIN P.

NBC. Information Please.

ADAMS, INGE

NBC. Light of the World, We The Abbotts.

ADAMSON, NORAH

WHYN, Holyoke, Mass. Breadbox Revue.

ALBRIGHT, CARMEN

KLX, Oakland, Calif. Books and Authors.

ALEXANDER, A. L.

MBS, A. L. Alexander's Mediation Board.

ALEXANDER, BEN

Point Sublime NBC, Little Of Hollywood Blue, Whodunit NBC.

ALEY, ALBERT

NBC. Stella Dallas.

ALIKI, KYVELI

NBC. Portia Faces Life.

ALLEN, CHARME

David Harum CBS-NBC, Besse Johnson NBC, When a Girl Marries NBC, Maudie's Diary CBS.

ALLEN, FRED

CBS. Texaco Star Theatre.

ALLEN, GRACIE

CBS-NBC. Burns and Allen.

ALLEN, HERB

Blue. Dear John.

ALLENBY, PEGGY

David Harum CBS-NBC, Easy Aces Blue-CBS, Story of Mary Marlin CBS-NBC, Against the Storm NBC, Camel Caravan, CBS.

ALLISON, JONE

The Parker Family Blue, Orphans of Divorce Blue, Aldrich Family NBC, Aunt Jenny's Real Life Stories CBS, Stella Dallas NBC, Front Page Farrell MBS-NBC.

AMECHE, DON

NBC. Chase and Sanborn Program.

AMECHE, JIM

Blue. Manhattan Story.

AMES, ADRIENNE

WHN, New York, N. Y. Kitchen Kapers, Adrienne Ames Interviews Names.

ANDERSON, (ROCHESTER), EDDIE

NBC. Grape Nuts Show.

ANDERSON, MARJORIE

MBS. The Shadow.

ANTHONY, JOHN J.

Blue. Good Will Hour.

APPEL, ANNA

NBC. Abie's Irish Rose.

ARNOLD, BETTY

CBS-NBC. Ma Perkins.

ARNOLD, LEE

CBS. Lux Radio Theatre. Junior Miss, Silver Theatre.

ARRIS, DON

WOR, New York, N. Y. South American Serenade.

ARTHUR, LOUISE

CBS. Kate Smith Hour, Screen Guild Theatre.

ASCOT, RITA

Ma Perkins CBS-NBC, Authors' Playhouse NBC, Guiding Light NBC, Road of Life CBS-NBC, National Barn Dance NBC.

AUDLEY, ELEANOR

Easy Aces Blue-CBS, Joe and Mabel NBC, Aldrich Family NBC, Parker Family Blue, Hop Harrigan Blue.

AUER, MISCHA

CBS. Mischa the Magnificent.

AUSTIN, LOIS

Death Valley Days CBS, Stella Dallas NBC.

AUTRY, GENE

CBS. Melody Ranch. Sergeant Gene Autry.

AYERS, JACKIE

Young Dr. Malone CBS-NBC. Mr. Keen Blue-CBS, Columbia Workshop CBS, David Harum CBS-NBC, Amanda of Honey-moon Hill CBS-Blue.

— B —

BACCHUS, JAMES

NBC. Stella Dallas.

BACKUS, JIM

Jim Backus Show CBS. This Nation at War Blue.

BAILEY, BOB

That Brewster Boy CBS. Knickerbocker Theatre NBC.

BAIN, DONALD

John Presents NBC, Grand Central Station NBC, Kate Hopkins CBS.

BAKER, ART

NBC. People Are Funny.

BAKER, JACK

Blue. Breakfast Club.

BAKER, PHIL

CBS. Take It Or Leave It.

BALDI, DIANA

WOV, New York, N. Y. Between You and Me, Diana Baldi Advises.

BARCLAY, LOUISE

NBC. The O'Neills.

BARNEY, MARION

NBC. Pepper Young's Family.

BARNES, PAT

Blue. Those Good Old Days.

• • • **RADIO ARTISTS** • • •

BARNETTE, GRIFF

The Remarkable Miss Tuttle
NBC, Lux Radio Theatre CBS,
Date With Judy NBC, Blondie
CBS.

BARE, FRED

WWRL, Woodside, N. Y. 1600
Club.

BARRON, FRED

Ma Perkins CBS-NBC, Step-
mother CBS, Authors' Play-
house NBC, Right To Hap-
piness NBC.

BARRYMORE, LIONEL

Mayor of the Town CBS,
Sealtest Rudy Vallee Program
NBC.

BARTON, WILLIAM H.

CBS. Exploring Space.

BATES, JEANNE

Whodunit NBC, Hedda Hop-
per's Hollywood CBS. Date
With Judy, NBC.

BAUER, CHARITA

Blue. Little Blue Playhouse.

BEAN, GLORIA

Stella Dallas NBC, We The
People CBC.

BEASLEY, IRENE

Ivory Flakes Program CBS-
NBC, What's Cookin' CBS-
NBC, Savarin Coffee ETs,
Connecticut Bus Co. ETs,
Tote Your Own ETs.

BECK, JACKSON

Man Behind the Gun CBS, Joe
and Ethel Turp CBS, The Cisco
Kid, MBS, Tod Grant ETs.

BECKER, BOB

NBC. Bob Becker's Chats
About Dogs.

BEILBY, VANGIE

Lux Radio Theatre CBS, Silver
Theatre CBS, Aldrich Family
NBC.

BENDER, DAWN

NBC. One Man's Family.

BENNY, JACK

NBC. Grape Nuts Show.

BERLE, MILTON

Three Ring Time Blue, Camp-
bell Soup Program CBS.

BERG, GERTRUDE

CBS. The Goldbergs.

BERG, VELMA

CBS. Lux Radio Theatre, Big
Town, Dr. Christian, Second
Mrs. Burton.

BERGEN, EDGAR

NBC. Chase and Sanborn Pro-
gram.

BERNER, SARAH

Fibber McGee and Molly NBC,
Date With Judy NBC, Blondie
CBS.

BERWICK, VIOLA

CBS-NBC. Road of Life.

BERWIN, BERNICE

NBC. One Man's Family

BINGE, RALPH

CKLW, Windsor, Ont. Early
Morning Frolic.

My Deepest Gratitude . . .



to—

All of you in Radio who have been
kind to me . . .

and—

Thanks to Radio Daily for the many
nice things said of me . . .

Lurene Tuttle

• • • **RADIO ARTISTS** • • •

BINYON, CONRAD

One Man's Family NBC, Major Hoople Blue, Dr. Christian CBS.

BIVANS, JACK

CBS-NBC. Road of Life, Ma Perkins.

BLAKE, JUDY

NBC. Story of Mary Marlin.

BLANC, MEL

Burns and Allen CBS, The Great Gildersleeve NBC, Major Hoople Blue, Point Sublime NBC, Abbott and Costello NBC, Tommy Riggs and Betty Lou NBC, Maxwell House Coffee Time NBC.

BLOCK, MARTIN

WNEW, New York, N. Y. Make Believe Ballroom.

BLOCK, RAY

CBS. Al Jolson Show.

BLONDELL, GLORIA

Lux Radio Theatre CBS, I Love a Mystery Blue.

BOLES, JIM

March of Time NBC, Kate Smith CBS, The O'Neills CBS, Gene Autry's Melody Ranch CBS, Manhattan at Midnight Blue, Ellery Queen NBC, Stories America Loves CBS.

BOOTH, SHIRLEY

Blue-CBS. Duffy's Tavern.

BOULTON, MILO

CBS. We The People.

BOURNEUS, PHILIP

NBC. Light of the World.

BOWER, ROGER

NBC-WOR. Can You Top This.

BOWES, MAJOR EDWARD

CBS. Major Bowes' Amateurs.

BRADLEY, CURLEY

Blue. Club Matinee.

BRADLEY, HALL

CBS. Hedda Hopper's Hollywood, Screen Guild Theatre.

BRADY, BEN

WMCA, New York, N. Y. Brooding with Brady.

BRAYTON, MARGARET

Mayor of the Town CBS, Tommy Riggs and Betty Lou CBS-NBC, Point Sublime NBC, Dr. Christian CBS.

BREMMER, MURIEL MONSELL

Road of Life CBS-NBC, Right to Happiness NBC.

BRENEMAN, TOM

Blue. Breakfast at Sardi's

BRICE, FANNY

NBC. Maxwell House Coffee Time.

BRICKERT, CARLETON

NBC. Story of Mary Marlin.

BRINKLEY, JACK

CBS-NBC. Ma Perkins.

BROWN, BEVERLEY

CBS. Dr. Christian, Big Town, Junior Miss, Blondie.

BROWN, EILEEN

KLX, Oakland, Calif.

BROWN, JOHN

NBC. Lorenzo Jones.

BROWN, JOSEPHINE

NBC. Young Dr. Malone.

BROWN, NINETTE

WHBF, Rock Island, Ill. Cousin Peggy's Sunshine Club.

**BOB
BURNS**

"The Arkansas Traveler"

"Hitler is learning about animal life. He knows now that the Russian Bear is one bear that doesn't hibernate in the winter."

—Bob Burns.

Coast-to-Coast Every Thursday
NBC Night



• • • **RADIO ARTISTS** • • •

BROWNING, DOUGLAS
NBC. Bachelor's Children.

BROWNING, ETHEL
NBC. Story of Mary Marlin.

BRUCE, JR., ROBERT C.
CBS. Screen Guild Theatre,
Melody Ranch.

BRYAN, ARTHUR Q.
Blue. Major Hoople.

BRYSON, LYMAN
CBS. The People's Platform.

BUCKLEY, FLOYD
CBS. Aunt Jenny's Real Life
Stories.

BUFFUM, JESSE
WEEL, Boston, Mass. The
Farmer's Almanac of the Air.

BUNCE, ALAN
Young Dr. Malone CBS-NBC,
Gangbusters Blue.

BURDICK, CORNELIA
NBC. Dr. Kate.

BURDICK, HAL
NBC. Dr. Kate, Night Editor.

BURNS, BOB
NBC. The Arkansas Traveller.

BURNS, GEORGE
NBC-CBS. Burns and Allen.

BURTON, SARAH
NBC. Against the Storm.

BUSHMAN, FRANCIS X.
CBS. Those We Love.

BUTTERFIELD, HERB
Blue-MBS. Jack Armstrong.

BUTTERWORTH, WALLY
CBS. Vox Pop.

— C —

CAEN, HERB
KPO. San Francisco, Calif
Regal Ramblings.

CAESAR, IRVING
MBS. Sing a Song of Safety
Club.

CARD, KATHRYN
Blue. Danny Thomas Show.

CALVERT, MARGE
Easy Aces Blue-CBS, Romance
of Helen Trent CBS.

CAMPBELL, NAOMI
NBC. Story of Mary Marlin.

CANTOR, EDDIE
NBC. Time to Smile.

CANTOR, CHARLIE
Blue-CBS. Duffy's Tavern.

CARLIN, FRANCES
NBC. Story of Mary Marlin.

CARLON, FRANCES
NBC. Young Widder Brown.

CARLON, LINDA
The Parker Family Blue, The
O'Neills CBS-NBC, Death Val-
ley Days CBS.

CARROLL, MADELEINE
CBS. Madeleine Carroll Reads.

CARMARGO, RALPH
Jack Armstrong Blue-MBS, Ma
Perkins CBS-NBC, Authors'
Playhouse NBC.



Red Skelton

Metro-Goldwyn-Mayer

and

"Raleigh" Program—NBC

• • • RADIO ARTISTS • • •

CASHMAN, BETTY
Mr. District Attorney NBC,
Aunt Jenny's Real Life Stories
CBS, We the Abbotts NBC.

CHALMERS, THOMAS
NBC. Pepper Young's Family.

CHANEY, FRANCES
NBC. Mr. District Attorney,
Grand Central Station.

CHANG, DR. H. H.
NBC. ABCD Roundtable.

CHAPPELL, ERNEST
CBS. Are You a Genius.

CHARMLEY, GLORIA
Big Town CBS, Screen Guild
Theatre, CBS, Remarkable
Miss Crandall NBC.

CHERNE, LEO
- MBS. Impact.

CHIMES, MICHAEL
March Of Time NBC, Columbia
Workshop CBS, The Goldbergs
CBS, Truth Or Consequences
NBC, Thesaurus ETs, Ivory
Soap ETs, Radio Readers'
Digest CBS.

CLARK, FRED
Blue. Wake Up America.

CLARK, LON
We The People CBS, Scramble
Blue, Bulldog Drummond MBS,
The Shadow MBS, Valiant
Lady CBS, Story Of Mary
Marlin NBC.

CLARK, VIRGINIA
CBS. Romance of Helen Trent.

CLARKE, EVERETT
CBS. The First Line, Thus
We Live.

CLEARY, LEO
Lux Radio Theatre CBS, The
Great Gildersleeve NBC, Hedda
Hopper's Hollywood CBS.

COATES, SHIRLEY
CBS. Lux Radio Theatre, Sec-
ond Mrs. Burton.

COLBY, ETHEL
WMCA, New York, N. Y. Mr.
and Mrs. Goes to the Theatre.

COLBY, JULIUS
WMCA, New York, N. Y. Mr.
and Mrs. Goes to the Theatre.

COLLIER, LOIS
Dear John CBS-Blue, Lux
Radio Theatre CBS, Blondie
CBS, Big Town CBS.

COLLINS, TED
CBS. Kate Smith Hour.

COLLINS, TOM
Dear John Blue-CBS, Date
With Judy NBC, Dr. Christian
CBS, Big Town CBS.

COLONNA, JERRY
NBC. Bob Hope Show.

COLTON, KINGSLEY
NBC. Story of Mary Marlin.

COMPTON, WALTER
MBS. Double or Nothing.

CONGSON, LESLIE
Second Mrs. Burton CBS, Point
Sublime NBC, Those We Love
CBS, Silver Theatre CBS.

CONKLIN, PEGGY
CBS. Tillie the Toiler.

CONTEE, JOHN
NBC. Maxwell House Coffee
Time.

COOGAN, DICK
NBC. Abie's Irish Rose.

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• • • **RADIO ARTISTS** • • •

COOK, TOMMY

Red Ryder Blue, Cavalcade of America NBC, Silver Theatre CBS, Big Town CBS.

COONS, JOHNNY

Thus We Live CBS, Ma Perkins CBS-NBC.

COOPER, RALPH

WMCA, New York, N. Y. Jumpin, Jive.

CORRELL, CHARLES J.

CBS. Amos 'n' Andy.

CORUM, BILL

MBS. Boxing Broadcasts.

COSTELLO, LOU

NBC. Chase and Sanborn Program, Abbott & Costello.

COULEHAN, PEG

WTBO, Cumberland, Md. Eleventh Hour, Community Hostess.

COURTNEY, ALAN

WQV, New York, N. Y. 1280 Club.

COTT, TED

CBS. Pause That Refreshes on the Air.

CRAGEN, CATHRYN

Cavalcade of America NBC, Hedda Hopper's Hollywood CBS.

CRAIG, NANCY B.

WJZ, New York, N. Y. Woman of Tomorrow.

CRENNA, DICK

Blue-CBS. Dear John.

CREORE, JEANNE PHYLLIS

NBC. Canteen Girl.

CROFT, MARY JANE

CBS. Blondie, Screen Guild Theatre, Dr. Christian, Mischa the Magnificent.

CROSBY, BING

NBC. Kraft Music Hall.

CROSS, MILTON

Blue. Basin Street Chamber Music Society, Metropolitan Opera, Metropolitan Opera Auditions.

CRUMIT, FRANK

CBS. Crumit and Sanderson.

CURRIE, DONELDA

Blue. Danny Thomas Show.

— D —

DAIGNEAU, KENNETH

Blue. Sea Hound.

DAMON, LES

NBC. Right to Happiness.

DANDRIDGE, RUBY

CBS. Lux Radio Theatre, Junior Miss, Screen Guild Theatre.

DANE, FRANK

Blue-MBS. Jack Armstrong.

DANIELS, BEBE

MBS. The Stars and Stripes in Britain.

DARROW, GERARD

Blue. Quiz Kids.

DAVIES, MARJORIE

Mayor of the Town CBS, Second Mrs. Burton CBS, Maudie's Diary CBS, Front Page Farrell NBC.

Irene Beasley

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RADIO ARTISTS

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DAVIS, DIX

Maxwell House Coffee Time
NBC, One Man's Family NBC,
Blondie CBS, Date With Judy
NBC, I Love a Mystery Blue.

DAVIS, JOAN

NBC, Sealtest Rudy Vallee
Program.

DAVIS, WATSON

CBS, Adventures in Science.

DAWSON, RONALD

Romance of Helen Trent CBS,
Thus We Live CBS, First Line
CBS, Authors' Playhouse NBC,
Bachelor's Children NBC, Cap-
tain Midnight Blue-MBS.

DAY, DENNIS

NBC, Grape Nuts Show.

DeCORSIA, TED

Ellery Queen NBC, 26 by Cor-
win CBS, Gangbusters Blue,
Cavalcade of America NBC,
The O'Neills CBS-NBC.

DEERING, OLIVE

Against the Storm NBC, Co-
lumbia Workshop CBS.

DEIGHTON, MARGA ANN

CBS, Lux Radio Theatre, Sil-
ver Theatre, Dr. Christian.

DeKOVEN, ROGER

Against the Storm NBC,
Famous Jury Trials Blue.

DELANO, GWEN

Junior Miss CBS, Sealtest Rudy
Vallee Program NBC.

DELMAR, KEN

NBC, Cavalcade of America.

DeMILLE, CECIL B.

CBS, Lux Radio Theatre.

DENNY, JR., GEORGE V.

Blue, America's Town Meet-
ing of the Air, Victory Hour.

DeSANTIS, JOE

March of Time NBC, Mr.
District Attorney NBC, Colum-
bia Workshop CBS, Pepper
Young's Family CBS, Second
Husband CBS-Blue, Young Dr.
Malone CBS-NBC.

DEVITT, ALAN

Blue, Sea Hound.

DESSERT, JOANNE

Red Skelton Show NBC, Junior
Miss CBS.

DEWIT, JACQUELINE

Big Town CBS, Lux Radio
Theatre CBS, Aldrich Family
NBC, Dr. Christian CBS, Junior
Miss CBS.

DILLON, JANE

WTIC, Hartford, Conn. The
Story Club.

DOLPHE, MARTIN

WEEI, Boston, Mass. Youth
on Parade.

DOMBAUGH, GRISELDA DAVIS

WMRN, Marion, Ohio, Marion
Entertains.

DONALD, PETER

Can You Top This NBC-WOR,
Radio Readers' Digest CBS-
Story of Mary Marlin CBS-
NBC.

DONALDSON, TED

The O'Neills CBS-NBC, Against
the Storm NBC, Life Can Be
Beautiful CBS.

DOUGLAS, DON

American School of the Air
CBS, They Live Forever CBS,
Report to the Nation CBS,
March of Time NBC, Prescott

THE FITZGERALDS...WOR



Edward



Pegeen

RADIO ARTISTS

Presents Blue, The Commandos CBS, Don't You Believe It CBS, Five Star Final WMCA, Three Little Sacks WMCA, Our Secret Enemy CBS, Lincoln Highway NBC, Grand Central Station NBC.

DOPHEIDE, HAZEL
NBC-CBS. Ma Perkins.

DOWNES, OLIN
Blue. Metropolitan Opera.

DOYLE, LEN
NBC. Mr. District Attorney.

DOUGLAS, MARGARET
CBS. Mayor of the Town.

DOUGLAS, SHARON
CBS. Second Mrs. Burton, Silver Theatre, Screen Guild Theatre.

DRAKE, PAULINE
Big Town CBS, The Great Gildersleeve NBC, Sealtest-Rudy Vallee Program NBC.

DRUM, DEWEY
WSOC, Charlotte, N. C. Early Risers Club.

DUNLAP, PATRICIA
NBC. Bachelor's Children.

DUSKIN, RUTH
Blue. Quiz Kids.

DuVAL, JOE
Cavalcade of America NBC, Silver Theatre CBS, Point Sublime NBC.

DYORAK, JACKIE
CBS. The First Line, Thus We Live.

DWYER, VIRGINIA
MBS-NBC. Front Page Farrell.

DYRENFORTH, ROBERT
CBS-NBC. Ma Perkins.

— E —

EAGLES, JIMMY
The Great Gildersleeve NBC, Lux Radio Theatre CBS, Chase and Sanborn Program NBC, Melody Ranch CBS.

EARL, DONNA
Young Dr. Malone CBS-NBC, Portia Faces Life NBC, When a Girl Marries NBC, Stories America Loves CBS.

EAST, ED
Breakfast in Bedlam WJZ, Kitchen Quiz Blue, Sing for Dough WJZ.

EAST, POLLY
Breakfast in Bedlam WJZ, Kitchen Quiz Blue.

EASTMAN, CARL
Life Can Be Beautiful CBS, Abie's Irish Rose NBC, Manhattan at Midnight Blue, Mr. District Attorney NBC, Young Widder Brown NBC, Famous Jury Trials Blue, Scramble Blue.

EDDY, NELSON
CBS. The New Old Gold Show.

EDEN, ANN
Lincoln Highway NBC, Aunt Jenny's Real Life Stories CBS, Manhattan at Midnight Blue, Maudie's Diary CBS, Portia Faces Life NBC, Bright Horizon CBS.

EDISON, JOE
WKBN, Youngstown, Ohio. Joe's Scrapbook.

EDWARDS, CASEY
WFVA, Fredericksburg, Va. Hollywood Parade.

EDWARDS, DEVY
WLAW, Lawrence, Mass. Service Salute.

ATHENA LORDE

"Hearts in Harmony"
World
•
"Young Widder Brown"
NBC
•
Comedy & Dialects



JIM BOLES

U. S. Army Air Corps



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RADIO ARTISTS

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FIDLER, JIMMY
Blue. Jimmy Fidler From
Hollywood.

FIELDS, GRACIE
Blue. Gracie Fields Program.

FISCHMAN, HARVE
Blue. Quiz Kids.

FISHER, GEORGE
MBS. Hollywood Reporter.

FITCH, LOUISE
NBC. Road of Life.

FITZGERALD, FRANCIS
WSOC, Charlotte, N. C. Bond-
wagon.

FITZGERALD, ED
MBS-WOR, New York, N. Y.

FITZGERALD, PEGEEN
MBS. Strictly Personal.

FLEMING, HAROLD
NBC. The People's War.

FLINT, LARRY
WFMJ, Youngstown, Ohio. Old
Family Almanac.

FLYNN, CHARLES
Jack Armstrong MBS-Blue.
Bachelor's Children NBC.

FORBES, MURRAY
Ma Perkins CBS-NBC. Story
of Mary Marlin CBS-NBC.
Guiding Light NBC.

FORD, JUDY
I Love a Mystery Blue. Those
We Love CBS, Melody Ranch
CBS, Screen Guild Theatre
CBS.

FORD, MARIE
WMIN, St. Paul-Minneapolis,
Minn.

FORD, SENATOR
NBC-WOR. Can You Top This.

FORTE, JOE
Blondie CBS, Dear John CBS-
Blue, Dr. Christian CBS. Ab-
bott & Costello NBC.

FORTESCUE, PRISCILLA
WEEL, Boston, Mass. Good
Morning, Ladies, Hollywood
Snapshots.

FRANCES, JUNE
CBS. Orson Welles.

FRANCIS, ARLENE
NBC. What's My Name, Help-
mate.

FRANKLIN, TOMMY
Blue. Quiz Kids.

FREDERICKS, CARLTON
WMCA, New York, N. Y.
Living Should Be Fun.

FREDERICK, JOHN T.
CBS. Of Men and Books.

FREEMAN, FLORENCE.
NBC. Story of Mary Marlin.

FRIDELL, VIVIAN
NBC. Backstage Wife.

FULLER, BARBARA
CBS. Stepmother, Scattergood
Baines.

FULLER, DR. CHARLES
MBS. Old Fashioned Revival
Hour.

FULLER, MARGARET
NBC. Story of Mary Marlin.

— G —

GAMBLING, JOHN B.
WOR, New York, N. Y. Gam-
bling's Musical Clock.

GAMMILL, NOREEN
Dear John CBS-Blue, Junior
Miss CBS, Melody Ranch CBS,
Dr. Christian CBS, Big Town
CBS.

Have You Met The Voices
of
GILBERT MACK
?

LEXINGTON 2-1100

• • • **RADIO ARTISTS** • • •

GANNON, JOHN
MBS-Blue. Jack Armstrong.

GARBELL, ROSEMARY
The Bartons NBC, Guiding Light NBC, Story of Mary Marlin CBS-NBC, Arnold Grimms Daughter NBC.

GARDE, BETTY
NBC. Cavalcade of America, Front Page Farrell, The O'Neills, Mr. District Attorney.

GARDNER, ED
Blue-CBS. Duffy's Tavern.

GARLAND, CHARLES
KMPC, Beverly Hills, Calif. Hollywood on Parade, Voice of Filmland.

GEER, WILL
NBC. Cavalcade of America.

GENTILE, JOE
CKLW, Windsor, Ont. Early Morning Frolic.

GERARD, HAL
Sealtest-Rudy Vallee Program NBC, Those We Love CBS, Melody Ranch CBS, Dear John CBS-Blue, The Great Gildersleeve NBC.

GETHARD, DAVID
NBC. Light of the World.

GIBSON, JOHN
NBC. Story of Mary Marlin.

GILBERT, DICK
WHN, New York, N. Y. Dick Gilbert Presents.

GILBERT, JANICE
NBC. The O'Neills.

GILLEN, DOLORES
When a Girl Marries NBC, Amanda of Honeymoon Hill CBS-Blue, We Love and Learn CBS.

GODFREY, ARTHUR
CBS-WABC, New York, N. Y. and WJSV, Washington, D. C.

GOFF, NORRIS
Blue. Lum and Abner.

GOODKIN, ALICE SHERRIE
Kitty Foyle CBS, Bachelor's Children CBS, Adventures of Thin Man, NBC, Easy Aces CBS-Blue, Light of the World NBC.

GORDON, BERT
NBC. Time to Smile.

GODSEN, FREEMAN F.
CBS. Amos 'n' Andy.

GOSS, JAMES
Jack Armstrong MBS-Blue. Backstage Wife NBC.

GOTHARD, DAVID
NBC. The O'Neills.

GOTTSCALK, NORMAN
Backstage Wife NBC, Captain Midnight MBS-Blue, Jack Armstrong MBS-Blue.

GOULD, MITZI
Parker Family Blue, Bess Johnson NBC, Young Dr. Malone NBC.

GRAHAM, MELVA
WCHS, Charleston, W. Va. 580 Club.

GRANIK, S. THEODORE
MBS. American Forum of the Air.

GRANVILLE, DICK
WMPS, Memphis, Tenn. Musical Merry-Go-Round.



★ **MARY MARGARET McBRIDE** ★

RADIO ARTISTS

GRAYSON, MADELON
Backstage Wife NBC, Step-
mother CBS, Wings of Destiny
NBC.

GREAZA, WALTER
NBC. Stella Dallas.

GREEN, ART
WMCA, New York, N. Y. The
Magic Carpet.

GREEN, DOROTHY
Mid-Day Serenade CBS, Tea
Time Tales NBC.

GREEN, EDDIE
CBS-Blue. Duffy's Tavern.

GREGG, VIRGINIA
Dr. Christian CBS, Screen
Guild Theatre CBS, Lum and
Abner Blue.

GREY, NAN
CBS. Those We Love.

GRIFFIN, BOB
NBC. Story of Mary Marlin.

GRIFFIN, KEN
Road of Life CBS-NBC, Back-
stage Wife NBC, Guiding Light
NBC.

GRIGGS, JOHN
NBC. All Out for Victory.

GULLICKSON, CHARLES
WDOD, Chattanooga, Tenn.

GULLICKSON, FLORENCE
WDOD, Chattanooga, Tenn.
Nancie & Charlie.

— H —

HAAG, ROBERT
When a Girl Marries NBC.
Young Dr. Malone CBS-NBC,
Aunt Jenny's Real Life Stories
CBS.

HADLEY, REED
Blue. Red Ryder.

HAFFORD, STANLEY
NBC. Maxwell House Coffee
Time.

HAGEN, DR. HARRY
Blue. True or False.

HAINES, LARRY
CBS. Crime Doctor, Philip
Morris Playhouse, Aunt Jenny,
Meet Mr. Meek.

HALEY, BILL
WIBC, Indianapolis, Ind. Sun-
shine Special, WIBC Jamboree.

HAMBLÉN, STUART
KFUD, Los Angeles, Calif.
Covered Wagon Jubilee.

HAMPDEN, BURFORD
Blue. African Trek.

HANNA, BETTY
Lone Journey CBS-NBC, Ro-
mance of Helen Trent CBS.

HARDING, HARVEY
Story of Mary Marlin NBC,
PON Beer, One Man Show
WNBT.

HARPER, ANNETTE
CBS. Junior Miss, Screen
Guild Theatre.

HARRINGTON, MARY LOU
One Man's Family NBC, I
Love a Mystery Blue, The
Great Gildersleeve NBC, Those
We Love CBS.

HARRIS, HARRIET
WOW, Omaha, Nebr. What's
What Today.

HAST, WALTER
KGB, San Diego, Calif. Pre-
sented Norman Tree.

HASTINGS, BOBBY
Blue. Little Blue Playhouse,
Sea Hound.

HATHAWAY, JOY
Amanda of Honeymoon Lane
CBS-Blue, Stella Dallas NBC,
John's Other Wife Blue, Sec-
ond Husband CBS-Blue.

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most popular and outstanding personalities.**



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Ivel Furs—FIFTH AVE. FURRIERS
Pace O Mio Dio Oil Co.—EDIBLE OIL

Diana Baldi

"Her Magnetic Voice Sells"

• • • **RADIO ARTISTS** • • •

HAUSNER, JERRY
CBS. Mayor of the Town,
Blondie, Screen Guild Theatre.

HAWK, BOB
CBS. The Bob Hawk Quiz,
Thanks to the Yanks.

HAY, BILL
MBS. Bill Hay Reads the
Bible.

HAYS, HARVEY
Blue. Uncle Sam's Forest
Rangers, National Farm and
Home Hour.

HECTOR, LOUIS
NBC. Lorenzo Jones.

HEEN, GLADYS
NBC. Road of Life, Guiding
Light.

HEISTAND, JOHN
Blue. Homicide O'Kane.

HENRY, FRANCES
WSGN, Birmingham, Ala. Miss
Ann's Comic Club.

HERMAN, MILTON C.
Death Valley Days CBS, Gang-
busters Blue, Mr. District At-

orney NBC, The Shadow MBS,
Women of Courage CBS.

HERNANDEZ, JUAN
Blue. African Trek.

HERSHFIELD, HARRY
NBC-WOR. Can Yop Top This.

HERSHOLT, JEAN
CBS. Dr. Christian.

HERSKIND, ELMER
WEEL, Boston, Mass. Uncle
Elmer's Song Circle, Uncle
Elmer's Pleasantville.

HEWITT, ALAN
NBC. The O'Neills.

HEWSON, ISABEL MANNING
Blue. Morning Market Basket.

HILL, ALICE
CBS. Bachelor's Children.

HILLIARD, HARRIET
NBC. Red Skelton and Com-
pany.

HILTON, PAUL
CBS. Silver Theatre, Lux
Radio Theatre, Second Mrs.
Burton, Dr. Christian.

HODSON, MARIE
KMPC, Beverly Hills, Calif.
Story Lady.

HOFFA, PORTLAND
CBS. Texaco Star Theatre.

HOIER, TOM
NBC. The O'Neills.

HOLE, JONATHAN
Ma Perkins CBS-NBC, Scatter-
Baines CBS.

HOLLAND, DICK
The Bartons NBC, Romance of
Helen Trent CBS, That Brew-
ster Boy CBS.

HOLT, DAVID
Junior Miss CBS, Date With
Judy NBC.

HOLT, VIVIAN
Valiant Lady CBS-NBC, Mr.
District Attorney NBC.

HOLTZ, LOU
CBS. Time Out for Laughs
With Lou Holtz.

HOMEIER, SKIPPY
Second Husband CBS-Blue,
Bess Johnson NBC, Young
Dr. Malone CBS-NBC, Colum-
bia Workshop CBS.

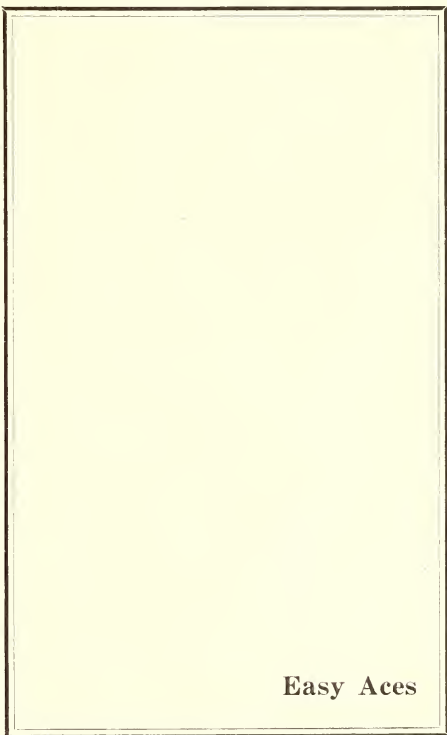


PETER DONALD

"Can You Top This"

NBC

MUTUAL



Easy Aces

• • • **RADIO ARTISTS** • • •

HOOD, JANICE
CBS. Second Mrs. Burton. Lux Radio Theatre.

HOPE, BOB
NBC. The Pepsodent Show.

HOPPER, HEDDA
CBS. Hedda Hopper's Hollywood.

HOUSTON, JANE
NBC. Stella Dallas.

HOWARD, JEAN
CBS. Crime Doctor.

HOWARD, EUNICE
Pepper Young's Family CBS-NBC, Story of Mary Marlin CBS-NBC, Death Valley Days CBS, Young Dr. Malone CBS-NBC, Portia Faces Life NBC.

HOWARD, FRED
Ma Perkins CBS-NBC, Jack Armstrong MBS-Blue.

HOWARD, JOE E.
CBS. Gay Nineties Revue.

HOWARD, MEREDITH
Blue. Washington Luncheon.

HOWARD, TOM
WOR, New York, N. Y. It Pays to be Ignorant.

HULL, WARREN
CBS. Vox Pop.

HUNTLEY, BETTY
WGY, Schenectady, N. Y.

HUNTLEY, CHARLES
WGY, Schenectady, N. Y. Your Home Town.

HUGHES, ARTHUR
NBC. Just Plain Bill.

HUGHES, RUSH
KWK, St. Louis, Mo. Rush Hughes Program.

HUGHES, TOMMY
CBS-NBC. Young Dr. Malone.

HULICK, BUDD
Here's Hulick WOR, What My Name NBC.

HUSING, TED
CBS. Cheers From the Camps.

— I —

INTROPIDI, ETHEL
NBC. Stella Dallas.

IRVING, ADELAIDE
Lux Radio Theatre CBS, Whodunit NBC, Hedda Hopper's Hollywood CBS.

IRVING, CHARLES
Backstage Wife NBC, First Line CBS, Captain Midnight Blue-MBS, Lone Journey CBS-NBC.

IVES, RAYMOND
Blue. Manhattan at Midnight.

— J —

JAMESON, HOUSE
NBC. Aldrich Family.

JANIS, JO
NBC. March of Time.

JARVIS, AL
KFWB, Los Angeles, Calif. Make Believe Ballroom.

JENSEN, KATHLEEN
KROW, Oakland, Calif. Calling All Kitchens.

JEROME, ED
NBC. Cavalcade of America.



BOB HAWK

"Thanks To The Yanks"

for
CAMELS
CBS



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Management • NCAC, New York

. . . **RADIO ARTISTS** . . .

JESS, JOHN D.
WLDS, Jacksonville, Ill. Chapel of the Air.

JEWITT, TED
NBC. Cavalcade of America.

JOHNSON, DOROTHY
KFIO, Spokane, Wash. Story Lady.

JOHNSON, PARKS
CBS. Vox Pop.

JOHNSON RAYMOND EDWARD
Story of Mary Marlin NBC. Inner Sanctum Mystery Blue.

JOHNSTONE, BILL
MBS. The Shadow.

JOLSON, AL
CBS. Al Jolson Show.

JORDAN, JIM
NBC. Fibber McGee and Molly.

JORDAN, MARION
NBC. Fibber McGee and Molly.

JOSTYN, JAY
Mr. District Attorney NBC. Second Husband CBS-Blue, The Parker Family Blue.

JUVELIER, JEANNE
Bess Johnson NBC, Manhattan at Midnight Blue, Portia Faces Life NBC, Against the Storm NBC.

— **K** —

KANE, BYRON
Arch Oboler Plays NBC, Lux Radio Theatre CBS, Screen Guild Theatre CBS, Orson Welles NBC, Hedda Hopper's Hollywood CBS, Dr. Christian CES, Blondie CBS, Sealtest-Rudy Vallee Program, Dear John CBS, Columbia Workshop, CBS, 26 By Corwin CBS.

KAUFMAN, IRVING
WOR, New York, N. Y. Happy Jim Parsons, ETs.

KEARNS, JOE
Big Town CBS, Whodunit NBC, Dr. Christian CBS, Point Sublime NBC.

KEATH, DONNA
CBS-NBC. Ma Perkins.

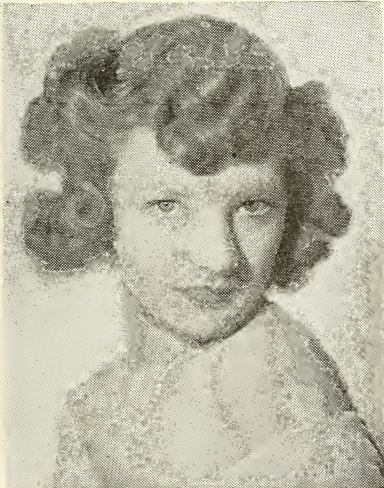
KEITH, MAXINE
From Me To You WOY-WINS, Follow The Leader WOY ETs, Melodic Musings WOY.

KEEGAN, ILKA DIEHL
Romance of Helen Trent CBS, Authors' Playhouse NBC.

KEEN, EARL
Lux Radio Theatre CBS, Silver Theatre CBS, Maxwell House Coffee Time NBC.

KELK, JACKIE
Aldrich Family NBC, Little Blue Playhouse Blue.

KELLY, JOE
National Barn Dance NBC, Quiz Kids Blue.



ANN THOMAS
Miss Thomas--"Easy Aces"
Casey--"Abie's Irish Rose"
Monologues
On Broadway
in
"Counsellor at Law"

BUY
UNITED
STATES
SAVINGS
BONDS
AND
STAMPS

Lawson Zerbe

• • • **RADIO ARTISTS** • • •

KEMP, JUANITA
WDOD, Chattanooga, Tenn.
Reveille With Sue.

KENYON, JAN
KLX, Oakland, Calif. Jan's
Journal.

KERMAN, DAVID
Story of Mary Marlin CBS-
NBC, Portia Faces Life NBC,
Aldrich Family NBC, Easy
Acres Blue-CBS.

KEYS, KATHRYN
Lux Radio Theatre CBS,
Junior Miss CBS, Dear John
CBS-Blue, Blondie CBS, Second
Husband CBS.

KIERAN, JOHN
NBC. Information Please.

KIKER, W. A.
WFIG, Sumter, S. C. Dinner
Bell Time, Smokey Mountain
Melodies.

KILGALLEN, DOROTHY
CBS. Voice of Broadway.

KING, JOHN REED
MBS. Double Or Nothing.

KINSELLA, WALTER
NBC. Abie's Irish Rose, Stella
Dallas.

KIRBY, DURWOOD
Blue. Club Matinee.

KIRKWOOD, JACK
KFRC, San Francisco, Calif.
Don Lee Breakfast Club.

KITCHELL, ALMA
Blue. Meet Your Neighbor.

KLEEB, HELEN
MBS. Dr. Kate.

KLEIN, ADELAIDE
Cavalcade of America, NBC,
Big Sister CBS, Bright Hor-
izon CBS, Meet Mr. Meek CBS,
Bess Johnson NBC, Grand Cen-
tral Station NBC.

KOHL, ART
Blue. Danny Thomas Show.

KOLLMAR, RICHARD
CBS. Bright Horizon.

KOPF, REV. CARL HEATH
WEEL, Boston, Mass. From a
Window on Beacon Street.

KORDICK, MARILYN
Arnold Grimm's Daughter NBC,
Jack Armstrong Blue-MBS.

KORFF, ARNOLD
CBS-NBC. Story of Mary Mar-
lin. Young Dr. Malone.

KRAATZ, DONALD
The Bartons NBC, Road of
Life CBS-NBC.

KRAMER, MANDEL
Gangbusters Blue, Kate Smith
Hour CBS, Manhattan at Mid-
night Blue, Famous Jury
Trials Blue.

KRUGER, ALMA
CBS. Those We Love.

KRUGER, OTTO
CBS. Lux Radio Theatre.

KRUGMAN, LOU
Gangbusters Blue, Ma Per-
kins CBS-NBC, Columbia Work-
shop CBS, Lone Journey CBS-
NBC, Authors' Playhouse NBC.

KUMMER, ELOISE
Right to Happiness NBC, Guid-
ing Light NBC, Woman in
White CBS, The Bartons NBC,
Arnold Grimm's Daughter NBC,
Romance of Helen Trent CBS,
Scattergood Baines CBS.

KUPPER, KURT
Blue-MBS. Captain Midnight.

KUPPERMAN, JOEL
Blue. Quiz Kids.

KVALDEN, GRETA
CBS - NBC. Pepper Young's
Family.



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• • •

RADIO ARTISTS

• • •

KYSER, KAY

NBC. Kay Kyser's College of Musical Knowledge.

— L —

LABBITT, MYRTLE

CKLW, Windsor, Ont. Home Chats, Women's Page.

LA BELLE, RUBERT

CBS-NBC. Story of Mary Martin.

LAKE, ARTHUR

CBS. Blonde.

LAMB, GIL

NBC. Sealtest-Rudy Vallee Program.

LANE, TOMMY

Lux Radio Theatre CBS, Dr. Christian CBS, I Love a Mystery Blue.

LANG, HARRY

Dr. Christian CBS, Sealtest-Rudy Vallee Program NBC, Abbott and Costello NBC, Sergeant Gene Autry CBS, Maxwell House Coffee Time NBC, Screen Guild Theatre CBS, Arch Oboler's Plays NBC, Red Ryder NBC.

LARGAY, RAY

Gangbusters Blue, Parker Family Blue, We Love and Learn CBS, John's Other Wife Blue.

LARSON, BOBBY

CBS. Kitty Foyle, Lux Radio Theatre.

LATIMER, ED

Adventures of the Thin Man NBC, Lincoln Highway NBC, Bright Horizons CBS, Famous Jury Trials Blue.

LAUREN, JANE

Mr. District Attorney NBC, Big Town CBS.

LAURIE, JR., JOE

NBC-WOR, New York, N. Y. Can You Top This.

LAYNE, ZELLA

KGO, San Francisco, Calif. Santa Claus Time, Meyenberg Milk Program.

LAWRENCE, JERRY

WOR, New York, N. Y. Moonlight Saving Time, Mutual Matinee, Wax Museum, Battle of the Boroughs, Red Barber Show.

LAWRENCE, RAYMOND

Adventures of Sherlock Holmes NBC, Melody Ranch CBS, Big Town CBS.

LAWRENCE, ROBERT

Blue. Metropolitan Opera.

LAWTON, FLEETWOOD

ABCD Roundtable NBC, McMahon's Furniture Program KFI-KECA.

LEACH, NANCY

Stars Over Hollywood CBS, Signal Carnival NBC, Shakespearean Series NBC.

LEE, DONA

WTMV, East St. Louis, Ill. Bonds For Bullets.

LEGRAND, RICHARD

Blue. Homicide O'Kane.

LeGALLIENNE, EVA

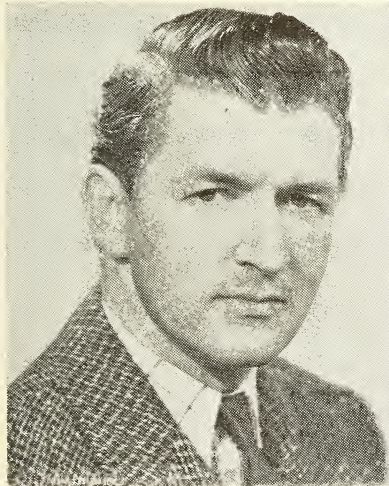
Blue. Horror, Inc.

LEE, IRVIN

CBS, Big Town, Dr. Christian, Melody Ranch, Blonde.

LEMKE, IRMA

WGY, Schenectady, N. Y. Market Basket.



JAY JOSTYN

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Character Leads Straight

Linda Benton in "Pepper Young's Family"
Camel Caravan, Treasury Star Parade, Death
Valley Days, and Others.
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RADIO ARTISTS

LENARD, GRACE

Stars Over Hollywood CBS,
Melody Ranch CBS, Adventures
of Sherlock Holmes NBC,
Dr. Christian CBS.

LEDOUX, LEONE

Blondie CBS, The Remarkable
Miss Crandall NBC, Lux Radio
Theatre CBS, Sealtest - Rudy
Vallee Program NBC.

LEVANT, OSCAR

Information Please NBC, Cres-
ta Blanca Carnival MBS.

LEWIS, CATHERINE

CBS. Big Town, Lux Radio
Theatre.

LEWIS, FORREST

Tom Mix Straight - shooters
Blue, Ma Perkins CBS-NBC,
First Nighter MBS-CBS.

LEWIS, JEAN

NBC. Stella Dallas.

LINKLETTER, ART

Are You a Genius Blue, Who's
Dancing Tonight NBC, What
Do You Think MBS.

LIPTON, BILL

CBS-NBC. Story of Mary Mar-
lin.

LISS, RONNY

Bright Horizon CBS, Bess
Johnson NBC, Cavalcade of
America NBC, Little Blue
Playhouse Blue.

LIVINGSTONE, MARY

NBC. Grape Nuts Show.

LOGAN, JANET

Kraft Music Hall NBC, Dear
John Blue-CBS, Junior Miss
CBS.

LORDE, ATHENA

Young Widder Brown NBC,
Kate Smith Hour CBS, Mr.
Keen NBC, Dr. Christian CBS,
Second Husband CBS-Blue.

LORRE, PETER

Blue, Inner Sanctum Mystery.

LOVETT, DOROTHY

WMRN, Marion, Ohio. Musical
Moments.

LOVEJOY, FRANK

The O'Neills CBS-NBC, Man-
hattan at Midnight Blue, Joyce
Jordan CBS, Man Behind the
Guns CBS.

LUDDY, BARBARA

CBS-MBS. First Nighter.

LUXFORD, NOLA

The Anzac Hour NBC-WGED.

LYNCH, KEN

Blue. Hop Harrigan.

LYNCH, PEG

WTBO, Cumberland, Md. Van-
ity Fair, Ethel and Albert.

LYNN, BILLY

CBS. Tilly the Toiler.

LYNN, PATRICIA

NBC. Hawthorne House.

LYON, BEN

MBS. Stars and Stripes in
Britain.

LYON, PRISCILLA

CBS. Junior Miss, Melody
Ranch, Dr. Christian, Those
We Love.



ALAN REED

"FALSTAFF OPENSHAW"

With Fred Allen, CBS

"SOLOMON LEVY"

on

"ABIE'S IRISH ROSE"

NBC

Title Role in the
Lunt & Fontanne Production

"THE PIRATE"

Martin Beck Theatre

MILDRED MURRAY



Dramatic Artist, Singer, Commentator

LExington 2-1100

• • • **RADIO ARTISTS** • • •

LYTELL, BERT
CBS. Stage Door Canteen.

LYTELL, WILFRED
NBC. Just Plain Bill.

— **M** —

MacBRYDE, JACK
Death Valley Days CBS, Amanda of Honeymoon Hill Blue-CBS, Against the Storm NBC.

MacGREGOR, SHERMAN A.
Bright Horizon CBS, Manhattan at Midnight Blue, Gangbusters Blue, Aldrich Family NBC.

MACK, GILBERT

Kate Smith Hour CBS, Arch Oboler Plays CBS-NBC, Manhattan at Midnight Blue, Time to Smile NBC, Mr. and Mrs. North Blue, Adventures of the Thin Man NBC, We the People CBS, Inner Sanctum Mystery Blue, Bulldog Drummond MBS, Cresta Blanca Carnival MBS.

MacKAY, NORMAN
WQAM, Miami, Fla. Uncle Mac Reads the Funnies.

MacLAUGHLIN, DON
We Love and Learn CBS, Gangbusters Blue, Counterspy Blue.

MAHER, WALLY
CBS-NBC. Tommy Riggs and Betty Lou.

MAIER, DR. WALTER A.
MBS. Lutheran Hour.

MAITLAND, ARTHUR
NBC. David Harum, Stella Dallas.

MALONE, TED
Blue. Between the Bookends.

MANN, GLORIA
We the People CBS, Death Valley Days CBS, Bess Johnson NBC.

MANN, YVONNE
CBS. Aunt Jenny's Real Life Stories, We the People, Big Sister, Bright Horizon.

MANNING, JACK
Pepper Young's Family CBS-NBC, Maudie's Diary CBS,

Mr. District Attorney NBC, Manhattan at Midnight Blue.

MANNING, KNOX
CBS. Stars Over Hollywood.

MANSON, CHARLOTTE

NBC. Guiding Light.

MARAIS, JOSEF
Blue. African Trek.

MARGETTS, MONTY
NBC. Dr. Kate.

MARKHAM, G. E.
WGY, Schenectady, N. Y. WGY Farm Paper of the Air, Science Forum, Farm Forum.

MARR, EDDIE
Lux Radio Theatre CBS, Kraft Music Hall NBC, Jack Benny Program NBC, Bob Hope Shows NBC.

MARSDEN, VICKI
CBS. Dr. Christian, Lux Radio Theatre.



ED LATIMER

Sincere thanks to the Agencies and members of the Radio Directors Guild who keep me busy.



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11 Consecutive Years on CBS

• • • **RADIO ARTISTS** • • •

MARSHALOV, BORIS
Stories America Loves CBS,
Against the Storm NBC.

MARTELLI, TONY
CBS. Lux Radio Theatre, Big
Town, Stars Over Hollywood.

MARTIN, BERNICE
CBS. Romance of Helen Trent,

MARTIN, FRANK
Silver Theatre CBS, Dr. Christian
CBS, Dear John Blue-CBS,
Big Town CBS.

MARTIN, GALE
WMKC, Columbus, Ohio. Vic-
tory Corner.

MARTIN, IAN
Young Dr. Malone CBS-NBC,
When A Girl Marries NBC,
Life Can Be Beautiful CBS,
Easy Aces Blue-CBS.

MARTIN, SALLY
WGY, Schenectady, N. Y.

MASON, MARY
CBS. Maudie's Diary.

MASSEN, OSA
CBS. Dr. Christian, Screen
Guild Theatre.

MASSEY, MARY
NBC. Bess Johnson.

MAXFIELD, JEAN
KROW, Oakland, Calif. Story
Teller.

MAXWELL, BOBBY DEANE
CBS-NBC. Story of Mary Mar-
lin.

McBRIDE, DEWITT
First Line CBS, Ma Perkins
CBS-NBC, Road of Life CBS-
NBC, Backstage Wife NBC,
Famous Jury Trials Blue.

**McBRIDE, MARY
MARGARET**
NBC.

McCAMBRIDGE, MERCEDES
NBC. Abie's Irish Rose.

McCAMMON, BESS
Romance of Helen Trent CBS,
Lone Journey CBS-NBC.

McCARTHY, CLAIRE
WAOV, Vincennes, Ind. The
Children's Hour.

McCLAIN, JIMMY
NBC. Dr. I Q.

McCOMB, KATE
CBS-NBC. The O'Neills.

McCORD, MAY KENNEDE
KWK, St. Louis, Mo.

McDONALD, FLORETTA
I Love a Mystery Blue, Dear
John Blue-CBS, Shirley Temple
Time CBS.

McDONNELL, CRAIG
CBS-NBC. David Harum.

McCONNELL, LULU
WOR, New York, N. Y. It
Pays To Be Ignorant.

McGOVERN, JOHN
Kate Smith Hour CBS, Sec-
ond Husband Blue-CBS, The
Goldbergs CBS, Lorenzo Jones
NBC.

McKINNEY, BYRON
Aunt Jenny's Real Life Stories
CBS, Bess Johnson NBC.

McLENDON, LEE
KROW, Oakland, Calif. Trader
Fred.

McNAUGHTON, HARRY
WOR, New York, N. Y. It
Pays To Be Ignorant.



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**STAGE
SCREEN
RADIO**

ARNOLD STANG

• • • **RADIO ARTISTS** • • •

McNEILL, DON

Blue. Breakfast Club.

McVEY, TYLER

Melody Ranch CBS, Screen Guild Theatre CBS, Dear John Blue-CBS, Dr. Christian CBS.

MEHRA, LAL C.

I Love a Mystery Blue, Lux Radio Theatre CBS, Maxwell House Coffee Time NBC.

MENKEN, HELEN

CBS. Second Husband.

MEIGHAN, JAMES

NBC-Blue. Just Plain Bill.

MEREDITH, JUNE

CBS-NBC. Story of Mary Martin.

MERRICK, MARGARET

Blue. Quiz Kids.

MEYERS, DICKIE

CBS. Dr. Christian, Big Town, Junior Miss, Melody Ranch.

MEYERS, DR. J. A.

WIBG, Philadelphia, Pa. Unseen Advisor.

MILLER, FREDDIE

WTRY, Troy, N. Y. Time-keeper.

MILLER, SOPHIE

WKNY, Kingston, N. Y. Sophia and Joshua.

MILROD, SYLVIA

WINX, Washington, D. C. Victory Starts at Home.

MILSON, HOWARD

CKCL, Toronto, Ont. CKCL Workshop.

MITCHELL, ED

WGY, Schenectady, N. Y. Farm Paper of the Air, Science Forum, Farm Forum.

MITCHELL, EVERETT

Blue. Farm and Home Hour.

MITCHELL, SHIRLEY

NBC. The Great Gildersleeve, Sealtest-Rudy Vallee Program, Story Editor, Eyes Aloft.

MOHN, MONTY

KGO, San Francisco, Calif. Santa Claus Time, Sonia's Party.

MONKS, JAMES

Light of the World NBC, Radio Readers' Digest CBS, Against the Storm NBC, Pepper Young's Family CBS-NBC.

MOORE, CARL

WEEI, Boston, Mass. Tip-Top O' the Morning, Carl Moore's Coffee Club.

MOORE, GARY

NBC. Everything Goes.

MOORE, TOM

WAIT, Chicago, Ill. Howdy Ladies.

MORAN, PATSY

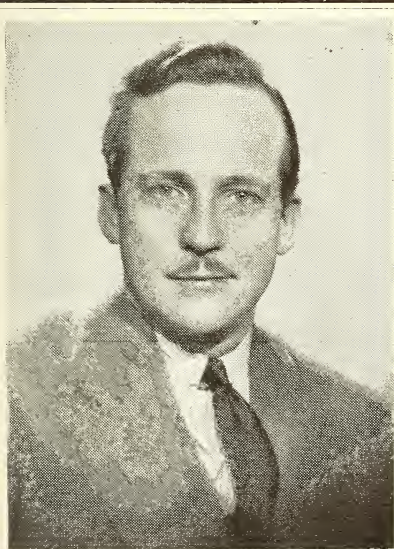
Major Hoople Blue, Junior Miss CBS.

MORGAN, CATHERINE

Bob Burns Program CBS, Screen Guild Theatre CBS, Sealtest-Rudy Vallee Program NBC.

MORGAN, CLAUDIA

The Adventures of the Thin Man NBC, Against the Storm NBC, Light of the World NBC, We Love and Learn CBS, Right to Happiness NBC.



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ACTOR
and
AIR SALESMAN

LA 4-1200

"ROUGH TO ROMANTIC"

**FRANK
LOVEJOY**



MANHATTAN AT MIDNIGHT
JOYCE JORDAN
MAN BEHIND THE GUN

Lackawanna 4-1200

• • • **RADIO ARTISTS** • • •

MORGAN, ELIZABETH

Young Dr. Malone CBS-NBC,
When a Girl Marries NBC,
Stella Dallas NBC.

MORGAN, FRANK

NBC. Maxwell House Coffee
Time.

MORGAN, JANE

Point Sublime NBC, Dr. Chris-
tian CBS, One Man's Family
NBC.

MORGAN, MARY

CKLW, Windsor, Ont. Fashions
In the News.

MORIN, ALBERT

CBS. Big Town, Melody Ranch,
Screen Guild Theatre.

MORRISON, BRET

First Nighter MBS-SBS. Au-
thors' Playhouse NBC.

MORRISON, ETHEL

CBS-NBC. Young Dr. Malone.

MOSS, ARNOLD

This Is Our Enemy MBS,
Story of Mary Marlin CBS-
NBC.

MOYLES, JACK

KGO, San Francisco, Calif.
Alias John Freedom.

MUELLER, MARVIN

Romance of Helen Trent CBS,
Right to Happiness NBC, Guid-
ing Light NBC, First Line
CBS, Backstage Wife NBC.

MUNIER, FERDINAND

Lux Radio Theatre CBS, I
Love a Mystery Blue, Dr.
Christian CBS, Big Town CBS.

MUNSON, ONA

CBS. Big Town.

MURRAY, MILDRED

Kate Smith Hour CBS, Terry
and the Pirates Blue, Elsa
Maxwell's Partyline Blue,
Fairy Soap Singing Commer-
cials CBS.

MURPHY, HORACE

CBS. Sergeant Gene Autry.

MYSTERY CHEF

Blue. Mystery Chef.

— N —

NAGEL, CONRAD

CBS. Silver Theatre, Radio
Reader's Digest.

NASH, REG

WWSR, St. Albans, Vt. Hash
with Nash.

NEELY, HENRY M.

CBS. We Love and Learn.

NESSITT, JOHN

NBC. Westinghouse Program.

NEUMAYER, MARILOU

Captain Midnight Blue-MBS,
Knickerbocker Playhouse NBC.

NIESEN, CLARE


NBC. Light of the World,
Mr. District Attorney.

NOA, JULIAN

NBC. Right to Happiness.

NORELL, HENRY

Valiant Lady CBS-NBC, Ald-
rich Family NBC, Manhattan
at Midnight Blue, Crime Doc-
tor CBS.



JACKSON BECK
NARRATOR—CBS
"MAN BEHIND THE GUN"
JOE TURP
"JOE & ETHEL TURP"
"THE CISCO KID"
"TODD GRANT"

LA. 4-1200

"The Human Side of Music"

☆

TED COTT

Emcee - Writer

"So You Think You Know Music"

"RCA-Victor Sounding Board"

"André Kostelanetz Hour"

for
Coca Cola

• • • **RADIO ARTISTS** • • •

NORMAN, DON
MBS. Your Date.

NUSBAUM, MORT
WSAY, Rochester. N. Y. 1240 Club.

— **O** —

O'DAY, MICKEY
Blue. Little Blue Playhouse. The Parker Family.

O'HAIRE, EUGENE
WGY, Schenectady, N. Y. Yankee Doodlers, Gene and Syracuse.

O'KEEFE, WALTER
NBC. Battle of the Sexes.

O'KEEFE, WINSTON
NBC. Story of Mary Marlin.

OKUN, LILLIAN
WMCA, New York, N. Y. Civilian Defense News.

OLIVER, SHERLING
The Man I Married CBS, Valiant Lady CBS-NBC.

OLMSTEAD, NELSON
NBC. World's Greatest Stories, Painted Dreams.

ORR, ANGELINE HEDRICK
Ma Perkins CBS-NBC, Stepmother CBS, The First Line CBS.

ORTEGA, SANTOS
Adventures of Ellery Queen NBC, Adventures of Bulldog Drummond MBS, Men, Machines and Victory Blue.

OSBORN, TED
Manhattan at Midnight Blue. We the Abbotts NBC.

O'SHEA, PATSY
Story of Mary Marlin CBS-NBC, Dr. Christian CBS, Against the Storm NBC, Portia Faces Life NBC.

— **P** —

PALMER, EILEEN
NBC. Lonely Women.

PARKER, FRANKLIN
CBS. Big Town, Dr. Christian, Second Mrs. Burton, Melody Ranch.

PARNELL, EVA
CBS. Romance of Helen Trent.

PAYNE, BRUCE
Blondie CBS, Dr. Christian CBS., I Love a Mystery Blue, Second Mrs. Burton CBS.

PAYNE, VIRGINIA
Ma Perkins CBS-NBC, Lonely Women NBC.

PEABODY, EDDIE
NBC. National Barn Dance.

PEARCE, AL
NBC. Al Pearce and His Gang.

PEARSON, GE GE
Melody Ranch CBS, Silver Theatre CBS, Sealtest-Rudy Vallee Program NBC, Stars Over Hollywood CBS.

PEARY, HAROLD
NBC. The Great Gildersleeve.

PECK, CHARLES
CBS. Lux Radio Theatre.

PENMAN, CHARLES
Uncle Walter's Doghouse NBC, First Nighter MBS-CBS, That Brewster Boy CBS-NBC.



BOB EMERY

Producer:
"Rainbow House"
WOR—MBS

Director:
"Battle of Boroughs"
WOR (for Noxema)

Master of Ceremonies:
"Did You Hear?"
WMCA

In Preparation:
"The Flying Commandos"
"The Helping Hand"



JERRY LAWRENCE

Mutual Matinee

Wax Museum

Battle of the Boroughs

Red Barber Show

W O R — M B S

• • • **RADIO ARTISTS** • • •

PENNARIO, JOEY

Lux Radio Theatre CBS, Screen Guild Theatre CBS, Point Sublime NBC.

PERSONS, FERN

NBC. The Bartons.

PETERSON, ARTHUR

NBC. Guiding Light.

PIERCE, MADELEINE

Pepper Young's Family CBS-NBC, Life Can Be Beautiful CBS, Second Husband CBS-Blue, Armstrong Theatre CBS, Just Plain Bill NBC.

PLATTS, ALMA

Road of Life CBS-NBC, Right to Happiness NBC, This Is Life MBS.

PRENTISS, ED

Blue-MBS. Capt. Midnight.

PRESCOTT, ALLEN

Blue. The Wife Saver, Prescott Presents.

PROFESSOR QUIZ

PRYOR, ROGER

CBS. Gulf Screen Guild Theatre.

— Q —

QUESTAL, MAE

Blue. Basin Street Chamber Music Society.

QUIGLEY, JUANITA

CBS. Lux Radio Theatre.

— R —

RAEBURN, BRYNA

Maudie's Diary CBS, Cavalcade of America NBC, March of Time NBC.

RAHT, KATHARINE

NBC. Aldrich Family.

RAINEY, BUD

WTIC, Hartford. Conn. Day Dreams.

RANDOLPH, ISABEL

NBC. Fibber McGee & Molly.

RANDOLPH, LILLIAN

The Great Gildersleeve NBC.

The Remarkable Miss Tuttle NBC, Lux Radio Theatre CBS, Big Town CBS.

RANKIN, PETER

CBS. Dr. Christian.

RASKYN, SAM

Gay Nineties CBS, Duffy's Tavern CBS-Blue, Columbia Workshop CBS.

READICK, FRANK

NBC. Cavalcade of America.

READ, SUE

Man About Town WQXR, Great Moments in Music CBS, Valiant Lady CBS, Bright Horizon CBS, Big Sister CBS, Cisco Kid WOR, Ted Steele's Studio Party WEAFL, Ellery Queen WEAFL.

REDFIELD, BILLY

Bule. Little Blue Playhouse.

REED, ALAN

Fred Allen CBS, Abie's Irish Rose NBC, The Shadow MBS, Easy Aces Blue, Philip Morris Playhouse CBS, Manhattan at Midnight NBC.



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• • • **RADIO ARTISTS** • • •

REED, TOBY
NBC. Fitch Bandwagon.

REESE, ANNESE
CBS. Lux Radio Theatre, Silver Theatre.

REINHEART, ALICE
Life Can Be Beautiful CBS, Gangbusters Blue, Mr. District Attorney NBC.

RELLER, ELIZABETH
NBC. Young Dr. Malone.

REVELL, NELLIE
NBC. Nellie Revell Presents.

REYNOLDS AUDREY
CBS. Lux Radio Theatre.

RICE, FRANK
WGTM, Wilson, N. C. Mustard & Gravy.

RICH, IRENE
CBS. Dear John.

RICKABY, RUTH
Melody Ranch CBS, Screen Guild Theatre CBS, Dr. Christian CBS, Point Sublime NBC.

RIGGS, TOMMY
NBC-CBS Tommy Riggs and Betty Lou.

RIPLEY, BOB
Blue. Scramble.

RITTER, THELMA
NBC. Lorenzo Jones.

ROBBIN, JANE
Gangbusters Blue, Mr. District Attorney NBC, Philip Morris Playhouse CBS, Columbia Workshop CBS.

ROBERTSON, ARNOLD H.
The Bartons NBC, Scattergood Baines CBS, Captain Midnight Blue-MBS, Authors' Playhouse NBC, First Line CBS.

ROBERTSON, "TEXAS JIM"
Against the Storm NBC, Death Valley Days CBS, Stories America Loves CBS, WIS Barn Dance, WNBC Barn Dance.

ROBINSON, DOROTHY
Thus We Live CBS, Wings of Destiny NBC.

ROBINSON, EDWARD G.
CBS. Big Town.

ROESE, RAY
WBNS, Columbus, Ohio. Hired Hands.

ROESSLER, ELMIRA
Romance of Helen Trent CBS, Right to Happiness NBC, Ma Perkins CBS-NBC, Woman in White CBS.

ROGERS, ROC
Gangbusters Blue, Big Sister CBS, Stories America Loves CBS, Ellery Queen NBC.

ROLFE, MARY
NBC. Aldrich Family.

ROOT, CONSTANCE
NBC. Right to Happiness, Arnold Grimm's Daughter.

ROSE, WILLIAM
Blue-MBS. Captain Midnight.

ROSS, COLBY
CBS. Dr. Christian

ROSS, EARLE
The Great Gildersleeve NBC, Point Sublime NBC, Eyes Aloft

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• • • **RADIO ARTISTS** • • •

NBC, Lights Out CBS, Bob Burns CBS, Red Ryder NBC, Blondie CBS.

ROSS, LANNY

CBS. Comedy Caravan.

ROY, BILLY

CBS. Lux Radio Theatre. Mayor of the Town.

ROY, CECIL

The Goldbergs CBS, When a Girl Marries NBC, Don Winslow of the Navy Blue, Amanda of Honeymoon Hill CBS-Blue.

ROYLE, SELENA

NBC. Right to Happiness.

REBESSA, GENE

WNEW, New York, N. Y. The Music Maker, Boys in the Back Room.

RUBIN, BENNY

CBS. Only Yesterday.

RUBIN, JACK

NBC. The O'Neills.

RUSSELL, JANET

CBS. Second Mrs. Burton, Lux Radio Theatre, Junior Miss, Dr. Christian.

RUSSELL, RUTH

NBC. Just Plain Bill.

— S —

SALE, VIRGINIA

Those We Love, Lux Radio Theatre CBS, Chase and Sanborn Program NBC, Silver Theater CBS.

SANDERSON, JULIA

CBS. Crumit and Sanderson.

SANFORD, FLORENCE

WGY, Schenectady, N. Y. Stars of Tomorrow.

SARGENT, NANNETTE

Ma Perkins CBS-NBC, Road of Life CBS-NBC, That Brewster Boy CBS-NBC, Lonely Women NBC.

SAUK, CHET

Blue. Lum and Abner.

SAXTON, DONNIE

WMBO, Auburn, N. Y.

SAXTON, MARGIE

WMBO, Auburn, N. Y.

SCHNABEL, STEFAN

Story of Mary Marlin, CBS-NBC, Against the Storm NBC, Portia Faces Life NBC.

SCHROEDER, WALTER

WHBF, Rock Island, Ill. Starlet Theatre.

SCOTT, DOROTHY

Silver Theatre CBS, Big Town CBS, Maxwell House Coffee Time NBC, Cavalcade of America NBC.

SCOTT, FRANCES

WABC, New York, N. Y. It Takes a Woman.

SCRIBNER, JIMMIE

MBS. The Johnson Family.

SCULLY, FRANCES

Blue. Speaking of Glamour.

SEITZ, WALLY

Road of Life CBS-NBC, Right to Happiness NBC, Guiding Light NBC.

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RADIO ARTISTS

SELBY, SARAH

Blue. Homicide O'Kane.

SEYMOUR, ANN

CBS-NBC. Story of Mary Martin.

SHARPE, LESTER

Lux Radio Theatre CBS, Big Town CBS, Dr. Christian CBS, Remarkable Miss Tuttle NBC.

SHEA, JOAN

Against the Storm NBC, Aldrich Family NBC, Kate Smith Hour CBS, Big Sister CBS.

SHEEHAN, TESS

Young Dr. Malone CBS-NBC, Woman of Courage CBS.

SHELLEY, BILL

NBC. Front Page Farrell.

SHELTON, GEORGE

WOR, New York, N. Y. It Pays To Be Ignorant.

SHERIDAN, NANCY

Philip Morris Playhouse CBS, Amanda of Honeymoon Hill CBS-Blue, Lorenzo Jones NBC.

SHERWOOD, MILLARD

CBS. Melody Ranch.

SHELDS, HELEN

Kate Smith Hour CBS, Gangbusters Blue, Mr. District Attorney NBC, The O'Neills CBS-NBC.

SHIPP, MARY

Manhattan at Midnight Blue, We the People CBS, Cavalcade of America NBC.

SHOBAKEN, RUDIE

KASA, Elk City, Okla. Mythical Ballroom.

SHOCKLEY, MARIAN

NBC. Adventures of Ellery Queen.

SHOEMAKER, MRS. J. W.

WOAV, Vincennes, Ind. The Master Mind.

SHRINER, HERB

CBS. Comedy Caravan.

SIMMS, GINNY

CBS. Johnny Presents Ginny Simms.

SINGLETON, PENNY

CBS. Blondie.

SKARSTEDT, VANCE

KLX, Oakland, Calif. Star Shadow.

SKELTON, RED

NBC. Red Skelton & Company

SKULNICK, MENASHUA

NBC. Abie's Irish Rose.

SLATER, TOM

MBS. This Is Fort Dix, The Better Half.

SMILEY, RALPH

Columbia Workshop CBS, March of Time NBC, Cavalcade of America NBC.

SMITH, BETTY RUTH

Lone Journey CBS-NBC, Doctors at Work CBS.

SMITH, HOWARD

March of Time NBC, Cavalcade of America NBC, Mr. District Attorney NBC, Gangbusters Blue, Crime Doctor CBS.

SMITH, KATE

CBS. Kate Smith Hour, Kate Smith Speaks.

SMITH, SIDNEY

NBC. Light of the World.

SMOLEN, TOMMY HUGHES

Blue. Little Blue Playhouse.

SMOLEN, VIVIAN

Stella Dallas NBC, Gangbusters Blue, David Harum CBS-NBC, Little Blue Playhouse Blue.

SONDEGAARD, HESTER

Against the Storm NBC, Valiant Lady CBS-NBC, 26 By Corwin CBS.

SOEKL, GEORGE

CBS. Big Town, Arkansas Traveller, Melody Ranch.

SORIN, LOUIS

Cisco Kid WOR, This Is Our Enemy MBS, Manhattan at Midnight CBS, Radio Reader's Digest CBS, We the People CBS, The Goldbergs CBS.

SOTHERN, JEAN

NBC. Pepper Young's Family.

SOUBIER, CLIFF

CBS-NBC. Lone Journey.

SOULE, OLAN

NBC. Bachelor's Children.

SPAETH, DR. SIGMUND

Blue. Metropolitan Opera.

SPALDING, ALBERT

CBS. Pause That Refreshes on the Air.

SPRAGUE, VER LYNN

WAIT, Chicago, Ill. Soldiers in the Kitchen.

STANG, ARNOLD

The Goldbergs CBS, Johnny Presents NBC, Meet Mr. Meek CBS.

STEVENS, JULIE

Kitty Foyle CBS, Stories America Loves CBS, Abie's Irish Rose NBC, Grand Central Station NBC.

STEVENS, NAOMI

NBC. One Man's Family.

STEWART, ALLEN

WJZ, New York, N. Y. The Blue Bandstand.

STEWART, DIXON

WFBC, Greenville, S. C. Hi Neighbor.

STOKES, ERNEST

WGTM, Wilson N. C. Mustard & Gravy.

STONE, ANNE

Second Mrs. Burton CBS, Seal-test-Rudy Vallee Program NBC, Point Sublime NBC, I Love a Mystery Blue.

STOKEY, CHARLES

CBS. Columbia's Country Journal.

STOOPNAGLE, COL. LEMUEL Q.

Blue. The Lion's Roar.

STOUT, REX

CBS. Our Secret Weapon.

STRATTON, CHESER

Against the Storm NBC, The O'Neills CBS-NBC, Hap Harrigan Blue, Light of the World NBC.

STUDEBAKER, HUGH

Blue-MBS. Captain Midnight.

STYLES, HAL

KFWB, Los Angeles, Calif. Facing Facts.

SUBER, RAY

Ma Perkins NBC, Hot Copy Blue.

• • •

RADIO ARTISTS

• • •

SUMMERS, HOPE

Woman in White CBS, Guiding Light NBC, Road of Life CBS-NBC, Right to Happiness NBC, Ma Perkins CBS-NBC.

SWENSON, KARL

NBC. Lorenzo Jones, Cavalcade of America.

SWEET, MARION

NBC. Lincoln Highway.

— T —

TALLEY, JACKIE

WFBL, Syracuse, N. Y. Women's Page.

TANSEY, JIMMY

NBC. The O'Neills.

TANSWELL, BERTRAM

Commandos CBS, Stage-Door Canteen CBS, Second Husband CBS, Grand Central Station NBC, Young Dr. Malone CBS, Great Plays NBC.

TAYLOR, DEEMS

America Preferred MBS, N. Y. Symphony CBS, Family Hour CBS.

TAYLOR, ELEANOR

One Man's Family NBC, I Love a Mystery Blue, Screen Guild Theatre CBS, Sealtest-Rudy Vallee Program NBC.

TAYLOR, REESE

Road of Life CBS-NBC, Woman in White CBS, Backstage Wife NBC, Right to Happiness NBC, Romance of Helen Trent CBS.

TEDROW, IRENE

CBS. Dr. Christian, Second Mrs. Burton, Big Town.

TEMPLE, SHIRLEY

CBS. Junior Miss.

TERRISS, TOM

NBC. Vagabond Adventurer.

TETLEY, WALTER

The Great Gildersleeve NBC, Burns and Allen CBS.

THATCHER, LEORA

Story of Mary Marlin CBS-NBC, When a Girl Marries NBC, Right to Happiness NBC.

THOMAS, ANN

Easy Aces CBS-Blue, Meet Mr. Meek CBS, Abie's Irish Rose NBC, Bess Johnson NBC.

THOMAS, DANNY

Blue. Danny Thomas Show.

THOMAS, ED

WBAX, Wilkes-Barre, Pa. Radio Poet.

THOMAS, JOHN

Stella Dallas NBC, Valiant Lady CBS-NBC, Manhattan at Midnight Blue.

THOMPSON, BILL

NBC. Fibber McGee and Molly.

THORNTON, WILLIAM

The Goldbergs CBS, Mr. District Attorney NBC, Easy Aces CBS-Blue, Young Dr. Malone CBS-NBC.

THORSON, RUSSELL

Story of Mary Marlin CBS-NBC, Tom Mix Blue.

TIERS, VAN DYKE

Blue. Quiz Kids.

TOBIN, ANN

CBS. Lux Radio Theatre, Screen Guild Theatre, Silver Theatre.

TOBIN, LU

KGO, San Francisco, Calif. Charlie Harper, Alias John Freedom.

TOKAR, NORMAN

NBC. Aldrich Family.

TOWNE, CLEVELAND

Uncle Walter's Doghouse NBC, Authors' Playhouse NBC, Jack Armstrong MBS-Blue, Romance of Helen Trent CBS, Lone Journey CBS-NBC.

TREMAYNE, LES

CBS-MBS. First Nighter.

TRINLER, MIMI

WDOD, Chattanooga, Tenn. Pickett's Style Show of the Air.

TUTTLE, LURENE

The Great Gildersleeve NBC, Dr. Christian CBS.

TULLY, TOM

We the People CBS, Death Valley Days CBS, Manhattan at Midnight Blue, Mr. District Attorney NBC.

TYLER, BETTY JANE

We Love and Learn CBS, Dr. Christian CBS, The O'Neills CBS-NBC, Lincoln Highway NBC.

— U —

UNGER, STELLA

Blue. Your Hollywood News-girl.

UTTAL, FRED

Blue. Army Navy Game.

— V —

VAGUE, VERA

NBC. Bob Hope Show.

VAIL, MYRT

CBS.

VALENTINE, GRACE

NBC. Stella Dallas.

VALENTY, LILI

NBC. Story of Mary Marlin.

VALENZUELA, JESUS

KTMS, Santa Barbara, Calif. Hour of the Artists.

VALLE, FELIX

CBS. Lux Radio Theatre.

VALLEE, RUDY

NBC. Sealtest-Rudy Vallee Program.

VANDER PYL, JEAN

Cavalcade of America NBC, Screen Theatre CBS, Big Town CBS, Aldrich Family NBC.

VAN DOREN, MARK

CBS. Invitation to Learning.

VAN DYK, JAMES

Death Valley Days CBS, Prudential Family Hour CBS, Mr. District Attorney NBC.

VAN PATTAN, DICKIE

Manhattan at Midnight Blue, We the People CBS, Portia Faces Life NBC, David Harum CBS-NBC.

RADIO ARTISTS

VAN ROOTEN, LUIS

MBS. Adventures of Bulldog Drummond.

VAN TULL, HELLEN MARR

Lone Journey CBS-NBC, Right to Happiness NBC.

VAUGHAN, BERYL

Ma Perkins CBS-NBC, Uncle Walter's Doghouse NBC, Romance of Helen Trent CBS.

VOLA, VICKI

NBC. Mr. District Attorney.

VIGRAN, HERBERT

Those We Love CBS, Second Mrs. Burton CBS, Dr. Christian CBS, Dear John CBS-Blue.

VONN, VYOLA

Maxwell House Coffee Time NBC, Silver Theatre CBS, Big Town CBS.

— W —

WALDMAN, HERMAN

CBS, Lux Radio Theatre, Big Town, Second Mrs. Burton, Those We Love.

WALKER, BENNY

NBC, Tillamook Kitchen.

WALL, LUCILE

NBC. Lorenzo Jones.

WALLINGTON, JIMMY

CBS. Texaco Star Theatre

WALSH, JOHN J.

NBC. Backstage Wife.

WANN, PAUL

WDOD, Chattanooga, Tenn.

WARD, COLLEEN

Lorenzo Jones NBC, Manhattan at Midnight Blue, Big Town CBS.

WARD, GEORGE

Second Husband CBS-Blue, Just Plain Bill NBC-Blue, David Harum CBS-NBC.

WARE, MARY LOUISE

KFJZ, Fort Worth, Texas. Women's Page of the Air.

WARING, FRED

CBS. Chesterfield Presents Fred Waring in Pleasure Time.

WARNER, GERTRUDE

NBC. Light of the World.

WARREN, ELMER

WBT, Charlotte, N. C. The Briarhoppers, Dixie Farm Club, Dixie CBS Net Jamboree.

WATERS, BILL

WHEB, Portsmouth, N. H. Smilin' Bill Waters.

WATSON, DUKE

Stepmother CBS, Ma Perkins CBS-NBC, Knickerbocker Playhouse NBC.

WEBBER, KARL

Lone Journey CBS-NBC, Woman in White CBS, Romance of Helen Trent CBS, Guiding Light NBC, Road of Life NBC, Captain Midnight MBS-Blue.

WEBSTER, CHARLES

NBC. Right to Happiness.

WEBSTER, MARGARET

CBS. The Radio Reader.

WEIST, DWIGHT

March of Time NBC, Gangbusters Blue, Famous Jury Trials Blue.

WELLES, ORSON

CBS. Ceiling Unlimited, Hello Americans.

WELLS, BILL

WNEW, New York, N. Y. "Lazy" Bill Wells & His Gang.

WELLS, DICK

CBS-NBC. Ma Perkins.

WELLS, SARAJANE

Road of Life CBS-NBC, Guiding Light NBC, Right to Happiness NBC, Jack Armstrong MBS-Blue.

WENTWORTH, MARTHA

Blue. Red Ryder.

WEST, JANE

NBC. The O'Neills.

WHITMAN, STANLEY

Blue. Scramble.

WESTCOTT, HELEN

CBS. Dr. Christian, Those We Love.

WHITE, WALTER, JR.

Lux Radio Theatre CBS, Dear John CBS-Blue, Silver Theatre CBS.

WHITED, NORFLEY

WDNC, Durham, N. C. Southern Plantation.

WIDMARK, DICK

NBC. Front Page Farrell.

WIDMER, HARRIETTE

NBC. Lonely Women.

WILEY, FLETCHER

CBS. Talks.

WILLARD, HOWARD

Major Hoople Blue, Dr. Christian CBS, Blondie CBS, Big Town CBS.

WILLIAMS, FLORENCE

MBS-NBC. Front Page Farrell.

WILLIAMS, MARGARET

KLX, Oakland, Calif. Hospitality House Show.

WILLIAMS, RICHARD

Blue. Quiz Kids.

WILLIAMS, RHODA ELAINE

Dr. Christian CBS, Blondie CBS, Kraft Music Hall NBC, Chase and Sanborn Program NBC.

WILLIAMS, TOM

CBS. The Garden Gate.

WILLIS, PATTI

Uncle Walter's Doghouse NBC, Story of Mary Marlin CBS-NBC, Arnold Grimm's Daughter NBC.

WILLS, JOE

KFJZ, Fort Worth, Tex. 5:30 Whistle.

WILSON, CLAIRE

WOR, New York, N. Y. Claire Wilson Reports.

• • • **RADIO ARTISTS** • • •

WILSON, ED

KWK, St. Louis, Mo. MJB Show.

WILSON, ETHEL

Second Husband CBS-Blue.
David Harum CBS-NBC, Young Dr. Malone CBS-NBC.

WINCHELL, WALTER

Blue. Jergens Journal with Walter Winchell.

WINCHOLL, JOHN

Blue. Musical Steelmakers.

WINKLER, BETTY

NBC. The O'Neills.

WOLFE, WINIFRED

NBC. One Man's Family.

WOOD, HELEN

CBS. Those We Love.

WOODS, DONALD

CBS. Those We Love.

WOODS, LESLEY

MBS. Adventures of Bulldog Drummond.

WOODWARD, FRANCES

CBS. Lux Radio Theatre.

WORTH, BETTY

We Love and Learn CBS, Famous Jury Trials Blue, The Man I Married CBS.

WRAGGE, BETTY

Pepper Young's Family CBS-NBC, Manhattan at Midnight Blue, Aldrich Family NBC, Gangbusters Blue.

WYBRANTS, KATHLEEN

WDAE, Tampa Fla. Kathleen Calling, Pardo's Market.

YOURMAN, ALICE

Bright Horizon CBS, The Man I Married CBS, Bess Johnson NBC, Young Dr. Malone CBS-NBC.

— Z —

ZARLEY, LOIS

CBS-NBC. Road of Life.

ZERBE, LAWSON

Pepper Young's Family NBC, Scramble Blue.

ZINKE, PEGGY

Aldrich Family NBC, Death Valley Days CBS, Aunt Jenny's Real Life Stories CBS, Big Town CBS, Big Sister CBS.

ZOLLER, JACK

Silver Theatre CBS, I Love a Mystery Blue, Dr. Christian CBS, Lum and Abner Blue.

ZOMAR, KARL

WKRC, Cincinnati, Ohio. Zomar's Scrapbook.

— Y —

YANOFSKY, MARIE

WHP, Harrisburg, Pa. Women at War.

YOUNG, ARTHUR, JR.

NBC. Right to Happiness.

YOUNG, CARLETON

NBC. The O'Neills, Story of Mary Marlin, Adventures of Ellery Queen.

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- ALFORD, ELIZABETH**
KEMD, Shreveport, La.
- ANDERSON, BETTY**
CFOS, Owen Sound, Ont.
- ANDERSON, CHESTER**
WAPO, Chattanooga, Tenn.
Kentucky Sweethearts.
- ANDREWS, AMY ANN**
KTUL, Tulsa, Okla. Some-
thing Old, Smething New.

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Network Guest Spots.

- "ANITA" (KURT)**
Tommy Riggs NBC, Lu Bring
Orchestra Blue.
- ANTOINE, JOSEPHINE**
NBC, Contented Hour.
- ARCHER, GENE**
WRC, Washington, D. C. Gene
Archer Entertainers.
- ARRIS, DON**
MBS-WOR, New York, N. Y.
Tropical Serenade.
- ASTON, BUZZ**
KDKA, Pittsburgh, Pa. Bernie
Presents, Buzz and Bill.
- AUTRY, GENE**
CBS, Melody Ranch. Sergeant
Gene Autry.
- AYERS, MARLENE**
KOY, Phoenix, Ariz.

— B —

- BABBITT, HARRY**
NBC, Kay Kyser's College of
Musical Knowledge.
- BAGGIORE, ATTILIO**
MBS, Chicago Theatre of the
Air.
- BAILEY, MILDRED**
CBS, Time Out for Laughs
with Lou Holtz.
- BAKER, DICK**
WLS, Chicago, Ill., WIND,
Gary, Ind.
- BAKER, GENE**
Blue, Song of a Dreamer.
- BAKER, JACK**
Blue, Club Matinee, Wilson
Milk Show.

BAKER, JERRY

WMCA, New York, N. Y.

- BAKER, KENNY**
CBS, Texaco Star Theatre.
- BARCLAY, MARILYN**
WBBF, Rock Island, Ill. Re-
flections.

- BARRES, FAYE**
WQAM, Miami, Fla. Echoes
from the Hills.
- BARTON, VERA**
CBS.
- BATES, LULU**
Blue, Those Good Old Days.
- BAUER, ELAINE**
WCKY, Cincinnati, Ohio. Din-
ner Celebrities, Pan Americans.

BEASLEY, IRENE

Ivory Flakes Program CBS-
NBC, What's Cookin' CBS-
NBC, Savarin Coffee ETS,
Connecticut Bus Co. ETS, Tote
Your Own ETS.

- BERNERT, NACE**
Blue, African Trek.
- BERQUIST, ANTOINETTE**
KGO, San Francisco, Calif.
The Great Melody.
- BOGGS, GLENN PERRY**
WTAR, Norfolk, Va. Betty
the Girl Friend.
- BOSWELL, CONNEE**
CBS, Camel Caravan.
- BOURQUE, ALINE**
CHLT, Sherbrooke, Que. Songs
by Aline.
- BOYETTE, ANDY**
WQAM, Miami, Fla. Echoes
from the Hills.
- BRADLEY, CURLEY**
Blue, Club Matinee.

BREDESEN, PAUL
KGFV, Kearney, Nebr. Gospel
Reveille.

BRIAN SISTERS

Blue.

BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa. Tap
Time, Bernie Presents.

BROWN, GEORGE
CJOC, Lethbridge, Alberta.

BRUCE, CAROL
CBS, Al Jolson Show.

BRUN, HAROLD
CFOS, Owen Sound, Ont.

BUNN, OLLIE
WGTM, Wilson, N. C. The
Bunn Brothers.

BUNN, ROBERT
WGTM, Wilson, N. C. The
Bunn Brothers.

BURKE, PAT
WCKY, Cincinnati, Ohio. Din-
ner Celebrities.

BURNETT, CHESTER
WMAZ, Macon, Ga. Friendly
Voice.

BUSH, DON
WOWO, Fort Wayne, Ind.

BUSH, HELEN
WOWO, WGL, Fort Wayne,
Ind.

— C —

- CAESAR, IRVING**
MBS, Irving Caesar's Safety
Songs.
- CAMPBELL, CECIL**
WBT, Charlotte, N. C. Avalon
Time, Dixie CBS Net Jamboree,
The Briarhoppers.

CANTOR, EDDIE

NBC, Time to Smile.

CAREY, STANLEY
WGNV, Newburgh, N. Y. Song
Evangelist.

CARLSON, HOWARD
WIBC, Indianapolis, Ind.
Hymn-time, Friendly House.

CARPENTER, BERT
KSUB, Cedar City, Utah.
Familiar Melodies.

CARROLL, NORM
WOWO, WGL, Port Wayne,
Ind.

CARSON, JACK
WSOY, Decatur, Ill. Smilin'
Jack Carson.

CASEY, CLAUDE
WBT, Charlotte, N. C. The
Briarhoppers, Avalon Time,
Dixie Farm Club, Dixie CBS
Net Jamboree.

CASEY, RUTH
WEEL, Boston, Mass. Youth
on Parade.

CASH, JIMMY
CBS, Burns & Allen.

CASSEL, PETE
WAPO, Chattanooga, Tenn.

CASSEL, WALTER

CBS, Keep Working, Keep
Singing America.

CHAMBERLAIN, CHARLES
CFCY, Charlottetown, P. E. I.

CHASE, LARRY
Blue, Breakfast Club, Club
Matinee.

CLAIRE, MARION
MBS, Chicago Theatre of the
Air.

CLARE, TED
Blue, Breakfast Club, Club
Matinee, Danny Thomas Show.

COLBERT, REGINA
Blue, Musical Steel-makers.

COLOMARIO, VICKI
WGY, Schenectady, N. Y. De-
sign for Dancing.

• • • **VOCALISTS** • • •

CONLEY, EUGENE

MBS. Chicago Theatre of the Air.

CONNOR, NADIN E

CBS. The New Old Gold Show.

COOK, ROBIN

KRGV, Weslaco, Texas.

CORWIN, MARY RUTH

WBT, Charlotte, N. C. Avalon Time.

COTE, GERMAINE

CBV, Quebec, Can.

COURTNEY, DIANE

The Three R's WJZ-Blue, Milton Berle-Campbell Program CBS.

COURY, ROSELLE

WCOU, Lewiston, Me. Songs by Roselle Coury.

COWLING, SAM T.

Blue, Breakfast Club, Club Matinee.

CROOKS, RICHARD

NBC. Voice of Firestone.

CROSBY, BILL

WKNY, Kingston, N. Y.

CROSBY, BING

NBC. Kraft Music Hall.

CRUMPLER, DENVER

WBT, Charlotte, N. C. Vick's on the Air. Twilight in Dixie. Sunday Farm Club, CBS Dixie Net Jamboree.

— **D** —

DALTON, IRENE

KGB, San Diego, Calif.

DALTON, JACK

WBZ-WBZA, Boston & Springfield, Mass.

DAVIS, JANETTE

NBC. Songs My Brother Taught Me, Whatcha Know Joe, Roy Shields & Co. Revue.

DAY, DENNIS

NBC. Grape Nuts Show.

DELLA CHIESA, VIVIAN

American Melody Hour CBS, American Album of Familiar Music NBC, American Opera Festival MBS.

DELLER, JEANNETTE

WIBX, Utica, N. Y. Milady Meanders.

DENNIS, CLARK

Blue, Duffy's.

DICKINSON, JEAN

NBC. American Album of Familiar Music.

DOUGLAS, RUTH

WLAC, Nashville, Tenn.

DOWD, MICHAEL

WKY, Oklahoma City, Okla.

Moods in Melody, Ivory and Velvet.

DOWNEY, MORTON

Blue. Songs by Morton Downey.

DRAGONETTE, JESSICA

CBS. Saturday Night Serenade.

DRISCOLL, MARILYN

KTBC. Shreveport, La. Marilyn Driscoll Sings.

DURDEN, JANE

WAIR, Winston-Salem, N. C.

DUTIEL, ULDENE

WPAY, Portsmouth, Ohio.

— **E** —

EBERLE, RAY

CBS. Glenn Miller and His Orchestra.

EDDY, NELSON

CBS. The New Old Gold Show.

EDMONSON, WILLIAM

Blue. Southernaires.

EDWARDS, JOAN

CBS. Your Hit Parade.

ELLIOTT, BILL

WEEL, Boston, Mass. Song Shop.



**DINAH
SHORE**

"DINAH SHORE IN PERSON"

BLUE NETWORK

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My deepest appreciation to
THE RADIO EDITORS of AMERICA
for their kindness to me

•
My greatest gratitude to
BRISTOL-MYERS
and
EDDIE CANTOR
without whom the editors would
not have known me.

• • • **VOCALISTS** • • •

ELLIOTT, LORRAINE
Blue.

ELLIS, "SHORTY"
WBTA, Batavia, N. Y. Sunset Trail.

ERWIN, TRUDY
NBC. Kay Kyser's College of Musical Knowledge.

EVANS, DALE
NBC. Chase & Sanborn Program.

EVANS, SARA
WDEJ, Roanoke, Va.

EVANS, WILBUR
Blue. Stars from the Blue.

— F —

FAGAN, JEAN
WSPD, Toledo, Ohio. Yours.

FANNING, EDGAR
CFOS, Owen Sound, Ont.

FARRELL, EILEEN
CBS. Columbia Concert Orchestra.

FARRELL, WILLIAM
WGY, Schenectady, N. Y. Yankee Doodlers.

FERN, JAMES
WDAF, Kansas City, Mo.

FIELDS, GRACIE
Blue. Gracie Fields Program.

FIFE, BEVERLY
CJOR, Vancouver, B. C.

FOGARTY, CHARLES
WJWC, Hammond, Ind.

FORREST, FRANK
MBS. Double or Nothing.

FORREST, AVIS LaVERNE
WMAN, Mansfield, Ohio. Little Miss Silvercrest.

FRANK, OSCAR
KHUB, Watsonville, Calif. Frank and Cullen.

FROHMAN, JANE
CBS. Texaco Star Theatre Summer Show.

— G —

GANTTER, RAY
WFBL, Syracuse, N. Y. Syracuse Voices.

GAUTHEIR, CHARLOTTE
CHLT, Sherbrooke, Que. The Dream Girl.

GAYLE, AL
KFI-KECA, Los Angeles, Calif.

GAYLEN, GUY
KOMA, Oklahoma City, Okla.

GAYLORD, CHET
WBZ-WBZA, Boston & Springfield, Mass.

GENTRY, FRED
WFBC, Greenville, S. C. Gospel Hymns.

GIBBS, GEORGIA
CBS. Comedy Caravan.

GILBERT, DICK
WHN, New York, N. Y. Dick Gilbert Presents.

GILBERT, ETHEL
Blue. Those Good Old Days.

GILBERT, MRS. EUGENE
KFPW, Fort Smith, Ark.

GRAHAM, HERBERT
WCBI, Columbus, Miss. Sweethearts of the Air.

GRAHAM, LOUISE
WAIM, Anderson, S. C.

GRAHAM, ROSS
NBC. Cities Service Concert.

GRAHAM, WILLADEEN
WCBI, Columbus, Miss. Sweethearts of the Air.

GRANT, ROY "WHITEY"
WBT, Charlotte, N. C. The Briarhoppers, Dixie CBS Net Jamboree.

GRANT, ROY
Blue. Club Matinee.

GRASHEL, BILL
WPAY, Portsmouth, Ohio.

GRAY, MAXINE
MBS. California Melodies.

GRAY, TED
CJOR, Vancouver, B. C.

GREEN, DORIS
KTHS, Hot Springs, Ark.



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Canada for voting me

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NEW YORK HOLLYWOOD

• • • **VOCALISTS** • • •

GREENE, MARIE

NBC. Your All-Time Hit Parade, Everything Goes.

— H —

HAEFNER, "ANGIE"

KYSM, Mankato, Minn. Mid-Day-Merry-Go-Round.

HAINES, CONNIE

Abbott and Costello NBC. Kid with a Stick, Blue, Your Blind Date Blue, Willson-Nesbitt Summer Program NBC.

HALEY, BILL

WIBC, Indianapolis, Ind. Sunshine Special, WIBC Jamboree.

HALEY, PAT

KDKA, Pittsburgh, Pa. Tech Triplets.

HAND, VIRGINIA

WHEC, Rochester, N. Y.

HARTMAN, BETTY

WGY, Schenectady, N. Y. Electric City Almanac.

HAYES, CLANCY

KGO, San Francisco, Calif. Clancy Calling, Sonia's Party.

HAYMES, DICK

NBC. Tommy Dorsey Show.

HIGUERA, FRANK

WOLS, Florence, S. C. Wings Over Carolina.

HILL, FRED

CJOR, Vancouver, B. C.

HILLIARD, HARRIET

NBC. Red Skelton & Company.

HODGES, JANE

WMAN, Mansfield, Ohio. In the Modern Manner by Jane.

HOLM, FLOYD

Blue. Breakfast Club, Club Matinee, Danny Thomas Show.

HON, DARREL

KFPW, Port Smith, Ark.

HOOKER, BOBBY

NBC. Olivio Santoro.

HOUSTON, JOSEPHINE

Blue. Stars From the Blue.

HOWARD, JIM

WHLN, Harlan, Ky. Blind Jim's Gospel Songs.

HOWARD, SHIRLEY

WCBI, Columbus, Miss. Shirley Howard Presents.

HUNTER, JACK

WIP, Philadelphia, Pa. Melody Matinee.

HUNTER, PETE

KHMO, Hannibal Mo. Pete Hunter and His Guitar.

HUNTLEY, BETTY

WGY, Schenectady, N. Y.

HURLBERT, GLEN

KGO, San Francisco, Calif. It's Glen Again, KGO Calling, Search for a Genius.

HUTTON, MARION

CBS. Glenn Miller and His Orchestra.

HYLES, ARNOLD

WBT, Charlotte, N. C. Vick's on the Air. Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

HYLES, VERNON

WBT, Charlotte, N. C. Vick's on the Air. Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

HYLON, BILLY

WMAN, Mansfield, Ohio. Songs by Billy Hylon.

— I —

IVERS, KAY

WBZ-WBZA, Boston & Springfield, Mass.

IVES, BURL

CBS. God's Country.

— J —

JACKSON, MYRTLE

WIND, Gary, Ind.



Mr. Jimmy Dorsey
Hotel Pennsylvania
New York, N. Y.

Dear Jimmy,

Please accept my sincere thanks for your excellent schooling, assistance and promotion during the four years I was with your organization.

My very best always,

Gratefully,

Helen O'Connell

Personal Mgt.
Bill Burton
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• • • **VOCALISTS** • • •

JAMES, JOSEPH

KGO, San Francisco, Calif.

JENSEN, ELIZABETH

WAIR, Winston-Salem, N. C.
Out of the Dusk.

JESKE, FRED L.

WSYR, Syracuse, N. Y. Time-keeper, Dinner Bell Program.

JOHNSON, CURTIS

KYSM, Mankato, Minn.

JOHNSTON, JOHNNIE

Blue.

JORDAN, JOHN

Blue. Club Matinee.

JUDGE, RALPH

CHAB, Moose Jaw, Sask. On Wings of Song.

— K —

KAY, BEATRICE

CBS. Gay Nineties Revue.

KAY, RAMONA

KMO, Tacoma, Wash. Melody the Kay Way.

KENNEDY, SHIRLEY JEAN

WHBF, Rock Island, Ill. Starlet Theatre.

KIRKHAM, JOE

KOYL, Salt Lake City, Utah.
Music by Ray Mace.

KLINE, HAROLD

WJAG, Norfolk, Nebr.

KNIGHT, EVELYN

WRC, Washington, D. C. String-time.

KREIE, MARY

WSOY, Decatur, Ill. There's Always Time for Music.

— L —

LABBE, GILBERTE

CHLT, Sherbrooke, Que. Songs by Gilberte.

LANE, DAVE

CBS.

LANGFORD, FRANCES

NBC. Bob Hope Show.

LA RAE, VIRGINIA

WOAI, San Antonio, Texas.

LARSEN, MURIEL

WRJN, Racine, Wis.

LAWSON, KATHRYN

WAIM, Anderson, S. C.

LAYNE, ZELLA

KGO, San Francisco, Calif.
Santa Claus Time, Meyenberg Milk Program.

LEE, TEX

KFJZ, Fort Worth, Texas.

LEGATE, RUPERT

CFOS, Owen Sound, Ont.

LeTOURNEAU, PAUL

CBV, Quebec, Can.

LEVERETTE, WALTER

WBT, Charlotte, N. C. Vick's on the Air, Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

LEWS, HERB

WBZ-WBZA, Boston & Springfield, Mass.

LEWIS, WALTER

WTNJ, Trenton, N. J. Concert Echoes.

LINDSTROM, ED

Blue. African Trek.

LORRAINE, KAY

NBC-Blue.

LOVERIDGE, MARIAN

NBC. Olivio Santoro.

LUNCH, JUANITA

WAPO, Chattanooga, Tenn. Kentucky Sweethearts.

LYNN, EVELYN

KVOO, Tulsa, Okla.

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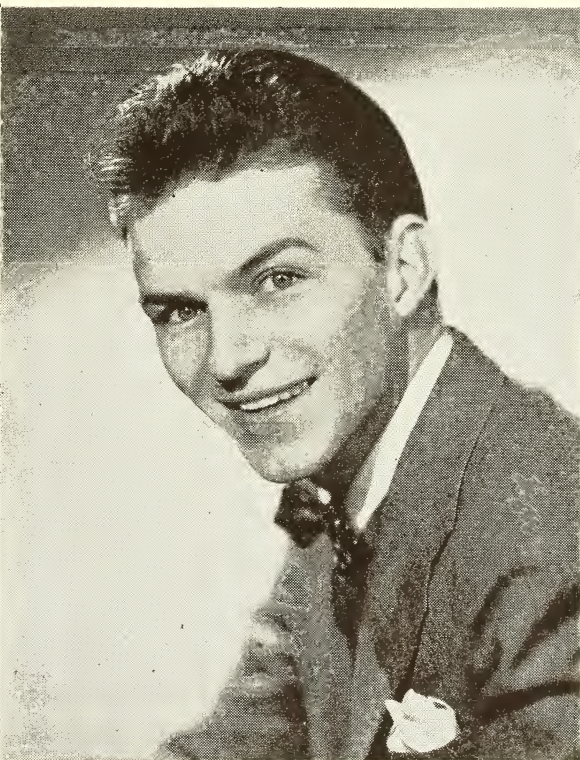
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• • •

VOCALISTS

• • •

— M —

- MacGREGOR, EVELYN**
NBC, Waltz Time.
- MacMANUS, MARION**
NBC, Manhattan Merry - Go-Round.
- MAHR, BEVERLY**
NBC, Paul Laval Presents.
- MANN, MARION**
Blue, Breakfast Club, Club Matinee.
- MANNERS, LUCILLE**
NBC, Cities Service Concert.
- MANNING, ROBERT**
KERN, Bakersfield, Calif. Nevada Slim.
- MANSFIELD, ANDY**
Blue, Andy and Virginia.
- MANSFIELD, VIRGINIA**
Blue, Andy and Virginia.
- MARGOLAIN, SHIRLEY**
CJLS, Yarmouth, Can. Song Recital.
- MARTIN, NANCY**
Blue, Club Matinee, Breakfast Club.
- MASON, SULLY**
NBC, Kay Kyser's College of Musical Knowledge.
- MATTHEWS, LOUISE**
KOMA, Oklahoma City, Okla.

- McBETH, BERNICE**
CJCA, Edmonton, Alberta. Bernice McBeth Sings.
- McCULLOUGH, ANNETTE**
WGY, Schenectady, N. Y. Your Neighbor.
- MERCER, MARY ANN**
NBC, Uncle Walt's Doghouse.
- MEREDITH, LYNN**
WFBL, Syracuse, N. Y. Musical Clock.

MERRY MACS

Network Guest Spots.

- MILLER, FREDDIE**
WTRY, Troy, N. Y. Time-keeper.
- MILLER, WILLIAM**
NBC, Contented Hour.

MONROE, LUCY

NBC.

- MORRIS, IRENE**
WPAY, Portsmouth, Ohio.
- MORRISON, JEAN**
KEX-KGW, Portland, Ore. Personality Hour.
- MOYLAN SISTERS**
Blue.
- MUNN, FRANK**
NBC, Album of Familiar Music, Waltz Time.

— N —

- NASH, BETTY**
Blue, Breakfast Club, Club Matinee, Danny Thomas Show.
- NEHER, JOHN**
NBC, Hymns of All Churches, National Barn Dance.
- NEWCOMER, EILEEN**
WWVA, Wheeling W. Va. Harmony Singer, Newcomer Twins.
- NEWCOMER, MAXINE**
WWVA, Wheeling W. Va. Harmony Singer, Newcomer Twins.
- NEWMAN, BILLIE ANNE**
WBT, Charlotte, N. C. Sunday Farm Club, CBS Dixie Net Jamboree.
- NOLAN, JIM**
KEX-KGW, Portland, Ore. Personality Hour, America Sings.
- NORMAN, NANCY**
Sammy Wayne's Sunday Serenade NBC, Old Gold Show CBS.
- NUGENT, HELEN**
WKRC, Cincinnati, Ohio. Just for You.
- NYLAND, RALPH**
Blue, Breakfast Club, Club Matinee.

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VOCALISTS

• • •

— O —

- O'BRENOVICH, HELEN**
 WWVA, Wheeling, W. Va.
 Harmony Singers, Smile Sisters.
- O'BRENOVICH, ROSE**
 WWVA, Wheeling, W. Va.
 Harmony Singers, Smile Sisters.
- O'CONNELL, ALICE**
 KTUL, Tulsa, Okla. Alice
 O'Connell Sings.

O'CONNELL, HELEN
 Blue. Basin Street Chamber
 Music Society.

- O'DELL, DOYLE**
 WTIC, Hartford, Conn.
- ODOM, SPENCER**
 Blue. Southernares.
- O'HEREN, DICK**
 WHK-WCLE, Cleveland, Ohio.
- O'NEAL, ROBERT**
 Blue. Club Matinee.
- OWEN, BURNELLE**
 KTHS, Hot Springs, Ark.
- OWENS, JACK**
 Blue. Song Shop Romance.
- OWENS, TEX**
 WDAF, Kansas City, Mo.

— P —

- PALOS, FLORENTINA**
 WBBF, Rock Island, Ill. Re-
 flections.
- PARKER, FRANK**
 CBS.
- PEERCE, JAN**
 CBS. Great Moments in Music.
- PENNINGTON, PONZI**
 WBT, Charlotte, N. C. Vocals
 with Pennington.

PERRY, BILL
 CBS. Saturday night Serenade.

- PETERSON, CLIFF**
 Blue. Breakfast Club. Club
 Matinee, Danny Thomas Show.
- PETERS, LOWELL**
 Blue. Southernares.
- PICKENS, LILY**
 WQAM, Miami, Fla. Echoes
 from the Hills.
- PLAYFORD, BERNARDINE**
 KEVE, Everett, Wash.
- POLITI, MARY**
 CKOC, Hamilton, Ont. Songs
 in the Night.
- POWELL, DICK**
 NBC. Campagna Serenade.

- PRINCE, KATHRYN**
 WRR, Dallas, Texas. Highroad
 to Melody.
- PRITCHARD, DAVE**
 WRJN, Racine, Wis.

— R —

- RADOKOVITCH, GEO.**
 KHUB, Watsonville, Cal. Geo.
 Radokovitch in Song.
- RAMER, PERCY**
 CFOS, Owen Sound, Ont.
- RANN, BETTY**
 Blue. Chamber Music Society
 of Lower Basin Street.
- RAY, MARGY**
 KOYL, Salt Lake City, Utah.
 Music by Ray Mace.
- REED, PEGGY**
 WHKC, Columbus, Ohio. Songs
 Old and New.
- REEGAN, ALICE**
 WIP, Philadelphia, Pa. Lunch-
 eon Serenade.
- REESE, BOB**
 KOYL, Salt Lake City, Utah.
 Music by Mace.
- REYNOLDS, BRAD**
 Everything Goes NBC, Cresta
 Blanca Carnival MBS.

B. K.

Dear Friends:—

So long for a short while. Must report to the coast for my
 first picture.

Hope to be back East and on the radio soon.

*Air*ffectionately

Beatrice Kay

B. K.-M. Vallon, Radio City



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Management:
PAUL KAPP

LANNY ROSS



Comedy-Caravan

for

Camel Cigarettes

CBS



BILL PERRY

Tenor

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E.W.T. CBS

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WJZ

VOCALISTS

RHODES, BETTY

MBS. This Is the Hour.

RHODES, SYLVIA

WCKY, Cincinnati, Ohio. Dinner Celebrities, Sylvia.

**ROBERTSON,
"TEXAS JIM"**

Blue-WJZ, New York, N. Y.
Texas Jim Robertson Sings.

ROESE, RAY

WBNS, Columbus, Ohio. Hired Hands.

ROGERS, GINNY

WJWC, Hammond, Ind.

ROMA, JOE

WIP, Philadelphia, Pa. Luncheon Serenade.

ROPA, HOWARD

WOWO-WGL, Fort Wayne, Ind.

ROSS, LANNY

CBS, Campbell Program, Camel Caravan.

RUSSELL, ELIZABETH

KGO, San Francisco, Calif. Meyenberg Milk Program.

RUSSELL, HELEN

WFBL, Syracuse, N. Y. Favorite Harmonies.

RYAN, TOMMY

Sammy Kaye's Sunday Serenade NBC, Old Gold Show CBS.

RYDELL, RUTH

WIP, Philadelphia, Pa. Weekend Revue.

— S —

ST. GEORGE, ALINE

WEBC, Duluth, Minn. Treat the Crowd.

SANTORO, OLIVIO

NBC, Olivio Santoro.

SAXON, DON

WHN, New York, N. Y. Kitchen Kapers, Gloom Dodgers

SCHEIBE, CAL

B'ne, Breakfast Club, Club Matinee.

SCHMIDT, REINHOLD

NBC, Contented Hour.

SHAW, SONIA

KGO, San Francisco, Calif. Melodies for Milady, Clancy Calling, Sonia's Party.

SHEETS, ELOISE

KWFC, Hot Springs, Ark. Rainbow Refrains.

SHERMAN, LILLIAN

MBS-WHK-WCLE, Cleveland, Ohio. Mutual Goes Calling.

SHERWIN, MARGUERITE

KFPY, Spokane, Wash.

SHERWOOD, BOB

WFEM, Indianapolis, Ind. Songs for You.

SHORE, DINAH

Time to Smile NBC. Songs by Dinah Shore Blue.

SIMMS, GINNY

CBS, Ginny Simms Program.

SIMPSON, JIMMY

WAIM, Anderson, S. C.

SINATRA, FRANK

Your All-Time Hit Parade
NBC, Only Yesterday CBS.

SINGING MILLMEN

Blue. Musical Steelmakers.

SLICER, HERNDON

WDBJ, Roanoke, Va.

SMALL, MARY

CBS, Mary Small Show, Only Yesterday.



Kay Lorraine



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SMILEY, BETTE
WCAE, Pittsburgh, Pa. Melodies.

SMITH, BOYCE
Blue. Breakfast Club, Club Matinee.

SMITH, HOMER
Blue. Southernaires.

SMITH, FERN
KFPW, Fort Smith, Ark.

SMITH, KATE
CBS. Kate Smith Hour.

SNODGRASS, HOMER
Blue. Breakfast Club, Club Matinee.

SNYDER, ANNA MARIE
WKBH, La Crosse, Wisc.

SPEAKS, MARGARET
NBC. Voice of Firestone.

STAFFORD, JO
NBC. Tommy Dorsey Show.

STALLINGS, ELIZABETH
WGTM, Wilson, N. C. The Stallings Family.

STALLINGS, LAURELL
WGTM, Wilson, N. C. The Stallings Family.

STARRETT, LUCILLE
WHKC, Columbus, Ohio. Rythmets.

STEELE SISTERS
Blue. Musical Steelmakers.

STEPHENS, HAROLD
WLPM, Suffolk, Va. Melody Tenor.

STERCHEN, BETTY
WCSC, Charleston, S. C. Vick's Varieties.

STEVENSON, DOYLE
KGCX, Wolf Point, Mont.

STEWART, FRANKLYN
WCKY, Cincinnati, O. Franklyn Stewart Entertains.

STRACKE, AL
Blue. Breakfast Club, Club Matinee.

SUTTER, SMILEY
WWVA, Wheeling, W. Va.

SWAN, HOWARD
KPPC, Pasadena, Calif.

SWARTHOUT, GLADYS
CBS. Prudential Family Hour.

SWEET, ROGER
WLIB, Brooklyn, N. Y. On Wings of Song.

— **T** —

TABORN, NORVAL
Blue. Club Matinee.

TANNER, EARLE
Blue. Club Matinee.

TARPY, HOWARD
Blue. African Trek.

TENNYSON, JEAN
CBS. Great Moments in Music.

THIBAUT, CONRAD
Manhattan Merry - Go - Round
NBC, American Melody Hour
CBS.

THOMAS, CHARLES
WSYR, Syracuse, N. Y. Red Thomas Time, Funny Money Man.

THOMAS, JOHN CHARLES
NBC. Westinghouse Program.

THOMPSON, JANE
WEEI, Boston, Mass. Youth on Parade.

THORU, ROGER
CBV, Quebec, Can.

TILTON, MARTHA
Signal Carnival NBC-PC, Hap Hazard Program CBS.

TIMM, ALLEN
WEMP, Milwaukee, Wisc.

TONEY, JAY
Blue. Southernaires.

TRACY, ARTHUR
Blue. The Street Singer.

TUMINIA, JOSEPHINE
MBS. Treasure Hour of Song.

TURLEY, AGATHA
KGO, San Francisco, Calif.
The Great Melody



"TEXAS" JIM ROBERTSON

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Marie Greene

"YOUR ALL-TIME HIT PARADE"

(Carnegie Hall)

and

"EVERYTHING GOES"

NBC

Mgt. General Amusement Corp.

VOCALISTS

TURNER, ZEB

WAIM. Anderson. S. C.

TURNLEY, PEGGY

Blue.

— U —

CANDETWEKEN, JAMES

KEVE, Everett, Wash. Music in Song.

— V —

VALLEE, RUDY

NBC. Sealtest - Rudy Vallee Program.

VAN HOY, VIRGINIA

KUJ, Walla Walla, Wash. Braden Bell Srenaders.

VAUTRIN, MARGARET

WWNY, Watertown, N. Y. Sundown Silhouettes.

— W —

WALTI, PAUL

KGO, San Francisco, Calif. The Great Melody.

WATT, ANN

CJOR, Vancouver, B. C.

WAYNE, JERRY

Regent Time MBS, Are You a Genius CBS, All-Time Hit Parade NBC.

WAYNE, MILLIE

WWVA, Wheeling, W. Va. Radio Rogues.

WEBB, BETTY

WHBF, Rock Island, Ill. Organ Patter.

WEDE, ROBERT

CBS. Great Moments in Music.

WELLINGTON, RUSTY

WKNE, Keene, N. H.

WELLS, CHARLES

WRRF, Washington, N. C. The Singing Cavalier.

WHITE, DON

WBT, Charlotte, N. C. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

WILKS, BIRDIE

KWFC, Hot Springs, Ark. Voice on the Air.

WILLARD, HAL

Blue, Those Good Old Days.

WILLIAMS, BILLY

Sammy Kaye's Sunday Serenade NBC, Old Gold Show CBS.

WILLIAMS, IRA

WHCY, Ithaca, N. Y. Musical Revue.

WILLIAMS, ROY

WFMJ, Youngstown, Ohio. Songs by Roy Williams.

WILLINGHAM, LOPEZ

WKY, Oklahoma City, Okla. Nutrena Time. Vick's Ramblers.

WILLSON, JIMMIE

WWDC, Washington, D. C. Jimmie Willson Sings.

WILSON, EILEEN

Blue.

WINSTEAD, OLLIN

WGTM, Wilson, N. C.

WOLF, ROSEMARY

WWNY, Watertown, N. Y. Music Album.

WOOD, BARRY

CBS, Your Hit Parade.

WOODS, JACKIE


WHEB, Portsmouth, N. H. Pretty Girl Who Has a Melody.

WRIGHT, PAUL

WCOU, Lewiston, Me. Memory Lane.

WRIGHT, ARTHUR

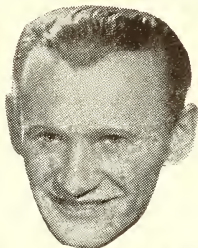
Sammy Kaye's Sunday Serenade NBC, Old Gold Show CBS.



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Blue Network

20th CENTURY-FOX PICTURES

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Management Counsel—MICHAEL L. VALLON
GENERAL AMUSEMENT CORP.

ORCHESTRA LEADERS AND MUSICAL CONDUCTORS



AND THEIR WORK DURING 1942



— A —

ALEXANDER, JEFF

CBS. Time Out for Laughs with Lou Holtz. The Jim Backus Show.

ANTONINI, ALFREDO

Treasure Hour of Song MBS. The Romance of Latin America CBS.

ARDEN, VICTOR

NBC. Manhattan Merry-Go-Round.

ARMBRUSTER, ROBERT

CBS. The New Old Gold Show.

AUSTIN, GAR

WRR. Dallas, Texas.

— B —

BABLER, PEP

WOSA. Oshkosh, Wisc.

BARBAROLLI, JOHN

CBS. New York Philharmonic Symphony Orchestra.

BARLOW, HOWARD

CBS. Columbia Broadcasting Company.

BARRON, BLUE

Blue. Show of Yesterday and Today.

BENNETT, RUSSELL

MBS. This Is Our Enemy.

BERNIE, BEN

CBS. Ben Bernie with All the Lads.

BESTOR, DON

WHN. New York, N. Y. Kitchen Kapers, Gloom Dodgers.

BLACK, FRANK

NBC. Cities Service Concert.

BLOCH, RAY

CBS. The Philip Morris Playhouse.

BRADLEY, OSCAR

CBS. Gulf Screen Guild Theatre, We the People.

BRING, LOU

Sergeant Gene Autry CBS, Remotes and Studio Broadcasts. Blue.

Radio

CAMEL CARAVAN

Screen

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Records

Columbia Recording Artist

Hotels

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and his Orchestra

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The Stardusters

— • —

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General Amusement Corp.

Personal Management:
Don W. Haynes

*The Man Who Plays
The Sweetest Trumpet
In The World*

• • • ORCHESTRA LEADERS • • •

BRUSILOFF, NAT
MBS. Double or Nothing.

BUDD, WALTER
CJRM, Regina, Sask.

BURGIN, RICHARD
Blue. Boston Symphony Orchestra.

BYRNE, BOBBY
CBS.

— C —

CASTILLO, DEL
CBS. Youth on Parade.

CHERNIAVSKY JOSEF
WLW, Cincinnati, Ohio.

CUGAT, XAVIER
CBS. Camel Caravan.

— D —

DAY, SONNY
WISR, Butler, Pa. Happy Ramblers.

DORSEY, JIMMY
MBS. Navy Bulletin Board.

DORSEY, TOMMY
NBC. Tommy Dorsey Show.

— E —

ELLIOTT, BARRON
WCAE, Pittsburgh, Pa. Stardust Melodies.

ENNIS, SKINNAY
NBC. Bob Hope Show.

— F —

FAIRCHILD, EDGAR
NBC. Johnny Presents. Time to Smile.

FAIRFIELD, GEORGE
CKCK, Regina, Sask.

FAITH, PERCY
NBC. Contented Hour.

— G —

GALLICCHIO, JOSEPH
Blue. Breakfast Club, National Farm and Home Hour.

GANZ, RUDOLPH
CBS. Philharmonic Young People's Concert.

GOODMAN, AL
CBS. Prudential Family Hour, Fred Allen.

GOODMAN, BENNY
NBC-CBS. Remote and Studio Broadcasts.

GOULD, MORTON
MBS. Cresta Blanca Carnival.

GRANT, LEE
WBYN, Brooklyn, N. Y.

GRASSO, FRANK
WFLA, Tampa, Fla.

GRAY, GLENN
CBS. Matinee at Meadowbrook.

GROFE, FERDE
MBS.

GROSS, WALTER
CBS. Mary Small Program, Are You a Genius.

— H —

HAENSCHEN, GUSTAVE
CBS. Saturday Night Serenade.

HANSON, HJALMAR
Blue. Meet Your Navy (Choir).

HARRIS, JOHNNY
WGBG, Greensboro, N. C. Johnny Harris & Ramblers.

HEIDT, HORACE
NBC. Treasure Chest.

HENDERSON, SKITCH
Blue.

HERMAN, WOODY
Blue. What's Your War Job.

HERR, CHIC
WADC, Akron, Ohio. Chic Herr Orchestra.

HERRMAN, BERNARD
CBS.



HARRY SALTER

•

CAPTAIN
HARRY
SALTER

— • —

U. S. ARMY

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Johnny

LONG



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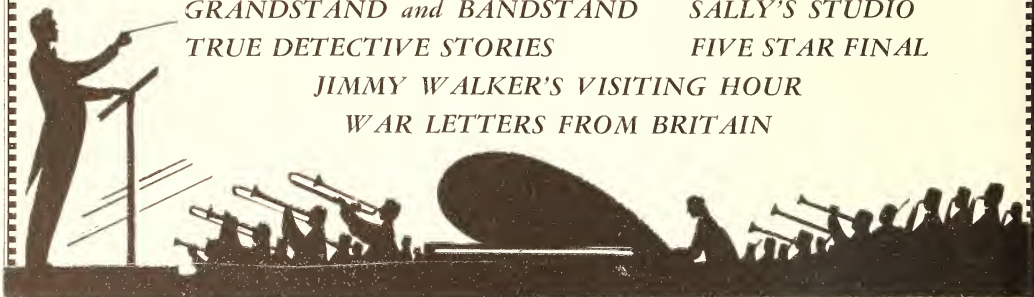
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FIVE STAR FINAL

JIMMY WALKER'S VISITING HOUR

WAR LETTERS FROM BRITAIN



• • • ORCHESTRA LEADERS • • •

— J —

JAMES, HARRY
CBS. Harry James and His Music Makers.
JENKINS, GORDON
Ransom Sherman Program CBS, Remote and Studio Broadcasts Blue.

JONES, SPIKE
NBC. The Arkansas Traveller.

JURGENS, DICK
CBS.

— K —

KAYE, SAMMY
Sunday Serenade NBC. Old Gold Show CBS.

KELLY, WILLIS
Blue. Chamber Music Society of Lower Basin Street.

KENTON, STAN
CBS. Matinee at Meadowbrook

KNICK, WALTER
WBNS, Columbus, Ohio.

KNIGHT, NELSON
KVOL, Lafayette, La. Kight's Farm Boys.

KOGAN, HARRY
Blue. Breakfast Club, National Farm and Home Hour.

KOSTELANETZ, ANDRE
CBS. Pause that Refreshes on the Air.

KOUSSEVITZKY, DR. SERGE
Blue. Boston Symphony Orchestra.

KYSER, KAY
NBC. Kay Kyser's College of Musical Knowledge.

— L —

LANDRY, BILL
KVOL, Lafayette, Ind.

LAVALLE, PAUL
Blue. Chamber Music Society of Lower Basin Street.

LIGHT, ENOCH
MBS-WOR, New York, N. Y. ETs.

LOMBARDO, GUY
CBS. Guy Lombardo and His Orchestra.

LONG, JOHNNY
CBS.

LYMAN, ABE
Waltz Time CBS, Remote and Studio Broadcasts NBC.

— M —

MALNECK, MATTY
NBC. Campagna Serenade.

MARTIN, FREDDY
CBS. Freddy Martin and His Orchestra.

MAUPIN, REX
Blue. Club Matinee, Danny Thomas Show.

McHENNRY, CRAIG
WHCY, Ithaca, N. Y. Musical Reveille.

MESSER, DON
CFCY, Charlottetown, P. E. I.

MIGNONE, FRANCISCO
CBS. Columbia Concert Orchestra.

MILLER, CALVIN
WISR, Butler, Pa. WISR Jamboree.

MILLER, IRVING
NBC. Everything Goes.

MILLER, JACK
CBS. Kate Smith Hour.

MILLS, BILLY
NBC. The Great Gildersleeve, Fibber McGee and Molly.

MILLS, FELIX
NBC. Tommy Riggs & Betty Lou.

MONROE, VAUGHN
CBS. The Bob Hawk Quiz.

MORRIS, LEONARD
KLCN, Blytheville, Ark. Leonard Morris and His Buckaroos.

WALTER
GROSS



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NBC & BLUE NETWORKS

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LOWER BASIN STREET"

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1942

Bell "Telephone Hour"

Du Pont "Cavalcade of
America"

"March of Time"

*"The Band That Plays
For Fun"*

SPIKE JONES
and His CITY SLICKERS



Radio: Bob Burns Show NBC
Gilmore "Furlough Fun"
Screen: "Thank Your Lucky Stars"
Records: Bluebird Recordings

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(Occasionally)

The Hit Paraders
for Lucky Strike

Vocals for

"This Is the Army"
"Let's Face It"

Mgt. William McCaffrey



TED STRAETER

Vocal Director

Kate Smith Program, CBS

Ted Straeter and Orchestra at
Copacabana, New York
Decca Recording Artist

Mgt. Music Corp. of America

• • • ORCHESTRA LEADERS • • •

MURRAY, LYN

CBS. Radio Reader's Digest.

— N —

NELSON, OZZIE

NBC. Red Skelton & Company.

NOBLE, RAY

NBC. Chase and Sanborn Program.

— O —

ORMANDY, EUGENE

MBS. Philadelphia Orchestra Concerts.

— P —

PAIGE, RAYMOND

NBC. Westinghouse Program.

PAQUETTE, ARTHUR

WFCL, Pawtucket, R. I. Melodic Design.

PARINO, TED

WRR, Dallas, Texas.

PASTOR, TONY

Blue. Soldiers of Production.

PATTERSON, ANDY

KMJ, Fresno, Calif. Right Time for Listening.

PELETTIER, WILFRED

Blue. Metropolitan Opera Auditions.

PENSON, CORP. JACK

CFGP, Grande Prairie, Alberta.

PITT, MERLE

WNEW, New York, N. Y.

POTT, WILLARD

WHK-WCLE, Cleveland, Ohio.

PRATZ, ALBERT

CBK, Watrous, Sask.

— R —

RANCH, ALBERTA BOYS

CJOC, Lethbridge, Alberta.

RANDALL, GORDIE

WGY, Schenectady, N. Y. Club Conga, In Back of the Front, Yankee Doodlers, Curtain Call, Design for Dancing, Your Neighbor.

REED, ERMA MAE

WCED, Du Bois, Pa. Western Melodiers.

REY, ALVINO

MBS. Salute to the States.

RHODES, SLIM

KLCN, Blytheville, Ark. Mother's Best Mountaineers.

RICE, EDWARD

WGY, Schenectady, N. Y. Silver Strings, Memory Lane.

RICH, FREDDIE

NBC. Abbott & Costello.

RINES, JOE

Blue. The Three R's.

RODACKER, MEL

CFGP, Grande Prairie, Alberta.

ROSE, DAVE

MBS.

RODZINSKI, ARTHUR

CBS. Cleveland Orchestra.

— S —

SALTER, HARRY

CBS. Hobby Lobby, U. S. Army Reserve.

SANER, BETTY JO

WLDS, Jacksonville, Ill. MacMurray Trio.

SEARS, JERRY

WMCA, New York, N. Y. 3 Little Sachs, 63 Club, Five Star Final, Eyes & Ears of the Air Force.

SMITH, ROY

WSPD, Toledo, Ohio. Roy Smith & His Happy Valley Gang.



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*KITCHEN KAPERS

WHN

*GLOOM CHASERS

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WLW, Cincinnati

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• • • ORCHESTRA LEADERS • • •

SPERRY, MASON
WCAT, Rapid City, S. D.

SPITALNY, PHIL
NBC. Hour of Charm.

SPIYAK, CHARLIE
Network Remote and Studio Broadcasts.

STANLEY, BOB
MBS. Music Without Words,
Saturday Night Bandwagon.

STERLING, RED
WCED, Du Bois, Pa. Variety
Four.

STEVENS, LEITH
CBS. Big Town.

STOCKER, TED
WLDS, Jacksonville, Ill. Ted
Stocker Time.

STOPAK, JOSEPH
All Out for Victory NBC, Stars
From the Blue Blue.

STRAETER, TED
CBS-MBS Kate Smith Hour.

STRICKLAND, "SHORTY"
WSAV, Savannah, Ga.

STRIPLING, GENE
WMAZ, Macon, Ga. Uncle Ned
and His Texas Wranglers.

SYLVERN, HENRY
"HANK"
R & H Beer Blue, Commandos
CBS, Columbia Workshop CBS,
This Is Our Cause WINS,
Happy Meeting Time WINS.

— T —

THORNHILL, CLAUDE
CBS.
TOURS, FRANK
NBC. Maxwell House Coffee
Time.
TROTTER, JOHN SCOTT
NBC. Kraft Music Hall.

— V —

VAN STEEDEN, PETER
Duffy's Tavern Blue, Mr. Dis-
trict Attorney NBC.
VOORHEES, DON
NBC. Telephone Hour.

— W —

WALD, JERRY
CBS.

WALKER, DON
CBS. Only Yesterday.
WALLENSTEIN, ALFRED
NBC. Voice of Firestone.
WALTER, BRUNO
CBS. New York Philharmonic
Symphony Orchestra.

WARING, FRED
NBC. Chesterfield Presents
Fred Waring In Pleasure Time.

WEBER, HENRY
MBS. Chicago Theatre of the
Air.

WHEELER, RUFUS
WG Y, Schenectady, N. Y. Mo-
hawk Valley Singers.

WHITEMAN, BILLY
WBRW, Welch, W. Va.

WHITEMAN, PAUL
CBS Burns and Allen Show.

WHITLEY, TOMMY
Blue. Musical Steelmakers.

WILLIAMS, ZEKE
KFBI, Wichita, Kans. Ram-
bling Cowboys.

WILLSON, MEREDITH
NBC. Maxwell House Coffee
Time, Maxwell House Summer
Show.

WILSON, TEDDY
CBS. Duffy's Tavern.



MERLE PITT

MUSICAL DIRECTOR WNEW

- ★ **WALTER WINCHELL—MIRROR:**
"New Orchids to Merle Pitt's 'Five Shades of Blue'."
 - ★ **BEN GROSS—NEWS:**
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HENRY SYLVERN

Musical Director

WINS

New York

*"Heard 'round the World by
Transcription"*

NEWS COMMENTATORS

AND THEIR WORK DURING 1942



— A —

ABEE, JAMES
KGW-KEX, Portland, Ore.

ABBOTT, GREGORY
WINS, New York, N. Y.

ACEVEDO, FRANCISCO
WKAQ, San Juan, P. R.

ADAMS, CEDRIC
WCCO, Minneapolis-St. Paul, Minn.

ADAMS, CHARLES F.
WMVA, Martinsville, Va.

ALBAYALDE, ABRAHAM A.
KTOH, Lihue, Hawaii.

ALCOTT, CARROLL D.
WLW, Cincinnati, Ohio.

ALDERMAN, JIM
WRR, Dallas, Texas.

ALEY, JACK
WGTC, Greenville, N. C.

ALLAN, ED
WFPG, Atlantic City, N. J.

ALLARD, JIM
CJCA, Edmonton, Alberta.

ALLEN, CLIFF
WWVA, Wheeling, W. Va.

ALLEN, PHIL
KIDO, Boise, Idaho.

ALLEN, ROGER
WLAV, Grand Rapids, Mich.

ALEXANDER, JACK
WINN, Louisville, Ky.

ALEXANDER, JOHN
WLAV, Grand Rapids, Mich.

ALEXANDER, JOHN
WFPG, Atlantic City, N. J.

AMES, ADRIENNE
WHN, New York, N. Y. Kitchen Kapers.

ANDERSON, RUTH
KFRC, San Francisco, Calif. Last Minute News with Connie Moffitt.

ANDERSON, BOB
KNX, Los Angeles, Calif.

ANDERSON, DAVID
NBC.

ANDREWS, BOB
KWKH, Shreveport, La. KWKH Farm Reporter.

ANTHONY, CHUCK
WKAR, East Lansing, Mich.

ARCHINARD, PAUL
NBC.

ARTHUR, JON
WIBC, Indianapolis, Ind.

ASCARELLI, G.
WHOM, Jersey City, N. J.

ATWATER, GILBERT
WLIB, Brooklyn, N. Y.

AURANDT, PAUL H.
WKZO, Kalamazoo-Grand Rapids, Mich.

AUSTIN, DON
KJR, Seattle, Wash.

— B —

BABCOCK, FRANKLIN
KTRH, Houston, Texas.

BABCOCK, WILLIAM
WMMN, Fairmont, W. Va.

BABINGTON, STAN
WGRC, New Albany, Ind.

BADILLO, SAMUEL
WIAQ, San Juan, P. R.

BAIN, LESLIE
WIOD, Miami, Fla.

BAKER, C. W.
KLPN, Minot, N. D.

BAKER, RAY
WITH, Baltimore, Md.

BALDI, DIANA

WOV, New York, N. Y. In a Woman's World, Unusual and Odd News About Women.

BARBER, GEORGE
WDEF, Chattanooga, Tenn.

BARCLAY, GEORGE
KWKW, Pasadena, Calif.

BARCROFT, WENDELL
KGGM, Albuquerque, N. M.

BARRY, NORMAN
WMAQ, Chicago, Ill.

BASS, SI
KTOH, Lihue, Hawaii.

BATES, KARL
WKBN, Youngstown, Ohio.

BAUKHAGE, H. R.
Blue-WMAL, Washington, D. C.

BAUMANN, EVERETT
NBC.

BAXTER, CHARLES
WTOL, Toledo, Ohio.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BEACHBOARD, KENNETH
WISE, Asheville, N. C.

BEALE, GEORGE
WOI, Ames, Iowa.

BEARD, SAM H.
WPTF, Raleigh, N. C.

BEATTY, BILL
CKNX, Wingham, Ont.

BEATTY, MORGAN
NBC-WRC, Washington, D. C.

BEAUFLETTE, CARTON
WLW, Cincinnati, Ohio.

BEAUDOIN, LOUIS
CKAC, Montreal, Que.

BEMIS, ELIZABETH
KNX, Los Angeles, Calif.

BENNETT, RUSSELL
KXOX, Sweetwater, Texas.

BENSON, BOB
WHN, New York, N. Y. News Reel Theatre.

BENTLEY, JULIAN
WLS, Chicago, Ill.

BERCOVICI, B. S.

MBS-WHN, New York, N. Y.

BEZOFF, BEN
KMYR, Denver, Colo.

BILLMEYER, DOUG
KMO, Tacoma, Wash.

BINEGAR, LEWIS
WCAT, Rapid City, S. D.

BIRD, J. C.
WCAP, Asbury Park, N. J.

BISHOP, PAT
KFI-KECA, Los Angeles, Calif.

BJORNSSON, BJOR
NBC.

BLACKWELL, BURT
WAVE, Louisville, Ky.

BLACKWELL, GEO.
WBLK, Clarksburg, W. Va.

BLAKELY, CLINT
WAPI, Birmingham, Ala.

BOSTICK, M. N.
KLRA, Little Rock, Ark.

BOSWORTH, BOB
WAPO, Chattanooga, Tenn.

BOUCHIER, BOB
KOBH, Rapid City, S. D.

BOYD, HAROLD J.
KYA, San Francisco, Calif.

BRADLEY, TRUMAN
KNX, Los Angeles, Calif.

BRADSHAW, JUSTIN
KFBI, Wichita, Kans.

BRAMSTEDT, A. D.
NBC.

BRANDT, DEL
KPOW, Powell, Wyo.

BRAU, ENRIQUE RAMIREZ
WIAQ, San Juan, P. R.

BRENNAN, PETER
NBC.

BRIGHT, HARRY
WGBR, Goösboro, N. C.

BRINN, JACK
WCBI, Columbus, Miss.

BRISENDINE, ROBERT
WRRF, Washington, N. C.

BROCK, MARY
NBC.

BROOKS, JEAN
WGAA, Cedartown, Ga.

BROWN, ALLEN
WFOY, St. Augustine, Fla.

BROWN, ANDERSON
WGBG, Greensboro, N. C.

BROWN, BOB
WMAQ, Chicago, Ill.

BROWN, CECIL
CBS.

BROWN, GEORGE
CJOC, Lethbridge, Alberta.

BROWNING, BOB
WKNY, Kingston, N. Y.

BRYAN, BILL
WIBW, Topeka, Kans.

BURKE, J. FRANK
KFVD, Los Angeles, Calif.

• • • NEWS COMMENTATORS • • •

BURLINGAME, BOB
WHO, Des Moines, Iowa.
BURWELL, ED
WHIT, New Berne, N. C.
BUSFIELD, ROGER
KTBC, Austin, Texas.
BUTLER, HOMER
WEBQ, Harrisburg, Ill.
BUTLER, JAMES W.
WGBR, Goldsboro, N. C.
BYERS, HALE
WCCO, Minneapolis-St. Paul,
Minn.

— C —

CADDELL, RAYMOND
WFIG, Sumter, S. C.
CADE, MARVIN
WFMB, Indianapolis, Ind.
CALMER, NED
CBS.
CAMADAY, EWING
KELD, El Dorado, Ark.
CAMPBELL, JOHN T.
KGVO, Missoula, Mont.
CAPOZUCCHI, J.
WHOM, Jersey City, N. J.
CAPPELLINI, EDGAR
KALB, Alexandria, La.
CARLYLE, BOB
WHP, Harrisburg, Pa.
CARMONA, AL
KVEG, San Luis Obispo, Calif.
CARROLL, JIM
KWYO, Sheridan, Wyo.

CARTER, BOAKE
MBS-WOR, New York, N. Y.
CARTER, SHEELAH
MBS-WHK, Cleveland, Ohio.
CECIL, HERMAN
KCMC, Texarkana, Ark.
CHAMBERS, HUGH
WIP, Philadelphia, Pa.
CHAPEL, JOHN
KROW, Oakland, Calif.
CHAPLIN, WILLIAM
NBC.
CHASE, BOB
WIL, St. Louis, Mo.
CHASE, MILTON
WSAI-WLW, Cincinnati, Ohio.
CHENAULT, FRANCES
KFRE, Fresno, Calif.
CHESTER, GIRAUD
WHA, Madison, Wisc.
CHILDS, LELAND
WJLD, Bessemer, Ala.
CHILDS, RALPH
KMA, Shenandoah, Iowa.
CHRISTENSEN, JIM
WSOY, Decatur, Ill.
CHUMLEY, CHARLES
KRBC, Abilene, Texas.
CIANCA, ALBERTO
WOV, New York, N. Y.
CLAPPER, RAYMOND
MBS-WOR, New York, N. Y.
CLARE, VAL
CKLW, Windsor, Ont.
CLARK, HERBERT
KWBW, Hutchinson, Kans.

CLARK, JAMES E.
WMMN, Fairmont, W. Va.
CLARK, J. B.
WDNC, Durham, N. C.
CLARK, J. MABEL
KTBC, Austin, Texas.
CLARKE, MIKE
WWL, New Orleans, La.
CLAYTON, BOVARD
WEBQ, Harrisburg, Ill.
CLAYTON, OLIVER
WJMC, Rice Lake, Wisc.
CLAYTON, PHIL
CKCR, Kitchener--Waterloo,
Ont.
CLOSE, UPTON
NBC, World News Parade.
WOR, New York, N. Y.
CLOUGH, EDWIN M.
KOY, Phoenix, Ariz.
COATES, F. FLETCHER
CHNS, Halifax, N. S.
COBB, DAVID
WSM, Nashville, Tenn.
COBB, TY
KRGV, Wesloco, Texas.
COFFIN, FRANK
KXRO, Aberdeen, Wash.
COLEMAN, WARD
WSLI, Jackson, Miss.
COLLINS, TED
CBS.
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Blue. Weekly War Journal.

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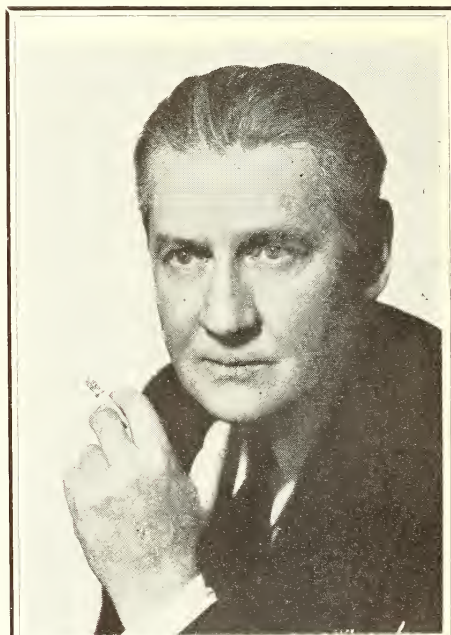
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CFRB, Toronto, Ont.

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KVOO, Tulsa, Okla.

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WKBN, Youngstown, Ohio.

MINIUM, JAMES
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MINOR, VERNON
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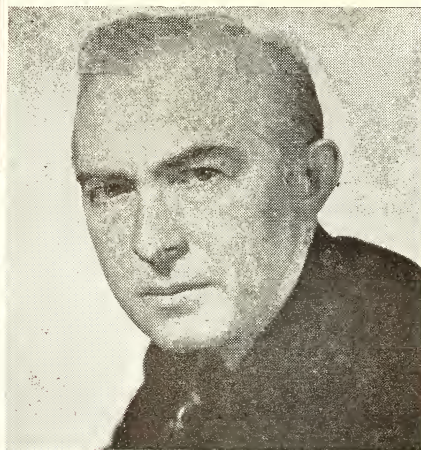
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— R —

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KTSW, Emporia, Kans.

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WAIM, Anderson, S. C.

SIMS, JAY

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SLOSBERG, M. K.
NBC.

SMALL, MARSHALL
KUTA, Salt Lake City, Utah.

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KROC, Rochester, Minn.

SMITH, BRAD
KRGV, Weslaco, Texas.

SMITH, ERLE
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KALB, Alexandria, La.

SMITH, KAY
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WSGN, Birmingham, Ala.

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CJKL, Kirkland Lake, Ont.

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WAIM, Anderson, S. C.

STANNARD, BOB
KWOC, Poplar Bluff, Mo.

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STRAWDVOLD, GEORG
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SWENSON, HARVEY
KFOR, Lincoln, Nebr.

SWINDLE, J. L.
KWOC, Poplar Bluff, Mo.

SWING, RAYMOND GRAM

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KFUN, Las Vegas, N. M.

TALBOTT, BILL
KSLM, Salem, Ore.

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WCAU, Philadelphia, Pa.

TAYLOR, DAVE
WBBS, Burlington, N. C.

TAYLOR, DON
KOAM, Pittsburg, Kans.

TEAR, SID
WBRW, Welch, W. Va.

TERWEY, TYS
WNOX, Knoxville, Tenn.

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KOBH, Rapid City, S. D.

THERIOT, ALLISON J.
KVOL, Lafayette, La.

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WJAG, Norfolk, Nebr.

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THOMAS, FRANK
KFBC, Cheyenne, Wyo.

THOMAS, LLOYD C.
KGFV, Kearney, Nebr.

THOMAS, LOWELL
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THOMAS, ROBERT
KGW-KEX, Portland, Ore.

THOMPSON, LLOYD
WIBG, Philadelphia, Pa.

THOMPSON, BOB
WJPR, Greenville, Miss.

THOMPSON, DOROTHY
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THORR, LAWRENCE
CFCF, Montreal, Que.

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WAPI, Birmingham, Ala.

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GONER**
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KTBC, Austin, Tex.

TURNER, HOWARD
WISE, Asheville, N. C.

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TYSON, DAVE
WWSW, Pittsburgh, Pa.

— U —

UEBELHART, JIM
WSPD, Toledo, Ohio.

UNDERHILL, D.
WISN, Milwaukee, Wisc.

UTLEY, CLIFTON
WJWC, Hammond, Ind.

— V —

VADEBOUCOEUR, EDMUND R.
WSYR, Syracuse, N. Y.

VANDERCOOK, JOHN
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VAN DER VEER, McCLELLAN
WSGN, Birmingham, Ala.

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WALTON, SID

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KUOA, Siloam Springs, Ark.

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WCMI, Ashland, Ky.

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YOUNGBLOOD, WESLEY
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YORK, MELVIN
KELA, Centralia & Chehalis,
Wash.

— Z —

ZIEBARTH, E. W.
WLB, Minneapolis, Minn.

ZIEMER, GREGOR
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— A —

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WIL, St. Louis, Mo.

ABERNATHY, JACK
WKNY, Kingston, N. Y.

ABERNATHY, WILLIAM
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ACKLEY, WAYNE
KRNT-KSO, Des Moines, Iowa.

ADAMS, BERNIE
WPDQ, Jacksonville, Fla.

ADAMS, BILL
KGW-KEX, Portland, Ore.

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WMVA, Martinsville, Va.

ADAMS, DAVID
WFCI, Pawtucket, R. I.

ADAMS, GARRET
WRJN, Racine, Wis.

ADAMS, GLENN
WIS, Columbia, S. C.

ADAMS, HARR
WWNY, Watertown, N. Y.

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ADKINS, HERMANN
WDBJ, Roanoke, Va.

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WNOX, Knoxville, Tenn.

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KOTH, Lihue, Hawaii.

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ALEXANDER, JOHN
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KFOR, Lincoln, Nebr.

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KMTR, Los Angeles, Calif.

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KPRC, Houston, Texas.

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WFAA, Dallas, Texas.

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WORC, Worcester, Mass.

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WCOP, Boston, Mass.

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CFLC, Prescott, Ont.

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KEVE, Everett, Wash.

CHAMBERS, GARDE
WJW, Akron, Ohio.

CHAMBERS, HUGH
WIP, Philadelphia, Pa.

CHANCELLOR, GREGORY
KCBX, Springfield, Mo.

CHANDLER, HENRY J.
KRNR, Roseburg, Ore.

CHANEY, CHARLES
KHSL, Chico, Calif.



BILL PENNELL

ANNOUNCER

Westinghouse Program NBC
General Motors ET

Paramount Newsreels



BRUCE ELIOT

Announcer

"IT PAYS TO BE IGNORANT"

"JUDY & JANE"

"MELODY LANE WITH JERRY WAYNE"
WOR NEW YORK

ANNOUNCERS

- CHAPAIS, J. CH.**
CHNC, New Carlisle, Que., Can.
- CHAPMAN, CULLEN**
KFGO, Lubbock, Tex.
- CHAPMAN, JACK**
KTSM, El Paso, Tex.
- CHAPMAN, JUDSON**
WTAL, Tallahassee, Fla.
- CHARLAND, JOSEPH**
CHLN, Three Rivers, Que., Can.
- CHARLEBOIS, MADELEINE**
CBO, Ottawa, Ont., Can.
- CHARLES, BOB**
WPAR, Parkersburg, W. Va.
- CHARLES, HENRY**
KNX, Los Angeles, Calif.
- CHARLES, LOUIS**
WHN, New York, N. Y.
- CHARONE, PAUL**
WWSW, Pittsburgh, Pa.
- CHASTAIN, TONY**
KRIC, Beaumont, Tex.
- CHASE, AUSTEN**
WFCL, Pawtucket, R. I.
- CHASE, EDWARD**
WOOD-WASH, Grand Rapids, Mich.
- CHASE, TOM**
WOW, Omaha, Nebr.
- CHAYER, P. E.**
CBJ, Chicoutimi, Que.
- CHEATHAM, J. B., Jr.**
WRLC, Toccoa, Ga.
- CHENAULT, GENE**
KFRE, Fresno, Calif.
- CHESNEY, JOEL**
WAAT, Jersey City, N. J.
- CHESNUT, WESLEY**
KASA, Elk City, Okla.
- CHICK, BRUCE**
CKLW, Windsor, Ont.
- CHILDS, RALPH**
KMA, Shenandoah, Iowa.
- CHRISTIAN, L. H.**
WGGA, Gainesville, Ga.
- CHRISTIANSOON, RUTH**
WSAY, Savannah, Ga.
- CHRISTOPHER, BOB**
WHIZ, Zanesville, O.
- CHRYSDALE, JOSEPH**
CKCL, Toronto, Ont., Can.
- CHUMLEY, CHARLES**
KRBC, Abilene, Tex.
- CHURCHES, GLEN**
KEVE, Everett, Wash.
- CIMMYIOTTI, VERN**
KODL, The Dalles, Ore.
- CIPRIANO, RODOLFO**
KPAB, Laredo, Tex.
- CIRIZA, MIGUEL**
KFXM, San Bernardino, Calif.
- CLARK, DEL**
WIOD, Miami, Fla.
- CLARKE, EDDIE**
KCKN, Kansas City, Kans.
- CLARK, FAY**
WBRY, Waterbury, Conn.
- CLARK, HARRY**
CBS.
- CLARK, HAROLD**
KGFV, Kearney, Nebr.
- CLARK, HERBERT**
KWBW, Hutchinson, Kans.
- CLARK, JAMES E.**
WMMN, Fairmont, W. Va.
- CLARK, JOE**
WTJS, Jackson, Tenn.
- CLARK, LON**
Kate Smith Hour CBS, Hers Is Tomorrow ETs.
- CLARK, LOWELL**
KBIX, Muskogee, Okla.
- CLARKE, JACK**
KMO, Tacoma, Wash.
- CLARKE, MIKE**
WWL, New Orleans, La.
- CLAIBORNE, EVERETT**
KLX, Oakland, Calif.
- CLAIR, FREDERICK**
WGH, Newport News, Va.
- CLAIR, MALCOLM**
WLS, Chicago, Ill.
- CLAWSON, LEW**
WWVA, Wheeling, W. Va.
- CLAYTON, OLIVER**
WJMC, Rice Lake, Wis.
- CLAYTON, PHIL**
CKCR, Kitchener, Waterloo, Ont., Can.
- CLEVELAND, HIBBARD**
WHC, Des Moines, Iowa.
- CLOCKSIN, LOIS M.**
KABR, Aberdeen, S. D.
- CLOS, JEAN**
WWNY, Watertown, N. Y.
- CLOSE, WILLIAM E**
WHJB, Greensburg, Pa.
- CLOUGH, LEE**
KLUF, Galveston, Tex.
- CLOWES, ED**
KPRO, Riverside, Calif.
- CLOYD, MARVIN**
KBTM, Jonesboro, Ark.
- COBB, DAVID**
WSM, Nashville, Tenn.
- COCHRAN, DON**
KWK, St. Louis, Mo.
- COFFIN, FRANK**
KXRO, Aberdeen, Wash.
- COGLEY, DON**
WHIZ, Zanesville, O.
- COLE, FREDERIC**
Blue.
- COLE, GEORGE**
WOKO, Albany, N. Y.
- COLE, LOU**
WWRL, Woodside, N. Y.
- COLEMAN, PAUL**
WNEF, Binghamton, N. Y.
- COLEMANS, ED**
KFI-KECA, Los Angeles, Calif.
- COLEY, HAROLD**
KSAM, Huntsville, Tex.
- COLLINS, CHARLES**
WDEL, Wilmington, Del.
- COLLINS, HUGH**
WRRN, Warren, O.
- COLLINS, JUD**
WSM, Nashville, Tenn.
- COLMAN, HARRY**
KBIZ, Ottumwa, Iowa.
- COLOMBO, ARRIGO**
WOV, New York, N. Y.
- COLTON, THOMAS M.**
WWSR, St. Albans, Vt.
- CONDON, GLEN**
KTUL, Tulsa, Okla.
- CONGDON, RONALD**
CKTB, St. Catharines, Ont.
- CONGER, ROBERT**
WEXL, Royal Oak, Mich.
- CONLEY, BOB**
WATL, Atlanta, Ga.
- CONNOLLY, DUD**
WWRL, Woodside, N. Y.
- CONNOR, DAVE**
WITH, Baltimore, Md.
- CONOVER, HUGH**
CBS.
- CONRAD STAN**
WMFR, High Point, N. C.
- CONSTANT, AL**
KOWH, Omaha, Nebr.
- CONTURE, EDWARD J.**
WDLP, Panama City, Fla.
- CONWAY, CLEVE**
WMAQ, Chicago, Ill.
- COOK, GORDON**
CKCK, Regina, Sask., Can.
- COOK, HAROLD**
WEBQ, Harrisburg, Ill.
- COOK, JOE**
KDAL, Duluth, Minn.
- COOK, LYNN**
WKBH, La Crosse, Wis.
- COOK, STAN**
KTHS, Hot Springs, Ark.
- COOKE, MURRAY**
CKCA, Kenora, Ont., Can.
- COOKE, PHIL**
WCBT, Roanoke Rapids, N. C.
- COOLEY, FRANK H.**
KIRO, Seattle, Wash.
- COOPER, GRADY**
WMAZ, Macon, Ga.
- COPE, FRANK**
KJBS, San Francisco, Calif.
- COPLEY, BETTY**
CKPR, Fort Williams, Ont. Can.
- CORLEY, BILL**
WBNS, Columbus, O.
- CORRIGAN, JOHN J.**
WCBS, Springfield, Ill.
- CORSON, BERNARD F. Jr.**
KGBX-KWTO, Springfield Mo.
- COSTELLO, JOHN**
NBC, Blue.
- COSTIGAN, TOM**
WRRN, Warren, O.
- COTE, JACQUES**
CBF, Montreal, Que., Can.
- COTTON, LARRY**
KTSW, Emporia, Kans.
- COURTNEY, ERNEST**
CFCH, North Bay, Ont., Can.
- COURY, ROSELLE**
WCOU, Lewiston, Me.
- COUTURE, MIVILLE**
CBF, Montreal, Que.
- COWAN, JAMES**
KILO, Grand Forks, N. D.

• • • **ANNOUNCERS** • • •

COWDEN, ROBERT
KVI, Tacoma, Wash.

COWELL, EDDIE
WJHL, Johnson City, Tenn.

COX, ROBERT B.
WJHL, Johnson City, Tenn.

COX, STANLEY
KONO, San Antonio, Tex.

CRAIG, TOM
KWFT, Wichita Falls, Tex.

CRAIG, BERT
WSLI, Jackson, Miss.

CRAIG, VIRGLE E.
WRLC, Toccoa, Ga.

CRANE, DICK
WBIR, Knoxville, Tenn.

CRANE, RICHARD
WBRY, Waterbury, Conn.

CRANELL, JACK
WDWS, Champaign, Ill.

CRANS, RICHARD F.
WGNV, Newburgh, N. Y.

CRARY, CLARENCE
KGER, Long Beach, Calif.

CRAWFORD, DOT
WPAR, Parkersburg, W. Va.

CRAWFORD, LOIS
KFGQ, Boone, Iowa.

CREMEENS, GEORGE
KXEL, Waterloo, Iowa.

CRENSHAW, PHIL
KUCA, Siloam Springs, Ark.

CRIBB, HEARTSILL
KICA, Clovis, N. M.

CRIPPS, FRED
CKCK, Regina, Sask., Can.

CROCKETT, DAVID
KCMC, Texarkana, Ark.

CROMWELL, GEORGE
CHSJ, Saint John, N. B.

CRONICAN, LEE
WHP, Harrisburg, Pa.

CROSBIE, J. C.
CBA, Sackville, N. B.

CROSS, JIMMY
WCMJ, Ashland, Ky.

CROSS, MILTON
Blue, NBC

CROWELL, MARION
WOCB, Hyannis-West Yarmouth, Mass.

CROWLEY, JOHN
WSAR, Fall River, Mass.

CRUCKSHANK, W. T.
CKNX, Wingham, Ont.

CRUSENBERRY, WM.
KFIZ, Fond-Du-Lac, Wis.

CUBBERLY, DAN
WLS, Chicago, Ill.

CUE, FRANK
CKUA, Edmonton, Alberta, Can.

CUELLAR, BENJ.
KRGV, Weslaco, Tex.

CULLEN, BILL
WWSW, Pittsburgh, Pa.

CULVER, CAL
KFYR, Bismarck, N. D.

CULVER, HAL
WLS, Chicago, Ill.

CULVER, HOWARD
KFRC, San Francisco, Calif.

CUMMINGS, GORDON H.
CFGP, Grande Prairie, Alberta, Can.

CUMMINS, CHARLIE
KRGV, Weslaco, Texas.

CUNNINGHAM, BILL
KXRO, Aberdeen, Wash.

CUNNINGHAM, HOMER
WIBW, Topeka, Kans.

CUNNINGHAM, P. H.
KWOC, Poplar Bluff, Mo.

CURLEY, LENN
KYA, San Francisco, Calif.

CURRIE, DOROTHY
WFIG, Sumter, S. C.

CURRLIN, DON
KGO, San Francisco, Calif.

CURRY, ROBERT
WDBC, Orlando, Fla.

CURTIS, E. H.
WIBW, Topeka, Kans.

CURTISS, HELEN
WALL, Middletown, N. Y.

CUSICK, TED
KLBW, La Grande, Ore.

CUZAD, FLOYD V.
WLPW, Suffolk, Va.



FRANK GALLOP



LARRY ELLIOTT
ANNOUNCER & MC

Available on all the Networks

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CYR, BRUNO
CKRN, Bouyn, Que., Can.

— D —

DAHLIN, ED
CJRM, Regina, Sask., Can.

DAILEY, WILLSON
WCAX, Burlington, Vt.

DAIN, ROLAND
KWCL, Decorah, Iowa.

DAKIN, R.
CFCH, Montreal, Que., Can.

DALE, GEORGE
WDAY, Fargo, N. D.

DALE, HAROLD
WGTC, Greenville, N. C.

DALE, JIM
WIND, Gary, Ind.

DALE, STEPHEN
CBA, Sackville, N. B., Can.

DALLAIRE, J. R.
CBJ, Chicoutimi, Que., Can.

DALLAS, BILL
KARM, Fresno, Calif.

DANA, JOE
KOY, Phoenix, Ariz.

DANE, MARSHALL
WOR, New York, N. Y.

DANIEL, ALFRED
KPRC, Houston, Texas.

DANNIS, MEL
WCOP, Boston, Mass.

DARLING, FRED
CKGB, Timmens, Ont., Can.

DARLING, THOMAS
CHML, Hamilton, Ont., Can.

DARLINGTON, IRWIN
WJSV, Washington, D. C.

DARWIN, FRED
WITH, Baltimore, Md.

DAVIDSON, M.
KFI, KECA, Los Angeles, Calif.

DAVIES, BOB
KFRE, Fresno, Calif.

DAVIES, BUD
CKLW, Windsor, Ont.

DAVIES, WM. S.
WCBA-WSAN, Allentown, Pa.

DAVIS, CHARLES
WFBC, Greenville, S. C.

DAVIS, CLIVE
WBYN, Brooklyn, N. Y.

DAVIS, DAVE
CKRN, Rouyn, Que., Can.

DAVIS, EARL
WOMI, Owensboro, Ky.

DAVIS, GARY
WMFR, High Point, N. C.

DAVIS, HAROLD
CKUA, Edmonton, Alberta.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.

DAVIS, KAY
WHBF, Rock Island, Ill.

DAVIS, NEWELL
WHCU, Ithaca, N. Y.

DAVIS, RUSS
KMA, Shenandoah, Iowa.

DAUB, JOHN RALPH, JR.
WGBG, Greensboro, N. C.

DAWES, BILL
WCKY, Cincinnati, Ohio.

DAWSON, JACK
CFRB, Toronto, Ont., Can.

DAWSON, ROY
WHIT, New Berne, N. C.

DAY, DICK
WDGY, Minneapolis-St. Paul, Minn.

DAY, GEORGE
KPAB, Laredo, Texas.

DAY, JACK
WMVA, Martinsville, Va.

DAY, NORMA
KCMC, Texarkana, Ark.

DEAKINS, ARTHUR
Blue.

DEAL, HAROLD
WHKY, Hickory, N. C.

DEAL, JOHN H.
WHCU, Ithaca, N. Y.

DEAN, A. F.
WGGG, Gainesville.

DEAN, STEWART
WFAA, Dallas, Texas.

DEARBORN, LOU
WICC, Bridgeport, Conn.

DECK, BRUCE
KGNO, Dodge City, Kans.

DECK, RALPH
WAGA, Atlanta, Ga.

DEEM, WARREN
WTAM, Cleveland, Ohio.

DEES, T. M.
KTRH, Houston, Texas.

DEFRATES, JAMES
KPHO, Phoenix, Ariz.

DEFREITAS, W. R.
WHN, New York, N. Y.

DELALOYE, JOHN A.
KFPW, Fort Smith, Ark.

DELINE, JAMES E.
WFBL, Syracuse, N. Y.

DELMONT, JAMES
KATE, Albert Lea, Minn.

DENKEMA, EDWARD
WKBZ, Muskegon, Mich.

DENNY, ROLLAND
KPLT, Paris, Texas.

DENTLER, WARREN
KNOW, Austin, Texas.

DENTON, ROBERT
NBC.

DEREMER, LIONEL H.
WBCM, Bay City, Mich.

DEREN, THOS. F.
WHAT, Philadelphia, Pa.

DERRY, RAY
WPEN, Philadelphia, Pa.

DESCH, JACK
KFRC, San Francisco, Calif.

DESORMEAUX, PETE
CJKL, Kirkland Lake, Ont., Can.

DESPARD, WILFRED
WHEC, Rochester, N. Y.

DESUZE, CARLYLE
WBZ-WBZA, Boston & Springfield, Mass.

DETZEL, C.
WLEU, Erie, Pa.

DEVINE, OTTIS E.
WSM, Nashville, Tenn.

DEWALD, DON
KHUB, Watsonville, Calif.

DEWHIRST, DON
WCLE-WHK, Cleveland, Ohio.

DEWOLFE, FRANK
KFDA, Amarillo, Texas.

DEYOUNG, JOHN
WISH, Indianapolis, Ind.

DIAZ, RAYMOND
Blue.

DIAZ, RUBEN
WIAC, San Juan, P. R.

DICK, MAX
KBND, Bend, Ore.

DICKERMAN, C. H.
WEEL, Boston, Mass.

DICKEY, MILTON
KDRO, Sedalia, Mo.

DICKEY, MILTON
WTJS, Jackson, Tenn.

DICKINSON, DICK
CKNB, Cambellton, N. B.

DICKSON, A. S.
CFCY, Charlottetown, P. E. I.

DICKSON, BRICE
KWKH, Shreveport, La.

DICKSON, JONNY
KFNF, Shenandoah, Iowa.

DIHLMANN, HANK
KROS, Clinton, Iowa.

DILL, CLIVE
WBTA, Batavia, N. Y.

DILLINGHAM, ALEX
WKAR, East Lansing, Mich.

DILLON, JOE
WHAT, Philadelphia, Pa.

DILNER, BILL
WPDQ, Jacksonville, Fla.

DILWORTH, SCOTT
WBOW, Terre Haute, Ind.

DIMPEL, G.
KWVE, Hobbs, N. M.

DINSMORE, EDMUND G.
WORL, Boston, Mass.

DIXON, BOB
WTAG, Worcester, Mass.

DIXON, MASON
WNOX, Knoxville, Tenn.

DIXON, THOMAS
KHJ, Los Angeles, Calif.

DOBBINS, JOE
WHKC, Columbus, Ohio.

DOBSON, GEORGE
CKBI, Prince Albert, Sask., Can.

DOLD, ERWIN
KJBS, San Francisco, Calif.

DOLLAR, RUSSELL
WTIC, Hartford, Conn.

DONAHOE, HOWARD
WSPD, Toledo, Ohio.

DONALDSON, AL
WKY, Oklahoma City, Okla.

DONLEY, ROBERT
WCAE, Pittsburgh, Pa.

DONOVAN, GREGG
WDGY, Minneapolis-St. Paul, Minn.

DONOVAN, PETER
KFXD, Nampa, Idaho.

• • •

ANNOUNCERS

• • •

DOOLITTLE, DON
WISN, Milwaukee, Wis.

DORF, HENRY
WJWC, Hammond, Ind.

DORKELL, J. C.
KSAM, Huntsville, Tex.

DORSEY, ROD
WOLS, Florence, S. C.

DOUGHERTY, N.
WSRR, Stamford, Conn.

DOUGLAS, DON
CBS, NBC, WMCA.

DOUGLAS, STEVE
WRC, Washington, D. C.

DOUTHIT, PERRY
KFNF, Shenandoah, Iowa.

DOWD, DONALD
NBC.

DOWDEN, A. C.
KHBG, Okmulgee, Okla.

DOWNING, VERNON
KEVE, Everett, Wash.

DOWNS, HUGH
WWJ, Detroit, Mich.

DOWTY, BYRON
KALB, Alexandria, La.

DOYLE, ISABEL
CFOS, Owen Sound, Ont., Can.

DRAINIE, JOHN
CBR, Vancouver, B. C.

DREHER, TURNER
KWAL, Wallace, Idaho.

DREW, AL
WBBC, Burlington, N. C.

DREXLER, BOB
WSAZ, Huntington, W. Va.

DRISCOLL, RICHARD V.
WBTA, Batavia, N. Y.

DROELLE, GEORGE
WKAR, East Lansing, Mich.

DRUM, DEWEY
WSOC, Charlotte, N. C.

DRUMM, WILMA
WTMC, Ocala, Fla.

DRYFOS, L.
WLEU, Erie, Pa.

DUBUQUE, JOHN
KXA, Seattle, Wash.

DUDLEY, BERNARD
CBS.

DUDLEY, DICK
WEAF.

DUFF, MARS
CKCK, Regina, Sask., Can.

DUFFY, EDWARD C.
KDON, Monterey, Calif.

DuFOUR, ROBERT
WTIC, Hartford, Conn.

DUGGAN, VINCE
CFRN, Edmonton, Alberta, Can.

DUMAIS, GUY
CBV, Quebec, Can.

DUMAS, ROLAND
WMAS, Springfield, Mass.

DUNAWAY, MRS. K.
CKOV, Kelowna, B. C.

DUNCAN, BILL
CJRM, Regina, Sask., Can.

DUNCAN, EDWARD
WSON, Henderson, Ky.

DUNCAN, NORVIN C., JR.
WFBC, Greenville, S. C.

DUNHAM, DICK
WITH, Baltimore, Md.

DUNLAP, WALLIE
WMOB, Mobile, Ala.

DUNN, DONALD
CKGB, Timmens, Ont.

DUNN, MICHAEL
WSOY, Decatur, Ill.

DUNNAGAN, CLAUDE V.
WMFD, Wilmington, N. C.

DUNNE, FRANK
WOR, New York, N. Y.

DUNPHY, DON
WINS-MBS, New York, N. Y.

DURANT, ROLAND
WSLB, Ogdensburg, N. Y.

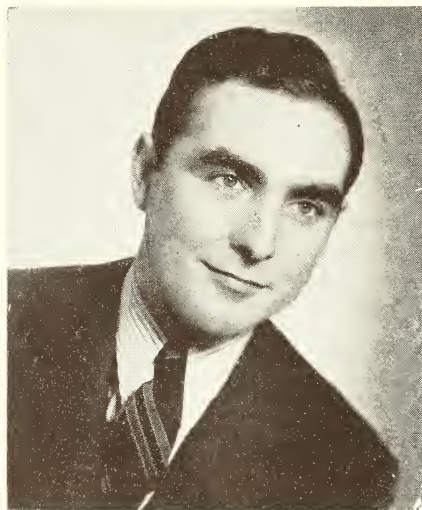
DURHAM, MURRAY
KLBM, La Grande, Ore.

DVORAK, GEORGE
KFI-KECA, Los Angeles, Calif.

DWYER, LOUIS T.
KTSM, El Paso, Tex.

DYER, HAROLD
WCSH, Portland, Me.

DYSINGER, DALE
WLDS, Jacksonville, Ill.



JAMES FLEMING

Direction: MUSIC CORP. OF AMERICA

DICK JOY

KNX-CBS

Newscaster — Announcer

Announcer on . . .

Nelson Eddy—Old Gold Show
Those We Love—General Foods Show
Pabst Blue Ribbon—Groucho Marx Show
Harry W. Flannery broadcasts for Bekin's
and Planter's . . .

also

Hitch-Hiker on the Amos and Andy
Campbell Soup Programs.

Newscasting for . . .

Sweetheart Soap and Mennen's at 7:30 to
7:45 A.M. daily, Mon-Sats. over the Pacific
Coast Network. 1:15 P.M. daily, Mon-
Fri., for Thrifty Drug. . . .

8:55 P.M. Mon., Wed., Thurs., Sat.: 8:25
P.M. Sundays, 9:25 Tuesdays, for Mc-
Kesson-Robbins, Smith Bros., and California
Prune and Apricot Growers.

ANNOUNCERS

— E —

EARL, DALE
CJOC, Lethbridge, Alberta,
Can.

EAST, HANK
WGPC, Albany, Ga.

EASTMAN, NORA
WMPC, Lapeer, Mich.

EASTON, ALEX
WKNY, Kingston, N. Y.

EATON, GORDON
CBS.

ECKLAND, VICTOR
KGMB, Honolulu, Hawaii.

ECKMAN, J.
CKMO, Vancouver, B. C.

ECKMAN, TED
KABC, San Antonio, Texas.

EDGAR, RALPH
WGAR, Cleveland, Ohio.

EDMAN, HERBERT
WTAG, Worcester, Mass.

EDMONDS, BILL
WHN, New York, N. Y.

EDWARDS, ALLYN
WOR, New York, N. Y.

EDWARDS, DOUG
CBS.

EDWARDS, GEORGE
KYW, Philadelphia, Pa.

EDWARDS, RAY
WNLC, New London, Conn.

EDWARDS, RAY
WKBN, Youngstown, Ohio.

EDWARDS, WILSON
KFI-KEGA, Los Angeles, Calif.

EGNOR, NATE
WJFF, Herrin, Ill.

EICHHORN, FRED
KKL, Portland, Ore.

EICHNER, INA LEE
WTBO, Cumberland, Md.

ELDER, DONALD
WMAQ, Chicago, Ill.

ELLINGTON, HENDLEY
WHKY, Hickory, N. C.

ELIOT, BRUCE

WOR, New York, N. Y. It
Pays To Be Ignorant, Judy and
Jane, Melody Lane with Jerry
Wayne.

ELLIOTT, BILL
WICC, Bridgeport, Conn.

ELLIOTT, BOB
WHDH, Boston, Mass.

ELLIOTT, DOYCE
KKOX, Sweetwater, Texas.

ELLIOTT, FRANCES
WGRC, New Albany, Ind.

ELLIOTT, JOHN
KBIZ, Ottumwa, Iowa.

ELLIOTT, LARRY

Treasury Shows NBC-CBS-Blue-
MBS, Woman's Page of the
Air WABC.

ELLIOTT, VINCENT
KFI-KECA, Los Angeles, Calif.

ELLIOTT, WILLIAM B.
KVOE, Santa Ana, Calif.

ELLIS, BOB
WCAO, Baltimore, Md.

ELLIS, PHILLIP
KWAL, Wallace, Idaho.

ELLIS, PHIL W.
WPTF, Raleigh, N. C.

ELLIS, STANLEY
CJOC, Lethbridge, Alberta,
Can.

ELLIS, STEVE
WPAT, Paterson, N. J.

ELLSWORTH, E.
KVRS, Rock Springs, Wyo.

ELLYSON, ROGER
CHLN, Three Rivers, Que.,
Can.

ELMORE, NEBITT
WSFA, Montgomery, Ala.

ELROD, JIMMIE
KICA, Clovis, N. M.

EMERICK, ROBERT
KYA, San Francisco, Calif.

EMERSON, PAULINE
KFYP, Spokane, Wash.

EMMET, GEORGE
KMJ, Fresno, Calif.

ENGAR, KEITH
KDYL, Salt Lake City, Utah.

ENGLER, CLIFF
NBC.

ENGLER, ROY S.
WAAF, Chicago, Ill.

ENLOW, GRAYSON
WFBM, Indianapolis, Ind.

ENWRIGHT, PARKER
WLOF, Orlando, Fla.

ERICKSON, EVALD
WHJB, Greensburg, Pa.

ERSKINE, AL
CJOR, Vancouver, B. C., Can.

ERWIN, GEORGE
KFJZ, Fort Worth, Texas.

ERWIN, VIRGINIA
WGPC, Albany, Ga.

ESCH, ESTHER, MRS.
CKUA, Edmonton, Alberta, Can.

EUBANKS, BLAIR
WTAR, Norfolk, Va.

EVANS, BILL
WJJD, Chicago, Ill.

EVANS, BOB
KG Y, Olympia, Wash.

EVANS, BOB
WSPD, Toledo, Ohio.

EVANS, DAVID P.
WAAF, Chicago, Ill.

EVANS, DON
WIGM, Medford, Wis.

EVANS, EDDIE
KGBX-KWTO, Springfield, Mo.

EVANS, FRANKLIN
KYW, Philadelphia, Pa.

EVANS, FRED
WJLS, Beckley, W. Va.

EVANS, KEN
WMPFJ, Youngstown, Ohio.

EVANS, LLOYD
KIUL, Garden City, Kans.

EVANS, VIRGIL G.
WDLF, Panama City, Fla.

EVELEIGH, RON
CFRN, Edmonton, Alberta.

EVERETT, LEE
WINX, Washington, D. C.

EVERETTS, H. M.
CFLC, Prescott, Ont.

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KPPC, Pasadena, Calif.

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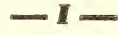
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WFCI, Pawtucket, R. I.
- HINKLE, EDWARD**
WWJ, Detroit, Mich.
- HINKLEY, GORDON**
WFHR, Wisconsin Rapids, Wisc.
- HINNERS, BOB**
WERC, Erie, Pa.
- HITCHCOCK, JACK**
KFAB-KFOR, Lincoln, Nebr.
- HITE, LIBBY**
WJPA, Washington, Pa.
- HITES, WARREN**
KDAL, Duluth, Minn.
- HOBGOOD, ROBERT**
WMP5, Memphis, Tenn.
- HOCHHAUSER, ED**
WMBG, Richmond, Va.
- HODGE, TED**
WNLC, New London, Conn.
- HODGES, HILTON**
WIBW, Topeka, Kans.
- HOEY, MARGARET**
WALL, Middletown, N. Y.
- HOGAN, GEORGE**
WOR, New York, N. Y.
- HOGAN, JOSEPH**
KRLD, Dallas, Texas.
- HOGENSON, ROBERT**
WIBU, Poynette, Wisc.
- HOLCOMB, GRANT, JR.**
KPRO, Riverside, Calif.
- HOLDEN, JACK**
WLS, Chicago, Ill.
- HOLIDAY, STANLEY**
WDSU, New Orleans, La.
- HOLLAND, BLAIR**
CJOC, Lethbridge, Alberta.
- HOLLAND, HERSHELL**
KGNO, Dodge City, Kans.
- HOLLAND, RENE**
WLPM, Suffolk, Va.
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WKY, Oklahoma City, Okla.
- HOLMAN, AL**
WALA, Mobile, Ala.
- HOLMAN, CLIFF**
WPCI, Pawtucket, R. I.
- HOLMES, AUDREY**
KYSM, Mankata, Minn.
- HOLMES, THURSTON**
WCAU, Philadelphia, Pa.
- HOLT, CHARLES**
WCOV, Montgomery, Ala.
- HOLT, RUSS**
WOLS, Florence, S. C.
- HOLTMAN, JOHN**
WMAQ, Chicago, Ill.
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WFAA, Dallas, Texas.
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WSFA, Montgomery, Ala.
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WWVA, Wheeling, W. Va.
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WHAI, Greenfield, Mass.



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mily.

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WBNS, Columbus, Ohio.

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KWKW, Pasadena, Calif.

JOHNSON, LOIS
KWLC, Decorah, Ia.

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KFBI, Wichita, Kans.

JOHNSON, VERN
KGY, Olympia, Wash.

JOHNSON, WALT
KFIO, Spokane, Wash.

JOHNSTON, HERB
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KFGQ, Boone, Ia.

JONES, FRANCIS
KALB, Alexandria, La.

JONES, HOWARD
WIP, Philadelphia, Pa.

JONES, JACQUELINE
WBTM, Danville, Va.

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WFLA, Tampa, Fla.

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JONES, TODD
WARM, Scranton, Pa.

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WOWO-WGL, Fort Wayne, Ind.

JOY, DICK
CBS, Nelson Eddy Show,
Those We Love.

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KTLN, El Dorado, Ark.

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WKBN, Youngstown, Ohio.

— K —

KABER, RUSSEL V.
KABR, Aberdeen, S. D.

KALER, RAN
WFAS, White Plains, N. Y.

KALNES, RUTH
KWLC, Decorah, Ia.

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WCHS, Portland, Me.

KEATING, LARRY
NBC, Bob Hope Show, A Date
With Judy.

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KEISER, TUCKER
WCHV, Charlottesville, Va.

KEITH, FICQUETTE
WDAK, West Point, Ga.

KEITH, JERRY
WSLI, Jackson, Miss.

KELEHAN, JAMES
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WQAM, Miami, Fla.

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WBR, Knoxville, Tenn.

KELLEY, BOYD
KRLL, Midland, Texas.

KELLEY, LORRAINE
KRIC, Beaumont, Texas..

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KFAM, St. Cloud, Minn.

KELLNER, SALLIE
WJPR, Greenville, Miss.

KELLY, JACK
KMA, Shenandoah, Ia.

KELLY, LEON
WRAC, Williamsport, Pa.

KELLY, PAUL
WFLA, Tampa, Fla.

KELLY, ROBERT
WMAM, Marinette, Wisc.

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KEMP, EDWARD
WHLS, Port Huron, Mich.

KENAGY, CARL
WOWO-WGL, Fort Wayne, Ind.

KENAN, DAN
KHBG, Okmulgee, Okla.

KENDALL, BRUCE
KHAS, Hastings, Nebr.

KENNEDY, KEN
KTMS, Santa Barbara, Calif.

KENNEDY, RICHARD
WPAY, Portsmouth, Ohio.

KENNEDY, S. R.
CBS, Sackville, N. B.

KENNEY, STUART
CHML, Hamilton, Ont.

KENNY, FRED
WAGA, Atlanta, Ga.

KENT, CARL
WAKR, Akron, Ohio.

KENT, FRANK
WPEN, Philadelphia, Pa.

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CKCK, Regina, Sask.

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WMAZ, Macon, Ga.

KENURICK, LARRY
WDWS, Champaign, Ill.

KENYON, CHRIS
WMPS, Memphis, Tenn.

KERGAN, GEORGE
CJRM, Regina, Sask.

KERNS, HERB
KTUL, Tulsa, Okla.

KERNS, ROY
WKY, Oklahoma City, Okla.

KERRIGAN, JACK
WHO, Des Moines, Ia.

KERSHAW, FRED
WKNY, Kingston, N. Y.

KESSEN, BILL
WDRUF, Gainesville, Fla.

KESTEN, BOB
CKWS, Kingston, Ont.

KIBBY, GORDON
WLAV, Grand Rapids, Mich.

KIDDER, PRESTON
WHBC, Canton, Ohio.

KIENZLE, GEORGE
WILM, Wilmington, Dela.

KIERAN, FRANCES
WHBQ, Memphis, Tenn.

KIETHLY, HAMPTON
KPRC, Houston, Texas.

KIMSEY, MARGARET
KODL, The Dalles, Ore.

KING, DON
WDAY, Fargo, N. D.

KING, JAMES
WPIC, Sharon, Pa.

KING, JAN
KONO, San Antonio, Texas.

KING, JIM
WPAR, Parkersburg, W. Va.

KING, MEL
KGCX, Wolf Point, Mont.

KING, NELSON
WKRC, Cincinnati, Ohio.

KING, PETER
WHDH, Boston, Mass.

KING, VERNON
WMTV, East St. Louis, Ill.

KING, WILLARD
CHSJ, Saint John, N. B.

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CFLC, Prescott, Ont.

KIRBY, LEE
WBT, Charlotte, N. C.

KISTER, GEORGE
KMMJ, Grand Island, Nebr.

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WCED, Du Bois, Pa.

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WEBR, Buffalo, N. Y.

KLINE, BOB
KHAS, Hastings, Nebr.

KLINE, DON
KOL, Seattle, Wash.

KLINE, FRED
WDWS, Champaign, Ill.

KLINE, WAYLAND
WCOP, Boston, Mass.

KLOXEN, ARNOLD
KGFV, Kearney, Nebr.

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KNICHT, LORING
KFYR, Bismarck, N. D.

KNIGHT, FRANK
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KNIGHT, KIRK
WEXL, Royal Oak, Mich.

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WATN, Watertown, N. Y.

KNUTSON, MILO
KROC, Rochester, Minn.

KOACHMAN, ANDY
WADC, Akron, Ohio.

KOBLUK, JOE
CJAT, Trail, B. C.

KOEHLER, NEYSA
KTSW, Emporia, Kans.

KOLB, HAROLD
WSAY, Rochester, N. Y.

KOSUT, HAL
WPAT, Paterson, N. J.

KOZAK, RAYMOND
KMMJ, Grand Island, Nebr.

KRAEFT, NORMAN
WMBD, Peoria, Ill.

KRAMER, BEN
WDEF, Chattanooga, Tenn.

KRAMER, CARL
KFPY, Spokane, Wash.

KREAGER, BOB
WBOW, Terre Haute, Ind.

KRELL, LARRY
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KUSHINS, ED
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CJVI, Victoria, B. C.

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— L —

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- LINDSAY, WILSON**
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WHLD, Niagara Falls, N. Y.
- LIVEZEY, THOMAS**
WIP, Philadelphia, Pa.; WCAU:
Philadelphia, Pa.
- LIVINGSTON, GILBERT**
WAVE, Louisville, Ky.
- LOCHENMEIER, RUDY**
KXL, Portland, Ore.
- LOCKWOOD, K.**
KBKR, Baker, Ore.
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WJHL, Johnson City, Tenn.
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KVI, Tacoma, Wash.
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WROL, Knoxville, Tenn.
- LONG, RUSSELL**
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- LOWE, DONALD**
Blue.
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- LOWREY, MEADOW**
KRLD, Dallas, Texas.
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WRDW, Augusta, Ga.
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- LUCAS, PETER**
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WIAC, San Juan, P. R.
- LUDLAM, KENNEDY**
WRC, Washington, D. C.
- LUKINS, HARRY**
WAVE, Louisville, Ky.
- LUKINS, KENNETH**
KRCL, Lewiston, Ida.
- LUNCEFORD, LOYISE**
WBLK, Clarksburg, W. Va.
- LUND, JACK**
KFXJ, Grand Junction, Colo.
- LUNDER, CHARLES**
KXO, El Centro, Calif.
- LUNN, GEORGE**
CJAT, Trail, B. C.
- LUPIS, G.**
WHOM, Jersey City, N. J.
- LUSK, BERNARD**
KROC, Rochester, Minn.
- LYBARGER, JAMES**
WCHS, Charleston, W. Va.
- LYMAN, STUART**
WCAT, Rapid City, S. D.
- LYNCH, CHARLES**
WBRY, Waterbury, Conn.
- LYNDE, PAUL**
KFXM, San Bernardino, Calif.
- LYNN, ETHEL**
WSTV, Steubenville, Ohio.
- LYNN, FRANK**
WKBZ, Muskegon, Mich.
- LYON, CHARLES**
WMAQ, Chicago, Ill.
- LYON, DONALD W.**
WSYR, Syracuse, N. Y.
- LYONS, JOHN**
WSAR, Fall River, Mass.
- LYTLE, HARRY**
WMAN, Mansfield, Ohio.
- MABRY, JOE**
WHUB, Cookeville, Tenn.
- MacCAUL, CARL**
CHNS, Halifax, N. S.
- MacDONALD, BRUDE**
WIND, Gary, Ind.
- MacDONALD, E. F.**
CJFX, Antigonish, N. S.
- MacDONOUGH, H. T.**
KELD, El Dorado, Ark.
- MacEWEN, JOHN**
CFCY, Charlottetown, P. E. I.
- MACK, FLOYD**
NBC-MBS.
- MACK, WAYNE**
WGAR, Cleveland, Ohio.
- MacKALL, ROBERT**
WFMJ, Youngstown, Ohio.
- MacKNIGHT, JOHN**
WDGY, Minneapolis-St. Paul,
Minn.
- MacLELLAN, TERRY**
CJFX, Antigonish, N. S.
- MacLEOD, E. F.**
WGGA, Gainesville, Ga.
- MacLEOD, ROBERT**
KFYR, Bismarck, N. D.
- MacNAMEE, DOUGLAS**
WCCO, Minneapolis-St. Paul,
Minn.
- MacRAE, ROSS**
CKCK, Regina, Sask.
- MAEL, MERRILL**
KOL, Seattle, Wash.
- MALLOW, JOHN L.**
KIRO, Seattle, Wash.
- MALLOY, LES**
KSNAN, San Francisco, Calif.
- MALONE, ROY**
CKCK, Regina, Sask.
- MALOTTE, CHARLES**
KCRC, Enid, Okla.
- MALOUIN, ROY**
CKAK, Montreal, Que.
- MALUISH, PEGGY**
CKCA, Kenora, Ont.
- MANCHESTER, COLONEL**
WMBH, Joplin, Mo.
- MANDERSON, STEVE**
WGAC, Augusta, Ga.
- MANLEY, BONNER**
WAIM, Anderson, S. C.
- MANN, ALAN**
KFXM, San Bernardino, Calif.
- MANN, H. S., JR.**
WRJN, Racine, Wisc.
- MANNIS, WILLIAM**
WIP, Philadelphia, Pa.
- MANNING, DAVID**
KFVD, Los Angeles, Calif.
- MANNING, RAY**
WIL, St. Louis, Mo.
- MANNING, TOM**
WTAM, Cleveland, Ohio.
- MANSUY, FRANK**
WGBI, Scranton, Pa.
- MANZARI, FRANK**
KGV0, Missoula, Mont.
- MAPLES, GRADY**
KICA, Clovis, N. M.

ANNOUNCERS

- MARCH, RICHARD**
WICA, Ashtabula, Ohio.
- MARINEAU, MARCEL**
CHLP, Montreal, Que.
- MARION, JIM**
WEAF, New York, N. Y.
- MARKLE, BUD**
WGBI, Scranton, Pa.
-
- MARKS, GARNETT**
WKRC, Cincinnati, Ohio.
-
- MARLER, HAROLD H.**
WRLC, Toccoa, Ga.
- MARLOWE, HELEN**
WCSC, Charleston, S. C.
- MARLOWE, WILLIAM**
WKBN, Youngstown, Ohio.
- MARSH, JOHN**
WCOU, Lewiston, Me.
- MARSH, LOUIS T.**
WMRN, Marion, Ohio.
- MARSH, WALLACE**
KARN, Fresno, Calif.
- MARSHALL, NORMAN**
CHML, Hamilton, Ont.
- MARSHALL, BOB**
WDBO, Orlando, Fla.
- MARSHALL, GENE**
WBML, Macon, Ga.
- MARSHALL, JOHN**
CKCR, Kitchener-Waterloo, Ont.
- MARTA, JOHN**
WATW, Ashland, Wis.
- MARTELL, W. C.**
KSAN, San Francisco, Calif.
- MARTIN, A. ROBERT, JR.**
WTAG, Worcester, Mass.
- MARTIN, GEORGE**
KHJ, Los Angeles, Calif.
- MARTIN, JACK**
WKBH, La Crosse, Wis.
- MARTIN, JIMMY**
WSAZ, Huntington, W. Va.
- MARTIN, LARRY**
CFCF, Montreal, Que.
- MARTIN, LEWIS D.**
WDSM, Superior, Wis.
- MARTIN, LOUIS**
KOAM, Pittsburgh, Kans.
- MARTIN, MARGARET**
WRUF, Gainesville, Fla.
- MARTYN, GILBERT**
Blue, Church In the Wild-wood.
- MARVIN, TONY**
CBS, Cecil Brown and the News, School of the Air of the Americas, News of the World, Mother and Dad.
- MARK, CARL**
WCLE-WHK, Cleveland, Ohio.
- MASSENGILL, LUTHER**
WDEF, Chattanooga, Tenn.
- MASON, DON**
WHLB, Virginia, Minn.
- MASON, LIN**
WKRC, Cincinnati, Ohio.
- MATHERS, DONALD**
WTRY, Troy, N. Y.
- MATHIS, CHARLES**
KCMC, Texarkana, Texas-Ark.
- MATTISON, CARL**
WABY, Albany, N. Y.
- MATTOX, FRANK**
WASK, Lafayette, Ind.
- MAULDIN, VIRGINIA**
WAIM, Anderson, S. C.
- MAWSON, DICK**
WBAX, Wilkes-Barre, Pa.
- MAXSON, JOHN**
KWJJ, Portland, Ore.
- MAXWELL, JAMES**
CKNX, Wingham, Ont.
- MAXWELL, PRESTON**
KWEW, Hobbs, N. M.
- MAYHEW, CARLENE**
KASA, Elk City, Okla.
- MAYNARD, JACK**
KGKL, San Angelo, Texas.
- MAYS, CARL**
WKPT, Kingsport, Tenn.
- McADAMS, LON**
KMJ, Fresno, Calif.
- McALLISTER, DON**
WLAK, Lakeland, Fla.
- McARDLE, RODNEY**
KXA, Seattle, Wash.
- McBRIDE, LESTER**
KGLU, Safford, Ariz.
- McCANCE, LARRY**
CJOR, Vancouver, B. C.
- McCAMPBELL, DALE**
KVOR, Colorado Springs, Colo.
- McCARTHY, CHARLES F.**
WHN, New York, N. Y.
- McCARTHY, JACK**
Blue, Chamber Music Society of Lower Basin Street.
- McCARTHY, JIMMY**
WBRE, Wilkes-Barre, Pa.
- McCARTHY, JOHN**
Blue.
- McCARTY, BURL**
WTSP, St. Petersburg, Fla.
- McCASLIN, PAUL**
KCMC, Texarkana, Ark.-Texas.
- McCLAIN, DENNY**
WTJS, Jackson, Tenn.
- McCLANAHAN, STEEL**
KGBS, Harlingen, Texas.
- McCLAREN, JACK**
KTMS, Santa Barbara, Calif.
- McCLINTOCK, HENRY**
KIUL, Garden City, Kans.
- McCLOWRY, THOMAS**
WJW, Akron, Ohio.
- McCOLLOUGH, DAN**
WOR, New York, N. Y.
- McCORMACK, MALCOLM**
WBZ - WBZA, Boston - Springfield, Mass.
- McCORMICK, LOU**
KBKR, Baker, Ore.
- McCORMICK, NED**
CHSJ, Saint John, N. B.
- McCREEDY, MARION**
WKAT, Miami Beach, Fla.
- McCREERY, BOB**
KSAL, Salina, Kans.
- McCRORY, BILL**
KSO-KRNT, Des Moines, Ia.
- McDANIEL, CARL**
KLUF, Galveston, Texas.
- McDONALD, JAMES**
WATN, Watertown, N. Y.
- McDONALD, L. A.**
CFCY, Charlottetown, P. E. I.
- McDONNELL, CRAIG**
NBC, The O'Neills.
- McELVEEN, MOODY**
WCOS, Columbia, S. C.
- McEWAN, BOB**
WALA, Mobile, Ala.
- McGAUGHEY, BOB**
KPRO, Riverside, Calif.
- McGILL, DONALD**
CFCO, Chatham, Ont.
- McGIVERN, FRANK**
WCFL, Chicago, Ill.
- McGOFFIN, W. M.**
KXRO, Aberdeen, Wash.
- McGOWAN, THOMAS**
KJBS, San Francisco, Calif.
- McGRATH, JIM**
WINX, Washington, D. C.
- McHARDIE, BILL**
KTMS, Santa Barbara, Calif.
- McHAW, BILL**
WCEI, Columbus, Miss.
- McHUGH, JANE**
WSIV, Steubenville, Ohio.
- McININCH, NELSON**
KFI-KECA, Los Angeles, Calif.
- McINTIRE, CHARLES**
WMBH, Joplin, Mo.
- McINTYRE, NEIL**
KJBS, San Francisco, Calif.
- McKAY, RAY**
WATL, Atlanta, Ga.
- McKEAN, EDDIE**
WOW, Omaha, Nebr.
- McKee, BURT**
WAPI, Birmingham, Ala.
- McKELLAR, DOUGLAS**
KQW, San Jose, Calif.
- McKENNA, BOB**
WACE-WWSW, Pittsburgh, Pa.
- McKEVY, WIBBY**
WBML, Macon, Ga.
- McKINNEY, CARL**
WGTC, Greenville, N. C.
- McKINNON, GAYLORD**
KLPB, Minot, N. D.
- McKNIGHT, JOHN**
WGAR, Cleveland, Ohio
- McKNIGHT, WES**
CFRB, Toronto, Ont.
- McKOOL, RUDOLPH**
WCAE, Pittsburgh, Pa.
- McLAIN, WALLY**
KNX, Los Angeles, Calif.
- McLAREN, JACK**
CKCA., Kenora, Ont.
- McLAUGHLIN, FRANCIS**
WGBI, Scranton, Pa.
- McLAWHORN, CHARLES**
WAMR, Greenville, S. C.
- McLAY, HARRY**
CKWS, Kingston, Ont.
- McLEAN, DR. FRANK**
WHMA, Anniston, Ala.

ANNOUNCERS

McLENDON, NORWOOD
KTEM, Temple, Texas

McLEOD, DUKE
CJKL, Kirkland Lake, Ont.

McMURRY, EMMET
WHBQ, Memphis, Tenn.

McNAMARA, JIM
WMOB, Mobile, Ala.

McNEELEY, BETH
WSUN, St. Petersburg, Fla.

McQUAY, JOE
WAJR, Morgantown, W. Va.

McQUIGG, O. J.
KWOC, Poplar Bluff, Mo.

McQUILLAN, JACK
CKTB, St. Catharines, Ont.

MEADE, DWIGHT
WBZ-WBZA, Boston - Springfield, Mass.

MEADE, MERRILL
KKL, Portland, Ore.

MEEKS, DON
WLBC, Muncie, Ind.

MEISCHKE, RICHARD
WAOV, Vincennes, Ind.

MELVIN, DON
WBNS, Columbus, Ohio

MENARD, GEORGE
WLS, Chicago, Ill.

MENEFEE, BOB
WJSV, Washington, D. C.

MENTZER, EARL
WJEJ, Hagerstown, Md.

MERKER, CLARENCE
KVEC, San Luis Obispo, Calif.

MERNA, JOHN
WIBX, Utica, N. Y.

MERRITT, EDWARD
WHDH, Boston, Mass.

MERRYMAN, ROBERT V.
WISH, Indianapolis, Ind.

METZ, MILTON
WCOL, Columbus, Ohio

MEUSE, JACK
KEVE, Everett, Wash.

MEYER, ROSEMARY C.
KPOW, Powell, Wyo.

MEYERS, FLORENCE
WHAM, Marinette, Wis.

MEYERS, GENE
KNET, Palestine, Texas

MEYERS, WENDELL S.
KFIZ, Fond du Lac, Wis.

MIERAS, WESLEY J.
KFI-KECA, Los Angeles, Calif.

MILBURN, E. P.
KHSL, Chico, Calif.

MILAR, CHARLES
CKWS, Kingston, Ont.

MILLER, BOB
WRR, Dallas, Texas

MILLER, CALVIN
WISR, Butler, Pa.

MILLER, DAVE
WAAT, Jersey City, N. J.

MILLER, GABE
WPCI, Pawtucket, R. I.

MILLER, HUGH
KFAR, Fairbanks, Alaska

MILLER, OTTO
KSLM, Salem, Ore.

MILLER, PAUL
WKOK, Sunbury, Pa.

MILLER, RUSSELL
KTOK, Oklahoma, City, Okla.

MILLER, STANLEY
KORE, Eugene, Ore.

MILLER, S.
WLEU, Erie, Pa.

MILES, JAMES
WOWO-WGL, Fort Wayne, Ind.

MILLS, GORDON
KGER, Long Beach, Calif.

MILNER, GENE
KFVD, Los Angeles, Calif.

MILTNER, JAY
WXBW, Youngstown, Ohio.

MINEHART, BILL
KORE, Eugene, Ore.

MINER, MARILYN
KVOO, Tulsa, Okla.

MINER, RICHARD
WICA, Ashtabula, Ohio

MINUM, JAMES
WMAN, Mansfield, Ohio.

MINOR, VERNON
KWBW, Hutchinson, Kans.

MIRABELL, ELINOR
WICA, Ashtabula, Ohio.

MITCHELL, CAMERON
WSSR, Stamford, Conn.

MITCHELL, HARRY
KNX, Los Angeles, Calif.

MOBLETY, ERNEST
WAPO, Chattanooga, Tenn.

MOCK, ROSIE
WJPR, Greenville, Miss.

MODERSKI, STANLEY
WPEN, Philadelphia, Pa.

MODLIN, MIKE
WLBC, Muncie, Ind.

MOFFAT, RALPH
WDGY, Minneapolis-St. Paul, Minn.

MOFFETT, CHARLES
WFVA, Fredericksburg, Va.

MOLL, ALLAN
KDYL, Salt Lake City, Utah

MOLL, SAM
KUTA, Salt Lake City, Utah

MOLLISON, R. GRANT
CHGS, Summerside, P. E. I.

MOLLOY, PHILIP
WKAR, East Lansing, Mich.

MONAT, BILL
WHLB, Virginia, Minn.

MONK, DOUGLAS.
CBM, Montreal, Que.

MONROE, JAMES
CKMO, Kansas City, Mo.

MONROE, MARCE
CJOR, Vancouver, B. C.

MONROE, WILSON
KRLH, Midland, Texas

MONTE, JEAN
CHNC, New Carlisle, Pa.

MOONEY, BOB
WNBC, Hartford, Conn.

MOORE, GARLAND
WNAD, Norman, Okla.

MOORE, LAURENS
WGAC, Augusta, Ga.

MOORE, LINDLE
WEBQ, Harrisburg, Ill.

MOORE, MADGE
WCBI, Columbus, Miss.

MOORE, NELL FRANK
WMSL, Decatur, Ala.

MORAN, IONIA
WFTC, Kinston, N. C.

MORELAND, HARRY
WDOD, Chattanooga, Tenn.

MOREY, ART
KWJJ, Portland, Ore.

MORGAN, DALE
KSO-KRNT, Des Moines, Ia.

MORGAN, GERALD
KONO, San Antonio, Texas

MORGAN, HAL
WGAR, Cleveland, Ohio.

MORGAN, RICHARD W.
WRNL, Richmond, Va.

MORGAN, VIRGIL
CFCO, Chatham, Ont.

MORGAN, WILLIAM
WOL, Ames, Ia.

MORGANWECK, DORIS
WFPG, Atlantic City, N. J.

MORRIS, BEN
WKY, Oklahoma City, Okla.

MORRIS, DON
WWJ, Detroit, Mich.

MORRIS, DUDLEY
KOAM, Pittsburg, Kans.

MORRIS, JACK
KTUL, Tulsa, Okla.

MORRIS, JAMES
KOAC, Corvallis, Ore.

MORRIS, ROBERT
WJLS, Beckley, W. Va.

MORRISON, GARY
WDNC, Durham, N. C.

MORROW, JACK
WIBC, Indianapolis, Ind.

MORSE, ANTHONY
KGO, San Francisco, Calif.

MOTT, STACY
WHIB, Cookeville, Tenn.

MOUSSEAU, ROMEO
CHLP, Montreal, Que.

MOWERS, ROBERT, D.
WWNY, Watertown, N. Y.

MUHLAN, NEAL, L.
WFBL, Syracuse, N. Y.

MUHLENBECK, JIM
WSAM, Saginaw, Mich.

MUIR, WINIFRED
WTMA, Charleston, S. C.

MULHOLLAND, ROSS
WCAU, Philadelphia, Pa.

MULL, ANNA, JANE
WCRED, Du Bois, Pa.

MULLENAX, ALVIN
WSVA, Harrisburg, Va.

MULLINAX, EDWIN
WLAG, La Grange, Ga.

MULLIN, RAY
WHAT, Philadelphia, Pa.

MULLINS, BERNARD
WTIC, Hartford, Conn.

• • • **ANNOUNCERS** • • •

MULVIHILL, JOSEPH
WCAE, Pittsburgh, Pa.

MUMFORD, ALEX
WAJR, Morgantown, W. Va.

MUNCY, HUGH
KXEL, Waterloo, Ia.

MUNDT, ROSALIND
KFFA, Helena, Ark.

MUNNS, CLAIR
WCLO, Janesville, Wisc.

MUNOZ, GUILLERMO
KFXM, San Bernardino, Calif.

MURPHY, BARBARA
WIS, Columbia, S. C.

MURPHY, DAVID
WGY, Schenectady, N. Y.

MURPHY, ED
WROK, Rockford, Ill.

MURPHY, JACK
KFRG, San Francisco, Calif.

MURPHY, JOHN
WHIO, Dayton, Ohio

MURPHY, M. E.
WDBO, Orlando, Fla.

MURPHY, ROBERT
KSTP, St. Paul-Minneapolis, Minn.

MURRAY, ERNEST
WKBZ, Muskegon, Mich.

MURRAY THOMAS
WHAM, Rochester, N. Y.

MYNEDER, CHARLES
WTOL, Toledo, Ohio

— **N** —

NABLE, MARION
WDBO, Orlando, Fla.

NASH, BARNES
WWVA, Wheeling, W. Va.

NASH, REG
WWSR, St. Albans, Vt.

NAUGHTON, RUSSELL
WDRG, Hartford, Conn.

NEAL, HAROLD
WKAR, East Lansing, Mich.

NEAL, LEE
WIND, Gary, Ind.

NEAL, LEE
WPAR, Parkersburg, W. Va.

NEAL, ROY
WIBG, Philadelphia, Pa.

NEATH, ERNEST
KRMB, Bozeman, Mont.

NEFF, ERNEST
WCLE-WHK, Cleveland, Ohio.

NEGLEY, JACK
WINS, New York, N. Y.

NEILL, EVERETT H.
WISR, Butler, Pa.

NELSON, BOB
WGBR, Goldsboro, N. C.

NELSON, BOB
WOSH, Oshkosh, Wisc.

NELSON, HOWARD
WDAY, Fargo, N. D.

NELSON, JOUCE
CKNB, Campbellton, N. B.

NELSON, MEL
WLB, Minneapolis, Minn.

NELSON, RAY
WEAF, New York, N. Y.

NELSON, THOMAS
KHSL, Chico, Calif.

NETTET, GEORGE
WEIM, Fitchburg, Mass.

NESBITT, NORMAN
KHJ, Los Angeles, Calif.

NEVILLE, GLEN
WHIT, New Berne, N. C.

NEWCUMB, HERBERT
WCAU, Philadelphia, Pa.

NEWHOUSE, JOHN R.
WFIL, Philadelphia, Pa.

NEWKIRK, AL
WICA, Ashtabula, Ohio

NEWSOM, THOMAS
KLUF, Galveston, Texas

NICHOLSON, ALBERT A.
CHGS, Summerside, P. E. I.

MICKAR, STANLEY
WMRN, Marion, Ohio

NIDEVER, BRUCE
KORE, Eugene, Ore.

NILES, JANET
WAAF, Chicago, Ill.

NOBLE, RICHARD
WMAQ, Chicago, Ill.

NOBLE, WENDELL
KOY, Phoenix, Ariz.

NOBLES, CHARLES
Blue, Notes on News

NOBORS, TED
KTRH, Houston, Texas

NORDINE, KEN
WJNO, West Palm Beach, Fla.

NORMAN CHUCK
KBIZ, Ottumwa, Ia.

NORMAN, HAL
WPAR, Parkersburg, W. Va.

NORMANDIN, MICHEL
CHLP, Montreal, Que.

NORRIS, THERESA
KSAM, Huamtsville, Texas

NORWINE, JACK
WTMV, East St. Louis, Ill.

NOVASIO, PIETRO
WOV, New York, N. Y.

NUNN, VERNON
WHLN, Harlan, Ky.

NUSBAUM, MORT
WSAY, Rochester, N. Y.

— **O** —

OKALY, HARVEY
WLOG, Logan, W. Va.

O'BRIEN, DON
WSTV, Steubenville, Ohio

O'BRIEN, JAMES
WMRO, Aurora, Ill.

O'BRIEN, JOE
WMCA, New York, Fox Amateur Hour, Sports Review.

O'CONNOR, BILL
WMCA, New York, N. Y.

O'CONNOR, BILL
WQAM, Miami, Fla.

O'CONNOR, BILL
WRBL, Columbus, Ga.

O'CONNOR, RICHARD
WALL, Middletown, N. Y.

O'CONNOR, THOMAS
WBAL, Baltimore, Md.

O'DAY, BILL
WBK, Clarksburg, W. Va.

O'DELL, TERENCE
CBO, Ottawa, Ont.

O'DONNELL, MARG
KGY, Olympia, Wash.

O'FARRELL, PHILLIP
WCAE, Asbury Park, N. J.

O'FERREL, JACK
WBBB, Burlington, N. C.

OFFHAUS, RUSSELL
WCOP, Boston, Mass.

OGILVIE, BRUCE
CKRP, Fort William, Ont.

OLIPHANT, PAUL
WLAC, Nashville, Tenn.

OLIVER, PAUL
KMA, Shenandoah, Ia.

OLSON, HARVEY
WDRG, Hartford, Conn.

OLSON, HOWARD
KWAL, Wallace, Ida.

OLSON, RAY
WOW, Omaha, Nebr.

OLSON, ROBERT
KCMO, Kansas City, Mo.

OLSEN, THERESA
KGY, Olympia, Wash.

O'MARA, WINIFRED
WMFF, Plattsburg, N. Y.

O'NEIL, JACK
WFBL, Syracuse, N. Y.

OPPENHUIZEN, ELMER
WKBZ, Muskegon, Mich.

OPPENHUIZEN, SIMON
WLAV, Grand Rapids, Mich.

ORAM, RICHARD
WMAN, Mansfield, Ohio.

ORAVETZ, JULES
WRJN, Racine, Wisc.

ORNEST, SAUL
CKOV, Kelowna, B. C.

ORR, JOHN
WFOR, Hattiesburg, Miss.

O'SHIELDS, CLAUDE
WMFD, Wilmington, N. C.

O'SULLIVAN, TIM
WOWO-WGL, Fort Wayne, Ind.

OSWALD, CARL P.
WDAE, Tampa, Fla.

OVENDEN, K. R.
WEET, Boston, Mass.

OWEN, BILLY
WLSL, Roanoke, Va.

OWEN, CARL
WCAU, Philadelphia, Pa.

OWEN, HARRIS
KGHI, Little Rock, Ark.

OWEN, JAY
WOL, Washington, D. C.

OWENS, ARTHUR
WCSH, Portland, Me.

OWENS, DICK
WBAX, Wilkes-Barre, Pa.

OWENS, LOY
CFRB, Toronto, Ont.

OWENS, RAYMOND
WFBL, Syracuse, N. Y.

ANNOUNCERS

— P —

PAGE, ESTON
KTSA, San Antonio, Texas.

PAGE, ALLAN
KVOO, Tulsa, Okla.

PAGE, BOB
WCLE-WHK, Cleveland, Ohio.

PAGE, FRANKLIN
KGHI, Little Rock, Ark.

PAGE, TOM
KVOD, Denver, Colo.

PAGET, JOE
KATE, Albert Lea, Minn.

PAIGE, JACK
WNAX, Yankton, S. D.

PALLAN, ART
WWSW, Pittsburgh, Pa.

PALMER, CHARLES
WBNS, Columbus, Ohio.

PALMER, HEWES
WGH, Newport News, Va.

PANNELL, WILLIAM
WHB, Rock Island, Ill.

PARATORE, THEODORE, JR.
WIBU, Poynette, Wisc.

PARDINGTON, DORIS
WAIR, Winston-Salem, N. C.

PARE, MARCEL
CBF, Montreal, Que.

PARE, ROBERT
CHLN, Three Rivers, Que.

PARKER, CHRISTINE
CHLT, Sherbrooke, Que.

PARKER, MURIEL
KTSM, El Paso, Texas.

PARKER, PAUL
WHIT, New Berne, N. C.

PARKER, SAM
WKAT, Miami Beach, Fla.

PARKES, HAL
KROW, Oakland, Calif.

PARLIN, A. C.
WMRN, Marion, Ohio.

PARRIS, HEAN
KALB, Alexandria, La.

PARSONS, FRED
WSB, Atlanta, Ga.

PARSONS, JIM
WHLB, Virginia, Minn.

PARSONS, N. V.
KPPC, Pasadena, Calif.

PATRICK, GENE
WSOY, Decatur, Ill.

PATRICK, PAUL
KBIZ, Ottumwa, Ia.

PATRICK, ROGER
KROS, Clinton, Ia.

PATTEE, FLOYD
WNBC, Hartford, Conn.

PATTERSON, JIMMY
WISE, Asheville, N. C.

PATTERSON, LYLE
WHLS, Port Huron, Mich.

PAUL, NORMAN
WROK, Rockford, Ill.

PAILIN, ED
WCMJ, Ashland, Ky.

PAULIN, PIERRE R.
KDKA, Pittsburgh, Pa.

PAULSON, AL
KOBH, Rapid City, S. D.

PAULSON, ROBERT
KATE, Albert Lea, Minn.

PAULSEN, VARNER
WCOU, Lewiston, Me.

PEARCE, SAM
WMSL, Decatur, Ala.

PEARSON, FORT
WMAQ, Chicago, Ill.

PEARSON, GUSTAV
KWJJ, Portland, Ore.

PECK, HARRY
KFAB, Lincoln, Nebr.

PELLE, FRED
WLAG, La Grange, Ga.

PELLETIER, J. F.
CBJ, Chicoutimi, Que.

PENBERTHY, JOSEPH
KSO-KRNT, Des Moines, Ia.

PENDERGRAST, WILLIAM
WNBH, New Bedford, Mass.

PENDLETON, ED
KUOA, Siloam Springs, Ark.

PENNELL, BILL
Listen Neighbor CBS, West-
inghouse Program NBC, Gen-
eral Motors ETs.

PENNER, ADRIAN
WBYN, Brooklyn, N. Y.

PENNER, RAY C.
WGYK, Charleston, W. Va.

PENNY, CLYDE C.
WGBG, Greensboro, N. C.

PENNY, HANK
WSB, Atlanta, Ga.

PERKINS, GENE
KIDO, Boise, Ida.

PERRIN, VICTOR
Blue-PC.

PERRINS, KEYES
MBS, Alexander's Mediation
Board, South American Sere-
nade, Victory Is Our Business.

PERRY, DAVID
WEDC, Chicago, Ill.

PERRY, EDITH
WAJR, Morgantown, W. Va.

PERRY, ROBERT N.
WORL, Boston, Mass.

PERRY, STUART
WWSR, St. Albans, Vt.

PERRY, WIB
CFRB, Toronto, Ont.

PETERS, KEN
KTMS, Santa Barbara, Calif.

PETERS, KEN
WLW, Cincinnati, Ohio.

PETERSON, CARL
WRUF, Gainesville, Fla.

PETERSON, JACK
WIS, Columbia, S. C.

PETERSON, ROLAND
WNAX, Yankton, S. D.

PETERSON, VERNE
WSAU, Wausau, Wisc.

PETERSON, WALTER
KWK, St. Louis, Mo.

PETRE, ROBERT
KLZ, Denver, Colo.

PETRIE, JACK
WDLF, Panama City, Fla.

PETRIE, HOWARD
Abie's Irish Rose NBC, Every-
thing Goes NBC, Story of Mary
Marlin NBC, Isabel Manning
Hewson WJZ.

PETTITT, GREGORY
CKTB, St. Catharines, Ont.

PETTY, NORMAN
KICA, Clovis, N. M.

PEYSER, JACK
WHIO, Dayton, Ohio

PEYTON, STANLEY
WJW, Akron, Ohio.

PFABLER, FRED
WROL, Knoxville, Tenn.

PFLEGER, GEORGE
WJTN, Jamestown, N. Y.

PHELAN, RAYMOND A.
WBTA, Batavia, N. Y.

PHILBROOK, JIM
WOC, Davenport, Ia.

PHILIP, ANDY
CFGP, Grande Prairie, Alberta.

PHILLIPS, DON
WMAA, New York, N. Y. Five
Star Final, Sweetest Love
Songs, Platterbrains, Crawford
Clothes News.

PHILLIPS, OREL
KDON, Monterey, Calif.

PHILLIPS, STEWART W.
WTBO, Cumberland, Md.

PHILLIPS, WENDEL
WCOL, Columbus, Ohio.

PICKENS, GRANT
KRGV, Wesloca, Texas.

PIERCE, BILL
WGBI, Scranton, Pa.

PIERCE, CARL
WLBZ, Muskegon, Mich.

PIERCE, CHARLES
WWNY, Watertown, N. Y.

PIERCE, LEWIS
KFJM, Grand Forks, N. D.

PIERCE, NORM
WCFL, Chicago, Ill.

PIERCE, TED
WEST, Easton, Pa.

PIERSON, JOE
KTUL, Tulsa, Okla.

PLAMADORE, RAYMOND
WKBH, La Crosse, Wisc.

PLANT, BILL
WADC, Akron, Ohio.

PLATIS, GEORGE
KOVQ, Provo, Utah.

PLEDGER, DOUGLAS
WSAU, Wausau, Wisc.

POLLARD, JAMES
WEEI, Boston, Mass.

POLSTER, ARNIM
WOAI, San Antonio, Texas.

POOL, GLEN
KVSO, Ardmore, Okla.

POPE, MARSHALL
WLW-WSAI, Cincinnati, Ohio.

POPE, RUSSELL
KHSL, Chico, Calif.

PORTER, HOMER
WIBU, Poynette, Wisc.

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ANNOUNCERS

• • •

POTTER, CLIFFORDEAN
WOMI, Owensboro, Ky.

POWELL, ELEANOR
WMFR, High Point, N. C.

POWELL, HAROLD
KPRO, Riverside, Calif.

POWELL, PEARL
CJRM, Regina, Sask.

PREBLE, FRED
WCOU, Lewiston, Me.

PRICE, C. H.
WHBQ, Memphis, Tenn.

PRICE, GORDON
WMAZ, Macon, Ga.

PRICE, JOHN
WHP, Harrisburg, Pa.

PRICE, PAT
WJPF, Herrin, Ill.

PRICE, WALT
KFAR, Fairbanks, Alaska.

PRINGLE, J. D.
CBA, Sackville, N. B.

PROCTOR, FRANK
WMJM, Cordele, Ga.

PROCKNOW, DONALD
WCAT, Rapid City, S. D.

PROVENSON, HERLEY
WOR, New York, N. Y.

PROVENSON, HERLUF
WHN, New York, N. Y.

PUDNEY, EARLE
WGY, Schenectady, N. Y.

PUMPHREY, HORACE
WAPI, Birmingham, Ala.

PURCELL, ROBERT
WCFL, Chicago, Ill.

PUSSNELL, GEORGE
WATL, Atlanta, Ga.

PUTNAM, GEORGE
NBC-WEAF, New York, N. Y.

PYATT, AL
KIUL, Garden City, Kans.

PYLE, J. HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUESTA, GEORGE
WHDL, Olean, N. Y.

QUILLAN, JEAN
KGFF, Shawnee, Okla.

QUINAN, DOROTHY
KCKN, Kansas City, Kans.

QUINN, MEL
WBAL, Baltimore, Md.

QUINN, PAT
WASK, Lafayette, Ind.

— R —

RABAN, HERB
WITH, Baltimore, Md.

RADCLIFFE, FRANK
CFOS, Owen Sound, Ont.

RAE, JOIIN
CBR, Vancouver, B. C.

RAFFERTY, DANIEL J.
WHO, Des Moines, Iowa.

RAFFERTY, TOM
CKCR, Kitchener-Waterloo, Ont.

RAHAL, PAULINE
WFIN, Findlay, Ohio.

RAINEY, BREWSTER
KALB, Alexandria, La.

RALDIRIS, ADA LOPEZ
WAIC, San Juan, P. R.

RALSTON, HARLAN
WHBF, Rock Island, Ill.

RAMBERG, ROBERT
KFOR, Lincoln, Nebr.

RAMIREZ, JOES RAUL
WIAC, San Juan, P. R.

RAMSEY, DUANE
KABC, San Antonio, Texas.

RAMSAY, WALLACE
KHJ, Los Angeles, Calif.

RAND, DICK
KGW-KEX, Portland, Ore.

RAND, GRENFELL
WOKO, Albany, N. Y.

RAPANOS, WM.
CHAB, Moose Jaw, Sask.

RAPIEFF, KEN
WICC, Bridgeport, Conn.

RAPP, GENE
WMBH, Joplin, Mo.

RASMUSSEN, LEO G.
KICD, Spencer, Iowa.

RATHRUM, WM. V.
WSYR, Syracuse, N. Y.

RATLIFF, BOB ROY
WMBH, Joplin, Mo.

RAWSON, BOB
WIL, St. Louis, Mo.

RAY, BILL
KRIC, Beaumont, Texas.

RAYMOND, ART
WPAT, Paterson, N. J.

RAYMOND, CARL
WGY, Schenectady, N. Y.

RAYMOND, JOHN
WSOY, Decatur, Ill.

RAYMOND, STANLEY
WTMA, Charleston, S. C.

READY, LEE
KLBM, La Grande, Ore.

REAMS, HUNTER
WSTV, Steubenville, Ohio.

REAMS, TED
CBS, Burt Buhrman at the Organ.

REDEEN, BOB
KYSM, Mankato, Minn.

REED, JIM
WIBW, Topeka, Kans.

REED, WENDELL
WROK, Rockford, Ill.

REEDER, TOM
KLCN, Blytheville, Ark.

REESS, DON
KPHO, Phoenix, Ariz.

REEVES, BILL
WHUB, Cookeville, Tenn.

REEVES, GEORGE
WSAV, Savannah, Ga.

REGENT, ROBERT
KOH, Reno, Nev.

REID, BILL
CKWS, Kingston, Ont.

REID, M.
KYRS, Rock Springs, Wyo.

REIFFENSTEIN, ANNE
KFGQ, Boone, Iowa.

REILLY, WILLIAM
KVEC, San Luis Obispo, Calif.

REINEMUND, ADAM
KOWH, Omaha, Nebr.

REINHARDT, FRED
WJPF, Herrin, Ill.

REINHARDT, RUSS
CKCR, Kitchener-Waterloo, Ont.

REUBEN, MARVIN
WFSA, Montgomery, Ala.

REUSCH, AL
CFJC, Kamloops, B. C.

REYNOLDS, AL
WRNL, Richmond, Va.

REYNOLDS, BOB
WEIM, Fitchburg, Mass.

REYNOLDS, CONGER
WMAM, Marinette, Wisc.

RICAU, LIONEL
WSM, Nashville, Tenn.

RICCA, ANTHONY
KXO, El Centro, Calif.

RICE, CONRAD
WEMP, Milwaukee, Wisc.

RICE, JARVIS
WGY, Schenectady, N. Y.

RICH, RAY
WHDD, Boston, Mass.

RICHARDS, FLOYD R.
WLAW, Lawrence, Mass.

RICHARDS, JAMES
WDAN, Danville, Ill.

RICHARDS, WARREN
WCBS, Springfield, Ill.

RICHARDSON, JESSE
KLRA, Little Rock, Ark.

RICHARDSON, LARRY
WISH, Indianapolis, Ind.

RICHBOURG, JOHN
WLAC, Nashville, Tenn.

RICKETTS, RALPH
CJFX, Antigonish, N. S.

RIDDLE, ROB
WGAA, Cedarstown, Ga.

RIDER, FRED
WFLA, Tampa, Fla.

RIDER, VIVIAN
WKNY, Kingston, N. Y.

RIDGLEY, HARRY
WDAN, Danville, Ill.

RIENHART, AL
KGGM, Albuquerque, N. M.

RIEP, ERNIE
WIBX, Utica, N. Y.

RIES, INO E.
KVSQ, Ardmore, Okla.

RIESE, GENE
KVSQ, Ardmore, Okla.

RIGGS, GLENN
R & H Beer Blue, Raymond Gram Swing Blue, Prescott Presents Blue, Ward Baking News WJZ, Hap Harrigan Blue, Vicks Blue.

RILEY, BOB
CKKN, Kansas City, Kans.

RIND, JULES
KWH, Shreveport, La.

RING, WILLIAM
WMAQ, Chicago, Ill.

ANNOUNCERS

- RIPLEY, JOE**
WOR, New York, N. Y. The Rumor Detective, Samuel Graf-ton Newscast.
- RIPPE, WILLIAM**
WRC, Washington, D. C.
- RIPPE, WM. M.**
WCBA, WSAW, Allentown, Pa.
- RISS, DAN**
WTAM, Cleveland, Ohio.
- RISSLING, ROBERT**
WTAG, Worcester, Mass.
- RIVERA, MANUEL GUMA**
WKAQ, San Juan, P. R.
- RIVERA, NEVES DIAZ**
WKAQ, San Juan, P. R.
- RIZER, JAMES**
WJEJ, Hagerstown, Md.
- ROACH, PAUL**
WAVE, Louisville, Ky.
- ROBATOK, HARRY**
WMAS, Springfield, Mass.
- ROBB, ADA KIMMEL**
KFUN, Las Vegas, N. M.
- ROBBINS, BILL**
WCKY, Cincinnati, Ohio.
- ROBBINS, CLAUDE**
KOVO, Provo, Utah.
- ROBBINS, FRED**
WITH, Baltimore, Md.
- ROBERTS, ADRIAN**
WMOB, Mobile, Ala.
- ROBERTS, BOB**
WPEN, Philadelphia, Pa.
- ROBERTS, CHARLES**
KLZ, Denver, Colo.
- ROBERTS, CHAS. S.**
WLAC, Nashville, Tenn.
- ROBERTS, INGHAM S.**
KGBS, Harlingen, Texas.
- ROBERTS, JERRY**
WAAT, Jersey City, N. J.
- ROBERTS, KENNETH**
CBS, Sterling Products, La France, Girl Interne, Sing Along, Frazier Hunt, Select Theatres, Jazz Laboratory, Listen Neighbor.
- ROBERTS, PETER**
KYW, Philadelphia, Pa.
- ROBERTSON, JIM**
WCLO, Janesville, Wisc.
- ROBERTSON, RANDALL**
WEW, St. Louis, Mo.
- ROBERTSON, TRAFTON**
WOL, Washington, D. C.
- ROBINSON, OSCAR ALVIN**
NBC.
- ROBINSON, PRESCOTT**
WOR, New York, N. Y.
- ROBINSON, WARREN**
CFCH, North Bay, Ont.
- ROCHE, BILL**
WBAL, Baltimore, Md.
- ROCKHOLD, JOE**
KXEL, Waterloo, Iowa.
- ROCKNE, HENRY**
KWLC, Decorah, Iowa.
- RODGERS, STAN**
WLEU, Erie, Pa.
- RODRIGUEZ, RUBEN**
WNEL, San Juan, P. R.
- ROE, CHARLES**
WBML, Macon, Ga.
- ROEN, LOUIS**
WMAQ, Chicago, Ill.
- ROGERS, DON**
WFCI, Pawtucket, R. I.
- ROGERS, NORMAN**
KHJ, Los Angeles, Cal.
- ROGERS, RALPH**
Blue—P. C.
- ROGERS, RALPH**
WAPI, Birmingham, Ala.
- ROMAN, JOE**
KWOC, Poplar Bluff, Mo.
- ROMINE, DOUG**
KTSA, San Antonio, Texas.
- ROMITI, PHIL**
WFHR, Wisconsin Rapids, Wis.
- ROPER, PRES**
WCED, Du Bois, Pa.
- ROPPOLLO, MICHAEL**
KTBS, Shreveport, La.
- ROSE, GILBERT**
KFXD, Nampa, Ida..
- ROSE, JOHN**
WHUB, Cookeville, Tenn.
- ROSE, WILLIAM H.**
WCAX, Burlington, Vt.
- ROSENTHAL, ELIZABETH**
WGBR, Goldsboro, N. C.
- ROSENTHAL, LARRY**
WDWS, Champaign, Ill.
- ROSHOLT, KARLTON**
KWLC, Decorah, Iowa.
- ROSS, AL**
WBAL, Baltimore, Md.
- ROSE, JOHN**
WROL, Knoxville, Tenn.
- ROSS, MEL**
WJWC, Hammond, Ind.
- ROSS, MAROLD**
WGRC, New Albany, Ind.
- ROSS, MARTHA**
WNOX, Knoxville, Tenn.
- ROSS, MORTIMER**
CJOR, Vancouver, B. C.
- ROSS, RICHARD**
KEJ, Los Angeles, Calif.
- ROSS, TONY**
WPIC, Sharon, Pa.
- ROSSELL, ERNEST**
WTRY, Troy, N. Y.
- ROTH, GORDON**
KMJ, Fresno, Calif.
- ROUNSAVILLE, R. W.**
WGAA, Cedartown, Ga.
- ROUSH, SIEGEL**
WISH, Indianapolis, Ind.
- ROUNTREE, GEO.**
KUOA, Siloam Springs, Ark.
- ROWAN, ROY**
WGY, Schenectady, N. Y.
- ROWE, FLO BEACH**
WSLB, Ogdensburg, N. Y.
- ROYSTER, N. L.**
WMMN, Fairmont, W. Va.
- RUBESSA, GENE**
WNEW, New York, N. Y. The Music Maker, Boys in the Back Room.
- RUDDOCK, BILLINGS**
WRNL, Richmond, Va.
- RUEGG, FRED**
KQW, San Jose, Calif.
- RUETZ, J. FRANKLYN**
WELI, New Haven, Conn.
- RUHLE, PAUL**
WCLO, Janesville, Wisc.
- RUMORE, JOE**
WJLD, Bessemer, Ala.
- RUNIONS, NORM**
KIRO, Seattle, Wash.
- RUSH, CLAY**
WHO, Des Moines, Iowa.
- RUSSELL, DAVE**
KRLD, Dallas, Texas.
- RUSSELL, FRED**
CKNX, Wingham, Ont.
- RUSSELL, MARION**
WAIR, Winston-Salem, N. C.
- RUSSELL, RUSS**
WMRO, Aurora, Ill.
- RUSSELL, SHEILA**
CBR, Vancouver, B. C.
- RUSSELL, THOMAS**
WTAG, Worcester, Mass.
- RUSSELL, TOD**
CFRB, Toronto, Ont.
- RUSSEY, HAROLD**
WLAG, La Grange, Ga.
- RYAN, DAVE**
WJWC, Hammond, Ind.
- RYAN, JOHNNY**
KVOO, Tulsa, Okla.
- RYE, GORDON**
CFJC, Kamloops, B. C.
- RYE, JACK**
KTSM, El Paso, Texas.
- RYEL, FLOYD**
WCAO, Baltimore, Md.
- SAGE, GLADYS**
WCSC, Charleston, S. C.
- SAGE, MICHAEL**
WMCA, New York, N. Y.
- ST. GEORGE, BRUCE**
CKTB, St. Catharines, Ont.
- ST. GEORGE, DORIAN**
Blue.
- SALISBURY, WILLIAM**
KVOE, Santa Ana, Calif.
- SALTER, RUSS**
WJJO, Chicago, Ill.
WIND, Gary, Ind.
- SAMUEL, ROWE**
WLDS, Jacksonville, Ill.
- SAN, BARBARA**
WTSP, St. Petersburg, Fla.
- SANDEFER, GEORGE**
WRUF, Gainesville, Fla.

ANNOUNCERS

- SANDEFUR, WILLIAM**
WLSL, Roanoke, Va.
- SANDERS, GERALD**
KGKB, Tyler, Texas.
- SANDERS, HUGH**
WMBD, Peoria, Ill.
- SANDERS, ROBERT**
WEMP, Milwaukee, Wisc.
- SARGENT, L. F.**
WEEI, Boston, Mass.
- SARTAINE, DENS**
WINX, Washington, D. C.
- SATER, HARTLEY**
KGW-KEX, Portland, Ore.
- SAUNDERS, CHARLES**
WALA, Mobile, Ala.
- SAUNDERS, HOWARD**
WMFR, High Point, N. C.
- SAVAGE, THOMAS**
KPLT, Paris, Texas.
- SAVALLI, J.**
WHOM, Jersey City, N. J.
- SAWTELLE, M. HENRY**
WNBF, Binghamton, N. Y.
- SAWYER, TOM**
WLOF, Orlando, Fla.
- SAWYER, VERNE**
KMO, Tacoma, Wash.
- SAXE, JOHN**
WIBU, Poynette, Wisc.
- SAXON, JERRY**
WEDC, Chicago, Ill.
- SAYERS, JACK**
CJCA, Edmonton, Alberta.
- SCANLON, JACK**
WTRY, Troy, N. Y.
- SCHAEFER, NANCY**
WCSC, Charleston, S. C.
- SCHAUGENCY, EDWIN L.**
KDKA, Pittsburgh, Pa.
- SCHUEUR, JOHN D., JR.**
WFIL, Philadelphia, Pa.
- SCHURMANN, WILLIAM**
WLSL, Roanoke, Va.
- SCHICK, JIM**
KUJ, Walla Walla, Wash.
- SCHLICHTER, JOHN**
KVAK, Atchison, Kans.
- SCHMITZ, FRED**
KGCX, Wolf Point, Mont.
- SCOFIELD, MURILLO**
WDAF, Kansas City, Mo.
- SCHON, CHAS.**
WTRY, Troy, N. Y.
- SCHROCK, ALLAN**
KFJB, Marshalltown, Iowa.
- SCHULTZ, ALEX**
WJTN, Jamestown, N. Y.
- SCHULTZ, MARY JEAN**
WJW, Akron, Ohio.
- SCHULTZ, STANLEY**
KQVD, Denver, Colo.
- SCOFIELD, DAVE**
KFRC, San Francisco, Calif.
- SCOFIELD, H. C.**
WDBO, Orlando, Fla.
- SCOTT, ELMER**
WFOY, St. Augustine, Fla.
- SCOTT, FRED**
KMBC, Kansas City, Mo.
- SCOTT, FRED**
WKRC, Cincinnati, Ohio.
- SCOTT, GEORGE**
WGAC, Augusta, Ga.
- SCOTT, JOHN**
KWKH, Shreveport, La.
- SCOTT, JOHN LESLIE**
WAKR, Akron, Ohio.
- SCOTT, TAY**
WKPA, New Kensington, Pa.
- SCOTT, ROBERT**
WCAP, Asbury Park, N. J.
- SCUCYSON, LOVAIN**
KWLC, Decorah, Iowa.
- SCULLY, BASIL**
CKPR, Fort William, Ont.
- SEABROOK, GIL**
CJCA, Edmonton, Alberta.
- SEAGRAVE, ORVILLE B.**
WSAR, Fall River, Mass.
- SEAMAN, NEAL**
WGBB, Freeport, N. Y.
- SEARLES, NEIL**
WEMP, Milwaukee, Wisc.
- SEARS, ZENAS**
WATL, Atlanta, Ga.
- SEAY, PRESTON H., JR.**
KELD, El Dorado, Ark.
- SEBASTIAN, CHARLES**
WHBF, Rock Island, Ill.
- SEEBECK, CHARLES**
WAIR, Winston-Salem, N. C.
- SEGAL, DAVID M.**
KGGM, Albuquerque, N. M.
- SEIFERD, CHARLES**
KGBX-KWTO, Springfield, Mo.
- SEMINO, ALLISON**
WFGI, Sumter, S. C.
- SELAH, BILL**
KMMJ, Grand Island, Nebr.
- SELLARS, JACK**
WRUF, Gainesville, Fla.
- SELOVER, MAXINE**
KFGN, Kearney, Nebr.
- SERENO, PAOLO**
WVOV, New York, N. Y.
- SERWIN, JAY**
WLAW, Lawrence, Mass.
- SEXTON, MARION**
KVAN, Vancouver, Wash.
- SHAEFFER, ELEANOR**
KGBS, Harlingen, Texas.
- SHAFTER, EDWARD**
WEXL, Royal Oak, Mich.
- SHANAHAN, DON**
KORE, Eugene, Ore.
- SHANAHAN, TOM**
WEMP, Milwaukee, Wisc.
- SHANE, BILL**
KOMA, Oklahoma City, Okla.
- SHANNON, BILL**
WGAA, Cedartown, Ga.
- SHANNON, BILL**
WMAZ, Macon, Ga.
- SHANNON, PAUL V.**
KDKA, Pittsburgh, Pa.
- SHAPARD, WILLIAM**
WHN, New York, N. Y.
- SHARLAND, EARL**
WMFF, Plattsburg, N. Y.
- SHARPE, VIRGIL**
KOLL, Omaha, Nebr.
- SHATES, RAYMOND**
WTJS, Jackson, Tenn.
- SHAW, GIL**
WMBG, Richmond, Va.
- SHAW, STAN**
WINS, New York, N. Y.
- SHEDD, ED**
KTMS, Santa Barbara, Calif.
- SHEETZ, BILL**
WSPB, Sarasota, Fla.
- SHELDON, HERBERT**
WINS, New York, N. Y.
- SHELDON, JACK**
WKRC, Cincinnati, Ohio.
- SHEPHERD, BOB**
WOR, New York, N. Y.
- SHEPPARD, ALLAN, JR.**
KGW-KEX, Portland, Ore.
- SHERA, ARTHUR**
WOOD-WASH, Grand Rapids, Mich.
- SHERLOCK, JACK**
KLZ, Denver, Colo.
- SHERMAN, PAUL**
WAAT, Jersey City, N. J.
- SHERRILL, RUTH**
WBA-WBZA, Boston & Springfield, Mass.
- SHIELDS, FRED**
KFMB, San Diego, Calif.
- SHIELDS, LARRY**
KPRO, Riverside, Calif.
- SHIELL, STEWART**
WCAR, Pontiac, Mich.
- SHINBAUM, ROBERT**
WNOX, Knoxville, Tenn.
- SHIPLEY, BILL**
WDAF, Kansas City, Mo.
- SHIPLEY, GENE**
WIBW, Topeka, Kans.
- SHOAF, PAUL**
WMFR, High Point, N. C.
- SHOECRAFT, WILLARD**
KGLU, Safford, Ariz.
- SHOMETTE, BILL**
WOAI, San Antonio, Texas.
- SHORT, LLOYD**
WHLS, Port Huron, Mich.
- SHORT, ROBERT E.**
WHCU, Ithaca, N. Y.

• • • **ANNOUNCERS** • • •

- SHUBINSKI, JAKE**
WCMJ, Ashland, Ky.
- SHULTZ, JOHN W.**
WMVA, Martinsville, Va.
- SHUMWAY, JIM**
WSUN, St. Petersburg, Fla.
- SILBERT, MARTIN**
CKRN, Rouyn, Que.
- SILER, WENDELL**
WDBJ, Roanoke, Va.
- SILVA, FRANK**
WSAY, Rochester, N. Y.
- SIMMINS, RAE**
CFCY, Charlottetown, P. E. I.
- SIMMONS, BILL**
WOLS, Florence, S. C.
- SIMMONS, PARK**
WJSV, Washington, D. C.
- SIMMONS, ED**
KFEL, Denver, Colo.
- SIMPSON, FRANCES**
WGTC, Greenville, N. C.
- SIMPSON, JIMMIE**
WAIM, Anderson, S. C.
- SIMPSON, JOHN**
NBC-WEAF, New York, N. Y.
-
- SIMS, JAY**
CBS, The First Line, We the People.
-
- SIMS, SAM**
WFBM, Indianapolis, Ind.
- SINCLAIR, DICK**
KUTA, Salt Lake City, Utah.
- SINGER, SHELDON**
WTAD, Quincy, Ill.
- SITTS, MARGARET**
WMPC, Lapeer, Mich.
- SKELTON, KENNETH W.**
WDAE, Tampa, Fla.
- SKETCHLEY, BUD**
WCHV, Charlottesville, Va.
- SKEWS, WILLIAM**
WTAW, Ashland Wisc.
- SKINGLE, NEV.**
CHAB, Moose Jaw, Sask.
- SLATER, NORVELL**
WFAA, Dallas, Texas.
- SLATTERY, JACK**
KNX, Los Angeles, Calif.
- SLATTON, JOHN L.**
WMSL, Decatur, Ala.
- SMALL, MARSHALL**
KUTA, Salt Lake City, Utah.
- SMIDLE, JOE**
KWJJ, Portland, Ore.
- SMITH, ALVIN**
WJPA, Washington, Pa.
- SMITH, ANDY**
KVAN, Vancouver, Wash.
- SMITH, ARCHIE**
WVFA, Fredericksburg, Va.
- SMITH, BERNIE**
WEBQ, Harrisburg, Ill.
- SMITH, CALVIN**
KROC, Rochester, Minn.
- SMITH, DAVID**
KFDA, Amarillo, Texas.
- SMITH, DEAN**
WABY, Albany, N. Y.
- SMITH, FRED**
WCLE-WHK, Cleveland, Ohio.
- SMITH, GAIL**
WSRR, Stamford, Conn.
- SMITH, HAL**
WIBX, Utica, N. Y.
- SMITH, HOMER**
WKOK, Sunbury, Pa.
- SMITH, HULEN**
KPAB, Laredo, Texas.
- SMITH, JOE**
KALB, Alexandria, La.
- SMITH, KAY**
WLDS, Jacksonville, Ill.
- SMITH, LEN**
CKOC, Hamilton, Ont.
- SMITH, LESTER**
WHDH, Boston, Mass.
- SMITH, LOWELL**
KFXM, San Bernardino, Calif.
- SMITH, MARGARET**
KFPP, Spokane, Wash.
- SMITH, RALPH**
WLDS, Jacksonville, Ill.
- SMITH, ROBERT**
WSBT, South Bend, Ind.
- SMITH, RODNEY**
KELD, El Dorado, Ark.
- SMITH, TED A.**
KWRC, Pendleton, Ore.
- SMITH, WHEELER**
KOL, Seattle, Wash.
- SMITH, WILF**
CKBI, Prince Albert, Sask.
- SMOLIK, LYDIA**
KFGQ, Boone, Iowa.
- SNIDER, MERLE**
KOH, Reno, Nev.
- SNYDER, AL**
WSPD, Toledo, Ohio.
- SNYDER, ROBERT**
WDWS, Champaign, Ill.
- SOARES, E. L.**
WTHT, Hartford, Conn.
- SOARS, JACK**
CJKL, Kirkland Lake, Ont.
- SOBOLEWSKI, K.**
WHOM, Jersey City, N. J.
- SOESBEE, JERRY**
WSUN, St. Petersburg, Fla.
- SONDERGAARD, GERALD**
"JIGGS"
KICD, Spencer, Iowa.
- SPARKS, GORDON**
WEXL, Royal Oak, Mich.
- SPEIGHT, WALTER**
WTMA, Charleston, S. C.
- SPENCE, ROWLAND**
KIRO, Seattle, Wash.
- SPENCER, NELSON**
WTBO, Cumberland, Md.
- SPENCER, S. T.**
WPTF, Raleigh, N. C.
- SPENGLAR, HAROLD**
WFOY, St. Augustine, Fla.
- SPENGLER, HAROLD**
WAIM, Anderson, S. C.
- SPIEGLE, STAN**
KXRO, Aberdeen, Wash.
- SPRACKLIN, NODA**
KWYO, Sheridan, Wyo.
- SPRAGUE, ED**
WOSU, Columbus, Ohio.
- STAAS, AL**
KFNF, Shenandoah, Iowa.
- STAMBACH, PATRICIA**
WBBC, Canton, Ohio.
- STAMBAUGH, HENRY**
WTOL, Toledo, Ohio.
- STAMPS, BILL**
WHUB, Cookeville, Tenn.
- STANBOROUGH, REGINALD**
Blue.
- STANFIELD, BILL**
KFPA, Helena, Ark.
- STANLEY, J.**
CFJC, Kamloops, B. C.
- STANTON, BOB**
NBC-WEAF, New York, N. Y.
- STAPLETON, BERNARD**
WSYR, Syracuse, N. Y.
- STARR, HAROLD**
KXL, Portland, Ore.
- STEELE, BOB**
W TIC, Hartford, Conn.
- STEELE, EARL**
WTHT, Hartford, Conn.
- STEERE, ARTHUR**
WAIR, Winston-Salem, N. C.
- STEIN, MYRL**
KGKL, San Angelo, Texas.
- STEINBACH, ED**
WSAM, Saginaw, Mich.
- STELL, WALLACE L.**
WRNL, Richmond, Va.
- STENGLEIN, JIM**
WSAM, Saginaw, Mich.
- STEPANEK, BERNARDINE**
KFJB, Marshalltown, Iowa.
- STEPHAN, AL**
WCPO, Cincinnati, Ohio.
- STEPHEN, HARRY A. L.**
CHNS, Halifax, N. S.
- STEPHENS, GABBERT**
KFJZ, Fort Worth, Texas.
- STEPHENS, HAROLD**
WLPFM, Suffolk, Va.
- STEFELER, HAROLD**
WOL, Washington, D. C.

ANNOUNCERS

- STERENBERG, BOB**
KFNF, Shenandoah, Iowa.
- STERLING, L. L.**
KRBM, Bozeman, Mont.
- STERN, DICK**
WFOR, Hattiesburg, Miss.
- STERN, ELAINE**
WRAK, Williamsport, Pa.
- STEVENS, BILL**
WKNE, Keene, N. H.
- STEVENS, BOB**
WKNE, Keene, N. H.
- STEVENS, G. ALSTON, JR.**
WFIL, Philadelphia, Pa.
- STEVENS, GEORGE**
KNOW, Austin, Texas.
- STEVENS, RICHARD**
WAKE, Akron, Ohio.
- STEVENS, WILLIAM**
WISH, Indianapolis, Ind.
- STEVENSON, PAUL R.**
KR0D, El Paso, Texas.
- STEVENSON, ROBERT**
CBS.
- STEWART, BETTY**
CFGP, Grande Prairie, Alberta.
- STEWART, BILL**
WOWO-WGL, Fort Wayne, Ind.
- STEWART, DEANE**
KQW, San Jose, Calif.
- STEWART, IRA**
CFCY, Charlottetown, P. E. I.
- STEWART, JACK**
CKCL, Toronto, Ont.
- STEWART, M. D.**
KNET, Palestine, Texas.
- STEWART, PAUL**
KTUL, Tulsa, Okla.
- STEWART, RUSSELL**
KOYL, Salt Lake City, Utah.
- STEWART, W. H.**
CKOV, Kelowna, B. C.
- STIFF, JAMES**
KBST, Big Springs, Tex.
- STILLWELL, JACK**
Blue, Meet Your Navy.
- STILWILL, JACK**
WLS, Chicago, Ill.
- STINSON, ARNOLD**
CKLW, Windsor, Ont.
- STAPLETON, W. A.**
KFPW, Fort Smith, Ark.
- STOECKLER, J. C.**
WEEI, Boston, Mass.
- STOLAR, PHILIP**
WSPR., Springfield, Mass.
- STONE, BUD**
CJKL, Kirkland Lake, Ont.
- STONE, CHARLES**
KPSG, Los Angeles, Calif.
- STONE, ERNEST**
WBYN, Brooklyn, N. Y.
- STONE, FRED**
WJLS, Beckley, W. Va.
- STONE, GEORGE**
WOOD-WASH, Grand Rapids, Mich.
- STONE, JAMES**
KTBS, Shreveport, La.
- STONER, PETER**
WTIC, Hartford, Conn.
- STONES, ROBERT**
WKOK, Sunbury, Pa.
- STORY, DOROTHY**
WDLF, Panama City, Fla.
- STOUT, ALLEN**
WR0L, Knoxville, Tenn.
- STOVER, FREDERICK**
KOTH, Lihue, Hawaii.
- STRANAHAN, JACK**
WICA, Ashtabula, Ohio.
- STRANGE, CYRIL**
CKGB, Timmens, Ont.
- STRATHMAN, WM.**
KGVO, Missoula, Mont.
- STRATTON, ALAN**
WMCA, New York, N. Y.
WBYN, Brooklyn, N. Y.
- STRAUB, BILL**
KWG, Stockton, Calif.
- STREET, MALCOLM**
WHMA, Anniston, Ala.
- STUART, DON**
WBOW, Terre Haute, Ind.
- STUART, LEE**
KMBC, Kansas City, Mo.
- STUART, STREETER**
WBZ-WBZA, Boston & Springfield, Mass.
- STUBBS, HAROLD**
CHML, Hamilton, Ont.
- STUDNEY, ED**
WRRN, Warren, Ohio.
- STULLA, WILLIAM**
KFI-KECA, Los Angeles, Calif.
- STURGEON, CARSON**
WFIG, Sumter, S. C.
- SUAREZ, HENRY**
WIAC, San Juan, P. R.
- SUFFENS E. L. (NELSON, RAY)**
NBC.
- SULLIVAN, CLAUDE**
WCMI, Ashland, Ky.
- SULLIVAN, HENRY**
WGTH, Wilson, N. C.
- SUMMERS, JOE**
KFEL, Denver, Colo.
- SUTHERLAND, SAM**
WISN, Milwaukee, Wis.
- SUTHERLAND, WILBUR C.**
KDKA, Pittsburgh, Pa.
- SUTTON, FRANK**
KBTM, Jonesboro, Ark.
- SUTTON, JEAN**
KOMA, Oklahoma City, Okla.
- SVEHLA, WALT**
WQAM, Miami, Fla.
- SWALES, STANLEY**
WWJ, Detroit, Mich.
- SWAN, ROBERT**
KFI-KECA, Los Angeles, Calif.
- SWANSON, DON**
CJCA, Edmonton, Alberta.
- SWEENEY, BUD**
WHKC, Columbus, Ohio.
- SWEENEY, WARREN**
CBS, Odd Side of the News, The World Today, Curtiss Candy, Edward Murrow from London, We, the People, Take It or Leave It, Keyboard Concerts, Saturday Night Serenade.
- SWEET, BEN**
WMAS, Springfield, Mass.
- SWIDENSKY, BETTY**
WNAD, Norman, Okla.
- SWIFT, RODNEY**
WDRG, Hartford, Conn.
- SWINK, CHARLES**
WGAR, Cleveland, Ohio.
- SWISHER, JEANNE**
WDWS, Champaign, Ill.
- SYBERT, BEVERLY**
WTAD, Quincy, Ill.
- SYLVAIN, MARCEL**
CBF, Montreal, Que.
- TABER, BILL**
WIBC, Indianapolis, Ind.
- TABER, WILLIAM**
WMMN, Fairmont, W. Va.
- TAFOYA, HENRY R., JR.**
KFUN, Las Vegas, N. M.
- TAGGART, BYRON**
WIBC, Indianapolis, Ind.
- TAGGART, COYD**
KFBI, Wichita, Kans.
- TALBOT, BILL**
KLSM, Salem, Ore.
- TALBOTT, ELIZABETH**
WBTH, Williamson, W. Va.
- TANNER, LUKE**
WCOV, Montgomery, Ala.
- TATE, ED**
WCED, Du Bois, Pa.
- TATE, MARY JO**
WMPS, Memphis, Tenn.
- TAYLOR, ALBERT**
WCAU, Philadelphia, Pa.
- TAYLOR, BILL**
WMFR, High Point, N. C.
- TAYLOR, CLAUDE**
WLVA, Lynchburg, Va.
- TAYLOR, DAVE**
WBBB, Burlington, N. C.
- TAYLOR, DOTTIE**
KVAK, Atchison, Kans.
- TAYLOR, JAYNE**
WSPB, Sarasota, Fla.
- TAYLOR, LEONARD**
WHBC, Canton, Ohio.

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TAYLOR, PAT
WMFR, High Point, N. C.

TEALE, JIM
KFAR, Fairbanks, Alaska.

TEAR, SID
WMRC, Greenville, S. C.

TEAR, SID
WBWW, Welch, W. Va.

TEIGLAND, BORCHILD
KWLC, Decorah, Iowa.

TEMPLE, FLORENCE
KFGQ, Boone, Iowa.

TEMPLE, FRED
WSUN, St. Petersburg, Fla.

TENPENNY, RAY
WCOO, Minneapolis-St. Paul, Minn.

TERKELL, HAL
WKPA, New Kensington, Pa.

TERRELL, JAMES
KLRA, Little Rock, Ark.

TERRY, H. M., JR.
KBST, Big Spring, Texas.

TERRY, IONA
CKNX, Wingham, Ont.

TERVIT, JEAN
CKNX, Wingham, Ont.

TERWEY, TYS
KNOX, Knoxville, Tenn.

TESCH, JOHN
WSAY, Rochester, N. Y.

THAYER, JACK
KOBH, Rapid City, S. D.

THERIOT, ALLISON J.
KVOL, Lafayette, La.

THOMAS, FRANK
KFBC, Cheyenne, Wyo.

THOMAS, GILBERT
WCPO, Cincinnati, Ohio.

THOMAS, GLENN
WJEJ, Hagerstown, Md.

THOMAS, ROLLYN
KFI, KECA, Los Angeles, Calif.

THOMPSON, AL
KSAL, Salina, Kans.

THOMPSON, BOBBY
WDSU, New Orleans, La.

THOMPSON, LLOYD
WIBG, Philadelphia, Pa.

THOMPSON, HARRIETTE
WROK, Rockford, Ill.

THOMPSON, MARK
WEW, St. Louis, Mo.

THOMPSON, NANCY
WGGA, Gainesville, Ga.

THORR, LAWRENCE
CFCE, Montreal, Que.

THWAITES, DOROTHY G.
KFUN, Las Vegas, N. M.

THWAITES, E. N.:
KFUN, Las Vegas, N. M.

TICE, J. OLIN
WBT, Charlotte, N. C.

TIDWELL, OTTICE
KFFA, Helena, Ark.

TIERNEY, JACK
WMFF, Plattsburg, N. Y.

TIDEN, LAMONT
CBM, Montreal, Que.

TILLER, TED
WINX, Washington, D. C.

TILLMAN, JOHN
CBS, Exploring Space, Reflections, Voices in the Night, Calling Pan America, People's Platform.

TIMBERLAKE, JOHN
WBWW, Welch, W. Va.

TIMM, ALLEN
WEMP, Milwaukee, Wisc.

TOBEY, ROBERT
KNOW, Austin, Texas.

TOBIN, JOE
WINS, New York, N. Y.

TOBOLA, JOHN J.
WAYX, Waycross, Ga.

TODD, GEORGE
WCLE-WHK, Cleveland, Ohio.

TODD, JAMES
WMAQ, Chicago, Ill.

TODD, JIMMY
KVOO, Tulsa, Okla.

TOLBOE, KENT
KOVO, Provo, Utah.

TOLEMAN, EDWIN C., JR.
WTBO, Cumberland, Md.

TOMPKINS, WILLIAM
WABY, Albany, N. Y.

TONKIN, GERRY
CKBI, Prince Albert, Sask.

TONKIN, JOSEPH
WHIP, Harrisburg, Pa.

TOOLE, RICHARD
WHAM, Rochester, N. Y.

TORMEY, JAY
WFAS, White Plains, N. Y.

TOTTEN, VERNON
WBTH, Williamson, W. Va.

TOWNE, EPH
KFXJ, Grand Junction, Colo.

TOZIER, HAL
WCLE-WHK, Cleveland, Ohio.

TRENT, JOHN
WCAE, Pittsburgh, Pa.

TRIBLEY, HANK
WGTC, Greenville, N. C.

TRIENT, BILL
KROY, Sacramento, Calif.

TRIMBLE, KERMITH
WOIL, Omaha, Nebr.

TROMBETTA, FRANK
WHAT, Philadelphia, Pa.

TRUDEAU, E. L.
WOKO, Albany, N. Y.

TRUEHART, JAMES
KNOW, Austin, Texas.

TRUERE, BOB
WPDQ, Jacksonville, Fla.

TRUM, JOE
KRIC, Beaumont, Texas.

TUCHOLKA, ED
WEBR, Buffalo, N. Y.

TUCKER, DICK
WEIM, Fitchburg, Mass.

TUCKER, DUANNE
KTSW, Emporia, Kans.

TUCKER, ROBERT
WPAY, Portsmouth, Ohio.

TUNIS, HAL
WAAT, Jersey City, N. J.

TURNER, BOB
WERB, Buffalo, N. Y.

TURNER, HOWARD
WISE, Asheville, N. C.

TURNER, HUGH
KGO, San Francisco, Calif.

TURNER, MICHAEL
WISE, Asheville, N. C.

TURNER, TEX
WBIR, Knoxville, Tenn.

TURNER, WALT
WWVA, Wheeling, W. Va.

TWISS, HERBERT
KMYR, Denver, Colo.

TWOMBLY, ROWLAND
WILM, Wilmington, Del.

TWYMAN, HARVEY
KOIL, Omaha, Nebr.

TYLER, NOAH
WIOD, Miami, Fla.

TYLER, WAYNE
WLVA, Lynchburg, Va.

TYRRELL, WALTER
WINX, Washington, D. C.

TYSON, DAVE
WWSW, Pittsburgh, Pa.

— U —

UNDERHILL, D.
WISN, Milwaukee, Wisc.

URIE, HURSCHELL
KSUB, Cedar City, Utah.

UTROSKA, BOB
KROS, Clinton, Iowa.

UTTAL, FRED
Blue. The Lion's Roar.

— V —

VAILE, DAVE
KNX, Los Angeles, Calif.

VALENTINE, JIMMY
KSTP, St. Paul-Minneapolis, Minn.

VALENTINE, RANCE
WTAM, Cleveland, Ohio.

VALLENDER, G. EDWARD
WBCM, Bay City, Mich.

• • •

ANNOUNCERS

• • •

VAN, LYLE
NBC, Bill Stern's Sports Program, Kaltenborn.

VANDERGRIFT, TOM
KFJZ, Fort Worth, Texas.

VANDEVENTER, BOB
KHBG, Okmulgee, Okla.

VANCE, DON
CKCK, Regina, Sask.

VANDERPOEL, NEIL
WPBQ, Jacksonville, Fla.

VANDEVER, WALLACE
KCRC, Enid, Okla.

VAN HOY, VIRGINIA
KUJ, Walla Walla, Wash.

VAN KEEL, GLEN
WIBC, Indianapolis, Ind.

VAN KLEECK, ROBERT
WKNY, Kingston, N. Y.

VAN KUREN, JAMES
CKLW, Windsor, Ont.

VAN SICKLEN, HUNTER
KWJJ, Portland, Ore.

VARES, GEO.
WEDC, Chicago, Ill.

VAUGHAN, GUY
CBM, Montreal, Que.

VELAZQUES, OSVALDO TORRES
WKAZ, San Juan, P. R.

VERDIER, BILL
WFLA, Tampa, Fla.

VERGES, MICHAEL
WMPB, Memphis, Tenn.

VEST, DON
KVOD, Denver, Colo.

VICK, FRANCES
WMAM, Marinette, Wisc.

VICKERS, LEE
WJSV, Washington, D. C.

VICKTOR, IRVIN
WWL, New Orleans, La.

VIHMAN, GEORGE E., JR.
KABR, Aberdeen, S. D.

VILLANI, JOHNNY
WBRW, Welch, W. Va.

VILLAVICENCIO, TEOFILO
WIAC, San Juan, P. R.

VINCENT, JOHN
WGEB, Freeport, N. Y.

VINES, LEE
CBS.

VISSER, PAUL
WOI, Ames, Iowa.

VOGEL, PHIL
WCPO, Cincinnati, Ohio.

VOGELMAN, ROY
WHA, Madison, Wisc.

VON BERGEN, JOHN
WARM, Scranton, Pa.

VONDELL, JOHN
WHYN, Holyoke, Mass.

VON VELZER, DON
WHBQ, Memphis, Tenn.

VOORHEIS, ARTHUR O.
WMPC, Lapeer, Mich.

VREDEVELD, AL
WKBB, Muskegon, Mich.

— W —

WABER, TOM
WKAR, East Lansing, Mich.

WADE, OSBORN
WKNE, Keene, N. H.

WADE, TOM
WKCY, Cincinnati, Ohio.

WADE, VIRGINIA
WCED, Du Bois, Pa.

WAGES, JACK
KOY, Phoenix, Ariz.

WAGNER (MISS) JOHNEY
WBBB, Burlington, N. C.

WAGONER, WALTER W.
KROD, El Paso, Texas.

WAHLBERG, HARRY
KPDN, Pampa, Texas.

WAHLBERG, JOEL
WGH, Newport News, Va.

WALD, JOHN
Blue—P. C.

WALDEN, PAUL E.
KWRC, Pendleton, Ore.

WALDROP, JAMES
NBC.

WALES, MARTIN
WKAT, Miami Beach, Fla.

WALKER, BILL
KYSM, Mankato, Minn.

WALKER, E.
KUOA, Siloam Springs, Ark.

WALKER, HAL
WISN, Milwaukee, Wisc.

WALKER, LEW
WBYN, Brooklyn, N. Y.

WALKER, LOU
WCOP, Boston, Mass.

WALKER, MARGARET
WSOC, Charlotte, N. C.

WALKER, MARVN, JR.
WSON, Henderson, Ky.

WALKER, PELLON
KTEM, Temple, Texas.

WALLACE, BRANDON
WBRW, Welch, W. Va.

WALLACE, RALPH
WORC, Worcester, Mass.

WALLACE, RAY
WKST, New Castle, Pa.

WALLACE, WESLEY H.
WPTF, Raleigh, N. C.

WALLEN, RUSS
WFOR, Hattiesburg, Miss.

WALRATH, WALT
WICA, Ashtabula, Ohio.

WALROD, TRUMAN
KROS, Clinton, Iowa.

WALSTRUM, HARRY
KMTR, Los Angeles, Calif.

WALTER, GILBERT
KRNB, Roseburg, Ore.

WALTER, ROBERT
WWNY, Watertown, N. Y.

WALTERS, CHARLES H.
WBT, Charlotte, N. C.

WALTERS, JOE
KFMB, San Diego, Calif.

WALTMAN, WILLIAM
WAVE, Louisville, Ky.

WALTON, GEO.
CJVI, Victoria, B. C.

WALTON, HUGH
WCAU, Philadelphia, Pa.

WALTON, LUKE
WISH, Indianapolis, Ind.

WALTON, RAY
WEST, Easton, Pa.

WALTON, SID
WHN, New York, N. Y.

WANGERIN, RICHARD
KFUO, St. Louis, Mo.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARD, BUD
WPPG, Atlantic City, N. J.

WARD, DON
WIND, Gary, Ind.

WARD, PEGGY
KNX, Los Angeles, Calif.

WARD, CAPT. WILLIAM T.
WTAL, Tallahassee, Fla.

WARNER, AL
KMTR, Los Angeles, Calif.

WARNER, HUB
KFAM, St. Cloud, Minn.

WARREN, DOC
KTHS, Hot Springs, Ark.

WARREN, J. C.
KFFA, Helena, Ark.

WARREN, WILLIAM
WASK, Lafayette, Mo.

WARRINGTON, FRANK
WTAR, Norfolk, Va.

WASS, BOB
WADC, Akron, Ohio.

WATERMAN, WARREN
WALL, Middletown, N. Y.

WATKINS, JOHN
WCKY, Cincinnati, Ohio.

WATSON, LAWRENCE
WCBI, Columbus, Miss.

WATSON, LOREN
WMRC, Greenville, S. C.

WATSON, WILLIAM
KWKH, Shreveport, La.

WAUGH, IRVING
WSM, Nashville, Tenn.

WAYNE, CARTER
WPIC, Sharon, Pa.

ANNOUNCERS

WAYNE, STUART
KYW, Philadelphia, Pa.

WEAKLEY, SCOTT
KROW, Oakland, Calif.

WEAVER, BILLY McK.
KFPW, Fort Smith, Ark.

WEAVER, DORIS
WAJR, Morgantown, W. Va.

WEAVER, G. MALCOLM
WWSR, St. Albans, Vt.

WEAVER, JACKSON
WFMJ, Youngstown, Ohio.

WEAVER, ROBYN
WMBD, Peoria, Ill.

WEAVER, WILLIAM
KADA, Ada, Okla.

WEBB, DONALD
WPAY, Portsmouth, Ohio.

WEBB, HUGH
WHMA, Anniston, Ala.

WEBBE, TED
WLNS, New York, N. Y.

WEBBER, FRED E.
WFIL, Philadelphia, Pa.

WEBBER, SIMON
CHNS, Halifax, N. S.

WEBER, FRED
CKOV, Kelowna, B. C.

WEBSTER, DAN
WMOB, Mobile, Ala.

WEBSTER, DAVES
WJNO, West Palm Beach, Fla.

WEBSTER, DICK
WMBH, Joplin, Mo.

WEBSTER, KURT
WBIR, Knoxville, Tenn.

WEEDIN, HARTFIELD
WFAA, Dallas, Texas.

WEIGLE, FRANN
WLAV, Grand Rapids, Mich.

WEIMER, ORVILLE
KOWH, Omaha, Nebr.

WEINES, MORTON D.
WRNL, Richmond, Va.

WEINGARTH, FRED
WDAF, Kansas City, Mo.

WEISSMAN, C.
WHLD, Niagara Falls, N. Y.

WEITZELL, ROBERT
KLRA, Little Rock, Ark.

WELCH, EDGAR
WMCA, New York, N. Y.

WELCH, JANE
WGNV, Newburgh, N. Y.

WELDON, MARTIN
WINS, New York, N. Y.

WELLING, FRANK
WCHS, Charleston, W. Va.

WELLS, ALBERT
CKUA, Edmonton, Alberta.

WELLS, BILL
WNEW, New York, N. Y.

WELSH, TOM
WHRN, Warren, Ohio.

WELTMER, FRANK
KOY, Phoenix, Ariz.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WENDELL, CONNIE
KRLA, Midland, Texas.

WENZINGER, MAURICE
KGFV, Kearney, Nebr.

WERLING, RUPE
WIBG, Philadelphia, Pa.

WEST, DAVE
KRLC, Lewiston, Idaho.

WEST, ROBERT
WTFAR, Norfolk, Va.

WESTERKAMP, BOB
WTIC, Hartford, Conn.

WETZEL, EARLE H.
WCBA-WSAN, Allentown, Pa.

WHEDBEE, CHARLES H.
WRRF, Washington, N. C.

WHEELER, ANTHONY
WFIL, Philadelphia, Pa.

WHEELER, BURRITT
KWKW, Pasadena, Calif.

WHELOCK, HOWARD
WKNE, Keene, N. H.

WHITBY, J. C.
CFLC, Prescott, Ont.

WHITE, BILL
KFJB, Marshalltown, Iowa.

WHITE, MORGAN
KSUB, Cedar City, Utah.

WHITE, PAUL
WNBC, Hartford, Conn.

WHITE, RICHARD
WNBH, New Bedford, Mass.

WHITE, VERNON
KROY, Sacramento, Calif.

WHITE, WARREN
WMJM, Cordele, Ga.

WHITESIDE, JEAN
CKCR, Kitchener-Waterloo, Ont.

WHITESIDES, CHARLES
KTEM, Temple, Texas.

WHITLOCK, RAY
WNEF, Binghamton, N. Y.

WHITNEY, DENMAN
KARM, Fresno, Calif.

WHITNEY, DICK
WSAZ, Huntington, W. Va.

WHITTLER, CHUCK
WBAX, Wilkes-Barre, Pa.

WHITWELL, CLYDE
KOMA, Oklahoma City, Okla.

WHITWORTH, RAY
WAPO, Chattanooga, Tenn.

WICE, AUBREY
CKOC, Hamilton, Ont.

WICHMANN, WILLIAM P.
WLBI, Stevens Point, Wis.

WICKERSHAM, HARRY
KJBS, San Francisco, Calif.

WIDMARK, HERBERT
WDSM, Superior, Wis.

WIDNEY, STAN
WHO, Des Moines, Iowa.

WIEDNER, JEANNE
WKBB, Dubuque, Iowa.

WIETING, FRED
WIBG, Philadelphia, Pa.

WIGGINS, GASPER
WAIM, Anderson, S. C.

WIGGINS, WALLACE S.
KVOE, Santa Ana, Calif.

WILCOX, HARLOW
Fibber McGee and Molly NBC,
Blondie CBS, Maxwell House
NBC.

WILCOX, PAUL
KGMB, Honolulu, Hawaii.

WILDE, EMIL
KFUO, St. Louis, Mo.

WILDE, RUSSELL B.
WOKO, Albany, N. Y.

WILDERMUTH, CHAS.
WJFR, Wisconsin Rapids, Wis.

WILEMAN, WINFRED
KTMS, Santa Barbara, Calif.

WILHOIT, DARREL
KVAN, Vancouver, Wash.

WILKINSON, JACK
CKOC, Hamilton, Ont.

WILLARD, DICK
WOR, New York, N. Y.

WILLETT, BOB
CJVI, Victoria, B. C.

WILLIAMS, ALUN
WMCA, New York, N. Y.

WILLIAMS, CONNIE
WTAD, Quincy, Ill.

WILLIAMS, DICK
WKRC, Cincinnati, Ohio.

WILLIAMS, DOC
WADC, Akron, Ohio.

WILLIAMS, FOSTER
WINS, New York, N. Y.

WILLIAMS, JACK
KYA, San Francisco, Calif.

WILLIAMS, JOHN
WWSR, St. Albans, Vt.

WILLIAMS, RUSSEL
WCOL, Columbus, Ohio.

WILLIAMS, TOM
WADC, Akron, Ohio.

ANNOUNCERS

WILLIAMS, TOM
WTJC, Jackson, Tenn.

WILLIAMS, W. T.
WPTF, Raleigh, N. C.

WILLIAMSON, PAUL
KOMA, Oklahoma City, Okla.

WILLIARD, GEORGE
KHJ, Los Angeles, Calif.

WILLIS, FORREST L.
WOKO, Albany, N. Y.

WILLS, ANNE
WATW, Ashland, Wisc.

WILLS, HARRY
WATW, Ashland, Wisc.

WILLS, JOE
KFJZ, Fort Worth, Texas.

WILLSON, COLMAN
Blue—P. C.

WILLSON, JIMMIE
WWDC, Washington, D. C.

WILSON, DON
NBC, Grape Nuts Show.

WILSON, EARLE D.
WNBH, New Bedford, Mass.

WILSON, ELVAN B.
WDAE, Tampa, Fla.

WILSON, GENE
KRLC, Lewiston, Idaho.

WILSON, GEORGE EARLE
KGBX, Springfield, Mo.

WILSON, GLENN
WTIC, Hartford, Conn.

WILSON, HERMAN
KFEL, Denver, Colo.

WILSON, JOE
WGAR, Cleveland, Ohio.

WILSON, STUART
KHJ, Los Angeles, Calif.

WILSON, TOM
KWFC, Hot Springs, Ark.

WILSON, VERNON
KYA, San Francisco, Calif.

WINN, WILLIAM
WJTN, Jamestown, N. Y.

WINNE, WILLIAM
WABY, Albany, N. Y.

WIRTH, DONALD
WMAM, Marinette, Wisc.

WISE, RUSSELL B.
WAKE, Akron, Ohio.

WISMER, BILLIE
WRBL, Columbus, Ohio.

WITHERSPOON, JOHN
WOLS, Florence, S. C.

WITTE, FRANZ
WTMA, Charleston, S. C.

WITTON, HARRY
CFCO, Chatham, Ont.

WIZIARDE, FRANK
KVAK, Atchison, Kans.

WOLF, JOHN ALLEN
CBS, Thom McAn Shoes,
Sweetheart Soap, The Pause
that Refreshes on the Air.

WOLFE, HOWARD
WIBC, Indianapolis, Ind.

WOOD, JAMES
WRBL, Columbus, Ga.

WOOD, LILLIAN
WGH, Newport News, Va.

WOODALL, SAM
WGH, Newport News, Va.

WOODWARD, HOWARD
WLW, Cincinnati, Ohio.

WOODWARD, RAY
WFTC, Kingston, N. C.

WOODBIDGE, ROSS
WHEC, Rochester, N. Y.

WOODS, JIM
CKNB, Cambellton, N. B.

WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.

WOOLF, JOHN M.
KOYL, Salt Lake City, Utah.

WOOLWINE, JAMES
KMTR, Los Angeles, Calif.

WORDEY, PHYLLIS
WBRY, Waterbury, Conn.

WORKMAN, LINDSAY
KPCC, Pasadena, Calif.

WORKMAN, NELLIE
KFGQ, Boone, Iowa.

WORLEY, DAVE
KWFT, Wichita Falls, Texas.

WORLINE, LORA BETH
KCKN, Kansas City, Kans.

WORSHAM, EVELYN
KPAB, Laredo, Texas.

WRAY, HALL
WGAA, Cedartown, Ga.

WRAY, OLIVE HENRY
WSLI, Jackson, Miss.

WRIGHT, BARBARA
WILM, Wilmington, Del.

WRIGHT, BLOYCE
WKY, Oklahoma City, Okla.

WRIGHT, BURTON
WKY, Oklahoma City, Okla.

WRIGHT, CHARLES
WELI, New Haven, Conn.

WRIGHT, DOUGLAS
WCAR, Pontiac, Mich.

WRIGHT, HOLLIS
WRC, Washington, D. C.

WRIGHT, KEN
WNOX, Knoxville, Tenn.

WRIGHT, MARION
WAYX, Waycross, Ga.

WRIGHT, PAUL
KCRC, Enid, Okla.

WVOLDSTAD, MARVIN
KWLC, Decorah, Iowa.

WYLIE, ROBERT
WFJM, Youngstown, Ohio.

WYLE, ROBERT
WHJB, Greensburg, Pa.

WYMER, JOHN
WCMI, Ashland, Ky.

— Y —

YANDLE, FLAVIUS
WTMC, Ocala, Fla.

YEAGER, MAURICE
KRLC, Lewiston, Idaho.

YELVINGTON, RAMSEY
KTSA, San Antonio, Texas.

YORTON, RAYMOND H.
KFIZ, Fond du Lac, Wisc.

YOUNG, CATHERINE
CFGP, Grande Prairie, Alberta.

YOUNG, DAVID R.
KHJ, Los Angeles, Calif.

YOUNG, E. V.
CBB, Vancouver, B. C.

YOUNG, FRANK
WOL, Washington, D. C.

YOUNG, J. J.
WERC, Erie, Pa.

YOUNG, JIM
WTMA, Charleston, S. C.

YOUNG, LYLE
KORE, Eugene, Ore.

YOUNGBLOOD, WESLEY
KFGO, Lubbock, Texas.

YOUNKER, EARL
KTRH, Houston, Texas.

— Z —

ZAPEL, ARTHUR
WKZO, Kalamazoo-Grand
Rapids, Mich.

ZIMMON, HAL
WHEB, Portsmouth, N. H.

ZINK, AL
WGY, Schenectady, N. Y.

ZINN, ZELDA
KTBC, Austin, Texas.

SPORTS COMMENTATORS

AND THEIR WORK DURING 1942



— A —

ADAMS, FELIX
WIBC, Indianapolis, Ind.

ADELMAN, PAT
KNOW, Austin, Texas.

ALBURY, BOB
WHBQ, Memphis, Tenn.

ALEXANDER, JACK
WINN, Louisville, Ky.

ALEXANDER, JOHN
WFPG, Atlantic City, N. J.

ALEXANDER, OWEN
WAPI, Birmingham, Ala.

ALFRONSO, ANTONIO
WIAC, San Juan, P. R.

ALLEN, BOB
WEAU, Eau Claire, Wisc.

ALLEN, MEL

CBS, MBS-WOR, WMCA.

ALLEN, PHIL
KIDO, Boise, Idaho.

ALMAN, RICHARD
WKAT, Miami Beach, Fla.

ANTHONY, CHUCK
WKAR, East Lansing, Mich.

ARMSTRONG, FRANK
WJPR, Greenville, Miss.

ARTHUR, FRANK
KMJ, Fresno, Calif.

ASHBURN, BONNIE
KOWH, Omaha, Nebr.

ATCHISON, CHARLES
WDEF, Chattanooga, Tenn.

AVERY, BOB
WTHY, Hartford, Conn.

— B —

BABCOCK, WILLIAM
WMMN, Fairmont, W. Va.

BACON, ROGER
WTOL, Toledo, Ohio.

BAILEY, RICHARD
WMUR, Manchester, N. H.

BAILEY, TED
KTUL, Garden City, Kans.

BAKER, ROGER
WLW-WSAI, Cincinnati, Ohio.

BALL, BOB
KIUL, Garden City, Kans.

BALTER, SAM
WCPO, Cincinnati, Ohio.

BANKS, DAVE
WWL, New Orleans, La.

BARBER, RED
WOR, New York, N. Y.

BERENTS, BARRY
WTAG, Worcester, Mass.

BARRETT, TONY
WRBL, Columbus, Ga.

BARRY, JACK
WHEC, Rochester, N. Y.

BASTIC, TOM
KBND, Bend, Ore.

BATEY, DICK
CJVI, Victoria, B. C.

BATTERS, CHARLES
WFBL, Syracuse, N. Y.

BAUMANN, JAY
WJAG, Norfolk, Nebr.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BAXTER, VERNICE E.
WATN, Watertown, N. Y.

BAYEUB, R.
CHLT, Sherbrooke, Que.

BEACHBOARD, KENNETH
WISE, Asheville, N. C.

BEAUDRY, ROLAND
CBF, Montreal, Que.

BEDELL, A. D.
WCAP, Asbury Park, N. J.

BELCHER, ROD
KGVO, Missoula, Mont.

BELL, HILLIS
KVSO, Ardmore, Okla.

BELL, TED
KRSC, Seattle, Wash.

BENNETT, LEE
WAGA, Atlanta, Ga.

BENNETT, THURSTON
WRDW, Augusta, Ga.

BERKOWITZ, MILT
WNBC, Hartford, Conn.

BISHOP, BURTON
KTEM, Temple, Texas.

BLANCHARD, LOWELL
KNOX, Knoxville, Tenn.

BOCHMAN, BILL
WCOS, Columbia, S. C.

BOGGS, OTIS
WRUF, Gainesville, Fla.

BOLAND, JOE
WSBT, South Bend, Ind.

BOSS, KEITH
WHEB, Portsmouth, N. H.

BOUTROS, DICK
WCHV, Charlottesville, Va.

BOWMAN, ROY JOE
KFGG, Shawnee, Okla.

BOX, VES
KRLD, Dallas, Texas.

BOYD, HARVEY
KPLT, Paris, Texas.

BRANDT, DEL
KPOW, Powell, Wyo.

BRAY, DICK
WLW-WSAI, Cincinnati, Ohio.

BREngle, BILL
WWL, New Orleans, La.

BREWSTER, ED
WGAA, Cedartown, Ga.

BRICKHOUSE, JACK
WGN, Chicago, Ill.

BRIGHT, HARRY
WGBR, Goldsboro, N. C.

BRISENDINE, ROBERT
WRRF, Washington, N. C.

BROWN, ALLEN
WFOY, St. Augustine, Fla.

BROWN, FAY
KFYR, Bismarck, N. D.

BROWN, GUY
WOPI, Bristol, Tenn.

BROWN, MAX
KHAS, Hastings, Nebr.

BROWN, PAUL
WBNS, Columbus, Ohio.

BRUNTLETT, GEO.
KOBH, Rapid City, S. D.

BUCK, LOUIS
WSM, Nashville, Tenn.

BURCH, E. L.
WRNL, Richmond, Va.

BURICK, MARVIN
WIOD, Miami, Fla.

BURICK, SI
WHIO, Dayton, Ohio.

BURKE, CHARLIE
KXOX, Sweetwater, Texas.

BURRELL, HARRY
WOI, Ames, Iowa.

BURTON, DON
WLBC, Muncie, Ind.

BURWELL, ED W.
WHIT, New Berne, N. C.

BUXBAUM, PHILIP L., JR.
WELL, New Haven, Conn.

BYER, HAL
KWIL, Albany, Ore.

— C —

CABBERA, BERNABE
WNEL, San Juan, P. R.

CAIN, DOYLE
KFXD, Nampa, Idaho.

CALDER, WYLLIE
WTMA, Charleston, S. C.

CAMERON, STEWART
WJNO, West Palm Beach, Fla.

CAMPAGNA, TED
WDAY, Fargo, N. D.

CAMPOS, ANTONIO
KNEL, San Juan, P. R.

CARAY, HARRY
WKZP, Kalamazoo-Grand Rapids, Mich.

CARMONA, AL
KVEC, San Luis Obispo, Calif.

CARPENTER, JAMES D.
WKBB, Dubuque, Iowa.

CARROLL, JIM
KWYO, Sheridan, Wyo.

• • • **SPORTS COMMENTATORS** • • •

CARSON, RAY
 WWDO, Washington, D. C.

CASE, JACK
 WWNY, Watertown, N. Y.

CECIL, HERMAN
 KCMC, Texarkana, Ark.

CHAMBERLAIN, CARL
 WSAY, Rochester, N. Y.

CHAPMAN, DAVID
 KWFT, Wichita Falls, Texas.

CHAPMAN, JUDSON
 WTAL, Tallahassee, Fla.

CHICK, BRUCE
 CKWL, Windsor, Ont.

CHILDS, LELAND
 WJLD, Bessemer, Ala.

CHYTIL, JOE
 KELA, Centralia - Chehalis,
 Wash.

CLARK, HERBERT
 KWBW, Hutchinson, Kans.

CLARK, J. B.
 WDNC, Durham, N. C.

CLAYTON, BOVARD
 WEBQ, Harrisburg, Ill.

CLAYTON, OLIVER
 WJMC, Rice Lake, Wis.

COFFIN, FRANK
 KXRO, Aberdeen, Wash.

COHN, ART
 KLX, Oakland, Cal.

COLLINS, JUD
 WSM, Nashville, Tenn.

COLTON, TOM
 WWSR, St. Albans, Vt.

CONN, MARVIN
 WOWO-WGL, Fort Wayne, Ind.

CONRAD, STAN
 WMFR, High Point, N. C.

CONSIDINE, BOB
 WNEW, New York, N. Y.

COOK, LYNN
 WKBH, La Crosse, Wisc.

COOKE, MURRAY
 CKCA, Kenora, Ont.

COOKE, PHIL
 WCBT, Roanoke Rapids, N. C.

CORLEY, BILL
 WBNS, Columbus, Ohio.

COWELL, EDDIE
 WJHL, Johnson City, Tenn.

CROSS, "RED"
 WMAZ, Macon, Ga.

CRUICKSHANK, GERALD
 CKNX, Wingham, Ont.

CUNNINGHAM, P. H.
 KWOC, Poplar Bluff, Mo.

CUZAD, SAM
 WLPM, Suffolk, Va.

— D —

DAILEY, TOM
 WOW, Omaha, Nebr.

DAIN, ROLAND
 KWLC, Decorah, Iowa.

DALE, HAROLD
 WGTC, Greenville, N. C.

DAVIES, BOB
 KFRE, Fresno, Calif.

DAVIS, CHARLES
 WFBC, Greenville, S. C.

DAVIS, DON
 KEVE, Everett, Wash.

DAVIS, JACK
 WALL, Middletown, N. Y.

DAVIS, W. W.
 KDRO, Sedalia, Mo.

DAVIS, WALT
 WBRN, Warren, Ohio.

DAVIS, WENDY
 WBZ-WBZA, Boston & Spring-
 field, Mass.

DAY, JACK
 WMVA, Martinsville, Va.

DELMONT, JAMES
 KATE, Albert Lea, Minn.

DENNIS, DINTY
 WQAM, Miami, Fla.

DeYOANNES, ARMONDO
 WHLB, Virginia, Minn.

DIHLMANN, HANK
 KROS, Clinton, Iowa.

DILWORTH, ROY
 CBL-CBY, Toronto, Ont.

DIXON, BOB
 WTAG, Worcester, Mass.

DOLAN, JIMMY
 CBS.

**HARRY
 WISMER**

— • —
 Blue Network

Monday Through Friday



• • • **SPORTS COMMENTATORS** • • •

DONALDSON, ROBERT
KTSW, Emporia, Kans.

DOOLEY, JAMES
WBBC, Canton, Ohio.

DOUGLAS, STEVE
WRC, Washington, D. C.

DOWTY, BYRON
KALB, Alexandria, La.

DUDLEY, JIMMY
WKAR, East Lansing, Mich.

DUNBAR, STUART
KSAL, Salina, Kans.

DUNNE, BERT
NBC, CBS.

DUNPHY, DON
MBS-WOR, WINS.

DURKEE, HARRY
KFJM, Grand Forks, N. D.

DREW, AL
WBBC, Burlington, N. C.

DRYBURGH, DAVE
CKCK, Regina, Sask.

DYER, BILL
WITH, Baltimore, Md.

— **E** —

ELDER, DON
WMAQ, Chicago, Ill.

ELKINS, LISTON
WAYX, Waycross, Ga.

ELLIS, STEVE
WPAT, Paterson, N. J.

ELTON, DALTON
CJOC, Lethbridge, Alberta.

ELVIN, RALPH
WLOK, Lima, Ohio.

ERVIN, LEE
WDWS, Champaign, Ill.

ESCUDIER, R. A.
KVOL, Lafayette, La.

EUBANKS, BLAIR
WTAR, Norfolk, Va.

EVANS, BOB
WSPD, Toledo, Ohio.

EVANS, VIRGIL G.
WDLF, Panama City, Fla.

— **F** —

FAIRMAN, STEPPY
CKCK, Regina, Sask.

FARIS, CLINT
WGTM, Wilson, N. C.

FARRIS, J. H.
WGKV, Charleston, W. Va.

FALKNER, BILL
KYSM, Mankato, Minn.

FAUSLET, B. J.
KUOA, Siloam Springs, Ark.

FELDMAN, BOB
WSPR, Springfield, Mass.

FERN, CHARLES J.
KTOH, Lihue, Hawaii.

FIELD, BRYAN
MBS.

FISHER, HENRY T.
WMBD, Peoria, Ill.

FISHER, RALPH
KVAN, Vancouver, Wash.

FISK, JOHN V.
WLAQ, Lakeland, Fla.

FITZPATRICK, JACK
WJJD, Chicago, Ill.

FLAHERTY, BOB
WBTH, Williamson, W. Va.

FLAHERTY, PAT
WOAI, San Antonio, Texas.

FOSTER, JACK
WCKY, Cincinnati, Ohio.

FOSTER, W. K. BUD
KFAR, Fairbanks, Alaska.

FOULIS, BILL
KFEL, Denver, Colo.

FOWLER, J. B.
WPAD, Paducah, Ky.

FRANKLIN, DEL
KDAL, Duluth, Minn.

FRIEN, J. P.
KLCN, Blytheville, Ark.

FRINK, WILLIAM
WTRC, Elkhart, Ind.

FROST, WILLIAM
WISH, Indianapolis, Ind.

— **G** —

GAINES, TOULMIN
WRUF, Gainesville, Fla.

GALLIVAN, D. G.
CJFX, Antigonish, N. S.

GARDNER, DON
WKBN, Youngstown, Ohio.

GARRETY, JAMES
WBTA, Batavia, N. Y.

GARRIOCK, TOMMY
CKTB, St. Catharines, Ont.

GARROWAY, DAVE
WMAQ, Chicago, Ill.

GATES, HILLIARD
WOWO-WGL, Fort Wayne, Ind.

GATES, TED
KR0D, El Paso, Texas.

GAUCHER, ALBERT
CHLN, Three Rivers, Que.

GEEHAN, JERRY
KMO, Tacoma, Wash.

GELINAS, PAUL
CKAC, Montreal, Que.

GEORGE, LEE
KGBX-KWTO, Springfield, Mo.

GETTINGS, MATT
WPDQ, Jacksonville, Fla.

GIBNEY, JACK
WRBL, Columbus, Ga.

GIBSON, WILLIAM T.
WLB, Minneapolis, Minn.

GILL, WESLEY F.
WGNV, Newburgh, N. Y.

GILLESPIE, FRANK
KTAR, Phoenix, Ariz.

GLICKMAN, MARTY
WHN, New York, N. Y.

GOODWIN, AL
KRLD, Dallas, Texas.

GOOD, WILLIAM
CHAB, Moose Jaw, Sask.

GOODSON, FRANK
KNET, Palestine, Texas.

GORDON, LARRY
WSTV, Steubenville, Ohio.

GORDON, J. R.
KELD, El Dorado, Ark.

GOSS, BAILEY
WBAL, Baltimore, Md.

GOULET, ARMOND
CHLP, Montreal, Que.

GRANEY, JACK
WCLE-WHK, Cleveland, Ohio.

GRANT, BOB
KUJ, Walla Walla, Wash.

GRANT, HUBERT
WDSU, New Orleans, La.

GRANT, REGINALD
CBM, Montreal, Que.

GRANT, TAYLOR
WCAU, Philadelphia, Pa.

GREEN, HOWARD
KREC, Abilene, Texas.

GREENWOOD, WARREN
WHAI, Greenfield, Mass.

GREGORY, MEL C.
KOTH, Lihue, Hawaii.

GRIER, HARRY
KTRH, Houston, Texas.

GROSS, ROBERT E.
WMRN, Marion, Ohio.

GUNDAKER, ED
WHP, Harrisburg, Pa.

GWYNN, Z. V.
WGAC, Augusta, Ga.

— **H** —

HADLEY, DOUG
WJPF, Herrin, Ill.

HADLEY, IRVING "BUMP"
WBZ-WBZA, Boston & Springfield, Mass.

HALHED, F. R.
CFPR, Prince Rupert, B. C.

HALL, HADLEY
KSTP, St. Paul-Minneapolis, Minn.

HALLBERG, LEE
CJVI, Victoria, B. C.

HAMILTON, WM. H.
WHIO, Dayton, Ohio.

HANCOCK, HUNTER
KPAB, Laredo, Texas.

HAND, JACK
WNBF, Binghamton, N. Y.

HANLON, TOM
KNX, Los Angeles, Calif.

HARDING, BILL
WINS, New York, N. Y.

HARLUIG, H.
WHBU, Anderson, Ind.

HARMON, KING
KUTA, Salt Lake City, Utah.

HARSH, CLIFF
KGCX, Wolf Point, Mont.

HASBROOK, DICK
WIS, Columbia, S. C.

HASEL, JOE
Blue-WJZ, New York, N. Y.

HEADY, KENNETH
KCMO, Kansas City, Mo.

HELPER, AL
MBS-WOR, New York, N. Y.

HENDRICKS, JIM
WAPO, Chattanooga, Tenn.

HENDRICKSON, LES
KOVO, Provo, Utah.

HENRY, CHARLES
KGHI, Little Rock, Ark.

HENRY, LEW
WCLE-WHK, Cleveland, Ohio.

HIGBEE, ARTHUR
KSUB, Cedar City, Utah.

• • • **SPORTS COMMENTATORS** • • •

HIGGINS, FRANCIS A.
WDAN, Danville, Ill.

HILL, DON
WAVE, Louisville, Ky.

HILL, EUGENE
WLOF, Orlando, Fla.

HILL, JERRY
CFCH, North Bay, Ont.

HILL, JOE
WCOL, Columbus, Ohio.

HILTON, CHARLIE
WLOG, Logan, W. Va.

HITCOCK, JACK
KFOR, Lincoln, Nebr.

HODGE, TED
WNLC, New London, Conn.

HODGES, RUSS
WOL, Washington, D. C.

HOLMAN, AL
WALA, Mobile, Ala.

HOLT, RUSS
WOLS, Florence, S. C.

HORN, RUFFIN
WFNC, Fayetteville, N. C.

HORNER, JACK
KILO, Grand Forks, N. D.

HOSFORD, JOE
WTAL, Tallahassee, Fla.

HOTALING, EARL
WBTM, Danville, Va.

HOYT, WAITE
WKRC, Cincinnati, Ohio.

HUGHES, PAUL
KTAR, Phoenix, Ariz.

HUNTER, DON
WPAR, Parkersburg, W. Va.

HUSEBY, LARRY
KVI, Tacoma, Wash.

HUSING, TED
CBS.

HUTTON, BURTON
KOAC, Corvallis, Ore.

HYNDS, WILLIAM
KVOE, Santa Ana, Calif.

— I —

INGHAM, BOB
WJW, Akron, Ohio.

INGRAM, ART
WERC, Erie, Pa.

— J —

JACKSON, BUD
KVOO, Tulsa, Okla.

JACOBS, SAMMY
WTNJ, Trenton, N. J.

JACOBS, TOM
KTRH, Houston, Texas.

JAMES, JIMMY
WPDQ, Jacksonville, Fla.

JOHNSON, KEN
CFOS, Owen Sound, Ont.

JOHNSON, RAY
KGY, Olympia, Wash.

JOHNSON, ROLLIE
WCCO, Minneapolis-St. Paul,
Minn.

JOHNSTON, JAMES D.
WLSL, Roanoke, Va.

JOHNSTONE, FRED
CKWS, Kingston, Ont.

JORDAN, CHARLIE
WRR, Dallas, Texas.

— K —

KAUFMAN, ROBERT L.
WISR, Butler, Pa.

KELLEY, BOB
WGAR, Cleveland, Ohio.

KELLEY, BOYD
KRLH, Midland, Texas.

KELLEY, CHICK
WBRY, Waterbury, Conn.

KELLY, JACK
KMA, Shenandoah, Iowa.

KELLY, ROBERT
WMAM, Marinette, Wisc.

KENNEY, STUART
CHML, Hamilton, Ont.

KENT, CARL
WAKR, Akron, Ohio.

KIELLEY, SAM
WDSM, Superior, Wisc.

KIRBY, LEE
WBT, Charlotte, N. C.

KLIMENT, BOB
WEBR, Buffalo, N. Y.

BERT LEE

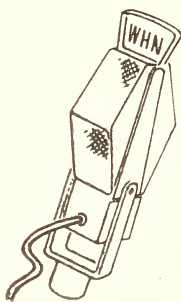
Hockey
"Today's Baseball"
Pro Football
"Warm Up Time"
"Sports Extra"

for
Eichler's
Nedick's
Old Gold

on

WHN

Tops in Sports



• • • SPORTS COMMENTATORS • • •

KLOXEN, ARNOLD
KGFV, Kearney, Nebr.

KNOTT, JACK
WNAX, Yankton, S. D.

KNUTSON, MILO
KROC, Rochester, Minn.

KOLBMANN, JOHN
WHAT, Philadelphia, Pa.

KONZ, WALLY
KFIZ, Fond du Lac, Wis.

KOZAK, RAYMOND
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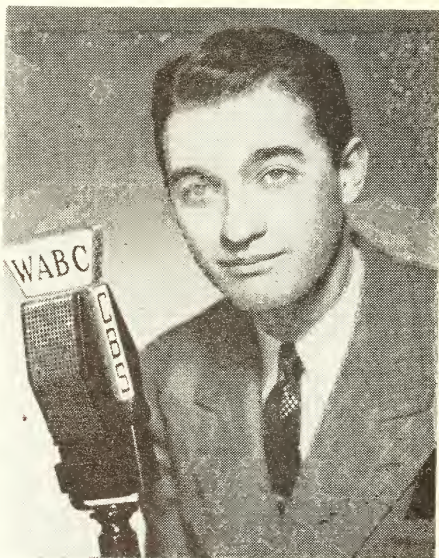
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ISAACS, CHARLES

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 WYLIE, MAX

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 YOULE, CLERITON
 YOUNG, JOHN

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ZIMM, MAURICE

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ADAMS, CHARLES F.
WMVA, Martinsville, Va.

ADAMS, FELIX
WBC, Indianapolis, Ind.

ADAMS, GLENN
WIS, Columbia, S. C.

ADLEMAN, PAT
KNOW, Austin, Texas.

ALEY, JACK
WGTC, Greenville, N. C.

ALDRIDGE, WILLIAM O.
WPAY, Portsmouth, Ohio

ALEXANDER, ALTON
Blue. Soldiers of Production,
Show of Yesterday and Today.

ALLAN, ED
WFPG, Atlantic City, N. J.

ALSO, CARLTON
NBC. Abie's Irish Rose.

AMBRUSTER, RUSSELL CO.
NBC.

ANDERSON, C. R.
KFEL, Denver, Colo.

ANDREW, KEITH
WSOY, Decatur, Ill.

ANTHONY, BOB
WFBC, Greenville, S. C.

ANTHONY, N.
CJOR, Vancouver, B. C.

ARMBRISTER, CYRIL
Blue.

ARTHUR, JON
WIBC, Indianapolis, Ind.

ATHEARN, BOB
WHEB, Portsmouth, N. H.

AUSMAN, BURT
WCLO, Janesville, Wis.

AYE, TOM
WKPA, New Kensington, Pa.

AYERES, HAL
KMTR, Los Angeles, Calif.

— B —

BAKER, JANET
WHBC, Canton, Ohio.

BAKER, RAYMOND W.
WTH, Baltimore, Md.

BALFE, KIERAN
WISR, Butler, Pa.

BAMBRICK, GORDON
KGW-KEX, Portland, Ore.

BARNES, BETH
WSB, Atlanta, Ga.

BARNES, JOHN
CBR, Vancouver, B. C.

BARNHART, CHARLES E.
WMBD, Peoria, Ill.

BARR, FBED
WWRL, Woodside, N. Y.

BARRETT, MAURICE
WHN, New York, N. Y.

BARRETT, TONY
WRBL, Columbus, Ga.

BARTLETT, MARCUS
WSB, Atlanta, Ga.

BATES, KARL
WKBN, Youngstown, Ohio.

BATEY, DICK
CJVI, Victoria, B. C.

BATSON, MARGERY
KYSM, Mankato, Minn.

BAXTER, LEE
WBOW, Terre Haute, Ind.

BAYEUR, ROLAND
CHLT, Sherbrooke, Que.

BEACHBOARD, KENNETH
WISE, Asheville, N. C.

BEAN HAROLD
WMAQ, Chicago, Ill.

BEAN RANDOLPH
WLVA, Lynchburg, Va.

BELL, JACK
WLW, Cincinnati, Ohio.

BELL, JOSEPH
Blue.

BELCHER, JERRY
WCKY, Cincinnati, Ohio.

BELL, ORTH
KFAB, Lincoln, Nebr.

BENITEZ, RAFAEL H.
WIAC, San Juan, P. R.

BENNETT, BILL
WKBZ, Muskegon, Mich.

BENNETT, BONNIE
KFDA, Amarillo, Texas.

BENNETT, DONALD
KWBW, Hutchinson, Kans.

BENNETT, DON
KYW, Philadelphia, Pa.

BERG, HAROLD
WARM, Scranton, Pa.

BERNARD, DON
United States Treasury Show
NBC, Blondie CBS.

BERNS, LARRY
CBS. Joe and Ethel Turp.

BENOT, JACK
WPAD, Paducah, Ky.

BICE, ROBERT L.
KMTR, Los Angeles, Calif.

BIONDI, FERDINAND
CKAC, Montreal, Que.

BIRD, J. C.
WCAF, Asbury Park, N. J.

BLACK, C. R.
KWTO-KGBX, Springfield, Mo.

BLACK, JACK
WGM, Newport News, Va.

BLACK, W. SHIRL
KOVQ, Provo, Utah.

BLAIS, YVON
CHLT, Sherbrooke, Que.

BLAKE, F. B.
WOCB, Hyannis-West Yarmouth, Mass.

BLANCHARD, LOWELL
KNOX, Knoxville, Tenn.

BLAND, AL
WCKY, Cincinnati, Ohio.

BLISS, TED
KNX, Los Angeles, Calif.

BLOMEYER, LLOYD
KLCN, Blytheville, Ark.

BLUE, IRA
KQW, San Jose, Calif.

BOATES, J.
CKOV, Kelowna, B. C.

BOORAEM, HENDRIK, JR.
Time to Smile NBC. Those We
Love CBS-NBC. Burns and
Allen CBS-NBC.

BOUCHIER, BOB
KOBH, Rapid City, S. D.

BOWMAN, ROY JOE
KGF, Shawnee, Okla.

BOWER, ROGER
WOR, New York, N. Y.

BOWMAN, RUSSELL
WSOY, Decatur, Ill.

BOYD, AL
WLS, Chicago, Ill.

BOYD, HUGH
CBK, Watrous, Sask.

BROWN, H.
Blue. Inner Sanctum Mystery.

BUCHANAN, STUART
Blue.

BURLEY, G. A.
WCAP, Asbury Park, N. J.

BURNS, BERNICE
CKOC, Hamilton, Ont.

BURWELL, TED
WGBR, Goldsboro, N. C.

BUENNING, PAUL
KOMA, Oklahoma City, Okla.

BUGG, FRED
WSVA, Harrisburg, Va.

BRADFORD, JOHN
WFMJ, Youngstown, Ohio.

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRATSBURG, HAROLD
KPPY, Spokane, Wash.

BRAXTON, JACK
WGTM, Wilson, N. C.

BRISSENDINE, ROBERT
WRRP, Washington, N. C.

BROWN, ALLEN
WFOY, St. Augustine, Fla.

BROWN, ANDERSON
WGBG, Greensboro, N. C.

BROWN, HOWARD
WIP, Philadelphia, Pa.

BROWNE, EDWIN
KMBC, Kansas City, Mo.

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WAIM, Anderson, S. C.
BRUNTLETT, GEORGE E.
KOBH, Rapid City, S. D.
BRYSON CONREY
KTSM, El Paso, Texas.

COOK, RONNIE
KG CX, Wolf Point, Mont.
COOPER, MADGE L.
WMRN, Marion, Ohio.
COPE, DON
NBC, Story of Mary Marlin.

DE MOSS, LYLE
WOW, Omaha, Nebr.
DERBYSHIRE, JOSEPH
KYW, Philadelphia, Pa.

— C —

CAINE, HOWARD
CKOC, Hamilton, Ont.
CALDER, EDDIE
KHUB, Watsonville, Calif.
CALDWELL, JAY
WOL, Washington, D. C.
CAMERON, DAN E.
CBK, Watrous, Sask.
CAMPBELL, G. M.
WLS, Chicago, Ill.
CAMPBELL, RACHEL
CBA, Sackville, N. B.
CAMPBELL, VANN
WDEF, Chattanooga, Tenn.
CAMPBELL, VICTOR
WGY, Schenectady, N. Y.
CAMY, E.
KWAL, Wallace, Ida.
CAPLAN, RUPERT
CBM, Montreal, Que.
CARDWELL, MAREN
KCKN, Kansas City, Kans.
CARLO, MICHAEL
WIBX, Utica, N. Y.
CARSON, RAY
WWDC, Washington, D. C.
CARTER, WOODBURY
WTRY, Troy, N. Y.
CATTON, DAVID S.
CBR, Vancouver, B. C.

CORNELL, SYD
WKRC, Cincinnati, Ohio.
CORWIN, NORMAN
CBS, An American In Russia,
Good To Know You.

DETZEL, C.
WLEU, Erie, Pa.
DEVINE, OTTIS
WSM, Nashville, Tenn.
DEVORE, TOM
WBNS, Columbus, Ohio.

CENTOLA, GREGORY
WMCA, New York, N. Y.
CHAMBERLAIN, HOWARD
WLW, Cincinnati, Ohio.
CIPRIANO, RUDOLFO
KPAB, Laredo, Texas.
CLARK, J. B.
WDNC, Durham, N. C.
CLAUDY, M. E.
WHIZ, Zanesville, Ohio.
CLOYD, MARVIN
KBTM, Jonesboro, Ark.
COBB, GROVER
KSAL, Salina, Kans.
COFFEY, VINCENT G.
WMRO, Aurora, Ill.
COIN, JAMES R.
KXO, El Centro, Calif.
COLE, BEN
WLIB, Brooklyn, N. Y.
COLLING, ERNEST S.
NBC.
COLTER, BERT
WMUR, Manchester, N. H.

COX, WES
CKOC, Hamilton, Ont.
COTTON, LARRY
KTSW, Emporia, Kans.

DICKEN, NORMAN
Blue.
DICKSON, BRICE
KWKH, Shreveport, La.
DIERKES, SHIELD
WWJ, Detroit, Mich.
DIETZ, JOHN
CBS, Commandos, Suspense.

CONNOLLY, DUDLEY
WWRL, Woodside, N. Y.
CONRAD, STAN
WMFR, High Point, N. C.
COLTON, TOM
WWSR, St. Albans, Vt.
CONNOR, WILLIAM
WEAU, Eau Claire, Wisc.
COOK, BONNIE
KICA, Clovis, N. M.

CRAIG, KEN
KQW, San Jose, Calif.
CRANDALL, BRAD
WDAF, Kansas City, Mo.

DIXON, DON
WCAE, Pittsburgh, Pa.
DIXON, MASON
KNOX, Knoxville, Tenn.
DOBSON, GEORGE
CKBI, Prince Albert, Sask.
DONAHOE, HOWARD
WSPD, Toledo, Ohio.

CROCKETT, DAVID
KCMC, Texarkana, Ark.-Texas
CROMWELL, GEORGE N.
CHSJ, Saint John, N. B.

DORSEY, ROD
WOLS, Florence, S. C.
DREXLER, BOB
WSAZ, Huntington, W. Va.
DRISCOLL, RICHARD V.
WBTA, Batavia, N. Y.
DUFORD, R.
CHLT, Shrebrooke, Que.

CATTON, DAVID S.
CBR, Vancouver, B. C.
CENTOLA, GREGORY
WMCA, New York, N. Y.
CHAMBERLAIN, HOWARD
WLW, Cincinnati, Ohio.
CIPRIANO, RUDOLFO
KPAB, Laredo, Texas.
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WDNC, Durham, N. C.
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WHIZ, Zanesville, Ohio.
CLOYD, MARVIN
KBTM, Jonesboro, Ark.
COBB, GROVER
KSAL, Salina, Kans.
COFFEY, VINCENT G.
WMRO, Aurora, Ill.
COIN, JAMES R.
KXO, El Centro, Calif.
COLE, BEN
WLIB, Brooklyn, N. Y.
COLLING, ERNEST S.
NBC.
COLTER, BERT
WMUR, Manchester, N. H.

CROSBIE, J. C.
CBA, Sackville, N. B.
CRUISKSHANK, GERALD
CKNX, Wingham, Ont.

DUMONT, PAUL
NBC.
DUNHAM, EDWIN L.
NBC.
DUNLAP, WALLACE
WMOP, Mobile, Ala.
DUNLOR, ROY G.
CBR, Vancouver, B. C.

CONNOLLY, DUDLEY
WWRL, Woodside, N. Y.
CONRAD, STAN
WMFR, High Point, N. C.
COLTON, TOM
WWSR, St. Albans, Vt.
CONNOR, WILLIAM
WEAU, Eau Claire, Wisc.
COOK, BONNIE
KICA, Clovis, N. M.

CULVER, CAL
KFYR, Bismarck, N. D.
CUMMINGS, GORDON H.
CFGP, Grand Prairie, Alberta.

DUNNE, BETTY
KTAR, Phoenix, Ariz.
DUPOIS, PAUL
CBF, Montreal, Que.

CUNNINGHAM, OWEN
KGMB, Honolulu, T. H.
CUPP, ROD
WLS, Chicago, Ill.

— D —

CATTON, DAVID S.
CBR, Vancouver, B. C.
CENTOLA, GREGORY
WMCA, New York, N. Y.
CHAMBERLAIN, HOWARD
WLW, Cincinnati, Ohio.
CIPRIANO, RUDOLFO
KPAB, Laredo, Texas.
CLARK, J. B.
WDNC, Durham, N. C.
CLAUDY, M. E.
WHIZ, Zanesville, Ohio.
CLOYD, MARVIN
KBTM, Jonesboro, Ark.
COBB, GROVER
KSAL, Salina, Kans.
COFFEY, VINCENT G.
WMRO, Aurora, Ill.
COIN, JAMES R.
KXO, El Centro, Calif.
COLE, BEN
WLIB, Brooklyn, N. Y.
COLLING, ERNEST S.
NBC.
COLTER, BERT
WMUR, Manchester, N. H.

DAIN, ROLAND
KWLC, Decorah, Ia.
DALE, STEPHEN
CBA, Sackville, N. B.
DALES, WALTER
CJCA, Edmonton, Alberta.

EDWARDS, MARION
KROW, Oakland, Calif.
EHRMAN, ROBERT
WJSV, Washington, D. C.
EICHORN, FRED
KXL, Portland, Ore.
ELEAZER, J. M.
WFIG, Sumter, S. C.

CONNOLLY, DUDLEY
WWRL, Woodside, N. Y.
CONRAD, STAN
WMFR, High Point, N. C.
COLTON, TOM
WWSR, St. Albans, Vt.
CONNOR, WILLIAM
WEAU, Eau Claire, Wisc.
COOK, BONNIE
KICA, Clovis, N. M.

DALY, JOSEPH
NBC.
DANIELS, ELIZABETH
KDAL, Duluth, Minn.
DARLING, THOMAS
CHML, Hamilton, Ont.

ELLIOTT, R.
KVRs, Rock Spring, Wyo.
ELLIOTT, WALLACE
KROW, Oakland, Calif.
ELLIOTT, WENDELL
KSAL, Salina, Kans.
ELLIOTT, WILLIAM B.
KVOE, Santa Ana, Calif.

DAVIS, JOHN
WWSW, Pittsburgh, Pa.
DAWES, BILL
WCKY, Cincinnati, Ohio.
DAY, GEORGE
KPAB, Laredo, Texas.

DEAN, B. W.
WLS, Chicago, Ill.
DEAN, ROBERT J.
KOMH, Rapid City, S. D.

DE ANGELO, CARLO
CBS, Story of Bess Johnson,
Myrt & Marge.

DEAVIELL, BERNARD
CBK, Watrous, Sask.
DELLA CIOPPA, GUY,
CBS, An American In Russia,
Womanpower, Night-time
Showcase.

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P R O D U C T I O N

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ELLSWORTH, AL
WLA V, Grand Rapids, Mich.

ELLYSON, ROGER
CHLN, Three Rivers, Que.

EMERY, BOB
Rainbow House WOR, Battle of the Boroughs WOR, Did You Hear WMCA.

ENGELBACH, DEVERE
Blue.

ENTRIKAN, KNOWLES
NBC, Adventures of Ellery Queen.

ERWIN, GEORGE
KFJZ, Fort Worth, Texas.

ESCOUDIER, R. A.
KVOL, Lafayette, La.

ESSER, WRIGHT
KJR-KOMO, Seattle, Wash.

— F —

FABER, GEORGE
WMFD, Wilmington, N. C.

FARRIS, J.
WGKV, Charleston, W. Va.

FEINE, H. M.
WSPR, Springfield, Mass.

FENDER, WILLIAM
WHOM, Jersey City, N. J.

FERRER, MELCHOR G.
NBC.

FERRIS, RAY
WLS, Chicago, Ill.

FIFER, C. A.
WTAD, Quincy, Ill.

FINGER, LEONARD
Blue.

FISHBURN, ALAN
WMAQ, Chicago, Ill.

FISK, JOHN V.
WLA K, Lakeland, Fla.

FITZGERALD, DON
KJR-KOMO, Seattle, Wash.

FITZGERALD, FRANCIS
WSOC, Charlotte, N. C.

FORBES, JOHN
KXRO, Aberdeen, Wash.

FLENNIKEN, JIM
WBRW, Welch, W. Va.

FLINT, HARRISON
CKGB, Timmins, Ont.

FOWLER, JIMMY
WGFC, Albany, Ga.

FRAMER, WALT
WWSW, Pittsburgh, Pa.

FREDERICK, RAY
KFJM, Grand Forks, N. D.

FREED, ALAN
WKST, New Castle, Pa.

FREEMAN, MALLORY
WRNL, Richmond, Va.

FRENCH, KEN
WHEC, Rochester, N. Y.

FRICK, HENRY
WJEL, Johnson City, Tenn.

FROST, WILLIAM
WISH, Indianapolis, Ind.

FRY, RICHARD L.
CHNS, Halifax, N. S.

FULKS, SIM CLARK
Blue.

FULTON, DAVID
WCHS, Charleston, W. Va.

— G —

GAINES, SAMMY
WAIM, Anderson, S. C.

GAMBLE, BAXTER
KGGM, Albuquerque, N. M.

GARDNER, WARD
WHYN, Holyoke, Mass.

GARDNER, W. R.
CKMO, Vancouver, B. C.

GARFIELD, SCOTT
WIBX, Utica, N. Y.

GARLAND, CHARLES
KMPC, Beverly Hills, Calif.
Hollywood on Parade, Voice of Filmland.

GARRIGUS, F. H.
WEEL, Boston, Mass.

GAUTHIER, J. L.
CHLT, Sherbrooke, Que.

GEIS, HELEN
KSAL, Salina, Kans.

GEORGE, HOWARD
WKPA, New Kensington, Pa.

GEORGE, ROY
KRLD, Dallas, Texas.

GEWINNER, HOLT
WMAZ, Macon, Ga.

GIBBS, PARKER
WMAQ, Chicago, Ill.

GIBNEY, JACK
WRBL, Columbus, Ga.

GIERLACH, CHESTER
NBC.

GILES, BOB
CHAB, Moose Jaw, Sask.

GILLESPIE, WARING
WMCA, New York, N. Y.

GILLETTE, LELAND J.
WAAF, Chicago, Ill.

GIRARDIN, R. G.
WEEL, Boston, Mass.

GOGGIN, RICHARD J.
WABC, New York, N. Y.

GOLDSMITH, GEORGE
KTSW, Emporia, Kans.

GOODE, RICHARD
WRDW, Augusta, Ga.

GOODWIN, A.
CKMO, Vancouver, B. C.

GOODWIN, SID
KFI-KECA, Los Angeles, Calif.

GORALL, LESLIE
WGKV, Charleston, W. Va.

GORDON, LARRY
WSTV, Steubenville, Ohio.

GOSCH, MARTIN
Keep 'em Rolling MBS, Abbott & Costello NBC, The Remarkable Miss Tuttle NBC, The Nichols Family NBC.

GOTTLIEB, JOSEPH
WCAU, Philadelphia, Pa.

GOULD, PAUL
WLIB, Brooklyn, N. Y.

GOULET, BERNARD
CKAC, Montreal, Que.

GOVER, CURTIS
WMSL, Decatur, Ala.

GRADY, JOE
WHAT, Philadelphia, Pa.

GRAHAM, A. W.
WKST, New Castle, Ga.

GRAHAM, WALTER
WMAZ, Macon, Ga.

GRAY, VICTOR
CJAT, Trail, B. C.

GREGORY, MARK
WCPO, Cincinnati, Ohio.

GREGORY, MEL C.
KTOH, Lihue, T. H.

GREY, LEAH
KOAM, Pittsburg, Kans.

GRIER, HARRY
KTRH, Houston, Texas.

GRIFFIN, BETTY
WIBX, Utica, N. Y.

GROSJEAN, FRANK
WJW, Akron, Ohio.

GROVE, HARRY
WAAF, Chicago, Ill.

GROVES, VERNE
CJVI, Victoria, B. C.

GUNDERSON, LEROY
KFAM, St. Cloud, Minn.

— H —

HAASE, WALTER B.
WDRG, Hartford, Conn.

HADLEY, CARDEN
KEVE, Everett, Wash.

HAFTER, ROBERT
KNX, Los Angeles, Calif.

HALL, EDITH
WAIM, Anderson, S. C.

HALVORSON, OSCAR
KPFJM, Grand Forks, N. D.

HAMILTON, CLARENCE
CKNX, Wingham, Ont.

HAMILTON, GENE
Blue.

HANCOCK, HUNTER
KPAB, Laredo, Texas.

HANNON, STUART
KGO, San Francisco, Calif.

HANEY, LORAN A.
WKBZ, Muskegon, Mich.

HARDER, JACK
WAYX, Waycross, Ga.

HARDING, BILL
WINS, New York, N. Y.

• • • PRODUCTION • • •

HARGIS, R. R.
WDSU, New Orleans, La.

HARLESS, DANIEL
WSAV, Savannah, Ga.

HARRELL, WAYNE
KRLH, Midland, Texas.

HARRIS, DAVID H.
WTAG, Worcester, Mass.

HARRIS, LESLIE
WQAM, Miami, Fla.

HARTZELL, JEAN
WFMJ, Youngstown, Ohio.

HATCHER, WARD
WGRC, New Albany, Ind.

HAUPT, JAMES
NBC.

HAYES, MAURICE
WSUN, St. Petersburg, Fla.

HAYTON, ROBERT
KGVO, Missoula, Mont.

HEADY, KENNETH
KCMO, Kansas City, Mo.

HEIBECK, FRANK
WLOK, Lima, Ohio.

HELPS, N.
CFRN, Edmonton, Alberta.

HENDERSON, BROOKS
KSTP, St. Paul-Minneapolis, Minn.

HENLEY, DAVE
WDAY, Fargo, N. D.

HERGET, JOE
WCHS, Charleston, W. Va.

HERMAN, CHESTER
WSAI-WLW, Cincinnati, Ohio.

HEWETSON, H.
CFCF, Montreal, Que.

HEYSER, FRAN
KMBC, Kansas City, Mo.

HICKS, CHARLES
WSOC, Charlotte, N. C.

HIESTAND, BOB
KFI-KECA, Los Angeles, Calif.

HIGGINS, KEN
KFI-KECA, Los Angeles, Calif.

HILL, D.
CKMO, Vancouver, B. C.

HILL, JACK
WMAQ, Chicago, Ill.

HILL, JULIA
WHEB, Portsmouth, N. H.

HILLIAS, MARGARET
KCMO, Kansas City, Mo.

HOHFELD, FERD
WIL, St. Louis, Mo.

HOLDEN, K.
KBKR, Baker, Ore.

HOLLAND, RENE
WLPM, Suffolk, Va.

HOLMAN, CLIFF
WFCI, Pawtucket, R. I.

HOLMES, AUDREY
KYSM, Mankato, Minn.

HORLEY, RALPH
CHAB, Moose Jaw, Sask.

HORTON, ELMER
KCKN, Kansas City, Kans.

HOTALING, EARL
WBTM, Danville, Va.

HOWARD, DENNIS
KXL, Portland, Ore.

HOWARD, HERB
WNAX, Yankton, S. D.

HUBER, RUSSELL
WKBH, La Crosse, Wis.

HUDDLESTOS, PAUL
WBBB, Burlington, N. C.

HULL, DICK
WOI, Ames, Ia.

HUMPHREY, WATSON
KGO, San Francisco, Calif.

HYLES, VERNON
WBT, Charlotte, N. C.

— J —

JACK, BILL
KFBC, Cheyenne, Wyo.

JACOBS, EDGAR
WABC, New York, N. Y.

JACOBS, TOM
KTRH, Houston, Texas.

JACOBSON, ARTHUR
WMAQ, Chicago, Ill.

JARMAN, J. FRANK
WDNC, Durham, N. C.

JASS, MELVIN
KUTA, Salt Lake City, Utah.

JEFFRAY, WILLIAM
WOL, Washington, D. C.

JENKINS, RON
WSOC, Charlotte, N. C.

JENNINGS, DUNCAN
KTRAR, Phoenix, Ariz.

JEROME, LEWIS
WFNJ, Trenton, N. J.

JOACHIM, MAURICE
WHN, New York, N. Y.

JOHNSON, TED
KFBI, Wichita, Kans.

JOHNSTON, CLINT
CBS, School of the Air.

JOLIFF, C. R.
WADC, Akron, Ohio

JONAS, PAUL M.
WFLA, Tampa, Fla.

JONES, PAUL
WLW, Cincinnati, Ohio.

JOSELOFF, STANLEY
NBC, Time To Smile.

JOYNER, FRED
WHRC, Columbus, Ohio.

— K —

KARL, MAX
WCCO, Minneapolis-St. Paul, Minn.

KARN, BILL
WLW-WSAI, Cincinnati, Ohio.

KARZMARK, CLARENCE
KFJM, Grand Forks, N. D.

KAUFMAN, ROBERT L.
WISR, Butler, Pa.

KELLY, NOVAL RAY
NBC.

KELLY, PAT
KFRC, San Francisco, Calif.

KENNEDY, KEN
KTMS, Santa Barbara, Calif.

KENNEDY, S. R.
CBA, Sackville, N. B.

KENNEY, STUART
CHML, Hamilton, Ont.

KERRIGAN, JACK
WHO, Des Moines, Ia.

KESTEN, BO B
CKWS, Kingston, Ont.

KIDDER, PATRICIA BURNS
KMYR, Denver, Colo.

KIMBALL, HARRISON
WSB, Atlanta, Ga.

KING, ED
WMAQ, Chicago, Ill.

KING, GEORGE
WLIB, Brooklyn, N. Y.

KING, VERNON
WFMV, East St. Louis, Ill.

KING, WILLARD
CHSJ, Saint John, N. B.

KIRBY, H. D.
CFLC, Prescott, Ont.

KIRST, HOWARD
KFJM, Grand Forks, N. D.

KNIGHT, VICK
Johnny Presents NBC, Philip Morris Playhouse CBS.

KOBLUK, JOE
CJAT, Trail, B. C.

KOEHLER Neysa
KTSW, Emporia, Kans.

KOLB, HAROLD
WSAY, Rochester, N. Y.

KRIESCHER, JANE
WFMJ, Youngstown, Ohio.

KROLL, MARY JANE
WABC, New York, N. Y.

KRUG, PETER
WEBR, Buffalo, N. Y.

KYLE, JACK
CJVI, Victoria, B. C.

KYLER, HESTER
WCLO, Janesville, Wisc.

KYLER, JIM
WCLO, Janesville, Wisc.

— L —

LABOUR, ROBERT C.
NBC.

LADE, BEA
KDAL, Duluth, Minn.

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P R O D U C T I O N

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LA FORCE, CHARLES
WEMP, Milwaukee, Wisc.

LA MARR, LEW
WLS, Chicago, Ill.

LAMMERS, CHARLES
WLW-WSAI, Cincinnati, Ohio.

LAMPE, TUORO
WEIM, Fitchburg, Mass.

LANE, GENE
WHAM, Rochester, N. Y.

LANGAN, THOMAS
Blue.

LANGE, JUNE
KDAL, Duluth, Minn.

LASONDE, JEAN PAUL
CHLT, Sherbrooke, Que.

LATHAM, WAYNE HENRY
WSPR, Springfield, Mass.

LATTING, ROBERT
WISH, Indianapolis, Ind.

LATTY, BETTY
KOAM, Pittsburg, Kans.

LAVALLE, GENE
WTAM, Cleveland, Ohio.

LAWLOR, J. W.
CHAB, Moose Jaw, Sask.

LAWRENCE, JAMES
KOVO, Provo, Utah.

LAWRENCE, JERRY
WOR, New York, N. Y. Moonlight Saving Time, Mutual Matinee, Wax Museum, Battle of the Boroughs, Red Barber Show.

LEACH, EDWARD
WRRF, Washington, N. C.

LEDUC, PAUL
CBF, Montreal, Que.

LEONARD, RICHARD
Blue.

LIBBY, JOHN C.
WCOU, Lewiston, Me.

LIGGETT, BOB
KRIC, Beaumont, Texas.

LINDQUIST, LANSING B.
WSYR, Syracuse, N. Y.

LINGO, TED
WSTV, Steubenville, Ohio.

LJUNGH, ESSE
CBK, Watrous, Sask.

LLEWELYN, AL
WCLE-WHK, Cleveland, Ohio.

LOCKSLEY, ROY
CFRB, Toronto, Ont.

LOEB, MARY
CBS. Only Yesterday.

LONG, DEANE S.
WAKR, Akron, Ohio.

LONG, LUCY
WWL, New Orleans, La.

LOSEY, GEORGE
WGRC, New Albany, Ind.

LOSEY, JOSEPH W.
NBC.

LUGO, OLGA
WIAC, Jan Juan, P. R.

LUMMIS, GEORGE D.
WHIO, Dayton, Ohio.

LUNN, GEORGE
CJAT, Trail, B. C.

LUNSFORD, FRANCES
WPID, Petersburg, Va.

LUXFORD, NOLA
NBC. The Anzac Hour.

LYBARGER, JAMES
WCBS, Charleston, W. Va.

LYTLE, HARRY
WMAN, Mansfield, Ohio.

— M —

MacDONALD, JOSEPH
CJFX, Antigonish, N. S.

MacDONOUGH, H. T.
KELD, El Dorado, Ark.

MACK, NILA
CBS. Let's Pretend.

MacNAMEE, DOUG
WCCO, Minneapolis-St. Paul, Minn.

MACON, DON
KMBC, Kansas City, Mo.

MAGNER, MARTIN
WMAQ, Chicago, Ill.

MAGNUSON, ED
KFAM, St. Cloud, Minn.

MANSFIELD, JOSEPH F.
NBC.

MARION, IRA
Blue.

MARKS, GEORGE LEE
WOAI, San Antonio, Texas.

MARSHALL, NORMAN
CHML, Hamilton, Ont.

MARSHALL W. LEROY
Blue.

MARTA, JOHN
WATW, Ashland, Wisc.

MARTIN, CHARLES

CBS. Philip Morris Playhouse.

—

MARTIN, DONALD
WFIL, Philadelphia, Pa.

MARTIN, LEWIS D.
WDSM, Superior, Wisc.

MARTIN, WILTON
WAIM, Anderson, S. C.

MARTINO, J. S. TORRES
WIAC, San Juan, P. R.

MASON, LIN
WKRC, Cincinnati, Ohio

MAUFFETTE, GUY
CBF, Montreal, Que.

MAULDIN, VIRGINIA
WAIM, Anderson, S. C.

MAXSON, JOHN
KWJJ, Portland, Ore.

MAYPOLE, ROY
WABC, New York, N. Y.

— Mc —

McBRIDE, LESTER
KGLU, Safford, Ariz.

McBRIDE, W. G.
WRBO, Orlando, Fla.

McCARTHY, ADELE
WBT, Charlotte, N. C.

McCARTHY, ELEANOR
Blue.

McCLAREN, JACK
KTMS, Santa Barbara, Calif.

McCULLOCH, MARK
WPIC, Sharon, Pa.

McDANIEL, CARL
KLUF, Galveston, Texas.

McDONALD, L. A.
CFY, Charlestown, P. E. I.

McELVEEN, MOODY
WCOS, Columbia, S. C.

McCAVRAN, JAMES
WCOL, Columbus, Ohio.

McGEER, ADA
CBR, Vancouver, B. C.

McGILL, EARL
CBS. Joe and Ethel Turp, Stage Door Canteen, Report to the Nation.

McHAW, BILL
WCBI, Columbus, Miss.

McKEE, KAY
WCCO, Minneapolis-St. Paul, Minn.

McLEOD, DUKE
CJKL, Kirkland Lake, Ont.

McMAHON, CHARLES
WCSC, Charleston, S. C.

McNAY, IONE
WOI, Ames, Ia.

McWHORTER, DON
WBLK, Clarksburg, W. Va.

MEESE, W. R.
WMBH, Joplin, Mo.

MENDERSON, BETTY
KTAR, Phoenix, Ariz.

MERRIMAN, RANDY
KSTP, St. Paul-Minneapolis, Minn.

MERRYMAN, ROBERT
WISH, Indianapolis, Ind.

METCALFE, W. H.
CBK, Watrous, Sask.

MEYERS, JOSEPH
KSTP, St. Paul-Minneapolis, Minn.

MEZGER, W. L.
WEEI, Boston, Mass.

MICHAEL, KENNETH
Blue.

MILLARD, ROSS
CFRB, Toronto, Ont.

MILLER, GENE
KTAR, Phoenix, Ariz.

MILLER, WARREN
WCLE-WHK, Cleveland, Ohio.

MIMS, STUART
WAPI, Birmingham, Ala.

• • • **PRODUCTION** • • •

MINTON, J. R.
WEBQ, Harrisburg, Ill.

MITCHELL, JACK
K TSA, San Antonio, Texas.

MITCHELL, LOU
CFCH, North Bay, Ont.

MOLEN, SAM
WCHS, Charleston, W. Va.

MONTE, JEAN
CHNC, New Carlisle, Que.

MOODY, RALPH
WLW-WSAI, Cincinnati, Ohio.

MOORE, T. HAYWARD
WCSC, Charleston, S. C.

MOORE, WILLIAM R.
Blondie CBS, Abbott & Costello, NBC, Al Pearce CBS-NBC, Camel Caravan (West Coast) NBC, Frances Scully Speaking of Glamour Blue.

MOREY, AL
WMAQ, Chicago, Ill.

MOREY, ART
KWJJ, Portland, Ore.

MORGAN, ERNEST
CBR, Vancouver, B. C.

MORGAN, HELEN
KGO, San Francisco, Calif.

MORRIS, CLAUDE C.
KDKA, Pittsburgh, Pa.

MORTENSON, BRYN
WPIC, Sharon, Pa.

MORVAY, JERALD
WIP, Philadelphia, Pa.

MOSES, JOHN
WHKC, Columbus, Ohio.

MOWERS, ROBERT D.
WWNY, Watertown, N. Y.

MUNIZ, Lucas T.
WIAC, San Juan, P. R.

MURCE, BEN
WCAE, Pittsburgh, Pa.

MURPHY, ED
WROK, Rockford, Ill.

MURRAY, I.
CJOR, Vancouver, B. C.

MYERS, MARVIN D.
KGBS, Harlingen, Texas.

— N —

NEILL, EVERETT H.
WISR, Butler, Pa.

NELSON, BOB
WGBR, Goldsboro, N. C.

NILES, KEN
KNX, Los Angeles, Calif.

NOBORS, TED
KTRU, Houston, Texas.

NORMAN, GENE
KLX, Oakland, Calif.

NORMANDIN, MICHEL
CHLP, Montreal, Que.

NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

O'BRIEN, DON
WSTV, Steubenville, Ohio.

OFFHAUS, RUSS
WCOP, Boston, Mass.

O'HALLORAN, HAL
WLW, Cincinnati, Ohio.

O'NEILL, JACK
WFBL, Syracuse, N. Y.

ORR, JOHN
WFOR, Hattiesburg, Miss.

OSBORN, OLIVE
KCKN, Kansas City, Kans.

OSBURN, MARGARET
WMAZ, Macon, Ga.

OSGOOD, NANCY
WRC, Washington, D. C.

OSWALD, CARL P.
WDAE, Tampa, Fla.

OWENS, MOREY
WROK, Rockford, Ill.

OWSLEY, KAY R.
WBT, Charlotte, N. C.

— P —

PACK, ALVIN
KDYL, Salt Lake City, Utah.

PAPP, FRANK
WMAQ, Chicago, Ill.

PARK, BEN
WHA, Madison, Wisc.

PARKER, CHRISTINE
CHLT, Cherbrooke, Que.

PARR, E.
CKBI, Prince Albert, Sask.

PARSONS, EDGAR
WLDS, Jacksonville, Ill.

PATTERSON, ANDY
KMJ, Fresno, Calif.

PATTERSON, JIMMY
WISE, Asheville, N. C.

PAULSEN, VARNER
WCOU, Lewiston, Me.

PAULSON, AL
KOBH, Rapid City, S. D.

PEEBLES, MARTHA
Blue, Speaking of Glamour.

PENFIELD, AD
WSB, Atlanta, Ga.

PERRIN, KEYES
WOR, New York, N. Y. Alexander's Mediation Board, South American Serenade, Victory Is Our Business.

PETERS, A.
CJOR, Vancouver, B. C.

PETERS, KEN
KTMS, Santa Barbara, Calif.

PETTERSON, NEALE
KYSM, Mankato, Minn.

PFEIFFER, WILLIAM
WHA, Madison, Wisc.

PHILLIP, ANDY
CFGP, Grande Prairie, Alberta.

PHILLIPS, STEWART W.
WTBO, Cumberland, Md.

PIDGEON, A. L.
CBO, Ottawa, Ont.

PLAMADORE, RAYMOND
WKBH, La Crosse, Wisc.

PLESTED, DOLORES
KMYR, Denver, Colo.

PORTER, EARL
WIL, St. Louis, Mo.

PRANCE, BILL
WSB, Atlanta, Ga.

PREBLE, FRED
WCOU, Lewiston, Me.

PRESTON, C.
KWAL, Wallace, Ida.

PRICE, JACK
WBNS, Columbus, Ohio.

PRICE, PAT
WJPP, Terrin, Ill.

PRINGLE, J. D.
CBA, Sackville, N. B.

PRITCHARD, EVERETT
WJW, Akron, Ohio.

PROSSER, JOHN I.
WKY, Oklahoma City, Okla.

PROVOL, GEORGE A.
KDYL, Salt Lake City, Utah.

PUDNEY, EARLE
WGY, Schenectady, N. Y.

— R —

RAMSEY, H.
CFRN, Edmonton, Alberta.

RAPANOS, WILLIAM
CHAB, Moose Jaw, Sask.

RAPKIN, MAURICE
CKCL, Toronto, Ont.

RASMUSSEN, LEO G.
KICD, Spencer, Ia.

RAYMOND, CARL
WGY, Schenectady, N. Y.

REAMS, HUNTER
WSTV, Steubenville, Ohio.

REED, NORMAN
WWDC, Washington, D. C.

REEF, WALLY
KFEL, Denver, Colo.

REESE, JOHN
WROL, Knoxville, Tenn.

REGENT, ROBERT
KOH, Reno, Nev.

REID, M.
KVRB, Rock Springs, Wyo.

REINHOLD, BOB
KWIL, Albany, Ore.

RENIER, C. G. (TINY)
CBS, Daytime Showcase, Mother and Dad, God's Country, CBS School of the Air.

REYNOLDS, CONGER
WMAN, Marinette, Wisc.

RICCA, ERNEST
WWJ, Detroit, Mich.

• • • **PRODUCTION** • • •

- RICE, CONRAD**
WEMP, Milwaukee, Wisc.
- RIDDICK, KATHRYN**
WGRC, New Albany, Ind.
- RILEY, LOWELL**
WBNS, Columbus, Ohio.
- RINKER, ALTON**
Blue.
- RIPLEY, JOE**
WOR, New York, N. Y.
- ROBERTS, ADRIAN**
WMOB, Mobile, Ala.
- ROBERTS, WALTER**
WNBF, Binghamton, N. Y.
- ROBERTSON, LARRY**
KGO, San Francisco, Calif.
- ROBERTSON, TRAFTON**
WOL, Washington, D. C.
- ROBINSON, E. BERTON**
CHNS, Halifax, N. S.
- ROBSON, WILLIAM**
CBS, Man Behind the Gun,
Only Yesterday
- ROE, CHARLES**
WBML, Macon, Ga.
- ROGERS, FEY**
WOPI, Bristol, Tenn.
- ROLLER, LARRY**
WJNO, West Palm Beach,
Fla.
- ROMAN, JOE**
KWOC, Poplar Bluff, Mo.
- ROPER, PRES**
WCED, Du Bois, Pa.
- ROSENBAUM, S. L.**
WDSU, New Orleans, La.
- ROSS, ANNIE**
WMCA, New York, N. Y.
- ROULEAU, FRANCOISE**
CHLN, Three Rivers, Que.
- ROYAL, BILL**
WMCA, New York, N. Y.
- RUFEL, AL**
WSPD, Toledo, Ohio
- RUHLE, PAUL**
WCLO, Janesville, Wisc.
- RUSSELL, FRED**
CKNX, Wingham, Ont.
- S —
- SACH, JOAN**
WLIB, Brooklyn, N. Y.
- SALT, RONALD**
KWG-KEX, Portland, Ore.
- SAULPAUGH, EDWIN**
Blue.
- SAUNDERS, CHARLES**
WALA, Mobile, Ala.
- SAXON, JERRY**
WEDC, Chicago, Ill.
- SCHRAM, NOEL**
KJR-KOMO, Seattle, Wash.
- SCHRAMM, JOHN**
Blue.
- SCHWEIKHER, FRED**
WRC, Washington, D. C.
- SCOFIELD, H. C.**
WDBO, Orlando, Fla.
- SCOTT, ELMER**
WFOY, St. Augustine, Fla.
- SEAVEY, CECIL**
KFEL, Denver, Colo.
- SEGUIN, FRANK**
CFCH, North Bay, Ont.
- SEIJO, RAFAEL**
WIAC, San Juan, P. R.
- SEITZ, FRANK A.**
WPA., White Plains, N. Y.
- SERVATIUS, RAYMOND L.**
WSYR, Syracuse, N. Y.
- SEXTON, JACK**
WTAD, Quincy, Ill.
- SHARP, IRVING**
WDBJ, Roanoke, Va.
- SHAW, J. A.**
CFCF, Montreal, Que.
- SHAYON, ROBERT**
CBS, Commandos, Madeleine
Carroll Reads.
- SHELDON, HERB**
WINS, New York, N. Y.
- SHERMAN, JACK**
WHBF, Rock Island, Ill.
- SHICK, JIM**
KUJ, Walla Walla, Wash.
- SHOBAKEN, RUDIE**
KASA, Elk City, Okla.
- SHOECRAFT, WILLARD**
KGLU, Safford, Ariz.
- SIMMONS, BILL**
WOLS, Florence, S. C.
- SIMPSON, JACK**
WWL, New Orleans, La.
- SIMPSON, JIMMY**
WAIM, Anderson, S. C.
- SKARSTEDT, VANCE**
KLX, Oakland, Calif.
- SKELTON, KENNETH W.**
WDAE, Tampa, Fla.
- SKINGLE, N.**
CHAB, Moose Jaw, Sask.
- SKINNER, GEORGE**
WWVA, Wheeling, W. Va.
- SLOAN, DELLA MARJORIE**
Blue.
- SKOTCH, EDWARD D.**
WSLS, Roanoke, Va.
- SLATTON, JOHN L.**
WMSL, Decatur, Ala.
- SMITH, LEN**
CKOC, Hamilton, Ont.
- SNIDER, MERLE**
KOH, Reno, Nev.
- SOMMERS, JORG**
Blue.
- SPARKS, JEFF**
WABC, New York, N. Y.
- SPARNON, KEN**
WHEC, Rochester, N. Y.
- SPENCER, R. E.**
CKOV, Kelowna, B. C.
- SPIEGEL, STAN**
KXRO, Aberdeen, Wash.
- SPIER, WILLIAM**
CBS, Are You A Genius,
Radio Reader's Digest.
- STAAS, AL**
KFNF, Shenandoah, Ia.
- STANLE, JAY**
WAAT, Jersey City, N. J.
- STANLEY, RAYMOND**
WKAR, East Lansing, Mich.
- STARR, HAROLD**
KXL, Portland, Ore.
- STEPHENS, HAROLD**
WLPM, Suffolk, Va.
- STEWART, BETTY**
CFGP, Grande Prairie, Al-
berta.
- STEWART, CALDWELL**
WSFA, Montgomery, Ala.
- STEWART, LEE**
WAAT, Jersey City, N. J.
- STRAUB, BILL**
KWG, Stockton, Calif.
- STROPE, ARNOLD**
WPHR, Wisconsin Rapids,
Wisc.
- STUART, KEN**
KOWH, Omaha, Nebr.
- STUART, LEE**
KMBC, Kansas City, Mo.
- SUAREZ, HENRY**
WIAC, San Juan, P. R.
- SUDBURY, J. T.**
KLCN, Blytheville, Ark.
- SUTER, DANIEL, C.**
NBC
- SUTLES, STAN**
KYSM, Mankato, Minn.
- SWEET, BEN**
WSPR, Springfield, Mass.
- SWEETS, WILLIAM**
NBC.
- T —
- TAFOYA, HENRY R., Jr.**
KFUN, Las Vegas, N. M.
- TAGGART, BYRON**
WIBC, Indianapolis, Ind.
- TALBOT, BILL**
KSLM, Salem, Ore.
- TATE, DICK**
KGO, San Francisco, Calif.
- TAYLOR, PAT**
WMFR, High Point, N. C.
- TEDDLIE, PETE**
WRR, Dallas, Texas.

• • • **PRODUCTION** • • •

TEDRICK, WILLIAM R.
KWOC, Poplar Bluff, Mo.

TERRY, IONA
CKNX, Wingham, Ont.

TERVIT, JEAN
CKNX, Wingham, Ont.

THAYER, JACK
KOBH, Rapid City, S. D.

THIBEAULT, JOSEPH
CHLN, Three Rivers, Que.

THOMAS, FRANK
KFBC, Cheyenne, Wyo.

THOMPSON, MARK
WEW, St. Louis, Mo.

THWAITES, DOROTHY, G.
KFUN, Las Vegas, N. M.

THWAITES, E. N.
KFUN, Las Vegas, N. M.

TOFF, PAUL
KFUO, St. Louis, Mo.

TONKIN, GERRY
CKBI, Prince Albert, Sask.

TOUMEY, ROBERT
Blue.

TRACY, STERLING
KNX, Los Angeles, Calif.

TRUERE, BOB
WPDQ, Jacksonville, Fla.

TUCKER, DUANNE
KTSW, Emporia, Kans.

TURNER, DEAN
KTBC, Austin Texas.

— U —

ULLMER, ELEANORE
KYW, Philadelphia, Pa.

UNDERWOOD, CECIL
NBC. The Great Gildersleeve, Fibber McGee and Molly.

— V —

VAIL, LESTER
NBC.

VANCE, WILLIAM
WLS, Chicago, Ill.

VAN HARTSEFELDT, FRANCIS
NBC. The Aldrich Family.

VENTER, MEL
KFRC, San Francisco, Calif.

VERRET, ROY
WIOD, Miami, Fla.

VEST, DON
KVOD, Denver, Colo.

VINCENT, CHARLES
NBC. The O'Neills.

— W —

WAGENER, EDWARD
WLB, Minneapolis, Minn.

WAGES, JACK
KOY, Phoenix, Ariz.

WAHLBERG, H.
KPDN, Pampa, Texas.

WALKER, HAL
WISN, Milwaukee, Wisc.

WALKER, LOU
WCOP, Boston, Mass.

WALTERS, GILBERT
KRNR, Roseburg, Ore.

WALTON, GEORGE
CJVI, Victoria, B. C.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARBURTON, CHARLES
Blue.

WARRINGTON, FRANK
WTAR, Norfolk, Va.

WASHA, MILO
KYSM, Mankato, Minn.

WATSON, LOREN
WMRC-WFBC, Greenville., S. C.

WAYNE, ROGER
WLIB, Brooklyn, N. Y.

WEAVER, MAL
WWSR, St. Albans, Vt.

WEBB, HUGH
WHMA, Anniston, Ala.

WEBER, EDDIE
WRNL, Richmond, Va.

WEGMAN, ED
WEBR, Buffalo, N. Y.

WEIDWAAR, CLAIRE
WOWO-WGL, Fort Wayne, Ind.

WELLES, ORSON
CBS. Hello Americans.

WELLING, FRANK
WCHS, Charleston, W. Va.

WELLINGTON, JOHN
Blue.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WERLING, RUPE
WIBG, Philadelphia, Pa.

WIEDBEE, CHARLES, H.
WRRF, Washington, N. C.

WHITE, ELEANOR
WPID, Petersburg, Va.

WHITE, HOOPER
WKZO, Kalamazoo - Grand Rapids, Mich.

WHITE, PAT
KTBS - KWKH, Shreveport, La.

WHITE, PAUL
CBS. Report to the Nation. Our Secret Weapon.

WHITNEY, EDWIN
Blue.

WHYTE, GORDON
NBC.

WHITNEY, STAN
WHO, Des Moines, Ia.

WIEST, GEORGE
Blue.

WIGGINS, WALLACE S.
KVOE, Santa Ana, Calif.

WILDY, LAWRENCE
WIL, St. Louis, Mo.

WILEY, HOWARD
WMAQ, Chicago, Ill.

WILLETT, BOB
CJVI, Victoria, B. C.

WILLIAMS, AUSTIN
KLZ, Denver, Colo.

WILLIAMS, EARL
KFOR, Lincoln, Nebr.

WILLIAMS, GENE
WSPD, Toledo, Ohio

WILLS, HARRY
WATW, Ashland, Wisc.

WILSON, BEN
WTAD, Quincy, Ill.

WILSON, DON
CJOR, Vancouver, B. C.

WILSON, FRED
WTAM, Cleveland, Ohio.

WILSON, GEORGE EARLE
KWTO, Springfield, Mo.

WINTERSTEIN, GEORGE, JR.
WGBI, Scranton, Pa.

WOODARD, RAY
WFTC, Kinston, N. C.

WOODLING, M. F.
KHSL, Chico, Calif.

WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.

WOODWORTH, JOHN
KOMA, Oklahoma City, Okla.

WOOLF, JOHN M.
KDYL, Salt Lake City, Utah.

WRIGHT, JEAN
WTOL, Toledo, Ohio.

WRIGHT, JOHN
WBZ-WBZA, Boston-Springfield, Mass.

WVOLSTAD, MARWIN
KWLC, Decorah, Ia.

WYANT, DAL
WHEB, Portsmouth, N. H.

WYMER, JOHN
WCMI, Ashland, Ky.

— Y —

YOUNG, CATHERINE
CFGP, Grande Prairie, Alberta

— Z —

ZINK, AL
WEBR, Buffalo, N. Y.

ZINK, ALBERT
WGY, Schenectady, N. Y.

ZITCER, A. L.
KYA, San Francisco, Calif.

INSTRUMENTALISTS

AND THEIR WORK DURING 1942



— A —

- ABBOTT, JULES**
WGNV, Newburgh, N. Y. Pianist.
- ALFORD, ELIZABETH**
KRMD, Shreveport, La. Pianist.
- ALLEN, BARCLAY**
KLZ, Denver, Colo. Pianist, Organist, So This Is Your Birthday, Budget Brigade.
- ALLEN, HARRY J.**
CKOC, Hamilton, Ont. Organist. Robinson Cathedral Hour.
- ANDERSON, AL**
WCOL, Columbus, O. Drummer. Cesner Swingtet.
- ANDERSON, JOHNNIE**
WOAL, San Antonio, Tex. Pianist. Johnnie on the Spot.
- ANDERSON, LENNARD**
KVI, Tacoma, Wash. Organist, Organ Devotionals.
- ARMSTRONG, SHIRLEY**
WBOW, Terre Haute, Ind. Organist.

— B —

- BAILEY, EBER**
WBT, Charlotte, N. C. Guitarist. Avalon Time, Dixie Farm Club, CBS Dixie Net Jamboree.
- BAKER, DANNY**
KXEL, Waterloo, Iowa. Instrumentalist.
- BAKER, DICK**
WLS, Chicago, Ill. WIND. Gary, Ind. Pianist.
- BARCO, BAILEY**
WTAR, Norfolk, Va. Organist.
- BARKER, JOE**
WWVA, Wheeling, W. Va. Harmonica player. Chuckwagon Gang.
- BARTLETT, JANE**
WBT, Charlotte, N. C. Pianist-Organist. Vocals with Pennington.
- BAXTER, LEO**
WBOW, Terre Haute, Ind. Pianist.
- BEACH, VANCE**
WHEC, Rochester, N. Y. Cellist. This Is My Land.
- BERG, IVAN**
KGOX, Wolf Point, Mont. Organist. Organ Logs.
- BETHANCOURT, JOSE**
Blue. Marimbist, Club Matinee. National Farm and Home Hour, Jose Bethancourt.

- BICKNELL, JAMES**
WOWO, Fort Wayne, Ind. Bass player.
- BINA, ALBIN**
WKBH, La Crosse, Wis. Pianist. Piano Styles.
- BISCHOFF, FRANCES**
WSAV, Savannah, Ga. Instrumentalist.
- BLAKE, AFTON**
KFPW, Fort Smith, Ark. Pianist.
- BLAKE, MONTY**
WWVA, Wheeling, W. Va. Accordionist. Radio Rangers.
- BORTELL, CLAUDE**
WFBL, Syracuse, N. Y. Violinist. Musical Clock.
- BREWER, IRENE**
CKOC, Hamilton, Ont. Pianist, Organist.
- BROWN, BURNETT**
CJLS, Yarmouth, Canada. Pianist. Sunday Morning Hymnal.
- BROWN, JEANNE**
WOWO, WGL, Fort Wayne, Ind. Organist.
- BROWN, KATHERINE**
CJOC, Lethbridge, Alberta, Canada. Organist.
- BULLOCK, MARY**
KEX-KGW, Portland, Ore. Instrumentalist.
- BURNETT, CHESTER**
WMAZ, Macon, Ga. Pianist. Friendly Voice.
- BUSH, HELEN**
WOWO, WGL, Fort Wayne, Ind. Pianist.
- BUSKIRK, PAUL**
KXEL, Waterloo, Iowa. Instrumentalist.

— C —

- CAMERON, CLIFF**
WATL, Atlanta, Ga. Organist. Cameron at the Console.
- CAMPBELL, CECIL**
WBT, Charlotte, N. C. Guitarist. Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree, The Briarhoppers.
- CANTRELL, SAM**
WBT, Charlotte, N. C. Vibraharpist. Twilight in Dixie, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.
- CARPENTER, ETHEL**
WKBB, Dubuque, Iowa. Pianist. Melody Musings.
- CARPENTER, EVELYN**
WTAR, Norfolk, Va. Organist.

- CARROLL, HORM**
WOWO, WGL, Fort Wayne, Ind. Pianist.
- CARSON, PAUL**
Blue. Organist. Bridge to Dreamland.
- CASEY, CLAUDE**
WBT, Charlotte, N. C. Violinist. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.
- CAVE, WALT**
KMJ, Fresno, Calif. Instrumentalist.
- CELENTANO, JOHN**
WHEC, Rochester, N. Y. Violinist. Are You Listening?
- CESNER, CHARLES**
WCOL, Columbus, O. Organist. Cesner Swingtet.
- CHILDRÉ, LEW**
WWVA, Wheeling, W. Va. Organist. Boy from Alabam.

CHIMES, MICHAEL

Harmonica player. March of Time NBC, Columbia Workshop CBS, The Goldbergs CBS, Truth or Consequences NBC, Theaurus Ets, Ivory Soap Ets, Radio Readers Digest CBS.

CHRISTOPHER, HOMER

WRT, Charlotte, N. C. Accordionist. Avalon Time, Dixie Farm Club, CBS Net Jamboree, The Briarhoppers.

CLEARY, LEN

WLS, Chicago, Ill.; WIND. Gary, Ind. Organist.

CODOMO, JOHN

KMJ, Fresno, Calif. Instrumentalist.

COLLINS, JERRY

WNOX, Knoxville, Tenn. Pianist. Merry-Go-Round, Swingster-Time.

CONNER, KARL

WOWO, WGL, Fort Wayne, Ind. Violinist.

COOK, ROBIN

KRVG, Weslaco, Tex. Pianist.

COOK, RONNIE

KGCX, Wolf Point, Mont. Organist. Organ Logs.

COOPER, HERBIE

WNOX, Knoxville, Tenn. Drummer. Merry-Go-Round, Swingster-Time.

COTE, BERT

WCOU, Lewiston, Me. Organist. Novachord Time.

CRASE, SID

KEX-KGW, Portland, Ore. Instrumentalist.

• • • INSTRUMENTALISTS • • •

CROMER, BOB
KTSM, El Paso, Tex. Organist. Even Tide Echoes.

CROWTHER, ERIC
WKNE, Keene, N. H. Pianist.

CULLEN, TOM
KHUB, Watsonville, Calif. Pianist. Frank and Cullen.

CUSICK, PHIL
WBAX, Wilkes-Barre, Pa. Organist.

— D —

DALTON, IRENE
KGB, San Diego, Calif. Pianist.

DAUMAN, RALPH
KFEL, Denver, Colo. Electric Guitarist. Music in a Mellow Mood.

DAVIS, GEORGE
WIBX, Utica, N. Y. Pianist-Organist. Console Melodies.

DEEBLE, CHARLOTTE
WHKC, Columbus, O. Organist. Youth and Music.

DE GRUEN, JOHN
WFLA, Tampa, Fla. Violinist.

DICKINSON, TED
WFBL, Syracuse, N. Y. Accordionist. Musical Clock.

DOSSEY, LEN
KUJ, Walla Walla, Wash. Violinist. Braden Bell Serenaders.

DUNKELBERGER, TOM
WHIO, Dayton, Ohio. Organist. Dunkers Club.

DURHAM, DAVE
WNOX, Knoxville, Tenn. Trumpeter. Merry-Go-Round. Swingster-Time.

— E —

EMERSON, JOHN
CJCA, Edmonton, Alberta, Canada. Pianist. Pianograms.

ESTES, MARY ANN
KXEL, Waterloo, Iowa. Instrumentalist.

EVANS, GIL
WRDW, Augusta, Ga. Instrumentalist. Novachord Fantisies.

— F —

FAIRBANKS, CILE
KFIZ, Fond-du-Lac, Wisc. Organist.

FENEY, JOHN
WFBL, Syracuse, N. Y. Cellist. Musical Clock.

FELTRINELLI, HERB
WFBL, Syracuse, N. Y. Trumpeter. Musical Clock.

FIERS, CLARK
WIOD, Miami, Fla. Organist. Reverie.

FINE, PHIL
WITH, Baltimore, Md. Pianist. Memory Lane, Phil Fine Presents.

FITZSIMMONS, GUY
WOWO, WGL, Fort Wayne, Ind. Clarinetist, Saxophonist.

FLETCHER, REO
Blue. Pianist. Breakfast Club, Club Matinee.

FOUSE, MARION
KEX-KGW, Portland, Ore. Instrumentalist.

FRANKS, BILL
KGB, San Diego, Calif. Pianist.

FRIAR, CHARLES
WBT, Charlotte, N. C. Pianist. Vick's on the Air, Twilight in Dixie, Sunday Farm Club, CBS Dixie Net Jamboree.

FRY, RICHARD L.
CHNS, Halifax, N. S. Organist. Pianist. Organ Melodies, Pianograms, Home and Fireside Melodies.

FRYE, BYDLE
KXEL, Waterloo, Iowa. Instrumentalist.

FULLER, FREDERICK
WHA, Madison, Wis. Organist. Organ Reverie.

— G —

GALBREATH, RICHARD
WOWO, WGL, Fort Wayne, Ind. Guitarist.

GANTER, RAY
WFBL, Syracuse, N. Y. Pianist. Syracuse Voices.

GARCIA, ISLA
WFLA, Tampa, Fla. Organist.

GAUDET, LAURA C.
WTIC, Hartford, Conn. Pianist.

GAYLE, AL
KFI-KECA, Los Angeles, Calif. Accordionist.

GIBSON, DOROTHY
KFPW, Fort Smith, Ark. Pianist, Organist.

GILBERT, JOHN
WHBF, Rock Island, Ill. Organist. Organ Patter.

GILLETTE, JACK
WBT, Charlotte, N. C. Violinist. The Briarhoppers, Avalon Time, Dixie Farm Club, Dixie CBS Net Jamboree.

GLENN, IRMA
Blue. Organist. Songs of a Dreamer.

GRAHAM, LUCILE
WCBI, Columbus, Miss. Organist, Memory Lane.

GRANT, ROY "WHITEY"
WBT, Charlotte, N. C. Guitarist. The Briarhoppers, CBS Dixie Net Jamboree.

GROVER, VIRGINIA
WMRN, Marion, O. Pianist. Personalized Piano Moods.

GRUIS, RAY
WRJN, Racine, Wis. Organist.

— H —

HAGAMAN, CHARLIE
WNOX, Knoxville, Tenn. Guitarist. Merry-Go-Round. Swingster-time.

HALVERSON, ROY L.
KSUB, Cedar City, Utah. Violinist. Classics You Like Best.

HAMILTON, RALPH
KEX-KGW, Portland, Ore. Instrumentalist.

HARDMAN, GLEN
KTUL, Tulsa, Okla. Organist. Sunshine Man.

HART, BILL
WTML, East St. Louis, Ill. Pianist. Hart Songs.

HARTSHORN, GORDON
KEX-KGW, Portland, Ore. Instrumentalist.

HASENHEYER, RAY
WFBL, Syracuse, N. Y. Bass player. Musical Clock.

HEDQUIST, CARL
WHEC, Rochester, N. Y. Violinist-Guitarist. Silver and Gold.

HEFFENAN, GEORGE
WBT, Charlotte, N. C. Violinist. Avalon Time, Twilight in Dixie, Dixie CBS Net Jamboree, The Briarhoppers.

HERRING, CHARLES
KUJ, Walla Walla, Wash. Bass player. Braden Bell Serenaders.

HEWITT, EDDY
KXEL, Waterloo, Iowa. Instrumentalist.

HICKS, MARY ELIZABETH
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WRDW, Augusta, Ga. Instrumentalist. Jack and Leslie.

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WHLN, Harlen, Ky. Violinist. Blind Jim's Gospel Songs.

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HUME, MARY
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KGO, San Francisco, Calif. Pianist. It's Glen Again, KGO Calling, Search for a Genius.

— J —

JACKSON, GUSTAVE
WBCB, Duluth, Minn. Violinist.

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WHBF, Rock Island, Ill. Guitarist. Starlet Theatre.

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WSYR, Syracuse, N. Y. Organist. Change of Pace.

JOSEY, JOHN
KFDA, Amarillo, Tex. Organist. John Josey at the Organ.

— K —

KEENAN, MARIE
CFOS, Owen Sound, Ont., Can. Pianist.

KEFRY, FRED
KMJ, Fresno, Calif. Instrumentalist.

KELLOGG, GERTRUDE
WFHR, Wisconsin Rapids, Wis. Organist. Consolidated Hour.

KERSLAKE, VICTOR
CFOS, Owen Sound, Ont., Can. Organist.

KING, DENISE
KGXC, Wolf Point, Mont. Pianist. Piano Moods.

KNAPP, KATHRYN
KPPC, Pasadena, Calif. Organist.

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WBNS, Columbus, O. Pianist.

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WTIC, Hartford, Conn. Organist. Medley Time.

KUETTEL, RALPH
KMJ, Fresno, Calif. Pianist. Moods in Ivory.

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WCLO, Janesville, Wis. Organist.

— L —

LACHARITE, S.
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— O —

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— Y —

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 Midland, KRLH.....Roy De Wolfe
 San Antonio,
 KMAC.....Hunter Hancock
 KTSA.....Rex Prels
 WOAI.....Johnnie Anderson
 Vernon, KVWC.....John Allen
 Wichita Falls, KWFT.....Lucille Crouch

Utah

Ogden, KLO.....Earl Donaldson
 Salt Lake City,
 KDYL.....Raymond A. Mace
 KUTA.....Jessie S. Taylor

Vermont

Waterbury, WDEV.....John Williams

Virginia

Danville, WBTM.....Jacqueline Jones
 Fredericksburg, WFVA.....Archie Smith
 Lynchburg, WLVA.....Hilda Wagers
 Norfolk, WTAR.....Henry Cowles Whitehead
 Richmond,
 WMBG.....J. Jehlen
 WRNL.....Eddie Weber
 Roanoke,
 WDBJ.....Eve Nininger
 WSLS.....Mrs. Mary Taylor Overstreet
 Suffolk, WLPM.....Harold Stephens

Washington

Aberdeen, KKRO.....Ruth Forbes
 Everett, KEVE.....Glen Churches
 Seattle,
 KIRO.....Max Dolin
 KJR-KOMO.....Lloyd Solberg
 KRSC.....Tom Priebe
 Spokane, KFPY.....Arthur Zepp
 Tacoma, KMO.....Marion Kay
 Walla Walla, KUJ.....Jack Fearey

West Virginia

Charleston,
 WCHS.....Leah Perry
 WGKV.....Leslie Gorall
 Clarksburg, WBLK.....Don McWhorter
 Fairmont, WMMN.....Henry Gruner
 Huntington, WSAZ.....Irene Bruce
 Logan, WLOG.....Dorothy Armstrong
 Parkersburg, WPAR.....Len Carl
 Wheeling,
 WKWK.....Edward A. Sprague
 WYVA.....Robert Nesbitt
 Williamson, WBTH.....Elizabeth Zimmerman

Wisconsin

Ashland, WATW.....Warren Hites
 Fond du Lac, KFIZ.....Lucille Fairbanks
 Green Bay, WTAQ.....Clarence Edges
 Janesville, WCLO.....Hester Kyler
 La Crosse, WKBH.....Albin Bina
 Madison,
 WHA.....Frederick Fuller
 WIBA.....Leon Perssion
 Milwaukee,
 WEMP.....Elmer Ihrke
 WISN.....Elmer Krebs
 WTMJ.....Maurice Kipen
 Racine, WRJN.....H. S. Mann, Jr.
 Rice Lake, WJMC.....R. W. Wells
 Sheboygan, WHBL.....Mona J. Pape
 Superior, WDSM.....Elma DeMeire
 Wausau, WSAU.....Vern Peterson
 Wisconsin Rapids, WFHR.....Bert Mulroy

Wyoming

Cheyenne, KFBC.....Bill Jack
 Powell, KPOW.....Rosemary C. Meyer

Alaska

Anchorage, KFQD.....Ken Laughlin
 Fairbanks, KFAR.....Royal O'Reilly

Puerto Rico

San Juan.....Jose Raul Ramirez

CANADA
Alberta

Calgary, CFAC.....A. R. Brown
 Edmonton, CFRN.....W. Rainer
 Grande Prairie, CFGP.....Gordon H. Cummings

British Columbia

Chilliwack, CHWK.....Thomas Rannie
 Kamloops, CFJC.....Danny Tomada
 Kelowna, CKOV.....W. H. Stewart
 Vancouver,
 CJOR.....Don Wilson
 CKMO.....D. G. Hill
 Victoria, CJVI.....D. M. Weaver

Manitoba

Winnipeg, CKY.....P. H. Richardson

New Brunswick

Moncton, CKCW.....Dr. George Ross
 Saint John, CHSJ.....Bruce Holder

Nova Scotia

Antigonish, CJFX.....Michael MacDonald
 Halifax, CHNS.....Richard L. Fry
 Sydney, CJCB.....Mrs. A. F. McKinnon

Ontario

Chatham, CFCO.....Carl Monk
 Hamilton, CHML.....Philip Tahany
 Kingston, CKWS.....Bruce Tremear
 Kirkland Lake, CJKL.....Tom Watson
 North Bay, CFCH.....Warren Robertson
 Owen Sound, CFOS.....Marie Keenan
 Petersborough, CHEX.....Carl E. Monk
 St. Catharines, CKTB.....Clarence Colton
 Stratford, CJCS.....C. W. Tretthewey
 Timmins, CKGB.....Harrison Flint
 Toronto,
 CFRB.....Roy Locksley
 CKCL.....Maurice Dalton Rapkin
 Wingham, CKNX.....Harold V. Pim

Prince Edward Island

Charlottetown, CFCY.....Mrs. K. S. Rogers

Quebec

Montreal,
 CBF-CBM.....Jean Beudet
 CKAC.....Paul Corbeil
 Quebec, CBV.....Capt. T. F. Gagnier
 Sherbrooke, CHLT.....P. M. Robidoux
 Three Rivers, CHLN.....Jean Laforest

Saskatchewan

Prince Albert, CKBI.....G. Dobson
 Regina, CJRM.....Sam H. Hillier
 Saskatoon, CFQC.....Cy Cairns



HOME ECONOMICS DIRECTORS OF STATIONS IN UNITED STATES AND CANADA

Winning the war on the home front has been an all-out activity of station home economists ever since Pearl Harbor. With rationing and shortages of taken-for-granted items, housewives have received a much-needed helping-hand to tailor the family menu to wartime conditions.

Another much-needed service provided by this department concerned wartime lunches for defense plant workers. The many suggestions and programs built around this one project alone was an educational campaign of tremendous magnitude.

Alabama

Anniston, WHMA.....Anne Snoddy
Bessemer, WJLD.....Grace Tutwiler
Earline Tully
Decatur, WMSL.....Mrs. Reid Sherard
Mobile, WMOB.....Eleanor Boyd Whitelaw
Montgomery,
WCOV.....Eve Lynn
WSFA.....Camille Brown

Arizona

Phoenix, KOY.....Elizabeth Taylor
Safford, KGLU.....Alberta Hunt
Tucson, KTUC.....Leigh Price

Arkansas

El Dorado, KELD.....Dorothy Jung
Fort Smith, KFPW.....Gladys Miller
Hot Springs, KTHS.....Hazel Jacobs
Little Rock, KLRA.....Mina Madden
Texarkana, KCMC.....Hazel Craig

California

Bakersfield, KERN.....Carolyn Kern
Beverly Hills, KMPC.....Virginia Mansfield
Eureka, KXO.....Jean Jordan
Fresno,
KFRE.....Francis Quinn
KMJ.....Erma Giffen Gregory
Long Beach, KFOX.....Mrs. Vera Morris
Los Angeles
KFI.....Agnes White
KFVD.....Violet Schram
KFWB.....Chef Milani
KHJ.....Norma Young
KMTR.....Marion Lee, Eugenia Claire
Oakland,
KLX.....Rose Patterson
KROW.....Susan Little
Pasadena, KWKW.....Jean Sterling
Sacramento,

KFBK.....Katharine Kitchen
KROY.....Martha Morton
San Diego, KGB.....Molly Morse
San Francisco
KFRC.....Mrs. Josephine Martin
KGO.....Ann Holden
KJBS.....Ruth Thompson
KPO.....Dorothy Rankin
KSAN.....Ruth Franklin
San Luis Obispo, KVEC.....Helen Fisher
Santa Barbara, KTMS.....Mary Baciu
Santa Rosa, KSRO.....Elaine Swain
Stockton, KWG.....Marjorie Lee
Watsonville, KHUB.....Yvonne Dale

Colorado

Denver
KFEL.....Salome Hansen
KLZ.....Maida Severn
KOA.....Lora Price
Grand Junction, KFXJ.....Mildred Fuller
Greeley, KFKA.....Dorothy Baldwin MacClary
La Junta, KOKO.....Frances Robinson

Connecticut

Hartford
WTHT.....Una King
WTIC.....Nan Clarke
New Haven, WELI.....Janet Slayton
Stanford, WSRR.....N. Dougherty
Waterbury, WBRY.....Fay Clark

Delaware

Wilmington, WDEL.....Mary McCauley
WILM.....Barbara Wright

• • • HOME ECONOMICS DIRECTORS • • •

District of Columbia

Washington
 WJSV.....Elinor Lee
 WOL.....Frances Northcross
 WRC.....Mary Mason
 WWDC.....Mary Dorr

Florida

Gainesville, WRUF.....Margaret Martin
 Jacksonville, WPDQ.....Anne Daily
 Miami
 WIOD.....Jane Butler
 WQAM.....Alaine Powell
 Orlando
 WDBO.....Myrtle Carry
 WLOF.....Barbara Brown
 Panama City, WDLF.....Dorothy Story
 St. Augustine, WFOY.....Ann Bernice Nachtmann
 Sarasota, WSPB.....Jayne Taylor
 Tampa, WFLA.....Patsy Kent

Georgia

Atlanta, WAGA.....Mary Lucille
 Augusta,
 WGAC.....Theodora Morgan
 WRDW.....Eileen Stult
 Cedartown, WGAA.....Rowena Whitfield
 Columbus, WRBL.....Anice Wismer
 Gainesville, WGGG.....Nancy Thompson
 Macon, WBML.....Rosemary Jones
 Waycross, WAYX.....Emmie Murray

Idaho

Boise, KIDO.....Betty Ash
 Wallace, KWAL.....Lillian Samms

Illinois

Bloomington, WJBC.....Peggy Payne
 Champaign, WDWS.....Katherine Sherrick
 Chicago
 WAAF.....Halloween Martin
 WAIT.....Helen Dean
 WEDC.....Sophie V. Brady
 WGN.....June Baker
 WLS.....Harriet Hester, Martha Crane,
 Helen Joyce
 WMAQ.....Elizabeth Hart
 Decatur, WSOY.....Easter Straker
 East St. Louis, WTMV.....Jane Foster
 Harrisburg, WEBQ.....Virginia Sidell
 Herrin, WJPF.....June Janess
 Jacksonville, WLDS.....Eureath Freyermuth
 Quincy, WTAD.....Marian Sexton
 Rockford, WROK.....Harriette Thompson,
 Lorna Lane
 Rock Island, WHBF.....Kay Davis
 Springfield, WCBS.....Mary L. Dille
 Urbana, WILL.....Candace Hurley

Indiana

Fort Wayne
 WGL.....Sue Gibson
 WOWO.....Jane Weston
 Indianapolis
 WFBM.....Rose Lee Farrell
 WIBC.....Jane Day
 Lafayette, WASK.....Bayne A. Spring
 New Albany, WGRC.....Charlotte Falkner
 South Bend, WSBT.....Mrs. J. B. Riley
 Vincennes, WAOV.....Aline Arnold

Iowa

Ames, WOI.....Martha Duncan
 Boone, KFGQ.....Nellie Workman
 Burlington, KBUR.....Mary Weaver
 Cedar Rapids, WMT.....Libbie Vaughan
 Davenport, WOC.....Mary Louise Marshall
 Des Moines
 KSO.....Helen Watts Schreiber
 WHO.....Dorothy Dale
 Dubuque, WKBB.....Sister Mary St. Clara, B.V.M.,
 Jane Foster
 Ottumwa, KBIZ.....Winifred Colman
 Shenandoah, KMA.....Leanna Driftmier,
 Edith Hansen

Kansas

Athens, KVAK.....Dottie Taylor
 Dodge City, KGNO.....Mrs. Florence Carrier
 Emporia, KTSW.....Miriam Porter
 Garden City, KIUL.....Marion Lee Ball
 Hutchinson, KWBW.....Frances Everitt
 Kansas City, KCKN.....Olive Osborn
 Salina, KSAL.....Helen Geis

Kentucky

Harlan, WHLN.....Eula Jones
 Hopkinsville, WHOP.....Bonnie Bessire
 Paducah, WPAD.....Betty Ann Clement

Louisiana

Alexandria, KALB.....Dorothy Alden
 New Orleans,
 WDSU.....A. Arthur
 WWL.....Martha Adams

Maine

Lewiston, WCOU.....Roselle Coury
 Portland, WCSH.....Nancy King

Maryland

Baltimore
 WCAO.....Bettie McCall
 WFBF.....Martha R. Temple, Jeula Forsyth
 WITH.....Eva Ve Verke

• • • HOME ECONOMICS DIRECTORS • • •

Massachusetts

Boston
 WBZ-WBZA.....Mildred W. Carlson,
 Marjorie Mills, Imogene Wolcott
 WEEL.....Heloise Parker Broeg
 Fitchburg, WEIM.....Joan Shirley
 Greenfield, WHAI.....Ann Erickson
 Holyoke, WHYN.....Helen Hope
 Hyannis, WOCB.....Marion Crowell
 Lawrence, WLAW.....Irene F. Morgan
 Lowell, WLLH.....Ann Bradford
 Springfield, WMAZ.....Ethel Henin
 Worcester, WTAG.....Mildred Bailey,

Michigan

Bay City, WBCM.....Frances Patterson
 East Lansing, WKAR.....Jeanette Lee
 Kalamazoo, WKZO.....Evelyn Courtney
 Muskegon, WRBZ.....Elsie Buttrick
 Port Huron, WMLS.....Anne B. Coushaine
 Saginaw, WSAM.....Janice Widmoyer

Minnesota

Albert Lea, KATE.....Kay Bonner
 Duluth, WEBC.....Elinor Barney
 Mankato, KYSM.....Jeanne Kimball
 Minneapolis-St. Paul,
 WCCO.....Madge Brown
 WDGY.....Myra Johnson
 WLB.....Ralph T. Backstrom
 WTCN.....Ann Ginn
 St. Paul, KSTP.....Bee Baxter
 Virginia, WHLB.....Jewell Parsons

Mississippi

Columbus, WCBI.....Jane Burrous
 Greenville, WJPR.....Sallie Kellner
 Jackson, WSLI.....Nancy Chambers

Missouri

Hannibal, KHMO.....Betty Huston
 Joplin, WMBH.....June Darby
 Kansas City
 KCMO.....Anne Hayes
 KMBC.....Nancy Goode, June Martin
 WDAF.....Betty Lee
 Poplar Bluff, KWOC.....Helen Peterson
 St. Louis
 WEW.....Ann Printy
 WIL.....Kay Morton
 Sedalia, KDRO.....Betty Page
 Springfield, KTTS.....Kathleen Peters
 KWTO.....Dorothy Martin

Montana

Missoula, KGVO.....Margaret L. Peterson

Nebraska

Grand Island, KMMJ.....Jane Anderson
 Kearney, KGFV.....Maxine Selover
 Norfolk, WJAG.....Mary Moore
 Omaha
 KOIL.....Belle West
 KOWH-WOW.....Martha Bohlsion

New Hampshire

Manchester, WMUR.....Betty Leary
 Portsmouth, WHEB.....Lee Spencer

New Jersey

Asbury Park, WCAP.....Georgianne Burley
 Atlantic City,
 WBAB.....Peggy Johnson
 WFPG.....Hazel Hartman

New Mexico

Albuquerque, KGGM.....Vergie Abeyta
 Clovis, KICA.....Bonnie Cook
 Las Vegas, KFUN.....Dorothy G. Thwaites

New York

Albany,
 WABY.....Judy James
 WOKO.....Louise Benay
 Batavia, WBTA.....Mrs. Helen G. Neville
 Binghamton, WBNF.....Sarah Burbank
 Buffalo, WEBR.....Esther Huff
 Ithaca, WHCU.....Eileen Winchell
 Jamestown, WJTN.....Helen Carr
 Kingston, WKNY.....Jane Meredith
 Newburgh, WGNV.....Genevieve Judy
 New York
 WINS.....Shirley Eder
 WJZ.....Nancy Booth Craig
 WOR.....Bessie Beatty, Pegeen Fitzgerald,
 Martha Deane, Alfred McCann,
 Dr. Walter Eddy, Imogene Woolcott
 Niagara Falls, WHLD.....Clarice Johnston
 Olean, WHDL.....Mae Brown
 Rochester
 WHAM.....Hazel Cowles
 WHEC.....Marian Karasick
 WSAY.....Marian Karasick
 Saranac Lake, WNBZ.....Ruth O'Connell
 Schenectady, WGY.....Martha Brooks,
 Betty Lenox
 Syracuse
 WGY.....Martha Brooks, Betty Lenox
 WSYR.....Ruth Chilton
 Troy, WTRY.....Kay Moser
 Utica, WIBX.....Elizabeth Odames
 Watertown,
 WATN.....Mrs. Clara Bell
 WWNV.....Betty Barton, Anne Jones
 White Plains, WFAS.....Betty Patterson
 Woodside, WWRL.....Marion Steine

• • • HOME ECONOMICS DIRECTORS • • •

North Carolina

Asheville, WISE.....Leahman Fair Wall
 Burlington, WBBB.....Johney Wagner
 Charlotte, WSOC.....Margaret Walker
 Durham, WDNC.....Marian Harton
 Greenville,
 WGTC.....Frances Simpson
 WMRC.....Frances Meyers
 Goldsboro, WGBR.....Liza Beth
 Greensboro, WGBG.....Marie Craven
 High Point, WMFR.....Eleanor Powell
 New Berne, WHIT.....Jacquelyn Melton
 Roanoke Rapids, WCBT.....Mamie Nash
 Washington, WRRF.....Ruth Frank
 Wilson, WGTM.....Mina Ray Williams
 Winston-Salem, WAIR...Marvel Carter Campbell

Pendleton, KWRC.....Rondi O'Gara
 Portland
 KEX—KGW.....Vera Kneeland, Helen Malloy
 KWJJ.....Althee Renwick, Rita Othus
 KXL.....Betty Todd
 Roseburg, KRNR.....Helen Ellsworth
 Salem, KSLM.....Maxine Buren

Pennsylvania

Butler, WISR.....Gladys Borne
 Du Bois, WCED.....Virginia Wade
 Easton, WEST.....Pauline A. Davis
 Erie, WLEU.....Joan Clark
 Johnstown, WJAC.....Jane Simmons
 New Castle, WKST...Peggy Boughter, Ruth Lunt
 New Kensington, WKPA.....Toni Lee
 Philadelphia
 KYW.....Ruth Welles
 WCAU.....Jean Colbert
 WFIL.....Anice Ives, Jessie Young
 WHAT.....Betty Newbold
 WIBG.....Cassie Brugger
 Pittsburgh
 KDKA.....Evelyn Gardiner
 WCAE.....Lillian Malone
 Wilkes-Barre, WBAX.....Susan Smith

North Dakota

Grand Forks, KFJM.....Fay Lufkin
 Minot, KLPM.....E. H. Cooley

Ohio

Akron
 WADC.....Glad Henri
 WAKR.....Ann Parker
 Cincinnati
 WCPO.....Evelyn Evans
 WKRC.....Georgia Gray
 WSAI.....Ruth Lyons
 Cleveland
 WCLE.....Eleanor Hanson
 WGAR.....Ruth Merriam Wells
 WTAM.....Jane Weaver
 Columbus
 WBNS.....Fern Sharp
 WCOL.....Rhea McCarty
 WHKC.....June Rosen
 Lima, WLOK.....Katherine Goeke
 Marion, WMRN.....Madge L. Cooper
 Portsmouth, WPAV.....Lucille Graham
 Steubenville, WSTV.....Jane McHugh
 Toledo
 WSPD.....Mrs. Norma Lane
 WTOL.....Jean Wright
 Warren, WRRN.....Virginia Wood
 Zanesville, WHIZ.....M. Weber

South Carolina

Anderson, WAIM.....Edith Hall
 Charleston
 WCSC.....Gladys Sage
 WTMA.....Alicia Bhatt
 Florence, WOLS.....Bonnie McCubbins
 Greenville, WFBC.....Alice Wyman
 Sumter, WFIG.....Sally Pierce

South Dakota

Yankton, WNAX.....Wynn Hubler

Tennessee

Bristol, WOPI.....Mary Perry
 Chattanooga, WODD.....Florence Gullickson
 Johnson City, WJHL.....Alice Friberg
 Knoxville, WNOX.....Martha Ross

Oklahoma

Elk City, KASA.....Betty Adams
 Enid, KCRC.....Margie Kaye
 Oklahoma City
 Koma.....Helen B. Schuyler
 WKY.....Mart Adams
 Ponca City, WBBZ.....Kay Kollins
 Shawnee, KGFF.....Maxine Eddy
 Tulsa, KVOO.....Jane Austin

Oregon

Albany, KWIL.....Betty Lou Wilbanks
 Baker, KBBR.....Grace Baer
 Corvallis, KOAC.....Mrs. Zelta Rodenwold
 Eugene, KORE.....Evelyn Pohll
 Grant's Pass, KUIN.....Ruth E. Crawford
 La Grande, KLBW.....Jayne Moss

Texas

Abilene, KRBC.....Anne O. Smart
 Dallas, WRR.....Alta Faye Lackland
 El Paso, KTSM.....Mrs. J. E. Kemendo
 Fort Worth, KFJZ.....Mary Louise Ware
 Galveston, KLUF.....Mrs. Helen D. Clough
 Harlingen, KGBS.....Frances George
 Houston
 KPRC.....Alfred Daniel
 KTRH.....Clara Fiquet
 Huntsville, KSAM.....Ann Curry
 Lubbock, KFYO.....Ruby Lee Leary
 Palestine, KNET.....M. Stevens
 Paris, KPFT.....Mary Jo Mayse
 San Antonio, K TSA.....Violet Short

• • • **HOME ECONOMICS DIRECTORS** • • •

Utah

Provo, KOVO.....Gertrude Wiseman
Salt Lake City
KDYL.....Mildred Baker
KUTA.....June Lee

Vermont

Burlington, WCAX.....Ann Parker
Danville, WBTM.....Dale Carter
St. Albans, WWSR.....Cecile Crandall

Virginia

Harrisonburg, WSWA.....Jane Windom
Martinsville, WMVA.....Priscilla Lambeth
Newport News, WGH.....Lee Bailey
Roanoke, WSLS.....Gladys Vaudreuil
Suffolk, WLFM.....Betty Brooks
Winchester, WINC.....Marion Park

Washington

Aberdeen KXRU.....Ruth Poindexter
Centralia-Chehalis, KELA.....Ruth Eyers
Olympia, KGY.....Therese Olsen
Seattle,
KIRO.....Helen Stryker, Marjory McPherson
KJR—KOHO.....Ann Sterling
KXA.....Helen Dyser
Spokane,
KFIO.....Ruby Rand
KFPY.....Edna Storms Moody
Tacoma, KVI.....Maurine Tuttle
Walla Walla, KUJ.....Virginia Van Hoy

West Virginia

Beckley, WJLS.....Jean Law
Charleston,
WCHS.....Melva Graham
WGKV.....Nancy Flournoy
Fairmont, WMMN.....Augustine Slater
Huntington, WSAZ.....Pat Wilson
Logan, WLOG.....Dorothy Armstrong
Morgantown, WAJR.....Lillian V. Majally
Welch, WERW.....Ruth Hutchinson

Wisconsin

Ashland, WATW.....Anne Wills
Eau Claire, WEAU.....Marie Helmers
Janesville, CLO.....Mrs. McNeil
La Crosse, WKBH.....Cora Hauser
Madison, WHA.....Aline Hazard
Medford, WIGM.....Sigrid Enstad
Milwaukee, WISN.....Mary Ann LeMay
Superior, WDSM.....Myrna McCauley
Waunau, WSAU.....Lenore DeVries
Wisconsin Rapids, WFHR.....Virginia Lee

Wyoming

Cheyenne, KFBC.....Helene Wentzel
Powell, KPOW.....Rosemary C. Meyer
Rock Springs, KQRS.....Ann Cook
Sheridan, KWYO.....Margaret Heppner

Alaska

Fairbanks, KFAR.....Miriam Dickey

HAWAII

Lihue, KTOH.....Esther Ruggland,
Mrs. Florence Ferenandez

**CANADA
Alberta**

Edmonton, CFRN.....Jenny Jones
Grand Prairie, CFGP.....Betty Stewart
Lethbridge, CJOC.....Helen Anderson

British Columbia

Victoria, CJVI.....Isobel Stuart

New Brunswick

Campbellton, CKNB.....Margaret Taylor
St. John, CHSJ.....Mrs. Maud C. Esty

Nova Scotia

Antigonish, CJFX.....Zita O'Hearn Cameron

Ontario

Chatham, CFCO.....Gwen Nicholls
Kingston, CKWS.....Anne Wiasi
Kirkland Lake, CJKL.....Sonya Barnet
Kitchener, CKCR.....Jean Whiteside
North Bay, CFCH.....Ray Doherty
Owen Sound, CFOS.....Mrs. Stephen Breeze
Prescott, CFPL.....Helen Everetts
Windsor, CKLW.....Myrtle Labbitt
Wingham, CKNX.....Marg Brophy

Prince Edward Island

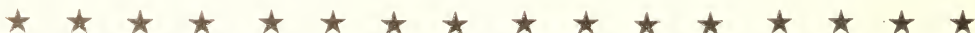
Charlottetown, CFCY.....Mrs. R. F. Large
Summerside, CHGS.....Mrs. Irene Dickie

Quebec

Montreal
CFAC.....Roberta Beatty
CKAC.....Odette Oligny
CHLP.....Mrs. Jeanne Grisseallard
Rouyn-Noranda, CKRN.....Pat Sowerby

Saskatchewan

Prince Albert, CKBI.....Aline Rousseau
Regina
CJRM.....Mrs. H. Martenson
CKCK.....Audrey Counsell



MOTION PICTURE COMMENTATORS OF STATIONS IN THE UNITED STATES

(Courtesy of the 1943 FILM DAILY YEAR BOOK)

Alabama

Anniston:

WHMA—Hugh Webb.
WHMA—Malcolm Street.

Birmingham:

WAPI—Lionel F. Baxter.
WBRC—Margaret Cotten.

Muscle Shoals:

WLAY—Becky Burns.

Selma:

WHBB—Marshall Parsons, Jr.

Arizona

Phoenix:

KTAR—Virginia Rieks.

Prescott:

KYCA—Roberta M. Pfister.

Safford:

KGLU—Lester McBride.
KGLU—Willard Shoecraft.

Tucson:

KTUC—Lee Preis.

Arkansas

Helena:

KFFA—Rosalind Mundt.

California

Beverly Hills:

KMPC—Joe Tonner.
KMPC—Frank Robinson
Brown.
KMPC—Sam McKay.

Chico:

KHSL—"Woody" Woodling.

Hollywood:

KMTR—Irwin Allen.
KMTR—Douglas Hatton.
KNX—George Fisher.
KNX—Hedda Hopper.

Los Angeles:

KECA—Erskine Johnson.
KRKD—Glad Hall.

Merced:

KYOS—Jo Ann Evans.

Riverside:

KPRO—Grant Holcomb, Jr.

San Francisco:

KQW—Eddie Tabor.
KQW—Ira Blue.
KYA—Jack Temple.

Colorado

Durango:

KIUP—Raymond M. Beckner.

Connecticut

Bridgeport:

WICC—Denise Keller.

Stamford:

WSRR—Aime Gauvin.

District of Columbia

Washington:

WOL—Walter Compton.
WOL—Russ Hodges.
WOL—Charlie Zurhorst.
WWDC—Jimmie Wilson.
WWDC—Vera Ash.

Florida

Fort Myers:

WFTM—June Warner.

Jacksonville:

WMBR—Ann Evans.

Miami:

WQAM—Leslie T. Harris.

Ocala:

WTMC—Flavius J. Yandle.

Orlando:

WDBO—W. G. McBride.
WDBO—Sally Martin.
WOLF—Barbara Brown.

Panama City:

WDLF—Edward J. Conture
WDLF—Eddie Pierce.

Sarasota:

WSPB—Jayne Taylor.

Tallahassee:

WTAL—Mary Charles
Fendley.

West Palm Beach:

WJNO—Josephine McQuillin.

Georgia

Albany:

WALB—Mrs. Mildred Cann.

Augusta:

WRDW—Ben Lucas.
WRDW—Sara Twiggs.

Cedartown:

WGAA—Jean Brooks.
WGAA—Bob Wesley.

Columbus:

WRBL—Miss Billie Wismer.
WRBL—Jack Gibney.

Illinois

Aurora:

WMRO—Miss Lee Isom.

Bloomington:

WJBC—Frank Strand.

Chicago:

WEDC—Marian Whitney.
WJJD—Ruth Shaneen.
WLS—Wilma Gwilliam.

Decatur:

WSOX—Dorothy Masterson.

Galesburg:

WGIL—Bob Gibson.

Harrisburg:

WEBQ—Harold Cook.
WEBQ—Virginia Crane.

Herrin:

WJPF—June Janess.

Jacksonville:

WLDS—Becky Vaughan.
WLDS—Edgar Parsons.

Tuscola:

WDZ—Fran Booton.

Indiana

Gary:

WIND—Bob Diller.

Indianapolis:

WIRE—Martha Meadows.

Vincennes:

WAOV—Aline Arnold.

Iowa

Burlington:

KBUR—Mary Weaver.

Dubuque:

KDTH—Jane Thomas.
WKBB—Gleason E. Kistler.

Mason City:

KGLO—Bob Lewis.

Ottumwa:

KBIZ—Harry Colman.
KBIZ—Winn Colman.

Spencer:

KICD—Leo G. Rasmussen.

Kansas

Hutchinson:
KWBW—Vern Minor.
Kansas City:
KCKN—Dorothy Quinan.
KCKN—Ruth Royal.

Kentucky

Bowling Green:
WLBT—Ann Hamilton.
WLBT—Helen Given.
Harlan:
WHLN—Vernan Nunn.
Lexington:
WLAP—Joseph Carl.
Paducah:
WPAD—Gene Peak.

Louisiana

Baton Rouge:
WJBO—Mary deVane.
WJBO—Ralph Sims.
WJBO—Eleanor Tatum.
New Orleans:
WWL—Jill Jackson.

Maryland

Baltimore:
WCAO—Frank Fan.
Frederick:
WFMD—Bill McDonald.
WFMD—James F. Crist.
Sallsbury:
WBOC—Lonny Starr.

Massachusetts

Boston:
WBZ—George W. Slade.
WCOP—Russell E. Offhaus.
WEEL—Priscilla Fortescue.
WORL—Mary Ruth.
Fitchburg:
WEIM—Joan Shirlee.
West Yarmouth:
WOCB—Frances B. Blake.
Worcester:
WTAG—Jimmy Lee.

Michigan

Port Huron:
WHLS—Harmon L. Stevens.
Saginaw:
WSAM—Janice Widmoyer.
Sault Ste Marie:
WSOO—Frank F. Firmschild.

Minnesota

St. Cloud:
KFAM—Hubert Hugo Warner.
St. Paul:
WMIN—Bruce G. Hayward.

Mississippi

Greenville:
WJPR—Sallie Kellner.
Natchez:
WMIS—Myra Boudreau.

Missouri

Hannibal:
KHMO—Betty Huston.
Poplar Bluff:
KWOC—Joe Roman.
St. Charles:
KMOX—Katherine Darst.
KMOX—Frances Casement.

Montana

Kallispell:
KGEB—Don Treloar.

Nebraska

Grand Island:
KMMJ—Dick Yarnall.
KMMJ—George C. Kister.

Nevada

Reno:
KOH—Robert Regent.

New Hampshire

Laconia:
WLNH—Sherwin Greenlaw.
WLNH—Margery Webster.
Portsmouth:
WHEB—Winslow Bettinson.

New Jersey

Atlantic City:
WFPG—Edgar A. Sweet.
WFPG—Ethel Rattay.
Bridgeton:
WSNJ—Donald C. Hart.
Camden:
WCAM—Dayton Lummis.
WCAM—Walter A. Maguire.

New Mexico

Hobbs:
KWEW—Chet L. Gonce.
Roswell:
KGFL—Frank W. Joyce.
KGFL—Howard Brown.

New York

Albany:
WABY—Louise Benay.

Batabala:
WBTA—Dick Driscoll.

Binghamton:
WNBFB—Dottie Baker.
WNBFB—Wally Buman.
WNBFB—Henry Sawtelle.

Buffalo:
WBEN—Jack Paar.

Jamestown:
WJTN—Mrs. Helen Carr.

New York:
WEVD—Mark Toby.
WEVD—Allan Black.
WHN—Adrienne Ames.
WINS—Martin Weldon.
WJZ—Nancy Booth Craig.
WJZ—Allen Prescott.
WJZ—Ed East.
WNEW—Paula Stone.
WOV—Diana Boldi.

Newburgh:
WGNV—Dick Crans.

Niagara Falls:
WHLI—E. Murray Little.

Ogdensburg:
WSLB—Harold Gilman.
WSLB—Ellen Emery.
WSLB—Flo Beach Rowe.

Rochester:
WHEC—Marion Karasick.
WSAY—John Springer.
WSAY—Mort Nusbaum.

Syracuse:
WAGE—Thelma Jean MacNeil.
WAGE—Gordon Alderman.
WOLF—Hamilton M. Woodie.

Watertown:
WATN—Lilian Miles.
WWNY—Robert D. Mowers.

North Carolina

Asheville:
WWNC—Norine Lowe.

Burlington:
WBBB—E. Z. Jones.

Charlotte:
WAYS—Bill Mitcham.

Goldsboro:
WGBR—Elizabeth Rosenthal.

Greenville:
WGTC—Frances Simpson.
WGTC—Jimmy Simpson.

High Point:
WMFR—Stan Conrad.

Roanoke Rapids:
WCBT—Philip Cooke.

Salisbury:
WSTP—Miss Winn Jones.

Washington:
WRRF—Charles Whiddie.
WRRF—Bob Brisindine.
WRRF—Mrs. George Martin.

North Dakota

Valley City:
KOVC—Bob Ingstad.

• • • **MOTION PICTURE COMMENTATORS** • • •

Ohio

Cincinnati:
WCKY—Carol King.
WCKY—Olive Kackley.
WCPO—Georgia Brune.
WCPO—Edna Sherwood.

Cleveland:
WGAR—Joe Wilson.

Columbus:
WCOL—Eugene Ragle.

Marion:
WMRN—Louis T. Marsh.
WMRN—Madge L. Cooper.

Springfield:
WIZE—Laura Leslie.

Oklahoma

Bartlesville:
KWON—Ann Emery.

Muskogee:
KRIX—Lowell Clark.

Oklahoma City:
KOCY—Miss Lou Maystrick.
KTOK—Russell V. Miller.
KTOK—Minnie Jo Curtis.

Tulsa:
KTUL—Glen Condoa.

Oregon

La Grande:
KLBW—Jayne Moss.

Portland:
KGW-KEX—Grace Elliott.
KWJJ—Art Morey.
KWJJ—Thea Craig.
KXL—Betty Todd.
KXL—George Heimsich.

Pennsylvania

Butler:
WISR—Bob Kaufman.
WISR—Kaye Balfé.

Dubois:
WCED—Anna Jane Mull.

Erie:
WERC—J. Jacob Young.

Lancaster:
WGAL—Clair R. McCollough.

Lewistown:
WMRF—Preston Rittenhouse.

Philadelphia:
KYW—Jack O'Reilly.
WCAU—Betty Hurd.
WCAU—Powers Gouraud.
WDAS—P. J. Stanton.
WIBG—Fred Wisting.

Sharon:
WPIC—Paul Gambis.

South Carolina

Charleston:
WTMA—Alicia Rhett.

Columbia:
WCOS—Howard Hamrick.

Spartanburg:
WORD—G. O. Shepherd.
WSPA—Jane Dalton.
WSPA—Harriet Anderson.

Tennessee

Chatanooga:
WDEF—Dolly Madison.

Clarksville:
WJZM—George Stump, Jr.

Jackson:
WTJS—Denny McClain.
WTJS—James Hoppers.

Johnson City:
WJHL—Alice Friberg.

Memphis:
WHBQ—Frances Kieran.

Texas

Amarillo:
KGNC—Wea Izzard.

Beaumont:
KFDM—Clyn Ellis.

Brownwood:
KBWD—T. Corbett.

Dallas:
WFAA-KGKO—John Rosen-
field.
WRR—Alta Faye.

Denton:
KDNT—Mary Grace Smith.
KDNT—Eloise Johnson.

Fort Worth:
KFJZ—George Erwin.

Houston:
KXYZ—Marjorie Hazelwood.

Kilgore:
KOCA—Dorothy Baker.

Laredo:
KPAB—George Day.

Longview:
KFRO—James R. Curtis.

Pampa:
KPDN—Harry Wahlberg.

Sherman:
KRRV—Jo Ann Koriath.

Utah

Cedar City:
KSUB—Hurechell Urie.
KSUB—Arthur Higbee.

Logan:
KVNU—Jack Braunagel.
KVNU—Reed Bullen.

Provo:
KOVO—John Krier.
KOVO—Shirl Black.

Vermont

St. Albans:
WWSR—Mal Weaver.
WWSR—Tom Colton.

Virginia

Danville:
WBTM—Miss Dale Carter.

Lynchburg:
WLVA—Claude E. Taylor.

Suffolk:
WLPM—Betty Brooks.
WLMP—Francis Bowie.

Washington

Seattle:
KEVR—Don Klein.

Walla Walla:
KUJ—Shirley Lee.

West Virginia

Beckley:
WJLS—Peter Arnell.

Bluefield:
WHIS—Elsia Thomas.

Charleston:
WGKV—Joe B. Matthews.

Huntington:
WCMI—Ned Brooke.

Welch:
WBRW—Johnny Villani.
WBRW—Sid Tear.
WBRW—Ruth Hutchison.

Williamson:
WBTH—Alice Stein.

Wisconsin

Janesville:
WCLO—Paul Rühle.
WCLO—Pat Alan.

La Crosse:
WKBH—Russ Huber.

Marinette:
WMAM—Mary Kay.

Medford:
WIGM—Roy La Mere.

Oshkosh:
WOSH—Lorraine Kuehn.

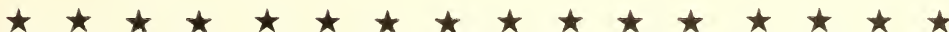
Wisconsin Rapids:
WFHR—Bruce Beichl.

Wyoming

Cheyenne:
KFBC—Margaret O'Brien.

Powell:
KPOW—Rosemary.

Sheridan:
KWYO—Mel Hallack.
KWYO—Herb Siebert.



TELESCRIPTS

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AP

Radio News Wire.

WIDELY SPONSORED FROM
COAST TO COAST

WHEN RADIO WRITES FOR WAR

*Prepared by DICK DORRANCE and JOSEPH LISS,
OWI, Domestic Radio Bureau*

*A digest of practical suggestions on wartime radio scripts,
prepared at the request of the Nation's radio writers by the
Domestic Radio Bureau, Office of War Information.*

Above All Else

The Office of War Information has received an increasing number of inquiries from radio writers, seeking advice and cooperation on the most effective methods of presenting war information.

This material has been prepared as a digest of the many suggestions supplied by the Domestic Radio Bureau to these writers, and is being issued at their request in the belief that these recommendations may be of assistance to American radio in general.

We have no desire to be censors, no desire to tell writers what they should say. We want only to point out—in accordance with the wish of these writers themselves—some of the common errors that often cause listener confusion.

Competent radio writers realize the responsibility that is theirs to give our Nation an authentic picture of the gravest peril free men have ever faced.

They know that people look to radio for full information on the operations of our armed forces, within the limits of military security. They know that, behind the firing line, at home, and in the war factories, people also look to radio for information. All Americans are anxious to learn how they may best help their sons and brothers in uniform win the war.

You will find that the following suggestions contains more “don’ts” than “do’s.” This is because the “do’s” can be enumerated simply.

*** * * DO study carefully all Radio Background bulletins sent out by the Office of War Information. They constitute official statements of America’s war problems. Read the background material closely. You can’t know too much about a subject. It’s time well spent, and rewriting saved, if you understand every angle thoroughly.**

* * * DO understand that war information must be aimed accurately, handled with care, with intelligence, with respect. Routine announcements, sensationalism, commercials that capitalize on the exigencies of war, name-calling, over-confidence . . . these are practices that can hardly come under the heading of war information.

Radio must explain and instruct.

What radio says must be authentic, well-considered, simply stated.

Radio must present the war and its problems in true proportions, giving proper emphasis to all matters and observing always the tenets of good taste.

Radio and Its Messages

There are, as you know, two main types of war messages.

- (1) Messages of "action."
- (2) Messages of "understanding."

The "action" messages deal with specific, tangible things. They tell people the why, and what-to-do, of such matters as national mileage rationing, fuel conservation, salvage, etc. The facts involved are expressed simply. They may be put into a few words, supported by "reason why."

But war information is more than messages of "action." There are also things every citizen must know and understand about our fight if he is to play his part in this conflict and in the establishment of a fair and lasting peace. They are complex, continuing, frequently ignored or misunderstood things. In effect, they are ideals—the grasping might-by-right ideals of the Axis, and our own ideals toward a free existence.

These are the background of our war. Radio has an inescapable obligation to give its listeners a fuller understanding of whom we fight, and what we hope to gain in terms of universal freedom for all men everywhere.

Those Who Are Against Us

Consider, first, the enemy.

His existence is our major problem. He is ruthless, calculating, intelligent, in his own warped way. He is as determined to conquer us as we should be to overthrow him.

Don't minimize the enemy's ability, his weapons, his staying power in this fight.

Don't make the enemy an object of humor. Beware of ridiculing him in ways that may lead the public to underestimate his strength, to become complacent, to slacken the intensity of its effort.

Calling the enemy by derogatory names—"yellow rats" or "dirty Huns" is an ineffectual way of fighting. Actions, not epithets, win wars.

Our enemy is the German Nazi, the Italian Fascist, the Japanese militarist. At the same time, our enemy is not necessarily the German, Italian, or Japanese people. They have been misled by despotic rulers, by lies, by false promises based on false premises. And, when those among them who have brought this trouble on the world are eradicated, the people themselves must be permitted to know the fuller, better life that is our aim for all the world.

The enemy is not only in the Axis lands. His doctrines can come among us—into the cities and homes of America—when people here embrace the Axis ideals and philosophy of life. Men and women who foster racial prejudices are fighting for the enemy. So are the unwitting isolationists who want to appease and make shallow compromises with our enemies.

The Axis lives by war, by destruction, by death and the trampling of all human rights. Our enemies are all those persons and governments that think the Axis way is the right way. This globe is too small for them and us.

Those Who Are With Us

The United Nations, of course, are the antithesis of the Axis. Our theme is one of unity—of common action, common love of freedom, common consideration and esteem of one group of people for another.

We're not at war with the Axis just because it happens to be on the opposite side of the battle line. The United Nations are at war because the world the Axis wants to create has no place for men of free will.

Look upon the United Nations as *people* . . . people who may speak different languages, worship in different churches, live in diverse lands with different climates, customs, economies, histories and governments. Regardless of this, they still are bonded in an imperishable

desire to have all men, everywhere, know the fundamental freedoms.

The American public, by and large, still fails to understand the fullness of the term "United Nations." It does not mean a simple fraternalism that springs from a common plight. Instead the aim of the United Nations coalition is a sound and sensible working agreement upon which we can rest all our hopes for a successful post-war world.

The United Nations are more than just "the allies." They are *not* merely a collection of political entities, an array of governments geared opportunistically in a military enterprise of neck-saving proportions.

When you deal with them in scripts, don't take the superior viewpoint that the Yanks are coming and now the world's worries are over. Remember that America's part in this global struggle still has far, far to go before it matches that of the British, Russians, Chinese, and other United Nations. They have thrown resources and manpower and sacrifices into the fight that overshadow our own preliminary efforts.

Don't take the attitude that all the rest of the world is following America. Don't talk about America as the future center of world culture.

Don't give the impression that we're the only nation making planes and tanks.

Don't come out with flag-draped statements about Americans being the "best fighters" in the world.

The United Nations have found it necessary to fight for the existence of these liberties—the freedom of speech and religion, the freedom from want and fear.

When the peril has gone, the task of the United Nations will be but half-done. The United Nations who worked together in war must also work together in peace, must build for *all* men a better world in which horrors like the Axis can never again occur.

Blueprint for the Future

The common aim of the United Nations, therefore, is a just and well-planned world after the war.

The silhouette of this world has been sketched in a pioneer document of liberty supported by all of the United Nations—the Atlantic Charter.

Briefly, it proposes these as characteristics of the world in which we hope to face the future.

- (1) No selfish ambitions, territorial or otherwise, by one or more nations against others.
- (2) No territorial changes without the democratic consent of the peoples concerned.
- (3) The right of all peoples to choose their own form of government.
- (4) A world trade in which all may participate on equal terms.
- (5) Full collaboration between all nations to improve labor standards, foster economic advancement and social security.
- (6) A continued peace, wherein all men may live out their lives in freedom from want and fear.
- (7) Full freedom of the seas for vessels of all nations.
- (8) A universal abandonment of force in all world relations.

The aims, of course, are generalized. The specific means by which they should be attained can come only through the cooperation and intelligent action of the peoples themselves.

We face a grave danger. If peace comes, and the people are not ready to assume the responsibility of world reconstruction, there is certain risk that once again we shall have won a war and lost a peace.

Radio today should do all that it can, in practical and commonsense ways, to stimulate public discussions of the post-war world, to get people thinking and arguing about the kind of world they want to live in, and the practical ways we should proceed to assure that this time nothing goes amiss. Then, when peace comes, people with plans will be better equipped to tackle such problems than people who face a new future in bewilderment.

Some Have Had Thoughts

Consider these prophetic utterances by representative leaders and thinkers among the United Nations . . .

President Franklin D. Roosevelt:

There are a few people in this country who, when the collapse of the Axis begins, will tell our people that we are safe once more; that we can tell the rest of the world to "stew in its own juice"; that never again will we help to pull "the other fellow's chestnuts from the fire"; that the future of civilization can jolly well take care of itself insofar as we are concerned. But it is useless to win battles if the cause for which we fought these battles is lost. It is useless to win a war unless it stays

won . . . *The objective of today is clear and realistic. It is to destroy completely the military power of Germany, Italy and Japan to such good purpose that their threat against us and all the other United Nations cannot be revived a generation hence. We are united in seeking the kind of victory that will guarantee that our grandchildren can grow and, under God, may live their lives, free from the constant threat of invasion, destruction, slavery and violent death.*

Generalissimo Chiang Kai-shek:

Unless real world cooperation replaces both isolationism and imperialism of whatever form in the new interdependent world of free nations there will be no lasting security for you or for us.

Vice President Henry A. Wallace:

Everywhere the common people are on the march. Thousands of them are learning to read and write, learning to think together, learning to use tools . . . When the freedom-loving people march—when the farmers have an opportunity to buy land at reasonable prices and to sell the produce of their land through their own organizations, when workers have the opportunity to form unions and bargain through them collectively, and when the children of all the people have an opportunity to attend schools which teach them the truths of the real world in which they live—when these opportunities are open to everyone, then the world moves straight ahead.

Joseph Stalin:

. . . abolition of racial exclusivity, equality of nations and integrity of their territories, liberation of enslaved nations and restoration of their sovereign rights, the right of every nation to arrange its affairs as it wishes, economic aid to nations that have suffered and assistance to them in attaining their material welfare, restoration of democratic liberties, the destruction of the Hitlerite regime.

Viscount Lord Halifax:

Nations, like individuals, can only exist in freedom and security if they are prepared to cooperate for mutual economic welfare and, if need be, for mutual defense. In the economic sphere, indeed, everything depends upon such cooperation. But no party to such an association as we picture will be ambitious to dominate its partners. Every nation, great or small, will have its place and make its own contribution. Moreover, past experience teaches that a stable international order must admit of ordered change in the relations between states. Just as the liberty of the individual must have regard to the needs of the community, so must every nation in future accept its obligations to the general family of nations.

Mechanically Speaking . . .

We've dwelt at some length on the importance of these three over-all topics—the enemy, the United Nations, the after-war world. Every-

thing else hinges or pivots on them. Every specific war message that radio conveys to its listeners contributes toward the downfall of the enemy and the strengthening of the United Nations.

This article, of course, has no thought of telling you things about the business of writing radio scripts. You're qualified to do that. What we *are* trying to do is give you a few of the same answers we've passed along in reply to sundry queries from time to time.

Our suggestions are presented for an important reason. When listeners are confused by muddled presentation of factual information on war issues, policy, operations, or progress—no matter how well-intentioned the writer of a program may have been—it retards our progress to victory. Inaccuracies, over-emphasis, poor taste, racial prejudices, super-confidence, ill-chosen words are all dangerous to a well-informed public.

Let's get down to cases . . .

The Sins of Over-statement

Superlatives are handy catch-phrases, cherished by some writers as a quick way to emphasize a point. Generally, however, superlatives and over-statements are inaccurate. This is total war. Each part of our total strength is dependent on the others. To characterize one element in the fighting and winning of the war as the *only* way, or the *best* way, is invariably inaccurate. It leads to unhealthy competition at a time when our objective should be cooperation. For example:

"The only way to win the war is to buy War Bonds."

"The best way to win the war is to turn out food for freedom."

"We will lose the war if we continue our high accident rate."

These matters are important—naturally—but none of them is the *only* thing that contributes to the job of winning the war.

Calling every new campaign of the United Nations "The Second Front" is also bad. The term "second front" has come to connote an actual invasion of Europe. The North African campaign, the battles at Guadalcanal are not "The Second Front." They are the North African campaign, the South Pacific theater of war, or "a new front."

Brass Buttons & Bands

War is not pretty. Wars aren't fought so that people can wear pretty uniforms. People don't join the armed forces or the merchant

marine "to see the world." Women don uniforms and go into war factories so they can do hard useful work. The fighting man's job is to destroy the enemy, to fight for "our way of life."

"Our way of life" is a broad statement. There isn't always time during a short recruiting announcement to go into a definition of post-war aims. This difficulty, nevertheless, is no justification for any radio writer to present such misleading sales talk as:

"Join the WAACS (or WAVES) and wear the good-looking, proud khaki (or blue) of the service. Look smart."

"Remember, nurses (or WAACS or WAVES) have a high percentage of marriage in their ranks."

"Join the merchant marine and travel to places you have read about, places you've dreamed of visiting all your life. See Waikiki Beach, etc. . . ."

These samples, of course, are not actual spot announcements, but a compound of wrong elements, all fused together to show what shouldn't be presented as a primary persuasion theme.

Conversely, there's no need to get gruesome and describe the rigors and risks of wartime life. It *is* important to stress the reason why men and women should serve their country. And, as a further incentive, there is no harm in pointing out the useful skills they acquire will serve them well in the post-war world.

Horror Stuff

The Code of Wartime Practices for American Broadcasters, drawn up by the Office of Censorship in collaboration with the radio industry, states: "Radio is requested to avoid dramatic programs which attempt to portray the horrors of war, and sound effects which might be mistaken for air-raid alarms."

War, once again, is not pretty. There's no point rubbing it in, or bathing in blood baths, or having seamen fried in oil. Not only is it detrimental to manpower procurement, but the womenfolk at home can picture all too vividly the horrors that may befall their men without hearing radio paint the possibilities in primary colors.

An old expert in drama—Aristotle—has been telling dramatists for more than 2,000 years that horror is inept dramaturgy. When it comes as close to home as it does in war, it's unnecessarily harmful. Here, for example, is something that both Aristotle and the women of America would shudder at:

"Every man was an expert at gouging, strangling, bone crushing, knifing, bayoneting, and otherwise putting the enemy out of action."

Horror on the air has often been employed as a device of escapism. But when the horror portrayed is *realism*—something that's really happening in this war—then it can hardly be considered either escapism or entertainment. Listeners instantly associate it with someone dear to them who may be serving under hazardous circumstances of war.

Don't picture soldiers having their legs blown off or picking shrapnel from their flesh. Go easy on screams, moans, sounds of physical pain, death rattles. And be careful that some over-dramatic actor doesn't take a sob in one of your scripts and build it up to a blood-chilling shriek. Don't have doctors saw off legs, or bodies crackle in the flaming wreckage of a bomber.

In short, stick close to the standards of good taste. Remember that excessive horror can have a serious psychological effect upon people. That's why the Axis permitted horror stories and pictures to help soften up every country its troops have invaded.

We Supreme Americans!

Over-zealous patriotic programs have not yet reached the point of closing with "Heil America"—but sometimes the effect is almost the same. Unconscious jingoism can well build up into a serious problem, threatening any intelligent consideration of the post-war world.

Take the word "yellow." Its use connotes a "white supremacy." But remember that the Chinese, Mongolians, and other Asiatic nationalities—besides the Japanese—have yellow skins.

A native of China is a *Chinese*, not a Chinaman. And all Chinese don't say "velly good" or talk like traditional laundrymen or Fu Manchu.

A native of the British Isles is a *Britisher* or the archaic *Briton*—not a "limey." A Britisher may be a Welshman, an Irishman, a Scotsman, or an Englishman. A Britisher is not exclusively an Englishman. And they don't like to be characterized as the "I say ol' top, by jove" type of puffwit.

Among Negroes—as among white men—there are college professors, scientists, soldiers who fight fascism, doctors, war production workers, human beings. When portraying a Negro on a radio program, avoid the Stepin Fetchit type, the minstrel man, the stooge, the dumb

domestic, the guy always being chased by ghosts. And Negroes have names as commonplace as John and Mary. Seldom are they colorful as "Eight-ball," "Ironhead," "Blackboy," or "Razor." When Negro characters appear in a script, try to have them played by real Negroes—straight and intelligently—if Negro actors are available. And they *are* available in all large radio production centers.

Sticks & Stones . . .

What should we call our enemies? They're Germans, Japanese, Italians, Nazis, Hitlerites, or Fascists. To pepper them with epithets like yellow Japs, dirty Huns, beasts, monsters, snakes—or to describe them as stupid, dumb, filthy, wooden-headed and so on—is not the way to win battles. Guns are more effective than name-calling. Besides, when we say the enemy is "stupid" or "dumb," we underestimate him and fool only ourselves. Don't minimize the Japanese by typing them as funny little men whose teeth protrude, who always wear thick-lensed spectacles, and say "so-solly" with an unctuous oiliness. Actually, the Japanese are tough fighting men, ruthless and fanatical in their military aspirations.

We can't hope that people will stop using the name "Japs." It's a convenient abbreviation—but after the war its continued use will not help the peace. After the warlords are overthrown, we shall have to accept the Japanese people into the common brotherhood of all men. The chauvinistic monicker of "Jap" will always bear the stigma of describing a hated enemy. Remember, incidentally, that loyal Japanese-Americans—now in western U. S. relocation (not concentration) camps—strongly resent being called "Japs."

Boasting about what we did in old wars won't help win this one. Boasting about old wars when we fought people who now fight beside us hardly promotes world unity. Don't dwell at length on the past military exploits of this country as evidence that we are invulnerable. This does not mean we shouldn't point with pride to times when we've fought in defense of the ideals of free men.

Fun as Usual

Writers are not expected to lose their sense of humor when they write war scripts. Comedy and farce, when properly handled, can be a good vehicle for war messages. Certain situations that were funny

in peace-time, however, no longer seem so funny to listeners in view of wartime restrictions and sacrifices.

Programs that will be relayed overseas should avoid gags or situations that show "business as usual" on the home front. A day at the race track, crowds in a night club, vacation excursions, and the like may be construed by troops on the fighting fronts to indicate that the people back home are not really in the war. Besides, it might supply useful fodder for enemy propaganda machines.

Because of the rubber shortage and nationwide mileage rationing, scripts should avoid sequences where automobiles are used for non-essential purposes. Don't have the hero and heroine go for a ride in the moonlight. Don't show automobiles being used for long inter-city trips. Cut out the cross-country racing at 70 miles an hour.

Placing war messages on comedy scripts requires particular care if worthwhile results are to be attained. Be careful not to subordinate the message to the humor. Don't let it get lost in the laughs. End up on a serious note. The change of tempo punches the message home all the harder.

In our judgment, it is poor taste to tie commercial plugs in with war messages. Listeners lose confidence, not only in the message but also the product which tries to capitalize on the gravity of the war. Surveys and letters of protest show a strong public resentment to the practice of commercial advertisers injecting high-power pressure at the expense of the war.

There is no more horrible example to give you than the slogan flaunted by the maker of a hair-removal cream—"For a nation under arms, watch your under-arms." Equally opportunistic are commercials that hitch-hike on war production incentive and nutritional needs, urging housewives to feed their husbands plenty of Smuggins Krispy-Crax for breakfast so they can help win the war.

The Right Words

Words are important tools in the waging of war. Here are some rusty ones that can stand a little polishing.

War effort is apologetic. *Effort* can mean nothing more than *severe exertion* or *attempt*. Since the word implies questionable endeavor and, at the same time, has been done to

death, why use so weak a term? What's wrong with *war job*, *war drive*, *fighting the war* or just plain *war*?

Sabotage has also been over-used and applied to any and everything that might hamper the war. If a man doesn't show up for work, it's *sabotage*. If you don't vote, it's *sabotage*. If you go Sunday driving, it's *sabotage*. Words quickly lose their original meaning when used so indiscriminately.

There are no *defense plants*. They are *war plants*.

War is not a *game*. It's not fun to shoot down "Jap" planes.

Don't *exterminate the enemy*. Don't boast that we'll kill all the Japanese and Germans on the face of the globe. Extermination is Hitler's policy—not ours.

Avoid the word *conquer* in referring to successful military expeditions that have recovered territory from the Axis. The policy of the United Nations is not one of conquest. Our aim is to liberate, to restore countries to their rightful owners.

Don't use the expression *gasoline rationing*. The proper term is *mileage rationing*. There is no gasoline shortage except along the Atlantic seaboard. We are rationing miles so as to save rubber.

A Few Other Suggestions

Audience reaction toward some programs on the air today makes it advisable to point out a few other faults that can be quickly remedied:

Whenever working messages into dialogue and dramatizations, try to keep a logical, natural atmosphere. Don't have a poorly educated character launch into a brilliant exposition of ways to avoid inflation. Avoid soapbox oratory, long and tiresome harangues, stilted recitations of facts. The way to work messages into dialogue is with in-character conversations, plot structure, plausible situations.

When you build up an argument *against* some particular war measure so as to knock it down with reasons and logic *for*, be sure that you knock it down *convincingly and completely*. To leave any lingering doubts in a listener's mind is, obviously, harmful.

"Scare" broadcasts can be dangerous. The idea of having a guttural voice break into an apparently routine broadcast with "Stop!" in the name of the Third Reich!" and pretend to take over the station,

followed by a plug for War Bonds on the ground "this really isn't happening, but it might" is needlessly sensational. It gives listeners a sense of being duped, followed by resentment. In some cases, it has resulted in near-panic. Making America jittery is a poor way of selling the war.

No Room for Rumor

Here are some suggestions about rumor—a tricky subject that must obviously be handled with care.

The first rule for radio, when dealing with rumors, is *don't quote an actual rumor on the air*.

Actual tests show that this usually results in even wider circulation than would be the case if radio hadn't entered the picture at all. Don't quote them for purposes of refutation or ridicule or adding a gag twist.

Even if only one or two people miss the point, there's still the chance they may send the whisper running through ever-widening circles. Besides, don't forget that some crepe-hangers are never happier than when they have a juicy rumor to play with.

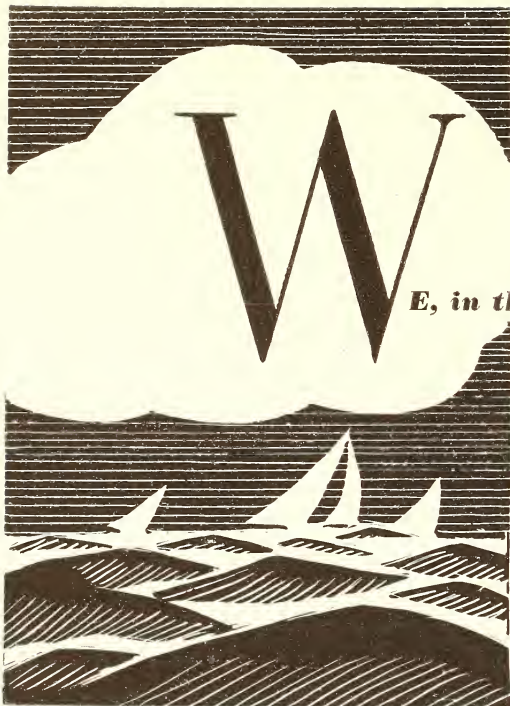
A denial rarely catches up with or effaces the original impression created by a rumor. Leave the spiking of them to government officials.

Avoid dramatizing rumors and rumor-mongering in specific terms and incidents. This only encourages people to go witch hunting or snooping on the man next door. Even fictitious examples of rumor are likely to back-fire.

This, however, should not be construed to mean that radio can't do anything useful in this battle against malicious gossiping. The most effective antidote is *information*—straight-forward, authentic, complete information. Tell your listeners the facts, but make no *reference to existence of the rumor* that required dissemination of such facts. In this way, you fight it directly without running the risk of spreading its harm.

The Bugaboo of Propaganda

Don't talk too much in your programs about the menace of Axis propaganda. There has been considerable indifference to it thus far, but we always face the danger of exaggerating its importance. Which,



We, in the Printing profession, one of the oldest forms of public information and recreation, are proud to be so closely associated with the Radio profession, one of the newest and most active forms of public information and recreation.

We have a long established tradition to uphold, while Radio still in its infancy, is constantly establishing new and amazing traditions that will endure for a great many years to come.

This Radio Annual will remain as the printed record of the many traditions created during the year nineteen forty-two.

The Barnes Printing Co., Inc.

229 West 28th Street New York

of course, is just what the Axis wants us to do. They've worked hard to build up an illusion of invincibility. Let's not play their game.

Don't spotlight specific cases where the Axis propoganda machine has been at work, even for purposes of ridicule—except when released by an official government agency.

It's worth remembering that comparatively few persons listen to shortwave broadcasts. These, of course, are the principle channel by which the Axis tries to pour poison into the United States. To spotlight any specific item of propoganda which has not been officially released by the U. S. Government may stimulate listeners' curiosity to the point of eavesdropping directly on Berlin, Rome, or Tokyo.

One Final Word

Clearance does *not* mean censorship.

The clearance of scripts is performed in the interest of accuracy, consistent war information policy, and to avoid common errors that often cause listener confusion.

In the case of private or commercial programs, not presented in cooperation with government agencies and not for overseas consumption, clearance is optional. (Scripts for overseas must be cleared by the Office of Censorship.) However, when using material that relates to governmental or military problems, realize the advisability of clearing the final script for accuracy of message, technical authenticity of the scene, and the safeguarding of vital information.

ALL programs sponsored by Government agencies—fully or in part—must be cleared with the Script Editor, Domestic Radio Bureau, Office of War Information, or any of its regional branches.

Clearance IS NOT—

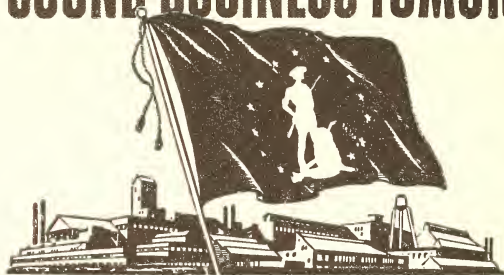
- . . . censorship.
- . . . a means of holding up your script. A script can be cleared, in many cases, within a half hour. But give the clearance editor more time. He may have more scripts on his desk than just yours.

Clearance IS—

- . . . a way to make your scripts better.
- . . . a guarantee of accuracy and uniformity of information.

The Domestic Radio Bureau of the Office of War Information at Washington, or any of its regional offices throughout the country, will be glad to give you advice on all clearance matters.

FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



Get This Flag Flying Now!

This War Savings Flag which flies today over companies, large and small, all across the land means *business*. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are making a definite contribution to Victory . . . by helping to buy guns, tanks, and planes that America and her allies *must* have to win. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month can buy when the war ends!

For Victory today . . . and prosperity *tomorrow*, keep the War Bond Pay-Roll Savings Plan rolling in *your* firm. Get that flag flying now! For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



SAVE WITH

War Savings Bonds

This Space Is a Contribution to America's All-Out War Program by

RADIO DAILY



COMMERCIAL NETWORK PROGRAMS



Sponsor



Product



Program



Network



Advertising Agency



A COMPLETE LISTING OF MAJOR NETWORK — COMMERCIAL PROGRAMS OF 1942 —

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1943. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of the Blue Network, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast; Int., International.

A

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints & Lin-x	Breakfast Club	Blue	Henri Hurst & McDonald
Adam Hat Stores Hats	Boxing Bouts	Blue and Blue-Int.	Glicksman Advertising Co.
Affiliated Products, Inc. Edna Wallace Hopper Cosmetics	John's Other Wife	Blue	Blackett-Sample-Hummert
Albers Milling Co. Cereals, Flour	Whodunit	NBC-PC	Lord & Thomas
American Bird Products, Inc. Bird Food	American Radio Warblers	MBS	Weston-Barnett
American Chiclet Co. Chiclets, Denthyne, Beeman's Gum	By The Way, with Bill Henry	CBS-PC and NBC-PC	Badger, Browning & Hersey
American Cigar & Cigarette Co. Pall Mall Cigarettes	Bill Henry, News Analyst	CBS-PC	Badger, Browning & Hersey
American Oil Co. Gas and Oil	Gracie Fields	Blue and Blue-Int.	Ruthrauff & Ryan
	The Human Side of the News	CBS	Joseph Katz Co.

ADVERTISER and PRODUCT

American Tobacco Co.
Lucky Strike Cigarettes

Anacin Co.
Anacin

Armour & Co.
Treat, Luxor Toiletries

Armstrong Cork Co.
Armstrong Quaker Rugs

Austin Studios
Photographs

PROGRAM

Your Hit Parade
Kay Kyser's College of Musical
Knowledge
Information Please

Our Gal, Sunday
America The Free
Easy Aces
Just Plain Bill
Front Page Farrell
Treat-Time

Armstrong Theatre of Today

Hero of the Week

NETWORK

CBS and CBS-Int. Lord & Thomas
NBC and NBC-Int. Lord & Thomas
NBC, Blue—PC and Lord & Thomas
NBC-Int.

CBS Blackett-Sample-Hummert
NBC and NBC-Int. Blackett-Sample-Hummert
CBS and Blue Blackett-Sample-Hummert
Blue and NBC Blackett-Sample-Hummert
MBS Blackett-Sample-Hummert
CBS Lord & Thomas

CBS Batten Barton, Dursline & Osborn

Blue—PC Glasser, Gailey & Co.

ADVERTISING AGENCY

Lord & Thomas
Lord & Thomas

Blackett-Sample-Hummert
Blackett-Sample-Hummert
Blackett-Sample-Hummert
Blackett-Sample-Hummert
Blackett-Sample-Hummert
Lord & Thomas

Batten Barton, Dursline & Osborn

Glasser, Gailey & Co.

B

B. T. Babbitt, Inc.
BAB-O Cleaner, Lycona

P. Ballantine's & Son
Beer & Ale

Barbasol Co.
Shaving Accessories

Bathasweet Corp.

Bayer Co.
Aspirin

Bayuk Cigars, Inc.
Phillies

David Harum

Three Ring Time

Gabriel Heatter, News

John B. Kennedy

Bob Garred

Second Husband
American Album of Familiar Music
Young Widder Brown
Stella Dallas
Lorenzo Jones
American Melody Hour

Inside of Sports

Sizing Up The News

CBS and NBC

Blue and Blue-Int. J. Walter Thompson Co.

MBS

CBS Erwin, Wasey & Co.

CBS Erwin, Wasey & Co.

CBS—PC

CBS and Blue

NBC

NBC

NBC

CBS and Blue

MBS

MBS

Maxon, Inc., Duane Jones Co.

J. Walter Thompson Co.

Erwin, Wasey & Co.

Erwin, Wasey & Co.

H. M. Kiese Wetter Advertising Agency

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Ivey & Ellington

Ivey & Ellington

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Bekins Van & Storage Co. Moving and Storage®	Bill Henry, News Harry W. Flannery, News	CBS—PC CBS	Brooks Advertising Agency Brooks Advertising Agency
The Bell Telephone System Telephone Service	The Telephone Hour	NBC	N. W. Ayer & Son
Benson & Hedges Cigarettes	Paul Schubert, The War News Analyst	MBS	Duane Jones Co.
The Best Foods, Inc. Nucoa, Hellman's and Best Foods Mayonnaise	We The Abbotts	NBC	Benton & Bowles
Bisodol Co. Bisodol	Mr. Keen, Tracer of Lost Persons The Romance of Helen Trent	CBS and Blue CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert
Bowey's Inc. Dari-Rich Products	Stars Over Hollywood	CBS	Sorenson & Co.
A. S. Boyle Co. Old English Wax	Breakfast At Sardi's	Blue—PC	J. Walter Thompson Co.
Breakfast Club Coffee, Inc. Coffee	Rita Murray	CBS—PC	Lockwood-Shackleford Advertising Agency
Bristol-Myers Co. Vitalis	Mr. District Attorney	NBC	Pedlar & Ryan
Bristol-Myers Co. Ipana, Sal Hepatica	Time to Smile Those We Love	NBC NBC	Young & Rubicam Young & Rubicam
Bristol-Myers Co. Minit-Rub	Minit-Rub News	NBC—PC	Young & Rubicam
Bristol-Myers Co. Minit-Rub, Mum	Duffy's In Person, Dinah Shore	Blue Blue	Young & Rubicam Pedlar & Ryan
Brown & Williamson Tobacco Corp. Avalon Cigarettes	Harry W. Flannery, News Bob Garred Reporting	CBS—PC CBS—PC	Russel M. Seeds Co. Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Bugler Cigarettes	Plantation Party	NBC	Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Raleigh Cigarettes and Tobacco	Tommy Dorsey Red Skelton and Company Uncle Walter's Dog House	NBC NBC NBC	Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Wings Cigarettes	Wings of Destiny Captain Flagg and Sergeant Quirt People Are Funny	NBC NBC NBC	Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
California Fruit Growers Exchange Citrus Fruits	Sunkist Presents Hedda Hopper's Hollywood	CBS	Lord & Thomas
California Packing Co. Del Monte Products	Today At the Duncans William Winter, News	CBS CBS—PC	Lord & Thomas McCann-Erickson
California Prune & Apricot Growers Assn. Fruit Products	Dick Joy and the News	CBS—PC	Long Advertising Service
Campana Sales Co. Toiletries	First Nighter Dick Powell Campana Serenade	MBS—CBS NBC NBC	Aubrey, Moore & Wallace Aubrey, Moore & Wallace Aubrey, Moore & Wallace
Campbell Soup Co. Soup, Beans, Tomato Juice, Spaghetti, Macaroni	Radio Reader's Digest Amos n' Andy Fletcher Wiley The Man I Married Arkansas Traveler Starring Bob Burns Lanny Ross	CBS CBS CBS CBS CBS CBS CBS	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ruthrauff & Ryan
Canada Dry Ginger Ale, Inc. Beverages	Michael Piper	CBS Blue	Ruthrauff & Ryan, Inc. J. M. Mathes, Inc.
Carnation Co. Milk	Contented Program Portraits In Music	NBC NBC	Erwin, Wasey & Co. Erwin, Wasey & Co.
Carter Products, Inc. Little Liver Pills	Inner Sanctum Mystery Good Old Days	Blue and Blue-Int. Blue Blue	Street & Finney, Stack-Goble Advertising Agency and Tod Bates, Inc. Street & Finney Small & Seiffer
Carter Products, Inc. Arrid	Jimmie Fidler From Hollywood	Blue	
George W. Caswell Co. Coffee and Food Products	Caswell's Concert Petite	NBC—PC	Long Advertising Service and Botisford, Constantine & Gardner
Celanese Corporation of America Celanese Products	Great Moments In Music	CBS and CBS-Int.	Young & Rubicam
Chamberlain Laboratories Hand Lotion	Dave Lane, Songs Phil Hanna	CBS—PC CBS—PC	Cary-Ainsworth, Inc. Cary-Ainsworth, Inc.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chlorine Solutions, Inc. Hy-Pro	Breakfast At Sardi's	Blue—PC	Barton A. Stebbins Advertising Agency
Chesebrough Manufacturing Co. Vaseline Preparations	Dr. Christian	CBS	McCann-Erickson
Chrysler Sales Corp. Institutional	Major Bowes Original Amateur Hour	CBS and CBS-Int.	Ruthrauff & Ryan, Inc.
Cities Service Co. Gas and Oil	Cities Service Concert	NBC	Lord & Thomas
D. L. Clark Co. Candy Bars	Service With a Smile	Blue	Albert P. Hill Co.
Coca Cola Co. Beverage	Pause That Refreshes on the Air Spotlight Band Program	CBS and CBS-Int. Blue and MBS	D'Arcy Advertising Co. D'Arcy Advertising Co.
Colgate-Palmolive-Peet Co. Dental Products	Stepmother Guy Lombardo and His Orchestra Can You Top This	CBS CBS NBC	Sherman & Marquette Ted Bates, Inc. Ted Bates, Inc.
Colgate-Palmolive-Peet Co. Shaving Cream	Al Jolson	CBS and CBS-Int.	Sherman & Marquette
Colgate-Palmolive-Peet Co. Shaving Cream	Sports Newsreel of the Air	NBC and NBC-Int.	Sherman & Marquette
Colgate-Palmolive-Peet Co. Palmolive Soap	Hobby Lobby	CBS	Ted Bates, Inc.
Colgate-Palmolive-Peet Co. Super Suds Products	Bachelor's Children	NBC	Ward Wheelock Co.
Colgate-Palmolive-Peet Co. Octagon Products, Crystal White	Myrt and Marge Bess Johnson	CBS NBC	Sherman & Marquette Sherman & Marquette
Colonial Dames, Inc. Cosmetics	Woman of Courage	CBS	Ted Bates, Inc.
Conti Products, Inc. Cosmetics	Find the Woman	CBS—PC	Glasser, Gailey & Co.
Continental Baking Co. Bakery Products	Treasure Hour of Song Walter Compton, News	MBS MBS	Birmingham, Castleman & Pierce Birmingham, Castleman & Pierce
Continental Radio & Television Corp. Radios	Maudie's Diary Bachelor's Children World News Today	CBS CBS CBS	Ted Bates, Inc. Ted Bates, Inc. Cruttenden & Eaar

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Corn Products Refining Co. Corn Products	Stage Door Canteen	CBS and CBS-Int.	C. L. Miller Co.
Cream of Wheat Corp. Cereal	Breakfast Club	Blue	Batten, Barton, Durstine & Osborn
Cudahy Packing Co. Old Dutch Cleanser	Help Mate	NBC	Grant Advertising, Inc.
Cumner Products Co. Energene	Manhattan At Midnight	Blue	Young & Rubicam
Cumner Products Co. Molle Shaving Cream	Battle of the Sexes	NBC	Young & Rubicam
Curtis Candy Co. Candy Bars	News With Jackson Wheeler News With Warren Sweeney	CBS CBS	C. L. Miller Co. C. L. Miller Co.

D

Delaware, Lackawanna & Western Coal Co. Blue Coal	The Shadow	MBS	Ruthrauff & Ryan
Detroit Bible Class Religious	Detroit Bible Class	MBS	Aircasters, Inc.
Doubleday-Doran Co. Books	Breakfast At Sardi's	Blue	
E. I. Du Pont de Nemours & Co. Institutional	Cavalcade of America	NBC	Batten, Barton, Durstine & Osborn

E

Eagle Oil & Refining Co., Inc. Gasoline	The World Today	CBS—PC	General Advertising Agency
Elgin National Watch Co.	Elgin Thanksgiving Canteen Elgin Christmas Canteen	CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co.
Emerson Drug Co. Bromo-Seltzer	Ellery Queen Vox Pop	NBC and NBC-Int. CBS	Ruthrauff & Ryan Ruthrauff & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
J. C. Eno, Ltd. Dentifrice	Hollywood Whispers	CBS—PC	Atherton & Carrier
Eversharp, Inc. Pen and Pencils	Take It Or Leave It	CBS and CBS-Int.	The Biow Company
Ex-Lax, Inc. Laxative	The Street Singer	Blue	Joseph Katz Co.
Firestone Tire & Rubber Co. Tires and Tubes	The Voice of Firestone	NBC	Sweeney & James Co.
Fisher Flouring Mills, Inc. Flours and Cereals	Breakfast At Sardi's	Blue—PC	Pacific National Advertising Agency
F. W. Fitch Co. Shampoo	Fitch Bandwagon	NBC and NBC-Int.	L. W. Ramsey Co.
J. A. Folger & Co. Coffee	America's Home Front	CBS—PC	Raymond R. Morgan Co.
Ford Motor Co. Motor Cars	Sunday Evening Hour Watch the World Go By	CBS Blue	McCann-Erickson Maxon, Inc.
Gallenkamp Stores Co. Shoes	William Winter, News Dick Joy and the News Maid of America	CBS—PC CBS—PC MBS	Long Advertising Service Long Advertising Service Ruthrauff & Ryan
Garrett Wine Co. Wines	Raymond Gram Swing William Winter, News Raymond Clapper	MBS CBS—PC MBS	J. Walter Thompson Co. Federal Advertising Agency J. Walter Thompson Co.
General Cigar Co. White Owl Cigars, Van Dyck Cigars	Hour of Charm	NBC	Batten, Barton, Dursfaine & Osborn and Foster & Davies
General Electric Co. Lamps, Institutional	G. E. News Program with Frazier Hunt	CBS	Maxon, Inc.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Grape Nuts Products	Kate Smith Hour William L. Shirer Jack Benny We Love And Learn Those We Love	CBS and CBS-Int. CBS NBC and NBC-Int. CBS CBS	Young & Rubicam Young & Rubicam Young & Rubicam Young & Rubicam Young & Rubicam
General Foods Corp. Jello Products	The Jello Program, starring Jack Benny The Second Mrs. Burton Duffy's Tavern Kate Smith Hour	NBC, Blue-PC and NBC-Int. CBS-PC CBS CBS	Young & Rubicam Young & Rubicam Young & Rubicam Young & Rubicam
General Foods Corp. Maxwell House Coffee	Maxwell House Coffee Time Kate Hopkins	NBC and NBC-Int. CBS	Benton & Bowles Benton & Bowles
General Foods Corp. Diamond Crystal Salt, Calumet, Swansdown	Kate Smith Speaks	CBS	Benton & Bowles and Young & Rubicam
General Foods Corp. La France, Satina, Minute Tapioca, Postum	Joyce Jordan, Girl Interne	CBS	Young & Rubicam
General Foods Corp. Swansdown, Calumet, La France, Satina, Baker's Chocolate, Diamond Crystal Salt	When a Girl Marries	NBC	Benton & Bowles
General Foods Corp. Sanka	We, the People William L. Shirer Duffy's Tavern The Second Mrs. Burton	CBS CBS CBS CBS-PC NBC-PC	Young & Rubicam Young & Rubicam Young & Rubicam Young & Rubicam
General Foods Corp. Postum, Walter Baker's Chocolate and Cocoa	Night Editor	NBC-PC	Benton & Bowles
General Foods Corp. Postum	Aldrich Family	NBC and NBC-Int.	Young & Rubicam
General Foods Corp. Pnt Toasties and Bran Flakes	Young Dr. Malone Post Toasties Time The Second Mrs. Burton Don Winslow of the Navy Portia Face Life	CBS and NBC NBC and NBC-Int. CBS-PC Blue NBC	Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles
General Mills, Inc. Cheerios	Light of the World Hop Harrigan Harvey And Dell Hymns of All Churches	NBC Blue-PC CBS CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills, Inc. Food Products	General Mills Family Party	NBC	Blackett-Sample-Hummert
General Mills, Inc. Corn Kix, Cheerioats	Arnold Grimm's Daughter The Lone Ranger Lightning Jim	NBC Blue and MBS Blue—PC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Flour	Betty Crocker Sam Hayes Sam Hayes Hymns of All Churches Light of the World Lonely Women Sam Hayes Valiant Lady	CBS and NBC NBC CBS—PC CBS and NBC NBC CBS—PC CBS and NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert Westco Advertising Agency Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Westco Advertising Agency Blackett-Sample-Hummert and Knox Reeves Advertising
General Mills, Inc. Institutional	Harvey And Dell Thus We Live	CBS CBS	Blackett-Sample-Hummert Batten, Barton, Durstine & Osborn
General Mills, Inc. Wheaties	Jack Armstrong The Lone Ranger The Mystery Man Stories America Loves Guiding Light Kitty Foyle	MBS and Blue MBS NBC CBS NBC CBS	Knox Reeves Advertising Blackett-Sample-Hummert Knox Reeves Advertising Knox Reeves Advertising Knox Reeves Advertising Knox Reeves Advertising
General Motors Corp. Institutional	Cheers From the Camps	CBS and CBS-Int.	Campbell-Ewald Co.
General Petroleum Corp. Gas & Oil	I Was There	CBS—PC	Smith & Drum
Gillette Safety Razor Co. Shaving Accessories	Orange Bowl Football Game East-West Football Game Professional Football Playoff Army All-Star Football Series World Series Boxing Bout Cotton Bowl Football Game Sugar Bowl Football Game Kentucky Derby	CBS MBS MBS MBS MBS MBS Blue CBS	Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc.
Golden State Co., Ltd. Dairy Products	Dave Lane, Songs William Winter, News	CBS—PC CBS—PC	Ruthrauff & Ryan Ruthrauff & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Gospel Broadcasting Association Religious	Old Fashioned Revival	MBS	R. H. Alber & Co.
Gilmore Oil Co. Petroleum Products	Furlough Review	NBC—PC	Ruthrauff & Ryan
Gotham Silk Hosiery Co. Hosiery	Strictly Personal, Pageen Fitzgerald	MBS	Grady & Wagner
Grove Laboratories, Inc. Bromo Quinine	Adventures of Sherlock Holmes Reveille Roundup	NBC NBC	Russel M. Seeds Co. Russel M. Seeds Co.
Gulf Oil Co. Gas & Oil	Screen Guild Theatre We, The People	CBS CBS and CBS-Int.	Young & Rubicam Young & Rubicam
Hall Brothers, Inc. Greeting Cards	Tony Wons Radio Scrapbook Meet Your Navy	NBC Blue	Henri, Hurst & McDonald Henri, Hurst & McDonald
Healthaids, Inc. Serutan	Pearson and Allen	Blue	Raymond Spector & Co.
Hecker Products Corp. Flour	This Is Life	MBS	Leo Burnett Co.
Hecker Products Corp. Cereals	Moylan Sisters	Blue	The Clements Co.
Hecker Products Corp. Shinola, 2-In-1, Bixby's Jet Oil	Lincoln Highway	NBC	Benton & Bowles
Howard Clothes, Inc. Men's Clothes	The Adventures of Bulldog Drummond	MBS	Redfield-Johnstone, Inc.
Richard Hudnut Cosmetics	Hollywood Showcase	CBS—PC	Benton & Bowles, Kenyon & Eckhardt
Igglehart Bros. International Cellucotton Products Co. Kleenex	Johnson Family Ginny Simms, Songs	MBS CBS	Young & Rubicam Lord & Thomas

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
International Salt Co. Salt	Wife Saver	NBC	J. M. Mathes, Inc
International Silver Co. Silvenware	Silver Theatre Edward R. Murrow Broadcasting From London	CBS CBS	Young & Rubicam Young & Rubicam
Ironized Yeast Co. Ironized Yeast	Good Will Hour Are You a Missing Heir A Helping Hand Lights Out	Blue CBS CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan

J

Andrew Jergens Co. Soaps & Cosmetics	Jergens Journal with Walter Winchell	Blue	Lennen & Mitchell
Johns-Manville Corp. Insulation	The Parker Family Adventures of the Thin Man	Blue NBC	Lennen & Mitchell Lennen & Mitchell
Johnson & Johnson Band-aid	Elmer Davis Cecil Brown, News	CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co.
S. C. Johnson & Son Floor Wax	Voice of Broadway Edwin C. Hill	CBS CBS	Young & Rubicam Young & Rubicam
	Fibber McGee & Molly Meredith Willson's Orchestra and John Nesbitt	NBC and NBC-Int. NBC and NBC-Int.	Needham, Louis & Brorby Needham, Louis & Brorby

K

Kerr Glass Mfg. Co. Jars, Caps and Lids	Breakfast At Sardi's	Blue—PC	Raymond R. Morgan Co.
Knowlton Danderine Co. Danderine	Lorenzo Jones	NBC	Blackett-Sample-Hummert
Kolynos Co. Dentifrice	Romance of Helen Trent Mr. Keen, Tracer of Lost Persons Front Page Farrell	CBS Blue and CBS NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kraft Cheese Co. Cheese and Salad Dressing, Margarine	The Kraft Music Hall The Great Gildersleeve	NBC and NBC-Int. NBC	J. Walter Thompson Co. Needham, Louis & Brorby
Lady Esther, Ltd. Cosmetics	Freddy Martin and his Orchestra Screen Guild Players Lady Esther Presents Orson Welles	CBS CBS CBS	Pedlar & Ryan Pedlar & Ryan Pedlar & Ryan
Lance, Inc. Peanut Products and Confections	Sunday Toastsee Time	Blue	Morse International, Inc.
Land o' Lakes Creameries, Inc. Dairy Products	Boake Carter, News	MBS	Campbell-Mithun, Inc.
Langendorf United Bakeries Bakery Products	Red Ryder	Blue—PC	Ruthrauff & Ryan
Lever Brothers Co. Spry	Aunt Jenny's Real Life Stories	CBS	Ruthrauff & Ryan
Lever Brothers Co. Rinso	Big Sister Big Town Grand Central Station Mayor of the Town Edna May Oliver The Remarkable Miss Tuttle The Remarkable Miss Crandall	CBS CBS NBC CBS CBS NBC NBC NBC	Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan Young & Rubicam
Lever Brothers Co. Lifebuoy	Meet Mr. Meek Bob Burns, The Arkansas Traveler	CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan
Lever Brothers Co. Lux Toilet Soap	Lux Radio Theatre	CBS and CBS-Int.	J. Walter Thompson Co.
Lever Brothers Co. Swan, Silver Dust	Burns and Allen With Paul Whiteman Bright Horizon Tommy Riggs And Betty Lou	CBS and NBC CBS CBS, CBS-Int. and NBC	Young & Rubicam Young & Rubicam and Batten, Barton, Durstine & Osborn Young & Rubicam

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lewis-Howe Co. Tums	The Tums Show Starring Frank Fay Horace Heidt's Treasure Chest	NBC NBC and NBC-Int.	Stack-Goble Advertising Agency Stack-Goble Advertising Agency Roche, Williams & Cunningham Roche, Williams & Cunningham
Libby-Owens-Ford Glass Co. Flat Glass Products	Crumit And Sanderson	CBS	Fuller & Smith & Ross
Liggett & Myers Tobacco Co. Chesterfield Cigarettes	War Reporter Glenn Miller and His Orchestra Chesterfield Presents Fred Waring In Pleasure Time Harry James And His Music Makers	NBC CBS NBC CBS	 Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co.
Thomas J. Lipton, Inc. Tea, Soup Mix	Helen Hayes Theater Bright Horizon	CBS CBS—PC	Young & Rubicam Young & Rubicam
Local Cooperative Program Various	Fulton Lewis, Jr.	MBS	Various and Direct
Local Cooperative Program Various	Adventures of Bulldog Drummond	MBS	Direct
Local Cooperative Program Various	B. S. Bercovici	MBS	Direct
Local Cooperative Program Various	Boake Carter	MBS	Direct
Local Cooperative Program Various	Cedric Foster	MBS	Direct
Local Cooperative Program Various	Bill Hay Reads the Bible	MBS	Direct
Local Cooperative Program Various	The Lone Ranger	MBS	Direct
Local Cooperative Program Various	The Shadow	MBS	Direct
Local Cooperative Program Various	Johnson Family	MBS	Direct

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Local Cooperative Program Various	For Your Information	MBS	Direct
Local Cooperative Program Various	Here's Morgan	MBS	Direct
Local Cooperative Program Various	Letters To My Son	MBS	Direct
Local Cooperative Program Various	Philip Keyne Gordon, News Commentary	MBS	Direct
Local Cooperative Program Various	Shaffer Parker And His Circus	MBS	Direct
Local Cooperative Program Various	President's News Conference	MBS	Direct
Local Cooperative Program Various	Superman	MBS	Direct
Local Cooperative Program Various	Your Date With Don Norman	MBS	Direct
Lockheed Aircraft Corp. Institutional	Ceiling Unlimited	CBS	Lord & Thomas
P. Lorillard Co. Old Gold Cigarettes	The New Old Gold Show Nelson Eddy	CBS and Blue CBS	J. Walter Thompson Co. J. Walter Thompson Co.
P. Lorillard Co. Sensation Cigarettes, Beechnut Cigarettes	Don't Be Personal Beech-Nut King Size Weekly	NBC—PC NBC—PC	Lennen & Mitchell Lennen & Mitchell
Los Angeles Soap Co. Soap	Bob Anderson, News Knox Manning, News	CBS—PC CBS—PC	Raymond R. Morgan Co. Raymond R. Morgan Co.
Luden's, Inc. Cough Drops	Dave Lane, Songs	CBS—PC	J. M. Mathes, Inc.
Lumbermen's Mutual Casualty Co.	Kaltenborn Edits the News Upton Close	NBC MBS	Leo Burnett Co. Leo Burnett Co.
Lutheran Laymen's League Religious	Lutheran Hour	MBS	Kelly, Zahndt & Kelly
Luxor, Ltd. Cosmetics	Wayne King and His Orchestra	CBS	Lord & Thomas

M

CLUB

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
MacFadden Publications, Inc. True Story Magazine	Bob Garred Reporting Paul Sullivan Reviews the News The Human Side of the News	CBS—PC CBS CBS	Erwin, Wasey & Co. Erwin, Wasey & Co. Erwin, Wasey & Co.
Magazine Repeating Razor Co. Razors and Blades	Duffy's Tavern	CBS	J. M. Mathes, Inc.
Mail Pouch Tobacco Co. Cigars and Tobacco	Counter Spy	Blue	Walker & Downing
Manhattan Soap Co. Sweetheart Soap	Bob Garred Reporting Dick Joy, News	CBS—PC CBS—PC	Russel M. Seeds Co. and Franklin Bruck Advertising Corp.
Marrow's, Inc.	George Fisher, Hollywood Reporter	MBS	Hays MacFarland & Co.
Mars, Inc. Candy Bars	Dr. I. Q.	NBC	Grant Advertising Inc.
McKesson & Robbins, Inc. Calox Toothpowder	Dick Joy and the News	CBS—PC	J. D. Tarcher & Co.
Mennen Co. Toilet Articles	Bob Garred Reporting Dick Joy, News Captain Flagg and Sergeant Quirt	CBS—PC CBS—PC Blue	Russel M. Seeds Co. Russel M. Seeds Co. Russel M. Seeds Co.
Mentholum Co. Salve	William Winter, News	CBS—PC	J. Walter Thompson Co.
Miles Laboratories, Inc. Alka-Seltzer and Vitamins	Quiz Kids National Barn Dance Lum and Abner Alka-Seltzer News of the World	Blue NBC and NBC-Int. Blue and NBC—PC NBC	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
Minneapolis-Honeywell Regulator Co. Air Conditioning	Alias John Freedom	Blue	Addison Lewis & Associates
Mode O'Day Corporation Mode O'Day Dresses	Knox Manning, News Dick Joy, News	CBS—PC CBS—PC	Glasser, Gailey & Co. Glasser, Gailey & Co.
Modern Food Process Co. Dog Food, Philadelphia Scrapple	Olivio Santoro The Moylan Sisters	Blue and NBC Blue	Clements Co. Clements Co.

ADVERTISER and PRODUCT

The Malle Co.
Shaving Cream
Benjamin Moore & Co.
Paints
John Morrell & Co.
Dog Food
Philip Morris & Co.
Cigarettes
Philip Morris & Co.
Cigarettes
C. F. Mueller Co.
Macaroni Products

PROGRAM

Battle of the Sexes
Betty Moore Hints On Interior Decorating
Bob Becker's Chats About Dogs
Johnnie Presents
Johnnie Presents Ginny Sims
Philip Morris Playhouse
The Crime Doctor
Mark Hawley and the News
Morning Market Basket

NETWORK

NBC
NBC
NBC
NBC
NBC and NBC-Int.
NBC and NBC-Int.
CBS
CBS
CBS
Blue

ADVERTISING AGENCY

Young & Rubicam
Direct
Henri, Hurst & McDonald
The Biow Co.
The Biow Co.
The Biow Co.
The Biow Co.
Maxon, Inc. and Duane Jones Co.
Duane Jones Co.

Neighbors of Woodcraft
Life Insurance
Oranges
Nesbitt Fruit Products, Inc.
Nestle's Milk Products, Inc.
Alpine Coffee
Northwest Yeast Co.
Yeast
Northern Pump Co.
Institutional

Grandpappy and His Pals
Bob Garred Reporting
Breakfast At Sardi's
Songs of a Dreamer
Upton Close
Great Lakes Training School
Graduation

Blue—PC
CBS—PC
Blue—PC
Blue
NBC
CBS

MacWilkins & Cole
Walter K. Neill, Inc.
Leon Livingston Advertising Agency
MacFarland, Aveyard & Co.
Batten, Barton, Dursfline & Osborn
Batten, Barton, Dursfline & Osborn

Ohio Oil Co.
Gas and Oil
Ontario Travel Bureau
Travel

Views On the News
The Ontario Show

NBC
Blue

Stockton-West-Burkhardt, Inc.
Walsh Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Pacific Coast Borax Co. Borax Products	Death Valley Days	CBS	McCann-Erickson
Packard Bell Co. Radios, Phonocords	News Makers	NBC—PC	Barton A. Stebbins
Pacquin, Inc. Cosmetics	Speaking of Glamour	Blue—PC	William Esty & Co.
Pan-American Coffee Bureau Coffee	Comments by Mrs. Roosevelt	Blue	Buchanan & Co.
Par Soap Co. Soap	It Happened In the Service Galen Drake	NBC—PC CBS	Long Advertising Service Tomaschke-Elliott
Parker Pen Co. Quink	Eric Sevareid	CBS	J. Walter Thompson Co.
People's Church, Inc.	Cadle Tabernacle	MBS	Ivey & Ellington
Peperell Mfg. Co. Textiles	Eleanor Early, Commentator	MBS	H. B. Humphrey Co.
Pepsi-Cola Co. Beverage	War Savings Bond Jingle Contest	Blue	Newell-Emmett Co.
The Pepsodent Co. Antiseptic & Dentifrice	The Pepsodent Show Starring Bob Hope A Date With Judy	NBC and NBC-Int. NBC and NBC-Int.	Lord & Thomas Lord & Thomas
Peter Paul, Inc. Candy Bars and Gum	Bob Garred Reporting Truman Bradley, News Bob Anderson, News	CBS—PC CBS—PC CBS—PC	Brisacher, Davis & Staff Brisacher, Davis & Staff Brisacher, Davis & Staff
Pet Milk Sales Corp. Pet Milk	Mary Lee Taylor, Home Economist Saturday Night Serenade	CBS CBS	Gardner Advertising Co. Gardner Advertising Co.
Pharmco, Inc.	Double or Nothing	MBS	William Esty & Co.
Philco Corp. Institutional	Our Secret Weapon	CBS	Sayre M. Ramsdell Associates

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Charles H. Phillips Chemical Co. Milk of Magnesia, Creams, Haley's M-O	Lorenzo Jones Stella Dallas Waltz Time Young Widder Brown Backstage Wife	NBC NBC NBC NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Charles H. Phillips Chemical Co. Dentifrice	Amanda of Honeymoon Hill	CBS and Blue	Blackett-Sample-Hummert
Photo-Developing, Inc. Film Developing	Breakfast At Sardi's	Blue-PC	Mayers Co.
Pillsbury Flour Mills Co. Flour	Clara, Lu 'n' Em The Musical Millwheel	CBS Blue	McCann-Erickson McCann-Erickson
Planters Nut & Chocolate Co. Peanut Products	What's On Your Mind William Winter, News Bob Garrod Reporting Truman Bradley	CBS-PC CBS-PC CBS-PC CBS-PC	Raymond R. Morgan Co. Raymond R. Morgan Co. Raymond R. Morgan Co. Raymond Morgan Co.
Plough, Inc. St. Joseph's Aspirin, Penetro Products	Don't You Believe It	CBS-PC	Lake-Spiro-Shurman, Inc.
Procter & Gamble Co. Camay	Pepper Young's Family	CBS and NBC	Pedlar & Ryan
Procter & Gamble Co. Chipso	The Road of Life Pepper Young's Family	CBS and NBC CBS	Pedlar & Ryan Pedlar & Ryan
Procter & Gamble Co. Crisco	Vic and Sade	CBS and NBC	Compton Advertising
Procter & Gamble Co. Dreft	Lone Journey The Goldbergs Shirley Temple in Junior Miss	CBS and NBC CBS CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Procter & Gamble Co. Drene	Knickerbocker Playhouse Abie's Irish Rose	NBC NBC	H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Duz	Vic and Sade The Goldbergs The Bartons The Road of Life	CBS CBS NBC NBC	Compton Advertising Compton Advertising Compton Advertising Compton Advertising

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Ivory Products	Life Can Be Beautiful Story of Mary Marlin Against the Storm The O'Neills Truth and Consequences Ransom Sherman Shirley Temple In Junior Miss	CBS CBS and NBC NBC CBS NBC CBS	Compton Advertising Benton & Bowles Compton Advertising Compton Advertising Compton Advertising Compton Advertising Benton & Bowles
Procter & Gamble Co. Oxydol	Ma Perkins Road of Life Woman in White	CBS and NBC NBC CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Procter & Gamble Co. Teel Dentifrice	Knickerbocker Playhouse Abie's Irish Rose	NBC NBC and NBC-Int.	H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Adv. Co.
Procter & Gamble Co. White Naphtha	Right To Happiness	NBC	Compton Advertising
Prudential Insurance Co. Life Insurance	Prudential Family Hour	CBS and CBS-Int.	Benton & Bowles
Pure Oil Co. Gas and Oil	Kaltenborn Edits the News	NBC	Leo Burnett Co.
Quaker Oats Co. Cereals and Flour	That Brewster Boy	CBS and NBC	Ruthrauff & Ryan
Ralston-Purina Co. Wheat Cereal, Ry-Krisp	Tom Mix Ralston Straight Shooters Elsa Maxwell's Party Line	Blue Blue	Gardner Advertising Co. Gardner Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
R. J. Reynolds Tobacco Co. Camel Cigarettes Prince Albert Tobacco	Camel Caravan Grand Ole Opry Blondie How'm I Doin' Abbott and Costello Vaughn Munroe's Orchestra Thanks To The Yanks Cugat-Rumba Revue	CBS and CBS-Int. NBC CBS and CBS-Int. CBS and NBC NBC CBS and CBS-Int. CBS Blue and NBC and Int. CBS, NBC and NBC-Int.	William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co.
Richfield Oil Co. Gas & Oil	Al Pearce and his Gang	NBC—PC MBS	William Esty & Co.
Riggio Tobacco Corp.	Richfield Reporters Confidentially Yours Regent Time with Jerry Wayne	NBC—PC MBS MBS	Hixson & O'Donnell Advertising Hixson-O'Donnell Advertising M. H. Hackett, Inc.
Scudder Food Products Co. Food Products	Bob Garred Reporting	CBS—PC	Brisacher, Davis & Staff
Schenley Import Corp. Wines	Cresta Vianca Carnival	MBS	William H. Weintraub & Co.
Sealtest, Inc. Milk and Milk Products	Sealtest-Rudy Vallee Program	NBC	McKee & Albright
Seaside Oil Co. Gas & Oil	Spelling Beeliner Seaside News	CBS—PC Blue—PC	The McCarty Co. The McCarty Co.
R. B. Semler, Inc. Hair Tonic	Gabriel Heatter, News	MBS	Erwin, Wasey & Co.
The W. A. Sheaffer Pen Co. Pens, Pencils, Ink	World News Parade	NBC	Russel M. Seeds Co.
Serutan Co. Serutan	Drew Pearson	Blue	Raymond Spector Co.
Sherwin-Williams Co. Paints	Metropolitan Auditions of The Air	Blue and NBC	Warwick & Legler

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Signal Oil Co. Gas & Oil	The Signal Carnival Upton Close	NBC—PC NBC—PC	Barton A. Stebbins Advertising Agency Barton A. Stebbins Advertising Agency
Stelly Oil Co. Gas & Oil	Alex Draier Clifton M. Utley	NBC NBC	Henri, Hurst & McDonald Henri, Hurst & McDonald
Stinner & Eddy Corp. Soup	Breakfast At Sardi's	Blue—PC	J. William Sheets
Smith Bros. Cough Drops	Bob Anderson, News Dick Joy, News Nelson Pringle, News News	CBS—PC CBS—PC CBS—PC Blue	J. D. Tarcher & Co. J. D. Tarcher & Co. J. D. Tarcher & Co. J. D. Tarcher & Co.
Soony-Vacuum Co.	Raymond Gram Swing	Blue	J. Stirling Getchell, Inc.
Soil Off Manufacturing Co. Cleaning Fluid	Bob Garred Reporting	CBS—PC	Hillman-Shane Advertising Agency, and Buchanan & Co.
Sperry Flour Co. Flour, Cereals	Truman Bradley, News Sam Hayes Dr. Kate	CBS—PC NBC—PC NBC—PC	Buchanan & Co. Knox Reeves Advertising Knox Reeves Advertising
E. R. Squibb & Sons Squibb Products	Frank Parker Keep Working, Keep Singing, America	CBS CBS	Geyer, Cornell & Newell Geyer, Cornell & Newell
Standard Brands Inc. Chase & Sanborn Coffee	Chase and Sanborn Program	NBC	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea, Royal Desserts	One Man's Family	NBC	J. Walter Thompson Co.
Standard Brands, Inc. Baking Powder, Desserts	The O'Neills	NBC	Ted Bates, Inc.
Standard Brands Inc. Fleischmann's Foil Yeast	I Love a Mystery Vaudeville Show Star Spangled Vaudeville One Man's Family What's My Name	Blue NBC NBC NBC MBS	Kenyon & Eckhardt Arthur Kudner, Inc. Arthur Kudner, Inc. Kenyon & Eckhardt Kenyon & Eckhardt
Standard Oil Co. of Calif. Petroleum Products	Standard School Broadcast Standard of California Symphony Auction Quiz	NBC—PC NBC—PC Blue	Batten, Barton, Durstine & Osborn Batten, Barton, Durstine & Osborn McCann-Erickson
Standard Oil Co. of Indiana Petroleum Products			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Oil Co. of N. J. Esso Products	Army-Navy Football Game	CBS	Marschalk & Pratt
Studebaker Corp. (Pacific Division) Motor Cars	John B. Hughes, News Commentator	MBS	Roche, Williams & Cunyningham
Sun Oil Co. Gas & Oil	Lowell Thomas—The Day's News	Blue	Roche, Williams & Cunyningham
Sunnyvale Packing Co. Food Products	Jane Endicott, Reporter Galen Drake	CBS—PC CBS—PC	Lord & Thomas Lord & Thomas
Swift & Co. Food Products	Breakfast Club	Blue	J. Walter Thompson Co.
T			
Texas Co. Gas and Oil	Texaco Star Theatre Metropolitan Opera Broadcasts Texas Star Theatre Summer Show Morning Market Basket	CBS and CBS-Int. Blue CBS Blue	Buchanan & Co. Buchanan & Co. Buchanan & Co. Duane Jones Co.
Tetley Tea Co. Soups	Football Games	Blue and CBS—PC	Lord & Thomas
Tide Water Associated Oil Co. Gas and Oil	Bennie Walker's Tillamook Kitchen	NBC—PC	Botsford, Constantine & Gardner
Tillamook Country Creamery Association Dairy Products	March of Time	Blue and NBC	Young & Rubicam
Time, Inc. Time Magazine	Dorothy Thompson	Blue	Emil Mogul, Inc.
Trimount Clothing Co. Clipper Craft Clothing			
U			
Union Oil Co. Gas and Oil	Nelson Pringle, News Analysis Point Sublime	CBS—PC NBC—PC	Lord & Thomas Lord & Thomas
United Fruit Co. Bananas	The World Today	CBS	Batten, Barton, Durstine & Osborn
U. S. Tobacco Co. Tobacco	Gay Nineties Revue	CBS and CBS-Int.	Arthur Kudner, Inc.

ADVERTISER and PRODUCT

Vick Chemical Co.
Vapo-Rub, Vatronol
Vick Chemical Co.
Vitamin Plus, Inc.

F. G. Voght & Sons
Thrivo Dog Food

Voice of Pophcey, Inc.

PROGRAM

News for Women
The Nichols Family of Five
Dr. I. Q.

Olivio Santoro

Voice of Prophecy

NETWORK

CBS
NBC
NBC and NBC-Int.

NBC

MBS

ADVERTISING AGENCY

Morse International, Inc.
Morse International, Inc.
Grant Advertising Inc.

Clements Co.

Jack Parker & Associates and
O. C. Hoskins & Associates

Wander Company
Ovaltine

William R. Warner Co.
Sloan's Liniment

Washington Coop Egg & Poultry Assn.
Chicken

R. L. Watkins Co.
Dr. Lyons Toothpowder, Multisified Shampoo

Stella Dallas
Orphans of Divorce
Monday Merry-Go-Round
Second Husband
Amanda of Honeymoon Hill

Weich Grape Juice Co.
Grape Juice

Wesley Radio League
Religious

Wesson Oil & Snowdrift Sales Co.
Salad Oil

Western Conference of Teamsters
Union

Captain Midnight

Gang Busters

Breakfast At Sardi's

Blue and MBS

Blue

Blue-PC

Blackett-Sample-Hummert

Warwick & Legler

Pacific National Advertising Agency

Backstage Wife
Manhattan Merry-Go-Round
Stella Dallas
Orphans of Divorce
Monday Merry-Go-Round
Second Husband
Amanda of Honeymoon Hill

NBC
NBC
NBC
Blue
NBC—Blue
CBS and Blue
CBS and Blue
CBS and Blue

H. W. Kastor & Sons Advertising Co.

Aircasters, Inc.

Fitzgerald Advertising Agency

Clarence Juneau Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Wheeling Steel Corp. Steel	Wheeling Steelmakers	Blue and Blue-Int.	Critchfield & Co.
Whitehall Pharmacal Co.	John B. Hughes, News Commentator Arthur Van Horn, News	MBS MBS	Blackett-Sample-Hummert Blackett-Sample-Hummert
J. B. Williams Co. Shaving Accessories	True or False	Blue	J. Walter Thompson Co.
Williamson Candy Co. Oh Henry Candy Bars	Famous Jury Trials	Blue and Blue-Int.	Aubrey, Moore & Wallace
Wilson Milk Co. Milk	Smile Awhile	Blue	Keeling & Co.
William Wrigley, Jr. Co. Chewing Gum	Melody Ranch Scattergood Baines Ben Bernie The First Line Sergeant Gene Autrey	CBS and CBS-Int. CBS CBS CBS and CBS-Int. CBS	J. Walter Thompson Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. J. Walter Thompson Co.
Wyeth Chemical Co. Freezone, Hills Cold Tablets	John's Other Wife Front Page Farrell	Blue NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert
Young People's Church of the Air Religious	Reverend Percy Crawford	MBS	R. H. Alber Co. and Ivey & Ellington, Inc.
Zonite Products Corp. Forhan's Toothpaste	Gabriel Heatter, News	MBS	Erwin, Wasey & Co.

SHOWMAN'S CALENDAR

FOR 1943

January

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
- 2: Georgia Admitted (1788).
- 4: Utah Admitted (1896).
- 6: New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Admitted (1788).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 21: Stonewall Jackson Born (1824).
- 29: McKinley Born (1843).
Kansas Admitted (1861).
- 30: Franklin D. Roosevelt's Birthday.

February

- 3: Horace Greeley Born (1811).
- 6: Massachusetts Admitted (1788).
- 7: Charles Dickens Born (1812).
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Admission Day (Arizona).
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
- 19: Ohio Admitted (1803).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
- 27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).

March

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day.
Vermont Admitted (1791).
- 5: Boston Massacre (1770).

- 7: Luther Burbank's Birthday (California).
- 10: Ash Wednesday (First day of Lent).
- 15: Maine Admitted (1820).
- 17: St. Patrick's Day.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 30: Seward Day (Alaska).

April

- 1: All Fools' Day.
- 6: War Declared with Germany (1917).
- 7: Peary Discovered North Pole (1909).
- 8: Battle of Appomattox (1865).
Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865).
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln.
Pan-American Day.
- 18: Palm Sunday.
- 19: Patriot's Day (Maine, Massachusetts).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).
- 23: William Shakespeare Born (1564).
Good Friday.
- 24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
Easter Sunday.
- 26: Confederate Memorial Day (Alabama, Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758).
Maryland Admitted (1788).
- 30: Louisiana Purchased.
Washington Became First President (1789).
Rhode Island Settled (1636).

May

- 1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863).
- 5: Napoleon's Death (1821).
- 7: Lusitania Torpedoed (1915).
- 9: Mother's Day (2nd Sunday).
- 10: Confederate Memorial Day (Kentucky, North Carolina).

- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
Empire Day (Canada).
- 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).



June

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday.
Flag Day.
- 15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- 20: West Virginia Day.
- 21: Longest Day in Year.
- 23: Penn Signs Treaty of Peace with Indians.
- 25: Virginia Admitted (1788).
- 26: First American Troops Land in France (1917).



July

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).



August

- 1: Colorado Day.
Beginning of World War (1914).
- 3: Civic Holiday (Canada).
- 10: Missouri Admitted (1821).
- 13: Occupation Day (Phillipines).
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).

September

- 6: Lafayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.
Labor Day.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
Jewish New Year.
- 17: Constitution Day.
- 21: Day of Atonement (Hebrew).
- 22: Nathan Hale Executed (1776).
First Day of Autumn.
- 26: American Indian Day (4th Friday).



October

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
- 8: Chicago Fire (1871).
Farmer's Day (2nd Friday) (Florida).
- 9: Fraternal Day (Alabama).
- 12: Columbus Day.
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
- 31: Hallowe'en.
Admission Day (Nevada).



November

- 1: All Saints' Day (Louisiana).
- 2: General Election Day.
North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 8: Montana Admitted (1889).
- 11: Armistice Day.
Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 21: North Carolina Admitted (1789).
- 25: Thanksgiving Day.



December

- 3: Illinois Admitted (1818).
- 7: Delaware Day.
Pearl Harbor Attacked (1941)
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declares War on Germany-Italy (1941).
Mississippi Admitted (1817).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
- 14: Alabama Admitted (1819).
- 16: Boston Tea Party (1773).
- 18: New Jersey Admitted (1787).
- 21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 28: Iowa Admitted (1848).
- 29: Texas Admitted (1845).
- 31: New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

RULES AND REGULATIONS OF F. C. C. REGARDING PRODUCTION BY RADIO BROADCAST STATIONS

As of January 1, 1943

GENERAL

Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as otherwise prescribed in the rules herein stated.

Share-Time Stations

If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this rule the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof.

If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with the rule of operation during experimental periods herein stated. Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing, and pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

Limited Time Stations

If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease.

The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station or stations on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return 1 copy to the licensee authorized to operate limited time which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in these rules.

If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed at such locations. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various com-

munities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however, That* when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

The provisions of the rules defining various types of stations and time periods shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities, *Provided*: That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections of these rules regarding sharing time shall be applicable to such agreements.

(2) Any class II stations causing interference by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the Class I station is located east of the Class II station in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I

station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with section of these rules on minimum operating schedule.

General Rules Applicable to Standard and High Frequency Broadcast Stations

The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner.

The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard or high frequency broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: Provided, However, That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. In the Program Log

a. An entry of the time each station identification announcement (call letters and location) is made.

b. An entry briefly describing each

program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

(1) Operating constants of last radio stage (total plate current and plate voltage).

(2) Antenna current.

(3) Frequency monitor reading.

(4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

(1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard or high frequency broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or incidents to or involved in an investigation by the Commission or concerning which the licensee has been notified, in which case they shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them; Provided, further, That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

Station Identification

A licensee of a standard or high frequency broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and either on the half hour or quarter hour following the hour and at the quarter hour preceding the next hour: Provided

Such identification announcement during operation need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity and at the conclusion of such program.

Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity, and at the conclusion of the program, *Provided*, That an announcement within 5 minutes of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour, will satisfy the requirements of identification announcements.

In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and of the half hour or at the quarter hour following the hour or at the quarter hour preceding the next hour.

In case of all other programs the identification announcement shall be made within two minutes of the hour and on the half hour and at the quarter hour following the hour and at the quarter hour preceding the next hour.

In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than thirty minutes, shall be identified by appropriate announcement at the beginning of the program, at each

thirty minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each thirty minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony, concert or operatic production of longer duration than thirty minutes;

2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of thirty minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
5. The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription" or an "electrical transcription" or as "transcribed" or "electrically transcribed" and where a phonograph is used it shall be announced as a "record."

Rebroadcast Programs

(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. (In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.)

(b) The licensee of a standard or high frequency broadcast station may, without further authority from the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program. (The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting

certain programs of a standard or high frequency broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period).

(c) The licensee of a standard or high frequency broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a non-commercial basis a non-commercial program of a United States international broadcast station.

The licensee of a standard or high frequency broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

In the case of any rebroadcast under these provisions, the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program. (The broadcasting of a program relayed by a relay broadcast station is not considered a rebroadcast.)

(e) In case of a program rebroadcast by several standard broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of station originating program.

Attention is directed to Section 325 (b) of the Communications Act of 1934, which reads as follows:

"No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geo-

graphically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application thereof."

Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who has qualified for place in the ballot or is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and has been duly nominated by a political party which is commonly known and regarded as such, or makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests and the charges made, if any, if request is granted.



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National Association of Broadcasters

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Radio Groups

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Personnel

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NATIONAL ASSOCIATION OF BROADCASTERS



Headquarters: 1760 N. Street, N. W., Washington, D. C.

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G. Richard Shafto WIS, Columbia, S. C.	4	District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.
*Frank King WMBR, Jacksonville, Fla.	5	Alabama, Florida, Georgia, Puerto Rico.
Hoyt B. Wooten WREC, Memphis, Tenn.	6	Arkansas, Louisiana, Mississippi, Tennessee.
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John E. Fetzner WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
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Hugh A. L. Half WOAI, San Antonio, Texas	13	Texas.
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*Arthur Westlund KRE, Berkeley, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
Calvin J. Smith KFAC, Los Angeles, Calif.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
*Harry R. Spence KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

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LEGAL—LEGISLATIVE ACTIVITIES

By *Russell P. Place*
NAB Counsel

OUTSTANDING among the problems dealt with by the NAB in 1942 was the Sanders Bill in Congress to amend the Communications Act of 1934 and the attempt by the International Allied Printing Trades Council to saddle broadcasters with a discriminatory time-sales tax. Also of importance to broadcasters was the retention of the average-earnings basis for computing the Excess Profits Tax. Still pending on the Congressional front is Executive Resolution "E" for adherence to the International Copyright Convention; although vigorously opposed by the NAB and all others interested in copyright, the State Department is persistently advocating adherence to the Convention and the problem is still before the industry. A host of knotty problems grew out of the war effort. Highlighted among these were matters involving priorities, selective service and rationing of tires and gasoline. Subsequent to the declaration of war the Code Committee promptly tackled the question of the handling of war news.

Communications Act Amendment

Properly to report the activities and concerns of the Legal Department for 1942, it is desirable to begin with the promulgation by the FCC of the Chain Broadcasting Regulations on May 2, 1941, just prior to the St. Louis Convention. Stemming therefrom were the introduction of a resolution (S. Res. 113) by Senator Wallace White of Maine calling for an investigation by the Senate of the effect of the regulations and for amendment of the Communications Act, and the introduction of bills by Representative Sanders of Louisiana (H. R. 5497) and Senator White (S. 1806) to amend the Communications Act.

At St. Louis, the NAB membership voted unanimously to support the White resolution and seek amendment of the Communications Act of 1934. Pursuant to that vote Neville Miller, President, testified before the Senate Interstate Commerce Committee in favor of adoption of the resolution. Hearings, which were well attended by broadcasters, lasted nearly three weeks and were recessed on June 20 subject to the call of the Chair. They have not been resumed. Hearings on Senator White's bill have not been scheduled.

Early in September, in pursuance of the mandate of the resolution adopted by the Convention, NAB sought hearings on the Sanders bill in the House. An analysis of both the Sanders and White bills was prepared and promptly circulated to the membership. The House Committee on Interstate and Foreign Commerce scheduled hearings on the Sanders bill to begin April 14, and ended July 1, 1942. First witnesses to testify were the representatives of the Federal Communications Bar Association.

They were followed by the appearance of Mr. Miller who testified in support of the proposed changes in administrative organization, procedure and judicial review as advocated by the Federal Communications Bar Association. In addition, NAB proposed three amendments: (1) to provide for declaratory rulings on administrative action; (2) to prohibit the imposition by the Commission of unauthorized penalties and sanctions; and (3) to enact the language of the Sanders Brothers case prohibiting government supervisory control of programs, of business management and of policy of radio stations.

Although the bill died with the 77th Congress, the reported testimony will remain as an expression of the views of various interests and should be of great value to the Committee if the bill or a similar one is introduced in the next Congress.

Radio Time-Sales Tax

In April, 1942, again advocating a discriminatory tax on radio time sales, Mr. John B. Haggerty, representing the International Allied Printing Trades Council, appeared before the Ways and Means Committee. On April 17, Mr. Alvord appeared for NAB in opposition. The IBEW supported the NAB by filing a statement in opposition to the tax. Later, the NAB filed a memorandum in opposition to the tax with the Senate Finance Committee. The tax was not enacted in the Revenue Act of 1942.

Int'l Copyright Convention

There is still pending before the Senate of the United States Executive Resolution "E," the adoption of which by the Senate would result in making the United States a party to the International Copy-

right Convention without prior revision of our own law. The adoption of this resolution has been consistently opposed by the NAB and entry into the Convention during war times would have more than normally disastrous results to broadcasting because a very large volume of the great European musical works of the past fifty years, now in the public domain, would thereby become wholly unavailable for broadcasting use.

Liquor Advertising

In March Representative Rankin (D-Miss.) introduced a bill (H. R. 6785) to prohibit the advertising of alcoholic beverages over the radio. Like the Johnson Bill (S. 517) for the same purpose, re-introduced at the second session, it died without hearings having been held. NAB is opposed to such legislation.

State Legislation

In the closing days of the 1941 session of the Florida Legislature a bill was enacted purporting to abolish any asserted common law rights to collect royalties on the recorded performances embodied in phonograph records and electrical transcriptions once they are sold in commerce for use in Florida. Florida also amended its libel law by giving a radio station the right to require the submission of written script 24 hours before the time of broadcast; such submission of the script frees the station from liability for any libelous or slanderous utterances broadcast which were not contained in the script.

In 1942 Legislatures of eight states met in regular session. In Kentucky two bills to ban the sale of alcoholic beverages advertised over the radio died in their respective branches. NAB cooperated with Kentucky broadcasters in their efforts to defeat these bills. Mississippi enacted an anti-sabotage law with particular reference to communications facilities. NAB Legislative Contacts in the various states have been most cooperative at all times.

In New York the activities of the New York State Legislative Committee led to the passage of two measures beneficial to radio. An NAB-sponsored bill, permitting a corporation engaged in broadcasting to prohibit or restrict the transferability of its stock to aliens, is now on the Governor's desk. A new child labor law was amended, at the request of the NAB, to permit children under 16 to participate in broadcasting for not more than two hours a week where the performance is of a non-professional character and occurs outside school hours, and to authorize the granting of permission by the proper authorities for professional

appearances of children in series of radio performances.

Litigation

The power of the FCC to issue subpoenas in an investigation seeking information applicable to the legislative standards set up in the Communications Act was upheld on January 26, 1942, by the United States Court of Appeals for the District of Columbia in the Stahlman case. The court negated the Commission's authority to require witnesses whom it summons to bare their records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment. The court flatly stated that the Commission has no power to ban ownership of radio stations by newspapers as such.

On February 20, 1942, the United States District Court for the Southern District of New York ruled against the networks in their suit against the Government. The decision was not on the merits of the case—the powers of the FCC—but on the question of the court's jurisdiction. The court, however, stayed operation of the network regulations, and on March 9, CBS and NBC appealed to the United States Supreme Court, which ruled in favor of the networks. In the fall of 1942, the statutory three-judge court in New York, without taking evidence, decided on the merits in favor of the FCC. The networks appealed again to the Supreme Court, and argument will be heard early in 1943. Meanwhile, operation of the "network regulations" is stayed.

The Supreme Court on April 6, 1942, affirmed the power of the United States Court of Appeals for the District of Columbia to stay orders of the FCC pending determination of appeals to that court from Commission orders. The question was raised on certification by a divided Court of Appeals after Scripps-Howard Radio, Inc., licensee of Station WCOP, had appealed from the Commission's denial of its petition to vacate an order granting, without hearing, Station WCOP a CP for change of frequency and increase of power.

Code Committee

Since the first of the year the Code Committee has met four times. Notable in its work was the promulgation of recommendations with reference to news broadcasts in war time, made in collaboration with other elements of the industry and government officials, and its assistance in clarifying the application of the Code to the purchase of time by the Cooperative League of the U.S.A.

NAB WAR ACTIVITIES

By Arthur Stringer

NAB Director of Promotion and Secretary, NAB War Committee

SEASONED and toughened by a year of wartime service the broadcast industry is adjusted for even greater responsibilities during 1943. These may be expected to increase with the size of our fighting forces, with combat participation and with our changing economy.

Ability to meet larger responsibilities successfully depends largely on three factors. The first one is the ability of the industry to solve its own complex operating problems. Factors two and three, which never before have had to be considered by broadcasters, are: (2) release by government of materials for the manufacture of tubes and component parts for the maintenance of transmitting facilities as well as home radios; and (3) the recruiting and training of replacement personnel for station operation and repair of home radios after parts have been provided. All this is a formidable undertaking necessitating, for success, the cooperation of all branches of the radio industry and of several government agencies.

Man-Power Problem

During 1942 the NAB department of promotion was concerned primarily with activities directly bearing on winning the war. The manpower problem was emphasized every day of the year, through the coordination of continuous recruiting campaigns for the Army, Navy, Marine Corps, Coast Guard and Civil Service. Response of stations was positive and productive. Quotas for the fighting forces were constantly maintained.

"Fundamentals of Radio," an educational course prepared by the NAB and conducted on and off campus by colleges and universities, exceeded eight hundred different classes by May. More than twenty-two thousand persons in forty-six states were under instruction at the end of the first quarter. Approximately fifteen thousand others were studying "Fundamentals" in the fourth quarter. Graduates went to the armed forces, Civil Service, to broadcasting and manufacturing.

These figures are but partial indication of the widespread influence of the course outline, "Fundamentals of Radio,"

as prepared by NAB. Sales figures of 100,000 copies of a text book, written especially for the course, are more enlightening. In addition other texts in other classes were used in connection with the NAB course outline. Consequently, the NAB course outline was instrumental in the acquisition of technical radio knowledge by many other persons not included among the 100,000 using the volume, "Fundamentals of Radio." Army Signal Corps and the Navy requested NAB to increase this radio technician training program immediately after Pearl Harbor. Of its own volition NAB had launched the program the previous August.

Civilian Defense Aid

The department, in cooperation with broadcast stations, assisted the Office of Civilian Defense in the distribution of 10,000,000 forty-eight page booklets, "What Can I Do," and the Civil Aeronautics Administration in its non-combat flying training program.

Broadcasters sold war bonds and stamps by the millions and influenced their purchase by the billions. Radio was the backbone of the Treasury's campaign.

"Swap Bulletin"

Since stations must be kept on the air, if programs are to reach and influence people, a "Swap Bulletin" was launched June 6, on behalf of the NAB Engineering Committee. Usually published weekly, "Swap Bulletin" contains items which stations wish to buy and surplus items which they are willing to sell in order to help other stations stay on the air. According to letters the parts and supplies advertised have kept many stations operating.

The wide variety of tasks performed directly for the war effort is indicated by the tabulation on pages 286 and 287 of this volume. Figures show the number of programs and announcements of *local* origination for the six months ending with October, 1942. Not included is the large volume of programs and announcements, of network origination, in support of the war effort.

LISTENER ACTIVITY

EACH year NAB has endeavored to broaden and strengthen the relations of the broadcasting industry with the listening public. During 1940-41 Dorothy Lewis, vice-president of the Radio Council on Children's Programs undertook, under NAB auspices, a nationwide survey. The principal objective was to gather helpful information on radio programs for children from broadcasters and interested organizations of listeners. In addition, Mrs. Lewis cooperated with leaders of local and area groups in strengthening existing Radio Councils and in organizing new ones. On her return from her first nationwide tour, NAB published Mrs. Lewis' report, "Broadcasting to the Youth of America." Over 30,000 copies of this publication have been distributed. No reprint is contemplated for reasons which will hereafter appear.

Early in 1942 it was decided to enlarge the scope of this activity and Mrs. Lewis, at her request, agreed to serve on a volunteer basis, as Coordinator of Listener Activity. The Radio Council of Greater Cleveland, through its President, Mrs. Walter V. Magee, cooperated with Mrs. Lewis in arranging constructive sessions in connection with NAB's 21st Annual Convention at Cleveland. Outstanding speakers addressed an audience composed of broadcasters and listeners. These sessions marked a significant step toward more understanding relations between the broadcasters and the listeners.

Work of Radio Councils

In the fall of 1942 Mrs. Lewis made her second swing 'round the circuit, visiting many states and several provinces in Canada. As a result, new Radio Councils are springing up in many areas from New England to California. Interest has been aroused in Canada as well. These Radio Councils are active in the issuance of accredited lists of good listening; making local studies and surveys; setting up war coordinating committees to relieve pressure on local broadcasters and listening post committees on war news; and appointing Peabody Award Committees; and promotion and publicity committees. They also handle the job of reaching all participating organizations with programs about their

American system of radio, and help to increase newspaper cooperation and better listings. Radio Education Committees expedite the equipment of schools, establish radio divisions in state and local Departments of Education and try to interest teachers in using radio as a teaching aid. Children's Program Committees help to promote current local children's programs and assist in the creation of new ones through cooperation of schools, libraries, and local little theater groups. Regional Directors of Listener Activity for NAB have been appointed in various sections of the country. These representatives have been chosen from club and civic groups to promote better understanding of radio in their districts. Close contact is maintained with most national women's organizations through their presidents and radio chairmen.

Radio in Education

In addition to her work with the councils, Mrs. Lewis has cooperated with schools and colleges by addressing classes and in organizing listener groups, and encouraging the establishment of courses of study bringing about more effective use of radio as an aid to education, etc. Complete reports covering the many phases of these activities are now in process of preparation—one on children's programs, and the other a "Handbook for Radio Chairmen." They will replace the prior publication, "Broadcasting to the Youth of America."

Another activity undertaken in connection with the Listener Activity phase of the NAB, has been the organization of the Association of Women Directors. This organization embraces the women in all of the NAB stations who have charge of women's programs. Ruth Chilton, WSYR, Syracuse, is president of the Association. There are over 300 stations represented in membership, in every district and nearly all of the states. A quarterly bulletin, covering wartime activities and matters of interest to these directors will be issued. From time to time releases of interesting material will be made from national organizations and government bureaus.

THE N A B CODE

CONTINUED public approval of the Code and the adoption by the Code Compliance Committee of principles for the handling of war news highlighted the year 1942. Misunderstanding between the Cooperative League of the U. S. A. and certain stations as to the purchase of time by the League was cleared up with the Committee's assistance. In his message to the 1942 annual convention NAB President Neville Miller stated:

"The past year saw the industry once again take the leadership in solving some of our problems by means of self regulation. Not only did the Code Committee continue actively the work of interpreting the Code, but with the coming of the war, new principles were outlined for the handling of war news which met with the approval of both the industry and the public. Realizing that government as a rule undertakes no services or regulation unless private agencies have proved themselves incapable or unwilling, the industry has wisely adopted a policy to continue its activities in the field of self regulation. New phases of the war will undoubtedly bring new problems. I am sure with the continued cooperation of the broadcasters we shall solve them."

Children's Programs

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

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

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

Controversial Public Issues

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

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to

pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

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

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

Educational Broadcasting

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

News

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

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

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

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it

should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

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

Daytime

Five-minute programs	2:00
*Five-minute news programs	1:45
Ten-minute programs	2:30
Fifteen-minute programs	3:15
Twenty-five-minute programs	4:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00

Night-time

Five-minute programs	1:45
*Five-minute news programs	1:30
Ten-minute programs	2:00
Fifteen-minute programs	2:30
Twenty-five-minute programs	2:45
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions:

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

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

* Further restriction by individual stations is recommended.

Recommendations of the NAB Code Committee for the Handling of News Programs in Wartime (Adopted February 6, 1942)

Radio listeners are anxious news listeners today. On each broadcast they eagerly await the word of happenings all over the world. Consequently, broadcasters have a deep responsibility in giving out this news in a manner which will satisfy the eagerness of the listener without resorting to production techniques that dramatize or excite situations. The use of commercial copy should conform to this objective pattern of simplicity in presentation and calmness in manner. In order to achieve this, we suggest the following:

- a. The opening commercial identification should be as short as possible. Get into the news rapidly without attempting to make the listener take a solid commercial first.
- b. Clever "lead-ins", use of a few teaser news items before the commercial, promises of an "exclusive item" after the commercial—all such advertising technique will defeat the aim of broadcasting under present conditions. Therefore, the practice should not be employed.
- c. Great care should be exercised in the placement of the so-called "middle commercial". It should come after the body of news has been given. This position therefore will vary with the contents of the news in each radio edition. In some routines used by some stations it will come after a roundup of official communiques; or after a combination of international and national news items; or after a commentators' resume and comment on these stories. The placement will of course be determined by the individual method used by each station in the presentation of its news. But the position given it should be based on the determination to give the listener the outstanding news in a well-rounded pattern before the insertion of the commercial.
- d. Whenever the commercial is inserted, the broadcaster should be extremely cautious about its content in relation to the news which precedes. For example, under the present circumstances it is bad taste to insert advertising copy immediately following a story of a great disaster or catastrophe. Some method should be used to separate the two. Here are some suggestions of various methods:
 1. Use of a short sports or general news item before going into a commercial.
 2. Some stations may be able to use two voices, with the news voice pausing a second or two and bringing in the commercial with an introduction.
 3. When same announcer is used, in addition to the pause, he should identify the succeeding talk as a "message from the sponsor", or some identifying lead-in.

The Commercials:

- a. Broadcasters should insist that all commercials adhere to the standards of good taste.
- b. "Scare copy" or copy based on "fear of what will happen" should be avoided.
- c. Any attempt to write into the commercial accepted "news phrases";

such as "flash," "bulletin," "headlines from," "good news for," "to-day all over the world," etcetera must be halted.

- d. The use of transcribed jingles, musical introductions to commercials, sound effects, etcetera should be discouraged. If a broadcaster accepts such, then a news item of sports or human interest—*definitely not a war or peril item*—should precede their use. They then should be placed close to the end of the news broadcast in order not to interrupt the news pattern.
- e. Commercials should not contain copy praising the sponsor for bringing the news or commending the client for bringing it "first" —"or at great expense"—"or through the resourcefulness of."
- f. All copy should conform to the general theme of news broadcasting outlined above in the interests of eliminating the causes of criticism. Hence the copy theme, the use of verbiage should be in keeping with calmness in delivery and good taste in approach.
- g. *The manner of presentation:*
 - a. All production techniques which foster excitement should be abandoned. This would mean the avoidance of dramatization, sound effects and attention compellers.
 - b. All announcers and commentators must deliver with calmness and restraint. Shouters, dramatists and announcers who use a "heavy sell" should conform in microphone manner to the new spirit of news broadcasting.
 - c. The use of infection etcetera, to suggest the importance or the "exclusivity" of an item of news would violate the spirit of the new pattern.

Suggestions:

It has been suggested that the present method of identifying sponsors of news broadcasts be adjusted so as to eliminate the use of "through the courtesy of"; "is made possible by"; "is brought to you by."

In order to do this, perhaps the following method could be adopted,— "a daily service of the XZZ Company," or "a service of the XZZ Company," or conclude the news with a service announcement such as defense bond, army, navy or marine enlistment, man power announcements, etcetera and then follow with a tag line commercial killing direct reference to "*sponsorship*," "*courtesy*," etcetera.

Network or station should reserve to itself the right on an appropriate occasion to refuse a middle commercial, or to insist upon its coming later in the program, when its use earlier interrupts a continuing description of a single situation. For example, if ten minutes of a fifteen minute news broadcast were devoted to the Roberts Report, the news of that report should not be interrupted by a commercial. Similarly, should some transcendental situation take up the entire news, the sponsor's middle message should not be permitted at all.

Sponsorship of individual and sporadic news bulletins which results in single news items or two or three brief news items reaching the audience under commercial sponsorship should not be permitted.

Such as—sponsorship of a news bulletin in a station break announcement.

Any changes in present standard news broadcasting practices required in order to institute the foregoing standards should be made promptly.



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120 S. LaSalle St., Chicago, Ill.
Randolph 8460

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FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

Actors' Equity Association

45 W. 47th St., New York, N. Y.
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San Francisco: Theodore Hale, 26 O'Farrell Street.

Chicago: Frank Dare, 720 Bittersweet Place.

Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

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FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

Advertising Research Foundation

130 West 42nd St., New York, N. Y.
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Agricultural Marketing Service—

Radio Section

Washington, D. C.
Republic 4142—Extension 6373

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Senior Radio Specialist.....Bernard W. Molohon

Associate Radio Specialist.....Beulah Rodgers
 Assistant Radio Specialist.....Lucile Cohan

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CHICAGO: 5 So. Wabash Ave.; Don E. Rogers, Regional Chief; Lance G. Hooks, Radio Specialist.

ATLANTA: Western Union Bldg.; Harry Carr, Regional Chief.

NEW YORK: 150 Broadway; Millard Faught, Regional Chief; Donald G. Lerch, Assoc. Radio Specialist.
SAN FRANCISCO: 821 Market St. E.; H. Spoor, Regional Chief.

DENVER: Room 420, 1536 Walton St.; A. M. Trachman, Regional Chief.

DALLAS: 425 Wilson Bldg.; Meno Schoenbach, Regional Chief.

DES MOINES: 700 Old Colony Bldg.; Joe M. Graham, Acting Regional Chief.

FUNCTIONS AND ACTIVITIES

The function of this Government agency is the preparation and presentation of broadcasts and broadcast material for use on network, regional and local programs; programs are prepared and presented on grades and standards, on School Lunch, School Milk programs, Stamp Plan, and all phases of Lend-Lease activities in connection with foods; issues "Radio Roundup on Food", a weekly backgrounds bulletin for Home Economist Editors at radio stations. In addition, this Section supervises remote control programs devoted to market news presented over more than 25 stations, and broadcasts information to homemakers presented over 75 stations; and is providing market reports direct to radio stations and through press associations covering leading markets for all important crops and livestock.

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: 921 Tower Bldg.
 Washington, D. C.
 Phone District 2141

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 Committeeman.....David H. Cannon

FUNCTIONS

The Committee is authorized to consider and report on all questions pertaining to laws and treaties governing the transmission of intelligence through the application of electrical energy or other use of electricity, whether by wire or wireless.

American Communications Association (C. I. O.)

10 Bridge St., New York, N. Y.
 BOWling Green 9-3005

OFFICERS

President.....James P. Selly
 Vice-President.....Dominick Panza
 Vice-President.....Harry A. Morgan
 Vice-President.....O. M. Salisbury
 Secretary-Treasurer.....Josephine Timms

American Council on Education

744 Jackson Place, Washington, D. C.
 NATIONAL 5691

EXECUTIVE OFFICERS

President.....George F. Zook
 Vice-President.....C. S. Marsh
 Assistant to President.....Donald J. Shank
 Chief Accountant.....Grace R. Ontrich

FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

American Federation of Musicians

1450 Broadway, New York, N. Y.
 PENnsylvania 6-2545

OFFICERS

President.....James C. Petrillo
 Vice-President.....Charles L. Bagley
 Financial Secretary-Treasurer.....Harry E. Brenton
 Secretary.....Leo Cluesman

EXECUTIVE COMMITTEE

A. Rex Riccardi, Chauncey A. Weaver, J. W. Parks, Walter M. Murdoch, Oscar F. Hild.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.
 VANDerbilt 6-1810

NATIONAL OFFICERS

President.....Lawrence Tibbett
 Vice-President.....Jean Hersholt
 Vice-President.....Virginia Payne
 Vice-President.....Ben Grauer
 Vice-President.....Kenneth Carpenter
 Vice-President.....William P. Adams
 National Executive Secretary.....Emily Holt
 Associate Secretary & Treasurer.....George Heller
 Recording Secretary.....Alex McKee
 Counsel.....Paul N. Turner
 Associate Counsel.....Henry Jaffe

BOARD OF DIRECTORS

Wm. P. Adams, Ben Alexander, Edward Arnold, Gunnar Back, Norman Barry, Hal Berger, Theodore Bliss, True Boardman, Nellie Booth, William Brandt, John Brown, Alan Bunce, Eddie Cantor, Kenneth Carpenter, Lon Clark, Clayton Collyer, Ted de Corsia, William T. Days, Jr.; Verna Felton, Thomas Freebairn-Smith, Ben Grauer, George Heller, Jean Hersholt, Fred Howard, John B. Hughes, Raymond Jones, Carleton Kadell, Phil Lord, Ted Maxwell, Alex McKee, Paul Nettinga, Richard

O R G A N I Z A T I O N S

Osgood, Arnold Moss, Virginia Payne, Vincent Pelletier, Minerva Pious, Walter Preston, Alan Reed, Kenneth Roberts, Anne Seymour, Del Sharrutt, Wayne Short, Lawrence Tibbett, Lucille Wall, Lewis Wareham, Ned Weaver, Tudor Williams.

BRANCH OFFICES

Chicago Local—540 North Michigan Avenue, Chicago, Ill.; Raymond Jones, Executive Secretary; Phone, Superior 6517.

Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; I. B. Kornblum, Executive Secretary; Phone, Hillside, 5121.

San Francisco Local—26 O'Farrell Street, San Francisco, California; Phone, Suite 3196, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.
Montreal Local—1126 St. Catherine St., West Montreal, Canada.

Detroit Local—717 Penobscott Bldg., Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 85, Miami, Fla.

Denver Local—4231 West 32nd St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wisc.

Cleveland Local—11418 Bellflower Rd., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Portland Local—P. O. Box No. 263, Portland, Ore.

Dallas Local—P. O. Box 2181, Dallas, Texas.

Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Pittsburgh, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Charlotte, N. C.; Rochester, N. Y.; Baltimore, Md.; San Diego, Calif.; Fresno, Calif.; Lawrence, Mass.; Grand Rapids, Mich.

American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.
Murray Hill 2-5644

OFFICERS

President.....Lawrence Tibbett
First Vice-President.....Jascha Heifetz
Second Vice-President.....Richard Bonelli
Third Vice-President.....Margaret Speaks
Fourth Vice-President.....Jose Iturbi
Fifth Vice-President.....Howard Hanson
Recording Secretary.....Elizabeth Hoepel
Treasurer.....Frank Chapman
Executive Secretary.....Blanche Witherspoon
Counsel.....Henry Jaffe

BOARD OF GOVERNORS

Paul Althouse, Arthur Anderson, Zlatko Balokovic, Ruth Bretton, John Brownlee, George Cehanovsky, Amy Ellerman, Eva Gauthier, Coe Glade, Walter Golde, Herbert Graf, John Gurney, Roland Guerard, Edward Harris, Julius Huehn, Edwin Hughes, Sascha Jacobsen, Frederick Jagel, Arthur Kent, Alexander Kipnis, Arthur Mahoney, James Melton, Lanny Ross, Alexander Smallens, Georgia Standing, Kerstin Thorborg, Armand Tokatyan.

BRANCH OFFICES

Hollywood: 7046 Hollywood Blvd.—Phone, Hollywood 7311
Chicago: 540 N. Michigan Blvd.—Phone, Superior 6517.

FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members. AGMA is a branch of the AAAA and is a sister union of the American Federation of Radio Artists.

American Marketing Association

Address individual officers

OFFICERS

President.....Albert Haring
(Indiana University)
1st Vice-President.....Wroe Alderson
(Curtis Publishing Co.)

2nd Vice-President.....Philip Salisbury
(Sales Management)

Treasurer.....Howard Whipple Green
(Real Property Inv. of Metro Cleveland)

Secretary.....Ross M. Cunningham
(Massachusetts Institute of Technology)

Editor-in-Chief, Journal of Marketing.....Reavis Cox
(War Production Board)

Business Manager, Journal of Marketing.....Robert N. King
(Batten, Barton, Durstine & Osborn)

DIRECTORS

Everett R. Smith, Macfadden Publications, Inc.; Lyman Hill, Servel Corp.; Henry E. Erdman; Virgil Reed, War Production Board.

FUNCTIONS

American Marketing Association is an organization for the study of marketing research.

American Newspaper Publishers Association

370 Lexington Ave., New York, N. Y.
CAledonia 5-2000

OFFICERS

President.....Walter M. Dear
Vice-President.....Linwood I. Noyes
Secretary.....Norman Chandler
Treasurer.....W. G. Chandler
General Manager.....Cranston Williams

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President.....George W. Bailey
Vice-President.....Charles E. Blalack
Managing Secretary.....Kenneth B. Warner
Treasurer.....David H. Houghton
Acting Communications Manager.....George Hart

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.
Columbus 5-7464

OFFICERS

President.....Deems Taylor
Vice-President.....Gustave Schirmer
Vice-President.....Oscar Hammerstein
Secretary.....George W. Meyer
Treasurer.....Max Dreyfus
Assistant Secretary.....J. J. Bregman
Assistant Treasurer.....Irving Caesar
General Manager.....John C. Paine

BOARD OF DIRECTORS

Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, J. J. Robbins, John O'Connor, Max Dreyfus, L. Wolfe Gilbert, Donald Gray, Roy Henderson, R. F. Murray, Geoffrey O'Hara, Richard Rodgers, Walter Fischer, Oscar Hammerstein II, Otto A. Harbach, Geo. W. Meyer, Jack Mil's, Gustave Schirmer, Oley Speaks, Herman Starr, Deems Taylor.

ADMINISTRATIVE OFFICERS

General Manager.....John G. Paine
 Assistant General Manager.....Herman Greenberg
 Comptroller.....George A. Hoffman
 Director of Public & Customer Relations
 Robert L. Murray

DIVISION SUPERVISORS

Western District
 6331 Hollywood Blvd., Hollywood, Calif.
 Supervisor.....Robert J. Powers

Mid-Western District
 7 South Dearborn St., Chicago, Ill.
 Supervisor.....John C. Wooden

Southern District
 607-11 First National Bldg., Atlanta, Ga.
 Supervisor.....I. T. Cohen

Eastern District
 30 Rockefeller Plaza, New York, N. Y.
 Supervisor.....F. C. Erdman

DISTRICT MANAGERS

Western
 Larry Shes, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
 Herman Kenin, 911 Public Service 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
 Martin Meltzer, 730 Des Moines Bldg., Des Moines, Ia.
 Richard I. Davis, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
 E. A. Sherwood, 1515 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
 E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.

Southern
 Messrs. Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.
 Stanley Shepard, 603 Hibernia Bank Bldg., New Orleans, La.
 Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
 P. O. Alexander, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.
 I. E. Pittle, 503 Liberty Life Bldg., Charlotte, N. C.
 David Nelson, 607 First National 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, 1140 Lincoln Alliance Bldg., Rochester, N. Y.
 Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.

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 Standards Association's War Committee on Replacement Parts for Civilian Radio

29 West 39th St., New York, N. Y.
 Phone, Pennsylvania 6-7284

MEMBERS

O. H. Caldwell, Radio Retailing Today, Chairman;
 John Borst, John F. Rider, Publisher, Inc.; M. M. Brandon, Underwriters' Laboratories; J. D. Filgate, Hazeltine Service Corp.; Earl A. Graham, OPA; Frank A. McIntosh, Radio Branch, WPB; Samuel Weisbroth, WPB, Alternate; G. Montjoy, RCA License Laboratories; M. J. Schinke, Stewart-Warner Corp.; P. R. Butler, General Electric Co., Alternate; K. S. Geiges, WPB; Dr. P. C. Agnew, American Standards Association; S. L. Chertog, American Standards Association, Secretary.

FUNCTIONS

This committee was organized at the request of the Office of Price Administration and War Production

Board to undertake a program of standardization and simplification of radio replacement parts.

American Television Society

Headquarters: 1140 Broadway, New York, N. Y.
 CAledonia 5-7430
 Meeting Place: Hotel Woodstock, New York, N. Y.

OFFICERS

President.....Norman D. Waters
 Vice-President.....Don McClure
 Treasurer.....Robert Champlain
 Secretary.....Kay Reynolds

DIRECTORS

David O. Alber, Halsey V. Barrett, William Caro, Don McClure, Robert Champlain, Olga Lee, Kay Reynolds, George Wallace, Norman D. Waters.

COMMITTEES

Defense: I. A. Hirschmann, Chairman
 Production: Thomas H. Hutchinson, Chairman
 Script: Don McClure, Chairman
 Talent: Olga Lee, Chairman
 Motion Pictures: S. S. Liggett, Chairman
 Research: C. Matthew Dessner, Chairman
 Library: Charles H. Whitebrook, Chairman
 Education: J. Raymond Hutchinson, Chairman
 Publications: George Wallace, Chairman
 Public Relations: David O. Alber, Chairman
 Social: Vivian Fletcher, Chairman
 Membership: Halsey V. Barrett

FUNCTIONS

American Television Society is a non-profit society 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 West 47th St., New York, N. Y.
 Phone: BRyant 9-3550

OFFICERS

President-Executive Director.....Frank Gillmore
 Executive Secretary.....Paul Dultzell
 1st Vice-President.....Jean Greenfield
 2nd Vice-President.....Kenneth Thomson
 Treasurer.....Ruth Richmond
 Counsel.....Paul N. Turner

FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington, D. C.
 District 3764

OFFICERS

International President.....Ed J. Brown
 International Secretary.....G. M. Bugniazet

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over radio operators, technicians, and engineers in radio broadcasting. Local Unions of radio broadcast technicians are now established in 56 cities in the United States, and approximately 300 standard commercial broadcast stations have agreements with IBEW.

• • • ORGANIZATIONS • • •

Association for Education By Radio

228 N. La Salle St., Chicago, Ill.
Dearborn 7801

OFFICERS

President.....Major Harold W. Kent
First Vice-President.....William D. Boutwell
Second Vice-President.....I. Keith Tyler
Treasurer.....Robert L. Hudson
Secretary.....Elizabeth Goudy

COMMITTEE CHAIRMEN

Kay Lardie, Membership; Mike Hanna, College Broadcasting; Elizabeth Goudy, Publications; Ronnie Lowdermilk, Equipment; John Gunstream, Program; Erik Barnouw, Script; Dorothy Johnson, Business Education; Vanett Lawlor, Music; Gordon Hubbel, Consumer Education; Donald Cherry, Transcription; Holland Roberts, Research; Kathryn Matchett, High School Workshop; Muriel Greer, Television.

Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto, Ont.
ADelaide 9774

OFFICERS

President.....P. K. Abramson
(The Borden Co., Ltd.)
Vice-President.....J. W. Moore
(Maple Leaf Milling Co., Ltd.)
Vice-President.....J. E. Mason
(Canada Dry Ginger Ale, Ltd.)
Vice-President.....R. L. Sperber
(Sterling Products, Ltd.)
Vice-President.....H. E. Stephenson
(Canada Starch Co., Ltd.)
Treasurer.....W. O. H. James
(The Dominion Bank)
Secretary-Manager.....Athol McQuarrie

DIRECTORS

D. E. Bankart, Northern Electric Co. Ltd.; George Bertram, Swift Canadian Co. Ltd.; Robert E. Jones, General Foods, Ltd.; L. E. Phenner, Canadian Cellulose Products Co. Ltd.; Neil B. Powter, Howard Smith Paper Mills Ltd.; Syd R. Skelton, Goodyear Tire & Rubber Co. of Canada Ltd.; Lee Trenholm, Underwood Elliott Fisher Ltd.; A. Usher, RCA Victor Co. Ltd.; S. H. Young, Christie, Brown & Co. Ltd.

FUNCTIONS

This association was incorporated in March 1917. For 28 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

Assn. of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.
BRYant 9-6330

OFFICERS

Chairman of Board.....Charles G. Mortimer, Jr.
(General Food Sales Corp.)
Vice-Chairman.....Carleton Healy
(Hiram Walker, Inc.)
Vice-Chairman.....C. C. Carr
(Aluminum Company of America)
President.....Paul B. West
Treasurer.....Robert B. Brown
(Bristol-Myers Co.)
Secretary.....G. S. McMillan

DIRECTORS

Robert V. Beucus, Andrew Jergens Co.; Albert Brown, The Best Foods, Inc.; Robert B. Brown, The Bristol-Myers Co.; A. O. Buckingham, Cluett, Peabody & Co.; Paul S. Ellison, Sylvania Electric Products, Inc.; W. A. Hart, E. I. du Pont de Nemours & Co.; M. H. Leister, Sun Oil Co.; J. P. Miller, Pet Milk Sales Co.; H. W. Roden, Harold H. Clapp, Inc.; H. M. Warren, National Carbon Co.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

Association of Radio News Analysts

100 E. 82nd St., New York, N. Y.
BUtterfield 8-5398

President.....H. V. Kaltenborn
Vice-President.....Raymond Gram Swing
Secretary-Treasurer.....Quincy Howe

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.

Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.
HOllywood 3545

OFFICERS

President.....Gerald King
Secretary.....C. P. MacGregor
Treasurer.....J. Messer
General Counsel.....John J. Wilson

DIRECTORS

Gerald King C. P. MacGregor, A. Schrade.

FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; Ray Morgan & Co.; Standard Radio; Field Bros.; Edward Sloman Productions, Ltd. Note: Association is inactive at the present time.

Australian Broadcasting Commission

264 Pitt St., Sydney, N. S. W., Australia
Phone M6991

Chairman.....William J. Cleary
Vice-Chairman.....Edward C. Rigby
Acting General Manager.....T. W. Bearup

FUNCTIONS

The Australian Broadcasting Commission provides the programs of the Australian National Broadcasting service which emanate from the National stations in each state. The transmitters are linked in a National network and a National Alternative network. The Commission is also responsible for Australian Short-Wave services and also publishes a journal. (Editor's Note: Inasmuch as wartime conditions make rapid communication impossible, changes may have taken place since this listing was received.)

Authors' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President.....Carl Carmer
Vice-President.....Manuel Komroff
Secretary.....Helen Hull

COUNCIL

Louis Adamic, Franklin P. Adams, Frederick Lewis Allen, Helen Christine Bennett, Van Wyck Brooks, Ben Lucien Burman, Elmer Davis, Bernard DeVoto, Mignon Eberhart, Walter D. Edmonds, Henry Pratt Fairchild, C. S. Forester, Maurice Hindus, Fannie Hurst, Inez Haynes Irwin, Will Irwin, Christopher La Farge, Lewis E. Lawes, Denis Tilden Lynch, Martha Ostenso, Frederick C. Painton, Henry F. Pringle, Carl Sandburg, Oscar Schisgall, Rex T. Stout, James Thurber, Margaret Widemer, Thyra Samter Winslow, Arthur Leo Zagat.

Authors' League

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President.....Howard Lindsay
Vice-President.....Henry F. Pringle
Secretary.....Kenneth Webb
Treasurer.....Arthur Schwartz

COUNCIL

Louis Adamic, Forrest Barnes, Stephen Vincent Benet, Irving Berlin, True Boardman, Elaine Sterne Carrington, Hector Chevigny, Marc Connelly, Norman L. Corwin, Russel Crouse, Elmer Davis, Merrill Denison, Paul Franklin, Frances Goodrich, Moss Hart, Thilo Higley, Inez Haynes Irwin, Will Irwin, Sidney Kingsley, Fred Kress, John Howard Lawson, Denis Tilden Lynch, Albert Maltz, William Brown Meloney, Kenyon Nicholson, Nathaniel Pepper, Arthur Richman, Orin Tovrov, Oscar Schisgall, Lyman Beecher Stowe, A. E. Thomas, George Roosen, John Vandercook, Rita Weiman, Stanley Young.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President.....Neville Miller
Vice-President.....M. 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 rights societies and to provide equal opportunity of recognition for all writers and composers.

Board of War Communications

Chairman's Office: c-o Federal Communications Commission, Washington, D. C.

PERSONNEL

James Lawrence Fly, Chairman, Federal Communications Commission; Major General Dawson Olmstead, Chief Signal Officer, of U. S. Army; Captain Carl F. Holden, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications; Herbert E. Gaston, Assistant Secretary of Treasury in charge of rearmament Enforcement Activities; Commander R. J. Mauerman, U. S. Coast Guard.

COMMITTEES

Alternates: E. K. Jett, Chief Engineer, Federal Communications Commission; Brigadier General Frank E. Stoner, Chief, Army Communications Branch; Captain Thomas B. Inglis, Assistant Director of Naval Communications; Francis C. de Wolf, Principal Divisional Assistant of the Division of International Communications; Captain E. M. Webster, Chief of Communications of the U. S. Coast Guard.

Coordinating: E. K. Jett, Chief Engineer of the Federal Communication Commission, Chairman; Francis C. De Wolf, Department of State; Major W. T. Guest, Department of War; Lt. Commander Franz O. Willenbacher, Department of Navy; Captain E. M. Webster, Chief of Communications, U. S. Coast Guard.

Law: Charles R. Denny, General Counsel of Federal Communications Commission, Chairman; Colonel Conrad E. Snow, Chief, Legal Branch, Office of the Chief Signal Officer, Department of War; John E. Shea, Department of Treasury; Commander Franz O. Willenbacher, Department of Navy; Raymond T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman; Paul E. Griffith, Secretary.

Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jolliffe, Secretary.

Priorities Planning: Lt. Colonel Lyle D. Wise, Chairman; George J. Dempsey, Secretary.

Amateur Radio: George W. Bailey, Chairman; E. M. Webster, Secretary.

Aviation Communications: R. O. Smith, Chairman; Ford Studebaker, Secretary.

Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary.

Domestic Broadcasting: Neville Miller, Chairman; A. D. Ring, Secretary.

Interdepartment Radio Advisory: Dr. P. H. Dellinger, Chairman; Commissioner T. A. M. Craven, Vice Chairman; P. F. Siling, Secretary; L. R. Brady, Assistant Secretary.

International Broadcasting: Walter C. Evans, Chairman; P. F. Siling, Secretary.

Radiocommunications: E. M. Webster, Chairman; F. M. Ryan, Secretary.

Communications Liaison for Civilian Defense: Wm. N. Krebs, Chairman; Herbert A. Friede, Secretary.

Priorities Liaison: Lt. Commander R. H. Griffin, Chairman; Gerald C. Gross, Secretary.

Telegraph: E. R. Shute, Chairman; Wm. J. Norfleet, Secretary.

Telephone: Z. Z. Hugus, Chairman; Clyde S. Bailey, Secretary.

State and Municipal Facilities: Captain Donald S. Leonard, Chairman; G. E. Nielson, Secretary.

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
PEnnsylvania 6-5466

OFFICERS

President.....Neville Miller
Vice-President-General Manager.....M. E. Tompkins
Vice-President-General Counsel.....Sydney M. Kaye
Vice-President.....Carl Haverlin
Treasurer.....C. E. Lawrence

DIRECTORS

Neville Miller, National Association of Broadcasters; Walter Damm, WTMJ; John Elmer, WCBM; Frank K. White, Columbia Broadcasting System; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kapner, WCAE.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge.....Harry Engel

54 West Randolph St., Chicago, Ill.
Executive-in-Charge.....James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS

President-General Manager.....Glen Bannerman
Chairman of the Board.....Harry Sedgwick
Vice-Chairman of the Board.....George C. Chandler
General Counsel.....Joseph Sedgwick
Secretary-Treasurer.....T. Arthur Evans

ORGANIZATIONS

DIRECTORS

Harry Sedgwick, CFRB, Toronto; J. N. Thivierge, CHRC, Quebec; E. T. Sandell, CKTB, St. Catharines; George Chandler, CJOR, Vancouver; J. W. B. Browne, CKOV, Kelowna; J. A. Cooke, CKGB, Timmins; Phil LaLonde, CKAC, Montreal; A. A. Murphy, CFQC, Saskatoon; N. Nathanson, CJCBC, Sydney; K. S. Rogers, CFKY, Charlottetown; H. R. Carson, CFAC, Calgary.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

Canadian Performing Right Soc., Ltd.

1003 Royal Bank Bldg., Toronto, Canada

OFFICERS

President-Managing Director... H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Gene Buck, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

FUNCTIONS

This organization was formed for the protection of Canadian performing rights and the licensing of public performance of music.

Catholic Actors Guild of America, Inc.

Hotel Astor, New York, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
Vice-President.....Hugh O'Connell
Honorary Vice-Presidents:
Bing Crosby, Dan Healy, Pat O'Brien, Donald Brian
Chaplain-Treasurer.....Rev. John F. White
Recording Secretary.....Don Gautier
Counsel.....Hon. Alfred J. Talley
Historian.....Lida Kane
Executive Secretary.....George Buck
Chairman of Executive Board.....John A. Bado
Social Secretary (Theatrical).....Jane Hoy
Social Secretary (Non-Theatrical)
Mrs. Cornelius J. Gallagher

FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, screen and radio, non-sectarian in scope.

Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.
ENdicott 2-0412

OFFICERS

President.....Joseph Avery Durkin
1st Vice-President.....Edwin P. Kilroe
2nd Vice-President.....Richard Reid
3rd Vice-President.....Charles Moran
Treasurer.....Clarence E. Heller
Financial Secretary.....Eleanor M. Tucker
Corresponding Secretary.....Bernadette A. Forrest
Counsel.....Henry N. Steinert
Spiritual Director.....Rev. John B. Kelly
Honorary President...Most Rev. Francis Joseph Spellman

BOARD OF GOVERNORS

Thomas E. Woodlock, Very Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Edgerly, Margaret Marshall, Nick Kenny, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

Clear Channel Broadcasting Service

919 Shoreman Bldg., Washington, D. C.
REpublic 3306

OFFICERS

Chairman.....Edwin W. Craig
Director.....Allan B. Miller
Treasurer.....Harold Hough
Counsel.....Louis G. Caldwell

FUNCTIONS

The function of the Clear Channel Broadcasting Service is to foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

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 other 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.....Elmer Rice
Vice-President.....George S. Kaufman
Secretary.....Richard Rodgers

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Clare Boothe, Edward Childs Carpenter, Patricia Collin, Marc Connelly, Rachel Crothers, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Dorothy Fields, Rose Franken, Frances Goodrich, Paul Green, Lorenz Hart, Lillian Hellman, Arthur Kober, Melvin Levy, Howard Lindsay, Eugene O'Neill, Arthur Richman, Arthur Schwartz, Robert E. Sherwood, George Sklar, Lulu Vollmer, Kurt Weill, 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 Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.
REpublic 1820, Extension 2280

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Gertrude G. Broderick
Assistant to the Chairman.....W. D. Boutwell
Director, Script & Transcription Exchange,
R. R. Lowdermill

EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education; eGeorge P. Adair, Federal Communications Commission; Lyman Bryson, Columbia Broadcasting System; John Elmer, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; Rev. George Johnson, National Catholic Welfare Conference; Harold B. McCarty, Station WHA; Neville Miller, National Association of Broadcasters; Levering Tyson, Muhlenberg College; Judith C. Waller, National Broadcasting Co.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educators, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Glossary of Radio Terms, "Americans All—Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and many others.

Federal Trade Commission

Constitution Ave. at 6th St., N.W., Washington, D.C.
National 8206

PERSONNEL

Chairman.....Garland S. Ferguson
Commissioner.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Commissioner.....Robert E. Freer
Secretary.....Otis B. Johnson
Chief Counsel.....Wm. T. Kelley
Chief Examiner.....James A. Horton
Chief Economist.....Col. William H. England
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.

Financial Advertisers Association

231 S. La Salle St., Chicago, Ill.
State 5547

OFFICERS

President.....L. E. Rownsend
(Bank of America)
First Vice-President.....Lewis F. Gordon
(Citizens & Southern National Bank)
Second Vice-President.....J. Lewell Lafferty
(Fort Worth National Bank)
Third Vice-President.....Dale Brown
(National City Bank)
Treasurer.....Fred W. Mathison
(National Security Bank)
Executive Vice-President.....Preston E. Reed

Federal Communications Bar Assn.

National Press Bldg., Washington, D. C.

OFFICERS

President.....Eugene O. Sykes
First Vice-President.....Paul M. Segal
Second Vice-President.....Eliot C. Lovett
Secretary.....Reed T. Rollo
Treasurer.....John M. Littlepage

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.
GRamercy 5-3475

OFFICERS

Executive Secretary.....Frank C. Goodman
Assistant Executive.....Ethel A. Rich
Secretary.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces eight non-sectarian religious radio programs each week, as well as special programs, over national networks.

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

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.; Oakland, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

F M Broadcasters, Inc. (FMBI)

Office of the President: 333 W. State St., Milwaukee, Wis.
Office of the Secretary-Treasurer: 21 Brookline Ave., Boston, Mass.

OFFICERS

President.....Walter J. Damm
Vice-President.....Theodore C. Streibert
Secretary-Treasurer.....Robert T. Bartley

DIRECTORS

John Shepard, 3rd, John V. L. Hogan, Paul W. Morency, Carl Meyers, Ray H. Manson, Jack deWitt, Jr., Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

FUNCTIONS

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner; to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

Georgia Association of Broadcasters

C/o Radio Station WMAZ, Macon, Ga.
Phone 3131

OFFICERS

President....."Red" Cross
(WMAZ, Macon)
Vice-President.....Ray Ringson
(WRDW, Augusta)
Secretary-Treasurer.....Allie V. Williams
(WMAZ, Macon)

FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

(Editor's Note: The International Short Wave Club has suspended activity for the duration.)

The Lambs

130 W. 44th St., New York, N. Y.
BRYANT 9-8020

OFFICERS

Shepherd Fred Waring
Boy Raymond Peck
Corresponding Secretary Bobby Clark
Recording Secretary Jack Whiting
Treasurer Ralph Trier
Librarian John Golden
Assistant Secretary T. H. Druffit

MEMBERS OF THE COUNCIL

Kenneth Webb, Martin Gillen, James E. Meighan, Earl Benham, Edward C. Lilley, John McManus, Percy Moore, Edwin Burke, Dr. M. Say'e Taylor, M. D. Stauffer, William P. Adams, Hal Christensen, Walter N. Greaza, Thomas Jefferson Miley, Tex O'Rourke.
LIFE DIRECTORS: R. H. Burnside, A. O. Brown, Frank Crummit, William Gaxton.

Market Research Council

OFFICERS

President Elmo Roper
(Elmo Roper)
Vice-President D. B. Lucas
(New York University)
Secretary-Treasurer Ray Robinson
(Crowell-Collier Publishing Co.)

EXECUTIVE COMMITTEE

Elmo Roper, D. B. Lucas, Ray Robinson, John L. Bogert, Will S. Johnson.

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.

Minnesota Radio Council

1001 Hennepin Ave., Minneapolis, Minn.
Phone, MA 2571

OFFICERS

President Miss Ruth Rosholt
First Vice-President Dr. Raymond J. Chadwick
Second Vice-President Miss Katharine Kohler
Recording Secretary Mrs. Arthur P. Peterson
Corresponding Secretary Mrs. W. H. MacNeil
Treasurer Miss Marguerite Breen
BRANCH OFFICES: Duluth, St. Cloud, Winona, A bet Lea.

FUNCTIONS

The Minnesota Radio Council aims to coordinate and cooperate with women's organizations, schools, religious groups and other educational institutions with radio programs. The Council plans to establish standards for the guidance of those concerned with the planning and production of radio programs; publicize approved radio shows; collect and distribute information concerning the reaction of listeners to all types of radio programs.

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
General Manager Harry Fox

Nat'l Assn. of Broadcast Engineers

1509 N. Vine St., Hollywood, Calif.
GRanite 7273

OFFICERS

President James H. Brown
Vice-President Frank C. Schnepfer
Secretary-Treasurer Thor E. LaCroix

FUNCTIONS

The NABE is an independent national labor organization representing radio broadcasting engineers and technicians exclusively. Chapters are located throughout the country.

National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,
Washington, D. C.
National 2080

OFFICERS

President Neville Miller
Assistant to President-Acting
Secretary-Treasurer C. E. Arney, Jr.
General Counsel Russell P. Place
Director of Labor Relations Joseph L. Miller
Director of Broadcast Advertising Lewis H. Avery
Director of Research Paul F. Peter
Director of Engineering Howard S. Frazier
Director of Promotion Arthur C. Stringer
Auditor Everett E. Revercomb
Coordinator of Listener Activities Mrs. Dorothy Lewis

BOARD OF DIRECTORS

District

- 1—Paul Morency, WTIC, Hartford, Conn.
- 2—Kolin Hager, WGY, Schenectady, N. Y.
Paul W. Kesten, CBS, New York, N. Y. (network director.)
- 3—Isaac D. Levy, WCAU, Philadelphia, Pa.
- 4—G. Richard Shafto, WIS, Columbia, S. C.
Frank M. Russell, Washington, D. C. (network director.)
Don S. Elias, WWNC, Asheville, N. C. (director-at-large)
- 5—Frank King, WMBR, Jacksonville, Fla.
James W. Woodruff, Jr., WRBL, Columbus, Ga. (director-at-large)
- 6—Hcyt B. Wooten, WREC, Memphis, Tenn.
Edwin W. Craig, WSM, Memphis, Tenn.
- 7—J. H. Ryan, WSPD, Toledo, Ohio
- 8—John E. Fetzer, WKZO, Kalamazoo, Mich.
- 9—Edgar L. Bill, WMBD, Peoria, Ill.
- 10—John J. Gillin, Jr., WOW, Omaha, Nebr.
J. O. Maland, Des Moines, Ia.
- 11—E. L. Hayek, KATE, Albert Lea, Minn.
- 12—William B. Way, KVOO, Tulsa, Okla.
Herbert Hollister, KANS, Wichita, Kans. (director-at-large)
- 13—Kern Tips, KPRC, Houston, Tex.
- 14—Ed Yocum, KGHL, Billings, Mont.
Eugene P. O'Fallon, KFEL, Denver, Colo. (director-at-large)
- 15—Arthur Westlund, KRE, Berkeley, Calif.
- 16—Calvin J. Smith, KFAC, Los Angeles, Calif.
- 17—Harry R. Spence, KXRO, Aberdeen, Wash.

EXECUTIVE COMMITTEE

Neville Miller, Paul W. Morency, James D. Shouse, Don S. Elias, John J. Gillin, Jr., John Elmer, O. L. Taylor.

National Assn. of Performing Artists

630 Fifth Ave., New York, N. Y.
Circle 7-8194

OFFICERS

President James J. Walker
First Vice-President Fred Waring
Vice-President Meyer Davis
Vice-President Paul Whiteman
Vice-President Al Jolson
Secretary Frank Crumit
Treasurer Don Voorhees
General Counsel Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Frank Crumit, Meyer Davis, Mary

ORGANIZATIONS

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, Jacob Rosenberg, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul White-man, 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 Better Business Bureau, Inc.

405 Lexington Ave., New York, 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.

Nat'l Assn. Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois

OFFICERS

Acting President Gilbert D. Williams
(WBAA, West Lafayette, Ind.)
Treasurer W. I. Griffith
(WOI, Ames, Iowa)
Executive Secretary Frank Schooley
(WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

National Independent Broadcasters

(NIB)

Chairman's Office: 730 Fifth Ave., New York, N. Y.
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
Phone, Republic 3607

OFFICERS

Chairman, Board of Directors Harold A. Lafount
President George B. Storer
Vice-President L. B. Wilson
Secretary-Treasurer Lloyd C. Thomas
General Counsel Andrew W. Bennett
Managing Director Edwin M. Spence

DIRECTORS

Harold A. Lafount, Chairman of the Board; Ralph L. Atlass, WJJD, Chicago, Ill.; S. A. Cislser, WGRG, Louisville, Ky.; Edward Codel, WPAT, Paterson, N. J.; E. B. Craney, KGIR, Butte, Mont.; A. J. Fletcher, WRAL, Raleigh, N. C.; Thompson Guernsey, WLBY, Bangor, Me.; James F. Hopkins, WJBK, Detroit, Mich.; C. J. Lanphier, WEM?, Milwaukee, Wisc.; Martin L. Leich, WBOW, Terre Haute, Ind.; Ben Ludv. WIBW, Topeka, Kans.; Glenn Marshall, Jr., WFOY, St. Augustine, Fla.; E. C. Reineke, WDAY, Fargo, N. D.; L. M. Sepaugh, WSLI, Jackson, Miss.; Edwin M. Spence, WWDC, Washington, D. C.; George B. Storer, The Fort Industry Co.; Lloyd C. Thomas, KGFV, Kearney, Nebr.; Arthur Westlund, KRE, Berkeley, Calif.; L. B. Wilson, WCKY, Cincinnati, Ohio.

FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar

to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

President Herbert V. Mergready
(Magnus Chemical Co.)
Vice-President Robert J. Barbour
(Bakelite Corporation)
Vice-President Allan P. Colby
(National Supply Co.)
Vice-President Wilmer S. Cordes
(American Steel & Wire Co.)
Vice-President John A. M. Galilee
(Canadian Westinghouse Co., Ltd.)
Vice-President Harry A. Keene
(Grinnell Company, Inc.)
Vice-President Frederic I. Lacksen
(The Hays Corp.)
Vice-President Anthony Neher
(Century Electric Co.)
Vice-President H. S. Schuler
(Westinghouse Electric & Mfg. Co.)
Secretary-Treasurer Arnold Andrews
(Bucyrus-Erie Company)
Past President R. P. Dodds
(Truscon Steel Company)
Headquarters Secretary Mildred R. Webster

DIRECTORS

C. M. Buchanan, Van Sant, Dugdale & Co., Baltimore, Md.; M. J. Donahue, Anchor Post Fence Co., Baltimore, Md.; K. R. Sutherland, Sutherland-Abbott, Boston, Mass.; James H. Watson, S. D. Watson Co., Boston, Mass.; W. Lane Witt, Crane Co., Chicago, Ill.; Blaine G. Wiley, All-Steel-Equip Co., Aurora, Ill.; Wm. E. McFee, American Rolling Mill Co., Middletown, Ohio; Theodore Brown, Perry-Brown, Inc., Middletown, Ohio; Ernest C. Roberts, The Clark Controller Co., Cleveland, Ohio; C. B. Cook, The Ellwell-Parker Electric Co., Cleveland, Ohio; J. X. Farrar, The Jeffrey Mfg. Co., Columbus, Ohio; Charles E. Brown, Denison Engineering Co., Columbus, Ohio; Bruce Morse, Square D Co., Detroit, Mich.

John A. Marshall, Wolverine Tube Co., Detroit, Mich.; Harold A. Quinlan, Spencer W. Curtiss, Inc., Indianapolis, Ind.; J. A. Delo, Continental Steel Corp., Kokoma, Ind.; R. Calvert Haws, Western Precipitation Corp., Los Angeles, Calif.; Don Mack, Weber Showcase & Fixture Co., Los Angeles, Calif.; Frank W. Pensinger, Landis Tool Co., Waynesboro, Pa.; Terry Mitchell, Frick Co., Waynesboro, Pa.; Walter E. Schutz, Delta Manufacturing Co., Milwaukee, Wis.; E. J. Goes, Kohring Co., Milwaukee, Wis.

Lowell H. Swenson, Wm. Bros. Boiler & Mfg. Co., Minneapolis, Minn.; Roy H. Smallwood, Wm. H. Ziegler Co., Minneapolis, Minn.; A. P. Darcel, Crane, Ltd., Montreal, Canada; W. A. Bates, Steel Co. of Canada, Ltd., Montreal, Canada; John Coakley, Thomas A. Edison, Inc., West Orange, N. J.; Samuel E. Gold, Lignum-Vitae Corp., 96-100 Boyd Ave., Jersey City, N. J.; C. M. Neighbors, Babcock & Wilcox Co., New York, N. Y.; E. Scott Pattison, G. M. Basford Co., New York, N. Y.; A. O. Witt, Schramm, Inc., West Chester, Pa.; J. S. McCullough, Yale & Towne Mfg. Co., Philadelphia, Pa.; C. E. Herington, Meehanite Research Institute of America, Inc., Pittsburgh, Pa.; Harold S. Downing, Walker & Downing, Pittsburgh, Pa.

Walter A. Bowe, Carrier Corp., Syracuse, N. Y.; Wallace W. Lockwood, Taylor Instrument Companies, Rochester, N. Y.; M.R. Crossman, Cramer-Krasselt Co., Milwaukee, Wis.; Walter Hagstrom, Mattison Machine Works, Rockford, Ill.; Gordon W. Monfort, Caterpillar Tractor Co., San Leandro, Calif.; W. H. Wilde, The McCarty Co., San Francisco, Calif.; Charles W. Bolan, Carter Carburetor Corp., St. Louis, Mo.; O. R. French, Oakleigh R. French & Associates,

St. Louis, Mo.; T. K. Almroth, Owen-Illinois Glass Co., Toledo, Ohio; Ben C. Gardner, The DeVilbiss Co., Toledo, Ohio.

L. B. Hicks, Canadian Electric Co., Ltd., Toronto, Canada; Donald McCrimmon, C. A. Dunham Co., Toronto, Canada; G. M. Fletcher, The Stanley Works, New Britain, Conn.; H. E. Merrill, General Electric Co., Bridgeport, Conn.; William S. Miller, The General Fireproofing Co., Youngstown, Ohio; A. M. Wearstler, Wearstler Advertising, Inc., Youngstown, Ohio; Fred B. Holcomb, National Automatic Tool Co., Richmond, Ind.; Alan A. Ballantyne, Novo Engine Co., Lansing, Mich.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

Nat'l Television System Committee

PERSONNEL

- Chairman.....Dr. W. R. G. Baker
(General Electric Co.)
 - Secretary.....Virgil M. Graham
(Sylvania Electric Products, Inc.)
 - Committeeman.....Dr. Ralph Bown
(Bell Telephone Labs., Inc.)
 - Committeeman.....Leonard H. Hole
Alternate.....Dr. P. C. Goldmark
(Columbia Broadcasting System, Inc.)
 - Committeeman.....Allen B. DuMont
Alternate.....Dr. T. T. Goldsmith
(Allen B. DuMont Laboratories, Inc.)
 - Committeeman.....B. R. Cummings
Alternate.....Madison Cawein
(Farnsworth Television & Radio Corp.)
 - Committeeman.....Dr. E. F. W. Alexanderson
Alternate.....I. J. Kaar
(General Electric Co.)
 - Committeeman.....Daniel E. Harnett
Alternate.....W. A. MacDonald
(Hazeltime Service Corporation)
 - Committeeman.....Albert I. Lodwick
Alternate.....A. F. Murray
(Hughes Tool Company)
 - Committeeman.....Dr. Alfred N. Goldsmith
Alternate.....H. A. Wheeler
(Institute of Radio Engineers)
 - Committeeman.....J. V. L. Hogan
Alternate.....L. C. Smeby
(National Association of Broadcasters)
 - Committeeman.....David B. Smith
Alternate.....F. J. Bingley
(Philco Corporation)
 - Committeeman.....Dr. R. H. Manson
Alternate.....Dr. C. R. Town
(Stromberg-Carlson Telephone Mfg. Co.)
 - Committeeman.....Paul Raibourn
(Television Productions, Inc.)
 - Committeeman.....John R. Howland
Alternate.....J. E. Brown
(Zenith Radio Corporation)
 - Committeeman.....E. W. Engstrom
Alternate.....Dr. C. B. Jolliffe
(RCA Manufacturing Co.)
 - Committeeman.....D. C. Little
(Westinghouse Elec. & Mfg. Co.)
- COMMITTEE CHAIRMEN**
- Committee on Synchronization.....D. B. Smith
 - Committee on Color Television.....Dr. P. C. Goldmark
 - Committee on Monitoring.....Dr. T. T. Goldsmith, Jr.
 - Committee on Visual Sideband.....C. A. Priest

National Variety Artists, Inc.

225 W. 46th St., New York, N. Y.
Columbus 5-2638

OFFICERS

- President.....Louis Handin
- First Vice-President.....Joe Verdi
- Second Vice-President.....Lester Rose
- Treasurer.....Frank O'Connell
- Recording Secretary.....Rosa Crouch

DIRECTORS

Charles Preston, Juliet Heath, Joe Ross, George Crowley, Leon E. Bendon, Vic Christie, Bert Spencer, Joe Woods, Wilbur Hold

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

OFFICERS

- President.....Jud Woods
(KFOR, Lincoln)
- Vice-President.....L. L. Hilliard
(KGKY, Scottsbluff)
- Secretary-Treasurer.....Art Thomas
(WJAG, Norfolk)

DIRECTORS

W. I. LeBarron, KGNF, North Platte; Vernon H. Smith, KOWH, Omaha; John J. Gillin, Jr., WOW, Omaha.

MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGKY, Scottsbluff, KGNF, North Platte; KMMJ, Grand Island; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha; KBON, Omaha.

Network Affiliates, Inc.

Munsey Bldg., Washington, D. C.

OFFICERS

- President.....Eugene C. Pulliam
(WIRE, Indianapolis, Ind.)
- Vice-President.....Hubert Taft, Jr.
(WKRC, Cincinnati, O.)
- Secretary-Treasurer.....William J. Scripps
(WWJ, Detroit, Mich.)

DIRECTORS

Ed Craney, KGIR, Butte, Mont.; W. J. Scripps, WWJ, Detroit, Mich.; Eugene C. Pulliam, WIRE, Indianapolis, Ind.; Ronald Woodyard, WING, Dayton, O.; Luther L. Hill, KRNT, Des Moines, Ia.; H. J. Brennen, KQV, Pittsburgh, Pa.; Hoyt Wooten, WREC, Memphis, Tenn.; John A. Kennedy, WCHS, Charleston, W. Va.; Edgar Bill, WMBD, Peoria, Ill.; Donald Davis, WHB, Kansas City, Mo.; Hubert Taft, Jr., WKRC, Cincinnati, O.; Leonard H. Kapner, WCAE, Pittsburgh, Pa.

BRANCH OFFICES

Indianapolis: Claypool Hotel; Phone, Riley 1541; Eugene C. Pulliam, President.
Detroit: 626 West Lafayette Blvd., Phone Randolph 2000; William J. Scripps, Secretary-Treasurer.

FUNCTIONS

All independently owned network affiliates are eligible to membership in Network Affiliates, Inc. Clear channel stations and purely local stations are not eligible for membership. The principal object of the association is to promote and protect the American system of broadcasting as it now functions and to oppose the establishment of super-power stations in the United States. It also serves as a mutual clearing house for network affiliate stations in their relations with the network company, ASCAP, BMI and with the FCC.

New Jersey Broadcasters' Association

C/o John C. Bird
WCAP, Asbury Park, N. J.
Phone: Asbury Park 1911

OFFICERS

- President.....A. Harry Zoog
(WTTM, Trenton)
- Vice-President.....I. R. Rosenhaus
(WAAT, Newark)
- Vice-President.....O. L. Maxey
(WSNJ, Bridgeton)

Secretary-Treasurer.....John C. Bird
(WCAP, Asbury Park)

EXECUTIVE BOARD

A. Harry Zoog, O. L. Maxey, John C. Bird, WCAP, Asbury Park, George S. McGinley, WTTM, Trenton; A. B. Schillin, WAAT, Jersey City.

Newspaper Radio Committee

370 Lexington Ave., New York, N. Y.
LEXington 2-8497

OFFICERS

- Chairman.....Harold V. Hough

ORGANIZATIONS

Vice-Chairman.....Walter J. Damm
 Treasurer.....Dean Fitzner

FUNCTIONS

Newspaper Radio Committee was organized by publishers of newspapers owning broadcast stations to present before the FCC their defense against FCC Order No. 79 issued March 20, 1941.

North Carolina Assn. of Broadcasters

President's Office: C/o WSTP, Salisbury, N. C.

OFFICERS

President.....Bryce P. Beard
 (WSTP, Salisbury)
 Vice-President.....Jerry Winters
 (WGBR, Goldsboro)
 Treasurer.....A. E. Joscelyn
 (WBT, Charlotte)
 Secretary.....Nathan Frank
 (WCBT, Roanoke Rapids)

FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

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

33 N. High St., Columbus, Ohio
 Phone, MA 4581

OFFICERS

President.....Carl Everson
 (WHKC, Columbus)
 Vice-President.....Robert T. Mason
 (WMRN, Marion)
 Secretary-Treasurer.....Laben T. Smith
 (WCOL, Columbus)

Oregon State Broadcasters' Assn.

c/o Lee Bishop, President
 KMED, Medford, Ore.

OFFICERS

President.....Lee Bishop
 (KMED, Medford)
 Vice-President.....Arden Pangborn
 (KGW-KEX, Portland)
 Secretary-Treasurer.....Frank Loggan
 (KBND, Bend)
 Board Members.....Frank Hill, Henry Swartwood, Jr.

FUNCTIONS

Membership roster of this organization includes all broadcasting stations in Oregon, including state and municipal stations. Purpose is to be of mutual assistance in commercial, management and technical problems by exchange of information and group action if needed.

Pacific Advertising Association

337 Monadnock Building
 San Francisco, Calif.
 Phone: GARfield 6386

OFFICERS

President.....Lawrence Lane
 (Sunset Magazine)

Senior Vice-President.....Marion Nelson
 (Giliham Advertising Agency)

Secretary-Treasurer.....Carl J. Eastman
 (N. W. Ayer & Son)

Vice-President-at-Large.....Ruth Callahan
 (Calif. Parent-Teacher Magazine)

V-P District 1.....George Weber
 (Mac Wilkins & Cole Advtg. Agency)

V-P District 2.....Walter Wagstaff
 (Radio Station KDYL)

V-P District 3.....Arlyn Cole
 (Mac Wilkins & Cole Advtg. Agency)

V-P District 4.....Howard Willoughby
 (Foster & Kleiser Co.)

V-P District 5.....I. N. Shun
 (Advertising Counselors, Inc.)

Past President.....Don Belding
 Chairman, Finance Division.....Walter J. Held
 (Standard Oil Co.)

Chairman, Club Service Division.....Elliott C. Hensel
 (Business Counselor)

Chairman, Advancement of Business Division
 (Portland General Electric Co.)

Chairman, Pacific Advertising Commission
 (Business Counselor)

George W. Kleiser, Sr.
 (Foster & Kleiser Co.)

Chairman, Senior Advisory Committee
 (Union Oil Company)

Chairman, Junior Executive Committee.....Jerry Crollard
 (Sunset Outdoor Adv. Co.)

FUNCTIONS

This Association is composed of 22 advertising clubs in 11 western states and of contributing members to the association's advancement of business and "Advertisers for Victory" program.

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....Clair R. McCollough
 (WGAL, Lancaster)

Vice-President.....Clifford Chafey
 (WEEU, Reading)

Secretary.....C. G. Moss
 (WKBO, Harrisburg)

Treasurer.....Dr. Leon Levy
 (WCAU, Philadelphia)

DIRECTORS

H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRAC, Williamsport; Arthur Simon, WPEN, Philadelphia.

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.
 COLUMBUS 5-7362

OFFICERS

President.....Rocco Vocco

First Vice-President.....Joseph Santly

Second Vice-President.....Charles Warren

Third Vice-President.....Phil Kornheiser

Treasurer.....Irving Tanz

Financial Secretary.....Michael L. Schloss

Recording Secretary.....Louis E. Schwartz

Sergeant-at-Arms.....David Kent

Executive Director.....Bob Miller

BRANCH OFFICES

19 S. La Salle St., Chicago, Ill.
 Regional Director.....Morton Schaefer

1509 N. Vine St., Hollywood, Calif.
 Regional Director.....Allan Ross

36 East Fifth Street, Cincinnati, Ohio

Regional Director Danny Engel
 433 Little Building, Boston, Mass.
 Regional Director Charles Goldberg
 316 Porter St., Philadelphia, Pa.
 Regional Director David Blum

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
 Longacre 5-6622

OFFICERS

President Paul Ware
 Vice-President Charles E. Dean
 Recording Secretary Lucius E. Packard
 Corresponding Secretary C. James Morelock
 Treasurer J. J. Stantley

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 Correspondents' Association

United States Capitol, Washington, D. C.
 National 3120, Extension 1410

OFFICERS

President Fred W. Morrison
 Vice-President Eric Sevareid
 Secretary Francis W. Tully
 Treasurer Earl Godwin
 Ex-Officio Member, Executive Committee H. R. Baukhage

FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House as well as providing facilities for radio news men at national political conventions.

Radio Council—WBEZ

Chicago Public Schools

228 N. La Salle St., Chicago, Ill.
 Dearborn 7801

OFFICERS

Superintendent of Schools Dr. William H. Johnson
 Acting Director George Jennings
 Engineer E. H. Anderson

SCHOOL BROADCAST CONFERENCE

Harold W. Kent, Chairman; Judith Waller, National Broadcasting Co.; Lavinia Schwartz, Columbia Broadcasting System; George Jennings, Director of Conference; Harriet Hester, WLS, Chicago; Al Hollender, WJJD-WIND, Chicago; David Heffernan, Cook County Schools; William Drips, The Blue Network.

FUNCTIONS

The Radio Council operates a non-commercial educational FM station and is producing group, primarily interested in in-school broadcasts for Chicago schools. It also produces many out-of-school programs over local stations and publishes literature in this connection. It also conducts the annual School Broadcast Conference which is primarily interested in showing ways in which to use radio programs in the classroom; public service programs for community organizations; adult education.

Radio Directors Guild

The Berkshire
 21 East 52nd St., New York, N. Y.
 PLaza 3-5800, Extension 206

OFFICERS

President Earle L. McGill
 Vice-President and Chairman, Membership Committee Jerry Devine
 Treasurer Robert L. Shayon
 Secretary John Macdonnell
 Chairman, War Activities Committee Phil Cohan
 Past President George J. Zachary
 Past Vice-President Edward A. Byron

COUNCIL

Earle L. McGill, Jerry Devine, Robert L. Shayon, John Macdonnell, Phil Cohan, William M. Sweets, Roger Bower, Theodora Yates, Harold McGee, John Loveton.

Radio Executives Club of New York

400 Madison Ave., New York, N. Y.

OFFICERS

President Thomas H. Lynch
 Vice-President Linnea Nelson
 Secretary Bevo Middleton
 Treasurer Peggy Stone

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 weekly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
 National 4901

OFFICERS

President Paul V. Galvin
 (Galvin Manufacturing Corp.)
 Executive Vice-President-General Manager Bond Geddes
 Vice-President Ray H. Manson
 (Stromberg-Carlson Tel. Mfg. Co.)
 Vice-President M. F. Balcom
 (Sylvania Electric Products, Inc.)
 Vice-President G. W. Henyan
 (General Electric Company)
 Vice-President James P. Quam
 (Quam-Nichols Co.)
 Vice-President Ray E. Sparrow
 (P. R. Mallory & Co., Inc.)
 Treasurer Leslie Muter
 (The Muter Co.)
 General Counsel John W. Van Allen
 (Buffalo, N. Y.)

DIRECTORS

P. S. Billings, Belmont Radio Corp.; Octave Blake, Cornell-Dubilier Electric Corp.; H. C. Bonfig, RCA Manufacturing Co., Inc.; James T. Buckley, Philco Corp.; James C. Daley, Jefferson Electric Co.; Paul V. Galvin, Galvin Mfg. Corp.; W. P. Hillard, Bendix Radio; J. J. Kahn, Standard Transformer Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; H. E. Osmun, Centralab; James P. Quam, Quam-Nichols Co.; David T. Schultz, Raytheon Production Corp.; Ernest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.

Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada
 Adelaide 1531

OFFICERS

President E. C. Grimley
 Vice-President L. A. Young
 Executive Secretary W. W. Richardson
 Chairman of Engineering Committee C. J. Irwin

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

Director R. R. Lowdermilk

• • • ORGANIZATIONS • • •

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.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
MUrray Hill 5-6930

OFFICERS

National President Paul Franklin
Vice-President, Eastern Region John Vandercook
Vice-President, Middle Western Region

George Roosen
Vice-President, Western Region Arch Oboler
Executive Secretary, Eastern Region Luise Silcox
Assistant Secretary, Mid-western Region

Pauline Hopkins
Assistant Secretary, Western Region Pauline Lauber

BRANCH OFFICES

Hollywood: 1655 N. Cherokee Ave.
Chicago: Room 443 Allerton Hotel

EASTERN REGIONAL COUNCIL

Erik Barnouw, Norman Corwin, Knowles Entriokin,
Stuart Hawkins, Harry R. Herrmann, J. T. W. Martin,
Richard McDonagh, Addy Richton, William L. Shirer,
Kenneth Webb, Peter Lyon.

FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver, Colo.
KEystone 5306

OFFICERS

President C. B. Hershey
Secretary William M. Spackman
Treasurer E. A. Conway, S. J.
Director Robert B. Hudson

EXECUTIVE COMMITTEE

A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Stearns, Malcolm G. Wyer.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 29 organizations formed to give professional aid to educational organizations in planning, preparing and producing their radio broadcasts. In 1942 it produced 374 programs for 34 organizations, which were re-broadcast 1,762 times from 19 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

SESAC, Inc.

113 W. 42nd St., New York, N. Y.
BRyant 9-3223

OFFICERS

President Paul Heinecke

FUNCTIONS

Licensing use of copyrighted music.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
LOngacre 5-9124

OFFICERS

President Sholom Secunda
Vice-President Rev. Pinchus Jassinowsky
Treasurer Alexander Olshanetsky
Secretary Henry Lefkowitz
General Manager Salom J. Perlmutter
Counsel A. Edward Masters

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which

they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
PENnsylvania 6-0620

OFFICERS

President Herbert Griffin
Past President Emery Huse
Executive Vice-President Loren L. Ryder
Engineering Vice-President D. E. Hyndman
Editorial Vice-President A. C. Downes
Financial Vice-President A. S. Dickinson
Convention Vice-President W. C. Kunzmann
Secretary E. Allen Williford
Treasurer M. R. Boyer

GOVERNORS

Frank E. Carlson, H. D. Bradbury, Alfred N. Goldsmith, A. M. Gundelfinger, C. W. Handley, Edward M. Honan, John A. Maurer, H. W. Moysse, William A. Mueller, H. W. Remerschied, J. H. Spray, R. O. Strook.

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, N. Y.
COlumbus 5-3758

OFFICERS

President Sigmund Romberg
Vice-President Stanley Adams
Second Vice-President Ira Gershwin
Secretary Charles Tobias
Treasurer Abel Baer
Counsel John Schulman
Executive Secretary Sayre Marder
West Coast Representative L. Wolfe Gilbert

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.

6121 Sunset Blvd., Los Angeles, Calif.
HOllywood 1212

OFFICERS

President Lawrence W. McDowell
(KFOX, Long Beach)
Vice-President Duke Hancock
(KGJF, Los Angeles)
Secretary-Treasurer Harry Maizlish
(KFWB, Los Angeles)

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 29 southern California stations, represented in each case by its manager or senior executive. Monthly 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 Dave Driscoll, 1440 Broadway, New York, N. Y.
PENnsylvania 6-8600

OFFICERS

President Ted Husing
Vice-President Stan Lomax

ORGANIZATIONS

Vice-PresidentBill Stern
 Treasurer.....Bert Lee
 Secretary.....Dave Driscoll

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.

Twenty Year Club

9 Garden Place, Brooklyn, N. Y.
 MAin 4-3434
 FounderH. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio for twenty years. There are no dues, fees, officers, regular meetings or other obligations. A year-book is published annually.

United States Department of Interior—Radio Section

Interior Department Radio Studios, Washington, D. C. Republic 1820

PERSONNEL

Director.....Shannon Allen
 Chief Script Writer.....Louis J. Hazam
 Chief EngineerRobert C. Chapman

FUNCTIONS

The Radio Section of the Interior Department reports the functions and services of the offices and bureaus of the Department using all forms of radio and transcription production; serves all agencies of the Federal government through its studios and transcription production facilities.

Radio Sub-Committee, War Activities Committee, Motion Picture Industry—Hollywood Branch

5504 Hollywood Blvd., Hollywood, Calif.
 Phone, GL 6111.

MEMBERS

Daniel Danker, J. Walter Thompson Co.; William Forbes, Columbia Broadcasting System; Don Gilman, National Broadcasting Co.; Donald W. Thornburgh, Columbia Broadcasting System.

FUNCTIONS

This sub-committee assists the War Activities Committee-Motion Picture Industry-Hollywood Branch in radio matters in coordinating production. The main committee is the official production body to whom all requests for governmental and private agencies should go.

Washington State Association of Broadcasters

207 East Market St., Aberdeen, Wash.
 Aberdeen 4098

OFFICERS

President.....Harry R. Spence
 (KXRO, Aberdeen)
 Vice-President.....Rogan Jones
 (KVOS, Bellingham)
 Secretary-Treasurer.....Robert Priebe
 (KRSC, Seattle)

FUNCTIONS

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

Western Association of Broadcasters

C/o Radio Station CFRN, 109 C.P.R. Bldg.,
 Edmonton, Alberta, Canada
 Telephone 22101

OFFICERS

PresidentG. R. A. Rice
 (CFRN, Edmonton, Alberta)

DIRECTORS

Alberta: Cecil Berry, CFGP, Grande Prairie, B. C.; M. V. Chestnut, CJVI, Victoria, Manitoba; Roy Wright, CFAR, Flin Flon, Saskatchewan; Carson Buchanan, CHAB, Moose Jaw.

CANADIAN ASSOCIATION OF BROADCASTERS

DELEGATES

A. A. Murphy, CFQC, Saskatoon, Sask.; George Chandler, CJOR, Vancouver, B. C.; H. R. Carson, CFAC, Calgary, Alta.; G. R. A. Rice, CFRN, Edmonton.

FUNCTIONS

Western Association of Broadcasters is a regional trade association of broadcasting stations in Manitoba, Saskatchewan, Alberta and British Columbia, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as all members are in both associations.

Wisconsin League of Radio Stations

c/o WNBH, La Crosse, Wisc.
 La Crosse 450

OFFICERS

President.....James F. Kyler
 Treasurer.....Hiram Born
 Secretary.....Ed Cunniff

Woman's National Radio Committee

113 West 57th St., New York, N. Y.
 Circle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
 Vice-Chairman.....Mrs. D. Leigh Colvin
 Second Vice-Chairman.....Mrs. Marion M. Miller
 Secretary.....Miss Helen Havener
 Treasurer.....Mrs. M. D. Jackson
 Executive Secretary.....Mrs. Rosalie Wolf
 Members-At-Large.....Mrs. Sidonie M. Gruenberg,
 Mrs. Samuel Kubie, Mrs. Mary F. Larkin, Mrs.
 Marion M. Miller, Mrs. Emory Ross, Mrs. Stanley Woodard.

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.

Writers' War Board

122 E. 42nd St., New York, N. Y.
 Murray Hill 3-6805

OFFICERS

ChairmanRex Stout

EXECUTIVE BOARD

Franklin P. Adams, Sidney Buchman, Pearl S. Buck, Henry Fisk Carlton, Carl Carner, Russel Crouse, Clifton Fadiman, Paul Gallico, Jack Goodman, Rita Halle Kleeman, Robert J. Landry, Margaret Leech, John P. Marquand, William L. Shirer, Luise Silcox.

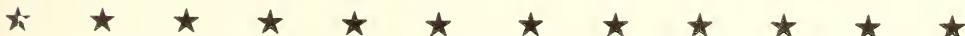
FUNCTIONS

The Writers' War Board serves as liaison between the writers of America and government agencies wishing to obtain written work that will directly, or indirectly, help to win the war; and to place with the proper government department ideas or pieces of writing which have been submitted by writers to the Board and approved by them.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1943

<i>Call Letters</i>	<i>Institutions</i>	<i>Address</i>	<i>Director</i>
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Allen Miller
KUSD	Univ. of S. Dakota	Vermillion, S. D.	G. R. Bauer
KWLC	Luther College	Decorah, Ia.	Karl Hanson
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WBEZ	Chicago Radio Council	Chicago, Ill.	George Jennings
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WHCU	Cornell University	Ithaca, N. Y.	Michael R. Hanna
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higggy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Syracuse University	Syracuse, N. Y.	Kenneth G. Bartlett
	Western State Teachers College	Kalamazoo, Mich.	Wallace L. Garneau
	Indiana University	Bloomington, Ind.	Lee Norvelle
	Oklahoma Baptist University	Shawnee, Okla.	Ralph E. Matthews



HEALTH EDUCATION VIA RADIO

By *David Resnick*

Public Health Education Consultant

ONE of the most important contributions which broadcasting is making in the field of adult education is the splendid cooperation of stations and networks with local and national health organizations; but medical and health groups, as well as the radio industry, have only scratched the surface in the use of "public service" radio programs for health education. At the present time, the trend seems to be, more and more, away from the scheduling of talks by doctors and more in the direction of dramatizations. In addition, the health agencies have found much success with such techniques as the interview, symposium, panel discussion and round table.

Radio is not only a powerful medium which can be increasingly useful for public health education, but it is also a scientific development that helps to conserve eyesight. In a number of large cities, boards of education and radio stations jointly plan broadcasts for school children, and one of the greatest benefits of these programs is the eye rest periods which they afford. This is of particular value to the boys and girls with seriously defective vision who are enrolled in the hundreds of "sight-saving classes" which are to be found now in public schools throughout the country. For the visually handicapped as well as the blind, of course, the radio has been the greatest of all boons. It has opened for them the doors to the rest of the world. Entertainment, lectures, news, and a general enrichment of life are available throughout the day and evening by a mere turn of the dial.

Early Beginning

The first broadcast dealing with health seems to have been a talk sponsored by the American Society for the Control of Cancer over a station in Denver, Colo., in November, 1921. One month later, the United States Public Health Service sponsored a broadcast from the Navy radio station at Anacostia, D. C.; and the month after that, the American Red

Cross started a weekly series of health broadcasts over a Boston station. One of the early experiments in the use of radio for health education was undertaken by the New York State Department of Health which continues to be a leader in this field. Its weekly dramatizations under the title "Health Hunters" have been used for many years by some twenty or twenty-five stations throughout the State of New York.

Professional Groups

The American Medical Association, one of the outstanding organizations in the medical or public health field, is completely sold on the importance of radio, and has sponsored many fine programs since it started broadcasting in 1923. For the past half dozen years, the A.M.A. has cooperated with the National Broadcasting Company in presenting a serialized story dramatizing the life of a fictitious, young and newly married physician named "Dr. Tom Riggs" which is scheduled weekly under the title "Doctors at Work." In addition, the A.M.A. arranges for broadcasts of round-table discussions, interviews, and talks during its annual conventions; and it maintains an extensive library of scripts for local medical societies.

American Dental Association

The American Dental Association, for many years, has been taking advantage of the opportunities afforded by broadcasting. Incidentally, an interesting comment is made by Dr. Lon W. Morrey, director of the Bureau of Public Relations of the Dental Association, who says: "We feel that the radio, as a builder of public opinion and good will, has many advantages; it reaches audiences quickly and presents our health message in exactly the same form in which it is prepared. The same message furnished to newspaper editors usually receives many editorial changes before it is published."

Under the able guidance of Dr. Iago Galdston, Executive Secretary of its Medical Information Bureau, the New York Academy of Medicine conducts an extensive program of public education through radio. It sponsors a series of weekly talks over the Columbia Broadcasting System and another weekly series is sponsored over WNYC, the municipal broadcasting station in New York City. The Academy, in cooperation with the New York Tuberculosis and Health Association, also negotiates for time with other local stations and then allocates these periods to a great variety of health agencies. Broadcasting in various foreign languages, as well as in English, is also employed extensively by the New York City Health Department.

Need of Professionalism

Networks and individual stations throughout the country have been generous in granting time on the air to medical and public health organizations; unfortunately, however, radio techniques have not been used to the best advantage for most of these radio programs. The health field needs to develop radio script writers and producers like Norman Corwin and Arch Oboler. In this way, it would not only acquire and hold large audiences, but it would also get across much more effectively through dramatic presentations the tremendously interesting and important material which is to be found in the work of health agencies. The American Medical Association, through its romantic story of the fictitious "Dr. Tom Riggs," has demonstrated that an engrossing serial can be broadcast with dignity; and each script emphasizes a few important health facts.

Dr. W. W. Bauer, who directs the splendid health education activities of the A.M.A., has suggested that in local communities the health agencies should unite in sponsoring a series of broadcasts. This is being done in some of the larger cities by assigning to each organization several periods for fifteen-minute talks; but these talks often deal with subjects that have no connection with each other, and usually there is no general theme for the whole series. One of the solutions to this problem of finding a common theme or common denominator for a series of local broadcasts is that adopted by the Chicago

Council of Social Agencies which sponsors "The Story of Constance Worth," a weekly serial over WBBM, the CBS outlet in Chicago. In the course of dramatizing the life of these fictitious social worker, the activities of various health and welfare agencies in the city are brought into the story. Her job as a social worker usually requires that "Constance Worth" visit a different organization each week, and in this way the community health and welfare problems are woven together with the romantic episodes in this young woman's life.

Balance Needed

There are some dangers in the use of dramatizations for health broadcasts. A poor script, an amateur cast or an inexperienced director, may produce a program that can do more harm than good. The dramatic form necessitates the use of music, sound effects, experienced radio techniques, and genuine talent—all of which cost money. Another danger is the possibility that the program may have a lot of entertainment but very little health education; it takes thought and judgment to balance the two.

Use of Transcriptions

During the past few years, some of the larger national health organizations have produced—with the aid of professional script writers, directors and casts—some first rate electrical transcriptions of health dramas. The fact that program directors of radio stations welcome such recordings is indicated by the recent experience of the National Society for the Prevention of Blindness and the Nursing Council on National Defense, each of which has sponsored recordings of dramatized programs. The prevention of blindness transcriptions were scheduled by 350 stations and the programs of the Nursing Council were used by nearly 500 stations. These recordings were scheduled principally on late afternoon or evening hours; and it is estimated that they reached a total of more than 17,000,000 listeners.

The radio industry has been a generous and cooperative friend of the medical and public health organizations in the United States. There is hardly a better cause to which broadcasting could devote its "public service" programs than the advancement of health.

FCC LIST OF NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
Board of Education of Buffalo, Buffalo, N. Y.	WCAH	42900	1000 w
Board of Education of San Francisco, Unified School District, San Fran- cisco, Calif.	KALW	42100	1000 w
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42500	1000 w (CP only)
University of Illinois Urbana, Ill.	WIUC	42900	250 w
University of Kentucky, Beattyville, Ky.	WBKY	42900	100 w
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	42100	1000 w (CP only)
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	42500	1000 w

FCC REGULATIONS

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

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.



TELEVISION
•
FREQUENCY
MODULATION

•
Facsimile

•
Developmental Broadcasting

•
ST Broadcasting



TELEVISION
IS IMPORTANT
IN THE WAR EFFORT

ITS COMING
POSSIBILITIES
ARE TREMENDOUS

FOR TELEVISION
DEVELOPMENTS
READ
RADIO DAILY
REGULARLY

TELEVISION AFTER THE WAR

By *Orrin E. Dunlap, Jr.*

Author of "The Future of Television"

TELEVISION is one of the main factors in planning a post-war formula for the radio industry. There is every indication, based upon television's pre-war scientific development and program service, that the new art will qualify to give the radio industry added impetus after the war.

Those who watched television before war brought on the dim-out, and who now couple their appreciation of its performance with imagination of what wartime research will do to improve it, are highly confident of its great future.

Science and Industry

To see how science and industry can become allied in a new service to the public, it is only necessary to go back to the end of World War I. It was then that the radiophone, made possible by the electron tube and development of associated devices such as the microphone, revealed that speech on the air was as practical as dots and dashes. Science in wartime had equipped wireless with a tongue. It began to talk and sing. When the war was over, and radio was mustered out of service, ways and means were sought for the radiophone to perform useful service in peace. Broadcasting to the public resulted, and out of it grew a great post-war industry, both in manufacturing and programming. In 1920, America was ready for such a service as broadcasting, and by its preliminary performances radio proved it was ready to serve and to fit with the demands and tempo of the times.

Radio men dreamed of the radiophone, at least as far back as 1910, when DeForest took his radiophone transmitter backstage at the Metropolitan Opera House and put on a broadcast by Caruso and others. In 1916, David Sarnoff envisaged public broadcasting. He suggested development of a "Radio Music Box," and outlined the possibility of its becoming a household utility. Marconi, in 1914, predicted transatlantic telephony would soon be possible across a "talk-bridge" invisibly spanning the Atlantic. Similarly, radio men have dreamed of television, fully aware that sight was the next logical step, as speech was to wireless telegraphy.

The wireless key, the microphone, and now the Iconoscope as the radio "eye," follow in logical sequence. Each step has been more intricate. To combine

sound and sight introduced a complexity that challenged the ingenuity of man. Pre-war television disclosed that success had been achieved through such scientists as Dr. V. K. Zworykin of RCA Laboratories, who invented the Iconoscope as the "eye" of the radio camera and developed the Kinescope as the "eye" of the receiving set.

Television awaits post-war economics. Today both science and economics are engaged in the all-out effort to help win the war. Until victory is won, science and business cannot meet in conference with the showmen to roll up the curtain on what promises to become one of the greatest shows on earth. But let there be no doubt that television will be on the post-war starting mark as a new industry, in much the same way that broadcasting was in 1920. With its electronic "eyes" sharpened in sensitivity by wartime research, radio will enable the broadcasters to offer the public an entirely new post-war show—one of double appeal for the ear and for the eye. Television will do for sound broadcasting what sound did for the silent film.

Logical Development

When radio manufacturing of broadcast receivers for civilian use ended in the Spring of 1942, it concluded an era in radio. It ended a cycle in American life when people were content to be entertained by radio sound, while the eye as "the window to the brain" was neglected. Television promises to change that situation.

A backward glance at American industrial history suggests a number of parallels. How could the horse and buggy days have been considered so lively when the horseless carriage was beginning to sputter? How could the kerosene lamp have seemed so bright when the convenient electric lamp was but a faint glow? How could the telegraph and cable have seemed so miraculous and fast with wireless in the offing.

How could broadcasting go on forever without sight with television ready to put optics on the radio? The answer is it couldn't go on and on without progressing to the next logical step—sight. The bugles that sound the end of World War II will sound the rise of the curtain on a new and spectacular show in radio—TELEVISION.

TELEVISION BROADCASTING STATIONS

As of January 1, 1943

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

COMMERCIAL

Licensee and Location	Call Letters	Frequency (kc)	ESR (Effective Signal Radiated)
Balaban & Katz Corp. Chicago, Ill.	WBKB	60000-66000	800 (CP only)
Columbia Broadcasting System, Inc. New York, N. Y.	WCBW	60000-66000	1000 2400 (CP only)
Don Lee Broadcasting System Hollywood, Calif.	KTSL	50000-56000	5600 (CP only)
Allen B. DuMont Laboratories, Inc. New York, N. Y.	WABD	78000-84000	950 (CP only)
General Electric Co. Schenectady, N. Y. Transmitter: New Scotland, N. Y.	WRGB	66000-72000	3100
The Journal Co. Milwaukee, Wisc.	WMJT	66000-72000	1200 (CP only)
National Broadcasting Co. New York, N. Y.	WNBT	50000-56000	1800
Philco Radio & Television Corp. Philadelphia, Pa.	WPTZ	66000-72000	1000 (CP only; but operating by special authority)
Zenith Radio Corp. Chicago, Ill.	WTZR	50000-56000	1270 (CP only)

Pending Commercial Applications

Applicant and Location	Call Letters	Frequency (kc)	ESR (Effective Signal Radiated)
Hughes Production Division of Hughes Tool Co. San Francisco, Calif.	—	60000-66000	740
Hughes Productions Division of Hughes Tool Co. Los Angeles, Calif.	—	60000-66000	500
WCAU Broadcasting Co. Philadelphia, Pa.	—	84000-90000	1128

• • • **TELEVISION STATIONS** • • •

EXPERIMENTAL

Licensee and Location	Call Letters	Frequency (kc)	POWER	
			Visual	Aural
Balaban & Katz Corp. Chicago, Ill.	W9XBK	60000-66000	1000 w	1000 w (CP only)
Balaban & Katz Corp. Portable-area of Chicago, Ill.	W9XBT	204000-216000 (Television Relay Station with W9XBK)	40 w	
Balaban & Katz Corp. Portable-area of Chicago, Ill.	W9XBB	384000-396000 television relay station with W9XBK)	10 w	(CP only, W9XBK)
Balaban & Katz Corp. Chicago, Ill.	W9XPR	384000-396000	10 w	
Columbia Broadcasting System New York, N. Y.	W2XAB	60000-66000	7500 w	7500 w
Columbia Broadcasting System, Inc. Portable-area of New York, N. Y. ..	W2XCB	346000-358000 television relay station with W2XAB)	25 w (peak)	(CP only W2XAB)
The Crosley Corp. Cincinnati, Ohio	W8XCT	50000-56000	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.	W2XVT	78000-84000	50 w	50 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.	W2XWV	78000-84000	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. Portable-area of New York, N. Y. ..	W10XKT	258000-270000 (Television relay station with W2XVT)	50 w	
Allen B. DuMont Laboratories, Inc. Washington, D. C.	W3XWT	50000-56000	1000 w	1000 w (CP only)
General Electric Co. New Scotland, N. Y.	W2XI	162000-168000 (Television relay station with WRGB)	50 w	
General Electric Co. Schenectady, N. Y.	W2XGE	162000-168000 (CP only, television relay station with	60 w	50 w
Kansas State College of Agriculture and Applied Science Manhattan, Kans.	W9XAK	50000-56000	100 w	100 w (CP only)
Metropolitan Television, Inc. New York, N. Y.	W2MT	162000-168000	250 w	250 w (CP only)
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	50000-56000	1000 w	150 w
Don Lee Broadcasting System Portable-area of Los Angeles, Calif.	W6XDU	318000-330000 (CP 50 w, special television relay sta- tion with W6XAO)	6.5 w	

• • • **TELEVISION STATIONS** • • •

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (kc)</i>	<i>P O W E R</i>	
			<i>Visual</i>	<i>Aural</i>
National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y.	W2XBT	162000-168000 (Television relay station with WNBT)	400 w	
National Broadcasting Co., Inc. Portable-area of New York.....	W2XBU	282000-294000 (Television relay station with WNBT)	15 w	
Philco Radio & Television Corp. Philadelphia, Pa.	W3XE	66000-72000	10000 w	10000 w
Philco Radio & Television Corp. Philadelphia, Pa.	W3XP	230000-242000 (Television relay station with WPTZ)	15 w (CP 125 Watts)	
Philco Radio & Television Corp. Portable-area of Philadelphia, Pa. W3XPR		230000-242000 Television relay station with WPTZ)	60 w (peak)	
Philco Radio & Television Corp. Portable-Mobile Area of Philadelphia, Pa.	W3XPA	230000-242000 (CP only, television relay station with WPTZ)	15 w	
Philco Radio & Television Corp. Philadelphia	W3XPC	230000-242000 (CP only, television relay station with WPTZ)	15 w	
Purdue University West Lafayette, Ind.	W9XG	66000-72000	750 w	750 w (CP only)
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant, Camden, N. J.	W3XAD	321000-327000	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP	84000-90000	30000 w	30000 w
State University of Iowa Iowa City, Iowa	W9XUI	50000-56000 210000-216000	100 w	
Television Productions, Inc. Los Angeles, Calif.	W6XLA	204000-216000 (CP only, television relay station with W6XYZ)	800 w	
Television Productions, Inc. Los Angeles, Calif.	W6XYZ	78000-84000	1000 w	1000 w (CP only)
Zenith Radio Corp. Chicago, Ill.	W9XZV	50000-56000	1000 w	1000 w

FCC REGULATIONS REGARDING BROADCAST STATIONS FOR TELEVISION AND FACSIMILE

As of January 1, 1943

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

COMMERCIAL TELEVISION BROADCAST STATIONS

Definitions

"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 public¹.

"Television broadcast band" means the bands of frequencies allocated for television broadcast stations.

"Television channel" means a band of frequencies 6,000 kilocycles wide and which may be designated by channel numbers as in section on channel assignments in these rules or by the extreme lower and upper frequencies.

"Television transmission standards" means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

"Standard television signal" means a television signal conforming with the television transmission standards set forth in the Standards of Good Engineering Practice for television stations.

"Television transmitter" means the radio transmitter or transmitters for the transmission of both visual and aural signals.

"Visual transmitter" means the radio equipment for the transmission of the visual signal only.

"Aural transmitter" means the radio equipment for the transmission of the aural signal only.

"Visual transmitter power" means the peak power output when transmitting a standard television signal.

"Service area" means the area in which the signal is not subject to objectionable interference or objectionable

fading. (Television broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

"Main studio" as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

Allocation of Facilities

Basis for license.—Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, the antenna height in feet above surrounding area.

Time of operation.—Television broadcast stations will be licensed only for unlimited time operation.

Showing required.—Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations. (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accomplished by an analysis of the computation of the

¹ The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference.

(c) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(d) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(e) That the applicant is financially qualified to construct and operate the proposed station.

(f) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.

(g) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(h) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(i) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(j) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Channel assignments.—The channels or frequency bands set forth below are available for assignment to television broadcast stations.

(a) Channel

No.	
1	50,000- 56,000 kc
2	60,000- 66,000 kc
3	66,000- 72,000 kc
4	78,000- 84,000 kc
5	84,000- 90,000 kc
6	96,000-102,000 kc
7	102,000-108,000 kc

8	162,000-168,000 kc
9	180,000-186,000 kc
10	186,000-192,000 kc
11	204,000-210,000 kc
12	210,000-216,000 kc
13	230,000-236,000 kc
14	236,000-242,000 kc
15	258,000-264,000 kc
16	264,000-270,000 kc
17	282,000-288,000 kc
18	288,000-294,000 kc

(b) Stations serving the same area will not be assigned channels adjacent in frequency.

(c) One channel only will be assigned to a television broadcast station.

Experimental operation.—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of these rules with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.

(d) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

Multiple ownership.—No person (including all persons under common control)² 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 broadcast 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 no person (including all persons under common control), shall directly or indirectly, own, operate, or control more

² The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

than one television broadcast station that would serve substantially the same service area; and provided, further, That the Commission will regard the ownership, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Normal license period.—All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring February 1.

Equipment

Maximum rated power; how determined.—(a) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Maximum power rating and operating power.—The Commission will authorize the installation of a television transmitter having maximum power rating equal to the operating output power in accordance with the table set out in the section of these rules titled "Basis for License."

Monitors.—The licensee of each television broadcast station shall operate at the transmitter:

(a) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the Standards of Good Engineering Practice for Television Broadcast Stations;

(b) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the Standards of Good Engineering Practice for Television Broadcast Stations.

Required transmitter performance.—The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the Standards of Good Engineering Practice. The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of Article 810 of the current National Electrical Code as approved by the American Standards Association.

Indicating instruments.—The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy.

Auxiliary and duplicate transmitters.—The provisions of the rules governing standard and high frequency broadcast stations shall also govern the use of auxiliary and duplicate transmitters for television broadcast stations

Changes in equipment and antenna system.—(a) No changes in equipment shall be made.

(1) That would result in emission of signals outside of the authorized television channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the Standards of Good Engineering Practice provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See section titled "Minimum Operating Schedule.")

(b) Specific authority³ is required for a change in any of the following:

(1) Increase in the maximum power rating of the transmitter.

(2) Replacement of the transmitter as a whole.

(3) Location of the transmitter antenna.

(4) Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

(6) Operating output power delivered to the antenna.

(c) Specific authority,⁴ upon filing informal request therefor, is required for the following change in equipment and antenna:

(1) Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the

³ Formal application required. See Standards of Good Engineering practice for Television Broadcast Stations for specific application form.

⁴ Informal application by letter may be made.

same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subsection (b) (5).

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating output power; how determined.—The operating output power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the Standards of Good Engineering Practice for Television Broadcast Stations.

Operation

Minimum operating schedule.—(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 4 hours per week.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

Station identification.—(a) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Motion picture film.—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes

duration, it shall also be briefly described as such either at the end of the program or immediately following the broadcast of the film.

Logs.—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program log.

(1) Entry of the time each station identification is made.

(2) Entry briefly describing each program broadcast under the heading 'outside pickup,' 'studio production,' and motion picture film,' or combination thereof.

(3) Entry showing that each sponsored program has been announced as sponsored, paid for or furnished by the sponsor.

(4) Entry showing name of each sponsor and commodity advertised.

(b) Operating log (when transmitting a standard television signal).

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Entry of the time the program begins and ends.

(3) Entry of each interruption to the carrier waves, cause and duration.

(4) Entry of the following each thirty minutes:

i) Operating constants of the last radio stages.

ii) Frequency monitor readings.

(c) Log of experimental operation when transmitting other than a standard television signal.

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Short description of the broadcast made and its technical purpose.

Logs; retention of.—Logs of a television broadcast station shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54 (FCC General Rules and Regulations; in this volume see Rules and Regulations regarding production by Radio Broadcast stations).

Broadcasts by Candidates for Public Office

The provisions of sections on political broadcasts of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

EXPERIMENTAL TELEVISION BROADCAST STATIONS

The term "experimental television broadcast station" means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will authorize both visual and aural broadcast as herein set forth.

Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

Licensing Requirements

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.
2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research and experimentation.
3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.
4. That the program of research and experimentation will be conducted by qualified personnel.
5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.
6. That the public interest, convenience or necessity will be served through the operation of the proposed station.

Charges

No charges either direct or indirect shall be made by the licensee of an ex-

perimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

Announcements

A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

At the time station identification announcements are made, there shall be added the following:

'This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.'

Operating Requirements

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting worthwhile experimentation and improvement in the art of television broadcasting.

Frequency Assignment

(a) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

Group A Channel	Group B Channel
No. 1 50,000-56,000 kc	No. 8 162,000-168,000 kc
2 60,000-66,000	9 180,000-186,000
3 66,000-72,000	10 186,000-192,000
4 78,000-84,000	11 204,000-210,000
5 84,000-90,000	12 210,000-216,000
6 96,000-102,000	13 230,000-236,000
7 102,000-108,000	14 236,000-242,000
Group C	
Any 6000 kc band	15 258,000-264,000
above 300,000 kc	16 264,000-270,000
excluding band	17 282,000-288,000
400,000-401,000 kc.	18 288,000-294,000

No experimental television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation

are authorized but no emission shall result outside the authorized channel.

No persons (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast station, the licensees shall make arrangements for operations to avoid interference.

Channels in Groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

Power

The operating power of a television station shall be adequate for but not in

excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

Reports

A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.
2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.
3. Data on expense of research and operation during the period covered.
4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of the station and the efficiency of respective types of transmissions.
5. Estimated degree of public participation in reception, and the results of public observation as to the effectiveness of types of transmission.
6. Conclusions, tentative and final.
7. Program for further developments in television broadcasting.
8. All developments and major changes in equipment.
9. Any other pertinent developments.

Special or progress reports shall be submitted from time to time as the Commission shall direct.

— FACSIMILE BROADCAST STATIONS —

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.

2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.

3. That the program of research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses ade-

quate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representa-

tion that images concerning that commercial program will be transmitted by a facsimile station.

Frequencies Allotted

a. The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>
25,025 kc	43,540 kc	Any frequency above 300,000 kc excluding band 400,000 to 401,000 kc.
25,050	43,580	
25,075	43,620	
25,100	43,660	
25,125	43,700	
25,150	43,740	
25,175	43,780	
25,200	43,820	
25,225	43,860	
25,250	43,900	
	43,940	

b. Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

c. One frequency only will be assigned to a facsimile station from the Groups in subsection (a) of these rules. More than one frequency may be assigned under provisions of subsections (b) of these rules if a need therefor is shown.

d. Each applicant shall specify the maximum modulating frequencies proposed to be employed.

e. The operating frequency of a facsimile broadcast station shall be main-

tained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

f. A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with other FCC rules which apply to all stations generally.

Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

FACSIMILE BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>	<i>Emission</i>
Courier-Journal & Louisville Times Co. N. E. of Eastwood, Ky.....	W9XWT	25250	500	A3 & A4
WBNS, Inc. Columbus, Ohio	W8XUM	25200	100	A4
WOKO, Inc. Albany, N. Y.....	W2XWE	25050	500	A3 & A4

HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions, intended to be received by the general public and operated on a channel in the high frequency broadcast band. Commercial high frequency broadcast stations must use frequency modulation.

LOCATION	Call Letters	Licensee	Frequency Kilocycles	Service Area Sq. Mi
COMMERCIAL*				
Baton Rouge, La.....	W45RG	Baton Rouge Broadcasting Co.....	44500	8100
Binghamton, N. Y.....	W49BN	Wylie B. Jones Advertising Agency	44900	6500
Boston, Mass.	W67B	Westinghouse Radio Stations, Inc...	46700	6700
Boston, Mass.	W39B	The Yankee Network, Inc.....	43900	31000
Chicago, Ill.....	W67C	Columbia Broadcasting System, Inc.	46700	10800
Chicago, Ill.	W75C	Moody Bible Institute of Chicago...	47500	10800
Chicago, Ill.	W83C	WHFC, Inc.	48300	10800
Chicago, Ill.....	W59C	WGN, Inc.	45900	10800
Chicago, Ill.....	W47C	WJJD, Inc.	44700	10800
Chicago, Ill.....	W51C	Zenith Radio Corp.....	45100	10800
Columbus, Ohio	W45CM	WBNS, Inc.	44500	12400
Detroit, Mich.	W49D	John Lord Booth.....	44900	6800
Detroit, Mich.	W45D	The Evening News Association.....	44500	6800
Evansville, Ind.	W45V	Evansville On the Air, Inc.....	44500	8400
Fort Wayne, Ind...'	W49FW	Westinghouse Radio Stations, Inc...	44900	6100
Hartford, Conn.	W53H	Travelers Broadcasting Service Corp.	45300	6100
Hartford, Conn.	W65H	WDRC, Inc.	46500	6100
Kansas City, Mo.....	K49KC	Everett L. Dillard, d/b as Commercial Radio Equipment Co.	44900	4400
Los Angeles, Calif.....	K45LA	Don Lee Broadcasting System.....	44500	7000
Los Angeles, Calif.....	K61LA	Metro-Goldwyn-Mayer Studios, Inc.	46100	7000
Milwaukee, Wis.	W55M	The Journal Co.....	44500	8500
Nashville, Tenn.	W47NV	National Life & Accident Insurance Co.	44700	16000
New York, N. Y.....	W71NY	Bamberger Broadcasting Service, Inc.	47100	8500
New York, N. Y.....	W35NY	City of New York Municipal Broadcasting System	43500	3900
New York, N. Y.....	W67NY	Columbia Broadcasting System, Inc.	46700	8500
New York, N. Y.....	W55NY	William G. H. Finch.....	45500	8500
New York, N. Y.....	W59NY	Interstate Broadcasting Co.....	45900	8500
New York, N. Y.....	W63NY	Marcus Loew Booking Agency.....	46300	8500

LOCATION	Letters Call	Licensee	Frequency Kilocycles	Service Area Sq. Mi.
New York, N. Y.....	W75NY	Metropolitan Television, Inc.....	47500	8500
New York, N. Y.....	W47NY	Muzak Radio Broadcasting Station..	44700	8500
Paxton, Mass.	W43B	The Yankee Network, Inc..... (Operating under Special Temporary Authorization)	44300	19000
Philadelphia, Pa.	W49PH	Pennsylvania Broadcasting Co.....	44900	9300
Philadelphia, Pa.	W81PH	Seaboard Radio Broadcasting Corp..	48100	9300
Philadelphia, Pa.	W69PH	WCAU Broadcasting Co.....	46900	9300
Philadelphia, Pa.	W53PH	WFIL Broadcasting Co.....	45300	9300
Philadelphia, Pa.	W57PH	Westinghouse Radio Stations, Inc..	45700	9300
Philadelphia, Pa.	W73PH	William Penn Broadcasting Co.....	47300	9300
Pittsburgh, Pa.	W47P	WWSW, Inc.	44700	8400
Pittsburgh, Pa.	W75P	Westinghouse Radio Stations, Inc..	47500	8400
Rochester, N. Y.	W51R	Stromberg Carlson Telephone Mfg. Co.	45100	3200
Salt Lake City, Utah.....	K47SL	Radio Service Corp. of Utah.....	44700	700
Schenectady, N. Y.....	W47A	Capitol Broadcasting Co.....	44700	6600
Schenectady, N. Y.....	W85A	General Electric Co.....	48500	6600
South Bend, Ind.....	W71SB	South Bend Tribune.....	47100	7100
Winston-Salem, N. C.....	W41MM	Gordon Gray	44100	69400

PENDING APPLICATIONS

Superior, Wisc.	Head of Lakes Broadcasting Co.....	44500	2754
Rochester, N. Y.....	WHEC, Inc.	44700	3200
Worcester, Mass.	Worcester Telegram Publishing Co.	46100	10000

* The stations in this list of commercial high frequency-frequency modulation broadcast stations are all licensed to operate under a construction permit except the following which have regular licenses: W45RG, Baton Rouge, La.; W51C, Chicago, Ill.; W45V, Evansville, Ind.; W49FW, Ft. Wayne, Ind.; W53H, Hartford, Conn.; W65H, Hartford, Conn.; W55M, Milwaukee, Wisc.; W47NV, Nashville, Tenn.; W75NY, New York, N. Y.; W69PH, Philadelphia, Pa.; W53PH, Philadelphia, Pa.; W47P, Pittsburgh, Pa.; W51R, Rochester, N. Y.; W85A, Schenectady.

EXPERIMENTAL

Licensee and Location	Call Letters	Frequency Kilocycles	Power Watts
Edwin H. Armstrong, Alpine, N. J.....	*W2XMN	42800	40000
General Electric Co., New Scotland, N. Y.....	*W2XOY	43200	2500
Head of Lakes Broadcasting Co., Superior, Wisc....	*W9XYH	43000	1000
John V. L. Hogan, Long Island City, N. Y.....	*W2XQR	45900	1000
C. M. Jansky, Jr. and Stuart L. Bailey, d/b as Jansky & Bailey, Georgetown, D. C.....	*W3XO	43200	1000
KLZ Broadcasting Co., Denver, Colo.....	W9XLA	25400	100
National Broadcasting Co., New York, N. Y.....	*W2XWG	45100	1000
Westinghouse Radio Stations, Inc., East Springfield, Mass.....	*W1XSN	42600	1000
WHEC, Inc., Rochester, N. Y.....	*W8XAD	42600	1000
WKY Radiophone Co., Oklahoma City, Okla.....	W5XAU	26125	100
Worcester Telegram Publishing Co., Worcester, Mass.	*W1XTG	43400	1000

* Operating under Special Temporary Authorization only.

FCC Regulations

Regarding High Frequency Broadcast Stations

As of January 1, 1943

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the High Frequency broadcast band. High frequency broadcast stations must use frequency modulation.

Definitions

High Frequency Broadcast Band. The term "high frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kilocycles, both inclusive.

Frequency Modulation. The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

Center Frequency. The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance).

High Frequency Broadcast Channel. The term "high frequency broadcast channel" means a band of frequencies 200 kilocycles wide and is designated by its center frequency. Channels for high frequency broadcast stations begin at 43,100 kilocycles and continue in successive steps of 200 kilocycles to and including the frequency of 49,900 kilocycles.

Service Area. The term "service area" of a high frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High frequency broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*)

Antenna Field Gain. The term "antenna field gain" of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6.

Free Space Field Intensity. The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or from reflecting objects.

Frequency Swing. The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

Multiplex Transmission. The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

Percentage Modulation. The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 per cent modulation expressed in percentage. (For high frequency broadcast stations, a frequency swing of 75 kilocycles is standard for 100 per cent modulation.)

Experimental Period. The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high fre-

quency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Main Studio. The term "main studio" means, as to any station, the studio from which the majority of its local programs originate and/or from which a majority of its station announcements are made of programs originating at remote points.

Allocation of Facilities¹

Basis of Licensing High Frequency Broadcast Stations. High frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be determined in accordance with the *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*

Service Areas (Definitions)

For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and from government data². Each basic trade area includes one "principal city." The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

¹The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

²There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2500 to 5000 without a high frequency broadcast station and not adjacent to larger cities may be considered rural area.

Service Areas—Established

The Commission in considering applications for high frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area; *Provided, however,* That the station may be licensed to serve temporarily an area less than the basic trade area, subject to the following conditions: (1) that an applicant for authority to serve temporarily less than the basic trade area show substantial reason for relaxation of the requirement to serve the basic trade area and for specification of the proposed service area; (2) that the area to be served include as much of the basic trade area as reasonably may be required in the public interest to be served and in no event less than the principal city and the metropolitan district in which it is located; (3) that such an applicant show compliance with the section of these rules regarding similarity of service areas for all stations in the same established area except that such sections shall apply only in relation to other stations established under this proviso; (4) that the Commission may condition the granting of any application for renewal of license of such station upon the rendering of service by such station to an area conforming generally with the basic trade area.

(c) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economical and technical limitations.

The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

Time of Operation. All high frequency broadcast stations shall be licensed for unlimited time operation.

Showing Required. Authorization for a new high frequency broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area which the applicant proposes to serve has the characteristics of an area described in subparagraphs (a), (b), or (c) of the section on *Service Areas* stated above.

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice.

(f) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(g) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(h) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(i) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(j) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(k) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Channel Assignments

The channels set forth below with the indicated center frequencies are available for assignment to high frequency broadcast stations to serve the areas provided in the section on *Service Areas Established* stated above:

(a) An applicant for a station to serve an area specified in paragraphs (a) or (b) of that section to be located in a principal city or city which has a popu-

• • • **FM STATION REGULATIONS** • • •

lation less than 25,000 (city only) shall apply for one of the following channels:

48900	49300	49500	49700
49100		49900	

(b) An applicant for a station to serve an area specified in paragraph (a) or (b) of that section to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

44500	45700	46700	47900
44700	45900	46900	48100
44900	46100	47100	48300
45100	46300	47300	48500
45300	46500	47500	48700
45500		47700	

(c) An applicant for a station to serve primarily a large rural area, specified in paragraph (c) or an area specified in paragraph (d) of that section shall apply for one of the following channels:

43100	43500	43900	44300
43300	43700	44100	

(d) Notwithstanding the provisions of subsection (a) of this section, an applicant for a station to serve an area specified in section of these rules defining the establishment of "an area comprising a limited trade area and city," to be located in a city having a population greater than 25,000, in or adjacent to any metropolitan district having a population greater than 1,000,000, may apply for one of the following channels:

49100	49500	49900
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Special Provisions Concerning Assignments

(a) Stations located in the same city shall have substantially the same service area.

(b) High frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

Multiple Transmission

Facsimile Broadcasting and Multiplex Transmission. The Commission may

grant authority to a high frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc shall result from such multiplex operation nor shall interference be caused to other stations operating on adjacent channels. The transmission of multiplex signals may also be authorized on an experimental basis in accordance with the standard broadcast station rule on special experimental authorizations.

Proof of Performance Required. Within one year of the date of first regular operation of a high frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

Multiple Ownership. (a) No person (including all persons under common control¹) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station that would serve substantially the same service area as another high frequency 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 high frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high frequency broadcast stations or provide a high frequency 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 high frequency broadcasting facilities in a manner inconsistent with public interest,

¹The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

convenience, or necessity; *provided, however*, that the Commission will consider the ownership, operation, or control of more than six high frequency broadcast stations to constitute the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Normal License Period. All high frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45300, 45500, 45700, 45900, 46100, 46300, and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

Equipment

Maximum Power Rating. The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

Maximum Rated Carrier Power; How Determined. (a) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(b) The maximum rated carried power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Frequency Monitor. The licensee of each high frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million.

Modulation Monitor. The licensee of each high frequency broadcast station shall have in operation at the transmitter an approved modulation monitor.

Required Transmitter Performance. (a) The external performance of high frequency broadcast transmitters shall be within the minimum requirement pre-

scribed by the Commission contained in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(b) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(c) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

Indicating Instruments. The direct plate circuit current and voltage shall be measured by instruments having an acceptable accuracy.

Changes in Equipment and Antenna System. Licensees of high frequency broadcast stations shall observe the following provisions with regard to change in equipment and antenna system:

(a) No changes in equipment shall be made:

1. That would result in the emission of signals outside of the authorized channel.

2. That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(b) Specific authority, upon filing formal application¹ therefor, is required for a change in service area or for any of the following changes:

1. Changes involving an increase in the maximum power rating of the transmitter.

2. A replacement of the transmitter as a whole.

3. Change in the location of the transmitter antenna.

4. Change in antenna system, including transmission line, which would result in a measurable change in service or which would affect the determination of the operating power by direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

¹See Standards of Good Engineering Practice for High Frequency Broadcast Stations for specific application form required.

5. Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

6. Change in the power delivered to the antenna.

(c) Specific authority, upon filing *informal* request therefor, is required for the following change in equipment and antenna:

1. Change in the indicating instruments installed to measure the antenna current or transmission line, direct place circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.

2. Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.

3. Changes in the location of the main studio except as provided for in subsection (b) 5, stated above.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for High Frequency Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating Power; How Determined. The operating power, and the requirements for maintenance thereof, of each high frequency broadcast station shall be determined by the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

Modulation. (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

Frequency Tolerance. The operating frequency without modulation of each broadcast station shall be maintained

within 2000 cycles of the assigned center frequency.

Operation

Minimum Operating Schedule; Service.

(a) Except Sundays, the licensee of each high frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time, and three hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten days, provided that the Commission and the Inspector in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

(b) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, to programs not duplicated simultaneously as primary service in the same area by a standard broadcast station or by any high frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations, shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

DEVELOPMENTAL BROADCAST STATIONS

The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Licensee and Location	Call Letters	Frequency (kc)	Power	Emission
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XDD	530, 1340	50000 w	A3
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XPY	43500, 49100	5000 w	Special
The Crosley Corp. Near Mason, Ohio.....	W8XO	700	100 kw-500-kw	A3
Midland Broadcasting Co., Kansas City, Mo.....	W9XER	46500	1500 w	Special
Muzak Corporation New York, N. Y.....	W2XMC	117650	1000 w	Special (C.P. only)
Natl. Broadcasting Co., Inc. Area of New York, N. Y....		1614, 2398, 3492.5, 4797.5, 6425, 9135, 12862.5, 17310, 23100, 30660, 31020, 31140, 31180, 31540, 33340, 33460, 33620, 35060, 35460, 37060, 37140, 37540, 39140, 39460, 39540, 116050, 116250, 116450, 116850, 117050, 117250, 117650, 118050, 118250, 118450, 118650, 118850, 156525, 156975, 157425, 157725, 158175, 159075, 160425, 161325, 161775, 162000-168000, 210000-216000, 264000-270000, 300000-400000, 401000 and above	25 w	A1, A-2, A3, A4, A5 & Spe- cial A5 on frequencies above 162000 kcs.
Natl. Broadcasting Co., Inc. Area of New York, N. Y....	W10XR	Same as above	100 w	A1, A2, A3, A4, A5 & Spe- cial A5 on frequencies above 162000 kcs.

— FCC REGULATIONS REGARDING — DEVELOPMENTAL BROADCAST STATIONS

The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

(1) That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

(2) That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

(3) That the program of research and experimentation will be conducted by qualified persons.

(4) That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

(5) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

A licensee of developmental broadcast stations shall broadcast programs when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

A licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the

programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program of any broadcast station, the FCC Regulation on rebroadcasting applies.

Frequency Allotted

The following frequencies are allocated for assignment to developmental broadcast stations:*

	1,614				
2,396 } 2,400 }	2,398	12,855 } 12,870 }	12,862.5	37,140 } 37,540 } 39,140 } 39,460 } 39,540 }	
3,490 } 3,495 }	3,492.5	17,300 } 17,320 }	17,310	116,050 } 116,250 } 116,450 } 116,850 } 117,050 }	
4,795 } 4,800 }	4,797.5	23,100 } 30,660 } 31,020 } 31,140 }		117,250 } 117,650 } 118,050 } 118,250 }	
6,420 } 6,430 }	6,425	31,540 } 33,340 } 33,460 }		118,850 } 156,525 } 156,975 }	
9,130 } 9,140 }	9,135	35,060 } 35,460 } 37,060 }		157,425 } 157,725 } 158,175 } 159,075 } 160,425 } 161,325 } 161,775 }	
				162,000-168,000 } 210,000-216,000 } 264,000-270,000 } 300,000-400,000 } 401,000 and above }	

A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

In cases of important experimentation which cannot be conducted successfully on the frequencies allocated herein, the Commission may authorize developmental broadcast stations to operate on any

* Also available for assignment to all other stations in the experimental service.

frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Supplemental Report

A supplemental report shall be filed

with and a part of each application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Comprehensive report on research and experiments conducted.
3. Conclusions and program for further development of the broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

A developmental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to developmental broadcast and are not in conflict with rules of the Commission for stations in general or for rules for developmental broadcast stations.

ST BROADCAST STATIONS

The term "ST broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency or an international broadcast station.

Licensee and Location	Call Letters	Frequency Kilocycles	Power Watts	Emission
Capitol Broadcasting Co. Schenectady, N. Y.....	W2XEO	331000	50	Special (CP only)
Columbia Broadcasting System, Inc. New York, N. Y.....	W2XYP	330400	25	Special
General Electric Co. Schenectady, N. Y.....	W2XBD	343600	25	Special (CP only)
Gordon Gray Winston-Salem, N. C.....	W4XGG	337000	25	Special (CP only)
The Journal Co. Milwaukee, Wisc.	W9XJC	331000	50	Special (CP only)
The Moody Bible Institute of Chicago Chicago, Ill.	W9XMB	333400	25	Special (CP only)
Radio Service Corp. of Utah Salt Lake City, Utah.....	W6XHC	331000	25	Special (CP only)

RULES GOVERNING ST BROADCAST STATIONS

The term "ST" broadcast station" means a station used to transmit programs from the main studio to the transmitter of a high frequency broadcast station, or an international broadcast station.

An ST broadcast station will be licensed only to the licensee of a high frequency broadcast station or of an international broadcast station. Only one ST broadcast station will be authorized in connection with the license for any high frequency broadcast station. Not more than two ST broadcast stations will be authorized in connection with the license for any international broadcast station. Each such ST station shall be at a fixed location.

The license of an ST broadcast station authorizes the transmission of program material, including commercial programs, from the main studio to the transmitter of the high frequency broadcast station or international broadcast station in connection with which it is authorized.

Frequency Assignment

The following frequencies are allocated for assignment to ST broadcast stations upon an experimental basis:

kc	kc	kc	kc	kc
330,400	333,400	335,800	338,200	340,600
331,000	334,000	336,400	338,800	341,200
331,600	334,600	337,000	339,400	341,800
332,200	335,200	337,600	340,000	342,400
332,800				343,000
				343,600

ST broadcast stations will be authorized to employ frequency modulation only.

The maximum frequency swing employed by ST broadcast stations shall not be in excess of 200 kilocycles.

The licensee of each ST broadcast station shall install and operate a directional antenna designed so that the gain in power toward the receiver shall be 10

¹ The abbreviation "ST" is derived from "studio-transmitter."

(field gain 3.16) times the free space field from a doublet (137.6 mv/m for 1 kw at one mile). In all other directions 30° or more off the line to receiver, the power gain shall not exceed ¼ of the free space field gain from a doublet.

ST broadcast stations will be licensed with a power output not in excess of that necessary to render a satisfactory service.

The licensee of each ST broadcast station is required to conduct experimentation with regard to the following:


- (a) Design of equipment and power required to render a satisfactory service.
- (b) Design and adjustment of directional transmitting antennas.
- (c) Design and location of receiving antennas.

Supplemental Report

A supplemental report shall be filed with and made a part of each application for renewal of application and shall include statements as to the following items:

- (a) Total hours of operation.
- (b) Continuity of service, causes and duration of any interruptions.
- (c) Power required to deliver satisfactory signal at receiver.
- (d) Data on design, adjustments and operation of directional receiving and transmitting antennas.
- (e) Interference to service resulting from other stations or other sources.
- (f) Cost of transmitter and receiver installation and expense of operation.
- (g) Overall fidelity of equipment, frequency and amplitude.

Each ST broadcast station shall announce its call letters at the beginning and end of each period of operation, and during operation, at least once every hour it either shall announce its call letters or shall make an announcement which will permit it to be identified.



Since 1934 world's
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FRAME

..... now becoming a major supplier of
Electronic Equipment for the Armed Forces

Presto Recording Corporation

NEW YORK, N. Y., U. S. A.



THE TECHNICAL SIDE



Engineering Developments



Wartime Radio Production



Radio Manufacturers Assn.



*Chief Engineer of Stations
In United States and Canada*



Equipment Manufacturers





Blueprint FOR TOMORROW

The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies," radio locators, aircraft transmitters and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be found, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

J-08051



Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

ENGINEERING DEVELOPMENTS

By *Howard S. Frazier*

NAB—Director of Engineering

WAR came to our country without warning on December 7th, 1941. Within minutes, not weeks, days or hours, American broadcasting was on a wartime basis. A great industry, born in peacetime and without training or experience in the ways of war, found its true stature and became of age. The greatest system of mass communication the world has ever known was found ready and prepared to deliver the news and to cooperate with our armed forces. No one knew when or where the enemy might strike next. Many stations began operating on a twenty-four-hour, around-the-clock basis. NAB immediately created committees to cooperate with the national war agencies and other industry committees were organized and conferred with local military authorities all over the country. Emergency communications systems were set up to provide the means for making radio "blackouts" immediately effective. Vital transmitters, telephone circuits and power supplies were protected against sabotage.

Immediate Action

No tooling-up period was needed. No appropriation bills were asked of Congress. Conversion to wartime operation was done so rapidly and so quietly that it was taken for granted. There are no four-minute speakers today as there were in the last war. There are no trains taking groups around the country to campaign. No time wasted by busy officials traveling with their messages to our people. All that today is being done by radio, under the American system of free radio operated by private enterprise. There are just as many campaigns, maybe more, campaigns of recruiting, for the sale of war bonds, salvage, rubber, and all the others with which you are so familiar.

During the year broadcast engineering executives have faced a great variety of problems in maintaining wartime operation, such as the shortage of technical personnel, the conservation of critical materials, priority regulations, the protection of plant against sabotage or enemy action, the maintenance of emergency facilities, and last, but not least, the servicing of civilian radio receivers. Unfortunately, the necessities of war and military secrecy make it impossible to outline many of our industry's present activities and future plans.

There have been few, if any, technical developments in the domestic broadcasting field during the past year. Engineering executives responsible for the technical operation of broadcast stations have found that wartime operating conditions required their full attention. Research and development facilities of the manufacturers, normally devoted to the technical advancement of broadcasting, have been converted to war activities. For these reasons this record of broadcast engineering might more fittingly be entitled, "What Broadcast Engineers Are Doing to Help Maintain Civilian Morale and Win the War."

Post-War Benefits

Much of the research development now devoted to the war effort will eventually accrue to the benefit and progress of broadcasting after the war. Naturally, the exact nature of these developments is a military secret. It is believed the coming of peace will mark the beginning of an era of rapid technical advance.

Regulations of the Federal Communications Commission and the Board of War Communications have virtually frozen frequency assignments and the operating power of stations for the duration. Only under unusual circumstances will new construction or changes in existing licenses be authorized. During recent years, many new stations have been constructed and the technical facilities of existing stations vastly improved. Thus the coming of war has found the nation's broadcasting plant well prepared to serve the nation.

Frequency Modulation

Frequency modulated broadcasting on high frequency channels, commonly referred to as FM, has emerged from the first year of the war a strong and husky child. Many new FM stations, in spite of priorities and labor shortages, have come on the air during the year. There has been little curtailment in the operating hours of existing stations. Although new FM receivers for civilian use were only manufactured during the first three months of the year, the number of FM listeners is still increasing as these receivers pass through the distribution channels to the radio audience.

Board of War Communications

The Defense Communications Board has been renamed the Board of War Communications. The organization of the Board and the thirteen advisory committees, composed of government and industry representatives, remains unchanged. NAB is represented by President Neville Miller as chairman of the Domestic Broadcasting Committee and a member of the International Broadcasting Committee. The NAB director of engineering serves as alternate on both committees. Many engineers and executives of the broadcast industry are also devoting a considerable amount of time and work to the BWC in connection with their membership on the broadcast committees. The activities of the BWC and its advisory committees are confidential. Therefore, much of great benefit to the industry and the war effort must remain unduly until the cessation of hostilities.

Recording and Reproducing Standards

As broadcasting has developed, the problem of reproducing transcriptions with uniform results has become of much concern to broadcasting stations. Quite a number of different characteristics have been used by the various manufacturers of transcriptions, recording equipment and reproducing equipment. Most of these characteristics produce good results by themselves with the proper play back equalization. The NAB Engineering Committee sent a questionnaire on recording to all stations. Among other interesting data obtained was the fact that some stations use as high as ten different equalizers. The NAB Engineering Committee recommended to its Board of Directors that NAB coordinate the work of a committee to be formed for the purpose of establishing recording and reproducing standards. The Board of Directors approved of this procedure and early in June, 1941, Neville Miller, President of NAB, invited all companies interested in recording to a meeting to be held on June 26, 1941 in Detroit. Some twenty companies responded by sending representatives to the meeting. The Recording and Reproducing Standards Committee was formed at that time.

The members of the Committee have exhibited a splendid spirit of cooperation and many of them have devoted a considerable amount of time to the project. Several companies, who have standards of their own that produce excellent results, have in the interests of uniform standards, given and taken to the extent

that it will cost them a considerable amount of money to adhere to the standards. It is this spirit of splendid cooperation that has produced excellent results.

The Committee has completed the study of sixteen items for standardization, which were officially adopted by the NAB Board of Directors on March 20, 1942. Several items are still under study but due to other war activities probably no action will be taken until the cessation of hostilities. The NAB Engineering Department is encouraging the adoption and general use of the standards. Government agencies using recordings, the armed services, as well as commercial organizations, are cooperating splendidly with this effort.

Television

Our first year of wartime radio came to an end with many of the nation's television stations still operating on regular program schedules. Restrictions on the manufacture of civilian television receivers and transmitting equipment will limit the expansion of the art for the duration. However operating experience gained during this period and military developments in television should get the new industry off to a good start with the coming of peace. This field will undoubtedly offer great employment opportunities to many of the new radio technicians, who are now getting valuable training and experience with our armed forces.

Priorities and Conservation

Broadcast engineers are developing the "know how" of conservation. Transmitters have been readjusted to obtain the maximum life from vacuum tubes. Station personnel are repairing microphones, transcription reproducers, meters and other delicate devices. Broadcasters are exchanging surplus parts, tubes and materials through the NAB Swap Bulletin, a publication distributed to all domestic broadcasting stations, in an effort to reduce the requirements of the industry for new materials. At least one organization has been formed to handle the repairing of vacuum tubes for transmitters. Several of the tube manufacturers are also repairing tubes.

The Radio and Radar Division of WPB regulates the broadcaster's priority problems. Key personnel of the Civilian Radio Section were drawn from the broadcast industry and understand the broadcaster's needs and his importance to the war effort. Government and industry, working together, have conserved tons of critical materials without interruption or impairment of broadcasting service.

WAR TIME RADIO PRODUCTION

By *Dr. Orestes H. Caldwell*
Editor, Radio Retailing Today

IN a war that covers the whole face of the globe, radio and communications become vital. To supply these far-flung posts with adequate communication the radio industry has now laid down its peace-time work of civilian radio manufacture, and has expanded amazingly into war production.

Besides military radio receivers and transmitters for planes, tanks, surface ships, and submarines, and walkie-talkies and portables for field use, the factories which once made civilian radios are now turning out electronic detector devices, amplifiers, locaters, altimeters, depth gauges, telephones, teletypewriters, direction finders, public-address systems, anti-sabotage alarms, together with a flood of tubes and batteries.

During 1942, as the vast military radio program began to get underway, the radio and electronic output rose in value to a point between one and two billion dollars. High output was already underway by the end of the year. This tremendous new rate of production will be the yardstick for 1943, when war radio output may total several billions, reaching between fifteen and twenty times the former peacetime production of the radio industry.

Despite the curtailment of the manufacture of civilian sets, tubes and parts, the radio industry in 1942 has set a remarkable record as shown by the following estimates which, of course, do not include any war production figures.

1942 CIVILIAN RADIO SET AND TUBE SALES

Source: Radio Retailing Today

	<i>Number</i>	<i>Retail Value</i>
Total sets sold during 1942.....	4,400,000	\$154,000,000
Radio sets exported.....	500,000	17,500,000
Automobile radios.....	350,000	12,250,000
Home radios sold in U. S.....	3,550,000	124,250,000
Total tubes sold, U. S.....	87,700,000	96,000,000
Tubes, initial equipment.....	34,700,000	38,000,000
Tubes, replacements.....	53,000,000	58,000,000
Parts, supplies.....	_____	70,000,000
Phonograph records.....	110,000,000	48,000,000

Note: In April, WPB ordered all civilian radio-set production stopped, and factories converted to war production. Total military radio production during 1942 is believed to be between one and two billion dollars.

ANNUAL BILL OF U. S. FOR RADIO

Source: Radio Retailing Today

Sales of time by broadcasters, 1942.....	\$203,000,000
Talent costs.....	40,000,000
Electricity, batteries, etc. to operate 50,340,000 receivers.....	225,000,000
3,900,000 radios sold in 1942 at retail.....	136,500,000
53,000,000 replacement tubes.....	58,000,000
Radio parts, supplies, etc.....	70,000,000
Servicing radio sets.....	70,000,000
Total.....	\$802,500,000

RADIO SETS IN USE

Source: Radio Retailing Today

	<i>Jan. 1, 1942</i>	<i>Dec. 1, 1942</i>
U. S. homes with radios.....	29,700,000	30,800,000
"Secondary" sets in above homes.....	15,000,000	16,660,000
Battery portables.....	2,800,000	3,130,000
Auto-radios.....	8,500,000	8,750,000
Total sets in use, U. S.....	56,000,000	59,340,000

R.M.A. ALL OUT FOR VICTORY

By *Bond Geddes*

Executive Vice-President, Radio Manufacturers Association

THE record of accomplishment of the radio manufacturing industry is being written by American fighting men, in our bombers and other aircraft, our ships, our tanks and other arms throughout the world. Radio is the new and possibly decisive armament. Although radio's great contribution in the winning of the war, through new and secret apparatus, on sea and land, cannot be told until peace comes, never has there been such acute public consciousness of the part which radio is playing, both for the armed forces and civilian populations, at home and abroad. Its use in battle and for national and international information and understanding has given radio wide recognition, both as the new and powerful force in winning the war and also toward shaping of the peace which will come.

The part of the radio manufacturing industry in this "Victory" program is indicated by the delivery in 1942 of military radio apparatus estimated at \$2,250 million, or more than four times ordinary peacetime production of the industry—a record not surpassed by the automotive or any other industry which has been harnessed almost 100 per cent toward this "Victory" program. And in 1940 a military radio program estimated at \$4 billion is the delivery responsibility of radio manufacturers.

Industry Objectives

Two present major objectives of the industry are the "on time" supply of this tremendous quantity of fighting radio, together with the utmost maintenance of public radio service—national and international—via broadcasting. Uncle Sam is now the No. 1 customer of the industry, but he also is the source of supply for transmitters and maintenance components of receiving sets. He is the principal source of supply for radio apparatus throughout the world.

Pearl Harbor found the radio industry already engaged, at that time, on "defense" contracts for military radio aggregating over \$600 million. Early transition, at the outbreak of war, from civilian to "all out" military radio production, was obvious. The first step came from the then Office of Production Management, in January, 1942, for a cut of 40 per cent in production of civilian radio receivers, and was soon followed by

the order on March 7 suspending all production of civilian receivers on April 22, with a few companies authorized to extend their production until the final set, "for the duration," came off the lines on June 7. Radio sets now are rapidly disappearing from the market, and there is no prospect for any substantial new production for the duration. This means that the primary problem for maintenance of public radio service relates to the supply of replacement tubes and parts for as many of the 57 million sets in the hands of the public as may be possible under war conditions. Also, the absorption of radio workers and service men by the armed services brings a related problem of vanishing manpower.

War controls over the industry, both in broadcasting and manufacture, have so spread that the facilities of the manufacturing industry and also the supplies of maintenance parts for civilian radio sets, as well as the distribution of the country's man and woman power, are now at the disposal of the Government and subject to its needs. Already there are shortages of replacement tubes, and, while the supply of other replacement parts for civilian radios is regarded as ample for another year, the Government holds the fundamental power of determining the future supply of maintenance parts and also the availability of manpower. The industry can assist but cannot determine such future Government policies, and while radio is regarded as "essential," with formal orders and regulations to that effect, still the final policies of providing sufficient materials for maintenance parts and adequate manpower for broadcasting and also for the servicing of U. S. receivers, remains fundamentally within the determination of Government agencies. Programs for future supplies of replacement tubes and parts are now being developed by several Government agencies and will be available to the extent of Government authorizations.

RMA Co-operation

On both the war program and the problems of maintaining civilian radio service, the trade organization of the industry—the Radio Manufacturers Association—has been an agency working in closest co-operation with all Government departments. During last year the Asso-

ciation was placed on a war basis, revising its activities and membership services to the new war conditions. Its Priorities Committee, first headed by Paul V. Galvin of Chicago, now president of RMA, arranged last March with OPM and later with WPB for aluminum allocations for vital radio components. These allocations have been continued, and now the War Production Board, in its control of supplies and production, is preparing official programs for replacement tubes and parts. The standardization work of RMA has been shifted largely to the military effort. The RMA Engineering Department is engaged on standardization of military transmitters, receivers and electronic devices, while the standardization of parts has come largely un-

der the direct control of WPB. Official industry advisory committees are largely composed of RMA leaders.

Under war conditions, the solidarity of the industry and the value of services to its members are indicated by an increase of above 50 per cent in the membership of RMA, its trade organization. In its "all out" effort toward the winning of the war, the industry is not unmindful of the peace problems ahead, which will include rapid conversion—more quickly in the radio industry than in many others—to peacetime and broadened public services. The industry promises to be one of the principal industrial factors in providing new services and products when "Victory" becomes a reality.

Radio Manufacturers Association

Officers and Executive Personnel—1942-1943

Headquarters: 1317 F. St., N.W., Washington, D. C.

President

Paul V. Galvin, Galvin Manufacturing Corp., Chicago, Ill.

Executive Vice-Pres.-General Mgr.

Bond Geddes, 1317 F St., N. W., Washington, D. C.

Vice-Presidents

Ray H. Manson, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.

M. F. Balcom, Sylvania Electric Products, Inc., Emporium, Pa.

G. W. Henyan, General Electric Co., Schenectady, N. Y.

Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Ind.

James P. Quam, Quam-Nichols Company, Chicago, Ill.

Treasurer

Leslie F. Muter The Muter Company, Chicago, Illinois.

Secretary

Bond Geddes, 1317 F Street, N. W., Washington, D. C.

General Counsel

John W. Van Allen, Liberty Bank Building, Buffalo, New York.

RMA BOARD OF DIRECTORS

Term Expiring 1943

P. S. Billings, Belmont Radio Corporation, Chicago, Illinois.

Octave Blake, Cornell-Dubilier Electric Corp., S. Plainfield, N. J.

H. C. Bonfig, RCA Manufacturing Co., Camden, New Jersey.

James T. Buckley, Philco Corporation, Philadelphia, Pa.

James C. Daley, Jefferson Electric Co., Bellwood, Ill.

Paul V. Galvin, Galvin Manufacturing Corporation, Chicago, Illinois.

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J. J. Kahn, Standard Transformer Corp., Chicago, Ill.

E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Indiana.

H. E. Osmun, Centralab, Milwaukee, Wisc.

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Ernest Searing, International Resistance Co., Philadelphia, Pa.

Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Ind.

Term Expiring 1944

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A. H. Gardner, Colonial Radio Corporation, Buffalo, New York

Ray H. Manson, Stromberg-Carlson Telephone Manufacturing Co., Rochester, New York.

A. S. Wells, Wells-Gardner & Company, Chicago, Illinois.

Term Expiring 1945

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R. C. Cosgrove, The Crosley Corporation, Cincinnati, Ohio.

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J. J. Nance, Zenith Radio Corp., Chicago, Ill.

G. W. Thompson, Noblitt-Sparks Industries, Inc., Columbus, Indiana.

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Ben Abrams

W. R. G. Baker

M. F. Balcom

H. C. Bonfig

James T. Buckley

Ray H. Manson

J. J. Nance

James P. Quam

Ray F. Sparrow

Leslie F. Muter

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Henry Pope, Vice-Chairman, National Union Radio Corp.

Western Division:

E. R. Carlson, Vice-Chairman, Crowe Name Plate & Mfg. Co.

Engineering Department

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Virgil M. Graham, Assistant Director, Sylvania Electric Products, Inc.

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Transmitter: G. W. Henyan, Chairman

Parts: Ray F. Sparrow, Chairman

Amplifier & Sound Equipment: James P. Quam, Chairman

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J. J. Kahn, Chairman

Service Committee

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RMA Engineering Department

Director: Dr. W. R. G. Baker, General Electric Co., Bridgeport, Conn.

Assistant Director: Virgil M. Graham, Sylvania Electric Products, Inc., Emporium, Pa.

RMA Data Bureau: L. C. F. Horle, 90 West St., New York, N. Y.

Military Standards Committee: Roger M. Wise, Sylvania Electric Products, Inc.; R. H. Fidler, Tung-Sol Lamp Works; J. J. Farrell, General Electric Co.; W. L. Webb, Bendix Radio; D. D. Israel, Emerson Radio & Phonograph Corp.; William Angus, General Electric Co.; H. H. Willis, Sperry Gyroscope Co.; D. G. Little, Westinghouse Electric & Mfg. Co.

Vacuum Tube Section: R. M. Wise, Chairman, Sylvania Electric Products, Inc.; R. H. Fidler, Vice-Chairman, Tung-Sol Lamp Works.

• • • **RADIO MANUFACTURERS ASSOCIATION** • • •

Committees

Receiving Tubes: Dr. P. T. Weeks, Chairman, Raytheon Production Co.

Cathode Ray Tubes: Dr. T. T. Goldsmith, Chairman, Allen B. DuMont Laboratories, Inc.

Transmitting Tubes: R. W. Larson, Chairman, General Electric Co.

Sub-Committees

Conventional High Vacuum Types: K. C. DeWalt, General Electric Co.

Gas Rectifiers, etc.: D. V. Edwards, Chairman, Electrons, Inc.

Velocity Modulation Tubes, etc.: W. T. Cooke, Chairman, Sperry Gyroscope Co.

UHF Receiving Tubes: Wallace James, Chairman, RCA Manufacturing Co.

UHF Magnetrons: Dr. J. B. Fisk, Chairman, Bell Telephone Laboratories.

Miscellaneous Tubes (Gaps, Switches, etc.): D. E. Marshall, Westinghouse Electric & Mfg. Co.

Transmitter Section: J. J. Farrell, Chairman, General Electric Co.; W. L. Webb, Vice-Chairman, Bendix Radio.

Committees

Fixed Station Transmitters: J. A. Hutchinson, Chairman, Westinghouse Electric & Mfg. Co.

Mobile Transmitters: Frank A. Gunther, Chairman, Radio Engineering Laboratories.

Field Transmitters: D. Mitchell, Chairman, Galvin Manufacturing Corp.

Air Borne Transmitters: M. M. Hucke, Chairman, RCA Manufacturing Co.

Marine Transmitters: E. F. Herzog, Chairman, General Electric Co.

Receiver Section: Dorman D. Israel, Chairman, Emerson Radio & Phonograph Corp.; William Angus, Vice-Chairman, General Electric Co.

Committees

Fixed Station Receivers: A. G. Manke, Chairman, General Electric Co.

Mobile Receivers: B. Ray Cummings, Chairman, Farnsworth Television & Radio Corp.

Field Receivers: G. E. Gustafson, Chairman, Zenith Radio Corp.

Air Borne Receivers: I. J. Kaar, Chairman, General Electric Co.

Marine Receivers: C. Gunther, Chairman, RCA Manufacturing Co.

Electronics Applications Section (Non-Communications): H. H. Willis, Chairman, Sperry Gyroscope Co.; D. G. Little, Vice-Chairman, Westinghouse Electric & Mfg. Co.

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Dr. Ralph Bown, Bell Telephone Laboratories, Inc.

Leonard H. Hole, Columbia Broadcasting System, Inc.; Dr. P. C. Goldmark, Alternate.

Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Dr. T. T. Goldsmith, Alternate.

B. Ray Cummings, Farnsworth Television & Radio Corp.; Madison Cawein, Alternate.

Dr. E. F. W. Alexanderson, General Electric Co.; I. J. Kaar, Alternate.

Daniel E. Harnett, Hazeltine Service Corp.; W. A. MacDonald, Alternate.

Albert I. Lodwick, Hughes Tool Co.; A. F. Murray, Alternate.

Dr. Alfred N. Goldsmith, Institute of Radio Engineers; H. A. Wheeler, Alternate.

E. W. Engstrom, RCA Mfg. Co.; Dr. C. B. Jolliffe, Alternate.

D. G. Little, Westinghouse Electric & Mfg. Co.

J. V. L. Hogan, National Association of Broadcasters; L. C. Smeby, Alternate.

David B. Smith, Philco Corp.; F. J. Bingley, Alternate.

Dr. R. H. Manson, Stromberg-Carlson Telephone Mfg. Co.; Dr. G. R. Town, Alternate.

Paul Raibourn, Television Productions, Inc.

John R. Howland, Zenith Radio Corp.; J. E. Brown, Alternate.

CHIEF ENGINEERS

OF STATIONS IN UNITED STATES AND CANADA

AS OF JANUARY 1st, 1943

The "Win the War First" theme is readily apparent in comparing this year's listing of Radio Engineers with that of '42. The various branches of the armed forces and other government agencies have drawn heavily on personnel in this department particularly. A study would probably indicate that far more men have enlisted from station technical staffs than any other division of the business.

An unusual factor that the war provided is a strong sprinkling of female engineers in both large and small stations. Indications are that more and more feminine technicians will be trained and hired as the war continues.

Alabama

Anniston, WHMA.....James Hudson
 Bessemer, WJLD.....Einer Larsen
 Birmingham,
 WAPI.....Norman S. Hurley
 WSGN.....Paul Cram
 Decatur, WMSL.....Calloway M. Callicott
 Huntsville, WBHP.....John Garrison
 Mobile,
 WALA.....Raymond Hurley
 Montgomery,
 WGOV.....W. D. Weatherly
 WSFA.....Cliff Shelkofsky
 Selma, WHBB.....Edmund Jackson

Arizona

Lowell, KSUN.....Earl Kirkman
 Phoenix,
 KOY.....Robert Thompson
 KPHO.....Louis Sublett
 KTAR.....Harold Haughawout
 Prescott, KYCA.....John R. Quinn
 Safford, KGLU.....Herbert Hartman
 Tucson, KTUC.....Cliff Livingston
 Yuma, KYUM.....Leavenworth Wheeler

Arkansas

Blytheville, KLCN.....Bob Connor
 El Dorado, KELD.....Ewing Canaday
 Fort Smith, KFPW.....Bill Slates
 Helena, KFPA.....J. C. Warren
 Hot Springs National Park, KTHS.....J. C. Norman
 Little Rock,
 KWFC.....Charles Greenley
 KGHJ.....K. F. Tracy
 KLRA.....K. F. Tracy
 Siloam Springs, KUOA.....Cecil E. Smith
 Texarkana, KCMC.....Charles Mathis

California

Bakersfield,
 KERN.....Verne Shatto
 Beverly Hills, KMPC.....Lloyd Sigmon
 Chico, KHSL.....Emory P. Milburn
 Eureka, KIEM.....Alvor Olson, William R. Rambo

El Centro, KXO.....James Coin
 Fresno,
 KARM.....John F. Scales
 KPFE.....Sheldon Anderson
 KMJ.....William N. Wallace
 Hollywood, KMTR.....Pete Wilson
 Long Beach, KGER.....Jay Tapp
 Los Angeles,
 KECA.....H. L. Blatterman, Curtis W. Mason
 KPAC.....H. W. Anderson
 KFI.....H. L. Blatterman, Curtis W. Mason
 KPFG.....Myron Kluge
 KPVD.....John A. Smithson
 KPWB.....Harry Myers
 KHJ.....Frank Kennedy
 KNX.....Lester H. Bowman
 KRKD.....Willis O. Freitag
 Marysville, KMYC.....B. B. Ballard
 Merced, KYOS.....John E. Boren
 Modesto, KTRB.....Wayne Berthold
 Monterey, KDON.....Edward C. Duty
 Oakland,
 KLS.....Howard Faulkner
 KLX.....Ros Smith
 KROW.....C. E. Downey
 Pasadena,
 KPAS.....John A. Smithson
 KPWK.....Paul Spargo
 Redding, KVCV.....Pat O'Brien
 Riverside, KPRO.....R. H. McGaughey
 Sacramento,
 KFBK.....Stan Sronce
 KROY.....Howard Martinean
 San Bernardino, KFXM.....Richard T. Sampson
 San Diego,
 KFMB.....Leslie G. Hewitt
 KGB.....Vern Milton
 San Francisco,
 KPFC.....Jim McArdle
 KGO.....T. B. Palmer
 KPO.....T. B. Palmer
 KSAN.....N. J. Patterson
 KSFO.....Royal V. Howard
 KYA.....Paul C. Schulz
 San Jose, KQW.....W. C. Gilman
 San Luis Obispo, KVEC.....Earl Travis
 Santa Ana, KVOE.....Wallace S. Wiggins
 San Barbara,
 KDB.....William C. Buckley
 KTMS.....Winfred Wileman
 Santa Rosa, KSRO.....Howard McCauley
 Stockton,
 KDGM.....Fred Eilers
 KWG.....Lee Berryhill
 Visalia, KTKC.....Bert Williamson
 Watsonville, KHUB.....E. H. Calder

Colorado

Colorado Springs, KFOR.....H. C. Strang
Denver,
KFEL.....Walter Selden
KLZ.....Harvey Wehrman
KMYR.....Glen James
KOA.....Robert H. Owen
Grand Junction, KFXJ.....Eph Towne
Greeley, KFKA.....Kenneth Cooper

Connecticut

Bridgeport,
WICC.....George Keich
WNAB.....Gard Ray
Hartford,
WDRS.....Italo A. Martino
WNBC.....Roger B. Holt
WTIC.....H. D. Taylor
WTHT.....Richard K. Blackburn
New Britain, WNBC.....Roger B. Holt
New Haven, WELL.....J. Gordon Keyworth
New London, WNLC.....Francis Stephens
Waterbury,
WATR.....Harold Thomas
WBRV.....Frank Hales
Stamford, WSRR.....John Reilly

Delaware

Wilmington, WILM.....J. E. Mathiot

District of Columbia

Washington,
WINX.....Ralph E. Cannon, Jr.
WJSV.....Clyde Hunt
WMAL.....H. A. Wadsworth
WOL.....Harry Lyon
WRC.....A. E. Johnson
WWDC.....U. L. Lynch

Florida

Gainesville, WRUF.....Dr. Palmer Craig
Jacksonville,
WJAX.....John T. Hopkins, 3rd
WJHP.....B. Hayford
WMBR.....E. B. Vordermark
WPDQ.....James R. Donovan
Lakeland, WLAJ.....Wm. P. Lee
Lake Worth, WWPG.....W. H. Malone
Miami,
WIOD.....Bob Barwick
WQAM.....T. C. Wisenbacher
Miami Beach, WKAT, Arthur Smith, Thomas Masee
Ocala, WTMO.....Beecher Hayford, H. F. Lange
Orlando,
WDBO.....J. E. Yarbrough
Palm Beach, WWPG.....Paul McGinty
WLOP.....Harold A. Jenkins
Panama City, WDLF.....Beecher Hayford
Pensacola, WCOA.....G. E. Mead
St. Petersburg,
St. Augustine, WFOY.....Pat Bernhard
WSTN.....Louis J. Link
WTSF.....Joe Latimer
Sarasota, WSPB.....Bill Sheetz
Tallahassee, WTAL.....William A. Snowden, Jr.
Tampa,
WDAE.....William Pharr Moore
WFLA.....Joe Mitchell
West Palm Beach, WJNO.....E. Whitt MacDowell

Georgia

Albany,
WALB.....Noel Martin
WGPC.....Charles M. Kinnett
Atlanta,
WAGA.....Russ Shettler
WATL.....Zenas Sears
Augusta,
WGAC.....DeForest Layton
WSB.....C. F. "Harry" Daugherty
Augusta, WRDW.....Harvey Aderhold
Brunswick, WMOG.....Kenneth E. White

Cedartown, WGAA.....Clarence Landress
Columbus, WRBL.....Wilfred Siddle
Cordele, WMJM.....Clayton Lee
Dalton, WBLJ.....W. C. Roberts
Gainesville, WGGG.....F. K. Brown
Macon,
WBML.....Mary Hester Richardson
WMAZ.....George P. Rankin, Jr.
Moultrie, WMGA.....James Wilder
Rome, WRGA.....R. L. Starr
Savannah,
WSAV.....Meredith E. Thompson
WTOC.....Claude M. Gray
Tooeva, WRLC.....H. C. Lindahl
Valdosta, WGOV.....L. C. McCall
Waycross, WAYX.....John T. Tobola
West Point, WDAK.....Dige Bishop

Idaho

Boise, KIDO.....H. W. Toedtemeier
Lewiston, KRLC.....Milton MacLafferty
Nampa, KFXD.....Eddie Hurt
Pocatello, KSEI.....Henry H. Fletcher
Twin Falls, KTFI.....Franklin V. Cox
Wallace, KWAL.....Charles Crane

Illinois

Aurora, WMRO.....Mary Louise Brown
Champaign, WDWS.....Jack Baum
Chicago,
WAAF.....Carl Uhlrich
WAIF.....Edward J. Jacker
WBMM.....Frank B. Falknor
WCFL.....Maynard F. Marquardt
WEDC.....Chester Lewicki
WENR.....E. C. Hortsman
WGES.....George Bush
WGN.....George Lang
WJJD.....Walter Myers
WLS.....Thomas L. Rowe
WMAQ.....Howard C. Luttgens
WMBI.....A. P. Frye
WBSB.....Dean Remick
Cicero, WHFC.....George M. Ives, Jr.
Danville, WDAN.....Theodore Magin
Decatur, WSOY.....M. H. Stuckwisch
East St. Louis, WTMV.....Thomas R. McLean
Galesburg, WGIL.....Dale King
Harrisburg, WEBQ.....Joseph R. Tat
Herrin, WJPF.....Lynton R. Lemcnc
Jacksonville, WLDS.....Gerald Cassens
Peoria, WMBD.....Ted Giles
Quincy, WTAD.....Francis Wentura
Rockford, WROK.....T. C. Cameron
Rock Island, WHBF.....R. J. Sinnett
Springfield, WDW.....Harold L. Dewing
Tuscola, WDW.....Mark Spies
Urbana, WILL.....A. James Ebel

Indiana

Anderson, WHEU.....L. F. Podhaski
Elkhart, WTRC.....K. N. Singleton
Fort Wayne, WGL-WOWO.....Alva E. Smith
Gary, WIND.....Victor H. Voss
Hammond, WJOB.....Stanley Stroussberg
WJWC.....William E. Albright
Indianapolis,
WFBM.....Harold Holland
WIBC.....Harry Adams
WIRE.....Eugene E. Alden
WISH.....Stokes Gresham, Jr.
Lafayette, WASK.....Russell Lewis
Muncie, WLBC.....M. M. Crain
South Bend, WSBT.....Paul Mangus
Terre Haute, WBOW.....Don Aldrich
Vincennes, WAOV.....Robert M. Henley
West Lafayette, WBBA, Howard Eckert, Earl Stout

Iowa

Ames, WOI.....L. L. Lewis
Boone, KFGQ.....Paul R. Huntsinger
Burlington, KBUR.....Kirby Smith
Cedar Rapids, WMT.....Paul A. Palmer
Clinton, KROS.....Gilbert Andrew

Davenport, WOC.....Ray Stauffer
 Decorah, KWLC.....Oliver M. Eittreim
 Des Moines,
 KRNT-KSO.....Paul Huntsinger
 WHO.....P. A. Loyet
 Dubuque,
 KDTH.....Stan Beck
 WKBB.....Leonard Carlson
 Fort Dodge, KVFD.....Dave Sinclair
 Iowa City, WSUI.....S. J. Ebert
 Marshalltown, KFJB.....Alfred Urbashich
 Mason City, KGLO.....Roger Sawyer
 Ottumwa, KBIZ.....August P. Wendt
 Shenandoah,
 KFNF.....Earl Blakesley
 KMA.....Ray Schroeder
 Sioux City,
 KSCJ.....Alvin H. Smith
 KTRI.....Earl Huss
 Spencer, KICD.....Hewitt D. Grotewohl
 Waterloo, KXEL.....Don Kassner

Kansas

Atchison, KVAK.....Charles Giles
 Coffeyville, KGGF.....Sarto Jaminet
 Dodge City, KGNO.....Ralph Hickman
 Emporia, KTSW.....Harold E. Davis
 Garden City, KIUL.....Henry McClintock
 Great Bend, KRGB.....Leo Legleiter
 Hutchinson, KWBW.....Millard Clary
 Kansas City, KCKN.....Bernard Maltby
 Lawrence, WREN.....Carl Bliesnei
 Manhattan, KSAC.....R. C. Dennison
 Pittsburg, KOAM.....W. L. Brown
 Salina, KSAL.....N. E. Vance, Jr.
 Topeka, WIBW.....Karl Troegler
 Wichita,
 KANS.....Carl Hall
 KFBI.....K. W. Pyle
 KFH.....Amos C. Daisman

Kentucky

Ashland, WCMI.....Clarence Weaver
 Harlan, WHLN.....Max Cockley
 Henderson, WSON.....Edwin L. Robb
 Hopkinsville, WHOP.....Lynton R. Lemond
 Lexington, WLAP.....Sanford Helt
 Louisville,
 WAVE.....Wilbur Hudson
 WHAS.....D. C. Summerford
 WINN.....Wayne J. Hatchett
 New Albany (Louisville).....Perry Esten
 Owensboro, WOMI.....Leslie Goodaker
 Paducah, WPAD.....James Grant

Louisiana

Alexandria, KALB.....Jesse Sexton
 New Orleans,
 WDSU.....C. L. Whitney
 WNOE.....Ellis Trepreginer
 WWL.....J. D. Bloom, Jr.
 Shreveport,
 KRMD.....R. M. Dean
 KTBS.....C. H. Maddox
 KWKH.....W. E. Antony

Maine

Augusta, WRDO.....Harold Dinsmore
 Lewiston, WCOU.....John T. Duty
 Portland,
 WCSH.....G. Fred Crandon
 WGAN.....Roger W. Hodgkins

Maryland

Baltimore,
 WBAL.....George W. Cooke
 WCAO.....Martin L. Jones
 WFBR.....William Q. Ranft
 WTH.....James Duff
 Cumberland, WTBO.....L. Edward Pamphilon
 Frederick, WFMD.....A. V. Tidmore
 Hagerstown, WJEJ.....George W. McIntire
 Salisbury, WBOC.....Peter A. Alfonsi

Massachusetts

WBZ.....F. M. Sloan
 WBZA.....H. E. Randol
 WCOB.....Roland C. Hale
 WEEL.....W. J. Stiles
 WHDH.....R. G. Matheson
 WNAO.....Paul A. DeMars, Irving Robinson
 WORL.....John Parker
 Fall River, WSAR.....John C. Pavao
 Fitchburg, KEIM.....Theodore Kalin
 Greenfield, WHAI.....James L. Spates
 Holyoke, WHYN.....Thomas Humphrey
 Hyannis-West Yarmouth, WOCB.....L. D. Trefry
 Hyannis, WOCB.....Rodney A. Merrill
 Lawrence, WLAW.....George A. Hinckley
 Lowell, WLLH.....Ralph Newton
 New Bedford, WNBH.....Irving Vermilya
 Pittsfield, WBRK.....Leonard Lavendol
 Springfield,
 WMAS.....Earle G. Hewinson
 WSPR.....Lawrence A. Reilly
 Worcester,
 WAAB.....Irving B. Robinson
 WTAG.....Elliot A. Browning

Michigan

Bay City, WBCM.....Ralph H. Carpenter
 Calumet, WHDF.....George L. Burgan
 Detroit,
 WJLB.....Edward H. Clark
 WWJ.....Herbert F. Tank
 WXYZ.....Verne C. Alston
 East Lansing, WKAR.....Norris E. Grover
 Flint, WFDF.....Frank D. Fallain
 Grand Rapids, WOOD-WASH.....Fred W. Russell
 Ironwood, WJMS.....Arne Dahlback
 Jackson, WIBM.....Charles Wirtanen
 Kalamazoo, WKZO.....Carl E. Lee
 Lapeer, WMPC.....Hollis F. Hayes
 Muskegon, WKBZ.....George Krivitzky
 Pontiac, WCAR.....Wayne N. Cook
 Port Huron, WHLS.....Leslie Conant
 Royal Oak, WEXL.....Jerome Steadley
 Saginaw, WSAM.....Simon Maruszán
 Traverse City, WTCM.....Drew McClay

Minnesota

Albert Lea, KATE.....Lawrence Lawson
 Duluth,
 KDAL.....Robert A. Dettman
 WEBC.....William Lounsberry
 Hibbing, WMFG.....Wm. Lounsberry
 Mankato, KYSM.....James Houts
 Minneapolis,
 WCCO.....Hugh S. McCartney
 WDGY.....Dr. George W. Young
 WLB.....Burton Holmberg
 WLOL.....Gene Brautigam, Ozden Prestholdt
 WTCN.....Myron Fleming
 Moorhead, KVOX.....Dick Noble
 Northfield, WCAL.....O. W. Halderson
 St. Cloud, KFAM.....Robert B. Witschen
 St. Paul, WMIN.....Warren Fritze
 Virginia, WHLB.....Wayne Kestila
 Willmar, KWLM.....Vern Baumgartner

Mississippi

Columbus, WCBI.....Maxwell Williams
 Greenville, WJPR.....R. L. Lee
 Greenwood, WGRM.....Gordon Clark
 Gulfport, WPCM.....Donovan Murphy
 Jackson, WSLI.....C. A. Perkins
 Laurel, WAML.....Bruce Dennis
 McComb, WSKB.....Robert Louis Sanders
 Meridian, WMOO.....D. W. Gavin
 Natchez, WMIS.....Thomas Patterson
 Vicksburg, WQBC.....C. E. Drake

Missouri

Columbia, KFRU.....Robert Haigh
 Hannibal, KHMO.....Warren E. McPadden
 Joplin, WMBH.....Richard Meek
 Kansas City,

CHIEF ENGINEERS

KCMO.....Jack Stewart
 KMBC.....A. R. Moler
 WDAF.....Joseph A. Flaherty
 Poplar Bluff, KWOC.....Don Lidenton
 St. Joseph, KFEQ.....Fred H. Damm
 St. Louis,
 KFVO.....Carl H. Meyer
 KWK.....Rich Hayes
 KXOK.....Arthur Rekart
 WEW.....George E. Rueppel
 WIL.....Chal C. Stoup
 Sedalia, KDRO.....Bing G. Wong
 Springfield,
 KGBX-KWTO.....Fritz Bauer
 KTTO.....Frank L. Barker

Montana

Billings, KGHL.....Jeff Kiichli
 Bozeman, KRBM.....Jack Provis
 Great Falls, KFBB.....Wilbur Myhre
 Helena, KPFA.....R. D. Martin
 Kalispell, KGEZ.....Donald Gorman
 Miles City, KGVO.....R. E. Nelson
 Missoula, KGVO.....Fred Wamble
 Sidney, KGCX.....Otto E. Moates

Nebraska

Fremont, KORN.....Lee Gustavson
 Grand Island, KMMJ.....D. Swanson
 Hastings, KHAS.....Duane B. Allison
 Kearney, KGFW.....Jack Lewis
 Lincoln, KFAB-KFOR.....Mark W. Bullock
 Norfolk, WJAG.....Frank Weidenbach
 North Platte, KGNF.....J. B. Eaves
 Omaha,
 KBON.....Richard Wina
 KOIL.....Mark Bullock
 KOWH.....F. E. Shopen, Jr.
 WOW.....William J. Kotera

Nevada

Reno, KOH.....M. Hewlitt Kees

New Hampshire

Keene, WKNE.....Howard Ayer
 Laconia, WLNH.....Louis Steady
 Manchester,
 WFEA.....Reginald A. B. Schow
 WMUR.....Vincent H. Chandler
 Portsmouth, WHEB.....Paul Lindsay

New Jersey

Asbury Park, WCAP.....Gordon Shaw
 Atlantic City,
 WBAB.....Earle Godfrey
 WPFG.....Blair K. Thorn
 Camden, WCAM.....C. E. Onens
 Jersey City,
 WAAT.....Frank V. Bremer
 WHOM.....Allison Burnham
 Paterson, WPAT.....Earl F. Lucas
 Trenton,
 WTNJ.....Edward P. Knowles
 Zaraphath, WAWZ.....Nathaniel Wilson

New Mexico

Albuquerque,
 KGGM.....Leonard Dodds
 KOB.....George S. Johnson
 Carlsbad, KAVE.....David O. Crouch
 Clovis, KICA.....Vernon Hughes
 Hobbs, KWIEW.....Chet L. Gonce
 Las Vegas, KFUN.....A. F. Schults
 Roswell, KGFL.....Melvin Unger

New York

Albany,
 WABY.....J. H. Corey
 WOKO.....O. A. Sardi
 Auburn, WMBO.....Herbert House
 Batavia, WBTA.....Howard Cochran
 Binghamton, WNEF.....Lester H. Gilbert
 Brooklyn,
 WBYN.....Peter Testan
 WLIB.....Arthur Faske
 Buffalo,
 WBEN.....Ralph J. Kingsley
 WBNY.....Thomas L. Vines
 WEBR.....Raymond Lamy
 WGR.....K. B. Hoffman
 WKBW.....K. B. Hoffman
 Elmira, WENY.....Thurlow A. Greane
 Freeport, WGBB.....Robert Milos
 Ithaca, WHCU.....True McLean
 Jamestown, WJTN.....Harold J. Kratzert
 Kingston, WKNY.....M. S. Selmes
 Middletown, WALL.....Martin Karig, Jr.
 Newburgh, WGNV.....John Bondy
 New York,
 WABC.....Henry Grossman
 WEAJ (NBC).....F. A. Wankel
 WEVD.....Charles Brown
 WHN.....Paul Fuelling
 WINS.....Paul Von Kunits
 WJZ (Blue Network).....George Milne
 WMCB.....Frank Marx
 WOR.....J. R. Poppele
 WOY.....Hillis W. Holt
 WNEW.....M. J. Weimer
 WQXR.....Russell D. Valentine
 Niagara Falls, WHLD.....Robert Wilson
 Oesdenburg, WSLB.....Clifford Moore
 Olean, WHDL.....Karl Haberman
 Plattsburg, WMFF.....Jack Nazak
 Poughkeepsie, WKIP.....John Burke
 Rochester,
 WHAM.....Kenneth Gardner
 WHEC.....Bernard C. O'Brien
 WSAJ.....Gordon P. Brown
 Schenectady, WGY.....W. J. Purcell
 Syracuse,
 WAGE.....Charles Brannen
 WFBL.....Alfred R. Marcy
 WSYR.....A. G. Belle Isle
 Troy, WTRY.....William Watson, W. J. Lardner
 Utica, WIBX.....J. T. Dowdell
 Watertown,
 WATN.....Vernice B. Baxter
 WWNY.....Maynard B. Davis
 White Plains, WFAS.....Harry C. Laubenstein
 Woodside, WWRL.....William H. Reuman

North Carolina

Asheville, WISE.....Charles W. Sumner
 Burlington, WBBB.....James Beatty
 Charlotte,
 WAYS.....Bob Rigby
 WBT.....J. J. Beloungy
 WSOC.....L. L. Caudle, Jr.
 Durham, WDNC.....Walter Hill
 Elizabeth City, WCNC.....Joe Kyle
 Fayetteville, WFNC.....Howard Harrell
 Gastonia, WGNC.....W. C. Groves, Jr.
 Goldsboro, WGBR.....Daniel B. Trueblood
 Greensboro,
 WBIG.....Earl Allison
 WGBG.....Clyde C. Penny
 Greenville, WGTC.....Hank Tribley
 Hickory, WHKY.....E. S. Long
 High Point, WMFR.....Robert P. Boyd
 New Bern, WHIT.....Glen Neuville
 Raleigh,
 WPTF.....Henry Hulick, Jr.
 WRAL.....Stanley H. Brown
 Roanoke Rapids, WCBT.....Lewis Hiland
 Salisbury, WSTP.....Carl B. Watson

Washington, WRRF.....George P. Martin
 Wilmington, WMFD.....S. Harold Jones
 Wilson, WGMT.....Warren Wooten
 Winston-Salem,
 WAIR.....Leon Lloyd
 WSJS.....Phil Hedrick

The Dalles, KODL.....Don Jones
 Eugene, KORE.....Harold Gander
 Grant's Pass, KUIN.....Edward A. Malone
 La Grande, KLBK.....Lee Ready
 Marshfield, KOOS.....Roger L. Spaugh
 Medford, KMED.....Dave Rees
 Pendleton, KWRC.....Paul E. Walden
 Portland,

North Dakota

Bismarck, KFYZ.....Ivar Nelson
 Devil's Lake, KDRL.....Richard Moritz
 Fargo, WDAY.....Julius Hetland
 Grand Forks, KFJM.....Edwin J. O'Brien
 Minot, KLPK.....C. W. Baker
 Valley City, KOVC.....Charles Sjoström

KBPS.....Louis Ballinger
 KEX-KGW.....Harold Singleton
 KALE-KOIN.....Louis S. Bookwalter
 KWJL.....Wilbur Jerman
 KXL.....Lew Ballanger
 Roseburg, KRNR.....Henry J. Chandler, Jr.
 Salem, KSLM.....Clyde Carlton

Pennsylvania

Akron,
 WADC.....John Aitkenhead
 WAKR.....Wm. W. Robertson
 WJW.....Gerald Roberts
 Ashtabula, WICA.....G. G. Gautney
 Canton, WHBC.....Kenneth L. Sliker
 Cincinnati
 WKCY.....C. H. Topmiller
 WCPO.....Glen A. Davis
 WKRC.....George Wilson
 WLW.....R. J. Rockwell
 WSAI.....R. J. Rockwell
 Cleveland,
 WCLE.....Ralph DeLany
 WGAR.....R. Morris Pierce
 WHK.....Ralph DeLany
 WTAM.....S. E. Leonard
 Columbus,
 WBNS.....Lester H. Nafzger
 WCOL.....James E. Lowe
 WHKC.....J. E. Anderson
 WOSU.....C. H. Boehnker
 Dayton,
 WHIO.....Ernest L. Adams
 WING.....Paul F. Braden
 Findlay, WFIN.....Edgar Smith
 Lima, WLOK.....Jack E. Bannon
 Mansfield, WMAN.....Perry Wilson
 Marion, WMRN.....S. Robert Morrison
 Portsmouth, WPAY.....Maurice Myers
 Steubenville, WSTV.....Joseph M. Troesch
 Toledo,
 WSPD.....William Stringfellow
 WTOP.....Frank B. Ridgeway
 Warren, WRRN.....William C. Minor
 Youngstown, WKBN.....B. T. Wilkins
 Zanesville, WHIZ.....William A. Hunt

Altoona, WFBG.....Paul Rex
 Butler, WISR.....Clifford L. Gorsuch
 Du Bois, WCED.....Raymond Baird
 Easton, WEST.....J. E. Mathiot
 Erie,
 WERC.....Charles Jenks
 WLEU.....Clarence Baker
 Grove City, WSAJ.....H. W. Harmon
 Harrisburg,
 WHP.....R. S. Duncan
 WKBO.....J. E. Mathiot
 Hazleton, WAZL.....J. E. Mathiot
 Johnstown, WJAC.....Nevin Straub
 Lancaster, WGAL.....J. E. Mathiot
 Lewistown, WMRF.....Bernard H. Bopp
 New Castle, WKST.....Robert Emch
 Philadelphia,

KYW.....Ernest H. Gager
 WCAU.....(acting) George Lewis
 WDAS.....Frank Unterberger
 WFIL.....Louis E. Littlejohn
 WBG.....John H. Henninger
 WIP.....Clifford Harris
 WPEN.....Charles W. Burtis
 WTEL.....Gray D. MacLaughlin
 Pittsburgh,
 KDKA.....Dwight A. Myer
 KQV.....Walter McCoy
 WCAE.....James Schultz
 WWSW.....Henry R. Kaiser

Reading,
 WEEU.....R. A. Gaul
 WRAW.....H. O. Landis
 Scranton,
 WARM.....Adolph Oschmann
 WGBI.....Kenneth R. Cooke
 Sharon, WPIC.....A. C. Heck
 Sunbury, WKOK.....Clif Kerstetter
 Uniontown, WMBS.....Harold Frueham
 Washington, WJPA.....Joseph M. Troesch
 Wilkes-Barre,

Oklahoma

Ada, KADA.....William Lindsay
 Ardmore, KVSO.....George Milner
 Bartlesville, KWON.....Gil W. Ownby
 Elk City, KASA.....Clive Lee Neel
 Enid, KCRC.....Paul Snell
 Muskogee, KBIX.....D. W. Hoisington
 Norman, WNAD.....Franklin W. Harris
 Oklahoma City,
 KOMA.....M. W. Thomas
 KTOK.....Clifford Easum
 WKY.....Herman J. Lovell
 Okmulgee, KHBG.....Chester Ludwick
 Shawnee, KGFF.....S. Ricciotti
 Tulsa,
 KOMA.....Bob Elmore
 KTUL.....Robert Snider
 KVOO.....L. W. Stinson

WBAX.....John Stenger, Jr.
 WBRE.....Charles Sakoski
 Williamsport, WRAK.....Louis N. Persio
 York,
 WORK.....J. E. Mathiot
 WSBA.....Woodrow G. Eberhart

Rhode Island

Pawtucket, WFCL.....Gilbert Johnson
 Providence, WPRO.....Howard W. Thornley

South Carolina

Albany, KWIL.....Herb Davidson
 Astoria, KAST.....Raymond Williams
 Baker, KBKR.....Sidney Williams
 Bend, KBND.....Robert Dickinson
 Corvallis, KOAC.....Grant S. Feikert

Anderson, WAIM.....Harold C. Spengler
 Charleston,
 WCSC.....James Weaver
 WTMA.....Douglass M. Bradham
 Columbia,
 WCOS.....Harry Clippard
 WIS.....Scott Helt
 Florence, WOLS.....Herman Hanks
 Greenville, WFBC.....Clyde Etheridge
 Greenwood, WCBS.....E. C. Niemann
 Spartanburg, WORD-WSPA,
 Murray Coleman, Harold Beckholt
 Sumter, WFIG.....William E. Williams

CHIEF ENGINEERS

South Dakota

Aberdeen, KABR.....Delbert T. Hunt
 Rapid City,
 KOBH.....M. J. Jones
 WCAT.....E. E. Clark
 Sioux Falls, KELO-KSOO.....Max Staley
 Vermillion, KUSD.....Tom Bedwell
 Watertown, KWAT.....Francis Alwin
 Yankton, WNAX.....Clifford Todd

Tennessee

Bristol, WOPI.....R. H. Smith
 Chattanooga,
 WAPO.....B. B. Barnes
 WDEF.....B. C. Baker
 WDOD.....Julius Vessels
 Clarksville, WJZM.....F. Kravitz
 Cookeville, WHUB.....Charles R. Duke
 Jackson, WTJS.....B. Carey Brummel
 Johnson City, WJHL.....O. K. Garland
 Kingsport, WKPT.....G. W. Upchurch
 Knoxville,
 WBIR.....Edward McGinley
 WNOX.....J. B. Epperson
 WROL.....Owen McReynolds
 Memphis,
 WHBQ.....W. M. Roy
 WMC.....E. C. Frase, Jr.
 WMPS.....J. G. Deaderick
 Nashville,
 WLAC.....F. D. Binns
 WSM.....(Acting) George Reynolds

Texas

Abilene, KRBC.....J. B. Casey
 Amarillo,
 KFDA.....Howard Blaker
 KGNC.....Wm. H. Torrey
 Austin,
 KNOW.....James E. Lewis
 KTBC.....G. C. Farmer
 Beaumont, KRIC.....Ray Wheeler
 Big Spring, KBST.....Andrew M. Jones
 Brownwood, KBWD.....G. M. Patterson
 College Station, WTAW.....H. C. Dillingham
 Corpus Christi,
 KEYS.....H. B. Loekhart
 KRIS.....Robert S. Bush
 Corsicana, KAND.....Gene Hellum
 Dallas,
 KRLD.....Roy M. Flynn
 KSKY.....Morris M. Ming
 WFAA.....Raymond Collins
 WRR.....D. J. Tucker
 El Paso,
 KROD.....Edward P. Talbott
 KTSM.....E. L. Gemoets
 Fort Worth,
 KFJZ.....Truett Kimzey
 KGKO.....R. C. Stinson
 WBAP.....R. C. Stinson
 Galveston, KLUF.....Lee Clough
 Harlingen, KGBS.....Marvin D. Myers
 Houston,
 KPRC.....H. T. Wheeler
 KTRH.....Howard Robinson
 KXYZ.....Gerald Chinski
 Huntsville, KSAM.....Robert Newton
 Lubbock, KFYO.....W. S. Bledsoe
 Midland, KRLH.....Jack Cecil
 Palestine, KNET.....Frank Goodson
 Pampa, KPND.....H. E. Kreiger
 Paris, KPLT.....Mitchell Seerest
 Port Arthur, KPAC.....Glen Boatright
 San Angelo, KGKL.....Frank Jones
 San Antonio,
 KABC.....Kenneth Hyman
 KMAC.....Charles F. Harris
 KONO.....George W. Ing
 K TSA.....W. G. Egerton
 WOAI.....Fred Sterling
 Sweetwater, KXOX.....G. W. Dotson

Tyler, KGKB.....John B. Sheppard
 Vernon, KVWC.....Herman Ridgway
 Waco, WACO.....L. H. Appleman
 Weslaco, KRGV.....O. L. Hartwig
 Wichita Falls, KWFT.....John Adams

Utah

Cedar City, KSUB.....Herschell Urie
 Logan, KVVU.....C. N. Layne
 Ogden, KLO.....W. D'Orr Cozzens
 Provo, KOVO.....Gerald Peterson
 Salt Lake City,
 KDYL.....John M. Baldwin
 KUTA.....Lyle Wahlquist

Vermont

Burlington, WCAC.....John C. Quill
 Rutland, WSYB.....David Lyons
 St. Albans, WWSR.....Norman B. Lyons
 Waterbury, WDEV.....Paul Hurd

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Charlottesville, WCHV.....Walter Gray
 Danville, WBTV.....Harry W. Spencer
 Fredericksburg, WFVA.....James Garber
 Lynchburg, WLVA.....John Orth
 Martinsville, WMVA.....William R. Harmon
 Newport News, WGR.....Raymond P. Aylor, Jr.
 Norfolk, WTAR.....Julius L. Grether
 Petersburg, WPID.....Fred Wagner
 Richmond,
 WMBG.....Wilfred H. Wood
 WRNL.....Rudolph W. Raabe
 WRVA.....David C. Woods
 Roanoke,
 WDBJ.....J. W. Robertson
 WSLS.....Philip Briggs
 Suffolk, WLPN.....William Rupp
 Winchester, WINC.....Phil Whitney

Washington

Aberdeen, KXRO.....W. M. McGoffin
 Centralia-Chehalis, KELA.....Ellwood Lippencott
 Everett, KEVE.....Vernon Downing
 Olympia, KGY.....Vernon Johnson
 Pullman, KWSC.....Sig Turnquist
 Seattle,
 KIRO.....James Hatfield
 KJR.....F. J. Brott
 KOL.....Perry C. Lind
 KOMO.....F. J. Brott
 KRSC.....George Freeman
 KXA.....John Dubuque
 Spokane,
 KPIO.....Dee Waymire
 KFPY.....George Langford
 Tacoma,
 KMO.....Joe Kolesar
 KWT.....Raymond Griese
 Walla Walla, KUJ.....M. L. MacLafferty
 Vancouver, KVAN.....S. W. McCready

West Virginia

Beckley, WJLS.....Al J. Ginkle
 Bluefield, WHIS.....P. T. Flanagan
 Charleston,
 WCBS.....Odes E. Robinson
 WGKV.....Denzil Pulley
 Clarksburg, WBLK.....C. S. Clemans
 Fairmont, WMMN.....Robert Hough
 Huntington, WSAZ.....John R. Csensich
 Logan, WLOG.....John Blackwood
 Morgantown, WAJR.....Ray C. Spense
 Parkersburg, WPAR.....Cecil Knowles
 Welch, WBRW.....John Timberlake
 Wheeling,
 WKWK.....Fred Baker, Vernon Totten
 WVVA.....Edwin L. Keim

CHIEF ENGINEERS

Wisconsin

Appleton, WBXY.....George Merkle
 Ashland, WATW.....Hine Dahlback
 Fond du Lac, KFIZ.....Wendell S. Meyers
 Green Bay, WTAQ.....Wallace Stengel
 Janesville, WCLO.....William Havens
 La Crosse, WKBH.....Al Leeman
 Madison,
 WHA.....John Stiehl
 WIBA.....Norman Hahn
 Manitowac, WOMT.....W. F. Dubin
 Marinette, WMAM.....Martin R. Lund
 Medford, WIGM.....Walter Ninneman
 Milwaukee,
 WEMP.....Raymond Host
 WISN.....D. A. Weller
 WTMJ.....Daniel W. Gellerup
 Oshkosh, WOSH.....Nathan Willams
 Racine, WRJN.....F. Lee Dechant
 Rice Lake, WJMC.....Ray Pearson
 Sheboygan, WHBL.....Herbert Mayer
 Stevens Point, WLBL.....Donald L. Yapp
 Superior, WDSM.....Melvin Laskey
 Wausau, WSAU.....Roland Richardt
 Wisconsin Rapids, WFHR.....Garth N. Bowker

Wyoming

Cheyenne, KFBC.....Gaal Barrett
 Powell, KPOW.....Del Brandt
 Rock Springs, KQRS.....Archie Buchanan
 Sheridan, KWYO.....Robert F. Crosssthaite

Alaska

Anchorage, KFQD.....Hal Leighton
 Fairbanks, KFAR.....Stanton Bennett

Hawaii

Honolulu, KGMB.....Ernest Lindemann

Puerto Rico

San Juan, WIAC.....Alfonso Sanchez

Canada Alberta

Calgary, CFAC.....Earl C. Connor
 Edmonton,
 CFRN.....F. Makepeace
 JCA.....Gordon Shillageer
 CKUA.....J. W. Porteous
 Grande Prairie, CFGP.....George Bliss
 Lethbridge, CJOC.....James Ihey

British Columbia

Kamloops, CFJC.....D. Sharpe
 Kelowna, CKOV.....J. H. B. Browne
 Nelson, CKLN.....F. W. Cameron
 Prince Rupert, CFPR.....C. H. Insulander
 Trail, CJAT.....E. C. Ayles
 Vancouver,
 CBR.....Norman Olding
 CJOR.....A. Chandler
 CKMO.....R. Whiteside
 Victoria, CJVI.....J. Sommers

Manitoba

Winnipeg, CKY.....W. A. Duffield

New Brunswick

Campbellton, CKNB.....L. P. Paquet
 Fredericton, CFNB.....E. S. Cassidy
 Moncton, CKCW.....A. J. White
 Saint John, CHSJ.....J. G. Bishop

Nova Scotia

Antigonish, CJEX.....Gordon MacDougall
 Halifax, CHNS.....A. W. Greig
 Sydney, CJCB.....A. Vernon
 Yarmouth, CJLS.....Donald L. Smith

Ontario

Brantford, CKPC.....Alfred Teague
 Chatham, CFKO.....Gordon Brooks
 Hamilton,
 CHML.....William Crawford
 CKOC.....L. Horton
 Kingston,
 CFRC.....Professor H. S. Stewart
 CKWS.....George McCurdy
 Kirkland Lake, CJKL.....Tom Watson
 Kitchener, CKCR.....Ion Hartman
 North Bay, CFCH.....Jack Barnaby
 Ottawa, CBO.....E. C. Stewart
 Owen Sound, CFOS.....William Vallins
 Petersborough, CHEX.....Bert Crump
 Prescott, CFCL.....G. W. Andrews
 St. Catharines, CKTB.....W. H. Allen
 Sault St. Marie, CJIC.....M. Fisher
 Sault St. Marie, CJIC.....S. C. Cusack
 Stratford, CJCS.....George Hildebrand
 Sudbury, CKSO.....Jim McRae
 Timmins, CKGB.....Ernest Mott
 Toronto,
 CBL.....M. L. Poole
 CBY.....M. L. Poole
 CFRB.....Jack Sharpe
 CKCL.....Ernest O. Swan
 Windsor, CKLW.....W. J. Carter
 Wingham, CKNX.....Joe McGill

Prince Edward Island

Charlottetown, CFCY.....R. F. Large
 Summerside, CHGS.....Angus MacKee
 Chicotini, CBJ.....J. E. Roberts
 Hull, CKCH.....Max Gebhardt

Quebec

Amos, CHAD.....George H. Pope
 Montreal,
 CBF.....Gordon W. Olive
 CBM.....Gordon W. Olive
 CFCF.....J. G. Gettenby
 CHLP.....Alphonse Cloutier
 CKAC.....Leonard Spencer
 New Carlisle, CHNC.....J. R. McGough
 Rouyn-Noranda, CKRN.....George H. Pope
 Sherbrooke, CHLT.....Romeo Frechette
 Three Rivers, CHLN.....Leon Trepanier
 Val D'Or, CKVD.....George Pope

Saskatchewan

Moose Jaw, CHAB.....M. Pickford
 Prince Albert, CKBI.....Tom Vaness
 Regina,
 CJRM.....William McDonald
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AN UP-TO-THE-MINUTE LIST OF IMPORTANT

EQUIPMENT FIRMS

SUPPLYING RADIO IN ALL OF ITS BRANCHES

H. W. Acton Co., Inc.

370 Seventh Ave., New York, N. Y.
Phone LOngacre 5-4884

President.....Harry W. Acton
Treasurer.....Harold A. Benguefield

BRANCH OFFICE: Lowell, Mass.

PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

The Acme Elec. & Mfg. Co.

50 Water St., Cuba, N. Y.
Phone Cuba 4

President.....C. H. Bunch
Vice-President, Chief Engineer

J. A. Comstock

Treasurer.....L. E. Williams
Secretary.....W. F. Radon

BRANCH OFFICE: Clyde, N. Y.

PRODUCTS: Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

Aerovox Corp.

740 Belleville Ave., New Bedford, Mass.

President.....S. I. Cole
Sales Manager.....Charles Golenpaul

PRODUCTS: Capacitors, paper, electrolytic and mica, for transmitting, receiving and electronic applications, including paper, oil and wax impregnated, moulded-mica, bakelite-cased and ceramic-cased-mica capacitors; carbon and wire-wound resistors; electrolytics for filter circuits, motor-starting and industrial applications.

Aircraft Accessories Corp.

Fairfax & Funston Roads, Kansas City, Kans.
Phone: FAirfax 3200

President.....Randolph C. Walker
Vice-President.....Clifford C. Andrews

Sales Manager.....Emery Johnson

PRODUCTS: Transmitters, piezo-electric crystals aviation antenna.

Air King Products Co., Inc.

1523-29 Sixty-third St., Brooklyn, N. Y.
Phone: BEachview 2-6700

President.....J. P. Lieberman
Vice-President.....H. D. Halperin

Sales Manager.....Jules Frank

PRODUCTS: Receiving sets, radio-phonograph combinations, television receiving sets.

Allen-Bradley Co.

136 W. Greenfield Ave., Milwaukee, Wisc.
Phone: MIttchell 5151

President.....Harry L. Bradley
Vice-President & General Manager

F. F. Look

PRODUCTS: Fixed and variable composition resistors.

The Alliance Manufacturing Co.

Lake Park Blvd., Alliance, Ohio

President.....W. H. Purcell
General Manager.....Owen L. Lewis

PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors.

American Condenser Corp.

2508 S. Michigan Ave., Chicago, Ill.
Phone: CALumet 5903

President & General Manager

Irving Menschik

PRODUCTS: Transmitting condensers, electrolytic condensers, ignition condensers, by-pass condensers.

American Microphone Co., Ltd.

1915 S. Western Ave., Los Angeles, Calif.
Phone PA 1161

President.....P. S. Gramer
Vice-President.....F. A. Yarbrough

Secretary.....Z. R. Yarbrough
PRODUCTS: Microphones.

American Microphone & Telephone Co.

1220 Glendon Ave., Los Angeles, 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.

The American Steel Package Co.

Squire Ave., Defiance, Ohio

President.....C. E. Behringer
Sales Manager.....W. F. Reiter

PRODUCTS: Variable gang tuning condensers, air trimmer condensers.

Amperex Electronic Products

79 Washington St., Brooklyn, N. Y.

Phone Cumberland 6-4430

Sales Manager.....S. Norris
BRANCH OFFICES: 1623 S. Hill St., Los Angeles, Cal.; 3218 Western Ave., Seattle, Wash.; 9 S. Clinton St., Chicago, Ill. PRODUCTS: Transmitting Tubes.

Amplifier Co. of America

17 W. 20th St., New York, N. Y.

CHelsea 2-6998

General Manager.....N. M. Haynes
Chief Engineer.....A. C. Shaney
Sales Manager.....H. S. Manney
PRODUCTS: Program, Monitor, and Audition Amplifiers, Voltage Regulators, Audio Transformers, Audio Reactors, Equalizers, Band Pass, High Pass, and Low Pass Filters, Band Rejection Filters, 6, 12, 36 and 48-volt Humless Regulated (DC) Power Supplies, Volume Indicators, Direct-Coupled Amplifiers, Code Training Oscillators, Tape Inkers, Portable P. A. Systems, Telephone Repeaters, High Fidelity Transformers, Saturable Reactors.

Amy, Aceves & King, Inc.

11 West 42nd St., New York, N. Y.

Phone LOngacre 5-6622

President.....Ernest V. Amy
General Manager.....Frank King
PRODUCTS: Receiving sets.

Andrea Radio Corp.

43-20 *Thirty-fourth St., Long Island City, N. Y.*

Phone: STillwell 4-4754

President.....F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Ansley Radio Corp.

21-10 49th Ave., Long Island City, N. Y.

Phone STillwell 4-4405

President.....Arthur C. Ansley
Secretary-Treasurer.....Anne Klein Ansley
Purchasing Agent.....D. Prato
PRODUCTS: Radio-Phonograph Combinations, Marine Direction Finder.

The Arnold Engineering Co.

147 E. Ontario St., Chicago, Ill.

Phone: WHIttehall 6677

President-General Manager

Robert M. Arnold

PRODUCTS: Alnico permanent magnets and other magnetic material.

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.

1600 Broadway, N. Y. C.

Phone CI 5-5696

President.....Hazard E. Reeves
General Manager.....Bryce Haynes
Traffic Manager.....Donald E. Ward
Research Engineer.....E. J. Frank
PRODUCTS: Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chipchaser and Groovoscope, Audio Devices Sound Effects Kit, and Audiodisc Recording Blanks.

John F. Beasley Construction Co.

P. O. Box 1642, Muskogee, Okla.

Phone Muskogee 4762

Owner.....John F. Beasley
BRANCH OFFICE: 1303-4 Gulf States Bldg., Dallas, Tex. PRODUCTS: Steel construction.

Automatic Radio Mfg. Co.

122 Brookline Ave., Boston, Mass.

Phone: COMmonwealth 1420

President.....David Housman
Sales Manager.....F. P. Altshul
PRODUCTS: Receiving sets.

Bank's Manufacturing Co.

1105 Lawrence Ave., Chicago, Ill.

Phone: LOng Beach 6272

Owner.....Maurice Bank
Sales Manager.....M. Hoaglund
PRODUCTS: Public address systems, amplifiers, low capacity relays and special parts.

The Bead Chain Manufacturing Co.

110 Mountain Grove St., Bridgeport, Conn.

President-General Manager...W. G. Bryant

Vice-President & Sales Manager..W. G. Blatz

PRODUCT: Tube contact pins.

Belmont Radio Corp.

5921 Dickens Ave., Chicago, Ill.

Phone: BERKshire 7000

President.....P. S. Billings
Vice-President.....H. C. Mattes
Sales Manager.....S. Freshman
PRODUCTS: Receiving sets, radio-phonograph combinations, amplifiers.

Bendix Radio (Division of Bendix Aviation Corp.)

East Joppa Rd., Towson, Md.

920 E. Fort Ave., Baltimore, Md. (General offices)

President.....E. R. Breech
Director of Sales & Engineering

W. P. Hilliard

Sales Contact.....J. W. Hammond
PRODUCTS: Receiving sets, transmitters, radio compasses and accessories.

Bentley, Harris Mfg. Co.

Hector & Lime Sts., Conshohocken, Pa.
President-General Manager

William H. Bentley

PRODUCTS: Varnished tubing, saturated sleeving.

William Brand & Co.

276 Fourth Ave., New York, N. Y.

Phone: ALgonquin 4-4929

PRODUCTS: Insulating, varnished tubing, synthetic extruded tubing, saturated sleeving, mica condenser films and fabricated parts, mica sheets, mica composites, varnished cambric and paper, etc.

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. PRODUCTS Radio Towers.

Bliley Elec. Co.

P. O. Box 1070, Erie, Pa.

Phone 26-857

President-General Manager.....F. D. Bliley
Sales Manager.....G. E. Wright
Purchasing Agent.....O. L. Horsman
Advertising Manager.....F. A. Lennberg
Vice-Pres.....C. C. Collman
Chief Engineer.....J. M. Wolfskill
Production Manager.....W. R. Mong

PRODUCTS: Quartz Piezo-Electric Crystals and Mountings, Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

Boonton Radio Corp.

P. O. Box 390, Boonton, N. J.

Phone Boonton 8-0795

President.....W. D. Loughlin
Sec'y-Treasurer.....W. H. Albert
General Manager.....G. A. Downsbrough

PRODUCTS: Generators, broadcasting equipment.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass

Phone WINchester 2121

President.....G. H. Browning
Vice-President & Sales Manager

R. L. Purrington

General Manager.....C. H. Day
PRODUCTS: Frequency meters, FM apparatus.

The Brush Development Co.

3311 Perkins Ave., Cleveland, Ohio

Phone: Endicott 3315

Chairman of Board.....W. R. Burwell
President.....A. L. Williams
Vice-President.....V. B. Phillips
Advertising-Personnel.....W. H. Shelton

PRODUCTS: Microphones, headphones, phonograph pickups, record cutters, magnetic tape recording equipment.

Bud Radio, Inc.

2118 E. 55th St., Cleveland, O.

Phone HE 7166

President.....Max L. Haas
Vice President.....George Grostick
General Manager.....M. L. Haas
Treasurer.....H. A. Haas
Secretary.....M. C. Dawson
Engineer.....R. B. Applegate
Production Manager.....A. M. Crombie

PRODUCTS: Visible Condensers, Relay Racks, Panels, Chassis, Cabinets, Coils, R. F., Band Switching, Plugs, Switches, Jacks, dials, Sockets, Name Plates, Tube Shields.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego, Calif.

Phone Talbot 4943

Contact.....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.

C. F. Cannon Co.

Main St., Springwater, N. Y.

Sales Contact.....C. F. Cannon

PRODUCTS: Headsets.

Centralab Division of Globe-Union, Inc.)

900 East Keefe Ave., Milwaukee, Wisc.

Phone: EDgewood 9200

President.....C. O. Wanvig

Vice-President.....H. E. Osmun

PRODUCTS: Variable resistors, volume and tone controls, fixed resistors, ceramic capacitors, switches.

Chicago Moulded Products Corp.

1020 N. Kolmer Ave., Chicago, Ill.

Phone: CAPitol 1020

President.....M. C. Bachner

Vice-President.....E. C. Maywald

Vice-President.....M. F. Bachner

PRODUCTS: Cabinets, synthetic moulded parts.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.
President.....F. C. Best
Sales Manager.....W. A. Nicely
PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Chicago Transformer Corp.

3501 Addison St., Chicago, Ill.
Phone INdependence 1120
President.....W. J. Leidy
Sales Manager.....G. R. Blackburn
PRODUCTS: Transformers and reactors.

Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago, Ill.
Phone: SEely 0733
President.....A. W. Kimbell
Vice-President.....W. G. Roby
General Manager.....J. J. Steffen
Sales Manager.....E. E. Hannigan
PRODUCTS: Tube sockets, soldering lugs, terminal strips, binding posts, connector plugs.

Clarostat Mfg. Co., Inc.

285 N. 6th St., Brooklyn, N. Y.
Phone EV 8-6770
President.....John J. Mucher
General Manager.....Victor Mucher
Treasurer.....Jacob Mucher
Secretary.....Stephen Mucher
Chief Engineer.....George Mucher
Sales Engineer.....J. Edward Trefz
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.

Coil Engineering & Mfg. Co.

Roanoke, Ind.
President-General Manager
W. Eugene Strait
PRODUCTS: Electrical coil windings.

Colonel Radio Corp.

254 Rano St., Buffalo, N. Y.
Phone: RIVERSide 2450
President.....A. H. Gardner
PRODUCTS: Receiving sets, radio-phonograph combinations.

Communication Equipment & Engineering Co.

504 N. Parkside Ave., Chicago, Ill.
Phone: ESTebrook 3110
President.....Robert A. Clark
PRODUCTS: Transmitters, receivers, amplifiers and test equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland, Ohio
Phone: CLearwater 3962
Vice-President & Sales Manager
W. M. Kohring
PRODUCTS: Carbon and wire-wound resistors, suppressors, precision resistors for meters, paper dielectric condensers, filter-noys.

Continental Radio & Television Corp.

3800 Cortland St., Chicago, Ill.
Phone: SPAlding 1400
President.....Ross D. Siragusa
Sales Manager.....J. H. Clippinger
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, parts.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000
President-General Manager....Octave Blake
Vice-President.....William Dubilier
Vice-President.....Charles H. Caine
Sales Manager.....A. Williams
Advertising & Sales Promotion Manager
William G. Many
PRODUCTS: Capacitors for all radio and electronic applications, filters, capacitor test instruments.

Corning Glass Works

Corning, New York
Phone: Corning 372
President.....Glen W. Cole
Vice-President.....W. C. Decker
Sales Manager.....E. F. Ling
Contact.....C. J. Phillips
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.

4140 W. Belmont Ave., Chicago, Ill.
Phone: PENsacola 6300
President.....Henry H. Gefvert
General Manager.....Nels Lenberg
PRODUCTS: Speakers, tools and dies, transformer channel frames, pulleys and brackets.

EQUIPMENT MANUFACTURERS

The Crosley Corp.

1329 Arlington St., Cincinnati, Ohio
Phone: KIRby 6600

President.....Powell Crosley, Jr.
Vice-President & General Manager
R. C. Cosgrove

PRODUCTS: Receiving sets, radio-phono-
graph combinations, FM receiving sets, tubes,
service parts and antennas.

Crowe Name Plate & Mfg. Co.

3701 Ravenswood Ave., Chicago, Ill.
Phone: BITtersweet 7500

President.....E. C. Coolidge
Sales Manager.....Marvin M. Lane

PRODUCTS: Escutcheons, dials, cabinets,
tuning devices, knobs, pointers, name-plates.

DeWald Radio Mfg. Corp.

440 Lafayette St., New York, N. Y.
Phone: GRamercy 7-6776

President.....David Wald
Sales Manager.....Louis N. Weiss

PRODUCTS: Receiving sets, radio-phono-
graph combinations, record-players, trimmer
condensers.

Doolittle Radio Co.

7421 S. Loomis St., Chicago, Ill.

President.....E. M. Doolittle
Vice-President.....Dudley Gray
Sales Manager.....C. M. Rodman

PRODUCTS: Radio Communication equip-
ment.

Wilbur B. Driver Co.

150 Riverside Ave., Newark, N. J.
Phone: HUmboldt 2-5550

President.....Wilbur B. Driver
Vice-President.....Robert O. Driver
Sales Manager.....Sidney A. Wood

PRODUCTS: Carbonized Nickel ribbon,
nickel support wire, grid wire, filament wire,
resistance wire.

Dumont Electric Co.

34 Hubert St., New York, N. Y.
Phone: CANal 6-7980

President & Sales Manager...Philip Dubilier
Vice-President.....J. Dubilier

PRODUCTS: Paper, electrolytic and mica
condensers.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

President.....Allen B. Du Mont
Vice-President.....F. Cramer

Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
General Manager.....Paul Ware

BRANCH OFFICE: 515 Madison Ave., New
York, N. Y. Phone: PLaza 5-9045. W. J.
Swenson, Engineer.

PRODUCTS: Television Receivers, Trans-
mitters and Studio Equipment, Cathode-Ray
Tubes and Oscillographs.

DX Crystal Corp.

1841 W. Carroll Ave., Chicago, Ill.
Phone: HAYmarket 7737

President.....Louis J. Patla
Sales Manager.....George Trimmings

PRODUCTS: Frequency coils, transmitting
crystals.

Eastern Mike-Stand Co.

56 Christopher Ave., Brooklyn, N. Y.
Phone DIckens 2-3538

Contact.....S. Sherman
BRANCH OFFICES: 43 E. Ohio St., Chi-
cago, Ill.; 7101 W. Chester Pike, Upper

Darby, Pa.; 3106 Edgewood Ave., Richmond,
Va.; 18288 Appoline Ave., Detroit. PROD-
UCTS: Microphone Stands and Accessories,
Locking Telephone Plugs, Shock Absorbers.
(Firm has reported that it is engaged in war
manufacturing for the duration.)

Hugh H. Eby, Inc.

18 W. Cheltenham Ave., Philadelphia, Pa.
Phone: TENnessee 1800

President.....Hugh H. Eby
Vice-President.....Frank Holstrom

PRODUCTS: Insulated and metal binding
posts, battery plugs, speaker plugs, chassis
plugs, vibrator plugs, moulded sockets,
cable connectors and couplers, capped plugs,
moulded and laminated tip jacks, battery
adaptor cables, cable assemblies, strain re-
liefs, terminal strips, tie points, metal and
bakelite punchings, electric eye equipment,
AC and DC relays, photocell equipment.

Eitel-McCullough, Inc.

San Bruno, Calif.
Phone San Bruno 117

Vice-President & Treasurer...J. A. McCullough
Production Manager...George Wunderlich

BRANCH OFFICE: Salt Lake City, Utah.
Phone Salt Lake City 6-8761. W. W. Eitel,
Pres. PRODUCTS: Transmitting Vacuum
Tubes, Vacuum Relays and Rectifiers.

Electro-Voice Mfg. Co., Inc.

South Bend, Ind.
Phone: South Bend 3-7764

President.....Albert Kahn
Chief Engineer.....L. R. Burroughs

Production Manager.....R. E. Siekman
PRODUCTS: Dynamic, carbon, velocity
microphones.

Electrical Research Laboratories, Inc.

2020 Ridge Ave., Evanston, Ill.
Phone: University 2400
President.....E. Alschuler
General Manager.....O. F. Taylor
Sales Manager.....E. G. May
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players.

The Electro Motive Mfg. Co.

South Park & John Sts., Willimantic, Conn.
Executive Partner & Sales Manager
Philip Lauter
PRODUCTS: Carbon resistors; mica, trimmer and padder condensers; suppressors.

Electro-Voice Mfg. Co., Inc.

1239 S. Bend Ave., So. Bend, Ind.
Phone S. Bend 3-7764
President.....Albert Kahn
Engineer.....L. R. Burroughs
PRODUCTS: Velocity, Dynamic and Carbon Microphones.

Electronic Products Mfg. Co.

7300 Huron River Drive, Dexter, Mich.
President.....Robert P. Wuerfel
Vice-President.....John R. Scanlan
PRODUCT: Accessories.

Emerson Radio & Photograph Corp.

111 Eighth Ave., New York, N. Y.
Phone: CHelsea 2-1800
President.....Benjamin Abrams
Sales Manager.....Charles Robbins
PRODUCTS: Receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Erie Resistor Corp.

644 West 12th St., Erie, Pa.
President.....G. Richard Fryling
Vice-President & Sales Manager
W. H. Fryling
PRODUCTS: Carbon resistors; ceramic, silver mica, ceramic trimmer condensers.

Epsley Manufacturing Co.

305 East 63rd St., New York, N. Y.
Phone REgent 7-3090
President.....Harold Shevers
General Manager.....Nathan Pinsley
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Evanston Sound Proof Door

1127 Hinman Ave., Evanston, Ill.
Phone University 2758
Contact.....W. W. Lloyd
PRODUCTS: Sound Proof Doors.

Essex Wire Corp.

14310 Woodward Ave., Detroit, Mich.
Phone: TOWnsend 8-2994
President.....Addison E. Holton
Sales Manager.....John G. Seals
PRODUCTS: Copper wire products, relays, coils.

Fairchild Aviation Corp.

88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.
Phone JAMaica 6-3800
Manager Sound Equipment Division,
C. V. Kettering
Products: Disc Sound Recorders, Transcription Turntables, Amplifiers, Pickups, Acetate Discs, Recording Styli, and Amplifier-Equalizers. (Firm has reported that it is engaged in war manufacturing for the duration. Repair Department is maintained.)

Farnsworth Television & Radio Corp.

3700 East Pontiac St., Fort Wayne, Ind.
President.....E. A. Nicholas
Vice-President.....E. H. Vogel
Vice-President.....B. Ray Cummings
Vice-President & Treasurer....J. P. Rogers
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters, studio equipment.

John E. Fast & Co.

3123 N. Crawford Ave., Chicago, Ill.
Phone: PENscola 7160
President.....Louis Kopinski
Sales Manager.....P. G. McConnell
PRODUCTS: Fixed electrical condensers.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
Phone Har. 8330
General Manager.....Ralph Rubenstein
Engineer.....Earl Kent
BRANCH OFFICES: 251 Fourth Ave., New York, N. Y.; 150 Marietta St. N. W., Atlanta, Ga.; 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16" Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

200 Mt. Pleasant Ave., Newark, N. J.
Manager.....T. M. Douglas
PRODUCTS: Broadcasting and point-to-point equipment; land, marine and air sets; vacuum tubes and crystals.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-0912
General Manager.....W. R. Spittal
Production Engineer.....C. Cutney
PRODUCTS: Transformers; indicators; broadcasting equipment.

• • • **EQUIPMENT MANUFACTURERS** • • •

Finch Telecommunications, Inc.

4th and Virginia Sts., Passaic, N. J.
Phone PA 2-3440

President.....Frederic C. Scofield
Vice President.....Frank R. Brick, Jr.
Treasurer.....James L. Bradford
PRODUCTS: Special radio equipment for governmental usage only; facsimile for broadcasting; radio applications; telepicture equipment.

Freed Radio Corp.

39 West 19th St., New York, N. Y.
Phone: CHelsea 2-4040

President.....Max Adelberg
Sales Manager.....Arthur Freed
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

Freeland & Olschner

611 Baronne St., New Orleans, La.
Phone Raymond 4756

President.....W. T. Freeland
PRODUCTS: Repair of vacuum transmitting tubes of 250 watts and over.

Billings S. Fuess

2-4 Lackawana Place, South Orange, N. J.
Proprietor.....Billings S. Fuess
PRODUCTS: Loud speaker cones, spiders, moulded and formed products.

Galvin Manufacturing Co.

4545 Augusta Blvd., Chicago, Ill.
Phone: SPalding 6500

President.....Paul V. Galvin
PRODUCTS: Receiving sets, radio phonograph combinations, FM receiving sets, record-players.

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.
Phone: MAin 4-6044

President.....Max W. Weintraub
Sales Manager.....Louis Silver
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

Gates Companies

Quincy, Ill.

PRODUCTS: Radio Broadcast and Communications Transmitters, Phasing and Antenna Equipment, Frequency Control and Remote Control Apparatus, Speech Equipment, Sound Effects Tables, Limiting Amplifiers.

General Electric

1 River Road, Schenectady, N. Y.
President.....G. Swope

Vice-President.....W. R. G. Baker
Advertising Manager.....H. J. Deines
Receiver Division

1285 Boston Ave., Bridgeport, Conn.

Managing Engineer.....I. J. Kaar
Designing Engineer.....W. M. Angus
Sales Manager (Receivers and Replacement Tubes).....A. A. Brandt
Replacement Tube Sales...H. J. Mandernach
Advertising and Sales Promotion

R. E. Burrows

BRANCH OFFICES: (Eastern) 570 Lexington Ave., New York, N. Y. D. W. May; (Central) 840 South Canal St., Chicago, Ill. G. F. Peterson; (Western) 235 Montgomery St., San Francisco, Calif., W. M. Boland.
PRODUCTS: Electric and battery receiving sets; radio and FM receivers; replacement electronic tubes.

Electronic Tube and Transmitter Division
1 River Road, Schenectady, N. Y.

Engineer (Electronic tubes).....O. W. Pike
Engineer (Transmitters).....C. A. Priest
Sales Manager (Industrial tubes).....H. A. Jones
Sales Manager (Transmitters and Transmitting tubes).....G. W. Henyan
Transmitter Tube Sales.....E. N. Fritschel
U. S. Government Sales.....V. M. Lucas
Television and Transmitter Sales.....W. R. David
Police and Emergency Radio Sales

D. L. Chesnut

Advertising and Sales Promotion...J. G. Porter

PRODUCTS: Industrial and transmitting tubes; standard-band, FM, shortwave and television transmitters; antennas; monitoring devices; measuring apparatus; quartz crystals; police and emergency equipment; etc.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio

President.....W. A. Neracher
General Manager.....A. W. Fritzsche
PRODUCTS: Electric phonograph motors, record changers and recorders.

General Instrument Corp.

829 Newark Ave., Elizabeth, N. J.

President.....Samuel Cohen
Vice-President & General Manager
Richard E. Laux

Vice-President & Sales Manager

Don J. Phelps

PRODUCTS: Variable condensers, record changers.

General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.

Phone: FIzroy 5760

President.....Charles M. Hofman
Sales Manager.....O. H. Hofman
PRODUCTS: Magnets.

General Radio Co.

30 State St., Cambridge, Mass.
Phone TRObridge 4400

President.....Melville Eastham
Contact.....H. B. Richmond
BRANCH OFFICES: 90 West St., N. Y. C.;
1000 N. Seward St., Los Angeles, Cal.; PROD-
UCTS: Broadcast Station Frequency and
Modulation Monitors, Volume Controls,
Test Equipment, Sound Measuring and Ana-
lyzing Equipment.

Gits Molding Corp.

4600 W. Huron St., Chicago, Ill.
Phone: MANsfield 4146

President.....Joseph A. Gits
Vice-President.....Jules P. Gits
Sales Manager.....C. N. Cahill
PRODUCTS: Knobs, push buttons, es-
cutcheons, concentric cable, drum dials, poin-
ters, remote control cases, housings insula-
tors and needle cups, coaxial cable, insulators.

Edwin I. Guthman & Co.

15 S. Throop St., Chicago, Ill.
Phone: CHesapeake 1600

President.....Edwin I. Guthman
Sales Manager.....B. J. Funk
PRODUCTS: R.F. and I.F. coils, trimmer
condensers, textile-covered wire, zinc coil
shields, coil winding machinery, tools and
dies, electroplating.

The Hallicrafters Co.

2611 Indiana Ave., Chicago, Ill.
Phone: CALumet 1600

Partner.....W. J. Halligan, Sr.
Partner.....R. W. Durst, Jr.
PRODUCTS: FM receiving sets, transmit-
ters.

Hamilton Radio Corp.

510 Sixth Ave., New York, N. Y.
Phone: GRamercy 7-6211

President.....A. A. Juviler
Vice-President.....P. L. Schoenen
PRODUCTS: Receiving sets, radio-phono-
graph combinations, record players.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York, N. Y.
Phone LONgacre 5-1300

President.....Lloyd A. Hammarlund
V.P. & Treasurer.....Joseph Lush
V.P. & Asst. Treasurer.....H. B. Macartney
Secretary-Comptroller.....E. A. Wittner
PRODUCTS: Variable air capacitors, radio
receiving sets.

Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.
Phone BA 7-8390

Contact.....Chas. J. Hartenstine
BRANCH OFFICE: 571 Springdale Ave.,
East Orange, N. J. PRODUCTS: Antennae

Installation including all field work for
foundations, erection, painting, lighting, and
servicing radio towers. Installing ground
systems and coaxial cable.

Harvey-Wells Communications, Inc.

North Street, Southbridge, Mass.
Phone SOUThbridge 1940

President & Treasurer.....John M. Wells
Vice-President.....C. A. Harvey
General Manager.....Richard A. Mahler
Production Engineer.....H. E. Allen
PRODUCTS: Radio transmitting and re-
ceiving equipment; rectifier and power sup-
ply equipment.

Hawley Products Co.

333 North 6th St., St. Charles, Ill.
Phone: COLumbus 0248

President.....J. B. Hawley
Sales Manager.....A. P. Akerlund
PRODUCTS: Speaker diaphragms and spi-
ders, moulded fiber specialties.

Hollister Crystal Co.

Boulder, Colo.

Phone BOulder 1720

Contact.....Herb Hollister
PRODUCTS: Quartz Crystals.

Howard Radio Co.

1735 Belmont Ave., Chicago, Ill.
Phone: BITtersweet 4433

President.....Joseph F. Riley
Sales Manager.....J. M. Muniz
PRODUCTS: Receiving sets, radio-phono-
graph combinations, FM receiving sets.

Hytron Corp.

76 Lafayette St., Salem, Mass.

President.....L. H. Coffin
PRODUCTS: Receiving tubes, transmit-
ting tubes, resistance tubes, special purpose
tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President.....Ernest Searing
Vice-President.....Jesse Marsten
Vice-President.....Harry A. Ehle
PRODUCTS: Fixed resistors, variable re-
sistors, volume and tone controls, rheostats,
attenuators.

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 President.....A. G. Heller
Production Manager.....I. W. Romm
PRODUCTS: Radio Receiving-Transmit-
ting Parts and Accessories, Stamping Metal
Goods, Radio Chassis, Metal Cabinets, Plugs,
Jacks, Sockets, Screw Machine Parts, Test
Tools, Test Leads.

• • • **EQUIPMENT MANUFACTURERS** • • •

Irvington Varnish & Insulator Co.

6 Argyle Place, Irvington, N. J.
Phone: ESsex 3-4200

President.....Arthur E. Jones
PRODUCTS: Insulating material, tubing.

Isolantite Inc.

343 Cortlandt St., Belleville, N. J.
Phone Belleville 2-1316

Vice President & General Manager,
K. D. Hamilton
Production Manager.....H. M. Dickman
Sales Manager (Steatite Div.)..F. A. Domber
Sales Manager (Radio Specialties Div.)

H. L. Quick
SALES OFFICE: 233 Broadway, New York,
N. Y. Phone Rector 2-9274. Contact, E. A.
Domber. PRODUCTS: High Frequency Radio
Insulators, Coaxial Transmission Line
and Accessory Equipment, Special Antenna
Equipment.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....John S. Bennan
Vice-President & General Sales Manager
Alfred E. Tregenza

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, Ill.
Phone: PORTsmouth 7600

President.....W. E. Maxon
Vice-President & Sales Manager..T. A. White
PRODUCTS: Loudspeakers, public address
equipment.

J. F. D. Manufacturing Co.

4111 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WIndsor 8-3100

Owner.....Julius Finkel
Sales Manager.....Walter Bergman
PRODUCTS: Antennas, replacement ballast
tubes, dial belts, battery plugs, battery adap-
ters.

Johns-Manville Corp.

22 East 40th St., New York, N. Y.
Phone LExington 2-7600

PRODUCTS: Sound-control; Materials and
Acoustical-Engineering Service.

E. F. Johnson Co.

Waseca, Minn.
Phone 432

General Manager.....E. F. Johnson
Controller.....F. C. Mann

Sales Manager.....C. W. Stevenson
Chief Engineer.....L. W. Olander
Purchasing Agent.....M. L. Johnson
BRANCH OFFICE: 259 W. 14th St.,
N. Y. C. PRODUCTS: Phasing Equipment,
Antenna Tuning Units, Inductors, Variable
Condensers, Tube Sockets, Insulators, Plugs
and Jacks, Copperweld Wire, Coupling
Equipment, Insulators, Concentric Line, Spe-
cial Antennas, & Special Order Equipment.

Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago, Ill.
Phone PORTsmouth 6900

President.....Maurice K. McGrath
Sales Manager.....Albert Parlett, Jr.
PRODUCTS: Oil and wax condensers, com-
munications equipment.

Ken-Rad Tube & Lamp Corp.

Owensboro, Ky.

President.....Roy Burlew
Sales Manager.....R. W. Metzner
PRODUCTS: Receiving, transmitting, ca-
thode ray and special purpose tubes.

Kenyon Transformer Co., Inc.

840 Barry St., New York, N. Y.
Phone DAYton 9-0100

President.....Franklin P. Kenyon
General Manager.....F. Ralph Kenyon
Chief Engineer.....Richard B. Shimer
BRANCH OFFICES: 21 E. Van Buren St.,
Chicago, Ill.; 2412 West 7th St., Los Angeles,
Calif.; 262 Grayson Pl., Teaneck, N. J.
PRODUCTS: Transformers, Reactors, Fil-
ters.

Kester Solder Co.

4201 Wrightwood Ave., Chicago, Ill.
Phone: BELmont 1601

President.....F. C. Engelhart
General Sales Manager-Research Engineer
P. C. Ripley
PRODUCTS: Solders.

"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, N. Y.

President.....Aden J. King
PRODUCTS: Tube parts, alloys and chemi-
cals.

Kluge Radio Co.

1913 Montrose St., Los Angeles, Calif.
Phone Exposition 1742

Owner Myron E. Kluge
PRODUCTS: Radio and electronic equipment. (EDITOR'S NOTE: This Firm is closed for the duration).

Lapp Insulator Co., Inc.

Le Roy, N. Y.
Phone Le Roy 385

President..... J. S. Lapp
Vice-President..... W. F. Young
Treasurer..... G. W. Lapp
Sales Manager..... Brent Mills
PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone Whitehall 4-1424

Contact..... J. F. Neary
BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators, Antenna Towers and Masts.

Lektra Laboratories, Inc.

30 E. 10th Street, New York, N. Y.
Phone: ALgonquin 4-0230

President..... Milton W. Blatner
Vice-President..... B. Eisenberg
Treasurer..... Julius Kriser
PRODUCTS: Bullet dynamic microphones; custom-built electronic equipment.

Lenz Electric Manufacturing Co.

1751 N. Western Ave., Chicago, Ill.
Phone: ARMitage 4454

President..... J. Mayo Lenz
Sales Manager..... R. G. Zender
PRODUCTS: Wires, cords and cables.

The Lifetime Corp.

1101 Adams St., Toledo, O.
Phone Main 5643

Vice-President & Treasurer

Marion H. Manoff
Production Engineer..... F. L. Church
PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Aluminum 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).

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.
Phone GRamercy 5-9466

Contact..... J. M. Kuhlik
PRODUCTS: Filmgraph — Instantaneous, Continuous Recording Devices; Permanent Play-Back.

Mirror Record Corp.

58 W. 25th St., New York, N. Y.
Phone CH 3-2222

Contact..... P. K. Trautwein
PRODUCTS: All Recording Accessories.

Magnavox Co., Ltd.

2131 Bueter Rd., Fort Wayne, Ind.

President..... Richard A. O'Connor
Sales Manager..... S. S. Sondles
PRODUCTS: Speakers, capacitors.

P. R. Mallory & Co.

3029 E. Washington St., Indianapolis, Ind.
Phone: MARKET 5511

President..... P. R. Mallory
Vice-President & General Manager... J. E. Cain
Vice-President, Sales..... Ray F. Sparrow
Sales Manager..... Howard W. Sams
PRODUCTS: Condensers, switches, volume controls, resistors, grid bias cells, jacks, connector plugs, cable connectors, rectifiers, battery chargers, electrical contacts.

John Meck Industries

Liberty St., Plymouth, Ind.

Contact..... John S. Meck
PRODUCTS: Sound equipment, electronic devices.

Micamold Radio Corp.

1087 Flushing Ave., Brooklyn, N. Y.
Phone: STagg 2-9820

President..... A. P. Hirsch
Sales Manager..... E. B. Tyler
PRODUCTS: Mica, paper, and electrolytic condensers; resistors; ballast tubes; television coil and transmitting condensers.

Mission Bell Radio Mfg. Co.

3430 S. Hill St., Los Angeles, Calif.
Phone: ADams 1-2175

President..... H. L. Hoffman
Sales Manager..... R. J. McNeely
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, variable condensers.

The Muter Co.

1255 S. Michigan Ave., Chicago, Ill.
Phone: CALumet 4000

President..... Leslie F. Muter
Sales Manager..... J. R. Scanlan
PRODUCTS: Resistors, switches, condensers, ballasts, coils, antenna loops, I.F. and R.F. transformers.

• • • **EQUIPMENT MANUFACTURERS** • • •

National Carbon Co.

30 East 42nd St., New York, N. Y.
Phone: MURray Hill 2-6800

President.....P. P. Huffard
PRODUCTS: Batteries.

National Co., Inc.

61 Sherman St., Malden, Mass.
Phone: MALden 6350

President.....William A. Ready
General Manager.....J. J. Freeley
PRODUCTS: Receiving sets, FM receiving sets, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R.F. and I.F. transformers, sockets, couplings, receiving parts.

National Fabricated Products, Inc.

2650 Belden Ave., Chicago, Ill.
Phone: ARmitage 3426

President.....R. L. Freeman
Sales Manager.....C. R. Booth
PRODUCTS: Sockets, terminal strips, plugs and jacks.

National Union Radio Corp.

15 Washington St., Newark, N. J.
Phone: HUMBoldt 2-5050

President.....S. W. Muldowny
Sales Manager.....H. A. Hutchins
PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, photo-cells, condensers, dry batteries, volume controls.

Noblitt-Sparks Industries, Inc.

13th St. & Big Four Railroad, Columbus, Ind.
President.....O. G. Noblitt
Sales Manager.....G. W. Thompson
PRODUCTS: Receiving sets, radio-phonograph combinations.

Northern Electric Co., Ltd.

1261 Shearer St., Montreal, P. Q., Canada
Phone: WILbank 3131

President.....P. F. Sisto
PRODUCTS: Transmitters, point-to-point equipment, music reproducing equipment, microphones, portable amplifiers, public address systems, aircraft radio, vacuum tubes, electric organs.

Oak Manufacturing Co.

1260 Clybourn Ave., Chicago, Ill.
Phone: MOHawk 222

President.....E. F. Bessey
Sales Manager.....R. A. O'Reilly
PRODUCTS: Rotor relays, communication equipment.

The Ohio Carbon Co.

12508 Berea Rd., Cleveland, Ohio
Phone: Boulevard 2700

President.....Allen K. Moulton
Sales Manager.....I. W. Brandel
PRODUCTS: Carbon resistors, wire-wound resistors.

Operadio Manufacturing Co.

St. Charles, Ill.
Phone: MANsfield 6446

President.....J. M. Stone
Vice-President & Gen. Manager...G. R. Haase
PRODUCTS: Communication equipment, loud speakers, amplifiers, public address systems.

Oxford-Tartak Radio Corp.

3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161

President & Sales Manager...Paul H. Tartak
PRODUCTS: Loud speakers, output and line transformers.

Pacific Sound Equipment Co., Inc.

1534 Cahuenga Blvd., Hollywood, Calif.
Phone: HEMPstead 5141

President.....Robert G. Metzner
Secretary-Treasurer.....William L. Maas
BRANCH OFFICES: 1121 Vermont Ave., NW, Washington, D. C. Phone NATIONAL 1682. William H. Holmes; 153 Kearny St., San Francisco, Calif. William Hockey; 1900 Euclid Ave., Cleveland, Ohio. Clarence Moses. PRODUCTS: Transcription playbacks; recording equipment; public address systems.

Packard-Bell Co.

1115 S. Hope St., Los Angeles, Calif.
Phone: PROspect 3404

President.....Herbert A. Bell
General Manager.....H. D. Thomas, Jr.
Sales Manager.....Joe Spain
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

Parisian Novelty Co.

3510 S. Western Ave., Chicago, Ill.
Phone: VIRginia 1212

President.....H. J. Joseph
Vice-President & General Mgr....L. E. Kahn
PRODUCTS: Dials, insulators, crystals, etc.

Par-Metal Products Corp.

3262-49th St., Long Island City, N. Y.
Phone: ASTORIA 8-8905

Contact.....A. A. Parmet
PRODUCTS: Racks—relay and cabinet type—Panels, Metal Equipment.

Philco Corp.

Tioga & C Sts., Philadelphia, Pa.

Phone: NEBraska 5100

Chairman of the Board.....Larry E. Gubb

President.....James T. Buckley

Vice-President in Charge of Operations,

John Ballantyne

Vice-President in Charge of Sales,

Thomas A. Kennally

Vice-President in Charge of Engineering,

David Grimes

Vice-President in Charge of Service,

R. F. Herr

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, tubes, accessories, batteries.

Philharmonic Radio Corp.

216 William St., New York, N. Y.

Phone: REctor 2-4781

President.....Avery Fisher

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

Philmore Manufacturing Co.

113 University Place, New York, N. Y.

Phone: ALgonquin 4-3363

President-General Manager...Philip Schwartz

PRODUCTS: Receiving sets, microphones, detectors, plugs, headphones, coils.

Phonovision Corp.

850 Blackhawk St., Chicago, Ill.

Phone: MICHigan 0800

President.....Harry J. Berlin

General Manager.....Carl T. McKelvy

PRODUCTS: Amplifiers, remote control devices.

Pilot Radio Corp.

37-06 Thirty-sixth St., Long Island City, N. Y.

Phone: STillwell 4-5455

President-General Manager..Isidor Goldberg

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

Poinsettia, Inc.

112 Cedar Ave., Pitman, N. J.

Phone Pitman 511

President.....E. Poinsett

Vice President.....W. Warner

Secretary.....F. L. Pedrick

BRANCH OFFICES: 4447 W. Irving Park Rd., Chicago, Ill.; 705 S. First St., Louisville, Ky. PRODUCTS: Phonograph Record Manufacturing Equipment, and Made to Order Phonograph Records.

Premax Products Division

(Chisholm-Ryder Co.)

College & Highland Aves., Niagara Falls, N. Y.

President.....S. M. Ryder

Manager.....G. O. Benson

PRODUCTS: Antenna equipment, metal stampings.

Press Wireless, Inc.

1475 Broadway, New York, N. Y.

Phone: BRyant 9-5030

President.....Joseph Pierson

Sales Manager.....R. H. dePasquale

PRODUCTS: Transmitters, receiving sets, diversity equipment, radiophoto and facsimile equipment, direction finders.

Presto Recording Corp.

242 W. 55th St., New York, N. Y.

Phone CI 5-7760

President.....George J. Saliba

Secretary.....Morris M. Gruber

General Sales Manager....Ralph C. Powell

PRODUCTS: Sound Recording Equipment, Discs and Needles, Transcription Turntables, Recording Amplifiers and Accessory Recording Equipment.

B. A. Proctor Co., Inc.

2 W. 45th Street, New York, N. Y.

Phone MU 6-7542

President & Treasurer...Barton A. Proctor

Vice President & Secretary,

Ferd. C. W. Thiede

PRODUCTS: Crystal Pickups and Recording Heads, Transcription Turntables and Recording Machines.

Quality Hardware & Machine Co.

5894 N. Ravenswood Ave., Chicago, Ill.

Phone: LONGbeach 8200

President.....H. A. Laystrom

Sales Manager.....A. A. Wisersky

PRODUCTS: Tools and dies.

Quam-Nichols Co.

33rd Place & Cottage Grove Ave., Chicago, Ill.

Phone: CALumet 7313

President.....James P. Quam

PRODUCTS: Speakers, microphones, etc.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.

President.....Stanley S. Cramer

Sales Manager.....William J. May

PRODUCTS: Variable air condensers.

Radio Electronics Laboratory, Inc.

120 Freeman St., Brooklyn, N. Y.

President.....Lionel R. Bausman

PRODUCTS: Cathode ray tubes.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.

Phone RAvenswood 8-2340

President.....Charles M. Srebroff

Treasurer.....Frank A. Gunther

Secretary.....Marion Wade

• • • **EQUIPMENT MANUFACTURERS** • • •

BRANCH OFFICES: 5334 Hollywood Blvd., Hollywood, Calif. Norman B. Neeley; 2040 Grand River Ave., Detroit, Mich., M. N. Duffy; 310 Fifteenth St., Denver, Colo., Mulnix Sound System. **PRODUCTS:** Frequency Modulation—Broadcast Transmitters, Receiver and Loud Speaker Units, Portable Transmitters and Receivers for speech frequencies, Hi-Fidelity Broadcast Relay Transmitters, Portable Transmitters for broadcast pickup service, Transmitters and Receivers for fixed stations on speech frequencies and Speech Equipment; Military and Municipal Transmitters and Receivers.

Radio Speakers, Inc.

221 E. Cullerton St., Chicago, Ill.
Phone: VICTory 1613

President-Sales Manager.....H. C. Forster
PRODUCTS: Loudspeakers, recorders.

A. E. Ravenscroft, Inc.

2320 S. Hill St., Los Angeles, Calif.
Phone Prospect 1317

President.....A. R. Magner
Vice-President.....A. M. Ravenscroft
PRODUCTS: Distributor of radio and electronic parts, tubes, etc.

Raytheon Production Corp.

55 Chapel St., Newton, Mass.
Phone: BIGelow 7500

President.....L. K. Marshall
PRODUCTS: Tubes.

RCA Manufacturing Co., Inc.

Camden, New Jersey
Phone Camden 8000

Chairman, Executive Committee,
G. K. Throckmorton
President.....Robt. Shannon
Commercial V. P.....H. C. Bonfig
Financial V. P. & Secy.....F. H. Corregan
V. P. in charge of Engineering Products, RCA
Photophone Div.....F. R. Deakins
V. P. & Adv. Director.....T. F. Joyce
Adv. Mgr.....D. J. Finn
V. P. in charge of Mfg. & Prod. Engineering.....E. W. Ritter
V. P. in charge of Manufacturing

J. M. Smith
V. P. & Chief Engineer...Dr. Charles Jolliffe
V. P. of International Division...J. D. Cook

BRANCH OFFICES: 530 Citizens & Southern Bank Bldg., Atlanta, Ga.—589 E. Illinois St., Chicago, Ill.—411 Fifth Ave., New York, N. Y.—M. F. Blakslee, Manager; 170 Ninth St., San Francisco, Cal. **PRODUCTS:** Broadcast Station Transmitters, Microphones and Associated Equipment, Electric and Ra-

dio Broadcast Transcriptions, Instantaneous Disc Recording Equipment, Facsimile Equipment, Television Transmitters, F. M. Transmitters.

Readrite Meter Works

College Ave., Bluffton, Ohio

President.....R. L. Triplett
Sales Manager.....N. A. Triplett
PRODUCTS: Testing equipment, electrical measuring meters.

Rea Magnet Wire Co.

East Pontiac St., Ft. Wayne, Ind.

President.....Victor F. Rea
Sales Manager.....R. L. Whearley

Remler Co., Ltd.

2101 Bryant St., San Francisco, Calif.
Phone: VAAlencia 3435

President.....E. G. Danielson
Sales Manager.....R. C. Gray
PRODUCTS: Receiving sets, radio-phonograph combinations, inter-communication and sound equipment.

The Rola Co.

2530 Superior Ave., Cleveland, Ohio
Phone: PRospect 4242

President.....B. A. Engholm
Sales Manager.....Lee Golder
PRODUCTS: Loudspeakers, electro-dynamic and permanent magnet transformers.

The Ross Manufacturing Co.

2241 Indiana Ave., Chicago, Ill.
Phone: CALumet 4887

President.....K. B. Ross
PRODUCTS: Coils.

**The Chas. E. Schuler
Engineering Co.**

109 Cambria St., Newark, O.
Phone Newark 4319

President.....Charles E. Schuler
Chief Engineer.....Charles Schwartz
Secretary-Treasurer.....Corwin D. Harris
Superintendent.....D. E. VanNess
PRODUCTS: Steel Vertical Radiators for Antenna Systems, Guyed and Self-supporting.

Scientific Radio Service

4301 Sheridan Ave., University Park, Md.
Phone Hyattsville 0535

Contact.....H. D. Eisenhauer
PRODUCTS: Piezo Electric Crystals and Holders, Calibration and Testing of Radio Frequency Monitors.

Scully Machine Co.

62 Walter St., Bridgenort, Conn.
Phone 4-5300

Owner.....L. J. Scully
Manager.....J. J. Scully

PRODUCTS: Precision Disc Recording
Machines.

Seattle Radio Supply Co., Inc.

2117—2nd Ave., Seattle, Wash.

President.....C. A. Reeves
Vice-President.....E. O. Mickelson

PRODUCTS: Radio Parts and Tubes.

Shure Bros.

225 W. Huron St., Chicago, Ill.
Phone Del 8381

General Manager.....S. N. Shure
Sales Manager.....J. A. Berman
Chief Engineer.....B. B. Bauer

BRANCH OFFICES: 136 Liberty St.,
N. Y. C.; 908 W. Venice Blvd., Los Angeles;
415 Peachtree St., N. E., Atlanta, Ga.; 2411
First Ave., Seattle, Wash. PRODUCTS:
Microphones, Phonograph Pickups, Mag-
netic Cutters, Microphone Stands, Vibration
Pickups and Acoustic Devices.

The F. W. Sickles Co.

Box 920, Springfield, Mass.

President.....R. F. Sickles
Sales Manager.....Monte Cohen

PRODUCTS: R. F. and I. F. coils, mica
and air trimmers, silver mica condensers.

Solar Manufacturing Co.

Avenue A & 25th St., Bayonne, N. J.

President.....Otto Paschkes
Sales Manager.....W. C. Harter

PRODUCTS: Dry and wet electrolytics,
condensers.

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CHesapeake 2323

President.....Joseph Gerl
Sales Manager.....Edward Harris

PRODUCTS: Receiving sets, radio-phono-
graph combinations.

The Sparks-Withington Co.

2400 E. Ganson St., Jackson, Mich.

President.....William Sparks
Vice-President & Gen. Mgr. Harry G. Sparks
Radio Plant Manager.....Charles J. Kayko

PRODUCTS: Receiving sets, radio-phono-
graph combinations, television sets, trans-
formers.

Speak-O-Phone Record & Equip. 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. Marys, Pa.

President.....Dudley H. Miller
General Manager.....G. G. Herrick

PRODUCTS: Resistors, suppressors.

Sperry Gyroscope Co.

Manhattan Bridge Plaza, Brooklyn, N. Y.
Phone: CUMberland 6-5600

President.....R. E. Gillmor
Vice-President, Sales.....R. B. Lea

PRODUCTS: Tubes, tuners, cable acces-
sories.

Sprague Specialties Co.

189 Beaver St., North Adams, Mass.

President-General Manager...R. C. Sprague
PRODUCTS: Condensers, resistors, filters.

Stackpole Carbon Co.

Tannery St., St. Marys, Pa.

President.....Lyle G. Hall
Sales Manager.....J. H. Stackpole

PRODUCTS: Variable and fixed resistors,
switches, iron cores, anodes for power tubes,
condensers, battery electrodes.

Standard Transformer Corp.

1500 N. Halsted St., Chicago, Ill.
Phone MOhawk 5300

President-General Manager...Jerome J. Kahn
PRODUCTS: Transformers, reactors, audio
components, transmitters, electrical special-
ties.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 8000

Vice-President & General Sales Manager,
F. A. Hiter

Manager, Radio Dept.....L. L. Kelsey
PRODUCTS: Receiving sets, radio-phono-
graph combinations, FM receiving sets, tele-
vision receiving sets, record-players.

Stromberg-Carlson Telephone Mfg. Co.

100 Carlson Rd., Rochester, N. Y.
Phone Culver 260

President.....W. M. Angle
Vice-Pres. & Gen. Manager...Ray H. Manson
Treasurer.....W. W. Hetzel
Chief Engineer.....F. C. Young
Sales Manager.....L. L. Spencer

BRANCH OFFICES: 564 West Adams St.,
Chicago, Ill., H. T. McCraig; 2017 Grand
Ave., Kansas City, Mo., A. J. Roberts; 1355
Market St., San Francisco, Calif., T. C.
Thompson. PRODUCTS: Electric, Combina-
tion, Television and FM Sets; Paging Systems,
Antenna Kits.

• • • **EQUIPMENT MANUFACTURERS** • • •

Superior Tube Co.

P. O. Box 191, Norristown, Pa.
President.....C. A. Warden
Sales Manager.....H. B. Brown, Jr.
PRODUCTS: Nickel products, cathode ray tube anodes, nickel power tube parts, etc.

Supreme Instruments Corp.

414 Howard St., Greenwood, Miss.
President.....D. N. Dulweber
PRODUCTS: Testing instruments.

Sylvania Electric Products, Inc.

Emporium, Pa.
President.....B. G. Erskine
Executive Vice-President.....W. E. Poor
General Engineering Manager, Radio Div.,
R. M. Wise
General Manager, Radio Tube Sales
C. W. Shaw
PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes.

Synthane Corp.

Oaks, Pa.
President.....Robert R. Titus
PRODUCTS: Bakelite.

Technical Radio, Inc.

275 Ninth St., San Francisco, Calif.
Phone: UNDERhill 7213
President.....Clayton F. Bane
Vice-President & Sales Mgr....George Weiss
PRODUCTS: Transmitters, receiving sets, radio communication equipment.

Telicon Corp.

305 E. 63rd St., New York, N. Y.
Phone: REctor 4-2828
President.....S. Sagall
Chief Engineer.....Dr. A. H. Rosenthal
PRODUCTS: Piezo-electric crystals, super-sonic instruments, television transmitters and receivers.

Thordarson Elec. Mfg. Co.

500 W. Huron St., Chicago, Ill.
Phone: WH 6444
Vice-President.....R. E. Onstad
Treasurer.....G. Winney
Purchasing Agent.....C. Schmitz
Chief Engineer.....W. Howe
PRODUCTS: Transformers, wave filters, amplifiers, electronic equipment, transmitters.

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd., Portland, Ore.
Phone: Trinity 7303
President.....C. H. Fisher

PRODUCTS: Vertical radiator installation, steel erection, ground systems, antenna maintenance.

Trav-Ler Karenola Radio & Television Corp.

1028 W. Van Buren St., Chicago, Ill.
Phone: HAYmarket 3487
President-General Manager....Joe Friedman
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

The Triplett Electrical Instrument Co.

Bluffton, Ohio
Contact.....R. L. Triplett
BRANCH Offices: All principal U. S. cities. PRODUCTS: Electrical Measuring Instruments, Industrial, Laboratory and Radio Test Equipment.

Tung-Sol Lamp Works, Inc.

95 Eighth Ave., Newark, N. J.
Phone: HUMBoldt 2-4200
President.....Louis Rieben
Sales Manager.....R. E. Carlson
PRODUCTS: Receiving and transmitting tubes.

The Turner Co.

909 17th St., N. E., Cedar Rapids, Iowa
Phone Cedar Rapids 32607
President.....David Turner
Vice-President.....John B. Turner II
Treasurer.....Ralph W. Martin
Secretary.....Arthur Beurle
Manager.....H. W. Johnson
PRODUCTS: Microphones and Micro-
phone Accessories, Radio Vibrators.

United Transformer Corp.

150 Varick St., New York, N. Y.
Phone Walker 5-4850
Contact.....I. A. Mitchell
PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers.

Utah Radio Products Co.

820 Orleans St., Chicago, Ill.
Phone: SUPERior 8388
President.....Fred R. Tuerk
Sales Manager.....O. F. Jester
PRODUCTS: Loudspeakers, transformers, chokes, vibrators, resistors, jacks, volume and tone controls, switches, plugs.

Warwick Manufacturing Corp.

4640 W. Harrison St., Chicago, Ill.
Phone: ESTebrook 2727

President.....J. S. Holmes
PRODUCTS: Receiving sets, radio-phonograph combinations.

Watterson Radio Mfg. Co.

2608 Ross Ave., Dallas, Texas
Phone: Riverside 4512

Owner-Sales Manager.....J. W. Davis
PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

Wells-Gardner & Co.

2701 N. Kildare Ave., Chicago, Ill.
Phone: ALBany 8220

President.....A. S. Wells
Sales Manager.....H. A. Johanson
PRODUCTS: Receiving sets, radio-phonograph combinations.

William H. Welsh Co.

2241 Indiana Ave., Chicago, Ill.
Phone: CALumet 5454

Contact.....William H. Welsh
PRODUCTS: Speaker diaphragms.

Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York, N. Y.
Phone COrtland 7-7700

Manager.....F. R. Lack
Manager Commercial Sales...H. N. Willets
Publicity.....S. D. Daniels
Radio Broadcasting and Sound Systems...
L. F. Bockoven
Aviation and Marine Radio..F. C. McMullen
Manager Government Contract Service

C. R. Smith

PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Speech Input Equipment; Sound Distribution Systems; Vacuum Tubes; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

Westinghouse Electric & Mfg. Co.

Radio Division

2519 Wilkens Ave., Baltimore, Md.
Phone EDmondson 2300

Lamp Division

Clearfield Ave., Bloomfield, N. J.
Phone: BLoomfield 2-2200

President.....George H. Bucher

Vice-President.....Walter Evans
Manager, Radio Division.....C. J. Burnside
Sales Manager.....E. T. Morris
Mgr. Engineer.....J. A. Hutcheson
Manager, Tube Division.....H. J. Hoffman

BRANCH OFFICES: In all principal cities. PRODUCTS: Radio Transmitting Apparatus for broadcast use; Antenna Phasing, Tuning and Lighting Equipment; Special Control Items and Operating Consoles; Power Equipment, Generators, Motors, De-ion Circuit Breakers, Relays, Instruments, Meters, Indicating Lights, Supervisory Apparatus, Insulating Material, Transmitting Tubes and Equipment, Receiving Tubes and Equipment.

Weston Electrical Instrument Corp.

614 Frelinghuysen Ave., Newark, N. J.
Phone Bigelow 3-4700

Contact.....V. E. Jenkins
BRANCH OFFICES: All principal U. S. cities and Canada. PRODUCTS: Tubecheckers, Vacuum Tube Voltmeters, Power Level Indicators, Volume Indicators, Switchboard Voltmeters and Ammeters, Portable Voltmeters, Ammeters and Ohmmeters, Portable Capacity Testers, Portable Combination Volt-Ohm-Milliammeters, Radio and electronic industrial test equipment.

Wilcox-Gay Corp.

604 W. Seminary St., Charlotte, Mich.
President-Treasurer.....Chester M. Wilcox
Vice-President & Sales Manager,
Warren L. Hasemeier

PRODUCTS: Radio-phonograph combinations, FM receiving sets, record-players.

Wincharger Corp.

E. Seventh and Division Sts., Sioux City, Iowa
Phone Sioux City 8-6513

Contact.....R. F. Weinig
PRODUCTS: Vertical Radiators, Antenna Towers and Accessories, and Dynamotors

Zenith Radio Corp.

6001 Dickens Ave., Chicago, Ill.
Phone: BERkshire 7500

President-General Mgr...E. F. McDonald, Jr.
Executive Vice-President & Treasurer,
Hugh Robertson
Vice-President & Director of Sales,
J. J. Nance

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.



INTERNATIONAL



*International Broadcast Stations
In The United States*



FCC International Regulations



CBS-NBC Latin-American Networks



Cuba



Mexico



South America



Central America



INTERNATIONAL RADIO IN WAR

By Herbert Rosen

Editor, Radio Press Service, Pan American Radio & Broadcasting Program Service

In the first as in the present war, many highly perfected mechanisms were and are being utilized. Broadcasting is the only brand new weapon in this war. It plays an unique role as a vehicle for reaching great masses of people and is therefore the most potent weapon in the psychological arsenal of each government.

The development of the radio in the whole world—especially since the outbreak of the war—is immense, not only regarding the number of stations, but also regarding the power of the transmitters. Where formerly the word "station" or "transmitter" could be used interchangeably, this is no longer possible now because most stations have several transmitters operating simultaneously either with the same or different programs.

Today the official total number of stations in the world are 2,768. They are distributed as follows:

Continents	No. of Stations	Total power (kw)	Aver. power (kw)
North America	1,122	5,706.85	5.09
Central America	279	276.56	0.99
South America	471	1,666.39	3.54
Europe	470	12,156.45	25.86
Africa	75	304.49	4.06
Asia	179	1,045.34	5.84
Australia and Oceania	172	423.65	2.46
Total	2,768	21,579.73	7.80

From these statistics we can learn that Europe, indeed, has only 470 stations and that North America has 1,122 stations. However, in the international broadcasting it is not important to note the number, but the power of stations. It is the total power of the stations in kilowatts which is decisive. We discover,

for example, that the 470 stations in Europe have a total power of 12,156 kw. while the 1,122 stations of North America have a total power of only 5,706 kw. The average power of the stations in Europe is 25.86, almost five times as great as the 5.09 average of North America.

The above statistic includes all stations together—domestic and shortwave. But the official shortwave stations alone present the following picture:

UNITED NATIONS

	Stations	Power (kw)
England	22	1,550
U. S. A.	11	340
Russia	10	480
Australia	4	60
Total	47	2,430

AXIS

	Stations	Power (kw)
Germany	80	1,420
Italy	11	710
Japan	8	400
Finland	5	250
Dutch India	3	170
Holland	2	80
Total	58	3,030

(Present plans of the United States include the construction of 22 additional transmitters, which will eventually bring this country's total to 36 stations.)

Another sign of the progress and the importance of radio broadcasting is the continuous growth of the audience with over 96,000,000 listeners in the world:

Radio Homes

North and Central America	31,864,000
South America	2,028,000

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

Europe	51,986,000
Asia	7,968,000
Australia and Oceania	1,653,000
Africa	607,000
<hr/>	
Total	96,106,000

All figures based on documents of the International Broadcasting Union, Geneva (Switzerland).

—Foreign Language Broadcasts—

An initial step in the use of radio for war was the development of foreign-language broadcasts via shortwaves. Several nations have developed their foreign-language service in recent times to a high standard of perfection. Statistics show that England leads the other countries by broadcasting news and other information in 38 different languages, carrying some even in Arabian, Cantonese, Burmese, Malayan, Thai, etc. The present world situation forced the United State to develop its foreign-language service, too. In a very short time it has been brought up to a high standard, and at this moment broadcasts are sent out in 24 different languages. Especially a high grade of perfection has been reached in the service to Central and South America in Spanish and Portuguese via six channels of distribution:

- (a) shortwave broadcasts,
- (b) rebroadcasts of shortwave programs by local stations,
- (c) local rebroadcasts of programs sent point-to-point,
- (d) transcriptions,
- (e) programs sponsored by U. S. advertisers,
- (f) local programs.

In this connection it will be of interest to know that the U. S. export advertising in Latin-American republics will show a definite increase this year, as revealed recently by a joint survey by the Office of Coordinator of Inter-American Affairs and the Department of Commerce. The survey was aimed to ascertain the extent to which United States manufacturers would seek to preserve their brand names and good-will in our neighboring republics. The increase reverses the trend started in the early part of last year,

when export budgets were reduced. Of 367 manufacturers surveyed, 146, or 40 per cent, will maintain normal schedules; 89, or 25 per cent still have advertising expenditures under consideration; while 12, or 3 per cent, have not yet been reached by field representatives of the Department of Commerce. A breakdown of budgets of 210 concerns, or 57 per cent, shows that last year they spent \$11,407,378 and indications are that this year they will expend \$11,798,395. It is assumed, however, that the 1943 budgets will exceed these figures, inasmuch as some companies, which still had budgets under consideration, said they would increase them. In those cases, the 1942 figures were used.

—Future of Radio—

The future of the radio and its role in the post war era is best explained in the 11th annual report of the Swiss Broadcasting Service for the past year, which I have received recently: "We do not have to have any special gift of prophecy to predict that the reconstruction of Europe and of the whole world after the war will place all tasks of such magnitude that their repercussions on the destinies of individuals and of nations will be as great as those of the war itself. That means that for many years to come radio will continue to be used for the diffusion of news and for governmental communications. We hope also that it will work with all its might to reconcile nations and for the encouragement of art and culture. In these domains too it should be able to play a more and more important part. It is not likely that in the years in front of us we shall enjoy a rapidly growing prosperity; hard work and strict economy will rather be the order of the day. But in such times when every penny must be counted and costly pleasures must be given up, we shall turn more often to the radio for our enjoyment. It will be as indispensable in the town as in the country where often it offers the only opportunity of keeping in touch with contemporary art and science."

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
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBX	6060, 6120, 6170, 9480, 9590, 9650, 11830, 15267, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCRC	6060, 6120, 6170, 9480, 9590, 9650, 11830, 15267, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 S. A. 9480, 9590, 15267	10 kw
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
General Electric Company South Schenectady, N. Y.....	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21590	50 kw
General Electric Company South Schenectady, N. Y.....	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330	100 kw
General Electric Company near Belmont, Calif.....	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WRCA	6100, 9670, 11890, 11893, 15150, 15190, 17780, 21630 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNBI	Same as WRCA	Same as WRCA
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 11730, 11790, 15130, 15350, 17750	7 kw (S. A.) C.P. 100 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700	20 kw C.P. 50 kw

Pending Applications

The Associated Broadcasters, Inc. Seattle, Wash.	—————	To be determined	50 kw
The Associated Broadcasters, Inc. Los Angeles, Calif.....	—————	To be determined	50 kw
The Associated Broadcasters, Inc. San Francisco, Calif.....	—————	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
The Crosley Corp. Cincinnati, Ohio	—————	6080, 9590, 11710, 15250, 17800, 21650	200 kw

FCC REGULATIONS REGARDING INTERNATIONAL BROADCAST STATIONS

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned (between 6000 and 26600 kilocycles) for broadcasting by international agreement.)

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That there is a need for the international broadcast service proposed to be rendered.

(b) That the necessary program sources are available to the applicant to render an effective international service.

(c) That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested.

(d) That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.

(e) That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.

(f) That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.

(g) That the public interest, convenience, and necessity will be served through the operation of the proposed station.

A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding, and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

(The Commission on July 14, 1939, suspended the operation of this rule until further order of the Commission.)

Commercial Service

Such international broadcast service may include commercial or sponsored programs: Provided, that—

(1) Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

(2) In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with paragraph in these rules regarding directional antenna.

(3) In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with paragraph in these rules regarding directional antenna.

(4) In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.

(5) In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with paragraph in these rules regarding directional antenna and is consistent with the purpose and intent of this section.

The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

An international broadcast station may transmit the program of a standard broadcast station or network system: Provided, The conditions in the commercial provision of these rules in regard to any commercial continuities are observed and when station identifications are made, only the call letter designa-

tion of the international station is given on its assigned frequency: And provided further, That in the case of chain broadcasting the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

Program Logs

(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.³

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.³

(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English.³

Frequency Assignment

The following groups of frequencies are allocated for assignment to international broadcast stations:

Group A	Group D
6040 kc.	15130 ¹ kc.
6060	15150
6080	15210
6100	15230
6120 ¹	15270
6140	15330
6170	15350
6190	Group E
Group B	17750 kc.
9530 kc.	17760
9550 ^{1, 2}	17780
9570	17800
9590	17830
9650	Group F
9670	21460 kc.
Group C	21500 ^{1, 2}
11710 kc.	21520
11730 ^{1, 3}	21540
11790	21570
11820	21590
11830	21610
11870	21630
11890	21650

Group G	25725
25600 kc.	25750
25625	25775
25650	25800
25675	25825
25700	25850

Additional frequencies allocated by international agreement may be assigned to international broadcast stations subject to the conditions that no objectionable interference results to the service of foreign international broadcast stations which, in the opinion of the Commission, have priority of assignment.

Any frequency licensed to an international broadcast station shall also be available for assignment to other international broadcast stations, provided no objectionable interference is caused to the service of any United States international broadcast station.

An international broadcast station will not be authorized to use more than one frequency listed in any group listed in the rule on available frequencies without a showing of technical necessity.³

Not more than one frequency shall be used simultaneously under the same authorization and call letter designation.³

No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts.

Supplemental Report

A supplemental report³ shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 per cent of the assigned frequency.

¹ Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that the authorizations for these frequencies may be modified by the Commission to delete these frequencies without advance notice or hearing.

² Authorizations for international broadcast stations which permit operation on these frequencies shall be subject to the condition that there shall be no commercial or advertising announcements of any kind in the programs broadcast through the medium of these frequencies, and that the names of program sponsors shall not be broadcast.

³ Suspended on December 12, 1942 until further notice.

LATIN-AMERICAN NETWORKS

CBS — NBC

LA CADENA DE LAS AMERICAS

(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

— PERSONNEL —

Director of Shortwave Broadcasting and Latin American Relations.....	Edmund A. Chester
Assistant Director of Latin American Relations and Latin American News Editor.....	Roberto I. Unanue
Assistant in Charge of Public Relations for Latin America.....	Carlos Garcia-Palacios
Publicity Director	Wil Marcus
Director of Programs.....	William H. Fineshriber
Assistant Director of Programs, Supervisor of Special Events Programs, Traffic Manager.....	John W. Hundley
Director of Music.....	Terig Tucci
Production Chief.....	Russ Johns
Script Department Manager.....	Benjamin F. Feiner, Jr.
Shortwave News Director.....	Lawrence S. Haas
Engineer in Charge of International Broadcasting.....	Guy Hutcheson

ARGENTINA

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
LR3.....	Radio Belgrano	Buenos Aires	950	50000
LR7.....	Radio Belgrano	Buenos Aires	11840	50000
LR71.....	—Radio Belgrano Network—			
LU7.....	Radio General San Martin	Bahia Blanca	1240	1500
LV3.....	Radio Cordoba	Cordoba	620	25000
LT7.....	Radio Provincia	Corrientes	1340	5000
LT1.....	Radio del Litoral	Rosario	780	12000
LV1.....	Radio Graffigna	San Juan	560	10000
LV4.....	Radio San Rafael de Mendoza.....	San Rafael	690	5000
LV11.....	Radio del Norte	Santiago del Estero.....	1170	500
LV12.....	Radio Aconquija	Tucuman	580	5000
LV14.....	Radio La Rioja	Corrientes	1460	500
LV10.....	Radio Cuyo	Mendoza	1210	2500
LV13.....	Radio San Luis	San Luis	—	—
ZP9.....	Radio Encarnacion	Encarnacion, Para- guay	—	—
ZP1.....	Radio Encarnacion	Encarnacion, Para- guay	—	—
CXA8.....	Radio Real de San Carlos.....	Colonia, Uruguay	9620	20000
CXA14.....	Radio Real de San Carlos.....	Colonia, Uruguay	11820	1000

BOLIVIA

CP4.....	Radio Illimani	La Paz	1040	10000
CP5.....	Radio Illimani	La Paz	6200	1000

BRAZIL

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
PRE8.....	Radio Nacional	Rio de Janeiro	980	22000
PRB9.....	Radio Sociedade Record	Sao Paulo	1000	20000

CHILE

CB57.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile...	570	6000
CB1180.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile...	11800	1000
CB90.....	Radio Sociedad Nacional de Agricultura.	Valpariso	900	1000

COLOMBIA

HJAG.....	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH.....	Emisora Atlantico	Barranquilla	1080	1000
HJCS.....	Radio Continental	Bogota	920	50000
HJEB.....	La Voz del Valle	Cali	1150	500
HJED.....	La Voz del Valle	Cali	4825	1000
HJFB.....	Radio Manizales	Manizales	6105	1000
HJFD.....	Radio Manizales	Manizales	1390	500
HJDT.....	Radio Nutibara	Medellin	1150	500
HJFF.....	Ondas del Otun.....	Pereira	1350	1000

COSTA RICA

TIPG.....	La Voz de la Victor.....	San Jose	625	5000
TIPG.....	La Voz de la Victor.....	San Jose	9615	2000

CUBA

CMJN.....	RHC Cadena Azul	Camaguey	740	1000
CMCY.....	RHC Cadena Azul	Havana	590	15000
COCY.....	RHC Cadena Azul	Havana	11470	1000
CMKV.....	RHC Cadena Azul	Holguin	600	1000
CMHI.....	RHC Cadena Azul	Santa Clara	570	15000
COHI.....	RHC Cadena Azul	Santa Clara	6450	5000
CMKN.....	RHC Cadena Azul	Santiago de Cuba...	930	1000

DOMINICAN REPUBLIC

HIIZ.....	Broadcasting Nacional	Ciudad Trujillo	6315	100
HIZ.....	Broadcasting Nacional	Ciudad Trujillo	1350	200

ECUADOR

HC2AJ....	Radiodifusora del Ecuador.....	Guayaquil	1050	1000
HC2AK....	Radiodifusora del Ecuador.....	Guayaquil	9310	1000
HCQR....	Radiodifusora del Ecuador.....	Quito	1340	250
HCQRX....	Radiodifusora del Ecuador.....	Quito	5970	300

EL SALVADOR

YSP.....	La Voz de Cuscatlan.....	San Salvador	—	—
YSP.....	La Voz de Cuscatlan.....	San Salvador	—	—
YSPA.....	La Voz de Cuscatlan.....	San Salvador	—	—
YSPB.....	La Voz de Cuscatlan.....	San Salvador	—	—

GUATEMALA

TGW.....	La Voz de Guatemala.....	Guatemala City	610	10000
TGWA.....	La Voz de Guatemala.....	Guatemala City	9685 15170	10000
TGWB.....	La Voz de Guatemala.....	Guatemala City	6460	1000
TGWC.....	La Voz de Guatemala.....	Guatemala City	1520	1000

HAITI

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
HHW		Port-au-Prince	1230	75
HH3W		Port-au-Prince	9595	150

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	1450	500
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MEXICO

XEQ	Radio Pan Americana, S. A.	Mexico City	730	50000
XEQQ	Radio Pan Americana, S. A.	Mexico City	9680	1000
XEA	Luis A. Maury	Campeche, Cam.	1370	250
XEBU	Feliciani Lopez Islas	Chihuahua, Chih.	1260	500
XEBL	Max Gomez Blanco	Culiacan, Sin.	1260	500
XEHL	Radio Anunciadora Kist S. de R. L.	Guadalajara, Jal.	1370	50
XEHQ	Radio Hermosillo S. de R. L.	Hermosillo, Son.	590	300
XERJ	Oscar Perez E.	Mazatlan, Sin.	1320	500
XEFC	Julio Molina Fonto	Merida, Yuc.	1340	250
XEMR	Enrique Serna Martinez	Monterrey, N. L.	1370	500
XELQ	Francisco Laris Iturbide	Morelia, Mich.	1270	100
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEHR	Manuel R. Canalo	Puebla, Pue.	1090	250
XETU	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEBP	Alejandro O. Stevenson, Jr.	Torreón, Coah.	1260	250
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000

NICARAGUA

YNOW	La Voz de la America Central	Managua	6850	800
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PANAMA

HOC	Radio Teatro Estrella de Panama	Panama City	1440	50
HP5A	Radio Teatro Estrella de Panama	Panama City	11700	1000

PARAGUAY

ZP5	Radio Paraguay	Asuncion	1365	100
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PERU

OAX6C	Radio Continental	Arequipa	1370	250
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6055	300
OAX4A	Radio Nacional del Peru	Lima	850	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	15000

URUGUAY

CX16	Radio Carve	Montevideo	850	10000
CX24	Radio la Voz del Aire	Montevideo	58000	2500
CXA8	Radio Belgrano	San Carlos, Colonia	9620	20000
CXA14	Radio Belgrano	San Carlos, Colonia	11820	1000

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
YV1RA	Ecos Del Zulia	Maracaibo	1300	200
YV1RV	Ecos Del Zulia	Maracaibo	4750	300
YV4RE	Radio Valencia	Valencia	1400	1000
YV4RP	Radio Valencia	Valencia	3460	1000

NBC PAN-AMERICAN SERVICE

— PERSONNEL —

Director of Latin American Broadcasts,
 Buck Cannel
 Chief, Portuguese Section.....Aurora Diaz
 Chief, Spanish Section.....Francisco Lara
 Musical Commentator.....Augustin de Olivares

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR4.....	Radio Splendid	Buenos Aires	990	50000
LR4 Network				
LW1.....	Radio Cultura	Cordoba	790	20000
LT2.....	Radio Stentor	Rosario	1230	20000
LU3.....	Radio Del Sur	Bahia Blanca	1150	10000
LT4.....	Radio Posadas	Posadas	1010	1500
LU5.....	Radio Neuquen	Neuquen	1130	1500
LV6.....	Radio Mendoza	Mendoza	630	10000
LU7.....	Radio Catamarca	Catamarca	730	1500
LU4.....	Radio Comodoro Rivadavia	Comodoro Rivadavia	640	1000
LU12.....	Radio Rio Gallegos	Rio Gallegos	680	1000
LU6.....	Radio Atlantica	Mar del Plata.....	1300	500

BOLIVIA

CP4.....	Radio Illimani (Government)	La Paz	1000	10000
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BRAZIL

PRB6.....	Radio Cruzeiro Do Sul	Sao Paulo	1220	5000
PRD2.....	Radio Cruzeiro Do Sul	Rio de Janeiro.....	1060	10000
PRB6 Network				
PRA2.....	Radio Club do Brasil	Rio de Janeiro.....	860	10000
PRE7.....	Radio Cosmos, S. A.	Sao Paulo	1410	5000
PRI9.....	Radio Club do Espirito Santo	Vitoria	1350	1000
PRF9.....	Radio Difusora Porto Alegrense.....	Porto Alegre	640	5000
PRG8.....	Bauru Radio Club.....	Bauru	1210	250
PRB2.....	Radio Club Paranaense	Curityba	1440	5000
PRC5.....	Radio Club do Para	Para	1450	2000
PRD4.....	Radio Cultura de Araraquara	Araraquara	1370	500
PRE5.....	Radio Sociedade do Triangulo Mineiro..	Uberaba	1390	500
PRH2.....	Radio Sociedade Farrroupilha	Porto Alegre	600	25000
PRF7.....	Sociedade Radio Cultura de Campos.....	Campos	1330	250
PRI3.....	Radio Inconfidenciade Minas Geraes	Belo Horizonte	880	25000

CHILE

CB138.....	Radio El Mercurio	Santiago	1380	5000
CD70.....	Radio La Frontera	Temuco	1250	1000
CC117.....	Radio Zenith	Concepcion	1170	1000
CB64.....	Union de Recreo.....	Valparaiso	640	25000

COLOMBIA

HJCC.....	La Voz de Bogota.....	Bogota	870	5000
HJCR.....	Radiodifusora Nacional (Government) ..	Bogota	1200	5000
HJ CZ.....	Cipriano Rios Hoyos "Voz de Colombia"..	Bogota	1040	2500

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJAN	Emisoras Unidas	Barranquilla	1190	1000
HJFX	Emisoras Electra	Manizales	600	500
HJDE	La Voz de Antioquia	Medellin	6145	—
HJDK	La Voz de Antioquia	Medellin	1250	500
HJFA	La Voz de Pereira	Pereira	6054.3	500
HJFE	Radio Quirama	Pereira	—	—
HJGK	Radio Santander	Bucaramanga	1280	500
HJGB	Radio Santander	Bucaramanga	4775	—

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	4000
			9615	2500
TINBC	La Voz de la Democracia	San Jose	1070	—

CUBA

CMBZ	Radio Salas	Havana	950	5000
COBZ	Radio Salas	Havana	9030	1000
CMQ	Cambo & Gabriel, S. A.	Havana	690	25000
COCQ	Cambo & Gabriel, S. A.	Havana	9670	10000

CMQ Network

CMHQ	Cambo & Gabriel, S. A.	Santa Clara	810	10000
CMJK	Jones Castrillon & Cia.	Camaguey	920	10000
CMJL	Cambo & Gabriel, S. A.	Camaguey	620	500
CMKF	Manuel J. de Gongora	Holguin	1490	500
CMKU	Cambo & Gabriel, S. A.	Santiago de Cuba	970	1000
CMKJ	Cambo & Gabriel, S. A.	Holguin	800	1000

DOMINICAN REPUBLIC

HIX	Radiodifusora Oficial	Trujillo	800	1000
HIIX	Radiodifusora Oficial	Trujillo	6206	300
			17400	—

ECUADOR

HCJB	La Voz de los Andes	Quito	4107	200
			12460	10000
			974	100
HC2ET	El Telegrafo	Guayaquil	1131	200

GUATEMALA

TGW	Radiodifusora Nacional de Guatemala	Guatemala City	1520	10000
TGWA	La Voz de Guatemala	Guatemala City	15170	10000
			9685	—
			11760	—
			17800	—
TGWB	Radiodifusora Nacional	Guatemala City	6485	1000
TGWC	Radiodifusora Nacional	Guatemala City	2320	1000

HAITI

HH2S	Societe Haitienne de Radiodiffusion	Port-au-Prince	5945	400
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HONDURAS

HRN	Rafael Ferrari, Paul John	Tegucigalpa	5875	500
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MEXICO

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Watts Power
XEW	Cadena Radiodifusora Mexicana, S. A.	Mexico City	890	100000
XEWW	Cadena Radiodifusora Mexicana, S. A.	Mexico City	15160	10000

XEW Network

XEDK	Salvador Vazquez T.	Guadalajara, Jal.	1490	500
XERJ	Oscar Perez A.	Mazatlan, Sin.	610	600
XECZ	Zeferino Z. Jiminez	San Luis Potosi, S. L. P.	1370	100
XES	Difusora Portena	Tampico, Tamps.	1300	250
XEFI	Ramiro G. Uranga	Chihuahua, Chih.	1440	1000
XEBI	Pedro C. Rivas	Aguascalientes Aga.	1360	250
XECW	Juan Sedas M.	Cordoba, Ver.	1340	250
XEME	Perfecto Villamil Cisero	Merida, Yuc.	1240	400
XEFB	Jesus Quintanilla	Monterrey, N. L.	630	500
XEBH	Carlos Balderrama	Hermosillo, Son.	920	1000
XEBR		Hermosillo, Son.	1000	150
XEJR	Anastasio Gomez Gallardo	Parral, Chih.	1490	100
XERZ	Rafael C. Navarro	Leon, Gto.	1030	250
XEBP	Alejandro O. Stevenson	Torreón, Coah.	1260	250
XEFE	Rafael T. Carranza	N. Laredo, Tamps.	960	1000
XEE	Alejandro O. Stevenson, Jr.	Durango, Dgo.	1280	250
XEJX	Radio Emisora Queretana, S. de R. L.	Queretaro	1450	250
KEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XEKJ	Refugio Acosta de Valdivieso	Acapulco, Gro.	1400	250
XEBJ	Fernando Elizalde	C. Victoria, Tamps.	1450	100
XEJT		Celaya, Gto.	1600	100
XESA	Pablos y Elizalde, S de R L.	Culiacan, Sin.	1360	250
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	600
XEDW	Hector Silva Canto	Minatitlan, Ver.	1260	250
XEGL	Fuasto M. Gomez	Navojoa, Son.	1270	500
XETQ	Francisco Campos H.	Orizaba, Ver.	1370	250
XEMU	Cia Radiodifusora de Piedra Negras	Piedras Negras, Coah.	580	250
XETL	Calixto Almazan	Tuxpam, Ver.	1390	250
XERK	Dario Mondragon	Tepic, Nay.	1450	250
XEUF	Ignacio Navarro	Uruapan, Mich.	550	350
XEU	Fernando Pazos y Cia.	Veracruz, Ver.	960	500
XEGC	Guillermo Calzada	Zamora, Mich.	1450	100
XEHR	Manuel R. Canale	Puebla, Pue.	1090	250
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEP	Esteban Parra	C. Juarez, Chih.	1300	500
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEBA	Javier Velasco	C. Guzman, Jal.	1270	125
XEBX	Miguel B. Rodriguez	Sabinas, Coah.	610	250
XEDE	Blas Narro Dunno	Saltillo, Coah.	1400	100
XECF	Francisco Perez H.	Los Mochia, Sin.	1330	1000

NICARAGUA

YNRS	Radiofusora Nicaraguense	Managua	8590	650
YNPH	Radiofusora Nicaraguense	Managua	1180	500

PANAMA

HOK	Panama Broadcasting System	Colon	640	250 C. P. 1000
HP5K	La Voz de la Victor	Colon	6005	250 C. P. 1000

PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZPI.....	Radio La Capital	Asuncion	970	2000

PERU

OAX4A....	Radiodifusora Nacional (Government) ..	Lima	854	10000
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PUERTO RICO

WNEL.....	Juan Piza, "The Link of the Americas" ..	San Juan	1320	5000
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EL SALVADOR

YSS.....	Estacion Radiodifusora Nacional (Govt.) ..	San Salvador	730	500
YSM.....	Estacion Radiodifusora Nacional (Govt.) ..	San Salvador	11710	500
YSD.....	Estacion Radiodifusora Nacional (Govt.) ..	San Salvador	7894	500
HUB.....	Estacion Radiodifusora Nacional (Govt.) ..	San Salvador	4780	300

URUGUAY

CX14.....	El Espectador	Montevideo	810	10000
CXA19....	El Espectador	Montevideo	11705	1000
CX18.....	Radio Sport	Montevideo	890	5000
CXA9.....	El Espectador	Montevideo	15345	1000

CX14 Network

CW7.....	Radio Carmelo	Carmela	640	1000
CW46A....	Radio Zorrilla de San Martin.....	Tacuarembó	1400	1250
CW45.....	Radio Trienta y Tres.....	Treinta y Tres.....	1390	100
CW19.....	Radio Rochense	Rocha	1340	100
CW47A....	Radio Welcome	San Jose	1510	500
CW43.....	Radio Internacional	Minas	1480	500

VENEZUELA

YV5RA....	Radio Caracas	Caracas	960	5000
YR5RN....	Radio Caracas	Caracas	6200	10000

YV5RA Network

YV1RK....	Radio Popular	Maracaibo	1250	300
YV1RL....	Radio Popular	Maracaibo	4810	...
YV4RA....	La Voz de Carabobo.....	Valencia	1350	1280
YV4RO....	La Voz de Carabobo.....	Valencia	4760	300
YV3RE....	Radio Barquisimeto	Barquisimeto	1470	1000
YV3RN....	Radio Barquisimeto	Barquisimeto	4780	600
YV1RW....	Radio Coro	Coro	1370	1000
YV1RY....	Radio Coro	Coro	4770	...
YV2RB....	La Voz del Tachira.....	San Cristobal	980	500
YV2RN....	La Voz del Tachira.....	San Cristobal	4830	500
YV5RC....	La Voz de Anzoategui.....	Barcelona	3450	1500
YV5RE....	Onda del Neveri.....	Barcelona	1080	500
YV1RO....	Radio Trujillo	Trujillo	3340	1040
YV2RC....	La Voz de la Sierra.....	Merida	3420	495

STATIONS OF CUBA

PROVINCE OF HABANA

Call Letters	Owner	Frequency Kilocycles	Watts Power
CMW.....	A. Gil & M. Troncoso.....	Regla	550 2500
CMCY.....	Radio Habana Cuba, Cadena Azul, S. A.	Habana	590 15000
CMZ.....	Ministerio de Educacion	Columbia	1260 5000
CMCD.....	La Voz del Aire	Regla	630 15000
CMQ.....	Cambo & Gabriel, S. A.....	Habana	690 25000 d.; 15000 n.
CMK.....	Fauto Montiel	Habana	830 250
CMBC.....	Domingo Fernandez Cruz	Habana	790 5000 d.; 1000 n.
CMBL.....	Radio Cadena Suaritos, S. A.....	Arroyo Apolo	860 5000
CMCF.....	Oscar Gutierrez	Guanabacoa	910 5000
CMBZ....	Manuel & Guillermo Salas	Habana	950 5000 d.; 1000 n.
CMCK.....	Casas & Cia	Puentes Grandes....	980 5000
CMX.....	Francisco A. Lavin	Guanabacoa	1010 10000
CMCM.....	Compania Transradio Columbia, S. A.	Habana	1060 250
CMBY.....	Pages & Compania	Habana	1120 250
CMBQ.....	Amletto Battisti	Puentes Grandes....	1150 5000 d.; 1000 n.
CMCU.....	Jorge Garcia Serra	Habana	1190 250 (C.P. 5000)
CMCO.....	Enrique Lasanta	Habana	1230 250
CMCW.....	Jose Villarino	Habana	1230 250
CMBF.....	Compania Cubana de Radio & Tele., S. A.	Puentes Grandes....	730 5000
CMCH.....	Radio Popular, S. A.....	Habana	1290 250
CMCX.....	Radio Popular, S. A.....	Habana	1290 250
CMBG.....	John L. Stowers	Marianao	1390 1000
CMBS.....	Enrique Artalejo	Habana	1330 250
CMOA.....	Juan Fernandez Duran	Habana	1360 250
CMC.....	Rafael Valdes	Habana	1360 250
CMBX.....	Vicente Espinosa	Habana	1390 250
CMCB.....	Metropolitan Radio de Cuba, S. A.	Habana	1330 250
CMBD.....	Luis Perez Garcia	Habana	1460 250 C.P. 1420 5000
CMCQ.....	Andres Martinez	Habana	760 250
CMCG.....	La Onda, S. A.....	Habana	1460 250
CMCA.....	Agusto Testar & Jose Manuel Gonzalez.	Habana	1490 250
CMOX.....	Perez & Chisholm	Habana	1490 250
CMBH.....	Alberto Alvarez Ferrera	Guanabacoa	1540 5000
CMCJ.....	Rafael Rodriguez	Habana	1580 250
CMCR.....	Aurelio Hernandez	Habana	1580 250

PROVINCE OF PINAR DEL RIO

CMAX.....	Juan de Dios Carreno.....	Artemisa	660 250
CMAQ.....	Cambo & Gabriel, S. A.....	Pinar del Rio.....	810 1000
CM9RT.....	Raul Torres Pardal	Guines (Experimental)	1610 250
CMAN.....	Radio Habana Cuba, Cadena Azul, S. A.	Pinar del Rio.....	1300 1000
CMAC.....	Israel Porras Fajardo.....	Guanajay	1370 100
CMAB.....	Francisco Martinez	Pinar del Rio.....	1450 250

PROVINCE OF MATANZAS

Call Letters	Owner	City	Frequency Kilocycles	Power Watts
CMGF.....	Bernabe R. de la Torre.....	Matanzas	1240	250
CMGN.....	Radio Habana Cuba, Cadena Azul, S. A.....	Joveilianos	1310	1000
CMGH.....	Manuel Garcia Alvarez.....	Matanzas	1440	500
CMGE.....	Genaro Sabater	Cardenas	1470	250

PROVINCE OF LAS VILLAS

CMHI.....	Radio Habana Cuba, Cadena Azul, S. A.....	Santa Clara	570	15000
CMHQ.....	Cambo & Gabriel, S. A.....	Santa Clara	800	5000
CMHW.....	R. H. C., Cadena Azul, S. A.....	Santa Clara	960	1000
CMHT.....	Fernando E. Soto del Valle.....	Trinidad	990	250
-----	Valdes & Menendes	Sagua La Grande	1100	100
CMHO.....	Enrique Lasante	Santa Clara	1250	250
CMHA.....	Abelardo Menocal	Sagua la Grande.....	1280	250
CMHP.....	Candido de los Angeles Guevaro	Placetas	1320	250
CMHJ.....	Romualdo Ugalde	Cienfuegos	1350	250
CMHK.....	Virgilio Villanueva	Cruces	1380	250
CMHB.....	Vicente E. Weis.....	Sancti Spiritus	1410	250
CMHM.....	Jose R. Fomenias.....	Cienfuegos	1450	250
CMHX.....	Francisco Chavarry Fuster	Santa Clara	1480	250
CMHD.....	Manuel Alvarez	Caibarien	1560	250

PROVINCE OF CAMAGUEY

CMJK.....	Jones Castrillon & Cia.....	Camaguey	620	250
CMJN.....	Radio Habana Cuba, Cadena Azul, S. A.....	Camaguey	740	1000
CMJA.....	Rafael Valdes Jimenez.....	Camaguey	1060	250
CMJL.....	Cambo & Gabriel, S. A.	Camaguey	920	5000
CMJE.....	Primo A. Cesares.....	Camaguey	1230	250
CMJM.....	Radio Habana Cuba, Cadena Azul, S. A.....	Ciego de Avila.....	1270	1000
CMJF.....	Gertrudis de la Cruz Perez.....	Camaguey	1300	250
CMJC.....	Fernando Terron Bolanos	Camaguey	1340	250
CMJH.....	Luis Marauri	Ciego de Avila	1370	250
CMJW.....	Andres Moran Cisneros	Camaguey	1440	250
CMJI.....	Isidro Castellanos Perez	Ciego de Avila.....	1400	250
CMJO.....	Bonifacio Ildefonso	Ciego de Avila.....	1470	250
CMJQ.....	Manuel Puig Martinez	Nuevitas	1580	250

PROVINCE OF ORIENTE

CMKM.....	Raimundo Comas Soler	Manzanillo	560	250
CMKV.....	Radio Habana Cuba, Cadena Azul, S. A.....	Holguin	600	1000
CMKS.....	Candido Savon Suarez.....	Guantanamo	900	250
CMKJ.....	Cambo & Gabriel, S. A.	Holguin	970	1000
CMKN.....	Radio Habana Cuba, Cadena Azul, S. A.....	Santiago de Cuba... ..	930	1000
CMKU.....	Cambo & Gabriel, S. A.....	Santiago de Cuba... ..	640	5000 d.; 1000 n.
CMKW.....	Ricardo Miranda Cortes	Santiago de Cuba... ..	1000	1000
CMKG.....	Emilio Grau Medina	Victoria de las Tunas	1050	250
CMKX.....	Oscar Vidal Benitez	Bayamo	1390	250
CMKH.....	Virgilio Arciero	Guantanamo	1130	250
CMKO.....	Manuel Angulo Farran	Holguin	1220	250
CMKC.....	Robert Miguel Gonzalez	Santiago de Cuba... ..	1250	250
CMKD.....	Otto J. Vinas Gimeno.....	Santiago de Cuba... ..	1290	1000
CMKE.....	Radio Manzanillo, S. A.....	Manzanilla	1320	250
CMKY.....	Pedro Zacca Cheda	Puerto Padre	1350	100
CMKR.....	Jaime Nadal	Santiago de Cuba... ..	1090	250

CUBA STATIONS

Call Letters	Owner	City	Frequency Kilocycles	Power Watts
CMKZ.....	Joaquin Venero Obregon	Palma Soriano	1430	250
CMKQ.....	Angela Vicedo Quintero	San Luis	1460	500
CMKF.....	Manuel J. de Gongora.....	Holguin	1490	250

SHORT WAVE STATIONS IN HAVANA

COCO*	Casas & Cia	Puentes Grandes....	6010	5000
COCH.....	General Broadcasting Co.	Guanabacoa	9437	5000
COCQ†.....	Cambo & Gabriel, S. A.....		9670	5000
			9740	
COCM.....	Cia. Transradio Columbia, S. A.....	Arroyo Apolo	9833	1000
COCX‡.....	Francisco A. Lavin	Habana	11650	1000
COBC**.....	Domingo Fernandez Cruz	Habana	17850	1000
COBQ††.....	Andres Martinez	Habana	8540	1000
COBZ‡‡.....	Guillermo Salas	Habana	9030	1000
			17820	
COCY***.....	Radio Habana Cuba, Cadena Azul, S. A.....	Habana	21620	1000
COCD.....	La Voz del Aire, S. A.	Regla	6130	1000
COCW†††.....	Adolfo Gil Izquierdo	Regla	21740	1000

* Using 8700 kilocycles provisionally.

† Using 6345 and 8845 kilocycles provisionally.

‡ Using 9273 kilocycles provisionally.

** Using 9362 kilocycles provisionally.

†† Using 9235 kilocycles provisionally.

‡‡ Using 9026 kilocycles provisionally.

*** Using 11740 kilocycles provisionally.

††† Using 6322 kilocycles provisionally.

SHORT WAVE STATIONS IN THE INTERIOR

Province of Matanzas

COGF.....	Bernabe R. de la Torre.....	Matanzas	11800	1000
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Province of Las Villas

COHI§.....	Radio Habana Cuba, Cadena Azul, S. A.....	Santa Clara	11765	5000
			§ Using 6450 kilocycles provisionally.	

Province of Camaguey

COJK.....	Jones, Castrillon & Cia.....	Camaguey	8663	1000
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Province of Oriente

COKG.....	Emilio Grau Medina	Santiago de Cuba...	8955	1200
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SHORT WAVE STATIONS OPERATED BY OFFICIAL ORGANIZATIONS

COX-4.....	Ministerio de Educacion	Columbia	6390	5000
COX-7.....	Ministerio de Educacion	Columbia	4290	5000

STATIONS OF MEXICO

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEKL.....	Carlo Ferraez Matos.....	Jalapa, Ver.	550	250
XEUF.....	Ignacio Navarro	Uruapan, Mich.	550	350
XEMU.....	Cia. Radiodifusora de P. Negras.....	Piedras Negras, Coah.....	580	250
XEHQ.....	Radio Hermosillo S. de R. L.....	Hermosillo, Son.	590	300
XEPH.....	Pedro Riestra Diaz.....	Mexico, D. F.....	590	1000
XEAZ.....	Carlos V. Rodriguez	Reynosa, Tam.	590	250
			(Auth.: 5000 d.)	
XEZ.....	Jorge L. Palomeque.....	Merida, Yuc.	600	2000
XESF.....	Jose Martines R.....	Morelia, Mich.	600	250
XEBX.....	Miguel B. Rodriguez.....	Sabinas, Coah.	610	250
XEFB.....	Jesus Quintanilla	Monterrey, N. L.	630	500
XETS.....	Wadelay Dominguez Correa	Tapachula, Chis.	630	100
XEBZ.....	Refugio Esparza Vda. de Valezzi.....	Mexico, D. F.....	660	500
XED.....	Cia. Radiofonografica, S. A.....	Guadalajara, Jal.	680	250
XEN.....	Guillermina P. de del Conde.....	Mexico, D. F.....	690	1000
			(Auth.: 5000)	
XEAC.....	Jorge I. Rivera.....	Tijuana, B. C.....	690	5000
XEQ.....	Radio Panamericana, S. A.	Mexico, D. F.....	730	50000
XEDF.....	Ruperto Villarreal	Nuevo Laredo, Tam.....	790	500
XERC.....	Radio Popular de Mexico, S. A.....	Mexico, D. F.....	790	500
			(Auth.: 1000)	
XEFW.....	Flores y Martinez.....	Tampico, Tam.	810	5000
XELA.....	Radio Metropolitana, S. A.....	Mexico, D. F.....	830	1000
XEMO.....	Fernando Federico Ferreira.....	Tijuana, B. C.	860	5000
XEUN.....	Universidad Nacional de Mexico*.....	Mexico, D. F.....	860	1000
			(Auth.: 5000)	
XEW.....	Cadena Radiodifusora Mexicana.....	Mexico, D. F.....	900	100000
XEAO.....	Chavez y Castro, Sucesores.....	Mexicali, B. C.....	910	250
XEBH.....	Carlos Balderrama.....	Hermosillo, Son.	920	1000
XEMJ.....	Jesus F. Elizondo.....	Piedras Negras, Coah.....	920	200
XEDP.....	Radio Gobernacion*	Mexico, D. F.....	940	500
			(Auth.: 150000)	
XEGM.....	Rita Mayans y Gustavo Faist F.....	Tijuana, B. C.....	950	2500
XEFE.....	Rafael T. Carranza.....	Nuevo Laredo, Tam.	960	250
			(Auth.: 1000)	
XEU.....	Fernando Pazos y Cia.....	Veracruz, Ver.	960	500
XEHK.....	Carmen Villasenor	Guadalajara, Jal.	960	250
XEK.....	Arturo Martinez	Mexico, D. F.....	970	500
XEJ.....	Pedro Meneses, Jr.	Ciudad Juarez ,Chih.....	970	5000
XEFQ.....	Pedro L. Diaz.....	Cananea, Son.	980	500
XECA.....	Nicolas M. Picot.....	Tampico, Tam.	980	1000
XEXT.....	Gobierno del Estado de Nayarit*.....	Tepic, Nay.	980	1000

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XET.....	El Pregonero del Norte, S. A.....	Monterrey, N. L.....	990	5000
XECL.....	Alfonso A. Lacarra.....	Mexicali, B. C.....	990	5000
XEOY.....	Ignacio Diaz R.	Mexico, D. F.....	1000	10000
XEJB.....	Gobierno del Estado de Jalisco.....	Guadalajara, Jal.	1010	5000
XEG.....	Rodolfo Junco de la Vega.....	Monterrey, N. L.	1050	50000 (Auth.: 150000)
XERB.....	Radiodifusora Internacional, S. A...	Tijuana, B. C.....	1090	50000
XEHR.....	Manuel R. Canale.....	Puebla, Pue.	1090	250
XEFO.....	Partido Revolucion Mexicana.....	Mexico, D. F.	1110	5000 (Auth.: 20000)
XENT.....	Cia Industrial Universal, S.A.....	Nuevo Laredo, Tam.....	1140	50000
XETJ.....	Jesus Casillas Baoz.....	Tepatitlan, Jal.	1150	100
XEJP.....	Delia Cubillas de Fernandez.....	Mexico, D. F.....	1150	500
XECD.....	Ricardo Vazquez	Puebla, Pue.	1170	350
XELO.....	Cia. Radiodifusora de P. Negras....	Mexico, D. F.....	1190	10000 (Auth.: 50000)
XEB.....	El Buen Tono, S. A.....	Mexico, D. F.....	1220	20000 (Auth.: 100000)
XEFV.....	Dario Cordoba	Ciudad Juarez, Chih.....	1240	250
XERZ.....	Rafael C. Navarro.....	Leon, Gto.	1240	250
XEAT.....	Amador Ronquillo***	H. del Parral, Chih.....	1250	250
XETF.....	Jose Rodriguez Lopez.....	Veracruz, Ver.	1250	500
XEDK.....	Salvador Vazquez T.....	Guadalajara, Jal.	1250	500
XEL.....	Ramon Farreiro R.....	Mexico, D. F.....	1250	750
XEBL.....	Max Gomez Blanco.....	Culiacan, Sin.	1260	500
XEBM.....	Benjamin Briones	San Luis Potosi, S. L.....	1260	150 (Auth.: 250)
XEDW.....	Hector Silva Canto.....	Minatitlan, Ver.	1260	250
XER.....	Rafael T. Carranza.....	Linares, N. L.....	1260	250
XEXJ.....	Gobierno del Estado de Chiapas....	Tuxtla Gutierrez, Chis.....	1260	100
XEBU.....	Feliciano Lopez Islas.....	Chihuahua, Chih.	1260	100
XEBP.....	Alejandro O. Stevenson, Jr.....	Pte. Torreon, Coah.	1260	250
XEAX.....	Alvaro Rodriguez A.....	Oaxaca, Oax.	1270	500
XEFM.....	Sucs. R. Ortiz Gonzalez.....	Leon, Gto.	1270	20 (Auth.: 100)
XEGL.....	Fausto M. Gomez.....	Navojoa, Son.	1270	500
XEBA.....	Jose D. Gonzalez.....	Ciudad Guzman, Jal.....	1270	125
XELQ.....	Francisco Laris Iturbido.....	Morelia, Mich.	1270	100
XEME.....	Perfecto Villamil Cisero.....	Merida, Yuc.	1270	400 (Auth.: 500)
XEX.....	El Heraldo del Comercio, S. A.....	Monterrey, N. L.	1280	500
XEE.....	Alejandro O. Stevenson, Jr.....	Durango, Dgo.	1280	100
XEOX.....	Felipe G. de Leon.....	Los Mochis, Sin.	1280	250
XELK.....	Macias y Acevedo.....	Zacatecas, Zac.	1280	100
XEBW.....	Radio Emisora del Norte.....	Chihuahua, Chih.	1280	250
XERL.....	J. Roberto Levy.....	Colima, Col.	1280	250
XEAG.....	Diodoro Zuniga	Cordoba, Ver.	1280	250
XEDA.....	Pedro Riestra Diaz.....	Mexico, D. F.....	1290	200 (Auth.: 1000)
XEAP.....	Emilio Manzanilla	Ciudad Obregon, Son.....	1290	100
XEP.....	Esteban Parra	Ciudad Juarez, Chih.....	1300	500
XES.....	Difusora Portena, S. de R. L.....	Tampico, Tam.	1300	100
XEC.....	Luis E. Enciso.....	Tijuana, B. C.....	1310	250
XEHV.....	Juan A. Palavicini	Veracruz, Ver.	1310	1000

• • • **MEXICO STATIONS** • • •

Call Letters	Owner	Location	Power	
			Frequency Kilocycles	Watts Actual
XEAD.....	Alejandro A. Diaz.....	Guadalajara, Jal.	1310	125
XEAI.....	Carmen Gutierrez	Mexico, D. F.....	1320	250 (Auth.: 500)
XESY.....	Publicistas del Norte A. en P.....	Cananea, Son.	1320	100
XERJ.....	Oscar Perez E.....	Mazatlan, Sin.	1320	500
XEKS.....	Juan Antonio de la Pena.....	Saltillo, Coah.	1330	100
XECF.....	Francisco Perez H.....	Los Mochis, Sin.....	1330	1000
XEBO.....	Alfonso Martinez	Irapuato, Gto.	1330	600
XELW.....	Salvador Galindo de la Torre.....	Guadalajara, Jal.	1340	250
XEDH.....	Vicente Hernandez	Villa Acuna, Coah.....	1340	250
XEBK.....	J. Manuel Cortes.....	Nuevo Laredo, Tam.....	1340	100
XEFZ.....	Pedro E. Rocher.....	Coatzacoalcos, Ver.	1340	250
XECW.....	Juan Sedas M.....	Cordoba, Ver.	1340	250
XEFC.....	Julio Molina Fonto.....	Merida, Yuc.	1340	250
XEMA.....	Jose Miguel Acevedo Moya.....	Fresnillo, Zac.	1340	100
XEAA.....	Alberto Gonzalez	Mexicali, B. C.....	1340	250
XEXS.....	Instituto Cientifico y Literario*.....	Toluca, Mex.	1340	100
XEQK.....	Angel H. Ferreiro.....	Mexico, D. F.....	1350	400
XETB.....	Sucs. Aurelio G. Zaragoza.....	Pte Torreon, Coah.	1350	500
XETM.....	Jesus Manuel Franco.....	Naco, Son.	1350	1000
XEBI.....	Pedro C. Rivas.....	Aguascalientes, Ags.	1360	250
XESA.....	Pablos y Elizalde, S. de R. L.....	Culiacan, Sin.	1360	500
XEHF.....	Gaston Mascarenas	Nogales, Son.	1370	1000
XETQ.....	Francisco Campos H.....	Orizaba, Ver.	1370	250
XEMR.....	Enrique Serna Martinez.....	Monterrey, N. L.....	1370	500
XEHL.....	Radio Anunciadora Kist. S. de R. L.....	Guadalajara, Jal.	1370	500
XEA.....	Luis A. Maury.....	Campeche, Camp.	1370	250 (Auth.: 1000)
XEMX.....	Guillermo Robles	Mexico, D. F.....	1380	500
XEM.....	Pedro Meneses, Jr.....	Chihuahua, Chih.	1390	500
XEMQ.....	Lazaro Achurra	Merida, Yuc.	1390	250
XETL.....	Calixto Almazan	Tuxpan, Ver.	1390	250
XEDE.....	Blas Narro Dunno.....	Saltillo, Coah.	1400	150
XEJA.....	Daniel Schacht Perez.....	Jalapa, Ver.	1400	100
XEAM.....	Manuel L. Salinas.....	Matamoros, Tam.	1400	250
XEPF.....	Luis E. Enciso.....	Ensenada, B. C.....	1400	250
XEI.....	Tiburcio Ponce	Morelia, Mich.	1400	250
XEMH.....	Alvaro Barquet	Merida, Yuc.	1400	100
XEKJ.....	Refugio Acosta de Valdivieso.....	Acapulco, Gro.	1400	250
XEBS.....	Maria Remedios Delgado.....	Mexico, D. F.....	1410	200 (Auth.: 750)
XEDS.....	Alejandro A. Schober.....	Mazatlan, Sin.	1420	500
XEWE.....	Felipe Gallardo	Irapuato, Gto.	1420	100
XEH.....	Radio Tarnava, S. de R. L.....	Monterrey, N. L.....	1420	1000-500 (Auth.: 1000)
XEF.....	Gilberto Gil	C. Juarez, Chih.....	1420	100
XEON.....	Cia. Radiodifusora Mexicana, S. A.....	Tijuana, B. C.....	1420	2000
XECZ.....	Zuferino Z. Jimenez.....	San Luis Potosi, S.L.P.....	1430	1000
XEOK.....	Arturo Pina Perez.....	Progreso, Yuc.	1430	100
XELZ.....	Maria Cardona de Zetina.....	Mexico, D. F.....	1440	1000
XEFI.....	Ramiro G. Uranga.....	Chihuahua, Chih.	1440	1000
XEGC.....	Guillermo Calzada	Zamora, Mich.	1450	100
XEJX.....	Radio Emisora Queretana, S. de R. L.....	Queretaro, Qro.	1450	250

MEXICO STATIONS

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEBQ.....	Maria Refugio A. de Valdivieso....	Torreon, Coah.	1450	100
XEDJ.....	Enrique Saralegui.....	Magdalena, Son.	1450	100
XEFK.....	Manuel Zapata Espinosa.....	Merida, Yuc.	1450	100
XERK.....	Dario Mondragon	Tepic, Nay.	1450	100
XEBJ.....	Fernando Elizalde	Ciudad Victoria, Tam.....	1450	100
XEPP.....	Hector Sotomayor	Orizaba, Ver.	1450	100 (Auth.: 250)
XEWG.....	Carlos Mendez	Ciudad, Juarez, Chih.....	1460	250 (Auth.: 1000)
XETU.....	Juan Perez Cardenas.....	Tampico, Tam.	1460	1000
XEAU.....	Manuel Acuna Varela.....	Tijuana, B. C.....	1470	250
XESM.....	Salvador San Martin.....	Mexico, D. F.....	1470	500 (Auth.: 1000-5000)
XELY.....	Rafael Loal Camarena.....	Aguscalientes, Ags.	1490	150
XEOB.....	Panfilo Gonzales Flores	Gomez Palacio, Dgo.....	1490	100
XETR.....	Cesar Trujillo Vadillo	Ciudad Madero, Tams.....	1490	100
XEJR.....	Anastasio Gomez Gallardo.....	H. del Parral, Chih.....	1490	100
XEDR.....	Modesto Ortega	Guaymas, Son.	1490	100
XECH.....	Rodolfo Llamas	Toluca, Mex.	1490	250
XERH.....	Gabriel Hernandez Llergo.....	Mexico, D. F.....	1500	400 (Auth.: 500)
XEML.....	Roberto Valozzi Esparza.....	Coyoacan, D. F.....	1550	1000
XEBG.....	Angel B. Fernandez.....	Tijuana, B. C.	1550	1000
XEAW.....	Cia Internacional Dif. de Reynosa	Reynosa, Tam.	1570	100000
XEMC.....	Dolores G. Estrada de F.....	Mexico, D. F.....	1590	200 (Auth.: 5000)
XEJT.....	Jose Torres Morales.....	Celaya, Gto.	1600	100

Short Wave Stations

XEJG.....	Gobierno del Estado de Jalisco....	Guadalajara, Jal.	4820	200
XEBT.....	El Buen Tono, S.A.....	Mexico, D. F.....	6000	500 (Auth.: 10000)
XEUW.....	Fernando Pazos Sosa.....	Veracruz, Ver.	6020	250
XEKW.....	Jose Martinez Ramirez	Morelia, Mich.	6030	500
XETW.....	Flores y Martinez.....	Tampico, Tam.	6045	100
XEBF.....	Pedro Coronel Aburto.....	Jalapa, Ver.	6090	250
XEUZ.....	Partido Revolucion Mexicana.....	Mexico, D. F.....	6130	100
XEDQ.....	Cia. Radiofonografica, S. A.....	Guadalajara, Jal.	6155	100
XEXA.....	Radio Gobernacion*	Mexico, D. F.....	6175	100
XECC.....	Ricardo Vazquez	Puebla, Pue.	6185	50
XECR.....	Secretaria de Relaciones Exteriores*	Mexico, D. F.....	7380	20000
XEWW.....	Cadena Radiodifusora Mexicana, S. A.	Mexico, D. F.....	9500	10000
XEFT.....	Jose Rodriguez Lopez.....	Veracruz, Ver.	9545	250
XEYU.....	Universidad Nacional de Mexico*..	Mexico, D. F.....	9600	250
XEQQ.....	Radio Panamericana, S. A.....	Mexico, D. F.....	9680	1000
XEBR.....	Carlos Balderrama	Hermosillo, Son.	11820	150

* Official station

** Cultural station

STATIONS OF _____ _____ SOUTH AMERICA

ARGENTINA*

Call Letters	Station Name	Location	Frequency Kilocycles	Power Watts
LV1.....	Radio Graffigna	San Juan	560	10000
LV12.....	Radio Aconquija	Tucuman	580	5000
LS10.....	Radio Calloa	Florida, Buenos Aires.....	590	6000
LV3.....	Radio Cordoba	Cordoba	620	15000
LV6.....	Radio Mendoza	Mendoza	630	10000
LU4.....	Radio Comodora Rivadavia.....	Comodoro Rivadavia, Chubut	640	5000
LS4.....	Radio Portena	Ciudadela, Buenos Aires.....	670	12000
LU12.....	Radio Rio Gallegos.....	Rio Gallegos, Santa Cruz....	680	1000
LV4.....	Radio San Rafael.....	San Rafael, Mendoza	690	1000
LS1.....	Radio Municipal	Monte Grande, Buenos Aires	710	50000
LW7.....	Radio Catamarca	Catamarca	730	1000
LRA.....		Buenos Aires	750	10000
LT1.....	Radio del Rosario.....	Rosario, Santa Fe.....	780	10000
LW1.....	Radio Cultura	Cordoba	790	15000
LV7.....	Radio Tucuman	Tucuman	820	2500
LR5.....	Radio Excelsior	Monte Grande, Buenos Aires	830	25000
LT8.....	Radio Rosario	Rosario, Santa Fe.....	840	3000
LR6.....	Radio Mitre	Hurlingham, Buenos Aires..	870	25000
LU2.....	Radio Bahia Blanca.....	Bahia Blanca	900	5000
LR2.....	Radio Argentina	Banfield, Buenos Aires.....	910	6000
LR3.....	Radio Belgrano	Hurlingham, Buenos Aires...	950	90000
LV2.....	Radio Central	Cordoba	960	5000
LV9.....	Radio Provincia de Salta.....	Salta	970	1000
LR4.....	Radio Splendid	Rivadavia, Buenos Aires....	990	50000
LT4.....	Radio Misiones Posadas.....	Posadas, Misiones	1010	1000
LS2.....	Radio Fenix	Florida, Buenos Aires.....	1030	5000
LR1.....	Radio El Mundo.....	San Fernando, Buenos Aires.	1070	50000
LT5.....	Radio Chaco	Resistencia, Chaco	1080	1500
LV5.....	Radio Los Andes.....	San Juan	1090	1500
LU5.....	Radio Neuquen	Neuquen	1130	1000
LU3.....	Radio del Sud.....	Bahia Blanca	1150	10000
LT3.....	Radio Sociedad Rural de Crealistas	Rosario, Santa Fe.....	1160	5000
LV11.....	Radio del Norte.....	Santiago del Estero.....	1170	2000
LS2.....	Radio Prieto	Florida, Buenos Aires.....	1190	15000
LT9.....	Radio Roca Soler.....	Santa Fe	1200	1000
LV10.....	Radio de Cuyo.....	Heras, Mendoza	1210	2500
LT2.....	Radio Stentor	Rosario, Santa Fe.....	1230	15000
LU7.....	Radio Gral. San Martin.....	Bahia Blanca	1240	2500

* Resulting from the war, questionnaires addressed to individual countries were not answered by the radio authorities in Argentina, Brazil, Ecuador, Paraguay and Venezuela; rather than omit these countries from the listing of Latin American stations, RADIO ANNUAL has presented the material used in the 1942 edition, with corrections whenever they were known.

Call Letters	Station Name	Location	Frequency Kilocycles	Power Watts
LU8		Santa Rosa, La Pampa	1250	500
LT12		Santa Fe	1260	1000
LV12	Radio La Voz del Aire	Vicente Lopez, Buenos Aires	1270	6000
LU6	Radio Atlantica	Mar del Plata	1300	500
LS11	Radio Provincia de Buenos Aires	Olmos, Buenos Aires	1310	30000
LT10	Radio del Instituto Social de la Universidad Nacional del Litoral	Santa Fe	1320	500
LV17		Cordoba	1330	1000
LT7	Radio Provincia de Corrientes	Corrientes	1340	1000
LS6	Radio del Pueblo	Ciudadela, Buenos Aires	1350	6000
LV15		Catamarca	1360	500
LV18		Mendoza	1370	500
LR11	Radio de la Universidad Nacional de La Plata	La Plata	1390	500
LV13	Radio Provincia de Jujuy	Jujuy	1430	1000
LU9		Necochea, Buenos Aires	1440	500
LV14	Radio Provincia de La Rioja	La Rioja	1460	500
LT11	Radio Provincia de Entre Rios	Parana, Entre Rios	1470	500
LV16	Radio Universidad de Cuyo	Mendoza	1520	250
LV8	Radio Presidente	Cordoba	1540	250

Short Wave Stations

LRS1	Radio Argentina de Emisoras Splendid	Buenos Aires	6090	25000
LRM	Sociedad Diario	Mendoza	6180	10000
LRA2		Buenos Aires	6180	7000
LRS	Radio Argentina de Emisoras Splendid	Buenos Aires	9590	25000
LRX	Radio El Mundo	San Fernando, Buenos Aires	9660	7000
LRA1		Buenos Aires	9690	7000
LRA3		Buenos Aires	11730	7000
LRV	Radio Belgrano	Hurlingham, Buenos Aires	11840	90000
LRR	Diario La Capital	Rosario, Santa Fe	11880	10000
LRU	Radio El Mundo	San Fernando, Buenos Aires	15290	7000
LRA5		Buenos Aires	17830	7000
LRA6		Buenos Aires	42485	150

BOLIVIA

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CP		Proyecto	—	550	5000
CP44	Radio Popular	Cochabamba	Victor Veltze	580	50
CP32	Radio Bolivia	La Paz	J. C. Salinas	620	50
CP34	Radio Sucre	La Paz	Arturo Steele	680	150
CP46	Radio Victoria	La Paz	—	770	50
CP20	Radio Condor	La Paz	Ramon Pelaez	900	250
CP19	Radio Cultura	La Paz	Hugo Aspiazu	950	50
CP31	Radio Patria	La Paz	Senor Freire	975	50
CP4	Radio Illimani	La Paz	Estado	1040	10000
CP10	Radio La Paz	La Paz	Gonzalo Munoz A.	1090	50
CP45	Radio Rural	Cochabamba	Raul Montecinos	1090	50
CP16	Radio Paris	La Paz	Abel Maldonado	1200	50
CP14	Radio La Noche	La Paz	Javier Romero	1250	50
CP13	Radio El Oriente	Santa Cruz	L. Canedo Reyes	1250	50
CP18	Radio Comercio	La Paz	Luis Cortadellas	1300	50
CP29	Radio Fides	La Paz	C. S. Calixto	1350	100
CP28	Radio Central	Cochabamba	Gottret & Co.	1360	150
CP3	Radio Nacional	La Paz	Costas Bros.	1390	5000
CP27	Radio Pilot	Sucre	Carlos Torres R.	1420	50
CP36	Radio Mercurio	Oruro	Enrique Wanting	1420	50

• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CP8	Radio America	La Paz	Luis Medina	1450	50
CP17	Radio Cultura	Potosi	Alfredo Ossio L.	1600	50
CP41	Radio Chuquisaca	Sucre	Jose Camacho	6020	250
CP11	Radio Bolivar	Oruro	Estado	6100	250
CP2	Radio Nacional	La Paz	Costas Bros.	6110	5000
CP15	Radio Condor	La Paz	Ramon Pelaez	6120	250
CP22	Radio International	Potosi	Luis Camacho A.	6130	250
CP30	Radio El Oriente	Santa Cruz	L. Canedo Reyes	6135	250
CP12	Radio Fides	La Paz	C. S. Calixto	6150	250
CP39	Radio Continental	Cochabamba	Remberto Zapata	6160	250
CP37	Radio Oruro	Oruro	Mariaca & Co.	6170	250
CP23	Radio Guadalouivir	Tarija	—	6190	250
CP5	Radio Illimani	La Paz	Estado	6200	1000
CP1	Radio Chuquisaca	Sucre	Jose Camacho B.	9500	1000
CP38	Radio National	La Paz	Costas Bros.	9505	5000
CP6	Radio Illimani	La Paz	Estado	9520	1000
CP40	Radio Central	Cochabamba	Gottret & Co.	9570	250
CP25	Radio Sucre	La Paz	Arturo Steele	9700	250
CP7	Radio Illimani	La Paz	Estado	15300	1000

BRAZIL*

Call Letters	Station Name and/or Owner, City	Frequency Kilocycles	Power Watts
PRJ6	Radiodifusora de Aracajua, Aracajua, Sergipe	630	1000
PR18	Cultura de Aracatuba, Aracatuba, Sao Paulo	1460	100
PRJ3	Araguari, Araguari, Minas Geraes	970	250
PRD4	Cultura de Araraquara, Araraquara, Sao Paulo	1370	500
PRA4	Sociedade de Baia S. A., Sao Salvador, Bahia	740	10000
ZYA9	Radiodifusora de Assis, Assis, Sao Paulo	1550	100
PRJ8	Barretos, Barretos, Sao Paulo	1530	100
PRG8	Bauru Radio Club, Bauru, Sao Paulo	1210	500
PRC5	Club do Para, Belem, Para	1450	2000
		4865	2000
PRC7	Sociedade Radio Mineira, Belo Horizonte, Minas Geraes	690	3000
PRH6	Sociedade Radio Guarany, Belo Horizonte, Minas Geraes	1340	3000
PRI3	Inconfidencia, Belo Herozinte, Minas Geraes	880	25000
PRC4	Club de Blumenau, Blumenau, Santa Catharina	1330	250
PRF8	Emissora Botucatu, S. A., Botucatu, Sao Paulo	1530	100
ZYA3	Radiodifusora Cambara, S. A., Cambara, Parana	1590	100
PRC9	Sociedade Radio, E. de Campinas, Campinas, Sao Paulo	1170	1000
PRI7	Sociedade Campo Grande, Campo Grande, Mato Grosso	1510	100
PRF7	Cultura de Campos, Campos, Rio de Janeiro	1330	500
ZYA2	Radiofusora Matogrossense, Corumba, Mato Grosso	1470	500
PRG6	Sociedade Mantiqueira, Cruzeiro, Sao Paulo	640	500
PRE2	Club Paranaense, Curitiba, Parana	1440	5000
ZYB6	Voz de Formiga, Formiga, Minas Geraes	1530	100
PRE9	Ceara Radio Club, Fortaleza, Ceara	1320	2000
		6105, 15165	5000
PRB5	Club Hertz, Franca, Sao Paulo	1240	250
PRD9	Radiodifusora Itapetininga, Itapetininga, Sao Paulo	970	250
ZYA7	Club de Itarare, S. A., Itarare, Sao Paulo	1550	100
PRG4	Club de Jaboticabal, Jaboticabal, Sao Paulo	1250	250
PRG7	Club de Jauense, Jau, Sao Paulo	1010	250
ZYA5	Radiodifusora de Joinville, Joinville, Santa Catarina	1600	100
PRI4	Tabajara da Paraiba, Joao Pesson, Parahyba	1110	10000

* Resulting from the war, questionnaires addressed to individual countries were not answered by the radio authorities in Argentina, Brazil, Ecuador, Paraguay and Venezuela; rather than omit these countries from the listing of Latin American stations, RADIO ANNUAL has presented the material used in the 1942 edition, with corrections whenever they were known.

Call Letters	Station Name—Owner and Location, City	Frequency Kilocycles	Power Watts
PRB3.....	Sociedade de Juiz de Fora, Juiz de Fora, Minas Geraes	1010	500
PRJ5.....	Educadora de Limeira, Limeira, Sao Paulo.....	1550	100
ZYB3.....	Lins Radio Club, S. A., Lins, Sao Paulo.....	1550	100
PRF6.....	Government, Manaus, Amazonas	4895	100
PRI2.....	Club de Marilia, Marilia, Sao Paulo.....	1090	500
ZYB5.....	Educadora de Natal, S. A., Natal, Rio Grande do Norte	1270	1000
PRD8.....	Club Fluminense, Nictheroy, Rio de Janeiro.....	1320	1000
PRE6.....	Sociedade Fluminense, Nictheroy, Rio de Janeiro...	1470	1000
PRJ4.....	Educadora de Parnaiba, Parnaiba, Piaui	1470	500
ZYB4.....	Radio Club de Patos, Patos, Minas Geraes.....	1530	100
PRC3.....	Sociedade Pelotense, Pelotas, Rio Grande do Sul.....	580	250
PRH4.....	Radio Culture, Pelotas, Rio Grande do Sul.....	1320	500
PRD3.....	Petropolis Radiodifusora S. A., Petropolis, Rio de Janeiro	1480	1000
PRD6.....	Club de Piracicaba, Piracicaba, Sao Paulo.....	820	250
PRH5.....	Club Pocos de Caldas, Pocos de Caldas, Minas Geraes	1160	250
PRJ2.....	Club Pontagrossense, Ponta Grosso, Parana.....	1240	500
PRC2.....	Sociedade Gaucha, Porto Alegre, Rio Grande do Sul.	680	5000
PRF9.....	Radiodifusora Porto Alegrense, Porto Alegre, Rio Grande do Sul.....	640	5000
PRH2.....	Sociedade Farroupilha, Porto Alegre, Rio Grande do Sul	600	25000
PRJ7.....	Club de Pousa Alegre, S. A., Pouso Alegre, Minas Geraes	1530	100
PRI5.....	A Voz do Sertao, Presidente Prudente, Sao Paulo....	970	250
PRA8.....	Club de Pernambuco, Recife, Pernambuco.....	720	25000
		6013	5000
PRA7.....	Club de Ribeirao Preto, Ribeirao Preto, Sao Paulo...	730	500
PRH7.....	Louzada, Bueno & Cia., Riberirao Preto, Sao Paulo....	1170
PRF2.....	Club de Rio Clara, Rio Clara, Sao Paulo.....	1460	250
PRA2.....	Ministerio Educacao e Saude Publica, Rio de Janeiro, Federal District	800	25000
PRA3.....	Club do Brasil, Rio de Janeiro, Federal District.....	860	10000
PRA9.....	Sociedade Mayrink Veiga, Rio de Janeiro, Federal District	1220	25000
PRB7.....	Sociedade Radio Educadora do Brasil, Rio de Janeiro, Federal District	900	5000
		6200, 9610, 15370	25000
PRC8.....	Sociedade Guanabara, Rio de Janeiro, Federal District	1360	5000
PRD2.....	Sociedade Radio Cruzeiro do Sul, Rio de Janeiro, Federal District	1060	10000
PRD5.....	Instituto Educacao do Distrito Federal, Rio de Janeiro, Federal District	1400	1000
PRE2.....	Sociedade Vera Cruz, Rio de Janeiro, Federal District	1430	20000
PRE3.....	Transmissora Brasileira, Rio de Janeiro, Federal District	1180	10000
PRE8.....	Sociedade Radio Nacional, Rio de Janeiro, Federal District	980	25000
PRF4.....	Jornal do Brasil S. A., Rio de Janeiro, Federal District	940	10000
PRG3.....	Tupy do Rio de Janeiro, Federal District.....	1280	10000
PRH8.....	Ipanema S. A., Rio de Janeiro, Federal District.....	1120	5000
PRB8.....	Rio Preto S. A., Rio Preto, Sao Paulo.....	640	250
PRB4.....	Club de Santos, Santos, Sao Paulo.....	1450	1000
PRG5.....	Sociedade Radio Atlantica, Santos, Sao Paulo.....	580	750
ZYA6.....	Sao Carlos, S. A., Sao Carlos, Sao Paulo.....	1590	100
PRJ9.....	Radiodifusora do Estado, Sao Luis, Maranhao.....	1490	5000
PRI6.....	Club Sao Manoel, Sao Paulo	1510	100
ZYA4.....	Radiodifusora Paraisense, S. A., Sao Sebastiao do Paraiso	1510	100
PRD7.....	Club de Sorocaba, Sorocaba, Sao Paulo.....	1080	500
ZYA8.....	Club Sorocaba, Sorocaba, Sao Paulo	1590	100
PRA5.....	Sao Paulo, Sao Paulo, Sao Paulo.....	1260	5000

SOUTH AMERICAN STATIONS

Call Letters	Station Name—Owner and Location, City	Frequency Kilocycles	Power Watts
PR A6	Sociedade Radio Educadora Paulista, Sao Paulo, Sao Paulo	890	10000
PR B6	Sociedade Radio Cruzeiro do Sul, Sao Paulo, Sao Paulo	1200	10000
PR B9	Sociedade Record, Sao Paulo, Sao Paulo	1000	25000
PR E4	Sociedade Cultura "Voz de Espaco," Sao Paulo, Sao Paulo	1300	5000
PR E7	Sociedade Radio Comos, Sao Paulo, Sao Paulo	1410	5000
PR F3	Difusoro Sao Paulo, Sao Paulo	960	5000
PR G2	Tupy de Sao Paulo, Sao Paulo, Sao Paulo	1040	25000
PR G9	Excelsior, Sao Paulo, Sao Paulo	1100	25000
PR H3	Piratinga, Sao Paulo, Sao Paulo	620	5000
PR H9	Radiocidade Bandeirante, Sao Paulo, Sao Paulo	840	5000
ZY B7-8-9	Radiodifusora de Sao Paulo, Sao Paulo, Sao Paulo	6095, 11765, 25000	15155
PR E5	Sociedade Triangulo Mineiro Uberaba, Minas Geraes	1390	500
PR C6	Radiodifusora Brasileira, S. A., Uberlandia, Minas Geraes	1510	100
ZY B2	Club de Varginha, Ltd., Varginhas, Minas Geraes	1590	100
PR I9	Club do Espirito Santo, Victoria, Espirito Santo	1350	100
PR F5	Comp. Radio Internacional Brasil, Rio de Janeiro, Federal District	6105, 9500, 9600 10220, 15190	12000
PR A8	Club de Pernambuco, Recife, Pernambuco	6012	5000

BRITISH GUIANA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
ZFY	British Guiana United Broadcasting Co., Georgetown	6130	650

CHILE

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CA 63	Radio Esmeralda	Iquique	Antonio Cajiao	630	250
CA 90	Radio Ynesta	Tocopilla	Hilda Cueller	900	100
CA 96	La Voz del Norte	Coquimbo	Cesar Nieme Apey	960	300
CA 127	La Voz del Norte	Antofagasta	Raquel Palma de Pedreni	1270	100
CA 141	Radio El Loa	Antofagasta	Angel Garcia & Co.	1410	1400
CB 57	Soc. Nac. de Agriculture	Santiago	Soc. Nac. de Agricultura	570	6000
CB 66	Radio Chilena	Santiago	International Machinery Co.	660	700
CB 64	Radio Aconcagua	Vina Del Mar	Adriano Iz	640	1000
CB 68	Radio Metro	Vina Del Mar	Renard & Garcia Tello	680	300
CB 76	Cooperative Vitalicia	Santiago	Soc. Cooperative Vitalicia	760	5000
CB 78	Cooperative Vitalicia	Valparaiso	Soc. Cooperativa Vitalicia	780	16000
CB 84	Radio del Pacifico	Valparaiso	Angel Prieto	840	50
CB 89	Otto Becker	Santiago	Bernardo & Otto Becker	890	600
CB 93	Radio Hucke	Santiago	Orlandini & Raggio, Ltd.	930	10000
CB 90	Soc. Nac. de Agricultura	Valparaiso	Soc. Nac. de Agricultura	900	1000
CB 97	Radio Prat	Santiago	Soc. Industrial de Maquinaria	970	1000
CB 101	Radio Mayo	Santiago	Felix Bewais & Cia.	1010	1100
CB 103	Univ. Tecnica Sta. Maria	Valparaiso	Fundacion Santa Maria	1030	400
CB 106	Sud America	Santiago	Manuel Casblanca	1060	5000

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CB111	Radio Los Castanos	Vina del Mar	Joaquin Venegas	1110	600
CB113	Radio de Quillota	Valparaiso	Vargas & Salinas	1130	2000
CB114	Radio del Pacifico	Santiago	Ricardo Vivado	1140	500
CB116	Radio Caupolican	Valparaiso	Oscar Cornejo Harker	1160	750
CB120	Diario La Union	Valparaiso	Jiles & Cia	1200	650
CB124	Vina del Mar	Valparaiso	Ramon & Fernando Garcia & Co.	1240	150
CB126	Radio Carrera	Santiago	Soc. Chilena Radiodifusora, S. A.	1260	12000
CB130	Radio "La Americana"	Santiago	Lehman & Becker	1300	1500
CB132	Radio Independencia	Valparaiso	David Wallace	1320	700
CB134	Radio Cervantes	Santiago	Amilear Locci J.	1340	2000
CB138	"El Mercurio"	Santiago	Emp. Periodistica "El Mercurio"	1380	3500
CB140	Onda Azul	San Antonio	Soc. Radiodifusora Onda Azul, Ltd.	1400	250
CB144B	Radio O'Higgins	Santiago	Bogolowski & Cia	1440	2500
CB144C	Radio Moraga & Cia	Santiago	Miguel Torres de la Fuente	1440	200
CB147	Radio Continental Vitalicia	Valparaiso	Luis Falcone	1470	350
CE960	Radio "La Americana"	Santiago	Lehmann & Becker	9600	1000
CE970	Cooperative Vitalicia	Valparaiso	Soc. Cooperative Vitalicia	9700	2500
CE1170	Radio Otto Becker	Santiago	Bernardo & Otto Becker	11700	150
CE1174	Radio Hucke	Santiago	Orlandini & Raggio	11740	1000
CE1180	Soc. Nac. de Agricultura	Santiago	Soc. Nac. de Agricultura	11800	1000
CC63	Radio Central	Rancagua	Manuel Massoni	630	300
CC64	Diario El Sur	Concepcion	Mario Saez	640	850
CC67		Talca	Ramon Abasolo	670	100
CC84	Radio Cultura	Talcahuano	Francisco Morales	840	250
CC96	Radio Curico	Curico	Alberto Guerra	960	100
CC109	Radio Rancagua	Rancagua	Jorge Romero	1090	600
CC117	Radio Zenith	Concepcion	Federico Sanchez	1170	1300
CC127	Radio Nuble	Chillan	Rafael Barrios	1270	150
CC133	Radio La Discusion	Chillan	Miguel Arrau	1330	100
CC141	Radio "Patria"	Concepcion	Pedro Lopez de Heredia	1410	400
CC145	Radio La Prensa	Rancagua	Ramon Caceres	1450	800
CD69	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chile"	690	500
CD84	Soc. Agricola & Granadera de Osorno	Osorno	Soc. Agricola & Ganadera de Osorno	840	1500
CD70	La Frontera	Temuca	Daniel de Mayo	700	1250
CD101	Radio Llanguihue	Puerto Montt	Soc. Radio-Emisoras "Sur de Chile"	1010	500
CD103	Radio Magallanes	Magallanes	Ramon Verde Ramos	1030	100
CD111	Radio Austral	Magallanes	Emilio Turina	1110	100
CD113		Punta Arenas	Julio Femenina Loyola	1130	500
CD125	Radio Temuco	Temuco	Jorge Spano Riffo	1250	500
CD132	Radio Baguedano	Valdivia	Carlos Cockbaine	1320	1000
CD136	La Voz del Sur	Punta Arenas	Ines Diez Paz	1360	500
CD147	Radio Aliviol	Puerto Montt	Ernesto Riedel	1470	100
CE1190	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chile"	11900	250

• • • SOUTH AMERICAN STATIONS • • •

COLOMBIA

Call Letters	Location	Owner	Frequency Kilocycles	Power Watts
HJ-FX	Manizales	Antonio Pinzon H.	600	1000
HJ-CU	Bogota	Cristobal Paez	720	5000
HJ-CI	Bogota	Manuel J. Gaitan	810	2500
HJ-CC	Bogota	Gustavo Uribe Th.	870	5000
HJ-CS	Bogota	C. E. Arboleda	920	50000
HJ-CM	Bogota	Roberto Ramirez G.	970	500
HJ-CZ	Bogota	Cipriano Rios Hoyos	1040	2500
HJ-AH	Barranquilla	Alex Blanco	1050	1000
HJ-CG	Bogota	Luis J. Bernal N.	1060	1000
HJ-EE	Cali	Jose T. Calderon	1090	500
HJ-CB	Bogota	Roberto Ramirez G.	1105	1000
HJ-FQ	Pereira	Marcelino Ossa M.	1120	500
HJ-GE	Bucaramanga	Gustavo Sorzano	1130	1000
HJ-BJ	Santa Marta	Julio A. Sanchez	1140	500
HJ-DT	Medellin	Alfonso Jaramillo	1150	500
HJ-EB	Cali	Eduardo Cordoba	1150	500
HJ-CO	Bogota	Jesus M. Garcia	1160	1000
HJ-HB	Pasto	Hernando Bueno D.	1170	500
HJ-EQ	Palmira	Regulo Benitez P.	1180	500
HJ-AN	Barranquilla	Eliecer Velasco	1190	1000
HJ-CR	Bogota	Gobierno Nacional (Cultural)	1200	5000
HJ-FM	Armenia	Botero & Compania	1210	500
HJ-AM	Monteria	Julio A. Sanchez	1210	251
HJ-CE	Bogota	Gustavo Uribe Th.	1220	1000
HJ-EO	Cartago	Daniel Benitez	1230	500
HF-AF	Cartagena	Rafael Fuentes	1240	500
HJ-FG	Armenia	Alfonso Toro V.	1245	500
HJ-DK	Medellin	Duis Ramos	1250	500
HJ-EL	Cali	Hernando Bueno	1260	500
HJ-BC	Cucuta	Pompilio Sanchez	1270	500
HJ-AT	Barranquilla	Delfina V. De Haayen	1275	1000
HJ-GK	Bucaramanga	Francisco A. Bueno	1280	500
HJ-DA	Medellin	Humberto Restrepo A.	1285	500
HJ-CK	Bogota	Arez & Tobon Sierra	1290	500
HJ-EC	Cali	Rafael Angulo	1300	500
HJ-AK	Barranquilla	Clemente Basallo	1310	500
HJ-FO	Libano	Hector E. Giraldo L.	1310	100
HJ-DQ	Medellin	Fernando Restrepo A.	1320	1000
HJ-AA	Barranquilla	Alfonso Rosales Navarro	1330	500
HJ-CN	Bogota	Roberto Laignelet	1335	500
HJ-EF	Cali	Hernando Bueno	1340	500
HJ-FF	Pereira	Antonio Giraldo	1350	1000
HJ-HA	Pasto	Luis F. Martinez	1350	500
HJ-GN	Bucaramanga	Francisco A. Bueno	1360	1000
HJ-DC	Medellin	Francisco Cuartez	1360	500
HJ-AI	Barranquilla	Julian Melendez	1370	500
HJ-EN	Cali	Alfonso Mesa Vargas	1370	500
HJ-DR	Medellin	Camilo Torres P.	1380	500
HJ-CJ	Bogota	Manuel J. Gaitan	1380	500
HJ-FD	Manizales	Francisco Jaramillo	1390	500
HJ-ER	Cali	Cesar Mendoza M.	1395	500
HJ-FL	Ibague	Luis E. Martinez	1400	250
HJ-AR	Cartagena	Lequerica Hermanos	1400	500
HJ-BH	Santa Marta	Jose M. Conde	1410	500
HJ-EI	Buga	Hernando Bueno	1410	100
HJ-AC	Magangue	Manuel Agustin Varela	1420	100

Call Letters	Location	Owner	Frequency Kilocycles	Power Watts
HJ-GA	Tunja	Pedro P. Martinez	1425	250
HJ-EK	Tulua	Hernando Bueno D.	1430	100
HJ-CV	Girardot	Antonio Useche R.	1430	100
HJ-AD	Cartagena	Rafael Fuentes	1440	250
HJ-EG	Popayan	Mercedes M. De Valencia	1450	250
HJ-EJ	Palmira	Rafael Angulo	1460	500
HJ-CL	Girardot	Carlos J. Sanchez G.	1460	100
HJ-BE	Cienaga	Elvira De Pereira	1460	250
HJ-AL	Monteria	Julio Cesar Patino	1465	500
HJ-FE	Pereira	Cesar Arango Mejia	1470	500
HJ-DL	Medellin	Jaime Tobon B.	1480	500
HJ-EP	Buga	J. Ortiz Marquez	1485	500
HJ-DU	Medellin	Universidad de Antioquia (Cultural)	1490	250
HJ-AS	Barranquilla	Miguel A. Ruiz	1500	250
HJ-FO	Ibague	Vicente Caitan Rondon	1500	100
HJ-FJ	Aguadas C.	Roberto Florez (Cultural)	1500	25
HJ-EA	Popayan	Jesus H. Hormaza	1500	500
HJ-EM	Cali	Arturo Salazar	1510	500
HJ-DM	Medellin	Prospero Aguirre M.	1520	1000
HJ-BF	Ocana	Luis Linero	1525	500
HJ-ES	Buenaventura	Heriberto Quintera	1525	100
HJ-CP	Tocaima	Ruperto Aguilera Leon (Cultural)	1530	250
HJ-FI	Armenia	J. Palacios E. y Cia.	1540	1000
HJ-EH	Santander	Escuela Rafael Tello (Cultural)	1550	175
HJ-FP	Ibague	Mauro Cadavid S.	1550	100
HJ-GB	Bucaramanga	Francisco A. Bueno	4775	2500
HJ-AB	Barranquilla	Eliecer Velasco	4785	2500
HJ-DX	Medellin	Francisco Cuartas	4795	750
HJ-DG	Quibdo	Direccion Educacion (Cultural)	4805	150
HJ-BB	Cucuta	Pompilio Sanchez	4815	750
HJ-ED	Cali	Eduardo Cordoba	4825	1000
HJ-EX	Cali	Cesar Mendoza M.	4865	2500
HJ-FH	Armenia	Botero & Compania	4875	500
HJ-DP	Medellin	Fernando Restrepo A.	4885	2500
HJ-CH	Bogota	Manuel J. Gaitan	4895	750
HJ-AG	Barranquilla	Alex Blanco	4905	750
HJ-AP	Cartagena	Lequerica Hermanos	4925	750
HJ-CW	Bogota	Jesus M. Garcia	4945	750
HJ-CQ	Bogota	Ministerio Educacion Nal. (Cultural)	4955	500
HJ-AE	Cartagena	Rafael Fuentes	4965	750
HJ-CX	Bogota	Cipriano Rios Hoyos	6018	750
HJ-CF	Bogota	Gustavo Uribe Th.	6033	750
HJ-FA	Pereira	Cesar Arango Mejia	6054	750
HJ-FK	Pereira	Sdad. Voz Amiga	6097	2500
HJ-FB	Manizales	Francisco Jaramillo	6105	1000
HJ-DE	Medellin	Luis Ramos	6145	5000
HJ-CD	Bogota	Roberto Ramirez G.	6160	5000
HJ-CA	Bogota	Cristobal Paez	4855	1000
HJ-BD	Bucaramanga	Gustavo Sorzana	9630	650
HJ-CT	Bogota	Ministerio Educacion Nal.	9655	2500

ECUADOR*

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
HC2AJ	Odalia Arauz de G.	Radio Guayaquil	Guayaquil	900	25
HCJB	Alfonso Vilmot	Ondas del Pacifico	Guayaquil	900	100
HC2CW	Clarence W. Jones	La Voz de Quito	Quito	973	50
HC2OAD	Cia. Radidifusora del Ecuador	Cia. Radidifusora del Ecuador	Guayaquil	1050	1000

• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
HC2ET.....	Empresa "El Telegrafo"	Diario "El Telegrafo" ..	Guayaquil	1330	300
HC2JSB....	Juan S. Behr	Ecuador Radio	Guayaquil	1131	100
HC2RB....	Erik Williams	La Voz del Litoral....	Guayaquil	1250	200
HC1ETC....	Manuel Mantilla	Radio Teatro Bolivar..	Quito	1350	200
HCQR.....	Carlos Mantilla	Radio Quito	Quito	1304	300
HC2AU....	Augusto Alvarado O.	Radio Atalaya	Guayaquil	1250	200

Short Wave Stations

HCJB4....	Pedro Zambrano Barcia	La Voz de Manabi	Portoviejo	3645	80
HC1GQ....	Cia. del Ferrocarril del Sur..	Nariz del Diablo	Quito	3710	80
HC1IM....	Concejo Municipal	La Voz de Imbabura ...	Ibarrá	4020	300
HCJB.....	Clarence W. Jones.....	Broadcast Provincial..	Quito	4107	200
HC1AO....	Octavio Espinosa, Jose Heredia Crespo	La Voz de Tomebamba..	Cuenca ...	4200	200
HC1VT....	Concejo Municipal	La Voz del Tungurahua..	Ambato .	4300	250
HC1PM....	Leonardo Ponde	El Palomar	Quito	5725	150
HC1QRX...	Carlos Mantilla	Radio Quito	Quito	5970	300
HC2JSB....	Juan S. Behr.....	Ecuador Radio	Guayaquil	7845	300
HC2CW....	Alfonso Vilmot	Ondas del Pacifico....	Guayaquil	8400	50
HC1GQ....	Cia. del Ferrocarril del Sur..	Nariz del Diablo	Quito	9163	150
HC2ET....	Empresa "El Telegrafo"....	Diario "El Telegrafo" ..	Guayaquil	9200	300
HC1ETC....	Manuel Mantilla	Radio Teatro Bolivar..	Quito	9350	300
HC2AK....	Cia. Radio Difusora del Ecuador	Cia. Radiodifusora del Ecuador	Guayaquil	9377	1000
HC2OAD...	Odalia Arauz de G.....	La Voz del Alma	Guayaquil	9400	200
HCJB.....	Clarence W. Jones.....	La Voz de los Andes...	Quito	12455	10000

PARAGUAY*

Call Letters	Station Name—Owner—Location	Frequency Kilocycles	Power Watts
ZP1.....	Radio El Pais—Atilo C. Bajac, Asuncion.....	970	100
ZP4.....	Radio Continental—Isern & Sacarello, Asuncion	730	100
ZP5.....	Radio Paraguay—Alfonso Sa, Asuncion.....	1360	100
ZP6.....	Radio Livieres—Jordon Livieres, Asuncion...	1300	100
ZP11.....	Radio Charitas—Juventud Antoniana, Asuncion	1200	100
ZP10.....	Noriega Hnos. & Franco, Asuncion.....	1330	100
ZP17.....	Haneman Hnos., Asuncion	1030	100
ZP7.....	La Voz del Aire—Julio Coriulot, Encarnacion.	900	

Short Wave Stations

ZPA1.....	Peruvian Government, Asuncion.....	6070	3000
ZPA2.....	Teleco Paraguaya, S. A., Asuncion.....	11721	5000
ZPA6.....	Teleco Paraguaya, S. A., Asuncion.....	7890	5000
ZPA7.....	Teleco Paraguaya, S. A., Asuncion.....	15780	5000
ZPO3.....	Teleco Paraguaya, S. A., Asuncion.....	13333	5000

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PERU

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
OAX4A....	Government	Radio Nacional	Lima	850	10000
OAX4E....	Ing. Juan P. Goicochea	Radio Goicochea	Lima	960	250
OAX4F*....	Armando Ortiz Lambert.....	Radio Mundial	Lima	1080	250
OAX4C....	Alvarado & Urteaga.....	Radio Callao	Callao	1160	500
OAX4B....	Empres Peruana Parlante.....	Radio Lima	Lima	1200	250
OAX4L....	Radio Miraflores	Radio Miraflores	Miraflores ..	1250	200
OAX4I....	Radio Internacional	Radio Internacional	Lima	1320	250
OAX6C....	J. Antonio Umbert F.	Radio Continental	Arequipa ..	1370	250
OAX5B....	Luis de los Heros & Rios... Radio	Universal	Ica	1460	200

Short Wave Stations

OAX2A....	Rafael Larco Hoyle.....	Radio La Nacion.....	Trujillo	6000	250
OAX4P....	Alfredo Elejalde Granados..	Radio Huancayo	Huancayo ..	6200	250
OAX6B....	Maximo J. Landa.....	Radio Landa	Arequipa ..	6035	150
OAX6A....	Jorge E. Olazabel	Radio Arequipa	Arequipa ..	6050	100
OAX6E....	J. Antonio Humbert F.....	Radio Continental	Arequipa ..	6055	300
OAX4Z....	Government	Radio Nacional	Lima	6082	15000
OAX4H*....	Armando Ortiz Lambert.....	Radio Mundial	Lima	6095	1000
OAX3A....	Victor Priano Storace.....	Radio Huanuco	Huanuco ..	6115	400
OAX7A....	Carlos Lizarraga Fisher.....	Radio Cuzco	Cuzco	6128	100
OAX1A....	Jose Carlos Montjoy D.....	Radio Delcar	Chiclayo ..	6150	200
OAX4G....	Empresa Peruana Parlante..	Radio Lima	Lima	6190	250
OAX6D....	J. Antonio Umbert F.	Radio Continental	Arequipa ..	9500	250
OAX4J....	Radio Internacional	Radio Internacional	Lima	9520	200
OAX4K....	Ing. Juan P. Goicochea	Radio Goicochea	Lima	9545	250
OAX4T....	Government	Radio Nacional	Lima	9562	10000
OAX5C....	Luis de los Heros & Rios... Radio	Universal	Ica	9590	200

URUGUAY

Call Letter	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CW1.....	Radio Popular	Real de San Carlos- Colonia ...	Bernotti y Montellano	550	4500
CW3.....	Radio Rural del Uruguay	Florida	Rodolfo J. Caissiol.....	580	200
CX4.....	Direccion de Agronomia	Montevideo	Direccion de Agronomia.....	610	5000
CW7.....	Radio Carmelo	Carmelo- Colonia ..	Alberto Pablo Brouard	640	250
CX6.....	Estacion Oficial	Montevideo	S.O.D.R.E.	650	20000
CW27.....	Radio Tabare	Salto	Luis Batlle Berres	680	250
CX8.....	Radio Jackson	Montevideo	Ramon Puyal	690	500
CX10.....	Radio Ariel	Montevideo	Ferrera, Gestoso y Cia.....	730	1000
CX12.....	Radio Oriental	Montevideo	Luis A. Artola	770	5000
CX14.....	El Espectador	Montevideo	Difusoras El Espectador ...	810	5000
CW23.....	Radio Cultural	Salto	Domingo Giordano	820	250
CX16.....	Radio Carve	Montevideo	S.A.D.R.E.P.	850	10000
CX18.....	Radio Sport	Montevideo	Difusoras El Espectador ...	890	5000
CX20.....	Radio Montecarlo	Montevideo	Carlos L. Romay	930	2000
CX22.....	Radio Universal	Montevideo	Harispu Hnos	970	1500
CX24.....	La Voz del Aire	Montevideo	S.A.D.R.E.P.	1010	2500
CX26.....	Radio Uruguay	Montevideo	A. Canepa y Cia.....	1050	2000
CX28.....	Radio Imparcial	Montevideo	Walfrido Figueira Moran ...	1090	3000
CW31.....	Salto Broadcasting	Salto	Salvador E. Pera.....	1120	250
CX30.....	Radio Nacional	Montevideo	Silva y Larrea.....	1130	1000
CX32.....	Radio Aguila	Montevideo	Compania Uruguaya de Publicidad S. A.	1170	500
CW33.....	Difusora Florida	Florida ...	Omar F. Barreiro	1200	75

• • • **SOUTH AMERICAN STATIONS** • • •

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CX34.....	Radio Artigas	Montevideo	A. Canepa y Cia.	1210	500
CW35.....	Paysandu Broadcasting	Paysandu ..	Buenaventura Malher y Ordoqui	1240	250
CX36.....	Centenario Brdcsng. ..	Montevideo	Vaquez y Walder	1250	250
CX38.....	Estacion Oficial	Montevideo	S.O.D.R.E.	1290	5000
CW39.....	La Voz de Paysandu...	Paysandu ..	Miguel Penna	1320	100
CX40.....	Radio Fenix	Montevideo	Julio J. Rabassa	1330	500
CW19.....	Difusora Rochense ...	Rocha	Juan J. Harispuru y Abel Machado	1340	50
CW19A....	Radio Charrua	Rivera	Jorge Dowton Garcia	1340	60
CW41.....	Brdcsng. San Jose	San Jose ..	Juan J. Harispuru y Pedro Bruccoleri	1360	50
CX42.....	Tribuna Sonora	Montevideo	Hector Verhazzo	1370	500
CW45.....	Difusora Treinta y Tres	Treinta y Tres	Marroche, Lacurcia y Rodriguez	1390	60
CW46A....	Difusora Zorrilla de San Martin	Facuarembó	Luis S. Dini.....	1400	2000
CX44.....	Radio Montevideo	Montevideo	Julio J. Rabassa	1410	250
CW43.....	Radio Lavalleja	Minas	Volante y Harisouru.....	1420	500
CW25.....	Radio Durazno	Durazno ..	Artola, Evangelisti y Cia....	1430	500
CX46.....	Radio America	Montevideo	Guzman Bortacchi	1450	1500
CW46B....	Liceo de Dolores	Dolores-Soriano ..	Roberto Taruselli	1460	50
CW47.....	Radio Canelones	Canelones ..	Julio J. Rabassa	1470	300
CW43B....	Radio Internacional ..	Rivera	Walfrido Figueiro Moran....	1480	750
CX48.....	Radio Femenina	Montevideo	Vazquez y Cia.	1490	1500
CW47A....	Radio Welcome	San Jose ..	Fasola, Rios y Tiboni	1510	100
CX50.....	Radio El Mundo		Bernardino Ayala	1530	300
CW51.....	Radio Maldonado	Maldonado.	Hector Lamaison	1560	250
CX52.....	Radio Litoral	Soriano	Mercedes ..Anibal Frabasile, Juan Orlando Kelly, Jose Pedro Irigaray y Florencio Donato Montero	1570	50
CW53.....	Proyectado	Melo, Cerro Largo....	Ruber D. Lucas.....	1580	250

Short Wave Stations

CXA2.....	Radio Continental	Montevideo	Raice Schmidt	6000	5000
CXA30....	Radio Nacional	Montevideo	Silva y Larrea	6035	1000
CXA3.....	(Proyectada)	Montevideo	Leon y Landeira	6075	2500
CXA4.....	Estacion Oficial	Montevideo	S.O.D.R.E.	6125	5000
CXA21....	Radio Fenix	Montevideo	Julio J. Rabassa	6170	1000
CXA1.....	Estacion Oficial	Montevideo	S.O.D.R.E.	6200	50
CX14.....	El Espectador	Montevideo	El Espectador	7330	50
CXA6.....	Estacion Oficial	Montevideo	S.O.D.R.E.	9620	20000
CXA8.....	Radio Real de San Carlos	Real de San Carlos-Colonia ...	Jaime Yankelevich	9640	5000
CX14.....	El Espectador	Montevideo	El Espectador	10000	20
CXA19....	El Espectador	Montevideo	El Espectador	11705	1000
CXA14....	Radio Real de San Carlos	Real de San Carlos-Colonia ...	Jaime Yankelevich	11820	1000
CXA10....	Estacion Oficial	Montevideo	S.O.D.R.E.	11895	20000
CXA18....	Estacion Oficial	Montevideo	S.O.D.R.E.	15300	20000
CXA9.....	El Espectador	Montevideo	El Espectador	15345	1000
CXA11....	Estacion Oficial	Montevideo	S.O.D.R.E.	27000	2500
CXA22....	Estacion Oficial	Montevideo	S.O.D.R.E.	29500	2500
CXA23....	Estacion Oficial	Montevideo	S.O.D.R.E.	43500	2500
CXA24....	Estacion Oficial	Montevideo	S.O.D.R.E.	58000	2500

VENEZUELA*

Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV5RI	Radio Continente	Caracas	Oscar Vicentelli Oscar Vicentelli	590	1750
YV5RH	La Voz de La Petria	Caracas	Mons. J. M. Pellin Mons. J. M. Pellin	720	1500
YV5RB	Radiodifusora Venez.	Caracas	Degwitz & Siblesz. H. Degwitz	790	7250
YV5RQ	Radio Libertador	Caracas	Jesusa Gonzales A. Jose Gil Borges	880	1820
YV5RA	Radio Caracas	Caracas	Cia. Anonima Almacen Americano Ricardo Espina	960	13000
YV2RB	La Voz del Tachira	San Cristobal	Jesus Diaz Gonzalez Jesus Diaz Gonzalez	980	500
YV5RG	Ondas Populares	Caracas	Gonzalo Veloz M. Gonzalo Veloz M.	1010	1480
YV5RZ	Emisora Vargas	La Guaira	Gonzalo Veloz Mancera Gonzalo Veloz Mancera	1050	770
YV6RE	Ondas del Neveri	Barcelona	L. J. Arreaza Almenar L. J. Arreaza Almenar	1080	300
YV1RF	Ondas del Lago	Maracaibo	N. Vale Quintero N. Vale Quintero	1120	845
YV1RD	Radiodifusora Maracaibo	Maracaibo	G. Govea & G. Nouel Guillermo Govea	1150	308
YV5RL	Radio Tropical	Caracas	Ponce & Viggiani Ponce & Viggiani	1160	1150
YV3RE	Radio Barquisimeto	Barquisimeto	Amilcar Segura Amilcar Segura	1240	1175
YV1RK	Radio Popular	Maracaibo	Jose Higuera M. Rafael Rivera P.	1250	675
YV3RA	Radio America	Barquisimeto	Arturo Ramos M. Arturo Ramos M.	1270	264
YV1RA	Ecos del Zulia	Maracaibo	Luis Garcia Nebot Luis Garcia Nebot	1300	150
YV4RA	La Voz de Carabobo	Valencia	G. Degwitz G. Degwitz	1350	1280
YV1RW	Radio Coro	Coro	Roger Leyba Roger Leyba	1370	300
YV4RE	Radio Valencia	Valencia	Miguel Ache Miguel Ache	1400	1750
YV1RC	La Voz de la Fe	Maracaibo	Pedro A. Bermudez V. Pedro A. Bermudez V.	1400	800
YV6RA	Ecos del Orinoco	Ciudad Bolivar	E. Torres Valencia E. Torres Valencia	1400	960
YV4RL	Radio Maracay	Maracay	Atilio Ormezzano Atilio Ormezzano	1430	300
YV4RR	Radio Puerto Cabello	Puerto Cabello	Rafael A. Segura Rafael A. Segura	1470	800

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• • • SOUTH AMERICAN STATIONS • • •

Short Wave Stations

Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV1RO	...Radio Trujillo	Trujillo	Pedro J. Torres	3310	1040
YV5RS	...Radio Libertador	Caracas	Comp. Anonimo	3360	1550
YV1RT	...La Voz de la Fe	Maracaibo	M. A. Torrealba Pedro A. Bermudez V.	3370	700
YV5RY	...Radio Continente	Caracas	Oscar Vicentelli	3380	1590
YV4RK	...Radio Maracay	Maracay	Atilio Ormezzano	3390	465
YV5RW	...Radio Tropical	Caracas	Atilio Ormezzano Ponce & Viggiani	3400	1150
YV3RX	...Radio America	Barquisimeto	Ponce & Viggiani Arturo Ramos Maggi	3410	1040
YV2RC	...La Voz de la Sierra	Merida	Arturo Ramos Maggi Amilcar Segura	3420	495
YV5RX	...La Voz de la Patria	Caracas	Roberto Straus Mons. J. M. Pellin.	3430	2700
YV1RU	...Radiodifusora Maracaibo	Maracaibo	Pedro Vargas G. Govea & G. Nouel	3440	1000
YV6RC	...Ondas del Neveri	Barcelona	Guillermo Govea L. J. Arreaza A.	3450	465
YV4RP	...Radio Valencia	Valencia	L. J. Arreaza Miguel Ache	3460	1000
YV4RQ	...Radio Puerto Cabello	Puerto Cabello	Miguel Ache Rafael A. Segura	3480	885
YV3RF	...La Voz del Llano	Acarigua	Rafael A. Segura Pausides Sigala	3490	160
YV5RV	...Emisora Vargas	La Guaira	Luis Barrios G. Veloz Mancero	3500	350
YV1RV	...Ecos del Zulia	Maracaibo	Gonzalo Veloz M. L. Garcia Nebot	4750	300
YV4RO	...Radio Carabobo	Valencia	L. Garcia Nebot G. Degwitz	4760	300
YV1RY	...Radio Coro	Coro	G. Degwitz Roger Leyba	4770	312
YV3RN	...Radio Barquisimeto	Barquisimeto	Roger Leyba Amilcar Segura	4780	1250
YV6RU	...Ecos del Orinoco	Ciudad Bolivar	Amilcar Segura E. Torres Valencia	4790	960
YV1RX	...Ondas del Lago	Maracaibo	F. Torres Valencia N. Vale Quintero	4800	3080
YV1RL	...Radio Popular	Maracaibo	N. Vale Quintero J. A. Higuera M.	4810	300
YV2RN	...La Voz del Tachira	San Cristobal	Rafael Rivera Parra Jesus Diaz Gonzalez	4830	2000
YV1RZ	...Radio Valera	Valera	Jesus Diaz Gonzalez Pedro Flores Jelambi	4840	484
YV5RU	...Ondas Populares	Caracas	Pedro Flores Jelambi Gonzalo Veloz M.	6070	2232
YV5RM	...Radiodifusora Venez.	Caracas	Gonzalo Veloz M. Degwitz & Siblesz	6150	7250
YV5RN	...Radio Caracas	Caracas	H. Degwitz Almacen Americano	6200	7550
			Ricardo Espina		

STATIONS OF _____ CENTRAL AMERICA

BRITISH HONDURAS

Call Letters	Operated by and Location	Frequency Kilocycles	Power Watts
ZIK2 . . .	Government, Belize	10600	200

COSTA RICA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TI5JJM	Emilio E. Martinez, Alajuela	575	1500
TI4NRH	Amando Cespedes M., Heredia	710	750
TIRH	Rafael Hine Ch., San Jose	970	500
TIJMP	Jose Maria Pinaud, San Jose	855	3000
TIRM	Rafael Merino A., San Jose	900	1000
TIGPH2	Gonzalo Pinto H., San Jose	800	3000
TIEP	Eduardo Pinto H., San Jose	830	3000
TIFA	Francisco Arie, San Jose	1000	250
TIGPH	Gonzalo Pinto H., San Jose	605	6500
TISMG	Guillermo Zuniga R., San Jose	1045	500
TILJ	Lola Monge Peralta, San Jose	775	450
TILS	Luis Saenz Mata, San Pedro	880	5000
TICQ	Narcisco Garcia, San Jose	750	500
TIPG	Claudia Martinez N., San Jose	625	5000
TIRCC	Carlos Borge, San Jose	1200	500
TIRS	Rogelio Sotela B., San Jose	920	400
TIGH	Jose Maria Pinaud, San Jose	690	2000
TIHZ	Heli Zuniga, San Jose	1150	1000
TIOS	Guillermo Castro Saenz, San Jose	940	500
TIMBC	Oscar Martinez Nussbaumer, San Jose	1070	5000
TIBAS	Gonzalo Pinto H., San Juan de Tibas	650	8000
TIMC	Jorge Mario Cardos M., Cartago	735	700

Short Wave Stations

TINRH	Amando Cespedes, Heredia	9692	750
TIEP	Eduardo Pinto H., San Jose	6700	1000
TIGPH	Gonzalo Pinto H., San Jose	5875	1000
TIPG	Claudia Martinez, San Jose	9615	2000
TIRCC	Carlos Borge, San Jose	6180	300
TIRH	Rafael Hine Ch., San Jose	6150	250
TILS	Luis Saenz Mata, San Pedro	6165	2000
TIRVM	Ruben Venegas Mora, Las Juntas de Abangarez	6035	500
TIWS	Manuel Campos J., Puntarenas	6065	500

GUATEMALA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TGW	Radiodifusora Nacional, Guatemala City	610	10000
TGI	Government, Guatemala City	1310	200
TGX	El Liberal Progresista (newspaper), Guatemala City	1410	50
TGQ	Government, Quezaltenango	1450	200
TGWC	Radiodifusora Nacional, Guatemala City	1520	1000

Short Wave Stations

TG3	Government, Guatemala City	2300	200
TGWA	Radiodifusora Nacional, Guatemala City	9685, 15170	10000
TGWB	Radiofusora Nacional, Guatemala City	6460	1000

• • • **CENTRAL AMERICAN STATIONS** • • •

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TG2.....	Government, Guatemala City.....	6190	200
TGX1.....	El Liberal Progresista (newspaper), Guatemala City.....	6100	50
TGQA.....	Government, Quezaltenango.....	6400	200

HONDURAS

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
HRN.....	Rafael Ferrary.....	La Voz de Honduras..	Tegucigalpa	1450	500

Short Wave Stations

HRN.....	Rafael Ferrary.....	La Voz de Honduras..	Tegucigalpa	2437	500
HRD2.....	Genoveva v. de Castaneda.....	La Voz de Atlantida...	La Ceiba.....	5875	500
HRP1.....	Filiberto Diaz Zelaya..	Eco de Hondura.....	San Pedro Sula.	6235	250
				6351	100

NICARAGUA

Call Letters	Owner	Station Name	Location	Frequency Kilocycles	Power Watts
YNMA.....	Gobierno de Nicaragua.....		Managua	6140, 9570, 11750	500
YNDS.....	Gobierno de Nicaragua..	La Voz de Nicaragua..	Managua	6240	600
YNLG.....	Benjamin Guerra L.....	Ruben Dario.....	Managua	6610	400
YNPS.....	Gobierno de Nicaragua..	La Voz de Nicaragua..	Managua	6760	800
YNFM.....	Jose F. Tercero.....	La Voz de la Ciudad de las Flores.....	Masaya	6950	60
YNBO.....	J. Edgar Tijerino.....	La Voz de Boaco.....	Boaco	6980	20
YNFF.....	Francisco Perez G.....	La Voz del Tropico.....	Managua	7235	100

Short Wave Stations

YNJAT...	J. A. Tijerino.....	La Voz del Aire.....	Leon	5758	1000
YNOW...	Mendoza & Bros.....	Voz de La America Central.....	Managua	6850	800
YNFT...	Jose F. Tercero Z.....	La Voz de La Sultana..	Granada	7500	100
YNLT...	Reyes V. de Tenoria...	La Voz del Mombacho.	Granada	7625	200
YNDG...	Dionisio E. Gallo.....	Gilfilland.....	Leon	7660	1000

PANAMA

Call Letters	Owner (and Station Name)	Location	Frequency Kilocycles	Power Watts
HOK.....	Jose Jaen & Jaen, La Voz de la Victor.....	Colon	640	250
HP5C.....	Radio Miramar.....	Panama City	730	500
HOA.....	La Voz de la Democracia.....	Panama City	1000	500
HOQ.....	Agustin de Mena & Jose M. Herrera, Jr.....	Panama City	1250	250
HP6J.....	La Voz de Panama.....	Panama City	1358	250
HOC.....	Jose Jaen & Jaen.....	Panama City	1440	50

Short Wave Stations

HP5K.....	La Voz de La Victor.....	Colon	6005	1000
HP5B.....	Radio Miramar.....	Panama City	6030	150
HP5F.....	La Voz de Colon.....	Colon	6050	1000
HP5H.....	La Voz del Pueblo.....	Panama City	6122	400
HP5J.....	La Voz de Panama.....	Panama City	9607	400
HP5A.....	Radio Teatro Estrella de Panama.....	Panama City	11700	1000
HP5G.....	La Voz de la Democracia.....	Panama City	11780	800

EL SALVADOR

Call Letters	Station Name	Owner	Location	Frequency Kilocycles	Power Watts
YSP.....	La Voz de Cuscatlan...	Fernado Albayeris Sosa	San Salvador...	6150	300
YSR.....	La Voz de El Salvador.	Sucesion Cevallos	San Salvador...	6265	400
HUB.....	Government.....		San Salvador...	4780	300

BAHAMAS

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts
ZNS.....	Bahamas Government	Nassau	640	1000 C.P. 5000

Short Wave Stations

ZNS.....	Bahamas Government	Nassau	690	200
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CURACAO

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts
PJC1.....	Government of Curacao	Willemstad	9106 5929	150 (C.P. 1000)

DOMINICAN REPUBLIC

Call Letters	Operator	Location	Frequency Kilocycles	Power Watts
HIN.....	Partido Dominicano	Ciudad Trujillo	1090	150
HIX.....	Government	Ciudad Trujillo	950	800
HIZ.....	Frank Hatton	Ciudad Trujillo	1350	200
HI9U.....	Luis A. Pelegrin	Puerto Plata	1010	100

Short Wave Stations

HI1G.....	A. C. Puello	Ciudad Trujillo	6280	100
HI2G.....	A. C. Puello	Ciudad Trujillo	9290	100
HI1L.....	J. C. Pellicer	Ciudad Trujillo	6500	60
HI1N.....	Partido Dominicano	Ciudad Trujillo	6243	700
HIT.....	F. A. Sanabia	Ciudad Trujillo	6630	100
HI1Z.....	Frank Hatton	Ciudad Trujillo	6316	100
HI1X.....	Government	Ciudad Trujillo	6206	300
HI6H.....	Emilio Garden, Jr.	Ciudad Trujillo	6115	100
HI3C.....	Antonio Herrero H.	La Romana	6105	30
HIH.....	D. Dominguez	San Pedro de Macoris	6780	250
HI1J.....	F. M. Donastorg	San Pedro de Macoris	6025	40
HI1A.....	Rafael Western	Santiago	6182	75
HI1L.....	Maria J. Tavares	Santiago	6480	200
HI1S.....	Generoso Sarnelli	Santiago	6420	200
HI3U.....	Fernando Bertran	Santiago	6015	100
HI9B.....	J. L. Sanchez	Santiago	6383	200
HI9T.....	Luis A. Pelegrin	Puerto Plata	6170	100
HI2X.....	Government	Ciudad Trujillo	11960	250
HI3X.....	Government	Ciudad Trujillo	17400	250

HAITI

HHW.....	R. Widmaier	Port-au-Prince	1230	75
HH2S.....	Societe Haitienne de Radio-diffusion	Port-au-Prince	5920	300
HHBM.....	F. C. Magloire	Port-au-Prince	9655	100
HH3W.....	R. Widmaier	Port-au-Prince	9595	150

Hap Hadley



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