

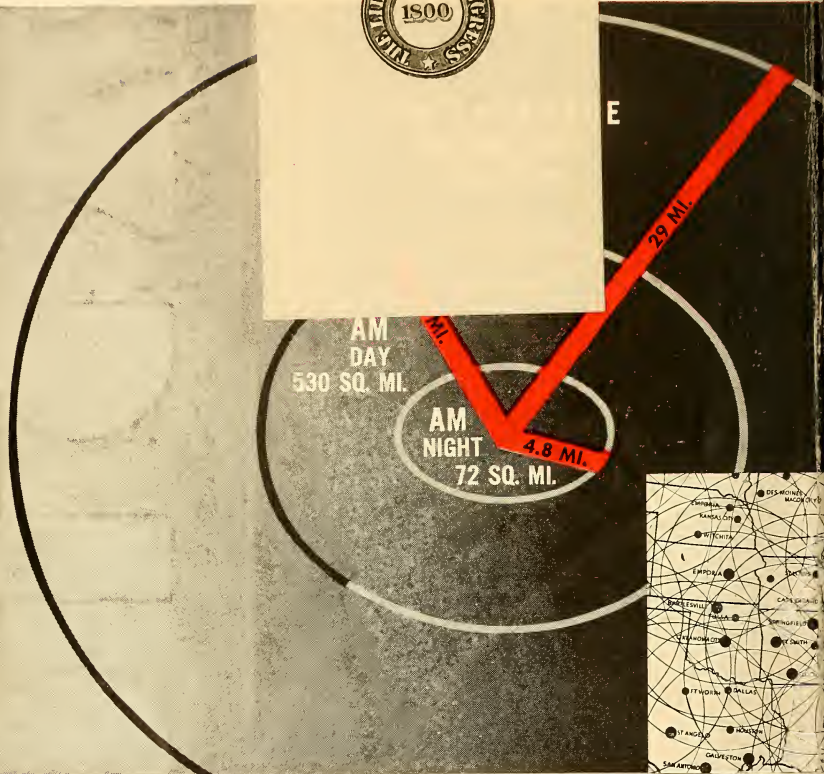
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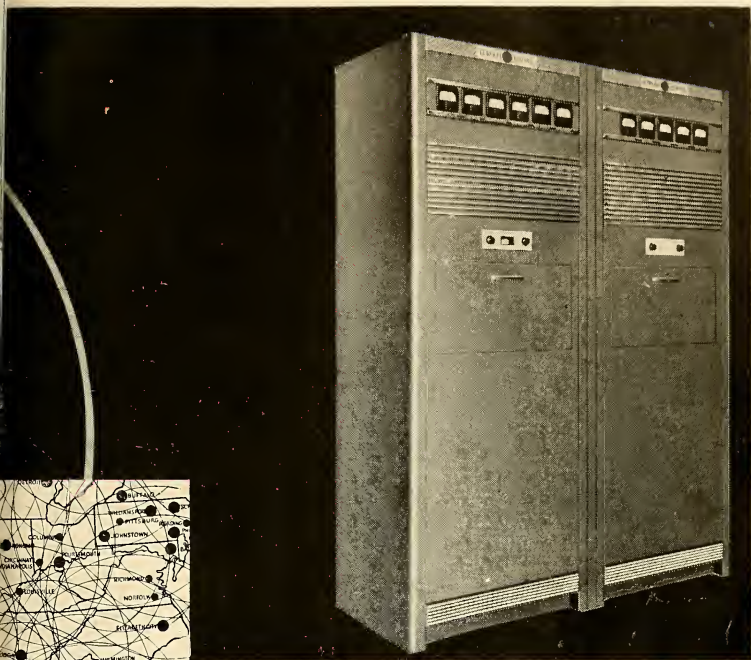
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THE 1945
RADIO
ANNUAL



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FOREWORD

RADIO DAILY herewith presents the eighth edition of RADIO ANNUAL, a volume compellingly reflecting the inevitably changing complexion and constant march, both of victory and of progress, of the colorful industry of RADIO. The thousand pages that follow are as accurate as humanly possible. The text comes from a thousand reliable sources.



DEDICATION

The great field of RADIO is now concerned, perhaps more than ever before, with the problems of preparedness. Preparedness first with the concluding stages of the War, and preparedness second, with the industry's own reconversion period as well as the advent of Television. It is to this dual purpose, specifically, that this 1945 Edition is dedicated.



APPRECIATION

The editor wishes to take this opportunity to thank all those who have so enthusiastically helped in the full revision, re-arrangement and material strengthening of this volume. To the FCC, the NAB, the world-wide organizations of NBC, CBS, the American Broadcasting Co. (Blue), and Mutual, as well as the great legion of radio showmen everywhere we gratefully acknowledge their assistance with a hearty and understanding thank you.

Jack Ollivante

EDITOR and PUBLISHER

TRANSAMERICAN



Creators and Producers
Of Radio Programs

EDITORIAL

1945

INDEX

1945



A

Acoustical Society of America.....	971
Actors' Equity Association.....	971
Advertisers' Index.....	27

ADVERTISING:

Advertising Federation of America....	971
Advertising Research Foundation.....	972
Agencies, Addresses, Personnel, etc....	165
Agency Expenditures by Network.....	133
American Assn. of Adv. Agencies.....	972
Billings, Network.....	133
Commercial Programs.....	865
Expenditures, Network.....	135
Agents and Managers, Talent.....	897

ALABAMA:

Census and "Shifting Populations".....	277
Chief Engineers of Stations.....	915
Home Economics Directors of Stations..	863
Musical Directors of Stations.....	900
Stations, Facilities and Personnel.....	347

ALASKA:

Chief Engineers of Stations.....	920
Stations, Facilities and Personnel.....	647

ALBERTA:

Chief Engineers of Stations.....	920
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	657

Alicoate, Jack, Introduction by..... 3

All American Program of 1944, (RADIO DAILY Poll)..... 89

American Assn. of Adv. Agencies..... 972

American Bar Assn. (Standing Committee on Communications)..... 972

American Broadcasting Co. (Refer to Blue Network)

American Communications Assn. 972

American Council on Education..... 972

American Federation of Musicians..... 972

American Federation of Radio Artists.... 972

American Guild of Musical Artists..... 973

American Marketing Association..... 973

American Newspaper Publishers Assn... 973

American Radio Relay League..... 973

American Society of Composers, Authors and Publishers:

Article by Deems Taylor..... 729

Personnel..... 974

Publisher Members..... 730

American Television Society..... 974

Announcers and Their Work, 1944..... 835

Applications, FCC Regulations Regarding Broadcasting (See pages 198 and 203 in 1944 Radio Annual)..... 215

Argentina, Stations of..... 1008

ARIZONA:

Census and "Shifting Populations"..... 277

Chief Engineers of Stations..... 915

Home Economics Directors of Stations.. 863

Musical Directors of Stations..... 900

Stations, Facilities and Personnel..... 350

Arizona Broadcasting Co., Personnel.... 317

Arizona Network, Personnel..... 317

ARKANSAS:

Census and "Shifting Populations"..... 277

Chief Engineers of Stations..... 915

Home Economics Directors of Stations.. 863

Stations, Facilities and Personnel..... 353

Arrowhead Network, personnel..... 317

ARTICLES:

A Good Song Lives Forever, by Morton Downey..... 61

AMP, by Clinton M. Finney..... 734

ASCAP, by Deems Taylor..... 729

Blue Network Co., by Mark Woods.... 291

BMI, by M. E. Tompkins..... 736

Business Side of Radio, by M. H. Shapiro..... 131

Canadian Post-War Plans, by Glen Bannerman..... 71

The Swing is to WHB in Kansas City



Meet WHB's John Wahlstedt— "The Cook Tenor" . . . and our Program Director

Do not mistake this stern-visaged gent for a Federal Judge or a member of the U. S. Senate. He's 237 pounds of Swedish tenor who has been a fixture at WHB since 1932. He began, and continues, as "The Cook Tenor", and in more than a decade has appeared on some 6080 half-hour programs sponsored by the Cook Paint & Varnish Company. In 1942, when Dick Smith became WHB's War Program Manager for the duration, John took over Dick's former duties as Program Director.

As background, he has a Bachelor's degree in engineering from the University of Kansas; a Master's degree in education; and fifteen years' teaching experience. He left his position as Vice-Principal of Kansas City's East High School to devote his full time to WHB. He's a Shriner, a Jester, "the worst golfer in the state" (his claim); and he loves to hunt and fish, and fish and hunt.

Meanwhile, he not only continues to sing daily on WHB for Cook's . . . but he's proud to sing in WHB's praise as the result of a Kansas City radio-station program-survey just completed by the Merchants' Association. Tabulated, here are the facts:

RETAIL RADIO SURVEY

Kansas City Merchants Association

Tabulating 600 replies to 4775 questionnaires sent by the Association to home-makers in this area.

Question: "Which radio station in Kansas City do you most prefer for Shopping Programs?"

Answers WHB 364 votes60%
Station B 87 votes .14% Station D 17 votes .028%
Station C 47 votes .078% Station E 5 votes .088%

Question: "Do you listen regularly to any of the Shopping Programs which are now on the air?"

Answers: Of the 600 replies, the following mentions were made:

WHB—"Mary Jane on Petticoat Lane"
228 mentions38%
WHB—"Sandra Lea" The Plaza Shopper
174 mentions29%
Station B—Downtown Store Program
139 mentions23%

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Kansas City Missouri	Wichita Kansas	Salina Kansas	Great Bend Kansas	Emporia Kansas
-------------------------	-------------------	------------------	----------------------	-------------------



EDITORIAL INDEX

Chicago Looks to the Future, by Bill Irwin	69
Columbia Broadcasting System, by Paul W. Kesten	297
Equipment Men Eye the Peace, by H. N. Willets	907
FM as an Educational Medium, by I. Keith Tyler	51
Federal Communications Commission, by Paul A. Porter.....	33
Film Outlook in Television, by Ralph B. Austrian	225
Instantaneous Recordings, by Ralph C. Powell	909
Market for Radio in 1945, by M. H. Shapiro	57
Mutual Broadcasting System, by Edgar Kobak	303
NAB, Article by J. Harold Ryan.....	35
National Broadcasting Co., by Niles Trammell	309
On the Washington Front, by Andrew H. Older	67
Picture on Television, by Lewis Allen Weiss	229
Progress of FM During 1944, by Myles L. Loucks	945
Report on the "Voice of America," by Louis G. Cowan	45
SESAC, by Paul Heinecke.....	742
Symphonic Music on the Air, by Serge Koussevitzky	49
Television Goes Commercial, by Allen B. DuMont	47
Television Moves Ahead, by Frank Burke	223
Twenty-Five Years of Radio, by Frank Burke	37
U. S. Radio Stations at War, by M. H. Shapiro	43
War-time Sports Broadcasting, by Don Dunphy	63
West Coast Had a Busy Year, by Ralph Wilk	65
Women and Radio—1945, by Mildred O'Neill	55
Associated Actors and Artistes of America	974
Associated Music Publishers:	
Article by Clinton M. Finney.....	734
Officers, Personnel	734
Publisher Members	734
Assn. of Canadian Advertisers.....	974
Assn. for Education by Radio.....	975

Assn. of National Advertisers.....	975
Assn. of Radio News Analysts.....	975
Australian Broadcasting Commission.....	976
Austrian, Ralph B., Article by.....	225
Authors' League	976

B

Backstage (People in Production During 1944)	820
Bannerman, Glen, Article by.....	71
Behind the Mike (Radio Artists and Their Work, 1944)	748
Billings:	
Agency Gross by Networks.....	133
Sponsor	133
BLUE NETWORK CO.:	
Affiliates, Alphabetically Listed by City	340
Commercial Programs in 1944.....	865
Gross Billings by Agencies in 1944.....	133
Network Map	292, 293
Personnel	294
Sponsor Expenditures, 1944.....	135
Stations, Owned and Managed by.....	295
Woods, Mark, Article by.....	291
BMI Canada, Ltd.	976
Board of War Communications.....	73, 976
Bolivia, Stations of.....	1009
Brazil, Stations of.....	1010
British Broadcasting Corporation	976
British Guiana, Station of.....	1012
British Honduras, Station of.....	1012
BRITISH COLUMBIA:	
Chief Engineers of Stations.....	920
Stations, Facilities and Personnel.....	658
Broadcast Music, Inc. (BMI):	
Article by M. E. Tompkins.....	736
Officers and Personnel.....	977
Publisher Members	737
Burke, Frank, Articles by.....	37, 223
Business Side of Radio:	
Advertising Agencies	165
Agency and Sponsor Billings.....	133
American Assn. of Adv. Agencies.....	972
Business Side of Radio, by M. H. Shapiro	131
Census Data	273
Federal Communications Commission..	215
Federal Trade Commission.....	978

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EDITORIAL INDEX

First Advertising Agency Group.....	978
National Industrial Adv. Assn.....	981
Network Billings	133
News Services	163
Pacific Advertising Assn.....	982
Publications (Radio)	259
Research Organizations	214
"Shifting Populations" Data.....	273
Station Representatives	143
War Advertising Council	987

C

Calendar of Holidays and Leading Events	125
-----------------------------------------	-----

CALIFORNIA:

Census and "Shifting Populations"....	277
Chief Engineers of Stations.....	915
Home Economics Directors of Stations..	863
Musical Directors of Stations.....	900
Stations, Facilities and Personnel.....	357

CANADA:

Article by Glen Bannerman.....	71
Canadian Association of Broadcasters..	977
Canadian Broadcasting Corp.	654
Canadian Performing Right Society, Ltd.	977
Chief Engineers of Stations.....	920
Musical Directors of Stations.....	903
Section	653
Stations, Alphabetically Listed by Call Letter	655
Stations Listed by Province with De- tailed Information	657
Station Representatives in Canada....	143

Catholic Actors Guild of America.....	977
Catholic Writers Guild of America.....	977

Census and Population Statistics:

Census Data by Regions, Divisions and States	275
Noble, Wm. P., Article on Market Data.	274
Chicago Radio Management Club.....	977
Chief Engineers of Stations.....	915
Chile, Stations of.....	1012

Codes:

Censorship	111
NAB	967
Colombia, Stations of.....	1014

COLORADO:

Census and "Shifting Populations"....	278
---------------------------------------	-----

Chief Engineers of Stations.....	915
Home Economics Directors of Stations..	863
Musical Directors of Stations.....	900
Stations, Facilities and Personnel.....	375

COLUMBIA BROADCASTING SYSTEM:

Affiliates, Alphabetically Listed by City	340
Commercial Programs in 1944.....	865
Gross Billings by Agencies, 1944.....	133
Kesten, Paul W., Article by.....	297
La Cadena de las Americas (Pan Ameri- can Network) of CBS Stations, Per- sonnel	994
Network Map	298, 299
Personnel	300
Sponsor Expenditures, 1944.....	137
Stations, Owned and Operated by.....	302

Commentators:

News, and Their Work in 1944.....	803
Sports, and Their Work in 1944.....	815
Commercial Programs of Networks in 1944	865
Committee on Consumer Relations in Ad- vertising	978

CONNECTICUT:

Census and "Shifting Populations"....	278
Chief Engineers of Stations.....	916
Home Economics Directors of Stations..	863
Musical Directors of Stations.....	900
Stations, Facilities and Personnel.....	379
Connecticut State Network, Personnel....	317
Consulting Radio Engineers.....	921
Costa Rica, Stations of.....	1016
Cowan, Louis G., Article by.....	45
Cuba, Stations of.....	1016

D

Daniel Boone Regional Network, Personnel	317
------------------------------------------	-----

DELAWARE:

Census and "Shifting Populations"....	278
Chief Engineers of Stations.....	916
Stations, Facilities and Personnel.....	384
Directors' Guild—Programs	859

DISTRICT OF COLUMBIA:

Census and "Shifting Populations"....	278
Chief Engineers of Stations.....	916
Home Economics Directors of Stations..	863
Musical Directors of Stations.....	900
Stations, Facilities and Personnel.....	385
Dominican Republic, Stations of.....	1018



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EDITORIAL INDEX

Don Lee Broadcasting System, Personnel	317
Downey, Morton, Article by	61
Dramatists' Guild, Officers	978
DuMont, Allen B., Article	47
Dunphy, Don, Article by	63

E

Ecuador, Stations of	1019
EDUCATION:	
Association for Education by Radio	975
Educational Broadcast Stations, FCC Regulations for Non-Commercial	989, 990
FM as an Educational Medium, by I. Keith Tyler	51
Federal Radio Education Committee	978
Institute for Education by Radio	979
National Association of Educational Broadcasters	981, 989
Non-Commercial Educational Stations	990
El Salvador, Stations of	1020
Engineers, Chiefs of Stations	915
Equipment Firms, Officers, Addresses	923
Expenditures:	
Advertising Agency, on Networks	133
Network, by Sponsors	135

F

Federal Communications Bar Assn	978
---------------------------------	-----

FEDERAL COMMUNICATIONS COMMISSION:

FM Allocation Proposals	950
Growth Chart of Stations, 1941-1944	59
High Frequency (FM) Stations	952
Personnel	216
Porter, Paul A., Statement by	33
Television Allocation, Proposed	249
Federal Council of the Churches of Christ in America, Department of National Religious Radio	978
Federal Radio Education Committee	978
Federal Trade Commission	978
Finney, Clinton M., AMP Article by	734
First Advertising Agency Group	978

FLORIDA:

Census and "Shifting Populations"	278
Stations, Facilities and Personnel	387

FM Broadcasters, Inc.	946, 979
FM News Highlights—1944	947

FOREIGN:

Censorship Code on Foreign Language Programs	120
International Section	991
Networks (Latin-American)	994, 998, 1006
Stations (Latin-American)	994

FREQUENCY MODULATION:

Article on FM, by I. Keith Tyler	51
FM Allocation Proposals	950
FM Broadcasters, Inc.	979, 946
FM Developmental Stations	960
FM News Highlights—1944	947
Pending Applications	953
Progress of FM During 1944, by Myles L. Loucks	945
Section	943
Stations	952

G

GEORGIA:

Census and "Shifting Populations"	279
Stations, Facilities and Personnel	395
Georgia Broadcasting System	318
Georgia Major Market Trio	318
Guatemala, Stations of	1020
Guilds	961

H

Haiti, Stations of	1020
--------------------	------

HAWAII:

Stations, Facilities and Personnel	649
Heinecke, Paul, SESAC Article by	742
Hollywood Victory Committee for Stage, Screen & Radio	979
Home Economics Directors of Stations	863
Honduras, Stations of	1021

I

IDAHO:

Census and "Shifting Populations"	279
Chief Engineers of Stations	916
Home Economics Directors of Stations	863
Musical Directors of Stations	900
Stations, Facilities and Personnel	402

Kate Smith

EDITORIAL INDEX

ILLINOIS:

Census and "Shifting Populations".....	279
Chief Engineers of Stations.....	916
Home Economics Directors of Stations.....	863
Musical Directors of Stations.....	900
Stations, Facilities and Personnel.....	405

INDIANA:

Census and "Shifting Populations".....	279
Chief Engineers of Stations.....	916
Home Economics Directors of Stations.....	863
Musical Directors of Stations.....	900
Stations, Facilities and Personnel.....	417
Institute for Education by Radio.....	979
Institute of Radio Engineers.....	979
Intercollegiate Broadcasting System.....	980
Interdepartment Radio Advisory Committee.....	980
Intermountain Network, Officers.....	318
International Broadcast Stations, U. S.....	992
International Brotherhood of Electrical Workers.....	980
International News Service.....	163
International Section.....	991
Introduction by Jack Alicoate.....	3

IOWA:

Census and "Shifting Populations".....	280
Chief Engineers of Stations.....	916
Home Economics Directors of Stations.....	863
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	423
Irwin, Bill, Article by.....	69

K

KANSAS:

Census and "Shifting Populations".....	280
Chief Engineers of Stations.....	916
Home Economics Directors of Stations.....	863
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	431
Kansas State Network, Officers.....	318

KENTUCKY:

Census and "Shifting Populations".....	280
Chief Engineers of Stations.....	916
Home Economics Directors of Stations.....	863
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	437
Kesten, Paul W., Article by.....	297

Keystone Broadcasting System:

Personnel.....	316
Kobak, Edgar, Article by.....	303
Koussevitzky, Serge, Article by.....	49

L

Lambs, The, Officers.....	980
Latin-American Networks and Stations.....	991
Libraries, Script and Transcription.....	728
Lone Star Chain, Officers.....	318
Loucks, Myles L., Article by.....	945

LOUISIANA:

Census and "Shifting Populations".....	280
Chief Engineers of Stations.....	916
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	441

M

Magazines, Radio.....	259
-----------------------	-----

MAINE:

Census and "Shifting Populations".....	281
Chief Engineers of Stations.....	916
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	444
Managers and Agents, Talent.....	897

MANITOBA:

Chief Engineers of Stations.....	920
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	661
Market Research Council.....	980

MARKET STATISTICS (U. S. Census):

By States and Counties.....	275
Growth of Stations—1941 to 1944.....	59
Noble, Wm. P., Article on Market Data.....	274
Shapiro, M. H., Article by.....	57
"Shifting Populations".....	273

MARYLAND:

Census and "Shifting Populations".....	281
Chief Engineers of Stations.....	916
Home Economics Directors of Stations.....	863
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	447
Maryland All-Home Network.....	318
Mason-Dixon Radio Group.....	318

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EDITORIAL INDEX

MASSACHUSETTS:

Census and "Shifting Populations".....	281
Chief Engineers of Stations.....	917
Home Economics Directors of Stations..	863
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	453
McClatchy Beeline, Officers.....	319
Mexico, Stations of.....	1002

MICHIGAN:

Census and "Shifting Populations".....	281
Chief Engineers of Stations.....	917
Home Economics Directors of Stations..	863
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	461
Michigan Radio Network.....	319

MINNESOTA:

Census and "Shifting Populations".....	282
Chief Engineers of Stations.....	917
Home Economics Directors of Stations..	864
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	471

MISSISSIPPI:

Census and "Shifting Populations".....	282
Chief Engineers of Stations.....	917
Home Economics Directors of Stations..	864
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	478
Mississippi Broadcasters Association....	319

MISSOURI:

Census and "Shifting Populations".....	282
Chief Engineers of Stations.....	917
Home Economics Directors of Stations..	864
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	483

MONTANA:

Census and "Shifting Populations".....	282
Chief Engineers of Stations.....	917
Home Economics Directors of Stations..	864
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	488
Musical Conductors and Their Work, 1944.	783
Musical Directors of Stations.....	900
Music Publishers' Protective Association..	980

MUTUAL BROADCASTING SYSTEM:

Affiliates, Alphabetically Listed by City.	340
Commercial Programs in 1944.....	865

Gross Billings by Agencies in 1944.....	135
Kobak, Edgar, Article by.....	303
Network Map.....	304, 305
Personnel.....	306
Sponsor Expenditures, 1944.....	139

N

NATIONAL ASSOCIATION OF BROADCASTERS:

Code.....	967
Personnel, Directors, Committees.....	962, 980
Resolution.....	970
Statement by J. Harold Ryan.....	35
National Assn. of Educational Broad- casters, Personnel.....	981
List of Member Stations.....	989
National Assn. of Performing Artists.....	981

NATIONAL BROADCASTING CO.:

Affiliates, Alphabetically Listed by City	340
Commercial Programs in 1944.....	865
Network Map.....	310, 311
Pan American, Network of.....	998
Personnel.....	312
Stations, Owned and Operated by.....	315
Trammell, Niles, Article by.....	309
National Independent Broadcasters.....	981
National Industrial Adv. Assn.....	981
National Variety Artists.....	982

NEBRASKA:

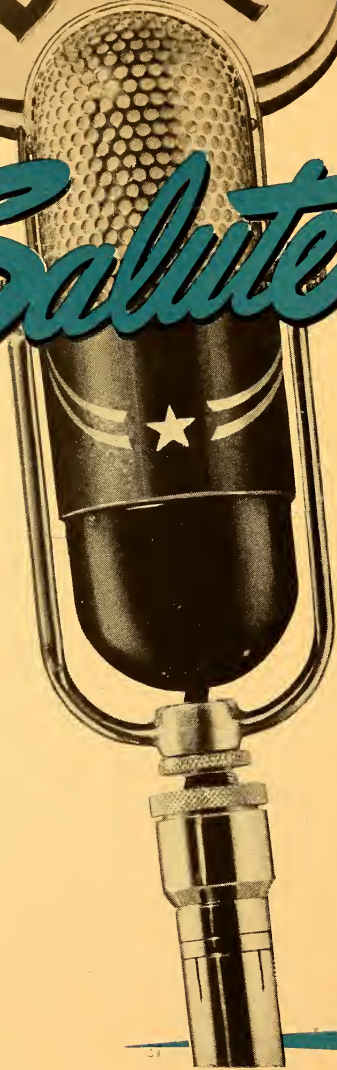
Census and "Shifting Populations".....	282
Chief Engineers of Stations.....	917
Home Economics Directors of Stations..	864
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	491
Nebraska Broadcasters Assn.....	982

NETWORKS:

Advertising Agency Gross Billings.....	133
Affiliated Stations, Listed by City.....	340
Blue Network Co.....	291
Canadian Broadcasting Corp.....	654
Columbia Broadcasting System.....	297
Expenditures by Agencies and Sponsors	135
Keystone Broadcasting System.....	316
Mutual Broadcasting System.....	303
National Broadcasting Co.....	309
National Networks.....	289
Pan American Networks.....	994
Programs, Commercial, 1944.....	865

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EDITORIAL INDEX

Regional Networks.....	317
Sponsors Network Expenditures.....	135

NEVADA:

Census and "Shifting Populations".....	282
Chief Engineers of Stations.....	917
Stations, Facilities and Personnel.....	493

NEW BRUNSWICK:

Stations, Facilities and Personnel.....	662
New England Regional Network.....	319

NEW HAMPSHIRE:

Census and "Shifting Populations".....	283
Chief Engineers of Stations.....	917
Home Economics Directors of Stations...	864
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	495

NEW JERSEY:

Census and "Shifting Populations".....	283
Chief Engineers of Stations.....	917
Home Economics Directors of Stations...	864
Musical Directors of Stations.....	901
Stations, Facilities and Personnel.....	497

NEW MEXICO:

Census and "Shifting Populations".....	283
Chief Engineers of Stations.....	917
Home Economics Directors of Stations...	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	500

NEW YORK:

Census and "Shifting Populations".....	283
Chief Engineers of Stations.....	918
Home Economics Directors of Stations...	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	503
News Commentators and Their Work, 1944.....	803
News Events of 1944, Ten Outstanding...	39
News Services.....	163
Nicaragua, Stations of.....	1021
Noble, Wm. P., Article on Market Data..	274

NORTH CAROLINA:

Census and "Shifting Populations".....	284
Chief Engineers of Stations.....	918
Home Economics Directors of Stations...	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	535
North Central Broadcasting System.....	319

NORTH DAKOTA:

Census and "Shifting Populations".....	283
Chief Engineers of Stations.....	918
Home Economics Directors of Stations..	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	543
Northern Broadcasting & Publishing, Ltd..	319
Northern California Broadcasters Assn....	982
Northwest Network.....	320

NOVA SCOTIA:

Chief Engineers of Stations.....	920
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	663



Office of Censorship:

Code of Wartime Practices.....	111
Office of War Information, Domestic Radio Bureau:	
Radio Goes to War—1944.....	41

OHIO:

Census and "Shifting Populations".....	284
Chief Engineers of Stations.....	918
Home Economics Directors of Stations..	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	546
Ohio Association of Broadcasters.....	982

OKLAHOMA:

Census and "Shifting Populations".....	284
Chief Engineers of Stations.....	918
Home Economics Directors of Stations...	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	561
Oklahoma Metropolitan Line.....	320
Oklahoma Network.....	320
Older, Andrew H., Article by.....	67
O'Neill, Mildred, Article by.....	55

ONTARIO:

Chief Engineers of Stations.....	920
Stations, Facilities and Personnel.....	664
Orchestra Leaders and Their Work, 1944..	783

OREGON:

Census and "Shifting Populations".....	284
Chief Engineers of Stations.....	918
Home Economics Directors of Stations..	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	565
Organizations.....	961

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EDITORIAL INDEX

P

Pacific Advertising Association.....	982
Pacific Broadcasting Co.....	320
Pan-American Networks.....	994, 998
Panama, Stations of.....	1021
Paraguay, Stations of.....	1021

PENNSYLVANIA:

Census and "Shifting Populations".....	285
Chief Engineers of Stations.....	919
Home Economics Directors of Stations...	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	572
Pennsylvania Broadcasters Assn.....	983
Pennsylvania Network.....	320
Peru, Stations of.....	1022
Piedmont Broadcasting Corp.....	988
Poll (RADIO DAILY'S All American Radio Program of 1944).....	89
Populations, Change by Regions, Divisions and States.....	275
Porter, Paul A., Article by.....	33
Powell, Ralph C., Article by.....	909
Press Association, Inc. (Associated Press)..	163

PRINCE EDWARD ISLE:

Chief Engineers of Stations.....	920
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	673

PRODUCTION:

Agents and Managers, Talent.....	897
ASCAP, Article and Publisher Members	729
Announcers and Their Work, 1944.....	835
BMI, Article and Publisher Members...	736
Backstage (People in Radio Production During 1944).....	820
Censorship Code.....	111
Home Economics Directors of Stations...	863
Libraries, Script and Transcription....	728
Managers and Agents, Talent.....	897
Musical Conductors and Their Work...	783
Musical Directors of Stations.....	900
News Commentators and Their Work, 1944.....	803
Orchestra Leaders and Their Work, 1944	783
Programs of 1944, Network Commercial	865
Program Producers.....	683
Radio Artists and Their Work, 1944...	749
Radio Directors and Their Work.....	859
SESAC, Article and Publisher Members.	742

Showman's Calendar.....	125
Sports Commentators and Their Work, 1944.....	815
Transcription Libraries.....	728
Vocal Artists and Their Work, 1944....	793
Writers, Radio.....	824
Professional Music Men, Inc.....	983
Program Producers.....	683
Publications (Trade-Fan-Technical-General)	259

PUERTO RICO:

Chief Engineers of Stations.....	920
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	649

Q

Quaker Network.....	320
---------------------	-----

QUEBEC:

Chief Engineers of Stations.....	920
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	674

R

Radio Artists and Their Work, 1944.....	749
Radio Club of America.....	983
Radio Council—WBRZ (FM).....	983

RADIO DAILY:

All American Radio Program of 1944....	89
FM News Highlights—1944.....	947
Television Highlights—1944.....	232
Radio Directors' Guild.....	984
Radio Directors' Guild—Programs.....	859
Radio Executives' Club of New York....	984
Radio Goes to War, OWI Summary.....	41
Radio Manufacturers' Association: Personnel, Officers.....	912, 984
Radio Manufacturers' Assn. of Canada...	985
Radio News Association.....	163
Radio Programas de Mexico.....	1006
Radio Script & Transcription Exchange, Federal Radio Education Committee....	985
Radio Technical Planning Board.....	985
Radio Writers' Guild of the Authors' League of America.....	985
Regional Networks.....	317
Research Organizations.....	214
Reuters.....	163

RHODE ISLAND:

Census and "Shifting Populations".....	285
----------------------------------------	-----

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EDITORIAL INDEX

Chief Engineers of Stations.....	919
Home Economics Directors of Stations.....	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	593
Rocky Mountain Radio Council.....	985
Rules and Regulations, FCC: Applications (See pages 198 and 203 in 1944 RADIO ANNUAL).....	215
Chain Broadcasting Regulations (See page 203 in 1944 RADIO ANNUAL).....	215
FM Allocation Proposals.....	950
Non-Commercial Educational.....	990
Television Allocation Proposals.....	249
Ryan, J. Harold, Article by.....	35

S

SASKATCHEWAN: Chief Engineers of Stations.....	920
Stations, Facilities and Personnel.....	678

SESAC:

Article by Paul Heinecke.....	742
Officers, Address.....	986
Publisher Members.....	743
Shapiro, M. H., Articles by.....	43, 57, 131
"Shifting Populations" in U. S. and Re- gions.....	275
Showman's Calendar for 1945.....	125
Society of Jewish Composers, Publishers & Song Writers.....	986
Society of Motion Picture Engineers.....	986
Song Writers' Protective Assn.....	986
South and Central American Stations.....	1008

SOUTH CAROLINA:

Census and "Shifting Populations".....	285
Chief Engineers of Stations.....	919
Home Economics Directors of Stations.....	964
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	595
South Central Quality Network.....	321

SOUTH DAKOTA:

Census and "Shifting Populations".....	285
Chief Engineers of Stations.....	919
Home Economics Directors of Stations.....	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	599
Southern California Broadcasters' Assn.....	986
Southern Minnesota Network.....	321
Sponsor Network Expenditures.....	133
Sports Broadcasters' Assn. (New York Chapter).....	986

Sports Commentators and Their Work, 1944.....	815
--------------------------------------------------	-----

STATIONS:

Alphabetically (U. S.) by Call Letters with Index to Detailed Information.....	324
Alphabetically (U. S.) by City with Major Network Affiliations.....	340
Blue Network Co., Owned, Managed, or Programmed by.....	295
Applications, FCC Regulations (See pages 198 and 203 in 1944 RADIO ANNUAL).....	215

CANADA:

Alphabetically by Call Letters with Index to Detailed Information.....	655
Chief Engineers of.....	920
Geographically with Detailed Informa- tion Listed by Province.....	657
Listed by Province.....	657
Censorship Code.....	111
CBS, Owned and Operated by.....	302

FCC Lists:

High Frequency (FM).....	952
International.....	992
Non-Commercial.....	990
Television.....	237, 245
Standard Band (Alphabetically Listed by Call Letters).....	324
Growth of Radio Stations, 1941-1944, Chart.....	59
Home Economics Directors of.....	863
Mexican.....	1002
Musical Directors of.....	900
National Assn. of Educational Broad- casters.....	981, 989
NBC, Owned and Operated by.....	315
Representatives.....	143
South American.....	994
Standard Broadcast, Detailed Information Listed Alphabetically by States.....	347
Station Statistics.....	43
Stations, U. S., Article by M. H. Shapiro.....	43
Television.....	237, 245
Surinam (Dutch Guiana), Stations of.....	1022

T

Talent, Managers and Agents.....	897
Taylor, Deems, ASCAP Article by.....	729
Technical Section.....	905
Telephone Numbers, Important Radio 100, 101, 102, 103.....	

TELEVISION:

American Television Society.....	974
FCC Allocation (Proposed).....	249
Film Outlook in Television, by Ralph B. Austrian.....	225
Picture on Television, by Lewis Allen Weiss.....	229
Stations, Commercial, Experimental.....	237, 245

LOOK AT THE STARS ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Marlene Dietrich, Luise Rainer, Glenda Farrell, Allan Jones, Ruth Chatterton, Hildegard, Rags Ragland, Margo, Henny Youngman, Ann Rutherford, Constance Bennett, Black & Sully, Joseph Calleia, Fay Wray, Elsa Maxwell, Gregory Ratoff, Skippy Homeier, Neil Hamilton, Wendy Barrie, Joseph Schildkraut, George Givot, Kay Francis, Jane Withers, Peter Donald, Milton Berle, Richard Arlen, Guy Kibbee, Erin O'Brien-Moore, Dick Powell, Stuart Erwin

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EDITORIAL INDEX

Television Associates, Inc.....	986
Television Broadcasters' Assn.....	254, 986
Television Facts and Figures.....	255
Television Goes Commercial, by Allen B. DuMont	47
Television Moves Ahead, by Frank Burke	223
Television Press Club of New York.....	987
Television Section	221
Television Highlights—1944	232
Theater Television, FCC Proposals	

TENNESSEE:

Census and "Shifting Populations".....	285
Chief Engineers of Stations.....	919
Home Economics Directors of Stations.....	864
Musical Directors of Stations.....	902
Stations, Facilities and Personnel.....	601

TEXAS:

Census and "Shifting Populations".....	286
Chief Engineers of Stations.....	919
Home Economics Directors of Stations.....	864
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	607
Texas Quality Network, The.....	321
Texas State Network.....	321
Tobacco Network, The, Personnel.....	321
Tompkins, M. E., BMI Article by.....	736
Trade Publications, Radio and Television.....	259
Trammell, Niles, Article by.....	309
Transcription Companies	717
Transcription Libraries	728
Transcription Network (Keystone).....	316
Transradio Press Service.....	163
Tri-City Stations of Virginia.....	321
Twenty Year Club, Personnel.....	987
Tyler, I. Keith, Article by.....	51

U

Unions	961
United Press Association.....	163
U. S. Department of Interior—Radio and Television Section	987
Uruguay, Stations of.....	1023

UTAH:

Census and "Shifting Populations".....	286
Chief Engineers of Stations.....	919
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	621

V

Venezuela, Stations of.....	1024
-----------------------------	------

VERMONT:

Census and "Shifting Populations".....	287
Chief Engineers of Stations.....	919
Home Economics Directors of Stations.....	864
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	623

VIRGINIA:

Census and "Shifting Populations".....	286
Chief Engineers of Stations.....	919
Home Economics Directors of Stations.....	864
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	624
Vocal Artists and Their Work, 1944.....	793

W

War Advertising Council.....	987
War Food Administration.....	987

WASHINGTON:

Census and "Shifting Populations".....	287
Chief Engineers of Stations.....	920
Home Economics Directors.....	864
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	629
Washington State Assn. of Broadcasters, Personnel	988
Weiss, Lewis Allen, Article by.....	229

WEST VIRGINIA:

Census and "Shifting Populations".....	287
Chief Engineers of Stations.....	920
Home Economics Directors of Stations.....	864
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	634
West Virginia Network.....	321
Western Assn. of Broadcasters.....	988
Wilk, Ralph, Article by.....	65
Willets, H. N., Article by.....	907

WISCONSIN:

Census and "Shifting Populations".....	287
Chief Engineers of Stations.....	920
Home Economics Directors of Stations.....	864
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	639
Wisconsin Network, Inc.....	322
Wolverine Network, The, Personnel.....	322
Woman's National Radio Committee.....	988
Writers for Radio	824
Writers' War Board, Personnel.....	988

WYOMING:

Census and "Shifting Populations".....	287
Chief Engineers of Stations.....	920
Home Economics Directors of Stations.....	864
Musical Directors of Stations.....	903
Stations, Facilities and Personnel.....	645

Y

Yankee Network, The, Personnel.....	322
-------------------------------------	-----

Z

Z Net, Personnel.....	322
-----------------------	-----



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ADVERTISING

1945

INDEX

1945



— A —

Abbott, Bud 50
 Advance Television 252
 Advertisers, The 266
 Air Features 692
 Alaska Broadcasting Co. 646
 A'ber, David O. 779
 Alexander, Alton 709
 Alexander, Murray 712
 All-Canada Radio 661
 Allen, Irwin 813
 Allen, Julie B. 768
 Allied Recrd Mig. Co. 724
 Ameche, Don 68
 American B'cast Co. 16-17
 American Institute of Food 705
 Anderson, Eddie 767
 Andrews Sisters 74
 Associated Press 8
 Associated Program 682
 Associated Radio Televi-
 sion Production, Inc. 724
 Aull, Emily 651
 Ayer, N. W & Son, Inc. 128
 Azul, Cadena, R. H. C. 148

— B —

Bailey, Jack 845
 Baker, Art 805
 Baker, Jerry 797
 Barrett, Tony 760
 Barrier, Edgar 776
 Barton, Eileen 795
 Beasley, Irene 754
 Beck, Jackson 759
 Pecker, Sandy 846
 Begley, Ed 772
 Benny, Jack 38
 Berg, Gertrude 762
 Bergen, Edgar 46
 Berle, Milton 42
 Betts, Johnny 802
 Bixby, Carl 826
 Black, Ivan 777
 Blanc, Mel 774
 Block, Hal 825
 Block, Martin 10
 Blocki, Fritz 825
 Blue Network 16-17
 Boles, Athena Lorde 760
 Boles, Jim 760

Bracken, Eddie 746
 Brady, Fred 106
 Bregman, Vooco, Conn. 731
 Breneman, Tom 82
 British Broadcasting Corp. 34
 Broadcast Music, Inc. 98-99
 Brooks, Joan 60
 Brown, Dick 795
 Bryan, Arthur Q. 764
 Burn, Walter P. 272
 Burns, Bob 756
 Burns & Allen. 758

— C —

CFRB 669
 CHUM 671
 CKAC 675
 CKEY 671
 CKLW 672
 Cafe Society 777
 Can You Top This? 699
 Canadian Advertising 264
 Canadian Broadcaster 679
 Canadian B'cast Corp. 652
 Cantor, Eddie 40
 Carson, Jack 750
 Carver, Zeb 774
 Charles, Lewis 844
 Cherniavsky, Josef 785
 Chimes, Michael 776
 Clair, Eugenia 140
 Clappett, Bob 228
 Clark, Lon 765
 Clarke, Phil 772
 Close, Upton 804
 Cohan, Phil 711
 CBS 121, 122, 123, 124
 Columbia Transcriptions. 716
 Combs, George Hamilton. 808
 Como, Perry 114
 Cooper, Jerry 796
 Costello, Lou 50
 Cotsworth, Staats 774
 Cott, Ted 711
 Courtney, Alan 775
 Courtney, Diane 796
 Cuning, Patrick Michael 226
 Curtin, Joseph 772

— D —

Daley, Cass 792

Dandridge, Ruby 773
 Davis, Joan 48
 De Angelo, Carlo 709
 Dean, Eddie 802
 Deutsch, Emery 788
 Dolan, Ken & Co. 763
 Don Lee 288
 Don'd, Peter 767
 Douglas, Don 770
 Downey, Morton ... Fac. Pg. 1
 Doyle, Jim 845
 Dudley, Bernard 840
 DuMont, Allen B., Lab. 220
 Durante, Jimmy 56
 Dutton, Myron 714

— E —

East, Ed and Polly. 770
 Easy Aces 768
 Edwards, Ralph 66
 Ellington, Duke 784
 Ellis, Anita 797
 Emory, Carl 774
 Evans, George B. 778

— F —

Fairchild, Edgar "Cookie" 786
 Farnsworth Television .. 222
 Fields, Gracie 107
 Finch Tele. ... Fac. Back Cover
 Finders Keepers 697
 Fitzgeralds, The 758
 Fizzdale, Tom, Inc. 779
 Flannery, Harry W. 804
 Framer, Walt 828
 Frederic Brothers Agency 112

— G —

Gailmor, William S. 808
 Gale Associates 706
 Gallop, Frank 837
 Garde, Betty 764
 Gardner, Ed (Archie) ... 52
 Gart, Jon 790
 Gary, Arthur 846
 General Amusement Corp. 701
 General Electric
 Inside Front Covers
 Georgia Broadcasting Co. 394
 Gillette, Mickey 790
 Gobel, Dolph 790
 Goodman, Benny 28

B E N N Y



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ADVERTISING INDEX

Goodman, Harry S.	696	Kearns, Joseph	842	Morris, Chester	768
Goodwin, Bill	835	Keating, Larry	844	Morris, Edwin H. and Co.	730
Graham, Frank	840	Keith, Maxine	771	Morris, William, Agency.	108
Grauer, Ben	837	Kelk, Jackie	772	Morse, Carlton E.	824
Gray, Barry	847	Kennedy, John B.	807	Munson, Ona	764
Green, Art	841	Kent-Johnson, Inc.	703	Murray, Lyn	786
Greenwood, Charlotte ..	84	Kermit-Raymond Corp. ..	24	Murray, Mildred	765
Grey, Bill	776	Kerner, Sam	713	Musical Courier	270
— H —		Keystone Broadcasting		Mutual Broadcasting ..	80-81
Hadley, Hap	715	Between Pages 316-317		Muzak	720
Haines, Connie	799	Kirkwood, Jack	118	— N —	
Haley, Jack	754	Kyser, Kay	54	NBC (Insert) ..Between	96-97
Hamilton, Gene	842	— L —		NBC Radio-Recording ...	680
Haven of Rest	706	Lake, Arthur	748	NBC (Thesaurus)	718
Hayes, George (Gabby).	780	Lang, William	843	NBC, Spot Sales	2
Heatter, Gabriel	806	Lansworth, Lew X.	828	NCAC	110
Henley, Arthur	786-827	Latimer, Ed	770	National Radio Features	708
Herlihy, Ed	18	Lavalle, Paul	787	Neblett Radio Productions	688
Herman, Woody	782	Lee, Bert	816	Niles, Wendell	771
Hersholt, Jean	76	Linkletter, Art	752	Nilsson, Norma	761
Hill, Edwin C.	807	Listen, The Women	713	Nolan, Robert H.	710
Hoff, Carl	789	Lombardo, Guy	36	North Central B'cast. ...	472
Hope, Bob	44	Lovejoy, Frank	766	Novak, Frank	70
Hopper, Hedda	72	Lyons, A. & S., Inc.	104	— O —	
Horne, Lena	794	Lytell, Jimmy	788	Oboler, Arch	826
Hull, Warren	92	— M —		— P —	
— I —		MacQuarrie, Haven ...	707	Paige, Raymond	26
International News	20	Mack, Gilbert	766	Pan American B'cast. ...	146
— J —		Malone, Ted	769	Pearce, Al	757
Jarvis, Al	134	Mansfield, Ronny	801	Pennell, Bill	809
Johnson, Erskine	705	Manson, Charlotte	766	Petrie, Howard	838
Johnson, Parks	92	Marks, Lt. Garnett	136	Philco	224
Jostyn, Jay	764	March of Time	698	Piano Playhouse	702
Joy, Dick	841	Marks, Edward B. Music.	737	Pictorial Photo Engraving	910
— K —		Marks, Larry	829	Pratt, Ben	86
KCKN	432	Marshall, Reg. D.	785	Presto Recording Corp. ...	906
KCMO	484	McBride, Mary Margaret	750	Prindle, Don	771
KDYL	622	McClatchy Broadcasting .	356	Pringle, Nelson	809
KFDM	608	McGeehan, Pat	843	Putnam, George, Lt.	88
KFEL	374	McGill, Jerry	827	— Q —	
KFI	360	McGillvra, Joseph	144	Quiz Kids	90
KFMB	368	McIntosh, Frank H.	922	— R —	
KFQD	646	McIntyre, Hal	784	Radio Craft	262
KFWB	361	McKeon, Jeanne	800	RCA	Back Cover
KGfJ	362	McNeill, Don	78	Radio Engineering Labs. .	944
KGHL	489	Mears, Martha	801	Radio Programmas de	
KGKO	612	Melvin-Rackin Publicity .	780	Mexico ..Facing Page	1024
KGW	568	Merry Macs, The	798	Randolph, Lillian	773
KLX	365	Metronome	268	Ray-Tele .230-707-714-725-762	
KMBC	296	Meyers, Ted	812	Reeves Sound Studios. ...	723
KMTR	363	Michelson, Charles	722	Reid, Don	798
KOA	375	Michigan Radio Network	460	Richmond-Sanford Prod. .	712
KROW	366	Miller, Allan H.	704	Rickey, Al	789
KSD	482	Miller, Irving	788	Ringling Bros. and Bar-	
KSL	620	Miller, Jack	788	num and Bailey	32
KSTP	474	Miller, Marvin	811	Rockhill Radio, Inc.	700
KWKH	440	Mississippi Valley Net. .	472	Rogers, Roy	94
KXEL	428	Monroe, Lucy	793	Ross Federal Research. .	481
Kadell, Carlton	839	Moore, Garry	62	Roy, Michael	847
Kasper-Gordon, Inc.	686	Moorhead, Agnes	756	— S —	
		Morgan, Raymond R. Co. .	138	Seeds, Russel M. Co.	166
				Selznick, Saphier and Co.	132

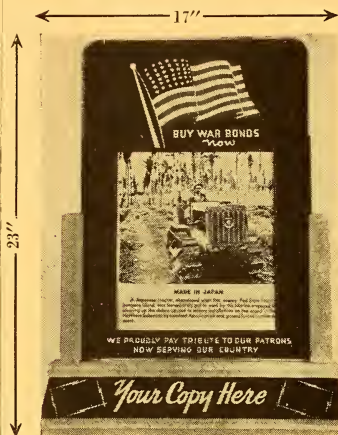
THE ONE, THE ONLY and THE ORIGINAL!

TEL-PIC Displays and Service

314 RADIO STATIONS

Coast to Coast

Each week more and more radio stations are contracting for TEL-PIC displays. Renewed contracts are our best evidence as to satisfaction. These stations range from 250 Watters to 50,000 Watters. Upon request we shall be happy to furnish names, etc.



TEL-PIC LEADS BECAUSE...

- 1—Pictures are mailed daily (not just a few a week).
- 2—Pictures printed on 70 lb. coated stock.
- 3—TEL-PIC displays attract attention . . .
- 4—There are 5 beautiful colors screened on glass, including the American Flag.
- 5—Separate removable slides with your copy changed weekly or monthly for station and/or sponsor promotion.
- 6—Pictures are carefully selected so as to attract attention from passers-by.
- 7—TEL-PIC owns its own printing plant.
- 8—TEL-PIC manufactures its own displays.
- 9—TEL-PIC uses Press Association (division of AP) pictures.
- 10—Most important of all . . .

TEL-PIC Originates not Imitates!

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

If your present contract with a news service is expiring or if you are contemplating publicity for your station you owe it to yourself to investigate the TEL-PIC Plan. Why be satisfied with less than TEL-PIC offers? Remember TEL-PIC station renewals years after year are evidence that our stations must be satisfied.

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

TEL-PIC SYNDICATE, Inc.

1697 Broadway

New York, N. Y.

TEL-PIC offers a new reciprocal payment plan to your radio station. Write for further details. No obligation on your part.

ADVERTISING INDEX

SESAC, Inc.	14	WCFL	406	WKRC	548
Shepard, Bob	838	WCOP	452	WKZO	468
Shore, Dinah	58	WCOU	444	WLAW	457
Singleton, Penny	748	WCSC	596	WLBC	421
Smith, Kate	12	WDAS	579	WLIB	504
Sobel, Hartman & Faggen	778	WDEL	384	WLS	410
Souvaine, Henry, Inc....	694	WDRG	378	WLW	308
Spivak, Charlie	782	WDSU	442	WMAN	556
Spot Sales, Inc.	142	WEBR	507	WMAQ	404
Standard Rate and Data.	260	WELI	381	WMC	602
Stark, Richard and Co..	708	WELO	479	WMCA	516
Steel, Johannes	803	WEMP	642	WMFJ	387
Steele, Ted	116	WERC	572	WMT	290
Stern, Bill	815	WEST	573	WNEL	648
Storm, Charles M. Co...	164	WEVD	511	WNEW	519
Street, Dave	800	WFAA	610	WOKO	502
Styles, Hal	130	WFAS	533	WOOD	466
Swan, Bob	811	WFBL	530	WOR	520
Swing, Raymond	806	WFBM	416	WORK	591-576
Sylvern, Henry	790	WFCI	592	WORL	454
— T —					
Tailor Maids, The.....	126	WFIL	580	WOV	524
Tel-Pic Syndicate, Inc..	30	WFPG	557	WPAT	499
The Texas State Network.	606	WGAL	591-576	WPEN	584
Thomas, Ann	766	WGBR	538	WPRO	594
Thompson, Johnny	799	WGCM	478	WPTF	540
Transamerican	4	WGN	498	WQXR	522
Transradio Press Service	22	WGPC	304	WRAK	589
Tri-Penn Market.....	591-576	WGST	397	WRBL	394
Tune In	258	WGY	528	WRNL	627
Tuttle, Lurene	770	WHAM	526	WROK	414
— U —					
United Press Radio News	162	WHAS	436	WROX	479
Universal Microphone Co.	908	WHB	6	WRRF	541
Universal Radio Prod....	690	WHEB	494	WSB	396
— V —					
Vaile, Dave	812	WHIO	554	WSRR	382
Valentino, Thomas J....	723	WHK	550	WSTV	557
Van, Lyle	810	WHKK	547	WTBO	449
Vincent, Chick Co.....	710	WHN	512	WTIC	380
Vola, Vicki	768	WHOM	496	WTOL	559-560
Von Zell, Harry	834	WIAC	650	WWJ	462
Voorhees, Don	786	WIBC	418	WWRL	534
Vox Pop	92	WIBG	581	WXYZ	464
— W —					
WAGE	529	WIBW	430	Waldrop, Jim	170
WAKR	545	WIBX	532	Wallington, Jimmy	839
WARM	587	WINN	439	Walton, Sidney	836
WATL	394	WINS	514	Ward, Jack	776
WAZL	577	WINX	385	Ward, Perry	848
WBAL	446	WIOD	390	Waring, Fred	64
WBAP	610	WIP	582	Warwick & Legler, Inc..	168
WBAX	588	WISN	638	Wayne, Jerry	792
WBIG	537	WITH	450	Western Electric	904
WBNX	510	WJAX	388	Westinghouse .In. Back Cover	
WBNY	505	WJEF	468	Wolf Associates, Inc....	695
WBYN	506	WJJD	411	Wood, Harrison	810
WCAR	470	WJPA	557	— Y —	
WCAU	571	WJTN	509	Yankee Network, The...	172
WCBI	479	WJW	552	Young, Adam J., Jr....	150
WCBM	448	WKBN	558	Young, Alan	752
		WKBO	591-576	Young, Victor	787
		WKMO	420	— Z —	
		WKNY	557	Zerbe, Lawson	769
				Ziv, Frederic W. Co....	684

*"Here we
are again!"*

These words, the circus-day greeting of the traditional talking clown of a century ago, have lost none of their enthusiasm; indeed they have gained new meaning in 1945.

Tested by the exigencies of the times and by hardships that troupers long ago learned to accept as facts-of-life in show business, the Big One proudly points its wagon tongues toward the open road and sends its agents out again among the loyal friends of the Circus — the Men and Women of Radio.

There are only two days in circus business: today and tomorrow. Soon the bright banners will be flying on the halyards of a new, flameproof big top. The band tempo is circus gallop-time and the brass is wide open. And the echo of the old-time clown comes shouting up the corridors of a hundred years—

"Here we are again!"



RINGLING BROS. and BARNUM & BAILEY

Publicity Dept.

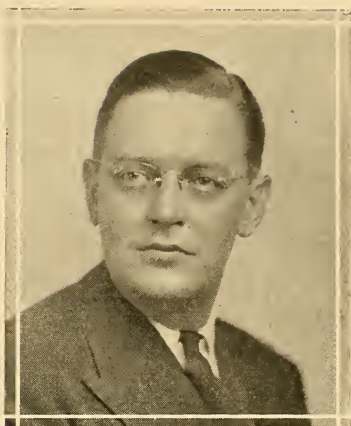
Bev. Kelley . . . Frank Morrissey . . . Allen J. Lester
Bill Fields . . . Frank W. Braden . . . Bernard Head

RADIO

IN ITS 25TH YEAR A POWER FOR PEACE

By **PAUL A. PORTER**

*Chairman, Federal Communications
Commission*



AT this time and in the months to come when we must win the war, build world peace machinery and plan our domestic economy to give jobs and opportunity to all our citizens, we are fortunate in having at hand such a powerful instrument as our broadcasting system.

Now in its 25th anniversary year, American broadcasting has demonstrated on various thrilling occasions that it has the potentialities to be a leading, if not the leading force in assisting the nation to understand and conquer the complicated problems ahead.

Herein lies radio's great opportunity for public service. As the casualty lists pour in from battlefields around the globe, as Americans ponder plans to prevent the breadlines and soup kitchens of the past, and as they resolve that some way, somehow, a better way of life must come for all, they are placing new values on familiar forces. To be of maximum usefulness to the nation, radio must rise above its high accomplishments in selling goods, in entertaining, in making big profits.

To meet the challenging problems of the future in a truly democratic way, we shall need the widest dissemination of information, the fullest discussion from all points of view. It will be radio's upcoming and continuing prime responsibility to bring this to the nation.

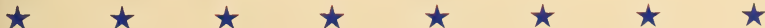
Although there is a disposition in some quarters of broadcasting even after 25 years of radio, to bring a 1920 attitude to bear on the responsibilities of 1945, there is also heartening evidence that that is by no means the universal approach.

There is an increasing amount of public discussion on the responsibilities of our radio system in assisting citizens to cope with their local, national and world problems. Most leaders of the industry realize that such discussion is a recognition of the indispensability of radio as dynamic force for culture and education in our modern life.

This 25th anniversary finds radio on the eve of spectacular technical developments. Under the impetus of war, the engineers have pushed back the frontiers of the science of radio to an extent previously un hoped for. All the rest of us concerned with radio must have equal vision in assisting the art of radio to fulfill its highest destiny.

Radio must never aspire to be only a sideshow in our civilization. Its goal must always be to improve itself as one of the greatest facts of that civilization.

For Complete FCC Personnel Please Turn to Page 215





Dedicated to continued cooperation
with United States and world radio
in the interests of world peace

Citation
to the
British Broadcasting Corporation
from the
Radio Executives Club of New York

For its unstinting cooperation with American
broadcasters, networks and independent stations to
make complete the coverage of the war;

And for inspiring radio throughout the world to
become a powerful voice which will declare ever
loudly for all the people their desire for everlasting
peace

Presented by the Radio Executives Club of New York to the
British Broadcasting Corporation, December 6, 1944.

President
Radio Executives Club of New York

BRITISH BROADCASTING CORPORATION

630 - 5th Avenue _____ New York 20, N. Y.

Washington 6, D. C.
1150 Connecticut Avenue, N.W.
Executive 1465

Chicago 11, Ill.
430 No. Michigan Avenue
Delaware 6881

Toronto 3, Ont.
354 Jarvis St.
Midway 5481

San Francisco 9, Calif.
1060 Bush Street
Ordway 4949



RADIO SETS VAST PLANS FOR POST WAR ERA

By

J. HAROLD RYAN

President National Association of Broadcasters

AS THE SCROLL of history begins to unroll for the 1945 stanza, during which American Broadcasting celebrates its Twenty-Fifth Anniversary, it becomes clearly evident that because of the delayed progress of the European phase of the war a great deal of the planning that has been made for

post-war activities is going to have to be changed. That is especially true in radio where technical and engineering developments are being held up until materials can be made available and the newest laboratory advances can be unveiled.

With television, frequency modulation and facsimile hovering on the radio horizon, it is very apparent that once the war is over radio broadcasting is going to take tremendous strides in developing new phases of the art and new means of delivering broadcasting programs as we have known them. The universal application and acceptance of television in the post-war period will entirely revolutionize radio and radio programming as it affects the average citizen and may even change to a considerable degree his accepted habits of listening. FM, on the other hand, is simply another method of delivering the broadcast programming with which we have long been familiar. Facsimile presents a challenge and an opportunity in the field of the newspaper of the air, although it must be admitted that during the past ten years progress has been slow.

The National Association of Broadcasters some three or four years ago altered its By-Laws so as to admit to membership FM stations, television stations and facsimile stations. We now have in membership representatives of these new ranks in broadcasting and every month sees additions to the television and FM stations in the NAB.

The Association has been engaged for sometime in strengthening and developing its aid to members along the lines of Employer-Employee relations, which it views as one of the most important and necessary services of this period.

Considerable thought has been given, and is being given, to the question of program development and improvement. During the past year a standing Committee of the Association has been created on programming, composed of program directors. A Radio News Committee has been formed and we are now planning a Committee of Farm Editors.

In the line of business planning our Department of Broadcast Advertising is continuing its efforts to interest and convert more retailers to the field of advertising over the air. The Retail Promotion Plan, staged over a year ago, resulted in a quite substantial increase in air advertising from retailers.

Probably the most important and most pretentious plan that the NAB has in development for this and the post-war era is a standardized and authenticated form of measurement of station coverage.

But before the plans and dreams of radio people can be brought to fulfillment in the world of the future this war must come to a successful conclusion.

For Complete NAB Section and Personnel Please Turn to Page 962



Thanks

To the radio editors of the
United States and Canada.

To my brothers, and the boys
in the band.

To the Roosevelt Hotel.

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

And to our exclusive agents
and friends, MCA.

Guy Lombardo

TWENTY-FIVE YEARS OF RADIO

By *Frank Burke*
Editor, *RADIO DAILY*

TWENTY-FIVE years ago the modern miracle—radio—was born and today “pledged to Victory” the industry observes a quarter of a century of progress confident that the years ahead hold promise of a dramatic new era of expansion.

It was during an election year, 1920, that radio was first heard. To be exact the late Dr. Frank Conrad broadcast the returns of the Harding-Cox Presidential election from KDKA in Pittsburgh. Therefore, historically, November 2, 1920, is considered the birthdate of an art which in the short span of 25 years has become one of the nation's foremost industries.

Since the early days of crystal sets, cumbersome storage battery receivers, earphones and sleepless nights of the late listeners, radio has grown to an industry with 33,000,000 radio families, 59,000,000 receivers and estimated gross network sales of over \$126,000,000 during the year 1944.

Today radio with four major networks, 925 AM stations and several hundred applications for FM and television licenses, enters 1945 pledged to support the war effort and with post-war plans for the electronic future. Proud of the industry's achievement, J. Harold Ryan, president of the National Association of Broadcasters, announced plans for dedicating the 1945 anniversary activities to the winning of the war. Ryan, in a formal proclamation, said:

“1945 marks the Twenty-Fifth anniversary of the American System of Broadcasting.

“I therefore urge all stations and networks to observe the anniversary throughout the year in a manner befitting the position of broadcasting in American public life.

“Broadcasting is dedicated to the winning of the war. Let us use the slogan, “Radio's Twenty-Fifth Anniversary — Pledged to Victory.”

Act on Proclamation

Acting on President Ryan's proclamation, network representatives met with NAB officials in New York last December and formed the first committee for the Twenty-Fifth Anniversary observ-

ance. Dr. Frank Stanton, vice-president of CBS; Robert D. Swezey, vice-president and assistant general manager of Mutual; Frank E. Mullen, vice-president and general manager of NBC, and Mark Woods, president of the Blue Network, were asked to determine general network policy and to correlate the activities of dramatizing the Twenty-Fifth Anniversary plans. Later the Radio Manufacturers Association, Broadcast Music, Inc., Radio Corporation of America, and other organizations joined in the movement to celebrate the anniversary year.

To chronologically review the developments of the radio industry since its inception a quarter of a century ago would require a volume. Suffice to say this industry has an unparalleled record of achievement and today is one of the nation's ranking industries in volume of business.

First Network Program

Turning back the pages of radio history one finds that in the early days music comprised more than two-thirds of the radio programming and the first special event of any importance to be broadcast was the Dempsey-Carpentier fight by RCA from Jersey City on July 2, 1921. Records reveal that the first network program in history was carried by two stations linked by telephone wires in January of 1923. This program was a five-minute saxophone solo and was carried by WEAf, New York, and WNAC, Boston.

Greatest of all program trends in station and network operations over the past 25 years has been the developments in the field of news and special events. While the war in a large measure is responsible for the present emphasis on news broadcasting there is every likelihood that after the return of peace reporting of national and international news will continue to play a major role in programming.

Radio's twenty-fifth anniversary symbol is “XXV”. The industry has combined the now famous musical “V” with the “X” taken from the continental code. Together they symbolize “Radio's Twenty-Fifth Anniversary—Pledged to Victory.”

LUCKY STRIKE

Presents

Every Sunday Over NBC — 7 P.M.—E.W.T.

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DON WILSON
LARRY STEVENS

Written by

SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

TEN OUTSTANDING RADIO NEWS EVENTS OF 1944

D-Day In Europe. Outstanding coverage of the Invasion of France and the Philippines.

James Lawrence Fly resigns as Chairman of the FCC to go into private law practice. Senate confirms President Roosevelt's nomination of Paul A. Porter to succeed Fly.

FM convention in New York draws some 700 broadcasters and others in allied fields.

Edgar Kobak resigns executive post with the Blue Network and becomes president of Mutual Broadcasting System, succeeding Miller McClintock who resigned.

RCA-CRC-NBC signs with the AFM on the musician's union terms after failure to receive action from the WLB, in the dispute involving special fees for making recordings.

NAB adopts Station Coverage Yardstick plan of audience coverage at its annual convention in Chicago. Plan approved by the AAAA and the ANA.

Hearings were held before the FCC on matters of allocation in allotting channels to television and FM.

Television Broadcasting Association holds two-day convention in New York.

Greatest number of station sales and transfers in recent years with several newspapers significantly entering the field.

House investigating committee held hearings throughout the year, providing many stormy sessions relating to former Chairman Fly, the WMCA case etc.

Outstanding Broadcasts:

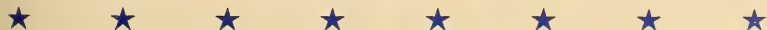
"The Land Is Bright," Fifth War Loan Program on CBS.

NBC's kick-off show on the Sixth War Loan scripted by Robert Sherwood.

George Hicks' (Blue) pooled broadcast from Naval craft in English channel during Invasion of France.

"Return to the Philippines"—half hour documentary program on General MacArthur's return to the Islands.

"1944 in Review," presented by WOR over Mutual network.



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



EDDIE CANTOR

"I LOVE TO SPEND EACH WEDNESDAY WITH YOU"

9 P.M., E.W.T. — N B C

Broadcasting Over 127 Stations for IPANA and SAL HEPATICA

RADIO GOES TO WAR—1944

Radio Participation in War Information Campaign—1944

A Summary of Campaigns Conducted by OWI Domestic Radio Bureau with Time and Talent Contributions of Advertisers, Networks and Stations.

OWI FACILITIES	No. of Programs	No. of War Messages Per Week	Messages Per Year	Est. "Listener-Impressions" Per Week	Est. Annual Value of Time and Talent
1. Network Allocation Plan...	410	210	10,920	160,000,000	\$39,000,000*
Sponsored	260				
Sustaining	150				
2. Special Assignment Plan...		50	2,575	95,000,000	8,449,000*
3. National Spot & Reg. Network Allocation Plan...	185	1,617§	81,048	21,000,000	2,774,000
4. Station Announcement Plan					
Network Affiliates....	621	26,082	1,356,264		
Independent Stations..	272	17,136	891,072		
TOTAL	893	43,248	2,247,336	63,000,000	15,861,000*
5. Special Events.....	32	..	57,600*
6. Women's Radio War Program Guide	1,000
					\$66,141,600

§ Number of station broadcasts per week.

[* Figures represent commercial value of time and talent of programs carrying OWI-assigned messages.]

Typical OWI Radio Campaigns in 1944

CAMPAIGNS	Weeks	Programs	Station Announcements	Estim. Listener Impressions	Est. Value of Time and Talent
WAC Recruiting	43	600	112,144	1,318,256,000	\$2,700,000
Prepare for Winter.....	10	484	43,218	583,725,000	1,500,000
Victory Gardens	16	274	36,330	1,095,480,000	805,000
Red Cross War Fund.....	10	431	93,765	1,166,205,000	2,000,000
4th War Loan.....	5	472	87,994	1,390,543,000	2,574,000
War Production Comes First.....	4	226	..	519,798,000	1,000,000
Cadet Nurse Corps.....	13	223	25,515	625,695,000	1,250,000
Income Tax Regulations.....	8	315	10,248	686,345,000	1,314,000
6th War Loan.....	4	817	25,012	1,675,297,000	2,812,810
National War Fund.....	5	421	41,514	787,616,000	1,500,000

Breakdown of OWI National Campaigns by Agencies

No. of Campaigns		No. of Campaigns	
1. Treasury	14	10. Red Cross	3
2. War Department	11	11. Office of Defense Transportation.....	3
3. WFA & Agriculture.....	16	12. Federal Bureau of Investigation.....	2
4. War Production Board.....	15	13. National War Fund.....	1
5. War Manpower	6	14. Federal Security	3
6. Office of Price Administration.....	13	15. Petroleum Administrator for War.....	3
7. Economic Stabilization.....	7	16. Miscellaneous	16
8. War Shipping Administration.....	3		
9. Navy Department	7	TOTAL	123



MILTON BERLE

"LET YOURSELF GO"

CBS

Rep.: WILLIAM MORRIS AGENCY

U. S. RADIO STATIONS AT WAR

By M. H. Shapiro

Managing Editor, RADIO DAILY

THROUGHOUT 1944 the American way of broadcasting continued to be a weapon of war as well as an instrument of morale and dissemination of news and vital war messages for the home front. When World War II overtook the United States its radio system virtually proved itself a Secret Weapon, so completely did it integrate the people at large in presenting a solid front in the prosecution of its enemies.

Graphic picture of the radio station status, standard, FM, educational, television and international outlets is presented below, as of January 1, 1945.

Standard Stations

There were 943 standard broadcast stations—919 in operation and 24 under construction. Mutual had 244 affiliates; the Blue, 194; CBS, 143; NBC, 149.

* * *

Frequency Modulation

There were 46 high frequency (FM) broadcasting stations licensed and seven under construction, in addition to two temporary Class 2 experimental high frequency broadcast stations also furnishing FM programs. There are 323 applications pending in FCC files to build new commercial FM stations when materials become available.

* * *

Television

Six commercial television broadcast stations were licensed at the close of the year, all of which had maintained a minimum program schedule of four hours per week during the year. Three other construction permits for commercial television stations were outstanding. Twenty-five experimental television stations had licenses and fifteen others were under construction. Pending in FCC files are 98 applications to build commercial television stations when the freeze on civilian radio construction is lifted.

* * *

International

A total of 31 international broadcast stations were operating within the United States at the close of the year and five others were under construction.

All international broadcast stations are, of course, programmed by the Office of War Information or the Office of the Coordinator of Inter-American Affairs. These two offices have set the goal of 36 powerful international transmitters operating from within the United States to provide adequately the needs of psychological warfare. About 20 additional frequencies have been made available for international service.

* * *

Educational

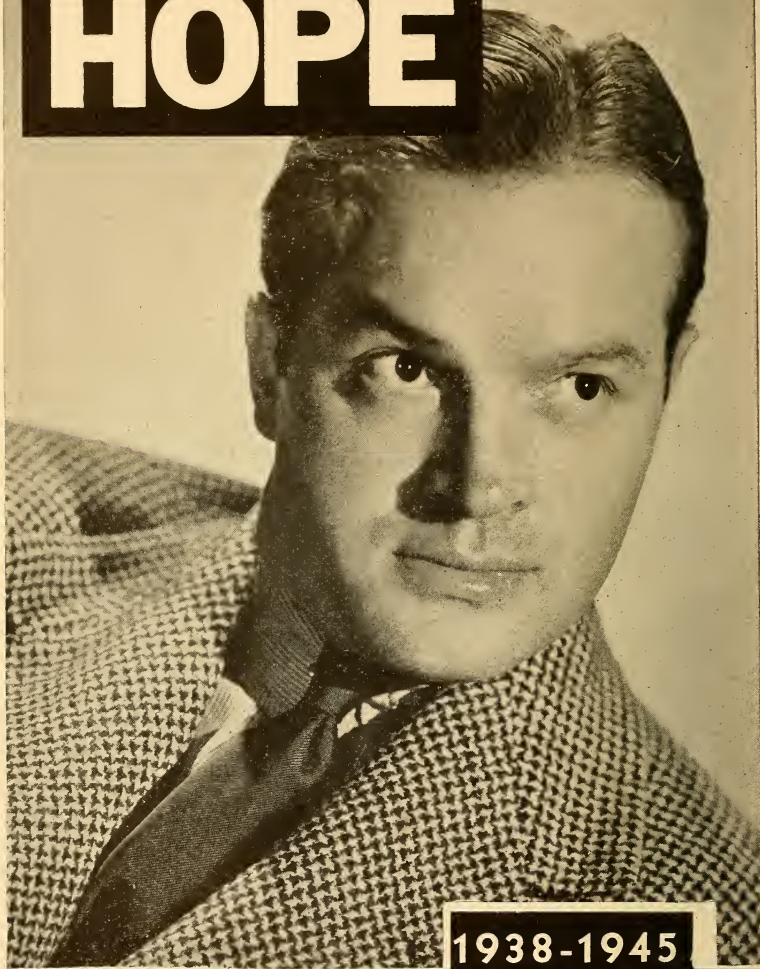
Five channels are allocated for non-commercial educational broadcast stations adjacent to the commercial FM broadcast band. At year-end five stations were broadcasting regularly and five others were under construction. While these stations have not been subject to wartime restrictions on construction, under the FCC's Memorandum Opinion of April 27, 1942, equipment shortages and lack of skilled personnel have served to retard their development. Thirteen applications to build educational FM stations are pending in FCC files and 18 other applications received in 1944 were returned as incomplete or not wholly in proper form. According to the U. S. Office of Education, which is working closely with State Departments of Education, plans are under way in 31 of the 48 states for state-wide educational FM networks after the war.

* * *

Facsimile

At the present time only three facsimile transmitting stations are authorized. Although the FCC's rules provide for multiplex transmission of facsimile by high frequency (FM) broadcast stations, no regular FM stations provide this service. Considerable interest has been evinced in multiplexing facsimile throughout the FM broadcast band and also in facsimile simplex operation after the war.

HOPE



1938-1945

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

REPORT ON THE "VOICE OF AMERICA"

By Louis G. Cowan

Chief, New York Office Overseas Branch, Office of War Information

AS the European countries have been liberated and the war has increased its tempo in the Pacific, the Overseas Branch of the Office of War Information has kept pace with the rapid offensive of the Army and Navy.

Although radio is only one medium utilized by OWI in its psychological warfare and informational programs, it is a vastly important one and the powerful strides made in that field by OWI are indicative of its advance in the whole overseas propaganda operation. But, as Edward W. Barrett, who was appointed director of the Overseas Branch of OWI in September, 1944, said as the year closed, "There is still an enormous job to be done."

Progress in the Atlantic theater is illustrated by the April 30th opening of ABSIE (American Broadcasting Station in Europe), which also marked the first time Great Britain has ever permitted a foreign power to set up its own facilities for broadcasting on British soil. On D-Day, June 6, ABSIE was ready. It carried the voices of General Eisenhower and his supreme headquarters with instructions to a France poised to rise and with warnings to the Germans that their defeat was inevitable. Later, on the continent itself, Radio Luxembourg was added to Allied radio stations and, with ABSIE and the stations at Algiers, it relays programs shortwaved from New York to target areas.

Powerful Transmitters

In September, 1944, three powerful 200 kilowatt transmitters, built for the Government by Crosley Corp. in Ohio, were added to the already formidable shortwave battery of OWI.

On the West Coast, six new 50 kilowatt transmitters were added during 1944 to the four already operated by OWI and the two by CBS, thus almost doubling the hours of radio barrage against the Japanese. The opening of a new 100 kilowatt shortwave station at Honolulu and a 50 kilowatt medium wave station at Saipan helped to draw the psychological warfare radio net even tighter around our enemies in the Pacific theater.

D-Day Activity

At H-Hour on D-Day, 3:34 a.m., June 6, the internal teletype system linking all radio and cable desks sent a flash to language desks reading: "First landings in Western Europe have started." At 3:37 a.m. the flash was broadcast in French, at 3:47 a.m. in Italian, and at 3:48 a.m. direct contact was made with SHAEF in London.

The first news flash of General MacArthur's landing on Leyte was sent out by OWI at the end of its 12:15 a.m. October 20th broadcast beamed at Germany and used in all languages from then on. Once again the Voice of America had fulfilled one of its major roles of using the psychological advantage of a great military victory for the Allies.

The Voice of America's programs to Europe have been as flexible as psychological warfare demanded. As vast areas were liberated by the armed forces, OWI's function shifted from creating and maintaining pro-Allied resistance in occupied countries to a military phase—exploiting the psychological impact of actual fulfillment of the predictions and promises of the first phase. It has now entered its third phase, that of holding its European audience for the message of America's role in war and peace.

Shortwave Reorganized

Shortwave broadcasting from New York was reorganized in December, 1944, to concentrate solid blocks of time in one language at best local listening hours. Thus at any time during evening hours, a French listener, for instance, will know he can pick up a French language program from New York, an Italian listener is able to get a similar service in Italian.

In the words of Elmer Davis, director of the Office of War Information, on the occasion of the dedication of the Crosley transmitters last September: ". . . The Voice of America, weak or strong, has had, from the very beginning, the same content—the truth—strong in the faith that truth was on our side. It has told the truth from those dark early days of defeat right down to these times when every day brings news of fresh victories; it will go on telling the truth.



*Sundays with
Charlie McCarthy
Supported by
Edgar Bergen,
Mortimer Snerd
and
Company*

TELEVISION GOES COMMERCIAL

By *Dr. Allen B. DuMont*

President, Allen B. DuMont Laboratories, Inc.

ONE need not be a prophet to discuss post-war television. Nor attempt rash guesses. By the simple and safe expedient of projecting recent engineering developments, present attainments and logical plans into the near future we obtain a pretty comprehensive appraisal of commercial television.

Three main factors in my opinion are responsible for our early transition from the noble television experiment to the full-fledged television business:

1. Engineering know-how, which enables us to provide a truly satisfactory means of sending and receiving programs.

2. Programming, whereby we can provide see-hear entertainment and enlightenment worthy of an audience in television's own right.

3. Sponsorship, whereby we are assured of adequate financial support for telecasting, in return for a worthy audience.

Taking up each of these major items in turn, here is post-war commercial television as I see it:

Engineering Adequate

Television engineering is adequate for immediate requirements, after a decade or more spent in developing and refining the electronic scanning technique. At first the war seemed to threaten continuing television progress, but as a matter of record it is contributing tremendously to our engineering and production experience. The extensive and intensive application of cathode-ray tubes to the industrial and fighting fronts has been responsible for numerous developments and refinements. Radar especially is contributing a tremendous fund of engineering experience, much of which still remains to be generally released and applied in television terms.

The mass production of cathode-ray tubes for military needs has resulted in manufacturing methods, trained personnel and productive facilities which must count heavily in supplying the demands of post-war home television. Especially so when rounded out by the experience of

manufacturers in producing radar and oscillographic equipment which is closely related to the television receiver.

Skilled Craftsmen

Another notable contribution is the training of hundreds of thousands of men in radar and electronics generally. The commercial success of television depends largely on satisfactory local servicing. Television is necessarily more intricate than radio. The installation calls for a special antenna. There are problems of location, direction, height, reflection and transmission line, calling for considerable experience in the handling of ultra-high-frequency signals and intricate circuits. Post-war television is fortunate indeed to have such specialized veterans available.

It is important to note that recent engineering progress is mainly in the direction of detailed refinement rather than any radical departure in established technique. For instance, we have recently achieved a remarkable improvement in pictorial detail by a finer trace and greater contrast in our cathode-ray tubes—about the last place we were looking for possible refinements. There is steady refinement of this sort taking place month by month. In fact, until the possibilities for refinement and improvement have been practically exhausted, there is insufficient justification, in my personal opinion, to go to more scanning lines and higher transmitting frequencies which would introduce new technical problems and obstacles to early commercialization. The trend today is still to exhaust the possibilities of 525-line scanning and present transmitting frequencies before going on to other standards. Likewise with color television which may well be considered after we have exhausted the entertainment possibilities of black-and-white pictures.

Programming Explored

In the matter of programming, we have sufficient experience already to provide satisfactory entertainment and enlightenment. While engineers and tech-

(Please Turn to Page 53)

JOAN DAVIS

SYMPHONIC MUSIC ON THE AIR

By *Serge Koussevitzky*

I AM extremely interested in the progress of the radio. I often listen to our principal orchestras on the air—even to my own orchestra on those Saturday nights when there is a guest conducting. I am impressed by the excellent quality of broadcasting at its best. And I am greatly interested in the letters which come from all parts of the country. There is but one possible conclusion from all this: Symphonic music, which thanks to radio, has been brought to numberless people who were strange to it, is continually gaining a larger audience.

Choice of Programs

As a conductor I am made aware of the importance of a wise choice of programs for this vast and mixed audience. When a conductor plans his programmes, he does not simply write down what first occurs to him, or some music he happens personally to prefer. If he did that he would be neglecting the responsibilities of his position. He is responsible not only for the performance of a hundred men, but for what the thousands are to hear who constitute his concert audiences and the millions who constitute his radio audiences. He is a leader in the broadest sense of the word—a leader of his public no less than of his orchestra. He must choose what they shall hear, and if his reading of certain music carries his own conviction in the interpretation, he becomes a director of general opinion.

I feel this as more than a responsibility. It is a privilege, and a privilege which I could never take lightly. That is why the problem of making a programme is always for me a matter of great care and thought.

How shall I choose between new music and old music? If I decide to programme the Fifth Symphony of Beethoven, there will be some who have heard it too often and others who have not heard it often enough, either because they are young or because they are new converts to symphonic music, or because they live in musically remote communities. They are very important and they must have every consideration. If I decide to play a new work which departs from the lines of custom and convention, those very ones who most want to hear Beethoven's Fifth Symphony or Brahms' First will be less interested.

The letters which come to me from all sides after a broadcast interest me especially because they are an indication of what the great radio audience wants. Of course it would be impossible to give all of these letter writers what they want, because, for one reason, they are always contradicting each other. I would answer those who complain of too many repetitions of the classical symphonies, that, as many times as I have heard and performed the symphonies of Beethoven or Brahms or Tchaikovsky, they hold for me a fresh stimulation.

What Listeners Want

To those who have written saying that they would rather not hear music of today, I would answer with the reassurance that there is music of such great beauty being written by our composers that the man who dismisses it is seriously depriving himself. The majority of the important composers of today are now in America. Some of them were born here, and others have come from Europe and made America their home. Not all of their music, but the best of their music, which I try to single out for my programmes, is the inspired voice of a new and growing art which, when it reaches its full flowering, may stand comparison with any past epoch in musical history. If some of it sounds strange to you, if it seems to violate the traditional rules of what constitutes beautiful combinations of sound, I ask you to be patient and listen with an open mind.

The duty of every conductor now is no different from what it has been in the past. A conductor must be a prophet—not a mystical but a very practical one, who can look into the future far enough to see that what audiences now reject they will soon be begging for. An example of this is the Fifth Symphony by Shostakovich, which was greeted with little attention and many objections when it was first heard. My answer to these objections was to repeat the symphony again and again until it became one of the most popular of contemporary symphonies in our repertory. The conductor's function as a "leader" is to bring about that change; to make the unpopular music of today the popular music of tomorrow, and always to have that tomorrow in his plans.

FM AS AN EDUCATIONAL MEDIUM

By I. Keith Tyler

*Director of Radio Education, Ohio State University, and
President, Association for Education by Radio*

THE development of frequency modulation radio offers a magnificent opportunity to do a comprehensive and thorough job of educational broadcasting. That this opportunity will be seized upon and made use of is by no means assured. Many dangers face the whole enterprise.

It seems certain that the FCC will assign a sizeable number of channels to non-commercial educational broadcasting. This is in contrast to standard AM broadcasting in which educational stations have always had to compete with the more amply financed commercial stations for frequencies, hours and power. It will enable the non-profit stations to broadcast at times when they can best serve the educational needs of listeners. It will make possible the establishment of dozens, and possibly hundreds, of new stations by universities, colleges and school systems which have at long last awakened to the values in broadcasting only to find that no facilities were available or that present facilities were inadequate.

Educational Independence

The actual establishment and operation of non-profit FM stations will free educational institutions from the hampering dependence upon commercial stations for time and facilities. With time sales at new highs in 1944, it was becoming increasingly more difficult, if not impossible, to secure desirable hours for educational offerings. Either no time at all was available or that given was not well suited to reaching listeners. With sponsors seeking new markets in the postwar period, it is doubtful if educational programs will fare much better then, than now. So the independent operation of non-profit stations becomes a necessity if people needing and wanting education are actually to be reached with such programs at the best times.

Such stations also will make possible a decided increase in the number of educational programs available to listeners. Many more minority interests can be served.

Where several institutions competed for the opportunity to broadcast over limited commercial facilities, only the programs with the widest possible appeal to a large mass audience were likely to

gain an airing. Needs of smaller groups had necessarily to be ignored. Now many of these institutions will operate stations serving the widest variety of needs—from foreign language lessons to gardening, from appreciation of poetry to popular psychology, from kindergarten stories to sixth-grade arithmetic, from music to drama.

Certainly the need for education was never greater than it is likely to be after the war. Millions of men and women in the armed services will want the schooling they missed without the necessity of going back to college. Citizens will require background for the momentous decisions they will need to make in re-shaping the world. New problems of leisure-time pursuits, hobbies and interests will need to be accommodated. And such matters as slum-clearance, city planning, regional development and postwar aviation need to be understood and appreciated. FM stations will make possible an abundance of programs dealing with such material.

But the picture is by no means entirely a rosy one. In spite of the go-ahead from the FCC, educators and broadcasters alike should give serious thought to what may happen—to consequences which may be disastrous for radio education.

Early Experiences

In the first place, we may have a repetition of the earlier AM experience, with large numbers of educational stations initially established and then suspending operations until only a handful remain. The picture is more favorable this time, however. Most of the earlier stations were engineering experiments, and stations gave up licenses when faced with the necessity for serious programming; this time, licenses are applied for in order to engage in program operations, and this presumes an acknowledgement of continuing program responsibilities. Last time, educational stations had to compete directly with commercial stations for time and facilities; now they have their own channels. And, finally, educators are much more alive to the values of broadcasting. They are taking radio seriously.



Ed (Archie) Gardner

In the second place, there is a grave danger that commercial stations and networks may look upon the establishment of FM educational stations as relieving them of the obligation to engage in public-service and educational broadcasting. They may feel free to devote themselves entirely to entertainment and commercialism. This would be the greatest imaginable mistake for educators and commercial broadcasters alike.

It would be disastrous for commercial broadcasters because, in the long run, it would change the character of the so-called American System of Broadcasting and ultimately lose the substantial support of listeners. American radio has built its solid reputation not alone on its Jack Bennys and Bob Hopes but also upon its NBC Symphony, its American School of the Air, its Columbia Workshop, its University of the Air, its farm programs, and its service to the war effort. A pure entertainment venture with an unadulterated profit motive would have difficulty justifying its service to the public interest.

It would be tragic for education because mass enlightenment will need to rely upon the great mass audiences which have been developed by network radio. Minority interests, serious adult education and specialized educational services can utilize the separate FM stations best.

But broad educational and cultural needs in music, in drama and in the discussion of public issues can best be met for the nation as a whole through the superb facilities of commercial network broadcasting. And for these features, such networks will have established audiences which should not be given up if the whole American people is to be served.

Income Level Involved

In the third place, it must be recognized that the developments in FM generally, and FM educational stations in particular, depend upon the maintenance of a high level of national income. With a nation-wide income total of \$150 to \$175 billions, the American people can afford to make the change-over from AM to FM—a process involving the purchase of 30 to 50 million new receiving sets. With a depression level of \$60 billions, such a transition is doubtful. And the establishment and support of educational FM stations depends upon a national income that can afford to sponsor mass education by radio through appropriations to universities, colleges and school systems. An economy of abundance will demand these measures for the education of all—a depression economy will eliminate all but the most elementary educational expenditures. The future of education by radio is inextricably intermingled with the future of the whole economy.

(Continued from Page 47)

TELEVISION GOES COMMERCIAL -- By Dr. Allen B. DuMont

nicians have been devoting their spare time from urgent war jobs in order to gain practical telecast experience, we have had writers, producers and performers volunteering their services in order to learn the intricacies of this new medium for their talents. Many television headliners of tomorrow are now in the making. Recent technical advances, notably higher illumination levels and greater depth of focus, make available a larger stage and greater freedom of action. We have learned much about scenery and backgrounds, camera technique, lighting and other details of production. Already we have trained writers and directors who know how to get the most out of televised productions. We are pretty well set on programming.

Solve Sponsor Angle

Lastly, we have evolved the sponsorship angle whereby telecasting can be placed on a self-supporting basis essential to truly commercialized television. While engineers behind cameras and performers out front have worked out a satisfactory telecast art, we have had

advertising men and advertisers working in the "commercial" or sales message and studying audience reactions. While the audience is still numbered in tens of thousands as against the millions for broadcasting, we can nevertheless gain the practical experience now for later business efforts.

Seeing as well as hearing the "commercial" gives television a tremendous advantage over usual broadcasting. In fact, the sales message can be made fully as interesting and often more so than the sustaining feature, as contrasted with the veritable intrusion of "commercials" in the midst of otherwise enjoyable radio.

With the sponsorship angle already worked out, and with a growing list of sponsors ready to go along with expanding telecasting, we are rounding out the final phase of the television business. All we are waiting for is the release of necessary materials and manpower whereby we can build transmitters for telecasters throughout the country, and produce hundreds of thousands of television receivers for homes.



Thinking of you

KAY KYSER

COLGATE-PALMOLIVE-PEET
NBC—WEDNESDAY NIGHTS

Exclusive Management
MUSIC CORPORATION of AMERICA

THE WOMEN AND RADIO—1945

By Mildred O'Neill
Radio Daily Staff Writer

THE year 1944 came to a close on a happy note for the women of radio, not only for themselves but for the industry and the war effort as well. They are now considered to be an integral part of the industry. Outright recognition came slowly, but when it did come it was unanimous with network and station officials and in the agency field. For over twenty years women have been trying to defeat the discrimination against them in a he-minded industry, a situation which, however, some few overcame. It was when the United States entered the war that radio gave challenge to woman's ability and they got their chance at jobs heretofore held only by men.

Television

Having broken down the barriers, it is only natural to find them at the beginning of 1945 in on the "ground floor" of the video art. There are women scenic artists, make-up specialists, announcers, sound technicians, script writers and producers. At this relatively early stage of the game there is a television station in Illinois which claims to be the first one of its kind in the country to be run entirely by women. Women are particularly suited to this work as it requires infinite patience and careful attention to detail. There is considerable promise that the field of television will be an important source of female employment when the sight and sound reign gets off to a flying start after the war.

Women Directors

A significant chapter on the progress of women in radio has been written by the Association of Women Directors. A subsidiary of NAB, this is the only women's organization in radio. The AWD has a membership of 700 women, each of whom has been accredited by her station manager for the work of promoting a broader aspect to women's interest in radio and increasing through greater commercial sponsorship and improved public relations areas of service to industry. This year 1945 will witness a move to consolidate the efforts of women in radio in both hemispheres. In this connection, the AWD has announced a special promotion, "Women of the United Nations," proposed to widen the scope of women's activities in broadcasting by means of wireless. Close co-operation

will be maintained with 20 major women's organizations, the United Nations Information Office and the Inter-American Commission of Women.

BBC Statistics

The British Broadcasting Corporation offers another example of the widening of radio's portals to women. One out of every two employees at BBC is a woman. The largest influx has been in the engineering division where before the war no female had been employed other than a secretary. Now, more than 500 women are working as operators, at studio centres, in recording rooms and at transmitting stations. Of these, 480 are technical assistants, 23 program engineers, two have graduated to maintenance engineers and three have become assistant engineers. Only about one in four had had pre-war experience. In addition, there are over 20 women announcers and 32 producers and there are 50 program assistants.

The Canadian Broadcasting Corporation which operates Canada's two coast-to-coast networks also found it necessary to engage women to offset the inroads of war. Apart from this emergency, it felt there was a need adequately to present women's interests and as a consequence many were placed in important, even executive, posts.

Women With OWI

By the same token that radio has become an important part of every-day life and habit, so has the woman's daytime program which is directed at the female audience assumed an undisputed prominence in radio programming. Our government recognized this and through the Women's Activities section of the Domestic Radio Bureau of the Office of War Information launched the Women's Radio War Program Guide as a means of getting war messages to the daytime audience.

The Guide has carried four war campaigns each month and broadcasters have been asked to use one message a week. The subjects that have been used include Paper Shortage, Careless Talk, Give War Bonds and Stamps for Christmas, Nurses' Aides for Army Hospitals, and others equally pertinent. Co-operation from women's programs with this movement has been reported as excellent.



Mgt. LOU CLAYTON

THE MARKET FOR RADIO IN 1945

By M. H. Shapiro
Managing Editor, RADIO DAILY

RADIO faces new problems of determining its best markets for 1945. With new markets still springing up and some wartime swollen markets tapering off, no newer population estimates by the Bureau of Census than November, 1943, are available. This is due, of course, to the fact that the latest available civilian population is based upon the last War Ration Book No. 4.

However, it is safe to assume that on a regional or state-wide basis there has been little change since 1943. Elsewhere in the Radio Annual, population figures for Regions and States are presented as well as Metropolitan District Counties and all other counties with a city of 25,000 population or more. These, naturally, are radio's basic markets and with only few exceptions each Metropolitan District County listed is a home for Radio.

When it is remembered that the country as a whole lost approximately 4,000,000 in civilian population from April, 1940-November, 1943, it is interesting to note that only a few Metropolitan Districts and other listed counties showed an equal or greater loss. Many of these urban centers on the other hand showed substantial gains in civilian population. From this it can be said that a large portion of Radio's customers have come closer to the major buying centers and thus more receptive to Radio's message. Naturally, this has been a boon to the local stations and has increased the potential audience for stations in this class in those communities which show population gains.

On the other hand while the rural areas have shown the greatest loss in population this is counteracted by the large increase in spending power now enjoyed by the farmers. From an average cash farm income of \$8,100,000,000 from 1934-1938, it is estimated that this figure would reach approximately \$22,000,000,000 in 1944—an increase of 271 per cent. And as numerous surveys have shown that the farm family listens the most

hours to radio this potential more than makes up for the fewer cash customers throughout the agricultural areas.

Radio Daily estimates that there are 31,271,178 families in the United States with at least one radio set in operation. This national market is the greatest that can be reached effectively by a single media and represents nearly the entire market receptive to the national advertiser. During 1945 it can be confidently stated that radio will continue to show increases in total billing; as has occurred during the past several years.

If the war should end this year, it is not expected that there will be witnessed the same severe dislocation of population as quickly as happened in the early days of the war. In the past six months many surveys have been made among war-workers in cities with great population gain and a surprising percentage of those questioned said they intended to remain in their new homes rather than return from whence they came. This is particularly true on the Pacific Coast, the region with the greatest increase in population since 1940. Active planning to retain population growths has been under way for a long time in many communities and every effort will be made to maintain the "new" city sizes brought on by the war. It is possible that industry will possibly change its location in many instances to be nearer many employed markets and bringing peacetime production and jobs to many of them rather than let them return to their pre-war status.

However radio evaluates these markets, a quick yardstick of postwar prospects is contained for the Metropolitan Districts in the statistical section of Radio Annual. The ratings for postwar take into consideration decades of population growth as well as wartime boom and can be used as a basis for postwar planning at least. Since there will be no new national Census until 1950, the population figures presented will probably not be superseded until that date.

For Complete Census Statistical Section Please Turn to Page 273

FIRST!

In nine polls for most popular girl singer during post year, Dinah Shore was voted:

- 1st—Radio Daily—all editors
- 1st—Billboard—All-G.I. poll in U. S. camps
- 1st—Motion Picture Daily—all radio editors
- 1st—Billboard—all radio editors
- 1st—Downbeat—popular music readers
- 1st—Billboard—all-U.S. High School poll
- 1st—Screen Guide magazine—all readers
- 1st—Movieland magazine—all readers
- 1st—Cleveland Plain-Dealer—all-Ohio readers' poll



DINAH SHORE

Star of Dinah Shore's "Open House," NBC coast-to-coast every Thursday night, sponsored by Birdseye Frosted Foods, produced by Young & Rubicam, Inc.



Recording exclusively for
RCA-Victor



Co-starred in International's
"BELLE OF THE YUKON"

Management: WILLIAM MORRIS AGENCY

1941—GROWTH OF STATIONS—1944

As of:	Licensed Stations	Construction Permits	Special Broad- cast Stations	Total
January 1941	826	91	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
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943

** This figure includes 5 Special Broadcast Stations.





C · B · S

A GOOD SONG LIVES FOREVER

By Morton Downey

I DO not believe that the current revival of old tunes can be interpreted as a trend. Looking backward over many years in show business, I am inclined to believe that it is merely a survival of the fittest of numbers which awakened an emotional response in all people over a long period of time.

Some songs (like some lucky people) are ageless. Graceful or gay, sentimental or nostalgic—some even tragic!—they linger on. Linger on? They gain new life from jazz, swing or what-have-you in musical arrangements that keep the tempo of each passing generation.

You never can tell. Today some chap, somewhere, is polishing off a song destined to become a great hit. People will sing it, recording factories will smoke with hot wax, the bobby-soxers will go simply ma-a-a-d about it. And then—poof, out like a candle.

What's the answer? Id be a presumptuous guy to give a didactic answer because I may be all wet. But here's something I have first-hand knowledge of. Before I went overseas to tour hospitals behind the lines for the USO, the Broadway boys kept taking me aside to advise me on what our lads would want to hear. "Be sure," they told me solemnly, "be very sure not to include any sad or corny home-and-mother stuff. What those kids want is hot, swingy stuff."

What They Wanted

Well, I followed the advice. I rehearsed fast-moving numbers, hopped-up stuff with even a touch of risqué. And in the first hospital I visited I threw the whole routine away. Because, do you know what those kids called for? In this order: 1, "I'll Walk Alone." 2, "Spring Will Be a Little Late This Year." 3, "Irish Lullaby." 4, "Melancholy Baby." 5, "Star Dust"—and such perennials as "When Day Is Done," "All the World Is Waiting for the Sunrise," "When Irish Eyes Are Smiling."

Why? For the simplest of all reasons. One thought is uppermost in the minds of those kids—home—whether it be where the woodbine twineth or a Brooklyn tenement. Home and mother and sweetheart. Corn—maybe, but it's corn with pretty sound kernels.

The mood of those boys at the moment, to the exclusion of all else, is centered on those simple, homey things. But, to me, the most interesting thing is that after they're home, safe and sound and with the blood and mud behind them, they'll still be singing those songs ten years from now. And longer.

It adds up, I think, to the fair conclusion that a good song never dies. Like wine, it mellows and strengthens with the years. America, still a young country, is friendly and sentimental. That's why the songs—I mean the sound numbers with nostalgic lyrics—that came out soon after the turn of the century with home and hearthside the very warp-and-woof of their story—that's why those songs are ageless.

A Few Examples

Let's look at a few examples of those deathless old songs. "You Made Me Love You," written in 1913 and sung and danced to by children of men and women who sang it when it first came out. "Shine on Harvest Moon," 36 years young. "On Moonlight Bay," written in 1912. "Can't You Hear Me Calling, Caroline"—the Germans were invading Belgium in World War I when that was published, back in 1914. Irving Berlin's unforgettable "All Alone"—that came from his facile pen in 1924. "Dinah," in 1925, "Carolina Moon" in 1928—and that gay, rollicking "Oh, You Beautiful Doll" that rattled the rafters in ballrooms, back in 1911, where the Turkey Trot was still a daring dance.

Ray Noble, back in 1932, penned the sentimental "The Very Thought of You." As of this moment it is being played as often as "Don't Fence Me In" No, you just can't kill a good number—and who would want to? These songs have earned the right to a spot in the heart of musical America. In my opinion, I repeat, that I do not believe there is such a thing as trends in songs as the term applies to other fields. At regular intervals, a novelty or patriotic tune may sweep the country and after a brief flash pass into oblivion—never to be heard again. People in the entertainment world, song writers and music publishers all felt that the war would be productive of a trend. But it has not.



GARRY MOORE

on the air for

CAMEL CIGARETTES

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

C B S

Management

NATIONAL CONCERT AND ARTISTS CORP.

WARTIME SPORTS BROADCASTING

By Don Dunphy

THE War has increased the responsibility of the Sports Announcer. At all times, in war or peace, his duty has been to the Radio Audience, to give a clear and accurate picture of what was happening in the field of sports whether his medium was a play by play description of an event or a daily or weekly summary. But now with so many sports minded Americans in the service overseas and almost wholly dependent on radio for their sports information, his responsibility has increased manifold.

After the attack on Pearl Harbor on December 7th, 1941, the continuance of sports during the war was very much in doubt. But sports continued and it soon became apparent that the morale factor of athletics for the civilian population and more important for the man and woman in uniform was of tremendous importance. Sports broadcasting immediately became an integral part of this picture. The Sports Announcer has always been the liaison between the game and the listener, he is the eyes of the radio audience. It is for him to occupy the seat of the person who cannot attend the game or fight and to see the event as the listener would were he present. Now with so many millions overseas or occupied on the civilian front and unable to otherwise keep posted, the responsibility of the sportscaster becomes more and more apparent. It is for him to see that they get the sports news that they want.

Armed Forces Co-op

Through the co-operation of the Armed Forces Radio Service, there have been sent overseas play by play descriptions of baseball, boxing, basketball, hockey, track meets and other sports events. These have gone out both live and recorded along with daily and weekly summaries. We know from the mail response from the men in uniform how much sports by radio has done to bring "Back home" a little closer to "Over there." We know what they have done to keep alive his interest in sports, how much it has meant in the way of relaxation and enjoyment. This has been indicated by the reports that have come back of a group of soldiers huddled in an igloo in the black of an Alaskan night listening to the play by play of the last

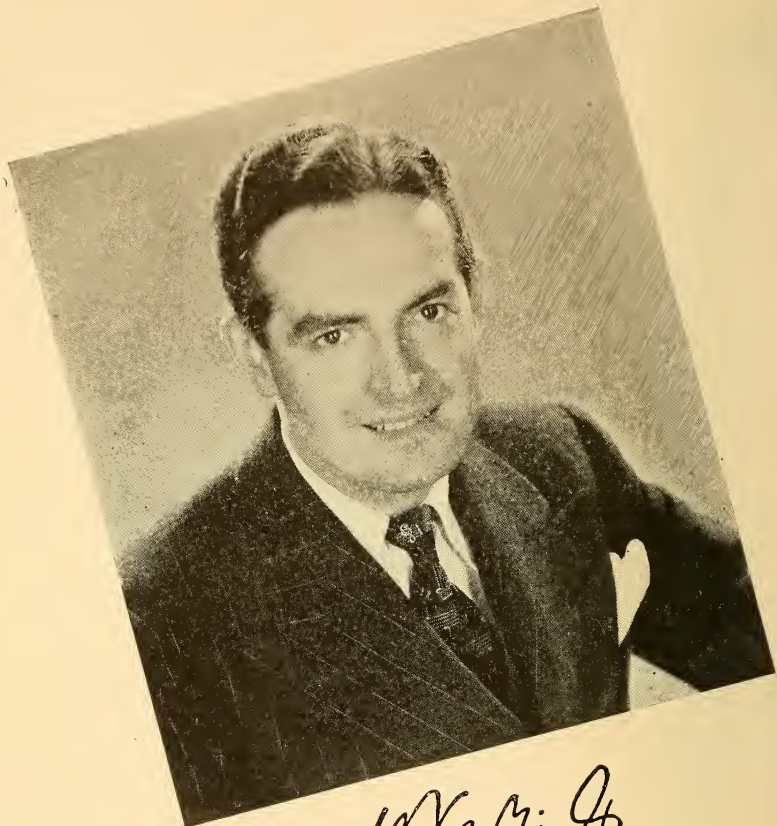
World's Series between the Cardinals and the Browns, of fliers returning from a bombing mission asking for baseball scores, of parents mentioning letters from sons in which they talk of enjoying fight broadcasts, of soldiers and sailors the world over waiting impatiently by their sets for the kickoff in the Army-Navy football game. All these things should make the sports announcer even more anxious to do a good job and to turn out a better performance.

Other Duties

Aside from the actual descriptions and summaries there have been other duties for the sports announcer. There has been for instance the co-operation with the Office of War Information in putting important announcements before the public; the giving impetus to the various War Loan Drives; the calling attention to the Red Cross both in the matter of the blood banks and the raising of funds; also the important matter of reminding the folks at home to write to those in the service.

In 1944 the New York Sports Broadcasters Association conceived the idea of putting on its own radio show in connection with the Fourth War Loan Drive. It was broadcast on Mutual and was called "The Golden Age of Sports." What started out as a germ of an idea soon grew into a billion dollar program. You in the industry who know something of the costs of talent imagine if you can the cost of a program with Jack Dempsey, Babe Ruth and Frankie Frisch; with Benny Leonard and Barney Ross; with Red Grange and Bob Zuppke, with Gene Sarazen and Earl Sande; with Frank Hunter and Alice Marble; with Lester Patrick and the New York Rangers hockey team, and others. Add to them practically every topnotch sports announcer in the country and you draw the conclusion that never again will so much sports talent be gathered on one program. Only the War Effort could have brought them all together.

Yes, the War has increased the responsibility of the Sports Announcer but I think he has realized his responsibility and answered the question, the while striving to present a better and clearer sports picture.



Paul Robins

AND HIS PENNSYLVANIANS
for OWENS-ILLINOIS GLASS CO.

BLUE NETWORK . . . THURSDAYS . . . 10 P.M., E.W.T.

MANAGEMENT JOHN O'CONNOR 1697 BROADWAY, NEW YORK, NEW YORK

THE WEST COAST HAD A BUSY YEAR

By *Ralph Wilk*

RADIO DAILY West Coast Representative

THE year 1944 was marked by more changes in ownership of Pacific Coast outlets than in any other 12 months. This was due to the FCC order, prohibiting anyone owning or controlling more than one station in any community.

The Blue bought KECA, Los Angeles, from Erle C. Anthony, who retained ownership of KFI. KEX, Portland, was purchased by Westinghouse from the Oregonian Publishing Co., which will continue to operate KGW. C. W. Meyers, owner of KOIN, Portland, disposed of KALE to the Portland Journal and Charles Couche.

Station Status

Birt F. Fisher sold his third interest in KOMO, Seattle, to the Fisher Brothers, and in turn acquired KJR, Seattle, from the brothers, to whom he is not related. Jack O. Gross bought O. L. "Ted" Taylor's half interest in KFMB, San Diego. Sheldon Sackett, Marshfield, Ore., and Philip Lasky, manager of KROW, Oakland, purchased Wesley I. Dumm's interest in the outlet. Dumm has bought KPAS, Pasadena, from the J. Frank Burke interests and retains KSFO, San Francisco.

Ralph Sherwood and Mott Brandon sold KJBS, San Francisco, to a syndicate, but continue to operate KQW, San Francisco.

A significant development is that, due to carrying a heavy volume of business, several independent stations are in a good financial condition and able to set aside funds for any future FM and television plans they may wish to undertake. Shortage of newspaper space resulted in many advertisers buying radio time for the first time, and the broadcasters expect to retain much of this new business in the postwar period.

The quality of programs for the four Coast nets showed improvement, with

sponsors spending more money to gain quality. Saturday morning, which was formerly unpopular with time buyers, is now yielding much revenue for Coast broadcasters, with important programs using the heretofore despised time.

Personnel Changes

Several personnel changes developed during 1944. Don E. Gilman, long a leading figure in Western radio, resigned as the Pacific Blue's top man to become the "Will Hays" of the Coast petroleum industry. Don Searle left the management of KPO, San Francisco, to head the Pacific Blue's activities. Frank Samuels came down from San Francisco to become the Pacific Blue's sales manager, succeeding Tracy Moore, who resigned to join the Sonovox organization.

John Swallow, veteran program manager of NBC's Western division, left the net to enter the advertising agency field. Frank Conrad entered the Coast radio fold by becoming station relations manager for the Pacific Blue.

George L. Moskovics, who was the Columbia Pacific's sales manager, went East and is now assistant to Howard Meighan, who is in charge of Columbia's radio sales. Charles E. Morin, who was Columbia's Pacific's Eastern sales manager, is now the Coast net's sales manager.

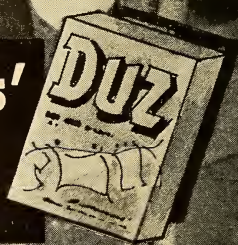
Joe Alvin, who was assistant director of NBC's Western division press department, was promoted to head the net's special events and news department.

Paul Appleby left a Government post in Washington, D. C., to become vice-president and director of KIBO, Seattle, while Harold N. Graves, who also did Government work in the capital, joined the same outlet as vice-president in charge of finance and personnel.

Pat Campbell joined Don Lee-Mutual and his duties include those of station relations manager.



Ralph Edwards'
"T or C"



ON THE WASHINGTON FRONT

By Andrew H. Older

Staff Correspondent, Radio Daily

RADIO served two functions in the nation's capital in 1944—it made news and it told the news. Radio itself could not, in the year 1944, make as important news as it spread, even though it played a vital part in making the good news from the war fronts. In a sense, however, the news radio made vies in importance with that it carried. For the importance of radio as an instrument for the keeping of world peace keyed most of the news radio made in 1944.

In December, appearing before the Senate Foreign Relations Committee, Assistant Secretary of State Archibald MacLeish declared that radio is one of the media which will do as much to safeguard world peace in the future as the traditional diplomats. The appointment of MacLeish to the State Department post itself was clear indication of the recognition by our government of the absolute need for utilization of radio in fostering international friendship.

Freedom of Radio

Throughout the year, both on Capitol Hill and at the FCC, the fight to assure the complete freedom of the air—freedom of listeners and freedom for broadcasters—which must be enjoyed in post-war America has gone on without pause. For not only has radio a major role to play in the preservation of world peace, but free radio is likewise a cornerstone of democracy in our own country. The two are related. World peace can be assured only if the voice of each nation speaks the will of the people of that nation, and only through radio and its sister media of public opinion can that will be determined.

On Capitol Hill there were three major events in the move to safeguard radio freedom. The ill-starred investigation of the FCC by the special House Committee chaired by Rep. Clarence F. Lea drew to a close with what amounted to a clean bill of health for the commission. As we write this we've not seen the final report of the committee, but know from speaking with members that the FCC was found not to be the hotbed of radicalism and corruption which some congressional critics had maintained.

Second event was the preparation of a

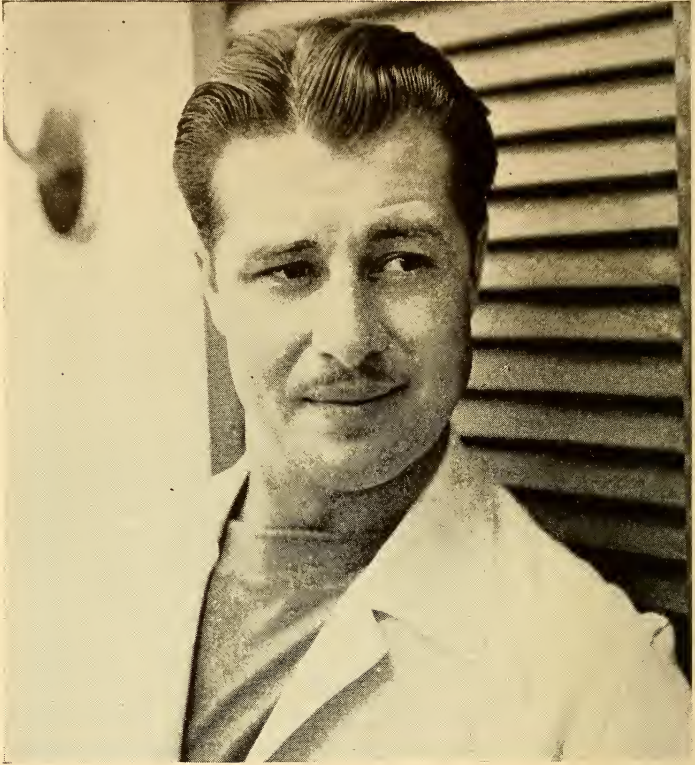
thoroughgoing revision of the Communications Act by Senator Burton K. Wheeler. Reactions to this bill were mixed, and it was abandoned in short order, but it was extremely important that the need for clear, modern streamlined radio legislation was sufficiently apparent to our lawmakers that an attempt was made to outline such legislation. Further attempts will be made. It is also important to recall that new radio legislation will not be written in a vacuum on Capitol Hill; Wheeler's experience makes it obvious that the voice of those men who have brought radio to its present eminence will be given full weight in further deliberations.

The third event on Capitol Hill was the introduction of a joint resolution by Senator Claude Pepper and Representative John Coffee calling for broadcast of the proceedings of the House and the Senate. The great functioning body of democracy, these and other members believe, would find its democratic purpose furthered were it brought to the people in a way no medium other than radio can bring it. Radio, they feel, can return our democratic machinery to the status of the town council from which it sprang.

FCC Hearings

No discussion of the radio year in Washington would be complete without mention of two specific events. First is the series of hearings held by the FCC, during which all segments of the industry presented their views on post-war frequency allocation. Decision of the FCC on this all-important division of the spectrum is to be found elsewhere in this volume.

The second event that must be mentioned is the resignation of James Lawrence Fly as FCC chairman. Retiring to take up private practice, Fly will not be forgotten by the radio industry for many years to come. In his five years at the commission helm he was the most maligned and most respected radio regulator the industry has ever known. As the year closed, Paul Porter moved into the Chairman's office to lead the commission in the vital deliberations ahead of it as the post-war set up for broadcasting—AM, FM, television—shapes up.



DON AMECHE

Management
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CHICAGO LOOKS TO THE FUTURE

By Bill Irwin

RADIO DAILY Staff Correspondent

CHICAGO is ready to assume a pre-eminent place in postwar radio and television. Plans already made and in the making assure this area of new projects in the broadcasting field and the improvement and expansion of existing facilities on a scale which would seem to bear out the prediction of Niles Trammell, president of the National Broadcasting Co., that Chicago will emerge as a television hub of the nation in the postwar era.

From a television standpoint, particularly, Chicago is geographically favored. It would inevitably become the nerve center in any coast-to-coast tele hook-ups. It likewise offers unlimited possibilities for construction of physical facilities in outlying areas.

An example of this is found in the postwar plans of the newly-organized consolidated Television Corporation which call for a 200-acre suburban center, rivaling New York's Radio City, where live television shows and films for television would be produced. The blueprint for this elaborate project includes a physical plant costing several millions and housing a staff of 1,000 directors, actors, technicians and cameramen.

Television Plans

Chicago looms large in the postwar television plans of at least three of the major networks, NBC, CBS and Blue, each of which has included the Windy City as the site of a commercial television station in applications filed with the FCC for licenses to operate such stations. During 1944, Paramount Pictures, Inc., also applied to the Federal Communications Commission for authority to operate a series of television relay stations, comprising a national television network, one of which would be situated in Chicago.

Chicago already has two television transmitters in operation, W9XZV, owned by the Zenith Radio Corp., which has been broadcasting continuously scheduled programs for nearly six years, longer than any television transmitter in the country, and WBKB, the Balaban & Katz station, which has been operating for the past two years.

Network Tie-up

The Blue Network recently announced that negotiations had been completed with Balaban & Katz to present network programs suitable for televising from the studio of WBKB. Two Chicago-originated Blue Network programs which definitely will be televised are the Quiz Kids and the Breakfast Club.

In its role as host to the 1944 national political conventions, Chicago was for a couple of weeks last Summer the radio hub of the nation, with the four networks providing the most comprehensive coverage of party conventions in the history of broadcasting. NBC supplemented its schedule of broadcasts with telecasts of both the Republican and Democratic conventions.

One of the most elaborate postwar radio-television projects is WGN's "Theater of the Future." It will be one of the world's largest and most spacious radio studios, with a seating capacity of 2,000 and a stage capable of accommodating a 75-piece orchestra, a chorus of 40 and the principals of a musical cast. The new WGN building is to be erected on a site just south of Tribune Tower, overlooking Michigan Avenue and the Chicago River. It will have two other theaters, each seating about 600 persons.

Radio-Tele Theater

The WGN "Theater of the Future" is to be used first as a radio theater and later as a television theater. WGN has placed a postwar order with General Electric for a 40,000-watt transmitter and telecasting equipment to cost more than a quarter of a million dollars.

Another expansion program which awaits only the end of the war is that of the Blue Network's Central Division, which has been sharing quarters with NBC in the Merchandise Mart. The Blue's postwar plans call for new and more spacious headquarters in Chicago.

Television Station WBKB also has postwar plans for expansion. The Navy at present is using half of the station's available space in the State-Lake Building for its Basic Electronics Training School.

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Monday to Friday

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1933-34....."Wizard of Oz"; WEAFF—for Jello

•

1934....."Dixie Circus"; CBS—for Dixie Drinking Cup

•

1938-39....."Swing To Chiclets"; WJZ—for American Chicle Co.

•

1942-43....."Mr. and Mrs. North"—for Woodbury—39 Weeks

•

1943-44....."Hook 'N' Ladder Follies"; WEAFF—
for Goodyear Rubber Co.

•

1944....."Believe It or Not Ripley"—for Pall Mall—5 Weekly

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CANADIAN POST-WAR PLANS

By *Glen Bannerman*

President and General Manager, Canadian Association of Broadcasters

MUCH has been written and said during 1944 about the necessity of industries and organizations planning for their post-war activities. If by post-war planning the writers and speakers mean the taking of steps to develop sound practices and essential expansions to face the era of peace in a readiness to enter competitively into serving the needs of the public, radio broadcasting in Canada has been steadily planning throughout the war.

Insofar as the privately owned broadcasting stations are concerned, planning for the future has to take into consideration two important factors: First, improvements in service to their listeners. This factor breaks down into two divisions—one, improvement in standards of programming and public service; two, improvements in technical development for clearer signals and better coverage.

The second factor requires planning to make it easier to do business with commercial and prospective commercial sponsors. Since the private stations are entirely dependent upon the revenue obtained from commercial sponsors to carry out their obligations in serving the public, this second factor is of paramount importance.

Standardization of Rate Structures

In Canada, from the day that radio broadcasting became an advertising medium up until recently, the variations in frequency discounts and time period rates has been a bug-bear to time buyers and advertisers alike. This confusion undoubtedly acted as a deterrent to the successful purchase and use of radio time. For years before the war the situation was a matter of discussion by broadcasters at the Annual Meetings of the Canadian Association of Broadcasters. Finally, in 1943, a standard rate structure committee was appointed.

As a result of the work of this committee, rate cards of all privately owned stations in Canada, with one or two exceptions, have adopted a standard discount as between time periods down to the five minute programme and a standard of frequency discounts for these same periods. This year, for the first time, the Canadian Association of Broadcasters has been able to place in the

hands of time buyers a rate book of all privately owned station rates in which all but one or two stations are in line with the standard rate structure committee's recommendations.

A Yardstick of Measurement

Radio station coverage is an important yardstick of measurement as a basis for the time buyer and advertiser to estimate what is available for the money invested in radio time. Up to 1944, no one standard of measurement existed in Canada. In 1942 the Canadian Association of Broadcasters, at its Annual Meeting, authorized the setting up of a Joint Committee of advertisers, agencies and broadcasting stations. The Committee was appointed and as a result of its findings and recommendations, the Bureau of Broadcast Measurement was organized in the summer of 1944.

For the first time in radio broadcasting, advertisers and agencies now know that the coverage figures for a station in British Columbia have been arrived at on the same standard as the figures for a station in Nova Scotia. While all stations as yet are not members of the Bureau of Broadcast Measurement, 47 out of 90 commercial stations are members.

During 1944 the Canadian Broadcasting Corporation finally recommended that some 34 privately owned stations with power frozen at 1000 watts be authorized to increase power to 5 k.w. This is the power authorized under the Havana Treaty. As soon as equipment is available, these stations will take more power.

Canadian RTPB

Another phase of post-war planning is to be found in the establishing of a Canadian Radio Technical Planning Board. This Board will function in a similar manner for Canada as the Radio Technical Planning Board does for the United States. The Radio Manufacturers Association of Canada, with the blessing of the Radio Division, Department of Transport, is responsible for initiating the Board. Much of the material of the Radio Technical Planning Board in the United States will be basic, but usage of AM, FM and Television bands as they cover the Canadian picture will be subjects of future study.



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BOARD OF WAR COMMUNICATIONS

Chairman's Office: c/o Federal Communications Commission,
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.

MEMBERS

Chairman

PAUL A. PORTER

Chairman of the Federal Communications Commission

REAR ADMIRAL JOSEPH R. REDMAN

Director of Naval Communications

MAJOR GENERAL HARRY C. INGLES

Chief Signal Officer of the Army

HON. WILLIAM L. CLAYTON

Assistant Secretary of State in Charge of the Office of Transportation
and Communications

Secretary

HON. HERBERT E. GASTON

Assistant Secretary of the Treasury in Charge of Treasury Enforcement Activities

Assistant Secretary

CAPTAIN E. M. WEBSTER

Chief of Communications

U. S. Coast Guard

ALTERNATES

E. K. JETT

Federal Communications Commission

MAJOR GENERAL FRANK E. STONER

Chief, Army Communications Branch

CAPTAIN JOHN V. MURPHY

Deputy Director of Naval Communications

FRANCIS C. DE WOLF

Tele Communications Division of Department of State

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

E. K. JETT

Federal Communications

Commission

HARVEY B. OTTERMAN

Department of State

COL WESLEY T. GUEST

War Department

COMDR. FRANZ O. WILLENBUCHER

Navy Department

CAPT. E. M. WEBSTER

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COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

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
 War Department

LT. COMDR. ERNEST R. FEIDLER,
 Treasury Department
CAPT. 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

Organization	Representative	Alternate
American Federation of Labor	Robert J. Watt	Lawson Wimberly, IBEW.
Congress of Industrial Organizations	Joseph P. Selly	Geraldine Shandros
National Federation of Telephone Workers	Joseph A. Beirne	American Communications Association
		John J. Moran, Vice-Pres.

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



By Howard Chandler Christy

JEAN HERSHOLT

8th YEAR

“Dr. Christian”

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

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Organization	Representative	Alternate
American Telephone and Telegraph Company	Walter S. Gifford	Keith S. McHugh
Globe Wireless, Ltd.....	Jack Kaufman	R. W. Bunce
International Telephone and Telegraph Corp.	Col. Sosthenes Behn	Frank W. Phelan (All America Cables and Radio, Inc.)
Press Wireless, Inc.....	Joseph Pierson	D. K. De Neuf
Radio Corporation of America	David Sarnoff	Dr. C. B. Jolliffe
Tropical Radio Telegraph Co.....	R. V. Howley R. A. Phillips	
U. S. Independent Telephone Assn.	(Central Electric & Telephone Co.)	Clyde S. Bailey
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		
American Export Airlines, Inc....	W. A. Schrader	M. H. McFarlen
American Federation of Labor		
American Telephone and Telegraph Company	R. L. Jones	F. A. Cowan
Department of Commerce (Civil Aeronautics Administration) ...	A. S. Stokes	Eugene Sibley
Federal Communications Commission	T. E. Daniels	
National Advisory Committee for Aeronautics	Charles H. Helms	
National Federation of Telephone Workers	John J. Moran	
Navy Department	Capt. Geo. H. De Baun	
Pan American Airways System...	H. C. Leuteritz	
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	
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-



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Newspapermen and women who voted
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Variety Program in Radio Daily's
1944 "All-American Radio
Program" Poll.

Don McNeill

BREAKFAST CLUB
Monday to Saturday, Incl.

BLUE NETWORK
Chicago, 8 to 9 A.M., C.W.T.

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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
Blue Network, The	K. H. Berkeley	Geo. O. Milne
Broadcasters Victory Council	John Shepard III	O. L. Taylor
Columbia Broadcasting System, Inc.	Earl H. Gammons	Dr. Frank Stanton
Congress of Industrial Organizations		
Facsimile, Inc.	John V. L. Hogan	
Federal Communications Commission	George P. Adair	Rosel H. Hyde
FM Broadcasters, Inc.	Walter J. Damm	Philip G. Loucks
Finch Telecommunications		
Mutual Broadcasting System, Inc., National Association of Broadcasters	Neville Miller*	Howard S. Frazier
National Assn. of Broadcast Engi- neers	J. H. Brown	A. T. Powley
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		
State Department	Harvey Otterman	
U. S. Independent Telephone Association	Louis Pitcher	Clyde S. Bailey
War Department		
War Production Board	F. H. McIntosh	J. R. Cruetz
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: Comdr. Paul D. Miles

Vice-Chairman: Capt. E. M. Webster

Secretary: M. H. Woodward

Assistant Secretary: L. R. Brady

Organization	Representative	Alternate
Department of Agriculture	E. W. Loveridge	E. C. Wagner
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Federal Communications Commission	T. A. M. Craven	H. F. Carl

first things first

Sometimes the hard way is the easiest—if you go at it right.

Here at Mutual we're busy building a better network. For a solid decade, this has been a good network. To make it better—better for listeners, for artists, for stations, for clients—is a large order. And we plan to do it soundly, concentrating continuously on *first things first* in all our operations.

Foundations come first in any structure, and we think the rockbottom foundation for a radio network is the minds and skills of its personnel. Mutual is particularly well-grounded in this respect. Its directorate comprises successful broadcasters whose radio-business experience covers the whole span of broadcasting's quarter-century...a lineup of practical know-how outstanding in the entire field of commercial radio.

This basis of first-hand experience has lately been strengthened from within by the organization of a complete and able executive staff, headquartered in New York and buttressed at key points elsewhere. Into capable hands have been charged the various problems of general management as well as programming, station relations, sales and all other phases of efficient network operation. Mutual efforts toward improvement in each of these fields deliberately follow the fundamental, first-things-first pattern . . . with the listener—the family on the receiving end of radio—foremost in our planning at all times.

Shouting from the housetop has no place on the Mutual schedule, but as we build upon this sturdy foundation, we think our “hard-way” approach may prove the easiest route to a better network after all. We’ll let you know how it works out.

MUTUAL BROADCASTING SYSTEM



TOM BRENEMAN

BREAKFAST IN HOLLYWOOD

FOR PEP AND IVORY FLAKES

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Organization	Representative	Alternate
Department of Interior.....	Stephen L. Windes	
Department of Justice.....	E. D. Coffey	H. J. Walls
Department of Labor.....		
U. S. Maritime Commission.....	D. S. Brierley	J. T. Welsh
Navy Department.....	Lt. Comdr. P. D. Miles	Lt. (jg) W. R. Foley, USNR
Post Office Department.....	Roy M. Martin	Charles M. Knoble
State Department.....	Thomas Burke	F. C. deWolf
U. S. Coast Guard.....	Capt. E. M. Webster	Lt. Arthur L. Budlong
War Department.....	Lt. Col. A. G. Simson	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	Geo. P. Adair
General Electric Company	Robert S. Peare	
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	Comdr. Fnauz O. Willenbucher	Lt. Comdr. F. C. B. Jordan
Office of Coordinator of Inter-American Affairs	Don Francisco	John W. G. Ogilvie
Office of War Information.....	James Weldon	
State Department	Harvey Otterman	Col. Carl H. Hatch
War Department	Maj. Gen. Alexander D. Surles	
Westinghouse Electric and Manufacturing Co.	Walter C. Evans	L. B. Wailes
World Wide Broadcasting Corporation	Walter S. Lemmon	Mark L. MacAdam

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

HALLMARK
GREETING CARDS



**Charlotte
Greenwood**

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

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

American Federation of Labor	Andrew McDonald	David D. Barry
American Merchant Marine Institute, Inc.	R. J. Baker	
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	H. C. Taylor	W. P. Paschel
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Edison Electric Institute	H. E. Kent	
Federal Communications Commission	William N. Krebs	J. A. Russ
Globe Wireless, Ltd.	Jack Kaufman	R. W. Bunce
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	M. W. Arps	
Press Wireless, Inc.	Joseph Pierson	D. K. DeNeuf, V. P.
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	Maj. Orla St. Clair

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
American Radio Relay League	George W. Bailey
Federal Communications Commission	William N. Krebs
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	Capt. Nelson Harton
War Department	Signal Corps

TALENT CASTING LIST

- **PATRICIA BELL**
(LEx. 2-1100)
- **SHIRLEY BLANC**
(LEx. 2-1100)
- **BURT BOYER**
(LEx. 2-1100)
- **PATSY CAMPBELL**
(LEx. 2-1100)
- **MARY CONWELL**
(Clr. 6-3082)
- **BARBARA FULLER**
(LAc. 4-1200)
- **DORIS (DORTHEA) GRUNDY**
(LEx. 2-11000)
- **AMZIE STRICKLAND**
(LEx. 2-1100)

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Talent Promotion

Personal Publicity

RKO Bldg., 1270 - 6th Ave., New York City

Cl. 6-3082

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

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Domestic Broadcasting Committee, Defense Communications Board	Neville Miller	
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

Organization	Representative	Alternate
Federal Communications Commission	Manfred K. Toppfen	
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	

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The American Radio League

Cable Committee

C. Mills, Chairman
Benedict P. Cottone, Secretary

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National Television System Committee
of the RMA Engineering Department

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Captain Donald S. Leonard, Chairman
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E. R. Shute, Chairman.
The Western Union Telegraph Co.

Wm. J. Norfleet, Secretary

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George W. Bailey,
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United States Government Facilities

Lt. Col. A. G. Simson, Chairman



Lt. George F. Putnam, U.S.M.C.R.

*now serving with the
American Armed Forces*



RADIO DAILY

IS HAPPY TO PRESENT

THE

"ALL AMERICAN

RADIO PROGRAM

O F 1 9 4 4"

PROGRAMS, artists and songs listed as winners on the following pages were chosen by 1,051 ballots as voted by the newspapermen and women of America. Each figure represents the exact number of votes received by the respective winners and the first five in each classification. All ballots have been checked by the Ross Federal Research Corp. which conducted the field work for Radio Daily and official certification was by a recognized firm of certified public accountants. Original signed ballots and worksheets used in tabulating votes are open to inspection by the industry.

Trade acceptance of the Certified Poll was unanimously received on January 9, 1945 when network, independent station and press association representatives attended a luncheon at the Waldorf Astoria Hotel, New York, examined the ballots, and learned the methods used in obtaining them.



Quiz Kids

FIVE YEARS FOR THE SAME SPONSOR

MILES LABORATORIES

makers of
Alka-Seltzer and One-A-Day Brand Vitamins
through
Wade Advertising Agency

Blue Network
Sunday Nights
7:30 P.M. (E.W.T.)



James Parks
Exclusive Radio Representative

Louis G. Cowan & Company
Creator and Owner

ALL-AMERICAN WINNERS IN RADIO DAILY'S 1944 CERTIFIED POLL

Commercial Program

INFORMATION PLEASE. Sponsored by H. J. Heinz Co.; Mondays, 9:30-10 p.m., EWT, on NBC network. Agency: Maxon, Inc.



Entertainer

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



Symphonic Conductor

ARTURO TOSCANINI. Sponsored by General Motors Corp.; Sundays 5-6 p.m. EWT, on NBC. The NBC-General Motors Symphony. Agency: Arthur Kudner, Inc.



Dance Band (Sweet)

GUY LOMBARDO. Sponsored by Larus & Brother Co., Inc.; Saturdays, 10-10:30 p.m., EWT, on Blue Network. Agency: Warwick & Legler, Inc.



(Dance Band (Swing)

HARRY JAMES. Sponsored by Liggett & Myers Tobacco Co., on CBS network for period in 1944. Agency: Newell-Emmett, Inc. (Currently on Danny Kaye program.)



Male Vocalist (Classical)

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



Male Vocalist (Popular)

BING CROSBY. Sponsored by Kraft Cheese Co.; Thursdays, 9-9:30 p.m., EWT, on NBC network. Agency: J. Walter Thompson Co.



Feminine Vocalist (Classical)

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



Feminine Vocalist (Popular)

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



Symphonic Program

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



Comedian

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



News Commentator

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



Dramatic Series

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



Dramatic Serial

ONE MAN'S FAMILY. Sponsored by Standard Brands, Inc.; Sundays 8:30-9 p.m., EWT, on NBC network. Agency: Kenyon & Eckhardt, Inc.



VOX POP

Parks Johnson and Warren Hull

(SINCE '32)

CBS Network Mondays for
BROMO SELTZER

Address: 8-3 Tuscan Court, Great Neck, N. Y.

ALL-AMERICAN WINNERS IN RADIO DAILY'S 1944 POLL

Sports Commentator

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

Children's Show

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

Educational Series

AMERICA'S TOWN MEETING. Sponsored by Reader's Digest Association, Inc.; Thursdays, 8:30-9:30 p.m., EWT, on Blue Network. Agency: Batten, Barton, Durstine & Osborn, Inc.

Quiz Show

INFORMATION PLEASE. Sponsored by H. J. Heinz Co.; Mondays, 9:30-10 p.m., EWT. Agency: Maxon, Inc.

Daytime Variety Show

BREAKFAST CLUB (DON McNEILL). Sponsored by Swift & Co. (Participating program). Mondays through Saturdays, 9-10 a.m., EWT, on Blue Network. Agency: J. Walter Thompson Co. for Swift.

Comedienne

JOAN DAVIS. Sponsored by Sea-test Inc. Thursdays, 9:30-10 p.m., EWT, on NBC network. Agency: McKee & Albright, Inc.

Radio Announcer

DON WILSON. Exclusive contract with Jack Benny-American Tobacco Co. program; Sundays, 7-7:30 p.m., EWT, on NBC. Agency: Ruthrauff & Ryan, Inc.

Woman Commentator

DOROTHY THOMPSON. Sponsored by Trimount Clothing Co.; Sundays, 8:15-8:30 p.m., EWT, on Blue Network, to Dec. 17, 1944. Agency: Emil Mogul Co., Inc.

Star Of Tomorrow (Male)

ALAN YOUNG. Sponsored by Bristol-Myers Co.; Tuesdays, 8:30-9 p.m., EWT, on Blue Network. Agency: Young & Rubicam, Inc.

Star Of Tomorrow (Female)

JO STAFFORD. Appeared as vocalist during 1944 on Johnny Mercer Song Shop for Liggett & Myers Tobacco Co. on NBC network.

Popular Singing Unit

FRED WARING GLEE CLUB. Sponsored by Owens-Illinois Glass Co.; Thursday, 10-10:30 p.m., EWT, on Blue Network. Agency: J. Walter Thompson Co.

Comedy Team

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

Song Of 1944

I'LL WALK ALONE. Published by Mayfair Music Corp. Music by Jule Styne; words by Sammy Cahn. Introduced in the motion picture "Follow the Boys."

Composition Of 1944

HOLIDAY FOR STRINGS. Published by Bregman, Vocco & Conn. Music by David Rose; lyric by Sammy Gallop.



ROY ROGERS

"King of the Cowboys"

Under Contract to
REPUBLIC PICTURES

Exclusive Management
ART RUSH, INC.

Results of Radio Daily's ★ 1944 Certified Poll ★

First five in each of 28 categories is listed below, each representing the exact number of votes taken off 1,051 ballots.

Favorite Commercial Program

Information Please	104
Fibber McGee & Molly	61
Bob Hope Show	55
Kraft Music Hall	47
Edgar Bergen	43

Favorite Symphonic Conductor

Arturo Toscanini	273
Serge Koussevitzky	99
Andre Kostelanetz	61
Leopold Stokowski	50
Artur Rodzinski	38

Favorite Sports Commentator

Bill Stern	265
Ted Husing	145
Red Barber	37
Harry Wismer	24
Stan Lomax	18

Favorite Dramatic Series

Lux Radio Theater	262
Mr. District Attorney	48
One Man's Family	21
Suspense	19
Cavalcade of America } (tie)	18
Inner Sanctum	

Favorite Woman Commentator

Dorothy Thompson	275
Kate Smith	27
Lisa Sergio	20
Mary Margaret McBride	10
Hedda Hopper }	
Adelaide Hawley } (tie)	10
Sheila Carter	

Favorite Daytime Variety Show

Breakfast Club	119
Breakfast at Sardi's	76
Club Matinee	13
Mirth and Madness	8
Glamor Manor	6

Star of Tomorrow (Male)

Alan Young	25
Andy Russell	19
Larry Stevens	16
Dick Haymes	15
Perry Como	14

Favorite Children's Show

Let's Pretend	90
Quiz Kids	63
The Lone Ranger	40
The Children's Hour	20
Superman	18

Favorite Educational Series

America's Town Meeting	97
Chicago Round Table	95
Information Please	46
American School of the Air	30
Cavalcade of America	29

Favorite News Commentator

Lowell Thomas	134
Raymond G. Swing	131
H. V. Kaltenborn	59
Gabriel Heatter	50
Walter Winchell } (tie)	47
Fulton Lewis, Jr.	

Favorite Musical Composition of 1944

Holiday For Strings	63
Shostakovich 8th Symphony	28
Oklahoma	19
Warsaw Concerto	18
Beethoven Festival }	
Black Brown & Beige } (tie)	3
Blue Topia	

Favorite Comedy Team

Fibber McGee & Molly	297
Burns & Allen	145
Abbott & Costello	82
Edgar Bergen-McCarthy	61
Garry Moore & Jimmy Durante	56

Favorite Comedienne

Joan Davis	223
Gracie Allen	156
Fanny Brice	93
Gracie Fields	71
Molly McGee (Marion Jordan)	47

Favorite Song Hit of 1944

I'll Walk Alone	119
I'll Be Seeing You	71
Swinging on a Star	51
Trolley Song	42
Long Ago and Far Away	18

Results of Radio Daily's ★ 1944 Certified Poll ★

Favorite Male Vocalist (Popular)

Bing Crosby	648
Frank Sinatra	49
Frank Munn	24
Kenny Baker	18
Nelson Eddy	13

Favorite Popular Singing Unit

Fred Waring Glee Club	96
Ink Spots	92
Hour Charm Choir	54
Andrews Sisters	52
The King's Men	37

Favorite Dance Band (Sweet)

Guy Lombardo	288
Sammy Kaye	56
Fred Waring	55
Tommy Dorsey	43
Wayne King	31

Favorite Radio Announcer

Don Wilson	111
Milton Cross	98
Bill Goodwin	}
Harry Von Zell (tie)	
Ben Grauer	54

Favorite Entertainer

Bob Hope	268
Bing Crosby	95
Jack Benny	94
Edgar Bergen	93
Fred Allen	61

Favorite Dramatic Serial

One Man's Family	76
The Aldrich Family	28
I Love a Mystery	23
Those We Love	18
Mr. District Attorney	}
Life Can Be Beautiful (tie)	

Favorite Dance Band (Swing)

Harry James	135
Tommy Dorsey	86
Benny Goodman	51
Kay Kyser	48
Duke Ellington	40

Favorite Quiz Show

Information Please	440
Take It or Leave It	152
The Quiz Kids	104
Dr. I. Q.	68
Truth or Consequences	30

Favorite Male Vocalist (Classical)

John Charles Thomas	225
Richard Crooks	119
Nelson Eddy	108
James Melton	98
Lauritz Melchior	49

Favorite Comedian

Bob Hope	385
Jack Benny	125
Fred Allen	118
Edgar Bergen	62
Ed Gardner	52

Favorite Feminine Vocalist (Classical)

Lily Pons	217
Gladys Swarthout	120
Marian Anderson	93
Jessica Dragonette	43
Jeannette MacDonald	31

Favorite Symphonic Program

New York Philharmonic Symphony	320
NBC Symphony of the Air	150
Boston Symphony	123
Philadelphia Orchestra	28
Coca-Cola Show (Kostelanets)	23

Favorite Feminine Vocalist (Popular)

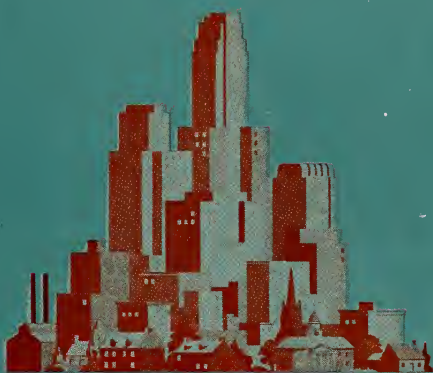
Dinah Shore	256
Kate Smith	76
Ginny Simms	61
Frances Langford	47
Hildegard	38

Stars of Tomorrow (Female)

Jo Stafford	10
Gloria Scott	8
Joan Brooks	}
Patrice Munsel (tie)	
Georgia Gibbs	}
Joan Davis (tie)	



Nighttime listening in **1077 cities**



THE FIRST OF A SERIES OF REPORTS from NBC's 1944 Nation-wide Survey of Listening Habits is just completed. It contains details as to how the people in 1077 cities . . . all the U. S. cities of 10,000 population and over . . . responded when they were asked "To which station do you listen MOST . . . at night, after 6:00 P.M."

These pages give you the highlights. For complete information, write for the NBC book—"1077 Cities . . . and How They Listen at Night."

In 1077 cities

being all those in the United States having populations
of 10,000 or more—and accounting for
16,000,000 radio families, or 56% of the nation's total

NBC leads the next network

in "Listened to Most" at night

by 128%



57% of the Radio Families "Listen Most" to **NBC**



25% of the Radio Families "Listen Most" to Network B



6% of the Radio Families "Listen Most" to Network C



9% of the Radio Families "Listen Most" to Network D

...summing up by cities

NBC leads by nearly 6 to 1



In 860 cities **NBC** leads all other Networks (total radio families 14,576,813)



In 154 cities **Network B** leads all other Networks (total radio families 1,254,996)



In 32 cities **Network C** leads all other Networks (total radio families 149,949)



In 14 cities **Network D** leads all other Networks (total radio families 50,158)

National Broadcasting Company

America's No. 1 Network



HOW RADIO FIGHTS FOR VICTORY

By John Salt

North American Director of the BBC

THE end of 1944 seems an excellent time to review the accomplishments of the BBC's European Service, which is the special radio service created at the time of the Munich crisis. As *Radio Daily's Annual for 1945*, goes to press, many of the countries occupied by the Nazis have been liberated. Amazing stories of the tremendous importance of BBC's European Service may now be revealed. Innumerable sacrifices were required on the part of the hundreds of radio technicians, producers, newsmen and broadcasters to keep the European Service going from England which has been at the front lines of the war.

We do not consider that this story belongs to the BBC alone. It is something in which all freedom loving people throughout the world may take pride.

Maximum Resources

It is true that it was the BBC that organized its maximum resources and energies to the task of keeping alive the will to resist and hope for liberation in the countries overrun by the Nazis,—But this is as it should be. If the war against the enemy were being fought near the United States it would have been the great American radio organizations that would have rolled up their sleeves and said: "This job comes first" as we did at Broadcasting House in 1939.

Fan mail is usually considered by American broadcasters to be a good gauge of listening habits. What then would you think of a program pulling more than 4,000 letters a month! And what would you think if your letter writers were risking jail and possible death by listening to your programs of writing letters!

From France alone the BBC's European Service has received an average of 4,000 letters monthly. But these, and thousands of other letters from Belgium, Holland, Czechoslovakia, Poland and even from within Germany, have been more than letters of appreciation. They have been a barometer by which to ascertain who is listening. From these letters have come invaluable information as to potential strength of the Patriot forces in the various countries.

BBC's European Service first began with about a half an hour a day in French, German and Italian, sandwiched into the Home Service. At the outbreak of the war six more languages were added. By April of 1944 the BBC was broadcasting 50 hours daily in 24 languages to millions who were listening secretly at the risk of death.

It was a few weeks before D-Day that ABSIE began to operate. This has resulted in the closest collaboration between the BBC and the OWI in technical and other fields.

In preparation for D-Day the first instructions to the people of Europe came from BBC's European Service and ABSIE.

It was in 1944 that Jacques Duchesne returned to his beloved France. He had escaped from occupied France to start with his patriots the program "Les Francais Parlent Au Francais," over the BBC. When he stepped onto French soil he was greeted as a hero. All Frenchmen knew his voice,—It was the voice of Freedom. Said Duchesne to his countrymen, "Above all, we thank the BBC because they knew not only how to respect our freedom but also how to organize it."

The "V" Campaign

All Americans know of the power of the "V" campaign. But not all know of the origin of this momentous drive that united millions throughout the world into one mighty voice shouting "V For Victory." It was in BBC's European Service that Victor Delavelaye, Belgium's Minister of Education, conceived the "V" program. Recently Delavelaye said to his compatriots, "You are free and have no more need of the voice that reached from the BBC in London and which gave you the reasons for hope."

And in December Jean Guignebert, Director General of Radio Diffusion Francaise visited London where he said, "The whole of France was dependent on transmission from the BBC. The enormous majority got from them faith, hope and the certainty of victory. The salvation of an entire people is the most sensational of exploits to radio's credit."

A Study in Figures...

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

972* commercial licensees in the United States and Canada . . . embracing all the major networks and the important FM and Shortwave broadcasters

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

700,000 titles are listed as available for use in the latest BMI catalogue . . . music which ranges from the venerable classics to the newest in boogie-woogie

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

*As of February 1, 1945.

BROADCAST MUSIC, INC.

Los Angeles

New York

Chicago

... *As* **BMI** *Blankets*
the Industry with
Blanket Licenses

EXTRA SERVICES extended to BMI-affiliated stations . . .

COPYRIGHT RESEARCH SERVICE—up-to-the-minute information on music clearances, a complete basic catalogue, and regular supplements of BMI-licensed music

BMI FIELD-MEN—trained to aid the station manager, they visit member stations regularly

CONTINUITY SCRIPTS—that build salable programs

DISC DATA—valuable source of available records by outstanding performers and kept up to date always

BMI MUSIC MEMO—weekly informational bulletin for users of phonograph records and transcriptions

PHONOGRAPH RECORDS—of current releases provided to member stations when available

MUSIC DISTRIBUTION—music of every type published by BMI and affiliated publishers is mailed to stations periodically

BMI PIN-UP SHEET—a monthly guide to the leading current popular tunes

NEWSLETTER—issued monthly to keep radio men abreast of musical events

PROGRAM SUGGESTIONS—of timely music for seasonal occasions

SPECIAL PROMOTIONS—unusual and appropriate events often in the form of transcribed programs

(*Advertising agencies and transcription companies which check their spot campaigns against our list of licensees find their clearance problems eliminated by the use of BMI Music on BMI Stations.*)

BROADCAST MUSIC, INC.

Los Angeles

New York

Chicago

IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

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WABC.....	Wickensham	2-2000
WBBR.....	Main	4-9735
WBNX.....	Morse	4-0333
WBSN.....	Murray Hill	2-7760
WCAU (N. Y. Office).....	Wickersham	2-2000
WCAF.....	Circle	7-8300
WEVD.....	Bryant	9-2360
WGN (N. Y. Office).....	Murray Hill	2-3043
WHN.....	Bryant	9-7800
WHOM.....	Plaza	3-4204
WIBX (N. Y. Office).....	Murray Hill	2-8228
WINS.....	Bryant	9-6000
WJZ.....	Circle	7-5700
WLIB.....	Ingersoll	2-1300
WLW.....	Circle	6-1750
WMCA.....	Circle	6-2200
WNB (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).....	Pennsylvania	6-2945
WQXR.....	Circle	5-5566
WRUL (N. Y. Office).....	Plaza	8-1085
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

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John Blair & Co.....	Murray Hill	9-6084
Blue Network Co.....	Circle	7-5700
The Branham Co.....	Murray Hill	6-1860
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Turn-Smith Co.....	Murray Hill	2-3124
Capper Publications, Inc.....	MOhawk	4-3280
The Foreman Co.....	ELdorado	5-0174
Forjoe & Co.....	Vanderbilt	6-5080
Free & Peters, Inc.....	Plaza	5-4130
Headley-Reed Co.....	Murray Hill	3-5469
George P. Hollingberry Co.....	Murray Hill	3-9447
The Katz Agency.....	Wisconsin	7-8620
Joseph Hershey McGillvra.....	Murray Hill	2-8755
J. P. McKinney.....	Circle	7-1178
National Broadcasting Co.....	Circle	7-8300
John H. Perry Associates.....	Murray Hill	4-1647
Edward Petry & Co.....	Murray Hill	2-4400
Pan American Broadcasting Co.....	Murray Hill	2-0810
John E. Pearson.....	Plaza	8-2255
Juan Piza.....	ELdorado	5-6788
Radio Advertising Corp.....	Murray Hill	2-2170
Radio Sales.....	Wickersham	2-2000
William G. Rambeau Co.....	Lexington	2-1820
Paul H. Raymer Co.....	Murray Hill	2-8689
R H C Cadena Azul.....	Wisconsin	7-1166
Sears & Ayer.....	Lexington	2-0772
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Viola, J. Franklyn.....	CHickering	4-3254
The Walker Co.....	Murray Hill	2-7986
Weed & Co.....	Vanderbilt	6-4542
Howard A. Wilson Co.....	Murray Hill	6-1230
Wood, Helen.....	Murray Hill	2-8228

Advertising Agencies

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Badger & Browning & Hersey.....	Circle	7-3719
Ted Bates, Inc.....	Circle	6-9700

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Benton & Bowles, Inc.....	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.....	Lexington	2-7550
The Biow Co., Inc.....	Circle	6-9300
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
Calkins & Holden.....	Wickersham	2-6900
Cecil & Presbrey, Inc.....	Wickersham	2-8200
Compton Advertising Inc.....	Circle	6-2800
Dancer-Fitzgerald-Sample.....	Wickersham	2-4200
D'Arcy Advertising Co.....	Plaza	8-2600
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Sherman K. Ellis & Co.....	Plaza	5-7711
Erwin, Wasey & Co.....	MOhawk	4-8700
William Esty & Co.....	CAledonia	5-1900
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Ivey & Ellington, Inc.....	Murray Hill	2-5204
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
Abbot Kimball Co., Inc.....	Plaza	3-9600
Knox Reeves Advertising, Inc.....	Murray Hill	4-3982
Arthur Kudner, Inc.....	Circle	6-3200
Lennen & Mitchell, Inc.....	Murray Hill	2-9170
Marschalk & Pratt, Inc.....	Vanderbilt	6-2022
J. M. Mathes, Inc.....	Lexington	2-7450
Maxon, Inc.....	ELdorado	5-2930
McCann-Erickson, Inc.....	Circle	5-7000
McKee & Albright.....	Columbus	5-2058
Emil Mogul Co., Inc.....	Columbus	5-2482
C. L. Miller Co.....	Murray Hill	2-1010
Morse International, Inc.....	Lexington	2-6727
Newell-Emmett Co., Inc.....	ASHland	4-4900
Hixon O'Donnell Adv. Agency.....	Circle	5-6590
Paris & Peart.....	CAledonia	5-9840
Peck Advertising Agency.....	Plaza	3-0900
Pedlar & Ryan & Lusk, Inc.....	Plaza	5-1500
Arthur Rosenberg Co.....	CHickering	4-4420
Ruthrauff & Ryan, Inc.....	Murray Hill	6-6400
Redfield-Johnstone, Inc.....	Plaza	3-6120
Sherman & Marquette, Inc.....	Circle	6-1550
Raymond Spector Co., Inc.....	ELdorado	5-1270
Kayton Spiero Co., Inc.....	Longacre	5-5090
Street & Finney.....	Bryant	9-2400
J. D. Tarcher Co.....	Circle	6-2626
Weiss & Geller, Inc.....	Plaza	3-4070
J. Walter Thompson Co.....	MOhawk	4-7700
Warwick & Legler.....	Murray Hill	6-8585
Ward Wheelock Co.....	Plaza	3-7120
Wm. H. Weintraub & Co.....	Circle	7-4282
Young & Rubicam, Inc.....	ASHland	4-8400

Publications

Advertising Age.....	Bryant	9-6431
Advertising & Selling.....	CAledonia	5-9770

The Billboard	Medallion	3-1615
Broadcasting	Plaza	5-8355
Metronome	Circle	7-4500
Printers' Ink	Murray Hill	3-6500
Radio Advertising (Rates and Data)	Lexington	2-6611
Radio Craft	Rector	2-9690
RADIO DAILY	Wisconsin	7-6336

Radio Retailing—Today	Plaza	3-1340
Radio & Television Weekly	Walker	5-2576
Sales Management	MOhawk	4-1760
Standard Advertising Register	Medallion	3-5850
Televisor, The	Longacre	5-1683
Television	Watkins	9-7510
Tide	Ashland	4-3390
Tune-In	Circle	5-8425
Variety	BRyant	9-8153

News Agencies and Associations

Associated Press	Circle	6-4111
International News Service	Murray Hill	2-0131
Press Association, Inc.	Circle	7-7363
Radio News Association	Murray Hill	2-8198
Reuters	Circle	6-3960
Transradio Press Service, Inc.	Murray Hill	2-4185
United Press	Murray Hill	2-0400

Talent Agencies

James Appell	Plaza	3-7840
Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Concerts Corp.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper	Vanderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Evans & Salter	Circle	7-6900
Fanchon & Marco	Chickering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Moe Gale	Longacre	3-0350
General Amusement Corp.	Circle	7-7543
William Gernannt	Vanderbilt	6-1750
Spencer Hare	Murray Hill	2-0523
Hesse & McCaffrey	ELorado	5-1076
Estella Karn	Vanderbilt	6-3860
Bob Kerr	Columbus	5-8051
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	Circle	7-4064
Mills Artists, Inc.	Circle	6-1566
William Morris Agency, Inc.	Circle	7-2160
Music Corporation of America	Wickersham	2-8900
National Concert & Artists Corp.	Plaza	3-0820
James Peppe	Plaza	3-2636
Myron Selznick Co. of N. Y.	Circle	7-6200
Stix, Thos. L.	Circle	7-2690
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4951
Stan Zucker	Plaza	3-0163

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.	BRyant	9-1176
Advertisers Recording Service	Circle	6-0141
Air Features, Inc.	Wickersham	2-2700
American Institute of Food Products	Plaza	3-7146
Arts Recording Studios & Recording Co.	Plaza	8-0407
Asch Recording Studios	BRyant	9-3137
Associated Music Publishers, Inc.	BRyant	9-0345
Associated Radio & Television Prods.	Longacre	5-3710
Audio-Scriptions, Inc.	Circle	7-7690
Basch Radio Productions	Murray Hill	2-8877
Broadcasting Program Service	BRyant	9-4324
Ted Collins	Circle	7-0094
Columbia Recording Corp.	Circle	5-7300
Decca Records, Inc.	Columbus	5-2300
Federal Transcribed Programs, Inc.	CAledonia	5-7530
Allen A. Funt Radio Productions	Murray Hill	4-6148
Wm. Gernannt	Vanderbilt	6-1750
H. S. Goodman	Wickersham	2-3338
Kent-Johnson, Inc.	Plaza	3-7246
Kermit-Raymond Corp.	ELorado	5-5511
Lang-Worth Feature Programs	Circle	6-7410
Phillips H. Lord, Inc.	Wickersham	2-2211
Management Corp. of America	Wickersham	2-8900

Charles Michelson	Murray Hill	2-3376
Miller Broadcasting System, Inc.	Circle	6-0141
C. D. Morris Associates	Plaza	3-4144
Muzak Transcriptions, Inc.	BRyant	9-1246
NBC Radio-Recording Division	Circle	7-5700
	Tr7	8-916

Lilian Okun, Inc.	TRafalgar	7-8196
Donald Peterson	Wisconsin	7-0069
Radio Events, Inc.	Murray Hill	6-3487
RCA Manufacturing Co.	Ashland	4-7605
Reeves Sound Studios	Circle	6-6686
Rockhill Radio Productions	ELorado	5-1860
Bernard L. Schubert, Inc.	Plaza	3-4670
Henry Souvaine, Inc.	Circle	7-5666
Standard Radio	BRyant	9-4324
Transamerican Broadcasting & Television Corp.	Plaza	5-9800
Transcribed Radio Shows, Inc.	Longacre	5-3440
Tyro Productions	Columbus	5-3737
Thomas Valentino	Circle	6-4675
Victor Recording Laboratory	Murray Hill	4-6200
Roger White	Murray Hill	2-0295
Wolf Associates	Plaza	5-7620
World Broadcasting System	Wickersham	2-2100
F. W. Ziv, Inc.	Plaza	3-9612

Organizations, Unions and Government Agencies

Actors' Equity	BRyant	9-3550
Advertising Club	CAledonia	5-1810
Advertising Federation of America	BRyant	9-0430
AAAA	Lexington	2-7980
American Communications Assn.	CORland	7-3947
American Federation of Musicians	Plaza	8-0600
American Federation of Radio Artists	Vanderbilt	6-1810
Army U. S., Information Service	WORTH	2-1882
ASCAP	Columbus	5-7464
American Television Society	CAledonia	5-7430
ANA	Murray Hill	5-9167
Broadcast Music, Inc.	Pennsylvania	6-5466
Coordinator of Inter-American Affairs	Plaza	5-3939
Federal Communications Comm.	CAnal	6-4000
Federal Trade Commission	Whitehall	3-8000
Institute of Radio Engineers	Medallion	3-5661
Music Publishers' Protective Association	Circle	6-3084
NAB—New York City	Murray Hill	2-1963
NAPA	Circle	7-8194
National Labor Relations Board	HAnover	2-4174
National War Labor Board	Murray Hill	2-5820
OWI Domestic Radio Bureau	Murray Hill	3-6800
OWI Overseas	Circle	6-4400
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers Guild	Murray Hill	5-6930
SESAC	Murray Hill	3-5365
Song Writers' Protective Association	Columbus	5-3758
Television Broadcasters Ass'n, Inc.	LACKawanna	4-4788
U. S. Navy, Radio Section	BRyant	9-1710
War Manpower Comm.	Chickering	4-8800
Women's National Radio Committee	Circle	7-4108
Writers' War Board	Murray Hill	3-6800

Hotels

Algonquin	Murray Hill	2-0100
Ambassador	Wickersham	2-1000
Astor	Circle	6-6000
Biltmore	Murray Hill	9-7920
Commodore	Murray Hill	6-6000
Edison	Circle	6-5000
Lincoln	Circle	6-4500
Lombardy	Plaza	3-8600
New Yorker	Medallion	3-1000
New Weston	Plaza	3-4800
Park Central	Circle	7-8000
Pennsylvania	Pennsylvania	6-5000
Plaza	Plaza	3-1740
Ritz Carlton	Plaza	3-4600
Ritz Tower	Wickersham	2-5000
Roosevelt	Murray Hill	6-9200
St. Moritz	Wickersham	2-5800
St. Regis	Plaza	3-4500
Savoy Plaza	Volunteer	5-2600
Sherry Netherland	Volunteer	5-2800
Vanderbilt	Ashland	4-4000
Waldorf-Astoria	ELorado	5-3000
Warwick	Circle	7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	FAirfax	2121
KFAC	Fltzroy	1231
KFI	FAirfax	2121
KFOX	MUtual	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	HOLLYWOOD	8111
KIEV	HOLLYWOOD	5341
KMPC	CHapman	5-2388
KMTR	Hillside	1161
KNX	HOLLYWOOD	1212
KPAS (Pasadena)	RYan	1-6991
KRKD	TUcker	7111
KWKW (Pasadena)	RYan	1-6744
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
Inter-California Broadcasting System	MUtual	2759
Keystone Broadcasting System	HOLLYWOOD	5338
L. A. Broadcasting Co.	Fltzroy	1231
Mutual Broadcasting System	HOLLYWOOD	8111
National Broadcasting Co.	HOLLYWOOD	6161

Station Representatives

Associated Recorded Program Service	HOLLYWOOD	8318
Walter Biddick Co.	Richmond	6184
John Blair & Co.	PRospect	3584
Howard C. Brown & Co.	HOLLYWOOD	6045
Free & Peters.	GRanite	3615
W. S. Grant Co.	VAn Dyke	6341
Homer Griffith Co.	GRanite	6113
Katz Agency, Inc.	TUcker	3219
Joseph Hershey McGillvra	Michigan	0921
Edw. Petry & Co.	Michigan	8729
Ralph L. Power.	MAdison	5617
Radio Advertising Corp.	VAn Dyke	1901
Radio Sales	HOLLYWOOD	1212
Wm. Ramebeau & Co.	GRanite	3636
Paul H. Raymer Co.	VAn Dyke	1901
Spot Sales, Inc.	HOLLYWOOD	8318
Howard H. Wilson Co.	GRanite	6113

Advertising Agencies

Alber R. H. Company	PRospect	3331
Allied Advertising Agencies, Inc.	DRexel	7331
E. Emmett Atkinson (Pasadena)	RYan	1-6586
N. W. Ayer & Son, Inc.	HOLLYWOOD	5131
Batten, Barton, Durstine & Osborn	HOLLYWOOD	7337
Benton & Bowles Inc.	Hillside	9151
The Bow Co.	HEmpstead	2377
Dancer-Fitzgerald-Sample	HEmpstead	0716
Botsford, Constantine & Gardner.	Michigan	1427
Brisacher, Van Norden & Staff.	PRospect	9368
Buchanan & Company, Inc.	MUtual	6316
Bert Butterworth, Agency.	HOLLYWOOD	7263
Campbell-Ewald	Richmond	6204
The Caples Co.	MUtual	4143
Coast Advertising Associates	BRadshaw	2-4167
Compton Agency	HOLLYWOOD	8301
Erwin, Wasey & Company	PRospect	5317
Footo, Cone & Belding	Michigan	7651
Footo, Cone & Belding (Hollywood)	HOLLYWOOD	6265
Garfield & Guild	TRinity	3832
Glasser-Gailey & Co.	Fltzroy	2141
Hillman-Shane-Breyer, Inc.	VAn Dyke	5111

Hixson-O'Donnell Advertising	MUtual	8331
Jaffe & Jaffe	Fltzroy	3104
W. C. Jeffries Co.	WAlnut	8824
Lockwood-Shackelford	TRinity	9801
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	Hillside	8268
McCarthy Co.	PRospect	9132
McKee & Albright, Inc.	HOLLYWOOD	8363
Miner, Dan B.	Richmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Pacific Coast Advertising	Richmond	6333
Radio Program Agency	BRadshaw	2-3530
Radio Sales	HOLLYWOOD	1212
Elwood J. Robinson Adv. Agy.	MUtual	1142
Ruthrauff & Ryan Inc.	Hillside	7592
Schultz Advertising Service	Michigan	2396
Russel M. Seeds Co.	GRanite	4185
Smith & Bull	HEmpstead	5671
Barton A. Stebbins Advertising Agency	TRinity	8821
Sudler Culbreth Co.	TRinity	0709
Thompson, J. Walter Co.	Hillside	7241
R. W. Webster	TRinity	2153
Ward Wheelock Co.	Hillside	0191
Warwick-Legler	HEmpstead	8163
Weinberg, Milton, Advertising Co.	TUcker	4111
William H. Weintraub & Co.	GRanite	1631
Young & Rubicam, Inc.	HOLLYWOOD	2734

Program Producers and Transcription and Recording Companies

Abbott & Costello Radio Program	BRadshaw	2-3205
Adver-Disk Co.	HEmpstead	6879
Air-Check Co.	Gladstone	2189
All Star Radio Prods.	GRanite	4975
Russel M. Seeds Co.	HOLLYWOOD	5107
American Junior G-Man Club, Captain Jack's	GRanite	9436
Associated Recorders	HOLLYWOOD	0781
Associated Studios Broadcast & Recording	Hillside	0191
Audio Pictures	BRadshaw	2-1445
Walter Biddick Co.	Richmond	6184
Blue Network	Hillside	8231
Cinesound	Gladstone	9158
Columbia Recording Corp.	GRanite	4134
Columbia Pacific Network	HOLLYWOOD	1212
Continental Radio Productions	HEmpstead	8171
Cruger Radio Productions	HEmpstead	8254
Patrick Michael Cuning	Hillside	5915
Decca Recording Division	HOLLYWOOD	5191
Eccles Disc Recordings	Hillside	8351
Electro Recording	CHapman	5-3283
Electro-Vox Recording Studios	Gladstone	2189
Elliott Fisher	Gladstone	6239
Edw. Forman	HEmpstead	7648
Marlin A. Gosch	BRadshaw	2-3205
Charlotte Greenwood Show	HEmpstead	6232
Hispano Broadcasting Co.	Michigan	4433
Hollywood Music Recording Studios	HEmpstead	5407
Hollywood Recorders	Gladstone	1707
International Artists, Inc.	HOLLYWOOD	9718
International Recording Studio	HOLLYWOOD	7391
Johnson-Ayres	HEmpstead	8171
Sam Kerner, Inc.	HEmpstead	1813
Keystone Broadcasting System, Inc.	HOLLYWOOD	5338
Kennel Long	Hillside	0191
C. P. MacGregor	Fltzroy	4191
Haven MacQuarrie	CRestview	6-7162
Mitchel & West	GRanite	7270

Mutual Recording	Mutual	6872
Raymond R. Morgan Co.	Hempstead	4194
Music City Glenn Wallichs	Hollywood	8211
NBC Radio-Recording Division	Hollywood	6161
Jack Parker	GRanite	7584
Ralph L. Power	MADison	5617
B. D. Prager	GLadstone	5013
Radio Features	Hempstead	0723
Radio News Reel	Hollywood	9230
Radio Producers of Hollywood	Hollywood	6506
Radio Recorders, Inc.	Hollywood	3917
James L. Saphier	Hollywood	7211
Radio Transcriptions Co. of America	Hollywood	6928
RCA Manufacturing Co.	Hillside	5171
Rec-Art Studios	PROspect	9232
Sound Workshop	BRadshaw 2-1233	
Stage No. 8	Hillside	5915
Standard Radio, Inc.	Hillside	0188
Telefilm, Inc.	GLadstone	5748
Voice of Prophecy, Inc.	CHapman 5-2349	
World Broadcasting System	Hollywood	6321

Radio Artists Agencies

American Federation of Radio Artists	Hillside	5121
Berg-Allenberg	CRestview 6-3131	
Myrt Blum Associates	CRestview 6-7071	
Consolidated Radio Service	GLadstone	1929
Everett N. Crosby, Ltd.	CRestview 1-9185	
Ken Dolan & Co.	CRestview 1-9185	
Margaret Ettinger	Hillside	2141
Feldman-Blum	CRestview 1-5222	
Tom Fizzdale, Inc.	Hollywood	7363
Earle Ferris Associates	Hollywood	7111
George Frank, Inc.	Hillside	3188
General Amusement Corp.	CRestview 1-8101	
Nat Goldstone	CRestview 6-1071	
George Gruskin	CRestview 1-6161	
Mitchell Hamilburg	BRighton 0-4546	
Hayward-Deverich, Inc.	CRestview 1-5151	
M. C. Levee	GLadstone	3115
A. & S. Lyons, Inc.	CRestview 1-6131	
Morris Agency, William	CRestview 1-6161	
MCA Artists, Ltd.	CRestview 6-2001	
National Concert & Artists Corp.	CRestview 1-7121	
Orsatly 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	Tucker	2471
Pan American Airways	Michigan	2121
TWA	Michigan	8881
United Air Lines	MADison	1212
Western Air Lines	Tucker	1551

Sport Arenas

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

Railway Terminals

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

Hotels

Ambassador Hotel	DRexel	7011
Beverly Hills Hotel	CRestview 1-8131	
Beverly-Wilshire Hotel	CRestview 6-7111	
Billmore Hotel	Michigan	1011
Christie Hotel	Hollywood	2241
Garden of Allah Hotel	Hollywood	3581
Hollywood Hotel	HEmpstead	4181
Hollywood Knickerbocker	GLadstone	3171
Hollywood Plaza Hotel	GLadstone	1131
Ravenwood 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	EXecutive	6400
War Department	REpublic	6700
Justice Department	REpublic	8200
Post Office Department	District	5360
Navy Department	REpublic	7400
Interior Department (Office of Education)	REpublic	1820
Agriculture Department	REpublic	4142
Commerce Department	District	2200
Labor Department	EXecutive	2420
Federal Trade Commission	EXecutive	6800
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
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	EXecutive	6400
Foreign Economic Administration	EXecutive	7030
Securities & Exchange Commission	District	3633
National Labor Relations Board	NATIONAL	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	EXecutive	6500
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
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, (J. E. Fetzer)	EXecutive	3800
Office of Emergency Management	REpublic	7500
Office of Civilian Defense	REpublic	7500
Office of Price Administration	REpublic	7500
Office of War Information	REpublic	7500

Non-Governmental

American Red Cross	REpublic	8300
Clear Channel Group	REpublic	3306
FM Broadcasters, Inc.	NATIONAL	1199
National Association of Broadcasters	NATIONAL	2080
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NATIONAL	3120

RADIO DAILY	ORdway	9221
Radio Manufacturers' Association	NATIONAL	4901

Radio Stations

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

Hotels

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

News Services

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

Railway Terminals

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

A. & S. LYONS INC.

Managers of Distinguished Artists



15 YEARS

OF

RADIO LEADERSHIP



New York

HARRY G. OMMERLE
IRENE ETKIN
HARRIET RHODAY



New York
515 Madison Ave.



Beverly Hills

FRANK HEALEY
WYNN ROCAMORA
MARGARET KENT

Beverly Hills
356 No. Camden Drive

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0660
WBMM	WHItellah	6000
WCAU (Chicago office)	SUPerior	5072
WCBD	SEELY	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	CRAwford	4100
WENR	DELaware	1900
WGES	SEELY	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHIP	DEARborn	8600
WIND (Chicago office)	STATE	4176
WJJD	STATE	5466
WLS	MONroe	9700
WLW (Chicago office)	STATE	0366
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPerior	5072
WOR (Chicago office)	SUPerior	5110
WSBC	SEELY	8066
WS1C	STATE	1357

National Networks

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

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4437
Capper Publications	CENtral	5977
Cox & Tanz.	FRAnklin	2095
The Foreman Co.	FRAnklin	2359
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	STATE	2898
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Hershey McGillvra	SUPerior	3444
J. P. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates	HARRison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHItellah	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.	FRAnklin	8520
The Walker Co.	STATE	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9200
Dancer-Fitzgerald-Sample	STATE	3800

Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEARborn	4800
Foote, Cone & Belding	SUPerior	8910
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9052
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATE	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STATE	6610
Needham, Louis, & Brorby	STATE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cunyngham	HARRison	8490
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott	DEARborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATE	7369
Weston-Barnett	WHItellah	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHItellah	6000
Decca Records, Inc.	DELaware	8800
Estelle Lutz Artists' Bureau	HARRison	3433
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.	WHItellah	4600
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STATE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Associations

Associated Press	STATE	7700
International News Service	ANDover	1234

RADIO DAILY	OAKland	4545
Press Association, Inc.	STATE	4581
Transradio Press Service	STATE	7904
United Press	RANdolph	3666

Organizations and Unions

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



It's Nice to Be With You Gracie

Fred Brady



Gracie Fields

This label identifies the organization best equipped to deliver — complete with writing, performing and production talent — everything from a 15-second spot to a full hour recorded show. It guarantees the same “know-how” in transcriptions that the William Morris Agency has brought to its live talent programs.



Televised Spots Next!

WHY TRANSCRIPTIONS MAKE GOOD

By Willis B. Parsons

Asst. Sales Mgr., NBC Radio-Recording Division, New York

LOOKING at transcriptions from the right point of view, there is no difference between a recorded program and a "live" show except that the transcribed program is "stored" on a disc until it is ready to be used. Both recorded and live shows start with the same elements—script, actors, music, production. The live show is broadcast immediately over a single station or simultaneously on a network of stations—the recorded show gets "in the groove" and comes out one week, a month or a year later over stations in varying time periods depending on local availabilities.

When you can't be personally at the stations you've selected for your spot schedule, directing the talent you want in the production you've chosen—but still insist on having a program that's "network calibre" in script, talent and production—then you're the best prospective customer for transcriptions.

Advertiser's Viewpoint

From the standpoint of the advertiser whose distribution or marketing problems says "Use spot radio," recordings have distinct advantages. They permit flexibility of programming—and in these days of limited time availabilities, that is particularly important: a recorded show can be spotted at the best available time, perhaps at different times in different markets. Transcriptions give you production control of local broadcasts, whether a spot announcement or a variety program, permit you to select the best actors, singers or musicians the big talent centers have to offer and produce the program the way you want it to go on the air. You have an advantage in producing the show, too—your actor makes a fluff, you can do it over; if your singer hits a sour note, you make another cut—you can correct the mistakes that, in a live program would have gone on the air and could never be recalled. In every market, you have the same talent, the same excellent production, the same effect that you want produced down to the pronunciation of every syllable.

The advertiser with a healthy budget can go as far as he wants in building a transcribed show tailor-made to his own specifications. But what about the local or regional advertiser who must

make every radio advertising dollar do double duty? He's up against tough competition from the big network shows and the elaborate programs produced locally by many of the larger stations. The syndicated recorded program is the answer to his budget problem. Produced in talent centers such as New York, Chicago and Hollywood, these transcribed shows are frequently written by the same authors, cast with the same talent, produced by the same directors who are responsible for many of the networks' leading programs—yet, because their cost is shared by a number of advertisers, they are well within the means of limited budget advertisers.

Syndicated Programs

The syndicated recorded program is complete, ready to go on the air, needing only the advertiser's sales message to be read by the local announcer. And if the advertiser wants to carry uniformity of presentation to the nth degree, he can have his commercials recorded as well.

In the local radio picture, you should not overlook the recorded musical library service, for here is a wealth of fine musical material recorded by dance bands, popular concert orchestras, symphony orchestras, outstanding instrumentalists, vocal soloists, choruses and specialty groups that can be presented in musical shows of every type.

From the radio station's viewpoint, transcriptions are almost indispensable in these days of war-limited staffs. The advertiser's recorded shows simplify programming operations. The syndicated program gives the network affiliate a quality of production for local sponsored presentation that is comparable to the shows on its network feeds, helping the station to retain its audience.

There was a time, not so many years ago, when the designation required by the FCC, "The following program is transcribed," was enough to start an epidemic of dial switching. Today, the listener might never be able to tell the difference between a "live" and a recorded show except for this announcement, so great have been the improvements in production and recording technique. And that's the final answer to the question: "Why transcriptions?"

ncac

SELLS

High-rating radio package shows
and individual talent for radio
from every field of entertainment.

ncac

COVERS

The entire entertainment world with
headline attractions...unique
features...outstanding artists.

ncac

REPRESENTS

More than 300 stars of Radio,
Concert, Theatre, Opera, Motion
Pictures, and the Lecture Platform.

National Concert and Artists Corporation

NEW YORK

CHICAGO

SAN FRANCISCO

HOLLYWOOD

CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

AS OF FEBRUARY FIRST, 1945

THIS is the third revision of the Code of Wartime Practices for American Broadcasters.

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.

Caution is advised against reporting,

under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

It is requested that news in any of the following classifications be kept off the air unless made available for broadcast by appropriate authority or specifically cleared by the Office of Censorship.

(a) WEATHER. — Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in EMERGENCY warnings released specifically for broadcast by the Weather Bureau authorities.

NOTE: Special events reporters, covering sports or any outdoor assignments (fires, flood, storms, etc.), are cautioned especially against mention of wind directions.

“ONCE UPON A TIME THERE WAS A FINGER” - - -



Along about 1908 or 1909 (or maybe it was 1926) there was a baby born with a silver stop watch in its little kisser, tousled grey hair and an ulcer. Also, this Job had *eleven fingers!*

“Gad!” said his old man, “What a natural for a radio producer! Just think how deftly he could throw a cue with that eleventh pinkie!”

And so, all during his formative years, **LITTLE FINGER** was groomed for his mission in life. He couldn't play baseball like other kids, nor roller skate, nor upset garbage cans, just practice throwing cues. After each day of practice, the Super Digit was carefully washed, manicured, groomed and put to rest in a special leather carrying case.

Then came the great day. A whole studio full of actors, musicians, announcers, writers and sound effects men was assembled just to have that wonderful finger thrown at them. “What a Hooper we'll get!” chortled the account executive. “What sales we'll get!” cried the sponsor. “What a show we'll get!” chorused the public joyfully.

At last the great moment was upon them. Our hero took off his coat and opened his collar. Beads of sweat formed on his brow. He wound up—and **THREW THE MAGIC CUE!**

And what do you think happened?

Why nothing, of course. No Hooper, no sales, no nothing—just a cancellation. All of which goes to show you kids. It ain't the finger that's important. It's the brain power and teamwork *behind* the finger that counts.

The next time you have a radio problem, whether you need a ten second station break or a \$25,000 a week variety show, how about dropping us a line or giving us a call? We don't promise to solve all your problems over night, (nobody is that good) but we *do promise* constructive, down-to-earth thinking. After all, what makes the radio business go, if it ain't ideas? Lots of people you know have ten fingers (or eleven) but how many people do you know with ten ideas?

FREDERICK BROTHERS

AGENCY, INC.

— RADIO PRODUCTION —

NEW YORK
RKO BLDG.
1270 6th AVE.
Circle 6-2144

CHICAGO
75 EAST WACKER DRIVE
STATE 0003

HOLLYWOOD
8584 SUNSET BLVD.
CRESTVIEW 1-6244

(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.
- Exact 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:** Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.

(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.

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 in 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.

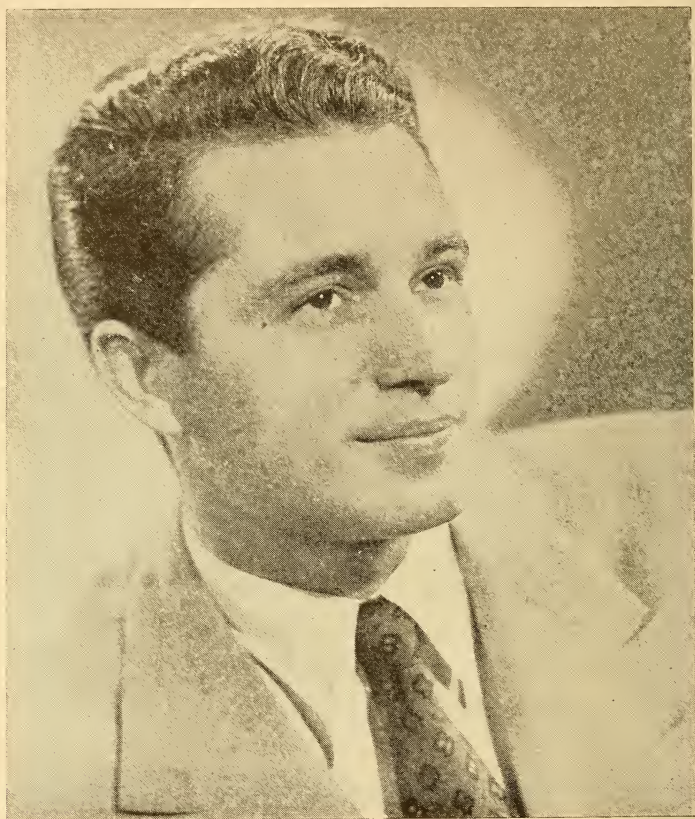
Counter-measures or plans of defense.

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 commanding officer of the district in which the action occurs, or Naval Office of Public Relations, Washington.

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



PERRY COMO

Singing Star of

"Chesterfield Supper Club"

Mon. Thru Fri., 7-7:15 p.m., E.W.T.

NBC

Under Contract to
20th Century-Fox Films

• Victor Recording Artist

GENERAL AMUSEMENT CORPORATION

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, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or 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 authority. 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.

Information concerning installations for military purposes outside the U. S.

(j) SABOTAGE.—Specifications (including information on bottlenecks) which saboteurs could use to damage military objectives. 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)—New or secret Allied military weapons, identity and location of plants making them, designs or rate of production or consumption of any specific type of war materiel, formulas or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materials such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten and high-octane gasoline.



TED STEELE

and his Orchestra

"CHESTERFIELD SUPPER CLUB"

Monday thru Friday, 7:00-7:15 P.M., E.W.T.

NBC

Transportation—Movement or transportation of war materiel.

NOTE: Progress of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

(l) **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 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).

(m) **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; locations or operations of alien internment camps; 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.

(n) **MILITARY INTELLIGENCE.**—Information concerning war intelligence, or the operations, methods, or equipment of counter-intelligence of the United States or its allies or the enemy.

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.

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

Any recordings or information for broadcast gathered in any form that is sent across the United States-Canadian border should contain nothing that will conflict with the censorship of the country in which the information originates.

(p) **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 or diplomatic negotiations or conversations which concern military operations.

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 ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

II. PROGRAMS

These 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

THE JACK KIRKWOOD SHOW

LILLIAN LEIGH

Character Comedienne

BILL GREY

Character Comic

JEANNE McKEON

Soprano

JIMMY WALLINGTON

Announcer

JACK HILL

Producer-Director

IRVING MILLER

Musical Director

DON REID

Tenor

MARYELLYN MANDER

Ingenué

JACK KIRKWOOD

Writers

Margaret Wilkins

Ned Cronk

Henry Tobias

Crowell Beech

Don Reid

Sponsored by **IVORY SOAP AND OXYDOL**

C.B.S. Monday Thru Friday

7 p.m. East — 10 p.m. Central — 8 p.m. West

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 (L) of 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. (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 should be kept on file at the station.

(c) **CENSORS AND MONITORS.**—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(d) **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. 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.

(e) 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.*

December 1, 1943.

air-time: 1 YEAR



The CBS World News Studio in the forenoon of D-Day, June 6, 1944. Left to right: Ned Calmer, Correspondent and Analyst; Jesse Zausmar, Night News Editor; Bob Traut, Correspondent and Analyst; Quentin Reynolds (broadcasting), News Analyst; Major George Fielding Eliot, Military Analyst; foreground, back to camera, Joseph King, News Reporter. During D-Day CBS broadcast 15 hours 52 minutes of news of the Allied Invasion of Normandy

Between December 7, 1941 and December 7, 1944 there passed 1096 days.

During that period CBS broadcast a total of over 8686 hours, or 361 days 22 hours, telling the American people how the war was being faced and fought, and how best they could help win it.

That adds up to almost one total year of the three elapsed.

During that relentless outpouring of war-information, 46,052 separate CBS broadcasts, short, medium and long, offered 56,667 distinct ideas touching the progress of the war and the best way to move forward toward victory.

Of these 46,052 broadcasts, 25,891 were offered on commercial programs by patriotic CBS advertisers. The balance—some 20,161—were broadcast as CBS sustaining programs.



→ Victory is not yet. It is more visible today than it was Pearl Harbor Day. But we do not know, we do not guess, when it will come. Only one thing we know—that until the eagle perches on our standards for good, we shall not relax the volume and frequency, nor reduce the quality, of the war-broadcasting in which all of 147 CBS stations have played their becoming parts.

Thus radio, as the strongest young arm of the American system of distributing ideas about goods, has proven that it can distribute equally tangible ideas about citizenship. The hard experience of war has seasoned and tempered radio for the challenge of its responsibilities and powers in insuring the peace. Radio will take up that challenge with energy and humility—and without fear.

* Let the record note, too, that these totals here reported do not include the truly uncountable number of war-broadcasts sponsored by local advertisers on the 147 CBS stations, nor the sustaining war-programs originated by those stations themselves.

The Roll Call of CBS War Advertisers:

- | | | |
|------------------------------------------------------|--------------------------------------|----------------------------|
| Admiral Corporation | Campana Sales Corp. | Eversharp, Inc. |
| Allegheny-Ludlum Steel Corp. | Campbell Soup Co. | "42" Products, Inc. |
| American Home Products Corp. | Celanese Corp. of America | Gallenkamp Stores Co. |
| American Oil Company | Chemicals, Inc. | General Electric Co. |
| American Tobacco Company | Chesebrough Mfg. Co. | General Foods Corp. |
| Anchor-Hocking Glass Corp. | Chrysler Corp. | General Mills, Inc. |
| Armour & Co. | Coca-Cola Co. | Gillette Safety Razor Co. |
| Armstrong Cork Company | Coldstream Products Co. | B. F. Goodrich Co. |
| P. Ballantine & Sons | Colgate-Palmolive-Peet Co. | Goodyear Tire & Rubber Co. |
| Ballard & Ballard Co. | Colonial Dames, Inc. | Inc. |
| Bank of America National Trust & Savings Association | Consolidated Royal Chemical Co. Inc. | Grove Laboratories, Inc. |
| Barbasol Company | Continental Baking Co. | Gulf Oil Corp. |
| Herman Basch & Company | Corn Products Refining Co. | Hoffman Radio Corp. |
| Bekins Van & Storage Company | Cream of Wheat Corp. | Hudson Coal Co. |
| Ben Hur Products, Inc. | Cresta Blanca Wine Co. | Hunt Bros. Packing Co. |
| Bourjois, Inc. | Cudahy Packing Co. | International Silver Co. |
| Bowey's Inc. | Curtiss Candy Co. | Jantzen Knitting Mills |
| W. Atlee Burpee Company | Day & Night Mfg. Co. | Andrew Jergens Co. |
| California Prune & Apricot Growers Assn. | Dwight Edwards Co. | Johns-Manville Corp. |
| | Electric Companies | Johnson & Johnson |
| | Advertising Program | Johnstone Drug Sales Corp. |
| | Elgin National Watch Co. | Kay Jewelry Co. |
| | Emerson Drug Co. | Lady Esther, Ltd. |
| | Englander Co. | Lamont, Corliss & Co. |
| | | Lever Bros. Co. |

Lewis-Howe Co.
 Liggett & Myers Tobacco Co.
 Lockheed Aircraft Corp.
 P. Lorillard Co.
 Los Angeles Soap Co.
 Manhattan Soap Co.
 Maryland Pharmaceutical Co.
 Mennen Co.
 Miles California Co.
 Minneapolis-Honeywell
 Regulator Co.
 John Morrell & Co.
 C. F. Mueller Co.
 McKesson & Robbins, Inc.
 Noxzema Chemical Co.
 Owens-Illinois Glass Co.
 Pabst Sales Co.
 Pacific Coast Borax Co.
 Pacific Greyhound Lines, Inc.
 Packard Bell Co.
 Parker Pen Co.

Peter Paul, Inc.
 Pet Milk Sales Co.
 Philco Corp.
 Philip Morris & Co. Ltd. Inc.
 Pillsbury Mills, Inc.
 Planters Nut & Chocolate Co.
 Plough, Inc.
 Procter & Gamble Co.
 Prudential Insurance Co.
 Quaker Oats Co.
 R. J. Reynolds Tobacco Co.
 Richfield Oil Corp.
 Roma Wine Co.
 Schenley Import Corp.
 Schutter Candy Co.
 Seal-Cote Company
 Serval, Inc.
 Signal Oil Co.
 Socony Vacuum Oil Co. Inc.
 Soil-Off Mfg. Co.
 Southern Cotton Oil Co.

E. R. Squibb & Sons
 Standard Brands, Inc.
 Sterling Drug, Inc.
 Stulz Sickles Co.
 Joseph Tetley & Co. Inc.
 Texas Company
 Union Ice Co.
 United Air Lines Transport
 Corp.
 U. S. Rubber Co.
 U. S. Tobacco Co.
 Vick Chemical Co.
 Washington Cooperative Egg
 & Poultry Assn.
 Welch Grape Juice Co.
 Western Sugar Refinery
 J. B. Williams Co.
 Wilshire Oil Co.
 Wm. Wrigley Jr. Co.
 Yellow Cab Co.

The Roll Call of the CBS Regiment:

Akron, Ohio	WADC	Columbus, Ohio	WBNS
Albany, Ga.	WGPC	Cookeville, Tenn.	WHUB
Albany, New York	WOKO	Corpus Christi, Texas	KEYS
Albuquerque, New Mexico	KGGM	Dallas, Texas	KRLD
Anderson, S. C.	WAIM	Danville, Ill.	WDAN
Asheville, N. C.	WWNC	Dayton, Ohio	WHIO
Athens, Ga.	WGAU	Decatur, Ill.	WSOY
Atlantic City, N. J.	WBAB	Denver, Colo.	KLZ
Atlanta, Ga.	WGST	Des Moines, Iowa	KRNT
Augusta, Ga.	WRDW	Detroit, Mich.	WJR
Austin, Texas	KTBC	Dubois, Pa.	WCED
Baltimore, Md.	WCAO	Duluth, Minn.	KDAL
Bangor, Maine	WABI	Durham, N. C.	WDNC
Beckley, W. Va.	WJLS	El Paso, Texas	KROD
Binghamton, N. Y.	WNBF	Erie, Pa.	WERC
Birmingham, Ala.	WAPI	Evansville, Ind.	WEOA
Bisbee, Arizona	KSUN	Fairmont, W. Va.	WMMN
Boston, Mass.	WEEL	Frederick, Md.	WFMD
Buffalo, N. Y.	WKBW	Fresno, Calif.	KARM
Burlington, Vt.	WCAX	Ft. Myers, Fla.	WINK
Cedar City, Utah	KSUB	Gloversville, N. Y.	WENT
Cedar Rapids, Iowa	WMT	Grand Forks, N. D.	KILO
Champaign, Ill.	WDWS	Great Falls, Mont.	KFBB
Charleston, S. C.	WCSC	Green Bay, Wis.	WTAQ
Charleston, W. Va.	WCHS	Greensboro, N. C.	WBIG
Charlotte, N. C.	WBT	Harlingen, Texas	KGBS
Chattanooga, Tenn.	WDOD	Harrisburg, Pa.	WHP
Chicago, Ill.	WBBM	Hartford, Conn.	WDRG
Cincinnati, Ohio	WCKY	Honolulu, H. I.	KGMB
Cleveland, Ohio	WCAR	Hilo, H. I.	KHBC
Colorado Springs, Colo.	KVOR	Hopkinsville, Ky.	WHOP
Columbus, Ga.	WRBL		



Houston, Texas	KTRH	Richmond, Va.	WRVA
Indianapolis, Ind.	WFBM	Roanoke, Va.	WDBJ
Ithaca, N. Y.	WHCU	Rochester, N. Y.	WHEC
Jacksonville, Fla.	WMBR	Sacramento, Calif.	KROY
Jamestown, N. D.	KSJB	St. Augustine, Fla.	WFOY
Kansas City, Mo.	KMBC	St. Louis, Mo.	KMOX
Kalamazoo, Mich.	WKZO	Salt Lake City, Utah	KSL
Keene, N. H.	WKNE	San Antonio, Texas	KTSA
Knoxville, Tenn.	WNOX	San Francisco, Calif.	KQW
Kokomo, Ind.	WKMO	San Juan, P. R.	WKAQ
Lawrence, Mass.	WLAW	Santa Fe, New Mexico	KVSF
Little Rock, Ark.	KLRA	Sarasota, Fla.	WSPB
Louisville, Ky.	WHAS	Savannah, Ga.	WTOC
Los Angeles, Calif.	KNX	Scranton, Pa.	WGBI
Macon, Ga.	WMAZ	Seattle, Wash.	KIRO
Mason City, Iowa	KGLO	Shreveport, La.	KWKH
Memphis, Tenn.	WREC	South Bend, Ind.	WSBT
Meridian, Miss.	WCOC	Spokane, Wash.	KFPY
Miami, Fla.	WQAM	Spartanburg, S. C.	WSPA
Milwaukee, Wis.	WISN	Springfield, Ill.	WTAX
Minneapolis-St. Paul, Minn.	WCCO	Springfield, Mass.	WMAS
Missoula, Mont.	KGVO	Springfield, Mo.	KTTS
Montgomery, Ala.	WCOV	Stockton, Calif.	KGDM
Montreal, Canada	CKAC	Syracuse, N. Y.	WFBL
Muncie, Ind.	WLBC	Tampa, Fla.	WDAE
Nashville, Tenn.	WLAC	Topeka, Kansas	WIBW
New Orleans, La.	WWL	Toronto, Canada	CFRB
New York, N. Y.	WABC	Tucson, Arizona	KTUC
Oklahoma City, Okla.	KOMA	Tulsa, Okla.	KTUL
Omaha, Nebraska	KOIL	Uniontown, Pa.	WMBS
Omaha, Nebraska	KFAB	Utica, N. Y.	WIBX
Orlando, Fla.	WDBO	Washington, D. C.	WTOP
Paducah, Ky.	WPAD	Waterbury, Conn.	WBRY
Parkersburg, W. Va.	WPAR	Watertown, N. Y.	WWNY
Peoria, Ill.	WMBD	Wausau, Wis.	WSAU
Philadelphia, Pa.	WCAU	West Palm Beach, Fla.	WJNO
Phoenix, Arizona	KOY	Wheeling, W. Va.	WKWK
Pittsburgh, Pa.	WJAS	Wichita Falls, Texas	KWFT
Portland, Maine	WGAN	Wichita, Kansas	KFH
Portland, Oregon	KOIN	Worcester, Mass.	WTAG
Providence, R. I.	WPRO	Yankton, S. D.	WNAX
Quincy, Ill.	WTAD	Youngstown, Ohio	WKBN

this is CBS . . . the Columbia Broadcasting System



SHOWMAN'S CALENDAR

FOR 1945

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).
- 14: First Written Constitution Adopted at Hartford, Conn., (1639).
- 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).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone.
- 26: Michigan Admitted to the Union (1837). Gen. Douglas MacArthur's Birthday. First A.E.F. Landed in Ireland (1942).
- 29: McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt's Birthday.
- 31: Franz Schubert Born (1797).

February

- 1: Victor Herbert Born (1859).
- 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).
- 15: Constitution Day. In the Canal Zone. Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 19: Ohio Admitted (1803).
- 20: Shrove Tuesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
- 23: Ash Wednesday (Lent Starts).
- 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).
- 15: Maine Admitted (1820). Andrew Jackson Born (1767).
- 17: St. Patrick's Day.
- 17: Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 13: Fast of Esther. Grover Cleveland's Birthday.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico)
- 25: Maryland Day.
- 29: First Day of Passover.
- 30: Seward Day (Alaska)
- 31: Transfer Day, in the Virgin Islands.

April

- 1: All Fools' Day.
- 1: State Election. In Michigan.
- 2: Palm Sunday.
- 6: War Declared with Germany (1917).
- 6: Army Day. Observed in New York, and some other States, by a display of flags and by military parades.
- 7: Peary Discovered North Pole (1909). Good Friday. Metropolitan Opera House Opened in New York City (1830). Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865). Easter Sunday.
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln. Pan-American Day.
- 19: Patriot's Day (Maine, Massachusetts).
- 21: Anniversary of Battle of San Jacinto (Texas)
- 22: Morton's Birthday (Nebraska). Arbor Day (Nebraska). William Shakespeare Born (1564).
- 24: First Newspaper Issued in America (1704). U. S.-Mexico War (1846).
- 24: Arbor and Bird Day. In Massachusetts.
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (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 (1893).
- 2: Stonewall Jackson Shot (1863). National Music Week.

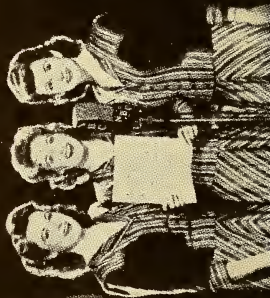
THE TAILOR MAIDS



MARIAN



VIRGINIA



NORMA



PERSONAL MANAGEMENT
LEN SHORT

HI. 0101 (R.A.I.E.)

HOLLYWOOD

- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
- 6: Corregidor Surrendered (1942).
- 7: Lusitania Torpedoed (1915).
- Johannes Brahms Born (1833).
- 10: Confederate Memorial Day (Kentucky, North Carolina).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day (2nd Sunday).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- Empire Day (Canada).
- 28: Archduke Ferdinand of Austria and His Wife Assassinated in Serjevo (1914).
- 29: Wisconsin Admitted (1848).
- Rhode Island Admitted (1790).
- Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

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).
- D-Day (1944).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday.
- Flag Day.
- Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- King John of England Granted Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.
- New Hampshire Joined the Union (1788).
- 23: Penn Signs Treaty of Peace with Indians.
- 24: San Juan Day. In Puerto Rico.
- 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.
- U. S. Military Academy West Point Opened (1802).
- 6: John Paul Jones, Founder of U. S. Navy, Born (1802).
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
- Bastille Day—First Celebrated in U. S. (1914).
- 15: St. Swithin's Day.
- 16: Santiago Surrendered.
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).
- 27: Barbosa's Birthday. In the Canal Zone.
- 28: Austria Declared War on Serbia (1914).

August

- 1: Colorado Day.
- Beginning of World War (1914).
- 3: Civic Holiday (Canada).
- Germany Declared War on England and France (1914).

- 14: Atlantic Charter Signed by President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 19: National Aviation Day.
- 20: Benjamin Harrison Born (1833).
- 26: Suffrage for Women—19th Amendment (1920).
- 30: Germany Declared War on Poland (1939).
- Start of Second World War.

September

- 1: Germany Invaded Poland.
- 3: Labor Day.
- 6: Latayette Day.
- First Battle of the Marne.
- 8,9: Rosh Hashonah.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 17: Yom Kippur.
- 22: Nathan Hale Executed (1776).
- First Day of Autumn.
- 22: American Indian Day (4th Friday).

October

- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
- 6: Missouri Day.
- 8: Chicago Fire (1871).
- 9: Farmer's Day (2nd Friday) (Florida).
- 9: Fraternal Day (Alabama).
- Canadian Thanksgiving Day.
- 12: Columbus Day.
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
- Theodore Roosevelt Born (1858).
- 31: Hallowe'en.
- Admission Day, Nevada (1864).

November

- 1: All Saints' Day (Louisiana).
- 1: Liberty Day. In the Virgin Island (St. Croix only).
- 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).
- 22: Thanksgiving Day (4th Thursday).

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: Alttred Nobel Born (1833).
- Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
- Pennsylvania Admitted (1787).
- 14: Alabama Admitted (1819).
- 15: Bill of Rights Day.
- 16: Boston Tea Party (1773).
- 18: New Jersey Admitted (1787).
- 21: 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.



Penn vs. Army, November 18, 1944 — Franklin Field. Operating from field and studio, Ayer's television staff has completed another successful season of telecasting for its client Atlantic Refining Company, whose sponsorship of televised games dates back to October 18, 1941.

Graphics in action

To television Ayer's acknowledged agency leadership in the graphic arts now brings new vigor and drive — supplemented by wide experience in radio and commercial films.

N. W. AYER & SON, INC.

30 ROCKEFELLER PLAZA ★ NEW YORK

THE BUSINESS SIDE
of
RADIO



Agency and Sponsor Network Billings

•

Station Representatives

•

News Service

•

Advertising Agencies

•

Research Firms

•

Federal Communications Commission



HAL STYLES

Radio's Original "Good Neighbor"

NOW "LEST YE FORGET"

Warner Bros.
KFWB

America's First Rehabilitation Program for Ex-Servicemen (Sundays)

Also, "LET'S FACE FACTS"

Warner Bros.
KFWB

News Views and Interviews (Daily)

Announcer, Producer, Commentator, Dialectician, Emcee, Special Events

THE BUSINESS SIDE OF RADIO

By M. H. Shapiro

Managing Editor, RADIO DAILY

CHRONICAL of radio's forward march during 1944 is virtually a repetition of the magnificent strides taken each year of its history, both from the standpoint of progressively good business and public service. Contributing every possible effort to winning the war, offering co-operation on a scale no industry not actually engaged in war production per se could attempt, the broadcaster, network or independent station, stood shoulder to shoulder with those on the home front giving their best.

Naturally, along with all other media, radio received its share of increased advertising appropriations and if wartime paper stocks held down some newspapers and magazines, it must be remembered that radio started with the unalterable limitation of time itself. That is, the number of hours during which listeners are receptive to the sponsor messages, much less the obvious as to the hours in a single broadcast day.

Billings Up

In each instance, the major networks showed substantial increases in gross billings. Spot and regional webs also fared comparatively well, with the overall figure hovering around the 23 per cent mark. Net figures will deviate one way or the other, but indications are it will stand at that figure fairly close with not more than a 2 per cent differential in the final adjustment. Total billings before various discounts are deducted will reveal gross radio time sales edging toward the \$400,000,000 mark. Undoubtedly, this year will see the mark actually reached, if not exceeded. The net proceeds to the industry will approximate a figure \$100,000,000 below the gross. As it concerns all industries, the net profit accruing to the radio industry will not be much more for 1944 than it was for 1943 due to the increased Government taxes.

In the figures for the sale of time, of course no provision is made for the talent sales which, it stands to reason, increases from year to year. As to its expanded billings, radio did not exactly sit idly by and wait for the business to come in, over the proverbial transom as it were. In some cases of course, the time if desirable, was a sure sale to one client or another. However, diligent efforts by the

research, sales, and sales promotion departments of the industry succeeded in rounding up considerable new business, business which never before used radio. Which applies also to the clients sold on going into markets not heretofore considered.

Problems En Route

Not alone in this respect, radio's main problems were those of labor, the replacements for the manpower that went to war, and to be sure labor unions figured in the routine. Outstanding among the problems was the recording situation with the AFM. RCA, CBS and NBC saw fit to sign with the musicians' union on its own terms after a more than two-year cessation of work for the affiliated companies of these networks.

Allocation hearings before the FCC resulted in FM, for the time being at least, being worried as to its future because of the moves suggested to the higher frequencies in the spectrum. Television benefited somewhat in that it was being permitted to remain where it was, although provisions saw to it that neither television nor frequencies that may be needed in the public service were arbitrarily frozen.

As stated here in the past, broadcasting is not an industry that had to convert to war production as in the case of other great industries and it will not have to worry about a postwar change to normalcy. All its "changes" will depend on what happens to its clients rather than what actually happens to radio.

Sound Position

In this respect, there is no reason to believe that any untoward happening will take place and in the postwar era, radio stands to gain on most every count. It still holds, that brand names being kept alive now will of necessity come back strongly in the flesh, so to speak, and the field is wide open in practically every commercial project. Thus any halt in hostilities on any particular front will not cause severe dislocation in the broadcasting setup; rather it will be the signal for increased desire on the part of clients to reach the consumer via the fastest means available. Which is predicated of course on the client seeing daylight as to normal peacetime production.

This agency brings to the sale of talent and production of radio programs an expertness resulting from fourteen years of specialization in the radio industry.

Myron
SELZNICK — James L.
SAPHIER
and **COMPANY**

BEVERLY HILLS • NEW YORK

Agency and Sponsor Network Billings

Blue Network Company

1944 Agency Gross Billings

J. Walter Thompson Company	\$ 6,100,528
D'Arcy Advertising Co., Inc.	3,720,994
Compton Advertising, Inc.	3,224,157
Kenyon & Eckhardt, Inc.	2,259,120
Wade Advertising Agency	1,828,699
Young & Rubicam, Inc.	1,731,605
Warwick & Legler, Inc.	1,511,077
Sherman & Marquette, Inc.	1,057,752
Dancer-Fitzgerald-Sample	1,029,412
Hill Blackett & Company	914,599
McCann-Erickson, Inc.	889,161
Schwimmer & Scott Advertising Agency	888,644
Walker and Downing	886,901
Knox Reeves Advertising, Inc.	853,598
Lenzen & Mitchell, Inc.	832,348
Foote, Cone & Belding	822,754
Aubrey, Moore, Wallace, Inc.	794,987
MacFarland, Aveyard & Company, Inc.	737,893
William Esty and Company, Inc.	657,761
Newell-Emmett Co.	576,455
Hutchins Advertising Co., Inc.	544,752
Leo Burnett Company, Inc.	488,556
N. W. Ayer & Son, Inc.	480,042
J. D. Tarcher & Co.	453,806
Small & Seifer, Inc.	439,850
Raymond Spector Company, Inc.	439,268
Duane Jones Company	431,384
Batten, Barton, Durstine & Osborn, Inc.	430,616
Henri Hurst & McDonald, Inc.	429,008
The Blow Company, Inc.	415,146
H. W. Kastor & Sons Advertising Co., Inc.	356,065
Benton & Bowles, Inc.	346,261
Buchanan & Co.	326,709
Sayre M. Ramsdell Assoc.	304,931
Tracy-Locke Company, Inc.	287,780
Ted Bates, Inc.	286,361
McJunkin Advertising Company	266,561
Pedlar-Ryan & Lusk, Inc.	219,026
Keeling & Co., Inc.	198,028
Doherty, Clifford & Shenfield, Inc.	166,676
Critchfield and Company	161,643
Sherman K. Ellis & Company, Inc.	162,190
Pacific National Advertising Agency	157,097
Burton, Browne Advertising Advertising & Sales Council, Inc.	147,528
Fuller & Smith & Ross, Inc.	125,868
Emil Mogul Company, Inc.	121,996
A. W. Lewin Co.	121,111
Glicksman Advertising Co., Inc.	108,934
William H. Weintraub & Company, Inc.	101,988
Brisacher, Van Norden & Staff	99,450
J. William Sheets	89,528
Tucker Wayne & Company	85,130
Hazard Advertising Company	82,768
Franklin Brueck Advertising Corporation	77,359
Donahue & Coe, Inc.	70,656
Maxon, Incorporated	60,954
The M. H. Hackett Co.	57,163
Pacific Coast Advertising Co., Inc.	55,488
	41,982

Roche, Williams & Cleary, Inc.	41,076
United States Advertising Corporation	35,687
Alfred J. Silberstein-Bert Goldsmith Inc.	35,588
Ruthrauff & Ryan, Inc.	26,964
Glasser Gailey & Company	21,992
Erwin, Wasey & Co., Inc.	23,010
Smith & Bull	21,851
Raymond R. Morgan Company	17,066
Rhoades & Davis	17,459
Long Advertising Service	15,860
Charles Sheldon Advertising Agency	15,012
Elwood J. Robinson Advertising Agency	13,509
Brooks Advertising Agency	13,110
Robert Smith Advertising	10,851
Courtland D. Ferguson, Inc.	10,315
George Wessel	10,260
Geyer, Cornell & Newell, Inc.	8,935
Direct	8,839
John Stover Advertising Agency	5,910
Hillman-Shane-Breyer	4,246
Little & Co.	4,122
Keinke-Ellis-Younggreen & Fian Inc.	3,918
O. E. Hopper-Industrial Advertising	3,146
Century Advertising Agency	2,700
Total	\$10,911,629
Political	411,500
Total	\$11,356,129

Columbia Broadcasting System

1944 Agency Gross Billings

Young & Rubicam, Inc.	\$ 7,966,037
J. Walter Thompson Co.	7,091,511
Dancer-Fitzgerald-Sample	6,033,399
Ruthrauff & Ryan, Inc.	4,434,356
The Blow Co.	4,057,915
Compton Advertising, Inc.	3,411,513
Batten, Barton, Durstine & Osborn, Inc.	3,264,361
Foote, Cone & Belding	3,040,127
Ted Bates, Inc.	2,248,027
Wm. Esty & Co. Inc.	2,232,440
Benton & Bowles, Inc.	2,123,510
Arthur Meyerhoff & Co.	1,698,519
Maxon, Inc.	1,555,966
Newell-Emmett Co., Inc.	1,520,922
McCann-Erickson, Inc.	1,321,420
Campbell-Ewald Co.	1,306,719
Pedlar & Ryan, Inc.	923,926
Ward Wheelock Co.	804,309
Gardner Advertising Co.	789,640
Buchanan & Co., Inc.	785,507
Wm. H. Weintraub & Co.	772,317
C. L. Miller Co.	754,403
Sherman & Marquette, Inc.	716,627
Warwick & Legler, Inc.	712,107
N. W. Ayer & Son, Inc.	670,878
D'Arcy Advertising Co., Inc.	520,720
Knox Reeves Advertising Co.	492,504
Roche, Williams & Cleary, Inc.	465,264
Arthur Kudner, Inc.	411,504
Kenyon & Eckhardt, Inc.	407,566
Duane Jones Co.	372,111
Addison Lewis & Associates	334,626
Grant Advertising, Inc.	330,991

*Imitation is the Sincerest Form
of Flattery*

BUT

The **ORIGINAL** "Make Believe Ballroom"
Is Still on KFVB in Its 12th Year
With its Originator

AL JARVIS



**Monday Thru Saturday
11:00 to 2:30 P.M.**

National Representative, WILLIAM G. RAMBEAU COMPANY
New York and Chicago

AGENCY—NETWORK—SPONSOR BILLINGS

Joseph Katz Co.	300,963
Morse International	291,020
Russel M. Seeds Co.	282,573
Henri, Hurst & McDonald, Inc.	267,455
(Cruttenberg & Eger)	259,435
Sorenson & Co.	218,456
Lenon & Mitchell, Inc.	171,257
Walker & Downing	148,542
Raymond R. Morgan Co.	117,086
H. W. Kasfor & Sons Adv. Co., Inc.	110,027
Erwin, Wasey & Co.	99,480
Barton A. Stebbins, Inc.	97,396
Spitzer & Mills, Ltd.	63,812
Wade Advertising Agency	61,425
Wallace-Ferry-Hanly Co.	58,634
Clements Co., The	52,760
Ronalds Advertising Agency	43,635
Garfield & Guild	38,908
Brooks Advertising Agency	38,281
Brisacher & Van Nordem	36,972
Hillman, Shane & Broyer, Inc.	33,772
Franklin Break Advertising Corp.	33,180
Green-Brodie, Inc.	30,812
W. Earl Bothwell Adv. Agency	29,394
Lake-Spiro-Shurman, Inc.	29,342
Western Advertising Agency	28,098
Baker Advertising Agency	27,824
Glasser-Gailey & Co.	25,283
Rhoades & Davis	20,706
Hixson-O'Donnell Adv. Inc.	20,286
Long Advertising Service	19,908
J. D. Tarcher & Co., Inc.	19,596
Flager Advertising, Inc.	12,892
Beaumont & Hohman, Inc.	11,583
Pacific National Adv. Agency	11,357
Sherman K. Ellis Co., Inc.	11,340
Gillham Advertising Agency	10,710
Sayre M. Ramsdell Associates	10,216
John L. Halpin	10,121
Donahue & Coe, Inc.	8,216
Kelly Nason, Inc.	7,722
Armand S. Weill Co., Inc.	7,540
Don B. Miner Co.	7,308
Cockfield, Brown & Co.	6,993
Lester H. Harrison Associates	5,681
Bostford, Constantine & Gardner	4,563
George M. Weissells Adv. Agency	4,060
Schwimmer & Scott	3,323
Elwood J. Robinson Adv. Agency	1,867
Allied Advertising Agencies	1,102
Furman, Feiner & Co.	908
Advertising Arts Agency	812
Clarence B. Juneau	812
Hugh A. Deadwyker	575
Cotter Advertising Agency	370
Copley Advertising Agency	125

Total\$66,791,319

**Mutual Broadcasting System
1944 Agency Gross Billings**

Erwin Wasey & Co., Inc.	\$ 2,406,501
Hixson O'Donnell Adv., Inc.	1,301,917
Ruthrauff & Ryan, Inc.	1,230,211
Donahue Co., Inc.	1,056,848
Kenyon & Eckhardt, Inc.	1,011,915
R. H. Alber Co.	950,309
Ivy & Ellington, Inc.	733,653
Arthur Meyerhoff Co.	677,421
William H. Weintraub & Co., Inc.	660,964
Maxon, Inc.	542,590
Walker & Downing	539,659
Wallace Ferry Hanly Co.	499,862
Stanley G. Boynton	475,623
H. B. Humphrey Co.	456,696
Gardner Adv. Co.	450,713
Russel M. Seeds Co., Inc.	438,095
Gotham Adv. Co.	425,477
Raymond Spector Co., Inc.	395,263

Young & Rubicam, Inc.	337,079
Birmingham, Castleman & Pierce, Inc.	322,220
Calkins & Holden	321,993
J. Walter Thompson Co.	277,961
J. C. Hoskin Assoc.	276,009
McJunkin Adv. Co.	267,102
Leo Burnett Co.	261,553
Duane Jones Co.	213,319
Roche, Williams & Cleary, Inc.	206,668
Al Paul Lefton Co., Inc.	161,198
Warwick & Legler	138,567
Biow Co., Inc.	137,910
Schwimmer & Scott	120,063
Buchanan & Co.	115,825
Battan, Barton, Durstine & Osborn, Inc.	88,218
United States Adv. Corp.	83,509
The Caples Co.	69,531
Raymond R. Morgan Co.	68,381
Sterling Adv. Agency, Inc.	62,380
Grant Adv., Inc.	59,211
Clements Co., Inc.	56,763
Henri, Hurst & McDonald, Inc.	56,374
Cecil & Presbrey, Inc.	52,221
The Joseph Katz Co.	41,196
Footc, Coe & Belding	36,321
Weston Barnett, Inc.	20,612
Van Sant, Duggale & Co., Inc.	20,161
Lester Harrison Assoc., Inc.	16,748
D'Arcy Adv. Co., Inc.	15,781
George H. Hartman Co.	14,923
Green-Brodie	13,220
Furman Ferner & Co., Inc.	10,146
Harold Cabot Co., Inc.	9,920
L. W. Ramsey Co.	9,314
Hirshon-Garfield, Inc.	5,408
Allied Agencies	3,726
Direct	14,259
Locally Sponsored	1,260,638

Total\$19,533,650

**National Broadcasting Company
1944 Agency Gross Billings
Not Available**

**Blue Network Company
1944 Sponsor Expenditures**

The Coca-Cola Company	\$ 3,720,991
Ford Motor Company	2,710,000
Kellogg Company	2,259,120
Miles Laboratories, Inc.	1,828,699
General Mills, Inc.	1,726,506
The Procter & Gamble Co.	1,156,017
Socony-Vacuum Oil Co., Inc.	1,351,673
Swift and Company	1,257,158
The Quaker Oats Company	1,219,912
Libby, McNeill & Libby	986,630
Bristol-Meyers Company	927,814
Westinghouse Electric & Mfg. Co.	885,469
Esquire, Inc.	861,602
Philco Corporation	819,686
The Andrew Jergens Co.	832,348
Allis-Chalmers Mfg. Co.	762,728
Carter Products, Inc.	726,211
Curtis Publishing Company	603,619
Lehn & Fink Products Corp.	579,252
RKO Radio Pictures, Inc.	546,136
A. E. Staley Mfg. Co.	530,882
Hall Brothers, Inc.	515,816

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

N O W

LT. GARNETT MARKS

U. S. ARMY

AGENCY—NETWORK—SPONSOR BILLINGS

American Meat Institute.....	488,556	J. A. Folger & Company.....	11,594
The Charles E. Hires Co.....	480,042	Washington State Apple Commission	11,085
Elgin National Watch Co.....	470,724	Easteron Columbia Outfitting.....	10,851
McKesson & Robbins, Inc.....	453,806	Resinol Chemical Company.....	10,345
Larus & Brother Company, Inc.....	452,075	Union Ice Company.....	10,260
Mall Pouch Tobacco Company.....	418,932	Denalon Company, Inc.....	10,089
Sterling Drug Inc. (Consumer Products Company).....	444,750	Washington Co-Operative Egg & Poultry Assn.	9,317
RCA Victor Division of Radio Corp. of America.....	439,291	Nash-Kelvinator Corp.....	8,935
Serutan Company.....	439,268	Garrett & Co., Inc.....	8,400
The D. L. Clark Co.....	437,969	Corley Diet Food Company.....	7,370
William R. Warner & Co., Inc. (Dr. Earl S. Sloan, Inc.).....	424,494	Wileo Company.....	6,840
Eversharp Inc.....	415,146	Red-ee Foods.....	6,669
O'cedar Corporation.....	397,739	Shellmar Products.....	5,910
Williamson Candy Co.....	397,248	Horace E. Dodge Boat & Plume Corp.	5,765
The Wander Company.....	381,593	Kerr Glass Mfg. Corp.....	5,472
The Borden Company.....	370,564	Bu-Tay Products Company.....	4,608
The Welch Grape Juice Co.....	356,065	Beneficial Casualty Company.....	4,246
The Reader's Digest Assn., Inc.....	325,788	Kelite Products, Inc.....	4,122
The Texas Company.....	293,587	Chicago, Burlington & Quincy Railroad.....	3,918
Dr. Pepper Co.....	287,780	The Soil-Off Mfg. Co.....	3,675
General Foods Corp.....	269,552	Pacific Guano Company.....	3,146
Manhattan Soaps Co., Inc.....	261,564	Ferry-Morse Seed Co.....	3,074
The Geo. W. Loft Co.....	224,333	Diesel-Wenmer-Gilbert Corp.....	2,700
Sweets Co. of America, Inc.....	240,476	Peter Paul Inc.....	820
Owens-Illinois Glass Co.....	200,481		
Hastings Mfg. Co.....	198,028	Total.....	\$10,914,629
Lockheed Aircraft Corp.....	189,810	Political.....	411,500
Wheeling Steel Corp.....	164,643		<hr style="width: 100%; border: 0.5px solid black;"/>
Gum Laboratories, Inc.....	163,451		\$41,356,129
Falstaff Brewing Corporation.....	156,504		
Fisher Flouring Mills Co.....	147,780		
Raytheon Production Corp.....	147,528		
O'Sullivan Rubber Co., Inc.....	125,868		
Aluminum Co. of America.....	124,996		
Trimont Clothing Co.....	121,111		
The National Board of Fire Underwriters.....	120,096		
Time, Inc.....	108,972		
Harvel Watch Co.....	108,934		
Chef Boy-Ar-Dee Quality Foods, Inc.	103,110		
Adam Hat Stores, Inc.....	101,988		
Revelon Products Corp.....	99,450		
Skinner & Eddy Corp. (Alaska Pacific Salmon).....	85,130		
S & W Fine Foods, Inc.....	88,708		
Safeway Stores, Inc.....	83,185		
Scripto Mfg. Co.....	82,768		
Colgate-Palmolive-Peet Co.....	78,512		
American Cyanamid Co.....	77,359		
Standard Oil Co. of Calif.....	75,740		
Langendorf United Bakeries, Inc.....	63,546		
Grove Laboratories, Inc.....	60,954		
Chatham Mfg. Co.....	55,488		
Sun Oil Company.....	41,076		
Wilson Sporting Goods Co.....	35,687		
Botany Worsted Mills.....	35,588		
Rainier Brewing Co.....	34,122		
Lyon Van & Storage Company.....	29,088		
The Mentholatum Company.....	26,052		
Peter Fox Brewing Co.....	24,042		
American Home Products Corp.....	24,012		
S. A. Moffett Company.....	23,010		
Seaboard Finance.....	21,854		
Austin Studios.....	20,384		
Barron-Gray Packing Co.....	15,860		
John H. Breck, Inc.....	15,042		
Northwestern Yeast Co.....	14,148		
Bekins Van & Storage.....	13,110		

Columbia Broadcasting System

1944 Sponsor Expenditure

General Foods Corp.....	\$ 5,537,409
Lever Brothers Co.....	4,842,781
Procter and Gamble Co.....	4,348,795
American Home Products Corp.....	3,215,834
William Wrigley Jr., Co.....	2,386,781
Sterling Drug, Inc.....	2,307,314
R. J. Reynolds Tobacco Co.....	1,912,727
Standard Brands, Inc.....	1,872,575
General Electric Co.....	1,635,957
Colgate-Palmolive-Peet Co.....	1,627,423
Campbell Soup Co.....	1,576,473
Liggett & Myers Tobacco Co.....	1,520,922
Philip Morris & Co., Ltd.....	1,412,707
U. S. Rubber Co.....	1,306,719
General Mills, Inc.....	1,169,433
American Tobacco Co.....	1,037,713
Owens-Illinois Glass Co.....	964,919
B. F. Goodrich Co.....	963,025
E. R. Squibb & Sons.....	891,002
Johns-Manville Corp.....	863,730
Texas Co.....	811,940
Pet Milk Sales Co.....	800,350
Eversharp, Inc.....	782,443
Chrysler Corp.....	782,064
Quaker Oats Co.....	780,013
Emerson Drug Co.....	772,800
P. Lorillard Co.....	771,509

Currently Producing —

ELEVEN	— 15-min. weekly	NBC	(Western)
SIX	— 15-min. weekly	Mutual	(Western)
ONE	— 30-min. weekly	Mutual	(TC)
FIVE	— 30-min. weekly	Blue	(TC)
ONE	— 30-min. weekly	Blue	(Western)

We know of no other WESTERN advertising agency producing 24 network programs per week — 52 weeks in the year.

RAYMOND R. MORGAN COMPANY

6362 Hollywood Blvd., Hollywood, California

AGENCY—NETWORK—SPONSOR BILLINGS

Celanese Corp. of America.....	756,093
Lady Esther, Ltd.	754,317
Bourjois, Inc.	716,868
Pabst Sales Co.	712,107
Continental Baking Co.....	705,288
Chesebrough Mfg. Co.	656,706
Electric Companies Adv. Program....	651,921
Prudential Insurance Co. of America..	620,105
Schenley Products Co.....	571,458
Gulf Oil Corp.	556,264
Anchor Hocking Glass Corp.....	544,677
Roma Wine Co.	530,274
Coca-Cola Co.	520,720
Parker Pen Co.	516,616
Corn Products Refining Co.....	496,428
Lewis-Howe Co.	465,264
Noxzema Chemical Co.	438,167
Pacific Coast Borax Co.....	432,990
International Silver Co.....	420,106
U. S. Tobacco Co.	411,504
Southern Cotton Oil Co.....	407,566
Armstrong Cork Co.	403,395
Servel, Inc.	382,358
Goodyear Tire & Rubber Co., Inc.....	380,702
J. B. Williams Co.	315,800
Cream of Wheat Corp.....	337,499
Minneapolis-Honeywell Regulator Co..	334,626
Cudahy Packing Co.	330,991
Johnson & Johnson.....	311,340
Armour & Co.....	295,792
Vick Chemical Co.....	294,020
American Oil Co.....	285,092
Admiral Corp.	259,435
Curtiss Candy Co.	257,975
Mennen Co.	256,198
P. Ballantine & Sons	233,316
Ballard & Ballard Co.	226,575
Lockheed Aircraft Corp.....	224,583
Bowey's, Inc.	218,456
Fillsbury Mills, Inc.	214,304
Englander Co.	165,750
Gillette Safety Razor Co.	161,387
Democratic National Committee	148,999
Allegheny-Ludlum Steel Corp.	148,542
Republican National Committee	131,414
Los Angeles Soap Co.	117,086
Welch Grape Juice Co.	110,027
Manhattan Soap Co.	105,912
C. F. Mueller Corp.	99,396
Planters Nut & Chocolate Co.	91,563
Joseph Tetley & Co., Inc.	68,569
Miles California Co.	61,425
Campana Sales Corp.	58,634
Hudson Coal Co.	52,760
Signal Oil Co.....	49,255
Elgin National Watch Co.....	47,968
Soil-Off Mfg. Co.	41,850
John Morrell & Co.	40,880
Western Sugar Refining Co.....	38,961
Bekins Van & Storage Co.....	38,281
Peter Paul, Inc.....	36,972
Grove Laboratories, Inc.....	34,591
"42" Products, Inc.....	32,020
Business Men for Roosevelt, Inc.....	30,812

Plough, Inc.	29,342
Socoxy-Vacuum Oil Co., Inc.....	28,890
Hunt Bros. Packing Co.....	28,051
One Thousand Club of the United States of America	25,636
Colonial Dames, Inc.....	25,283
Packard Bell Co.....	25,272
Ben Hur Products, Inc.....	22,869
Andrew Jergens Co.....	21,411
Yellow Cab Co.....	20,706
McKesson & Robbins, Inc.....	19,596
United Air Lines Transport Corp.....	18,951
Lamont, Corliss & Co.....	18,252
Calif. Prune & Apricot Growers Assn...	16,432
Maryland Pharmaceutical Co.....	15,871
W. Atlee Burpee Co.....	12,892
Consolidated Royal Chemical Co., Inc...	11,792
Pacific Greyhound Lines, Inc.....	11,583
Washington Coop. Egg & Poultry Assn.	11,357
Dwight Edwards Co.....	10,721
Phileo Corp.	10,216
Hoffman Radio Corp.....	10,179
Democratic State Committee of N. Y....	10,121
Kay Jewelry Co.....	10,018
Barbasol Co.	7,917
Herman Basch & Co.....	7,722
Johnstone Drug Sales Co.....	7,540
Wilshire Oil Co.....	7,308
Coldstream Products Co.....	6,699
Miscellaneous	51,975

Grand Total\$66,791,319

**Mutual Broadcasting System
1944 Sponsor Expenditures**

Sinclair Refining Co.....	\$ 1,301,917
R. B. Semier, Inc.....	1,115,708
Kellogg Co.....	1,000,739
Metro-Goldwyn-Mayer, Inc.	981,118
Gospel Broadcasting Assn.....	950,309
Zonite Products Corp.....	732,427
Mutual Benefit, Health & Accident Assn.	677,421
Pharmaco, Inc.	676,310
Bayuk Cigars, Inc.....	667,865
Gillette Safety Razor Co.....	512,590
American Cigarette & Cigar Co., Inc..	530,585
Campana Sales Co.....	499,862
Clark Bros. Chewing Gum Co.....	465,309
Ralston Purina Co.....	450,713
Grove Laboratories	438,095
Lutheran Laymen's League.....	425,177
Serutan Co.....	395,263
Employers' Group Insurance Co. of Boston, Mass.	388,912
Barbasol Co.....	352,961
Stokely Bros.-Van Camp, Inc.....	321,993
Dubonnet Corp.	295,390
Petri Wine Co.....	294,700
Radio Bible Class	290,455
General Cigar Co., Inc.....	277,961

**"AMERICA'S GRAND HOSTESS"
EUGENIA CLAIR**



KMTR
3:15 P.M., P.W.T.

Veterans of Foreign Wars
of the United States
American Gold Star Mothers

AGENCY—NETWORK—SPONSOR BILLINGS

Voice of Prophecy, Inc.....	276,009
Lumberman's Mutual Casualty Co.....	261,553
Helbras Watch Co.....	215,563
Young People's Church of the Air.....	211,190
Lewis-Howe Co.....	206,668
Chef-Boy-Ar-Dee Quality Foods, Inc.....	196,669
Wesley Radio League.....	185,168
Emerson Radio & Phonograph Corp.....	182,183
Confl Products Corp.....	180,636
Duffy-Mott Co., Inc.....	161,198
Frank H. Lee Co.....	141,584
George W. Luft & Co.....	138,567
Formfit Co.....	115,825
Nat'l Small Business Men's Assoc.....	100,596
Wilson Sporting Goods Co.....	83,509
Delaware, Lackawanna & Western Coal Co.....	80,109
Beaumont Co.....	75,430
Allegheny Ludlum Steel Corp.....	74,350
Carey Salt Co.....	70,433
Union Pacific Railroad.....	69,531
Knox Co.....	68,381
Gotham Hosiery Co., Inc.....	62,380
Waltham Watch Co.....	59,829
Reichhold Chemicals, Inc.....	59,241
Aeme White Lead & Color Works.....	56,374
Boots Aircraft Nut Corp.....	52,221
Goodyear Tire & Rubber Co.....	42,379
Maryland Pharmaceutical Co.....	41,496
Chesapeake & Ohio Railway Co.....	41,206
Table Products, Inc.....	36,324
Miss Swank, Inc.....	31,184
American Bird Products, Inc.....	20,642
Sherwood Bros., Inc.....	20,161
Coronet Magazine.....	19,167
Hartz Mountain Products.....	14,933
W. L. Douglas Shoe Co.....	9,920
Loyal Order of the Moose.....	9,314
Rust Craft Publishers, Inc.....	7,925
Shipstead & Johnson.....	3,726
Political Advertisers.....	421,422
Locally Sponsored Shows.....	1,260,638

Total \$19,533,650

**National Broadcasting Company
1944 Sponsor Expenditures
Not Available**

**Blue Network Company
1944 Gross Monthly Billings**

January	\$ 2,895,700
February	2,799,504
March	3,080,398

April	3,161,738
May	3,327,599
June	3,172,018
July	3,366,504
August	3,188,298
September	3,629,402
October	1,211,584
November	4,082,115
December	1,138,212

Total *\$11,356,129

* Includes \$411,500 for Political Sales.

**Columbia Broadcasting System
Gross Monthly Billings, 1944**

January	\$ 5,658,968
February	5,356,893
March	5,801,569
April	5,650,663
May	5,818,018
June	5,204,782
July	5,369,338
August	5,321,947
September	5,386,014
October	5,795,790
November	5,577,354
December	5,819,983

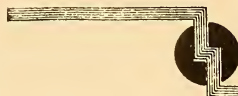
Total \$66,791,319

**Gross Monthly Billings
Mutual Broadcasting System**

January	\$ 1,760,317
February	1,605,839
March	1,807,031
April	1,675,609
May	1,525,276
June	1,521,703
July	1,511,393
August	1,501,391
September	1,517,329
October	1,911,040
November	1,625,567
December	1,535,155

Total \$19,533,650

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



Spot Sales, inc.

NEW YORK

LOREN L. WATSON

400 MADISON AVENUE
ELdorado 5-5040

CHICAGO:

360 N. MICHIGAN AVENUE
Franklin 8520

SAN FRANCISCO

THIRD AND MARKET STREETS
Exbrook 3558

HOLLYWOOD:

HOLLYWOOD BLVD. AT COSMO
Hollywood 8318

★ Radio Station ★ Representatives

JAMES L. ALEXANDER

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

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg.M 7691
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner.....96-861
Vancouver—198 W. Hastings St., J. E. Baldwin.....Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; KKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland; CJLS, Yarmouth, N. S.; CHWK, Chilliwack, B. C.; CKFI, Fort Frances, Ont.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg.Belair 3325
 M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. J. Meyer, Sales Director; S. Vineberg, Program Director; J. O. Denis, French Director; J. Feldman, Recording Department; R. O. Stevenson, Manager of Syndicated Transcription Department.
Toronto—199 Bay St.Adelaide 3248
 M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.

BERTHA BANNAN

(New England Representative*)

Boston—533 Little Bldg., Bertha Bannan; L. H. Morello, Secretary.....Hubbard 4370
Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; 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.; Connecticut State Network.

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

WALTER BIDDICK COMPANY

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Stations—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.; KSRO, Santa Rosa, Calif.; WIND, Gary, Ind.; KFAD, Nampa, Idaho; KCKN, Kansas City, Mo.

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Port Arthur	KPAC	Mutual
Pueblo	KGHF	Blue
Rochester	WSAY	Mutual
Rutland	WSYB	Mutual

Sacramento	KROY	Columbia
Salt Lake City and Ogden	KLO	Mutual
Spokane	KFIO	Mutual
Tacoma	KMO	Mutual
Tulsa	KOME	Blue & Mutual
Waterbury	WBRY	Columbia
Wenatchee	KPQ	Blue
Yakima	KIT	Mutual

Intermountain Network All Mutual

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KVNU — Logan; KEUB — Price, all Utah;
KID — Idaho Falls, Idaho; KVRS — Rock
Springs, Wyo.

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State 5282

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Sutter 1393

LOS ANGELES, 13
448 South Hill Street
Michigan 0921

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<i>New York City</i> —341 Madison Avenue.....	Murray Hill	9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Robert Hill Bolling, E. Schuyler Ensell, Robert Eastman.		
<i>Los Angeles</i> —438 Chamber of Commerce Bldg., Carleton E. Coveny.....	Prospect	3584
<i>San Francisco</i> —608 Russ Bldg., Lindsey Spight, Vice-President.....	Douglas	3188
<i>St. Louis</i> —350 Paul Brown Bldg., J. Chris Hetherington.....	Chestnut	5688
<i>Stations</i> —KSUN, Bisbee-Douglas, Ariz.; KOY, Phoenix, Ariz.; KTUC, Tucson, Ariz.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; KXEL, Waterloo, Ia.; WFBR, Baltimore, Md.; WOW, Omaha, Neb.; KODY, North Platte, Nebr.; WNBZ, Binghamton, N. Y.; WNEW, New York, N. Y.; KFJR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; KOL, Seattle, Wash.; KGMB, Honolulu, T. H.; KXOK, St. Louis, Mo.; KFRU, Columbia, Mo.; Don Lee Mutual Network; Arizona Network; KGDM, Stockton, Calif.		

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(National Spot and Local Sales Division)

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<i>Chicago</i> —Merchandise Mart Bldg.....	Delaware	1900
Roy McLaughlin, Manager.		
<i>Hollywood</i> —6285 Sunset Blvd.....	Hillside	8231
Amos Baron, Manager.		
<i>San Francisco</i> —111 Sutter St.....	Graystone	6565
Byron Nelson, Mgr.		
<i>Detroit</i> —802 Fisher Bldg.....	Trinity	2-7000
John Donohue, Mgr.		
<i>Pittsburgh</i> —171 Shaler Drive, Glenshaw.....	Glenshaw	1287
Robert Post, Mgr.		
<i>Stations</i> —KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WJZ, New York, N. Y.; Pacific Coast Blue Network.		

D. L. BOUFFORD

<i>Toronto</i> —112 Yonge St., 1.....	AD.	7468
<i>Stations</i> —CKCH, Hull, Quebec.		

THE BRANHAM COMPANY

<i>New York</i> —230 Park Avenue.....	Murray Hill	6-1860
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<i>Chicago</i> —360 N. Michigan Avenue.....	Central	5726
John Petrie, President; E. F. Corcoran, Vice-President; C. B. Peterson, Manager radio department.		
<i>Detroit</i> —General Motors Bldg., Harry Anderson.....	Trinity	1-0440
<i>Dallas</i> —Texas Bank Bldg., A. J. Putman.....	Dallas	2-8569
<i>Atlanta</i> —Rhodes Haverly Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., J. E. Nicholson.....	Chestnut	6192
<i>Kansas City</i> —Board of Trade Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., J. H. Hornung.....	Michigan	1269
<i>Charlotte, N. C.</i> —612 Commercial National Bank Bldg., H. L. Ralls.....	Charlotte	8839
<i>Memphis</i> —1018 Sterick Bldg., S. Arnold.....	Memphis	8-2344
<i>Stations</i> —KTHS, Hot Springs, Ark.; KWKH, Shreveport, La.; WCPO, Cincinnati, Ohio; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KTBC, Austin, Texas; KRIC, Beaumont, Texas; KRLD, Dallas, Texas; West Virginia Network (WCHS, Charleston. WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington; W. Va.).		

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Stations—WINN, Louisville, Ky.; KFNF, Shenandoah, Iowa; WPAG, Ann Harbor, Mich.; New England Cupboard.

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Camaguey	CMJN	740 KC.	1000 Watts
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Santiago de Cuba	CMKN	930 KC.	2000 Watts

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Prado 53, Habana, Cuba

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(Southeastern Representative)*

Atlanta, Ga.—1104-22 Marietta St. Bldg. Walnut 1231
Stations—WALB, Albany, Ga.; WFBC, Greenville, S. C.

* Stations represented on a regional basis only.

COX & TANZ

Philadelphia—Drexel Building Lombard 1720
 E. R. Tanz

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Chicago—228 N. La Salle Street, J. C. Cox, Jr., Executive in Charge Franklin 2095

Stations—KELD, El Dorado, Ark.; KFFA, Helena, Ark.; KWKW, Los Angeles, Calif.; WBLJ, Dalton, Ga.; WJOB, Hammond, Ind.; WKMO, Kokomo, Ind.; WASK, Lafayette, Ind.; KTNM, Hummari, N. M.; WGNC, Gastonia, N. C.; KAST, Astoria, Ore.; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; WFIG, Sumter, S. C.; WJZM, Clarksville, Tenn.; WHUB, Cookeville, Tenn.; KNEL, Brady, Texas; WCHV, Charlottesville, Va.; KTBI, Tacoma, Wash.; WIGM, Medford, Wisc.; WCRW, Chicago, Ill.; KIUL, Garden City, Kansas; KSAM, Huntsville, Texas; WAGM, Presque Isle, Me.; KGFX, Pierre, S. D.; KEEW, Brownsville, Texas; WMFJ, Daytona Beach, Fla.; WBRE, Wilkes-Barre, Pa.

HARRY E. CUMMINGS

(Southeastern Representative)*

Jacksonville, Fla.—1306 Barnett National Bank Bldg. Jacksonville 3-0381

Stations—WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WDBO, Orlando, Fla.; Daniel Boone Network (WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WISE, Asheville, N. C.); WHIO, Dayton, Ohio; WROL, Knoxville, Tenn.

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

DOMINION BROADCASTING CO.

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Stations—CJLS, Yarmouth, N. S.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

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Chicago—360 N. Michigan Ave., Hal Holman, Manager State 5262

Philadelphia—1301 Widener Bldg. Rittenhouse 9698

Charles Shall, Manager.

Stations—WBNX, New York, N. Y.; WJBK, Detroit, Mich. (for East); KONO, San Antonio, Texas; WCOU, Lewiston, Auburn, Me.; WLIB, New York, N. Y. (for Midwest); WWSW, Pittsburgh, Pa.; KEYS, Corpus Christi, Texas; WIBM, Jackson, Mich. (for East); WINX, Washington, D. C.; WMIN, Minneapolis-St. Paul, Minn.; WBRW, Welch, W. Va.; WDAS, Philadelphia, Pa.; WRRF, Washington, N. C.

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

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 Phil Broderick, Mgr.
Chicago—540 N. Michigan Ave.....Del 1055
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 Honduras: HRP1, San Pedro Sula; HRN, Tegucigalpa.
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Atlanta—120 Marietta St., N.W., (3), E. W. Sweatman.....Walnut 1636

San Francisco—300 Montgomery St., (4), Ralph W. Mitchell, Vice-President...Yukon 1265

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HOMER HOGAN & CO.

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Station—KWBU, Corpus Christi, Texas.

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Hal Holman, Owner.

New York—531 Fifth Avenue.....MUrray Hill 2-7986

Stations—WJBK, Detroit, Mich.; WIBM, Jackson, Mich.; WKMO, Kokomo, Ind.

GEORGE P. HOLLINGBERRY CO.

Chicago—307 N. Michigan Avenue (1).....State 2898

George P. Hollingbery, Owner; Fred F. Hague, Frank E. McCarthy, Charles E. Compton, Salesmen.

New York City—420 Lexington Avenue (17).....MUrray Hill 3-9447

F. E. Spencer, Jr., Manager; Paul J. Senft, Noel C. Breault, George E. Klayer.

Atlanta—510 Healey Bldg. (3), M. P. Martin, Manager.....Walnut 3856

San Francisco—300 Montgomery St. (4), R. J. Birch, Manager.....Douglas 4393

Los Angeles—607 S. Hill Street (14), J. V. Fisler, Manager.....Van Dyke 7386

Stations—WPDQ, Jacksonville, Fla.; WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WAAF, Chicago, Ill.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WREN, Lawrence, Kans.-Kansas City, Mo.; KOWH, Omaha, Nebr.; WHAM, Rochester, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; WEEU, Reading, Pa.; WARM, Scranton, Pa.; WTMA, Charleston, S. C.; WSPA, Spartanburg, S. C.; KTSM, El Paso, Texas; KVI, Tacoma, Wash.; WEAU, Eau Claire, Wisc.; Arrowhead Network (WEBC, Duluth; WMFG,

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

Hibbing; WHLB, Virginia, Minn.); Rebel Network (WJDX, Jackson; WFOR, Hattiesburg; WAML, Laurel, Miss.); WRDW, Augusta, Ga.; WIP, Philadelphia, Pa.; KSCJ, Sioux City, Kans.; KGBX, Springfield, Mo.; KVI, Tacoma, Wash.; KFBI, Wichita, Kans.

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

- New York*—507 Fifth Ave. Vanderbilt 6-6075
 Louis M. Bloch, Jr., Manager.
- Schenectady*—Sacandaga Rd., David W. Borst
College Stations—University of Alabama, Tuscaloosa, Ala.; Brown University, Providence, R. I.; Columbia University, New York, N. Y.; University of Connecticut, Storrs, Conn.; Cornell University, Ithaca, N. Y.; Georgetown University, Washington, D. C.; Hamilton College, Clinton, N. Y.; Harvard University, Cambridge, Mass.; Haverford College, Haverford, Pa.; Knox College, Galesburg, Ill.; University of Maryland, College Park, Md.; Princeton University, Princeton, N. J.; Rhode Island State College, Kingston, R. I.; University of Nebraska, Lincoln, Nebr.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.; Radcliffe College, Cambridge, Mass.; Barnard College, New York, N. Y.; Pembroke College, Providence, R. I.; Stephen College, Columbia, Mo.; Bryn Mawr College, Bryn Mawr, Pa.

THE KATZ AGENCY, INC.

- New York City*—500 Fifth Avenue Wisconsin 7-8620
 G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, Vice-President; S. R. Rintoul, M. S. Kellner, D. H. Deneholz, M. J. Flynn, H. R. Goldberg, Martin Beck, J. T. Ott, M. O'Mara, T. E. Kruglak, W. S. Wright, S. A. Machcinski.
- Chicago*—307 N. Michigan Avenue Central 4006
 G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, David H. Decker, Roy Miller, Frank B. Heib.
- Detroit*—General Motors Bldg. Trinity 2-7685
 Ralph Bateman, Manager; W. J. Davis.
- Kansas City*—Bryant Bldg. Victor 7095
 W. K. Bailey, Manager, Charles Eatough.
- Atlanta*—22 Marietta Street Bldg. Walnut 4795
 Fred M. Bell, Manager, Charles Coleman.
- Dallas*—Republic Bank Bldg., Frank Brimm Central 7936
- Los Angeles*—530 W. 6th Street Tucker 3219
 Thomas Ray, Mgr.
- San Francisco*—Monadnock Bldg. Sutter 7498
 Richard S. Railton, Manager.
- Stations*—KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOG, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; WWL, New Orleans, La.; WLAW, Lawrence, Mass.; KGH, Billings, Mont.; WKRC, Cincinnati, Ohio; WWNC, Asheville, N. C.; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; USIX, Nashville, Tenn.; KUTA, Salt Lake City, Utah; WISN, Milwaukee, Wisc.; WOL, Washington, D. C.; WHOM, New York, N. Y.; WCOP, Boston, Mass.

JOHN KEATING

- Portland, Ore.*—616 Studio Bldg. (5) Beacon 4107
- Seattle*—318 Douglas Bldg., (1) Elliott 3300
 R. G. Chastain, James McLoughlin, Manager.
- Stations*—KIDO, Boise, Ida.; KRLC, Lewiston, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJL, Klamath Falls, Ore.; KLBW, La Grande, Ore.; KOOS, Marshfield, Ore.; KMED, Med-

ford, Ore.; KWRC, Pendleton, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KEVE, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KMO, Tacoma, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; KOL, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.

RAY LINTON & CO.*

<i>New York City</i> —1 E. 42nd Street.....	Murray Hill	2-1809
Ray Linton, Owner; Blanche Horowitz, Secretary.		
<i>Chicago</i> —360 N. Michigan Avenue.....	State	6662
Harold Higgins, Mgr.		

* This firm did not answer questionnaire.

MACK RADIO SALES CO.

<i>Camden, N. J.</i> —18th Floor, City Hall.....	Camden 0907 or	4523
L. M. Maxwell, Sales Manager.		
<i>Stations</i> —WCAM, Camden, N. J.		

JOSEPH HERSHEY MCGILLVRA, INC.

<i>New York</i> —366 Madison Avenue (17).....	Murray Hill	2-8755
Joseph H. McGillvra, President; Eugene H. Kraemer, Albert A. Cormier, N. P. Colwell.		
<i>Chicago</i> —35 East Wacker Drive (1).....	State	5282
Jack Stewart, Manager; Robert S. Russell, Jack Kamsler.		
<i>Los Angeles</i> —448 South Hill Street (13).....	Michigan	0921
Forrest Pearson, Lee Willson.		
<i>San Francisco</i> —627 Mills Building (4).....	Sutter	1393
Duncan A. Scott, Dorothy Hill, Maxwell J. Hunter.		
<i>Stations</i> —KLX, Oakland, Calif.; KPAS, Pasadena (Los Angeles), Calif.; KROY, Sacramento, Calif.; KVOD, Denver, Colo.; WBRY, Waterbury, Conn.; WBML, Macon, Ga.; WNOE, New Orleans, La.; WMEX, Boston, Mass.; WLA V, Grand Rapids, Mich.; KCMO, Kansas City, Mo.; WOV, New York, N. Y.; WSAY, Rochester, N. Y.; KOMA, Tulsa, Okla.; KPAC, Port Arthur, Texas; KVNU, Logan, Utah; KLO, Ogden, Utah; KEUB, Price, Utah; KOVO, Provo, Utah; WSYB, Rutland, Vt.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KPQ, Wenatchee, Wash.; WGKV, Charleston, W. Va.; KFIO, Spokane, Wash.; KNOE, Monroe, La.; KID, Idaho Falls, Idaho; KVRs, Rock Springs, Wyo.; KGHF, Pueblo, Colo.; CKLW, Detroit, Mich. XEW-XEQ, Mexico City, Mexico; RHC-Cadena Azul, Havana, Cuba. CJCJ, Calgary, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CKTB, St. Catharines, Ont.; CFRB, Toronto, Ont.; CKLW, Windsor, Ont.; CHLP, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, ue.; CJBR, Rimouski, Que.; CJRL, Kenora, Ont.; CKRM, Regina, Sask.; CJGX, Yorkton, Sask.; CJCH, Halifax, N. S.; CFBR, Brockville, Ont.		

J. P. MCKINNEY & SON

<i>New York City</i> —30 Rockefeller Plaza, N. L. O'Brien.....	Circle	7-1178
<i>Chicago</i> —400 N. Michigan Avenue.....	Superior	9866
<i>Los Angeles</i> —6362 Hollywood Blvd.....	Granite	9596
Homer Griffith, Manager.		
<i>San Francisco</i> —681 Market St., R. J. Bidwell, Manager.....	Garfield	5512
<i>Stations</i> —WHTT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.		

NATIONAL BROADCASTING COMPANY

(National Spot and Local Sales Division)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-8300
James V. McConnell, National Manager; W. O. Tilenius, W. C. Roux, Assistant Managers.		
<i>Boston</i> —Hotel Bradford, 5E. Kettell.....	Hancock	4261

• • • STATION REPRESENTATIVES • • •

<i>Cleveland</i> —815 Superior Ave., N. E., Donald G. Stratton.....	Cherry	0942
<i>Chicago</i> —Merchandise Mart	Superior	8300
Oliver Morton, Manager.		
<i>Denver</i> —1625 California Street, James R. MacPherson.....	Main	6211
<i>Hollywood</i> —Sunset & Vine, Don Norman.....	Hollywood	6161
<i>San Francisco</i> —Taylor & O'Farrell Sts., C. Nielson.....	Sutter	1920
<i>Washington, D. C.</i> —Trans-Lux Bldg., Mahlon Glascock.....	Republic	5400
<i>Stations</i> —KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO-WGL (until 1/45), Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAJ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

NATIONAL BROADCAST SALES LTD.

<i>Toronto</i> —25 King Street, West.....	ELgin	1165
Roy H. Thomson, President; R. A. Leslie, Toronto Office Manager.		
<i>Montreal</i> —660 St. Catherines St., West.....	Harbour	3051
Roy Hoff, Manager.		
<i>Stations</i> —CKEY, Toronto, Ont.; CJAD, Montreal, Que.; CJCH, Halifax, N. S.; aCKWS, Kingston, Ont.; CHEX, Peterborough, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CFPA, Port Arthur, Ont.		

NEW ENGLAND RADIO ADVERTISING COMPANY

<i>Boston</i> —507 Statler Building.....	Hubbard	3225
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NORTHERN BROADCAST SALES

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

NORTHWEST RADIO ADVERTISING CO.*

<i>Seattle</i> —American Bldg.	Elliot	5488
Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.		

* Did not answer questionnaire.

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

<i>New York City</i> —330 Madison Avenue, (17), E. Bernald, Manager.....	Murray Hill	2-0811
<i>Chicago</i> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<i>Cleveland</i> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922
<i>Hollywood</i> —6362 Hollywood Blvd., H. O. Griffith.....	Granite	1726
<i>San Francisco</i> —681 Market St., S. P. LaDue.....	Douglas	4475
<i>Seattle</i> —White Bldg., Hal Pearce.....	Main	6626

Stations: Argentina: Red Argentina de Emisoras Splendid (11-station network) Bolivia: CP2, La Paz; British Guiana: ZFY, Georgetown; Chile: Cooperativa Vitalicia (7-station network); Columbia: Radio Continental (4-station network); Costa Rica: TIPG, San Jose; Dominican Republic: HIN, Ciudad Trujillo; Ecuador: HCIBF, Quito and HCRB, Guayaquil; El Salvador: YSP, San Salvador; Guatemala: TGW, Guatemala City; Haiti: HHW and HHBM, Port-au-Prince; Honduras: HRN, Tegucigalpa; Nicaragua: YNPS-YNDS, Managua; Panama: HP5J-HP6J, Panama City; Paraguay: ZP9-ZP1, Ascuncion; Peru: Compania Peruana de Radiodifusion (7-

station network) and OAX4A-OAX4T-OAX4Z, Lima; Puerto Rico: WIAC, San Juan; Montevideo; Venezuela: YV5RA-YV5RN, Caracas and YVIRA-YVIRV and YVIRK-YVIRL, Maracaibo; Newfoundland; VONF-VONG-VONH, St. Johns; KFQD, Ankorage, Alaska.

JOHN E. PEARSON COMPANY

<i>Chicago</i> —360 N. Michigan Avenue.....	FRanklin	2359
John E. Pearson, Owner; Kay Fisher, Sales; Suzanne Masterson, Office Manager; Agnes Terrace, Secretary.		
<i>New York</i> —250 Park Ave.....	PLaza	8-2255
Hines H. Hatchett, Manager; John McSweeney, Salesman; Kay Kane, Office Mgr.; Florence Albus, Secretary.		
<i>Kansas City, Mo.</i> —Dierks Bldg.....	GRand	2144
Christine Mitchell, Secretary.		
<i>Stations</i> —WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KDTH, Du- buque, Ia.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WL0L, St. Paul, Minn.; WIND, Chicago, Ill.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KPLT, Paris, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KCMC, Texarkana, Texas; WHBL, Sheboygan, Wisc.; KATE, Albert Lea-Austin, Minn.; KYSM, Man- kato, Minn.; KFVS, Cape Girardeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.; WSPB, Sarasota, Fla.; KOAM, Pittsburgh, Pa.; WBIR, Knoxville, Tenn.; KTEM, Temple, Tex.; KCMO, Kansas City, Mo.; KWNO, Winona, Minn.; KWOC, Poplar Bluffs, Mo.; WINK, Ft. Myers, Fla.; WOV, New York, N. Y.; WCMJ, Ashland, Ky.; KFDA, Amarillo, Tex.; KGKB, Tyler, Tex.; WLAK, Lakeland, Fla.; WLAP, Lexington, Ky.; KCRC, Enid, Okla.; KRRV, Sherman, Tex.; KVWC, Vernon, Tex.; Southern Minnesota Radio Network.		

JOHN H. PERRY ASSOCIATES

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

EDWARD PETRY & COMPANY, INC.

<i>New York City</i> —17 East 42nd Street.....	MUrray Hill	2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ring- gold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Max Everett.		
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson, Irvin Gross, Buell Herman.		
<i>Detroit</i> —General Motors Bldg.....	Madison	1035
William Cartwright.		
<i>San Francisco</i> —Russ Bldg., Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
<i>St. Louis</i> —Shell Bldg., George Kercher.....	Chestnut	7191
<i>Stations</i> —KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Hous- ton, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spo- kane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Qual- ity Network; Yankee Network, KFOR, Lincoln, Neb.; KTBS, Shreveport, La.		

. . . STATION REPRESENTATIVES . . .

RALPH L. POWER

(Australian Representative)

Los Angeles—405-7 Van Nuys Bldg. (14).....Madison 5617
Station—Representation of stations in Australia, New Zealand and South Africa.

RADIO ADVERTISING CO.

New York—521 Fifth Avenue (17).....Murray Hill 2-2170-1
 Louis J. F. Moore, Manager.

Chicago—333 N. Michigan Avenue (1).....Central 1742-3
 M. J. McGeehan, Manager.

Detroit—28 W. Adams Ave. (26), Robert Baines, Mgr.....Cherry 8321

San Francisco—Russ Bldg. (4), David H. Sandeberg, Manager.....Exbrook 2093

Los Angeles—707 South Hill St. (14), J. Leslie Fox.....Vandike 1901
Stations—KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WHKK, Akron, O.

RADIO CENTRE LIMITED

Toronto—74 Wellington St., West.....Waverly 2036
 D. Spencer Grow, Manager.
Station—CJCJ, Calgary, Alberta.

RADIO REPRESENTATIVES, LTD.

Toronto—4 Albert Street.....Waverly 6151
 J. Slatter, General Manager.

Montreal—337 Dominion Square Bldg., W. Dippie, Mgr.....HArbour 7811
Stations—CFCN, Calgary, Alta.; CJCJ, Calgary, Alta.; CFRN, Edmonton, Alta.; CKNW, New Westminster, B. C.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CHGS, Summerside, P. E. I.; CKCH, Hull, Que.; CKCV, Quebec City, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CFQC, Saskatoon, Sask.

RADIO SALES

(The SPOT Broadcasting Division of the Columbia Broadcasting System)

New York—485 Madison Avenue.....Wickersham 2-2000
 Howard S. Meighan, Eastern Sales Manager; E. J. Heerd, Jr., Sales Service Manager; Chas. H. Smith, Supervisor of Research; Dick Dorrance, Promotion Director; Alice Santti, Mgr., Clearance Dept.; Herbert A. Carlborg, G. R. Dunham, Jr., Wilbur Edwards, A. H. Flaten, Don Miller, Roy F. Shults, George L. Moscovics, Gordon Owen.

Chicago—410 N. Michigan Avenue.....Whitehall 6900
 J. Kelly Smith, General Sales Manager; Roger Huston, Western Sales Manager; Sangstrom Hettler, Ted McLoney, J. M. Ward, Wm. Parker.

St. Louis—Mart Bldg., Carter Ringlep, Sales Manager.....Central 8240
Charlotte, N. C.—Wilder Bldg., Royal Penny, Sales Manager.....Charlotte 3-8833

San Francisco—Palace Hotel.....Yukon 1700
 Ole G. Morby, Sales Manager for Northern California & the Northwest.

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

WILLIAM G. RAMBEAU COMPANY

<i>Chicago</i> —360 N. Michigan Ave.....	Andover	5566
William G. Rambeau, Owner; Mary S. Rudd, John R. Livingston, Ila Shaw.		
<i>New York City</i> —Chanin Bldg.....	Lexington	2-1820
Paul S. Wilson, Manager; Helen Shatsick, Dorothy P. Phillips.		
<i>Los Angeles</i> —5833 Fernwood Ave., Fred L. Allen, Manager.....	Granite	3636
<i>Stations</i> —KTKC, Visalia, Calif.; KFMB, San Diego, Calif.; KJBS, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, La.; WJEJ, Hagerstown, Md.; WDSM, Duluth-Superior, Minn.; WDG Y, Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WHEB, Portsmouth, N. H.; WRAW, Reading, Pa.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.; KFWB, Los Angeles, Calif.; KBON, Omaha, Neb.; KFUN, Las Vegas, N. M.; WFCI, Pawtucket, R. I.; WTSP, St. Petersburg, Fla.; WCLO, Janesville, Wisc.; KBIZ, Ottumwa, Ia.; WNBH, New Bedford, Mass.; WOGB, Cape Cod, Mass.; WTAW, College Station, Tex.		

PAUL H. RAYMER CO.

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

REGIONAL RADIO SALES COMPANY

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

VIRGIL REITER & CO.

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

"RHC—CADENA AZUL"

<i>New York</i> —220 West 42nd Street.....	Wisconsin	7-1166
Humberto D. Gonzalez, U. S. Representative.		
<i>Stations</i> —Long Wave: CMAN, Pinar Del Rio, Cuba; CMCY, Habana, Cuba; CMHI, Santa Clara, Cuba; CMJN, Camaguey, Cuba; CMKV, Holguin, Cuba; CMKN, Santiago de Cuba, Cuba; Short Wave: COCY, Habana, Cuba; COHI, Santa Clara, Cuba. Note—All these stations are owned by the Cuban Blue Network, RHC Cadena Azul, (affiliated with the Columbia Broadcasting System).		

SEARS & AYER, INC.

<i>Chicago</i> —612 N. Michigan Ave.....	Superior	8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
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<i>Seattle</i> —318 Douglas Bldg., R. G. Chastain, Mgr.....	Elliot	3300
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<i>San Francisco</i> —5 Third St., John Livingston, Dist. Mgr.....	EXbrook	3558
<i>Hollywood</i> —1650 Cosmo St., John Livingston, Dist. Mgr.....	Hollywood	8318
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<i>Montreal</i> —608 Keefer Bldg., J. R. Pearcey, Mgr.....	Plateau	8749
<i>Winnipeg</i> —A. J. Messner, Manager, c/o Radio Station CKY.....	Winnipeg	92191
F. Ward, S. L. Irwin.		
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Guy Bradford, Assistant Manager.		
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<i>San Francisco</i> —681 Market St. (28).....	Garfield	5512
<i>Hollywood</i> —6362 Hollywood Blvd. (28).....	Granit	6113
<i>Seattle</i> —2101 Smith Tower.....	Elliott	7417
<i>Stations</i> —KGNW, Amarillo, Texas; KYO, Lubbock, Texas; K TSA, San An-		

tonio, Texas; KRGV, Weslaco, Texas; KFDM, Beaumont, Texas; KTOK, Oklahoma City, Okla.; KRMD, Shreveport, La.; The Lone Star Chain; The Oklahoma Network.

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St. Louis—915 Olive St., Fred J. Wright, Manager..... Chestnut 1965
San Francisco—155 Sansome St., R. J. Birch, Manager..... Davenport 4164

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Stations—WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.

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Chicago—360 North Michigan Ave., Hal Holman..... State 5262
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Seattle—318 Douglas Bldg., R. G. Chastain, Mgr.....Elliott 3300

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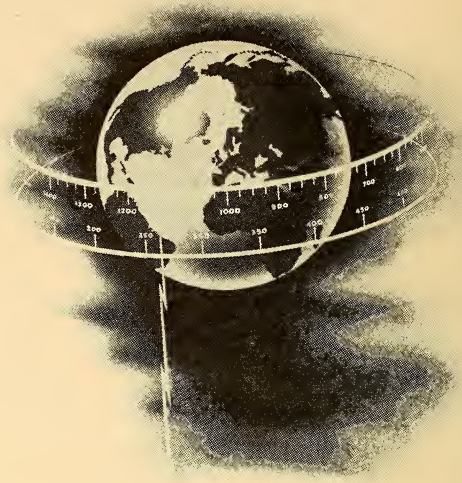
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Listing includes agencies placing network and important spot business during 1944 and those handling larger local accounts.

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- ABC . . . Audit Bureau of Circulation
- ABP . . . Associated Business Papers
- ANPA . . . American Newspaper Publishers' Association
- APA . . . Agricultural Publishers' Association
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 Scripts & Commercials Morris Rivlin
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Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee, Jell-O Puddings, Baker's Cocoa); Horowitz-Margaret; I. Rokeach & Sons; R. B. Davis Co. (Cocomalt, Davis Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co. (Bab-O); Francis H. Leggett Co. (Premier Food Products); American Home Products (Anacin, BiSoDol, Kolyons Tooth Paste and Powder, Old English Household Products, Dexta, New Hair Groom); Best Foods Co. (Heckers' Cream Farina, H-O Oats, Hillman's Mayonnaise); Ralston Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine Desserts); Ex-Lax, Inc. (E-Lax); Dugan Brothers (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); Breakstone Bros. (Breakstone's Food Products); "The 'Junket' Folks"; General Baking Co. (Bond Bread & Cakes); Florida Citrus Exchange (Florida Oranges & Grapefruit); Pillsbury Flour Mills Co. (Pillsbury's Farina).



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Branch Office

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macher & Co. (national spot), Dry Dock
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Phone Randolph 3456

Vice-President.....Sterling E. Peacock
235 Montgomery St., San Francisco 4, Calif.

Phone Sutter 2534

Vice-President.....Carl J. Eastman
2680 Penobscot Bldg., Detroit 26, Mich.

Phone Randolph 3800

Manager.....Thomas Jack Henry
231 Dillingham Bldg., Honolulu 16, Hawaii

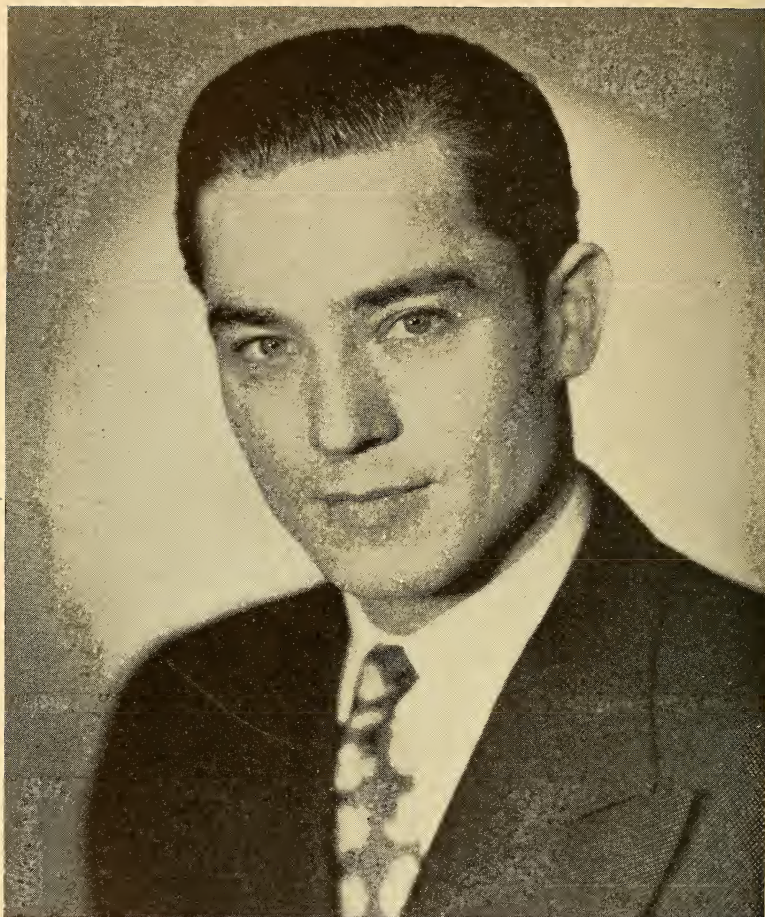
Manager.....John S. Coonley
Grosvenor House, Park Lane

London W1, England

ManagerMortimer Bryans

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

Television Accounts Placed—Atlantic Re-
fining Co.



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Radio Director.....Ruth F. Almstedt

Branch Office

1121 South Hill St., Los Angeles 15, Calif.
Phone PRospect 4118

Manager.....E. W. Rutledge

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30 Rockefeller Plaza, New York, N. Y.

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Radio Director.....Mrs. Marjorie de Mott
Time Buyer.....H. W. Mallinson, Jr.

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75 Federal St., Boston, Mass.

Phone Liberty 3364

Radio Account Placed—American Chiclet Co., Denver Chemical Mfg. Co., Wilbur Suchard Chocolate Co.

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370 Delaware Ave., Buffalo 2, N. Y.

Phone WASHINGTON 6854

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Production Manager.....Roy Runk
Publicity.....George Doherty
Copy.....Miss Clara Crane
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J. F. Higgins

Radio Producer.....J. F. Higgins
Radio Accounts Placed—Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co., Rochester & Pittsburgh Coal Co., Seven-Up Co. of Buffalo, Sattler's, Inc., Triple A Tablets.

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INC.**

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Phone 3-0131

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Copy Chief.....J. J. Hines
Art Director.....H. C. Millard
Radio Manager.....Wallace M. Hughes
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1737 McGee St., Kansas City, Mo.

Phone HARRISON 7730

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Secretary.....A. W. Durrin
Art Director.....Frank MacDonald
Account Executives.....Ralph S. Page,
Floyd L. Doan

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Time Buyers.....H. W. Godfrey,
Frank H. Little

Production Director.....Floyd L. Doan
Radio Accounts Placed—Dr. W. L. Wilson, Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., W. B. Duke Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co., Nourse Oil Co., Sweeney Trade Schools, Inc., Nourse Oil Co., Mid-West Wool Co-op.

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Phone CIrcle 6-9700

AAAA—ANPA—PPA—

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Executive Vice-President.....Joseph R. Busk
Vice President-Secretary.....Thomas J. Carnese
Vice President-Director of Media-Asst. Secretary.....Edgar Small
Vice-President and Director of Radio

Tom Revere

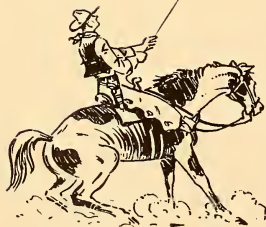
Time & Space Buyers.....Richard Mann,
MacDonald Dunbar, R. J. Fiechter.

Assistant Treasurer.....Carlos Justiz
Vice-President & Director of Research.....Clifford Parsells

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

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Executive Vice-President for Western Offices
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Vice-President-Director of Radio,
Arthur Pryor, Jr.

Asst. Director of Radio... Oliver M. Presbrey
Radio Research..... Harry I. Woodworth
Radio Merchandising..... Jack Moore
Local Radio Mgr..... Gertrude Scanlan
Chief Story Editor..... George Kondolf

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Marshall, Walter Tibbals, Russell Am-
bruster, Gladys Franklin, Robt. La Bour,
Chet Gierlach, Josephine Lyons, Ted
Long, Ann Bastow.

Business Manager,
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Time Buyers Jim Moore,
Elenore Scanlan, Robert Milan, Kath-
erine V. Winn

Publicity..... Wm. Maloney
Television..... F. A. Long

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Phone Superior 9200

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Phone Cleveland 7915

Vice-President..... Stanley P. Irvin
Grant Bldg., Pittsburgh 19, Pa.
Phone Grant 8060

Vice-President..... Leon D. Hansen
20 Providence St., Boston 16, Mass.
Phone Hubbard 0430

Vice-President..... Francis W. Hatch
Northwestern Bank Bldg., Minneapolis 2,
Minn.

Phone Bridgeport 8881

Vice-President..... H. H. Haupt
Executive Vice-President... John C. Cornelius
1515 Terminal Tower, Cleveland 13, Ohio
Phone Prospect 3621

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Phone Hollywood 7337

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Phone Garfield 1017

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Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 1354

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New Center Bldg., Detroit 2, Mich.
Phone Madison 4816

Manager..... F. Plummer Whipple
Radio Accounts Placed—American Steel &
Wire Co., Armstrong Cork Co., Boston Edi-
son Co., The Boston Globe, Corning Glass
Works, Cream of Wheat Corp., Cresta Blanca
Wine Co., Dubonnet Corp., E. I. du Pont
de Nemours & Co., Ethyl Corp., First National
Bank of Boston, Fort Pitt Brewing
Co., Gamble Stores, General Baking Co.,
General Electric Co., Golden State Co., Ltd.,
B. F. Goodrich Co., Hart Schaffner & Marx,
Hoffman Beverage Co., Household Finance
Corp., Lyon Van & Storage, Marine Trust
Co. of Buffalo, Minneapolis Brewing Co.,
Murine Co., Nehi Corp., North American
Aviation, Inc., North Star Woolen Mills,
Northwest Airlines, Inc., Northwestern Bell
Telephone Co., N. Y. Telephone Co., Par-T-
Pak, Penick & Ford, Ltd., Reader's Digest
Assn., F. & M. Schaefer Brewing Co., E. R.
Squibb & Sons, Servel, Inc., Southern New
England Telephone Co., Standard Oil Co.
of Calif., Tennessee Coal, Iron & R. R. Co.,
United Fruit Co., William Underwood Co.,
Wildroot Co., Western Auto Supply Co.,
Waitt & Bond.

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

BENNETT, WALTHER & MENADIER, INC.

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

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Treasurer..... Royal W. Leith
Secretary Dorothy Dodge

Radio Accounts Placed—Washburn Candy
Co., Hudson Coal Co.

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444 Madison Ave., New York 22, N. Y.
Phone Wickersham 2-0400
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Business Manager..... Charles Gannon
Supervisor of Daytime Radio.. Kirby Hawkes
Script Editor..... Roy Bailey
Casting Director..... Rita Dugan
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AP!

Spot Time Buyer.....Ruth Jones
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 Dermott, Dodie Yates, Hugh Hole
 (Spots, hitchhikes, etc.)

Television Dept.

Director.....Herb Leder
Branch Office
 6253 Hollywood Blvd., Hollywood 28, Calif.
 Phone Hillside 9151

West Coast Representative.....Al Kaye
 Business Manager.....Betty Buckler
Radio Accounts Placed—General Foods
 Corp. (Maxwell House Coffee, Diamond
 Crystal Salt, Baker's Chocolate, Post Toasties,
 Certo, Log Cabin Syrup, Sure-Jell, Post's
 40% Bran Flakes, Post's Raisin Bran, Gaines
 Dog Food), Prudential Insurance Co., Procter
 & Gamble Co. (Iory Snow, P. & G. White
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 AAAA—PPA

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 Television Dept.....Paul Wing
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 turing Co., Inc., Conti Products Corp., Frank
 H. Lee Co., Berst-Forster-Dixfield Co., E.
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9 Rockefeller Pl., New York, N. Y.
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Radio Accounts Placed—Geo. W. Helme
 Co., Prince George Hotel, C.O. Two Fire
 Equip. Co., Union News Co., Nassau Smelting
 & Refining Co.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 6-9300

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 Vice-President.....L. W. Thomas
 Asst. to the President.....C. H. Wolfe

Radio Dept.

501 Madison Ave.

Business Manager.....Frank C. Barton, Sr.
 Director of Production.....Stanley Joseloff*
 Eastern Production Manager...Walter Lurie
 Talent Buyer.....Lucille Webster
 Time Buyer.....Maria White
 Bulova Station Relations.....C. A. Snyder
 Special Program Writer.....Edith Oliver
 Asst. to Business Mgr.....Stanley Pulver
 Program Coordinators.....Betty Maundeville,
 Elizabeth Ready, Alfred Klingler
 Producers.....Harry Spears,
 Max Marcin, Hal Block

* Joined from Blue Network, March 15.

Hollywood Office

6111 Sunset Blvd., Hollywood, Calif.
 Chief of Radio Production (New York and
 Hollywood).....H. Calvin Kuhl
 Office Manager.....Maxine Anderson
 Producers.....William Spier,
 William Lawrence, Alton Rinker

San Francisco Office

485 California St., San Francisco, Calif.
 Manager.....John Alden
Radio Accounts Placed—The Procter and
 Gamble Co., Bulova Watch Co., Hillman
 Periodicals, Inc., Hills Brothers Co., Schen-
 ley Corp., Hunt Brothers Packing Co., San-
 Nap-Pak Co., Inc., M. & M. Candy Ltd.,
 Philip Morris & Co. Ltd., Inc., Lady Esther
 Co., Ltd., Eversharp, Inc.

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221 W. 57th St., New York 19, N. Y.
 Phone Circle 7-7827

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

Radio Dept.

Director of Radio.....Wm. T. Cavanagh
 Script Writers.....Jesse Sandler,
 Paul Zousmer
 Time Buyer.....Sally Cavanagh
 Producer.....Wm. T. Cavanagh

Television Dept.

Note: Television activity under direction
 of William T. Cavanagh.

Radio Accounts Placed—The Brass Rail,
 Century Theatre Circuit, Copacabana, Fabrik-
 ant Brothers (diamonds), Pedro & Olga
 Dance Studios, Rogers' Corner, Steuben
 Tavern, Crossroads, Zanzibar, Eureka Ship-

building Corp., Bernarr Macfadden Foundation, Hotels of Sullivan County, Unicorn Press.

THE BLAINE THOMPSON CO.

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

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Copy Chief.....Budd Getschal

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Standard Life Bldg., Pittsburgh 22, Pa.
Phone Court 6565
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Radio Director.....H. B. Trautman
Time Buyer.....T. H. Black, Jr.
Asst. Radio Director.....Emily Wilson
Radio Accounts Placed—P. Duff & Sons, Inc. (Duff's Baking Mixes).

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland 4, Oregon
Phone Atwater 9541
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SNPA—NOAB

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Phone Elliott 3523
Vice-President.....C. P. Constantine
Russ Bldg., San Francisco 4, Cal.
Phone Exbrook 7565
Vice-President.....Stanley G. Swanberg
629 So. Hope St., Los Angeles 14, Cal.
Phone Michigan 1427
Vice-President.....Hassel W. Smith
Empire State Bldg., New York 1, N. Y.
Phone PENnsylvania 6-7871
Radio Accounts Placed—Tillamook County Creamery Assn.

STANLEY G. BOYNTON AGENCY

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552
ABP—ANPA—PPA

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Vice-President.....L. C. Boynton
Secretary.....V. V. Cory
Treasurer.....C. Taylor
Program Director, Asst. to Mr. Boynton,
Larry Payne

Traffic Manager.....Ruth Grinnewald
Radio Producer.....Larry Payne

Branch Offices

17 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-0086

Radio Accounts Placed—Radio Bible Class, Wesley Radio League, American Society of Industrial Engineers, Old Fashioned Church of the Air, Calvary Hour, Your Fellowship Hour, First Church of the Nazarene—Detroit, New World Coming, Highland Park Baptist Church, Devotional Hour, Your Worship Hour, Chicago Evangelistic Institute, Michigan Conference Seventh Day Adventists, National Tennis Matches.

THE J. CARSON BRANTLEY ADVERTISING AGENCY

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

Officers

General Manager.....J. Carson Brantley
Treasurer.....Robt. C. Lyerly
Time Buyer.....A. N. Cheney
Radio Accounts Placed—Stanback Co., R. J. Reynolds Tobacco Co. (Brown's Mule Plug Tobacco), Duke Power Co., Owen Drug Co.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wis.
Phone Howard 134
ABP—ANPA—PPA

President.....R. C. Breth
Radio Accounts Placed—Home Mutuals Insurance Co., Western States Mutual Auto Ins. Co., Brillion Iron Works, Inc.

BRISACHER, VAN NORDEN & STAFF

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 0276
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Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel
Radio Time Buyer.....Marie Eaton
Radio Producers.....Gene Goldsmith,
Walton Purdom

Branch Offices

Petroleum Bldg., Los Angeles, Cal.
Phone Prospect 9368
250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634
Vice-President.....R. T. Van Norden
Radio Accounts Placed—Acme Breweries, West Coast Soap Co., Peter Paul, Inc., Moore's Clothing Co., Par Soap Co., The Shasta Water Co., Sunset Magazine, Par-T-Pak, Golden Grain Macaroni Co., S. & W. Fine Foods, Nicholas Johnston (Photographers), Robert Wallace Furs.

BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.
Phone Liberty 4732
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Principal.....Chester L. Solomont
Account Executives.....Joseph Blue,
Arthur Cohen, George J. M. Riseman.
Radio Accounts Placed—Federal Savings &
Loan Assn. of New England, Dawson's
Brewery, Inc., M. Hoffman & Co.

BROADCASTING ADVERTISING CO.

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

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Office Manager.....Betty Culbert
Radio Accounts Placed—Crew of Good
Ship Grace, Inc., Floyd B. Johnson, Grace
Dotson, Calvary Assembly.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.

Phone TRinity 0558

ANPA—PPA

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Copy Chief.....Anne Miller
Production.....M. Jackson
Art Director.....A. L. Lee
Acct. Exec.....Frank McMahon
Copy.....Rose Kandell
Radio Accounts Placed—Bekins Moving &
Storage, Citizens Nat'l Trust & Savings Bank,
Bekins Van & Storage Co., Everest & Jen-
nings, Golden West Products Co., Roland J.
Laupel Co.

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

82 Hancock Ave., East, Detroit 1, Mich.

Phone Columbia 0860

52 Vanderbilt Ave., New York 17, N. Y.

Phone Murray Hill 6-1800

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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.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.

Phone Trinity 2-8250

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Oldsmobile Division of General Motors Sales
Corp.

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CORP.**

RKO Bldg., Rockefeller Center,

New York, N. Y.

Phone Circle 7-7661

ANPA — PPA — APA

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Radio Traffic.....Milton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan
Radio Accounts Placed—North American
Accident Insurance Co., Manhattan Soap
Company, Johnson Candy Co., Fashion
Frocks.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford, Conn.

Officer

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

BUCHANAN & COMPANY, INC.

1501 Broadway, New York 18, N. Y.

Phone MEdallion 3-3380

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Assistant to Radio Dir.....Elise Bonnet
Business Manager.....Nat Strom
Television Dept.....Martin Jones,
Patricia Sears

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.

Phone Superior 3047

Vice-President.....George Enzinger
427 West 5th St., Los Angeles 13, Cal.
Phone Mutual 6316

Vice-President.....Fred M. Jordan
155 Montgomery St., San Francisco 4, Calif.
Phone Yukon 2802

Manager.....Ray Randall
Radio Accounts Placed—The Texas Co.,
Paramount Pictures, Inc., Rainier Brewing
Co., Adam Hats.

**BUCHANAN-THOMAS
ADVERTISING CO.**

412 So. 19th St., Omaha 2, Nebraska

Phone AT 2125

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Partner.....L. H. Thomas
Radio Director.....Adam Reinemund

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.

Phone Central 5959

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Time Buyer.....Pauline Watros
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Arthur Jacobson, Don Bernard, Fred
Jacky

Radio Accounts Placed—Network: Pure
Oil Co., American Meat Institute, Jacques
Mfg. Co.; National Spot: Lumbermen's Mutu-
al Casualty Co., Brown Shoe Co., Pure
Oil Co., The Chicago Sun.

BERT BUTTERWORTH AGENCY

1606 N. Highland Ave.
Hollywood 28, California
Phone Hollywood 7263

BYER & BOWMAN

203 East Broad St., Columbus, Ohio

Phone Main 3276

ABP—ANPA—PPA

Partners.....Herbert Byer,
Gus K. Bowman, Joel M. Burghalter

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

HAROLD CABOT & CO., INC.

24 Milk St., Boston 9, Mass.

Phone HANcock 7690

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Time Buyer.....Jacqueline Adams
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Sons, Boston & Maine Railroad, The James
Hanley Co., Douglas Shoe Co.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.

Phone Saratoga 4466-7

PPA

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Retail Dept.....Miss Hilda Stern

CALKINS & HOLDEN

247 Park Ave., New York, N. Y.

Phone Wickersham 2-6900

AAAA—ABP—ANPA—PPA—

PRB—SAAA—SNPA

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Radio Program Mgr.....C. H. Miller
Asst. Manager.....T. H. Young

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)

10 Rockefeller Plaza, New York 20, N. Y.

Phone Circle 7-6383

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Elmo Ecker, E. A. Elliott, W. A. McNabb
Space & Time Buyer.....E. A. Elliott
Radio Director.....R. F. Hackenger
Art Director.....W. A. McNabb
Research Director.....J. L. Spencer
Copy Director.....Sherwood King
Publicity Director.....Joseph A. Bond

Television Dept.

Chairman of Committee.....Elmo Ecker
Radio Accounts Placed—United States
Rubber Co., Vita Var Corp.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-6200
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Radio Director.....M. A. Hollinshead
Vice President-Media Director.J. J. Hartigan

Branch Offices

230 N. Michigan Ave.,
Central 1946, Chicago, Ill.

Vice-Pres. & Gen. Mgr.....E. W. Clements
714 W. Olympic Blvd.
Los Angeles, Cal.
Richmond 6204

Vice-Pres.-Manager.....R. H. Crooker
Radio Accounts Placed—General Motors Corp., Consolidated Royal Chemical, Fould's Macaroni.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone Atlantic 3231

ANPA—PPA—APB—AAAA—SNPA—
SAAA—PRB

Radio Dept.

Radio Director.....Louis M. Knopp
Time Buyer.....Arthur H. Lund

Branch Office

1024 Palmolive Bldg.
Chicago 11, Ill.
Delaware 7553
Radio Dept.

Radio Director.....Wm. Ballinger
Radio Copy.....Donald Gardner

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535 Fifth Ave., New York 17, N. Y.
Phone LExington 2-0850
ANPA—PPA—APA—NOAB

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Vice-President.....Lynn B. Clarke

Radio Dept.

Director of Radio.....Maxine Keith
Time Buyer.....Ruth D. Folster
Producer.....Maxine Keith

Television Dept.

Director of Television.....Maxine Keith

Branch Offices

225 East Erie St., Chicago, Ill.
Phone Superior 6016

Vice-President.....R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107

Radio Department Head...Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143

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

CARTER ADV. AGENCY, INC.

609 Minnesota Ave., Kansas City, Kansas
NAAN

Officers

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Vice-President.....Wm. G. Rowe
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Branch Office

912 Baltimore Ave., Kansas City, Mo.
Radio Accounts Placed—Helzberg's Jewelers), Rushton Baking Co., Marshall's Auto Stores, Inter-State Bldg. & Loan Association.

R. H. CARY, INC.

(formerly Cary-Ainsworth, Inc.)
908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375

ABP—ANPA—PPA—APA

Officers

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Secretary.....Evonne Kordick
Treasurer.....R. H. Cary
Art Dir. & Prod. Mgr.....R. M. Williamson
Account Executive.....A. W. Little

Radio Dept.

Radio Director.....Fred A. Reed
Chief Time Buyer.....R. H. Cary
Time Buyer.....Evonne Kordick
Radio Accounts Placed—Chamberlain Sales Corp., Oelwein Chemical Co., Thompson Hybrid Corn Co., Tidy House Products Co., Hawkeye Casualty Co.

CASANAVE & PEARSON, INC.

1600 Broadway, New York 19, N. Y.
Phone Circle 6-1647

Officers

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Vice-Pres. & Radio Dir.....C. H. Pearson
Radio Account Placed—Cooper Safety Razor Co.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200

ANPA—AAAA—PPA—APA—NOAB

Officers

Ch. Bd.....Chas. Presbrey
Dir. of Radio, Tele., Public Relations,
T. G. Sabin
Radio Accounts Placed—Block Dubb, G. Washington Instant Broth, Oyster Shell.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.

Phone MURray Hill 2-0940

ANPA — PPA — NOAB — APA

Officers

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V-P, Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer,

Miss A. Marie Maus

Office Manager.....William Erichs

Radio Accounts Placed—American Agricultural Chemical Co., Ebo Aircraft Corp., Isbrandsten-Boler Co., Inc.

THE CHERNOW COMPANY

350 Fifth Ave., New York 1, N. Y.

Phone, PENnsylvania 6-7037

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.

Phone 6-4942

SNPA

Officers

Pres. & Treas.....Henry Tritschler

Vice-Pres.....John E. Fontaine

Time Buyer.....H. Tritschler

Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Southern Agriculturist.

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.

Phone RIttenhouse 0236

Officers

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Vice-President-Secretary...E. D. Masterman

Director of Radio.....Alice Clements

Radio Accounts Placed—Network: Modern Food Process Co., F. G. Vogt & Sons, Pharmaco, Inc., Hudson Coal Co., Horn & Hardart, Certified Milk Assn.

RUSSELL C. COMER ADVERTISING CO.

Land Bank Building, Kansas City, Mo.

Phone HARRison 3964

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Secretary.....A. M. Rockie

Treasurer.....Cecil W. Trapp

Recording Engn.....F. Ries

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116 New Montgomery St.,

San Francisco 5, Cal.

Phone, YUKon 0196

APA—ABP

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Exec. Vice-Pres.....Robert W. Conley

Treasurer.....Denis Muir

Production Manager.....Joan McAuliffe

Account Executives.....E. W. Connor,

Robert W. Conley, Denis Muir, Robert

Kornfeld

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia.

Phone 2-0221

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441 Lexington Ave.

Phone, MURray Hill 2-2109

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720 North Michigan Ave., Chicago 11, Ill.

Phone Superior 3061

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Secretary.....R. C. Scrymiger

Vice-President.....E. P. Nesbitt

Radio Director.....M. E. Blackburn

Radio Accounts Placed—Wheeling Steel Corp.

HERBERT CHASON COMPANY

232 Madison Ave., New York 16, N. Y.

MURray Hill 3-6336-7

ABP

Officers

President.....Herbert S. Chason

Radio Account Placed—Mack Drug Co.

C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.

Phone 7-6602

ABP — ANPA — PPA — SNPA — NOAB

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SNPA

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Griffin, Robert D. Holbrook, John K.

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Program Mgr. & Tele Dir....Wyllis Cooper

Casting Director.....Isabel Olmstead

Publicity Director.....Virginia Travers

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 Radio Time Buyers.....Fred Apt,
 Harriet BeLille, Henry Clochessy, Jean
 Lawler

Business Manager.....Helen Shervey
 New Program Buyer.....Joan Geddes
 Asst. Television Directors....James Manilla,
 Jose Di Donato

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 New Center Bldg, Detroit, Mich.

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 Gwynne Bldg., Cincinnati, O.

Manager.....Robert Marsh
 411 E. Mason St., Milwaukee, Wis.

Manager.....Harry Scott
 6253 Hollywood Blvd., Hollywood, Cal.

Manager.....Murray Bolen
Radio Accounts Placed—Procter & Gam-
 ble Co. (Ivory Soap, Ivory Flakes, Crisco,
 Barsalou Soap, Duz), Wheatena Corp., So-
 cony-Vacuum Oil Co., American Home
 Products Co., Krueger Brewing Co., Allis
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 Phone 6185

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Phone Daly 3500

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 C. W. Faude

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 Time Buyer.....Loretta Mahar
 Radio Director.....J. S. Stolzoff
 Chief Continuity Writer.....Elizabeth Taft

Radio Accounts Placed—Plankinton Pack-
 ing Co., John Graf Co., The Massey-Harris
 Co., Country Gardens, Victor Stamm & Asso-
 ciates, Ed Schuster & Co., Amity Leather Co.,
 Milwaukee Co., Milwaukee Gas Co., Sperry
 Candy Co., McConnon & Co.

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.

Phone Central 7830

PPA—ANPA—ABP

Owner.....Edmond I. Eger

Acct. Exec.....Patrick Shannon
Radio Account Placed—Admiral Corpora-
 tion.

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Missouri Pacific Bldg., St. Louis 3, Mo.

Phone Central 6700

AAAA — ANPA — PPA — ABP — PRB —
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515 Madison Ave., New York 22, N. Y.

Phone Eldorado 5-5435

Vice-President in Charge of
 Radio.....Alfred N. Steele

Radio Dept.....J. T. Irvine
 Wallace Pflueger

Terminal Bldg., Cleveland, Ohio

Phone Cherry 0158

Stanley Seward, H. M. Cooper

P. O. Box 1734, Atlanta, Ga.

Phone Vernon 0021

J. H. Kinsella

90 Broadway 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.,
 St. Louis Dairy Co.

DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.

Phone State 3800

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 Radio Acct. Exec.....Carl Stanton

Radio Supervisors.....George Stellman,
 James West, H. Y. Bingham, Philip Bow-
 man

Dir. Radio Contracts.....James J. Neale

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247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-2700

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Acct. Execs.....Frank A. Kearney,
Robert A. McNell, Joseph I. Palistrant,
A. W. Spence, George G. Tormey, Henry
W. Doyle, James Duffy, E. J. Fitzgerald,
Walter Holt

Radio Acct. Exec.....Carl Stanton
Room 1014, Taft Building, 1680 Vine St.,
Hollywood, Calif.

Phone Hempstead 0716

ManagerCraig Maudsley
Radio Talent.....Ann Parks,
Eugene Powers, Suzanne Black

Radio Accounts Placed—Affiliated Products, Inc., Alba Chemical Company, Anacin Company, Bayer Company, Bi-So-Dol Company, A. S. Boyle Company, Continental Illinois National Bank & Trust Co., Falstaff Brewing Corp., General Mills, Inc., Kilmer & Co., Inc., Knowlton Danderine Co., Koly-nos Company, Inc., Larned Corp., The Midway Chemical Company, Mystic Laboratories, Chas. H. Phillips Chemical Co., Procter & Gamble Company, Sterling Products Company, Valmont of Canada, R. L. Watkins Co., Whitehall Pharnacal Co.

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APA—ABP

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Asst.....Mildred Juneau

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308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193

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120 Broadway, New York 5, N. Y.
Phone REctor 2.1600

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Phone Hubbard 8050

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Research Associate.....Nora A. Fitts

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Radio Director.....Chester MacCracken
Head of Comm. Writing Dept...John Muller
Radio Time Buyer.....Helen Willbur
Publicity Director.....Robert H. King
Producers.....Chester MacCracken,
Myron Dutton

Radio Account Placed—Bristol-Myers Co.

THE RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., Richmond 19, Va.
Phone 3-1113

ABP—ANPA—PPA—SNPA

Officers

Radio Director.....J. H. Fulmer
Asst. Radio Director.....Beulah Gregory
Acct. Exec.....Malcolm B. Dombrower

Branch Office

Colorado Bldg., Washington, D. C.
Manager.....Philip Rosenfeld

Radio Accounts Placed—E. P. Murphy & Son, Inc., L. Bromm Baking Co., Inc., Pamp-lin Smoking Pipe & Mfg. Co., Inc., Sorbtex Foundation, Inc., Planters Peanut Oil & Fertilizer Co., Elars Medicine Corp., Little Oil Co.

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1270 Sixth Ave., New York 20, N. Y.
Phone Columbus 5-4252

ANPA—PPA—ABP—PRB—SNPA

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Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Radio Dir. & V.-President..Edw. J. Fitzgerald
Time Buyer.....Joe Lincoln
Script Chief.....Latham Owens
Production.....Robert Monroe

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager & Vice-Pres.....H. L. Morrill, Jr.
Radio Accounts Placed—Scholl Mfg. Co., Metro-Goldwyn-Mayer, Grove's Labs, Beau-mont Co., Goldwyn Productions, Republic Pictures, Cagney Productions, N. Y. Herald

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327 David Stott Bldg., Detroit 26, Mich.
Phone, RAndolph 9480

Officers

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Production Mgr.....Theresa Savin

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, ClrCle 6-1400
PPA—NOAB

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Account Executives...William E. Dempster,
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Carew Tower, Cincinnati 2, O.
Phone, Cherry 0032
Manager.....Frederic Kammann
Charge of Art & Prod.....Philip Goyert

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ABP—ANPA

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Radio Dept.
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33 W. 42nd St., New York 18, N. Y.
LOngaere 5-1567
John W. Culiner
74 King St. E, Toronto 1, Canada
Waverly 3438
Abbey A. Muter

ERWIN, WASEY & CO., INC.

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New York 17, N. Y.
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Howard D. Williams
Treasurer.....James F. O'Connor
Director of Radio.....C. H. Cottington
Asst. Radio Director.....Joe Brattain
Woman's Program....Peggy de Gripenberg
Time Buyer.....Frank Haas
Traffic Mgr.....O. Morley Tanney

Television Dept.

C. H. Cottington

Branch Offices

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230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952
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Harry K. Gilman
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-President.....S. R. Hutton
Louis Honig

714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 5317

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., The Barbasol Co., Consolidated Cigar Co., Carnation Co., R. B. Semler, Inc., Zonite Products Co., Primrose House, Inc., Seck & Kade, S. C. Johnson & Son, Inc., National Lead Co., Leslie Salt Co., Langendorf United Bakers, Inc., Schuckl Rancho Soup, Nash Coffee Co., Salisbury & Saterlee Co., House of Herbs, Inc., Hillman Periodicals, Inc., Southwestern Brewing Corp., Oklahoma City Federal Savings & Loan Assn., Central Dairy Products Corp., Long-Bell Lumber Co., National Life Assurance Co., E. R. Ledbetter Co., Anderson-Pritchard Oil Corp., Minneapolis, St. Paul & Sault Ste. Marie R.R. Co., Telex Products Co., Centennial Flour Mills Co., Crescent Mfg. Co., Brown & Haley, S. A. Moffett Co., I. F. Laucks, Inc., Ghirardelli Co., Hotel Mark Hopkins, Newell Gutrad & Co., Planters Nut & Chocolate Co., Tea Garden Products Co., Gloria Bristol Cosmetics, Dr. Hiss Shoe Clinic, Schalk Chemical Co.

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Phone PLaza 5-7711

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Exec. Vice-President.....C. E. Staudinger

Vice-Presidents.....E. S. Pratt,
John F. Price
Radio Time Buyer.....Harry Torp

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612

Radio Executive.....Palmer Clark
Radio Accounts Placed—Quaker Oats Co.,
Jules B. Singer, Joseph Beck, Kenneth
Plumb, C. G. Wright, Donald Parsons,
Macgregor Armiston
Chop Stick Co.

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100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900

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Director of Radio.....Thos. D. Luckenbill
Time Buyers.....John C. Esty,
Richard Grahl.

Radio ProducersDon Bernard,
Phil Cohan, Al Foster, Helen Phillips,
Kenneth MacGregor, Tom Wallace, John
Clarke.

Television Dept.

Kendall Foster, Kenneth MacGregor

Radio Accounts Placed—R. J. Reynolds
Tobacco Co., Lehn & Fink Products, Inc.,
Pacquin's Hand Cream, Thomas Leeming &
Co., Colgate-Palmolive-Peet Co., Piel Bros.,
Tea Bureau, Inc.

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Giddings, Hugh I. Connet, Laura E.
Carson, John S. Davidson, Dr. W. W.
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Radio Time Buyer.....Penelope Simmons
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Phone 6-1977

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1012 NBC Bldg., Cleveland 14, Ohio

Phone Cherry 1490

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Radio Accounts Placed—I. J. Fox, Inc.,
The Bing Co., Ohio Floor Covering Co.,
Perry Auto Stores.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.

Phone 4-7122

APA — SNPA

Officers

President.....John L. Fort
Radio Accounts Placed—Union National
Bank, Citizens Bank, Z. A. Hovis & Son (all
local accounts).

CURT FREIBERGER & CO.

Cooper Building, Denver, Colo.

Keystone 0487

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Copy Chief.....R. Torgerson
Radio Director.....V. Foss
Art Director.....B. Naylor
Secretary.....N. J. Charon
Bookkeeper.....L. A. Gaiman
Act. Exec.....J. M. Henderson
ArtistM. Brown
Radio Accounts Placed—Tivoli-Union Co.,
Brecht Candy Co., Securities Credit Corp.,
Stone-Hall Brokerage, Toner's Inc., Cooper
Coal Co., Central Bank & Trust Co.

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247 Park Ave., New York 17, N. Y.

Phone Wickersham 2-6600

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Director of Radio and Television

Paul Rickenbacher

Manager of Radio Department.Lee Strahorn
Radio Time Buyer.....Lillian Selb

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

Chairman, Executive Comm....Fairfax Cone
Secretary-Treasurer.....William R. Sachse
Director of Radio.....Stuart Dawson
Radio Time Buyer....Genevieve M. Lemper

LOS ANGELES OFFICE

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

Chairman of the Board.....Don Belding
Radio Time Buyer.....(See San Francisco Office)

HOLLYWOOD OFFICE

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

Vice-Pres. & Manager..Edmund L. Caslman
Radio Production Managers....Vic Hunter,
Larry Berns, Albert Capstaff, Jack Meakin,
Arnold G. Maguire, Jack Johnstone, T. Freebairn Smith.
Radio Time Buyer.....(See San Francisco Office)

SAN FRANCISCO OFFICE

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

Vice-Pres. & Manager.....E. I. Harrington
Radio Time Buyer.....Jane Sullivan
(For Los Angeles and Hollywood offices also.)

Radio Accounts Placed—The American Tobacco Company, The Cities Service Oil Company, Campbell Soup Company, Armour and Company, Albers Milling Company, Ben Hur Products, Inc., Bourjois, Inc., California Fruit Growers Exchange, Hall Bros., Inc., Lockheed Aircraft Corporation, Pepsodent Division of Lever Brothers Co., RKO Radio Pictures, Inc., Safeway Stores, Inc., Southern Pacific Company, Union Oil Company, Peralta Wine Co., Purex Corp. Ltd., Selznick International and Walt Disney Productions.

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131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060

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Radio Department.....John V. McAdams

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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 Sansome St., San Francisco, Calif.

Phone EXbrook 3484

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1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623

ANPA — PPA

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Radio Director & Talent.....Ralph A. Hart

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3200 Fidelity Bldg., Kansas City 6, Mo.
Phone HArrison 4890

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H. M. Montgomery, C. L. Collette
Secretary-Treasurer.....O. P. Luther

New York Office

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

Manager.....H. M. Montgomery

Chicago Office

430 N. Michigan Ave., Chicago 11, Ill.
Phone CEntral 8333

Manager.....C. L. Collette
Radio Accounts Placed—Skinner Mfg. Co.,
Nutrena Mills, Inc., Faultless Starch Co.,
Johnson & Johnson (TEK toothbrushes).

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MUrray Hill 4-3300

ABP—ANPA—PPA—APA—NOAB

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Radio Director.....Henry Bretzfield
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202 Southern Bldg., 833 Howard Ave.,
New Orleans 13, La.
Phone Raymond 5194

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

Officers

President.....Joe L. Killeen
Vice-President.....Joseph H. Epstein
V.P. and Time Buyer.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Radio Director.....Martha Dulin
Radio Account Placed—Wesson Oil &
Snowdrift Sales Co.

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, 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,
Keepsake Diamond Rings, Napteen Labs,
Bardeen's, Inc.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone Liberty 0813-45

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.

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

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600

1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700

AAAA — ANPA — PPA — ABP
APA—ABC—NOAB

Officers

President (Cleveland).....A. L. Billingsley
Chairman of the Board (New York)

J. E. Wiley

Secretary-Treasurer (Cleveland)

C. C. Reidenbaugh

Exec. Vice-Pres. (Cleveland) ..E. L. Andrew

Radio Dept.

Radio Dir. (N. Y.).....Lee Williams
Time Buyer (N. Y.).....G. L. Trimble
Time Buyer (Cleveland).....W. J. Staab
Research Dir. (N. Y.).....Milton Decker

Television Dept.

Director (N. Y.).....Lee Williams
Art Director (N. Y.).....R. S. Chenault
Movie Director (Cleveland)

Reed Drummond

Radio Accounts Placed—Commonwealth
Shoe & Leather Co., Westminster, Ltd.,
Stouffer Restaurants, Cleveland National
Bank, Westinghouse Elec. & Mfg. Co. (Lamp
Division).

AD FRIED ADVERTISING AGENCY

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

Officers

Radio Director.....Ad Fried
Copy Director.....Tom Doyle
Format Manager.....William Morgan
Publicity Director.....Millie Adler
Program Manager.....Elaine Trigger

Television Dept.

No commercial television is yet available
in the San Francisco Bay Area, but we have
two clients interested in being the first spon-
sors of such broadcasts. At present Ad Fried,
owner, has covered this field.

Radio Accounts Placed—Darling Shops,
Delanes Jewelers, Tasch Furriers, Oakland &
San Jose Offices of Postal Union Life Insur-
ance Co., Oakland Pro Football Association,
Alameda Democratic County Central Com-
mittee (Election & Political Rallies), Dynan
Finance Co.

Radio Producers—Ad Fried, Elaine Trig-
ger, Tom Doyle.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915

AAAA

Officers

Chairman of Board.....H. S. Gardner
President.....E. C. Marshutz
Secretary.....E. A. W. Schulenburg
Treasurer.....E. R. Gardner
Vice-Pres. & Director of Radio (St. Louis)

C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000

Vice-President in Charge of Radio,

Roland Martini

Radio Accounts Placed—Pet Milk Co.
(Saturday Night Serenade, Mary Lee Taylor),
Ralston Purina Co. (Tom Mix), Purina Mills
(Grand Ole Opry), Hyde Park Beer.

GARFIELD & GUILD ADVERTISING AGENCY

660 Market St., San Francisco, Calif.
Phone EXbrook 3420
PPA—ANPA—NOAB—ABP—NAAN

Officers

President.....Sidney Garfield
Vice Pres. & Director of Radio..Walter Guild
Radio Time Buyer.....M. Amundsen
Radio Publicity Dir.....Frank King
Production Dir.....David Bascom
Radio Producers.....Walter Guild,
David Bascom, Ted Dahl

Radio Accounts Placed—Brite-Ize, Brody's, Capwell, Sullivan & Furth, El Dorado Oil Co., Euclid Candy Co., Alice Frock, Haskins Bros., Hurley Marine Works, Good Foods, Inc., Gravem-Inglis Baking Co., Kay Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Rosefield Packing Co., Hunt Brothers Packing Co., Chemicals, Inc., Southwest Food Products, Betty Lou Foods, O'Rourke of California, Gulhard Chocolate Co., Louis Milani Foods, Hunt Brothers Packing Co.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 8191
ABP—ANPA—PPA—NOAB

Officers

President & Treas.....W. W. Garrison
Vice-Presidents.....Brooks Middleton,
Earl Lines
Secretary & Time Buyer.....G. P. Schill
Radio Accounts Placed—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Radar-Radio Industries.

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
Phone, GARfield 1081
AAAA—APA—ABP

Officers

Owner.....Edwin P. Gerth
Account Executives.....Richard Sleight,
J. R. Pitsker
Art Director.....Dan Adair

Branch Office

219 W. 7th St., Los Angeles 14, Cal.
Phone, TUCker 4769

Manager.....David R. Showalter

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York 22, N. Y.
Phone Wickersham 2-5400
AAAA—PPA—ANPA—PRB—ABF

Officers

PresidentBertram B. Geyer

Exec. Vice-President.....H. W. Newell
Exec. Comm. Chairman.....Joe M. Dawson
Vice-Presidents.....R. M. Ganger,
J. W. Bertch, H. M. Hempstead, A. A. Surin, Vernon M. Welsh, R. E. Tuttle

Radio Dept.

Directors.....Donald S. Shaw,
Eleanor L. Larsen
Publicity Dir.....Edward F. Thomas

Television Dept.

Director.....Donald S. Shaw
Prod. Supervisor.....Eleanor L. Larsen

Branch Offices

U. B. Bldg., Dayton, O.
Phone Fulton 4145

Manager.....E. G. Frost
14250 Plymouth Rd., Detroit 22, Mich.
Phone, Hogarth 5520

Exec. Contacts.....H. M. Hempstead,
R. E. Tuttle

Radio Accounts Placed—Nash-Kelvinator Corp.

Television Account Placed—Knox & Dunlap Hats for Men and Women.

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
Asst. Radio Dir.....Mary Lou Ritchie
Acct. Exec., Radio Dir. & Producer,

Victor V. Bell

Art Dir. & Prod. Mgr.....Dan Leahy

Radio Accounts Placed—Sego Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Power & Light Co., Utah State Fed. of Labor, Fisher Brewing Co., J. A. Hogle & Co., Porter Scarpelli Macaroni Co. (Salt Lake City), Utah Lumber Co., Utah Copper Co.

GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.
Phone Hubbard 7188
AAAA—ABP—ANPA—PPA—APA

Officers

President.....Louis Glaser
Radio Director.....M. B. Collins
Production Manager Thomas F. Eccleston, Jr.
Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.

GLASSER-GAILEY & CO.

3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone FL 2141

Officers

Partner.....G. F. Glasser
Radio Director.....P. E. Gailey
Time Buyer.....K. C. Jonez

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City 2, Okla.
Phone S-5439

ABP—ANPA—SAAA—SNPA—NOAB

Officers

General Manager.....Ray K. Glenn
Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
Phone CEntral 3334

Manager.....T. A. Workman
1615 Fort Worth Natl. Bank Bldg.,
Fort Worth, Texas
Phone 2-2575

Manager.....Duke Burger, Jr.

Radio Accounts Placed—The Frito Co.,
Globe Laboratories, Bewley Mills, William-
son-Dickey Mfg. Co., Producers Creamery
Co., Cains Coffee Co., Hardeman-King Co.

MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.

Denver, Colorado

Phone: CH 5533

ANPA—APA

Personnel

Radio Director.....Wes Battersea
Radio Continuity.....Mrs. Dorothy Lutz
Radio Continuity.....Mrs. Elizabeth Nixon

Radio Accounts Placed—Dave Cook Sport-
ing Goods Co., M. & O. Cigars, Ambrose &
Co. (Richelieu Wines, Jams & Jellies), State
of Colorado, Denver Jewelry Co., New York
Furniture Co., and Dundee Clothing Co.

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

Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores,
Inc., Planters Nut & Chocolate Co., Golden-
rod Ice Cream Co., Planters Edible Oil Co.,

Iowa Soap Co., Pine Forest Co., Hooker Glass
& Paint Co., Jewel Tea Co., Inc., Mid-Conti-
nent Airlines, Inc., Priebe & Sons, Inc.

GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.

Phone LOnagrec 5-2616

APA—ABP—ANPA—PPA

Officers

President.....C. E. Harris
Radio & Tele. Director.....Arthur A. Kron
Executive & Vice-Pres.....D. D. Sutphen, Jr.
Sec. & Treas.....Arthur A. Kron
Radio Accounts Placed—Hartley's Marma-
lade, Lutheran Hour.

GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York 1, N. Y.

Phone CHickering 4-3900

ABP—ANPA—PPA—NOAB—APA

Officers

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Supervisor of Radio.....Herschel Deutsch
Time Buyer.....Hermina Lukaesy

Radio Accounts Placed—Dif Corp., Lam-
bert Bros., Bucilla, Doughnut Corp., Easy-
Do, Van Heusen, Simplicity.

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.

Phone 7-7179

Officers

President.....Julian Gross
Sec. & Radio Time Buyer.....Geraldine K. Ray
Account Executive.....Robert Lewis

GLICKSMAN ADVERTISING CO., INC.

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.....Jos. Glicksman
Radio Accounts Placed—Adani Hats, Portis
Bros. Hat Co.

GRACE & BEMENT, INC.

2866 Penobscot Bldg., Detroit 26, Mich.

Phone, Cherry 9400

ANPA—PPA—APA—NOAB

Officers

Pres. & Treas.....Edward R. Grace

Vice-President.....Austin F. Bement
 Vice-Pres. Chg. Research & Media;
 Radio Time Buyer.....L. C. Grace
 Secretary.....A. M. Ganoung
 Production Manager.....Thomas C. Bacon
 General Manager.....J. R. Bracken
 Art Director.....Judson Ross
 Account Executives.....Dean Leith,
 Richard Burke, J. R. Bracken

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas
 Phone Riverside 8121
 ABP—ANPA—PPA—PRB—SNPA

Officers

President.....Will C. Grant
 Vice-Presidents.....Claude R. Miller,
 George C. Bayna, Eugene W. Cooper
 Radio Directors.....L. G. Harris,
 D. Lockhart

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
 Phone SUPERior 9052

Radio Director.....James Whipple
 30 Rockefeller Plaza, New York 20, N. Y.
 Phone CIrcle 5-4485

Radio Dept.....John C. Morrow,
 Perry Dickey, Jim McClain, Evelyn
 Elam
 Edif. Guardiola, Mexico City, Mexico
 Phone 6-1380

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.

420 Madison Ave., New York 17, 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.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
 Phone MAin 7626
 AAAA—ANPA—PPA—APA—APB—NOAB

Officers

President.....C. L. Eshleman
 Radio Director.....Earl R. Preble
Radio Accounts Placed—Fleetwing Corp.

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
 Phone, PENnsylvania 6-8518

Personnel

Frances G. Guilford
 Space Buyer.....Amelia Pronko

M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
 Phone CIrcle 6-1950
 ABP—ANPA—PPA—NOAB

Officers

Partner.....Montague H. Hackett
 Members:.....Robt. D. Spahn,
 John Small, Henry C. Bainbridge, Louis
 Redmond, Aida Stearns.
Radio Accounts Placed—Riggio Tobacco
 Corp., Chatham Mfg. Co.

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., 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 1, 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, Nelson Bros. Co., Simoniz Co.,
 P. A. Starck Co., Sawyer Biscuit Co.

HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone SUperior 3000

ANPA—PPA—APA—ABP—NOAB

Officers

President.....W. B. Henri
 Secretary.....W. D. McDonald
 Treasurer.....J. F. Hurst
 Space Buyer.....Louis C. Paul
 Radio Director.....Wm. E. Jones

Radio Dept.

Assoc. Radio Dir.....David W. Dole
 Publicity Dir.....Russell M. Cunningham
Radio Accounts Placed—Network: Skelly
 Oil Co., John Morrell & Co., Acme White
 Lead and Color Works, Ballard & Ballard;
 National Spot: John Morrell & Co., Ballard
 & Ballard Co., Carolene Products Co., Bauer
 & Black (Blue Jay), Acme White Lead &
 Color Works.

HILL ADVERTISING

250 Park Ave., New York, N. Y.

Phone, PLaza 3-7800

PPA—ABP

Officers

President.....Weston Hill
Vice-President.....W. L. Ledwith
Secretary.....Joe Cesare
Radio Account Placed—Central Broadcast-
ing Corp.

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.

Phone Trinity 1453

Officers

President.....David S. Hillman
Vice-Pres.....Donald A. Breyer
Gen. Mgr.....Hassel Smith
Radio Dept.
Director.....Charles F. Chaplin
Time Buyer.....Selma Schonfeld
Publicity Dir.....L. Moran
Producers.....C. Chaplin,
E. Braun, R. Ashby
Radio Accounts Placed—42 Oil Shampoo,
42 Hair Oil Tonic.

HIXON-O'DONNELL ADV., INC.

19 West 50th St., New York 20, N. Y.

Circle 5-6590

ANPA—PPA—APA—ABP—NOAB

Officers

President & Gen. Mgr.....S. M. Morey
Vice-President.....Thos. E. Orr
V..P. & Radio Director....L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....F. B. Henge
Radio Time Buyer.....Kathryn Shanahan
Radio Accounts Placed—Richfield Oil
Corp., Robertshaw Thermostat Co., Sinclair
Refining Co.

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio

Phone MAin 3450

Officers

Owner, Sales, Buyer....William F. Holland
Copy.....B. J. Holland
Art Director.....Dale Maxey
Research Director.....Jean Clark
Sales.....Clyde Hague
Continuity.....James Parson
Statistician.....Mack Fevria
Production.....Cress Meinhardt
Associate Mgr.....D. E. Holland
Merchandising.....C. J. Schuck

ROBERT HOLLEY ASSOCIATES

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

Phone, CIrcle 6-2850

ABP

Officers

Owner.....Robert Holley

Space Buyer.....Suzanne Hanson

Radio Accounts Placed—General Amuse-
ments, ASCAP.

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.

Phone MURray Hill 2-0850

AAAA—ANPA—PPA—ABP

Officers

President and Treasurer....Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple,
W. K. Dingleline
Director of Radio.....W. P. Smith
Time Buyer.....C. B. Donovan
Television Dir.....W. P. Smith

Branch Office

15 Lewis Street, Hartford, Conn.

Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy
Co., Charles Gulden, Inc., Burnham & Mor-
rill, E. L. Knowles Co. (Rubine), W. A.
Taylor (Valliant Wine), The John G. Paton
Co. (Golden Blossom Honey).

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-President.....Everett F. Goodman

Branch Office

206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.

Phone LIBerty 4714

AAAA—ABP—ANPA—PPA

Officers

Vice-President & Radio Director,
Wm. H. Eynon
Asst. to Radio Dir.....Sally Larkin

Branch Office

420 Lexington Ave., New York, N. Y.

Vice-Pres.....H. B. Humphrey, Jr.
Radio Accounts Placed—Rumford Chemi-
cal Works, Christian Science Monitor, The
Employers' Group Insurance Companies,
Waltham Watch Co., Rustcraft Greeting
Cards (Christian program only), First Church
of Christ, Scientist.

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester 4, N. Y.

Phone MAin 3528

APA—ANPA—PPA—ABP—NOAB

Officers

President.....F. A. Hutchins
Secretary & Treas.....F. Irving Hutchins
Vice-Presidents.....J. P. McCarthy,
Mosher S. Hutchins

Director of Radio.....Raymond P. Weis
Branch Offices
 3701 N. Broad St., Phila. 40, Pa.
 Radcliff 1900

Vice-Pres. & Resident Mgr....Ernest B. Lo
 Vice-Pres. & Resident Mgr.,
 Ernest B. Loveman
 19 W. 44th St., New York 18, N. Y.
 MURray Hill 2-0716

Vice-Pres. in Charge of Radio Broadcast &
 Television Programming (located in
 N. Y. office).....John E. McMillin
 1244 Dufferin St., Toronto, Canada
Radio Accounts Placed—Philco, Schuler's
 Potato Chips.

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IVEY & ELLINGTON, INC.

535 Fifth Ave., New York 17, N. Y.
 MURray Hill 2-5204
 ABP—ANPA—PPA

Officers

President.....Jesse T. Ellington
 Vice-Presidents.....T. S. Strong,
 T. M. Kersey, C. L. Landon, G. F. Mor-
 row

Radio Dept.

Media Director.....A. G. Graff
 Radio Production.....Hal James
Radio Accounts Placed—Bayuk Cigars Inc.,
 Sweets Company of America, General Baking
 Co., McKesson & Robbins Inc.

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**JOSEPH JACOBS JEWISH MARKET
 ORGANIZATION**

6 East 46th St., New York 17, N. Y.
 Phone MURray Hill 2-6995

President, Owner & Treas.....Joseph Jacobs
 Vice-President & Prod. Mgr....Morris Unger
 Time Buyer.....Joseph Jacobs
 Talent Buyer.....M. Keilson
 Radio Director.....Sholom Rubinstein
 Script.....J. I. Freedman
 Research.....Dorothy Ososky

Radio Accounts Placed—Maxwell House
 Coffee, Diamond Crystal Salt, Bab-O, My-T-
 Fine Desserts, Premier Food Products, Ras-
 ton, Sanka Coffee, Grape-Nuts Wheat-Meal,
 Colgate Dental Cream, Anacin, "Junket"
 Rennet Products, Old English Household
 Products, Dugan Bros., H-O Oats, Bond
 Bread, Barbasol, Davis Baking Powder, Coco-
 malt, Cut-Rite Waxed Paper, San Fay Tissue,
 Florigold Oranges and Grapefruit, Pillsbury
 Enriched Farina, Heckers' Cream Farina,
 Hellmann's Mayonnaise, Whitehall Phar-
 macal Co. (New Hair Groom, Bi So Dol,
 Kolymos Tooth Paste & Powder), Aunt
 Polly's Soup Mix, Baker's DeLuxe Cocoa,
 Ry-Krisp, Shredded Ralston.

JESSOP ADVERTISING CO.

First Central Tower, Akron 8, Ohio
 Phone Franklin 3232

Officers

President.....M. K. Jessop
 Time Buyer.....Charles A. Jessop
 Radio Director.....R. Gilbert

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THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
 Phone Main 3351
 AAAA — ABP — ANPA — PPA

Officers

President.....C. M. Robertson, Jr.
 Vice-Presidents.....Stanley A. Willer,
 James M. Nelson
 Secretary.....Elmer A. Vehr
 Time Buyer.....Kathryn M. Hardig
 Publicity.....M. MacPherson
 Space Buyer.....Wm. R. Frietsch, Jr.

Branch Office

580 Fifth Ave., New York City
 Phone Wisconsin 7-5500

Manager.....Philip Meek
Radio Accounts Placed—Dow Drug Co.,
 Kroger Grocery & Baking Co., Carter Coal
 Co., Miami Margarine, Ten-B-Low, Kutol
 Products Co., Fifth Third Union Trust Co.,
 Hotel Netherland Plaza.

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**H. W. KASTOR & SONS
 ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago 1, Ill.
 Phone Central 5331
 ANPA—PPA—ABP—SNPA

Officers

President.....Henry K. Kahn
 Exec. Vice-Pres.....V. T. Mertz
 Vice-Presidents.....J. H. Wright,
 Mrs. R. F. Farquhar, Harold Merillat

Radio Dept.

Director.....J. H. Wright
 Time Buyer.....George Duram
 Radio Traffic.....Marie McDonald
 Talent Buyer.....Joan Herron

Branch Offices

9 Rockefeller Plaza, New York
 Phone COLUMbus 5-6135

Manager.....G. Brandt
 Arcade Bldg., St. Louis, Mo.
 Phone Central 6790

Manager.....Herman Kastor
 6331 Hollywood Boulevard
 Hollywood, Calif.
 Phone Granite 1631

Coast Radio Dir.....Arthur Daly
Radio Accounts Placed—Procter & Gamble
 Co., Welch Grape Juice Co., Blackhawk
 Brewing Co., 8-In-1 Company.

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
Phone Wickersham 2-2740
AAAA—ANPA—PPA—ABP

Officers

President.....Joseph Katz
Vice-President.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Director of Radio.....Allen J. de Castro
Radio Producers & Continuity Writers,
Nat C. Wildman, H. E. Hudgins, Alvan
Sommerfield

Branch Offices

8 South St., Baltimore, Md.
Phone Lexington 1500

Manager.....C. M. Harrison
Director of Radio.....Robert G. Swan

Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco & Pompeian
Products, Inc., Gibbs & Company, Inc., Mary-
land Drydock, Gude's Pepto-Mangan.

HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington 5, 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
Space Buyer.....Betty D. Gwyer
Time Buyer.....Betty Ann Harper

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.
Indianapolis 4, Ind.
Phone Riley 1478
ANPA—AAAA—PPA

Officers

Pres.Hal Keeling
Exec. Vice-Pres. & Time Buyer...Don Collins
Vice-Pres. & Sec.....Wm. Hutchinson

Radio Account Placed—Hastings Manufac-
turing Co., Casite Corp.

JAN KENYON'S ADV. AGENCY

4432 Piedmont Avenue, Oakland 11, Calif.
Piedmont 4680

Officers

Manager & Director Publicist...Jan Kenyon
Assistant Director.....Lee Franco
Radio Producer.....Jan Kenyon

Radio Accounts Placed—Jean Mater, Inc.,
Johansson Massage Institute, Dolores Premier
School, Hank & Frank Bicycle Academy,
Sherman Clay Box Office (Oakland); Gann
Products Co., Cassou's French Bakeries. (All
local accounts.)

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LOnacre 5-5090
AAAA—ABP—ANPA—PPA—PRB

Officers

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Herman Jacobs
Radio Account Placed—Twentieth Century-
Fox Film Corp.

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone Garfield 0777

Officers

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer...W. W. Zahrdt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrdt
Radio Producers.....C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers...C. F. Kelly, Jr.,
V. A. Kelly
Radio Accounts Placed—Tremis, Inc., Visit
St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, 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 Vasoli
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio.....Dwight Mills
Asst. Director of Radio.....Robert D. Wolf
Producers:.....John Hines,
Robt. Brilmayer

Writers:.....Helen Hinckley,
Peggy Holt, Davis Smith, John Mathews

Branch Office

135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470

Vice-President in charge...Chester A. Foust

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, Gro-
Pup, 40% Bran, Pep, Raisin 40% Bran),
Corn Flakes, Rice Krispies, Krumbles, Shred-
ded Wheat, Pepperidge Farm, Stetson Co.,
McHugh Bros. & Drummond, RCA, Savavins,
Inc., S. B. Thomas Inc., R. B. Davis Co.,
Borden Co.

H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

Officers

President & Treasurer.....E. T. Kiesewetter
General Manager.....H. M. Kiesewetter
Radio Dept. Manager.....Samuel 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 10, Ohio
Phone 2151
PPA—ABP—BPA

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Vice-President.....R. C. Kircher
Treasurer.....C. B. Helton
Secretary.....Robert Collett
Art Director.....Gustave Sigriz

KNOLLIN ADV. AGENCY

111 Sutter Bldg., San Francisco 4, Cal.
Phone, SUtter 6110
AAAA—APA—ABP

Officers

President.....James C. Knollin
Art Director.....Norman Erickson
Office Manager.....Alice Ernest
Space Buyer.....Ina H. Hamman
Account Executives.....Robert H. Knollin,
Thomas J. McNamara

Branch Office

530 W. 6th St., Los Angeles 14, Cal.
Phone, VAndike 4057

MERRILL KREMER, INC.

1711 Exchange Building, Memphis, Tenn.
Phone 5-4343

— ABP—SNPA—APA—PANY—NAAN—
ANPA

Officers

President.....Merrill Kremer
Secretary and Treasurer.....Ernest Lee
Account Executives.....Merrill Kremer,
Homer Gentry, Polly Cooper, Martha
Haynil

Production Director.....Homer Gentry
Time Buyer.....Polly Cooper

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York, N. Y.
Phone PLaza 3-9600
AAAA—ABP—ANPA—PPA

Radio & Television Departments

Vice-President.....Cecil H. Hackett
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Executive-in-Charge.....Grant Chamberlain
10 West 21st Street, Kansas City, Kans.
Executive-in-Charge.....David Mindlin
3055 Wilshire Blvd., Los Angeles, Calif.
Executive-in-Charge.....Helen Hedstrom

Radio Accounts Placed—National Spot:
Renoir Parfums, Ltd., Marshall Field & Co.,
Bonne Bell Inc., Black, Starr & Gorham,
Joe Lowe, Inc., Ann Haviland Laboratories.
Television Accounts Placed—Dobb Hats,
Harper's Bazaar.

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.
Phone Circle 6-2660

Officers

President-Radio Account Exec...A. A. Klinger
Secretary, Treas. & Acct. Exec.....E. French

Radio Accounts Placed—Madison Long
Island Personal Loan Co., Madison Finance
Co. of N. J., Servus Clothes, Samuel Schloss-
man & Sons, Inc., Stanback Co. Ltd., Bridge
Apparel Shops, Smilin' Irishman, Kent Mo-
tors, Ideal Motors, Price Motors, Superior
Agencies, Inc.

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis 2, Minn.
Phone Bridgeport 7701
ANPA—PPA—APA

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Executive Vice-President.....Wayne Hunt
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Elizabeth B. Reeves, Helen A. Brown
Secretary & Treasurer.....C. L. Greenwood
Radio Director.....Russell Ness
Director of Media & Research,
Dr. A. R. Root
Radio Program Production...H. K. Painter
Radio Script.....E. B. Reeves
Time Buyer.....Dr. A. R. Root

Branch Office

415 Chanin Bldg., New York 17, N. Y.
Phone MURray Hill 4-3982
625 Market St., San Francisco 5, Calif.
Phone SUTter 6744

Vice President.....R. W. Stafford
Radio Production Manager...Hal Burdick
Radio Account Placed — General Mills,
Inc.

ARTHUR KUDNER, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA — ABP

Officers

President.....J. H. S. Ellis
Vice-Presidents.....E. J. Owens,
Sam D. Fuson, Charles F. Gannon, Ken-
neth Collins
Director of Radio.....Myron P. Kirk
Script Buyer.....Alan Ward
Time Buyer.....Eleanor Manning
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: Goodyear Tire
& Rubber, General Motors, Benson & Hedges.

**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. Fordsman

Radio Accounts Placed—Arco Publ. Co.,
Hecht Co., N. Y. Auto Exchange, Greiner
Motor Sales, Maple Motors, Paul Kaskali,
Cascade Laundry, United Institute of Aero-
nautics, Ben Marden's Riviera.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis 3, Tenn.
Phone 5-1571
ABP—ANPA—PPA—SNPA

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 20, 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 Pharm-
acal Co.; Prophylactic Brush Co.; Phillips
Petroleum Co.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260
ANPA—ABP

Officers

President.....A. Wm. Landsheft
Vice-President.....H. L. Barber
Production Mgr.....D. B. Weiss
Art Director.....N. Johnston

LAUSEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUPERior 0738
ABP — ANPA — PPA

Officers

President.....A. M. Salomon
Account Executive.....Wendell Walker

LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York 10, N. Y.
Phone STuyvesant 9-1742
PPA

Officers

President-Radio Director.....David D. Lee
Treasurer.....W. C. Hoyt

Radio Account Placed — Remington-Rand,
Inc., American Writing Machine Co.

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, 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.....Travis D. Wells

Radio Accounts Placed—John H. Wood-
bury, Inc., Andrew Jergens Co., P. Lorillard
Co., Inc., Tide Water Associated Oil Co.,
Parfums Schiaparelli, Inc., Lehn & Fink.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579
ANPA—ABP—PPA

Officers

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Production Manager.....George DeWitt
Radio Director.....A. B. Fisher
Radio Accounts Placed—Railley Corp.,
Bonnie Bell, Inc., Yellow Cab Co.

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 1500
ANPA—APA—NOAB

Officers

President.....A. P. Lefton
Vice-Presidents.....G. W. Wolfsten,
P. Brown, T. A. Ballantyne
Public Relations Dir.,
Andrew McLean Parker

Time Buyer.....H. B. Gotwals
Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-4340

Vice-Presidents.....R. J. Herts,
M. S. Gladstone, R. J. Misch
Radio Director.....Carl Mark

LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
Phone 6-4202
ABP—PPA—ANPA

Officers

Partners.....Winslow P. Leighton
and George R. Nelson

Radio Director.....George R. Nelson
Copy Director.....Cecil Woodland
Radio Assistant.....Marilyn Hermant

Radio Accounts Placed—Saratoga Racing
Assn., William W. Lee & Co., The Stanton
Brewery, Inc., Breslaw Bros. Furniture, Stan-
ton Brewery, Saratoga Vichy Spring Co.,
Rudolph Bros., D'Jimas Furs, Central Super
Markets, Colonial Ice Cream Co., Morris
Plan Bank, Wallace's Dept. Store.

TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
Phone CHerry 4521-2
ABP—ANPA—APA

Officers

Owner.....Ted Levy
Production Manager....William Robertson
Office Manager.....Elinor Herron

Radio Dept.

Copy Director.....Barbara D. Aiton
Copywriters.....Eleanore Zaengle,
Gladys D. Kauffman

A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
ELdorado 5-3545
AAAA—ABP—ANPA—PPA

Officers

Partners.....A. W. Lewin,
S. M. Weiss
Traffic Mgr.....M. A. Cahill
Account Exec.....Maurice Marks

Branch Office

11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244

Radio Accounts Placed—National Spot:
Harvel Watches, June Dairy Products Co.,
The Corsetorium.

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235
ABP—ANPA—PPA—NOAB—APA

Officers

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb,
Harvey Kruse, J. A. Quint, Arthur Grove,
Don Johnson

Radio Accounts Placed—Minneapolis-Hon-
eywell.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
AAAA—ABP—ANPA—PPA—NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Radio Time Buyer.....Zonabelle Samson
Radio Accounts Placed—Colgate-Palmolive-
Peet (Peet's Granulated Soap), Simon Mat-
tress Mfg. Co., Nestle's Milk Products, Inc.,
Italian Swiss Colony, Haas Bros.

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

Officers

Director of Radio.....E. J. Sperry
Asst. Dir. of Radio.....Bob Struble

Supervisor of Syndicated Programs,
 Richard J. Slater
 Script.....James A. Armstrong
 Hollywood Producer.....Paul Quan
 New York Producer.....Irene Beasley
 Music Direction.....Delos Owen

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a transcribed syndicated basis.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 5-8800
 ANPA—PPA—NOAB

Officers

President.....Laurence M. Lloyd
 Vice-President.....Charles M. Pietsch
 Production Manager.....William T. Kaleb
 Media Director.....John J. Hagan

LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
 ANPA—AAAA—PPA—APA—ABP

Officers

President.....Dudley L. Logan
 Exec. Vice-Pres.....J. C. Arnold
 Vice-President.....Van Davis

EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago 1, Ill.
 Phone Franklin 1762
 ANPA — ABP — PPA — APA

Officers

Partners.....Earle Ludgin,
 V. R. Bliss, J. H. Caro, J. H. Willmarth
 Radio Director.....V. R. Bliss

JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence 3, R. I.
 Phone GAspee 4456
 ABP — ANPA

Officers

President.....Joseph M. Finkle
 Vice-President.....Archie M. Finkle
 Treasurer.....Bruno Schnabel
 Executive Secretary.....Anne E. Wold
 Time Buyer.....Joseph M. Finkle
 Radio Director.....Dorothy M. Taipe

Radio Accounts Placed—Old Monastery Wine Co., Eclipse Food Products, Corp., Jack & Harry's Auto Stores, Candy Mart Stores.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
 Phone 7197
 ANPA—ABP—APA—NAAN

Officers

President.....J. F. Fellay
 Treas. & Radio Time Buyer.....Jay J. Keith
 Vice-President.....Robert J. Rice
 Radio Director.....Ann McNat

Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
 Phone Webster 2110
 ABP—APA—ANPA—PPA

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, Eileen Rietz,
 Mauri Cliffer.

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Alert Laundry, Holland Jewelers, Newart Co., Burde Cologne, Fij-Oil Shampoo, Rubin's Apparel, Roller Derby.

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
 Phone Randolph 9360
 ANPA — PPA — ABP — SNPA
 NOAB

Officers

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 Vice-Presidents.....A. E. Aveyard,
 Malcolm A. Jennings, Allen B. Dicus,
 Harry M. Coleman
 Secretary-Treasurer.....B. G. Ruttingh
 General Manager.....Allen B. Dicus
 Radio Director & Producer.....Evelyn Stark
 Time Buyer.....Bergi Boe
 Production Manager.....Edwin C. Frank

Branch Office

RCA Bldg., New York, N. Y.
 Circle 6-2890

Radio Director.....H. C. Klein
 Vice-President-Gen. Mgr. George MacGovern

Radio Accounts Placed—Network: Curtis Publishing Co., Nat'l Board of Fire Underwriters; National Spot: Omar, Inc., Burma-Vita Co., United Wallpaper, Inc., Curtis Publishing Co., Northwestern Yeast Co., Zenith Radio Corp.

**MacLAREN ADVERTISING CO.
LTD.**

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
ANPA—CAAA—CDNA—CWNA—
CNN & PA

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
DirectorJames Ferres

Radio Dept.

C. M. Pasmore, M. Rosenfeld,
H. H. O'Connor, Hugh Horler
Branch Offices
900 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556

Office Manager.....E. H. H. Smith
911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 26-622

Office Manager.....E. P. Thompson
305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

Office Manager.....W. D. M. Patterson

Radio Accounts Placed—Network: Imper-
ial Oil, Ltd., Tuckett, Ltd., People's Credit
Jewelers, S. F. Lawrason Co., Dalglish (Ont.)
Ltd.; National Spot: Bulova Watch Co., Ltd.,
Canadian Life Underwriters, People's Credit
Jewelers, O'Cedar of Canada, Tuckett Ltd.

**DAVID MALKIEL ADVERTISING
AGENCY**

260 Tremont St., Boston, Mass.
Phone Liberty 1421
ANPA—ABP—PPA

Officers

OwnerDavid Malkiel
SecretaryMartha Brest
Radio Dept.....Harry Weinbaum,
Martin Kadis, Morey Schwartz, Harry
Lawrence

Radio Accounts Placed—I. J. Fox Co.,
Ace Vacuum Cleaners, Drive-In Theaters,
Inc., Paramount Baking Co., E. M. Loew's
Theaters, Greater Boston Theaters, Inc., RKO
Theaters, Steuben's Restaurant, Canadian
Ace Ale, Casa Manana, Elm Farm
Foods Co., Serta-White Cross Co., Freilicher
Kabtzen, Lithuanian Corp. Group, Rio Ca-
sino, Royal Crown Cola of Boston, Old
Monastery Wines, Ritter Dancing School,
Essex Hotel, Avery Hotel, Granada Vine-
yards, Inc., Glendale Coal Co., Racing Guide,

Ray Calvin, Kasanof's Bread, Rosoff's, Totem
Pole Ballroom, Belmont Furn., L. P. Rogers
& Son, Washington Jewelers, Babijuce Or-
anges, Corner House, Franklin Insulation Co.,
Freda's Restaurant, Artie Clothes, Richards
Clothing Co.

**MANSON-GOLD ADVERTISING
AGENCY**

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GENEVA 9619
ABP—PPA—ANPA

Officers

Account Executive.....D. P. Nathanson
Account Executive.....Meyer Gold
Account Executive.....Jean Hadley
Account Executive.....Bruce Sielaff

Radio Dept.

Radio Director.....D. P. Nathanson
Time Buyer.....Jean Hadley
Talent Buyer.....Bruce Sielaff
Producers.....D. P. Nathanson,
Jean Hadley

Television Dept.

Director.....D. P. Nathanson

Branch Office

1520 Crossroads of the World,
Hollywood, Calif.

Branch Manager.....D. P. Nathanson

Radio Accounts Placed—Red Devil Soot
Remover, Snyder's Drug Stores, Janney Best
Paints, Pfunder's Tablets, Char-Tex.

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
Phone GASpee 4456-7
ABP—ANPA

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Vice-Pres.....Archie M. Finkle
TreasurerBruno Schnabel
Exec. Sec.....Anne E. WOLED
Time Buyer.....Joseph M. Finkle
Radio Dir.....Dorothy M. Taibe

Radio Accounts Placed—Candy Mart Stores,
Inc., Eclipse Food Products Corp., Inlaid
Optical Co., National Glass Co., R. I. Sales
Co., Shiloh Bottling Co., Metropolitan The-
aters.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnDerbilt 6-2022

ANPA—PPA—ABP—APA—ABC—
AAAA—NOAB

Officers

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G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke
Director of Radio.....Carlo De Angelo
Radio Continuity Writers...G. W. Freeman,
Bennett Kolb, Edmund Mitchell, John
R. Allen

Radio Account Placed—Standard Oil Co.
of N. J.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450

ABP—ANPA—PPA—SNPA

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins
Vice-Presidents. .William B. Okie, Lester Loh
Vice-President-Director of Radio,
Wilfred S. King
Time Buyer.....Edna Cathcart

Radio Accounts Placed—Ludens, Inc.; National Carbon Co., Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Bleachette, Pure Foods (Herbox), Pan-American Coffee Bureau, Burlington Mills.

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710

ANPA—PPA—APA—AAAA—ABP
ABC—NOAB—TAB—CCA

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President.....T. K. Quinn
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio Department.....Ed Wilhelm,
P. R. Pumphrey

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 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., H. J. Heinz Co.,
Griesedieck Brewery, Feigenspan Brewing
Co., Dobler Brewing Co.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 27, Calif.
Phone PRospect 0101

ABP—ANPA—PRB—FAAG

Officers

Principals.....Henry Mayers,
J. R. Mayers, Arthur Mayers
Manager Radio Dept.....Gertrude Stark
Time Buyer.....Alden Weiss
Assistant.....Dean Simmons
Production.....Martin Weinstein,
Vern Davies

Radio Accounts Placed—Pennzoil Co.,
Sears Roebuck & Co., Southern Calif. Tele-
phone Co., Gordon Bread Co., Dad's Root
Beer, California Bank.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-7000

AAAA—ANPA—PPA—ABP—APA—NOAB

Officers

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Chairman of Exec. Comm...Harrison Atwood
Executive Vice-President...Carl B. Robbins
Vice-President and General Manager of
New York Office.....L. S. Briggs
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L. E. Firth, J. L. Deane, C. A. Hoppock,
W. E. McKeachie, R. E. Thompson, E. F.
Wilson, Gordon E. Hyde, Myron C. Lech-
ner, E. D. Madden, J. J. McCarthy, Hugh
A. Mitchell, C. A. Posey, R. W. St. Hill
and Earl C. Donegan.

Secretary-Treasurer.....John L. Anderson
Director of Research.....L. D. H. Weld
Vice-Pres. & Gen. Mgr. of Research Dept.
Jackson Taylor

Vice-Pres. in charge of Radio
Lloyd O. Coulter
Associated with Mr. Coulter. Arthur J. Kemp
Radio Producers.....Dorothy B. McCann,
Clarence Olmstead, Russ Johnston
Radio Time Buyer.....Wm. C. Dekker
Radio Research.....Marion Harper, Jr.

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701

Vice-President-Mgr.....Homer Havermale
Vice-President.....H. G. Smith
Vice-President.....J. H. Jameson

Guardian Bldg., Cleveland, O.
Phone Cherry 3490

Vice-President-Manager...Albert A. Sommer

• • • **ADVERTISING AGENCIES** • • •

Penobscot Bldg., Detroit, Mich.

Phone Randolph 9710

ManagerRena Johnson
6331 Hollywood Blvd., Hollywood 28, Calif.

Phone Hillside 8268

Manager.....A. J. Bruhn
448 S. Hill St., Los Angeles, Calif.

Phone Michigan 4049

Manager.....Burt Cochran
Hodgson Bldg., Minneapolis, Minn.

Vice-Pres. & Mgr.....R. B. Donnelly

Vice-President.....Merrill Hutchinson
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, C. F. Ohliger

Public Service Bldg., Portland, Ore.

Phone Atwater 4305

Manager.....R. B. Calkins

Radio Accounts Placed—New York: American Molasses Co., Axton-Fisher Tobacco Co., Chesebrough Manufacturing Co., Gruen Watch Co., Manufacturers Trust Co., James McCutcheon & Co., National Biscuit Co., Pacific Coast Borax Co., Stomberg-Carlson Co., Stanco, Inc., Westinghouse Electric and Manufacturing Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc.

Cleveland: Leisy Brewing Co., Richman Bros. Co., Standard Oil Co. of Ohio.

Detroit: Altes Brewing Co.

Los Angeles: Globe Mills Co., Southern California Gas Co. and Southern Counties Gas Co., The Squirt Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluek Brewing Co., First National Bank, Northwest Scrap Dealers Assn.

Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corporation, California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Company, General Brewing Corporation, Hale Bros. Stores, Inc., Pacific Gas & Electric Co., Roma Wine Co.

R. E. McCARTHY ADVERTISING AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.

Phone 2323

PANY—SNPA

Officers

President.....R. E. McCarthy

Secretary.....M. A. McCarthy

Treasurer.....M. C. Benito

Time Buyer:.....R. E. McCarthy

Continuity.....M. D. King

Radio Accounts Placed—Borden's-Poinsettia Dairy, Southern Brewing Co., Peninsular Telephone Co., Lenfestey Supply Co., Pioneer Tire Co.

THE McCORD COMPANY, INC.

1100 Hodgson Bldg., Minneapolis, Minn.

Phone Bridgeport 1225

APA—ANPA—PPA—NOAB

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 Livestock 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 1, 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, Hal R.

Makelin

Account Executives.....Joseph J. Klein,

Donald B. Skinner

Manager, Radio Dept.....Hal R. Makelin

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—APA—OAAA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,
James A. McFadden
Radio Producer.....Robert L. Redd
Time Buyer.....E. R. Walmsley
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York 20, N. Y.

Phone COLUMBUS 5-2058

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
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. B. Stephens

Branch Offices

320 Bay St., Toronto, Ont., Canada

Phone Elgin 5351

Manager.....D. E. Longmore
Electric Railway Bldg., Winnipeg, Man.,
Canada

Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada

Manager.....H. S. Watson
376 Strand, W. C. 2, London, England

Manager.....H. Suffell

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago, Ill.

Phone Delaware 7860

ANPA—PPA—AAAA—ABP

Officers

General Manager.....Arthur E. Meyerhoff
Financial Manager.....J. H. Hildebrandt
Director of Radio.....Nelson A. Shawn
Radio Space Buyers.....Mary Hauser,
Annette Kennelly
Copy Chief.....M. E. Chon
Acct. Executives.....R. J. Rosenthal,
John H. Black, John Lemmon, Andrew
M. Howe

Branch Office

759 N. Milwaukee St., Milwaukee, Wis.

Phone Marquette 3144

Manager.....George Grabin

DAN B. MINER CO.

Chamber of Commerce Bldg.

Los Angeles 15, Calif.

Phone Richmond 3101

AAAA—ANPA—ABP—NOAB
CAN—APA

Officers

President.....Dan B. Miner
Vice-Presidents.....John C. Morse,
Isabel Moses

Secretary-Treasurer.....M. R. Sweeny
Radio & Television Director....Neg Monett
Radio Producer.....Neg Monnett

Branch Offices

(Affiliated with Continental Agency Network)

Radio Accounts Placed—Interstate Bak-
eries, Forest Lawn Memorial Park, Bill Hay
Reads the Bible (66 station cooperative
show), Weber's Bread, Wilshire Oil; Na-
tional Spot: Roman Meal Bread.

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.

Phone MURRAY Hill 2-1010

ANPA—PPA—APA—NOAB

Officers

President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....Roger White

Branch Office

333 N. Michigan Ave., Chicago, Ill.

Phone Central 1640

Manager.....I. M. Tuteur
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Keeley Brew-
ing Co., Cooter Brokerage Co., Gordon Bak-
ing Co., Tastyeast, Inc.

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.

Phone, COLUMBUS 5-2482

ABP—ANPA

Officers

Radio Director.....Emil Mogul
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.

MOSELLE & EISEN

ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.

Phone, MURRAY Hill 2-2651

PPA—APA

Officers

Partner.....Rose Moselle
Partner.....Henry Eisen
Space Buyer-Prod. Mgr.....D. Chilton
Art Director.....Frederick H. Cassens
Publicity & Radio.....Miss Margo
Account Executives.....Henry Eisen,
Rose Moselle, M. M. Semons

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
 Parkway 1178
 PPA — ABP — ANPA

Officers

President-Treasurer....Chester C. Moreland
 Vice-Presidents.....Wm. G. Steiner,
 Bryce L. Schurman
 Secretary.....Walter H. Strauss
 Radio Dept.....Thomas H. Birch

RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
 Phone Hempestad 4194

Officers

President.....Raymond R. Morgan
 General Manager.....R. E. Messer
Radio Accounts Placed—Folger Coffee Co.,
 White King Soap Co., Sparklett's Drinking
 Water Corp., Kerr Glass Mfg. Co., Grocer's
 Packing Corp., Campbell Cereal Co., Knox
 Co., Chapman Park Hotel, O'Brien Candy
 Co., Biltmore Florists.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
 Phone LExington 2-6727
 PPA

Officers

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 President.....Mansfield F. House
 Vice-President & Art Director...J. P. Sawyer
 Secretary and Treasurer....Laura K. Long
 Dir. of Media.....Herbert G. Selby
 Prod. Mgr.....E. R. Harris

Radio Dept.

Manager.....Chester C. Slaybaugh
 Time Buyer.....Eunice C. Dickson
 Dir. of Radio Prod.....Nick Dawson
 Asst. Dir. of Radio Prod....John T. Mitchell

Branch Offices

205 Johnston Bldg., Charlotte, N. C.
Radio Accounts Placed—Network: Vick
 Chemical Co., Matchabelli, Inc.; National
 Spot: Vick Chemical Co., Vitamins Plus,
 Alfred D. McKelvy Co.

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
 Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

Officers

President & Treasurer.....A. S. Cotins
 Secretary.....Mrs. M. B. Blair
 Vice-Presidents.....James N. Brown,
 Hugo W. Glaeser, A. Montgomery Hunt-
 ington

Art Director.....A. M. Huntington
 Mgr. Media Dept.....Miss L. B. Mang
 Acct. Exces.....George P. Hodges,
 F. S. Hubbell
 Mgr. Production Dept.....Fred Michel
Radio Accounts Placed—West End Brewing
 Co., Oswego Candy Works, Inc., C. A. Durr
 Packing Co., Near's Food Co., Inc.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
 Phone VAnDerbilt 6-1828
 ABP—PANY—APA

Officers

President.....Joseph H. Moss
 Radio Director.....Hines Hachette
 Space Buyer.....Betty Math
Radio Accounts Placed—Harman Watch
 Co., U. S. Rockwool Insulators, Neoderm
 Inst., Thomas M. Quinn & Sons, Inc.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
 Phone MUrray Hill 9-6835

Officers

President.....Paul Kruming
 Vice-President.....Thomas W. Hughes
 Treasurer.....Frank Neuhauser
 Time Buyer.....Eduardo Martinez

Branch Offices In:

Cuba, Mexico, Venezuela, Colombia,
 Brazil, Argentina, South Africa,
 India, Chili

Radio Accounts Placed—Carter Products,
 Inc., General Foods Corp., H. J. Heinz Co.,
 Lambert Bros., Lever Bros. Co., Quaker Oats
 Co., Welch Grape Juice Co., Wm. R. Warner
 Co.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
 Phone State 5151

AAAA — ANPA — PPA — 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.
 Time Buyer.....O. R. Stadelman

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., Abraham & Straus,
Inc., Ruby Lane Stores, Young's Hat Stores.

NELSON CHESMAN COMPANY

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

SNPA

Executives

Partners.....Henry Tritschler,
John E. Fontaine, S. M. Kelly
Radio Dept.
Director & Space Buyer...John E. Fontaine
Acct. Exec.....Henry Tritschler
Radio Accounts Placed—The Chattanooga
Medicine Co., Fleetwood Coffee Co., South-
ern Agriculturist, Double-Colo.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone ASHland 4-4900

AAAA — ANPA — PPA — ABP — PRB —
NOAB—SAAA—SNPA

Partners.....Clarence D. Newell,
William Reydel, John P. Cunningham,
Frank Donshea, C. S. Walsh, R. L. Stro-
bridge, F. H. Walsh, G. S. Fowler, T. J.
Maloney

Radio Director.....Blayne Butcher
Time Buyer.....Newman McEvoy
Radio Accounts Placed—Liggett & Myers
Tobacco Co. (Chesterfields), Loose-Wiles Bis-
cuit Co., Pepsi-Cola Co., Beech-Nut Packing
Co., Economics Laboratories, Kirkman's Soap,
Sherwin Williams.

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
AAAA—ANPA—ABP

Officers

President.....Theodore A. Newhoff
Vice-President.....Marx S. Kaufman
Secy.-Treas.....R. M. Newhoff
Radio Director.....S. L. Reed
Production Manager.....B. A. Johnson

OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis 1, Mo.
Phone CENTral 8380

ABP—ANPA—NOAB

Officers

Owner.....Irwin A. Olian
Radio Director-Time Buyer...Virginia Loeb
Radio Continuity.....James L. Spencer

Radio Accounts Placed—National Waste
Paper Conservation Campaign.

JOHN H. OWEN, INC.

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

Personnel

Director of Radio.....Bernard H. Pelzer, Jr.
Time Buyer.....Marc Seixas

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 Accounts Placed—The Great Atlantic
& Pacific Tea Co., Spratts Dog Food.

MERRITT OWENS ADVERTISING AGENCY

201 Commercial National Bank Bldg.
Kansas City 12, Kans.

Phone Dr. 7250

ABP—ANPA—APA

Owner.....Merritt Owens
Radio Accounts Placed—Interstate Moving
& Storage, Junge Biscuit Co., Leo Stern
(Photographer).

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.

Phone Eliot 1401

ANPA—AAAA—NOAB

Officers

President.....Wm. H. Horsley
Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....G. M. Nymán

Branch Office

Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339

Manager.....Mrs. Ruth Foland
Radio Accounts Placed—Fisher Flouring
Mills Co., Washington Co-op Egg & Poultry
Assn.; Spot: Fisher Flouring Mills Co., Im-
perial Candy Co., Oregon-Washington-Cali-
fornia Pear Bureau, Yakima Valley Peach
Bureau, N. W. Cherry Bureau.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

Officers

President.....Harry Peck
Secretary-Treasurer.....Harry Krawit
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer

• • • **ADVERTISING AGENCIES** • • •

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500
AAA — ANPA — PPA — ABP

Officers

President.....Thomas L. L. Ryan
Executive Vice-President..Harold B. Thomas
Vice-President.....E. G. Sisson, Jr.
Vice-President.....Ernest P. Zobian
Treasurer.....Harold B. Thomas
Secretary.....H. C. Sutherland
Assistant Treasurer.....W. F. Cantrell
Supervisor Nighttime Radio..Joseph S. Bell
Supervisors Daytime Radio

Elizabeth C. Shay, William Barrett
Radio Copy Chief.....Cyril J. Mullen
Time Buyer.....Mary Dunlavy
Radio Accounts Placed—Sterling Drug
(Ironized Yeast), Procter & Gamble (Camay,
Chipso, Dash).

PETTINGELL & FENTON, INC.

247 Park Ave., New York, N. Y.
Phone, ELdorado 5-2685
ANPA—PPA—ABP

Officers

Pres. & Secy.....Atherton Pettingell
Exec. Vice-Pres., Treas. & Space
Selection.....Fleur Fenton
Asst. to President.....Charles B. Strauss
Asst. to Vice-Pres.....Pauline Duff
Men's Wear Planning.....Louis Krauss
Copy Executive.....Theodora Aronstam
Supervisor Service Depts...Howard B. Ellison
Exec. Art Director.....Jack Russell
Art Director.....Robert Thomson
Publicity.....Virginia Vincent
Production Manager.....Barney Bravman
Space Buyer.....Bernice Newton
Mgr. Billing Dept.....Mary Zales

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. Cusiek
Art Director.....Gus J. Wild
Time Buyer.....Lee Wood
Radio Dept. Manager.....Fred G. Allen

PLATT-FORBES, INC.

386 Fourth Ave., New York 16, N.Y.
Phone CAledonia 5-4440

Officers

President.....W. A. Forbes

Vice-President-Treasurer...Rutherford Platt
Vice-President.....T. F. Cosgrove
Secretary.....W. S. Walker
Space Buyer & Prod. Manager..T. O'Donnell

Branch Office

75 Pearl St., Hartford, Conn.

G. Frank Sweet

Phone Hartford 7-9017

Radio Accounts Placed—Peter Paul, Inc.,
Oxo, Ltd.

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 4433

APA — NOAB — ANPA — PPA

Officers

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Rob-
inson
Secretary-TreasurerJerry McKee
Account Executives.....Ralph Page
John M. Farrell, G. S. Lannon
Radio Dept.....Connie Joan Connor

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.

Kansas City 6, Mo.

Phone Victor 9400

ANPA — PPA — APA — NOAB — ABP

Officers

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V.P.-Production Mgr.....D. E. Dexter
SecretaryG. F. Magill
TreasurerE. T. Chester
Time Buyer.....B. G. Wasser
Acct. Executives.....N. P. Rowe,
C. R. Lawson, Blair McPhail, W. B. Stone

SAYRE M. RAMSDELL ASSOC., INC.

3701 N. Broad St., Philadelphia 40, Pa.

Phone Radcliff 9000

ANPA—PPA

Officers

President.....S. M. Ramsdell
Exec. Vice-Pres. & Treas.....E. B. Loveman
Vice-President.....F. A. Hutchins
Radio Account Placed — Philco Hall of
Fame.

**THE L. W. RAMSEY ADVERTISING
AGENCY**

Union Bank Bldg., Davenport, Iowa

Phone 3-1889

ANPA—PPA—ABP

Partner & Gen. Manager.....L. W. Ramsey
Partners.....E. G. Naeckel,
A. C. Naeckel, W. J. Henderson, George
Bischoff

Partner & Service Dir.....A. M. Walgren
Art Director.....Paul Norton
Production Mgr.....Wayne H. Ross
Technical Consultant.....W. A. Giraldi

Branch Office

230 N. Michigan Ave., Chicago 1, Ill.
Phone Franklin 8155

President.....L. W. Ramsey
Vice-President & Gen. Mgr.....F. L. Eason
Vice-Presidents.....N. B. Langworthy,
L. H. Copeland

Production Manager.....Vito M. Volino
Secretary.....E. G. Naeckel
Art Director.....E. J. McCabe
Radio Dir.....Fred Herendeen
406 E. Superior St., Fort Wayne, Ind.
Phone Anthony 9396

Manager.....Frank Dunigan
Radio Accounts Placed—F. W. Fitch Co.,
National Oats, Bituminous Casualty Corp.,
Victor Animatograph Corp., Voss Bros. Mfg.
Co.

THE RANDALL COMPANY

75 Pearl St., Hartford, Conn.
Phone 7-1179

Executive

Radio Director.....Catherine A. Gilbert

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

Officers

President-Director of Radio,

Chas. Dallas Reach
Vice-President.....Howard E. Sands
Vice-President.....Edw. C. Stover, Jr.
Secretary.....F. R. Risley

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.

REISS ADVERTISING

221 W. 57th St., 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

ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago, Ill.
Phone Randolph 9760

ANPA—APA—PPA—NOAB

Officers

President.....J. P. Roche
Treasurer.....D. J. Kelly

Asst. Treas. & Secty.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston,
Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PENNYPACKER 2766

In Charge.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444

In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts Placed—Network: Lewis-
Howe Co., Schutter Candy Co., Sun Oil Co.
National Spot: Chicago, Milwaukee, St. Paul
& Pacific RR., Domestic Finance Co., Dr.
Peter Fahrney & Sons Co., Holland Furnace
Co., Kenton Pharmaceutical Co., Inc., National
Toilet Co., John Puhl Products Co., Port-
land Cement Assn., Sempray Jovenay Co.,
The Studebaker Corp.

RESNIK-MILLER-ENGLAND, INC.

152 Temple St., New Haven, Conn.
Phone 7-0241

Officers

President & Treasurer.....Harry D. Resnick
Secretary.....Harvey N. Ladin
Radio Dept. Manager.....Ellen Simmons

Branch Offices

75 Pratt St., Hartford, Conn.
Phone 2-9987

Manager.....Harry D. Resnik-WTIC
77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker-WTAG
26 Custom House St., Providence, R. I.
Phone Gaspee 9526

Manager.....Frank Jones-WJAR

C. E. RICKERD, INC.

5462 Second Blvd., Detroit, Michigan
Phone Temple 1-3636

Officers

President-Treasurer-Time Buyer,
C. E. Rickerd
Treasurer.....Geo. Rickerd
Secretary.....Fred B. Collier
Production.....Royal Cressy

RILL ASSOCIATES

507 Fifth Ave., New York 17, N. Y.
Phone, MUrray Hill 2-5147

Officers

President.....I. R. Hill
Exec. Vice-Pres.....B. N. Hill
Space Buyer.....L. Denis
Art Director.....M. Desmond
Radio Dir. & Radio Time

Buyer.....B. Newmark
Charge Copy.....S. Chalfin
Publicity.....P. Leighton
Account Executives.....I. R. Hill,
B. N. Rill, L. Denis

• • • **ADVERTISING AGENCIES** • • •

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6120, 1, 2, 3
ANPA—PPA—ABP—APA—NOAB

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Vice-PresidentN. Rosoff
SecretaryA. Hollander
Asst. Treasurer.....G. Hepcnstal

Radio Accounts Placed—Network: Howard Clothes, Inc. National Spot: Stera-Kleen, Allenru, Gold Medal Haarlem Oil Co., Howard Clothes, Inc., Grelva, Inc., Woolfoam (Wool Novelty Co.).

**EMIL REINHARDT
ADVERTISING AGENCY**

1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ABP — ANPA — APA

Officers

Owner.....Emil Reinhardt
CopywriterDave Lane
Artist Dir.....Robert Shelton
ArtistEdna Shelton

Radio Dept.

ManagerJoseph Connor
Time Buyer.....Mildred McMahan

Radio Accounts Placed—Kilpatrick's Bakeries, Mary Sellens, Inc., Standard Beverages, S. F. Brewing Corp., Brenner's, Kahn's, Pacific Guano Co., Central Bank.

**RONALDS ADVERTISING AGENCY,
LTD.**

701 Keefer Bldg., Montreal, Que.
Phone Plateau 4803
ANPA

Officers

President.....Russell C. Ronalds
Vice-Pres.....E. M. Putnam
Treas.Angus Ahern
Radio Dir.....N. K. Vale

Branch Office

New Wellington Building, Toronto, Ontario
Radio Dept.....R. J. Avery

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420
ANPA—PPA—APA—ACP—NOAB

Officers

President & Dir. of Copy & Plans,
Arthur Rosenberg
Vice-PresidentSamuel Rubenstein
SecretaryA. A. Rosenberg

TreasurerCharles S. Silver
Production ManagerH. B. Fleischman
Research Director.....Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan,
H. B. Sadler, Joseph Elner
Radio Dept.....Arthur Rosenberg,
Samuel Rubenstein, Charles S. Silver

Radio Accounts Placed—Longine-Wittenaur Watch Co., Corinthia Lipstick, Henna Foam Shampoo.

**RUSSEL AND ROBERTS
ADVERTISING AGENCY**

7 Church St., Paterson 1, N. J.
Phone ARmory 4-3400

Officers

President & Treasurer....Abram Eisenman

Radio Accounts Placed—New Jersey State Industrial Union Council-C. I. O., American Labor Party.

CHARLES L. RUMRILL & CO.

311 Alexander St., Rochester 4, 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 17, N. Y.
Phone MURray Hill 6-6400

AAAA—ANPA—PPA—ABP—NOAB—APA

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. Gordan
V-P & Director of Radio...Donald D. Stauffer
V-P & Associate Director..S. Heagan Bayles
V-P in Charge of Radio Programs

Merritt W. Barnum, Jr.
Business Manager.....C. T. Ayres
Production Directors.....Ted Huston,
Jack Van Nostrand, Lee Cooley, Robert
Steel, Fred Essex, Marguerite Bowman,
Willson Tuttle, John Wellington

Radio Commercial Supervisor
Regina Morgan
Time Buyer.....T. C. Fisher
Radio Publicity Director...Grant Y. Flynn

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone Randolph 2625
Executive Vice-President.....Paul Watson
Vice-President-Director of Radio
Ros Metzger

Production Director.....N. E. Heyne
Time Buyer.....Albert Callies

7430 Second Blvd., Detroit 2, Michigan
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.....Knowles Entrikin,
Ken Hodge, Sam Pierce, Dave Young,
Bob Ballin

712 Main St., Houston, Texas
Phone Charter 4-1741
Manager.....W. Van A. Combs
235 Montgomery St., San Francisco, Calif.
Phone Douglas 5822

Manager.....Howard O. Nelson
1216 Third Ave., Seattle, Wash.
Phone Main 6727

Manager.....F. S. Mullins
Carew Tower, Cincinnati, Ohio
Phone MA 2413

Manager.....John L. Magro
80 Richmond St., Toronto, Canada
Phone Adelaide 4096

Manager.....Douglas Philpott
Radio Production.....S. Ramsay Lees

Radio Accounts Placed—American Tobacco Company, Bendix Home Appliances, Inc., Chrysler Corporation, Delaware, Lackawanna & Western Coal, Electric Auto-Lite Company (U. S. and Canada), Gilmore Oil Company, Griesedieck Bros. Brewery Co., Lever Brothers Company, Lever Brothers Limited, Noxzema Chemical Company, Pepsi-Cola Co. of Canada, Ltd., Pharmaco, Inc., Quaker Oats Co., Radio Corporation of America, Jacob Ruppert Brewery, Taylor-Reed Corporation, G. Washington Coffee Refining Co., Whitehall Pharmaceutical Co., Wm. Wrigley Jr. Co., Savings Banks Association of State of New York.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone, PLaza 3-6920
ABP — ANPA — PPA

Executives

President.....Maubert St. Georges
Vice President.....Stanley J. Keyes, Jr.

Radio Dept.

Radio Director.....Victor Van Der Linde

Time Buyer.....Charlotte Rains

Television Dept.

Director.....Victor Van Der Linde

Radio Accounts Placed—James McCreery & Co., C. F. Matilage Sales Co., Alfred Dunhill, Inc., Street & Smith, Seydel Chemical Co., Revere Copper & Brass, Inc.

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Officers

Partners.....Walter Schwimmer, R. J. Scott
Time Buyer.....Evelyn Vanderploeg

Radio Accounts Placed—Peter Fox Brew Co., Hirsch Clothing Co., Salerno-Megowen Biscuit Co., Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Walgreen Drug Co., Congress Cigar Co., Coronet Magazine, Schutter Candy Co., Sealy Mattress Co., B. S. Pearsall Butter Co., Chicago Daily News.

RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago 11, 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,
George Bayard, A. D. Keyes, Harry Maus, E. C. Bentley

Radio Director.....Jack Simpson
Time Buyers.....June Jackson,
Hub Jackson

Branch Offices

Lemeke Bldg., Indianapolis, Ind.
Phone Market 1395

Vice-President.....Paul Richey
Treasurer.....Jack Harding

Taft Bldg., Hollywood, Calif.
Phone, Granite 4185

Office Manager.....E. Brockhoff

Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., Grove Laboratories, Inc.

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

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Radio Director.....Morgan Ryan
 Time Buyer.....C. E. Bonnesen
Branch Office
 50 Rockefeller Plaza, New York, N. Y.
 Phone Circle 6-1550

Vice-President & Manager....Carl S. Brown
 Radio Director.....Morgan Ryan
 Time Buyer.....Kelso M. Taeger
Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful.O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs, Sante, Pape's Cold Compound, Blackstone Aspirin, Tasty Lax.

DOUGLAS D. SIMON ADV.

280 Madison Ave., New York 16, N. Y.
 Phone, LEXington 2-7873

Officers

President.....Douglas D. Simon
 Vice-President.....Carolyn Glass
 Treas. Space Buyer.....Anita Chinkel
 Account Executive.....Charles H. Sandak
 Production Manager.....Sidney Jerome
 Art Director.....Doris Brinkerhoff

SIMON & GWYNN, INC.

624 Commeree Title Bldg., Memphis, Tenn.
 Phone 5-2404

SNPA

Officers

President.....Milton Simon
 Exec. V.P. & Sec. Treas.....H. N. Gwynn

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
 Phone WISconsin 7-8765

ANPA—PPA—APA

Officers

President.....Albert Seiffer
 Secretary & Treasurer.....Marvin Small
 Time Buyer.....Joya Krakauer
Radio Accounts Placed—Arrid, Allecock Mfg. Co., Souplets.

SMITH & DRUM, INC.

650 S. Grand Ave., Los Angeles, Calif.
 Phone Trinity 3454

ABP—ANPA—PPA—PRB—NOAB

Officers

President.....A. Carman Smith
 Vice-President.....Harry C. Drum
Radio Account Placed—General Petroleum Corp.

SIMONS-MICHELSON CO.

1207 Washington Blvd., Detroit 26, Mich
 Phone CHerry 3000
 AAAA—PPA—APA

Officers

Partners.....L. N. Simous,
 L. J. Michelson
 General Manager.....Leon Wayburn
 Radio Director....Marie Margaret Winthrop
 Production.....Art Copland
 Copywriters.....Mary Schraa,
 Margaret Mikjian

Radio Accounts Placed—Local: Schmidt's Beer, Pepsi Cola, Wigley's Super Markets, Colonial Dept. Store, Mac-o-Lac, B. Siegel Co.; Spot: Plasti-Kate, Benrus Watch, Blue Home Oil, Crown Furniture, Detroit Free Press, Detroit Times, Forest & Hudson Cleaners.

SPITZER & MILLS LTD.

19 Richmond St., West, Toronto, Ont.
 Phone WA 1151

CAAA—CDNA—CPA—CAB

Officers

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 Exec. Vice-President.....J. W. Spitzer
 Account Executives.....W. H. Reid,
 J. R. Charles, J. G. Wallace, W. G. Wallace, T. G. Vatcher, W. E. Macdonald,
 D. Dunlop

Radio Dept.

Director.....Wm. D. Byles
 Miss Dorothy Andison

Branch Office

1010 Catherine St., W., Montreal, P. Q.
 Account Executives.....C. W. Duncan,
 F. F. W. Lalonde

Radio Accounts Placed—Colgate-Palmolive-Peet Co., RCA Victor Co., Lehn & Fink, Quaker Oats Co., California Fruit Growers Exchange, Cities Service Oil Co. Ltd.

RAYMOND SPECTOR COMPANY, INC.

595 Madison Ave., New York 17, N. Y.
 Phone ELdorado 5-1270

ANPA — PPA — ABP — NOAB

Officers

President.....Raymond Spector
 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,
Three Squires Tobacco, Doubleday Doran &
Co., Nutrex Co., Book League of America.

**BARTON A. STEBBINS
ADVERTISING AGENCY**

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA—ANPA—PPA—ABP—NOAB

Officers

Head of Agency.....Barton A. Stebbins
Chief Executive.....Leigh Crosby
Act. Executive.....Arthur W. Gudelman
Program Director.....Edward Bloodworth
Time Buyer.....A. W. Gudelman
Radio Accounts Placed—Signal Oil Com-
pany, Shontex, E. F. Hutton Co., Ryan Aero-
nautical Co.

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Officers

Owner.....William G. Scholts
Radio Director.....Fred Montgomery

MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MURray Hill 2-3708

Partners.....Marcel Schuloff,
Miriam C. Schuloff
Accounts Placed—Station WHOM, Basch
Radio Prod., Sure-Fit Products Co., Style-
park Hats, Keal Textile Co., National Sure-Fit
Quilting Co., Voice of Experience.

SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone CIrcle 5-9090
ANPA—AAAA—PPA—APA—ABP

Officers

President.....Victor O. Schwab
Time Buyer.....Robert W. Beatty
Radio Account Placed—Book-of-the-Month
Club.

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone, GRamery 5-5560

Officers

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Burton Mautner
Art Director.....Charles Allenbrook
Production Mgr.....Samuel Groden

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts Placed—Skinner & Eddy
Corp., Minute Man Soup.

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA

Officers

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Vice-President.....L. C. McElroy
Time Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick
Radio Account Placed—Chas. E. Hires Co.,
Inc.

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—Bowel's, Inc.,
Sunway Vitamin Co., F. H. Pfunder, Inc.,
Hotel & Restaurant Co-operative Adv., J. P.
Harding Restaurants, Old Heidelberg Corp.

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

Officers

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Asst. Treasurer.....M. Murray
Secretary.....H. H. Hartwell

HOWARD D. STEERE ADVERTISING

2812 Book Tower, Detroit 26, Mich.
Phone CHerry 5688

Owner.....H. D. Steere
Production Manager...Millard F. Thompson
Art Director.....Rudolph K. Nauss
Space Buyer.....Frances Humphreys

STERLING ADVERTISING AGENCY

70 West 40th St., New York 18, N. Y.
PPA

Officers

Chairman of Board.....S. M. Brown
President.....Jos. S. Edelman

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BArcley 7-3030
ABP—ANPA—PPA

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Officers

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 Samuel I. Godley
 Vice-President.....Philip Schefto
 Secretary.....Frances C. Costello
 Treasurer.....Samuel S. Sternfield
Radio Account Placed—Fada Radio.

**STOCKTON, WEST, BURKHART,
 INC.**

First National Bank Bldg., Cincinnati 3, O.
 Phone MAIN 3209
 AAAA-ANPA-PPA

Officers

President & Treas.....Wm. Z. Burkhart
 Vice-Pres.-Secy.....Ranald S. West
 Vice-Presidents.....Erica W. Stockton,
 Henley W. Simpson
 Assistant Radio Director.....Jos. D. Nelson
Radio Accounts Placed—Ohio Oil Co.,
 Clyffside Brewery, Cincinnati Gas & Elec.
 Co., Central Trust Banking Institution.

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-Co-
 lumbia Department Stores, Beneficial Casu-
 alty Insurance Co.

CHARLES M. STORM CO., INC.

50 E. 42nd St., New York 17, N. Y.
 Phone, MURray Hill 6-2820
 ANPA—PPA

Chairman Ex. Comm.....Charles M. Storm
 Pres., Secy., & Radio Dir...Allston E. Storm
 Exec. V.-P., Treas. & Space
 Buyer.....Edward Klein
 Vice-President.....Lester Loeb
 Vice-Pres., Radio & Television
 Director.....Raymond E. Nelson
 Production Manager.....Paul Petrocine
 Art Director.....Frederick Widlicka
 Radio Time Buyer.....A. Loonam
 Radio Talent Buyer.....E. Sprague
 Account Executives.....A. E. Storm,
 E. Klein, L. K. Storm, L. Loeb, R. Chap-
 peron, E. Sprague

**STRAUCHEN & McKIM
 ADVERTISING**

6 East Fourth St.
 Cincinnati, Ohio
 Phone, MAin 1618
 AAAA

Officers

Partners.....Edmond R. Strauchen,
 Gordon F. McKim, Jr.
 Radio Director.....Ardeane Heiskell
 Production Manager.....J. Bremer
 Art Director.....John Storeh
 Radio Director.....A. Heiskell
 Time Buyer.....M. Milligan
Radio Accounts Placed—George Wiede-
 mann Brewing Co., Inc.

STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.
 Phone: BRyant 9-2400
 ANPA—PPA—ABC—NOAB—APA

Officers

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 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).

SWAFFORD & KOEHL, INC.

341 Madison Ave., New York 17, N. Y.
 Phone, MURray Hill 6-8860
 ABP—ANPA—PPA—APA—NOAB

Officers

President.....Albert E. Koehl
 Vice-President.....A. A. Landis

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
 Phone Main 7142
 ANPA — PPA — APA — ABP — NOAB

Officers

Partner.....John F. Sweeney
 Partner.....Frank G. James
 Radio Time Buyer.....T. M. Gregory
Radio Account Placed—Network: Fire-
 stone Tire & Rubber Co.

**TECHNICAL ADVERTISING
 AGENCY, INC.**

475 Fifth Ave., New York, N. Y.
 Phone, MURray Hill 3-5754

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
 Phone Mohawk 4-7700
 AAAA — ANPA — ABP — PPA

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 Secretary.....Howard Kohl

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 Assistant Treasurer-Secretary
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 Vice-Presidents.....Lloyd W. Baillie
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 son, Henry M. Stevens, William Resor,
 Walter R. Hine, Thayer Jaccaci, William
 G. Palmer, Samuel W. Meek, Robert T.
 Colwell, O'Neill Ryan, Jr., Anson Lowitz,
 Lew A. Greene
 Director of Media and Research

 Arno H. Johnson
 Vice-President in Charge of Radio,
 John U. Reber
 Radio Time Buyer.....Linnea Nelsor
 Radio Talent Buyer.....Virginia Spragle

Branch Offices

1549 North Vine St., Hollywood, Calif.
 Phone Hillside 7241

Business Manager and Radio Talent
 BuyerNorman 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, Harry T. Mitchell

Radio Director.....Tyler Davis
 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

Radio Accounts Placed—Atlantis Sales Corp., P. Ballantine & Sons, Bank of America, Block Drug Company (Gold Medal Capsules and Dentu-Grip), Bowman Dairy Co., A. S. Boyle Co., Carter Products, Inc. (Superin), H. C. Cole Milling Co., Elgin National Watch Co., Fanny Farmer Candy, General Cigar Co., Johns-Manville Corp., Kraft Cheese Co., Lamont P. Corliss & Co., 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., Owens-Illinois Glass Co., Parker Pen Co., Penick & Ford, Ltd., Planters Nut & Chocolate Co. (Planters Peanuts), R. C. A., Safeway Stores, Inc., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee and Tender Leaf Tea), Swift & Co., Universal Pictures, Ward Baking Co., Washington State Apple Commission, Weco Products Co., J. B. Williams Co., William Wrigley, Jr. Co., W. F. Young

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St. Oakland, Calif.
 Phone Glencourt 4941
 NOAB — APA

Officers

President & Time Buyer....F. L. Tomaschke
 Vice President.....Bruce W. Elliott
 Secretary.....William M. Maxfield
Radio Accounts Placed—Cardinet Candy Co., Par Soap Co., Downtown Merchants Association, Key System, Frozen Food Distributors, Inc.

TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.
 Phone ELdorado 5-4404
 ANPA — PPA — NOAB

Officers

Chairman of Board.....W. I. Tracy
 President.....Frank S. Kent
 Treasurer.....George M. Pease
 Vice-Presidents.....Hugh Donnell,
 J. F. Donovan
 Account Executive.....F. W. Hobbs
 Copy Chief.....K. H. Thompson
Radio Accounts Placed—Wilbert Products Co., John Opitz, Inc.

UNITED STATES ADVERTISING CORP.

612 N. Michigan Ave., Chicago 11, Ill.
 Phone Delaware 4466
 ANPA—PPA—APA

Officers

Chairman of Board.....W. M. Canaday
 President.....J. C. Ewell
 Radio Manager.....A. J. Englehardt

VANGUARD ADVERTISING

15 East 40th St., New York 19, N. Y.
 Phone MUrray Hill 5-4686
 ABP

Officers

Owner.....J. M. Russakoff
 Account Executives.....G. A. Wilson,
 Robt. E. Hutchinson

VANSANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
 Phone, LEXington 5400
 AAAA—ABP—ANPA—PPA—NOAB—APA

Officers

President.....Wilbur Van Sant
 Executive Vice-President & Treasurer,
 H. K. Dugdale
 Vice-President-Copy Director....J. P. Daiger
 Vice-President.....R. E. Daiger
 Production Manager.....C. D. Carr
 Space Buyer.....G. M. Talbot

Radio Accounts Placed—Network: Sherwood Bros., Richfield Oil Co. National Spot: Sherwood Bros., Crosse & Blackwell Co., The Glenn L. Martin Co.

VIDEO & SOUND ENTERPRISES

P. O. Box 413, Philadelphia 5, Pa.

Officers

General Manager.....Franklin O. Pease
A. E. Smith

WM. VON ZEHLE & CO.

28 W. 44th St., New York, N. Y.

Phone, BRyant 9-4750

Managing Director.....Wm. Von Zehle

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.

Phone State 7369

ANPA—PPA—APA—NOAB

Officers

President.....Albert G. Wade
Managing Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....Edward Freckman,
P. C. Lund, Jeff Wade, Forest Owen
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., Wait-Cahill Co.

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.

Phone Grant 1900

ANPA — ABP — PPA

Officers

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Secretary-Treasurer.....B. I. Davis
Account Executives.....W. G. Beal,
C. P. Richardson, H. A. McCoy
Production.....Victor Seydel,

Radio Dept.

Time Buyer & Dir.....R. C. Woodruff
Account Executive.....W. G. Beal
Head Production.....Victor Seydel

Radio Accounts Placed—American Fruit Growers, Inc., Clark Bros. Chewing Gum Co., D. L. Clark Co., Colonial Biscuit Co., Duquesne Brewing Co., Allegheny-Ludlum Steel Corp., Joseph Horne Company, Mail Pouch Tobacco Co., Sterling Oil Co., Penn Tobacco Co., Lobney Packing.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.

Phone Murray Hill 6-8585

AAAA — ANPA — PPA — ABP — ABC
APA—NOAB

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Vice-Presidents: Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.

Secretary-Treasurer.....Robert H. Hughes
Radio Director.....Tevis Hulin
Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company, Pabst Brewing Co., Tangee Cosmetics.

TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta 3, Ga.

Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA—OAAA

Officers

President.....Tucker Wayne
Vice-Pres. & Radio Talent....C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director.....D. D. Connah
Radio Accounts Placed—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

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
Gen. Mgr. & Time Buyer.....Bernard Blatt
Art Director.....Sy Mogeloff

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio

Phone: 3-4311

PPA—ABP—APA

Officers

President-Treasurer....Albert M. Wearstler
Secretary.....Mary E. Wearstler

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.

Phone Cedar 3777

APA

Officers

President.....Luther Weaver
Associate.....H. E. Messenger
Director of Radio.....Blanche Anderson
Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Twin City Wholesale Grocer Co., Minnesota State Optometric Assn., Weyand Furniture Co.

**MILTON WEINBERG ADVERTISING
CO.**

325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111
ANPA—PPA—ABP

Officers

Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino
Publicity.....W. H. Krauch
Radio Accounts Placed—Gaffers & Sattler,
Hollywood Pantages Theater, Hollywood
Turf Club, May Co., Pep Boys of California,
Sontag Cut Rate Drug Stores, Grayson's, K's
Beverages, Lyman's Restaurants, Zukor's,
Mim's Dog Food Co., Hamilton Diamond Co.,
Hollywood Film Studios.

**WILLIAM H. WEINTRAUB & CO.,
INC.**

30 Rockefeller Plaza, New York 20, N. Y.
Phone, CIRCLE 7-4282
ANPA—PPA

Officers

President.....William H. Weintraub
Executive Vice President & Secretary
Elkin S. Kaufman
Vice-Presidents.....Paul Rand,
John D. Scheuer

Media Director.....William Gallow
Radio Director.....Hubert Chain
Talent.....Vera A. Lea
Research.....Tom F. Hughes
Copy Chief.....Kennon Jewett

Radio Dept.

Time Buyer.....William Gallow
Business Mgr. of Radio Dept...Harry Trenner
Production Mgr.....Theo. Gannon
Talent.....Theo. Gannon
Producers.....Thomas A. McAvity,
Prockter & Lewis, Roger Bower, Theo.
Gannon

Radio Accounts Placed—Anchor-Hocking
Glass Corp., Helbros Watch Co., Emerson
Radio & Phonograph Corp., Miss Swank, Air-
wick (Seeman Brothers, Inc.).

WEISS AND GELLER, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070
ANPA—PPA

Officers

President.....Max A. Geller
Vice-Presidents.....Peter Artzt,
Jos. E. Bloom, Stanley A. Brown, Jos. H.
Cohn

Director of Radio.....Lester J. Mallets
Time Buyer.....Jos. E. Bloom

Branch Office

400 N. Michigan Ave., Chicago, Ill.
Phone Del. 1124

Radio Accounts Placed—Nedick's Stores,
Inc., Columbia Pictures Corp., Monogram
Pictures Corp., Kenmore Publ.

WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.
Phone, WISconsin 7-4978

Officers

Sole Owner-Radio Dir.....Ed L. Wertheim
Space Buyer-Prod. Mgr.....Ed T. Wertheim
Account Executives.....E. L. Wertheim,
E. Taylor Wertheim

WESTON-BARNETT, INC.

217½ West 5th Street, Waterloo, Iowa
Phone, 4677

ABP—ANPA—PPA—SAAA—SNPA

Officers

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
SecretaryPhillips Taylor
Radio Dept.....E. V. Bohan

Branch Office

520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Vice-President.....A. C. Barnett
M. C. Swartz

Radio Accounts Placed—Iowa Soap Co.,
American Bird Products, Inc., Walker Rem-
edy Co., Vinton Hybrid Corn Co., J. W. Mor-
tell Co.

FRANK E. WHALEN ADV. CO.

15 W. 10th St. Kansas City, Mo.
Phone, Victor 7200

ANPA—PPA—APA—ABP—NOAB

Officers

President & Time Buyer.....F. E. Whalen
Sec. & Treas.....J. W. Whalen
Asst. Sec. & Treas.....H. F. Jepson
Space Buyer.....H. G. Kaufman

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone Rittenhouse 7500

ANPA—PPA—APA

Officers

President.....Ward Wheelock
Vice-President.....Arthur A. Bailey
Secretary-Treasurer.....H. E. Fauser

Branch Office

444 Madison Ave., New York 22, N. Y.
Phone, PLaza 3-7120

Vice-President.....R. K. Strassman
Radio Account Placed—Campbell Soup Co.

WILLIAMS & SAYLOR, INC.

271 Madison Ave., New York 16, N. Y.
Phone, LExington 2-3493

ANPA—PPA—APA—ABP—NOAB

Officers

Pres. & Treas.....Ralph W. Williams
Vice-President.....Walter T. Pollock

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Secretary.....William F. Adams
 Space Buyer.....Mrs. I. Randall
 Production Manager.....M. J. Osias
 Art Director.....Kurt Josten
 Stocking Acct. Exec.....Willard Yates

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

THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.
 Phone, Wisconsin 7-0380
 ABP—ANPA—PPA

Officers

Owner.....Albert Woodley
 Vice-President.....Louis De Carmo
 Vice-President.....Charles E. Rolfe
Radio Accounts Placed—Railroad Federal
 Savings Association.

**WORTMAN, BARTON & GOOLD,
 INC.**

345 Madison Ave., New York 17, 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
Radio Account Placed—Harrisburg Steel
 Corp.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
 Phone Ashland 4-8400
 ANPA — PPA — APA — AAAA —
 NOAB — ABC — ABP

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 Executive V. P.....Louis N. Brockway
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 V. P., Director of Media and General
 Production.....A. V. B. Geoghegan

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 Garrit Lydecker, Donald Payne and John
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 V. P., Director of Research...George Gallup
 V. P., Art Director.....Walter K. Niell
 Director of Publicity and Public

Relations.....William H. Jenkins
 Treasurer.....J. H. Geise
 Secretary and Assistant Treasurer

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 V. P., General Manager of Radio
 Gordon D. Cates

V. P. in Charge of Radio Production
 Operations.....Harry Ackerman
 Associate Director of Radio.Joseph A. Moran
 Associate Director of Radio, Head of

Station Relations.....Carlos Franco
 Manager, Radio Commercial Copy
 John L. Swayze

Supervisor, Television Department
 William E. Forbes

Commercial Motion Pictures..John F. Barry
 Radio Business Manager..Frederick A. Zaghi
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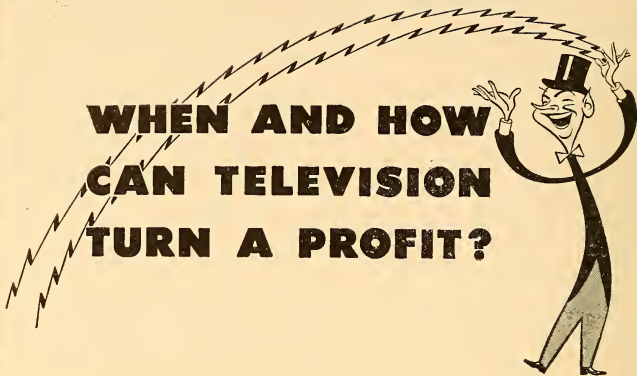
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TELEFLASH! More than 90 requests for permission to construct and operate commercial television stations are on file with the Federal Communications Commission. As only a few channels are available for television, the number of stations in a trading area is limited. In consequence, options are already being sought for desirable "time." More than 61 advertising agencies have installed television departments. The value of riding with public interest is attracting more and more advertisers to television every week. They are learning to control the terrific sales impact of this wonderful new medium. Their experiments are well worth watching!

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TELEVISION MOVES AHEAD

By Frank Burke
Editor, RADIO DAILY

PUBLIC acceptance of television as a post-war sight and sound media is assured based on the 1944 developments in the video field.

Notable among the past year's video achievements were the formation of the Television Broadcasters Association in January; the Television Seminar, conducted by the Radio Executives Club of New York during May and June; the FCC's allocations hearing in Washington and controversial issues growing out of spectrum allocations.

Controversial Issues

The controversial side of television centered around whether it should remain "downstairs" or go "upstairs." Most of the spectrum difficulties were ironed out with the FCC's preliminary allocations report which took cognizance of both schools of thought in the allocation of channels. Commercially television is allowed to remain roughly where it is in the lower spectrum with provision made in the higher spectrum for experimental television in color and higher definition monochrome pictures.

Production Problems

Indications that production is one of television's paramount problems was gained during the Television Seminar conducted last summer by the Radio Executives club and discussed at subsequent meetings of video groups in New York, Chicago and Los Angeles. Two schools of thought on production have voiced opinions. One suggests that films, especially produced for video, will constitute the bulk of sight and sound entertainment fare when television gets in stride in the postwar period. Another group argues that film programming will grow monotonous and "live" programs based news and sports events will constitute much of the programming in the early days of commercial tele development.

Right now television stations in New York, Chicago and on the west coast are experimenting in production with a view of being prepared when television is launched on a large scale. Some radio

programs such as "The Missus Goes A Shopping," "Ladies Be Seated" have been given successful tryouts in New York together with news commentators, puppet shows and fashion productions. On the west coast films have been used successfully with "live" talent in the presenting of programs. The movies are used as background and for full 15 minute and half hour shows.

Another interesting phase of experimental programming is the surveys being conducted among television set owners on the type of programs they regard as the best video entertainment. Stations in New York have contacted approximately 5,000 television set owners on the Eastern seaboard and in Chicago questionnaires have been mailed to tele set owners in that area.

TBA's First Conference

Formation of the TBA in January of 1944 and the first national conference of the organization in December was another important development of the past year. The conference attracted 700 registrants to the Hotel Commodore in New York with broadcasters, equipment manufacturers, advertising agency executives and others interested in video participating. One of the highlights of the meeting was the presentation of 12 awards to leaders in the video field for services rendered during 1944.

Television covered the Republican and Democratic national conventions in Chicago in June and special films of these conventions were telecast by New York stations and a network including Philadelphia, New York, and Schenectady. Later the linking of New York, Philadelphia and Schenectady stations were heralded in the press as the nation's first television network.

Chronology Presented

Strides made by television during the past year are chronologically listed month by month in this issue of the RADIO ANNUAL. Recapitulation of these events is recreating the dramatic story of television's progress during 1944.

The First Network!

ANOTHER MILESTONE
IN THE PROGRESS OF

TELEVISION

PHILADELPHIA

SCHENECTADY

NEW YORK

CHAIN television is here! With the recent dedication of the new Philco Relay Transmitter at Mt. Rose, N. J., the first Television Network, linking Philadelphia, New York and Schenectady, is in actual operation today. Now Philadelphians enjoy clear reception of programs from New York through their local Philco television station. Thus the first step has been taken through which millions will eventually witness events that take place thousands of miles away . . . *by television.*



HOW PHILCO RESEARCH SPEEDS THE ADVANCE OF TELEVISION

This first television network is an example of how Philco research is working to establish transmission principles which can extend chain television broadcasting from coast to coast. At the same time, Philco research is improving the clarity, sharpness and detail of the television picture . . . so that future television sets will have the greatest possible sales appeal. Thus in two ways . . . by helping to broaden the market for television, and by designing a more saleable product for that market . . . Philco leads toward the goal of television as tomorrow's "billion dollar industry."

*Radio Hall of Fame Orchestra and Chorus.
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PHILCO

FAMOUS FOR QUALITY THE WORLD OVER

FILM OUTLOOK IN TELEVISION

By RALPH B. AUSTRIAN

Executive Vice-President, RKO Television Corp.

WILL most post-war television programs be live-talent or will they be filmed? This question has been asked ten thousand times this past year. I believe that the most suitable type of television program as they are evolved through experience, will be far different in character from the feature motion pictures created in Hollywood for theater exhibition. In the evolving of such programs, however, motion picture technique will play a greater part than existing radio or stage techniques and the use of film will be infinitely more important in television broadcasting than the electrical transcription disc is today in radio. In short, I believe that the majority of programs will be on film.

No "Shackles"

The use of the motion picture for the presentation of a television program immediately frees the writer, director and producer from the shackles of the live stage. A television program using live talent naturally faces many of the same restrictions that limit a stage production. All action at any given time is on a single set, and if the action is continuous, the players are held to a single costume. Offstage action can only be referred to and not shown, unless an intermission is declared for a shift of scene and a change of costumes. But with television there can be no between-the-acts intermission. An intermission on a television program—and its audience would promptly dial to another station. True, a system of revolving stage sets, multiple cameras and quick costume changes might be employed, but the technical complications would be heartbreaking. At best, it would permit only a very few locale changes, but would continue to impose a multitude of restrictions on both writer and producer. No reverse shots or complicated angle shots—no shots from other sets, unless there are three more cameras at least on each set. A fundamental of television as in movies is constant scene change and camera movement. The public is accustomed to it and will demand it. I want to see a

typical drawing room scene with four or five people—lit so they may move around freely and remain perfectly lit at all times.

Handicaps Removed

All of these program handicaps and restrictions, however, are immediately removed when it is a film program. For example, should the script call for an authentic street scene in Calcutta or Miami, a blizzard in Alaska, or a storm at sea, it would be available from the extensive film libraries maintained by RKO in Hollywood or Pathe News in New York. The players called for in the script could perform against the background of such a scene in such a natural manner that to the television viewer it would all appear to be taken on location. When film is used, rather than live talent, this and hundreds of other proven motion picture devices can be employed to give the television program producer practically limitless freedom of action. There is no substitute for the cutting room and a pair of sharp scissors.

An objection to programs on film is that they do not have the sense of "immediacy" that live talent has. I don't think that is true except, of course, in the case of sporting events—spot news—fires—floods, etc. There's no one who appreciates the live performance provided by the legitimate stage any more than I do. There's something about sitting in a theater watching a good play performed by capable actors and actresses that has no substitute; but if you were to put cameras in that theater and watch those actors and actresses from a distance, it is then nothing more than a motion picture. It loses the personal magnetism, the feeling of live flesh and blood—that thing known as "Theater."

Immediacy Theory

Here is another reason why I cannot agree to the theory of immediacy. Every day as I come to my office which is in the same building as the Radio City Music Hall, I see literally hundreds of

TELEVISION



Patrick Michael Cunning
TELEVISION PRODUCTIONS

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IN HOLLYWOOD, CALIF.

people on line in all kinds of weather patiently awaiting to go inside and see a picture which they know was completed several months ago. The people know the middle scenes were shot first and the first scenes shot last. They know each scene was taken and retaken. Yet they line up to get it. Why? It's only a cold, moving and talking shadow—but the story and the actors and actresses will make them laugh or cry or forget themselves for a few fleeting hours.

It has been said many times: The high cost of programs on film is an impossible obstacle. I do not believe that programs in order to be entertaining and good, necessarily have to be expensive beyond reason. Some radio programs today cost from \$10,000 to \$25,000 for a 30-minute period. That's a range of from \$300 to \$600 a minute. We could supply film shows for that much and less—and, of course, more.

Knotty Problems

One of the knotty little economic problems of television which keeps occupying the attention of prospective station operators, especially the so-called originating stations for networks, is the vast amount of equipment and personnel needed to put a comparatively few hours of live talent programs on the air. There are a lot of people who say that television will operate only between four and six hours a day. Others point knowingly to a 24-hour-around-the-clock schedule. Let's take for our example a 12-hour day although even that might be some distance in the future. What would be required to put on 12 hours of programs a day if they were all live talent programs? One station operator who has been on the air for several years and who has had the unique experience of running two studios has estimated that it would take 15 studios to put on the air 12 hours of live talent program material, allowing only four hours' rehearsal time to one hour air time. Believe me when I tell you, however, that many 15-minute and half-hour live talent shows require as much as a week of rehearsal. Five of these studios would be very large studios about 3,000 square feet apiece; five would be medium size, around 2,000 square feet, and five small—around 1,300 square feet. Nobody knows just how many technicians, property men, electricians, directors, cameramen, grips and other laborers would be needed for these 15 studios. With the most careful method of staggering all help (union permitting) there may be as many as 200 men needed.

When a program goes into rehearsal, a production crew is assigned to it and that crew stays with it all during the rehearsal time and is the same crew that will eventually put the show on the air. So you can see that every show in rehearsal will require its own crew.

In a radio station today at the end of a program there is not very much to be done in the studio to get ready for the next show but when a live television show is over, the crew has to come in, strike the set, properties and lights, bring in the new set, dress it, light it, and you just don't do that in 30 minutes. How very simple it is going to be when programs are provided on film. A large motion picture company can arrange with the advertising agency for whom it functions to supply identical prints of a program to any number of television stations throughout the country or, for that matter, the world. It would do this precisely as it supplies its regular motion picture film, on a "day and date" basis. This would be done through its nationwide network of film exchanges. No excitement, no worry, no scurry—just as simple as loading a home movie.

Commercial Opportunities

Public relations or straight advertising via television opens up a vast new field of opportunity. Today, more than ever before, it has become necessary for big business to justify its existence. Television on film will offer a most unique and effective method of spreading the story of the large corporation to Mr. and Mrs. Public. In a most entertaining manner it will be possible to portray what a big company does for its employees—group insurance, social service, hospitalization, home economics, company stores, extension courses, bonus system, job insurance, retirement funds. What better way could there be to present this story to the peoples of the world than via the motion picture films? The screens of the majority of motion picture theaters in this and many other countries have been closed to the advertising or business propaganda film—and rightfully so. People do not wish to buy propaganda or advertising when they go to the theater. Now, with television, the home screens of the world will be open to the advertiser. Here again the efficacy of the television program on film becomes apparent. You can't drag television cameras all through and around a big plant and put on a carefully planned show. Also the finest

(Continued on Page 231)



BOB CLAMPETT

WRITER - DIRECTOR
WARNER BROS. CARTOONS

●
Now in Production

ON THE FIRST COMMERCIAL CARTOON EVER MADE FOR
"TELEVISION"

THE PICTURE ON TELEVISION

By Lewis Allen Weiss

Vice-president-General Manager, Don Lee Broadcasting System and W6XAO, Hollywood.

THE public is waiting, the advertisers are ready, and television is set to go. On that three-point platform, the Don Lee Network confirms a decision made 13 years ago when it first put its television station, W6XAO, into operation with the statement that "in a decade, the experiment of television would be a reality in the broadcasting industry."

Discounting the war years that have held up the mass production of television sets, the prophecy of our television experts, shared with others all over the country, came to a climax when the Federal Communications Commission held a hearing to determine the status of television and to make ready its introduction to the immediate post-war world.

Part of the testimony made at the hearing was on a purely technical basis, to substantiate what is common knowledge in the industry that television is ready and capable of giving the public greater and richer measure of broadcasting's third dimension than either radio or motion picture could deliver at a comparable point in their development, and thus should be permitted to operate in or near its present band in the spectrum.

Television stations are now capable of servicing nine-tenths of the population of most major cities in the country. We've also had promises from our set manufacturers that receiving sets will cost as little as \$150, combining television with both FM and AM reception. The potential television "looker" is rightfully at that point where he can make his contribution to the success of commercial television.

Public Interest

For it goes without saying that public enthusiasm about television is of paramount importance. Coming right down to brass tacks, it will be the "looker" who will make it possible for the advertiser to make full use of television, and as you'll recall, the advertiser is a third, and important necessary third, in our three-part platform for the new video industry. Certainly a public that has been asked to back and fill, so to speak,

while those in the industry make up their minds, isn't going to be a clamoring public who will respond when the signal's given.

And now, about that "advertising third." Already every alert advertising agency in the country is making investigations about the potentialities, the cost and the requirements of this fascinating new medium. At W6XAO we've consulted with both production men and executives in advertising agencies in developing our program plans. We've asked them for specific problems to solve, so that together we have come to some definite conclusions about the restrictions and obligations that must be observed in successful commercial television.

Programming Discussed

Actually, the programming of television and the production of program units are simple problems, and with the experience of radio to guide us, are easily solved by the application of sound showmanship principles to this new means of expression.

In our studios on Mount Lee, we've already produced about every type of program feasible for broadcast. Many successful years of remote broadcasting are on our records, and as those who live in the Los Angeles area remember, the sight of the huge red W6XAO television remote unit became a familiar part of our pre-war parades, festivals, athletic meets and aquatic events. We've taken our receivers up into the air to experiment with a combination of airplane and land television reporting. We've filmed news events, a fire in downtown Los Angeles is one I remember, a flood at Long Beach another, and on a television program later the same day shown the pictures we obtained.

With studio programs, our experience has also been wide. Operas, famous dramas, original plays and musicals have been produced before our cameras, and we've even tried out the five-a-week serial with great success. Working with miniatures, combining film with live talent in dramatic sequences and introducing news reporting and commentary

CONSIDER TELEVISION AS AN ACTUALITY!

THE time when television was "just around the corner" has now passed. Today we have with us a vigorous new industry, complete with all the problems of a virtually untried medium.

These problems are serious but not insurmountable. There are "bugs" inherent in all new things. Television's "bugs" must be overcome. The future of the entire industry lies in our approach to these problems, and the solutions we find for them.

In a comparatively short time, televising will begin on a large scale. Too late then for "bugs." Public and sponsor acceptance of television, for years to come, will depend on the groundwork that is being done today.

In television, the glamour and eye-appeal of the stage, the imagery of the radio, the technical skills of the screen must be successfully combined. How to accomplish this? What talent will be best suited for the job? What stories are adaptable to this new medium? These are the problems with which Ray-Tele can help you. We at Ray-Tele have studied and analyzed these very difficulties. When we found the answers, we went into business for the express purpose of helping you and the industry as a whole.

Use Ray-Tele for its fund of information. Use it as a stepping-stone to success in a new business which may easily become the greatest the entertainment world has ever known.

RAY-TELE • BR. 9-5365

504 Fifth Avenue, New York 20, N. Y.

FOR QUALITY
AP !

through visual means have been among our experiments. And of course, by now, after some 15,000 hours of television broadcasting, we're past masters on the "how to do it" broadcast, even having grown a Victory garden before the eyes of the "lookers" tuned to W6XAO.

Question of Cost

And so, of course, we finally come to the question of cost. Here I have some more specific information. First, because hundreds of thousands of dollars worth of experimenting has gone on in the program departments of the nation's television stations, the advertisers who buy television programs will inherit a production cost much lower than they would have if organizations like Philco, RCA, Farnsworth and others like ourselves at Don Lee had limited our ground breaking interests to purely technical experiments. Secondly, we've actually computed what the technical operating costs will be, and thus have given potential advertisers some material with which to start figur-

ing. We find that the technical costs will start at \$300 per hour—that being the cost to the station to maintain the staff and put the cameras and transmitter into operation for a four hour broadcast schedule.

As I've said, for nearly 14 years now the Don Lee Broadcasting System has been helping write the history of television. We began operations in our original downtown Los Angeles studios, and in 1940 opened the world's first built-for-television studios atop Mount Lee in the heart of Hollywood. That we're looking forward to the future of both television and Frequency Modulation you all know by now, from the news released a few weeks ago telling of the purchase by the Don Lee Broadcasting System of a 160-acre site at Deer Park on Mt. Wilson, the most advantageous site our engineers could find in Southern California, the site from which we hope soon to cover all of Southern California as our commercial television station goes into regularly scheduled operation.

FILM OUTLOOK IN TELEVISION *(Continued from Page 227)*

live talent program produced in America means nothing in a country where English is not spoken or understood. The cost of the program or series of programs must be borne by the one-shot performance. Suppose it were to cost ten times as much to put it on films? By the simple expedient of what we in the picture business call "lip dubbing," we can translate the program into any and every language and send prints of such programs to all countries just as we now send foreign versions of our motion pictures. This enables our giant corporations whose scope is world-wide to reach via television not just millions in this country but eventually, billions of people.

Film as Backbone

It is quite evident that telecasting stations will be in operation considerably sooner than network programs will become available and it is here that the film transcription or "Telereel" will prove to be the backbone of the programming system.

In the post-war period when television will flourish, the advertising dollar will be scrutinized more carefully than it is today. National advertisers will not be so ready to buy a 15-minute or half-hour

spot on a network between the East and West Coasts and perhaps be in competition with a top rating program carried by another network or face a three-hour time differential. Advertising managers and market analysts will lean heavily on the spot type of telecasting. They will pick the markets in the order of their desirability, concentrate their appropriations on selected territories and make it a point to cover them at the best possible hours.

RKO is going to make syndicated film programs available as soon as station construction starts. It is preparing now. Even after national or large regional networks are established, the "Telereel" will remain an important, if not *the* most important factor for all programs with the exception of course of sporting events and news events which are always hot flash news.

No single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country. These facilities are now available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation.

TELEVISION HIGHLIGHTS—1944

(From the Files of RADIO DAILY)

A review of the past year's television events indicates the tremendous post-war possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of RADIO DAILY. The following pages contain the recorded highlights of the year in television.

JANUARY

Jan. 18—The newly formed Television Broadcasters Association discussed and adopted by-laws at its first annual meeting held at Chicago.

Jan. 21—NBC inaugurated a 50-week television course for its staff engineers in anticipation of post-war development of television.

Jan. 26—Senor Bonifacio Fernandez Aldana, New York correspondent for a group of South American newspapers, told members of the newly formed Television Press Club at the group's first monthly luncheon that Mexico will be one of the centers of television in Latin-America.

Jan. 28—NBC and RCA in cooperation with General Electric began installation of 45 additional tele receivers in hospitals for wounded servicemen in the metropolitan New York area. Mid State Television Corp. was formed in Boston and planned to open tele studios in Lowell, Mass., within the year.

FEBRUARY

Feb. 1—After serving two years with OWI, F. P. Nelson has returned to Westinghouse Radio Stations, Inc., to resume his old post. He will undertake new duties as manager of television and shortwave.

Feb. 2—The Television Broadcasters Association, Inc., elected Allen B. DuMont as its first president. Other officers chosen were Lewis Allen Weiss, Don Lee Broadcasting System, vice-president, and John R. Poppele, WOR, assistant secretary-treasurer.

Feb. 8—First tele application of 1944 was filed by the Jamaica (N. Y.) Radio & Television Corp., which put in for channel three, previously unassigned.

Feb. 25—A cooperative time exchange was set up between WNEW, New York independent station, and W2XWV, experimental television outlet operated in New York by the Allen B. DuMont Laboratories.

MARCH

Mar. 1—Will Baltin, program manager for the DuMont television station W2XWV, was named secretary-treasurer of the Television Broadcasters Association at a meeting of the organization's board of directors. In an address before the Television Press Club, Dr. Alfred N. Goldsmith, vice chairman of the RTPB, forecast no conflict between FM and television in the post-war period.

Mar. 6—Television was dramatized in the morning over CBS in one of the "American School of the Air" radio series, titled "The Vacuum Tube." Featuring Worthiton Miner, manager of Columbia's tele department, the script dramatized the role of the tube in the development of eye-and-ear entertainment.

Mar. 20—Statements made by NBC, CBS and A.T.&T. over the weekend indicated steadily increasing interest in planning television's future. N. Ray Kelley was appointed by NBC to take charge of the network's technical facilities of television. Plans for a \$2,000,000 trial of short-wave radio relays for intercity tele and telephone relays was made by A.T.&T. Paul W. Keston, executive vice-president of CBS, forecast post-war tele in full and natural color in the annual report to CBS stockholders.

Mar. 21—Stromberg-Carlson Co. announced plans for a tele station and a new "Rochester Radio City" housing AM, FM and television as a post-war development through William Fay, vice-president in charge of broadcasting.

Mar. 24—Allen B. DuMont, president of TBA, told the American Marketing Association at a Murray Hill Hotel luncheon that advertisers and advertising men are already convinced that television advertising has real possibilities. He spoke on the topic, "T.N.T.—Television Now and Tomorrow."

Mar. 29—Thomas F. Joyce, manager of RCA Victor's radio, phonograph and tele department, indicated in an address before a morning educational forum of The Advertising Women of New York that television's quality of immediacy would provide the greatest vehicle of mass education that he had ever known.

APRIL

April 3—Gerald Cook, former director of tele for the BBC, expressed the belief that progress in television programming would be advanced 10 years through a merger of sight-and-sound facilities by the webs and other interested parties for a training period of three years only. He added that this opinion was his own and did not reflect the policy of BBC. First among the class magazines to experiment with television was the "Mademoiselle," with its debut over W2-XWV, aimed at projecting what's new in the news in fashions, in jobs and futures and in fun.

April 3—As guest speaker at the organizational meeting of the newly formed Television Producers Association, Allen B. DuMont stressed the improvement of the technique of writing and creating television programs.

April 4—Approval of 12 members in the Television Broadcasters Association, Inc., was voted by the board of directors at a meeting held in the TBAI offices in New York, bringing the total membership to 15.

April 7—Addressing a luncheon meeting of the Radio Executive Club on "Television's Opportunities," Dr. Alfred N. Goldsmith, electrical engineer, declared that the industry will be a boom to employment and that "science and engineering will have added one more great implement to those at the disposal of humanity." . . . At a special press luncheon, General Electric revealed its post-war television plans. . . . Announcement was made by the Radio Executives Club that the REC would conduct a "Television Seminar" starting in May and continuing through September, covering all phases of the subject.

Apr. 10—WFIL, of Philadelphia, has designated the station's "Playhouse Studio" as experimental studio for video coaching. . . . First television premiere of a film to be televised at key points across the country was MGM's "Patrolling the Ether." James L. Fly, chairman of the FCC, appeared before the NBC tele cameras in New York to introduce the film which dramatized the war time activities of the radio intelligence division of the FCC.

Apr. 19—Television Actors Guild, social organization devoted to the advancement of television acting, was formed in Hollywood. John Folger was named temporary chairman.

Apr. 21—Eddie Cantor announced from Chicago that he plans to jump the gun on television next season by doing away with scripts and staging his broadcasts as though they were being presented in front of television cameras.

Apr. 24—Post-war industrial applications of television were outlined in Detroit by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, before a meeting of the Engineering Society. He looked for tele as a visual means of plant control to speed production.

Apr. 24—Locations for "Vaqueros Ride" is believed to be the first television "Western" movie, shot at Coe's Cove Rancho in Hollywoodland. Telecine 16mm. film was used for the first time.

Apr. 25—Growing interest of the nation's newspaper publishers and editors in the post-war development of television, FM, and facsimile were indicated at the convention of the American Newspaper Publishers Association at the Waldorf-Astoria, New York.

Apr. 26—Speaking on the topic "The Story of Television Programming," Gilbert Seldes told members of the Television Press Club that television does best what is caught unprepared. . . . In a move which was believed to be designed to head off the formation of a Television Actors Guild in New York similar to the one recently organized on the West Coast, Equity Screen Actors Guild and the American Federation of Radio Artists issued a joint statement.

MAY

May 5—Transformation of color in television to gradations of black and white was demonstrated by Bud Gamble, of Farnsworth Tele-

vision & Radio Corp., at a meeting of the TPA held in New York.

May 8—The first commercially sponsored television program on the Balaban & Katz station, WBKB, was purchased and broadcast Friday night, May 5, for Marshall Field Co., Chicago.

May 18—In step with the industry's progressive thinking and planning, RADIO DAILY presented the first issue of TELEVISION DAILY as a monthly supplement to this publication. TELEVISION DAILY will be published on a monthly basis for the duration of the war as an enterprising voice in the new field of revolutionary electronics.

May 25—Television and other refinements of the radioart will provide millions of jobs for American soldiers, Senator Burton K. Wheeler, D. Mont., declared during his address on the occasion of the 100th anniversary of the sending of the first telegraph message. . . . George Henry Payne, former member of the FCC, has been named vice-president and director of the Finch Telecommunications Co. of New York. . . . The board of governors of the Television Press Club named Richard W. Hubbell chairman of the scribes' organization at its first semi-annual election of officers.

May 31—Television as it may be applied to department store advertising was demonstrated by NBC and RCA for 22 representatives of retail organizations comprising the Associated Merchandising Corp.

JUNE

June 6—First film company to enter the television film production field is RKO with a new subsidiary known as RKO Television Productions, Inc., which will produce news and entertainment shorts exclusively for video.

June 7—With the Allied Expeditionary Forces smashing inland from the French coast, two New York television stations, WBNT and WABD, went on the air with special events marking the historic thrusts into European continent.

June 15—A three-city tele network will pick up the video signals of WNBT, New York, and the pictorial proceedings of the Republican National Convention in Chicago will be made available to about 7,000 television in the Eastern area, C. L. Menser announced. . . . Staging of a two-hour musical comedy, "The Boys from Boise" on Thursday, July 13, will mark the opening of DuMont's new WABD studios and will represent television's most ambitious program planning to date in the New York area.

JULY

July 6—Pacific Coast Independent Television Producers Association was formed, with Patrick Michael Cunning, Hubbard Hunt, Rudi Feld, Armand Piaggi and Joseph Sawyer charter members.

July 13—Because of an increasing demand for speakers versed in the technical and non-technical aspects of television, a Television Speakers Bureau was established by the Television Broadcasters Association, Inc.

July 24—The award for the year's outstanding contribution to the art of television programming was presented to WRGB, Schenectady, N. Y., by Dan D. Halpin, president of the American Television Society.

AUGUST

Aug. 3—Announcement was made of an ambitious plan to educate agency executives and advertisers in the post-war potentialities of television with the launching in Baltimore on Aug. 20 of a 10-day tele demonstration by NBC and RCA in co-operation with radio station WBAL.

Aug. 8—First advertising agency to set up regularly weekly auditions for commercial tele talent is Ruthrauff & Ryan with try-outs scheduled for every Friday at WABD.

SEPTEMBER

Sept. 5—Widespread interest in television as an advertising medium is indicated in the countrywide response of General Electric's invitation extended to the stores to be present at a program to be staged in Schenectady, N. Y., in the studios of WRGB, on Friday, Sept. 29.

Sept. 8—In a closed meeting of the television and FM panels of the RTPB held in New York City, preliminary discussions of allocations aired in preparation for the hearings to be conducted in Washington, beginning Sept. 28.

Sept. 18—Presentation of a plaque by the American Television Society to Allen B. DuMont, president of DuMont Laboratories, Inc., for the "best contribution to television during the year" highlighted the first fall meeting of the American Television Society Sept. 14.

OCTOBER

Oct. 2—A settlement of the differences of opinion between the television and FM panels of the RTPB was reached at the frequency allocation hearings conducted by the FCC.

This dispute, the first to be brought into the open since the sessions started Thursday, Sept. 28, involved claims for that portion of the spectrum between 50 and 56 megacycles, the present No. 1 video band.

Oct. 3—Four out of every ten persons plan to purchase television sets when they are released after the war; six out of ten postponing the purchases of tele sets say they will buy within three years after the end of the war; six out of 10 say the clarity of the picture will not influence their purchases, it was disclosed by the Allen B. DuMont Laboratories following a survey conducted within the New York City metropolitan area.

Oct. 5—The appointment of Jay Strong to the post of director of television was made by the Basch Radio Productions.

Oct. 9—In collaboration with the University Extension of Columbia University, NBC University of the Air inaugurated a television course which is recognized for credit toward a University degree.

Oct. 13—Transoceanic television has not been stressed enough, Gilbert Seldes, head of CBS' television division, declared at the weekly luncheon of the Overseas Press Club of America in New York. He referred to a request for an article made by an Australian publication that has evinced great interest in the new medium and its prospects for the "world down under." . . . The War Finance Committee of New York announced that television will be used as a public service function when it is employed in the fall as a training medium for the Sixth War Loan workers.

Oct. 16—Emphasis on the use of films as television entertainment characterized the presentation of four speakers before a meeting of the American Television Society in New York.

Oct. 17—In Washington, D. C., television witnesses paraded before the FCC allocation hearing giving views for and against development of video in its present stage as a sight and sound media.

Oct. 18—Television stations, at least for a good many years to come, will be limited to cities having populations of more than 500,000, Lewis Allen Weiss, head of the Don Lee Broadcasting System, told the FCC at its allocation hearing in Washington. Only cities of a half million or more will be able to support a video broadcasting station, he declared. . . . Looking ahead 10 years and envisioning the potentialities of television

in the home, Thomas J. Joyce, tele executive for the RCA Victor Division, told the annual Boston Conference on Distribution that in 1955 there will be 30,000,000 homes equipped with video receivers, offering that many showrooms for merchandise as against 1,777,000 retail spots now used for display.

Oct. 19—Supporting the statement of Don Lee's Lewis Allen Weiss that television is too expensive for any but the larger cities, James D. McLean, General Electric television sales manager, told the FCC that the initial expense for a television station would run from \$150,000 to \$300,000, with operating expenses amounting to about another \$350,000 per year. The estimate for the initial cost makes no provision for grounds, buildings or antenna supporting structures.

Oct. 24—Television holds great promise in the first post-war decade if it can be developed to satisfactory state and released soon enough, Arno H. Johnson, director of media and research of J. Walter Thompson Co., told members of the Radio Executives Club of New York City.

Oct. 27—Two spokesmen for television who urged the immediate post-war development of the video art were heard as witnesses before the FCC's Allocation hearing, when Niles Trammell, president of NBC, and Allen B. DuMont, president of the Television Broadcasters Association, Inc., gave testimony. Trammell counseled the Commission to give a green light to full scale television broadcasting on present standards. Urging the FCC to end the "indecisions and restraints" that have pinned down immediate expansion of television into a national service, DuMont asked the FCC to accept the recommendations voiced by Panel No. 6 of the RTPB.

Oct. 31—Three media, television, radio and newspaper, will collaborate to bring a visual presentation of the election reports to televiewers over WABD, Nov. 7, it was announced by Raymond E. Nelson, vice-president in charge of television and radio for the Charles M. Storm agency; Bernice Judis, vice-president and general manager of WNEW; Carl Warren of the New York "Daily News."

NOVEMBER

Nov. 2—Television's power will be such in 1948 that the presidential nominees will be chosen for their telegenic qualities just as they are now nominated with their radio voice in mind, Edward Sobol, production director of

NBC television, told the members of the Television Press Club at its first meeting of the new season.

Nov. 8—Television—heralded as a major media in the Presidential election to come in 1948—played an interesting role in the election returns of last night by devoting full time on three New York stations, one in Chicago and one in Los Angeles. Other tele election programs were carried in Schenectady and Philadelphia with stations participating in an inter-city network linked with New York.

Nov. 13—Plans for the first annual conference of the Television Broadcasters Association were disclosed at a press luncheon at the Hotel Commodore in New York City with Jack R. Poppele, chairman of the conference; Will Baltin, secretary of TBA, and Ralph Austrian, chairman of the program, discussing the convention planning.

Nov. 20—A discussion panel on television in advertising agencies was organized in order to strengthen agency television directors' voice in the forthcoming annual Television Broadcasters Association, it was announced by Elkin S. Kaufman, executive vice-president of William H. Weintraub & Co. and moderator of the panel.

Nov. 30—In a by-lined article, Herbert Graf, NBC director of operatic production and stage director of Metropolitan Opera Company, stated that "television, will in my opinion, be the decisive medium in making opera a popular art in America."

DECEMBER

Dec. 6—WKY, Oklahoma City, NBC affiliate, used television effectively during the Sixth War Loan Drive on a tour of 19 Oklahoma cities. Thousands of adults lined auditorium aisles for closeups of reflector pictures of local dignitaries, citizens, children, pets, and bombarded technicians with amazingly searching questions.

Dec. 11—First annual conference of the Television Broadcasters Association, Inc., got underway at the Hotel Commodore in New York City in the morning with about 700 registrants expected to be on hand for the opening session of the two-day meeting. Registration included television broadcasters, radio station operators, manufacturers of equipment, advertising agency executives, and publishers, which indicated the widespread interest in the post-war planning of video.

Dec. 12—Sixteen television leaders were presented awards for outstanding contributions to video development at the First Annual Conference Banquet of the Television Broadcasters Association. . . . Three authorities of television, Thomas Hutchinson, head of RKO Television Productions, Commander William Eddy, formerly connected with the television firm of Balaban & Katz Corp., and Richard W. Hubbell, production manager for the Broadcast Division of the Crosley Corp., of Cincinnati, Ohio, are preparing books on television that are scheduled to appear during 1945.

Dec. 13—Jack R. Poppele, chief engineer and secretary of WOR, New York, was elected president of the TBA at the closing session of their two-day meeting at the Hotel Commodore yesterday. Other officers elected were Robert L. Gibson, of General Electric, vice-president; Will Baltin, secretary-treasurer; and O. B. Hanson, chief engineer and vice-president of NBC, as assistant treasurer.

Dec. 15—Television will be the motion picture industry's most powerful medium for exploiting the glamour of Hollywood and its stars, Blaus Landsberg, director of television station W6XYZ, Hollywood, told a special events meeting of the American Television Society at the Museum of Modern Art in New York.

Dec. 18—Rene Barthelmy, French television expert, in an interview with Charles Collingwood, CBS correspondent in Paris, told of successful experiments with 1,000 line screen and predicted the eventual adoption by television interests throughout the world. . . . Plan to introduce television in Utah was announced by S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation which operates KDYL with the filing of a license application with the FCC.

Dec. 26—Speaking before a class in tele-techniques at New York University, P. D. McLean, GE sales manager of television equipment, predicted that there will be at least 150 tele stations in operation within five years after the war. He also pointed out that television would be brought to the smaller communities with the use of satellite stations, low power relay stations drawing their programs direct from the networks, and lacing the usual studio facilities.

Television Broadcasting Stations

As of January 1, 1945

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 Ch. 2	550 Condl. CL.
Columbia Broadcasting System, Inc. New York, N. Y.	WCBW	60000-66000 Ch. 2	1000
Don Lee Broadcasting System Hollywood, Calif.	KTSL	50000-56000 Ch. 1	5600
General Electric Co. Schenectady, N. Y. Transmitter: New Scotland, N. Y.	WRGB	66000-72000 Ch. 3	3100 S.A. rebroadcast WNBT aural and location announcements
The Journal Co. Milwaukee, Wisc.	WMJT	66000-72000 Ch. 3	1200 (CP only)
National Broadcasting Co. New York, N. Y.	WNBT	50000-56000 Ch. 1	1800
Philco Radio & Television Corp. Philadelphia, Pa. Transmitter: Springfield Twp., Pa.	WPTZ	66000-72000 Ch. 3	500
Zenith Radio Corp. Chicago, Ill.	WTZR	50000-56000 Ch. 1	1270 (CP only)

Pending Applications

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)	Remarks
CALIFORNIA					
Fresno	No. 2 60-66	..	J. E. Rodman	Commercial construction permit application. No power specified.
Hollywood	No. 1 50-56	W6XAO	Don Lee Broadcasting System	1000 150	Licensed experimentally.
Hollywood	No. 1 50-56	KTSL	Don Lee Broadcasting System	1000 150	Commercial construction permit.

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)	Remarks
Los Angeles	No. 2 60-66	W6XHH	Hughes Productions, Division of Hughes Tool Company	10000 10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued in accordance with FCC policy of Feb. 23, 1943.
Los Angeles	Los Angeles Times Mirror	Commercial television application.
Los Angeles	No. 8	..	MGM-Loew's Pix Corp.	Commercial television application.
Los Angeles	No. 3 66-72	—	Warner Bros. Broadcasting Corp.	Commercial construction permit application. No power specified.
Los Angeles	No. 3 66-72	..	National Broadcasting Co.	4000 2000	Commercial construction permit application.
Los Angeles	No. 4 78-84	W6XYZ	Television Productions, Inc.	4000 2000	Licensed experimentally. Application for conversion to commercial status.
Los Angeles	No. 6 96-102	KSEE	Earle C. Anthony, Inc.	1000 1000	Commercial construction permit application expired. Application for reinstatement.
Los Angeles	No. 7 102-108	..	Consolidated Broadcasting Corp., Ltd.	Commercial construction permit application. No power specified.
Los Angeles	No. 8 162-168	..	Blue Network Co., Inc.	Commercial construction permit application. No power specified.
Los Angeles (Portable-Mobile)	No. 11-12 204-216	W6XLA	Television Productions, Inc.	25 None	Construction permit for television relay pick-up station to be used with W6XYZ.
Los Angeles (Portable-Mobile)	318-330	W6XDU	Don Lee Broadcasting System	15 50	Licensed. Television relay pick-up station used with W6XAO.
Riverside (T—San Bernardino)	No. 3 66-72	..	Broadcasting Corp. of America	3000 ..	Commercial construction permit application. No Aural power specified.
San Francisco	No. 1 50-56	..	Don Lee Broadcasting System	1000 1000	Commercial construction permit application.
San Francisco	No. 2 60-66	W6XHT	Hughes Productions, Division of Hughes Tool Co.	10000 10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued according to FCC policy of Feb. 23, 1943.
San Francisco	No. 6 96-102	..	The Associated Broadcasters, Inc.	4000 3000	Commercial construction permit application.
Stockton	No. 3 66-72	..	E. F. Peffer	Commercial construction permit application. No power specified.

COLORADO

Denver	No. 2 60-66	..	National Broadcasting Co.	4000 2000	Commercial construction permit application.
Denver	No. 3 66-72	..	KLZ Broadcasting Co.	Commercial construction permit application. No power specified.

Note: The National Broadcasting Co.'s application for a commercial construction permit has been withdrawn.

PENDING TELEVISION APPLICATIONS

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)	Remarks
CONNECTICUT					
Hartford	No. 7 102-108	..	The Travelers Broadcasting Service Corp.	Construction permit for commercial station. No power specified.
Greenfield Hill	No. 8 162-168	..	The Connecticut Television Co.	Commercial construction permit application. No power specified.
DISTRICT OF COLUMBIA					
Washington	No. 1 50-56	W3XWT	Allen B. DuMont Laboratories, Inc.	4000 2000	Experimental construction permit expired. Applications for reinstatement and conversion to commercial status.
Washington	No. 2 60-66	WNEW	National Broadcasting Co.	4000 2000	Commercial construction permit reinstatement application.
Washington	No. 4 78-84	..	Philco Radio & Television Corp.	Commercial construction permit application. No power specified.
Washington	No. 4 78-84	..	Bamberger Broadcasting Service	Commercial construction permit application. No power specified.
Washington	No. 6 96-102	..	Capitol Broadcasting Co.	Commercial construction permit application. No power specified.
Washington	No. 8	..	MGM-Loew's Pix Corp.	Commercial television application.
FLORIDA					
Jacksonville	No. 1 50-56	..	Jacksonville Broadcasting Corp.	Commercial construction permit application. No power specified.
ILLINOIS					
Chicago	No. 1 50-56	W9XZV	Zenith Radio Corp.	1000 1000	Licensed experimentally. Commercial construction permit expired. Call letters WTZR. Application for reinstatement seeking indefinite extension of commencement and completion dates.
Chicago	No. 1 50-56	..	National Broadcasting Co.	4000 2000	Commercial construction permit application.
Chicago	No. 2 60-66	WBKB	Balaban & Katz Corp.	4000 2000	Licensed commercially.
Chicago	No. 2 60-66	W9XBK	Balaban & Katz Corp.	4000 2000	Licensed experimentally.
Chicago	No. 4 78-84	W9XCB	Columbia Broadcasting System	1000 1000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
Chicago	No. 4 78-84	..	WGN, Inc.	Commercial construction permit application. No power specified.
Chicago	No. 8 162-168	..	Blue Network Co., Inc.	Commercial construction permit application. No power specified.
Chicago (Portable-Mobile)	No. 11-12 204-216	W9XBT	Balaban & Katz Corp.	40 None	Licensed. Television relay pick-up station used with WBKB and W9XBK.
Chicago (Portable-Mobile)	384-396	W9XBB	Balaban & Katz Corp.	10 None	Licensed. Television relay pick-up station used with WBKB and W9XKB.
Chicago	384-396	W9XPR	Balaban & Katz Corp.	10 None	Licensed. Research and development only.
Chicago	No. 7	Johnson Kennedy Radio Corp.	Commercial television application.
Chicago	Zenith Radio Corp.	Application for construction permit for experimental tele station.

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)		Remarks
INDIANA						
West Lafayette	No. 3 66-72	W9XG	Purdue University	750	750	Experimental construction permit. Research and development only.
Fort Wayne	No. 3 66-72	..	Farnsworth Television & Radio Corp.	Experimental construction permit application. No power specified.
Fort Wayne	Farnsworth Television & Radio Corp.	Application for construction permit for experimental tele station.
Indianapolis	No. 2 60-66	..	P. R. Mallory & Co., Inc.	Experimental construction permit application. No power specified.
Indianapolis	No. 2 60-66	..	WFBM, Inc.	Commercial construction permit application. No power specified.
Indianapolis	Note: Application received by FCC from Indianapolis Licensee of WIRE, Indianapolis, for commercial television station.					Broadcasting, Inc.,
Indianapolis	Capitol Broadcasting Corp.	Commercial television application.

IOWA

Iowa City	No. 1 50-56	W9XUI	State University of Iowa	100	None	Licensed experimentally. Research and development only.
Iowa City	No. 12 210-216	W9XUI	State University of Iowa	100	None	Licensed experimentally. Research and development only.

LOUISIANA

New Orleans	Loyola University, New Orleans, La., has now been assigned to Channel No. 6, 96-102 Megacycles.					
New Orleans	No. 1 50-56	..	Maison Blanche Co.	Commercial construction permit application. No power specified.

MARYLAND

Baltimore	No. 4 78-84	..	The Tower Realty Co.	Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102	..	Jos. M. Zamolski Company	Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102	..	Hearst Radio, Inc.	Commercial construction permit application. No power specified.
Baltimore	No. 17-18 282-294	..	Hearst Radio, Inc.	Construction permit application for experimental relay station. No power specified.
Baltimore	Maryland Broadcasting Co.	Commercial television application.

MASSACHUSETTS

Boston	No. 5 84-90	..	Westinghouse Radio Stations, Inc.	Commercial construction permit application. No power specified.
Boston	No. 2 60-66	..	E. Anthony & Sons, Inc.	Commercial construction permit application. No power specified.
Boston	No. 2 60-66	..	The Yankee Network, Inc.	Commercial construction permit application. No power specified.
Boston	No. 4 78-84	..	Allen B. Du Mont Labs., Inc.	Commercial construction permit application. No power specified.
Boston	No. 1 50-56	WIXG	General Television Corp.	Construction permit application for experimental station. No power specified.
Waltham	Raytheon Co.	Construction permit application.

PENDING TELEVISION APPLICATIONS

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)	Remarks
MICHIGAN					
Detroit	No. 1 50-56	..	The Jam Handy Organization, Inc.		Commercial construction permit application. No power specified.
Detroit	No. 2 60-66	..	International Detrola Co.		Commercial construction permit application. No power specified.
Detroit	No. 2 60-66	..	King Trendle Broadcasting Corp.		Commercial construction permit application. No power specified.
Detroit	No. 4 78-84	..	United Detroit Theatres Corp.		Commercial construction permit application. No power specified.
Detroit	No. 6 96-102	..	WJR, The Goodwill Station		Commercial construction permit application. No power specified.
Detroit	Detroit Evening News	Commercial television application.

MINNESOTA

Minneapolis	No. 4 78-84	..	Industrial Tool & Die Works, Inc.	5000 3000	Experimental construction permit application.
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MISSOURI

St. Louis	No. 1 50-56	..	The Pulitzer Publishing Co.	Commercial construction permit application. No power specified.
St. Louis	No. 1 50-56	..	Globe-Democrat Publishing Co.	Commercial construction permit application. No power specified.
St. Louis	No. 4 78-84	..	ALFCO Co.	4000 2000	Commercial construction permit application.

NEBRASKA

Omaha	No. 1 50-56	..	Radio Station WOW, Inc.	Commercial construction permit application. No power specified.
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NEW JERSEY

Camden	No. 5 84-90	Ex-W3XEP	Radio Corp. of America	30000 30000	Experimental license reinstatement application. Research and development only.
Camden (Portable-Mobile)	321-327	Ex-W3XAD	Radio Corp. of America	500 500	Experimental license reinstatement application. Research and development only.
Newark	No. 5 84-90	..	Bremer Broadcasting Corp.	Commercial construction permit application. No power specified.
Passaic	No. 4 78-84	W2XVT	Alle B. DuMont Laboratories, Inc.	50 50	Licensed experimentally. Research and development only.

NEW MEXICO

Albuquerque	No. 1 50-56	..	Albuquerque Broadcasting Co.	3000 ..	Experimental construction permit application. No aural power specified.
Albuquerque (Portable-Mobile)	No. 17-18 282-294	..	Albuquerque Broadcasting Co.	25 ..	Construction permit application for television relay pick-up station.
Albuquerque	Note: Albuquerque Broadcasting Co. application for construction permit amended to read "Commercial station" instead of "Experimental station."				

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)		Remarks
NEW YORK						
Buffalo	No. 1 50-56	..	WEBR, Inc.	Commercial construction permit application. No power specified.
Jamaica	No. 3 66-72	..	Jamaica Radio & Television Co.	250	..	Experimental construction permit application. No aural power specified.
New York	No. 1 50-56	WNBT	National Broadcasting Co.	5000	3000	Licensed commercially.
New York	No. 2 60-66	WCBW	Columbia Broadcasting System	4000	4000	Licensed commercially with temporary facilities.
New York	No. 4 78-84	W2XWV	Allen B. DuMont Laboratories Inc.	1000	1000	Licensed commercially.
New York	No. 17	..	MGM-Loew's Pix Corp.	Commercial television application.
New York	No. 4 78-84	WABD	Allen B. DuMont Laboratories, Inc.	4000	1000	Application for conversion of W2-XWV to commercial status.
New York	No. 6 96-102	W2XBB	Bamberger Broadcasting Service	4000	2000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
New York	No. 8 162-168	W2XMT	Metropolitan Television, Inc.	1000	500	Construction permit on experimental basis expired June 30, 1944. Application for conversion to commercial status.
New York (Portable-Mobile)	No. 8 162-168	W2XBT	National Broadcasting Co.	400	None	Licensed. Television relay pick-up station used with WNBT.
New York	No. 9 180-186	..	Philco Radio & Television Corp.	Commercial construction permit application. No power specified.
New York	No. 11 204-210	..	News Syndicate, Inc.	Commercial construction permit application. No power specified.
New York (Portable-Mobile)	No. 11-12 204-216	..	Philco Radio & Television Corp.	15	..	Construction permit application for television relay pick-up station to be used with WPTZ and W3XE.
New York	No. 15 258-264	..	Blue Network Co., Inc.	Commercial construction permit application. No power specified.
New York (Portable-Mobile)	No. 15-16 258-270	WIOXKT	Allen B. DuMont Laboratories, Inc.	50	None	Licensed. Television relay pick-up station used with W2XWV.
New York (Portable-Mobile)	No. 17-18 282-294	W2XBU	National Broadcasting Co.	15	None	Licensed. Television relay pick-up station used with WNBT.
New York (Portable-Mobile)	346-358	W2XCB	Columbia Broadcasting System	25	None	Construction permit for television relay pick-up station to be used with WCBW.
New York	Note: Jamaica Radio Television Co., Jamaica, L. I., N. Y. (formerly Radio & Television Co.). Construction permit for Experimental Television station to be operated on Channel No. 3 AMENDED to request Channel No. 13 (230000-236000 kilocycles, 100 watts (400 watts peak) for visual and 100 watts for aural, and change in name.					
New York	The Du Mont Television Station at 515 Madison Ave., N. Y. C., has now been granted a Commercial License. Call letters for Commercial station are WABD. License for experimental transmitter W2XWV is being retained to continue experimental work.					
New York			Columbia Broadcasting System	Construction permit application for experimental station to be operated on 401000 to 417000 kilo. No power and no channel specified.
Rochester	No. 1 50-56	..	Stromberg-Carlson Co.	Commercial construction permit application. No power specified.
Schenectady (T—New Scotland)	No. 3 66-72	WRGB	General Electric Co.	10000	3000	Licensed commercially.
Schenectady (Portable-Mobile)	No. 8 162-168	W2XGE	General Electric Co.	60	50	Licensed. Studio to transmitter link station used with WRGB.

• • • **PENDING TELEVISION APPLICATIONS** • • •

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural (Power (watts))		Remarks
Schenectady (Portable- Mobile)	No. 8 162-168	W2X1	General Elec- tric Co.	50	None	Licensed. Television relay pick-up station used with WRGL.
White Plains	No. 13 230-236	..	Westchester Broadcasting Co.	Commercial construction permit application. No power specified.

OHIO

Cincinnati	No. 1 50-56	W8XCT	Crosley Corp.	1000	1000	Experimental construction permit expired April 28, 1944. Application for extension of completion.
Cleveland	No. 1 50-56	..	National Broad- casting Co.	4000	2000	Commercial construction permit application.
Cleveland	No. 2 60-66	..	United Broad- casting Co.	Commercial construction permit application. No power specified.
Cleveland	No. 3 60-72	..	The WGAR Broad- casting Co.	Commercial construction permit application. No power specified.
Columbus	Note: Application received by FCC from Central Ohio Broadcasting Co. for commercial television station.					
Cincinnati	No. 7	..	Cincinnati Broad- casting Co.	Commercial television application.

OKLAHOMA

Oklahoma City	No. 1 50-56	..	WKY Radio- phone Co.	Commercial construction permit application. No power specified.
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OREGON

Seattle	No. 1	..	Radio Sales Corp.	Commercial television application.
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PENNSYLVANIA

Philadelphia (T-Wynd- moor)	No. 3 66-72	WPTZ	Philco Radio & Television Corp.	10000	10000	Licensed commercially.
Philadelphia (T-Wynd- moor)	No. 3 66-72	..	Philco Radio & Television Corp.	10000	10000	Licensed experimentally.
Philadelphia	No. 5 84-90	W3XAU	WCAU Broadcast- ing Co.	4000	2000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
Philadelphia	No. 4	..	Gimbel Bros.	Commercial television application.
Philadelphia	No. 6 96-102	..	The Philadelphia Inquirer, Div. of Triangle Publi- cations, Inc.	Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108	..	WFIL Broadcast- ing Co.	Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108	..	Westinghouse Radio Stations, Inc.	4000	2000	Commercial construction permit applications.
Philadelphia	No. 7 102-108	..	Bamberger Broadcasting Service	Commercial construction permit application. No power specified.
Philadelphia	No. 9 180-186	..	WDAS Broadcast- ing Station, Inc.	Commercial construction permit application. No power specified.
Philadelphia	No. 18 288-294	..	Seaboard Radio Broadcasting Corp.	Commercial construction permit application. No power specified.
Philadelphia	Note: The Philadelphia Inquirer (Div. of Triangle Publications, Inc.) application for commercial construction permit has been amended to request Channel No. 4, 78000-84000 kilocycles, instead of Channel No. 6.					

PENDING TELEVISION APPLICATIONS

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural (Power (watts))	Remarks
Philadelphia (Portable)	No. 13-14 230-242	W3XP	Philco Radio & Television Corp.	15 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPA	Philco Radio & Television Corp.	15 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPC	Philco Radio & Television Corp.	15 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPR	Philco Radio & Television Corp.	60 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Pittsburgh	No. 1 50-56	..	Westinghouse Radio Stations Inc.	Commercial construction permit application. No power specified.
RHODE ISLAND					
Providence	No. 10 186-192	..	E. Anthony & Sons, Inc.	Commercial construction permit application. No power specified.
Providence	The Yankee Network	Commercial television application.
TENNESSEE					
Nashville	No. 1 50-56	..	J. W. Birdwell	Commercial construction permit application. No power specified.
TEXAS					
Dallas	No. 2	..	Bob O'Donnell's In- terstate Circuit	Commercial television application.
UTAH					
Salt Lake City	No. 1 50-56	..	Intermountain Broadcasting Corp.	100 200	Experimental construction permit application.
Salt Lake City	No. 2 60-66	..	Utah Broadcasting Company	Commercial construction permit application. No power specified.
VIRGINIA					
Richmond	No. 3 66-72	..	Havens & Martin, Inc.	4000 3000	Commercial construction permit application.
WEST VIRGINIA					
South Charleston	No. 1 50-66	..	Gus Zaharis	200 110	Experimental construction permit application.
WASHINGTON					
Spokane	No. 1 50-56	..	Louis Wasmer, Inc.	Commercial construction permit application. No power specified.
WISCONSIN					
Milwaukee	No. 3 66-72	WMJT	The Journal Co.	4000 2000	Commercial construction permit expired Oct. 27, 1942. Application for reinstatement seeking indefinite extension of completion date.
Milwaukee (Portable Mobile)	300-312	W9XCV	The Journal Co.	15 None	Television relay pick-up station construction permit expired. Application for reinstatement.

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES • ACTIVITIES

W B K B

CHICAGO
CHANNEL 2

Frequency60000-66000 Kc.
Power4 Kw.; 2 Kw.
Effective Signal Radiated.....796
Owned-Operated By.....Balaban & Katz Corp.
Business Address.....190 N. State St.
Phone Number.....Franklin 5025
Transmitter & Antenna Location.190 N. State St.
Time on the Air...Monday and Wednesday,
3 to 4 p.m.; Tuesday, Thursday and Friday,
7:15 to 9 p.m.

Personnel

Chief Engineer.....A. H. Brolly
Four Technicians
Program Director.....Helen Carson
Ten Girls in the Program Department Who
Operate Cameras and All Equipment.

FACILITIES

One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

ACTIVITIES

News, fashion shows, sports (indoor) such as judo, fencing, boxing; dramatic shows; musical comedies; operettas; music and variety acts such as ventriloquists, puppets, marionettes, magicians, etc.; quiz shows; educational; lessons in dancing, Spanish, exercises for health and beauty.

•
W 9 X Z V
W 9 X C V

CHICAGO
CHANNEL 1
(Experimental)

Frequency: 50000-56000 Kc.; Power: Sight and Sound, 4500 Watts
Effective Radiated Signal.....1270
Owned-Operated By.....Zenith Radio Corp.
Business-Studio Address....6001 Dickens Ave.
Phone Number.....Berkshire 7500
Transmitter & Antenna Location.....135 S. LaSalle St.
Time on the Air.....Unlimited license

Personnel

President.....E. F. McDonald, Jr.
Asst. Vice-President.....J. E. Brown

•
W 6 X Y Z

HOLLYWOOD
(Paramount Studio Lot)
CHANNEL 4

Frequency: 78,000-84,000 Kc.; Power: Visual, 1,000 W; Oral, 1,000 W.
Owned-Operated By....Television Productions, Inc.,
Business Address.....5451 Marathon St., Hollywood 38
Phone NumberHollywood 2411
Transmitter and Antenna Location,
5451 Marathon St., Hollywood 38
Time on the Air.....Six Hours Per Week

Personnel

PresidentPaul Raibourn
Vice-PresidentBernard Goodwin
Vice-President.....Y. Frank Freeman
Station DirectorKlaus Landsberg

FACILITIES

Equipment includes complete apparatus for studio as well as field operation. Cameras and transmitters were built by Allen B. DuMont Laboratories, Inc. and many additional units, including electronic special-effect equipment, were designed and built by Television Productions, Inc. A relay transmitter, W6XLA, to operate in conjunction with W6XYZ, was also developed and constructed by the company. A special antenna system combining a double-cone type of antenna for video and a special four di-pole antenna for audio of its own design and construction are used. Studio facilities also include a flexible lighting arrangement, slide and background projection apparatus and screens.

ACTIVITIES

W6XYZ has operated regularly since February 1, 1943, each Wednesday and Friday night and has been producing a weekly total of four to six hours of live-talent programs. These programs were entirely dedicated to the training of Civilian Defense volunteers until the summer of 1943, since which time entertainment as well as educational programs have been

COMMERCIAL TELEVISION STATIONS

aired. These programs include gymnastic courses, museum visits, variety shows, dramatic skits and one-act plays. Technical development has been directed toward improvement and simplification in the operation of present equipment as well as to the design and construction of special effects and relay equipment.

K T S L

LOS ANGELES (HOLLYWOOD)—
EST. 1931
CHANNEL 1

Frequency 50000-56000 Kc.
Power: Sight, 4000 Watts; Sound, 2000 Watts
Effective Signal Radiated 5600
Owned-Operated By..... Don Lee Broadcasting System
Business Address..... 5515 Melrose Ave., Hollywood 38
Phone Number Hollywood 8255
Transmitter & Antenna Location... 3800 Mount Lee Drive
Time on the Air..... Alternate Mondays, 7 to 10 p.m.

Personnel

President Thomas S. Lee
Vice-President and General Manager Lewis Allen Weiss
Technical Director of Television Harry R. Lubcke
Assistant Technical Director of Television..... Harry W. Jury
Television Engineer..... William S. Klein
Television Engineer..... Gilbert P. Wyland
Television Engineer..... Joseph N. Dean
Television Engineer..... Fred W. Mueller
Television Producer Jack Stewart
Film Director..... Marjorie Campbell

FACILITIES

SYSTEM IN USE: 525 line 30-60 frame F.C.C., Standard, all electronic cathode-ray. Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orthicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft., stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

K6XDU (experimental television relay station operating with KTS L) operates on 324 megacycles and is a beam relay type television transmitter used for outside pickups.

An uninterrupted schedule of television programs has been maintained since 1943, largely directed to bolster public morale in the War Effort. Specially written and produced

dramas have been televised with living actors in the interests of the Red Cross Blood Donor appeals, War Bonds, USO entertainment and many others. Vaudeville shows have also been televised in which well-known Hollywood talent has appeared.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

Film subjects have included cartoons from Walt Disney and others, OWI war films, shorts, musicals, and occasionally a feature.

RECEIVERS: There are some 400 television receivers in the service area of W6XAO, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distance. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO. Other commercially manufactured television receivers are the local Gilfillan G12 which is an equivalent to the RCA TRK12 and utilizes a 12-inch cathode ray tube, some Dumont 12 and 20-inch tube television receivers, the General Electric 12's and 9-inch receivers, and the Stromberg-Carlson and Stewart-Warner 12 and 9-inch receivers.

W M J T MILWAUKEE

CHANNEL 3
(C. P. Only)

Frequency: 66000-72000 Kc.; Power: Sight, 4180 Watts; Sound, 3350 Watts
Effective Radiated Signal 1200
Owned-Operated By..... The Journal Co.
Business-Studio Address..... 720 East Capitol Drive
Phone Number Marquette 6000
Transmitter & Antenna Location..... 720 East Capitol Drive

W A B D NEW YORK CITY CHANNEL 4

Frequency 78000-84000 Kc.
Power... Sight, 4000 Watts; Sound, 1000 Watts
Owned-Operated By..... Allen B. Du Mont Laboratories, Inc.
Business-Studio Address.... 515 Madison Ave., New York City
Phone Number..... Plaza 3-9800
Transmitter and Antenna Location..... Same
Time on the Air..... 7½ Hours Weekly,
Tuesday, Wednesday and Sunday evenings

Personnel

President.....Allen B. Du Mont
 General Manager.....Samuel H. Cuff
 Asst. Gen. Mgr.....Robert F. Jamieson
 Chief Engineer.....Sal Patreimo
 Chief Operating Engineer.....Morris Barton

FACILITIES

The 160-foot tower of WABD atop a 42-story building raises the antenna to 650 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 100 miles. It is completely equipped by Du Mont Laboratories. WABD has two studios for live talent shows as well as film-projection facilities. It operates on a commercial license.

ACTIVITIES

This outlet serves not only as a commercial telecast service but also as a laboratory for practical experience. Engineering, programming and advertising sponsorship aspects of television broadcasting are being worked out in actual practice. Broadcasters, engineers, producers, performers, advertisers, advertising men and others interested in television have been granted use of station facilities.

W C B W

NEW YORK CITY
 CHANNEL 2

Frequency: 60000-66000 Kc.; Sight, 61250;
 Sound, 65700
 Owned-Operated By...Columbia Broadcasting System
 Business Address.....485 Madison Ave.
 Phone Number.....Wickersham 2-2000
 Studio Address.....15 Vanderbilt Ave.
 Transmitter & Antenna Location.....Chrysler Building
 Time on the Air.....Thurs. & Fri., 8-10 p.m.

Personnel

Manager.....Worthington Miner
 Program Director.....Gilbert Seldes
 Chief Engineer.....Dr. Peter C. Goldmark
 Production Manager.....B. F. Feiner, Jr.
 Publicity Director.....James Kane

ACTIVITIES—1944

On May 5, 1944, CBS Television returned to a schedule of two hours a week of live television operations. Three weeks later it expanded its schedule to four hours a week.

This schedule, with an emphasis upon the development of new program patterns, is being maintained through the year 1945.

W N B T

NEW YORK CITY
 CHANNEL 1

Frequency: 50000-56000 Kc. (Sight, 51250;
 Sound, 55750); Power: Sight, 5000 Watts;
 Sound, 3250 Watts
 Effective Signal Radiated.....1800
 Owned-Operated By.....National Broadcast-
 ing Co.

Business Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Studio Address.....30 Rockefeller Plaza
 Transmitter & Antenna Location.....Empire
 State Bldg. Tower
 Time on the Air...Full time commercial license

Personnel

NBC Vice-President, in
 Charge of Television.....John F. Royal
 NBC Vice-President &
 Chief Engineer.....O. B. Hanson
 Eastern Sales Manager.....Reynold R. Kraft
 Business Manager.....John T. Williams

ACTIVITIES

Still limited by the shortage of engineering talent and the necessity to conserve existing equipment, NBC, nevertheless, considerably increased its program service during 1944. In October, the Network's television station added to its regular schedule boxing bouts from Madison Square Garden on Friday night. During that same month, WNBT also started picking up as a regular Tuesday night feature the wrestling matches from St. Nicholas Arena. In the latter part of the year, NBC broadcast many live talent programs from its newly opened television studio 3-H in Radio City.

Planned operations for the early part of 1945 include live talent telecasts as a regular Sunday night feature. It is expected that WNBT will be on the air five days a week, broadcasting about 10 hours per week.

W P T Z

PHILADELPHIA
 CHANNEL 3

Frequency: 66,000-72,000 Kc.; Sight, Approxi-
 mately 2½ Kw.; Sound, Approximately 3 Kw.
 Effective Signal Radiated...Approximately 335
 Owned-Operated By.....Philco Radio &
 Television Corp.

Business Address.....Tioga and C Sts.
 Phone Number.....Nebraska 5100
 Transmitter & Antenna Location...Wyndmoor,
 Pa.

Time on the Air: Monday, Wednesday & Friday
 evenings, 7:45-9:45; Experimental W3XE,
 Monday through Friday afternoons, 1:30-2:30.

Personnel

Chief Television Engineer.....F. J. Bingley
 Station Manager.....Walter Merkle
 Program Director.....Paul Knight

WRGB

SCHENECTADY, N. Y.

CHANNEL 3

Frequency: 66000-72000 Kc.; Power: Visual,
40,000 Watts, Oral, 20,000 Watts
Owned-Operated By General Electric Co.
Effective Signal Radiated 3100
Business Address L River Road
Phone Number 4-2211
Transmitter & Antenna Location New Scot-
land, N. Y.
Time on the Air Nine Hours Weekly

Personnel

Vice-President and Manager of
Broadcasting Robert S. Peare
Assistant Manager B. J. Rowan
Manager G. E. Markham
Program Manager Hoyland Bettinger
Chief Engineer W. J. Purcell

FACILITIES

Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A

film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 129 miles away, and relaying them to the Capitol district area. A minimum weekly program service of nine hours is offered viewers in the area.

ACTIVITIES

During 1944 WRGB's program activities have been varied. Among the programs various types have been tried, including a bridge game by champions, dog shows, boxing and wrestling matches, barn dances, Shakespearean plays, Gilbert and Sullivan operettas, modern comedies, news reporters and analysts. Several commercials have also been presented by the station during the past year.

**FOR QUALITY
AP !**

Television Allocations

BASED on hearings held before the FCC from late last summer to the year end, the Commission proposed that television and FM channels be reshuffled. Whether television should stay "downstairs" or go "upstairs" was one of the most controversial questions discussed at the allocation hearings.

In order to permit the development of a system for color pictures and higher definition monochrome pictures through the use of wider channels, the Commission proposes space for experimental television between the 480 and 920 mc in the ultra high frequency portion of the spectrum.

Commercial television is permitted to remain roughly where it is in the lower part of the spectrum. Specifically, it now has 18 channels six mc wide at intervals from 50 to 294 mc. The new allocation gives it six channels, also six mc wide, from 44 to 84 mc and six from 180 to 216 mc. This gives television the same number of channels—12—below 225 mc as heretofore. No additional frequencies can be assigned to television between 225 and 300 mc because all these frequencies are required for Government services.

Interests representing FM decried the Commission's proposals and additional hearings were scheduled for Feb. 28, 1945, wherein the FCC would be open to argument on its proposals made earlier. Decision resulting from this hearing was expected to be made known possibly by spring.

The proposals made by the FCC regarding television and made public Jan. 15, 1945, follow:

Commission's Proposals

The Commission is fully convinced that by virtue of the recent developments in the electronic art, a wide channel television broadcasting system, utilizing frequencies above 400 mc, can be developed, and the transmission of higher definition monochrome pictures and high definition color pictures achieved.

The Commission is also convinced that all of the improvements that have been made possible in the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the 6-mc television channel. However, the Commission does not believe that broadcast service to the public through the use of a 6-mc channel, with the improvements presently available over pre-war developments, should be abandoned and commercial television held in abeyance until a wide channel sys-

tem in the ultra-high frequencies can be developed and proven. Therefore, we have endeavored to assign to television broadcast as many 6-mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum.

Six Channels

We find that there can be made available to television broadcasting, six channels between 44 and 84 mc and six channels between 180 and 216 mc. It will be noted that the frequencies between 225 and 300 mc could not be considered for television broadcasting because all these frequencies are required for government services, and hence the six channels formerly assigned to television in this portion of the spectrum must necessarily be deleted. It will be further noted that

television has been allocated the same number of channels—12 channels—below 225 mc as previously were allocated to that service, but that due to the demands of other services, it was not possible to provide any additional channels for television below 225 mc. It should also be noted that old television channel Number 7 (102-108 mc) is left unassigned at this time and that before making an assignment the Commission will give due consideration to the requirements of television. It is urged that manufacturers of television receiving sets include this band.

The table below shows the 12, 6-mc channels that have been assigned to television broadcasting:

Channel No	Megacycles
1	44 to 50
2	54 to 60
3	60 to 66
4	66 to 72
5	72 to 78*
6	78 to 84
7	180 to 186
8	186 to 192
9	192 to 198
10	198 to 204
11	204 to 210
12	210 to 216

Television channels 7 through 12 (180-216 megacycles) will be available temporarily for television relay purposes until such time as these facilities are required for television broadcasting.

On the basis of the foregoing allocations, it will be possible to authorize seven television stations in one city if the need therefore is shown. Four of these stations can be assigned in the six channels below 100 megacycles and the other three in the six channels available between 180 and 216 megacycles.

The portion of the spectrum between 480 and 920 mc (less 508-524 mc temporarily) has been made available for experimental television. The space between 1225 and 1325 mc has been assigned for television relay stations to be used by "pick-up" stations for relaying program material to the main television station for broadcasting. In addition, frequencies between 480 and 920 mc will be available for this type of service until they are needed for television broadcasting. The determination of the channel width to be used must wait until the channel requirements of the equipment developed are known.

The testimony indicates that sky-wave interference may be a problem with television broadcasting on the lower fre-

quency channels assigned to this service. It was impossible because of the demands of other services, to find 12 television channels between the part of the spectrum which is believed free of sky-wave interference and 225 mc. Therefore the use of the lower frequency channels appeared to be the only solution. However, should this skywave interference develop, the six channels above 180 mc offer a possible means for alleviating this interference, in that these channels, in time, can be employed for the higher-powered stations, and the low frequency channels reserved for stations that can utilize a limited power for rendering a satisfactory service.

Color Provisions

In order that a television broadcast system may be developed for the transmission of color pictures and superior monochrome pictures through the use of wider channels, the space between 480 and 920 mc (less 508-524 mc temporarily), has been made available for experimental television. The time which may elapse before a system can be developed to operate on wider channels in these ultra-high frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered. In this portion of the spectrum it is contemplated that the Commission will license the entire band between 480 and 920 megacycles for experimental television and will not designate any particular channels. Applicants desiring to operate in this portion of the spectrum should consult with the Chief Engineer as to the exact frequency band they should utilize.

It is the hope of the Commission that all persons interested in the future of television will undertake comprehensive and adequate experimentation in the upper portion of the spectrum. The importance of an adequate program of experimentation in this portion of the spectrum cannot be over-emphasized, for it is obvious from the allocations which the Commission is making for television below 300 megacycles that in the present state of the art the development of the upper portion of the spectrum is necessary for the establishment of a truly nation-wide and competitive television system.

Space Demand Great

As has been stated in other portions of this report the demand for space in the spectrum is so great that each sta-

tion and service is expected to make the best usage of its facilities and one of the underlying principles is that where within a reasonable time a particular station or service has not made full usage of its assigned or allocated facilities consideration would be given to the needs of others. Cognizance is taken of the fact that even a single television channel requires more spectrum space than is assigned to all the stations of some other services. Therefore, while television stations will be licensed as at present on an unlimited time basis, if after a reasonable period licensees are not using the facilities sufficient to warrant an unlimited assignment, consideration will be given to applicants for all or part of the time.

In order further to conserve facilities, the Commission, in the case of Television Channels 1, 2, 3, 4, 5, 9, 10, 11, and 12, proposes that provisions may be made for the operation of non-governmental fixed or mobile services on these channels upon a proper showing of need and that these channels may be shared on a non-interfering basis. Similar provision is being made for the sharing of Television Channels 7 and 8 with governmental fixed and mobile services.

** Arrangements must be made for the removal of the aviation markers centering on 75 mc. before this band will be available for television.*

★ ★ ★ Theater Television ★ ★ ★

THE proposed use of radio for theater television is intended to provide facilities whereby news, sporting events, operas, and other events can be televised and shown to the general public on large-size screens such as are normally used in motion picture theaters. It was claimed at the hearing that the motion picture industry has a definite and legitimate interest in television, since the industry is in the business of producing popular entertainment and presenting news through visual and aural means. It was estimated that over 85 million persons attended motion picture theaters weekly, and that the industry has a gross annual income of approximately \$1,600,000,000 (Tr. 3713-3716).

It was stated that the major companies in the motion picture industry have indicated that, at the end of the war, or as soon as wartime requirements permit, they will begin experimentation with the production and exhibition of theater television programs in specific local theaters, and with the transmission of such programs, to theaters in distant cities. Certain experiments were conducted prior to the war which indicated that theater television might be feasible. Large screen theater television on 15 x 18 ft. screens were shown in London during the year 1939, and were subsequently demonstrated experimentally in two theaters in New York City in 1941 on screens 15 x 20 ft. Further experimentation with theater television was discontinued after the

entry of the United States into the war (Tr. 3715).

The witness for theater television was Mr. Paul J. Larsen (Tr. 3711-3755), who appeared on behalf of the Society of Motion Picture Engineers.

The number of channels requested was predicated on the possible demand for service in New York City. It was claimed that there were 42 competitive theatrical agencies in operation; however, it was believed that because of economic factors, only 25 of the 42 agencies could afford to enter the theater television field. For the initial postwar period experiments in theater television, it was recommended that frequency allocation be made for 15 producing or exhibiting agencies in an area such as New York City, each agency to produce and distribute one theater television program to specific local theaters and to relay this program to specific distant theaters. This would require three classes of stations or services, a follows:

1. Intra City Studio Transmitter Station:
 - (a) 1 fixed studio to transmitter channel (point-to-point).
 - (b) 1 clear mobile channel (remote pickup).
2. Intra City Multiple Addressee Station:
 - 1 clear channel for private multiple-directive transmission from a single transmitter to a group

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of specific addressees within the service area of the transmitter.

3. Inter City Relay:

1 channel to interconnect cities, for transmission of theater television programs simultaneously from a number of specific multiple address stations to a specific theater or theaters in different cities.

The requests for frequencies for theater television service include a total of 1500 megacycles in 75 20 megacycle channels as follows:

- 1. 8 contiguous 20 mc. clear channels or a band of 160 mc. from 600 to 760 mc.
- 2. 7 contiguous 20 mc. clear channels or a band of 140 mc. from 860 to 1000 mc.
- 3. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 1900 to 2200 mc.
- 4. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 3900 to 4200 mc.
- 5. 30 contiguous 20 mc. clear channels or a band of 600 mc. from 5700 to 6300 mc.

Postwar Presentation

It was stated that theater television in the immediate postwar period would undoubtedly be presented to the public in monochrome, possibly using the present television standard of 525 line definition. It was also claimed that improved picture quality in monochrome comparable to 35 millimeter motion picture film, and also the addition of color will undoubtedly be required if theatrical television presentations are to meet with public acceptance on a basis comparable with present motion picture film presentations. It was claimed that for a transmission of monochrome television, a band width of 20 megacycles would be required which would be suitable for 525 to 800 line definition. For monochrome of higher definition and for color transmission, a channel width of 40 megacycles would be required. This would permit a definition in monochrome comparable to the present 35 millimeter film definition and for three-color transmission of approximately 750 line definition. It was stated that ultimately the theater industry would employ highly directive antennas and then would not require any frequencies below 10,000 mc. except in very rare cases where the terrain, for instance, would make it impossible to use frequencies above 10,000 mc. However, since it was questionable whether such transmit-

ting and receiving equipment would be available immediately in the postwar period, requests were made for frequencies below 10,000 mc. in order to permit immediate experimental operation of the proposed service (Tr. 3725-3732).

No Specific Allocation

Since theater television is still in the experimental stage of development, the Commission does not propose to allocate any specific frequencies at this time. However, the Commission will give consideration to applications for experimental authorization involving transmissions, including studio to transmitter, remote pickup, and intracity multiple address stations, on the frequencies between 480 and 920 megacycles allocated to broadcasting on the basis that the use of these frequencies will be discontinued when needed for the broadcast service. In addition, experimentation with intra- and intercity relay of theater television programs may be authorized in the following bands of frequencies, namely, 1900-2300, 3900-4550, 5750-7050, 10500-13000, 16000-18000, and 26000-30000 megacycles, as discussed in section 19 of this part.

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Functions

Founded Jan. 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects, as stated in the by-laws, are "to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association."



TELEVISION FACTS AND FIGURES

PROBABLY destined to go down in history as the most revolutionary contribution to the field of entertainment of our time, television will also have its place in public service and education. Facts and figures given below are presented from the general viewpoint rather than the technical side, in order to reflect the activity in this new art form during the past year.

NINE commercial television stations are now operating in the United States: three in New York City; two in Chicago; one in Schenectady; one in Philadelphia; two in Hollywood.

•

112 applications for television stations were pending before the Federal Communications Commission in Washington as of March 15, 1945.

•

27 stations licensed to conduct experimental television broadcasting are now operating in the United States.

•

Cost of postwar television receivers will range from \$150 for the smaller projected image models to \$750 for de luxe receivers which will include AM and FM radio in their cabinets.

•

First television network was established the past year linking stations in Philadelphia, New York and Schenectady.

•

Estimated cost of television station equipment (pre-war cost basis) range from \$250,000 to \$300,000 and includes studio, equipment, field pickup equipment, installation, sound, lighting, etc.

•

Paramount problem of television at the moment appears to be production with two schools of thought on "live" and film video shows.

•

Television Broadcasters Association, with a membership of 38 companies associated with the industry, is the leading trade organization.

•

Experts forecast use of relay or booster stations in development of television networks.

•

Several eastern seaboard organizations are experimenting with networks. These include General Electric, International Business Machine, Raytheon, American Telephone and Telegraph Company and Radio Corporation of America.

•

Leading advertising agencies have established television departments but regard video programming at this time as having only experimental value.

Industry is awaiting final allocations of FCC and end of war for immediate commercial development of video.

Labor troubles right now loom as the drawback of the immediate future, with the AFM already making it tough on the use of musicians and other organizations preparing jurisdictional disputes.

Theater tele may well be on a subscriber basis so that special programs and events will go to those who subscribe only.

Programming in television was and is active in the five centers actively engaged in experimental and commercial television. Desire for experience and finding out what not to do is one of the chief objects at present.

Estimated that there are some 7,500 television receivers extant, of which 5,000 are in the New York metropolitan area. Not a few sets have been placed in veteran hospital convalescent wards.

Major sports have been televised with unusual success, especially football and boxing. Wrestling has already proved itself one of the easiest to televise and one of the most entertaining shows for the viewers.

That color television is on the way, is now not denied in any quarter; it is agreed however that it will take quite a while yet before it is perfected.

At least five companies have announced their intention of providing television relay facilities after the war. The relay system has proven itself satisfactory more ways than one and for the past five years has carried television programs from New York to Schenectady, a distance of more than 150 miles.

That the television special event source will be and is right now plentiful, was indicated in a survey which revealed nearly 50 auditoriums and arenas, also various cultural centers in New York alone where tele programs could be picked up, with a large ready-made audience. In the Los Angeles area, 16 seasonal events suitable for tele pick-up, and more than 25 events that take place regularly each year. All these are of national interest. Chicago and other tele centers to-be have equally strong prospects.

Curiosity centers on what the British are doing in television and just how far they were advanced at the beginning of the war and just where they have taken up. In Paris, 1000-line tele was reported by various Americans who have been abroad.

Giant strides forward are expected in television as a result of electronic research for the war effort and uses of tele by the military, still a guarded secret as to its development, but generally acknowledged to hold the key opening the door toward perfection.

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The Advertiser

MONTHLY. 11 W. 42nd St., New York, N. Y. Phone, PENnsylvania 3265. Editor and Publisher, Manuel Rosenberg; Managing Editor, L. M. MacMillan. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. Peppy Adams, Sec'y. The Advertiser carries articles on radio relative to 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 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y., Phone, BRyant 9-6431; 1226 National Press Bldg., Washington 4, 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 16, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Company, Inc. President, J. H. Moore; Vice-President, Treasurer, and Editor, F. C. Kendall; Managing Editor, Parker James; Advertising Manager, John G. Tinsley; Eastern Advertising Manager, Lloyd Cain. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago, Ill., William R. Joyce, Western Manager; 714 West Olympic Blvd., Los Angeles, Cal., Ned

Brydone-Jack, Pacific Coast Representative; 915 Olive St., St. Louis 1, Mo., A. D. McKinney, Southern Representative. Interpretation of major trends in the operation of radio advertising from the point of view of network, agency and sponsor.

The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford (Cincinnati); Leonard Traube, Editor, on leave with Armed Forces; Jos. Koehler, Acting Editor; Radio Editor, Lou Frankel (New York); President-Treasurer, E. W. Evans; General Manager, W. D. Littleford; General Manager, Eastern Division, Joseph Caida; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Caida, General Manager; 1509 Vine St., Hollywood, Calif., Sam Abbott, Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of broadcasting.

Broadcasting—Broadcast Advertising

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, METropolitan 1922. Editor & Publisher, Sol Taishoff; Editorial Director, Robert K. Richards; Business Manager, Maury Long; Circulation Manager, Bernard Platt. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y., PLaza 5-8355, Bruce Robertson, N. Y. Editor; 360 N. Michigan Ave., Chicago 1, Ill., Central-4115, Florence Small, Chicago, manager; 1509 N. Vine Street, Hollywood 28, Calif., Gladstone 7353, David Glickman, Hollywood correspondent; 417 Harbour Commission Bldg., Toronto, Canada, Elgin 755, James Montagnes. Trade journal of the broadcasting and broadcasting advertising fields.

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Canadian Advertising

QUARTERLY. 481 University Avenue, Toronto, Ont., Canada. Phone, Adelaide 9131. Manager, Alan C. Ball; Data Editor, Margaret M. White. Canadian Advertising lists information in regard to all media available to buyers of national advertising in Canada. Rates, circulation, mechanical requirements, etc. are incorporated in quarterly volumes with interim rate bulletins being mailed between issues. All types of media in Canada are fully listed in addition to advertising association personnel; a complete listing of Canadian Advertising Agency personnel and various advertising services functioning 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.

Down Beat

FIRST and FIFTEENTH of each month. 203 North Wabash Ave., Chicago, Ill. Phone Andover 1712. Publisher, Glenn Burrs; Editor, Ned E. Williams; Advertising Manager, Ed Paro; Circulation Manager, Frank Miles. BRANCH OFFICES: RKO Bldg., New York, N. Y., Circle 7-4131, Rod Reed, N. Y. Editor;

748 N. Rampart Blvd., Los Angeles, Calif. Publishes news and pictures in the radio, dance and orchestra field.

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, Robert U. Brown; Managing Editor, Jerry Walker; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Don Taylor; San Francisco, Harry Nelson; London, England, Vera Chandler; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields.

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; Editor, Western (Chicago), Beverly Dudley; Washington Editor, G. T. Montgomery; Managing Editor, W. MacDonald; Associate Editor, John Markus; Assistant Editors, Vin Zeluff, Frank Haylock, Frank Rockett; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood; Research Manager, R. S. Quint. BRANCH OFFICES: 330 West 42nd St., New York, N. Y. Donald H. Miller, Harry R. Denmead; 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner, A. F. Tischer; 1510 Hanna Bldg., Cleveland, Ohio, Edward J. Smith; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 68 Post St., San Francisco, Cal., J. W. Otterson; 612 South Hope St., Los Angeles, Cal., Roy 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.

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Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; Associate Publisher and General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRanite 6607; Washington Correspondent, Andrew H. Older, 841 Longfellow St., N. W., Phone, Taylor 0882; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news covering every phase of motion pictures as well as television and radio to the extent they concern the film field.

FM and Television

MONTHLY. 511 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-2483. Editor-Publisher, Milton B. Sleeper; Assistant Editor, René Hemmes; Advertising Manager, William T. Mohrman. BRANCH OFFICES: 360 N. Michigan Ave., Chicago 1, Ill. Phone, State 4439, Marian Fleishman, Advertising Representative; 2989 Lincoln Ave., Altadena, Calif. Phone, SYcamore 7-2894, Milo Pugh, Advertising Representative. Devoted to the engineering, manufacture, installation, and use of FM and television equipment; includes semi-annual directories; and lists FM, AM, and television stations with names of managers and chief engineers.

Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; General Manager, Thomas F. Seward; Manager of New York Office, Jack Harrison; Radio Editor, Joan Flynn. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WISconsin 7-2470; 504 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; 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 in October). 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher and

Editor, G. D. Crain, Jr.; Managing Editor, W. Lane Witt. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. Eastern Editor, Halsey Darrow. This publication prints all available news stories about the use of radio by industrial marketers.

Marketing

WEEKLY. 119 York Street, Toronto, Ont., Canada. Phone, Elgin 9137. Publisher, W. A. Lydiatt; General Manager, W. R. Campbell; Editor, John L. Love; Features Editor, Margaret Brown; News Editor, Betty Watford. Articles, statistics and news of interest to Canadian sales and advertising executives.

Metronome

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Editor, Barry Ulanov; Associate Editor, Leonard Feather; Gene Roderick, Advertising Manager; Gus Greiff, Assistant Advertising Manager; Phil Featheringill, Chicago Editor; Milt Benny, Los Angeles Editor. 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.

Motion Picture Daily

DAILY, except Saturdays, Sundays and holidays. 1270 Sixth Avenue, New York 20, N. Y. Phone, Circle 7-3100. President and Editor-in-Chief, Martin Quigley; Publisher, Colvin Brown; Executive Editor, Sherwin Kane; Secretary, T. J. Sullivan; Vice-President, Red Kann; News Editor, James P. Cunningham; Advertising Manager, Herbert V. Fecke. BRANCH OFFICES: 6305 Yucca Street, Hollywood, Calif., W. R. Weaver, Editor; 4 Golden Square, London, W1, England, Hope Burnup, Manager; 624 South Michigan Avenue, Chicago, Ill., Sam Honigberg, correspondent. Motion picture trade news, film reviews and columns; radio and television trade news and columns.

Musical Digest

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key. THE MUSICAL DIGEST is a reader's digest of music. It publishes original articles and condensations of articles appearing in other periodicals, domestic and foreign.

Time and Space buyers, here's

Media Data

for Canada



Media Listed

Daily Newspapers
National Week-End
Newspapers
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Non-English Dailies
Non-English Weeklies
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Music Trade Review

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Publisher, Alex H. Kolbe; Circulation Manager, B. Borin; Editor, Carleton Chace. Merchandising articles on selling pianos, records, phonographs, sheet music, etc. Complete monthly report on all latest happenings and developments in the piano and musical instrument industry.

The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artist Service, Inc. General articles of fact and comment regarding music and musicians. Official magazine of the American Musical Fellowship and organization of educational philanthropic aims, representing the musical audience of America—as concerns good music, in distinction to the so-called popular or swing variety.

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.

Musical Advance

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber; Music critic, William Bradell. BRANCH OFFICES: 71A Park Mansions, Bampton Roads, S.W. 1, London, Charles G. E. Cahier; 10 Ave., Stephane-Mallarme, Paris, Natalie DeBogory; 6206 S. Evans, Chicago, Mathilda Ernestine; 1165 Francisco St., San Francisco, Myrtle Kahn Hillman, 1115 Hacienda Place, Los Angeles, Wm. G. Griffith; 1664 N. Bronson Ave., Hollywood, Anton Civoru; 3617 Idaho Ave., N.W., Washington, B. B. James, 616 Harbor Commission Bldg., Toronto, Canada, Margaret Pennell. Devoted to music, and is the only musical magazine bridging the gap between the serious musical magazine and the fan and the radio magazines. Recognized for years as among the elite of the musical publications in its class.

Musical America

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B. 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.

Musical Courier

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Russell Kerr. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Manager; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, Manager. Review of better class music programs throughout the world in each issue; comments on broadcast programs; features articles and interviews.

Printers' Ink

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MURray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Exec. Editor, Robert W. Palmer; Managing Editor, Eldridge Peterson; Radio, Pat Murray. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., Harold E. Green, Chicago Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. F. Gogill, Manager; 1672 Walworth Ave., Pasadena, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

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.; Editor, M. B. Sleeper. 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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Proceedings of the I. R. E.

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; President, Hubert W. Turner; Vice-President, Ralph A. Hackbusch; Treasurer, Raymond A. Heising; Editor, Dr. Alfred N. Goldsmith; Secretary, Haraden Pratt; Advertising Manager, William C. Copp; William B. Cowlich, Assistant Secretary. The Proceedings is an engineering journal publishing technical papers on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other general news usually cannot be used, but new commercial literature of engineering interest is selected listed.

Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager, Kenneth B. Warner; 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.

Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Fred Shunamen. 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.

Radio World

WEEKLY. Published monthly at the present time because of shortage of paper.) 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; Publisher: Radio Publications Limited; Editor: Marcel Provost. RADIO WORLD is a combination of trade and fan paper, giving news, critics and photos of English-speaking radio artists and programmes.

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 5516 Carolina Place, Phone, Ordway 9221; Chicago Correspondent, Bill Irvin, 4802 Dorchester Ave.; Phone, Oakland 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

Radiomonde

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; publisher: Radio Publications Limited; Editor: Marcel Provost. RADIOMONDE is a combination of trade and fan paper, giving news, critics and photos of French-speaking radio artists and programmes.

The Parts Jobber

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor and Business Manager, Mal Parks. The Parts Jobber is edited exclusively for radio electronic parts wholesalers, their executives and salesmen. It endeavors to cover all merchandising trends, new product developments.

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, Pearl Ralls. HOLLYWOOD 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 feature section.

Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LExington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor,

OUR 62ND YEAR

METRONOME announces with great pride its entrance into its 62nd year of publication. During those 62 years, METRONOME has won the respect and confidence of the entire popular music industry by its consistently honest and accurate coverage of the field to which it has dedicated itself.

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METRONOME

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Jack Zasorin; Associate Editor, Belle Landesman. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif. Stories, news and pictures of stars and shows. Hollywood Correspondent, Elaine Osterman. Fictionizations of radio scripts, romantic fiction with radio background, 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; Managing Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y. Executive Assistant, Charles R. Tighe; 1052 Earle Bldg., Washington 4, D. C., Fred Hamlin, Manager, 815 S. Hill St., Los Angeles 4, Calif., William L. Pinney, Manager. This publication is a technical magazine devoted to radio in war, including articles for the engineer, servicemen, dealer, recordist, experimenter and amateur.

Radio & Television Retailing

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-Television Journal Combined with Electric Appliance Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Publisher, Kolbe Publications, Inc., Editor, Mal Parks; Managing Editor, Alex H. Kolbe; Technical Editor, George Duval; Washington Editor, B. F. Holley; News Editor, Patricia McKee; Business Management Editor, Fred Merish; Canadian Editor, E. H. Cooke; Circulation Manager, Betty Borin.

Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; General Advertising Manager, Sidney E. Davis. News of radio, electronic and television industries—non-technical. News covers personnel, merchandising and sales of manufacturers, wholesalers, distributors and retailers.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary, J. M. Lckie; Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W. Toronto, Ont., Canada. Radiotime is a composite of individual Canadian radio station program schedules.

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 engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

Sales Management

SEMI-MONTHLY. 386 Fourth Avenue, New York 16, 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.

Service Magazine

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Consulting Editor, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; General Manager, Prul 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

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Tide

SEMI-MONTHLY. 232 Madison Ave., New York 16, N. Y. Phone, ASHland 4-3390. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Radio Editor, J. Cameron Day; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Franklin 1040; O. F. Knoebber, Crosby Vininy, Elinor Zeigler, 607 South Hill St., Los Angeles, Calif., Vandike 7386, R. J. Birch & Co.; 300 Montgomery St., San Francisco, Calif., Douglas 4393, R. J. Birch & Co. Report radio news of interest to agency executive and advertisers.

Tune In

MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 5-8425. Published by D. S. Publishing Co. Publisher and Editor, Richard Davis; General Manager, V. C. Albus; Managing Editor, Lawrence Falkenburg; Executive Editor, Teresa Buxton; Associate Editors, Elba Lohman, Francigene Sheridan; Research Editor, Alton Brimmer. Publishes news and pictures of radio programs and personalities; schedules of important radio shows; interesting sidelights of radio including radio facts, humor and an overall picture of radio in general.

Television Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mesereau; Frank Burke, Editor; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. Published regularly as a supplement to RADIO DAILY. News and pictures of commercial television: comprehensive in its presentation of every new development in this field.

The Televiser

QUARTERLY. 11 West 42nd Street, New York 18, N. Y., Phone, LONgacre 5-1683. Editor and Publisher, Irwin A. Shane. Journal of video production, advertising and operations, The Televiser features articles by experts relating to television problems of all kinds with special sections devoted to programming, production, television advertising and merchandising, operation and management, reviews, news and views.

Television

MONTHLY. 600 Madison Ave., New York 22, N. Y. Editor and Publisher, Frederick A. Kugel; Assistant to the Publisher, Chas. R. Tighe, Jr.; Managing Editor, Thor Krogh; Associate Editor, T. R. Kennedy, Jr. BRANCH OFFICE: 958 South Keniston, Los Angeles, Calif., York 6557, Frances Sage, Los Angeles correspondent. This publication aims to report and analyze all significant developments in television and its allied fields.

Variety

WEEKLY. 154 West 46th St., New York 19, N. Y. Phone, BRYant 9-8153. Publisher, Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Advertising Manager, Louis Rydell; Production Manager, Murray Rann. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

Western Advertising

MONTHLY, 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Publisher, Ramsey Oppenheim; Editor, Archibald MacPhail; General Manager, R. S. Oppenheim. New developments in radio and reporting news of western accounts and stations from a commercial angle.



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RADIO DAILY
PRESENTS
A NATION WIDE
UP-TO-THE-MINUTE
CENSUS ANALYSIS
OF THE RADIO MARKET

MAJOR MARKETS—1945

By William P. Noble

Vice-President, Walter P. Burn & Associates, Inc.

PERTINENT data on Metropolitan District Counties, States, and Regions of the United States are presented in the 1945 RADIO ANNUAL. Figures are from the Bureau of the Census; projections are by Walter P. Burn & Associates, Inc. Postwar ratings of Metropolitan District Counties were prepared by Dr. Philip M. Hauser, Assistant Director, Bureau of the Census, and were originally presented before the National War Conference of the American Marketing Association.

Population, Families, Radio Homes

Tables for Civilian Population Changes by Regions, Divisions and States 1940-1943 are self-explanatory. It must be remembered that while the loss of population to the armed services has cut civilian population, the actual population of the country has increased during the period 1940-1943.

Civilian population for the latest available period Nov. 1, 1943 is presented for all Metropolitan District Counties, all other counties with a city of 25,000 population and for all States. This is followed by a percentage change figure for quick evaluation.

Families and Effective Radio Home Figures have been projected from latest available government sources. Because many recent surveys, both by the Government and from independent sources have begun to take account of "dead" Radio Homes, or those in which no radios are operative today, RADIO DAILY for the first time presents Effective Radio Homes as a more accurate estimate of the available listening audience rather than total Radio Homes. It is interesting to note that the total of Effective Radio Homes, 1945, is 31,271,178 based upon an estimated 36,244,024 families or a national family coverage of 86.2%, while RADIO DAILY'S 1944 estimate of total Radio Homes 1944 reached 31,298,920, a difference of only 27,742 Radio Homes.

Projected figures for Families and Effective Radio Homes are shown to the last digit, not because they are assumed to be accurate to the last digit, but for summation convenience and to follow the pattern set by the Bureau of the Census in estimating Civilian Population.

Post-War Ratings

A-1 Markets which grew most rapidly since 1940 and from 1920-1940. These markets are adjudged to have superior prospects of retaining wartime population growth.

A-2 Markets which grew at above average rates since the war's commencement and from 1920-1940. These markets are adjudged to have excellent prospects of retaining wartime population growth.

A-3 Markets which grew at above average rates since the war's commencement and which grew moderately 1920-1940. These markets are adjudged to have good prospects of retaining wartime population growth.

B Markets which grew rapidly since the war's commencement but at a substantially lower relative rate in the preceding decade. Wartime growth in these markets is considered transient

unless special efforts are made to convert to peacetime production.

C-1 Markets which lost population or increased relatively little since the war's commencement but which grew at above average rates 1930-1940. These markets are believed to have excellent postwar prospects of coming back.

C-2 Markets which lost population or increased relatively little since the war's commencement and between 1930-1940, but which grew at relatively rapid rates between 1920-1930. These markets are believed to have fair post-war prospects of coming back.

D Markets which lost population or grew relatively little since the war's commencement and between 1920-1940. These markets cannot be expected to grow rapidly nor to recoup losses in the post-war period.

CIVILIAN POPULATION CHANGES BY REGIONS, DIVISIONS, AND STATES

APRIL 1, 1940, TO NOVEMBER 1, 1943

REGION, DIVISION, AND STATE	ESTIMATED CHANGES IN CIVILIAN POPULATION: 1940 to 1943				ESTIMATED CIVILIAN POPULATION	
	<i>Net Gain (+) or Loss (-) Through Civilian Migration</i>	<i>Natural Increase</i>	<i>Net Loss to Armed Forces</i>	<i>Net Increase (+) or Decrease (-)</i>	<i>November 1, 1943</i>	<i>April 1, 1940</i>
UNITED STATES ... +	305,112	5,261,586	9,740,000	-4,173,302	127,228,683	131,401,985
REGIONS						
The Northeastern States —	30,335	896,110	2,935,994	-2,070,219	33,868,320	35,938,539
The North Central States —	284,977	1,361,436	2,862,680	-1,786,221	38,332,985	40,119,206
The South	-1,077,456	2,464,177	2,849,705	-1,462,984	40,056,861	41,519,845
The West	+1,697,880	539,863	1,091,621	+1,146,122	14,970,517	13,824,395
THE NORTHEASTERN STATES						
New England	+ 120,135	214,516	673,402	- 338,751	8,084,568	8,423,319
Middle Atlantic	- 150,470	681,594	2,262,592	-1,731,468	25,783,752	27,515,220
THE NORTH CENTRAL STATES						
East North Central....	+ 556,463	897,660	1,985,499	- 531,376	26,078,548	26,609,924
West North Central...	- 841,440	463,776	877,181	-1,254,845	12,254,437	13,509,282
THE SOUTH						
South Atlantic	+ 130,270	1,041,705	1,210,257	- 38,282	17,690,024	17,728,306
East South Central....	- 644,079	658,174	701,405	- 687,310	10,074,226	10,761,536
West South Central...	- 563,647	764,298	938,043	- 737,392	12,292,611	13,030,003
THE WEST						
Mountain	- 53,780	224,264	297,926	- 127,442	4,018,073	4,145,515
Pacific	+1,751,660	315,599	793,695	+1,273,564	10,952,444	9,678,880
NEW ENGLAND						
Maine	- 30,395	25,763	58,344	- 62,976	782,205	845,181
New Hampshire	- 11,995	11,356	36,863	- 37,502	453,136	490,638
Vermont	- 31,407	10,452	21,882	- 42,837	316,019	358,856
Massachusetts	+ 37,032	94,652	353,327	-221,643	4,092,195	4,313,838
Rhode Island	+ 29,478	18,105	61,391	- 13,808	694,112	707,920
Connecticut	+ 127,422	54,188	141,595	- 40,015	1,746,901	1,706,886
MIDDLE ATLANTIC						
New York	+ 222,970	288,196	1,087,862	-1,022,636	12,440,005	13,462,641
New Jersey	+ 184,882	101,337	365,427	- 79,208	4,077,434	4,156,642
Pennsylvania	- 112,382	292,061	809,303	- 629,624	9,266,313	9,895,937

REGION, DIVISION, AND STATE	Net Gain (+) or Loss (-) Through Civilian Migration	Natural Increase	Net Loss to Armed Forces	Net Increase (+) or Decrease (-)	ESTIMATED CIVILIAN POPULATION	
					November 1, 1943	April 1, 1940
UNITED STATES ...	+ 305,112	5,261,586	9,740,000	-4,173,302	127,228,683	131,401,985
EAST NORTH CENTRAL						
Ohio	+ 230,966	218,857	532,884	- 83,061	6,822,031	6,905,092
Indiana	+ 78,977	114,785	242,104	- 48,342	3,379,052	3,427,994
Illinois	+ 68,562	218,807	615,120	- 327,751	7,559,576	7,887,327
Michigan	+ 280,812	232,425	392,441	+ 120,796	5,373,718	5,252,922
Wisconsin	- 102,854	112,786	202,950	- 193,018	2,944,171	3,137,189
WEST NORTH CENTRAL						
Minnesota	- 191,964	111,738	188,026	- 268,252	2,523,681	2,791,933
Iowa	- 192,584	85,717	155,652	- 262,519	2,275,086	2,537,605
Missouri	- 116,916	112,101	256,836	- 261,651	3,522,109	3,783,760
North Dakota	- 100,430	31,927	37,143	- 105,646	536,229	641,875
South Dakota	- 89,113	26,486	35,746	- 98,373	544,493	642,866
Nebraska	- 96,294	40,907	83,532	- 138,919	1,175,336	1,314,255
Kansas	- 54,139	54,900	120,246	- 119,485	1,677,503	1,796,988
SOUTH ATLANTIC						
Delaware	+ 19,383	8,142	20,283	+ 7,242	273,370	266,128
Maryland	+ 235,379	70,498	137,345	+ 168,532	1,981,664	1,813,132
District of Columbia ..	+ 205,251	22,011	64,793	+ 162,469	816,982	654,513
Virginia	+ 154,699	145,534	182,261	+ 117,972	2,767,921	2,649,949
West Virginia	- 139,632	116,783	147,899	- 170,748	1,731,171	1,901,919
North Carolina	- 262,833	252,087	211,112	- 221,858	3,344,348	3,566,206
South Carolina	- 137,928	150,496	110,244	- 97,676	1,788,337	1,886,013
Georgia	- 130,793	196,198	190,064	- 124,659	2,974,868	3,099,527
Florida	+ 186,744	79,956	146,256	+ 120,444	2,011,363	1,890,919
EAST SOUTH CENTRAL						
Kentucky	- 262,676	153,014	184,341	- 294,003	2,546,941	2,840,944
Tennessee	- 70,843	173,825	202,119	- 99,137	2,816,399	2,915,536
Alabama	- 116,366	187,598	176,964	- 105,732	2,715,919	2,821,651
Mississippi	- 194,194	143,737	137,981	- 188,438	1,994,967	2,183,405
WEST SOUTH CENTRAL						
Arkansas	- 225,372	132,398	120,640	- 213,614	1,734,440	1,948,054
Louisiana	- 19,033	145,666	171,102	- 44,469	2,314,941	2,359,410
Oklahoma	- 303,542	120,381	162,149	- 345,310	1,987,539	2,332,849
Texas	- 15,700	365,853	484,152	- 133,999	6,255,691	6,389,690
MOUNTAIN						
Montana	- 69,012	22,579	43,022	- 89,465	469,916	559,381
Idaho	- 44,889	27,932	34,991	- 51,948	472,925	524,873
Wyoming	- 8,688	12,875	18,376	- 14,189	235,684	249,873
Colorado	- 22,759	44,841	77,198	- 55,116	1,066,418	1,121,534
New Mexico	- 44,362	40,826	38,386	- 41,922	489,863	531,785
Arizona	+ 76,651	32,012	37,396	+ 71,267	569,150	497,883
Utah	+ 32,397	39,085	37,984	+ 33,498	583,560	550,062
Nevada	+ 26,882	4,114	10,563	+ 20,433	130,557	110,124
PACIFIC						
Washington	+ 244,931	57,736	131,383	+ 171,284	1,903,649	1,732,365
Oregon	+ 138,158	33,477	88,310	+ 83,325	1,171,801	1,088,476
California	+ 1,368,571	224,386	574,002	+ 1,018,955	7,876,994	6,858,039

. . . POPULATION CHANGES BY STATES . . .

ALABAMA

Metropolitan Districts — Counties

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
Birmingham (Jefferson) . . .	470,383	+ 2.3	130,223	101,393	A-3
Mobile (Mobile)	227,763	+60.9	60,000	37,369	A-1
Montgomery (Montgomery) . .	115,246	+ 3.4	32,619	18,114	*A-2

Cities 25,000-50,000 Population—not contained in Metropolitan Districts.

Anniston (Calhoun)	70,610	+13.6	18,130	10,764	
Gadsden (Etowah)	77,085	+ 6.2	19,484	13,621	
Tuscaloosa (Tuscaloosa)	67,977	-10.6	16,858	9,643	

TOTAL STATE	2,718,273	- 3.9	695,377	369,372	
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ARIZONA

Metropolitan District — County

Phoenix (Maricopa)	206,095	+10.7	59,436	45,335	A-1
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City 25,000-50,000 Population—not contained in Metropolitan District.

Tucson (Pima)	88,520	+21.5	24,498	19,265	
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TOTAL STATE	569,357	+14.5	158,750	113,416	
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ARKANSAS

Metropolitan District — County

Little Rock (Pulaski)	165,771	+ 6.2	47,713	36,268	A-2
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City 25,000-50,000 Population—not contained in Metropolitan District.

Fort Smith (Sebastian)	58,253	- 7.3	16,431	13,184	
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TOTAL STATE	1,735,564	-10.9	460,341	259,855	
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CALIFORNIA

Metropolitan Districts — Counties

Fresno (Fresno)	194,652	+ 9.0	58,064	44,442	C-1
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Los Angeles (Los Angeles, Orange)	3,292,050	+13.0	1,122,489	1,046,094	A-2
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Sacramento (Sacramento) . . .	188,168	+10.8	57,929	52,080	A-2
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San Francisco-Oakland (Ala- meda, Contra Costa, Marin, San Francisco, San Mateo, Solano)	1,822,984	+26.0	615,844	564,181	A-2
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San Diego (San Diego)	394,569	+42.9	126,514	125,508	A-1
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San Jose (Santa Clara)	191,811	+11.3	57,813	55,215	A-2
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Stockton (San Joaquin)	151,805	+13.1	43,956	36,704	A-2
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Cities 25,000-50,000 Population—not contained in Metropolitan Districts.

Bakersfield (Kern)	141,541	+ 4.7	42,440	34,264	
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Riverside (Riverside)	122,235	+20.1	39,446	32,806	
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San Bernardino (San Bernar- dino)	185,081	+14.9	58,152	50,950	
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Santa Barbara (Santa Bar- bara)	74,629	+ 5.8	41,286	20,852	
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TOTAL STATE	7,881,694	+14.8	2,606,620	2,585,768	
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. . . POPULATION CHANGES BY STATES . . .

COLORADO	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Denver (Arapahoe, Denver, Jefferson)	405,274	+ 6.3	129,862	122,691	A-2
Pueblo (Pueblo)	73,268	+ 6.4	20,693	18,541	A-3
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Colorado Springs (El Paso) .	61,234	+13.3	19,904	17,886	
TOTAL STATE	1,067,095	— 4.7	323,586	281,312	

CONNECTICUT

<i>Metropolitan Districts — Counties</i>					
Bridgeport (Fairfield)	434,265	+ 3.8	122,251	120,360	A-3
Hartford-New Britain (Hart- ford, Middlesex)	532,921	+ 5.3	146,718	143,850	A-3
New Haven-Waterbury (New Haven)	477,763	— 1.4	135,356	134,367	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
New London (New London) .	129,384	+ 4.9	36,774	33,957	
Torrington (Litchfield)	87,662	+ 0.7	24,981	22,891	
TOTAL STATE	1,748,402	+ 2.4	491,407	482,291	

DELAWARE

<i>Metropolitan District — County</i>					
Wilmington (New Castle) . . .	189,532	+ 6.2	52,059	48,658	A-2
TOTAL STATE	273,614	+ 3.1	77,736	68,369	

DISTRICT OF COLUMBIA

<i>Metropolitan District — Counties</i>					
Washington (District of Co- lumbia; Montgomery, Prince Georges, Md.; Alexandria City, Arlington, Va.)	1,175,384	+27.8	328,111	306,489	A-1
TOTAL D. C.	816,982	+24.2	227,733	210,860	

FLORIDA

<i>Metropolitan Districts — Counties</i>					
Jacksonville (Duval)	245,123	+ 16.6	68,239	55,275	A-1
Miami (Dade)	294,445	+10.0	88,918	78,557	A-1
Tampa - St. Petersburg (Hillsborough, Pinellas) . . .	301,412	+10.8	92,939	73,706	A-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Orlando (Orange)	77,314	+10.3	23,965	17,425	
Pensacola (Escambia)	87,335	+26.5	24,588	15,922	
West Palm Beach (Palm Beach)	80,932	+ 1.2	25,862	18,273	
TOTAL STATE	2,012,046	+ 6.4	590,071	407,472	

. . . POPULATION CHANGES BY STATES . . .

GEORGIA

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Atlanta (DeKalb, Fulton) ..	486,362	+ 1.9	137,463	114,289	A-1
Augusta (Richmond)	88,871	+ 9.3	24,678	15,535	A-2
Columbus, (Muscoogee; Rus- sell, Ala.)	135,980	+22.2	36,269	21,160	A-3
Macon (Bibb)	101,811	+21.5	29,782	16,974	A-2
Savannah (Chatham)	150,111	+28.9	43,136	26,735	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Rome (Floyd)	53,187	— 5.3	14,060	11,051	
TOTAL STATE	2,976,645	— 4.1	774,807	435,498	

IDAHO

<i>City 25,000-50,000 Population</i>					
Boise City (Ada)	49,073	— 2.6	15,072	13,948	
TOTAL STATE	473,166	— 9.8	137,902	120,380	

ILLINOIS

<i>Metropolitan Districts — Counties</i>					
CHICAGO (Cook Dupage, Lake; Lake, Ind.)					
	4,508,492	— 1.4	1,330,891	1,309,779	C-2
Decatur (Macon)	84,638	— 0.1	26,053	24,245	C-2
Peoria (Peoria, Tazewell) ..	199,525	— 5.8	60,136	57,437	C-1
Rockford (Winnebago)	126,110	+ 4.1	38,717	37,210	B
Springfield (Sangamon)	113,393	— 3.8	34,302	32,678	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Aurora, Elgin (Kane)	129,669	— 0.4	37,936	36,328	
Bloomington (McLean)	65,453	—11.5	20,045	19,325	
Danville (Vermilion)	76,222	—12.2	23,323	21,209	
Galesburg (Knox)	48,224	— 7.7	15,402	13,918	
Joliet (Will)	116,322	+ 1.8	31,630	31,129	
Quincy (Adams)	58,590	—10.2	18,115	15,932	
TOTAL STATE	7,563,770	— 4.0	2,260,698	2,173,790	

INDIANA

<i>Metropolitan Districts — Counties</i>					
Evansville (Vanderburgh; Henderson, Ky.)					
	179,995	+14.1	52,892	44,055	A-2
Fort Wayne (Allen)	152,686	— 1.5	44,587	43,758	C-2
Indianapolis (Marion)	491,053	+ 7.3	150,619	146,628	A-2
South Bend (St. Joseph)	173,111	+ 7.0	49,980	45,781	C-2
Terre Haute (Vigo)	90,633	— 9.1	29,480	27,251	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Anderson (Madison)	91,707	+ 3.5	28,009	26,070	
Elkhart (Elkhart)	70,125	— 3.5	19,890	19,231	
Kokomo (Howard)	45,986	— 3.7	13,987	13,263	
Lafayette (Tippecanoe)	52,781	+ 3.5	15,821	15,195	
Marion (Grant)	54,838	— 1.7	16,645	15,674	
Michigan City (La Porte)	67,531	+ 6.1	19,004	18,124	
Muncie (Delaware)	75,429	+ 0.6	23,391	22,172	
Richmond (Wayne)	58,669	— 0.9	17,476	16,716	
TOTAL STATE	3,383,312	— 1.2	1,008,226	988,870	

. . . POPULATION CHANGES BY STATES . . .

IOWA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Cedar Rapids (Linn)	87,246	— 2.1	27,696	26,001	C-1
Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)	201,244	+ 1.8	60,865	59,144	C-1
Des Moines (Polk)	188,572	— 3.1	58,776	56,859	C-1
Sioux City (Woodbury)	89,736	—13.4	26,606	25,021	D
Waterloo (Black Hawk)	75,979	— 5.0	23,096	22,678	C-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Burlington (Des Moines)	39,690	+ 7.8	12,495	12,033	
Clinton (Clinton)	43,543	— 2.6	13,003	12,024	
Dubuque (Dubuque)	58,741	— 7.9	15,788	15,047	
Mason City (Cerro Gordo)	37,543	—14.4	10,840	10,324	
Ottumwa (Wapello)	42,639	— 3.7	13,270	11,389	
TOTAL STATE	2,276,876	—10.3	679,366	633,680	

KANSAS

<i>Metropolitan Districts — Counties</i>					
Topeka (Shawnee)	84,765	— 7.1	26,376	24,721	C-2
Wichita (Sedgwick)	194,945	+36.0	60,771	54,432	B
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Hutchinson (Reno)	48,129	— 7.7	14,684	13,551	
TOTAL STATE	1,678,722	— 6.5	514,176	446,817	

KENTUCKY

<i>Metropolitan District — County</i>					
Louisville (Jefferson; Clark, Floyd, Ind.)	508,719	+12.7	149,527	130,816	B
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Lexington (Fayette)	77,085	— 2.3	22,054	19,334	
Owensboro (Davies)	49,223	— 5.9	13,719	10,526	
Paducah (McCracken)	42,814	—11.8	12,829	9,801	
TOTAL STATE	2,549,108	—10.1	677,582	474,911	

LOUISIANA

<i>Metropolitan Districts — Parishes</i>					
New Orleans (Jefferson, Orleans)	584,181	+ 7.3	166,756	127,978	A-2
Shreveport (Caddo)	139,693	— 7.0	40,390	25,743	C-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Alexandria (Rapides)	88,654	+20.8	22,576	12,650	
Baton Rouge (East Baton Rouge)	107,066	+21.1	29,507	20,853	
Monroe (Ouachita)	57,658	— 2.6	16,549	10,622	
TOTAL STATE	2,316,681	— 1.8	624,932	347,816	

. . . POPULATION CHANGES BY STATES . . .

MAINE

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan District—County</i>					
Portland (Cumberland)	152,877	+ 6.4	43,852	41,455	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Bangor (Penobscot)	86,442	—11.0	23,359	21,203	
Lewiston (Androscoggin)	73,716	— 3.9	20,188	19,059	
TOTAL STATE	782,312	— 7.3	218,530	197,041	

MARYLAND

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan District—County</i>					
Baltimore (Baltimore City, Anne Arundel, Baltimore)	1,207,436	+12.5	335,156	316,677	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Cumberland (Allegany)	81,302	— 6.5	21,973	19,911	
Hagerstown (Washington)	69,890	+ 1.5	19,219	17,003	
TOTAL STATE	1,982,947	+ 9.8	544,383	486,319	

MASSACHUSETTS

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Boston - Lowell - Lawrence - Haverhill (Essex, Middle- sex, Norfolk, Plymouth, Suffolk)	2,677,740	— 5.1	744,904	734,745	D
Fall River - New Bedford (Bristol)	342,529	— 6.1	98,676	93,774	D
Springfield-Holyoke (Hamp- den, Hampshire)	392,640	— 2.9	109,613	107,961	D
Worcester (Worcester)	472,224	— 6.2	129,543	127,948	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Pittsfield (Berkshire)	115,704	— 5.4	33,183	32,623	
TOTAL STATE	4,093,072	— 5.1	1,143,205	1,124,412	

MICHIGAN

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Detroit (Macomb, Oakland, Wayne)	2,612,115	+10.0	721,933	699,648	A-2
Flint (Genesee)	228,183	+ 0.1	64,727	61,782	C-2
Grand Rapids (Kent)	231,381	— 6.1	69,912	67,158	C-2
Kalamazoo (Kalamazoo)	101,716	+ 1.7	29,990	28,570	C-1
Lansing (Ingham)	135,958	+ 4.1	41,026	36,079	C-1
Saginaw - Bay City (Bay, Saginaw)	206,551	+ 0.5	57,961	53,647	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Ann Arbor (Washtenaw)	97,829	+21.1	28,458	27,833	
Battle Creek (Calhoun)	99,590	+ 5.7	30,249	29,035	
Jackson (Jackson)	95,022	+ 2.1	27,461	26,338	
Muskegon (Muskegon)	104,763	+10.9	30,413	27,984	
Port Huron (Saint Clair)	76,770	+ 0.8	22,325	21,824	
TOTAL STATE	5,377,329	+ 2.4	1,528,635	1,433,728	

. . . POPULATION CHANGES BY STATES . . .

MINNESOTA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Duluth-Superior (St. Louis; Douglas, Wis.)	228,716	— 9.9	67,540	63,151	D
Minneapolis-St. Paul (Anoka, Hennepin, Ramsey, Washing- ton)	902,612	— 2.4	272,998	268,723	C-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Rochester (Olmstead)	37,155	—12.9	9,680	9,265	
TOTAL STATE	2,525,558	— 9.4	711,607	672,823	

MISSISSIPPI

<i>Metropolitan District — County</i>					
Jackson (Hinds)	110,836	+ 3.3	29,720	17,651	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Meridian (Lauderdale)	56,981	— 2.2	15,623	8,085	
TOTAL STATE	1,996,333	— 8.6	526,932	221,285	

MISSOURI

<i>Metropolitan Districts — Counties</i>					
Kansas City (Mo.) - Kansas City (Kan.), (Jackson, Mo.; Johnson, Wyandotte, Kan.)	670,575	+ 2.2	212,824	203,500	B
St. Joseph (Buchanan)	79,960	—15.0	24,696	20,011	D
St. Louis (St. Louis City, St. Charles, St. Louis; Madi- son, St. Clair, Ill.)	1,485,868	+ 3.9	447,374	422,979	A-3
Springfield (Greene)	85,256	— 5.8	26,957	23,293	C-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Joplin (Jasper)	73,963	— 6.0	23,749	20,157	
TOTAL STATE	3,524,790	— 6.8	1,071,848	894,605	

MONTANA

<i>Cities 25,000-50,000 Population</i>					
Butte (Silver Bow)	46,355	—12.9	15,632	15,228	
Great Falls (Cascade)	42,016	...	13,355	12,073	
TOTAL STATE	470,033	—15.8	145,836	123,187	

NEBRASKA

<i>Metropolitan Districts — Counties</i>					
Lincoln (Lancaster)	92,795	— 7.7	28,954	27,588	D
Omaha-Council Bluffs, Iowa (Douglas; Pottawattamie, Iowa)	302,527	— 3.5	89,876	86,393	D
TOTAL STATE	1,176,023	—10.5	348,479	310,020	

NEVADA

TOTAL STATE	130,637	+20.1	42,346	38,460	
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. . . POPULATION CHANGES BY STATES . . .

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
NEW HAMPSHIRE					
<i>Metropolitan District—County</i>					
Manchester (Hillsborough)	136,039	— 6.1	39,572	37,547	D
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Concord (Merrimack)	49,559	—18.9	13,989	13,184	
TOTAL STATE	453,333	— 7.7	132,138	121,689	

NEW JERSEY

<i>Metropolitan Districts — Counties</i>					
Atlantic City (Atlantic)	107,491	—13.3	32,492	30,296	C-2
Trenton (Mercer)	196,424	— 0.5	51,702	50,324	D
TOTAL STATE	4,080,485	— 1.8	1,158,574	1,133,935	

NEW MEXICO

<i>City 25,000-50,000 Population —</i>					
Albuquerque (Bernalillo)	69,794	+ 0.6	19,471	15,158	
TOTAL STATE	490,119	— 7.6	128,828	73,329	

NEW YORK

<i>Metropolitan Districts — Counties</i>					
Albany - Schenectady - Troy (Albany, Rensselaer, Schenectady)	446,558	— 4.1	136,278	132,145	D
Binghamton (Broome)	164,443	— 0.8	46,494	43,380	C-1
Buffalo-Niagara Falls (Erie, Niagara)	961,345	+ 0.4	269,702	264,929	D
New York-Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Rich- mond, Rockland, Westches- ter; Bergen, Essex, Hud- son, Middlesex, Monmouth, Morris, Passaic, Union, N. J.)	10,703,374	— 7.1	3,167,572	3,146,128	C-2
Rochester (Monroe)	418,655	— 4.5	124,234	121,752	D
Syracuse (Onondaga)	283,237	— 4.0	83,129	77,009	D
Utica-Rome (Herkimer, Oneida)	258,433	— 1.8	72,862	68,577	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Amsterdam (Montgomery)	53,415	— 9.7	16,169	15,466	
Auburn (Cayuga)	59,435	— 9.3	17,660	16,467	
Elmira (Chemung)	75,893	+ 3.0	22,654	21,130	
Jamestown (Chautauqua)	113,793	— 7.9	35,689	34,214	
Kingston (Ulster)	76,994	—11.5	23,672	21,804	
Newburgh (Orange)	125,367	— 6.5	37,196	35,514	
Poughkeepsie (Dutchess)	114,177	— 5.3	29,045	28,540	
Watertown (Jefferson)	77,184	— 6.4	23,274	18,650	
TOTAL STATE	12,442,784	— 7.6	3,643,803	3,609,025	

NORTH DAKOTA

<i>City 25,000-50,000 Population</i>					
Fargo (Cass)	45,565	—13.8	12,336	11,944	
TOTAL STATE	536,510	—16.4	137,913	127,264	

. . . POPULATION CHANGES BY STATES . . .

NORTH CAROLINA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Asheville (Buncombe)	97,423	-10.4	25,505	19,245	C-1
Charlotte (Mecklenburg)	146,168	- 3.7	37,554	30,871	C-1
Durham (Durham)	80,481	+ 0.3	21,369	17,281	A-2
Greensboro (Guilford)	150,579	- 2.2	38,647	31,645	—
Winston-Salem (Forsyth)	109,847	-13.1	28,952	23,381	C-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Raleigh (Wake)	103,369	- 5.6	24,694	17,727	
Rocky Mount (Edgecombe, Nash)	92,764	-23.0	18,598	12,122	
Wilmington (New Hanover)	79,070	+65.0	20,744	14,017	
TOTAL STATE	3,346,987	- 6.1	797,556	514,412	

OHIO	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Akron (Summit)	363,652	+ 7.1	104,562	101,045	B
Canton (Stark)	247,668	+ 5.4	69,956	66,970	A-3
Cincinnati (Hamilton, Dear- born, Ind.; Campbell, Ken- ton, Ky.)	834,281	+ 3.2	258,131	245,877	A-3
Cleveland (Cuyahoga)	1,228,803	+ 1.0	363,777	346,992	C-2
Columbus (Franklin)	415,930	+ 7.3	120,969	117,731	A-3
Dayton (Montgomery)	338,688	+14.6	99,963	97,593	B
Hamilton-Middletown (But- ler)	123,344	+ 2.6	35,548	33,609	A-3
Springfield (Clark)	100,466	+ 5.0	29,878	27,776	A-3
Toledo (Lucas)	336,396	- 2.3	100,691	95,083	C-2
Youngstown (Mahoning, Trumbull)	361,613	- 2.9	96,715	92,018	C-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Elyria-Lorain (Lorain)	113,482	+ 1.0	32,676	31,377	
Lima (Allen)	80,819	+10.3	23,779	19,781	
Mansfield (Richland)	72,831	- 1.4	21,193	19,532	
Marion (Marion)	45,040	+ 0.3	13,705	12,965	
Newark (Licking)	60,805	- 2.4	19,208	17,261	
Portsmouth (Sciota)	71,025	-18.0	19,237	16,993	
Steubenville (Jefferson)	86,069	-12.3	23,288	21,566	
Zanesville (Muskingum)	64,947	- 6.9	19,885	18,044	
TOTAL STATE	6,828,352	- 1.1	2,011,764	1,879,086	

OKLAHOMA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Oklahoma City (Oklahoma)	256,559	+ 5.1	77,485	69,787	A-2
Tulsa (Tulsa)	213,200	+10.3	64,153	54,332	B
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Enid (Garfield)	39,677	-12.8	12,206	10,019	
Muskogee (Muskogee)	62,851	- 4.6	21,138	13,392	
TOTAL STATE	1,987,941	-14.7	564,084	424,556	

OREGON	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan District — County</i>					
Portland (Clackamas, Mult- nomah)	511,229	+24.0	176,901	162,182	B
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Salem (Marion)	72,715	- 3.4	21,634	19,840	
TOTAL STATE	1,172,674	+ 7.8	387,769	347,610	

. . . POPULATION CHANGES BY STATES . . .

PENNSYLVANIA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Allentown-Bethlehem-Easton (Lehigh, Northampton) ..	332,921	— 3.9	91,719	90,401	D
Altoona (Blair)	126,001	— 10.2	35,160	33,688	D
Erie (Erie)	185,179	+ 2.4	53,571	50,265	B
Harrisburg (Dauphin)	173,677	— 1.9	48,994	46,684	D
Johnstown (Cambria)	187,384	— 12.2	46,038	43,092	D
Lancaster (Lancaster)	201,649	— 5.1	56,484	49,531	D
Philadelphia (Delaware, Montgomery, Phil.; Bur- lington, Camden, Glouces- ter, N. J.)	3,002,565	+ 1.7	837,632	810,603	D
Pittsburgh (Allegheny, Fay- ette, Washington, West- moreland)	1,960,103	— 7.8	530,802	507,881	D
Reading (Berks)	223,095	— 7.8	63,226	60,879	D
Scranton-Wilkes Barre (Lackawanna, Luzerne) ..	584,282	— 21.3	149,713	148,969	D
York (York)	170,363	— 4.3	49,603	47,210	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Aliquippa (Beaver)	158,463	+ 1.1	42,016	40,355	
Lebanon (Lebanon)	67,956	— 6.4	19,161	18,144	
New Castle (Lawrence)	93,094	— 3.9	25,591	24,701	
Sharon (Mercer)	102,721	+ 1.7	28,039	25,466	
Williamsport (Lycoming) ..	90,984	— 2.8	26,809	24,612	
TOTAL STATE	9,273,242	— 6.3	2,535,648	2,442,185	
RHODE ISLAND					
<i>Metropolitan District — County</i>					
Providence (Bristol, Kent, Newport, Providence)	659,319	— 2.5	187,057	183,798	D
TOTAL STATE	694,616	— 2.0	197,679	193,115	
SOUTH CAROLINA					
<i>Metropolitan Districts — Counties</i>					
Charleston (Charleston)	161,819	+ 37.5	46,138	24,433	A-1
Columbia (Richland)	117,175	+ 11.8	28,886	19,404	A-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Greenville (Greenville)	140,362	+ 2.8	37,160	26,635	
Spartanburg (Spartanburg) ..	121,475	— 4.9	30,146	21,953	
TOTAL STATE	1,789,662	— 5.4	438,013	232,624	
SOUTH DAKOTA					
<i>City 25,000-50,000 Population</i>					
Sioux Falls (Minnehaha)	57,385	— 0.5	16,527	15,723	
TOTAL STATE	544,866	— 15.2	152,028	135,101	
TENNESSEE					
<i>Metropolitan Districts — Counties</i>					
Chattanooga (Hamilton; Walker, Ga.)	208,333	— 1.4	56,272	45,622	C-1
Knoxville (Knox)	195,516	+ 9.6	51,336	38,757	C-1
Memphis (Shelby)	378,108	+ 5.6	109,058	78,676	A-2
Nashville (Davidson)	261,258	+ 1.6	72,745	61,564	A-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Johnson City (Washington) ..	50,556	— 2.1	12,274	9,226	
TOTAL STATE	2,818,226	— 3.3	742,060	477,182	

. . . POPULATION CHANGES BY STATES . . .

TEXAS	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Amarillo (Potter)	58,042	+ 7.0	17,168	15,853	A-2
Austin (Travis)	106,152	— 4.4	28,848	22,707	C-1
Beaumont-Port Arthur (Jefferson)	178,214	+22.7	50,833	40,712	A-2
Corpus Christi (Nueces)	113,403	+22.4	31,086	22,054	A-1
Dallas (Dallas)	442,967	+11.2	133,703	115,380	A-1
El Paso (El Paso)	136,173	+ 8.2	36,439	27,161	B
Fort Worth (Tarrant)	267,856	+18.8	81,241	65,532	A-2
Galveston (Galveston)	94,314	+18.2	27,854	24,056	A-1
Houston (Harris)	601,249	+13.7	176,855	144,792	A-1
San Antonio (Bexar)	364,275	+15.3	103,663	90,113	A-1
Waco (McLennan)	103,185	+ 1.3	29,621	22,756	
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Abilene (Taylor)	51,056	+15.6	14,427	10,962	
Laredo (Webb)	45,729	+ 0.7	10,807	5,049	
Lubbock (Lubbock)	66,235	+27.9	18,656	13,382	
San Angelo (Tom Green)	39,526	+ 0.6	11,312	9,206	
*Texarkana (Bowie; Miller, Ark.)	87,079	+ 5.8	24,477	14,305	
Tyler (Smith)	60,800	—12.0	17,239	11,636	
Wichita Falls (Wichita)	72,981	— 0.8	21,211	17,420	
TOTAL STATE	6,259,584	— 1.9	1,765,672	1,242,083	

* Includes Texarkana, Ark.

UTAH

<i>Metropolitan District — County</i>					
Salt Lake City (Salt Lake)	230,447	+ 9.2	65,850	64,242	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Ogden (Weber)	70,247	+23.9	19,785	18,901	
TOTAL STATE	583,572	+ 6.2	162,223	150,258	

VIRGINIA

<i>Metropolitan Districts — Counties</i>					
<i>Norfolk-Portsmouth-Newport News (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk Cities; Elizabeth City, Norfolk, Princess Anne, Warwick)</i>					
	505,119	+57.1	141,042	105,489	A-2
Richmond (Richmond City, Henrico)	252,777	+ 7.6	70,667	61,752	A-2
Roanoke (Roanoke City; Roanoke)	104,808	— 6.6	27,810	24,346	C-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Danville (Danville City; Pittsylvania)	88,467	— 6.4	21,250	13,600	
Lynchburg (Lynchburg City; Campbell)	64,350	— 8.9	16,880	12,777	
Petersburg (Petersburg City; Dinwiddie)	49,055	+ 0.5	12,121	7,688	
TOTAL STATE	2,769,828	+ 4.8	702,208	495,296	

. . . POPULATION CHANGES BY STATES . . .

VERMONT

City 25,000-50,000 Population

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
Burlington (Chittenden) . . .	47,147	— 6.0	12,823	11,933	

TOTAL STATE	316,074	—11.5	88,368	81,116	
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WASHINGTON

Metropolitan Districts — Counties

Seattle (King)	594,793	+ 18.2	211,914	201,783	A-2
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Spokane (Spokane)	172,352	+ 6.0	56,395	52,695	A-2
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Tacoma (Pierce)	208,991	+ 20.6	69,866	65,660	A-2
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Cities 25,000-50,000 Population—not contained in Metropolitan Districts.

Bellingham (Whatcom)	54,694	— 9.4	18,906	17,055	
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Everett (Snohomish)	90,997	+ 2.5	30,059	24,798	
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Yakima (Yakima)	96,725	— 2.3	29,863	23,451	
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TOTAL STATE	1,905,239	+ 10.8	633,510	571,809	
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WEST VIRGINIA

Metropolitan Districts — Counties

Charleston (Kanawha)	224,174	+ 14.7	57,066	44,412	A-2
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Huntington - Ashland (Ky.) (Cabell; Boyd, Ky.; Lawrence, Ohio)	172,311	— 9.4	46,398	39,412	C-2
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Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio)	204,373	— 12.8	56,747	51,971	D
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Cities 25,000-50,000 Population—not contained in Metropolitan Districts.

Clarksburg (Harrison)	72,043	— 13.1	19,390	15,763	
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Parkersburg (Wood)	55,261	— 11.4	15,884	13,977	
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TOTAL STATE	1,732,355	— 8.9	437,696	337,875	
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WISCONSIN

Metropolitan Districts — Counties

Madison (Dane)	135,232	+ 3.5	39,121	37,875	A-2
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Milwaukee (Milwaukee)	762,105	— 0.6	223,321	212,674	C-2
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Racine-Kenosha (Kenosha, Racine)	154,167	— 2.1	43,844	42,919	D
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Cities 25,000-50,000 Population—not contained in Metropolitan Districts.

Appleton (Outagamie)	65,714	— 6.2	17,676	17,003	
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Beloit (Rock)	78,573	— 2.0	23,697	22,717	
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Eau Claire (Eau Claire)	43,093	— 8.3	12,627	11,058	
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Fond du Lac (Fond du Lac)	56,201	— 9.9	15,904	15,297	
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Green Bay (Brown)	82,352	— 0.9	21,777	20,782	
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La Crosse (La Crosse)	55,597	— 6.8	15,899	15,545	
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Oshkosh (Winnebago)	76,482	— 5.0	22,177	21,656	
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Sheboygan (Sheboygan)	70,712	— 7.2	20,537	19,810	
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Wausau (Marathon)	66,711	— 12.1	17,189	16,080	
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TOTAL STATE	2,945,355	— 6.1	835,479	788,223	
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WYOMING

TOTAL STATE	235,739	— 3.7	77,732	61,048	
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TOTAL UNITED STATES	127,307,884	— 3.1	36,244,024	31,271,178	
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The Pacific Coast, too,
IS SAWED IN TWO!

ARE YOU sawing the Pacific Coast in half? You are if you aren't using Don Lee on the Pacific Coast. For half the retail sales on the Pacific Coast are made *outside* the counties in which Los Angeles, San Francisco, Oakland, Seattle and Portland are located—and *only Don Lee* completely covers the *outside half*.

Why, you ask? Easy! Most markets in the outside half are surrounded by mountains and long range broadcasting won't work (watts do fine until they hit mountains). However, with 38 stations, Don

Lee broadcasts *locally from within* these mountain-surrounded areas. A recent Hooper coincidental telephone survey, largest ever made on the Pacific Coast, revealed 60 to 100% of the listeners in many of these "outside" markets were tuned to Don Lee stations.

As for the *inside half*, Hooper ratings prove that a good show on Don Lee will reach more people than the same show on other networks. During the past year all the shows that switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within thirteen weeks!

Don't saw the Pacific Coast in half! Buy Don Lee—the only network that covers it completely!

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NETWORKS

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the Buckle on the CORN BELT

tying up the greatest listening audience . . .
 the greatest *buying* audience in Iowa

One billion and a half dollars is a lot of bucks!
 In the corn country that represents plenty of buying
 power for your products. Today . . . WMT reaches
 an audience where 96.9% of the families own
 radios. (The U. S. average is only 88.9%.)

You can't afford to leave WMT
 off your regular schedule.



Represented by the Katz Agency

THE BLUE NETWORK

of The American Broadcasting Co., Inc.

THE past year has been of supreme importance to the Blue network. During it we have materially strengthened the Blue through a series of personnel changes and departmental realignments so that we are now in a position to deliver better shows to the advertiser and the agency as well as to the public at large.



MARK WOODS

None of us can know, of course, what the next year will bring. But to the Blue Network it holds the promise of many things. We have laid the foundations for the first complete FM network. During the past year we queried our affiliated stations as to their plans for FM. Only one of the 111 stations replying to the questionnaire, declared no intention of applying for a license; all the others either have applied, are intending to apply, or, in the case of three Blue affiliates are already operating FM stations. We ourselves have applied for FM transmitters in New York, Chicago, Los Angeles, and San Francisco.

Own Buildings

During the next year, the Blue will also be planning its own buildings in Chicago, Los Angeles, San Francisco and New York. We are now reviewing potential projects for these studios which will contain the latest developments in studio design and engineering equipment, many of them unique, which will give the Blue facilities to improve broadcasting far beyond present levels.

As the past year has so ably demonstrated the radio broadcasting industry's

service to the people and the government of the United States in the preservation of free speech and the free dissemination of information, so will the next year show once again the dedication of American radio to the service of the American people.

We at the Blue feel that great strides have been made during the past year. Greater strides will be made in the year to come.

Television Plans

The Blue's television plans are also beginning to take shape with a television department preparing to produce shows, perhaps already producing them by press time. We have filed applications for television transmitters also in New York, Chicago, Los Angeles and San Francisco. But naturally, as with the FM transmitters, any actual construction work depends upon the government releasing the materials for the job at some time not yet definite.

Plans for the active participation of the Blue in the field of television were announced early this year by the network, in conjunction with officials of General Electric Co., owners of WRGB, Schenectady, N. Y., and Allen B. DuMont Laboratories, Inc., owners of WABD, New York City.

Debut of the Blue in television took place late in February of this year and regular series scheduled over both the above television stations on a weekly basis. As a general policy, for the time being, Blue's television operations will concern experimentation with the televising of radio shows, rather than production of shows especially for television. Negotiations are in progress presently with Balaban & Katz to present suitable network programs by television from studios of WBKB in Chicago.

THE BLUE

OF THE AMERICAN BROADCAST



NETWORK FACILITIES AS OF FEB. 15, 1945

*** Future Changes**

- WPDQ, Jacksonville, Fla., Replaces WJHP June 15, 1945
- WFTL, Miami, Fla., Replaces WKAT June 15, 1945
- WCOP, Boston, Mass., Replaces WHDH June 15, 1945
- KRNT, Des Moines, Iowa, Replaces KSO June 15, 1945
- WNAX, Yankton-Sioux City, Iowa, Replaces KSCJ June 15, 1945
- WLAW, Lawrence, Mass., Becomes Affiliated June 15, 1945

NETWORK

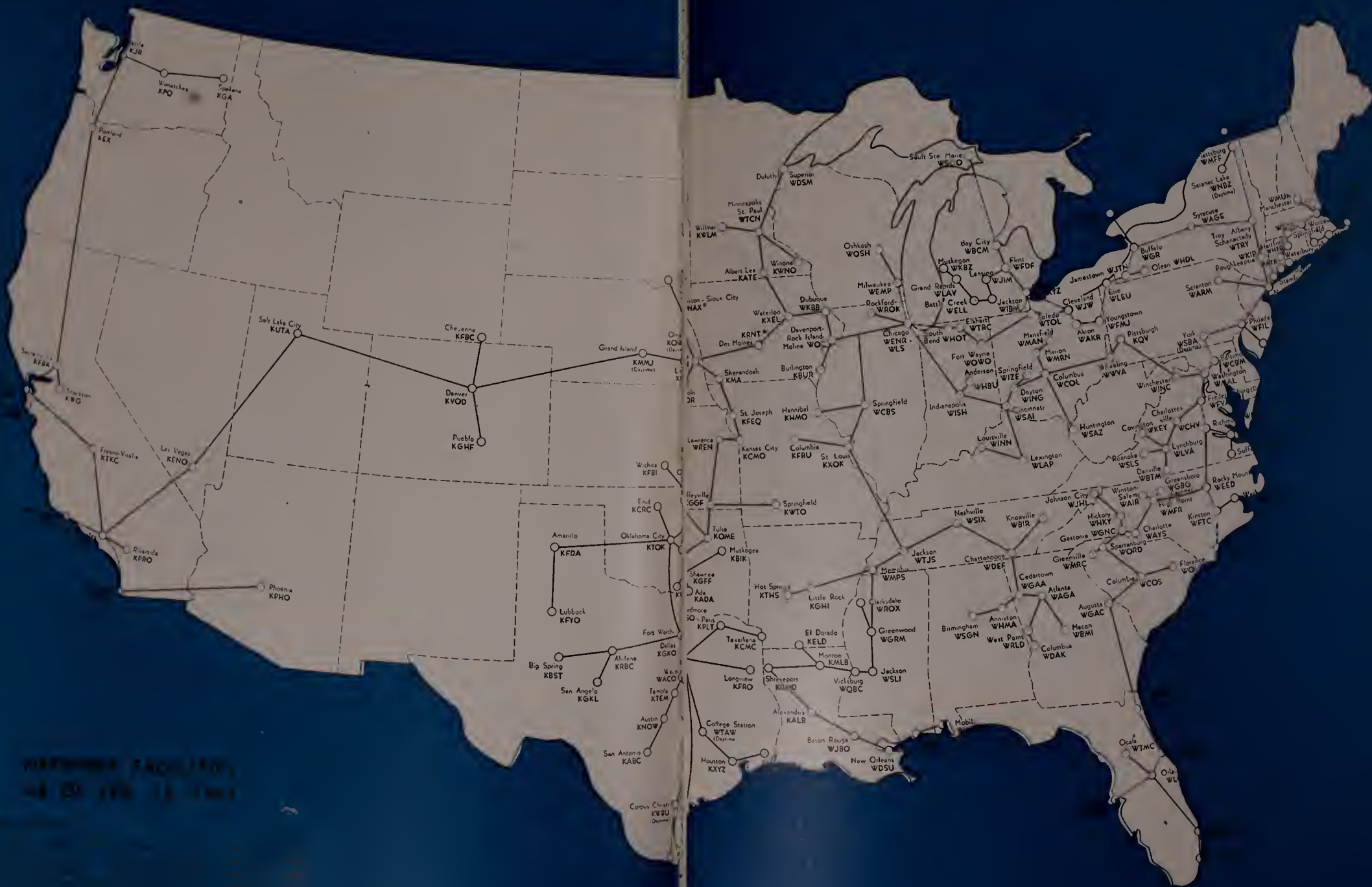
CASTING COMPANY, INC.



THE BLUE NETWORK

OF THE AMERICAN PEOPLE

ESTABLISHED FEBRUARY 1945



MEMBERSHIP FACILITY
4120 17th St. N.W.

THE BLUE NETWORK

of The American Broadcasting Co., Inc.

*R. C. A. Bldg., 30 Rockefeller Plaza
New York 20, N. Y.
(Telephone Number, Circle 7-5700)*

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Helen Guy.....Business Manager

Richard Banner
Director of Library, Supervisor of Music Rights

Gertrude Hoffman
Manager of Continuity Clearance

Norah Donovan.....Manager of Literary Rights

Publicity Department

Earl Mullin.....Publicity Manager
Arthur B. Donegan..Assistant Publicity Manager

Ralph J. Gleason.....Trade News Editor

General Sales

C. P. Jaeger....Vice Pres., Gen. Sales Manager
M. B. Grabhorn....Asst. General Sales Manager

John Donohue.....Eastern Sales Manager

Stanley Florsheim Manager Co-op Program Sales
 Ralph Dennis National Spot Sales Manager
 John Brooke Eastern Spot Sales Manager
 Ludwig Simmel Sales Service Manager

International

Donald Withycomb Manager

Recording

Lawrence Ruddell Manager

Research Department

Edward F. Evans Research Manager

Stations Department

Keith Kiggins Vice President
 John H. Norton, Jr. Station Relations Manager
 Thomas J. Dolan Traffic Manager

Treasurer's Department

Charles E. Rynd Treasurer
 Anthony M. Hennig Assistant Treasurer
 Henry T. Hede, Jr. Purchasing Agent

WJZ Management

John H. McNeill Manager of WJZ
 Robert I. Garver Sales Manager
 John J. Hade Program Manager
 Duncan Miller Sales Promotion Manager
 Joseph M. Seiferth, Jr.
 Audience Promotion Manager
 Madeleine Cleary WJZ Sales Service Manager
 Howard St. John Merchandising Manager
 Don Rich Publicity Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart, Chicago, Illinois

Telephone: Delaware 1900

E. R. Borroff Vice President in Charge
 G. I. Berry Sales Manager
 Kenneth Christiansen Traffic Supervisor
 L. E. Douglass Program Business Manager
 Walter L. Emerson Legal Counsel
 E. C. Horstman Engineering Manager
 E. J. Huber Sales Promotion Manager
 Eli Henry Publicity Manager
 F. E. Kasser Supervisor of Announcers

Roy McLaughlin Manager Station WENR,
 Nat'l Spot & Local Sales Manager
 Cornelius O'Dea News Supervisor
 R. S. Peterson Auditor and Business Manager
 Gene Rouse Program Manager
 Merritt R. Schoenfeld Assistant General Manager
 G. W. Vernon Research Manager
 M. S. Wetzel Production Manager
 Robert White Public Service Supervisor

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard, Hollywood, California

Telephone: Hillside 8231

Don Searle
 General Manager of Western Division
 Clifford Anderson Program Traffic
 Dorothy L. Brown Continuity Acceptance
 R. G. Denechaud Engineering Manager
 Paul Gates Evening Program Manager
 Russell Hudson Sales Service Manager
 Walter W. Lonner Traffic Manager
 Victor H. Perrin Chief Announcer
 Milton N. Samuel Publicity Manager
 Leo B. Tyson Program Manager

Henry Orbach News Manager
 Ted MacMurray Production Manager
 Frank Samuels Pacific Coast Sales Manager
 Amos Baron National Spot Sales Manager
 Ernest Felix Auditor
 John J. O'Mara Sales Promotion Manager
 Francis Conrad Station Relations Manager

Station KECA

Clyde Scott General Manager
 Rex Bettis Station Engineer
 John Edwards Program Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets, San Francisco, Calif.

Telephone: Graystone 6545

T. B. Palmer General Manager KGO
 A. E. Evans Engineering Manager
 Eleanor Higby Traffic Manager
 Edith Kirby Auditor
 Robert Laws Promotion and Publicity Manager

Francis La Tourette News Manager
 Byron Nelson Sales Manager
 Lorraine Jenevein Continuity Editor
 Robert Wesson Program Manager

Stations Owned and/or Managed and/or Programmed by

THE BLUE NETWORK

of The American Broadcasting 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



INCREASE IN POPULATION SINCE 1940—METROPOLITAN KANSAS CITY **80,000**

INDUSTRIAL OUTPUT EXCEEDS PERCENTAGE OF **170**

CASH FARM INCOME UP PERCENTAGE OF **300**

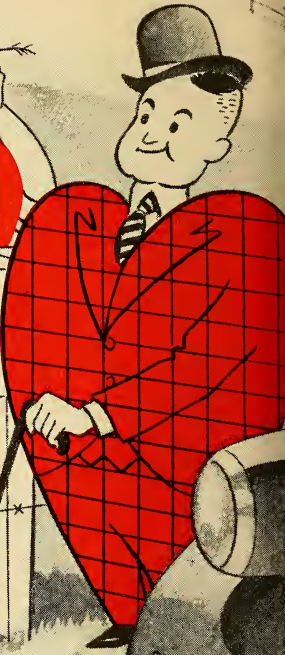
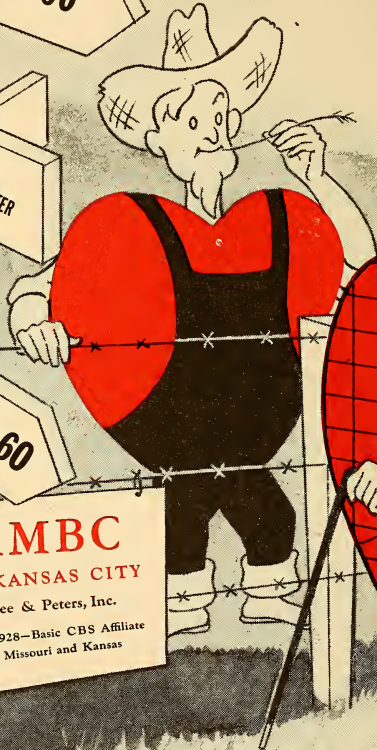
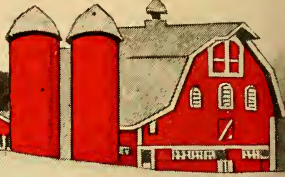
1st AS THE WORLD'S LARGEST CATTLE CENTER

100 PERCENTAGE INCREASE IN EFFECTIVE BUYING INCOME

KANSAS CITY'S RETAIL SALES INCREASE IN PERCENTAGE OVER **60**

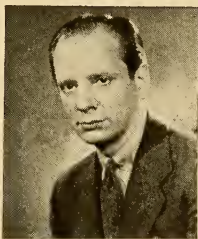
KMBC
OF KANSAS CITY
Free & Peters, Inc.
Since 1928—Basic CBS Affiliate
for Missouri and Kansas

Of Course—
KMBC-FM
An Extra Service
At No Extra Cost!



COLUMBIA BROADCASTING SYSTEM

HOPE for a peaceful conclusion, in Europe, of our third war year has vanished. Yet no other conclusion that peace - with victory is possible, and each passing day brings us closer to that end.



PAUL W. KESTEN

Although fully conscious of its special obligations in war, the Columbia Broadcasting System has given serious consideration to postwar operations. Columbia intends to follow the same course in 1945, believing that today's efforts and decisions will do much to simplify, and therefore, hasten, tomorrow's peace-time development.

We have, in this past year, offered to the industry and to the FCC specific proposals concerning three major divisions of post-war broadcasting — television, international shortwave, and FM. It is our sincere conviction that the proposals we have set forth, in all three fields, represent sharp advances that must eventually be achieved if broadcasting is to continue development at a pace comparable to its past performance.

Tele Motives

In its recommendations for television, however, CBS has found itself in the curious position of having to defend a proposal for progress. We have asked for better television, as quickly as possible. We have pointed to the source of twice-as-good television, on wide bands in the high frequencies. We have matched words with actions—in applications for high-frequency stations, in orders for high-frequency transmitters, in negotiations for new type receivers, and in the expenditure of a larger television budget

than is to be found on the books of any other non-manufacturing broadcaster.

Our motives in all this should be perfectly clear. Television pictures today are in our opinion simply not good enough to attract — and hold — the audience that is essential to a commercially successful medium. Pre-war set sales were negligible, and war-time audience research tells us that the public now expects far better television than present standards can give them. Until the public gets the kind of television it expects, an audience that interests advertisers cannot be built, and broadcasters will — and should — carry the cost of programs. But private resources are limited, and a television audience that ceases to grow will ultimately, of economic necessity, be allowed to die on the vine.

Prospects for 1945

There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes. High-definition, 1000-line television has already been demonstrated in France. High-frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present day equipment. And we have repeatedly asserted that such sacrifice would be smaller today than tomorrow, and smaller tomorrow than the day after.

Conclusion

Ours, we believe, is an optimistic as well as a realistic stand. Television can become one of America's leading post-war industries, and we intend to do everything possible in the coming year to hasten its greatest potential development. For that reason, we shall continue to disagree with any policy or action which, in our opinion, threatens to stunt the growth of a new industry for the sake of immediate and, possibly temporary profit.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1945**

CASTING SYSTEM



● WJAX for WJAX



COLUMBIA BROADCASTING SYSTEM



NETWORK FACILITIES
AS OF JAN. 15, 1949

C O L U M B I A

Broadcasting System, Inc.

Executives and Staff
485 Madison Avenue, New York City, N. Y.
Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin

J. A. W. Iglehart
Paul W. Kesten
Isaac D. Levy

Leon Levy
Samuel Paley
William S. Paley

Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

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Paul W. Kesten
Executive Vice President and Director
Joseph H. Ream.....Vice President and Secretary
Frank Stanton.....Vice President
Frank K. White.....Vice President and Treasurer
H. V. Akerberg
Vice President in Charge of Station Relations
H. Leslie Atlass.....Vice President, Chicago

Douglas Coulter
Vice President in Charge of Programs
William C. Gittinger,
Vice President in Charge of Sales
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
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DEPARTMENTS AND DIVISIONS

Accounting Department

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William J. Flynn.....Assistant Comptroller
L. C. Merrick.....Assistant Comptroller
Sophie Hinze.....Cashier

Auditing and Tax Department
Arthur S. Padgett.....General Auditor
Norman duFrane.....Assistant General Auditor

Construction and Building Operations Department

G. Stanley McAllister
Director of Construction and Building Operations
C. R. Jacobs
Assistant Director and Manager of Construction
Joseph E. Werden
Manager of Building Service Operations

James R. Stevens..Manager of Theatre Operations
Walter Weiler.....Manager of Internal Security
Roland Young..Assistant Manager of Construction

Editing and Copyright Department

Jan C. Schimek
Director of Editing and Copyright
Donald I. Ball.....Assistant Editor
Arthur Jersild
Consultant on Children's Programs
W. Clark Harrington

General Engineering Department

William B. Lodge
Director of General Engineering

J. W. Wright.....Chief Radio Engineer
H. A. Chinn.....Chief Audio Engineer

Engineering Research and Development Department

Peter C. Goldmark.....Director
Legal Department

Julius Brauner.....General Attorney
Howard L. Hausman.....Attorney

Mail, File and Mimeograph Department

Albert H. Bryant.....Manager of Mail, File
and Mimeograph Department

Network Sales Department

William C. Gittinger
Vice President in Charge of Sales
John J. Karol.....Network Sales Manager
William J. Fagan.....Administrative Manager
Allyn Jay Marsh.....Assistant Sales Manager
Charles E. Midgley, Jr.....Sales Service Manager
Chicago Office Network Sales, 410 North Michigan
Avenue

W. Donald Roberts.....Western Manager
Detroit Office Network Sales, Fisher Building
Joseph R. Spadea.....Detroit Representative

Personnel Department

Joseph H. Jackson.....Personnel Manager
Bennett W. Lowry.....Employment Manager
Arthur L. Jansen.....Job Analyst

Music Library

Julius Mattfeld.....Director of Music Library

Network Operations

Horace Guillotte...Manager of Network Operations

News and Public Affairs Division

Paul W. White.....Director of Public Affairs and News Broadcasts

Everett Holles

Assistant Director of News Broadcasts

Henry Wefing.....Night News Editor

J. W. Gerber.....Supervisor of Shortwave Listening

William J. Slocum, Jr.

Director of Special Events

Program and Operating Departments

Douglas Coulter

Vice President in Charge of Programs

William Fineshriver..Asst. Director of Broadcasts

R. S. Langham.....Co-ordinator of Broadcasts

James M. Seward.....Director of Operations

I. S. Becker.....Assistant Director of Operations

R. R. Ray.....Assistant to Director of Operations

Merritt Coleman

Assistant to Director of Operations

Education Division

Lyman Bryson.....Director of Education

Leon Levine.....Assistant Director

Helen Sioussat.....Director of Talks

Elinor Inman.....Director of Religious Broadcasts

General

James H. Fassett...Supervisor of Serious Music

Larry Puck.....Supervisor of Popular Music Programs and Talent Scout

Marjorie Morrow.....Casting Director

Lucile Singleton.....In Charge of Vocalists

Auditions and Record Library

Program Writing Division

Robert J. Landry...Director of Program Writing

Charles Monroe.....Acting Script Editor

Elwood Hoffman.....Script Editor

Mortimer Frankel.....Script Editor

Program Typing Division

Harriet Hess.....Supervisor of Program Typing

Sound Effects Division

Walter R. Pierson..Mgr. of Sound Effects Division

Max Uhlig.....Assistant Manager

Press Information

George Crandall...Director of Press Information

Arthur Perles.....Assistant Director

Charles F. Pekor.....Asst. to the Director

Walter Seigal..Manager of Photographic Division

Joan Lane.....Trade News Editor

Purchasing Department

John E. Forsander.....Purchasing Agent

Radio Sales

Representation of Columbia

Owned Stations

J. Kelly Smith.....General Manager, Chicago

Howard Meighan...Manager of Eastern Division
New York

Roger K. Huston...Manager of Central Division,
Chicago

Ole G. Morby.....Representative, San Francisco

Royal E. Penny.....Representative, Charlotte

Carter Ringlep.....Representative, St. Louis

Meredith Pratt.....Representative, Los Angeles

Research Department

John K. Churchill.....Director of Research

Oscar Katz.....Assistant Director of Research

Edward Reeve.....Chief Statistician

Reference Department

William C. Ackerman..Director Reference Dept.

Stanford Mirkin.....Mgr. of Program Research

Agnes Law.....Librarian

Sales Promotion and

Advertising Department

Paul M. Hollister...Vice President in Charge of
Advertising and Sales Promotion

John Fox.....Manager of Production

Thomas D. Connolly.....Manager of Station
Promotion and Merchandising

Louis Hausman..Manager of Presentation Division

Harry O'Brien.....Art Director

Dick Dorrance....Director of Promotion Service
for CBS Owned Stations

Shortwave Broadcasting and Latin American Affairs

(For Personnel, See Page 994)

Station Relations Department

H. V. Akerberg.....Vice President in Charge

Howard Lane.....Director of Station Relations

William A. Schudt Jr....Eastern Div. Field Mgr.
Los Angeles Office Station Relations

Columbia Square

Edwin Buckalew, Western Division Manager

Chicago Office Station Relations

410 N. Michigan Avenue

Ralph S. Hatcher, Central Division Manager

Washington Office Station Relations

Earle Building

Edward Yocum, Washington Manager

Television Department

Worthington Miner.....Manager of Television

Gilbert Seldes...Director of Television Programs

Technical Operations

Department

Henry Grossman...Dir. of Technical Operations

R. C. Thompson.....Manager of

Technical Operations, Eastern Division

Traffic Department

Hugh A. Cowham.....Commercial Engineer
in Charge of Traffic

A. H. Peterson.....Traffic Manager

New York City

WABC and WABC-FM, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager

G. Richard Swift.....Program Director

John Field, Jr.....Sales Manager

Henry Grossman.....Chief Engineer of WABC

Jules Dundes.....Sales Promotion Manager

J. E. Doyle.....Manager of Press Information

BOSTON, MASSACHUSETTS—WEEI
182 Tremont Street

Harold E. Fellows... Mgr. New England Operations
for CBS
Kingsley Horton... Assistant Manager-Director
of Programs and Sales
Walter Stiles, Jr.... Director of Engineering,
Sound and Transcriptions
John J. Murray... Manager of Accounting,
Personnel and Purchasing
Raymond G. Girardin... Production Manager and
Assistant Program Director
Marie Houlahan... Director of Press Information
Guy C. Cunningham... Director of Sales Promotion
H. Roy Marks... Assistant Sales Manager

CHARLOTTE, NORTH CAROLINA—WBT
Wilder Building

A. D. Willard, Jr.... General Manager
Royal E. Penny
Sales Manager and Radio Sales Representative
Charles H. Crutchfield... Program Director
William F. Carley... Director of Sales Promotion,
Press Information and Merchandising M/S
John S. Knell... News Editor and
Supervisor of Special Events
Edward J. DeGray
Supervisor of Accounting and Personnel
M. J. Miner... Chief Engineer

CHICAGO, ILLINOIS—WBBM and WBBM-FM
410 North Michigan Avenue

H. Leslie Atlas... Vice President in Charge of
Central Division and General Manager of WBBM
G. L. Van Volkenburg
Assistant General Manager
Walter Preston
Acting Director of Program Department
Urban Johnson... Chief Sound Technician
J. J. Beloungy, Manager of Technical Operations,
Central Division and Chief Engineer of WBBM
J. V. McLoughlin
Accountant, Office and Personnel Manager
James Crusinberry... News Editor
Jonathan W. Snow... Sales Promotion Manager
George T. Case... Assistant Program Director
Don E. Kelley... Director of Press Information

MINNEAPOLIS, ST. PAUL, MINN.—WCCO
625 Second Avenue, South

Austin E. Joscelyn... General Manager
Alvin Sheehan... Assistant General Manager
H. S. McCartney... Chief Engineer
Mary Doherty... Accountant

Sam H. Kaufman... Manager of Sales Promotion
and Director of Press Information

PACIFIC COAST
LOS ANGELES OFFICE, KNX
Columbia Square

D. W. Thornburgh... Vice President in Charge of
Western Division and General Manager of KNX
Harry W. Witt... Assistant General Manager
Charles D. Ryder, Jr.... Manager of Accounting,
Personnel and Purchasing
Lester Bowman... Mgr. Technical Operations
Western Division and Chief Engineer of KNX
Clinton Jones... News Editor
Hal Hudson... Western Program Director
Lloyd Brownfield... Press Information Director
Ralph W. Taylor... Manager of Sales Promotion
Fox Case... Director of Special Features
J. Archie Morton... Sales Manager
Ben Paley... Production Manager
Charles E. Morin... Sales Mgr. for Pacific Network
George L. Moskovics
Eastern Sales Mgr., Pacific Network and KNX
George W. Allen
Pacific Coast Network Program Director

SAN FRANCISCO OFFICE
Palace Hotel

Wayne Steffner... Manager

ST. LOUIS, MISSOURI—KMOX
401 South Twelfth Blvd.

Frank Falkner... General Manager
Arthur Casey... Assistant
Wendell B. Campbell 2nd... Assistant Station
Manager and Director of Operations
Harry Harvey... Chief Engineer
Jerry Hoekstra... Manager of Special Features
Robert F. DeVoe... Supervisor of Accounting,
Personnel and Office
William Zalken... Director of Press Information
David Mars
Director of Sales Promotion and Advertising
C. G. Renier... Director of Program Sales

WASHINGTON, D. C.—WTOP
Earle Building

Earl H. Gammons... Director of Washington Office
Carl Burkland... General Manager of WTOP
William D. Murdock... Assistant General Manager
Martin D. Wickett... Program Director
Clyde Hunt... Chief Engineer
Harry R. Crow... Supervisor of Accounting,
Personnel and Purchasing
Robert S. Wood... Director of Special Features

Stations Owned and Operated By

COLUMBIA BROADCASTING SYSTEM

WABC, New York, N. Y.
WBBM, Chicago, Illinois
WBT, Charlotte, North Carolina
WCCO, Minneapolis-St. Paul, Minn.

WTOP, Washington, D. C.
KMOX, St. Louis, Missouri
KNX, Los Angeles, California
WEEI, Boston, Massachusetts

MUTUAL BROADCASTING SYSTEM

THE war is being fought on all fronts across the seas. But it is sometimes being bought and sold on the broadcasting fronts for the wrong kind of profit far too much in a country which really has not fully experienced the tragedy and suffering of the present war.



EDGAR KOBAK

We talk suavely about all the programs we put on the air to speed victory and to make our active and wounded service men happier, but I feel strongly that in many cases we are neither speeding victory nor making those fighting for us more happy about some of the things we assume here at home. Too often we are talking, singing, playing and dramatizing our way into the complacency our military leaders have been trying so hard to make us realize is a mortal danger.

This message is written in a time of great changes, yet I feel unhappily certain that by the time it reaches you our attitude will not have changed sufficiently. In talking about this speeding to victory while men are dying and undergoing hardships in a way only those who have seen combat can really know, we become entangled in a great deal of untimely activity and promotion of plans for the post-war world.

The broadcasting industry itself in a number of respects has been guilty of such premature planning. Actually, the approach of radio, in presentations of great peacetime production projects, talks of comforts for home after victory, is frequently discussed by those on the inside of the industry with a realization that peace is quite possibly nowhere nearly as close to achievement as others think. Nevertheless, much of the material which goes on the air certainly has a strong tendency to lull listeners into a false sense of security.

It's been going on too long. A service man or woman on combat duty thinks of such things and often does what a Navy chaplain recently characterized as "a well-qualified layman offering a few appropriate remarks." Maybe the fighter doesn't even do that. Maybe he just screws up his face and says nothing with a feeling of bitterness.

The man in combat sometimes thinks of what we have been so casually describing as a post-war world when he has the moment of leisure which often doesn't come for weeks at a time. Of course he wants a world such as he knew to come back to.

Some of them were thinking of the life they might remake for themselves as they sat in canteens and read the newly begun post-war features in the Army newspaper, "Stars and Stripes," discussing from a fundamental standpoint, post-war civil aviation, housing, farming and education. But they well knew what tragedy was being created a few miles from them, and that "post-war" was a thing hard of achievement.

What's the use of building and sustaining a broadcasting industry if we lose the war? It still is possible to lose, even if at best through an unfortunate peace compromise.

How, then, will we be able to give those men who were lucky enough to come back, the jobs in an industry stultified because we were at least partially defeated?

How much does it mean for a broadcaster to tell the public what he is contributing in the way of programs toward winning the war? The public may some time awake with an unpleasant start and at an unpleasant time and remember that it was misled.

We need to be sobered up a bit. We need to forget about the immediate personal gain and think more of really winning the war instead of talking about it. We'd better start thinking about the actual price of victory so that broadcasters can blow their triumphal horns when we really win it and be able to give jobs to the men who fight for a better life for us all.

MUTUAL BROADCAST



**NETWORK FACILITIES
AS OF MAR. 1, 1945**

CASTING SYSTEM





MUTUAL BROADCASTING SYSTEM



NETWORK FACILITIES
AS OF MAR 1, 1945



MUTUAL



Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

Officers of the Corporation

Alfred J. McCosker
New York, Chairman of the Board

Edgar Kobak
New York, President and General Manager

Theodore C. Streibert
New York, Executive Vice-President

Lewis A. Weiss
Hollywood, Executive Vice-President

J. E. Campeau.....Detroit, Vice-President

Robert D. Swezey...New York, Vice-President
and Assistant General Mgr.

Phillips CarlinNew York, Vice-President
in charge of Programs

Z. C. Barnes.Vice-President in charge of Sales

Carl Haverlin
Vice-President in charge of Station Relations

E. M. Antrim.....Chicago, Secretary

J. E. Wallen.....New York, Treasurer

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Edgar KobakMBS, New York

E. M. Antrim.....WGN, Chicago

Hope E. Barroll, Jr.....WFBR, Baltimore

Willet H. Brown.....Don Lee, Hollywood

J. E. Campeau.....CKLW, Detroit

Chesser CampbellWGN, Chicago

H. K. Carpenter.....WHK, Cleveland

Benedict Gimbel, Jr.....WIP, Philadelphia

Leonard KapnerWCAE, Pittsburgh

Alfred J. McCosker

WOR, New York, CHAIRMAN

John Shepard III.....Yankee Network, Boston

Theodore C. Streibert.....WOR, New York

Lewis Allen Weiss.....Don Lee, Hollywood

Accounting Department

James E. Wallen.....Controller

James Burk.....Assistant Controller

George Ruppel.....Auditor

Executive Committee

Edgar KobakMBS, New York

Chesser CampbellWGN, Chicago

H. K. Carpenter.....WHK, Cleveland

John Shepard III.....Yankee Network, Boston

Theodore C. Streibert.....WOR, New York

Lewis Allen Weiss.....Don Lee, Hollywood

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak
President and General Manager

Robert D. Swezey.....Vice President and
Assistant General Manager

Legal Staff

Louis G. Caldwell.....Washington, D. C.

Andrew C. Hamilton.....Chicago

Emanuel DannettNew York

Program Department

Phillips Carlin Vice-President
in Charge of Programs
Adolph Opfinger Program Director
Harold Wagner ... Assistant Program Director
Bob Novak ... Commercial Program Manager
Edwin T. Otis, Commercial Program Supervisor
John Newhouse Night Program Manager
Floyd Mack Night Program Supervisor
Tom Slater Director of Special Features
and Sports
John Whitmore ... Manager of News Division
Edward Pettitt Broadcast News Editor
John Thornton Bureau Chief,
Pacific Area Headquarters

Publicity Department

Jim O'Bryon Publicity Director

Sales Department

Z. C. Barnes
Vice-President in Charge of Sales
Robert Somerville... Assistant to Z. C. Barnes
D. R. Buckham..... Eastern Sales Manager
Torrence Danley ... Manager of Sales Service

Sales Promotion and Research

Robert A. Schmid..... Director of Sales
Promotion and Research
Peter Zanphir Assistant Director of
Sales Promotion & Research
Harold Coulter
Manager of Audience Promotion
Richard Puff Manager of Research

MBS Foreign Correspondents

Milton Bracker Rome
David Brown Rome
Bob Brumby China
Sidney Fine Russia
Edmund Franke (Engineer) Pacific
Royal Arch Gunnison..... Philippines
Ted Hoskins Cairo and Athens
Seymour Korman France

Arnold Roston Art Director
James Tyler Advertising Director

Station Relations

Carl Haverlin Vice-President in
Charge of Station Relations
Charles Godwin... Assistant to Carl Haverlin
Leslie L. Learned
Manager of Engineering Traffic
James Mahoney Manager of Western
Division, Station Relations
Jerome Sill Manager of Eastern
Division, Station Relations
Lewis Tower Station Traffic Supervisor
Dorothy Driscoll... Manager of Station Traffic
Paul Hancock Statistician

Theater Management

Harry Miller .. Director of Theatre Operations

Chicago Staff

441 North Michigan Ave., Chicago,
Phone—Whitehall 5060

Adolph N. Hult..... Western Sales Manager
Carroll Marts
Midwestern Sales Service Manager
Gilbert McClelland.. Sales Promotion Manager
Myrtle Goulet Station Traffic Supervisor

Washington Staff

1627 K Street, N.W., Washington, D. C. (6)
Phone—Metropolitan 0012

Charter Heslep ... Washington Representative
in Charge of Operations

Arthur Mann ... France, Belgium, and London
Jack Mahon..... Pacific
Leslie Nichols Pacific
Arthur Primm Honolulu
Norman Paige Honolulu
John Steele London
John Thompson France
Arthur Veysey Sydney
Alfred Wagg India

A Advertising COVERAGE

Should Parallel DISTRIBUTION

Straight-thinking advertising men know, to get the most from every advertising dollar, COVERAGE must parallel DISTRIBUTION.

Rand McNally divides the United States into 366 Wholesale Trading Areas. In each area is one central city, whose wholesalers distribute consumer goods not only within that metropolitan zone, but also to the intermediate cities and rural areas surrounding them.

For example, Cincinnati is the wholesale "funnel" for 25 counties in Ohio, Indiana and Kentucky. 63.6% of its consumers live *outside* the central city zone, in 19 intermediate cities of 2500 population or more, and in the rural environs. These people buy 52.6% of Cincinnati's total food sales, 45.8% of Cincinnati's total drug sales, 46.3% of Cincinnati's total sales of all goods at retail.

Unless your advertising covers the intermediate cities and rural territories whose source of wholesale supply is Cincinnati, as thoroughly as it covers Cincinnati's city zone, you

may be failing to give adequate sales impetus to as much as half of the goods you ship into Cincinnati warehouses.

According to the 1944 Hooper continuing measurement studies, WLW delivers 50.3% of the nighttime audience in metropolitan Cincinnati—*plus* 55.8% of the audience in 19 intermediate cities, and 59.4% of the rural audience in the entire Trading Area.

There are 37 of these recognized Trading Areas in the four-state Merchandise-able Area of WLW-Land, and they represent a consumer goods market of \$3,300,105,000 annually.*

Parallel *thorough* DISTRIBUTION with *thorough* Advertising COVERAGE in this 3 billion dollar market, with one station, at one cost—probably the most efficient advertising buy in America.

*The Market Data Book.

WLW

DIVISION OF THE CROSLY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

THE broadcasting industry rendered a more significant service to the American public during 1944 than in any previous year in its history. For this was the third and most momentous year of the war and also the year of a presidential election. Day by day radio brought news from the fighting fronts and covered the political campaigns—

with promptness, accuracy and thoroughness. It informed and inspired those at home to fulfill their responsibilities in the cause of victory.

Reportorial Staff

World-wide news coverage was maintained by NBC's staff of fifty-seven reporters and commentators stationed in all parts of the world. At 12:41 A.M. on June 6th, when the first invasion flash was received, the NBC news staff had been ready for months to cover the momentous happenings of that day. NBC reporters accompanied the invasion forces to Normandy by sea and air, landed on the beaches and stayed with the troops as they moved through Normandy and Brittany across France and into Germany. NBC was similarly represented in the first B-29 raid over Japan and in the Philippine landings.

During the year, roughly 1200 hours on 2700 network programs were devoted solely to the war effort. The famous Army Hour, now in its third year, brought to millions of American homes every Sunday afternoon the Army's own first-hand reports of its activities of every front. NBC programs, both commercial and non-commercial, provided valuable support for the Fourth, Fifth and Sixth War Loan Drives, for the Red Cross and for a multitude of other home-front activities.

Headed by Maestro Arturo Toscanini, the NBC Symphony Orchestra—the world's first full-size, full-time symphony orchestra created especially for broadcasting—launched its eighth consecutive year over the NBC network.

The war-time need of the nation for

spiritual comfort was reflected during 1944 in an increase in the scope and variety of NBC religious programs. Of deep significance was the first broadcast of a Jewish religious service from Nazi Germany, which was presented by NBC shortly after the fall of Aachen in late October.

At the year-end, the NBC network comprised a total of 149 stations, compared with 142 at the end of 1943. Six stations are owned by NBC; the remaining 143 are independently owned and are associated with NBC in a contractual relationship.

Program Service

The National Broadcasting Company, the senior of America's four national network organizations, maintained its position of leadership in program service.

During the evening hours of two momentous days of 1944—D-Day, June 6th, and Election Day, November 7th—the total radio listening audience was more than 50 per cent above normal. Impartial surveys revealed that a far greater audience was tuned to NBC stations than to those of any other network.

The growing importance of television as a great post-war art and industry was reflected in the increase and diversity of television programs put on the air by NBC's pioneer New York station, WNBC.

Tele For Hospitals

Fifty-five television receivers have been installed in nine Army and Navy Hospitals in New York City and vicinity. Television programs of all types, particularly boxing bouts, are greatly enjoyed by the patients. The average audience per hospital television receiver is 35. On Election night, when visual reports and tabulations of the election returns were broadcast by television, a checkup of television sets in use showed that an average of eight persons gathered in front of each home receiver.

During 1944 approximately 425,000 visitors took the guided tour of the NBC New York studios. The total number of visitors during the eleven years since the NBC tours were inaugurated passed the five-million mark in October.

NATIONAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 1, 1945**

NATIONAL BROADCASTING COMPANY



NATIONAL BROADCASTING COMPANY
30 OF 100 PAGES

NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dunn, Gano	Mullen, Frank E.
Folsom, Frank M.	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.
Damrosch, Walter	Notestein, Mrs. Wallace
	Sarnoff, David

Officers

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Hedges, William S.	Vice-President	MacConnach, Lewis	Secretary
Kopf, Harry C.	Vice-President	Pfautz, C. E.	Assistant Secretary
Menser, Clarence E.	Vice-President		

DEPARTMENTS AND DIVISIONS

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Almonte, J. deJara.....Assistant to President
MacDonald, John H.,
 Vice-President in Charge of Finance
Morgan, Clayland T.....Assistant to President
Heath, Horton H.....Assistant to
 Vice-President & General Manager

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Rumple, Barry T.....Manager, Research Division
Gaines, James M.....Assistant Director
Forrest, Arthur L.
 Manager, Public Service Promotion
Cusack, Parmelee.....Art Director
Nelson, James H.,
 Manager, Network Sales Promotion
Samuels, Hartley L.....Manager, Program Promotion
Vail, Charles B. H....Manager, WEA-F Promotion

Continuity Acceptance Department

Mason, Joseph.....Manager

Controller's Department

McKeon, Harry F.....Controller
Kelly, Harold M.....Assistant Controller
McGeachie, Hugh R.....Assistant Controller

Engineering Department

Hcnson, O. B.,
 Vice-President & Chief Engineer
Clarke, William A...Manager, Technical Service
Guy, R. F.....Radio Facilities Engineer
McElrath, George.....Operations Engineer
Rackey, C. A.,
 Audio & Video Facilities Engineer
Shelby, R. E.....Development Engineer
Wankel, F. A.....Eastern Division Engineer

Finance Department

Myers, J. Robert.....Budget Officer

General Service Department

Lowell, Edward M.....Director
Monohan, George
 Manager of Protection Division

Guest Relations Department

Mack, Lathrop.....Manager
Walker, Albert.....Assistant Manager
Wahlstrom, John.....Executive Asst. Mgr.
Ervin, William.....Asst. Manager
Skutch, Ira.....Asst. Manager

Information Department

Barnard, Anita
 Manager of Correspondence Division

International Shortwave Department

Bate, Fred.....Manager

Television Department

Royal, John F.....Vice-President in Charge
Williams, John T.....Business Manager
Kelly, N. Ray..Manager of Production Facilities

Legal Department

Ashby, A. L...Vice-President & General Counsel
King, John P.....Attorney
Ladner, Henry.....Asst. Gen. Counsel
McCrossin, Edward J.....Attorney-Chicago
Olliphant, S. R.....Attorney
Tatum, Donn B.....Attorney-Hollywood
Hurt, Willson I.....Attorney-Denver
Wright, Gordon, Zachry, Parlin & Cahill
 New York & Washington Counsel

National Spot Sales Dept.

McConnell, James V.....Manager
Roux, William.....Assistant Manager
Tilenius, William O.....Assistant Manager

Network Sales Department

Witmer, Roy C.....Vice-President in Charge
Frey, George H.....Sales Service Manager
Greene, F. Melville.....Sales Traffic Manager
Hitz, Edward R..Asst. to Vice-President in Charge
Showerman, I. E.....Eastern Sales Manager

News & Special Events Dept.

Brooks, William.....Director
Meyers, Jcseph
 Manager in Charge of Special Events
Schneider, Adolph..Acting Manager of Operations

Personnel Department

de la Ossa, Ernest.....Personnel Director

Press Department

Eiges, Sydney H. Manager
Knode, Tom. Assistant Manager

Program Department

Menser, Clarence L. Vice-President in Charge
Robb, Arch. Night Program Manager
Belviso, Thomas H. Manager, Music Library
Black, Frank. General Music Director
Brainard, Bertha. Assistant to
Vice-President, Manager Program Sales
Murphy, Winifred. Supervisor of Booking Office
Provost, de Lancey. Assistant to Manager, WEA
Sniffin, Evelyn. Supervisor of Business Office
Chotzinoff, Samuel. Manager of Music Division
Damrosch, Walter. Music Counsellor
Kelly, Patrick J. Supervisor of Announcers
Knopfke, Frederick G. Sound Effects Manager
McGray, Thomas. Eastern Program Manager
Stern, William. Director of Sports
McDonagh, Richard. Manager of Script
Wright, Wynn. National Production Manager

Public Service Department

Angell, James Rowland. Public Service Counselor
Herrick, Dwight. Manager
Chase, Gilbert. Specialist,
Latin American Music and Literature
Cuthbert, Margaret. Director of
Women's & Children's Programs
Fisher, Sterling. Asst. Pub. Serv. Counselor
Jordan, Max. Director of Religious Broadcasts
Wagner, Jane. Director, Home Economics
Corwith, Doris. Assistant to Manager

Radio Recording Department

Egner, C. Lloyd. Vice-President in Charge
Cloutier, Norman
Manager of Thesaurus Programs
Davison, Walter B.,
Assistant Sales Manager—Agencies
Hamilton, Morris. Program Manager
Friedheim, Robert W. Eastern Sales Manager
Hayes, Henry. Asst. to V.-P., Office Manager
Parsons, Willis B. Asst. Sales Manager
and Sales Promotion Manager

Stations Departments

Hedges, William S. V.-P. in Charge of Stations
Woolley, Easton C. Asst. to Vice-President
Hickox, Sheldon B., Jr. Mgr. of Station Relations
Mathew, Steere. Asst. Mgr. Traffic Dept. &
Supervisor Commercial Traffic

Woodman, Harry A. Mgr. Traffic Dept.
Merryman, Philip I.,
Facilities Development & Research

Central Division—Chicago

Merchandise Mart

Postal District, Chicago 54.

Phone: Supervisor 8300

Kopf, H. C. Vice-President & Manager
Carlson, Emmons C.

Sales Promotion & Adv. Manager

Chizzini, Frank. Manager of Radio Recording
Drips, William

Agricultural Public Relations Representative

Livezey, Henry D. Manager of Guest Relations

Ray, William B. Mgr. News & Special Events

Danielson, Eric. Program Traffic Supervisor

Guilbert, Robert M. Continuity Acceptance Mgr.

Herbuevaux, Jules. Program Manager

Kaney, A. W. Manager Stations Relations

Kendall, Robert

Program and Talent Sales Mgr.

Luttgens, Howard C. Division Engineer

McCluer, Paul. Network Sales Manager

McCrossin, Edward J. Attorney

Morton, Oliver

National Spot & Local Sales Mgr.

Ryan, Jack. Manager of Press Relations

Waller, Judith C. Director, Public Service

Murphy, William J. Script Manager

Whalley, John F. Auditor and Office Mgr.

Western Division— Hollywood

Sunset Blvd. & Vine St.

Postal District 28

Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge

Berend, Frank. Sales Manager

Bock, Harold. Manager, Press Dept.

Delleff, F. V. Auditor

Ford, Frank

Sales Promotion & Adv. Manager

Frost, Lewis

Asst. to Vice-Pres. & Program Mgr.

Gale, Paul. Traffic Manager

Tatum, Donn B. Attorney

Pierce, Jennings

Dir. of Public Service & Station Relations

Robb, Alex

Program, Talent Sales & Package Sales Manager

Norman, Donald. Manager, National Spot Sales

Hale, Evelyn. Guest Relations Manager

Turner, Oscar. Radio Recording Manager

Wiley, Howard. Production Manager

Donald Hourath. Continuity Acceptance Manager

San Francisco

Elwood, John.....Manager, KPO

Washington, D. C.

Trans-Lux Bldg.

Phone: Republic 4000

Russell, Frank M.....Vice-President in Charge
Goldenstroth, R. G.....Auditor
Cooper, Donald H.....Acting Engineer in Charge
Glascock, Mahlon.....Sales Manager
McAndrews, Wm. R.....Dir. News & Special Events
Wheeler, George.....Assistant Manager
Shawn, Fred.....Program Manager
Smith, Carleton D.....Manager

Operated Stations

CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.
MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.
Smith, Carleton D., Manager, Station WRC
SAN FRANCISCO, CALIF.
Elwood, John W., Manager, Station KPO

Treasurer's Department

Teichner, R. J.....Treasurer
Bloxham, William D.....Purchasing Agent
Terwilliger, C. G.....Mgr. Credit & Collections
Williams, William A.....Assistant Treasurer

Commentators, Correspondents and Newscasters

ADMINISTRATIVE STAFF

William F. Brooks
Director of News and Special Events
Francis C. McCall
Manager of Pacific Operations
Adolph Schneider
News Editor; Acting Manager of Operations
Joseph Meyers
Assistant Manager for Special Events
Ann Gillis.....Assistant to the Director
William McAndrew

Washington Newsroom Manager
Edward Wallace...Cleveland Newsroom Manager
William B. Ray.....Chicago Newsroom Manager
Carl Mehl.....Denver Newsroom Manager
Joseph Alvin...Western Division News Manager
Charles Cooney

San Francisco Newsroom Manager
Stanley P. Richardson.....London Manager

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WASHINGTON—Richard Harkness, Morgan Beatty, Leif Eid, Henry C. Cassidy, Kenneth

Banghart, Don Fisher, Raine Bennett, Robert McCormick.

CLEVELAND—Edward Wallace.

CHICAGO—Alex Dreier and Clifton Utley.

SAN FRANCISCO—Elmer Peterson and Larry Smith.

HOLLYWOOD—Sam Hayes, Art Baker and Fleetwood Lawton.

LONDON & WESTERN FRONT—Edwin Haaker, John MacVane (3rd Army), Merrill Mueller (Eisenhower Hq.), David Anderson (British 21st Army), James Cassidy (1st Army), Chester Morrison (London), Wright Bryan (Captured—in Germany), and Ruth Cowan.

SOUTH PACIFIC—George Folster and Owen Flaherty.

CENTRAL PACIFIC—John Cooper, James Wahl and Wilson K. Foster.

MOSCOW—Robert Magidoff, Eddie Gilmore and Daniel DeLuca.

CHUNGKING—Spencer Moosa.

BUENOS AIRES—Stanley Ross.

ROME—Grant Parr.

STOCKHOLM—Bjorn Bjornson.

BERNE—Paul Archinard.

CAIRO—Guthrie Janssen.

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOnagacre 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Arthur Wolf
Vice-President William Wolf
Secretary-Treasurer Sidney J. Wolf
Director Joseph Bayer

Offices

New York

580 Fifth Avenue
Phone, LOnagacre 3-2221

President Michael M. Sillerman
Director of Station Relations Mort Adams
Sales & Promotion Consultant Alvin Austin
Statistician Irene Douglas
Office Manager Rosita Seale
Account Executive Albert F. Dykes
Account Executive Noel A. Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer Sidney J. Wolf
Accountant Elizabeth M. Mueller
Western Sales Manager Naylor Rogers

Hollywood

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hollywood 5338

Program Director Elaine N. Gonda

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 210 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of 28 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.



LOST- YESTERDAY

FCC figures show that about one-third of the nation—in small town and rich rural "Beyond-Metropolitan" areas—receives unsatisfactory coverage, or none at all, from major wired network stations. Therefore, these millions of listeners were lost to national advertisers—"national" in theory but not in fact. Then came KBS.

KEYSTONE NETWORK

FOUND- TODAY



National advertisers now reach these lost millions via the Keystone transcription network. For Hooper surveys* prove that the vast majority of people in the significant "Beyond-Metropolitan" areas surveyed listen predominantly to their own local Keystone stations. KBS delivers this huge NEW mass of audience at the lowest cost per actual listener in history. Join the leading national advertisers now extending their network programs to KBS markets.

*Detailed survey on request.

THIS IS THE KEYSTONE

GREATERTOMORROW



"Beyond-Metropolitan" America will continue and expand its present all-time-high prosperity. Says distribution chief Nelson A. Miller, Dep't. of Commerce, "In the post-war competitive market . . . the small town and rural market must be brought into selling programs in a big way, fully in proportion to its size and improved quality."

ONLY Keystone affords radio advertisers exclusive network coverage in this indispensable sector of the nation.

BROADCASTING SYSTEM

THIS IS "BEYOND-METROPOLITAN" AMERICA



208 STATIONS COAST TO COAST!



STREAMLINED!

- ONE OPERATION INSTEAD OF 208
- ONE TIME ORDER
- ONE TIME CLEARANCE
- ONE SCHEDULE
- ONE MECHANICS OPERATION
- ONE SOURCE FOR AFFIDAVITS
- ONE INVOICE

Let the KBS representative tell you the complete story. KEYSTONE BROADCASTING SYSTEM, Inc.,

New York City 19, Chicago 2, Hollywood 28

KEYSTONE NETWORK

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..... L. D. Bradbury

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,
 Yuma; KGLU, Safford; 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

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager..... Albert D. Johnson
 Program Manager..... J. R. Williams
 Commercial Manager..... John L. Hogg
 KTUC Manager..... Lee Little
 KSUN Manager..... 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
 Director of Operations..... H. E. Westmoreland
 Promotion Manager..... H. H. Sonnenburg
 WMGF Manager..... Harry Hyett
 WHLB Manager..... Greg Rouleau

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,

Minn.; WHLB, Virginia, Minn.; WEAU, Eau
 Claire; WJMC, Rice Lake.

REPRESENTATIVE

George P. Hollingsbery Co.

★

Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 3-0747

PERSONNEL

President..... Harold H. Meyer
 Director..... Glover DeLaney
 Director..... Ivon Newman
 Director..... Richard Davis
 Director..... Sam Elman
 Director..... Levon Thomas

STATIONS

WNAB, Bridgeport; WATR, Waterbury;
 WSRR, Stamford; WNLC, New London; WELL,
 New Haven; WTHT, Hartford.

REPRESENTATIVES

Helen Wood, New York

Bertha Bannan (Boston)

★

Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.

Phone: Dial WOPI

PERSONNEL

President & Gen. Mgr., WOPI... W. A. Wilson
 WKPT General Manager..... Jess Swicegood

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 38, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

President..... Thomas S. Lee
 V-P & General Manager... Lewis Allen Weiss

V-P & Assistant General Manager
 Willet Brown
 General Sales Manager..... Sydney Gaynor
 Assistant Gen. Sales Mgr... Henry Gerstenkorn
 Exec. Asst. in Production..... Pat Campbell
 Publicity Director..... Fair Taylor
 News Editor..... Les Mawhinney

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; KHJFM, Hollywood; W6XOA (Television station), Hollywood.

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; KFJL, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KSLM, Salem.

Northwest (Washington): KMO, Tacoma; KIT, Yakima.

KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla; KIT, Yakima.

Idaho: KRLC, Lewiston; KWAL, Wallace.
 Supplementary: KGMB, Honolulu, Hawaii; KHBC, Hilo, Hawaii; CKWX, Vancouver, B. C.

NATIONAL REPRESENTATIVE

John Blair & Co.



Georgia Broadcasting System

(Selling Group; not available as a network)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

PERSONNEL

Executive Manager..... J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE

Spot Sales, Inc.



Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

Associate Manager (WGST)..... Frank Gaither

General Manager (WTOC)..... W. T. Knight

General Manager (WMAZ)..... Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE

The Katz Agency



Intermountain Network

Hotel Ben Lomond, Ogden, Utah

Phone: 5721

PERSONNEL

General Manager..... George C. Hatch

Sales & Gen. Manager... Lynn L. Meyer
 Production Manager..... Kenyon Bennett
 Chief Engineer..... D'Orr Cozzens

STATIONS

KLO, Salt Lake City, Ogden; KVNU, Logan, Utah; KOVO, Provo; KEUB, Price; KVRS, Rock Springs, Wyo.; KID, Idaho Falls, Idaho.

BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah

Phone: 4-1843

Gen. Sales Manager..... Lynn L. Meyer

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.



Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.

Phone: Harrison 1161

PERSONNEL

Sales Manager..... Don Davis

Program Co-Ordinator..... John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Bob Laubengayer

(KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita;

KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.



The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)

Riverside 5663

PERSONNEL

Chairman of Operating Committee. O. L. Taylor

Managing Director..... Clyde B. Melville

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston;

KRIS, Corpus Christi; K TSA, San Antonio;

KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

NATIONAL REPRESENTATIVES

Taylor-Howe-Snowden Radio Sales



Maryland All-Home Network

10 East North Ave., Baltimore 2, Md.

Phone: Mulberry 1300

PERSONNEL

Director of National Sales

Andrew H. Hilgartner

Director of Local Sales..... William S. Pirie

STATIONS

WFBR, Baltimore, Md.; WBOC, Salisbury,

Md.; WJEJ, Hagerstown, Md.

NATIONAL REPRESENTATIVES

John Blair & Co.



Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
 Sales Manager.....J. Robert Gulick
 Technical Director.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.;
 WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.;
 WAZL, Hazleton, Pa.; WEST, Easton, Pa.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.
 Radio Advertising Co.



Michigan Radio Network

Operated by the King-Trendle Broadcasting
 Corp.

Stroh Bldg., Detroit, Mich.
 Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
 Gen. & Comm. Mgr.....H. Allen Campbell
 Adv. & Sales Prom. Mgr.....Lambert B. Beeuwkes

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay
 City; WFDF, Flint; WJIM, Lansing; WIBM, Jack-
 son; WELL, Battle Creek; WLAV, Grand
 Rapids; WSOO, Saulte Ste. Marie; WDBC,
 Escanaba; WDMI, Marquette; WHDF, Calumet;
 WJIM, Lansing; WKBZ, Muskegon.

REPRESENTATIVE

Paul H. Raymer Co.



McClatchy Beeline

708 Eye St., Sacramento 4, Cal.
 Phone: Sacramento 25011

PERSONNEL

President.....Eleanor McClatchy
 National Sales Mgr.....Robert A. Street

STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.;
 KFBK, Sacramento, Cal.; KWG, Stockton, Cal.;
 KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer Company



**Mississippi Broadcasters
 Association**

Hewes-Martin Building, Gulfport, Miss.
 Phone,

PERSONNEL

President....Hugh O. Jones, WGCM, Gulfport
 Vice-President. Hugh M. Smith, WAML, Laurel
 Secretary-Treasurer

Emmet H. McMurry, WJPR, Greenville

DIRECTORS

P. K. Ewing, Jr., WMIS, Natchez, Miss.; W. P.
 Harris, WJOX, Jackson, Miss.; Bob McRaney,

WCBI, Columbus, O.; L. M. Sepaugh, WSLI,
 Jackson, Miss.; C. J. Wright, WFOR, Hatties-
 burg, Miss.



**New England Regional
 Network**

26 Grove St., Hartford, Conn.
 Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
 Lee B. Wailes, John J. Boyle, Wm. H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.;
 WJAR, Providence, R. I.; WLBZ, Bangor, Me.;
 WTIC, Hartford, Conn.; WFEA, Manchester,
 N. H.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company



**North Central Broadcasting
 System, Inc.**

E-622 First National Bank Bldg., St. Paul, Minn.
 Phone: Cedar 8579

PERSONNEL

President.....John W. Boler
 Vice-President & Gen. Mgr.....Donn Clayton
 Secretary.....E. Iverson
 Comptroller.....F. Tibeau
 Merchandise Mgr.....B. H. Onde

STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood,
 Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-
 Moorhead, Minn.; KGDE, Fergus Falls, Minn.;
 WMFG, Hibbing, Minn.; WLLO, Minneapolis-
 St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM,
 Willmar, Minn.; KWNO, Winona, Minn.;
 KGCU, Bismarck-Mandan, N. D.; KDLR, Devils
 Lake, N. D.; KSJB, Jamestown, N. D.; KLPM,
 Minot, N. D.; KABR, Aberdeen, S. D.; WATW,
 Ashland, Wisc.; WEAU, Eau Claire, Wisc.;
 WDSM, Superior, Wisc.; WHDF, Calumet,
 Mich.; WDBC, Escanaba, Mich.; WDMJ, Mar-
 quette, Mich.; KOVC, Valley City, N. D.;
 KELD, Sioux Falls, S. D.; KSOD, Sioux Falls,
 S. D.; KOBH, Rapid City, S. D.; KTRI, Sioux
 City, Iowa; KFJB, Marshalltown, Iowa; KRDS,
 Clinton, Iowa; KDTH, Dubuque, Iowa; KICD,
 Spencer, Iowa.

BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill.
 8 East 41st St., New York, N. Y.



**Northern Broadcasting &
 Publishing, Ltd.**

Thomson Bldg., Timmins, Ont., Canada
 Phone: 500

PERSONNEL

President.....R. H. Thomson

Secretary-Treasurer.....S. F. Chapman
 Manager (CKGB).....H. Freeman
 Manager (CJKL).....C. Chambers
 Manager (CFCH).....Cliff Pickrem
 Manager (CHEX).....H. Cooke
 Manager (CKWS).....J. Davidson

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
 Manager.....R. Leslie
 1010 University Tower, Montreal, Quebec
 Manager.....Roy Hoff



Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
 Phone, Cedar 5511

Sales Office: c/o KSTP, Radio City, Minneapolis 2, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
 Treasurer.....Kenneth M. Hance
 Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYZ, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.



The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOMA, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales



Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
 Oklahoma City, Okla.

Phone: 2-3291

PERSONNEL

General Manager (KOMA).....Kenyon Brown
 Sales Prom. Mgr.....Webster L. Benham, Jr.
 Dir. of Programs & News.....Bill Bryan
 Chief Engineer.....M. W. Thomas
 Production Manager.....Paul Bueinning

STATIONS

KOMA, Oklahoma City; KTUL, Tulsa; KWFT, Wichita Falls, Texas.

NATIONAL REPRESENTATIVE
 Free & Peters, Inc.



Pacific Broadcasting Co.

914 Broadway, Tacoma 1, Wash.
 Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
 Traffic Manager.....John K. Clarke
 Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJL, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany; KBND, Bend; KSLM, Salem, Ore.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview; KUIN, Lewiston; KVVU, Walla Walla.

Idaho: KWAL, Wallace; KRCL, Grapewin.

Canada: CKWX, Vancouver, B. C.

REPRESENTATIVE

John Blair & Co.



The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
 Phone Locust 7700

PERSONNEL

General Manager.....Leon Levy
 Asst. Manager.....P. J. Sharkey
 Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDEA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAZ, Wilkes-Barre; WRAC, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).



Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
 Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
 Manager (WJDX).....Wiley Harris
 Manager (WSMB).....H. Wheelahan
 Manager (KARK).....G. E. Zimmerman
 Manager (KWKH).....John C. McCormack

★

Southern Minnesota Network

101 N. Second St., Mankato, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher
 KROC Manager.....Gerald Wing
 KATE Manager.....Ed. L. Hayek

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
 Manager (WBAP).....George Cranston
 Manager (WOAI).....Hugh A. L. Half
 Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2; WOAI, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network

1201 West Lancaster Ave., Fort Worth 1, Texas
 Phone: 3-9363

PERSONNEL

President.....Gene L. Cagle
 General Manager.....Gene L. Cagle
 Assistant General Manager...Frances Griffith
 Program Director.....Boyd Kelley
 Chief Accountant.....D. C. Hornburg
 Traffic Manager.....Forrest Clough
 Merchandising Director.....L. R. Duffy
 Chief Engineer.....Truett Kimzey
 Musical Director.....Frances Kay

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KABC,

San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRD, Longview; KMAC, San Antonio; KBWD, Brownwood.

NATIONAL REPRESENTATIVE

Weed & Co.

★

The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
 Phone 6411

PERSONNEL

President.....Fred Fletcher, WRAL
 Secretary.....Harry Bright, WGBR
 Treasurer.....Allen Wannamaker, WGTM
 Program Director.....Ray Reeve
 Sales Manager.....Raymond Cobb
 Vice-President.....Louis Howard, WHIT

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
 Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
 Traffic Manager.....Catherine Gleason
 Engineer.....John Orth

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE

Philip P. Allen

★

West Virginia Network

CHARLESTON BROADCASTING CO.

1016 Lee St., Charleston, W. Va.
 Phone: 28-131

PERSONNEL

President.....John A. Kennedy
 Managing Director & V.P....Howard L. Chernoff
 Sales Manager.....Howard L. Chernoff
 Promotion Manager.....Elizabeth Camp
 Program Director.....Joseph Hergot
 Production Manager.....Berton Sonis
 Musical Director.....Leah Perry
 Technical Supervisor.....Odes Robinson
 WBLK Manager.....George Blackwell
 WPAR Manager.....George Clinton
 WSAZ Manager.....Marshall Rosene
 WCHS Manager.....Howard L. Chernoff

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington. FM applications filed for these stations.

NATIONAL REPRESENTATIVE

The Branham Co.



Wisconsin Network, Inc.

Nash Building

Wisconsin Rapids, Wisc.

Phone: 90

PERSONNEL

President.....W. F. Huffman
V.P. & Managing Dir.....Don C. Wirth
Secretary.....Geo. T. Frechette

STATIONS

Basic Stations: WRJN, Racine; WCLO, Jamesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc; WBKH, La Crosse; WDSM, Superior.



The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.

Phone: 6-5461

President.....Roy C. Kelley
Gen. Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron, WJLB, Detroit; WKBZ, Muskegon; WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBK, Detroit, Mich.



The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President.....William O'Neil
Executive Vice-President.....Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide

Assistant Controller.....Howard F. Wright
Station Relations.....Barbara Sprague
Sales Executive.....Gordon Jenkins
Editor, Yankee Network News Service,
Robert Meyers

Director of Merchandising and Promotion,
James S. Powers

Director of Merchandising,
Arthur Lathrop

Director of Publicity.....Phyllis Doherty
Director of Special Events.....Lester Smith
Chief Engineer.....Irving Robinson
Program Director.....George W. Steffy
War Program Manager.....Geo. W. Steffy

EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard
3rd, Vice-Chairman; James W. Haggerty.

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen;
Samuel Smith Poor; James W. Haggerty; John
Shepard 3rd; Henry Linus Travers; Frank
Knowlton.

STATIONS

WNAC, Boston; WHIT, Hartford; WEAN,
Providence; WAAB, Worcester; WICC, Bridge-
port; WCSH, Portland; WLBZ, Bangor; WFEA,
Manchester; WSAR, Fall River; WHEB, Ports-
mouth, N. H.; WLLH, Lowell and Lawrence;
WLNH, Laconia; WRDO, Augusta; WNLG, New
London; WHAL, Greenfield; WCOU, Lewiston
and Auburn; WBRK, Pittsfield; WSYB, Rutland,
Vt.; WATR, Waterbury, Conn.; WEIM, Fitch-
burg; WHYN, Holyoke.

BRANCH OFFICES

604 State Mutual Bldg., Worcester 8, Mass.
Phone: Worcester 6-1411
WAAB Manager.....H. Wm. Koster
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Manager.....Jos. Lopez
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121
WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



Z Net

P. O. Box 1956, Butte, Montana

Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.

WEST COAST REPRESENTATIVE

Pacific Northwest Broadcasters

STATIONS
OF THE UNITED STATES



Alphabetical Listing



*Standard Stations Indexed
By Call Letters—Frequency
Power and Kilocycles*



*Standard Stations Indexed
By Cities—Network Affiliation*



*Stations Alphabetically
Listed By States—Personnel
Other Detailed Information*

Index Of The Standard Stations Of The United States

Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	1450	250	617
KABR	Aberdeen, S. D.	1420	5000	599
KADA	Ada, Okla.	1230	250	561
KALB	Alexandria, La.	1240	250	441
		580	1000 C. P.	441
KALE	Portland, Ore.	1330	5000	567
KALL	Salt Lake City, Utah	910	1000 C. P.	623
KAND	Corsicana, Texas	1340	250	609
KANS	Wichita, Kans.	1240	250	434
KARK	Little Rock, Ark.	920	5000	354
KARM	Fresno, Calif.	1430	5000	358
KASA	Elk City, Okla.	1240	100	562
KAST	Astoria, Ore.	1230	250	565
KATE	Albert Lea, Minn.	1450	250	471
KAVE	Carlsbad, N. M.	1240	250	500
KBIX	Muskogee, Okla.	1490	250	562
KBIZ	Ottumwa, Iowa	1240	250	426
KBKR	Baker, Ore.	1490	250	565
KBND	Bend, Ore.	1340	250	566
KBON	Omaha, Neb.	1490	250	492
KBPS	Portland, Ore.	1450	100	569
KBST	Big Spring, Texas	1490	100	608
KBTM	Jonesboro, Ark.	1230	250	...
KBUR	Burlington, Iowa	1490	250	423
KBWD	Brownwood, Texas	1380	500	609
KCKN	Kansas City, Kans.	1340	250	433
KCMC	Texarkana, Texas	1230	250	619
KCMO	Kansas City, Mo.	1480	1000	485
KCRA	Sacramento, Calif.	1340	250 C. P.	367
KCRC	Enid, Okla.	1390	1000	562
KDAL	Duluth, Minn.	610	1000	471
KDB	Santa Barbara, Calif.	1490	250	372
KDFN	Casper, Wyo.	1470	1000	645
KDKA	Pittsburgh, Pa.	1020	50000	585
KDLR	Devils Lake, N. D.	1240	250	543
KDNT	Denton, Texas	1450	100	611
KDON	Monterey, Calif.	1240	250	365
KDRO	Sedalia, Mo.	1490	250	487
KDTH	Dubuque, Iowa	1370	1000	425
KDYL	Salt Lake City, Utah	1320	5000	623
KECA	Los Angeles, Calif.	790	5000	359

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KEEW	Brownsville, Texas	1490	100	608
KELA	Centralia-Chehalis, Wash.	1470	1000	629
KELD	El Dorado, Ark.	1400	250	353
KELO	Sionx Falls, S. D.	1230	250	599
KENO	Las Vegas, Nev.	1400	250	493
KERN	Bakersfield, Calif.	1410	1000	357
KEUB	Pree, Utah	1350	250	622
KEVR	Seattle, Wash.	1090	250	630
KEX	Portland, Ore.	1190	5000	569
KEYS	Corpus Christi, Texas	1490	250	609
KFAB	Lincoln, Neb.	1110	10000	491
KFAC	Los Angeles, Calif.	1330	1000	359
KFAM	St. Cloud, Minn.	1150	250	476
KFAR	Fairbanks, Alaska	610	5000	647
KFBB	Great Falls, Mont.	1310	5000	489
KFBC	Cheyenne, Wyo.	1240	250	645
KFBI	Wichita, Kans.	1070	1000	434
KFBK	Sacramento, Calif.	1530	10000	367
KFDA	Amarillo, Texas	1230	250	607
KFDM	Beaumont, Texas	560	1000	608
KFEL	Denver, Colo.	950	5000	374
KFEQ	St. Joseph, Mo.	680	5000	486
KFFA	Helena, Ark.	1490	250 C. P.	353
KFGQ	Boone, Iowa	1260	250	423
KFH	Wichita, Kans.	1330	5000	435
KFI	Los Angeles, Calif.	650	50000	360
KFIO	Spokane, Wash.	1230	250	632
KFIZ	Fond-Du-Lac, Wis.	1450	250	639
KFJB	Marshalltown, Iowa	1230	250	426
KFJI	Klamath Falls, Ore.	1210	100	566
KFJM	Grand Forks, N. D.	1440	500	543
KFJZ	Fort Worth, Texas	1270	5000	613
KFKA	Greeley, Colo.	910	1000	376
KFKU	Lawrence, Kans.	1250	1000	433
KFLW	Klamath Falls, Ore.	1450	250 C. P.	567
KFMB	San Diego, Calif.	1450	250	369
KFNF	Shenandoah, Iowa	920	500	426
KFOR	Lincoln, Neb.	1240	250	492
KFOX	Long Beach, Calif.	1280	1000	359
KFPW	Fort Smith, Ark.	1400	250	353
KEPY	Spokane, Was.	920	5000	632
KFQD	Anchorage, Alaska	790	1000	647
KFRC	San Francisco, Calif.	610	5000	370
KFRE	Fresno, Calif.	1340	250	358
KFRU	Longview, Texas	1370	1000	615
KFRU	Columbia, Mo.	1400	250	483
KFSD	San Diego, Calif.	600	1000	369
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	359
KFUN	Las Vegas, N. M.	1230	250	500
KFUO	St. Louis, Mo.	850	5000	487
KFVD	Los Angeles, Calif.	1020	1000	360
KFVS	Cape Girardeau, Mo.	1400	250	483
KFWB	Los Angeles, Calif.	980	5000	360
KFXD	Nampa, Idaho	1230	250	402
KEXJ	Grand Junction, Colo.	920	500	376
KFXM	San Bernardino, Calif.	1240	250	369
KFYO	Lubbock, Texas	1340	250	615
KFYR	Bismarek, N. D.	550	5000	543
KGA	Spokane, Wash.	1510	10000	632
KGB	San Diego, Calif.	1360	1000	369
KGBS	Harlingen, Texas	1240	250	614
KGBX	Springfield, Mo.	1260	5000	487

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KGCU	Mandan, N. D.	1270	250	544
KGCX	Sidney, Mont.	1180	1000	490
KGDE	Fergus Falls, Minn.	1230	100	473
KGDM	Stockton, Calif.	1140	5000	372
KGEK	Sterling, Colo.	1230	100	377
KGER	Long Beach, Calif.	1390	5000	359
KGEZ	Kallispell, Mont.	1340	100	490
KGFF	Shawnee, Okla.	1450	250	564
KGfJ	Los Angeles, Calif.	1230	100	362
KGFL	Roswell, N. M.	1100	100	501
KGFW	Kearney, Neb.	1340	250	491
KGfX	Pierre, S. D.	630	200	599
KGGF	Coffeyville, Kans.	690	500	431
KGGM	Albuquerque, N. M.	1260	1000	500
KGfH	Pueblo, Colo.	1350	500	377
KGHI	Little Rock, Ark.	1230	250	354
KGHL	Billings, Mont.	790	5000	488
KGIR	Butte, Mont.	1370	5000	489
KGfW	Alamosa, Colo.	1150	250	371
KGKB	Tyler, Texas	1490	250	619
KGKL	San Angelo, Texas	1400	250	617
KGKO	Fort Worth, Texas	570	5000	613
KGKY	Scottsbluff, Neb.	1490	250	493
KGLO	Mason City, Iowa	1300	5000	426
KGLU	Safford, Ariz.	1450	250	352
KGMB	Honolulu, Hawaii	590	5000	649
KGNC	Amarillo, Texas	1440	1000	607
KGNO	Dodge City, Kans.	1370	250	431
KGQ	San Francisco, Calif.	810	7500	370
KGU	Honolulu, Hawaii	760	2500	649
KGVO	Missoula, Mont.	1290	1000	490
KGW	Portland, Ore.	620	5000	569
KGy	Olympia, Wash.	1240	250	630
KHAS	Hastings, Neb.	1230	250	491
KHBC	Hilo, Hawaii	1230	250	649
KHBG	Okmulgee, Okla.	1240	250	564
KHJ	Los Angeles, Calif.	930	5000	362
KHMO	Hannibal, Mo.	1340	250	183
KHQ	Spokane, Wash.	590	5000	632
KHSL	Chico, Calif.	1290	1000	357
KHUB	Watsonville, Calif.	1340	250	373
KICA	Clovis, N. M.	1240	250	500
KICD	Spencer, Iowa	1240	100	429
KID	Idaho Falls, Idaho	1350	500	402
KIDO	Boise, Idaho	1380	1000	402
KIEM	Eureka, Calif.	1480	1000	358
KIEV	Glendale, Calif.	870	250	358
KILO	Grand Forks, N. D.	1140	500	543
KINY	Juneau, Alaska	1460	1000 5000 C. P.	647
KIRO	Seattle, Wash.	710	50000	630
KIT	Yakima, Wash.	1280	1000	634
KIUL	Garden City, Kans.	1240	250	431
KIUN	Pecos, Texas	1400	100	617
KIUP	Durango, Colo.	1400	250	376
KJBS	San Francisco, Calif.	1100	500	370
KJR	Seattle, Wash.	1000	5000	630
KLBM	La Grande, Ore.	1450	250	567
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	622
KLPM	Minot, N. D.	1390	1000	544
KLRA	Little Rock, Ark.	1010	1000 d., 5000 n.	354
KLS	Oakland, Calif.	1310	1000	366

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KLUF . . .	Galveston, Texas	1100	250	614
KLX . . .	Oakland, Calif.	910	1000	365
KLZ . . .	Denver, Colo.	560	5000	375
KMA . . .	Shenandoah, Iowa	960	5000	126
KMAC . . .	San Antonio, Texas	1210	250	618
KMBC . . .	Kansas City, Mo.	980	5000	485
KMED . . .	Medford, Ore.	1110	1000	567
KMJ . . .	Fresno, Calif.	580	5000	358
KMLB . . .	Monroe, La.	1230	250	441
KMMJ . . .	Grand Island, Neb.	750	1000	491
KMO . . .	Tacoma, Wash.	1360	5000	632
KMOX . . .	St. Louis, Mo.	1120	50000	486
KMPC . . .	Los Angeles, Calif.	710	10000	362
KMTR . . .	Los Angeles, Calif.	570	1000	363
KMYC . . .	Marysville, Calif.	1150	250	364
KMYR . . .	Denver, Colo.	1340	250	375
KNAK . . .	Salt Lake City, Utah	1100	250 C. P.	623
KNEL . . .	Brady, Texas	1490	100	608
KNET . . .	Palestine, Texas	1450	100	616
KNOE . . .	Monroe, La.	1150	250	442
KNOW . . .	Austin, Texas	1490	250	607
KNX . . .	Los Angeles, Calif.	1070	50000	364
KOA . . .	Denver, Colo.	850	50000	375
KOAC . . .	Corvallis, Ore.	550	1000	566
KOAM . . .	Pittsburgh, Kans.	810	1000	434
KOB . . .	Albuquerque, N. M.	1030	10000 50000 C. P.	500
KOCA . . .	Kilgore, Texas	1240	250	615
KOCY . . .	Oklahoma City, Okla.	1310	250	563
KODL . . .	The Dalles, Ore.	1230	100	566
KODY . . .	North Platte, Neb.	1210	250	492
KOH . . .	Reno, Nev.	630	1000	493
KOIL . . .	Omaha, Neb.	1290	5000	492
KOIN . . .	Portland, Ore.	970	5000	569
KOKO . . .	La Junta, Colo.	1100	250	377
KOL . . .	Seattle, Wash.	1200	5000	631
KOMA . . .	Oklahoma City, Okla.	1520	5000	563
KOME . . .	Tulsa, Okla.	1310	250	564
KONO . . .	San Antonio, Texas	1400	250	618
KONP . . .	Port Angeles, Wash.	1450	250 C. P.	630
KOOS . . .	Marshfield, Ore.	1230	250	567
KORE . . .	Eugene, Ore.	1450	250	566
KORN . . .	Fremont, Neb.	1400	250	491
KOTA . . .	Rapid City, S. D.	1400 1380	250 5000 C. P.	599
KOTN . . .	Pine Bluff, Ark.	1490	250	355
KOVC . . .	Valley City, N. D.	1490	250	544
KOVO . . .	Provo, Utah	1210	250	622
KOWH . . .	Omaha, Neb.	660	500	493
KOY . . .	Phoenix, Ariz.	550	1000	351
KPAB . . .	Laredo, Texas	1490	250	615
KPAC . . .	Port Arthur, Texas	1250	1000	617
KPAS . . .	Pasadena, Calif.	1110	10000	366
KPDN . . .	Pampa, Texas	1310	100	616
KPEA . . .	Helena, Mont.	1240	250	489
KPHO . . .	Phoenix, Ariz.	1230	250	351
KPKW . . .	Pasco, Wash.	1310	250 C. P.	630
KPLC . . .	Lake Charles, La.	1190	250	441
KPLT . . .	Paris, Texas	1490	250	616
KPMC . . .	Bakersfield, Calif.	1560	1000	357
KPO . . .	San Francisco, Calif.	680	50000	370
KPOF . . .	Denver, Colo.	910	1000	376
KPOW . . .	Powell, Wyo.	1230	250	645

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KPPC	Pasadena, Calif.	1210	100	366
KPQ	Wenatchee, Wash.	1190	250	
		560	1000 C. P.	633
KPRC	Houston, Texas	950	5000	614
KPRO	Riverside, Calif.	1110	1000	367
KQV	Pittsburgh, Pa.	1110	1000	585
KQW	San Jose, Calif.	710	5000	371
KRBA	Lufkin, Texas	1310	250	616
KRBC	Abilene, Texas	1450	250	607
KRBM	Bozeman, Mont.	1450	250	488
KRE	Berkeley, Calif.	1100	250	357
KRGV	Weslaco, Texas	1290	1000	621
KRIC	Beaumont, Texas	1450	250	608
KRIS	Corpus Christi, Texas	1360	1000	609
KRJF	Miles City, Mont.	1310	250	490
KRKD	Los Angeles, Calif.	1150	1000	364
KRKO	Everett, Wash.	1400	250	629
KRLC	Lewiston, Idaho	1400	250	402
KRLD	Dallas, Texas	1080	50000	611
KRLH	Midland, Texas	1230	250	616
KRMD	Shreveport, La.	1310	250	443
KRNR	Roseburg, Ore.	1490	250	570
KRNT	Des Moines, Iowa	1350	5000	424
KROC	Rochester, Minn.	1310	250	176
KROD	El Paso, Texas	600	500	613
KROS	Clinton, Iowa	1310	250	423
KROW	Oakland, Calif.	960	1000	366
KROY	Sacramento, Calif.	1210	250	369
KREX	Sherman, Texas	910	1000	618
KRSC	Seattle, Wash.	1150	1000	631
KSAC	Manhattan, Kans.	580	500	433
KSAL	Salina, Kans.	1150	1000	434
KSAM	Huntsville, Texas	1190	250	615
KSAN	San Francisco, Calif.	1450	250	371
KSCJ	Sioux City, Iowa	1360	5000	426
KSD	St. Louis, Mo.	550	1000	386
KSEI	Pocatello, Idaho	930	250	402
KSFO	San Francisco, Calif.	560	1000	371
KSJB	Jamesstown, N. D.	1100	250	543
KSKY	Dallas, Texas	660	1000	611
KSL	Salt Lake City, Utah	1160	50000	623
KSLM	Salem, Ore.	1390	1000	570
KSO	Des Moines, Iowa	1160	5000	424
KSOO	Sioux Falls, S. D.	1140	5000	600
KSRO	Santa Rosa, Calif.	1350	1000	372
KSTP	St. Paul, Minn.	1500	50000	475
KSUB	Cedar City, Utah	1310	250	621
KSUN	Bisbee, Ariz.	1230	250	350
KSWO	Lawton, Okla.	1150	250	562
KTAR	Phoenix, Ariz.	620	5000	351
KTBC	Austin, Texas	590	250	607
KTBI	Tacoma, Wash.	1490	250	633
KTBS	Shreveport, La.	1480	1000	443
KTEM	Temple, Texas	1400	250	619
KTFI	Twin Falls, Idaho	1270	1000	403
KTHS	Hos Springs, Ark.	1090	10000 d., 1000 n.	353
KTHT	Houston, Texas	1230	250	614
KTKC	Visalia, Calif.	910	5000	373
KTKN	Ketchikan, Alaska	930	1000	647
KTMS	Santa Barbara, Calif.	1250	1000	372
KTNM	Tucumcari, N. M.	1400	250	501
KTOH	Lihue, Hawaii	1490	250	649
KTOK	Oklahoma City, Okla.	1100	250	563

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KTRB . . .	Modesto, Calif.	860	1000	364
KTRH . . .	Houston, Texas	740	50000	614
KTRI . . .	Sioux City, Iowa	1450	250	427
KTRM . . .	Jonesboro, Ark.	1230	250	354
KTSA . . .	San Antonio, Texas	550	1000	618
KTSM . . .	El Paso, Texas	1380	500	613
KTSW . . .	Emporia, Kans.	1400	250	431
KTTS . . .	Springfield, Mo.	1400	250	488
KTUC . . .	Tucson, Ariz.	1100	250	352
KTUL . . .	Tulsa, Okla.	1130	5000	564
KTW . . .	Seattle, Wash.	1250	1000	631
KTYW . . .	Yakima, Wash.	1160	250	634
KUIN . . .	Grant Pass, Ore.	1310	250	566
KUJ . . .	Walla Walla, Wash.	1120	1000	633
KUOA . . .	Siloam Springs, Ark.	1290	5000	355
KUSD . . .	Vernillion, S. D.	920	500	600
KUTA . . .	Salt Lake City, Utah	570	5000	623
KVAK . . .	Atchison, Kans.	1150	250	431
KVAN . . .	Vanconver, Wash.	910	500	633
KVCV . . .	Redding, Calif.	1230	250	367
KVEC . . .	San Luis Obispo, Calif.	1230	250	371
KVFD . . .	Fort Dedge, Iowa	1400	250	425
KVGB . . .	Great Bend, Kans.	1400	250	433
KVI . . .	Tacoma, Wash.	570	5000	633
KVIC . . .	Victoria, Texas	1340	250	619
KVNU . . .	Logan, Utah	1230	250	622
KVOA . . .	Tucson, Ariz.	1290	1000	352
KVOD . . .	Denver, Colo.	630	5000	376
KVOE . . .	Santa Ana, Calif.	1490	250	372
KVOL . . .	Lafayette, La.	1340	250	441
KVOO . . .	Tulsa, Okla.	1170	50000	565
KVOP . . .	Plainview, Texas	1100	250	617
KVOR . . .	Colorado Springs, Colo.	1300	1000	374
KVOS . . .	Bellingham, Wash.	790	250	629
KVOX . . .	Moorhead, Minn.	1340	250	476
KVRS . . .	Rock Springs, Wyo.	1400	250	645
KVSF . . .	Santa Fe, N. M.	1340	100	501
KVSO . . .	Armore, Okla.	1240	100	561
KVWC . . .	Vernon, Texas	1490	250	619
KWAL . . .	Wallace, Idaho	1450	250	403
KWAT . . .	Watertown, S. D.	1240	250	600
KWBU . . .	Corpus Christi, Texas	1010	50000	609
KWBW . . .	Hutchinson, Kans.	1450	250	433
KWEW . . .	Hobbs, N. M.	1490	100	500
KWFC . . .	Hot Springs, Ark.	1340	250	354
KWFT . . .	Wichita Falls, Texas	620	1000	621
KWG . . .	Stockton, Calif.	1230	250	373
KWIL . . .	Albany, Ore.	1240	250	565
KWJB . . .	Globe, Ariz.	1240	250	350
KWJJ . . .	Portland, Ore.	1080	1000	570
KWK . . .	St. Louis, Mo.	1380	1000	486
KWKH . . .	Shreveport, La.	1130	50000	443
KWKW . . .	Pasadena, Calif.	1430	1000	367
KWLC . . .	Decorah, Iowa	1210	250	424
KWKK . . .	Longview, Wash.	1400	250	629
KWLM . . .	Willmar, Minn.	1340	350	477
KWOC . . .	Poplar Bluff, Mo.	1340	250	485
KWON . . .	Bartlesville, Okla.	1400	250	562
KWOS . . .	Jefferson City, Mo.	1240	250	483
KWRC . . .	Pandleton, Ore.	1240	250	567
KWSC . . .	Pullman, Wash.	1250	5000	630
KWTO . . .	Springfield, Mo.	560	1000	488

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KWYO	Sheridan, Wyo.	1100	250	615
KXA	Seattle, Wash.	770	1000	631
KXEL	Waterloo, Iowa	1510	50000	429
KXL	Portland, Ore.	750	10000	570
KXO	El Centro, Calif.	1190	100	357
KXOA	Sacramento, Calif.	1190	250	367
KXOK	St. Louis, Mo.	630	5000	486
KXOX	Sweetwater, Texas	1210	250	618
KXRO	Aberdeen, Wash.	1310	250	629
KXYZ	Houston, Texas	1320	5000	615
KYA	San Francisco, Calif.	1260	1000	371
KYCA	Prescott, Ariz.	1190	250	351
KYOS	Merced, Calif.	1190	250	361
KYSM	Mankato, Minn.	1230	250	173
KYUM	Yuma, Ariz.	1210	250	352
KYW	Philadelphia, Pa.	1060	50000	578
WAAB	Worcester, Mass.	1110	5000	458
WAAP	Chicago, Ill.	950	1000	405
WAAT	Newark, N. J.	970	1000	498
WABC	New York, N. Y.	880	50000	509
WABI	Bangor, Me.	1230	250	444
WABY	Albany, N. Y.	1100	250	503
WACO	Waco, Texas	1150	250	621
WADC	Akron, O.	1350	5000	516
WAGA	Atlanta, Ga.	590	5000	395
WAGE	Syracuse, N. Y.	620	1000	529
WAGF	Dothan, Ala.	1100	250	348
WAGM	Presque Isle, Me.	1150	100	415
WAIM	Anderson, S. C.	1230	250	595
WAIR	Winston-Salem, N. C.	1130	250	512
WAIT	Chicago, Ill.	820	5000	407
WAJR	Morgantown, W. Va.	1230	250	636
WAKR	Akron, O.	1590	5000	516
WALA	Mobile, Ala.	1410	5000	318
WALB	Albany, Ga.	1590	1000	395
WALL	Middletown, N. Y.	1340	250	509
WAML	Laurel, Miss.	1310	250	480
WAOV	Vincennes, Ind.	1450	250	422
WAPI	Birmingham, Ala.	1070	5000	317
WAPO	Chattanooga, Tenn.	1150	1000	601
WARM	Scranton, Pa.	1400	250	586
WASK	Lafayette, Ind.	1450	250	421
WATL	Atlanta, Ga.	1400	250	395
WATN	Watertown, N. Y.	1210	250	533
WATR	Waterbury, Conn.	1320	1000	383
WATW	Ashland, Wis.	1400	100	639
WAVE	Louisville, Ky.	970	5000	438
WAWZ	Zarepath, N. J.	1380	1000	499
WAYS	Charlotte, N. C.	610	1000	535
WAYX	Waycross, Ga.	1230	250	401
WAZL	Hazleton, Pa.	1150	250	577
WBAA	West Lafayette, Ind.	920	1000	422
WBAB	Atlantic City, N. J.	1190	250	497
WBAL	Baltimore, Md.	1090	50000	447
WBAP	Fort Worth, Texas	820	50000	613
WBAX	Wilkes-Barre, Pa.	1210	100	589
WBBB	Burlington, N. C.	920	1000	535
WBBL	Richmond, Va.	1210	100	626
WBBS	Richmond, Va.	1450	250 C. P.	626
WBMM	Chicago, Ill.	780	50000	407
WBRR	Brocklyn, N. Y.	1330	1000	505
WBBZ	Ponca City, Okla.	1230	250	564

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WBCM	Bay City, Mich.	1410	500	461
WBEN	Buffalo, N. Y.	930	5000	507
WBHD	Petersburg, Va.	1240	250 C. P.	626
WBHP	Huntsville, Ala.	1230	250	348
WBHG	Greensboro, N. C.	1470	5000	537
WBHR	Knoxville, Tenn.	1240	250	603
WBLJ	Dalton, Ga.	1230	250	399
WBLK	Clarksburg, W. Va.	1400	250	635
WBML	Macon, Ga.	1240	250	399
WBNS	Columbus, O.	1160	1000	553
WBNX	New York, N. Y.	1380	5000	510
WBNY	Buffalo, N. Y.	1400	250	505
WBOC	Salisbury, Md.	1230	250	451
WBOW	Terre Haute, Ind.	1230	250	422
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	590
WBRK	Pittsfield, Mass.	1340	250	458
WBRW	Welch, W. Va.	1340	250	637
WBRV	Waterbury, Conn.	1590	1000	383
WBT	Charlotte, N. C.	1110	50000	535
WBTA	Batavia, N. Y.	1490	250	503
WBTH	Williamson, W. Va.	1100	250	637
WBTM	Danville, Va.	1400	250	625
WBYN	Brooklyn, N. Y.	1130	500	505
WBZ	Boston, Mass.	1030	50000	453
WBZA	Springfield, Mass.	1030	1000	453
WCAE	Pittsburgh, Pa.	1250	5000	585
WCAI	Northfield, Minn.	770	5000	476
WCAM	Camden, N. J.	1310	500	497
WCAO	Baltimore, Md.	600	5000	447
WCAP	Asbury Park, N. J.	1310	500	497
WCAR	Pontiac, Mich.	1130	1000	470
WCAT	Rapid City, S. D.	1230	100	599
WCAU	Philadelphia, Pa.	1210	50000	579
WCAX	Burlington, Vt.	620	1000	623
WCAZ	Carthage, Ill.	1080	250	405
WCBI	Columbus, Miss.	1310	250	478
WCBM	Baltimore, Md.	1400	250	447
WCBS	Springfield, Ill.	1450	250	415
WCBT	Roanoke Rapids, N. C.	1230	250	541
WCCO	Minneapolis, Minn.	830	50000	473
WCED	Du Bois, Pa.	1230	250	572
WCFL	Chicago, Ill.	1000	10000	407
WCBS	Charleston, W. Va.	580	5000	635
WCHV	Charlottesville, Va.	1450 1240 C.P.	250	624
WCKY	Cincinnati, O.	1530	50000	547
WCLO	Janesville, Wis.	1230	250	640
WCLS	Joliet, Ill.	1340	250	413
WCMI	Ashland, Ky.	1340	250	437
WCNC	Elizabeth, N. C.	1400	250	536
WCOA	Pensacola, Fla.	1370	500	392
WCOC	Meridian, Miss.	910	1000	480
WCOL	Columbus, O.	1230	250	553
WCOP	Boston, Mass.	1150	500	453
WCOS	Columbia, S. C.	1400	250	597
WCOU	Lewiston, Maine	1240	250	444
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, O.	1230	250	548
WCRS	Greenwood, S. C.	1450	250	598
WCRW	Chicago, Ill.	1240	100	407
WCSC	Charleston, S. C.	1390	500	595
WCSH	Portland, Me.	970	5000	445

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WDAE	Tampa, Fla.	1250	5000	393
WDAF	Kansas City, Mo.	610	5000	485
WDAK	Columbus, Ga.	1340	250	398
WDAN	Danville, Ill.	1190	250	412
WDAS	Philadelphia, Pa.	1100	250	579
WDAY	Fargo, N. D.	970	5000	543
WDBC	Escanaba, Mich.	1190	250	465
WDBJ	Roanoke, Va.	960	5000	627
WDBO	Orlando, Fla.	580	5000	391
WDEF	Chattanooga, Tenn.	1100	250	601
WDEL	Wilmington, Del.	1150	5000	384
WDEV	Waterbury, Vt.	550	1000	624
WDGY	Minneapolis, Minn.	1130	500	475
WDLF	Panama City, Fla.	1230	250	492
WDMJ	Marquette, Mich.	1340	250	469
WDNC	Durham, N. C.	1490	250	536
WDOD	Chattanooga, Tenn.	1310	5000	601
WDRG	Hartford, Conn.	1360	5000	379
WDSM	Superior, Wis.	1230	250	641
WDSU	New Orleans, La.	1280	1000	442
			5000 C. P.	
WDWS	Champaign, Ill.	1100	250	405
WDZ	Tuscola, Ill.	1050	1000	415
WEAF	New York, N. Y.	660	50000	510
WEAN	Providence, R. I.	790	5000	593
WEAU	Eau Claire, Wis.	790	1000	639
WEBC	Duluth, Minn.	1320	5000	473
WEBK	Harrisburg, Ill.	1240	250	413
WEBR	Buffalo, N. Y.	1340	250	507
WEDC	Chicago, Ill.	1240	250	407
WEED	Rocky Mount, N. C.	1450	250	542
WEET	Boston, Mass.	590	5000	453
WEEU	Reading, Pa.	850	1000	586
WEGO	Concord, N. C.	1410	1000	536
WEIM	Fitchburg, Mass.	1340	250	455
WELI	New Haven, Conn.	960	500	381
WELL	Battle Creek, Mich.	1400	250	461
WELQ	Tupelo, Miss.	1490	250	481
WEMP	Milwaukee, Wis.	1340	250	643
WENR	Chicago, Ill.	890	50000	409
WENT	Gloversville, N. Y.	1340	250	508
WENY	Elmira, N. Y.	1230	250	508
WEOA	Evansville, Ind.	1400	250	417
WERC	Erie, Pa.	1490	250	575
WEST	Easton, Pa.	1400	250	573
WESX	Salem, Mass.	1230	250	457
WEVD	New York, N. Y.	1330	5000	511
WEW	St. Louis, Mo.	770	1000	487
WEXL	Royal Oak, Mich.	1340	250	470
WFAA	Dallas, Texas	820	50000	611
WFAS	White Plains, N. Y.	1230	250	533
WFBC	Greenville, S. C.	1330	5000	597
WFBG	Altoona, Pa.	1340	250	572
WFBL	Syracuse, N. Y.	1390	5000	531
WFBM	Indianapolis, Ind.	1260	5000	419
WFBR	Baltimore, Md.	1300	5000	447
WFBI	Pawtucket, R. I.	1420	1000	593
WFDF	Flint, Mich.	910	1000	465
WFEE	Manchester, N. H.	1370	5000	495
WFEB	Sylacauga, Ala.	1340	250 C. P.	350
WFHR	Wisconsin Rapids, Wis.	1340	250	644
WFIG	Sumter, S. C.	1340	250	598
WFIL	Philadelphia, Pa.	560	1000	581

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WFIN	Findlay, O.	1330	1000	555
WFLA	Tampa, Fla.	970	5000	393
WFMD	Frederick, Md.	930	500	449
WFMJ	Youngstown, O.	1450	250	559
WFNC	Fayetteville, N. C.	1450	250	536
WFOR	Hattiesburg, Miss.	1400	250	479
WFOY	St. Augustine, Fla.	1240	250	392
WFPG	Atlantic City, N. J.	1450	250	497
WFTC	Kinston, N. C.	1230	250	539
WFTL	Miami, Fla.	710	10000	389
WFVA	Fredericksburg, Va.	1290 1230 C. P.	250	625
WGAA	Cedartown, Ga.	1310	250	398
WGAC	Augusta, Ga.	1240	250	397
WGAL	Lancaster, Pa.	1490	250	577
WGAN	Portland, Me.	560	5000	445
WGAR	Cleveland, O.	1480	5000	551
WGAU	Athens, Ga.	1340	250	395
WGBB	Freeport, N. Y.	1240	100	508
WGBF	Evansville, Ind.	1280	1000	417
WGBG	Greensboro, N. C.	980	1000	538
WGBI	Seranton, Pa.	910	500	587
WGBR	Goldboro, N. C.	1400	250	538
WGCM	Gulfport, Miss.	1240	250	479
WGES	Chicago, Ill.	1390	5000	409
WGGA	Gainesville, Ga.	1240	250	399
WGH	Newport News, Va.	1340	250	626
WGIL	Galesburg, Ill.	1400	250	413
WGKV	Charleston, W. Va.	1490	100	635
WGL	Fort Wayne, Ind.	1150	250	417
WGN	Chicago, Ill.	720	5000	409
WGNC	Gastonia, N. C.	1450	250	537
WGNV	Newburgh, N. Y.	1220	1000	509
WGOV	Valdosta, Ga.	1450	250	401
WGPC	Albany, Ga.	1450	250	395
WGR	Buffalo, N. Y.	550	1000	507
WGRE	Louisville, Ky.	1400	250	438
WGRM	Greenwood, Miss.	1240	250	478
WGST	Atlanta, Ga.	920	1000	397
WGTC	Greenville, N. C.	1490	250	538
WGTM	Wilson, N. C.	1340	250	542
WGY	Schenectady, N. Y.	810	5000	528
WHI	Madison, Wisc.	970	5000	640
WHAI	Greenfield, Mass.	1240	250	456
WHAM	Rochester, N. Y.	1180	5000	527
WHAS	Louisville, Ky.	840	5000	438
WHAT	Philadelphia, Pa.	1340	100	583
WHAZ	Troy, N. Y.	1330	1000	531
WHB	Kansas City, Mo.	880	1000	485
WHBB	Selma, Ala.	1490	100	350
WHBC	Canton, O.	1180	1000	546
WHBF	Rock Island, Ill.	1270	5000	414
WHBI	Newark, N. J.	1280	1000	498
WHBL	Sheboygan, Wisc.	1330	250	644
WHBQ	Memphis, Tenn.	1400	250	604
WHBU	Anderson, Ind.	1240	250	417
WHBY	Appleton, Wisc.	1230	250	639
WHCU	Ithaca, N. Y.	870	1000	508
WHDF	Calumet, Mich.	1400	250	461
WHDH	Boston, Mass.	850	5000	453
WHDL	Olean, N. Y.	1450	250	525
WHEB	Portsmouth, N. H.	750	1000	495

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHEC	Rochester, N. Y.	1160	500	527
WHFC	Cicero, Ill.	1450	250	412
WHGB	Harrisburg, Pa.	1400	250 C. P.	576
WHIO	Dayton, O.	1290	5000	554
WHIS	Bluefield, W. Va.	1440	500	634
WHIT	New Bern, N. C.	1450	250	540
WHIZ	Zanesville, O.	1240	250	561
WHJB	Greensburg, Pa.	620	250	575
WHK	Cleveland, O.	1120	5000	551
WHKC	Columbus, O.	610 610	500 1000 C. P.	553
WHKK	Akron, O.	610	1000 C. P.	546
WHKY	Hickory, N. C.	1290	1000	539
WHLB	Virginia, Minn.	1400	250	477
WHLD	Niagara Falls, N. Y.	1290	1000	525
WHLN	Harlan, Ky.	1230	250	437
WHLS	Port Huron, Mich.	1450	250	470
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	513
WHNC	Henderson, N. C.	850	250 C. P.	539
WHO	Des Moines, Iowa	1040	50000	425
WHOM	Jersey City, N. J.	1480	500	498
WHOP	Hopkinsville, Ky.	1230	250	437
WHOT	South Bend, Ind.	1490	250	422
WHP	Harrisburg, Pa.	1460	1000	576
WHTD	Hartford, Conn.	1410	5000	379
WHUB	Cookeville, Tenn.	1400	250	603
WHYN	Holyoke, Mass.	1400	250	456
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	651
WIBA	Madison, Wisc.	1310	5000	640
WIBC	Indianapolis, Ind.	1070	5000	419
WIBG	Philadelphia, Pa.	990	1000 10000 C. P.	581
WIBM	Jackson, Mich.	1450	250	467
WIBU	Poynette, Wisc.	1240	250	643
WIBW	Topeka, Kans.	580	5000	434
WIBX	Utica, N. Y.	1230	250	533
WICA	Ashtabula, O.	970	1000	546
WICC	Bridgeport, Conn.	600	500	379
WIGM	Medford, Wisc.	1490	250	641
WIL	St. Louis, Mo.	1230	250	487
WILL	Urbana, Ill.	580	5000	415
WILM	Wilmington, Del.	1450	250	384
WINC	Winchester, Va.	1400	250	628
WIND	Chicago, Ill.	560	5000	409
WING	Dayton, O.	1410	5000	555
WINK	Fort Myers, Fla.	1240	250	387
WINN	Louisville, Ky.	1240	250	438
WINS	New York, N. Y.	1010	10000 50000 C. P.	515
WINX	Washington, D. C.	1340	250	385
WIOD	Miami, Fla.	610	5000	390
WIP	Philadelphia, Pa.	610	5000	583
WIRE	Indianapolis, Ind.	1430	5000	419
WIS	Columbia, S. C.	560	5000	597
WISE	Asheville, N. C.	1230	250	535
WISH	Indianapolis, Ind.	1310	1000	420
WISN	Milwaukee, Wisc.	1150	5000	641
WISR	Butler, Pa.	680	250	572
WITH	Baltimore, Md.	1230	250	449
WIZE	Springfield, O.	1340	250	556
WJAC	Johnstown, Pa.	1400	250	578
WJAG	Norfolk, Neb.	1090	1000	492

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WJAR	Providence, R. I.	920	5000	593
WJAS	Pittsburgh, Pa.	1320	5000	586
WJAX	Jacksonville, Fla.	930	1000	388
WJBC	Bloomington, Ill.	1230	250	405
WJBK	Detroit, Mich.	1190	250	461
WJBO	Baton Rouge, La.	1150	5000	411
WJBW	New Orleans, La.	1230	250	412
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	1000	480
WJEF	Grand Rapids, Mich.	1230	250 C. P.	467
WJEJ	Hagerstown, Md.	1240	250	451
WJHL	Johnson City, Tenn.	910	1000	603
WJHO	Opelika, Ala.	1100	100	349
WJHP	Jacksonville, Fla.	1320	250	388
WJIM	Lansing, Mich.	1210	250	469
WJJD	Chicago, Ill.	1160	20000	411
WJLB	Detroit, Mich.	1400	250	461
WJLD	Bessemer, Ala.	1100	250	347
WJLS	Beekley, W. Va.	560	100	
			250	631
WJMC	Rice Lake, Wis.	1240	250	613
WJMS	Ironwood, Mich.	1450	250	467
WJNO	West Palm Beach, Fla.	1230	250	393
WJOB	Hammond, Ind.	1230	250	419
WJPA	Washington, Pa.	1150	250	590
WJPF	Herrin, Ill.	1340	250	413
WJPR	Greenville, Miss.	1310	250	478
WJR	Detroit, Mich.	760	50000	463
WJRD	Tuscaloosa, Ala.	1230	250	350
WJTN	Jamestown, N. Y.	1240	250	508
WJW	Cleveland, O.	850	5000	553
WJZ	New York, N. Y.	770	50000	515
WJZM	Clarksville, Tenn.	1100	250	601
WKAQ	San Juan, Puerto Rico	620	5000	651
WKAR	East Lansing, Mich.	870	5000	463
WKAT	Miami, Fla.	1360	1000	391
WKBB	Dubuque, Iowa	1490	250	425
WKBH	La Crosse, Wis.	1110	1000	610
WKBN	Youngstown, O.	570	5000	561
WKBO	Harrisburg, Pa.	1230	250	576
WKBV	Richmond, Ind.	1490	100	
			250 C. P.	421
WKBW	Buffalo, N. Y.	1520	50000	508
WKBZ	Muskegon, Mich.	1190	250	469
WKEU	Griffin, Ga.	1450	100	
			250 C. P.	399
WKEY	Covington, Va.	1340	250	624
WKIP	Poughkeepsie, N. Y.	1450	250	527
WKIX	Columbia, S. C.	1490	250 C. P.	597
WKLA	Ludington, Mich.	1450	250	469
WKMO	Kokomo, Ind.	1400	250	420
WKNE	Keene, N. H.	1290	5000	495
WKNY	Kingston, N. Y.	1490	250	509
WKOK	Sunbury, Pa.	1240	250	583
WKPA	New Kensington, Pa.	1150	250	578
WKPT	Kingsport, Tenn.	1400	250	603
WKRC	Cincinnati, O.	550	1000	548
WKRO	Cairo, Ill.	1190	250	405
WKST	New Castle, Pa.	1280	1000	578
WKVA	Arecibo, Puerto Rico	1230	250 C. P.	649
WKWK	Wheeling, W. Va.	1100	250	637
WKY	Oklahoma City, Okla.	930	1000	563
			5000 C. P.	
WKZO	Kalamazoo, Mich.	590	5000	469

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WLAC	Nashville, Tenn.	1510	50000	605
WLAG	La Grange, Ga.	1240	250	399
WLAK	Lakeland, Fla.	1340	250	389
WLAP	Lexington, Ky.	1150	250	438
WLAV	Grand Rapids, Mich.	1340	250	465
WLAW	Lawrence, Mass.	680	5000	456
WLAY	Muscle Shoals City, Ala.	1150	250	349
WLB	Minneapolis, Minn.	770	5000	475
WLBC	Muncie, Ind.	1340	250	421
WLBJ	Bowling Green, Ky.	1340	250	437
WLBL	Stevens Point, Wis.	930	5000	641
WLBZ	Bangor, Me.	620	5000	444
WLDS	Jacksonville, Ill.	1180	250	413
WLEU	Erie, Pa.	1450	250	573
WLFB	Brooklyn, N. Y.	1190	1000	505
WLLH	Lowell-Lawrence, Mass.	1400	250	456
WLNH	Laconia, N. H.	1340	250	495
WLOF	Orlando, Fla.	1230	250	391
WLOG	Logan, W. Va.	1230	250	636
WLOK	Lima, O.	1240	250	555
WLOL	Minneapolis, Minn.	1330	1000	475
WLPM	Suffolk, Va.	1450	250	628
WLS	Chicago, Ill.	890	50000	411
WLVA	Lynchburg, Va.	1230	250	625
WLW	Cincinnati, O.	700	50000	549
WMAL	Washington, D. C.	630	5000	385
WMAM	Marinette, Wis.	570	250	641
WMAN	Mansfield, O.	1100	250	556
WMAQ	Chicago, Ill.	670	50000	411
WMAS	Springfield, Mass.	1450	250	458
WMAZ	Macon, Ga.	940	5000	400
WMBD	Peoria, Ill.	1470	1000	414
WMBG	Richmond, Va.	1380	5000	626
WMBH	Joplin, Mo.	1450	250	483
WMBI	Chicago, Ill.	1110	5000	412
WMBO	Auburn, N. Y.	1340	250	503
WMBE	Jacksonville, Fla.	1400	250	388
WMBS	Uniontown, Pa.	590	1000	588
WMC	Memphis, Tenn.	790	5000	604
WMCA	New York, N. Y.	570	5000	517
WMEX	Boston, Mass.	1510	5000	455
WMFD	Wilmington, N. C.	1400	250	512
WMFF	Plattsburgh, N. Y.	1340	250	525
WMFG	Hibbing, Minn.	1240	250	473
WMFJ	Daytona Beach, Fla.	1450	250	387
WMFR	High Point, N. C.	1230	250	539
WMGA	Moultrie, Ga.	1400	250	400
WMIN	St. Paul, Minn.	1400	250	476
WMIS	Natchez, Miss.	1490		
		1240 C. P.	250	481
WMJM	Cordele, Ga.	1190	100	399
WMMN	Fairmont, W. Va.	920	5000	635
WMOB	Mobile, Ala.	1230	250	349
WMOG	Brunswick, Ga.	1490	100	398
WMOH	Hamilton, O.	1450	250	555
WMPC	Lapeer, Mich.	1230	250	469
WMPS	Memphis, Tenn.	1460	500	605
WMRC	Greenville, S. C.	1490	250	597
WMRF	Lewiston, Pa.	1490	250	578
WMRN	Marion, O.	1490	250	556
WMRO	Aurora, Ill.	1280	250	405
WMSL	Decatur, Ala.	1400	250	348
WMT	Cedar Rapids, Iowa	600	5000	423

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMUR	Manchester, N. H.	610	1000	495
WMVA	Martinsville, Va.	1450	250	625
WNAB	Bridgeport, Conn.	1450	250	379
WNAC	Boston, Mass.	1260	5000	455
WNAD	Norman, Okla.	640	1000	562
WNAX	Yankton, S. D.	570	5000	600
WNBF	Binghamton, N. Y.	1290	5000	503
WNBH	New Bedford, Mass.	1310	250	457
WNBZ	Saranac Lake, N. Y.	1320	100	527
WNEL	San Juan, Puerto Rico	1320	5000	651
WNEW	New York, N. Y.	1130	10000	519
WNHC	New Haven, Conn.	1310	250	382
WNLC	New London, Conn.	1490	250	382
WNOE	New Orleans, La.	1450	250	412
WNOX	Knoxville, Tenn.	990	10000	604
WNYC	New York, N. Y.	830	1000	517
WOAI	Sau Antonio, Texas	1200	50000	618
WOC	Davenport, Iowa	1120	5000	424
WOCB	W. Yarmouth, Mass.	1240	250	455
WOI	Ames, Iowa	640	5000	423
WOKO	Albany, N. Y.	1160	500	503
WOL	Washington, D. C.	1260	1000	385
WOLF	Syracuse, N. Y.	1490	250	529
WOLS	Florence, S. C.	1230	250	597
WOMI	Owensboro, Ky.	1490	250	439
WOMT	Manitowoc, Wisc.	1240	100	
			250 C. P.	640
WOOD	Grand Rapids, Mich.	1300	5000	467
WOPI	Bristol, Tenn.	1490	250	601
WOR	New York, N. Y.	710	50000	521
WORC	Worcester, Mass.	1310	1000	459
WORD	Spartanburg, S. C.	1400	250	598
WORK	York, Pa.	1350	1000	591
WORL	Boston, Mass.	950	1000	455
WOSH	Oshkosh, Wisc.	1490	250	643
WOSU	Columbus, O.	820	5000	554
WOV	New York, N. Y.	1280	5000	525
WOW	Omaha, Neb.	590	5000	493
WOWO	Fort Wayne, Ind.	1190	10000	419
WPAB	Ponce, Puerto Rico	1370	1000	649
WPAD	Paducah, Ky.	1450	250	439
WPAR	Parkersburg, W. Va.	1450	250	636
WPAT	Paterson, N. J.	930	1000	498
WPAX	Thomasville, Ga.	1240	250	401
WPAY	Portsmouth, O.	1400	250	556
WPDQ	Jacksonville, Fla.	1270	5000	389
WPEF	Philadelphia, Pa.	950	5000	585
WPIC	Sharon, Pa.	790	1000	587
WPIK	Alexandria, Va.	730	250	624
WPRA	Mayaguez, Puerto Rico	990	1000	649
WPRO	Providence, R. I.	630	5000	595
WPRP	Ponce, Puerto Rico	1420	250	651
WPTF	Raleigh, N. C.	680	50000	540
WQAM	Miami, Fla.	560	1000	390
WQAN	Seranton, Pa.	910	500	587
WQBC	Vicksburg, Miss.	1420	500	
			1000 C. P.	481
WQXR	New York, N. Y.	1560	10000	523
WRAK	Williamsport, Pa.	1400	250	589
WREAL	Raleigh, N. C.	1240	250	510
WRAW	Reading, Pa.	1340	250	586
WRBL	Columbus, Ga.	1230	250 C. P.	398
WRC	Washington, D. C.	980	5000	386

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WRDO	Augusta, Me.	1400	100 250 C. P.	444
WRDW	Augusta, Ga.	1180	5000	398
WREC	Memphis, Tenn.	600	5000	604
WREN	Lawrence, Kans.	1250	1000	433
WRGA	Rome, Ga.	1190	250	400
WRHI	Rock Hill, S. C.	1190	250	598
WRJN	Racine, Wis.	1400	250	613
WRIV	Richmond, Va.	1150	250 C. P.	627
WRLC	Toccoa, Ga.	1450	250	401
WRLD	West Point, Ga.	1190	250	401
WRNL	Richmond, Va.	910	5000	627
WROK	Rockford, Ill.	1410	500	411
WROL	Knoxville, Tenn.	620	500	604
WROX	Clarksdale, Miss.	1450	250	478
WRR	Dallas, Texas	1310	5000	611
WRRF	Washington, N. C.	930	1000	541
WRRN	Warren, O.	1400	250	559
WRUF	Gainesville, Fla.	850	5000	388
WRVA	Richmond, Va.	1110	50000	627
WSAI	Cincinnati, O.	1360	5000	549
WSAJ	Grove City, Pa.	1340	100	575
WSAM	Saginaw, Mich.	1400	250	470
WSAN	Allentown, Pa.	1470	500	572
WSAP	Portsmouth, Va.	1490	250	626
WSAR	Fall River, Mass.	1180	1000	455
WSAU	Wausau, Wis.	1400	250	644
WSAV	Savannah, Ga.	1340	250	400
WSAY	Rochester, N. Y.	1240	250	
		1370	1000 C. P.	527
WSAZ	Huntington, W. Va.	930	1000	636
WSB	Atlanta, Ga.	750	50000	397
WSBA	York, Pa.	900	1000	591
WSBC	Chicago, Ill.	1210	250	412
WSBT	South Bend, Ind.	960	1000	422
WSFA	Montgomery, Ala.	1440	500	319
WSGN	Birmingham, Ala.	610	1000	347
WSIX	Nashville, Tenn.	980	5000	605
WSJS	Winston-Salem, N. C.	600	5000	542
WSKB	McComb, Miss.	1230	250	480
WSLB	Ogdensburg, N. Y.	1400	250	525
WSLI	Jackson, Miss.	1450	250	480
WSLS	Roanoke, Va.	1210	250	627
WSM	Nashville, Tenn.	650	50000	605
WSMB	New Orleans, La.	1350	5000	443
WSNJ	Bridgeton, N. J.	1240	250	497
WSNY	Schenectady, N. Y.	1240	250	528
WSOC	Charlotte, N. C.	1240	250	536
WSON	Henderson, Ky.	860	500	437
WSOO	Sault Ste. Marie, Mich.	1230	100	471
WSOY	Decatur, Ill.	1310	250	412
WSPA	Spartanburg, S. C.	950	1000 5000 C. P.	598
WSPB	Sarasota, Fla.	1450	250	393
WSPD	Toledo, O.	1370	5000	557

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSPR . . .	Springfield, Mass.	1270	1000	458
WSRR . . .	Stamford, Conn.	1100	250	382
WSTN . . .	Staunton, Va.	1100	250 C. P.	628
WSTP . . .	Salisbury, N. C.	1190	250	512
WSTV . . .	Steubenville, O.	1310	250	557
WSUI . . .	Iowa City, Iowa	910	5000	425
WSUN . . .	St. Petersburg, Fla.	620	5000	392
WSVA . . .	Harrisonburg, Va.	550	1000	625
WSYB . . .	Rutland, Vt.	1380	1000	621
WSYR . . .	Syracuse, N. Y.	570	5000	529
WTAD . . .	Quincy, Ill.	930	1000	414
WTAG . . .	Worcester, Mass.	580	5000	459
WTAL . . .	Tallahassee, Fla.	1310	250	393
WTAM . . .	Cleveland, O.	1100	50000	553
WTAQ . . .	Green Bay, Wis.	1360	5000	639
WTAR . . .	Norfolk, Va.	790	5000	626
WTAW . . .	College Station, Texas	1150	1000	609
WTAX . . .	Springfield, Ill.	1240	100	415
WTBO . . .	Cumberland, Md.	1450	250	419
WTCM . . .	Traverse City, Mich.	1400	250	471
WTCN . . .	Minneapolis, Minn.	1280	1000	175
WTEL . . .	Philadelphia, Pa.	1340	100	585
WTHT . . .	Hartford, Conn.	1230	250	381
WTIC . . .	Hartford, Conn.	1080	50000	381
WTJS . . .	Jackson, Tenn.	1390	1000	603
WTMA . . .	Charleston, S. C.	1250	1000	595
WTMC . . .	Ocala, Fla.	1490	250	391
WTMJ . . .	Milwaukee, Wis.	620	5000	611
WTMV . . .	East St. Louis, Ill.	1490	500	413
WTNJ . . .	Trenton, N. J.	1310	500	499
WTOC . . .	Savannah, Ga.	1290	5000	401
WTOL . . .	Toledo, O.	1230	250	559
WTOP . . .	Washington, D. C.	1500	50000	386
WTRC . . .	Elkhart, Ind.	1340	250	417
WTRY . . .	Troy, N. Y.	980	1000	531
WTSP . . .	St. Petersburg, Fla.	1380	500	392
WTTM . . .	Trenton, N. J.	920	1000	499
WVCX . . .	Sitka, Alaska	1220	15 (Amer. Expeditionary Station)	647
WWDC . . .	Washington, D. C.	1450	250	386
WWJ . . .	Detroit, Mich.	950	5000	463
WWL . . .	New Orleans, La.	870	50000	443
WWNC . . .	Asheville, N. C.	570	1000	535
WWNY . . .	Watertown, N. Y.	790	1000	533
WWPG . . .	Palm Beach, Fla.	1340	250	391
WWRL . . .	Woodside, N. Y.	1600	250	534
WWSR . . .	St. Albans, Vt.	1420	1000	624
WWSW . . .	Pittsburgh, Pa.	1490	250	586
WWVA . . .	Wheeling, W. Va.	1170	50000	637
WXYZ . . .	Detroit, Mich.	1270	5000	463

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.

* Joins Blue June 15, 1945; ** Joins CBS June 15, 1945.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M	Bakersfield, Calif.	KERN	
Aberdeen, Wash.	KXRO	M		KPMC	M
Abilene, Texas	KRBC	M-B	Baltimore, Md.	WBAL	N
Ada, Okla.	KADA	B		WCAO	C
Akron, Ohio (Tallmadge)	WADC	B		WCBM	B
	WAKR	B		WFBR	M
	WHKK			WITH	
Alamosa, Colo.	KGIW		Bangor, Me.	WABI	C
Albany, Ga.	WALB	M		WLBZ	N
	WGPC	C	Bartlesville, Okla.	KWON	M
Albany, N. Y.	WABY	M	Batavia, N. Y.	WBTA	M
	WOKO	C	Baton Rouge, La.	WJBO	B
Albany, Oregon	KWIL	M	Battle Creek, Mich.	WELL	B
Albert Lea, Minn.	KATE	M-B	Bay City, Mich.	WBCM	B
Albuquerque, N. M.	KGGM	N	Beaumont, Tex.	KFDM	B
	KOB	N		KRIC	
Alexandria, La.	KALB	B	Beckley, W. Va.	WJLS	C
Alexandria, Va.	WPIK		Bellingham, Wash.	KVOS	
Allentown, Pa.	WSAN	N	Bend, Ore.	KBND	M
Altoona, Pa.	WFBG	N	Berkeley, Calif.	KRE	
Amarillo, Texas	KFDA	B	Bessemer, Ala.	WJLD	
	KGNC	N	Big Spring, Tex.	KBST	B-M
Ames, Iowa	WOI		Billings, Mont.	KGHL	N
Anchorage, Alaska	KFQD		Binghamton, N. Y.	WNBF	C
Anderson, Ind.	WHBU	B		WAPI	C
Anderson, S. C.	WAIM	C		WBRC	N
Ann Arbor, Mich.	WPAG			WSGN	B
Anniston, Ala.	WHMA	B	Bismarck, N. D.	KFYR	N
Appleton, Wisc.	WHBY	M	Bloomington, Ill.	WJBC	
Ardmore, Okla.	KVSO	B	Bluefield, W. Va.	WHIS	N
Arecibo, Puerto Rico	WKVM		Blytheville, Ark.	KLKN	
Asbury Park, N. J.	WCAP		Boise, Idaho	KIDO	N
Asheville, N. C.	WISE	M-N	Boone, Iowa	KFGQ	
	WWNC	C	Boston, Mass.	WBZ	N
Ashland, Ky.	WCMI	M		WCOP	B
Ashland, Wisc.	WATW	M		WEEI	C
Ashtabula, Ohio	WICA			WHDH	B
Astoria, Ore.	KAST	M		WMEX	
Atchison, Kans.	KVAK	M		WNAC	M
Athens, Ga.	WGAU	C		WORL	
Atlanta, Ga.	WAGA	B	Bowling Green, Ky.	WLBJ	M
	WATL	M	Bozeman, Mont.	KRBM	N
	WGST	C	Brady, Texas	KNEL	
	WSB	N	Bridgeport, Conn.	WICC	M
Atlantic City, N. J.	WBAB	C		WNAB	B
	WFPG	B	Bridgeton, N. J.	WSNJ	
Auburn, N. Y.	WMBO	M	Bristol, Tenn.	WOPI	N
Augusta, Ga.	WGAC	B	Brooklyn, N. Y.	WBBR	
	WRDW	C		WBYN	
Augusta, Me.	WRDO	N		WL1B	
Aurora, Ill.	WMRO		Brownsville, Texas	KEEW	B
Austin, Texas	KNOW	B-M	Brownwood, Texas	KBWD	M
	KTBC	C	Brunswick, Ga.	WMOG	
Baker, Ore.	KBKR		Buffalo, N. Y.	WBEN	N
				WBNY	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	WEBR	M	Columbus, Ga.	WRBL	C
	WGR	B		WDAK	B-M
	WKBW	C	Columbus, Miss.	WCBI	M
Burlington, Ia.	KBUR	B	Columbus, Ohio	WBNS	C
Burlington, N. C.	WBBB	M		WCOL	B
Burlington, Vt.	WCAx	C		WHKC	M
Butler, Pa.	WISR			WOSU	
Butte, Mont.	KGIR	N	Concord, N. C.	WEGO	
Cairo, Ill.	WKRO		Conway, S. C.	WLAT	
Calumet, Mich.	WHDF	M	Cookeville, Tenn.	WHUB	C
Camden, N. J.	WCAM		Coos Bay, Ore.	KOOS	M
Canton, Ohio	WHBC	M	Cordele, Ga.	WMJM	
Cape Girardeau, Mo.	KFVS		Corpus Christi, Tex.	KEYS	C
Carlsbad, N. M.	KAVE			KWBU	B
Carthage, Ill.	WCAZ			KRIS	M-N
Casper, Wyoming	KDFN		Corsicana, Texas	KAND	M
Cedar City, Utah	KSUB	C	Corvallis, Ore.	KOAC	
Cedar Rapids, Iowa	WMT	C-M	Covington, Va.	WKKEY	B
Cedartown, Ga.	WGAA	B	Cumberland, Md.	WTBO	N
Centralia-Chehalis, Wash.	KELA	M	Dallas, Texas	KRLD	C
Champaign, Ill.	WDWS	C		KGKQ	
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	C
	WSOC	N	Danville, Va.	WBTM	B
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	C
	WAIT		Decorah, Iowa	KWLC	
	WBBM	C	Denton, Texas	KDNT	
	WCFL		Denver, Colo.	KFEL	M
	WCRW			KLZ	C
	WEDC			KMYR	
	WENR	B		KOA	N
	WGES			KPOF	B
	WGN	M		KVOD	C-B
	WIND		Des Moines, Iowa	KRNT*	C
	WJJD			KSO**	B-N
	WLS	B		WHO	N
	WMAQ	N	Detroit, Mich.	WJBK	N
	WMBI			WJLB	
	WSBC			WJR	
Chico, Calif.	KHSL	M		WWJ	C
Cicero, Ill.	WHFC			WXYZ	N
Cincinnati, Ohio	WCKY	C	Devils Lake, N. D.	KDLR	B
	WCPO		Dodge City, Kans.	KGNO	M
	WKRC	M	Dothan, Ala.	WAGF	B
	WLW	N	Dublin, Ga.	WMLT	
	WSAI	B	Du Bois, Pa.	WCED	C
Clarksburg, W. Va.	WBLK	N	Dubuque, Ia.	KDTH	M
Clarksdale, Miss.	WROX			WKBB	B
Clarksville, Tenn.	WJZM	M	Duluth, Minn.	KDAL	C
Clayton (St. Louis) Mo.	KFUO			WEBC	N
Cleveland, Ohio	WGAR	C	Durango, Colo.	KIUP	
	WHK	M	Durham, N. C.	WDNC	C
	WJW	B	East Lansing, Mich.	WKAR	
	WTAM	N	East St. Louis, Ill.	WTMV	
Clinton, Ia.	KROS	M	Easton, Pa.	WEST	M-N
Clovis, N. M.	KICA	M	Eau Claire, Wisc.	WEAU	N
Coffeyville, Kans.	KGGF	B	El Centro, Calif.	KXO	M
College Station, Tex.	WTAW	B	El Dorado, Ark.	KELD	B
Colorado Springs, Colo.	KVOR	C	Elizabeth City, N. C.	WCNC	M
Columbia, Mo.	KFRU	B	Elk City, Okla.	KASA	
Columbia, S. C.	WCOS	B	Elkhart, Ind.	WTRC	B
	WIS	N	Elmira, N. Y.	WENY	M-N
	WKIX				

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
El Paso, Tex.	KROD	C	Greenville, S. C.	WFBC	N
	KTSM	N		WMRC	B
Emporia, Kans.	KTSW	M	Greenwood, Miss.	WGRM	B
Enid, Okla.	KCRC	B	Greenwood, S. C.	WCRS	N
Erie, Pa.	WERC	C	Griffin, Ga.	WKEU	M
	WLEU	B-M	Grove City, Pa.	WSAJ	
Escanaba, Mich.	WDBC	M	Gulfport, Miss.	WGCM	B
Eugene, Ore.	KORE	M	Hagerstown, Md.	WJEJ	M
Eureka, Calif.	KIEM	M	Hamilton, O.	WMOH	
Evansville, Ind.	WEOA	C	Hammond, Ind.	WJOB	
	WGBF	N	Hannibal, Mo.	KHMO	B
Everett, Wash.	KRKO	M	Harlan, Ky.	WHLN	
Fairbanks, Alaska	KFAR		Harlingen, Texas	KGBS	C
Fairmont, W. Va.	WMMN	C	Harrisburg, Ill.	WEBQ	
Fall River, Mass.	WSAR	M	Harrisburg, Pa.	WHP	C
Fargo, N. D.	WDAY	N		WKBO	M-N
Fayetteville, N. C.	WFNC	M		WHGB	
Fergus Falls, Minn.	KGDE	M	Harrisonburg, Va.	WSVA	
Findlay, Ohio	WFIN		Hartford, Conn.	WDRC	C
Fitchburg, Mass.	WEIM	M		WHTD	B
Flint, Mich.	WDFD	B		WHTT	M
Florence, S. C.	WOLS	B		WTIC	N
Fond du Lac, Wis.	KFIZ	M	Hastings, Neb.	WHAS	
Fort Dodge, Iowa	KVFD	M	Hattiesburg, Miss.	WFOR	N
Fort Myers, Fla.	WINK	C	Hazleton, Pa.	WAZL	M-N
Fort Smith, Ark.	KFPW	M	Helena, Ark.	KFFA	M
Fort Wayne, Ind.	WGL	N	Helena, Mont.	KPFA	N
	WOWO	B	Henderson, Ky.	WSON	
Fort Worth, Tex.	KFJZ	M	Henderson, N. C.	WHNC	
	KGKO	B	Herrin, Ill.	WJPF	
	WBAP	N	Hibbing, Minn.	WMFG	N
Frederick, Md.	WFMD	C	Hickory, N. C.	WHKY	B
Fredericksburg, Va.	WFVA	B	High Point, N. C.	WMFR	B
Freemont, Neb.	KORN		Hilo, Hawaii	KHBC	C
Freeport, N. Y.	WGBB		Hobbs, N. M.	KWEW	
Fresno, Calif.	KARM	C	Holyoke, Mass.	WHYN	M
	KMJ	N	Honolulu, Hawaii	KGMB	C
	KFRE	M		KGU	N
Gadsden, Ala.	WJBY	M	Hopkinsville, Ky.	WHOP	C
Gainesville, Fla.	WRUF	M	Hot Springs, Ark.	KTHS	B
Gainesville, Ga.	WGGA	M		KWFC	M
Galesburg, Ill.	WGIL		Houston, Texas	KPRC	N
Galveston, Texas	KLUF	M		KTRH	C
Garden City, Kans.	KIUL	M		KXYZ	B
Gastonia, N. C.	WGNC	B		KTHT	M
Glendale, Calif.	KIEV		Huntington, W. Va.	WSAZ	B
Globe, Ariz.	KWJB	N	Huntsville, Ala.	WBHP	M
Gloversville, N. Y.	WENT	C-M	Huntsville, Tex.	KSAM	
Goldsboro, N. C.	WGBR	M	Hutchinson, Kans.	KWBW	N
Grand Forks, N. D.	KFJM		Idaho Falls, Idaho	KID	M
	KILO	C	Indianapolis, Ind.	WFBM	C
Grand Island, Neb.	KMMJ	B		WIBC	N
Grand Junction, Colo.	KFXJ	M		WIRE	N
Grand Rapids, Mich.	WLAV	M-B		WISH	B
	WOOD	N	Iowa City, Iowa	WSUI	
	WJEF	C	Ironwood, Mich.	WJMS	M
Grants Pass, Ore.	KUIN	M	Ithaca, N. Y.	WHCU	C
Great Bend, Kans.	KVGB	M	Jackson, Mich.	WIBM	B
Great Falls, Mont.	KFBB	C	Jackson, Miss.	WJDX	N
Greeley, Colo.	KFKA			WJXN	
Green Bay, Wis.	WTAQ	C		WSLI	B
Greenfield, Mass.	WHAI	C	Jackson, Tenn.	WTJS	B
Greensboro, N. C.	WBIG	M	Jacksonville, Fla.	WJAX	N
	WGBG	B		WJHP	B
	WHJB			WMBR	C
Greensburg, Pa.	WHJB			WPDQ*	M
Greenville, Miss.	WJPR	M	Jacksonville, Ill.	WLDS	
Greenville, N. C.	WGTC	M	Jamestown, N. Y.	WJTN	B
			Jamestown, N. D.	KSJB	C-M

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Janesville, Wisc.	WCLO	M	Los Angeles, Calif.	KFI	N
Jefferson City, Mo.	KWOS	M		KFSG	
Jersey City, N. J.	WHOM			KFVD	
Johnson City, Tenn.	WJHL	B		KFWB	
Johnstown, Pa.	WJAC	N		KGFJ	
Joliet, Ill.	WCLS			KHJ	M
Jonesboro, Ark.	KBTM	M		KMPC	
Joplin, Mo.	WMBH	M		KMTR	
Juneau, Alaska	KINY			KNX	C
Kalamazoo, Mich.	WKZO	C		KRKD	
Kalispel, Mont.	KGEZ			KRKD	
Kansas City, Kans.	KCKN	M	Louisville, Ky.	WAVE	N
Kansas City, Mo.	KCMO	B		WGRC	M
	KMBC	C		WHAS	C
	WDAF	N		WINN	B
	WHB	M	Lowell, Ariz.	KSUN	C
Kearney, Nebr.	KGFW		Lowell, Mass.	WLLH	M
Keene, N. H.	WKNE	C	Lubbock, Texas	KFYO	B
Ketchikan, Alaska	KTKN		Ludington, Mich.	WKLA	M
Kilgore, Texas	KOCA		Lufkin, Texas	KRBA	
Kingsport, Tenn.	WKPT	N	Lynchburg, Va.	WLVA	B
Kingston, N. Y.	WKNY	M	Macon, Ga.	WBML	B
Kinston, N. C.	WFTC	B		WMAZ	
Klamath Falls, Ore.	KFJI	M		WNEX	C
	KFLW		Madison, Wisc.	WHA	
Knoxville, Tenn.	WBIR	B		WIBA	N
	KNOX	C	Manchester, N. H.	WFEA	N
	WROL	N		WMUR	B
	WKMO	C	Mandan, N. D.	KCGU	M
Kokomo, Ind.	WKMO		Manhattan, Kans.	KSAC	
Laconia, N. H.	WLNH	M	Manitowoc, Wisc.	WOMT	
LaCrosse, Wisc.	WKBB	N	Mankato, Minn.	KYSM	N
Lafayette, Ind.	WASK		Mansfield, Ohio	WMAN	B
Lafayette, La.	KVOL	N	Marion, Ohio	WMRN	B
La Grange, Ga.	WLAG	M	Marquette, Mich.	WDMJ	
La Grande, Ore.	KLBM		Marrinette, Wisc.	WMAM	N
LaJunta, Colo.	KOKO		Marshalltown, Ia.	KFJB	M
Lake Charles, La.	KPLC	N	Martinsville, Va.	WMVA	N
Lakeland, Fla.	WLAK	N	Marysville, Calif.	KMYC	M
Lancaster, Pa.	WGAL	M-N	Mason City, Iowa	KGLO	C
Lansing, Mich.	WJIM	B	Mayaguez, P. R.	WPRA	
Lapeer, Mich.	WMPK		McComb, Miss.	WSKB	
Laredo, Tex.	KPAB	M	Medford, Ore.	KMED	N
Las Vegas, N. M.	KFUN		Medford, Wisc.	WIGM	
Las Vegas, Nev.	KENO	B	Memphis, Tenn.	WHBQ	M
Laurel, Miss.	WAML	N		WMC	N
Lawrence, Kans.	KFKU			WMPS	B
	WREN	B		WREC	C
Lawrence, Mass.	WLAW	C	Merced, Calif.	KYOS	M
Lawton, Okla.	KSWO	M	Meridian, Miss.	WCOC	C
Lewiston, Ida.	KRLC	M	Miami, Fla.	WIOD	N
Lewiston, Me.	WCOU	M		WQAM	C
Lewistown, Pa.	WMRF	N		WFTL**	M
Lexington, Ky.	WLAP	B-M	Miami Beach, Fla.	WKAT	
Lihue, Hawaii	KTOH		Middletown, N. Y.	WALL	
Lima, Ohio	WLOK	N	Midland, Texas	KRLH	M
Lincoln, Nebr.	KFAB	C	Miles City, Mont.	KRJF	
	KFOR	B-M	Milwaukee, Wisc.	WEMP	B
	KARK	N		WISN	C
	KGHI	B		WTMJ	N
	KLRA	C	Minneapolis, Minn.	WCCO	C
Logan, Utah	KVNU	M		WDGY	
Logan, W. Va.	WLOG			WLB	
Long Beach, Calif.	KFOX			WLWL	M
	KGER			WTCN	B
Longview, Texas	KFRO	B-M	Minot, N. D.	KLPM	M
Longview, Wash.	KWLK	M	Missoula, Mont.	KGVO	C
Los Angeles, Calif.	KECA	B	Mobile, Ala.	WALA	N
	KFAC			WMOB	B-M
			Modesto, Calif.	KTRB	
			Monroe, La.	KMLB	B
				KNOE	N
			Monterey, Calif.	KDON	M

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Montgomery, Ala.	WCOV	C	Owensboro, Ky.	WOMI	M
	WSFA	N	Paducah, Ky.	WPAD	C
Moorhead, Minn.	KVOX	M	Palestine, Texas	KNET	K
Morgantown, W. Va.	WAJR		Palm Beach, Fla.	WWPG	B-M
Moultrie, Ga.	WMGA		Pampa, Texas	KPDN	M
Muncie, Ind.	WLBC	C	Panama City, Fla.	WDLP	M
Muscle Shoals City, Ala.	WLAY	M	Paris, Texas	KPLT	B-M
Muskegon, Mich.	WKBZ	B-M	Parkersburg, W. Va.	WPAR	C
Muskogee, Okla.	KBIX	B	Pasadena, Calif.	KPAS	
Nampa, Idaho	KFXD			KPPC	
Nashville, Tenn.	WLAC	C		KWKW	
	WSIX	B-M	Pasco, Wash.	KPKW	
	WSM	N	Paterson, N. J.	WPAT	
Natchez, Miss.	WMIS		Pawtucket, R. I.	WFCI	B
Newark, N. J.	WHBI		Pecos, Texas	KIUN	
	WAAT		Pendleton, Ore.	KWRC	
New Albany, Ind.	WGRC	M	Pensacola, Fla.	WCOA	N
New Bedford, Mass.	WNBH	B	Peoria, Ill.	WMBD	C
New Bern, N. C.	WHIT	M	Petersburg, Va.	WBHD	
Newburgh, N. Y.	WGNV		Philadelphia, Pa.	KYW	N
New Castle, Pa.	WKST			WCAU	C
New Haven, Conn.	WELI	B		WDA5	
	WHNC			WFIL	B
New Kensington, Pa.	WKPA			WHAT	
New London, Conn.	WNLC	M		WIBG	
New Orleans, La.	WDSU	B		WIP	M
	WJBW			WPEN	
	WNOE	M		WTEL	
	WSMB	N	Phoenix, Ariz.	KOY	C
	WWL	C		KPHO	B
Newport News, Va.	WGH	B		KTRAR	N
New York	WABC	C	Pierre, S. D.	KGFX	
	WBNX		Pine Bluff, Ark.	KOTN	M
	WEAF	N	Pittsfield, Mass.	WBRK	M
	WEVD		Pittsburg, Kans.	KOAM	N
	WHN		Pittsburgh, Pa.	KDKA	N
	WINS			KQV	B
	WJZ	B		WCAE	M
	WMCA			WJAS	C
	WNEW			WWSW	
	WNYC		Plainview, Texas	KVOP	
	WOV		Plattsburg, N. Y.	WMFF	B
	WOR	M	Pocatello, Ida.	KSEI	N
	WQXR		Ponca City, Okla.	WBZ	
Niagara Falls, N. Y.	WHLD		Ponce, Puerto Rico	WPAB	
Norfolk, Nebr.	WJAG			WPRP	
Norfolk, Va.	WTAR	N	Pontiac, Mich.	WCAR	
Norman, Okla.	WNAD		Poplar Bluff, Mo.	KWOC	
Northfield, Minn.	WCAL		Port Angeles, Wash.	KONP	
North Platte, Nebr.	KODY	N	Port Arthur, Tex.	KPAC	M
Oakland, Calif.	KLS		Port Huron, Mich.	WHLS	M
	KLX		Portland, Me.	WCSH	N
	KROW			WGAN	C
Ocala, Fla.	WTMC	B	Portland, Ore.	KALE	M
Ogden, Utah	KLO	M		KBPS	
Ogdensburg, N. Y.	WSLB	M		KEX	B
Oklahoma City, Okla.	KOCY	M		KGW	N
	KOMA	C		KOIN	C
	KTOC	B		KWJJ	
	WKY	N		KXL	
Okmulgee, Okla.	KHBG	M	Portsmouth, N. H.	WHEB	M
Olean, N. Y.	WHDL	B	Portsmouth, Ohio	WPAY	M
Olympia, Wash.	KGY	M	Portsmouth, Va.	WSAP	M
Omaha, Nebr.	KBON	M	Poughkeepsie, N. Y.	WKIP	B
	KOIL	C	Powell, Wyo.	KPOW	
	KOWH	B	Poynette, Wisc.	WIBU	M
	WOW	N	Prescott, Ariz.	KYCA	N
Opelika, Ala.	WJHO	M	Presque Isle, Me.	WAGM	K
Orlando, Fla.	WDBO	C	Price, Utah	KEUB	M
	WLOF	B	Providence, R. I.	WEAN	M
Oshkosh, Wisc.	WOSH	B		WJAR	N
Ottumwa, Iowa	KBIZ	M		WPRO	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Provo, Utah	KOVO	M	San Antonio, Texas	KMAC	M
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	B
	WRAL	M		KFSD	N
Rapid City, S. D.	KOTA			KGB	M
	WCAT		San Francisco, Calif.	KFRC	M
Reading, Pa.	WEEU	N		KGO	B
	WRAW	N		KJBS	
Redding, Calif.	KVCV	M		KPO	N
Reno, Nev.	KOH			KSAN	
Rice Lake, Wisc.	WJMC	M		KSFO	
Richmond, Ind.	WKBV	M		KYA	
Richmond, Va.	WBBL		San Jose, Calif.	KQW	C
	WMBG	N	San Juan, Puerto Rico	WKAQ	C
	WRIV			WNEL	
	WRNL	B		WIAC	
	WRVA	C	San Luis Obispo, Calif.	KVEC	M
Riverside, Calif.	KPRO	B	Santa Ana, Calif.	KVOE	M
Roanoke, Va.	WDBJ	C	Santa Barbara, Calif.	KDB	M
	WSLS	B		KTMS	B
Roanoke Rapids, N. C.	WCBT	M	Santa Fe, N. M.	KVSF	C
Rochester, Minn.	KROC	N	Santa Rosa, Calif.	KSRO	
Rochester, N. Y.	WHAM	N	Saranac Lake, N. Y.	WNBZ	B
	WHEC	C	Sarasota, Fla.	WSPB	C
	WSAY	M	Sault Ste. Marie, Mich.	WSOO	B
Rockford, Ill.	WROK	B	Savannah, Ga.	WSAV	N
Rock Hill, S. C.	WRHI			WTOC	C
Rock Island, Ill.	WHBF	M	Schenectady, N. Y.	WGY	N
Rock Springs, Wyo.	KVRS	M		WSNY	
Rocky Mount, N. C.	WEED	B	Scottsbluff, Nebr.	KGKY	
Rome, Ga.	WRGA	M	Scranton, Pa.	WARM	B
Roseburg, Ore.	KRNR	M		WGBI	C
Roswell, N. M.	KGFL	K		WQAN	
Royal Oak, Mich.	WEXL		Seattle, Wash.	KEVR	
Rutland, Vt.	WSYB	M		KIRO	C
St. Albans, Vt.	WWSR			KJR	B
St. Augustine, Fla.	WFOY	C		KOL	M
St. Cloud, Minn.	KFAM	N		KOMO	N
St. Joseph, Mo.	KFEQ	B		KRSC	
St. Louis, Mo.	KMOX	C		KTW	
	KFUO			KXA	
	KSD	N	Sedalia, Mo.	KDRO	
	KWK	M	Selma, Ala.	WHBB	M
	KXOK	B	Sharon, Pa.	WPIC	
	WEW		Shawnee, Okla.	KGFF	B
	WIL		Sheboygan, Wisc.	WHBL	M
St. Paul, Minn.	KSTP	N	Shenandoah, Ia.	KFNF	
	WMIN			KMA	B-M
St. Petersburg, Fla.	WSUN	B	Sheridan, Wyo.	KWYO	
	WTSP	M	Sherman, Texas	KRRV	M
Sacramento, Calif.	KFBK	C	Shreveport, La.	KRMD	B
	KROY			KTBS	N
	KCRA			KWKH	C
	KXOA		Sidney, Mont.	KGCX	C
Safford, Ariz.	KGLU	N	Siloam Springs, Ark.	KUOA	
Saginaw, Mich.	WSAM	N	Sioux City, Ia.	KSCJ**	B
Salem, Mass.	WESX			KTRI	M
Salem, Ore.	KSLM	M	Sioux Falls, S. D.	KELO	N
Salina, Kans.	KSAL	M		KSOO	N
Salisbury, Md.	WBOC	M	South Bend, Ind.	WSBT	C
Salisbury, N. C.	WSTP	M		WHOT	B
Salt Lake City, Utah	KDYL	N	Spartanburg, S. C.	WORD	B
	KALL			WSPA	C
	KNAK		Spencer, Ia.	KICD	M
	KSL	C	Spokane, Wash.	KFIO	M
	KUTA	B		KFPY	C
San Angelo, Texas	KGKL	B-M		KGA	B
San Antonio, Texas	KABC	B		KHQ	N
			Springfield, Ill.	WCBS	B
				WTAX	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Springfield, Mass.	WBZA	N	Waco, Texas	WACO	B-M
	WMAS	C	Wallace, Ida.	KWAL	M
	WSPR	B	Walla Walla, Wash.	KUJ	M
Springfield, Mo.	KG BX	N	Warren, Ohio	WRRN	M
	KTT S	C-M	Washington, D. C.	WINX	
	KWTO	B		WTOP	C
Springfield, Ohio	WIZE	B		WMAL	B
Stamford, Conn.	WSRR	B		WOL	M
Sterling, Colo.	KGEK			WRC	N
Steubenville, Ohio	WSTV	M		WWDC	
Stevens Pt., Wisc.	WLBL		Washington, N. C.	WRRF	B
Stockton, Calif.	KGDM	C	Washington, Pa.	WJPA	
	KWG	B	Waterbury, Conn.	WATR	B
Suffolk, Va.	WLPM	B		WBRY	C
Sumter, S. C.	WFIG		Waterbury, Vt.	WDEV	
Sunbury, Pa.	WKOK		Waterloo, Ia.	KXEL	B
Superior, Wisc.	WDSM	M-B		WMT	C-M
Sweetwater, Texas	KXOX		Watertown, N. Y.	WATN	M
Sidney, Mont.	KG CX			WWNY	C
Syracuse, N. Y.	WAGE	B	Watertown, S. D.	KWAT	
	WFBL	C	Wastonville, Calif.	KHUB	B
	WOLF	M	Wausau, Wisc.	WSAU	C
	WSYR	N	Waycross, Ga.	WAYX	M
Sylacauga, Fla.	WFEB		Welch, W. Va.	WBRW	
Tacoma, Wash.	KMO	M	Wenatchee, Wash.	KPO	B
	KTBI		Weslaco, Texas	KRGV	N
	KVI		West Palm Beach, Fla.	WJNO	C
Tallahassee, Fla.	WTAL	M	West Lafayette, Ind.	WBAA	
Tampa, Fla.	WDAE	C	West Point, Ga.	WRLD	B
	WFLA	N	West Yarmouth, Mass.	WECB	B
Temple, Texas	KTEM	M-B	Wheeling, W. Va.	WKWK	C
Terre Haute, Ind.	WBOW			WWVA	B
Texarkana, Tex.	KCMC	B-M	White Plains, N. Y.	WFAS	
Thomasville, Ga.	WPAX		Wichita, Kans.	KANS	N
Toccoa, Ga.	WRLC	M		KFBI	B-M
Toledo, Ohio	WSPD	N		KFH	C
	WTOL	B	Wichita Falls, Tex.	KWFT	C
Topeka, Kans.	WIBW	B	Wilkes-Barre, Pa.	WBAX	M
Town of Allegany, N. Y.	WHDL	C		WBRE	N
Traverse City, Mich.	WT CM	M	Williamson, W. Va.	WBTH	
Trenton, N. J.	WTNJ		Williamsport, Pa.	WR AK	N
	WTTM	N	Willmar, Minn.	KWLM	B-M
Troy, N. Y.	WHAZ		Wilmington, Del.	WDEL	N
	WTRY	B		WILM	M
Tucson, Ariz.	KTUC	C	Wilmington, N. C.	WMFD	B
	KVOA	N	Wilson, N. C.	WGTM	M
Tucumcari, N. M.	KTNM	M	Winchester, Va.	WINC	B
Tulsa, Okla.	KOME	B-M	Winona, Minn.	KWNO	B-M
	KTUL	C	Winston-Salem, N. C.	WAIR	B-M
	KVOO	N		WSJS	N
Tupelo, Miss.	WELO	M	Wisconsin Rapids, Wisc.	WFHR	M
Tuscaloosa, Ala.	WJRD		Woodside, N. Y.	WWRL	
Tuscola, Ill.	WDZ		Worcester, Mass.	WAAB	M
Twin Falls, Ida.	KTFI	N		ORC	B
Tyler, Texas	KGKB	M		WTAG	C
Uniontown, Pa.	WMBS	C	Yakima, Wash.	KIT	M
Urbana, Ill.	WILL			KTYW	
Utica, N. Y.	WIBX	C	Yankton, S. Dak.	WNAX**	C
Valdosta, Ga.	WG OV	M	York, Pa.	WORK	M-N
Valley City, N. D.	KVOC	M		WSBA	B
Vancouver, Wash.	KVAN		Youngstown, Ohio	WFMJ	B
Vermilion, S. D.	KUSD			WKBN	B
Vernon, Texas	KVWC	M	Yuma, Ariz.	KYUM	C
Vicksburg, Miss.	WQBC	B	Zanesville, Ohio	WHIZ	N
Victoria, Texas	KVIC		Zarephath, N. J.	WAWZ	N
Vincennes, Ind.	WAOV	M			
Virginia, Minn.	WHLB	N			
Visalia, Calif.	WTKC	B			

ALABAMA

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W H M A

ANNISTON—EST. 1938

BLUE NETWORK

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Owned By.....Anniston Broadcasting Co.
Operated By.....Anniston Broadcasting Co.
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
Transcription Service.....Standard
Representative.....Sears & Ayer, Inc.

Personnel

Owner.....Harry M. Ayers
Station-Commercial Manager.....J. W. Buttram
Program-Publicity Director.....Ruby Meigs
Production Manager.....Malcolm Street
Sales Promotion Manager-Musical Director....
Mrs. Ruby Meigs
Chief Engineer.....James Hudson
Director of War Programs.....J. W. Buttram

W J L D

BESSEMER—EST. 1942

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....George Johnston
Address.....1831—4th Ave. N.
Phone Number.....2300; 2301; 6-6172
Transmitter Location.....Blue Lake Site
Time on the Air.....6 a.m. to 10 p.m., weekdays;
7 a.m. to 12 p.m., Sundays.

News Service.....AP
Transcription Service.....World Broadcasting
System-Keystone Broadcasting System.

Personnel

Owner.....William R. Terry
Station Manager.....Hal Falter
Commercial Manager.....Eugene P. Well
Production Manager.....Miriam Bunkin
Program Director.....Hal Falter
Chief Announcer.....Hal Falter
Chief Engineer.....George Harrison, Jr.

W B R C

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 860 Kc. Power: 5000 Watts
Owned-Operated By.....Birmingham Broadcast-
ing Co., Inc.

Address.....WBRC Bldg., Second Ave. and
18th St. N.

Phone Number.....4-7741
Transmitter Location.....2400 Arkadelphia Rd.
Time on the Air.....6:00 a.m. to 12:00 midnite;
Sundays, 7:00 a.m. to 12:00.
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President-General Manager.....J. C. Bell
Station Manager.....John M. Connolly
Director of War Programs.....Herbert C. Grieb
Chief Engineer.....G. P. Hamann

W A P I

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts
Owned By.....Alabama Polytechnic In-
stitute, University of Alabama, Alabama
College.

Licensee.....Voice of Alabama, Inc
Address.....Protective Life Bldg.
Phone Number.....3-8116
Studio Addresses.....Protective Life Bldg.;
University of Alabama Campus, Tuscaloosa;
Alabama College Campus, Montevallo; Ala-
bama Polytechnic Institute Campus, Auburn.
Transmitter Location.....Sandusky, Ala.
Time on the Air: 5:45 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.....Jimmie Willson
Production Manager.....Lionel Baxter
Publicity Director.....Mary Bennett
Musical Director.....Stanleigh Malone
Chief Engineer.....N. S. Hurley

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: 5 a.m. to 12 midnight
 days, 7 a.m. to 12 midnigt
 Newspaper Affiliation...Birmingham News;
 Birmingham Age-Herald
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Langworth
 Representative.....Headley-Reed Co.

Personnel

General Manager.....Henry P. Johnston
 Assistant to Manager.....Evelyn Hicks
 Program Director.....Jack McCormack
 Production Manager.....Jack McCormack
 Chief Engineer.....Gordon F. Bishop

W M S L

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 NORTH ALABAMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Tennessee Valley
 Broadcasting Co.
 Address.....511 Bank St.
 Phone Number.....802-3-4
 Transmitter Location.....Decatur, Ala.
 Time on the Air.....6:30 a.m. until 10:15 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting
 System and WBS
 Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
 Secretary-Treasurer.....Clyde Hendrix
 Station-Commercial Manager...Ernest Mobley
 Program Director-Director of
 War Programs.....Denny Wright
 Production Manager.....Otis Dodge
 Publicity Director.....Pat Wright
 Chief Announcer.....Frank Lokey
 Chief Engineer.....J. Roser
 Record Master of Ceremony...Otis Dodge,
 Frank Lokey, Ernest Cramer

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
 Representative.....Headley-Reed Company

Personnel

Station Manager.....Julian C. Smith
 Commercial Manager.....Fred Moseley
 Program Director and
 Chief Announcer.....Willard Wilkes
 Production Manager and
 Chief Engineer.....John T. Hubbard

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Gadsden Broadcas-
 ting Co., Inc.
 Address.....108 Broad Street
 Phone Number.....88
 Transmitter Location.....108 Broad Street
 Time on the Air.....7 a.m. to 11.00 p.m.
 News Service.....Transradio
 Representative.....Sears & Ayer

Personnel

President.....B. H. Hopson
 Station Manager and
 Program Director.....Beatrice Tate Benton
 Commercial Manager.....Sam Benton
 Chief Engineer.....L. O. Bruner

W B H P

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 NORTH ALABAMA NETWORK

Frequency: 1230 Kc.....Power 250 Watts
 Owned-Operated By.....W. H. Pollard
 Address.....318 W. Clinton St.
 Phone Number.....313
 Transmitter Location.....Athens Pike
 Time on the Air.....Unlimited license
 News Service.....UP

Personnel

President-Station Manager and
 Commercial Manager.....W. H. Pollard
 Program Director.....Margaret Speake
 Production Manager.....Hugh McDonald
 Chief Announcer and
 Chief Engineer.....John Garrison

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned By.....W. O. Pape

Operated ByPape Broadcasting Co.
 Address.....106 St. Joseph St., AT&N
 Railroad Bldg.
 Phone Number.....Dexter 3-3787
 Transmitter Location....Tensas Bridge Head,
 Baldwin County
 Time on the Air.....6 a.m. to 11:00 p.m.;
 Sundays, 8:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

General Manager.....W. O. Pape
 Commercial 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

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
 Studio Address.....600 St. Louis St.
 Transmitter Location.....600 St. Louis St.
 Time on the Air.....Unlimited License
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Sears & Ayer, Inc.

Personnel

Station Manager.....S. B. Quigley
 Commercial Manager.....F. E. Busby
 Sales Promotion Manager...Miss Bea Quigley
 Program Director.....Miss Clara Malone
 Production Manager.....Mrs. Adele Hull
 Publicity Director.....Miss Bea Quigley
 Chief Engineer.....T. L. Greenwood

W C O V

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Capital Broadcasting
 Company, Inc.
 Business Address.....2 Montgomery St.
 Phone Number.....5781
 Transmitter Location....Narrow Lane Road,
 Montgomery
 Time on the Air.....17 hours daily
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President-Station Mgr.G. W. Covington, Jr
 Commercial Manager.....John C. Hughes
 Executive Secretary.....Evelyn B. Robinson
 Musical Director.....Weston Britt
 Program Director.....Weston Britt
 Chief Engineer.....W. D. Weatherly

W S F A

MONTGOMERY—EST. 1930
 NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.;
 500 n.
 Owned-Operated By.....Montgomery
 Broadcasting Co., Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....8361
 Studio Address.....Jefferson Davis Hotel
 Transmitter Location....Narrow Lane Road.
 Time on the Air.....6:00 a.m. to midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Co.

Personnel

President-General Manager...Howard E. Pill
 Station Manager.....John B. DeMotte
 Local Sales Manager.....W. W. Hunt
 Publicity Director.....Leland Childs
 Program-Musical Director and
 Production Manager.....Caldwell Stewart
 Chief Engineer.....Cliff Shelkotsky

W L A Y

MUSCLE SHOALS CITY—EST. 1933
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByMuscle Shoals
 Broadcasting Corporation
 Address.....Muscle Shoals, Ala.
 Phone Number.....1450
 Transmitter Location....Muscle Shoals, Ala.
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 7:30 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer

Personnel

President.....F. M. Farris, Jr.
 Station and Commercial Manager and
 Publicity Director.....E. J. Sperry
 Program-Musical Director and
 Production Manager...Mrs. Josephine Sperry
 Sales Promotion Mgr....Mrs. Lucille Johnston
 Chief Announcer.....G. W. Orton, III

W J H O

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power 250 d.; 100 n.
Owned-Operated By: Opelika Auburn
Broadcasting Co.

Address: 1400 Auburn Road
Phone Number: 856
Transmitter Location: 1400 Auburn Road
Time on the Air: 6:00 a.m. to 12:00 mid.
News Service: UP
Transcription Service: NBC and Keystone
Broadcasting System

Personnel

Station Manager and
Chief Engineer: F. Marion Hyatt
Commercial Manager: James T. Ownby
Publicity Director: Anne Davis
Musical Director: Ben Parsons
Sales Promotion: James T. Ownby
Program Director: Anne Davis

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: 14½ hours daily
Representative: Sears & Ayer, Inc.

Personnel

Station-Commercial Mgr.: Julien Smith, Jr.
Chief Engineer: T. F. Kelley, Jr.

W F E B

SYLACAUGA*

Frequency: 1340 Kc. Power: 250 Watts
Owned By: Alabama Broadcasting Co.
President: E. E. Forbes, Sr.

* C.P. only.

W J R D

TUSCALOOSA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

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

Owner: J. R. Doss, Jr.

ARIZONA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

K W J B

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Gila Broadcasting
Co., Inc.

Business Address: Globe & Safford
Phone Number: Globe 41
Studio Address: South Globe, Arizona
Transmitter Location: South Globe, Arizona
Time on the Air: 6:30 a.m.-11 p.m., daily;
7 a.m.-12.15 a.m., Sunday

Representative: Paul H. Raymer
News Service: AP, INS, UP
Transcription Service: Standard Radio

Personnel

President: Louis F. Long
General Manager: Paul Merrill
Commercial and Sales

Manager: Edward E. Furman
Chief Engineer: Herbert Hartman
Record Master of Ceremony: Willard Shoecraft

K S U N

BIRBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Copper Electric Co., Inc.
Address: Box C, Birbee, Ariz.

Phone Number.....Birbee 9
 Transmitter Location.....Lowell, Ariz.
 Time on the Air.....7 a.m. to 10:30 p.m.
 News Service.....UP
 Representative.....John Blair & Co.

Personnel

President-Owner.....James S. Maffeo
 Station Manager.....Carleton W. Morris
 Commercial Manager.....Eleanor Cervisi
 Program Director.....Marion McKinney
 Chief Announcer.....Hugh Keyes

K O Y

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 THE ARIZONA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Salt River Valley
 Broadcasting Company
 Address.....838 North Central Avenue
 Phone Number.....4-4144
 Transmitter Location.....12th St. & Camel-
 back Rd.
 Time on the Air.....8 a.m. to 12:00 midnight
 Newspaper Affiliation.....Prairie Farmer
 Publishing Co., Arizona Farmer
 News Service.....UP; Transradio
 Transcription Service.....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

Chairman of Board.....Burridge D. Butler
 President.....W. A. Baldwin
 Commercial Manager.....John L. Hogg
 General Manager.....Albert D. Johnson
 Program Director.....John R. Williams
 Chief Announcer and
 Production Manager.....Joe Dana
 Musical Director.....Alfred Becker
 Chief Engineer.....Lewis Sublett

K P H O

PHOENIX—EST. 1941

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Phoenix Broadcasting, Inc.
 Business Address.....Adams Hotel, Phoenix, Ariz.
 Phone Number.....4-7367
 Studio Address.....Adams Hotel, Phoenix, Ariz.
 Transmitter Location.....24th Ave. & Buckeye Rd.
 Time on the Air.....6 a.m. to midnight
 News Service.....INS
 Transcription Service.....ASCAP, BMI, SESAC
 Representative.....Howard H. Wilson Co.

Personnel

President-Owner.....Rex Shepp
 Station Manager.....Charlie Garland
 Sales Manager & Sales Promotion
 Arnold J. Gregory
 P/Program Director.....Libby Quinn
 Director of War Programs.....Libby Quinn
 Production Manager.....Libby Quinn
 Publicity Director.....Mollie Munger
 Chief Announcer.....John Wages
 Musical Director.....Mollie Munger
 Chief Engineer.....Ross Griffith
 Record MC.....John Wages & Graham Alexander

K T A R

PHOENIX—EST. 1922

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;
 Sundays, 7:00 a.m. to 12:15 a.m.
 Newspaper Affiliation.....Arizona Republic
 and Phoenix Gazette
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio Library and Langworth
 Representative.....Paul H. Raymer Co.

Personnel

Chief Owner-Ch. of Bd.....John J. Louis
 President & General Manager.....Dick Lewis
 Commercial Manager.....J. R. Heath
 Sales Promotion Manager.....L. D. Bradbury
 Program Director.....J. Howard Pyle
 Director of War Programs.....J. Howard Pyle
 Publicity Director.....John Snow
 Artists' Bureau Head.....Mary Louise Watson
 Chief Engineer.....Harold Haughawout

K Y C A

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad-
 casting Company
 Address.....East Gurley St.
 Phone Number.....244
 Transmitter Location.....East Gurley St.
 Time on the Air.....Unlimited License

News Service.....INS and AP
 Transcription Service.....Standard Library
 Representative.....Paul Raymer Co.

Personnel

Station and Commercial Mgr....Harold Ritter
 Program Director.....Roberta Pfister
 Artists' Bureau.....Byron Lee McCall
 Dir. of War Programs.....Roberta M. Pfister
 Production Manager.....Shirley Ritter
 Publicity Director.....Byron Lee McCall
 Chief Announcer.....Robert Giroux
 Musical Director.....Catharine F. Girard
 Chief Engineer.....George Eitel
 Office Manager.....Oddlite Ritter

Transcription Service.....Associated Record
 Program. Service & World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

Station Manager.....Lee Little
 Sales Manager.....Eugene Packer
 Chief Announcer.....Graham French
 Program Director and
 Dir. of War Programs.....Wayne Sanders
 Chief Engineer.....Cliff Livingston
 Production Manager.....Gerry O'Brien
 Musical Director.....Wayne A. Sanders

KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
 ARIZONA BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Gila Broadcasting
 Company

Address.....Safford, Ariz.
 Phone Number.....15
 Transmitter Location.....1218 - 6th Ave.
 Time on the Air.....7 a.m. - 11p.m. daily
 News Service.....AP; INS; UP
 Transcription Service.....Standard Radio
 Representatives.....Paul H. Raymer Co.

Personnel

President.....Louis F. Long
 Station Manager.....Paul Merrill
 Commercial and Sales
 Promotion Manager.....Edward E. Furman
 Publicity Director.....Paul Merrill
 Program Director, Production Manager and
 Chief Announcer.....Norman B. Harrington
 Chief Engineer.....Herbert Hartman
 Dir. of War Programs...Norman B. Harrington
 Musical Director.....Alberta Hunt
 Record MC.....Thomas B. Greenhaw

KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Tucson Broadcasting
 Co., Inc.

Address.....900 E. B'way
 Phone Number.....1400
 Transmitter Location.....900 E. B'way
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP

KVOA

TUCSON—EST. 1929

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.....6 a.m.-11 p.m.
 Newspaper Affiliation.....Arizona Republic
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams

KYUM

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 11:00 p.m.; Sundays,
 7:00 a.m. to 12:15 a.m.

News Service.....INS, UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....R. N. Campbell
 Station Manager.....Ray Smucker
 Program Director and
 Dir. of War Programs.....D. Clark Hayden
 Chief Engineer.....Leavenworth Wheeler

ARKANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K L C N

BLYTHERVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts
Owned and Operated by...Fred O. Grimwood
Address.....Noble Hotel
Phone Number.....2093
Transmitter Location.....Armored, Ark.
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....The John E. Pearson Co.

Personnel

Station-Commercial

Manager.....Harold L. Sudbury
Sales Promotion Manager....Harold Sudbury
Program Director.....J. T. Sudbury
Director of War Programs-
Chief Announcer.....Bill Crable
Musical Director.....Bob Berryman
Chief Engineer.....Bob Connor

K E L D

EL DORADO—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Address.....Box 610, El Dorado, Ark.
Phone.....1313
Transmitter Location....Country Club Colony
Time on the Air.....6:45 a.m. to 10:30 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Cox and Tanz

Personnel

President.....T. H. Barton
Station and Commercial Manager..Leon Sipes
Sales Promotion Manager-
Publicity Director.....J. R. Duerson
Program Director.....Rodney Smith
Chief Announcer.....James Broach
Director of War Programs...Jacqueline Click
Chief Engineer.....A. W. Hearin

K F P W

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Southwestern
Hotel Co.
Address.....1215 Garrison Ave.
Phone Number.....4106
Transmitter Location.....Albert Pike &
Kelley Highway

Time on the Air.....6:30 to 12 p.m.:
Sundays, 8:00 a.m. to 10:00 p.m.
News Service.....UP and AP
Transcription Service.....NBC Thesaurus;
World Broadcasting System

Personnel

President and General Mgr...John A. England
Station Manager.....J. E. "Pat" Garner
Commercial-Sales Promotion
Manager.....Bill Slates
Program-Musical Director.....Dorothy Gibson
Production Manager and
Publicity Director.....Pat Garner
Chief Announcer.....William A. Stapleton
Chief Engineer.....John M. Van Horn

K F F A

HELENA—EST. 1941

**MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ARKANSAS NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: Helena Broadcasting Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....215 York St.
Time on the Air.....104 hours weekly
News Services.....UP
Transcription

Service.....Keystone Broadcasting System

Personnel

President-General Manager...Sam Anderson
Program Director and
Production Manager.....Doris Trainer
Chief Engineer.....J. C. Warren
Chief Announcer.....Leland Stone

K T H S

HOT SPRINGS—EST. 1924

**BLUE NETWORK
ARKANSAS NETWORK**

Frequency.....1090 Kc.
Power.....10,000 d.; 1000 n.
Owned-Operated By...Radio Broadcasting, Inc.
Address.....135 Benton Street
Phone Number.....1160-1161
Transmitter Location.....Malvern Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Branham Company

Personnel

President.....John D. Ewing
Station Manager.....K. K. Kellam

Commercial Manager.....Ed Appler
 Program Director and
 Production Manager.....Frank A. Browne
 Chief Engineer.....Cecil Suitt

K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Clyde E. Wilson
 Address.....819½ Central
 Phone Number.....412-3
 Transmitter Location.....819½ Central
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

General Manager.....Clyde E. Wilson
 Commercial and Sales
 Promotion Manager.....Robert Choate
 Program Director.....Ann Hiryak
 Production Manager and
 Publicity Director.....Jon Hackett
 Chief Engineer.....Earl H. Butler

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM
 KEYSTONE 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.....Tower Place, East of
 Jonesboro

Time on the Air.....7:00 A.M. to 10:00 P.M.

Personnel

President.....Jay P. Beard
 Station Manager.....Mrs. Jay P. Beard
 Commercial Manager.....W. H. Cate
 Program Director.....Mrs. M. J. Fox

K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.
 SOUTH-CENTRAL QUALITY NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By: Arkansas Radio & Equip-
 ment Co.

Address.....Radio Center, 114 E. Capitol
 Phone Number.....LD 224
 Transmitter Location: Jackson Blvd., North Little
 Rock

Time on the Air.....6:00 a.m.-11:05 p.m.;
 Sundays, 7:00 a.m. to 11:05 p.m.

News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Edward Petry & Co.

Personnel

V.P. and Gen. Mgr.....G. E. Zimmerman
 Commercial Manager.....Julian F. Haas
 Studio Manager.....Jack Rumrill
 Publicity Director.....Julian F. Haas
 Chief Engineer.....Dan L. Winn

K G H I

LITTLE ROCK—EST. 1927

BLUE NETWORK

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 11p.m., Saturdays,
 6:00 a.m. to 1:00 a.m.

Newspaper Affiliation.....Arkansas Gazette

Personnel

General Manager.....S. C. Vinsonhaier
 Commercial Manager.....R. E. Rives
 Program Director.....Dorothy Weise
 Chief Engineer.....V. D. Vandusen

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.....LD 132
 Transmitter Location.....7 miles out on
 Memphis Hi-Way

Time on the Air: 5:00 a.m. to 12:05 a.m. Mon-
 days through Saturday; 7 a.m. to 12:05 a.m.,
 Sundays.

Newspaper Affiliation.....Arkansas Gazette
 News Service.....UP
 Transcription Service.....World Broadcasting
 Service
 Representative.....The Katz Agency

Personnel

President.....J. N. Heiskell
 Station Manager.....Roy Judge
 Merchandising Manager and
 Publicity Director.....Claude Miller
 Program Director.....Raymond P. Lang
 Production Manager.....Raymond P. Lang
 Musical Director.....Tom Scott
 Chief Engineer.....K. F. Tracy

KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....B. J. Parrish
 Address505½ Main St.
 Phone Number721
 Transmitter Location.....505½ Main St.
 Time on the Air.....Unlimited
 News Service.....UP and AP

Personnel

President-General Manager.....B. J. Parrish
 Sales Promotion Manager.....R. W. Eiter
 Program Director.....Ayleene Somervell
 Chief Engineer.....B. J. Parrish

KUOA

SILOAM SPRINGS—EST. 1922

KEYSTONE BROADCASTING SYSTEM

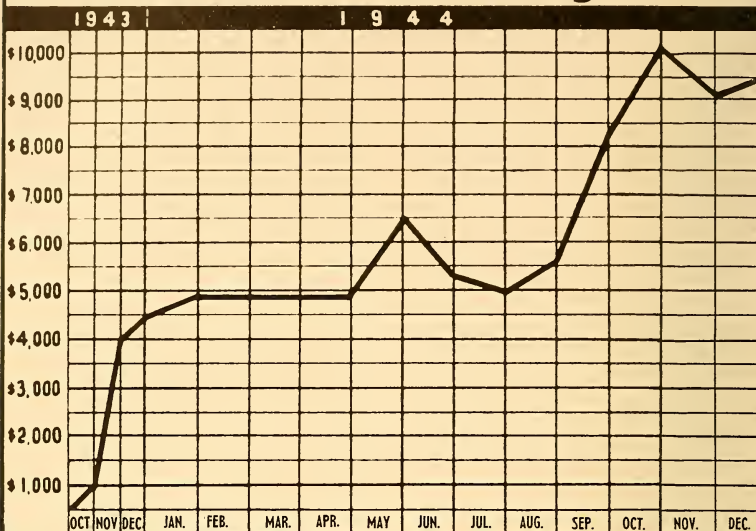
Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....KUOA Incorporated
 Address.....Siloam Springs, Ark.
 Phone Number77
 Transmitter Location.....Siloam Springs, Ark.
 Time on the Air.....6:30 a.m. to Local Sunset
 News ServiceUP
 Transcription Service.... World Broadcasting
 System, Keystone Broadcasting System
 RepresentativeThe Walker Company

Personnel

President.....John E. Brown
 Station and Commercial
 Manager.....Storm Whaley
 Program Director.....Gilberta Walton
 Director of War Programs.....Storm Whaley
 Chief Engineer.....Kenneth Maxwell
For KCNC, Texarkana, see Texas listings.

FOR QUALITY
 AP !

The *Beeline* Advertising Index



The above chart shows the gross dollar volume of national spot business per month, broadcast on the **BEELINE** during the first fifteen months of its existence.

TODAY, NEARLY ALL NATIONAL SPOT ACCOUNTS ADVERTISING IN CENTRAL CALIFORNIA AND WESTERN NEVADA ARE USING THE BEELINE.

Robert A
STREET
National
Sales Manager

Paul H.
RAYMER CO.
National
Representative

**McClatchy
Broadcasting
Company**

Sacramento, California



CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Broadcasting
AddressElks Bldg.
Phone Number8-8431
Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service.....AP and INS
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Deane Banta
Commercial Manager.....Richard Brothers
Chief EngineerVerne Shatto

KPMC

BAKERSFIELD—EST. 1935

MUTUAL—DON LEE

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By...Pioneer Mercantile Co.
Business Address...Box 1709, Bakersfield, Calif.
Phone Number8-8151
Transmitter Location.....307 East 21st St.
Time on the Air...6:30 a.m.-12:00 p.m. week-
days; 7:00 a.m.-12:00 p.m. Sunday
News ServiceUP
Transcription Service.....NBC Thesaurus and
Associated Music Publishers
Representative.....John Blair & Co.

Personnel

PresidentF. G. R. Schamblin
Station Manager.....L. A. Schamblin
Assistant Manager.....C. C. Sturm

KRE

BERKELEY—EST. 1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Central California
Broadcasters, Inc.
Address601 Ashby Avenue
Phone Number.....Ashberry 7715
Transmitter Location.....601 Ashby Avenue
Time on the Air.....Unlimited
News ServiceINS
Transcription ServiceStandard Radio

Personnel

President-Station Manager.... Arthur Westlund

Sales Promotion-Program

ManagerDon Hamblly
Chief Announcer.....Phil McKernan
Musical Director.....Harold S. Hawley

KHSL

CHICO—EST. 1935

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power 1,000 Watts
Owned-Operated By.....Golden Empire
Broadcasting Co., Inc.
Address4th & Broadway Sts.
Phone Number.....Chico 237-8
Transmitter Location.....Hooker Oak and
Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00
a.m. to 11:00 p.m., Sundays
News Service.....UP
Transcription Service.....Standard Radio,
C. P. MacGregor
Representative.....W. S. Grant Co.

Personnel

PresidentHugh McClung
Station Manager.....M. F. Woodling
Commercial and Sales
Promotion Manager.....Henry Watton, Jr.
Program and Musical Director....Mabel Swift
Production Manager and
Publicity Director.....Russell Pope
Chief Announcer.....Thomas Nelson
Chief Engineer.....Emory P. Milburn

KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 Watts 250 N
Owned-Operated By.....Valradio, Inc.
Address793 Main St.
Phone Number1100
Transmitter Location.....793 Main St.
Time on the Air.....7:00 a.m. to 11:00 p.m.
Transcription ServiceStandard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Thomas E. Sharp
Station ManagerKen Thornton
Commercial Manager.....Belle Hovey
Program Director.....Mabel Dalton
Chief Announcer.....Jerry Oppell
Chief Engineer.....Leroy Bellwood

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 Vance Hotel, Eureka Inn
 Transmitter Location McFarland Tract Humboldt Bay
 Time on the Air Unlimited
 News Service INS; UP
 Transcription Service World Broadcasting System
 Representative John Blair & Co.

Personnel

President and Station

Manager William B. Smullin
 Rural War Manager Eddie Logan
 Commercial Manager Betty Lundeen
 Production Manager C. Paul Corbin
 Sales Promotion Manager Betty Byrd
 Program Manager Mary Martin
 Musical Director Jack Andrews
 Religious Director Rev. Charles H. Hudson
 Office Manager George E. Thomson
 Traffic Manager Betty Matthias
 Education Director Earl Roberts
 Engineer Alvor Olson

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By KARM, The George Harm Station
 Address 1333 Van Ness Ave.
 Phone Number 4-2966
 Transmitter Location Van Ness & Alluvial Avenues
 Time on the Air 6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday
 News Service AP and INS
 Transcription Service Standard Radio
 Representative Edward Petry & Co., Inc.

Personnel

Owner & President Mrs. Hattie Harm
 General Manager Clyde F. Coombs
 Commercial Manager Ned L. Brown
 Publicity Director Eldora Roth
 Program Director John Garrick
 Chief Engineer R. M. Dorothy

K F R E

FRESNO—EST. 1942

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By J. E. Rodman
 Address T. W. Patterson Bldg.
 Phone Number 4-5001
 Transmitter Location Clinton & First St.
 Time on the Air 5:00 a.m. to 12:00 midnight
 News Service UP
 Transcription Service Associated Music Publishers and World
 Representative John Blair & Co.

Personnel

Owner J. E. Rodman
 General Manager Paul R. Bartlett
 Program Director Gene Chencult
 Office Manager Lois Daniels
 Traffic Manager Frances Quinn
 Chief Engineer Sheldon Anderson

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 580 Kc. Power: 5,000 Watts
 Owned-Operated By McClatchy Broadcasting Co.
 Address Van Ness & Calaveras
 Phone Number 3-6277
 Transmitter Location North & Madera Aves. Kernan
 Time on the Air 24 hours daily
 Newspaper Affiliation The Fresno Bee (McClatchy Newspapers)
 News Service UP & AP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

President Eleanor McClatchy
 Station Manager Keith Collins
 National Sales Manager (N. Y. C.) Robert Sriteet
 Sales Manager Coyle Chambers
 Sales Promotion Manager Jack Griffith
 Traffic Manager Margaret Vogelsang
 Special Events Director A. D. Patterson
 Program and Musical Director and
 Production Manager Andy Patterson
 Publicity Director Jack Griffith
 Chief Engineer Wm. N. Wallace
 War Program Director Andy Patterson

K I E V

GLENDALE—EST. 1933

Frequency: 870 Kc. Power: 250 Watts
 Owned-Operated By Cannon Broadcasting System, Ltd.
 Address 102 N. Glendale Ave.
 Phone Number Citrus 1-1133
 Transmitter Location 102 N. Glendale Ave.
 Time on the Air Daytime License

Personnel

President.....David H. Cannon
 General Manager.....L. W. Peters
 Chief Announcer.....R. W. Muller
 Chief Engineer.....Lee Gustafson

K F O X

LONG BEACH—EST. 1924

SOUTHERN CALIFORNIA BROADCASTERS
 ASSOCIATION

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By: Nichols & Warinner, Inc.
 Address.....220 E. Anaheim Street
 Phone Number.....672-81
 Transmitter Location...220 E. Anaheim Street
 Time on the Air.....5:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio,
 Langworth Transcription Service; C. P. Mac-
 Gregor

Personnel

President, Station Manager and
 Program Director.....Hal G. Nichols
 Commercial and Sales Promotion Manager
 and Chief Engineer...Lawrence W. McDowell
 Director of War Programs....Margaret Smith

K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By: Consolidated Broadcast-
 ing Corp.
 Business Address.....435 Pine Ave.
 Phone Number.....Long Beach 660-41
 Studio Addresses: 435 Pine Ave.; 643 So.
 Olive, Los Angeles
 Transmitter Location.....Atlantic & Olive,
 Compton
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....AP & INS
 Transcription Service: World Broadcasting Sys-
 tem, Standard Radio, Lang-Worth, McGregor
 and Associated
 National Representative.....Spot Sales, Inc.

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
 Commercial Manager.....Lee Wynne
 Sales Promotion Manager...Thomas P. Hunter
 Musical Director.....Helene Smith
 Production Manager.....Irene Cook
 Chief Engineer.....Ronald Oakley

K E C A

LOS ANGELES—EST. 1929

BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By....Blue Network Co., Inc.
 Address.....1440 No. Highland Ave.
 Phone Number.....Hillside 8231
 Transmitter Location....2951 S. Fairfax Ave.
 Time on the Air.....6:00 a.m. to 12 midnight:
 6:45 a.m. to midnight, Sunday
 News Service.....UP, AP
 Transcription Service.....Thesauras
 Representative.....Blue Network Spot Sales

Personnel

President.....Earle C. Anthony
 General Manager.....Clyde Scott
 Commercial and Sales Mgr.....Amos Baron
 Program Manager.....John Edwards
 Musical Director.....Claude Sweeten
 Production Manager.....Wm. Davidson
 Publicity Director.....Virginia West
 Continuity Editor.....Katherine Calvert
 Chief Engineer.....Ralph Denechaud

K F A C

LOS ANGELES—EST. 1929

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By: Los Angeles Broadcast-
 ing Company, Incorporated
 Address.....645 South Mariposa
 Phone Number.....Fltzroy 1231
 Transmitter Location....3725 Chesapeake,
 L. A., Calif.
 Time on the Air.....168 hours a week
 News Service.....AP

Personnel

President-General Manager...Calvin J. Smith
 Program Director.....Harry Mitchell
 Publicity Director.....Eileen Wheatley
 Traffic Manager.....Lucile R. Blake
 Chief Announcer.....Harry Mitchell
 Chief Engineer.....Owen J. Ford

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.....Almee Semple McPherson
 Station Manager.....Rev. Jack Carmaine
 Musical Director.....Esther Fricke Stuart
 Chief Engineer.....Myron Kluge

* Non-Commercial Station.

BOB HOPE JACK BENNY
 AMOS 'N' ANDY
 EDDIE CANTOR
 INFORMATION PLEASE
 FRED WARING ONE MAN'S
 HOUR OF CHARM FAMILY
 RED SKELTON

FIBBER McGEE
 BERGEN AND MOLLY
 AND McARTHUR
 BOB BURNS
 FANNIE BRICE
 ABBOTT
 & COSTELLO
 GINNY SIMMS

BING CROSBY
 ALDRICH
 FAMILY
 MARCH
 OF TIME
 BANDWAGON
 KAY KYSER
 GREAT
 GILDERSLEEVE

LOS ANGELES

50,000 WATTS—CLEAR CHANNEL—640 KILOCYCLES

Earle C. Anthony, Inc.

KFI

LOS ANGELES—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Address.....141 North Vermont Ave.
 Phone Number.....FAirfax 2121
 Transmitter Location.....Buena Park, Calif.
 Time on the Air.....24 Hours Daily,
 Except Tues.—12 Hours
 News Service.....UP
 Transcription Service: Standard Radio, Lang-
 Worth
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
 General Manager.....William B. Ryan
 Sales Manager.....Geo. A. Whitney
 Program Director.....Don McNamara
 Production Manager.....Bob Hiestand
 Publicity Director.....Harold Carlock
 Director of Promotion and
 Public Service.....J. G. Paltridge
 Auditor.....Ernest Felix
 Special Events Supervisor.....Robert Purcell
 Continuity Editor.....Volney Cunningham
 Musical Director.....Claude Sweeten
 Chief Engineers.....Curtis Mason,
 H. L. Blatterman

KFWB

LOS ANGELES—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcast-
 ing Corp.
 Address.....5833 Fernwood Ave.
 Phone Number.....Hempstead 5151
 Transmitter Location, Baldwin Hills, Culver City
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....AP, UP, INS and Reuters
 Representative.....William G. Rambeau Co.

Personnel

General Manager.....Harry Maizlish
 Production Manager.....William Ray
 Program Director.....William Ray
 Chief Announcer.....Harry Hall
 Musical Director.....Leon Leonardi
 War Program Director.....Sara Langman
 Chief Engineer.....Harry Myers

KFVD

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts
 Owned-Operated By: Standard Broadcasting
 Company, Inc.
 Address.....338 South Western Avenue
 Phone Number.....Drexel 2391
 Transmitter Location.....9300 Cattaraugus St.
 Time on the Air: 6 a.m. to sundown, 10:00 p.m.
 to 1:00 a.m.

4 NEWS SERVICES

1. Associated Press
2. United Press
3. International News Service
4. Reuters

4 NETWORK COMMENTATORS

1. Sam Balter
2. John B. Hughes
3. Bill Pennell
4. Peter De Lima

A L L

On

Warner Bros.

K F W B

Hollywood

*—and more public service programs
than any other station in the West.*

5,000 WATTS DAY AND NIGHT

Harry Maizlish
General Manager

William Rambeau, National Representative

News Service.....UP
 Transcription Service.....Lang-Worth,
 MacGregor

Personnel

President-Station Manager.....J. Frank Burke
 Commercial Manager.....F. J. Smalley, Jr.
 Program Dir.-Chief Announcer...Howard Gray
 Publicity Director.....Toni Reeder
 Director of War Programs.....Howard Gray
 Chief Engineer.....William Gass

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.....Thelma Kirchner
 Public Relations Director.....Harry Koplun
 Production Mgr.....Carolyn Caro
 Program Director.....Rene Bozarth
 Chief Engineer.....Homer Obuchon

K H J

LOS ANGELES—EST. 1921

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting
 System
 Business Address.....5515 Melrose Ave.
 Phone Number.....HOLLYWOOD 8111
 Transmitter Location.....Venice Blvd. & La
 Cienega
 Time on the Air:24 hours daily: Monday, 12:00
 midnite to 6:00 a.m.
 News Service.....AP, INS, City News
 Transcription Service: World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
 Vice-President and
 General Manager.....Lewis Alton Weiss
 Vice President and
 Assistant Manager.....Willet H. Brown
 Commercial Manager.....Sydney Gaynor
 Sales Promotion and
 Publicity Director.....Fair Taylor
 Traffic Manager.....Mary E. Ryan
 Musical Director.....Frank Du Vol
 War Program Director.....Tony La Frano
 Chief Engineer.....Frank M. Kennedy

K M P C

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 10,000 Watts
 Owned By: KMPC, The Station of the Stars, Inc.
 Address.....5939 Sunset Blvd.
 Phone Number.....Hollywood 5341
 Transmitter Location.....12755 Burbank Blvd.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP and AP
 Transcription.....Associated, World
 Representative.....Paul H. Raymer Co.

Personnel

President.....G. A. Richards
 V. P. & Gen. Mgr.....Robert O. Reynolds
 Commercial Manager.....Herbert Wixson
 Production Manager.....Howard Rhines
 Program Manager.....Woodrow Hattle
 Publicity Director.....Willard Hanes
 Special Events Director.....Jack Sherman
 Traffic Manager.....Alice Richards
 Musical Director.....Marie Hudson
 Program Director.....Don Otis
 Acting Chief Engineer.....James LaShaun



What's a Man?

Generally speaking, he's a time or space buyer, merchandise manager, account executive, or other *genus homo* seeking and devising ways and means to influence women. In Los Angeles, the male species finds the *best* way to influence women is through the station programmed and managed by women—KGFJ.

THE TWENTY-HOUR STATION 1230 KC

KGFJ

Thelma Kirchner, Manager

"Los Angeles' BIGGEST Little Station"

1417 South Figueroa St., Los Angeles 15, Calif.

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.....24 hours daily
 News Service.....Radio News Reel. INS. AP
 Transcription Service...Lang-Worth; Standard
 Radio, MacGregor
 RepresentativeBurn-Smith Co.

Personnel

General Manager.....Kenneth O. Tinkham
 Program Manager.....Jim Strain
 Publicity Director.....Hal Halley
 Traffic Manager.....Marion Page
 Recording Division.....Lyman M. Smith
 Musical Director.....Salvatore Santaella
 Chief Engineer.....Pete Wilson

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



KMTR *The "Top" Radio Station with—*

570 KC
*"TOP" of the
 DIAL*



NEWS

EVERY HOUR—ON THE HOUR

24 HOURS A DAY

Exclusive One Minute Announcement

Offered in Middle of any Five Minute News broadcast on-the-hour at regular five minute Card Rate. Write for availabilities:

K M T R — Hollywood — BURN-SMITH CO., INC.

California

New York

Chicago

KNX

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By ..Columbia Broadcasting System, Inc.
 Address.....6121 Sunset Blvd.
 Phone Number.....Hollywood 1212
 Transmitter Location...Columbia Park, Torrance, Calif.
 Time on the Air.....24 hours daily
 News Service.....AP; INS; UP
 Transcription Service..Lang-Worth, Associated
 Representative.....Radio Sales

Personnel

Vice President and General
 Manager.....Donald W. Thornburgh
 Ass't Gen'l Mgr. and Director of
 Network Sales.....Harry W. Witt
 Pacific Coast Sales Mgr...George L. Moskovics
 Sales Manager (KNX).....J. A. Morton
 Sales Promotion Manager....Ralph Taylor
 Merchandising & Sales Service
 Manager.....Jack O'Mara
 Radio Sales Representative...Meredith Pratt
 Program Manager.....Hal Hudson
 Chief Engineer.....Lester H. Bowman
 Director of Public Relations...Fox Case
 Director of Press Information..Lloyd Brownfield
 Operations Manager.....Ben Paley
 CBS Western Musical Director...Lud Gluskin
 Musical Director (KNX).....Wilbur Hatch
 Continuity Chief.....Everett Tomlinson
 Production Manager.....Edith Todesca
 Managing News Editor.....Clinton Jones
 Stations Relations Manager...E. W. Buckalew

KRKD

LOS ANGELES—EST. 1927

Frequency: 1150 Kc. Power: 2500 d.; 1,000 n.
 Owned-Operated By.....Radio Broadcasters, Incorporated
 Business Address.....541 So. Spring Street
 Phone Number.....Tucker 7111
 Studio Addresses...312 Spring Arcade Bldg.;
 541 So. Spring St.
 Transmitter Location.....1100 Lemoyne
 Time on the Air.....Shares Time with KFSG
 News Service.....INS

Personnel

General Manager.....Ned Connor
 Program Director.....Venna Taylor
 Chief Engineer.....Willis O. Freitag
 Chief Announcer.....Doug Douglas

KMYC

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Marysville-Yuba City Broadcasters, Inc.
 Address.....P. O. Box 631, Marysville, Calif.
 Phone Number.....2080
 Transmitter Location.....Three miles north of Marysville on Laurellan Road
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....W. S. Grant Co.

Personnel

PresidentHorace Thomas
 Station and Commercial Manager..Joe D. Carroll
 Sales Promotion Manager.....Hedley Hall
 Program Director and
 Production Manager.....Ruth Parmeter
 Chief Engineer.....A. J. Powell, Jr.
 Chief Announcer.....Hedley Hall

KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Merced Broadcasting Company
 Business Address.....P. O. Box 717
 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
 National Sales Office.....582 Market St., San Francisco
 RepresentativeW. S. Grant

Personnel

General Director.....Hugh McClung
 Station Manager.....Mel Marshall
 Commercial Manager.....J. C. MacFarland
 Sales Promotion Manager....George Spelvin
 Program Director.....Herb James
 Chief Engineer.....Malcolm R. Beavers

KTRB

MODESTO—EST. 1933

Frequency: 860 Kc. Power: 1000 Watts
 Owned-Operated By..KTRB Broadcasting Co.,
 Business Address.....P. O. Box 593
 Phone Number.....774
 Studio and Transmitter.....Norwegian Ave.
 News Service.....INS

Personnel

President-Station Manager..Wm. H. Bates, Jr.
 Sales Manager.....Virgil V. Risley
 Program Director.....Cecil Lynch
 Chief Engineer.....Wm. H. Bates, Jr.

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 Standard Radio,
 Associated

Personnel

President Paul H. Caswell
 Station Managers Howard V. Walters,
 Bernard E. Cooney
 Program Director Howard Walters
 Chief Announcer Edward C. Duty, Jr.
 Chief Engineer Edward C. Duty

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Tribune Building Corp.
 Address Tribune Tower, 13th & Frank-
 lin Streets
 Phone Number Glencourt 0660
 Transmitter Location Tribune Tower
 Time on the Air: 6:25 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: Photo and Sound, Inc.
 Representative Joseph Hershey McGillvra

Personnel

President-Owner J. R. Knowland, Jr.
 General Manager Glenn Shaw
 Sales Promotion Manager Walter Brown
 Program Director Leon Churchon
 Publicity Director Gladys Herst
 Musical Director Charles Short Ridge
 Chief Engineer Ross Smith
 War Program Director Leon Churchon

KLX

HAS HIGH
 PRIORITY ON

“LISTENER LOYALTY”

From pioneer to pace setter since 1921. That's the record of radio station KLX, Metropolitan Oakland's leading Independent.

From its broadcast of the Dempsey-Carpentier fight in Jersey City, July 2, 1921, to the vital war news of today, KLX has given its listeners a high standard of radio programs and outstanding public service.

That's why it's "just natural" to tune to KLX.

The TRIBUNE STATION, Oakland 4, California
 National Representative, JOSEPH HERSHEY MCGILLVRA, Inc.

LISTENER deci
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K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc.Power 1000 Watts
 Owned-Operated By.....KROW, Inc.
 Business AddressRadio Center Building,
 464 - 19th Street
 Phone Number.....GLencourt 6774
 Studio Addresses.....Radio Center Building
 Bellevue Hotel, San Francisco; Newsreel
 Theatre, Oakland, Calif.
 Transmitter Location1522 - 8th Avenue
 Time on the Air.....6 a.m. to Midnight
 News ServiceINS
 Transcription Service.....Standard Radio;
 Langworth

Personnel

PresidentSheldon Sackett
 Vice-President-General
 ManagerPhilip G. Lasky
 Commercial Manager.....Ralph Wiener
 Program Director.....R. W. Wassenberg
 Production Manager.....Jim Boswell
 Publicity Director.....Mercedes Prosser
 Chief Announcer.....Jim Boswell
 Chief EngineerC. E. Downey
 Director of War Programs.....Phyllis Flynn

710,113 people

**in Metropolitan
 OAKLAND**

Metropolitan Oak-
 land extends nearly
 30 miles (all solidly
 built-up CITY) along
 the eastern shore of
 San Francisco Bay.



K R O W

"The Home Interest Station"

IS Oakland's Leading Station

RADIO CENTER BUILDING, 19TH and BROADWAY
 OAKLAND, CALIFORNIA

Philip G. Lasky, General Manager

K L S

OAKLAND—EST. 1921

Frequency: 1310 Kc.Power: 1000 Watts
 Owned ByS. W. & E. N. Warner
 Operated byWarner Brothers
 Address327-21st Street
 Phone NumberHigate 1212
 Transmitter Location.....327-21st Street
 Time on the Air.....24 hours
 News ServiceINS

Personnel

President-Owners.....S. W. and E. N. Warner
 Station Manager.....F. Wellington Morse
 Commercial and Sales
 Promotion Manager.....F. W. Morse
 Program DirectorC. de Costa
 Chief Engineer.....Howard Faulkner

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: Lang-Worth; Associated
 Music Publishers
 Representative: Joseph Hershey McGillvra, Inc.

Personnel

President.....J. Frank Burke
 Production Manager.....Loyal K. King
 Commercial Manager.....Frank Burke, Jr.

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 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. 1942

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By: Southern California
 Broadcasting Co.
 Address: 425 East Green St.
 Phone: Ryan 1-6744
 Transmitter Location: San Gabriel
 Time on the Air: 6:00 a.m. to sunset
 News Service: UP
 Transcription Service: Standard Radio

Personnel

Station Manager: Howard L. Tullis
 General Manager: William J. Beaton
 Commercial Manager: William J. Beaton
 Program Director: Paul Allison
 Chief Engineer: Paul Spargo

K V C V

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Golden Empire Broad-
 casting Co.
 Business Address: Box 1525
 Phone Number: 1646, 1647
 Studio Address: Highway No. 99
 Transmitter Location: Highway No. 99
 Time on the Air: 6:00 a.m. to 12:00 p.m.
 News Service: UP
 Transcription Service: Standard Radio;
 C. P. MacGregor
 Representative: Will Grant

Personnel

President: Hugh McClung
 Station Manager: Ralph R. Bryan
 Commercial Manager: Fred M. Stuepnagel
 Program Director: Lyle Mathis
 Chief Engineer: Russell B. Pope

K P R O

RIVERSIDE—EST. 1941

BLUE NETWORK

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By: Broadcasting Corpora-
 tion of America
 Business Address: 3401 Russell St., Riverside,
 Calif.
 Phone Number: Riverside 6290, San Bernar-
 dino 5157
 Studio Address: 3401 Russell St., Riverside
 American National Bank Bldg., San
 Bernardino
 Transmitter Location: 3401 Russell St.
 Time on the Air: 6:00 a.m. to 4 a.m.
 News Service: INS and AP
 Transcription Service: Associated Music Pub-
 lishers and MacGregor
 Representative: Joseph Hershey McGillvra

Personnel

President-General Manager: W. L. Gleeson
 Station Manager: W. L. Gleeson
 Sales Promotion and
 Publicity Director: M. Thorne
 Program Director: Lee Lamley
 Chief Engineer: Amon Dolde

K C R A

SACRAMENTO—EST. 1944

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Central Valleys Broadcasting Co.
 Business Address: Capital Nat'l Bank Bldg.
 Phone Number: 3-7363
 Studio Address: Capital Nat'l Bank Bldg.
 Transmitter Location: 27th & American River
 Time on the Air: 6:00 a.m. to 12:00 midnight
 News Service: AP
 Transcription Service: World Broadcasting
 System

Personnel

Owned By: Ewing C. Kelly, David R. McKinley,
 Vernon Hansen
 Station Manager: Ewing C. Kelly
 Commercial Manager: Norman Hodgkinson
 Program Director: Jack Eliassen
 Production Manager: Christine Ness
 Chief Engineer: Marvin D. Myers

K F B K

SACRAMENTO—EST. 1922

BLUE 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 and AP
 Transcription Service: NBC Thesaurus
 Representative: Paul H. Raymer Co.

Personnel

President: Eleanor McClatchy
 Station Manager: Leo O. Ricketts
 Program and Publicity
 Director: Howard L. Bailey
 Sales Manager: Jack Schacht
 Musical Librarian: Rosalie Brandt
 Chief Engineer: Stam Sronce

K X O A*

SACRAMENTO

Frequency: 1490. Power: 250 Watts

* CP issued to Lincoln Dellar.

you're in swell company
on **KFMB**...



Walter Winchell



George V. Denny, Jr.



Don McNeil



Ed Wynn



Westbrook Van Voorhis

with BASIC BLUE NETWORK SHOWS . . . plus local programming attuned to the listening habits of the rich San Diego market . . . a highly concentrated market where \$808,000,000.00 annually is spent by the 450,000 BUYING civilians who make up this great area. That means, in the layman's language, over \$15,000,000.00 is spent EVERY WEEK in San Diego. (Not to mention the unquotable millions in PLUS earnings and spendings by the Military personnel located in and near San Diego.)

KFMB is the spark-plug for the San Diego market . . . it is the station that REACHES and INFLUENCES this wealthy population. KFMB is San Diego's busy . . . progressive station!!



Tom Ehrenman



Gracie Field



Paul Whiteman



Joe E. Brown



Drew Pearson

KFMB
SAN DIEGO, CALIF.
JACK O. GROSS
PRESIDENT & GENERAL MANAGER

SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU

K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Royal Miller, Marion Miller,
 L. H. Penney, and Gladys W. Penney.
 Operated By.....Royal Miller Radio
 Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location.....65th St. at 14th Ave.
 Time on the Air:6:15 a.m. to 12:00 midnight,
 Sundays, 7:00 a.m. to 12 midnight.

News Service.....UP
 Transcription Service....Associated Recorded
 PGM. Library
 Representative....Joseph Hershey McGillvra

Personnel

President-Owner.....Royal Miller
 Station Manager.....Mrs. Royal Miller
 Public Relations Manager.....Howard Smiley
 Program and Musical
 Director.....Evangeline Baker
 Chief Engineer.....Howard Martineau
 Chief Announcer.....Bill Triest

K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. C. and E. W. Lee
 Operated By.....Lee Bros. Broadcasting Co.
 Address.....California Hotel
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the Air....6:00 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

Partners.....J. C. & E. W. Lee
 Station Manager.....Maury A. Vroman
 Program Director.....Charles Craig
 Sales Manager.....N. Pratt Smith
 Chief Engineer.....George Ewing
 Director of War Programs....Charles Craig

K F M B

SAN DIEGO—EST. 1941

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By:

Worcester Broadcasting Corp.

Address.....1375 Pacific Blvd.
 Phone Number.....Main 2114
 Transmitter Location.....Spreckles Bldg.
 Time on the Air.....6:00 a.m. to 12:15 a.m.

News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....William G. Rambeau Co.

Personnel

President, Station and
 Commercial Manager.....Jack Gross
 Sales Promotion Manager.....John Eves
 Program Director and
 Production Manager.....Hal Moon
 War Program Director.....Hal Moon
 Chief Engineer.....Caleb Frisk
 Publicity Director.....Shirley Hawley

K F S D

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Airtan Radio
 Corporation, Ltd.

Address.....U. S. Grant Hotel,
 San Diego 12
 Phone Number.....Franklin 6353
 Transmitter Location.....326 Broadway
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus;
 Representative.....Paul H. Raymer Co.

Personnel

President-Owner and
 Station Manager.....Thomas E. Sharp
 Assistant Manager.....M. R. Harris
 Commercial-Sales Manager.....Larry Scalf
 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.....1017 First Ave.
 Phone Number.....Franklin 6151
 Transmitter Location.....Pickwick Hotel
 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

President.....Thomas S. Lee
 Genl. Mgr.....Lewis Allen Weiss
 Station Manager.....F. D. Ide
 Commercial-Sales Promotion
 Manager.....William A. Evans
 Production Manager.....Jerry Lee Pecht
 Program and Musical Director....James Dillon
 Chief Announcer.....Bailey Warren
 Chief Engineer.....William G. Collins

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

President.....Thomas L. Lee
 General Manager.....Lewis Allen Weiss
 Station Manager.....Dan Donnelly
 Local Sales Manager.....Merwyn McCabe
 Program-Production Manager.....Pat Kelly
 Sales Promotion and
 Publicity Manager.....Bunty Keyser
 Chief Announcer.....Bob Bence
 Musical Director.....Cy Trobbe
 Chief Engineer.....Jim McArdle
 Record Master of
 Ceremony.....Truman Thompson

K G O

SAN FRANCISCO—EST. 1924

BLUE NETWORK

Frequency: 810 Kc.....Power 7500 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....155 Montgomery St.
 Phone Number.....Exbrook 6544
 Transmitter Location..S144 E 12th St., Oakland
 Time on the Air.....24 hours daily;
 Midnight to 6 a.m. Sundays
 News Service.....AP, INS, UP, Transradio
 Transcription Service: Standard, Associated,
 NBC Thesaurus, BML, Sherman Clay (local)
 National Sales Office,
 Blue Network, New York City
 Representative.....Blue Spot Sales

Personnel

President.....Mark Woods
 Station Manager.....T. B. Palmer
 Sales Manager.....Byron H. Nelson
 Promotion-Publicity
 Manager.....Robert F. Laws
 Program Director.....Robert H. Wesson
 Production Manager.....Robert H. Wesson
 Chief Announcer.....Berton Bennett
 Chief Engineer.....A. E. Evans
 Musical Director.....Phil Bouere
 Record Master of Ceremony..George Fenneman

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
 Owned By.....KSBS Broadcasters
 Operated By.....KSBS Broadcasters
 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; AP
 Transcription Service.....Standard
 Representative.....William G. Rambeau Co.,
 Homer Owen Griffith

Personnel

President.....E. P. Franklin
 Chief Engineer.....Cecil H. Dutton
 Manager.....E. P. Franklin
 Program Director.....C. F. Pendleton

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By...National Broadcasting Company
 Address.....Taylor & O'Farrell Sts.
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air..24 Hours daily except Sunday,
 Midnight to 6:00 a.m. Monday
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio

Personnel

General Manager.....John W. Elwood
 Local Manager.....Alfred Crapsey
 Program Director.....Wendell Williams
 Assistant to Program Manager...Floyd Farr
 Director of News and Special Events ...
 Charles A. Cooney
 Director of Public Service....Catharine Sibley
 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, Walter
 Tolleson, Jr.
 Spot Sales.....Carl Nielsen
 Sales Promotion Manager.....Helen Murray
 Director of Agriculture.....Henry Schacht, Jr.
 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.....Unlimited
 News Service.....AP
 Transcription Service.....Langworth

Personnel

President.....S. H. Patterson
 Station and Commercial
 Manager.....Jerry Akers
 Program Director.....Lee Giroux
 Chief Engineer.....N. J. Patterson

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By....The Associated Broad-
 casters, Inc.
 Address.....Mark Hopkins Hotel
 Phone Number.....Exbrook 4567
 Transmitter Location.....San Francisco
 Time on the Air.....Unlimited License
 News Service.....INS, UP
 Transcription Service.....Lang-Worth,
 Standard, AMP
 Representative.....Weed & Company

Personnel

President.....W. I. Dumm
 Vice President and
 General Manager.....Lincoln Dellar
 Station Manager.....Wilton Gunzendorfer
 Commercial and Sales
 Promotion Manager...Wilton Gunzendorfer
 Program Director.....Richard M. Oddie
 Publicity Director.....Dorothy Burtis
 Chief Engineer.....R. V. Howard
 Operations Director.....Allan A. Kees

K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Palo Alto Radio Station,
 Inc.
 Address...Hearst Bldg., 3rd & Market Sts.
 Phone Number.....DOuglas 2536
 Transmitter Location.....Candlestick Point,
 Bay View Park
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....INS, AP and UP
 Transcription Service..Associated Muslc Pub-
 lishers and Standard Library Service
 Representative.....Spot Sales, Inc

Personnel

President and Station Manager..Don Feddersen
 Sales and Sales Promotion
 Manager.....D. E. Lundy
 Program Director and
 Production Manager.....Dick Wynne
 Publicity Director.....Margery Hood
 Musical Director.....Alfred Frankenstein
 Chief Engineer.....Paul C. Schulz

K Q W

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts
 Owned-Operated By....Pacific Agricultural
 Foundation, Limited
 Business Address.....San Jose; Palace Hotel
 San Francisco
 Phone Numbers.....Ballard 2616 (San Jose),
 EXbrook 3233
 Studio Address.....87 E. San Antonio 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; AP
 Transcription Service.....Standard Radio;
 NBC Thesaurus
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
 General and Sales Manager..C. L. McCarthy
 Vice President and
 Sales Promotion Mgr.....Wade Thompson
 Program Director.....Ken Craig
 Production Manager and
 Chief Announcer.....Fred Ruegg
 Musical Director.....Ray Hackett
 Chief Engineer.....Ken Owen

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned & Operated By...Christina M. Jacobson
 trading as Valley Electric Co.
 Business Address.....851 Higuera Street
 Phone Number...San Luis Obispo 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.....W. S. Grant Company

Personnel

Owner.....Christina M. Jacobson
 Manager.....Les Hacker
 Commercial and Sales
 Promotion Manager.....Joe Shuttleworth

Program Director and
Production Manager.....Brad Harris
Chief Announcer and Musical
Director.....Anthony Ricca
Chief Engineer.....Earle Travis

KVOE

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, 7:00 a.m. to 11:00 p.m.
Transcription Service.....C. P. MacGregor
Representative.....W. S. Grant Co.

Personnel

President and General Manager,
Ernest L. Spencer
Program Director-Chief
Engineer.....Wallace S. Wiggins

KDB

SANTA BARBARA—EST. 1921
MUTUAL—DON LEE BROADCASTING
SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By
Don Lee Broadcasting System
Address.....1309 State St.
Phone Number.....Santa Barbara 4131
Transmitter Location.....17 East Haley
Time on the Air: 6:45 a.m. to 11:00 p.m.;
Sat., 6:45 a.m. to 12:15 a.m.
New ServiceAP
Transcription Service....World Broadcasting
System
RepresentativeJohn Blair & Co.

Personnel

President.....Thomas S. Lee
Vice President and General
ManagerLewis Allen Weiss
Station Manager.....Fin Hollinger
Program Director.....Fin Hollinger
Musical Director.....Dorris Helene Doughty
Chief Engineer.....William C. Buckley

KTMS

SANTA BARBARA—EST. 1937
BLUE 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...6:30 a.m. to 12:00 Midnight;
7 Days Weekly
Newspaper Affiliation.....Santa Barbara
News-Press
News Service.....AP
Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
Station and Commercial
Manager.....Louis F. Kroeck
Sales Promotion Manager....Louis F. Kroeck
Program Director and
Production Manager.....Frank P. Weltmer
Chief Announcer.....Frank Weltmer
Musical Director.....Carol Lee
Chief Engineer.....Albert Nicolay

KSRO

SANTA ROSA—EST. 1937

Frequency: 1350 Kc.Power: 1000 Watts
Operated By.....Eddie Handley
Owned By.....Ruth W. Finley
Business Address.....425 Mendocino Ave.
Phone Number110
Studio Address.....427 Mendocino Ave.
Casa de Vallejo Hotel, Vallejo
Transmitter Location Fresno and Finley Aves.
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
9 a.m. to 10 p.m.
News ServiceUP
Transcription Service:
World Broadcasting System; Standard

Personnel

PresidentRuth Finley
Station Manager.....Eddie Handley
Chief Engineer.....Howard McCauley
Production Manager.....Wm. Frost
Sales Manager.....Ben Weaver

KGDM

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Address.....42 S. California
Phone Number.....4-4551
Transmitter Location...S.E. 3 miles on 99 hwy
Time on the Air....6:00 a.m. to 12 midnight
News Service.....INS
Transcription Service....World Broadcasting
System

Personnel

Owner E. F. Peffer
 Manager E. Smith
 Program Director Donald J. Ralph
 Chief Engineer Lloyd Amoo

K W G

STOCKTON—EST. 1921

BLUE NETWORK

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By.....McClatchy Broad-
 casting Co.

Address Hotel Wolf
 Phone Number 22727
 Transmitter Location Weber & E Sts.
 Time on the Air..... 5 a.m. to 12 midnight
 Newspaper Affiliation:

McClatchy Newspapers
 News Service UP
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President..... Eleanor McClatchy
 Station & Sales Manager..... George Ross
 Sales Promotion Manager..... Bill Straub
 Chief Announcer..... Dick Fox
 Chief Engineer..... Lee Berryhill

K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc.....Power: 5,000 Watts
 Owned-Operated By..Tulare-Kings Counties
 Radio Associates

Business Address.....Post Office Box 511
 Phone Number 575, 576
 Studio Address.....Hotel Fresno, Fresno, Calif.
 Transmitter Location...1¾ miles southwest
 of Visalia, California

Time on the Air... 5:45 a.m. to 12:10 Midnight
 Newspaper Affiliation: Visalia Times-Delta,
 Tulare Times and Advance Register, Hanford
 Sentinel, Porterville Recorder

News Service AP
 Transcription Service....World Broadcasting
 System, Standard

National Sales Office Address:
 Wm. Rambeau, Chicago and New York
 Representatives: Wm. Grant Co., San Fran-
 cisco

Personnel

Station Manager.....Chas. P. Scott
 Sales Manager.....C. E. Niete
 Production Manager.....Wilson Monroe

Chief Engineer.....Bert Williamson
 Chief Announcer.....Bill Gracey
 Publicity Director.....Jean Banks

K H U B

WATSONVILLE—EST. 1936

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Operated By.....Luther E. Gibson
 Owned By.....Luther E. Gibson
 Business Address.....Atkinson Lane
 Phone Number 1700-1
 Studio Address.....Atkinson Lane
 Transmitter Location.....Atkinson Lane
 Time on the Air.....6:45 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service ...World Broadcasting
 System
 Representative.....W. S. Grant Co.

Personnel

President.....Luther E. Gibson
 Station Manager.....Roger R. Hunt
 Commercial Manager.....Roger R. Hunt
 Program Director.....Don De Wald
 Chief Announcer.....James Byron
 Chief Engineer.....George Kenville

FOR QUALITY
AP !

COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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.....7:00 a.m.-8:30 p.m.

Personnel

OwnerE. L. Allen

KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By..... Outwest Broad-
 casting Company
 Address Antlers Hotel
 Phone Number..... Main 278
 Transmitter Location...2803 E. Platte Avenue
 Time on the Air: 6:30 a.m. to 11:30 p.m.:

Saturdays, 6:30 a.m. to 12 midnight
 Newspaper AffiliationOklahoma
 Publishing Co.
 News ServiceAP
 Transcription Service..... World Broadcasting
 System
 RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
 Station and Commercial
 ManagerEverett Shupe
 Program Director.....Isabelle McClung
 Dir. of War Programs..... Isabelle McClung
 Musical Director..... Isabelle McClung
 Chief Engineer.....Cozine Strang

KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By Eugene P. O'Fallon,
 Inc.
 Address Albany Hotel

The daily news commentaries of
SHEELAH CARTER and B. S. BERCOVICI
 now originate from the studios of
KFEL in DENVER

MANAGED BY GENE O'FALLON

REPRESENTED BY BLAIR

Phone NumberKEystone 0178
 Transmitter Location ...5350 West 20th Ave.
 Time on the Ai.....6 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Standard Radio
 and Associated Record
 Representative.....John Blair & Co.

Personnel

President-Manager.....Gene O'Fallon
 DirectorFrank Bishop
 Program Director.....Milli Virgien
 Chief Announcer.....Tom Crago
 Chief Engineer.....Tom Atherstone
 Musical Director.....Ned Lynch
 Dir. of War Programs.....Milli Virgien

•
K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....KLZ Broadcasting
 Company, Inc.

AddressShirley Savoy Hotel
 Phone NumberMain 4271
 Transmitter Location.....South Franklin at
 Hampden, Englewood, Colo.

Time on the Air: 6:00 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12 midnight
 News ServiceINS
 Transcription ServiceStandard.
 C. P. MacGregor
 RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
 Station ManagerHugh B. Terry
 Commercial Manager.....Fred C. Mueller
 Promotion-Publicity Manager.Roger Rambeaux
 Musical Director.....Les Weelans
 Chief Engineer.....Harvey Wehrman

•
K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc.Power: 250 Watts
 Owned By.....KMYR Broadcasting Co.
 Operated By.....F. W. Meyer
 Address.....1626 Stout Street
 Phone Number.....Main 4161
 Transmitter Location.....1626 Stout Street
 Time on the Air.....18 hours per day
 News Service.....UP and AP
 Transcription Service.....World Broadcasting
 Representative.....William G. Rambeau Co.

Personnel

OwnerF. W. Meyer
 Station and Sales Promotion
 ManagerA. G. Meyer

Sales and Publicity Manager..Mark Schreiber
 Program Director.....Dolores Pleased
 Production Manager.....Lowell Switzer
 Chief Announcer.....Vernon Hiner
 Musical Director.....Martha Goetz
 Chief Engineer.....Glen James
 Record MC.....Dick Schmidt

•
K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.Power: 50,000 Watts
 Owned-Operated By...National Broadcasting
 Company


Address1625 California Street
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colorado
 Time on the Air: 5:30 a.m. to 12 midnight; Sun-
 days 7 a.m. to 12 midnight

News ServiceAP; INS; UP
 Transcription Service.....NBC Thesaurus
 Representative.....NBC Spot Sales

Personnel

President, National Broadcasting Co.
 Niles Trammell
 Station Manager.....James R. MacPherson

★ ★ ★ ★

Few Stations in the
 Nation Can Equal KOA's
 Dominance:
 68.8% DEALER PREFERENCE
 69% LISTENER LOYALTY
 9 OUT OF 10 TOP PROGRAMS
 50,000 WATT POWER
 7 STATE COVERAGE
 Represented Nationally by  Spot Sales
 50,000 WATTS
 850 K.C.
 FIRST IN DENVER **KOA**

★ ★ ★ ★

Sales Manager.....Duncan McColl
 Program Director.....Clarence C. Moore
 Dir. of War Programs...James R. MacPherson
 Sales Promotion Manager.....Charles Phillips
 Production Manager.....T. Ellsworth Stepp
 Publicity Director.....Charles H. Philips
 Chief Announcer.....Gilbert Verba
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen

K P O F

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Pillar of Fire
 Address.....1845 Champa Street
 Phone Number.....Tabor 3733
 Transmitter Location...Bellevue Junior College,
 Westminster, Colo.

Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30
 p.m. and 6:00 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., Mon-
 days, Wednesdays and Fridays; Sundays,
 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to
 4 p.m. and 6:00 to 8:30 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
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth; C. P. MacGregor
 Representative...Joseph Hershey McGillvra, Inc.

Personnel

President and General Manager...W. D. Pyle
 Station & Commercial Manager...T. C. Ekrem
 Sales Promotion Manager.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....B. H. Stanton
 Chief Announcer.....Donald B. Vest
 Auditor.....J. N. Nile
 Assistant Program
 Director.....Thelma Smallenberger
 Secretary.....Elaine Barcroft
 Chief Engineers...W. D. Pyle and T. C. Ekrem

K I U P

DURANGO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...San Juan Broadcastin'
 Co.
 Address.....2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Time on the Air.....Unlimited License
 News Service.....UP
 Transcription Service...Keystone Broadcasting
 System

Personnel

Station Manager.....Raymond M. Beckner
 Chief Engineer.....John L. Antic

K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By...Western Slope Broad-
 casting Co.

Address.....P. O. Box 30
 Phone Number...Grand Junction 126 and 142
 Transmitter Location.....Hillcrest Manor
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service...World Broadcasting
 System and World Broadcasting System
 Representative.....Walker Company

Personnel

Station and Sales Manager.....Rex Howell
 Farm News Editor.....Tom Page
 Chief Announcer.....Jack Lund
 Musical Director.....Toni Mueller
 Chief Engineer.....D. E. Towne
 Auditor.....Charles Howell
 Dir. of War Programs.....Mildred Fuller
 Program Director.....Mildred Fuller

K F K A

GREELEY—EST. 1921

Frequency: 910 Kc.....Power: 1000 Watts
 Owned.....Mid-Western Radio Corp
 Address.....620 - 8th Ave.
 Phone Number.....Greeley 450-451
 Transmitter Location.....Hoover Park.
 Time on Air.....90 hours weekly
 News Service.....UP

Personnel

President-Station Manager.....Francis Price
 Program Director.....Charles Sumerau
 Chief Engineer.....Kenneth Cooper

K K O

LA JUNTA—EST. 1937

Frequency: 1400 Kc.....Power: 250 Watts
 Owned & Operated By.....The Southwest
 Broadcasting Co.
 Business Address.....P. O. Box 485
 Transmitter Location.... U. S. Highway No. 50
 Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-
 8:45 p.m.
 Phone Number42
 News ServiceRNA
 Transcription ServiceKeystone
 Broadcasting System & Standard Radio
 Representative.....Thomas F. Clark Co.

Personnel

Chief Owner-Secy.-Treas....Leonard E. Wilson
 Station Manager.....Leonard E. Wilson
 Sales Manager.....Margaret W. Johnson
 Program Dir.- Dir. of
 War Programs.....Margaret E. Hiltabield
 Production Manager.....Leonard E. Wilson
 Chief Engineer.....Leonard E. Wilson

K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By.....Curtis P. Ritchie

Address.....P.O. Box 293
 Phone Number 3877
 Transmitter Location: 3 miles south on High-
 way 85
 Time on the Air: 6:30 a.m.-11 p.m. daily; 7 a.m.-
 11p.m. Sundays
 News ServiceUP
 Transcription Service.... World Broadcasting
 System
 Representative.....Joseph H. McGillvra, Inc.

Personnel

OwnerCurtis P. Ritchie
 Station Manager.....Curtis P. Ritchie
 Commercial ManagerMaxson I. Bevens
 Chief Engineer.....Willis C. Shanks
 Program Director-Chief Announcer..Fred Amos
 Publicity Director.....Maxson I. Bevens

K G E K

STERLING—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Elmer G. Beehler
 AddressFleming Road
 Phone Number 679
 Transmitter Location Sterling
 Time on the Air.....Limited Time

Personnel

OwnerElmer G. Beehler

FOR QUALITY
 AP !



THE BEST IS YET TO BE . . .

Already the wonder child of our age, radio is so busy with its future that it has little time to dwell upon an exciting past.

We can look back over 22 years of public service. We can reminisce with many of our friends over the way programming and acasting have improved. We can

recount the countless success stories of our clients, and talk about the phenomenal buying power through the years of The Hartford Market.

The past has been as amazing, as big and dynamic as America itself. But we prefer to look ahead and join our industry in saying, "*The best is yet to be.*"



WDRC
HARTFORD 4 CONNECTICUT
WDRC - FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W I C C

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
Owned-Operated by ...The Yankee Network, Inc.
AddressStratfield Hotel
Phone Number 6-1121
Transmitter LocationPleasure Beach, Bridgeport
Time on the Air6 a.m. to 2 a.m.
News ServiceAP and INS
Transcription ServiceAssociated; Standard Radio
Representative ...Edward Pety & Co., Inc.

Personnel

PresidentWm. F. O'Neil
Executive Vice-PresidentLinus Travers
Vice-PresidentGeorge Steffy
Station ManagerJoseph Lopez
Assistant ManagerFlorence B. Robinson
Sales ManagerNorman Whittaker
Sales PromotionJames S. Powers
Merchandising ManagerArthur Lathrop
Program DirectorFlorence Robinson
Musical DirectorCarl V. Larson
Chief EngineerGeorge Keich

W N A B

BRIDGEPORT—EST. 1941

BLUE NETWORK
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned ByHarold Thomas
Operated ByLevon Thomas
Address991 Broad Street
Phone Number3-3112
Transmitter LocationLocomobile Point—(Inner Harbor)
Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight
News ServiceUP
RepresentativeWilliam G. Rambeau Co.

Personnel

OwnerHarold Thomas
Station ManagerLevon Thomas
Acting Sales Mgr.Leo Langevin
Program DirectorJean O'Shea
Chief EngineerVinnie De Laurentis
Sales PromotionSidney Peters
Dir. of War ProgramsJean O'Shea
Musical DirectorDick McCutchen

W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated ByWDRG, Inc.
Address750 Main St.
Phone Number7-1188-9
Transmitter Location839 Blue Hills Ave., Bloomfield, Conn.
Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays
News ServiceAP & UP
Transcription ServiceNBC Thesaurus
RepresentativePaul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station
ManagerFranklin M. Doolittle
Commercial and Sales Promotion
ManagerWm. F. Malo
Program DirectorWalter B. Haase
Publicity DirectorJack Zalman
Chief AnnouncerHarvey Olson
Traffic Manager and Educational Director,
Sterling V. Couch
Public Service Counselor Rev. Charles Graves
Chief EngineerItalo Martino
Dir. of War ProgramsWalter B. Haase
Production ManagerHarvey Olson
Record MC'sJames Garrett,
Lavern Colton

W H T D

(Formerly Known as WNBC)
HARTFORD—EST. 1935

BLUE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated ByThe Yankee Network
Address54 Pratt St. (Hartford)
Phone NumberHartford 7-9131
Transmitter LocationNewington, Conn.
Time on the Air6 a.m.
News ServiceUP
Transcription ServiceStandard Radio and Associated
National Sales OfficeHeadley-Reed Company, New York, Detroit, Chicago

Personnel

Ch. of Bd. of Directors of
The Yankee NetworkJohn Shepard, III
Station SupervisorRalph D. Kanna
Program DirectorRichard B. Bronson
Musical DirectorMaurice Sechtman
Chief EngineerRogers Holt

Two requisites for Sales Success

SOUTHERN NEW ENGLAND has them both

THE MARKET



The sales possibilities of the Southern New England market are ably demonstrated by the fact that the approximately 3,000,000 people who comprise this market possess an effective buying income more than 60% higher than the average for the entire United States. These folks have money to spend—and spend it. And they'll spend it for your product once they're convinced of its merits.

THE MEDIUM

The power exerted by 50,000 WATTS and the authority gained by twenty years of faithful service (February 10, 1945), combine to make WTIC an outstanding sales medium. The people of Southern New England have a deep respect for the high standards of quality to which WTIC has long adhered. They heed your sales message when it is spoken by the friendly and familiar voice of WTIC.



IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



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

WTIC

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts

Owned-Operated By... The Travelers Broadcasting 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 DeLisa

Musical Director.....Moshe Paranov

Plant Manager.....H. D. Taylor

Program Manager.....Leonard J. Patricelli

Dir. of War Programs.....Paul Lucas

Publicity Director.....J. F. Clancy

WTHT

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM

YANKEE 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.....6:45 a.m. to 12:05 a.m.

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.....F. E. Beiber

WELI

NEW HAVEN—EST. 1935

BLUE NETWORK—CONNECTICUT STATE

NETWORK

Frequency: 960 Kc. Power: 1,000 d.; 500 n.

SOMETHING NEW



IN NEW ENGLAND:

UNDER the new ownership of Harry C.

Wilder and Associates, WELI of New Haven will prize its character above all else. We stand for The Square Deal — symbolized above.

IN LISTENERSHIP: The highest audience levels that expert, imaginative, quality programming can produce. Preserving nothing mediocre. Seeking always for something better. Deserving complete confidence of listener and sponsor.

IN SELLING: In spite of growing demands, time on WELI will be apportioned, not just sold out. No sound advertiser will ever be

denied the use of WELI in starting to build a postwar franchise in this market.

IN PROMOTION: For years our friends have known that our stations give them more than their order calls for. That phrase is solidly linked with us throughout the radio industry.

IN INFLUENCE: Character is reflected in a station's influence with its listeners. It's a priceless intangible, and it is a corner of our Square Deal policy.

New Advertisers are constantly joining us with new and finer programs. We welcome you to this important market.

RICHARD W. DAVIS, General Manager

Station WELI, New Haven — Associated with WSYR, WTRY, WKNE

WELI Represented by Headley-Reed

Owned-Operated By.....City Broadcasting Corporation
 Address221 Orange Street
 Phone Number.....8-1133
 Transmitter Location.....Hamden, Conn.
 Time on the Air.....7:00 a.m.-12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting System Library
 RepresentativeHeadley-Reed Co.

Personnel

President.....H. C. Wilder
 Manager.....Richard W. Davis
 Sales Manager.....Clair H. Shadwell
 Program Director.....Roland Furman
 Chief Engineer.....Fred T. King
 Dir. of War Programs.....Roland Furman
 Chief Announcer.....Jack Ryan

WNHC

NEW HAVEN—1944

Frequency: 1340 Kc.....Power: 350 Watts
 Owned-Operated By.....The Elm City Broadcasting Corp.
 Business Address.....1110 Chapel Street
 Phone Number8-3151
 Transmitter Location.....350 Kimberly Ave.
 Time on the Air.....Unlimited License
 Representative.....Wm. G. Rambeau Co.

WNLC

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Thames Broadcasting Corporation
 Address.....Mohican Hotel, 281 State Street
 Phone NumberNew London 4900
 Transmitter Location.....Winthrop Point
 Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8:00 a.m. to 12:15 a.m.
 News Service.....AP
 Representative.....The Walker Company

Personnel

PresidentR. L. Morey
 Station Manager and Program Director.....G. J. Morey
 Commercial and Advertising Manager.....Ivon B. Newman
 Chief Engineer.....G. J. Morey
 Chief Announcer.....Leslie Morson

WSRR

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Stephen R. Rintoul
 Address270 Atlantic St.
 Phone Number4-7575
 Transmitter LocationLindstrom Rd., Shippan Point, Conn.
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 Transcription ServiceWorld Broadcasting System
 Representatives..Bertha Bannan, Helen Wood

Personnel

Owner.....Stephen R. Rintoul
 Station Manager.....Harold H. Meyer
 Sales Manager.....Harold H. Meyer
 Sales Promotion Manager.....K. MacEwen
 Program Director.....Fred Briggs
 Publicity Director.....D. Hay
 Chief Engineer.....Edward Markman
 Dir. of War Programs.....Julian Schwartz
 Production Manager.....Ernest Hartman
 Chief Announcer.....Stanley Roberts

WSRR

STAMFORD, CONNECTICUT

Ask Anyone!

Musical Director.....Bob Henry
 Record MCs.....Stanley Roberts,
 Ernie Hartman, Bob Henry

W A T R

WATERBURY—EST. 1934

BLUE—MUTUAL—CONNECTICUT STATE
 NETWORK—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.....7:30 a.m. to 12 midnight
 News ServiceTransradio
 Representative.....Wm. G. Rambeau Co.

Personnel

President-Station Manager...Harold Thomas
 Commercial & Advertising.....Sam Elman
 Program Director.....Helen Morris
 Chief Announcer.....John Lotas
 Publicity Director.....John Deegan
 Musical Director.....Edith Sacco
 Chief Engineer.....Russel Jensen
 Dir. of War Programs.....Helen Morris
 Sales Promotion Manager.....John Deegan

W B R Y

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;
 Owned-Operated By.....American Re-
 publican, Inc.
 Address.....136 Grand St.
 Phone Number.....3-1125
 Transmitter Location.....Boyden Street
 Time on the Air.....8 a.m. to 12 midnight
 Newspaper Affiliation.....Waterbury Ameri-
 can; Waterbury Republican
 News Service AP
 Transcription Service NBC Thesaurus
 Representative ..Joseph Hershey McGillvra

Personnel

President.....W. J. Pape
 Station and Commercial Manager...E. J. Frey
 Program Director.....Charles Lynch
 Publicity Director.....E. Christy Erk
 Chief Engineer.....Frank Hales
 Dir. of War Programs.....Charles Lynch
 Production Manager.....Charles Lynch

FOR QUALITY
AP !

DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Manager.....Harvey Smith
Technical Director.....J. E. Mathiot

WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
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.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program DirectorWilliam Drury
Chief Engineer.....J. E. Mathiot

WDEL

WILMINGTON DELAWARE

5000 WATTS DAY & NIGHT

Your dollars are profitably spent on this vital station

Its rich, diversified market includes: Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.
Representative: RAYMER

NBC Basic Network

DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned and Operated By . . . Lawrence J. Heller
Address 8th & Eye Sts., N.W.
Phone Number Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00
a.m. to 1:00 a.m. Sun.
News Service INS, AP
Transcription Service Standard Radio,
Langworth and Associated

Personnel

President Lawrence J. Heller
Station Manager Robert L. Kaufman
Commercial Manager Norman Weill
Program Director Richard Barr
Sales Promotion Director Paul L. Heller
Chief Announcer Larry Carl
Musical Director Tommy Johnson
Chief Engineer Ralph E. Cannon, Jr.

WMAL

WASHINGTON, D. C.—EST. 1926

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,
8 a.m. to midnight
Newspaper Affiliation . . . Washington Evening
Star
News Service AP; UP
Transcription Service NBC Thesaurus;
Standard Radio
Representative Blue Network Spot Sales

Personnel

General Manager K. H. Berkeley
Assistant General Manager and Commercial
Manager Ben B. Baylor, Jr.
Sales Promotion Manager Sam Digges
Program Director John R. Edmunds
Musical Director Sidney
Dir. of Women's Activities Ruth Crane
Production Manager Gordon Hubbel
Chief Engineer Dan Hunter

WOL

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By . . . Cowles Broadcasting
Company
Address 1627 K Street, N.W.
Phone Number Metropolitan 0010
Transmitter Location . . . Hyattsville, Maryland
Time on the Air 19 Hours, 35 Mins.
News Service UP, AP, Washington News
Service
Transcription Service . . . Lang-Worth; Standard
Radio; Texas Ranger Library
Representative The Katz Agency, Inc.

Personnel

President Gardner Cowles, Jr.
Ch. of Board John Cowles
Vice-President T. A. M. Craven
Vice-Pres. & Gen. Mgr. Merle S. Jones
Sales Manager Henry V. Seay

WINX

The
Washington Post
Station

WASHINGTON 1, D. C.

National Representative
FORJOE & CO.

Publicity-Sales Promotion Mgr.....Tom Means
 Production Manager.....George Sutherland
 Traffic ManagerLillian Ruppert
 Continuity Director.....Martha Cram
 Musical Director.....Susan Mylroie
 Technical Advisor to
 All Cowles Stations.....T. A. M. Craven
 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
 Address724 - 14th St., N. W.
 Phone Number.....Republic 4000
 Transmitter Location..RFD No. 1, Hyattsville,
 Maryland
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News ServiceAP; INS; UP
 Transcription Service.....NBC Thesaurus,
 Associated, Standard
 Representative ...National Broadcasting Co.

Personnel

President.....Niles Trammell
 Vice-President.....Frank M. Russell
 General Manager.....Carleton D. Smith
 Asst. to Gen. Mgr.....George Y. Wheeler
 Commercial Manager....Mahlon A. Glascock
 Sales Promotion Manager....Albert V. Cole
 Production-Program DirectorFred Shawn
 Musical Director.....Fritz Balzer
 Chief Engineer.....Donald Cooper
 Record MC.....Bill Herson

W T O P

WASHINGTON—EST. 1928
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc.Power: 50,000 Watts
 Owned-Operated By..Columbia Broadcasting
 System
 AddressEarle Bldg.
 Phone Number.....Metropolitan 3200
 Transmitter Location.....Wheaton, Md.
 Time on the Air: 5:45 a.m. to 1:05 a.m.; Sun-
 days, 7:30 a.m. to 1:05 a.m.
 News Service.....AP; UP
 Transcription Service....World Broadcasting
 System
 RepresentativeRadio Sales

Personnel

Director.....E. H. Gammons
 Commercial Manager...William D. Murdock
 General Manager.....Carl Burkland
 Sales Promotion Director....Howard Stanley
 Program Director.....Martin D. Wickett
 War Program Director.....Elinor Lee
 Chief Announcer.....Gunnar Back

Director of Press Information..Howard Stanley
 Chief Engineer.....Clyde Hunt
 Record MC.....Arthur Godfrey

W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc..Power: 250 (100 w. booster)
 Owned-Operated By Capitol Broadcasting Co.
 Address1000 Connecticut Ave.
 Phone NumberNational 7203
 Transmitter Location.....61 Pierce St., N.E.
 Time on the Air...6:00 a.m. to 1:00 a.m.;
 Sundays, 8:00 a.m. to 12:00 midnight
 News Service...AP, UP and Washington City
 News Service
 Transcription ServiceNBC Thesaurus
 Representative.....Weed & Co.

Personnel

President.....Joseph Katz
 Station Manager.....G. Bennett Larson
 Commercial Manager.....Ben Strouse
 Sales Promotion.....Ben Strouse
 Program Director.....Norman Reed
 Musical Director.....Leonard Friendly
 Chief Engineer.....Ross H. Belville
 Production Manager.....Norman Reed
 Dir. of War Programs.....Norman Reed
 Artists Bureau.....District Sales Agency
 Record MC....."Mike" Hunnicutt

FOR QUALITY

AP



FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W M F J

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By:

Lt. Comm. W. Wright Esch, USNR

Address126½ Magnolia Ave.

Phone Number 91

Transmitter Location126½ Magnolia Ave.

Time on the Air.....Unlimited license

News ServiceAP

Transcription Service.....NBC Thesaurus

Personnel

Owner.....Lt. Comm. W. Wright Esch, USNR

General Manager.....Billee B. Esch

Station Manager.....Ray Clancy

Program Director.....Jack Winfree

Publicity Director.....Crystal Palmer

Chief Engineer.....William C. Shelton

WINK

FORT MYERS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By..Fort Myers Broadcasting Co.

Business Address.....54 East First St., WINK Bldg.

Phone Number818

Studio Address...54 East First St., WINK Bldg.

Transmitter Location.....54 East First St., WINK Bldg.

Time on the Air.....6:00 a.m. to 12:00 a.m.

News ServiceAP

Representative.....John E. Pearson

Personnel

President.....Ronald B. Woodyard

Station Manager.....Mary Martin

Sales Manager.....Mary Martin

W M F J

DAYTONA BEACH, FLORIDA

250 WATTS

1450 KILOCYCLES

BLUE

COX & TANZ

WRUF

GAINESVILLE—EST. 1928
MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 850 Kc. Power: 5,000 Watts
 Owned by State of Florida
 Operated by University of Florida
 Address University of Florida
 Phone Number 1000, Branch 55
 Transmitter Location Campus, University of Florida
 Time on the Air 18 Hours Monday-Sat.,
 17 Hours on Sunday
 News Service UP
 Transcription Service World Broadcasting System, Langworth
 Representative Burn-Smith Co., Inc.

Personnel

Director Garland Powell
 Commercial Manager Rem James
 Sales Promotion Manager George Dinnick
 Program Director Irene Stanlis
 Chief Announcer David Martin
 Musical Director Helen Edwards
 Chief Engineer Dr. Palmer Craig
 Director of War Programs David Braun

WJAX

JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.
 Owned. Operated By City of Jacksonville, Fla.
 Address City Hall, Forsyth and Ocean Sts.
 Phone Number 5-5821
 Transmitter Location Hyde Park Country Club
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service NBC Thesaurus and Associated
 Representative John Blair & Co., Harry Cummings

Personnel

Commissioner in Charge Thos. C. Imeson
 Station Manager and Chief
 Engineer John T. Hopkins, III
 Program Director Evelyn Boote
 Production Manager Harry A. Cole
 Chief Announcer Grant Frankish
 Musical Director Frank Morris

WJHP

JACKSONVILLE—EST. 1940
BLUE NETWORK

Frequency: 1320 Kc. Power: 250 Watts
 Owned-Operated By The Metropolis Co.
 Address 500 Laura St.
 Phone Number 5-7610
 Transmitter Location Reed and Alamo Sts.

Time on the Air 18 Hours Daily,
 16 Hours Sunday.
 Newspaper Affiliation Jacksonville Journal
 News Service UP
 Transcription Service Lang-Worth
 Representative John H. Perry Associates

Personnel

Owner John H. Perry
 Station Manager Ted Chapeau
 Sales Manager Ted Chapeau
 Chief Engineer B. Hayford
 Merchandising Manager Carmen Macri
 Director of War Programs Ray Herbert
 Musical Director Ray Herbert

WMBR

JACKSONVILLE—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 Frequency: 1400 Kc. Power: 250 Watts
 Owned, Operated By Florida Broadcasting Company
 Address 118 West Adams St.
 Phone Number 5-4387
 Transmitter Location Vines and Mass. Ave.
 Time on the Air 6:00 a.m. to 12:00 midnight
 News Service UP
 Transcription Service World and Lang-Worth
 Representative Weed & Co.

WJAX

JACKSONVILLE, FLORIDA

**THE
 MUNICIPAL
 BROADCASTING
 STATION**

**NBC
 RED NETWORK**

930 Kc.—Maximum Power 5000 Watts
 Phone Jacksonville 5-5821

Representatives
 John Blair & Co., New York, Chicago
 Detroit and West Coast
 H. E. Cummings, Southeast

Barnett Bank Bldg.
 Jacksonville, Fla.
 Phone 30381

Personnel

President-Station Manager Frank King
 Commercial-Sales Promotion Manager
 Glenn Marshall, Jr.
 Chief Engineer.....E. B. Vordermark

W P D Q

JACKSONVILLE—EST. 1942
MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL GROUP

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By:
 Jacksonville Broadcasting Corp
 Address.....Gulf Life Bldg.
 Phone Number.....5-6781
 Transmitter Location.....Seven miles west of
 Jacksonville on Lenox Ave.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....George P. Hollingbery Co.

Personnel

President.....James R. Stockton
 Station Manager.....Robert R. Feagin
 Commercial and Sales
 Manager.....Frank Taylor, Jr.
 Production Manager.....Bob Willard
 Chief Announcer.....Gary Allen
 Publicity Director.....Bob Truere
 Chief Engineer.....James R. Donovan
 Director of War Programs.....Dot Horstall
 Record Master of Ceremony....Tommy Morton

W L A K

LAKELAND—EST. 1936
NATIONAL BROADCASTING CO.
ORANGE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned, Operated By.....S. O. Ward
 Address.....1412 East Lime St.
 Phone Number.....2127
 Transmitter Location.....1412 East Lime St.
 Time on the Air.....6:45 a.m. to midnight
 News Service.....UP
 Representative.....John E. Pearson Co.

Personnel

President and Station Manager....S. O. Ward
 Commercial Manager.....Powell Adams
 Program Director.....Nancy Hill
 Chief Announcer-Engineer.....Wm. P. Lee

W F T L

MIAMI—EST. 1939
MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 10,000 Watts
 Owned by.....The Fort Industry Co.

Operated by.....The Fort Industry Co.
 Address.....1605 Biscayne Blvd., Miami
 Studio Address.....1605 Biscayne Blvd.
 Phone Number.....9-2401 Miami
 Transmitter Location.....22 miles north of
 Miami on Road 26
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Co.

Personnel

Owner.....Comdr. Geo. B. Storer
 Station Manager.....Robert Venn
 Sales Manager.....M. N. Babcock
 Promotion Manager.....W. M. Skidmore
 Program Director
 and Production Manager....Don M. Butler
 Publicity Director.....Edith Dare
 Musical Director.....Jane P. Butler
 Chief Engineer.....John A. Rutherford
 Director of War Programs....W. M. Skidmore

FOR QUALITY
AP !

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.....600 Biscayne Blvd.
 Transmitter Location.....Cameo Island
 Time on the Air...Weekdays, 6:00-12:05 a.m.;
 Sundays, 8:00-12:05 a.m.

Newspaper Affiliation.....Miami Daily News
 News Service.....AP, INS, UP
 Transcription Service.....Standard Radio;
 Associated Music Publishers
 Representative....George P. Hollingbery Co.;
 Harry S. Cummings

Personnel

President.....D. J. Mahoney
 General Manager.....James M. Legate
 Commercial Manager.....T. O. McCullough
 Promotion Manager.....Martha Henriquez
 Program Director.....Robert Fidler
 Musical Director.....Earle Barr Hanson
 Chief Studio Engineer.....Wilton R. Chiles

W Q A M

MIAMI—EST. 1922

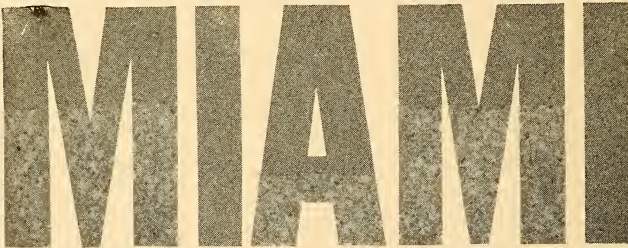
COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d.,
 1000 Watts, n.

Owned-Operated.....Miami Broadcasting Co.
 Address.....Postal Bldg.
 Phone Number.....26121
 Transmitter Location.....Biscayne Bay
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News Service.....AP
 Transcription Service....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President and Commercial Manager
 Fred W. Borton
 Station Manager.....F. W. Mizer
 Promotion and Publicity
 Manager.....Norman MacKay
 Program Manager.....Hazel McGuire
 Chief Engineer.....Edw. Davenport
 Musical Director.....Alaine Powell



WIOD covers this new rich
 market as completely as
 Miami's magic sun!

National Representatives
 GEORGE P. HOLLINGBERY CO.
 Southeast Representative
 HARRY E. CUMMINGS

JAMES M. LeGate,
 Gen. Manager



5,000 WATTS * 610 KC * NBC

WKAT

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,
 Weekdays: 8:00 a.m.-12 midnight, Sundays
 News Service.....Reuters; UP
 Transcription Service.....AMP
 Representative.....Radio Advertising Co.

Personnel

Owner.....A. Frank Katzentine
 Station Manager and
 Program Director.....John I. Prosser
 Commercial and Sales Promotion
 Manager.....John I. Prosser
 Production Manager.....John I. Prosser
 Publicity Director.....Madelaine Fullman
 Musical Director.....Betty Lee Taylor
 Engineers.....Tom Magee, Arthur Smith

WTMC

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 Watts
 Owned-Operated By..Ocala Broadcasting Co.
 Address.....P.O. Box 831
 Phone Number.....128
 Studio Address.....Anthony & Henry Sts.
 Transmitter Location...Anthony & Henry Sts.
 Time on the Air...7:00 a.m. to 12:00 Midnight
 Unlimited
 Newspaper Affiliation.....John H. Perry
 Newspapers
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
 Station and Commercial
 Manager.....T. S. Gilchrist, Jr.
 Program Director.....T. S. Gilchrist, Jr.
 Chief Engineer.....Beecher Hayford
 Publicity Director.....Wilma Drum

WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FLORIDA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By...Orlando Broadcasting
 Co., Inc.

Business Address.....563 N. Orange Ave.
 Phone Number.....6181
 Transmitter Location..Dubsread Country Club
 Time on the Air.....24 hours daily
 News Service.....UP
 Transcription Service.....World Broadcasting
 System
 Representatives.....John Blair & Co. and
 Harry E. Cummings

Personnel

President-Station Manager
 Col. George C. Johnston
 National Sales-Sales Promotion Manager
 W. G. McBride
 Program Director.....W. G. McBride
 Publicity Director.....Rosalind Boggs
 Musical Director.....Dorothy Morton Parks
 Chief Engineer.....J. E. Yarbrough
 Director of War Programs.....G. Davidson

WLOF

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazlewood, Inc.
 Business Address.....P. O. Box 1991
 Phone Number.....8163-8164
 Studio Address.....Angebilt Hotel
 Transmitter Location.....Near Orlando
 Time on the Air...7:00 a.m. to 12:00 midnight
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Burn-Smith Co., Inc.;
 Frank Cook

Personnel

General Manager.....Victor Buisset

WWPG

PALM BEACH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING
 SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Palm Beach
 Broadcasting Corp.
 Business Address.....South Ocean Blvd.
 Phone Number.....West Palm Beach 21515,
 Lake Worth 500
 Transmitter Location.....South Ocean Blvd.
 Time on the Air.....7:00 a.m. to Midnight
 News Service.....AP
 Transcription Service.....Lang-Worth

Personnel

President.....Charles E. Davis
 Station Manager.....Donald S. Greenleaf
 Chief Engineer.....Paul McGinty
 Commercial Manager.....D. S. Greenleaf
 Chief Announcer.....Ben Decker

W D L P

PANAMA CITY—EST. 1940
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Panama City Broad-
casting Co., Inc.
Address..... Mercer & Beach Drive
Phone Number 777
Transmitter Location.... Mercer & Beach Drive
Time on the Air..... 6:45 a.m. to 11:00 p.m.
News Service..... UP
Transcription Service..... Standard Radio
Representative..... John H. Perry Associates

Personnel

President..... John H. Perry
Station Manager..... Byron Hayford
Chief Engineer..... Elmer Scott
Commercial Manager..... Byron Hayford
Program Director..... John Thomas
Production Manager..... Donnel Brookins
Publicity Director..... Jack Rathbun
Chief Announcer..... Elmer Scott

W C O A

PENSACOLA—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.... Power 1000 d.; 500 n.
Owned-Operated By... New Journal Publishing
Company
Address..... San Carlos Hotel
Phone Number 4111-4112
Transmitter Location.... Pensacola Bay Bridge
Time on the Air..... 6 a.m.-12 Midnight
Newspaper Affiliation... New Journal Publish-
ing Company
News Service..... UP
Transcription Service..... Associated Music
Publishers
Representative John H. Perry Associates

Personnel

President..... John H. Perry
General and Commercial
Manager..... Jack Rathbun
Program Director and Production
Manager Lamar Morgan
Publicity Director..... Ruth Fillingam
Chief Engineer..... Bert Meade

W F O Y

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM
ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... Fountain of Youth
Broadcasting Co.
Address..... Fountain of Youth Park

Phone Number 1622
Transmitter Location..... Fountain of Youth
Park
Time on the Air..... 6:00 a.m. to 12:05 a.m.
News Service UP
Representative..... Weed & Co.

Personnel

President..... Glenn Marshall, Jr.
General Manager..... J. Allen Brown
Sales and Sales Promotion
Manager..... J. Allen Brown
Publicity Director..... Sara Prince
Program Director..... (Miss) Frankie
Collyer Walker
Chief Engineer..... Carl DeLay

W S U N

ST. PETERSBURG—EST. 1927
BLUE NETWORK

Frequency: 620 Kc. Power: 5000 Wat*
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
Commercial Manager..... Vera M. New
Sales Promotion Manager... Norman E. Brown
Program Director-Engineer..... Louis J. Link
Production Manager..... Beth McNeely
Public Relations Director..... Joe Frohock
Musical Director..... Edith Sexton

W T S P

ST. PETERSBURG—EST. 1939
MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 1380 Kc.... Power 1000 d.; 500 n.
Owned-Operated By... Pinellas Broadcasting Co.
Address..... 470 First Avenue South
Phone Number..... 8108
Transmitter Location... 35th Ave. and 4th St.,
North
Time on the Air..... 6:55 a.m. to midnight,
Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation... St. Petersburg Times
News Service..... UP and INS
Representative..... William G. Rambeau Co.

Personnel

President..... Nelson P. Poynter
Station Manager..... Lex L. D. Herron
Traffic and Publicity
Manager Jean Allyn
Sales Promotion and
Program Director..... Jack Dadswell

WSPB

SARASOTA—EST. 1939

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....P. O. Box 1110
Phone Number.....2111-2110
Studio Address.....City Island, Sarasota
Time on the Air.....7:25 a.m. to 11:15 p.m.
News Service.....UP
Transcription Service.....World Broadcasting

Personnel

President.....R. C. Jones, Jr.
Station Manager.....John Browning
Program Director.....Mrs. John B. Browning
Chief Announcer.....Eric Provost
Chief Engineer.....James E. Grant

WTAL

TALLAHASSEE—EST. 1943

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 d.; 250 n.
Owned-Operated
By.....Capitol City Broadcasting Corp.
Manager Theresa M. Myers
Address.....Thomasville Road
Phone Number.....2160
Time on the Air...7:00 a.m. to 12:00 midnight
News Service.....UP
Transcription Service...Standard & Thesaurus

Personnel

President.....Mrs. John H. Phipps
Station Manager.....Mrs. Teresa M. Myers
Program Director.....Paula M. Page
Chief Announcer.....William A. Snowden, Jr.
Chief Engineer.....William A. Snowden, Jr.

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By...Tampa Times Company
Business Address.....Tampa Terrace Hotel
Phone Number.....M 1818
Studio Address.....Tampa Terrace Hotel
Transmitter Location..Forest Hills Country
Club Area
Time on the Air.....6:45 a.m. to 12:05 a.m.
Newspaper Affiliation...Tampa Daily Times
News Service.....AP
Transcription Service.....World Broadcasting
Representative.....The Katz Agency

Personnel

President.....David E. Smiley
Sales Promotion.....L. Spencer Mitchell
Station Manager.....L. S. Mitchell
Chief Engineer.....William Pharr Moore
Program Director.....Kenneth W. Skelton
Chief Announcer.....S. J. Fleischman
Musical Director.....Elvan B. Wilson

WFLA

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
Transmitter Location: East Entrance, Davis
Causeway, Columbus Drive
Time on the Air: 6:45 a.m. to midnight Un-
limited
Newspaper Affiliation.....Tampa Tribune
News Service.....UP
Transcription Service.....NBC Thesaurus;
Standard and Lang-Worth
Representative.....John Blair & Co.

Personnel

Station Manager.....W. Walter Tison
Local Sales Manager.....Bert Arnold
Production Manager.....Paul M. Jones
Musical Director.....Frank Grasso
Chief Engineer.....Joe Mitchell
Director of War Programs.....Eva Byron

WJNO

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
Transmitter Location...1415 Okeechobee Rd.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus,
C. P. MacGregor
Representative.....Radio Advertising Co.

Personnel

Owner.....Marshall Heminway
General Manager.....Stephen Willis
Program Director.....Larry Roller
Chief Engineer.....E. Whitt MacDowell

Albany +6.7%
 Atlanta +4.6%
 Columbus +25.6%

U. S. BUREAU OF CENSUS
 Report on
 SHIFT IN POPULATIONS
 Metropolitan Counties

To Marching Through Georgia!

Eighty years after Sherman's famous "March to the Sea", another army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers *civilian* population alone, and does not take into consideration the hundreds of thousands of soldiers sta-

tioned in Georgia, whose purchases swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your products in Georgia's prosperous *urban* markets making up your list, pick stations that you *concentrated coverage* in Georgia Cities, where the pay-roll dollars are

WATL
 ATLANTA
 1400 KC MBS

WRBL
 COLUMBUS
 1230 KC CBS

WGPC
 ALBANY
 1450 KC CBS

Represented by SPOT SALES, Inc.

GEORGIA BROADCASTING COMPANY, INC.

GEORGIA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
AddressAlbany, Ga.
Phone Number..... 1590
Transmitter Location..... Leesburg Road
Time on the Air.....6:55 a.m. to 10:20 p.m.
Newspaper Affiliation.....Albany Herald
News Service..... AP
Transcription Service.....Associated Music
Publishers
Representative....Burn-Smith Co.; Frank Cook

Personnel

PresidentH. T. McIntosh
Station Manager.....Abner M. Israel
Commercial Manager.....Mildred Huie
Promotion Director.....A. M. Israel
Chief Engineer.....DeForest T. Layton
Chief Announcer.....Wally Jones

W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Albany Broadcasting Co.
Address.....125½ N. Jackson St.
Phone Number.....1370; 1371
Transmitter Location.....Gillionville Road
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff, Jr.
Station Manager.....Margaret Kinnett,
Acting Manager
Program Director.....Elivelta Powers
Production Manager.....Theora Brown
Chief Announcer.....Eric Chanler
Chief Engineer.....Chas. M. Kinnett

W G A U

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
AddressBobbin Mill Road
Phone Number 1741
Transmitter LocationBobbin Mill Road

Time on the Air....7:00 a.m. to 12:00 midnight
Transcription ServiceStandard Radio

Personnel

Manager-Chief EngineerM. C. Gorman

W A G A

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:

1299 North Druid Hills Road
Time on the Air.....5:30 a.m. to 12 midnight
News Service.....AP, INS
Transcription Service.....NBS Thesaurus
Representative.....Headley-Reed Co.

Personnel

President.....Lt. Comm. George B. Storer
Station Manager...Charles A. Smithgall, Jr.
Commercial Manager.....Bob Venn
Sales Promotion and
Publicity ManagerEwald Kockritz
Program Director.....John Barlett
Production Manager.....John Barlett
Musical Director.....Frances Wallace
Chief Engineer.....Al Jones

W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Georgia Broadcasting System
Operated by.....Atlanta Broadcasting Co.
Address.....Henry Grady Building
Phone NumberWalnut 4377
Transmitter Location...Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.;
Sundays, 7:00 a.m. to 12:05 a.m.

News ServiceUP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff, Jr.
Station Manager.....J. A. Davenport
Sales Manager.....Sam Kane
Program Director.....Dan Hornsby
Production Manager.....Larry Miller
Publicity Director.....Dan Hornsby
Chief Announcer.....Ted Fenster
Music Director.....Cliff Cameron
Chief Engineer.....R. W. Minton

HISTORY

Licensed as
WSB
on
March 15th
1922

PIONEERED
in Dixie

First Newscast
First Church Service
First Farm Program
First Educational
Program
First Sports
Broadcast,

23 Years
of Public Service
which accounts for
the largest and
most loyal audience
in Georgia

The First Choice of
The Listener
The Advertiser
The
Public Servant

Future?
FM and
Television—
whatever new
develops in radio
WSB
will continue to
pioneer!

LEAVES FROM WSB'S NOTEBOOK • 1922 TO 1945

Since the early days of earphones, W S B has made radio history in the South. Conservative in policy and progressive in program direction, the services of this station rank high with our commercial friends and with our large listening audience. The leaves of achievement through the years are countless . . .

THE VOICE OF THE SOUTH

GEORGIA'S ONLY 50,000 WATT, CLEAR CHANNEL STATION

WSB

750 MC

ATLANTA

THE ATLANTA JOURNAL STATION

AFFILIATED WITH NATIONAL BROADCASTING COMPANY

EDWARD PETRY and CO., INC., National Representatives

WGST

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5000 d.; 1000 n.
Owned By Georgia Institute of
Technology

Operated By..... Radio Committee—Board of
Regents, State of Georgia

Address Forsyth Bldg.

Phone Number..... Walnut 8441

Transmitter Location...Cheshire Bridge Rd.

Time on the Air.....6 a.m. to 12 midnight

News Service AP, UP

Transcription Service.....World Broadcasting
System

Representative The Katz Agency

Personnel

Associate Managers.....Frank Gaither (Sales),
John Fulton (Programs)

Production & Publicity Director....Don Naylor

Musical Director.....Lola Allen Wallace

Chief EngineerBen Akerman

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

Transmitter Location.....Tucker, Ga.

Time on the Air...5:00 a.m.-12:30 a.m. daily;
7:00 a.m.-12:30 a.m. Sunday

Newspaper Affiliation....The Atlanta Journal

News Service.....AP, UP and INS

Transcription Service...Standard Radio, World

Representative.....Edward Petry & Co.

Personnel

Managing Director.....J. Leonard Reinsch

General Manager.....John M. Outler, Jr.

Sales Promotion Manager.....Tom Downing

Artists' Bureau Head.....Harrison Kimball

Publicity Director.....Frank Cason

Production Manager.....M. K. Toolson

Musical Director.....Albert Coleman

Chief Engineer.....C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc..... Power: 250 Watts

Owned-Operated By..The Twin States Broad-
casting Company

WGST
ATLANTA
920 Kc.

CBS
Affiliate

TOPS

In program
entertainment
through its spirited
local showmanship
and its affiliation
with CBS



Represented Nationally by
THE KATZ AGENCY, Inc.

Address Augusta
 Phone Number.....2-2692
 Transmitter Location...Sand Bar Ferry, Md.,
 Augusta, Ga.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 RepresentativeHeadley-Reed Company

Personnel

President.....J. B. Fuqua
 Sales Manager.....J. B. Fuqua
 Program and Publicity.....Steve Manderson
 Chief Engineer.....John Lyon

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 5,000 Watts
 Owned-Operated By..Augusta Broadcasting
 Company
 Address10th & Broad Streets
 Phone Numbers2-8805, 8806, 8807
 Transmitter Location.....Berckmans Road
 Time on the Air.....6 a.m. to 12 midnight:
 Sundays, 7:00 a.m. to 12:00 midnight
 News ServiceUP
 Transcription Service.....World Broadcasting
 System
 Representative.....George P. Hollingbery

Personnel

President.....Wm. K. Jenkins
 Station Manager.....W. R. Ringins
 Commercial Manager.....Thurston Bennett
 Program-Publicity Director.....W. Charles Roe
 Chief Announcer.....Ben Lucas
 Musical Director.....Gil Evans
 Chief Engineer.....Harvey Aderhold

WMOG

BRUNSWICK—EST. 1940

**KEYSTONE BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK**

Frequency: 1490 Kc....Power: 250 d.; 100 n.
 Owned-Operated By...Coastal Broadcasting
 Company
 AddressSt. Simons Island Causeway
 Phone Number1500
 Transmitter Location...St. Simons Causeway
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Mrs. Alma W. King
 General and Sales Manager..Kenneth E. White
 Program Director.....Alfred Job
 Chief Engineer.....Kenneth E. White

WGAA

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned ByNorthwest Georgia Broad-
 casting Co.
 Operated By.....R. W. Rounsaville
 AddressWest Theater Bldg.
 Phone Number.....777
 Transmitter Location.....Cave Spring Rd.
 Time on the Air.....14 hours daily
 News ServiceAP
 Transcription Service.....Keystone Broad-
 casting System

Personnel

PresidentO. C. Lam
 General Manager.....R. W. Rounsaville
 Promotion Manager...Mrs. R. W. Rounsaville
 Program, Production and
 Publicity DirectorDorothy Holt
 Chief Announcer.....Hall Wray
 Chief Engineer.....Clarence Landress

WDAK

COLUMBUS—EST. 1940

BLUE NETWORK—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Valley Broadcasting
 Company
 Address1028½ Broadway
 Phone Number.....3-2771
 Transmitter Location.....Brick Yard Rd.:
 Phenix City, Ala.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP
 Representative.....Headley-Reed Co.

Personnel

President-Owner.....L. J. Duncan
 Station Manager.....Allen M. Woodall
 Program Director.....Dora Anna Gay
 Publicity Director.....Mrs. Walter Harvey
 Chief Announcer.....Tommy Tucker
 Chief Engineer.....Denzil Pulley

WRBL

COLUMBUS—EST. 1928

**COLUMBIA BROADCASTING SYSTEM
 GEORGIA BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned and Operated By...Columbus Broad-
 casting Company
 Address1420 Second Avenue
 Phone Number.....2-0601

Transmitter Location..... 3009½ Howard Ave.
 Time on the Air..... 6:00 a.m. to 12:05 a.m.;
 Sundays, 6:30 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service..... Lang-Worth
 Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff
 Station Manager.....W. Heldon Herrin
 Commercial Manager.....W. S. Massie
 Musical Director.....Gertrude Handley
 Publicity Director.....Ed Hennessy
 Chief Engineer.....Albert Timms

•
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.....20th Ave. and B St.
 Phone Number666
 Studio Address.....20th Ave. & B St.
 Transmitter Location.....20th Ave. & B St.
 Time on the Air.....7 a.m. to 8:00 p.m.;
 Sundays, 7:00 a.m. to 12:00 p.m.
 Transcription Service...Keystone Broadcasting
 Representative.....Thomas F. Clarke

Personnel

Station Manager.....James S. Rivers
 Commercial Manager.....R. H. Thompson
 Program Director.....Tenna Powers
 Publicity Director.....James S. Rivers
 Chief Announcer.....Bruce Smith
 Musical Director.....George Waters
 Chief Engineer.....Howard V. Harrell

•
W B L J

DALTON—EST. 1940

MUTUAL & KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Dalton Broadcasting
 Address.....111 So. Pentz Street
 Phone Number.....Dalton 684
 Transmitter Location.....River Bend Rd.
 Time on the Air.....6:45 a.m. to 10:00 p.m.
 Representative.....Cox & Tanz

Personnel

President.....H. C. Kenemer
 Manager.....W. V. Williams
 Sales Promotion Manager.....T. H. McMillan
 Program Director.....Barbara Brinkman
 Production Manager.....Ed Craigmiles
 Chief Announcer.....Paul Crandall
 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

Address.....Athens Road
 Phone Number.....1600-1601
 Time on the Air.....6:00 a.m. to 11:05 p.m.
 News Service.....UP
 Transcription Service.....Lang Worth

Personnel

President.....Charles Smithgall
 Vice-President.....H. Russ Holt
 Secretary.....E. F. MacLeod
 Program and Production.....Claude Putnam
 Publicity Director.....James Vocalis
 Director of War Programs...Mildred Thompson
 Chief Engineer.....C. M. Callicott

•
W K E U

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
 Address.....Griffin Hotel, Griffin
 Time on the Air.....Daytime License
 Transcription Service.....C. P. MacGregor
 Representative.....Sears & Ayer, Inc.

Personnel

Manager & Owner.....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
 Address.....303 Broome St.
 Phone Number.....1700
 Transmitter Location.....La Grange
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 7 a.m. to 12 midnight

Newspaper Affiliation.....LaGrange News
 News Service.....UP

Personnel

President.....Roy C. Swank
 Station Manager.....Edwin Mullinax
 Program Director.....Josephine Moncrief
 Chief Engineer.....James McKay

•
W B M L

MACON—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By.....Middle Georgia
Broadcasting Company
Address.....First National Bank Building
Phone Number.....2728
Transmitter Location.....8th & Cherry Streets
Time on the Air.....6 a.m. to 12 midnight;
Sunday, 7:30 to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative.....Joseph H. McGillvra

Personnel

President.....Ernest D. Black
Vice President.....E. M. Lowe
Secretary & Treasurer.....Charles W. Pittman
General Manager.....Charles W. Pittman
Commercial Manager.....Walter Graham
Sales Promotion Manager.....Harold Beaty
Program Director.....Mary Hester Richardson
Production Director.....Harold Beatty
Chief Announcer.....Harold Beatty
Director of Women's Activities and
Publicity.....Peggy Halliburton
Musical Director.....Mary Hester Richardson
Chief Engineer.....H. S. Goodrich

WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By.....Southeastern Broad-
casting Company, Inc.
Address.....Bankers Insurance Bldg.
Phone Number.....3131
Transmitter Location.....Forsyth Road
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Service.....INS, AP
Transcription Service.....World Broadcasting
System; Lang-Worth
Representative.....The Katz Agency

Personnel

President, Chief Engineer
George P. Rankin, Jr.
Station Manager.....Wilton E. Cobb
Commercial & Sales Promotion
Mgr.....Frank Crowther
Traffic Director.....Dorothy Small
Publicity Director.....Wilton Cobb
Chief Announcer.....Frank Hubbs
Musical Director.....Albert Sanders
Director of War Programs.....Frank Hubbs
Chief Engineer.....George P. Rankin,
William J. Bryan (Chief Trans. Op.)

WMGA

MOULTRIE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Frank R. Pidcock, Sr.

Address.....Box 310, Moultrie
Phone Number.....999
Transmitter Location.....Moultrie
Time on the Air; 6:30 a.m. to 10 p.m.; Sundays,
8 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Standard Radio,
Keystone, World

Personnel

Owner.....Frank R. Pidcock
Manager.....John F. Pidcock
Commercial Manager.....James M. Wilder
Program Director.....Mrs. D. E. Stringfellow
Chief Engineer.....James Wilder
Chief Announcer.....Wendell Adams

WRGA

ROME—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Rome Broadcasting
Corp.
Address.....National City Bank Building
Phone Number.....6589-7737
Transmitter Location.....Seventh Ave., Rome
Time on the Air.....Unlimited license

Personnel

President.....John W. Quarles
Gen'l Mgr. & Treasurer.....Happy Quarles
Sales Manager.....Lamar Talley
Program Director.....George Eubanks
Director of War Programs.....George Eubanks
Chief Engineer.....Doc Williams

WSAV

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.
ATLANTIC SPORTS NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WSAV, Inc.
Address.....Liberty National Bank Building
Phone Number.....5600
Transmitter Location.....East President Street
Time on the Air.....7 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Associated Music
Publishers
Representative.....George P. Hollingbery
Company

Personnel

President.....Harben Daniel
Station Manager.....Harben Daniel
Commercial Manager.....N. W. Brandon
(U. S. Army)
Sales Promotion Manager.....L. H. Thesmar
Program Director.....Gibson Jackson
Director of War Programs.....Alberta Robertson
Production Manager.....Gibson Jackson
Publicity Director.....L. H. Thesmar
Musical Director.....Ruth Christiansen
Chief Announcer.....Francis Harden
Chief Engineer.....Meredith Thompson

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned By...Savannah Broadcasting Company
 Operated By...Savannah Broadcasting Co.
 Address...516 Abercorn Street
 Phone Number...20127-28-29
 Transmitter Location...Central Junction
 Time on the Air: 6:00 to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service...UP
 Transcription Service...Lang-Worth; Standard Radio
 Representative...The Katz Agency

Personnel

President and Station Mgr...W. T. Knight, Jr.
 Sales-Merchandising Manager...Bill Smart
 Local Sales Mgr...Ben Williams
 Program Director...Ben Quick
 Production Manager...Dwight James Bruce
 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...Wimpy Radio
 Address...117 Remington Avenue
 Phone Number...909
 Transmitter Location...117 Remington Avenue
 Time on the Air...7:30 a.m. to 10:00 p.m.

Personnel

Station Manager...H. Wimpy
 Commercial Manager...Al Feinberg
 Chief Announcer and Engineer...James W. Poole

W R L C

TOCCOA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...R. G. LeTourneau
 Address...Prather Bridge Road
 Phone Number...1751
 Transmitter Location...Prather Bridge Road
 Time on the Air: 6:00 a.m. to 11:00 p.m. weekdays; 8:00 a.m. to 11:00 p.m. Sundays
 News Service...UP
 Transcription Service...Lang-Worth; BMI; Keystone

Personnel

Owner...R. G. LeTourneau
 General and Commercial Manager...Virgle E. Craig
 Program Director...Wm. S. Kilgore

W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...E. D. Rivers
 Address...Valdosta, Ga.
 Phone Numbers...1420; 1421
 Transmitter Location...Valdosta, Ga.
 Time on the Air...7:00 a.m. to midnight
 News Service...UP
 Representative...The Walker Co.

Personnel

Owner...E. D. Rivers
 Station Mgr...Mrs. E. D. Rivers
 Sales Manager...W. R. Link
 Chief Engineer...James W. Stewart

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 midnight
 Newspaper Affiliation...Waycross Journal-Herald

News Service...UP
 Transcription Service...World Broadcasting System; Keystone Broadcasting System
 Representative...The Walker Company

Personnel

President...Jack Williams
 Station Manager...John J. Tobola
 Program Director...R. C. Tuten
 Chief Engineer...John J. Tobola

W R L D

WEST POINT—EST. 1944

BLUE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Valley Broadcasting Co.
 Address...Gen. Tyler Hotel Bldg.
 Phone Number...173 or 437
 Studio Address...Gen. Tyler Hotel Bldg. and Cherry St., Lanett, Ala.
 Time on the Air...6 a.m. to 12 midnight
 News Service...AP
 Transcription Service...World Broadcasting
 Representative...Headley-Reed

Personnel

Chief Partner & Gen. Mgr...L. J. Duncan
 Sales Manager...Allen Woodall
 Program Director...Frances Ledhetter
 Production and Publicity...Francis Harden
 Chief Engineer...Dige Bishop
 Record Master of Ceremony...Dick Fennell

IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By.....G. M. Phillips
Operated By.....G. M. Phillips
Address.....Hotel Boise
Phone Numbers.....660; 661; 682
Transmitter Location...4½ miles northwest of
City
Time on the Air: 6:00 a.m. to 12:00 midnight
News Service.....UP and AP
Transcription Service...World Broadcasting
System
Representative.....John Blair & Company

Personnel

President.....G. M. Phillips
Commercial and Sales Promotion
Manager.....Boyd Braithwaite
Station Manager.....Walter E. Wagstaff
Chief Announcer.....Billy Phillips
Production Manager.....George D. Snell
Publicity Director.....John A. Casstevens
Chief Engineer.....James Johnstz

K I D

IDAHO FALLS—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 d.;
500 n.
Owned-Operated By.....KID Broadcasting
Co.
Address.....KID Building
Phone Number.....3-4
Transmitter Location.....Ammon Road
Time on the Air.....6:00 a.m. to 11:00 p.m.

Personnel

President.....Walter Bauchman
General & Nat'l Sales Manager. Frank McIntyre
Assistant & Local Sales Manager,
Leonard Wasden
Sales Promotion Manager...Leonard Wasden
Program Director.....Harry J. Woodle
Production Manager.....Gene Ackerley
Publicity Director.....Frank McIntyre
Chief Announcer.....Gene Ackerley
Artists Bureau.....John Sinclair
Musical Director.....Dick Barber
Chief Engineer.....C. N. Layne

K R L C

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.....7:00 a.m.-11:00 p.m.
News Service.....UP
Transcription Service...World Broadcasting
System; Longworth Feature Programs
Representative.....Howard H. Wilson Co.

Personnel

Owner.....H. E. Studebaker
Station Manager.....Donald A. Wike
Commercial Manager.....Donald Thomas
Chief Engineer.....Milton MacLafferty

K F X D

NAMPA—EST. 1929

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;
8th & Grant, Caldwell, Idaho
Transmitter Location..1024 Twelfth St., South;
Radio Sta. KSL, Salt Lake City, Utah
Time on the Air.....6 a.m.-10 p.m.
News Service.....UP-AP
Transcription Service: NBC Thesaurus; Lang-
Worth

Personnel

Owner.....Frank E. Hurt
Program Director.....Nancy Buehler
Chief Engineer.....Edward Hurt

K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc...Power: 1000 d.; 250 n.
Owned-Operated By.....Radio Service
Corporation
Address.....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

PresidentO. P. Soule
 Vice-Pres.-General Manager.Henry H. Fletcher
 Program Director.....Ruthe A. Fletcher
 Publicity Director.....Olive M. Leeney
 Chief Engineer.....Henry H. Fletcher

K T F I

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Broadcasting Corp.
 Address241 Main Ave. W.
 Phone Number.....2400
 Transmitter Location.....Highway No. 30, west of Twin Falls
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Library
 Representatives.....The Walker Co.; Homer Owen Griffith

Personnel

PresidentO. P. Soule
 Station Manager.....F. M. Gardner
 Sales Promotion Manager.....L. Otto
 Program Director and Chief AnnouncerCharles S. Crabtree
 Musical Director.....Anton Guyer
 Chief Engineer.....Franklyn Ver Cox
 Publicity Director.....Eloise Webb
 Artists Bureau.....Victor Bruno
 Record Master of Ceremonies...V. I. Philippet

K W A L

WALLACE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Silver Broadcasting Co.
 Operated By.....R. G. Binyon
 AddressTabor Bldg.
 Phone Number.....330
 Transmitter LocationWallace
 Time on the Air.....Unlimited Time
 Transcription Service..Keystone Broadcasting System; Standard Radio; Associated Music Publishers


Personnel

General Manager.....R. G. Binyon
 Asst. Manager.....W. Mondell Spencer
 Sales Promotion-Commercial Manager
 Howard Olson
 Program Director.....Turner Dreher
 Production Manager.....E. Camey
 Chief AnnouncerW. Mondell Spencer
 Chief Engineer.....Arvo Haapanen

**FOR QUALITY
 AP !**

PRESS ASSOCIATION, Inc.

50 ROCKEFELLER PLAZA
 NEW YORK, N. Y.



**—read the staggering
facts on listening
habits in America's
2nd biggest market!**

We asked: "What station do
you listen to most?"

42% SAID
WMAQ

MORE PEOPLE ANSWERED

"WMAQ"

THAN THE NEXT 3
STATIONS COMBINED!

WMAQ
CHICAGO

*The station most people
listen to most*

670 ON YOUR DIAL—50,000 WATTS

REPRESENTED BY NBC SPOT SALES

In a recent nation-wide, all-county survey,
people were asked:

*"What radio station do you
listen to most?"*

In the Chicago area—America's second
largest market—42% of the thousands who
answered named WMAQ. This overwhelm-
ing choice of WMAQ is greater than that
accorded to all other Chicago network out-
lets combined.

This fact is a fitting tribute to the great
shows, the expert production and the fine
transmission which are characteristic of
NBC's key Midwest outlet.

To blanket the 2,855,700 families in the
Chicago area—to cut a cash slice of this
\$3,500,000,000 market—astute advertisers
place their local and spot campaigns on
WMAQ.



A Service of Radio
Corporation of America

ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W M R O

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Aurora
Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service: Keystone Broadcasting System; Standard Radio

Personnel

Owner-General Manager...Martin R. O'Brien
Commercial Manager.....Vincent G. Coffey
Program-Musical Director...Dorothy O'Brien
Dir. of War Programs.....Dorothy O'Brien
Publicity and Production
Director.....Jeanne Doran
Chief Announcer.....J. T. Hankinson
Supervising Engineer.....Vincent Coffey
Chief Engineer.....Phillip Olson

W J B C

BLOOMINGTON—EST. 1924

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 Ave. Normal, Ill.
Time on the Air.....Unlimited license
Transcription Service.....World
Representative.....Sears and Ayer, Inc.

Personnel

Director.....A. 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
Business Address.....324 B'way, Cape Girardeau, Mo.
Phone Number.....1490
Transmitter Location.....Cairo
Time on the Air.....7:30 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
News Service.....UP

Personnel

Owner.....Oscar C. Hirsch
Station Manager.....Merrill C. Currier
Chief Engineer.....Oscar C. Hirsch

W C A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts
Owned-Operated By...Superior Broadcasting Service, Inc.
Business Address.....Carthage
Phone Number.....520
Studio Address.....Carthage; Macomb, Ill.
Transmitter Location.....Carthage
Time on the Air...Daytime to local sunset
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....Bob Compton
Station Manager.....John Palmer

W D W S

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Champaign News-Gazette, Inc.
Address.....48 Main St.
Phone Number.....6-1855
Transmitter Location.1 mile south of Champaign
Time on the Air.....Unlimited license
Newspaper Affiliation.....Champaign News-Gazette
National Sales Office.Texas Daily Press League
News Service.....UP
Transcription Service.....World

Personnel

General Manager.....J. A. McDermott
Station Manager.....Marajen S. Dyess
Sales Manager.....Frank R. Mills
Program Director.....Juanita Hall
Dir. of War Programs.....Juanita Hall
Chief Engineer.....Jack R. Baum

W A A F

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By...Drover's Journal Publishing Co.
Address.....Palmer House
Phone Number.....Randolph 1932
Transmitter Location.....1001 Exchange Ave.

WCFL - CHICAGO

10000 Watt Transmitter

1000 Kilocycles

100% Reception

You Get
Your
Money's
Worth
at
**WCFL
CHICAGO**

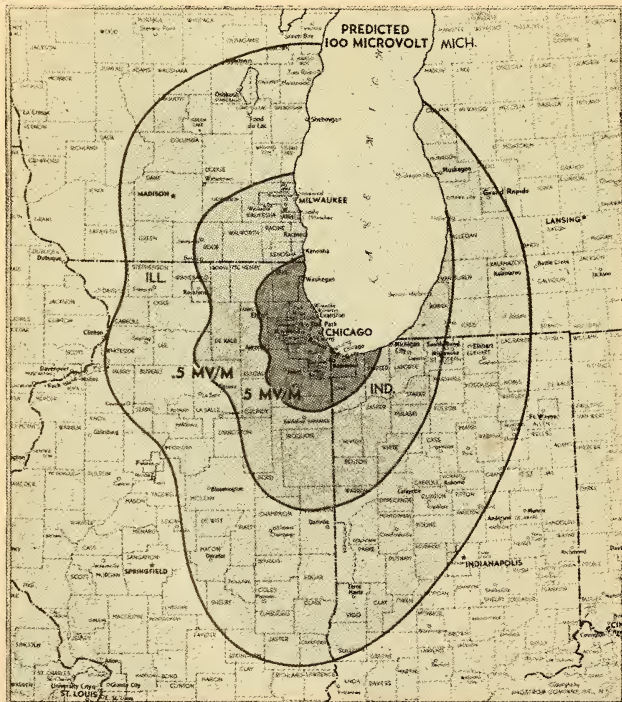
**THE
VOICE OF
LABOR**

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Interpretation
of the
News by . . .

Martin Agronsky
Baukhage
Walter Kiernan
Richard Harkness
Dr. Schacher

Currently
Featured:

Metropolitan Opera
Breakfast Club
Ladies Be Seated
Appointment with
Life
London Calling
Lies from Tokyo
Transatlantic Quiz
Land of the Lost
Atlantic Spotlight
Harry Wismer's
Sports Review
Coast to Coast on a
Bus
Soldiers with Wings
Boston Symphony
Orchestra



Programs expertly styled for listening pleasure and Sales Appeal

Newspaper Affiliation.....Drovers Journal Publishing Co., Inc.
 Time on the Air...6:30 a.m. to local sunset
 News Service.....UP, AP, Transradio
 Transcription Service.....Standard Radio
 Representative...George P. Hollingbery Co.

Personnel

PresidentWard A. Neff
 Station and Commercial
 ManagerBradley R. Eidmann
 Sales Promotion Manager...Nicholas Frank
 Production Manager.....Russell Ryan
 War Program Director.....Cynthia Coyle
 Chief Engineer.....Carl Uhrlich
 Musical Director.....Helen Colton
 Chief Announcer.....Russell Ryan
 Record MC.....Paul Dixon

W A I T

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station WAIT
 Address.....360 N. Michigan Avenue
 Phone NumberFranklin 0660
 Transmitter Location.....Church Road,
 Elmhurst, Ill
 Time on the Air.....Local sunrise to sunset;
 Dallas, Texas
 News ServiceUP
 Transcription ServiceAMP
 Representative.....Howard Wilson Co.

Personnel

Managing DirectorGene T. Dyer
 Station Manager.....Joseph Rudolph
 Commercial Manager.....Joseph J. Rudolph
 Program Director and Chief
 AnnouncerLinn Burton
 Sales Promotion Manager...George Provol
 War Program Director.....Joseph Rudolph
 Musical DirectorElizabeth Hinzman
 Chief EngineerE. W. Jacker
 Record MC.....Tom Moore

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
 Owned-Operated By...The Columbia Broad-
 casting System, Inc.
 Address410 North Michigan Ave.
 PhoneWhitehall 6000
 Transmitter LocationItaska, Ill.
 Time on the Air.....5:30 a.m. to 1:30 a.m.;
 Sundays, 7:00 a.m. to 1:30 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....Lang-Worth, World,
 Associated Recorded Program Service
 RepresentativeRadio Sales

Personnel

Vice-President in Charge of
 Western Division.....H. Leslie Atlas
 Station Manager.....J. L. Van Volkenburg
 Commercial Manager.....E. H. Shomo
 Sales Promotion Manager...Jonathan Snow
 Program DirectorWalter J. Preston
 Dir. of War Programs.....Walter J. Preston
 Production Manager.....Fred Kilian
 Dir. of Press Information.....Don Kelley
 Musical Director.....Caesar Petrillo
 Chief Announcer.....Val Sherman
 Chief EngineerJ. J. Beloungy

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...6:00 a.m. to 12:00 Midnight;
 Sundays, 8:00 a.m. to 12 Midnight.
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....The Katz Agency

Personnel

President.....John Fitzpatrick
 Commercial and Sales Manager...M. B. Wolens
 Program Director.....Howard Keegan
 Station Manager.....Howard Keegan
 Sales Promotion Manager...Melvin B. Wolens
 Director of War Programs...Howard Keegan
 Production Manager.....Howard Keegan
 Publicity Director.....Melvin B. Wolens
 Chief Announcer.....Roy Franklyn
 Musical Director.....Jack Kelly
 Chief Engineer.....Richard Pappin

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

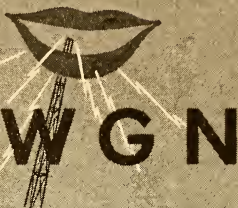
Owner.....Clinton R. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Emil Denmark, Inc.

THE VOICE OF THE PEOPLE



Through this medium of communication flows a constant stream of human action and emotion expressed in the shape of news—music—sports—drama—comedy—pathos—science—homemaking—mystery—and all things affecting and reflecting the lives of a host of faithful WGN listeners.

Since 1924 Radio and WGN have been synonymous in the Midwest.

WGN is truly the radio institution that evolved into the Voice of The People.

A Clear Channel Station

CHICAGO II
50,000 WATTS

ILLINOIS
720 KILOCYCLES



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.

Edward S. Townsend Co., Russ Building, San Francisco, Cal.

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
 General and Commercial
 Manager.....Frank J. Kotnour
 Program Director and Chief
 Announcer.....Bill Mack
 Director of War Programs.....Ruth Roberts
 Publicity Director.....Serena Notari
 Production and Musical Director....Bill Brady
 Chief Engineer.....Chester Lewicki

WENR

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: Monday thru Saturday, 6:30-
 7:00 p.m.; Monday thru Friday, 3:00 p.m.-
 6:00 p.m. and 800 p.m.-1:00 am.; Saturday,
 3:00 p.m.-6:00 p.m and 12:00 Midnight-100
 am.; Sunday, 12:00 Noon to 7:00 p.m. and
 8:00 p.m.-1:00 a.m.

News Service.....AP; INS; UP
 Transcription Service.....Standard Radio
 Representative.....Spot Sales

Personnel

President.....Mark Woods
 Advertising and Sales Promotion Manager,
 E. J. Huber
 Chief Announcer.....F. Edmund Kasser
 Publicity Director.....Ell Henry
 Production Manager.....Maurice Wetzel
 Sales Manager.....Roy McLaughlin
 Director of Public Service Programs,
 Robert White
 Chief Engineer.....E. C. Horstman
 Station Manager.....Roy McLaughlin
 Program Director.....Gene Rouse
 Artists Bureau.....L. E. Douglass
 Musical Director.....Rex Maupin

WGES

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned and Operated...Radio Station WGES
 Address.....14 N. Western Ave.
 Phone Number.....Seeley 8066
 Transmitter Location...8601 So. Kedzie Ave.
 Time on the Air..7:00 a.m. to 12:00 midnight
 News Service.....UP
 Transcription Service.....World

Personnel

President-Owner.....Partnership
 Station Manager.....John A. Dyer
 Commercial Manager.....E. M. Hinzman
 Sales Promotion Manager....E. M. Hinzman
 Program Director.....Herbert Rudolph
 Musical Director.....John Van Kanegon
 Dir. of War Program.....Herbert Rudolph
 Production Manager.....Herbert Rudolph
 Publicity Director.....M. V. Baker
 Chief Announcer.....Robert Zelens

WGN

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 1:05 a.m.; Satur-
 days, 5:30 a.m. to 1:35 a.m.; Sundays, 8 a.m.
 to 1:05 p.m.

Newspaper Affiliation...The Chicago Tribune
 News Service.....AP, UP, Chicago Tribune
 Transcription Service...World Broadcasting
 System; Associated Music Publishers and
 Standard Radio

Representative.....WGN, Inc. (N. Y.)

Personnel

President.....Col. Robert R. McCormick
 Station Manager.....Frank P. Schreiber
 Commercial Manager...William A. McGuineas
 Program Director....Buckingham W. Gunn
 Publicity Director.....Dale O'Brien
 Production Manager.....Lewis B. James
 News Editor.....Tom Foy
 Farm Director.....Holland Engle
 Musical Director.....Henry Weber
 Chief Engineer.....George Lang

WIND

CHICAGO—EST. 1927

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By...Johnson-Kennedy Radio
 Corp.

Business Address...230 North Michigan Ave.
 Phone Number.....State 4176
 Transmitter Location.....Black Oak, Ind.
 Time on the Air.....24 Hours a Day
 News Services.....AP, INS, UP
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

President-Owner.....Ralph L. Atlas
 Station Manager.....Ralph L. Atlas
 Sales Manager.....John T. Carey
 Sales Promotion Manager...John T. Carey
 Program Director.....Fred Willson



Waste paper collected when WLS played Ottawa, Illinois, provides relaxation for WLS comic Pat Buttram.



Our premiere of Paramount picture based on WLS National Barn Dance drew huge crowds.



Helen Joyce of WLS Feature Foods (center) in one of many WLS broadcasts from national political conventions.

Microphones at Work in Midwest America

"We'll be there" is the phrase heard over four states, as WLS microphones bring direct to WLS listeners the important, the human, the profitable and new. It *might be possible*, in this *entire* yearbook to picture every WLS special broadcast of 1944. On this one page, we can only suggest a *very few* highlights. Basically, it is the WLS policy to cover every

part of the vivid life in Midwest America; to bring our listeners *all the voices* that can inspire, entertain or help. This policy, in practice more than twenty years, has built an audience that LISTENS and ACTS! WLS microphones are at work in Midwest America. Put them to work for *YOU*. Find out why we say so often: WLS GETS RESULTS!



REPRESENTED BY
JOHN BLAIR & COMPANY

390 KILOCYCLES
50,000 WATTS
BLUE NETWORK

THE
PRAIRIE
FARMER
STATION
BURRIDGE D. BEYLER
President
GLENN SVEDER
Manager

CHICAGO 7

MANAGEMENT AFFILIATED WITH

The Arizona Network

KSUN

Bisbee - Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts

CBS

**550
KC
CBS**
Key
AL JOHNSON
MANAGER

PHOENIX

KTUC

TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

CBS

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

Publicity Director.....Joan Kauffman
 Chief Announcer.....Jim Dale
 Musical Director.....Reba Jane Chapman
 Chief Announcer.....Victor Voss

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.....Box 296 G, Des-
 plaines, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake
 City
 Transcription ServiceWorld
 Newspaper Affiliation.....Chicago Sun
 News Service.....AP, UP
 Representative.....Paul H. Raymer Co.

Personnel

President and Station Manager..Marshall Field
 Station Manager.....H. Leslie Ailass
 Sales Promotion Manager.....Bob Ward
 Commercial Manager.....Fred G. Harm
 Musical Director.....Ken Nelson
 Publicity Director.....Bob Ward
 Chief Engineer.....Walter Myers
 Program Director.....Randy Blake
 Dir. of War Programs.....Randy Blake
 Chief Announcer.....Don Doolittle

W L S

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By.....Agricultural Broadcast-
 ing Co.
 Address.....1230 W. Washington Blvd.
 Phone Number.....Monroe 9700
 Transmitter Location.....Tinley Park, Ill.
 Time on the Air: Sat., 5:00 a.m.-3:00 p.m.;
 and 6:00 p.m.-12:00 a.m.; Mon. thru Fri., 5:00
 a.m.-3:00 p.m. and 6:00 p.m.-8:00 p.m.;
 Sun., 8:00 a.m.-12:00 p.m. and 7:00 a.m.-
 8:00 p.m.

News Service.....AP, UP, Transradio
 Transcription Service.....Standard
 Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
 Station Manager.....Glenn Snyder
 Commercial Manager...Charles M. Freeman
 Artists' Bureau Head.....George Ferguson
 Farm Program Director.....Arthur C. Page
 News Editor.....Julian Bentley
 Production Manager.....Al Boyd
 Musical Director.....Ozzie Westley
 War Program Director...Harold A. Safford
 Chief Engineer.....Thomas L. Rowe
 Sales Promotion.....Don Finlayson

Program Director.....Harold A. Safford
 Publicity Director.....Wilma Gwilliam
 Continuity Director.....Harry Templeton

W M A Q

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.....5:30 a.m. to 1 a.m.; Sun-
 days, 8:00 a.m. to 1:00 a.m.
 News Service.....AP, INS, UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative.....National Broadcasting Co.

Personnel

President.....Niles Trammell
 V.P., WMAQ Mgr.....Harry C. Kopf
 Division Engineer.....Howard C. Lutgens
 Supervisor of Music Library...D. A. Marcotte
 Night Manager.....H. D. Livezey
 Special Events Director.....William B. Ray
 Station Relations Mgr.....A. W. Kaney
 Chief Announcer.....William Kephart

W J J D

Chicago's

Largest

Independent

Station

20,000 WATTS

CHICAGO

Publicity Director Jack Ryan
 Continuity Editor..... William Murphy
 Production Manager..... Arthur Jacobson
 Sales Manager..... Oliver Morton
 Business Manager..... John F. Whalley
 Program Manager..... Jules Herbuveaux
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson
 Musical Director..... Roy Shield
 Director of Public Service Programs,
 Judith Waller

W M B I

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Moody Bible
 Institute of Chicago
 Address.....153 Institute Place
 Phone Number.....Michigan 1570
 Transmitter Location.....Addison, Ill.
 Time on the Air: Limited time with WBT; 72
 to 99½ hours weekly
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

Station Manager.....H. Coleman Crowell
 Program Director.....Rev. Wendell P. Loveless
 Dir. of War Programs.....Robert H. Parsons
 Production Mgr.....Robert H. Parsons
 Publicity Director.....Russell Hitt
 Musical Director.....Don P. Hustad
 Chief Engineer.....A. P. Frye
 (The Moody Bible Institute of Chicago
 also operates station WDLM.)

W S B C

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WSBC
 Address.....2400 West Madison St.
 Phone Number.....Monroe 9060
 Transmitter Location.....2400 West Madison St.
 Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
 2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers

Personnel

Station Manager.....Robert O. Miller
 Commercial Manager.....Julius Miller
 Sales Promotion Manager.....Julius Miller
 Program Director.....Robert O. Miller
 Dir. of War Programs.....Robert O. Miller
 Musical Director.....Arnold B. Miller

W H F C

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WHFC, Inc.

Address.....6138 W. Cermak Road
 Phone Number.....Lawndale 8228, Cicero 4305
 Transmitter Location.....6138 W. Cermak Road
 Time on the Air.....7:00 a.m.-12 Midnight
 News Service.....UP

Personnel

General Manager.....R. W. Hofiman
 Manager.....M. E. Clifford
 Chief Announcer.....Wm. H. Scott
 Chief Engineer.....George M. Ives, Jr.

W D A N

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Northwestern Publish-
 ing Co.
 Operated By.....Danville Commercial News
 Address.....17-19 W. North St.
 Phone Number.....1000
 Transmitter Location.....E. Woodlawn and
 Washington Ave.
 Time on the Air.....7 a.m. to 10:15 p.m., Mon.
 to Sat.; Sun., 8 a.m.-10:15 p.m.

Newspaper Affiliation.....Danville Commer-
 cial News

News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son

Personnel

President and General Manager.....E. C. Hewes
 Commercial Manager.....Robert J. Burow
 Program Director.....Cody Noble Chapman
 Chief Announcer.....Francis Hourigan
 Chief Engineer.....Ted Magin
 Publicity Director.....Bette Austin
 Musical Director.....Bette Austin
 Chief Engineer.....Ted G. Magin
 Publicity Director.....Honore Ronan

W S O Y

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Commodore Broad-
 casting, Inc.
 Address.....351-357 No. Main St.
 Phone Number.....5371-2
 Transmitter Location.....1891 No. Oakland Ave.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7:30 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Decatur Herald,
 Decatur Review
 News Service.....AP
 Transcription Service: Standard Radio; World
 Broadcasting System
 Representative.....Weed & Co.

Personnel

Acting President and General
 Manager.....Edward Lindsay

Sales Manager.....Charles F. Bruce
 Program Director.....Easter Straker
 War Program Director and Chief
 Announcer.....E. B. Pennhallegon
 Acting Chief Engineer.....Paul Wnorowski

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 and Bridge 3424
 Transmitter Location.....Broadview Hotel, 5th
 and Broadway
 Time on the Air.....6:30 a.m. to 1:05 a.m.;
 Sundays, 7 a.m. to 1:05 a.m.
 News Service.....INS
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Manager...Carlin S. French
 Commercial Manager.....Frank J. Prendergast
 Sales Promotion Manager.....Thomas Riggs
 Program Director.....Agnes Mites
 Publicity Director.....Michael Henry
 Musical Director.....William Hart
 Chief Announcer.....Bob Terry
 Chief Engineer.....Erle White
 Record MC.....Bob Baker
 Dir. of War Programs.....Agnes Mites
 Production Manager.....Michael Henry

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.

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
 Program-Musical Director.....Mary Downen
 Production Manager-Publicity Director
 Bill Bailey
 Chief Engineer.....Joseph R. Tate
 Sales Promotion Mgr.....Bernie Smith
 Dir. of War Programs.....Inglis M. Taylor
 Chief Announcer.....Bill Bailey

W J P F

HERRIN—EST. 1940

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.....World

Personnel

President.....Orville W. Lyerla
 Station and Commercial Manager...Charles R.
 Cook
 Production Manager.....Betty Kinler
 Chief Announcer.....Ellis Joe
 Chief Engineer.....Marian F. Sawyer

W L D S

JACKSONVILLE—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1180 Kc.....Power: 250 Watts
 Owned-Operated By.....Stephenson, Edge &
 Korsmeyer
 Address.....Fox-Illinois Theater Bldg.
 Phone Number.....1180
 Transmitter Location.....1½ miles east of
 Jacksonville
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

General Manager.....E. J. Korsmeyer

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.,
 Joliet & 362 E. Court St., Kankakee
 Phone Number.....Joliet 4761
 Transmitter Location.....Joliet
 Time on the Air.....Unlimited
 Transcription Service.....Associated Music
 Publishers

Personnel

President.....Walter Ashe
 General Manager.....Robert L. Bowles
 Station Manager.....Robert M. Holt
 Commercial Manager.....Robert L. Bowles
 News Editor.....Ted Blair
 Chief Engineer.....Lester DeCosta

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Peoria Broadcasting
 Company
 Address.....200 Alliance Life Bldg.
 Phone Number.....7133
 Transmitter Location.....Highway No. 29,
 halfway between Peoria and Pekin
 Time on the Air: 5:30 a.m. to 1:00 a.m.; Sun-
 days, 8 a.m. to 1:00 a.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System
 Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
 Sales Manager.....Hugh K. Boice, Jr.
 Promotion Manager.....James Kyler
 Program Director.....Vernon Nolte
 Publicity Director.....James Kyler
 Chief Announcer.....Paul Ruhle
 War Program Director.....Fred Leo
 Artists Bureau.....Vernon Nolte
 Musical Director.....Harould Osborne
 Chief Engineer.....Ted Giles

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By...Lee Broadcasting, Inc.
 Address.....W.C.U. Bldg., 510 Main St.
 Phone Number.....6200
 Transmitter Location.....Quincy Gardens
 Time on the Air.....6 a.m. thru 12:05 a.m.
 News Service.....AP; UP
 Transcription Service...Lang-Worth, Standard
 Representative.....The Katz Agency

Personnel

President.....Lee Loomis
 Secretary-Treasurer.....Frank Eighmey
 Station Manager.....Walter J. Rothschild
 Asst. Manager.....Nancy Halsor
 Program Director.....C. Arthur Fifer
 Dir. of War Programs.....C. Arthur Fifer
 Production Manager.....Dick Falser
 Chief Announcer.....Dick Falser
 Musical Director.....Jean Fessler
 Chief Engineer.....J. E. Gray

W R O K

ROCKFORD—EST. 1923

BLUE NETWORK

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
 Owned-Operated By...Rockford Broadcasters,
 Inc.
 Address.....News Tower
 Phone Number.....Main 5632
 Transmitter Location.....Kilburn Ave. Rd.
 Time on the Air.....6 a.m. to midnight
 Newspaper Affiliation.....Rockford Morning
 Star, Rockford Register Republic
 News Service.....UP
 Transcription Service.....World
 Representative.....Headley-Reed Co.

Personnel

President-Owner.....Albert G. Simms
 General Manager.....Walter Koessler
 Comm. Manager.....John J. Dixon
 Program Director.....Morey Owens
 Promotion Director.....Wm. R. Traum
 Chief Engineer.....Maurice H. Nelson

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts

ROCKFORD

ILLINOIS

W
R
O
K

1000 Watts

Blue NETWORK

✓ Check with
HEADLEY-REED

THE *only* STATION THAT WILL
DO A JOB FOR YOU IN ROCKFORD

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
Transmitter Location....23rd Ave. and 52 St.,
Moline, Ill.
Time on the Air.....6 a.m. to 1:00 a.m.;
Sundays, 8 a.m. to 1:00 a.m.
Newspaper Affiliation..The Rock Island Argus
News Service.....AP, UP, Transradio
Transcription Service....Standard Radio,
Lang-Worth, NBC Thesaurus
Representative...Howard H. Wilson Company

Personnel

President.....John W. Potter
Station Manager.....L. C. Johnson
Sales Manager.....Maurice Corken
Publicity Director.....Francis J. Kennedy
Ass't Program Director.....Forest W. Cooke
Sales Promotion Manager.....Ted Arnold
Chief Engineer.....Robert J. Sinnett
Dir. of War Programs.....Forest W. Cooke
Musical Director.....John Gilbert

W C B S

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
Newspaper Affiliation...Illinois State Journal
News Service.....AP
Representative.....Sears & Ayer, Inc.

Personnel

President and Chief
Engineer.....Harold L. Dewing
Station and Commercial
Manager.....Carroll W. Neeld
Program Director.....John C. Geil
Sales Promotion-Publicity Director
Carroll W. Neeld
Musical Director.....John Geil
Chief Announcer.....Ken Spengler

W T A X

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

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: 6:00 a.m. to 12:05 a.m.; Sun-
days, 7:00 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Associated Music
Publishers
Representative.....Weed & Co.

Personnel

President and Manager.....Jay A. Johnson
Program Director.....Gladys McGrew
Chief Engineer.....Eli Swaringen
Sales Manager.....Jay A. Johnson
Dir. of War Programs.....Jay A. Johnson
Publicity Director.....Bonnie Baker
Chief Announcer.....Randall Furnace
Musical Director.....Betty Cole

W D Z

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....7:00 a.m. to Local Sunset
Transcription Service.....Lang-Worth
Representative.....Howard H. Wilson Co.

Personnel

General Manager.....Walter C. Schafer

W I L L

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.
Owned-Operated By.....University of Illinois
Business Address.....Urbana
Phone Number.....7-2400 and 7-2616
Studio Address.....1010 S. Wright St.
Transmitter Location....1 mile south on First
St. Road, Champaign, Ill.
Time on the Air.....7:00 a.m. to local sunset
News Service.....AP

Personnel

President.....A. C. Willard
Station Manager.....Joseph F. Wright
Program Director.....Frank E. Schooley
Publicity Director.....Art Wildhagen
Musical Director.....Lanson F. Demming
Chief Engineer.....A. James Ebel
Dir. of War Programs.....Frank E. Schooley
Chief Announcer.....Nelson F. Norman

Listeners Eat Our Words...

When you're cooking up Food advertising plans, remember... we always have Something Tasty to add to your sales recipes — thousands and thousands of richly seasoned regular Listeners who eat a good thing when they hear about it on*



WFBM

BASIC C.B.S. 5000 WATTS DAY and NIGHT
INDIANAPOLIS

Represented nationally by **THE KATZ AGENCY**

** or what have you?*

INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W H B U

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Anderson Broadcasting Corp.
Business Address: Citizens Bank Bldg.
Phone Number: 7791
Studio Address: 1110 Meridian St.
Transmitter Location: 1110 Meridian St.
Time on the Air: 6:30 a.m. to midnight; 7:00 a.m. to midnight Sun.
News Service: UP
Transcription Service: Standard Radio
Representative: Weed & Company

Personnel

President-General Manager, C. Bruce McConnell
Manager: John R. Atkinson
Chief Engineer: L. F. Podhaski

W T R C

ELKHART—EST. 1931

BLUE NETWORK

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: 6 a.m. to 12 midnight
Newspaper Affiliation: Elkhart Daily Truth
News Service: UP
Transcription Service: World; Standard Radio
Representative: Bum-Smith Company, Inc.

Personnel

President: C. D. Greenleaf
General Manager: R. R. Baker
Commercial Manager: Paul Upson
Program-Musical Director: Margaret Lantz
Chief Announcer: V. V. Swartz
Chief Engineer: Lester Zellmer

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: Full Time
News Service: UP
Transcription Service: World Broadcasting System and Standard
Representative: Weed & Co.

Personnel

President and General Manager: Clarence Leich
Commercial and Sales Promotion Manager: Guy Crecelius
Program and Production Director: Pat Roper
Publicity Director: Clarence Leich
Chief Engineer: Erwin Schoeny

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: Full Time
News Service: UP
Transcription Service: World Broadcasting System and Standard
Representative: Weed & Co.

Personnel

President-General Manager: Clarence Leich
Commercial and Sales Promotion Manager: Guy Crecelius
Program and Production Director: Pat Roper
Chief Engineer: Fay Gehres

W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
Owned By: Farnsworth Television and Radio Corp.
Business Address: 925 So. Harrison St.
Phone Number: Eastbrook 3366
Transmitter Location: 925 So. Harrison St.
Time on the Air: 6:30 a.m. to 12:30 a.m.—Sun., 8:00 a.m. to 12:30 a.m.
News Service: UP
Transcription Service: Standard Radio
Representative: NBC Spot Sales



A Clear Channel To A Bigger Market

The advertiser who wants the broadest coverage of the rich Central Indiana Market will unquestionably select radio station WIBC as his medium. The lower frequency of this station, 1070 Kilocycles, on a clear channel, and with 5000 Watts power, covers a wider radius than any other Indianapolis station. Write or wire for information about the intensive merchandising support this station offers to its advertisers.



OWNED AND
OPERATED BY
THE
INDIANAPOLIS
NEWS

Represented Nationally by John Blair & Company

W I B C

A Mutual STATION • Indianapolis, Indiana

Personnel

Gen'l Mgr. Frank V. Webb
 Station Manager Frank V. Webb
 Commercial Manager Wm. R. Aldrich
 Sales Promotion Mgr. Wm. R. Aldrich
 Program Director Wm. R. Aldrich
 Director of War Programs Paul Roberts
 Chief Engineer Howard Beck
 Asst. Program Director Rosemary Stanger

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 a.m. to 1 a.m.
 News Service UP
 Transcription Services World Broadcasting
 Representative National Broadcasting Co.

Personnel

Vice-President Walter Evans
 Station Manager Paul E. Mills
 Commercial Manager H. D. Longworth
 Program Director Carl Vandagriff
 Publicity Director Amy Scharf
 Chief Announcer J. Howard Ackley
 Musical Director Guy Fitzsimmons
 Chief Engineer Bruce Ratts
 Director of War Programs Tom Carnegie

W J O B

HAMMOND—EST. 1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Adair-Richardson-Adair
 Address 449 State St.
 Phone Number Hammond 9800
 Transmitter Location 449 State St.
 Time on the Air 7 a.m. to 4:00 a.m.
 News Service UP
 Representative Cox & Tanz

Personnel

Station Manager O. E. Richardson
 Commercial Manager Robert C. Adair
 Sales Promotion Manager R. W. Widdel
 Program Director L. B. Weller
 Chief Announcer and
 Publicity Dir. Ed Rees
 Musical Director J. Gibbs Spring
 Chief Engineer Stanley Strasburg
 Record MC Ted Lindgren

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.;
 Sundays, 7:00 a.m. to 12:05 a.m.
 News Service AP; INS
 Transcription Service Associated Music
 Publishers
 Representative The Katz Agency

Personnel

President H. M. Bitner, Sr.
 Station Manager Frank O. Sharp
 Commercial Manager William F. Kiley, Jr.
 Sales Promotion Mgr. Edward Schneider
 Chief Announcer Lyell Ludwig
 Program Director Mrs. Jean Bitner
 Publicity Director Norman Travis
 Musical Director Walter H. Reuleaux
 Chief Engineer Harold Holland
 Record MC Sam K. Sims

W I B C

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 d.; 1000 n.
 Owned By Indiana Broadcasting Corp.
 Operated By The Indianapolis News
 Address 350 N. Meridian St.
 Phone Number LI 2305
 Transmitter Location 59th & Hollingsworth Rd.
 Time on the Air 5 a.m. to 1:00 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth, Associated
 Representative John Blair & Co.

Personnel

President C. Walter McCarty
 Station Manager Alex Campbell, Jr.
 Program Director Stan Corley
 Musical Directors,
 Walter Jackson and Jean Williams
 Chief Engineer Harry Adams
 Chief Announcer Hal Shidler

W I R E

INDIANAPOLIS—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Indianapolis Broad-
 casting, Inc.
 Address Claypool Hotel
 Phone Number Riley 1541-2-3-4
 Transmitter Location 44th & Ralston Road
 Time on the Air Full Time

News Service..... AP; UP
 Transcription Service...World Broadcasting,
 Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President & Gen. Mgr.....Eugene C. Pulliam
 Commercial Manager.....Rex Schepp
 Program Director.....Bill Dean
 Musical Director.....Harry Bason
 Chief Engineer.....Eugene E. Alden

W I S H

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By....Capitol Broadcasting
 Corporation
 AddressBoard of Trade Building
 Phone Number.....Market 6345
 Transmitter Location...Post Road and Rawls
 Ave.
 Time on the Air.....6 a.m. to 12:30 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 RepresentativeFree & Peters, Inc.

Personnel

President-Gen. Manager...C. Bruce McConnell
 Commercial Manager....Robert E. Bauman
 Program Director.....Felix D. Adams
 Musical Director.....Margaret Pryce
 Chief Engineer.....Stokes Gresham, Jr.
 Sales Promotion Manager...Lyman G. Hunter

W K M O

KOKOMO—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByKokomo Broad-
 casting Co.
 Address400 North Main St.
 Phone Number5171-5172
 Transmitter Location.....Morgan & Ohio Sts.
 Time on the Air.....6:00 a.m. to 12:05 a.m.
 Transcription ServiceLang-Worth
 Representative.....Howard Wilson Company

Personnel

President.....Dr. R. Spencer Taylor
 General and Sales Mgr.....John Carl Jeffrey

WKMO

INDIANA'S
 PUBLIC SERVICE
 STATION PLUS
 Columbia
 Broadcasting
 System Programs

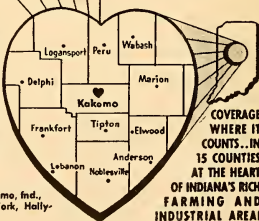
**Solidly Entrenched
 in The Hearts
 of the folks in
 The Heart of Indiana**

WKMO offers the advertiser one of the most powerful audience-loyalty-wise stations in radio. In the heart of Indiana—1400 kn's just another spot on the dial—it is the friendly voice of a loyal public servant, known—and loved—and listened to—by more than half a million Indiana folks. And there's a double plus—the plus of Columbia Broadcasting System attractions and the plus of great signal strength provides strong, clear reception throughout the WKMO area.

All of which adds up to SUPERIOR SALES POWER in this rich market.

Write or call

John Carl Jeffrey, Gen. Mgr., WKMO, Kokomo, Ind.,
 Howard H. Wilson Co., Chicago, New York, Holly-
 wood, San Francisco, Seattle.



**COVERAGE
 WHERE IT
 COUNTS...IN
 15 COUNTIES
 AT THE HEART
 OF INDIANA'S RICH
 FARMING AND
 INDUSTRIAL AREA**

Program Director.....Ward Charles Glenn
 Record MC.....Paul Price
 Chief EngineerGeorge Palmer
 Publicity Director.....J. C. Jeffrey

W A S K

LAFAYETTE—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WFAM, Inc.
 Business AddressLafayette
 Studio Address.....Wallace Bldg.
 Phone Number.....Lafayette 4300
 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 and Sales Manager...J. Gibbs Spring
 Program Director.....Bayne Spring
 Chief Announcer.....William Warren
 Chief EngineerHarry C. Garba

W L B C

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Address.....P. O. Box 271
 Phone Number.....4403
 Transmitter Location: Radio Center, U. S. High-
 way No. 35, So. of Muncie
 Time on the Air.....6:30 a.m. to 12:10 a.m.
 News ServiceAP
 Transcription Service.....Standard Radio
 RepresentativeWaler Company

Personnel

Owner-Station Manager....Donald A. Burton
 Commercial Manager.....Wm. F. Craig
 Production Manager.....Hugh Harling
 Musical Director.....June Johnson
 Chief Engineer.....Maurice Crain
 Director of War Programs.....Don Russell

W K B V

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts

AMERICA'S MIDDLETOWN
THE TEST MARKET

103,000 Radio Homes

COLUMBIA NETWORK

W L B C

MUNCIE, IND.

Represented By THE WALKER CO.
 Chicago — New York

Owned-Operated By.
 Central Broadcasting Corp.
 Address.....25 S. 9th St.
 Phone Number.....1156
 Transmitter Location.....Richmond
 Time on the Air.....Unlimited License
 Transcription Service: Lang-Worth; Keystone

Personnel

President.....J. Robert Quigg
 General Manager.....G. F. Albright
 Comm. Mgr.....R. L. Nusbaum

W H O T

SOUTH BEND—EST. 1944

BLUE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By: South Bend Broadcasting Corp.

Business Address.....St. Joseph & Monroe Sts.
 Phone Number.....3-4155
 Studio Address and Transmitter Location: St. Joseph and Monroe Sts.

Time on Air: 6:30 a.m. to 12 midnight—Sun., 7:30 a.m. to 12 midnight

News Service.....AP
 Transcription Service: NBC Thesaurus and Standard

Representative.....Weed and Company

Personnel

President.....C. Bruce McConnell
 Station and Sales Manager.....Harry Burdick
 Promotion Manager.....Don Harding
 Chief Engineer.....Jack Willson

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: 6:15 a.m. to midnight; Sundays, 8 a.m. to 11:15 p.m.

Newspaper Affiliation.....South Bend Tribune
 News Service.....UP
 Transcription Service: Lang-Worth; Associated
 Representative.....Paul H. Raymer Co.

Personnel

President.....F. A. Miller
 Station Manager.....Franklin D. Schurz
 Commercial Manager.....R. H. Swintz
 Program Director-Chief

Announcer.....Marc Boyden
 Musical Director.....Harlan Hogan
 Chief Engineer.....H. G. Cole

W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Banks of the Wabash, Inc.
 Operated By.....Banks of the Wabash, Inc.
 Address.....303 South Sixth Street
 Phone Number.....Crawford 3394-3395
 Transmitter.....First St. and Peyton Ave.
 Time on the Air: 17¼ hrs. daily—16½ hrs. Sunday

Newspaper Affiliation.....Saturday Spectator
 News Service.....UP-AP
 Transcription Service.....Standard Radio
 Representative.....Weed & Company

Personnel

President.....Alvin Eades
 General Manager.....George M. Jackson
 Sales Promotion.....Jill Girrard
 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
 Time on the Air: 6:00 a.m.-11:00 p.m. daily; 8:00 a.m.-11:00 p.m. Sundays

Newspaper Affiliation.....Vincennes Sun-Commercial
 News Service.....UP
 Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 Station Promotion Manager.....Victor H. Lund
 Commercial Manager.....Richard B. Harris
 Chief Engineer.....Eugene E. Alden

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Purdue University
 Address.....Hall of Music, West Lafayette
 Phone Number.....92-2128
 Transmitter Location.....6 miles south of Lafayette

Time on the Air.....9:30 a.m. to 7:00 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

Business Manager.....John W. Ditamore
 Chief Engineer.....Paul Franklin

IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W O I

AMES—EST. 1921 (9YI)

Frequency: 640 Kc...Power: 5000 Watts Day
Owned By.....Iowa State College
Operated By.....Agricultural Extension
and Engineering Extension

AddressService Building
Phone Number2500; Extension 281
Transmitter LocationService Building
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription ServiceWorld

Personnel

President (of Iowa State College):

Charles E. Friley

Station Director.....W. I. Griffiths
Program Director and

Production Manager.....Richard B. Hull
Publicity Director.....Edward Wegener
Chief Announcer.....Ione McNay

News Editor.....Richard Vogl
Musical Director.....Robert Mulhall

Market Editor.....Edward Wegener
Chief Engineer.....R. C. Bentley

Farm Editor.....L. L. Lewis
Woman's Editor.....Dale Williams

Record MC.....Mrs. Eleanor Wilkins
Verne Carlsen
(Non-Commercial Station)

K F G Q

BOONE—EST. 1927

Frequency: 1260 Kc.Power: 250 Watts
Owned-Operated By..Boone Biblical College
Business Address...924 West Second Street
Phone Number1119-W
Transmitter Location.....924 West Second St.
Time on the Air.....Daytime License

Personnel

Manager.....Lois Crawford
Chief Announcer.....Anne Reiffenstein

Musical Director.....Lydia Smabils
Chief Engineer.....L. L. Lewis

(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 a.m.-11 p.m.
News Service.....UP
Transcription ServiceWorld
Representative.....William G. Rambeau Co.

Personnel

President-General Manager..G. B. McDermott
Commercial Manager.....G. B. McDermott
Sales Promotion Mgr.....Mary Mangold
Program Publicity Director....Mary Mangold
Production Manager.....Walter Stone
War Program Director.....Mary Mangold
Chief Announcer.....Dick Mosena
Chief Engineer.....John Gallino
Record MC.....Ray Bennett

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS & MBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By: American Broadcasting
Stations, Inc.

Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo

Phone Numbers: 6127 (Cedar Rapids); 3618
(Waterloo)

Transmitter Location.....Marion, Iowa
Time on the Air: 5:30 a.m. to 12 midnight;

Sundays, 7 a.m. to 12 midnight
News Services.....AP; UP

Transcription Service..Lang-Worth & Standard
RepresentativeThe Katz Agency

Personnel

President.....Mrs. Helen S. Mark
Exec. V.-P. and

General Manager.....William B. Dolph
Station Manager..W. B. Quarton (Cedar Rapids)

V. A. L. Linder (Waterloo)
Commercial Manager.....Donald D. Sullivan

Merchandising Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager-Chief

Announcer.....Robert C. Leefers
Musical Director.....Maureen Canavan

Chief Engineer.....George P. Hixenbaugh

K R O S

CLINTON—EST. 1941

MUTUAL—NORTH CENTRAL & TALL CORN
Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By....Clinton Broadcasting
Corp.

Business Address.....Jacobsen Bldg.

Phone Number 448
 Studio Address..... Jacobsen Bldg.
 Transmitter Location..... Jacobsen Bldg.
 Time on the Air..... Unlimited License
 News Service..... UP
 Transcription Service..... Standard Radio
 Representative Walker Co.

Personnel

Owner..... W. S. Jacobsen
 General and Commercial Mgr. Morgan Sexton
 Program Director..... Lucille DeLeers
 War Program Director..... Lucille DeLeers
 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..... 1002 Brady Street
 Phone Number 3-3661
 Transmitter Location..... R.R. No. 1
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)
 News Service UP
 Transcription Service..... World
 Representative..... Free & Peters, Inc.

Personnel

President Col. B. J. Palmer
 General Manager..... J. Buryl Lottridge
 Commercial Manager..... L. O. Fitzgibbons
 Sales Promotion and
 Publicity Manager Jane Boom
 Program Director..... Marshall Dane
 Musical Director..... George Sontag
 Chief Announcer Clark Hayden
 Chief Engineer..... Paul Arvidson

K W L C

DECORAH—EST. 1926

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Luther College
 Business Address... 600 Leiv Eiriksson Drive
 Phone Number..... 690
 Studio Address..... C. K. Preus Gymnasium
 Transmitter Location... C. K. Preus Gymnasium
 Time on the Air... Operating four hours daily
 for the duration

Personnel

President (of Luther College)... Dr. O. J. H. Preus
 Station Manager and
 Program Director..... Kenneth L. Berger
 Publicity Director..... Ruth Kalnes
 Musical Director..... Helen Trilhus
 Chief Announcer Olive Sharpee

Chief Engineer and
 Production Manager..... O. M. Eltrim
 Director of
 War Programs..... Mary Margaret Roberts
 (Non-Commercial Station)

K R N T

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc..... Power: 5000 Watts
 Owned-Operated By: Cowles Broadcasting
 Company
 Address..... 715 Locust St.
 Phone Number..... 3-2111
 Transmitter Location... S. E. 22nd & Park
 Ave.
 Time on the Air: 6:00 a.m. to 12 midnight
 Newspaper Affiliation... Des Moines Register
 and Tribune
 News Service AP; UP
 Transcription Service..... Standard Radio,
 Lang-Worth
 Representative The Katz Agency

Personnel

President Gardner Cowles, Jr.
 Station Manager..... Phil Hoffman
 Commercial Manager..... Bob Dillon
 Program Director..... Charles Miller
 Director of War Programs..... Wayne Crew
 Sales Promotion Manager..... Orville Lawson
 Publicity Director..... Mary Little
 Chief Engineer..... Charles Quentin

K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—

Frequency: 1460 Kc..... Power: 5000 Watts
 Owned-Operated By..... Kingsley H. Murphy
 Address..... 800 Old Colony Bldg.
 Phone Number 3-0571
 Transmitter Location... S.E. 22nd & Park
 Avenue
 Time on the Air..... Full Time
 Newspaper Affiliation... Des Moines Register
 and Tribune
 News Service..... AP; UP
 Transcription Service..... Standard Radio;
 Lang-Worth
 Representative Headley-Reed Co.

Personnel

Gen. Mgr..... George J. Higgins
 Program Director..... Ed Linehan
 Director of War Programs... W. Lyle Flanagan
 Sales Promotion Manager..... Ken M. Lufkin
 Publicity Director..... Mary Little
 Production Manager and
 Musical Director Eddie Truman
 Chief Engineer..... F. E. Bartlett
 Record MC Dan Lawrence

W H O

DES MOINES—EST. 1924
NBC & CORNBELT WIRELESS

Frequency: 1040 Kc.....Power: 50000 Watts
Owned-Operated By..Central Broadcasting Co.
Business Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location.....Mitchellville, Iowa
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Services.....INS; UP
Transcription Services.....NBC Thesaurus;
Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....B. J. Palmer
V.P & Station Manager.....J. O. Maland
Sales Manager.....E. H. Bondurant
Merchandising Director.....Harold Fulton
Publicity Director.....Woody Woods
Production Mgr.....Jack Kerrigan
Program Director.....Harold Fair
Public Relations Director.....Ralph Evans
Musical Director.....Don Hovey
Technical Director.....Paul A. Loyel

K D T H

DUBUQUE—EST. 1941
MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 Watts
Owned By.....Telegraph-Herald
Operated By.....K. S. Gordon
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.....Arnie Stierman
Chief Engineer.....Charles Cain

W K B B

DUBUQUE—EST. 1933
BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Broadcast-
ing Co.
Address.....Hotel Julien
Phone Number.....572
Transmitter Location...R. R. No.2, Dubuque,
Iowa

Time on the Air.....6:30 a.m. to 12 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service.....UP
Transcription Service.....Associated Music
Publishers
Representative.....Burn-Smith Co., Inc.

Personnel

Vice President and Station
Manager.....James D. Carpenter
Local Sales Manager...Harry Hatzenbuehler
Program Director and Production
Manager.....Jeanne Wiedner
Chief Announcer and Director of War
Programs.....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
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 and Commercial
Manager.....Edward Breen
Sales Promotion Mgr...Mrs. Marjorie Rudolph
Program Director.....Drexel Peterson
Production Manager.....Frank Strode
Chief Announcer.....Robert Elston
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.....Iowa City
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 G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Radio, Inc.
 Address.....12 2nd St., N.E.
 Phone Number.....2800
 Transmitter Location.....Highway 18, west
 of Mason City
 Time on the Air.....6 a.m. to 12 p.m.
 News Service.....AP; UP
 Transcription Service.....Standard
 Lang-Worth
 Representative.....Weed & Co.

Personnel

Station Manager.....F. C. Eighmey
 Commercial Manager.....Herbert Ohrt
 Sales Promotion.....Nancy M. Halsor
 Program Director.....Merritt Milligan
 Publicity Director.....Charles Hilton
 Chief Engineer.....Roger Sawyer

K F J B

MARSHALLTOWN—EST. 1923

MUTUAL—TALL CORN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Marshall Electric
 Company
 Address.....1603 West Main Street
 Phone Number.....3361
 Transmitter Location: 2 miles northwest of
 Marshalltown
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....Langworth

Personnel

President and Station Manager...Earl Peak
 Program Director.....O. L. Russell
 Musical Director.....Thelma LaValley
 Chief Engineer.....Eugene Peak

K B I Z

OTTUMWA—EST. 1941

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIZ, Inc.
 Address.....117 E. Main St.
 Phone Number.....5600
 Transmitter Location.....Community Gardens
 Time on the Air.....6:00 a.m. to midnight
 News Service.....UP
 Transcription Service.....World

Personnel

President-Owner.....James J. Conroy
 Production Manager.....R. L. Dawson
 Sales Manager.....Eleanor M. Haling
 Program Director.....Isabel Meier
 Publicity Director.....Eleanor M. Haling
 Chief Engineer.....Alvin Johnson

K F N F

SHENANDOAH—EST 1924

Frequency: 920 Kc....Power: 1000 d., 500 n.
 Owned-Operated By.....KFNF, Inc.
 Address.....405 Sycamore St.
 Phone Number.....1
 Transmitter Location.....Shenandoah
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.
 to 12 mid., weekdays; 8 a.m.-3:30 p.m. & 6
 p.m.-12 mid., Sundays
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....Henry Field
 Station-Commercial Manager.....T. F. Stubbs
 Musical Director.....Perry Douthitt
 Chief Announcer.....Gleason Kistler
 War Program Director.....Shirley Barkman
 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.....N. Elm St.
 Phone Number.....192
 Transmitter Location.....Route 48
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. C. Rapp
 Sales Promotion.....Owen Sadler
 Program Director.....Terry Moss
 Production Manager.....Hugh Aspinwall
 Publicity Director.....Harriet Lingo
 Musical Director.....Mabel McFarland
 War Program Director.....Owen Saddler
 Chief Engineer.....Ray Schroeder

K S C J

SIoux CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location.....Leeds, Iowa
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Newspaper Affiliation.....Journal-Tribune
 Transcription Service.....C. P. MacGregor
 Representative.....Geo. P. Hollingsbery Co.

Personnel

President.....William R. Perkins
 Station Manager.....Eugene T. Flaherty
 Sales Manager.....Eugene T. Flaherty

Program Director Eugene T. Flaherty
 Director of Education... Elizabeth Sammons
 Musical Director..... Miriam Corkhill
 Chief Engineer..... Alvin H. Smith

Transmitter Location Commerce Building
 Time on the Air..... Unlimited License
 Newspaper Affiliation..... Sioux City Tribune
 News Service..... UP
 Transcription Service... Associated Music Publishers
 Representative..... Burn-Smith Co.

KTRI

SIOUX CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM
 TALL CORN NETWORK

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

Personnel

President..... Eugene Kelly
 General Manager..... Dietrich Dirks
 Commercial Manager..... Ray Jensen
 Program Director-Chief Announcer.. Al Triggs
 Production Manager..... Andrew Bogue
 Publicity Director..... Mary Lou Sheer
 Musical Director..... Bernie Mahr
 Chief Engineer..... Bob Beck

FOR QUALITY

AP!

The Northwood Anchor
 Macon Republican and Standard
 Ottumwa Daily Courier
 The Macon Republican
 The Iowa Journal
 The Cedar Rapids Daily
 The Howard County Times
 Hardin County Index
 THE GARNER LEADER
 The Fayette County Union
 CEDAR VALLEY DAILY TIMES
 The Cedar Rapids Daily
 The Northwood Anchor
 Wright County Monitor
 The Toledo News-Journal
 NEVADA EVENING JOURNAL
 THE HUMBOLDT REPUBLICAN
 The Daily Freeman-Journal
 The Grundy Register
 The Clayton County Register
 The Bulletin-Journal
 Kossuth County Advance
 THE KEOKUK COUNTY NEWS
 THE JOURNAL
 THE NEWTON DAILY NEWS
 The Macon Daily Press
 The Pioneer-Republican
 HAMPTON CHRONICLE
 The New Hampton Tribune
 THE BOONE NEWS-REPUBLICAN
 THE GLOBE-DEMOCRAT
 The Globe-Gazette

Promotion

Acceptance

Goin' Places

KXEL

BASIC BLUE

JOSH HIGGINS BROADCASTING CO.
 STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA

50,000 WATTS
 CLEAR CHANNEL

• • REPRESENTED BY JOHN BLAIR AND COMPANY • •

KICD

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORKFrequency: 1240 Kc. Power: 250 Watts
Owned By Iowa Great Lakes
Broadcasting Co.Operated By G. H. Sondergaard
Address P. O. Box 631, Spencer
Phone Number 45
Transmitter Location North of Spencer
on Highways 18 and 71Time on the Air 6 a.m. to 12 p.m.
News Service AP
Transcription Service Lang-Worth
National Representative Hal Holman**Personnel**President L. W. Andrews
Station and Commercial
Manager G. H. Sondergaard
Program Director Mardelle Ludwig
Production and Publicity
Director Jerry Ashe
Chief Engineer Hewitt Grotewohl**KXEL**

WATERLOO—EST. 1942

BLUE NETWORK

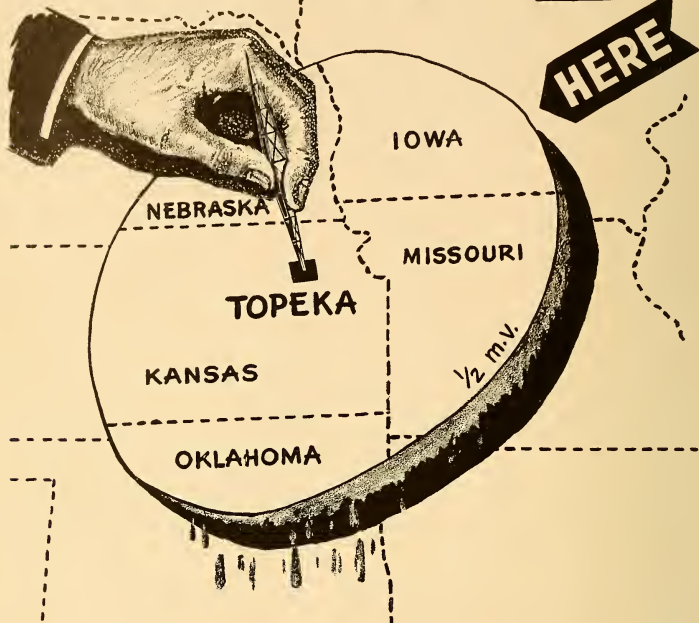
Frequency: 1540 Kc. Power: 50000 Watts
Owned-Operated By Josh Higgins
Broadcasting Co.Address Insurance Bldg.
Phone Number 3371
Transmitter Location Dysart
Time on the Air 5:30 a.m. to 12:30 a.m.
News Service AP
Transcription Service Standard
National Representative John Blair & Co.**Personnel**President-General Manager Joe Du Mond
Commercial Manager A. J. Du Mond
Sales Promotion and Publicity
Director E. M. Gahre
Program Director E. M. Owen
Production Manager Don Ames
Farm Editor Hugh Muncy
News Editor George Cremeens
Continuity Isabelle Loar
Musical Director George Timm
Artists Bureau King Beal
Chief Engineer Don Kassner
Record MC Wayne Dennis

HELP

THE

RED CROSS

GIVE YOUR SALES A LIFT



For almost 20 years, WIBW has been lifting sales for its advertisers—and *keeping* them lifted. We can do the same for you! Here's why.

WIBW is the "easiest heard" and "most listened to" station in this area. (Personal surveys by Dr. F. L. Whan as reported in "Kansas Radio Audience, 1944").

We have the confidence and good-will of more than five million farm and small town listeners. We have it because our programs and entertainment are deliberately keyed to their *known* preferences . . . our services to the promotion of their interests and welfare.

That's why WIBW advertisers get immediate, wholehearted buying response. It's why we're absolutely certain that we can do the same for you and your product. Let us prove it!

WIBW

IN
TOPEKA

"The Voice of Kansas"

COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

CHICAGO

KANSAS CITY

SAN FRANCISCO

KANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K V A K

ATCHISON—EST. 1939

MUTUAL

Frequency: 1450 Kc. Power 250 Watts
Owned By.....S. H. Patterson
Operated By.....S. H. Patterson
Address.....622 Commercial Street
Phone Number.....1420
Transmitter Location.....Winthrop, Mo.
Time on the Air.....6:00 a.m. to 12 Midnight
News Service.....AP
Transcription Service.....Keystone
Broadcasting System
Representative.....Thomas Clarke

Personnel

President-Owner.....S. H. Patterson
Station Manager.....Jerry Akers
Commercial Manager.....David G. Roberts
Program Director.....Joseph Peck
Chief Engineer.....Charles Rayburn

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
Time on Air.....Sundays, 7 a.m.-11 p.m.;
Weekdays, 6 a.m. to 11 p.m.
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Weed & 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 Rd.

Time on the Air.....Unlimited
Newspaper Affiliation.....Dodge City Daily Globe
News Service.....AP
Transcription Service.....World
Representative.....Arthur H. Haag and
Associates

Personnel

President.....J. C. Denlous
Manager.....N. C. Peterson
Sales Manager.....Dorothy Stavig
Program Director.....Herschell Holland
Chief Engineer.....Ralph Hickman

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Emporia Broad-
casting Co.
Address.....613 Merchant St.
Phone Number.....153, 154
Transmitter Location.....South Emporia
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-
days, 7:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Services.....World

Personnel

President.....Selleck B. Warren
Station Manager.....J. Nelson Rupard
Program Director.....Miriam Porter
Production Manager.....Duane Tucker
Musical Director.....Rosalee Askew
Chief Engineer.....Harold C. Davis

K I U L

GARDEN CITY—EST. 1935

MUTUAL

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By.....F. D. Conard
Business Address.....509 N. Main
Phone Number.....666
Studio Address.....509 N. Main
Transmitter Location.....Northwest of
Garden City
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....C. P. McGregor,
Keystone Broadcasting System
Representatives.....Cox & Tanz

Personnel

President.....F. D. Conard
Station and Commercial Manager.....Al Pyatt
Program.....Frances Ewing
Chief Engineer.....Robert W. Snyder



GREATER KANSAS CITY MARKET DATA

METROPOLITAN COUNTIES (and Important Cities)	Est. City Population 12-1-43	EFFECTIVE Buying Income	TOTAL RETAIL SALES	HOUSES WITH RADIOS
Jackson (Mo.) . . .	494,200	\$827,743,000	\$371,050,000	133,067
Kansas City . . .	431,700	700,302,000	352,224,000	112,945
Wyandotte (Ks.) . . .	147,100	201,627,000	73,708,000	36,676
Kansas City . . .	135,000	180,114,000	68,066,000	31,163
Johnson (Ks.) . . .	40,900	25,964,000	12,358,000	8,552

NO GREATER CONCENTRATION OF
Buying Power
UNTIL YOU REACH THE PACIFIC COAST

MARKET DATA SOURCES

Homes with Radios—Bureau of Census.
All other data—Sales Management's
"SURVEY OF BUYING POWER," May 10, 1944.
(Reprinted with Permission)



24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night—all night.



"THIS IS MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.



Except for Los Angeles, San Francisco and Seattle, there's no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.

And directly upon this nine hundred million dollar market KCKN concentrates ALL of its effort—no attempt whatever being made to program for the thinly-spread farm and small town audience surrounding Greater Kansas City. KCKN is strictly a metropolitan station for metropolitan listeners.

KCKN offers you the all-important MASS MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of out-state coverage.

Contact your nearest **Capper** office for availabilities.

Music by Day - Mutual at Night



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... **WIBW, TOPEKA**
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MONAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 41: 1207 RUSS BUILDING DOUGLAS 3220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

K V G B

GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: KVGB, Inc.
 Address: Cork Bldg.
 Phone Number: 1080, 1081
 Transmitter Location: South Great Bend
 Time on the Air: 6:30 a.m. to 10 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: John E. Pearson

Personnel

President: R. C. Russell
 Vice-President and General Manager: Clem Morgan
 Sales Promotion: Herbert W. Clarr
 Program Director: Ray Beals
 Chief Engineer: Leo Legleiter

K W B W

HUTCHINSON—EST. 1935
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Wm. Wyse & Stanley Marsh
 Operated By: The Nation's Center Broadcasting Co.
 Address: 101 East Avenue A
 Phone Number: 5202
 Transmitter Location: Hutchinson
 Time on the Air: Unlimited Time
 News Service: UP
 Transcription Service: Lang-Worth

Personnel

President and General Manager: William Wyse
 Commercial Manager: Vernon Minor
 Chief Engineer: Millard Clary

K C K N

KANSAS CITY—EST. 1925 (as WLBF)
1936 (as KCKN)
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: The KCKN Broadcasting Company
 Address: 901 North 8th St.
 Phone Number: Drexel 4300
 Transmitter Location: 901 North 8th St.
 Time on the Air: Full Time
 Newspaper Affiliation: The Kansas City Kansas
 News Service: UP
 Transcription Service: Standard Radio, Lang-Worth
 Representative: Capper Publications

Personnel

General Manager: Ben Ludy
 Manager: Ellis Atteberry
 Sales Promotion Manager: Joe Story
 Program Director: Milan Mahale
 Publicity Director: Almeda Boeth
 Production Manager: George Stump
 Director of Continuity: Peggy Osborne
 War Program Director: Ellis Atteberry
 Musical Director: Milan Mahale
 Chief Engineer: Max Williams

K F K U

LAWRENCE—EST. 1924

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: University of Kansas
 Address: Lawrence
 Phone Number: K. V. Exchange
 Transmitter Location: Tonganoxie, Kans.
 Time on the Air: Shares time with WREN
 News Service: INS

Personnel

Station Manager: Harold G. Ingham
 Chief Engineer: R. P. Stringham
 (Non-Commercial Station)

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: Between Lawrence, Kans., & Kansas City, Mo.
 Time on the Air: 121 hours per week
 News Service: UP
 Transcription Service: NBC Thesaurus
 Representative: Geo. P. Hollingbery Co.

Personnel

President: R. C. Jackman
 General Manager: Verl Bratton
 Chief Engineer: Carl Bliesner

K S A C

MANHATTAN—EST. 1924

Frequency: 580 Kc. Power: 1000 d., 500 n.
 Owned-Operated By: Kansas State College
 Address: College Campus
 Transmitter Location: College Campus
 Time on the Air: Shares time

Personnel

President: Milton E. Eisenhower
 Station Manager: H. Umberger
 Chief Engineer: R. C. Dennison
 (Non-Commercial Station)

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 1000 Watts, Day
Owned-Operated By.....The Pittsburg
Broadcasting Company, Inc.
Address.....Commerce Building
Phone Number.....2165
Transmitter Location.....Pittsburg, Kans.
Time on the Air.....Daytime License
News Service.....INS
Transcription Service.....World Broadcasting
Representative.....John E. Pearson Co.

Personnel

President.....E. Victor Baxter
Station Manager.....R. E. Wade
Chief Engineer.....Leo Stafford

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
Time on the Air: 5 a.m. to 12:05 a.m. (with
3½ hrs. allowed to KSAC) and Sundays,
6:00 a.m. to 12:05 a.m.
Newspaper Affiliation.....Capper Publications,
Inc.
News Service.....UP, AP
Transcription Service.....Standard Radio
Representative.....Capper Publications, Inc.
& Walter Biddick Co. (West Coast)

Personnel

President.....H. S. Blake
General Manager.....Ben Ludy
Publicity Director.....Charles Hill
Music Director.....Maudie Shreffler
War Program Director.....Kathryn Young
Chief Engineer.....Karlton G. Marquardt

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
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
Representative.....John E. Pearson Co.

Personnel

President.....R. J. Laubengayer
Station and Commercial
Manager.....Ray Y. Jensen
Program Director.....Roland Preusch
Chief Engineer.....N. E. Vance, Jr.

K A N S

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....The KANS Broad-
casting 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;
Representative.....Headley-Reed Co.
Standard Radio

Personnel

President.....Herb Hollister
General Manager.....Jack Todd
Program Director.....Vic Rugh
Supervising Engineer.....Charles Lucy

K F B I

WICHITA—EST. 1923

**BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK**

Frequency: 1070 Kc. Power: 5000 d., 1000 n.
Owned-Operated By.....Farmers and Bankers
Broadcasting Corporation
Address.....2000 E. First St.
Phone Number.....2-1447
Transmitter Location.....42nd and Broadway
Time on the Air.....19 hours daily
News Service.....INS & UP
Transcription Service.....World
Representative.....George P. Hollingberry Co.

Personnel

President.....H. K. Lindsley
Station Manager.....Robert K. Lindsley
Sales Promotion Manager.....Ralph Varnum
Chief Engineer.....K. W. Pyle
Program Director.....L. L. F. Weatherway
Musical Director.....F. E. Markwell

K F H

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Radio Station
 KFH Company, Inc.

Address.....York Rite Building
 Phone Number.....2-4491
 Transmitter Location.....RFD No. 3, Wichita,
 Kansas

Time on the Air.....6:00 a.m. to 12 midnight
 Newspaper Affiliation.....Wichita Eagle
 News Service.....AP, UP

Transcription ServiceLang-Worth
 Representative.....Edward Petry & Company

Personnel

PresidentJohn Rigby
 Vice-President-General Mgr... M. M. Murdock
 Business Manager.....P. S. Clark
 National Sales & Promotion Manager,
 Clark A. Luther
 Chief AnnouncerDave Wilson
 Program Director.....Vernon E. Reed
 Production Manager.....John Speer
 Musical Director.....Wayne Euchner
 Chief Engineer.....Amos C. Dadisman

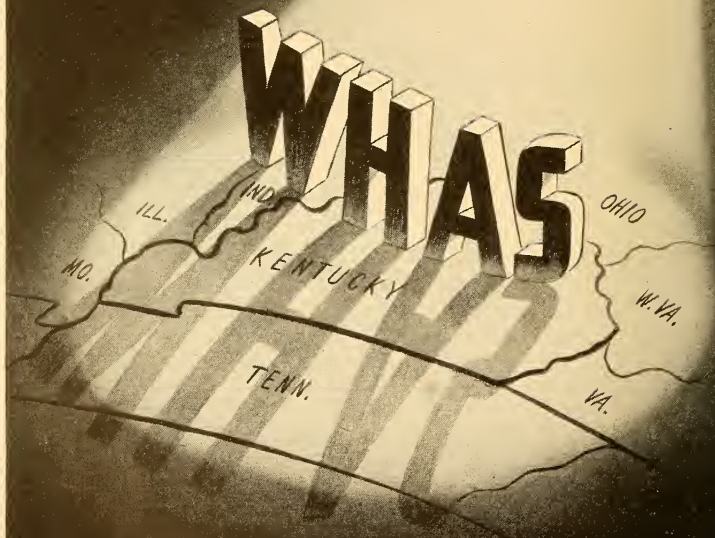
FOR QUALITY
 AP!

COVERING A VITAL MARKET
DAY and NIGHT

Round the clock . . . round the calendar
. . . a continuous broadcast backed by the
power of 50,000 watts over a clear channel
basic CBS network!

Radio Station WHAS
Louisville, Kentucky

50,000
WATTS



KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

W C M I

ASHLAND—EST. 1935

MUTUAL

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Ashland Broadcasting
Company
Address. 20th & Front Streets
Phone Number. 3010 (Ashland), 28358
(Huntington).
Studio Address. 20th & Front Streets, Ashland,
Ky.; Radio Center, Huntington, West Va.
Transmitter Location. 48th and Ohio River,
Ashland, Ky.
Time on the Air. 6:30 a.m. to 12 midnight
Weekdays; 8 a.m.-12 Midnight, Sundays.
News Service. UP
Transcription Service. NBC Thesaurus
Representative. John E. Pearson Co.

Personnel

President. Gilmore Nunn
Vice-President. J. Lindsay Nunn
General Manager. L. D. Newman
Chief Engineer. Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Bowling Green Broad-
casting Co., Inc.
Address. Fairview & Lehman Aves.
Phone Number. 1340-1
Transmitter Location. Fairview & Lehman Aves.
Time on the Air. 6 a.m. to 11 p.m.; Sundays,
8 a.m. to 11 p.m.
News Service. UP
Transcription Service. Standard Radio
Representative. Burn-Smith Co.

Personnel

President & Station Manager. Ken D. Given
Sales Promotion Manager. Ken D. Given
Program Director. Helen Given
Chief Engineer. James Hight

W H L N

HARLAN—EST. 1941

MUTUAL AND KEYSTONE BROADCASTING
SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Blanford Radio

Company, Incorporated

Address. South Main St.
Phone Number. 625
Time on the Air. 6:30 a.m.-10:30 p.m.
News Service. UP
Transcription Service. Lang-Worth
World Broadcasting System, Keystone
Representative. Burn-Smith Co.

Personnel

Owner-Station Manager. R. B. Helms
Commercial Manager. Stuart O'Dell, Jr.
Chief Engineer. J. Francke Fox
Record MC. Bob McKeehan

W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 500 Watts, Day
Owned-Operated By. Henderson Broad-
casting Co., Inc.
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 & AP
Transcription Service. NBC Thesaurus, Asso-
ciated Music
Representative. Sears & Ayer, Inc.

Personnel

President-General Mgr. Pierce E. Lackey, Sr.
Station and Commercial Manager. Hecht S.
Lackey
Program Director. Martha Jane Reed
Production Manager. B. A. Smith
Chief Engineer. B. A. Smith

W H O P

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Hopkinsville Broad-
casting Co., Inc.
Phone Number. 1025, 1026
Business Address. 9th & Main
Transmitter Location. Cadiz Pike
Time on the Air. 6 a.m. to 11:05 p.m.
News Service. UP & AP
Transcription Service. World Broadcasting
System, Associated Music Publishers
Representative. Sears & Ayer

Personnel

President.....Pierce E. Lackey
 General and Commercial Manager..F. Ernest Lackey
 Chief Engineer.....Charles W. Stratton

W L A P

LEXINGTON—EST. 1934

BLUE, MUTUAL, AND SOUTHERN NETWORK
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting Corp.

Address...Radio Bldg., Walnut and Short Sts.
 Phone Number.....1721
 Transmitter Location...Mason-Headley Road
 Time on the Air.....5:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

President-General Mgr.....Gilmore N. Nunn
 Vice-President.....J. Lindsay Nunn
 Station Director.....J. E. Willis
 Sales Promotion and Program Director..Lowry Kohler
 Chief Engineer.....Sanford Helt

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By...WAVE, Incorporated
 Address.....334 E. Broadway
 Phone Number.....Wabash 6543
 Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.

Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....INS & AP
 Transcription Service.....NBC Thesaurus, Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
 Station Manager.....Nathan Lord
 Chief Engineer.....Wilbur E. Hudson

W G R C

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Northside Broadcasting Corp.
 Business Address: Kentucky Home Life Bldg., Louisville, Ky.
 Phone.....Wabash 8871

Studio Addresses: Kentucky Home Life Bldg., Louisville, Ky., and Elsby Bldg., New Albany, Ind.

Transmitter Location: Preston and Woodbine Streets, Louisville, Ky.

Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....Standard Radio;
 Associated Music Publishers; Lang-Worth
 Representative.....Burn-Smith Co.

Personnel

President and Commercial Mgr..J. Porter Smith
 Station Manager.....Charles L. Harris
 Sales Promotion.....Harry Hunter
 Program Director.....Ward Hatcher
 Musical Director.....J. Bertram Harmon
 Chief Engineer.....Perry Esten

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
 Owned-Operated By...Courier-Journal and Louisville Times Company

Address.....300 West Liberty St.
 Phone Number.....Wabash 2211
 Transmitter Location...R. R. No. 2, Anchorage, Kentucky
 Time on the Air.....24 Hours Daily
 Newspaper Affiliation...Courier-Journal and Louisville Times

News Service.....AP, UP
 Transcription Service.....Associated Music Publishers, Standard
 Representative.....Edward Pety & Company

Personnel

Owner.....Barry Bingham (With U. S. Navy)
 Vice-President &
 General Manager.....Mark Ethridge
 General Manager.....W. Lee Coulson
 Commercial Manager.....Joe Eaton
 Production Manager.....Jean Clos
 Musical Director.....Robert Hutsell
 Choral Director.....Edward Barret
 Assistant Chief Engineer...D. C. Summerford
 Chief Engineer.....Orrin W. Towner
 (See Page 436)

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 5148

Transmitter Location..... On top Tyler Hotel
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... AP
 Transcription Service..... C. P. MacGregor & Standard
 Representatives: Peggy Stone, New York;
 George Roesler, Chicago; Homer Griffith Co.,
 Los Angeles and San Francisco.

Personnel

President and Station Manager..... Mrs. Nelle M. Kendrick
 Station Manager..... Harry McTigue
 Commercial Manager..... G. F. Bauer
 Program Director..... M. K. McCarten
 Production Manager..... Dick Brown
 Chief Engineer..... Lynn Lemond

W O M I

OWENSBORO—EST. 1938

MUTUAL

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Owensboro Broadcasting Co.
 Address..... Owensboro
 Phone Number..... 420, 421
 Transmitter Location..... Owensboro
 Time on the Air..... 7 a.m. to 10:35 p.m.

News Service..... AP
 Representative..... Burn-Smith Co.

Personnel

President..... Lawrence W. Hager
 General Manager..... Hugh O. Potter
 Commercial Manager..... Malcolm Greep
 Chief Engineer..... Leslie Goodaker

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 KENTUCKY NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Paducah Broadcasting Co.
 Business Address..... Taylor Bldg., 4th and Broadway
 Phone Number..... 410C
 Studio Address..... Taylor Bldg.
 Transmitter Location..... 9th and Terrell
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service..... UP & AP
 Representative..... Sears & Ayer

Personnel

President & General Mgr..... Pierce E. Lackey
 Sales Manager..... Gene Peak
 Chief Engineer..... U. C. Morris

W I N N



LOUISVILLE

Basic Blue Network

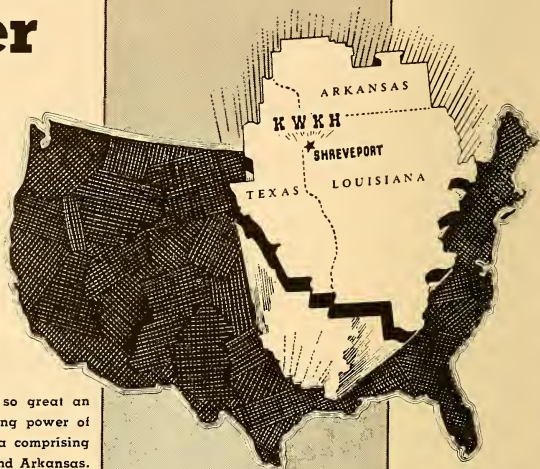
Represented by

BROADCAST SALES CO. New York and Chicago
 HOMER GRIFFITH CO. Hollywood and San Francisco

GREATER COVERAGE IN A MARKET WHERE

effective buying power

SHOWS
A 102%
GAIN*



Few markets can boast of so great an increase in the effective buying power of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of \$573,000,000 over 1940 is from basic industries industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this intensely active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is prosperous, but there can be no doubt as to its stability in the postwar period. To get your full share of present and future sales opportunities you need only KWKH for it offers greater coverage than any other single medium.

*Based on latest figures as compared with 1940 census.

In its primary area alone,
KWKH serves 49 counties
with a total population of
1,456,167.

*The
Shreveport Times
Station*

JOHN D. EWING
President

FRED OHL
General Manager

KWKH

CBS ★ 50,000 WATTS

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

LOUISIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KALB

ALEXANDRIA—EST. 1935

BLUE NETWORK
LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By: Alexandria Broad-
casting Co., Inc.

Address: 505 Johnston St.
Phone Number: 3335
Transmitter Location: S.E. of Pineville
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday,
8 a.m. to 10:05 p.m.

News Service: INS-AP
Transcription Service: Standard Radio
Representatives: Weed & Co.

Personnel

President: Walter H. Allen
Station and Commercial Mgr.: E. R. Cappellini
Program Director: Dorothy Aden
Chief Announcer: Ed Rand
Chief Engineer: Jesse R. Sexton

WJBO

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
Representative: Geo. P. Hollingbery Company

Personnel

President: Charles P. Manship
Vice-Pres. & Gen. Mgr.: J. R. Dabadie

KVOL

LAFAYETTE—EST. 1935

AFFILIATION NATIONAL BROAD. CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Evangeline Broad-
casting Company, Inc.

Business Address: 519 S. Buchanan
Phone Number: 336, 2062
Studio Address: 519 S. Buchanan
Transmitter Location: Scott Road
Time on the Air: 6:30 a.m. to 10:30 p.m.

News Service: UP
Transcription Service: World

Personnel

President: Morgan Murphy
Station Manager: Geo. H. Thomas
Commercial Manager: B. H. Bailey, Jr.
Program Director-Chief Announcer: Henry Wood
Chief Engineer: B. H. Bailey, Jr.

KPLC

LAKE CHARLES—EST. 1935

AFFILIATED WITH
NATIONAL BROADCASTING CO.
& LOUISIANA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Calcasieu Broad-
casting Co.

Address: P. O. Box 1521
Phone Number: 2713, 2714
Transmitter Location: La Grange St.
Time on the Air: Unlimited license
News Service: UP
Transcription Service: NBC Thesaurus

Personnel

President: T. B. Lanford
Station and Commercial Manager: David
Wilson
Program Director: Margaret Campbell Mercer
Chief Engineer: Earl C. Moses

KMLB

MONROE—EST. 1930

BLUE NETWORK & LOUISIANA 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
News Service: UP
Transcription Service: Standard Radio

Personnel

President: O. C. Liner
General Manager: J. C. Liner
Sales Promotion Manager: J. C. Liner
Program and Publicity
Director: Marjorie Watson
Chief Announcer: Carley Fox
Chief Engineer: O. L. Morgan

• • • LOUISIANA

KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: James A. Noe
 Business Address: Bernhardt Bldg.
 Phone Number: 912
 Transmitter Location: 23rd St. Extension from
 Louisville Ave., Monroe, La.
 Time on the Air: 6:00 a.m.-12 mid., daily
 Representative: Joseph Hershey McGillvra, Inc.

Personnel

President: James A. Noe
 Vice-Pres.-Gen. Mgr.: James E. Gordon

WDSU

NEW ORLEANS—EST. 1923

BLUE NETWORK

LOUISIANA STATE NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: Stephens Broadcasting
 Co.

Address: Hotel Monteleone
 Phone Number: Raymond 7135
 Transmitter Location: Whitney Ave.
 Time on the Air: 24 Hours Daily
 News Service: UP, AP
 Transcription Service: Lang-Worth
 Representative: John Blair Co.

Personnel

Partner & Sta. Mgr.: Fred Weber
 Sales Promotion Manager: Jeanne Spoonmoor
 Program Director: Stanley Holiday
 Production Manager: Fred Hill
 Chief Announcer: Roy Hill
 Musical Director: James Forsyth
 Chief Engineer: Charles Whitney

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Charles C. Carlson
 Address: 540 Audubon Building
 Phone Number: Magnolia 3488-9
 Transmitter Location: 3617 Bruxelle St.
 Time on the Air: 7:00 a.m. to 12:00 midnight
 News Service: AP
 Transcription Service: C. P. MacGregor
 Representative: Cox & Tanz

Personnel

Gen. Mgr.: P. K. Ewing

WNOE

NEW ORLEANS—EST. 1926

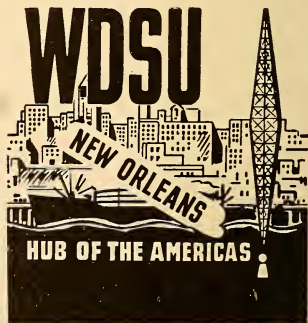
MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

The New WDSU

offers . . .

- ★ 5,000 WATTS, DELIVERING 20,000 WATTS, IN THE POPULATED AREAS OF SOUTH LOUISIANA-MISSISSIPPI
- ★ ONLY NEW ORLEANS STATION WITH BOTH PA AND UP NEWS SERVICES
- ★ OCCUPIES A CENTRAL DIALING POSITION
- ★ IS AFFILIATED WITH THE BLUE NETWORK
- ★ EMPHASIZES LOCAL PROGRAMMING
- ★ 24-HOUR SERVICE



. . . LOUISIANA . . .

Owned By.....James A. Noe
 Address.....St. Charles Hotel, 211 St.
 Charles St.
 Phone Number.....Raymond 0423
 Transmitter Location.....3915 Euphrosine St.
 Time on the Air.....20 hours daily
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra

Personnel

President.....James A. Noe
 Sta. & Com. Manager.....James Gordon
 Program Director.....Beverly Brown
 Chief Engineer.....A. J. Bourgeois

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 5921
 Transmitter Location.....Algiers, La.
 Time on the Air.....7 a.m. to 12 midnight
 Transcription Service.....NBC Thesaurus
 Representative.....Edward Petrv & 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
 and World
 Representative.....The Katz Agency

Personnel

Station Manager.....W. H. Summerville
 Commercial Manager.....Larry Baird
 Merchandising Manager.....Alice R. Barclay
 Program and Production
 Director.....Dean Long
 Director of War Programs.....Stanley Reyes
 Agricultural Director.....Gordon Loudon
 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

Personnel

General & Commercial Manager..G. V. Wilson
 Station Director.....Elizabeth Alford
 Musical Director.....Elizabeth Alford
 Chief Engineer.....J. C. Irby, Jr.

K T B S

SHREVEPORT—EST. 1928
 NATIONAL BROADCASTING CO.

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By: Radio Station KTBS (A
 Partnership)
 Studio Address.....Commercial Bldg.
 Transmitter Location.....Hart Island Road
 Phone Number.....3-3673
 Time on the Air.....6:30 a.m. to midnight
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....Edward Petry & Co.

Personnel

General Manager.....John C. McCormack
 Assistant Manager.....B. G. Robertson
 Commercial Manager.....Leslie H. Peard, Jr.
 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.;
 Sundays, 6 a.m. to 1:05 a.m.
 Newspaper Affiliation..The Shreveport Times
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....The Branham Co.

Personnel

President.....John D. Ewing
 Station Manager.....Fred Ohl
 Commercial Manager.....J. A. Oswald
 Sales Promotion.....James T. Briggs
 Program Director.....Howard Langfitt
 Chief Engineer.....W. E. Antony

(See Page 440)

MAINE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WRDO, Inc.
Address 175 Water St.
Phone Number 2285
Transmitter Location Chelsea, Me.
Time on the Air 7:00 a.m. to 1
News Service UP
Transcription Service Associated Music
Publishers
Representatives Weed & Company
Bertha Bannan

Personnel

President Adeline B. Rines
Station Manager Quenton Crandall
Commercial Manager Walter Weightman
Program Director Dan Kelly
Chief Engineer Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM
NEW ENGLAND NETWORK

Frequency: 910 Kc . . . 1000 Watts. C.P. 5000
Watts
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 7 a.m. to 12 midnight
Transcription Service Associated Library
Representative R. C. Foster, Boston

Personnel

President and Station Manager . . F. B. Simpson
Commercial Manager Guy Corey
Program Director Harold Dorr
Chief Engineer Walter Dickson

WLBZ

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.
YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By . . Maine Broadcasting Co.
Address 100 Main St.
Phone Number 6023

Transmitter Location Bangor
Time on the Air Unlimited license
Transcription Service NBC Theaurus
Representative Weed & Co.

Personnel

President William H. Rines
Station Manager Edward E. Guernsey
Program Director Norman Lambert
Chief Announcer Irving Hunter
Chief Engineer John Wibby

WCOU

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Twin City Broad-
cast- 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

Covering
Maine's Richest Industrial Area

WCOU

Mutual's Voice in Maine
Serves

LEWISTON—AUBURN
PORTLAND

The No. 1 and No. 2 Maine Markets

Primary Coverage—293,937
Radio Homes—66,230

AT LOWEST COST PER LISTENER

Represented Nationally by
Forjoe & Company

New York • Chicago • Philadelphia

Transcription Service.....Standard
 Representative.....Forjoe & Co.

Personnel

PresidentFaust Couture
 Station and Commercial
 Manager.....Oscar J. Normand
 Program DirectorHarold Dyer
 Publicity Director and
 Chief AnnouncerLavern Colton
 Musical Director.....Marion Payne Louistell
 Chief Engineer.....John T. Duty

W C S H

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL
 AND YANKEE

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 & AP
 Transcription Service.....NBC Thesaurus
 Representative..Weed & Co. & Bertha Bannan

Personnel

PresidentAdeline B. Rines
 Station Manager.....William H. Rines
 Commercial Manager.....Albert W. Smith
 Program Director.....Arthur Owens
 Publicity Director.....Linwood T. Pitman
 Musical Director.....Norman Ayres
 Chief Engineer.....C. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Portland Broadcasting
 System, Inc.
 AddressColumbia Hotel
 Phone Number.....2-7489
 Transmitter LocationPortland
 Time on the Air.....6:30 a.m. to 12:00 mid.;
 Sundays, 8:00 a.m. to 12:00 mid.
 Newspaper Affiliation ...Gannett Publishing
 Co.
 Transcription Service.....Standard Radio
 RepresentativePaul H. Raymer Co.

Personnel

President.....Guy P. Gannett
 General ManagerCreighton E. Gatchell
 Commercial Manager.....Arthur K. Atherton

Program ManagerRichard E. Bates
 Chief Announcer....Samuel G. Henderson, Jr.
 Chief Engineer.....Roger W. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930

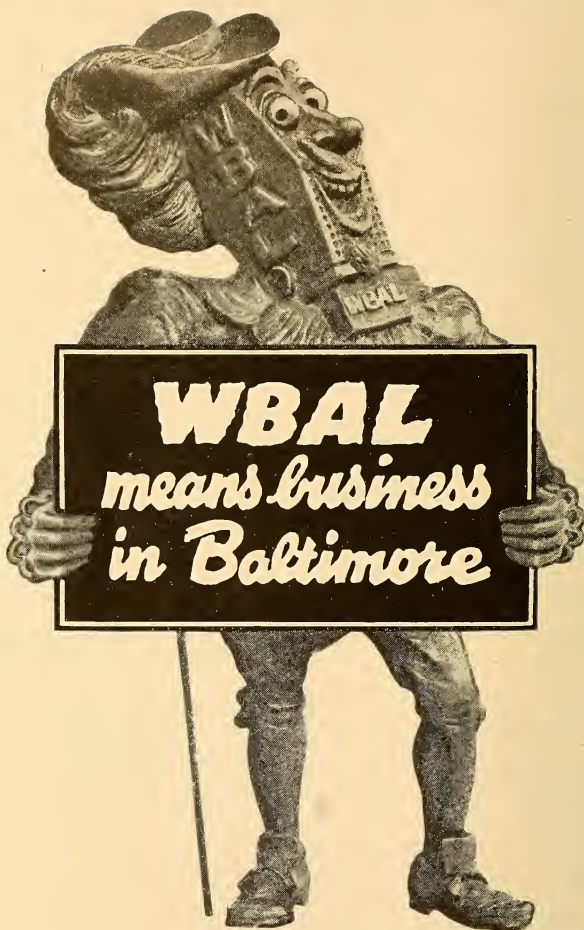
Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Aroostook Broadcast-
 ing Corporation
 Address.....Northern National Bank Bldg.
 Phone Number.....8821
 Transmitter Location...Northern National Bank
 Bldg.
 News ServiceUP
 Transcription Service.....World, R. C. Foster,
 Cox & Tanz

Personnel

PresidentHugh McQuire
 Station and Commercial
 Manager.....Harold D. Glidden
 Chief Announcer.....Carl Pacifici
 Chief Engineer.....Lester E. Hughes

FOR QUALITY

AP !



ON THE BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.

MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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.....Reisterstown, Md.
Time on the Air.....6 a.m.-1:30 a.m.
News Service.....INS; UP & AP
Transcription Service.....Standard Radio;
World Broadcasting System
Representative.....Edward Petry & Co.

Personnel

Station Manager.....Harold C. Burke
Program Director.....James M. Kennedy
Musical Director.....Joseph C. Miller
Chief Engineer.....Gerald W. Cooke

Address.....North at Harford
Phone Number.....University 8400
Transmitter Location.....1100 East Cold Spring Lane
Time on Air.....6:30 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service: Lang-Worth & MacGregor
Representative.....Free & Peters, Inc.

Personnel

President and Commercial
Manager.....John Elmer
Station Manager.....George H. Roeder
Sales Promotion.....P. E. Wolfe
Publicity Director.....Newell A. Warner
Program and Production
Manager.....Charles A. Roeder
Musical Director.....Jack B. Rohr
Chief Engineer.....A. E. Eckels

(See Page 448)

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
Representative.....Paul H. Raymer Company

Personnel

President.....Lewis M. Milbourne
Vice-President-General
Manager.....L. Waters Milbourne
Program Directors.....Gordon A. Schelting, 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, World
Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President...Hope H. Barroll, Jr.
Director of
National Sales.....Andrew H. Hilgartner
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Manager..William R. Dothard
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Jos. Imbroglio
Chief Engineer.....William Q. Ranft

W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Baltimore Broadcast- ing Corporation



Fish Make Poor Customers!

History tells us Demosthenes practised while walking back and forth along the sands, making his speech to the ocean.

But he delivered his famous orations before tremendous crowds. Thus, he gave some of the masterpieces of oratory to posterity.

The story of

Demosthenes is the story of radio. No matter how excellent your program, unless the public is tuned-in . . . you're *broadcasting to the ocean.*

Baltimore's
Listening Habit

WCBM

Your sales message broadcast over WCBM reaches the Baltimore market, for listening to WCBM is a habit in Baltimore.

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

W I T H

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
 Transmitter Location. 1230 Curtain St.
 Time on the Air. 24 hours a day
 News Service. AP
 Transcription Service. Lang-Worth;
 Standard Radio & Associated
 Representative. Headley-Reed Company

Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd
 Assistant Station Manager. Helen Powers
 Commercial Manager. R. C. Embry
 Program Director-Chief Announcer
 Raymond W. Baker
 Production Manager. James T. Mahoney
 Musical Director. James T. Mahoney
 Chief Engineer. James Duff
 (See Page 450)

W T B O

CUMBERLAND—EST. 1929

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Operated By: Associated Broadcasting Corporation
 Address. 31 Frederick St.
 Phone Number. Cumberland 298 and 299
 Transmitter Location. Fort Hill, Cumberland
 Time on the Air: 7:00 a.m. to 12 midnight;
 Sundays, 8:00 a.m. to 12 midnight
 News Service UP
 Transcription Service. World Broadcasting System
 Representative. Spot Sales, Inc.

Personnel

President-General Manager. Aurelia S. Becker
 News Editor Nelson Spencer
 Office Manager Angela Ryland

W F M D

FREDERICK—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 500 Watts
 Owned-Operated By. Monocacy Broadcasting Company
 Business Address. Winchester Hall
 Phone Number. Frederick 1626, 1627
 Studio Addresses. Winchester Hall,
 Gobrecht Bldg., Hanover, Pa.; 32 W. Main St.,
 Westminster, Md. and Leesburg, Va.
 Transmitter Location. Frederick, Md.

Approved

THE

WTBO-NBC

AFFILIATION

APPROVAL CONFIRMED

by

SPONSORS

NEW ACCOUNTS and RENEWALS

LISTENERS

HIGH HOOPER RATINGS

WTBO

Cumberland
MARYLAND



IN BALTIMORE

You'll be glad to know that W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent, than any of the other 4 stations in town.

W I T H

TOM TINSLEY, President

Represented Nationally by HEADLEY-REED

Time on the Air 6:30 a.m. to 12:05 a.m.;
Sundays, 7:30 a.m. to 12:05 a.m.
News ServiceTransradio & AP
Transcription Service World Broadcasting
System & Lang-Worth
RepresentativeHoward H. Wilson Co.

Personnel

PresidentMajor Laurence Leonard
Chief AnnouncerEd McCurdy
Commercial ManagerWm. E. Hardy
Program Director Eve Chamberlain Leonard
Chief EngineerJulius Thiel

W J E J

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
MARYLAND ALL-HOME NETWORK

Frequency: 1240 Kc.Power: 250 Watts
Owned-Operated ByHagerstown Broad-
casting Co.

AddressFranklin Court
Phone Number2323
Transmitter LocationCarrol Heights
Time on the Air7:00 a.m. to 2:00 a.m.
Transcription ServiceAssociated
News ServiceAP

Personnel

Gen. ManagerGrover C. Crilley
National Sales ManagerH. A. Seville
Commercial ManagerClarence Myers
Program DirectorAmos Harper
Director of War ProgramsBernice Crilly
Chief EngineerGeorge 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 ByThe Peninsula
Broadcasting Co.

AddressRadio Park
Phone NumberSalisbury 2480-2481
Transmitter Location . . . 1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
8:25 a.m. to 11 p.m.
News ServiceUP
Transcription Service World Broadcasting
System

Personnel

General ManagerCharles J. Truitt
Assistant Program DirectorJane Allen
Chief AnnouncerLonnie Starr
Musical DirectorRussell Yohe
Chief EngineerPeter A. Alfonsi

FOR QUALITY !
AP

**NEW TO THE
BLUE
JUNE 15, 1945**

A decorative border consisting of multiple thin, wavy lines that create a scalloped effect across the width of the page.

WCOP Boston

A COWLES STATION

Represented Nationally by the KATZ AGENCY

MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc. Power: 50000 (WBZ),
1000 (WBZA)

Owned and Operated By.....Westinghouse
Radio Stations, Inc.

Addresses.....Hotel Bradford, Boston; Hotel
Kimball, Springfield

Phone Number.....Hancock 4261 (WBZ),
Springfield 6-8336 (WBZA)

Transmitter Locations.....Hull, Mass. (WBZ),
Springfield, Mass. (WBZA)

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service.....AP, UP

Transcription Service.....Standard Radio
and NBC Thesaurus

Representative.....National Broadcasting Co.
(National); Weed & Co. (Regional)

Personnel

President.....Geo. H. Bucher

Station Manager.....C. S. Young

Program Manager.....W. Gordon Swan

Production Manager.....John H. Wright

Sales Manager.....C. Herbert Massé

Sales Promotion Manager.....George W. Slade

Chief Engineer.....W. H. Hauser (WBZ)

Chief Engineer.....H. E. Randol (WBZA)

Program Director.....John D. Maloy

Production Manager.....John D. Maloy

Chief Engineer.....Roland C. Hale

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

CBS NEW ENGLAND NETWORK

Frequency: 590 Kc. Power: 5000 Watts

Owned-Operated By...Columbia Broadcasting
System

Business Address.....182 Tremont St.

Phone Number.....HUBbard 2323

Studio Address.....182 Tremont St.

Transmitter Location....Mystic Valley Park-
way, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-
days, 8 a.m. to 1:05 a.m.

News Service.....AP, UP

Transcription Service....World Broadcasting

Representative.....Radio Sales

Personnel

Station Manager.....H. E. Fellows

Assistant Manager and Director of

Programs and Sales.....Kingsley Horton

Sales Promotion Manager.Guy H. Cunningham

Production Manager.....R. G. Girardin

Chief Announcer.....C. H. Dickerman

Musical Director.....Francis E. Bellizia

Chief Engineer.....W. J. Stiles

WCOP

BOSTON—EST. 1935

BLUE NETWORK

Frequency: 1150 Kc. Power 500 Watts

Owned By..Massachusetts Broadcasting Corp.

Operated By.....Massachusetts Broadcasting
Corp.

Address.....Copley-Plaza Hotel

Phone Number.....COMmonwealth 1717

Transmitter Location.....Allston, Mass.

Time on the Air.....6 a.m. to Midnight

Newspaper Affiliation.....Des Moines Register
and Tribune, Minneapolis Star

News Service.....INS, AP, UP
& Lang-Worth

Transcription Service.....Standard Radio

Personnel

President.....Gardner Cowles, Jr.

Station Manager.....A. N. Armstrong, Jr.

Sales Manager.....Paul Belaire

Sales Promotion Manager...Harry D. Goodwin

WHDH

BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts

Owned-Operated By...Matheson Radio Co.,

Address.....Hotel Touraine, 62 Boylston St.

Phone Number.....Hancock 0900

Transmitter Location....Saugus, Mass.

Time on the Air.....6:30 a.m. to 12:30 a.m.;
Sunday, 7 a.m. to 12:30 a.m.

News Service.....UP and AP

Transcription Service....World Broadcasting
System, Associated Recorded Program Ser-
vice, NBC Thesaurus

Representative.....Spot Sales, Inc.

Personnel

President.....A. E. Matheson

Station Manager.....Ralph G. Matheson

Sales Manager.....R. G. Matheson

Sales Promotion Manager.....J. P. Higgins

Musical Director.....E. M. Knabe

Program Director.....Russell Offhaus

Chief Engineer.....R. G. Matheson



**This little budget went
to WOBL, Boston**

W M E X

BOSTON—EST. 1934

Frequency: 1510 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.....7:30 a.m. to 12 midnight;
 Sundays, 9:00 a.m. to 12 midnight
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey
 McGillvra, Inc.

Personnel

President-Program Director...John E. Reilly
 Sales Mgr., Prom. Dir.....Wm. S. Pote

W N A C

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK KEY STATION

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By: The Yankee Network,
 Inc., 21 Brookline Ave.
 Phone NumberCOMmonwealth 0800
 Transmitter Location: Montclair, Quincy, Mass.
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....AP & INS
 Transcription Service.....
 and Standard
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
 Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Executive Vice-President and
 Station ManagerLinus Travers
 Promotion Director.....James S. Powers
 Publicity Director.....Phyllis Doherty
 Program Director.....Eleanor Geer
 War Program Director.....George Steffy
 Production Director.....George Steffy
 Musical Director.....Bobby Norris
 Chief EngineerIrving B. Robinson

W O R L

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Service
 Organization, Inc.
 Address.....216 Tremont St.
 Transmitter Location.....Needham, Mass.
 Time on the Air.....6:30 a.m. to Sunset
 News Service.....AP and UP

Personnel

General Manager.....George Lasker
 Publicity Director.....H. Lucy
 Program Director.....Robert N. Perry
 Chief EngineerJohn Parker

W O C B

WEST YARMOUTH*—EST. 1944

Frequency: 1240 Kc.....Power: 250 W.
 Owned-Operated By...E. Anthony & Sons, Inc.
 Business Address.....South Sea Ave.,
 West Yarmouth, Mass.
 Phone Number501
 Transmitter Location.....South Sea Ave.,
 West Yarmouth, Mass.
 Time on the Air: Sunday, 8:30 a.m. to 11:30
 p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.
 Representatives.....Wm. G. Rambeau Co.
 and Bertha Bannon

Personnel

Manager.....Hugh R. Norman
 Program Director.....Don Sellers
 * Cape Cod.

W S A R

FALL RIVER—EST. 1921

MUTUAL—YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By: Doughty & Welch Elec-
 tric Co.
 AddressAcademy Bldg.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)
 Transmitter Location.....So. Somerset
 Time on the Air.....7:30 a.m. to 12 midnight
 News ServiceINS
 Newspaper Affiliation..Fall River Herald News
 Transcription Service.....Standard Radio
 Representative.....Headley Reed Co.

Personnel

President.....C. E. Sevigny
 Station Manager.....F. M. Headley
 Asst. Station Manager..Philomena J. Mauretti
 Program Director.....Josephine Y. Welch
 Commercial Manager.....Leonard C. Cox
 Chief EngineerJohn C. Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WEIM, Inc.
 Address717 Main Street
 Phone Number.....Fitchburg 1600
 Transmitter Location..Lunenburg-Fitchburg line
 Time on the Air.....Unlimited
 News Service.....AP

Transcription Service Standard
National Representative.....The Walker Co.

Personnel

Operating Partner.....Milton H. Meyers
Station Manager and
Program Director.....Earle G. Clement
Commercial Manager and
Publicity Director...Thimter Silverman, Jr.
Chief Announcer.....Robert Reynolds
War Program Director....Dorothy McKittrick
Chief Engineer.....Theodore Kallin
Record MC.....Eddie Johnson

W H A I

GREENFIELD—EST. 1938
MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Address.....354 Main St.
Phone Number.....4301
Transmitter Location.....Woodard Rd.
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service....World Broadcasting
System
Representative.....Burn-Smith Co.

Personnel

Owner.....John W. Haigis
Station Manager.....Horace W. Nichols
Commercial-Sales Promotion
Manager.....Horace W. Nichols
Publicity Director.....Horace W. Nichols
Program Director.....Ross Miller, Jr.
Chief Announcer and
Musical Director.....Ross Miller, Jr.
Chief Engineer.....Leland F. Wheeler

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; Daily Hampshire Gazette (Nor-
thampton)
News Service.....UP
Transcription Service.....Standard
Representatives.....Bertha Bannon

Personnel

PresidentMrs. William R. Dwight
Station and
Commercial Manager...Patrick J. Montague
Program Director.....Thomas R. Humphrey
Chief Announcer.....Ward Gardner
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, West
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 & World
Representative.....The Katz Agency, Inc.,
National New England Radio Adv. (Regional)

Personnel

President.....Irving E. Rogers
Station Manager.....George H. Jaspert
Commercial Manager.....David M. Kimel
Program Director.....Joseph P. Oakes
Production Manager.....Fred P. Laffey
Chief Announcer.....Fred P. Laffey
Chief Engineer.....George A. Hinckley

W L L H

LOWELL-LAWRENCE—EST. 1934
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: Lowell, 250
Watts; 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;
News Service.....AP
Transcription Service: Associated Music Pub-
lishers
Representative....Edward Pety & Co., Inc.

Personnel

PresidentA. S. Moffat
Station Manager.....Robert F. Donahue
Commercial Manager....Haskell Bloomberg
Chief Engineer.....Raiph Newton

W E S X

SALEM—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 Number.....Salem 5670
 Transmitter Location.....Marblehead
 Time on the Air...7 a.m. to 11 p.m. weekdays;
 8:00 a.m.-11:00 p.m. Sundays
 Transcription Service....World Broadcasting
 System; Associated Music Publishers; NBC
 Thesaurus; Keystone
 Representative...New England Radio Adv. Co.

Personnel

President.....Charles W. Phelan
 General Manager.....A. V. Morgan

W N B H

NEW BEDFORD—EST. 1921

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: E. Anthony & Sons,
 Business Address.....588 Pleasant
 Phone Number.....8-5228
 Studio Address.....588 Pleasant Street
 Transmitter Location.....Crow Island,
 Fairhaven, Mass.
 Time on the Air: 7:30 a.m. to 11:30 p.m.;
 Sundays, 8:30 a.m. to 11:30 p.m.
 Newspaper Affiliation...New Bedford Stand-
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....William G. Rambeau,
 R. C. Foster, Boston

Personnel

President.....Basil Brewer
 Station Manager.....Hugh R. Norman
 Sales Promotion Manager....Theo. M. Healy
 Program Director.....Evelyn Mello
 Chief Announcer.....Bill Pendergrast
 Director War Programs.....Earle D. Wilson
 Chief Engineer.....Everett Parker

**5000
WATTS**

**680
K.C.**

Serving
 New England's
 3rd Largest Concentrated Audience

W L A W

LAWRENCE, MASS.

The Voice
 of

Northern New England

**CLEAR
CHANNEL**

**SEND FOR
COVERAGE MAP**

W B R K

PITTSFIELD—EST. 1938

MUTUAL—YANKEE NETWORKS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Monroe B. England
 Address: 8 Bank Row
 Phone Number: 2-1553
 Transmitter Location: 1100 East St.
 Time on the Air: 7 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard
 Representative: The Walker Co.

Personnel

President-Station Manager: Monroe B. England
 Station Manager: John Parsons
 Program Director: William Geary
 Sales Promotion Manager: William Geary
 Chief Engineer: Leonard Lavendol

Phone Number: Springfield 6-2757
 Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: AP
 Transcription Service: Langworth
 Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager: Quincy A. Brackett
 Vice-President-Commercial Manager: Milton W. Stoughton
 Program-Production Director: Wayne Henry Latham
 Publicity Director: Howard S. Keefe
 Chief Announcer: Robert L. Jones
 Chief Engineer: Lawrence A. Relly

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
 Representative: Edward Petry & Co.

Personnel

President: A. S. Moffat
 General Manager: Warren M. Greenwood
 Production Manager: Ben C. Sweet
 Chief Announcer: Harry Robator
 Chief Engineer: Earle G. Hewinson

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc.
 Address: 34 Mechanic St.
 Phone Number: 6-1411
 Transmitter Location: Holden, Massachusetts
 Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
 News Service: AP & INS
 Transcription Service: Associated Music Publishers and Standard
 Representative: Edward Petry & Co., Inc.

Personnel

President: William F. O'Neil
 Exec. Vice-President: Linus Travers
 Chairman of the Board and General Manager: John Shepard, 3rd
 Executive Vice-President: Linus Travers
 Station Manager: H. William Koster
 Publicity Director: James S. Powers
 Merchandising: Arthur Lathrop
 Sales Promotion Manager: Arthur Lathrop
 Program Director: Harmon H. Hyde
 Musical Director: Robert Pooley
 Chief Engineer: Joseph Grahm

W S P R

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc. Power: 1000 Watts, Day; 500 Night
 Owned-Operated By: WSPR, Inc.
 Address: 63 Chestnut Street

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;
 Sundays, 8:45 a.m. to 11:15 p.m.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.

Personnel

Owner.....A. F. Kleindienst
 Station Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1925
COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts

Owned and Operated By: Worcester Telegram
 Publishing Company, Inc.


Address.....18-20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6 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 Bannan

Personnel

Vice-President-General
 Manager.....George F. Booth
 Managing Director.....Edward E. Hill
 Commercial Manager.....Herbert L. Krueger
 Manager of Local Sales.....Robert I. Brown
 Production-Program Director.....David H. Harris
 Production Supervisor.....Dol Brissette
 Publicity Director.....Mitzi Kornetz
 War Program Director.....Mary Lou Evans
 Chief Announcer.....Philip Brook
 Musical Director.....Dol Brissette
 Chief Engineer.....Elliot A. Browning

FOR QUALITY
AP !

*No other broadcaster
can make this claim!*



**Only way to reach
the 5,000,000
radio listeners
of Michigan is
with the Michigan
Radio Network**

MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WELL

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Federated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.

Phone Numbers: 5655; 7166
Transmitter Location: Michigan National Bank Bldg.

Time on the Air: Unlimited license
News Service: AP, UP
Newspaper Affiliation: Enquirer-News
Transcription Service: World
Representative: Burn-Smith Company, Inc.

Personnel

President: A. L. Miller
General Manager: D. E. Jayne
Commercial Manager: E. P. Mills
Program Director: Frank Jayne
Chief Announcer: Bruce O'Leary
Chief Engineer: Earl J. Stone

WBCM

BAY CITY—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.

Owned-Operated By: Bay Broadcasting Co., Inc.

Address: Wenonah Hotel
Phone Numbers: Bay City 7551-7552
Transmitter Location: Tuscola Road,

Time on the Air: 7 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight

News Service: UP
Transcription Service: NBC Thesaurus;
Representative: George P. Hollingbery

Personnel

President: Harley D. Peet
General Manager: H. A. Giesel
Musical Director: L. H. DeRemer
Chief Engineer: Ralph H. Carpenter

WHDF

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL BROADCAST

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address: Community Bldg.,
Houghton, Mich.

Phone Numbers: Houghton 1; Calumet 869
Studio Address: 515 Scott St., Calumet
Transmitter Location: Laurium, Michigan
Time on the Air: 6:30 a.m. to 10:30 p.m.
Newspaper Affiliation: Daily Mining Gazette
Transcription Service: World,
Standard, Lang-Worth, Keystone
Representative: Sears and Ayer, Inc.

Personnel

Exec. V. P. & Gen. Mgr.: John W. Rice
Commercial Manager: Albert W. Payne
Program Director: Earl Nordeen
Publicity Director: J. W. Rice
Technical Supervisor: George L. Burgan

WJBK

DETROIT—EST. 1928

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: James F. Hopkins, Inc.
Address: 6559 Hamilton Avenue
Phone Number: Trinity 2-2000
Transmitter Location: 15555 Woodrow Wilson Avenue

Time on the Air: 24 hours a day
News Service: AP
Transcription Service: Associated Music Publishers; World and Standard
Representatives: Forjoe & Company,
Hal Holman

Personnel

President-Station Manager: James F. Hopkins
Commercial Manager: A. H. Crogan
Program Director: Sybil Krieholr
Publicity Director: N. W. Hopkins
Musical Director: Pete Angel
Chief Announcer and Engineer: E. McKenzie

WJLB

DETROIT—EST. 1926

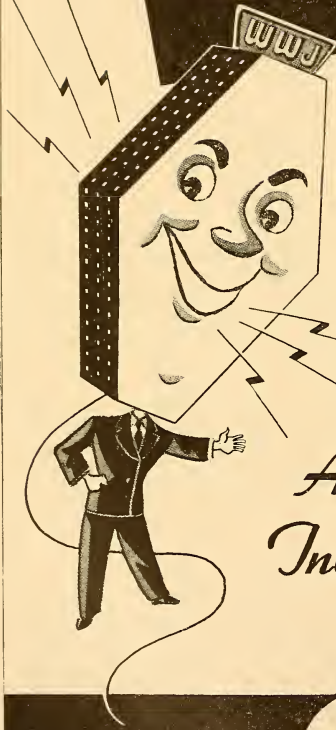
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: John L. Booth Broadcasting, Inc.

Address: 31st and 34th Floor, Eaton Tower
Phone Number: Cadillac 7600
Transmitter Location: 7310 Woodward Ave.
Time on the Air: 6:00 a.m. to 2:30 a.m.
News Service: AP
Transcription Service: Standard
Representative: Burn-Smith Co.

Personnel

President-General Manager: John L. Booth
Station Manager: Hugh V. Gray

WWJ



*The Preferred
Station in
Detroit —*

*America's Greatest
Industrial Market.*

WWJ

*America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News*

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

ASSOCIATE FM STATION WENA
NBC BASIC NETWORK

. . . MICHIGAN . . .

Sales Manager.....Eric V. Hay
 Sales Promotion Mgr.....Mitchell Jachminski
 Program Director & Production Mgr.....Doug Wright
 Chief Announcer.....Tom McCullough
 Musical Director.....Herbert Mertz
 Publicity Director.....Rita Powers
 Chief Engineer.....Edward Clark

. **W J R**

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
 Owned-Operated By ...WJR, The Goodwill Station
 Business Address.....2103 Fisher Building
 Phone Number.....Madisen 4440
 Studio Address: 28th Floor Fisher Building
 Transmitter Location.....Wyandotte, Mich.
 Time on the Air.....20 Hrs. Daily
 News Service.....AP, INS & UP
 Transcription Service.....World Broadcasting System; Standard Radio, Lang-Worth & Thesaurus
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....G. A. Richards
 Ass't to President.....Eugene Carr
 Vice-President and Gen. Mgr...Leo Fitzpatrick
 Ass't Gen'l Manager.....Owen F. Uridge
 Sales Manager.....Charles G. Burke
 Sales Promotion and Publicity...Mark Haas
 Program Director.....Franklin Mitchell
 Production Manager.....Eric Howlett
 Musical Directors.....Samuel Benavie & Paul LaVoie
 Chief Engineer Trans.....Merrill Mitchell
 Chief Engineer Studio.....Andrew Friedenthal
 Chief Announcer.....Franklin "Bud" Mitchell
 Record M.C.....Russ Mulholland

. **W W J**

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By: EveningNews Association
 Business Address.....630 W. Lafayette
 Phone Number.....RAndolph 2000
 Studio Address.....624-30 W. Lafayette
 Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Detroit, Michigan
 Time on the Air..6 a.m. to 12 midnight; Sunday
 8 a.m. to midnight
 Newspaper Affiliation.....The Detroit News
 News Service.....UP & AP
 Transcription Services.....Standard
 Representative.....George P. Hollingsbery Co.

Personnel

President.....W. E. Scripps
 General Manager.....Harry Bannister
 Assistant Manager.....Edwin K. Wheeler
 Business Manager.....Forrest Wallace
 Sales Manager.....Harry Betteridge
 Sales Promotion Manager.....Jake Albert
 Program Director.....Don F. DeGroot
 Production Manager.....Don DeGroot
 Publicity Director.....Herschell Hart
 Musical Director.....Mischa Kottler
 Chief Engineer.....Herbert F. Tank

. **W X Y Z**

DETROIT—EST. 1925

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By: King-Trendle Broadcasting Corporation
 Business Address.....1700 Stroh Building
 Phone Number.....Cherry 8321
 Studio Address.....8415 East Jefferson Ave.
 Transmitter Location.....15500 Joy Road
 Time on the Air.....6:30 a.m. to midnight
 News Service.....UP and INS
 Transcription Service.....Standard Radio; Associated Music and Lang-Worth
 Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
 General Manager.....H. Allen Campbell
 Asst. Comm. Mgr.....James G. Riddell
 Sales Promotion, Advertising
 Mgr.....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.....Bess Ashton
 Musical Director.....Benny Kite
 Chief Engineer.....Verne C. Alston

. **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
 Transcription Service.....Standard

Personnel

Station Manager.....Robert J. Colman
 Chief Engineer.....Norris Grover
 (Non-Commercial Station)

national network originations
make WXYZ a great station!



W D B C

ESCANABA—EST. 1941

MUTUAL—NORTH CENTRAL—WOLVERINE
 Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Delta Broadcasting
 Company
 Address.....First and Ludington Streets
 Phone Number 787
 Transmitter Location....First and Ludington
 Time on the Air.....Unlimited license
 News ServiceUP
 Transcription Service.....Standard Radio

Personnel

General Manager.....Gordon H. Brozek

W F D F

FLINT—EST. 1922

BLUE NETWORK
 MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By....Flint Broadcasting Co.
 AddressMott Bldg.
 Business Office Studios..Mott Bldg., Flint, Mich.
 Phone Number2-7158
 Transmitter Location.....Bristol Road
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth and
 Standard & Thesaurus
 Representative.....Burn-Smith, Inc.

Personnel

President-Station Manager....Howard M. Loeb

Commercial Manager.....F. S. Loeb
 Program Director.....Adrian R. Cooper
 Production Manager.....Elmer Knopf
 Publicity Director.....H. M. Loeb
 Sales Promotion Manager.....F. S. Loeb
 Chief Announcer.....Marvin Levey
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain

W L A V

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
 BLUE NETWORK
 MICHIGAN RADIO NETWORK
 ABC NETWORK—WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Leonard A. Versluis
 Address.....Keeler Building, 6 Fountain St.,
 N.E.
 Phone Number6-5461
 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.

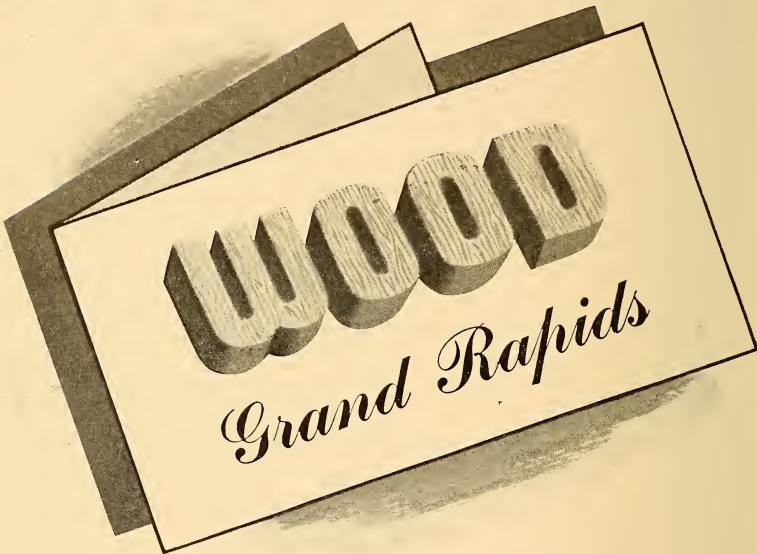
Personnel

Owner.....Leonard A. Versluis
 Station Manager.....Hy M. Steed
 Sales Manager.....Hy Steed
 Traffic Manager.....Elizabeth Shutter
 Production Manager.....Joe Hooker
 Chief Engineer.....Raymond Plank

FOR QUALITY
 AP !

NBC

*for
Western
Michigan*



WOOD

Grand Rapids



TOPS IN PROGRAMS

WOOD *has more than twice as many Grand Rapids listeners as any other station anywhere . . . and Grand Rapids is Michigan's Greatest Market outside Detroit*

W O O D

GRAND RAPIDS—EST. 1930
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By.....King-Trendle Broad-
 casting Corporation

Address.....14th Floor Grand Rapids National
 Bank Building

Phone Number.....9-4211

Transmitter Location: 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.....Lang-Worth, World
 Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
 Station and Sales Manager.....Stanley W. Barnett
 Merchandising Manager.....Paul Eichhorn
 Program and Production Director.....Sandy Meek
 Publicity Director.....Lenore Little
 Musical Director.....Sandy Meek
 Chief Engineer.....Fred W. Russell

W J E F

GRAND RAPIDS—EST. 1945

CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Fetzer Broadcasting Co.
 Operated By: John E. Fetzer, Managing Di-
 rector

Business Address.....Pantlind Hotel

Phone Number.....6-8512

Transmitter Location.....Pantlind Hotel

Time on the Air.....7 a.m. to 12:05 a.m.

News Service.....AP

Transcription Service.....Associated

Representative.....Free & Peters, Inc.

Personnel

Managing Director.....John E. Fetzer
 Station Manager.....John E. Fetzer
 Sales Manager.....John W. O'Harrow
 Sales Promotion Mgr.....John W. O'Harrow
 Program Director.....Willis F. Dunbar
 Publicity Director.....Susan James
 Chief Announcer.....Miles Olson
 Chief Engineer.....Carl E. Lee

W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By: Upper Michigan-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.....6:25 a.m. to 10:30 p.m.

News Service.....UP

Transcription Service.....Lang-Worth

Representative.....Sears & Ayer, Inc.

Personnel

President.....William L. Johnson

Station Manager.....J. W. Huss

Commercial Manager.....J. W. Huss

Program Director.....Laura Johnson

Publicity Director.....Don Hoover

Production Manager.....Harold Ladin

Musical Director.....Laura Johnson

Chief Engineer.....Arne Dahlbacka

W I B M

JACKSON—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....WIBM, Inc.

Address.....Hotel Hayes

Phone Number.....6121

Transmitter Location.....228 West Michigan
 Avenue

Time on the Air.....6:45 a.m. to 11:30 p.m.

Representative.....Forjoe & Company

Personnel

President.....Herman Radner

Station Manager.....William Cizek

Sales Promotion Manager.....William Cizek

Chief Announcer.....Derwood Carn

Chief Engineer.....C. W. Wirtanen

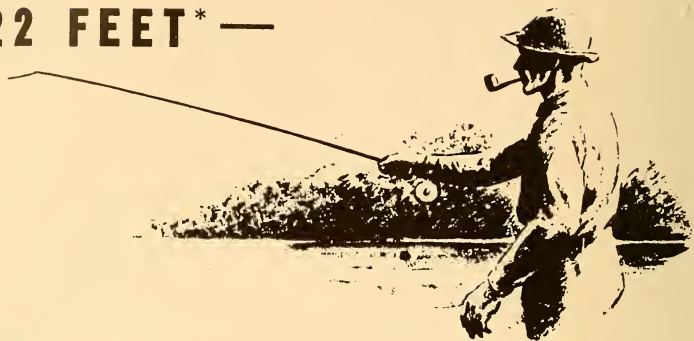
NATIONAL
 NETWORK
 ORIGINATIONS

MAKE
 W X Y Z

A
 GREAT
 STATION

1700 STROH BUILDING
 DETROIT, MICHIGAN

YOU MAY BE ABLE TO "CAST"
422 FEET* —



**BUT—YOU CAN'T BROADCAST INTO WESTERN
MICHIGAN FROM CHICAGO OR DETROIT!**

Pardon the pun—but it really *isn't* possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. But WKZO and WJEF *can*—and *do*.

WKZO in Kalamazoo and WJEF in Grand

Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice for real coverage in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

WKZO

**CBS - FOR KALAMAZOO, BATTLE
CREEK, AND WESTERN MICHIGAN**

WJEF

**CBS-FOR GRAND RAPIDS
AND KENT COUNTY**



BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

W K Z O

KALAMAZOO—EST. 1923

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts

Owned By Fetzer Broadcasting Co.

Operated By John E. Fetzer

Business Addresses: P. O. Box 866 (Kalamazoo)

Phone Numbers 3-1223 (Kalamazoo);

6-1222 (Grand Rapids)

Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo)

Transmitter Location Parchment, Michigan

Time on the Air 6 a.m. to 12:05 a.m.

News Service AP

Transcription Service Lang-Worth

Representative Free & Peters, Incorporated

Personnel

President-General Manager John E. Fetzer

Commercial Manager John W. O'Harrow

Program Director Willis F. Dunbar

Publicity Susan James

Director of War Programs Rhea Y. Fetzer

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 15th Floor, Bank of Lansing, Bldg.

Phone Number 2-1333-4-5

Transmitter Location 15th Floor, Bank of Lansing Bldg.

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, Lang-Worth

Personnel

President Lt. Harold F. Gross

Acting Station Manager Fred W. Wagenvoord

Commercial Manager O. S. Jones

Sales Promotion Manager Jack Parker

Production Manager Jack Parker

Program Manager Bob Innes

Chief Engineer Melvin Wirth

W K L A

LUDINGTON—EST. 1944

MUTUAL—BLUE

MICHIGAN & WOLVERINE & ABC

Frequency 1450 Power 250 Watts

Owned & Operated By Ludington Broadcasting Co.

Address Masonic Temple Bldg.

Phone 842

Transmitter Location E. Ludington Ave.

Time on the Air 7 a.m. to 10 p.m.; Sunday,

7:30 a.m. to 11:00 p.m.

Transcription Service McGregor

Representatives Burn-Smith Co.

Personnel

President Karl F. Ashbacher

Station Manager Karl F. Ashbacher

Sales Manager C. Leonard Pell

Program Director Peter A. Mars

Chief Engineer Hale Blakely

W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: The Liberty Street Church

Address 803 Liberty St.

Phone Numbers 455-J; 455-M

Transmitter Location 803 Liberty St.

Time on the Air Specified Hours

Personnel

President-Station

Manager Frank S. Hemingway

(Non-Commercial Station)

W D M J

MARQUETTE—EST. 1931

MUTUAL—NORTH CENTRAL—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Lake Superior Broadcasting Co.

Address 146 W. Washington

Phone Number 616

Transmitter Location 146 W. Washington

Time on the Air Unlimited license

Newspaper Affiliation Daily Mining Journal

News Service UP

Transcription Service World Broadcasting

Personnel

General Manager Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

BLUE NETWORK

MICHIGAN RADIO NETWORK

BLUE—WOLVERINE

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By Ashbacher Radio

Corp.

Business Address 432 Apple Ave.

Phone Number 26-051

Studio Address 432 Apple Ave.

Transmitter Location Muskegon Township

Time on the Air 6 a.m. to 12 Midnight

News ServiceUP
 Transcription Service.. Associated, Lang-Worth
 & McGregor
 Representative..... Burn-Smith Co.

Personnel

President.....Grant F. Ashbacker
 Station Manager.....L. A. Haney
 Commercial Manager.....William C. Wester
 Sales Promotion Manager...G. F. Ashbacker
 Program Director.....Al Vredveld
 Publicity Manager.....Bill Bennett
 Chief Announcer.....Anson Van Alstyne
 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 ServiceINS and AP
 Transcription Service... Lang-Worth; Standard
 Representative.....John E. Pearson Co.

Personnel

President and General
 ManagerH. Y. Levinson
 Program-Production Director....Wayne Byers
 Administrative Secretary.....Cloman Pipe
 Chief Engineer.....Wayne N. Cook

W H L S

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM
 WOLVERINE NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Harmon LeRoy Stevens
 and Herman LeRoy Stevens
 Address 932 Military St.
 Phone Number.....2-3151
 Transmitter Location...32nd St. and Lapeer
 Time on the Air.....7 a.m. to Midnight
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-Station Manager..Harmon L. Stevens
 Commercial Manager.....Robert Mackin
 Sales Promotion Manager.....V. O. Cram
 Musical Director.....Lyle Patterson
 Chief Engineer.....Leslie Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Royal Oak Broadcasting
 Address..... 212 West Sixth Street
 Phone Numbers.....Elmhurst 6524
 Transmitter Location.....2201 Woodward
 Heights Blvd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News ServiceINS

Personnel

PresidentG. B. Hartick
 Station and Commercial
 ManagerE. C. Thompson
 Chief Engineer.....Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Business Address610 Eddy Bldg.
 Phone Number.....2-5109



MICHIGAN'S

Most Powerful

Independent Station

W - C A R

Pontiac



Studio Transmitter.....2745 Bay St.
 Time on the Air.....7 a.m. to midnight
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Milton L. Greenebaum
 Station Manager.....Robert W. Phillips
 Commercial Manager.....Robert W. Phillips
 Chief Engineer.....Ted Seaman

W S O O

SAULT STE. MARIE—EST. 1939

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 d.; 100 n.
 Owned-Operated By.....Hiawathaland
 Broadcasting Co.

Address.....107 West Portage Avenue
 Phone Number.....3000
 Transmitter Location.....U. S. Highway No. 2
 Time on the Air.....6:45 a.m. to 11 p.m.
 Newspaper Affiliation.....Sault Ste.
 Marie Evening News
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....Stanley R. Pratt
 Commercial Manager.....Richard Y. Burnett
 Program Director.....Herb Mitchell
 Promotion Manager.....Wilfred Morley
 Chief Announcer.....Ray Ulbrich
 Chief Engineer.....Eugene Kaari

W T C M

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern Broad-
 Casting Company

Address.....Anderson Building
 Phone Number.....Traverse City 1150
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Associated Radio Sales

Personnel

President.....Les Biederman
 Sales Manager.....Drew McClay
 Program Director.....Don Mullen
 Publicity Director.....Virginia Halsal
 Chief Engineer.....Wm. Kiker

MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287

K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM &
 BLUE NETWORK

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.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President and Station Manager..E. L. Hayek
 Assistant Station Manager-Director of War
 Programs.....Warner C. Tidemann
 Commercial Manager.....James Delmont
 Program Director.....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.,
 West Duluth, Minn.

Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:45 a.m. to 12 midnight

News Service.....AP
 Transcription Service..Lang-Worth; Standard
 Radio; MacGregor
 Representative.....Free & Peters, Inc.

Personnel

President-Station Manager..Dalton LeMasurier
 Commercial Manager.....Odin S. Ramsland
 Sales Promotion and Publicity
 Manager.....Joseph C. Cook
 Program and Production
 Director.....Don Mathers
 Chief Engineer.....Robert A. Dettman

through

network YOU NOW REACH
A FARM MARKET OF

\$7,039,223.00

76 stations
offering you a
blanket coverage
of

- Missouri
- Montana
- Nebraska
- North Dakota
- South Dakota
- Wisconsin
- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota

ONE NETWORK TO REACH ONE FARM AUDIENCE

NCBS is now ready to offer you a farm network exclusive of anything that has previously been available in the way of a rural audience. Thru the combination of Mississippi Valley Network, which is operated by North Central Broadcasting System, Inc., you have an agricultural coverage of 1,598,762 farm radios. Potential customers for all farm products. Programs presented will be created exclusively for the farm population eager for your advertising message.

The Mississippi Valley Network will give blanket coverage of the principal sections in the United States which produce more than three-fourths of the agricultural products, grain and livestock each year. North Central Broadcasting System presents a maximum rural coverage over this exclusive agricultural network.



Mississippi Valley Network..

OPERATED BY **NORTH CENTRAL BROADCASTING SYSTEM, INC.**

for further information
write to.....
New York
8 East 41st Street
Lexington 2-6892

JOHN W. BOLES, President
St. Paul, Minnesota
First National Bank Bldg.
Cedar 3379

Chicago, Illinois
360 North Michigan Avenue
State 0361

WEBC

DULUTH—EST. 1924
 NATIONAL BROADCASTING
 CO.—ARROWHEAD NETWORK
 NORTHWEST NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Head of The Lakes
 Broadcasting Co.

Address WEBC Bldg.
 Phone Number Melrose 2873
 Transmitter Location 40th and Tower,
 Superior, Wisc.

Time on the Air Unlimited License
 News Service UP and AP
 Transcription Service NBC Thesaurus
 Representative George P. Hollingbery
 Co.

Personnel

Station Manager Walter C. Bridges
 Dir. of Operations H. E. Westmoreland
 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

KGDE

FERGUS FALLS—EST. 1926
 MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned-Operated By KGDE Broadcasting Co.
 Address Fergus Falls
 Phone Number 3986
 Transmitter Location Fergus Falls
 Time on the Air Unlimited license

Personnel

General Manager C. L. Jaren

WMFG

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 Broad-
 casting Co.

Address Androy Hotel
 Phone Number 1150
 Transmitter Location Androy Hotel
 Time on the Air Unlimited time
 News Service UP
 Representative George P. Hollingbery Co.

Personnel

Station Manager H. S. Hyett
 Dir. of Operations H. E. Westmoreland

KYSM

MANKATO—EST. 1938
 NBC

SOUTHERN MINNESOTA NETWORK
 NORTHWEST NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Operated By Southern Minnesota Supply Co.
 Owned F. B. Clements & Co.
 Address 101 North 2nd Street
 Phone Number 4673
 Transmitter Location Belgrade Hill—North
 Mankato, Minn.

Time on the Air 6 a.m. to midnight
 News Service UP
 Transcription Service NBC, Thesaurus &
 Lang-Worth
 Representative John E. Pearson Co.

Personnel

President F. B. Clements
 General Manager John F. Meagher
 Sales Promotion Managers Kay McKenna &
 Glenn Hershey
 Program Director Bob Gardner
 Production Manager Bob Gardner
 Publicity Director Dick Johnson
 Musical Director Maurice Piche
 Chief Announcer Larry Turner
 Chief Engineer James Houts
 Record MC John Morris

WCCO

MINNEAPOLIS-ST. PAUL—EST. 1924
 COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc. Power: 50000 Watts
 Owned-Operated By Columbia Broadcasting
 System, Inc.

Business Address 625 Second Avenue So.
 Phone Number Main 1202
 Studio Addresses: 625 Second Avenue So.,
 Minneapolis, Minn.; Hotel Lowry, St. Paul
 Transmitter Location Anoka, Minn.
 Time on the Air 5 a.m. to 1 a.m.
 News Service AP; UP
 Transcription Service Lang-Worth and
 Standard
 Representative Radio Sales

Personnel

President William S. Paley
 General Manager A. E. Joscelyn
 Program Director Al Sheehan
 Sales Promotion Manager Sam H. Kaufman
 Director of Press Information Sam Kaufman
 Musical Director Wallace Olson
 Chief Engineer Hugh S. McCartney

WE KNOCKED THE TOP OFF YOUR POST-WAR HUMP- THREE YEARS AGO! . . .

No matter how complete your post-war plans, you won't be over the hump until you've successfully marketed your product.

KSTP can take care of that for you here in the vital Twin Cities Market. Because for the past three years we have been busy carrying out our "Pre-War Plan for Post-War Selling." For the past three years we have been busy building increased station acceptance throughout our coverage area. For the past three years we have been busy building a merchandising machinery that really works.

We've promoted an even greater audience in the Metropolitan Twin Cities area. We've greatly increased our audience in Rural Minnesota. And we've developed Planalyzed Promotion—the exclusive KSTP plus merchandising service advertisers and agencies tell us is outstanding in the country. If you're not personally familiar with Planalyzed Promotion, ask any agency or advertising executive for whom it has worked.

We, or our national representatives, will be glad to tell you more about this "Pre-War Plan for Post-War Selling." Give us the opportunity when you're planning your next schedule.

50,000 WATTS **KSTP** CLEAR CHANNEL

MINNEAPOLIS - ST. PAUL

Exclusive NBC Affiliate for the Twin Cities . . . The Northwest's Leading Radio Station

Represented Nationally by Edward Petry & Co.

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc. Power: 5000 d.; 500 n.
 Owned-Operated By: George W. Young
 Address: Nicollet Hotel
 Phone Number: BRidgeport 7777 (Mpls.);
 Midway 6363 (St. Paul)
 Transmitter Location: 7401 Wayzata Blvd., Min-
 neapolis (Route 7)
 Time on the Air: 6 a.m. to sunset, MST.
 News Service: AP
 Transcription Service: Standard Radio,
 Lang-Worth
 Representative: William G. Rambeau Co.

Personnel

Owner and General Manager: George W. Young
 Commercial Manager: Lee L. Whiting
 Program-Production Director: Richard M. Day
 Musical Director: Walter Rudd
 Chief Engineer: Dr. Geo. W. Young
 Technical Supervisor: George K. Jacobsen

W L B

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc. Power: 5000 Watts
 Owned-Operated By: University of Minnesota
 Address: WLB, University of Minnesota
 Phone Number: Main 8177
 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: E. W. Ziebarth
 Program Director: Betty T. Girling
 Chief Announcer: Paul Brissey
 Production Manager: Delwin Dusenberry
 Publicity Director: Ruth Swanson
 Chief Engineer: Berten 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 12:30 a.m.; Sun-
 days, 7:30 a.m. to 12:30 a.m.

News Service: INS
 Transcription Service: Standard
 Representative: John E. Pearson Co.

Personnel

President: Ralph L. Atlas
 General Manager: E. S. Mittendorf
 Commercial Manager: Fred F. Laws
 Sales Promotion Manager: Mary Bowers
 Program Director: Edna Brautigam
 Production Manager: Tish Post
 Musical Director: Verne Rooney
 Engineering Supervisor: Gene Brautigam
 Technical Advisor: Harvey Headen

W T C N

MINNEAPOLIS—EST. 1934

BLUE NETWORK
 DAIRYLAND NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
 Owned By: St. Paul Dispatch-Pioneer Press &
 Minnesota Tribune Co.
 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
 News Service: AP & UP
 Transcription Service: Associated Music
 Publishers & Langworth
 Representative: Free & Peters

Personnel

President: Clarence C. Hagman
 Station Manager: C. T. Hagman
 Commercial Manager: F. Van Konyenburg
 Sales Promotion Manager: C. J. Rian
 Program Director: Judy Bryson
 Production Manager: Douglas Davies
 Publicity Director: C. J. Rian
 Musical Director: Michael Coscio
 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),
 Radio City (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

MINNESOTA

News Service..... AP, UP
Radio News Association
Transcription Service..... NBC Thesaurus,
World Broadcasting, Lang-Worth, Standard
Radio
Representative..... Edward Petry & Company

Personnel

President-General Mgr... Stanley E. Hubbard
Vice-President-Assistant Mgr... K. M. Hance
Sales Manager..... Ray C. Jenkins
Program Director..... Corinne Jordon
Sales Promotion and Publicity
Manager Sam Levitan
Public Service Director..... Sam Levitan
Farm Editor..... Gary Wiegand
News Editor..... John Verstraete
Artists' Bureau Head..... David Stone
Musical Director..... Leonard Leigh

WMIN

ST. PAUL & MINNEAPOLIS
EST. 1936

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... WMIN Broadcasting
Company
Address..... 1287 St. Anthony Ave. (St. Paul)
Phone Number Nestor 6501
Transmitter Location..... 1287 St. Anthony Ave.
Time on the Air: 6 a.m. to 12:05 a.m..
News Service AP
Transcription Service..... Standard Radio
Representatives..... Forjoe & Co.

Personnel

President and General Mgr... Edward Hoffman
Assistant General Mgr... Frank M. Devaney
Commercial and Sales
Promotion Manager..... Samuel N. Nemer
Program-Publicity Director... Marilyn Powell
Musical Director..... Helene Nesgard
Chief Engineer..... Warren Fritze

KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1340 Kc..... Power: 250 Watts
Owned and Operated By: KVOX Broadcasting
Co., Inc.
Address..... Comstock Hotel
Phone Number..... 3-1523
Transmitter Location.. 14th St. and 12th Ave.,
South
Time on the Air..... 6 a.m. to 11 p.m.
News Service UP
Representatives: North Central Broadcasting
System

Personnel

President John Boler
Station Manager..... M. M. Marget
Commercial Manager..... M. M. Marget
Program Director..... Jocelyn Birch
Chief Engineer..... Harry E. Vose

WCAL

NORTHFIELD—EST. 1922

Frequency: 770 Kc..... Power: 5000 Watts
Owned-Operated By..... St. Olaf College
Business Address..... St. Olaf College
Phone Number..... Northfield 770
Studio Addresses..... St. Olaf College,
425 So. Fourth St., Minneapolis
Time on the Air... 6 a.m. to 10:30 a.m. daily;
7 to Sunset, Sunday

Personnel

President..... Dr. Clemens M. Grankov
Director of Station..... Milford C. Jensen
Program Director..... David Johnson
Chief Announcer..... Richard Copperud
Musical Director..... Oscar R. Overby
Chief Announcer..... Otto Haldorsen
(Non-Commercial Station)

KROC

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK
SOUTHERN MINNESOTA NETWORK
MINNESOTA RADIO NETWORK

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Southern Minnesota
Broadcasting Co.
Address..... 100 First Ave. Building
Phone Number..... 3924, 3925
Transmitter Location... Highway 52, Cascade
Time on the Air..... 6:00 a.m. to 12:30 a.m.;
Sundays, 8 a.m. to 12:30 a.m.
News Service..... UP
Transcription Service..... NBC Thesaurus &
Standard
Representative..... Radio Advertising Corp.

Personnel

President..... Agnes P. Gentling
Station Manager..... Gerald H. Wing
Commercial Manager..... Larry Nuss
Program Director..... Cal Smith
Chief Engineer..... Fred C. Clarke

KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc..... Power: 250 Watts

Owned-Operated By....Times Publishing Co.
 Address.....Weber Building
 Phone Number.....3330, 3331
 Transmitter Location.....Military Highway
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....St. Cloud Times
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 National Sales Office (Northwest Network)
 Ray C. Jenkins, Radio City, Minneapolis
 Representatives.....Edward Petry Co.

Personnel

President-General Manager....Fred Schllplin
 Commercial Manager.....John P. Paulson
 Program Director.....Lucile Miller
 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.....17th Street and Sixth Ave. South
 Phone Number.....2000
 Transmitter Location.....Virginia
 Time on the Air.....7 a.m. to 10:30 p.m.
 Newspaper Affiliation.....Superior Telegram
 News Service.....UP
 Representative.....George P. Hollingbery Co.

Personnel

Manager.....O. H. Peterson
 Dir. of Operations.....H. D. Westmoreland

K W L M

WILLMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Lakeland Broadcasting
 Business Address.....Willmar Memorial Bldg.
 Phone Numbers.....1340, 1310, 910
 Transmitter Location.....Foot Lake
 Time on the Air..6 a.m. to 12 midnight, week-
 days; 7:30 a.m. to 12 midnight, Sundays
 News Service.....UP
 Representative.....John E. Pearson Co.

Personnel

President-Mgr.....W. H. Linder
 Program Director.....Willard Linder
 Chief Engineer.....Lloyd Stenberg

K W N O

WINONA—EST. 1938

BLUE NETWORK

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..6:30 a.m. to 11 p.m.; Saturday
 6:30 a.m. to 1 a.m.
 Newspaper.....Winona Republican Herald
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President.....M. H. White
 Treasurer.....H. R. Weicking
 General and Commercial Mgr..L. L. McCurnin
 Sales Promotion Manager.....P. J. Love
 Program-Publicity Director.....Mary Leu
 Production-Artists Bureau.....H. I. Tingley
 Chief Announcer.....Irving Tingley
 Chief Engineer.....L. L. McCurnin

FOR QUALITY

AP !

MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W R O X

CLARKSDALE—EST. 1944

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By..... Clarksdale Broadcasting Co.
 Business Address..... 321 Delta Ave.
 Phone Number..... 218
 Studio Address..... 321 Delta Ave.
 Transmitter Location... 1 mile No. of Clarksdale
 Time on Air... 6 a.m. to 11 p.m. daily; 7 a.m. to 11 p.m. Sunday
 Transcription Service..... World & Keystone
 Representatives..... Sears and Ayers

Personnel

Station Manager..... David M. Siegel
 Sales Manager..... William R. Pharr
 Program Director..... Carroll Jackson
 Musical Director..... Hugh W. Smith
 Chief Engineer..... Charles R. Hicks

W C B I

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM

MID-SOUTH NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned & Operated By..... Birney Imes, Jr.
 (U. S. Army Air Corps.)
 Business Address..... Gilmer Hotel
 Phone Number..... 1313
 Studio Addresses.... Gilmer Hotel, Columbus;
 Transmitter Location..... 1st and Main Sts.
 Time on the Air..... 18 hours daily
 Newspaper Affiliation... Columbus Commercial Dispatch
 News Service..... AP
 Transcription Service..... Standard Radio,
 Keystone Broadcasting System
 Representative..... Sears and Ayer, Inc.

Personnel

Owner..... Capt. Birney Imes, Jr.
 General Manager..... Bob McRaney
 Commercial Manager..... James Eatherton
 Program Director..... Yvonne Brisbane
 Publicity-Promotion Director.... Bob McRaney
 Chief Announcer and
 Production Manager..... Mims Boswell, Jr.
 Chief Engineer..... Jack V. Jones

W J P R

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI NETWORK

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..... 6:30 a.m. to 10:30 p.m.
 News Service..... UP
 Transcription Service..... World

Personnel

Owner..... John R. Pepper
 General Manager..... Emmet H. McMurry
 Commercial Manager..... Frank W. Baldwin
 Program Director..... Bill McHan
 Production Manager..... Emmet H. McMurry
 Chief Engineer..... Horace S. Colby

W G R M

GREENWOOD—EST. 1938

BLUE NETWORK

MISSISSIPPI NETWORK

Frequency: 1240 Kc. Power: 250 Watts

WGCM

Voice of the
 MISSISSIPPI GULF COAST
 BLUE NETWORK
 Gulfport, Biloxi, Miss.

OFFERS

INCREASE IN
 POPULATION
 BUYING POWER
 PAYROLLS

SITUATED IN ONE OF
 THE RICHEST MARKETS
 IN THE SOUTH.

National Reps.:
 SEARS & AYER, INC.
 Chicago, New York
 and San Francisco



Owned-Operated By.....P. K. Ewing
 Address222 Howard Street
 Phone Number1900
 Transmitter Location.....North Greenwood
 Time on the Air.....6:30 a.m. to 11 p.m.
 Transcription Service, Keystone Broadcasting
 System, C. P. MacGregor

Personnel

PresidentP. K. Ewing
 Station-Commercial Manager.....F. C. Ewing
 Program Director.....Lorene Wood
 Chief Announcer.....Josephine Williams
 Chief Engineer.....David L. Dodd

WGCM

GULFPORT—EST. 1929

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned and Operated By.....WGCM, Inc
 Business Address.....Hewes-Martin Bldg.
 Phone Number.....Gulfport 1111
 Studio Addresses.....Hewes-Martin Bldg.
 (Gulfport)
 Transmitter Location.....Arlington Heights
 Time on the Air.....6:55 a.m. to 11 p.m.:

Sundays, 7:55 a.m. to 10 p.m.
 News ServiceAP
 Transcription Service.....Standard, Keystone
 Representative.....Sears & Ayer

Personnel

President-Owner.....Hugh O. Jones
 Program-Production Manager.....C. E. Vann
 Sales Manager.....Mrs. O. L. Owens
 Publicity Director.....Mary Scearce
 Musical Director.....Len Campbell
 Chief Engineer.....Donovan Murphy

WFOR

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.

REBEL NETWORK

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
 Transcription ServiceStandard

NOW AVAILABLE!

The **MIDSOUTH NETWORK**

WCBI — WELO — WROX

COLUMBUS
Miss.

TUPELO
Miss.

CLARKSDALE
Miss.

(LINE FACILITIES BETWEEN ALL STATIONS AVAILABLE)

AT ATTRACTIVE PACKAGE RATES

REACH THE GREATER MISSISSIPPI MARKETS WITH THESE
 PROGRESSIVE STATIONS

Birney Imes, Jr.
Owner

Bob McRaney
General Manager

SEARS & AYER, Reps.

NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY
 SAN FRANCISCO PORTLAND

Personnel

President and General Manager... C. J. Wright
 Commercial Manager... H. L. Patterson
 Program Director... Ed Jenkins
 Chief Engineer... L. E. Sanders

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 (Com'l Dept.),
 2-2641 (Studios)
 Studio Address... Heidelberg Hotel
 Transmitter Location... U. S. Highway No. 51
 Time on the Air... Unlimited license
 News Service... UP
 Transcription Service... NBC Thesaurus;
 C. P. MacGregor
 Representative... George P. Hollingbery
 Company

Personnel

Station Manager... Wiley P. Harris
 Commercial Manager... Frank Gentry
 Sales Promotion Manager... Maurice Thompson
 Program Director... W. Taylor Briggs
 Publicity Director... Rena T. Foster
 Chief Announcer... Alan W. Bee
 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... 3-2788
 Transmitter Location... Foot of High St.
 Time on the Air... 6:30 a.m. to 11 p.m.
 News Service... AP
 Transcription Service... Standard Radio
 Representative... Weed & Co.

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 Engineer... C. A. Perkins

W A M L

LAUREL—EST. 1932

**NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM
 REBEL NETWORK**

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By... New Laurel Radio
 Station, Inc.

Address... 535½ Central Ave.
 Phone Number... 288
 Transmitter Location... Washington Road
 Time on the Air... 6:30 a.m. to 11:05 p.m.
 News Service... UP
 Transcription Service... Standard Radio
 Representative... George P. Hollingberry Co.

Personnel

President... D. A. Matison
 Station Manager... H. M. Smith
 Commercial Manager... W. C. DeHority
 Program Director... Frank Holifield
 Chief Engineer... Bruce Dennis

W S K B

McCOMB—EST. 1939

**KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI NETWORK**

Frequency: 1230 Kc... Power: 250 Watts
 Owned-Operated By... McComb Broadcasting
 Corp.

Business Address... Box 111
 Phone Number... 37
 Studio Address... WSKB Bldg.
 Transmitter Location... Pike County
 Time on the Air... 6 a.m. to 10 p.m.
 News Service... AP
 Transcription Service... Associated

Personnel

President... Robert L. Sanders
 General and Commercial
 Manager... George Blumenstock
 News Director... Joseph Trainor
 Program Director... Julia D. Blumenstock
 Publicity Director... Carl Simmons
 Chief Announcer... Robert Nickey
 Musical Director... Julia D. Blumenstock
 Chief Engineer... Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc... Power: 1000 Watts
 Owned-Operated By... Mississippi Broad-
 casting Co., Inc.

Address... Threefoot Building
 Phone Number... 1042
 Transmitter Location... Highway No. 45 North
 Time on the Air... 7 a.m. to 11:30 p.m.
 News Service... UP
 Transcription Service... NBC Thesaurus
 Standard

Personnel

General and Commercial Mgr... D. W. Gavin
 Program-Musical Director... Mrs. D. W. Gavin

WMIS

NATCHEZ—EST. 1941
MISSISSIPPI NETWORK
LOUISIANA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Broadcasting Co.
Address.....City Bank & Trust Co. Bldg.
Phone Number.....1515
Transmitter Location...Highway No. 61, North
Time on the Air...7 a.m. to 10 p.m., weekdays;
9 a.m. to 10 p.m., Sundays
News ServiceUP
Transcription ServiceWorld

Personnel

President.....P. K. Ewing
Station Manager.....P. K. Ewing, Jr.
Commercial Manager.....Mac Howell
Chief Engineer.....Thos. Patterson

WELO

TUPELO—EST. 1944
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business Address.....WELO Bldg.
Phone1242
StudioWELO Bldg.
Transmitter Location.....Highway 45
Time on the Air.....6 a.m. to 10:30 p.m.
News Service.....AP
Transcription..Standard, Lang-Worth, Keystone
Representatives.....Sears & Ayers

Personnel

President-Owner.....Birney Imes, Jr.
Station Manager.....Gene Tibbet
Sales Manager.....Bob Evans
Chief Engineer.....Leroy Green

WQBC

VICKSBURG—EST. 1931
BLUE NETWORK

Frequency: 1420 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
News Service.....AP
Transcription Service.....World Broadcasting

Personnel

President.....L. P. Cashman
General Manager.....O. W. Jones
Chief Engineer.....C. E. Drake

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to the entertainment
world.

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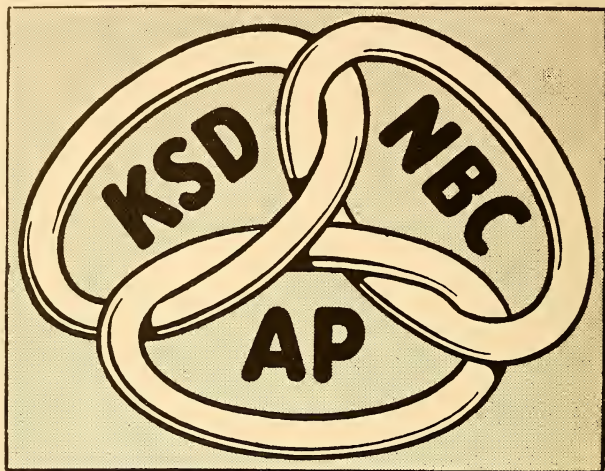


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The Combination that -C-L-I-C-K-S- in St. Louis



KSD is the NBC basic station for St. Louis. It is 225 miles to the nearest other outlet of "The Network Most People Listen to Most." • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—combining the special radio wires of Press Association, Inc., with the world-famous news wires of AP. • KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standards of programming and advertising acceptance. • To sell the great St. Louis market, use "The Combination that Clicks."

Owned and Operated by
**THE ST. LOUIS
POST-DISPATCH**

Nationally Represented by
FREE & PETERS, Inc.

KSD

ST. LOUIS • 550 KC

MISSOURI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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

Personnel

President-General Manager . . . Oscar C. Hirsch
Sales Manager Ralph L. Hirsch
Program Director Virginia Bahn
Chief Engineer R. L. Hirsch

K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned By . . . Star Times Publishing Company
Operated By KFRU, Inc.
Address Ninth and Elm Sts.
Phone Number 4141-42
Transmitter Location 1200 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, St. Louis
News Service UP
Transcription Service NBC Thesaurus &
Standard
Representative John Blair & Co.

Personnel

President Elzey Roberts
Station Manager Foster H. Brown, Jr.
Commercial Manager . . . Foster H. Brown, Jr.
Program Director Harold Douglas
Musical Director Dorothy Jacques
Chief Engineer Robert Haigh

K H M O

HANNIBAL—EST. 1941

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . . . Courier Post Publish-
ing Co.
Address 102½ S. Main St.
Phone Number 3450-51
Transmitter Location Lindell Ave.

Time on the Air 5:30 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation . . . Hannibal Courier-
Post
News Service AP
Transcription Service Lang-Worth & NBC
Representative John E. Pearson Co.

Personnel

Pub., Courier-Post E. L. Sparks
General and Commercial
Manager Wayne W. Cribb
Program Director Maxine Dierking
Promotion and Publicity
Director Wayne W. Cribb
Chief Engineer Robert Schenke

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By . . . Tribune Printing Co.
Business Address 210 Monroe
Phone Number 4000
Studio Address 210 Monroe
Transmitter Location St. Mary's Blvd.
Time on the Air Unlimited license
Newspaper Affiliation . . . Jefferson City Capitol
News & Post Tribune
News Service AP
Transcription Service Lang-Worth
Representative Sears & Ayer

Personnel

President R. C. Goshorn
Station Manager R. L. Roze
Program Director Ray Manning
Chief Engineer Harold E. White

W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Joplin Broadcasting Co.
Address Frisco Bldg., Sixth and Main Sts.
Phone Number 330-1-2-3
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 . . . Thesaurus & Standard
Representative Sears & Ayer

Personnel

President-Station Manager D. J. Poynor
Commercial Manager Abe Radunsky

In 1945

**GO PLACES IN KANSAS CITY
WITH**

KCMO



KCMO offers as bonus without cost to KCMO advertisers, the most vigorous program promotion campaign in town:

OUTDOOR POSTER SHOWINGS in Kansas City, Missouri, and Kansas City, Kansas, reaching an audited net advertising circulation or 3,555,405 people every week.

SPOT MOVIE SHORTS, each showing to an estimated audience of 335,250 entertainment seekers in leading Kansas City theaters.

These are given further impetus by KCMO broadcast contest tie-in and newspaper advertising. Get full details from your nearest John E. Pearson Company office . . . check KCMO availabilities, and find out why KCMO is the best time buy in Kansas City for '45.

Represented Nationally by
JOHN E. PEARSON COMPANY
New York — Chicago — Kansas City

**Kansas City's Basic
and ONLY
BLUE Network Station**

E. K. (JOE) HARTENBOWER, General Manager

Sales Promotion Manager..Mrs. V. A. Leverett
 Musical Director.....Stella Lukens
 Director of War Programs.....Jane Farrell
 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. (C. P. 5000 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.....5 a.m. to 1 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated Music
 Publishers, Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President.....T. L. Evans
 Station & Sales Manager...E. K. Hartenbower
 Program Director.....James Coy
 Publicity Director.....F. C. Strawn
 Musical Director.....Gene Moore
 Chief Announcer.....James Coy
 Chief Engineer.....Elza Runkle

K M B C

KANSAS CITY—EST. 1921
COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....Midland Broad-
 casting Co.
 Address.....Pickwick Hotel
 Phone Number.....Harrison 2650
 Transmitter Location...50th & Belinder Road
 Time on the Air.....5:30 a.m. to midnight;
 Sundays, 7 a.m. to 12 midnight
 News Service.....AP; UP
 Transcription Service: Lang-Worth; World
 Broadcasting System
 Representative.....Free & Peters, Inc.

Personnel

President.....Arthur B. Church
 Managing Director.....Karl R. Koerper
 Director of Sales.....Sam H. Bennett
 Promotion-Publicity Director...E. P. J. Shurick
 Merchandising-Research
 Director.....Mark N. Smith
 Program Director.....Ray Shannon
 Director of War Programs.....Gene Dennis
 Production Manager.....Fran Heyser
 Studio Director.....Kenneth Krahl
 Artists Bureau Head...James W. McConnell
 Musical Director.....P. Hans Flath
 Chief Engineer.....A. R. Moler

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 & Sunday, 6 a.m. to 12
 midnight
 Newspaper Affiliation..The Kansas City Star
 News Service.....AP
 Transcription Service.....Standard
 Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
 Station Manager.....Dean Fitzer
 Commercial Manager....R. Gardner Reames
 Program Manager.....Harry J. Kaufmann
 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
 News Service.....AP
 Representative.....Spot Sales

Personnel

President and Commercial
 Manager.....Donald Dwight Davis
 General Manager.....John T. Schilling
 Promotion-Publicity Director....Gene Garrett
 Program Director.....John Wahlstedt
 Chief Announcer.....Bob Dean
 Musical Director.....Willie Ganz
 Chief Engineer.....Henry Goldenberg
 Production Manager and Director of War
 Programs.....Dick Smith

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 7 p.m.; Sundays, 8
 a.m. to 7 p.m.

Newspaper Affiliation.... American Republic
Daily
News Service..... AP
Transcription Service..... World
Representative..... John E. Pearson Co.

Personnel

General Manager..... P. H. Cunningham
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... 6 a.m. to midnight daily; 7
a.m. to midnight, Sunday

Newspaper Affiliation... St. Joseph News-Press,
News Service..... UP
Transcription Service..... NBC Thesaurus,
Lang-Worth

Representative..... Headley-Reed Company

Personnel

President-Station Manager..... Barton Pitts
Nat'l Advertising Manager... Glen G. Griswold
Promotion Manager..... J. Ted Branson
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..... 491 South Twelfth Blvd.
Phone Number..... Central 8240
Transmitter Location... 16 miles south of St. Louis
Time on the air... Sundays, 6 a.m. to 1 a.m.;
weekdays, 5 a.m. to 1:30 a.m.

News Service..... AP, Transradio, UP
Transcription Service..... Associated Music
Publishers; Lang-Worth

Representative..... Radio Sales

Personnel

General Manager..... Frank E. Falknor
Assistant to Manager..... Arthur Casey
Sales Manager..... Wendell B. Campbell, 2nd
Sales Promotion and Advertising

Manager..... David Mars
Director of Program Sales..... C. G. Renier
Public Events Director..... Jerry Hoekstra
Program Director..... Blaine Cornwell
Radio Sales Representative... Carter Ringlep
Director of Press Information... 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 a.m. to 1 a.m. daily; 7 a.m.
to 1 a.m. Sunday

Newspaper Affiliation..... St. Louis Post-
Dispatch

News Service..... AP
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 1 a.m.
News Service..... UP; Reuters
Transcription Service..... World Broadcasting
System

Representative..... Paul H. Raymer Company

Personnel

President..... R. T. Convey
Station Director..... Ray E. Dady
General Sales Manager... V. E. Carmichael
Program Director..... John Tinnea
Publicity Director..... Bob Richardson
Musical Director..... Carl Hohengarten
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 Pub. Co.

Address..... 12th and Delmar Bldgs.
Phone Number..... Chestnut 3700
Transmitter Location..... Horse Shoe Lake,
Madison County, Ill.

Time on the Air... 5 a.m. to 1 a.m. daily; 6 a.m.
to 1 a.m. Sunday

Newspaper Affiliation.....St. Louis Star-Times
 News Service.....INS; UP
 Transcription Service.....Associated Music
 Publishers; Standard Radio
 Representative.....Blair & Company

Personnel

President.....Elzey Roberts
 Station Manager.....C. L. Thomas
 Promotion Manager.....M. Medearis
 Production Manager.....E. Muschany
 Publicity Director.....Paul Godt
 Musical Director.....Robert W. Swain
 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; World
 Representative.....John E. Pearson

Personnel

President.....Rev. Patrick J. Holloran, S. J.
 General Manager.....Nicholas Pagliara
 Sales Manager.....Leonard Frankel
 Program Director.....Don Lochner
 Publicity Director.....Clifford Lanctot
 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 Hotel
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,
 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m.
 to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President and General Manager,
 Lester A. Benson
 Vice-President.....Clarence W. Benson
 Commercial Manager.....Ken Parke
 Program Director.....Mel Kampe
 Production Manager.....Neil Norman
 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.....World

Personnel

Station Manager.....Herman H. Hohenstein
 Production Manager-Chief Announcer,
 Elmer Knoernschild
 Accountant-Office Manager..William C. Krato
 Musical Director.....Gerhardt Schroth
 Chief Engineer.....Carl H. Meyer

* Non-Commercial Station.

K D R O

SEDALIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Milton J. Hinlein d/b as
 KDRO Broadcasting Station
 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.; Sundays,
 7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service..Keystone Broadcasting
 System

Personnel

President.....Milton J. Hinlein
 Sales Manager.....Milton J. Hinlein
 Program Director.....Phoebe E. Trout
 Chief Announcer.....Herbert Brandes
 Chief Engineer.....Wayne Pash

K G B X

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By..Springfield Broadcasting
 Co.
 Address.....508 St. Louis St.
 Phone Number.....1360-1-2-3
 Transmitter Location.....Bolivar Road
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Springfield News-
 papers, Inc.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingberry Co.

Personnel

President H. S. Jewell
 Station and Commercial
 Manager J. Gordon Wardell
 Program Director Carl Fox
 Chief Announcer Dudley Morris
 Chief Engineer E. Dennis White

K T T S

SPRINGFIELD—EST. 1941

COLUMBIA

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Independent Broad-
 casting Co.
 Address Chamber of Commerce Bldg.
 Phone Number 4303
 Transmitter Location... Chamber of Commerce
 Bldg.
 Time on the Air... 6:30 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1 a.m.
 News Service AP
 Transcription Service World Broadcasting
 System
 Representative Sears & Ayer, Inc.

Personnel

President J. H. G. Cooper
 Station Manager G. Pearson Ward

Commercial and Sales Promotion

Manager Bob Burke
 Program Director Frank McAtee
 Musical Director M. Dale Thurman
 Acting Chief Engineer Wm. F. Curry

K W T O

SPRINGFIELD—EST. 1933

BLUE NETWORK

Frequency: 560 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... Ozarks Broadcasting Co.
 Address 508 St. Louis St.
 Phone Number 1360-1-2-3
 Transmitter Location Fremont Road
 Time on the Air 5 a.m. to midnight
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson

Personnel

Chief Executive & Station Manager... Ralph D.
 Foster
 Sales Manager Leslie L. Kennon
 Sales Promotion and Publicity
 Manager M. Wayland Fullington
 Program Director Ralph A. Nelms
 Director of War Programs Ralph Nelms
 Production Manager Al Stone
 Musical Director Hugh M. Aspinwall
 Chief Engineer Fritz Bauer

MONTANA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287

K G H L

BILLINGS—EST. 1928

NBC NETWORK

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By Northwestern Auto
 Supply Co.
 Address Fifth and North Broadway
 Phone Number 2222
 Transmitter Location.. 7 miles west of Billings
 Time on the Air 6 a.m. to 11 p.m.
 News Service UP
 Transcription Service Standard, NBC
 Thesaurus
 Representative The Katz Agency

Personnel

President C. O. Campbell
 General Manager Franz Robischon
 Station Manager V. Braunberger
 Publicity Director Frank Manzari
 Program Director Julie Bell
 Chief Announcer Harry Turner

Musical Director Harry Turner
 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 103 W. Main St.
 Phone Number 1420
 Transmitter Location East of Bozeman
 Time on the Air 7:30 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative The Walker Co.

Personnel

President & Station Manager... Ernest A. Neath
 Commercial Manager... Win Neely
 Sales Promotion George Davenport
 Program Director Larry Binder
 Chief Engineer Jack Provis

KGIR

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By KGIR, Inc.
Address Butte
Phone Number 22-3-4
Transmitter Location 121 W. B'way
Time on the Air 7 a.m. to 11 p.m.
News Service UP
Transcription Service Lang-Worth;
C. P. McGregor; Keystone
Representative The Walker Co.

Personnel

Manager Ed. B. Craney
Sales Manager Arne Alzjoh
Chief Engineer Jack Provis

KFBB

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By Buttrey Broadcast, Inc.

Address 605 First National Bank Building
Phone Number 4377, 4378
Transmitter Location 4½ miles west of Great Falls
Time on the Air 6 a.m. to 11:30 p.m. daily;
8 a.m. to 11:30 p.m. Sunday
News Service UP
Transcription Service NBC Thesaurus,
Standard Radio
Representative Weed & Company.

Personnel

President F. A. Buttrey
Program Director LeRoy Stah'
Chief Engineer Wilbur Myhre

KPFA

HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Peoples Forum of the Air
Address 1306 Eleventh Ave.
Phone Number 1240
Transmitter Location Helena
Time on the Air 8 a.m. to 12 midnight
News Service UP
Transcription Service Lang-Worth, NAB

KGHL

BILLINGS, MONTANA



AFFILIATED STATION

*The Dominant Station
in Montana and
Northern Wyoming*

5000 WATTS • 790 Kc. • N. B. C.

Represented by **THE KATZ AGENCY, Inc.**

Representative.....The Walker Co., Pacific Northwest Broadcasters

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson
Chief Engineer.....R. D. Martin

K G E Z
KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts
Lessee.....A. W. Talbot
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.....8 a.m. to 8 p.m.
News Service.....UP
Transcription Service.....MacGregor

Personnel

President.....A. W. Talbot
Station & General Manager.....Donald C. Treloar
Commercial Manager.....Glenn E. Millhouse
Program-Musical Director.....Oliver G. Colburn
Chief Engineer.....Oliver G. Colburn

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.....UP
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.....I. A. Elliot

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.....6:45 a.m. to midnight

News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Howard Wilson Co.

Personnel

President and Station Manager...A. J. Mosby
Assistant Manager-Program Director,
James Alden Barber
Sales Manager.....John R. Lindsay
Publicity Director.....Merrilyn Wentz
War Programs.....Ione Furniss
Record MC.....Syd McSloy
Chief Engineer.....Fred U. Wamble

K G C X
SIDNEY—EST. 1926

—KEYSTONE BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....E. E. Krebsbach
Business Address.....108 S. Central Ave.
Phone Number.....408
Studio Address.....Suckstorf Bldg.
Transmitter Location.....4½ miles N. E. of Sidney

Time on the Air.....8 a.m. to 8:15 a.m.
Transcription Service.....World

Personnel

President-Station Manager...E. E. Krebsbach
Sales Manager.....J. F. Krezbach
Program Director.....Helen Knopp
Chief Engineer.....Frank Toomey

FOR QUALITY !
AP !

NEBRASKA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

KORN

FREMONT—EST. 1939

NEBRASKA WIRELESS

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 9:30 p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
General Manager.....Lumir Urban
Commercial Manager.....Lumir Urban
Program Director.....Natalie Mensing
Chief Announcer.....Richard Coffey
Publicity.....Esther Hosterman
Record MC.....Jim O'Neill
Chief Engineer.....H. G. Alexander

KMMJ

GRAND ISLAND—EST 1926

Frequency 750 Kc. Power: 1000 Watts
Owned-Operated By.....KMMJ, Inc.

Address.....Ceder at Division
Phone Number.....703
Transmitter Location.....Phillips, Nebr.
Time on the Air.....Sunrise to Sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President.....Don Searle
Station Manager.....Wick Heath
Commercial Manager.....Rex Lathen
Publicity.....Ed Skinner
Program Director.....Orie Kerwood
Production Manager.....Dutch Woodward
Record MC.....Orie Kerwood
Musical Director.....Dave Rogers
Chief Engineer.....D. Swanson
Chief Announcer.....George C. Kister

KHAS

HASTINGS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....The Nebraska Broadcasting Co.

Address.....Tribune Bldg.
Phone Number.....1745-6

Transmitter Location.....Tribune Bldg.
Time on the Air...Weekdays 6:30 a.m. to 10 p.m.; Sundays 8:30 a.m. to 9 p.m.
Newspaper Affiliation...Hastings Daily Tribune
News Service.....AP
Transcription Service.....World Broadcasting System

Personnel

President.....Fred A. Seaton
Station Manager.....Duane L. Watts
Program Director.....Max Brown
Chief Engineer.....Harold Hardy

KGFW

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM
NEBRASKA RADIO NETWORK

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.....6:30 a.m. to 9:00 p.m.
News Service.....AP
Transcription Service.....Keystone
Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Lloyd C. Thomas
Station-Commercial Manager...E. Anson Thomas
Program Director.....Peg Biber
Publicity Director.....Harry Gehrett
Musical Director.....Peg Biber
Chief Engineer.....Jack Lewis
Chief Announcer.....Leonard East
Artists Bureau.....Emil Swanberg

KFAB

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 10000 Watts
Owned-Operated By.....KFAB Broadcasting Company

Address.....Sharp Bldg.
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.....AP & UP
Transcription Service.....Standard Radio, Columbia Master Works
Representative.....Paul H. Raymer Co.

Personnel

President Fred Sidles
 General Manager Hugh M. Feltis
 Station Manager Earl Williams
 Sales Promotion Manager Harold E. Roll
 Program Director W. E. MacDonald
 Publicity Director Dan Shoemaker
 Music Librarian Alene McKinney
 Chief Engineer Mark Bullock

KFOR

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Combelt Broadcasting Corporation
 Address Stuart Bldg.
 Phone Number 2-6965
 Transmitter Location 4745 Vine St.
 Time on the Air .. 7 a.m. to 12 midnight; 8 a.m. to 12 midnight Sundays
 News Service INS; AP
 Transcription Service Standard Radio, Associated, BMI
 Representative Edward Petry & Co., Inc.

Personnel

President Charles T. Stuart
 General Manager Gordon Gray
 Station Manager Melvin Drake
 Promotion Manager Bill Malone
 Program Director Ozzie Osborn
 Chief Announcer Sam Clark
 Chief Engineer Charles Winkler

WJAG

NORFOLK—EST. 1922

Frequency: 780 Kc. Power: 1000 Watts
 Owned-Operated By ... Norfolk Daily News
 Business Address Hotel Norfolk
 Phone Number 432
 Studio Address Hotel Norfolk
 Transmitter Location West of Norfolk
 Time on the Air: 6:30 a.m. to 6 p.m.; Sundays, 9 a.m. to 5:15 p.m.
 Newspaper Affiliation Norfolk Daily News
 News Service AP
 Transcription Service Lang-Worth
 Representative The Walker Co.

Personnel

President Gene Huse
 Station Manager Art Thomas
 Sales Manager Harold Kiine
 Chief Engineer Frank Weidenbach

KODY

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Radio Station WOW, Inc., Omaha

Address 1521 West 12th St.
 Phone Number 382
 Time on the Air ... 6 a.m. until 12 midnight
 News Service UP and AP
 Transcription Service Standard, Lang-Worth
 Representative John Blair & Co.

Personnel

President John J. Gillin, Jr.
 General Manager John Alexander
 Commercial Manager Joe Di Natale
 Chief Engineer Buford Eaves

KBON

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By ... Inland Broadcasting Company
 Address 2027 Dodge Street
 Phone Number Jackson 8282
 Transmitter Location 2027 Dodge St.
 Time on the Air 6 a.m. to midnight
 News Service AP
 Transcription Service Lang-Worth, World
 Representative William G. Rambeau Co.

Personnel

President John K. Morrison
 Station Manager Paul R. Fry
 Sales Promotion Manager M. K. Doyle
 Production Manager R. McCann
 Chief Engineer Richard Wlna
 Program Director Marie C. Maher
 Record MC Don Perazzo

KOIL

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By ... Central States Broadcasting Co.
 Address Omaha National Bank Bldg.
 Phone Number Jackson 7826
 Transmitter Location Council Bluffs, Iowa
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.
 News Service INS; AP
 Transcription Service Standard Radio, Associated
 Representative Edward Petry & Co.

Personnel

President Charles T. Stuart
 Sales Manager W. O. Edholm
 General Manager Gordon Gray
 Assistant Manager Harold Hughes
 Sales Prom-Merchandising Mgr. Earl W. Malone
 Program Director Harold Hughes
 Musical Director Teresa Bredar
 Chief Engineer Charley Winkler

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.....B. C. Corrigan

W O W

OMAHA—EST. 1923

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...5:30 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1:05 a.m.
 News Service.....UP, Chicago Daily News
 Foreign Service, AP

Transcription Service.....NBC Thesaurus;
 Lang-Worth; Standard
 Representative.....John Blair & Company

Personnel

President and General Mgr..John J. Gillin, Jr.
 Asst. Mgr. in Charge of Sales...Harry Burke
 Promotion Manager.....Bill Wiseman
 Program Manager.....Lyle DeMoss
 Publicity Director.....Bill Wiseman
 Director of War Programs.....Harry Burke
 Sports Editor.....Tom Dailey
 Musical Director.....Stanley Rucker
 Chief Engineer.....Wm. J. Kotera

K G K Y

SCOTTSBLUFF—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hilliard Co.
 Business Address.....1517 Broadway
 Phone Number.....856
 Studio Address.....1517 Broadway
 Transmitter Location.....South Broadway
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio

Personnel

Manager.....L. L. Hilliard
 Asst. Manager.....R. M. Stewart
 Chief Engineer.....H. Morrison

NEVADA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287

K E N O

LAS VEGAS—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nevada Broadcast-
 ing Company
 Business Address.....P. O. Box 1310
 Phone Number.....1400
 Studio Address.....El Rancho Vegas
 Transmitter Location.....El Rancho Vegas
 Time on the Air.....7:45 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Homer Owen Griffith

Personnel

Station Manager.....Maxwell Kelch
 Commercial Manager.....Paul R. Gang
 Program Director.....Don J. Erskine

K O H

RENO—EST. 1928

BLUE NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By: McClatchy Broadcasting
 Co. of Nevada
 Address.....143 Stevenson Street
 Phone Number.....5106-7
 Transmitter Location.....County Road,
 Sparks, Nevada
 Time on the Air...6:00 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation...The Sacramento Bee;
 Modesto Bee; Fresno Bee
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Robert L. Stoddard
 Chief Engineer.....Irwin Carlsen

We PUT it there!

Gardner Advertising Company
NEW YORK SAINT LOUIS
915 OLIVE STREET • ST. LOUIS 1, MO

November 3, 1944

Mr. Dal Wyant, Promotion Director
Radio Station WHEB
Portsmouth, New Hampshire

Dear Mr. Wyant:

Thank you for that splendid brochure you sent us reporting on your WHEB "Tom Mix Party!" Frankly, we have been very much impressed with it.

You may be interested to know that your report has been passed around to everybody at The Ralston Purina Company. They have all been lavish in their compliments. The whole affair was one of those grand jobs that mere words cannot repay.

To you goes our sincere appreciation for all the co-operation you have given us. We feel that the substantial increase in the Tom Mix Hooperating for the month of October is due in no small part to such grand promotional achievements as yours.

Cordially yours,

GARDNER ADVERTISING COMPANY

Clair Cari Cari
(Mrs. J. E. Cari-Cari)

CCC:ACB



B LUSHINGLY, we sunshine this page of praise.

- Typically, it attests both as to Quality and Quantity of WHEB Pro-MOTIONS. "Tom Mix Party" for Ralston Purina Company serves active proof of how it's done. Inset photo proves kids liked it, too!
- Yes, WHEB puts the MOTION in Pro-MOTION!

W H E B

PORTSMOUTH, NEW HAMPSHIRE

Represented Nationally by:

William G. Rambeau Co.
New York

Chicago

Los Angeles

Bertha Bannan
Boston

NEW HAMPSHIRE

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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
Vice President-General Manager.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Promotion Director.....Esther Linder
Chief Engineer.....Ernest Batchelder

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcasting
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location.....Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air.....7:00 a.m. to 11:15 p.m.;
News Service..... AP
Transcription Service.....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

President.....Vernon Mason
General Manager.....Martin B. Avery
Chief Engineer.....Louis Steady

WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE NETWORK, NEW ENGLAND

REGIONAL NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Broadcasting
Address.....Carpenter Hotel, 323 Franklin St.
Transmitter Location.....Merrimack, N. H.
Time on the Air.....6 a.m. to 12:05 midnight
News Service..... UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel

President.....Harry M. Bitner
Station Manager.....Caleb Paine
Commercial Manager.....Caleb Paine
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 a.m. to 11:30 p.m.
News Service..... AP
Transcription Service.....World Broadcasting System
Representative.....Spot Sales, Inc. R. C. Foster & Company

Personnel

President.....Francis P. Murphy
Station Manager.....Harvey Carter
Commercial Manager.....Hervey Carter
Chief Engineer.....Vincent H. Chandler

WHEB

PORTSMOUTH—EST. 1932

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

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, World Broadcasting System
Representative.....Wm. G. Rambeau
Bertha Bannan

Personnel

Owner.....Hon. Charles M. Dale
General Manager.....Bert Georges
Sales Manager.....Keith Field
Program Director.....Winslow Bettinson
Production Manager-Publicity.....Dal Wyant
Chief Announcer.....Philip N. Johnson
Director War Programs.....W. Bettinson
Musical Director.....Robert Athearn
Chief Engineer.....Paul Lindsay

BUY THIS **WHOM** PACKAGE!

A BIG **3** for **1** VALUE . . .



More Italians than in Leghorn and Bologna, Italy combined



More Poles than in Krakow, Poland



More Americans than in St. Louis, Boston, Washington and Los Angeles combined

Ask for details on the Tri-Lingual package featured by



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N. Y. studios and sales offices
29 W. 57th St., N. Y. C. 19, N. Y.
PL 3-4204*

Jersey City Studios—2866 Hudson Blvd.

WATCH WHOM IN "FORTY-FIVE"

1000 watts day • 500 watts night

NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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
 Studio Address: Marine Studios, Boardwalk
 Convention Hall
 Transmitter Location: W. Bangs Avenue,
 Neptune, N. J.
 Time on the Air: Shares with WCAM & WTNJ
 News Service: AP
 Representative: Spot Sales, Inc.

Personnel

President: Walter W. Reid, Jr.
 Station Manager: V. N. Scholes
 Chief Announcer: Robert Scott
 Chief Engineer: V. I. Gordon

W B A B

ATLANTIC CITY—EST. 1941
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Press-Union Publishing
 Co.
 Business Address: 1900 Atlantic Ave.
 Phone Number: 5-1111
 Studio Address: Absecon Blvd. and Beach
 Thorofare
 Transmitter Location: Absecon Blvd. & Beach
 Thorofare
 Time on the Air: 7 a.m. to 12:05 midnight
 Newspaper Affiliation: Atlantic City Press;
 Atlantic City Evening Union
 News Service: AP
 Transcription Service: World Broadcasting
 System
 Representative: Headley-Reed Co.

Personnel

President: Albert J. Feyl
 General Manager: Monroe L. Mendelsohn
 Program Director: Ralph Shoemaker
 Chief Engineer: Earle Godfrey
 War Programs: Monroe Mendelsohn

W F P G

ATLANTIC CITY—EST. 1940
 BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Neptune Broad-
 casting Corporation
 Business Address: Steel Pier
 Phone Number: I-2188
 Transmitter Location: Steel Pier

Time on the Air: 6:55 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: Associated Music
 Representative: Burn-Smith Company, Inc.

Personnel

President: John J. Laux
 Station Manager: Edwin E. Kohn
 Program Director: Edgar A. Sweet
 Chief Engineer: Blair K. Thron
 Record MC: Ray Starr

(See Page 557)

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: P. O. Box 166
 Phone Number: Bridgeton 1600
 Transmitter Location: Carl's Corners
 Time on the Air: Sunday, 7 a.m. to 10 p.m.;
 Monday and Tuesday, 7 a.m. to 9 p.m., Wed-
 nesday, Thursday, Friday & Saturday, 7 a.m.
 to 8:05 p.m.
 News Service: UP
 Transcription Service: Keystone, Lang-Worth
 Representative: Thomas F. Clark Co., Inc.

Personnel

President-Manager: Elmer Wene
 Station Manager: Paul Alger
 Commercial Manager: Burt McKinnie
 Program Manager: Lowell Ayars
 Chief Announcer: Charles D. Murrey
 Record MC: Earl Becktel
 Chief Engineer: Francis C. Fekel
 War Programs: Lowell C. Ayars

W C A M

CAMDEN—EST. 1926

Frequency: 1280 Kc. Power: 500 Watts
 Owned-Operated By: City of Camden
 Address: City Hall
 Phone Number: Camden 8690
 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
 Representative: Mack Radio Sales Co.

Personnel

Chief Executive... Mayor George E. Brunner
 Manager-Chief Engineer... Clarence E. Onens
 Sales Promotion Manager... L. M. Maxwell
 Program Director... Elizabeth Renner
 Production Manager... William Markward

W H O M

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By... New Jersey Broadcast-
 ing Corporation

Operated By... Cowles Broadcasting Co.
 Business Address... 29 W. 57th St., New York,
 N. Y.

Phone Number... Plaza 3-4204
 Studio Addresses... 2866 Hudson Boulevard;
 29 W. 57th St., New York City

Transmitter Location... Washington Street
 Time on the Air... 6:30 a.m. to 1 a.m.
 News Service... AP & UP
 Transcription Service... Lang-Worth; BMI
 National Sales Office... H. T. Ens. Jr., 29 West
 57th St., N. Y. C.

Representatives... The Katz Agency

Personnel

President... Gardner Cowles, Jr.
 Station Manager... Craig Lawrence
 Commercial Sales Manager... J. M. Compler
 Program Director-Production Manager
 Chas. Baltin

Publicity Director... Fred Coll
 Sales Promotion Manager... Jack Paige
 Musical Director... Joseph DeLuca
 Chief Engineer... Theodore Gemp

(See Page 496)

W A A T

NEWARK—EST. 1926

NEW JERSEY STATE NETWORK

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By... Bremer Broad-
 casting Corporation

Address... 11 Hill St., Newark
 Phone Number... Mitchell 2-6400
 Studio Address... 15 Hill St., Newark

Transmitter Location... Kearny
 Time on the Air... 24 hours daily
 News Service... UP & AP

Transcription Service... World Broadcasting
 System, Associated
 Representative... Radio Advertising Co., Chicago

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... Dale Kennedy

Director War Activities... Ed Cossman
 Production Manager... Lee Stewart
 Director of Research... Jay Stanlee
 Publicity... Roland Trinchard
 Chief Announcer... David Miller
 Record MC... Paul Brenner
 Chief Engineer... Frank V. Bremer
 Musical Director... Gus Steck
 Technical Supervisor... Frank V. Bremer

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc. Power: 2500 d.; 1000 n.
 Owned-Operated By... May Radio Broad-
 cast Corp.

Address... 100 Shipman Street
 Phone Number... Mitchel 2-7354
 Transmitter Location... Newark
 Time on the Air... Limited

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.

Address... 7 Church St., Paterson
 Phone Numbers... Armory 3-3400 (Paterson)
 Transmitter Location... Clifton, N. J.

Time on the Air... To local sunset
 News Service... UP
 Transcription Service... Associated Music
 Publishers

New York Office... 1501 Broadway
 Representative... Howard H. Wilson Co.

Personnel

President... James V. Cosman
 Vice-President and General Manager
 Sidney J. Flamm

Commercial Manager... A. Lewis King
 Sales Promotion... Bernard J. Shaw
 Chief Announcer... Wm. Bohack
 Program Director... Ted Webbe
 Publicity Director... David Golden
 Record MC... Bob Bright
 Chief Engineer... Earl F. Lucas

W B R B

RED BANK—EST. 1944

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By... Monmouth Broadcasting
 Co., Inc.

Address... 63-65 Broad St.
 Transmitter Location... 63 Broad St.
 Time on the Air... Show Time
 Representative... Forjoe & Company

Personnel

Sales Manager... John C. Bird

W T N J

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By.....WOAX, Inc.
 Address416 Bellevue Avenue
 Phone Number8149
 Transmitter Location: Lincoln Point, Morris-
 ville, Pa.
 Time on the Air..7 a.m. to 10:30 a.m.; 5 p.m.
 to 8 p.m.
 News Service..... UP
 Transcription Service....Langworth; C. P. Mac
 Gregor

Personnel

Vice-President-General Manager..F. J. Wolff
 Commercial Manager.....A. M. Jordan
 Sales Promotion Manager.....J. A. Marti
 Chief Engineer.....Edward P. Knowles

W T T M

TRENTON—EST. 1941

NATIONAL BROADCASTING COMPANY
 Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By....Trent Broadcast Corp.

Address.....35 West State St.
 Phone Number2-7127
 Transmitter Location.....Yardley, Pa.
 Time on the Air.....7:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated
 RepresentativeSpot Sales, Inc.

Personnel

President.....Elmer H. Wene
 Station ManagerPaul Alger
 Chief Engineer.....Theodore P. Kilmer

W A W Z*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc...Power: 5000 d.; 1000 n.
 Owned ByPillar of Fire
 Operated By.....Alma White College
 Address Zarephath
 Phone NumberBound Brook 223
 Transmitter Location..Alma White College,
 Zarephath
 Time on the Air.....Shares time

Personnel

PresidentBishop Alma White
 Chief Engineer.....N. L. Wilson
 (Non-Commercial Station)



THE LARGEST BLOCK of PRODUCTIVE TIME

for the least amount of money

For low cost sponsorship that brings results . . . it's WPAT. Smart
 programming keeps a large and varied listening audience tuned to
 930 all day long . . . every day in the week . . . every week in the year.
 Get to know WPAT . . . the fastest grow-
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WPAT } PATERSON, NEW JERSEY ● PARAMOUNT BLDG. NEW YORK

NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By...New Mexico Broadcasting Company

Address Box 1388
Phone Number 4544
Transmitter Location...Rio Grande River Delta,
West of Albuquerque

Time on the Air:.....6 a.m. to 12 midnight
News Service.....Transradio; UP
Transcription Service...World Broadcasting System

RepresentativeWeed & Co.

Personnel

General Manager.....A. R. Hebenstreit
Acting Manager.....Bob Bissell
Sales Promotion Manager.....Jerry Oppel
Program DirectorRobert Chapman
PublicityI. Stockwell
Musical Director.....Wall. Peterson
Chief Engineer.....Leonard Dodds

K O B

ALBUQUERQUE—EST. 1921

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 Kc. Power: 50000 d.; 25000 n.
Owned-Operated By...Albuquerque Broadcasting Company

Address.....418 West Gold Avenue
Phone Number.....4411
Transmitter Location...Alameda, New Mexico

Time on the Air:.....6 a.m. to 12 midnight
News Service.....INS, AP
Transcription Service.....BMI, Ascaph
Representative.....Free & Peters, Inc.

Personnel

PresidentT. M. Pepperday
.....Frank Quinn
Traffic Manager.....Martha Summers
Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Carlsbad Broadcasting Co.

Address800 South Canal Street
Phone Number244
Transmitter Location.....La Huerta, N. M.

Time on the Air7 a.m. to 9 p.m.
News ServiceUP
Representative.....Howard H. Wilson Co.

Personnel

General Manager.....Norman R. Loose
Chief EngineerCarl C. Cook

K I C A

CLOVIS—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by.....DeWitt Landis
Address4th & Main

Phone Number3
Transmitter LocationClovis
Time on the Air.....Full Time

News ServiceUP
Transcription Service.....Associated
Record Program Service Publishers
Representative.....Spot Sales, Inc.

Personnel

Station-Commercial Manager...R. B. McAllister
Sales Promotion.....Grady Maples
Chief Engineer.....Vernon Hughes

K W E W

HOBSBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 1000 Watts
Owned-Operated ByW. E. Whitmore
AddressHardin Hotel

Transmitter LocationHobbs
Time on the Air.....7 a.m. to 9 P.M.
News Service.....UP
Transcription Service.....C. P. MacGregor

Personnel

President-OwnerW. E. Whitmore
Station Manager.....Gertrude Dimpel
Chief Engineer.....Roy T. Evans

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Southwest Broadcasters, Inc.

Business Address.....P. O. Box 710
Phone Number12
Studio Address.....½ mile east of Las Vegas
Transmitter Location

.....½ mile east of Las Vegas
Time on the Air: 7 a.m. to 9 p.m.; Sundays,
11 a.m. to 7 p.m.

News ServiceUP
 Transcription Service..Standard Radio. World
 Broadcasting System
 Representative.....William G. Rambeau Co.

Personnel

President-Station Manager....E. N. Thwaites
 Program Manager.....Dorothy G. Thwaites
 Spanish Department....Henry R. Tafoya, Jr.
 Chief Engineer.....A. F. Schultz

K G F L

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address310 N. Richardson Street
 Phone Number288
 Transmitter Location511 W. 16th Street
 Time on the Air6:30 a.m. to 9 p.m.
 Transcription ServiceC. P. MacGregor

Personnel

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 Number2020
 Transmitter LocationSanta Fe
 Time on the Air.....7 a.m. to 11 p.m.
 Transcription Service.....World
 RepresentativeWeed & Co.

Personnel

PresidentA. R. Hebenstriet
 ManagerIvan Head

K T N M

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Krasin-Krutzner
 AddressTucumcari
 Phone Number100
 Transmitter LocationTucumcari
 Time on the Air.....7 a.m. to 7:15 p.m.
 Transcription Service.....Standard Radio
 RepresentativeCox & Tanz

Personnel

Station ManagerLester Knasin

FOR QUALITY

AP



W O K O

Basic CBS

for low-cost coverage and
experienced dealing with the
buyers of the Capital Area—
one of the top markets of the
country.

The RADIO CENTRE STATION

W O K O

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 273-287

W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Adirondack Broadcasting Co., Inc.

Address..... Radio Centre
Phone Number.....4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP, Transradio
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Herbert Lundberg
Sales Promotion Manager.....Paul Dennis
Program Director.....Joseph E. Nolan
Director War Programs.....Joseph E. Nolan
Musical Director.....Carl Miller
Chief Engineer.....James A. Corey
Record MC.....E. L. Trudeau

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 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP, Transradio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Promotion Manager.....Paul Dennis
Program Director.....Carl Mattison
War Programs.....Carl Mattison
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi
Record MC.....Forrest Willis

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....WMBO, Inc.
Address.....Metcalfe Building, 141 Genesee St.
Phone Number.....433
Transmitter Location.....Corner York and
Division Streets

Time on the Air.....8 a.m. to 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen
Advertiser

News Service.....AP
Transcription Service.....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....William O. Dapping
General Manager.....Frederick L. Keesee
Musical Director-Publicity
Director.....Dorothy Bolin
Chief Engineer.....Herbert House

W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Batavia Broadcasting Corporation

Address.....90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location.....Creek Road
Time on the Air.....7 a.m. to 11 p.m.; Sundays,
9 a.m. to 10 p.m.

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Sears & Ayer, Inc.

Personnel

President.....E. R. Gamble
Station Manager.....Carl R. Switendick
Sales Manager.....Frederick R. MacLaughlin
Program Director.....Harriette Taylor
Chief Engineer.....Howard Cochran

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By.....Wylie B. Jones
Advertising Agency

Address.....Arlington Hotel
Phone Number.....Binghamton 2-3461
Transmitter Location.....Ingraham
Time on the Air.....6 a.m. to 1:05 a.m.

News Service.....UP
Transcription Service.....World Broadcasting
Representative.....John Blair & Co.

ON WLIB YOU'LL *Never* HEAR...



SOAP OPERAS
SWING MUSIC

CUSTOM-PROGRAMMED to the Cream of the New York Market!

► **WLIB** carries your advertising message into the homes of New York's solid middle income families.

► **WLIB's** civilized programs avoid irritating its listeners with what they don't want. Gives them plenty of what they do want. "The Popular Classics with a Blend of the Modern" . . . a winning combination, not consistently duplicated by any other New York station.

► **RESULTS:** 66% of WLIB's listeners are over 30 years of age ("Pulse of New York")* 69% of WLIB's listeners are middle income ("Pulse of New York")* . . . 61% of WLIB's listeners do not tune in on any other station 15 minutes before or after listening to WLIB ("Pulse of New York")* . . . WLIB gained 20% greater share of total audience (Jan. 1944 to Oct. 1944) †

* "Pulse of New York" † Hoopratings



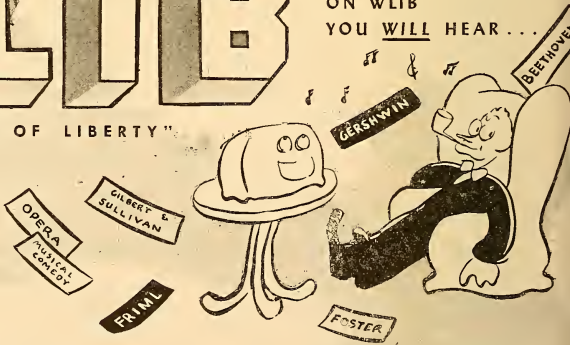
NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB
YOU WILL HEAR . . .



1190

ON YOUR DIAL
CLEAR CHANNEL

Personnel

President John C. Clark
 General Manager Cecil D. Mastin
 Sales Promotion Manager... E. Ray McCloskey
 Program Director E. Ray McCloskey
 Musical Director W. J. Gillen
 Chief Engineer Lester H. Gilbert
 Record MC Ralph Carroll

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By..... WBYN—Brooklyn, Inc.
 Address.....1 Nevins St., Brooklyn
 Phone NumberTRiangle 5-3300
 Transmitter Location.....583 Meserole St.
 Time on the Air.....Unlimited
 News ServiceAP; INS
 Transcription Service.....NBC Thesaurus

Personnel

General Manager.....William Norris
 Program Director.....Tedd Lawrence
 Chief Engineer.....Peter Testan
 (See Page 506)

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Peoples Pulpit Assn.
 Address124 Columbia Heights
 Phone NumberMAin 4-9735
 Transmitter Location.....Rossville, Staten Island
 Time on the Air.....Shares time

Personnel

Manager.....Andrew K. Wagner
 (Non-Commercial Station)

W L I B

BROOKLYN—EST. 1942

Frequency: 1190 Kc.....Power: 1000 Watts
 Owned-Operated By.....WLIB, Inc.
 Address846 Flatbush Avenue
 Phone NumberBUckminster 7-5900
 Transmitter Location.....180 Morgan Ave.
 Time on the Air...Sunrise to sunset in Ft. Wayne, Ind.
 News ServiceAP, UP, Reuters
 Newspaper Associated.....New York Post
 Transcription ServiceAssociated Music and World
 National Representative.....The Forjoe Co., Chicago

Personnel

Owner.....Dorothy S. Thackrey
 PresidentElias Godofsky
 Sales Manager.....Robert M. Scholle
 Station Manager.....Paul Gould
 Program Director.....Leonard Carlton
 Publicity Director.....Peggy Byrne
 Chief AnnouncerMurray Jordon
 Musical Director.....Eddy Brown
 Technical Director.....Frank Knecht

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Address.....485 Main Street
 Phone NumberMadison 4000
 Transmitter Location.....154 E. Eagle St.
 Time on the Air...7 a.m. to 1 a.m.; Sundays, 9 a.m. to 12 midnight
 News ServiceTransradio; AP; UP

Personnel

General Manager.....Roy L. Albertson
 Commercial Manager.....Virginia C. Fyda
 Chief AnnouncerH. C. Schellenberg
 Musical Director.....Arthur Crosson
 Chief Engineer.....Thomas L. Vines

News Comes First

at

W B N Y



Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press, Associated Press and United Press services provide many outstanding beats . . . all Western New York follows WBNY's newscasts. Fifteen newscasts daily.



W B N Y

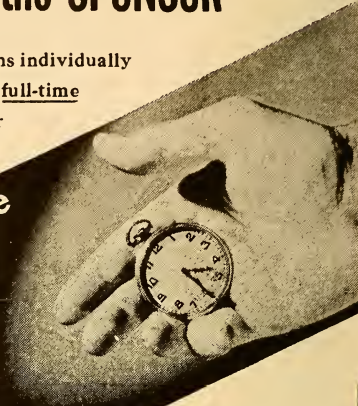
Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

Every Minute for the SPONSOR

To cover Brooklyn's Three Millions individually every minute—put Brooklyn's only full-time Radio Station, WBYN to work for your product...at the lowest cost per dollar...per listener...per result!

"minute station" service
exclusively with
WBYN
BROOKLYN
1430 ON THE DIAL



Every Minute for the LISTENER

a minute of news (A. P.—I. N. S.), local, state, national, overseas...then a minute of music...followed by a minute of racing results (*exclusive* "from the track" reports 12 to 8:30 daily)...then music again...then other sports... Continuous minute spotting of all you want to hear... on *one* station, WBYN the *only* Minute Station!

For availabilities, write WILLIAM NORINS, Gen. Mgr.,
Station WBYN, 1 Nevins Street, Brooklyn, N. Y.

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,
 8:30 a.m. to midnight
 Newspaper Affiliation.....Buffalo Evening
 News
 News ServiceAP, UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; Standard
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchhofer
 Station Manager.....C. Robert Thompson
 Program Director.....Woodrow Magnuson
 Publicity Director.....Darrell Martin
 Chief Announcer and War
 Programs.....Edward Wegman
 Musical Director.....Sinclair Armstrong
 Record MCClint Buehlman
 Chief Engineer.....Ralph J. Kingsley
 Record MC.....Clinton Buehlman

WEBR

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WEBR, Inc.
 Address23 North Street
 Phone NumberLincoln 7133
 Transmitter Location.....Larkin Terminal Bldg.
 Time on the Air.....7 a.m. to 1 a.m.; Sundays,
 8:30 a.m. to 1 a.m.
 Newspaper Affiliation..Buffalo Courier-Express
 News Service.....AP, INS
 Transcription Service.....Lang-Worth
 Standard Radio
 Representative.....Weed & Company

Personnel

PresidentPaul E. Fitzpatrick
 Station DirectorCy King
 Sales Manager.....William Doerr, Jr.
 War Program Manager.....Albert H. Zink
 Program Director.....Robert F. Kliment
 PublicityJim Kennedy
 Chief AnnouncerC. L. Allen
 Musical Director.....Irving Shire
 Record MCEd Tucholka
 Chief EngineerRaymond Lamy

WGR

BUFFALO—EST. 1922

BLUE NETWORK

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.... Buffalo Broadcasting
 Corp.
 AddressRand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location.....Hamburg, N. Y.
 Time on the Air6 a.m. to 2 a.m.
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....Free & Peters

Personnel

PresidentH. W. Deyo
 Executive Vice-President....I. R. Lounsberry
 Sales Manager.....John A. Bacon
 Program ManagerKarl Hoffman
 Sales PromotionR. McPherson
 Chief Engineer.....Karl B. Hoffman

In Buffalo it's

BUFFALO Courier-Express STATION

WEBR

MUTUAL NETWORK

for

FULL COVERAGE

at

LOWEST COST

Nationally Represented by WEED & CO.

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: 18 hours daily
News Service: UP
Transcription Service: World Broadcasting System
Representative: Free & Peters

Personnel

President: H. W. Deyo
Executive Vice-President: L. R. Lounsbury
Program Director: Karl Hoffman
Sales Manager: John A. Bacon
Sales Promotion Manager: R. McPherson
Chief Engineer: Karl B. Hoffman

W E N Y

ELMIRA—EST. 1939

NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Elmira Star-Gazette
Business Address: Mark Twain Hotel
Phone Number: 5181
Studio Address: Mark Twain Hotel
Transmitter Location: Schuyler Ave.
Time on the Air: 7:30 a.m. to 2 a.m.; Sundays, 9 a.m. to 1 a.m.

Newspaper Affiliation: Elmira Star-Gazette; Sunday Telegram; Elmira Advertiser
News Service: UP
Transcription Service: World Broadcasting System
Representative: J. P. McKinney & Son

Personnel

Director: Dale L. Taylor
Sales Manager: Phillip Cameron
Commercial Manager: Ernest F. Oliver
Program Director: Woodrow Ott
Chief Engineer: Thurlow A. Greene

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: H. H. Carman
Address: 44 So. Grove Street
Phone Number: Freeport 2418
Transmitter Location: 215 Bedell Street
Time on the Air: Shares time; WBRB, WFAS
Transcription Service: NBC Thesaurus

Personnel

Owner and General Manager: H. H. Carman
Commercial Manager: Neal Seaman
Chief Engineer: Robert Milos

W E N T

GLOVERSVILLE—EST. 1944

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Sacandaga Broadcasting Corp.

Address: 8 West Fulton St.
Phone: 4900
Transmitter Location: Harrison Ave.
Time on the Air: 7 a.m. to midnight
News Service: AP
Transcription Service: Lang-Worth
Representatives: Spot Sales, Inc.

Personnel

President & Station Manager: George F. Bissell
Sales Manager: Arthur McCracken
Chief Engineer: Wm. Murtough

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 1000 Watts
Owned-Operated By: Cornell University
Business Address: Ithaca Savings Bank
Phone Number: 3438
Studio Addresses: Ithaca Savings Bank Bldg.; Campus Studio; Cornell Countryman Bldg.; Cornell Campus

Transmitter Location: Forest Home, Ithaca
Time on the Air: 6:30 a.m. to sundown
New Orleans

News Service: UP
Transcription Service: World Broadcasting System

Representative: Howard H. Wilson Co.

Personnel

Station Manager: Michael R. Hanna
Commercial Managers: H. Stilwell Brown, Bernard F. Goodrich

Sales Promotion: Theodore T. Howes
Program Director: Joseph A. Short
Chief Announcer: John Deal
Chief Engineer: True McLean

W J T N

JAMESTOWN—EST. 1936

BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: James Broadcasting Company, Inc.

Address: 208 Hotel Jamestown Bldg.
Phone Number: 7-151
Transmitter Location: Jones & Gifford Avenue and Hallock Street Extension

Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: UP

Transcription Service Associated Music
Representative Wm. G. Rambeau Co.

Personnel

President Jay E. Mason
General Manager and
Treasurer Dayton S. Wilkins
Promotion Manager-Program
Director and War Programs A. E. Spokes
Publicity Director Catherine Lindstrom
Chief Engineer Harold J. Kratzer

W K N Y

KINGSTON—EST. 1939

MBS—THE FRIENDLY GROUP

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Kingston Broad. Corp.
Address 601 Broadway
Phone Number Kingston 4500
Transmitter Location Plainfield St., Ulster
Time on the Air 7 a.m. to 12 midnight
News Service UP
Representative Spot Sales, Inc.

Personnel

President John J. Laux
Station Manager Lou Stekete
Commercial Manager George Hard
War Programs Dick McCarthy
Chief Engineer Francis Boisvert

(See Page 557)

For

RESULTS

In

Southwestern New York and
Northwestern Pennsylvania

Ask

William G. Rambeau

Company

About

W J T N

Jamestown, N. Y.

Blue Network

W A L L

MIDDLETOWN—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Community Broad-
casting Corp.
Business Address 14 South St.
Phone Number 3119
Transmitter Location 229 Monhagen Ave.
Time on the Air 8 a.m. to 11 p.m.
News Service AP

Personnel

Co-Presidents Martin Karig, Jr.
Station Manager Martin Karig, Jr.
Commercial Manager Z. E. Van Fleet
Sales Promotion Manager Arthur L. Cooper
Program Director John W. Jones
Chief Engineer M. Karig, Jr.

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc. Power: 1000 Watts
Owned-Operated By WGNV Broad-
casting Co., Inc.
Business Address 161 Broadway
Phone Number 4-600
Studio Addresses: 161 Broadway, Newburgh;
28 James St., Middletown
Transmitter Location Cohecton Turnpike
Time on the Air 8:00 a.m. to 5:30 p.m.
Newspaper Affiliations Poughkeepsie
Newspapers, Inc.
News Service UP
Transcription Service Standard

Personnel

President Merritt C. Spidel
General Manager Harold W. Cassill
Sales Manager Joseph Rake
Program Director Richard Crans
Chief Engineer Marvin Seines
Record MC Joseph Dean

W A B C

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc. Power: 50000 Watts
Owned-Operated By Columbia Broadcasting
System, Inc.
Business Address 485 Madison Avenue
Phone Number Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E.
52nd St.; 1697 Broadway; 799 Seventh
Ave.; 251 W. 45th St.; 254 W. 54th St.; 109
W. 39th St.; 111 E. 58th St.
Transmitter Location: Columbia Island, New
Rochelle, N. Y.
Time on the Air 5.00 a.m. to 2 a.m.; Sunday,
6 a.m. to 2 a.m.

News Service.....AP; INS; UP
 Transcription Service.....Associated Music
 Publishers; Langworth Feature Programs
 Representative.....Radio Sales

Personnel

PresidentWilliam S. Paley
 General Manager.....Arthur Hull Hayes
 Commercial Manager.....John H. Field, Jr.
 Sales Promotion Manager.....Jules Dundes
 Program Director.....G. Richard Swift
 War Programs.....G. Richard Swift
 Manager of Studio
 Operation.....D. Gordon Graham
 Director of Women's
 Programs.....Margaret Allen
 Manager of Press Information.....J. E. Doyle
 Script Editor.....Arnold Michaelis
 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...WBX Broadcasting
 Co., Inc.

Address260 E. 161st Street
 Phone NumberMELrose 5-0333
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air...¾ time shared with WAWZ
 News Service.....AP
 National Representative.....Forjoe & Co.

Personnel

President.....A. L. Haskell
 Vice-President.....W. C. Alcorn
 General Manager.....W. I. Moore
 Production Manager.....Edw. Ervin
 Program Director.....Frank Johnson
 Musical Director.....Fred Mendelsohn
 Chief Engineer.....A. Solbrig

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
 Owned-Operated ByNational Broad-
 casting Co.
 Address30 Rockefeller Plaza
 Phone NumberCircle 7-8300

1920

RADIO'S 25th ANNIVERSARY

1945

WBX

is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It SELLS merchandise to the millions who have money to spend. Let us give you the facts.

Daily Programs In

- ENGLISH
-
- ITALIAN
-
- GERMAN
-
- JEWISH
-
- POLISH



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 Service AP, UP, INS
 Transcription Service NBC Thesaurus,
 Standard Radio
 Representative . . . NBC National Spot & Local
 Sales

Personnel

President Niles Trammell
 Assistant Manager deLancey Provost
 Program Director J. C. McCray
 Promotion Manager Charles B. H. Vaill
 Press Representative John McKay
 Farm Director Merton Emmert
 Sales: James V. McConnell, Mgr. Nat'l Spot
 Sales; Wm. O. Tilenius, Asst. Manager
 Director of War Programs Dwight Herrick
 Chief Announcer Patrick J. Kelly
 Musical Director Frank Black
 Chief Engineer F. A. Wankel
 (For additional personnel see listing of National
 Broadcasting Co., under Networks.)

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By Debs Memorial
 Radio Fund, Inc.

Address 117 West 46th Street
 Phone Number BRyant 9-2360
 Transmitter Location Maspeth, L. I., N. Y.
 News Service AP

Time on the Air . . . 7 a.m. to 10 a.m., 12 noon to
 6 p.m. and 8 p.m. to 1 a.m.; Sundays, 11
 a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays,
 7 a.m. to 1 a.m.

Personnel

Chairman of Board Adolph Held
 Managing Director Henry Greenfield
 Chief Announcer David Niles
 Program Director George Field
 Musical Director Nicholas Saslavsky
 Chief Engineer Charles Brown

FOR QUALITY !
AP



ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

THE TOWER THAT DEMANDS ATTENTION



DOMINATION

50,000 Watts at 1050 KC; Covers more than 15,000,000 people in primary area . . . Actually 11.6% of all people in U. S. A.

ADDITION

Secondary coverage includes prosperous New England states.

RECOGNITION

Top station for SPORTS—MUSIC—NEWS in North Eastern U. S. A.

CONFIRMATION

76% Renewed contracts prove satisfaction.

AMERICA'S MOST POWERFUL
INDEPENDENT STATION

Represented by
RAMBEAU

WHN
1050
NEW YORK

W H N

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.; Sunday, 7
 a.m. to 2 a.m.
 News Service.....UP; AP
 Transcription Service.....World Broadcasting
 System

Representatives..Wm. G. Rambeau Co., Bertha
 Bannan, Boston

Personnel

Director.....Herbert L. Petley
 Director of Sales.....Bertram Lebar, Jr.
 Sales Promotion.....Robert F. Anthony
 Program Director.....Frank Roehrenbeck
 Publicity Director.....George Lewis
 Night Manager.....Tod Williams
 Musical Director.....Don Albert
 Chief Engineer.....Paul Fuelling
 Record MC.....Dick Gilbert and Earl Hague

The Red Cross Needs



Your Unstinting Assistance

GIVE!

WINS

NEW YORK



Ever stop to consider New York as a city of Homes?

Well, it is...3,000,000 of them within the WINS primary coverage radius. 3,000,000 homes is more than the *Combined Total* of homes in the next *Three* largest cities...*Chicago, Philadelphia and Los Angeles.*

How does WINS attack this bonanza *Home Market*?

By "*Home Programming*"; a simple, yet sound formula of *Listenable* radio designed for whoever's home at any specified time of day. *Resultful?* WINS' *Audience Ratings Are Climbing Every Day.* WINS' *List Of Happy Advertisers Is Longer Than It's Ever Been...And Getting Longer Daily.*

3,000,000 radios...3,000,000 *Salesmen*...are ready to go to work for you over WINS.

NEW YORK'S HOME STATION

10,000 WATTS ... 1010 ON THE DIAL

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power 10000 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 Service.....AP, INS
 Transcription Service ...World Broadcasting
 System; Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Willard Schroeder
 Sales Manager.....John T. Adams, Jr.
 Sales Promotion.....Ann M. Wright
 Program Director.....Mary Daly
 War Programs.....Mary Daly
 Chief Announcer.....Joseph Tobin
 Musical Director.....Henry Sylvern
 Chief Engineer.....Charles B. Reynolds

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK—KEY STATION

Frequency: 770 Kc.....Power: 50000 Watts
 Owned-Operated By...American Broadcasting
 Corp.
 Address30 Rockefeller Plaza
 Phone Number.....Circle 7-5700
 Transmitter Location..Lodi, Bergen County, N.J.
 Time on the Air.....24 hours daily
 News Service.....AP, UP & INS
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative.....Blue Spot Sales

Personnel

Chairman of Board.....Edward J. Noble
 Vice Chairman of Board.....Chester LaRoche
 PresidentMark Woods
 Manager.....John H. McNeill
 Sales Manager.....Robert Garver
 Commercial Program Director.....John Hade
 Program Director.....Charles Barry
 Publicity Director.....Don Rich
 Chief Announcer.....Ray Diaz
 Musical Director.....Paul Whiteman
 Record MC.....Stan Shaw
 Chief Engineer.....George Milne

(For additional personnel see listings under
 The Blue Network in network section of this
 volume).

FOR QUALITY

AP !

BEST SPOT

**on America's
busiest airline...**

BEST APPROACH

**to America's
busiest market...**

wmca

FIRST on New York's dial

Represented by Weed & Company

AMERICA'S LEADING INDEPENDENT STATION

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone NumberCircle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air.....6:30 a.m. to 1:30 a.m.
 News Service AP
 Transcription Service.....World Broadcasting
 System
 Representative.....Weed & Co.

Personnel

PresidentNathan Straus
 Vice-President and
 General ManagerCharles Stark
 War Programs and Director of
 News and Publicity.....Leon Goldstein
 Sales Promotion Manager....Howard Klarman
 Production Manager.....Charles Wilshin
 Chief Announcer.....Joseph A. O'Brien
 Artists BureauCharles Wilshin
 Musical Director.....Jerry Sears
 Chief Engineer.....Frank Marx
 Record MC.....Jerry Lawrence and Steve Ellis

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned and Operated By: City of New York;
 Municipal Broadcasting System
 Address Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location.....10 Kent St., Brooklyn,
 New York
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP; INS

Personnel

Director.....M. S. Novik
 War Programs.....Sylvia Davies
 Chief Announcer.....T. H. Cowan
 Musical Director.....Herman Neuman
 (Non-Commercial Station)

W A A T

(See New Jersey)

FOR QUALITY
AP !

Here's one reason

WHY NEW YORK TUNES TO WNEW 24 HOURS A DAY!

WNEW knows how to pick the winners! Yes! After eleven years, WNEW knows *just* the type of radio entertainment New Yorkers enjoy.

Here are six "winners" who have found a loyal audience in the millions of listeners throughout the Metropolitan area—listeners who *buy* the products these stars recommend!

These are sales-producing programs! But they are *only* a part of WNEW's 24-hour-a-day power-packed schedule. If you like picking a winner, let WNEW go to work for you!



MAKE-BELIEVE BALLROOM
with Martin Block
Monday thru Saturday
10:00-11:30 mornings
5:35-7:30 evenings



THE WIFESAVER
with Allen Prescott
Monday thru Friday
9:35-10:00 a.m.



MILKMAN'S MATINEE
with Art Ford
Monday thru Sunday
12:00 mid.-6:30 a.m.



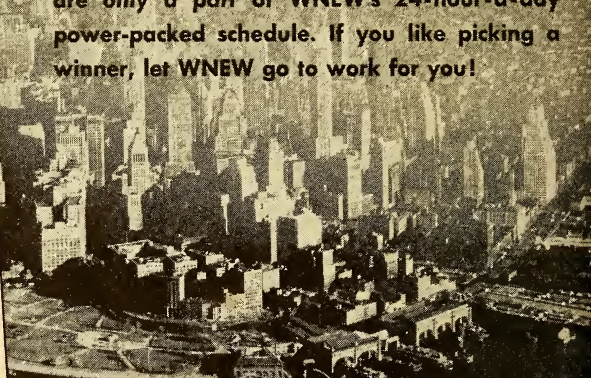
HOLLYWOOD DIGEST
with Paula Stone
Monday thru Saturday
5:15-5:30 p.m.



WAR DIARY
with George Brooks
Monday thru Saturday
7:35-7:45 p.m.



MAGIC OF MUSIC
with Bill Williams
Monday thru Saturday
8:00-9:00 p.m.



WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation

Address..... 501 Madison Avenue

Phone 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; N. Y. Daily News

Transcription Service.....Standard Radio

NBC Thesaurus, Lang-Worth

Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBerlice Judis
 Vice-President and Local

Sales Manager.....Herman Bess
 Vice-President & National Sales

Manager.....Walter Duncan

Program DirectorTed Cott
 Special Events and Publicity Director,

Jo Ranson

Sales Promotion Manager...Wm. B. McGrath

Research DirectorAlberta Curtis

Vocal DirectorJames Rich

Chief AnnouncerJohn Jaeger

Musical Director.....Merle Pitt

Chief EngineerM. J. Welner

For Up-To-The-Minute

**POPULATION AND RADIO HOMES STATISTICS AND DATA
 ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

Please Turn to Pages 273-287



NETWORK INFORMATION

Please Turn to Pages 289-320



FEDERAL COMMUNICATIONS COMMISSION

Please Turn to Pages 215-219



NATIONAL ASSOCIATION OF BROADCASTERS

Please Turn to Pages 961-970

1 2 3 **1944** 4 5 6
7 8 9 10

Month after month during 1944 WOR
carefully clocked the 10 most
popular local shows carried by *all*
New York stations.

WOR now finds that 84% of these
great programs were broadcast by WOR
during the entire year.

WOR

—*that power-full station*
at 1440 Broadway, in New York

member of the mutual broadcasting system

WOR

NEW YORK—EST 1922
MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses....1440 Broadway; 245 W.
 52nd St.; 200 W. 48th St.
 Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP; Transradio; UP;
 Transcription Service.....WOR Electrical
 Transcription & Recording Service, World
 Broadcasting System
 Representatives...M. L. Tyler (Boston); John
 Shelton, DeWitt Mower, Robert A. White
 (Chicago); Edward S. Townsend (San Fran-
 cisco)

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
 Assistant Director of
 Program Operation....Norman Livingstone
 Production Managers.....Roger Bower and
 Sherman (Jock) MacGregor
 Director of Publicity.....Charles Oppenheim
 Director of War Services and News,
 Dave Driscoll
 Chief Engineer-Secretary.....J. R. Poppele
 Director of Entertainment Dept..Nat Abramson
 Promotion and Research
 DirectorJoseph Creamer
 Musical Director.....Alfred Wallenstein
 Chief Announcer.....Eugene King
 Continuity Director.....Robert Simon

FOR QUALITY
AP !



The High Fidelity Station

WQXR

10,000 WATTS • NIGHT AND DAY



WQXQ

NEW YORK'S FIRST F. M. STATION



THE RADIO STATIONS OF
The New York Times



INTERSTATE BROADCASTING COMPANY, Inc.

730 FIFTH AVENUE • NEW YORK 19, N. Y.

Circle 5-5566

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc. Power: 10000 Watts
 Owned-Operated By . . . Interstate Broadcasting
 Company, Inc.

Address 730 Fifth Avenue
 Phone Number Circle 5-5566
 Transmitter Location . . Maspeth, Long Island,
 N. Y.

Time on the Air . . 7 a.m. to 12:05 midnight; Sun-
 days, 8:30 a.m. to 12 midnight

Newspaper Affiliation New York Times
 News Service AP

Transcription Service . . World Broadcasting
 System; Associated Music

Personnel

Chairman of the Board . Arthur Hays Sulzberger
 President John V. L. Hogan
 Executive Vice-President . . . Elliott M. Sanger
 V.-P. in Charge of Sales Hugh K. Boice
 Asst. V.-P. Charge of Sales . . Norman S. McGee
 Program Director Eleanor N. Sanger
 Publicity Director Eleanor Hurley
 Chief Announcer Albert Grobe
 Musical Consultant Abram Chasins
 Conductor Leon Barzin
 Chief Engineer Russell Valentine

*A*NOTHER FIRST FOR

PA

PA

Originated Hourly Spot News

Summaries on the Special **AP** News Wire

AP



TWO GOOD GRIPS *on the NEW YORK MARKET*

WOV's firm hold on two great and responsive audiences gives this important station a continuous, impressive, around-the-clock audience that results in satisfied sponsors anytime of the day or night • In the daytime, according to January Pulse, WOV dominates metropolitan New York's Italian-speaking audience, reaching as many as 76% of the 520,000 Italian radio homes • And in the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other New York Independent station.

RALPH N. WEIL, GENERAL MANAGER
JOHN E. PEARSON CO., NAT'L REP.



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.....Standard Radio
Representative.....John E. Pearson Co.

Personnel

Station Manager.....Ralph N. Weil
Commercial Manager.....Ralph Nardella
Publicity Manager.....Judith Vallen
Program Director.....Arnold Hartley
Artists' Bureau Director.....Syd Leipzig
Musical Director.....Paul Romeo
Chief Engineer.....Hillis W. Holt
Record MC.....Alan Courtney

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By...The Niagara Falls
Gazette Publishing Company

AddressHotel Niagara
Phone Number8421
Transmitter Location.....Lockport & Military
Roads

Time on the Air.....Daytime license
Newspaper Affiliation.....Niagara Falls
Gazette

News ServiceUP
Transcription Service.....Lang-Worth; Stan-
dard Radio; Associated Music
RepresentativeHeadley-Reed Company

Personnel

President.....Alanson C. Deuel
General Manager.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
War Programs and
Program Director.....Robert Manning
Musical Director.....Harold Bradley
Chief Engineer.....Robert Wilson

W S L B

OGDENSBURG—EST. 1940

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 12 midnight

News ServiceUP
Transcription ServiceNBC Thesaurus
RepresentativeWalker Co.

Personnel

President-Commercial Manager,
Joseph R. Brandy
Station Manager.....Harold J. Frank
Sales Promotion Manager.....Harold Frank
Program Director.....H. J. Frank
War Programs.....Hilda Trotter
Record MC.....Jerry Boyce
Chief Engineer.....Clifford Moore

W H D L

OLEAN—EST. Tupper Lake, 1928

BLUE NETWORK

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.....Allegany, N. Y.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper AffiliationOlean Times
Herald

News ServiceUP
Transcription ServiceWorld
RepresentativeJ. P. McKinney & Son

Personnel

President.....Col. E. B. Fitzpatrick
General Manager.....Thomas L. Brown
Sales Manager.....Fred G. Meyer
Program DirectorVirgil C. Booth
Chief EngineerT. J. Gill

W M F F

PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Plattsburg Broad-
casting Corporation

AddressRadio Centre
Phone Number1600

Transmitter Location.....Boynton Ave.
Time on the Air: 6:45 a.m. to 11 p.m.; Sundays,
8 a.m. to 11 p.m.

News ServiceUP
Transcription ServiceStandard
Representative.....Spot Sales, Inc.

Personnel

President-Station Manager...George F. Bissell
Commercial Manager.....Joel H. Scheier
Program Director.....Betty Swift
Chief Engineer.....John Vrindten

WHAM

ROCHESTER, NEW YORK

YOUR WESTERN NEW YORK SALESMAN

- ... a fifty thousand watt salesman who covers all of this rich territory every broadcast hour of every day.
- ... a visitor who is always welcome in the 741,410 radio homes of this 43 county area.
- ... a salesman who always delivers a glowing call report ... proved by mail response and audience surveys.
- ... a full-time day and evening representative who keeps the door open for your message.
- ... one of the family, whose friendly greeting introduces you to your most worthwhile prospects.



"This is WHAM, the Stromberg-Carlson Station with Studios in the Sheraton Hotel, Rochester, N.Y."

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with

THE NATIONAL BROADCASTING COMPANY

National Sales Representative: George P. Hollingbery Co.

"The Stromberg-Carlson Station"

WKIP

POUGHKEEPSIE—EST. 1940

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
News Service AP
Transcription Service.....NBC Thesaurus
RepresentativeHeadley-Reed Company

Personnel

President.....Merritt C. Speidel
General Manager.....Harold W. Cassill
Station Manager.....Bruff W. Olin
Chief Engineer.....John Burke

WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc. Power: 50000 Watts
Owned-Operated By.....Stromberg-Carlson
Company

Business Address.....Carlson Rd.
Phone NumberStone 1862
Studio Address.....111 East Ave.
Transmitter Location.....Victor, New York
Time on the Air.....18 hours daily
News Service UP
Transcription Service.....NBC Thesaurus;
World Broadcasting System
Representative ...Geo. P. Hollingsbery Co.

Personnel

Vice-President.....William A. Fay
Station Manager.....John H. Lee
Sales Manager.....J. W. Kennedy, Jr.
Sales Promotion Manager.....Truman Brizee
Program Director.....Chas. Siverson
Production Manager.....Eugene Lane
Musical Director.....Eugene Zacher
Publicity Director.....Truman Brizee
Chief Announcer.....Dean Harris
Director of News.....Jack Ross
Director of Sports.....Robert Turner
Educational Director.....John Tesch
Technical Supervisor.....Ken Gardner

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By.....WHEC, Inc.
Address40 Franklin St.
Phone NumberStone 1320

Transmitter Location....979 Mt. Read Blvd.
Time on the Air.....Monday through Friday,
6:30 a.m. to 12:30 a.m.; Saturday, 6:30 a.m.
to 1 a.m.; Sunday, 8:30 a.m. to 12:30 a.m.
Newspaper Affiliation.....Gannett News-
papers, Inc.

News ServiceAP
Transcription Service.....Associated Music &
Standard
RepresentativeJ. P. McKinney & Son

Personnel

President.....Frank E. Gannett
Vice-President.....Clarence Wheeler
Treasurer-General Manager...Gunnar O. Wiig
Commercial Manager.....L. C. Wheeler
Program Director.....William J. Adams
Chief Engineer.....Bernard C. O'Brien

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
(C.P. 1000 W., 1370 Kc.)

Owned-Operated By.....Brown Radio Ser-
vice & Laboratories

Address.....Taylor Bldg., Main St.
Phone NumberStone 702
Transmitter Location.....Brighton, N. Y.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service INS
National Sales Office...Jos. H. McGillyvra, Inc.

Personnel

President-Chief Engineer &
Station Manager.....Gordon P. Brown
Sales Manager.....E. J. Walz
Sales Promotion Manager....Elmer J. Walz
Musical Director.....Viola Brown
Chief Engineer.....Gordon Brown

WNBZ

SARANAC LAKE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 100 Watts
Owned-Operated By...Upstate Broadcasting
Corporation

Business Address.....14 Broadway
Phone Number.....1320
Studio Address.....14 Broadway
Transmitter Location.....3 Olive St.
Time on the Air.....Daytime license
Transcription Service.....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager....John F. Grimes
Program Director.....Albert C. Bagdasarian
Chief Engineer.....H. Berwind Williams

WGY

SCHENECTADY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50000 Watts
 Owned-Operated By: General Electric Company

Address: 1 River Road
 Phone Number: 3-2121
 Transmitter Location: South Schenectady
 Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service: AP, UP
 Transcription Service: NBC Thesaurus; Standard Radio
 Representative: National Broadcasting Co.; NBC Spot Sales

Personnel

Manager of Broadcasting: R. S. Peare
 Asst. Manager Broadcasting: B. J. Rowan
 Station Manager: Kolin Hager
 Asst. Manager: A. G. MacDonald
 Sales Manager: A. G. MacDonald
 Sales Promotion: Kay Kempton
 Program Manager: A. O. Coggeshall
 Asst. Program Manager: Earle Pudney
 Press & Public Relations Director: W. T. Meenam

Accountant: V. J. Hasche
 Director of Agricultural Activities: G. E. Markham
 Artists Bureau: Kolin Hager
 Musical Directors: E. A. Rice and Frank Glenn
 Station Engineer: W. J. Purcell

W.S.N.Y.

SCHENECTADY—EST. 1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Western Gateway Broadcasting Corp.

Address: Plaza Theater Bldg.
 Phone Number: Schenectady 3-3622
 Transmitter Location: Campbell & Rice Rds., Rotterdam, N. Y.

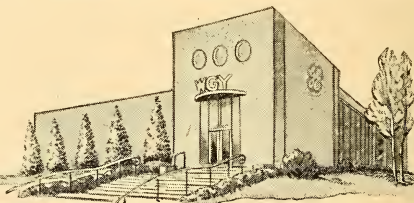
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

News Service: AP
 Transcription Service: Standard Radio; Lang-Worth

Representative: Helen Wood

Personnel

President: Winslow P. Leighton
 Vice-President & General Manager: George R. Nelson



WGY

The MUST Station in the Great Hudson Circle

WGY

For Power, Programming, and Prestige

WGY

50,000 Watts - NBC - 22 Years of Service

Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC SCHENECTADY, NEW YORK

WGY-216

Program Manager.....Edward F. Flynn
 Production Manager.....Cecil Woodland
 Chief EngineerI. Beck

WAGE

SYRACUSE—EST. 1941
 BLUE NETWORK

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 AddressLoew Building
 Phone Number2-0277
 Transmitter Location.....Liverpool, N. Y.
 Time on the Air...6 a.m. to 2 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard
 Representative Edward Petry & Co., Inc.

Personnel

President Frank C. Revolv
 Station Manager William T. Lane
 Sales Manager..... Aaron Beckwith
 Merchandising Director..... Aaron Beckwith
 Production Manager..... Alfred Dinsdale
 Musical Director..... Thelma Jean McNeill
 Record MC..... Fred Jeske
 Chief Engineer..... Charles Brannen

WOLF

SYRACUSE—EST. 1940
 MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Broadcasting
 Corporation
 AddressChimes Building
 Phone Number2-7211
 Transmitter Location Van Rensselear and
 Kirkpatrick Streets
 Time on the Air.....6 a.m. to 2 a.m.
 Transcription Service Standard
 Representative.....The Walker Co.

Personnel

President-Commercial Manager...T. S. Marshall
 Program Director.....Hamilton Woodle
 Production Manager..... Hamilton Woodle
 Publicity Director Eleanor Merz
 Chief Announcer Sid Posner
 Chief Engineer.....David Foote

WSYR

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By Central New York
 Broadcasting Corporation
 AddressKemper-Syracuse Bldg.
 Phone Number 3-7111
 Transmitter Location.....2341 Valley Drive
 Time on the Air...6 a.m. to 1 a.m.; Sunday, 8
 a.m. to 1 p.m.
 News Service UP
 Transcription Service: Associated Recorded
 Program Service; Lang-Worth & Standard
 Representative..... Paul H. Raymer Company

Personnel

President.....Harry C. Wilder
 Vice-President..... E. R. Vadeboncoeur
 Treasurer..... N. L. Kidd
 Commercial Manager..... W. R. Alford, Jr.
 Promotion Manager R. Boyd
 Program Director..... Bill Rothrum
 Chief Announcer..... Ralph Wallace
 War Programs..... George Reed
 Musical Director M. Bernthal
 Chief Engineer..... Armand Belle Isle
 Record MC..... Paul Coleman



YOU'VE got to get price, coverage and audience when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs less than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Petry & Co. representative will show it to you—or write or wire WAGE.



620 Kilocycles * 1000 Watts * Syracuse, N. Y.

THE STATION OF THE STARS



WFBL

SYRACUSE, N. Y.

*the Greatest Selling -
Power in Central New York*

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post-war-prepared" market than any other station. (Figures available if you want them.)

MEMBER BASIC NETWORK
COLUMBIA BROADCASTING SYSTEM

FREE and PETERS * Exclusive National Representatives

FIRST FOR WFBL

Always a leader in its field, WFBL today enjoys the reputation of holding many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service.

The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above the national ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot."

Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse.

These are but a few of the "firsts" that make WFBL the progressive, preferred station.

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....Onondaga Radio
Broadcasting Corporation

Address Onondaga Hotel
Phone Number2-1147
Transmitter LocationCollamer, N. Y.
Time on the Air.....Full Time
News Service INS
Transcription ServiceWorld Broadcasting
System
RepresentativeFree & Peters

Personnel

President.....S. H. Cook
Vice-President-General
ManagerSamuel Woodworth
V.-P.-Merchandising Mgr.....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 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 LocationBoght Corners
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service UP
Transcription ServiceWorld Broadcasting
System; Lang-Worth; Standard
RepresentativePaul H. Raymer Co.

Personnel

President.....Col. H. C. Wilder
Station Manager.....William A. Ripley
Assistant Manager.....Woodbury Carter
Program Director.....E. W. Rossell

Publicity Director.....Edward Walker
Musical Director and
Chief AnnouncerE. Rossell
Chief Engineer.....W. Whitman
Record MC.....Don Jarvis

W H A Z

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Rensselaer Poly-
technic Institute

Address 110 Eighth St.
Phone Number Troy 6810
Transmitter Location.....110 Eighth St.
Time on the Air.....6:30 p.m. to midnight,
Monday only

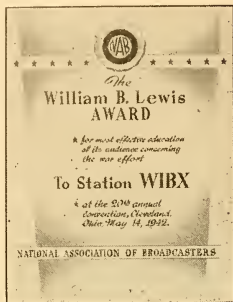
Personnel

President.....Dr. W. O. Hotchkiss
Promotion Manager.....W. J. Williams
Sales ManagerW. C. Stoker
Program Director.....A. O. Niles
Chief AnnouncerR. Schmelzer
Chief EngineerH. Harris

FOR QUALITY
AP !

Cited for . . .

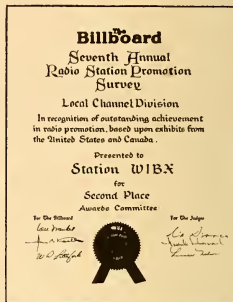
SUPER PUBLIC SERVICE



1942

1943

1944



The William B. Lewis Award of 1942
and
The Billboard Citation of 1943
speak for themselves

However, the 1944 World Series promotion was something phenomenal as far as the 400,000 listeners in the Utica-Rome, N.Y., area were concerned. It was these folks who asked us to broadcast the World Series; they knew that if WIBX failed them, they would not hear the series (no other station carrying the series being audible in the territory). So through the co-operation of the late Judge Kenesaw Mountain Landis, the Gillette Safety Razor Company and their agency, Maxon, Inc. (as well as the CBS Network and P. & G. and Standard Brands in relinquishing their time), the World Series of 1944 was heard in all its glory over WIBX. Thousands of letters, cards and messages came from far and near.

Yes, things like these do make WIBX your super public service station in the Mohawk Valley.

CBS **WIBX** 1230 KC

"The Voice of the Mohawk Valley"

UTICA, NEW YORK

WIBX

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,
 7:45 a.m. to 12:05 a.m.

News Service: INS & UP
 Transcription Service: World Broadcasting
 System

New York Sales Office: 551 Fifth Ave.;
 Helen Wood, Commercial Manager
 Representatives: Virgil Reiter & Co.
 (Chicago); Walter Biddick Co. (West Coast);
 Bertha Bannan (Boston)

Personnel

President-Treasurer: Margaret Bowen
 Assistant Treasurer: Gladys Moore
 Executive Vice-President: Elliott Stewart
 National Sales-Merchandising
 Manager: N. W. Cook
 Program Director: Elliott Stewart
 Production Manager: Michael Carlo
 Publicity Director: N. W. Cook
 Musical Director: Walter Griswold
 Chief Engineer: J. T. Dowdell

WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM
 ASSOCIATED

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 12:15 p.m. daily; 8
 a.m. to 12:15 a.m. Sunday

News Service: AP
 Transcription Service: Standard Radio
 Representatives: Sears & Ayers

Personnel

President-Sales Manager: G. Harry Richter
 Program Director: Theodore W. Austin
 Acting Chief Engineer: J. A. Perry

WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 1000 Watts

Owned-Operated By: The Brockway
 Company

Address: Hotel Woodruff, Public Square
 Phone Number: 4-120
 Transmitter Location: Ives St. Extension
 Time on the Air: 6:30 a.m. to midnight; Sun-
 day, 8 a.m. to midnight

Newspaper Affiliation: Watertown Daily
 Times

News Service: UP
 Transcription Service: World Broadcasting
 Representative: Weed & Co.

Personnel

President: Harold B. Johnson
 Station Manager: Thomas E. Martin
 Commercial Manager: Louis Saiff, Jr.
 Sales Promotion: Thomas R. McHugh
 Program Director: James W. Higgins
 Chief Engineer: Maynard B. Davis

WFAS

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Westchester Broad-
 casting Corp.

WFAS

*A Class Station in
 A Class Market*

Listener acceptance outstripping leading
 metropolitan independents in this area
 by as much as 5 to 1*.

Advertiser acceptance: 1944 sales 58%
 ahead of 1943!

Reasons: A quality-music policy for
 more than 10 years . . . plus compre-
 hensive World and local news . . . plus
 active cooperation in the community's
 civic life.

WFAS in Westchester

Roger Smith Hotel
 White Plains

Represented by

HEADLEY-REED COMPANY

Chrysler Building
 New York

*Crossley listening study on request

Address Roger Smith Hotel
 Phone Number White Plains 6400
 Transmitter Location Roger Smith Hotel
 Time on the Air Unlimited license
 News Service AP
 Transcription Service World Broadcasting
 System: AMP
 Representative Headley-Reed Co.

Personnel

President J. Noel Macy
 V-P-Managing Director Frank A. Seltz
 Commercial Manager Harold Levy
 Program-Musical Director Ran Kaler
 Chief Engineer F. A. Seitz

W W R L
 WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts

Owned-Operated ByLong Island Broad-
 casting Corporation

Address 41-30 58th Street
 Phone Number NEWtown 9-3300
 Transmitter Location 41-30 58th St.,
 Woodside, L. I.

Time on the Air 8 a.m. to midnight
 News Service AP
 Transcription Service Lang-Worth, BMI

Personnel

President and General
 Manager William H. Reuman
 Asst. General Manager Edith Dick
 Program Director Bob Mann
 Man. Foreign Lang. Pro. Lou Cole
 Chief Announcer Lou Cole
 Chief Engineer Joseph Franz, Jr.

W W R L
NEW YORK

LOW
COST
PROGRAMMING

THAT
SELLS
IN

NEW
YORK'S
HIGH
COST
MARKET

1600 KC
FULL TIME

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W I S E

ASHEVILLE—EST. 1939
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Address.....Langren Hotel
Phone Number.....1213
Transmitter Location.....Langren Hotel
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.....Standard Radio
National Representative.....Burn-Smith Co.;
Harry E. Cummings

Personnel

President-Station Manager.....Harold Thoms
Commercial Manager.....Ken Beachboard
Promotion Manager.....Charles A. Bachman
Program Director.....Floye Bowers
Chief Engineer.....Madeline Hollerith

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: 6:30 a.m. to 12:05 a.m. daily;
7:45 a.m. to 12:05 a.m. Sundays
Newspaper Affiliation.....Asheville Citizen-
Times
News Service.....AP & UP
Transcription Service.....Associated
Representative.....Katz Agency

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....James A. Hagan
Program Director.....Lee Chadwick
Director of War Programs.....Bill Melia
Chief Engineer.....Cecil Hoskins

W B B B

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK
CAROLINA NETWORK

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Alamance Broad-
casting Company, Inc.
Address.....310½ South Main St.
Phone Numbers.....2730; 2731
Transmitter Location.....Elon Road (West
Front Street Extension)
Time on the Air.....6 a.m. to local sunset
News Service.....UP; AP
Transcription Service.....Standard Radio;
Keystone; Lang-Worth

Personnel

Secretary and General Manager. E. Z. Jones
Commercial & Sales Promotion
Manager.....Roy Springer
Program Director and Chief
Announcer.....Earl Caton
Production Manager.....Earl Caton
Record MC.....Al Nelson
War Program Director.....E. Z. Jones
Publicity Director.....Dot Marlowe
Artists Bureau.....Laurine Skinner
Chief Engineer.....Berry Tysor

W A Y S

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)
Transmitter Location.....Oakdale
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS & AP
Transcription Service.....Lang-Worth; Standard
Representative.....Weed & Co.

Personnel

President.....George W. Dowdy
Station Manager.....Walter H. Goan
Chief Engineer.....John C. Price
Program Director.....W. H. Porcher, Jr.

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 1 a.m. daily; 7 a.m.
to 1 a.m. Sunday
News Service.....UP; AP

NORTH CAROLINA

Transcription ServiceLang-Worth
Representative.....Radio Sales, Inc.

Personnel

President.....Wm. S. Paley
Station Manager.....A. D. Willard, Jr.
Sales Manager.....Royal E. Penny
Sales Promotion and Press Information
Manager.....William F. Carley
News Editor.....Jack Knell
Farm Editor.....Grady Cole
Program Director.....C. H. Crutchfield
Office Mgr.-Auditor.....E. J. DeGray
Production ManagerLarry Walker
Acting Chief Engineer.....M. J. Minor

WSOC

CHARLOTTE—EST. 1928
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WSOC, Inc.
Address.....1925 N. Tryon Street
Phone Number7138
Transmitter Location...1925 N. Tryon Street
Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight

News ServiceAP
Transcription Service.....NBC Thesaurus;
Standard Radio
RepresentativeHeadley-Reed Company

Personnel

President.....E. J. Gluck
Commercial Manager.....W. C. Irwin
Program Director.....Ronald G. Jenkins
Chief Engineer.....L. L. Caudle

WEGO

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Wayne Nelson
Business AddressConcord
Phone Number2271
Transmitter Location..Highway 29A, 1½ miles
west of Concord

Time on the Air.....Daytime license
News Service.....UP & AP
Transcription Service.....Standard Music,
Keystone

Personnel

OwnerWayne Nelson

WDNC

DURHAM—EST. 1928

COLUMBIA BROADCASTING SYSTEM
TAR HEEL NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Durham Radio
Corporation

Address138 Chapel Hill Street
Phone Numbers.....R-155, R-156
Transmitter Location.....Forest Hills,
Near Durham

Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Herald-Sun Papers
News ServiceUP
Transcription Service.....C. P. MacGregor
Representative...Howard H. Wilson Company

Personnel

PresidentC. C. Council
General and Commercial
ManagerL. F. Jarman
Sales Promotion and Publicity
DirectorAnne Raidebaugh
Program DirectorZ. V. Gwynn
Chief AnnouncerWilliam Hedgepath
Musical Director.....Mildred Alexander
Chief EngineerWalter Hill
Record MCZ. V. Gwynn

WCNC

ELIZABETH CITY—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Albemarle Broadcasting
Co.

AddressColonial Ave.
Phone Number1400
Transmitter Location..Parsonage St. Extension
News ServiceUP
Transcription Service.....World Broadcasting
System

Personnel

President.....T. W. Aydlett
Station Manager.....J. E. Aydlett
Commercial Manager ...Martha S. Seymour
Program Director.....Elizabeth Blair
Chief Engineer.....Joseph J. Benonis

WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Cumberland
Broadcasting Co.

Address114 Anderson St.
Phone Number4848
Transmitter Location...N. Water St.
Time on the Air.....16½ hours daily
News ServiceUP
Transcription ServiceLang-Worth
Representative.....The Walker Co.

Personnel

Station Manager.....W. C. Ewing
Commercial Manager.....Paul Moyle
Program Director-Chief
AnnouncerRay Woodard

WGNC

GASTONIA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address...National Bank of Commerce Bldg.
 Phone Number732
 Transmitter Location...Dallas Road, Gastonia
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 RepresentativeCox & Tanz

Personnel

Owner.....F. C. Todd
 ManagerPat McSwain
 Commercial Manager.....F. C. Abernathy
 Program Director.....Earl Holder
 Chief Engineer.....W. C. Groves, Jr.

WBIG

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By...North Carolina Broad-
 casting Co., Inc.
 Business AddressBox 1807
 Phone Numbers6125, 6126, 6127
 Studio 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
 Transcription Services:...World Broadcasting
 System; NBC Thesaurus
 RepresentativeGeorge P. Hollingbery Co.

Personnel

Station and Commercial
 ManagerEdney Ridge
 Program Director.....Inez Connelly
 Publicity Director.....Madge Banks
 Production Manager-Chief
 AnnouncerWally Williams
 News EditorMargaret Leonard
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison



"The PRESTIGE
 STATION of the
 CAROLINAS"

famed
 for
 Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W G B G

GREENSBORO—EST. 1942

BLUE NETWORK

NORTH STATE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By....Greensboro Broadcast-
ing Co.

Business Address.....Ashe St. Extension
Phone Number3-3631
Transmitter Location.....Ashe St. Extension
Time on the Air.....6 a.m. to local sunset
News Service UP
Transcription Service Lang-Worth
National Representative.....Burn-Smith Co.

Personnel

President.....Ralph M. Lambeth
Acting Assistant

ManagerJ. Robert Marlowe
Commercial Manager.....L. O. Hutchins
Sales Promotion and Publicity

ManagerJ. R. Marlowe
Chief Announcer.....Victor Smith
Program-Production Manager....Stan Conrad
Chief EngineerJoseph Warlick

W G T C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Greenville Broadcast-
ing Company

AddressFalkland Highway,
P. O. Box 898

Phone Number3182

Transmitter Location.....Falkland Highway
Time on the Air.....15 hours Sundays;
1 1/2 hours daily

News Service..... UP
Transcription Services....Lang-Worth & World

Personnel

PresidentJulian J. White
Station and Sales Promotion

ManagerMargaret J. Laughinghouse
Publicity Director.....Richard Stokes, III
Program Director.....Margaret Richardson
Chief Announcer.....Charles Whedbee
Chief Engineer.....Hank Tribley

W G B R

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Eastern Carolina Broad-
casting Corp.

Business Address.....P. O. Box 1024
Phone Number1550

Studio Address.....Borden Bldg.
Transmitter LocationGoldsboro-Raleigh
Highway

Time on the Air....6 a.m. to 1:05 p.m. daily;
8 a.m. to 11:05 p.m. Sunday

News ServiceUP, AP
Transcription Service World
Representative.....The Walker Co.

Personnel

President.....A. T. Hawkins
General Manager.....Harry G. Bright
Sales Manager.....Leland B. Nelson
Program Director.....John Gay Britt
Publicity Director.....Grace Carroll
Chief Announcer.....Hal Grant
Chief Engineer.....Daniel B. Trueblood
Office Manager.....V. H. Hooks
Musical Director.....Margaret Long

WGBR in Goldsboro

*Is Eastern Carolina's Number
One Station Serving Eastern
Carolina's Number One
Market.*

Affiliated with

**Mutual Broadcasting System
The Tobacco Network**

Represented by The Walker Co.

W G B R

Harry G. Bright, *Gen. Mgr.*

GOLDSBORO NORTH CAROLINA

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.
 Address Radio Bldg.
 Phone Number 1195-6
 Transmitter Location 2½ miles SE of Hickory
 Time on the Air 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service World
 Representative Howard H. Wilson

Personnel

President Carl V. Cline
 Station Manager Edmund S. Long
 Program Director-Chief
 Announcer Bing Bennett
 Chief Engineer E. S. Long

W M F R

HIGH POINT—EST. 1935

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

NORTHSTATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Radio Sta. WMFR, Inc.
 Address 156½ S. Main St.
 Phone Number 4593
 Transmitter Location 156½ S. Main St.
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 National Representative Burn-Smith Co.

Personnel

President James M. Lambeth
 Station Manager Helen M. Lambeth
 Commercial Manager Pat Taylor
 Program Director Gary Davis
 Chief Engineer Robert P. Boyd

W F T C

KINSTON—EST. 1936

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Jonas Weiland
 Address 210 East King St.
 Phone Number 4111
 Transmitter Location Kinston, N. C.
 Time on the Air 6:45 a.m. to 11 p.m., Monday
 through Friday and Sunday; 6:45 a.m. to 1
 a.m. on Saturday
 Representative Burn-Smith Company

Personnel

President Jonas Weiland
 Sales Manager Lester L. Gould
 Program Director Louis Brooks
 Chief Engineer David Hardison

W H N C*

HENDERSON, N. C.

Frequency: 890 Kc. Power: 250 Watts
 Owned By Henderson Radio Corp.
 Officials: S. S. Stevenson and Nathan Frank

* Construction Permit.

FOR QUALITY

AP !

W H I T

NEW BERN—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By Coastal Broadcasting Co.
 AddressU. S. Highway No. 17, South
 Phone Number.....1450
 Transmitter Location...U. S. Highway No. 17
 Time on the Air .7 a.m. to 12 midnight; week-
 days; 8 a.m. to 12 midnight Sunday
 News Service UP
 Transcription ServiceLang-Worth,
 NBC Thesaurus

Personnel

President-Station Manager...Louis N. Howard
 Sales Promotion Manager...Paul Parker
 Program-Production Director...Ed. W. Burwell
 Publicity Director.....Ellen Hancock
 Assistant Traffic Manager.....Martha Bullock
 Chief EngineerGlen Neuville

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY
 Frequency: 680 Kc.....Power: 50000 Watts
 Owned-Operated By.....WPTF Radio Co.
 AddressInsurance Bldg.
 Phone Numbers8311-12-13
 Transmitter Location.....Cary, N. C.
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceAP; UP
 Transcription Services...NBC Thesaurus, World
 Representative.....Free & Peters

Personnel

President and Treasurer...J. R. Weatherspoon
 Station Manager.....Richard F. Mason
 Sales Manager.....Ollie L. Carpenter
 Program Director.....Garrett W. Morrison
 Publicity Director.....Fay E. Biggs
 Chief Engineer.....Henry Hulick, Jr.

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

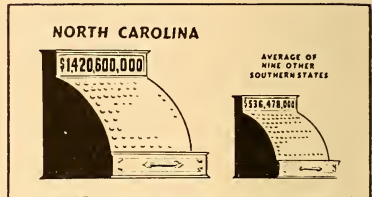
Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Capitol Broadcasting
 Company
 Address.....130 S. Salisbury Street
 Phone Number.....6411
 Transmitter Location.....S. Davie St.
 Time on the Air.....6:30 a.m. to 11 p.m., EWT
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeWeed & Co.

Personnel

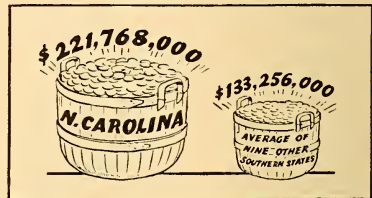
President.....A. J. Fletcher
 Sales Promotion Manager.....Steve Woodson
 Commercial Manager.....C. D. Moore
 Program Director.....Ray Reeve
 Chief Engineer.....Stanley Brown

NORTH CAROLINA IS THE SOUTH'S No.1 STATE

IN INDUSTRY



IN AGRICULTURE



W P T F

(CARRYING N. B. C.
 WITH 50,000 WATTS
 AT 680 KC)

IS NORTH CAROLINA'S
 No.1 SALESMAN
 WPTF • RALEIGH



FREE & PETERS, INC.
 NATIONAL REPRESENTATIVES

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Radio Station WCBT, Inc.

Address 251 Roanoke Avenue

Phone Number R-855-1

Transmitter Location . . . 10th Street Extension

Time on the Air 116 hours weekly

Transcription Services . . C. P. MacGregor, Key-
stone, World

National Representative. Nathan Frank Agency

Personnel

President S. E. Crew

Commercial Manager Nathan Frank

Program Director Mamie Nash

Chief Engineer C. W. Mears

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

Address Bank of Washington Bldg.

Phone Number 403

Transmitter Location . . Washington-Chocowinity
Highway

Time on the Air 7 a.m. to local sunset

News Service AP

National Representative Forjoe & Co.

Personnel

President W. R. Roberson, Sr.

Station Manager W. R. Roberson, Jr.

Sales Manager W. R. Roberson, Jr.

Program Director Mary Miller

Publicity Director Merrill Daniels

Chief Announcer Bob Armstrong

Production Manager George Walston

Chief Engineer George Martin

In Eastern North Carolina it's



**1000 Watts
Washington**

WRRF

**930 Kilocycles
North Carolina**



**COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET**

In the center of the bright leaf tobacco belt . . . one of America's richest agricultural areas . . . WRRF offers the advertiser exceptional profit opportunities for his advertising dollar **RIGHT NOW.**

WRRF is **THE** regional station . . . with national programming . . . in a trade territory of over 600,000 population, with 67,144 radio homes satisfactorily reached by no other station. Here are 6,188 retail outlets with an annual volume of over \$100,000,000.00.

WRRF carries the cream of the Blue Network's programs, assuring a large listener audience. Get **YOUR SHARE** from this most fertile field now, through consistent advertising on WRRF. Write us today for our new informative folder.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina

National Radio Representatives **FORJOE & CO.** New York • Chicago • Philadelphia

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 11 p.m.
 News Service.....AP

Personnel

Owner-Manager.....W. Avera Wynne
 Sales Manager.....Ray Bandy
 Chief Engineer.....W. W. Primm

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, Salisbury;
 Swanee Theatre Bldg., Kannapolis, N. C.
 Transmitter Location.....Statesville Highway
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....AP
 Representative.....Burn-Smith Co.

Personnel

Manager.....W. J. Murphy
 Assistant Manager.....W. C. Mitcham
 Program-Production Director.....Russell McIntire
 Chief Engineer.....Carl Watson

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated by.....Penn Thomas Watson
 Address.....Wilson
 Phone Numbers.....2188, 2189
 Transmitter Location.....Wilson
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth & World
 Representative.....Burn-Smith Co.

Personnel

Owner.....P. T. Watson
 Station Manager.....Allen Wannamaker
 Commercial Manager.....Robert B. Brunson
 Chief Engineer.....Warren Wooten

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned by.....WMFD
 Operated by.....Richard Austin Dunlea
 Business Address.....P. O. Box 696
 Phone Number.....Dial 4840
 Studio Addresses: Castle Hayne Road, Forest
 Hills

Transmitter Location.....Castle Hayne Road
 Time on the Air.....7:30 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....BML
 Representative.....Burn-Smith Company

Personnel

Owner.....R. A. Dunlea
 Commercial Manager.....Claud O'Shields
 Chief Engineer.....E. I. Herring

W A I R

WINSTON-SALEM—EST. 1937

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WAIR Broadcasting Co.
 Address.....Pepper Bldg.
 Phone Number.....2-1133
 Transmitter Location.....Reynolda, N. C.
 Time on the Air.....8 a.m. to midnight
 News Service.....AP
 Transcription Service.....World Broadcasting
 System

Personnel

Station Manager.....George D. Walker
 Commercial Manager.....C. G. Hill
 Sales Promotion Manager.....Ruth Pitts
 Program Director.....Doris Pardington
 Chief Engineer.....Lee King
 Record MC.....Larry Patrick

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 Kc.....Power 5000 Waats
 Owned-Operated By.....Piedmont Publishing Co.
 Address.....419-421 N. Spruce St.
 Phone Number.....4141
 Transmitter Location.....RFD No. 1
 Time on the Air.....6 a.m. to 12:30 a.m.;
 Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel

News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Headley-Reed Co.

Personnel

President.....Gordon Gray
 Managing Director.....Harold Essex
 Sales Manager.....Harry B. Shaw
 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 273-287

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Meyer Broadcasting Company

Address: 320 Broadway
Phone Number: 468
Transmitter Location: Menoken, N. Dak.
Time on the Air: 6 a.m. to midnight;
Sunday, 7 a.m. to midnight

News Service: UP
Transcription Service: Standard
Representative: John Blair & Company

Personnel

President: P. J. Meyer
Station and Commercial
Manager: F. E. Fitzsimonds
Program Director-Chief
Announcer: Cal Culver
Musical Director: Curt Dirlam
Production Manager: Cal Culver
Chief Engineer: Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KDLR, Inc.
Address: 1025 Third St.
Phone Number: 1090
Transmitter Location: East end 4th Street
Time on the Air: 6:30 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: World Broadcasting

Personnel

President and General Manager: Bert Wick
Chief Engineer: Richard Moritz

WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Address: Black Building
Phone Number: 5357
Transmitter Location: Four miles west of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to midnight

Newspaper Affiliation: Fargo Forum
News Service: UP & AP

Transcription Service: NBC Thesaurus
Representative: Free & Peters

Personnel

President: E. C. Reineke
Station Manager: Jack Dunn
Sales Manager: Tom Barnes
Program Director and
Chief Announcer: Ken Kennedy
War Program Director: Howard Nelson
Production Manager: David Henley
Sales Promotion-Publicity
Director: Mildred Gregerson
Musical Director: Dick Hall
Chief Engineer: Julius Hetland

KFJM

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 Number: 2800
Transmitter Location: University Campus
Time on the Air: 3 p.m. to 5 p.m. daily

Personnel

President: John C. West
Business Manager: J. W. Wilkerson
Program Director: Charles E. Gustafson
Chief Engineer: Elwin J. O'Brien
(Non-Commercial Station)

KILO

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Dalton Le Masurier

Address: First National Bank Building
Phone Number: 1200
Transmitter Location: University of North Dakota Campus

Time on the Air: 6:30 a.m. to midnight daily;
8 a.m. to midnight Sunday

News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel

Owner-Station Manager: Dalton Le Masurier
Commercial Manager: Elmer Hanson
Chief Engineer: Arnold Petrich

KSJB

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 250 Watts Day,
100 Watts Night
Owned-Operated By..Jamestown Broadcasting
Company, Inc.
Business Address.....Midland Building
Phone Numbers100; 358
Transmitter Location..1201 First Avenue South
Time on the Air.....7:30 a.m. to 11 p.m.
News Service.....AP & UP
Representative...North Central Broadcasting
System

Personnel

President.....L. J. McNeil
Station Manager & Sales.....Lloyd R. Amoo
Sales Promotion.....Betty Henry
Program Director.....Florence Putnam
Publicity Director.....Betty Henry
Chief Engineer.....Lloyd R. Amoo

K G C U

MANDAN—EST. 1925

BLUE NETWORK

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
Transmitter Location...South East of Mandan
Time on the Air.....6:30 a.m. to 11 p.m.
Representative...North Central Broadcasting
System

Personnel

President.....W. S. Russell
Station Manager.....M. J. Reichert
Program Director.....Merritt Bushee
Chief Engineer.....LeRoy Gunderson

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1390 Kc.....Power: 1000 Watts
Owned-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.
News ServiceUP
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 Director and
Chief AnnouncerJack Helling
Chief EngineerC. W. Baker

K O V C

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
OwnedKOV, Inc.
Operated By.....Robert E. Ingstad
Address312 Fifth Ave.
Phone Number408
Transmitter Location312 Fifth Ave.
Time on the Air.....7:30 a.m. to 10:05 p.m.

Personnel

President & Owner.....Robert E. Ingstad
Transcription Service.....Keystone
General and Commercial
ManagerRobert E. Ingstad
Sales Promotion-Program
Director.....George L. Brooks
Director of War Programs.....Bob Ingstad
Chief EngineerCharles Sjostrom

FOR QUALITY

AP !

WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS * DAY & NIGHT

WEED & CO.

National Representatives



OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By..... Allen T. Simmons
Business Address Box 830
Phone Number Meadowbrook 3211
Studio Address..... Tallmadge, Ohio
Transmitter Location. State Route No. 8, North of Akron
Time on the Air 6:30 a.m. to 1 a.m.
News Service..... UP & Trans.
Transcription Service..... Standard Radio & Lang-Worth
Representative..... Geo. P. Hollingbery Co.

Personnel

President-Station Manager... Allen T. Simmons
Commercial-Station Promotion Manager R. B. Wilson
Program Director-Chief Announcer
H. H. Hageman
Publicity Director..... Robert Wass
Production Manager C. R. Jolliff
Chief Engineer..... Larry Hennigan
Record MC..... J. J. Rattay

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 Air 6:30 a.m. to 1 a.m.
Sundays, 7 a.m. to 1 a.m.
News Service..... AP & UP
Transcription Service..... NBC Thesaurus, Standard
Representative Weed & Co.

Personnel

President-Station Manager.... S. Bernard Berk
Commercial Manager..... Kenneth M. Keegan
Sales Promotion Manager..... V. G. Berk
Program Director..... Stanley N. Schultz
Musical Director..... Stanley Schultz
Chief Engineer..... George V. Paul

W H K K

AKRON—

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Power: 1000 Watts
Owned-Operated By... United Broadcasting Co.
Address 51 West State St.
Phone BL 7101
Transmitter Location.... Akron-Peninsula Rd.
Time on the Air..... 8 a.m. to Pacific Sunset
Sign Off
Newspaper Affiliation... Forrest City Pub. Co.
News Service AP
Transcription Service World
Representative..... Radio Advertising Co.

Personnel

Chief Executive..... H. K. Carpenter
General Manager..... H. K. Carpenter
Station Manager..... R. W. Richmond
Sales Manager..... J. A. Harrington
Program Director..... Lew Henry
Chief Engineer..... James Hill
*CP

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By..... WICA, Inc.
Address..... 221 Center St.
Phone Numbers 1211-1311
Studios..... 221 Center St., Ashtabula; State St., Painesville, Ohio
Transmitter Location Jefferson Road, RFD
Time on the Air Local sunrise to sunset
News Service UP
Transcription Service World
Representative..... The Walker Co.

Personnel

President..... C. A. Rowley
Manager..... R. B. Rowley
Commercial Manager Donald Fassett
Sales Promotion Manager..... A. B. Newkirk
Program Director..... W. W. Walrath
Publicity Director..... Al Newkirk
Musical Director Mary Pavolino
Chief Engineer..... Homer Johnson

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 1000 Watts
Owned By.... Brush-Moore Newspapers, Inc.
Operated By.. The Ohio Broadcasting Company
Address..... 550 Market Avenue, South
Phone Number 7-166

Transmitter Location.....Lakeside and 22nd Street, N. W.
 Time on the Air.....7 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
 Newspaper Affiliation.....Brush-Moore Newspapers, Inc.
 News Service.....AP & UP
 Transcription Service.....World
 Representative.....Burn-Smith Co., Inc.

Personnel

President.....Louis H. Brush
 General Manager.....Felix Hinkle
 Commercial-Sales Promotion Manager.....Robert C. Fehlman
 Director of War Programs.....Elizabeth Weeks
 Publicity Director.....Robert C. Fehlman
 Program Director.....Leonard Taylor
 Musical Director.....Martin Alexander
 Chief Engineer.....Homer A. Ray
 Technical Director.....Kenneth Sliker

Owned-Operated By.....L. B. Wilson, Inc.
 Address.....Hotel Gibson, 5th & Walnut Streets
 Phone Number.....Cherry 6565
 Transmitter Location.....near Crescent Springs, Ky.
 Time on the Air:.. 5 a.m. to 1 a.m.; Sundays 7 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Standard Radio; Lang-Worth
 Representative.....Free & Peters

Personnel

President and General Manager..L. B. Wilson
 Station and Commercial Mgr..Fred A. Palmer
 Promotion Manager.....Wells Bruen
 Program-Production Director.....Robert M. Fleming
 Director of War Programs.....Jeanette Fuller
 Musical Director.....Charles Mauthe
 Publicity Director.....Charles F. McGrath
 Studio Supervisor.....Arthur D. Gillette
 Transmitter Supervision...Harvey B. Glatstein

WCKY

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc.....Power: 50000 Watts

WHK

Akron

WHK

640 K.C.

1000 WATTS

UNITED BROADCASTING CO.

Operators of WHK, Cleveland; WHKK, Akron; WHKC, Columbus

MUTUAL

Represented by **RADIO ADVERTISING COMPANY**

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By.....Scripps-Howard
 Address.....3800 Carew Tower Bldg.
 Phone NumberMAin 3314
 Transmitter Location...Daylight Building, 623
 East 6th St.
 Time on the Air.....6 a.m. to 12:15 a.m.;
 Saturdays, 6 a.m. to 2 a.m.; Sundays, 7:15
 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
 V.-P. & Gen. Mgr.....M. C. Watters
 Commercial Manager..... Evelyn C. Eppinger
 Sales Promotion Manager. Evelyn C. Eppinger
 Production Manager.....Fred P. Pihler
 Chief Announcer.....Glen Clark Miller
 Publicity Director.....Alys V. Kestle
 Musical Director.....Eugene T. Hoxter
 Chief Engineer.....Roger Wetzel

W K R C

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....The Cincinnati
 Times-Star Co.
 AddressHotel Alms
 Phone NumberWoodburn 0550
 Transmitter Location.....Hotel Alms
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 Newspaper Affiliation..The Cincinnati Times-
 Star
 News ServiceAP, UP
 Transcription Service...Lang-Worth, Standard
 RepresentativeThe Katz Agency

Personnel

PresidentHulbert Taft, Sr.
 General Manager.....H. E. Fast
 Sales Manager.....U. A. Latham
 Sales Promotion.....Nelson King
 Program Director.....Jowel W. Stovall
 Production Manager.....Syd Cornell
 Publicity Director.....Jeanne Roberts
 Musical DirectorGladys Lee
 Chief Engineer.....George Wilson

*More Quarter Hours
 are sold to
 national and local sponsors on
 WKRC
 than on any other
 network station
 in
 Cincinnati*

W L W

CINCINNATI—EST. 1922

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
 Transcription Service: World Broadcasting
 System; NBC Thesaurus
 National Sales Office: 630 Fifth Ave., New
 York, N. Y.; 360 N. Michigan Ave., Chicago
 Representative: Spot Sales, Inc. (West Coast)

Personnel

President: Powell Crosley, Jr.
 Vice-President in Charge of
 Broadcasting: James D. Shouse
 V. P. and Assistant General
 Manager: R. E. Dunville
 Sales Manager: Harry Mason Smith
 Sales Manager, N. Y. Office: Warren Jennings
 Sales Manager, Chicago Office: George Clark
 Dir. of Promotional Activities: Marshall N. Terry
 Merchandising Manager: Arthur Griffes
 Director of War Programs: Katherine Fox
 Program Director: Howard Chamberlain

Production Manager: Richard Hubbell
 Publicity Director: William L. Barlow
 Musical Director: Milton Weiner
 Chief Engineer: R. J. Rockwell

W S A I

CINCINNATI—EST. 1928

BLUE NETWORK

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By: Marshall Field
 Address: 104 West 9th
 Phone Number: Cherry 1822
 Studio: 9th & Elm Sts.
 Transmitter Location: Near Mt. Healthy,
 Ohio

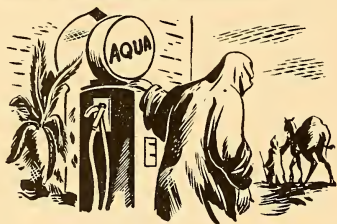
Time on the Air: Unlimited License
 News Service: AP & UP
 Transcription Service: World Broadcasting
 System; NBC Thesaurus
 Representative: Paul H. Raymer Co.

Personnel

President: Marshall Field
 Station Manager: Walter A. Callahan
 Sales Manager: Mary Scott Welch
 Program Director: James Leonard
 Director of War Programs: Kit Fox
 Production Manager: William Augenbaugh
 Publicity Director: Mary Scott Welch

FOR QUALITY
 AP !

YUSIF ... THE CAMELS' CHOICE!



In Bagdad-on-the-Cuyahoga, which is also called Cleveland, one Yusif ibn Usif presided over a filling station for camels. He had fresh, sparkling well water, the delight of dry dromedaries. Yet the camel trains disdainfully passed him by. And he eked out a miserable existence, one eke at a time.



On the caravan road, beyond the city gates, he placed an inscription which said, "Stop at Yusif's place. Good drink for man and beast." And another scroll at his station praised the celestial cleanliness of his rest rooms. But, though he also purveyed exotic viands, such as hamburgers, nothing availed.



Then spoke unto him a friend saying, "Listen, droopy burnouse! Hundreds of contented camels drink at city filling stations. For the camel drivers are lured thither from afar — by the magic of wireless — over WHK. Do thou likewise, and the camels will walk a mile to you." And Yusif did. And the camels did. And WHK scored another merchandising hit.

Simply because it sells like crazy,

WHK

is

"Retailers' Choice in Cleveland"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK, Cleveland — WHKK, Akron
WHKC, Columbus

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.;
n. 5000Owned-Operated By.....The WGAR Broad-
casting Company

Address Hotel Statler

Phone NumberProspect 0200

Transmitter Location..Broadview & Atkins Rd.,
Brecksville, Ohio

Time on the Air.....6 a.m. to 1 a.m.

News ServiceUP

Transcription Service.....World Broadcasting
System & Lang-Worth

Representative...Edward Petry & Co., Inc.

Personnel

President.....George A. Richards

Vice President-General Manager..John F. Patt

Assistant Manager.....Carl E. Moore

Commercial Manager.....Harry Camp

Sales Promotion Manager...Clyde Vortman

Director of Operations.....Carl George

Program Director.....David Baylor

Publicity DirectorManuel Eisner

Production Manager-Chief

AnnouncerWayne Mack

Musical Director and Artists Bureau

HeadWalberg Brown

Chief Engineer.....R. Morris Pierce

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts

Owned-Operated By..United Broadcasting Co.

Address1311 Terminal Tower

Phone Number.....Prospect 5800

Transmitter Location ...Seven Hills Village

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, Associated,
BMI

RepresentativePaul H. Raymer Co.

Personnel

PresidentSterling E. Graham

Vice-President.....H. K. Carpenter

Sales Manager.....J. B. Maurer

Program Director.....C. M. Hunter

Merchandising Manager.....Sue Cornelius

Chief Announcer.....George Todd

Publicity Director.....Saul Glantz

News EditorArthur O. Beamer

Musical Director.....Willard Pott

Chief Engineer.....Ralph DeLamy

FOR QUALITY**AP** !



...billionarea!

Where thousands go "to see" — millions LISTEN free!

And they bring along a BILLION DOLLARS* spending money!

Basic Blue **WJW** 850 Cleveland

Population: two million
 Radio Homes: a half million
 *Retail Sales: a billion

This is a billion dollars talking. You can't "talk back" to a billion—but you can talk TO it!



W J W

CLEVELAND—EST. 1943

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: WJW, Inc.
 Address: WJW Building, Playhouse
 Square
 Phone Number: Superior 0101
 Transmitter Location: North Royalton, Ohio
 Time on the Air: Full time
 News Service: UP
 Transcription Service: Standard
 Representative: Headley-Reed Co.

Personnel

President and General
 Manager: William M. O'Neil
 National Sales Dir.: Harold W. Waddell
 Sales Promotion and Merchandising
 Manager: Ben Stiller
 Program Director: Edward N. Palen
 Production Manager: Arden Gifford
 Publicity Department: Earl Harper
 Musical Director: Donald Kayler
 Chief Engineer: Gerold G. Roberts

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc. Power: 50000 Watts
 Owned-Operated By: National Broadcasting
 Co.
 Business Address: 815 Superior Ave., N.E.
 Phone Number: Cherry 0942
 Transmitter Location: Brecksville, Ohio
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 6 a.m. to 1 a.m.
 News Service: UP; AP
 Transcription Service: NBC Thesaurus;
 Standard Radio
 Representative: NBC National Spot Sales

Personnel

President: Nil's Trammell
 Station Manager: Vernon H. Pribble
 Commercial and Sales Promotion
 Manager: Howard A. Barton
 Program Director: Hal Metzger
 Production Manager: Fred Wilson
 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: 1035 Barnett Rd.
 Time on the Air: 6 a.m. to 1 a.m. daily; 8 a.m.
 to 1:05 a.m. Sunday
 News Service: AP
 Transcription Service: Standard Radio
 Representative: John Blair & Company

Personnel

President: Robert H. Wolfe
 Station Manager: Edgar T. Wolfe
 Sales and Commercial Manager: W. I. Orr
 Sales Promotion Manager: Jerome T. Reeves
 Program Director: Geer Parkinson
 Production Manager: Tom DeVore
 Chief Announcer: Irwin A. Johnson
 Musical Director: Geer Parkinson
 Publicity Director: Jerome R. Reeves
 Chief Engineer: Lester H. Natzger

W C O L

COLUMBUS—EST. 1934

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Pixleys
 Business Address: 33 North High St.
 Phone Number: Main 4581
 Transmitter Location: 33 North High St.
 Time on the Air: 24 hours daily
 8 a.m. to 1 a.m.
 News Service: INS & AP
 Transcription Service: World; Lang-Worth
 Representative: Weed & Company

Personnel

Owner: L. A. Pixley
 Station-Commercial Manager: Jack Kelly
 Program Director: Howard Donahoe
 Production Manager: Al Albinger
 Publicity: Jim Renick
 Chief Engineer: Leo DeConnick

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Operated By: United Broad-
 casting Co.
 Address: 22 East Gay St.
 Phone Number: Adams 1101
 Transmitter Location: 901 Obetz Road
 Time on the Air: 6 a.m. to 1 a.m.
 Newspaper Affiliation: Cleveland Plain
 Dealer
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Radio Advertising Corp.

Personnel

President: Sterling Graham
 General Manager: Carl M. Everson
 Commercial and Sales Promotion
 Manager: Harry H. Hoessly

Program Director-Production

Manager John Moses
 Publicity Director Ruth Chiappa
 Chief Announcer Bernard J. Sweeney
 Artists Bureau Head-Musical
 Director Abram Ruvinsky
 Chief Engineer J. E. Anderson
 Record MC Don Bachman

Personnel

President Howard L. Bevis
 Station Director R. C. Higgy
 Program Director William H. Ewing
 Production Manager Edgar Sprague
 Publicity Director H. K. Schellenger
 Chief Announcer Edgar A. Sprague
 Musical Director Ann Charles
 Chief Operator C. H. Boehnker
 (Non-Commercial Station)

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
 Time on the Air Limited time,
 to sunset at Dallas, Texas
 News Service UP
 Transcription Service Lang-Worth

W H I O

DAYTON—EST. 1935

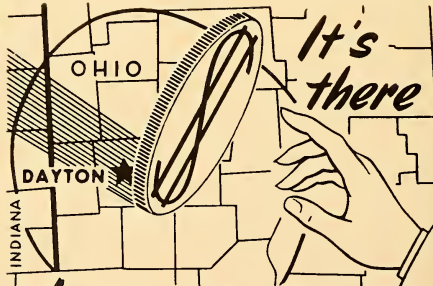
COLUMBIA BROADCASTING SYSTEM

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 18½ hours daily
 Newspaper Affiliations: Dayton Daily News;

**DAYTON
OHIO**

Long recognized
 as one of the
 Key Production
 Centers of the
 Nation, in peace,
 in war—a highly
 Prosperous and
 Profitable market
 — For YOU.

**5000
WATTS**



*It's
there*

*And You Can Reach It
Now!!*

**1290
ON THE
DIAL**

**G. P.
HOLLINGBERY
COMPANY
Representatives**

**HARRY E.
CUMMINGS
Southeastern
Representative**

WHIO

FOR COMPLETE FULL TIME COVERAGE

Springfield (O.) News and Sun; Atlanta Journal; Miami Daily News
 News Service.....UP, INS, Reuters & AP
 Transcription Service..Standard Radio & World
 Representative.....George P. Hollingbery Co.
 Reps. for South..Harry Cummings, Jacksonville,
 Fla.

Personnel

President.....James M. Cox, Jr.
 General Manager.....Robert Moody
 Sales Manager.....Arthur H. Tomsett
 Sales Promotion Manager..Garland V. Baldwin
 Program Manager.....Lester G. Spencer
 Production Director.....Don Wayne
 Musical Director.....Henry Lange
 Chief Announcer.....Sigel A. Roush
 Chief Engineer.....Ernest L. Adams

WING

DAYTON—EST. 1939

BLUE NETWORK

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.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, NBC
 Thesaurus
 Representative.....Weed & Company

Personnel

President.....Ambassador Charles Sawyer
 Station Manager.....J. P. Williams
 Sales Manager.....Harold Higgins
 Sales Promotion Manager.....Ima E. Wing
 Program Production Director.....Ranny Daly
 Musical Director.....Charles Reeder
 Chief Engineer.....Stanley Beck

WFIN

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Findlay Radio Company
 Business Address...500½ South Main Street
 Phone Number.....Main 1330
 Transmitter Location.....Williams Road
 Time on the Air:6:30 a.m. to local sunset;
 Sundays, 7:30 a.m. to local sunset

News Service.....INS
 Transcription Service.....Lang-Worth;
 Standard Radio & Keystone

Personnel

General Manager.....Fred R. Hover
 Sales Manager.....Kent L. Jeffrey
 Program Director.....Millicent Mertz
 Musical Director.....Barbara J. Tyner
 Chief Engineer.....Edgar Smith

WMOH

HAMILTON—EST. 1944

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..The Fort Hamilton Broad-
 casting Co.

Address.....Second National Bank Bldg.
 Phone.....4664
 Transmitter Location.....Middletown Pike
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 MacGregor

Personnel

President.....Herbert G. Pabst
 Station Manager.....Don Ioset
 Sales Manager.....Joe True
 Program Director.....Sam Sague
 Chief Engineer.....Andrew Bruck
 Musical Director.....Elsie Remp

WLOK

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry Co.
 Address.....620 National Bank Bldg.
 Phone.....93161
 Transmitter Location.....1424 Rice Ave.
 Time on the Air.....7 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representatives.....Headley Reed

Personnel

President.....George B. Storer
 Vice-President & Gen. Mgr....J. Harold Ryan
 Sales Promotion Manager.....R. G. Elvin
 Program Director.....Edgar C. Ulrick
 Chief Announcer.....John Daniels
 Chief Engineer.....Richard Gartner
 Record MC.....Robert Shelley

W M A N

MANSFIELD—EST. 1939

BLUE NETWORK

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...6:30 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-Chief Executive.....J. M. O'Hara
 Sales Promotion.....Bessie Blackman
 Program Director.....Robert Christopher
 Musical Director.....Earl Black
 Chief Engineer.....William Morrison

W M R N

MARION—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Marion Broadcasting
 Company
 Address.....North Main Street
 Phone Number.....2516
 Transmitter Location.....North Main Street
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard

Personnel

President-Station Manager.....Robert T. Mason
 Commercial Manager.....Geo. A. Speese
 Sales Manager.....George A. Speese
 Program Director.....Madge L. Cooper
 Production Manager.....Harley West
 Musical Director.....Carol Whirrett
 Chief Engineer.....S. Robert Morrison

W P A Y

PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM &
 OHIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Brush-Moore Newspapers
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 7:30 a.m. to 11 p.m.
 Newspaper Affiliation.....Portsmouth Times
 News Service.....AP & UP

Transcription Service.....Lang-Worth & BMI

Personnel

President.....Louis H. Brush
 Station Manager.....Paul Wagner
 Sales Promotion.....William Bierley
 Program Director.....Pat Hooley
 Chief Engineer.....Maurice Myers

W I Z E

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Voice of
 Springfield, Inc.
 Address.....115 West High Street
 Phone Number.....4955
 Transmitter Location.....Springfield
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....NBS Thesaurus
 Representative.....Weed & Co.

Personnel

President.....Charles Sawyer
 Exec. Vice-President.....J. P. Williams

*America's Best
 Test Market --*

✓ EASY TO HANDLE
 ✓ EASY TO CHECK

W M A N

MANSFIELD, OHIO

BLUE NETWORK!

*In the Heart
 of Ohio*



Station Manager.....Adna Karns
 Promotion-Publicity.....Jim Newman
 Program Director.....Arthur Martin
 Chief Engineer.....Victor Bushong

WSTV

STEUBENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
THE FRIENDLY GROUP
TRI-STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..The Valley Broadcasting
 Company
 Business Address...Exchange Realty Building
 Phone Number.....2-6265-66-67
 Transmitter Location.....Altamont Heights
 Time on the Air.....7 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Spot Sales, Inc.

Personnel

General and Commercial Mgr...John J. Laux
 Program-Publicity Director.....John L. Merdian
 Chief Announcer.....George H. Wilson, Jr.
 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
 Time on the Air.....6 a.m. to 1 a.m.
 News Services.....AP; INS
 Transcription Service.....NBC Thesaurus &
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....George B. Storer
 Vice President.....J. Harold Ryan
 Managing Director.....E. Y. Flanigan
 Sales Promotion Manager.....W. F. Shannon
 Program Director.....Robert B. Evans
 Publicity Director.....Al Ruhfel
 Chief Engineer Studio.....Frank M. Hilbert
 Chief Engineer Transmitter...Edward L. Goon

SHAKE HANDS WITH



"THE FRIENDLY GROUP"

Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director
 "The Friendly Group", Steubenville, O.



WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 EDDIE KOHN, MGR.
 BLUE NETWORK

WJPA

WASHINGTON, PA.
 JOHNNY CROFT, MGR.
 MUTUAL

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL



WKBN

AFFILIATED:
COLUMBIA BROADCASTING SYSTEM

WKBN TRANSMITTER

PIONEER WITH VISION

In September, 1926, WKBN began broadcasting as the pioneer station of the Youngstown Area, one of the top industrial regions of the nation . . . ranking third in steel production, alone. Foresight, vision and continuous endeavor in behalf of sponsor and listener have created and retained the leadership enjoyed in the entire area served by WKBN.

The Youngstown Market, unlike many, will not be materially affected by reconversion since the products produced for war are substantially those products which will con-

tinue to be in tremendous demand in the peace time to which we are all looking forward.

With confidence in the future of America we accept the responsibilities our position demands and pledge even greater opportunities to the radio advertisers and listeners of tomorrow.

REPRESENTED BY:
PAUL H. RAYMER COMPANY

WKBN
YOUNGSTOWN, O.
5000 watts
570 kc

A graphic of a vintage microphone with 'CBS' on the side is positioned to the right of the text.

WTOL

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Community Broad-
casting Company

AddressBell Building
Phone Number.....Adams 3291
Transmitter Location.....Bell Building
Time on the Air.....Unlimited license
News ServiceUP
Transcription Services..Associated Music Pub-
lishers; Standard Radio
Representative.....Radio Advertising Corp.

Personnel

PresidentFrazier Reams
Vice President-General Manager..Arch Shawd
Commercial Manager.....Gard Wallace
Sales Promotion Manager.....John Morgan
Program Director.....Jean Wright
Program Director.....Russell Perry
Publicity Director.....Betty Hartman
Chief Announcer.....Robert Kreighoff
Musical Director.....John Sheehan
Chief EngineerJohn Sheehan

WRRN

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens
Address.....2nd National Bank Building
Phone Number4490
Time on the Air....6:45 a.m. to 12 midnight
Transmitter Location..710 Main Avenue, S. W.
News ServiceAP
Transcription Service...Standard & Lang-Worth
Representative.....Burn-Smith Company, Inc.

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
Station Manager.....Emerson J. Pryor
Commercial Manager.....Frank B. Cannon
Program Director.....David C. Hale
Chief Engineer.....Charles J. Hurton

WFMJ

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..WFMJ Broadcasting Co.
Address.....101 W. Boardman St.
Phone Number34121
Transmitter Location...101 W. Boardman St.
Time on the Air.....6 a.m. to 12 midnight;
Saturdays, 6 a.m. to 1 a.m.; Sundays, 7 a.m.
to 12 midnight

An
Outstanding

Audience

in

Toledo

Says

WTOL



*An
outstanding audience
in the Toledo area*



*Women follow
its department store programs*



The listener audience of WTOL throughout the Toledo area is exceptionally department store conscious. For a far higher percentage of leading department stores use radio advertising in Toledo than in most major markets. 5 out of the 6 department stores in Toledo use WTOL. So do *all* of the drug chains and *all* the bread companies. This acceptance signifies the primary influence of WTOL in the Toledo market. Locally owned and operated... it's "The Biggest Little Station in the World".



BASIC *Blue* NETWORK

WTOL

"Toledo's Friendly Station"

NATIONAL REPRESENTATIVES: RADIO ADVERTISING COMPANY

Newspaper Affiliation.. Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Lang-Worth;
 Standard Radio
 Representative.....Headley-Reed Company

Personnel

Owner-Station Manager..William F. Maag, Jr.
 Sales Manager.....Phil Wood
 Program Director.....Robert B. Mackall
 Chief Announcer.....Hal Fredericks
 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 Watts
 Owned-Operated By....WKBN Broadcasting
 Corp.

Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....6 a.m. to 12 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.....Foster Harmon
 Musical Director.....Dwight Merriam
 Chief Engineer.....B. T. Wilkins (on Leave)

WHIZ

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By...Southeastern Ohio Broadcasters,
 Inc.

Operated By.....Fort Industry Company
 Address.....North Fifth St.
 Phone Number.....6000
 Transmitter Location.....Newark Road
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.

News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

President.....George Storer
 Managing Director.....Allen L. Haid
 Sales Manager.....Robert Kerns
 Program Director.....Ivan Harnew
 Chief Announcer.....Jack Roeder
 Chief Engineer.....Wm. Hunt

OKLAHOMA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287

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.....207 First Nat'l Bank Bldg.
 Phone Number.....1212
 Transmitter Location.....North Broadway
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 7 a.m. to 11 p.m.

News Service.....AP
 Representative.....Taylor Howe Snowden

Personnel

Owner.....Dr. C. C. Morris
 Manager.....H. Weldon Stamps
 Commercial Manager.....LeRoy W. Moses
 Program Director.....Bill McDowell
 Chief Engineer.....Harold Walker

K V S O

ARDMORE—EST. 1935

THE BLUE NETWORK
 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 Air.....Unlimited License
 Newspaper Affiliation....Daily Ardmoreite
 News Service.....AP
 Representative.....Taylor Howe Snowden

Personnel

General Manager.....Albert Riesen
 Commercial Manager.....Hillis Bell
 Musical Director.....Dolly Dutton
 Chief Engineer.....C. M. 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 Number 1400
Studio Address..... Union National Bank Bldg.

Transmitter Location Dewey Road
Time on the Air..... 6:30 a.m. to 10:45 p.m.
News Service AP

Personnel

President-General Manager..... J. Fred Case
Commercial Manager..... Jim Case
Program Director..... George S. Lanham
Chief Announcer..... D. D. Frieday
Musical Director..... Martha Boucher
Chief Engineer..... E. Dallas DeGraffenreid

KASA

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc Power 100 Watts
Owned-Operated By.... Southwest Broadcast- ing Co.

Address..... Casa Grande Hotel
Phone Number..... 730
Transmitter Location..... Casa Grande Hotel
Time on the Air..... Full time
News Service AP
Transcription Service Keystone Broadcast- ing System

Personnel

President..... L. J. Preston
Supervisor..... F. E. Mayhew
Program Director-Chief Announcer... Joe Fenter
Chief Engineer..... Howard Jeter

KCRC

ENID—EST. 1929

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1390 Kc..... Power: 1000 Watts
Owned-Operated By.... Enid Radiophone Co.
Business Address... Willow & Kennedy Sts.
Phone Number 447
Transmitter Location..... Willow & Kennedy Sts.

Time on the Air..... 6:30 a.m. to 11 p.m.:
Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation... Enid Morning News;
Enid Daily Eagle

News Service AP
Transcription Service Standard
Representative..... John E. Pearson Co.

Personnel

President-Station Manager... Milton B Garber
Commercial Manager..... H. P. Hale

Program Director..... Marjorie Hromas
Publicity Director..... Eleanor Hoehn
Chief Announcer..... Gleason Kistler
Chief Engineer..... Murray Coleman

KSWO

LAWTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1150 Kc..... Power: 250 Watts
Owned-Operated By..... Carver & Ross Ra- dio Broadcasters

Business Address..... 1710 E. Avenue
Phone Number..... 2370
Studio Address..... 17th & E. Streets
Transmitter Location..... 17th & E. Streets
Time on the Air..... Daytime license
News Service UP
Transcription Service..... NBC Thesaurus;
Associated

Personnel

President Byrne Ross
Station and Commercial Manager.. Byrne Ross
Sales Promotion Manager-Chief
Announcer K. Burkett
Program-Musical Director..... Winifred Ross
Chief Engineer..... W. E. Billington

KBIX

MUSKOGEE—EST. 1936

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By:

Oklahoma Press Publishing Co.
Business Address..... Barnes Bldg.
Phone Number 303
Studio Address Barnes Building
Transmitter Location Barnes Building
Time on the Air..... 6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation..... Muskogee Daily
Phoenix & Times Democrat
News Service AP
Representative..... Radio Advertising Co.

Personnel

President Tams Bixby, Jr.
General and Commercial Mgr.... Jimmie Barry
Chief Engineer..... Glenn Barnett

WNAD

NORMAN—EST. 1922

Frequency: 640 Kc..... Power: 1000 Watts
Owned-Operated By.. University of Oklahoma
Business Address... Faculty Exchange, Norman
Phone Number 900; Station No. 124
Studio Address Student Union Bldg.
Transmitter Location..... 1140 Jenkins Ave.

Time on the Air.....Daytime License
News Service.....AP

Personnel

Station Director.....John W. Dunn
Musical Director.....Mrs. Gerald Hollman
Production Manager.....John W. Dunn
Technical Supervisor.....Clyde Farrar
Chief Engineer.....Jack Boyer
(Non-Commercial Station)

K O C Y

OKLAHOMA CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Plaza Court Broad-
casting Co.
Address.....Plaza Court
Phone Number.....3-4333
Transmitter Location.....Plaza Court
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Associated Music
Publishers; Standard Radio; NBC Thesaurus
Representative.....The Walker Co.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake
Commercial Manager.....George Tarter
Program Director.....Harold Durham
Production Manager.....Paul Duncan
Chief Engineer.....George W. Brock

K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

REGIONAL NETWORK (KOMA-KWFT-KTUL)

Frequency: 1520 Kc.....Power: 5000 Watts
Owned-Operated By.....KOMA, Inc.
Address.....Biltmore Hotel
Phone Number.....2-3291
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.....World Trans. Service
Publishers, NBC Thesaurus
Representative.....Free & Peters

Personnel

President.....Kenyon Brown
Station Manager.....Kenyon Brown
Commercial Manager.....C. A. Minor, Jr.
Production-Program Director.....Paul Buening
Musical Director.....Mickey Reynolds
Chief Engineer.....M. W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927

BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned by.....O. L. "Ted" Taylor
Owned-Operated By.....Oklahoma Broad-
casting Company, Inc.

Business Address.....2004 Apco 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.....AP & UP
Transcription Service.....World; Lang-Worth
Representative.....Taylor Howe Snowden

Personnel

President.....O. L. "Ted" Taylor
Station Manager.....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Promotion-Publicity Director.....Elizabeth Giles
War Program Director.....Harold Shreve
Musical Director.....Jean Knight Saxton
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 Library
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.....Bloyce Wright
Continuity Director.....George Hamaker
Director of Child Education.....Edyth Wallace
Chief Announcer.....Ben Morris
News Editor.....Dow Mooney
Musical Director.....Allan Clark
Traffic Manager.....Darryl 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.
 Address McCulloch Bldg.
 Phone Number 3546
 Transmitter Location Okmulgee
 Time on the Air Unlimited license
 News Service UP
 Transcription Service..Lang-Worth; Keystone

Personnel

President-Manager Pat Buford
 Commercial-Sales Promotion Manager
 Lucille Buford
 Program-Production Director Nova Clarke
 Chief Announcer Bob Greenwood
 Chief Engineer Chester Ludwick

W B B Z

PONCA CITY—EST. 1927

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Adelaide Carrell
 Address 615 West Grand Avenue
 Phone Number 433
 Transmitter Location..... 615 Grand Avenue
 Time on the Air 7:00 a.m.

Personnel

Managing Director A. L. Carrell
 Sales Promotion-Station Manager...Boyd Kelly
 Sales Manager..... L. C. McKenney
 Chief Announcer.....Don Chadd
 Chief Engineer.....Lewis E. Brown

K G F F

SHAWNEE—EST. 1930

BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KGGF Broadcast-
 ing Co.
 Address..... Aldridge Hotel
 Phone Numbers..... 4390 also 3918
 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...Stauffer Publications
 News Service AP
 Representative..... Taylor Howe Snowden

Personnel

President Oscar Stauffer
 Secretary-Treasurer and
 General Manager..... Joseph W. Lee
 Commercial Manager Maxine Eddy
 Promotion-Publicity Director..... Eileen Tice
 Continuity Editor..... Mary Douglas Lee

Chief Announcer Jean Quillin
 Chief Engineer Salvatore 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.
 Operated By..... Harry Schwartz
 Address Radio Bldg., 910 S. Boston
 Phone Number 3-4121
 Transmitter Location..... 3904 S. Newport
 Time on the Air..... Unlimited also full time
 News Service AP
 Transcription Service... Standard & Lang-Worth
 National Representative..... Joseph Hershey
 McGillvra, Inc., also Taylor Howe Snowden

Personnel

President Harry Schwartz
 General Manager Harold Grimes
 Nat'l Adv. Manager and
 Counselor Fred Schwartz
 Commercial Manager..... H. E. Grimes
 Sales Promotion-Publicity
 Manager Mary Corkill
 Program Director Dick Campbell
 Continuity Director Lucille Burns
 Traffic Manager Mary Corkill
 Musical Director..... Alfred Fox
 Chief Engineer..... Roy Brown
 Record MC Etta May Avery

K T U L

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By..... Tulsa Broadcasting
 Company, Inc.
 Address National Bank of Tulsa Bldg.
 Phone Number 2-3191
 Studio Address.. National Bank of Tulsa Bldg.
 Transmitter Location..... Turley, Okla.
 Time on the Air: 5:45 a.m. to 11:30 p.m.; 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
 Merchandise Manager..... L. A. Blust
 Program Director..... Eddie McKeen
 Publicity Director..... Billee Chandler
 Continuity Chief Bernice Ash
 Production Manager-Chief
 Announcer Leslie Scott

Musical Director.....Glenn Hardman
 Director of War Programs.....Mildred Gillespie
 Chief Engineer.....Robert Snider

KVOO

TULSA—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southwestern Sales Corporation

Address.....Philtower Bldg.
 Phone Number.....2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66
 Time on the Air: 5:55 a.m. to 11:30 p.m.; Sat-

urday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.

News Service.....INS
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Edward Petry & Co.

Personnel

President.....P. Q. Proctor
 Vice President-General
 Manager.....William B. Way
 Commercial Manager.....Gustav Brandborg
 Publicity-Sales Promotion Manager,
 W. T. McClarin
 Program-Production Director.....Allan Page
 Chief Announcer.....Bud Jackson
 Musical Director.....Joe O'Neill
 Director of War Programs.....Allan Page
 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 273-287

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Willamette Broadcasting Company

Business Address.....15th and Elm Streets
 Phone Number.....870
 Transmitter Location.....15th and Elm Streets
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....Albany Democrat Herald

News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....John Keating

Personnel

President.....W. L. Jackson
 Secretary-Treasurer.....R. R. Cronise
 Station Manager.....Chet Wheeler
 Commercial Manager.....Hal Byer
 Program Director.....Howard Parent
 Corvallis Studio Manager.....Bob Reinholdt
 Musical Director.....Nancy Fisher
 Chief Engineer.....Herb Davidson

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Astoria Broadcasting Co.
 Address.....1006 Taylor Avenue
 Phone Number.....95
 Transmitter Location.....1006 Taylor Avenue
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....Astorian-Budget
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President.....M. R. Chessman
 Station Manager.....L. E. Parsons
 Commercial Manager.....R. D. Holmes
 Chief Engineer.....James M. Titus

KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....1st and Court Streets
 Phone Number.....140
 Transmitter Location.....Baker
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor.
 Representative.....W. S. Grant Co.

Personnel

General Manager.....Lee W. Jacobs
 Director of War Programs.....Grace Baer
 Chief Engineer.....Sidney Williams

K B N D

BEND—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The Bend Bulletin
 Address.....1121 Wall St.
 Phone Number.....848
 Transmission Location.....1121 Wall St.
 Time on the Air.....7 a.m. to 10 p.m.
 Newspaper Affiliation.....Bend Bulletin
 News Service.....UP
 Transcription Services.....Standard Radio;
 Lang-Worth; Keystone Broadcasting System

Personnel

Station Manager.....Frank H. Loggan
 Commercial Manager.....Kessler Cannon
 Chief Technician.....Wallace Guthrie

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.....10 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

Program Director.....Allen Miller
 Publicity Director.....Ray Hamby
 Director of Women's
 Programs.....Zelta Rodenwald
 Musical Director.....Richard E. Fuson
 Chief Engineer.....Grant S. Feikert
 (Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 d.; 100 n.
 Owned-Operated By... Western Radio Corp.
 Address.....Scenic Drive
 Phone Number.....2300
 Transmitter Location.....The Dalles
 Time on the Air...8 a.m. to sign-off; Sundays,
 9 a.m. to 9 p.m.
 Transcription Service.....C. P. MacGregor,
 Keystone
 News Service.....UP

Personnel

President-General Manager,
 V. Barney Kenworthy
 Station Manager.....Glenn Howell

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By..Frank L. Hill and Violet G. Hill
 d/b Eugene Broadcast Station
 Operated By.....Frank L. Hill
 Address.....Route 3
 Phone Number.....3
 Transmitter Location.....Route 3
 Time on the Air: 6 a.m. to 11 p.m.; Sunday,
 7:45 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....C. P. MacGregor

Personnel

Partner.....Frank L. Hill
 General Manager.....L. W. Trommlitz
 Program Director.....Marjorie Jackson
 Publicity-Production Director...Bruce Nidever
 Chief Engineer.....Harold Gander

K U I N

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

REDWOOD NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Southern Oregon Broad-
 casting Co.
 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.....William B. Smullin
 Commercial Manager.....Ralph Hanson
 Program Director.....E. A. Malone
 Sales Promotion Manager....Lisa Hanson
 Production Manager.....L. L. King
 Chief Engineer.....Edward A. Malone

K F J I

KLAMATH FALLS—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....KFJI Broadcasters,
 Inc.

Address.....Willard Hotel Bldg.
 Phone Number.....2125
 Transmitter Location.....Klamath Falls
 Time on the Air.....Unlimited license

Transcription Service..... World Broadcasting System, NBC Thesaurus
 RepresentativeW. S. Grant Co.

Personnel

Manager Jack Keating

K F L W*

KLAMATH FALLS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Herald Publishing Co.
 * Construction Permit.

K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 AddressLa Grande
 Phone Number..... 220
 Transmitter LocationOne mile east of La Grande
 Time on the Air.....Unlimited time
 News Service UP
 Transcription Service.....Standard Radio;
 Keystone; Lang-Worth

Personnel

General Manager.....Lee W. Jacobs
 Representative.....W. S. Grant
 Chief Engineer.....Sidney Williams

K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByKoons, Inc.
 Address505 Hall Building
 Phone Number..... 432
 Transmitter LocationHall Building
 Time on the Air.....6:45 a.m. to 10:30 p.m.
 News Service UP
 RepresentativeJohn Keating

Personnel

President.....Sheldon F. Sackett
 General Manager.....Ben E. Stone
 Commercial ManagerHal Shade
 Program DirectorMargaret Anderson
 Publicity Director.....Freddie Vigder
 Office Manager.....Lucy Johnson
 Chief AnnouncerFred Shafer

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
 AddressRoss Lane
 Phone Number4000
 Studio AddressRoss Lane
 Transmitter LocationRoss Lane
 Time on the Air.....7 a.m. to 10 p.m.
 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

NORTHWEST NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Radio Corp.
 AddressBox 178
 Phone Number..... 1425
 Transmitter Location.....S. W. 6th St.
 Time on the Air: 7:30 a.m. to 10:05 p.m.;
 Sundays, 9 a.m. to 8 p.m.
 News Service UP
 Transcription ServiceLang-Worth
 RepresentativeJohn Keating

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial Manager.....Henry M. Hogue
 Production Manager and Chief
 EngineerPaul E. Walden

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 NumberAtwater 7209
 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

BREAKING NEW GROUND



"To sell 'em—tell 'em over KGW." That's the keynote of something new in radio—a spot announcement campaign launched some months ago by KGW, Portland, Oregon, over WQXR New York and its FM affiliate WQXQ, introducing timebuyers to the vast market potentialities of the Pacific Northwest area KGW serves. This unique experiment in radio selling radio has won plaudits from the entire radio industry.

WQXR Announcements tell story of the KGW MARKET

AGRICULTURE

"Oregon's amazing growing climate puts the state in the lead in production of many farm products. According to agricultural bulletins, over half the area planted to hops in the U.S. is in Oregon. The Willamette Valley—included largely in the KGW area—produces nearly all the fiber flax grown in the nation."

PURCHASING POWER

"The per capita income of Portland residents is twice the national average. In the KGW area retail sales have steadily shown the effective purchasing power of this \$2,196 per capita figure. Yet, the ratio of net after retail purchase to income is 57.5, according to figures from Sales Management Magazine."

PAYROLLS

"A great story about the KGW market area is told by the November payroll report of the Oregon State Unemployment Compensation commission. Portland and Multnomah county payroll figures for the fourth quarter of 1943 alone amounted to more than the whole year of 1940."

ELECTRIC POWER

"A magic word has stirred the KGW area ever since the vast Bonneville dam was built. The word is POWER. The Columbia river is producing with Bonneville and Grand Coulee as much electricity as was used in 1929 in the entire United States."

THE STATION WITH EAR APPEAL
KGW
 PORTLAND, OREGON



REPRESENTED NATIONALLY
 BY EDWARD PETRY & CO. INC.

Transcription Service.. World Program Library;
 Associated Music Publishers
 Representative.....Free & Peters, Inc.

Personnel

President..... P. L. Jackson
 Commercial Manager.....Norman A. Davis
 Director of Commercial Relations,
 Harry H. Buckendahl
 Advertising Manager.....Charles Couche
 Program Director.....Harold Bratsberg
 Production Manager.....Ralph Langley
 Musical Director.....John Emmel
 Chief Engineer.....A. E. Richmond

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 Number.....La 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

Frequency: 1190 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....1011 S. W. Sixth Ave.
 Phone Number.....Beacon 6364
 Studio Address.....1011 S. W. 6th
 Transmitter Location... North Portland, Oregon
 Time on the eAir.....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

General Manager.....Lee B. Wailes
 Manager.....J. B. Conley
 Commercial Manager.....Norman J. Sugg
 Traffic Manager.....Mildred Lester
 Program Director.....Homer Welch
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Frank Coffin
 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.....4 a.m. to 2 p.m.
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 Transcription Service.....Langworth; NBC
 Thesaurus
 Representative.....Edward Petry & Co., Inc.

Personnel

Managing Director.....Palmer Hoyt
 Assistant Manager.....Arden X. Pangborn
 Sales Manager.....Jack Wasson
 Traffic Manager.....Mildred Lester
 Sales Promotion-Publicity
 Manager.....Jack Eichenberger
 Program Director.....Homer Welch
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Frank Coffin
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Earl E. Petersen
 Record MC.....Ed Richman

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 3333
 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.....Lou Gillette
 Publicity Director.....Enoch Squires
 Musical Director.....Red Dunning
 Technical Director.....Louis Bookwalter
 Chief Engineer.....Louis Sumner Bookwalter

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
 Owned ByKXL Broadcasters
 AddressOrpheum Building
 Phone NumberBroadway 6451
 Transmitter Location...82nd St. & Sunnyside,
 Clackamas District
 Time on the Air.....6 a.m. to local sunset
 News Service UP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative.....Joseph Hershey McGillvra

Personnel

PresidentFrances R. Symons
 Station and Commercial
 ManagerH. S. Jacobson
 Program-Production
 DirectorFrederick Eichhorn III
 Chief EngineerL. K. Ballinger

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..News-Review Company
 Business AddressRoseburg
 Phone Number4
 Transmitter Location.....Umpqua Hotel
 Time on the Air.....Unlimited time
 Newspaper Affiliation..Roseburg News-Review
 News ServiceAP
 Transcription Service.....Standard Radio
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

President.....Harris Ellsworth
 General Manager.....M. H. Pengra
 Program-Publicity
 DirectorIris Helliwell
 War Program DirectorGilbert Walters
 Prom. Dir.-Chief Announcer...Gilbert Walters
 Chief Engineer.....Henry Chandler, Jr.

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address1011 and 1017 S. W. 6th Ave.
 Phone Number.....Atwater 4393
 Transmitter LocationOaks Park, Portland
 Time on the Air.....Full time
 News ServiceUP, INS
 Transcription Service.....Standard Radio
 National Representative.....Burns-Smith Co.,
 Homer Griffith Co.

Personnel

PresidentWilbur J. Jerman
 Sec.-Treas., Promotion Manager...J. C. Egan
 Sales Promotion Manager...L. D. Henderson
 Program-Production Manager.....Art Morey
 Chief AnnouncerLes Marcus
 Chief EngineerW. J. Jerman
 Record MC.....Frank Hood

K S L M

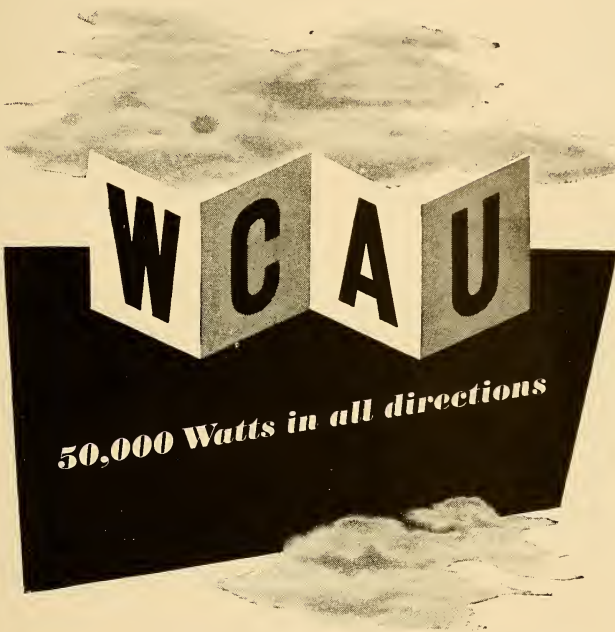
SALEM—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned By.....Oregon Radio, Inc.
 Operated By.....H. B. Read
 Business Address633 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 ServiceUP and AP
 Transcription Service...Langworth; Keystone
 RepresentativeJohn Keating

Personnel

President-General ManagerH. B. Read
 Commercial-Sales Promotion
 ManagerEarle W. Headrick
 Program Director-Chief
 AnnouncerBill Talbot
 Production Manager.....Otto Miller
 Chief Engineer.....Clyde Carlton



PHILADELPHIA'S LEADING RADIO INSTITUTION

PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Operated By.....Lehigh Valley
Broadcasting Co.

Address39-41 N. Tenth St.
Phone Number9511
Transmitter LocationRoute No. 1
Time on the Air7 a.m. to 1 a.m.
Newspaper Affiliation.....Allentown Call
Publishing Co.
News Service.....AP, UP
Transcription Services....World Broadcasting
System
RepresentativeHeadley-Reed Co.

Personnel

President.....J. C. Shumberger, Sr.
Vice President-Managing
Director.....B. Bryan Musselman
Program Director.....George Y. Snyder
Chief Engineer.....R. H. Musselman

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.
QUAKER NETWORK
PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned ByThe William F. Gable Co.
Operated By: The Gable Broadcasting Com-
pany (Lessee)

Address1320-32 11th Avenue
Phone Number.....6467
Transmitter Location....1320-32 11th Ave.,
Altoona, Pa.

Time on the Air.....7:15 a.m. to midnight
News ServiceAP
Transcription Service....World Broadcast-
ing System; Langworth
RepresentativeHeadley-Reed Co.

Personnel

PresidentGeorge P. Gable
Managing Director.....Roy Thompson
Program Direct.....Dorothy Jones
Chief Engineer.....George Burgoon

W I S R

BUTLER—EST. 1941

VICTORY NETWORK

Frequency: 680 Kc.....Power: 250 Watts

Owned By.....Butler Broadcasting Co.
Operated By.....David H. Rosenblum
Address.....357 N. Main St.
Phone Number4701
Transmitter Location.....McKinley Ave.
Time on the Air.....7 a.m. to Sundown
News ServiceUP
Transcription ServiceWorld Broadcasting
Service, Keystone

Personnel

President-Station Manager,
David H. Rosenblum
Commercial-Sales Promotion
ManagerLeon Bernard
Program Director.....Lee Blaine
Publicity Director.....Gladys Borne
Chief EngineerPaul Rex

W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ATLANTIC NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Tri-County Broad-
casting Co., Inc.

Address80 North Park Place
Phone Number1700
Transmitter Location....80 North Park Place
Time on the Air.....7 a.m. to 12:05 a.m.
Newspaper AffiliationDuBois Courier
Express

News ServiceUP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....H. T. Grey
General Manager.....Jason S. Gray
Station Manager.....Les Ryder
Commercial-Promotion
ManagerLes Ryder
Program Director.....Virginia Wade
Director of War Programs-Artists
BureauVirginia Wade
Chief Announcer.....Frank Faro
Chief EngineerVernon Stahl

WEST

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broad-
casters, Inc.

Address516 Northampton St.
Phone Number 8001
Transmitter Location.....Williams Township
Time on the Air.....6:55 a.m. to 1 a.m.
News Service UP
Transcription Service Standard
Representative Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station Manager.....Elwood C. Anderson
National Sales Manager.....J. Robert Gulick
Program Manager Eugene Bethman
Technical DirectorJ. E. Mathiot

WLEU

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 Numbers23-327 or 22-129
Transmitter Location.....Commerce Bldg.
Time on the Air.....6:30 a.m. to 1 a.m.
News Service.....AP & Transradio
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omellan
Vice-President and General
ManagerV. Hamilton Weir
Program Director.....C. Detzel
Musical Director.....Anthony Conti
Chief Engineer Clarence Baker

WEST

EASTON, PENNSYLVANIA

PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial
and agricultural area of the LEHIGH VALLEY
with a population exceeding 300,000.
The Steel and Cement Center of the East. A market
worthy of your consideration.

NBC—MUTUAL

National Representative: **RADIO ADVERTISING CO.**

W E R C

ERIE, PENNSYLVANIA

NBC-AFFILIATE

1490 Kc, 250 Watts

National Representative

WEED and COMPANY



THE TOP

SPORTS

STATION

IN

ERIE



A T O P
M A R K E T

W E R C

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 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 a.m. to 1 a.m. daily; 8 a.m.
 to 1 a.m. Sunday

News Service UP
 Transcription Service Associated Muslc;
 Lang-Worth & World
 Representative Weed & Co.

Personnel

President Jacob A. Young
 General Manager C. E. Denny
 Commercial Manager Ed Pearson
 Program Director J. J. Young
 Chief Announcer Paul Bedford
 Chief Engineer Thomas Phillips, Jr.

W H J B

GREENBURG—EST. 1934

COLUMBIA SUSTAINING

Frequency: 620 Kc. Power: 250 Watts, Daytime
 Owned-Operated By Pittsburgh Radio
 Supply House

Address 128 N. Pennsylvania Ave.
 Phone Number Greensbrug 3740
 Transmitter Location 128 N. Pennsylvania
 Ave.

Time on the Air 7 a.m. to sunset
 News Service UP
 Transcription Service Lang-Worth
 Representatives Spot Sales, Inc.

Personnel

President H. J. Brennen
 Station & Commercial Manager E. J. Podeyn
 Chief Engineer Lyle L. Allen

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. Ketter
 Station Manager-Chief
 Engineer H. W. Harmon
 (Non-Commercial Station)

FOR QUALITY
AP !

W H G B*

HARRISBURG

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Harrisburg Broadcasting Co.
* Construction Permit.

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 Number4-3211
Transmitter Location.....Harrisburg-Hershey
Highway (4 miles from Harrisburg)
Time on the Air..6 a.m. to 1 a.m. daily; 8 a.m.
to 1 a.m. Sunday
News Service.....UP & AP
RepresentativeJohn Blair & Company

Personnel

Station and Commercial
ManagerA. K. Redmond
Chief Engineer.....R. S. Duncan

W K B O

HARRISBURG—EST. 1921

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcast-
ing Corp.
Address31 North Second St.
Phone Number.....4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....6:30 a.m. to 1 a.m.
News ServiceUP
Transcription ServiceWorld Broadcasting
System
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station and Commercial Manager..C. G. Moss
National Sales Manager.....J. Robert Gulick
Program DirectorLewis Munnell
Chief Engineer.....J. E. Mathiot

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach
a market with 835,000 population,
213,000 radio families and more than
\$408,000,000 retail sales—all in their
Primary Area—not covered by any
other station. Write—Main Office:
8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

WAZL

HAZLETON—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Hazelton Broadcast-
ing Service

AddressHazelton National Bank Bldg.
Phone Number 1488
Transmitter LocationHazelton National
Bank Bldg.

Time on the Air.....6:55 to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
RepresentativeRadio Advertising Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager.....V. C. Diehm
National Sales Manager.....J. Robert Gulick
Program Manager.....Don Murray
Technical Director.....J. E. Mathiot

WGAL

LANCASTER—EST. 1922

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

TRI-PENN MARKET

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.....6:55 a.m. to 1 a.m.
News ServiceUP
Transcription ServiceNBC Thesaurus
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager.....Walter O. Miller
National Sales Manager.....J. Robert Gulick
Program Manager.....Ernest Stanziola
Technical DirectorJ. E. Mathiot

Sell Your Product in
Pennsylvania's Booming
Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in
an area which has an annual payroll of
over \$55,000,000—practically all spent right
in the territory.



National Representative: RADIO ADVERTISING CO.

W J A C

JOHNSTOWN—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....WJAC, Incorporated
 Address Tribune Annex
 Phone Number 24-361
 Transmitter Location.....Tribune Building
 Time on the Air.....7 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Johnstown Tribune
 News Service UP
 Transcription ServiceNBC Thesaurus;
 Lang-Worth, Standard
 RepresentativeHeadley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
 Commercial-Promotion Manager...J. P. Foster
 Chief Engineer.....Nevin Straub

W M R F

LEWISTOWN—EST. 1941
NATIONAL BROADCASTING CO.

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..Lewistown Broadcasting
 Co.
 Business AddressHotel Coleman
 Phone Number 757
 Studio AddressHotel Coleman
 Transmitter Location.....Lewistown Heights
 Time on the Air.....7:30 a.m. to 11:30 p.m.;
 Sunday, 10:30 a.m. to 11:30 p.m.
 News Service UP
 RepresentativeBurn-Smith Co.

Personnel

Vice-PresidentJ. S. Woods
 Station Manager.....Thomas W. Metzger
 Program Director.....Paul M. Breining
 Production Manager.....Joseph W. Smiley
 Publicity DirectorRita McCoy
 Chief Engineer.....Bernard H. Bopp

W K S T

NEW CASTLE—EST. 1938
QUAKER NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business AddressCathedral Bldg.
 Phone Number 5050-5051
 Studio Address...Cathedral Bldg., New Castle
 Transmitter Location....Old Pittsburgh Road
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceAP
 Transcription ServiceNBC Thesaurus;
 Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....S. W. Townsend
 Station-Commercial Manager....A. W. Graham
 Program Director.....Alan Freed
 Publicity Director.....Ray Wallace
 Chief Engineer.....Robert Emch
 Record MCAl Frances

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. Power: 250 Watts
 Owned-Operated By.....Allegheny-Kiski
 Broadcasting Co.
 Address810 Fifth Avenue
 Phone NumberNew Kensington 3534
 Transmitter Location..East Deer Township, Al-
 legheny County, Pa.
 Time on the Air.....7 a.m. to local sunset
 News ServiceUP
 Transcription Service ...Lang-Worth; C. P.
 MacGregor
 RepresentativeCox & Tanz

Personnel

Station-Commercial Manager..Edward J. Kroen
 Chief AnnouncerJack Craddock
 Chief Engineer.....W. W. Neely

K Y W

PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. Power: 50000 Watts
 Owned-Operated By....Westinghouse Radio
 Stations, Inc.
 Address1619 Walnut Street
 Phone NumberLOcut 3760
 Transmitter Location.....Whitemarsh, Pa.
 Time on the Air.....Full time
 News ServiceUP; Reuters
 Transcription ServiceStandard Radio
 RepresentativeNational Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.
 ChairmanA. W. Robertson
 President.....George H. Bucher
 Vice-President.....Walter Evans
 General ManagerLee B. Wailes
 Engineering Manager.....Dwight A. Meyer
 Sales Manager.....B. A. McDonald
 Advertising Manager.....W. B. McGill
 Program Supervisor.....Gordon Hawkins
KYW PERSONNEL

Station Manager.....Leslie Joy
 Program Manager.....James P. Beyley
 Sales Manager.....John S. deRussy
 Sales Promotion Manager...Eleanore F. Ulmer
 Publicity Director.....John J. Kelly
 Production ManagerDonn Bennett
 Musical Director.....Clarence Fuhrman
 Chief EngineerErnest Gager

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
Owned-Operated By.....WCAU Broadcast-
ing Company

Address.....1622 Chestnut Street
Phone Number.....Locust 7700
Transmitter Location...Moorestown Township,
New Jersey

Time on the Air.....5:25 a.m. to 1:05 a.m.;
Sundays, 8 a.m. to 1:05 a.m.

News Service..AP; Transradio & United Press
Transcription Service...World Broadcasting
Representative.....Bertha Bannan (Boston);
Virgil Reiter & Co. (Chicago); Paul H. Ray-
mer Co (Pacific Coast), Harold Davis, New
York

Personnel

President and Station

Manager.....Dr. Leon Levy
Commercial Manager.....Alex Rosenman
Sales Promotion Manager.....Robert N. Pryor
Director of Programs.....Stan Lee Broza
Production Manager.....Horace Feyhl
Asst. Publicity Director.....Helen Parks
Musical Director.....Elliott Lawrence
Chief Announcer.....Hugh Walton
Chief Engineer.....George Lewis

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAS Broadcasting
Station, Inc.

Address.....1211 Chestnut Street
Phone Number.....Locust 7400
Transmitter Location.....Woodside Park
Time on the Air...7 a.m. to 12 midnight daily;
9 a.m. to midnight Sunday

News Service.....AP
Transcription Service.....Lang-Worth & World
Representatives.....Forjoe & Co.

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Commercial Manager.....Charles Stahl
Program Director.....Polly Whitaker
Production Manager.....Gene Edwards
Production Manager.....Gil Morris
Publicity Director.....P. J. Stanton
Chief Announcer.....Jack Molley
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger

For Results
in the
**PHILADELPHIA
MARKET**
it's
WDAS

PHILADELPHIA'S
OUTSTANDING
INDEPENDENT

NEWS
EVERY HOUR
ON THE
HOUR

*It's the Character of a
radio station which counts!*

TO
the listener
power, coverage,
millivolt contours, audience
measurement means little. It's the
character and purpose . . . the ideals and
courage . . . the personality and vigor . . . the
spirit of sincere public service which counts most. ★ ★
Since its inception WFIL has striven ably and effectively . . . has
spared nothing . . . to bring to Philadelphians the type of radio enter-
tainment which they prefer. It's because of this WFIL is deep-rooted in the
hearts of Philadelphians. ★ ★ What gives a radio station character?
Not necessarily the cold, insensitive figures which appear in
audience ratings—most of which are due to network situ-
ations beyond the control of the individual station
—but the warmth and sincerity which peo-
ple feel. Ask a Philadelphian which
station they feel is *their*
station—invariably
they answer,
WFIL.

A BLUE NETWORK AFFILIATE

*Represented nationally
by The Katz Agency*

WFIL

• 560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

WFIL

PHILADELPHIA—EST. 1922

BLUE NETWORK
QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned By.....Lit Bros.
Operated By.....WFIL Broadcasting Company
Address.....Widener Building
Phone Number.....Rittenhouse 6900
Transmitter Location.....63rd St. & Passyunk
Time on the Air.....5:45 a.m. to 1 a.m.
News Service.....INS, AP
Transcription Service.....Associated Music
Representative.....The Katz Agency, Inc.

Personnel

President and General
Manager.....Roger W. Clipp
Ass't Station Manager.....Wm. B. Caskey
Sales Manager.....John E. Surrick
Promotion Manager.....T. I. Oberfelder
Program Director.....Edward C. Obrist
Public Relations Director.....Jack Steck
Musical Director.....Norman Black
Acting Chief Engineer.....Louis E. Littlejohn

WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
Owned-Operated By.....Seaboard Radio
Broadcasting Corporation
Business Address.....1423-25 Walnut Street
Phone Number.....Rittenhouse 2300
Transmitter Location.....Conshohocken, Pa.
Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
New York Representative.....Joseph Lang
National Representative.....Spot Sales

Personnel

President.....Paul F. Harron
General-Commercial
Manager.....Edward D. Clery
Sales Promotion-Production
Manager.....Rupe Werling
Program Director.....Douglas Arthur
Musical Director.....Eric Wilkinson
Chief Engineer.....John H. Henninger
Record MC.....Douglas Arthur

In Philadelphia **WIBG** *is the station!*

for NEWS

for SPORTS

for MUSIC

19 News Programs
Daily! WIBG keeps
Philadelphians in-
formed and Phila-
delphians buy prod-
ucts advertised on
this sales-minded
station!

Baseball! Football!
Basketball! In Phila-
delphia "Sports
Means WIBG"—
and sports means
audience — and
audience means
s-a-l-e-s!

Doug Arthur's
"Danceland" is the
"smoothest thing
this side of heaven."
Just another exam-
ple of WIBG "sell-
ing power."

REPRESENTED (In New York) BY JOSEPH LANG, • (Nationally) SPOT SALES INC.

Philadelphia's

WIBG

Most Powerful Independent

10,000 WATTS

990 KILOCYCLES

Broadcasting 24 hours a day, 7 days a week, at 610 kilocycles with 5000 watts of power, WIP is truly "Philadelphia's Pioneer Voice" to the nearly 8,000,000 prosperous, free-spending folk who live within this fertile 14,000 square mile area. Discerning advertisers speaking to this huge, wealthy audience over WIP have invariably found **PROFIT . . .** and that's the last word on the worth of any station!

Bessie Gimbel Jr.

PRESIDENT



5000 WATTS

610 K. C.

Philadelphia MUTUAL Affiliate
Represented Nationally by Geo. P. Hollingbery Co.

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Independence Broad-
 casting Company
 Address....539 Ledger Bldg., 6th and Chest-
 nut Streets
 Phone NumberLombard 2390
 Transmitter Location....Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....42 hours weekly (shares
 with WTEL) and from Midnight to 7 a.m.
 News ServiceAP
 Representatives.....Regional Radio Sales,
 Chicago Ill.

Personnel

President-Owner.....William A. Banks
 General-Commercial
 ManagerMilton Laughlin
 Program DirectorJoseph A. Grady
 Publicity Director.....Les Alexander

WIP

PHILADELPHIA—EST. 1922

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 ServiceAP; UP
 Transcription ServiceWorld Broadcasting
 System
 Representative.....George P. Hollingberry

Personnel

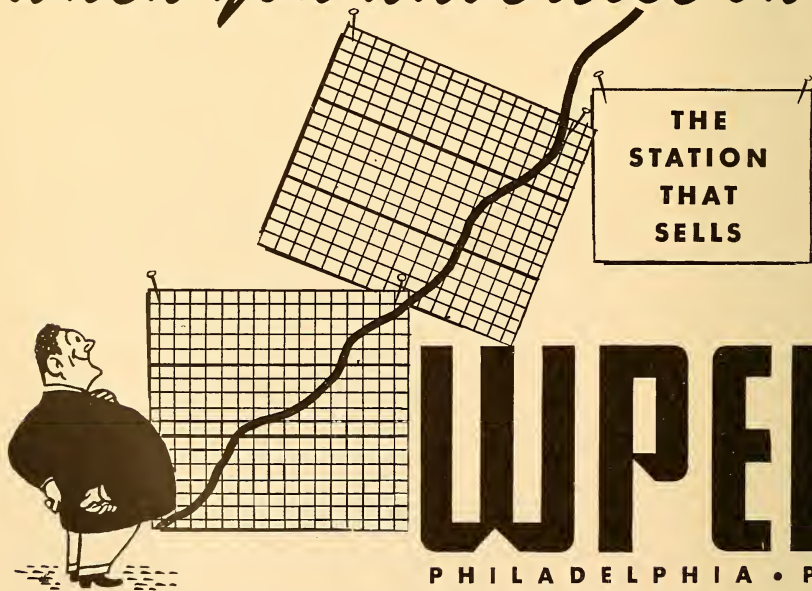
President & Station
 Manager.....Benedict Gimbel, Jr.
 V-P and Director of Sales..Edward A. Davies
 Program DirectorEdward Wallis
 Assistant Program Manager-
 PublicitySam Serota
 Production Manager.....Edwin Halbert
 Musical Director.....Joe Frasetto
 Technical Supervisor.....James M. Tisdale

FOR QUALITY
 AP !

*That's what
happens to*

SALES

when you advertise on



W P E N

PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS

W P E N

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By.....Philadelphia Bulletin
 Studio Address.....1528 Walnut St.
 Transmitter Location.Columbia Ave. & Race St.
 Time on the Air.....6:45 a.m. to 12 midnight
 News ServiceTransradio, AP

Personnel

General Manager.....Richard W. Slocum
 Commercial ManagerAlfred Dienert
 Program Director and
 Production Manager.....Lewis L. London
 Chief Engineer.....Charles Burtis

W T E L

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By...Foulkrod Radio Eng.
 Address4312-14 N. Broad St.
 Phone Numbers: Gladstone 1310; Davenport
 4310

Transmitter Location.....Rowlandville, Pa.
 Time on Air.....Shares with WHAT-WCAM

Personnel

President-Program Director.....Doug. Hibbs
 General ManagerHenry N. Cocker

K D K A

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.

Business Address.....Grant Bldg.
 Studio AddressGrant Building
 Phone NumberGrant 4200
 Transmitter Location...Allison Park, Hampton
 Township, Pa.

Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News ServiceAP; UP
 Transcription Service.....Standard Radio
 Representative....National Broadcasting Co.

Personnel

PresidentGeorge H. Bucher
 Station ManagerJoseph E. Baudino
 Commercial Manager.....Frank V. Webb
 Sales Promotion.....John F. McMahon
 Program DirectorRobert E. White
 Director of War
 ProgramsVictoria Corey
 Publicity Director.....J. F. McMahon

Musical DirectorsBernie Armstrong,
 Aneurin Bodycombe
 Chief EngineerT. C. Kenney

K Q V

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By...Allegheny Broadcasting
 Corp.

Address.....196 Union Trust Bldg.
 Phone Number.....Atlantic 6802
 Studio.....Chamber of Commerce Bldg.
 Transmitter Location.....1475 Crane Road
 Time on the Air.....7 a.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio

Representative.....Spot Sales

Personnel

Chief Executive and
 General Manager.....G. S. "Pete" Wasser
 Commercial Manager.....James Murray
 Program DirectorAlicia Fuller
 Sales Promotion Manager.....Ben Edson
 Chief Engineer.....Walter W. McCoy

W C A E

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WC AE, Inc.
 AddressWm. Penn Hotel
 Phone NumberAtlantic 6900
 Transmitter Location.....Agnew Road, Bald-
 win Township, R. D. No. 6

Time on the Air.....6:30 a.m. to 2 a.m.
 Newspaper Affiliation.....Pittsburgh-Sun
 Telegraph

News Service.....INS; AP
 Transcription Service....World Broadcasting
 System, Standard, Lang-Worth
 RepresentativeThe Katz Agency, Inc.

Personnel

President-General
 ManagerLeonard Kapner
 Station ManagerR. Clifton Daniel
 Sales Manager.....Willard Schroeder
 Promotion-Publicity.....Mitchell B. DeGroot
 Chief Announcer.....Bob Donley
 Program Manager.....R. Clifton Daniel
 Production Manager.....Ben Muros
 Musical Director"Babe" Rhodes
 Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: Pittsburgh Radio Supply House

Address: 1406 Chamber of Commerce Bldg.
Phone Number: Grant 4860
Transmitter Location: 1459 Crane Road, Greentree, Pittsburgh

Time on the Air: 7:30 a.m. to 12:30 a.m.
News Service: Transradio & UP
Representative: Wm. G. Rambeau Co.

Personnel

General Manager: H. J. Brennen
Program and Production: James M. Hughes
Publicity Director: Marian Caughey
Chief Announcer: Si Mann
Chief Engineer: Walter W. McCoy

W W S W

PITTSBURGH—EST. 1932

VICTORY NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WWSW, Inc.
Address: Hotel Keystone

Phone Number: Grant 5200
Transmitter Location: 341 Rising Main St.
Time on the Air: 24 hours daily
Newspaper Affiliation: Pittsburgh Post Gazette

News Service: AP
Transcription Service: Standard Radio; Associated Music Publishers; Lang-Worth

Personnel

President-Station Manager: Frank R. Smith, Jr.
Commercial Manager: Thomas B. Price
Sales Promotion: Paul Jones
Program Director: Fred Joyner
War Program Director: Fred Joyner
Production Manager: David S. Tyson
Chief Announcer: David Tyson
Musical Director: Homer Ochenhirt
Chief Engineer: Ray Harlow

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

President: George J. Feinberg
General Manager: J. M. Nassau
Program Director: J. Calvin Jackson
Sales Manager: Robert Magee
Chief Engineer: H. O. Landis

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Reading Broadcasting Co.

Business Address: 533 Penn St.
Phone Number: 7336
Studio Address: 533 Penn St.
Transmitter Location: Pomeroy Bldg.
Time on the Air: 7 a.m. to 12 midnight daily; 9 am. to midnight Sunday

News Service: UP
Transcription Service: NBC Thesaurus
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
Chief Engineer: Edward A. Gurtowski

W A R M

SCRANTON—EST. 1940

BLUE NETWORK

MULTI BROADCASTING SYSTEM

PENNSYLVANIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Union Broadcasting Co.

Address: Select Bldg.
Phone Number: 4-1148
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 & Station Mgr.: Martin F. Memolo
Commercial & Promotion Manager: William "Bill" M. Dawson
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 Broad-
casters, 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 a.m. to 1:05 a.m.; Sundays,
7 a.m. to 1:05 a.m.

News ServiceAP
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
Chief Engineer.....Kenneth R. Cooke

W Q A N

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By...The Scranton Times
AddressScranton
Transmitter LocationScranton
Time on the Air.....Shares time with WGBI
Newspaper Affiliation ...The Scranton Times

Personnel

PresidentEdward J. Lynett
DirectorA. 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 AffiliationSharon Herald

THERE'S NOTHING BETTER THAN A....

BULLSEYE!



WARM

THE BLUE NETWORK

Represented Nationally by George P. Hollingbery Company

News Service..... UP
 Transcription Service..... Associated Music
 Publishers
 Representative..... Howard H. Wilson
 Company

Personnel

President & General
 Manager..... John Fahnlne, Jr.
 Commercial Manager..... J. T. Van Sweringen
 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..... 7:30 a.m. to 9 p.m.
 News Service UP
 Transcription Service Lang-Worth, World
 Representative Cox & Tanz

Personnel

President-Owner..... H. H. Haddon

Secretary-Treasurer &
 Station Manager..... B. A. Beck
 Sales Manager..... Ben Irvin
 Chief Engineer..... Harold Bower

W M B S

UNIONTOWN—EST. 1937
 COLUMBIA BROADCASTING SYSTEM
 ATLANTIC SPORTS NETWORK

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 1:05 a.m.
 News Service UP
 Transcription Service..... NBC Thesaurus &
 Standard
 National Representative..... Radio
 Advertising Co.

Personnel

President and Station
 Manager..... Joseph C. Burwell
 Commercial Manager..... Harry Burwell
 Program-Production Director..... Sullivan Sages
 Chief Engineer William Henzly
 Record MC..... Harry Ellis

N.E. Pennsylvania's Listenable Station for

Sports — News — Music

W B A X

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.

Owner and Licensee

N.E. Pennsylvania's Oldest Station

W B A X

WILKES-BARRE—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Address141 South Main St.
 Phone Number.....3-0196
 Transmitter Location...East End, Wilkes Barre
 Twp.
 Time on the Air.....7 a.m. to midnight
 News Service UP
 Transcription Service Associated
 Representative Burns Smith

Personnel

President-Station Manager..John Stenger, Jr.
 General ManagerA. W. Grebe
 Commercial Manager.....Jones Evans
 Program & Production
 ManagerRichard H. Owen
 Production Manager.....Richard H. Owen
 Chief Announcer.....Richard Owens
 Musical Director.....Phil Cusick
 Publicity Director.....John Stenger, 3rd
 Chief EngineerJohn Stenger, Jr.

W R A K

WILLIAMSPORT—EST. 1929
 NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRACK, Inc.
 Address244 West Fourth Street
 Phone Number2-6116
 Transmitter Location..1561 West Fourth Street
 Time on the Air.....7:30 a.m. to midnight
 Newspaper Affiliation....Williamsport Sun;
 Williamsport Gazette & Bulletin
 News Service UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son

Personnel

President.....E. M. Case
 Station Manager.....George E. Joy
 Commercial Manager.....J. Wright Mackey
 Program Director.....Sarah Jane Person
 Production Manager.....Irving A. Berndt, Jr.
 Chief AnnouncerLeon Kelly
 Chief EngineerLouis Persio

IT'S ABOUT "TIME"!

Yes, and when you want "TIME"
 on a progressive wide-awake
 station in a rich, productive
 market, you'll want "TIME" on

W R A K

WILLIAMSPORT PENNSYLVANIA

National Representative
 J. P. MCKINNEY AND SON
 New York — Chicago



W J P A

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM
 THE FRIENDLY STATIONS GROUP
 QUAKER NETWORK
 PENNSYLVANIA NETWORK
 VICTORY NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Washington Broad-
 casting Company

AddressGeorge Washington Hotel
 Phone Number4870
 Transmitter Location..North Strabane Township
 Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
 days, 9 a.m. to 12:30 a.m.

News ServiceUP
 Transcription Service...Lang-Worth, Standard
 National Representative.....Spot Sales, Inc.

Personnel

PresidentJohn Laux
 Station-Commercial Manager...John M. Croft
 Program Director and

Chief AnnouncerHunter Reams
 Sales Promotion.....Charles R. DuVall
 Publicity Director.....Patricia Phillips
 Musical Director.....Ellen Jane Smith
 Chief EngineerJoseph M. Troesch
 (See Page 557)

W B R E

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.
 PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Louis G. Baltimore
 Address62 So. Franklin Street
 Phone Number.....33101
 Transmitter Location..Third Avenue, Kingston,
 Pa.

Time on the Air.....7 a.m. to 1 a.m.
 News ServiceAP
 Transcription ServiceStandard Radio

Personnel

President & Sta. Manager...Louis G. Baltimore
 Commercial Manager.....A. C. Baltimore
 Program Director.....James McCarthy
 Sales Promotion Manager...Stanley H. Smiley
 Musical Director.....L. Savitt
 Chief Engineer.....Charles Sakoski

FOR QUALITY
AP !

W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number.....6629
Transmitter Location..West Manchester Town-
ship, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....Standard Radio,
Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Clair R. McCollough
Station Director and National Sales
Manager.....J. Robert Gulick
Station-Commercial Manager...Harold Miller
Program Director.....Arthur Weeks
Chief Engineer.....J. E. Mathiot

W S B A

YORK—EST. 1942

BLUE NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Susquehanna Broad-
casting Co.
Address.....York
Phone Number.....2676
Transmitter Location.....York
Time on the Air.....Daytime License
News Service.....AP
Transcription Service....World Broadcasting
System
Representative.....Spot Sales, Inc.

Personnel

President.....Louis J. Appell
Executive Director.....Louis Vyner
Commercial Manager.....Sydney Robbins
Program Director-Chief
Announcer.....Otis Morse, 4th
Production Manager &
Publicity Director.....Roy Baxter
Chief Engineer.....Willis Weaver

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than \$408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

In Rhode Island

WFCI

HAS A TIME BUYER'S DREAM AREA IN THE SHADOW OF ITS TOWERS!

LATEST available figures show 550,298 of Rhode Island's 713,364 souls happily compressed into Providence County . . . "happily," because of per-capita saving deposits approximately **TWO AND ONE-HALF TIMES HIGHER** than the nation's average! Here's a Utopian proving ground — compact, and with money to spend for more than mere necessities. What a post-war market!

● **SPOT-SELL** the vociferously-loyal army of youngsters who listen to Hop Harrigan, Dick Tracy, Terry & The Pirates, Jack Armstrong, Capt. Midnight, and the Lone Ranger. Their product-preferences control much of the buying in most of the homes.



NEW STUDIOS, OFFICES... PROVIDENCE BILTMORE

WALLACE A. WALKER
General Manager

★

STUDIOS AND OFFICES:
Biltmore Hotel, Providence
450 Main St., Pawtucket

Representatives:
THE KATZ AGENCY, INC.

★

The Voice of the "BLUE" in Southern New England

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W F C I

PAWTUCKET—EST. 1941

BLUE NETWORK
ATLANTIC COAST NETWORK

Frequency: 1420 Kc.Power: 1000 Watts
Owned-Operated By....Pawtucket Broadcasting Co.
Business Address.....450 Main Street
Phone Number.....Perry 9540
Transmitter Location..John St., Lonsdale, R. I.
Time on the Air.....5:55 a.m. to 1 a.m. daily:
7:55 a.m. to 1 a.m. Sundays; 5 a.m. to 2 a.m. Saturdays
News ServiceAP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

President.....Howard W. Thornley
Station Manager.....Wallace A. Walker
Treasurer.....Frank F. Crook
Commercial Manager.....Wallace A. Walker
Program Director.....Harry Moreland
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Network, Inc.
Address.....Crown Hotel
Phone Number.....DEXter 1500
Transmitter Location...East Providence, R. I.
Time on the Air.....6 a.m. to 2 a.m.
News ServiceAP & INS
Representative.....Edward Petry Co., Inc.

Personnel

President.....Wm. H. O'Neil
General Manager.....John Shepard, 3rd
Station & Commercial Manager..Joseph Lopez
Promotion-Publicity Director..James S. Powers
Program Director.....Rose M. Powers
Production Manager.....Don Morton
Chief Engineer.....Harry Tilley

W J A R

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 1071
Transmitter Location.....Wampanoag Trail,
East Providence, R. I.
Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting System
Representative.....Weed & Company

Personnel

President.....Mortimer L. Burbank
Station-Commercial Manager....John J. Boyle
Musical Director.....Earl Shean
Production Manager.....M. Sothorn Abbott
Chief Engineer.....Thomas Prior

FOR QUALITY
AP !

SERVING THE SMALLEST STATE
IN THE BIGGEST WAY

W P R O

PROVIDENCE

630 KC

5000 WATTS

BASIC COLUMBIA

IN NEW ENGLAND'S SECOND MARKET

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM
 Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cherry & Webb
 Broadcasting Company
 Address15 Chestnut Street
 Phone Number..... Plantations 9776
 Transmitter Location.....East Providence, R. I.
 Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,
 8 a.m. to 12 midnight

News Service AP; UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative..... Paul H. Raymer Company

Personnel

General Manager.....Fred R. Ripley
 Program Director.....Morton I. Blender
 Promotion Manager.....Virginia M. R. Benson
 Educational Director.....Mollie B. Cherry
 Musical Director.....Edwin F. Drew
 Chief Engineer.....John V. Ferr

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 AddressAnderson College
 Studio Address.....Anderson College, S. C.,
 Clemson College, S. C.
 Phone Numbers800, 1444
 Transmitter LocationAnderson College
 Time on the Air.....6 a.m.-12:05 a.m.
 Newspaper Affiliation.....Anderson Independent;
 Daily Mail
 News ServiceINS
 Transcription Service: C. P. MacGregor; World
 Broadcasting System; also Lang-Worth

News Service UP
 Transcription Service World
 Representative.....Free & Peters

Personnel

President-Station Manager.....J. M. Rivers
 Commercial Manager.....Roland Weeks
 Program Director.....Russ Long
 Traffic Manager.....Gladys S. Monogue
 Production Manager.....T. Heyward Moore
 Chief Announcer.....John Ostrom
 Publicity.....Ann T. Finnell
 Musical Director.....Louise Wilkins
 Chief Engineer.....Wilbur Albee
 (See Page 596)

Personnel

OwnerWilton E. Hall
 Commercial Manager.....G. Paul Browne
 Program Director.....Randy Davison
 Production Director.....D. McCoy
 Artists Bureau.....Carroll Lee
 Chief Engineer.....Randy Davison

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 Number2-2961; 2-2962
 Studio Address.....133 Church St., St. Andrews
 Parish
 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
 News ServiceAP
 Transcription Service.....Standard Radio &
 Thesaurus

WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By.....John M. Rivers
 AddressFrancis 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 12:05 a.m.

WCSC thinks CBS is tops...BUT!



Good as CBS sports coverage is (and we think it's tops) we know we need more than the best in network programs to click with Charleston sports fans. We need locally planned, locally produced programs. Programs that reach the heart, the civic pride of Charleston. We think we have them.

Programs like our "Sports Reporter", sponsored six days a week at 6:05 p.m. since 1938 by Royal Crown Cola. Our sports reporter, Johnny Ostrom (he used to teach English at the Citadel) isn't content to read the national sports news right off the wire. He interviews visiting and local sports celebrities. He's a part of the Coastal Carolina's local sports: basketball, baseball, boating, golf, track, tennis and swimming; the high school, semi-pro and service teams; and he ties his listeners in with his predictions of the results of games from big-league baseball

to the middle-aged teams of local business firms. Johnny Ostrom is Charleston's "Sports Reporter."

The "Sports Reporter" is another of the programs that have made WCSC a Coastal Carolina institution. Another example of WCSC planned, produced, successful programs. These programs sell products, too. Just ask Royal Crown Cola!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters



Personnel

Station Manager R. E. Bradham
 Commercial Manager W. P. Speight
 Program Director A. F. Witte
 Chief Engineer D. M. Bradham

•
W C O S

COLUMBIA—EST. 1939
 BLUE NETWORK

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 a.m. to midnight
 News Service AP
 Transcription Service Standard Radio
 Representative Howard Wilson

Personnel

President H. F. Kinscey
 General Manager W. C. Bochman
 Program Director Moody McElveen
 Record M.C. & Production Dave Campbell
 Chief Engineer Harry Clippard

•
W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
 Owned By.....The Surety Life Insurance Company
 Operated By.....Radio Station WIS
 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.
 News Service UP
 Transcription Service Lang-Worth
 Representative Free & Peters, Inc.

Personnel

President Herman N. Hipp
 Station Manager G. Richard Shafiq
 Commercial Manager J. D. Saumenig
 Program Director Ray A. Furr
 Production Manager-Chief Announcer Jack Peterson
 Chief Engineer Joseph Davenport

•
W K I X*

COLUMBIA

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Inter-City Adv. Co.
 * Construction Permit.

•
W O L S

FLORENCE—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM
 PALMETTO STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Florence Broadcasting Co., Inc.

Operated By..... M. F. Schnibben
 Address 129 South Dargan
 Phone Number 48
 Transmitter Location Charleston Highway
 Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 10 p.m.

News Service UP
 Transcription Service Lang-Worth
 Representative Cox & Tanz

Personnel

Owner M. F. Schnibben
 Station Manager Nat L. Royster
 Program Director-Chief Announcer, Raymond Caddell
 Publicity Director Nat L. Royster
 Musical-War Program Director. Claude Putnam
 Chief Engineer Herman Hanks

•
W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By.....Greenville News Piedmont Co.

Address Poinsett Hotel
 Phone Number 362; 363
 Transmitter Location Gantt, S. C.
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation Greenville News; Greenville Piedmont

News Service UP
 Transcription Service NBC Thesaurus
 Representative: Weed & Co.; B. Frank Cook (Atlanta, Ga.)

Personnel

President Roger C. Peace
 Station Manager B. T. Whitmire
 Commercial Manager Robert Glass
 Program-Production Director Alice Wyman
 Publicity Director Dr. Nicholas P. Mitchell
 Chief Announcer Charlie Davis
 Musical Director Marcia Wyche
 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; Sun-
 days, 7:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World
 National Representative, Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolley
 Station Manager.....W. Ennis Bray
 Commercial Manager.....C. B. Denison
 Program-Musical Director.....James Klosky
 War Program Director.....Moddell Howell
 Chief Engineer.....George D. Tate

W C R S

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

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
 Chief Engineer.....E. C. Niemann

W R H I

ROCK HILL—EST. 1944

Frequency: 1340 Kc.....Power: 250 Watts
 Owned and Operated By.....York County
 Broadcasting Co.
 Address.....Rock Hill National Bank Bldg.
 Phone No.....294
 Time on Air.....Unlimited license
 News Service.....AP

Personnel

General Manager.....James S. Beatty, Jr.
 Commercial Manager.....Albert S. Drew
 Chief Engineer.....James S. Beatty, Jr.

W O R D

SPARTANBURG—EST. 1940

BLUE NETWORK
 Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By.....Spartanburg Adver-
 tising Company
 Address.....224 E. Main St.
 Phone Number.....2900
 Transmitter Location.....2½ miles Northeast
 of Spartanburg
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus

Personnel

Vice-President and General Manager,
 J. M. Bryan
 Station Manager.....Frank R. Knutti
 Chief Engineer.....Clyde Burdette

W S P A

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Spartanburg Ad-
 vertising Company
 Address.....224 E. Main St.
 Phone Number.....2900
 Transmitter Location.....2½ miles Northeast
 of Spartanburg
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Associated
 Music Publishers
 Representative.....George P. Hollingbery Co.

Personnel

President.....A. B. Taylor
 Vice President-General Manager,
 Walter J. Brown
 Assistant General Manager,
 John W. Kirkpatrick
 Director of Public Relations..Roger A. Shaffer
 Program Director.....Harold B. Shaw
 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.
 Address.....39 North Main Street
 Phone Number (Studio).....1340
 Transmitter Location.....Highway No. 76
 Time on the Air.....7:00 a.m. to 12 midnight;
 Sunday 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....Keystone Broad-
 casting System

Personnel

President-Station Manager...Julius S. Brody
 V.-P.-Sec'y.....T. Doug Youngblood
 Commercial Manager.....T. Douglas
 Chief Engineer.....Neil Shubert

SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

K A B R

ABERDEEN—EST. 1934

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Aberdeen Broadcast
Company
Address: 117½ South Main Street
Phone Number: 4626
Transmitter Location: Wylie Park
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Representative: The Walker Company

Personnel

President: H. C. Jewett, Jr.
Station, Commercial, Sales
Manager: A. A. Fahy
Program Director: Lois M. Clocksin
Chief Engineer: Delbert Hunt

K G F X

PIERRE—EST. 1916

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 200 Watts
Owned-Operated By: Ida A. McNeil
Address: 203 West Summit Ave.
Phone Number: 351
Transmitter Location: 203 West Summit Ave.
Time on the Air: 9:30 a.m. to sunset
News Service: UP
Transcription Service: Keystone Broadcast-
ing System
Representative: Cox & Tanz

Personnel

Director: Ida A. McNeil
Chief Engineer: Robert H. Dye

K O T A

RAPID CITY—EST. 1936

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Black Hills Broadcast
Company of Rapid City
Address: Alex Johnson Hotel
Phone Number: 2000
Transmitter Location: 3 miles South of Rapid
City
Time on the Air: 6 a.m. to 11 p.m. weekdays;
7 a.m. to 11 p.m. Sundays

News Service: UP
Transcription Service: Lang-Worth; Thesaurus;
Standard
Representative: The Walker Company

Personnel

President: Robert J. Dean
Station-Commercial Manager: Robert J. Dean
Program Director-Production
Manager: Rolf Hertsgard
Publicity Director: Ruth Miller
Artists Bureau Head: Ruth Miller
Chief Engineer: A. E. Griffiths
Chief Announcer: Carl Glenn
Musical Director: John E. Simpson
Director of War Programs: Lillian Ross
Sales Manager: Albert Ziegler

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By: South Dakota State
School of Mines and Technology
Address: East St. Joseph Street
Phone Number: 1600
Transmitter Location: St. Joe Street and
Birch Avenue
Time on the Air: 11 a.m. to 1 p.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Joseph P. Connolly
Station Manager: C. M. Rowe
Program Director: Scott Burril
Chief Engineer: E. E. Clark
(Non-Commercial Station)

KELO

SIoux FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Sioux Falls Broadcast
Assn., Inc.
Address: 317 So. Phillips Ave.
Phone Number: 757
Transmitter Location: Highway No. 12
Time on the Air: 10 a.m. to 12 midnight
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Co.

Personnel

President Joseph Henkin
 Station Manager Morton Henkin
 Vice-President in Charge
 of Sales George R. Hahn
 Vice-President, Treasurer &
 Sales Promotion Manager S. Fantle, Jr.
 Program Director Verl Thomson
 Chief Engineer Max Staley

K S O O

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
 Owned-Operated By.....Sioux Falls Broad-
 cast Assn., Inc.
 Address 317 So. Phillips Ave.
 Phone Number 757
 Transmitter Location Highway No. 12
 Time on the Air 5:45 a.m. to local sunset
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Howard H. Wilson Co.

Personnel

President Joseph Henkin
 Station Manager Morton Henkin
 Vice-President in Charge
 of Sales George R. Hahn
 Vice-President, Treasurer & Sales
 Promotion Manager S. Fantle, Jr.
 Chief Announcer Verl K. Thompson
 Musical Director Ted West
 Chief Engineer Max Staley

K U S D

VERMILLION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts
 Owned-Operated By University of South
 Dakota
 Address Union Building
 Phone Number 601
 Transmitter Location Science Hall
 Time on the Air 3 p.m. to 6 p.m.; Sunday
 3:30 p.m. to 6 p.m.

Personnel

Station Manager Prof. Hale Aarnes
 Program Director Kenneth Christiansen
 Chief Engineer Steve Graff

K W A T

WATERTOWN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Midland National Life Insur-
 ance Company
 Operated By... Midland National Life Ins. Co.
 Address Watertown
 Phone Number 777
 Transmitter Location Watertown
 Time on the Air.....7 a.m. to 10 p.m.
 News Service UP

Personnel

Station Manager F. L. Bramble
 Commercial Manager M. W. Plowman
 Chief Announcer Charles Chronister
 Chief Engineer Francis Alwin

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 IOWA BROADCASTING COMPANY

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WNAX Broadcasting
 Co.
 Address Yankton
 Phone Number 443
 Transmitter Location Yankton
 Time on the Air 6 a.m. to 12:05 a.m.
 Newspaper Affiliation: Des Moines Register &
 Tribune
 News Service AP; UP
 Transcription Service Standard Radio
 Representative The Katz Agency

Personnel

President Gardner Cowles, Jr.
 General Manager Don E. Inman
 Sales Promotion Manager James H. Allen
 Program Director Gene P. Loffler
 Director of War Programs Arthur J. Smith
 Production Manager Al Constant
 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 273-287

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 Pike,
Washington County, Va.

Time on the Air: 6:30 a.m. to 11:30 p.m.
News Service: AP
Transcription Service: World
Representative: Burn-Smith Company

Personnel

President and General Manager: W. A. Wilson
Commercial Manager: R. L. Russell
Program Director: Fey Rogers
Publicity Director: Mrs. Audrey Hassinger
Continuity Director: Marjorie Freels
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: W A P O Broadcasting
Service

Address: Read House
Phone Number: 6-6141
Transmitter Location: Pineville Road
Time on the Air: 5:30 a.m. to 12 Midnight
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Headley-Reed Company

Personnel

Owner: Mrs. W. A. Patterson
General Manager: R. G. Patterson
Local Sales Manager: R. N. Krepps
National Sales Manager: Helen H. Patterson
Program-Publicity Director: Helen Patterson
Chief Announcer: Bob Bosworth
Artists' Bureau Head: Louise Harley
Musical Director: William Krug
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 Engel
Broadcasting Co.

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
Representative: Burn-Smith Co.

Personnel

President: Joe W. Engel
Station Manager: Frank S. Lane
Commercial Manager: Ken Flenniken
Program Director: Vann Campbell
Chief Announcer: George Barber
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: W D O D Broad-
casting Corporation

Address: Hamilton National Bank Building
Phone Number: 6-5117
Transmitter Location: Baylor School
Time on the Air: 5:30 a.m. to 12:05 Midnight;
Sundays, 7 a.m. to 12 Midnight

News Service: UP
Transcription Service: Langworth, World
Representative: Paul H. Raymer Co.

Personnel

Co-Owners: Earl W. Winger,
Norman A. Thomas
General Manager: Earl W. Winger
Commercial Manager: Carter M. Parham
Sales Promotion Manager: Cliff W. Bowers
Program Manager: Gene Wilkey
Chief Announcer: Douglas Davies
Musical Director: John Tesselore
Chief Engineer: J. C. Vessels

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Wm. Kleeman

RESEARCH
DEPT.



*Here are the FACTS
you should know
about*

STATION **WMC** MEMPHIS

- OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- 5000 WATTS DAY AND NIGHT
- N B C NETWORK — THE WORLD'S FINEST!
- OUTSTANDING PRODUCER OF LOCAL AND REGIONAL SHOWS!
- THE MID-SOUTH'S FAVORITE STATION — (LATEST HOOPER REPORTS)
- COVERING A DAYTIME AREA OF MORE THAN 2,000,000 PEOPLE
- NATIONAL REPRESENTATIVES, THE BRANHAM COMPANY



*"No wonder it's the station that
MOST people listen to MOST
in the Mid-South!"*

Address: Masonic Bldg., Commerce and Third Street

Phone Number..... 499
 Transmitter Location..... One mile southeast
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 8 a.m. to 10 p.m.

News Service..... AP
 Transcription Service..... World
 Representative..... Cox & Tanz

Personnel

Owner..... Wm. Kleeman
 Station Manager..... W. E. Williams
 Commercial-Sales Promotion
 Manager..... Helen Wallace
 Program Director..... W. E. Williams
 Chief Announcer..... Clay Cline, Jr.
 Chief Engineer..... John Bailey

•
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..... 6 a.m. to 10 p.m.
 News Service..... AP
 Transcription Service..... Keystone Broadcasting
 System

Personnel

President-Chief Owner..... M. L. Medley
 Chief Announcer..... Grady Lemons
 Chief Engineer..... Charles Burch

•
W T J S

JACKSON—EST. 1931

BLUE NETWORK

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..... UP
 Transcription Service..... Standard Radio
 Representative..... The Branham Company

Personnel

President..... A. A. Stone
 Station-Commercial Manager..... A. B. Robinson
 Program-Publicity Director..... Otis Roush
 Musical Director-Artists' Bureau Head,
 James Allen
 Chief Announcer..... Paul Moore
 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..... R.F.D. No. 4,
 Johnson City

Time on the Air..... 6 a.m. to 12 midnight
 News Service..... UP & AP
 Transcription Service..... Standard Radio
 Representative..... Howard H. Wilson

Personnel

President-Station Manager..... W. Hanes Lancaster
 Station-Commercial Manager..... Ken Marsh
 Program-Production Director..... Alice Friberg
 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..... Radio Center
 Phone Number..... WKPT
 Transmitter Location..... Kingsport
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... Lang-Worth;
 Standard Radio

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

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W B I R

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... American
 Broadcasting Corp.

Address..... 406 W. Church St.
 Phone Number..... 4-3321
 Transmitter Location..... Brooks Road &
 Wilder Place

Time on the Air..... 139 hours weekly
 News Service..... UP
 Transcription Service..... Standard
 Representative..... John E. Pearson

Personnel

President.....Gilmore N. Nunn
 Station-Commercial Manager.....John P. Hart
 Chief Engineer.....J. Rex Horton

WNOX

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Operated ByScripps-Howard
 Radio, Inc.
 Address110-112 South Gay Street
 Phone Number 3-3171
 Transmitter Location.....Anderson Road near
 Knoxville
 Time on the Air: 5 a.m. to 12 midnight; Sun-
 days, 5:30 a.m. to 12 midnight
 Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service..Standard Radio; Lang-
 Worth
 RepresentativeThe Branham Company

Personnel

President Jack R. Howard
 Vice-President-General Manager,
 R. B. Westergaard
 Commercial Manager.....Harry Le Brun
 Sales Promotion-Publicity Manager.C. B. Davis
 Program Director.....Lowell Blanchard
 Director of War Programs.....Walter Conning
 Musical Director.....Jorry Collins
 Chief Announcer.....Tys Terwey
 Chief Engineer
 Record MC.....Kurt Webster

WROL

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By.....Stuart Broadcasting
 Co.
 Business Address.....Hamilton Bank Bldg.
 Phone Number 2-7111
 Studio Address.....Hamilton Bank Bldg.
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service AP
 Transcription ServiceNBC Thesaurus;
 World
 RepresentativeJohn Blair & Co.

Personnel

OwnerS. E. Adcock
 Commercial Manager.....C. H. Frazier
 Sales Promotion Manager.....Allen Stout
 Program-Publicity Director.....John Reese
 Musical Director.....Harry Nides
 Chief Engineer.....James N. Gilbert

WHBQ

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcasting Sta-
 tion WHBQ, Inc.
 AddressHotel Gayoso
 Phone Number 8-6868
 Transmitter Location46 Neely St.
 Time on the Air.....24 hours daily
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President-General Manager.....E. A. Alburty
 Commercial Manager.....E. Pournelle
 Program Director-Chief Announcer.John T. Orr
 War Program DirectorBob Alburty
 Publicity Director.....H. La McGee
 Chief Engineer.....Welton Roy
 Record MC.....Alfred Kerr

WREC

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
 Phone Number5-1313
 Transmitter LocationMemphis
 Time on the Air.....Unlimited license
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth
 RepresentativeThe Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten
 Program-Publicity Director.....Roy Wooten
 Production Manager.....Bill Trotter
 Chief Announcer.....Louis Fossee
 Musical Director.....Jesalyn Payne
 Chief Engineer.....S. D. Wooten, Jr.

WMC

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Memphis Publishing
 Co.
 AddressGoodwyn Institute
 Phone Number 8-7464
 Transmitter LocationFive Points, Tenn.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper AffiliationMemphis Com-
 mercial Appeal

News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth; Standard; Sesac
 Representative The Branham Co.

Personnel

Station Manager H. W. Slavick
 Commercial Manager Cliff Goodman
 Assistant Commercial Manager Cliff Goodman
 Program Director Bob Atherton
 Production Manager Bill Trotter
 Chief Engineer E. C. Frase, Jr.
 (See Page 602)

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, 7:30 a.m. to 11:45 p.m.
 Newspaper Affiliation Memphis Press-
 Scimitar
 News Service UP
 Transcription Service Standard Radio;
 Associated
 Representative Spot Sales, Inc.

Personnel

President Jack R. Howard
 Station Manager-Program Director
 Harold R. Krelstein
 Merchandising Manager Robert Hobgood
 Director of War Programs Francis Chamberlin
 Chief Engineer J. G. Deaderick

W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 50000 Watts
 Owned By .J. T. Ward, d/b as WLAC Broad-
 casting Service
 Operated By.....WLAC Broadcasting Ser-
 vice
 Address.....Third National Bank Bldg.
 Phone Number 6-0161
 Transmitter Location Dickerson Road
 Time on the Air .6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service UP
 Transcription Service..... World Broadcasting
 System; NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Owner.....J. T. Ward
 General-Commercial Manager....F. C. Sowell
 Promotion Manager Chas. L. Andrews
 Chief Engineer.....F. D. Binns

W S I X

NASHVILLE—EST. 1927

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By WSIX, Inc.
 Address Nashville Trust Building
 Phone Number 5-5431
 Transmitter Location . . .Northeast of Nashville
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service Standard Radio;
 C. P. MacGregor; Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President-Station Manager..Jack M. Draughon
 Commercial Manager. . . . Eugene S. Tanner
 Program-Production Manager,
 Jack Wolever, Jr.
 Publicity Director.....R. L. Chaudoin
 Chief Engineer.....Bascom E. Porter

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,
 17 hours
 News Service AP; INS
 Transcription Service Associated Music
 Publishers, Lang-Worth
 Representative Edward Petry & Co., Inc.

Personnel

Executive Vice-President....Edwin W. Craig
 Station Manager.....Harry L. Stone
 Sales Manager.....Dean R. Upson
 Artists' Bureau Head.....Ford Rush
 Musical Directors, Pietro Brescia, Beasley Smith
 Acting Chief Engineer.....George Reynolds

THE TEXAS STATE NETWORK is close to the people of TEXAS



TEXAS STATE NETWORK STATIONS

KFJZ -- Fort Worth	KNOW-- Austin
WRR -- Dallas	KABC and KMAC
KRRV -- Sherman	San Antonio
KPLT -- Paris	KRLH -- Midland
KCMC-- Texarkana	KBST -- Big Spring
KFRO -- Longview	KBBC -- Abilene
WACO-- Waco	KGKL -- San Angelo
KTEM-- Temple	KBWD-- Brownwood

*T.S.N. area covers 140 Texas Counties,
11 in Oklahoma and
7 in Arkansas.

To cover this immense area with
maximum effectiveness you
need "T.S.N."

When you get away from the 4 major cities in Texas (which embrace only 17.3% of Texas population) you are in the small communities and rural area comprising 82.7% of the radio listeners in Texas.

And, any type of survey will bear out the fact that the folks in the "Texas State Network" area* listen more hours of the day to their nearby home-town "T.S.N." station because of the high quality programs fed by "MUTUAL" and the "BLUE" (and delivered with less interference) to the strategically located "T.S.N." stations.

Here are the facts about the area you can cover on the 15 Texas State Network Stations in one simple operation.

Population	4,255,000
Families	1,107,260
Native White	3,478,700
Retail Outlets	54,629
Retail Sales	\$1,030,794,000
Food Stores	16,257
Food Store Sales	\$245,567,000
Gen. Mdse. Stores	2,044
Gen. Mdse. Sales	\$159,595,000
Apparel Stores	1,835
Apparel Sales	\$60,835,000
Lbr. & Hdw. Stores	2,464
Lbr. & Hdw. Sales	\$86,858,000
Drug Stores	2,166
Drug Store Sales	\$49,639,000

THE TEXAS STATE NETWORK, Inc.

1201 West Lancaster

FORT WORTH 2, TEXAS

National Representative, WEED and COMPANY

New York

Detroit

Chicago

San Francisco

Boston

Hollywood

TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Broad-
casting Company

Address.....Abilene
Phone Number.....6255
Transmitter Location.....341 Ambler Avenue
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....Abilene Reporter-
News

News Service.....AP
Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
Vice-President & Managing
Director.....Howard Barrett
Local Sales Manager.....A. C. Etter
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 Broad-
casting Corporation

Address.....109 East 5th St.
Phone Number.....5343
Transmitter Location.....109 East 5th St.
Time on the Air: 6:30 a.m. to 12 Midnight;
Sundays, 7 a.m. to 12 Midnight

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. 1922

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Plains Radio Broad-
casting 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.....NBC Thesaurus,
Standard
Representative...Taylor Howe Snowden, Radio
Sales

Personnel

General Manager.....Gene Howe
Station Manager.....Raymond Hollingsworth
Sales Manager.....Aubrey Jackson
Musical Director.....Frances Jensen

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 a.m. to 12 midnight
News Service.....UP
Representative.....Weed & Co.

Personnel

President.....H. M. Fentress
Station Manager.....Hardy C. Harvey
Commercial Manager.....Marion H. Coleman
Sales Promotion Manager.....Joseph E. Roehl
Chief Engineer.....James Lewis

K T B C

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc....Power: 1000 d.; 250 n.
Owned-Operated By...State Capital Broad-
casting Association

Address.....P.O. Box 717
Phone Number.....2-2424
Transmitter Location.....Dallas Highway
Time on the Air.....6 a.m. to 12 Midnight
News Service.....AP
Transcription Service.....Standard
Representative.....The Branham Co.

Personnel

President.....Claudia T. Johnson
General Manager.....Harfield Weedon
Sales Manager.....R. J. Crissey
Publicity-War Program Director...J. Mabel Clark
Chief Engineer.....M. W. Jelfus

K F D M
BEAUMONT—EST. 1924

BLUE NETWORK
Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.. Beaumont Broadcasting Corp.

Address.....P.O. Box 2950
Phone Number 3883
Transmitter LocationCor. Doucette & Grove Streets

Time on the Air: 6 a.m. to 2 Midnight;
Sundays, 7 a.m. to 12 Midnight

News ServiceAP
Transcription ServiceNBC Thesaurus
RepresentativeHoward H. Wilson Co.

Personnel

President.....C. W. Snider
General-Commercial Manager.....C. B. Locke
Sales Promotion Manager.....H. Caldwell
Program Director.....B. R. Patterson
Chief Announcer.....Bob Liggett
Chief Engineer.....L. M. Sanders

K R I C
BEAUMONT EST.—1938

KEYSTONE BROADCASTING SYSTEM

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 Air6 a.m. to 12 midnight
Newspaper Affiliation ..Beaumont Enterprise
News ServiceAP
Transcription ServiceWorld Broadcasting
RepresentativeThe Branham Company

Personnel

General Manager.....Jack Neil
Sales Manager.....G. L. Kirk
Program Director.....Lorraine Kelley
Publicity Director.....Martha Swafford
Musical Director.....Mary Bond Campbell
Chief Engineer.....Ben Hughes

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

Address702 Johnson Street
Phone Number 1500
Transmitter Location ..1¼ miles northeast of town

Time on the Air.....7 a.m. to 9:30 p.m.
Newspaper Affiliation.....Big Spring Herald
News Service.....AP
Representative.....John E. Pearson Co.

Personnel

PresidentRobert Whipkey
Station Manager.....Lewis O. Seibert
Commercial Manager.....James Lawson
Program Director.....Verne J. Stevens
Chief EngineerAndrew M. Jones

K N E L
BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated ByG. L. Burns
Business AddressGibbons
Phone Number 77
Transmitter Location.....East Brady, Texas

Time on the AirUnlimited license
RepresentativeCox & Tanz

Personnel

General Manager.....G. L. Burns
Commercial Director.....J. S. Sloane

K E E W

BROWNSVILLE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 d.; 100 n.

LOOK OVER...
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS

K F D M

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN

Owned-Operated By.....G. L. Burns
 Business Address...3700 San Benito Highway
 Phone Number.....1273
 Transmitter Location.....San Benito Road
 Time on the Air.....6 a.m. to 9 p.m.
 News Service.....INS
 Transcription Service.....Keystone
 Representative.....Forjoe & Co.

Personnel

General Manager.....G. L. Burns
 Program-Production Director.....Forest Cox
 Chief Engineer.....Dorman Patton

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.....The Walker Co.

Personnel

Station Manager.....Wendell Mayes
 Commercial Manager.....Ingram S. Roberts
 Program-Publicity Director.....Pat Laurence
 Production Manager.....Dorthea Dunlap
 Chief Engineer.....A. W. Stewart

W T A W

COLLEGE STATION—EST. 1921
 BLUE NETWORK

Frequency: 1150 Kc....Power: 1000 Watts
 Owned-Operated By.....College of Texas
 Address.....College Station
 Phone Number.....4-6724
 Transmitter Location.....College Station
 Time on the Air.....Sun-up to Sun-down
 News Service.....AP
 Transcription Service.....World

Personnel

Station-Commercial Manager.....Ted P. Hills
 Promotion-Program Director..Evelyn Branigan
 Chief Engineer.....H. C. Dillingham

KEYS

CORPUS CHRISTI—EST. 1940
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc....Power: 250 Watts
 Owned By..Earl C. Dunn, Charles W. Rossi,
 H. B. Lockhart and E. C. Hughes
 Operated By.....Nuces Broadcasting Co.

Address.....Center Theater Bldg.
 Phone.....2-7411
 Transmitter.....Shell Rd. near Corpus Christi
 Time on the Air.....6 a.m. to 12 Midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Forjoe Co.

Personnel

Station & Commercial Manager. E. C. Hughes
 Ass't Manager.....Fred Burr
 Program-Production Director....Jack Sharpe
 Chief Engineer.....Earle C. Dunn

K R I S

CORPUS CHRISTI—EST. 1937
 NATIONAL BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 LONE STAR CHAIN
 TEXAS STATE NETWORK

Frequency: 1360 Kc....Power: 1000 Watts
 Owned-Operated By.....Gulf Coast
 Broadcasting Company
 Address.....Robert Driscoll Hotel
 Phone Number.....6354
 Transmitter Location.....Corpus Christi
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....Caller-Times
 News Service.....AP
 Transcription Service.....Standard
 Representative.....The Branham Company

Personnel

General Manager.....T. Frank Smith
 Chief Engineer.....Robert S. Bush

K W B U

CORPUS CHRISTI—EST. 1943

Frequency: 1010 Kc....Power: 50,000 Watts
 Owned & Operated By..Century Broadcasting
 Address....912 Commerce St., Dallas, Texas
 Phone.....Riverside 6381
 Transmitter Location.....Gregory,
 Time on the Air.....Daytime License
 News Service.....AP
 Representatives.....Homer Hogan & Co.,
 John E. Pearson

Personnel

President.....Carr P. Collins

K A N D

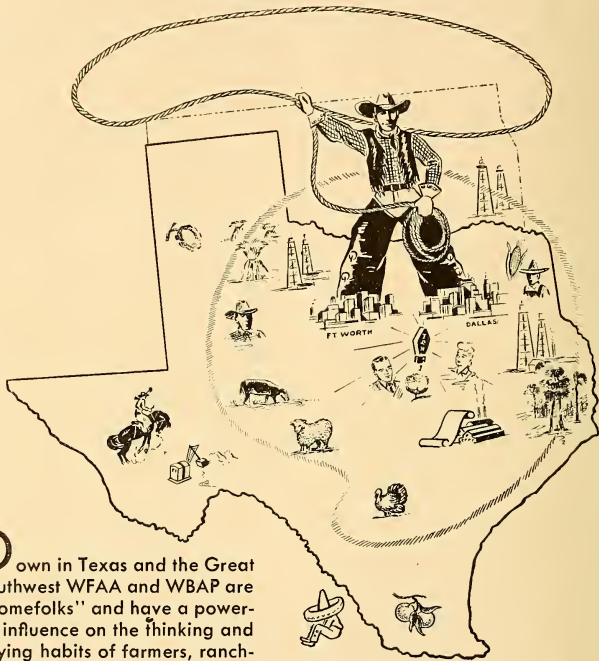
CORSICANA—EST. 1937

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.....141

Lasso

THE RICH SOUTHWEST MARKET

METROPOLITAN DALLAS AND FORT WORTH
RICH SUBURBAN OIL COMMUNITIES
RURAL FARM AND RANCH SECTIONS



Down in Texas and the Great Southwest WFAA and WBAP are "homefolks" and have a powerful influence on the thinking and buying habits of farmers, ranchers, business men and housewives. You can talk business to these folks through these Stations — on a Clear Channel at 820 Kc.

DALLAS

WFAA-WBAP

FORT WORTH

LARGEST 50,000-WATT COVERAGE IN THE UNITED STATES

National Representatives . . . EDWARD PETRY & CO.

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY

Transmitter Location 1/2 mile north of Corsicana Highway No. 75
 Time on the Air 18 hours daily
 News Service AP & UP
 Representatives Hal Holman Co.; The Walker Co.

Personnel

President J. C. West
 Station Manager Aubrey H. Escoe
 Chief Engineer Eugene R. Hellums

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: 5:30 a.m. to 12 Midnight;
 Sundays, 6 a.m. to 12 Midnight
 Newspaper Affiliation Dallas Daily Times
 News Service AP
 Transcription Service Standard Radio
 Representative The Branham Co.

Personnel

President J. W. Runyon
 Managing Director C. W. Rembert
 Ass't Manager James W. Crocker
 Commercial Manager William A. Roberts
 Sales Promotion Manager J. W. Crocker
 Program Director Ruth Clem
 Musical Director Lawrence N. Morrell
 Chief Engineer R. M. Flynn

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc. Power: 1000 Watts
 Owned-Operated By Chilton Radio Corporation
 Address 11th 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

Personnel

President-Station Manager A. L. Chilton
 Commercial Manager R. G. Terrill
 Chief Engineer Morris 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 Address 1122 Jackson St.
 Phone Riverside 9631
 Studio Address Santa Fe Bldg., Penthouse
 Transmitter Location Grapevine, Texas
 Time on the Air Shares time with WBAP, Fort Worth, operating continuously from 5:30 a.m. to 12 midnight

Newspaper Affiliation Dallas Morning News
 News Service UP
 Transcription Service NBC Thesaurus; Lang-Worth
 Representative Edward Petry & Co.

Personnel

President E. M. Dealey
 Managing Director Martin Campbell
 Station Manager Alex C. Keese
 Program Director Ralph Nimmons
 Production Manager Ralph Maddox
 Director of War Programs Marian Kate
 Chief Engineer Raymond Collins

W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By City of Dallas
 Address Municipal Radio Bldg., State Fair Grounds
 Phone Number Tenison 3-6101
 Transmitter Location White Rock Lake
 Time on the Air: 6:30 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Representative Weed & Co.

Personnel

Station Manager Charles B. Jordan
 Sales Promotion-Traffic Manager Louise Cobler
 Program-Publicity Director Pete Teddlie
 Production Manager Roy I. Newman
 Chief Announcer James S. Alderman
 Music Librarian Alice McCord
 Musical Director Ted Parrino
 Chief Engineer D. J. Tucker
 Record MC Whit Whitley

K D N T

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Harwell V. Shepard
 Address Kimbrough Building
 Phone Number 276
 Transmitter Location Highway No. 24
 Time on the Air Unlimited license

Personnel

General Manager Harwell V. Shepard

KGGTO

for low cost, effective coverage
of the **SOUTHWEST**



SERVING *126 COUNTIES
IN TEXAS AND OKLAHOMA

Population 4,056,753

Radio Homes 728,600

*Daytime coverage

Affiliated with

The Dallas Morning News—The Fort Worth Star-Telegram

KGGTO

5000 WATTS • 570 KC.

**FORT WORTH • DALLAS, TEXAS
BLUE NETWORK AFFILIATE
KEY STATION LONE STAR CHAIN**

National Representatives
EDWARD PETRY & CO., INC.

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By...Dorrance D. Roderick
 Address2201 Wyoming St.
 Phone NumberMain 2020
 Transmitter Location ...Hammett Boulevard
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....El Paso Times
 News ServiceAP
 Transcription Service...Associated; Standard
 RepresentativeHoward H. Wilson Co.

Personnel

Owner.....Dorrance D. Roderick
 Station ManagerVal Lawrence
 Commercial Manager.....Cecil L. Trigg
 Chief Engineer.....Edward P. Talbott

K T S M

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.
 Owned-Operated 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 Air.....6 a.m. to 11:30 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor
 Representative ...George P. Hollingsbery Co.

Personnel

President.....Frances W. Bredburg
 Vice President-General
 ManagerKarl O. Wyler
 Commercial ManagerWillard L. Kline
 Program Director.....Virgil C. Hicks
 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 Air.....18½ hours daily
 News ServiceUP
 RepresentativeWeed & Company

Personnel

President.....Gene L. Cagle
 Station ManagerGene L. Cagle
 Commercial ManagerClyde Pemberton
 Sales Promotion ManagerL. Roy Duffy
 Program-Production Director.....Boyd Kelley
 Publicity Director.....Forrest W. Clough
 Musical Director.....Frances Kay
 Chief EngineerTruett Kimzey

K G K O

FORT WORTH—EST. 1928

BLUE NETWORK

LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
 Owned By.....Carter Publications,
 Inc. & A. H. Belo Corp.
 Operated By...Ft. Worth Star-Telegram and
 Dallas News
 Addresses: Medical Arts Bldg., Ft. Worth;
 Santa Fe Bldg., Dallas
 Phone Numbers: 3-1234 (Fort Worth); Riverside
 9631 (Dallas)
 Transmitter LocationArlington, Texas
 Time on the Air.....6 a.m. to 12 Midnight
 Newspaper Affiliations: Fort Worth Star-Tele-
 gram; The Dallas Morning News
 News ServiceAP
 Transcription Service...World; Lang-Worth
 RepresentativeEdward Petry & Co.

Personnel

PresidentAmon G. Carter
 General Manager.....Harold V. Hough
 Managing Director.....Martin Campbell
 Fort Worth ManagerGeorge Cranston
 Dallas ManagerAlex Keese
 Chief Announcer.....Frank Mills
 Fort Worth Program Director.....Ed Lally
 Dallas Program DirectorRalph Nimmons
 Production ManagerGene Reynolds
 Continuity Chief.....Lyman Brown
 Traffic ManagerEileen Flake
 Chief Newscaster.....James Byron
 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 By.....Carter Publications, Inc.
 Operated By.....Ft. Worth Star-Telegram
 AddressMedical Arts Bldg.
 Phone Number3-1234
 Transmitter LocationGrapevine, Texas
 Time on the Air: 5:30 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 Roy Bacus
 Sales Promotion-Publicity
 Manager Helen Schmal
 Program Director Ed Lally
 Production Manager Gene Reynolds
 Continuity Chief Lyman Brown
 Traffic Manager Eileen Flake
 Chief Newscaster James Byron
 Music Librarian Al Bowman
 Musical Director Gene Baugh
 Chief Announcer Frank Mills
 Chief Engineer R. C. Stinson

KLUF

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The KLUF Broad-
 casting Co.
 Business Address 60th & Broadway
 Phone Number 6676
 Studio Address 60th & Broadway
 Transmitter Location 60th & Broadway
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Standard Radio;
 Lang-Worth

Personnel

President Geo. Roy Clough
 General Manager L. D. Clough
 Commercial Manager C. V. Bracht
 Program Director-Chief Announcer
 Carl McDaniel
 Director of War Programs Helen D. Clough
 Chief Engineer L. D. Clough

KGBS

HARLINGEN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harbenito Broad-
 casting Company, Inc.
 Business Address P. O. Box 711
 Phone Number 1400
 Studio Address:
 State Highway No. 83 between Harlingen
 and San Benito, Texas
 Transmitter Location Same

Time on the Air 6:30 a.m. to 12 Midnight
 News Service AP
 Transcription Service Associated
 Music Publishers

Personnel

President McHenry Tichenor
 Station Manager Troy McDaniel
 Commercial Manager Dave Bennett
 Program Director-Chief Announcer
 Steel McClanahan
 Chief Engineer Sherman L. Spencer

KPRC

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned By Houston Printing Corp.
 Operated By Houston Post
 Address Lamar Post
 Phone Number Fairfax 7101
 Transmitter Location Deepwater, Texas
 Time on the Air Unlimited
 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
 Musical Director K. Burt Sloan
 Chief Engineer H. T. Wheeler

KTHT

HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Texas Star Broad-
 casting Co.
 Address Southern Standard Bldg.
 Transmitter Location 315 N. Ennis St., Houston
 Time on the Air Full time
 Representative Weed & Company

Personnel

President Roy Hoheinz
 Station Supervisor Ted Hills
 Commercial Manager Max Armstrong

KTRH

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By KTRH Broadcasting Co.
 Address Rice Hotel
 Phone Number Preston 436
 Transmitter Location Cedar Bayou, Texas

Time on the Air.....Unlimited License
 Newspaper AffiliationHouston Chronicle
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 RepresentativeJohn Blair & Co.

Personnel

Station ManagerB. F. Orr
 Commercial-Sales Promotion Manager
 Ray E. Bright
 Program DirectorHarry Grier
 Production ManagerTom Jacobs
 Chief AnnouncerTed Nabors
 Musical DirectorAlbino Torres
 Chief EngineerKing Howard Robinson

K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 LONE STAR CHAIN
 TEXAS STATE NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By Harris County Broadcast
 AddressGulf Building
 Phone NumberCapitol 6151
 Transmitter LocationDeepwater, Texas
 Time on the Air.....Unlimited License
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeThe 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.....P.O. Box 312
 Phone Number666
 Transmitter Location.....South of Huntsville
 on Highway No. 75
 Time on the Air.....Daytime License
 News ServiceAP

Personnel

Owner.....W. J. Harpole & J. C. Rothwell,
 partnership
 Station ManagerJ. C. Rothwell
 Commercial ManagerJ. B. McShan
 Chief Engineer.....Sam Love

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By.....Oil Capitol Broad-
 casting Assn.
 Address102½ East North St.
 Phone Number616
 Transmitter LocationKilgore
 Time on the Air.....Unlimited license
 Newspaper AffiliationKilgore Daily News

Personnel

General ManagerRoy 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.....Hamilton Hotel
 Phone Number2124
 Transmitter Location300 Loring Ave.
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceAP
 Representative.....Forjoe & Co.

Personnel

PresidentHoward W. Davis
 Station-Commercial Manager,
 Rupert S. Dougharty
 Program Director.....Jack Calvin
 Sales Promotion Manager-Chief Announcer,
 Grant Pickens
 Chief Engineer.....Hulan K. Smith

K F R O

LONGVIEW—EST. 1934

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 TEXAS STATE NETWORK

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
 RepresentativeBurn-Smith Co.

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 Location2312 Fifth St.
Time on the Air: 7 a.m. to 11 p.m.; Sun-
days, 8 a.m. to 7 p.m.
Newspaper Affiliation ..Lubbock Avalanche-
Journal
News Service UP
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-Commercial Manager..DeWitt Landis
Program Director.....Orland Foster
Chief Announcer.....Ruby Lee Leary
Musical Director.....James H. Stiff
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 AddressLufkin
Phone Number272
Studio AddressLufkin
Transmitter LocationLufkin
Time on the AirUnlimited license
News ServiceAP
Transcription Service.....Standard Radio;
Keystone
RepresentativeCox & Tanz

Personnel

President.....Ben T. Wilson
ManagerDarrell E. Yates
Promotion Manager.....Darrell 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 89.
(1½ miles west of Midland)
Time on the Air.....6:45 a.m. to 10:30 p.m.
News ServiceUP
Transcription Service.....Lang-Worth
Representative.....Cox & Tanz

Personnel

Administrator of EstateMillard Eidson
Station Manager.....J. M. McDonald
Commercial Manager....Gladys L. McDonald
Chief EngineerJack Cecil

K N E T

PALESTINE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned By.....Palestine Broadcasting
Corp.
Operated By.....B. A. Laurie
AddressMunicipal Bldg.
Phone Number411
Transmitter Location...One mile east of city
limits, Palestine, Texas
Time on the Air.....7 a.m. to 10 p.m.
News ServiceUP
Transcription Service.....Standard Radio;
Keystone Broadcasting System
RepresentativeWalker Co.

Personnel

Station-Commercial Manager....B. A. Laurie
Program Director.....L. M. Laurie
Chief Engineer.....Eugene Kintz

K P D N

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned By.....R. C. Holles
Operated By.....Pampa News
Business AddressBox 901
Phone Number1100
Studio Address212 North Ballard
Transmitter LocationEast of city limits
Time on the Air.....7:30 a.m. to 10:30 p.m.
Newspaper AffiliationPampa News
News ServiceAP
Transcription ServiceWorld Broadcasting
RepresentativeNone

Personnel

Chief Executive.....Jack Hanna
Station-Commercial Manager..Wayne Phelps
Chief Engineer.....R. L. Thomas

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
AddressGibraltar Hotel

Phone Number 1124-5
 Transmitter Location: 1/4 miles south on Texas
 Highway No. 24
 Time on the Air: 6:30 a.m. to 12 Midnight;
 Newspaper Affiliation.....Paris News
 News ServiceAP
 Representative.....John E. Pearson Co.

Personnel

President.....A. G. Pat Mayse
 Station-Commercial Manager...Patt McDonald
 Chief Engineer.....Mitchell Secrest

KIUN

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 Number21
 Transmitter LocationNorth of city
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Pecos Enterprise
 Representative.....Homer Griffith Co.

Personnel

Co-Owner-General Manager...Jack Hawkins
 Co-Owner-Publicity Director...Barney Hubbs
 Director of War Programs....Louise Hawkins

KVOP

PLAINVIEW—EST. 1944

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned and Operated By: W. J. Harpole and
 J. C. Rothwell
 Address111 West 6th Street
 Phone Number.....1400
 Time on the Air.....Unlimited License
 News ServiceAP
 Transcription Service.....Standard Personnel

Personnel

General Manager.....W. J. Harpole
 Program Director.....J. E. Stanton
 Chief Engineer.....Jesse Simms

KPAC

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

LONE STAR CHAIN

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated ByPort Arthur College
 Address1500 Proctor Street
 Phone Number7458
 Studio Address.....1515 Lakeshore Drive

Transmitter Location1515 Lakeshore Drive
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceINS
 Transcription ServiceStandard Radio
 Representative.....Joseph Hershey McGillvra

Personnel

PresidentCarl Vaughan
 Station-Commercial Manager...Glenn Hewitt
 Program Director-Traffic
 ManagerMarjorie Vickers
 Sales Promotion Manager.....Joan Simons
 Chief Engineer.....Cliff Hamilton

KGKL

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGKL, Inc.
 AddressSt. Angelus Hotel
 Phone Number6715
 Transmitter Location50 South Milton
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper AffiliationSan Angelo
 Standard Times
 News ServiceAP
 Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
 Station Manager.....Lewis O. Seibert
 Commercial Manager.....Myrl Stein
 Sales Promotion Manager....Allen Wilbanks
 Program Director.....Evelyn Preston
 Publicity Director.....Joecile Coffman
 Chief Announcer.....Bob Kirchoff
 Chief Engineer.....Frank M. Jones

KABC

SAN ANTONIO—EST. 1926

BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Alamo Broadcasting
 Co.
 Address.....223 Milam Bldg.
 Phone NumberFannin 3126
 Transmitter Location.....811 East Myrtle
 Time on the Air.....6 a.m. to 12 Midnight
 News ServiceUP
 Representative.....Weed & Co.

Personnel

President.....R. Early Willson
 Station Manager.....Hardy C. Harvey
 Ass't Manager.....Bill Michaels
 Commercial Manager.....Bill Joekel
 Program Director.....Ted Eckman
 Traffic Manager.....Mrs. C. A. Wendt
 Chief Engineer.....Paul Wolf

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: Nat'l Bank of Commerce Bldg.
 Phone Number: Cathedral 6211
 Transmitter Location: 319 Avenue A
 Time on the Air: 6 a.m. to 1 a.m.
 News Service: INS
 Representative: Burn-Smith Company

Personnel

Manager: Howard W. Davis
 Program Director: Tony Bessan
 Chief Announcer: Joe Allison
 Musical Director: Edmund Barker
 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
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Forjoe & Company

Personnel

Owner: Eugene J. Roth
 Station Manager: James M. Brown
 Program Director: Stanley A. Cox
 Chief Announcer: Ray Hunt
 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: P.O. Box 1161
 Phone Number: Garfield 1251
 Transmitter Location: St. Hedwig Road
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Lang-Worth;
 NBC Thesaurus
 National Sales Office Address: Taylor-Howe-Snowden Group, Tower Petroleum Bldg., Dallas, Texas
 Representative: John Blair & Company

Personnel

President: Gene A. Howe
 Station Manager: George W. Johnson
 Chief Announcer: Eston Pace
 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, Associated
 Representative: Edward Petry & Co., Inc.

Personnel

Pres. & General Manager: Hugh A. L. Half
 Chairman of Board: G. A. C. Hall
 Commercial Manager: Cecil K. Beaver
 Sales Promotion: Fred A. Peery
 Program-Production Manager: Harold Carr
 Publicity Director: Walter S. Zahrt
 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
 Chief Engineer: Tom John
 Chief Announcer: Connie Wendell
 Program Director: Eloise Jouvenat

K X O X

SWEETWATER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Sweetwater Radio, Inc.
 Operated By: Mr. J. S. McBeath

Address.....Radio Bldg., P.O. Box 570
 Phone Number 2341
 Transmitter Location Highway No. 70
 Time on the Air.....7 a.m. to 8 p.m.
 Newspaper Affiliation.....Sweetwater Daily
 Reporter
 News ServiceUP
 Transcription Service.....NBC Thesaurus &
 Keystone

Personnel

President.....J. S. McBeath
 Station-Commercial Manager,
 J. Harley Hubbard
 Program Director-Chief Announcer,
 Doyce Elliott
 Publicity Director.....Zeb Williams
 Chief Engineer.....George W. Dotson

K T E M

TEMPLE—EST. 1936

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE 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 ServiceUP

Personnel

General Manager.....Frank W. Mayborn
 Station Manager.....Burton Bishop
 Commercial Manager....Charles Whitesides
 Chief Engineer.....Paul Shaw

K C M C

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 ARKANSAS NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByKCMC, Inc.
 Address317 Pine St.
 Phone Number832
 Transmitter Location317 Pine St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper AffiliationTexarkana
 Gazette; Texarkana News
 News ServiceAP
 Transcription ServiceStandard Radio
 Representative.....John E. Pearson Co.

Personnel

PresidentC. E. Palmer
 General Manager.....Frank O. Myers
 Sales Manager.....Ernest Hackworth
 Merchandising Manager.....Donald Myers
 Program Director.....Kathryn Wiseman
 Chief Engineer.....Paul McCaslin

K G K B

TYLER—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....East Texas Broadcasting Co.
 Address115 South College Street
 Phone Number 1106
 Transmitter Location.....Sandflat Road
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceStandard Radio
 Representative.....John E. Pearson Co.

Personnel

President-Station Manager...James G. Ulmer
 Commercial Manager.....Earl P. Duffie
 Program Director.....Mrs. James G. Ulmer
 Director of War Programs.....Allen Balch
 Publicity Director.....Martha Davenport
 Chief Announcer.....Edwin Smith
 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.
 Address1813 Wilbarger Street
 Phone Number 1048
 Transmitter LocationOne mile due east
 of courthouse on highway extending from
 East Wilbarger Street
 Time on the Air.....Unlimited License
 News ServiceAP
 Transcription ServiceStandard Radio

Personnel

President-General Manager...R. H. Nichols
 Commercial Manager.....W. D. Dixon
 Program DirectorBro. Mingus
 Chief Engineer.....Herman Ridgway

K V I C

VICTORIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByRadio Enterprises,
 Inc.
 Business Address..Victoria Bank & Trust Bldg.

Tonight

INTERMOUNTAIN AMERICA
WILL HEAR

FSK

Phone Number 2172
 Studio Address Cuero Highway
 Transmitter Location Victoria
 Time on the Air Unlimited License
 News Service UP
 Transcription Service: World; Keystone Broad-
 casting System

Personnel

President Morris Roberts
 Commercial-Production Manager .. Jerry Fisher
 Program Director Margaret True
 Chief Engineer Robert McCown

W A C O
 WACO—EST. 1922

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Frontier Broadcast-
 ing Co., Inc.

Address Amicable Life Bldg.
 Phone Number 2700
 Transmitter Location Amicable Life Bldg.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation ... Waco News-Tribune
 & Times Herald

News Service UP
 Representative Weed & Co.

Personnel

President Harlan Fentress
 Station Manager L. E. Lee Glasgow
 Chief Engineer L. H. Appleman

K R G V

WESLACO—EST. 1926
 NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1290 Kc. Power: 1000 Watts

Owned-Operated By KRGV, Inc.
 Address 201 Border
 Phone Number 375-6
 Transmitter Location 201 Border
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight

News Service UP
 Transcription Service NBC Thesaurus
 National Sales Office Address: 805-6 Tower
 Petroleum Building, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor
 Station Manager Archie J. Taylor
 Sales Manager Phil D. Dixon
 Chief Engineer O. L. Hartwig

K W F T

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 Unlimited License
 News Service UP
 Transcription Service Standard Radio;
 C. P. MacGregor

Representative Paul H. Raymer Co.

Personnel

President Joseph B. Carrigan
 General Manager Charles E. Clough
 Merchandising Manager-Publicity-
 Program Director A. L. Pierce
 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 273-287*

K S U B

CEDAR CITY—EST. 1937
 KEYSTONE BROADCASTING SYSTEM
 INTERMOUNTAIN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Southern Utah
 Broadcasting Co.

Address Escalante Hotel
 Phone Number 398

Transmitter Location ... 591 West 2nd South St.
 Time on the Air 7 a.m. to 10 p.m.
 News Service AP & UP
 Transcription Service ... Keystone Broadcasting
 System

Representative ... Jos. Hershey McGillvra, Inc.

Personnel

President Ivan Sharp
 Chief Announcer Melvin Rowley
 Chief Engineer Hurschell Urte

K V N U

LOGAN—EST. 1938
KEYSTONE BROADCASTING SYSTEM
MBS

INTERMOUNTAIN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Cache Valley
Broadcasting Company

Business Address: 1393 N. Main St.
Phone Number: 1400
Studio Address: 1393 North Main Street
Transmitter Location: 1393 North Main St.
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: Keystone
Representative: Jos. Hershey McGillvra, Inc.

Personnel

President: H. F. Laub
General Manager: Reed Bullen
Commercial Manager: Fred Sears
Chief Engineer: Carroll Secrist

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; 5060 (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
Newspaper Affiliation:

Ogden Standard Examiner

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: George B. Morgan
Sales Promotion Manager: Lynn Meyer
Chief Engineer: W. D'Orr Cozzens

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Eastern Utah
Broadcasting Co.
Business Address: Price

Phone Number: Price 200
Transmitter Location: Price
Time on the Air: Full time
News Service: UP
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

Commercial Manager: Jack Richards

K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KOVO Broadcasting
Co.

Address: 108 West Center Street
Phone Number: 1680
Transmitter Location: 17 West 3rd South St.
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

President and Manager: Clifton A. Tolboe
Sales Manager: S. G. Carter

In the SALT LAKE MARKET

Today It's **KDYL** for
radio's most popular shows

Tomorrow It will be
KDYL
for TELEVISION

This station is the first between the Mississippi
and the West Coast to be granted a license by
the FCC for experimental television broadcasting



National Representative
JOHN BLAIR & CO.

Program Director-Chief
 Announcer.....W. Shirl Black
 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

AddressTribune-Telegram Bldg.
 Phone Number 5-2991
 Transmitter Location9th 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

RepresentativeJohn Blair & Company

Personnel

President & General Manager.....S. S. Fox
 Vice-President.....George A. Provol &
 John M. Baldwin

Secretary-Treasurer.....L. A. Loeb
 Commercial Manager.....George A. Provol
 Sales Promotion-Publicity.....Frank Baker

Program Director.....Alvin G. Pack
 Production Manager.....Mildred Baker
 Chief Announcer.....Ken Hegard

Musical Director.....Bob Reese
 Technical Director & Chief
 EngineerJ. 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.....Union Pacific Bldg.
 Phone Number(Dial) 5-4641

Transmitter LocationSaltair, Utah
 Time on the Air.....Unlimited license
 Transcription ServiceStandard Radio;
 Lang-Worth; Associated
 RepresentativeEdward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
 Vice-Pres. & Station Manager.....Ivor Sharp
 Sales Mgr.....Ed Broman

K U T A

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.... Utah Broadcasting
 Co.

Address29 South State Street
 Phone Number3-2737
 Transmitter LocationNorth Salt Lake
 Time on the Air.....6 a.m. to 1 a.m.

News ServiceUP
 Transcription ServiceStandard Radio
 Representative.....The Katz Agency

Personnel

President-General Manager..Frank C. Carman
 Commercial ManagerJack Burnett
 Chief Engineer.....Lyle Wahlquist

K A L L *

SALT LAKE CITY

Frequency: 910 Kc.....Power: 1000 Watts
 Owner.....Salt Lake City Broadcasting Co.

* Construction Permit.

K N A K *

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts
 Owner: Granite District Radio Broadcasting
 Co.

* Construction Permit.

VERMONT

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 273-287

W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WCAx Broadcasting
 Corp.

Business Address.....137 Main St.

Studio Address.....137 Main St.
 Phone Number.....Burlington 2000
 Transmitter Location.....Colchester, Vermont
 Time on the Air..6:55 a.m. to 1 p.m.; Sundays,
 8 a.m. to 11:30 p.m.

News ServiceUP
 Transcription Service,

Associated Recorded Program Service
 RepresentativeWeed & Company

Personnel

President-Station Manager.....C. P. Hasbrook
 Asst. Manager.....Robert A. Kelley
 Chief Engineer.....John C. Quill

W S Y B

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Operated By.....P. Weiss Music Co.
 Address 80 West Street
 Phone Number 1247
 Transmitter Location Creek Road
 Time on the Air Unlimited license
 News Service UP
 Transcription Service.....Keystone Broadcasting System, Langworth
 Representatives Joseph Hershey
 McGillvra, Inc.; R. C. Foster

Personnel

President Philip Weiss
 Business Manager..... J. H. Weiss
 Chief Engineer.....Norval K. Ramson

W W S R

ST. ALBANS—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts

Owned-Operated By.....Vermont Radio Corp.
 Address 32 N. Main St.
 Phone Number 1390
 Transmitter Location Swanton Road
 Time on the Air.....7 a.m. to Sunset
 News Service UP
 Transcription Service World
 Representatives.....Howard H. Wilson Co. & Bertha Bannon

Personnel

President Lloyd E. Squier
 Station Manager.....Winston L. Blake
 Chief Engineer.....Theodore Boisvert

W D E V

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated ByLloyd E. Squier & William G. Ricker
 Address 8 Stowe St.
 Phone Number 13-2
 Transmitter Location Blush Hill
 Time on the Air.....Local sunrise to sunset
 News Service UP
 Transcription Service..... World Broadcasting
 Representative Howard H. Wilson Co.

Personnel

Station Manager.....Lloyd E. Squier
 Commercial and Sales Promotion Manager,
 William G. Ricker
 Chief Engineer.....Harold Grout

VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

W P I K*

ALEXANDRIA

Frequency: 730 Kc.....Power: 250 Watts
 Owned By.....Potomac Broadcasting Corp.
 Chief Executive.....Howard B. Hayes
 Chief Engineer.....Carl L. Lindberg
 * Construction Permit.

W C H V

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Barham & Barham
 AddressFourth & East Market Sts.
 Phone Number 2500
 Transmitter Location.....Richmond Road
 Time on the Air.....7 a.m. to 12 midnight

News Service UP
 Transcription Service Standard
 Representative.....Cox & Tanz

Personnel

President-Station Manager, Charles Barham, Jr.
 Commercial Manager..... Randolph Bean
 Chief Engineer.....Walter W. Gray

W K E Y

COVINGTON—EST. 1941

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Earl M. Key
 Business Address..... P.O. Box 629
 Studio Address..... 217½ Main Street
 Phone Number 840
 Transmitter Location.. 2 mi. East of Covington

Time on the Air.....7:00 a.m.-11:00 p.m.
 News ServiceUP
 Transcription ServiceNBC Thesaurus

Personnel

Owner & Manager.....Earl M. Key
 Chief Engineer.....James Garber

W B T M
DANVILLE—EST. 1930

BLUE NETWORK
 TRI-CITY STATIONS
 (WLVA-WBTM-WLSL)

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByPiedmont Broadcast-
 ing Corporation

AddressHotel Danville Building
 Phone Number2350
 Transmitter Location..River Road, Route No. 29
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription ServiceLang-Worth
 Representatives...Tri-City Stations Association

Personnel

President.....L. N. Dibrell
 Station Manager.....R. Sanford Guyer
 Commercial Manager.....A. C. Evans
 Chief Engineer.....Harry W. Spencer

W F V A
FREDERICKSBURG—EST. 1939

BLUE NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency 1290 Kc.....Power: 250 Watts
 CP 1230

Owned-Operated By....Fredericksburg Broad-
 casting Corporation

Address528 Wolfe St.
 Phone Number1260
 Transmitter Location ...Two miles south of
 Fredericksburg on King's Highway
 Time on the Air..Local sunrise to local sunset
 CP Full time

Transcription ServiceKeystone Broad-
 casting System

Personnel

President.....Richard F. Lewis, Jr.
 Sales Manager.....Nan Winkler
 Program Director.....Phil Whitney
 Chief AnnouncerPhil Whitney
 Musical DirectorHal Weiss
 Chief Engineer.....Phil Whitney

W S V A

HARRISONBURG—EST. 1936

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Shenandoah Valley
 Broadcasting Corporation

AddressNewman Building
 Phone Number.....875 or 550

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 Manager.....Robert B. Harrington

Commercial-Sales Promotion
 Manager.....Robert B. Harrington

Program DirectorRichard H. Johnson
 Chief Announcer.....Dick Johnson

Chief Engineer.....Warren L. Braun

W L V A

LYNCHBURG—EST. 1930

BLUE NETWORK

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByLynchburg Broad-
 casting Corp.

AddressAllied Arts Bldg.
 Phone Number3030

Transmitter LocationForest St.
 Time on the Air.....7 a.m. to 12:05 a.m.

News ServiceAP
 Transcription Service...Lang-Worth; Standard
 Radio

Representative.....Tri-City Stations Assn.

Personnel

PresidentEdw. A. Allen
 Station Manager.....Philip P. Allen

Commercial Manager.....J. P. Read, Jr.
 Production Mgr.....C. G. Read

Publicity Manager.....Mrs. Gilbert H. Wilson
 Program Director.....Evelyn M. Hamlet

Chief Announcer.....Wayne Tyler
 Chief Engineer.....John Orth

W M V A

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power 250 Watts
 Owned-Operated By.....Martinsville Broad-
 casting Co., Inc.

AddressThomas Jefferson Hotel
 Phone Number2152

Transmitter Location.....Figsboro Road
 Time on the Air.....6:30 a.m. to 11:15 p.m.

News ServiceAP
 Representative.....Howard H. Wilson Co.

Personnel

PresidentWilliam C. Barnes
 Station Manager.....John W. Shultz

Commercial-Production
 Manager.....C. Robert Ray

Program Director.....John W. Shultz

Sales Promotion.....Charles F. Adams
 Director of War Programs...Barbara Harding
 Musical Director.....Barbara Harding
 Chief Engineer.....D. W. Muse

W G H

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 1 a.m.; Sundays,
 7:15 a.m. to 1 a.m.
 Newspaper Affiliation: Newport News Daily
 Press; Newport News Times-Herald
 News Service AP
 Transcription ServiceStandard Radio;
 Lang-Worth
 RepresentativeBurn-Smith Company

Personnel

President.....Raymond E. Bottom
 V.P.-General Manager.....Edward E. Bishop
 Commercial Manager.....Edward E. Edgar
 Chief Engineer.....Wm. P. Grether

W T A R

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
 Operated By.....WTAR Radio Corp.
 Owned By.....Norfolk Newspapers, Inc.
 Address ...National Bank of Commerce Bldg.
 Phone Number.....25871
 Transmitter LocationGlen Rock
 Time on the Air.....5:30 a.m. to 1 a.m. daily;
 7:30 a.m. to 1 a.m. Sunday
 Newspaper AffiliationNorfolk
 Newspapers, Inc.
 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 Director...Henry Cowles Whitehead
 Chief Announcer.....Blair Eubanks
 Production Manager.....Bailey Barco
 Chief Engineer.....Julius L. Grether

WBHD*

PETERSBURG

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By: Southside Virginia Broadcasting
 Corp.

* Construction Permit.

WSAP

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Portsmouth Radio Corp.
 AddressProfessional Bldg.
 Phone Number6383
 Transmitter LocationPortsmouth, Va.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld

Personnel

President.....Tom E. Gillman
 General Manager.....T. W. Aydlett
 Sales Mgr.....Jack Norfleet

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: Special hours on Sundays
 only

Personnel

Chairman Radio Comm.....C. H. Liesfeld
 Station Manager.....M. A. Sitton
 Chief Engineer.....R. W. Raabe
 (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 Number5-8611
 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 Engineer.....Wilfred H. Wood

WRIV*

RICHMOND

Frequency: 1450 Kc.....Power: 250 Watts
 Time on Air: Unlimited Except When WBBL Operates
 Owner.....Thomas G. Tinsley, Jr.
 * Construction Permit.

WRVA

RICHMOND—EST. 1925
 CBS

Frequency: 1140 Kc.....Power: 50000 Watts
 Owned-Operated By.....Larus & Brothor Co.
 Business Address.....Hotel Richmond
 Phone Number.....3-6633
 Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.
 Transmitter Location.....Edgeworth, Henrico County, Va.

Time on the Air: 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

General Manager.....C. T. Lucy
 Business Manager.....Barron Howard
 Program Director.....Irvin G. Abeloff
 Production Manager.....Samuel S. Carey
 Publicity Director.....Anne E. Raidabaugh
 Chief Engineer.....D. C. Woods

WRNL

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts
 Owned By.....Richmond Newspapers, Inc.
 Operated By.....Richmond Radio Corp.
 Address.....323 E. Grace St.
 Phone Number.....33436
 Transmitter Location.....Wilkinson Road
 Time on the Air.....5 a.m. to 2 a.m.; Sundays, 7 a.m. to 2 a.m.

News Service.....AP
 Transcription Service.....Standard
 Representative.....Edward Petry & Co.

Personnel

Chief Executive.....John D. Wise
 Station Manager.....E. S. Whitlock
 Asst. Mgr. & Publicity.....G. Mallory Freeman
 Musical Director.....Conrad Rianhard
 Acting Production Manager.....Warde Adams
 Chief Engineer.....Walter R. Selden

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Times-World Corp.
 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
 Production Manager.....Irving Sharp
 Chief Engineer.....J. W. Robertson

WSLS

ROANOKE—EST. 1940

BLUE NETWORK

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1240 Kc.....Power: 250 Watts

WRNL

REACH

Virginia's great listening audience at low cost through Richmond's nationally known radio station.

5000 WATTS
 NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

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 12:01 a.m.; Sun-
days 7:30 a.m. to 12:01 a.m.

News ServiceAP
Transcription ServiceNBC Thesaurus;
Langworth, BMI

RepresentativeTri-City Stations

Personnel

President Paul C. Buford
Station Manager..... James H. Moore

Commercial Manager..... Horace Fitzpatrick
Production Manager Kay Lee

Program Dir..... Bill Saunders
Chief Announcer..... Walter Harris

Chief Engineer Philip Briggs

WSTN*

STAUNTON

Frequency: 1400 Kc.....Power: 250 Watts
Owner..... Charles P. Blackley

* Construction Permit.

WLPM

SUFFOLK—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated BySuffolk Broadcasting

Address105 Bank Street
Phone Number 1420

Transmitter LocationRoute No. 460
Time on the Air..... Unlimited

News ServiceUP
Transcription ServiceNBC Thesaurus

RepresentativeSears & Ayer

Personnel

President-Station Manager &
Sales Manager..... Fred L. Hart

Program Director..... Jim Hardie
Musical Director..... James R. Pond

Chief Engineer..... Fred Wagner

WINC

WINCHESTER—EST. 1941

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By... Richard Field Lewis, Jr.

Address WINC Bldg.
Phone Number Winchester 4855

Transmitter Location WINC Bldg.
Time on the Air..... 7 a.m. to 11:00 p.m.

Personnel

Owner-General Manager, Richard Field Lewis
Commercial Manager-Program Director

Grant Pollock
Production Manager..... Leslie Golliday

Chief Engineer..... R. F. Lewis, Jr.

FOR QUALITY

AP



WASHINGTON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K X R O

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KKRO, Inc.
Business Address: 207½ E. Market St.
Phone Number: Aberdeen 4098
Studio Address: 207½ E. Market St.
Transmitter Location: Finch Farms
Time on the Air: Unlimited time
News Service: UP
Transcription Service: Standard Radio
Representative: Howard H. Wilson Co.

Personnel

President: Harry R. Spence
Manager: Fred G. Goddard
Production Manager-Chief Announcer: Art Lindsey

Sales Promotion-Publicity

Director: Ruth Poindexter
Record MC: Stan Spiegle
Commercial Manager: Ross W. Bates
Program Dir.: Edith Garret
Director of War Programs: Ruth Poindexter
Chief Engineer: K. Grinde

K V O S

BELLINGHAM—EST. 1929

EVERGREEN NETWORK

Frequency: 790 Kc. Power: 250 Watts
Owned-Operated By: KVOS, Inc.
Address: 1321 Commercial St.
Phone Number: 4200
Transmitter Location: Roeder & E St.
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: Standard & MacGregor
Representative: John Keiting

Personnel

President: Regan Jones
Station Manager: Frank Adams
Sales Manager: Fred O. Elsethagen
Program Director: Earle Alcott
Director of War Programs: Earle Alcott
Chief Engineer: J. C. Haley

K E L A

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 between Centralia and Chehalis)
Time on the Air: 7 a.m. to 11 p.m.
News Service: UP
Transcription Service: Lang-Worth; C. P. MacGregor
Representatives: Howard H. Wilson Co.; John Keating (Portland)

Personnel

President: J. Elroy McCaw
Manager: Joe Chytil
Commercial Manager: Robert Brister
Sales Promotion Manager: Schuyler Hill
Program Director: Elsie Gaylord
Publicity Director: Hal Nelson
Director of War Programs: Pete Logan
Chief Engineer: Ellwood Lippencott

K R K O

EVERETT—EST. 1920

**KEYSTONE BROADCASTING SYSTEM
MUTUAL—DON LEE**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Everett Broadcasting
Address: Highway 99, No. City Limits
Phone Numbers: Main 526-867
Transmitter Location: Everett
Time on the Air: 6:30 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World

Personnel

President-Gen. Mgr.: Wm. R. Taft
Chief Engineer: Roy Towne
Sales Manager: Donald G. Wilde
Sales Promotion Manager: Donald G. Wilde
Program Director: Vern Mack

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Corp.

Address: National Bank of Commerce
Phone Number: Longview 1500
Transmitter Location: Ocean Beach Highway

Time on the Air: 7 a.m. to 12 midnight
Transcription Service: NBC Thesaurus
News Service: UP
Representative: Howard Wilson Co.

Personnel

President C. O. Chatterton
 Station Manager C. O. Chatterton
 Sales Manager Kenneth Evans
 Sales Promotion Manager F. H. Chatterton
 Chief Engineer Harry Hale

K G Y

OLYMPIA—EST. 1922

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By Tom Olsen
 Address Rockway, Leland Bldg.
 Phone Number 6636
 Transmitter Location Rockway, Leland Bldg.
 Time on the Air 6 a.m. to 11 p.m.
 News Service UP
 Transcription Service World
 Representative Howard Wilson & Co.

Personnel

President-Station Manager Tom Olsen
 Sales Manager J. Harris Dorr
 Program Director & War Prog. Eve Knutson
 Chief Engineer Charles Roark

K P K W*

PASCO

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By Western Radio Corp.

* Construction Permit.

K O N P*

PORT ANGELES

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By Evening News Press, Inc.

Personnel

Chief Executive C. N. Webster
 General Manager H. J. McAllister
 Chief Engineer J. U. Ernst

* Construction Permit.

K W S C

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By State College of
 Washington

Address Pullman
 Phone Number 9021
 Time on the Air Divides time with KTW
 News Service UP
 Transcription Service Lang-Worth

Personnel

Station Manager Glenn Jones
 Program Dir. E. Barr
 Chief Engineer Robert E. Baird
 (Non-Commercial Station)

K E V R

SEATTLE—EST. 1925

Frequency: 1090 Kc.....Power: 250 Watts
 Owned-Operated By Evergreen Broad-
 casting Corporation

Address 2102 Smith Tower
 Phone Number Seneca 2056-7
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Standard Radio;
 Lang-Worth
 Representative Wm. G. Rambeau Co.

Personnel

President A. W. Talbot
 Station Manager Bartley Sims
 Sales Manager Bartley Sims
 Sales Promotion Manager Max Coie
 Program Director Harry Jordan
 War Program Director Bartley Sims
 Chief Engineer Arthur A. Shultz
 Record MC Don Porter

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.

Address Cobb Building
 Phone Number Seneca 1500
 Transmitter Location Vashon-Maury
 Island, Wash.

Time on the Air 6 a.m. to 1 a.m.
 News Service AP-INS
 Transcription Service Association Music Pub-
 lishers, Standard Radio, Lang-Worth Feature
 Programs

Representative Free & Peters

Personnel

President Louis K. Lear
 Asst. Business Mgr.-Director of National
 Sales Loren B. Stone
 Local Sales Manager J. F. Hiddleston
 Director of Operations Rowland Spence
 Chief Announcer C. Bruce Calhoun
 Director of Education Kenneth Yeend
 Sales Promotion Manager W. F. Tucker
 War Programs Norman Runions
 Musical Director Max Dolin
 Chief Engineer James Hatfield

K J R

SEATTLE—EST. 1921

THE BLUE NETWORK

NORTHWEST RADIO TRIANGLE

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By Fisher's Blend
 Station, Inc.

Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location 2600 26th Ave.,
 S. W. West Waterway
 Time on the Air. .6 a.m. to 12 midnight; Sunday
 through Saturday
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

President O. W. Fisher
 Station Manager Birt F. Fisher
 Commercial Manager W. B. Stuhl
 Publicity-Research-Advertising... Bill Moshier
 Production Manager-Program
 Director Robt. Gentry
 News Director Fred Delano
 Auditor J. B. Henley
 Chief Engineer F. J. 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.
 Address Northern Life Tower
 Phone Number Main 2312
 Transmitter Location 1110 W. Florida St.
 Time on the Air Unlimited license
 News Service UP
 Transcription Service: C. P. MacGregor; As-
 sociated Music Publishers; Standard Radio;
 World
 Representative John Blair & Company

Personnel

President Archie Taft, Sr.
 Station Manager Oliver A. Runchey
 Commercial Manager Archie Taft, Jr.
 Program & Production Director... Jerry Morris
 Publicity Director Elisabeth Leonard
 Chief Announcer Wheeler Smith
 Chief Engineer Perry C. Lind

K O M O

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.
 NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc. Power: 5000 Watts
 Owned-Operated By Fisher's Blend Sta-
 tion, Inc.
 Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location 2600 26th Ave., S.W.
 Time on the Air. .6 a.m. to 12 midnight; Sunday
 through Saturday
 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. Stuhl
 Research-Advertising Manager... Bill Moshier
 Program Director-Production Manager
 Robt. Gentry
 Dir. War Programs John Pearson
 News Director Fred Delano
 Auditor J. B. Henley
 Chief Engineer F. J. 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 Elliot 2480
 Transmitter Location ... 2939 Fourth Ave. South
 Time on the Air 6:45 a.m. to 2 a.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 & Musical Director Ted Bell
 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 James S. Ross
 (Non-Commercial Station)

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By American Radio
 Telephone Co.
 Address Bigelow Bldg.
 Phone Number Seneca 1000
 Transmitter Location ... Second Avenue and
 Union Street
 Time on the Air 6 a.m. to local sunset;
 10 p.m. to 3 a.m.
 News Service UP

Personnel

President.....R. F. Meggee
 Vice-President & Station Manager
 Florence Wallace
 Sales Mgr.....Rodney McArdle
 Program Director.....Helen-Marie Brennan
 Publicity Director.....Virginia H. Rubin
 War Program Director.....Helen-Marie Brennan
 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, 7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Arthur L. Smith
 Station-Commercial Manager
 Richard G. McBroom
 Program Director.....Dorothy Thomson
 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.; Sundays,
 7:00 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service: Lang-Worth; Standard
 Radio; C. P. MacGregor; World
 Representative.....The Walker Co.

Personnel

President.....Mrs. Frances R. Symons
 Vice-President-Station Manager
 Arthur L. Bright
 National Sales & Sales Promotion
 Manager.....Richard E. Green
 Program Manager.....R. W. Brazeal
 Director of War Programs.....Katherine Leuer
 Farm Editor.....E. W. Jorgenson
 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.....4102 S. Regal
 Time on the Air: 18 hrs. daily, 17 hrs. Sundays
 Transcription Service.....World
 Representative.....Edw. Petry & Co., Inc.

Personnel

Owner.....Louis Wasmer
 General Manager.....Harvey Wixson
 Program Dir.....Curtis Roberts
 Musical Director.....Earl Shinkoskey
 Publicity Director.....Harvey Wixson
 Chief Engineer.....C. W. Evans

K H Q

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Louis Wasmer, Inc.
 Address.....Radio Central Building
 Phone Number.....Main 5383
 Transmitter Location.....4102 South Regal
 Time on the Air: 18 hrs. daily, 17 hrs. Sundays
 News Service.....AP
 Transcription Service.....World
 Representative.....Edward Petry & Co., Inc.

Personnel

Owner.....Louis Wasmer, Inc.
 General Manager.....Harvey Wixson
 Same as KGA

K M O

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK

PACIFIC BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Carl E. Haymond
 Business Address.....914 Broadway
 Phone Number.....Main 4144
 Transmitter Location.....Tacoma-Seattle
 Highway
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service

World Broadcasting System; Lang-Worth
 Representatives.....Joseph H. McGilvra, Inc.

Personnel

Owner-General Manager.....Carl E. Haymond
 Station Manager.....J. A. Murphy
 National Sales Manager.....Seymour O. Spring
 Local Sales Manager.....Jerry Geehan

Program Director Verne Sawyer
 Traffic Manager Jack Clarke
 Chief Announcer Arnold Benum
 Musical Director Clementine Wacula
 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 Broadway 2241
 Transmitter Location Tacoma
 Time on the Air..... 6 a.m. to 12 midnight
 News Service AP & UP
 Transcription Service Associated

Personnel

President H. J. Quilliam
 Station Manager..... B. W. Ormsby
 Sales Manager King Mitchell
 Sales Promotion King Mitchell
 Program Director Burke Ormsby
 Record MC..... George Cole, Warren Reed,
 Jim Foster
 Chief Announcer..... Burke Ormsby
 Chief Engineer George Cole

K V I

TACOMA—EST. 1929

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By..... Puget Sound Broad-
 casting Company, Inc.
 Business Address 502 Rust Building
 Phone Number Broadway 4211
 Studio Addresses..... 502 Rust Building
 Transmitter Location .. Vashon Island, Wash.
 Time on the Air: 5:30 a.m. to 11 p.m.; Sundays,
 8 a.m. to 11 p.m.
 News Service AP
 Transcription Service... Associated Music Pub-
 lishers; Lang-Worth
 Representative..... George P. Hollingbery Co.

Personnel

President & Station
 Manager Vernice Irwin
 Commercial Manager..... Earl T. Irwin
 Program Director Larry Huseby
 Traffic Manager Vyra Bryant
 Chief Engineer Raymond Griese

K V A N

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 500 Watts
 Owned-Operated By..... Vancouver Radio
 Corporation

Business Address..... 707½ Main St.
 Phone Number 150
 Studio Address 707½ Main St.
 Transmitter Location... 2915 Fruit Valley Road
 Time on the Air Sunrise to sunset
 News Service UP
 Transcription Service

Langworth; Standard Radio

Personnel

President Sheldon F. Sackett
 General Manager Ben E. Stone
 Resident Manager S. W. McCready
 Commercial Manager-Publicity Director
 Marion Sexton
 Program Director Charlene Jackson
 Chief Engineer S. W. McCready

K U J

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM
 NORTHWEST NETWORK

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By..... KUJ, Inc.
 Business Address: Marcus Whitman Hotel,
 Second and Rose Streets
 Phone Number 1230
 Studio Address..... Marcus Whitman Hotel
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road
 Time on the Air Unlimited license
 News Service UP
 Transcription Service: World Broadcasting
 System; Lang-Worth
 Representatives: Nat'l—Howard H. Wilson
 Co.; John Keating (Portland) and (Seattle)

Personnel

President and General
 Manager..... H. E. Studebaker
 Commercial-Sales Promotion Manager
 Norval Armes
 Production Robert Dunton
 Chief Announcer Howard Rhoades
 Women's Features Director..... Ruth Denning
 Chief Engineer..... Milton MacLafferty

K P Q

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By Westcoast Broad-
 casting Company
 Address KPQ Bldg.
 Phone Number 45; 875
 Transmitter Location .. North End Miller Street
 Time on the Air... 6:15 a.m. to 11:15 p.m. daily;
 8:30 a.m. to 11 p.m. Sunday
 News Service UP
 Transcription Service..... NBC Thesaurus

• • • WASHINGTON - WEST VIRGINIA • • •

Representative
Joseph Hershey McGillyvra, Inc.

Personnel

President Rogan Jones
Station Manager Mrs. Helen Wylie
Sales Manager Mrs. Meryle Thompson
Program Director Mrs. Mildred Dahlhauser
Chief Engineer R. B. Sutton

KIT

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING
SYSTEM
PACIFIC BROADCASTING CO.

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By Carl E. Haymond
Address 414 E. Yakima Ave.
Phone Number 8115
Transmitter Location South of Yakima
Time on the Air: 6:00 a.m.—12 Midnight; Sun-
days, 7 a.m. to 12 midnight

News Service UP & AP
Transcription Service Lang-Worth; World
Broadcasting System
Representative Jos. Hershey McGillyvra, Inc.

Personnel

Owner Carl E. Haymond
Station Mgr. James A. Murphy
Sales Mgr. H. A. Miller

Program Manager C. A. Carlson
War Program Director C. A. Carlson
Chief Announcer Fred Roberts
Chief Engineer H. Murphy

KTYW

YAKIMA—EST. 1944

CBS, EVERGREEN

Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By Cascade Broad-
casting Company, Inc.

Business Address Box 702
Phone Number 6104
Studio Address E. Terrace Heights Blvd.
Transmitter Location E. Terrace Heights Blvd.
Time on the Air: 6 a.m. to 12 midnight daily;
8 a.m. to 10 p.m. Sundays

News Service AP
Transcription Service Lang-Worth; Thesaurus

Personnel

President-Owner A. W. Talbot
Station Manager Miss E. J. Hamilton
Sales Manager Pat O'Halleron
Program Director Jim Thain
Sales Promotion Manager Pat O'Halleron
War Program Director E. J. Hamilton
Chief Announcer John Griswold
Artists Bureau Barry Sherman Co.
Chief Engineer Dave Gordon

WEST VIRGINIA

For Latest U. S. Census Population And Radio Home's Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

WJLS

BECKLEY—EST. 1939

CBS

KEYSTONE BROADCASTING SYSTEM

Frequency: 560 Kc. Power: 250 Watts
Owned-Operated By Joe L. Smith, Jr.
Address WJLS Bldg.
Transmitter Location Teel Road
Phone Number 7311
Time on the Air: 6 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight.

News Service UP
Transcription Service Standard Radio;
Lang-Worth
Representative Burn-Smith Co., Inc.

Personnel

Owner Joe L. Smith, Jr.
Station Manager Mrs. V. N. Cooper

Sales Manager John T. Gelder, Jr.
Publicity Director Kenneth A. Schaffer
Program Manager Terence M. Harcourt
Continuity Director Midge Lee
Chief Announcer Jack Pevara
Auditor V. Z. Cooper
Chief Engineer Al J. Ginkel

WHIS

BLUEFIELD—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Daily Telegraph
Printing Co.

Address.....412 Bland St.
 Phone Number.....WHIS
 Transmitter Location.....Route No. 52,
 Harry Heights
 Time on the Air.....5 a.m. to 12 midnight,
 Monday through Saturday; 8 a.m.-12:05 p.m.,
 Sunday
 Newspaper Affiliation....Bluefield Daily Tele-
 graph; Sunset News
 News Service.....UP
 Transcription Service: World Broadcasting Sys-
 tem
 Representative.....The Katz Agency

Personnel

President.....H. I. Shott
 Manager.....Hugh I. Schott, Jr.
 Asst. Manager.....P. T. Flanagan
 Sales Manager.....Ruby Brewer
 Production Manager.....C. H. Murphey
 Program Director.....P. T. Flanagan
 Continuity Editor.....Janie Lambert
 Publicity Director.....Elsie Thomas
 News Editor.....Stuart Odell
 Chief Announcer.....C. H. Murphey
 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.....5:30 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....World
 Representative.....The Branham Co.

Personnel

President.....John A. Kennedy
 Vice-President-Managing Director,
 Howard L. Chernoff
 Technical Advisor.....Odes E. Robinson
 Sales Manager.....Howard L. Chernoff
 Sales Promotion Manager....Elizabeth Camp
 Program Director.....Jos. J. Herget
 Traffic Director.....Carolyn Johnson
 Musical Director.....Leah Perry Sloman
 War Program Director.....Joseph J. Herget
 Production Manager.....Berton Sonis
 Publicity Director.....Elizabeth Camp
 Chief Engineer.....Odes Robinson

WGKV

CHARLESTON—EST. 1939
 NATIONAL BROADCASTING CO.

Frequency: 1480 Kc.....Power: 100 Watts
 Owned-Operated By.....Kanawha Valley
 Broadcasting Company
 Address.....208-212 Dickinson St.
 Phone Number.....37-541
 Transmitter Location.....Coal Branch Heights
 Time on the Air.....19 hours per day
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio
 Representative.Joseph Hershey McGillvra, Inc.

Personnel

Presidents.....E. R. Custer, R. M. Venable
 Station Manager.....Joseph B. Matthews
 Commercial Manager.....Robert Bowles
 Program Director.....C. P. Vogel, Jr.
 Continuity & Promotion.....Gilbert Canfield
 Publicity Director.....C. P. Vogel, Jr.
 Musical Director.....Al Stein
 Chief Engineer.....Melvin Swilinger

WBLK

CLARKSBURG—EST. 1937
 NATIONAL BROADCASTING CO.
 THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Charleston Broad-
 casting Co.
 Address.....444½ West Pike Street
 Phone Number.....3040
 Transmitter Location.....Glen Elk, Clarksburg
 Time on the Air.....7 a.m.-1 p.m., Mon. thru
 Sat.; 9 a.m.-1 p.m., Sun.
 News Service.....AP
 Transcription Service.....WBS
 Representative.....The Branham Company

Personnel

President.....Capt. John A. Kennedy
 Station Manager.....G. C. Blackwell
 Sales Manager, Sales Promotion Mgr.,
 War Program Director, Publicity
 Director.....G. C. Blackwell
 Chief Engineer.....Jos. A. Wright

WMMN

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By....Monongahela Valley
 Broadcasting Co.
 Address.....208 Adams St.
 Phone Number.....3100
 Transmitter Location.....Monongah

Personnel

President.....Capt. John A. Kennedy
 Station Manager.....George H. Clinton
 Program Director.....Carl Loose
 War Program Director.....Paula Carr
 Publicity Director.....Tom Garten
 Chief Announcer.....Bill Sherman
 Artists Bureau.....Chas. Burroughs
 Chief Engineer.....Cecil Knowles

W B R W

WELCH—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McDowell Service
 Company
 Business Address.....10 Riverside Drive
 Phone Number.....818
 Studio Address.....10 Riverside Drive
 Transmitter Location.....Dor Building
 Time on the Air.....7:30 a.m. to 9:00 p.m.;
 Sundays, 9 a.m. to 6:30 p.m.
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Keystone Broadcasting System
 Representative.....Forjoe & Co.

Personnel

President.....J. W. Blakely
 General Manager.....J. H. Metz
 Program Director.....John Villani
 Chief Announcer-Director of
 War Programs.....John Villani
 Chief Engineer.....Jerry H. Metz

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Broad-
 casting, Inc.
 Address.....16th & Market Sts.
 Phone Number.....Wheeling 5320
 Transmitter Location.....16th & Market Sts.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Weed & Co.

Personnel

President.....Joe L. Smith, Jr.
 Station Manager.....John B. Reynolds
 Sales Manager.....John T. Gelder, Jr.
 Program Director.....Edward L. Blockinger

War Program Director.....Edward L. Blockinger
 Chief Announcer.....Deen Brooks
 Musical Director.....Oliver Edwards
 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
 Representative.....John Blair & Co.

Personnel

President.....George B. Storer
 Local Sales Manager.....Wm. E. Rine
 Station Manager.....George W. Smith
 Sales Promotion Manager-Publicity
 Director.....Ruth Lee Miller
 Production Manager.....Paul J. Miller
 Program Director.....Lew Clawson
 Director of War Programs.....Walt Turner
 Chief Announcer.....Walt Turner
 Musical Director.....Robert Nesbitt
 Chief Engineer.....Edward L. Keim

W B T H

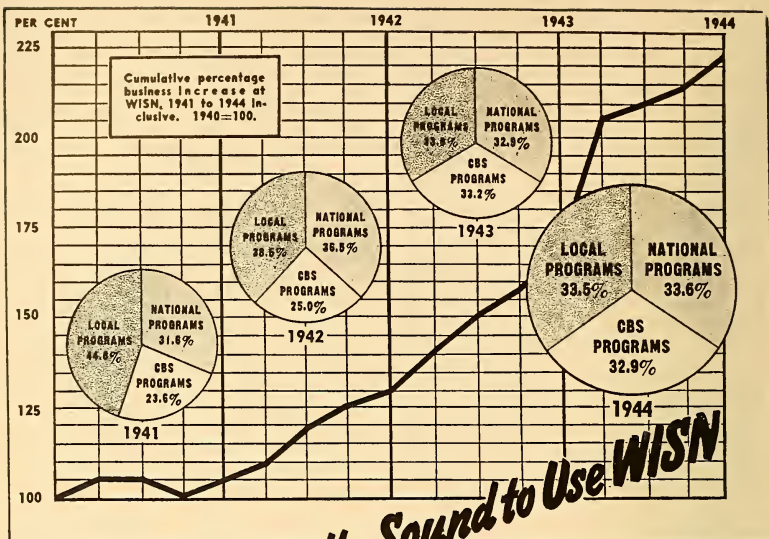
WILLIAMSON—EST. 1939

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.....Mrs. L. C. Tierney
 Station-Commercial Manager.....Alice Shein
 Acting Program Director.....Alice Shein
 Chief Announcer.....Charles R. French
 Chief Engineer.....Robert W. Bullio



Why It's Basically Sound to Use WISN

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... because WISN has achieved and is maintaining the ideal 1-1-1-distribution of commercial programs. (One-third national; one-third local; one-third network.)

BASICALLY SOUND

... because each year since 1940 business on WISN has increased and each year the increase HAS BEEN GREATER than in the previous year.

BASICALLY SOUND

... because more advertisers are placing more business with WISN year in—year out. If YOU want results in the Milwaukee area, you can get them on the station with the listener [and the advertiser] preference. Try us and see. You'll be glad you did.

WISN

WISN MILWAUKEE

GASTON W. GRIGNON, General Manager

5,000 WATTS DAY AND NIGHT • A COLUMBIA NETWORK STATION

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

WISCONSIN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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.-11 p.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

Chief Executive: Rev. J. A. Wagner
Station Manager: J. L. Gallagher
Program Director: Rodge Mueller
Chief Engineer: George Merkle

W A T W

ASHLAND—EST. 1940
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address: Northern State Bank Building
Phone Number: 1420
Transmitter Location: Ellis Ave.
Time on the Air: 6:25 a.m. to 11 p.m.
News Service: UP
Transcription Service: Langworth
Representative: Sears & Ayes

Personnel

President: William L. Johnson
Station Manager: J. W. Huss
Commercial Manager: T. G. Hogan
Program Director-Chief
Announcer: Harry Wills
Chief Engineer: Hine Dahlbacka

W E A U

EAU CLAIRE—EST. 1937
NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Central Broadcasting Company
Business Address: 203 South Barstow St.
Phone Number: 6149
Transmitter Location: Seymour Road (County Road Q)
Time on the Air: Full Time

Newspaper Affiliation: Eau Claire Leader
News Service: AP
Transcription Service: Langworth & World
Representative: George P. Hollingbery Co.

Personnel

President: W. C. Bridges
Commercial Manager: Clyde Riddle
Production Manager: Howard Dunavan
Sales Promotion Manager: Bert Ausman
Chief Engineer: Thos. Jorgenson

K F I Z

FOND-DU-LAC—EST. 1922
MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By: The Reporter Printing Company
Operated By: The Commonwealth Reporter
Address: 18-20-22 West First Street
Phone Number: 356
Transmitter Location: Lange Bldg.
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 7:30 a.m.-11 p.m.
Newspaper Affiliation: The Commonwealth Reporter
Transcription Service: Standard Radio

Personnel

President: A. H. Lange
Station Manager: Lucille Fairbanks
Commercial Manager: William O'Brien
Program Director: Joyce A. Bahr
Chief Announcer: Allen Sampson
Chief Engineer: Wendell S. Meyers

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM
Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: WHBY, Inc.
Business Address: Bellin Bldg.
Phone Number: Adams 1
Studio Address: Bellin Building
Transmitter Location: West De Pere, Wisc.
Time on the Air: 6 a.m. to 12 midnight
News Service: AP
Transcription Service: Associated Music Publishers
Representative: Weed & Co.

Personnel

Managing Director: Rev. James A. Wagner
General Manager: Haydn R. Evans
Sales Manager: Val Schneider
Program Director: Al Michael

Production Manager.....Clair Stone
 Sales Promotion.....Al Ludwig
 Chief Announcer.....Clair Stone
 Artists Bureau.....C. Edges
 Publicity Director.....Frank Hart
 Musical Director.....Sam De Signe
 Chief Engineer.....Wallace J. Stangel

WCLO

JANESVILLE—EST. 1930
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Gazette Printing Co.
 Address.....200 E. Milwaukee Ave.
 Phone Number.....2500
 Transmitter Location.....1436 Oakhill Ave.
 Time on the Air.....6:45 a.m.-11 p.m.
 Newspaper Affiliation.....Janesville Daily
 Gazette
 News Service.....AP
 Transcription Service.....Langworth
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....Sidney H. Bliss
 Station Manager.....Bob Page
 Sales Manager.....Gordon Downey
 Program Director.....Dorothy Alan
 Chief Engineer.....Wayne Clay

WKBH

LA CROSSE—EST. 1926
 BLUE NETWORK

NATIONAL BROADCASTING CO.
 Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKBH, Inc.
 Business Address.....Radio Building
 Phone Number.....4-5-0
 Transmitter Location.....R. F. D. LaCrosse
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,
 9 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service.....Langworth
 Representative.....Howard H. Wilson Company

Personnel

Station Manager.....Howard Dahl
 Program Director.....Bernice Callaway
 Director of War Programs.....
 Chief Announcer.....Raymond Plamadore
 Chief Engineer.....Al Leeman

WHA

MADISON—EST. 1917 (as 9XM)
 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts
 Owned By.....State of Wisconsin

Operated By.....University of Wisconsin
 Address.....Radio Hall
 Phone Number.....Badger 580, Extension 476
 Transmitter Location.....Fish Hatchery Road
 Time on the Air.....7:30 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 & World

Personnel

Chief Executive.....H. B. McCarty
 Acting Director.....William G. Harley
 Acting Program Director.....Walter Krulevitch
 Chief Engineer.....John Stiehl
 (Non-Commercial Station)

WIBA

MADISON—EST. 1924
 NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Broadcast-
 ing Company
 Business Address.....110 East Main Street
 Phone Number.....Fairchild 8800
 Transmitter Location.....Route 4, Madison, Wis.
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....The Capital Times;
 Wisconsin State Journal
 News Service.....UP
 Transcription Service.....Associated Music
 & Standard
 Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
 General Manager.....Edwin C. Allen
 Program Manager & Publicity
 Director.....K. F. Schmitt
 Musical Director.....Leon Persson
 Chief Engineer.....Norman Hahn

WOMT

MANITOWOC—EST. 1926
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Francis M. Kadow
 Address.....Radio Building
 Phone Number.....167-400 W
 Transmitter Location.....11110 Washington St.
 Time on the Air.....6:55 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System
 Representative.....Regional Radio Sales

Personnel

General Manager.....F. M. Kadow
 Production & Promotion Manager.....L. J. Kadow
 Commercial Manager.....Maurice Daley
 Program Director.....Russ Russell
 Chief Engineer.....W. F. Dubin

W M A M

MARINETTE—EST. 1939

WOLVERINE WISCONSIN NETWORK

Frequency: 570 Kc.....Power: 250 Watts
 day, 100 night
 Owned-Operated By.....M. & M. Broadcast-
 Address.....Radio Park
 Phone Number.....570
 Transmitter Location.....Radio Park
 Time on the Air.....6:30 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Howard Wilson

Personnel

President.....W. E. Walker
 Station Manager.....Joseph D. Mackin
 Sales and Merchandising
 Manager.....Howard Emich
 Program Director.....Florence Meyers
 Director War Programs.....Pat Kehoe
 Chief Engineer.....Martin R. Lund

W I G M

MEDFORD—EST. 1941

**KEYSTONE BROADCASTING SYSTEM
 WISCONSIN NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....George F. Meyer
 Business Address.....Medford, Wisconsin
 Phone Number.....5147
 Studio Address.....Highway I3
 Transmitter Location.....Highway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service.....UP
 Transcription Service...Keystone Broadcasting
 System, Langworth
 Representative.....Cox & Tanz

Personnel

Owner.....George F. Meyer
 Station Manager.....Mrs. Irma Meyer
 Commercial Manager.....Anton Grossman
 Chief Announcer.....Ray Laube
 Chief Engineer.....Raymond Bohnert

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hearst Radio, Inc.
 Business Address.....123 W. Michigan St.
 Phone Number.....Daly 3900
 Transmitter Location.....4601 South 60th St.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7:15 a.m. to 12:05 a.m.
 Newspaper Affiliation The Milwaukee Sentinel
 News Service.....UP, INS
 Transcription Service.....World Broad-
 casting System, Standard Radio
 Representative.....The Katz Agency

Personnel

General Manager.....G. W. Grignon
 Sales Promotion Manager-Director of
 War Programs & Publicity....Ellis Saxton
 Program Director.....Woods Dreyfus
 Musical Director.....E. Krebs
 Chief Engineer.....Dick Richards

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Journal Com-
 pany (The Milwaukee Journal)
 Business Address.....333 West State Street
 Phone Number.....Marquette 6000
 Studio Address.....720 East Capitol Drive
 Transmitter Location...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 Affiliation.....The Milwaukee
 Journal
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Edward Petry & Co., Inc.

Personnel

Vice President-General Manager..W. J. Damm
 Station Manager-In Charge
 of Sales.....L. W. Herzog
 Asst. Manager.....R. G. Winnie
 Program Director &
 Publicity Director.....Bruce Wallace
 Chief Announcer.....Robert J. Heiss
 Musical Director.....Maurice Kipen
 Chief Technician.....D. W. Gellerup

BIGGER Every Year!



Linda, Pat and Michael Lanphier

BIGGER List of Local Accounts
BIGGER List of National Accounts
BIGGER Audience
BIGGER Results

Year In and Year Out

WEMP *Milwaukee*

Basic Blue Network

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

W E M P

MILWAUKEE—EST. 1935

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Milwaukee Broad-
casting Co.

Address710 N. Plankinton Ave.
Phone Number.....Marquette 7725
Transmitter Location....710 No. Plankinton
Time on the Air....7 a.m.-Midnight, Sunday;
6:30 a.m.-3:30 a.m. Daily

News Service UP
Representative.....Howard H. Wilson Co.

Personnel

Station Manager.....C. J. Lanphier
Program & Production Director...Conrad Rice
Musical Director.....Elmer Ihrike
Chief Announcer.....Paul Bartell
Director War Programs.....N. K. Searles
Chief Engineer.....Raymond Host

W O S H

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated by.....Oshkosh Broad-
casting Corp.

Address151½ Main Street
Phone Number4580
Transmitter Location.....Bowen Street
Time on the Air.....6:30 a.m. to 11 p.m.

News Service UP
Transcription Service.....World
Representative.....Regional Radio Sales

Personnel

President.....Myles H. Johns
General Manager.....Ben A. Laird
Sales Manager.....Wilmer J. LaFond
Program Director.....Marjorie Hilliard
Chief Announcer-Farm Editor...Jack Kessenick
Chief Engineer.....Nathan Williams

W I B U

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. C. Forrest
Business AddressR. F. D. No. 2

Phone Number97 R 5 Poynette
Studio Addresses: Poynette; Portage; Beaver
Dam; Madison; Baraboo

Transmitter Location.....R. F. D. No. 2
Time on the Air7 a.m. to 11 p.m.
Transcription Service.....Standard Radio

Personnel

Station ManagerWm. C. Forrest
Commercial-Madison Studio
ManagerRalph O'Connor
Portage Studio ManagerM. A. Hays
Beaver Dam Studio Manager....Hal Woods
Program Director.....Sarah Forrest
Chief Announcer.....Geo. Gross
Chief EngineerLeonard Densing

W R J N

RACINE—EST. 1926

MUTUAL BROADCASTING SYSTEM

WISCONSIN NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated ByRacine Broadcasting
Corporation

Address.....441 Main Street
Phone NumberJackson 290-291
Transmitter Location.....Mount Pleasant, Wisc.
Time on the Air.....8:30 a.m. to 10 p.m.
Newspaper AffiliationRacine Journal-
Times

News Service AP
Representative.....Regional Radio Sales

Personnel

President & General
Manager.....Harry R. LePoidevin
Station & Commercial
Manager.....Harold J. Newcomb
Program Director.....Garrett Adams
Musical Director.....Orson White
Chief Engineer.....F. Lee Dechant

W J M C

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Indianhead Broadcasting
Co.

Address.....1615 S. Main St.
Phone Number550
Transmitter Location1615 South Main St.
Time on the Air.....7:00 a.m.-8:00 p.m.;
Sunday: 8:00 a.m.-6:00 p.m.

News Service AP
Transcription ServiceStandard Radio

Personnel

President.....Walter C. Bridges
Director of Operations...H. W. Westmoreland
Sales Manager.....Leonard Anderson

W H B L

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
Transmitter Location Highway No. 141
Time on the Air 7:00 a.m. to 11 p.m.
Newspaper Affiliation Sheboygan Press
News Service UP
Transcription Service Standard Radio
Representative John Pearson

Personnel

Executive Director..... A. Matt Werner
Station Manager G. P. Richards
Program & Musical Director..... Glen James
Chief Engineer..... Herbert Mayer

W L B L

STEVENS POINT—EST. 1924

Frequency: 930 Kc. Power: 5000 Watts
Owned By..... Department of Agriculture
Operated by .. Wisconsin Department of Agriculture
Business Address..... Stevens Point
Phone Number 525
Studio Address State Teachers College
Transmitter Location .. Auburndale, Wisconsin
Time on the Air..... Daytime license
News Service AP

Personnel

Director Milton Button
Station Manager F. R. Calvert
Chief Engineer..... Walt Ninneman
(Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... WDSM, Inc.
Business Address Board of Trade Bldg.
Phone Numbers:
6262 (Business Office); 4451 (Superior Studio);
Mel. 1812 (Duluth Studio)
Studio Addresses:
Androy Hotel, Superior; Spalding Hotel,
Duluth, Minn.
Transmitter Location.... Connor's Point, Superior, Wisc.

Time on the Air 18½ hours daily
Representative ... Wm. G. Rambeau Company

Personnel

President James J. Conroy
Asst. Mgr. & Treas..... A. C. Robinson
Sales Manager..... E. R. Cluett
Program Director..... Elma De Meire
Chief Announcer..... Frederic Riddell
Chief Engineer Melvin Laskey

W S A U

WAUSAU—EST. 1937

COLUMBIA
WISCONSIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Northern Broadcasting Co., Inc.
Address 125 Third Street
Phone Number 6521
Transmitter Location 125 Third Street
Time on the Air..... 6:30 a.m. to 10:30 p.m.
News Service UP
Transcription Service World
Representative..... Howard H. Wilson

Personnel

President..... Lt. Col. W. E. Walker
General Manager..... Ben F. Hovel
Commercial Manager..... J. W. Killeen
Program-Musical Director..... Donald R. Burt
Chief Engineer Roland Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... William F. Huffman
Business Address 141 West Grand Ave.
Phone Number 1340
Studio Address 141 West Grand Ave.;
Fox Theater Bldg., Stevens Point, McCain-Johnson Building, Marshfield
Transmitter Location 1500 Bonow Ave.
Time on the Air 7 a.m. to 10:30 p.m.
Newspaper Affiliation Wisconsin Rapids Daily Tribune
News Service AP
Transcription Service Standard Radio
Representatives..... Burn Smith Co.

Personnel

Owner..... William F. Huffman
General Manager..... George T. Frechette
Commercial Manager..... Bruce G. Belchl
Program Director..... Arnold Strape
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 273-287

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

Owner-Manager.....Donald L. Hathaway
Program Director.....Marcus R. Nichols
Chief Announcer.....Harrison Brewer
Chief Engineer.....D. L. Hathaway

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
Station Manager..... Wm. C. Grove
Sales Promotion Manager..... Frank Flynn
Program-Publicity Director..... Jeanette Flynn
Announcer Dick Lane
Chief Engineer..... Wm. C. Grove

K P O W

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Albert J. Meyer
Business Address..... 557 N. Clark St.
Phone Number 222
Studio Address 7th & Hamilton St.
Transmitter Location 7th & Hamilton Sts.

Time on the Air..... 7 a.m. to 10 p.m.
News Service..... UP
Transcription Service..... Langworth, Keystone
Broadcasting System
Representatives

Sear & Ayer, Homer Owen Griffith

Personnel

Owner A. J. Meyer
Station Manager..... Del Brandt
Chief Engineer..... Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING

INTERMOUNTAIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Wyoming Broadcast-
ing Company
Address 1307 Wyoming Street
Phone Number 93
Time on the Air..... 7:30 a.m.-10:30 p.m.
News Service..... AP
Transcription Service NBC Thesaurus;
Keystone Broadcasting System

Personnel

President Mrs. H. L. McCracken
Station Manager..... H. L. McCracken
Sales Director..... Michael Reid
Musical Director..... Carmen Megeath
Chief Announcer..... John H. Gann
Chief Engineer..... A. Buchanan

K W Y O

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Big Horn Broad-
casting Company, Inc.
Business Address 19 North Main St.
Phone Number 601
Studio Address Gillette Building, 19
North Main St.
Transmitter Location Northwest of Sheridan
Time on the Air 7 a.m. to 8 p.m.
News Service UP
Transcription Service..... Standard Radio;
Keystone Broadcasting System
Representative Sear & Ayer, Inc.;
Homer Owen Griffith

Personnel

President..... R. E. Carroll
General Manager Jim Carroll
Program-Publicity Director..... Mel Hallock
Chief Engineer..... Bob Crossthwaite

It's so Good and True—Again We Advise

Get into America's newest, undeveloped market through

KFQD

ANCHORAGE, ALASKA

790 KC

1000 W

*First in
Alaska!*

Here's the opportunity you've dreamed about—a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding adver-



tising medium. It's a "must" on the list of every forward-looking advertiser

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924
KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 1000 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address.....Box 1040, Anchorage
Phone Number.....Main 143
Studio Address.....412 Fourth Avenue
Transmitter Location.....Anchorage
Time on the Air.....6:30 a.m. to midnight
News Service.....INS; Transradio; UP
164—Stations (States)

TERRITORIES—POSSESSIONS

Transcription Service.....Lang-Worth; Keystone Broadcasting System; Army Special Service

Representative.....Pan American Broadcasting Co.

Personnel

Owner-Station Manager...William J. Wagner
Commercial Manager...Program
Director.....Ken Laughlin
Chief Announcer.....Allen Walker
Chief Engineer.....David O. Fields

K F A R

FAIRBANKS—EST. 1939

Frequency: 660 Kc. Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broadcasting Co.
Address.....508 Second Avenue—Lathrop Building
Phone Number.....East 380 Lathrop Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily News Miner
News Service.....AP, UP
Transcription Service.....Standard; World Broadcasting System
National Sales Office.....Free & Peters, Inc.
National Representative....Free & Peters, Inc.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager....W. K. Foster

Sales Promotion & Program Director,
Alvin O. Bramstedt
Publicity Director.....Royal O'Reilly
Chief Announcer.....W. K. Foster
Musical Director.....Eleanor Hansen
Chief Engineer.....A. G. Hiebert

K I N Y

JUNEAU—EST. 1935

Frequency: 1450 Kc. Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau; American Building, Seattle, Wash.
Phone Number.....197 (Juneau); Elliott 5488 (Seattle)
Studio Address.....Decker Bldg.
Transmitter Location.....Alaska Juneau Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10 a.m. to 8:30 p.m.
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.....Henry M. Hogue
Chief Engineer.....Murray Durham

K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Address.....Ketchikan, Alaska; 708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan, Alaska
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10:30 a.m. to 9 p.m.
Representatives.....Spot Sales, Inc.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Henry M. Hogue
Program Director.....Gordon Chandler
Chief Engineer.....Murray M. Durham

W V C X

SITKA

1220 Kc. 15 Watts, American Expeditionary Station

72%

OF PUERTO RICO'S POPULATION

The Link of the Americas
WNEL

San Juan, Puerto Rico



With great pleasure we quote a paragraph from one of the letters received daily by Station WNEL.

"WE BELIEVE YOU WILL BE INTERESTED TO KNOW THAT WE RECENTLY MADE A HOUSE TO HOUSE CHECK ON THIS PROGRAM DURING ITS BROADCAST. OUR SURVEY SHOWED 72% OF THE RADIO LISTENERS TUNED TO THIS PROGRAM. WE FEEL THE RESULTS ACHIEVED THIS YEAR WITH THIS PROGRAM ARE MOST GRATIFYING AND, IN ACCORDANCE WITH OUR RECENT CONVERSATION, WE ARE PLANNING TO CONTINUE IT IN THE SAME FORM NEXT YEAR."

ORIGINAL ON FILE

TOTAL IMPORTS DURING YEAR 1941..... \$156,039,176

including

Food, Animal and Vegetable Products.....	52,276,598
Machinery and Vehicles.....	20,566,992
Chemical and Drug Products.....	10,870,012
Misc. Products.....	72,325,574



5000 WATTS
N.B.C. AFFILIATE

WNEL

JUAN PIZA

New York Office:
470 Park Ave.

ELdorado 5-6788

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Hawaiian Broadcast-
ing System, Ltd.

Address1285 Kalaniole Ave.
Transmitter Location Hilo
Time on the Air.....Unlimited license
Transcription Service: C. P. MacGregor; World
Broadcasting System

Personnel

General ManagerJ. Howard Worrall
Station Manager.....Al Green
National Sales Manager...Henry C. Putnam

K G M B

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc. Power: 5000 Watts
Owned By Hawaiian Broadcasting System,
Limited

Address1534 Kapiolani Blvd.
Phone Number2323
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air.....6:15 a.m. to 11:30 p.m.
Newspaper Affiliation.....Honolulu Star-
Bulletin

News ServiceUP
Transcription ServiceWorld Broadcasting
System; Associated Music Publishers; C. P.
MacGregor
RepresentativeJohn Blair & Co.

Personnel

President-General
Manager.....J. Howard Worrall
Chief EngineerErnest Lindemann

K G U

HONOLULU—EST. 1922

NBC AND BLUE

Frequency: 760 Kc. Power: 2500 Watts
Licensee: Marion A. Mulrony & Advertiser
Publishing Co., Ltd.

Owned By...Advertiser Publishing Co., Ltd.
AddressAdvertiser Square
Transmitter LocationAdvertiser Square
Time on the Air.....6 a.m. to 11 p.m.
Newspaper AffiliationHonolulu Advertiser
Transcription ServiceNBC Thesaurus;
Lang-Worth
RepresentativeThe Katz Agency

Personnel

President.....Lorrin P. Thurston
General Manager.....M. A. Mulrony

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Garden Island Pub-
lishing Co.

AddressLihue
Transmitter LocationNortheast of Lihue
Time on the Air.....Unlimited license
Newspaper Affiliation...Garden Island Pub-
lishing Co.

Personnel

General ManagerC. J. Fern

Puerto Rico

W K V M*

ARECIBO—EST. 1944

Frequency: 1230 Kc. Power: 250 Watts
Owned By...American Colonial
Broadcasting Co.

*(Construction Permit)

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. Power: 5000 d. 1000 u.
Owned-Operated By...Puerto Rico Advt. Co.
AddressMcKinley & del Rio Sts.
Transmitter LocationMayaguez
Time on the AirUnlimited license

Personnel

PresidentAndres 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.

Address17 Leon St.
Phone Number783
Transmitter LocationPonce Playa
Time on the Air.....Unlimited license
News ServiceAP
Representative.....West Indies Adv.

Personnel

PresidentPedro Juan Serralles
Station Manager.....Miguel Soltero
Chief Engineer.....Jose Sepulveda

Puerto Rico

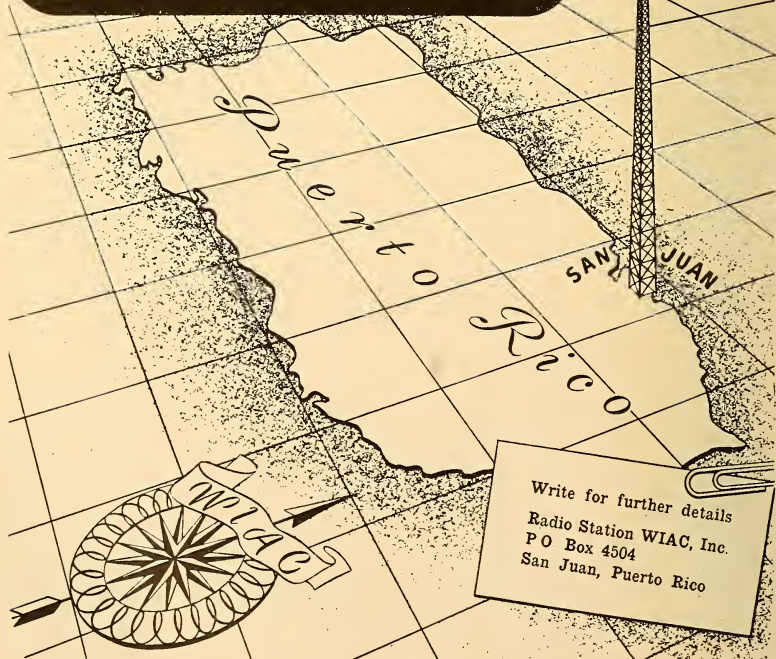
IS MORE THAN JUST AN ISLAND
SURROUNDED BY WATER . . .

Here indeed is a market that should not be overlooked. There are 2,000,000 American Citizens in PUERTO RICO. Their yearly purchases from the United States amount to the impressive figures of \$125,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers Full Coverage of Puerto Rico, The Virgin Islands as well as partial coverage of all the West Indies.

WIAC

5000 WATTS

580 K C



Write for further details
Radio Station WIAC, Inc.
PO Box 4504
San Juan, Puerto Rico

W P R P

PONCE—EST. 1934

Frequency: 1420 Kc.....Power: 250 Watts
 Owned-Operated By.....Julio M. Conesa
 Address.....Trujillo Street
 Transmitter Location.....Ponce
 Time on the Air.....Unlimited license

Personnel

General Manager.....Julio M. Conesa

W I A C

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By..Radio Station WIAC, Inc.
 Business Address.....P. O. Box 4504,
 San Juan, P. R.

Phone Numbers.....2177 (San Juan); 445
 (Hato Rey)

Studio Address.....Ordonez St. Stop 29½
 Transmitter Location.....Carolina Rd.,
 3 miles east of San Juan

Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....West Indies Advl. Co.

Personnel

Owner.....Mrs. Enrique Abarca
 Station-Commercial Manager....Tomas Muniz
 Commercial Manager.....Julo Aguirre
 Program Director.....Rafael H. Benitez
 Publicity Director.....Samuel Badillo
 Chief Announcer.....Antonio Alfonso
 Artists Bureau.....Rafael Seljo
 Musical Director.....Jose Raul Ramirez
 Chief Engineer.....Alfonso Sanchez

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By....Radio Corporation of
 Porto Rico

Address.....30 Tetuan St.
 Phone Number.....San Juan 2014
 Transmitter Location.....Hato Rey
 Time on Air.....7 a.m. to 11 p.m.,
 Sundays, 8 a.m. to 10:30 p.m.

News Service.....Transradio
 National Sales Office.....International Tele-
 phone & Telegraph Co., 67 Broad St., New
 York, N. Y.

Personnel

President.....Leonard Jacob 2nd
 Vice-President-Gen. Manager.....E. J. Powell

Commercial Manager.....Jose C. Irisarry
 Program Director.....Manuel Ochoa
 Musical Director.....Joaquin Bursat
 Chief Engineer.....Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Juan Piza
 Address.....59 Brau St.
 Phone Number.....107
 Transmitter Location.....Green Island
 Santurce, P. R.

Time on the Air.....Unlimited
 News Service.....Transradio
 Transcription Service.....Lang-Worth

Personnel

Owner-Station Manager.....Juan Piza
 Commercial-Sales Promotion
 Manager.....Agustin R. Camunas
 Program Director.....Camilo Fraticelli
 Production Manager.....Juan Maldonado
 Chief Engineer.....Jose Arzuaga

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

ASSOCIATED PRESS NEWS—WIAC

MUSICAL AMERICA—WNEL

SAN JUAN

PUERTO RICO



CBC TRANS-CANADA NETWORK

COAST-TO-COAST: 31 BASIC AND SUPPLEMENTARY STATIONS

CBC DOMINION NETWORK

COAST-TO-COAST: 38 BASIC AND SUPPLEMENTARY STATIONS

CBC FRENCH NETWORK

PROVINCE OF QUEBEC: 11 BASIC AND SUPPLEMENTARY STATIONS

COMMERCIAL DIVISION

TORONTO
354 Jarvis St.

MONTREAL
1231 St. Catherine St. W.

CANADIAN BROADCASTING CORPORATION



CANADA



Stations



Alphabetical Index

By Call Letters



Networks



CANADIAN Broadcasting Corporation

OFFICES

Victoria Bldg., Ottawa
55 York St., Toronto
Keefer Bldg., Montreal
1231 St. Catherine St. W., Montreal

Board of Governors

Howard B. Chase, Chairman, Montreal, Que.
Rene Morin, K.C., Montreal, Que.
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.

B. K. Sandwell, Toronto, Ont.
W. J. Parker, Winnipeg, Man.
(3 vacancies)

Personnel

General Manager.....Dr. Augustin Frigon
(Ottawa and Montreal)
Assistant General Manager...Donald Manson
(Ottawa)
Treasurer.....Harry Bramah
(Ottawa)
Director of Personnel & Administrative
Services.....R. P. Landry
(Ottawa)
Director General of Programs....E. L. Bushnell
(Toronto)
Assist. Supervisor of Programs....C. Jennings
(Toronto)
Commercial Manager.....E. A. Weir
(Toronto)
Assistant Commercial Manager..W. E. Powell
(Toronto)
Commercial Manager,
Quebec Region.....J. A. Dupont
(Montreal)
Supervisor of Press and Information
Wells Ritchie
(Toronto)
Supervisor of Press and
Information, Quebec Region..Leopold Houle
(Montreal)
Chief Engineer.....G. W. Olive
(Montreal)
Assistant Chief Engineer.....J. A. Ouimet
(Montreal)
Supervisor of Station Relations...J. R. Radford
(Toronto)
Traffic Manager.....E. W. Jackson
(Toronto)

British Columbia—Ira Dilworth, Vancouver,
B. C.
Overseas Unit—A. E. Powley, Broadcasting
House, London, England.

Trans-Canada Network

CJCB, Sydney
*CBH, Halifax
*CBA, Sackville
CHSJ, Saint John
CFNB, Fredericton
*CBM, Montreal
*CBO, Ottawa
CKWS, Kingston
*CBL, Toronto
CKSO, Sudbury
CFCH, North Bay
CJCL, Kirkland Lake
CKGB, Timmins
CKY, Winnipeg
CJCA, Edmonton
CFAC, Calgary
CIOC, Lethbridge
CFJC, Kamloops
CKOV, Kelowna
CJAT, Trail
*CBR, Vancouver

Dominion Network

CJFX, Antigonish
CHNS, Halifax
CFCY, Charlottetown
CKCW, Mouton
CKNB, Campbellton
CJLS, Yarmouth
CHLT, Sherbrooke
CFCE, Montreal
CKCO, Ottawa
CHOV, Pembroke
CFBR, Brockville
*CJBC, Toronto
CHEX, Peterborough
CFPL, London
CFCO, Chatham
CFPA, Port Arthur
CJRL, Kenora
CKRC, Winnipeg
CKX, Brandon
CJGX, Yorkton
CKRM, Regina
CHAB, Moose Jaw
CFQC, Saskatoon
CKBI, Prince Albert
CFCN, Calgary
CFRN, Edmonton
CHWK, Chilliwack
CJOR, Vancouver
CJVL, Victoria

French Network

(All Quebec)

*CBF, Montreal
*CBV, Quebec
*CBI, Chicoutimi
CHNC, New Carlisle
CJBR, Rimouski
CKCH, Hull
CKVD, Val d'Or
CKRN, Rouyn
CHAD, Amos
*CBC-owned and operated
CHGB, Ste. Anne de la Pocatiere

Regional Representatives

Maritimes—George Young, Halifax, N. S.
Quebec—J. M. Beaudet, Montreal, Que.
Quebec—D. Claringbull, 805 Davenport Rd.,
Toronto, Ont.
Prairies—J. Finlay, Winnipeg.

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in the year and corrections were made up to the time of going to press to insure the inclusion of late developments.



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	663
CBF	Montreal, Que.	690	50000	674
CBH	Halifax, N. S.	1240	100	663
CBJ	Chicoutimi, Que.	1580	1000	674
CBK	Watrous, Sask.	540	50000	679
CBL	Toronto, Ont.	740	50000	670
CBM	Montreal, Que.	940	50000	674
CBO	Ottawa, Ont.	910	1000	667
CBR	Vancouver, B. C.	1130	5000	660
CBV	Quebec, Que.	980	1000	676
CFAB	Windsor, N. S.	1450	100	664
CFAC	Calgary, Alta.	960	1000	657
CFAR	Flin Flon, Man.	1230	250	661
CFBR	Brockville, Ont.	1450	250	664
CFCF	Montreal, Que.	600	500	675
CFCH	North Bay, Ont.	600	100	666
CFCN	Calgary, Alta.	1010	10000	657
CFCO	Chatham, Ont.	630	100	664
CFCY	Charlottetown, P. E. I.	630	1000	673
CFGP	Grande Prairie, Alta.	1350	1000	658
CFJC	Kamloops, B. C.	910	1000	658
CFNB	Fredericton, N. B.	550	1000	662
CFOS	Owen Sound, Ont.	1400	250	667
CFPA	Port Arthur, Ont.	1230	250	668
CFPL	London, Ont.	1570	1000	666
CFPR	Prince Rupert, B. C.	1240	50	659
CFQC	Saskatoon, Sask.	600	1000	678
CFRB	Toronto, Ont.	860	1000	670
CFRC	Kingston, Ont.	1490	100	666
CFRN	Edmonton, Alta.	1260	1000	657
CHAB	Moose Jaw, Sask.	800	1000	678
CHAD	Amos, Que.	1340	100	674
CHEX	Petersborough, Ont.	1430	1000	668
CHGB	St. Anne de la Pocatiere, Que.	1230	250	677
CHGS	Summerside, P. E. I.	1480	100	673
CHLN	Three Rivers, Que.	1450	250	677
CHLP	Montreal, Que.	1490	250	675
CHLT	Sherbrooke, Que.	1240	250	677

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CHML	Hamilton, Ont.	900	5000	665
CHNC	New Carlisle, Que.	610	1000	675
CHNS	Halifax, N. S.	960	1000	663
CHOV	Pembroke, Ont.	1340	250	667
CHPS	Parry Sound, Ont.	1450	250	667
CHRC	Quebec, Que.	800	1000	676
CHSJ	Saint John, N. B.	1150	5000	663
CHUM	Toronto, Ont.	1050	1000	670
CHWK	Chilliwack, B. C.	1340	100	658
CJAT	Trail, B. C.	610	1000	659
CJBC	Toronto, Ont.	1010	5000	670
CJBR	Rimouski, Que.	900	5000	676
CJCA	Edmonton, Alta.	930	1000	657
CJCB	Sydney, N. S.	1270	5000	664
CJCH	Halifax, N. S.	1320	1000	664
CJ CJ	Calgary, Alta.	1230	100	657
CJCS	Stratford, Ont.	1240	100	668
CJEM	Edmundston, N. B.	1240	250	662
CJFX	Antigonish, N. S.	580	5000	663
CJGX	Yorktown, Sask.	1460	5000	679
CJIC	Sault Ste. Marie, Ont.	1490	250	668
CJKL	Kirkland Lake, Ont.	560	1000	666
CJLS	Yarmouth, N. S.	1340	100	664
CJMH	Medicine Hat, Alta.	1490	100	658
CJOC	Lethbridge, Alta.	1060	1000	658
CJOR	Vancouver, B. C.	600	1000	660
CJSO	Sorel, Que.	1400	100	677
CJRL	Victoria, B. C.	1480	5000	660
CJVI	Kenora, Ont.	1220	1000	665
CKAC	Montreal, Que.	730	5000	675
CKBI	Prince Albert, Sask.	900	5000	678
CKCH	Hull, Que.	1240	250	674
CKCK	Regina, Sask.	620	5000	678
CKCO	Ottawa, Ont.	1310	1000	667
CKCR	Kitchener, Ont. (Waterloo)	1490	250	666
CKCV	Quebec, Que.	1340	100	676
CKEY	Toronto, Ont.	580	5000	671
CKCW	Moncton, N. B.	1400	250	662
CKFI	Fort Frances, Ont.	1340	250	665
CKGB	Timmins, Ont.	1470	1000	670
CKLN	Nelson, B. C.	1240	250	659
CKLW	Windsor, Ont.	800	5000	673
CKMO	Vancouver, B. C.	1410	100	660
CKNB	Campbellton, N. C.	950	1000	662
CKNX	Wingham, Ont.	920	1000	673
CKNW	New Westminster, B. C.	1230	250	659
CKOC	Hamilton, Ont.	1150	1000 d., 500 n.	665
CKOV	Kelowna, B. C.	630	1000	659
CKPA	Port Alberni, B. C.	1240	250	659
CKPC	Brantford, Ont.	1380	100	664
CKPR	Fort William, Ont.	580	1000	665
CKRC	Winnipeg, Man.	630	1000	661
CKRM	Regina, Sask.	980	1000	678
CKRN	Rouyn-Noranda, Que.	1400	250	676
CKSF	Cornwall, Ont.	1230	250	665
CKSO	Sudbury, Ont.	790	1000	670
CKTB	St. Catharines, Ont.	1550	5000	668
CKUA	Edmonton, Alta.	580	1000	658
CKVD	Val D'Or, Que.	1230	100	677
CKWS	Kingston, Ont.	960	1000	666
CKWX	Vancouver, B. C.	980	1000	660
CKX	Brandon, Man.	1150	1000	661
CKY	Winnipeg, Man.	990	15000	112

ALBERTA

CFAC

CALGARY—EST. 1922

CBC & FOOTHILLS NET

Frequency: 960 Kc. Power: 1000 Watts
Owned By: The Southam Co., Limited
Operated By: Taylor, Pearson & Carson Broadcasting Co., Ltd.

Address: 1000 Southam Building
Phone Number: R 1036
Transmitter Location: Forest Lawn
Time on the Air: 6:30 a.m. to 12:00 midnight;
Sundays, 7:45 a.m.—Midnight

Newspaper Affiliation: Calgary Daily Herald
News Service: Press News; BUP
Transcription Service: NBC Thesaurus;
World Broadcasting System; Associated
Representative: All-Canada Radio Facilities,
Ltd.; Weed & Co.

Personnel

President: H. R. Carson
Station Manager: A. M. Cairns
Commercial Manager: F. R. Shaw
Promotion & Merchandising: F. P. Schofield
Program Director: Jack Stewart
Chief Engineer: Earl C. Connor
Musical Director: Geoffrey Waddington

CFCN

CALGARY—EST. 1922

Frequency: 1010 Kc. Power: 10,000 Watts
Owned-Operated By: The Voice of the Prairies, Ltd.

Address: Toronto General Trusts Bldg.
Phone Number: M 1161
Transmitter Location: Strathmore
Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 8:00 a.m. to 12 midnight

Transcription Service: Standard Radio; Lang-Worth; C. P. MacGregor
Representative: Radio Representatives, Ltd.,
Toronto-Montreal; H. N. Stovin, Winnipeg;
Howard H. Wilson Co., U.S.A.

Personnel

Managing Director: H. G. Love
Commercial Manager: E. H. McGuire
Chief Engineer: W. V. McLaughlin

CJ CJ

CALGARY—EST. 1927

CBC

Frequency: 1230 Kc. Power 100 Watts
Owned-Operated By: The Albertan Publishing Co.
Address: Renfrew Bldg.

Phone Number: Main 9966
Transmitter Location: Grandview Heights
Time on the Air: 7 a.m. to 11:15 p.m.;
Sundays, 8:30 a.m. to 11:15 p.m.

Newspaper Affiliation: Albertan Publishing Co.

Transcription Service: Lang-Worth
Representative: Radio Representatives, Ltd.

Personnel

President: Gordon Bell
Station Manager: Donald H. Mackey
Sales Manager: Bruce Leyden
Chief Engineer: Pat Green

CFRN

EDMONTON—EST. 1934

CBC

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: Mon.-Sat., 6:30 a.m.—12 Mid.;
Sundays, 8:00 a.m.—12 Mid.

News Service: British UP
Transcription Service: Standard Radio;
Lang-Worth; United Transcribed System
Representative: Radio Representatives, Ltd.;
Jack Slatter

Personnel

Station Manager: G. R. A. Rice
Commercial Manager: A. Hopps
Sales Promotion: A. J. Hopps
Artists Bureau: D. M. Atkinson
Chief Engineer: F. Makepeace

CJCA

EDMONTON—EST. 1922

CBC—TRANS. CANADA

Frequency: 930 Kc. Power: 1000 Watts
Owned By: The Edmonton Journal, Ltd.
Operated By: Taylor & Pearson Broadcasting Co.

Address: Birk's Bldg., Jasper Ave.
Phone Number: 26131

Transmitter Location: Belmont
Time on the Air: 6:15 a.m.—12 Mid.
Newspaper Affiliation: Edmonton Journal
New Service: Canadian Press;

Press News, Ltd.; AP
Transcription Service: NBC Thesaurus;
World Broadcasting System
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

Station Manager.....Gordon S. Henry
 Sales Manager.....Rolle Barnes
 Assistant Manager.....Walter Blake
 Public Relations Director.....Tom A. Shandro
 Chief Engineer.....Gordon Shillakeer

CKUA*

EDMONTON—EST. 1927

CBC

Frequency: 530 Kc.....Power: 1000 Watts
 Owned By.....Government of Alberta
 Operated By.....Alberta Govt. Telephones
 Address.....Department of Extension,
 University of Alberta
 Phone Number.....32233
 Transmitter Location.....Calgary Trail,
 South Edmonton
 Time on the Air.....11:00 a.m.-10 p.m.

Personnel

President of the University..Dr. Robert Newton
 Chief Engineer.....Roy Usher
 Station Manager.....J. B. McRae
 * (Non-Commercial Stations)

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By: Northern Broadcasting
 Corporation, Ltd.
 Address.....Grande Prairie
 Phone Number.....153
 Time on the Air.....6:50 a.m.-11:00 p.m.
 News Service.....CBC News; BBC News; BUP
 Transcription Service.....United Transcribed
 Representative: All-Canada Radio Facilities,
 Ltd.; Weed & Co.

Personnel

President-General Manager.....C. L. Berry
 Sales Promotion Manager...G. H. Cummings
 Sales Manager.....C. L. Berry
 Musical Director.....Jack Ferguson
 Chief Engineer.....Gordon L. Sadler

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc.....Power: 1000 Watts
 Owned-Operated By: Lethbridge Broadcasting
 Co., Ltd.
 Address.....Marquis Hotel Bldg.,
 Fourth, Ave., South
 Phone Number.....3161
 Transmitter Location.....Broxburn, Alberta
 Time on the Air.....8 a.m.-11:30 p.m.,
 News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....All Canada Radio Fac-
 ilities, Ltd.; Weed & Co.

Personnel

President.....W. Watson
 Station Manager.....N. Botterill
 Production Manager.....C. A. Perry
 Sales Manager.....John L. Sayers
 Chief Engineer.....John C. Stewart

CJMH*
 MEDICINE HAT

Frequency: 1490 Kc.....Power: 100 Watts
 Executive.....J. H. Yuill
 * (Non-Commercial Stations)

BRITISH COLUMBIA

CHWK

CHILLIWACK—EST. 1927

DOMINION NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Chilliwack Broadcast-
 ing Co., Ltd.
 Address.....16 Wellington Ave.
 Phone Number.....6106
 Transmitter Location.....16 Wellington Ave.
 Time on the Air.....15¼ hours daily
 Transcription Service.....United
 Representative.....All-Canada Radio

Personnel

Owners.....C. Casey Wells, Jack Pilling
 Comm. Manager.....Jack Pilling
 Chief Engineer.....Frederick Jennings

CFJC

KAMLOOPS—EST. 1926

TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
 Owned By.....Kamloops Sentinel, Ltd.
 Operated By.....Kamloops Sentinel, Ltd.
 Address.....310 St. Paul St.
 Phone Numbers.....1021; 1018
 Transmitter Location.....North Kamloops
 Time on the Air.....7 a.m. to 11:30 p.m.
 Newspaper Affiliation.....Kamloops Sentinel Ltd.
 Representative.....All-Canada Radio Facilities,
 Ltd.; Weed & Co.

Personnel

President.....R. E. White

Station Manager.....Ian Clark
Chief Engineer.....Dave Sharp

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....Okanagan Broadcast-
ers, Ltd.

Business Address.....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,
8:30 a.m. to 11 p.m.

News Service.....CBC News; PN Press News
Transcription Service.....NBC Thesaurus;
Lang-Worth

Representative.....All-Canada Radio Facilities,
Ltd.; Weed & Co.

Personnel

Managing Director.....J. W. B. Browne
Chief Engineer.....J. H. B. Browne
Asst. to Manager.....H. A. Lethbridge
Secretary.....Marion E. Lee

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.....Radio Avenue
Transmitter Location.....Radio Avenue
Time on the Air.....7:30 a.m.-10:30 p.m.
Newspaper Affiliation.....Nelson Daily News
Transcription Service.....Standard Radio
Representative.....Stovin & Wright

Personnel

President.....F. F. Payne
Station Manager.....J. B. Stark
Sales Manager.....Joan Orr
Sales Promotion Manager.....Joan Orr
Program Director.....Jean Underwood
War Program Director.....Jean Underwood
Publicity Director.....Joan Orr
Chief Announcer.....Stewart Irving

CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....International Broad-
casting Co. Ltd.

Business Address.....Hotel Windsor
Phone Number.....NW 3000

News Service.....BUP
Transcription Service.....World Broadcasting
System

Representative.....Radio Representatives

Personnel

Chief Owner.....William Rea, Jr.
General Manager.....William Rea, Jr.
Commercial Manager.....David Armstrong
Program Director.....William Fox
Sales Promotion Manager.....Ferdie Baglo
Chief Engineer.....Ross McIntyre

CKPA

PORT ALBERNI—EST. 1944

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Neal Jordan

Personnel

Chief Owner.....Neal Jordan

CFPR

PRINCE RUPERT—EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 50 Watts
Owned By.....Northwest Broadcast & Service Co.
Operated By.....Canadian Broadcasting Corp.
Business Address.....336 Second Ave.
Phone Number.....863
Studio Address.....336 Second Ave.
Transmitter Location.....336 Second Ave.
Time on the Air: 7:30 a.m.-2 p.m. and 4 p.m.-
11 p.m. weekdays; 10 a.m.-10:30 p.m. Sun.
News Service.....BUP, PN
Transcription Service.....C. P. MacGregor
Representative.....Stovin & Wright

Personnel

Chief Owner.....Dr. A. Frigon
General Manager.....C. H. Insulander
Commercial Manager.....S. J. Anderson
Publicity Director.....Jean Wait
Chief Engineer.....C. H. Insulander

CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned By.....Kootenay Broadcasting Com-
pany, Limited

Supervised By.....Taylor, Pearson & Carson,
Ltd.

Address.....815 Victoria Street
Phone Number.....737
Transmitter Location.....Warfield, B. C.
Time on the Air: 6:45 a.m. to 11:30 p.m.; Sun-
days, 8 a.m. to 11:30 p.m.

News Service.....CBC
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facili-
ties (Canada); Weed & Co. (U.S.A.)

Personnel

President..... B. A. Stimmel
 Commercial Manager..... N. A. Harrod
 Station Manager..... Eric C. Ayles
 Merchandising Manager..... Victor P. Gray
 Chief Engineer..... Frank E. Fleming

C B R

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
 BRITISH COLUMBIA REGIONAL NETWORK
 Frequency: 1130 Kc.....Power: 5000 Watts
 Owned-Operated By.....Canadian Broadcast-
 ing Corp.

Address.....Hotel Vancouver
 Phone Number.....MARine 6121
 Transmitter Location.....Lulu Island, B. C.
 Time on the Air.....7:30 a.m. to 12 Mid.
 News Service.....Canadian Press; BUP
 Representative.....Canadian Broadcast-
 ing Corp.

Regional Representative.....Ira Dilworth

Personnel

CBC Representative-Station
 Manager.....Ira Dilworth
 CBC Commercial Representative.H. W. Paulson
 Publicity Representative.....Pat Keatley
 Director of School Broadcasts.Kenneth Caple
 Chief News Editor.....Dick Elson
 Regional Farm Commentator..Fergus Mutrie
 Chief Engineer.....N. R. Olding
 Chief Executive.....Dr. Augustin Frigon
 Program Director.....Kenneth Caple

C J O R

VANCOUVER—EST. 1926

CBC

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....CJOR, Ltd.
 Business Address.....846 Howe St.
 Phone Number.....MARine 6464
 Transmitter Location.....Lulu Island, B. C.
 Time on the Air.....6:30 a.m. to 11:30 p.m.;
 Sundays, 9:00 a.m. to 11:00 p.m.
 News Service.....CP, BUP
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service
 Representative.....Young, Inc. (U.S.A.); H.
 Stovin & Wright (Canada)

Personnel

President.....G. C. Chandler
 Asst. Station Manager.....G. C. Chandler
 Commercial Manager.....Don Laws
 War Program Director.....Margaret Jestley

CKMO

VANCOUVER—EST. 1923

Frequency: 1410 Kc.....Power: 100 Watts

Owned & Operated By.....British Columbia
 Broadcasting System, Ltd.

Address.....812 Robson St.
 Phone Number.....MARine 1271
 Transmitter Location.....500 Beatty St.
 Time on the Air.....17 hours daily
 News Service.....British United Press
 Transcription Service.....C. P. MacGregor
 Representative.....Radio Representatives,
 Ltd.; Howard H. Wilson Co.

Personnel

Chief Owner.....Mrs. R. J. Sprott
 General Manager.....R. Wright

CKWX

VANCOUVER—EST. 1921

MBS—DON LEE

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By Western Broadcasting,
 Co., Ltd.

Address.....543 Seymour Street
 Phone Number.....MARine 3344
 Transmitter Location.....Lulu Island, B. C.
 Time on the Air.....6:30 a.m. to 11:30 p.m.,
 week days; 8 a.m.-11:30 p.m., Sundays
 News Service.....Press News & BUP
 Transcription Service.....World Broadcasting
 System; Lang-Worth

Representative.....All-Canada Radio
 Facilities, Ltd. (Canada)

Personnel

President.....Arthur Holstead
 Station Manager.....Frank H. Elphicke
 Reg. Sales Mgr.....John Hunt
 Director of News.....Sam G. Ross
 Chief Engineer.....Gordon Fairweather

C J V I

VICTORIA—EST. 1934

DOMINION-CBC (Secondary)

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Island Broadcasting
 Company, Ltd.

Address.....7th Floor, Central Building,
 630 View Street
 Phone Number.....Garden 2014
 Transmitter Location.....Portage Inlet
 Time on the Air.....7 a.m. to 11:00 p.m.
 Newspaper Affiliation.....The Daily Colonist
 News Service.....PN
 Transcription Service.....NBC Thesaurus
 Representative...All-Canada Radio Facilities,
 Limited (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Owner.....H. R. Carson
 General Manager.....M. V. Chesnut
 Commercial Manager.....Lee Hallberg
 Sales Promotion Manager.....Isabel Stewart
 Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

DOMINION

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Manitoba Telephone
 Address 8th Street & Princess Ave.
 Phone Number 4532
 Transmitter Location Brandon, Man.
 Time on the Air 7:30 a.m. to 11:30 p.m.
 Transcription Service NBC Thesaurus
 News Service BUP
 Representative Stovin & Wright

Personnel

President J. E. Lowry
 Station Manager W. F. Seller
 Sales Manager W. T. Grigg
 Chief Engineer C. E. R. Collins

CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Arctic Radio Cor-
 poration

Address 75 Hill St.
 Phone Number 290
 Transmitter Location 75 Hill St.
 Time on the Air 7 a.m. to 11:00 p.m.,
 Mon.-Sat.; Sundays, 10:30 a.m.-10:30 p.m.
 News Service Transradio
 Transcription Service Lang-Worth
 Representative H. N. Stovin (Canada);
 J. H. McGillvra (U.S.A.)

Personnel

Secretary-Treasurer S. J. Beaufoy
 Station Manager G. B. Quinney
 Chief Engineer R. J. Tate

CKRC

WINNIPEG—EST. 1934

DOMINION NETWORK

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By Transcanada Commu-
 nications, Limited
 Business Address 300 Carlton St.
 Phone Number 92266
 Transmitter Location Middlechurch.
 Time on the Air 17½ hours
 Transcription Service World Broadcasting
 System; Lang-Worth; Standard

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WEED AND COMPANY

MANITOBA - NEW BRUNSWICK

News Service.....CP, BUP
 Representative...All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

PresidentVictor Sifton
 Station ManagerGerry Gaetz
 Advertising Manager.....Waldo J. Holden
 Sales Promotion Director...Beatrice Parenteau
 Program Director.....J. D. Kemp
 Chief EngineerA. W. Hooper

Frequency: 990 Kc.....Power: 15000 Watts
 Owned-Operated By.....Manitoba Telephone
 System

AddressTelephone Bldg.
 Phone Number.....92191
 Transmitter Location.....St. Francis Xavier
 Time on the Air.....7 a.m. to 12 Mid.
 News Service.....British UP, CP
 Transcription Service.....NBC Thesaurus
 Joseph Hershey McGillvra (U.S.A.)

Personnel

Station ManagerWilliam Backhouse
 Commercial Manager.....A. Messner
 Chief Engineer.....W. A. Duffield

C K Y

WINNIPEG—EST. 1922
 CANADIAN BROADCASTING CORP.

NEW BRUNSWICK

C K N B

CAMPBELLTON—EST. 1939
 CANADIAN BROADCASTING CORP.

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....Restigouche Broad-
 casting Co., Ltd.

Address.....P. O. 840
 Phone Number8
 Transmitter Location.....Maple Green, N. B.
 Time on the Air....7:55 a.m. to 11:15 p.m.;
 Sundays, 8:55 a.m. to 11:15 p.m.

News ServiceBUP
 Transcription ServiceAll-Canada
 Representative: All-Canada Radio Facilities.
 Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director.....Dr. Charles H. Houde
 Station ManagerStan Chapman
 Chief Engineer.....L. P. Paquet

Frequency: 550 Kc.....Power 1000 Watts
 Owned-Operated By.....James S. Neill &
 Sons, Ltd.

AddressQueen St.
 Phone Number209
 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 Engineer.....E. S. Cassidy

C J E M

EDMUNDSTON—EST. 1945

Frequency: 1240 Kc.....Power: 250 Watts
 Owned and Operated By.....Edmundston
 Radio, Ltd.

Address.....99 Canada Road
 Phone209
 News ServicePN

Personnel

General Manager.....J. D. Boudreau
 Chief Engineer.....J. R. McGough

C F N B

FREDERICTON—EST. 1923
 CBC-BASIC

C K C W

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...The Moncton Broad-
 casting Company, Limited

AddressKnights of Pythias Bldg.
 Phone Number.....3388
 Transmitter Location.....Harrisville, N. B.
 Time on the Air.....7 a.m. to 12:15 p.m.
 News Service.....British UP
 Newspaper Affiliation.....Moncton Times
 Transcription Service.....World Broadcast-
 ing System; United Transcribed Service;
 Lang-Worth
 Representative...Stovin & Wright (Canada);
 Joseph McGillvra (U.S.A.)

Personnel

President.....J. L. Black
 Chief Engineer.....J. A. White

C B A

SACKVILLE—EST. 1939

Frequency: 1070 Kc. Power: 5000 Watts
 Owned-Operated By: Canadian Broadcasting Corporation
 Address: United Service Building, 100 Sackville St., Halifax, N. S.
 Phone Number: B6188
 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: Dr. Augustin Frignon
 Regional Engineer: H. M. Smith

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By: New Brunswick Broadcasting Company, Limited
 Address: 14-16 Church Street
 Phone Number: 3-2307
 Transmitter Location: Coldbrook, Saint John, N. B.
 Time on the Air: 6:45 a.m. to 12 midnight
 Sundays: 7:45 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. Bowick
 Commercial Manager: George Cromwell
 Chief Engineer: J. G. Bishop

NOVA SCOTIA

C J F X

ANTIGONISH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: Atlantic Broadcasters, Ltd.
 Address: Broadcasting Bldg., Antigonish, N. S.
 Phone Number: 66
 Transmitter Location: Post Rd., Antigonish, N. S.
 Time on the Air: 7:45 a.m. to 12 midnight
 News Service: PN
 Representative: James L. Alexander

Personnel

General Manager: J. Clyde Nunn
 Sales Manager: J. Clyde Nunn
 Chief Engineer: Gordon MacDougall

CBH

HALIFAX—EST. 1944

TRANS-CANADA

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Canadian Broadcasting Corp.
 Business Address: United Service Bldg.
 Phone Number: 3-6188
 News Service: PN, BUP
 Representatives: Canadian Broadcasting Corp.

Personnel

Chief Owner: Dr. Augustin Frignon
 General Manager: George Young
 Chief Engineer: L. A. Canning

CHNS

HALIFAX—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By: Maritime Broadcasting Company
 Address: 10 Tobin Street (Broadcasting House)
 Phone Number: 3-8318
 Transmitter Location: Bedford, Nova Scotia
 Time on the Air: 7:30 a.m. to 12:15 a.m.
 News Service: CP; British UP
 Transcription Service: Langworth; NBC
 Thesaurus; World Broadcasting System
 Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director: Major Wm. C. Borrett
 Station Manager: Gerald J. Redmond
 Sales Manager: Harry Stephen
 Chief Engineer: A. W. Greig

CJCH

HALIFAX—EST. 1944

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By: Chronicle Co. Ltd.
 Business Address: Lord Nelson Hotel
 Phone Number: 3-7311
 News Service: PN
 Transcription Service: World Broadcasting System
 Representative: National Broadcast Sales, John Hershey McGillvra, Inc.

Personnel

Chief Owner: Chronicle Co. Ltd.
 General Managers: Leslie Choyce, J. M. Humphreys
 Chief Engineer: A. MacWilliams

CJCB

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By: Eastern Broadcasters, Ltd.
 Address: Radio Bldg.
 Phone Number: 209-1412
 Time on the Air: 8 a.m. to 12 midnight
 News Service: Canadian Press News
 Transcription Service: NBC Thesaurus

Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Owner, General Mgr.: N. Nathanson
 Sales Manager: M. Grant
 Chief Engineer: A. Vernon

CFAB

WINDSOR—EST. 1945

Frequency: 1450 Kc. Power: 100 Watts
 Owned and Operated By: Avarad M. Bishop

CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 1340 Kc. Power: 100 Watts
 Owned By: Gateway Broadcasting Company
 Operated By: Laurie L. Smith
 Address: Radio Building, Main Street
 Phone Number: 500
 Transmitter Location: Radio Building
 Time on the Air: 8 a.m. to 12 midnight
 News Service: PN
 Representative: All-Canada Radio Facilities, Ltd., Weed & Co.

Personnel

President-Station Manager: Laurie L. Smith
 Chief Engineer: Donald L. Smith

ONTARIO

CKPC

BRANTFORD—EST. 1933

Frequency: 1380 Kc. Power: 100 Watts
 Operated By: Telephone City Broadcast, Ltd.
 Address: 49-51 Colborne St.
 Phone Number: 625
 Transmitter Location: Gebe Property
 Time on the Air: 9 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
 News Service: British UP
 Transcription Service: World Broadcasting System; United Transcribed Service
 Representative: J. L. Alexander

Personnel

Owner-Manager: Mrs. J. D. Buchanan
 Sales Promotion Manager: Jess Jaffray
 Chief Engineer: Alfred Teague

Frequency: 1450 Kc. Power: CP 250 Watts
 Owned-Operated By: J. C. Whitby
 Business Address: Revere House Bldg.
 Phone Number: 4628
 Studio Address: Revere House Bldg.
 Transmitter Location: No. 2 Highway
 Time on the Air: 8:00 a.m. to 11:00 p.m.
 Transcription Service: Standard, United
 Representatives: H. N. Stovin Co., Ltd.; Joseph Hershey McGillvra, Inc.

Personnel

Owner-Station Manager: J. C. Whitby
 Sales Manager: L. B. Cohan
 Chief Engineer: G. W. Andrews

CFCO

CHATHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc. Power: 100 Watts
 Owned-Operated By: John Beardall
 Business Address: P. O. Box 275

CFBR

BROCKVILLE—EST. 1925

Phone Number..... 2626
 Studio Address..... William Pitt Hotel
 Transmitter Location..... William Pitt Hotel
 Time on the Air..... 7:15 a.m. to 12:30 p.m.
 News Service..... British UP

Personnel

Owner-Manager..... John Beardall
 Chief Engineer..... Gordon Brooks

CKSF

CORNWALL—EST. 1944

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Standard-Freeholder,
 Ltd.

Business Address..... 36 Pitt Street
 Phone Number..... 1700
 News Service..... PN
 Transcription Service..... World
 Representative..... H. N. Stovin & Co.

Personnel

Chief Owner..... H. D. Wightman
 General Manager..... H. Harrison Flint
 Chief Engineer..... Mahlon Clark

CKFI

FORT FRANCES—EST. 1944

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... CKFL Ltd.
 Business Address..... 240 Scott Street
 Phone Number..... 200
 News Service..... BUP
 Representative..... All-Canada

Personnel

Chief Owner..... J. M. Reid
 General Manager..... G. E. Tonkin
 Chief Engineer..... T. Van Ness

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..... South 315
 Transmitter Location..... Memorial Ave.,
 Port Arthur, Ont.

Time on the Air..... 7:30 a.m. to 11 p.m.
 News Service..... UP, Canadian Press
 Transcription Service..... NBC Thesaurus;
 United Transcribed Service
 Representative..... Radio Representatives, Ltd.,
 Stovin & Wright (Canada), Howard H. Wilson
 Co. (U.S.A.)

Personnel

President..... H. F. Dougall
 Station Manager..... J. Basil Scully
 Chief Engineer..... T. Ross

CHML

HAMILTON—EST. 1927

Frequency: 900 Kc..... Power: 5000 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..... 6:45 a.m. to 12:00 p.m.;
 News Service..... Canadian Press; BUP; PN
 Transcription Service..... Standard Radio;
 Associated Music Publishers; United Tran-
 scribed Service
 Representatives... Joseph Hershey McGillvra,
 Inc.; H. N. Stovin

Personnel

Chief Owner..... Kenneth D. Soble
 General Manager..... Claude Cain
 Chief Engineer..... Bill Crawford

CKOC

HAMILTON—EST. 1922

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..... 6 a.m. to 12 Mid.
 News Service..... British U. P.
 Transcription Service..... World Broadcasting
 System; NBC Thesaurus; Lang-Worth
 Representative..... All-Canada Radio Facil-
 ities (Canada); Weed & Co. (U.S.A.)

Personnel

President..... H. R. Carson
 Station Manager..... W. T. Cranston
 Commercial Manager..... W. M. Guild
 Chief Engineer..... Leslie Horton

CJRL

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.
ONTARIO REGIONAL

Frequency: 1220 Kc..... Power: 1000
 Owned-Operated By..... Kenora Broadcasting
 Co.

Address..... Kenricia Hotel
 Phone Number..... 717
 Transmitter Location..... Jaffray Township
 Time on the Air..... 7:00 a.m. to 11:00 p.m.
 News Service..... CP
 Transcription Service..... United Transcription
 Representative..... Stovin & Wright,
 J. H. McGillvra

Personnel

Station Manager Howard Clark
 Sales Manager Howard G. Clark
 Sales Promotion Manager Stephen Hurley
 Chief Engineer Gordon T. Sands

CFRC

KINGSTON—EST. 1944

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By Queen's University,
 Business Address Queens University
 Fleming Hall (Non-Commercial Station)

CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By Allied Broadcasting
 Corp., Ltd.

Address King St.
 Phone Number 4405
 Transmitter Location Wolfe Island
 Time on the Air 16½ hours
 Newspaper Affiliation Kingston Whig-
 Standard

News Service News Press
 Transcription Service NBC Thesaurus;
 United Transcribed Service; Lang-Worth
 Representative... National Broadcasting Sales
 (Canada)

Personnel

President Senator W. R. Davies
 Station Manager Jack M. Davidson
 Sales Manager Harry M. Edgar
 Chief Engineer George McCurdy

CJKL

KIRKLAND LAKE—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By Northern Broadcast-
 ing & Publishing, Ltd.

Address Govt. Road
 Phone Numbers 27; 281
 Transmitter Location Dane, Ontario
 Time on the Air 7:00 a.m. to 12:00 p.m.
 Newspaper Affiliation Timmins Daily Press
 News Service Press News
 Transcription Service United, NBC Thesaurus,
 Lang-Worth

Representative: Weed & Co., Nat'l B'cast. Sa'es

Personnel

President R. H. Thomson
 Station Manager Clair Chambers
 Chief Engineer Tom Watson

CKCR

KITCHENER-WATERLOO—EST. 1929

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
 Chief Engineer Ion Hartman

CFPL

LONDON—EST. 1933—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 Westminster Township
 Time on the Air 7:45 a.m. to 11:30 p.m.;
 Sundays, 9 a.m. to 11:30 p.m.

Newspaper Affiliation London Free Press
 News Service PN
 Transcription Service NBC Thesaurus
 Representative... Joseph Hershey McGillvra,
 Inc. (U.S.A.)

Personnel

Chief Executive Wallis J. Blackburn
 Station and Sales Manager Philip H. Morris
 Chief Engineer John Warden

CFCH

NORTH BAY—EST. 1931

CBC

Frequency: 600 Kc. Power: 100 Watts
 Owned-Operated By Northern Broadcast-
 ing & 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 Canadian Press
 Transcription Service NBC Thesaurus;

United Transcribed Service; Lang-Worth
 Representative... National Broadcasting Sales

Personnel

President R. H. Thomson
 Station Manager.....Cliff Pickrem
 Sales Manager.....Keith Packer
 Sales Promotion Manager.....Cliff Wingrove
 Program Director.....Phil Clayton
 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 12:03 mid.
 News Service CBC News
 Representative.....Canadian Broadcasting
 Corp.

Personnel

General Manager.....Dr. Augustin Frigon
 Station Manager.....Charles P. Wright
 Chief Operator.....Max Gilbert

CKCO

OTTAWA—EST. 1924

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated ByDr. G. M. Gelbert
 Address.....272 Somerset St., West
 Phone Number 2-3611
 Time on the Air:8 a.m. to 11 p.m.; Sundays,
 12 noon to 11 p.m.
 News ServiceBUP
 Transcription Service.....Associated Music
 Publishers: Lang-Worth
 Representative.....Stovin & Wright (Canada);
 Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager.....G. M. Geldert
 Chief Engineer.....W. D. McLellan

CFOS

OWEN SOUND—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Grey & Bruce Broad-
 casting Co.

Address904 Second Ave., East
 Phone Number.....1940
 Transmitter Location....R. R. No. 4, Syden-
 ham Township, Ont.
 Time on the Air: 7:45 a.m. to 9:15 p.m.; Sun-
 days, 8:45 a.m. to 9:45 p.m.
 Newspaper Affiliation.....Owen Sound Daily
 Sun Times
 News ServiceCanadian Press
 Transcription Service.....World Broadcasting
 System
 Representatives....Stovin & Wright (Canada);
 Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President.....Howard Fleming
 Station Manager.....William N. Hawkins
 Commercial Manager.....William Hawkins
 Program Director.....Mrs. Muriel Ready
 Chief Engineer.....William Vallins

CHPS

PARRY SOUND—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Gordon E. Smith
 Address47A James St.
 Phone Number.....700
 Transmitter Location.....MacDougall Town-
 ship, Ont.
 Time on the Air.....7:45 a.m. to 11:15 p.m.;
 Sundays, 9:15 a.m. to 10:15 p.m.
 News ServiceCP
 Representative.....Stovin & Wright

Personnel

President.....Gordon E. Smith
 Station Manager.....Gordon E. Smith
 Program Director.....Harold Vaughn
 Chief Engineer.....Leslie A. Crouch

CHOV

PEMBROKE—EST. 1942

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Ottawa Valley
 Broadcasting Co., Ltd.
 Address197 Albert St.
 Transmitter Location.....East of Pembroke
 Time on the Air.....Weekdays, 7:30 a.m. to
 11:15 p.m.; Sundays, 10:45 a.m. to 11:15 p.m.
 News ServiceBUP
 Transcription Service.....NBC Thesaurus
 Representatives....H. N. Stovin Co. (Canada);
 Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President D. A. Jones
 Station Manager..... E. G. Archibald
 Sales Manager..... E. G. Archibald
 Sales Prom. Manager..... Allan J. Simpson
 Program Director..... Isobel Graham
 Production Manager..... J. Thomas Sarsfield
 Musical Director..... Betty Tomlison
 Chief Engineer..... S. L. Panke

CHEX

PETERSBOROUGH—EST. 1942
CANADIAN BROADCASTING CORP.

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned By.....Peterborough Broadcasting Co.
 Operated By.....Northern Broadcasting
 Management
 Address.....115 Hunter St.
 Phone Number.....4641
 Transmitter Location.....Keene Road
 Time on the Air...6 a.m. to 11:15 p.m., daily;
 10 a.m. to 11:15 p.m., Sunday
 Newspaper Affiliation.....Peterborough Ex-
 aminer
 News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service, Lang-Worth
 Representative...National Broadcasting Sales
 (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Sen. W. Rupert Davies
 Vice-President.....Roy H. Thomson
 Station Manager.....Hal E. Cooke
 Sales Manager.....E. L. Jones
 Sales Prom. Manager.....H. R. McLay
 Program Director.....K. E. Monk
 War Program Director.....Ken Campbe'l
 Publicity Director.....George Bouck
 Musical Director.....Helen Hallihan
 Record MC.....Jesse French
 Chief Engineer.....Bert Crump

CFPA

PORT ARTHUR—EST. 1944
DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ralph H. Parker
 Business Address.....Public Utilities Bldg.
 Phone Number.....North 315
 Transcription Service.....Standard
 Representative.....National Broadcast Sales

Personnel

Chief Owner.....Ralph H. Parker
 General Manager.....Ralph H. Parker

CJIC

S S MARIE—EST. 1934

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hyland Broadcasting Co.
 Address.....Windsor Hotel
 Phone Number.....3500
 Transmitter Location.....Korah Township
 Time on the Air: 7:30 a.m. to 11:30 p.m.; Sun-
 days, 8 a.m. to 11 p.m.
 News Service.....Press News
 Transcription Service.....NBC Thesaurus;
 World
 Representative.....J. L. Alexander

Personnel

General Manager.....J. G. Hyland
 Sales Manager.....J. G. Hyland
 Sales Prom. Manager.....V. Haft
 Chief Engineer.....F. J. McDiarmid

CKTB

ST. CATHARINES—EST. 1933

Frequency: 1550 Kc.....Power: 5000 Watts
 Owned-Operated By.....Niagara District
 Broadcasting Co., Ltd.
 Address.....12 Yates Street
 Phone Number.....3900
 Transmitter Location...Port Dalhousie, Ont.
 Time on the Air.....15 hours daily
 News Service.....BUP
 Transcription Service.....United Transcribed
 Service
 Representatives.....James L. Alexander;
 Joseph Hershey McGilvra, Inc.

Personnel

Chief Owner.....Capt. W. B. C. Burgoyne
 General Manager.....Marion Hallett

CJCS

STRATFORD—EST. 1927

CBC—DOMINION NETWORK

Frequency: 1240 Kc.....Power: 100 Watts
 Owned By.....Central Broadcasting Co.
 Operated By.....Frank M. Squires
 Address.....Windsor Hotel
 Phone Numbers.....1675; 1676
 Transmitter Location.....Windsor Hotel
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....British UP
 Transcription Service.....United T. S.
 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.....G. Pomroy
 Program-Musical Director...C. W. Trethewey
 Chief Engineer.....George Hildebrand



BUREAU OF BROADCAST MEASUREMENT

for Potential Coverage

ELLIOTT-HAYNES PROGRAM SURVEYS

for Actual Listenership

They tell the Complete Story



REPRESENTATIVES

ADAM J. YOUNG JR., INCORPORATED

New York

Chicago

ALL-CANADA RADIO FACILITIES LTD.

Montreal

CKSO

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By W. E. Mason
 Address 21 Elgin St.
 Phone Number 77-505
 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
 Toronto Office 611 Star Bldg., W. J. Woodill
 Representative All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)

Personnel

President W. E. Mason
 General Manager Don McGill
 Sales, Mdsq. Manager Don McGill
 Chief Engineer J. McRae

CKGB

CBC

TIMMINS—EST. 1933

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By Northern Broadcasting
 & Publishing, Ltd.
 Address Thomson Bldg., (Cedar St.)
 Phone Number 500
 Transmitter Location Mattagami
 Heights, Mountjoy Township
 Time on the Air 7:35 a.m. to 12:00 midnight;
 Sunday, 8:30 a.m. to 11:30 p.m.
 Newspaper Affiliation Timmins Daily Press;
 Val D'Or Star
 News Service CP
 Transcription Service NBC Thesaurus;
 Lang-Worth; U.T.S.
 Representative National Broadcast Sales
 Weed & Co. (U.S.A.)

Personnel

President R. H. Thomson
 Station Manager Harvey C. Freeman
 Sales Manager Al Huggins
 Program Director Martin Silburt
 Traffic Manager Jean Macgregor
 Chief Announcer Albert Aube

CBL

TORONTO—EST. 1927

CBC—TRANS-CANADA—NBC

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By Canadian Broadcasting
 Corporation
 Business Address 805 Davenport Rd.

Phone Number Kenwood 9411
 Studio Address 805 Davenport Rd.
 Transmitter Location Hornby, Ont.
 Time on the Air 7 a.m. to 12 mid.
 News Service C.P., BUP
 National Sales Office Address 55 York St.,
 Toronto
 Representative Canadian Broadcasting
 Corp.

Personnel

General Manager Dr. A. Frigon
 Regional Representative Dick Claringbull
 Night Supervisor Walter Anderson
 Commercial Manager E. A. Weir
 Publicity Representative H. M. Ball
 Chief Announcer Elwood Glover
 Music Director J. M. Beaudet
 Regional Engineer M. L. Poole
 Production Manager S. C. Dixon
 Chief Operator Howard Hilliard

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 6 a.m. to 12:35 a.m.
 News Service AP, UP
 Transcription Service NBC Thesaurus;
 Lang-Worth; Associated

Personnel

President Harry Sedgwick
 Station Manager E. L. Moore
 Program Director Wes McKnight
 Musical Director Wally Armour
 Chief Engineer Jack Sharpe
 (See Page 669)

CHUM

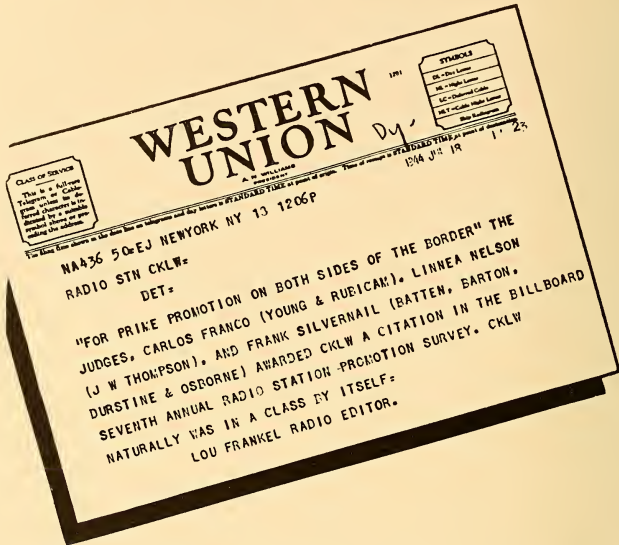
TORONTO—EST. 1944

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By York Broadcasters
 Limited
 Business Address 21 Dundas Square
 Phone Number Elgin 5018
 News Service BUP
 Representative Adam Young, Inc.;
 Radio Representatives

Personnel

Chief Owner R. T. Fulford
 Gen. Mgr., Sales Mgr. A. E. Leary
 Sales Promotion Manager E. Miles
 Chief Engineer Aurel Boisvert

IN THE DETROIT AREA
PLAY the WINNER!



● The policy of constantly publicizing our station so as to benefit both the listener and the advertiser, pays off again and again. The Promotional Award is another symbol of our aggressiveness . . . further proof that for concentrated coverage of this market, CKLW is the buy!

Managing Director



UNION GUARDIAN BLDG.
 DETROIT 26

5,000 WATTS DAY and NIGHT

800 Kc. MUTUAL SYSTEM

Adam J. Young, Jr., Nat'l Rep.

CKLW

WINDSOR—EST. 1932
MUTUAL

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....Western Ontario
Broadcasting Co.

Business Addresses:..Guaranty Trust Bldg.,
Windsor; Union Guardiaa Bldg., Detroit,
Mich.

Phone Numbers: 4-1155 (Windsor) Cadillac
7200 (Detroit)

Studio Address.....Guaranty Trust Bldg.
Transmitter Location.....Sandwich, South,
Essex County, Ontario

Time on the Air.....6 a.m. to 4 a.m.
News Service.....UP, PN, BUP

Transcription Service....World Broadcasting
System; United T. S.; NBC Thesaurus

Representative...H. N. Stovin & Co. (Canada);
Adam J. Young, Inc. (U.S.A.)

Personnel

Chief Owner.....Malcolm G. Campbell
General Manager.....J. E. Campeau
Commercial Manager.....Richard E. Jones
Program Director.....John Gordon

Production Manager-Publicity

DirectorFrank Burke
Sales Prom. Manager....Barbara MacFarland
Traffic ManagerMargaret Pratt
Chief Engineer.....William J. Carter

CKNX

WINGHAM—EST. 1926

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....W. T. Cruickshank
and B. H. Bedford

AddressJosephine St.
Phone Number158

Transmitter Location.....Belgrave
Time on the Air.....7:30 a.m. to 11:00 p.m.

News ServiceBUP
Transcription ServiceThesaurus

Representative.....J. L. Alexander

Personnel

Chief Owner-
General Manager.....W. T. Cruickshank
Commercial Manager.....Frank Johnson
Program Director.....Frank Johnson
Sales Promotion Manager.....J. R. Brent
Chief Engineer.....Cliff Bowers

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.....7:30 a.m. to 12:15 a.m.

News Service....Canadian Press & British UP
Transcription Service.....Standard Radio;
Lang-Worth, WBS

Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President.....Lt. Col. K. S. Rogers
Program-Commercial Manager,L. A. McDonald
Chief Engineer.....Robert F. Large

CHGS

SUMMERSIDE—EST. 1925
CBC

Frequency: 1480 Kc.....Power: 100 Watts
Owned-Operated ByR. T. Holman, Ltd.

AddressWater Street
Phone Number133

Transmitter Location.....Summerside
Time on the Air: 7:30 to 8:30, 10 a.m. to 3 p.m.,
4 p.m. to 9 p.m.

Transmitter LocationHolman Building

Personnel

PresidentH. T. Holman
Station ManagerR. L. Mollison
Program Director-Chief
AnnouncerAlbert A. Nicholson
Chief Engineer.....Angus McKie

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.
NORTHERN QUEBEC BROADCASTING
SYSTEM

Frequency: 1340 Kc. Power: 100 Watts
Owned By.....Radio Rouyn Abitibi Ltee.
Business Address....Reilly Bldg., Rouyn, Que.
Studio, Transmitter.....Amos, P. Q.
Time on the Air.....16 hours daily
News Service.....Canadian Press

Personnel

President-Owner.....Hon. Hector Authier
Chief Executive.....Roland Beaudry
Station Manager.....Jean Legault
Program Director.....Bruno Cyr
Chief Announcer.....Bruno Cyr

CBJ

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By...Canadian Broadcasting
Corporation
Studio Address.....286A Racine St.
Phone Number.....155
Transmitter Location....4 Larouche Avenue
Time on the Air.....7:45 a.m. to 11:30 p.m.
Representative.....Regional Radio Sales

Personnel

Station Manager.....Vilmond Fortin
Chief Announcer.....L. Raymond
Chief Engineer.....J. E. Roberts

CKCH

HULL—EST. 1932

CBC (AND PROVINCIAL)

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....CKCH Broadcasting Co.
Operated By.....Le Droit
Address.....85 Champlain Ave.
Phone Number.....2-1701
Transmitter Location...R.R. No. 1, South Hull
Time on the Air.....7:50 a.m. to 11:00 p.m.;
Sundays, 9 a.m. to 11:00 p.m.
Newspaper Affiliation....Le Droit (Ottawa)
Phone Service.....Canadian Press
Transcription Service.....Thesaurus
Representative.....Radio Representatives

Personnel

Station Manager.....Raymond Benoit
Sales Manager.....Raymond Benoit
Sales Promotion Manager.....J. E. Lalonde
Program Director.....Raymond Benoit
Musical Director.....Aurele Groulx

Publicity Director.....Raymond Benoit
Chief Engineer.....Max Gebhardt

CBF

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.....7:29 a.m. to 12:03 a.m.
(mid.)

News Service....British UP; Canadian Press
Representative.....Canadian Broadcasting
Corp.

National Sales Office...55 York St., Toronto,
Ont.

Personnel

General Manager.....Dr. Augustin Frigon
Station Manager-Program

Director.....Jean Beaudet
Commercial Manager.....J. Arthur Dupont
Publicity Director.....Leopold Houle
Production Manager.....Paul Ledue
Chief Announcer.....Miville Couture
Musical Director.....J. J. Cagnier
Chief Technical Operator.....D. Roberts

CBM

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.....7:29 a.m. to 12:02 a.m.
(mid.)

News Service....British UP; Canadian Press
Representative.....Canadian Broadcasting
Corp.

Nat'l Sales Office...55 York St., Toronto, Ont.

Personnel

General Manager.....Dr. Augustin Frigon
Station Manager-Program

Director.....Jean Beaudet
Commercial Manager.....J. Arthur Dupont
Publicity Director.....Leopold Houle
Chief Announcer.....Lamont Tilden
Musical Director.....J. J. Cagnier
Chief Technical Operator.....D. Roberts

CFCF

MONTREAL—EST. 1919

BLUE NETWORK—CBC

Frequency: 600 Kc.....Power: 500 Watts
Owned-Operated ByCanadian Marconi Company

Address.....1231 St. Catherine St., West
Phone Number.....Plateau 2577
Transmitter Location.....Mount Royal Hotel,
Peel St., Montreal

Time on the Air.....7 a.m. to 1 a.m.;
Sundays, 8 a.m. to 1 a.m.

News Service.....British UP & C.P.
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....Reginald M. Brophy
Station Manager.....J. A. Shaw
Commercial Director.....P. E. Hiltz
Sales Promotion Director.....E. H. Smith
Program-Musical Director.....H. H. Hewelson
Chief Engineer.....A. E. Clapp

CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....La Patrie Publishing
Co., Ltd.

Operated By.....Radio Station CHLP
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
News Service.....British UP
Transcription Service.....Standard Radio
Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....Hon. Sen. P. R. DuTremblay
Station Manager.....Marcel Lefebvre
Program Director.....M. Lefebvre
Chief Engineer.....Alphonse Cloutier

CKAC

MONTREAL—EST. 1922

**COLUMBIA BROADCASTING SYSTEM
PROVINCIAL NETWORK**

Frequency: 730 Kc.....Power: 5000 Watts
Owned-Operated By.....La Compagnie De
Publication de la Presse, Ltée.

Address.....980 St. Catherine Street, West
Phone Number.....MARquette 3611
Transmitter Location.....St. Hyacinthe, P. Q.

Time on the Air.....Sunday, 8 to 1:05 a.m.;
Monday to Saturday, 7 to 1:05 a.m.

Newspaper AffiliationLa Presse
News Service.....BUP, P.N.
Transcription Service.....Lang-Worth; United
Transcribed System; World B.S.
Representative.....C. W. Wright (Toronto)
Adam J. Young, Jr. (U.S.A.)

Personnel

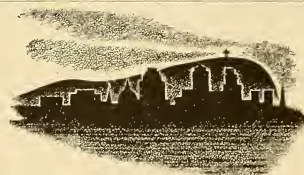
President.....Hon. Sen. P. R. DuTremblay
Managing Director.....Phil Lalonde
Commercial Manager.....Louis Leprohon
Program-Musical Director...Paul-Emile Corbell
Public Relations.....F. Biondi
Production Chief.....Bernard Goulet
Sales Promotion Manager.....Andre Daveluy
Chief Announcer.....Roy Malouin
Publicity-News-Traffic Director...Paul Gellinas
Chief EngineerLeonard Spencer

CHNC

NEW CARLISLE—EST. 1933
CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By...The Gaspesia Radio
Broadcasting Co., Ltd.

AddressMain St.
Phone Number38
Transmitter Location..Sea Shore, New Carlisle



In Montreal

"... a greater ratio of the population listens to radio more of the time than in any other community so far measured by recognized methods."—*Montreal Gazette.*

This statement by C. E. Hooper of C. E. Hooper, Inc., tells the story — In the province of Quebec for *whole family coverage* it's

CKAC **MONTREAL**
Affiliated with
CBS

Representatives: Canada—C. W. Wright,
Victory Building, Toronto, Ontario,
United States—Adam J. Young, Jr., Inc.

Time on the Air.....7:45 a.m. to 11 p.m.
 Transcription Service...World's Program Service
 Representative: All-Canada Radio Facilities,
 Ltd. (Canada); Joseph Hershey McGillvra
 (U.S.A.)

Personnel

President.....Dr. Charles Dumont
 Station Manager.....Dr. Charles H. Houde
 Sales Manager.....Viateur Bernard

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CBV

QUEBEC—EST. 1934
 CBC

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By.....Canadian Broad-
 casting 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.....C. B. C.

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
 Chief Engineer.....Charles Frenette

•
CHRC

QUEBEC—EST. 1922

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By.....CHRC, Ltd.
 Address.....11 Buade St.
 Phone Number.....2-8177
 Transmitter Location.....St. Louis Rd.,
 St. Foy, P. Q.
 Time on the Air.....7:30 a.m. to 11:30 p.m.;
 Sundays, 11:30 a.m. to 12 midnight
 Transcription Service.....Lang-Worth
 Representative.....Adam J. Young, Jr., Inc.

Personnel

President.....Hervé Baribeau
 Station Manager.....J. N. Thivierge
 Secretary-Treasurer.....Henri Lepage
 Sales Manager.....J. A. Hardy
 Program Director.....A. Pelletier
 Publicity Director.....Maurice Descarreaux
 Chief Announcer.....Claude Aubin
 Musical Director.....Ant. Mercier
 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.
 Time on the Air.....16 hours
 Transcription Service.....World Broadcast-
 ing System
 Representative...Radio Representatives, Ltd.

Personnel

President.....H. Baribeau
 Station Manager.....Paul Lepage
 Publicity Director.....Leon Lachance
 Chief Engineers.....Albert Duberger,
 Marcel Cote

•
CJBR

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 5000 Watts
 Owned-Operated By....Central Public Service
 Corp., Ltd.
 Address.....1 St. John St.
 Phone Number.....396
 Transmitter Location.....Notre-Dame du
 Sacre Coeur
 Time on the Air.....7:45 a.m. to 11:30 p.m.;
 Sundays, 8:45 a.m. to 11:30 p.m.
 Newspaper Affiliation.....Le Progres du
 Golfe, L'Echo du Bas St. Laurent
 News Service.....CBC and Laurentian News
 Representative....Stovin & Wright (Toronto),
 Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....J. A. Brillant
 Vice-Pres. and General Mgr....G. A. Lavole
 Chief Engineer.....F. C. Doak

•
CKRN

ROUYN-NORANDA—EST. 1939
 QUEBEC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....La Cie de Radiodiffusion
 Rouyn Noranda Ltee.
 Operated By.....Northern Broadcasting &
 Publishing, Ltd.
 Business Address.....Reilly Bldg.
 Phone Number.....1400
 Studio Address.....Reilly Bldg.
 Transmitter Location.....Reilly Building
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 News Service.....PN
 Transcription Service.....NBC Thesaurus
 Representative.....National Broadcast Sales

Personnel

President-Owner.....Hon. Hector Authier
 Chief Executive.....Roland Beaudry
 Commercial Manager.....Allan Rogerson
 Program Director.....Bruno Cyr
 Chief Engineer.....George H. Pope

CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....La Tribune, Limitee
 Business Address.....3 Marquette Street
 Phone Numbers.....2071; 2072
 Studio Address.....3 Marquette St.
 Transmitter Location.....East Sherbrooke
 Time on the Air.....16 hours daily
 Newspaper Affiliation.....La Tribune, Ltee.
 Transcription Service.....NBC Thesaurus;
 United Transcribed System

Personnel

President.....Hon. Jacob Nicol
 Manager.....A. Gauthier
 Program Director.....Jeanne Tremblay
 Sales Promotion-Production Manager....Jean
 L. Gauthier
 Chief Announcer.....Yvon Blais
 Chief Engineer.....R. Paguette
 War Program Director.....Yvon Blais
 Record MC.....Yvon Blais

CJSO

SOREL—EST. 1944

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....Henri Gendron &
 Arthur Prevost
 Business Address.....72 du Roi St.
 Representative.....Radio Representatives

Personnel

Chief Owners.....Arthur Prevost,
 Henri Gendron

CHGB

SAINTE ANNE DE LA POCATIERE

EST. 1938

QUEBEC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...G. Thomas Desjardins
 Address.....Ste. Anne de la Pocatiere, Co.,
 Kamouraska, P. Q.

Phone Numbers:.....20; 24
 Transmitter Location.....East end of village
 Time on the Air.....8:00 a.m. to 11:30 p.m.;
 Sundays, 12:00 to 11:30 p.m.
 Newspaper Affiliation.....L'Action Catholique
 Transcription Service.....World
 Representative.....National Broadcast Sales

Personnel

Chief Owner.....G. T. Desjardins
 General Manager.....J. A. Dube
 Sales Manager.....G. T. Desjardins
 Sales Promotion Manager.....Antoine Freue
 Program Director.....Jacques Raymond
 Publicity.....Alvien Dube
 Chief Engineer.....L. M. Desjardius

CHLN

TROIS-RIVIERES (THREE RIVERS)—
 EST. 1937

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Le Nouvelliste, Ltd.
 Address.....Chateau de Blois Hotel
 Phone Number.....4500
 Transmitter Location.....Three Rivers, P. Q.
 Time on the Air: 8 a.m. to 11 p.m.; Sunday,
 12 noon to 11 p.m.
 Newspaper Affiliation.....Le Nouvelliste
 News Service.....Press News
 Transcription Service.....World Broadcasting
 System; United Transcribed System
 Representative...Radio Representatives, Ltd.

Personnel

Chief Executive.....Leon Trepanier
 Sales Promotion Manager....Yvon Marchand
 Program-Musical Director.....Jean Laforest
 Chief Engineer.....Leon Trepanier

CKVD

VAL D'OR—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 100 Watts
 Owned By.....La Voix d'Abitibi Cie, Ltd.
 Operated By.....Northern Broadcasting &
 Publishing, Ltd.

Address.....Val D'Or
 Phone Number.....500
 Studio Address.....Third Ave.
 Transmitter Location.....Third Ave.
 Time on the Air.....8 a.m. to 11:30 p.m.
 News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus
 Representative...National Broadcasting Sales

Personnel

President-Owner.....Hon. Hector Authier
 Chief Executive.....Roland Beaudry
 Station Manager.....Jean Legault
 Sales Manager.....Allan Rogerson
 Program Director-Chief Announcer... Bruno Cyr
 Chief Engineer.....Georges 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.....2834
Transmitter Location.....Boharm, Sask.
Time on the Air.....6 a.m. to 11:30 p.m.
News Service.....British UP
Transcription Service.....Lang-Worth & U.T.S.
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President.....A. E. Jacobson
Station Manager.....H. C. Buchanan
Commercial Manager.....G. G. Henderson
Sales Promotion Manager...Miss E. Bradley
Chief Engineer.....M. Pickford
* On Active Service.

CKBI

PRINCE ALBERT—EST. 1934
CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By....Central Broadcast-
ing System, Ltd.
Address.....Sanderson Building
Phone Number.....2621
Transmitter Location...7½ miles south of city
on Highway No. 2
Time on the Air...6:00 a.m. to 12:00 midnight;
Sundays, 8:00 a.m. to 11:30 p.m.
News Service.....British UP
Transcription Service.....Thesaurus
Representative...All-Canada Radio Facilities
Weed & Co. (USA)

Personnel

Chief Executive.....L. E. Moffatt
Sales Manager.....G. M. Prest
Sales Promotion Manager...Mary Davidson
Chief Engineer.....Tom Van Ness
Program Director.....George Kergan

CKCK

REGINA—EST. 1922

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....The Regina Leader-Post, Ltd.
Operated By.....All-Canada Radio Facilities,
Ltd.

Address.....Leader Post Bldg.
Phone Number.....8525
Transmitter Location.....Pilot Butte
Time on the Air...6:30 a.m. to 11:30 p.m.;
Sunday, 8 a.m. to 11:30 p.m.
Newspaper Affiliation.....The Regina
Leader-Post
News Service.....British UP; AP
Transcription Service.....NBC Thesaurus;
Standard Radio
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

Chief Executive.....J. F. Sweeney
Station Manager.....H. A. Crittenden
Commercial Manager.....R. J. Buss
Merchandising Manager.....J. McMurphy
Chief Engineer.....E. A. Strong
Record MC.....W. E. Coult
War Program Director.....H. Cook

CKRM

REGINA—EST. 1926
CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Transcanada Communica-
tions, Limited
Address.....Free Press Bldg.
Phone Number.....7631-2
Transmitter Location...Victoria Plains, Sask.
Time on the Air.....6:30 a.m. to 11:30 p.m.
Newspaper Affiliation...The Regina Leader
Post; Saskatchewan Farmer
News Service.....Press News
Transcription Service.....Lang-Worth &
World L.S.
Representative...All-Canada Radio Facilities,
Ltd. (Canada); Joseph Hershey McGillvra
(U.S.A.)

Personnel

President.....Victor Sifton
Station Manager.....Wm. A. Speers
Commercial Manager.....Bruce M. Pirie
Program Director.....Fred E. Laight
Chief Engineer.....W. McDonald

CFQC

SASKATOON—EST. 1923
CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....A. A. Murphy &
Sons, Limited

Address.....216 First Ave., North
 Phone Numbers7282 and 5374
 Time on the Air.....6:45 a.m. to 11:30 p.m.
 News ServiceBritish UP
 Transcription Service: NBC Thesaurus; Stan-
 dard Radio; Langworth
 Representative: Radio Representatives, Ltd.
 (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

PresidentA. A. Murphy
 Station-Commercial Manager.. Vernon Dallin

C B K

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 540 Kc.....Power: 50000 Watts
 Owned-Operated By..Canadian Broadcasting
 Corp.
 Business Address...300 Manitoba Telephone
 Bldg., Winnipeg, Manitoba
 Phone Number.....97261
 Studio Address.....Telephone Bldg., Winni-
 peg, Manitoba
 Transmitter Location.....Watrous, Sask.
 Time on the Air....7 a.m. to 11:30 p.m.
 News Service.....CP, BUP
 Representative.....F. A. Weir, 55 York St.,
 Toronto, Ont.

Personnel

Acting Gen. Manager...Dr. Augustin Frignon
 CBC Commercial Manager (Toronto)...E. A.
 Weir
 Chief Engineer.....R. L. Punshon

C J G X

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

DOMINION NETWORK

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....Yorkton Broad-
 casting Co.
 Address.....Broadway Ave.
 Phone Number324
 Transmitter Location.....Yorkton
 Time on the Air....6:30 a.m. to 11:00 p.m.;
 Sunday, 8:00 a.m. to 10:15 p.m.
 News Service.....BUP
 Representatives...Stovin & Wright (Canada);
 Joseph Hershey McGillvra, Inc.
Personnel
 Chief Executive.....Dawson Richardson
 General Managers.....A. L. Garside,
 R. J. Priestly
 Chief Engineer.....Art Mills

“CANADIAN BROADCASTER”

*Meeting place for the Industry
 and its Sponsors*

**keeps you posted on
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 across Canada**

\$2 a year

\$5 for 3 years

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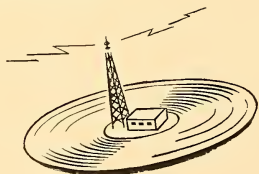
for Regional ... Local ... and National Advertisers

WITH LOCALIZED SELLING PLANS

NBC Radio-Recorded Shows

● When you consider the quality of talent . . . writing . . . and production behind each and every NBC Radio-Recorded show . . . you will quickly understand why they are in such demand by *regional* advertisers whose distribution precludes the use of networks . . . *local* advertisers who want network calibre programs at a modest cost . . . *national* advertisers who wish to put extra sales pressure in certain markets.

Among the outstanding shows produced and recorded by NBC . . . and now reaping excellent results in spot markets for many well-known advertisers . . . are those listed here.



The Weird Circle . . .	78	30 min.	1-a-week
Come and Get It . . .	78	15 min.	3-a-week
Destiny Trails . . .	78	15 min.	3-a-week
Betty and Bob . . .	390	15 min.	5-a-week
Modern Romances	156	15 min.	3-a-week
Stand by for Adventure	78	15 min.	2-a-week 1-a-week
Through The Sport Glass	52	15 min.	Optional
Time Out with Allen Prescott	26	15 min.	Optional
Time Out with Ted Steele and Grace Albert . . .	26	15 min.	Optional
Carson Robison and his Buckaroos . . .	117	15 min.	Optional
The Name You Will Remember	260	5 min.	3-a-week or more
Let's Take a Look in your Mirror with Stella Unger	156	5 min.	3-a-week
Getting the Most Out of Life Today with Dr. Wm. L. Stidger	117	5 min.	3-a-week
Five Minute Mysteries	66	5 min.	Optional
Happy the Humbug . . .	39	15 min.	3-a-week

*The number of programs in each series is as-of-press-time.
Additional programs frequently added, so check with us*

● For advertisers who want their own custom-built program . . . anything from a Station Break to a Musical Variety Show . . . NBC's complete staff and facilities are available to do the entire job . . . from script to finished pressing. For agencies with their own programming staffs, studio and technical facilities are available.

National Broadcasting Co.



A Service of Radio
Cooperation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

☆ RADIO ☆
PRODUCTION



Program Producers



Transcription Companies




Libraries



Music Performing Rights Societies
Publisher Members



Just
playing hours—




or
Paying hours?

ASSOCIATED offers MOST Hours of the Best RADIO Music...program material that really pays off!

WHEN YOU COMPARE transcribed libraries, it's not just the big names that count...it's topnotch showmanship *all along the line*. That's how a library helps *you* sell—helps your *clients* sell!

Break down the number of playing hours into *paying* hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

1. You can offer advertisers *greater program value* than other local stations...more and



bigger proven attractions, on ASSOCIATED'S incomparable, *vertically-cut* transcriptions.

2. With these features, you can hold big audiences *at low cost* against high-budget network competition.

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music... Represented by Loren Watson, 400 Madison Ave., N. Y. C.

PROGRAM PRODUCERS

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President Chas. A. Alicoate; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production of film programs, stock shot film library, cutting rooms, private projection theaters, and distribution of motion pictures for television stations.

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141-0142; President, James A. Miller; Secretary-Treasurer, George R. Smith; Secretary E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

Air Features, Inc.

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

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-8132. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs and writers.

American Broadcasting Company

University Building, Seattle 1, Wash. Executive Producer, John Milton; Program Head, Lorrie Lyn; Accounts Manager, Lionel Lennox; Chief Engineer, E. J. Reilly. SERVICES OFFERED: Acoustical studios for rehearsal available to producers, recorders and producers of transcriptions; developers of radio programs—live and transcribed.

American Institute of Food Products

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7146. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts. ("Food and Home Forum" participating program on WOR, New York). Also "For Women Only" participating program on WHN, New York City, featuring Frances T. Northcross.

American Royal Productions

7928 Michigan Ave., Oakland 3, Calif. Phone, Higate 5433. M. Scott Weakley, Manager; M. W. Muga, Producer. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, fidelity domestic and international short-wave aircheck service.

ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-7464. Director, Script Editor, Madlin Janney. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP licensed stations.

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.

MAKING TRANSCRIPTION HISTORY

"Pleasure Parade"

MOST BRILLIANT MUSICAL SHOW EVER
PACKAGED, NOW READY FOR SPONSORSHIP



★ IRVING
MILLER'S
ORCHESTRA

It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

★ KAY LORRAINE

★ BOB KENNEDY

★ JIMMY WALLINGTON

★ THE MODERNAIRES
AND PAULA KELLY

FREDERIC W. **ZIV** COMPANY

2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD

F. D. Anderson

Suite 319-22 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production on local participating programs.

Arts Recording Studios

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

Associated Program Service

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 both vertical and lateral (Muzak). Represented by Loren Wason, 400 Madison Ave., N. Y. C.

Associated Radio-Television Productions

11 West 42nd Street, New York 18, New York. Phone, Longacre 5-3710; President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, H. Rittenberg; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, Miss Fitzgerald; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman.

BRANCH OFFICE: 45 Richmond St. W., Toronto, Can. Phone, Adelaide 3248. Manager, K. H. Gregory. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Releases

P. O. Box 1213, Hollywood, Calif. Phone, Hillside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. 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

54 Riverside Drive, New York, N. Y. Phone, ENdicott 2-4351. 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.; Television Director, Jay Strong. 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; television programs, live and film.

Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 6-4224. President, Walter Batchelor; Secretary-Treasurer, Philip E. Anolick. SERVICES OFFERED: Program production.

Baudry-Harwood Radio Productions

1318 Sherbrooke St., East, Montreal, Que., Canada. Phone Falkiak 2465. Partners, Mrs. Edouard Baudry, Lt., R. W.



The Sign of Transcribed Programs That **SELL!**

Here are PROVEN programs, successful for many and diversified types of business. Among them are programs which you may use as successfully as others are doing, throughout the United States, Canada, and New Zealand.

SYNDICATED SHOWS NOW AVAILABLE

"THE VAGABOND ADVENTURER"	39	1/4-hour shows
<i>Starring Tom Terriss, Internationally Known Adventurer</i>		
"REAL ROMANCES"	52	1/4-hour shows
<i>Dramatization of Stories in Real Romances Magazine</i>		
"AMERICA TO VICTORY"	13	1/4-hour shows
<i>Stories of American Heroes of World War II</i>		
"SONGS OF CHEER AND COMFORT"	52	1/4-hour shows
<i>Starring Richard Maxwell (Gospel Songs and Philosophy)</i>		
"DAN DUNN, SECRET OPERATIVE No. 48"	78	1/4-hour shows
<i>Based on famous newspaper strip, Juvenile Series</i>		
"STAND BY, AMERICA"	225	5-min. shows
<i>How America met similar problems of today, in bygone years</i>		
"JERRY & SKY," The Melody Men	208	5-min. shows
<i>Real Tennessee Hillbillies</i>		
"IMPERIAL LEADER"	52	1/4-hour shows
<i>Dramatized Life Story of Winston Churchill</i>		
"HISTORY IN THE MAKING"	26	1/4-hour shows
<i>Outstanding Events of World War II</i>		
"FUN WITH MUSIC"	26	1/4-hour shows
<i>Starring Sigmund Spaeth, Tune Detective</i>		
"FAMOUS MOTHERS"	78	5-min. shows
<i>Starring Jane Dillon. All parts enacted by Miss Dillon</i>		
"ONE I'LL NEVER FORGET"	138	5-min. shows
<i>Starring Jack Stevens, Unusual Sport Stories</i>		
"TWILIGHT TALES"	52	1/4-hour shows
<i>Starring Elinor Gene, Fairy Stories for Kiddies</i>		
"UNCLE JIMMY"	156	1/4-hour shows
<i>Starring William Farnum. Daytime Serial</i>		
"UNSOLVED MYSTERIES"	39	1/4-hour shows
<i>The Strangest Incidents of All Time</i>		
"TALES OF TREASURE"	39	1/4-hour shows
<i>True Stories of the Most Famous Pirates</i>		
"FURS ON PARADE"	26	15-minute shows
<i>The Most Comprehensive Fur Program Ever Produced</i>		

Exclusive to One Sponsor in A City — Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated

140 Boylston Street, Boston 16, Massachusetts

One of The Country's Largest Program Producers

Harwood; Radio Director, Rolland Bedard; Script Writers, René O. Boivin, E. P. Morin. SERVICES OFFERED: Scripts, program production, translations, scripts, recordings.

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, announcing and master of ceremony services.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, R. Castle Brown; SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Owner and Director, John Stamford; Assistant Director, Bryce Talbot; Secy.-Treas., Loretta Clusman. SERVICES OFFERED: Program building, time buying, dramatic production, transcription building, directing and recording, continuity-writing, spot-writing and placement.

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.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

Walter Biddick Co.

1151 S. Broadway, Los Angeles 15, Cal. Phone, Richmond 6184. Manager, L. Hill. SERVICES OFFERED: Transcriptions, production.

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981. General Manager, G. C. Bird. SALES REPRESENTATIVE: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. SERVICES OFFERED: Transcribed programs for syndication.

Fritz Blocki Productions

420 Madison Ave., New York, N. Y. Phone, PLaza 9-6180. SERVICES OFFERED: Production, scripts, direction, complete package shows.

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

Best Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchart; Secretary-Treasurer, Julia Pontell. SERVICES OFFERED: Transcriptions, phonograph records, studio facilities: AM, FM and television "off the air" recordings, production and recording of transcribed programs, spot announcements, audition records and pressings.

Richard Bradley & Associates

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. President, Richard Bradley; Vice-President, Ronald R. Mills. SERVICES OFFERED: Program production, air-checks, script service, studios, film projection service, transcribed productions.

Brandt Production Service

2063 E. 23rd St., Brooklyn, N. Y. Phone, SHEepshead 3-3075. Associates, Ruth and Mae Brandt. SERVICES OFFERED: Program production, scripts, radio commercials, musical jingles, television scripts.

Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen. SERVICES OFFERED:

5 STELLAR PRODUCTIONS

TRANSCRIBED

The popular appeal of music that touches the hearts of millions!

Louise Massey and the Westerners

HILL-BILLY & SWING!

Vocal and instrumental! The quintet that made radio history!

Stay Tuned for Terror

TRANSCRIBED

Eerie tales of weird suspense to chill the fans of horror!

So the Story Goes

TRANSCRIBED

Dynamic tales of fate's caprice that changed the destiny of man!



Curtain Call

Tales of Treasure

LIVE

Guest Star show with brand new twist! Combines features of proved, popular appeal!

WRITE TODAY...

For full information on transcribed and live programs. All pre-tested! All designed for greatest listener appeal!

LIVE

Romantic legends of fabulous gems richly set against background of exquisite music and poetry!

NEBLETT RADIO PRODUCTIONS

Programs with Proven Power

360 NORTH MICHIGAN AVE. • CHICAGO 1, ILL.

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. Helene Jamieson Jordan; Assistant Radio Director, Carol Jones. 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: Special events, newscast material, transcribed service, scripts.

The Caples Company

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LEXington 2-0850. Maxine Keith, Director of Radio and Television. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing, Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, Wisconsin 7-9244. President, Bruce Chapman; Program Director, Dan Morley; Production Manager, Cecil Secrest; Director of Research, Quentin Gulliver. REPRESENTATIVES: Albert Mitchell, 424 Oakdale Ave., Chicago 14, Ill. Phone, Wellington 7746. Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800. SERVICES OFFERED: Program production, commercial scripts, package shows.

Mary D. Chase

875 Fifth Ave., New York, N. Y. Phone, REgent 7-1120. SERVICES OFFERED: Package shows, program production.

Leslie Lucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. BRANCH OFFICE: 6331 Hollywood Blvd., Hollywood 28, Calif., Leslie Lucas, Owner. 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, David O. Alber; 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; Secretary, Mrs. Russell C. Comer. SERVICES OFFERED: Production of syndicated programs and serials.

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. BRANCH OFFICE: 14 N. Western Ave., Chicago 12, Ill. Phone, Seeley 8066. Jack L. Cooper, Executive-in-Charge.

Louis G. Cowan & Co.

8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. President-Owner, Louis G. Cowan; Business Manager, Frederick A. Asher; Manager, John Lewellen; Research Director, Eliza Merrill Hickock; Publicity Director, George Hixon. SERVICES OFFERED: Program production and publicity.

Cruger Radio Productions

5800 Carlton Way, Hollywood 28, Calif. Phone, HEmpstead 8254. General Manager, Paul Cruger; Art Director, Elmer Davis; Musical Director, Darrel Calker; Production and Talent, John Carington; Script Editor, Charlie Paul; Writers, Walter Jensen, Al Hill, Jr. BRANCH OFFICE: 25 West 70th St., N. Y. 23, N. Y. Executive-in-Charge, Emil Zubryn.

**UNIVERSAL RADIO PRODUCTIONS PRESENTS
A "SALES" PROGRAM FOR EVERY PRODUCT!**

NOW AVAILABLE . . . Newly transcribed "Star Studded" programs produced in Hollywood by Radio's Finest Actors, Writers, Musicians and Directors.

Judge for Yourself!

A personal request on your stationery will bring a sample transcription at no cost to you.

THE THEATRE OF FAMOUS RADIO PLAYERS . . .

A series of 1/2 hour once-a-week dramatic programs with fine musical background. Each program is a complete story. UNIVERSAL listening appeal for teen agers and adult groups.

PHANTOM INDIAN . . . produced for 1/4 hour 5 times-a-week broadcasts. One of the finest of adventure shows ever created for youngsters. Develops genuine story interest plus daredevil action. Excellent musical orchestration.

FLANAGRAMS . . . A 15 minute, 3 times-a-week dramatized sports feature. Pat Flanagan, the "Dean of American Sports Commentators," recalls the "Greats of Sports" in memorable programs of intense human interest. Background music is by Milton Charles, nationally known organist.

MR. FIXIT . . . A most unusual 1/2 hour comedy detective show. Completely different from "the formula" now so hackneyed, MR. FIXIT combines comedy with unique, down-to-earth characterizations in amazingly actual situations and thrilling plots. Each story is complete with suspicion and intrigue.

THE EDWARDS . . . A 15 minute, 5-times-a-week daytime strip. A tested radio program which garnered a phenomenal rating of over 20. THE EDWARDS is based upon the human and lovable characters who are continually confronted with believable and absorbing problems.

UNIVERSAL *Radio* **PRODUCTIONS**

8851-53 BEVERLY BOULEVARD • TELEPHONE CRESTVIEW 1-5275
HOLLYWOOD 36, CALIFORNIA

CHICAGO OFFICE • 430 N. MICHIGAN AVENUE • TELEPHONE SUP. 3933

**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; As-
sistant to Producer, Marcia Drake; In
Charge of Production, Armand Piaggi;
Ass't on Production, Georgia O'Davoren.
SAN FRANCISCO OFFICE: Mark Hop-
kins Hotel; Executive-in-Charge, Armand
Piaggi. SERVICES OFFERED: Produc-
tion of television motion pictures and
radio and television program, transcrip-
tions.

**Damon Transcription
Laboratory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo.
Phone, Victor 2585. Owner, Victor
Damon; General Manager, B. J. Hum-
phries. SERVICES OFFERED: Studio
and portable transcribing, re-recordings
and vinylite pressings, program and an-
nouncement production, sound amplifica-
tion equipment leased.

**Alfred Dixon Speech Systems,
Inc.**

424 Madison Ave., New York, N. Y.
Phone, PLaza 8-1246. President, Alfred
Dixon; Secretary - Treasurer, Rowena
Stevens; Public Relations, Muriel Fraser.
SERVICES OFFERED: Speech correc-
tion, educational radio features.

Walter P. Downs

Dominion Square Bldg., Montreal, Que.
Phone, Marquette 6368. General Man-
ager, 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;
3035 Granville St., Vancouver, B. C., Can-
ada. Phone, BAYview 0732. Manager,
N. McLeod. Ste. 2 Stuart Court, Fawcett
Ave., Winnipeg, Man., Canada. Phone,
48422. Manager, B. L. McGibbon. SER-
VICES OFFERED: Custom-built tran-
scriptions, production, recording, direct
wire service for auditions.

Harry S. Dube

1270 Sixth Ave., New York, N. Y.
Phone, COLUMbus 5-7035. Manager, J.
Knight. SERVICES OFFERED: Scripts,
production, talent.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill.
Phone Webster 7795. Manager, Carle
A. Christensen; Sales Manager, John
Kumler. SERVICES OFFERED: Re-
cording, scripts, talent, program produc-
tion, sound-slide.

**Commercial Broadcasting
Services, Ltd.**

Concourse Bldg., Toronto, Ont., Canada.
Phone, Elgin 2625. President, E. A. By-
worth; Vice-President, H. R. Johnston;
Secretary-Treasurer, A. G. Irwin; Pro-
gram & Script Department, S. K. Smith.
SERVICES OFFERED: Live talent
productions, syndicate transcriptions,
custom recordings, time placements.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada.
Phone, Adelaide 3383. General Man-
ager, Hal B. Williams; Transcription Di-
vision Manager, Don H. Copeland. Pro-
duction Manager, Stan Francis; Script
Department, Rex Weyman. SERVICES
OFFERED: Scripts, live talent produc-
tions, transcriptions and recordings, air
checks.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif.
Phone, Hollywood 8111. Recording Su-
pervisor, Clifford C. McDonald. SER-
VICES OFFERED: Recording, program
production.

**East Texas State Teachers
College**

Commerce, Texas. W. W. Freeman,
Maude Webster, Roy Johnson. SER-
VICES OFFERED: Recordings and
scripts for educational purposes.

Mildred Fenton

38 East 57th Street, New York 22,
N. Y. Phone, PLaza 5-0230.

**Harry E. Foster Agencies
Limited**

King Edward Hotel, Toronto, Canada.
Telephone, ELgin 2134. SERVICES OF-
FERED: Program production, live or
transcribed shows, dramatized spot an-
nouncements, scripts, completely equipped
recording studios.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

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.

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, Alva E. Alford; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

B. Ellis Associates Radio Productions

11 East 44th St., New York 17, N. Y. Phone, MURray Hill 2-7862. Director, Bruce Ellis; Production Director, Harold H. Joseph; Program Director, John H. O'Rourke; Script Editor, Esther MacBain. SERVICES OFFERED: Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants.

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Helen D. Kelleher; Vice-President, Fred de Jaager; Secretary, Arthur Lubo. SERVICES OFFERED: Transcription and production of transcribed shows.

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

Fadiman Associates, Ltd.

1501 Broadway, New York, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

Fanchon & Marco

1501 Broadway, New York, N. Y. Phone, CHickering 4-3956. Radio Director, Charles E. Toffler. SERVICES OFFERED: Production, talent.

Film Associates Co.

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. Owner, E. Ray Arn, Jr.; Sound Engineer, R. D. Higgs; Director, J. Swank. SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings. Producers of industrial motion pictures.

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Manager, M. L. Sanderson. SERVICES OFFERED: Dramatizations, electrical recordings, complete production, radio shows.

Frederick Bros. Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 6-2144. President, L. A. Frederick; Vice-President, W. Carl Snyder; Vice-President, Charles V. Yates; Secretary and Treasurer, B. W. Frederick; Radio Director of New York office, Addison Smith; Manager of Radio Department of Hollywood office, Bill Peck. BRANCH OFFICES: 75 East Wacker Drive, Chicago, Ill. State 0003. Vice-President, W. Carl Snyder. 8584 Sunset Blvd., Hollywood, Cal. Crestview 1-6244. President, L. A. Frederick. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, talent. Also complete spot announcement services.

Frontenac Broadcasting Co.

394 Bay St., Toronto, Ont. Phone, Elgin 4553. President, A. E. Carter; 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 (on leave with U. S. armed forces); Vice-President, Dorothy Funt. SERVICES OFFERED: Syndicated programs, program production.

Gale Associates

48 West 48th St., New York, N. Y. Phone number LOngacre 3-0350. President, Moe Gale. SERVICES OFFERED: Producers of package radio shows and live talent.

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. Vice-President-in-Charge-of-Radio, Douglas F. Storer. 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; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Execu-

tive-in-Charge, Art Frew. SERVICES OFFERED: Program production, package shows, artists' representative.

William Gernant

521 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-1750. SERVICES OFFERED: Packaged shows, production.

John Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-6402. Owner, John Gibbs. SERVICES OFFERED: Program production, scripts, talent representative.

Arthur M. Godfrey Productions

808 Earle Bldg., Washington 4, D. C. Phone, METropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Arthur Godfrey Package.

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. General Manager,

HENRY SOUVAINÉ, INC.

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Harry S. Goodman; Program Director, Maurice Barrett; Production Manager, Gene Flanagan. BRANCH OFFICES: American National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcriptions; spot announcement production, television department added.

Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 7-2450. Vice-President-in-Charge, A. M. Martinez.

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, Douglas Whitney, Joe Donahue. SERVICES OFFERED: Program production.

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer; Musical Director, Al Marsico. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks, slide film recordings.

Gordon Broadcasting & Publishing Co.

355 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English, Spanish, Hungarian and German language.

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CALumet 6700-1370. Owner-Manager, Lilla Gordoni: Musical Director, Grace Ingraham; Voice Coach, Rita Mudra, Radio and Television; Dramatic Coach, Marguerite Clark. REPRESENTATIVE: Juliet Heath, 201 West 49th St., New York, N. Y.

radio production

WOLF ASSOCIATES, Inc.

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General Manager

420 MADISON AVE.

NEW YORK CITY

PLaza 5-7620

Jean V. Grombach, Inc.

(Business suspended for the duration of the war).

Hispano Broadcasting Co.

105 E. 1st Street, Los Angeles 12, Calif. Phone, Mi 4433. President-General Manager, Tony Sein; Vice-President-Secretary, Robert Jordan; Musical Director, Fortuno Tinoco; Script Department, Beatriz Gurrola; Technical Department, J. I. Medina. SERVICES OFFERED: Spanish program production or participation.

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. Owner and Space Buyer, William F. Holland; Office Manager, D. E. Holland; Merchandising, Clyde Hague; Program Director, Jim Parsons; Production, Jean Clark; Statistician, Mack Ferrara; Art Director, Dale Maxey; Recording Engineer, William Nunniker.

Hummert Radio Features

247 Park Ave., New York, New York. Phone, Wickersham 2-2700. Partners: Frank & Anne Hummert. BRANCH OFFICE: 289 Greenwich Ave., Greenwich, Conn. Phone, Greenwich 4620. General Manager, Charles Leib. SERVICES OFFERED: Creators and producers of network radio productions.

Hollywood Transcriptions

4918 Santa Monica Blvd., Los Angeles 27, Calif. Phone, Normandie 2-3889. Partnership: J. Elmer Keefer and Robert E. Morris. SERVICES OFFERED: Transcribed programs and producing.

Inter-California Broadcasting System

247 Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Manager, Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Margaret Lamar. SERVICES OFFERED: Production of Spanish Language Programs.

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the records....*



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*Transcribed shows
... each packing a
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Streamlined Fairy Tales ★ Personal Problems ★ The World and America ★ Let's Learn Spanish ★ Edward MacHugh, the Gospel Singer . . . AND Custom Built Spots FOR ANY and EVERY BUSINESS!

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49 West 45th St., New York, N. Y.
Phone, VAnDerbilt 6-3860. SERVICES
OFFERED: Program production.

Program and spot announcement produc-
tion. Program consultants.

**Kasper-Gordon Studios,
Inc.**

140 Boylston St., Boston 16, Mass.
Phone, Devonshire 7357. President and
Production Manager, Edwin H. Kasper;
Treasurer and Director of Commercial
Dept., Aaron S. Bloom; Office Manager,
Robert W. Graham; Production, Record-
ing, Warren Saunders. SERVICES OF-
FERED: Custom built live talent and
transcribed shows; syndicated transcribed
programs; studio recordings; air checks;
hillbilly library, production; and scripts.

Kent-Johnson, Inc.

34 West 53rd St., New York 18, N. Y.
Phone, PLaza 3-7246. President, Alan
Kent; Executive Vice-President, Austen
Croom-Johnson. SERVICES OFFERED:

Bob Kerr

30 Rockefeller Plaza, New York, N. Y.
Phone, COLUMbus 5-8051. Ben Pratt,
Publicity; Pete King, Bernie Weissman,
Jerry Bittick, Arrangers; Clara Frim,
Office Manager.

**Kermit-Raymond
Corporation**

14 East 52nd St., New York, N. Y.
Phone, ELdorado 5-5511. President-
Treasurer, William J. McCambridge-
Vice-President & General Manager, Ray-
mond R. Green; West Coast Sales Man-
ager, Scrappy Lambert, 9671 Burton
Way, Beverly Hills, Calif. REPRESENTA-
TIVES: F. R. Jones, 228 N. La Salle
St., Chicago, Ill.; Alonzo Hawley, Bul-
kley Bldg., Cleveland, Ohio; John E. Allen,
Inc., Rochester, N. Y. SERVICES OF-
FERED: Production of live and tran-
scribed program shows, scripts.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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JERRY JEROME
& HIS BAND

ROBIN DENTON
Announcer

FRANKIE CONNORS
JOHNNY EAGER

Created and Written by MAGGY FISHER

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Sam Kerner, Inc.

8272 Sunset Boulevard, Hollywood 46, Calif. Phone, Hempstead 1813. President, Sam Kerner. SERVICES OFFERED: Manage radio artists and programs; personal representative of talent, writers, directors, etc.

King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit 26, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; Vice-President, John H. King; General Manager-Secretary, H. Allen Campbell; Assistant Commercial Manager, James G. Riddell; Advertising-Sales Promotion-Publicity Manager, Lambert B. Beeuwkes; Traffic Manager, Bess Ashton. REPRESENTATIVE: Paul H. Raymer Co. SERVICES OFFERED: Program production of Lone Ranger, Green Hornet, Ned Jordan-Federal Ace, Challenge of the Yukon, for network, national spot, and local use.

C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York, N. Y. Phone, Circle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord; General Manager, Dorothy E. Levy. SERVICES OFFERED: Package shows.

C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.



THE
Radio Programs
DEPARTMENT OF TIME, INC.

MARCH OF TIME

TIME VIEWS THE NEWS

THE WORLD AND AMERICA

LET'S LEARN SPANISH

APRENDAMOS INGLÉS

Haven MacQuarrie Ideas

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written.

Management Corp. of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements. Owner of "Nothing But the Truth."

March of Time

(Dept. of Time, Inc.)

9 Rockefeller Plaza, New York, N. Y.

Phone, Circle 5-4400. Director of Radio Programs Department, Frank C. Miller. SERVICES OFFERED: Transcribed programs.

Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MURRAY Hill 2-3376. President, Charles Michelson; Export Manager, A. Michelson. REPRESENTATIVES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Harry Gennett, Jr. SERVICES OFFERED: Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow," Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

Michelson & Sternberg, Inc.

67 W. 44th St., New York, N. Y. Phone, MURRAY Hill 2-5421. President - Sec-

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NBC**

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Gen'l Mgr.
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**"KIRKMAN"
WOR**

retary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. **SERVICES OFFERED:** Exporters of transcription programs and sound effect records.

Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. **SERVICES OFFERED:** Original foreign-language programs and production, talent.

Allan H. Miller Productions

310-11 Bell Building, Toledo 2, O. **SERVICES OFFERED:** Package shows and live talent.

Fred C. Mertens & Associates

849 South Gramercy Drive, Los Angeles 5, Calif. Phone, Drexel 9031. President, Fred C. Mertens; Program Department, Al F. Williams; Script Department, Sparks Stringer; Sales, Stuart S. Shackleton, Kenneth M. Foote; Secretary, C. Orocco. **SERVICES OFFERED:** Program production, transcriptions, commercial copy service.

Microphone Playhouse

151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hully McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. **SERVICES OFFERED:** Program production and announcers training.

William Morris Agency, Inc.

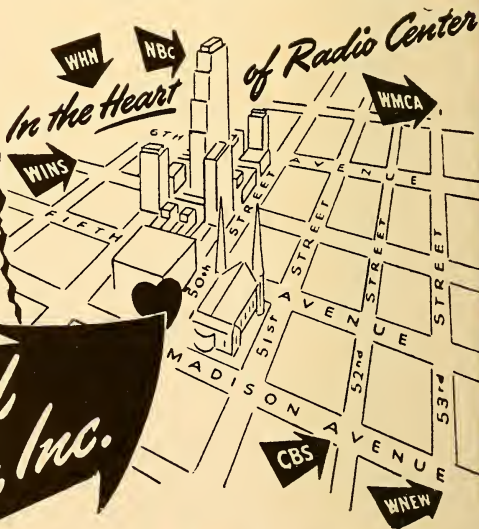
1270 Sixth Ave., New York, N. Y. Phone, Circle 7-2160. Executive-in-Charge of Radio, William B. Murray. **BRANCH OFFICES:** 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin, Keith Bldg., Cleveland, Ohio. Phone, Main 1525. Executive-In-Charge, Pat Lombard. **SERVICES OFFERED:** Production of package shows.

Music Maker Productions

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall.

1. Modern high-fidelity recording equipment.
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ELdorado 5-1860**

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Moonbeams Broadcasts, Inc.

8 West 45th St., New York 19, N. Y. Phone, MUrray Hill 2-7471, 7472. President and Treasurer, George Shackley; Secretary-General Manager, Lillian Stewart. SERVICES OFFERED: Musical and script programs, talent.

Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood 28, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; General Manager, R. E. Messer. Account Executives, Robert Temple and Carl Kulberg; Copy Chief, Audrey Kuthe; Production Manager, Ruth Johnson; Account Executives, James McCleery, Robert Raisbaeck, Lucille Hobson. BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-Charge), M. Lewis Goodkind. SERVICES OFFERED: General advertising, merchandising and radio production.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-General Manager, Donald C. Jones; Secretary & Office Manager, J. J. Lloyd; Sound Technician, Robt. Haviland; Director, C. A. Meyers; Editorial, Robert A. Godley.

Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President - Radio Director, Harold Hackett; Vice-President, Herb Rosenthal. OTHER 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; Vice-President, 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.

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CORPORATION**



*Producers, Creators and Managers
of
Outstanding Radio Ideas, Talent and
Orchestras For Over Twelve Years*

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SERVICES OFFERED: Production, package shows, talent.

Muzak Corporation

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. President, C. M. Finney; Vice-President, K. R. Smith; Treasurer, John R. Andrus. SERVICES OFFERED: Vertical and lateral recordings, studio and off-the-line recordings, recording service for advertisers and agencies, custom-built recordings, transcription library, pressing and processing, program consultants.

National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Manager, Sam Harrington; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Manager, Helen Ainsworth, 111 Sutter St., San

Francisco, Calif. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

National Radio Features

100 State Street, Albany 7, New York. Phone, Albany 4-8226. General Manager, Allen I. Stock. SERVICES OFFERED: Special promotions and campaigns for radio stations to fill up unused time.

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager and Eastern Sales Manager (Stations), Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Morris W. Hamilton; The-saurus Program Manager, Norman L. Cloutier; Office Manager, Henry P. Hayes; Assistant Sales Manager (Commercial), Walter B. Davidson. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161.

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"CY" WALTER

"BILL" CLIFTON

LESTER CROSSLEY

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By

MAGGY FISHER

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Manager, Oscar C. Turner Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young; Taylor and O'Farrell Sts., San Francisco, Calif. Phone, Graystone 8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

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 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.

Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 4144. Owner, John Neblett; Sales Promotion Manager, Ruthe Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

Lilian Okun, Inc.

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

Pan American Broadcasting Co.

330 Madison Ave., New York 17, N. Y. Phone, MURray Hill 2-0810. Vice-President, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. Homer Griffith, 6362 Hollywood Blvd., Hollywood, Calif. SER-

KENT-JOHNSON, INC.

Alan Kent.....Austen "Ginger" Johnson

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"Anything from a Fifteen Second Musical Commercial to a Sixty Minute Production"

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34 WEST FIFTY-THIRD STREET, NEW YORK CITY (19)

PLaza 3-7246

VICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

Jack Parker & Associates

Box 2222, Hollywood 28, Calif. Phone, Granite 7584; Hillside 8351. President, Jack Parker; Vice-President, Don Masters; Station Relations Manager, Hortense Reid; Script Editor, Ross Van Niebroc; Music Editor, Harold L. Graham; Recording Manager, Charles Alford; Script Writers, Ross Van Niebroc, Hortense Reid, Garland Brunton. SERVICES OFFERED: Program production-recording; scripts; syndicated transcriptions; television production of live talent programs.

Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 9, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts. Featuring programs with a "Washington angle."

Premier Radio Enterprises Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-Presidents, Wilson Dalzell, David A. Somson; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, war and film recording, sales presentations.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Wilhelmina Fox, Faith Ellen Smith; Engineer, M. P. Fruchty. SERVICES OFFERED: Production of religious programs, recording.

Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Emily A. Mikolajczak. SERVICES OFFERED: Program production (Polish).

Allan H. Miller Productions



B O N D E D

Supplementary Sales and Production



Service available to stations nationally



310-11 BELL BUILDING, TOLEDO 2, OHIO

For Bigger and Better
**FOOD
PROGRAMS**

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The American Institute of Food Products is ready, willing and able to help you.

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FAMOUS FOOD PROGRAMS . . .

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*America's outstanding food and
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23 Stations

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**FOOD AND HOME FORUM
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Stage 3**

6530 Sunset Blvd., Hollywood, Calif.
Phone, Hillside 5915. (For detailed information see listing under Program Producers.)

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo.
Phone, Victor 2585. (For detailed information see listing under Radio, Television, FM 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, 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. Owners of WORLD BROADCASTING SYSTEM, INC., transcription services, 711 Fifth Ave., New York 22, N. Y.

Disco Recording Co., Inc.

334 Arcade Bldg., St. Louis 1, Mo.
Phone, Chestnut 5937. President, Harry V. Cheshire; Chief Engineer, Gordon Sherman; General Manager, Bob Reichenbach. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif.
Phone, Hollywood 8111. (For detailed information see listing under Radio, Television, FM Producers.)

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Columbus 5-8552

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. (For detailed information see listing under Radio, Television, FM Producers.)

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Radio, Television, FM Producers.)

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: "Air-Chek" service; recordings, electrical transcriptions, phonograph recordings, spot announcements.

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Radio, Television, FM Producers.)

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. Manager-Director, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

Exclusive Radio Features Ltd.

14 McCaul St., Toronto 2B, Ont., Canada. Phone, ADelaide 5112. (For detailed information see listing under Radio, Television, FM Producers.)

Carl Fischer, Inc. Recording Studio

119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965. Manager, Max Rittershausen; Studio Director, Fred Herbert-Oettgen; Chief Engineer, George Lewin; Asst. Recorder, Frank J. Brooks. SERVICES OFFERED: Transcriptions, off-the-air and studio recording, master recordings, dubs, processing and pressing, studio facilities for location recording.

Frankay & Jackson

48 West 48th St., New York, N. Y. Phone, LONgacre 5-0242. President, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription,

off-the-air recordings, pressings, rehearsals, all studio facilities.

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.

General Broadcasting System

Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. (For detailed information see listing under Radio, Television, FM Producers.)

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WICKersham 2-3338-9. (For detailed information see listing under Radio, Television, FM Producers.)

Donald C. Hallenbeck

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers).

George Heid Productions

132 Seventh St., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Radio, Television, FM Producers.)

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. (For detailed information see listing under Radio, Television, FM Producers.)

KMTR Recording Studios

(Recording Division—KMTR)
1000 Cahuenga Blvd., Hollywood 38, Calif. Phone, Hillside 1161. Gen. Mgr., K. O. Tinkham; Recording Manager, Lyman M. Smith; Recording Engineer, Rex D. Kepple; Asst. Recording Engineer, Karl Bonawitz, Jr. SERVICES OFFERED: Complete recording and transcription service including masters and pressings, studio recordings, two mobile units operating on self-contained D.C. current as well as exterior A.C.

**Kermit-Raymond
Corporation**

14 East 52nd St., New York, N. Y.
Phone, ELdorado 5-5511. (For detailed
information see listing under Radio, Tele-
vision, FM Producers.)

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System, Inc.**

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Offices

580 Fifth Ave., New York, N. Y.
Phone, LOnacre 3-2221

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Director of Station Relations,
Mort Adams
Sales & Promotion Consultant
Alvin Austin
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Account Executive Albert F. Dykes

Account Executive Noel Rhys
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Chicago, Ill.
Phone, State 4590

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markets intensively, in a single transaction, by means of electrical transcription. The System offers its facilities in block network time periods from one hour down to five minutes, and also makes available announcement periods down to twenty-five word length.

Major Records Company

1600 Broadway, New York, N. Y. Phone, Circle 6-4675 and 4676. President, Thomas J. Valentino; Secretary, Elsie F. Valentino. SERVICES OFFERED: Sound-effect record library.

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FITzroy 4191. (For detailed in-

formation see listing under Radio, Television, FM Producers.)

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DElaware 4786. Owner, Jack Brinkley; Studio Manager, Maxine M. Brinkley. SERVICES OFFERED: Making of transcriptions for other producers and agencies. Also, have a new line of open-end syndicated programs for sale to stations.

Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. (For detailed information see listing under Radio, Television, FM 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.



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151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. (For detailed information see listing under Radio, Television, FM Producers.)

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Mgr. and Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager (Stations), Willis B. Parsons; Asst. Sales Mgr. (Commercial), Walter B. Davison; Program Manager, Morris W. Hamilton; Thesaurus Program Mgr., Norman L. Cloutier; 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, Oscar C. Turner. Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young; Taylor & O'Farrell Sts., San Francisco, Calif. Phone, Graystone

8700. Manager, Robert Z. Morrison. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

National Radio Features

100 State Street, Albany 7, N. Y. Phone, 4-8226, 2-7854. General Manager, Allen I. Stock. SERVICES OFFERED: Special promotions and campaigns for radio stations, "using specially produced and written radio shows, and constructed ideas for selling time to merchants, industrial and professional business firms, who ordinarily never use radio, or buy time from their immediate station."

Eugene P. O'Fallon, Inc.

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

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Pearl-Tone Recording Studios

309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Joseph Gering; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, re-recording, dubbing, transcriptions.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. (For detailed information see listing under Radio, Television, FM Producers.)

Ralph L. Power

405-7 I. N. Van Nuys Bldg., Los Angeles 14, Calif. Phone, Madison 5617. Owner, Ralph L. Power. SERVICES OFFERED: Exporter and importer of transcribed programs and script.

Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. (For detailed information see listing under Radio, Television, FM Producers.)

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, Federal 7372. (For detailed information see listing under Radio, Television, FM Producers.)

Radio Recorders

7000 Santa Monica Blvd., Los Angeles 38, Cal. Phone, Hollywood 3917. Partners, F. H. Winter, J. C. Brundage, L. D. Minkler, Ernest Dummell, H. L. Bryant; Sales Manager, J. J. Sameth. SERVICES OFFERED: Recording studio facilities.

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York, N. Y. Phone, MURray Hill 4-6200. Manager, Studio & Recording Service, Edith H. Bell. 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 and air check.

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Among these shows are: two half-hour dramatic shows; one half-hour variety show; two half-hour quiz shows; two daytime serials. Also four big participating shows, one of which is already a smashing success in Chicago. Two of these participating shows will soon be aired in New York and deserve your immediate attention as the number of sponsors will, of necessity, be limited. Ray-Tele will build complete shows around your product or develop a show to satisfy your particular needs. We have everything necessary for the production of the precise show you have in mind—our facilities are at your disposal at all times and for any purpose.

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Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Epstein, W. R. Hicks, C. Wall. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, location recording, film synchronizing, complete film recording services.

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 Radio, Television, FM Producers.)

Roth Berdun School of Stage & Radio

4464 Cass Ave., Detroit 1, Mich. Phone, Temple 1-2552. Manager, Miss Ethel Miller; Director of voice and recording teachers, James C. Young. SERVICES OFFERED: Commercial recordings: vocal, instrumental and speech; air checks. No radio transcriptions made.

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MURray Hill 2-8100. President, Gustave Schirmer; Secretary, Helen Fitzpatrick; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, Hugh Gunther; Accompanist-Coach, Ruth Baldwin. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

Service Programs

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3489. (For detailed information see listing under Program Producers).

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEDallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

Sound Recording Service

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions, air-checks.

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Radio, Television, FM Producers.)

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. Partner, Gerald King; Production Manager, Jack Richardson. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Partner, M. M. Blink, 1 E. 54th St., New York, N. Y. Phone, PLaza 3-6690. Alex Sherwood, Sales Manager. P. O. Box 933, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Library, sound effects library, transcriptions.

Studio & Artists Recorders

6107 Sunset Blvd., Hollywood, Calif. Phone, Hillside 8241. General Manager, Mack Finston; Engineer, Jerry Hayman; Assistant Manager, Iva W. Case. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

L. S. Toogood Recording Co.
(Also Known as Chicago Recording Co.)

Chicago Recording Co.

221 N. La Salle St., Chicago, Ill. Phone, Central 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. **SERVICES OFFERED:** Manufacture of electrical transcriptions.

Tel-A-Recordings, Inc.

2 West 46th Street, New York, N. Y. Phone, BRyant 9-4130. President, Charles H. Phillips; Vice-President, Fred Hall; Treasurer, Arthur Sullivan. **SERVICES OFFERED:** Studio recording facilities for personal records. Recordings off-the-air. Electric transcriptions for broadcast purposes.

Transcribed Radio Show

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. (For detailed information see listing under Radio, Television, FM Producers.)

United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Matthew Hoffman. **SERVICES OFFERED:** Transcriptions, studio program production, off-the-air and off-the-line recordings, spot announcement service, mobile recordings.

Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 5-4895. Office Manager, Vera Maillet; Recording Manager, R. M. Baruch. **SERVICES OFFERED:** Transcriptions; off-the-air and off-the-line recordings; master and studio recordings; audition records.

Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675. (For detailed information see listing under Radio, Television, FM Producers.)

Webber Radio Programs

401 Shops Bldg., Des Moines, Ia. Phone, Des Moines 2-0225, 2-0226. Owner-Manager, George W. Webber. **SERVICES OFFERED:** Transcriptions and production service.

Wiederhold Recording Studios

1941 Richmond Drive, Louisville 5, Ky. Phone, Highland 1567. George Wiederhold, Manager. **SERVICES OFFERED:** Recording service, off-the-air checks, program production, talent booking, vocal and speech instruction for radio.

Lou Winston: Radio Producers of Hollywood

908 North Western Ave., Hollywood 27, Calif. Phone, Hollywood 6506. (For detailed information see listing under Radio, Television, FM Producers.)

World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)
711 Fifth Ave., New York 22, N. Y. Phone, WICKersham 2-2100. (For detailed information see listing under Radio, Television, FM Producers.)

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (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.

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. (For detailed information see listing under Program Producers.)

LIBRARIES

Scripts, Dramatic, Musical, Sound Effects

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. Transcriptions. (For detailed information see listing under Radio, Television & FM Producers.)

G. C. Bird & Associates

1745 N. Gramercy Pl., Hollywood 28, Calif. Phones, HEMPstead 1753 and HOLLYwood 3981. G. C. Bird, manager. SERVICES OFFERED: Transcribed dramatic radio programs, open end, for syndication.

Feature Bureau

152 West 42nd St., New York, N. Y. Phone, WISconsin 7-9715. Managing Editor, Bert Nevins; Editor, Marion Cahn; Assistant Editor, Nan Brown; Head of Script Dept., Jean Block. SERVICES OFFERED: We provide monthly scripts to women's radio programs . . . offer promotions and give-aways such as recipe and fashion booklets all exclusive to one women's program in a territory.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone Devonshire 7357. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

Kermit-Raymond Corporation

14 East 52nd St., New York, N. Y. Phone, ELdorado 5-5511. Script and transcription. (For detailed information see listing under Program Producers.)

Lang-Worth Feature Programs, Inc.

Steinway Bldg., 113 W. 57th St. Phone, Circle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Syndicated transcribed program; for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of music in transcription form.

Charles Michelson

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. Script and transcription. (For detailed information see listing under Radio, Television & FM Producers.) Program Producers.

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FITZroy 4191. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

NBC Radio-Recording

Radio City, New York, N. Y. Phone, Circle 7-8300. Transcription. (For detailed information see listing under Program Producers.)

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEDERAL 7372. Script. (For detailed information see listing under Radio, Television & FM Producers.)

Radio Writers Laboratory

RWL Scripts Building, Lancaster, Pa. Phone, Lancaster 2-1387. Director, M. S. Miller; Script Editor, Scott Clark; Special Features, Clark Addams. SERVICES OFFERED: Script library. Dramatic scripts; prepared commercial copy service; special features.

The Script Library

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3487. Station Contact, Martin Lawrence. SERVICES OFFERED: Script.

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. (For detailed information see listing under Radio, Television & FM Producers.)

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

A · S · C · A · P

By **DEEMS TAYLOR**

President, American Society of Composers, Authors and Publishers

THE American Society of Composers, Authors and Publishers, the leading performing right society in the United States, is an unincorporated, non-profit, voluntary association. The Society, which is the oldest American performing right society, has a total membership of 1,629 writers and 218 publishers; during the past year more than 39 writers and 15 publishers have become active members.

ASCAP has continued to cooperate with the war effort to the fullest extent of its ability. The ASCAP scripts, which have been so successfully used by more than 600 of the 929 licensed radio stations, have been definitely slanted to emphasize civilian participation in war activities.

Our script department was utilized during the United States Treasury Department's Sixth War Bond drive, when we prepared eight 15-minute broadcasts. These programs were transcribed, and featured not only some of the music from the Society's tremendous repertoire, but also some at-the-front interviews with our service men on Guam, Saipan, and many other theatres of operation. The transcriptions were used by radio stations throughout the entire country.

With the launching of the Liberty Ship Ethelbert Nevin, sponsored by Local 802 of the American Federation of Musicians, the ASCAP board of directors voted to purchase a complete library for the use of the ship's crew.

It is significant that the majority of leading ASCAP songwriters have been tremendously active not only within the organization, but on their own in bringing entertainment to wounded service men in various military hospitals. Through the cooperation of its membership, the Society has furnished entire units for service men's shows at the National Press Club at Washington, D. C.

Last March, ASCAP, in collaboration with the American Theatre Wing Music War Committee, sponsored a concert in tribute to its member, the late Larry Hart. The proceeds from this concert, as well as the proceeds from the concert given last January in conjunction with the Los Angeles Times, were donated to the Armed Forces Master Records, Inc. Some of the money from the Larry Hart concert has been used to establish a "contemporary music" room in the New York Public Library System.

In the field of industrial music ASCAP, in close cooperation with production officials of the war effort, has issued licenses for its entire repertoire in industrial plants for the nominal fee of \$1 per year for the duration.

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 for voting "HOLIDAY FOR STRINGS"
 the musical composition of 1944.

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NEW YORK NY JAN 8 1945

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TOMORROW JANUARY 10 RADIO DAILY WILL PUBLISH THE ALL AMERICAN RADIO PROGRAM OF 1944 AS CHOSEN BY 1051 CRITICS OF THE NATION'S PRESS IN OUR CERTIFIED POLL. WE ARE HAPPY TO INFORM YOU THAT THE CRITICS HAVE SELECTED HOLIDAY FOR STRINGS AS THE NATION'S FAVORITE MUSICAL COMPOSITION OF 1944 SINCERELY JACK ALICOATE PUBLISHER RADIO DAILY 1133P

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By **CLINTON M. FINNEY**
President

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Scope: The AMP repertoire, representing 45 U. S. and European catalogs, has now been increased to include 500,500 titles, of which approximately 18,500 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to 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.

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BROADCAST MUSIC, INC.

By **M. E. TOMPKINS**

Vice-President and General Manager

NINETEEN HUNDRED AND FORTY-FIVE is the twenty-fifth anniversary of radio. BMI wholeheartedly celebrates this great event in the history of the industry which created it, and celebrates at the same time its own fifth anniversary. The broadcasting industry can well be proud of its great record of public service during the past twenty-five years, for radio now occupies an invaluable place in the life of the nation.

More than 600,000 titles are listed as available for use in the latest BMI catalogue. These titles range all the way from arrangements of the classics to the hottest swing.

Bulletins are sent out periodically listing vital changes in the catalogue, so that the Index is always kept up to date. In addition, the Research Department which does this work is always at the service of BMI licensees.

The BMI FIELDMEN are specially trained to be of use to stations. They call on broadcasters with helpful suggestions for better programming, and are continually gathering opinions and suggestions from station men with an eye to making improvements in BMI's service.

The STANDARD DEPARTMENT continues to add music which never falls out of public favor to station libraries.

One of the highlights of standard music service in 1944 was the completion of BMI's affiliation with the American Composers Alliance to which most of America's leading serious composers belong. Through this agreement, broadcasters now have available, without additional cost, symphonic, orchestral and chamber music works, and are able to obtain scores and sets of parts without charge.

BMI's new record catalogue lists approximately 30,000 phonograph records performable exclusively by licensees of BMI.

The Script Department sends out weekly releases of shows that really sell. These programs range all the way from five-minute shows to thirty-minute productions. A sizable sheaf of letters from delighted commercial managers indicates that these programs are a salable product.

According to a station's needs, it receives regular shipments of concert, popular, hillbilly and other music.

The NEWSLETTER carries a weekly message on music to program directors and musical directors.

The BMI MUSIC MEMO is issued weekly to keep the record programs up to the minute on the latest releases, and provide background material on the artists who appear on the discs.

In North America today there are 970 commercial stations licensed by BMI—and a long list of national and regional networks.

This is but a partial list of the many BMI services to its licensees.

More and better service to the broadcasting industry is BMI's keynote for 1945.

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 France Music, Inc.
 Franciosa Song Publications
 Franco-American Publications
 Frederic, Will, Music Publishers
 Freed & Hall Music Publishers
 Freeman, A. E.
 Freeman Associates
 Freeman Music Company
 Frequent Publications
 Frey, Fran & Company
 Friedley, Lowell G. & Company
 Friedman, Arthur
 Friedman, Isidor G.
 Frish, Frank L.
 Frye-Ryan-Frankel, Inc.
 Fumea, Tom
 G. & W. Music Publishers, Inc.
 G. D. S. Music Publishers
 GI Music Pub. Co.
 G. M. S. Music Publishing Co.
 G. V. C. Music Publishing Co.
 Gaal, Charles J., & Co.
 Gabler, C. J.
 Gaertner, Herb V.
 Gait-Way Music Company
 Gale, Bill
 Gamma Music, Inc.
 Gardner, J. C.
 Gehrman, Carl Music Forlag
 General Music Publications
 Girardi, Joseph
 Giumarra, Minnie
 Glen Publishers
 Globe Publications
 Golden Gate Publications
 Golden Tune Publishers
 Goldstein, Maurice
 Graessle, George
 Graham, Gaston
 Graham, Sgt. Harold L.
 Graham & Kilhony
 Graham Music Company
 Great Western Music Co.
 Greater New York Music Corp.
 Green Music Publications
 Greene-Revel, Incorporated
 Greenwood, Livingston
 Grum, Matthew W., Jr.
 Grunes, David J.
 Guinand, Clinton
 Gunther, Charles, Publicity
 Gussie, Adeline T.
 Guy Publishing Company, The
 Haberstro, Albert W.
 Haims, P. L.
 Halmac Co.
 Hampton Publications
 Hankins, Holmes, Pub.
 Harding, Frank Music House
 Hardtner, Alice D.
 Hargrow, Paul S.
 Harmony House
 Harmony Music Publishers
 Harrington, Clare
 Hartmann & Van Horn
 Haun, Dal E. Company
 Hawaii Conservatory Pub. Co.
 Hawkins, Leland R.
 Hay, Bob
 Herrold, Lloyd
 Hicks, Alberta K.
 Hill, Christine
 Hill Music Publishing Company
 Hilliard-Currie Music Publishers
 Hills, Johnny
 Hinds, Hayden & Eldredge, Inc.
 Hines, John
 Hippenstiel, Harold F.
 Hit Parade Publications
 Hoffman, Carrie
 Holdsworth, Elmer
 Hollywood Hit Publishers
 Hollywood Melody Publishing Company
 Hollywood Music Sales
 Hopkins, Earle C.
 Horan, Nell
 Horoscopes In Song
 Horvath, Joseph
 House Of Carleton
 House Of Melody
 Howard, Jack Publications
 Hub Publishing Company
 Hughes, Harold F.
 Humphries, Bruce, Inc.
 Hunter's Music House
 Huttig, Charles M.
 Hynnes Music Co.
 Ideal Music Publishing Co.
 Idelson, Harry
 Immortal Music Publishing Co.
 Imperial Music Publishing Co.
 Independent Music Publishers
 Indigo Music, Inc.
 Ineman, James
 Inspired Music Co.
 International Dance Studio
 International Songwriter Club
 Irma Music Co.
 Isenberg, Emil F. Music Publishing Co.
 Jackson Music Corp.
 Janke Publishing Company
 Janis, Stephen
 Jill Music Co.
 Jo-Ann Music Company
 Johnson, Claude
 Johnson, Elizabeth
 Johnson, Harry H.
 Jones, J. Grayson Music Co.
 Joseph Music
 Kammen, J. J., Music Company
 Kampas, Wm. T.
 Karch, Hank
 Karr, Jerome J.
 Kaymusic Publishers
 Keller, Don
 Keller, Leo D.
 Kelly Music Publications
 Kelly, William A.
 Kelton-Romm Music Company
 Kerr, Edward
 Kessel, George J.
 Key Music Company
 Keyser Music Publisher
 Keystone Music Co.
 King-Del Music Publishers
 Kinkade's Songs
 Knight Publishing Co.
 Knobloch, M. H.
 Knowles, Nolan F.
 Kolbert, Marguerite, Productions
 Krygier, Joseph
 Kukula, Frank
 La Case Del Rio Pub.
 LaRue Publishing Company
 Lake Music Pub. Co.

- Lambiotte, O. J. Music Publisher
 Lang-Worth Publications, Inc.
 Lanier Music Company
 Lapham, Claude Music Publications
 Latin American Publishing Corp.
 Lawndale Music Publishers
 Leal, Felipe Valdes
 Lee, Rosemary
 Lencer Music Company
 Lennerts, William J.
 Lester, Betty
 Lewcon Music Company
 Lewis, Reggie
 Liberty Music Publishers
 Lincoln, F. S.
 Lind Music Publishers
 Linden Music Publishers
 Livingston & Evans Music Company
 Logos and Company
 Lomax, Carl, Music Pub. Co.
 London Music Corp.
 Long, J. Baxter
 Lowden, C. Harold
 Loy, Valeska
 Lucky Music Publishers
 Lynch, Edward J.
 Lynn, E. A., Publishing Company
 Lynne Music Company
 Lyric Music Co.
 M. & F. Music Publisher, The
 MacAngelo
 MacFarlane, Thomas M.
 MacGregor, Grant
 Mackley Music Publishing Co.
 Mack-Nell Publications
 Maddox, Emily Harris
 Maestro Music Company
 Magnolia Music Company
 Majestic Music Co.
 Mallory Music Publications
 Maloney, William
 Mandeville, Loretta
 Manhattan Music Company
 Mank's, Chaw, Blue Ribbon Music Co.
 Manning Music Co.
 Mansfield, Frank, Music Pub. Co.
 Marchant, J. C., Publications
 Marcy, Victor
 Marino Music Co.
 Marion and Son Publishing Co.
 Marks, Edward B., Music Corp.
 Mar-Lane Music Publishers
 Mars Music Publications
 Marsales, Frank
 Marston Music
 Martin, Jack "Tex"
- Marvel Music Pub. Co.
 Master Music Publishers
 Material Songs Publishing Company
 Mathews, James
 Mayhams Music Company
 Mayo Music Corp.
 McCall & Malin Pub. Co.
 McClaran, Olive Hanson
 McClaren, Everett F.
 McClure Music Company
 McClure, Ruth D.
 McDaniel, Joe, Music Company
 McDonald Music Company, The
 McDowell, Frances Grider
 McGhee, Berry M.
 McGinty Music Publishing Company
 McLean, Gene, Music Co.
 Med-Rik Music Publishing Company
 Mellow Music Publishing Company
 Melo Music Co.
 Melody Hall Music Publishers
 Melody Lane, Inc.
 Melody Moderne, Inc.
 Melody Music Company
 Melody Music Publications
 Melody Song Bureau
 Memorie Music Publishing Co.
 Memphis Music Publishers, Inc.
 Mercury Music
 Merico Music Company
 Merit Music, Inc.
 Merit Music Publishing Co.
 Meritt Publications
 Merrywood Publishers
 Metropolitan Music Company
 Metropolitan Music Publishers
 Miami Music Publishers
 Midland Music Co.
 Mike-Tunes
 Millbrook Music
 Millburn Music Publishers, Inc.
 Miller, Charles
 Miller-Grau
 Mipa Productions, Inc.
 Miracle Music Company
 Mode Music Publishing Co.
 Modern Melodies Publishing Co.
 Modern Standard Music Co.
 Moderne Publications
 Monarch Music Company
 Monarch Music Co.
 Monroe Music Company
 Monroe Music House
 Moon Ray Music Publishers
 Moorhead, Paul G.
 Morrison & Ewing
 Morrison Music Co.
 Motley-Music Pub. Co.
- Motor City Music Publishers
 Mount Vernon Publications
 Mountain Music Company
 Mountain State Music Publishers
 Movieland Music Publishers
 Mullin, Mary J.
 Murray Music Company
 Murray Music Publishers
 Musart, L. C., Publications
 Music Bar Publishers
 Music City Copyrights
 Music For Frets
 Music-Makers Publishing Co.
 Music Manuscript Reporter
 Music Mart
 Music Products, Inc.
 Musicana, Inc.
 Musico
 Nash Chain Song Service, The
 National Association For Blind Composers, Inc.
 National Association of Broadcasters
 National Music Corp.
 Nationwide Songs, Inc.
 Nelrod Music Publishers
 Neptune Music Publishers
 Network Music Publishers
 New Era Music Corporation
 New Harmony Music Publishers
 N. Y. Music Pub. Co.
 Newart Song Publications
 Nclan Music Co.
 Normay Music Company
 Nosnaws Music Co.
 Oahu Publishing Company
 Ocean-Spray Music Company
 Olympian Agencies
 Onyx Publishers
 Orange Music Publishers
 Oriental Music Co.
 Oriole Tunes
 Out West Music Publisher, The
 Ozark Mountain Music Publishers
 P. M. Music Pub. Co.
 Pacific Music Publications
 Palmer Music Company
 Palomar Music Corp.
 Pan-O-Ram Music Service
 Parade Music Company
 Paragon Publishers
 Patriotic Music Publishing Co.
 Paty Publishing Company, The
 The Pearl Music Company, Inc.
 Peer International Corporation
 Peerless Music Publishing Co.
 Pelkonen, Matt Music Co.
 Penn, Julius, Jr.
 Penn, Richard T.
 Penn-Sylvan Publications
 Peskin Music Pub. Co.
 Petrie, H. W.

- Pittman, J. H., Jr.
 Pitts, P. S., Publications
 Plamor Music Company
 Pond, Frank Music Company
 Porgie, Debin & Friedman, Inc.
 Portland Music Company, The
 Premier Music Pub. Co.
 Prestige Music
 Preview Music Co.
 Pre-View Publications
 Pro Musica Publishing Company
 Process Music Publications
 Prosser Music Publishing Co.
 Puritan Publishing Company
 Quincy Music Publishers
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 Radio Music Company (Cal.)
 Radio Music Publishers
 Radio-Record Songs
 Radio Screen Music Pub. Co.
 Rainbow Melodies Music Co.
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 Ray Music Publishing Company
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 Raymor-McCollisters Music
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 Real Music Company
 Recker, Robert, Music Co.
 Record Music Publishing Co.
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 Reveille Music Co.
 Rex Music Publishers
 Rhapsody Publications
 Rhythm Publishing Company
 Rialto Music Publishers
 Rich Publications
 Richmond Melodies
 Richter, Dr. William B.
 Ricordi, G., & Co.
 Rinker, Charles, Music Publish-
 ing Company
 Rion, Johnny
 Rod Jon Music Company
 Rodenberg, Edward L.
 Roe, Gilbert
 Romeo Twin Pub. Co.
 Rork, Ernest A., & Son
 Roslyn Music Company
 Ross & Howard
 Ross Music Pub. Co.
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 Rousseau Publishing Co.
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 Rudell Music Publishing Co.
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 Schael, August Company
 Scheuerle Bros. Music Publishers
 Schillinger, Arthur E.
 Schirmer, E. C., Music Co.
 Scholl Publishing Company
 Schumann Music Company
 Sentinel Music Pub.
 Shattuck Publishers
 Shelby Music Publishing Co.
 Sheldon-Mitchell Publishing
 Corp.
 Shelhamer, Ben., Jr.
 Shermack Company
 Siegal & Dahle
 Simmons, Ross Publisher
 Singer, Murray Music Publishing
 Co.
 Singmore Music Publishers
 Skylark Songs
 Smith, Jerry
 Society Of Jewish Composers,
 Publishers and Songwriters
 Song Shop, The
 Song-Tex Music Company
 Sons Music Pub. Co.
 Standard Publications
 Stark Music Printing Company
 Starlight Music Company
 Steele, Ted Publishing Co.
 Stern, Jos. W., & Co.
 Steven, Arthur Publications
 Stover Music Company
 Stratton, A. D., Music Co.
 Striplin, Mary A.
 Stroube, Walter A.
 Sun Ray Music Publishers
 Sunnyside Music Publications
 Sunshine Music Company
 Superior Melodies Publishing Co.
 Sweet Music Publications
 Swing Music Publishers
 Symbolic Music Publishing Co.
 Syncopation Songs
 Syndicate Music Publishers, Inc.
 Tait-Douglas, Frederick
 Tele-Mus Publishing Company,
 Inc.
 Televis Music Company
 The "440" Music Publishing
 Company
 Three Boys Music Company,
 The
 Tiffany Music Co.
 Timberland Publishing Co.
 Time Music Co.
 Times Square Music Co.
 Tin Pan Alley Publications
 Tompkins, Clarence F.
 Tompkins, Clarence & Cuff,
 Paul
 Trans-America Music Publishers
 Transatlantic Music Company
 Transradio Music, Inc.
 Treasure Chest Publications
 20th Century Music Publishers
 Tyrone Publications
 U. S. and International Music
 Pub.
 U. S. Music, Inc.
 United Music, Inc.
 University Music Co.
 Urban Publications
 Valentine Music Publications
 Valiant Music Company
 Van Brunt Publishing Company
 Vance Music Company
 Vanguard Songs
 Variety Music Company
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 Vernon Music Publishers
 Victor Publishing Company, Inc.
 Victory Music Company
 Wabash Music Company
 Wade, Franklin, Publications
 Walden, Orville Co.
 Waldman, Irving, Music Pub.
 Co.
 Waldorf Music Company
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 Washburn, Rozella T.
 Waters Music Publishing Co.
 Webster Music Company
 Wemar Music Corporation
 Wesjay Music Corp.
 West Coast Music Publishers
 West Phila. Music Centre
 Westmore Music Corp.
 Westmount Music, Inc.
 White Way Music Company
 Whitney, F. E., Publications
 Wilcox Music Pub. Co.
 Williams & Williams
 Willis-Woodward Music Co.
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 Woods Music Co.
 World Wide American Classics
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S · E · S · A · C, Inc.

By PAUL HEINECKE

President

SESAC celebrates its fifteenth anniversary as a leading performance rights organization in 1945.

In the years in back of us, we take pride in the growth of our organization and particularly in the confidence in which we are held by the entire radio industry. With practically every one of the 900 odd stations enjoying long term agreements with us, we are facing 1945 and the years to come with but one resolve uppermost in our plans: **To Be Of Service.**

To carry out this watchword of our organization we pledge:

1. Our station relations staff will continue to visit every radio station in the country during the year and assist station executives with their operational problems and music requirements.
2. To augment and pass on to the stations proven sales plans. This work made available by our station relations staff without cost was inaugurated last year and met with the thanks of many operators.
3. To continually improve the service features of our Program Service Department. In addition to helping stations with their programming problems, its main accomplishment of the past year was its preparation and publication of the SESAC PROGRAM BUILDER. This 160 page volume was sent to every station executive in America and met with enthusiastic and unstinted praise and commendation.
4. The past year saw the inauguration and the production of SESAC transcriptions. These transcriptions met with the approval of the many stations throughout the country which purchased them at practically cost. The success of these transcriptions has led us to plan for further developments in this new field.
5. We pledge to continue our liaison work for the United States Treasury in furthering the sale of War Bonds. Since the War started, we have been closely allied with the War Finance Division and our station relations staff, through its voluntary endeavors, has been able to assist the industry with its reports containing constructive suggestions obtained from the stations throughout the country and reporting on the outstanding War Bond programs.

SESAC's vast repertory of music from the catalogs of more than 100 publishers covers the full gamut of the art, from standard tunes to hillbilly. Our First Service feature to the industry is the simplicity of our system of licensing. There is no complicated bookkeeping entailed, no copyright clearance headaches, extra fees, restrictions or making out of troublesome logs.

We want to continue to merit our position and enjoy the industry's confidence in the future as in the past, hence—SESAC is at **Your Service.**

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- Accordion Music Publishing Co.; New York including *Deiro, Pietro*
- Albright Music Company (See National Music Company, Inc.)
- Alford, Harry L.; Chicago
- Alkire Publications, Eddie; Easton, Pa.
- Altschuler, J. (See "P.W.P.")
- Aret, M.; Warsaw
- Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)
- Augsburg Publishing House, Minneapolis, Minn.
- Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
- Barnes, A. S., and Company, Inc.; New York
- Barnhouse Company, C. L.; Oskaloosa, Ia.
- Barwick, K. T. (See "P.W.P.")
- Beirly Company (See Chart Music Publishing House, Inc.)
- Benson Publishing Co., John T.; Nashville, Tenn.
- Berge Music Co. (See McLaughlin & Reilly Co.)
- Braun, Hubert J.; Chicago including: *Braun Music Co. Braun Organization, The*
- Broadcast Music Publishers (See National Music Company, Inc.)
- Brumley, Albert E.; Powell, Mo.
- Bryant Music Company; New York
- Calbo, N.; Barcelona (compositions as per list issued)
- Capitol Music Co. (See National Music Company, Inc.)
- Catholic Music Co. (See McLaughlin & Reilly Co.)
- Central Music Co. (See Ramsey, Will M.)
- Chart Music Publishing House, Inc.; Chicago including: *Beirly Company, Alfred Coanacher, B. Huffer, Fred K. Littig Music Publishing Co., Frank Warde, Harry Warner, F. Eugene Western Accordion Music Company*
- Clef Music Co.; New York
- Coanacher, B. (See Chart Music Publishing House, Inc.)
- Composers Press, Inc., The; New York
- Concord Music Publishing Co., Inc.; New York
- Culla, Antonio; Barcelona (compositions as per list issued)
- Dean, Emmet S.
- Dean & Edmiaston
- Dean & Evridge
- Dean & Franklin
- Dean & Hensley
- Dean & Morgan
- Dean & Sebrén
- Deiro, Pietro (See Accordion Music Publishing Co.)
- Denison & Company, T. S.; Chicago
- Di Bella, O.; New York
- Do Re Mi Fa Casa Editora de Musica (See Ediciones Internacionales Fermata)
- Ediciones Fermata (See Ediciones Internacionales Fermata)
- Ediciones Internacionales Fermata; Buenos Aires (South American Publications) including: *Ediciones Musicales Pampa Do Re Mi Fa Casa Editora de Musica*
- Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
- Ediciones Rodoch (C. Rodriguez); Bilbao (compositions as per list issued)
- Ediciones A. Urmeneta; Barcelona (compositions as per list issued)
- Edition "Jastrzab" (See "P.W.P.") including: *Rudnicki, Walery "W.J.R." Rzepecki, J.*
- Editions "Olympia" (See "P.W.P.")
- Edition Pro Arte (See "P.W.P.")
- Eulenburg, Ltd.; Ernst; London
- Fairbank Company, H. W. (See National Music Co., Inc.)
- Fermata (See Ediciones Internacionales Fermata)
- Ferrill, J. W. (See Quartet Music Company)
- Firm Foundation Publishing House; Austin, Tex. including: *Trio Music Co.*
- Gebethner & Wolff; Warsaw
- Georgi & Vitak Music Co. (See Vitakelsnik Co.)
- Gilbert Music Company (See McLaughlin & Reilly Co.)
- Gornston, David; New York
- Gospel Music Publications (See Hathaway, Franklin Earl)

- Grabcewski, F.; Warsaw
- Haberer-Helasco, Hermann; Madrid-Lisbon
including:
Solunastra Publications
- Hall Music Co., The; Maryville, Tenn.
- Hall & McCreary Co.; Chicago
- Hanson, E. Eddy (See National Music Company, Inc.)
- Harmonia Edition Publishing Co.; New York
including:
Harmonic Publications and Rondo Publications
- Hart's Music Company (See National Music Co., Inc.)
- Hartford Music Co., The; Hot Springs, Ark.
- Hathaway, Franklin Earl, Music Publisher; Chicago
including:
Gospel Music Publications
- Helasco (See Haberer-Helasco)
- Henson Music Publisher, J. M.; Atlanta, Ga.
including:
*Morris-Henson Music Co.
Southern Music Plate Co.*
- Hoffman Company, Raymond A.; Chicago
- Holbrooke, Josef (See Modern Music Library)
- Huffer, Fred K. (See Chart Music Publishing House, Inc.)
- Jastrzab (See Edition "Jastrzab")
- Jewell Music Co., Fred; Worthington, Ind.
- Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
- Keene, Inc., Hank; South Coventry, Conn.
- Kelman Music Corp.; New York
- King Music House, Inc., K. L.; Fort Dodge, Ia.
- Kjos Music Co., Neil A.; Chicago
including:
Max and Beatrice Krone
- Krachtus, John; Chicago
- Krone, Max & Beatrice (See Kjos Music Co.)
- Lebendiger, Henryk (See Ediciones Internacionales Fermata)
- Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Liturgical Music Press, Inc.; New York
- McLaughlin & Reilly Co.; Boston
including:
*Liturgical Music Company
Catholic Music Co.*
- Also including compositions taken over from
*Wm. E. Ashmall & Co.
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company*
- Modern Music Library, Josef Holbrooke; London
- Mora, Jose; Barcelona (compositions as per list issued)
- Morris-Henson Music Co. (See Henson Music Publisher, J. M.)
- Music Press, Inc.; New York
- Music Products Corporation (See Pallma Music Products)
- National Music Co.; Fort Worth, Texas
- National Music Co., Inc.; Chicago
including:
*Albright Music Company
Broadcast Music Publishers (See E. Eddy Hanson)
Capitol Music Co.
Fairbank Company, H. W.
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Co. (See Eddie Hanson)
Standard Songs (See Eddie Hanson)
Windsor Music Company*
- also including compositions taken over from:
E. Eddy Hanson
- Nattrass-Schenck, Inc., New York
- Network Music Publishers (See Top Music Publishers, Inc.)
- Nowa Scena; Warsaw
- Olympia (See Editions "Olympia")
- Orduna, Leopoldo; Barcelona (compositions as per list issued)
- Pagani, O., & Bro.; New York
- Pallma Music Products; Chicago
including:
*Pallma Music Publisher, Frank
Music Products Corporation*
- Panella, Frank A.; Pittsburgh, Pa.
- Parks Company, J. A., The; York, Neb.
- Parris Music Co.; Jasper, Ala.
- Perry's Sons, A. W.; Sedalia, Mo.
- Pioneer Music Press; Salt Lake City
including:
Wheelwright, Lorin F.
- Polskie Towarzystwo Muzyki Wspolczesnej; Warsaw (See "P.W.P.")
- Popular Music Publications (See National Music Co., Inc.)

- Pro Arte (See Editions Pro Arte)
 "PWP" Przedstawicielstwo Wydawnictw
 Polskich (Association of Polish Pub-
 lishers); Warsaw
- Quartet Music Company; Fort Worth,
 Texas
 including:
J. E. Thomas
A. O. Thomas
J. W. Ferrill
- Radio City Guitar Studio; New York
 Ramsey, Will M.; Little Rock, Ark.
 including:
Central Music Co.
- Ramsey & Parker (See Firm Foundation
 Publishing House)
- Revival Music Company, The; Searcy
 including:
Walls, W. M.
- Rodoch (See Ediciones Rodoch)
 Rodriguez (See Ediciones Rodoch)
 Rondo Publications (See Harmonia Edi-
 tion)
- Rudnicki, Walery (See Edition "Jas-
 trzab")
- Rzepecki (See Edition "Jastrzab")
- Sacred Music Foundation, The; Los An-
 geles, Calif.
 including:
Herbert G. Tovey
- Sajewski, W. H.; Chicago
 Schmidt Co., The Arthur P.; Boston
 Schmitt Music Company, Paul A.; Min-
 neapolis
- Schubert, Edward, & Co., Inc.; New
 York
- Select Music Company (See National
 Music Company, Inc.)
- Seyfarth, G. (See "P.W.P.")
- Showalter Company, The A. J.; Dalton,
 Ga.
- Simon, Frank; Middletown, Ohio
- Singenberger, John (See McLaughlin &
 Reilly Co.)
- Singenberger, Otto (See McLaughlin &
 Reilly Co.)
- Sisk Music Company, The; Toccoa, Ga.
- Smith Music Co., Inc., Wm. J.; New York
 Solunastra (See Heberer-Helasco)
- Southern Music Plate Co. (See Henson
 Music Publisher, J. M.)
- Stamps-Baxter Music & Printing Com-
 pany; Dallas, Texas; Chattanooga,
 Tenn.; Pangborn, Ark.
 including:
V. O. Stamps Music Company
Stamps-Baxter Music Company
- Standard Music Company (See National
 Music Company, Inc.)
- Standard Songs (See National Music
 Company, Inc.)
- Stirling Music Publishing Co.; New York
 including:
Avalon Music Publishing Co.
- Tennessee Music and Printing Co.;
 Cleveland, Tenn.
 Thomas, J. E.
 Thomas, A. O.
 (See Quartet Music Company)
- Top Music Publishers, Inc.; New York
 including:
Kanner Music Publishing Co.
Network Music Publishers
- Tovey, Herbert G. (See Sacred Music
 Foundation, The)
- Towarzystwo Wydawnicze Muzyki Pols-
 kiej; Warsaw (See "P.W.P.")
- Trio Music Co. (See Firm Foundation
 Publishing House)
- Union De Compositores; Barcelona, Spain
 (compositions as per list issued)
- Urgelles, J.; Barcelona (compositions as
 per list issued)
- Urmeneta (See Ediciones A. Urmeneta)
- Vaughan, James D.; Lawrenceburg, Tenn.
- Vitak-Elsnic Co.; Chicago
 including:
Georgi and Vitak Music Co.
- Walls, W. M. (See Revival Music Com-
 pany)
- Warde, Harry (See Chart Music Publish-
 ing House, Inc.)
- Warner, F. Eugene (See Chart Music
 Publishing House, Inc.)
- Warszawski Towarzystwo Muzyczne
 (Warsaw Music Society); Warsaw
- Weaner, Maxwell (See Weaner-Levant
 Publications)
- Weaner-Levant Publications; New York
 including:
Weaner, Maxwell
- Western Accordion Music Company (See
 Chart Music Publishing House, Inc.)
- Whitney Blake Music Publishers; New
 York
- Windsor Music Company (See National
 Music Company)
- Winsett, R. E.; Dayton, Tenn.
 "W.J.R." (See Edition "Jastrzab")
- Yanguas, Mariano; Madrid (compositions
 as per list issued)
- "Zaiks" Związku Autorow, Kampozyto-
 row I Wydawcow; Warsaw (Authors,
 Composers and Publishers Associa-
 tion of Poland) (See "P.W.P.")
- Zalewski, B. J.; Chicago



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— A —

ABBOTT, BUD

NBC, Abbott and Costello.

ACE, GOODMAN

CBS, Easy Aces.

ACE, JANE

CBS, Easy Aces.

ADAMS, INGE

Treasury Hour, Ethel Barrymore, Radio Guild, Light of the World.

ADAMS, WYLLIE

Young Widder Brown, Great Plays, School of the Air.

ALBA, ALNEY

The Gumps, Al Pearce Show, The Goldbergs, John's Other Wife.

ALEXANDER, A. L.

MBS, Mediation Board.

ALLEN, BARBARA JO

(Vera Vague)

NBC, Peppodent Show.

ALLEN, CHARME

David Harum, Buck Private, Women of Courage, Kate Smith Hour.

ALLEN, DAYTON

Stage Door Canteen, Cavalcade, Salute to Youth, Philip Morris Playhouse.

ALLEN, FRED

CBS, Texaco Star Theatre.

ALLEN, GRACIE

CBS, Swan Soap Show.

ALLEN, JULIE B.

ALLEN, MARIAN RANDOLPH

Radio Guild, Women of Courage, Young Dr. Malone, Strange As It Seems.

ALLEN, VERA

Young Widder Brown, Aunt Jenny, Rudy Vallee Hour, Al Jolson Show.

ALLENBY, PEGGY

David Harum, Young Dr. Malone, Second Husband, Life Can Be Beautiful, Adventures of a Modern Mother.

ALIKI

Big Sister, Portia Faces Life, Report to the Nation.

ALLGOOD, SARA

CBS, Burns & Allen Show.

ALLMAN, ELVIA

NBC, Abbott & Costello.

AMECHE, JIM

What's New?, Hollywood Open House, Here's To Romance.

AMECHE, DON

What's New?, Chase & Sun-borne.

AMOS, NANCY

KFH, Wichita, Kans.

AMORY, DAINY

Ellery Queen, Special Broad-casts from Nassau, Bahamas.

ANDERSON, BARBARA

Road of Life, Guiding Light, Lonely Woman, Bachelor's Children.

ANDERSON, MARJORIE

The Shadow, Bright Horizon.

ANDERSON, EDDIE

(Rochester)

NBC, Jack Benny Show.

ANTHONY, JOHN J.

MBS, Goodwill Hour.

ANGUS, DR. WM.

CKWS, Kingston, Can.

ARCHER, JOHN

KHJ, The Shadow.

ARCHER, OSCEOLA

NBC, WEVD, WBIG.

ARNOLD, BETTY

CBS, NBC, Ma Perkins.

ARQUETTE, CLIFF

Blue, Star of Glamour Manor.

ARTHUR, JACK

NBC, CBS, When a Girl Mar-ries, Gay 90's.

ARTIST, MICHAEL

CBS Workshop, School of the Air, Let's Pretend, Cresta Blanca Carnival.

ASCOT, RITA

CBS, NBC, Ma Perkins, WGN.

ASHWORTH, JEAN

Death Valley Days, March of Time, Truth or Consequences, Big Sister.

AUDLEY, ELEANOR

Easy Aces, Joe & Mabel, The Goldbergs.

AUERBACH, ARTIE

NBC, Abbott & Costello, Star Playhouse.

AYERS, JACKIE

Aunt Jemmy, March of Time, Easy Aces, Cresta Blanca Car-nival, Let's Pretend, Salute to Youth.

— B —

BAIN, DONALD

Grand Central Station, Johnny Presents, Lincoln Highway.

BAKEN, BONNIE

Coast to Coast on a Bus, Recordings.

BAKER, ART

MBS, Never Too Old.

BAKER, PHIL

CBS, Take It or Leave It.

BALL, GEORGE

WGBR, Goldsboro, Junior Jam-boree.

BALLARD, FRANCIS

WSLS, Roanoke, Va.

BARCLAY, JOHN

WGN, Chicago.

BARLOW, VIVIAN

CBS, Forty-five Minutes in Hollywood, WEAF, A Woman Views the News, Guest Spots.

BARNES, AMANDA

WBT, Charlotte, N. C. Just

Home Folks.

BARNES, JEANE

WBT, Charlotte, N. C. Just

Home Folks.

BARNES, PAUL

WGN, Human Adventure.

BARNES, RIDGE

WBT, Charlotte, N. C. Just

Home Folks.

BARRETT, TONY

Molle Mystery, Report to the Nation, We, The People, Famous Jury Trials, Portia Faces Life, Armstrong Theatre, Kate Smith Hour, Big Town, Pepper Young's Family, Man Behind the Gun, Woman of America.

BARRIER, ERGAR

NBC, The Saint.

BARROW, BERNARD

WSYR, Syracuse, N. Y.

BARROWS, RICHARD

Kate Smith Hour, Aldrich Family, March of Time, Ellery Queen.

BARRYMORE, LIONEL

CBS, Mayor of the Town.

BASHEIN, NANCY

Kate Smith Hour, Our Barn, Coast to Coast.

BATES, JEANNE

NBC, Opportunity.

BAUER, CHARLOTTE

Blue Playhouse, Second Hus-band, Cavalcade of America.

BAUERSMITH, PAULA

Julia Ramsey, CBS Workshop, Big Sister.

BATES, BARBARA

WOW, Omaha, Neb.

BAXTER, BEATRICE, S.

In Between, Child Heroes, Headlines in Action.

BEACH, BILL

March of Time, Aldrich Family, Kitty Foyle.

BEASLEY, IRENE

CBS, "Neighbors."



JACK
CARSON

Management
M.C.A.



MARY MARGARET McBRIDE



"Columnist of the Air"

BECK, JACKSON

CBS, Valiant Lady, Brownstone Theatre, WOR, Clisco Kid, Recordings.

BEGLEY, ED.

Stella Dallas, Easy Aces, Just Plain Bill, Adventures of Charlie Chan, Big Sister, Mary Marlin.

BELL, AL.

WHO, Des Moines, Iowa.

BALLAVER, BARRY

Michael & Kitty, Joe & Mabel, Philip Morris Playhouse.

BELMORE, BERTHA

BENADARET, BEE
The Great Gildersleeve.

BENDIX, WILLIAM

Blue, The Life of Reilly.

BENNY, JACK

NBC, Grape Nuts Flake, Lucky Strike.

BENSON, ISLAY

Radio Guild, Young Dr. Malone, Bob Ripley's Show.

BERCH, JACK

WOR.

BERG, GERTRUDE

CBS, The Goldbergs.

BERGEN, EDGAR

NBC, Chase & Sanborn.

BERGHOF, HERBERT

Report to the Nation, Uncle Sam, Stage Door Canteen.

BERLE, MILTON

CBS, Let Yourself Go.

BERNTHAL, ROSE

WSYR, Syracuse, N. Y.

BERRY, JOHN

Mercury Theatre of the Air, Campbell Playhouse, CBS Workshop.

BERRY, YOLANDA D'ESTE

Pres. Roosevelt's Campaign for Infantile Paralysis, On the Road to Freedom.

BERWIN, BERNICE

One Man's Family.

BETHUNE, IVY

School of the Air, Betty & Bob, Little Women.

BILLSBURY, RYE

WENR, Chicago, Ill.

BINYAN, CONRAD

CBS, Mayor of the Town.

BIRCH, JOSELYN

KVOX, Moorhead, Minn.

BISHOP, KATHERINE

Lincoln Highway, Kate Hopkins, When a Girl Marries.

BLACKBURNE, ARLINE

Grand Central Station, Lincoln Highway, Lux Radio Theatre.

BLACKBURN, JOYCE

WMBL, Chicago, Ill.

BLAIR, JULIUS J.

WSPD, Toledo, O.

BLANC, MEL

NBC, Judy Canova, Jack Benny, Abbott & Costello, CBS, Burns & Allen, Jack Carson, Blue, Ice Box Follies.

BLANC, SHIRLEY

Finders Keepers, True Story, Road of Life.

BLOCK, MARTIN

BLONDELL, GLORIA

Hollywood Mystery Time.

BLYTH, ANN

Coast to Coast, Our Barn, Dr. Christian.

BOBURN, BARBARA

Dramatic Shows Michigan Stations.

BOGUE, MERVYN

(Iah Kabibble-, Kay Kyser's College of Musical Knowledge.

BOLES, ATHENA

LORDE

Kate Smith Hour, Words at War, Young Widder Brown, Grantland Rice, Adventure Ahead.

BOLES, JIM

Ellery Queen, Fanny Hurst, Big Sister, Kate Smith Hour, Terry and The Pirates, Arthur Hopkins Presents, Death Valley Days, Mollie Mystery, Girl Back Home, March of Time.

BONDHILL, GERTRUDE

CBS, Bachelor's Children.

BONNELL, SAM

March of Time, Joe & Ethel Turp, Murder Clinic.

BOULTON, MILO

We, The People.

BOYAR, BURTON

Coast to Coast on a Bus.

BRACA, ELLA

Uncle Sam Series, Lux Theatre, Screen Guild Theatre, Dr. Christian.

BRACKEN, EDDIE

NBC, The Eddie Bracken Story.

BRADLEY, JOE

'Curley'
KHJ, Tom Mix Straight Shooters.

BRADLEY, TRUMAN

Screen Guild Theatre.

BRADY, FRED

Blue, Gracie Fields Show.

BRAHAM, HORACE

Woman of Courage, Easy Aces, Helen Hayes, The Goldbergs.

BRANT, BILL

KDKA, Pittsburgh, Pa.

BRENEMAN, MARK

CBS, Sunny Side of the Street.

BRENEMAN, TOM

Blue, Breakfast at Sam's, Tom Breneman Highlights.

BRENNAN, FRANK

CHNS, Halifax, Can.

BREWSTER, JOHN

Woman of Courage, Stella Dallas, Kate Smith Hour, CBS Workshop.

BRICE, FANNY

CBS, Toasties Time, NBC, Maxwell House Coffee Time.

BRISBANE, YVONNE

WCBL, Columbus, Miss.

BRITT, JUANITA

WLBJ, Bowling Green, Ky.

BROADLEY, EDWARD

Campbell's Soup, Columbia Workshop, Lux Radio Theatre.

BRUCK, ALAN

WMC-MBS, Joyce Jordan, Salute to Youth, It Might Have Been You.

BRODY, STEWART (Steve)

Victory Hour, Armstrong Theatre, Land of the Free.

BROWN, HELEN

Chase & Sanborn, Big Town, Maxwell House.

BROWN, JEFF

Stage Door Canteen, The Goldbergs, Blue Playhouse.

BROWN, JOE E.

Stop or Go.

BROWNING, ETHEL

Helen Hayes, Aunt Jenny, Mr. District Attorney.

BRUCE, BARBARA

Julie, March of Time, Fred Allen Show.

BRUCE, EDWIN

The Open Door, Bright Horizon, Report to the Nation.

BRUCE, NIGEL

KHJ, Sherlock Holmes.

BRYAN, ARTHUR Q.

NBC, McGee & Molly, Fitch Band Wagon.

BRYAN, BETTY

KVCV, Redding, Calif.

BRYAN, JOAN

KVCV, Redding, Calif.

BUCKLEY, FLOYD

NBC, CBS.

BUEHLER, BUDDY

Cavalcade of America, Regular Fellers, March of Time.

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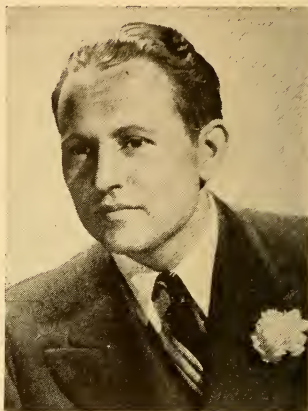
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Eleanor Brockhoff
Gertrude Borne
Connie Maffie
Charlotte Tinsley
Bob Dwan
Leon Fry
Marion McWilliams

for

**JOHN GUEDEL
RADIO PRODUCTIONS
HOLLYWOOD**

BUELL, HELEN

The Baxters, Bachelor's Children's, Ma Perkins, Helen Trent, Hot Copy, Author's Playhouse, Road of Life.

BUNCE, ALAN

Young Dr. Malone, David Harum, Rudy Vallee Show.

BURBRIDGE, WM.

March of Time, Reader's Digest, Fred Waring's Show.

BURGESS, HAELE

Marriage Clinic, Big Sister, Chateau Reporter.

BURKE, BILLIE

Fashions in Rations, CBS.

BULEN, MARGARET

Report to the Nation, Kitty Kelly, Behind the Mike.

BURNS, BOB

NBC, The Arkansas Traveller.

BURNS, EILEEN

True Story, One of the Fines, Woman of Courage.

BURNS, GEORGE

SWAN SOAP SHOW, CBS.

BUTTERFIELD, HERB.

WGN, Human Adventure, Freedom of Opportunity, Chicago Theatre of the Air.

BYRNES, GRACE

KOY, Phoenix, Ariz., Story Book Hour.

— C —

CALVERT, LUCILLE

WIBC, Indianapolis, Ind.

CALVERT, PATRICIA

Kitty Kelly, Just Plain Bill, Lux Radio Theatre.

CAMPBELL, PATSY

March of Time, Ethel Barrymore Show, Right to Happiness, Keep Up With the World.

CANOVA, JUDY

CBS, Judy Canova Show.

CANTOR, CHARLES

NBC, Duffy's Tavern.

CANTOR, EDDIE

NBC, Time to Smile.

CAPELL, PETER

John's Other Wife, Stella Dallas, CBS Workshop.

CARL, CLIFF

WHO, Des Moines, Iowa.

CARLON, FRANCIS

Against the Storm, Mary Martin, Big Town, John's Other Wife.

CARLON-REID, LINDA

The Parker Family, Dr. Christian.

CARMICHAEL, HOAGY

KHJ, Tonight at Hoagy's.

CARNEGIE, DALE

WOR, New York.

CARNEY, DON.

CBS, Uncle Don.

CARPENTER, LAURA MAE

The Goldbergs, Street Time, Easy Money.

CARSON, JACK

CBS, The Jack Carson Show.

CARTER, BEN

NBC, Bob Burns Show.

CARVER, ZEB

MBS-WOV.

CASSIDY, THOMAS P.

KFAC, Los Angeles, Calif.

CHAMBERS, GARDE

WKR, Cleveland, O.

CHAMBERS, NORMA

Kathleen Norris, Radio Guild, Light of the World, CBS Workshop.

CHANDLER, GWEN

Camel Caravan, Road to Life, Philip Morris Playhouse.

CHANDLER, RUTH

Radio Guild, Young Dr. Malone, Your Voice and You.

CHAPMAN, BRUCE

WOR, The Answer Man.

CHIMES, MICHAEL

WNEW, Time for Chimes.

CHOAT, HELEN

Nick Carter, Radio Guild, Lux Theatre, Lincoln Highway.

CLAIR, EUGENIA

WNEW, Time for Chimes.

CLAIRE, HELEN

Lux Radio Theatre.

CLAPP, TOMMY

Blue Playhouse.

CLARKE, ALICE

IXO, El Centro, Calif.

CLARK COTONSEED

CBS, The Hollywood Barn Dance.

CLARK, LON.

WOR, Nick Carter.

CLARKE, MARJORIE

March of Time, Big Sister, Radio Guild.

CLARKE, PHIL

CLARKIN, PHYLLIS

WHEB, Portsmouth, N. H.

COHN, JEAN ARDEN

COLBERT, JEAN

CBS Workshop, Radio Guild, Lux Theatre.

COLE, SYLVIA

Famous Jury Trials, Joe and Ethel Turp.

COLEMAN, CONSTANCE

WHN, Consumers Club, WSFA, Montgomery, Ala.

COLLINS, TOM

CBS, Read Jim, The Gallant Heart.

COLLYER, BUD

Superman, Truth or Consequences.

COLMAN, RONALD

NBC, Everything for the Boys.

COLOMNA, JERRY

NBC, The Bob Hope Show.

CONNORS, FRANKIE

NBC, Finders Keepers.

CONNERY, JOHN

Texaco Star Theatre, Joe and Mabel, School of the Air.

CONTE, JOHN

Maxwell House Coffee.

COOK, IRA

KFAC, Los Angeles, Calif. Lucky Lager Time.

COOK, TOMMY

CBS, Blondie.

COON, DOROTHY

WTOL, Toledo, O.

COOPER, JERRY

WOR, The Jerry Cooper Show.

CORRELL, CHARLES J.

Amos 'N' Andy.

CORDER, BLAINE

Pepper Young's Family, Radio Guild, Rudy Vallee Show.

COREY, LEE

KDKA, Pittsburgh, Pa.

COSTELLO, LOU

NBC, Abbott and Costello.

COTSWORTH, STAATS

Portia Faces Life, Superman, Casey, Press Photographer, Man Behind the Gun, Famous Jury Trials.

COTTEN, JOSEPH

KNX, America, Ceiling Unlimited.

COURTNEY, ALAN

1280 Club, Korn Koblbers, WOV, New York.

COWAN, IRENE

Pittsburgh, Pa.

COWLING, SAM

WENR, Chicago, Ill.

CRAMER, MARJORIE

The Black Hood.

CRAWFORD, PERCY REV.

MBS, Voice of Phophecy.

CREOKE, PHYLLIS JEANE

Canteen Girl, My True Story, We, The People.

CROMWELL, RICHARD

NBC, Those We Love.

CROSBY, BOB

NBC, Old Gold Show.

CROSBY, HARRY LILLIS

(Bing) Kraft Hour.

CROWLEY, MATT

We, The People, Road of Life, John's Other Wife.

CURLEY, LEE

WGN, Tom Mix Straight Shooters.

JACK HALEY

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Irene Beasley

CURTIN, JOSEPH

Second Husband, Al Jolson.
True Story, Mr. and Mrs.
North.

CURTIS, CLAIRE E.

Salute to Allies, Freedom's
Workshop.

— D —

DAAB, KEN

NBC, Westinghouse.

DABNEY, AUGUSTA

WGN, KPO, KGO.

DA COSTA, MORTON

WCAU-WTMJ, School of the
Air.

DALEY, CASS

Kraft Music Hall, Sammy
Kaye Program.

DANBRIDGE, RUBY

Amos 'N' Andy, Hoagy Car-
michael, Judy Canova, Lux
Theatre, Silver Theatre.

DANIELS, MARK

KEX-RGW.

DART, VELMA

KDKA, Pittsburgh, Pa.

DARWIN, MARY

Manhattan Mother, Big Town,
We, the Abbots.

DAVE, RED RIVER

WOR.

DAVIDSON, BILL

KECA, Memories in Melody.

DAVIES, GWEN

CBS, Blue, Blind Date, Let's
Pretend.

DAVIS, DICK

Lux Theatre, I Love a Mys-
tery, One Man's Family.

DAVIS, DIX

NBC, A Date with Judy.

DAVIS, HUMPHREY

Portia Faces Life, David
Harum.

DAVIS, JACK

Gangbusters, Helen Hayes,
Just Plain Bill.

DAVIS, JOAN

Frank Morgan Show, Sealtest
Village Store.

DAWN, BENDER

One Man's Family.

DAY, DENNIS

Grape-Nuts Flakes.

DAY, NORMA

KCMC, Texarkana, Tex.

DEAN, EDDIE

CBS, Judy Canova Show.

DEANE, VIRGINIA

March of Time, Alice Blair,
Manhattan at Midnight.

DECAMP, ROSEMARY

Dr. Christian.

De LEON, RAOUL

March of Time, This Is War,
Cavalcade.

DePOLENZSKA, BARONESS

WINS, WAAT.

DeSANTIS, JOSEPH

March of Time, Gaugbusters,
Kate Smith.

DESOURDY, M.

CKRC, Winnipeg, Manitoba,
Can.

DEVINE, ANDY

Melody Round-Up.

DEVITT, ALAN

Girl Interne.

DIAMOND, STEPHANIE

KDKA, Pittsburgh, Pa.

DICKS, TERRY

School of the Air, Behind the
Mike, Goldbergs, Coast to
Coast.

DICKESON, PATRICIA

KOL, Omaha, Neb.

DICKSON, ARTELLS

School of the Air, CBS Work-
shop.

DILLON, JANE

WTIC, The Story Club.

DOLOKHOV, ADELE

KDKA.

DONSON, JIMMY

The Aldrich Family.

DONALD, PETER

Guess Who? Can You Top
This?

DONALDSON, TED

Life Can Be Beautiful, Against
the Storm.

DONNELLY, ANDY

Hearts in Harmony, Second
Husband, Aldrich Family,
Philip Morris Playhouse.

DONNERWORTH, DIANA JOAN

Dr. Christian, Our Barn, Coast
to Coast on a Bus.

DOOLITTLE, DON

Author's Playhouse, Brewster
Boy, Mystery House.

DORN, CYRILLA

Cavalcade of America, David
Harum, March of Time, CBS
Workshop.

DOUGLAS, DON

Three Musketeers, School of
the Air, Friend in Need, Grand
Central Station, The Black
Castle, MGM Screen-Test.

DOUGLAS, JACK

What's New?

DOUGLAS, SCOTT

Gangbusters, Counter Spy, Ald-
rich Family, Crime Doctor.

DOUGLAS, SHARON

Sealtest Village Store.

DOWNEY, MORTON

Songs by Morton Downey.

DREICER, MAURICE

WWRL, Woodside, L. I.

DRESSLER, ERIC

Cavalcade of America, Kath-
leen Norris, Lux Theatre.

DREW, BARRY

Lux Theatre, Woodbury Play-
house.

DREYFUSS, MICHAEL

Let's Pretend, Arch Oberler's
Plays.

DULE, IRENE

WHK.

DUMKE, RALPH

Hook and Ladder Follies.

DUNN, EDDIE

Fun with Dunn.

DUNN, RICHARD

WSM, Nashville, Tenn.

DUNNINGER

Kem-Tone.

DURANTE, JIMMY

CBS, Durante-Moore Show.

DYKENFORTH, ROBERT

Human Adventure.

— E —

EAGER, JOHNNY

NBC, Finders Keepers.

EAST, ED & POLLY

Ladies Be Seated, Fun and
Folly with Ed and Polly.

EASTMAN, CARL

Helen Hayes, Kate Smith, Mr.
District Attorney.

EASY ACES

EDMUNDS, CLAIRE

Meet Mr. Meek.

EDWARDS, JACK Jr.

Aunt Mary.

EDWARDS, RALPH

NBC, "Truth or Consequences."

ELKINS, JEANNE

Reader's Digest, Gangbusters,
We Love and Learn.

ELLEN, MINETTA

One Man's Family.

ELLIS, BOBBY

WGN, Freedom of Oppor-
tunity.

ELLIS, MAURICE

Goldbergs, Portia Faces Life.

ELMER, ARTHUR

It Paps to be Ignorant, Hall
of Fame, Basin St.

ELSPETH, ERIC

Big Sister, Crime Doctor,
Grand Central Station.

ELSTER, ANNE

Stella Dallas.

EMERSON, HOPE

Durante-Moore, Duffy's Tav-
ern, Reader's Digest, Eddie
Garr Revue, Right to Happi-
ness, Easy Aces, Goldbergs, Ed
Wynn Show, Portia Faces Life.

EMERY, BOB

Rainbow House.

**AGNES
MOOREHEAD**



**BOB
BURNS**

EMORY, CARL

Light of the World, Terry & the Pirates.

EMERY, DOROTHY

Little Grey Lady, Our Real Riches, Philip Morris Playhouse.

EMERY, KATHERINE

Our Gal Sunday, Manhattan at Midnight, Listen America.

ERICKSON, LOUISE

Great Gildersleeve, Date with Judy.

EUSTIS, ELIZABETH

March of Time, Camel Show, Big Sister.

EVANS, GEORGE

EVELYN, JUDITH

CBS.

EVERETT, ETHEL

Kate Smith Hour.

EVERETT, MICHAEL

Five Star Final.

— F —

FANT, ROY

David Harum, Valiant Lady.

FARRELL, JANE

WMBH, Joplin, Mo.

FELTON, HAPPY

NBC, Finders Keepers.

FELTON, VERNA

Sealtest Village Store.

FENWICK, ELLEN

CBS, NBC.

FIELDS, GRACIE

BLUE, Gracie Fields Show.

FILLBRANDT, LAURETTE

WGN.

FISHER, HELEN

KELO, Sioux Falls, S. Dak.

FITCH, LOUISE

That Brewster Boy, Road of Life, Guiding Light.

FITZGERALD, ED

WOR, BLUE, The Fitzgeralds.

FITZGERALD, PEGEEN

WOR, BLUE, The Fitzgeralds.

FLIPPEN, J. C.

CBS, Correction Please.

FLYNN, CHARLES

Jack Armstrong, Bachelor's Children.

FORBES, DON

Richfield Reporter, Bob Burns, Vox Pop, Sinatra Show, Spotlight Bands, Comedy Theatre.

FORBES, MURRAY

Ma Perkins, Mary Marlin, Guiding Light.

FORD, HELEN

Paul Whiteman, Ipana, Music Hall of Fame, Rudy Vallee.

FORD, ED (Senator)

Can You Top This?

FORD, PAUL

Manhattan at Midnight, Famous Jury Trials, Ellery Queen.

FORESTER, WILLIAM

Uncle Natchel, Report to the Nation.

FORMAN, JOE

WFIL, Philadelphia, Pa.

FOUNTAINAIRES (Quartet)

Sealtest Village Store.

FOX, JANET

Road of Life, Famous Jury Trials, Manhattan at Midnight, School of the Air.

FOX, TEMPLETON

NBC, Those We Love.

FRAMER, WALT

FROST, ALICE

Big Sister, The Shadow, Philip Morris, Mr. and Mrs. North.

FULLER, DR. CHARLES C.

Pilgrim Hour.

— G —

GAINES, REUBIN

MBS, Music Depreciation.



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8:30 CBS
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. . . **RADIO ARTISTS** . . .

GAIR, SONDRÁ
WGN, Chicago Theatre of the Air.

GARDE, BETTY
BLUE, CBS, NBC, Ethel Barrymore Show.

GARDINER, REGINALD
Guest appearance.

GARDNER, ED
(Arlie)
NBC, Duffy's Tavern.

GARY, ARTHUR

GATES, RUTH
Mr. Keen, We, The Abbots, Rudy Vallee, Pepper Young's Family.

GAXTON, WM.
Chase & Sanborn Hour.

GAYNOR, JANET
CBS, Hollywood Showcase.

GEER, WILL
CBS Workshop, School of the Air, Aunt Jenny, Grand Central Station.

GILES, PAUL KIRK
Cavalcade of America, March of Time, Texaco Star Theatre.

GILLEN, DOLORES
When a Girl Marries, Mary Marlin, Amanda.

GILMAN, LUCY
One Man's Family, Bachelor's Children, I Love a Mystery.

GILMORE, DOUGLAS
We Are Always Young.

GILMOUR, ELLEN M.
Women's News, Health Meter.

GODFREY, ARTHUR
WABC, Arthur Godfrey.

GOFF, TUFFY (Abner)
BLUE, Lum 'n Abner.

GOODKIN, ALICE SHERRIE
Kitty Foyle, Bright Horizon, Easy Aces.

GOODWIN, BILL
CBS, Burns & Allen, Frank Sinatra.

GORCEY, LEO
Blue Ribbon Town.

GORDON, BERT
NBC, Eddie Cantor.

GORDON, CHARLES
Ellery Queen, School of the Air, Pursuit of Happiness.

GORDON, DON
Ma Perkins, Road of Life, Hot Copy, Captain Midnight.

GORDON, MARY
Sherlock Holmes.

GOSDEN, FREEMAN F.
Amos 'n Andy.

GOSE, CARL
Little Orphan Annie, Just Plain Bill, David Harum.

GOULD, MITZI
Life Can Be Beautiful.

GOULD, SANDRA
Cisco Kid, Armstrong Theatre, Bright Horizon, Duffy's Tavern.

GRAHAM, FRANK
NBC, Cavalcade; BLUE, Man Called X.

GRAINGER, SHARON
First Nighter, Hot Copy, Doctors at War, Author's Playhouse, Road of Life.

GRAY, BILLY
Abbott & Costello.

GREEN, DOROTHY
Mid-day Serenade, Tea Time Tales.

GREEN, EDDIE
NBC, Duffy's Tavern.

GREENE, DENIS
Sherlock Holmes.

GREENE, ROSALINE
Grand Central Station, Valiant Lady.

GREENHOUSE, MARTHA
Chaplain Jim, David Harum, Let's Pretend.

GREENWOOD, CHARLOTTE

BLUE, Charlotte Greenwood Show; NBC, Pepsodent Show.

JACKSON BECK

ACTOR

ANNOUNCER

NARRATOR



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May I express my sincere thanks to the directors and agencies for thinking of me when casting their shows. I am grateful to them, not only for calling me so often, but for giving me the opportunity of playing so varied a number of parts. Once again many thanks.

Sincerely,

Tony Barrett

LExington 2-1100



JIM BOLES

Leading Man



ATHENA LORDE BOLES

Comedienne

LE. 2-1100

GREY, BILL

CBS, Jack Kirkwood.

GREY, NAN

NBC, Those We Love.

GRISCOM, BERT

WPEN, Philadelphia, Pa.

GRUENBERG, SIDONIE

WOR, For Parents Only.

GRUNDY, DORIS

Finders Keepers, School of the Air, Right to Happiness, Goldbergs.

— H —

HAAAG, BOB

CBS, Death Valley Sheriff.

HACKETT, W. J.

Five Star Final, Headlines on Parade, Life Can Be Beautiful.

HAEBERLE, ARLETH

WTCN, Minneapolis, St. Paul, Minn.

HAINES, LARRY

Man Behind the Gun, Mr. District Attorney, Stage Door Canteen.

HALEY, JACK

NBC, Sealtest Village Store.

HANES, BOB

WGY, Schenectady, N. Y.

HARE, WILL

They Burned the Books, Salute to Youth, March of Time, True Story.

HARRIS, SYBIL

WSIX, WSM, Nashville, Tenn.

HATHAWAY, JOY

Amanda, March of Time.

HAYES, GABBY

Blue, Andrew Sisters.

HAYMES, DICK

NBC, Everything for the Boys.

HAYWARD, HELEN

We the Abbots, Meet Mr. Meek, Manhattan at Midnight.

HENDRICKSON, ROD

Gangbusters, Mollie Mystery, Mr. & Mrs. North, Information Please.

HERBERT, WILMS

WGN

HEREFORD, JOHNNIE

CBS, NBC.

HERMAN, GEORGE

The Goldbergs, Radio Guild, Valiant Lady.

HERN, ARTHUR

WGN, Human Adventure, Freedom of Opportunity.

HERSHFIELD, HARRY

Can You Top This.

HERSHOLT, JEAN

CBS, Dr. Christian.

HILL, RUTH K.

Helen Mencken, Treasury Hour, Irene Rich, Silver Theatre.

HILLIARD, HARRIET

Red Skelton Show, Adv. of Harriet & Ozzie.

HIRST, DON

Silver Theatre, Calling All Cars, Adv. of Frank Farrell.

HOENY, WINFIELD

Mystery Man, Kitty Kelly, The Shadow.

HOIER, TOM

The World Is Yours, Mystery Man, School of the Air, Kathleen Norris.

HOLAHAN, ANNE

Arch Oboler Plays, 26 by Corwin, Grand Central Station, Report to the Nation.

HOLLAND, JOSEPH

Gangbusters, Rudy Vallee, Kate Smith Show, John's Other Wife.

HOLLAND, ROBERT

Renfrew of the Mounted, Joe & Ethel Turp.

HOLLAND, TOM

CBS, Suspense, I Was There, This Is My Story.

HOLMES, LOIS

Hearts in Harmony, Big Sister, Five Star Final, Mr. Keen.

HOLT, VIVIAN

Second Husband, Widder Brown, Just Plain Bill.

**NORMA
NILSSON**

(Age 7)

Lux Show

Burns and Allen

Cavalcade of America

This Is My Best

Chase & Sanborn

Arch Oboler

Salute to the Treasury

(Henry Morgenthau)



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Second Husband, Our Gal Sunday, Reg'lar Fellers, Just Plain Bill.

HOOKER, BOBBY
MBS, Hookey Hall.

HOPE, BOB
NBC, Pepsodent Hour.

HOPKINS, BARRY
Famous Jury Trials, Aldrich Family, Portia Faces Life, Second Husband.

HOPPER, HEDDA
CBS, Hollywood Showase.

HORTON, EDWARD EVERETT
Blue Ribbon Town.

HOWARD, EUNICE
Pepper Young's Family, American Family Robinson, Fred Allen Show, Kathleen Norris.

HOWARD, JOE E.
CBS, Gay Nineties Revue.

HOWARD, TOM
It Pays to Be Ignorant.

HOWES, MARY
Life Can Be Beautiful, Young Dr. Malone, Sky Over Britain, Letters to London.

HUBBARD, IRENE
Claudia, Helpmates, Amanda, Our Gal Sunday.

HUBBIER, IRMA
WPEN, Philadelphia, Pa.

HUGHES, HAROLD
KOIL, Omaha, Neb.

HULL, WARREN
CBS, Vox Pop.

HULICK, BUDD
Hook N Ladder Follies.

HUNDINGER, RENA
Surprise Party, Sunrise Serenade, Drama Time.

— I —

INGLESE, ELIZABETH
Manhattan at Midnight, We the People, Reader's Digest, Blind Date.

INTRATOR, ILSE
Dedicated to the Truth, Our Secret World.

IRELAN, JOHN
Native Son, Ave Maria Hour.

KABBLE, ISH
(Mervyn Bogue)
NBC, Kay Kyser Show.

IVES, RAYMOND, JR.
Adv. of a Modern Mother, John's Other Wife, Lone Journey.

— J —

JAMES, IRMA
Road of Life, Helen Trent, Five Star Final.

JANIS, ELSIE
California Carry On.

JANNEY, LEON
Chick Carter, Boy Detective.

JARVIS, AL
NBC, CBS

JEPHSON, EDWARD
Mystery Man, Light of the World, Crime Club.

JEWELL, ISABEL
Newsmakers, Press Club, I Love a Mystery.

JOHNSON, JIM
WGN, Freedom of Opportunity.

JOHNSON, PARKS
CBS, Vox Pop.

JOHNSON, RAYMOND EDWARD
CBS, Inner Sanctum.

JOHNSTONE, BILL
KOIL, Omaha, Neb.

JORDAN, JIM
NBC, Fibber McGee & Molly.

JORDAN, MARIAN
NBC, McGee & Molly.

JORY, VICTOR
CBS, Dangerously Yours.

JOSTYN, JAY
NBC, Mr. District Attorney.

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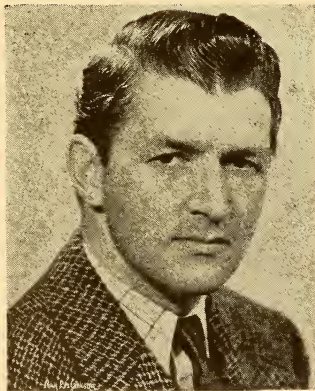


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ROYCE, BARBARA
Famous Jury Trials, Bright
Horizon, Ave Maria Hour.

ROYCE, REGIS
Ellery Queen, When a Girl
Marries, Grand Central Station.

— K —

KADEL, CARLTON
In Time to Come, Red Ryder.

KAREN, ANNA
Commandos, Philip Morris
Playhouse, Superman.

KAY, BEATRICE
NBC, Gaslight Gayeties.

KAYE, MILTON
BLUE.

KAYE, VIRGINIA
Chaplain Jim, Treasury Star
Parade, Manhattan at Mid-
night.

KEANE, CHARLOTTE
Lorenzo Jones, My True Story,
Men Machines, Victory.

KEANE, TERESA (Teri)
Aldrich Family, David Harum.

KEARNS, JOSEPH
CBS, Suspense, Ozzie & Har-
riet; NBC, Judy Canova, Rudy
Vallee, Jack Benny, Amos 'n
Andy, Sherlock Holmes.

KEATH, DONNA
Judy & Jane, Ma Perkins,
Helen Trent, CBS Workshop.

KEATING, LARRY

KEEFER, DON
Blondie, Just Plain Bill, NBC
Television, Marco Polo.

KEENE, WILLIAM
That They Might Live, Radio
Reader's Digest, Counter Spy.

KEITH, MAXINE

From Me to You, 7 to 17
Club, Musical Contrasts.

KEITH, RICHARD K.
Bright Horizon, Mary Marlin,
Aldrich Family.

KELK, JACKIE

Aldrich Family, Rosemary,
Superman.

KELSO, BILL
Bill Kelso Record Session.

KEMBLE, DIANA
Alan Young Show.

KENT, BOB
KFH, Wichita, Kans.; Phan-
tom Theatre, Parlor Play-
house.

KERMAN, DAVID
Stage Door Canteen, Dick
Tracy, Hall of Fame.

KETZEL, PITTI
NBC.
KILPACK, BENNET
Mr. Keen, Young Widder
Brown, Linda's First Love.

KING, JEAN
Death Valley Days.

KING, JOHN REED
WOR, Double or Nothing.

KIPP, EMILY
Manhattan at Midnight, Kate
Smith, We Love and Learn,
Bright Horizon, Screen Test,
Weird Circle, Eddie Cantor.

KIRKLAND, ALEX
Helen Hayes, Big Sister,
School of the Air.

KIRKLAND, MURIEL
Kate Smith, Rudy Vallee,
Lux Theatre, Central City.

KIRKWOOD, JACK

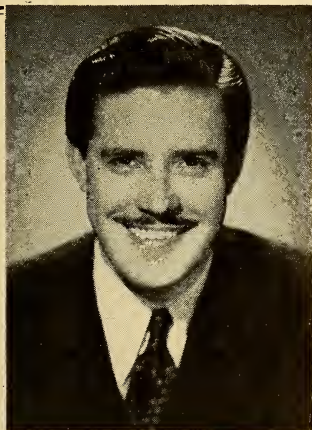
CBS, Jack Kirkwood Show.

KITTELL, CLYDE
Mary Foster, American Family
Robinson, Lowell Thomas.

KNIGHT, ETHEL BLUME
Easy Aces, Aldrich Family,
Joyce Jordan.

KOHL, ARTHUR
Mary Marlin, Right to Happi-
ness, Ma Perkins.

KROMAN, DAVID
WGY.



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KUMMER, ELOISE
Hot Copy.

KYSER, KAY

— L —

ABELLE, CLAUDE
KGO.

ABELLE, RUPERT
Mary Marlin.

LAKE, ARTHUR
Blondie.

LANDICK, OLYN
CBS, Death Valley Sheriff.

LANGLEY, ROLLY
KGO.

LANNARD, HERBERT
Free World Theatre, Lux Theatre, Lights Out.

LARABEE, LOUISE
Famous Jury Trials, Mary Marlin, Valiant Lady.

LASCHELLES, GEORGE
WGY, Schenectady, N. Y.

LASSNER, ADELAIDE
KDKA, Pittsburgh, Pa.

LATIMER, ED

Inner Sanctum, Helen Trent, Famous Jury Trials, Strange Dr. Weird, Thin Man, Armstrong Theatre, Grand Central Station, Mollie Mystery, Mystrerious Traveler.

LAUCK, CHET (Lum)
BLUE, Lum 'n Abner.

LAURIE, JOE, JR.
Can You Top This?, Guess Who?

LAWRENCE, CATHY
Pepper Young's Family, Helen's Home, Road of Life.

LAWRENCE, GERTRUDE
Revlon Revue.

LAYNE, ZELLA
I Want a Divorce, Hawthorne House, Dr. Kate.

LAZAR, WILLIAM
Philip Morris Playhouse, Crime Doctor, The Bond Wagon.

LEAF, ANN
Woman of Courage, Amanda, Lorenzo Jones.

LE DOUX, LEONE
Blondie.

LEE, MADELINE
Report to the Nation, CBS Workshop, Bright Horizon.

LEEDS, DAVID
You're in the Army Now, On Your Job, Aldrich Family.

LE GRAND, DICK
The Great Gildersleeve.

LEHR, ELMER
Valiant Lady, Radio Guild, The World Is Yours.

LEIGH, SYLVIA
March of Time, Aldrich Family, We the People, Manhattan at Midnight.

LEMKE, IRMA
WGY, Schenectady, N. Y.

LENKOW, BERNARD
Fred Allen, Kate Smith, Ripley, Easy Aces.

LEON, PAUL
Star Theatre, Kate Smith, Campbell Playhouse.

LEONARD, GENE
Gangbusters, Ellery Queen, Second Husband.

LEONARD, LILLIAN
Gay Nineties Revue, CBS.

LEONE, DANNY
Aldrich Family, Superman, Pepper Young's Family.

LESSER, JERRY
Gangbusters, Rudy Vallee, Mr. District Attorney.

LESTER, BILL
KOY, Phoenix, Arizona; Victory Playhouse.

LETHIN, ANITA
WMBI, Chicago, Ill.

LEVERTON, BUCK
WFHR, Wisconsin Rapids, Wis.

LEWIS, ABBY
Dr. Christian, City Desk, By Kathleen Norris, Aldrich Family.



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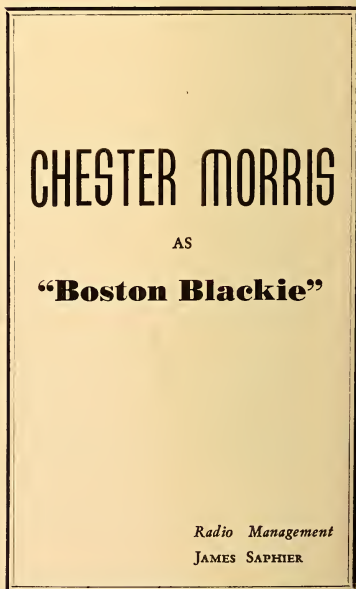
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March Of Time

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JAMES SAPHIER

LEWIS, CATHY
CBS, I Love a Mystery.

LEWIS, FORREST
CBS, I Love a Mystery.

LEWIS, JEAN
Cynthia Stevens, Little Blue Playhouse, Aldrich Family.

LEWIS, RALPH
Mary Marlin, Prudential Family Hour, Woman of America.

LEWIS, TOM
WHO, Des Moines, Iowa.

LIEBEN, MELVA
KOIL, Omaha, Neb.

LINKLETTER, ART
NBC, People Are Funny.
CBS, G. E. House Party.

LINN, MILDRED
Manhattan at Midnight, Palm Olive, We the People.

LIPTON, BILL
Chick Carter, Let's Pretend.

LISKA, MRS. JOSEPH
WFHR, Wisconsin Rapids, Wis.

LISS, RONNY
Portia Faces Life, Cities Service.

LITTEL, PATTI
KDKA, Pittsburgh, Pa.

LIVINGSTONE, MARY
Grape Nuts Flakes, Jack Benny Show.

LLOYD, HAROLD
NBC, Comedy Theatre.

LLOYD, JACK
The Commandos, Date With Judy, Air Theatre.

LLOYD, JACK
Kate Smith Show, Dr. Christian, Portia Faces Life, My Best Girls.

LORING, KAY
Pepper Young's Family, John's Other Wife, Second Husband.

LOUISE, ARTHUR
KHJ, Michael Shane Series.

LOVEJOY, FRANK
Brave Tomorrow, Mr. & Mrs. North.

LOVELESS, WENDELL P.
WMBI, Chicago, Ill.

LOWE, MARYLIN
Cavalcade, Helen Hayes, Big Town.

LOWERY, FRED
Horace Heidt's Treasure Chest.

LUBIN, LOU
NBC, Amos 'n Andy.

LUDDY, BARBARA
MBS, First Nighter.

LUPINO, IDA
NBC, CBS.

LYNN, ROBERT
Showboat, Five Star Final, Gangbusters.

LYTELL, WILFRED
Just Plain Bill, Editor's Daughter, Dan Wilson.

— M —

MACBRYDE, JACK
Death Valley Days, Mandrake, Amanda.

MACDONALD, FLORETTA
KFAC, Los Angeles, Calif., Musical Scrapbook, America Calling.

MAC DONOUGH, SARAH
KELD, El Dorado, Ark.; Peter Pan Players.

MACK, EDWARD
KDKA, Pittsburgh, Pa.

MACK, GILBERT
The Thin Man, Arch Oboler's Plays, Lights Out, Kate Smith, Inner Sanctum, Grand Central Station, True Detective Mysteries, Bulldog Drummond, We the People.

MacLAUGHLIN, DON
Twig Is Bent, Lincoln Highway, Death Valley Days, Mary Marlin, Counter Spy.

MacQUARRIE, HAVEN

McBRIDE, MARY MARGARET
NBC.

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BLUE NETWORK

War Correspondent



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McCAMBRIDGE, MERCEDES
I Love a Mystery.

McCAMMON, BESS
Helen Trent, Lone Journey.

McCARTHY, CHARLIE
Chase & Sanborn Hour.

McCOMB, KATE
Heart of Julia Blake, Kate Smith, Cavalcade of America.

McCONNELL, LULU
It Pays to Be Ignorant.

McCOY, JEAN
Chick Carter, Aldrich Family, Pepper Young's Family.

McGEEHAN, PAT
CBS, Don't You Believe It, That's a Good Idea, Suspense, NBC, Abbott & Costello, Ginny Simms, Moore-Durante Show.

McGOVERN, JOHN
Kitty Kelly, Second Husband, Kate Smith.

McKENZIE, FAY
Blue Ribbon Town.

McMILLAN, BERYL
Life Can Be Beautiful.

McMULLEN, DOUG
WGY.

McNAUGHTON, HARRY
It Pays to Be Ignorant.

McNEILL, DON
Blue, Breakfast Club.

McVEY, TYLER
BLUE, Glamour Manor.

MACY, JERRY
NBC, CBS.

MAHAR, ELLEN
Lorenzo Jones, Amanda, Hearts in Harmony.

MAHER, WALLY
KHJ, Michael Shane Series.

MAIER, DR. WALTER A.
MBS, Lutheran Hour.

MALONE, TED
Between the Book-ends, History Is Fun, Blue Network, Overseas Correspondent.

MANDER, MARYELLYN
CBS, Jack Kirkwood.

MANSON, CHARLOTTE
Miss Hattie, Helen Trent, Keeping Up With the World, Nick Carter, Counter-Spy.

MARLOW, J. FRANK
WSM.

MARR, EDDIE
Jack Carson Show, Roma Wines.

MARSHALL, HERBERT
BLUE, The Man Called X.

MARSHALL, KITTY
KVCV.

MARSHALL, REG. D.

MARK, GROUCHO
Blue Ribbon Town.

MASON, SIDNEY
Guiding Light, Capt. Midnite, Tom Mix, Ma Perkins, Brewster Boy, Mystery House, Quiz Kids, Author's Playhouse, Starlight Trail.

MASON, SULLY
NBC, Kay Kyser.

MASSEY, MARY
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MASTERS, LYNN
Theatre of the Air, Peoples' Playhouse.

MATESON, RUTH
Against the Storm, This Life Is Mine, Lux Theatre.

MAXADON, JOHN
WJR.

MAYFAIR, ALICE
CKRC.

MEACHAM, MALCOLM
Ma Perkins, Kitty Keene, Road of Life.

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'Mr. & Mrs. North' NBC
'Grant Cummings'
'Second Husband' CBS



ED BEGLEY

Title Role "Charlie Chan" WJZ
"Chas. Daniels" in 'Big Sister' CBS
"Daniel Burke" in 'Mary Marlin' CBS



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. . . **RADIO ARTISTS** . . .

MENDL, SIR CHARLES
One Man's Family, Press Club,
Lux Theatre.

MENKEN, SHEPARD
Lincoln Highway, Grantland
Loose Sport Stories.

MERCEER, JOHNNY
Johnny Mercer's Music Shop.

MEREDITH, JAY
Salute to Youth, Chaplain Jim,
This Life Is Mine, Parker
Family.

MICHAEL, MARY
Bright Horizon, Lux Theatre,
Great Plays, Stella Dallas.

MIGUELINA, RIERA
WPAB, Ponce, Puerto Rico.

MILES, OGDEN
David Harum, Stella Dallas,
Front Page Farrell.

MILLER, MARVIN
Coronet Story Teller.

MILLER, SOPHIE
WKBY

MILLS, HUGH & JEAN
CHNS, Halifax, Nova Scotia.

MILO, HENRY
WINS.

MINNICK, MAURICE
Gangbusters, Goldbergs, Portia
Faces Life.

MITCHELL, SHIRLEY
Fibber McGee & Molly, Bob
Crosby, Groucho Marx.

MONKS, JAMES
Campbell Playhouse, The
Shadow, Big Sister.

MONTGOMERY, RALPH
KOIL.

MOORE, CARL
CBS, Coffee Club.

MOORE, GARRY
Durante-Moore Show.

MOORE, SCOTT
Easy Aces, John's Other Wife.

MOORE, VICTOR
Chase & Sanborn.

MOOREHEAD, AGNES
Orson Welles, Jack Carson
Show, Mayor of the Town.

MORELAND, MANTON
Bob Burns.

MORGAN, FRANK
Maxwell House.

MORGAN, RAY
Dr. Susan, Valiant Lady,
Americans at Work.

MORRIS, CHESTER
Boston Blackie.

MORRIS, ELSYE
WPEN.

MORRISON, BRET
First Nighter, Road of Life,
Ma Perkins, Theatre of the
Air.

MORTON, PHYLLIS
WCAE.

MOULTON, HAROLD
Lights Out, School of the Air.

MUELLER, MARVIN
Helen Trent, First Nighter.

MUNSON, ONA
Open House, Ona Munson in
Hollywood.

MURDOCH, KERMIT
School of the Air, Great
Plays, World Is Yours.

MURRAY, KEN
Which Is Which?

MURRAY, MILDRED
Kate Smith, Elsa Maxwell
Party Line, Hollywood News
& Personalities.

— N —

NAGEL, CONRAD
Radio Readers Digest.

NAPOLI, MRS. ANTHONY
WELO, Tupelo, Miss.

NEBLETT, JOHNNIE
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LILLIAN RANDOLPH



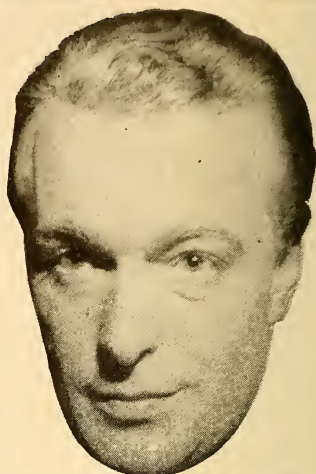
RUBY DANDRIDGE

Amos 'n' Andy
Hoagy Carmichael
Judy Canova



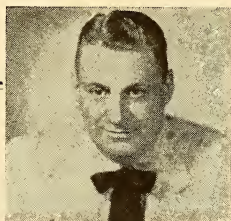
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NEGLEY, HOWARD JACK
NEELEY, HENRY M.
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WRRN, Warren, O.

NESBITT, JOHN
CBS, Passing Parade.

NEUMAYER, MARLOU
WENR, Capt. Midnite.

NEVARD, BILL
Madge Tucker's Show.

NEVARD, BUDDY
American Theatre Wing, Lunch Hour Follies.

NEVILLE, HARRY
When a Girl Marries, Radio Guild.

NIDAY, KATHLEEN
Mr. District Attorney, Death Valley Days, Just Plain Bill.

NIELSON, FRANCIS
March of Time, Murder Clinic, Ave Maria Hour.

NILES, KEN
Judy Canova Show.

NILES, WENDELL
Wendell & Prindle Show.

NILSSON, NORMA
Lux Theatre, Burns & Allen, Cavalcade, This Is My Best, Chase & Sanborn, Arch Oberler, Salute to the Treasury.

NOA, JULIAN
Superman, School of the Air, We the People.

NOLAN, JEANETTE
BLUE, Man Called X.

NOLLEY, EDMONIA
Helen Hayes, David Harum, Friend Indeed.

NUGENT, PAUL
Death Valley Days, Manhattan at Midnight, Easy Aces.

— O —

O'BRIEN-MOORE, ERIN
Rudy Vallee, John's Other Wife, Hammerstein's Music Hall.

O'DAY, MICHAEL J., JR.
Big Sister.

ODETS, FLORENCE
Friend Indeed, Lux Theatre, Hedda Hopper's Hollywood.

O'HARA, THOMAS G.
KOB Breakfast Party.

OLDHAM, LYNN MARY
Aunt Jenny, Big Sister, We, the People.

OLIVER, SHERLING
Helen Hayes, Vallant Lady, Man I Married.

OLMSTEAD, NELSON
World's Greatest Stories.
ORK, WILLIAM
WFL, Philadelphia, Pa.
O'SHEA, MICHAEL
NBC, Gaslight Gaieties.
O'SHEA, PATSY
Mary Marlin, Invisible Theatre, Bright Horizon.

— P —

PAGE, GALE
NBC, Star Playhouse.

PALMER, EILEEN
Man Hunter Mysteries.

PARKER, WARREN
Easy Aces, Kitty Kelly, Hit Parade.

PARKS, PAUL
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PECK, THEODORA

On Your Job, News Comes to Life, My Son and I.

PENLETON, FLORENCE

Mystery Man; We, the People.

PERSONS, FERN

Abe Lincoln's Story, The Baxters, Author's Playhouse, Theatre of the Air, Buster Brown Gang.

PETERSON, CAROL

Coast to Coast, Our Barn, Vic & Sade.

PETERSON, MARY JO

Lands of the Free, Drama of the Week, My True Story.

PETERS, MARTHA E.

KOB Concert Hall.

PETERSON, NANCY

Aldrich Family, Adventures in Reading; We, the People.

PHELPS, ELEANOR

Armstrong Theatre, Columbia Workshop.

PHILLIPS, ANITA

Corwin Cycle, Stage Door Canteen, School of the Air.

PHILLIPS, LYNN

CBS Workshop, Gangbusters, Believe It or Not.

PIEMONTE, VICTOR

BLUE.

PIERCE, MADELEINE

Pepper Young's Family, Aunt Jenny, Big Sister.

PIGOTT, H. L.

CHNS, Halifax, Nova Scotia.

PODMORE, WILLIAM

Joyce Jordan, Second Husband, Great Plays.

POE, AILEEN

Valiant Lady, That's Life, When a Girl Marries.

POLLAKOV, JULIA

Personal Column of the Air, 25 Years Ago, First Offender.

POPE, RONALD

KVCV, Redding, Calif.

POTUSNIK, BLAZENA

WEDC, Chicago, Ill.

POTUSNIK, VLASTA

WEDC, Chicago, Ill.

POULTON, LIONEL

KDKA.

POWELL, DICK

Campana Serenade, Fitch Band Wagon.

POWERS, LEONA

Betty & Bob, Helen Hayes, Second Husband.

PRENTISS, ED

Captain Midnight.

PRESTON, WALTER

The Show Shop.

PRICE, HILDRED

Court of Missing Heirs, Ma Perkins, Kitty Keene.

PRINDAVILLE, MAYBELE

Authors Playhouse, Theatre of the Air.

PRINDLE, DON

Wendell & Prindle Show.

PROVENDIE, ZINA

American Theatre of the Air, Goldbergs, It's Up to You.

PUTMAN, GEORGE ARTHUR

Portia Faces Life, Can You Top This?, Boscol Coffee News.



QUIZ KIDS

BLUE.

QUIZ, PROFESSOR

NBC.



RACKIN, MELVIN

RADAMES, MAYORAL

WPAB, Ponce Puerto Rico

RAFFETTO, MICHAEL

One Man's Family.

RANDOLPH, LILLIAN

Great Gildersleeve, Birdie, Al Pearce, Lux Theatre, Big Town.

RASKYN, SAM

Claudia, Duffy's Tavern, Aldrich Family.

RATHBONE, BASIL

Sherlock Holmes.

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RADIO ARTISTS

RAWLS, EUGENIA
Kate Smith; We, the People.

READ, SUE
Man About Town, Bali Bra,
Hour of Prayer, Land of the
Lost, Maxwell House, My True
Story, On Stage Everybody.

REED, ALAN
Flagstaff Show.

REED, LORENA
KFH.

REED, TOBE
Good Club Cheer, Fitch Band
Wagon, Don't You Believe It.

REED, VERNON E.
KFH.

REESE, TAYLOR
Helen Trent, Road of Life.

REIG, HOWARD
WGY, Schenectady, N. Y.

REINHART, ALICE
Life Can Be Beautiful, Gang-
busters, Romance, Inc., Casey,
Press Photographer.

REISS, EDA
Joe & Mabel, Campbell's Short
Story, The Avenger.

REMEY, ETHEL
Ellery Queen, Hearts in Har-
mony, Eddie Cantor.

RENAN, EMILE
Columbia School of the Air,
Commandos, Fred Allen.

RICE, ARLENE (Ailyn)
Manhattan at Midnight, Kate
Hopkins, Play Digest.

RICH, IRENE
Dear John.

RICHARDS, KURT
March of Time, My Daughter
Betty, Renfrew of the
Mounted.

RED, DON
Jack Kirkwood Show.

RIEHL, DONALD
KDKA, Pittsburgh, Pa.

RIGGS, TOMMY
Tommy Riggs & Betty Lou.

RILEY, GEORGE
Furlough Fun.

ROBBIN, JANE
Gangbusters, Mr. District
Attorney, Philip Morris.

ROBERTS, KENNETH
Joyce Jordan, General Electric,
Easy Aces.

ROBERTSON, ARNOLD
Human Adventure.

ROBINSON, BARTLETT
Woman of Courage, Boy Meets
Band, Helen's Home.

ROBINSON, FLORENCE
Duffy's Tavern.

ROBINSON, LARRY
Woman of Courage, Philip
Morris, Helen Hayes.

ROBINSON, LELAND REX
Let's Face the Issue.

ROGERS, ROC
Ellery Queen, Mr. & Mrs.
North, Mollie Mystery Theatre,
Valiant Lady, Cisco Kid, Light
of the World, Gangbusters;
We, the People; March of
Time.

ROGERS, ROY
MBS, Roy Rogers Show.

ROOS, JOANNA
Famous Jury Trials, Strange
as it Seems, Joyce Jordan.

ROSKOVSKAYA, MIRA
Goldbergs.

ROSS, EARLE
Great Gildersleeve.

ROSS, NORMA JEAN
That Brewster Boy.

ROTH, BEA
Marlowe's Gate, Once a Week,
Paula Stone Program.

ROUVEROL, JEAN
One Man's Family.

ROY, CECIL
Goldbergs, Amanda, March of
Time.

ROYLE, SELENA
Kate Hopkins, Woman of
Courage, Strange as it Seems.

ROZAN, GERTA
Report to the Nation, Counter
Spy, Famous Jury Trials.

RUDICH, NATHAN
WNYC, New York, N. Y.

RUFFNER, TINY
The Better Half.

RYAN, EDDIE JR.
Aunt Jenny, Orson Welles, Kit-
ty Kelly.

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RADIO ARTISTS

— S —

ST. JOHN, HOWARD
Valiant Lady, Chase & Sanborn, Rudy Vallee.

SAN, BARBARA
Philip Morris, Men In Action.

SANDO, FLORENCE
KDKA.

SANFORD, FLORENCE
WGY.

SARGENT, NANNETTE
Human Adventure.

SARRICA, MARIANA
On Stage Everybody.

SASADA, NORMA
Young Widder Brown, Linda's First Love, Chaplain Brown.

SAUNDERS, BILL
WLS, Roanoke, Va.

SAVOY, HARRY
Kate Smith Show, Harry Savoy Show.

SCOTT, DOROTHY
KPKA.

SCOTT, MELVA
Women U. Actor

SCOTT, SYDNE
Big Sister, True Story, Kitty Kelly.

SCOURBY, ALEXANDER
Against the Storm, Wheatena Playhouse, Joyce Jordan.

SCULLY, FRANCES
Speaking of Glamour.

SEDELL, AMY
Death Valley Days, Easy Aces, Kate Smith.

SEDDON, GERRI
MBS.

SEIBOLD, EVALYNE
American Woman's Jury.

SERVATIUS, RAY
WSYR.

SERVAL, ANDRE
CKCV, Quebec, Que. Can.

SEYMOUR, JOHN D.
Mary Marlin, Superman.

SHANKLAND, RICHARD
WGN.

SHARPE, VIRGIL
KOIL.

SHAYNE, ROBERT
Grand Central Station, Portia Faces Life, Young Dr. Malone.

SHEEHAN, TESS
Woman of Courage, Young Dr. Malone, Claudia.

SHEFTER, BERT
Piano Playhouse

SHELDON (NED)
Aunt Jenny, Portia Faces Life.

SHELTON, GEORGE
It Pays to be Ignorant.

SHERIDAN, MICHAEL
Lux Radio Theatre, Famous Trials of History.

SHERIN ELO (UKIE)
Kraft Music Hall.

SHERMAN, ELEANOR
Goldbergs, Kleenex.

SHERMAN, RANSOM
Fibber McGee & Molly, Mirth & Madness.

SHIELDS, HELEN
Kathleen Norris, Amanda.

SHIELDS, FRED
American Rhapsody.

SHIPP, MARY
Screen Guild Players, We, the People, Dr. Christian.

SHORE, DINAH
Open House.

SIMMS, GINNY
Johnny Presents Ginny Simms.

SINGER, SUE
WHEB.

SINGLETON, PENNY
CBS, Blondie.

SKAPIK, MARTIN
KDKA.

SKELTON, RED
Raleigh Program.

SKINNER, CORNELIA OTIS
Dinah Shore.

SKULNICK, MENASHA
Goldbergs, Abie's Irish Rose, Aldrich Family.

SLATER, TOM
This is Ft. Dix.

SLOANE, EVERETT
Our Gal Sunday, Crime Doctor, Betty & Bob.

SMITH, FRED
WHK.

SMITH, CORA B.
Philip Morris, Aldrich Family, Joyce Jordan.

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The Four Eton Boys.

SMITH, HOWARD
Aldrich Family, Hit Parade,
Kate Smith.

SMITH, KATE
CBS, Kate Smith Show.

SMITH, MARK
Witch's Tale, Eno Crime Club,
Mr. Meek.

SMITH, THOMAS FREEBAIRN
MBS.

SNYDER, POLLY ROWLES
KDKA.

SPRINGER, DOLLY
American Woman's Jury.

STAFFORD, HANLEY
Toasties Time, Maxwell House.

STANLEY, MILTON
Our Secret World, Dedicated
to the Truth.

STAR RADIO TROUPE
KGFV.

STARK, CHARLES
Kate Smith, Gabriel Heatter,
Frank Singiser.

STARK, RICHARD S.
Hour of Charm, Cavalcade,
Life Can Be Beautiful.

STAVISKY, LOTTE
Against the Storm, Great
Plays, Radio Guild.

STEHLI, EDGAR.
Mr. Keen, Goldbergs, Easy
Aces, Aldrich Family.

STEVENSON, ALLAN
Salute to Youth, Gangbusters,
Mary Marlin.

STEWART, BETTY
Chase & Sanborn, Lux Theatre,
Manhattan at Midnight.

STEWART, PAUL
March of Time, Easy Aces,
CBS Workshop.

STEWART, TOMMY
WSLS.

STONE, ANNE
Bright Horizon, Joyce Jordan,
Bulldog Drummond, Aldrich
Family.

STONE, SIDNEY
War Information Program, Joe
& Ethel Turp.

STRICKLAND, AMZIE
March of Time, Our Gal Sunday,
Jerry Cooper Show, My
True Story.

STRONG, MICHAEL
Bright Horizon, Underground.

STUART, SANDRA
Aunt Jenny, Valiant Lady,
Alibi Club.

STUELPNAGLE, RICKY
KVCV, Redding, Cal.

STYLES, HAL
KFWB.

SUBER, RAY
NBC, WGN.

SUMMERS, HOPE
Freedom of Opportunity.

SUTHERLAND, ELIZABETH
Counter-Spy, Amanda, Readers
Digest.

SWANEE & NANCY
KGFV.

SYRAN, BILL
American Women's Jury.

— T —

TACHNA, EDITH
Great Plays.

TACKNEY, STANLEY
WEVD, WBNX, WWRL.

TANSELL, BERTRAM
Commandos, We Love and
Learn, Suspense.

TATE, BETH
Murder Clinic, Aunt Matilda,
WOR Playhouse.

TAYLOR, ELIZABETH
KOY, Little Theater.

TAYLOR, REESE
Lone Journey, Mary Marlin,
Romance of Helent Trent.

TEMPLETON, ALEC
Texaco Star Theater.

TERRY, JOY
Hobby Lobby, Woman In Love,
Young Dr. Malone.

TERRY, RENEE
March Of Time, Kate Smith,
Henry Aldrich.

TETLEY, WALTER
Great Gildersleeve.

TETZEL, JOAN
Woman of Courage, When A
Girl Marries, Life Can Be
Beautiful.

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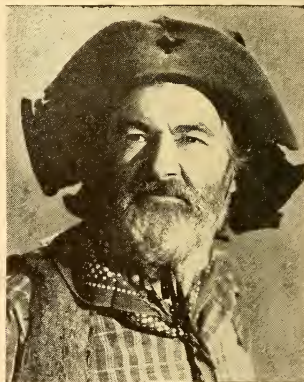
by

JESSYCA RUSSELL

Magazine Digest says: “Press agents who concoct the dynamite that explodes into personalities . . . only one Hollywood radio-publicity firm, Jack Melvin-Al Rackin, can be termed ‘stunt creators’ at this time.”

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BLUE Network

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Easy Aces, Abie's Irish Rose, Cavalcade of America, Kate Smith, Joe & Mabel, Grand Central Station, Mr. District Attorney.

THOMAS, DANNY

CBS—Toasties Time.

THOMPSON, D. J.

Right to Happiness, Ma Perkins, Lonely Women.

THOR, JEROME

The Avenger, Murder Clinic, Joe & Ethel Turp.

THORNTON, WILLIAM

Kitty Foye, Goldbergs, Pepper Young's Family.

TILLMAN, JOHN

Prince Matchabelli, Frank Sinatra Show, Andre Kostelanetz.

TILTON, MARTHA

CBS, Campana Serenade.

TOTTER, AUDREY

Bright Horizon, Readers Digest, Right to Happiness.

TRAVERS, MICHAEL ANN

Molle Mystery, We the People, True Story, Five Star Final, Women In Blue, Bright Horizon.

TREACHER, ARTHUR

KNX, CBS, Jack Carson Show.

TREMAINE, LES

Bob Crosby, Kraft Music Hall.

TUTTLE, LURENE

CBS. A Man Named Jordan, Dr. Christian, Blondie, NBC, Great Guildersleeve, Suspense, I Love A Mystery, Cavalcade of America, Corliss Archer.

TWEDDELL, FRANK

Against The Storm, Valiant Lady, We The People.

TYLER, BETTY JANE

Helpmates, We Love and Learn.

— U —

URCIUOLI, JOSEPH

WSYR, Syracuse, N. Y.

URRY, FRANCES

WGN, Chicago, Ill.

— V —

VAGUE, VERA

(Barbara Jo Allen) NBC, Bob Hope Show.

VALENTI, LILI

Texaco Star Theatre, Radio Guild, Pursuit of Happiness.

VALLEE, RUDY

NBC, Rudy Vallee Show.

VAN PATTEN, DICKIE

Aldrich Family, David Harum, Duffy's Tavern.

VAN ROOTEN, LUIS

CBS Workshop, School of the Air, David Harum, Valiant Lady.

VAN SICKLE, RAYMOND

David Harum, Young Dr. Malone, Julia Blake.

VASS, VIRGINIA

My True Story, Eddie Cantor, Death Valley Days.

VAUGHAN, BERYL

Freedom of Opportunity.

VICTOR, PAULA

Kate Smith Hour, True Story, We, The People.

VINTON, TESSA

Mr. Keene, Lorenzo Jones, We, The People.

VITEZ, JOAN

Claudia and David, The Goldbergs, Aunt Jenny.

VOLA, VICKI

NBC, Mr. District Attorney.

VON ZELL, HARRY

NBC, Dinah Shore Show, Eddie Cantor.

— W —

WALDO, JANET

NBC, One Man's Family, CBS, Meet Corliss Archer.

WALKER, JAMES J.

WOR, New York.

WALKER, MARGUERITE

Big Sister, Lorenzo Jones, World's Greatest Plays.

WALLACE, BERYL

NBC, Gilmore Furlough Fun.

WALLACE, LOUIS

WSYR, Syracuse, N. Y.

WALLACE, LEE

Rainbow House, People's Playhouse, Archie Andrews.

WALTER, JERRY

WGN, Chicago, Ill.

WALTMAN, ELMER

KDKA, Pittsburgh, Pa.

WARD, COLLEEN

Radio Readers Digest, CBS Workshop, Manhattan at Midnight.

WARD, GEORGE

Radio Readers Digest, Kate Smith, Jack Benny Show.

WARD, JACK

NBC.

WARD, PALMER

Aunt Jenny, Pepper Young's Family, Famous Jury Trials.

WAREN, HELEN

The Man I Married, Kate Hopkins, Big Town, True Story.

WATSON, GEORGE

Freedom of Opportunity.

WATSON, LIN

Boys' Town, Edith Adams Future.

WATTS, ELIZABETH

Our Secret World, Armstrong Theatre, We, The People.

WEBBER, PEGGY

NBC, Gallant Heart, Star Playhouse.

WEBER, KARL

Helen Trent, Mary Marlin, Bachelor's Children.

WELLES, ORSON

CBS.

WESTON, RUTH

Life Can Be Beautiful, Kate Smith, Aldrich Family.

WESTLEY, ELDEN

Your America, MBS.

WEAVER, NED

Young Widder Brown, Big Sister, Dick Tracy, Bulldog Drummond.

WIELEKER, JOHN

When a Girl Marries, David Harum, Parade of Progress.

WHIPPLE, CLARK (Doc)

Man I Married, One of the Finest, Liberty Short Stories.

WIDMER, HARRIET

Aunt Gemma.

WILLARD, DICK

MBS, Take It Easy Time.

WILLIAMS, BOB

CBS, NBC.

WILLIAMS, FLORENCE

Ave Maria Hour, John's Other Wife, Young Widder Brown.

WILLIAMSON, DUD

What's the Name of that Song?

WILLOCK, DAVE

Jack Carson Show.

WILLS, SI

Sealtest Village Store.

WINCHELL, PAUL

Blue, Winchell-Kaye Show.

WINSLOW, PAULA

Life of Riley.

WITHERSPOON, CORA

Against the Storm, The Andersons.

WOLCOTT, IMOGENE

What's Your Idea?

WOLFE, WINIFRED

One Man's Family.

WOLFSON, MARTIN

Betty and Bob, The Goldbergs, CBS Workshop.

WOOD, BRITT

CBS, Rhythm Inn.

WOODLING, MARVEL

KVCV, Redding, Calif.

WOODS, DONALD

NBC, Those We Love.

WOODS, SIDNEY KING

Child Heroes, Your Boy Reporter, At Our House.

WORCESTER, CHUCK

Columbia's County Journal.

WRAGGE, BETTY

Pepper Youngs Family, March of Time, Manhattan at Midnight.

— Y —

YARBROUGH, BARTON

One Man's Family, I Love a Mystery.

YOUNG, ALAN

Alan Young Show.

YOUNG, CARLTON

Hollywood Mystery Time.

YOUNG, ROBERT

Maxwell House Coffee.

YORKE, RUTH

Life Can Be Beautiful, John's Other Wife, CBS Workshop.

YOUNG, ROLAND

Dinah Shore.

— Z —

ZERBE, LAWSON

Against the Storm, Helen's Home, Aunt Jenny, Pepper Young's Family, Grand Central Station.

ZUCKERT, BILL

Life Can Be Beautiful, Lorenzo Jones, March of Time, Kate Smith.



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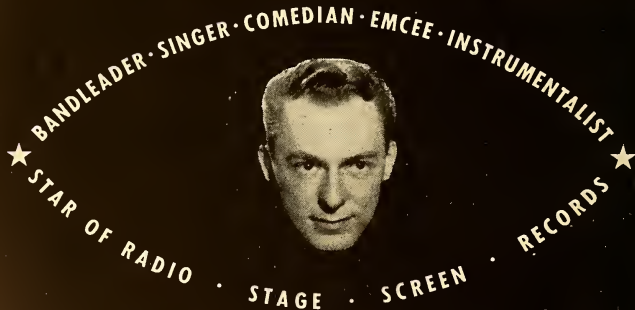
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Orchestra Leaders and Musical Conductors —their work during 1944

— A —

ADRIAN, LOUIS
NBC, The Saint

AGNEW, CHARLES
NBS

ALEXANDER, JEFF
NBC, Borden's; CBS, Fun With
Dunn

ALOMA, HAL
MBS

ANTONINI, ALFREDO
MBS, Treasure Hour of Song

ARDEN, VICTOR
CBS, American Melody Hour

ARMBRUSTER, ROBERT
NBC, Cavalcade of America;
Blue, Electric Show

ARMOUR, WALLY
CBC, Toronto Calling

ARMSTRONG, LOUIS
MBS

ART, WILLIAM
CBS, Blondie

ASHMAN, EDDY
MBS

AULD, GEORGE
CBS, MBS

AURANDT, RICHARD
NBC, A Song Is Born; CBS,
Heda Hopper Show

— B —

BAKALEINKOFF, CONSTANTIN
Blue, Hollywood Star Time

BAKER, DON
MBS

BARGY, ROY
CBS, Moore-Durante Show

BARLOW, HOWARD
NBC, Voice of Firestone

BARON, PAUL
CBS, Music That Satisfies

BARRON, BLUE
MBS

BARRY, GEORGE
MBS

BASIE, COUNT
MBS

BAY, VICTOR
CBS, Report to the Nation

BEECHAM, THOMAS SIR
MBS, Cleveland Orchestra

BELL, FRANK
CBS, Coffee Club

BENNETT, ROBERT RUSSELL
MBS, Music for an Hour

BETHANCOURT, JOSE
NBC, Echoes from the Tropics

BLACK, FRANK DR.
NBC, Serenade to America

BLACKTON, JAY
CBS, Johnny Morgan Show

BLADE, JIMMY
NBC, Tin Pan Alley

BLEYER, ARCHIE
NBC

BLOCH, RAY
CBS, Crime Doctor; Take It or
Leave It, Milton Berle, Here's
to Romance

NBC, Gaslight Gaieties
MBS, Quick as a Flash; Keep
Ahead

BLUESTONE, HARRY
NBC, I Sustain the Wings

BOTKIN, PERRY
MBS, Roy Rogers; NBC, Mel-
ody Roundup

BRADLEY, OSCAR
CBS, We, the People

BRECKNER, DENNY
MBS

BROWN, MAURICE
CBS, New Voices in Song;
Let's Pretend

BRING, LOU
Here's to Romance; NBC,
What's New

BRUSILOFF, NAT
MBS, Jerry Cooper

— C —

CALDER, CRANE
MBS, Music of Worship

CALLOWAY, CAB
MBS

CAMDEN, EDDIE
MBS

CARLE, FRANKIE
MBS

CARSON, PAUL
CBS, I Love a Mystery; NBC,
One Man's Family; Blue,
Bridge to Dreamland

CASTLE, LEE
MBS

CAVALLARO, CARMAN
MBS

CEPPPOS, MAC
MBS, Dick Brown

CHERNIAVSKY, JOSEF

CLARKE, BOBBY
MBS

**COLUMBIA CONCERT
ORCHESTRA**
CBS, Sally Moore, Eileen Far-
rell

**COLUMBIA SYMPHONY
ORCHESTRA**
CBS, Gateways to Music; In-
vitation to Music

COPE, FOSTER
CBS, Music from the West

COURTNEY, DEL
MBS

CRANE, LEE
MBS

CROSS, CHRIS
MBS

CUFFE, ROY
NBC, Grand Ole Opry

CUGAT, XAVIER
MBS

— D —

DANT, CHARLES
Blue, Seramby Amby; NBC,
Gaslight Gaieties

D'ARCY, PHIL
MBS, Anita Ellis

D'ARTEGA
KECA, Los Angeles

DAVID, RUSS
NBC

DAVIES, LEW
Blue

DEL CASTILLO
CBS, Stars Over Hollywood

DEUTSCH, EMORY
NBC

DeVOL, FRANK
NBC, Rudy Vallee

DIAMOND, LEW
MBS

DOLAN, ROBERT EMMETT
NBC, Dinah Shore Show

DORSEY, JIMMY
MBS

DORSEY, TOMMY
MBS

DRAGON, CARMEN
CBS, Fannie Brice Show;
Toasties Time

DUCHIN, EDDY
U. S. Navy

DUNHAM, SONNY
MBS

DVONCH, FREDERICK
MBS, Steel Horizons; Music
of Worship

— E —

ELLINGTON, DUKE
MBS

ENNIS, SKINNAY
NBC, Bob Hope Show

— F —

**FAIRCHILD, EDGAR
"COOKIE"**
NBC, Ginny Simms Show

FAITH, PERCY
NBC, Carnation Hour

Creator of America's No. 1 Musical Style

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and

HIS ORCHESTRA

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DIRECTION:
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and Interpreter of
America's Swing Classics*

DUKE

ELLINGTON

and His ORCHESTRA

•

VICTOR RECORDS

Winner of
ESQUIRE'S GOLD AWARD
and Down Beat and
Metronome Polls
• 1944 •

Direction:
WM. MORRIS AGENCY

ORCHESTRA LEADERS

FIELDS, SHEP

MBS

FOSTER, CHUCK

MBS

FRADKIN, FRED

CBS, Thin Man

FRANKLIN, BUDDY

MBS

FRASETTO, JOE

MBS, Sports Parade; Pan-American

— G —

GALLICCHIO, JOSEPH

NBC, Musicana

GARBER, JAN

MBS

GARRETSON, ROBERT

Blue, Musical Portraits

GARY, JON

CBS, Blue

GASPARRE, DICK

MBS

GATES, OPIE

CBS, Corliss Archer

GILL, ERNEST

Blue, Hollywood Mystery Time

GILLETTE, MICKEY

CBS, Al Pearce

GINSBURG, RALPH

MBS, Palmer House Concert

GLUSKIN, LUD

CBS, Suspense

GOBEL, DOLPH

Blue.

GOLSCHMANN, VLADIMIR

MBS, Cleveland Orchestra

GOODMAN, AL

CBS, Family Hour; Texaco Star Theatre

GOODMAN, BENNY

MBS

GOOSSENS, EUGENE

MBS, Cleveland Orchestra

GOULD, MORTON

CBS, Major Bowes

GRAY, GLEN

MBS, Navy Bulletin Board

GUION, KING

MBS, Curt Massey

— H —

HAENSCHEN, GUS

CBS, Saturday Night Serenade

HALE, CHARLIE

Blue, Glamour Manor

HAMILTON, GEORGE

MBS

HARRIS, PHIL

NBC, Lucky Strikes

HATCH, WILBUR

CBS, The Whistler; American

Rhapsody. Screen Guild

HAWKINS, ERSKINE

MBS

HENDERSON, FLETCHER

NBC, MBS

HERMAN, WOODY

MBS

HERTH, MILT

MBS

HIMBER, RICHARD

CBS, Which Is Which

HOFF, CARL

CBS, Erskine Johnson; NBC,

Harold Lloyd Show

HOFFMAN, BILL

Blue, Musical Portraits

HOWARD, EDDY

NBC, Carton of Cheer

HUFFMAN, HERBERT

MBS, Columbus Boy Choir

HUTTON, INA

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ORCHESTRA LEADERS

— J —

AMES, HARRY
CBS, Danny Kaye Show

JENKINS, GORDON
NBC, Bob Burns; Everything for the Boys

JEROME, HENRY
MBS

JEROME, JERRY
NBC, Finder's Keepers

JONES, SPIKE
NBS, Bob Burns

JOY, JIMMY
MBS

— K —

KATIMS, MILTON
NBC, Music as You Like It; Music for Tonight; NBC, Concert Orchestra

KATZ, BERNARD
CBS, This Is My Best; Mayor of the Town

KAY, EDDIE
NBC, Those We Love

KAYE, SAMMY
MBS, Tangee Varieties

KING, HENRY
MBS

KOPP, LEO
MBS, Your America

KORN KOBLERS
NBC

KOSLOFF LOU
Blue, Life of Riley

KOSTELANETZ, ANDRE
CBS, Pause That Refreshes

KRUEGER, KARL
MBS, Detroit Symphony Orchestra

KUHN, DICK
MBS

KYSER, KAY
NBC, Kay Kyser Show

— L —

LAVALLE, PAUL
NBC, Highways in Melody; Stradivari Orchestra, Cities Service

LAWRENCE, ELLIOT
CBS, Listen to Lawrence

LEINSDORF, ERICH
MBS, Cleveland Orchestra

LEVEY, HAROLD
CBS, Armstrong's Theatre

LEVIN, SYLVAN
MBS, Brownstone Theatre; Sinfonieta

LEWIS, TED
MBS

LIGHT, ENOCH
MBS

LOMBARDO, GUY
Blue, Chelsea Cigarettes.

LONG, JOHNNY
CBS

LOPEZ, VINCENT
MBS, Luncheon With Lopez

LUCAS, CLYDE
MBS

LUDLOW, BEN
CBS, Theatre of Romance

LYTELL, JIMMY
MBS, Morton Downey

— M —

MacINTYRE, HAL
MBS

MALNECK, MATTY
Blue, Stop or Go

MARSALLA, JOE
MBS

MARTIN, FREDDIE
CBS, Jack Carson Show

MASTERS, FRANKIE
MBS

MAYHEW, WENDELL
NBC, People Are Funny

McCUNE, BILL
MBS

MILLS, BILLY
NBC, McGee & Molly

MILLS, FELIX
CBS, Burns & Allen

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CBS

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THE ALDRICH FAMILY

CBS

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MOLLE MYSTERY

THEATRE

NBC

. . . **ORCHESTRA LEADERS** . . .

MILLER, IRVING

CBS, Ivory Soap and Oxydol Show

MILLER, JACK

CBS, Kate Smith Hour; Aldrich Family

MURRAY, LYN

CBS, To Your Good Health

— **N** —

NEWMAN, RUBY

CBS, Danny O'Neill

NOSCO, HENRI

NBC, Music of the New World

NOVAK, FRANK

MBS, Take It Easy

NOVICK, NAT

CBS, It Pays to Be Ignorant

— **O** —

OLSEN, GEORGE

MBS

OWENS, HARRY

KNX, Sweet Leilani Time

— **P** —

PAIGE, RAYMOND

CBS, Stage Door Canteen

PANCHO

MBS

PAUL, EDDIE

NBC, Joan Davis-Jack Haley

PANTON, GEORGE

MBS

PERRY, AL

MBS, Hawaii Calls

PETRILLO, CAESAR

CBS, Petrillo, Janette & MacCormack

PHILADELPHIA ORCHESTRA

CBS

PIASTRO, MISHEL

MBS, Symphonette

PITT, MERLE

WNEW, Five Shades of Blue

POOLE, WALTER

MBS, Detroit Symphony

PRIMA, LOUIS

MBS

— **R** —

RAVAZZA, CARL

MBS

REDMOND, DON

MBS

REEVES, REET-BEAT

NBC, Duffy's Tavern

REICHMAN, JOE

KHJ, Stop That Villain

REINER, FRITZ

MBS, Cleveland Orchestra

REISMAN, LEO

MBS

RENARD, JACQUES

CBS, Milton Berle Show: Take It or Leave It.

RICH, FREDDIE

NBC, Abbott & Costello

RICKEY, AL

CBS, Mr. Keen

RINGWALL, RUDOLPH

MBS, Cleveland Orchestra

ROGERS, EDDIE

MBS

ROLLINI, ADRIAN

MBS

ROTH, ALLEN

NBC, Schaefer Revue

RUSSELL, LOUIS

MBS

— **S** —

SACK, AL

NBC, Maxwell House

SALTER, HARRY

U. S. Army

SANELLA, ANDY

MBS, Double or Nothing



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AND ARRANGER

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SCOTT, RAYMOND

CBS

SEBASTIAN, GEORGE

CBS, Great Moments in Music

SELLS, PAUL

KNX, Sunrise Salute; Hollywood Barn Dance

SEMMLER, ALEXANDER

CBS, Land Is Bright

SHERWOOD, BOBBY

MBS

SHIELDS, ROY

NBC

SHREDNIK, MILTON

NBC, Music By Shrednik

SILVERS, LOUIS

CBS, Lux Radio

SLATTERY, ED

CBS, Friday on B'Wway

SOREY, VINCENT

MBS

SOSNIK, HARRY

NBC, Raleigh Room

SPITALNY, H. LEOPOLD

NBC

SPITALNY, PHIL

NBC, Hour of Charm

SPIVAK, CHARLIE

MBS

STORDHAL, AXEL

CBS, Frank Sinatra Show.

STABLE, DICK

U. S. Coast Guard

STANLEY, ROBERT

MBS, Music for Remembrance;

Musi for Half an Hour, Mutual

Musiale

STRAETER, TED

CBS, Rhythm Inn

STRAND, MANNY

Blue, Tom Breneman High-

lights

STEELE, TED

NBC, Chesterfield Supper Club.

STERN, HAL

MBS

STERNEY, GEORGE

MBS

STORDAHL, AXEL

CBS, Sinatra Show

SUES, LEONARD

NBC, Eddie Cantor

SWEETEN, CLAUDE

NBC, Gildersleeve; KFI

SYLVERN, HENRY

NBC, CBS, Blue

— T —

TRACE, AL

MBS

TRENDLER, HAROLD

MBS, Swing's the Thing

TROTTER, JOHN SCOTT

NBC, Kraft Musi Hall

TUCKER, TOMMY

MBS

— V —

VAN CLEAVE

CBS, Radio Reader's Digest;

Blue, Variations by Van Cleave

VAN STEEDEN, PETER

CBS, Thanks to the Yanks

VELAZCO, EMIL

U. S. Navy

VOORHEES, DON

NBC, Telephone Hour, Caval-

cade of America, March of

Time.

— W —

WALLENSTEIN, ALFRED

MBS, L. A. Philharmonic
Symphonics for Youth

WARING, FRED

Blue, Owens-Illinois Glass Co.

WARNOW, MARK

CBS, Hit Parade; NBC, All
Time Hit Parade; Westing-
house

WARRINGTON, JOHNNY

CBS

WEBER, HENRY

MBS, Chiago Theatre of the
Air

WELK, LAWRENCE

MBS

WELTY, GLEN

NBC, National Barn Dance

WESTON, PAUL

NBC, Johnny Merer Show

WHITEMAN, PAUL

Blue-Hall of Fame

WILLIAMS, COOTIE

MBS

— Y —

YOUNG, VICTOR

NBC, Westinghouse.

— Z —

ZIMMERMAN, HARRY

MBS, Feeling Is Mutual

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— A —

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MBS.

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WDAY, Fargo, N. D.

ALLEN, ELDA
WCAE, Pittsburgh, Pa.

ALLEN, ROSALIE
WAAT, Newark, N. J.
WOV, New York, N. Y.

ALMAGUER, ROSITA
WOAI, San Antonio, Texas.

ALT, DOROTHY
WBN, Buffalo, N. Y.

ALVAREZ, VIRGINIA
WHK, Cleveland, O.

AMADON, ARTHUR
WBZ, Boston, Mass.

AMADON, ARTHUR
WBZA, Springfield, Mass.

AMECHE, DON
NBC, Charlie McCarthy.

ANDELIN, WILLARD
WGN.

ANDERSON, ANDY
WOWO, Fort Wayne, Ind.

ANDREW SISTERS
Blue, Andrew Sisters Show.

ARIZONA WRANGLERS
KVCV, Redding, Cal.

ARRES, DON
WHN, New York, N. Y.

ARTHUR, GEORGE
WOWO, Fort Wayne, Ind.

ARTHUR, JACK
NBC, CBS.

ASHWORTH, MARY
NBC, Chesterfield Supper Club.

AUDETTE, JEAN
WGRC, Louisville, Ky.

AUSTIN, CHARLES
WIBX, Utica, N. Y.

— B —

BABBITT, HARRY
NBC, Kay Kyser Show.

BAIRD, PAUL
KID, Idaho Falls, Idaho.

BAKER, CURLY
KXEL, Waterloo, Iowa.

BAKER, GENE
CBS, American Rhapsody, Song of the Week.

BAKER, JACK
KWTO, Springfield, Mo.

BAKER, JERRY
WMCA, New York, N. Y.
Kitty Kelly Shoes.

BAKER, JOHN
MBS.

BAKER, KENNY
CBS, Blue Ribbon Town.

BAKER, NORMA
WLLH, Lowell - Lawrence, Mass.

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RCA-VICTOR

AMBASSADRESS OF GOOD-WILL

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WCCO, Minneapolis - St. Paul, Minn.

BALLARD, PAUL

WELO, Tupelo, Miss.

BARTELL, ED

KDKA, Pittsburgh, Pa.

BARR, BETTY

KPHO, Phoenix, Ariz.

BARRETT, CHARLOTTE J.

WCOL, Columbus, O.

BARRY SISTERS

WHN, Gloom Dodgers.

BARTON, EILEEN

CBS, Sinatra Show, Berle Show.

BATES, LULU

NBC, All-Time Hit Parade.

BAXTER, JEANNE

KDKA, Pittsburgh, Pa.

BEASLEY, IRENE

CBS, Neighbors.

BENNET, ANNE

WHOM, Jersey City, N. J.

BENTLEY, JUNE (WAC)

KHJ, Los Angeles, Cal.

BERENS, NORMAN

NBC, CBS.

BERG, FLORENCE

KDKA, Pittsburgh, Pa.

BLAINE, BOBBY

WOWO, Fort Wayne, Ind.

BENNETT SISTERS

WBEM, Chicago, Ill.

BETTS, JOHNNIE

BOMBARDIERS, THE

NBC, Ginny Simms Show.

BOND, ANN

KOMA, Oklahoma City, Okla.

BOND, JOHNNY

CBS, Hollywood Barn Dance;

NBC, Gilmore Rancho; Blue,

Al Pierce.

BORN, CHARLIE

WELO, Tupelo, Miss.

BOUIN, ROSE MAE

KVOL, Lafayette, La.

BRADSHAW, GWEN

CKRC, Winnipeg, Man., Can.

BREHMER, LARRY

KTBI, Tacoma, Wash.

BRENEMAN, MARK

CBS, Sunny Side of the Street.

BRINEY, MARY MARTHA

KDKA, Pittsburgh, Pa.

BRITO, PHIL

Blue, MBS.

BROOKS, DOROTHA

WTAM, Cleveland, O.

BROOKS, JOAN

CBS.

BROWN, DICK

Mutual, Dick Brown Show.

BROWN, KENNIE

KSOO, Sioux Falls, S. D.

BROWN, NELLIE

KSOO, Sioux Falls, S. D.

BROWN, RUSS

WBEM, Chicago, Ill.

BURFORD, ANNETTE

MBS.

BUTTON, SARA EVANS

WDBJ, Roanoke, Va.

BYRD, PAUL

WGBR, Goldsboro, N. C.

— C —

CADETS, THE

Breakfast Club.

CALDER, CRANE

MBS.

CALLOWAY, GLENNA

WSIX, Nashville, Tenn.

CAMPBELL, GUY

WOWO, Fort Wayne, Ind.

CANAVAN, MAUREEN

WMT, Cedar Rapids, Iowa.

WMT, Waterloo, Iowa.

CANTOR, EDDIE

NBC, Time to Smile.

CAREY, RUTH

WCOP, Boston, Mass.

CARLTON, CAROL

KFWB, Los Angeles, Cal.

CAROL SISTERS

WGAR, Cleveland, O.

CARROLL, GEORGIA

NBC, Kay Kyser Show.

CARROLL, GLORIA

WEEL, Boston, Mass.

CARROLL, MARTHA

WFEM, Indianapolis, Ind.



LENA
HORNE

VOCALISTS

— D —

CARSON, ANN
WDAY, Fargo, N. D.

CART, COLEEN
KLRA, Little Rock, Ark.

CARTER, BOB
KDKA, Pittsburgh, Pa.

CARVER, ZEB
WOV, New York, N. Y., Zeb Carver & Cousins; MBS, The Village Barn.

CASH, JIMMY
CBS, Burns & Allen.

CASHMAN, GENE
KWJB, Globe, Ariz.

CFAR OLD TIMERS
CFAR, Flin Flon, Man., Can.

CHAMBERLAIN, CHARLES
CFCY, Charlottetown, P. E. I., Can.

CHARIOTEERS, THE
NBC, Kraft Music Hall.

CLAIRE, MARION
MBS.

CLAY, JEFFREY
WBEN, Buffalo, N. Y.

CLAYTON, PATTI
NBC, Carnation Hour.

CLINE, LAURIE
WOW, Omaha, Neb.

COLAMARIO, VICI
WGY, Schenectady, N. Y.

COLUMBUS BOY CHOIR
WHKC, Columbus, O.

COMO, PERRY
NBC, Chesterfield Supper Club.

CONTE, JOHN
NBC, Maxwell House Coffee Time.

COOK, SHORTY
WOWO, Fort Wayne, Ind.

COOL, HARRY
CBS.

COOPER, JERRY
MBS, Jerry Cooper Show.

CORFLAGE, MAXINE
WB, Kansas City, Mo.

CORNELL, LLOYD
WOW, Fort Wayne, Ind.

CORRIGAN, MIKE
Al Pearce Show.

CORRIGAN, PAT
Al Pearce Show.

COTTON, CAROLINA
CBS, Hollywood Barn Dance.

COURTNEY, DIANE
Blue, R. & H. Beer Show, Alan Young Show.

COVINGTON, FRANCES
WSIX, Nashville, Tenn.

CRIST, JIM
WITH, Baltimore, Md.

CROSBY, BING
NBC, Kraft Music Hall.

CROSBY, BOB
Bob Crosby & Co.

CROSSROADS QUARTET
WSYR, Syracuse, N. Y.

DALEY, CASS
NBC, Kraft Music Hall; CBS, Sammy Kaye Show.

DANDRIDGE, RUBY
Hoagy Carmichael, Judy Canova.

DARBY, KEN CHORUS
NBC, Fitch Bandwagon, Westinghouse.

DAVIS, DICK
CBS, American Rhapsody.

DAVIS, GEORGE
WBX, Utica, N. Y.

DAVIS, JOAN
KFI, Sealtest Village Store.

DAVIS, RICHARD
Blue, Charlotte Greenwood.

DAWN, MARIAN
WFBR, Baltimore, Md.

DAY, DENNIS
NBC, Grape Nuts.

DAY, "LAZY" JIM
KXEL, Waterloo, Iowa.

DAYS, BILL
CBS, Blue Ribbon Town.

D'ELLA, ANN
WTAG, Worcester, Mass.

DEAN, EDDIE
NBC, Gilmore Furlough Fun.



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WFBG, Altoona, Pa.

DE MOSS, LYLE
WOW, Omaha, Neb.

DENTON, JOE
WHAS, Louisville, Ky., "Fair Weather."

De SOLIS, SOLITO
Texaco Star Theatre.

DENTER, JOAN
WHAM, Rochester, N. Y.

DINNING SISTERS, THE
NBC, MBS.

DOE, EDITH
WMUR, Manchester, N. H.

DON AND HELEN
WOWO, Fort Wayne, Ind.

DORN, GEORGE
WJLB, Detroit, Mich.

DOWNEY, MORTON

Blue, MBS, Morton Downey Show.

DRAGONETTE, JESSICA
KNX - CBS, Saturday Night Serenade.

DRAKE, GEORGE
WEW, St. Louis, Mo.

DRUMMOND, DAVE
KGO, San Francisco, Cal.

DUPLANTE, MARTHA
WEBR, Buffalo, N. Y.

DURAN, LARRY
KFBK, Sacramento, Cal.

DUTIEL, ULDENE
WPAY, Portsmouth, O.

DuVAL, JUSTINE
WAAT, Newark, N. J., "Broadwayites."

— E —

EBERT, DOROTHY
WCAO, Baltimore, Md.

EDDY, NELSON
CBS, Electric House.

EDWARDS, JOAN
CBS, Your Hit Parade.

ELLIS, ANITA

CBS, MBS.

ENCHANTERS, THE
KLS, Oakland, Cal.

ERWIN, TRUDY
NBC, Kraft Music Hall.

EVANS, DALE
KNX-CBS, Jack Carson Show.

EVANS, JOYCE
WCAO, Baltimore, Md.

EVANS, REA
KMYR, Denver, Colo., "Serenade."

EVANS, WILBUR
Blue.

EVERETT, MADELINE
WSRR, Stamford, Conn.

— F —

FALL, PETE
WOWO, Fort Wayne, Ind.

FARRELL, EILEEN
CBS.

FARRELL, SKIP
WGN.

FATS, HAPPY
KVOL, Lafayette, La., "Hill Billy," "Rainbow Ramblers."

FENNEY, JOHN
Catholic Hour.

FIELDS, GRACIE
Blue, Gracie Fields Show.

FITZGERALD, ELLA
Blue.

FLAGLER, CHARLIE
WKMO, Kokomo, Ind.

FLOWERS, SALLY
WGH, Newport News, Va.

FLOYD, JOHN
WMVA, Martinsville, Va.

FONTANA, LOU
WSLI, Jackson, Miss.

FOOTE, BRUCE
MBS.

FORD, PATTY
WBMM, Chicago, Ill.

FORREST, HELEN
NBC, CBS.

FOUNTAINAIRES, THE
NBC, Sealtest Village Store.

FOUR CLUBMEN, THE
CBS.

FOX, ROBERT
WLBJ, Bowling Green, Ky.; "None But the Best."

FRIDAY, PAT
CBS, In Time to Come, Roy Rogers Show.

FULTON, JACK
WBMM, Chicago, Ill.



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G

GAL FRIENDS, THE
WDAY, Fargo, N. D.

GALLAGHER, SGT. FRANK
KHJ, Los Angeles, Cal.

GARY, SID
WMCA, New York, N. Y.

GAYLORD, CHET
WBZ, Boston, Mass.
WBZA, Springfield, Mass.

GIBBS, GEORGIA
CBS, Durante-Moore Show.

GIRL FRIENDS, THE
WBZ, Boston, Mass.
WBZA, Springfield, Mass.

GOERS, HANNABELLE
KROS, Clinton, Iowa.

GOLDEN GATE QUARTET
CBS.

GORDINIER, NEDRA
WHAS, Louisville, Ky.; "Here's Good Luck to You."

GORDON, JEAN
KTOE, Oklahoma City, Okla.

GOULD, KATHY
WOWO, Fort Wayne, Ind.

GRAHAM, ROBERT
NBC, Rudy Vallee Show.

GRAHAM, WILLA DEAN
WCBL, Columbus, Miss.

GRANDEY, ROY
KGO, San Francisco, Cal.

GREENWOOD, CHARLOTTE
Blue, Charlotte Greenwood.

GRIMES, THERESA FRO
KOME, Tulsa, Okla.

GROSH, ELSWORTH
WDBJ, Roanoke, Va.

GURNEY, THOMAS
WGBG, Greensboro, N. C.;
"Hillbilly," "Gurney Thomas & His Hillbilly Pals."

H

HAINES, CONNIE

NBC, Abbott & Costello; Blue,
Andy Russell.

HAINES, HAPPY

WMT, Cedar Rapids, Iowa.
WMT, Waterloo, Iowa.

HALPARIN, MONTE

CKRC, Winnipeg, Man., Can.

HAPPY AND JADA

KWJB, Globe, Ariz.

HARDKE, RUTH

WSYR, Syracuse, N. Y.

HARMONY FOUR

KDKA, Pittsburgh, Pa.

HARRELL, MACK

MBS.

HASKINS, VIRGINIA

WGN, Chicago, Ill.

HAUER, VIRGINIA

WHDH, Boston, Mass.

HAYDEN, D. CLARK

KYUM, Yuma, Ariz.

HAYDEN, JUNE

KNX, Sunrise Salute.

HAYES, CLANCY

KGO, San Francisco, Calif.

HAYMES, DICK

CBS, Here's to Romance.

HAYWORTH, HERB

WOWO, Fort Wayne, Ind.

HAZELTINE, H. W.

KVEC, San Luis Obispo, Cal.

HEADLAND, LOUISE M.

WDAY, Fargo, N. D.

HENRIKSEN, JERRY

WDGY, Minneapolis-St. Paul, Minn.

HENZI, MARTHA

WFSW, Pittsburgh, Pa.

HICKS, WILBERT

CFOS, Owen Sound, Ont., Can.

HIGGINS BOYS

KXEL, Waterloo, Iowa.

HILDEGARDE

NBC, Beat the Band, Raleigh Room.

HINKLE, EDDY

WAOV, Vincennes, Ind.

HOLDEN, CRAIG

WHOM, Jersey City, N. J.; "A Song—A Dream and a Shoe-string."

HOLLEY, VERA

CBS, Fun With Dunn.

HON, DARREL

KFPW, Fort Smith, Ark.

HOOD, ADELYNE

KDKA, Pittsburgh, Pa.

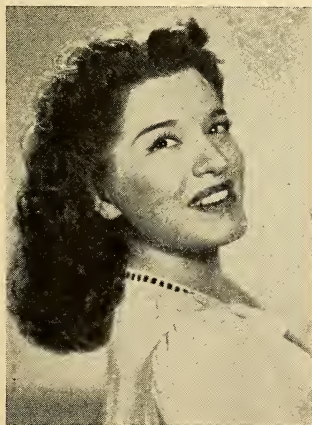
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HOUSTON, CORP. BOB

KHJ, Los Angeles, Cal.

HOUSTON, JOSEPHINE

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THOMAS, MARJORIE
KCRG, Enid, Okla.
HUFFMAN, MARIE
WTOL, Toledo, O.
HUTTON, JUNE
NBC, Johnny Mercer's Show.

JORGENSEN, KENNETH
KFOU, St. Louis, Mo.
JUBILEE SINGERS
KXEL, Waterloo, Iowa.
JUDY AND JEN
WOWO, Fort Wayne, Ind.

KOCH, TOD
KOY, Phoenix, Ariz.
KOSTELUK, MAX
WEDC, Chicago, Ill.
KUZZINS, KRANZ
KOVC, Valley City, N. D.

— I —

— K —

— L —

INGRAM, LULU BELLE
KOME, Tulsa, Okla.
INK SPOTS
Blue.
IVERS, KAY
WBZ, Boston, Mass.
WBZA, Springfield, Mass.
IVERSON, ERNEST
WDGY, Minneapolis-St. Paul,
Minn.

KAUFMAN, IRVING
WSYR, Syracuse, N. Y.
KAYE, PAT
NBC, A Song is Born.
KAY, LILLIAN
WEBR, Buffalo, N. Y.
KENNEDY, CLAIRE
WHEC, Rochester, N. Y.
KENT, ELAINE
KCRG, Enid, Okla.
KERRIGAN, JACK
WHO, Des Moines, Iowa.
KEYE, SUZANNE
WFVA, Fredericksburg, Va.
KILLICK, WHITEY
WCAX, Burlington, Vt.
KIMBERLY, HELENE
WROK, Rockford, Ill.
KINDER SISTERS
KDKA, Pittsburgh, Pa.
KING, ANGELA
WTMV, East St. Louis, Ill.
KINGS JESTERS
WBBM, Chicago, Ill.
KINGSLEY, MARIAM
WHAM, Rochester, N. Y.
KIRBY, FRED
WBT, Charlotte, N. C.
KIRBY, JOHN
KDKA, Pittsburgh, Pa.

LADEROUTE, JOSEPH
MBS.
LAMONT, HELEN
CKCK, Regina, Sask., Can.
LANDT TRIO, THE
CBS, MBS.
LANG, JUDY
MBS.
LANGFORD, FRANCES
NBC, Bob Hope.
LANNY AND GINGER
MBS.
LEE, DORIS
WBNS, Columbus, Ohio.
LEE, JACKIE
WOW, Omaha, Neb.
LEE, MARY
CBS, Jack Carson Show.
LeMASTER, MARY JANE
WMBD, Peoria, Ill.
LESTER, BILL
KOY, Phoenix, Ariz.
LEWIS, BOB
KXOX, St. Louis, Mo.
LEWIS, MONICA
CBS, Chesterfield.
LEWIS, WALTER
WTNJ, Trenton, N. J.
LILLEY, JOSEPH SINGER
NBC, Dinah Shore Show.

— J —

JACOBS, HAL
KEVR, Seattle, Wash.
JARVIS, IDA
WLAW, Lawrence, Mass.
JEANETTE
WBBM, Chicago, Ill.
JOHNSON, PAUL
WOC, Davenport, Iowa.
JOHNSON, RUTH
KMO, Tacoma, Wash.
JOHNSON, SYBIL
KFH, Wichita, Kan.
JONES, GENE
WEEL, Boston, Mass.
JONES, PEGGY
KFH, Wichita, Kans.
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KOMA, Oklahoma City, Okla.



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KVCV, Redding, Cal.
LOU, MARY
WDAY, Fargo, N. D.
LOUISE, LORETTA
KOA, Denver, Colo.
L.U., LINDA
WDAY, Fargo, N. D.
LYNNE, EVELYN
KVOO, Tulsa, Okla.
LYTTLIE SISTERS
KHJ, Los Angeles, Cal.

— M —

MAE, GEORGIA
WBZ, Boston, Mass.
WBZA, Springfield, Mass.
MAHIN, CHARLES
KMO, Tacoma, Wash.
MALLEN, HOWARD
WIBC, Indianapolis, Ind.
MANN, MARION
WENR, Chicago, Ill.
MANNERS, LUCILLE
NBC.

MANSFIELD, RONNY

KFI, Los Angeles, Cal.
KHJ, Los Angeles, Cal.;
"Gracious Living."

MANSFIELD, TONY
KFI, Los Angeles, Cal.; NBC,
"A Song Is Born."
MARKWELL, BERNIE
KDKA, Pittsburgh, Pa.
MARTIN, FRANK
KVCV, Redding, Cal.
MARTIN, NANCY
WENR, Chicago, Ill.
MARTIN, NOKA
NBC, Eddie Cantor.
MARTIN, TED
WMCA, New York, N. Y.
MASON, MARION
WFIL, Philadelphia, Pa.
MASSEY, CURT
MBS, NBC.
MATHEWS, SHIRLEY
WOC, Davenport, Iowa.
MATISON, HENRY
KFH, Wichita, Kans.
MAXWELL, MARILYN
NBC, Kraft Music Hall.
McCOY, WALTER
KQV, Pittsburgh, Pa.
McENERY, DAVE
WOAI, San Antonio, Texas.
McKENZIE, FAY
CBS, Blue Ribbon Town.

McKEON, JEANNE

CBS, Jack Kirkwood.

McLEOB, OVILLA
CRCK, Regina, Sask., Can.
McTERNAN, GRACE NELSON
MBS.

McVITY, DOROTHY
WHKC, Columbus, Ohio.

MEARS, MARTHA

Blue, Al Pearce Show; KFI,
Anaheles, Cal.

MELOETTES

WSYR, Syracuse, N. Y.
MERCER, JOHNNY
NBC, Music Shop.
MERRILL, JEAN
MBS.
MERRILL, ROBERT
NBC.
MERRIMAN, MARY
WJLB, Detroit, Mich.

MERRY MACS

NBC, CBS.

MILLER, FRANKIE
KOMA, Oklahoma City, Okla.
MILLER, NORMA JEAN
KGA, Spokane, Wash.
MILTON, DON
WENR, Chicago, Ill.
MITCHEL, JERRY
WTJS, Jackson, Tenn.
MIXED QUARTET
WCCO, Minneapolis-St. Paul,
Minn.

MONROE, LUCY

NBC, CBS, Blue.



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CBS, America - Ceiling Un-
limited.

MOORE, MARJORIE
WDAY, Fargo, N. D.

MORRIS, BETTY ELLEN
KDKA, Pittsburgh, Pa.

MORROW, LIZA
NBC, Listen to Liza,

MORSE, LEE
WILAM, Rochester, N. Y.

MURRAY, KEN
CHOV, Pembroke, Ont., Can.

MUSIC MAIDS AND HAL, THE
NBC, Kraft Music Hall.

MYLES, DOROTHY
WEEL, Boston, Mass.

— N —

NEAL, YVONNE
WVNS, Columbus, Ohio.

NELMS, NANCY
WDBJ, Roanoke, Va.

NOEL, MADERA
WWSW, Pittsburgh, Pa.

NOLAN, JIMMY
Blue, Tom Breneman High-
lights.

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On Stage Everybody, MBS
Screen Test.

NORMAN, BEN AND JESSIE
WNAX, Yankton, S. D.

NORTON, LEE
WKY, Oklahoma City, Okla.

NORWINE, JACK
KWK, St. Louis, Mo.

NUGENT, HELEN
WKRC, Cincinnati, Ohio.

— O —

O'HEREN, DICK
WHK, Cleveland, Ohio.

O'ROURKE, HARRIET
MBS.

OLIVER, FRED
WOWO, Fort Wayne, Ind.

ORTEGA, HORTENSE
KGLU, Safford, Ariz.

OWEN'S COWBOYS, TOM
WMT, Cedar Rapids, Iowa.

OWENS, BRUCE
WMT, Waterloo, Iowa.

OWENS, JACK
KEVR, Seattle, Wash.

OWENS, JACK
WENR, Chicago, Ill.

OWENS, JAYNE
WDAY, Fargo, N. D.

— P —

PAGE, PATTI
KTUL, Tulsa, Okla.

PAIGE, CAROL
WCAU, Philadelphia, Pa.

PALMER, EARL
MBS.

PAQUET, MARGUERITE
CKCV, Quebec, Can.

PARKER, FREDNA
WEW, St. Louis, Mo.

PAULEE, MONA
MBS.

PEERCE, JAN
MBS.

PELLEY, CHARLES
WEEL, Boston, Mass.

PERKY, BILL
CBS.

PHILLIPS, SUE
WMT, Cedar Rapids, Iowa.
WMT, Waterloo, Iowa.

PIED PIPERS, THE
NBC, Chase & Sanborn.

PIERSON, WILLIE
WNAX, Yankton, S. D.

PIKE, RUSS
KTFL, Twin Falls, Idaho.

PLUMLEE, RUTH
KGLU, Safford, Ariz.

PONCE, INEZ
KMYR, Denver, Colo.

POOLE, BETTY
KROS, Clinton, Iowa.

POWELL, DICK
NBC, Fitch Bandwagon.

PRESCOTT, PATSY
KOY, Phoenix, Ariz.

PRESTON, DICK
WBZ, Boston, Mass.
WBZA, Springfield, Mass.

PRICE, HOWARD
KDKA, Pittsburgh, Pa.

— Q —

QUILLING, AMY
KGCX, Sidney, Mont.

QUILLING, WALTER
KGCX, Sidney, Mont.



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— R —

RAMIREZ, CARLOS
NBC, Maxwell House Coffee Time.

RANDOLPH, LILLIAN
Great Guildersleve, Al Pearce.

RCA VICTOR CHORUS
NBC, What's New?

REID, DON

CBS, Jack Kirkwood Show.

RAITT, JOHN
Shaeffer World Parade, Becker's Pet Parade, KC Jamboree.

REYNOLDS, BRAD
WHN, New York, N. Y.; CBS.

RISLING, ROBERT
WTAG, Worcester, Mass.

ROBERTS, CURLY
KMJ, Fresno, Calif.

ROBERTSON, "TEXAS" JIM
Blue.

RODENHAUSER, JEANNETTE
WTOL, Toledo, O.

ROESE, RAY
WBNS, Columbus, O.

ROGERS, ROY

MBS, Roy Rogers Show.

ROMEOS, THE
Blue.

ROPA, HOWARD
WOWO, Fort Wayne, Ind.

ROSS, SHIRLEY
NBC, Bob Burns.

ROWE, GENEVIEVE
MBS.

ROWE, RALPH
WMT, Cedar Rapids, Iowa.
WMT, Waterloo, Iowa.

RUVINOFF, NINA
WTAM, Cleveland, O.

— S —

SADLER, SHIRLEY
WKY, Oklahoma City, Okla.

SAHLIN, ALFRED
WDGY, Minneapolis-St. Paul, Minn.

SALATHIEL, JERRY
Al Pearce Show.

SALLY AND SUE
WDAY, Fargo, N. D.

SAXON, DON
MBS, Denver, Col.

SAYLES, FRED
WAAT, Newark, N. J.

SCHOOLEY, IVAN
KOA, Denver, Col.

SCOTT, MARY EVELYN
WAPI, Birmingham, Ala.

SEAGLE, JOHN
WGY, Schenectady, N. Y.

SEAMANS, ADRIAN
WDGY, Minneapolis-St. Paul, Minn.

"SERENADERS"
WHB, Kansas City, Mo.

SEWART, FRANKLYN
NBC, Bob Crosby Show.

SHANNON BILL
WIBG, Philadelphia, Pa.

SHAW, SONIA
KGO, San Francisco, Calif.

SHERMAN, LILLIAN
WHK, Cleveland, O.

SHOEY
WDAY, Fargo, N. D.

SHOOK, LOIS
KOAM, Pittsburg, Kans.

SHORE, DINAH

NBC, Open House.

SIMMS, GINNY
NBC, Ginny Simms Show.

SINATRA, FRANK
CBS, Frank Sinatra Show;
Your Hit Parade.

SLATTERY, JACK
CBS, Song of the Week.

SMITH, BOB
WBEN, Buffalo, N. Y.

SMITH, HELEN
WBFB, Rock Island, Ill.

SMITH, JACK
CBS.

SMITH, KATE

CBS, Kate Smith Hour.

SPENCE, WILMA
Screen Test, Norman Cordon
Sings, Mary Margaret McBride.

SPORTSMEN QUARTET, THE
CBS, In Time to Come.

SONS OF THE PIONEERS
Roy Rogers Show.

STAFFORD, JO
NBC, Johnny Mercer Show.

STALLARD, BILL
WOWO, Fort Wayne, Ind.



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Blue, Glamour Manor.
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WHN, New York, N. Y.
STEVENS, LARRY
NBC, Lucky Strike, Jack Benny.
STEWART, FRANKLYN
WCKY, Cincinnati, O.
STEWART, LARRY
Blue, Hollywood Star Time.

STREET, DAVE
NBC, Sealtest Village Store.

SULLIVAN, JERI
CBS.
SWEET, ROGER
WLIB, New York, N. Y.
SWEETLAND, SALLY
NBC, Gashght Gayeties.

— T —

TAILOR MAIDS, THE
Earl Carroll's.
TALLY, RUTH
WSIX, Nashville, Tenn.
TANNER, EARLE
NBC, Carnation Hour.
TAYLOR, CONNIE LEE
WLAC, Nashville, Tenn.
TEXAS, RANGER, THE
WDAY, Fargo, N. D.
THOMAS, JOHN CHARLES
Westinghouse.

THOMPSON, HUGH
MBS.
THOMPSON, JOHNNY
Blue, Sung Salesman, Benjamin Moore Paint Co.

THREE SISTERS
CBS.
TILTON, MARTHA
Guest Shots on Jack Benny, Melody Round-Up Hour; Others.
TRANELL, TERRY
WGAR, Cleveland, O.
TRAVIS, MERLE
CBS, Hollywood Barn Dance.
TUCKER, RICHARD
MBS.

— V —

VALENTINO, FRANCESCO
MBS.
VICKEE
Blue.
VICKLAND, FLORENCE
MBS.
VOCAL GROUP (Mixed)
WCCO, Minneapolis-St. Paul, Minn.

— W —

WAIN, BEA
CBS, NBC; Alan Young Show.
WALKER, LARRY
WBT, Charlotte, N. C.

WAYNE, JERRY
Blue, Jerry Wayne Show.

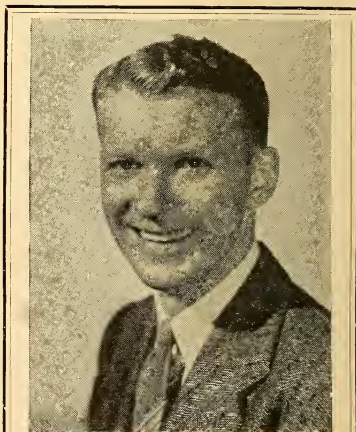
WEBSTER, JEAN
WFBR, Baltimore, Md.
WELLS, DICK
WTIC, Hartford, Conn.
WEST, PENNY
WOWO, Fort Wayne, Ind.
WEST, WAYNE
WMBD, Peoria, Ill.
WILKIE, EARL
WGN.
WILLIAMS, GENE L.
WSPD, Toledo, O.
WILSON, EILEEN
Blue, Remember Hour.
WILSON, JANET
WSYR, Syracuse, N. Y.
WILSON, WOODY
WGY, Schenectady, N. Y.
WOOD, LARRY
WKRC, Cincinnati, O.
WOODS, ILENE
Blue.
WRIGHTSON, EARL
Pause That Refreshes, Morton Downey Program, Great Moments in Music, Squibb Program, Cities Service.
WYNNE, CAROL
WFIL, Philadelphia, Pa.

— Y —

YEATON, LUCY OLDRUM
WSRR, Stamford, Conn.
YOUNG, MARC
WHOM, Jersey City, N. J.



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GILMORE FURLOUGH FUN
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—their work during 1944

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ABBE, JAMES
KGW, Portland, Oregon

ABRAMCHIK, WILLIAM
WEDC, Chicago, Ill.

ACKERLEY, GENE
KID, Idaho Falls, Idaho

ADAMS, CHARLES
WMVA, Martinsville, Va.

ADAMS, JOHN
CBS, South & Central Pacific

AGRONSKY, MARTIN
Blue

AITKENS, GAILES
WAYS, Charlotte, N. C.

ALAN, PAT
WCLO, Janesville, Wisc.

ALBRIGHT, DR. ROBERT E.
WBEN, Buffalo, N. Y.

ALCOTT, CARROLL
WCAU, Philadelphia, Pa.

ALDERSON, JOHN
WFBR, Baltimore, Md.

ALDERSON, RON
CKRC, Winnipeg

ALDRICH, BILL
CFOS, Owen Sound

ALDRIDGE, MAHLON
KXOX, St. Louis, Mo.

ALLEN, BOB
KFAA, Lincoln, Neb.

ALLEN, IRWIN

KMTR, Hollywood Merry-Go-Round

ALLEN, IRWIN
KFIZ, Fond du Lac, Wisc.

ALLBROOK, ROBERT
WLB, Minneapolis, Minn.

AMOS, FRED
KGHF, Pueblo, Colorado

ANDERSON, ROBERT
WSTV, Steubenville, Ohio

ANDERSON, WARREN
WING, Dayton, Ohio

ANDREWS, RUSS
WFBR, Baltimore, Maryland

ARLINGTON, CHARLES
KQW, San Jose, Calif.

ARMSTEAD, GEORGE
WDRG, Hartford, Conn.

ARMSTRONG, JOHN
WHDL, Olean, N. Y.

ATKINS, GLEN
CBS, Chungking

AYERS, BILL
WSBT, South Bend, Ind.

— B —

BAILEY, ANGUS
WSAR, Fall River, Mass.

BAKER, ART

Mutual, Never Too Old.
KFI, Art Baker's Note Book

BAKER, CHARLES
KOA, Denver, Colo.

BALTER, SAM
KECA, Los Angeles
KFWB, Los Angeles

BARRY, JACK
WTTM, Trenton, N. J.

BARRY, JOHN
WBZ, WBZA, Boston, Springfield, Mass.

BARBE, CHARLES
KGW, Portland, Ore.

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— C —

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WINN, Louisville, Ky.

BAUKHAGE, H. R.
Blue

BAXTER, LIONEL
WAFI, Birmingham, Ala.

BAYLOR, DAVID
WGAR, Cleveland, O.

BLACK, ALGERNON
WQXR, New York, N. Y.

BIEB, JOSEPH
WOR, New York, N. Y.

BILLMEYER, DOUGLAS
KFPY, Spokane, Wash.

BONO, VICTOR
WPAB, Ponce, Puerto Rico

BEALL, JACK
WLW, Cincinnati, O.

BEATTY, MORGAN
WRC, Washington, D. C.

BEHRENS, MARVIN
WBZ & WBZA, Boston, Springfield, Mass.

BELL, JACK
WTCN, Minneapolis, St. Paul, Minn.

BENEDICT, BARBARA
WBYN, Brooklyn, N. Y.

BENES, JOSEPH
WKZO, Kalamazoo, Mich.

BENTLEY, JULIAN
WLS, Chicago, Ill.

BERCOVICI, B. S.
KFEL, Denver, Colo.

BERRY, DICK
WEBQ, Harrisburg, Ill.

BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.

BOHACK, BILL
WPAT, Paterson, N. J.

BORNE, GLADYS
WISR, Butler, Pa.

BOYER, JOHN
KTRB, Modesto, Calif.

BREEN, ED
KVFD, Fort Dodge, Ia.

BRIGHT, HARRY
WGBR, Goldsboro, N. C.

BRINKMAN, HARRY
WTCM, Traverse City, Mich.

BRONSON, GEORGE
WELI, New Haven, Conn.

BROWN, CECIL
MBS.

BROWN, DICK
WINN, Louisville, Ky.

BROWNE, PAUL
WAIM, Anderson, S. C.

BROWNING, BOB
WKNY, Kingston, N. Y.

BRYAN, RALPH
KVCV, Redding, Calif.

BRYSON, JOHN
Blue.

BULL, ROBERT
WSBT, South Bend, Ind.

BURDETT, WINSTON
CBS, Italy and France

BURKE, J. FRANK
KFVD, Los Angeles, Calif.

BURNS, DICK
WTTM, Trenton, N. J.

BUTLER, JAMES W.
WGBR, Goldsboro, N. C.

BYRON, JAMES
KHUB, Waysonville, Calif.

CAFFEY, BOB
WMC, Memphis, Tenn.

CAIRNS, CY
CKRC, Winnipeg, Man., Can.

CALMFER, NED
CBS, New York City

CANADAY, EWING
WKY, Oklahoma City, Okla.

CARLSON, HUGO
KGO, San Francisco, Calif.

CARLSON, JR., TED
KWIL, Albany, Ore.

CARTER, SHEELAH
KFEL, Denver, Colo.

CHAMBERS, LENOIR
WTAR, Norfolk, Va.

CHAPEL, JOHN K.
KROW, Oakland, Calif.

CHARLES, LEWIS
WOV, New York, N. Y.

CHARLES, HENRY (Free lance)
KFWB, Los Angeles, Calif.

CHASE, MILTON
WLW, Cincinnati, O.

CHILD, RALPH
KMA, Shandoah, Ia.


CHOATE, ROBERT A.
KWFC, Hot Springs, Ark.

CHISTANSEN, K.
KUSD, Vermillion, S. D.

CHRISTOPHER, ROBERT
WMAN, Mansfield, O.


CHURCHILL, TED
WCOP, Boston, Mass.

CLANCY, DORIS
CKOC, Hamilton, Ont., Can.



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OLD"**

Mutual Network

CLARK, HARRY
CBS
CLARK, HERBERT M.
Blue
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WCKY, Cincinnati, O.
CLEMENT, EARLE
WEIM, Fitchburg, Mass.

CLOSE, UPTON

NBC, World News Parade;
KHJ, Los Angeles, Calif.

COCHRAN, RONALD V.
WHOM, Jersey City, N. J.
COE, DONALD
Blue
COFFEE, DICK
KORN, Fremont, Neb.
COFFIN, PROF. HARRISON C.
WSNY, Schenectady, N. Y.
COFFIN, TRIS
CBS, Washington, D. C.
COGGESHALL, JOE
KOB, Albuquerque, N. M.
COLLINGWOOD, CHARLES
CBS, London & Western Front
COLLINS, LEONARD
WTTM, Trenton, N. J.

COMBS, GEORGE

H., JR.
WHN, New York, N. Y.

COMPTON, WALTER
MBS.

CONDON, GLENN
KTUL, Tulsa, Okla.
CONNELLY, JOHN
WHAS, Louisville, Ky.
CONLEE, LADE T.
KSOO, Sioux Falls, S. D.
CONWAY, STEWART
WBIR, Knoxville, Tenn.
COOK, IL
CKCK, Regina, Sask., Can.

COOK, IRA
CFI, Los Angeles, Calif.
KMPC, Off the Record

COOLEY, LARRY
WBTA, Batavia, N. Y.
COOPER, JIM
WBNS, Columbus, O.
CORBETT, JIM
WNAX, Yankton, S. O.
CORCORAN, JOHN
WFIL, Philadelphia, Pa.
CORDELL, ANN
KELD, El Dorado, Ark.
COSTELLO, BILL
CBS, Washington, D. C.
COTIGAN, HOWARD
KOL, Seattle, Wash.
COX, JR., HOUSTON
WCBI, Columbus, Miss.
CRAIG, CHARLES
KFXX, San Bernardino, Calif.
CRAMER, ERNEST
WMSL, Decatur, Ala.
CRAMER, TED
WKY, Oklahoma City, Okla.
CROOKS, WILLIAM
WFMJ, Youngstown, O.
CULL, RICHARD
WHIO, Dayton, O.

CUMMINGS, BOB
KTYW, Yakima, Wash.
CUNNINGHAM, BILL
MBS.
CUNNINGHAM, P. H.
KWOC, Poplar Bluff, Mo.
CURTIS, E. H.
WIBW, Topeka, Kans.
CZUWARA, WILLIAM
WEDC, Chicago, Ill.

— D —

DEAL, JOHN H.
WHCU, Ithaca, N. Y.
DEAN, BOB
WHB, Kansas City, Mo.
DADY, RAY
MBS.
DALY, JOHN
CBS, New York City
DAWSON, R. L.
KBIZ, Ottumwa, Ia.
DAY, CHARLES
WGAR, Cleveland, O.
DAY, JACK
WFBR, Baltimore, Md.
DAVIDS, LOU
WFMJ, Youngstown, O.
DAVIDSON, MEADE
WWRL, Woodside, N. Y.
DAVIES, DOUG
WTCN, Minneapolis-St. Paul,
Minn.
DAVIS, REX
WCKY, Cincinnati, O.
DEBNAM, W. E.
WPTF, Raleigh, N. C.

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NEWS COMMENTATORS

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- Blue
- DECKER, TOM**
KALE, Portland, Ore.
- DENISON, C. B.**
WMRC, Greenville, S. C.
- DENMAN, JOHN**
WJR, Detroit, Mich.
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WHEC, Rochester, N. Y.
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WIDAN, Danville, Ill.
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WORL, Boston, Mass.
- DIXON, STANLEY**
MBS
- DOMAS, ROLAND**
WMAS, Springfield, Mass.
- DOTY, DICK**
WEBR, Buffalo, N. Y.
- DOUGLAS, DOUG**
KRKD, Los Angeles, Calif.
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CBS, London & Western Front
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NBC
- DREIER, ALEX**
WMAQ, Chicago, Ill.
- DRYFOOS, L.**
WLEU, Erie, Pa.
- DUNBAR, WILLIS F.**
WKZO, Kalamazoo, Mich.
- DUNN, JACK**
WDAY, Fargo, N. D.
- DUNN, WILLIAM J.**
CBS, South & Central Pacific

— E —

- EAGON, BRUCE**
KRLD, Dallas, Texas
- EATON, RICHARD**
WMCA, New York, N. Y.
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— F —

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- FIELDING, CAPT. MICHAEL**
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- FLANNER, JANET**
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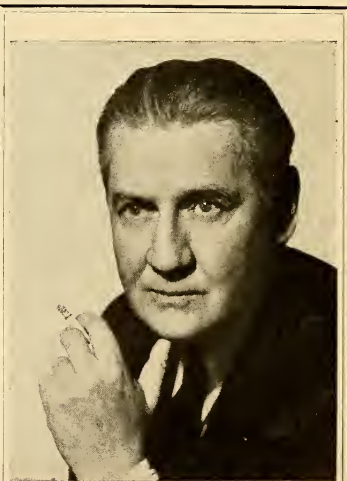
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HARRY W.**
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WLAP, Lexington, Ky.
- FLEISHER, NATHAN**
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 KROW, Oakland, Calif.
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 KVOO, Tulsa, Okla.
FURNISS, WALTER
 WOOL, Columbus, O.

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 WAGM, Presque Isle, Me.
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 WMT, Waterloo, Iowa
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GREGORY, MARK
 WJR, Detroit, Mich.
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 KTRH, Houston, Texas
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 WTMA, Charleston, S. C.
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 WTM, Trenton, N. J.
GROVER, TED
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GWYNN, EDITH
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— H —

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 KOLL, Omaha, Neb.
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 WADC, Akron, O.
HALE, ARTHUR
 MBS
HALL, FRED
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HANLON, TOM
 KNX, Los Angeles, Calif.
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HARRIS, JAMES LIONEL
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HILLMAN, WILLIAM
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HITE, BOB
CBS

HIN, GIL
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WOWO, Ft. Wayne, Ind.

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WLAV, Grand Rapids, Mich.

HOPKINS, A. F.
WJEF, Grand Rapids, Mich.

HOPKINS, DON
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WTM, Trenton, N. J.

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HULLINGER, BETTY
KVCV, Redding, Calif.

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HURLEIGH, ROBERT "Bob"
WBBM, Chicago, Ill.

— J —

JACKSON, ALLAN
CBE, New York.

JACOB, HANS
WOV, New York.

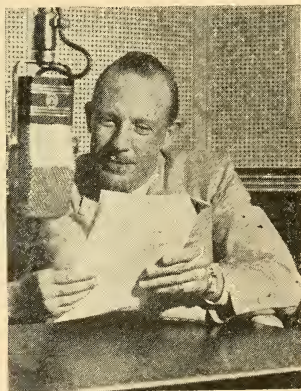
JACOBS, TOM
KTEH, Houston, Tex.

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JAY, HARRY M.
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JOHNSTONE, FRANK
 KQW, San Jose, Calif.
JOHNSTONE, FRED
 CKWS, Kingston, Can.
JOHNSON, TED
 KFBI, Wichita, Kans.
JOHNSON, GLEN
 WHOP, Hopkinsville, Ky.
JOHNSON, PHILIP N.
 WHEB, Portsmouth, N. H.

— K —

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 KQV, Pittsburgh, Pa.
KEARNS, JOSEPH
 CBS.
KEEFE, HOWARD S.
 WSPR, Springfield, Mass.
KELLEY, BOYD
 KFJZ, Ft. Worth, Tex.
KELLY, JOSEPH
 WHDH, Boston, Mass.

KENNEDY, JOHN B.
 Blue, New York.

KENNEY, FRED
 WROL, Knoxville, Tenn.
KENT, JOHN
 WWL, New Orleans, La.
KENT, ROBERT
 WHIS, Bluefield, W. Va.

KESSLER, DAVID E.
 WHAM, Rochester, N. Y.
KIERMAN, RAY
 WEEI, Boston, Mass.
KIERMAN, WALTER
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KILGORE, SHIRLEY
 WDSU, New Orleans, La.
KINGDON, DR. FRANK
 WMCA, New York.
KINGSBURY, GILBERT
 WLW, Cincinnati, Ohio.
KING, CY
 WEBR, Buffalo, N. Y.
KNEEL, JACK
 WBT, Charlotte, N. C.
KNUTSON, MILO
 KFBI, Wichita, Kans.
KREGELCH, HUBERT
 WSPR, Springfield, Mass.
KRESBACH, E.
 KGCX, Sidney, Mont.
KUTZ, EDWARD C.
 WSPD, Toledo, Ohio.

— L —

LACKEY, ERNEST
 WHOP, Hopkinsville, Ky.
LACKEY, HECHT S.
 WSON, Henderson, Ky.
LACY, JACK
 KOKO, La Junta, Colo.
LAMB, BRITT
 WLAY, Musele Shoals City,
 Ala.
LANE, DICK
 KFBC, Cheyenne, Wyo.

LANG, WILLIAM
 MBS.
LARSON, WHITEY
 WNAX, Yankton, S. D.
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 KODY, North Platte, Neb.
LAW, GLEN
 KKNT, Des Moines, Iowa.
LAWTON, FLEETWOOD
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 WTMV, East St. Louis, Ill.
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 KNOX, Knoxville, Tenn.
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 WOW, Omaha, Neb.
LESUEUR, LARRY
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 WWL, New Orleans, La.
LEWIS, ERVIN
 WLS, Chicago, Ill.
LEWIS, FULTON, JR.
 MBS.
LEWIS, R. P.
 KOKO, La Junta, Colo.



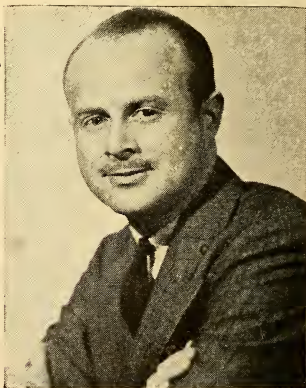
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WCOL, Columbus, Ohio.
LONG, RUSS
WCSC, Charleston, S. C.
LONGMIRE, CAREY
WLIB, New York, N. Y.
LYNCH, CECIL
KTRB, Modesto, Calif.

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WOAI, San Antonio, Tex.
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WCOS, Columbia, S. C.
McMURRAY, EMMET H.
WJPE, Greenville, Miss.
McPHERSON, G. A.
WDOD, Chattanooga, Tenn.

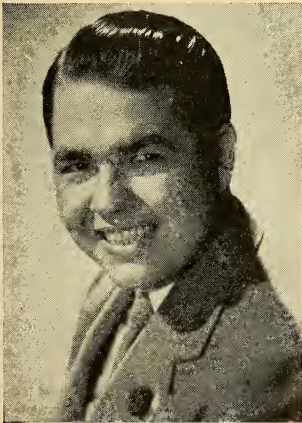
McTIGUE, HARRY
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MEISTER, DON
WDSU, New Orleans, La.

MEYERS, TED
KFI, Los Angeles, Calif.

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MILLER, KENT
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KTUL, Tulsa, Okla.
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KCMO, Kansas City, Mo.
MONROE, WILSON
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OTTO, BOB
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OVIATT, RAY
WMRN, Marion, Ohio.

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PARKER, ROBERT
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KOIL, Omaha, Neb.

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News Editor

Announcer

KFI

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 KGNC, Amarillo, Tex.

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 KFAM, St. Cloud, Minn.

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 KSFO, San Francisco, Calif.

ROSE, BOB
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 KANS, Wichita, Kans.

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SCOOLER, ZVEE
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SCOTT, JOHN
 KRBC, Abilene, Tex.

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 KWTO, Springfield, Mo.

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 WQXR, Blue, New York, N. Y.

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 CBS, London.


SHADELL, WILLARD
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WSON, Henderson, Ky.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

SMITH, DICK
WHB, Kansas City, Mo.

SMITH, HOWARD K.
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STWARD, OLAF
WIBW, Topeka, Kans.

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WKRC, Cincinnati, Ohio.

SPENCER, RAY
WHK, Cleveland, Ohio.

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KFH, Wichita, Kans.

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WADC, Akron, Ohio.

STEEL, JOHANNES
WHN, New York.

STEIN, MYRL
KGKL, San Angelo, Tex.

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WBBM, Chicago, Ill.

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WQXR, New York, N. Y.

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WDRC, Hartford, Conn.

STOCKWELL, RICHARD E.
WCO, Minneapolis, Minn.

STORM, JOE
NBC.

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KKOK, St. Louis, Mo.

STOWE, LELAND
Blue.

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KVOV, Redding, Calif.

STURM, C. C.
KMPC, Bakersfield, Calif.

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WKZO, Kalamazoo, Mich.

STYLES, HAL.
KFWB, Hollywood, Calif.

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KFI, Los Angeles, Calif.

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WTAG, Worcester, Mass.

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CBS, New York.

SWENSON, HARVEY G.
KFAB, Lincoln, Neb.

SWEET, BEN
WMAS, Springfield, Mass.

SWING, RAYMOND
Blue.

— T —

TABOUIS, GENEVIEVE
WQXR, New York, N. Y.

TARKINSON, CHARLES
WHDH, Boston, Mass.

TAYLOR, DON
WLAC, Nashville, Tenn.

THOMPSON, DOROTHY
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TIGHE, LAWRENCE
Blue.

TOBIN, JOE
WINS, New York, N. Y.

TOMLINSON, EDWARD
Blue.

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CBS, New York.

TRUE, HAROLD
WWJ, Detroit, Mich.

TRISS, BUDDY
Blue.

— U —

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WSPD, Toledo, Ohio.

USHER, ROY
CKUA, Edmonton, Can.

UTLEY, CLIFTON
WMAQ, Chicago, Ill.

— V —

VAILE, DAVE
CBS.

VAN de VEER, McCLELLAN
WSGN, Birmingham, Ala.

VAN, LYLE
WEAF.

VANDEVENTER, FRED
WOR, New York.

VAN DYKE, RUSS
WNAX, Yankton, S. D.

VAN VOORHEES, WESTBROOK
Blue.

VAUGHN, EDDIE
KMA, Shenandoah, Iowa.

VADEBONEUR, E. R.
WSYR, Syracuse, N. Y.

VELIE, LESTER
WQXR, New York, N. Y.

— W —

WAGES, JOHN
KPHO, Phoenix, Ariz.

WALE, MRS. SIDNEY
KROW, Oakland, Calif.

WALLACE, EDWARD
WTAM, Cleveland, Ohio.

WALRATH, WALTER W.
WICA, Ashtabula, Ohio.

WALSH, J. RAYMOND
WMCA, New York, N. Y.

WALTON, SIDNEY
WHN, New York, N. Y.

WASS, BOB
WADC, Akron, Ohio.

WAYNE, CARTER
WHK, Cleveland, Ohio.

WEATHERWAX, JACK
CJKL, Kirkland Lake, Can.

WEAVER, BEN
KSRO, Santa Rosa, Calif.

WESTWORTH, KUTH
KECA, Los Angeles, Calif.

WESP, MILFORD
WBEN, Buffalo, N. Y.

WHITLOCK, BILL
WLAV, Grand Rapids, Mich.

WILLIAMS, DOC
WADC, Akron, Ohio.

WILLIAMS, GLENN
WAGE, Syracuse, N. Y.

WILLIAMS, TOD
WHN, New York, N. Y.

WILLS, DAVID
Blue.

WILSON, DON
KOTA, Rapid City, S. D.

WILSON, GEORGE E.
KWTO, Springfield, Mo.

WILSON, HOWARD
KSLM, Salem, Ore.

WILLSON, JIMMIE
WAPI, Birmingham, Ala.

WILSON, LIVELY
WLBJ, Bowling Green, Ky.

WILSON, STU.
KHJ, Hollywood, Calif.

WINCHELL, WALTER
Blue.

WOLPERS, ALLAN
KWOC, Popular Bluff, Mo.

WOOD, HARRISON
Don Lee, MBS.

WOOD, LARRY
KHJ, Hollywood, Calif.

WOOLFRIES, ANDY
WMT, Cedar Rapids, Iowa.

WORDEN, RALPH
WGAR, Cleveland, Ohio.

— Y —

YERXA, TED
KFI, Los Angeles, Calif.

YOUNG, EARL
WLAY, Muscle Shoals, Ala.

YOUNG, MURRAY
WHK, Cleveland, Ohio.

— Z —

ZEANAH, CHARLES
WSPA, Montgomery, Ala.

ZEIGIN, JACK
WING, Dayton, Ohio.

ZIEBARTH, E. W.
WLB, Minneapolis, Minn.

Sports Commentators

—their work during 1944

— A —

ADAMS, FELIX
WISH, Indianapolis, Ind.

ALBURY, BOB
WBBQ, Memphis, Tenn.

ALDEN, JERRY
WJSN, Bridgeton, N. J.

ALLEN, MEL
U. S. Army.

AMES, DON
KXEL, Waterloo, Iowa.

ANDERSON, VINCENT
WKLA, Ludington, Mich.

ARTHUR, FRANK
KROW, Oakland, Calif.

AUSTIN, JERRY
WINS, New York, N. Y.

— B —

BAGWELL, WENDELL
KVOP, Plainview, Tex.

BARBER, RED
WHN, Mutual, New York,
N. Y.

BARKER, EDMUND
KMAC, San Antonio, Tex.

BARLOW, JAY
WHLN, Harlan, Ky.

BASEL, MARION
WGKY, Charleston, W. Va.

BERGMAN, ARTHUR J. (Dutch)
WRC, Washington, D. C.

BERKOWITZ, MILTON
WHTD, Hartford, Conn.

BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.

BIRD, CHARLES
WKBZ, Muskegon, Mich.

BISHOP, BURTON
KTEM, Temple, Tex.

BLAIR, HOWARD "Red"
KTTS, Springfield, Mo.

BLOOM, MARVIN
WCED, Dubois, Pa.

BOCHMAN, BILL
WCOS, Columbia, S. C.

BOLAND, JOE
WBSB, South Bend, Ind.

BOYD, TRENT
WSIX, Nashville, Tenn.

BOZEMAN, JERRY
KRMD, Shreveport, La.

BRADY, BILL
WGY, Schenectady, N. Y.

BRENGEL, BILL
WWL, New Orleans, La.

BRICKHOUSE, JACK
WGN, Chicago, Ill.

BRISTER, BOB
KELA, Centralia, Wash.

BURICK, SI
WHIO, Dayton, Ohio.

BUTLER, JOHNNY
WHK, Cleveland, Ohio.

BUTTON, DAVE
KODY, North Platte, Neb.

— C —

CAIN, DOYLE
KFXD, Nampa, Idaho.

CAMPBELL, DICK
KOME, Tulsa, Okla.

CAMPOFREDA, NICK
WFBZ, Baltimore, Md.

CARAY, HARRY
KXOK, St. Louis, Mo.

CARLE, LEN
WPAB, Parkersburg, W. Va.

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WVNY, Watertown, N. Y.

CAVE, WALT
KMJ, Fresno, Calif.

CAVERLEE, DR. ROBERT
WFVA, Fredericksburg, Va.

CLAPMAN, ROY T.
KTSM, El Paso, Tex.

CHARVAT, JACK
KTUL, Tulsa, Okla.

CHILDS, LELAND
WSFA, Montgomery, Ala.

CHRISTIE, GEORGE
WFFA, Manchester, N. H.

CHRYSDALE, JOE
CKEY, Toronto, Ont., Can.

CITYL, JOE
KELA, Centralia, Wash.

CLARK, J. B.
WPT, Charlotte, N. C.

CLEVELAND, HOWARD
KVEC, San Luis Obispo, Calif.

COFFEE, R.
WAIM, Anderson, S. C.

COHAN, JOHN
KNET, Palestine, Tex.

COLLINS, RAY
KORE, Eugene, Ore.

COLON, JACK
KALE, Portland, Ore.

CONDRON, STUART
KGNC, Amarillo, Tex.

CONRAD, BOB
WWL, New Orleans, La.

COOKE, BOB
CJRL, Kenora, Ont., Can.

CORBIN, DAN
WVRL, Woodside, N. Y.

CORNISH, WORTHEN
WGAN, Portland, Ore.

CORRAY, FRED
WILL, Urbana, Ill.

COSTIN, JIM
WSBT, South Bend, Ind.

COULTER, E. C.
KFBI, Wichita, Kans.

COVAN, COLEY
WSON, Henderson, Ky.

COX, JR., HOUSTON
WCBL, Columbus, Miss.

WELO, Tupelo, Miss.

CRABTREE, CHIC
KTPI, Twin Falls, Idaho.

CROSIAR, FRANK
WHOT, South Bend, Ind.

CROWE, MARTIN
KFJB, Marshalltown, Iowa.

CRUM, BILL
WCHS, Charleston, W. Va.

CUDD, JOE
KMLE, Monroe, La.

CULLEN, BERT
CHEX, Petersborough, Ont.,
Can.

CULLUM, DICK
WDGY, Minneapolis-St. Paul,
Minn.

CUMMISKEY, JOE
WHOM, Jersey City, N. J.

— D —

DAELEY, JOHN
KOVC, Valley City, N. D.

DAILEY, TOM
WOW, Omaha, Neb.

DARROW, JACK
WSTV, Steubenville, Ohio.

DAVIS, JACK
WALL, Middletown, N. Y.

DAVIS, JACK
WCAU, Philadelphia, Pa.

DAVIS, JACK
WEAU, Eau Claire, Wis.

DAVISON, R.
WAIM, Anderson, S. C.

DAWSON, R. L.
KBZ, Ottumwa, Iowa.

DELMONT, JAMES
KATE, Albert Lea, Minn.

DESCARREAU, MAURICE
CHRC, Quebec, Quebec, Can.

DIEHL, BILL
WGH, Newport News, Va.

DIETZEN, JOHN
WDAN, Danville, Ill.

DOAN, BOB
WHBF, Rock Island, Ill.

DOLAN, JIMMY
CBS.

DOMAS, ROLAND
WMAS, Springfield, Mass.

DONALDSON, AL
KOMA, Oklahoma City, Okla.

DONOVAN, BOB
KGPY, Spokane, Wash.

DUKE, PAUL
WMBG, Richmond, Va.

DUNBAR, JIM
WHEB, Portsmouth, N. H.

DUNCAN, AL
CJKL, Kirkland Lake, Ont.,
Can.

DUNPHY, DON
WINS, New York, N. Y.

DWYER, DAN
WOLF, Syracuse, N. Y.

DYER, "BILL"
WTFH, Baltimore, Md.

DYER, HAROLD F.
WCSH, Portland, Me.

— E —

EADE, JOSEPH K.
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WSBA, York, Pa.
EGAN, G.
CFAC, Calgary, Alta., Can.
ELLIS, JOE
WJPF, Herrin, Ill.
ELLIS, STEVE
WMCA, New York, N. Y.
ELSTON, BOB
KVFD, Fort Dodge, Iowa.
ERICKSON, C. J.
KGCS, Sidney, Mont.
EVANS, DON
KCMO, Kansas City, Mo.
EVANS, JONES
WBAX, Wilkes Barre, Pa.
EVANS, ROBERT B.
WSPD, Toledo, Ohio.

— F —

FARIS, CLINT
WGTM, Wilson, N. C.
FELDMAN, BOB
WMAS, Springfield, Mass.
FLYN, ARTHUR
WLAW, Lawrence, Mass.
FORD, MILTON
WBIR, Knoxville, Tenn.
FRENCH, GRAHAM
KTUC, Tucson, Ariz.
FRENCH, PETE
WEAS, Louisville, Ky.
FUREY, DUB
KPLT, Paris, Tex.
FURMAN, EDWARD E.
KGLU, Safford, Ariz.

— G —

GALVIN, VINCE
KELO, Sioux Falls, S. D.
GARCIA, RAY
KFMB, San Diego, Calif.
GARDNER, CAROLL A.
WSNY, Schenectady, N. Y.
GARNES, CLARENCE
WDOD, Chattanooga, Tenn.
GATES, HILLIARD
WOWO, Fort Wayne, Ind.
GEE, STAN
WFMJ, Youngstown, Ohio.
GIBSON, BILL
WLB, Minneapolis, Minn.
GILL, WESLEY F.
WGNV, Newburgh, N. Y.
GILLUI, BILL
KLZ, Denver, Colo.
GIVEN, KEN D.
WLBJ, Bowling Green, Ky.
GODWIN, AL
WHN, New York, N. Y.
GOESER, CLARENCE
KFIZ, Fon Du Lac, Wisc.
GOODRICH, DOGER
WHEC, Rochester.
GORDON, J. R.
KELD, El Dorado, Ark.
GOULET, A.
CHLP, Montreal, Que., Can.
GWODY, CURT
KFBC, Cheyenne, Wyo.
GRANT, HAL
WGBR, Goldsboro, N. C.
GREENHOE, BOB
WLAV, Grand Rapids, Mich.
GREENWALD, MARTY
WALL, Middleton, N. Y.
GREGORY, LLOYD
KPRC, Houston, Tex.

GUEST, GORDON
KVOL, Lafayette, La.
GUYPAN, BILL
KGO, San Francisco, Calif.

— H —

HADLEY, IRVING D.
WBZ and WBZA, Boston,
Springfield, Mass.
HALL, HALSEY
WCCO, Minneapolis, St. Paul,
Minn.
HALLIGAN, MASON
KTBI, Tacoma, Wash.
HAMRICK, HOWARD
WRNL, Richmond, Va.
HARING, CLAUDE
WIBG, Philadelphia, Pa.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRIS, BILL
WHAJ, Greenfield, Mass.
HART, WELDON
KTBC, Austin, Tex.
HEALEY, DAN
WBRK, Pittsfield, Mass.
HELGESEN, RAY
KTUC, Tucson, Ariz.
HENDERSON, ART
CHAB, Moose Jaw, Sask., Can.
HENRY, JOHN
KVVO, Tulsa, Okla.
HENRY, LEW
WEEK, Akron, Ohio.
HENSON, PAUL
WMOH, Hamilton, Ohio.
HINKLIN, MARION
WMRN, Marion, Ohio.
HODGES, RUSS
WOL, Washington, D. C.
HOGAN, TERENCE
WATW, Ashland, Wisc.
HOOKER, JOE
WLAV, Grand Rapids, Mich.
HOOVER, DON
WJMS, Ironwood, Mich.
HOYT, WAITE
WKRC, Cincinnati, Ohio.
HUGGINS, VERNE
CKCK, Regina, Sask., Can.
HUNTER, RIG
KHUB, Wayonville, Calif.
HUSEBY, LARRY
KVI, Tacoma, Wash.
HUSING, TED
CBS.
HUSS, J. W.
WJMS, Ironwood, Mich.
HYDEN, VIC, JR.,
KTSW, Emporia, Kans.

— J —

JACKSON, CARROLL
WROX, Clarksdale, Miss.
JACOBS, HENRY
KOY, Phoenix, Ariz.
JACOBUSSE, ADRIAN
WJEF, Grand Rapids, Mich.
JASEN, PHILIP
WTAG, Worcester, Mass.
JEFFREY, JOHN
WKMO, Kokomo, Ind.
JOHANSEN, EARL
KROS, Clinton, Iowa.
JOHNSON, ROLLIE
WTCN, Minneapolis, St. Paul,
Minn.
JONES, ROBERT L.
WSPR, Springfield, Mass.
JONES, WES
KTBS, Shreveport, La.
JORDAN, JOE
WIBC, Indianapolis, Ind.

— K —

KANE, JACK
WHEB, Portsmouth, N. H.
KEITH, LARRY
WSGN, Birmingham, Ala.
KELLEY, "CHICK"
WBRV, Waterbury, Conn.
KELLOW, ED
WPAD, Paducah, Ky.
KENLO, JOHNNY
KALB, Alexandria, La.
KERR, ALFRED
WHBQ, Memphis, Tenn.
KILPATRICK, REID
KMTR, Hollywood, Calif.
KING, HENRY G.
WSAZ, Huntington, W. Va.
KIRBY, LEE
WPT, Charlotte, N. C.
KIRKPATRICK, JIM
CKWS, Kingston, Ont., Can.
KOBERNAT, RALPH
WSAM, Saginaw, Mich.
KOESTER, TONY
KFBK, Sacramento, Calif.
KROECK, LOU
KTMS, Santa Barbara, Calif.

— L —

LACKEY, ERNEST ("Duteh")
WHOP, Hopkinsville, Ky.
LAKE, BARRY
WHO, Des Moines, Ia.
LANDIS, DE WITT
KFYO, Lubbock, Tex.
LASSEN, LEO
KRSC, Seattle, Wash.
LAWRENCE, JOHNNY
WABY, Albany, N. Y.
LAWRENCE, TEDD
WBYN, Brooklyn, N. Y.
LAWSON, JIM
KSLM, Salem, Ore.
LEAR, ELI
WELI, New Haven, Conn.

— LEE, BERT

WHN.
LEDDEN, JACK
WSBT, South Bend, Ind.
LEE, FRANK
WMMN, Fairmont, W. Va.
LENDRICK, PHIL
KRBC, Abilene, Tex.
LEO, FRED K.
WMBD, Peoria, Ill.
LEWIS, DAVE
KGER, Long Beach, Calif.
LINDSAY, WINDELL
KPLC, Lake Charles, La.
LOMAX, STAN
Mutual
LONG, TERRY
WBNX, Bronx, N. Y.
LUNDQUIST, ELDON
WTRC, Elkhart, Ind.

— M —

MADDOCK, LLOYD
KROW, Oakland, Calif.
MALOY, JACK
WEEI, Boston, Mass.
MALOY, JOHN D.
WCOP, Boston, Mass.
MANN, STU
WLOL, Minneapolis, St. Paul,
Minn.

SPORTS COMMENTATORS

MANNING, TOM
WTAM, Cleveland, O.

MARGET, M. M.
KVOX, Moorhead, Minn.

MARKEY, ARTHUR
WJAR, Providence, R. I.

MARKWARD, BILLY
WIBG, Philadelphia, Pa.

MARTIN, CHARLES
WRJN, Racine, Wis.

MARTIN, JACK
WKBH, La Crosse, Wis.

MARTIN, NAT
WCHV, Charlottesville, Va.

MASSE, AL
WBTA, Batavia, N. Y.

MATTISON, CHARLES
("Chuck")
WHOP, Hopkingsville, Ky.

McANN, DICK
KBON, Omaha, Neb.

McCARTHY, CLEM
WHN, New York, N. Y., NBC

McCARTHY, DICK
WKNY, Kingston, N. Y.

McCLELLAND, PAUL
KHMO, Hannibal, Mo.

McCULLOUGH, TOM
WJLB, Detroit, Mich.

McDONALD, BOB
KRGV, Weslaco, Tex.

McDONALD, JACK
KLX, Oakland, Calif.

McFARLAND, BRUCE
CKGB, Timmins, Ont., Can.

McHAN, BILL
WJPR, Greenville, Miss.

McKNIGHT, WES
CFRB, Toronto, Ont., Can.

McLEAN, NORMAN A.
WRRN, Warren, O.

McLINN, STONEY
WIP, Philadelphia, Pa.

McMAHON, TOM
WSYR, Syracuse, N. Y.

McTIGUE, HARRY
WJNN, Louisville, Ky.

MERCER, JIMMY
KWFC, Hot Springs, Ark.

MERRIN, RICHARD
WSMAN, Mansfield, O.

MIFSUD, PAUL
KMAC, San Antonio, Tex.

MILLARD, HOWARD V.
WSOY, Decatur, Ill.

MILLER, OMER
WPAV, Portsmouth, O.

MILLER, PAUL J.
WWVA, Wheeling, W. Va.

MITCHELL, JOHN
KGFV, Kearney, Neb.

MOORHEAD, THOMAS
WFIL, Philadelphia, Pa.

MORLEY, BERNARD S.
WHCU, Ithaca, N. Y.

MORRIS, JAMES M.
KOAC, Corvallis, Ore.

MORRIS, TRUMAN
WOMI, Owensboro, Ky.

MORRISON, A.
CKRC, Winnipeg, Man., Can.

MORRISON, GARRY
WPTF, Raleigh, N. C.

MORTON, EARL
CHNS, Halifax, N. S., Can.

MULHALL, ROBERT
WOL, Ames, Iowa

MURPHY, JACK
KVOR, Colorado Springs, Colo.

MURRAY, FRANNY
WIBG, Philadelphia, Pa.

— N —

NELSON, TANK
WBBB, Burlington, N. C.

NESBITT, DICK
WKRC, Cincinnati, O.

NOBLE, DEKE
WKMO, Kokomo, Ind.

NOBLES, GENE
WLAN, Nashville, Tenn.

NOLAN, JOE
WOKO, Albany, N. Y.

NORMAN, HAL
KFH, Wichita, Kans.

NORMAN, NEIL
WIL, St. Louis, Mo.

— O —

O'BRIEN, JOE
WMCA, New York, N. Y.

O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.

OFFICER, JIM
KTAR, Phoenix, Ariz.

O'HALLERON, PAT
KTYW, Yakima, Wash.

O'HARA, JOHN
KWK, St. Louis, Mo.

O'NEILL, JIMMY
KORN, Fremont, Neb.

OSBORN, WAYNE
WIND, Chicago, Ill.

OSTROM, JOHN
WCSC, Charleston, S. C.

OWENS, MAURICE P.
WROK, Rockford, Ill.

— P —

PAGET, JOE
KATE, Albert Lea, Minn.

PARISH, GUY
WEBQ, Harrisburg, Ill.

PARKES, HAL
KROW, Oakland, Calif.

PARSONS, BEN
WJHO, Opelika, Kans.

PARSONS, MARSHALL
WBRC, Birmingham, Ala.

PATERSON, PAT
WMT, Cedar Rapids, Waterloo, Iowa

PEPE, JOHNNY
WPIC, Sharon, Pa.

PETERS, KEN
KTMS, Santa Barbara, Calif.

EDMUND, PICHE
CBV, Quebec, Que., Can.

PORCHER, W. H., JR.
WAYS, Charlotte, N. C.

POUCHER, WAYNE
WSLS, Roanoke, Va.

POWERS, PERCY
WSLI, Jackson, Miss.

PRICE, DAN
KGCX, Sidney, Mont.

PRINCE, ROBERT
WJAS, Pittsburgh, Pa.

PURCELL, JIM
KVAK, Atchison, Kans.

— Q —

QUIGLEY, E. C.
WIBW, Topeka, Kans.

QUINTON, CHARLES
KGFF, Shawnee, Okla.

— R —

RAUBACHER, GEORGE
WLO, Janesville, Wis.

REEVE, RAY
WRAL, Raleigh, N. C.

REILLEY, SPEED
KLX, Oakland, Calif.

REINHARD, HARRY
WCAU, Philadelphia, Pa.

RENICK, JIM
WCOL, Columbus, O.

REYNOLDS, BOB
WEIM, Fitchburg, Mass.

RILEY, DON
WCAO, Baltimore, Md.

ROBERTSON, JIM
KSON, Henderson, Ky.

ROLL, PHIL
WGBR, Goldsboro, N. C.

ROTHRUM, BILL
WSYR, Syracuse, N. Y.

ROUSSEAU, "PORKY"
WSOO, Sault Ste. Marie, Mich.

RUGH, VIC
KANS, Wichita, Kans.

— S —

SAAM, BYRUM
WIBG, Philadelphia, Pa.

SANDY, MIKE
WIBX, Utica, N. Y.

SARGEANT, ARTHUR
WSLS, Roanoke, Va.

SCHMIDT, RAY
WTMV, E. St. Louis, Mo.

SCHREIBER, MARK
KMYR, Denver, Colo.

SCHULTZ, A. F.
KFUN, Las Vegas, N. M.

SCHULTZ, FRED
KXO, El Centro, Calif.

SCHULTZ, JERRY
KPRC, Houston, Tex.

SCOTT, CHARLES P.
KTKC, Visalia, Calif.

SEARLES, NEIL
WEMP, Milwaukee, Wis.

SEAVEY, CECIL
KOA, Denver, Colo.

SEXTON, MORGAN
KROS, Clinton, Iowa

SHAFFER, MAX J.
WBBU, Anderson, Ind.

SHUDT, ROY
WTRY, Troy, N. Y.

SHUGRUE, E.
WNA6, Bridgeport, Conn.

SIMMONS, WM. T.
WIS, Columbia, S. C.

SIMS, EARL
KNOW, Austin, Tex.

SLATER, BILL
MBS

SLATER, IVAN
CHPS, Parry Sound, Ont., Can.

SMITH, BOB
WOOD, Grand Rapids, Mich.

SMITH, DEAN
WTRC, Elkhart, Ind.

SMITH, FRED
WAOV, Vincennes, Ind.

SMITH, LEE
WSRR, Stamford, Conn.

SNOW, JOHN
KTAR, Phoenix, Ariz.

SONDERGAARD, G. H.
KCID, Spencer, Iowa

SORENSON, FRITZ
WFIN, Findley, O.

SPARKS, JIM
KRRV, Sherman, Tex.

SPOKES, A. E.
WJTN, Jamestown, N. Y.

SQUIRES, FRANK
CJCS, Stratford, Ont., Can.

STALLARD, DAL
KCMO, Kansas City, Mo.

STANLEY, LARRY
KFH, Wichita, Kans.

STAPLETON, BILL
KFPW, Ft. Smith, Ark.

• • • **SPORTS COMMENTATORS** • • •

STEARNS, BILL
 WHEB, Portsmouth, N. H.
STEELE, ROBERT
 WTIC, Hartford, Conn.
STEFFES, ARTHUR
 KWNO, Winona, Minn.
STEMMLER, NICK
 WAGE, Syracuse, N. Y.

STERN, BILL
 NBC, Colgate Sports Reel.

STEVENS, JACK
 WDRC, Hartford, Conn.
STEWART, M. D.
 KNET, Palestine, Tex.
STOLAR, PHILIP
 WLAC, Nashville, Tenn.
STON, RALPH
 KSRO, Santa Rosa, Calif.
STONE, VIRGIL
 KOCA, Kilgore, Tex.
STRAIN, JIM
 KMTR, Hollywood, Calif.
STUELPNAGEL, FRED
 KCVC, Redding, Calif.
STYDAHAR, DAVID
 WBLK, Clarksburgh, W. Va.
SULLIVAN, CHARLES
 WMC, Memphis, Tenn.
SULLIVAN, GENE
 KFEQ, St. Joseph, Mo.
SUMMIERS, TED
 WMUR, Manchester, N. H.
SWENEY, BUDD
 WHKC, Columbus, O.
SWENSON, GIL
 WDAY, Fargo, N. D.

— T —

TANKERSLEY, BILL
 KWJB, Globe, Ariz.
TAUB, SAM
 WHN, BLUE
TERRY, BOB
 WTMV, E. St. Louis, Ill.
THERIOT, ALLISON J.
 KVOL, Lafayette, La.
THOMPSON, JIMMIE
 KQV, Pittsburgh, Pa.
THOMPSON, RALPH
 KIRO, Seattle, Wash.

TIBBETT, GENE
 WELO, Tupelo, Miss.
TRUITT, ROLLIE
 KEX, KGW, Portland, Ore.
TUCKER, JOE
 WWSW, Pittsburgh, Pa.
TURNER, ROBERT O.
 WHAM, Rochester, N. Y.
TYSON, E. L.
 WWJ, Detroit, Mich.

— U —

ULRICK, E. C.
 WLOK, Lima, O.
UNERTH, DON
 WFHR, Wisconsin Rapids, Wis.
UPSON, PAUL
 WTRC, Elkhart, Ind.

— V —

VACKNER, CHARLIE
 WBNY, Brooklyn, N. Y.
VANCE, HENRY (Hy)
 WAPI, Birmingham, Ala.
VAN ELLS, NEAL
 WAOV, Vincennes, Ind.
VOGEL, ART
 WLEU, Erie, Pa.

— W —

WADDLE, DOUG
 WFMD, Frederick, Md.
WAGNER, JAY
 WOSU, Columbus, O.
WALDEN, PAUL E.
 KWRC, Pendleton, Ore.
WALDEN, WARREN
 WEAN, Providence, R. I.
WALKER, MORTON
 WGRU, Louisville, Ky.
WARD, A.
 CFRN, Edmonton, Ontario, Can.
WARD, ALAN
 KLX, Oakland, Calif.
WARREN, WILLIAM
 WASK, Lafayette, Ind.
WAUGH, IRVING
 WSM, Nashville, Tenn.
WEBBE, TED
 WPAT, Paterson, N. J.

WEBER, GLENN
 WKZO, Kalamazoo, Mich.
WEBSTER, DAN
 WMOB, Mobile, Ala.
WEGMET, NORM
 KWYO, Sheridan, Wyo.
WIKEHART, C. E.
 WHLN, Harlan, Ky.
WHITAKER, JOHN
 WJOB, Hammond, Ind.
WHITE, TOM
 KPDN, Pampa, Tex.
WILGUS, FRANK
 WCAP, Asbury Park, N. J.
WILLIAMS, DALE
 WOI, Ames, Iowa
WILLIAMS, DON
 WJOB, Hammond, Ind.
WILSON, BERT
 WIND, Chicago, Ill.
WILSON, DAVE
 KFH, Wichita, Kans.
WILSON, R. B.
 WADC, Akron, O.
WILSON, WARD
 WHN, New York, N. Y.
WINKLER, RAY
 KLRA, Little Rock, Ark.
WISMER, HARRY
 BLUE
WOLF, DAN
 WBOW, Terre Haute, Ind.
WOLF, SOL
 WRAK, Williamsport, Pa.
WOOD, HENRY
 KVOL, Lafayette, Ind.
WOODARD, RAY
 WFNC, Fayetteville, N. C.
WOODLE, HARRY
 KID, Idaho Falls, Idaho
WOOLFRIES, ANDY
 WMT, Cedar Rapids, Waterloo, Iowa
WRIGHT, DENNY
 WMSL, Decatur, Ala.
WRIGHT, HOLLIS
 WRC, Washington, D. C.

— Y —

YACK, GEORGE
 WBAA, W. Lafayette, Ind.
YANDT, MAX
 KGUO, Missoula, Mont.
YOUNG, J. J.
 WERC, Erie, Pa.

FOR QUALITY
AP !

★ Backstage ★

people in radio production during 1944

— A —

ACKERLEY, GENE
KID, Idaho Falls, Idaho

ADAMS, WILLIAM J.
WHBC, Rochester, N. Y.

ADAMS, WYLIE
Blue

ALLEN, GEORGE
CBS, Los Angeles

AMREIN, JOHN
WSAI, Cincinnati, O.

ANDERSON, EDMUND
WHN, N. Y.

ANDERSON, VINCENT
WKLA, Ludington, Mich.

ANDREWS, JIM
CBS, Tonight in Hollywood

ANDREWS, MARTIN
Blue

APPLE, WM.
KRSC, Seattle, Wash.

ARIM, THOMAS
WSTV, Steubenville, O.

ARMBRISTER, CYRIL
Blue

ASPINWALL, HUGH
KMA, Shenandoah, Iowa

— B —

BAILEY, ED
WMAQ, Chicago, Ill.

BAILEY, JACK
CBS, Meet the Missus, Money on the Line

BAILEY, MEL
KGW, Portland, Ore.

BAKER, GEORGE
WRC, Washington, D. C.

BALFE, KIERAN
WSTV, Steubenville, O.

BALTIN, CHARLES
WHOM, Jersey City, N. J.

BAMBRICK, GORDON
KGW, Portland, Ore.

BARCO, BAILEY
WTAR, Norfolk, Va.

BARNHART, LYLE D.
WBBM, Chicago, Ill.

BARTLETT, KENNETH
KLX, Oakland, Calif.

BATES, RICHARD E.
WGAN, Portland, Ore.

BATTY, HAROLD
KVCV, Redding, Calif.

BAXTER, LEO J.
WBOW, Terre Haute, Ind.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BECKERMAN, LARRY
WTOP, Washington, D. C.

BENOIT, RAYMOND
CKCH

BERGER, HAL
KHJ, Hollywood, Calif.

BEST, EDNA
MBS, KHJ

BIER, JOE
WOR, N. Y.

BLACKS, HENRY
WWRL, Woodside, N. Y.

BOOTH, VIRGIL C.
WBDL, Olean, N. Y.

BOREN, CHARLES C.
WELQ, Tupelo, Miss.

BOSWELL, MIMS, JR.
WGBI, Columbus, Miss.

BOTZER, BEVERLY
KSFO, San Francisco, Calif.

BOWE, GEORGE
WTIC, Hartford, Conn.

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRENGEL, GEORGE
Blue

BREWSTER, ROBERT
KNX-CBS, Sinatra Show

BRIDGENS, BURTON
WRC, Washington, D. C.

BRIGGS, FRED
WSRR, Stamford, Conn.

BRISSETTE, DOL
WTAG, Worcester, Mass.

BRITT, JOHN
WGBR, Goldsboro, N. C.

BROACH, JAMES
KELD, El Dorado, Ark.

BRONSON, DICK
WHTD, Hartford, Conn.

BRONSON, EARL
WENR, Chicago, Ill.

BROOK, CHARLIE
WWRL, Woodside, N. Y.

BROWN, DICK
WINN, Louisville, Ky.

BROWN, KEITH
Blue

BUBECK, HARRY
WMAQ, Chicago, Ill.

BUCHANAN, STUART
Blue

BYRNE, JACK
Blue

— C —

CALDER, ED
KLS, Oakland, Calif.

CAMERON, PERRY
CJOC, Lethbridge

CARO, CAROLYN
KGFJ, Los Angeles, Calif.

CARR, PAULA
WPAR, Parkersburg, W. Va.

CATON, EARL
WBBB, Burlington, N. C.

CAVALLO, PETE
WMAQ, Chicago, Ill.

CHAMBERS, GARDE
WHK, Cleveland, O.

CHARLES, DICK
Blue

CHRISTENSEN, JAMES
WWJ, Detroit, Mich.

CLARE, GEORGE
WBBM, Chicago, Ill.

CLARK, COTTONSEED
CBS, Los Angeles

CLEARY, JOHN
Blue

CLELAND, ED
KTAR, Phoenix, Ariz.

CHASE, JULIA
WBZ & WBZA, Boston, Springfield, Mass.

CODY, DEL
KIQ, KGA, Spokane, Wash.

COLEMAN, WARD
WSLI, Jackson, Miss.

CONNEL, MIKE
WBBM, Chicago, Ill.

COOK, HAROLD
WHOT, South Bend, Ind.

COOK, JAMES R.
WMRC, Greenville, S. C.

COOPER, A. R.
WFDF, Flint, Mich.

CORNELL, SYD
WKRC, Cincinnati, O.

CORNING, W. D.
WNOX, Knoxville, Tenn.

COX, HENRY
Blue

CRABTREE, CHARLES S.
KTFI, Twin Falls, Idaho

CRAMB, ROSEMARY
WSNY, Schenectady, N. Y.

CRARY, CLARENCE
KGER, Long Beach, Calif.

CREWS, AL
WMAQ, Chicago, Ill.

CROMER, EVELYN
WFBC, Greenville, S. C.

CRUTCHFIELD, CHAS.
WBT, Charlotte, N. C.

CUMMINS, BOB
KHJ, Hollywood, Calif.

CURTAIN, CHARLES E.
WNAC

CZUVARA, NINA
WEDC, Chicago, Ill.

— D —

DALY, MARY
WINS, N. Y.

DANA, JOE
KOY, Phoenix, Ariz.

DANIEL, ISABELLE
WHEB, Portsmouth, N. H.

DANIEL, OLIVER
Blue

DAVIDSON, BILL
KECA, Los Angeles

DAVIES, DOUGLAS
WTCN, St. Paul, Minn.

DAWES, EDMUND
WFIL, Philadelphia, Pa.

DAWSON, R. L.
KBIZ, Ottumwa, Iowa

DEAN, BEV
WLS, Chicago, Ill.

DE ANGELO, CARLO
CBS, Adventures of Perry, Mason

DEEM, WARREN K.
WBBM, Chicago, Ill.

DE MOSS, LYLE
WOW, Omaha, Neb.

DE VORE, TOM
WBNS, Columbus, O.

PRODUCTION

DE WALD, DON
KHUB, Waysonville, Calif.
DICK, HENRY
Blue

DINSDALE, ALFRED
WAGE, Syracuse, N. Y.
DIRLAM, C. F.
KFYB, Bismarck, N. D.
DIXON, JOHN J.
WROK, Rockford, Ill.
DODGE, OTIS
WMSL, Decatur, Ala.
DOMINIK, JOHN
KFAM, St. Cloud, Minn.
DONAHUE, NED
WHBF, Rock Island, Ill.

DRUMMOND, DAVE
KGO, San Francisco, Calif.
DUBROW, SANDRA
WDOD, Chattanooga, Tenn.
DUNAVAN, HOWARD
WEAU, Eau Claire, Wisc.
DUNBAR, WILLIS F.
WKZO, Kalamazoo, Mich.
DUSENBURY, DEL
WLB, Minneapolis, Minn.
DUTTON, MYRON
Blue, Gracie Fields
DWAN, ROBERT
NBC, Los Angeles

— E —

EDWARDS, BILL
KMTR, Hollywood
EDWARDS, JACK, SR.
KFI, Los Angeles, Calif.
EHRMAND, ROBERT
WTOP, Washington, D. C.
EILART, WILLIAM A.
WRRN, Warren, O.
EISENBIES, AL.
KFAM, St. Cloud, Minn.
ELLIOTT, WALLACE
KROW, Oakland, Calif.
ESSER, WRIGHT
Blue

— F —

FARISS, WILLIAM
WBYN, Brooklyn, N. Y.
FAUST, GIL
WBBM, Chicago, Ill.
FELTON, NORMAN
WMAQ, Chicago, Ill.
FERRIS, RAY
WLS, Chicago, Ill.
FEYHL, HORACE
WCAU, Philadelphia, Pa.
FILLING, GEORGE
WCAO, Baltimore, Md.

FISHER, MAGGY
NBC, "Finders' Keepers."

FISHER, GEORGE
KECA, Los Angeles
FLYNN, ROY
WAPI, Birmingham, Ala.
FOGLE, GEO. L.
CBS, Los Angeles
FORTUNE, CHARLOTTE
WNOX, Knoxville, Tenn.
FRAMER, WALT
Blue, Ladies Be Seated
FRANZEN, RUTH
KFI, Los Angeles, Calif.
FREELAND, FRED
WOWO, Fort Wayne, Ind.
FRENCH, KENNETH
WRC, Washington, D. C.

FULLER, ROBERT
WLW, Cincinnati, O.

— G —

GARNER, SMITH
KFPW, Ft. Smith, Arizona
GARRETT, JAMES
WDRG, Hartford, Conn.
GIBBS, PARKER
WMAQ, Chicago, Ill.
GIES, MARJORIE
WFDF, Flint, Mich.
GIRARDIN, R. G.
WEEI, Boston, Mass.
GLIDDEN, HAROLD D.
WAGM, Presque Isle, Me.
GONZALO A. del TORO
WFAB, Ponce, Puerto Rico
GOODMAN, JACK
WNYC, N. Y.
GOODWIN, SID
Blue, Breakfast at Sardi's
GORMAN, WALTER
Blue
GOTLIEB, JOSEPH
WMAA, N. Y.
GRACEY, BILL
KTKC, Visalia, Calif.
GRANDEY, ROY
KGO, San Francisco, Calif.
GREEN, DON
KEX, Portland, Ore.
GREEN, LOU
WENR, Chicago, Ill.
GREENHAW, THOMAS B.
KGLU, Safford, Ariz.
GRIBBEN, PAUL
KTAR, Phoenix, Ariz.
GRUENBERG, AXEL
NBC, Star Playhouse
GUEDEL, JOHN
NBC, People Are Funny
GUNN, EARL
KALE, Portland, Ore.

— H —

HADDON, MRS. D. H.
WELQ, Tupelo, Miss.
HALBERT, EDWIN I.
WIP, Philadelphia, Pa.
HOLINER, MANN
NBC, Los Angeles
HALLEY, HAL
KMTR, Name It and Claim It
HAMMOND, ELLEN
KBND, Bend, Ore.
HANES, BOB
WGY, Schenectady, N. Y.
HANSON, RALPH
KUIN, Grants Pass, Ore.
HARRELL, CHARLES
Blue
HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.
HARRIS, BRAD
KVCC, San Luis Obispo, Calif.
HARRIS, DAVID H.
WTAG, Worcester, Mass.
HARRIS, DEAN
WHAM, Rochester, N. Y.
HARRIS, HARRIETT M.
KFWB, Los Angeles
HARRIS, WILLIAM M.
WHA1, Greenville, Mass.
HASSLER, DOROTHEA
WPEN, Philadelphia, Pa.
HARTSOOK, L. A., JR.
WBIG, Greensboro, N. C.
HAYDEN, D. CLARK
KYUM, Yuma, Ariz.
HAYNIE, DOUGLAS B.
KGLU, Safford, Ariz.

HEATON, ADRIAN
WMBI, Chicago, Ill.
HECK, HOMER
WMAQ, Chicago, Ill.
HEITIN, JAY
WHYN, Holyoke, Mass.
HENLEY, DAVE
WDAY, Fargo, N. D.
HERGET, JOSEPH J.
WCHS, Charleston, W. Va.
HERGONSON, ROBERT W.
WINS, N. Y.
HERRICK, BUELL
WGRG, Louisville, Ky.
HEWESTON, H. H.
CFCE, Montreal
HICKMAN, HENRY
WFBR, Baltimore, Md.
HIGGINS, JAMES W.
WVNY, Watertown, N. Y.
HISCOCK, PIERCE
WMBI, Chicago, Ill.
HOLLIHAN, GARRETT
Blue
HOLMAN, C. T.
WEEI, Boston, Mass.
HOLMES, R. D.
KAST, Astoria, Ore.
HOLT, CORINE
WLB, Minneapolis, Minn.
HOLT, DARELL
KMLB, Monroe, La.
HOOVER, JOE
WLAJ, Grand Rapids, Mich.
HOWARD, HERB
WLS, Chicago, Ill.
HOWLETT, ERIC
WJR, Detroit, Mich.
HUBBELL, RICHARD
WBLW, Cincinnati, O.
HUGHES, HAROLD
KOIL, Omaha, Neb.
HULLINGER, BETTY
KVCV, Redding, Calif.
HURD, ROBERT
KJR, Seattle, Wash.

— J —

JABLONS, MIKE
WNYC, N. Y.
JACKSON, CARROLL
WROX, Clarksdale, Miss.
JARVIS, AL
KFWB, Original Make Believe
Ballroom
JEFFRIES, SAVILLA
KFUN, Las Vegas, N. M.
JOHNSON, BIL
Blue, Man Called X
JOHNSON, ERSKINE
CBS, Tonight in Hollywood
JOHNSON, IRWIN
WBNS, Columbus, O.
JOHNSON, PHILIP N.
WHEB, Portsmouth, N. H.
JONAS, ANN HUBERT
WHAS, Louisville, Ky.
JONES, E. Z.
WBBS, Burlington, N. C.
JONES, JOHN W.
WALL, Middletown, N. Y.
JORDAN, JOHN
KTAR, Phoenix, Ariz.
JUAN, ROMAN B.
WPAB, Ponce, Puerto Rico

— K —

KAISER, RUSSELL
KWK, St. Louis, Mo.
KARP, RICHARD
KDKA, Pittsburgh, Pa.

• • • PRODUCTION • • •

KERRY, BILL
WTCN, Minneapolis, Minn.
KERRIGAN, JACK
WHO, Des Moines, Iowa
KIERAN, FRANCES
WHBQ, Memphis, Tenn.
KLAVUN, WALTER
WCC, Bridgeport, Conn.
KNOERNSCHILD, ELMER, REV.
KFUO, St. Louis, Mo.
KNOFF, ELMER
WFDF, Flint, Mich.
KOSTE, WALTER
WWJ, Detroit, Mich.
KUBICZ, JANET
WBBM, Chicago, Ill.
KURTZE, LARRY
WBBM, Chicago, Ill.

— L —

LADIN, HAROLD
WJMS, Ironwood, Mich.
LAFFEY, FRED P.
WLAW, Lawrence, Mass.
LAKE, BARRY
WHO, Des Moines, Iowa
LAMMERS, CHARLES
WLW, Cincinnati, O.
LANTON, WALLY
WJR, Detroit, Mich.
LANE, EUGENE
WHAM, Rochester, N. Y.
LANGLEY, RALPH
KALE, Portland, Ore.
LANGMAN, SARA
KFWB, Los Angeles
LANSWORTH, LEW X.
Blue, Murder Will Out
LARGE, R. F.
CFCY, Charlotetown
LATEAU, HERB
WMAQ, Chicago, Ill.
LAWRENCE, BILL
WMAQ, Chicago, Ill.
LAWRENCE, DICK
KWK, St. Louis, Mo.
LEACH, ED
WOR, N. Y.
LEBAN, JOHN
WCAE, Pittsburgh, Pa.
LEFFERS, BOB
WMT, Cedar Rapids, Waterloo,
Iowa
LETWICH, ALEXANDER
Blue
LEIGHTNER, D. B.
WMBI, Chicago, Ill.
LEIGHTON, DERIC
Blue
LESTER, BILL
KOY, Phoenix, Ariz.
LEWIS, CHARLES
WOL, Washington, D. C.
LIGHT, BOB
Blue, Flagstaff Show
LOCHNER, DON
WEW, St. Louis, Mo.
LONDON, LEW
WPEN, Philadelphia, Pa.
LONG, DEANE
WWL, New Orleans, La.
LOVEMAN, DAVID
WSGN, Birmingham, Ala.
LUCAS, PAUL
WTIC, Hartford, Conn.

— M —

MacDONALD, WILLIAM E.
KFAB, Lincoln, Neb.
MACK, FLOYD
MBS
MACK, HELEN
NBC, Los Angeles

MACK, WAYNE
WGAR, Cleveland, O.
MacMURRAY, TED
Blue
MacQUARRIE, HAVEN
NBC, Noah Webster Says
MAGUIRE, ARNOLD
Blue, CBS, NBC
MAHONEY, JAMES T.
WITH, Baltimore, Md.
MALOY, J. D.
WEEL, Boston, Mass.
MARBLE, EVELYN
KIRO, Seattle Wash.
MARKS, GEO.
WBBM, Chicago, Ill.
MARS, PETER A.
WKLA, Ludington, Mich.
MARSHACK, AL
WTOP, Washington, D. C.
MARSHAL, FRED
KJR, Seattle, Wash.
MARSHALL, BILL
Blue
MARTIN, DON
Blue
MASTERSON, JOHN
Blue, Tom Breneman High-
lights
MEEK, SANDY
WOOD, Grand Rapids, Mich.
MERDIAN, JOHN L.
WSTV, Steubenville, O.
MILKEY, GENE
WCCO, Minneapolis, Minn.
MILLER, ALLEN
KOAC, Corvallis, Ore.
MILLER, JACK
CBS, Jack Kirkwood
MILLER, L. A.
KFAB, Lincoln, Neb.
MILLER, RITA
KFAM, St. Cloud, Minn.
MILNER, GENE
WMBD, Peoria, Ill.
MITCHEL, LES
CBS, Los Angeles
MITCHELL, BERT, JR.
KOA, Denver, Colo.
MITCHELL, JOHN
Blue
MOODY, CAROL
WBBM, Chicago, Ill.
MOODY, RALPH
WLW, Cincinnati, O.
MOORE, HEYWARD
WCSC, Charleston, S. C.
MOORE, PAUL
WTJS, Jackson, Tenn.
MOREY, AL
WBBM, Chicago, Ill.
MORRIS, JAMES M.
KOAC, Corvallis, Ore.
MORSE, CARLTON E.
Blue, One Man's Family
CBS, I Love a Mystery
MORTON, DON
WEAN, Providence, R. I.
MOSES, JOHN B.
WHKC, Columbus, O.
MOSS, TERRY
KMA, Shenandoah, Iowa
MULLEN, BOB
KSFO, San Francisco, Calif.
MULLINS, BERNARD
WTIC, Hartford, Conn.
MUNGER, MOLLIE
KPHO, Phoenix, Ariz.
MURO, BEN
WCAE, Pittsburgh, Pa.
MUSCHANY, E. G.
KXOK, St. Louis, Mo.
McCANN, DICK
KBON, Omaha, Neb.

McCARTHY, DICK
WKNY, Kingston, N. Y.
McCORMACK, JACK
WSGN, Birmingham, Ala.
McCOY, J. W.
WAIM, Anderson, S. C.
McCURDY, ED
WFMD, Frederick, Md.
McGEE, MIKE
WMC, Memphis, Tenn.
McGHEE, CHARLES WHITE
WSGN, Birmingham, Ala.
McGREEVEY, JOHN
KTRAE, Phoenix, Ariz.
McRAE, J. B.
CKUA, Edmonton

— N —

NEILL, EVERETT R.
KDKA, Pittsburgh, Pa.
NEWHOUSE, JOHN
MBS
NORMAN, FREDERIC
KVCV, Redding, Calif.
NORMAN, NEIL
WLL, St. Louis, Mo.
NYE, BOB
KHJ, Michael Shayne
NAPOLI, ANTHONY, MRS.
WELO, Tupelo, Miss.

— O —

OBOLER, ARCH
NBC, Everything for the Boys
O'BRIEN, GERRY
KTUC, Tucson, Ariz.
OLSEN, DAVE
WJR, Detroit, Mich.
OLSON, HARVEY
WDRG, Hartford, Conn.
OWEN, EM
KXEL, Waterloo, Iowa
OWENS, MAURICE P.
WROK, Rockford, Ill.

— P —

PAGE, ALLAN
KVOO, Tulsa, Okla..
PAGE, BOB
WCLO, Janesville, Wis.
PARCHER, OLIVER
WSET, South Bend, Ind.
PARENT, HOWARD
KWIL, Albany, Ore.
PARKINSON, GEER
WBNS, Columbus, O.
PARSONS, ROBERT H.
WMBI, Chicago, Ill.
PARTRIDGE, GEORGE
WHAS, Louisville, Ky.
PATTEE, FLOYD
WTIC, Hartford, Conn.
PATTERSON, ANDY
KMJ, Fresno, Calif.
PATTON, PHIL
WENR, Chicago, Ill.
PAYNE, LARRY
WJR, Detroit, Mich.
PEDRO, JUAN GARCIA T.
WPAB, Ponce, Puerto Rico
PENNELL, BILL
KFWB, Los Angeles
PERAZZO, DON
KBON, Omaha, Neb.
PETERS, KEN
KTMS, Santa Barbara, Calif.
PETERSON, CLIFF
WENR, Chicago, Ill.

PRODUCTION

PETERSON, JACK
WBBM, Chicago, Ill.
PHILLIPS, HOWARD
WMCA, N. Y.
PHILLIPS, PAUL
WCAU, Philadelphia, Pa.
PIERCE, WEBSTER
Blue, Breakfast at Sardi's
POINDEXTER, RUTH
KXRO, Aberdeen, Wash.
PORCHER, W. H., JR.
WAYS, Charlotte, N. C.
POTTER, ANDY
KFI, Los Angeles, Calif.
PRYOR, JACK D.
WRRN, Warren, O.
PURCELL, BOB
KFI, Los Angeles
PUDNEY, EARLE
WGY, Schenectady, N. Y.

— R —

RAPIEFF, KENNETH
WICC, Bridgeport, Conn.
RAY, WILLIAM
KFWB, Los Angeles
REED, VERNON E.
KFH, Wichita, Kans.
REES, ED
WJOB, Hammond, Ind.
REESE, JOHN
WROL, Knoxville, Tenn.
REINHOLDT, BOB
KWIL, Albany, Ore.
REYES, STANLEY
WWL, New Orleans, La.
RINKER, AL
NBC, Gaslight Gaieties
RISK, SIDNEY
CKUA, Edmonton
ROBERTS, CHARLES
KLZ, Denver, Colo.
ROBERTSON, JACK
WHAS, Louisville, Ky.
ROBERTSON, TED
WBBM, Chicago, Ill.
ROSKIN, LEW
CJOC, Lethbridge
ROSS, ANNIE
WMCA, N. Y.
ROSSELL, E. W.
WTRY, Troy, N. Y.
ROWE, RALPH
WMT, Cedar Rapids, Waterloo,
Iowa
RUDICH, NAT
WNYC, N. Y.
RUEGG, FRED
KQW, San Jose, Calif.
RUGGE, JOHN
Blue
RUFHEL, ALBERT J.
WSPD, Toledo, O.
RUNIONS, NORMAN
KIRO, Seattle, Wash.

— S —

SAGUE, SAM
WMOH, Hamilton, O.
SANDERS, AL
KTMS, Santa Barbara, Calif.
SANDERS, WAYNE A.
KTUC, Tucson, Ariz.
SCALPONE, AL
KNX, CBS
SCANLON, WALTER
Blue
SCHEIHING, GORDON
WCAO, Baltimore, Md.
SERVATIUS, RAY
WSYR, Syracuse, N. Y.

SHAMBARGER, AL
WHK, Cleveland, O.
SHARP, MOREY
KLZ, Denver, Colo.
SHAW, J. A.
CFCF, Montreal
SHELLEY, BOB
WLOK, Lima, O.
SHERWOOD, CLINT
KLX, Oakland, Calif.
SHOECRAFT, WILLARD
KWJB, Globe, Ariz.
SHRIVER, WM.
WFBR, Baltimore, Md.
SINCLAIR, JOHN
KID, Idaho Falls, Idaho
SKOTCH, EDWARD
WENR, Chicago, Ill.
SMITH, HUGH W.
WROX, Clarksdale, Miss.
SMITH, JEFF
WOR, N. Y.
SMITH, KENNETH
WLW, Cincinnati, O.
SMITH, RODNEY
KELD, El Dorado, Ark.
SMUCKER, RAY
KYUM, Yuma, Ariz.
SNIPES, EUNICE
WEED, Rocky Mount, N. C.
SNYDER, MARTIN
KEVR, Seattle, Wash.
SOUDER, WM.
WCCO, Minneapolis, Minn.
SPEER, JOHN
KFH, Wichita, Kan.
SPONGBERG, ROLAND
WRJK, Rockford, Ill.
SPURRIER, ESTEN
WOC, Davenport, Iowa
STAPLETON, BILL
KFPW, Ft. Smith, Ark.
STEPP, T. ELLSWORTH
KOA, Denver, Colo.
STEVENS, ROBERT
Blue
STEWART, CALDWELL
WBAF, Montgomery, Ala.
STEWART, DICK
WHTD, Hartford, Conn.
STEWART, LEE
WAAT, Newark, N. J.
STONE, THOMAS S.
WPTF, Raleigh, N. C.
STONE, WALTER
KBUR, Burlington, Iowa
SHORT, JOSEPH, A.
WHCU, Ithaca, N. Y.
STRAIN, JIM.
KMTR, Hollywood, Calif.
STUMP, GEO.
KCKN, Kansas City, Mo.
STYLES, HAL
KFWB, Lest Ye Forget, Let's
Face Facts
SUTHERLAND, GEO.
WOL, Washington, D. C.
SWEET, BEN
WMAS, Springfield, Mass.
SWITZER, LOWELL
KMYR, Denver, Colo.

— T —

TAYLOR, BILL
WOR, N. Y.
TAYLOR, GLENHALL
Sherlock Holmes
THAD, FRED
WIL, St. Louis, Mo.
THOMPSON, BILL
WNAC

TINGLEY, I. H.
KWNO, Winona, Minn.
TODD, GEO.
WHE, Cleveland, O.
TUCKER, DICK
WEIM, Fitchburg, Mass.
TUCKER, DUANE
KTSW, Emporia, Kansas
TURNER, L.
KVOL, Lafayette, La.

— U —

UPSON, DEAN
WMS, Nashville, Tenn.

— V —

VALIE, DAVE
Song of the Week
Columbia Pacific Network
VANCE, BILL
WLS, Chicago, Ill.
VAN HARTESVELT, FRAN
KHJ-Mutual, Roy Rogers
VAUGHN, GUY
CFCY, Charlottetown

— W —

WADE, FRED
WTIC, Hartford, Conn.
WAGNER, MARY
WCCO, Minneapolis, Minn.
WALBAUM, WM.
WHAS, Louisville, Ky.
WALKER, ELBERT
KHJ, Hollywood
WALKER, LARRY
WBT, Charlotte, N. C.
WAMBOLDT, BOB
Blue
WARBURTON, CHAS.
Blue
WARNER, AL
KMTR, Hollywood
WARNER, TED
WRRN, Warren, O.
WAYNE, DON
WHIO, Columbus, O.
WEIR, BOB
CKCK, Regina
WELLS, L. B.
WJOB, Hammond, Ind.
WELTMER, FRANK
KTMS, Santa Barbara, Calif.
WERLING, RUPE
WIBG, Philadelphia, Pa.
WESSELS, MAX HELMUT
WWRL, Woodside, L. I.
WETZEL, M.
WENE, Chicago, Ill.
WHALEY, BERT
WMAQ, Chicago, Ill.
WHITE, HOOPER
WBBM, Chicago, Ill.
WHITE, NORMAN
WJB, Detroit, Mich.
WIDNEY, STAN
WHO, Des Moines, Iowa
WIEST, GEO.
Blue
WILKOFF, JOHN
WWSW, Pittsburgh, Pa.
WILLIAMS, TOD
WHN, N. Y.

— Y —

YOUNG, ED P.
KDKA, Pittsburgh, Pa.

Writers for Radio

Advertising Agency—Network Station—Free Lance

— A —

AARON, JOHN A.
ABBAY, ELEANOR
 Aunt Jennie Stories.
ACE, GOODMAN
 Easy Aces.
ACKERLEY, GENE
ACTON, WALLACE
ADAMS, CLARENCE W.
 Morning Herald and Arkansas
 Traveler.
ADAMS, PAUL
 We, the People.
ADAMS, PEGGY
ADAMS, STANLEY
 Raleigh's Carton of Cheer.
ADAMS, WILLIAM J.
ALEXANDER, HARMON J.
 Burns and Allen.
ALEY, ALBERT
 Hop Harrigan.
ALLEN, RAY
 Bob Hope Show.

AMES, DOROTHY DEN
AMOURY, DAISY
 Armstrong Theatre of Today,
 Famous Jury Trials.
ARENT, ARTHUR
 Cavalcade of America.
ARMSTRONG, ARLENE
ARTHUR, ROBERT
 The Shadow, Red Cross Pro-
 grams.
ARUNDEL, FREDERICK
ATTERBERRY, R. E.
 Bob Burns Show.
AXELIEVE, HELEN R.
AYERS, STUART

BALLARD, ALINE M.
BALZER, GEORGE
 Jack Benny Show.
BARFIELD, JACK
 The Weird Circle.
BARKAS, MITCHELL
BARKER, AL
 Tery and the Pirates; Kitty
 Foyle.
BARLEY, ANN
BARNES, BETH
BARNES, HOWARD M.
BARNES, JOHN
BARNOUW, ERIK
BARNET, SANDY
 Lux Radio Theatre.
BARRY, PETER
 Star for a Night; The Shadow.
BARTH, RUTH
 We, the People.
BARTON, FRANK
BATES, BARBARA
 Mr. Keene; Just Plain Bill.
BECKER, DON
 Life Can Be Beautiful.

— B —

BAILEY, HARRY
 Double or Nothing.
BAILEY, JACK W.
BAKER, BERNICE
BAKER, LOUISE
BAKER, MARY LOU

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BELOIN, ED

Time to Smile.

BENEDICT, LEE

Amateur Detectives; Gold Strike; Make Way for Mickey; Dramatic Miniatures.

BENNETT, BILLY

BENOFF, MAC

BENTKOVER, JACK

BERCOVICI, LEONARDO

BERG, GERTRUDE

The Goldbergs.

BERGER, SYLVIA C.

Wags on Parade; Theatre of Romance.

BIRNBRYER, EDMUND

Dubonnet Date; Broadway Matinee.

BIXBY, CARL

Life Can Be Beautiful.

BLAKE, WILLIAM D.

BLAKE, PEGGY

Just Plain Bill.

BLANKENSHIP, CATHERINE

BLAU, RAPHAEL

Stand By for Adventure.

BLISS, EDWARD

BLOCK, HAL

Let Yourself Go.

BLOCKI, FRITZ

The Callahans; Bond Wagon.

BLOODWORTH, EDWARD C.

BLOOMGARDEN, LEE

BLUE, ETHEL

BLUECHER, HEINRICH

BOARDMAN, THELMA

BOARDMAN, TRUE

BOE, JUNE

BOOTHE, BARBARA

Symphonettes; New Voices in

Song; Jubilaires.

BOOZER, JAMES A., JR.

BORDEAUX, BLANCHE

BOTZER, BEVERLY

BOWER, WILSON

BOYLE, BETTY

Lum & Abner.

BOZARTH, RENE

BRAE, ANN

BRESLIN, HOWARD

Mayor of the Town.

BREUER, SHIRLEY

BRIDGES, JIM

BRISBANE, YVONNE

BRITTON, PAUL

BROCKMAN, DAVID

BRODNEY, OSCAR

BROOKS, RICHARD

BROOKS, RUTH F.

The Billie Burke Show; Words

at War; Everything Goes;

Saturday Show Down.

BROWN, DOROTHY M.

BROWN, GRACE Z.

BROWN, ROBERT

BROWNE, DUFF

BUCKINGHAM, GWENDOLYN

BULL, ROBERT, II

BUNKER, ANNA

BURKE, AGNES

BURKE, CAROLINE

BURKE, MARCELLA

BURKE, STEPHEN J.

BURROWS, ABRAHAM S.

Duffy's Tavern.

BURTON, LAVERNE

BURTON, PAT

BUSS, CARL A.

Ant Jenny's True Life Tales;

The High Places.

BYER, HAL

BYLUND, EUNICE

BYRNES, THOMAS E.

BYRON, MILTON P.

— C —

CAILLE, WADE

CALDWELL, JOHN M.

AAF Music for Victory; War

Bond Shows; Red Cross Shows;

Thank You Miami.

CALHELHA, MOACYR R.

CALLAHAN, GEORGE E.

CALMER, EDGAR

CAMP, MARJORIE H.

CAMPEN, JACQUELYN

CANADAY, MIRON

CANNON, MARGARET

CANTOR, RHODA

CAPERTON, MARGARET

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 CARLOCK, HAROLD
 CARLSON, MURIEL
 CARLTON, HENRY F.
 CARMER, CARL
 March of Time.
 CARRINGTON, ELAINE S.
 Pepper Young's Family; When
 a Girl Marries; Rosemarie.
 CARSON, SAUL
 CASE, ANN
 CASTELLAN, CHET
 CHAIKIN, LEE
 CHAIN, HUBERT
 CHEVILLET, DICK
 Joan Davis-Jack Haley.
 CHEVIGNY, HECTOR
 The Arkansas Traveler; U. S.
 Treasury Shows.
 CHIAPPA, RUTH
 CHRISTAN, CAME
 CHRISTENSEN, MARJORIE
 CHRISTOPHER, CHARLES
 CHERKOSE, ED
 Abbott and Costello.
 CLAIRE, JUNE

CLAMPETT, BOB
 Warner Bros. Cartoons.

CLARK, COTTONSEED
 CLARK, GENE
 CLARK, HAROLD
 CLARK, MADELINE
 The Baxters.
 CLARK, MARION C.
 CLARK, SHERMAN S.

CLARKE, WILLIAM K.
 Wilderness Road; Promise Vs.
 Deed; Transatlantic Call.

CLARKIN, PHYLLIS
 CLIFT, CAROLYN E.
 CLOUGH, MERVIN
 COBB, MABEL
 COELHO, GASPAR
 COHAN, BARNEY
 COLCLASURE, KAY
 COLE, ALONZO D.
 Creeps by Night; The Shadow.
 Casey. Press Photographer.

COLE, JOSEPH H.
 COLE, PHILIP G.
 Dinah Shore Program.

COLEMAN, JAMES C.
 COLLINS, HAL

Let Yourself Go.
 COLES, STEDMAN
 Mr. Keene; The Shadow; It's
 Murder; Famous Jury Trials;
 Appointment with Life.

COLWELL, ROBERT J.
 CONLEY, MEREDITH
 CONNELLY, JOE

Edgar Bergen.
 CONRY, GLADYS
 COOK, BURR C.
 COOK, EFFIE
 COOKE, VIRGINIA
 COOL, GOMER

COOLEY, LELAND F.
 COOPER, MADGE L.
 CORBETT, NOEL
 CORDAY, TANYAH
 CORDEIRO, RUY

CORDERY, HOWARD
 Ava Maria Hour.

CORNELL, SYD
 CORRELL, CHARLES

Amos 'n Andy.
 CORWIN, NORMAN

Presenting Corwin.
 CORY, GEORGE
 COSTA, BENET

COSTELLO, WILLIAM
 COWAN, IRENE
 COWLES, HAZEL

COYLE, ANNE B.
 CRAMORY, MICHAEL

Let Yourself Go.
 CRANDELL, DAVID M.
 CRAWFORD, JANE D.

CREECH, NORMAN J.
 CREIGHTON, NORMAN

The Crillans.
 CRISOP, JOSE
 CRIPPEN, BLANCHE

Parade of Young Stars.
 CROSSEN, KEN
 Kate Smith; Molle Mystery
 Theatre; Famous Jury Trials.

CRUTCHER, ROBERT R.
 CRUTCHFIELD, CHARLES

Let's Go to Town.
 CRUZ, MIGUEL DE LA
 CUMMINGS, FLORENCE

CUMMINS, BOB
 CURTIS, MINNIE JO
 CURTIS, NATHANIEL

You Can't Take It With You.
 CUSINBERRY, JAMES

— D —

DAHN, FRANK C.
 The Sea Hound.

CARL
 BIXBY

Sturges Highway
 Southport, Conn.

Arch Oboler

RADIO WRITERS

DALVEN, RAE
DAMBACH, ROBERT
DANA, RICHARD
 Your Hit Parade; College of Musical Knowledge; We, the People; Appointment With Life.
DANCH, WM. G.
DANK, MORTIMER S.
DANYLA, MICHAEL
DAVID, EDWARD M.
DAVIDSON, DAVID
 Mr. Keene; Inspector Hawkes and Son; Preguntas y Respuestas.
DAVIDSON, MICHAEL
DAVIS, ANNE
 Music & Fashion.
DAVIS, ELMER
DAVIS, RICHARD
DAVIS, STANLEY
 Kraft Music Hall.
DAVIS, WILVA
DAWES, EDMUND
DAWN, ROBERT
DAWSON, RONALD
 Helen Trent; The Jubilaires; Wilderness Road.
DAY, JANE
DAY, SHANNON
DECKER, DUANE
DE GRAVELLES, MARTHA
DEKOWEN, DAVID
DEMPSEY, VINCENT J.
DENISON, MERRILL
 American Women.
DENNY, ROGER Q.
DENT, WADE

DE POY, DOROTHY
 de Soos, Alice S., de Souza, Manuel Pinto.
DETRICK, DORIS
DETRICK, JEAN
DEVINE, JERRY
 Mr. District Attorney.
DeWITT, JOHN
 Appointment With Life; David Harum.
DIAMOND, MUNI
DIAMOND, SELMA
 Durante & Moore Show.
DICKSON, CHARLES P.
DIEHL, WALTER
DIERKING, MAXINE
DISQUE, BRICE, JR.
DITSCH, BETTY
DODGE, VIRGINIA L.
DONALD, ISOBEL
DONALD, PETER
DONOVAN, HERBERT
DONOVAN, HERBERT
 Beat the Band.
DOUGALL, BERNARD
DOUGLAS, JACK
 Ozzie & Harriet; Jack Carson.
DOWELL, JOHN
DOWNEY, FAIRFAX
DOYLE, JACK
DRAPER, BARBARA
DRISCOLL, JOHN
BRUCE, OLGA
 Keepsakes; Baby Institute.
DUDLEY, PAUL
DUHAN, MARJORIE
DUNCAN, ALBERT E.
DUNCAN, HUGH C.
DUNN, WINIFRED

DUNNING, DIANA
DURIAM, RICHARD
DUTTON, MYRON
DWAN, ROBERT

— E —

EDDY, FRANK C.
EDDY, LUCILLE
EDELMAN, HARRY C.
EDWARDS, GEORGE H.
EDWARDS, JOHN
EGEN, EDWARD WILLIAM
EGERTON, CALVERT C., JR.
EHRLICH, MAX
 That They Might Live; The Shadow.
EICKS, ELISE L.
EIKEL, VERA
EKLUND, ZERITA
ELDER, RUBY
ELDIN, ZAKY
ELIAS, HELEN
ELIOT, GEORGE F.
ELINSON, IZZY
 Time to Smile.
ELLER, HERMAN
 Jack Gleason; Groucho Marx.
ELLINGTON, RICHARD
ELLIOTT, GERALDINE
ELLIOTT, LUCY
ELLIOTTE, JOHN
ELLIS, DAVID
ELLIS, FRANCES
 Now and Forever.
ELLIS, RAYMOND
 Duffy's Tavern.
ELVIDGE, TOM
EMICH, HOWARD L.

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writer

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writer - producer

“Melody, U. S. A.”

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ENGAR, NORMA
 ENGEL, F. J.
 ENGELS, CHARLOTTE
 ENRIGHT, PAUL M.
 ENTRIKEN, KNOWLES
 EPSTEIN, JEROME
 Mr. & Mrs. North; Hollywood
 Mystery Time; Tonight in
 Hollywood.
 ERP, JOHNNY H.
 ERSKINE, ANNA
 ERTHEIM, JAMES
 ESTE, LOUIS
 EURE, VIRGINIA
 EVERITT, ARVA
 Counterspy.
 EWING, ANNEMARIE
 Musical Autographs.

F

FABER, GEORGE
 FAHEY, JOHN
 FARMER, ARCH
 FARR, FINIS
 FARRELL, JANE
 FARROW, MICHAEL M.
 FAST, HOWARD
 The Band Wagon.
 FAULKNER, GEORGE
 FAULKNER, VIRGIL
 FEE, EDNA
 FELDMAN, EUGENE
 FERRIS, JANE C.
 FERRIS, JEAN
 FERRO, MATHILD
 Lorenzo Jones; This Chang-
 ing World.
 FICKETT, HOMER

FIELD, GORDON
 FIELD, MARTIN
 FIELD, NORMAN
 FIELDS, SIDNEY II.
 A Date with Judy; Broadway
 Show Time; Pick and Pat.
 FIELDS, STANLEY
 Abbott and Costello.
 FIFER, C. ARTHUR
 FIMBURG, IAL
 FINE, NAOMI R.
 FINGER, LENARD
 Southernaires; Kelly's Court-
 house.
 FINNISON, RUTH
 Creeps by Night.
 FINKE, JACQUES
 All Time Hit Parade; Voice
 of the Army Suspense; Radio
 Readers Digest; Hit Parade.
 FISCHER, MERCIA

FISHER, MAGGY
 NBC, Finders Keepers.

FISHER, NANCY
 FISHER, ROBERT
 FITCH, FRANCES JEAN
 FIZGERALD, PEGEEN
 Breakfast with the Fitzger-
 alds; Strictly Personal; Brunch
 with the Fitzgeralds.
 FLANNERY, HARRY W.
 FLETCHER, VIVIEN
 FLODIN, BETSY
 FLYNN, BESS
 Bachelors Children; Martha
 Webster; We, the Abbots.

FLYNN, ROY
 FLYNN, HAZEL
 FOLLIOTT, DORIA
 Woman of America; The Open
 Door.
 FORAY, JUNE
 FORCADE, FRANCISCO
 FORCE, ARTIUR
 FOREGGER, ERNESTO R.
 FORMAN, ED
 Abbott and Costello; Joe E.
 Brown.
 FORTRAN, PHIL
 FORD, CHRISTOPHER
 FOSTER, ROYAL
 Edgar Bergen.
 FOX, FRED S.
 Jack Carson; Bob Hope.

FRAMER, WALT
 Ladies Be Seated; The Black
 Hood; The Tune Corral.

FRANK, MELVIN G.
 FRANKLIN, DEL
 FRANKLIN, PAUL
 Amos 'n Andy.
 FRANKEL, DORIS
 FRANKEL, MORTIMER
 Fun With Dunn.
 FREEMAN, EVERETT
 The Fanny Brice Show.
 FRIEDKIN, DAVID E.
 FRIEDLANDER, HELMUT N.
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 FROST, HARIET B.

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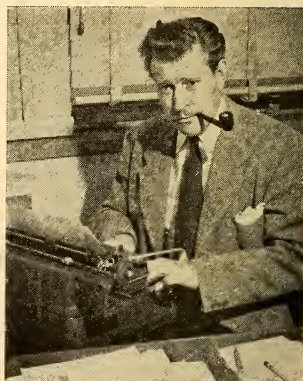
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FULTON, LOU
 Horace Heidt; Dick Powell.
FUNT, JULIAN
 Big Sister; Joyce Rodan.
FURMAN, EDWARD E.
FUTRAN, HERBERT

— **G** —

GAIL, ALBERT
GAINES, RUEBEN
GAMMIL, NOREEN
GANDERO, ALBERT
GARSON, HENRY
 Burns & Allen Show.
GARBER, BERNARD J.
GARDNER, BEVERLY
GARDNER, PAT
GARRRET, DAVID
GARRY, AL
 The Kate Smith Hour.
GARSON, HENRY
GASKELL, VIRGINIA
GAYLE, MARGOT
 WABC Presents Margaret Arlen.
GEIGER, MILTON
 The Ginny Simms Program;
 We Who Dream; The Doctor Fights; Radio Hall of Fame.
GERBER, JOHN W.
GERSHMAN, BENJAMIN
GERSHON, ALICE J.
GETHIN, LAUREL
GETZ, JANE
GIBBONS, NANCY
GIDDINGS, NERALIE

GILBERT, DORIS
 Kate Smith Hour.
GIRAO, MIGUEL, JR.
GIVEN, HELEN
GIVENS, JEAN
GLEASON, MARION N.
GLICKMAN, WILL
 Basin Street Music.
GLOVER, ELIZABETH
GLYER, RICHARD J.
GODFREY, GILBERT
GODWIN, HAROLD P.
GOELLER, LEE
GOGGIN, RICHARD J.
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GOLDEN, DAVID T.
 Think; Date With Maurice.
GOLDEN, MYRON
 Beat the Band.
GOLDSMITH, CLIFFORD
 The Aldrich Family.
GOLDSTONE, MERWIN G.
GOLLARD, JERRY
 Frank Sinatra.
GOODMAN, EVELYN
GOODMAN, JACK
GOODMAN, MAL
GOODSON, MARVIN
GONZALEZ, ALVARO
GORDON, GEORGE
GORDON, GLORIA
GORDON, MATTHEW
GORMAN, ARTHUR
GORMAN, EARL
GOSDEN, FREEMAN
 Amos 'n Andy.
GOTLIEB, JOSEPH
GOULD, FRANK

GRAHAM, JEAN
GRAHAM, JOHN P.
GRANICH, HARRY
 El Destino America; Humau Adventure; Columbia School of the Air.
GREEN, JOHNNY
 Blondie.
GREEN, MANLEY M.
GREEN, SYLVIA F.
GREENE, JOSEPH L.
 Suspense; Famous Jury Trials.
GREGORY, DAVID
 Kraft Music Hall.
GRIFFIN, GEORGE D.
GROOM, MARTHA
GROVE, BETTY
GRUSKIN, EDWARD I.
GUEDEL, JOHN
 People Are Funny.
GUEDEL, WALTER
 People Are Funny.
GUILBERT, ROBERT M.
GUITERMAN, LEON
GUNDERSON, RUSSELL L.
GUSSMAN, CHARLES J.
 Broadway Matinee; David Harum; Inspector Hawkes and Son; Mr. Keen, Tracer of Lost Persons.

— **H** —

HAAKER, ED
HACKETT, WALTER
 Thanks to America; Time for Decision; Zip Your Lip.
HAFT, HELEN J.
HALES, RUTH E.
HALEY, EUGENE S.

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General Motors Symphony of the Air; NBC Concert Hour; NBC String Quartet.

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HALLORAN, EDWIN
Aunt Jennie True Life Stories, Fannie Hurst Presents; First Nighter; Curtain Time.

HAMPTON, BETTY JO

HAMPTON, NANCY
Fashions in Rations.

HAMMERICKSON, HELEN

HAMMERSLEY, EVADNA

HAMMOND, LAURENCE
We, the People.

HANKEN, MARGARET

HARRIS, HARRIETT M.

HARRIS, JAMES L.

HARRIS, HOWARD
The Arkansas Traveler, Dinah Shore's Open House.

HARRISON, CECILE

HART, ELIZABETH

HART, JAMES

HART, PATRICIA

HARTMAN, LOUIS E.

HARTMAN, ROBERT C.

HARVEY, EDWARD B.

HARVEY, GLENN

HASTINGS, MAURICE

HASTINGS, MORRIS C.

HASTY, JOHN E.

HATCH, ERIC
Cresta Blanca Carnival.

HAUSER, DWIGHT

HAWARD, ROSEMARY

HAWKINS, STUART
Cavalcade of America; Armstrong Theatre of Today; Bright Horizons.

HAWLEY, E. C.
Armstrong Theatre of Today.

HAYES, RAPHAEL

HAYUM, LUCILLE

HEADY, JEAN

HEATH, MAE

HEIDER, FREDERICK

HEIDT, FRED

HEIKEN, NATE
Fred Allen Show.

HEINEMAN, TYBETH B.

HEISCH, ELIZABETH

HEISCH, GLAN T.

HELM, HERVEY
Amos 'n Andy.

HELDENBRAND, PAGE

HEMUS, PERCY

HENLEY, ARTHUR

Mary Small Show; Paul Winchell Show.

HENNING, PAUL
Burns & Allen Show.

HENRY, ELINOR

HERBERT, ANN

HERENDEEN, FRED

HERMAN, GEORGE

HERRMANN, HARRY R.
Music America Loves Best.

HERZINGER, CARL
Lucky Strike.

HESLER, CHARTER

HESS, HARRY

HIBBS, CARLA

HICKS, EDWIN P.
Salute to Service Men.

HICKS, MADELINE

HIGGINS, KENNETH

HIGLEY, PHILO

HIKEN, NAT S.

HILKER, PAT

HILL, FRANK E.
This Living World.

HIMMELFARB, BERNARD

HITE, KATHLEEN

HOADE, MARTIN

HOARE, JEAN

HODAPP, WM. C.

HOPFMAN, ELWOOD C.

HOPFMAN, JAMES

HOPMAN, FREDRICK W.

HOLLAND, GERALD
Atlantic Spotlight.

HOLLOWAY, JEAN
Kate Smith Hour; Theatre of Romance.

HOLLISTER, LEN D.

HOLMES, AUDREY

HOLOMAN, KAY

HOPE, ORA

HORRIGAN, EARL

HOTSTON, MARJORIE

HOWARD, DAVID B.

HOWARD, ELEANOR
Listen Ladies.

HOWARD, FREYA

HOWARD, JOHN LASKER

HUCKINS, JANET

HUDELSON, BEN

HUDSPETH, NANCY

HUGH, BETTY

HULL, ADELE
Food for Thought.

HULL, ALEXANDER

HULLINGER, BETTY

HUNT, BILLIE

HUNTER, HELEN

HUNTLEY, CHARLES H.

HURD, BETTY

HYAMS, BEN
N. Y. Philharmonic Symphony Orch.; Invitation to Music; Philadelphia Orchestra; E. Power Briggs; Ellen Farrell; Vera Brodsky.

HYTON, JEAN G.

— J —

JABLONS, MIKE

JACKSON, ALAN

JACKSON, CHARLES
Sweet River.

JAFFEY, BESSIE

JAMES, EDWARD

JAMESON, HOUSE B.

JANISON, DAVID E.

JARVIS, ROBERT
Johnny Mercer.

JENSEN, NELL

JENSEN, WALTER L.

JOHANSEN, ALFRED

JOHNSON, DON

JOHNSON, DUANE

JOHNSON, ED

JOHNSON, LOIS

JOHNSON, RUTH

JONES, VENZUELLA

JORDON, JOSEPH

JORGENSEN, E. W.

JOSEFBERG, MILT
Jack Benny Show.

JURIST, EDWARD
Kate Smith Hour; Friday on B'Way.

— K —

KAGAN, BEN
Words at War; Cavalcade of America; Grantland Rice Sport Stories; Uncle Sam.

KAGEL, ELIZABETH T.

KAHN, MAURITUIS

KALTENBORN, H. V.

KAMPE, MEL

KANDEL, HELEN R.

KANE, ALTA JEAN

KANNER, JEROME

KANTER, HAL

KANTER, SHIRLEY IRIS

KAPLAN, JAMES

KARAN, STANLEY J.

KARNEY, BEULAH

KARP, WILLIAM

KAUFMAN, SAMUEL

KAYE, DORIS E.

KEEFE, HOWARD S.

KEEL, NINA JO

KELLER, EVELYN

KELLEY, DENNY

KELLEY, WELBOURNE

KELSEY, JOHN D.
My Best Girls.

KEMP, JUANITA

KEMPLE, EDNA

KENITZ, JEAN

KENNEDY, FRANCIS J.

KENNEDY, JAY R.

KENT, ALAN
Duffy's Tavern.

KENT, PRISCILLA
The Parker Family; Curtain Time; Words at War.

KIBBE, ROLAND

KERRIGAN, JACK

KINGSLEY, DOROTHY

KIESWETTER, DOROTHY

KINGSTON, HENRY

KINLER, BETTY

KINSELLA, FRANK

KIRK, ELLEN

KIRK, PETER

KLEE, LAURENCE
Chaplain Jim USA; Valiant Lady; Aunt Jenny's True Life Stories.

KLINKER, ZENO
Edgar Bergen.

KLONSKY, MILTON

KLUMPH, KAY

KNIGHT, RUTH A.
Those We Love; Fannie Hurst Presents; Brave Tomorrow; Bachelors Children.

KNIGHT, VICK

KNOX, HELEN M.

KOFF, JUDITH

KOHNHORST, DAVID
Frank Sinatra.

KOIVISTO, ARMIDA

KOOP, JEANNIE

KOGAN, DAVID
Mysterious Traveler; Return of Nick Carter; The Shadow; Red Cross Programs.

KORCH, FRANK

KOSOVITZ, NORMAN

KOWALOSKI, RICHARD L.

KRAMER, MILTON J.

KRAUSE, ARTHUR

KREYMBORG, ALFRED

KROLL, MARY JANE
Margaret Arlen.

KRONMAN, HARRY

KRUM, FAYETTE

KURTZMAN, SAMUEL

KUTHE, AUDREY B.

— L —

LACKAYE, RICHARD

LAKE, BERRY

LaFRAUDE, JACK

LAMBRECHT, KLAUS

LAMPELL, MILLARD
First in the Air; I Sustain the Wings.

LAMPMAN, EVELYN S.

LANE, DAVE
Dick Powell.

LANGER, TOM
Lon Stage Everybody.

LANGLEY, EDWARD A.

LANGMAN, SARA

LANSING-JONES, ANNETTE

LANSWORTH, LEW X.

LARA, FRANCISCO J.
Children's Hour.

LARMER, PAUL

LASCO, LOUIS

LOTUCHE, JOHN

LAVEN, PAUL
Bob Hope Show.

LAYTON, GEORGIA LEE
Correction Please; Let's Be
Charming.

LAZARUS, NANCY

LEA, SANDRA

LEACH, RICHARD P.

LEE, BENJAMIN

LEE, KAY

LEE, LESTER

LEE, ROBERT E.

LEMKUHL, MARVIN A.

LENARD, KAY

LENZ, ELINOR
Appointment with Life; Grand
Central Station; Aunt Jennie's
True Life Stories.

LERWERTH, MARGARET
Great Moments of Music; Mrs.
Miniver; Help Mate; Theatre
of Romance.

LESLIE, ARLEEN
A Date with Judy.

LESLIE, IRA L.

LESLIE, LEONARD
Bulldog Drummond.

LESLIE, PHIL
Fibber McGee and Mollie.

LEVINE, PHYLLIS

LEVINE, SAMUEL E

LEVINSON, LEONARD L.
Jack Carson Show.

LEWIN, GEORGE

LEWIS, DAVID N.

LEWIS, G. DRAPER, JR.

LEWIS, HERB
Fred Allen Show.

LEWIS, MILTON
Adventures of the Thin Man;
Inner Sanctum.

LEWIS, MORT
Philco Radio Hall of Fame;
Telephone Hour.

LEWIS, TOM

LIGHT, ROBERT

LIGON, ERNEST M., DR.

LINDGREN, LILITH

LINDLEY, DOROTHY

LIPSOTT, ALAN
Life of Reilly.

LIST, VIRGINIA

LITTLE, HERBERT, JR.
Junior Miss; Mary Small Re-
vue; Jane Cowl; Death Valley
Sheriff.

LIVES, AUDREY R.

LOAR, ISABELLE

LOWEL, DORIS

LOMAX, ELIZABETH

LONEY, MARGARET

LONGSTRETH, EDWARD

LOUISELL, C. MEDORA

LOVOCE, PHYLLIS

LOWETHER, GEORGE
Superman.

LOY, TOM
Saturday Night Up Street.

LUBOWITZ, SHIRLEY

LUDLEM, GEORGE P.

LUERTH, MARGARET

LUMMIS, TOM

LUSSIER, DANE

LYMAN, BESS

LYNN, VIRGINIA R.

LYNTON, JERRY

LYON, PEYER
Cavalcade of America; Molle
Mystery Theatre; Band Wagon;
Labor for Victory.

— M —

MacDOUGAL, RONALD R.

MacGREGOR, C. P.

MacINTYRE, KATHLEEN

MACK, NILA
Let's Pretend.

MacKENZIE, KEN

MacLANE, ROLAND
Edgar Bergen.

MacLEAN, ELIZABETH

MAIR, WALTER E.

MALONE, JOEL

MALONE, MARY V.

MALONEY, THELMA

MANGOLD, MARY

MANHEIM, EMANUEL
Frank Sinatra Show.

MANKOFF, BILL
Duffy's Tavern.

MANLEY, WM. F.

MANNING, CARL

MANNING, ZANNIE MAY

MARION, IRA

MARKS, HILLARD

MARKS, LARRY

Fred Allen; Groucho Marx;
Frank Sinatra; Jack Carson;
Gracie Fields.

MARKS, SHERMAN

MARTIN, BESS

MARTIN, GENE

MARTIN, HARRY

MARTIN, JOHN C.

MARTIN, J. T. W.

MARTIN, PETER
The Band Wagon.

MARVIN, JULIE
Wide Horizons; Video Vistas.

MASKI, JOSEPH

MASS, JESSE B.

MAUS, DOROTHY BENNETT

MAXWELL, ALLAN B.

MAYER, MARGARET
Mary Small Revue.

MAYER, PEGGY LOU
Let Yourself Go; The Mary
Small Revue; Counterspy.

MAYS, RODERICK A.

McGILL, JERRY

Big Town.

MEACHAM, MALCOLM

MEADOW, LEON

MEDBURY, JOHN P.
Ozzie & Harriet.

MEDFORD, HAROLD

MEER, JEROME L.

MEISER, EDITH
Adventures of Sherlock
Holmes.

MENKEN, LAWRENCE
The Band Wagon; Famous
Jury Trials.

MELTZER, LEW
Duffy's Tavern.

MERKEN, GERALDINE L.

MERLIN, MILTON
Ginny Simms.

MESLIERE, NICOLE C.
de la.

MESLIERE, NICOLE C., de la

METZ, ZACHARY

MEYERS, J. O.

MICHAEL, PETER

MICHEL, JO

MICHELSON, EDWARD J.

MILES, MADELYN

MILLER, ALBERT G.

MILLER, ARTHUR
Cavalcade of America.

MILLER, BARNEY R.

MILLER, EDNA M.

MILLER, GARY

MILLER, HALLIE MARGARET

MILLER, MARGARET E.

MILLER, SIGMUND
Inner Sanctum; Suspense.

MILLER, WAYNE W.

MILLSTONE, ROSALIND

MILWARD, JO U.

MITCHEL, JACK

MITCHELL, BETE

MOFFATT, MAUDE

MOLE, JOHN
Gang Busters, Counterspy.

MONASH, PAUL
Famous Jury Trials.

MONROE, CHARLES S.
Theatre of Romance; La
Mascara Sonriente; Burl Ives;
Raymond Scott Show.

MONTANO, CARLOS

MOODIE, SUSAN D.

MOORE, EUGENE

MOORE, FRANK

MOORE, NANCY
Second Husband.

MOORE, SAN
The Great Gildersleeve.

MOORE, WM. M.

MORE, ALBERTO

MORGAN, HELEN

MORLEY, BERNARD S.

MORRIS, SHIRLEY

MORSE, CARLETON E.

One Man's Family; I Love a
Mystery.

MOSENA, DICK

MOSHER, ROBERT
Edgar Bergen, Johnny Mercer's
Music Shop.

MULLEN, BOB

MURCOTT, JOEL

MURPHY, JAMES M.

MURPHY, WM. H.

MURRAY, JOHN
Which Is Which; People Are
Funny.

MURRAY, NATALIA D.

— N —

NAPOLI, ANTHONY, MRS.

NEILSON, FRANCES F.

NEDIAN, IRVING G.

NELMS, RALPH

NEUMAN, E. J.

NEWMAN, ROBERT
Inner Sanctum; Adventures
of the Thin Man; Chief,
Radio Out Post Division.

NEWTON, CHARLES H., JR.

NICHOLS, ANNE
Abbie's Irish Rose.

NICKEL, RUTH

NOLT, EVELYN

NORMAN, FREDERIC

NORTON, SYLVIA
NOWINSON, DAVE

This Is My Country; Cab-
bages & Kings; Medals in
Music.

— O —

O'BRIEN, BOBBIE

Time to Smile.

O'CONNELL, TOM

O'CONNOR, LEONARD

OBOLER, ARCH

Everything for the Boys.

O'HANLON, JAMES

O'NEILL, CHARLES

O'REILLY, DANIEL P.

ORR, JUNE

OVERBERG, EVELYN

— P —

PACKARD, SAM

Edgar Bergen.

PAGE, ELSIE

PAGET, BARRIE

PALM, TAGE

PALMER, CHARLES

PANAMA, NORMAN K.

PARCHER, OLIVER

PARKER, EPEH

PARNETT, LILYAN

PARSONS, GEORGE

PARTNOW, HYDE

PATTEE, FLOYD

Encores.

PAUL, NORMAN

Duffy's Tavern.

PAYNE, JACK F.

PEARL, ARNOLD

PEARSON, BEN

Joe E. Brown.

PEEK, JANET

PELAEZ, JORGE

PEREIRA, HELIO J.

PERRAULT, ERNEST G.

PERRIGO, EDDIE

PERRIN, SAM

Jack Benny Show.

PERSON, BERNARD

PETERS, BARBARA

PETERS, PAUL

Cavalcade of America.

PETERSON, NELLE MARIE

PIEFER, MARGOT

PHARES, FRANK

Texaco Star Theatre.

PHILLIPS, ARTHUR

PHILLIPS, PAUL C.

Lucky Strike.

PLANER, LILLIAN

PLESTED, DOLORES

POLETTI, JEAN E.

POLLARD, MAXWELL

POLLOCK, LOUIS

POLONSKY, ABRAHAM

PORTER, DOROTHY

POTTER, ANDY

POWELL, DAWSON

POWELL, IOLA

PRAGER, NATALIE P.

PRAY, RUPERT

PRICE, JOHN

PREISMAN, HELGA

PRICE, ROGER

PRINCE, JOHN

PRINGLE, DON

Abbot and Costello.

PROSER, LEOPOLD

PRYOR, HUBERT C.

PUDNEY, EARLE

— Q —

QUILLEN, JOHN

Eddie Cantor.

QUINN, DON

Fibber McGee and Mollie.

QUINN, EDITHE

QUINN, LOUIS

— R —

RADCLIFFE, VIRGINIA

Frank Sinatra.

RADOM, JANE

RAMIREZ, HERNANDO

RANALD, JOSEF

RAND, SYDNEY

RANDOLPH, JIM

RAPOPORT, JOAN

RAYNOR, HAL

REAGH, HARRIET

REDMOND, DICK

REED, DENA

Hollywood Radio Theatre;

Grand Central Station; Radio

Coverage Story Dept. MGM.

REED, LEWIS

REID, DON

REINES, BERNARD

Scripts for CIAA; We Came

This Way.

REIS, IRVING

REISNER, RUTH

REVITCH, I. D.

Everything for the Boys.

REV'NER, KATHERINE H.

REZNICK, SID

Jimmie Durante Show.

REYNOLDS, ED

Jackie Gleason Show, Jack

Pepper; Duffy's Tavern; John-

nny Morgan; Fun With Dunn.

RHINE, LARRY

RICE, EDMUND C.

Broadway Show Time.

RICE, JOSEPHINE

RICE, LORRAINE

RICHARDS, KENNETH

RICHARDS, ROBERT

Suspense.

RICHARDS, SILVIA

RICHARDS, STANLEY

Men at Sea; Lux Radio The-

atre; This Is Our Cause.

RICHON, ADDY

This Life Is Mine.

RIZNIK, JOSEPH Q.

ROBERTS, CHARLES A.

ROBINSON, JACK

Durante-Moore Show.

ROBINSON, MAURICE L.

ROBINSON, MYRTLE

ROBSON, WM. N.

Family Hour.

ROCCHIA, ALBERT J.

ROCKWELL, GEORGE

ROEBURT, JOHN

Wide Horizons; Counterspy.

ROEMER, MADGE

ROGERS, HERMAN L.

ROGERS, ROSWELL

Lum and Abner.

ROGERS, SIDNEY

ROKER, SHIRLEY J.

ROMAGUERA, OSCAR H.

ROSEN, NORMAN

Television Shows; HMS Pina-

fore; Heredity.

ROSNER, CONSTANCE

ROSS, ARTHUR

ROSS, ROBERT J.

Amos 'n Andy.

ROSTEN, NORMAN

Cavalcade of America.

ROTH, ROSEMARY

Margaret Arlen.

RUBEN, AARON J.

Burns and Allen.

RUBIN, ROBERT

RUBIN, VIRGINIA HASKELL

RUSCULL, JOSEPH

Theatre of Romance.

RUSH, CELESTE

RUSHTON, J. A., MRS., JR.

RUSSELL, FRED

RUSSELL, KAY

RUSSELL, LUCILLE

— S —

SACHS, MANNY

Duffy's Tavern.

SAFARIAN, D. E.

SAKS, SAL

Dinah Shore.

SANGSTER, MARGARET E.

House on Q Street

SANS, BARBARA

SANTOS, CRISPIN A.

SASS, CARL

Comedy Theatre.

SAVAGE, COURTNEY

SAVAGE, ROBERT P.

SAWYER, CAROLYN

SAYBASH, ADELE

SAYRE, CHARLENE

SCANLON, ROBERT H.

SCHUEER, JOHN

SCHILLER, ALFRED

SCHMIDT, DICK

Meet the Boys in the Band.

SCHNEIDER, ADOLPH J.

SCHOEN, LILLIAN

The Black Castle.

SCHULTZ, STANLEY N.

SCHWARTZ, ALBERT

The Bob Hope Show.

SCHWARTZ, JULIAN

SCHWARTZ, ROBERT N.

SCOFIELD, LOUIS

That Brewster Boy; Woman

from Nowhere.

SCOTT, ASHMEAD

Life of Reilly.

SCOTT, CREIGHTON

SCULLY, FRANCES

SEELEN, JERRY

Fanny Brice.

SELDES, GILBERT

SERIANI, JOAN

SETARO, RICARDO M. L.

SEYMOUR, ADELE

Light of the World.

SEYMOUR, BESSY

SEYMOUR, KATHARINE

Light of the World.

SHARP, JACK

SHARPE, DON W.

SHARPE, RICHARD L.

SHAW, BEATRICE H.

SHAW, BOB

Front Page Farrell; Appoint-

ment With Life; Mr. Keen,

Tracer of Lost Persons.

SHAW, LON

SHELDON, L. JAMES

SHEPARD, ELAINE

SHEPARD, HARRY, JR.

SHERIN, LEO

Kraft Music Hall.

SHERMAN, IRA

SHEVEY, HY

SHEFFELS, PAUL

SHIPP, RUBEN

Life of Riley.

SHIRLEY, VIVIAN

SHOEMAKER, ELEANOR

SHOECRAFT, WILLARD

SHORT, FRANCES

SHORT, JOSEPH A.
 SHORT, VIOLET
 SHUTT, JOCELYN P.
 SIERE, HELEN
 SILVER, PAUL
 SILVERMAN, SAUL
 SIMON, ALBERT
 SIMON, ROBERT
 Music America Loves.
 SINGER, HENRY A.
 SINGER, RAY
 Joan Davis and Jack Haley.
 SINGER, SID
 SINGER, SUE
 SKATEBOL, LARS
 SKINNER, VIVIEN
 SKLAR, MICHAEL
 New World a Coming; Head-
 line Parade; Five Star Final.
 SLANDER, ARTHUR
 Amos 'n Andy.
 SLOANE, ALLAN E.
 Bulldog Drummond.
 SLOANE, ROBERT
 Theater of Romance; Inner
 Sanctum.
 SLON, SIDNEY
 The Bond Wagon.
 SMITH, ALAN
 Edgar Bergen.
 SMITH, BURRELL
 SMITH, EVELYN
 SMITH, MARSHALL
 SNAPP, PAULINE
 Just Between Friends.
 SNELL, GEORGE D.
 SOARES, IRINEU M.
 SODERBERG, ROBERT W.
 SOLER, EUGENIO
 SOLLERS, RAY F.
 SOLOMON, LES
 Durante and Moore Show.
 SOLOMON, LOUIS
 SOMMER, EDITH R.
 Cavalcade of America.
 SOMMERS, JAY
 Basin Street Music; Jimmie
 Durante Show; Alan Young
 Show; Shirley Booth.
 SPAFFORD, ROBERT
 SPEER, CHARLES C.
 Saludos Amigos; Cresta Blanca
 Carnival; Believe It or Not;
 Armstrong Theater of the Air;
 Fun With Dunn; Scramby
 Amby.
 SPEER, JOHN R.
 Fun With Dunn.
 SPENCER, LEE
 SPENCER, MARIAN
 SQUIRE, CHRISTINE
 STAFFORD, EVELYN
 STAFFORD, GENE
 STADELMAN, EGON
 STANLEY, JACK
 People Are Funny.
 STARK, SHELDON
 What's News; On Stage Every-
 body.
 STEARN, MARTIN
 We Love and Learn.
 STEIN, JOSEPH
 STEINKIPF, ALVIN J.
 STELLMAN, GEORGE H.

STERLING, STEWART
 STERNE, MARTIN
 STEWART, PAUL
 STEWART, VIRGINIA
 STILES, VILLA
 Land of the Lost.
 STIRLING, NORA
 Serenade to America.
 STEVENS, W. VEDDER
 STONE, LYNN
 This Life Is Mine.
 STONE, WALTER
 STOOPACK, MURRAY
 STRAUS, CHARLETTE F.
 STRESS, HAL E.
 STREIT, JULIAN, JR.
 STRIKER, FRAN
 The Lone Ranger; The Green
 Hornet.
 SULLIVAN, NORMAN
 The Bob Hope Show.
 SUMSKY, BARBARA
 SUSSAN, HERBERT S.
 SUTTON, WAIN
 SWANN, BOB
 SWEETS, WILLIAM M.
 SWING, FRANCES

— T —

TACKABERRY, JOHN
 Jack Benny Show.
 TAGLIACOZZA, ENZO
 TALLMAN, ROBERT
 Cavalcade of America; This Is
 My Best.
 TANNEBAUM, GERALD
 TAYLOR, DONALD K.
 TAYLOR, ELIZABETH
 TAYLOR, FLORENCE
 TAYLOR, HENRY
 Jack Carson Show.
 TAZEWELL, CHARLES
 The Star and the Story; Mollie
 Mystery Theatre; Mayor of
 the Town.
 TEICHMANN, HOWARD M.
 TENNANT, JEAN H.
 TENNIES, VERA
 TEPPERMAN, EMILE C.
 Counterspy.
 TERRETTA, ELLIE
 THACKER, VIRGINIA
 Aunt Mary, Press Club.
 THAYER, HENRY
 THOMAS, GILBERT
 THOMAS, GRETCHEN
 THOMAS, JACKIE, MRS.
 THOMPSON, JANE
 THOMPSON, MARY AGNES
 THOMPSON, MARY J.
 THOMPSON, PRISCILLA
 THOMPSON, R. P.
 THOMSON, BEATRICE
 VAN HORN
 THORMANN, WERNER
 THORN, PHILIP R.
 THRO, BETTY
 TILLMAN, PATRICIA VOILS
 Joan Brooks; Raymond Scott
 Show.

TODMAN, WILLIAM S.
 Quiz of Two Cities; Battle of
 the Boroughs; Connee Boswell
 Show.
 TOLG, RUSS
 TORRE, EMILIO de
 TORUM, ISMIAL H.
 TOVROV, ORIN
 TOWNSEND, DALLAS S., JR.
 TOWNSEND, LEO
 TRAVERSARI, ESTER N.
 DANESI
 TREY, JACQUELINE W.
 Counterspy.
 TRIBBLE, ROBERT DEAN
 TROUT, BOB
 TRUDEL, ALLEN R., MRS.
 TUTHILL, DOROTHY

— U —

UNELL, RICHARD L.

— V —

VAILE, DAVE
 VALENTINE, HELEN
 VAN ANTWERP, ALBERT
 VANDERCOOK, JOHN
 VAN LIEW, JAMES
 VAN SICKLE, RAIMOND
 VARES, GEORGE
 VARES, VLASTA
 VARIN, ROGER
 VARNEY, CHASE
 VAUGHAN, LIBBIE
 VERRAL, CHARLES S.
 VICTOR, DAVID
 Junior Miss; Mary Small
 Revue; Jane Cow; Death
 Valley Sheriff.
 VICTOR, DON
 VINSON, ANN
 VIRGIEN, MILLI
 VISSON, ANATOLE
 VITTES, LOUIS
 Two On a Clue; Nero Wolfe;
 Mr. & Mrs. North.
 VOILS, PATRICIA
 VOLAN, LEON
 Meet the Boys; Lifelines to
 Victory; Your Chaplain; Mo-
 rale in Music.
 VOLLBERTS, HENDRIK
 Frank Sinatra.
 VALLMER, LULU
 VON FLUSS, STARR
 Imperial Valley Review.
 VRZAL, KAREL
 VYDRA, L. H.

— W —

WAKELEE, ARTHUR H.
 WALKER, ALLEN
 WALKER, MARY
 WALLACE, ARDIS L.
 Kresge's Newark Magazine of
 the Air.
 WALLACE, EDWARD R., JR.

WALLISER, RUTH
 Coronet.
WALPOLE, HELEN
 Laura Lawton; Stella Dallas.
WALSH, CLARA
WANG, EUGENE
 Quick as a Flash; Adventures of the Thin Man; Wide Horizons.
WARD, PERRY
WARNER, HUB
WAYNE, MILTON
 Cavalcade of America.
WAYNE, ROSEMARY
WEBB, JANE
WEBB, KENNETH
 Armstrong Theatre of Today.
WEBB, NANCY
 Chic Carter.
WEBBER, GORDON
WEBBER, PEGGY
WEEL, ALICE J.
WEFING, HENRY
WEINER, TEX
 Soldiers With Coupons.
WELCH, WILLIAM A.
WELLS, HELEN
 Jane Porterfield Program.
WELLS, FRANK B.
 Great Novels; We Came This Way; Land of the Free.
WELLINGBROOK, KATHERINE
WELLS, HELEN
WENDELL, DOROTHY D.

WERSHBA, JOSEPH
WEST, JANE
WEST, PAUL
WEST, WALLACE G.
WESTGATE, THEODORE H.
WETZE, ROBERT T.
WETZLER, H. S.
WHEATON GLEN
 The Arkansas Traveler; Dinah Shore Program.
WHEDAN, JOHN
 The Great Gildersleeve.
WHITE, KENNETH
WHITEHEAD, MARGARET L.
WHITEHOUSE, WILLIAM A.
WHITESIDE, CLAIRE R.
WHITESIDE, HARRIETTE
WHITNEY, BETTY
WIDNEY, STAN
WILCOX, JUANITZ
WILKOFF, JOHN
WILLIAMS, ALBERT N.
WILLIAMS, HERSHEL V.
WILLIAMS, ISABEL R.
WILLIAMS, JOHN
WILLIAMS, TOD
WILLS, SI
 Joan Davis and Jack Haley.
WILSON, ALLEN
WILSON, FRANCES G.
WILSON, FRANK
 Stage Door Canteen.
WILSON, GEORGE E.

WILSON, J. DONALD
WILSON, JANE
WILSON, KATHLEEN
WILSON, LEDNA
WILSON, PRISCILLA K.
WILSON, W. RAY
WINIKUS, FRANCES M.
WISHENGRAD, MORTON
 The Eternal Light; Words at War.
WITTY, DON
WOLF, GEORGE
WOLF, STANLEY J.
WOLFE, CHARLES H.
WOOD, LEE
WOODLE, HARRY
WOODS, ALLEN
WORMSER, JACK
WRAY, OLIVE HENRY, MRS.
WRETMAN, IRENE
WRIGHT, BETTE
WRONKOW, GEORGE
WYANT, DAL

— Z —

ZALEMEA, ALBERTO
ZANDER, BETTY
ZANOLLI, SANTOS
ZEGRI, ARMANDO
ZELINKA, SID
 Jimmie Durante Show; Dinah Shore's Open House; Rudy Vallee.
ZEVI, BRUNO
ZIBELL, SERGE
ZIEMER, GREGOR
ZIMDI, MAURICE
ZIMMERSCHIED, BESS
ZOLLINGER, ELINOR

HARRY VON ZELL

Eddie Cantor

Dinah Shore

Announcers

-their work during 1944

— A —

ABERNATHY, WILLIAM
Blue

ABBOTT, BUD
WHAS, Louisville, Ky.

ACKERLEY, GENE
KID, Idaho Falls, Idaho

ACKLEY, J. HOWARD
WOWO, Fort Wayne, Ind.

ACKORS, GEORGE
WCOL, Columbus, O.

ADAIR, ROSNEY
KALE, Portland, Ore.

ADAMS, GARRET
WRJN, Racine, Wisc.

ADAMS, GLEN
WCAU, Philadelphia, Pa.

ADAMS, MILTON
WBTM, Danville, Va.

ADAMSON, NORAH
WBZA, Springfield, Mass.

AGEE, BILL
KUTA, Salt Lake City, Utah

AGOSTINO, JAMES
KJR, Seattle, Wash.

AITKENS, GAILES
WAYS, Charlotte, N. C.

AKER, RICHARD
WKMO, Kokomo, Ind.

ALBERTS, JIM
WTMV, East St. Louis, Ill.

ALBINGER, AL
WCOL, Columbus, O.

ALDERMAN, JAMES S.
WRR, Dallas, Texas

ALEXANDER, GRAHAM
KPHO, Phoenix, Ariz.

ALEXANDER, LES.
WIP, Philadelphia, Pa.

ALEY, JACK
WAIR, Winston-Salem, N. C.

ALFONSO, ANTONIO
WIAC, San Juan, Puerto Rico

ALLAN, FRANK
WHAS, Louisville, Ky.

ALLEN, CLAIR L.
WEBR, Buffalo, N. Y.

ALLEN, DICK
KTRB, Modesto, Calif.

ALLEN, ED
WMAQ, Chicago, Ill.

ALLEN, JEFF
WKRC, Cincinnati, O.

ALLEN, STEPHEN
KFAC, Los Angeles, Calif.

ALLEN, TOM
KFJZ, Ft. Worth, Texas

ALLEN, VIC
WAAT, Newark, N. J.

ALLISON, JOE
KMAC, San Antonio, Texas

ALSPAUGH, W. H.
WPTF, Raleigh, N. C.

ALWIN, FRANCES
KWAT, Watertown, S. D.

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KSAM, Huntsville, Texas

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WPAB, Ponce, Puerto Rico

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WFMJ, Youngstown, O.

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WKOK, Sunbury, Pa.

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WTAR, Norfolk, Va.

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WINS, New York, N. Y.

BACK, GUNNAR
WTOP, Washington, D. C.

BAILEY, E. N.
WTAG, Worcester, Mass.

NBC, Duffy's Tavern

BAILEY, JACK
CBS, Adventures of Ozzie &
Harriet

BAILEY, MEL
KGW, Portland, Ore.
KEX, Portland, Ore.

BAKER, ART
NBC, A Song Is Born

BAKER, GENE
Blue, Lum 'n Abner
CBS, Story of Sandra Martin

BAKER, JANET
KALB, Alexandria, La.

BAKER, PAUL
WGRC, Louisville, Ky.

BAKER, RAYMOND W.
WPTH, Baltimore, Md.

BALDWIN, GARLAND V.
WHO, Dayton, O.

BALDWIN, MARVIN
KEX, Portland, Ore.
KGW, Portland, Ore.

BALES, ELMER
KAST, Astoria, Ore.

BALFE, KIERAN
WSTV, Steubenville, O.

BALL, EVERETT
WQXR, New York, N. Y.

BALL, GEORGE
WGBR, Goldsboro, N. C.

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MODERATOR—“Commentator’s Round Table”

8:00 P.M., FRIDAY

“ORCHIDS FROM WINCHELL”

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KGW, Portland, Ore.
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KTUL, Tulsa, Okla.
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WDEF, Chattanooga, Tenn.
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KID, Idaho Falls, Idaho
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KFI, Los Angeles, Calif.
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KJR, Seattle, Wash.
BARLOW, JAY
WHLN, Harlan, Ky.
BARLOW, MICHAEL
WWSW, Pittsburgh, Pa.
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WFEA, Manchester, N. H.
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KVOP, Plainview, Texas
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KTRB, Modesto, Calif.
BARRIE, GEORGE
WMCA, New York, N. Y.

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BARTON, HAL
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BATCHELDER, JOHN
WRC, Washington, D. C.
BAUER, GEORGE
WMBD, Peoria, Ill.
BAULER, ARTHUR
WSPD, Toledo, O.
BAXTER, LIONEL
WAPI, Birmingham, Ala.
BAYERS, ED
WHDF, Calumet, Mich.
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WHIO, Dayton, O.
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WKNE, Keene, N. H.
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BELL, JACK
WTCN, Minneapolis, Minn.
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WSAY, Rochester, N. Y.
BELL, TED
KRSC, Seattle, Wash.
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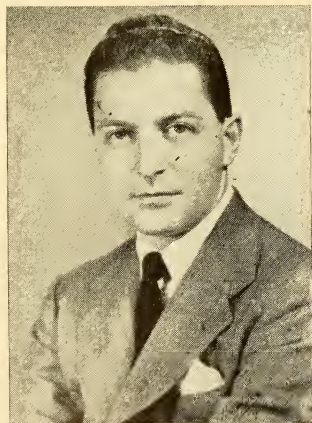


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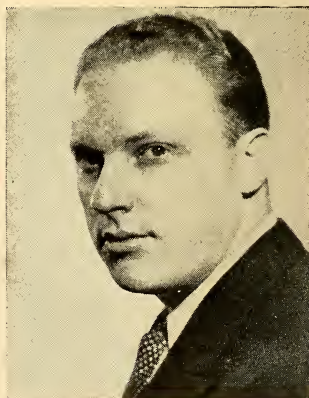
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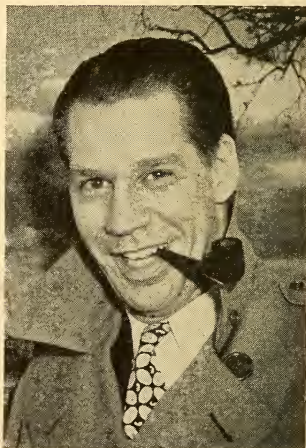
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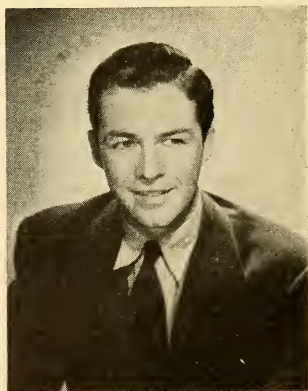
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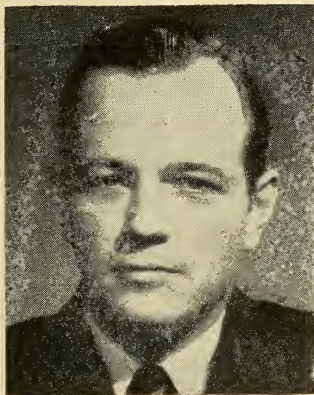
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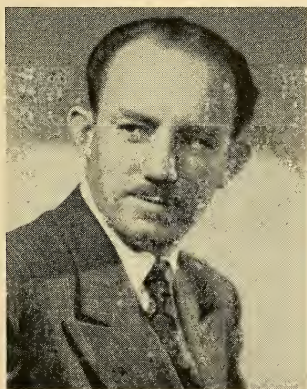
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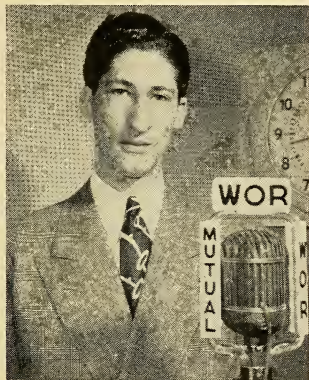
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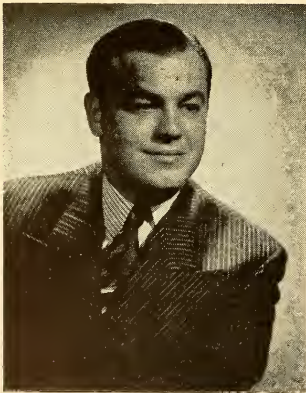
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GRISWOLD, JOHN
KTYW, Yakima, Wash.
GRIZZARD, HERMAN
WLAC, Nashville, Tenn.
GROBE, ALBERT
WQXR, New York, N. Y.
GROSS, GEORGE
WIBU, Poynette, Wisc.
GROSS, ROBERT
WFIL, Phila., Pa.
GRUHN, RUDI
WOKO, Albany, N. Y.
GUEST, GORDON
KVOI, Lafayette, La.
GUNN, GEORGE
BLUE
GUNNING, WM.
KOL, Seattle, Wash.
GUYER, ANTON
KTH, Twin Falls, Idaho.
GYLAN, EARL
WLAW, Lawrence, Mass.

HAAS, B.

WADC, Akron, O.
HAASER, CHARLES
WDRG, Hartford, Conn.
HABER, LOUIS
KFEL, Denver, Colo.
HADLOCK, JAMES
KGER, Long Beach, Cal.
HAGEMEN, H.
WADC, Akron, O.
HAGUE, EARL
WHN, New York, N. Y.
HALE, CECIL
WSAI, Cincinnati, O.
HALE, DAVID C.
WRRN, Warren, O.
HALEY, HERB
KGO, San Francisco, Cal.
HALEY, TOM
WTAM, Cleveland, O.
HALL, DAVID
KFVD, Los Angeles, Cal.
HALL, FRED
WPSU, New Orleans, La.
HALL, LA FAWN
KRBC, Abilene, Texas.
HALL, HARRY
KFWB, Los Angeles, Cal.
HALL, HEDLEY
KMYC, Marysville, Cal.
HALLE, DEXTER
WBNX, Bronx, N. Y.

HAMILTON, GENE

BLUE

HAMILTON, WARD

WATN, Watertown, N. Y.
HAMPTON, RAWLS
WFAS, White Plains, N. Y.
HANDRICH, FRED
WNYC, New York, N. Y.
HANES, BOB
WGY, Schenectady, N. Y.
HANKINSON, J. T.
WMRO, Aurora, Ill.
HANKINS, JACK
KXOK, St. Louis, Mo.
HANNA, BOYCE
WGNC, Gastonia, N. C.
HANNA, TED
WADC, Akron, O.
HANNAH, JAMES R.
WFIG, Sumter, S. C.
HANSEN, ERLING
KCID, Spencer, Iowa.
HANSEN, ROY
WTIC, Hartford, Conn.
HANSEN, VERN
WTOP, Washington, D. C.
HARBER, HARRY
KNOW, Austin, Texas.
HARDING, DON
WHOT, South Bend, Ind.
HARDING, GEORGE
WMRC, Greenview, S. C.
HARDY, RAY
KFI, Los Angeles, Cal.
HARGROVE, ED
KMTR, Hollywood, Cal.
HARLAND, CLEM
KJEF, Grand Rapids, Mich.
HARMS, FRANK
WTAD, Quincy, Ill.
HARPER, FRED
WSAI, Cincinnati, O.
HARPER, HUGH
WSAM, Saginaw, Mich.
HARPER, HUGH
WCAX, Burlington, Vt.
HAREEL, DICK
WGH, Newport News, Vt.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.
HARRIS, BOB
WMCA, New York, N. Y.
HARRIS, BRAD
KVEC, San Luis Obispo, Cal.
HARRIS, DEAN
WHAM, Rochester, N. Y.
HARRIS, ROBERT W.
KOL, Seattle, Wash.
HARRIS, WALTER
WSIS, Roanoke, Va.
HARRIS, WILLIAM
KFPY, Spokane, Wash.
HARRISON, BRAD
WIL, St. Louis, Mo.
HARRISON, HAROLD
WMPR, High Point, N. C.
HARTMAN, ERNIE
WSRR, Stamford, Conn.
HARTON, EMILY GENE
WBTH, Williamson, W. Va.
HARTRICK, GEORGE A.
WCOP, Boston, Mass.
HARVEY, HERB
WABY, Albany, N. Y.
HARVEY, WILLIAM
WBRY, Waterbury, Conn.
HAYDEN, LEWIS
KSFO, San Francisco, Calif.
HAYES, GEORGE
BLUE
HAYWARD, BRUCE
KWK, St. Louis, Mo.
HAYWARD, GEORGE
WHYN, Holyoke, Mass.

ANNOUNCERS

HAYWARD, MICHAEL
WNYC, New York, N. Y.

HAYWORTH, HERB
WOWO, Fort Wayne, Ind.

HEALEY, DANIEL
WBRK, Pittsfield, Mass.

HEALEY, JOE
WELL, New Haven, Conn.

HEATON, ADRIAN
WMBL, Chicago, Ill.

HEDDEN, CARL
WBTA, Batavia, N. Y.

HEDGEFATH, WILLIAM
WDNC, Durham, N. C.

HEDGEFETH, WILLIAM
WIS, Columbia, S. C.

HEGARD, KEN
KDYL, Salt Lake City, Utah

HEIMRICH, GEORGE
KFXM, San Bernardino, Calif.

HEISS, ROBERT J.
WTMJ, Milwaukee, Wis.

HEITIN, JAY
WHYN, Holyoke, Mass.

HELBESEN, RAY
KTUC, Tucson, Ariz.

HELLING, JACK
KLPM, Minot, N. D.

HEMINGWAY, FRANK E.
BLUE

HEMMETER, KENNETH
WSAM, Saginaw, Mich.

HENDERSON, BROOKS
KSTP, St. Paul, Minn.

HENDERSON, MAX
WPCN, Minneapolis, Minn.

HENDERSON, SAMUEL G., JR.
WGAN, Portland, Maine

HENDRIX, CLIFF
KBUR, Burlington, Iowa

HENRICH, WALTER
WGAR, Cleveland, O.

HENRY, BOB
WSRR, Stamford, Conn.

HENRY, CARL
WFCI, Pawtucket, R. I.

HENRY, DICK
WOOD, Grand Rapids, Mich.

HENSON, PAUL
WMOH, Hamilton, O.

HERBERT, RALPH
KIDO, Boise, Idaho

HERLIHY, WALTER
BLUE

HERMANT, MARILYN
WSNY, Schenectady, N. Y.

HERNDON, GENE
KQW, San Jose, Calif.

HERZOG, ROSE
KFEQ, St. Joseph, Mo.

HESS, EUGENE
KIT, Yakima, Wash.

HIGGINBOTHAM, WESLEY
KWFC, Hot Springs, Ark.

HILL, EDWARD
WBNX, Bronx, N. Y.

HILL, MARY JO
WHIS, Bluefield, W. Va.

HILL, ROBERT D.
KFAB, Lincoln, Neb.

HINER, VERNON
KNYR, Denver 2, Colo.

HINES, JAMES
WFCI, Pawtucket, R. I.

HINKLE, EDWIN
WWJ, Detroit, Mich.

HINKLEY, HARRY, JR.
WHP, Harisburg, Pa.

HITES, WARREN
WIS, Columbia, S. C.

HODGE, FREDERICK W.
WENY, Elmira, N. Y.

HOENES, GENE
KHMO, Hannibal, Mo.

HOLADAY, ALLAN
WILL, Urbana, Ill.

HOLBROOK, TOM
WWL, New Orleans, La.

HOLDEN, JACK
WLS, Chicago, Ill.

HOLDERBY, BOB
DOCY, Oklahoma City, Okla.

HOLIDAY, STANLEY
WDSU, New Orleans, La.

HOLLAND, BILL
KWAT, Watertown, S. D.

HOLLEY, WAKEFIELD
WKY, Oklahoma City, Okla.

HOLLIS, STEVE
WHOM, Jersey City, N. J.

HOLMES, R. D.
KAST, Astoria, Ore.

HOLMES, WALTER
WBNX, Bronx, N. Y.

HOLT, DARRELL
KMLB, Monroe, La.

HOLTMAN, JOHN
WMAQ, Chicago, Ill.

HOLTZ, THOMSON
WOW, Omaha, Neb.

HOOVER, DON
WMS, Ironood, Mich.

HORN, ROBERT
WIP, Philadelphia, Pa.

HOWARD, BESSE
WCAU, Philadelphia, Pa.

HUBER, RUSS
WKBH, La Crosse, Wisc.

HUNNICUTT, MIKE
WWDC, Washington, D. C.

HUNT, MEL
KFI, Los Angeles, Calif.

HUNTER, HARRY C.
WSAN, Allentown, Pa.

HUNTER, IRVING
WLBZ, Bangor, Me.

HURST, WILSON
KLRA, Little Rock, Ark.

HURT, ZACK
KFJZ, Ft. Worth, Texas

HUSER, BILL
WGBG, Greensboro, N. C.

HUTCHINSON, GEORGE
WSAZ, Huntington, W. Va.

HYLAND, DANIEL, JR.
WAAB, Worcester, Mass.

— I —

IRISH, JACK
WOR-MBS, New York, N. Y.

ISAAC, ROSE
WJMS, Ironwood, Mich.

— J —

JACKSON, BUD
KVOO, Tulsa, Okla.

JACKSON, CARROLL
WROX, Clarksdale, Miss.

JACKSON, JOE
WPIC, Sharon, Pa.

JACKSON, SANDY
KBON, Omaha, Neb.

JACQUES, DOROTHY
KFRU, Columbia, Mo.

JAEGER, JOHN
WNEW, New York, N. Y.

JAMES, FRANK
WSYR, Syracuse, N. Y.

JAMES, HUGH
Lowell Thomas Program,
Voice of Firestone.

JAMES, KEN
KMMJ, Grand Island, Neb.

JAMES, LEE
WMCA, New York, N. Y.

JAMES, MARJORIE
WNAD, Norman, Okla.

JANKUS, BROOKS
WGBI, Scranton, Pa.

JAYNES, BRYSON
KFIO, Spokane, Wash.

JEFFERAY, BILL
WTOP, Washington, D. C.

JENKINS, BILL
WTOP, Washington, D. C.

JENKINS, BYRON
WFBC, Greenville, S. C.

JENNINGS, DOROTHY
WDEJ, Roanoke, Va.

JENSEN, T. J.
KBUR, Burlington, Iowa

JENSON, LEIF
WELL, New Haven, Conn.

JEROME, MEL
WJLB, Detroit, Mich.

JOE, ELLIS
WJPF, Herrin, Ill.

JOHANSEN, EARL
KROS, Clinton, Iowa

JOHNS, DICK
WOC, Davenport, Iowa

JOHNSON, IRWIN
WBNS, Columbus, O.

JOHNSON, JIM
KNOW, Austin, Texas

JOHNSON, PHILIP N.
WHEB, Portsmouth, N. H.

JOHNSON, ROBERT
WNOX, Knoxville, Tenn.

JOHNSON, WILLIAM
WTAR, Norfolk, Va.

JOHNSON, WILLIAM A.
WJMS, Ironwood, Mich.

JONES, ELLIOTT
WPIC, Sharon, Pa.

JONES, HOWARD
WIP, Philadelphia, Pa.

JONES, LEE
KLZ, Denver, Colo.

JONES, ROBERT L.
WSPR, Springfield, Mass.

JONES, WES
KTBS, Shreveport, La.

JORDAN, FRANK
WOLF, Syracuse, N. Y.

JORDAN, MURRAY
WJLB, New York, N. Y.

JOSEPH, MILDRED
WELL, New Haven, Conn.

JOURNEY, WARREN
WFEA, Manchester, N. H.

JOY, DICK

Blue, Horace Heidt; NBC,
Those We Love, The Saint,
and Telephone Hour.

JOYNER, HENRY
WNEF, Binghamton, N. Y.

JOYCE, JOHN
WBRK, Pittsfield, Mass.

JUSTUS, O. W.
WOMI, Owensboro, Ky.

— K —

KAARI, EUGENE
WSSO, Sault Ste. Marie, Mich.

KADELL, CARLTON

CBS, Jack Carson Show.

KAMINS, ROBERT
WKAR, East Lansing, Mich.

KANE, A.
WTAG, Worcester, Mass.

KANE, E. P.
KUIN, Grants Pass, Ore.

KANE, MICHAEL
WKOK, Sunbury, Pa.

ANNOUNCERS

KANE, TOM
WLOL, Minneapolis-St. Paul,
Minn.

KANELLOS, CHRIS.
WEDC, Chicago, Ill.

KASSER, F. EDMUND
WENR, Chicago, Ill.

KAY, BARON
KFMB, San Diego, Calif.

KEANE, EDWARD
WHDH, Boston, Mass.

KEARNEY, GERALD
WFEA, Manchester, N. H.

KEARNS, BOB
WIBW, Topeka, Kans.

KEARNS, JOSEPH

KHJ, Tapestries of Life.

KEATH, ED

WIL, St. Louis, Mo.

KEATING, LARRY

Blue, Murder Will Out; NBC,
Gilmore Furlough Fun, Fleet-
wood Fun, A Layman's Views
of News.

KEECH, KELVIN

Blue

KEEL, NINA JO

WELQ, Tupelo, Miss.

KEEP, BYRON

KEX, Portland, Ore.

KEITH, LARRY

WSPN, Birmingham, Ala.

KELLER, ERNEST

WSM, Nashville, Tenn.

KELLEY, ROBERT

WGAR, Cleveland, O.

KELFORD, TREVOR

KXEL, Waterloo, Iowa

KELLY, CHARLES

WBYN, Brooklyn, N. Y.

KELLY, LEON

WRAK, Williamsport, Pa.

KELLY, PATRICK J.

WELAF, New York, N. Y.

KELLY, WARREN

WBEW, Buffalo, N. Y.

KELSEY, NORMAN

WCHV, Charlottesville, Va.

KEMP, ED

WJR, Detroit, Mich.

KEMP, WILLIAM

WSAZ, Huntington, W. Va.

KENDRICK, JIM

KMA, Shenandoah, Iowa

KENNEDY, JOHN

WELL, Battle Creek, Mich.

KENLO, JOHNNY

KALB, Alexandria, La.

KEPHART, WILLIAM

WMAQ, Chicago, Ill.

KERWOOD, ORIE

KMMJ, Grand Island, Neb.

KESSENICH, JACK

WOSH, Oshkosh, Wisc.

KEYES, ALAN

KGO, San Francisco, Calif.

KEYES, HUGH

KSUN, Lowell, Ala.

KEYES, HUGH

KSUN, Birbee, Ariz.

KIENZLE, JR., G.

WHP, Harrisburg, Pa.

KILBOURNE, DAVE W.

KWLM, Wilmar, Minn.

KILGORE, SHIRLEY

WDSU, New Orleans, La.

KILPATRICK, JOHN

WNAD, Norman, Okla.

KILPATRICK, REID

KMTR, Los Angeles, Calif.

KIMBLE, EMERSON

WTAM, Cleveland, O.

KIMBALL, MERLE

KVI, Tacoma, Wash.

KIMBROW, ALVIN

WCBI, Columbus, Miss.

KING, BOB

WSOY, Decatur, Ill.

KING, JIM

WPAR, Parkersburg, W. Va.

KING, JOE

KMJ, Fresno, Calif.

KING, LAWRENCE L.

KUIN, Grants Pass, Ore.

KING, NELSON

WKRC, Cincinnati, O.

KING, VERN

WIL, St. Louis, Mo.

KING, WALLIE

KSFO, San Francisco, Calif.

KING, WALLY

WOLS, Florence, S. C.

KIRBY, GENE

Blue

KIRBY, GORDON

WLAV, Grand Rapids, Mich.

KIRBY, KLEVE

WMAQ, Chicago, Ill.

KIRBY, LEE

WBT, Charlotte, N. C.

KIRCHOFF, ROBERT

KGKL, San Angelo, Texas

KIRKPATRICK, BOB

KFXD, Nampa, Idaho

KIRKWOOD, JOHN

KXOK, St. Louis, Mo.

KIRLEY, JOHN

WIBX, Utica, N. Y.

KISTER, GEORGE C.

KMMJ, Grand Island, Neb.

KISTLER, GLEASON

KCRC, Enid, Okla.

KLAUVUN, WALTER

WICC, Bridgeport, Conn.

KLISE, ROD

WIND, Chicago, Ill.

KLOSKY, JAMES A.

WMCB, Greenville, S. C.

KNIGHT, FRANK

WOR-MBS, New York, N. Y.

KNIGHT, FRED

WIBG, Philadelphia, Pa.

KNIGHT, JOE PAT

WPAD, Paducah, Ky.

KNIGHT, KIRK

WEXL, Royal Oak, Mich.

KNITEL, MAX

WCAP, Asbury, Park, N. J.

KNOERNSCHILD, REV. ELMER

KFUO, St. Louis, Mo.

KNOPP, H. C.

KGCX, Sidney, Mont.

KNOTT, JACK

WHO, Des Moines, Iowa

KNOX, BOB

WIBG, Philadelphia, Pa.

KNUTSON, DON

KCID, Spencer, Iowa

KNUTSON, HAROLD

WCAT, Rapid City, S. D.

KOBERNAT, RALPH

WSAM, Saginaw, Mich.

KOENIG, VERNE

KFJB, Marshalltown, Iowa

KOESTER, TONY

KFBK, Sacramento, Calif.

KOHN, ALVIN

WMBD, Peoria, Ill.

KOLBY, CAL

WBRY, Waterbury, Conn.

KOONS, BOB

KTBI, Tacoma, Wash.

KRAEFT, NORMAN

WENR, Chicago, Ill.

KRAG, NICK

WHBC, Canton, O.

KRAUSE, ARTHUR

WKMO, Kokomo, Ind.

KREIGHOFF, ROBERT

WTOL, Toledo, O.

KRENN, OTTO

WCAB, Pittsburgh, Pa.

KRIEGLER, GIL

WNYC, New York, N. Y.

KROUGH, WILLIAM A.

WJLS, Beckley, W. Va.

KRUPP, ROGER

Blue



LACY, JACK

KOKO, La Junta, Colo.

LADD, DAVYD

WPAY, Portsmouth, O.

LAFFEY, FRED P.

WLAW, Lawrence, Mass.

LAFRANO, TONY

KHJ, Hollywood, Calif.

LAKE, ARTHUR

WJAR, Providence, R. I.

LA MAR, LEWIS

WLS, Chicago, Ill.

LAMB, BRITT

WLAY, Muscle Shoals City,
Ala.

LANCE, RICHARD L.

WCOP, Boston, Mass.

LANDEFAR, DEAN

WMT, Cedar Rapids, Water-
loo, Iowa

LANE, DICK

WHJB, Greensburg, Pa.

LANE, VANCE

KGER, Long Beach, Calif.

LANG, DAVE

WKAR, East Lansing, Mich.

LANG, WILLIAM

LANGFITT, HOWARD

KWKH, Shreveport, La.

LANSING-JONES, ANNETTE

WTRC, Hartford, Conn.

LANTRY, C. C.

EKA, Spokane, Wash.

LARACEY, JAMES

WBGM, Bay City, Mich.

LA RIVIERE, PAUL

KLX, Oakland, Calif.

LARKIN, KEITH

KWRC, Pendleton, Ore.

LARSEN, CLIFF

WLVA, Lynchburg, Va.

LASHBROOK, BOB

WHOT, South Bend, Ind.

LAUB, DARYL

WLOL, Minneapolis-St. Paul,
Minn.

LAUBE, RAY

WIGM, Medford, Wisc.

LAUDRY, JAMES

WDSU, New Orleans, La.

LAUNE, ED

KODY, North Platte, Neb.

LAURIE, BILL

KNET, Palestine, Tex.

LA VIGNE, RICHARD

WHYN, Holyoke, Mass.

LAWRENCE, JERRY

KNX-CBS, Los Angeles, Calif.

LAWRENCE, KEN

WTOL, Toledo, O.

LAWRENCE, TEDD

WBYN, Brooklyn, N. Y.

LAWSON, JERROLD

WJTN, Jamestown, N. Y.

ANNOUNCERS

LAYTON, CHARLES
 WLW, Cincinnati, O.
LEAFER, WOODROW
 WQXR, New York, N. Y.
LEE, MARY JOHN
 WHUB, Cookeville, Tenn.
LEE, TED
 WISH, Indianapolis, Ind.
LEEMANS, STEPHEN
 WEAN, Providence, R. I.
LEGER, RUSSELL M.
 KFAB, Lincoln, Neb.
LEGETT, JOANNE
 WICA, Ashtabula, O.
LENE, WILLARD
 WLW, Cincinnati, O.
LENHART, GARRETT
 WHO, Des Moines, Iowa
LEONARD, BOB
 KXOK, St. Louis, Mo.
LEONARD, HOWARD
 WRRN, Warren, O.
LEONARD, LEE
 WFMJ, Youngstown, O.
LESLIE, CHARLES
 WENR, Chicago, Ill.
LESTER, BILL
 KOY, Phoenix, Ariz.
LEVERTON, BUCK
 WFHR, Wisconsin Rapids,
 Wisc.
LEVEY, MARVIN
 WFDF, Flint, Mich.
LEVINE, LEO
 KOL, Seattle, Wash.
LEWIS, BOB
 WCAE, Pittsburgh, Pa.
LEWIS, DON
 WWL, New Orleans, La.
LEWIS, HENRY
 KOAM, Pittsburg, Kans.
LEWIS, WALTER
 WTNJ, Trenton, N. J.
LINCOVE, DAN
 KRMD, Shreveport, La.
LINDSAY, ARTHUR W.
 KXRO, Aberdeen, Wash.
LINFOOT, VICTOR
 WWJ, Detroit, Mich.
LINGO, TED
 WTOP, Washington, D. C.
LINGREN, TED
 WJOB, Hammond, Ind.
LINSTROM, JAMES
 KOLL, Omaha, Neb.
LIPKER, CHARLES H.
 WFIN, Findley, O.
LIVINGSTON, ROBERT
 WPAV, Portsmouth, O.
LOERS, LLOYD
 KYUM, Yuma, Ariz.
LOEWNER, CAPT. LEROY
 WWSA, Harrisonburg, Va.
LOGAN, BILL
 KFJZ, Ft. Worth, Tex.
LOGAN, PETE
 KELA, Centralia, Wash.
LOFRIDGE, JAMES E.
 KRGY, Weslaco, Tex.
LOWDER, COLLIN W.
 KLO, Ogden, Utah
LOWE, DON
 BLUE
LOWREY, MEADOR
 KRLL, Dallas, Tex.
LOWRIE, ROBERT O.
 KPQ, Wenatchee, Wash.
LOWTHER, JAMES
 WMMN, Fairmont, W. Va.
LUCAS, PETER
 WBBM, Chicago, Ill.
LUCIE, DEAN
 WERC, Erie, Pa.
LUDLAM, KENNETH
 WBC, Washington, D. C.

LUDWIG, LYTELL L.
 WFEM, Indianapolis, Ind.
LUDEKE, HARRY
 WMBD, Peoria, Ill.
LUKENS, ERNEST
 WKOK, Sunbury, Pa.
LUND, JACK
 KFJX, Grand Junction, Colo.
LUNQUIST, VERNON
 WSIX, Nashville, Tenn.
LUNK, BERNARD
 KROC, Rochester, Minn.
LYNCH, JOHN
 WHEM, Jersey City, N. J.
LYNN, JOHN
 WSPD, Toledo, Ohio

— M —

MABARAK, GEORGE
 WFDF, Flint, Mich.
MABRY, DICK
 WIBG, Philadelphia, Pa.
Mac BARTON
 KOCA, Kilgore, Texas
MacCARTHY, JAMES
 WBE, Wilkes-Barre, Pa.
MacDONALD, MAC
 WEW, St. Louis, Mo.
MacDONALD, P. L.
 WEEI, Boston, Mass.
MacDONALD, ROBERT
 KJR, Seattle, Wash.
MacINTOSH, RAY
 WBEW, Buffalo, N. Y.
MACK, BILL
 WEDC, Chicago, Ill.
MACK, WAYNE
 WGAR, Cleveland, O.
MacLEAN, JOHN
 WREC, Rochester, N. Y.
MacPHERSON, FRED
 KFBK, Sacramento, Calif.
MacQUARIE, HAVEN
 NBC, Noah Webster Says.
MAFFIE, AL
 WMUR, Manchester, N. H.
MAGNER, BILL
 WCCO, Minneapolis-St. Paul,
 Minn.
MAJOR, ADEN
 WLLH, Lowell-Lawrence,
 Mass.
MALLER, LEO
 WBRV, Waterbury, Conn.
MALLICOAT, AL
 KGER, Long Beach, Calif.
MALLY, CAP
 WNAX, Yankton, S. D.
MALONE, EDWARD A.
 KUIN, Grants Pass, Ore.
MANN, ALAN
 KFVB, Los Angeles, Calif.
MANN, BOB
 WWLL, Woodside, N. Y.
MANN, CHARLES
 KTBI, Tacoma, Wash.
MANN, NAT
 WSBT, South Bend, Ind.
MANNING, TOM
 WTAM, Cleveland, O.
MANNIS, WILLIAM
 WIP, Philadelphia, Pa.
MARCELLE, LOU
 KFVB, Los Angeles, Calif.
MARCUS, LES
 KWJJ, Portland, Ore.
MARGET, M. M.
 KVOX, Moorhead, Minn.
MARBLE, W. L.
 WWSH, Portland, Me.
MARKS, BARNETT
 KTAR, Phoenix, Ariz.
MARKS, ERNEST
 WKOK, Sunbury, Pa.

MARLOWE, BILL
 KALE, Portland, Ore.
MARS, PETER A.
 WKLA, Ludington, Mich.
MARSDEN, WARREN
 WWSR, St. Albans, Vt.
MARSHALL, JOE
 KMBC, Kansas City, Mo.
MARSHALL, MARION
 WTNJ, Trenton, N. J.
MARSTON, BERT
 KFXX, San Bernardino, Calif.
MARTIN, BOB
 WOR-MBS, New York, N. Y.
MARTIN, CARL
 WIL, St. Louis, Mo.
MARTIN, EARL
 WFPG, Atlantic City, N. J.
MARTIN, EMERSON
 WTRC, Elkhart, Ind.
MARTIN, GLEN
 KLTZ, Denver, Colo.
MARTIN, HARRY
 WFEM, Indianapolis, Ind.
MARTIN, JOE
 WNAX, Yankton, S. D.
MARTIN, JOHN
 WKY, Oklahoma City, Okla.
MARTIN, MEL
 WKNY, Kingston, N. Y.
MARTIN, NAT
 WCHV, Charlottesville, Va.
MARTIN, THOMAS E.
 WWNV, Watertown, N. Y.
MARTINSON, ADELE
 KWAT, Watertown, S. D.
MASON, BILL
 KROS, Clinton, Iowa
MASON, LEE
 KTTS, Springfield, Mo.
MASTERS, ED
 WOC, Davenport, Iowa
MATHERS, KEITH
 WMT, Cedar Rapids, Water-
 loo, Iowa
MATHIS, LYLE
 KVCV, Redding, Calif.
MATTHEWS, JAMES
 CBS, American Rhapsody.
MATTISON, CHARLES
 WHOP, Hopkinsville, Ky.
MATTISON, HENRY
 KFH, Wichita, Kans.
MAYER, WILLIAM
 WTAM, Cleveland, O.
McADAMS, LON
 KMJ, Fresno, Calif.
McALISTER, BILL
 KHBG, Okmulgee, Okla.
McBRIDE, BOB
 KWBU, Corpus Christi, Texas
McBRIDE, LESTER
 KWJB, Globe, Ariz.
McCAIN, BILL
 WBRV, Birmingham, Ala.
McCALL, FRED
 WGY, Schenectady, N. Y.
McCANN, TOM
 WWSA, Cincinnati, O.
McKARTHY, DICK
 WKNY, Kingston, N. Y.
McCOLLUM, RUSSEL
 KJR, Seattle, Wash.
McCORMACK, MALCOLM
 WBZ, Boston, Mass.
McCOY, M.
 KPND, Pampa, Texas
McCOY, O. B.
 KRBC, Abilene, Texas
McCULLOUGH, DAN
 WOR-MBS, New York, N. Y.
McCULLOUGH, TOM
 WJLB, Detroit, Mich.
McCUMBER, GERALD
 KJR, Seattle, Wash.

ANNOUNCERS

McCUNE, DONALD
KRSC, Seattle, Wash.

McCURDY, ED
WFMD, Frederick, Md.

McCUTCHEN, DICK
WNAB, Bridgeport, Conn.

McDANIEL, CARL
KLUP, Galveston, Texas

McDEVITT, JERRY
WKWK, Wheeling, W. Va.

McDONALD, AL
WSFA, Montgomery, Ala.

McELLEN, JACK
WPAT, Paterson, N. J.

McELVEEN, MOODY
WCOS, Columbia, S. C.

McENROE, THOMAS
WSPR, Springfield, Mass.

McFARLAND, OWEN
WMCA, New York, N. Y.

McGEEHAN, PAT
NBC, Abbott & Costello,
Durante-Moore Show.

McGEHEE, GENE
KFH, Wichita, Kans.

McGRATH, TERRY
KMBC, Kansas City, Mo.

McGREEVEY, JOHN
KTAR, Phoenix, Ariz.

McGUIRE, LEE
WJAR, Providence, R. I.

McHANN, BILL
WJPR, Greenville, Miss.

McINTIRE, JOHN
Blue, Man Called X.

McINTYRE, CHARLES
WMBH, Joplin, Mo.

McKEE, TOM
WBEC, Rochester, N. Y.

McKEEHAN, BOB
WELN, Harlan, Ky.

McKELLAR, DONALD
WAAB, Worcester, Mass.

McKENNA, P. ROBERT
KDKA, Pittsburgh, Pa.

McKENZIE, E.
WJBK, Detroit, Mich.

McKINNEY, J. E.
WSOC, Charlotte, N. C.

McKNIGHT, JOHN
WMCA, New York, N. Y.

MELVILLE, ROLLIE
WGRG, Louisville, Ky.

MENARD, GEORGE
WLS, Chicago, Ill.

MERENS, LYMAN
WRJN, Racine, Wisc.

MEROIER, ARTHUR
WBFB, Chicago, Ill.

MERRIAM, DWIGHT
WKBN, Youngstown, O.

MERRIDEW, REG
WGAR, Cleveland, O.

MERRIN, RICHARD
WMAN, Mansfield, O.

MERRYMAN, ROBERT
WLW, Cincinnati, O.

METZEL, GEORGE
KADA, Ada, Okla.

MEYERS, TED
KFI, Los Angeles, Calif.

MEZGER, W. L.
WEEL, Boston, Mass.

MICHAEL, HERB
WSOO, Sault Ste. Marie, Mich.

MICKEY, JACK
KTSW, Emporia, Kans.

MIHILL, FLOYD
WMBG, Richmond, Va.

MILES, PAUL
WBG, Philadelphia, Pa.

MILLER, BOB
WDGY, Minneapolis-St. Paul,
Minn.

MILLER, CHET
KUJ, Walla Walla, Wash.

MILLER, DAVID L.
WAAT, Newark, N. J.

MILLS, DEXTER
WDBJ, Roanoke, Va.

MILLER, DON
WTOL, Toledo, O.

MILLER, GEORGE
KADA, Ada, Okla.

MILLER, GLENN CLARK
WCPO, Cincinnati, O.

MILLER, JOE
WLVA, Lynchburg, Va.

MILLER, JOE
KFEL, Denver, Colo.

MILLER, LINWOOD
WSAR, Fall River, Mass.

MILLER, LOREN
WQBC, Vicksburg, Miss.

MILLER, MARVIN
Blue, Andrews Sisters,
CBS, Stars Over Hollywood.

MILLER, OTTO
KSLM, Salem, Ore.

MILLER, RITA
KFAM, St. Cloud, Minn.

MILLER, JR., ROSS
WHAJ, Greenfield, Mass.

MILLERHOUSE, GLENN
KGEZ, Kalispell, Mont.

MILLS, FRANK
KGKO, Fort Worth, Dallas,
Texas

MILLS, GLEN
KFBC, Cheyenne, Wyo.

MITCHELL, FRANKLIN
WJR, Detroit, Mich.

MONTANO, CARLOS
KPHO, Phoenix, Ariz.

MONTGOMERY, RALPH
KOIL, Omaha, Neb.

MONTGOMERY, THEODORE
WEXL, Royal Oak, Mich.

MOON, HAL
KFMB, San Diego, Calif.

MOON, VIRGINIA
KRIC, Beaumont, Texas

MOORE, DICK
WEVD, New York, N. Y.

MOORE, JIM
WLAP, Lexington, Ky.

MOORE, KAY
WHBQ, Memphis, Tenn.

MOORE, WALKER
KFJZ, Ft. Worth, Texas

MORALES, JOSE ANTONIO
WPAB, Ponce, Puerto Rico

MORATH, MAX
KVOR, Colorado Springs, Colo.

MORE, FRANK
WBBS, Uniontown, Pa.

MORRISON, LEE
WLIE, Brooklyn, N. Y.

MORRIS, L. J.
WRAJ, Raleigh, N. C.

MOSELEY, PAUL
WCOC, Minneapolis-St. Paul,
Minn.

MOSENA, DICK
KBUR, Burlington, Iowa

MOSER, CLYDE
WTAR, Norfolk, Va.

MOSES, BERNARD
WCOS, Columbia, S. C.

MOSES, JOHN
WLOG, Logan, W. Va.

MOTTER, DON
KORE, Eugene, Ore.

MOWERS, ROBERT
WTRY, Troy, N. Y.

MULLINS, BERNARD
WTIC, Hartford, Conn.

MULVHILL, JOSEPH
WTAM, Cleveland, O.

MUNSON, STEWART
WMT, Cedar Rapids, Waterloo,
Iowa

MURPHEY, C. H.
WHIS, Bluefield, W. Va.

MURPHY, CHARLES
WDAY, Fargo, N. D.

MURRAY, MAL
WNAX, Yankton, S. D.

MURRAY, TOM
WHOM, Jersey City, N. J.

MUSSER, JOE
KCMO, Kansas City, Mo.

— N —

NABORS, TED
KTRH, Houston, Texas

NAGLE, ASHLEY
WADC, Akron, O.

NASH, BARNES
KTBC, Austin, Texas

NEAL, BOB
WMPS, Memphis, Tenn.

NEATH, ERNEST A.
KRBM, Bozeman, Mont.

NEFF, ROBERT H.
WRRN, Warren, O.

NEHEK, DICK
WHO, Des Moines, Iowa

NEIDIG, JR., JOE
KVGJ, Great Bend, Kans.

NELLES, ALONZO
WEBR, Buffalo, N. Y.

NELSEN, M. L.
WHO, Des Moines, Iowa

NELSON, AL
WBBB, Burlington, N. C.

NELSON, HOWARD
WDAY, Fargo, N. D.

NELSON, L. C.
KAVE, Carlsbad, N. M.

NELSON, THOMAS
KHSL, Chico, Calif.

NEWCOMB, CHARLES
WLW, Cincinnati, O.

NEWCOMB, HERB
WENR, Chicago, Ill.

NEWELL, H. W.
WEEL, Boston, Mass.

NEWMAN, FLOYD
KCRC, Enid, Okla.

NEWTON, TOMMY
KTEM, Temple, Texas

NICKEY, ROBERT
WSKB, McComb, Miss.

NIDEVER, BRUCE
KORE, Eugene, Ore.

NILES, DAVID
WEVD, New York, N. Y.

NILES, WENDELL
Blue, Charlotte Greenwood;
CBS, Fitch Bandwagon, Billie
Burke; NBC, Bob Hope, John-
ny Mercer.

NOBLE, WEN
KHJ, Hollywood, Calif.

NORMAN, DEL
WFB, Kansas City, Mo.

NORMAN, ERIC
WBYN, Brooklyn, N. Y.

NORMAN, GENE
KFWB, Los Angeles, Calif.

NORMAN, HAL
KFH, Wichita, Kans.

NORMAN, NEIL
WLL, St. Louis, Mo.

NORMANN, ELSON F.
WILL, Urbana, Ill.

NORRIS, THERESA
KSAM, Huntsville, Texas

NORTON, IVERS J.
WHDL, Olean, N. Y.

ANNOUNCERS

NOTARI, SERENA
WEDC, Chicago, Ill.
NOVELLI, SYLVESTER
WHAM, Rochester, N. Y.

PAGE, CHARLES F.
WSPR, Springfield, Mass.
PAGE, SAM
WNBF, Binghamton, N. Y.
PAGE, TOM
KFXJ, Grand Junction, Colo.

PETRIE, HOWARD
Durante-Moore Show, Texaco
Star Theatre.



O'BRIEN, ELLIS
WCAX, Burlington, Vt.
O'BRIEN, GERRY
KTUC, Tucson, Ariz.
O'BRIEN, JOSEPH
WMCA, New York, N. Y.
OCIOA, CARLOS
WKAQ, San Juan, Puerto Rico
O'CONNELL, BILL
WMCA, New York, N. Y.
O'CONNOR, JOE
WIBM, Jackson, Mich.
O'CONNOR, ROD
NBC, Rudy Vallee Show.
O'DELL, JR., STUART
WHLN, Harlan, Ky.
O'DONNELL, HUGH
KCKN, Kansas City, Mo.
OFFICER, JIM
KTAR, Phoenix, Ariz.
OGDEN, MAURICE
WNAD, Norman, Okla.
O'HALLORAN, HAL
WLS, Chicago, Ill.
O'LEARY, BRUCE
WELL, Battle Creek, Mich.
OLIPHANT, PAUL
WLAC, Nashville, Tenn.
OLIVER, DOUG
WLAW, Lawrence, Mass.
OLIVER, PAUL
KMA, Shenandoah, Iowa
OLNEY, DEL
KIT, Yakima, Wash.
OLSEN, JAMES
KBST, Big Spring, Texas
OLSEN, MILES
WJEF, Grand Rapids, Mich.;
WKZO, Kalamazoo, Mich.
OLSON, HARVEY
WDRG, Hartford, Conn.
ORB, BILL
WDAS, Philadelphia, Pa.
ORTH, DON
WSYR, Syracuse, N. Y.
ORTIZ, CARLOS RUBEN
WPAB, Ponce, Puerto Rico
ORTON, III, G. W.
WLAY, Muscle Shoals City,
Ala.
OSBORNE, MARK
WPTF, Raleigh, N. C.
OSKIERKO, ED
WJOB, Hammond, Ind.
OSTROM, JOHN
WCSC, Charleston, S. C.
OTTO, ROSWELL
WLB, Minneapolis, Minn.
OWEN, EDWARD
WLBZ, Bangor, Me.
OWEN, JAY
WOL, Washington, D. C.
OWEN, RICHARD H.
WBAX, Wilkes-Bare, Pa.
OWENS, MAURICE P.
WROK, Rockford, Ill.
OWNBY, JIM
WJHO, Opelika, Ala.

PAGET, JOE
KATE, Albert Lea, Minn.
PALMER, KEN
KVOO, Tulsa, Okla.
PALMER, LESTER
WOW, Omaha, Neb.
PARENT, HOWARD
KWIL, Albany, Ore.
PARK, CHARLES
WJR, Detroit, Mich.
PARKER, BILL
WOC, Davenport, Iowa
PASSE, LOEL
WSGN, Birmingham, Ala.
PATOFF, REGIS
WLAV, Grand Rapids, Mich.
PATRICK, LARRY
WAIR, Winston-Salem, N. C.
PATTERSON, B. R.
KFDM, Beaumont, Texas
PATTERSON, LYLE
WHLS, Port Huron, Mich.
PAUL, CHARLES
KSPD, San Francisco, Calif.
PAUL, FRED
WGH, Newport News, Va.
PAULIN, PIERRE R.
KDKA, Pittsburgh, Pa.
PAULSON, NORMAN
KMA, Shenandoah, Iowa
PAULSON, ROBERT
KATE, Albert Lea, Minn.
PAYNE, AL
WHDG, Calumet, Mich.
PEARCE, ROY
KBST, Big Spring, Texas
PEARSON, ED
WOR-MBS, New York, N. Y.
PEARSON, HERBERT
WHTD, Hartford, Conn.
PECK, CLARENCE
KBIZ, Ottumwa, Iowa
PECK, HARRY D.
KOLL, Omaha, Neb.
PELLE, FRED
WMMN, Fairmont, W. Va.
PENBERTHY, JOE
WJR, Detroit, Mich.
PENDERGRAST, BILL
WNBH, New Bedford, Mass.
PENNELL, BILL
KFWB, Los Angeles, Calif.
PENNNHALEGON, E. B.
WSOY, Decatur, Ill.
PENNOCK, JIM
WCKY, Cincinnati, O.
PENROSE, BERNARD
WBAB, Atlantic City, N. J.
PERAZZO, DON
KBON, Omaha, Neb.
PEREZ, RAPHAEL
WEDC, Chicago, Ill.
PEREZ, ROBERTO
WKAQ, San Juan, Puerto Rico
PERRAS, MARGARET S.
KFPY, Spokane, Wash.
PERRIN, KEYS
WOR-MBS, New York, N. Y.
PERRY, BOB
WORLD, Boston, Mass.
PERRY, RUSSELL
WTOL, Toledo, O.
PETERS, ROBERT
WFAS, White Plains, N. Y.

PEYORA, JACK F.
WJLS, Beckley, W. Va.
PHILLIPS, BILLY
KIDO, Boise, Idaho
PHILLIPS, DON
WEVD, New York, N. Y.
PHILLIPS, VAN
WEMP, Milwaukee, Wis.
PIERCE, CHARLES
WWNY, Watertown, N. Y.
PIERCE, WEBSTER
Blue, Breakfast at Sardi's.
PIERSON, H. J.
WFBB, Indianapolis, Ind.
PILLA, EDMUND
WORLD, Boston, Mass.
PINTARICH, STANLEY
KALE, Portland, Ore.
PIRNE, DUNCAN
WQXR, New York, N. Y.
PLACE, LOU
KGFJ, Los Angeles, Calif.
PLAMBECK, HERB
WHO, Des Moines, Iowa
POHL, JANE
WFNC, Fayetteville, N. C.
POLLARD, J. W.
WEEI, Boston, Mass.
POLLOCK, CLARK
WBAA, West Lafayette, Ind.
POPE, MARSHALL
WLW, Cincinnati, O.
POPOVICH, JEANNE
KOAC, Corvallis, Ore.
PORTER, DON
KEVR, Seattle, Wash.
PORTER, WENDEL
WMBI, Chicago, Ill.
POSNER, SIDNEY
WOLF, Syracuse, N. Y.
POWERS, CHARLES
WSIX, Nashville, Tenn.
POWELL, JACK
KFEL, Denver, Colo.
POWELL, KEN
WOR-MBS, New York, N. Y.
POWELL, WILLIAM
WMMN, Fairmont, W. Va.
POWERS, PERCY
WSLI, Jackson, Miss.
POWERS, RALPH
WFBR, Baltimore, Md.
PYATT, JAMES L.
KTUL, Garden City, Kans.
PYLE, HOWARD
KTAR, Phoenix, Ariz.



PAGE, ESTON
K TSA, San Antonio, Texas
PAGE, HENRY
KFDM, Beaumont, Texas
PACIFICI, CARL
WAGM, Presque Isle, Me.



QUADE, WARREN
WCAE, Asbury Park, N. J.
QUILLA, JEAN
KGFJ, Shawnee, Okla.
QUINN, BOB
KRRV, Sherman, Tex.
QUINN, PAT
WJR, Detroit, Mich.

ANNOUNCERS

— R —

RADLEY, JAMES
KBST, Big Spring, Tex.

RAEFERTY, DAN
WHO, Des Moines, Iowa

RANDOM, DONN
KROW, Oakland, Calif.

RANG, JACK C.
WOAI, San Antonio, Tex.

RAINEY, BRUCE
KWKH, Shreveport, La.

RAINEY, DON
WAPO, Chattanooga, Tenn.

RALSTON, H. E.
WBFB, Rock Island, Ill.

RAND, ED
KALB, Alexandria, La.

RANEY, WALTER
WRC, Washington, D. C.

RAPIEFF, KENNETH
WICC, Bridgeport, Conn.

RAST, MALCOLM
WCOS, Columbia, S. C.

RAWLINGS, FRED
WCAE, Pittsburgh, Pa.

RAYMOND, ART
WBYN, Brooklyn, N. Y.

RAYMOND, STAN
WTMA, Charleston, S. C.

REA, BOBBY
WLAY, Muscle Shoals, City, Ala.

REAMS, HUNTER
WJPA, Washington, Pa.

RECTOR, BRUCE
WAGE, Syracuse, N. Y.

REDDY, TOM
BLUE

REED, PHIL
WTOL, Toledo, O.

REEVES, BILL
WMC, Memphis, Tenn.

REEVES, ELTON
KFIO, Spokane, Wash.

REITFENSTEIN, ANNE
KFGQ, Boone, Iowa

REILLY, EARL
KXA, Seattle, Wash.

REITZ, ROBERT
WSPD, Toledo, O.

REITZEN, JACK
KGFJ, Los Angeles

REMINGTON, DALE
WSAM, Saginaw, Mich.

RENARD, BOB
KDAL, Duluth, Minn.

RENICK, HARRY
KGNC, Amarillo, Tex.

REPERT, JAMES
WSM, Nashville, Tenn.

RESCH, PAUL
WEED, Rocky Mount, N. C.

REYNOLDS, BILO
KTBS, Shreveport, La.

REYNOLDS, CARROLL
WBOT, South Bend, Ind.

REYNOLDS, CONGER
WMAN, Marinette, Wisc.

REYNOLDS, MARY JO
WROK, Rockford, Ill.

REYNOLDS, ROBERT
WEIM, Fitchburg, Mass.

RHOADES, HOWARD
KUJ, Walla Walla, Wash.

RHODES, BILL, JR.
KMO, Tacoma, Wash.

RHODES, DUSTIN
KMTR, Hollywood, Calif.

RIBICK, E. A.
WBFB, Rock Island, Ill.

RICAU, LIONEL
WSM, Nashville, Tenn.

RICCA, ANTHONY
KVEC, San Luis Obispo, Calif.

RICE, JAMES
WVNY, Watertown, N. Y.

RICH, DON
KCKN, Kansas City, Mo.

RICH, PEGGY
WRAW, Reading, Pa.

RICHARDS, DON
WBHU, Anderson, Ind.

RICHARDS, FLOYD
WTIC, Hartford, Conn.

RICHARDS, ROD
KHUB, Waysonville, Calif.

RICHARDS, RONNIE
WFMJ, Youngstown, Ohio.

RIGGS, GLENN
BLUE

RIGSBY, LOU
WBBB, Burlington, N. C.

RING, BILL
KWTO, Springfield, Mo.

RISSLING, R.
WTAG, Worcester, Mass.

ROARK, CHARLES "TEX"
KGY, Olympia, Wash.

ROBATOR, HARRY
WMAS, Springfield, Mass.

RODGERS, DAVID
WFBM, Indianapolis, Ind.

RODGERS, DON
WKBN, Youngstown, O.

ROEDEL, JOHN
WBOW, Terre Haute, Ind.

ROEDER, JACK
WHIZ, Zanesville, O.

ROEN, LOUIS
WMAQ, Chicago, Ill.

ROGERS, CAROL
KGHF, Pueblo, Colo.

ROGERS, CHARLES
WTMV, East St. Louis, Ill.

ROGERS, ED
WTOP, Washington, D. C.

ROGERS, PAUL
WMAS, Springfield, Mass.

ROGERS, RALPH
WAPI, Birmingham, Ala.

RONAN, HONORE
WDAN, Danville, Ill.

ROPP, JOHN
WCOS, Columbia, S. C.

ROSE, BOB
WOOD, Grand Rapids, Mich.

ROSE, JOHN
WROL, Knoxville, Tenn.

ROSEN, ELEANOR C.
KABR, Aberdeen, S. D.

ROSENTHAL, MORT
WGBI, Scranton, Pa.

ROSS, BOB
WTCN, Minneapolis-St. Paul, Minn.

ROSS, JACK
WHAM, Rochester, N. Y.

ROSSMAN, VERN
KCRC, Enid, Okla.

ROUSH, SIGEL A.
WHIO, Dayton, Ohio.

ROWE, RALPH
WMT, Cedar Rapids, Waterloo, Iowa.

ROWLAND, FRANK
WWJ, Detroit, Mich.

ROWLEY, MELVIN
KSUB, Cedar City, Utah.

ROWLEY, ROBERT
WJR, Detroit, Mich.

ROY, MICHAEL

Blue

ROYSTER, N. L.
WOLS, Florence, S. C.

RUCKLE, HOWARD
WSIX, Nashville, Tenn.

RUEGG, FRED
KQW, San Jose, Cal.

RUIHE, PAUL
WMBD, Peoria, Ill.

RUMORE, JOE
WAPI, Birmingham, Ala.

RUSK, CLAY
WHO, Des Moines, Iowa.

RUSON, RICHARD E.
KOAC, Corvallis, Ore.

RUSSELL, BILL
KANS, Wichita, Kans.

RUSSELL, BOB
KFEQ, St. Joseph, Mo.

RUSSELL, EARLE JR.
KFBK, Sacramento, Cal.

RUSSELL, JOE JR.
WELQ, Tupelo, Miss.

RUSSELL, JOHN
WCSC, Charleston, S. C.

— S —

SADLER, JOHN
WROL, Knoxville, Tenn.

SAFFORD, EDWARD L.
KTSM, El Paso, Tex.

SAGE, JOHN
KROW, Oakland, Cal.

SAGE, MICHAEL
WMCA, New York, N. Y.

SAGRAVES, EDWARD
WPAY, Portsmouth, O.

SALERA, JACK
WJAR, Providence, R. I.

SALERNO, FRANK
WBEN, Buffalo, N. Y.

SANDERS, HUGH
WOR, MBS.

SANDERS, WAYNE A.
KTUC, Tucson, Ariz.

SATHER, DICK
KFAM, St. Cloud, Minn.

SAUNDERS, BOB
WMUR, Manchester, N. H.

SAUNDERS, GIL
WKZO, Kalamazoo, Mich.

SAUNDERS, JOHN
WGAR, Cleveland, O.

ANNOUNCERS

- SAUNDERS, ROBERT**
WENS, Columbus, O.
- SAWYER, BILL**
KEX, KGW, Portland, Ora.
- SAWYER, VERONON E.**
KMO, Tacoma, Wash.
- SAXON, JAMES**
WJPA, Washington, Pa.
- SAXON, JOE**
WPAD, Paducah, Ky.
- SAXTON, LLOYD**
KDON, Monterey, Cal.
- SAYLES, FRED**
WAAT, Newark, N. J.
- SCANLON, ART**
WINS, New York, N. Y.
- SCANLON, JACK**
WOR, MBS.
- SCHAUGHENCY, EDWIN L.**
KDKA, Pittsburgh, Pa.
- SCHELLENBERG, H. C.**
WBNY, Buffalo, N. Y.
- SCHUEER, JOHN**
WFIL, Philadelphia, Pa.
- SCHILLING, FRED**
WVNY, Watertown, N. Y.
- SCHINDLER, FRANK**
KVAK, Atchison, Kans.
- SCHLEKER, VERNE**
KBTM, Jonesboro, Ark.
- SCHLICHTER, JOHN**
KCKN, Kansas City, Mo.
- SCHMELZER, R.**
WHAZ, Troy, N. Y.
- SCHMIDT, RAY**
WTMV, E. St. Louis, Ill.
- SCHNEIDER, ALBERT F.**
WSPD, Toledo, Ohio.
- SCOTT, JOHN**
WOR, MBS.
- SCOTT, LARRY**
WOWO, Ft. Wayne, Ind.
- SCOTT, ROBERT**
WCAP, Asbury Park, N. J.
- SCOTT, ROBERT**
KFEL, Denver, Colo.
- SCOTT, WM. H.**
WHFC, Chicago, Ill.
- SEARLES, N. K.**
WEMP, Milwaukee, Wisc.
- SEARLES, TOM**
KSOO, Sioux Falls, S. D.
- SEAVEY, CECIL**
KOA, Denver, Colo.
- SEBASTIAN, CHARLES**
WLS, Chicago, Ill.
- SEEHAFER, JOHN**
WFBR, Wisconsin Rapids, Wis.
- SEEWIT, CHARLES**
KXOK, St. Louis, Mo.
- SELTZER, EVERETT**
WHTD, Hartford, Conn.
- SEIFERD, CHARLES**
KWTO, Springfield, Mo.
- SEIFERT, SCOT**
KXA, Seattle, Wash.
- SETTERBURG, DICK**
KBUR, Burlington, Iowa.
- SEVENS, DON**
WMUR, Manchester, N. H.
- SEWALD, LESTER**
WRAK, Williamsport, Pa.
- SEXHAUER, BOB**
KFRU, Columbia, Mo.
- SEYMOUR, BILL**
WBBM, Chicago, Ill.
- SHADE, HARLAN**
KXOX, Sweetwater, Tex.
- SHAFFER, MAX J.**
WHBU, Anderson, Ind.
- SHANER, ELMER**
KOMA, Oklahoma City, Okla.
- SHANNON, PAUL V.**
KDKA, Pittsburgh, Pa.
- SHAPPARD, BILL**
WHN, New York, N. Y.
- SHARP, VERNON**
KVFD, Ft. Dodge, Iowa.
- SHARPE, ELIZABETH**
WBLK, Clarksburg, W. Va.
- SHARPE, WILLIAM**
KWFT, Wichita Falls, Tex.
- SHARPEE, OLIVE**
KWLC, Decorah, Iowa.
- SHAW, GEORGE**
WLSL, Roanoke, Va.
- SHAW, STAN**
Blue
- SHAY, BOB**
WCHV, Charlottesville, Va.
- SCHIEHH, GORDON A.**
WCAO, Baltimore, Md.
- SHEIN, ALICE**
WETH, Williamson, W. Va.
- SHELBY, SAM**
KPOW, Powell, Wyo.
- SHELDON, DON**
WROK, Rockford, Ill.
-
- SHEPARD, BOB**
MBS, Blue
-
- SHERA, ART**
WOOD, Grand Rapids, Mich.
- SOMONS, ERNIE**
WITH, Baltimore, Md.
- SIMPSON, JIMMY**
WMRC, Greenville, S. C.
- SIMPSON, JIMMY**
WWDG, Washington, D. C.
- SIMPSON, JOHN**
KOTA, Rapid City, S. D.
- SIMS, SAM K.**
WFEM, Indianapolis, Ind.
- SINCLAIR, JOHN**
KID, Idaho Falls, Idaho.
- SINGER, FRANK**
WRAW, Reading, Pa.
- SIPES, LEON**
KELD, El Dorado, Ark.
- SKINNER, GEORGE**
WLW, Cincinnati, O.
- SLAGLE, JOHN**
WXYZ, Detroit, Mich.
- SLATTON, SONYA**
WLAY, Muscle Shoals, Ala.
- SLOAN, PAUL**
KMTR, Hollywood, Cal.
- SLOMSKE, ROBERT N.**
WHIO, Dayton, O.
- SLotta, HELEN**
WGED, Dubois, Pa.
- SMEDES, LEWIS**
WLAV, Grand Rapids, Mich.
- SMITH, B. A.**
WSON, Henderson, Ky.
- SMITH, BERNIE**
WEBQ, Harrisburg, Ill.
- SMITH, BLAINE**
KCRC, Enid, Okla.
- SMITH, BURLEIGH**
KHJ, Hollywood, Cal.
- SMITH, BURRELL**
WGY, Schenectady, N. Y.
- SMITH, CAL**
KROC, Rochester, Minn.
- SMITH, CHARLIE**
WCHV, Charlottesville, Va.
- SMITH, DALE**
KJR, Seattle, Wash.
- SNYDER, J. M.**
WFBG, Altoona, Pa.
- SNYDER, ROBERT W.**
KIUL, Garden City, Kan.
- SOET, MILLICENT**
WICA, Ashtabula, O.
- SONIS, BERTON**
WCHS, Charleston, W. Va.
- SONIS, ERNEST**
WGKV, Charleston, W. Va.
- SORRELL, WILLIAM**
WKAR, E. Lansing, Mich.
- SORENSEN, FRITZ**
WFEN, Findlay, O.
- SOULIERE, CECILE**
WWSR, St. Albans, Vt.
- SPARKS, GORDON A.**
WEXL, Royal Oak, Mich.
- SPEARS, CHARLES**
WORD, Spartanburg, S. C.
- SPENCER, NELSON**
WFCL, Pawtucket, R. I.
- SPENCER, RAY**
WBK, Cleveland, O.
- SPENCER W. MONDELL**
KWAL, Wallace, Idaho.
- SPIEGLE, STAN**
KXRO, Aberdeen, Wash.
- SPONGBERG, ROLAND**
WROK, Rockford, Ill.
- SPRAGUE, EDGAR A.**
WOSU, Columbus, O.
- SQUIRES, ALONZO G.**
WAYS, Charlotte, N. C.
- ST. GEORGE, DORIAN**
Blue
- STARR, LONNIE**
WBOC, Salisbury, Md.
- STARR, RAY**
WFPG, Atlantic City, N. J.
- STEEFES, ARTHUR**
KWNQ, Winona, Minn.
- STEIGER, SAM**
WMOH, Hamilton, O.
- STEINBERG, ALEX**
WGKV, Charleston, W. Va.
- STEPANEK, BERNIE**
KFJB, Marshalltown, Iowa
- STEPHENS, HAROLD**
WBAB, Atlantic City, N. J.
- STERN, WALLY**
WMOH, Hamilton, O.
- STEVENS, BILL**
KOMA, Oklahoma City, Okla.
- STEVENS, ED**
KHJ, Hollywood, Cal.
- STEVENS, G. ALSTON**
WITH, Baltimore, Md.

ANNOUNCERS

STOLLER, STANLEY
WAIR, Winston Salem, N. C.

STONE, ERNEST
WMCA, New York, N. Y.

STONE, ROLAND
KTRB, Modesto, Calif.

STONE, VIRGIL
KOCA, Kilgore, Tex.

STONER, PETER
WTIC, Hartford, Conn.

STUART, ALLEN
WMCA, New York, N. Y.

STUART, STREETER
WBZ, Boston, Mass.

STUBBS, DON
KDAL, Duluth, Minn.

STUDER, MARJ.
KWOC, Poplar Bluff, Mo.

STUDNEY, EDWARD
WOL, Washington, D. C.

STUMP, GEORGE
KCKN, Kansas City, Mo.

STUTZ, ELWOOD
WIBG, Philadelphia, Pa.

STYLES, HAL
KFWB, Los Angeles, Calif.

SUMMERS, JOE
KVOD, Denver, Colo.

SUMMIERVILLE, DON
WBNS, Columbus, O.

SUTHERLAND, S.
WISN, Milwaukee, Wis.

SUTHERLAND, WILBUR
KDKA, Pittsburgh, Pa.

SWIFT, RODNEY
WGY, Schenectady, N. Y.

SWIMLAR, PAUL R.
WCOP, Boston, Mass.

SWINK, CHARLES
WGAR, Cleveland, O.

— T —

TABER, WILLIAM E.
KFAB, Lincoln, Neb.

TAINTER, GEORGE
WKZO, Kalamazoo, Mich.

TAMLYN, BOB
WJLD, Bessemer, Ala.

TANKERSLEY, BILL
KWJB, Globe, Ariz.

TANNEN, ERNEST
WSAP, Portsmouth, Va.

TATE, ARTHUR
WMAN, Mansfield, O.

TAYLOR, CHARLES
WCOL, Columbus, O.

TENPENNY, RAY
WCCO, Minneapolis-St. Paul, Minn.

TERRY, BOB
WTMV, East St. Louis, Ill.

TERRY, ROBERT
KXOX, St. Louis, Mo.

TERWILLIGER, EARL
WKNY, Kingston, N. Y.

TESCH, J. D.
WHAM, Rochester, N. Y.

THAIN, JIM
KTYW, Yakima, Wash.

THAYER, JACK
WLOL, Minneapolis-St. Paul, Minn.

THIBODEAUX, MAE D.
KVOL, Lafayette, La.

THOMAS, FRANK
KFB, Cheyenne, Wyo.

THOMAS, GORDON
WTMJ, Milwaukee, Wis.

THOMAS, WM.
KPQ, Wenatchee, Wash.

THOMPSON, ELWOOD
WCSC, Charleston, S. C.

THOMPSON, MISS MARTHA
WMOB, Mobile, Ala.

THOMSON, VERL K.
KELO, Sioux Falls, S. D.

THORNE, GEORGE
WEBR, Buffalo, N. Y.

THURSTON, JACK
KXEL, Waterloo, Iowa

THWAITES, DOROTHY G.
KFUN, Las Vegas, N. M.

THWAITES, E. N.
KFUN, Las Vegas, N. M.

TIBAULT, JOSEPH
WEAN, Providence, R. I.

TIBOR, MISS MARY LEE
WMOB, Mobile, Ala.

TIDEMAN, WARNER C.
KATE, Albert Lea, Minn.

TINCHER, BILL
KANS, Wichita, Kans.

TINGLEY, IRVING
KWNO, Winona, Minn.

TOBIN, JOSEPH
WINS, New York, N. Y.

TOBIN, PAT
KFRU, Columbia, Mo.

TODD, GEORGE
WHK, Cleveland, O.

TODD, JOHN
KOAM, Pittsburgh, Kans.

TOMLINSON, GEORGE
WDRG, Hartford, Conn.

TOMLINSON, MALCOLM
WSOO, Sault Ste. Marie, Mich.

TORREGROSA, J. LUIS
WKAQ, San Juan, Puerto Rico

TOWNE, EPH
KFJX, Grand Junction, Colo.

TOZIER, HAL
WJR, Detroit, Mich.

TRANTER, CHARLES R.
WJTN, Jamestown, N. Y.

TUCKER, HARLAND
KALE, Portland, Ore.

TUCKER, JOE
WWSW, Pittsburgh, Pa.

TUCKER, ROBERT
WPAY, Portsmouth, O.

TUELL, GORDON
KIRO, Seattle, Wash.

TURNER, HOWARD
WBT, Charlotte, N. C.

TURNER, JESSE GRANT
WSM, Nashville, Tenn.

TURNER, LARRY
KYSM, Mankato, Minn.

TURNER, WALT
WVVA, Wheeling, W. Va.

TURRELL, ROGER
WPAY, Portsmouth, O.

TUTHILL, DAN
KAVE, Carlsbad, N. M.

TUTTLE, DONALD
WHYN, Holyoke, Mass.

TYLER, WAYNE
WLVA, Lynchburg, Va.

TYRELL, WALTER
WETH, Baltimore, Md.

TYSON, DAVID S.
WWSW, Pittsburgh, Pa.

— U —

ULBRICH, RAY
WSOO, Sault Ste. Marie, Mich.

UNDERHILL, ROG
WIND, Chicago, Ill.

— V —

VAILE, DAVE
CBS

VALENTINE, RANCE
WTAM, Cleveland, O.

VAN ALSTYNE, ANSON
WKBZ, Muskegon, Mich.

VAN ANTWERP, RUBY ROSE
KOKO, La Junta, Colo.

VAN BUREN, HARFORD
WMRN, Marion, O.

VAN BUSKIRK, GENE
KLS, Oakland, Calif.

VAN ELLS, NEAL
WAOV, Vincennes, Ind.

VAN KLEECK, ROBERT
WOLF, Syracuse, N. Y.

VAN OSCH, JOHN
WIND, Chicago, Ill.

VARES, GEORGE
WEDC, Chicago, Ill.

VASSAR, CHARLES
WHIS, Bluefield, W. Va.

VALAZQUEZ, TORRES O.
WKAQ, San Juan, Puerto Rico

VENABLES, ROBERT
WBBM, Chicago, Ill.

VENELL, WILLIAM A.
WHO, Des Moines, Iowa

VENN, ELMA
WOSU, Columbus, O.

VERBA, GILBERT
KOA, Denver, Colo.

VERDIER, JACK
WOOD, Grand Rapids, Mich.

VIHMAN, ED
WCCO, Minneapolis-St. Paul, Minn.

VOGELMAN, ROY
WHA, Madison, Wis.

VOGL, RICHARD
WOI, Ames, Iowa

VOLLMER, ART
WSOY, Decatur, Ill.

VON ZELL, HARRY
NBC

VORONKO, J. J.
WEDC, Chicago, Ill.

VORTON, RAYMOND H.
KFIZ, Fond du Lac, Wis.

VREDEVELD, AL
WKBZ, Muskegon, Mich.

ANNOUNCERS

— W —

WADE, VIRGINIA
WCED, Dubois, Pa.

WADE, TOM
WLW, Cincinnati, O.

WAITE, BUD
KFI, Los Angeles, Calif.

WAIT, RICHARD L.
KFAB, Lincoln, Neb.

WALDECKER, FRANK
WBZ, Boston, Mass.

WALDROP, JIM

NBC—See Page 170.

WALLACE, RALPH
WSYR, Syracuse, N. Y.

WALLACE, RAY
WKST, New Castle, Pa.

WALLBERG, ARTHUR C.
WAAB, Springfield, Mass.

WALLINGTON, JIMMY

CBS, Jack Kirkwood Show,
Texaco Star Theatre; Blue,
Phileo Hall of Fame.

WALSTON, GEORGE
WRRF, Washington, N. C.

WALTERS, LEON
WENR, Chicago, Ill.

WALTON, HUGH
WCAU, Philadelphia, Pa.

WALTON, SIDNEY

WHN, New York, N. Y.

WANN, PAUL
WCCO, Minneapolis-St. Paul,
Minn.

WARD, DONALD
WENR, Chicago, Ill.

WARD, GEORGE
WNYC, New York, N. Y.

WARD, ERNIE
WKNY, Kingston, N. Y.

WARD, PERRY

Blue

WARLAND, G. D.
KMMJ, Grand Island, Neb.

WARNER, AL
KMTR, Hollywood, Calif.

WARNER, HUB
KIDO, Boise, Idaho

WARREN, BILL
WITH, Baltimore, Md.

WEEKS, WARREN
KEXX, Portland, Ore.

WEDDLE, DOUG
WFMD, Frederick, Md.

WEEKS, WARREN
KGM, Portland, Ore.

WEGMAN, EDWARD
WBEN, Buffalo, N. Y.

WEINGARTNER, AD
KPHO, Phoenix, Ariz.

WELCH, PHILLIP
WORL, Boston, Mass.

WELLING, FRANK
WCHS, Charleston, W. Va.

WELLS, BOB
WBTA, Batavia, N. Y.

WELLS, EARL
WHB, Kansas City, Mo.

WELLS, JACK
KODY, North Platte, Neb.

WELLS, MARSHALL
WJR, Detroit, Mich.

WELLS, ROBERT
KOL, Seattle, Wash.

WELLS, SID
WDAS, Philadelphia, Pa.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WENDEL, CONNIE
KRRV, Sherman, Texas

WENZINGER, MAURICE
KTBS, Shreveport, La.

WEST, ALLEN
WDAS, Philadelphia, Pa.

WEST, HARLEY
WMRN, Marion, O.

WESTERKAMP, RICHARD
WTIC, Hartford, Conn.

WHITAKER, POLLY
WDAS, Philadelphia, Pa.

WHITE, BOB
WMI, Fresno, Calif.

WHITE, CLAIR A.
WBCM, Bay City, Mich.

WHITE, PAUL
WKBN, Youngstown, O.

WHITE, VERNON
KSFO, San Francisco, Calif.

WHITLOCK, BILL
WLAV, Grand Rapids, Mich.

WHITMAN, HAL
WFDF, Flint, Mich.

WHITNEY, PHIL
WFVA, Fredericksburg, Va.

WHITTAKER, EDWIN
WNEF, Binghamton, N. Y.

WHITWORTH, ROY
KVOO, Tulsa, Okla.

WICKS, JOHN W.
WATW, Ashland, Wis.

WIDMARK, HERB
WIBC, Indianapolis, Ind.

WIGGINS, CASPER
WIS, Columbia, S. C.

WILDE, RUSS
WOKO, Albany, N. Y.

WILLARD, GEORGE
WMCA, New York, N. Y.

WILLHITE, HOWARD
WSOY, Decatur, Ill.

WILLIAMS, AUSTIN
WSAI, Cincinnati, O.

WILLIAMS, BILL
KFXD, Nampa, Idaho

WILLIAMS, BOB
NBC

WILLIAMS, CARL
WATW, Ashland, Wis.

WILLIAMS, DAL
KHJ, Hollywood, Calif.

WILLIAMS, EARL
KFEL, Denver, Colo.

WILLIAMS, VINCE
WGY, Schenectady, N. Y.

WILLIAMS, WALLY
WBIG, Greensboro, N. C.

WILLIS, GORDON
KQW, San Jose, Calif.

WILLS, ANNE
WATW, Ashland, Wis.

WILSON, GEORGE
WMFF, Plattsburg, N. Y.

WILSON, GEORGE H., JR.
WTSV, Steubenville, O.

WILSON, GLEN
WINS, New York, N. Y.

WILSON, JOSEPH
WENR, Chicago, Ill.

WILSON, JUD
KLRA, Little Rock, Ark.

WILSON, LEONARD E.
KOKO, La Junta, Colo.

WILSON, LIVELY
WLBJ, Bowling Green, Ky.

WINKLER, NAN
WFVA, Fredericksburg, Va.

WOODWARD, MARTIN A.
KJR, Seattle, Wash.

WORLEY, DAVE
KWFT, Wichita Falls, Tex.

WORTENDYKE, ROBERT
WTRY, Troy, N. Y.

WRAY, JOHN
KWIL, Albany, Ore.

— Y —

YACK, GEORGE
WBAA, West Lafayette, Ind.

YEAGER, DON
WSAZ, Huntington, W. Va.

YOCAM, JOE
KFWB, Los Angeles, Calif.

YORK, MELVIN
KELA, Centralia, Wash.

YOUNG, BOB
WMBD, Peoria, Ill.

YOUNG, DUANE
WREB, Portsmouth, N. H.

YOUNG, EARL
WLAY, Muscle Shoals City,
Ala.

YOUNG, GEORGE
WCED, Dubois, Pa.

— Z —

ZABEL, JAMES
WHO, Des Moines, Iowa

ZEANAH, CHARLIE
WSFA, Montgomery, Ala.

ZELENS, ROBERT
WGES, Chicago, Ill.

ZIEGENHAGEN, AL
WLB, Minneapolis, Minn.

ZIMMERMAN, JOANNE
KPLC, Lake Charles, La.

ZINKAND, PHIL
WWSW, Pittsburgh, Pa.

Radio Directors

*Programs Directed by Members
of the Radio Directors' Guild 1944-45*

Harry Ackerman	Vice President in charge of all radio program operation at Young & Rubicam
Wendell Adams	OWI (overseas)
Wylie Adams	Blue Network
Addison Amor	Blue Network
Martin Andrews	"Girl Back Home," "Connee Boswell Show," "Appointment with Life," "My True Story," "A Nation's Monument" (5th War Loan)
Corp. Ira Ashley	Armed forces
Ira Avery	NBC
Oliver Barbour	"Victory Is Our Business," "Life Can Be Beautiful," "The Parker Family"
Lt. Howard G. Barnes	Armed forces
John Becker	CBS
Joseph Bell	"Big Town"
Gertrude Berg	"The Rise of the Goldbergs"
Lawrence Berns	"Jack Carson"
Frederick Bethel	"Here's to Romance"
Fritz Blocki	"Chick Carter"
Roger Bower	"Can You Top This?" "You Can't Take It with You," "Walter Hampden Program," "Jane Cowl Program," "Treasure Hour of Song"
Marguerite H. Bowman	Ruthrauff & Ryan
William Brennan	CBS
Maj. Edward A. Byron	Armed forces
Stuart Buchanan	"Out of the Shadows," "Adventure of the Falcon," "It's Murder," "Jungle Jim," "Front Page Drama"
John Buckwalter	"Adelaide Hawley," "Mary Margaret McBride," "H. V. Kaltenborn," "Bill Stern Sports," "News of the World," "Don Goddard," "Dave Harum," "Pepper Young's Family," "Young Widder Brown," "Front Page Farrell"
Ralph Starr Butler, Jr.	Young & Rubicam
Edmund L. Cashman	Foote, Cone & Belding (Hollywood)
Dick Charles	"Dixieland Houseparty" "Eddie Condon's Jazz Concert"
Jay Clark	"Can You Top This?" "This Changing World"
John Cleary	"Tangee Serenade"
Phil Cohan	"Moore-Durante"
Lee Cooley	Supervisor, daytime radio productions, and Director of Television for Ruthrauff & Ryan
Capt. Ted Corday	Armed forces
Norman Corwin	"Columbia Presents Corwin"
Walter Craig	Vice-President in charge of Radio, Benton & Bowles
George Creamer	"Army Hour," "Here's Babe Ruth," "Music of the New World"

. . . RADIO DIRECTORS' GUILD . . .

Joseph M. Daly	NBC
Carlo De Angelo	"Perry Mason"
Guy della-Cioppa	OWI (overseas)
Norman Dicken	Blue Network
John Dietz	CBS
Edwin Duerr	"The Aldrich Family" "Mystery Theatre"
Paul Dumont	NBC
Edwin L. Runham	"Voice of Firestone" "Army Hour"
Carl Eastman	"We Love and Learn" "Famous Jury Trials"
DeVere Engelbach	Free lance
Garnet Garrison	NBC
William Gernannt	Free lance
Mark Goodson	Free lance
Mitchell Grayson	"New World Acoming" "Frank Colby's Words"
Axel Gruenberg	Free Lance
Arthur Hanna	"David Harum" "Lora Lawton"
Jay Hanna	J. Walter Thompson
James Haupt	"Stradivari," "American Album," "New Cities Service Series"
Tom Hicks	Foote, Cone & Belding
Jack Hill	NBC
Harry Holcombe	"Tena and Tim," "Judy and Jane," "Dr. I. Q.," "Detroit Symphony"
Garrett Hollihan, Jr.	Blue Network
Lt. Clinton Johnson	Armed forces
Jack Johnstone	"The Man Called X"
Bruce Kamman	NBC
Ray H. Kremer	"Grand Central Station" "Quiz of Two Cities"
G. Bennett Larson	All programs for WWDC
Anton M. Leader	"Words at War" "Beat the Band" "Eternal Light"
Alexander Leftwich, Jr.	"Let Yourself Go," "Musical Mysteries," "America's Town Meeting," "John B. Kennedy"
Winifred Lenihan	Young & Rubicam
Richard Leonard	"Stella Dallas," "Chaplain Jim USA," "Front Page Farrell," "Mr. Keen, Tracer of Lost Persons"
Lt. David Levy	Armed forces
Roy Lockwood	British Broadcasting Corp.
Marx Loeb	"Theatre of Romance," "Date Line," "This Life Is Mine," "Service Time"
Pvt. Joseph Losey	Armed forces
Basil Loughrane	"The Light of the World"
John W. Loveton	"Mr. and Mrs. North"
John Henry Macdonell	United Nations Information Office
Kenneth W. MacGregor	"Grand Ole Opry," "Harry Savoy Show," "Thanks to the Yanks"

. . . RADIO DIRECTORS' GUILD . . .

Sherman A. (Jock) MacGregor	"Nick Carter," "Cisco Kid," "Mysterious Traveler," "Real Stories from Real Life"
Lindsay MacHarrie	Blue Network
Nila Mack	"Let's Pretend"
Martin Magner	"Doctors at War," "Hot Copy," "Arthur Hopkins Pre- sents," "Radio Reader's Digest"
Joseph Mansfield	"Colgate Sports Newsreel," "Lands of the Free," "Ad- venture Ahead," "Carton of Cheer," "Mirth and Madness"
William Marshall	Blue Network
Paul Martin	NBC
Harold McGee	Free lance
Earle L. McGill	"Report to the Nation," "Philharmonic," "The American Scriptures," "The Jack Pepper Show," "Waves on Parade"
Walter John McGraw II	"Sunoco News" "Maggi McNellis"
Wesley McKee	"My Best Girls"
Kathleen McMahon	Ruthrauff & Ryan
Arnold Michaelis	CBS
John Dietrich Mitchell	Blue Network
Brewster Morgan	OWI London
Herbert M. Moss	"Truth Or Consequences" "Raleigh Room with Hildegard"
Oliver Nicoll	OWI London
Robert Nolan	"Radio Reader's Digest," "Keep Up with the World with Elgin," "Ethel Barrymore as Miss Hattie"
Lester O'Keefe	"The Music America Loves Best"
Eldridge Packham	"Serenade to America" "For the Record"
Frank Papp	"The Right to Happiness," "The American Story with Archibald MacLeish," "Here's to Youth," "They Call Me Joe," "World's Great Novels"
Edward Pola	"That's a Good One," "Deadline Dramas," "Hobby Lobby"
Herbert S. Polesie	"It Pays to Be Ignorant"
William S. Rainey	"Business Men Look to the Future"
Capt. Irving K. Reis	Armed forces
Ernest Ricca	"Romance of Helen Trent," "Amanda of Honeymoon Hill," "Dick Brown Show"
Herbert C. Rice	NBC
Thomas L. Riley	South America
William N. Robson	"The Man Behind the Gun," "Fourth War Loan Series," "Four for the Fifth," "Man Called X," "Radio Reader's Digest"

. . . RADIO DIRECTORS' GUILD . . .

Jack Roche	"Duffy's Tavern"
William P. Rousseau	"Grand Central Station," "Ted Malone from London," "The Adventures of Ellery Queen"
Jack Rubin	"Mary Small Show—Junior Miss"
Herbert C. Sanford	N. W. Ayer & Son (Hollywood)
Richard Sanville	"Wilderness Road," "School of the Air: New Horizons and Tales from Far and Near," "Dangerously Yours"
Victor Seydel	"Counterspy," "Mary Small Revue," "Good Will Hour," "Steel Horizons"
Robert Lewis Shayon	CBS
James Sheldon	"Listening Post" "Songs by Downey"
Robert S. Steel	"Ellery Queen" "The Shadow"
Paul Stewart	"Cavalcade of America"
William M. Sweets	"Counterspy" "Gang Busters"
Frank K. Telford	"Molle Mystery Theatre"
William Selden Todman	"P & G" Spots, "The Connee Boswell Show," "Gallagher and Shean" (transcribed), "Laugh with Lou Holtz" (transcribed)
Day Tuttle	"Bright Horizon," "Molle Mystery Theatre," "Aldrich Family," "William and Mary"
Willson M. Tuttle	Ruthrauff & Ryan
Lester Vail	"March of Time"
Thomas F. Vietor, Jr.	"Big Sister," "Good Will Hour," "Double or Nothing," "Shadow," "Aunt Jenny," "Television"
Chick Vincent	"Pepper Young's Family" "Charlie Chan"
Charles Warburton	"My True Story"
Pvt. Albert Ward	Armed forces
Kenneth Webb	"Theatre of Today"
Pvt. Robert Welch	Armed forces
John Wellington	"Double or Nothing"
Orson Welles	"Mercury Theatre on the Air," "Campbell Playhouse," "Series for Lady Esther," "Hello, Americans," "Ceiling Unlimited," "Orson Welles Almanac"
George Wiest	Blue Network
Theodora Yates	"Young Doctor Malone" "When a Girl Marries"
Lt. George J. Zachary	Armed forces

Home Economics Directors of Stations in United States

WITH food and other commodities facing more stringent rationing, millions of women depend upon their home economics director to transmit to them and explain the status of the market and ration points.

Ever-changing conditions on the home front makes the woman director important in the life of nearly every family as she interprets the government's messages and the steps needed for complete cooperation between government and civilian.

Alabama

Decatur, WMSL.....Pat Wright
Birmingham, WAPI.....Mrs. Leo Copeland
Mobile, WMOB.....Mrs. Adele Hull
Montgomery, WSFA.....Esther Mahoney
Opelika, WJHO.....Anne Davis

Arizona

Globe, KWJB.....Marion Hamblin
Phoenix, KOY.....Elizabeth Taylor
Safford, KGLU.....Alberta Hunt
Tucson, KTUC.....Wayne A. Sanders

Arkansas

Fort Smith, KFPW.....Carolyn Lear
Little Rock, KLRA.....Mina Madden

California

Bakersfield, KPMC.....Gloria McEmiry
El Centro, KXO.....Jean Jordan
Fresno, KMJ.....Pauline Edwards Jones
Hollywood, KHJ.....Norma Young
Los Angeles, KFAC.....Floretta McDonald
KFWB.....Chef Milani
Oakland, KLS.....Jan Kenyon
KLX.....Mrs. Josephine Marston
Riverside, KPRO.....Eleanor Sizelone
San Diego, KFMB.....Shirley Bradley
San Francisco, KGO.....Ann Holden
KSFO.....Fay Stewart
Santa Barbara, KTMS.....Barbara McCaffrey

Colorado

Denver, KFEL.....Milli Virgieri
KLZ.....Velma Michener
KOA.....Evadna Hammersley

Connecticut

Hartford, WTRC.....Ruth Provan
Stamford, WSRB.....Nell Daugherty
Waterbury, WBRY.....Fay Clark

District of Columbia

Washington, WOL.....Eleanor Howard
WRC.....Miss Nancy Osgood
WTOP.....Elinor Lee
WWDC.....Alice Lane

Idaho

Idaho Falls, KID.....Phyllis Perry
Twin Falls, KTFL.....Eloise Webb

Illinois

Chicago, WGN.....June Baker
WMAQ.....Elizabeth Hart
WMBL.....Mrs. Frances Youngren
Harrisburg, WEBQ.....Eve Fisher
Rockford, WRQK.....Olga Johannes
Rock Island, WHBF.....Arlene Armstrong
Springfield, WTAX.....Betty Cole
WCBS.....Mary Dilley

Indiana

Fort Wayne, WOWO.....Jane Weston
Indianapolis, WFBM.....Mrs. Rose Lee Farrell
WIBC.....Jane Day
Lafayette, WASK.....Helen Snyder
Terre Haute, WBOW.....Jill Girard
Vincennes, WAOV.....Rosemary Stivers

Iowa

Burlington, KBUR.....Mary Mangold
Cedar Rapids, Waterloo, WMT.....Libbie Vaughan
Davenport, WOC.....Mary L. Marshall
Des Moines, KRNT.....Betty Wells
Dubuque, WKBB.....Sister Mary St. Clara
Shenandoah, KMA.....Edith Hansen
Waterloo, KXEL.....Irene Du Mond

Kansas

Atchison, KVAK.....June Lee
Wichita, KPBI.....Dorothy Fuller

Kentucky

Harlan, WHLN.....Eula Jones
Louisville, WHAS.....Cissy Gregg

Maryland

Baltimore, WCAO.....Bettie McCall
WBFB.....Martha R. Temple

Massachusetts

WEEL.....Heloise P. Broeg
Springfield, WBZ & WBA.....Mildred W. Carlson
Greenfield, WEAI.....Elizabeth Graig
Lawrence, WLAW.....Zelda Zinn
Springfield, WMAS.....Ethel Henin
WSPR.....Florence T. Howe
Worcester, WTAG.....Mildred Bailey

Michigan

Detroit, WJLB.....Rita Powers
WJR.....Mrs. Agnes Clark
WWJ.....Francis Harris

• • • HOME ECONOMICS DIRECTORS • • •

Grand Rapids, WOOD.....Anita Verdier
Saginaw, WSAM.....Dorothy Galbreath

●
Minnesota

Albert Lea, KATE.....Susan Taylor
Duluth, KDAL.....June Lange
Minneapolis, St. Paul, WDG.Y. Mrs. A. R. Sherman
WLB.....Jo Bjornson
St. Paul, KSTP.....Bea Baxter

●
Mississippi

Hattiesburg, WFOR.....Betty Baker

●
Missouri

Columbia, KFRU.....Pat Tobin
Joplin, WMBH.....Jane Farrell
Kansas City, KCMO.....Anne Hargis
St. Louis, WEW.....Louise Munsch
KWK.....Mary K. McCord
St. Louis, KXOK.....Kay Morton

●
Montana

Kalispell, KGEZ.....Alicia Byers
Missoula, KGUO.....Erin Day
Sidney, KGCX.....Marjorie Downs

●
Nebraska

Kearney, KGFV.....Peg Biber
Lincoln, KFAB.....Jessie S. Young
Norfolk, WJAG.....Mary Moore
Omaha, KBON.....Martha Bohlsen
KOIL.....Belle West

●
New Hampshire

Manchester, WFEA.....Janet Carr
Portsmouth, WHEB.....Mrs. Lee Spencer

●
New Jersey

Asbury Park, WCAP.....Lillian Mayhew
 Jersey City, WHOM.....Josephine McQuillin
Paterson, WPAT.....Helen Taylor
Trenton, WTNJ.....Marion Marshall

●
New Mexico

Las Vegas, KFUN.....Dorothy G. Thwaites

●
New York

Albany, WABY.....Laura Winter
Binghamton, WBNF.....Sara Burbank
Brooklyn, WBYN.....Harriet Murphy
Buffalo, WBBN.....Sally Work
New York, WABC.....Margaret Arlen
WHN.....Ella Mason
WINS.....Dorothy Day
WJZ.....Alma Kitchell
WMCA.....Isabella Beach
WNYC.....Frances F. Gannon
WOV.....Diana Bakli
WQXR.....Charlotte Adams
WQXR.....Alma Dettinger
Ithaca, WFCU.....Gertrude Grover
Rochester, WHAM.....Hazel Cowles
Schenectady, WGY.....Martha Brooks
Syracuse, WAGE.....Wynne Parrish
Utica, WIBX.....Elizabeth Odames
White Plains, WFAS.....Mary Anna Logan

●
North Carolina

Asheville, WUNC.....Priscilla Parker
Charlotte, WBT.....Martha Miller
Goldsboro, WGBR.....Kay Rodney
Raleigh, WPTF.....Harriet B. Pressly

●
North Dakota

Fargo, WDAY.....June Bolmeier

●
Ohio

Akron, WADC.....F. G. Renner
Cincinnati, WCKY.....Olive Kackley
WKRC.....Penny Pruden

WLW.....Vianna D. Bramblett
Cleveland, WGAR.....Esther Mullin
WTAM.....Jean Colbert
WHK.....Eleanor Hanson
Columbus, WBNS.....Fern Sharp
WCOL.....Kay Keltner
Lima, WLOK.....Ercel Johoske
Toledo, WSPD.....Norma H. Richards
WTOL.....Dorothy Peterson
Youngstown, WFMY.....Marion Resch

●
Oklahoma

Norman, WNAD.....Helen Cullins
Oklahoma City, KOMA.....Helen B. Schuyler
WKY.....Helen Barr
Tulsa, KTUL.....Mildred Gillespie

●
Oregon

Corvallis, KOAC.....Mrs. Zelta Rodenwold
Eugene, KORE.....Nellie C. Lyle
Portland, KALE.....Edith Green
KGW.....Ruth Forbes
WGAN.....Dorothy Smith Wadman
Salem, KSLM.....Lucile Bushnell

●
Pennsylvania

Pittsburgh, WCAE.....Polly Malone
Philadelphia, WCAU.....Ruth Chilton
WFIL.....Anice Ives
WIBG.....Zella Drake Harper
Wilkes Barre, WBRE.....Deire Parker

●
Rhode Island

Providence, WJAR.....Mrs. Howard P. Wood

●
South Carolina

Anderson, WAIM.....Marguerite Watson
Columbia, WCOS.....Ann Riordan

●
South Dakota

Sioux Falls, KSOO.....Connie Hanson
Yankton, WNAX.....Wynn Rubler

●
Tennessee

Chattanooga, WDDO.....Billie Ansel
Knoxville, WNOX.....Lenore Goddard

●
Texas

Abilene, KRBC.....Ann O. Smart
Austin, KNOW.....Esther Buffler
El Paso, KTSM.....Mrs. J. F. Kemendo
San Antonio, WOAI.....Doris Daniels

●
Vermont

Burlington, WCAX.....Bernice Baker

●
Virginia

Fredericksburg, WFVA.....Rowena Townsend
Harrisonburg, WWSA.....Mary Dixon

●
Washington

KKA.....Helen-Marie Brennan
Spokane, KFIO.....Dorothy Thomson
KFPY.....Edna Storms
Tacoma, KMO.....Gail Clark

●
West Virginia

Charleston, WCHS.....Melva Chernoff
Fairmont, WMMN.....Austine Slater

●
Wisconsin

Eau Claire, WEAU.....Betty Moskowitiz
Milwaukee, WEMP.....Frieda Krieg

●
Wyoming

Powell, KPOW.....Norma McPherson
Sheridan, KWYO.....Nova Spracklin

COMMERCIAL
NETWORK
PROGRAMS



Sponsor



Product



Program



Network



Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1944 —

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Dec. 31, 1944. 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. Roche, Williams & Cunningham change to Roche, Williams & Cleary on July 1, 1944. Pedlar, Ryan & Lusk reverted to Pedlar & Ryan on October 1, 1944.

A

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead & Color Works Paints and Lin-X	The Shadow The Return of Nick Carter	Mutual Mutual	Henri, Hurst & McDonald, Inc.
Adam Hat Stores, Inc. Hats	Boxing Bouts Star for a Night	Blue Blue	Glicksman Advertising Co., Inc.
Admiral Corp., Chicago Institutional	World News Today	CBS	Curttenden & Eger
Alaska Pacific Salmon Co. Minute Man Soup	Breakfast At Sardi's	Blue	J. William Sheets—
Albers Milling Co. Cereal Products	Breakfast At Sardi's Albers Homemakers' Hour	Blue—PC NBC	J. William Sheets Foote, Cone & Belding
Allegheny-Ludlum Steel Corp. Institutional	Mother and Dad Steel Horizons	CBS Mutual	Walker & Downing
Allis-Chalmers Mfg. Co. Institutional	Boston Symphony Lighted Windows	Blue NBC	Compton Advertising, Inc. Fuller & Smith & Ross, Inc.
Alum. Co. of America Institutional	Miss Hattie	Blue	Fuller & Smith & Ross, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Bakeries Co. Bread, Cake, Crackers	Robert St. John	NC	Tucker, Wayne & Co.
American Bird Products Bird Food	American Radio Warblers	MBS	Weston-Barnett, Inc.
American Cigarette & Cigar Co. Pall Mall Cigarettes	Gracie Fields' Victory Show Believe It or Not	MBS Blue	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
American Cynamid Co. Pharmaceuticals and Biologicals	The Doctors Talk It Over	Blue	Hazard Advertising Co.
American Dairy Assoc. Institutional	Voice of the Dairy Farmer	NBC	Campbell-Mithun, Inc.
American Home Products Corp. Anacin, Benetax, Bisodol, Kolyms	Our Gal Sunday Romance of Helen Trent Easy Aces Mr. Keen, Tracer of Lost Persons Galen Drake Fletcher Wiley Bert Wheeler	CBS CBS CBS CBS CBS CBS CBS	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample W. Earl Bothwell W. Earl Bothwell W. Earl Bothwell
American Home Products, Inc. Anacin	Just Plain Bill Front Page Farrell Inspector Hawkes & Son Fleetwood Lawton	NBC NBC—PC Blue—PC NBC—PC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample J. Walter Thompson & Dancer-Fitzgerald-Sample
American Meat Institute Institutional	Okay for Release Life of Riley	NBC—PC Blue	J. Walter Thompson Co. Leo Burnett Co., Inc.
American Oil Company Gas & Oil	CBS World News Edward R. Murrow	CBS CBS	Joseph Katz Co. Joseph Katz Co.
American Tobacco Company Lucky Strike Cigarettes	Your Hit Parade Kay Kyser's Kollege of Musical Knowledge Your Alltime Hit Parade Jack Benny	CBS NBC NBC NBC	Foote, Cone & Belding Foote, Cone & Belding Foote, Cone & Belding Ruthrauff & Ryan
Anchor-Hock Glass Corp. Fire King Glass Products	Corliss Archer	CBS	Wm. H. Weintraub & Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Armour & Co. Meat and Dairy Products	Dateline Hedda Hopper's Hollywood	CBS	Foote, Cone & Belding
Armstrong Cork Company Quaker Rugs	Armstrong Theater of Today	CBS	Batten, Barton, Durstine & Osborn, Inc.
Austin Studios Photographs	Musical Portraits	Blue—PC	Glasser-Gailey & Co.
B			
B. T. Babbitt, Inc. Bab-O Cleanser	David Harum Lora Lawton	NBC NBC	Duane Jones Co. Duane Jones Co.
P. Ballantine & Sons Ballantine Beer & Ale	B'way Showtime Johnny Morgan Show	CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co.
Ballard & Ballard Co. Ballard's Obelisk Flour	Renfro Valley Folks	CBS	Henri, Hurst & McDonald, Inc.
Bank of America National Trust & Savings Assoc. (Banking Service)	Sunday Night Salute	CBS—PC	J. Walter Thompson Co.
Barron-Gray Packing Co. Vegetable Cocktail	Breakfast at Sardi's	Blue—PC	Long Advertising Service
Barbasol Co. Shaving Cream	Dean Dickason Gabriel Heatter	CBS—PC MBS	Erwin Wasey & Co., Inc. Erwin Wasey & Co., Inc.
Herman Basch & Co. Fur Processing	Ona Munson in Hollywood	CBS	Kelly, Nason, Inc.
Bayuk Cigars Phillies	Sizing Up The News Sam Balter	MBS	Ivey & Ellington Inc.
Beaumont Co. Four Way Cold Tablets and Other Products	Lanny & Ginger	MBS	Donahue & Coe, Inc.
Bekins Van & Storage Co. Storage	Harry W. Flannery Remember Hour	CBS—PC Blue	Brooks Advertising Agency Brooks Advertising Agency
Bell Telephone Co. Institutional	Telephone Hour	NBC	N. W. Ayer & Son, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Beneficial Casualty Insurance Co. Insurance	Radio News Weekly	Blue	Hillman-Shane-Breyer
Ben-Hur Products, Inc. Ben-Hur Coffee	Hollywood Showcase Hedda Hopper Aunt Mary	CBS—PC CBS NBC	Barton A. Stebbins Advertising Agency Foote, Cone & Belding Barton A. Stebbins Adv. Agency
Boots Aircraft Nut Corp. Institutional	Wide Horizons	MBS	Cecil & Presbey, Inc.
Borden Co. Hemo, Milk and Ice Cream	Fannie Hurst Presents Happy Island	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Botany Worsted Mills Botany Cosmetics	One Woman's Opinion—Lisa Sergio	Blue	Alfred J. Silberstein, Inc.
Bourjois, Inc. (Evening In Paris) Cosmetics	Here's To Romance	CBS	Foote, Cone & Belding
Bowey's Inc. Dari-Rich Products	Stars Over Hollywood Dickens Christmas Carol	CBS CBS	Sorenson & Co. Sorenson & Co.
A. S. Boyle Co. Old English Wax	Breakfast At Sardi's	Blue—PC	J. Walter Thompson Co.
Breck, Inc., John H. Breck Hair Shampoo	Beautiful Music	Blue	Charles H. Sheldon Adv.
Bristol Myers Co. Ipana, Sal Hepatica and Vitalis	Time To Smile The Alan Young Show	NBC NBC, Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Vitalis, Ingraham Shaving Cream	Mr. District Attorney	NBC	Pedlar & Ryan, Inc.
Bristol Myers Co. Mium and Ipana	Parker Family Gracie Fields	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Ipana, Minit-Rub	Duffy's Duffy's	Blue NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Sal Hepatica & Minit-Rub	Nit Wit Court	Blue	Young & Rubicam, Inc.
Brown Shoe Co., Inc. Salt	Smiling Ed McConnell	NBC—PC	Leo Burnett

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Raleigh's Bugler Tobacco	Red Skelton & Co. Beat the Band People Are Funny Harry Flannery, News	NBC NBC NBC CBS—PC	Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc.
Bunte Bros. Candy	World Front	NBC	Presba, Fellers & Presba, Inc.
W. Atlee Burpee Co. Seed Products	Garden Gate	CBS	Flagler Adv., Inc.
Business Men for Roosevelt, Inc. Political	Franklin D. Roosevelt Orson Welles	CBS CBS	Green-Brodie, Inc. Green-Brodie, Inc.
Bu-Tay Products "Raindrops" (Water Softener)	World of Tomorrow	Blue—PC	Glasser-Gailey & Co.
Horace T. Cahill, Republican Candidate for Governor of Massachusetts. Political	Horace T. Cahill	CBS	Cotter Advertising Agency
California Committee for Right to Work Political		CBS—PC	Advertising Arts Agency
California Prune & Apricot Growers Assn. Sunsweet Prunes	Dave Vaile, News	CBS—PC	Long Advertising Service
Campana Sales Corp. Solitaire Cake Make-up	Don't You Believe It	CBS—PC	Wallace-Ferry-Hanly Co.
Campana Sales Corp. Campana Balm, DDD, Dreskin, Coolies, Solitaire Cake Make-up, Hand Cream	Grand Hotel Campana Serenade First Nighter	NBC CBS MBS	Aubrey, Moore & Wallace, Inc. Wallace-Ferry-Hanly Co. Wallace-Ferry-Hanly Co.
Campbell Cereal Co. Malt-O-Meal	Graeme Fletcher	NBC	Raymond R. Morgan
Campbell Soup Co. Soups, Tomato Juice, Beans	Radio Reader's Digest Amos and Andy Milton Berle Show The Jack Carson Show	CBS CBS CBS CBS	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Footte, Cone & Belding
Carey Salt Co. Salt	Boake Carter	MBS	McJunkin Adv. Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Carnation Co. Carnation Milk	Carnation Contended Hour	NBC	Erwin Wasey & Co., Inc.
Carter Products, Inc. Little Liver Pills & Arrid	Keepsakes Deadline Dramas Jimmie Fidler—Hollywood Gossip	Blue Blue Blue	Ted Bates, Inc. Ted Bates, Inc. Small & Seiffer, Inc.
Celanese Corp. of America Celanese Products	Great Moments In Music	CBS	Young & Rubicam, Inc.
Centaur Company Molle Shave Cream	The Mollie Mystery Theatre	NBC	Young & Rubicam, Inc.
Chatham Mfg. Co. Blankets	Chatham Shopper—Lois Long Chatham Shopper and 3 Sons	Blue Blue	The M. H. Hackett Co. The M. H. Hackett Co.
Chef Bay-Ar-Dee, Inc. Spaghetti Dinner	Boake Carter What's Cooking	MBS Blue	McJunkin Advertising Co. McJunkin Advertising Co.
Chemicals, Inc. Vano Household Chemicals	Deane Dickason News	CBS—PC CBC	Garfield & Guild, Adv. Garfield & Guild, Adv.
Chesapeake & Ohio Railroad Co. Service	Let's Face the Issue	MBS	Kenyon & Eckhardt, Inc.
Chesebrough Mfg. Co. Vaseline Products	Dr. Christian	CBS	McCann-Erickson, Inc.
Chicago Burlington & Quincy R.R. Institutional	Pioneer Zephyr Birthday Party	Blue	Reincke, Ellis, Youngsreen & Finn
Chrysler Corp. Institutional	Major Bowes' Amateur Hour	CBS	Ruthrauff & Ryan
Citizen's Committee Against Proposition No. 12 Political		CBS	Clarence B. Juneau
Cities Service Co. Institutional	Cities Service Concert Highways in Melody	NBC NBC	Foote, Cone & Belding Foote, Cone & Belding
D. L. Clark Company Candies & Teaberry Gum	Where Do We Stand Good Will Hour Mary Small Revue	Blue MBS Blue	Walker & Downing Walker & Downing Walker & Downing

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Coca-Cola Co. Coca-Cola	Pause That Refreshes On The Air Spotlight Bands Songs By Morton Downey U. S. Treasury Program	CBS Blue Blue Blue	D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc.
Coldstream Products Co. Sunnybank Margarine	Money on the Line	CBS—PC	McCann-Erickson, Inc.
Colgate-Palmolive-Peet Co. Palmolive Shave Cream Colgate Tooth Paste Palmolive Soap	Can You Top Th's? Sports Newsreel of the Air Million Dollar Band Judy Canova	NBC NBC NBC CBS	Ted Bates, Inc. Sherman & Marquette, Inc. Ted Bates, Inc. Sherman & Marquette, Inc.
Colonial Dames, Inc. Cosmetics	Kay Kyser's College of Musical Knowledge Blondie Inner Sanctum Bob Greene Song of the Week	NBS CBS—Blue CBS CBS—PC CBS—PC	Ted Bates, Inc. Wm. Esty & Co., Inc. Ted Bates, Inc., & Sherman & Marquette, Inc. Glasser-Gailey & Co.
Council On Candy As Food In The War Effort	Washington Reports on Rationing	NBC	Batten, Barton, Durstine & Osborn Inc.
Consolidated Royal Chemical Co., Inc. Krancks Shave Cream	Ten O'Clock Wire	CBS—PC	Arthur Meyerhoff & Co.
Consolidated Democrats of North Carolina Political		CBS	Hugh A. Deadwyler
Conti Products Conti Shampoo & Soap	Treasure Hour of Song Starlight Serenade	MBS MBS	Birmingham, Castleman & Pierce, Inc. Birmingham, Castleman & Pierce, Inc.
Continental Baking Co. Wonder Bread	Bachelor's Children	CBS	Ted Bates, Inc.
Corley Diet Food Co. Dr. Corley's Lax	Dr. Sweetland	Blue—PC	Rhoades & Davis
Corn Products Refining Co. Dextrose, Mazola, Other Products	Stage Door Canteen	CBS	C. L. Miller Company
Coronet Magazine Coronet Magazine	Coronet Little Show	MBS	Schwimmer & Scott
Cream of Wheat Corp. Cream of Wheat Cereal	Let's Pretend	CBS	Batten, Barton, Durstine & Osborn, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Cresta Blanca Wine Co. Cresta Blanca Wines	This Is My Best	CBS	Batten, Barton, Durstine & Osborn, Inc.
Cudahy Packing Co. DeRich Old Dutch Cleanser	Something To Talk About Helpmate Tena & Tim	CBS NBC CBS	Grant Advertising, Inc. Grant Advertising, Inc. Grant Advertising, Inc.
Curtis Publishing Co. Saturday Evening Post	The Listening Post Four Freedoms War Bond Show	Blue Blue	MacFarland, Aveyard & Co. MacFarland, Aveyard & Co.
Curtiss Candy Co. Candy Products	Warren Sweeney	CBS	C. L. Miller Company
Cummer Products Co. Energine	My Best Girls Battle Of The Sexes	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Day & Night Mfg. Co. Water Heaters and Equipment	Dr. Wallace Sterling—News	CBS—PC	Hixon-O'Donnell Adv., Inc.
Deisel, Wemmer, Gilbert Co. R. G. Dun Cigars	Smoke Rings	Blue	Century Advertising Agency
Delaware, Lackawanna, Western Coal Co. Blue Coal	The Shadow	MBS	Ruthrauff & Ryan, Inc.
Denalan Company Denalan Tooth Powder	Buddy Twiss	Blue—PC Blue	Rhoades & Davis
Doctor Pepper Co. Soft Drinks	Fun Valley With Al Pearce Darts for Dough	Blue	Tracy-Locke Co., Inc. Tracy-Locke Co., Inc.
Dodge Boat & Plane Corp. Institutional	Army-Navy "E" Award	Blue	
Douglas Shoes Shoes	John Stanley	MBS	Harold Cabot & Co., Inc.
Dubonnet Corp. Dubonnet Wine, Vermouth	Your Date With Xavier Cugat Red Cross in Action Stop That Villain	MBS MBS MBS	William H. Weintraub & Co., Inc. Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Duffy-Mott Company Mott Products	What's Your Idea?	MBS	Al Paul Lefton Company, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
E. I. Du Pont de Nemours & Co. Institutional	Cavalcade of America	NBC	Batten, Barton, Durstine & Osborn, Inc.
Dwight Edwards Co. Dwight Edwards Coffee	Rhythm Inn	CBS—PC	McCann-Erickson, Inc.
Eastern Outfitting Co. Brandbury Clothes	Walter Duranty	Blue—PC	Robert Smith Adv. Agency
Electric Companies Advertising Program Institutional	Report To The Nation The Electric Hour—Nelson Eddy	CBS	N. W. Ayer & Son, Inc. N. W. Ayer & Son, Inc.
Electric Auto Life Co. Institutional	Everything for the Boys The Ronald Colman Show	NBC NBC	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
Electrical Research Labs., Inc. Institutional	John W. Vandercook	NBC	Evans Associates
Elgin National Watch Co. Watches	Nero Wolfe Keep Up With the World	Blue Blue	J. Walter Thompson Company J. Walter Thompson Company
Elgin National Watch Co. Institutional	Elgin Thanksgiving Show Elgin Christmas Shows	CBS CBS	J. Walter Thompson Company J. Walter Thompson Company
Emerson Radio & Phonograph Corp. Institutional	Green Valley, U.S.A. You Can't Take It With You	MBS MBS	Wm. H. Weintraub & Co., Inc. Wm. H. Weintraub & Co., Inc.
Emerson Drug Company Bromo-Seltzer	Ellery Queen Vox Pop	NBC CBS	Ruthrauff & Ryan, Inc. son, Inc.
Employers Group Ins. Co. Insurance	Cedric Foster—News	MBS	H. B. Humphrey Company
Englander Co. Beds, Springs, Mattresses	We Who Dream	CBS	The Biow Co., Inc.
Esquire, Inc. Coronet Magazine	Coronet Story Teller Coronet Quick Quiz	Blue Blue	The Biow Co., Inc. The Biow Co., Inc.
Eversharp, Inc. Pens & Pencils, Red Top Lead	Take It Or Leave It Let Yourself Go—Milton Berle	CBS CBS—Blue	The Biow Co., Inc. The Biow Co., Inc.



ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Falstaff Brewing Co. Beer	Falstaff Show	Blue	Dancer-Fitzgerald-Sample
Ferry-Morse Seed Co. Garden Seeds	Cabbages & Queens	Blue—PC	
Firestone Tire & Rubber Co. Tires and Tubes	Voice Of Firestone	NBC	Sweeney & James Co.
Fisher Flouring Mills, Inc. Wheat Cereals and Flour	James Abbe Pictures the News Louis P. Lochner Breakfast At Sardi's James Abbe Observes Radio Parade	NBC—PC NBC—PC Blue—PC Blue—PC Blue—PC	Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency
F. W. Fitch Co. Fitch Hair Products	Fitch Bandwagon News Of The World	NBC NBC	L. W. Ramsey Co. L. W. Ramsey Co.
J. A. Folger Coffee Co. Coffee	Breakfast at Sardi's	Blue	Raymond R. Morgan Co.
Ford Motor Company Ford Motors	Watch The World Go By Stars of the Future Greenfield Chapel Service Early American Dance Music	Blue Blue Blue Blue	J. Walter Thompson Co. J. Walter Thompson Co. J. Walter Thompson Co. J. Walter Thompson Co.
Formfit Co. Foundation Garments	Dick Brown Show	MBS	Buchanan & Co.
"42" Products, Inc. Hair Oil and Other Products	This Is My Story	CBS—PC	Hillman-Shane-Breyer, Inc.



Gallenkamp Stores Co. Shoes	Tobe Reed	CBS—PC	Long Adv. Service
Garrett & Co., Inc. Virginia Dare Wines	Silent Night	Blue	Ruthrauff & Ryan, Inc.
General Cigar Co. White Owl Cigars	Henry Gladstone	MBS	J. Walter Thompson Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Electric Co. Lamps, Institutional	Hour Of Charm; The World Today	NBC CBS	Batten, Barton, Durstine & Osborn, Inc., a.k.a. Foster & Davies, Inc. Maxon, Inc., B. B. D. & O., Inc., Young & Rubicam, Inc.
General Foods Corp. Grape-Nuts Flakes	Jack Benny	NBC	Young & Rubicam, Inc.
General Foods Corp. Wheatmeal & Grape-Nuts Flakes,	Those We Love	NBC	Young & Rubicam, Inc.
General Foods Corp. Post Toasties, Swansdown	Night Editor	NBC	Benton & Bowles, Inc., Young & Rubicam, Inc.
General Foods Corp. Birdseye Frosted Foods	Dinah Shore's Open House	NBC	Benton & Bowles, Inc.
General Foods Corp. Post Toasties	The Thin Man	NBC	Benton & Bowles, Inc.
General Foods Corp. Maxwell House Coffee, Grape-Nut Flakes	Those We Love	NBC	Benton & Bowles, Inc. Young & Rubicam, Inc.
General Foods Corp. Postum	Aldrich Family	NBC	Young & Rubicam, Inc.
General Foods Corp. Swansdown, Calumet	Kate Smith Speaks	CBS	Young & Rubicam, Inc.
General Foods Corp. Post's 40% Bran Flakes	Young Dr. Malone	CBS	Benton & Bowles, Inc.
General Foods, Inc. Grape Nut Flakes	Hop Harrigan	Blue	Young & Rubicam, Inc.
General Foods, Inc. Diamond Crystal, Baker's Chocolate	When a Girl Marries	NBC	Benton & Bowles, Inc.
General Foods, Inc. Post's 40% Bran Flakes	Portia Faces Life We Love and Learn	NBC NBC	Benton & Bowles, Inc. Benton & Bowles, Inc.
General Foods Corp. La France, Satima, Post Raisin Bran, Postum	Two On A Clue	CBS	Young & Rubicam, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Postum	Aldrich Family	NBC	Young & Rubicam, Inc.
General Foods Corp. Maxwell House Coffee	Maxwell House Coffee Time	CBS	Benton & Bowles, Inc.
General Foods Corp. Post Toasties, Maxwell House Coffee, Grape Nuts, Grape Nut Flakes	Adventures of the Thin Man	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
General Foods Corp. Jello, Sanka Coffee, Jello Pudding	Kate Smith Hour	CBS	Young & Rubicam, Inc.
General Foods Corp. Wheatmeal, Grape-Nuts Flakes	Portia Faces Life We Love & Learn Joyce Jordan, M.D.	CBS CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc. Young & Rubicam, Inc.
General Foods Corp. La France, Satina, Post Raisin Bran, Gaines Dog Food	Joyce Jordan, M.D.	CBS	Young & Rubicam, Inc.
General Foods Corp. Bird's Eye Frosted Foods	Dinah Shore Program	CBS	Young & Rubicam, Inc.
General Foods Corp. Post Toasties	Toasties Time With Fannie Brice	CBS	Benton & Bowles, Inc.
General Mills, Inc. Soft-As-Silk Flour, Kiz Kitchen-tested Flour, Betty Crocker Soup	Light of the World Women in White	NBC-CBS NBC	Dancer-Fitzgerald-Sample, Knox-Reeve Adv. Agency
General Mills, Inc. Betty Crocker's Soup, Wheaties	Guiding Light	NBC	Knox-Reeves Adv. Agency
General Mills, Inc. Soft-As-Silk Cake Flour and Soup	Hymns of All Churches Betty Crocker Melodies of Home	NBC NBC NBC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample
General Mills, Inc. Bisquick Cheerios	Valiant Lady Valiant Lady	CBS CBS	Knox Reeves Advertising, Inc. Dancer-Fitzgerald-Sample
General Mills, Inc. Wheaties	Kitty Foyle Nelson Pringle	CBS CBS—PC	Knox Reeves Advertising, Inc. Knox Reeves Advertising, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills, Inc. Cheerios Bisquick	Today's Children	NBC	Dancer-Fitzgerald-Sample, Knox-Reeves Adv. Agency
General Mills, Inc. Cheerios Wheaties	Lone Ranger Jack Armstrong John Gunther	Blue Blue Blue	Dancer-Fitzgerald-Sample Knox-Reeves Adv., Inc. Knox-Reeves Adv., Inc.
General Motors Corp. Institutional	General Motors Symphony of the Air Presenting NBC Symphony	NBC	Arthur Kudner, Inc.
Gillette Safety Razor Co. Razor and Blades, Cream	Sports Broadcasts— Boxing—Baseball World Series Football, Orange Bowl, Sugar Bowl, All-Star Baseball Game, Ken- tucky Derby, Army-Navy Football Game.	MBS	Maxon, Inc.
Gilmore Oil Co. Gas and Oil	Furlough Fun	CBS	Maxon, Inc.
B. F. Goodrich Co. Institutional	Joseph C. Harsch, News	NBC—PC	Ruthrauff & Ryan, Inc.
Goodyear Tire & Rubber Co. Institutional	Salute to Youth	CBS	Batten, Barton, Durstine & Osborn, Inc.
Goodyear Tire & Rubber Co. Heels and Soles	Hook'n Ladder Follies Melody Round-up	NBC	Arthur Kudner, Inc.
Goodyear Tire & Rubber Co., Inc. Institutional	The Star and the Story With Walter Pidgeon	CBS	N. W. Ayer & Son, Inc.
Goodyear Tire & Rubber Co., Inc. Service	Roy Rogers Show	MBS	Young & Rubicam, Inc.
Gospel Broadcasting Ass'n Evangelical Talks	Old Fashioned Revival Hour Pilgrim Hour	MBS MBS	R. H. Alber Co. R. H. Alber Co.
Gotham Hosiery Co. Hosiery	Strictly Personal— Pegeen Fitzgerald	MBS	Sterling Adv. Agency, Inc.
Grove Laboratories, Inc. Cold Tablets, B Complex Vitamin Pills	Roy Dady 10 o'Clock Wire Reveille Roundup Cedric Foster	MBS CBS—PC NBC MBS	Russel M. Seeds, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Grove Laboratories, Inc. Cold Tablets, B Complex Vitamins	Bill Haworth Riders of the Purple Sage	CBS—PC CBS—PC	Russel M. Seeds, Inc., Donohue & Co., Inc.
Grove Laboratories, Inc. Cold Tablets, Vitamins	Okay for Release	NBC—PC	Russel M. Seeds, Inc.
Grove Laboratories, Inc. 4-Way Cold Tablets, Defender Vitamins	Your Sunday News Extra— Leland Stowe Your Sunday News Extra— George Gunn	Blue Blue	Donohue & Coe Co., Inc. Donohue & Coe Co., Inc.
Gulf Oil Corp. Gas, Oil, Lubricants	We, the People	CBS	Young & Rubicam, Inc.
Gum Laboratories Ivoryne Chewing Gum	Hello, Sweetheart	Blue	McJunkin Adv. Co.
Hall Brothers, Inc. Hallmark Greeting Cards	Meet Your Navy Hallmark's Charlotte Greenwood Show	Blue Blue	Henry, Hurst & McDonald, Inc. Foota, Cone & Belding
Hartz Mountain Products Mountain Bird Foods	Canary Pot Show	MBS	George H. Hartman Co.
Francis D. Harrigan Political	Francis D. Harrigan	CBS	Copley Adv. Co.
Harvel Watch Company Watches	John B. Kennedy	Blue	A. W. Lewin Co., Inc.
Hastings Mfg. Co. Piston Rings & Casite	Earl Godwin	Blue	Keeling & Co., Inc.
H. J. Heinz Co. Food Products	Information, Please Vacation Serenade	NBC NBC	Maxon, Inc. Maxon, Inc.
Helbros Watch Co. Watches	Pick and Pat Time Quick As a Flash	MBS MBS	Wm. H. Weintraub Co. Wm. H. Weintraub Co.
Hires, The Charles E. Company Hire's Root Beer	Heidt Time for Hires	Blue	N. W. Ayer & Son, Inc.
Hoffman Radio Corp. All Products	Chet Huntley, Dr. Wallace Sterling	CBS—PC CBS—PC	Hixon-O'Donnell Adv., Inc. Hixon-O'Donnell Adv., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Holland Furnace Co. Furnaces, Equipment	World News Roundup	NBC	Roche, Williams & Cleary
Hudson Coal Co. D & H Anthracite	CBS News of the World	CBS	Clements Company, Inc.
Hunt Bros. Packing Cannery, Tomato Sauce and all Products	Deane Dickason Galen Drake William Winter	CBS—PC CBS—PC CBS—PC	Garfield & Guild Garfield & Guild Garfield & Guild
International Silver Co. Sterling and 1847 Rogers Bros. Silver	Edward R. Murrow Silver Theater	CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc.
Jantzen Knitting Mills Antiseptic After Shave Lotion	Chet Huntley, Dr. Wallace Sterling	CBS—PC CBS—PC	Botstorf, Constantine & Gardner Botstorf, Constantine & Gardner
Jaques Mfg. Co. K-C Baking Powder	K-C Jamboree	NBC	Leo Burnett
Andrew Jergens Co. Jergens Lotion	Hollywood Mystery Time Tonight In Hollywood	CBS—PC CBS—PC	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
Andrew Jergens Co. Jergens Lotion & Woodbury Products	Jergens Journal— Walter Winchell	Blue	Lennen & Mitchell, Inc.
Andrew Jergens Co. Woodbury Soap and Cosmetics	Hollywood Mystery Time Chamber Music Society of Lower Basin Street	Blue	Lennen & Mitchell, Inc.
Andrew Jergens Co. Woodbury Face Cream, Powder, Soap	Louella Parsons Mr. and Mrs. North	Blue NBC	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
S. C. Johnson & Son Floor Wax	Fibber McGee & Molly	NBC	Needham, Louis & Brorby, Inc.
Johns-Manville Corp. Building Materials	Bill Henry—News	CBS	J. Walter Thompson Co.
Johnson & Johnson Red Cross Div.	Edwin C. Hill	CBS	Young & Rubicam, Inc.
Johnstone Drug Sales Corp. Buckley's Canadiol Mixture	Hollywood Barn Dance	CBS—PC	Armand S. Weill Co., Inc.

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ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kay Jewelry Co. Jewelry	Bob Anderson	CBS—PC	Garfield & Guild, Adv.
Kelite Products, Inc. Kenn Cleanser	Sam Hayes—Spectator	Blue—PC	Little & Co.
Kellogg Company Pep	Breakfast at Sardi's	Blue—PC	Kenyon & Eckhardt, Inc.
Kellogg Company Kellogg Products	Breakfast Club	Blue	Kenyon & Eckhardt, Inc.
Kellogg Company Gro-Pup and All Bran	Kellogg News	Blue	Kenyon & Eckhardt, Inc.
Kellogg Company Kellogg Products	Jack Berch and His Boys Tom Brennenman's Highlights	MBS—Blue Blue—PC	Kenyon & Eckhardt, Inc. Kenyon & Eckhardt, Inc.
Kellogg Company Pep	Superman	MBS	Kenyon & Eckhardt, Inc.
Kem-Tone Kem-Tone	Dunninger	Blue	Newell-Emmett Co.
Kerr Glass Mfg. Co. Mason Jars and Caps	Breakfast at Sardi's	Blue—PC	Raymond R. Morgan Co.
Kraft Cheese Co. Food Products	Kraft Music Hall—Bing Crosby The Great Gildersleeve	NBC NBC	J. Walter Thompson Company Needham, Louis & Brorby, Inc.
Lady Esther, Ltd. Cosmetics	Screen Guild Players	CBS	The Biow Co.
Lamont, Corliss & Co. Pond's Cold Cream	Eleanore King	CBS—PC	J. Walter Thompson
Langendorf United Bakeries Bakery Products	Red Ryder A Song Is Born	Blue—PC NBC	Pacific Coast Adv. Co. Pacific Coast Adv. Co.
Larus & Brother Co. Chelsea Cigarettes	Guy Lombardo in Musical Autographs	Blue	Warwick & Legler, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lehn & Fink Products Hinds Cream, and Products	Blind Date	Blue	William Esty & Co., Inc.
Frank H. Lee Co. Hats	Dale Carnegie	MBS	Birmingham, Castleman & Pierce, Inc.
Lever Brothers Co. Rinso, Vimms	Amos n' Andy Frank Sinatra Show	NBC CBS	Ruthrauff & Ryan, Inc. J. Walter Thompson
Lever Brothers Co. Lifebuoy Soap Rinso	Bob Burns, Arkansas Traveler Big Sister Charlie Chan Boston Blackie	NBC CBS NBC CBS	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
Lever Bros. Co. Lux Toilet Soap	Lux Radio Theater	CBS	J. Walter Thompson Co.
Lever Bros. Co. Swan Soap	Bright Horizon Burns & Allen	CBS NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
Lever Bros. Co. Spry	Aunt Jenny	CBS	Ruthrauff & Ryan, Inc.
Lewis-Howe Company Tums and N.R.	Let's Be Charming Correction, Please Treasure Chest American Woman's Jury Al Pearce in Here Comes Elmer A Date With Judy	MBS CBS NBC MBS CBS NBC	Roche, Williams & Cunningham, Inc. Roche, Williams & Cleary, Inc. Roche, Williams & Cunningham, Inc. Roche, Williams & Cleary, Inc. Newell-Emmett Co. Newell-Emmett Co.
Libby, McNeill & Libby Meat Products	My True Story	Blue	J. Walter Thompson Co.
Liggett & Myers Tobacco Co. Chesterfield Cigarettes	Harry James and His Music Makers Fred Waring Chesterfield Music Shop Chesterfield Supper Club John Nesbitt Music That Satisfies	CBS NBC NBC NBC CBS CBS	Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co.
Lockheed Aircraft Corp. Institutional, Transportation	America—Ceiling Unlimited A Man Called "X"	CBS CBS—Blue	Foote, Cone & Belding Foote, Cone & Belding

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
P. Lorillard Co. Old Golds	Comedy Theatre Allen Jones-F. Carle Allen Jones-W. Herman Which Is Which Mentky Woolley, Sammy Kaye and Orchestra Jackie Gleason-Les Tremayne Show	NBC CBS CBS CBS CBS NBC	Lennen & Mitchell, Inc. J. Walter Thompson Co. J. Walter Thompson Co. Lennen & Mitchell, Inc. J. Walter Thompson Co. J. Walter Thompson Co.
Los Angeles Soap Co. White King Soap Sierra Pine Soap	Bob Anderson Art Baker—News	CBS—PC NBC—PC	Raymond R. Morgan Co. Raymond R. Morgan Co.
Loyal Order of Moose Insurance	Moose Fireside Party	MBS	L. W. Ramsey Co.
Lumberman's Mutual Casualty Co. Insurance	Upton Close—News	MBS	Leo Burnett Co., Inc.
George W. Luft Co. Cosmetics	Tangee Varieties	MBS—Blue	Warwick & Legler, Inc.
Lutheran Laymen's League Religious	Lutheran Hour	MBS	Gotham Advertising Co.
Lyon Van & Storage Co. Storage & Moving	Andy & Virginia	Blue—PC	Batten, Barton, Durstine & Osborn, Inc.
MacMillan Petroleum Corp. Gas & Oil	H. V. Kaltnebern	NBC—PC	Logan & Arnold
McKesson & Robbins, Inc. M. & R. Products	Joe E. Brown—Stop or Go Wm. Winter & Chet Huntley	Blue CBS—PC	J. D. Tarcher & Co.
Mail Pouch Tobacco Co. Tobacco	Counterspy	Blue	Walker & Downing
Manhattan Soap Company Sweetheart Soap	Scramby Andy Bill Haworth—Strange Romance of Evelyn Winters	NBC—Blue CBS—PC CBS	Franklin Bruck Adv. Corp., Duane Jones Co. Franklin Bruck Adv. Corp., Duane Jones Co. Duane Jones Co.
Maryland Pharmaceutical Co. Rem & Rel	Bob Trout Words in the News How Do You Say It?	CBS MBS MBS	Joseph Katz Co. Joseph Katz Co. Joseph Katz Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Mars, Inc. Candy	Dr. I.Q.	NBC	Grant Advertising, Inc.
George S. May Co. Institutional	Tam-O-Shanter Golf Tourney	NBC	Jim Duffy Co.
Mennen Company Shaving and Toilet Articles	Bill Haworth—Bob Greene—News Ed Sullivan Entertains	CBS—PC CBS	Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc.
The Mentholatum Co. Mentholatum	What's Doing Ladies?	Blue—PC	J. Walter Thompson Co.
Metro-Goldwyn-Mayer Motion Pictures	People's Reporter Screen Test Screen Test Preview	MBS MBS MBS	Donahue & Co. Donahue & Co. Donahue & Co.
Miles Calif. Co. One-A-Day Vitamins	Lady of the Press Story of Sandra Martin	CBS—PC CBS—PC	Wade Advertising Agency Wade Advertising Agency
Miles Laboratories, Inc. Alka-Seltzer and Vitamins	Quiz Kids Lum and Abner News of the World National Barn Dance	Blue Blue NBC NBC	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
Minneapolis-Honeywell Regulator Company Electronics, Control Units, Heat Regulators	Blue Jacket Choir	CBS	Addison Lewis & Associates
Modern Food Process Co. Vogt's Philadelphia Scrapple	Little Betsy Ross Girl	NBC	The Clements Company, Inc.
Moffet Co. Polar Frozen Foods	What's Doing Ladies?	Blue—PC	Erwin, Wasey & Co.
Benjamin Moore & Co. Paints and Varnishes	Betty Moore	NBC	Direct
John Morrell & Co. Red Heart Dog Food	Bob Becker Chats About Dogs Bob Becker's Pet Parade Alex Dreier	CBS NBC NBC	Henri, Hurst & McDonald, Inc. Henri, Hurst & McDonald, Inc. Henri, Hurst & McDonald, Inc.
Philip Morris & Co., Ltd. Cigarettes and Tobacco	Johnnie Presents—Ginny Simms Crime Doctor It Pays To Be Ignorant	NBC CBS CBS	Biow Company, Inc. Biow Company, Inc. Biow Company, Inc.
C. F. Mueller Co. Macaroni Products	Morning Market Basket	CBS	Duane Jones Co.

ADVERTISER AND PRODUCT
Mutual Benefit Health & Accident Assn.
 Insurance

PROGRAM

Freedom Of Opportunity

NETWORK

MBS

ADVERTISING AGENCY

Arthur Meyerhoff & Co.

N

Nat'l Bd. of Fire Underwriters
 Fire Insurance

Leland Stowe

Blue

MacFarland, Aveyard & Co.

National Small Business Men's Assoc.
 Public Relations

Abe Lincoln's Story

MBS

Schwimmer & Scott

Nash-Kelvinator Corp.
 Nash Motor Cars, Kelvinator Refrigerators

Andrews Sisters Show

Blue

Geyer, Cornell & Newell, Inc.

Northwestern Yeast Co.
 Yeast Foam

Songs of a Dreamer

Blue

MacFarland, Aveyard & Co.

Noxzema Chemical Co.
 Skin and Shaving Cream

Mayer of the Town

CBS

Ruthrauff & Ryan, Inc.

O

O'Cedar Corp.
 Mops and Floor Polish

Hot Copy
 Time Views the News

Blue
 Blue

Aubrey, Moore & Wallace, Inc.
 Aubrey, Moore & Wallace, Inc.

O'Sullivan Rubber Co.
 O'Sullivan Heels

Leon Henderson

Blue

Advrg. & Sales Council, Inc.

Owens-Illinois Glass Co.
 Institutional

Broadway Matinee
 Fred Waring Program

CBS
 Blue

J. Walter Thompson Co.
 J. Walter Thompson Co.

P

Pabst Sales Co.
 Pabst Blue Ribbon Beer

Blue Ribbon Town
 Kenny Baker Program

CBS

Warwick & Legler, Inc.

Pacific Coast Borax Co.
 Borax Products

Death Valley Days
 Death Valley Sheriff

CBS

McCann-Erickson, Inc.

Pacific Greyhound Lines, Inc.
 Travel

Short, Short Stories
 Stories of the West

CBS—PC
 CBS—PC

Beaumont & Hohman, Inc.
 Beaumont & Hohman, Inc.

Pacific Guano Co.
 Garden Fertilizer

Look Who's Here

Blue—PC

D. E. Hopfer Industrial Adv.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Packard Bell Co. Radios, Phonographs, All Products	News Makers The Press Club	NBC—PC CBS—PC	Barton A. Stebbins, Adv. Agency Barton A. Stebbins, Adv. Agency
Parker Pen Co. Quink, Pens, Pencils	Bob Trout—Ned Calmer, News	CBS	J. Walter Thompson Co.
Parker Watch Co. Watches	These Are Our Men	NBC	Sterling Adv. Agency
Pepsodent Co. Toothpaste & Toothbrushes	Bob Hope Charlotte Greenwood	NBC NBC	Foote, Cone & Belding Foote, Cone & Belding
Peter Fox Brewing Co. Beer	Fox Deluxe Variety Hall	Blue	Schummer & Scott Adv. Agency
Peter Paul, Inc. Ten Crown Gum and Mounds	Graeme Fletcher	NBC	Brisacher, Van Norden & Staff, Inc.
Peter Paul, Inc. Candy Bars, Chocolates	Truman Bradley—Sam Hayes—News	CBS—PC Blue—PC	Brisacher, Van Norden & Staff, Inc. Brisacher, Van Norden & Staff, Inc.
Pet Milk Sales Co. Pet Milk	Saturday Night Serenade Mary Lee Taylor	CBS CBS	Gardner Adv. Co. Gardner Adv. Co.
Petri Wine Co. Petri Wines	New Adventures of Sherlock Holmes	MBS	Young & Rubicam, Inc.
Pharmaco Co. Feen-a-mint, Chooz	Double or Nothing Hookey Hall	MBS MBS	Ruthrauff & Ryan, Inc. Clemonds Adv. Agency
Philco Corp. Institutional, Radios and Refrigerators	Radio Hall of Fame, Philco Summer Hour Dateline	Blue CBS	Hutchins Adv. Co., Inc. Sayre M. Ramsdell Assoc., Inc.
Pillsbury Mills, Inc. Baking Products	Grand Central Station	CBS	McCann-Erickson, Inc.
Planters Nut & Chocolate Co. Peanuts and Peanut Oil	Harry W. Flannery—Wm. Winter, News	CBS—PC	Erwin Wasey & Co.
Plough, Inc. St. Joseph's Aspirin	Louis P. Lochner Adventures of Bill Lance	NBC—PC CBS—PC	Raymond R. Morgan Co., Erwin Wasey & Co. Erwin Wasey & Co.
Prince Matchabelli, Inc. Perfumes and Cosmetics	Don't You Believe It	CBS—PC	Lake-Spiro-Shurman, Inc.
	Stradivari Orchestra Under Direction of Paul Lavalle	NBC	Morse International, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Ivory Flakes	Brave Tomorrow, Star Playhouse Rosemary	NBC	Compton, Adv., Inc., Dancer, Fitzgerald, Sample
Procter & Gamble Co. Dreft	Dreft Star Playhouse	NBC	Compton, Pedlar & Ryan-Benton-Bowles Dancer-Fitzgerald-Sample
Procter & Gamble Co. Teel	Gaslight Gayeties	NBC	The Biow Co.
Procter & Gamble Co. Camay Soap	Pepper Young's Family Perry Mason	NBC CBS	Pedlar & Ryan, Inc. Pedlar & Ryan, Inc.
Procter & Gamble Co. Crisco	Vic and Sade Bernardine Flynn—News	NBC—CBS CBS	Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Crisco and Ivory Flakes P & G Products	Breakfast At Sardi's	Blue—PC	Compton Adv., Inc.
Procter & Gamble Co. Duz Ivory Soap	Glamour Manour	Blue	Compton Adv., Inc.
Procter & Gamble Co. Ivory Soap & Duz	Read of Life Truth or Consequences The Goldbergs	NBC NBC CBS	Compton Adv., Inc. Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Snow	Right to Happiness Life Can Be Beautiful Woman of America	NBC CBS NBC	Compton Adv., Inc. Compton Adv., Inc. Benton & Bowles, Inc.
Procter & Gamble Co. Drene	Abie's Irish Rose	NBC	H. W. Kastor & Sons Adv. Co., Inc.
Procter & Gamble Co. Oxydol	Ma Perkins	NBC—CBS	Dancer-Fitzgerald-Sample
Procter & Gamble Co. Lava	F.B.I. in Peace and War	CBS	Biow Co.
Procter & Gamble Co. Ivory and Oxydol	I Love a Mystery	CBS	Compton Adv., Inc.
Prudential Insurance Co. of America Services	Prudential Family Hour	CBS	Benton & Bowles, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Pure Oil Co. Gas & Oil	H. V. Kaltenborn	NBC	Leo Burnett Co., Inc.
Purina Mills Purina Foods	Grand Ole' Opry	NBC	Gardner Adv. Co.
Quaker Oats Co. Puffed Rice and Wheat Sparkies	Terry and the Pirates	Blue	Sherman and Marquette, Inc.
Quaker Oats Co. Food Products	That Brewster Boy	CBS	Ruthrauff & Ryan, Inc.
Quaker Oats Co. Aunt Jemima Pancake Flour, Mufflets	Aunt Jemima Program	CBS—Blue	Sherman K. Ellis and Co., Inc.
R			
Radio Bible Class Religious Talks	Radio Bible Class	MBS	Aircasters, Inc.
Radio Corp. of America Institutional	What's New Music America Loves Best	Blue Blue—NBC	J. Walter Thompson Co. J. Walter Thompson Co.
Rainier Brewing Co. Beer, Malt and Ale	Club Good Cheer United Nations Forum	Blue—PC Blue—PC	Buchanan & Co. Buchanan & Co.
Ralston Purina Co. Cereal Foods	Tcm Mix and His Ralston Straight Shooters	MBS	Gardner Adv. Co.
Raytheon Production Corp. Radio Tubes, Electrical and Electronic Products	Meet Your Navy	Blue	Burton Browne Adv. Co.
Reader's Digest Assn., Inc. Reader's Digest Magazine	Victory Book Campaign America's Town Meeting of the Air	Blue	Batten, Barton, Durstine & Osborn, Inc.
Red-EE Foods, Inc. Cinch Cake Mix	Polly Patterson	Blue—PC	Elwood J. Robinson Adv.
Reichhold Chemicals, Inc. Institutional	Detroit Symphony Orch.	MBS	Grant Advertising, Inc.
Resinol Chemical Co. Resinol Soap and Ointment	Edw. Jorgenson	Blue—PC	Courtland D. Ferguson, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Revlon Products Corp. Nail Polish and Lipstick	Revlon Theatre	Blue	Wm. H. Weintraub & Co., Inc.
R. J. Reynolds Tobacco Co. Camels and Prince Albert Smoking Tobacco	Grand Ol' Opry Moore, Durante Show Abbott and Costello Thanks to the Yanks Blondie	NBC CBS NBC CBS CBS	Wm. Esty & Co., Inc. Wm. Esty & Co., Inc. Wm. Esty & Co., Inc. Wm. Esty & Co., Inc. Wm. Esty & Co., Inc.
Richfield Oil Co. Oil and Gasoline	Confidentially Yours—Arthur Hale Richfield Reporter Speed and Power	MBS NBC—PC CBS—PC	Hixson-O'Donnell Adv., Inc. Hixson-O'Donnell Adv., Inc. Hixson-O'Donnell Adv., Inc.
RKO Radio Pictures, Inc. RKO Pictures	Hollywood Star Time	Blue	Foote, Cone & Belding
RKO Pictures, Inc. Motion Pictures	Hollywood Star Time	Blue	Foote, Cone & Belding
Roma Wine Co. Roma Wines	Suspense	CBS	The Biow Co., Inc.
Rust Craft Publishers, Inc. Rust Craft Greeting Cards	Christmas Carol	MBS	H. B. Humphrey Co.
Safeway Stores, Inc. Grocery Products	What's Doing, Ladies	Blue—PC	J. Walter Thompson Co.
Schenley Import Corp. Cresta Blanca Wine Penicillin	Cresta Blanca Carnival The Doctor Fights World Series Commentaries	CBS CBS NBC	Wm. H. Weintraub & Co., Inc. Wm. H. Weintraub & Co., Inc. Direct
St. Louis Post Dispatch Newspaper	George Hicks	Blue	Tucker Wayne & Co.
Scripto Mfg. Co. Pencils	News—Don Gardner Sick's Star Final Rancho News	Blue NBC NBC—PC	Raymond Spector Co., Inc. Western Agency, Inc. Erwin, Wasey & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
S. & W. Fine Foods S. & W. Coffee and Marmalade	World Wide Review	Blue	Brisacher, Van Norden & Staff, Inc.
Schutter Candy Co. Candies	Curt Massey Starring Curt Massey	CBS NBC	Schwimmer & Scott Schwimmer & Scott
Seaboard Finance Co. Personal Loans	Seaboard News	Blue—PC	Smith & Bull Adv. Agency
Seal-Cote Co. Seal-Cote Protection for the Nails	Meet the Missus	CBS—PC	Buchanan & Co., Inc.
Sealtest, Inc. Milk and Ice Cream	Joan Davis with Jack Haley	NBC	McKee & Abright, Inc.
Sealy, Inc. Mattress	A Layman's View of the News	NBC	Alvin Wilder Adv.
R. B. Semler, Inc. Kreml Hair Tonic and Shampoo	Gabriel Heatter News and Gabriel Heatter Paulo Stone and Phil Brito	MBS MBS MBS	Erwin, Wasey & Co., Inc. Erwin, Wasey & Co., Inc. Erwin, Wasey & Co., Inc.
Serutan Co. Serutan and/or affiliated Products and Publications	A. L. Alexander's Mediation Board Drew Pearson Monday Morning Headlines	MBS Blue Blue	Raymond Spector Co., Inc. Raymond Spector Co., Inc. Raymond Spector Co., Inc.
Servel, Inc. Refrigerators and Air Conditioning	Fashions in Rations Billie Burke Show	CBS CBS	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
W. A. Sheaffer Pen Co. Pens, Pencils and Skrip	World News Parade	NBC	Russel M. Seeds Co., Inc.
Shellmar Products Converter, Cellophane and Pliofilm	Army/Navy "E" Award	Blue	John Strover
Sherwin-Williams Co. Paints	Metropolitan Auditions of the Air Metropolitan Opera Presents Worth of Song	Blue Blue Blue	Warwick & Legler, Inc. Warwick & Legler, Inc. Warwick & Legler, Inc.
Sherwood Bros. Oil and Gasoline	Confidentially Yours—Arthur Hale	MBS	Van Sant Dugdale & Co., Inc.
Shipstead & Johnson Signal Oil Co. Gas and Oil	Ice Follies The Whistler	MBS CBS—PC	Allied Agencies Barton A. Stebbins Adv. Agency

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Sinclair Refining Co. Gas and Oil	Confidentially Yours—Arthur Hale Frank Singiser	MBS MBS	Hixson-O'Donnell Adv., Inc. Hixson-O'Donnell Adv., Inc.
Skelly Oil Co. Petroleum Products	Alex Dreier	NBC	Henri, Hurst & McDonald, Inc.
Dr. Earl S. Sloan Sloan's Liniment	Gangbusters	Blue	Warwick & Legler, Inc.
Socony-Vacuum Oil Co. Petroleum Products, All Products	Raymond Gram Swing Orson Welles Show	Blue CBS	Compton Adv., Inc. Compton Adv., Inc.
Soil-Off Mfg. Co. Cleaning Fluid, Soil-Off	Truman Bradley—News Buddy Twiss	CBS—PC Blue—PC	Buchanan & Co., Inc. McCann-Erickson, Inc.
Southern Cotton Oil Co. Wesson Oil and Snowdriift	Noah Webster Says Irene Beasley	CBS NBC	Kenyon & Eckhardt, Inc. Fitzgerald Adv. Agency, Inc.
So. Spring Bed Co. Beds and Bedding	Robert St. John	NBC	Tucker Wayne & Co., Inc.
A. G. Spaulding & Bros., Inc. Sporting Goods	Here's Babe Ruth	NBC	Ferry-Hanly Co., Inc.
Sperry Flour Co. Drifted Snow Flour Cereals	Sam Hayes, Buddy Twiss Dr. Kate	NBC—PC NBC—PC	Knox Reeves Adv., Inc. Knox Reeves Adv., Inc.
E. R. Squibb & Sons All Products	Lyn Murray's Orch. and Chorus To Your Good Health	CBS CBS	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Staley Mfg. Co. Cornstarch, Corn Syrup, Soy Flour, Cube Starch	Sweet River	Blue	Hill Blackett Co.
Standard Brands, Inc. Chase and Sanborn Coffee Stams	Charlie McCarthy—Edgar Bergen Gracie Fields	NBC NBC	J. Walter Thompson Co. J. Walter Thompson Co.
Standard Brands, Inc. Fleischmann's Yeast	One Man's Family	NBC	Kenyon & Eckhardt, Inc.
Standard Brands, Inc. Tenderleaf Tea, Fleischmann's Yeast	Mary Marlin	CBS	J. Walter Thompson Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Brands, Inc. Coffee and Desserts	The Open Door This Changing World	CBS CBS	Ted Bates, Inc. Ted Bates, Inc.
Standard Oil of Calif. Petroleum Products	Lowell Thomas Standard School Broadcast Standard Hour	Blue—PC NBC—PC NBC—PC	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Sterling Drug, Inc. Bayer, Isonized Yeast	American Melody Hour Big Town	CBS CBS	Dancer-Fitzgerald-Sample Ruthrauff & Ryan, Inc., Pedlar, Ryan & Lusk, Pedlar & Ryan, Inc.
Sterling Drug, Inc. Dr. Lyons Toothpowder Bayer Aspirin	Second Husband	CBS	Dancer-Fitzgerald-Sample
Sterling Drug, Inc. Mulsified Oil Shampoo Tablets and Toothpaste	Amanda of Honeymoon Hill	CBS	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Haley's M-O, Dr. Lyons Toothpowder	Backstage Wife	NBC	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Philips Cream and Milk of Magnesia	Stella Dallas	NBC	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Dr. Lyons Toothpowder, Bayer Aspirin, Philips Creams	Lorenzo Jones	NBC	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Philips Milk of Magnesia and Tablets, Haley's M-O, Philips M. of M. Toothpaste and Powder	Young Widder Brown	NBC	Dancer-Fitzgerald-Sample
Sterling Products, Inc. Bayer Aspirin Dr. Lyons Toothpowder Philips Milk of Magnesia	American Album of Familiar Music Manhattan Merry-Go-Round Waltz Time	NBC NBC NBC	Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample Dancer-Fitzgerald-Sample
Stokely Bros. & Co. Van Camp Tenderoni and other Products	Luncheon with Lopez	MBS	Calkins & Holden, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Stulz Suckles Co. Welder Supplies	Chet Huntley, Dr. Wallace Sterling	CBS—PC	Hixson-O'Donnell Adv., Inc.
Sun Oil Co. Petroleum Products	Lowell Thomas	Blue—NBC	Roche, Williams & Cunningham, Inc. Roche, Williams & Cleary
Swank Slips, Inc. Miss Swank Slips	Relaxation in Music Jerry Cooper Show	MBS MBS	Hirshon-Garfield, Inc. Wm. H. Weintraub & Co., Inc.
Sweets Co. of America Tootsie Roll Tootsie V-M	Dick Tracy Kiernan's News Corner	Blue Blue	Duane Jones Co. Duane Jones Co.
Swift & Co. Swift's Products Jewell Shortening	Breakfast Club Breakfast at Sardi's	Blue Blue—PC	J. Walter Thompson Co. J. Walter Thompson Co.
Table Products Co. Nu-Made Mayonnaise	Night at Hoagy's	MBS	Foote, Cone & Belding
Joseph Tetley & Co. Tea Dehydrated Soups	Morning Market Basket	CBS	Duane Jones Co.
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U

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V

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W

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Westinghouse Mfg. Co. Institutional	Westinghouse Program	NBC	Young & Rubicam, Inc. McCann-Erickson, Inc.
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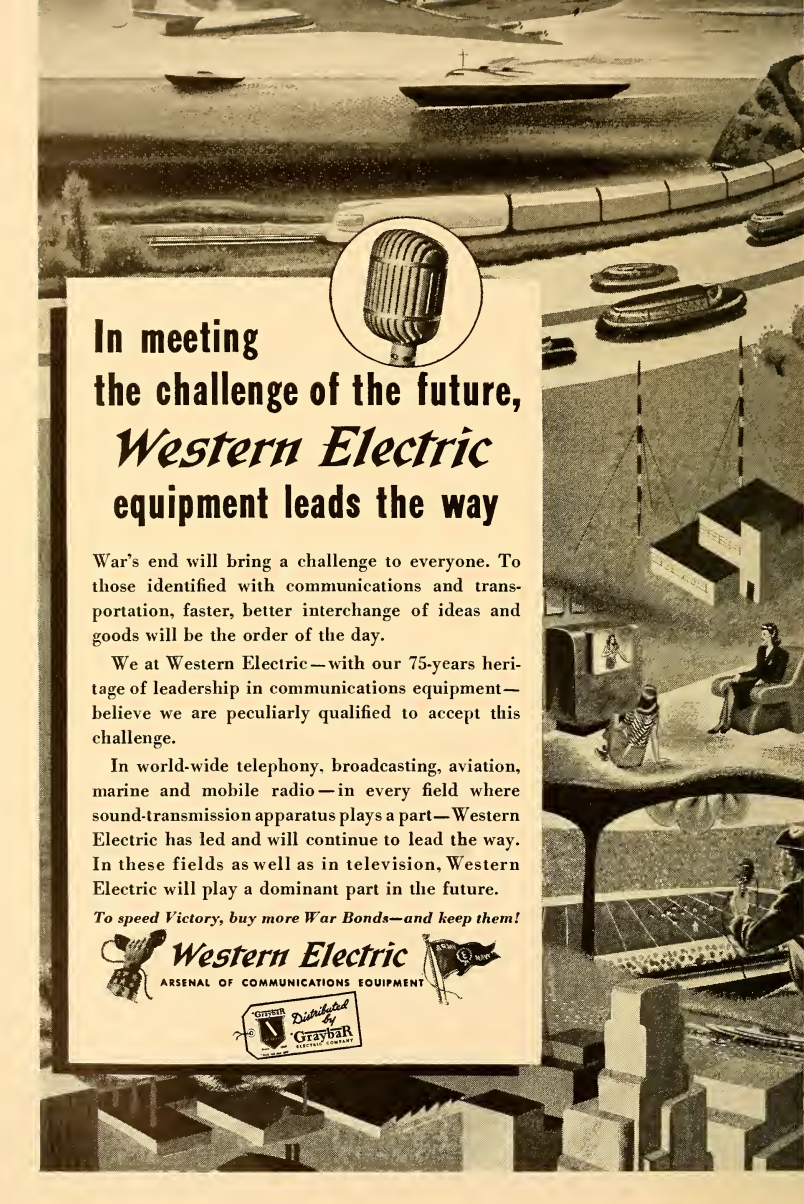
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THE TECHNICAL SIDE



Equipment Men Eye the Peace



*Instantaneous Recordings
A Brief History*



Radio Manufacturers Association



*Chief Engineers of Stations
in United States and Canada*

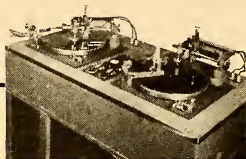


Consulting Engineers



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To serve such a great industry is both a privilege and a responsibility. For ten years, PRESTO has enjoyed that privilege, has been keenly aware of the responsibility. As the world's largest manufacturers of sound recording equipment and discs, we have striven to serve the radio industry as faithfully and with as high integrity as the radio industry has served the American people.

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PRESTO sound recorders are being used today to train Army and Navy personnel; to bring music and news to our front-line troops; to counteract enemy propaganda the world over. In addition, the PRESTO plant

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WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

EQUIPMENT MEN EYE THE PEACE

By H. N. Willets

Commercial Contract Service Manager, Radio Division, Western Electric Co.

THE full resources of the Western Electric Company, in peacetime the manufacturing and supply unit of the Bell System and a leading factor in the production of radio broadcasting equipment, are now centered on the production of communications and allied electronic equipment for the prosecution of the war. The company has become the nation's largest supplier of communications and electronic equipment to the Armed Forces.

War Production

Up to a recent month, for example, Western Electric had produced more than 5,000,000 military telephones and 300,000 sound powered telephones for war. It has been particularly active in the production of carrier telephone apparatus, a first cousin of radio. This includes some 55,000 miles of so-called Spiral-4 cable and associated carrier terminal equipment. In addition the company has delivered \$19,000,000 of "C" carrier systems whose terminal and intermediate equipment are housed in trunks with removable front and back covers especially for war purposes. The type "C" carrier sends three telephone conversations simultaneously over one circuit.

Additional Figures

Other war production figures of interest include 2,652,000 miles of wire in exchange cable of various sizes, 848,000 miles of wire in toll cable, 583,827 airplane radio receivers, 414,836 airplane radio transmitters, 33,101 combination airplane radio receivers and transmitters, 1,247,422 headsets for aviators and tank crews, 1,365,244 microphones, huge quantities of Radar, gun directors, control apparatus, switchboards and teletype-writers, including many adapted for radio. But for sheer numerical magnitude, perhaps no production record of the company compares with that of its quartz crystal output. As of the first of the year Western Electric's five crystal shops had completed and shipped some 12,000,000 crystals!

The above figures provide but a partial index to Western Electric's war business

as nearly half of it is now the manufacture of restricted equipments.

Peacetime Job Ahead

Although its production at present is concerned solely with winning the war, Western Electric has not forgotten the peacetime job which lies ahead. F. R. Lack, vice-president in charge of the company's Radio Division, announced last year Western Electric's intention to participate actively in postwar television. On that occasion he called attention to the company's huge production of both frequency and amplitude modulated radio equipment for the military. He said that the company intended to manufacture television broadcasting equipment after the war and to initiate an active program of television development as soon as war conditions permit. Distribution of this equipment, he said, will be undertaken by the Graybar Electric Co.

Other indications of the company's continuing interest in the broadcasting and allied industries is given by the resumption during the year of the Western Electric publication, "Pick-Ups," now called "Western Electric Oscillator." Its initial issue, late in the year, carried significant articles on FM, the military applications of broadcasting techniques and a particularly revealing feature entitled "A. T. & T. Plans for Television."

Perhaps Western Electric's present policy is best summed up by a statement made last year by Mr. Lack before the annual meeting of the FMBI:

Policy Outlined

"I am happy to say that we have nothing new to show you and nothing new to talk about. I am happy because I do not have to tell a soldier named Joe, who needed a radio very badly last month, that we could not deliver it because we diverted some engineers and some shop people to building the model of a new super-doooper FM equipment to show you and thus strengthen our postwar position. I am sorry that I can't tell you when we will be able to talk. But then, no one can tell me when the war will be over."



History of Communications. Number Twelve of a Series

COMMUNICATION BY THE BLINKER

The Blinker, an adaptation of the Heliograph with its own source of light, has been found invaluable for night and day Naval Communications. While limited by "line-of-sight" transmission and the elements of weather, it has been an aid to our cautious convoys during "radio silence."

When Victory is ours and the days of "radio silences" are gone forever, private citizens again will have electronic voice communication equipment for their yachts and other pleasure craft. With the release of civilian radio bands Universal will again offer the many electronic voice components for use in marine craft.

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INSTANTANEOUS RECORDINGS

By Ralph C. Powell
Sales Manager, Presto Recording Corp.

THE commercial development of instantaneous recording started with the introduction of the coated disc in 1934 by the Presto Recording Corporation. Prior to that time recordings had been made on celluloid and sheet aluminum by an embossing process and such recordings were suitable for reference and filing, but not of sufficiently good quality to be used for reproduction of programs on the air.

It was not until the Spring of 1936 that the coated disc and the recording equipment with which it was used were developed to a point where instantaneous recordings could actually be broadcast with a quality comparable to live studio programs.

Accepted as Adjunct

The acceptance of instantaneous recording as an adjunct to radio station operation is in a large part due to outstanding news events which were recorded for broadcasting. Among the earliest was the broadcast of conversations between Professor Jean Piccard during his stratosphere balloon flight which took place in Detroit on October 23, 1934.

Charlie Atwater, along with other NBC engineers, set up recording equipment at the scene of the balloon ascension to record the transmissions from a small radio transmitter in the balloon. The ascension took place at 6:30 a.m. and recordings were made until the time of the maximum ascent of the balloon, which was over 50,000 feet above the earth's surface. The recordings were later broadcast by a number of stations.

Another dramatic event which was brought to the radio audience through the medium of recording was the Hindenburg disaster which occurred on May 6, 1937, at Lakehurst, N. J. Herbert Morrison, announcer, and Charley Nehlson, engineer, of WLS, Chicago, had conceived the idea of bringing recording equipment to the hangar at Lakehurst to record interviews with celebrities who were among the passengers of the first commercial trans-Atlantic flight of a lighter-than-air ship.

The Hindenburg, after being delayed for twelve hours by adverse winds, finally arrived at Lakehurst at 7:23 p.m. on the evening of May 6th, and had just

come into position for over the field with the crew lowering the mooring lines when there was a sudden burst of flame from the stern of the ship, followed by violent explosion.

Herbert Morrison gave one of the most dramatic accounts of the tragedy ever heard in the history of broadcasting and Nehlson managed to keep the recording equipment in operation in spite of the numerous explosions which often caused the cutter to jump off the disc.

The recordings were flown to the National Broadcasting Co. in New York for transmission over the wire lines to WLS. Officials of NBC were so impressed by the account that a rule of ten years' standing was set aside and the recordings broadcast through all of the stations of the NBC network.

Presidential Speeches

One of the first instances of recording a presidential speech occurred when President Roosevelt made an address at Roanoke Island commemorating the 350th anniversary of the birth of Virginia Dare. At the presidential request the speech was recorded by WBT for the archives. Today all presidential speeches are recorded for re-broadcast to the larger radio audiences during the evening.

Other historic recordings followed, among them the Abdication Speech of King Edward VIII, recorded from the broadcast of the British Broadcasting System and rebroadcast here over the net works. During the war the Canadian Broadcasting Corporation Overseas News Service has been recording interviews with Canadian servicemen on the many battle fronts and transmitting the disc recorded material by shortwave to the CBC network stations in Canada.

During the past six years over 500 U. S. broadcasting stations have become engaged regularly in the production of instantaneous recordings since it provides the only means for unscrambling the present crowded program schedules. Radio stations having recording facilities have made investments running from \$600.00 to several thousands dollars, depending upon the program activity and the frequency with which the programs are required.



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The revenue from delayed broadcasts pays for itself many times each year. Technical developments in recording equipment have made it possible for stations to produce recordings which cannot be distinguished from live studio programs, except for the transcription announcement required by FCC regulations.

Since 1936 the Federal Communications Commission has used recording equipment at their various monitoring stations for the study of fading and interference conditions among AM broadcasting stations. Recently the FCC recorded the signals of an FM station, presumed to have a range of 50 to 60 miles at a point over 1000 miles away, proving the existence of sky wave transmission in the 40 to 50 megacycle channels. These recordings formed a basis for the FCC proposal that FM stations be shifted to the higher frequencies.

Date lines of any newspaper during wartime have shown leading press associations, as well as the FCC, daily recording broadcasts of enemy propaganda originating in Tokyo and Berlin and occupied countries.

Development in Equipment

Developments in recording equipment have been along numerous lines depending upon the user's requirements. In 1937 Presto placed on the market an inexpensive portable home recorder which revived an interest that had been dormant since the days of the RCA pre-grooved discs introduced in the late twenties. By 1940 at least 50 prominent radio set manufacturers were offering combination radios which included in addition to the radio receiver an automatic record changer and a recording mechanism that permitted making records either from a microphone or "off the air." Inexpensive discs were developed for home use and recording became a hobby with hundreds of thousands of set owners. An unusual commentary on public interest was the well known comic strip, "Pa's Son-in-Law," which appeared in the N. Y. Herald Tribune and other papers on June 6, 1937.

This interest has appeared in another form during wartime. When military preparations first started, the United Service Organizations installed sound recorders in their various clubhouses located near army training camps to enable servicemen to send recorded messages to their families and friends. The Pepsicola Company has extended the same service to outposts on the foreign battle fronts.

Recording studios in operation in all of the larger cities are now providing a service for those who wish to send recorded replies back to the men and women in service. Many radio stations were at one time making recordings at army training camps for local interest programs.

The commercial airlines have found it a necessity to record all plane to ground conversations from airliners to principal airports so that they may review reports of unexpected weather or operating conditions or events leading up to an accident.

Wire Recordings

Magnetic wire and tape recording are receiving considerable attention at the present time. The advantages of magnetic recording are several. In the first place there is no material cost of operation. Recordings may be made on the magnetic material and played back for transcribing. The wire is then rewound and, as it is recorded a second time, the previous sound is "erased" from the wire just before the application of the new recording. Such recorders are available either for recording a short message lasting a minute or two on an endless steel tape or fifteen or twenty minutes continuously on a wire passing between two reels similar to motion picture film. Magnetic recorders are not seriously affected by shock or vibration and have, therefore, found uses on the battle fronts where recordings are made under actual battle conditions. The tonal range of present commercial magnetic recorders is suitable for reproduction of intelligible speech only, variations in the wire speed during recording and reproduction making it unsatisfactory for musical reproduction. These faults will undoubtedly be eliminated in postwar magnetic recorders, but there is a further disadvantage that it is difficult to find any particular portion of the sound recording without playing back other parts leading up to it and while the tape may be speeded up for rewinding to reduce the time required to return to the start of the recording, there is a definite limit to the safe speed at which a wire four thousands of an inch in diameter can be rewound.

Post-war developments already announced include magnetic recording facilities in home radio sets. A magnetic juke-box to be installed in the dashboard of automobiles and high quality disc recorders capable of recording 15 minute continuous programs from the home radio.

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Of Stations in United States and Canada
As of January 1, 1945

UNDoubtedly, radio's real man behind the gun is the chief engineer of the station. Charged with keeping the outlet on the air come hurricane, power failure or overworked equipment, in fact what-have-you, the engineer proceeds to make the best of what he has and does a highly commendable job of it. Manpower drainage has hit him hard, but the station must broadcast as per schedule, and nowhere in the world does the technical side of broadcasting operate so efficiently as in the United States. Apart from this responsibility, the engineer keeps abreast of the times as to FM and television.

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 Phone 2214

PRODUCTS: Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

H. W. Acton Co., Inc.

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PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

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PRODUCTS: Capacitors, paper, electrolytic and mica, for transmitting, receiving and electronic applications, including paper, oil- and wax-impregnated, moulded-mica, bake-lite-cased and ceramic-cased-mica capacitors; carbon and wire-wound resistors; electrolytics for filter circuits, motor-starting and industrial applications.

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 PRODUCTS: Radio and electronic equipment and accessories.

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 Purchasing Agent.....R. W. Hobbs
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American Condenser Co.

4410 Ravenswood Ave., Chicago 40, Ill.

Phone: Longbeach 1386

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PRODUCTS: Transmitting condensers, electrolytic condensers, ignition condensers, by-pass condensers, telephone condensers.

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Phone PA 1161

General Manager.....F. A. Yarbrough
PRODUCTS: Microphones.

American Microphone & Telephone Co.

1220 Glendon Ave., Los Angeles, Calif.

President.....C. W. Evans
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M. E. Harris

Foreman, Microphone Dept.....O. B. Carrier
PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

Amertype Recordgraph Corporation

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

Phone: VAnDerbilt 6-3236

PRODUCTS: Sound Recording Instruments for Radio Stations, 2-Way Telephone Conversations Where Authorized, Radio Interception and Monitoring.

Amperex Electronic Corp.

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PRODUCTS: Antenna Systems, Radio Transmitters and Receivers.

Andrea Radio Corp.

43-20 34th Street, Long Island City, N. Y.

Phone: STillwell 4-4754

President.....F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Audak Company

500 Fifth Ave., New York, N. Y.

Phone LA 4-3723

Contact.....Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

Audio Devices, Inc.

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

Phone: PLaza 3-0973

President.....Wm. C. Speed
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PRODUCTS: Instantaneous acetate recording blanks, all types of cutting and playback styli, audiodisc chipchaser, audio devices, sound effects kit and audiodisc recording blanks.

The Audio-Tone Oscillator Company

237 John Street, Bridgeport 3, Connecticut

Phone: Bridgeport 5-3173 and 5-3174

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Chief Engineer.....W. Robert Dresser
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PRODUCTS: Audio-tone graphic recording instruments, audio-frequency test records, power line fault locators.

Automatic Radio Mfg. Co.

122 Brookline Ave., Boston, Mass.

Phone: COMmonwealth 1420

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PRODUCTS: Receiving sets.

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PRODUCTS: Radio contact prongs, bead chain and attachments, multi-swage radio and electronic parts.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
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BRANCH OFFICE: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228.

PRODUCTS: Steel construction (radio towers).

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Phone: Tuxedo 4020

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PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic measuring equipment and accessories.

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PRODUCTS: Dry metallic rectifiers; rectifier transformer assemblies for radio; communication, signal, telegraph and telephone work; also other electronic devices, AC to DC.

Blaw-Knox Co.

Pittsburgh, Pa.
Phone St. 2700

BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila.; Munsey Bldg., Wash., D. C. PRODUCTS: Radio Towers.

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PRODUCTS: Type 110-A QX-Checker, type 140-A Beat Frequency Generator, type 150-A FM Signal Generator, type 160-A Q-Meter, type 170-A Q-Meter, type 210-A Supersonic Oscillator, type 120-A VHF Circuit Checker.

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PRODUCTS: Electrical insulating materials; flexible varnished oil tubing; saturated sleeving; extruded (plastic) sleeving; varnished glass sleeving; mica plate; mica-plate segments and products; block mica; mica condenser films; varnished cambric; varnished paper; varnished tapes; insulation composites.

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Measuring Equipment, Laboratory Equip-
ment, Conducting of Radio Laboratory Mea-
surements, Frequency Monitoring Service.
Post war plans are to make field measure-
ments, and to do consulting work in the
broadcast field.

C. F. Cannon Co.

Main St., Springwater, N. Y.

Sales Contact.....C. F. Cannon
PRODUCTS: Headsets.

Chicago Molded Products Corp.

1020 N. Kolmer Ave., Chicago 51, Ill.
Phone: CAPitol 1020

President.....Edward F. Bachner
Vice-President & Treas.....M. F. Bachner
Vice-Pres., in Charge of Sales

John J. Bachner

PRODUCTS: Plastics, cabinets and other
plastics parts molded to special order.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.
President.....F. C. Best
Sales Manager.....W. A. Nicely

PRODUCTS: Volume controls, tone con-
trols, switches, plugs, jacks, headsets, ringers,
generators, remote controls, switch keys, push
switches.

Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago 12, Ill.
Phone: Chesapeake 2000

President.....Lester W. Tarr
Vice-Pres. & Genl. Mgr.....Cary C. Wilson
Vice-Pres. & Asst. Treas.....J. J. Steffen
Treasurer.....A. W. Kimbell
Asst. Secy.....John R. Nicholson
Sales Manager.....E. J. Pool

BRANCH OFFICES: 15 East 26th Street,
New York, N. Y., Phone, Caledonia 5-3932,
Executive-in-Charge, G. S. Maynard, Jr.; 3701
N. Broad Street, Philadelphia 40, Pa., Phone,
Radcliffe 4775, Executive-in-Charge, W. C.
MacFadden.

PRODUCTS: Radio terminal strips,
molded and laminated miniature octal and
loktal sockets, miscellaneous laminated bake-
lite and metal assemblies, miscellaneous
molded plastic and metal assemblies.

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.....I. J. Youngblood

BRANCH OFFICES: 540 No. Mich. Ave.,
Chicago. PRODUCTS: Fixed and Variable
Power Resistors, Power Rheostats, Power
Resistor Decade Boxes, Wire Wound Po-
tentiometers, "T" "L" Cism Pads, 25 and 10
Watt Attenuators, Special Resistor Products,
and Composition Potentiometers.

Colonial Radio Corp.

254 Rano St., Buffalo, N. Y.
Phone: Rlverside 2450

President.....A. H. Gardner
Vice-Pres. in Charge of Eng....H. C. Forbes
Manager Comm. Dept....T. P. Cunningham

BRANCH OFFICES: 254 Rano Street, Sec-
retary and Treasurer, H. E. Riordan; 254
Rano Street, Director of Purchases, B. F.
Valliere; 254 Rano Street, Works Manager,
J. C. Ryan.

PRODUCTS: Home radios, automobile
radios, military and naval communications
equipment.

Communication Equipment & Engineering Co.

504 N. Parkside Ave., Chicago, Ill.
Phone: EStebrook 3110

President.....Robert A. Clark
PRODUCTS: Transmitters, receivers, am-
plifiers and test equipment.

C. G. Conn, Ltd.

1101 East Beardsley Ave.,
Elkhart, Indiana

• • • **EQUIPMENT MANUFACTURERS** • • •

President.....C. D. Greenleaf
 Vice-President.....A. L. Smith
 Sales Manager.....R. C. Poyser
 Chief Engineer.....L. B. Greenleaf
 Credit Manager.....Leo East
 Purchasing Agent.....C. W. Silvers
 Export Manager.....Richard Bressler

PRODUCTS: Conn chromatic stroboscope, special apparatus, sound recording 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 Electric Co.

Geneva Illinois

Phone: DeL. 6579 & Geneva 4140

President & Treasurer.....H. A. McIlvane
 Secretary.....O. T. McIlvane
 Vice-President.....W. S. Sims
 Vice-Pres. in Charge of Publicity & Sales
 R. E. Smiley

Vice-Pres. in Charge of Engineering
 J. H. Hutchings

Sales Manager.....E. D. Magnus
BRANCH OFFICE: 903 Mdse. Mart, Chicago, Ill., Phone, Del. 6579, Vice-President in charge of Publicity and Sales, R. E. Smiley.

PRODUCTS: Electronic tubes, phototubes for sound projection, rectifier tubes for sound, equipment rectifiers, thyatronns for light control.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
 Phone: PLainfield 6-9000

President.....Octave Blake
 Vice-President.....William Dubilier
 Vice-Pres.-Treas.....Haim Beyer
 Vice-President.....Wm. M. Bailey
 Vice-President.....Paul McK. Deeley
 Vice-President.....Felix Weiss
 Vice-President.....T. E. Abeel
 Secretary.....Kenneth E. Ryan
 Asst. Treasurer.....L. F. Geiser
 Asst. Secretary.....M. F. Keating
 Comptroller.....J. A. Bertolacci

BRANCH OFFICES: 1605 Rodney French Blvd., New Bedford, Mass., Phone, N. B. 6-8561, Executive Vice-President, Haim Beyer; 861 Broad Street, Providence, R. I., Phone, Williams 2731, Vice-President, T. E. Abeel; 8 Grafton Street, Worcester, Mass., Phone, Worcester 6-6203, Executive-in-Charge, Max Bleich.

PRODUCT: Capacitors.

Corning Glass Works

Corning, New York
 Phone: Corning 372

President.....Glen W. Cole
 Vice-President.....W. C. Decker
 Sales Manager.....C. J. Phillips
 Contact.....G. C. Jones

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
 Phone CO 7-2525

President.....John Cook
 Contact.....W. F. Osler, Jr.

PRODUCTS: Radio and Electrical Wires and Cables.

Crescent Industries, Inc. &

Crescent Tool & Die Co.

4132-54 W. Belmont Ave., Chicago 41, Ill.
 Phone: Mulberry 1200

President & Treas.....Henry H. Gefvert
 Vice-Pres. & Genl. Mgr.....Nels G. Lenberg
 Secretary.....Leonard C. Larsen
 Vice-Pres. & Chief Eng.....Valoran Russell
 Production Manager.....John T. Steupak
 Administrative Officer.....Henry Anderson
 Supt. of Loudspeakers....William L. Rollins
 Supt. of Radar Units.....Edwin G. Koriath
 Purchasing Agent....Engene L. Youngreen

PRODUCTS: Manufacturers of radio loudspeakers, record changers, tools, dies, jigs, fixtures and metal stampings.

The Crosley Corp.

1329 Arlington St., Cincinnati, Ohio
 Phone: KIRby 6600

President.....Powel Crosley, Jr.
 Vice-President & General Manager,
 Manufacturing Div.....R. C. Cosgrove
 Exec. Vice-Pres.....L. M. Crosley
 Vice-Pres., Treas. & Asst. Genl. Mgr. (Mfg.)
 George E Smith

Vice-Pres. in Charge of Research & Engr.
 L. M. Clement

Genl. Sales Mgr. (Mfg. Div.)
 James H. Rasmussen

Dir. of Public Relations.....S. D. Mahan
 Mgr. of Distribution.....E. C. Brode
 Dir. of Product Mgr.....Clarence Felix
 Dir. of Exports.....J. W. DeLind, Jr.
 Dir. of Purchases.....J. E. Lautsbaugh
 Asst. Secy. & Asst. Treas.....E. J. Ellig
 Legal Counsel.....A. D. Redfield
 Dir. of Industrial Rel. & Standards

G. F. Gamber
 Controller.....L. W. Adkins
 Dir. of Administration.....L. J. Karmen
 Dir. of Planning.....J. H. Cohen

Dir. of Quality.....H. W. Deuker
 Dir. of Facilities.....F. W. Scholder
 BRANCH OFFICE: Crosley Distributing
 Corp., Phone, Medalion 3-1830, Branch Man-
 ager, Lee Conover.

PRODUCTS: Production devoted now en-
 tirely to war products. Peace-time produc-
 tion includes Crosley radio.

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.

Crystal Research Laboratories, Inc.

29 Allyn Street, Hartford, Conn.
 Phone: 7-3215

President.....S. I. Ward
 Vice-President.....H. F. Jochim
 Chief Engineer.....R. K. Blackburn
 Production Mgr.....E. B. Lewis

PRODUCTS: All types of quartz crystals
 for communication and industrial uses; man-
 ufacturers of electronic test equipment.

Doolittle Radio, Inc.

7421 S. Loomis St., Chicago 36, Ill.

President.....E. M. Doolittle
 Vice-President.....Dudley Gray
 Sales Manager.....H. V. Carlson

BRANCH OFFICES: Manufacturers rep-
 resentatives throughout the United States.

PRODUCTS: Police, airline, emergency
 communications equipment AM or FM. Moni-
 toring instruments for measuring frequency
 modulation and distortion AM or FM. All
 sizes coaxial transmission line and fittings.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
 Phone Passaic 3-1616

President.....Allen B. Du Mont
 Vice-President.....Leonard F. Cramer
 Secretary.....Bernard Goodwin
 Treasurer.....Paul Raibourn

BRANCH OFFICE: 515 Madison Ave., New
 York, N. Y., Phone, Eldorado 5-4822, Man-
 ager, Samuel H. Cuff.

PRODUCTS: Television Receivers, Trans-
 mitters and Studio Equipment, Cathode-Ray
 Tubes and Oscillographs and Material Test
 Instruments (Cyclograph).

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.

DX Crystal Co.

1200 N. Claremont Ave., Chicago 22, Ill.
 Phone: Armitage 3740

Co-owner.....Louis J. Patla
 Co-owner.....Maurice P. McLean
 Charge of Crystal Division....Frank Cooke
 Charge of Coil, Transf. & Speaker Div.

V. A. Wirth
 Charge of Screw Machine Division
 Frank Zoltan

PRODUCTS: Quartz xtals, toroid coils,
 coil transformers, screw machine parts, uni-
 versal joints and mechanical assemblies.

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., W. L. Holst, Rep.

PRODUCTS: Microphone Stands and
 Accessories. (Firm engaged in war manu-
 facturing for the duration.)

Hugh H. Eby, Inc.

18 W. Chelten Ave., Philadelphia, Pa.
 Phone: TENnessee 1800

18 W. Chelten Ave., Philadelphia 44, Pa.
 Vice-President.....F. Holmstrom
 Secy. & Treas.....J. Hawley
 Chief Engineer.....L. Wanner
 Purchasing Agent.....J. Gould

PRODUCTS: Binding posts, sockets, plugs,
 terminal strips, metal stampings, screw ma-
 chine parts, custom moldings, electrical as-
 semblies of all types like radio and radar,
 telephone, headsets and microphones.

**Eckstein Radio and
 Television Co., Inc.**

1400 Harmon Pl., Minneapolis, Minn.
 Phone: Atlantic 2541

President.....E. A. Eckstein
 Secy. & Treas.....E. R. Bostrom
 Sales Dept.....E. R. Bostrom
 Purchasing Dept.....E. R. Bostrom

PRODUCTS: Radio receivers, sound
 equipment and sound amplifiers.

Eitel-McCullough, Inc.

San Bruno, Calif.
 Phone San Bruno 4000

President.....W. W. Eitel
 Vice-President & Treasurer...J. A. McCullough
 Production Manager....George Wunderlich
 BRANCH OFFICE: Salt Lake City, Utah.

Phone Salt Lake City 6-8761. L. N. Pierri,
 Mgr. PRODUCTS: Transmitting Vacuum
 Tubes and Condensers, Vacuum Relays and
 Rectifiers.

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.
Phone Willimantio 207

Executive Partner.....Philip Lauter
General Manager.....J. A. Flanzer
Purchasing Agent & Advertising Mgr.
Samuel N. Rosenstein
Chief Engineer.....Maury Cohn
BRANCH OFFICE: 1775 Broadway, New York, N. Y., Phone, CIrcle 6-0867, Salesman, Norman H. Lawton.

PRODUCTS: Molded mica condensers, silver mica condensers, and mica trimmers and padders.

Electro-Voice Mfg. Co., Inc.

1239 S. Bend Ave., So. Bend 24, Ind.
Phone S. Bend 2-1431

President.....Albert Kahn
Engineer.....L. R. Burroughs
Production Manager.....R. E. Siekman
Branch Office: 1775 Broadway, N. Y. 19, N. Y.
N. H. Lawton, Rep.

PRODUCTS: Velocity, Dynamic and Carbon Microphones.

Electronic Corp. of America

45 W. 18th St., New York 11, N. Y.
Phone: WAtkins 9-1870

President.....S. J. Novick
Export Manager.....L. M. Braun
Asst. Treasurer.....S. R. Berk
Genl. Manager.....R. Neusch
Chief Engineer.....F. Lester

PRODUCTS: Radio and allied electronic products.

Electronic Laboratories, Inc.

122 W. New York St., Indianapolis 4, Ind.
Phone: LincolN 5421

President.....Norman R. Kevers
Vice-Pres. & Genl. Mgr.....W. W. Garstang
Chief Engineer.....R. H. Frye
Sales Manager.....W. E. Peek
Treasurer.....T. D. Scheidler
Secretary.....William Lochhead
Advertising.....Ed Van Riper
BRANCH OFFICE: 13 East 40th Street, New York, N. Y., Phone, LExington 8-8555, Export, Arthur Roeka.

PRODUCTS: Vibrators, vibrator power supplies, RR marine and bus fluorescent lighting equipment.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: No. 2-2163

Manager.....D. A. Marcus
Chief Engineer.....S. K. Babcock
Purchasing Agent.....W. C. Keeler
Production Supt.....W. J. Cumming
Asst. Engineer.....E. J. Morefield

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphones.

Electronic Tube Corp.

1200 E. Mermaid Ave., Phila. 18, Pa.
Phone: Chestnut Hill 6800

President-Treasurer.....Seymour Turner
Vice-Pres. & Secy.....Henry Temin
Vice-President.....Henry Bemford

PRODUCTS: Cathode ray tubes, special electronic tubes (all types), electronic equipment (various types).

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: CHelsea 2-1800

President.....Benjamin Abrams
Secy. & Treas.....Max Abrams
Vice-Pres. in Charge of Sales

Charles Robbins
Vice-Pres. Engineering & Production
Dorman D. Israel
Manager of Govt. Contracts.....H. J. Dostal
Controller.....M. E. Ornitz
Dir. of Purchasing.....J. L. Herold

PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Epsy Manufacturing Co., Inc.

305 East 63rd St., New York 21, 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.

Erco Radio Laboratories Inc.

Hempstead, Long Island
Phone: Hempstead 6985-985

PRODUCTS: Receivers, Transmitters, Radio Airport Traffic Control Equipment, Radio Frequency Standards, Radio Communications Equipment, Radio Test Equipment. (*resonance meters.)

AFFILIATED COMPANY: Aero Communications, Inc., Hempstead, Long Island, N. Y., Phone, Hempstead 6985-985.

PRODUCTS: Receivers, transmitters, radio airport traffic control equipment, radio frequency standards, radio communications equipment, radio test equipment, and resonance meters.

Erie Resistor Corp.

644 West 12th St., Erie, Pa.

President.....G. Richard Fryling
Vice-Pres. in Charge of Sales...W. H. Fryling
Sales Mgr. of Electronic Division

A. K. Shenk
Sales Mgr. of Plastics Division...J. P. Quinn

PRODUCTS: Carbon resistors; ceramic, silver mica, ceramic trimmer condensers, custom molded plastics.

Evanston Sound Proof Door

1127 Hinman Ave., Evanston, Ill.

Phone University 2758

Manager.....W. W. Lloyd
PRODUCTS: Sound Proof Doors.

Fada Radio & Electric Co., Inc.

3020 Thomson Avenue, Long Island City,
New York

President.....J. M. Marks
Vice-President.....B. Lippin
Chief Engineer.....A. Carr
Credit Mgr.....H. H. Carlsh
Credit Mgr.....D. I. Marks
Purchasing Agent.....I. N. Marks

PRODUCTS: Radio receivers and communication equipment.

Fairchild Camera and Instrument Corporation

475 10th Ave., N. Y. 18, N. Y.

Phone LOngacre 3-1255

President.....J. S. Ogsbury
Exec. Vice-Pres.....E. Robinson
Vice-President.....C. A. Harrison
Vice-Pres. & Secy.....C. L. Terrill
Vice-President.....J. A. Hewlett
Treasurer.....J. H. Dalton
Dir. Eng. & Research.....R. H. Lasche
Asst. Vice-Pres. & Works Manager

R. A. Draghi
Asst. Vice-President.....R. G. Sanders
Purchasing Agent.....J. E. Kaiser
Dir. of Publicity.....R. H. Bailey
Advertising Manager.....H. K. Yulke

PRODUCTS: Sound recording equipment.

Farnsworth Television & Radio Corporation

372 East Pontiac St., Fort Wayne 1, Ind.

Phone Anthony 5301

President.....E. A. Nicholas
Vice-President (Sales).....E. H. Vogel

Vice-President (Engineering)

B. Ray Cummings

Vice-President & Treasurer...J. P. Rogers
Manager, Purchasing Department

E. S. Needler

Sales Manager, Capehart Division

I. C. Hunter

Manager, Advertising and Sales

Promotion.....J. S. Gareeau

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters and tubes, studio equipment.

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.

591 Broad St., Newark, N. J.

Manager.....T. M. Douglas
PRODUCTS: Broadcasting and point-to-point equipment; land, marine and air sets; vacuum tubes and crystals.

Felt Products Mfg. Co.

1504-16 Carroll Ave., Chicago 7, Ill.

Phone: Mon. 6750-56

President.....A. Mecklenburger
Mgr. of Industrial Division...B. J. Schwinn
Field Engineer.....Fred C. Johnson

PRODUCTS: Felt washers, paper parts, paper insulation special shapes, acetate cellulose special shapes, radio backs, and special shapes die cutting.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.

Phone Circle 7-0912

Vice-President.....W. R. Spittal
Secretary.....M. J. Pope

PRODUCTS: Audio and power, transformers, chokes, filters, wiring and assembly, sheet metal, and bakelite fabrication.

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.

200 Hudson St., New York 13, N. Y.

Phone: Walker 5-8765

President.....Max Adelberg
 Vice-President.....Arthur Freed
 Treasurer.....Melvin Zalkin

PRODUCTS: Radio-phonograph combinations all with FM.

Freeland & Olschner Products, Inc.

611 Baronne St., New Orleans 13, La.

Phone Raymond 4576

President.....W. T. Freeland
 Vice-President.....C. E. Olschner, Jr.
 Treasurer.....J. H. Dallmann

PRODUCTS: Repair of large transmitting tubes.

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 Corp.

4545 Augusta Blvd., Chicago 51, Ill.

Phone: SPalding 6500

President.....Paul V. Galvin
 Vice-President.....Frank O'Brien

PRODUCTS: Receiving sets, radio phonograph combinations, FM receiving sets, record-players, AM and FM 2-way police radio communication systems.

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.

Phone: MAin 4-6044

President.....Max W. Weintraub
 Sales Manager.....Louis Silver
 Chief Engineer.....B. S. Trott

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment.

Gates Radio & Supply Co.

Quincy, Ill.

Phone 522

General Manager.....P. S. Gates
 Chief Engineer.....Fred Grimwood

PRODUCTS: All types of radio transmitting equipment and allied apparatus.

**General Electric
 Electronics Department**

1 River Rd., Schenectady, N. Y.

Phone: SChenectady 4-2211

President of Company.....C. E. Wilson

Vice-Pres. in Charge of Electronics Dept.
 Dr. W. R. G. Baker

Genl. Sales Mgr.....A. A. Brandt

Acting Advertising Mgr.....J. G. Porter

Acting Publicity Mgr.....E. L. Robinson

BRANCH OFFICES: 570 Lexington Avenue, New York, N. Y., District Manager, H. J. Mandernach; 140 Federal Street, Boston, Mass., District Manager, R. L. Hanks; 1405 Locust Street, Philadelphia, Pa., District Manager, T. B. Jacobs; 4966 Woodland Avenue, Cleveland, Ohio, District Manager, R. P. VanZile; 840 South Canal Street, Chicago, Ill., District Manager, G. S. Peterson; 1801 North Lamar Street, Dallas, Texas, District Manager, T. B. Willard; 235 Montgomery Street, San Francisco, Calif., District Manager, W. A. Boland; 187 Spring Street, N. W., Atlanta, Ga., District Manager, R. N. Fowler; 106 West 14th Street, Kansas City, Mo., District Manager, R. J. Meigs.

PRODUCTS: All facilities engaged now in making electronics products for the armed forces. In all branches of the radio field.

General Electronics Inc.

1819 Broadway, Room 1410

New York 23, N. Y.

Phone: Circle 7-8093

Treasurer.....D. E. Replogle
 Sales Manager.....T. A. Haish

PRODUCTS: Electron power and transmitting tubes.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio

Phone: 2235

President.....A. W. Fritzsche

Treasurer.....C. F. Russert

Vice-Pres., Factory Mgr.-Plastics Div.

O. W. Marsh

Vice-Pres., Factory Mgr.-Mech. Div.

W. A. Schmittgen

Vice-Pres., Sales Mgr. of Mechanical Div.

H. E. Moon

Vice-Pres., Sales Mgr. of Plastics Div.

M. O. Barshard

PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.

Phone: ELizabeth 3-4400

President.....A. Blumengrantz

Chairman of Board.....S. Cohen

Exec. Vice-Pres.....R. E. Laux

Vice-Pres. in Charge of Sales...Don J. Phelps

Sales Manager.....G. P. Marron

Chief Engineer.....H. M. Detrick
Purchasing Agent.....C. B. Townley
BRANCH OFFICE: 737 N. Michigan Avenue, Chicago, Ill., Phone, Delaware 1048, Executive-in-Charge, H. Berman, LeRoy Parr.

PRODUCTS: Variable condensers, record changers, tuning mechanisms.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Gen. Manager.....Edward Metzger
Sales Manager.....Morris Perlman
Chief Engineer.....Gunnard Swedlund
Credit Manager.....Vera Ludwig
Purchasing Agent.....Ernest Neustadter

PRODUCTS: Fabricators of laminated phenolic materials.

General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.

Phone: FItzroy 5760

President.....Charles M. Hofman
Sales Manager.....O. H. Hofman

PRODUCTS: Magnets.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 4400

Chairman of Board.....H. B. Rielmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Production.....C. C. Carey
Chief Engineer.....M. Eastham

BRANCH OFFICES: Room 1504, 90 West Street, New York 6, N. Y., Phone, COrtlandt 7-0850, Engineer, M. A. Gilman; 920 South Michigan Avenue, Chicago 5, Ill., Phone, Wabash 3820, Engineer, L. E. Packard; 1000 North Seward Street, Los Angeles 38, Calif., Engineer, F. Ireland.

PRODUCTS: Radio and electronic instruments.

Goat Metal Stampings, Inc.

314 Dean Street, Brooklyn 17, N. Y.

President.....Walter Goat
Vice-President.....Jens Mortensen
Secretary.....Edward F. Staver
Sales Manager.....Edward M. Haines

PRODUCTS: Tube shields—small intricate drawn, formed and stamped parts, manufactured to very close tolerances from the difficult working metals and alloys.

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 South Indiana Ave., Chicago, Ill.

Phone: CALumet 1600

President.....W. J. Halligan
Vice-President.....R. W. Durst
Asst. Secretary.....J. J. Frendreis
Chief Engineer.....R. E. Samuelson
Purchasing Agent.....E. J. Corcoran
Factory Supt.....H. Hartley
Personnel Mgr.....K. McClelland
Traffic Manager.....E. A. LaBelle
Advertising Mgr.....E. G. Brown

PRODUCTS: Short-wave radio communication receivers and transmitters.

Hamilton Radio Corp.

510 Sixth Ave., New York 11, N. Y.

Phone: GRamercy 7-5210

President.....A. A. Juviler
Vice-President.....P. L. Schoenen
Asst. Treasurer.....M. Sobin
Director of Sales.....J. F. Crossin
Chief Engineer.....J. Ravdin
Dir. of Engineering Design & Development
N. P. Case

Purchasing Engineer.....M. Z. Landau
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.

Phone LOngaere 5-1300

President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
V-P.....H. B. Macartney
Secretary-Comptroller.....E. A. Wittmer
Advertising Mgr.....G. W. Stuart

PRODUCTS: Manufacturers of precision communications equipment.

Harco Steel Construction Co., Inc.

1180 E. Broad St., Elizabeth 4, N. J.

Phone: Elizabeth 2-0826

President & Treasurer.....Harold Cohen
Secretary.....Hugo E. Kern
Vice-President.....C. S. Loftus

PRODUCTS: Radio masts and towers.

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 Radio Laboratories, Inc.

417 Concord Avenue, Cambridge 38, Mass.

Phone: Trowbridge 2800

President.....Frank Lyman, Jr.

Sales Manager.....James E. McDonald
 Chief Engineer.....Arthur L. Quirk

PRODUCTS: Police two-way equipment, marine equipment (radio direction finders), regulated and high voltage power supplies, communications equipment, electronic equipment.

Harvey-Wells Communications, Inc.

North Street, Southbridge, Mass.
 Phone SOUTHridge 1940

President & Treasurer.....John M. Wells
 Vice-President & Chief Eng....C. A. Harvey
 Vice-President & General Manager
 Richard A. Mahler

PRODUCTS: Radio transmitting and receiving equipment; rectifier and power supply equipment.

Haydu Brothers

Plainfield, New Jersey
 Phone: Plainfield 6-0878

Partner.....George K. Haydu
 Partner.....Zoltan Haydu
 Sales & Prod. Mgr....Alexander Fleishman
 Chief Engineer.....Zoltan Haydu
 Purchasing Agent.....Milton H. Scherr

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hazeltine Corporation

1775 Broadway, New York 19, N. Y.
 Phone: COlumbus 5-0793

Chairman.....Edgar Rickard
 President.....Jack Binns
 Vice-Pres.-Chief Eng.....W. A. McDonald
 Asst. Treas.....Herbert F. Clough

PRODUCTS: Patents and engineering service to manufacturers.

Hoffman Radio Corp.

3430 So. Hill St., Los Angeles 7, Calif.
 Phone: PRospect 3446

President.....H. L. Hoffman
 Vice-President, Engineering...W. S. Harmon
 Purchasing Agent.....P. L. Fleming
 Secretary.....R. A. Yarcho
 Treasurer.....G. G. Davidge
 Sales Manager.....R. J. McNeely

PRODUCTS: The following are manufactured now: antenna box kites, variable condensers, frequency meters, transmitters, receivers, and miscellaneous electronic equipment.

Hollister Crystal Co.

1617 Pearl St., Boulder, Colo.
 Phone BOulder 1720

Manager.....Herb Hollister
 Production Manager.....Ted Heithecker
PRODUCTS: Quartz Crystals.

Howard Radio Co.

1735 Belmont Ave., Chicago 13, Ill.
 Phone: BITtersweet 4433

President.....Joseph F. Riley
 Vice-President.....J. M. Muniz
 Treasurer.....G. L. Turnquist
 Chief Engineer.....W. James
 Purchasing Agent.....N. J. McCurdie
PRODUCTS: AM-FM radios and phonograph combinations, television receivers, recording discs and other electronic products.

Hudson American Corp.

23 West 43rd St., New York 19, N. Y.
 Phone: BRyant 9-1982

President.....Hazard E. Reeves
 Vice-President.....Neil K. Hoskins
 Vice-President.....E. L. Wayman, Jr.
 Public Relations Dir.....Fred H. Pinkerton
 Treasurer.....L. D. Ely
 Sales Manager.....P. E. Bowen
 Chief Engineer.....A. Hass
 Credit Manager.....W. H. Wadhams, Jr.
PRODUCTS: Communications equipment.

Hytron Corp.

76 Lafayette St., Salem, Mass.
 Phone: SAlem 2260

President.....Lloyd H. Coffin
 Genl. Manager.....Bruce A. Coffin
 Vice-President.....Edgar M. Batchelder
BRANCH OFFICES: 315 Fourth Avenue, New York, N. Y., Phone, Gramercy 5-5583.
 Salesman, David Cogan; 43 East Ohio Street, Chicago, Ill., Phone, Canal 2616, Salesman, Ira L. Arkin, Commercial Engineer, Alfred Koenig.

PRODUCTS: The following vacuum tubes: receiving, ballast, hearing-aid, very-high-frequency triodes and pentodes, miniatures, medium and low-power transmitting triodes, R. F. beam tetrodes (particularly instant-hearing), R. F. pentodes, gaseous voltage regulators, and rectifiers.

Ideal Fluorescent Products Co.

150 Summit St., Newark, N. J.
 Phone: MI 2-6466

Manager.....Herman K. Kuthe
PRODUCTS: "Ideal" fluorescent starter switches, and electronic tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President & Treas.....A. D. Plamondon, Jr.
Vice-Pres. & Genl. Mgr....Joseph F. Drennan
Secretary.....Albert Kalm

Asst. Secretary.....M. J. Drew
BRANCH OFFICES: 51 E. 42nd Street,
New York, N. Y., Phone, MURray Hill 2-
3239, Sales Engineer, Philip Smith; 1537
Main Street, Springfield, Mass., Phone,
Springfield 6-8157, Sales Engineer, Frank A.
Hayden; 908 Fisher Bldg., Detroit, Mich.,
Phone, Madison 4320, Sales Engineer, J.
Henry Smith; 646 North Fuller Avenue, Los
Angeles, Calif., Phone, Whitney 2122, Sales
Representative, C. W. Warren; 1045 Bryant
St., San Francisco, Calif., Phone, Underhill
9966, Sales Representative, A. M. Schweitzer.

PRODUCTS: Permanent magnets, radar
magnet assemblies, alloy castings, and ground
rod.

Industrial & Commercial Electronics

601 O'Neill Ave., Belmont, Calif.
Phone: Belmont 64

President.....Ralph C. Shermund
Vice-President.....Charles V. Litton
Chief Engineer.....D. Gordon Clifford
Credit Manager.....G. C. Stupariich
Purchasing Agent.....M. C. Keil
PRODUCTS: Industrial transmitting tubes.

Insuline Corp. of America

3602-10 35th Ave., Long Island City, N. Y.
Phone AStoria 8-3738

President.....S. J. Spector
Sales Manager.....Edward J. Cohen
Vice-Pres.-Treas.....Edward J. Cohen
Production Manager.....C. W. Peterson
PRODUCTS: Radio Receiving-Transmit-
ting Parts and Accessories, Stamping Metal
Goods, Radio Chassis, Metal Cabinets, Plugs,
Jacks, Sockets, Screw Machine Parts, Test
Tools, Test Leads.

International Detrola Corporation

Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100

President.....C. Russell Feldmann
Treasurer.....R. J. Nixon
Service Manager.....K. L. Granger
Purchasing Agent.....R. H. Wann
Detrola Radio Div., Detroit, & Gen. Mgr.

Fleming Johnson
Director of Eng.....R. M. Daugherty
PRODUCTS: Electric sets: compact, table,
portable, consoles; battery sets: automobile,
portable, portable AC-DC, table; combina-
tions: radio-phonograph-radio phonograph
automatic record changers; frequency-modu-
lation sets; console, also aviation sets and
record-players.

International Resistance Co.

401 N. Broad St., Phila. 3, Pa.
Phone: Walnut 2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres., Chief Eng.....Jesse Marsten
Manager, Industrial Div.....H. G. Beebe
Manager, Radio Division.....C. H. Griffith
Manager, Merchandise Div.....Robert Bagg-

BRANCH OFFICE: 165 Broadway, Room
1438, New York, N. Y., Manager, A. H. Hard-
dick, Sales Engineer, W. T. Kelly.

PRODUCTS: Fixed and variable resistors,
volume and tone controls, potentiometers,
attenuators, and power rheostats.

Irvington Varnish & Insulator Co.

6 Argyle Terrace, Irvington 11, N. J.
Phone: ESsex 3-4200

Pres. & Genl. Mgr.....A. E. Jones
Vice-Pres., Dir. of Sales....F. A. Shoemaker
Vice-Pres., Mfg.....R. Metzger
Secretary.....F. M. Miller
Treasurer.....Carl Egner
Genl. Sales Manager.....J. J. Connors
Purchasing Agent.....K. C. Johnson
PRODUCTS: Insulating material, tubing.

Isolantite Inc.

343 Cortlandt St., Belleville, N. J.
Phone: Belleville 2-4600

Vice-Pres.-Gen. Mgr.....G. W. Hawkins
Works Manager.....H. D. Clifton
Gen. Sales Manager.....E. A. Domber
Comptroller.....A. F. Heard
BRANCH OFFICES: 43 East Ohio Street,
Chicago, Ill., Phone, Superior 5925, District
Engineer, H. Pretat; Bulkeley Building,
Cleveland, Ohio, District Representative,
C. E. White.

PRODUCTS: Steatite, high frequency
radio insulators, coaxial transmission line
and accessory equipment, special antenna
equipment.

J. F. D. Manufacturing Co.

4111 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WInsdor 8-3100

Owner.....Julius Finkel
Sales Manager.....Walter Bergman
PRODUCTS: Antennas, replacement ballast
tubes, dial belts, battery plugs, battery adap-
ters.

The Jackson Electrical Instrument Co.

131 Wayne Ave., Dayton 1, O.
Phone: Hemlock 4076

President.....Paul F. Jackson
Vice-President.....George M. Buchard
PRODUCTS: Test equipment.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....J. C. Daley
Exec. Vice-Pres.....Alfred E. Tregenza
Vice-Pres. & Secy.....J. M. Bennan
PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: PORTsmouth 7600

President.....W. E. Maxon
Vice-President & Sales Manager..T. A. White
Vice-President & Chief Eng...H. S. Knowles
PRODUCTS: Loudspeakers, public address equipment.

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 990

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, Special Antennas, & Special Order Equipment.

Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago 38, Ill.
Phone PORTsmouth 6900

President.....J. G. Kellogg
Sales Manager.....F. M. Parsons
PRODUCTS: Oil and wax condensers, communications equipment, microphones, earphones, noise filters, volume controls, retractable electrical cords (Koilod Kords).

Ken-Rad Tube & Lamp Corp., Inc.

Owensboro, Ky.
Phone: Owensboro 2000

President.....Roy Burlew
Sales Manager.....R. W. Metzner
PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.

840 Barry St., New York 59, N. Y.
Phone DAYton 9-0100

President.....Franklin P. Kenyon
Vice-President & Chief Engineer
Richard B. Shimer
BRANCH OFFICES: 21 E. Van Buren St., Chicago, Ill.; 6406 Sunset Blvd., Hollywood, Calif.; F. Craig Palcn, Mgr.; 262 Grayson Pl., Teaneck, N. J.
PRODUCTS: Transformers, Reactors, Filters.

Kerrigan Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: Spaulding 7210

Partner.....Vincent M. Kerrigan
Partner.....Charles F. Lewis
PRODUCTS: Magnet and Litzendraht Wire.

"King Brand" Music Papers

1595 Broadway, New York, N. Y.
Phone CI 6-0488

Contact....."Wes" Cowen
BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif. PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Duplicating Papers, Music Tables.

King Laboratories, Inc.

205 Oneida St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
General Manager.....W. R. MacLeod
Secy. & Treas.....George L. King
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings.

Kluge Radio Co.

1913 Montrose St., Los Angeles 26, Calif.
Phone Exposition 1742

Owner.....Myron E. Kluge
PRODUCTS: Radio and electronic equipment.

Kuthe Laboratories, Inc.

150 Summit St., Newark 4, N. J.
Phone: MITchell 2-6466

President.....Herman K. Kuthe
PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty—gas filled tubes.

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 3, N. Y.
Phone: ALgonquin 4-0230

President.....Milton W. Blatner
Vice-President.....B. Eisenberg
Secretary.....Julius Kriser
PRODUCTS: Electronic timers (photographic and industrial), electro shock therapy, microphones, communicating systems.

Lenz Electric Manufacturing Co.

1751 N. Western Ave., Chicago, Ill.
Phone: ARMitage 4454

President.....J. Mayo Lenz
Vice-President.....P. C. Lenz
Chief Engineer & Sales Manager.....R. G. Zender
PRODUCTS: Wires, cords and cables.

Libbey Glass

Division of Owen-Illinois Glass Co.

P. O. Box 919, Toledo 1, Ohio
Phone: Pontiac 3411

President.....J. P. Lewis
Vice-Pres.-Dir. of Sales.....F. J. Solon
Mgr., Industrial Sales.....R. W. Rogers
Chief Engineer.....H. R. Schutz
Credit Manager.....C. B. Rairdon
Purchasing Agent.....C. L. Rice
Export Manager.....O. R. Hecht
Service Manager.....G. H. Meeker
PRODUCTS: Lead, lime and borosilicate glass handmade bulbs; general lime glass containers.

Lifetime Sound Equip. Co.

1101 Adams St., Toledo, O.
Phone Main 5643

General Manager.....Wm. H. Manoff
Factory Manager.....M. H. Manoff
Production Engineer.....F. L. Church

PRODUCTS: Microphones; Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Deflector Baffles.

John E. Lingo and Son, Inc.

28th St. and Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Chief Engineer.....Wesley Thompson
Production.....George Burrows
PRODUCTS: Vertical Radiators; Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.

Power Tube Division: 25 Grand St.
Norwalk, Conn.

Phone: Norwalk 6-5581

X-Ray Division: 1063 Hope Street
Springdale, Conn.

Phone: Stamford 4-5781

President.....R. R. Machlett
Vice-President.....W. E. Stevenson
Treasurer.....J. A. Lambert
Vice-Pres., Charge of Mfg.....J. W. Skehan
General Sales Manager.....H. J. Hoffman
Manager of Engineering.....T. H. Rogers
PRODUCTS: A complete line of Electronic tubes for X-Ray, radio transmitting, and industrial purposes.

The Magnavox Co.

2131 Bueter Rd., Fort Wayne, Ind.

President.....Richard A. O'Connor
Sales Manager.....Stanley S. Sondles
PRODUCTS: Speakers, capacitors.

Majestic Radio & Television Corporation

2600 West 50th Street, Chicago 32, Illinois
Phone: Hemlock 6800

President.....E. A. Tracey
Vice-President.....E. V. Otis
Vice-President in Charge of Engineering, D. E. Foster
Vice-President in Charge of Production, A. W. Freese
Director of Sales.....Parker H. Ericksen
Export Manager.....C. V. del Mercado
Purchasing Agent.....A. G. Ginsberg
Asst. Treasurer.....C. E. Underwood
Dir. of Purchasing.....J. O. Copel
Works Manager.....John Stevens
PRODUCTS: Radio Receiving and Transmitting Sets.

John Meek Industries

Plymouth, Ind.
Phone: Plymouth 33

President.....John S. Meek
Sales Manager.....W. W. Montgomery
Chief Engineer.....Charles Wexler

EQUIPMENT MANUFACTURERS

BRANCH OFFICES: 500 Fifth Avenue, New York, N. Y., Phone, CHickering 4-3545, Eastern Manager, J. W. Spangenberg; 540 North Michigan Avenue, Chicago, Ill., Phone, Delaware 1561, Executive-in-Charge, L. C. Cushing.

PRODUCTS: Home radio sets, phonographs, sound equipment.

Meissner Mfg. Co.

7th and Belmont Streets, Mt. Carmel, Ill.
Phone: Mt. Carmel 733

President.....J. T. Watson
Exec. Vice-Pres.....G. V. Rockey
Vice-Pres., Sales.....O. F. Jester
Vice-Pres., Eng.....E. J. Stanmyre
Treasurer.....G. W. Osbeck
Secretary.....M. A. Hubbard
Factory Manager.....F. B. Lester
Manager, Planning Department

L. V. Sorensen
Purchasing Agent.....E. O. Braun

BRANCH OFFICE: Palmolive Bldg., Chicago, Ill., Phone, Delaware 8233, Vice-President, O. F. Jester.

PRODUCTS: Radio-phonographs, radar, television, FM converters, amateur receivers, amateur transmitters, test equipment, recording equipment, R. F. coils, I. F. coils, trimming condensers, padding condensers.

Merit Coil & Transformer Corp.

311 North Desplaines St., Chicago 6, Ill.
Phone: Monro 1840

President.....Charles C. Koch
Vice-President.....Harold Jones
Sales Manager.....Charles C. Koch
Chief Engineer.....Harold Jones
Credit Manager.....A. G. Schmidt
Purchasing Agent.....Arthur J. Herold
Service Manager.....Harry R. Koch

PRODUCTS: Transformers, coils, special windings and cable assemblies.

Micamold Radio Corp.

1087 Flushing Ave., Brooklyn 6, N. Y.
Phone: STagg 2-9820

President.....A. P. Hirsch
Sales Manager.....E. B. Tyler
Vice-President.....F. A. Whiting
Purchasing Agent.....J. Roth

PRODUCTS: Transmitting, mica, molded paper, paper, and electrolytic condensers; resistors; ceramics; oil and tubular condensers.

Micro Switch Division of First Industrial Corporation

Freeport, Ill.
Phone: State 900

President.....W. B. Schulte

Vice-President.....A. L. Riche
Sales Manager.....F. E. Wilsey

BRANCH OFFICES: 126 Newbury Street, Boston 16, Mass., Phone, COMMONwealth 3715, Branch Manager, J. J. Cassidy; 43 East Ohio Street, Chicago 11, Ill., Phone, SUPerior 0680; 4900 Euclid Avenue, Cleveland 3, Ohio, Phone, EXpress 1424, Branch Manager, A. W. Wacaser; 1709 West 8th Street, Los Angeles 14, Calif., Phone, EXposition 1169, Branch Manager, E. N. Hughes, Field Engineer, V. J. Warne; 11 Park Place, New York 7, N. Y., Phone, REctor 2-4328, Branch Manager, J. K. Lincoln; 2502 McKinney Avenue, Dallas 2, Texas, Phone, Lakeside 7821, Representative, E. T. Summers; 917 South West Oak Street, Portland, Oregon, Phone, BRoadway 3830, Representative, Don Burcham; 1218 Olive Street, St. Louis 3, Mo., Phone, CEntral 6300, Representative, N. W. Kathrinus.

PRODUCTS: Precision snap-acting micro switches and auxiliary actuators, micro limit switches, special micro switches, thermally operated micro switches, explosion-proof micro switches, splash-proof micro switches.

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.
Phone GRamercy 5-9466

President.....Dr. R. Byrne
Secretary.....J. M. Kuhlik, Sc.D.
Treasurer.....H. B. Kuhlik
Advertising Mgr.....J. V. Conniff
Vice-President.....G. Ruskin
Public Relations.....B. Burns
Electronics Head.....P. Katzoff, E.E.

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictated Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion.

James Millen Manufacturing Co., Inc.

150 Exchange Street
Malden 48, Massachusetts
Phone: Malden 4108 and 4109

President.....James Millen
Vice-President.....Robert S. Millen
Sales Manager.....James Millen
Chief Engineer.....R. Wade Caywood
Purchasing Agent.....Robert Harpell
Export Manager.....C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and all component parts.

Mirror Record Corp.

58 W. 25th St., New York 10, N. Y.
Phone CH 3-2222

Pres. & Treas.....Paul K. Trautwein
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

The Muter Co.

1255 S. Michigan Ave., Chicago, Ill.
Phone: CALumet 4000

President.....Leslie F. Muter
Vice-President.....J. R. Scanlan
Production Engineer.....C. M. Kramer
PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I.F. and R.F. transformers.

National Carbon Co. Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-6800

President.....A. V. Wilker
Vice-Pres. & Gen. Mgr.....J. M. Spangler
General Sales Manager....C. O. Kleinsmith
Chief Engineer.....L. M. Temple
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 Union Radio Corp.

15 Washington St., Newark 2, N. J.
Phone: HUMBoldt 2-5050

President.....S. W. Muldowny
Controller.....E. O. Sandstrom
Dir. of Labor Relations.....A. C. Beeson
Sales Manager.....H. A. Hutchins
Dir. of Distributor Sales....J. H. Robinson
Production Manager.....F. A. Turnquist
Dir. of Public Relations.....Ed DeNike
Credit Manager.....H. A. Pope
Dir. of War Service.....J. J. Clune
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.
Phone: COLUMbus 5521

President.....Q. G. Noblitt
Vice-President.....G. W. Thompson
Sales Manager.....G. T. Ritter
Sales Manager.....J. C. Marshall
PRODUCTS: AM and FM radios for civilian use, electronic equipment for the Signal Corps.

Northern Electric Co., Ltd.

1261 Shearer St., Montreal, P. Q., Canada
Phone Wilbank 3131

President.....P. F. Sise
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 10, Ill.
Phone: MOHawk 2222

President.....Edward F. Bessey
1st Vice-Pres., in Charge of Sales
R. A. O'Reilly
Secretary.....William Mastney
Chief Engineer.....E. J. Mastney
Purchasing Agent.....D. L. Bradley
PRODUCTS: Switches, vibrators, condensers, tuners, rotary relays, record changers.

The Ohio Carbon Co.

12508 Berea Rd., Cleveland 11, Ohio
Phone: Boulevard 2700

President.....Allen K. Moulton
Sales Manager.....I. W. Brandel
Chief Engineer.....A. A. Stark
PRODUCTS: Carbon resistors, wire-wound resistors, paper resistors, radar and electronic applications.

Ohmite Mfg. Co.

4835 Flournoy St., Chicago 44, Ill.
Phone: Austin 1070

President.....D. T. Siegel
Treasurer.....W. B. Hills
Vice-Pres., Production.....J. S. Howe
Vice-Pres., Sales.....R. S. Laird
Chief Engineer.....H. Levy
Purchasing Agent.....A. Stolzenfeldt
PRODUCTS: Rheostats, resistors, rotary tap switches, R. F. and power line chokes, and attenuators.

Operadio Manufacturing Co.

St. Charles, Ill.
Phone: MANsfield 6446

President.....J. M. Stone
Vice-President & Gen. Manager...G. R. Haase
Secy. & Treas.....L. A. King
Purchasing Agent.....E. E. Swick
Chief Engineer.....J. F. McCraigh
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., Los Angeles 28, Calif.
Phone: HEMPstead 5141

President.....Robert G. Metzner
Secretary-Treasurer.....William L. Maas

BRANCH OFFICE: 4821 Bethesda Avenue,
Bethesda 14, Md. (Washington, D. C.).
Phone, Wisconsin 3144, Representative, Wil-
liam H. Holmes.

PRODUCTS: Phonographs, electric and
acoustic; transcription reproducers; public
address systems; etc.

Packard-Bell Co.

1115 S. Hope St., Los Angeles 15, Calif.
Phone: PROspect 3404

President.....Herbert A. Bell
General Manager.....H. D. Thomas, Jr.
Director of Sales.....J. M. Spain
Chief Engineer.....A. R. Ellsworth
Purchasing Agent.....A. T. Baxter

PRODUCTS: Radio communication and
test equipment, radar, electronic navigation
devices. (Peace-time products: radio receiv-
ers, radio-phonograph combinations, radio-
phonograph-recorders.)

Philco Corp.

Tioga & C Sts., Philadelphia, Pa.
Phone: NEBraska 5100

Chairman of the Board.....Larry E. Gubb
Chairman of Exec. Comm..James T. Buckley
President.....John Ballantyne
Vice-Pres., Charge of Operations

Wm. Balderston
Vice-Pres., Charge of Sales
Thomas A. Kennally
Vice-Pres., Charge of Merchandising

James H. Carmine
Chief Radio Engineer.....Palmer M. Craig
Chief Television Eng.....F. J. Bingley
Director of Research.....David B. Smith
Vice-Pres., Charge of Service.....R. F. Herr
accessories, batteries, radar equipment.

Philharmonic Radio Corp.

528 E. 72nd St., New York 21, N. Y.
Phone: BUtterfield 8-2300

President.....Avery R. Fisher
Vice-Pres.....Victor Brociner
Vice-Pres.....Stanley Bogart
Secretary.....J. A. Coleman
Comptroller.....Victor J. Olearo
Asst. Secy-Treas.....George F. Tiernan
Chairman of Board.....Thomas R. Jones

PRODUCTS: FM-AM radio-phonographs,
FM-AM receiving sets, electronic test equip-
ment, military radio and radar.

Philmore Mfg. Co.

114 University Pl., New York 3, N. Y.
Phone: ALGonquin 4-3363

Manager.....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....R. Rosen
Export Manager.....M. L. Granat
Service Manager.....Theodore Kunze
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur sets, crystal sets,
microphones (carbon type), detectors, plugs,
1, 2 and 3-tube receivers, headphones, sig-
nal keys, short wave and broadcast plug-in
coils, aerial kits, speaker microphones, spring
aerials.

Phonovision Corp.

850 Blackhawk St., Chicago 22, Ill.
Phone: Michigan 0800

President.....Harry J. Berlin
Chief Engineer.....M. Kenney
Credit Manager.....F. Kosecki
Purchasing Agent.....A. E. Neuhauser

PRODUCTS: Amplifiers and 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-phonog-
raph combinations, FM receiving sets, tele-
vision receiving sets.

Poinsettia, Inc.

96 Cedar Ave., Pitman, N. J.
Phone Pitman 511
Phone: Pitman 196

President.....E. Poinsett
Secy. & Treas.....E. P. Carter
PRODUCTS: Phonograph Record Manu-
facturing Equipment.

Press Wireless, Inc.

1475 Broadway, New York, N. Y.
Phone: BRyant 9-5030

President.....A. Warren Norton
Vice-Pres.....E. J. Kerrigan
Dir. of Communications.....D. K. deNeuf
Dir. of Manufacturing...Ray H. dePasquale
Treasurer.....James Humphry, Jr.
Gen'l Attorney-Secy.....J. E. Denning
BRANCH OFFICE: 1680 Vine Street, Hol-
lywood, Calif. Phone, Granite 7171, Manager
of Pacific Division, E. N. Dotson.

PRODUCTS: High power radio transmit-
ters, diversity receivers, aircraft and airfield
radio equipment, radio printer systems, mod-
ulex units, channeling devices, radio photo
terminals, facsimile machines.

Presto Recording Corp.

242 W. 55th St., New York 19, 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 Record
ing 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 Record-
ing Heads, Transcription Turntables and Re-
cording Machines.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.
Phone: Camden 7300

President.....Stanley S. Cramer
Vice-President.....Russell E. Cramer
Secy. & Treas.....William W. Paul
Factory Manager.....Frank A. Cowgill
Chief Engineer.....Joseph S. Robb
Purchasing Agent.....James W. Willard
Sales Manager.....William J. May
Dir. of Labor Relations...William J. McHugh
BRANCH OFFICES: 4447 Armitage
Street, Chicago, Ill., Western Sales Manager,
Robert M. Buesman; 420 Lexington Avenue,
Room 611, New York, N. Y., New York Rep-
resentative, Phil R. Fixel; 3415 West 8th
Street, Los Angeles, Calif., West Coast Rep-
resentative, Carl A. Stone.

PRODUCTS: Variable air condenser for
commercial radio sets and special trans-
mitter, receiver and detector equipment.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.
Phone: AStoria 8-1010

President.....Charles M. Srebroff
Vice-Pres.....Frank A. Gunther
Secretary.....Marion Wade
BRANCH OFFICES: 5334 Hollywood
Blvd., Hollywood, Calif. Norman B. Neeley;
2040 Grand River Ave. W., Detroit, Mich.,
M. N. Duffy; 612 North Michigan Blvd., Chi-
cago, Ill., REL Equipment Sales, Inc., Ex-
ecutive-in-Charge, R. B. Ritter.

PRODUCTS: Broadcast transmitters, fre-
quency modulation and amplitude modula-
tion, antennas, test equipment, FM speech
consoles, FM studio to transmitter relays,
FM receivers, loudspeaker units, portable
transmitters for remote pick-up service, mo-
bile two-way FM transmitters and receivers
for Military and Municipal use.

RCA Victor Division

Camden, New Jersey
Phone Camden 8000

Vice-Pres., Charge of Division
Frank M. Folsom
General Manager.....Robert Shannon
Chief Engineer.....Dr. C. B. Jolliffe
Dir. of Finance & Accounts....J. G. Wilson
Dir. of Advertising.....C. B. Brown
Mgr. of Engineering Products Division
Meade Brunet
Mgr. of Radio, Television & Phonograph Div.
T. F. Joyce
Mgr. of Tube & Equipment Div.
L. W. Teegarden
Mgr. of Record Div.....J. W. Murray
Dir. of International Division....J. D. Cook

PRODUCTS: Custom built communication
and sound equipment, sound reinforcing
equipment, broadcast transmitters and studio
equipment, Industrial Sound Equipment, re-
cords and transcriptions, electronic tubes,
television transmitting and receiving equip-
ment, FM transmitting and receiving equip-
ment, special electronic apparatus and fac-
simile equipment.

Raytheon Production Corp.

55 Chapel St., Newton, Mass.
Phone: BIGelow 7500

President.....L. K. Marshall
Vice-Pres.-Treas.....D. T. Schultz
Secretary.....D. L. Trouant

BRANCH OFFICES: Electronic Equipment
Division, Seyon Street, Waltham, Mass.,
Phone, Waltham 5860, Plant Manager, G. E.
M. Bertram; Power Tube Division, Foundry
Avenue, Waltham, Mass., Phone, Waltham
5860, Plant Manager, P. L. Spencer; Electri-
cal Equipment Division, 190 Willow Street,
Waltham, Mass., Phone, Waltham 5860, Plant
Manager, G. E. M. Bertram; Radio Receiving
Tube Division, 55 Chapel Street, Newton,
Mass., Phone, Bigelow 7500, Plant Manager,
P. T. Weeks; Communication Division, 420
Lexington Avenue, New York, N. Y., Phone,
Mohawk 4-1341, General Manager, Joseph
Pierson.

PRODUCTS: Tubes.

Remler Co., Ltd.

2101 Bryant St., San Francisco 10, Calif.
Phone: VAlencia 3435

Pres.-Gen. Mgr.....E. G. Danielson
Sales & Advertising.....H. L. Parker
Chief Engineer.....H. A. Greene, Jr.

PRODUCTS: Electronic equipment since
1918. Radio broadcast receivers, attenuators,
tube sockets, plugs and receptacles, inter-
communication equipment, marine announc-
ing systems, precision plastic molding and
screw machine products.

Scophony Corp. of America

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5960

PresidentArthur Levey
Vice-President.....Joseph E. Swan
Treasurer.....Franklin Field
Director of Research...Dr. A. H. Rosenthal
BRANCH OFFICES: 40 Gloucester Sq.
W., London, Eng. Sir M. B. Carter, Chair-
man. Wells, Somerset, England, W. G.
Elcock, Managing Director.

PRODUCTS: Television projectors, elec-
tronic devices, Govt. work.

Sheridan Electro Corp.

2850 South Michigan Ave., Chicago 16, Ill.
Phone: Calumet 2100

President.....John J. Sheridan
Vice-Pres.-Sales Mgr.....Robert Shellow
Chief Engineer.....Kenneth W. Jarvis
Purchasing Agent.....John H. Stackhouse

PRODUCTS: Radio sets, transmitting ap-
paratus, and electrical appliances.

Sonora Radio & Television Corp.

325 N. Hoyle Ave., Chicago, Ill.
Phone: CHEsapeake 2323

President.....Joseph Gerl
Vice-President.....B. Freund
Sales Manager.....Edward Harris
Sales Promotion Mgr.....Herbert S. Hall
Recording Director.....Mary Ruebens
BRANCH OFFICE: 730 Fifth Ave., New
York, N. Y., Eastern Sales Manager, Milton
Benjamin.

PRODUCTS: Receiving sets, radio-phono-
graph combinations, phonograph records.

Sound, Inc.

221 E. Cullerton Street, Chicago 16, Ill.
Phone: Victory 7234

President-Sales Mgr.....Allen Shoup
Chief Engineer.....Fred Shoup
Credit Manager.....Henry Watkins
Purchasing Agent.....H. F. Costello

PRODUCTS: Sound equipment; 16 mm.
projectors.

The Sparks-Withington Co.

2400 E. Ganson St., Jackson, Mich.
Phone: Jackson 2-0461

Pres.-Gen. Mgr.....Harry G. Sparks
Mgr. of Radio & Appliance

Division.....C. J. Kayko
Sales Manager.....Harley R. Wall
Treasurer.....H. M. Johnston
Export Manager.....H. O. McClumpha
Service Manager.....J. M. Bowmaster

PRODUCTS: Receiving sets, radio-phono-
graph combinations, television sets, trans-
formers.

**Speak-O-Phone Recording
& Equipment Co.**

23 West 60th St., New York, N. Y.
Phone CO 5-1350

General Sales Manager.....C. A. Austin
Secretary.....R. L. Lee
PRODUCTS: Recording and reproducing
equipment.

Sperry Gyroscope Co. Inc.

Great Neck, New York,
Phone: Fieldstone 3-3600

President.....R. E. Gillmor
General Mgr.....P. R. Bassett
Gen. Sales Mgr.....H. H. Willis
Electronics Sales Mgr.....E. F. Lazar

PRODUCTS: KLYSTRON Tubes, radio
direction finders; electronic measurement
equipment.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 6000

Senior Vice-Pres.....F. A. Hiter
Manager, Radio Dept.....F. D. Masters
PRODUCTS: Receiving sets, radio-phono-
graph combinations, FM receiving sets, tele-
vision receiving sets, record-players.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone Culver 260

Pres.....Wesley M. Angle
Vice-Pres.-Gen. Mgr.....Ray H. Manson
Vice-Pres., Charge of

Finance.....Edwin C. Roworth
Vice-Pres., Charge of
BroadcastingWilliam Fay
Vice-Pres., Charge of
Sales.....Lloyd L. Spencer

Vice-Pres., Charge of
Eng. and Research.....Frederic C. Young
Sec., Asst. Gen Mgr.....Lee McCanne
Treasurer.....Wilbur W. Hetzel

Asst. Treas., Charge of
Credits & Priorities.....Arthur F. Gibson
Asst. Treas., Charge of

AccountingGordon G. Hoit
Asst. Sec.-Gen. Supt.....Sidney R. Curtis

BRANCH OFFICES: 564 W. Adams St.,
Chicago 6, Ill., Phone, State 4234, Manager,
H. T. McCraig; 2017 Grand Ave., Kansas
City 8, Mo., Phone, Harrison 6618, Manager,
A. J. Roberts; 1355 Market St., San Fran-
cisco 3, Cal., Phone, Underhill 5388, Man-
ager, T. C. Thompson; Stromberg-Carlson
Co., Ltd., 211-219 Geary Ave., Toronto, Ont.,

Canada. Phone, MELrose 2453. Vice-President and Managing Director, R. A. Hackbusch.

PRODUCTS: Communications equipment including radio, television, telephone, sound equipment, etc.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York, N. Y.

President.....W. E. Poor
 Vice-President, Sales.....D. G. Mitchell
 Director of Engineering.....R. M. Wise
 General Sales Manager, Radio Tube Sales
 C. W. Shaw

D. R. Adv.-S. P.....Paul S. Ellison
 PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Templetone Radio Mfg. Corp.

Templeton Bldg., New London, Conn.
 Phone: New London 2-2191

President.....Oscar Dane
 Vice-President.....Eli Dane
 Vice-Pres., Charge of

Engineering.....Dr. Dale Pollack
 Purchasing Agent.....M. A. Gardner
 Asst. Adv. Manager.....S. A. Kelsey
 Personnel Manager.....Fred Corbett

PRODUCTS: Radios and electronic test equipment.

Trav-Ler Karenola Radio & Television Corp.

1028-36 W. Van Buren St., Chicago 7, Ill.
 Phone: HAYmarket 3487

President-General Manager...Joe Friedman
 Chief Engineer.....R. J. O'Brien
 Purchasing.....M. Kling

BRANCH OFFICE: Orleans, Ind., Phone, Orleans 85, Works Manager, Ellis Friedman.

PRODUCTS: Inter-communication equipment for U. S. A. Signal Corps. All types of radio merchandise.

Universal Microphone Co., Ltd.

424 Warren Lane, Inglewood, Calif.
 Phone: (Inglewood) ORchard 7-4216
 Phone: (Los Angeles) ORegon 8-2148

President.....James L. Fouch
 Vice-President & Sales Manager

Cecil L. Sly
 Secretary.....Durwood D. Allen
 BRANCH OFFICES: (Canada) 560 King St. W., Toronto, 2; (Export) 301 Clay St., San Francisco, 11; New York, 259 W. 14th St.; Boston, 94 Portland St.; Chicago, 540 N. Michigan Ave.; Seattle, 2321—2nd Ave.

PRODUCTS: Microphones, stands and accessories: plugs, jacks, cords and switches.

Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York 5, N. Y.
 Phone COrtland 7-7700

Vice-Pres.-Mgr.....F. R. Lack
 Sales Manager.....D. C. Hickson
 Commercial Sales Mgr.....H. N. Willets

PRODUCTS: AM and FM radio broadcasting transmitters and speech input equipment; aviation, marine, police radio transmitters and receivers; sound distribution systems; hearing aids and audiometers; microphones, loudspeakers and allied items; sound measuring equipment; vacuum tubes; thermistors; fastax camera; telephone apparatus and cable; carrier telephone equipment and train dispatching apparatus.

Westinghouse Electric & Mfg. Co.

Radio Division

2519 Wilkens Ave., Baltimore 3, Md.
 Phone EDmondson 2300

Lamp Division

MacArthur Ave., Bloomfield, N. J.
 Phone: BLoomfield 2-2200

President.....George H. Bucher
 Vice-President.....Walter Evans
 Asst. to Vice-pres.....Walter E. Benoit
 Mgr., Radio Transmitter Div..C. J. Burnside
 Sales Mgr., Radio Transmitter

Division.....C. W. Miller
 Engr. Mgr., Radio Transmitter
 Division.....R. N. Harmon
 Mgr., Radio Receiver Div.....H. B. Donley
 Asst. Mgr., Radio Receiver Div.

H. W. Schaefer
 Purchasing Agent, Radio Div.....C. W. Lutz
 Mgr., Lamp Division.....R. C. Stuart
 Sales Mgr., Electronic Tubes.....A. Frankel
 Eng., Mgr., Electronic Tubes..D. D. Knowles
 Purchasing Agent, Lamp Div.....A. Clohosey
 BRANCH OFFICES: In all principal cities.

*PRODUCTS: Commercial broadcast transmitters, radio receivers, all types of radio transmitters and receiver equipment for military and industrial purposes, and radio tubes.

Zenith Radio Corp.

6001 Dickens Ave., Chicago, Ill.
 Phone: BERkshire 7500

President-General Mgr...E. F. McDonald, Jr.
 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.

FREQUENCY MODULATION



Progress of FM During 1944

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F M B I

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FM News Highlights

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Proposed Allocations

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High Frequency Stations

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Commercial

•

Pending Applications

•

Developmental Stations

REL is Ready

FOR A FUTURE—BUILT UPON A PAST OF ACCOMPLISHMENTS

REL has long been the leader in the development of fine FM Broadcast Equipment employing the Armstrong Crystal Controlled Phase Shift System of Modulation. The record speaks for itself! Numerous REL FM stations—1 KW to 50 KW—have been in continuous, successful operation over a period of years.

REL pioneering has resulted in some vitally important "FIRSTS" in FM...

FIRST

(and only one) to ever successfully install a 50 KW. FM transmitter. Four of ours are operating daily and have been since 1941.

FIRST

to develop and install a studio to transmitter radio relay.

FIRST

to develop and install transmitter to transmitter radio relay, thereby making possible the FM networks.

Our pre-war successes have been the result of specialization in FM installations. FM is not an REL sideline . . . it is the actual basis of our operations! Our staff of engineers have unique experience . . . experience that enables them to plan and carry through the most difficult FM installations . . . experience that assures REL of a tremendous future in FM. The groundwork—the pioneering—is complete! We are ready to reassume our major role in FM broadcasting as soon as conditions permit.



**RADIO ENGINEERING LABS., INC.,
LONG ISLAND CITY, N. Y.**

PROGRESS OF FM DURING 1944

By Myles L. Loucks

Managing Director, FM Broadcasters, Inc.

NINETEEN FORTY-FOUR was the year in which FM took its rightful place as the next big step forward in entertainment radio. It was a year of re-birth, of furious planning, of growth so rapid that the rosy-hued predictions of January were drably conservative by July and had to be made all over again in October.

The static-free, full-fidelity system of broadcasting had its re-birth at the Fifth Annual Meeting of FM Broadcasters, Inc. An unprecedented throng of 750 broadcasters from all over the nation turned up in New York in January to hear the FM story through one of the most serious radio conventions in history.

It was at this session that the trade association decided to re-open its offices in Washington. As the new year begins these offices are being expanded. The two-room suite at 711 Colorado Building is being replaced by a spacious five-room layout at 1730 Eye Street, N. W., in the capital city. The staff has been expanded from two to five.

At the beginning of 1944 there were 42 FM commercial stations on the air, ten firms held construction permits and there were 62 applications on file with the FCC. Five experimental stations were operating.

Estimated Production

It was on the basis of these figures that industry leaders at the FMBI January session predicted 5,000,000 sets would be built in the first year of peace. They foresaw 500 FM stations operating within 10 years. By September these predictions were corrected to indicate 10,000,000 sets and thousands of FM stations. Manufacturers presented a solid front in their intentions to include FM in the sets they will build.

During 1944 four more commercial FM stations took to the air. In January, Head of the Lakes Broadcasting Company, obtained a commercial license for WDUL at Superior, Wisconsin. In May, WTAG-FM was finally given the commercial nod at Worcester, Mass. The Worcester Star Telegram Publishing Company was one of the pioneers on experimental FM operations. KMBC-FM, the Midland Broadcasting Company's station at Kansas City, aired its first

commercial broadcast, June 24. NBC's experimental station W2XWG became WEA-FM in August and was the 46th commercial FM to go on the air.

But it was the FCC's pending file which turned out to be the real FM barometer of progress. A steady flow of FM requests began reaching the Commission following the January FMBI convention. By March there were more than 100 on file. The 200-mark was passed in August. By December the number had grown to more than 300.

At the end of the year FM stations existing and proposed represented coverage for 200 different localities in all but seven of the less densely-populated states. It has been estimated that these will provide FM's service to more than 100,000,000 Americans or approximately 80 per cent of the nation's buying power.

Applicants Serious

The seriousness with which these people approach the FM future is evidenced by the fact that all but a few of the applications are accompanied by full engineering data. More recently this seriousness has also been reflected in the cooperation the Commission is getting from some of the applicants through the setting up of developmental stations.

During the Summer the Commission began dropping hints that it would welcome investigation of this type. Volunteers responded quickly and today more than a dozen developmentals are setting forth on studies in as many different parts of the nation. They aim to solve the problems which always crop up in a rapidly expanding field.

But perhaps the most important planning from an engineering standpoint was that done by Panel 5, the FM panel of the Radio Technical Planning Board. All year this group went energetically about the review and development of standards for FM broadcasting. It was one of two RTPB panels to complete its report in time for the FCC General Allocation Hearing upon the record of which the Commission will allocate the entire radio spectrum for all post-war communications. The recommendations of this panel were eventually endorsed by the entire planning board, the radio manu-

FM BROADCASTERS, INC. (FMBI)

Office of the President and Secretary-Treasurer
333 W. State Street, Milwaukee 1, Wisconsin
Marquette 6000



Washington 5, D. C.
1730 Eye Street, N. W.
Myles Loucks, Managing Director
National 6628

Officers

President Walter J. Damm
Vice-President Theodore C. Streibert
Secretary-Treasurer L. W. Herzog

Directors

John Shepard, 3rd, John V. L. Hogan, Arthur Church, George Lang, Lee B. Wailes, Ray H. Manson,
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 complete 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.

(Continued From Preceding Page)

factors and FMBI only recently ratified its endorsement on the basis of the record and supplementary data.

Another important phase of FM planning and growth took place among the educators of the nation. Seeing in FM a second and better chance to utilize radio in education, the educators have embarked upon an ambitious program to attain what FCC Commissioner Clifford J. Durr has called "a whole new radio kingdom."

The U. S. Office of Education, Federal Security Agency, has been coordinating this work with nearly all of the important educational organizations of the country participating.

Aiming for the most economical use of whatever frequencies will be assigned to them (they now have five), the educa-

tors have been planning state-wide broadcasting networks. Thirty of the 48 states have such networks in some phase of preparations. Unlike the commercial people who must necessarily concentrate their signal strength to serve the greatest possible number of people, the state educational nets are being designed to provide a listenable FM signal to every resident no matter where he may live.

Commercial and educational FM combined is bound to provide service to the nation, the equity of which has never before been approached.

FM enters 1945 with the hope that an early victorious peace will congeal all this planning and that to come into a broadcast structure befitting the greatest democracy and the greatest nation in the world.

FM NEWS HIGHLIGHTS—1944

From RADIO DAILY

Increasing interest in frequency modulation broadcasting is indicated in an appraisal of the FM news carried in RADIO DAILY during the past year. Following pages chronologically record the highlights of the year's FM news developments.

JANUARY

- Jan. 19—Application for an FM station was filed with the FCC today by the New York "Times." This application, coming right after the FCC sanctioned the ownership of radio stations by newspapers, indicated the matter had been under consideration for some time.
- Jan. 24—NBC issued a statement to the effect that the network had investigated the possibilities of FM from every angle.
- Jan. 26—The fifth annual meeting of the FM Broadcasters Inc. opened today at the Hotel Commodore in New York City, with record attendance indicated.
- Jan. 27—James Lawrence Fly, head of the FCC, commends FM and the FMBI. Addressing a luncheon gathering of more than 600, he declared that FM "stands on the threshold of tremendous developments." He also brought a letter of greeting from President Roosevelt.

FEBRUARY

- Feb. 7—FM programming was expanded by CBS over WABC-FM with the announcement that the New York Philharmonic Symphony and the Philadelphia Orchestra will henceforth be heard as a regular feature.
- Feb. 9—Phamlets are to be released shortly by the Office of Education entitled "FM for Education." They are for the purpose of disclosing to the public the post war plans for the FM channels reserved for education.
- Feb. 16—Seventeen out of the 77 FM applications pending with the FCC at the start of this week were from newspapers, a study of the list indicates.
- Feb. 24—Applications were filed with the FCC today for 5 FM stations by the National Broadcasting Company. Two FM applications by NBC are already pending.

MARCH

- March 17—An FM station to carry on "research to foster the development" of that type of broadcasting will be built in the Capital area, with its transmitter located at Olney, Maryland, according to Columbia University's department of public information, which further states that the new station will be a replica of Major Armstrong's outlet at Alpine, N. J.
- March 21—Full expansion into both the field of FM and that of television by the Blue web, was forecast by Mark Woods, president, in an address to 47 departmental heads at a recent managerial meeting held at the Waldorf-Astoria hotel. Woods also revealed that applications for several FM stations have been filed.

APRIL

- April 13—According to the files of the FCC, applications for FM stations have been more than triple the number of applications for AM stations during the first three months of the year.
- April 18—A recent survey in the New York and Metropolitan area to determine what makes people listen to FM reveals that about 18 per cent desire the better reception on classical music, while another 11 per cent like the fact that there is less advertising and commercials on FM programs.
- April 25—Growing interest of the nation's newspaper publishers and editors in postwar FM and television was indicated at the convention of the American Newspaper Publishers Association which opened yesterday at the Waldorf-Astoria.
- April 26—FM broadcasting will replace AM broadcasting entirely within eight to ten years after transmitters and receiving sets are made available to the general public, according to a prediction by Walter J. Damm, president of FM Broadcasters, Inc., at the final session of the American Newspapers association convention, yesterday.

MAY

- May 12—The practical use of tele will be delayed at least five years in favor of the further development of FM, was the theory advanced by Edward W. Wood, Jr., general sales manager of Mutual, in a speech made this week before members of the New Orleans Advertising Club.
- May 23—A discussion of FM and tele will be included on the agenda of the spring meeting of the CBS Affiliates Advisory Board which will be held at the network's headquarters in New York City May 24th and 25th.
- May 24—Yesterday the FCC questioned all national and regional networks in regard to their policy on net shows for FM. Full replies of present policies and future plans were asked for by the commission in an effort to determine how closely the FM program will adhere to the AM program line. The survey was inspired by recent NBC and CBS contracts with their affiliates, to wit: stations having FM outlets could carry net FM shows free of charge providing the AM outlet also carried the show.
- May 26—Arrangements have been completed between the Mexican government and that of the United States to present the new uses of FM in a special exhibit in Mexico City from June 1 to the 8th. It was indicated that FM provides the solution to the Mexican Ministry of Education's problem of carrying their education program into the sparsely settled mountain areas.

JUNE

- June 1—Raymond F. Guy, NBC radio Facilities Engineer, addressed the Institute of Radio Engineers in Indianapolis recently on the merits of FM. Stressing the greater value of FM as compared with AM broadcasting, he demonstrated his talk with records made in the field, mainly in the higher frequencies, and brought out the ability of FM to reject interfering signals on the same frequencies.
- June 9—In a detailed technical report released today, the FCC sought to explain the cause of the "bursts" they have on many occasions recorded. They are at present unable to define the cause, but the report gives much data on the rate of occurrence, etc. A "burst" is a sudden increase in signal strength of very short duration, and is frequently noted on sets from 300 to 700 miles from the transmitter, those nearer being protected by the steady groundwave, and those further away, for some reason, not being strongly affected.
- June 15—A new map issued recently by the FM Broadcasters Association reveals that there are 44 FM stations now in operation in 36 states, and at the present time there are 163 applications pending with the FCC in

Washington. It is estimated that the applicants may spend over \$10,000,000 for equipment.

JULY

- July 3—Three new applications were filed with the FCC yesterday, all from standard broadcasters. The applicants are KTRH, Houston, Texas; WBIG, Greensboro, N. C.; and WFCL, Pawtucket, R. I.
- July 18—The Winston-Salem, N. C., high schools with the cooperation of WMIT, North Carolina's pioneer FM station, have proposed a plan for use of FM stations for educational purposes throughout the state in the post war period. As an experiment, four speakers have been installed by WMIT in four of the leading high schools, and the station's staff is working with the school board to create special programs in various educational fields, which will be fed directly to the schools.
- July 19—An announcement by the FCC reveals that the commission plans to carefully scan all future requests for FM stations for educational purposes with a view to state educational plans. This survey results from the great interest shown in the proper use of the five FM bands set aside for educational purposes.
- July 27—The Trans-Canada Air Lines has taken a step which may be a forerunner for all commercial air lines, by installing complete two-way FM equipment at their various airports and travel bureaus. The aim is to speed up communications regarding tickets, reservations, etc., as much as possible. The new equipment is of ultra high frequency, and is the first such equipment to be installed either in Canada or in the United States.
- July 31—Wide distribution to the public is planned for the forthcoming FM book being published jointly by the FM Broadcasters, Inc., and manufacturers of FM equipment. In order to insure as wide a distribution as possible, the FMBI has issued an initial print order of 200,000, with the equipment companies expected to raise the number considerably.

AUGUST

- Aug. 24—Post-war planning in the field of FM broadcasting will come up for discussion at the final session of the NAB convention, Thursday, Aug. 31. Because of the rapidly growing interest in this field, the NAB officials announced that the entire afternoon would be turned over to this subject.
- Aug. 30—"One of the most fundamental problems of all Blue Network affiliates at the present time is FM broadcasting." This was the statement made by Mark Woods, president of the Blue web, before a group of

network affiliate managers at the NAB convention. Predicting great post war expansion of that type of broadcasting, Woods said that there would be 20,000,000 sets in operation within four years after the war. The change from AM to FM will be gradual, and will take from 5 to 10 years. In view of these facts, Wood urged all Blue affiliated stations to make immediate application with the FCC for FM outlets.

SEPTEMBER

- Sept. 7—In order to increase WOR's news services, WBAM, WOR's FM outlet, will extend their broadcast schedule to seven days a week, Alfred J. McCosker, president, announced yesterday.
- Sept. 11—The FCC announced Friday that it is preparing its own FM station, a portable affair in a trailer, which should be ready for operations next week. The outfit will be used to gather information in and around Washington for use in the coming frequency allocations hearings to be held here at the end of the month. The new station's call letters will be W3XFC, and it will operate variously on from 42 to 50 megacycles, both wide and narrow bands.
- Sept. 22—Operating under newly assigned call letters, WEAJ-FM, NBC's FM outlet in New York City, begins operations Sunday on a seven-day-a-week basis. The FM station will carry, wherever possible, regular NBC commercial shows, including the commercials, free of charge.
- Sept. 26—The importance of the need for the Blue network to look into the field of FM broadcasting and to catch up with the other webs in this phase of electronics was stressed by Edgar Kobak, executive vice president of the web, at a luncheon for the press in the lounge of the Waldorf-Astoria yesterday.

OCTOBER

- Oct. 2—A settlement of the differences of opinion between FM and tele interests was reached Friday at the FCC allocations hearings. After various conflicting claims and other disputes were ironed out, the FM bands decided upon were from 41 to 43 megacycles for educational and other non-commercial FM outlets, and from 43 to 56 megacycles for commercial FM. These results are not final, however, and the matter will come under further discussion.
- Oct. 13—Lengthy questioning concerning the anticipated post war construction of FM receiving sets at the FCC allocations hearing

today lent added weight to the impression that FM service may eventually be moved up to about 90 megacycles with room for 100 or more 200-kilocycle channels.

- Oct. 17—In a poll conducted by General Electric, post war purchase lists include an FM receiving set at least nine times out of ten, according to the replies turned in by 16,635 GE stockholders, and 1,538 dealers.
- Oct. 23—Trend of the testimony given at the FCC's frequency allocation hearing today showed no desire on the part of FM broadcasters to move up the spectrum, apparently upsetting plans of the commission to move the service up.

NOVEMBER

- Nov. 3—William B. Lewis, vice-president and radio director of Kenyon & Eckhardt predicted the formation of a fifth major network to be FM and press-owned. At the same time he intimated that the present four major AM nets would eventually transform themselves into FM webs.
- Nov. 6—J. Harold Ryan wrote a letter to the FCC opposing the proposed FM subscription plan, stating that it would be inadvisable to "sacrifice" our present broadcasting industry for what is, in effect, a "multiple address system." Ryan also stated that radio had served the public well, and planned further expansion in the future.
- Nov. 22—CBS began their new improved FM service today when they put into operation their new 800 foot antenna located on the roof of 500 Fifth Ave. The new antenna has three kilowatts and extends the broadcasting radius from less than 50 miles to about 60 miles.

DECEMBER

- Dec. 8—It is anticipated that the subject of Mutual's future expansion into the field of FM broadcasting will come up for extensive discussion tomorrow at the web's board of directors meeting at the Ambassador Hotel. This is regarded as most likely, due to Ed Kobak's, Mutual's new president, well-known interest in FM.
- Dec. 14—Walter J. Damm, general manager of WTMJ, Milwaukee, and president of the FM Broadcasters, Inc., in New York this week for radio conferences, revealed that the total applications for FM stations had reached 310, and that the industry was very optimistic about the post-war market.

FM ALLOCATION PROPOSALS

AT THE Allocation Hearings held before the FCC and prior to the one held late in February of this year, it was decided that existing FM stations would not be required to move upward until new receivers capable of tuning in the new wave lengths are generally available.

According to the FCC the cost to the public "would not be great" and that the present 500,000 FM sets are mostly combination sets capable of receiving both AM and FM. These, said the Commission, are several years old and some of them could be converted. In any event, the FCC stated, the existing receivers or attachments would become partially obsolete if the recommendations of the FM industry to widen the band were followed. Cost of remodeling FM transmitters would not be substantial, the FCC held.

Disputing the FCC findings along this line and the frequency swap believed to benefit television out of proportion to that received by FM, the FM interests marshalled their forces at the latter hearing. After explanatory remarks on the status of FM as brought up at the original hearings, the FCC issued the following re Temporary Allocations For FM Stations:

FM Temporary Allocations

"The Commission is desirous of establishing FM in its new place in the spectrum as soon as possible in order that the 42 to 50 mc. band can be made available for use by other services which are being assigned to these frequencies. It is recognized, however, that very few receivers for reception in the proposed 84 to 102 mc. band will be available for some time after materials and manpower become available for this purpose. Accordingly, existing FM stations will not be required to move to new assignments in this band until such time as new receivers are generally available and in the hands of the public. At that time, the Commission will assign a frequency in the 84 to 102 mc. band to each existing licensee who will then be expected within a reasonable period of time to make the necessary arrangements for operation on the newly assigned frequency. It is believed this procedure will greatly facilitate

the transition of FM stations to their new location.

"As pointed out in Section 10 on television 44 to 50 mc. will be assigned as the first television channel. Accordingly, in order that this space may become immediately available for use by television broadcasters, existing FM licensees will be given new assignments within the 42 to 44 megacycle band to operate on such channels until, as stated above, they are moved to a higher frequency in the 84 to 102 mc. region. No hardship should result from this change since existing FM sets are capable of receiving in this range which is already part of the FM band. In the congested areas sharing time may be required temporarily. This will permit change over of frequency of one transmitter to the new frequencies while maintaining operation on the lower frequencies.

Economic Factors

"The cost to the public as a result of moving FM from its present band to the proposed higher band will not be great. There was testimony that approximately 500,000 FM receivers are now in the hands of the public consisting principally of combination sets capable of receiving both AM and FM. (Damm, Tr. 1047). These sets are, of course, several years old.

"Even if the present FM band were retained, these receivers would become partially obsolete insofar as FM reception is concerned since an expansion of the existing 42 to 50 mc. band would place a number of stations out of range. In some cases, old FM receivers can be converted for reception on the higher frequencies. Moreover, present AM receivers can include FM detachments which will not be appreciably more costly in the 84 to 102 mc. band than in the present band (Cotter, Tr. 1107).

"Insofar as transmitting equipment is concerned, the shift to the higher frequencies will not cause a substantial loss to the respective licensees in that a large part of the existing investment will not be affected, such as buildings, towers, power equipment, which will remain unchanged. Also, most of the transmitting

equipment can be modified to operate on the higher frequencies without unreasonable cost."

In connection with issuing the temporary allocations, the Commission said in part ". . . the large percentage of AM licensees among the present FM applicants and the economic advantage which AM licensees have in building and operating FM stations more cheaply raise serious questions as to whether, unless some special measures are taken to that end, this objective will be accomplished. The Commission recognizes that until a substantial number of receivers are in the hands of the public, FM broadcasting will not be a self-supporting operation.

"To keep the door open for later applicants, the Commission is considering the adoption of the following plan: 50 FM commercial channels will be available for assignment both to present licensees and to newcomers in the radio field. This policy will afford existing AM licensees an opportunity to enter FM if they so desire, and in addition will enable some new persons to participate in FM's early development. The remaining 20 FM commercial channels will be reserved from assignment at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated."

**FOR QUALITY
AP !**

HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

Section 37-48 lists 53 licensees or permittees and 232 Applicants for new facilities as of January 1, 1945, giving frequencies assigned or requested, coverage and population data furnished with applications filed with the FCC.

COMMERCIAL

State and City	Call Letters	Licensee or Permittee	Frequency (megs.)	Coverage (sq. mi.)	Population
CALIFORNIA					
Los AngelesKHJ-FM	Don Lee Broadcasting System.....	44.5	6,944	2,604,104
Los AngelesKTLO	M-G-M Studios	46.1	7,000	468,178
CONNECTICUT					
HartfordWTIC-FM	The Travelers B/C Service Corp....	45.3	6,100	936,448
HartfordWDRG-FM	WDRG, Incorporated	46.5	6,100	1,337,805
ILLINOIS					
ChicagoWBBM-FM	Columbia Broadcasting System.....	46.7	10,800	6,431,310
ChicagoWDLM	Moody Bible Institute of Chicago...	47.5	10,800	5,091,500
ChicagoWGNB	WGN, Incorporated	45.9	10,800	5,359,556
ChicagoWEHS	WHFC, Incorporated	48.3	10,800	5,036,000
ChicagoWWZR	Zenith Radio Corporation.....	45.1	10,800	4,500,204
INDIANA					
EvansvilleWMLL	Evansville On The Air, Inc.....	44.5	8,397	465,600
Fort WayneWOWO-FM	Westinghouse Radio Stations, Inc..	44.9	6,100	420,168
Indianapolis*WABW	Associated Broadcasters, Inc.....	47.3	8,400	870,054
South BendWSBF	South Bend Tribune.....	47.1	4,300	448,330
LOUISIANA					
Baton RougeWBRL	Baton Rouge Broadcasting Co.....	44.5	8,100	361,382
MASSACHUSETTS					
BostonWBZ-FM	Westinghouse Radio Stations, Inc..	46.7	6,700	3,389,751
BostonWMTW	The Yankee Network, Inc.....	43.9	31,000	2,020,162
BostonWGTR	The Yankee Network, Inc.....	44.3	19,230	6,635,751
SpringfieldWBZA-FM	Westinghouse Radio Stations, Inc..	48.1	2,500
WorcesterWTAG-FM	Worcester Telegram Pub. Co.....	46.1	4,465	2,703,202
MICHIGAN					
DetroitWLOU	John Lord Booth.....	44.9	6,732	2,901,908
DetroitWENA	Evening News Association.....	44.5	6,820	2,498,000
MISSOURI					
Kansas CityKOZY	Commercial Radio Equipment Co..	44.9	4,410	730,869
Kansas CityKMBC-FM	Midland Broadcasting Company....	46.5	6,700
NEW JERSEY					
AlpineWFMN	Edwin H. Armstrong.....	43.1	15,610
West Orange*WAAW	Bremer Broadcasting Corporation..	49.5	6,200	10,906,200
NEW YORK					
BinghamtonWBNF-FM	Wylie B. Jones Adv. Agency.....	44.9	6,500	1,836,300
New YorkWBAM	Bamberger Broadcasting Service...	47.1	8,500	10,906,200
New YorkWNYC-FM	City of New York Municipal Broadcasting System	43.9	3,900	11,550,274
New YorkWABC-FM	Columbia Broadcasting System.....	46.7	14,150	14,954,832
New YorkWQXQ	Interstate Broadcasting Co., Inc....	45.9	8,500	10,817,455
New YorkWHNF	Marcus Loew Booking Agency.....	46.3	8,500	12,074,192
New York	Metropolitan Television, Inc.....	47.5	8,500	11,814,746

P E N D I N G F M A P P L I C A T I O N S

State and City	Call Letters	Licensee or Permittee	Fre- quency (megs.)	Cover- age (sq. mi.)	Popu- lation
New York	WGYN	Muzak Radio Broadcasting Station, Inc.	44.7	8,500	10,546,481
New York	WEAF-FM	National Broadcasting Co., Inc.	45.1	8,500	11,896,500
New York*	WFGG	Wm. G. H. Finch	45.5	8,500	10,600,000
Rochester	WHFM	Stromberg-Carlson Company	45.1	3,200	584,800
Rochester	WHEF	WHEC, Incorporated	44.7	3,200	599,256
Schenectady	WBCA	Capitol Broadcasting Co., Inc.	44.7	6,589	967,733
Schenectady	WGFM	General Electric Company	48.5	6,600	502,200
NORTH CAROLINA					
Winston-Salem	WMIT	Gordon Gray	44.1	69,400	4,125,000
OHIO					
Columbus	WELD	WBNS, Incorporated	44.5	12,400	1,104,642
PENNSYLVANIA					
Philadelphia	WPEN-FM	Wm. Penn Broadcasting Company	47.3	9,352	3,906,453
Philadelphia	WIP-FM	Pennsylvania Broadcasting Co.	44.7	9,300	4,474,940
Philadelphia*	WLBG	Seaboard Radio Broadcasting Co.	46.5	9,300	3,900,000
Philadelphia	WCAU-FM	WCAU Broadcasting Company	46.7	9,300	5,079,206
Philadelphia	KYW-FM	Westinghouse Radio Stations, Inc.	45.7	9,300	4,088,000
Philadelphia	WFIL-FM	WFIL Broadcasting Company	45.3	9,300	4,760,200
Pittsburgh	KDKA-FM	Westinghouse Radio Stations, Inc.	47.5	8,400	2,940,000
Pittsburgh	WTNT	WWSW, Incorporated	44.7	8,400	2,100,000
TENNESSEE					
Nashville	WSM-FM	National Life & Accident Insurance Company	44.7	16,000	857,270
UTAH					
Salt Lake City	KSL-FM	Radio Service Corp. of Utah	44.7	623	194,102
WISCONSIN					
Milwaukee	WMFM	The Journal Company	45.5	8,540	1,522,544
Superior	WDUL	Head of the Lakes Broadcasting Company	44.5	407	130,376

* CP only.

P E N D I N G A P P L I C A T I O N S F O R F M S T A T I O N S

State and City	Applicant	Fre- quency (megs.)	Cover- age (sq. mi.)	Population
ALABAMA				
Birmingham	The Birmingham News Co.	44.5	17,700
Birmingham	Birmingham B/C Co., Inc.	46.9	18,580	1,203,175
Birmingham	Voice of Alabama, Inc.	45.9	17,200	1,206,981
Huntsville	The Huntsville Times	48.9	12,900
Mobile	Pape B/C Company	46.1	10,000
Montgomery	G. W. Covington, Jr.	45.5	4,761
Montgomery	Montgomery B/C Co., Inc.	43.5	17,299	722,782
CALIFORNIA				
Alameda	Times-Star Publishing Co.	49.1	5,450
Avalon	The Santa Catalina Island Co.	43.7	34,500	3,420,002
Fresno	J. E. Rodman	44.1	24,752	578,105
Hollywood	Columbia B/C System, Inc.	43.1	34,000	3,420,002
Hollywood	Warner Bros. B/C Corp.	44.9	3,118	2,487,874
Los Angeles	Earle C. Anthony, Inc.	43.7	34,000	3,597,000
Los Angeles	Blue Network Co., Inc.	43.1	21,024	3,320,125
Los Angeles	Consolidated B/C Corp., Ltd.	45.7	7,000	3,053,991
Los Angeles	National Broadcasting Co.	44.1
Los Angeles	IUAAAA Workers of America	43.9	32,000
Los Angeles	Standard Broadcasting Co.	45.3	7,000	3,074,303
Los Angeles	The Times-Mirror Co.	43.3	15,857

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
Oakland	Tribune Building Company	46.5	1,216	1,350,000
Ontario	The Daily Report	49.9	2,240
Richmond	B/C Corp. of America	43.5	48,000	4,300,000 (50 uv/m)
Riverside	Contra Costa B/C Co.	49.5	4,490	23,642
San Bernardino	Sun Co. of San Bernardino	44.1	17,101	803,534
San Diego	Union Tribune Pub. Co.	45.5	5,000	203,341
San Diego	Airfan Radio Corp., Ltd.	44.7	950	203,341
San Francisco	Associated B'casters, Inc.	43.1
San Francisco	Blue Network Co., Inc.	44.3	27,500	2,423,926
San Francisco	Don Lee B/C System	43.5	18,050	1,098,612
San Francisco	KJBS Broadcasters	44.7	7,557	2,891,687
San Francisco	National B/C Company	43.9
Stockton	E. F. Peffer	45.9	19,696	287,486 (50 uv/m)
COLORADO				
Colorado Springs	Out West B/C Co.	47.7	2,950
Denver	KLZ Broadcasting Company	43.5	31,400
Denver	National B/C Co., Inc.	43.9
CONNECTICUT				
Hartford	The Hartford Times, Inc.	43.7	21,900	3,840,166
New London	Thames B/C Corp.	44.5	3,500
Waterbury	Harold Thomas	43.3	14,300	2,830,148
DELAWARE				
Wilmington	WDEL, Inc.	44.5	6,400
DISTRICT OF COLUMBIA				
Washington	Capital B/C Company	46.7	8,020
Washington	The Evening Star B/C Co.	47.1	5,600	899,946
Washington	Marcus Loew Booking Agency	47.5	3,993	1,187,012
Washington	The Times Herald	46.3
Washington	National B/C Company	44.3
FLORIDA				
Daytona Beach	The News Journal Corp.	49.1	3,000
Jacksonville	Florida B/C Company	44.7	11,700
Jacksonville	The Metropolis Co.	46.5	10,981	467,883
Miami	Miami B/C Co.	46.5	3,630
Tampa	Tampa Times Company	45.3	8,100
Tampa	The Tribune Company
GEORGIA				
Atlanta	The Constitution Pub. Co.	45.3	7,380	826,864
Macon	Southeastern B/C Co.	44.7	12,600
Macon	Macon Telegraph Pub. Co.	46.7	12,000	57,865 (Macon only)
Macon	Middle Georgia B/C Co.	45.7	12,600	589,140
IDAHO				
Boise	Boise B/C Station	48.5	1,148	82,830
ILLINOIS				
Bloomington	Radio Station WJBC	45.3	6,680	316,339
Champaign	Champaign News-Gazette, Inc.	49.1	4,660
Chicago	Agricultural B/C Co.	44.7	10,624	4,842,526
Chicago	Blue Network Co., Inc.	48.7	11,000	5,045,240
Chicago	Chicago Fed. of Labor	47.9	10,800	4,849,461
Chicago	Drovers Journal Pub. Co.	48.7	10,800
Chicago	IUUAAA Workers of America	43.5	14,600
Chicago	National B/C Co., Inc.	46.3	10,800	4,869,900
Chicago	Oak Park Realty Co.	47.9	10,800
Chicago	WEHS, Inc.	48.3	10,800
Chicago	WJJD, Inc.	44.7	10,800	4,750,000
Decatur	Commodore B/C, Inc.	46.5	15,708	879,355
Herrin	Orville W. Lyerla	49.1	3,966
Peoria	Peoria Broadcasting Co.	48.7	11,614	598,367

P E N D I N G F M A P P L I C A T I O N S

<i>State and City</i>	<i>Applicant</i>	<i>Fre- quency (megs.)</i>	<i>Cover- age (sq. mi.)</i>	<i>Population</i>
Quincy	Illinois B/C Corp.	44.1	15,300
Quincy	Quincy Newspapers, Inc.	47.3	16,760
Rockford	Rockford Broadcasters, Inc.	47.1	3,900	394,500
Rock Island	Rock Island B/C Co.	44.5	3,000	316,000
Springfield	Commodore B/C, Inc.	46.9	8,050	404,661
Springfield	WCBS, Incorporated	46.1	11,594	650,218
Waukegan	Keystone Printing Service	47.1	2,890	527,798
INDIANA				
Evansville	Evansville On The Air	44.3	29,688
Fort Wayne	Farnsworth Television & Radio Corp.	46.1	8,500	118,410
Hammond	Radio Station WJOB	49.9	2,241	691,853
Hammond	WFAM, Incorporated	49.7
Indianapolis	Capitol B/C Corp.	48.7	14,120	1,417,204
Indianapolis	Indianapolis B/C, Inc.	45.3	13,640	1,017,471
Indianapolis	Scripps Howard Radio, Inc.	46.9	8,400	386,972
Muncie	Donald A. Burton	46.5	9,600	1,108,084
Shelbyville	Shelbyville Radio, Inc.	46.1	3,730	243,136
Terre Haute	Banks of the Wabash, Inc.	48.7	7,440	415,999
IOWA				
Cedar Rapids	The Gazette Company	44.7	7,400	282,000
Davenport	Tri-City Broadcasting Co.	46.3	10,600	(50 uv/m)
Davenport	Central Broadcasting Co.	46.1	18,200
Dubuque	Telegraph Herald	46.5	8,060	300,250
Waterloo	Josh Higgins B/C Co.	44.3	26,943	1,354,523
KANSAS				
Hutchinson	Hutchinson Pub. Co.	43.3	15,200	332,500
Topeka	Topeka B/C Assn. Co.	45.5	4,804	191,299
Wichita	The Farmers & Bankers B/C Corp.	47.3	15,600	427,729
KENTUCKY				
Ashland	Ashland B/C Company	46.1	4,160	398,692
Lexington	American B/C Corp. of Ky.	45.1	6,300	(50 uv/m)
Louisville	WAVE, Inc.	46.9	13,300	391,742
Louisville	Courier-Journal & Louisville Times Co.	45.7	13,200	1,004,320
Louisville	Northside B/C Corp.	46.3	8,665	750,125
Owensboro	Owensboro B/C Co., Inc.	47.9	7,250	(800,716 based latest fig.)
LOUISIANA				
New Orleans	The Times-Picayune Pub. Co.	44.3
New Orleans	Loyola University	44.9	8,478	815,078
MAINE				
Augusta	Gannett Pub. Co.	49.1	3,968	161,003
Portland	Portland B/C System, Inc.	47.1	3,980	359,687
MARYLAND				
Baltimore	The A. S. Abell Co.	46.3	6,040	1,810,159
Baltimore	Baltimore B/C Corp.	48.3	3,600	(50 uv/m)
Baltimore	The Baltimore Radio Show, Inc.	45.9	5,500	1,343,000
Baltimore	Hearst Radio, Inc.	43.7	8,857.6	1,393,884
Baltimore	Maryland B/C Company	48.9	2,904	2,383,494
Baltimore	The Monumental Radio Co.	47.9	4,520	(50 uv/m)
Olney	FM Development Foundation	43.9	18,844	1,209,745
Salisbury	The Peninsula B/C Co.	48.9	6,000	1,365,000
				2,956,668

State and City	Applicant	Fre- quency (megs.)	Cover- age (sq. mi.)	Population
MASSACHUSETTS				
Boston	Columbia B/C System, Inc.	43.5	20,200	5,972,246
Boston				(50 uv/m)
Boston	Fidelity B/C Corp.	47.1	4,830	
Boston	Filene's Television, Inc.	43.1	21,709	5,597,460
Brookline	Matheson Radio Co., Inc.	47.7	3,600	2,557,000
Fall River	Worcester Telegram Pub. Co.	45.3	7,000	
Greenfield	Doughty & Welch Elec. Co., Inc.	47.3	2,120	1,000,000
Holyoke	John W. Haigis	49.9	3,556	225,186
Lawrence	The Hampden-Hampshire Corp.	44.1	14,340	1,825,597
New Bedford	Hildreth & Rogers Company	44.9	2,970	651,000
(Paxton)	E. Anthony & Sons	43.3	19,650	4,779,600
New Bedford	E. Anthony & Sons, Inc.	45.7	18,100	350,240
Pittsfield	Eagle Publishing Co.	46.3	10,061	861,457
Pittsfield	Monroe B. England	45.7	7,000	
Waltham	Raytheon Mfg. Co.	45.5	6,530	
Worcester				
(Paxton)	Worcester Telegram Pub. Co.	43.5	20,437	6,038,500
MICHIGAN				
Bay City	Bay B/C Company, Inc.	46.1	8,157	333,995
Ann Arbor	Washtenaw B/C Co.	46.3	3,472	430,136
Battle Creek	Federated Publications, Inc.	48.1	4,100	278,739
				(50 uv/m)
Benton Harbor	The Palladium Pub. Co.	46.1	1,825	98,000
Dearborn	Herman Radner	49.5		
Detroit	James F. Hopkins, Inc.	46.5	6,790	2,133,811
				(50 uv/m)
Detroit	IUAAAA Workers of America	43.1	22,750	
Detroit	King-Trendle B/C Corp.	47.3	6,750	2,564,008
Detroit	WJR, The Goodwill Station	45.3	6,800	2,480,714
Flint	IUAAAA Workers of America	45.9	8,045	
Grand Rapids	Fetzer B/C Company	43.9	18,250	1,297,437
Grand Rapids	King-Trendle B/C Corp.	46.9	5,300	493,842
Grand Rapids	Leonard A. Versluis	46.1	6,460	546,100
Jackson	WIBM, Incorporated	49.5		
Lansing	WJIM, Incorporated	47.7	3,800	280,296
Muskegon	Ashbacker Radio Corp.	45.7	2,290	191,845
Port Huron	The Times Herald Co.	47.7	5,600	434,000
Saginaw	Saginaw B/C Company	45.5	2,100	
Wyandotte	Wyandotte News Co.	46.1	775	267,333
MINNESOTA				
Minneapolis	Minnesota B/C Corp.	45.3	16,155	1,433,063
Rochester	Southern Minnesota B/C Co.	43.7	15,400	
St. Paul	WMIN Broadcasting Co.	45.7	13,273	195,394
MISSOURI				
Kansas City	WHB Broadcasting Co.	46.9	9,200	
Kansas City	Kansas City Star	44.5	26,400	1,387,576
Kansas City	Midland B/C Company	43.9		
St. Joseph	KFEQ, Incorporated	46.9		
St. Louis	Columbia B/C System, Inc.	45.9	13,400	1,871,398
St. Louis	Globe-Democrat Pub. Co.	46.3	13,083	1,858,665
St. Louis	Missouri Broadcasting Co.	46.7	13,200	1,799,870
St. Louis	Thomas Patrick, Inc.	47.7	17,480	
	The Pulitzer Pub. Co.	45.5	13,391	1,531,182
St. Louis				(50 uv/m)
St. Louis	St. Louis University	45.1	13,000	1,682,500
St. Louis	Star-Times Pub. Co.	44.7	12,480	1,748,733
				(50 uv/m)
NEBRASKA				
Lincoln	Cornbelt B/C Corp.	47.3	18,300	549,668
Omaha	Inland B/C Company	44.5	9,950	93,846
Omaha	World Publishing Company	45.5	11,660	1,062,000

. . . **PENDING FM APPLICATIONS** . . .

State and City	Applicant	Fre- quency (megs.)	Cover- age (sq. mi.)	Population
NEVADA				
Las Vegas	Nevada B/C Company	49.5	560	28,172 (plus 10,000 military pers.)
Reno	Reno Newspaper, Inc.	43.7	35,558.7	309,181
NEW HAMPSHIRE				
Manchester	The Radio Voice of N. H.	43.5	31,630	2,318,333
NEW JERSEY				
Jersey City	Fidelity Media B/C Corp.	49.1	5,160	4,199,500
Jersey City	New Jersey B/C Corp.	49.1	6,200	11,194,000
Newark	The Evening News Pub. Co.	43.5	19,861	14,192,769
Newark	IUUA AAA Workers of America	43.1	18,750
New Brunswick	Home News Pub. Co.	49.9	3,420	1,215,936
Passaic	The Passaic Daily News	49.9	3,878	5,915,787
Paterson	North Jersey B/C Co.	45.9	4,928
Trenton	Mercer B/C Company	49.9	3,200	910,000
NEW YORK				
Albany	WOKO, Incorporated	45.1	7,164	922,163 (50 uv/m)
Binghamton	Wylie B. Jones Adv. Agency	43.7	6,500
Buffalo	WBEN, Incorporated	43.3	21,830	2,405,500
Buffalo	WEBR, Incorporated	46.5	3,420
Brooklyn	Frequency B/C Corp.	43.7	8,500	11,900,000 (50 uv/m)
Corning	The Evening Leader	49.7	5,213	319,884
Hastings-on-				
Hudson	Bernard Fein	48.7	8,500	12,147,260
Hornell	The W. H. Greenhow Co.	49.3	5,062	237,353
Ithaca	Cornell University	43.3	15,000
Jamestown	James B/C Co., Inc.	46.1	10,352	664,907
New York	The American Network, Inc.	47.9	8,840	12,500,000
New York	Blue Network, Inc.	47.0	8,950	12,320,500
New York	Debs Memorial Radio Fund, Inc.	48.7	8,600	12,300,000
New York	Hearst Radio, Inc.	48.7	8,570	11,388,577
New York	News Syndicate Co., Inc.	47.9	8,500	11,212,416
New York (Chicago)	Oak Park Realty and Amusement Co.	47.9	10,800	5,030,510
New York	WBNX B/C Co., Inc.	48.3	8,730	11,328,743 (50 uv/m)
New York	WMCA, Incorporated	48.3	8,550
Ogdensburg	St. Lawrence B/C Corp.	7,854
Oswego	Palladium-Times, Inc.	48.9	2,392	183,271
Poughkeepsie	Poughkeepsie Newspapers, Inc.	44.3	10,198.5	2,128,196
Syracuse	Central New York B/C Corp.	46.3	6,800	562,000
Syracuse	Onondaga Radio B/C Corp.	45.9	6,745	555,366
Syracuse	WAGE, Inc.	45.4	7,780	623,213
Utica	WIBX, Incorporated	45.7	10,290	528,069
Watertown	The Brockway Company	47.3	4,145	138,591
White Plains	Westchester B/C Corp.	49.9	435
NORTH CAROLINA				
Durham	Durham Radio Corporation
Greensboro	Greensboro B/C, Inc.	44.5	11,130	73,055
Greensboro	North Carolina B/C Co., Inc.	43.9	13,200
Greensboro	Greensboro News Co.	45.5	5,820	452,000
High Point	Radio Station WMFR	45.1	5,030	38,493
Raleigh	WPTF Radio Company	43.3	23,343	1,406,723
Roanoke Rapids	Telecast, Inc.	49.1	5,198	319,192
Rocky Mount	Josh L. Horne	7,250	25,568 (Rocky Mount only)

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
Salisbury	Piedmont B/C Corp.	49.3	6,950	579,000
Winston-Salem	Piedmont Publishing Co.	46.7	4,600	500,684
				(50 uv/m)
NORTH DAKOTA				
Fargo	KVOX B/C Company	44.5	5,800	124,567
OHIO				
Akron	Summit Radio Corporation	46.5	922
Akron	Nied and Stevens	49.1	262	140,344
Ashland	Beer & Koehl	48.9	8,494
Ashtabula	WICA, Incorporated	48.9	4,116	307,254
Canton	The Ohio Broadcasting Co.	46.1	8,499	951,070
Cincinnati	Cincinnati B/C Co.	43.7	19,100	2,095,765
Cincinnati	Cincinnati Times-Star Co.	46.7	13,700	1,496,500
Cincinnati	The Crosley Corp.	45.5	13,700
Cincinnati	L. B. Wilson, Inc.	45.9	13,700
Cincinnati	Scripps Howard Radio, Inc.	47.9	13,700	455,610
Cleveland	National B/C Co., Inc.	43.7
Cleveland	United B/C Company	48.5	8,420	2,212,953
Cleveland	IUAAAA Workers of America	43.1	17,500
Cleveland	WGAR B/C Company	45.5	8,500
Columbus	Central Ohio B/C Co.	43.1	21,010	1,629,564
Columbus	The Crosley Corp.	46.5	12,400
Columbus	The Pixleys	48.5	12,500	1,022,711
Columbus	United B/C Company	48.1	12,400
Dayton	The Crosley Corp.	46.1	8,000
Newark	The Advocate Printing Co.	45.7
Steubenville	Liberty B/C Company
(Pittsburgh)				
Steubenville	The Valley B/C Company
Toledo	The Toledo Blade Company	45.5	8,400
Toledo	Fort Industry Co.	43.5	19,350	246,750
Wooster	Wooster Republican Printing Co.	49.3	7,780	577,873
Youngstown	WFMJ B/C Company	44.1	15,610	2,987,176
Youngstown	WKBN B/C Corp.	43.3	15,690	3,041,839
OKLAHOMA				
Lawton	Plaza Court B/C Co.	15,394
Oklahoma City	Ned Shepler	48.9	4,500
Oklahoma City	WKY Radiophone Company	44.5	21,000
Tulsa	Fred Jones B/C Co.	45.3	22,005	787,532
Tulsa	World Pub. Co. and Tulsa Tribune Co.	45.7	23,850	967,812
OREGON				
Medford	Mrs. W. J. Virgin	49.5	3,121	29,539
Portland	Broadcasters Oregon, Ltd.	48.5	5,826	634,044
Portland	Oregonian Publishing Co.	46.1	13,328	739,556
Portland	KOIN, Inc.	45.7	12,856	734,214
PENNSYLVANIA				
Bethlehem	Associated B'casters, Inc.	48.5	2,800
Harrisburg	Harrisburg B/C Co.	43.5	11,548	502,989
Harrisburg	Keystone B/C Corp.	44.7	4,000
Harrisburg	The Patriot Company	46.1	7,633	1,045,857
Johnstown	WJAC, Inc.	45.1	21,792	2,868,509
Lancaster	WGAL, Incorporated	46.5	1,200
Philadelphia	Gibraltar Service Corp.	46.1	9,318	3,998,402
Philadelphia	The Philadelphia Inquirer	48.1	15,500	4,697,141
Philadelphia	WDAS B/C Station, Inc.	47.7	9,300	3,992,850
Pittsburgh	Pittsburgh Radio Supply House	46.5	8,400	2,095,718
Pittsburgh	WCAE, Incorporated	45.4	8,650	2,429,000
Reading	Hawley B/C Company	46.5	4,275	889,600
Scranton	Scranton B'casters, Inc.	48.1	19,557	2,697,425
Sharon	Sharon Herald B/C Co.	45.9	11,030	1,763,157
Uniontown	Fayette B/C Corp.	48.1	10,240	1,628,338
Wilkes-Barre	Louis G. Baltimore

. . . PENDING FM APPLICATIONS . . .

State and City	Applicant	Frequency (megs.)	Coverage (sq. mi.)	Population
Williamsport	WRAK, Incorporated	47.7	11,675	1,183,934
York	Susquehanna B/C Co.	44.5	3,060	441,700
York	York Broadcasting Co.	45.1	1,550
RHODE ISLAND				
Pawtucket	Pawtucket Broadcasting Co.	45.1	3,760	1,543,488
Providence	Cherry & Webb B/C Co.	47.5	6,207	4,230,838
Providence	The Outlet Company	48.5	7,520	(50 uv/m) 6,263,346
Providence	Providence Journal Co.	46.6	6,767	(50 uv/m) 1,272,147
Providence	A. A. Schechter	45.1	3,950
SOUTH CAROLINA				
Charleston	Atlantic Coast B/C Company	47.7	6,400
Columbia	Surety Life Ins. Co.	43.1	16,230	537,232
Greenville	Greenville News-Piedmont Co.	44.1	23,687	1,612,477
Greenwood	Greco, Incorporated	44.7	5,305	246,397
Spartanburg	Spartanburg Adv. Co.	43.5	26,600
TENNESSEE				
Chattanooga	WDOD B/C Corp.	47.5	23,800	1,289,993
Jackson	The Sun Publishing Co.	47.1	13,400	657,509
Knoxville	American Broadcasting Corp.	45.1	3,230	306,423
Memphis	Memphis Publishing Co.	48.1	19,640
Nashville	Nashville Radio Corp.	46.5	16,000
TEXAS				
Abilene	Reporter Broadcasting Co.	45.7	6,936
Amarillo	Amarillo B/C Corp.	45.1	5,600	80,024
Austin	Frontier B/C, Inc.	47.1	12,900
Beaumont	KRIC, Incorporated	43.1	6,650
Dallas	A. H. Belo Corporation	43.7	22,700
Dallas	KRLD Radio Corp.	45.7	20,000
Galveston	KLUF B/C Co., Inc.	44.5	940	94,628
Harlingen	Harbineto B/C Co., Inc.	2,400
Houston	Houston Printing Corp.	46.5	10,500	722,600
Houston	KTRH Broadcasting Company	47.7	14,300	856,882
San Angelo	KGKL, Incorporated	45.3	6,936
San Antonio	The Walmac Company	45.3	10,506	536,104
San Antonio	Southland Industries, Inc.	44.5	16,500
Texarkana	KCMC, Incorporated	48.1	7,088
Waco	Frontier B/C, Inc.	46.1	13,700
Wichita Falls	Rhea Howard	46.5	12,800
UTAH				
Salt Lake City	Intermountain B/C Corp.	46.7	800	239,079
VIRGINIA				
Newport News	Hampton Roads B/C Company	44.7	5,950	549,939
Norfolk	WTAR Radio Corporation	46.5	5,702	560,312
Portsmouth	Portsmouth Radio Corp.	43.7	6,000	538,659
Roanoke	Times-World Corporation	45.3	30,340	1,806,731
Richmond	Havens & Martin, Inc.	46.1	12,130	658,236
Richmond	Richmond Radio Corporation	46.3	11,269	685,440
WASHINGTON				
Seattle	Radio Sales Corporation	44.3	8,200
Spokane	Louis Wasmer, Inc.	45.7	12,609	249,887
WEST VIRGINIA				
Charleston	Charleston Broadcasting Co.	43.5	11,525
Morgantown	West Virginia Radio Corp.	43.5	33,244	4,000,000 (approx.)

PENDING FM APPLICATIONS

State and City	Applicant	Frequency (megs.)	Cover- age (sq. mi.)	Population
WISCONSIN				
Green Bay	Green Bay Newspaper Co.			
Madison	Badger Broadcasting Co.	43.3	31,640	2,272,719
Milwaukee	Hearst Radio, Inc. (NY)	43.5	17,791	2,107,277
Milwaukee	The Journal Company	43.9	17,828	1,930,745
Milwaukee	Milwaukee B/C Co.	48.9	1,279	843,685
Milwaukee	Wisconsin Radio, Inc.	46.1	7,750	1,450,749
Oshkosh	Oshkosh B/C Company	44.5	3,810	265,436
Racine	Racine Broadcasting Co.	49.1	2,540	446,611
Sheboygan	Press Pub. Co.	48.5	2,360	280,890
Wausau	Record Herald Company	46.5		

DEVELOPMENTAL STATIONS

Licensee and Location	Frequency	Power
The Atlanta Journal Co., Atlanta, Georgia		to be assigned 700w (cp only)
Courier Journal & Louisville Times T-NE of Eastwood, Ky.	45,500	1kw
Everett L. Dillard tr/as Commercial Radio Equipment Co., Washington, D. C.		to be assigned 250w (cp only)
Everett L. Dillard tr/as Commercial Radio Equipment Co., Washington, D. C.—Portable		to be assigned 100w (cp only)
Temple Ehmsen, Portland, Oregon		to be assigned 1kw (cp only)
The Journal Co., Milwaukee, Wisconsin	45,500	100w
KLZ Broadcasting Co., Denver, Colorado	43,500	1kw (cp only)
Maryland Broadcasting Co., Baltimore, Maryland		to be assigned 1kw (cp only)
Matheson Radio Co., Boston, Massachusetts		to be assigned 1kw (cp only)
Muzak Corporation, New York	117,650	1kw (cp only)
National B/C Co., Inc., Portable		25 watts
National B/C Co., Inc., Portable or Portable-Mobile		100 watts
Voice of Alabama, Birmingham, Alabama		to be assigned 1kw (cp only)
Voice of Alabama, Birmingham, Alabama		to be assigned 250w (cp only)

DEVELOPMENTAL APPLICATIONS PENDING

Evansville On The Air, Inc., Glenwood, Indiana	43,300	1kw
Cowles Broadcasting Co., Des Moines, Iowa	49,100	1kw
Cowles Broadcasting Co., Washington, D. C.	49,100	1kw
Cowles Broadcasting Co., Minneapolis, Minnesota	49,100	1kw
Cowles Broadcasting Co., Jersey City, New Jersey	49,100	1kw
Massachusetts B/C Corp., Boston, Massachusetts	49,100	1kw
WAPO Broadcasting Service, Chattanooga, Tennessee	43,700	1kw

EXPERIMENTAL STATIONS

Crosley Corporation, Cincinnati, Ohio	43,200	1kw
C. M. Jansky Jr. and Stuart L. Bailey, d/b as Jansky and Bailey, Georgetown, D. C.	43,200	1kw

ORGANIZATIONS



National Association of Broadcasters

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Personnel

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*National Association of
Educational Broadcasters*

NATIONAL ASSOCIATION OF BROADCASTERS



Headquarters: 1760 N—Street, N. W., Washington 6, D. C.

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Kolin Hager WGY, Schenectady, N. Y.	2	New York, New Jersey.
Roy F. Thompson WFBG, Altoona, Pa.	3	Delaware, Pennsylvania, Maryland.
Campbell Arncux WTAR, Norfolk, Va.	4	District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.
John C. Bell WBRC, Birmingham, Ala.	5	Alabama, Florida, Georgia, Puerto Rico.
Hoyt B. Wooten WREC, Memphis, Tenn.	6	Arkansas, Louisiana, Mississippi, Tennessee.
Nathan Lord WAVE, Louisville, Ky.	7	Kentucky, Ohio.
John E. Fetzer WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Leslie C. Johnson WBBF, Rock Island, Ill.	9	Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.
John J. Gill'n, Jr. WOW, Omaha, Neb.	10	Iowa, Missouri, Nebraska.

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Director	District	States Comprising District
E. L. Hayek KATE, Albert Lea, Minn.	11	Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic.
Wililam B. Way KVOO, Tulsa, Okla.	12	Kansas, Oklahoma.
Hugh A. L. Half WOAI, San Antonio, Texas	13	Texas.
Hugh B. Terry KLZ, Denver, Colo.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
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.
Wm. B. Ryan KFI, Los Angeles, Calif.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
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WWNC, Asheville, N. C.

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KTRI, Sioux City, Iowa

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District 11

(To be appointed.)

District 12

(To be appointed.)

District 13

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District 10

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District 11

(To be appointed.)

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District 11

(To be appointed.)

District 12

(To be appointed.)

District 13

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District 15

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District 11

(To be appointed.)

District 12

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William Adams, WHEC, Rochester, New York.

Eugene Carr, WJR, Detroit, Mich.

Irvin G. Abeloff, WRVA, Richmond, Va.

Douglas Coulter, CBS, New York, N. Y.

Clarence L. Menser, NBC, New York.

Ray Shannon, WHAS, Louisville, Ky.

Robt. Evans, WSPD, Toledo, Ohio.

THE N A B CODE

ADOPTED BY THE 17th ANNUAL CONVENTION OF THE NAB

JULY 11, 1939

(Amended April 28, 1943)

RECOGNIZING the importance of radio broadcasting in the national life and believing that broadcasters have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates the following revised Code:

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.

Solicitation of Memberships

Solicitations of memberships in organizations, except where such memberships are incidental to the rendering of commercial services such as an insurance plan either in respect to casualty to life or property, or for membership in the American Red Cross or like organizations engaged in charitable work, are deemed to be unacceptable under the basic theory of the Code and therefore time should be neither given nor sold for this purpose.

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.

Be It Resolved



Adopted by the 17th Annual Convention
National Association of Broadcasters



To clarify the phrase "Accepted Standards of Good Taste," and the canons of good practice set forth in the NAB Code, therefore be it RESOLVED:

That member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester," tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

ORGANIZATIONS

RADIO GROUPS — UNIONS — ASSOCIATIONS

PERSONNEL — GUILDS — ADDRESSES

Acoustical Society of America

120 S. LaSalle St., Chicago 3, Ill.
Randolph 8460

OFFICERS

President.....	Floyd A. Firestone (Univ. of Michigan)
Vice-President.....	J. C. Steinberg (RCA Laboratories)
Secretary.....	Wallace Waterfall (The Celotex Corp.)
Treasurer.....	Lonsdale Green, Jr. (Acoustical Construction Corp.)
Editor.....	F. A. Firestone (University of Michigan)

EXECUTIVE COUNCIL

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FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

Actors' Equity Association

45 W. 47th St., New York 19, N. Y.
Bryant 9-3550

OFFICERS

President.....	Bert Lytell
First Vice-President.....	Augustin Duncan
Second Vice-President.....	Cornelia Otis Skinner
Third Vice-President.....	Dudley Digges
Fourth Vice-President.....	William Harrigan
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Auditor.....	Frank Mesurac

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BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd., Hollywood, Calif.

San Francisco: Theodore Hale, 26 O'Farrell Street, Chicago: Frank Dare, 720 Bittersweet Place.

Chorus Equity: 701 7th Ave., New York, N. Y.

Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

OFFICERS

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WAR ADVERTISING COMMITTEE

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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

330 West 42nd St., New York, N. Y.
LONGacre 3-5503

OFFICERS

Chairman Wm. G. Polmer
Treasurer John Benson
Secretary Paul B. West
Managing Director A. W. Lehman
Technical Director D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

American Assn. of Adv. Agencies

(AAAA)

420 Lexington Ave., New York, N. Y.
LEXington 2-7980

OFFICERS

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Asst. Exec. Secy. Robinson Murray
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FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 1002 Hill Bldg.
Washington, D. C.
Republic 3833

COMMITTEE

Chairman Francis W. Hill, Jr.
Committeeman Edwin M. Borchard
Committeeman Monte Appel
Committeeman Howard L. Kern
Committeeman Edw. n Borchard
Committeeman Lester Cohen
Committeeman Howard L. Kern

FUNCTIONS

To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, uphold the honor of the profession of the law.

American Communications Association (C. I. O.)

5 Beekman St., New York, N. Y.
Cortlandt 7-1374

OFFICERS

President James P. Selly
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Secretary-Treasurer Josephine Timms

American Council on Education

744 Jackson Place, Washington 6, D. C.
NATIONAL 5691

EXECUTIVE OFFICERS

President George F. Zook
Vice-President A. J. Brumbaugh
Assistant to President Donald J. Shank
Chief Accountant Grace R. Ontrich

FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President James C. Petrillo
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Financial Secretary-Treasurer Thomas F. Gamble
Secretary Leo Cluesman

EXECUTIVE COMMITTEE

Chauncey Weaver, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.
Vanderbilt 6-1810

NATIONAL OFFICERS

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Vice-President Ben Grauer
Vice-President John B. Hughes
Vice-President Gunnar Back
Vice-President Kenneth Carpenter

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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.; Claude McCue, Executive Secretary; Phone, Hillside, 5121.

San Francisco Local—26 O'Farrell Street, San Francisco, California; Phone, Sutter 3196, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.
 Montreal Local—1126 St. Catherine St., West Montreal, Canada.

Detroit Local—82 West Montcalm St., Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.
 Miami Local—Box 8, Miami, Fla.

Denver Local—4231 West 32nd St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wisc.

Cleveland Local—319 Chester-12th Bldg., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Pittsburgh Local—1124 Frisk Bldg.

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.; Schenectady, N. Y.; Boston, Mass.; Charlotte, N. C.; Rochester, N. Y.; Baltimore, Md.; San Diego, Calif.; Fresno, Calif.; Lawrence, Mass.; Grand Rapids, Mich.; Louisville, Ky.; Seattle, Wash.; Atlanta, Ga.; Kansas City, Mo.

American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.
 Murray Hill 2-8407

OFFICERS

President.....Lawrence Tibbett
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 Counsel.....Albert B. Gins

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Greer, Mack Harrell, Mildred Ippolito, Anna Kaskas, Dorothy Sarnoff.

BRANCH OFFICES

Hollywood: 6331 Hollywood Blvd.—Phone, Hillside 5121.

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

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 Vice-President.....Donald M. Hobart
 (Curtis Publishing Co.)
 Vice-President.....Franklin R. Cawl
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 Treasurer.....Arthur P. Hirose
 (Newsweek)
 Secretary.....Ross M. Cunningham
 (Mass. Institute of Technology)
 Editor-in-Chief, Journal of Marketing....Reavis Cox
 (Un. of Pennsylvania)

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 advancement of science in marketing.

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
 CAledonia 5-2000

OFFICERS

President.....Linwood I. Noyes
 Vice-President.....W. G. Chandler
 Secretary.....Norman Chandler
 Treasurer.....Edwin S. Friendly
 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 Communication Manager....Carol K. Witte

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

32 Rockefeller Plaza, New York 20, N. Y.
Columbus 5-7464

OFFICERS

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Vice-President.....Oscar Hammerstein II
Secretary.....George W. Meyer
Treasurer.....Max Dreyfus
Assistant Secretary.....J. J. Bregman
Assistant Treasurer.....Irving Caesar
General Manager.....John G. Paine

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Director of Public & Customer Relations
Robert L. Murray
General Counsel.....Schwartz & Frohlich
Resident Counsel.....Herman Finkelstein

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6331 Hollywood Blvd., Hollywood, Calif.
Supervisor.....Richard 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 Shea, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
Stanley Shepard, 645 Pacific Bldg., Portland, Ore.
Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.
Mid-Western
ASCAP, 730 Des Moines Bldg., Des Moines, Ia.
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
E. A. Sherwood, 1100 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
Messrs. Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.
Southern
H. L. Frankel, 603 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.
David Nelson, 607 1st Nat'l Bank Bldg., Atlanta, Ga.
Eastern
Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.
H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.

William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.
Lawrence B. Schlums, 1431 Lincoln Alliance Bldg., Rochester, N. Y.
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.
Clarence Rubin, 30 Rockefeller Pl., New York, N. Y.

FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

American Television Society

Headquarters: 2 W. 45th St., New York, N. Y.
Vanderbilt 6-6000
Meeting Place: Museum of Modern Art
New York, N. Y.

EXECUTIVE COMMITTEE

Dan Halpin, Norman D. Waters, George T. Shupert.

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Treasurer.....Don McClure
Secretary.....Alice Pentlage

DIRECTORS

Dan Halpin, Norman D. Waters, J. Raymond Hutchinson, Lila Swift, Charles Klienman, George T. Shupert, Raymond E. Nelson, Prof. Edward C. Cole, David Hale Halpern, Don McClure.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

Associated Actors and Artistes of America

47 West 47th St., New York, N. Y.
Phone: BRyant 9-3550

OFFICERS

President.....Paul Dulizeli
1st Vice-President.....An Greenfield
2nd Vice-President.....Emily Holt
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. We are also Hebrew actors' union, Hungarian actors and Italian actors' union.

Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto 1, Ont.
ADelaide 9774

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(Acting Advertising Manager, Chrysler Corporation of Canada Limited, Windsor, Ontario)
Vice-President.....L. E. Phenner
(President, Canadian Cellulocotton Products Co., Limited, Toronto, Ontario)

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(Association of Canadian Advertisers Inc., Toronto, Ontario)

DIRECTORS

C. W. Chamberlin, Advertising Manager, Shell Oil Co. of Canada Limited, Toronto, Ont.; Lee Trenholm, Director of Public Relations, Underwood Elliott Fisher Limited, Toronto, Ont.; D. E. Bankart, Advertising Manager, Northern Electric Co. Limited, Montreal, Que.; R. Harold Smyth, Advertising Manager, Dominion Rubber Co., Limited, Montreal, Que.; A. Usher, Advertising Manager, RCA Victor Co. Limited, Montreal, Que.; Muriel Whitlock, Advertising Manager, Courtauld's (Canada) Limited, Montreal, Que.; Athol McQuarrie, Managing Director, R. L. Sperber, Sterling Products Ltd., Windsor; George Stineback, Bauer & Black Ltd., Toronto; Hedleigh T. Venning, Shirriff's Ltd., Toronto.

FUNCTIONS

This association was incorporated in March 1917 for 29 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

The Bureau of Broadcast Measurement
Office of the Executive Secty.
Room 303 Federal Bldg.
85 Richmond St., W.
Toronto, Ont.

OFFICERS

President L. E. Phenner
(Canadian Cellulotton Products Co., Ltd., Toronto, Ont.)

Vice-President Adrian Head
(J. Walter Thompson Co. Ltd., Toronto, Ont.)

Sec'y-Treasurer Athol McQuarrie
(Toronto, Ont.)

Research Counsel Walter E. Elliott
(Elliott-Haynes Ltd., Toronto, Ont.)

DIRECTORS

Advertisers: R. L. Sperber, Sterling Products Ltd., Windsor, Ont.; A. Usher, RCA Victor Co. Ltd., Montreal, Que.; L. E. Phenner, Canadian Cellulotton Products Co. Ltd., Toronto, Ont.; Agency: Adrain Head, J. Walter Thompson Co. Ltd., Toronto, Ont.; H. M. Tedman, J. J. Gibbons Ltd, Toronto, Ont.; T. L. Anderson, Cockfield Brown & Co. Ltd., Toronto, Ont.; Radio stations: E. A. Weir, Canadian Broadcasting Corp., Toronto, Ont.; Horace N. Stovin, Stovin & Wright, Toronto, Ont.; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.

Association for Education by Radio

226 N. La Salle St., Chicago 1, Ill.

NATIONAL OFFICERS

I. Keith Tyler, president, director of radio education, Ohio State University.

Luke L. Roberts, first vice-president, educational director, KOIN, Portland, Ore.

Robert B. Hudson, second vice-president, director, Rocky Mountain Radio Council.

George Jennings, treasurer, acting director, Chicago Radio Council.

Elizabeth Goudy, secretary, Visual Aids for War Training, U. S. Office of Education.

REGIONAL PRESIDENTS

Robert B. Masdougall, Region I, New Jersey State Teachers College, Trenton.

Sam H. Linch, Region II, supervisor of radio education, Atlanta public schools.

H. B. McCarty, Region III, Station WHA, University of Wisconsin.

F. L. Whan, Region IV, University of Wichita.

John W. Gunstream, Region V, director of radio-visual education, Texas State Dept. of Education.

Donald L. Cherry, Region VI, Sequoia Union high school, Redwood City, Calif.

Kenneth Caple, Region VII, director of school broadcasting, British Columbia, Canada.

Alpha Epsilon Rho: The association sponsors Alpha Epsilon Rho, an undergraduate professional fraternity in radio. Sherman P. Lawton, executive secretary, Stephen's College, Columbia, Mo.

Membershiu Committee: Sally Bechill, chairman, 5601 N. Campbell Ave., Portland, Ore.

FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except May, June, July and August.

AER JOURNAL STAFF

EDITORIAL STAFF

William D. Boutwell, Lyman Bryson, Kathleen N. Lardie, Watt Long, Robert Macdougall, Hazel Kenyon Markel, Harold B. McCarty, Tracy F. Tyler, chairman.

Tracy F. Tyler, editor, University of Minnesota.

James G. Hanlon, supervising editor, WGN, Chicago.

George Jennings, business manager, acting director, Chicago Radio Council.

Max Herzberg, Jennings Pierce, John W. Brandstetter, Kathleen N. Lardie, Alice W. Manchester, Clarence C. Moore, A. DeBernardis, contributing editors.

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
MU 5-9167

OFFICERS

Chairman of Board C. C. Carr
(Aluminum Co. of America)

Vice-Chairman Paul S. Ellison
(Sylvania Electric Products, Inc.)

Vice-Chairman J. P. Miller
(Pet Milk Sales Corp.)

President Paul B. West
Treasurer Albert Brown
(Bristol-Myers Co.)

Secretary E. T. Batchelder

DIRECTORS

J. F. Apsey, Jr., The Black & Decker Mfg. Co.; Hugh Hitchcock, Packard Motor Car Company; H. W. Roden, Harold H. Clapp, Incorporated; A. C. Seyfarth, International Harvester Company; H. H. Simmons, Crane Co.; D. B. Stetler, Standard Brands Incorporated; Thomas H. Young, United States Rubber Company; Robert B. Brown, Bristol-Myers Co.; William Connolly, S. C. Johnson & Son; Carleton Healy, Hiram Walker & Sons; D. H. Odell, General Motors Corp.; W. B. Potter, Eastman Kodak Co.; Ralph Winslow, Libbey-Owens-Ford Glass 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

9 E. 46th St., New York 17, N. Y.

PLaza 5-6577

President John W. Vandercook

Vice-President George Fielding Eliot

Vice-President Raymond Gram Swing

Treasurer Quincy Howe

Secretary César Saerchinger

Chairman Executive Committee H. V. Kaltenborn

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.

Australian Broadcasting Commission

264 Pitt St., Sydney, N. S. W., Australia
Phone M6991

Chairman.....William J. Cleary
General Manager.....Charles Moses

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 which covers all capital cities and country regions in each state. Other transmitters provide state programmes but are linked for special periods each day in a National Alternative network. The Commission publishes a journal, "The A. B. C. Weekly."

Authors' League

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President.....Russel Crouse
Vice-President.....Fannie Hurst
Secretary.....Katherine Seymour
Treasurer.....Arthur Schwartz

COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Bar-nouw, Carl Carmer, Mignon G. Eberhart, J. C. Furnas, Paul Gallico, Sidney Gerson, Oscar Hammerstein II, Stuart Hawkins, Lillian Hellman, Pauline Hopkins, Gladys Hurlbut, Fannie Hurst, Nikki Kaye, Manuel Komroff, Howard Lindsay, Richard McDonagh, Arch Oboler, S. J. Perelman, Kenneth Pettus, Henry F. Pringle, Elmer Rice, Rex T. Stout, Kenneth Webb, Forrest Barnes, Philip Barry, Rector Chevigny, Marc Connelly, Russel Crouse, Paul Franklin, Frances Good- rich, John Howard Lawson, Denis Tilden Lynch, John Vandercook.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copy- rightable material of whatever kind or nature; to advise and assist all such in business matters relat- ing 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 ap- proximately 4,200.

BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President.....J. Harold Ryan
Vice-President.....Sydney Kaye
Vice-President.....Harry Sedgwick
Vice-President.....Joseph Sedgwick
Secretary-Treasurer.....Glen Bannerman
Secretary-Treasurer.....T. Arthur Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and pub- lish original music, to coordinate and license perform- ing rights of music published under its own imprint

and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and com- posers.

Board of War Communications

Chairman's Office: c/o Federal Communications Commission, Washington, D. C.

BOARD MEMBERS

Paul Porter, Chairman, Federal Communications Com- mission; Rear Adm. Joseph R. Redman, Director of Naval Communications; Major Gen. Harry C. Ingles, Director of Naval Communications; Adolf A. Berle, Jr., Assistant Secretary of State in Charge of the Office of Transportation and Communications; Herbert E. Gaston, Assistant Secretary of Treasury in Charge of Treasury Enforcement Activities; Capt. E. M. Webster, Chief of Communications of the U. S. Coast Guard, Assistant Secretary.

COMMITTEES

Alternates: E. K. Jett, Federal Communications Com- mission; Brig. Gen. Frank E. Stoner, Chief, Army Com- munications Branch; Capt. John V. Murphy, Deputy Director of Naval Communications; Francis C. de Wolf, Chief, Telecommunications Division of Department of State; Capt. E. M. Webster, Chief of Communications of the U. S. Coast Guard.

Coordinating: Comm. E. K. Jett, Federal Communica- tions Commission, Chairman; Harvey B. Otterman, Department of State; Col. Wesley T. Guest, War De- partment; Capt. Franz O. Willenbacher, Navy Depart- ment; Capt. E. M. Webster, U. S. Coast Guard.

Law: Charles R. Denny, Jr., General Counsel of Fed- eral Communications Commission, Chairman; Col. Conrad E. Snow, War Department; Lt. Comdr. Ernest R. Feidler, Treasury Department; Capt. Franz O. Willenbacher, Navy Department; Raymond T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman.
Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jolliffe, Secretary.

International Broadcasting Coordinating: I—Amateur Radio: George W. Bailey, Chairman; II—Aviation Com- munications: R. O. Smith, Chairman; III—Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary; IV— Domestic Broadcasting: A. D. Ring, Secretary; V— Interdepartment Radio Advisory: Comdr. Paul D. Miles, Chairman; Capt. E. M. Webster, Vice Chairman; M. H. Woodward, Secretary; L. R. Brady, Asst. Secretary; VI—International Broadcasting: Walter C. Evans, Chair- man; VII—Radio communications: Capt. E. M. Webster, Chairman; F. M. Ryan, Secretary. VIII—State and Municipal Facilities: Capt. Donald S. Leonard, Chair- man; G. E. Nielson, Secretary; IX—Telegraph: E. R. Shute, Chairman; William J. Norfleet, Secretary; X— Telephone: Z. Z. Huges, Chairman; Clyde S. Bailey, Secretary; XI—United States Government Facilities: Lt. Col. A. G. Simson, Chairman; XII—Communications Liaison Committee for Civilian Defense: William N. Krebs, Chairman; Herbert A. Friede, Secretary; XIII— Priorities Liaison: Comdr. R. H. Griffin, Chairman.

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS

North American Dir.....John Salt
Asst. North American Dir.....W. R. Reid
Special Asst. to N. A. Dir.....Donovan Rowse
Head of Research Dept.....Henry David
Sr. Asst. Research Dept.....A. S. Kenas
Public Relations Mgr.....Christopher Cross
Chief Engineer.....A. S. Toby
Program Operations Mgr.....Stephen Fry
Head of European Service.....Clement Fuller
Production Manager.....Roy Lockwood
Talks Producer.....Miss Evelyn Gibbs

BRANCH OFFICES

1060 Bush St., San Francisco 9, Calif.
Phone: Ordway 4049
Pacific Coast Representative.....Gerald Cock
430 N. Michigan Ave., Chicago 11, Ill.
Phone: Delaware 6881

ORGANIZATIONS

Middle West Representative.....William N. Newton
 1150 Connecticut Ave., NW, Washington 6. D. C.
 Phone: Executive 1465
 Manager.....Miss Annette Elson
 Washington Correspondent.....Anthony Wigan

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation consist of two inter-related but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
 Pennsylvania 6-5465

OFFICERS

President.....J. Harold Ryan
 Vice-President-General Counsel.....Sydney M. Kaye
 Vice-President-General Manager.....M. E. Tompkins
 Treasurer.....C. E. Lawrence

DIRECTORS

Neville Miller,* National Association of Broadcasters; John Elmer, WCBM; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kanner, WCAE; Carl Haverlin, Mutual Broadcasting System; C. W. Myers, KOIN; J. Leonard Reinsch, WSB; Robert D. Swezey, Blue Network Co., Inc.; Frank K. White, Columbia Broadcasting System.

* Has since resigned as President of NAB.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
 Executive-in-Charge.....Eddie Janis

54 West Randolph St., Chicago, Ill.
 Executive-in-Charge.....James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont.
 Canada
 Elgin 5623

OFFICERS

President-General Manager.....Glen Bannerman
 Chairman of the Board.....Harry Sedgwick
 Vice-Chairman of the Board.....G. R. A. Rice
 General Counsel.....Joseph Sedgwick
 Secretary-Treasurer.....T. Arthur Evans

DIRECTORS

Harry Sedgwick, Chairman, New York City; G. R. A. Rice, Vice Chairman, Radio Station CFRN; Gerry Gaetz, CKRC; A. A. Murphy, CFQC; Ralph White, CFJC; J. E. Campeau, CKLW; J. K. Cooke, Toronto; Phil Lalonde, CKAC; J. N. Thivierge, CHRC; Lieut.-Col. K. S. Rogers, FCY; N. Nathanson, CJC.B.

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
 Phone: Elgin 9219

OFFICERS

President-Managing Director...H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Ralph Hawkes, Holmes Maddock, H. T. Jamieson, representing The Performing Right Society Limited, London, England, and John G. Paine, Gordon V. Thompson, W. S. Low, representing the American Society of Composers, Authors and Publishers.

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
 Circle 6-5565

OFFICERS

President.....Gene Buck
 1st Vice-President.....Pat O'Brien
 2nd Vice-President.....Jay Jostyn
 Honorary Vice-Presidents:
 Bing Crosby, Dan Healy, Donald Brian
 Recording Secretary.....Frank McNellis
 Historian.....Kathryn Givney
 Executive Secretary.....George Buck
 Chairman of Executive Board.....Donat Gautier
 Chairman of Advisory Board.....Hon. Edward P. Mulrooney

FUNCTIONS

Benevolent and social organization, founded to promote the best interests of the stage and its people.

Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.
 ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
 President.....Edwin P. Kilroe
 Vice-President.....Richard Reid
 Treasurer.....Clarence E. Heller
 Executive Secretary.....Eleanor M. Tucker
 Corresponding Secretary.....Bernadette A. Forrest

BOARD OF GOVERNORS

Thomas E. Woodlock, Right Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Egerly, Margaret Marshall, Jos. J. Reilly, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

FUNCTIONS AND ACTIVITIES

The press, inclusive of the writer, editor and publisher of newspaper, magazine, screen and stage manuscripts, desiring a statement of the Catholic mind on Church issues or current national events, will find the Catholic Writers Guild of America ready to cooperate in directing inquiry to a source of authentic information.

Chicago Radio Management Club

230 N. Michigan Ave.
 Chicago, Ill

OFFICERS

President.....Harlow P. Roberts
 Vice-President.....Harry K. Gilman
 Secretary.....Hildred Sanders
 Treasurer.....Arthur Haare

FUNCTIONS AND ACTIVITIES

The Chicago Radio Management Club is an organization consisting of members in executive capacities in advertising agencies and radio stations in Chicago,

III. Meetings are held weekly wherein any and all problems relative to radio business can be discussed on common grounds, conclusion drawn and plans for the solution of particular problems authorized for action.

Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
Murray Hill 5-7367

OFFICERS

Chairman.....John Benson
Executive Director.....Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President.....Richard Rodgers
Vice-President.....Phillip Barry
Secretary.....Victor Wolfson

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Patricia Collings, Russel Crouse, Owen Davs, Howard Dietz, Philip Dunning, Nancy Hamilton, Otto Harbach, Lillian Hellman, Gladys Hurlbert, G. S. Kaufman, Arthur Kober, Howard Lindsay, Elliot Nugent, Eugene O'Neil, Paul Osborn, Samson Raphaelson, Arthur Schwartz, Kurt Weill, Victor Wolfson, Dorothy Fields, Francis Goodrich, Oscar Hammerstein, II, F. Hugh Herbert, Ogden Nash.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

Federal Communications Bar Assn.

Munsey Bldg., Washington 4, D. C.

OFFICERS

President.....Ben S. Fisher
First Vice-President.....Eliot C. Lovett
Second Vice-President.....Carl I. Wheat
Secretary.....W. Theodore Pierson

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.

Federal Radio Education Committee (FREC)

Tempo 2, 19th and D Sts., N.W., Washington, D. C.
Executive 6500, Extension 2564

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Gertrude G. Broderick
Radio Education Specialist.....R. R. Lowdermilk

EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education; George P. Adair, Federal Communications Commission; Clifford J. Durr, Commissioner, FCC; John Elmer, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; Rev. Frederick J. Hockwalt, National Catholic Welfare Conference; Harold B. McCarty, Station WHA; J. Harold Ryan, National Association of Broadcasters; Levering Tyson, Muhlenberg College; Judith C. Waller, National Broadcasting Co., Lyman Bryson, Columbia Broadcasting System.

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

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.
EXecutive 6800

PERSONNEL

Chairman.....Robert E. Freer
Commissioner.....Garland S. Ferguson
Commissioner.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Secretary.....Otis B. Johnson
Chief Counsel.....Wm. T. Kelley
Chief Examiner.....James A. Horton
Chief Economist.....Col. William H. England
Dir. Trade Practice Conferences.....Henry Miller
Director, Radio & Periodical Division.....P. B. Morehouse
Assistant Director, Radio & Periodical Division.....William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelly
Vice-President.....Norman Lewis
Secretary-Treasurer.....Melvin F. Hall

ORGANIZATIONS

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

F M Broadcasters, Inc. (FMBI)

Office of the President and Secretary-Treasurer,
333 W. State St., Milwaukee 1, Wis.
Marquette 6000
Washington Office:
711 Colorado Bldg.

OFFICERS

President Walter J. Damm
Vice-President Theodore C. Streibert
Secretary-Treasurer L. W. Herzog

DIRECTORS

John Shepard, 3rd, John V. L. Hogan, Arthur Church, Geo. Lang, Lee B. Wailes, Ray H. Manson, 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.

Hollywood Victory Committee For Stage, Screen and Radio

415½ North Beverly Drive, Beverly Hills, California
Phone: Crestview 5-1171

OFFICERS

Chairman Kenneth Thomson
Vice-Chairman Mark Sandrich
Treasurer Bert Allenberg
Secretary Howard Strickling
Asst. Secretary Arch Reeve
Executive Administrator Marco Wolff

ORGANIZATIONS REPRESENTED

Actors Equity Association
American Federation of Radio Artists
American Guild of Musical Artists
American Guild of Variety Artists
American Society of Composers, Authors and Publishers
Artists Managers Guild
Association of Motion Picture Producers
Hollywood Writer's Mobilization
Independent Publicists Society
Musicians Mutual Protective Association
Public Information Committee of the Motion Picture Industry
Radio Networks
Radio Writers Guild

Screen Actors Guild
Screen Directors Guild
Screen Publicists Guild
Screen Writers Guild
Southern California Broadcasters Association
Theatre Authority, Inc.
War Activities Committee

FUNCTIONS

This committee was formed as a means of coordinating the requests for "free talent" and as a means of offering protection to the actors, the studios and the radio networks in Hollywood, so far as authentication of requests is concerned, and so far as accurate check as to the officialdom of the sources of requests for "free talent." This body is charged with the approval or rejection of all requests for "free talent" in Hollywood. All requests for "free talent" whether to studios, organizations of individual stars, are to be referred to this committee for action.

A sub-committee, the Hollywood Talent Committee, is charged, after the main committee has approved a request officially, with the coordination of the various industry elements involved in fulfilling the request.

The Institute for Education by Radio

Established 1930
Ohio State University, Columbus, Ohio
UNiversity 3148, Extension 708

OFFICERS

Honorary Director W. W. Charters
Director I. Keith Tyler
Executive Secretary Ardis Hillman Wheeler

PROGRAM COMMITTEE

William Wallace Beavers, Program Director, WCOL; R. C. Higgy, Director, WOSU; T. C. Holy, Director, Bureau of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBNS; John Moses, Production Manager, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; I. Keith Tyler, Director of the Institute.

FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous year. No resolutions are passed. The Institute also sponsors the American Exhibition and Citations of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

Institute of Radio Engineers, Inc.

330 West 42nd St., New York 18, N. Y.
MEdalion 3-5661

OFFICERS

President W. L. Everitt
Vice-President H. J. Vander Bill
Treasurer R. A. Heising
Secretary Haraden Pratt

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.
Vanderbilt 6-6075

OFFICERS

President George Abraham
Program Manager Harriette Slose
Business Manager Louis M. Bloch

BRANCH OFFICE

706 Sanders Ave., Schenectady 2, N. Y.
Technical Manager David W. Borst

FUNCTIONS

Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Antioch College, Brown University, Barnard College, College of Albert I. Leopoldville, Belgium Congo, Columbia University, University of Connecticut, Cornell University, Georgetown University, Hamilton College, Harvard University, Haverford College, Knox College, University of Maryland, Ohio University, Ohio State University, Pembroke College, Princeton University, Rhode Island State College, St. Edwards University, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, and Yale University.

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman Comdr. P. D. Miles
Vice-Chairman Capt. E. M. Webster
Secretary M. H. Woodward
Assistant Secretary L. R. Brady

MEMBERS

Department of Agriculture E. W. Loveridge
Department of Commerce Dr. J. H. Dellinger
Federal Communications Commission E. K. Jett
Department of Interior S. L. Windes
Department of Justice E. P. Coffey
Maritime Commission D. S. Brierly
Department of Navy Comdr. Paul D. Miles
Post Office Department Roy M. Martin
Department of State H. B. Otterman
Department of Treasury Capt. E. M. Webster
Department of War Lt. Col. A. G. Simson

ALTERNATE MEMBERS

Department of Agriculture E. C. Wagner
Department of Commerce L. H. Simson
Federal Communications Commission M. H. Woodward
Department of Interior Howard F. Carl
Department of Justice H. J. Walls
Navy Department Lt. W. R. Foley
Department of State Helen G. Kelly
Department of Treasury Lt. Comdr. A. L. Budlong
Department of War Lt. Col. William E. Plummer

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS

International President Ed J. Brown
International Secretary G. M. Bugniazet
International Rep. for Radio Broadcasting W. L. Reed

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. IBEW unions of radio broadcast technicians and engineers have been established throughout the United States, and approximately 400 standard commercial broadcast stations have collective bargaining agreements with IBEW.

The Lambs

130 W. 44th St., New York 18, N. Y.
Bryant 9-8020

OFFICERS

Shepherd John Golden
Boy Raymond Feck
Corresponding Secretary Bobby Clark
Recording Secretary Jack Whiting
Treasurer James E. Meighan
Librarian John S. (Ole) Olson

DIRECTORS

Kenneth Webb, Earl Benham, John McManus, Percy Moore, William P. Adams, Walter N. Greaza, Richard Taber, Otto Harbach, Elliott Nugent, Joseph S. Buhler, Ward Wilson, Emil Friedlander, Bruce Evans, Arthur Maitland, William J. Kelly.
LIFE DIRECTORS: R. H. Burnside, A. O. Brown, William Gaxton, Fred Waring.

Market Research Council

New York 17, N. Y.
c/o BBDD, 383 Madison Ave.
Eldorado 5-5800 (ask for R. N. King)

OFFICERS

President Ray Robinson
Vice-President Edw. Battery, Jr.
Secretary-Treasurer Robert N. King

EXECUTIVE COMMITTEE

Ray Robinson, Edw. Battery, Jr., Robert N. King, D. B. Lucas, A. W. Lehman.

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board Walter C. Douglas
President Lester Santly
Vice-President Jack Mills
Secretary J. J. Bregman
Treasurer Richard F. Murray
Agent and Trustee Harry Fox

National Association of Broadcasters

1760 "N" Street, N.W., Washington 6, D. C.
National 2080

OFFICERS

President J. Harold Ryan
Secretary-Treasurer C. E. Arney, Jr.

ADMINISTRATIVE STAFF

Director of War Activities Robert T. Bartley
Director of Broadcast Advertising Lewis H. Avery
Director of Public Relations Willard D. Egolf
Director of Engineering Howard S. Frazier
Director of Research Paul F. Peter
Director of Circulation and Promotion Arthur C. Stringer

ORGANIZATIONS

General Counsel for Labor Relations John Morgan Davis
 Assistant Director of Broadcast Adv. Helen Cornelius
 Assistant Director of ResearchHelen H. Schaefer

BOARD OF DIRECTORS

Chairman, J. Harold Ryan, NAB, Washington, D. C.
 District

- 1—Paul Morency, WTIC, Hartford, Conn.
- 2—Kolin Hager, WGY, Schenectady, N. Y.
- 3—Roy F. Thompson, WFBG, Altoona, Pa.
- 4—Campbell Arnoux, WTAR, Norfolk, Va.
- 5—John C. Bell, WBRC, Birmingham, Ala.
- 6—Hoyt B. Wooten, WREC, Memphis, Tenn.
- 7—Nathan Lord, WAVE, Louisville, Ky.
- 8—John E. Fetzer, WKZO, Kalamazoo, Mich.
- 9—Leslie C. Johnson, WHBF, Rock Island, Ill.
- 10—John J. Gillin, Jr., WOW, Omaha, Nebr.
- 11—E. L. Hayek, KATE, Albert Lea, Minn.
- 12—William B. Way, KVOO, Tulsa, Okla.
- 13—Hugh A. L. Half, WOA!, San Antonio, Texas
- 14—Hugh B. Terry, KLZ, Denver, Colo.
- 15—Arthur Westlund, KRE, Berkeley, Calif.
- 16—William B. Ryan, KFI, Los Angeles, Calif.
- 17—Harry R. Spence, KXRO, Aberdeen, Wash.

FUNCTIONS

The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry.

National Assn. of Performing Artists

630 Fifth Ave., New York, N. Y.
 Circle 7-8194

OFFICERS

Honorary PresidentJosef Hofmann
 PresidentJames J. Walker
 Vice-PresidentFred Waring
 Vice-PresidentMeyer Davis
 Vice-PresidentPaul Whiteman
 Vice-PresidentAl Jolson
 TreasurerDon Voorhees
 General CounselMaurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efreim Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

Nat'l Assn. Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois
 Urbana 7-2616

OFFICERS

President, ActingAllen Miller
 (KOAC, Corvallis, Ore.)
 TreasurerW. I. Griffith
 (WOI, Ames, Iowa)
 Executive SecretaryFrank Schooley
 (WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
 Murray Hill 6-3535

OFFICERS

PresidentR. P. Clayberger
 Vice-PresidentPhillips Wyman
 SecretaryWarren C. Agry
 TreasurerJohn L. Anderson
 General ManagerEdward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

National Independent Broadcasters (NIB)

President's Office: 501 Madison Ave., New York, N. Y.
 Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
 Phone, Republic 3607

OFFICERS

PresidentHarold A. Lafount
 General CounselAndrew W. Bennett

FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
 Superior 8140

OFFICERS

PresidentJames R. Kearney, Jr.
 James R. Kearney Corp., 4236 Clayton Ave., St. Louis 10, Mo.
 Vice-PresidentArnold Andrews
 Andrews Co., 1324 W. Wisconsin Ave., Milwaukee 3, Wis.
 Vice-PresidentE. V. Creagh
 American Chain & Cable Co.
 Bridgeport 2, Conn.
 Vice-PresidentA. P. Darcel
 Crane Limited, 1170 Beaver Hall Square, Montreal, Que., Canada
 Vice-PresidentC. N. Kirchner
 Independent Pneumatic Tool Co.,
 600 W. Jackson Blvd., Chicago 6, Ill.
 Vice-PresidentJ. M. McKibbin
 Westinghouse Elec. & Mfg. Co.,
 511 Wood St., Pittsburgh 30, Pa.
 Vice-PresidentLouis J. Ott
 Ohio Brass Co., 360 N. Main St., Mansfield, Ohio
 Vice-PresidentH. A. Sawin
 Yuba Mfg. Co., 351 California St., San Francisco 4, Calif.
 Vice-PresidentGordon Tuthill
 Crucible Steel Co. of America,
 405 Lexington Ave., New York 17, N. Y.
 Secretary-TreasurerWalter M. Yogesrt
 Bodine Electric Co., 2254 W. Ohio St., Chicago 12, Ill.
 Past PresidentFrederic I. Lacksen
 Hays Corporation, Michigan City, Ind.

DIRECTORS

Baltimore, H. C. Schuckle, Emery Advertising Co., Inc., Baltimore Lite Bldg.; M. J. Donahue, Anchor Post Fence Co., 6500 Eastern Ave.; Boston, Ross M. Cunningham, Massachusetts Institute of Technology, Cambridge; George A. Sawin, Jr., Westinghouse Elec. & Mfg. Co., 10 High St.; Buffalo, Howard M. Robins, J. H. Williams & Co., 400 Vulcan St.; Herbert F. Barrett, Buffalo Meter Co., 2917 Main St.; Chicago, William A. Marsteller, Edward Vaive & Mfg. Co., Inc., East Chicago, Ind.; Fred G. Jones, The Creamery Package Mfg. Co., 1243 W. Washington St.; Cincinnati, Walter H. Spindler, Armo Drainage Products Association, Middletown, O.; W. D. Shannon, Allis Chalmers Mfg. Co., Norwood, Ohio; Cleveland, Ernest C. Roberts, Clark Controller Co., 1146 E. 152nd St.; Wilmer H. Cordes, American Steel & Wire Co., Rockefeller Bldg.; Columbus, W. T. Burgess, Den son Engineering Co., 1160 Dublin Road; L. H. McReynolds, Jeffrey Manufacturing Co., East First Ave.; Detroit, E. R. Dunn, Bull Dog Electric Products Co., 7610 Joseph Campau Ave., John A. Marshall, Wolverine Tube Co., 1411 Central Ave.; Houston, Harry O. Heller, Reed Roller Bit Co., W. H. Tipton, Jr., Franke, Wilkinson-Schwiertz, Inc., Cotton Exchange Bldg.; Indianapolis, Howard C. Caldwell, Caldwell-Baker Co., 1204 Merchants Bank Bldg.; Harold A. Quinlan, Spencer W. Curtis, Inc., 901 Circle Tower; Los Angeles, Richard F. O'Mara, Western Precipitation Corp., 1016 W. Ninth St.; M. L. Gowans, Darwin H. Clark, 541 S. Spring St.; Milwaukee, Francis M. Higgins, Four Wheel Drive Auto Co., 12th St.; Clintonville, Wis., E. J. Goes, The Koehring Co., 3026 W. Concordia Ave.; Minnesota, Alfred Colle, Alfred Colle Co., 510 New York Life Bldg.; Minneapolis, S. A. Osborn, Economics Laboratory, Inc., 914 Guardian Bldg., St. Paul; Montreal, Gordon L. Hale, Canadian Tube & Steel Products, Ltd., 5765 Hamilton St.; A. R. McGill, Cookfield, Brown & Co., Ltd., Canada Cement Bldg.; New Jersey, C. E. Gischel, Walter Kidde & Co., Inc., 140 Cedar St.; New York, N. Y., Edward & Pechin, E. I. du Pont de Nemours & Co., Inc., Arlington, N. J.; New York, Alfred M. Street, Jenkins Bros., 80 White St.; Bernard Dolan, Peter A. Frasse & Co., 17 Grand St.; Philadelphia, A. O. Witt, Schramm, Inc., West Chester, Pa.; James S. McCullough, Yale & Towne Mfg. Co., 4530 Tacony St.; Pittsburgh, J. A. Burgess, Gulf Oil Corp., Gulf Bldg.; Charles W. Kalbfus, The Elliott Co., Jeannette, Pa.; Rochester, A. G. Moore, General Railway Signal Co., 801 West Ave.; Herbert R. Hanson, The Pfauddler Co., 89 East Ave.; Rockford, W. C. Galoway, Barber-Colman Co., 215 S. Loomis St.; Roscoe C. Brightup, Greenlee Bros. & Co., 2136 Twelfth Street; St. Louis, T. W. Broesel, White-Rodgers Electric Co., 1209 Cass Ave.; Oakleigh R. French, N. French & Associates, 4235 Lindell Blvd.; San Francisco, H. S. Schuler, Westinghouse Elec. & Mfg. Co.; Montgomery St.; W. H. Wilde, The McCarty Co., 116 New Montgomery St.; Toledo, H. M. Wertz, Toledo Steel Products Co., 724 Monroe St.; Sam K. Beetham, Owens Illinois Glass Co., Ohio Bldg.; Toronto, T. H. Dowsett, Trane Company of Canada, Ltd., 4 Mowat, Ave., H. A. Standing, Gypsum, Lime and Alabastine, Canada, Ltd., 50 Millland St.; Western New England, Fred Emerson, Spartan Saw Works, Inc., 152 Fisk Ave., Springfield, Mass., T. V. Husk, Farrel-Birmingham Co., Inc., 25 Main St., Ansonia, Conn.; York, Frank W. Pensinger, York Corp., Roosevelt Ave., York, Pa.; A. M. Wearstler, Wearstler Advertising, Inc., 20 W. Front St.; At-Large, Howard Kenyon, LaPlant Choate Mfg. Co., Inc., Cedar Rapids, Iowa, Dar Johnson, Hyster Company, 2902 N. E. Clackamas St., Portland, Ore.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

National Variety Artists, Inc.

223-5 W. 46th St., New York, N. Y.
Columbus 5-2638

OFFICERS

President..... Louis Handin
First Vice-President..... Jack Boyle
Second Vice-President..... Juliet Heath
Treasurer..... Frank O'Connell
Recording Secretary..... Rosa Crouch

DIRECTORS

Charles Preston, Leon E. Bendon, Vic Christie, Bert Spencer, Joe Woods, Wilbur Beld, Jim Mooney, John K. Hawley, Joe Verdi, Harry Jackson.

BOARD OF TRUSTEES

Phil Kelly, Bob Robbins, George Matthews, Hans Robert, Lilliam Weed, Henry Lewinsohn.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession. Open house for Boys in Service.

Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
Phone: 432

OFFICERS

President..... Paul R. Fry
(KBON, Omaha)
Vice-President..... Lumir Urban
(KORN, Fremont)
Secretary-Treasurer..... Art Thomas
(WJAG, Norfolk)
DIRECTORS

Hugh Feltis, KFAB, Lincoln; Wick Heath, KMMJ, Grand Island; John J. Gillin, Jr., WOW, Omaha.

MEMBER STATIONS

KBON, Omaha; KFAB, Lincoln; KFOR, Lincoln; KGFV, Kearney; KOKY, Scottsbluff; KODY, North Platte; KHAS, Hastings; KMMI, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

Northern California Broadcasters Association

c/o C. L. McCarthy, Secretary
KQW San Francisco Studios
140 Jessie St., San Francisco, Calif.

OFFICERS

President..... Arthur Westlund
(KRE, Berkeley)
Secretary-Treasurer..... C. L. McCarthy
(KQW, San Jose)

FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

Ohio Association of Broadcasters

22 E. Gay St., Columbus, Ohio
Phone, Adams 1101

OFFICERS

President..... Robert T. Mas
(WMRN, Columbus)
Vice-President..... Arch Shaud
(WTOL, Toledo)
Secretary-Treasurer..... Carl M. Everson
(WHKC, Columbus)

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio.

Pacific Advertising Association

Charles W. Collier, Managing Director
337 Monadnock Building
San Francisco, Calif.
GARfield 6868

ORGANIZATIONS

OFFICERS AND DIRECTORS

President—George Weber, Partner, Mac Wilkins, Cole & Weber, Seattle, Wash.

Senior Vice-President—Charles A. Storke, Assistant Publisher, News-Press, Santa Barbara, Calif.

Secretary-Treasurer—Vernon Churchill, Assistant to the Publisher, The Oregon Journal, Portland, Ore.

Vice-President at Large—Mrs. Edith W. Irwin, Secretary, Fresno Irrigation District, Fresno, Calif.

Vice-President, District No. 1—Joseph Corneilus, Assistant Cashier, The First National Bank in Spokane, Spokane, Wash.

Vice-President, District No. 2—Gilbert L. Stanton, Director of Advertising and Public Relations, Idaho Power Co., Boise, Idaho.

Vice-President, District No. 3—H. Quinton Cox, Assistant Manager, Radio Station KGW, Portland, Ore.

Vice-President, District No. 4—Robert S. Hunter, President, Hunter Advertising Co., Oakland, Calif.

Vice-President, District No. 5—Norwood Hoyt Fawcett, Transit Advertising Co., San Diego, Calif.

Past President—Maurice W. Heaton, Vice-President, Williams, Lawrence & Cresmer, Los Angeles, Calif.

Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., San Francisco, Calif.

Chairman, Club Service Committee—Miss Benet Hanau, Secretary, Advertising Counselors, Inc., Phoenix, Ariz.

Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board, Foote, Cone & Belding, Los Angeles, Calif.

Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., San Francisco, Calif.

Chairman, Senior Advisory Committee, Junior Division—Mrs. Claire Drew Forbes, Advertising Manager, Rhodes Department Store, Seattle, Wash.

Chairman, War Activities Committee—Robbins Milbank, McCann-Erickson, Inc., San Francisco, Calif.

FUNCTIONS

The Pacific Advertising Association, now in its 42nd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advancement of Business Program.

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President..... Clair R. McCollough

(WGAL, Lancaster)

Secretary..... C. G. Moss

(WKBO, Harrisburg)

Treasurer..... Dr. Leon Levy

(WCAU, Philadelphia)

DIRECTOR

Ray Thompson, WFBC, Altoona.

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
1549 N. Vine Street, Hollywood, Calif.
Regional Director..... Nat Winecoff
36 East Fifth Street, Cincinnati, Ohio
Regional Director..... Danny Engel
433 Little Building, Boston, Mass.

FUNCTIONS

Charitable and Benevolent Organization.

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
LONGACRE 5-6622

OFFICERS

President..... F. A. Kirgenschmitt

Vice-President..... O. James Morelock

Treasurer..... J. J. Stanley

Corresponding Secretary..... M. B. Sleeper

Recording Secretary..... J. H. Bose

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).

DIRECTORS

Ernest V. Amy, E. H. Armstrong, G. E. Burghard, J. L. Callahan, L. C. F. Horle, H. W. Houck, Frank King, R. R. Batchter, C. E. Dean, A. Hazeltine, F. A. Liddy, J. Weave, Paul Ware.

Radio Council—WBEZ (FM)

Chicago Public Schools
228 N. La Salle St., Chicago, Ill.
Dearborn 7801

PERSONNEL

Director (on military leave)..... Lt. Col. H. W. Kent

Acting Director..... George E. Jennings

Program Director..... Elizabeth E. Marshall

Production Head..... Robert R. Miller

Engineer..... E. H. Andresen

EXECUTIVE COMMITTEE

SCHOOL BROADCAST CONFERENCE

Dean Douglass, RCA, Chicago; Robert Hansen, WIND, Chicago; David Heffernan, Assistant Superintendent, Cook County Schools, Chicago; George Jennings, Director, School Broadcast Conference, Chicago; Lt. Col. Harold W. Kent, Honorary Chairman, SBC Executive Committee; Elizabeth E. Marshall, Program Director, Radio Council WBEZ, Chicago; William Newton, BBC, Chicago; Myrtle Stahl, WGN-MBS, Chicago; E. Jerry Walker, WLS, Chicago; Judith Walker, NBC, Chicago; Florence Warner, CBS, Chicago; Al Hattis, WJJD, Chicago.

FUNCTIONS

The Radio Council of the Chicago Public Schools operate a non-commercial FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations. Conducts the annual

School Broadcast Conference (9th Annual Meeting—1945) which is interested in promoting better use of radio in the schools and publishes literature in this connection, as well as public service programs for community organizations; adult education and "educational" programs in general.

Radio Directors Guild

The Gladstone
114 E. 52nd St., New York, N. Y.
PLaza 3-4300

OFFICERS

New York Chapter

President.....Jerry Devine
Vice-President and Chairman of Membership
Committee.....William N. Robson
Treasurer.....Harry Ackerman
Secretary.....William M. Sweets
Executive Secretary.....Helen Farrel Mount

Hollywood Chapter

President.....Don Bernard
Vice-President.....Paul Franklin
Secretary.....Thomas Freebairn-Smith
Treasurer.....John Guedel
Chairman Membership Committee.....Tony Stanford

BRANCH OFFICE

1537 N. Vine St., Hollywood, Calif.
Hillside 2183
Don Bernard, President, Hollywood Chapter

MEMBERS

New York Chapter: Harry Ackerman, Wendell Adams, Wylie Adams, Addison Amor, Martin Andrews, Corp. Ira Ashley, Ira Avery, Oliver Barbour, Lt. Howard G. Barnes, John Becker, Joseph Bell, Gertrude Berg, Lawrence Berns, Frederick Bethel, Fritz Blocki, Roger Bower, Marguerite H. Bowman, William Brennan, Stuart Buchanan, John Buckwalter, Maj. Edward A. Byron, Ralph Starr Butler, Jr., Edmund L. Cashman, Dick Charles, Jay Clark, John Cleary, Phil Cohan, Lee Cooley, Capt. Ted Corday, Norman Corwin, Walter Craig, George Creamer, Joseph M. Daly, Carlo De Angelo, Guy della-Cioppa, Jerry Devine, Norman Dicken, John Dietz, Edwin Duerr, Edwin L. Dunham, Paul Dumont, Carl Eastman, De Vere Engelbach, Garnet Garrison, William Gernannt, Mark Goodson, Mitchell Grayson, Axel Gruenberg, Arthur Hanna, Jay Hanna, James Haupt, Tom Hicks, Jack H II, Harry Holcombe, Garrett Hollihan, Jr., Lt. Clinton Johnson, Jack Johnstone, Ray H. Kremer, C. Bennett Larson, Anton M. Leader, Alexander Leftwick, Jr., Winifred Lenihan, Richard Leonard, Lt. (jg) David Levy, Roy Lockwood, Marx Loeb, Pvt. Joseph Losey, Basil Loughrane, John W. Loveton.

John Henry Macdonell, Lindsay MacHarrie, Kenneth W. MacGregor, Sherman A. MacGregor, Nila Mack, Martin Magner, Joseph Mansfield, William Marshall, Paul Martin, Harold McGee, Earle L. McGill, Walter John McGraw, II, Wesley McKee, Kathleen McMahan, Arnold Michaelis, John Dietrich Mitchell, Brester Morgan, Herbert M. Moss, Oliver Nicol, Robert Nolan, Lester O'Keefe, Eldridge Packham, Frank Papp, Edward Pola, Herbert S. Polesie, William S. Rainey, Capt. Irving K. Reis, Ernest Ricca, Herbert C. Rice, Thomas L. Riley, William N. Robson, Jack Roche, William P. Rousseau, Jack Rubin, Herbert C. Sanford, Richard Sanville, Victor Seydel, Robert L. Shayon, James Sheldon, Robert S. Steel, Paul Stewart, William M. Sweets, Frank K. Telford, William S. Todma, Day Tuttle, Willison M. Tuttle, Lester Vail, Thomas F. Victor, Jr., Chick Vincent, Charles Warburton, Pvt. Albert Ward, Kenneth Webb, John Wellington, Pvt. Robert Welch, Orson Welles, George Wiest, Theodora Yates, Lt. George J. Zachary.

Cyril E. Armbrister, Ross Filion, John Wilson, Don Martin, Tom Bennett, William S. Doughten, Don Gillis, Paul Knight, George Maynard, Ace Ochs, Alton Alexander, Robert E. Smith, Oliver Daniel, Wesley B. Goodman, Keith P. Brown, Gene Dawley, Henry W. Dick, James H. Fassett, Walter Gorman, Robert P. Heller, Deric R. Leighton, Lou Chapin, Charles T. Harrell, Ted Huston, John S. Ruge, Robert Stevens, Walter Scanlan, James Whipple.

Hollywood Chapter: Carleton Alsop, Don Bernard, Ted Bliss, Murray Bolen, Don Clark, Myron Dutton, Earl Ebi, Paul Franklin, Thomas Freebairn-Smith, Martin Gosch, John Guedel, Robert Haifer, Tony Hardt, Gordon Hughes, Russ Johnston, Cal Kuhl, Bill Lawrence, Dick Mack, Arnold Marquis, Tom McAvity, Fred McKaye, Keith McLeod, Carleton Morse, Arch Oboler, Sam Pierce, Al Rinker, Bill Spier, Tony Stanford, Glenhall Taylor, Dave Titus, J. Donald Wilson, Bruce Kamman.

FUNCTIONS

A voluntary association to advance, foster, promote and benefit the interests of directors of radio programs and to protect secure their rights in their professional activities.

Radio Executives Club of New York

630 Fifth Ave., New York 20, N. Y.
Circle 6-1750

OFFICERS

President.....Warren Jennings
Vice-President.....Linnea Nelson
Secretary.....Claude Barrere
Treasurer.....Helen A. Thomas

FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held twice monthly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
National 4901

OFFICERS

President.....R. C. Cosgrove
(Crosley Corp.)
Executive Vice-President-General Manager
Bond Geddes
Vice-President.....E. A. Nichols
(Farnsworth T. & R. Corp.)
Vice-President.....David T. Schultz
(Raytheon Mfg. Co.)
Vice-President.....Walter Evans
(Westinghouse Elec. & Mfg. Co.)
Vice-President.....W. P. Hilliard
(Bendix Radio)
Vice-President.....J. T. White
(Jensen Radio Mfg. Co.)
Vice-President.....Robert C. Sprague
(Sprague Elec. Co.)
Treasurer.....Leslie Muter
(The Muter Co.)
General Counsel.....John W. Van Allen
(Buffalo, N. Y.)
Director of Publications.....James W. Douthart

DIRECTORS

Term Expiring 1945
Ben Abrams, Emerson Radio & Phonograph Corp.; M. F. Balcom, Sylvania Electric Products, Inc.; R. C. Cosgrove, The Crosley Corporation; L. L. Kelsey, Stewart-Warner Corporation; J. J. Nance, Zenith Radio Corporation; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; Monte Cohen, The F. W. Sickles Co.; W. P. Hilliard, Bendix Radio; G. Richard Fryling, Erie Resistor Corp.; J. J. Kahn, Standard Transformer Corp.; George Lewis, Federal T. & R. Corp.

Term Expiring 1946
John Ballantyne, Philco Corp.; P. S. Billings, Belmont Radio Corp.; Paul V. Galvin, Galvin Mfg. Corp.;

ORGANIZATIONS

E. A. Nichols, Farnsworth Television & Radio Corp.; David T. Schultz, Raytheon Mfg. Corp.; F. C. Best, Chicago Telephone Supply Co.; A. Blumenkrantz, General Instrument Corp.; S. I. Cole, Aerovox Corp.; Walter Evans, Westinghouse Elec. & Mfg. Co.; Frank M. Folsom, RCA Victor Division of RCA; F. R. Lack, Western Electric Company, Inc.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President.....R. M. Brophy
Vice-President.....S. L. Capell
Executive Secretary.....W. W. Richardson
Chairman of Parts Division.....R. Randall
Chairman of Engineering Committee.....A. B. Oxley
Chairman of Service Committee.....W. A. White

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.
Republic 1820, Extension 2225

OFFICERS

Acting Director.....C. F. Klinefelter
Assistant Director.....Gertrude G. Broderick
Radio Education Speciality.....R. R. Lowdermilk

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

Radio Technical Planning Board

OFFICERS

Chairman.....Dr. Walter R. G. Baker
Vice-chairman.....Dr. Alfred N. Goldsmith
Treasurer.....Bond Geddes
Coordinator.....L. C. F. Horle
Secretary.....W. B. Cowilich
Asst. Secretary.....Mrs. Martha Kinzie
Spectrum Utilization: A. N. Goldsmith, chairman;
R. H. Manson, vice-chairman.
Frequency Allocation: C. B. Jolliffe, chairman; F. M. Ryan, vice-chairman.
H. F. Generation: R. M. Wise, chairman; H. F. Argento, vice-chairman.
Standard Broadcasting: Howard Frazier, chairman; Burgess Dempster, vice-chairman.
V. H. F. Broadcasting: G. E. Gustafson, chairman;
C. M. Jansky, vice-chairman.
Television: D. B. Smith, chairman; I. J. Kaar, vice-chairman.
Facsimile: J. V. L. Hogan, chairman; C. J. Young, vice-chairman.
Radio Communication: Haraden Pratt, chairman;

H. H. Beverage, vice-chairman.

Relay Systems: E. W. Engstrom, chairman; Ralph Bown, vice-chairman.

Radio Range, Direction & Recognition: E. M. DeLorraine, chairman; W. L. Webb, vice-chairman.

Aeronautical Radio: D. W. Rentzel, chairman; D. K. Martin, vice-chairman.

Ind., Scientific & Medical Equipment: C. V. Aggers, chairman; H. B. Marvin, vice-chairman.

Police, Emergency Services: D. E. Noble, chairman; Frank Walker, vice-chairman.

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
Murray Hill 5-6930

OFFICERS

National President.....Peter Lyon
Vice-Presidents: Easton Region.....Robert Newman
Middle Western Region.....Pauline Hopkins
Western Region.....Sam Moore

Offices:

New York City: 6 East 39th Street.
Hollywood: 1655 North Cherokee.
Chicago: Room 1116, 360 N. Michigan.

NATIONAL COUNCIL

Eastern Region: Norman Corwin, Goodman Acs, Clifford Goldsmith, Kenneth Webb, Ruth A. Knight, Sylvia Berger, Julian Funt, Robert H. Lochner, Nora Stirling, Lynn Stone; Mid-Western Region: Ruth Walliser, David Peltz, Buelah Karney, Bernard Howard, Richard Durham, Bessie Jaffey, Louis Scofield, Ann Hunter, Sidney Gerson, Ruth Moenck; Western Region: John Dunkel, Kathleen Hite, Arch Oboler, Arno'd Marquis, Milton Merlin, Jack Robinson, Ashmead Scott, Abe Burrows, Harmon Alexander, Paul Franklin. Council Alternates—Eastern Region: Pegeen Fitzgerald, Carl Bixby, Max Ehrlich, Wade Arnold, Harry Hermann, Edmund Birnbryer, Robert T. Colwell, Theodore E. Ferro, Ira Marion, David Hall; Western Region: Maurice Zimm, John Boylan, Robert L. Richards, Stewart Sterling, Rupert Pray.

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.
Keystone 5306

OFFICERS

President.....C. B. Hershey
Secretary.....James G. Allen
Treasurer.....A. Helen Anderson

EXECUTIVE COMMITTEE

W. D. Armentrout, Harry M. Crain, Roy M. Green, J. L. Morrill.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 30 organizations formed to give professional aid to educational organization in planning, preparing and producing their radio broadcasts. In 1944, it produced 361 programs for 16 organizations, which were re-broadcast 1,536 times from 19 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365.

OFFICERS

President Paul Heinecke
Treasurer R. C. Heinecke

FUNCTIONS

Licensing use of 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 (As of Jan 1, 1945)

President D. E. Hyndman
Past President Herbert Griffin
Executive Vice-President Loren L. Ryder
Engineering Vice-President J. A. Maver
Editorial Vice-President A. C. Downes
Financial Vice-President A. S. Dickinson
Convention Vice-President W. C. Kunzmann
Secretary E. I. Williford
Treasurer M. R. Boyer
Executive Secretary Harry Smith, Jr.

GOVERNORS

C. R. Keith, C. W. Handley, W. V. Wolfe, E. Sponable, H. W. Moyses, F. E. Carlson, E. M. Honan, J. I. Crabtree, P. Mole, C. R. Daily.

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
COLUMBUS 5-3758

OFFICERS

President Sigmund Romberg
Vice-President Charles Tobias
Second Vice-President Milton Drake
Secretary Sam H. Stept
Treasurer Abel Baer
Counsel John Schulman
Executive Secretary Sayre Marder

FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful prac-

tices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
MICHIGAN 8654

OFFICERS

President Lawrence W. McDowell
(KFOX, Long Beach)
Secretary-Treasurer Harry Maizlish
(KFVB, Los Angeles)

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

Sports Broadcasters Association (New York Chapter)

c/o Tom Slater, 1440 Broadway, New York, N. Y.
PENNSYLVANIA 6-8600

OFFICERS

President Stan Lomax
Vice-President Bill Stern
Vice-President Sam Taub
Treasurer Jimmy Dolan
Secretary Tom Slater

FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

Television Associates, Inc.

190 N. State St., Chicago, Ill.

OFFICERS

President Charles Collette
Vice-President Chester C. Woolridge
Secretary-Treasurer E. C. Upton

FUNCTIONS

Television Associates, Inc., was formed for the purpose of being a service organization to the television industry. Television apparatus developed from the Bill Eddy patents will be put on the market from time to time.

Television Broadcasters' Assn., Inc.

500 Fifth Ave., New York, N. Y.
LACKAWANNA 4-4788

OFFICERS

President Jack R. Poppele
Vice-President F. J. Bingley
Secretary-Treasurer Will Baltin
Assistant Secretary-Treasury O. B. Hanson

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony; Jack R. Poppele, WOR, New York.

ORGANIZATIONS

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are "to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment of adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association."

Television Press Club of New York

c-o Miss Elizabeth Forsling
Radio Editor, Newsweek
152 West 42nd St., New York, N. Y.

BOARD OF GOVERNORS

Chairman, Stanley Kempner, Retailing Home Furnishings; Vice-Chairman, Lewis Winner, Communications; Secretary, Elizabeth Forsling, Newsweek; Treasurer, Clifford E. Denton, Daily News; Committee Chairmen: Publicity, T. R. Kennedy, Jr., New York Times; Membership, Ben Kaufman, Television Magazine. Other Members: M. H. Shapiro, Radio Daily; Bruce Robertson, Broadcasting; Wanda Marvin, Billboard; Patricia Murray, Printer's Ink.

FUNCTIONS

A non-profit, unsponsored organization, this informal group was formed in 1944. Membership is limited to the professional television press—writers covering tele for newspapers, magazines, the trade press, books, films and radio. Purpose is to foster the sound development of television by serving as a focal point for members of the tele press to meet regularly and discuss current trends. Prominent figures in television are invited as guest speakers for the luncheon meetings.

Twenty Year Club

167 East 64th St., New York, N. Y.
REgent 4-3344

FounderH. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio broadcasting for 20 years, and whose association antedates 1924. There are no dues, fees, officers, regular meetings, or other obligations. Two year books have been published.

United States Department of Interior— Radio & Television Section

Interior Department Radio Studios, Washington, D. C.
Republic 1820

PERSONNEL

Director.....Shannon Allen
Chief Script Writer.....Louis J. Hazam
Chief Engineer.....Herbert F. Dengler

FUNCTIONS

The Radio & Television 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.

War Advertising Council, Inc.

60 West 42nd St., New York, N. Y.
BRyant 9-3641

OFFICERS

Chairman.....Harold B. Thomas
(Sterling Drug, Inc.)
Vice-Chairman.....Paul B. West
(Association of Nat'l Adv.)
Vice-Chairman.....Kerwin H. Fulton
(Outdoor Adv., Inc.)
Vice-Chairman.....William Reydel
(Nowell-Emmett Co.)
Secretary-Treasurer.....Frederic R. Gamble
(American Ass'n of Adv. Agencies)
Executive Director.....Theodore S. Repplier
(War Advertising Council, Inc.)

BRANCH OFFICE

1010 Vermont Ave., Washington 5, D. C.
Theodore S. Repplier, Executive Director
Phone: District 9043

To provide a means for marshalling the forces of advertising so that they may be of maximum aid in the successful prosecution of the war.

War Food Administration

Office of Distribution
Radio & Market News Section
Washington 25, D. C.
Republic 4142—Extension 6373, 5707

OFFICERS

Chief.....Elwyn J. Rowell
Chief, Radio Unit.....Joe Tonkin

BRANCH OFFICERS

CHICAGO: 5 So. Wabash Ave.; Jim Chapman, Chief,
Radio 7/8 Market News.
ATLANTA: Western Union Bldg.; Jim Romine,
Chief, Radio & Market News.
NEW YORK: 150 Broadway; Donald C. Lerch, Chief,
Radio & Market News.
SAN FRANCISCO: 821 Market St., J. D. Walsh, Re-
gional Chief.
DALLAS: 425 Wilson Bldg.; Harold Bryson, Chief,
Radio & Market News.

FUNCTIONS AND ACTIVITIES

This Section is responsible for all radio dissemination through national, regional and local programs of information from the Food Distribution Administration on Food Orders, Nutrition, Conservation, School Lunch, Food Supplies and Price Trends, and Farm Market Reports. It issues "Radio Round-Up On Food" weekly for Women's Program Directors, and in 20 cities issues Wartime Food Bulletins for use over local stations. Also prepares daily or weekly material for U. P., P. A. and I. N. S. radio wires. Writes and co-produces "Consumer Time," weekly broadcast over NBC now in its 12th year.

ORGANIZATIONS

Washington State Association of Broadcasters

207 East Market St., Aberdeen, Wash.
Aberdeen 4098

OFFICERS

President.....Harry R. Spence
(KXRO, Aberdeen)
Vice-President.....Loren Stone
(KIRO, Seattle, Wash.)
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

109 C. P. R. Building
Edmonton, Alberta, Canada
Telephone 22101

OFFICERS

President.....G. R. A. Rice
(CFRN, Edmonton, Alberta)

DIRECTORS

R. H. Elphicke, G. Gaetz, A. A. Murphy.

FUNCTIONS

At the 1944 Convention the constitution of the W. A. B. was changed to eliminate regional directors. Three directors are now elected by ballot, and these three, in addition to the president, constitute the nominees from the Western Association of Broadcasters to the Board of Directors of the Canadian Association of Broadcasters.

Writers' War Board

122 East 42nd St., New York, N. Y.
Murray Hill 3-6800, Ext. 293

Chairman.....Rext Stout
Executive Secretary.....Frederica Barach

MEMBERS

Franklin P. Adams, Carl Carmer, Robert T. Colwell, Russel Crouse, Clifton Fadiman, Paul Gallico, Jack Goodman, Samuel Grafton, Alan Green, Oscar Hammerstein, II, Rita Halle Kleeman, Robert J. Landry, Margaret Leech, John P. Marquand, Katharine Seymour, William L. Shirer, Luise Silcox.

ADVISORY COUNCIL

Louis Adamo, Frederick Lewis Allen, Faith Baldwin, Margaret Culkin Banning, William Rose Benet, Roark Bradford, Louis Bromfield, Van Wyck Brooks, Katharine Brush, Sidney Buchman, Pearl Seidel Canby, Mary Ellen Chase, Marc Connelly, Norman Corwin, Bernard DeVoto, Walter D. Esmonds, Edna Ferber, Dorothy Canfield Fisher, Corey Ford, Rose Franken, Lewis Gunnett, John Gunther, Langston Hughes, Fannie Hurst, Marquis James, Owen Johnson, MacKinlay Kantor, George S. Kaufman, John Kieran, Manuel Komroff, Joseph Wood Krutch, Christopher LaFarge, Howard Lindsay, Edna St. Vincent Millay, Edward R.

Murrow, Robert Nathan, Allan Nevins, Clifford Odets, Eugene O'Neill, Donald Culrose Peattie, Fletcher Pratt, Marjorie Kinnan Rawlings, Quentin Reynolds, Elmer Rice, Mary Roberts Rinehart, Kenneth Roberts, Frank Sullivan, Dorothy Thompson, Sophie Kerr Underwood, Carl Van Doren, Mark Van Doren, Hendrik William Van Loon, Walter White, William L. White, Margaret Wddemer, Thornton Wilder.

FUNCTIONS

The Writers' War Board is a private organization. It is financed by private contributions. Its chairman and members receive no salary or reimbursement for expenses incurred, from the Government or any other source. However, the Government, through the Office of War Information, maintains a liaison office for the use of the Writers' War Board in its co-operation with various Government departments. An accountant, the author of two books on taxation, has calculated that in this manner these Government departments have secured two tons of manuscripts at two per cent of the market price. Since it is a reasonable assumption that the scripts have been a factor, not negligible, in the struggle for the victory we are sure of and the lasting peace we are determined to get, certainly no writer will begrudge the Government the bargain it picked up.

Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.
Circle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
Vice-Chairman.....Mrs. 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. Mary F. Larkin, Mrs. Marion M. Miller, Mrs.
Emory Ross, Mrs. Jesse M. Bader, Mrs. Bettina Gunczy.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.

WSTP (Piedmont Broadcasting Corp.)

Yadkin Hotel, Salisbury, N. C.
Salisbury 2121

OFFICERS

President.....Bryce P. Beard
Vice-President.....J. F. Hurley
(WGNB, Gastonia)
Secretary and Treasurer.....Gene Dorton
(WBT, Charlotte)
Manager.....W. J. Murphy
Comm. Manager.....Katherine F. Murphy
Program Director.....W. C. Mitcham
(WCBT, Roanoke Rapids)

BRANCH OFFICE

Suwanee Bldg., Kanasol's, N. C. Kanasolis 99.
W. C. Mitcham, Asst. Mgr.

FUNCTION

Radio broadcasting.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1945

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

D—Day; N—Night; ST—Shares Time; S^W—Specified Hours; SA—Special Authorization; L—Limited Time with Dominant Stations LS—Local Sunset.

† International shortwave frequencies.

Associate Members

Drake University	Depends on commercial radio facilities.
Indiana University	Depends on commercial radio facilities. Has pending FM CP application before FCC.
University of Kentucky	Depends on commercial radio facilities. Has FM CP for station from FCC.
University of Michigan	Depends on commercial radio facilities. Has pending FM CP application.
University of Southern California ..	Depends on commercial facilities. Has applied for FM CP.
Western State Teachers College...	Depends on commercial radio facilities.
Kenneth Yeend, KIRO	(Former educational broadcaster, retaining associate membership, although employed by commercial station.)

— 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 San Francisco, Unified School District, San Francisco, Calif.	KALW	42100	1000 w
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42500	1000 w
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
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 education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.

INTERNATIONAL



*International Broadcast Stations
In The United States*

•

CBS-NBC Latin-American Networks

•

Mexico

•

South America

•

Central America

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
American Telephone & Telegraph San Francisco, Calif.....	KWU KWV KWY		20 kw 20 kw 20 kw
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	10 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.....	KCBA	6170, 7575, 9750, 11145, 11770, 15270, 17850	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.....	KCBF	6170, 7575, 9750, 11145, 11770, 15270, 17850	50 kw
The Crosley Corp. Mason, Ohio.....	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
The Crosley Corp. Mason, Ohio.....	WLWK	6080, 9590, 11710, 15250, 17800, 21650	50 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWS	6080, 9590, 11710, 15250, 17300, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
General Electric Company South Schenectady, N. Y.....	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880	50 kw

INTERNATIONAL BROADCAST STATIONS IN THE U. S.

General Electric Company South Schenectady, N. Y.....	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw
General Electric Company near Belmont, Calif.....	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.....	WGEX		25 kw CP only
National Broadcasting Co., Inc. Bound Brook, N. J.....	WRC\	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRA	6100, 9670, 11890, 15150, 15090, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRE	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRI	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBC	6020, 6060, 7575, 7805, 9490, 9700, 11890, 13050, 15150, 15240, 15250, 15340, 17780, 17800	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBI	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBA	Same as above	50 kw
R.C.A. Communications, Inc. San Francisco, Calif.....	KRCA KES (1 & 2)		7 kw 7 kw
Press Wireless Los Angeles, Calif.....	KROS		10 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	CP 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, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700	20 kw C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUX	SSA 7575, 7805	7 kw
General Electric Co. Belmont, Calif.....		Application pending	100 kw

La Cadena De Las Americas

(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

— PERSONNEL —

Director of Broadcasting to Foreign Countries.....	Edmund Chester
Assistant Director of Shortwave Broadcasting.....	John Hundley
Director of Shortwave News Division.....	Lawrence Haas
Music Director and Arranger.....	Terig Tucci
Assistant Director of Latin American Relations.....	Roberto Unanue
Manager of Press Information for Latin American Network.....	Margaret Kennedy

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR3.....	Radio Belgrano	Buenos Aires	950	50000
LRV.....	Radio Belgrano	Buenos Aires	11840	50000
LRV1.....	—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	La Rioja	1460	500
LV10.....	Radio Cuyo	Mendoza	1210	2500
LV13.....	Radio San Juis	San Luis
ZP9.....	Radio Encarnacion	Encarnacion, Paraguay
ZP1.....	Radio Encarnacion	Encarnacion, Paraguay
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

CHILE

CB57.....	Radio Sociedad Nacional de Agricultura, Santiago de Chile.....	Santiago de Chile.....	570	6000
CB1180.....	Radio Sociedad Nacional de Agricultura, Santiago de Chile.....	Santiago de Chile.....	11800	1000
CB90.....	Radio Sociedad Nacional de Agricultura, Valpariso	Valpariso	900	1000

CBS LATIN-AMERICAN NETWORK

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Wat.
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
-----	La Voz Amiga	Pereira	6097	2500
HJBJ	La Voz de Santa Marta	Santa Marta	1140	1200

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
CMKY	RHC Cadena Azul	Holguin	600	1000
CMAN	RHC Cadena Azul	Pinar del Rio	1300	1000
CMHI	RHC Cadena Azul	Santa Clara	570	15000
COHI	RHC Cadena Azul	Santa Clara	6450	5000
CMKN	RHC Cadena Azul	Santiago de Cuba	930	1000

DOMINICAN REPUBLIC

HIIZ	Broadcasting Nacional	Ciudad Trujillo	6315	100
HIZ	Broadcasting Nacional	Ciudad Trujillo	1350	200

ECUADOR

HC2AJ	Compania del Ecuador	Guayaquil	1050	1000
HC2AK	Compania del Ecuador	Guayaquil	9310	1000
HCQR	Radio Quito	Quito	1340	250
HCQRX	Radio Quito	Quito	5970	300
HCBS	Radio Bolivar	Quito	1304	250
HCBT	La Voz de la Libertad	Quito	9355	250

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

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW.....	La Voz de Guatemala	Guatemala City	610	10000
TGWA.....	La Voz de Guatemala	Guatemala City	9685	10000
TGWB.....	La Voz de Guatemala	15170	—
TGWC.....	La Voz de Guatemala	Guatemala City	6460	1000
		Guatemala City	1520	1000

HAITI

HHW.....	Station de Radioifusion	Port-au-Prince	1230	75
HH3W.....	Station de Radioifusion	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.....	Campeche, Cam.	1370	250
XEBU.....	Chihuahua, Chih.	1260	500
XEBL.....	Max Gomez Blanco	Culiacan, Sin.	1260	500
XEHL.....	Guadalajara, Jal.	1370	50
XEHQ.....	Hermosillo, Son.	590	300
XEDS.....	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 Rodriquez A.	Oaxaca, Oax.	1270	500
XEHR.....	Manuel R. Canalo	Pueblo, Pue.	1090	250
XEBM.....	San Luis Potosi	1260	150
XETU.....	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN.....	Alejandro O. Stevenson, Jr.	Torreon, Coah.	1260	250
XEHV.....	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XENC.....	Celaya	1540	250
XEAG.....	Cordoba	1280	250
XEJT.....	Guanajuato	570	100
XEWE.....	Irapuato	1420	100
XEFM.....	Leon	1270	100
XEPP.....	Orizaba	1450	250
XEDE.....	Saltillo	1400	250

NICARAGUA

YNOW.....	La Voz de la America Central	Managua	6850	800
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PANAMA

HOAC.....	Cadena Panamena de Radio Difusion	Panama City	1440	50
HP5A.....	Cadena Panamena de Radio Difusion	Panama City	11700	1000

. . . CBS LATIN-AMERICAN NETWORK . . .

PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZP3.....	Radio Teleco	Asuncion	700	8000
ZPA3.....	Radio Teleco	Asuncion	11877	1200

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
OAX4U.....	Radio America	Lima	1030	5000
OAX4V.....	Radio America	Lima	5990	2000
OAX4W.....	Radio America	Lima	9440	1500

PUERTO RICO

WKAQ.....	San Juan	620	5000
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URUGUAY

CX16.....	Radio Carve	Montevideo	850	50000
CX24.....	La Voz del Aire	Montevideo	1010	2500
CXA8.....	Short Wave	Colonia	9320	20000
CXA14.....	Short Wave	Colonia	11820	1000
<i>—Radio Carve Network</i>				
CW1.....	Radio Pupular	Colonia	550	4500
CW31.....	Salto Broadcasting	Salto	1120	250
CW39.....	La Voz de Paysandu	Paysandu	1320	100
CW41.....	Broadcasting San Jose	San Jose	1360	050
CW43B.....	Radio Internacional	Rivera	1480	750
CW51.....	Radio Maldonado	Maldonado	1560	500
CW53.....	Radio Cerro Largo	Melo	1580	250
CX52.....	Radio Litoral Soriano	Mercedes	1570	500

VENEZUELA

YV5RG.....	Ondas Populares	Caracas	1010	1000
YV5RU.....	Ondas Populares	Caracas	6070	2232
YV6RA.....	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU.....	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV7RA.....	Radio Sucre	Cumana	1220	400
YV7RB.....	Radio Sucre	Cumana	3590	750
YVIRA.....	Ecos Del Zulia	Maracaibo	1300	200
YVIRV.....	Ecos Del Zulia	Maracaibo	4750	300
YV4RE.....	Radio Valencia	Valencia	1400	1000
YV4RP.....	Radio Valencia	Valencia	3460	1000

La Cadena Panamericana (The Pan American Network) of the **NATIONAL BROADCASTING COMPANY**

— PERSONNEL —

Manager of International Division.....	Fred B. Bate
Radio Facilities Engineer.....	Raymond F. Guy
Director, Latin American Programs and Chief of Spanish Section.....	Eli B. Canel
Chief, Spanish-language Section.....	Alberto H. Ganderó
Continuity Acceptance.....	F. J. Lara
Production Chief.....	Ary Moll
Assistant Production Chief.....	Alvaro Gonzales
Assistant Production Chief.....	Aurora Diaz
Chief, Portuguese-language Section.....	Manuel Souza
Musical Director.....	Emilio de Torre
Director of Station Relations.....	Cal J. Abraham
Chief of Traffic Section.....	Charles Mangano

— ARGENTINA —

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR4.....	Radio Splendid	Buenos Aires	990	50000
LR5.....	Radio Splendid	Buenos Aires	9315	30000
LR51.....	Radio Splendid	Buenos Aires	6065	30000
<i>Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)</i>				
LW1.....	de la Red Splendid	Cordoba	790	20000
LT2.....	de la Red Splendid	Rosario	1230	20000
LU3.....	de la Red Splendid	Bahia Blanca	1159	10000
LT4.....	de la Red Splendid	Posadas	1010	2000
LV6.....	de la Red Splendid	Mendoza	630	6000
LW7.....	de la Red Splendid	Catamarca	730	2000
LU5.....	de la Red Splendid	Neuquen	1130	2000
LW8.....	de la Red Splendid	Jujuy	1130	1500
LU8.....	de la Red Splendid	Bariloche	1250	1000
LU4.....	Comodoro Rivadavia	C. Rivadavia	640	1600
LU12.....	Rio Gallegos	Rio Gallegos	680	1500

— BOLIVIA —

CP20.....	Radio El Condor	La Paz	930	1000
CP15.....	Radio El Condor	La Paz	5880	500
CP18.....	Radio El Condor	Oruro	900	250
CPI.....	Radio Chuquisaca	Sucre	1500	800
CP41.....	Radio Chuquisaca	Sucre	1325	100
CP28.....	Radio Central	Cochabamba	1360	150
CP40.....	Radio Central	Cochabamba	9570	150
CP22.....	Radio Internacional	Potosi	6715	150

— CHILE —

CB138.....	Radio El Mercurio	Santiago	1380	15000
CB1185.....	Radio El Mercurio	Santiago	11850	5000
CB64.....	Radio Cristobal Colon	Valparaiso	640	3000
CD69.....	Radio La Frontera	Temuco	690	1200
CC117.....	Radio Simon Bolivar	Concepcion	1170	1000
CA108.....	Radio La Serena	La Serena	1080	1500
CA141.....	Radio El Loa	Antofagasta	1410	1450

. . . NBC LATIN-AMERICAN NETWORK . . .

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJCC.....	La Voz de Bogota	Bogota	870	5000
HJCE.....	La Voz de Bogota	Bogota	1000	1000
HJCF.....	La Voz de Bogota	Bogota	6240	1000
HJCR.....	Radiodifusora Nacional	Bogota	1200	5000
HJCT.....	Radiodifusora Nacional	Bogota	6260	2500
HJAN.....	Emisoras Unidas	Barranquilla	1190	1000
HJAB.....	Emisoras Unidas	Barranquilla	4785	2500
HJDK.....	La Voz de Antioquia	Medellin	1250	1000
HJDE.....	La Voz de Antioquia	Medellin	6145	5000
HJGK.....	Radio Santander	Bucaramanga	1280	500
HJGB.....	Radio Santander	Bucaramanga	4775	2500
HJFE.....	Radio Quirama	Pereira	1470	500
HJFA.....	La Voz de Pereira	Pereira	6054.3	750
HJAF.....	Emisoras Fuentes	Cartagena	1240	350
HJAE.....	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

TIPG.....	La Voz de la Victor	San Jose	625	4000
TIPG.....	La Voz de la Victor	San Jose	9615	2500
TINBC.....	La Voz de la Democracia	San Jose	1070	1000

CUBA

CMQ.....	Circuito CMQ S.A.	Habana	690	25000
COCQ.....	Circuito CMQ S.A.	Habana	8825	5000
CMBZ.....	Radio Salas	Habana	950	1000
COBZ.....	Radio Salas	Habana	9030	1000

CMQ Network (Circuito CMQ)

CMHQ.....	del Circuito CMQ	Santa Clara	800	10000
CMJL.....	del Circuito CMQ	Camaguey	920	10000
CMKJ.....	del Circuito CMQ	Holguin	970	10000
CMKU.....	del Circuito CMQ	Santiago	720	1000

DOMINICAN REPUBLIC

HIX.....	Radiodifusora Oficial	Ciudad Trujillo	950	250
HI1X.....	Radiodifusora Oficial	Ciudad Trujillo	6350	300
HI3X.....	Radiodifusora Oficial	Ciudad Trujillo	11850	300
HI9B.....	Broadcasting "Hotel Mercedes"	Santiago	6383	400

ECUADOR

HCJB.....	La Voz de los Andes	Quito	974	1000
HCJB.....	La Voz de los Andes	Quito	4108	200
HCJB.....	La Voz de los Andes	Quito	9958	1000
HCJB.....	La Voz de los Andes	Quito	12455	10000
HC2GI.....	Radio El Telegrafo	Guayaquil	1160	300
HC2ET.....	Radio El Telegrafo	Guayaquil	9200	500

EL SALVADOR

YSS.....	Alma Cuscatleca	San Salvador	638	500
HUB.....	Alma Cuscatleca	San Salvador	4780	300
YSD.....	Alma Cuscatleca	San Salvador	7894	500

GUATEMALA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW	La Voz de Guatemala	Guatemala City	640	10000
TGWA	La Voz de Guatemala	Guatemala City	15170	10000
			9685	10000
TGWB	La Voz de Guatemala	Guatemala City	6460	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHGM	Magloire Broadcasting Circuit	Port-au-Prince	1473	1000
HHBM	Magloire Broadcasting Circuit	Port-au-Prince	9660	1000
HHCM	Magloire Broadcasting Circuit	Port-au-Prince	6165	1000

HONDURAS

ARN	La Voz de Honduras	Tegucigalpa	5875	500
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MEXICO

XEW	La Voz de la America Latina desde Mexico	Mexico City	900	100000
XEWW	La Voz de la America Latina desde Mexico	Mexico City	9500	10000
			15160	10000

XEW Network (Radio Programas de Mexico)

XEKJ	Ramon Ortega	Acapulco, Gro.	1400	250
XEBI	Pedro C. Rivas	Aguascalientes	1350	250
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEFQ	Pedro Lopez Diaz	Cananea, Son.	980	500
XEFI	David C. Mireles	Chihuahua, Chih.	1440	1000
XEBA	Jose D. Gonzalez	Ciudad Guzman	1270	250
XEP	Esteban Parra	Ciudad Juarez	1300	500
XETR	Antonio Pozo L.	Ciudad Valles	1490	125
XEBJ	Fernando Elizalde	Ciudad Victoria	1450	100
XERL	J. Roberto Levy	Colima, Col.	1280	250
XEJC	Eduardo J. de la Cuesta	Cuernavaca, Mor.	1420	150
XESA	Modesto Roberto Perez	Culiacan, Sin.	1330	250
XEE	Roberto O. Stevenson	Durango, Dgo.	1280	250
XEHL	Alejandro Diaz	Guadalajara, Jal.	1370	500
XEBH	Jose Remigio Agraz	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	500
XEKL	Ramon Alarcon	Jalapa, Ver.	550	100
XERZ	Rafael C. Navarro	Leon, Gto.	1240	250
XECF	Francisco Perez, Jr.	Los Mochis, Sin.	1330	1000
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XERJ	Rafael Elizalde	Mazatlan, Sin.	1320	500
XEME	Perfecto Villamil C.	Merida, Yuc.	1270	400
XECL	Armando Maldonado	Mexicali, B.C.	990	5000
XEDW	Gladys Silva	Minatitlan, Ver.	1260	250
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEFB	Mario Quintanilla G.	Monterrey, N.L.	630	500
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEHF	Gaston Mascarenas	Nogales, Son.	1370	1000
XEFE	R. Tijerina Carranza	Nuevo Laredo	950	1000
XEAX	A. Marquez Gonzales	Oaxaca, Oax.	1370	500
XETQ	Carlos Mora J.	Orizaba, Ver.	1370	250
XEJR	Roberto Rodriguez	Parral, Chih.	1490	100
XEMU	Alfonso L. Bres	Piedras Negras	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJX	Jesus Romero Santoyo	Queretaro, Qro.	1450	250
XERT	Ignacio Magallon V.	Reinosa, Tamps.	590	250
XEBX	Rodolfo Villarreal	Sabinas, Coah.	610	250
XEDE	Valente J. Garza G.	Saltillo, Coah.	1400	250
XECZ	Zeferino J. Jimenez	San Luis Potosi	1430	1000
XERK	Tomas Mondragon	Tepic, Nay.	1450	250
XEC	Luis Enrique Enciso	Tijuana, B.C.	1310	250
XEBP	A. O. Stevenson	Torreón, Coah.	1260	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250

NBC LATIN-AMERICAN NETWORK

XEU.....	Fernando Pasos Sosa	Veracruz, Ver.	960	500
XEUF.....	Ignacio Navarro Q.	Uruapan, Mich.	550	350
XELK.....	Jose M. Acevedo	Zacatecas, Zac.	1280	100

NICARAGUA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
YNPS.....	La Voz de Nicaragua	Managua	6760	1000
YNDS.....	La Voz de Nicaragua	Managua	6240	750

PANAMA

HOA.....	Radio Panamericana	Panama City	1000	400
HP5G.....	Radio Panamericana	Panama City	11780	600
HOK.....	La Voz de la Victor	Colon	640	250
HP5K.....	La Voz de la Victor	Colon	6005	200

PARAGUAY

ZP9.....	Radio La Capital	Asuncion	970	1200
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PERU

OAX4A....	Radio Nacional del Peru	Lima	854	10000
OAX4Z....	Radio Nacional del Peru	Lima	6082	15000
OAX4T....	Radio Nacional del Peru	Lima	9562	10000
OAX6A....	Radio Arequipa	Arequipa	6042	200
OAX1A....	Radio Delcar	Chiclayo	6275	300
OAX1B....	Radio Piura	Piura	5850	300
OAX4P....	Radio Huancayo	Huancayo	5980	250

PUERTO RICO

WNEL.....	The Link of the Americas	San Juan	1320	5000
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URUGUAY

CX14.....	Radio El Espectador	Montevideo	810	15000
CXA19....	Radio El Espectador	Montevideo	11705	5000
CX18.....	Radio Libertad	Montevideo	890	3000
CXA9.....	Radio Libertad	Montevideo	15245	3000
<i>El Espectador Network (La Cadena Uruguaya de Radiodifusión)</i>				
CWI.....	Radio Popular	Colonia	570	3000
CW19.....	Difusora Rochense	Rocha	1340	050
CW23.....	Radio Cultural	Salto	820	500
CW33.....	Radio Florida	Florida	1200	75
CW35.....	Radio Paysandu	Paysandu	1243	750
CW43.....	Radio Lavalleja	Minas	1420	300
CW45.....	Difusora Treinta y tres	Trenta y tres	1390	250
CW43A....	Zorrilla de San Martin	Tacuarembó	1400	1200
CW47A....	Radio Welcome	San Jose	1510	100

VENEZUELA

YV5RA....	Radio Caracas	Caracas	960	10000
YV5RN....	Radio Caracas	Caracas	4920	5000
YV1RK....	Radio Popular	Maracaibo	1250	300
YV1RL....	Radio Popular	Maracaibo	4810	300
YV2RB....	La Voz del Tachira	San Cristobal	980	500
YV2RN....	La Voz del Tachira	San Cristobal	4830	2000
YV4RA....	La Voz de Carabobo	Valencia	1350	1000
YV4RO....	La Voz de Carabobo	Valencia	6130	1000
YV1RW....	Radio Coro	Coro	1370	200
YVIRY....	Radio Coro	Coro	4770	300
YV6RE....	Emisoras Unidas	Barcelona	1080	500
YV6RC....	Emisoras Unidas	Barcelona	3450	1500
YV2RC....	La Voz de la Sierra	Merida	3420	500
YV1RO....	Radio Trujillo	Trujillo	3310	800
YV3RE....	Radio Barquisimeto	Barquisimeto	1475	1500
YV3RN....	Radio Barquisimeto	Barquisimeto	6120	2000

STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Acapulco, Gro.	XEKJ	1400	0.25	
Agua Prieta, Son.	XERP	1190	50.	
Aguascalientes	XEBI	1360	0.25	Pedro C. Rivas
Aguascalientes	XELY	1490	0.15	Rafael Leal Camarena
Cajoncita de B. C.	XBQA	9200	0.8	Comision Nacional de Irrigacion
Campeche	XEA	1370	0.25	Luis A. Maruy
Cananea, Son.	XEFQ**	980	0.5	Pedro L. Diaz
Cananea, Son.	XESY**	1320	0.2	J. Tato Amante
** Considered pro-German				
Casas Grandes	XETX	1400	0.1	
Celaya, Guan.	XEJT	1600	0.1	
		1090		
		1190		
Chetumal de Q. R.	XACD	3050	\$0.05	Cia. Mexicana de Aviacion
		5390	*0.4	
		262.5	*0.075	
		1688	*0.075	
		3060	*0.4	
		5695	*0.4	
* Not a broadcast station.				
Chihuahua	XEFI	1440	1.	Ramiro G. Urganga
Chihuahua	XEBW	1280	0.6	Angel Mara T.
Chihuahua	XEM	1390	0.5	Pedro Menessee, Jr.
Chihuahua	XEBU	1260	0.1	Feliciano Lopez
Chihuahua	XEJK	1340	0.1	
Ciudad Guzman, Jal.	XEBA	1270	.25	Xavier Velasco
Ciudad Guzman, Jal.	XEGT	1490	0.1	
Ciudad Juarez	XELO	800	150.	
Ciudad Juarez	XEJ	970	5.	P. Meneses, Laredo
Ciudad Juarez	XEP	1300	0.5	Esteban Parra
Ciudad Juarez	XEWG	1460	1.	
Ciudad Juarez	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez	XEFV	1270	.25	Dario Cordaba
Ciudad Madero, Tams.	XETR	1490	0.1	Cesar Trijillo Badillo
Ciudad Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
Ciudad Valles, San Luis Potosi		1340	0.1	
Ciudad Victoria	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos	XEFZ	1340	0.25	Pedro E. Rocher
Colima, Col.	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz.	XECW	1340	0.25	Juan Sedas M.
	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Morelos	XEJC	1420	0.15	
Culiacan, Sin.	XESA	1360	0.25	Pablos Elizalde, S. de R. L.
Culiacan, Sin.	XEBL	1260	0.5	Ignacio L. Said
Culiacan, Sin.	XEGF	1300	0.1	
Durango	XEE	1280	0.25	Alejandro Stevenson, Jr.
Durango	XEDU	1400		
Ensenada, B. C.	XEPF	1400	0.2	
		1002		

STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Fresnillo, Zac.	XEMA	1340	0.1	Jose Ma. Acesado Moya
Gomez Palacio, Dur.	XEMG	1310	0.25	
Gomez Palacio, Dur.	XEOB	1490	0.1	
Guadalajara, Jal.	XEJB	1010	5.	Gobierno del Estado de J.
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vazquez T.
Note—Ownership practically same as XEAV.				
Guadalajara, Jal.	XED	680	1.	Cia. Radiofonografica
	XEDQ		0.1	
Guadalajara, Jal.	XEHL	1370	0.5	
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	.25	Carmen Vilasenor
Guadalajara, Jal.	XEAV	580		Alfredo Vasquez
Note—Ownership practically same as XEDK.				
Guadalajara, Jal.	XEAD	1310	0.25	
Guadalajara, Jal.	XEXN	1400	0.25	
Guanajuata, Guan.		570	0.1	
Guaymas, Son.	XEDR	1490	0.1	Modesto Ortega
Hermosillo, Son.	XEBH	920	1.	
	XEBR	11820	sw. 0.15	
Hermosillo, Son.	XEDL	1250	.5	
Hermosillo, Son.	XEHQ	590	0.3	Sr. C. Serna Martinez
Hermosillo, Son.	XEOP	960	0.5	
Hermosillo, Son.		1300	.25	
Hermosillo, Son.	XEQN	1540	5.	
Parral, Chih.	XEJS	1150	0.5	
Parral, Chih.	XEAT	1250	0.25	
Parral, Chih.	XEJR	1490	0.1	Anastasio Gomez Gallardo
Irapuato, Gt.	XEBO	1330	0.6	
Irapuato, Gt.	XEWE	1420	0.1	
Jalapa de Veracruz.	XEBF	6090	sw. 0.1	Pedro Caronel Aburto
Jalapa de Veracruz.	XEKL	550	0.1	
	XEJA	1400	0.25	
La Paz, Baja Calif.	XEPX	550	0.25	
Leon de Guanajuato.	XEFM	1270	0.1	Sucs R. Ortiz Gonzalez
Leon de Guanajuato.	XERZ	1030	0.25	
Linares	XETC	1410	.25	
Los Algodones, Baja Calif.		560	0.1	
Los Mochis, Sin.	XEOX	1280	0.25	Felipe G. de Leon
Magdalena de Sonora.	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam.	XEO	970	0.75	
Matamoros, Tam.	XEXP	1450	0.1	
Matamoros, Tam.	XEAM	1400	0.25	Manuel L. Salinas
Los Mochis, Sin.	XECF	1350	1.0	Francisco Perez H.
Mazatlan, Sin.	XERH	1320	0.6	Oscar Perez E.
Mazatlan, Sin.	XEDS	1420	0.5	Alexander A. Schober
Merida, Yuc.	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc.	XEMQ	1240	0.25	
Merida, Yuc.	XEMH	1400	0.1	
Mexicali, B. C.	XECL	990	5.	Alfonso Lacarra
Mexicali, B. C.	XEAO	970	0.25	Chavez y Castro, Soc.
Mexicali, B. C.	XEAA	1340	0.25	Alberto Gonzales
Mexico City, D. F.	XEWI	6015	sw.* 0.4	Instit. Mundial de la Vida Impersonal
Mexico City, D. F.	XEYU	9500	sw.* 0.25	Universidad Nacional de Mexico
Mexico City, D. F.	XEUZ	6119	sw 0.1	Partido Nac. Revolucionario
Mexico City, D. F.	XEXA	6175	sw. 0.1	Depto. de Publicidad y Propaganda
Mexico City, D. F.	XEBT	6000	sw. 0.5	El Buen Toro S. A.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City, D. F.	XEDP	940	50.	
Mexico City, D. F.	XEOY	1000	10.	Ignacia Diaz R.
Mexico City, D. F.	XEST	1060	50.	
Mexico City, D. F.	XEQW	1030	1.	
Mexico City, D. F.	XEQK	1350	1.	Angel Ferreiro
Mexico City, D. F.	XEDA	1290	1.	Augusto Garcia Diaz
Mexico City, D. F.	XEMC	1590	5.	Dolores G. Estrada de F.
Mexico City, D. F.	XENK	620	5.	
Mexico City, D. F.	XEPH	590	5.	
Mexico City, D. F.	XESM	1470	5.-D	Salvador San Martin
Mexico City, D. F.	XEL		1.-N	
		1260	0.75	Financiera de Inversiones S. A.
Mexico City, D. F.	XEBS	1410	0.75	Maria Remedios Delgado
Mexico City, D. F.	XEMX	1380	0.5	Alfonson Traslos
Mexico City, D. F.	XEOF			Leros Avolos
		530	1.	
Mexico City, D. F.	XEW	890	100.0	Radio Panamericana
	XEWW	9500	sw. 10.	
Mexico City, D. F.	XEQ	730	150.	
	XEQQ	9680	sw. 5.	
Mexico City, D. F.	XEB	1220	100.	
	XEET	6000	sw. 1.	
Mexico City, D. F.	XEBZ	660	0.5	
Mexico City, D. F.	XELA	830	1.	
Mexico City, D. F.	XEFO	1110	20.	
Mexico City, D. F.	XEN	690	5.	
Mexico City, D. F.	XEUN	860	5.	
Mexico City, D. F.	XEML	1550	1.	
Mexico City, D. F.	XERC	790	1.	
Mexico City, D. F.	XELZ	1440	1.	
Mexico City, D. F.	XERH	1500	0.5	
Mexico City, D. F.	XEJP	1150	6.	Antonio Verandez
Mexico City, D. F.	XEAI	1320		
Mexico City, D. F.	XEK	990	0.5	Arturo Martinez
Minatitlan, Ver.	XEDW	1260	.25	Hector Silva Canto
Monterrey, N. L.	XETA	9555	sw.* 1.	El Pretonero del Norte
Monterrey, N. L.	XEG	1050	150.	
Monterrey, N. L.	XENT	1140	50.	Cia. Industrial Universal
Monterrey, N. L.	XET	990	5.	Pregonero del Norte
Monterrey, N. L.	XEH	1420	1.	
Monterrey, N. L.	XEFB	630	.5	Jesus Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Enrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercio
Morelina, Michoacan	XEKW	6030	sw. 0.5	Jose Martinez Ramirez
Morelina, Michoacan	XEKF	6030	sw. 5.	El Nee di Nichosaan desde Morelia
Morelina, Michoacan	XELQ	1270	0.1	
Morelina, Michoacan	XEI	1400	0.25	Carlos Gutierrez
Morelina, Michoacan	XESF	600	0.25	
Naco, Son.	†XETM	1350	1.	Fred Giesler (German-naturalized American)
	† Considered pro-German.			
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Navojoa, Son.		570	0.1	
Nogales, Son.	XEHF	1370	1.	Francisco G. Elias
Nogales, Son.		1010	0.25	
Nuevo Laredo, Tam.	XEFE	960	1.	Rafael T. Caranza
Nuevo Laredo, Tam.	XEDF	790	0.5	
Nuevo Laredo, Tam.	XEBK	1340	0.1	G. Guajardo y M. M. Cortes
Nuevo Laredo, Tam.	XELF	1380	0.25	
Nuevo Laredo, Tam.	XELC	1410	0.25	
Nuevo Laredo, Tam.	XELJ	1260	.25	
	XELH	1460	.1	

STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kwts.	Owner or Operating Agency
Oaxaca	XEAX	1270	.15	Alvaro Rodriguez A.
Orizaba, Vera Cruz.....	XEOR	580	1.	
Orizaba, Vera Cruz.....	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Vera Cruz.....	XETQ	1370	0.25	Francis Campos H.
Piedras Negras, Coah.....	XEMU	580	0.25	
Piedras Negras, Coah.....	XEMJ	920	0.2	
Progreso, Yuc.	XEOK	1430	0.1	Arturo Pina Perez
Puebla	XEHR	1090	0.25	Manuel R. Canale
Puebla de Puebla.....	XECC	6185 sw.	0.5	Ricardo Vazquez A.
Puebla de Puebla.....	XECD	1170	0.35	
Queretaro	XEJX	1450	0.25	
Queretaro		1300	0.1	
Reynosa, Tam.	XEAW	1570 sw.	100.	Cia. International Reynosa
		1010	50.	
	XEKN	1390	0.25	Carlos V. Rodriguez
Reynosa, Tam.	XEAZ	590	0.25-N	
			5.-D	
Rosarito, B. C.....	XERB	1090	50.	Radiodifusora Internacion
Sabinas, Coah.	XEBX	610	.25	Radiodifusora Internacion— Miguel B. Rodriguez
Saltillo, Coah.	XESJ	1250	1. -D	
			0.5-N	
Saltillo, Coah.	XEKS	1330	0.1	J. Antonio de la Pena
Saltillo, Coah.	XEDE	1400	0.25	Arrelío G. Zaragoza
Saltillo, Coah.	XEXU	1490	1.	
		1450	0.1	
San Luis Potosi.....	XECZ	1370	1.0	Ceferino Z. Jimenez
San Luis Potosi.....	XEBM	1260	0.15	Benjamin Briones
San Luis Potosi.....	XEXQ	1400	0.1	
S. Luis Rio Colorado.....	XEY	1450	0.25	Lucinda Arenaxde de M. M.
Tampico	XEFW	810	50.	
Tampico	XETU	1460	1.0	
Tampico	XECA	980	1.	
Tampico	XES	1300	0.25	Difisora Portena S. de R. L.
Tapachula, Chiapas	XETS	630	0.1	
Tapachula, Chiapas	XETA	1450	0.25	
Tepatitlan, Jal.	XETJ	1150	0.1	
Tepic, Nayarit	XEXT	980	1.	
Tepic, Nayarit	XERK	1450	0.15	Dario Mondragon
Texcoco	XEXE	1450	0.1	H. Ayuntamiento
Taxiutlan, Puebla	XETZ	1360	0.25	
Tijuana, B. C.....	XEAV	1470	5.0	Manuel Acuna Varela
Tijuana, B. C.....	XEMO	860	5.0	Fern. Fes. Ferreira
Tijuana, B. C.....	XEBG	1010	1.	
		1550 sw.	5.	
Tijuana, B. C.....	XERS	1190	5.	Cia. R.A.D. de Piedras Negras
Tijuana, B. C.....	XEAC	690	5.	Jorge Rivera
Tijuana, B. C.....		1590 sw.	5.0	
Tijuana, B. C.....	XEGM	950	1.- D	Rita Mayans y Gustavo
			2.5-N	Faist E.
Tijuana, B. C.....	XEON	1420	2.	Cia Radio Mexicana
Tijuana, B. C.....	XERT	1270	0.5-N	
			5. -D	
Tijuana, B. C.....	XEC	1310	.25	Luis E. Enciso
Tlaxcala	XEXZ	1480	5.	
Tlaxcala	XEXE	2410	0.1	Gobierno del Estado
Toluca de Mexico.....	XEXS	1340	0.1	Instituto Cientifico y Leiter
Toluca de Mexico.....	XECH	1490	0.25	Rodolfo Llamas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Torreón, Coah.	XETB	1350	0.5	Aurelio G. Zaragoza
Torreón, Coah.	XEOH	600	1.	
Torreón, Coah.	XEJZ	920	0.1	
Torreón, Coah.	XEBP	1260	0.25	Alejandro O. Stevenson, Jr.
Torreón, Coah.	XEBQ	1450	0.25	Maria Refugio A. De Valdivieso
Torreón, Coah.	XEDN	600	1.	Higinio Gonzalez
Tuxpam, V. C.	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas.	XEXJ	1280	0.1	Govt. of State of Chiapas
Tuxtla Gutierrez, Chiapas.	XFBK	5340		
Urapan, Mich.	XEFU	550	0.35	Ignacio Navarro
Vera Cruz	XEFT	9550 sw.	0.012	Jose Rodriguez Lopez
Vera Cruz	XEUW	6020 sw.	0.02	Fernando Taxos Sosa
Vera Cruz	XEHV	1310	1.	Radiodifusora Veracruzana
Vera Cruz	XEU	960	0.5	Fernando Pazos y Cia.
Vera Cruz	XETF	1250	0.5	Jose Rodriguez Lopez
Vera Cruz	XEXF	1490	0.1	
Villa Acuna, Coah.	XEAB	1600 sw.	5.	
Villa Acuna, Coah.	XEDH	1340	0.25	Vicente Hernandez
Villa Acuna, Coah.	XEAG	1430	0.1	
Villahermosa de Tabasco.	XAGB	5250	0.075	Cia. Areonautica del Sur
Villahermosa de Tabasco.	XERE	9515	0.1	Juan T. Trujillo
Zacatecas de Zac.	XELK	1280	0.1	Jose Macias Gerrero
Zamora, Mich.	XESC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25	Juan T. Trujillo

* Reported off the air by FBIS.

Radio Programas de Mexico, S. A.

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General Offices: J. M. Marroqui 11

P. O. Box 1324, Mexico City, Mexico

Phones: Head Office: L-13-73, 12-72-34

General Office—J-29-01, 12-65-44

— PERSONNEL —

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Vice-President and General Manager	Clemente Serna Martinez
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International Division	Homero Rios D.

Key Stations: XEW-XEWW—XEQ-XEQQ—Mexico City

AFFILIATED STATIONS IN MEXICO

XEW-Network

Call Letters	City	Call Letters	City
XEKJ	Acapulco, Gro.	XEI	Morelia, Mich.
XEBI	Aguascalientes, Ags.	XEFB	Monterrey, N. L.

. . . **RADIO PROGRAMAS DE MEXICO** . . .

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XEA	Campeche, Camp.	XEGL	Navojoa, Son.
XEFQ	Cananea, Son.	XEHF	Nogales, Son.
XENC	Celaya, Gto.	XEFE	Nuevo Laredo, Tamps.
XEBA	Ciudad Guzman, Jal.	XEAX	Oaxaca, Oax.
XEP	Ciudad Juarez, Chic.	XETQ	Orizaba, Ver.
XETR	Ciudad Valles, S. L. P.	XEJR	Parral, Chih.
XEBJ	Ciudad Victoria, Tamps.	XEMU	Piedras Negras, Coah.
XERL	Colima, Col.	XEHR	Puebla, Pue.
XESA	Culiacan, Sin.	XEJX	Queretaro, Qro.
XEFI	Chihuahua, Chih.	XERT	Reynosa, Tamps.
XEE	Durango, Dgo.	XEBX	Sabinas, Coah.
XEHL	Guadalajara, Jal.	XEDE	Saltillo, Coah.
XEBH	Hermosillo, Son.	XECZ	San Luis Potosi, S. L. P.
XEBO	Irapuato, Gto.	XETU	Tampico, Tamps.
XEKL	Jalapa, Ver.	XERK	Tepic, Nay.
XERZ	Leon, Gto.	XEC	Tijuana, B. C.
XECF	Los Mochis, Sin.	XEBP	Torreón, Coah.
XEAM	Matamoros, Tamps.	XETL	Tuxpan, Ver.
XERJ	Mazatlan, Sin.	XEUF	Urugpan, Mich.
XEME	Merida, Yuc.	XEU	Veracruz, Ver.
XECL	Mexicali, B. C.	XELK	Zacatecas, Zac.
XEDW	Minatitlan, Ver.	XEGC	Zamora, Mich.

XEQ-Network

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
XERO	Aguascalientes, Ags.	XEJA	Jalapa, Ver.
XEOX	Ciudad Obregon, Son.	XEFM	Leon, Gto.
XEAG	Cordoba, Ver.	XER	Linares, N. L.
XEY	Cuernavaca, Mor.	XEDS	Mazatlan, Sin.
XEBL	Culiacan, Sin.	XEFC	Merida, Yuc.
XEBU	Chihuahua, Chih.	XELQ	Morelia, Mich.
XEPF	Ensenada, B. C.	XEMR	Monterrey, N. L.
XEMA	Fresnillo, Zac.	XEMJ	Piedras Negras, Coah.
XELW	Guadalajara, Jal.	XESJ	Saltillo, Coah.
XEJT	Guanajuato, Gto.	XEBM	San Luis Potosi, S. L. P.
XEHQ	Hermosillo, Son.	XETS	Tapachula, Chis.
XEWE	Irapuato, Gto.	XEXT	Tepic, Nay.
XEDN	Torreón, Coah.	XEHV	Veracruz, Ver.
		XEDH	Villa Acuna, Coah.

AFFILIATED STATIONS IN CENTAL AND SOUTH AMERICA

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	CX18	Montevideo, Uruguay
HE2AJ	Guayaquil, Ecuador	HIN	Trujillo, Rep. Dominicana

STATIONS OF CENTRAL AND SOUTH AMERICA

ARGENTINA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bahia Blanca	LU2	900	5.0	Camilio V. Bertorini
Bahia Blanca	LU3	1150	10.0	
Bahia Blanca	LU7	1240	2.5	Filomena Z de Cennari
Buenos Aires (Banfield)	LS2	1190	15.0	Teodors Prieto
Buenos Aires (Ciudadela)	LS4	670	12.0	Juan G. Gonzales Speroni
Buenos Aires	LRA	750	10.0	Dirrection General de Correos, Telegrafos
	LRA-1	9690 sw.		
	LRA-5	17720 sw.		
Buenos Aires (Florida)	LR2	910	6.0	Alfred Schroeder
Buenos Aires (Florida)	LS10	590	6.0	Victor J. Ruano
Buenos Aires (Florida)	LR9	1030	5.0	Gregorio Echavarria
Buenos Aires	LRA-2*	6180 sw.	10.0	Dirrection General de Correos, Telegrafos
	LRA-3*	11730 sw.		
Buenos Aires (Hurlingham)	LR6	870	25.0	S. A. La Nacion
Buenos Aires (Hurlingham)	LR7 sw.	9640	5.0	
	LR3	950	90.0	Jaime Yankelevich
	LR71 sw.			
Buenos Aires (Monte Grande)	LS1	710	50.0	Municipalidad de la Capital
Buenos Aires (Monte Grande)	LR5	830	25.0	Alfred B. Dougall
Buenos Aires (Rivadavia)	LR4	990	50.0	Antonio C. Devoto
	LRS			
	LRS1			
Buenos Aires (Rivadavia)	LS5	1110	5.0	Enrique Caride
Buenos Aires (Vicente Lopez)	LS9	1270	6.0	S. A. La Voz Del Aire
Buenos Aires (San Fernando)	LR1	1070	50.0	Empresa Editorial
	LRU*	15290 sw.	7.0	Haynes Ltda., S. A.
	LRX	9660 sw.	7.0	
Catamarca	LW7	730	1.5	Hector Tavella, Rivadavia 751
Catamarca	LV15	1360	0.5	
Chubut	LU4	640	1.5	Cia Broadcasting de la Pata-gonia
Cordoba	LV3	620	15.0	Alberto P. Brouard (Station suppressed by Argentine Gov't.)
Cordoba	LV2	960	5.0	Luis Maunier
Cordoba	LV8	1330	1.0	
Cordoba	LW1	790	15.0	
Corrientes	LT7	1340	1.0	Gobierno Prov. Corrientes
Jujuy	LW8	1130	1.5	
San Luis	LV13	1250	1.0	
La Plata	LR11	1390	0.5	Universidad Nacional de la Plata
La Plata	LS11	1310	30.0	Gobierno Prov. B.A. Pasaje Dardo Roche

• • • **LATIN-AMERICAN STATIONS** • • •

Location	Call Letters	Frequency Kcs.	Power Kwts.	Owner or Operating Agency
Mar del PlataLU6	1300	1.5	Jose Zaccagnini
Mendoza (Cuyo)LV10	1210	2.5	Marcelino Aparicio
Mendoza (San Rafael)LV4	690	1.0	Julio Silva
MendozaLV6	630	10.0	
MendozaLW2			
NecocheaLU9	1440	0.5	
NeuquenLU5	1130	1.5	
NeuquenLU11	1370	0.5	
ParanaLT11	1470	0.5	
PosadasLT4	1010	1.5	
Posadas (Misiones)LT6	1460	0.5	
Resistencia (Chaco)LT5	1080	1.5	Jose M. Noveri
Santa CruzLU12	680	1.5	Cia. Broadcasting de la Pata- gonia
RosarioLT2	1230	15.0	
Rosario (Santa Fe)LT1	780	10.0	Fernando Maliandi
Rosario (Santa Fe)LT3	1160	5.1	Soc. Rural Cerealistas
Rosario (Santa Fe)LT8	840	3.0	Alfredo B. Dougall
SaltaLV9	970	1.0	Gobierno Prov. Salta
San JuanLV1	560	5.0	S. A. Graffigna, Ltda.
San JuanLV5	1090	1.5	Soc. C. Rodriguez Vila y Cia
Santa FeLT10	1320	0.5	
Santa FeLT9	1200	1.0	Roca Hermanos y Cia.
Santa FeLT12	1260	1.0	
Santa Rosa (Pampa Central)LU8	1250	0.5	
SantiagoLV11	1170	2.0	S. A. El Liberal
TucumanLV12	580	5.0	Soc. Reps. Lda. Radio Acon- quiya
TucumanLV7			
La RiojaLV14	820	2.5	Gonzalez Acha y Munoz
Buenos AiresLS6	1350	6.0	Ricardo A. Bernotti

* Reported inactive by FBIS.

BOLIVIA

CochabambaCP28	1360	0.150	Gottret y Cia.
CP40	9570 sw.		
CochabambaCP44	580	0.05	Victor Veltze
CochabambaCP45	1090	0.05	Raul Montecinos
CochabambaCP39	6160 sw.	0.25	
La PazCP3	1390	5.00	Costas Hermanos
CP38	9480 sw.	5.00	
La PazCP4	1040	10.00	Dept. of Communications of Bolivian Govt.
CP5	6200 sw.	1.00	
La PazCP8	1450	0.05	Sejas and Co.
La PazCP10	1090	0.05	C. Munoz
La PazCP12	6150 sw.	0.25	Owned and operated by Catholic priests.
(Colegio San Calixto)CP29	1350	0.1	
La PazCP16	1230	0.02	
OruroCP18		0.25	
(Colegio San Calixto)				
OruroCP14	1250	0.05	Javier Romero (Sociedad Anonima-Radio La Noche)
OruroCP26	1510	0.05	
OruroCP31	975	0.05	
OruroCP46	770	0.05	
La PazCP19	950	.05	Augustin Aspiazu
La PazCP20	930	1.0	Romon Pelaez
CP15 sw.	6120 sw.	.25	
La PazCP32	620	.05	Cia. Internacionale de Radio Bolivia (Juan C. Salinas)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
La Paz	CP34	680	.15	Buillermo Teran
	CP25	9700 sw.	.25	
Oruro	CP36	1420	.05	Enrique Wanting
Oruro	CP11	6100 sw.	.25	
Oruro	CP37	6170 sw.	.25	
Potosi	CP22	6130 sw.	.25	L. Camacho
Potosi	CP17	1600 sw.	.05	Alfredo Ossio L.
Santa Cruz	CP13	1250	.05	L. Canedo Reyes
	CP30	6135 sw.	.25	
Sucre	CP27	1420	.05	C. Torres
Sucre	CP41	6020 sw.	.25	Jose Comacho B.
Tarija	CP23	6190 sw.	.175	

BRAZIL

Aracaju (Sergipe)	PRJ6	630	1.	Jose Nunes Rebello
Aracatuba (Sao Paulo)	PR18	1460	0.5	Joao Ferraz S. br.
Araguari (Minas Gerais)	PRJ3	970	0.25	Dr. Arcino Santos
Araraquara (Sao Paulo)	PRD4	1370	0.5	Romulo Lupo
Assis (Sao Paulo)	ZYA9	1550	0.1	
Barretos (Sao Paulo)	PRJ8	1530	0.1	
			0.25	
Bauru (Sao Paulo)	PRG8	1210	0.5	Joao Simonetti
Belem (Para)	PRC5	1450	2.	Roberto Camelier
		4865 sw.		
Belo Horizonte (Minas Gerais)	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte (Minas Gerais)	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte (Minas Gerais)	PRI3	880	25.	Luis Bessa
Blumenau (Santa Catarina)	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu (Sao Paulo)	PRF8	1530	0.1	Emilio Pedute
Cambara (Parana)	ZYA3	1590	0.1	
Campinas (Sao Paulo)	PRC9	1170	1.	Antonio Tepedino Pagino
Campos (Rio de Janeiro)	PRF7	1330	0.5	Dr. Marro Ferraz Sampaio
Campo Grande (Mato Grosso)	PRI7	1510	0.1	Dr. Antonio A. Campos
Caxambu (Minas Gerais)	ZYC2	1550	0.1	
Corumba (Mato Grosso)	ZYA2	1470	0.5	Teodomiro Serra
Cruzeiro (Sao Paulo)	PRG6	640	0.5	Romoaldo Canevari
Curityba (Parana)	PRB2	1440	5.	Epaminondas Santos
Curityba (Parana)				
Formiga (Minas Gerais)	ZYB6	1530	0.1	
Fortaleza (Ceara)	PRE9	1320	2.	Waldemar Cartolano
		6105 sw.		
		15165 sw.		
Franca (Sao Paulo)	PRB5	1240	0.25	
Goiania (Goiias)	ZYJ3			
Itapetininga (Sao Paulo)	PRD9	970	0.25	
Itarare (Sao Paulo)	ZYA7	1550	0.1	
Jaboticabal (Sao Paulo)	PRG4	1250	0.25	Oswaldo Fernandes
Joao Pessoa (Parahyba)	PRI4	1110	10.	Dr. Abelardo Juruema
Joinville (Santa Catrina)	ZYA5	1600	0.1	
Juiz de Fora (Minas G.)	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Jahn (Sao Paulo)	PRG7	1010	0.25	Ulisses Newton Ferreira
Limeira (Sao Paulo)	PRJ5	1550	0.1	Ary Levy Pereira
Lins (Sao Paulo)	ZXB3	1550	0.1	
Manaos (Amazonas)	PRF6	4895 sw.	0.1	Dr. V. Pareto Neto
Natal (Rio Grande de Norte)	ZYB5	1270	1.	
Nitheroy (R. J.)	PRD8	1320	1.	Jose Augusto Mendes
	PRE6	1470	1.	Tte. Custodio Fontes
Paranahyba (Planu)	PRJ4	1470	0.5	Dr. Joao Tavares de Carvalho
Patos (Minas G.)	ZYB4	1530	0.1	

. . . **LATIN-AMERICAN STATIONS** . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Pelotas (Rio Grande de Sul)	PRC3	580	0.25	Carlos G. Sica
Petropolis, L. (R. J.)	PRH4	1320	0.5	Atakualpa Dias
Piricicaba (Sao Paulo)	PRD3	1480	1	Carlos Rodrigues Viana
Pocos de Caldas (Minas G.)	PRD6	820	0.25	Joao Sampaio Goes
Ponta Grossa (Parana)	PRH5	1160	0.25	Benedito Meira Borges
Porto Alegre (Rio Grande de Sul)	PRJ2	1250	.5	Manoel Machuca
Porto Alegre (Rio Grande de Sul)	PRH2	600	25.	Dearios Associados
Porto Alegre (Rio Grande de Sul)	PRF9	640	5.	Arthur Pizoli
Porto Alegre (Rio Grande de Sul)	PRC2	680	5.	Dr. Lelis Espartel
Pouso Alegre (Minas Alegras)	PRJ7	1530	0.1	Jose Nunes Rebello
Marilia (Sao Paulo)	PRI2	1090	0.5	Oscar de Moraes Barros
Prudente (Sao Paulo)	PRI5	970	0.25	Manoel Bussacos
Recife (Pernambuco)	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Ribeirao Preto (Sao Paulo)	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto (Sao Paulo)	PRH7	1170		Lonzado Bueno
Rio Claro (Sao Paulo)	PRF2	1460	0.25	Waldemar Cartolano
Rio de Janeiro				
Distrito Fed.	PRA2	800	25.	Ministerio Educacao Saude
	PRA3	860	10.	Dr. Rolpho Estevan de Siqueira
Rio de Janeiro				
Distrito Fed.	PRA9	1220	25.	Edmar Machado
Rio de Janeiro				
Distrito Fed.	PRB7	900	5.	Alceu Mario de Sa Freire
		6200 sw.	25.	
		9610 sw.	25.	
		15370 sw.	25.	
Rio de Janeiro				
Distrito Fed.	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro				
Distrito Fed.	PRD2	1060	10.	Mario Villaca Meyer
Rio de Janeiro				
Distrito Fed.	PRD5	1400	1.	Francisco Gomes-Maciel Pinheiro
Rio de Janeiro				
Distrito Fed.	PRE2	1430	5.	Dr. Placido de Melo
Rio de Janeiro				
Distrito Fed.	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro				
Distrito Fed.	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro				
Distrito Fed.	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro				
Distrito Fed.	PRF5	9500 sw.	12.	Dr. J. V. Pareto Neto
		9600 sw.		
		10220 sw.		
		15190 sw.		
Rio de Janeiro				
Distrito Fed.	PRG3	1280	10.	Dr. Teofilo de Barros
Rio de Janeiro				
Distrito Fed.	PRL9	9505		Brazilian Govt.
	PRL8	11720		
	PRL7	17850		
Rio de Janeiro				
Distrito Fed.	PRH8	1130	0.5	Francisco Xavier Filho

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rio Grande (Rio Grande de Sul)	ZYC3	1510	0.1	
Rio Breto (Sao Paulo)	PRB8	640	0.25	Andrassy Ribeiro
Santos (Sao Paulo)	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos (Sao Paulo)	PRG5	580	0.75	Carlos Baccarat
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
San Luiz (Maranhao)	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel (Sao Paulo)	PR16	1510	0.1	Vitorino Ribeiro
Sao Paulo (Sao Paulo)	PRB9	1000	25.	Dr. Paulo Machado de Carvalho
Sao Paulo (Sao Paulo)	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo (Sao Paulo)	PRF3	960	5.	Dr. Ubiratan Silveira Pamplona
Sao Paulo (Sao Paulo)	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo (Sao Paulo)	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo (Sao Paulo)	PRH3	620	5.	Pedro de Camargo
Sao Paulo (Sao Paulo)	PRH9	840	5.	Jose Niccolini
Sao Paulo (Sao Paulo)	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo (Sao Paulo)	PRA6	890	10.	Dr. Oswaldo Costa, Director
Sao Paulo (Sao Paulo)	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo (Sao Paulo)	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo (Sao Paulo)	ZYB7	6095	sw. 25.	
		11765	sw.	
Sao Sebastiao Paraiso (Minas G.)	ZYA4	1510	0.1	
Soracaba (Sao Paulo)	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate (Sao Paulo)	ZYA8	1590	0.1	
Uberaba (Minas G.)	PRE5	1390	0.5	Quintiliano Jardim
Uberlandia (Minas G.)	PRC6	1510	0.1	Aristides Figueiredo
Varginha (Minas G.)	ZYB2	1590	sw. 0.1	
Vitoria (Espirito Santo)	PR19	1350	0.1	Dr. Ciro Vieira da Cunha

BRITISH GUIANA

Georgetown	VP3BG	6130	0.065	British Guiana Broadcasting Co., Ltda.
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BRITISH HONDURAS

Belize	ZIK-2	10600	0.2	Government
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CHILE

Antofagasta	CA141	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta	CA127	1270	0.25	Horus Predreny Palma
Chillan	CCI38	1330	0.15	Adriana Paguey de Logos
Chillan	CC127	1270	0.1	Rafael Barrios
Concepcion	CC141	1410	0.1	Chilena de Comunicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion	CC117	1170	1.0	Federico Sanchez
Concepcion	CC64	640	1.	Mario Saez Lagoa
Coquimbo	CA96	960	0.3	Cesar Nieme Abey
Curico	CC96	960	0.1	Alberto Guerra
Iquique	CA63	630	0.25	Antonio Cajiao
La Serena	CA108	1080	1.0	Ed. Encina Arancibia
Osorno	CD84	840	1.5	Soc. Agricola y Granadera de Osorno

. . . **LATIN-AMERICAN STATIONS** . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Puerto Montt	CD101	1010	1.	Chilena de Comunicaciones
Puerto Montt	CD147	1470	0.1	Ernesto Riedel
Punta Arenas	CD103	1030	0.1	Ramon Verde Ramos
(CD103 cancelled—moved without authorization and reported ship movements)				
Punta Arenas	CD111	1110	0.1	Emilio Turina
Punta Arenas	2D113	1130	1.	Chilena de Comunicaciones
Punta Arenas	CD136	1360	0.45	Victoria Iglesias de Biancilla
Quillota	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua	CC63	630	0.6	Manuel Massoni
Rancagua	CC109	1090	0.1	Jorge Romero Ramirez
Rancagua	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)...	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Ltda.
Santiago de Chile.....	CB66	620	1.	International Machinery Co.
Santiago de Chile.....	CB57	570	7.5	Soc. Nacional de Agricultura
Santiago de Chile.....	CB76	760	14.	Cia. Chilena de Comunicaciones S. A.
Santiago de Chile.....	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile.....	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile.....	CB101	1010	1.	Chilena de Comunicaciones
Santiago de Chile.....	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile.....	CB114	1140	5.	Ricardo Vivado
Santiago de Chile.....	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile.....	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile.....	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile.....	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile.....	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile.....	CB144	1440	2.	Clark Hnos.
Santiago de Chile.....	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile.....	CB150	1500	50.	
Santiago de Chile.....	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile.....	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile.....	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca	CC96	960	.25	Alberto Guerra Cruzatt
Talca	CC84	840	0.1	Francisco Morales Castillo
Talca	CC67	670	0.1	Ramon Abasolo
Temuco	CD90	700	1.2	De Mayo Hnos.
Temuco	CD69	690	1.2	Daniel De Mayo Levi
Temuco	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla	CA90	900	0.1	Hilda Cuellar
Valdivia	CD64	640	1.0	Chilean Communications Co.
	CD59	590	1.0	
Valdivia	CD132	1320	1.0	Carlos Cockbaine
Valparaiso	CB78	780	6.0	Soc. Coop. Vita.
	CE970	9700 sw.	10.0	
Valparaiso	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso	CB103	1030	0.75	Cia. Chilena de Comunicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso	CB116	1160	1.	Patricio Edwards Linares
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas

COLOMBIA

Aguadas	HJFJ	1500	.025	Roberto Florez
Armenia	HJFI	1540	1.	Bernardo Santacoloma and D. Julio Rondon E.
Armenia	HJFM	4875 sw.	.6	Botero Y Cia. (Braulio Botero Londono)
Barranquilla	HJAA	1330	0.5	Alfonso Rosales Navarro
Barranquilla	HJAG	4905 sw.	.45	Emisora Atlantic S. A., Angel M. Ruiz, owner
Barranquilla	HJAH	1050	.4	Julian Melendez
Barranquilla	HJAI	1370	0.25	Vassallo Hinos y Mendez (Clemente Vassalio Gomez, owner)
Barranquilla	HJAK	1310	0.35	Eliecer Velasco
Barranquilla	HJAB	4785	1.	Miguel A. Ruiz
Barranquilla	HJAN	1190 sw.	1.	Delfina v. de Haayen
Barranquilla	HJAS	1500	0.4	Colombia Broadcasting S. A. (Robt. Ramirez, Enrique Ramirez & Jorge Alford)
Barranquilla	HJAT	1275	.5	Gustavo Uribe Th.
Bogota	HJCB	1105	.8	
Bogota	HJCD	6160	8.0	
Bogota	HJCC	870	5.	Julio Bernal
Bogota	HJCE	1220	1.	Manuel J. Gaitan
Bogota	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	0.5	
Bogota	HJCI	4895 sw.	0.75	
Bogota	HJCH	810	.5	
Bogota	HJCJ	1380	0.2	
Bogota	HJCK	1290	0.5	
Bogota	HJCN	1335	0.5	
Bogota	HJCO	1160	1.	
Bogota	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	0.15	Ministerio de Economia Nacional
Bogota	HJCR	1200	3.0	Colombian Govt.
Bogota	HJCT	6260 sw.	2.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltd.
Bogota	HJCA	4855 sw.	1.	
Bogota	HJCY	1460	.35	
Bogota	HJCX	6018 sw.	0.75	
Bogota	HJ CZ	1040	1.0	
Bogota	HJCS	920	50.	Cia. Radiodiffusion Colombiana—Jose V. Arias, owner
Bucaramanga	HJGE	1130	.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGB	4775 sw.	1.5	Francisco A. Bueno
Bucaramanga	HJGK	1280	0.25	
Buenaventura	HJES	1525	0.05	Heriberto Quintero
Buenaventura	HJEW	1355	0.22	Jorge E. Berrio
Buga	HJEI	1410	0.1	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Sociedad Voces de Occidente—Hernando Azcarate M., owner

. . . **LATIN-AMERICAN STATIONS** . . .

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.3	Rafael Angulo
Cali	HJEE	1090	0.2	Jose T. Calderon N.
Cali	HJEF	1340	0.5	Hernando Bueno Delgado, owner
	HJEL	1260	0.5	
Cali	HJER	1395	0.5	Cesar Mendoza Mazuera
	HJEX	4865 sw.	2.5	
Cali	HJET	1510	.5	Dirreccion de Educacion del V.
	HJEN	1370	0.5	
Cartagena	HJAD	1440	0.25	Alfonso Mese Vargas Laboratories Fuentes, Rafael Fuentes, owner
	HJAE	4965 sw.	.48	
	HJAF	1240	0.252	
Cartagena	HJAP	4925 sw.	0.5	Lequerica Hermanos
	HJAR	1400	0.3	
Cartago	HJEO	1230	0.5	Saniel Dozman
Ciencga	HJBE	1460	.25	Elvira de Pereira
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Girardot	HJCL	1460	0.25	Carlos J. Sanchez G. Maria Teresa Ramirez R.
	HJCV	1420	0.1	
Ibague	HJFC	1500	0.1	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.1	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano (Tolima)	HJFO	1520	.05	Hector Enrique Giraldo
Magangue	HJAC	1420	0.1	Manuel Agustin Varela
Manizales	HJFB	6105 sw.	1.00	Cia. Radio Manizales Alberto Hoyos A., Dir.
	HJFD	1390	0.75	
Manizales	HJFX	600	1.	Antonio Pinzon H.
Medellin	HJDA	1285	0.42	Humberto Restrepo A.
Medellin	HJDC	1360	0.6	Francisco Cuartas
	HJDX	4795	.6	
	HJDE	6145 sw.	5.	
Medellin	HJDK	1250	.5	Cia. Colombia de Radiodiffu- sion—Luis Ramos, owner
	HJDL	1480	0.5	
Medellin	HJDM	1520	0.5	Jaime Tobon R. (leased to Hernando Gomez)
Medellin	HJDQ	1320	0.75	Prospero Aguirre Cia. Antiquena de Radiodifu- sion (Fernando Restrepo Al- varez, owner)
	HJDP	4885 sw.	.6	
Medellin	HJDR	1380	0.3	Ramirez & Cia. Ltda.
Medellin	HJDT	1150	0.25	Alfonso Jaramillo, Hernando Tellez, Jaime Garcia
Medellin	HJDZ	1490	0.25	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Medellin	HJCB	1460	0.5	Hernando Tellez B.
Monteria	HJAL	1465	0.5	Julio Cesar Patino
Neiva	HJFN	1420	0.1	Helidora Tamayo Teodulo Camacho, G.
	HJFP	1520	.1	
Ocana	HJBF	1525	0.1	Luis Linero
Palmira	HJEJ	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Regulo Benitez
Pamplona	HJBA	1400	0.1	Gonzalo Vargas
Pasto	HJHA	1350	0.35	Sociedad Radio Narino—Sra. Elisa de Pesantes, owner
	HJHB	1170	0.5	
Pereira	HJFA	6054 sw.	.75	Bernardo Bueno Delgado Cesar and Mario Arango M.
	HJFE	1470	0.499	
	HJFQ	1120	.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga"
	HJFF	1350	1.	Antonio Giraldo C. & Son
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.3	Mercedes M. De Valencia
Quibedo	HJGD	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HBJB	1140	0.5	Julio A. Sanchez
Santander	HJEH	1550	0.25	Escuela Rafael Tello
Sevilla	HJET	1510	0.025	Daniel Benitez
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic station)
Tulda	HJEK	1420	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Pedro Martinez

COSTA RICA

Alajuela	T15JJM	575	.8	Emilio E. Martinez
Cartago	TIMC	735	0.75	J. Mario Cardos
	T14NRH	710	0.75	Amanda Cespedes M.
		9692 sw.	0.75	
Heredia	TIWS	6065 sw.	0.3	Manuel Campos J.
Puntarenas	TIJMP	690	1.0	Jose Maria Pinaud
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
	TIGPH2	800	3.	Gonzalo Pinto H.
San Jose	TIPG	625	5.0	Perry Girton
		9615 sw.	2.5	
San Jose	TIGH	690	2.	Jose Maria Pinaud
San Jose	TIVP	750	0.5	Narciso Garcia
San Jose	TILJ	775	0.5	Lola Monje M. de Jimene
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
		830	3.	
		1225	3.	
San Jose	TIRS	920	.4	Rogelio Sotela B.
San Jose	TIOS	940	0.5	Rafael Sotela
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFA	1000	0.25	Francisco Arie
(TIFA off the air for duration of war—from FCC reports)				
San Jose	TISMG	1045	0.5	Guillermo Zniga
San Jose	TINBC	1070	2.0	Perry Girton
San Jose	TIHZ	1150	1.	Heli Zuniga
San Jose	TIRRC	1200	0.5	Carlos Borge
		6180 sw.	0.3	
San Jose	TIBAS	650	2.5	Gonzalo Pinto H. (same as for TIGPH)
San Jose	TILS	880	5.	Luis Saenz Mata
		6165 tw.	2.	
San Jose	TIMACHO	1100	.5	Maximo Chaves Arias

CUBA

Artemisa	CMAX	660	.25	Juan de Dios Careno y Valdes
Bayamo	CMKX	1090	.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	5.	Manuel Alvarez
			0.2*	*Present authorized power
Camaguey	CMJL	920	10.0	Cambo y Gabriel SA
Camaguey	CMJN	740	1.	Cadena Azul, S. A.
Camaguey	CMJK	620	0.25	Jones Castrillon y Cia.
	COJK	8665 sw.	1.0	

• • • **LATIN-AMERICAN STATIONS** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Camaguey	CMJA	1060	0.25	Rafael Valdes
Camaguey	CMJE	1230	0.25	Primo A. Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz Perez
Camaguey	CMJW	1400	0.25	Andres M. Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Cardenas	CMGE	1470	0.25	Geraro Sabater
Cerro	CMCB	1330	0.25	Metropolitan Radio de Cuba S. A.
Cienfuegos	CMHM	1450	0.25	Jose Ramon Remenias, Jr.
Cienfuegos	CMHJ	1350	0.25	Romauldo Ugalde Cordero
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1440	0.25	G. Gessa Lopez
Ciego de Avila	CMJM	1270	1.	
Ciego de Avila	CMJO	1470	0.25	Benifacio Idefonso
Cruces, L. V.	CMHK	1380	0.25	Virgilio Villanueva
Guanabacoa	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa	CMCF	910	3.5	Radio Internacional
Guantanamo, Orte	CMKS	900	0.25	Candido Savon Suarez & Martinoll
Guantanamo	CMKH	1130	0.25	Virgilio Arciero Maffei
Havana	CMCJ**	1580	0.25	Rafael Rodriguez
Havana	CMCR**	1580	0.25	Juan Gonzalez y Seneriz
Havana	CMCA**	1490	0.25	Augusto Testar y J. M. Gonzalez
Havana	CMCG**	1460	0.25	Dr. Miguel Angel Campos
Havana	CMCQ	1420	.25	Andres Martinez
Havana	CMBX**	1390	0.25	Vicente Espinosa
Havana	CMOA**	1360	0.25	Juan Fernandez Duran
Havana	CMC**	1360	0.25	Rafael Valdes
Havana	CMBG**	1390	.25	John L. Stowers
Havana	CMCX- CMCH	1290	.25	Jose Custodio Milagro Rumbaut y Lenza
Havana	CMCW	1230	.25	Jose Vilarino
Havana	COK	11616	1.0	Cuban Natl. Sports Department
Havana	CMCU	1190	.25	Jorge Garcia Serra
Havana	CMZI	7190	0.5	Govt. of Cuba—Ministry of Natl. Defense
Havana	CMBQ	1150	5.	Jose Castro Veiga
Havana	CMBY	1110	.25	Pages y Cia.
Havana	CMCM	1060	.25	Cia. Transradio Columbia
Havana	COCM	9833	1.0	
Havana	CMX	1010	10.	Francisco A. Lavin
Havana	COCX	11650 sw.	1.0	
Havana	CMBZ	950	1.0	Manuel y Guillermo Sales
Havana	COBZ	9030 sw.	.25	
Havana	CMK	830	.25	Fausto Montiel
Havana	CMQ	690	25.0	Goar Mestre, Mgr. Director
Havana	CMCY	590	15.	FHC Cadena Azul S. A.
Havana	COCY	11740 sw.		
Havana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
Havana	COCW	6325	0.1	
Holquin	CMKV	600	1.	
Holquin	CMKF	1490	.25	Manuel J. de Gongora
Holquin	CMKJ	970	1.0	Cambo y Gabriel S. A.
Holquin	CMKO	1220	.25	Manuel Angulo Farran
Jovellanos	CMGN	1310	1.	
Marianao	CMBF	730	1.2	Cia. Radio Universal S. A.
Mariano	CMZ	1260	1.2	Ministry of Education, Govt. of Cuba
	COX	9640		
	CMZI	7190	.3	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Matanzas	CMGH	1440	0.6	Garcia Alvarez and heirs
Matanzas	CMGF	1240	0.25	Bernabe R. de la Torre
	COGF	11800	sw.	
Manzanillo	CMKE	1320	0.25	Cia. Radioemisora Manzanillo
Manzanillo	CMKM	560	0.25	Raimundo Comas Doler, Merchan y P. Figueredo
Neuvasitas	CMJQ	1580	.25	Casper Estevez
Palma Soriano, Orte	CMKZ	1430	.25	Joaquin Venero Obregon
Piner del Rio	CMAB	1450	.25	Francisco Martinez
Piner del Rio	CMAQ	810	1.0	Goar Mestre
Piner del Rio	CMAN	1300	1.0	RHC
Placetas, L. V.	CMHP	1320	.25	Candido de Los Angeles, Guevara Perdome
Puerto Padre	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros	CMCK	980	5.0	Luis y Ernesto
	COCO	8700	2.0	Casas Rodriguez
	COCK			
Rancho Boyeros	CMBC	790	1.0	Domingo Fernandez Cruz
	COBC	9363	sw. 1.0	
Regla	CMCD	630	5.0	La Voz del Aire S. A.
	COCD	6130	1.0	
Sagua La Grande	CMHA	1280	.25	Obelardo Menocal
Sancti Spiritus	CMHB	1310	.25	V. E. Weiss y O. Ramirez Isla
Santa Clara	CMHI	570	15.-D	RHC
	COHI	6455	1.0	
Santa Clara	CMHQ	800	10.0	Goar Mestre
Santa Clara	CMHW	950	1.	RHC
	CMHN	960	1.	
Santa Clara	CMHO	1250	.25	Enrique Lasanta
Santa Clara	CMHX	1480	.25	Francisco Chavarry Fuster
Santiago de Cuba	CMKN	930	1.	RHC
Santiago de Cuba	CMKU	640	1.0	Goar Mestre
Santiago de Cuba	CMKW	1000	1.0	Ricardo Miranda, Cortes y Raul Soulayr Exchevarria
Santiago de Cuba	CMKC	1250	.25	Roberto Miguel Gonzalez
Santiago de Cuba	CMKR**	1390	.25	Jaime Nadal
Santiago de Cuba	CMKD	1290	1.	Otto Juan Vinas Gimeno
San Luis, Oriente	CMKQ	1460	0.5	Angela Viciado Quintero
Trinidad	CMHT	990	.25	F. E. Soto del Valle
Vedado	CMOX**	1490	.25	Perez y Chisholm
Vedado	CMCO	1230	.25	Enrique Lasanta Oliver
Vedado	CMBD**	1460	.25	Luis Perez Garcia
Vedado	CMBS	1090	.25	Enrique Artalejo Fernandez
Victoria de las Tunas, Oriente	CMKG	1050	.25	Emilio Gran Medina
	COKG	7058	1.2	

** Share time.

DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.2	Frank Hatton
		1370	0.2	Frank Hatton
	HIIZ	6316	sw. 0.1	Frank Hatton
Ciudad Trujillo	HIJ	1190	.075	
Ciudad Trujillo	HI4M	1150	.02	Jorge L. Rodriguez
Ciudad Trujillo	HI7P	1300	.25	J. M. Roques Roman
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HIIN	6243	0.07	
Ciudad Trujillo	HIX	950	0.25	Dominican Govt.
	HI3X	11960	sw. 0.25	
	HIIX	6340	sw. 0.25	
Ciudad Trujillo	HIG	900	0.05	A. Cordero Puello
		6280	sw. 0.04	
Ciudad Trujillo	HIIG	6120	sw. 0.25	A. Cordero Puello
	HI2G	9140	sw. 0.25	
Ciudad Trujillo	HIL	6175	sw. .08	J. C. Pellicer

LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ciudad Trujillo	HIT	6630 sw.	0.1	F. A. Sanabria
		1050		
Ciudad Trujillo	HI8Q*	1475	.025	Julio Garcia Alardo
Ciudad Trujillo	HI6H*	6115 sw.	0.1	Emilio Garden
Ciudad Trujillo	HI8T*	6122 sw.	.03	Raul Henriquez S.
Ciudad Trujillo	HI2D*	6026 sw.	.15	Accion Catolica Dominicana
		6900 sw.		
		†4500 sw.		

† It is reported that this station is being operated by the Govt. on 4500 kc. as a communications station.

Ciudad Trujillo	HI4D*	1010	0.02	Dr. Luis D. Santamaria D.
Ciudad Trujillo	HI7P	6800 sw.*		J. M. Roques Roman
Ciudad Trujillo	HI6Y	6660 sw.*	.025	Alfonso Cuervo
Ciudad Trujillo	HI8T	6122 sw.*	.003	Raul Henriquez S.
Monsenor Nouel, La Vega	HI2T	6480	.20	Jose Arismendy Trujillo
Santiago	HI1A	6190 sw	.25	Rafael Western
Santiago	HI3U	6015 sw.	.1	Fernando Bertran
Santiago	HI9B	6383 sw.	.25	Jacinto L. Sanchez
Santiago	HI1S*	6420 sw.	.2	Generoso Carnelli
Santiago	HI1D*	6480 sw.	.1	Maria J. Tavarez
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	1010	.025	
Puerto Plata	HI5P*	6565 sw.	.03	J. M. Modesto
San Cristobal	HI1R	6420	.20	Luis Alberti
San Pedro de Macoris	HIH	1420	.15	Domingo Diminguez
	HI1J	6025	.25	Fausto Donastorg
San Pedro de Macoris	HIH	6025 sw.	.25	Fausto Donastorg
Romana	HI3C	6690 sw.	.15	Antonio Herrero Hernandez

* Reported off the air by FBIS.

ECUADOR

Ambato	HC1VT	6550 sw.	0.1	Municipio de Ambato
Cuenca	HC1AO	4200 sw.	.0015	Humberto Espinosa
Cuenca	HC1CC*	7461 sw.	.004	Comunidad Salesiana
Guayaquil	HC2CW*	900 sw.	.0025	Alfonso Silmot
		8400 sw.		
Guayaquil	HC2OAD	9400 sw.	0.2	Odalia Aruz de Garcia
		900	0.1	
Guayaquil	HC2AJ	1050	1.0	Duis Alcivar Elizalde
Guayaquil	HC2JSB	1250	0.2	Juan S. Beher
		7854 sw.*		
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2CM			
Guayaquil	HC2ET	9200 sw.	0.2	Jose Santiago Castillo
	HC2GI	1165	0.1	
Guayaquil	HC2DC			
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olca
Guayaquil	HC2RL	6647 sw.	0.2	
Ibarra	HC1IM	4020 sw.	0.3	I. Municipio de Ibarra
Portoviejo	HCJB4	3645 sw.	.003	Clarence W. Jones
Quito	HCJB	974	.7	Clarence W. Jones
		4108 sw.	0.150	
		12455 sw.	7.0	
		9958 sw.	.7	
		28040 sw.	.025	
		7235 sw.	.14	
		27850	1.0	
		14200	1.0	
		7068	1.0	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Quito	HC1PM	5725 sw.	0.15	Leonardo Ponce
Quito	HCQR	1330	0.3	Carlos Mantilla O.
Quito	HCQRX	5970 sw.	0.3	Carlos Mantilla O.
Quito	HC1GQ*	9163 sw.	0.15	Ferrocarril del Dur
Quito	HCET	1304	0.25	Cesar Mantilla
	HCBS	9350 sw.	0.25	
Quito	HCK*	5885 sw.	0.3	
Quito	HC1GP	7874 sw.	0.2	Miguel Olugel Gonzales, owner; Padre Elias Brito, Dir.
Quito	HC1AD	1410	.25	Operated by Cia. Anterandina de Broadcasting—Vincente Ordenez Pellares, Enrique Arrengui R.
	HC1AB			
Quito	HC2ROZ			
Quito	HC1BF	7265	.3	Adriano Jaramillo
	HC1BD	1111	.2	
Riobamba	PRADO*	6618 sw.	0.5	
Riobamba	HC1CT*	14760 sw.		

* Reported off the air by FBIS.

EL SALVADOR

San Salvador	YSR	6520 sw.	0.8	Alberto Cevallos
San Salvador	YSS	640	0.5	Direccion General de Comunicaciones, Govt. of El Salvador
	HUB	4795 sw.	0.3	
	YSD	7894	0.5	
	YSM	11710	0.4	
San Salvador	YSP	780	.115	Fernando Alvayeros Sosa
	YSP-1	1560 sw.		
	YSP-A*	760		
	YSP-B	10400 sw.		
San Salvador	YSO	6150 sw.		

* Reported off the air by FBIS.

GUATEMALA

Guatemala City	TG1	1310	0.3	Govt.
	TG2	6220 sw.	1.	Department of Communications
	TG3	2320	.015	
Guatemala City	TGW	640	10.0	Guatemala Govt.
	TGWA	15170 sw.	10.	
	TGWB	6480 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGX	1415	.05	Miguel Angel Mexicano Novales
				Govt.
Quezaltenange	TGQ	1450	1.	
	TGQA	6400 sw.	0.2	

HAITI

Port-au-Prince	HHWB	9550		
Leogane	HHK*	6200	25.	Haitian Govt.
		9620 sw.		
		1820 sw.		
		17850 sw.		
		21670 sw.		
		920		
Port-au-Prince	HH3W	10135 sw.	0.5	Ricardo C. Widmaier, Jr.
	HHW	1230	0.25	
	HH2W*	6135 sw.	.03	
		1020		

• • • **LATIN-AMERICAN STATIONS** • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM	6167 sw.	0.1	Frank C. Magliore

* Reported off the air by FBIS.

HONDURAS

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula.....	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	6875 sw.	.2	Rafael Ferrari

NICARAGUA

Granada	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada	YNWW			
Leon	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua	YNLG	1530		
Managua	YNPH	6610 sw.*	1.	
Managua	YNPS	8590 sw.*	0.8	
Managua	YNOW	1230*		
Boaco	YNBO	6760 sw.	1.0	La Voz de Nicaragua (Govt.)
Managua	YNCQ	6850 sw.*	0.8	Mendoza y Hermanos

* Reported off the air by FBIS.

PANAMA

Colon	HP5K	6005 sw	0.2	Jose Jaen y Jaen
	HOK	640	0.25	
Colon	HP5F	6080 sw.	0.15	
Panama	HP5G	11780 sw.	0.5	Jose Antonio Sosa M.
	HOA	1000	1.0	
Panama	HOC	1440	.025	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.3	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.15	Ernesto de la Guardia, Jr.
	HP5C	730	.4	
Panama	HP5H	6122 sw.	0.15	M. Lombardo Vega
Panama	HP5J	9600 sw.	0.2	Servicio Publica de Radio,
	HP6J	1258 sw.	0.1	Manuel Doce

PARAGUAY

Asuncion	ZPA1	6010	2.5	Official Govt. Station
Asuncion	ZP1	970	0.1	Atilio C. Bajac
Asuncion	ZP4	730	0.1	Iseru and Scarello
	ZP8	11850 sw.*	0.1	
Asuncion	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion	ZP9	970	1.2	A. C. Bajac
Asuncion	ZP10	1330	0.1	Victor Noriega
Asuncion	ZP11	1200	0.1	Juventus Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP17	1030	0.1	Jose Hanemann
Asuncion	ZP3	700	.6	Teleco Paraguaya S. A.
	ZPA3 sw.			

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA2	11721 sw.*	5.	Teleco Paraguaya S. A.
	ZPA6	7890 sw.*	5.	
	ZPA7	15780 sw.	5.	
	ZPO3	13333 sw.*	5.	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.—operator; Jaimie Yankelevitch—owner
Encarnacion	ZP7	900	0.1	Julio Cormillot
Villarrica	ZP15	700		
Villarrica	ZP6	1300	0.1	Emilio Jordan Livieres

* Reported off the air by FBIS.

PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	0.25	J. Antonio Umbert F.
	OAX6E	6055 sw.	0.3	
	OAX6D	9500 sw.	0.25	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.3	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.2	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huancayo	OAX4P	6200 sw.	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-Castilla
Ica	OAX5B	1460	0.2	Luis de los Heros y de los Rios
	OAX5C	9590 sw.	0.2	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	Empresa Peruana—Bolivar & Carcovich
	OAX4G	6190 sw.	0.25	
	OAX4Z	6082 sw.	15.	
	OAX4A	854	10.	
Lima	OAX4T	9562 sw.	10.	Gobierno del Peru
	OAX4R	sw.		
	OAX4E	960	0.2	
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	Ing. Juan P. Goicochea
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Dianderas Samanez
	OAX4Q		0.2	
	OAX4L	1250	0.2	
Lima	OAX4U	1030	1.0	Rafael Larco Hoyle
	OAX4V	sw. 6010	0.5	
	OAX4W	sw. 9510	0.5	
	OAX2A	6000.57 sw.	0.25	
Trujillo	OAX2B	1400	0.25	

SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.
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. . . **LATIN-AMERICAN STATIONS** . . .

URUGUAY

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Canelones	CW47	1470	0.3	Julio J. Rabassa
Canelones	CW3	580	0.3	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano
Colonia	CXA8	11840	3.0	Jaime Yankelevich
Colonia	CXA14	6055	1.0	Jaime Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida	CW33	1200	0.075	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX4	610	5.0	Direccion Agronomia (Ministry of Agriculture)
Montevideo	CX6	650	20.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Battle y Gestoso
Montevideo	CX12	770	20.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	50.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX20	930	2.0	Carlos L. Romay
Montevideo	CX24	1010	2.5	SADREP Ltda.
Montevideo	CX28	1090	5.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguayaya de Publicidad
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1330	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Julio J. Rabassa
Montevideo	CX46	1450	1.5	Guzman Bertachi
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	5.0	Radio Electrica
Montevideo	CXA6	9620	20.0	
Montevideo	CXA10	11900	20.0	(Ministry of P. E.—Uruguayan Govt.)
Montevideo	CXA18	15300	20.0	
Montevideo	CXA19	11705	4.0	Difusoras El Espectador Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Rabassa
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW43B	1480	0.75	Walfrido Figueira Moran
Rivera	CW49	1340	0.06	Jorge Downton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	660	0.25	Luis Battle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soriano-Mercedes	CX52	1570	0.5	Anibal Frabaside, Juan Orlando Kelly, Jose Pedro Iragaray, y Florencio Donato Montero
Soriano-Mercedes	CW46B	1460	0.05	Roberto Tarucell
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

VENEZUELA

<i>.Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Acarigua	YV3RF	3490 sw.	.104	Pausides Sigala
Barcelona	YV6RC	3450 sw.	1.5	L. J. Arroaza
	YV6RE	1080	.25	
Barquisimeto	YV3RE	1475	.775	Avilcar Segura
	YV3RN	4990 sw.	.60	
Barquisimeto	YV3RS	3490	.65	Rafael A. Segura
Caracas	YV5RN	4920 sw.	5.0	Ricardo Espina, Dir.
	YV5RA	960	10.0	Almacon Americano
Caracas	YV5RB	790	4.72	Dogowitzle Sidlitz
	YV5RM	6150	2.3	H. Deewitz, Dir.
Caracas	YV5RH	720	1.0	Pbro. J. M. Pallin
	YV5RX	3430 sw.	.75	(Catholic Church)
Caracas	YV5RG	1010	.96	Compania Anonima
	YV5RU	4860 sw.	5.0	C. E. Riskel, Dir.
Caracas	YV5RI	590	1.138	Oscar Vincentelli, Director
	YV5RY	3380 sw.	1.96	
Caracas	YV5RL	1160	1.0	Ponce & Benzo Scs.
	YV5RW	3400 sw.	1.15	
Caracas	YV5RQ	882	1.182	Cia. Anonima
	YV5RS	3360 sw.	2.1	H. Deewitz, Dir.
Caracas	YV5RC	1100	.50	G. Veloz Manoera
	YV5RD	3300		Under construction
Caracas	YVKA	630	.88	National Govt.
	YVKO	4950 sw.	5.	National Govt.
	YVKB	6172 sw.	2.2	National Govt.
	YVKC	9640 sw.	2.2	National Govt.
	YVOR	11725 sw.	2.2	National Govt.
	YVPX	15315 sw.	2.2	National Govt.
Ciudad Bolivar	YV6RA	1400	.68	E. Torres Valencia
	YV6RU	4790 sw.	.96	E. Torres Valencia
Coro	YV1RT	3300 sw.	.175	J. Romero
Coro	YV1RY	4770 sw.	.30	Roger Leyba
	YV1RW	1370	.193	Roger Leyba
Cumana	YV7RA	1200		L. J. Arreaza
	YV7RB	3470 sw.		L. J. Arreaza
La Guaira	YV5RZ	1050	.75	Carlos L. Perez
	YV5RV	4760 sw.	1.05	Carlos L. Perez
Maracaibo	YV1RA	1300	.09	Luis Garcia N.
	YV1RV	4750 sw.	.30	
Maracaibo	YV1RC	1400	.52	Pedro Bermudez
	YV1RT	3370 sw.	.455	
Maracaibo	YV1RD	1150	.2	L. G. Govea
	YV1RU	3440 sw.	1.0	L. G. Govea
Maracaibo	YV1RF	1120	.55	N. Vale Quintero
	YV1RX	4800 sw.	2.0	
Maracaibo	YV1RL	4810 sw.	.300	J. A. Higuera
	YV1RK	1250	.437	J. A. Higuera
Maracay	YV4RK	3390 sw.	.465	Atilio Ormezzano
	YV4RL	1430	.193	
Maracay	YV4RX	3310 sw.	.1	Luis Croquer
	YV4RD	1150	.1	
Merida	YV2RC	3420 sw.	.60	A. M. Quintero
Pt. Cabello	YV4RR	1490	.520	Rafael A. Segura
	YV4RQ	3480 sw.	.885	
San Cristobal	YV2RN	4820 sw.	2.0	J. Diaz Gonzalez
	YV2RB	980	.325	
Trujillo	YV1RO	3310 sw.	2.0	Pedro J. Torres
Valera	YV1RZ	4840 sw.	.30	Jorge L. Ferbes, owner; Pedro Flores I., Dir.
Valencia	YV4RO	4780 sw.	.30	H. & G. Degwitz
	YV4RA	1350	.83	
Valencia	YV4RP	3460 sw.	1.0	Miguel Ache
	YV4RE	1400	1.138	

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Tepic
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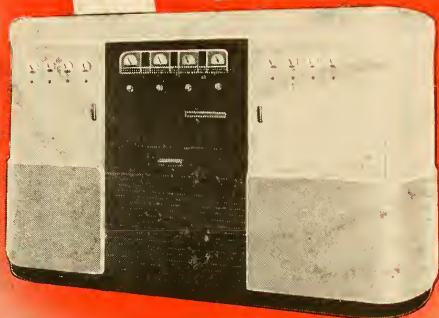
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