

RADIO
ANNUAL

1947



Scanned from the collections of
The Library of Congress

AUDIO-VISUAL CONSERVATION
at The LIBRARY of CONGRESS



Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

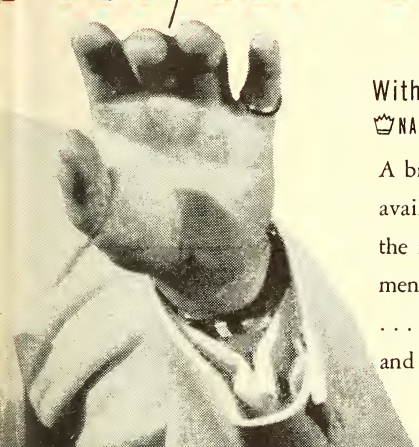
Recorded Sound Reference Center
www.loc.gov/rr/record

ND REGIONAL SPONSORS

Frederic W. Ziv Company

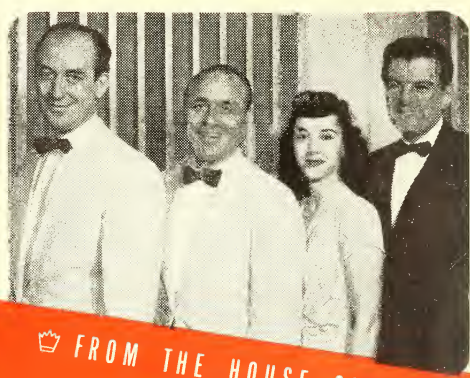
PROUDLY PRESENTS THE

Wayne King Show"



With  WAYNE KING AND HIS ORCHESTRA
 NANCY EVANS  LARRY DOUGLAS  FRANKLYN MACCORMACK

A brilliant, new, half-hour show now transcribed and available for local and regional sponsors . . . starring the incomparable waltz king . . . his famous arrangements and original numbers . . . his golden saxophone . . . the voices of Nancy Evans and Larry Douglas . . . and narrated by Franklyn MacCormack.



W • BOSTON BLACKIE
LEASURE PARADE •
ONGS OF GOOD CHEER

 FROM THE HOUSE OF HITS

Frederic W. **ZIV** Company

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK • CHICAGO • HOLLYWOOD



**AL
GOODMAN**

"FRED ALLEN
SHOW"

NBC

"PRUDENTIAL
FAMILY HOUR"

CBS

**VICTOR
RECORDS**



Yearbook of radio & television



PRESENTS

THE 1947
RADIO
ANNUAL

Edited by .

JACK ALICOATE

Copyright, 1947, by the Radio Daily
1501 Broadway, New York 18, N. Y. WIsconsin 7-6336

TK6542
Y4
1947
4/10/47

Time Buyers!



SERIAL RECORD
APR 30 1947

CALL ON "Spot" FOR SUGGESTIONS

- WNBC.....New York
- WBZ & WBZA . Boston, Springfield
- WGY.....Schenectady
- KYW.....Philadelphia
- WRC.....Washington
- KDKA.....Pittsburgh
- WTAM.....Cleveland
- WOWO.....Ft. Wayne
- WMAQ.....Chicago
- KOA.....Denver
- KPO.....San Francisco
- KZRH.....Manila

• Looking for a time buy that's just your dish? Then give your order to "Spot." Of course he may not always be able to serve you the exact time you were eyeing—NBC Spots go too fast for that. But you can count on "Spot" to suggest the best available period in the house—to help you select a buy that will get results—and to show you the way to results you can figure in dollars and cents.

Call on "Spot" today for suggestions on any one or every one of NBC's 11 sales-leading stations in 11 sales-leading markets. Sales-leading because: 1. They broadcast to 55% of the radio homes in the United States 2. They are in markets where buying power is 34.2% higher than the country's average. 3. They broadcast the finest programs on the air to every corner of these rich markets.



NBC SPOT SALES

New York, Chicago, San Francisco, Washington, Cleveland, Hollywood, Denver, Boston

RECEIVED

APR - 5 1947

COMMERCIAL OFFICE

COPYRIGHT DEPOSIT.



FOREWORD

For Radio, the first year of peace has once again opened the dynamic door for additional unselfish contribution to the culture, entertainment and education of not only our own, but the countless millions of the entire world.



Effervescent and sparkling are bright new facets of Television and FM. The eleven hundred pages that follow, to which the entire industry has enthusiastically contributed, tell a complete story. Our sincere thanks to all.



This is the 10th anniversary of both RADIO DAILY and RADIO ANNUAL. This book is constantly in preparation. Each year, we have the opportunity of making it bigger and better. That's why we get such a kick out of doing so.

JACK ALICOATE

Editor

FOR THE BEST IN NEWS . . .

FOR THE GREATEST IN PRESTIGE . . .

AAP

FOR:

AM-FM-TELEVISION

EDITORIAL INDEX

1947

1947

A

Acoustical Society of America.....	930
Actors Equity Association.....	930
Advertisers' Index	27

ADVERTISING:

Advertising Association of the West...	930
Advertising Council, Inc., The.....	930
Advertising Federation of America....	931
Advertising Research Foundation.....	931
Agencies, Addresses, Personnel.....	169
Agency and Sponsor Network Billings..	131
Commercial Programs	897
Commercial Programs—Television....	1025
Expenditures, Network	131
Agents and Managers, Talent.....	895DD

ALABAMA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	313
Stations, Facilities, Personnel.....	313

ALASKA:

Chief Engineers of Stations.....	1089
Stations, Facilities, Personnel.....	669

ALBERTA:

Chief Engineers	1089
Stations, Facilities, Personnel.....	683
Aldrich, Thomas B., Article By.....	1080
Alicoate, Jack, Introductions By.....	3, 987
American Assn. of Adv. Agencies (AAAA)	931

AMERICAN BROADCASTING CO.:

Commercial Programs, 1946.....	897
Gross Billings by Agencies, 1946....	131
Network Map	260-261
Personnel	262
Sponsor Expenditures, 1946.....	131
Stations Owned and/or Managed by...	263

Woods, Mark, Article by.....	259
American Communications Assn.....	931
American Council on Education.....	932
American Federation of Musicians.....	932
American Federation of Radio Artists (AFRA)	932
American Guild of Musical Artists, Inc...	932
American Marketing Assn.....	932
American Newspaper Publishers Assn..	933
American Radio Relay League, Inc.....	933
American Society of Composers, Authors and Publishers, Personnel.....	933
Article by John G. Paine.....	764
Publisher Members	765
American Television Society.....	933
American Representatives Assn., Inc....	933
Announcers (Their work during 1946)....	887
Argentina, Stations of.....	966
Amy Forces Network, by Bill Murray..	109

ARIZONA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	319
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	319

ARKANSAS:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	323
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	323
Artists Representatives Association, Inc...	934
Associated Actors & Artistes of America	934
Association for Education by Radio.....	934
Association of Canadian Advertisers, Inc.	934
Associated Music Publishers, Inc., Pub- lisher Members	768
Association of National Advertisers, Inc..	934
Association of Radio News Analysts.....	935



MARTIN BLOCK

"MAKE BELIEVE BALLROOM"
WNEW, New York



"CHESTERFIELD SUPPER CLUB"
N. B. C.



STARTING KFVB, HOLLYWOOD, JUNE 2, 1947

EDITORIAL INDEX

Association of Women Broadcasters, Article by Alma Kitchell.....	47	Production Gains Momentum, by S. P. Taylor.....	1077
Author's League of America, The.....	935	Progress of CBS Color Tele, by Peter C. Goldmark.....	997
ARTICLES:		Radio Develops Songwriters, by Herman Pincus.....	75
AFN—Still Building Morale, by Bill Murray.....	109	Radio in Canada 1946-47, by Harry Sedgwick.....	55
Associated Music Publishers, by Gretl Urban.....	768	Radio Potentialities — 1947, by Frank Burke.....	37
All-Electronic Color Tele, by E. W. Engstrom.....	993	Radio's Year of Decision, by Justin Miller.....	35
A.W.S. Extends Its Influence, by Alma Kitchell.....	47	Radio's Year of Expansion, by Charles R. Denny.....	33
Bell System Coaxial Cables, by L. G. Woodward.....	1006	Report on the 20-Year Club, by H. V. Kaltenborn.....	97
Better Recording Equipment, by Thomas B. Aldrich.....	1080	RMA Widens Its Services, by Bond Geddes.....	69
B.M.B Complete First Study, by John K. Churchill.....	49	Tele's First Major Year, by J. R. Poppele.....	51
Broadcast Equipment—1947, by Clyde E. Dickey.....	1079	The FCC's Favorable FM Policy, by Manning Clagett.....	1045
Broadcast Measurement Bureau, by John K. Churchill.....	49	The Keys to Progress in 1947, by Brig. Gen. David Sarnoff.....	45
Broadcast Music, Inc., by M. E. Tomkins.....	770	Television—Introduction, by Jack Ali-coate.....	987
Business Side of Radio, by M. H. Shapiro.....	129	Tele Is Here—Outlook Bright, by Frank Burke.....	989
Chicago Outlook for 1947, by Nat Green.....	65	Tele Eyed From the Capital, by Manning Clagett.....	999
Coast Expansion Continues, by Ralph Wilk.....	67-1102	Tele's First Major Year—1947, by J. R. Poppele.....	51
Facsimile Broadcasting Today, by John V. L. Hogan.....	53	The Tele Receiver Market, by Jim Owens.....	1003
FM—Future Standard System, by Roy Hofheinz.....	1043	The Year in Washington, by Andrew H. Older.....	63
Free Radio and Free Speech, by M. H. Shapiro.....	41	The Year of FM — 1947, by Ira A. Hirschmann.....	1046
From the Agency Viewpoint, by Frederic R. Gamble.....	58	They Are Our Songs, by Riley Shepard.....	817
Golden Era of Sportscasting, by Stan Lomax.....	61	Transcription Status, by F. W. Ziv.....	71
Hollywood Tele a Reality, by Ralph Wilk.....	1102	Twenty-Year Club, Report On, by H. V. Kaltenborn.....	97
Keys to Progress in 1947, by Brig. Gen. David Sarnoff.....	45	United Nation's Big Radio Job for 1947, by Christopher Cross.....	81
Main Street-Reflections, by Sid Weiss.....	73	UN's Big Radio Job for 1947, by Christopher Cross.....	81
Optimism Keynotes Chicago, by Nat Green.....	1001	Video in Britain, by E. C. Thomson.....	1004
Producing the Package Show, by Louis G. Cowan.....	79		



For WHB Availabilities, 'phone DON DAVIS at any
ADAM YOUNG office :

New York City, 18.....	11 West 42nd St.....	Longacre 3-1926
Chicago, 2.....	55 East Washington St.....	ANDover 5448
San Francisco, 4.....	627 Mills Building.....	SUtter 1393
Los Angeles, 13.....	448 South Hill St.....	MIchigan 0921
Kansas City, 6.....	Scarritt Building.....	HArrison 1161

KEY STATION for the KANSAS STATE NETWORK

EDITORIAL INDEX

What's Wrong With Television?, by Leonard F. Cramer.....	121
Awards, Television, for 1946.....	998

B

Backstage (People in Network Radio Production During 1946).....	896S
Behind the Mike (Radio Artists and Their Work 1946).....	779
Better Recording Equipment, Article by Thomas B. Aldrich.....	1080
Bibliography, Television.....	1038
Bolivia, Stations of.....	967
Brazil, Stations of.....	968
British Broadcasting Co.....	935
BMI Canada, Ltd.....	935

BRITISH COLUMBIA:

Stations, Facilities, Personnel.....	684
British Guiana, Stations of.....	970
British Honduras, Stations of.....	970
Broadcast Equipment—1947, by Clyde E. Dickey.....	1079
Broadcast Music, Inc. (BM) Personnel.....	935
Article by M. E. Tompkins.....	770
Publisher Members.....	771
Burke, Frank, Articles by.....	37, 989

Business

Advertising Agencies, Personnel.....	169
Agency and Sponsor Network Billings.....	131
Business Side of Radio.....	127
Network Billings.....	131
News Services.....	167
Research Organizations.....	143
Station Representatives.....	145

C

CALIFORNIA.....	329
Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	323
Home Economic Directors of Stations.....	896Z
Stations, Facilities, Personnel.....	323

CANADA:

Article by Harry Sedgwick.....	55
Canadian Association of Broadcasters.....	935

Canadian Broadcasting Corp. (Personnel).....	681
Chief Engineers of Stations.....	1089
Section.....	681
Stations, Alphabetically Listed by Call Letters.....	681
Station Representatives in Canada.....	145
Catholic Actors Guild of America, Inc.....	933
Catholic Writers Guild of America.....	936
Central and South America, Stations of.....	563
Chicago Outlook for 1947, Article by Nat Green.....	65
Chicago Radio Management Club.....	936
Chicago Important Telephone Numbers.....	102
Chief Engineers.....	1089
Chile, Stations of.....	970
Churchill, John K., Article by.....	49
Clagett, Manning, Articles by.....	999, 1045
Coast Expansion Continues, Article by Ralph Wilk.....	67
Coaxial Cable Program, Map.....	1008-9
Colombia, Stations of.....	972

COLORADO:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	349
Home Economic Directors of Stations.....	89Z
Stations, Facilities, Personnel.....	349

COLUMBIA BROADCASTING SYSTEM:

Article by Frank Stanton.....	265
Commercial Programs in 1946.....	897
Gross Billings by Agencies, 1946.....	131
La Cadena de las Americas, Personnel.....	932
Network Map.....	266, 267
Personnel.....	288
Sponsor Expenditures, 1946.....	133
Stations Owned and Operated by.....	270

Commercial Tele Programming, by Don McClure.....	595
--	-----

Commentators:

News, Their Work During 1946.....	861
Sports, Their Work During 1946.....	871
Commercially Sponsored Radio Programs.....	897
Commercially Sponsored Television Programs.....	1025

Kate Smith

EDITORIAL INDEX

Committee on Consumer Relations in Advertising, Inc.	936
Composers, Authors and Publishers Assn. of Canada, Ltd.	936

CONNECTICUT:

Chief Engineers of Stations	1089
Estimated Population, Radio Homes, Stations in State	355
Home Economic Directors of Stations ..	896Z
Stations, Facilities, Personnel	355
Connecticut State Network, Personnel ..	285
Consulting Engineers	1085
Costa Rica, Stations of	974
Cowan, Louis G., Article by	79
Cramer, Leonard F., Article by	121
Cross, Christopher, Article by	81
Cuba, Stations of	974

D

DELAWARE:

Chief Engineers of Stations	1089
Estimated Population, Radio Homes, Stations in State	359
Stations, Facilities, Personnel	359
Denny, Charles R., Article by	33
Dickey, Clyde E., Article by	1079
Directors (Their Work During 1946)	896W
Directors Guild, Radio	941

DISTRICT OF COLUMBIA

Chief Engineers of Stations	1089
Home Economic Directors of Stations ..	896Z
Estimated Population, Radio Homes, Stations in District	360
Stations, Facilities, Personnel	360
Dramatists' Guild, The	936
Dominican Republic, Stations of	976

E

Ecuador, Stations of	977
Educational Outlets, Non Commercial ..	123
Educational Television Outlets, Non Commercial	125
El Salvador, Stations of	978
Engineers, Chief	1089
Engineers, Consulting	1085
Engstrom, E. W., Article by	993

Federal Radio Education Committee (FREC)	937
Institute for Education by Radio	937
Equipment Firms, Personnel Addresses ..	1101

F

Facsimile Broadcasting Today, by John V. L. Hogan	53
Facsimile Previewed (Photo)	115

FEDERAL COMMUNICATIONS COMMISSION:

Article by Charles Denny	33
Construction Permits Granted for Commercial Television Stations	1032
FM Broadcast Stations in Operation ..	1047
FM Applications Granted	1054
Growth of Stations	77
Members of Commission, Personnel ..	230
Federal Communications Bar Assn.	936
Federal Radio Education Committee	937
Federal Trade Commission	937
First Advertising Agency Group	937

FLORIDA:

Chief Engineers of Stations	1089
Estimated Population, Radio Homes, Stations in State	362
Home Economic Directors of Stations ..	896Z
Stations, Facilities, Personnel	362
Folk Artists (Their Work During 1946) ..	819

FREQUENCY MODULATION:

Authorized CP's for FM Stations	1054
FM Association, Personnel, Committees ..	1044
FM Broadcast Stations in Operation ..	1047
FM—Future Standard System, by Roy Hotheinz	1043
FM News Highlights of 1946	1063
The FCC's Favorable FM Policy, by Manning Clagett	1045
This Is the Year of FM, by Ira A. Hirschmann	1046

G

Gamble, Frederic G., Article by	58
Geddes, Bond, Article by	69

GEORGIA:

Chief Engineers of Stations	1089
-----------------------------------	------



There's a lot of truth to the statement that a radio station is no better than the people who man it and the policies that guide it. And WINS is no exception! With this in mind initial steps toward improvement have been made. Currently WINS personnel has been increased 21% while payroll's up 60%, thus providing a more adequate size and quality of staff. Programming too has progressed. Approximately 48% of it represents new and improved shows. Also, a 50kw transmitter is being installed. All efforts continue to improve WINS . . . to make it a better entertainment and information vehicle for listeners and an honest, resultful medium for advertisers.

CROSLY BROADCASTING CORPORATION

WINS

EDITORIAL INDEX

Estimated Population, Radio Homes, Stations in State.....	373
Home Economic Directors of Stations.....	896Z
Stations, Facilities, Personnel.....	373
Goldmark, Peter C., Article by.....	997
Green, Nat, Articles by.....	65, 1001
Gross Billings by Agencies, 1946.....	131
Guatemala, Stations of.....	978
Guilds	929
Growth of Stations.....	77

H

Haiti, Stations of.....	978
Hawaii Stations, Facilities, Personnel....	671
Heinecke, Paul, Article by.....	775
Hirschmann, Ira A., Article by.....	1045
Hillbillies (Their Work During 1946).....	819
Hofheinz, Roy, Article by.....	1043
Hogan, John C. L., Article by.....	53
Home Economics Directors.....	896Z
Honduras, Stations of.....	973

I

IDAHO:

Chief Engineers of Stations.....	1039
Estimated Population, Radio Homes, Stations in State.....	384
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	384

ILLINOIS:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	383
Home Economic Directors of Stations.....	896Z
Stations, Facilities, Personnel.....	389

INDIANA:

Estimated Population, Radio Homes, Stations in State.....	401
Chief Engineers of Stations.....	1083
Home Economic Directors of Stations.....	896Z
Stations, Facilities, Personnel.....	401
Institute for Education by Radio.....	937
Institute of Radio Engineers.....	937
Intercollegiate Broadcasting System....	938
Interdepartment Radio Advisory Commit- tee (IRAC)	938

International Broadcast Stations of the United States	947
International Brotherhood of Electrical Workers	938
International News Service	167
Introductions by Alicoate, Jack.....	3, 987

IOWA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	408
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	498

K

Kaltenborn, H. V., Article by.....	97
------------------------------------	----

KANSAS:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	415
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	415

KENTUCKY:

Chief Engineers of Stations.....	1029
Estimated Population, Radio Homes, Stations in State.....	421
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	421
Kitchell, Alma, Article by.....	47
Kobak, Edgar, Article by.....	271
Keystone Broadcasting System, Personnel	284

L

La Cadena de las Americas (Pan Ameri- can Network) of CBS, Stations, Per- sonnel	932
Lamb, The	938
Latin-American Networks, CBS	952
Latin-American Networks, NBC	956
Lomax, Stan, Article by.....	61
Los Angeles, Important Telephone Num- bers	103, 105, 107

LOUISIANA:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z

It Makes Dollars and Sense

SESAC TRANSCRIPTIONS

START OUTSIDE
LATERAL 33 $\frac{1}{3}$ R.P.M.



Recorded According
to NAB Standards

LIBRARY SERVICE

MUSICAL AMERICANA ON PURE VINYLITE

featuring



SUPERIOR RECORD QUALITY IDEAL FOR AM OR FM

ELIMINATION OF ALL COPYRIGHT CHECK UP

SALEABILITY TO SUIT ANY SPONSOR

AMAZINGLY LOW MONTHLY COST

CONTINUITY ON EVERY SELECTION

SESAC, Inc.

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

*To Have This
Revenue-Producing
Service!*

EDITORIAL INDEX

Estimated Population, Radio Homes, Stations in State.....	427
Stations, Facilities, Personnel.....	427

M

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

MAINE:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	432
Stations, Facilities, Personnel.....	432
Main Street-Reflections, by Sid Weiss...	73
Managers and Agents (New York, Chi- cago, Los Angeles).....	896DD
Market Research Council.....	938

MARYLAND:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	437
Stations, Facilities, Personnel.....	437

MASSACHUSETTS:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	441
Stations, Facilities, Personnel.....	441
McClure, Don, Article by.....	995
Mexico, Stations of.....	962

MICHIGAN:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	451
Stations, Facilities, Personnel.....	451
Miller, Justin, Article by.....	35

MINNESOTA:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	463
Stations, Facilities, Personnel.....	463

MISSISSIPPI:

Chief Engineers of Stations.....	1089
----------------------------------	------

Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	468
Stations, Facilities, Personnel.....	468

MISSOURI:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	473
Stations, Facilities, Personnel.....	473

MONTANA:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	480
Stations, Facilities, Personnel.....	480
Murray, Bill, Article by.....	109

MUSIC:

Ascap	764
AMP	768
BMI	770
SESAC	775
Musical Conductors (Their Work During 1946)	837

MUTUAL BROADCASTING SYSTEM:

Article by Edgar Kobak.....	271
Commercial Programs in 1946.....	897
Gross Billings by Agencies in 1946...	131
Network Map	272, 273
Personnel	274
Sponsor Expenditures, 1946.....	133
Music Publishers' Protective Association, Inc.	939

N

NATIONAL ASSOCIATION OF BROADCASTERS:

NAB Standards of Practice.....	239
NAB Officers, Personnel, Committees..	234
Statement by Justin Miller.....	35

NATIONAL BROADCASTING CO.:

Commercial Programs in 1946.....	897
Network Map	278, 279
Latin-American Network	956

The Andrews Sisters



MANAGEMENT
LOU LEVY
NEW YORK • HOLLYWOOD

EDITORIAL INDEX

Personnel	280	Home Economic Directors of Stations..	896Z
Stations Owned and Operated by	283	Stations, Facilities, Personnel.....	487
Trammel, Niles, Article by.....	277		
National Association of Educational Broadcasters	939	NEW JERSEY:	
National Better Business Bureau, Inc....	933	Chief Engineers of Stations.....	1089
National Association of Radio News Directors	933	Estimated Population, Radio Homes, Stations in State.....	489
National Industrial Advertisers Association, Inc.	939	Home Economic Directors of Stations..	896Z
National Variety Artists, Inc.....	940	Stations, Facilities, Personnel.....	483
		NEW MEXICO:	
NEBRASKA:		Chief Engineers of Stations.....	1089
Chief Engineers of Stations.....	1089	Estimated Population, Radio Homes, Stations in State.....	493
Home Economic Directors of Stations..	896Z	Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	483	Stations, Facilities, Personnel.....	493
Stations, Facilities, Personnel.....	483	News Commentators (Their Work During 1946)	861
		News Events of 1946, Ten Outstanding..	39
NETWORKS:		News Services	167
Advertising Agency Gross Billings...	131		
American Broadcasting Co.....	259	NEW YORK:	
Canadian Broadcasting Corp.....	681	Chief Engineers of Stations.....	1089
Columbia Broadcasting System.....	265	Estimated Population, Radio Homes, Stations in State.....	497
Expenditures by Agencies and Sponsors	131	Home Economic Directors of Stations..	896Z
Keystone Broadcasting System.....	284	Stations, Facilities, Personnel.....	497
Mutual Broadcasting System.....	271	New York, Important Telephone Numbers	100
National Broadcasting Co.	277	Nicaragua, Stations of.....	979
National Networks	257	Non-Commercial Educational Outlets....	123
Regional Networks	285	Non-Commercial Educational Television Outlets	125
Sponsor Network Expenditures.....	131		
Nebraska Broadcasters Association.....	940	NORTH CAROLINA:	
		Chief Engineers of Stations.....	1089
NEVADA:		Estimated Population, Radio Homes, Stations in State.....	529
Chief Engineers of Stations.....	1089	Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	483	Stations, Facilities, Personnel.....	529
Home Economic Directors of Stations..	896Z	North Carolina Association of Broadcasters	940
Stations, Facilities, Personnel.....	486	Northern California Broadcasters Association	940
NEW BRUNSWICK:		NORTH DAKOTA:	
Chief Engineers of Stations.....	1089	Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z	Estimated Population, Radio Homes, Stations in State.....	543
Stations, Facilities, Personnel.....	688	Home Economic Directors of Stations..	896Z
		Stations, Facilities, Personnel.....	543
NEW HAMPSHIRE:			
Chief Engineers of Stations.....	1089		
Estimated Population, Radio Homes, Stations in State.....	487		



ED HERLIHY

- Voice of Universal Newsreel
- "Kraft Music Hall"
- One O'Clock Sunday News With Ed Herlihy
- M. C. "Children's Hour"
- "Carmen Cavallaro Show"
- M. C. "Honeymoon in New York"

EDITORIAL INDEX

NOVA SCOTIA:

Chief Engineers	1089
Stations, Facilities, Personnel.....	690

O

OHIO:

Chief Engineers of Stations.....	1083
Estimated Population, Radio Homes, Stations in State.....	547
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	547
Ohio Association of Broadcasters.....	940

OKLAHOMA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	563
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	563
Oklahoma Network	288
Older, Andrew H. Article By.....	63

ONTARIO:

Chief Engineers	1089
Stations, Facilities, Personnel.....	693
Orchestra Leaders (Their work during 1946)	837

OREGON:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	569
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	569
Organists (Their work during 1946)....	837
Organizations	929
Outlets, Educational Non-Commercial....	123
Owens, Jim Article by.....	1033

P

Pacific Advertising Association.....	940
Panama, Stations of.....	979
Paine, John G. Article by.....	764
Paraguay, Stations of.....	979

PENNSYLVANIA:

Chief Engineers of Stations.....	1089
----------------------------------	------

Estimated Population, Radio Homes, Stations in State.....	577
Home Economic Directors of Stations	896Z
Stations, Facilities, Personnel.....	577
Pennsylvania Broadcasters Association..	941
Performing Rights Societies.....	763
Peru, Stations of.....	980
Pincus, Herman, Article by.....	75
Poppele, J. R., Article by.....	51
Press Associations	167
Producing the Package Show, by Louis G. Cowan.....	79

PRODUCTION:

Agents and Managers, Talent.....	896DD
Ascap, Publisher Members.....	765
Announcers (Their work during 1946)..	887
BMI, Publisher Members.....	771
Backstage (People in Radio Produc- tion during 1946).....	896S
Chief Engineers of Stations.....	1089
Folk Artists—Hillbillies	819
Home Economic Directors of Stations..	896Z
Managers, Agents, Talent.....	896DD
Musical Conductors (Their work during 1946)	837
News Commentators (Their work in 1946)	861
Orchestra Leaders (Their work during 1946)	837
Programs of 1946, Network Commercial	897
Program Producers	709
Radio Artists (Their work during 1946)	781
Radio Directors (Their work during 1946)	896W
SESAC, Publisher Members.....	776
Sports Commentators, (Their work dur- ing 1946)	871
Transcription Companies	745
Vocal Artists, (Their work during 1946)	849
Writers, Radio	878
Production Gains Momentum, by S. P. Taylor	1077
Professional Music Men, Inc.....	941
Programs, Commercially Sponsored....	897
Program Directors Guide.....	83
Publications (Trade-Fan-Technical-Gen- eral)	243

your servant,

PRESS WIRELESS, Inc.

1475 BROADWAY, NEW YORK 18

BRyant 9-5030

RADIO TRANSMISSION SERVICE, RADIO RECEPTION SERVICE, RADIO VOICE, RADIO
TELEGRAPH, RADIO PHOTO

NEW YORK - WASHINGTON - SAN FRANCISCO - LOS ANGELES - PARIS - BUENOS
AIRES - RIO DE JANEIRO - MONTEVIDEO - MANILA - SANTIAGO DE CHILE - SHANGHAI -
NANKING - BERNE - LONDON - HAVANA - CAMAGUEY - SANTIAGO, CUBA - BERLIN -
FRANKFURT - NUREMBERG - PRAGUE - MEXICO CITY - MOSCOW - TOKYO

EDITORIAL INDEX

PUERTO RICO:

Stations, Facilities, Personnel..... 675



Quaker Network 239

QUEBEC:

Chief Engineers 1089

Stations, Facilities, Personnel..... 700

R

Radio Artists, (Their work, 1946)..... 781

Radio Club of America, Inc..... 941

Radio Council—WBEZ (FM) 941

Radio Develops Songwriters, by Herman

Pincus 75

Radio Directors Guild 941

Radio Executives Club of New York.... 942

Radio Groups 929

Radio Manufacturers Association 942

RMA Officers and Executive Personnel

Committees 1946-1947 1081

Radio Manufacturers Association of

Canada 942

Radio Programas de Mexico, S. A..... 960

Radio Script & Transcription Exchange,

U. S. 942

Radio Technical Planning Board..... 942

Radio Writers' Guild 943

Regional Networks 285

Report on the 20-Year Club, by H. V.

Kaltenborn 97

Representatives, Stations 145

RMA Widens Its Services, by Bond

Geddes 69

Research Organization 143

RHODE ISLAND:

Chief Engineers of Stations..... 1089

Estimated Population, Radio Homes,

Stations in State..... 601

Home Economic Directors of Stations.. 895Z

Stations, Facilities, Personnel..... 601

Rocky Mountain Radio Council, Inc..... 943

S

Sarnoff, David, Article by..... 45

SASKATCHEWAN:

Chief Engineers 1089

Stations, Facilities, Personnel..... 704

SESAC:

Article by Paul Heinecke..... 775

Personnel 943

Publisher Members 776

Sedgwick, Harry, Article by..... 55

Shapiro, M. H., Articles by..... 41, 129

Shepard, Riley, Article by..... 819

Society of Jewish Composers, Publishers
and Song Writers..... 943

Society of Motion Picture Engineers.... 943

Song Writers' Protective Association (SPA) 944

SOUTH CAROLINA:

Chief Engineers or Stations..... 1089

Estimated Population, Radio Homes,

Stations in State..... 603

Home Economic Directors of Stations.. 896Z

Stations, Facilities, Personnel..... 603

South Central Quality Network..... 289

SOUTH DAKOTA:

Chief Engineers of Stations..... 1089

Estimated Population, Radio Homes,

Stations in State..... 608

Home Economic Directors of Stations.. 895Z

Stations, Facilities, Personnel..... 608

Southern California Broadcasters' Asso-
ciation, Inc. 944

Sponsor Network Expenditures..... 131

Sports Broadcasters Association (New

York Chapter) 944

Sports Commentators (Their work, 1946) 871

STATIONS:

Alphabetically (U. S. Territories) By
Call Letters with Index to Detailed
Information 294

CANADA:

Alphabetically by Call Letters with
Index to Detailed Information..... 681

Central and South America..... 966

Stations, Growth of..... 77

Stations of Mexico..... 962

Station Representatives 145

Sponsor Network Billings..... 131

Surinam (Dutch Guiana), Stations of.... 980

Kermit-Raymond Radio Productions

presents

RAY GREEN'S
PRODUCTION OF

"HOLLYWOOD'S OPEN HOUSE"

(A Thirty Minute Transcribed Program)

STARRING AS GUESTS EACH WEEK

THE GREATEST STARS OF HOLLYWOOD

in Radio Adaptations of Hit Pictures

The Greatest Comedians of Stage-Screen and Radio

plus

THE ORCHESTRAS OF

RAY BLOCH and ENRIC MADRIGUERA

(second series of 26 shows)

(first series of 26 shows)

And the Program's Genial Host

JIM AMECHE

On Each Show From Three To Five Big Name Stars

A NAME HOLLYWOOD STAR—A NAME COMEDIAN—A NAME VOCALIST

A PARTIAL LIST OF GUESTS TO DATE IN ORDER OF THEIR APPEARANCE

Marlene Dietrich
Luise Rainer
Allan Jones
Ruth Chatterton
Hildegarde
Ann Kutherford
Henry Youngman
Harry Cool
Margo
Glenda Farrell
Jan Murray
Constance Bennett
Harrington & Hyers
Fay Wray
Joseph Calleia
Block & Sully
Mischa Auer
Walter Abel
Jean Parker
John Carradine
Edith Fellows
Jack Carter

Peter Lorre
Peter Donald
Wendy Barrie
Jerry Cooper
Morey Amsterdam
Joseph Schildkraut
George Givot
Skippy Homeier
Neil Hamilton
Jane Withers
Gregory Ratoff
Elsa Maxwell
Guy Kibbee
Richard Arlen
Nan Wynn
Phil Regan
Adele Astaire
Bea Wain
Jackie Gleason
Romo Vincent
Milton Berle
Joy Hodges

Pat O'Brien
Diana Lewis
Bonita Granville
Jack Pearl
Lucille Ball
Desi Arnaz
Basil Rathbone
Virginia Weidler
Phil Brito
John Loder
Dick Powell
Dinning Sisters
Wesson Brothers
Stuart Erwin
Frances Faye
Danny O'Neil
Stroud Twins
Francis Lederer
Bert Lahr
Roger Pryor
Zasu Pitts
Joey Adams

Jack Benny
Mary Livingston
Phil Harris
"Rochester"
Don Wilson
Martha Scott
Lee Sullivan
Zero Mostel
Kay Francis
Faye Emerson
Ralph Morgan
Helmut Dantine
Buddy Lester
Diana Barrymore
Lew Parker
Roland Young
Monica Lewis
Johnny Morgan
Roddy McDowall
Yvette
Dean Jagger
Anita Louise

WIRE — WRITE — PHONE

KERMIT-RAYMOND CORP.

11 East 52nd Street, New York 22, N. Y.

ELdorado 5-5511

EDITORIAL INDEX

T

Talent Managers and Agents.....	896DD
Taylor, S. P., Article by.....	1077
Telephone Numbers, Important	
Chicago	102
Los Angeles	103-105-107
New York	100-101
Washington, D. C.....	107

TELEVISION:

American Television Society.....	933
Non-Commercial Educational Television	
Outlets	125
Television Broadcasters' Assn., Inc.....	944
Telephone Numbers, Important.....	100-107
Ten Outstanding News Events of 1946....	43
What's Wrong with Television, Article	
by Leonard F. Cramer.....	121

YEAR BOOK OF TELEVISION:

Alicote, Jack, Introduction, By.....	987
All-Electronic Color Tele, by E. W. Engstrom	993
Awards for 1946, American Television Society, Television Broadcasters, Assn.	998
Bell System Coaxial Cables by L. G. Woodward	1006
Bell System Coaxial Cable Program (map)	1008-9
Bibliography	1038
Commercial Television Broadcasting Stations	1032
Commercial Tele Programming, by Don McClure	995
Commercial Television Programs—(1946)	1025
Commercial Television Stations, Personnel, Facilities	1035
Construction Permits for Television Stations	1032
Facts and Figures—Tele Tempo Today	991
Glossary	1010
Highlights of 1946, Television.....	1016
Hollywood Tele a Reality, by Ralph Wilk	1102
Licenses Granted for Commercial Television Stations	1032

Optimism Keynotes Chicago, by Nat Green	1001
Progress of CBS Color Tele, by Peter C. Goldmark	997
Tele Eyed from the Capital, by Manning Clagett	999
Tele's First Major Year—1947, by J. R. Poppele	51
Tele is Here—Outlook Bright, by Frank Burke	989
Television News Highlights—1946....	1016
Television, Non-Commercial Educational Outlets	
Ten Outstanding News Events of 1946	43
Television Talk, A Modern Glossary..	1010
The Tele Receiver Market, by Jim Owens	1003
Video in Britain 1946-47, by E. C. Thomson	1004
What's Wrong with Television, Article	
by Leonard F. Cramer.....	121

TENNESSEE:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	610
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	610
Tennessee Valley Regional Network....	289
Ten Outstanding News Events.....	39
Ten Outstanding Television News Events	43
They Are Our Songs, by Riley Shepard	817
Tobacco Network	289
Thomson, E. C., Article by.....	1004
Tompkins, M. E., Article by.....	770
Transcription Companies	745
Territories and Possessions, Section....	669
Transcription Status, Article by Fred-eric W. Ziv.....	71

TEXAS:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	617
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	617
Texas Quality Network.....	289
Texas State Network.....	289
Trade Publications	243
Trammell, Niles, Article by.....	277

WACH-
STETER



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

EDITORIAL INDEX

Transcription Companies	745
Transcription Network (Keystone).....	284
Transradio Press Service.....	165
Tri-City Stations of Virginia.....	239
Twenty-Year Club	944
Twenty-Year Club, Article by H. V. Kaltenborn	97

U

Unions	923
United Press Association.....	167
United States Department of Agriculture (Radio Service)	944
U. S. Dept. of Interior (Radio Section)....	945
United Nations, Article by Christopher Cross	81
Urban, Gretl, Article by.....	763
Uruguay, Stations of.....	581

UTAH:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	637
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	637

V

Venezuela, Stations of.....	582
-----------------------------	-----

VERMONT:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	640
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	640

VIRGINIA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	641
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	641
Vocal Artists, Their Work.....	849

W

WASHINGTON:

Chief Engineers of Stations.....	1089
----------------------------------	------

Estimated Population, Radio Homes, Stations in State.....	648
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	648
Washington State Association of Broad- casters	945
Washington, (District of Columbia) Impor- tant Radio and Telephone Numbers	107
Weiss, Sid, Article by.....	73
Western Association of Broadcasters....	945

WEST VIRGINIA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	655
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	655
What's Wrong with Television? By Leonard F. Cramer.....	121
Wilk, Ralph, Articles by.....	67, 1102

WISCONSIN:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	660
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	660
Wisconsin Networks, Inc.....	290
Wolverine Network	290
Woman's National Radio Committee....	945
Writers' Board	945
Woodward, L. G. Article by.....	1006

WYOMING:

Chief Engineers of Stations.....	1083
Estimated Population, Radio Homes, Stations in State.....	666
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	666

Y

Yankee Network, Personnel.....	280
Year Book of Television.....	985

Z

Ziv, Frederick W., Article by.....	71
------------------------------------	----



*Chesterfield
Supper Club*

NBC



*20th Century-Fox
Pictures*



Victor Records

Perry

COMO

Direction—



GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

ADVERTISING INDEX

1947

1947

— A —

Abbott, Bud	48
Aces, Easy	801
Advance Tele. Pct., Inc.	996
Advertiser, The	248
Advertising Age	246
Air Features, Inc.	720
All-Canada Radio	687
Allen, Fred	784
Allen, George W.	736
Allen, Rosalie	825
Allentown Record Co., Inc.	750
Allied Record Mfg. Co., Inc.	1078
Allman, Elvia	805
American B'Cast. Co.	104, 256
American Inst. of Music.	762
Anderson, Eddie	814
Andre, Pierre	896B
Andrews, Cameron	810
Andrew Sisters	16
Anson, Bill	182
Arlo	845
ASCAP	761
Associated Press	4
Associated Prog. Ser.	708
Aull, Emily	677
Avery-Knodel, Inc.	148
Ayer, N. W., Son, Inc.	126
Azul, Cadena, R. H. C.	950

— B —

Backus, Jim	806
Bailey, Jack	896
Baker, Phil	786
Balsley, Clyde	178
Bargy, Roy	841
Barton, Eileen	850
Beasley, Irene	792
Beck, Jackson	794
Becker, V. S.	186
Begley, Ed	811
Belli, Lido	170
Benny, Jack	36
Benrus	122
Bergen, Edgar	44
Berle, Milton	40
Bingman, Frank	896G
Bixby, Carl	878
Blanc, Mel	86
Bloch, Ray	844
Block, Martin	6
Blue Flames, The	852
Boles, Jim	793
Borge, Victor	784
Braun, Ruth & Gilbert	880
Breneman, Tom	78

Brito, Phil	847
Britt, Elton	826
Broadcast Music, Inc.	98, 99
Broadcasters Network Studios	896D
Brown, Dick	850
Bryan, Arthur Q.	807
Burns and Allen	789
Burns, Bob	788
Byron Productions, Inc.	735

— C —

CFRB	692
CHSJ	689
CKAC	701
CKLW	454
Campbell, Cecil	827
Canadian Broadcaster	255
Canadian B'Cast. Corp.	678
Canova, Judy	786
Cantor, Eddie	38
"Can You Top This?"	788
Carle, Frankie	836
Carolina Playboys, The	821
Carson, Jack	790
Chambers & Garrison	1099
Charles, Milton	879
Chittison, Herman	845
Clark, Lon	804
Clarke, Phil	810
Close, Upton	862
Coe, Robert, Assoc.	136
Collins Radio Co.	

Facing Inside Back Cover

Collyer, Bud	896B
CBS	111, 112, 113, 114
Columbia Transcriptions	744
Combs, George Hamilton, Jr.	863
Commercial Radio Productions, Inc.	731
Como, Perry	26
Costello, Lou	48
Cotsworth, Staats	806
Cott, Ted	804
Courtney, Alan	804
Cowan, Louis G., Inc.	74, 714
Cresta Blanca Wines, Inc.	124
Cullen, Bill	809

— D —

Davis, Joan	46
Dean, Eddie	824
De Angelo, Carlo	735
Delmar, Kenny	806
Denney, Dave	819
Denver Darling	832

Devine, Jerry	712
Doff, Red	852
Donald, Peter	806
Don Lee Network	132, 133
Douglas, Don	805
Doyle, Jim	896F
DuBov, Paul	812
Dudley, Bernard	887
DuMont, Allen B., Lab.	986
Dunham, Dick	896H
Durante, Jimmy	54

— E —

Edwards, Joan	848
Edwards, Ralph	60
Eiler, Barbara	802
Ellington, Duke	838
Elliot, Win	892
Ellis, Steve	874
Empire, Bob	1005
Empire B'Cast. Corp.	754
Evans, Dale	851
Evans, George B.	813

— F —

Faith, Percy	840
Falkenburg, Jinx	795
Farnsworth Tele. & Radio Corp.	988
Faye, Alice	128
Featured Radio Programs, Inc.	30
Federal Tele. & Radio Corp.	Inside Back Cover
Felton, Verna	808
Fenwick, Ellen	804
Fischer, Carl, Inc.	755
Fitzgerald, Ed & Pegeen	80
Flannery, Harry W.	861
Foley, Red	820
Forjoe & Company	155
Framer, Walt	881
Fremantle Overseas Radio Ltd.	946

— G —

Gailmor, William S.	865
Gale, Inc.	172
Gallop, Frank	891
Gardner, Ed	50
Gardner, Paul	880
Garred, Bob	896E
Gart, John	82
Gary, Arthur	895
General Artists Corp.	727
General Electric	992
Gilmore, Art	896G
Girard, Leftwich, Heyward	737

FIRST FOR AM and FM

TEL-PIC PROMOTIONAL DISPLAY SERVICE FROM COAST TO COAST

At No Cost to Your Station

Our exclusive station-merchant-consumer promotional service now also available for FM offers:

- ✓ Attractive, three-color window displays 17 x 23 inches in size.
- ✓ Clearly - visible, large 14 x 17 - inch newspictures.
- ✓ Large display space on each newspicture for your promotion message.
- ✓ Radio personality booklets distributed through merchants in your station area to radio homes FREE.

TEL-PIC promotional service has the acceptance of more than 400 satisfied broadcasters because:



1. TEL-PIC newspictures are mailed three times weekly.
2. Thousands of Radio Personality booklets promoting AM or FM and personalities heard over your station are distributed to hundreds of thousands of radio homes.
3. TEL-PIC newspictures attract attention because they are packed with human interest.
4. Your station's promotional copy is imprinted on every newspicture with copy changes as often as desired.
5. TEL-PIC owns its own printing plant geared to high-speed production of timely newspictures and radio personality booklets.
6. TEL-PIC uses Press Association (Division of AP) newspictures.
7. TEL-PIC manufactures its own displays—created by its own designers.
8. Covers of booklets are imprinted with your call letters, frequency and message.

Most important of all—TEL-PIC ORIGINATES—not Imitates!

NO OTHER NEWSPICTURE SERVICE OFFERS SO MUCH RADIO STATION PUBLICITY AND PROMOTION TO ITS SUBSCRIBERS

At absolutely no obligation to you—write today for our plan to promote AM and FM in your station area.

P.S. OH YES, WE HAVE AN INCOME PLAN THAT IS MIGHTY INTERESTING TO YOU.

TEL-PIC SYNDICATE, Inc.

1697 Broadway

New York, N. Y.

ADVERTISING INDEX

Glickman, Marty 872
 Gobel, Dolph 842
 Godfrey, Arthur 792
 Goodman, Al
 Facing Page one
 Goodman, Benny 24
 Goodson and Todman 802
 Grauer, Ben 891
 Green, Eddie 813
 Gregory, Bobby 831
 Guedel, John, Radio Prod. 729

H

Hamilton, Gene 893
 Harrice, Cy 889
 Harrington, Bill 850
 Harris, Phil 128
 Heatter, Gabriel 863
 Henley, Arthur 737
 Herlihy, Ed 18
 Herman, Woody 84
 Hersholt, Jean 70
 Hoff, Carl 844
 Hollywood Chatterbox
 Enterprises 738
 Hope, Bob 42
 Hughes, Gordon T. 736
 Husing, Ted 791

I

International Record. Co.,
 Inc. 756

J

James, Hugh 896C
 Jansky & Bailey 1092
 Johnson, Cliff 896D
 Johnson, Ginger 89
 Jostyn, Jay 802
 Joy, Dick 896F

K

KABC 632
 KCKN 417
 KCMO 474
 KDYL 639
 KENI 668
 KFAR 668
 KFEL 350
 KFJZ 624
 KFMB 342
 KFQD 670
 KFVD 335
 KFWB 332
 KGFJ 333
 KGW 568
 KHOZ 324
 KINY 670
 KMBC 472
 KMLB 428
 KOY 388
 KPMO 339
 KQV 591
 KRLD 622
 KROW 338
 KSD 264

KSJB 542
 KSTP 462
 KSUM 388
 KTKN 670
 KTUC 388
 KaDell, Carlton 894
 Karl Zomar Library 732
 Kasper-Gordon, Inc. 716
 Kaufman, Irving 808
 Kay, Beatrice 62
 Kearns, Joseph 810
 Keel, John J. 1084
 Kelk, Jackie 808
 Kent, Alan 88
 Kenton, Stan 94
 Kermit-Raymond Corp. .. 22
 Keystone B'Cast. .Bet. 284-285
 Kirby, Fred 823
 Knight, Raymond, Prod... 726
 Kyser, Kay 52

L

Lawrence, Mort 809
 Lee, Bert 872
 Levin, Sylvan 90
 Lewis, Monica 850
 Lewis, Robert Q. 800
 Lombardo, Guy 34
 Lorde, Athena 793
 Lyons, A. & S., Inc. 140
 Lytell, Jimmy 840

M

MacGregor, C. P. 743
 Mack, Gilbert 808
 Mack, Ted, Co. 739
 MacQuarrie, Haven 728
 Makelim Associates 175
 Malone, Ted 810
 Manson, Charlotte 802
 Marks, Edw. B., Music
 Corp. 769
 Marks, Garnett 886
 Martin, Don 811
 Maxwell, Marilyn 848
 McBride, Mary Margaret. 803
 McClatchy B'Cast. Co... 328
 McConnell, Ed 799
 McCrary, Tex 795
 McGeehan, Pat 812
 McGill, Jerry 879
 McGillvra, Jos., Hershey,
 Inc. 146
 McIntosh, Frank H. 1086
 McKeon, Jeannie 849
 McNary & Wrathall. 1094
 McNeill, Don 72
 Merrill, Robert 172
 Metronome 250
 Michael, Roy 890
 Michelson, Charles, Inc.. 753
 Miller, Allan 724
 Miller, Irving 846
 Miller, Jack 844

Mitchel, Les, Prod., Inc... 734
 Mogle, Bill 881
 Moore, Gary 58
 Morgan, Raymond R., Co. 174
 Morris, William, Agency. 134
 Morton Radio Productions,
 Inc. 722
 Murray, Lyn 842
 Musical Courier 252
 Music Corp. of America.. 138
 Mutual B'Cast. System,
 Inc. 106
 Muzak Trans. Div. 746

N

NBC 116, 117, 118, 119
 NBC Spot Sales 2
 National Radio Features. 730
 NCAC 142
 Neblett Radio Productions 722
 Nolan, Bob 829
 Novak, Frank 76

O

Oboler, Arch 878
 O'Connor, Rod 896E
 Olsen, Johnny 796

P

Pan American B'Cast. Co. 150
 Parker, Lew 794
 Paul, Charles 840
 Pearson, Fort 896
 Perrott, Ruth 797
 Perry, Bill 852
 Philco 990
 Piano Playhouse 734
 Pratt, Ben 176
 Press Wireless, Inc. 20
 Presto Recording Corp. 1076
 Price, Eugenia, Prod.. 733, 757
 Pringle, Nelson 864
 Prof. Quiz 803
 Progressive Radio Advt.
 Co. 170
 Putnam, George Carson.. 120

Q

Quiz Kids 74

R

RCA Back Cover
 Rackin & Pittinger. 814
 Radio Consultants, Inc., 1098
 Radio Craft 254
 Radio Productions, Inc... 739
 Radio Programas De
 Mexico 948
 Randolph, Amanda 812
 Ray, Garo W. 1088
 Reeves Sound Studios,
 Inc. 755
 Rhay, Kingston 843
 Richman Productions ... 710
 Rickey, Al 839
 Riggs, Glenn 893
 Ring and Clark. 1090



**FEATURED
RADIO
PROGRAMS**
INC.

WICKERSHAM 2-2700

247 PARK AVE.

NEW YORK 17, N. Y.

ADVERTISING INDEX

Ringling Bros. and B. & B. . . . 32
 RKO Television Corp. 984
 Robbins, Fred 895
 Rockhill Radio, Inc. 718
 Rogers, Jesse 831
 Rogers, Roy 818
 Ross, David 896A
 Ryan, Irene 796

— S —

6000 Sunset 756
 Santa Fe Rangers 830
 Saphier, James L. 130
 Scharf, Walter 844
 Schon, Kenneth 852
 SESAC 14
 Shaffer, Lloyd 842
 Shepard, Riley 822
 Sherman & Marquette 168
 Shore, Dinah 56
 Simms, Ginny 96
 Singleton, Penn 108
 Skelton, Red 790
 Smith, Kate 10
 Smith, Paul J. 843
 Sons of the Pioneers 829
 Souvaine, Henry, Inc. 725
 Spivak, Charlie 838
 Standard Rate & Data Service 242
 Stark, Charles, Inc. 730, 994
 Stark, Richard 892
 Steel, Johannes 864
 Steele, Ted 184
 Stein, Harold 798
 Sterling, Len 894
 Stewart, Jay 896A
 Stone, Clifford 828
 Stone, Ezra 782
 Styles, Hal 780
 Sylvern, Hank 839

— T —

Taylor, Glenhall 738
 Teleways Radio Productions, Inc. 180
 Tel-Pic Synd., Inc. 28
 Teley, Walter 812
 Texas State Network 616
 Thomas, Ann 794
 Thomas Family, The 830
 Tide 244
 Timely News Photos, Inc. 188
 Trans-Lux News-Sign Corp. Facing Pages 1120
 Trendle-Campbell B'Cast. Corp. 286, 728
 Tuttle, Lurene 801

— U —

United Press 166
 Universal Radio Sales 152
 U. S. Recording Company 752

— V —

Video Television 1040

Von Baumann Studios 732
 Von Zell, Harry 888
 Voorhees, Don 840
 Vox Pop 92

— W —

WADC 546
 WAGE 523
 WAKR 545
 WAPA 676
 WATL 372
 WAZL 581
 WBAL 436
 WBAP 626
 WBAX 596
 WBGE 371
 WBIG 534
 WBNX 504
 WBNY 500
 WBT 530
 WBYN 498
 WCAU 576
 WCOU 433
 WDEL 359
 WDSU 426
 WEBR 500
 WEST 578
 WEVD 507
 WFAS 528
 WFBL 522
 WFCI 600
 WFIL 586
 WFMJ 560
 WFMO 1042
 WGAL 583
 WGBR 533
 WGN 387
 WGST 375
 WGY 521
 WHAM 518
 WHAS 420
 WHB 8
 WHBF 398
 WHDH 445
 WHIO 553
 WHN 506
 WHOM 508
 WHWL 597
 WIAC 674
 WIBC 403
 WIBW 414
 WIBX 526
 WINS 12
 WIOD 366
 WIP 588
 WIRE 404
 WISN 664
 WITH 435
 WJAX 364
 WJKB 453
 WJEF 458
 WJJD 393
 WJW 550

WKBN 562
 WKBO 580
 WKZO 458
 WLAW 447
 WLIB 510
 WLS 388
 WLW 276
 WMCA 512
 WMFJ 362
 WMRN 554
 WMT 258
 WNEL 673
 WNEW 514
 WOR 496
 WORK 599
 WORL 440
 WOV 516
 WPAT 490
 WPEN 590
 WPRO 602
 WPTF 538
 WQXR 292
 WRAC 598
 WRAW 593
 WRBL 372
 WRNL 645
 WRNY 520
 WROK 399
 WRR 624
 WSB 374
 WSRS 551
 WSTC 357
 WSTV 556
 WTBO 438
 WTIC 354
 WTOL 558
 WTON 647
 WWDC 361
 WWJ 450
 WWRL 528
 Ward, Jack 842
 Waring, Fred 64
 Weldon & Carr 1096
 Western Electric 1074
 Williams, Alun 896C
 Wilson, Stu 896H
 Wilson, Ward 872
 W'smer, Harry 870
 Wolf, Assoc., Inc. 726
 Wonderful Smith 798

— Y —

Yankee Network, Inc. 422, 443
 Young, Adam, J., Jr. 144
 Young, Alan 68
 Young, Victor 841
 Youngman, Henry 66
 Yvette 851

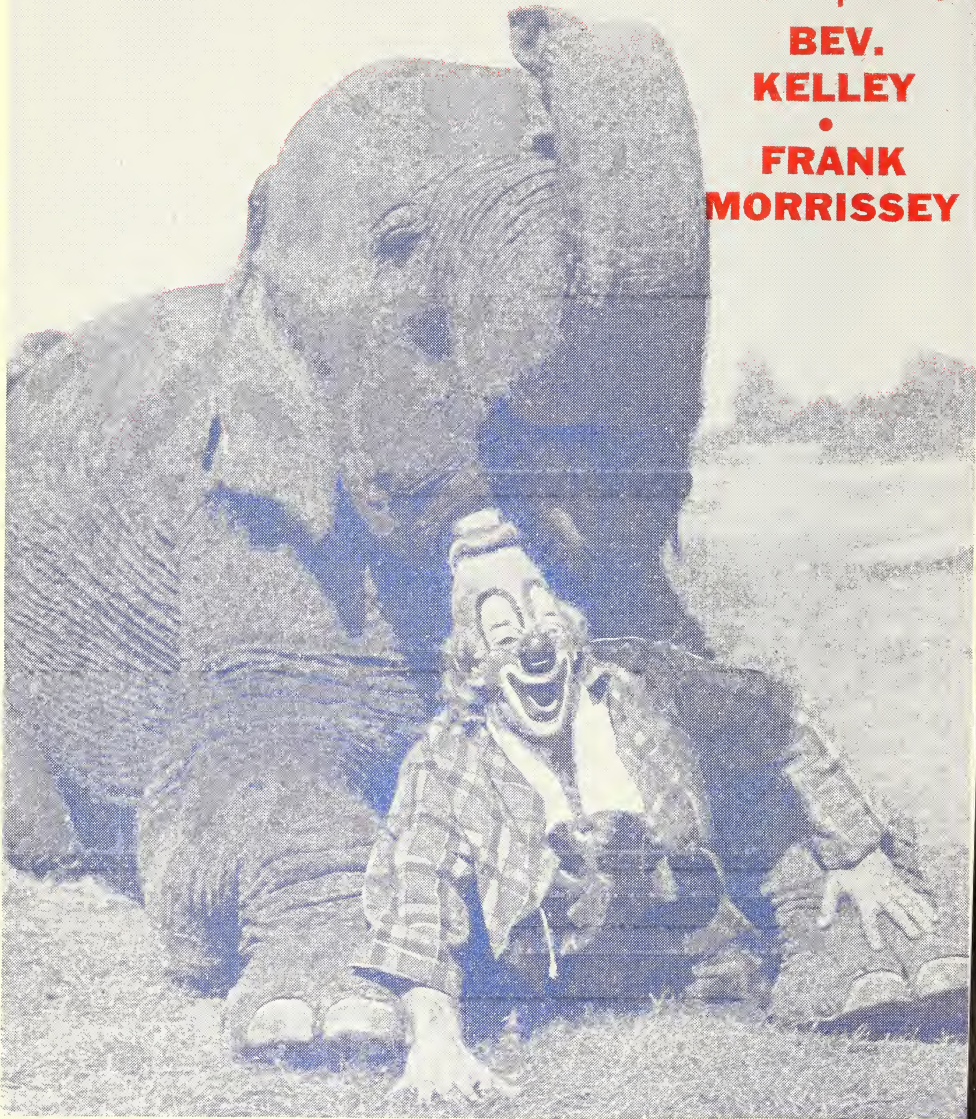
— Z —

Zerbe, Lawson 807
 Ziv, Frederic W., Co. 706, Inside Front Covers

Greetings from **RINGLING BROS.**
and BARNUM & BAILEY
CIRCUS . . .

Radio Department

**BEV.
KELLEY
•
FRANK
MORRISSEY**



THE GREATEST SHOW ON EARTH

RADIO'S YEAR OF EXPANSION

SETS THE 1947 PATTERN OF INCREASED MOMENTUM

By CHARLES R. DENNY

Chairman

Federal Communications Commission



WITH wartime fetters removed, radio in 1946 chalked up a year of unprecedented activity and expansion in its many phases, and 1947 gives every promise of appropriate follow-up acceleration.

The development in aural and visual broadcasting, as well as in other radio services, will provide the nation with the most extensive array of program and communications facilities in history. Established radio facilities, busy with the improvement and expansion of their outlets, were joined by hundreds of newcomers during the past twelve months.

Frequency modulation and television, newest members of the broadcast family, made significant strides as grants were issued and as station construction and set production were stepped up.

The Commission's report, "Public Service Responsibility of Broadcast Licensees," unanimously adopted last March, inaugurated a policy of a more detailed review of broadcast station performance in passing upon applications.

During 1946, the Commission began hearings incident to determining what changes, if any, should be made in the present method of allocating "clear channels" in the standard broadcast band.

The post-war impetus given to FM indicates that this new type of broadcasting will make great progress within the next few years.

Following public hearings, the Commission withheld, until June 30, 1947, the assignment of one out of every five Class B FM-channels tentatively allocated for various areas. The purpose of this reservation is to safeguard equitable distribution of FM frequencies, offer opportunities to newcomers and, at the same time, prevent monopolistic tendencies.

Television moved out of the blueprint stage and into the construction phase. A hearing was scheduled in December, 1946, to obtain information on the status and possibility of adding color to commercial television operation.

The Commission, fully conscious of its responsibility to encourage the orderly expansion of the complex radio art, looks forward to 1947 as a year in which more complete and adequate services will be available.

Broadcasting will continue to be unsurpassed in its ability to serve the American people through the dissemination of information, education, culture and entertainment. Broadcasters will continue to have a great responsibility to see that the technical resources at their disposal are matched by an awareness of the public interest, imagination and courage on the programming side.

For Complete FCC Personnel Please Turn To Page 229



GUY LOMBARDO

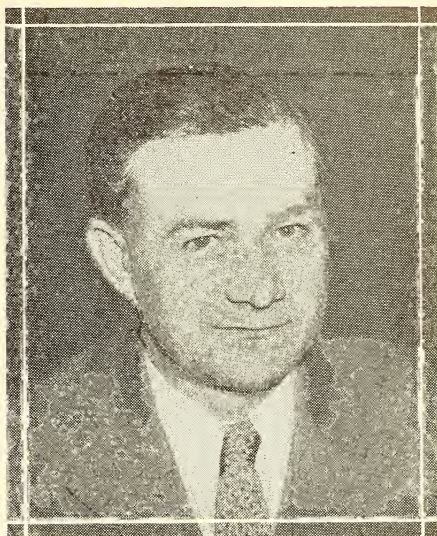
1947-THE YEAR OF DECISION

FOR THE INDUSTRY'S PRACTICES-PROBLEMS

By JUSTIN MILLER

President

National Association of Broadcasters



THE NAB looks forward to 1947 as the year of decision in many of the radio industry's practices and problems.

New legislation, a new NAB Standards of Practice and new standards of program performance, spear-headed by the establishment of the NAB's new Program Department, are the top items of a full agenda.

In the field of legislation, I have recommended (1) that renewals of licenses should be automatic except when the Commission protests that the licensee has not been performing in the public interest; (2) that revocation and renewal upon protest of the Commission should be triable in a Federal District Court with a fair hearing and the usual guarantees of a fair hearing in a Court instead of in an administrative hearing which proceeds without those guarantees and without an opportunity for appeal except on the grounds of law.

I would make the FCC a party complainant in such cases; (3) that to the extent the discretion of the licensee is withheld from him, as in political broadcasts, his liability for libel and other penalties should be removed; (4) that the scope of Judicial review of the Commission's decisions be enlarged, whether there is an aggrieved person or not, to cover the interpretations of its (the Commission's) power in cases in which decisions themselves are not adverse to anyone but in which opinions are written having the effect of regulations.

I would, also, enlarge the scope of Judicial review to permit an appeal by any citizen where freedom of speech is abridged; (5) that the scope of the free speech limitation be made explicit. If it isn't sufficiently plain in the Act as it stands, then Congress should write it in terms which no one can misunderstand. There should be an express repudiation of the "scarcity doctrine" as a limitation upon freedom of speech; and (6) that, in order to avoid any indirect attack upon freedom of speech, Congress provide expressly that the Federal Communications Commission shall have no supervision over program content or the business structure of radio stations.

With respect to the new Standards of Practice, the full membership of the NAB, at its last meeting in Chicago, cleared the way for quick and effective action by ratifying a by-law giving to the Board of Directors of NAB the power to formulate Standards of Practice and provide means for their observance. NAB's new Standards of Practice Committee has been appointed and will hold its first meeting in February or March and, working directly with the NAB Board and with headquarters staff, it will immediately begin to formulate policies which will guide the broadcaster and protect the listener. The new Program Department will seek, also, to establish even higher standards of program performance and program practices and to encourage experimentation in the limitless field of new program ideas and techniques.

For Complete NAB Section and Personnel Please Turn to Page 234

LUCKY STRIKE

Presents

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

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DENNIS DAY
DON WILSON

Written by

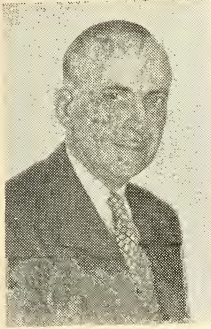
SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

1947 POTENTIALITIES GREAT

By **FRANK BURKE**, Editor, *RADIO DAILY*

RADIO can't miss in 1947 if the industry makes use of its great potentialities.

Station expansion in the AM, FM and television fields, an unprecedented market for receivers and the many new sponsors in prospect for commercial radio are just a few of the signs that forecast prosperity during the new year.



Frank Burke

In the AM—standard station field—there are 1,064 stations of record today with the Federal Communications Commission

and a total of 890 applications for new and changed stations awaiting processing. In addition, the Commission reveals, that there were 532 AM grants during the calendar year and that most of these stations are still in the process of construction. Last year at this time there were 1,027 AM stations on the air.

The FM station prospects for 1947 are bright. FCC Chairman Charles Denny predicted recently that more than 700 FM stations will be on the air before the end of the year. On Jan. 1, 136 FM stations were of record at the Commission and 500 applications were awaiting processing.

Television stations are expected to increase in number during this year. On January 1 there were nine video stations operating, 46 grants and 19 applications pending. A spokesman for the FCC predicted that construction would get under way on 100 tele stations during the new year. Among those in prospect are stations in Buffalo, Detroit, Chicago, St. Louis, St. Paul, Los Angeles, Baltimore, Boston and Philadelphia.

Other trends in the expanding electronic industry has been stepped up, production schedules in the radio, television and facsimile receiver fields. While production in radio and television receivers during 1946 were limited largely to table models the year coming will see expanding stocks of all-purpose console receivers and combinations of radio-phonographs.

Organizational Expansion

Industry organizations took on added importance as the year 1947 got under way. The National Association of Broadcasters, which in 1940 had a membership of 536 at the San Francisco convention, announced during their January board meeting on the coast that membership now totals 1,169. Another important organizational trend was the formation of the Frequency Modulation Association in Washington with a charter membership of 250 FM broadcasters interested in the development and exploitation of the FM field. The Radio Manufacturers Association is also playing a vital role in the industry expansion with stepped-up plans for manufacturing, merchandising and promotion. In New York, the Institute of Radio Engineers announced approximately 7,000 in attendance, and unprecedented buying of new equipment at their March meeting and exposition.

Webs and Stations Active

Networks and stations throughout the country have buckled down to creative selling in a market which bids fair to become highly competitive as the year progresses. One trend noted in commercial programming with the advent of the new year is the growing emphasis put on co-operative programming with the major networks as well as independents going after the business. Notable among the new co-op shows is "America's Town Meeting of the Air," on ABC; Fulton Lewis on Mutual; Red Barber's sports show on CBS and NBC's "World News Roundup." Platter spinners continued to garner local business on stations throughout the nation and the husband-and-wife gossip shows were thriving in cities such as New York, Chicago and Los Angeles.

On the labor-management front the most important developments was the AFRA-Webs negotiations for new artists' contracts, the Government's appeal of the Federal court decision favoring James C. Petrillo and AFM who were prosecuted under the Lea Act, and the settlement of strikes which involved IBEW groups in several cities.

Growing emphasis on the importance of public relations was also a development as 1947 got under way. The NAB board meeting in San Francisco, gave President Justin Miller broad powers.

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



EDDIE CANTOR

"I LOVE TO SPEND EACH THURSDAY WITH YOU"

10:30 P.M., E.S.T. — N B C

FOR PABST BLUE RIBBON BEER

TEN OUTSTANDING RADIO NEWS EVENTS OF 1946

1. Operations Crossroads—Bikini atom bomb test by the Navy.
2. Paris Peace Conference—Secretary Byrnes-Molotov tiff.
3. UN General Assembly and Council Meetings, New York and London.
4. Wallace resigns from Cabinet—GOP victory at the polls.
5. Food, and the fight on inflation, ups and downs of the finally-defeated OPA.
6. Strikes, railroad and coal, automobile and maritime, with Government defied by John L. Lewis.
7. New war threat as Yugoslavia shoots down American planes.
8. Nuremberg war crime trials and subsequent executions.
9. Transatlantic and domestic air disasters, notably Empire State and Wall Street building crashes—Army-Navy long distance air flights.
10. Country's worst hotel fire which gutted the Winecoff Hotel, Atlanta.

Outstanding Broadcasts

Executions of Nazi war criminals—Suicide of Goering, pooled broadcast by Arthur Gaeth.

ABC's four-part broadcast of John Hersey's "Hiroshima."

Network pickups of Bikini atomic bomb explosions.

MBS' broadcast of Ickes' final press conference as Secretary of the Interior.

National Air Races from Cleveland (CBS).

Radar to the moon experiment from Belmar, N. J. (WOR).

Special Xmas Programs on 700 Stations for hospitalized veterans, sponsored by RADIO DAILY in collaboration with the Veterans Bureau.



MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY

FREE RADIO AND FREE SPEECH

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

TAKING into consideration some specific programs one heard during the past year, it begins to seem as though the

broadcasting industry is developing an Achilles heel, self-made, purely through a desire to lean backward in seeing to it that free speech remains unimpaired. Particularly pampered in this respect were those who attacked radio, its programs, and style of living, as it were.

Chronologically speaking, three books apparently



M. H. Shapiro

started something. There emerged the FCC's "Blue Book"; Siepmann's "Radio's Second Chance," and Wakeman's "The Hucksters." Concurrently the press agents got busy, even organizations like the American Civil Liberties Union (and their press agent). Radio was suddenly flooded with discussions, and the regular commercial and sustaining forums brought forth authors (or vice versa), pro and con sitters-in, and the industry mostly began to take it on the chin. To the average listener, it appeared that radio from then on accepted the negative while the attackers placed themselves in the light of being on the affirmative side.

Radio's only recompense appeared to be the faint cry in the midst of these programs in question: "See, if this weren't a free country and radio wasn't free, you couldn't be on here razzing the dickens out of us. Isn't it better this way?" Which is the obvious and must be known to a great many American people by now.

What radio did during the war, and even before that, in preparing the nation for it; what it is doing now in the way of contributing millions of dollars worth of free time and energy on the part of its executives and staff; its help to the government in the reconversion task and various other contributions to governmental needs apparently is taken for

granted. There are numerous other laudable phases of radio as millions of listeners will attest.

Yet, during course of the forums et al. none of the good radio programs came up for discussion.

Next phase was the disposition of network heads to issue words of warning regarding too highly commercialized radio. At least one network series sought to analyze the situation with a view toward learned people having their say and presenting the picture from an impartial standpoint. And one might ask, who listened? Not so many of the people who squawked about radio's shortcomings. It is indicated that the so-called squawkers were listening to the commercial program on another network—at least the vast majority of the listeners preferred the commercial show to one intended to be constructive for their benefit.

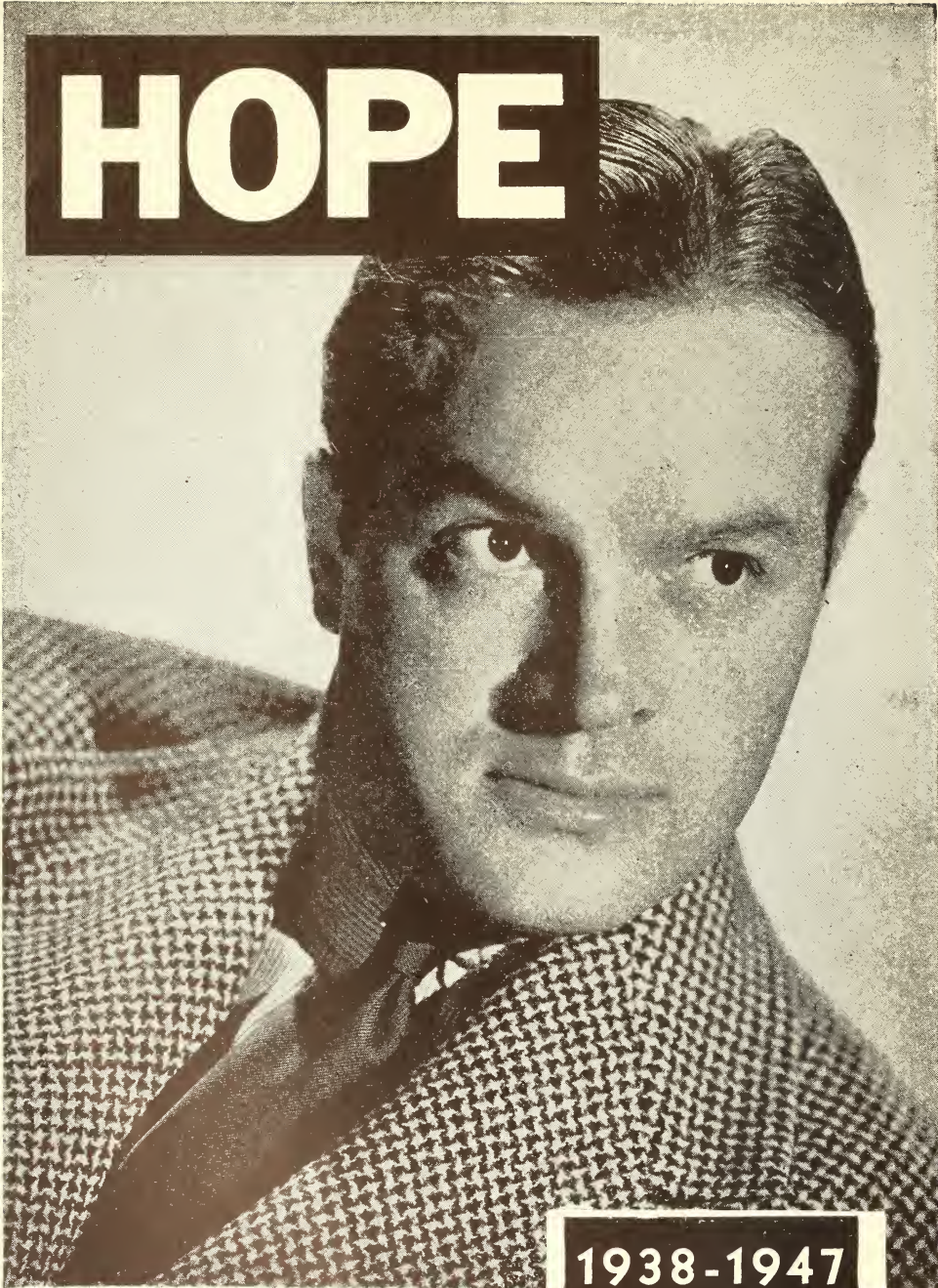
So much for the good intentions of the broadcaster. He did what he thought was the right thing; John Q. Public did what he thought right—he preferred the commercial show, or which he at least considered the more entertaining. Thus John Q. contradicts himself and repudiates his champions for better and less commercial radio.

Could it be that radio suffers on many an occasion from an inferiority complex? One that stems from the fact that there is an FCC—a Government agency which licenses it. John Q. is sure he has a stake in the industry, overlooking private investment at the same time. His stake, in so far as governmental expenditure is concerned, is no greater than that invested by way of second-class post office privileges accorded newspapers and periodicals. No one would want to revoke this subsidy because fewer people could then afford newspapers and periodicals received by mail. Illiteracy would mount, something not desirable in a democracy.

Radio must and can free itself from such a complex, if that is the term. It can educate listeners to the fact that selectivity is up to themselves. Eventually his choosing will determine the future course of radio, commercial or otherwise.

For Complete Listing Of Commercial Programs On Major Networks See Page 897

HOPE



1938-1947

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

THE OUTSTANDING TELEVISION EVENTS OF 1946

Television broadcast of Louis-Conn heavyweight championship bout at Yankee Stadium. Event was aired via coaxial cable in five major Eastern cities.



Opening of the first television network on Feb. 12 and telecast of Lincoln's Birthday ceremonies from Washington to New York.



Du Mont-Wanamaker studios,—world's largest—opened on April 15 with a web broadcast between New York and Washington.



Television plays a vital role in the atom bomb tests at Bikini.



CBS demonstrates its mechanical system of color television.



Television Broadcasters Association Convention in New York points to official beginning of the industrial on a major scale.



Charles R. Denny, FCC chairman, predicts 100 video stations will be on the air by the end of 1947.



First telecast from the halls of Congress; first telecast of a Presidential address to opening joint-session of Congress.



BBC resumes television service for the first time since 1939.



Demonstration of air-borne television by RCA-U. S. Navy in Washington.



RCA demonstrates its system of all-electronic color.



Television covers first major world peace-parley—UN Security Council at Hunter College, New York City.

For Year Book of Television—100 pages—Please Turn To Page 985

EDGAR BERGEN
"CHARLIE McCARTHY"
"MORTIMER SNERD"

Beginning Their Tenth Season. . . .

THE CHASE AND SANBORN HOUR

Sundays . . . over NBC

Soon . . .

in

Walt Disney's

"FUN AND FANCY FREE"

THE KEYS TO PROGRESS IN '47

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

THE uncertainties, largely related to shortages of raw materials and other industrial deterrents, which cloud the horizon of the New Year, must be cleared without delay to avoid economic paralysis. If industrial unrest is ended and the flow of basic components is increased, 1947 holds promise of being America's first major television year, for science has equipped that great new industry to move forward as a service to the public. Furthermore, trade estimates indicate a large replacement market for radio sets and radio tubes which were in service throughout the war. In addition, a potential market for radio-phonographs and television receivers exists in the 7 to 10 million homes which may be built during the next ten years.



David Sarnoff

Television in 1947 can make big strides in taking its place alongside the older arts, and in many instances visual communication can give them new and modern import. Although the television camera already has scanned national political conventions and presidential candidates, it will be ready to play its first big role in the 1948 campaign. That year will be to television what 1924 was to broadcasting, when Coolidge, Davis, Dawes, Cox, Bryan and other orators picked up the microphone for the first time in a national campaign and marveled at its ability to reach the people. Political techniques were vastly changed in that era of the headphones and gooseneck loud-speaker horns. Similarly, in 1947, television will be studied as a new factor in politics as plans are laid for the '48 campaign of radio sound and sight. In 1948, it may be expected that in the United States there will be several hundred thousand television equipped homes.

Increased activity among the broadcasters in television programming during 1946 revealed that the showmen are prepared to present an interesting variety of

entertainment, newsreels and sports events. Their technique in the operation of new cameras has attested that they are on the mark and ready to go! They now have mobile camera-equipped television trucks to relay on-the-scene programs by short-waves to the main transmitters. New York is the television capital of the world—the center of this great new medium of entertainment, which will expand through networking across the country from city to city and from state to state—and finally nation-wide.

On October 30, RCA Laboratories demonstrated for the first time in history, clear, flickerless, all-electronic color television. And it was accomplished without moving parts. It was done all-electronically by means of electron tubes and electron beams "painting" pictures in colors. The pictures were viewed on a 15 x 20 inch screen.

The realization of this universal system of television, which transmits and receives both color and black-and-white pictures with equal quality, is as far-reaching as was the creation of an all-electronic television system which supplanted the mechanical discs used in black-and-white television when it first began.

The new RCA electronic color television system, which contributes to the television leadership of our country, will be available to the entire radio industry. The initial demonstration firmly established the basic principle; it will be followed in 1947 by the transmission and reception of color pictures in motion, then outdoor scenes and finally, in 1948, electronic color television on large-size theatre screens.

Sensitized by wartime research and development, television's electronic eye now rivals the human eye in what it is able to see. Performance of the RCA Image Orthicon television camera during 1946 greatly advanced the art and proved that television no longer needs brilliant lighting; it can see whatever the eye can see in twilight, moonlight, candlelight, and even go a step further and see in "black light," or infra-red, to which the human eye does not respond.

(Please See Page 59)



JOAN DAVIS

Starring On The
"JOAN DAVIS SHOW"

For

"SWAN SOAP"
CBS—8:30 P.M. (E.S.T.), Every Monday Night

A. W. B. EXTENDS ITS INFLUENCE

By ALMA KITCHELL, President, Assn. of Women Broadcasters of NAB



Alma Kittchell

THE year 1947 finds the Association of Women Broadcasters of NAB ready and eager to meet the challenge of a new year, while reviewing a record of marked progress during the previous twelve months.

With the conclusion of the war and resumption of normal traveling facilities

which made possible district and national meetings, the women broadcasters became increasingly aware of the benefits to be derived from membership in our Association. The roll, as of January 1st, includes the names of 1026 active and associate members on approximately 500 NAB stations in 350 cities and in allied fields. With the further cooperation of station managers, that number will grow.

While the Association was originally conceived and organized by a group of women on the air, and has thus far found its greatest strength within the ranks of program directors and commentators, there is a definite indication that its scope and influence is constantly broadening. For that reason, a change of name was voted upon and passed during 1946. The present year will bring an improvement and an expansion in the benefits which will accrue to all members, both active and associate.

Patterned after the parent Association's division into seventeen districts, A.W.B. has profited by a number of regional meetings arranged by district chairmen and national officers. The practical help which such program clinics have proved to be and the recognition which several State Governors have given by their attendance insures an extension of them. It is expected that during 1947, each district will hold at least one such meeting.

Plans are well under way for the Annual Convention to be held in New York City, March 7, 8, 9, when new horizons for women in the broadcasting industry will be explored.

There are many concrete evidences of the value of the Association to its members. It has brought inspiration and help through united effort toward common objectives; through the exchange of ideas for the improvement of program service; through a broader knowledge of radio's over-all purposes and problems; through the interpretation of the changing function of the woman broadcaster; and through the recognition accorded our group by national, state, civic, and private agencies for important help rendered during the war and since.

There are also many signs of its value to the Industry. Through Dorothy Lewis, N.A.B.'s Co-ordinator of Listener Activity and Vice-President of A.W.B., important information has been channelled from N.A.B., also from Government agencies, and national women's organizations and others. It has developed patterns for the celebration of National Radio Week, and played no small part in that event by conducting a national contest via women's programs on the topic—"What I Think About Radio." It has been cited in a public ceremony at the White House by Herbert Hoover for its significant role in the success of the food emergency campaign. It has advanced in three rapidly developing areas of influence other than through the established channel of the microphone.

A.W.B., collaborating with some 125 major national organizations which total 40,000,000 members; participating in college and university conferences; and cooperating with Radio Councils wherever established, is becoming the feminine voice which serves the larger purpose.

A.W.B. is the means by which its members in the majority of radio stations in the United States may benefit from the studies, surveys and technics being developed by N.A.B. for the improvement of radio in this country. It is also the channel through which they can implement their interest, their talents, and their experience; thereby giving greater significance to their contribution to the American system of broadcasting.

Bud Lou
ABBOTT and COSTELLO



On The Air
Thursdays—NBC
For CAMEL CIGARETTES



On The Screen in
UNIVERSAL-INTERNATIONAL PICTURES



Exclusive Management
EDWARD SHERMAN

New York

Philadelphia

Hollywood

BMB COMPLETES FIRST STUDY

By JOHN K. CHURCHILL, *Director of Research, BMB.*



John K. Churchill

THE number of families that listen to a radio station—its total audience—is basic information. Yet until the formation of BMB no definition of a station's audience was universally agreed upon by the Radio Industry and naturally no measurement of that audience had ever been made on a uniform basis for all stations. BMB's first contribution to this radio research problem was a definition of a station's total audience acceptable to broadcasters, advertisers and agencies alike. Simplified and stated briefly the BMB definition is: The total number of radio families that, without undue aids to recall, report that some member of the family listens to the station at least once a week—separately for daytime (before dark) and for nighttime (after dark).

Why does BMB use "once a week" as a criterion for determining whether a family is a member of a station's total audience? Because radio uses the weekly programming cycle. True, some programs recur more frequently, but the station's complete program cycle covers an entire week.

And since a station's listeners are those who tune to specific programs, those who listen to any of the week's programs must be included in the total audience.

BMB does not imply that the average listener to one station hears as many programs on that station as the average listener to another. One station may enjoy more days per week or hours per day of listening by the average member of its audience than another station. Any definition finer than the complete cycle would require evaluation of the significance to any particular advertiser of the amount of listening. Such an evaluation enters a different field of measurement.

Having defined Station Audience BMB next determined the time of measurement. March (1946) was selected as the better of the two months in the year when the change in signal characteristics from day

to night coincided most closely with the change from daytime to nighttime programming. Daytime and nighttime audiences were to be measured separately because station reception varies day and night and because audiences reflect differences between daytime and nighttime programming.

The method by which station audience is measured is dictated largely by the size and complexity of the required reports. The location of each station's audience is as important as the number of its listeners. In order to measure simultaneously 3,000 counties and approximately 1,000 cities, BMB used controlled mail balloting. Over a half-million radio ballots were mailed to representative families in every urban, village and farm population group in every county in the U. S. By a system of intensive follow-up and premiums, answers were received from two-thirds of the U. S. sample—nationwide—with at least 50 per cent replying in any reported group.

Because station audiences are reported for each of some 4,000 places, it is necessary to place certain statistical safeguards in the published findings. Station audiences are therefore limited to counties and measured cities in which 10 per cent or more of the radio families report listening to the nation. Fortunately this 10 per cent lower limit eliminates all "fringe" listening, yet includes all concentrations of listening of significant commercial value based on the experience to date of broadcaster, advertiser and advertiser representatives on the BMB committees. BMB has reported station audience in two forms:

For the benefit of those seeking complete audience information on particular stations, the Station Audience Reports and Reprints list the counties and cities served by the individual station alphabetically by city and county, together with the number of day and night listening families and the per cent of total radio families in each place comprising those audiences.

For the benefit of report users seeking similar information for any and all stations by market, this same information is published in the BMB Audience Area Report for over 700 subscribing stations as of publication date.



On the air Wednesday nights this year, so am available for weekend parties. Have nice social manner, dance divinely, do card tricks, carry liquor well, have my own tennis racket with accompanying blue and white striped blazer, and can double on the ukelele.

E. ARCHIBALD GARDNER

TELE'S FIRST MAJOR YEAR—1947

By J. R. POPPELE, Pres. Television Broadcasters Assn., Inc.



J. R. Poppele

IT is much easier—and certainly much less hazardous—to review a year's activity than to attempt to portend the future. This is particularly true in television where so many factors have to be considered.

Be that as it may, there is every indication currently prevailing that the television industry is about to experience its first major year of activity. The foundation for such an

assumption was laid in 1946, and unless unforeseen situations arise which might upset the appercart, television will be well on the way toward its ultimate and inevitable goal of national service in 1947.

STATIONS: During 1946, the Federal Communications Commission granted 47 construction permits for new commercial television stations in 22 of the nation's most populous states. Add to this figure the six commercial television stations now operating, as well as additional permits issued since January 1, and one realizes that potentially, at least, the television industry should be going great guns within the next 12 or 18 months.

TRANSMITTING EQUIPMENT: Bottleneck of television station expansion in 1946 was the paucity of television transmitting equipment deliveries. It has taken the television industry more time to tool up for production than other industries. The reason is simple: television manufacture is starting from scratch; there are no moulds or dies or previous know-how to make a resumption of manufacture a relatively simple procedure.

RECEIVERS: Production of television receivers during 1946 lagged for the same reason that new transmitters failed to leave production lines in appreciable quantity. During the latter quarter of 1946, three companies were beginning to step up television set production. On the basis of present information, it is safe to say that by the end of the second quarter of 1947, television receivers in large num-

bers should be moving out of at least six manufacturing plants in to the hands of the consumer. The potential market for receivers is immense. Granting normal manufacturing conditions, 250,000 to 400,000 television sets should be available before the end of this year.

PROGRAMMING: Television programming, which in the past has failed to keep pace with technical excellence of equipment, should begin to come into its own during 1947. Marked improvements in techniques were evident during the past year and the know-how of production, which comes only with experience, is definitely manifesting itself. Thanks to the wonderful image orthicon; the scope of television programming has been vastly expanded. Remote pick-ups at various scenes of activity—indoor and outdoor—were increasing during the past year and will become even more elaborate this year.

COMMERCIALS: The national advertiser's interest in television "perked up" perceptibly during the past year, this despite the fact that the number of receivers remained relatively few. The reason, of course, is obvious. Television offers the advertiser a potential service unequalled in any other media, and he wants to know more about it; be ready for the day when his television audience will equal, if not exceed, that of radio or newspaper circulation.

NETWORKS: Television's commercial success depends largely upon the ability of the industry to network programs. The Washington-to-New York coaxial cable link was set into operation by the American Telephone & Telegraph Company last year and announcement was made that the nation-wide coaxial cable program, which was expected to take five to seven years to complete, will, in fact, be compressed into a three-year period. Commercial programming between stations in New York and Philadelphia was inaugurated on a network basis last year. Surely before the end of 1947, the Boston-to-New York radio relay of A. T. & T. will be operating, providing programs between Boston and Washington, via cable and relay.

For Television Complete—Please Turn To Page 985

KAY KYSER

and His

COLLEGE of MUSICAL KNOWLEDGE

NBC WEDNESDAY EVENING

7:30 to 8 P.M. PST

FOR

COLGATE-PALMOLIVE-PEET

FACSIMILE BROADCASTING TODAY

By JOHN V. L. HOGAN, Pres. WQXR and Radio Inventions, Inc.



John V. L. Hogan

THE recent demonstrations of practical system of facsimile broadcasting to newspaper publishers, broadcasters and members of the press have resulted in so much publicity that the questions "What is facsimile?" and "What can facsimile do?" are being heard

from all directions.

Facsimile is the science of printing words and pictures by wire or radio. In its developed state facsimile can today print in your home, through your radio set, anything that appears in your daily newspaper. This includes type, photographs, cartoons and other drawings, and advertisements.

While a practical method of doing this has been successfully demonstrated to the persons who are most interested in its future, the public must understand that months of preparation face manufacturers before recording sets will be available to the home owner.

The next question that most people will ask is, "What can facsimile do that my present newspaper and my present radio set cannot do?" The prime advantage offered by fax is immediacy. Fax offers the speed of radio, and it delivers intelligence in permanently recorded form as does a newspaper.

Radio broadcasts aural speech or music; fax delivers printed words and pictures into the home with the same speed. The record left by a facsimile broadcast is permanent; it can be filed away, mailed to a friend, pasted in an album, carried to school.

The newspaper delivers words, pictures, cartoons, and advertisements in permanent form; but fax cuts the time between the newspaper plant and the reader by eliminating most of the mechanical work necessary to print a day's edition and all but a few seconds of the time consumed in distributing the printed paper from a central office to far-flung readers.

Immediacy is thus an exclusive and unique attribute of facsimile broadcasting, in the wide field of recorded communications.

How can this new medium best serve the public? Newspaper publishers see the opportunity to augment the service rendered by their standard-sized editions by printing bulletins and "flashes" in the homes of their readers as important news develops during the twenty-four hours of the day. Results of baseball games, races and other sports events will emerge from the facsimile printer as soon as the winner has been declared. Stock market reports, produce prices, and other such information when time may mean money will be instantly delivered. And equally as important, pictures will be flashed across the world and into the homes of set owners in a matter of minutes.

Broadcasters can deliver printed news and pictures while a commentator is discussing latest developments, and can augment sound programs with visual material in many ways.

To enjoy the advantages of facsimile broadcasting a person need only buy a recorder as a part of, or to be attached to, an FM radio receiver. A year or more from now, when manufacturers will place mass-produced recorders on the market, the buyer should be able to secure a fax attachment for approximately what he will have to pay for a phonograph record player.

This recorder will occupy about the same space as a record player or a portable typewriter, and will be offered as a unit to be attached to an existing FM set as well as included in larger consoles in combination with AM and FM receivers, record players and television.

Comparatively simple in operation, the recorder requires very little attention from the set owner. He will load his set with a roll of paper that will print up to 500 pages, he will replace a simple printer-bar at infrequent intervals, and he will turn the set on when he wants his facsimile program and turn it off when he doesn't.

Faxprints will emerge from the machine at the rate of four 9 by 12 inch pages per standard fifteen minute broadcast period.



REXALL PROGRAM

Sponsored by United Drugs

Friday

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

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

CBS

Mgt. LOU CLAYTON

RADIO IN CANADA 1946-1947

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



Harry Sedgwick

PREPARATION for the peace was the 1946 keynote in Canadian radio. During the year, the independently owned stations worked vigorously to build a solid foundation for the years ahead. In 1946, private stations struck back for the first time at their most vocal critics. The opportunity was presented by meetings of the Special House of Commons Committee on Radio Broadcasting. Through its Canadian Association of Broadcasters, the independent industry prepared a record of its public service activities, its development of personnel, of talent, and of information activities. The record proved a surprise even to veteran radio executives, long well aware of the shaky ground on which many of radio's critics stand. A story of proud achievement brought forth from outside sources the editorial comment: "It has never been so clearly evident that radio's chief sin is that of omission."

Also for the first time, the Committee itself included in its final report to Parliament a clear and unequivocal word of praise for activities of the independent broadcasting stations.

The Canadian Association of Broadcasters complained bitterly of the injustice in the Canadian Broadcasting Corporation having supervisory and regulatory power over all broadcasting, including its own activities and those of the independents, and it was therefore strongly recommended to the Parliamentary Committee that an independent tribunal be set up to which appeal could be made. The Committee did not take action on this point, but deferred it until the 1947 sittings. From the tone of the report, it seems apparent that the Committee was impressed with supporting arguments advanced for the Court of Appeal.

Near the year's close, a complete reorganization of the Canadian Association of Broadcasters was made, on the basis of

direct and specific service to the industry. The changes followed the pattern suggested by members at the Association's annual convention in May, 1946. The appointment was announced of Colonel K. S. Rogers, Managing Director of CFCY, Charlottetown, P.E.I., and veteran radio operator, as Honorary President of CAB. T. Arthur Evans continues as Secretary-Treasurer. Harry S. Dawson is manager and technical advisor. Mr. Douglas Scott of Toronto was appointed as Director of Broadcast Advertising, and Mr. T. Jim Allard of Ottawa as Director of Public Service.

The two latter appointments mark a new departure in policy. Mr. Scott is charged with the duties of "radio ambassador"; will keep the advantages of broadcast advertising consistently before the attention of advertisers. Mr. Allard will direct public services and public relations activities for the industry organization.

The Canadian independent radio stations must proclaim with an ever-increasing voice that successful radio commercial and industrial promotion and advertising is a proper and important part of developing and maintaining the greatest possible industrial and commercial potential in our country, that the standard of living of our public, the maintenance of the national income, the capacity of the people to pay taxes and to provide social services is directly dependent upon the greatest possible development of successful commerce and business, and that it should not only be permissible but highly desirable that there should be in Canada the most effective independently owned commercial radio service as an integral part of our business and industrial community and its activities.

The Canadian Association of Broadcasters, representing the independent radio stations of the country, must create a vigorous association between their organization and all in the business community. We must persuade the hundreds of important industrial enterprises who have a common interest with us in making use of commercialized radio, in having available to them the greatest possible opportunities for independent radio to serve their industrial needs.



DINAH SHORE



Recording Exclusively for
COLUMBIA RECORDS

On the Air
THE FORD SHOW
CBS—Wednesdays, 9:30 p.m., E.S.T.

FROM THE AGENCY VIEWPOINT

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



FREDERIC R. GAMBLE

EARLY this year when our Association held its Annual Meeting in New York, we had as our convention theme "Distribution—or bust!"

Some thought this slightly undignified, others that it expressed perfectly the great effort we must make toward successful distribution in America, or die in the attempt.

Many of our California-bound progenitors did die en route, but some fought through and reached their goal.

The thought behind this theme has been pretty widely adopted among advertising people—the realization that if our factories are to produce as much as they are capable of producing, then our distribution activities must function better and still better to keep the goods flowing. Advertising, one of the most important of the few dynamic activities there are in distribution, must do more than ever before in helping sellers to sell and buyers to buy.

To help advertising agencies do their part in achieving this goal of more productive advertising, we have been working on four major aims: (1) to recruit and train better personnel, (2) to enlarge the scope and accuracy of our fact-finding, (3) to improve advertising content and (4) to gain wider and more complete understanding of the services that advertising performs.

It is gratifying to see how broadcasters have been working together with agencies in a number of these key areas.

For instance, in the area of Fact Finding, 1946 saw the first release of Station Audience Reports and Area Reports by Broadcast Measurement Bureau. This joint enterprise—whose findings are validated by representatives of broadcasters, advertisers and agencies and which is financed on such a broad and enthusiastic basis by the broadcasting industry—is a

remarkable achievement. As in most new projects, there are some things about BMB that need further exploring, but this need not detract from the substantial progress already made or the sound things that BMB is doing for the first time in broadcasting. With proper understanding and continued good judgment, BMB can move even further ahead in 1947.

In the area of Improvement, 1946 saw headway made jointly by broadcasters, advertisers and agencies toward the betterment of taste in radio advertising copy. This experimental work has yet been given no publicity. 1947, we hope, may unfold details and results.

In the area of Understanding, a significant feat is the way that broadcasters, advertisers and agencies continue to work together through the Advertising Council to spread information on projects in the public service.

As recently summarized by the Office of War Mobilization and Reconversion, radio gives to public service campaigns "344,195,000 listener impressions a week or time on 300 commercial radio shows with well established audiences. In addition to these 300 commercial programs, the Advertising Council schedules public interest subjects regularly on approximately 150 sustaining programs weekly."

We agree with Niles Trammell, President of NBC, in his statement that this is utilizing "the established structure of advertising on a scale nobody would have dreamed possible before the war." It is vastly to the credit of radio advertising and a healthy thing for our future.

These 1946 accomplishments indicate fuller realization by radio stations, advertisers and agencies of their mutual responsibilities.

In addition, 1946 saw healthy progress made toward sounder business relations between stations and agencies.

Both NAB and the AAAA approved a new Standard Order Blank for Spot Broadcasting, replacing the form in use since 1933 and revised in 1942.

Also sent out to radio stations were the new NAB Standard Rate Card recommendations, which incorporated largely the

For List Of Advertising Agencies And Radio Accounts See Editorial Index



GARRY MOORE

on the air for the 4th Year
With JIMMY DURANTE for

REXALL DRUG STORES

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

CBS

suggestions made by the AAAA Radio Timebuyers Committee. Two years ago, AAAA asked whether something might be done to improve the radio rate card situation by adopting a standard format, more complete information, uniform definitions as to services and copy limitations, and simplification of discounts. The NAB recommendations are a gratifying answer, and we hope they may be widely adopted.

Especially encouraging is the beginning of a trend on the part of radio stations to adopt the customary 2 per cent cash discount on national advertising, already allowed by all national radio networks and by more than 95 per cent of all magazines and 94 per cent of all daily newspapers.

There is need for much more progress in this direction.

Radio still seems to lag behind other media in realizing that the cash discount is indispensable in our present advertising structure—as necessary as the agency commission, but performing an altogether different service.

The cash discount is, of course, passed along by agencies to their clients to stimulate prompt payment, so that advertisers will consider agency bills separately from all other bills and pay them far ahead of

the ordinary commercial time of 30 to 60 days. It is this cash discount which enables agencies to collect promptly and pay media by their due dates, usually in fifteen days or less.

Hence, 1946 has provided its full share of significant developments.

What will 1947 bring?

It should bring, for one thing, progress in each of the activities already mentioned.

During 1947, also, agencies will continue to watch with interest the development of FM broadcasting and television. A number of agencies are already working in an experimental way, to be prepared for the time when enough programs are being transmitted and enough receivers have been distributed to enable FM and television to take their place among the established media.

During 1947, agencies and the AAAA will continue ready and willing to cooperate with the broadcasting industry in every way possible, in the public interest, to advance the welfare of advertising and radio as a whole.

Commercial radio should face its 27th year with boldness and imagination. They are the birthrights of broadcasting.

(Continued from page 45)

PROGRESS—By Brigadier General David Sarnoff

Radio, which gave a world-wide voice to Peace and Freedom, now gives to them the added advantages of vision through space. With the scientific revelations of 1946 as the foundation, more and more people, more and more nations will extend their radio sight in 1947 and in the years to come. Those who witnessed the dawn of all-electronic color television beheld triumphant colors of progress—a rainbow of promise that eventually will arch over a world-wide horizon.

There are countless and unbounded frontiers of radio research extending into the upper atmosphere and far beyond the orbit of the moon. As radio penetrates the secrets of outer space, it will bring back new knowledge that will open many undiscovered frontiers for other branches of science. The scientists of this planet, who are only beginning to reach upward in their conquest of Nature, continually will be challenged anew.

Those who have been working scientifically with atomic energy have been looking underneath the ground for metals such as uranium and other materials which are employed to release the power

contained within the atom. Yet, who among the scientists would be willing to say that there may not be more nuclear energy between the heavens and the earth than is within the earth? Will a way be found to release the nuclear energy of hydrogen, nitrogen, helium or other gasses that may be in space? When we seek atomic energy that may be released from cosmic rays, we may find that there are greater treasures in the emptiness of space than in the solid earth.

Broadcasting and television now are supplemented by the service of FM, or frequency modulation. RCA approached the end of the year with facilities in readiness to produce tens of thousands of FM receivers and combinations.

Broadcasting, which won the rapt attention of anxious listeners throughout the world in wartime, finds people no less anxious for news, forums and entertainment in peacetime. Ears, which for six years were tuned to theaters of war now are turned to the microphones that put UN on the air, listening in hope that the voice of Peace will grow ever stronger in every language.

"Aren't we devils!"



Happy Consequences

RALPH EDWARDS

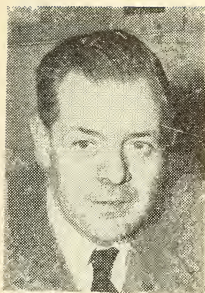
TRUTH OR CONSEQUENCES

NBC — SATURDAYS, 8:30 P.M. (E.S.T.); 8:00 P.M. (P.S.T.)

FOR DUZ

GOLDEN ERA OF SPORTSCASTING

By STAN LOMAX, *President, Sports Broadcasters' Association*



Stan Lomax

DURING the year of 1946 — sports launched its second Golden Era.

The Jack Dempseys, the Bobby Jones, Babe Ruths, Earl Sandes and the other immortals whose deeds in the arena turned sports into a Midas touch—have not arrived as yet in this current day of S.R.O. Perhaps they will come—and perhaps they

will not. But the cash registers; at practically all sporting events have jangled an ever-merrier tune than they did in the first post-war boom.

And with the record breaking attendances in practically every phase of sports—the craft of bringing accurate, intelligent and interesting reports to the listening public also had its advancement.

To meet this unprecedented interest in sports—a far wider coverage than ever before has been developed. And with the expansion—the old law of competition has forced long strides in improvement of coverage and technique.

This past year—radio went on the road with baseball—travelling from city to city with the New York Yankees to bring the home fans the accurate and colorful picture of the team's progress. From the turn of the century, newspapers had covered a team's doings on the road—but radio—through short-sightedness and perhaps penny pinching had been satisfied with wire reconstructions. And wire reconstructions of sporting events reverse the precepts of reporting—for they depend solely upon an announcer's imagination and histrionic ability rather than reportorial accuracy.

The widespread interest in all forms of sport has spurred the quality of radio reporting. Although the development has been slow—even the front offices and agencies have finally discovered that a sound knowledge of sports is necessary—not only in the booth and studio but in the administration as well.

The Sports Broadcasters Association—

composed of men who go in front of the microphone, their assistants, spotters and sport writers of the various wire services—have been steadily driving forward. An example of progress can be seen this year in the request to the Association from three universities for plans and suggestions for radio booths in stadii to be constructed.

Although the task of furnishing the best possible facilities for radio reporting should be that of the stations, networks and agencies involved—after years of inattention—the S.B.A. stepped in three years ago to see what could be done about bettering working conditions.


Each radio booth used during the year by our members—which now number more than 300—and stretch from coast to coast and border to border—is rated by the men who use it. Location, construction, roominess, vision, service and other points are listed.

The first survey found the University of Notre Dame adjudged the tops of the nation—and a plaque commending the university was presented the acting athletic director, Ed McKeever, at a special function in New York. The second year's award went to Princeton University—with Athletic Director Ken Fairman accepting for the university.

These plaques—for excellence—and conversely the complaints lodged against impossible working conditions—are having their effect. One of the nation's most important football schools despatched a man to New York to ask our organization for recommendations. The S.B.A. has drawn up a model broadcasting booth—which four schools have incorporated into their post-war building plans.

I cite this merely as an example of progress the Sports Broadcasters Association has made in the past few years. Our code of ethics, adopted two years ago—has served to lift the sports broadcasting profession—particularly in the minds of our listeners. We firmly believe that radio sports reporting is at its highest peak of all time in accuracy, fidelity and interest.

With all sides predicting 1947 as the boom year of this Golden Era—the men who will describe and handle the description of sports are ready for another great job—bigger, and better than ever.



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

—The Billboard

Beatrice Kay

Management Counsel —

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

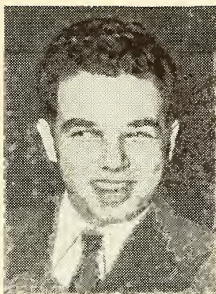
Bookings:
WILLIAM MORRIS

Exclusively on
COLUMBIA
RECORDS

THE YEAR IN WASHINGTON

By **ANDREW H. OLDER**, Staff Correspondent, Radio Daily

THE first postwar year turned out to be one of surprises. Completely confounding the prophets, AM broadcasting continued a tremendous expansion, with well over 1,000 stations on the air by the end of the year. Although it had been expecting to be the busiest in assigning FM frequencies and regulating that traffic, the FCC found the major part of its energies devoted to the AM field.



Andrew H. Older

Largely responsible was the slowness of receiver manufacturers in turning out FM sets in volume. Although no accurate count was possible, it was believed that well under one million FM sets were tuning in at the end of the year to the few dozen FM stations actually on the air.

At the same time, many of these stations were offering little inducement to the public to buy FM sets, since they were merely duplicating the programs of affiliated AM stations.

Result was that while nearly all leading AM licensees had FM signals on the air or planned, the major emphasis through the country and in Washington continued to be on the AM signal. Late in the year worried FCC officials began to talk vaguely of shifting their emphasis, but the cold fact was that set manufacturers were not turning out the sets to create a demand for distinctive and profitable FM programming, while only a handful of FM licensees was airing exclusive programming to stimulate the sale of FM receivers.

On the regulatory front, the FCC stirred up the greatest industry controversy since the chain broadcast rules with its publication in March of the Blue Book. Condemned by a major portion of the industry, led by NAB, the Commission's assertion of its right to demand that broadcasters live up to public service standards—particularly those they themselves set forth when seeking their licenses—drew vigorous support from a number of civic groups and the tacit approval of many legislators.

NAB President Justin Miller spearheaded the opposition to it, terming the FCC a group of "guileful" men and suggesting that "Communist" influences were at the root. Miller even accused Thurman Arnold, his former colleague on the District of Columbia Circuit Court bench, of having spoken in support of the FCC proposals without having read them. A public spat was averted when Arnold decided, "Life is too short for me to get into an argument by answering th atone."

As the year ended, the FCC policy still stood but it did not appear likely that any decision enforcing it to the hilt would be forthcoming for several months, at the least. Several renewal applications had been set for hearing, with the commission to determine whether by Blue Book standards the broadcasters had merited the withdrawal of their licenses.

Noteworthy, too, is the so-called "AVCO" policy. Although implemented and followed during the year, no major test of this policy had been posed late in the year. It represents a claim by the FCC of the authority to insist that when a station is up for sale open bidding shall be entertained for a 60-day period—with all comers permitted to match the offer of the Prospective buyer whose name appears on the transfer application. It would then be up to the FCC to choose between all comers on the basis of which would be likely to provide the greater public service.

Again, industry leaders were displeased.

One thing the FCC could not help—and here the NAB reluctantly admitted that it preferred that the FCC not act—was the economically dangerous increase in new stations. Towns which had long had but a single station suddenly found two or three competitive AM stations—with FM'ers still to go on the air.

Here NAB ruefully admitted that the Communications Act did not permit the FCC to withhold licenses simply to protect the business of existing stations. And, NAB continued, it is better to have more competition than to have the FCC extend its authority further into broadcasters' business and program affairs.



FRED WARING
and his
PENNSYLVANIANS

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

CHICAGO OUTLOOK FOR 1947

By NAT GREEN, Staff Correspondent, RADIO DAILY

A DECLINE of the seller's market, due to increased production and other causes, and a consequent increase in competition faces radio this year; but indications are that a very good year is ahead, according to the predictions of local network heads. Network representatives are agreed that there is plenty of work to be done this year to assure steady progress in programming and production and also in sales of time.



Nat Green

I. E. Showerman, manager of the central division of the National Broadcasting Company, is quite optimistic over Chicago's radio outlook for 1947. "Chicago," says Showerman, "is not holding a wake for a deceased broadcasting industry. On the contrary, the fellow is up and about and doing well.

"Granted a lot of radio talent has left Chicago in the past few years, the fact remains that this talent was discovered and developed in Chicago. The feeling that this crop of departees is all there is or ever will be is about as logical as the assumption that Chicago's schools have graduated their last student.

"I believe 1947 will be an increasingly good year for radio in Chicago."

Ade Hult, vice-president in charge of Mutual's midwest operations, sees a prosperous year ahead. He told RADIO ANNUAL: "Prospects for 1947 look very promising but the big increase will come in the latter half of the year, as it looks now. Competition from other media will be more severe than has been the case for the past five years. Also, that same competition will cause advertisers to scrutinize costs of broadcasting as well as all other media.

"We should not be misled by the slowing up of activity at the opening of the year."

E. R. Borroff, vice-president in charge of the central division of American Broadcasting Company, predicts network competition will be greater in 1947 than ever before. Continuing, he says: "This coming year undoubtedly will be marked by greater production, the consequent decline of the seller's market, and resultant sharpening of competition. The last will be reflected in radio three-fold: (1) manufacturers will turn more and more to radio in competing for markets, (2) advertisers will demand programs of proved selling caliber, and (3) the comparatively new forces of television and FM will be brought into fuller play.

"The American Broadcasting Company has the distinction of being the first network to launch video programming in Chicago. Up to and including the present time, ABC is the only network which has actively engaged in telecasting in this metropolis. It has furthered the use of the medium by selling packaged television programs to such outstanding sponsors as General Mills, Inc., of Minneapolis; Henry C. Lytton, and Television Associates, of Chicago.

"The optimistic outlook for the year 1947 which currently predominates radio circles is well grounded. It is anticipated that the names of many new advertisers will be added to radio rolls during the current year and that present advertisers will widen the scope of their radio advertising."

H. Leslie Atlass, vice-president in charge of Columbia Broadcasting System's central division, sees a great year ahead. Says he: "I predict that this new year, 1947, will be the biggest in the history of WBBM-CBS both in sales revenue and in programming, production and the expansion of public service programs."

WCFL, independent labor station, looks for a good year. Maurice Lynch, general manager, stated.

Art Harre, general manager of WJJD, independent station owned by Marshall Field, says: "All indications point to a banner year for radio in 1947. The total business should equal, and possibly exceed the figures for 1946, but the net profit will be slightly less, due to increased overhead."



HENNY YOUNGMAN

Exclusive Management
WILLIAM MORRIS AGENCY

New York

Chicago

London

Hollywood

COAST EXPANSION CONTINUES

By RALPH WILK, West Coast Representative, RADIO DAILY



Ralph Wilk

IN 1946 more licenses to operate radio stations in Southern California were granted than in any other previous year and indications are that 1947 will surpass 1946 in this respect. The result will be intense competition among the outlets of the Southland. KIST started operations at Santa Barbara, with Har-

ry Butcher, well known broadcaster, as owner, and Fox Case, another industry veteran, as manager. The station is affiliated with NBC.

KSDJ came into being at San Diego, with Purnell Gould, a seasoned radio man, as general manager. The outlet is affiliated with CBS. KMPC, Los Angeles, was granted authority to increase its power from 10,000 watts to 50,000 watts, while KFAC, also of Los Angeles, will boost its power from 1,000 to 5,000 watts. KFVD, Los Angeles, which has been a 1,000 watts station, becomes a 5,000 watts outlet in February. KLAC, also of Los Angeles, has been granted authority to increase its power to 5,000 watts. Arthur L. Croghan, a veteran Minneapolis broadcaster, will operate a new station, KOWL, at Santa Monica. The California Broadcasting Company has also applied for a license to operate an outlet in Santa Monica.

Carl A. Haymond, pioneer Northwest operator, is invading the Southland and has applied for permits to operate stations in San Bernardino and Monrovia. He has already been granted permission to establish a 5,000 watt station in Phoenix, Arizona.

KAFY, a new Bakersfield station, has become a Don Lee affiliate, as have KCOK of Tulare-Visalia, and KPRL, Paso Robles. KHON, Honolulu, became a Don Lee affiliate in July, 1946.

The new Indio station, KREO, will be an ABC affiliate and will be a bonus station with KPRO, Riverside. KCOY, Santa Maria, which will also be affiliated

with ABC, will become a bonus outlet for KTMS, Santa Barbara.

The Burbank Broadcasters, Inc. plan to operate an FM station in Burbank, while the San Fernando Valley Broadcasting Company, of which J. G. Paltridge, formerly promotion manager for KFI, is the prime over, plans to open an outlet in San Fernando Valley.

KERO is a new outlet in Bakersfield. KCMJ is a comparatively new station, with Palm Springs as its home.

The Hollywood Community Radio Group, headed by Alvin Wilder, news-caster, applied for a permit, but faced considerable opposition at an FCC hearing. Attorney General Robert W. Kenny is among the stockholders in the organization.

A new regional network, the California Rural network, has been launched by J. L. Gleason, owner of KPRO, Riverside. It is aimed at blanketing the Imperial Valley and will embrace area from Victorville to the Mexican border.

The new network comprises stations in Riverside - San Bernardino, Brawley - El Centro, Indio and Calexico.

Sales managers of Los Angeles independent and affiliated stations agree that billings for their outlets in 1947 should exceed that for 1946 and also agree that the business will have to be earned. Their various sales forces have been alerted and in some cases shaken up. The sales managers also point that local programming will have to be improved to win more business and that heavier exploitation and promotional expenditures will have to be made, involving individual campaigns aimed at consumers and advertising agencies.

"War babies" are dropping out of local radio and are being replaced by other sponsors, who are using radio as an addition to their sales forces. Department stores are more open-minded regarding radio than ever before and are expected to become extensive, regular users of the medium. Dealers in furniture and household appliances and accessories are resuming the use of radio time.

A heavy upturn is expected in the use of time by the food industry as a whole.



ALAN YOUNG

ON THE AIR FOR BRISTOL-MYERS

Every Friday at
8:30 P.M. E.S.T., NBC



Under Contract
20th Century-Fox
In Production "Chicken Every Sunday"

Personal Management
Frank Cooper
521 Fifth Avenue, New York City

7226 Hollywood Boulevard
Hollywood, California

RMA WIDENS ITS SERVICES

By **BOND GEDDES**, Executive Vice-President, RMA

IN keeping with the tremendous wartime expansion of the radio manufacturing industry and in line with the steady increase in production of radio sets and their components during 1946, the Radio Manufacturers Association has expanded its services to member-companies in industrial relations, industry statistics, public relations, and other trade association fields.



Bond Geddes

Throughout the past year RMA's most important job was to keep the industry constantly informed of developments and changes in OPA pricing regulations and to work with official OPA Industry Advisory Committees on sets, parts and tubes in obtaining industry-wide price relief and, finally in seeking price decontrol.

Not only did radio set production pass that of the greatest prewar year—1941—by early summer of 1946, but the fall and early winter months saw rapid increase in the output of FM-AM receivers and the beginning of television set production. FM transmitter production got underway on a regular schedule in the fall and was increasing steadily as the year ended.

The first RMA Industrial Relations Seminar, held May 21-22 in New York City, inaugurated a new service for members and proved so popular that a second seminar was held in Chicago on October 31 and November 1. The proceedings of the first seminar were published in the late summer and widely distributed.

Another RMA publication, even more widely distributed, was the "School Sound System" brochure, prepared by the RMA School Equipment Committee with the active assistance of the U. S. Office of Education. This brochure, for the first time, established basic commercial standards for school sound system equipment

and components. More than 30,000 copies of the brochure were distributed by the U. S. Office of Education, together with a letter from Commissioner John W. Studebaker, to public, parochial and private schools and colleges throughout the United States.

The RMA Engineering Department completed the first postwar revision of its Manual of Engineering Standards and thus brought RMA standards in line with wartime advances.

The RMA Production Source Code, which was begun in 1945, continued to expand as many suppliers of RMA member-companies registered and were assigned code numbers by RMA.

Among the various promotion projects initiated by RMA through its Advertising Committee to acquaint the public with industry advancement were National Radio Week, which was jointly sponsored by RMA and the National Association of Broadcasters, November 24-30, and a merchandising program with the theme, "A Radio in Every Room—A Radio for Every Purpose". In both of these programs RMA enlisted the active support of other trade associations, representing department, furniture and music stores, and electrical retailers.

Recognizing the expansion of the industry, the RMA Board of Directors at its June convention enlarged its membership from 34 to 42. R. C. Cosgrove, of Cincinnati, vice president of the Crosley Corporation, was "drafted" for a third term as president to direct the Association's new activities. RMA Headquarters staff was enlarged.

RMA is organized to serve all factors in the radio manufacturing field. It has five major divisions to which manufacturers of sets, tubes, parts, transmitting equipment, and amplifier and sound equipment are assigned. In addition, it has several over-all committees to handle particular industry problems, such as surplus disposal, industrial relations, excise tax legislation, exports, and traffic. A new committee to deal with growing radio amateur activities was formed during the year.

For Complete Equipment Section Please Turn to Page 1075



By Howard Chandler Christy

JEAN HERSHOLT

10th YEAR

"Dr. Christian"

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

TRANSCRIPTION STATUS 1947

By **FREDERIC W. ZIV**, *Frederic W. Ziv Company*

CONDEMNED —
condoned —
commended! That
is the history of
electrical trans-
criptions.

Old timers re-
call the early days
when transcrip-
tions were called
“pancakes” and
“platters”; when
the announcement
“This program is
transcribed” was
the cue to turn
the dial. But to-
day, millions upon
millions of radio lis-
teners are enjoying
their favorite pro-
grams via electrical
transcription.

The reason for the
early condemnation?
Threefold: first,
transcribed quality
in the early days
was a far cry from
the transcribed per-
fection as we know
it today; second,
transcribed programs
seldom featured
talent in a class
with the great array
of talent and elabo-
rate productions
available on transcrip-
tion today; third,
the FCC constructed
an artificial barrier
requiring all electri-
cal transcriptions
to be identified,
which unquestion-
ably retarded the
growth of the electri-
cal transcription
industry.

But look what has
happened: first,
today's transcrip-
tions on pure vinylite
are nothing short
of perfection. Lis-
teners cannot dis-
tinguish between
network and trans-
cribed. What is
more important,
Hooper ratings
prove conclusively
that listeners will
tune in their favor-
ite programs regard-
less whether “live”
or transcribed.

Second, the big-
gest names in the
entertainment
world are today
available via electri-
cal transcription.
Stars who avoided
transcribed pro-
grams in the early
days today clamor
to be on transcrip-
tion. Bing Crosby,
Wayne King, Kenny
Baker, Morton
Downey, Burl Ives
to name a few
who are entirely
transcribed. But in
addition to these,
most of the leading
network shows
are broadcast by
transcription in
many markets. For
example: one of
the most popular
programs in Cinci-
nnati as this is
being written is
Ralph Edwards’
“Truth or Consequ-
ences,” a Satur-



Frederic W. Ziv

day night program.
But is “Truth or
Consequences”
broadcast in Cinci-
nnati on Saturday
night? No! It is
broadcast on Sun-
day night via electri-
cal transcription;
and Hooper ratings
prove beyond ques-
tion of doubt that
the listening audi-
ence tunes in “Truth
or Consequences”
regardless whether
live or transcribed.
In fact, more
people tune it in
at the convenient
transcribed time
than would tune it
in at the inconve-
nient “live” time.

Third, the FCC's
attitude seems to
be changing. In
its March 7, 1946
Report, the FCC
recognized the
role of transcrip-
tions and enumer-
ated “five particu-
lar advantages
from their use”:

- “(a) transcrip-
tions are a means
of disposing of
radio's most iron-
ic anomaly—the
dissipation during
a single broadcast
. . . of all the
skill . . . of writer,
director, producer,
and cast.
- (b) transcrip-
tions make possi-
ble the placing
of programs at
convenient hours.
. . .
- (c) transcrip-
tions make possi-
ble the sharing
of programs
among stations
not directly
connected by
wire lines. . . .
- (d) transcrip-
tions offer to
the writer, direc-
tor, and producer
of programs the
same technical
advantages that
the moving picture
industry achieves
through cutting-
room techniques.
. . .
- (e) portable
recorders make
it possible to
present to the
listener the event
as it occurs
rather than a
subsequent re-
creation of it. . . .”

Today, the most
lavish shows are
available transcribed.
Not only network
shows which are
transcribed and
broadcast at a
more convenient
time. Not only
the Bing Crosby
type of show
which is broadcast
by transcription
on the network.
But transcribed
programs made
available for
local and regional
sponsors.

To sum up: national,
regional and local
sponsors have
all forgotten their
old superstition
against transcrip-
tions for one
very obvious
reason: the little
people who pay
the bills, the final
consumer, namely,
Mr. & Mrs. Lis-
tner, have for-
gotten their old
superstition
against transcrip-
tions.



DON
MCNEILL

SAYS

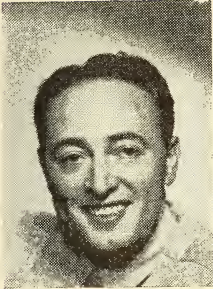
*Thanks to everybody for making 1946
the biggest, most progressive year in
the history of the Breakfast Club.*

BREAKFAST CLUB
Monday to Friday, Incl.

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

MAIN STREET-REFLECTIONS

By SID WEISS, Staff Writer, RADIO DAILY



Sid Weiss

● ● ● A long time ago, a sage said that a man makes his biggest mistake when he starts taking himself and his success too seriously. Mme. Radio, the Belle of the Kilocycles, then, is coming of age and proving that she's a lady of wisdom, for in the past few annus, she has arrived at a point where she can take kidding with the greatest of ease. The humor with which the quipsters giggle about "John's Other Wife," the munificent rewards of the quizmasters, the out-landish boasts of the commercials, (i.e., the pen that writes under water themes) the Mr. Agony radio series and the constant other million and one patterns which cake the radio-lanes a conglomeration, to coin a phrase, of everything including the kitchen sink, represents to us an attitude of the grown-up lady. In a way, the good-natured kidding has a way of pointing up such parts of radio which need improvement and which must in time to come develop into better mike fare if radio, as an entertainment medium, is to continue to be as popular as it is today. In the early days of mike-life, too many so-called "brains" behind the scenes used to hesitate to nod Yes when a Jack Benny or an Ed Wynn tried to kid a commercial. Sure, Wynn was allowed to do it—but you sort of felt that he, as one of two exceptions (himself and Benny) was doing it with the fear of being cut from the air at any minute. Today, the attitude changeth.

★ ★ ★

● ● ● Too, when the esteemed Fred Allen sang his parodies on radio agencies, to the tune of Gilbert and Sullivan, aptly substituting "Petrillo" for "Tit-Willow," over at our hut, radio was growing up. Of course, there are still several programs which would better be replaced by static but it will be ever thus so why continue going into tantrums about 'em? The gagmen have fashioned humorous quips about the morning breakfast series—the husband-and-wife radio shows. We've laughed at their jokes. We've printed some versions of 'em. But we have come to respect the shows as really enjoyable. When we tune in for our Dorothy and Dicktation of a morning at 8:15, we feel the warm glow of their conversation, can almost smell the toast at the breakfast table. And if you think their's is an easy assignment, try talking interestingly yourself for three-quarters of an hour some morning. We said interestingly! And the Kollmars, the Fitzgeralds (who originated the whole idea) and the Jinx-and-Tex-appealers really are interesting.

★ ★ ★

● ● ● Likewise, radio has built talent such as a Mel Blanc, who, aside from any show of his own, plays 51 different radio voices—going from the parrot to the train announcer on the Jack Benny show to the happy postman on the Burns and Allen opus. Blanc is a product definitely of radio, having never played another medium. No field allows for as much experimenting as does the mike. We've heard Sinatra as a dramatic actor, Fred Allen in a non-comic role, singer Dick Powell as a sleuth, suave Carl Brisson as a mystery solver, and others. What we applaud most is the chance radio gives its children to stroll from the beaten path. Judy Canova, for years a hillbilly chanteuse, steps out of that role for her final singing number each week, performs a song straight and, brother, she's got one of us really swooning with her torrid renditions of such songs as Berlin's "Blue Skies" and the immortal "I Can't Give You Anything But Love." Similarly, cute Beatrice Kay, famed for Gay 90's tunes, has proved her adeptness at torrid and modern songs as well. Radio is not as staid as is the theater where too many customs remain life-long institutions—and drive the audiences into institutions to boot.

★ ★ ★

● ● ● We'll admit that in the over-all picture, there are many instances which bore us to death. Listening to a quizmaster ask Mrs. Housefrau where she comes from, the silly applause that follows, the idiotic queries sometimes featured on such shows, is by far a hardship on a dial-turner's ear—but the reward, the way we see it now, is that radio is growing up. It's laughing at its own commercial blurbs, its deflating pompous politicians by stuffing punch lines into their mouths, it's got the Melchiors trading jests with the Mad Russians. The little lady, Madame Radio, has come of age.

Quiz Kids

SEVEN YEARS FOR THE SAME SPONSOR

MILES LABORATORIES

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

NBC Network
Sunday Afternoons
4:00 P.M. (E.S.T.)



Exclusive Radio Representative
JAMES PARKS
330 North Michigan
Chicago, Ill.

Created and Produced By
LOUIS G. COWAN, INC.
250 W. 57th St., New York, N. Y.
8 So. Michigan, Chicago, Ill.

RADIO DEVELOPS SONGWRITERS

By HERMAN PINCUS, Staff Writer, RADIO DAILY

SEVERAL years ago an important music publisher, awed by the massive grandeur of the NBC Studios in Radio City, New York, remarked, "To think that our Music was responsible for all this." His audible ejaculation, though an exaggeration, was likewise far from an untruth. For Music invariably was the sound heard in the early days of the crystal sets. With the passage of time, improvements both in transmission and reception were perfected until today Radio is the international medium for expression of ideas, political campaigns, educational forums, performances of Grand and Light Operas, Dramas, on-the-scene broadcasts of major sporting events, etc. The importance of music in radio kept pace with the rapid progress of Radio itself and it is estimated that at least 73 per cent of radio programs are comprised wholly or partially of music.



Herman Pincus

Thus while Music proved a vital factor in the expansion and prosperity of Radio, the latter in turn, is responsible for the increased earnings of songwriters, music publishers, arrangers, singers, orchestra leaders, coaches, contactmen (songpluggers), etc. Before Radio, publishers were obliged to maintain large offices in key cities equipped with as many as six or eight piano rooms respectively and staffed with four or five pianists, who, besides teaching vaudeville artists and singers new songs, often had to arrange their train schedules, deliver props to the theatre in time for rehearsal and even playing "nursemaid" to their children in dressing rooms. Headline Acts, in many cases, were on the payroll of major publishers, to sing and popularize songs, often requiring at least a year or two of consistent use to make a song a Hit.

Too, in those days, a major music publisher, in order to satisfy the musical requirements of vaude artists, published

several types of songs simultaneously, the catalogue generally consisting of the plug ballad, a novelty, a rhythm, an instrumental and often a comedy. Today, because a song can be "made" in three or four months, via a concentrated radio plug, music publishers publish and work on but one tune at a time.

In recent years many of the nation's outstanding hits (featured on the "Hit Parade") were products of comparative unknowns, admittedly a phenomena made possible by Radio. We'll list a group of such songs and their composers. "I Dream of You" (More Than You Dream I Do)—Marjorie Goetschius and Edna Osser; "My Dreams Are Getting Better All the Time"—Mann Curtis and Vic Mizzy; "And Then It's Heaven"—Eddie Seiler, Sol Marcus and Al Kaufman; "To Each His Own"—Jay Livingston and Ray Evans; "Love Love Love" and "Candy"—Joan Whitney, Alex Kramer and Mack David; "Oh What It Seemed to Be," "Surrender" and "Rumors Are Flying"—Bennie Benjamin and George Weiss; "There I Said It Again"—Redd Evans and Dave Mann; "Shoo Fly Pie and Apple Pan Dowdy"—Sammy Gallop and Guy Wood; "I Don't Know Enough About You"—Peggy Lee and Dave Barbour; "Laughing on the Outside, Crying on the Inside"—Bernie Wayne and Ben Raleigh; "Chickery, Chick"—Sylvia Dee and Sid Lippman; "There's An Awful Lot of Coffee in Brazil"—Bob Hilliard and Dick Miles; "Choo Choo Ch' Boogie"—Vaughn Horton, Denver Darling and Milt Gabler; "Cynthia's In Love"—Jack Owens; "Cement Mixer"—Lee Ricks and Slim Gaillard.

Radio has often been referred to as a "hungry giant"—ever on the hunt for new ideas, new material, new jokes, new personalities and new songs—songs and more songs. The preceding paragraph is proof that its quest, at least insofar as the latter is concerned, is proving fruitful. For added to the wealth of songs contributed by the newer songsters, is the constant out-pouring of music by the dependable "old-timers" including Irving Berlin, Oscar Hammerstein, Richard Rodgers, Cole Porter, Rudolf Friml, Irving Caesar, Harry Warren, Harry Ruby, Bert Kalmar, L. Wolfe Gilbert, Charlie Tobias, Sigmund Romberg and many others.

• SUPER-SUDS • ICED COFFEE • PIEL'S BEER • HI-SPOT •

RICE'S BREAD • PALL MALL • CAMEL CIGARETTES • McGRATH'S TOMATO JUICE

CHATEAU MARTIN • PENETRO NOSE DROPS • ST. JOSEPH ASPIRIN • FRAM OIL FILTERS

ENTERTAIN WHILE YOU SELL!

"FOR SPOTS THAT RING THE BELL"
MUSICOMMERCIALS *By* **Novak**

Looking
for Spots
that are:
AMOROUS . . .
GLAMOROUS . . .
GROOVIE OR SMOOTHIE?

Novak will cut 'em!

Just tell us what
you want to sell . . . we'll
design the spots to do it!

FRANK NOVAK

344 W. 72nd STREET, NEW YORK 23
Telephone: TR. 4-1999

• "RETURN THE EMPTY MILK BOTTLES" NATION WIDE •

1941—GROWTH OF STATIONS—1946

AM Outlets as of:	Licenses	Construction Permits	Special Broadcast Stations	Total Operating
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1526	464	—	1062

** This figure includes 5 Special Broadcast Stations.



Tom (Hats)* Breneman

* I use the term commercially since Tom Breneman Hats are now stealing the show in better millinery salons coast to coast. These creations are so beautiful that women swoon over 'em . . . except Connie Reddy, above, who works on **BREAKFAST IN HOLLYWOOD** and is swoon-proof.

I know . . . you guys are saying this is just another scheme to make money. And, brother, you're *so* right!

Unabashedly,

Breneman

PRODUCING THE PACKAGE-SHOW

By LOUIS G. COWAN, *President, Louis G. Cowan, Inc.*



Louis G. Cowan

IT IS the function of the independent package producer to bring to the microphone the best in showmanlike ideas and personalities that will attract great listening audiences. The talent agencies differ mainly from the independent package producer in that their essential strength for pack-

age sales grows out of contracts with name talent they control, rather than out of the creation of new shows as such. Thus, their own function is to create, if possible, package vehicles for their talent.

The independent package producer lives, eats, thinks Entertainment and Show Business with capital letters. His life, fortunately, is not involved with the worries of clients, time-buys, advertising copy and the many other problems that beset network, station and agency people. In addition to the shows created within their own program departments, many agencies draw upon the qualified independent package producer as a constant source of show ideas. To these they can apply their own skills and know-how. At a given point, the talents of agency and producer blend in producing the airbourne finished product.

The independent package producer is radio's counterpart to the producer in the theater or in the movies. He knows that radio is essentially Show Business, and that he must have the ingenuity to capitalize on the greatest media for audience in America today.

Unencumbered by the multitudinous problems of business management, his sole problem is to give the radio advertiser the largest possible audience before whom the advertising message can be delivered. His main self-imposed injunction is that of good taste.

The agencies, clients, stations, networks provide the facilities (or theaters). He must provide the entertainment creativeness and talent that serve as magnets for these facilities.

In developing his ideas, he can move freely into all realms of the arts seeking the greatest showmanship values, adding to them his skill and know-how in producing shows that will attract listeners. Those who use these shows or their facilities must make the greatest use of their opportunities with these audiences.

The so-called "selling" of the best of these ideas is not easy, for many reasons. But, it is also difficult in theaters to find backers, theaters, etc. And it is even harder in movies. Those independent package producers who have the creativeness, the skills of development, and the courage to persist can find great personal satisfaction by bringing great entertainment, and often enlightenment, to millions of listeners.

All of this requires courage. Financially, those producers who attempt to create only for network programming, no matter how conscientious their efforts may be, limit their financial risks to written proposals or waxed auditions. But, the independent package producer who extends his field into that of transcriptions must go even further. Because at that point he is backing his own convictions of showmanship, taste, know-how and great audience appeals with huge sums of money.

The future of radio in terms of live network shows and transcriptions look bright indeed—but it is a future that promises to envelope a new horizon of thought. From all indications, we are moving from the lush era of name stars to a period of tighter scrutiny of program budgets and extended use of AFRA talent. Evidences of this are already apparent. Here again the independent package producer comes into his own for this regime will require the development of new and fresh concepts for entertainment.

The same holds true in terms of the transcription business. This facet of the radio industry must also come of age. The needs of the individual stations parallel those of the networks. They must be provided with first-rate programs that are skillfully produced and embrace bright and stimulating radio entertainment as fresh as the New Year.

MR. and MRS.
FITZ-G-HONEY

i.e.

Ed and Pegeen Fitzgerald

UN'S BIG RADIO JOB FOR 1947

By CHRISTOPHER CROSS, In Charge U. S. Radio At UN



Christopher Cross

shiny conference table they could not have better timed the appearance of this product.

Following a war that took millions of lives, uprooted millions more, and razed countless cities there was conceived the Charter of the United Nations,—“to save succeeding generations from the scourge of war . . . to reaffirm our faith in fundamental human rights . . . to establish conditions under which international law can be maintained . . . to promote social progress, economic and social advancement . . . to encourage respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language or religion. . . .”

This, in part, is the product. And a ready market of 1,750,000,000 people of the world are waiting to be sold.

The \$64 question of international radio is:

Will American radio harness all its skills to properly merchandise the United Nations Charter?

It wasn't so long ago that American radio had another important product to sell: World War II. It was realized that Victory could be ours only if the people really wanted it and supported their desire with sacrifice. The industry threw all its resources into the task of selling the war to the people.

The Battle for a Lasting Peace began almost two years ago in San Francisco with the birth of the United Nations. This battle too cannot be won without the support and sacrifice of the people. The statesmen, delegates and members of the

AMERICAN radio has a new product to sell.

It's stupendous, terrific, colossal product,—a product created to cure mankind of its greatest headache: war.

If all the merchandising experts in radio had been gathered around a

United Nations secretariat cannot alone win the second and complete Victory,—the Victory of Lasting Peace,—no more than the generals and statesmen could have alone defeated the Axis.

We hear altogether too many radio executives say: “Does anything special really have to be done about the United Nations? Who could possibly be against lasting peace?” Our answer always is that anyone is against lasting peace who does not actively work for it. We wonder if the many products sold by radio would actually enjoy any popularity if the sponsors and merchandisers took the position: “Our product is good, so why should anything have to be done about it.”

Who can say that the United Nations does not deserve the intensive merchandising that is given to the many products and services that are so successfully sold to the American people!

Public service is a word much used and much abused. Perhaps the one factor that will best determine if American radio is really discharging its public service responsibilities will be how well the industry helps to integrate the United Nations into the day-to-day lives of the people.

Individual stations and network have made a good beginning in trying to meet their responsibility to their listeners whose dominant wish is for a world free of war.

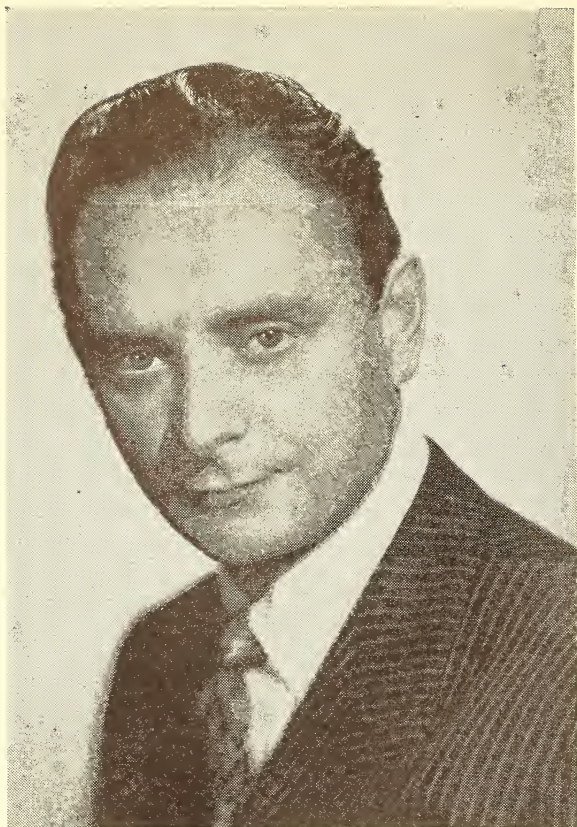
WLW went to the community to find out what it could do. They found that their listeners and the community organizations were interested and had plans.

In Hollywood Warner Brothers' KFVB has shown how an independent station can give leadership to a community in the fight for lasting peace.

New York City's WNYC has demonstrated that the people will listen to their on-the-spot broadcasts of United Nations sessions.

So active has NBC been in UN activities and programming that the visitor to the RCA building might get the impression that there is a United Nations annex housed there.

These are but a few examples of outstanding service and leadership; 1947, we hope, will find many more broadcasters coming into the fold.



the music
of
**JOHN
GART**

composer — conductor

WOR—MUTUAL



Gabriel Heatter's "A Brighter Tomorrow," The Carrington Playhouse

WCBS



"Columbia Workshop," "Richard Lawless"

WNBC



"Playhouse of Favorites," "The House in the Country"

WORLD TRANSCRIPTIONS



MGM, Columbia, RKO Spots

—Program— Directors Guide

—for production—special events

1947

JANUARY

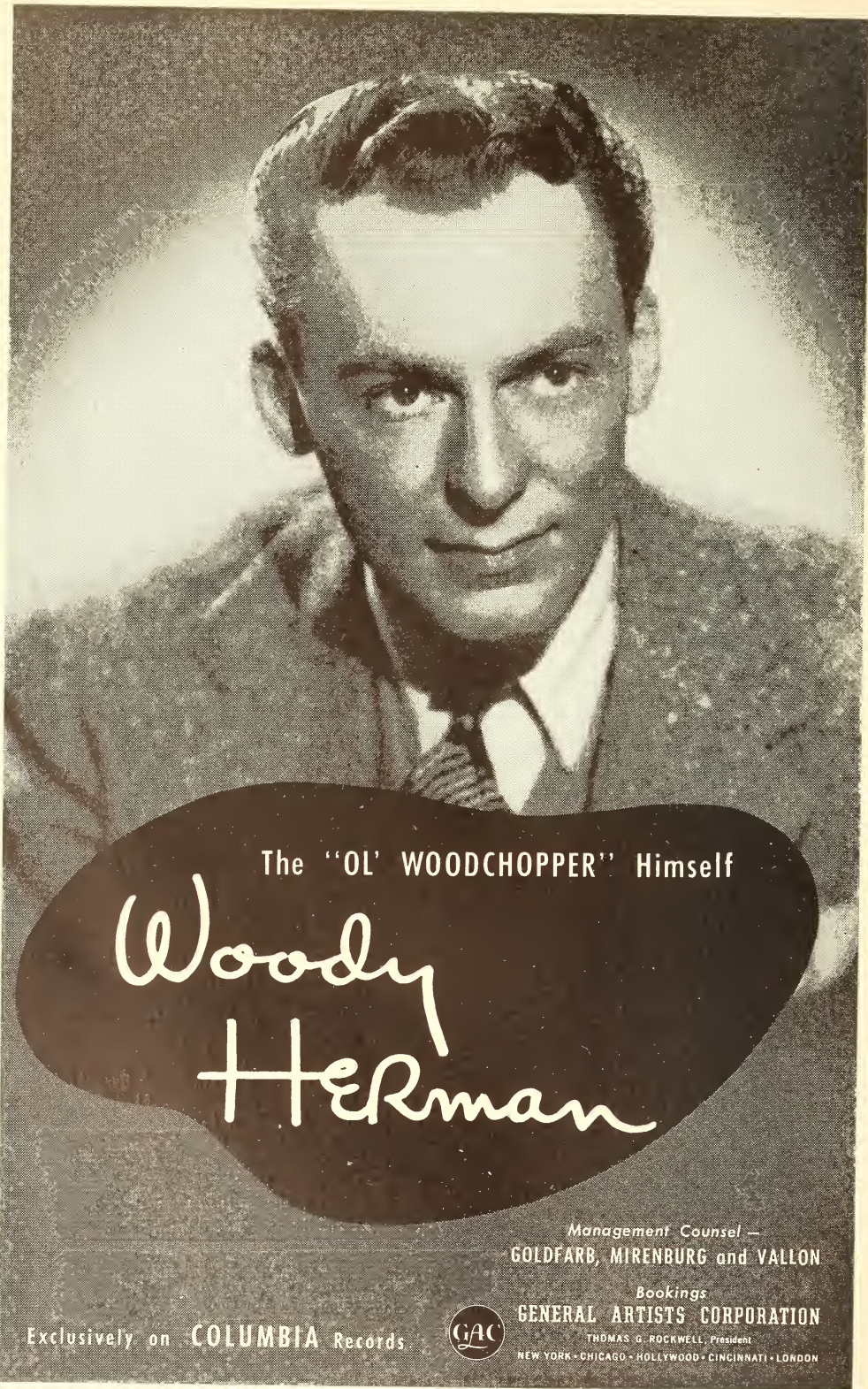
- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863).
- 2: Georgia Admitted (1788).
- 3: Battle of Princeton (1777).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779). George Washington Carver Died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878). New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800).
- 8: Anniversary of the Battle of New Orleans (Louisiana). Battle of New Orleans (1815) Holiday in Louisiana.
- 9: Connecticut Ratified the U. S. Constitution (1788). Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson Born (1824).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder pre-

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



FEBRUARY

- 1: Victor Herbert Born (1859). Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
- 2: Fritz Kreisler Born (1875).
- 2: Ground Hog Day. Candlemas. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley Born (1811).
- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai). Charles Augustus Lindbergh Born (1902).
- 6: Massachusetts Admitted (1788). Aaron Burr Born (1756). American Forces Recapture Manila from Japs.
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773). Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847). Daniel Boone Born (1734).



The "OL' WOODCHOPPER" Himself

Woody
Herman

Management Counsel —
GOLDFARB, MIRENBURG and VALLON

Bookings
GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Exclusively on COLUMBIA Records



- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 16: Katharine Cornell Born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
- 21: Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
- 23: Johannes Gutenberg Died (1468).
- 25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).
- 29: Leap Year. The name given to every year of 366 days.
- 4: Pennsylvania Day.
Vermont Admitted.
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. Born (1841).
- 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
- 10: Lillian D. Wald Born (1867).
- 11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
- 12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 18: Fast of Esther.
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).
- 25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.



APRIL

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
- 1: All Fools' Day.
- 2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
- 3: Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).

MARCH



MEL BLANC
"THE MEL BLANC SHOW"

For
Colgate Tooth Powder
Tuesday—C.B.S.

and

Jack Benny's—"Violin Teacher"
Judy Canova's—"Pedro"
Burns and Allen's—"Happy Postman"
Warner Bros.—"Bugs Bunny"
Venice Hardware Co.'s Proprietor

MAY

- 5: Elihu Yale Born (1648).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).
- 10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes Born (1862).
- 12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 14: Pan American Day.
- 15: Abraham Lincoln Assassinated (1865).
- 16: Charles Spencer Chaplin Born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).
St. George Day (English).
- 24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
- 25: War Declared with Spain (1898).
St. Mark's Day.
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).
- 28: James Monroe Born (1758).
Maryland Admitted (1788).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).
- 1: May Day.
Child Health Day.
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
- 6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).
- 7: Robert Browning Born (1812).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).
Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.
- 14: Rockefeller Foundation Granted Charter (1913).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
- 17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
- 18: World Good-Will Day, formerly Peace Day.
- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- 25: Ralph Waldo Emerson Born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
- 31: Walt Whitman Born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).



How distinguished can you get . . . ?

For those who can afford . . .
the finest musical commercials.

Kent and Johnson
management—Gale Agency, Inc.

JUNE

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
- 9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
- 10: Franklin Drew Lightning from Sky (1752).
Henry M. Stanley Born (1841).
- 11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
- 12: John Augustus Roebing Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
- 15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
- 25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Cus-

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



JULY

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
- 4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).



SYLVAN LEVIN

- Director of Music — WOR-Mutual
- Victor Records
- Muzak

- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
- 24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
- 31: Feast of St. Ignatius De Loyola.
- Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).



AUGUST

- 1: Colorado Day.
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.



SEPTEMBER

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

VOX POP

Parks Johnson and Warren Hull

(SINCE '32)

CBS Network Tuesdays for
LIPTON TEA

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

OCTOBER

- 4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.
First Battle of the Marne (1914).
- 7: James Fenimore Cooper Born (1789).
- 8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
- 11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
- 12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
- 13: Walter Reed Born (1851).
John J. Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
- 16: Russians Burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
- 19: Washington issued his farewell address to people of U. S. (1796).
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall Born (1775).
- 25: Balboa discovered the Pacific (1513).
- 25: Bill of Rights (1789).
- 26: George Gershwin Born (1898).
- 26: Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
- 26: Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
- 6: Missouri Day.
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).
- 11: Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
- 16: Noah Webster Born (1758).
- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).

KENTON IS "CAPITOL"!



"ARTISTRY IN RHYTHM"

Stan Kenton

AND HIS ORCHESTRA

Direction —

General **ARTISTS CORPORATION**

THOMAS G. ROCKWELL, *President*

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Management —

CARLOS GASTEL

NOVEMBER

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
- 2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: John Phillip Sousa Born (1854).
- 7: Marie Sklodowska Curie Born (1867).
American Art Week.
- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pikes Peak discovered (1806).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
- 18: Standard Time went into effect in the U. S. (1883).
- 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
- 19: James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
- 30: Winston Churchill Born (1874).



DECEMBER

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

- 5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 23: George Washington Resigned Army Commission (1783).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
- 25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
- 26: Battle of Trenton (1776).
- 27: Louis Pasteur Born (1822).
- 28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
- 30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.

Ginny Simms



THE GINNY SIMMS SHOW

Friday Nights (CBS)

REPORT ON THE 20-YEAR CLUB

By H. V. KALTENBORN, Founder, Twenty-Year Club

IT ALL began on April 4, 1942, when the National Broadcasting Company gave me a dinner to mark the 20th anniversary of my first broadcast. This seemed a suitable occasion to launch an organization of radio pioneers so, with that modesty which distinguishes so many radio personalities, I decided to become the founder of radio's only Twenty-Year Club.



H. V. Kaltenborn

Because broadcasting on a large scale began in 1922, twenty years seemed a proper period. In addition, that made it just possible for the founder to qualify for membership.

Every effort has been made to contact those who are eligible, but some people are too retiring. All a person need do to join is to write a letter to me at 167 E. 64th Street, New York City, listing chronologically his career in radio. Mention of as many names and incidents as possible is desirable. Human interest stories recalling the inevitable pioneering difficulties are particularly wanted. The prospective member's two decades in radio must be unbroken. Nineteen forty-five was set as the limit from which to "pioneers of radio broadcasting" will not measure the 20 years so that the term lose its meaning.

In order to put the information received to useful purpose, it has been my pleasure to publish a roster of the Club members which is now in its fourth edition. Earlier editions of the Twenty-Year Club Book have found their places in many reference libraries where frequent use is made of them.

Another important purpose of the roster is to enable members to **keep tabs on** the people with whom they shared radio's beginnings. Time has caused many old friends to lose track of each other and the Twenty-Year Club Book has enabled scores of members to relocate each other.

The book itself is a gold mine of information and unusual facts.

A sample is a record of what is perhaps the first fan letter ever received by a radio personality.

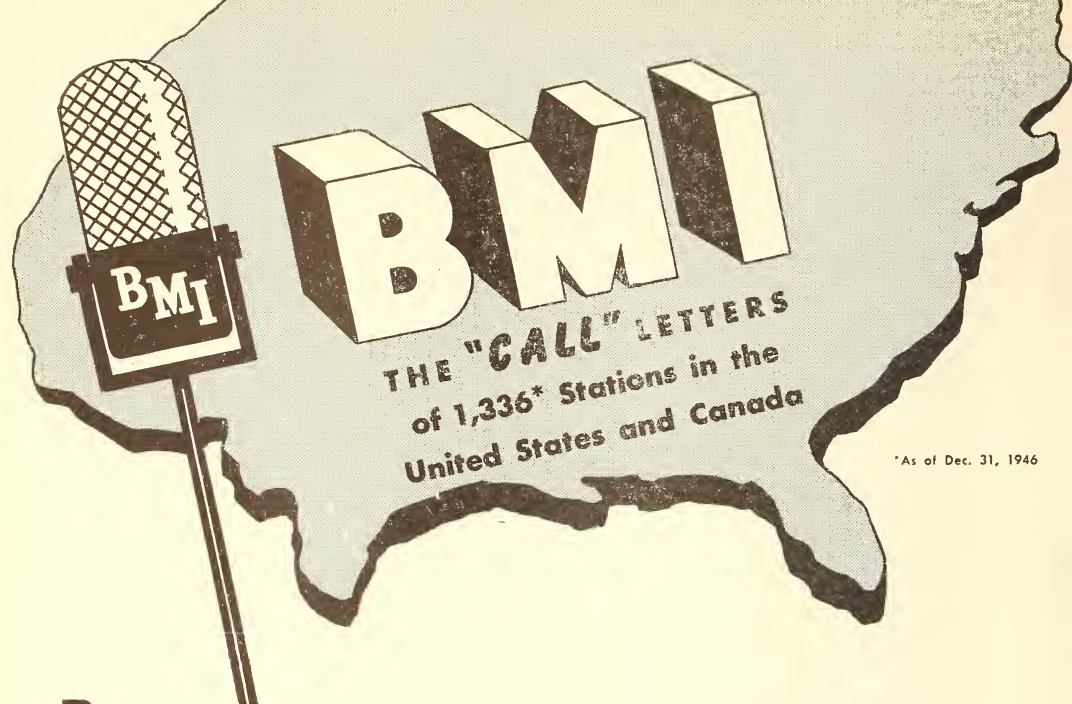
It was received by the late "first lady of radio," Vaughn De Leath, and said in part: "You have inaugurated a form of entertainment which will no doubt become very popular in the future."

During the past two years, a wealth of additional information concerning the pioneers of radio broadcasting has reached the editor. The format adopted for the Twenty-Year Club book makes it impossible, however, to present more than the bare chronological outline of the interesting radio careers of the men and women who are so largely responsible for the creation and development of radio broadcasting in the United States, Canada and the British Isles.

As a result, the Club files now contain much material which will be placed at the disposal of those who will carry forward the task of preserving the history of radio's early years. Any information or suggestions that might advance this project will be very welcome.

The editor is frank to say that he did not realize what he was letting himself in for when he so blithely announced the publication of this roster. But he has been well rewarded by the pleasure of the occupation and the friendly cooperation of his radio colleagues. Radio has done so much for him that he is happy to have performed his minor service for radio.

The founder of the Twenty-Year Club is now organizing an Executive Committee which will include some fifty outstanding members of the Club. From this Committee, Officers and Club Committees will be chosen at the Club's first meeting. This will take place on April 11, 1947. Many of the Club's 250 members will attend. The 1947 edition of the Club Book will be published in time for the meeting. Plans will be discussed for writing and publishing a history of radio broadcasting in terms of the personal experiences of radio pioneers. To recall the triumphs and mistakes of the past will help us realize the greater triumphs of tomorrow.



*As of Dec. 31, 1946

BROADER SERVICES—Each succeeding year finds BMI service to broadcasters building and expanding. Today, broadcasters receive regularly such special BMI aids as CONTINUITY—COPYRIGHT RESEARCH—DISC DATA—HOLIDAY MUSIC LISTS—PIN UP SHEET—NEWSLETTER—SONGS OF THE MONTH—MUSIC COPIES—RECORD DATA—MUSIC MEMO—RECORD PURCHASING ASSISTANCE—PERSONAL ATTENTION IN THE FIELD.

These special services are provided without cost to all BMI licensees.

MUSIC FOR EVERY PROGRAM NEED—To provide broadcasters with a large and adequate variety of every type of music has been the aim of BMI since its inception. Year by year the BMI catalogue has steadily grown in size and in value. The 1947 repertoire of BMI music is more than 400% greater than it was six years ago.

BMI's repertoire of American folk music surpasses that of any other licensing agency. In the field of Latin-American music BMI is outstanding. In every other classification of music, current popular songs, dance music, hot jazz, serious and semi-classical, the BMI repertoire provides you with sufficient music to fill every program need.

THERE'S ALWAYS A BMI HIT FOR YOUR SHOW.

INDUSTRY OWNED AND OPERATED—BROADCAST MUSIC, INC. was established and is maintained and operated by and for the broadcasting industry.

Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.

WHEN IT'S **BMI** IT'S YOURS

BMI

...YOURS TO BUILD—

...YOURS TO PERFORM—

HOW YOU CAN BOOST BMI PERFORMANCES

Keep your BMI Pin-Up Sheet posted conspicuously each month and perform all of the numbers it lists at least once each day.

The BMI Pin-Up Sheet is more than a colorful promotion piece. It is a carefully selected list of current popular songs chosen from the catalogues of hundreds of BMI affiliate publishers. It contains only those current numbers which are receiving all-out publisher exploitation. They are numbers of unquestioned quality and are the songs most accepted by name artists.

All BMI Pin-Up Tunes are potential hits, and they can be actual hits by the simple process of repeated radio performances. Radio has proved that it can make hit songs constantly.

HOW YOU CAN BUILD A STRONGER BMI

Thanks to the support and cooperation of the broadcasting industry, BMI is strong now — you can make it even stronger.

BMI's strength comes from its family of 1,336 affiliated commercial stations; All of the national and regional networks, the important FM, Short-wave and Television broadcasters; Exclusive performing rights to more than 850,000 copyright selections from the catalogues of publishers throughout the country and from important publishers and performing rights societies in Mexico, Cuba, Brazil, France, Canada, Holland and Greece; An ever growing storehouse of current phonograph records featuring BMI-licensed music together with thousands of titles available in all the ET libraries.

These facts and figures show our strength. But as a broadcaster you can help to build an even stronger BMI. By making use of the many services and the various programming aids furnished you by BMI, and by the consistent and frequent use of BMI-licensed music, you can increase that strength manyfold.



BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK

• CHICAGO

• HOLLYWOOD

IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

WAAT (N. Y. Office)	REctor	2-5878
WBAM	PEnnsylvania	6-8600
WABD	Plaza	3-9800
WABF	RHinslander	4-1647
WCBS	Wickersham	2-2000
WBRR	MAin	4-9735
WBNX	MElrose	5-0333
WBYN	TRiangle	5-3300
WCAU (N. Y. Office)	Wickersham	2-2000
WCBW	MURray Hill	6-6340
WEAF	Circle	7-8300
WEVD	BRyant	9-2360
WGN (N. Y. Office)	MURray Hill	2-3033
WHN	BRyant	9-7800
WHOM	Plaza	3-4204
WIBX (N. Y. Office)	REgent	7-1154
WINS	BRyant	9-6000
WIP	MURray Hill	3-9447
WJZ	Circle	7-5700
WLIB	BUCkminster	7-5900
WLW	Circle	6-1750
WMCA	Circle	6-2200
WNBF (N. Y. Office)	MURray Hill	2-5767
WNBT	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	Worth	2-5600
WOR	PEnnsylvania	6-8600
WOV	Circle	5-7979
WPAT (N. Y. Office)	PEnnsylvania	6-2945
WOXR	Circle	5-5566
WRUL (N. Y. Office)	Plaza	8-1085
WWRL	NEwtown	9-3300

National Networks

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

Station Representatives

Adam Young, Inc.	LOngacre	3-1926
John Blair & Co.	MURray Hill	9-6084
Blue Network Co.	Circle	7-5700
The Branham Co.	MURray Hill	6-1860
British Broadcasting Corp.	Circle	7-0656
Burn-Smith Co.	MURray Hill	2-3124
Capper Publications, Inc.	MOhawk	4-3280
Forje & Co.	VANderbilt	6-5080
Free & Peters, Inc.	Plaza	5-4130
Headley-Reed Co.	MURray Hill	3-5469
George P. Hollingsberry 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
Sears & Ayer	LEXington	2-0772
The Walker Co.	MURray Hill	2-7986

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

Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3719
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Circle	6-9300
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
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
Doherty, Clifford & Shenfield, Inc.	BRyant	9-3140
Donohue & Coe	Plaza	5-7711
Sherman K. Ellis & Co., Inc.	Plaza	5-7711
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Foote, Cone & Belding	Wickersham	2-6600
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COlumbus	5-2000
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	BRyant	9-6100
Lawrence C. Gumbinner	MURray Hill	2-5680
The M. H. Hackett Co.	Circle	6-1950
Hill Advertising, Inc.	Plaza	3-7800
Hixon O'Donnell Adv., Inc.	BRyant	9-5950
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Ivey & Ellington, Inc.	MURray Hill	2-5204
Kastor, Farrell, Chesley & Clifford, Inc.	COlumbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kayton Spiero Co., Inc.	LOngacre	5-5090
Kenyon & Eckhardt, Inc.	Plaza	3-0700
Kiesewetter, Wetterau & Baker, Inc.	LEXington	2-0025
Abbott Kimball Co., Inc.	Plaza	3-9600
Knox Reeves, Advertising, Inc.	MURray Hill	4-3982
Kudner Agency	Circle	6-3200
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt, Co.	VANderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright, Inc.	COlumbus	5-2058
C. L. Miller Co., Inc.	MURray Hill	2-1010
Emil Mogul Co., Inc.	COlumbus	5-2482
Morse International, Inc.	LEXington	2-6727
Newell-Emmett Co.	ASHland	4-4900
Hixon O'Donnell Adv. Agency	BRyant	9-5950
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Redfield-Johnstone, Inc.	Plaza	3-6120
Arthur Rosenberg Co.	CHICKering	4-4420
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Sherman & Marquette, Inc.	Circle	6-1550
Street & Finney	BRyant	9-2400
J. D. Tarcher & Co.	Circle	6-2626
J. Walter Thompson Co.	MURray Hill	3-2000
Weiss & Celler, N. Y., Inc.	Plaza	3-4070

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

Publications

Advertising Age	BRyant	9-6431
Advertising & Selling	CAledonia	5-9770
The Billboard	Medallion	3-1615
Broadcasting	PLaza	5-8355
Metronome	PLaza	3-7253
Printers' Ink	Murray Hill	3-6500
Radio Advertising (Rates and Data)	LExington	2-6611
Radio Craft	REctor	2-9690

RADIO DAILY Wisconsin 7-6336

Radio & Television Mirror	LExington	2-9050
Radio Retailing—Today	PLaza	3-1340
Radio & Television Weekly	WAlker	5-2576
Sales Management	MOhawk	4-1760
Standard Advertising Register	MEdallion	3-5850
Telesor, The	LOngacre	5-1683
Television	PLaza	3-5748
Tide	Murray Hill	3-7700
Tune-In	Circle	5-8425
Variety	BRyant	9-8153

News Associations

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

Talent Agencies

James S. Appell	PLaza	3-7840
Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Concerts, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	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	Eldorado	5-1076
Estella H. Karn	VAnderbilt	6-3860
Bob Kerr	Columbus	5-8051
Mark J. Leddy	BRyant	9-1631
Ben B. Lipset, Inc.	CHickering	4-2466
A. & S. Lyons, Inc.	PLaza	3-5181
Management Corp. of America	Wickersham	2-8900
A. T. Michaud	Circle	7-2900
William Morris Agency, Inc.	Circle	7-2160
Music Corporation of America	Wickersham	2-8900
National Concert & Artists Corp.	PLaza	3-0820
James Peppe	PLaza	3-2636
Myron Selznick & James L. Saphier Co.	Circle	7-6200
Stix, Thos. L.	Circle	7-2690
Roy Wilson (Wilson, Powell & Hayward)	PLaza	9-4961
The Stanford-Zucker Agency	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	9-0845
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.	Eldorado	5-5511
Lang-Worth Feature Programs	Circle	6-7410
Phillips H. Lord, Inc.	Wickersham	2-2211
Management Corp. of America	Wickersham	2-8900
Charles Michelson	Murray Hill	2-3376
Miller Broadcasting System, Inc.	Circle	6-0141
C. D. Morris Associates	PLaza	3-4144
Muzak Transcriptions, Inc.	BRyant	9-1246
NBC Radio-Recording Division	Circle	7-8300
Lilian Okun, Inc.	TRafalgar	7-8916
Donald Peterson	Wisconsin	7-0069
Radio Events, Inc.	Murray Hill	6-3487
RCA Manufacturing Co.	Ashland	4-7605
Reeves Sound Studios, Inc.	Circle	6-6686
Rockhill Radio, Inc.	Eldorado	5-1860
Bernard L. Schubert, Inc.	PLaza	3-4670
Henry Souvaine, Inc.	Circle	7-5666
Standard Radio	PLaza	3-6690
Transamerican Broadcasting & Television Corp.	PLaza	5-9800
Transcribed Radio Shows, Inc.	LOngacre	5-3440
Thomas J. Valentino, Inc.	Circle	6-4675
Victor Recording Laboratory	Murray Hill	4-6200
Wolf Associates, Inc.	PLaza	5-7620
World Broadcasting System, Inc.	Wickersham	2-2100
F. W. Ziv, Inc.	PLaza	3-9612

Organizations, Unions and Government Agencies

Actors' Equity	BRyant	9-3550
Advertising Club	CAledonia	5-1810
Advertising Federation of America	BRyant	9-0430
AAAA	LExington	2-7980
American Communications Assn.	Cortlandt	7-3947
American Federation of Musicians	PLaza	8-0600
AFRA	VAnderbilt	6-1810
Army U. S., Information Service	Worth	2-1882
ASCAP	COLUMBUS	5-7464
American Television Society	VAnderbilt	6-0600
ANA	Murray Hill	5-9167
Broadcast Music, Inc.	PENNSYLVANIA	6-5466
Coordinator of Inter-American Affairs	Circle	6-4400
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
Professional Music Men, Inc.	COLUMBUS	5-7362
Radio Writers Guild	Murray Hill	5-6930
SEAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Association	COLUMBUS	5-3758
Television Broadcasters Ass'n, Inc.	LAckawanna	4-4788
U. S. Navy, Radio Section	BRyant	9-1710
Women's National Radio Committee	Circle	7-4108
Writers' Board	BRyant	9-6937

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 Weston	PLaza	3-4800
New Yorker	MEdallion	3-1000
Park Central	Circle	7-8000
Pennsylvania	PENNSYLVANIA	6-5000
Plaza	PLaza	3-1740
Ritz Carlton	PLaza	3-4600
Ritz Tower	Wickersham	2-5000
Roosevelt	Murray Hill	6-9200
St. Moritz	Wickersham	2-5800
St. Regis	PLaza	3-4500
Savoy Plaza	VOLunteer	5-2600
Sherry Netherland	VOLunteer	5-2800
Vanderbilt	Ashland	4-4000
Waldorf-Astoria	Eldorado	5-3000
Warwick	Circle	7-2700

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

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

National Networks

American Broadcasting Co.	DElaware	1900
Columbia Broadcasting System	WHItelh	6000
Keystone Broadcasting System	STAtE	4590
Mutual Broadcasting System	WHItelh	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	FRAnkln	2095
The Foreman Co.	FRAnkln	2359
Free & Peters	FRAnkln	6373
Headley-Reed Co.	FRAnkln	4686
George P. Hollingsbery	STAtE	2898
Hal Holman Co.	FRAnkln	0016
The Kat Agency	CENtral	4006
Joseph Hershey McGillvra	STAtE	5282
J. P. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnkln	2359
John H. Perry Associates	HARison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHItelh	6000
Radio Advertising Corp.	CENtral	1742
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STAtE	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc., Inc.	FRAnkln	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
BBDO	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.	HARison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEARborn	8910
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	6500
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STAtE	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STAtE	6610
Needham, Louis, & Brorby	STAtE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnkln	8155
Reche, Williams & Cleary	RANdolph	9760
Ruthrauff & Ryan, Inc.	FRAnkln	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	WHItelh	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHItelh	6000
Decca Records, Inc.	DELaware	8300
Estelle Lutz Artists Bureau	HARison	3435
William Morris Agency, Inc.	STAtE	3632
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
James Parks Co.	CENtral	7980
RCA Manufacturing Co.	WHItelh	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

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	Hillside	8231
KLAC	Fitzroy	1231
KFI	Fairfax	2121
KFOX	Mutual	2510
KFPY (L. A. Office)	Hollywood	5408
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	Hillside	0201
KGIR (L. A. Office)	Hollywood	5408
KHJ	Hollywood	8111
KIEV (Glendale)	Chapman 5-	2388
KLAC	Hillside	1161
KMPC	Hollywood	5341
KNX	Hollywood	1212
KPRO (Riverside)	Rlverside	6290
KRKC	TUcker	7111
KSFO (L. A. Office)	Hollywood	8282
KWKW (Pasadena)	RYan 1-	6744
KXL (L. A. Office)	Hollywood	5408
KXL (L. A. Office)	Hollywood	5408
KXLA (Pasadena)	RYan 1-	6991
XEMO	Olympia	7002

Networks

American Broadcasting Co.	Hillside	8231
Columbia Broadcasting System, Inc.	Hollywood	1212
Between 11 P.M. and 8 A.M.	Hollywood	7052
Don Lee Broadcasting System	Hollywood	8111
Hispano Spanish Broadcasting Co.	Mlchigan	4433
Mutual Broadcasting System	Hollywood	8111
National Broadcasting Co.	Hollywood	6161
United-Pacific Network	EXposition	1339

Station Representatives

Associated Recorded Program Service	Hollywood	8318
Lewis H. Avery	TUcker	2095
Walter Bidick Co.	Richmond	6184
John Blair & Company	GRanite	6103
Howard C. Brown Company	Hollywood	6045
Burn-Smith Co., Inc.	Richmond	6184
Crawford & Sons	Hillside	9211
Forjoe & Co.	VAndyke	9885
Foster Advertising Service	TRinity	3419
Free & Peters	Hollywood	2151
Gene Grant & Co.	GRanite	9596
W. S. Grant Co.	VAndyke	6341
Homer Griffith Co.	Hollywood	6281
Headley-Reed Company	VAndyke	1725
Joseph Hershey McGilvra, Inc.	DRexel	4388
Katz Agency, Inc.	TUcker	3219
National Association of Broadcasters	GRanite	7166
John Pearson Co.	DRexel	4388
Edward Petry Company	Mlchigan	8729
Radio Advertisers Co.	Hollywood	6281
Radio Sales	Hollywood	1212
Wm. G. Rambeau Co.	MUtual	2317
Paul H. Raymer Co.	VAndyke	1901
Universal Radio Sales	Hollywood	8282
Walker Co.	Fairfax	3200
Weed & Company	Hillside	8611
Howard H. Wilson Co.	Fairfax	3200
Adam J. Young, Jr.	Mlchigan	6203

Advertising Agencies

Abbott-Kimball Co., Inc.	TRinity	7575
Adair & Associates	Hillside	8450
R. H. Alber	PROspect	3331
Advance Advertising Agency	HEmpstead	8560

Allen Adv. Agency	BRadshaw 2-	3336
Allen-Marshall	DRexel	5163
Allied Adv. Agency	DRexel	7331
Thos. J. Andre	Hollywood	3116
Associated Broadcast Adv. Co.	Hollywood	1488
Atherton & Gresham	Hollywood	7151
E. Emmett Atkinson	RYan 1-	7162
N. W. Ayer & Sons, Inc.	HEmpstead	4871
Ayres Agency	HEmpstead	8171
Babcock Adv. Agency	BRadshaw 2-	2205
Ted H. Ball	Hollywood	7127
Bass-Luckoff of Hollywood	Hollywood	6857
Ted Bates, Inc.	Hollywood	2161
Batten, Barton, Durstine & Osborn (Hollywood Office)	Hollywood	7337
(Los Angeles Office)	Mlchigan	1354
Benton & Bowles Inc.	Hillside	9151
The Biow Co.	HEmpstead	2377
Botsford Constantine & Gardner	Mlchigan	1427
Brisacher, Van Norden & Staff	Mlchigan	8763
Broadcast Adv.	EXposition	1339
Buchanan & Co. Inc. (Beverly Hills) (Los Angeles)	BRadshaw 2-	1162
Bert Butterworth	MUtual	6316
Campbell-Ewald	Hollywood	7263
The Caples Co.	Richmond	6204
Walter R. Carle	MUtual	4143
Ralph Carson	Hillside	7822
Connors & Co.	Hollywood	8732
Compton Adv. Inc.	HEmpstead	7101
Dancer, Fitzgerald, Sample	Hollywood	8107
D'Arcy Agency	HEmpstead	8166
Dunn-Fenwick & Company	Hollywood	4994
ESB & Associates	DRexel	7305
Wm. Estey & Co.	Hollywood	5827
Fishell, Gardner & Associates	Hillside	2183
Foote, Cone & Belding (Hollywood) (Los Angeles)	FItzroy	2568
John Freiburg & Co.	Hollywood	6265
Garfield & Guild	Mlchigan	7651
General Adv. Agency	Mlchigan	8286
Geyer, Cornell & Newell	DRexel	8131
Glasser-Gailey & Co.	HEmpstead	5129
John Guedel Radio Prods	GRanite	6141
Guggenheim Enterprises	FItzroy	2141
M. C. Hill & Co.	HEmpstead	5186
Hillman-Shane	HEmpstead	4133
Sixson-O'Donnell	GRanite	1582
Honig-Cooper	PROspect	4345
Hollywood Adv. Agency	MUtual	8331
George C. Hoskin Associates	PROspect	5317
Hovey Associates	Hollywood	3636
Jaffe & Jaffe	HEmpstead	4153
W. C. Jeffries Co.	HEmpstead	8983
Kaster, Farrell Chesley & Clifford, Inc.	FItzroy	3104
Raymond Keane	Richmond	0992
Kemmerer, Inc.	Hollywood	8148
Kenyon & Eckhardt	TRinity	2915
William Kester	HEmpstead	6795
J. B. Kiefer	Hillside	8368
Lennon & Mitchell Co.	HEmpstead	5522
Lenz Adv. Agency	EXposition	3153
Billy Leyer	CRestview 1-	7221
Lockwood.Shackelford (Hollywood) (Los Angeles)	Hollywood	3906
McCann-Erickson (Hollywood) (Los Angeles)	SUNset	10585
McKee-Albright	GLadstone	6131
The Mayers Co.	TRinity	9801
Manson-Gold	Hillside	8268
Dan B. Miner	MUtual	1181
Raymond R. Morgan	Hollywood	8363
Needham, Louis & Brobry	Richmond	3101
Mike Newman & Associates	HEmpstead	4194
Paul E. Newman Co.	GRanite	7186
	GLadstone	6793
	DRexel	5303



Remember these winners in '47

► *ABC's key stations are out to beat their record-breaking 1946 national spot sales billings...*

Last year was an exciting year for these ABC stations! The same step-up in national spot billings continued from '45. Figures over a ten months' period show a 21.3% increase in 1946... a clear indication that advertisers who want *more for less* are swinging to ABC.

Added highlights of the year: thanks to ABC programming and Spot Sales representation, American Pacific Network sales jumped 14.5% from 1945...

WMAL, the Washington Star's station in the nation's capital (which ABC Spot Sales represent), showed 22% increase over the past year.

And now ABC Spot Sales will open a new office in Detroit, on January 15, 1947. So you can see the new year will be bigger than ever for ABC. It's gratifying to know we're a "going" concern, but it's even more gratifying to realize that we've made so many new friends this past year. We'll do our level best to justify their confidence in us this coming year and make 1947 a record-breaker!

American Broadcasting Company

ABC KEY STATIONS REPRESENTED BY SPOT SALES OFFICES AT:

NEW YORK
33 West 42nd St.

CHICAGO
Civic Opera Bldg.

SAN FRANCISCO
155 Montgomery St.

LOS ANGELES
1440 N. Highland Ave.

DETROIT
Stroh Bldg.

IMPORTANT NUMBERS IN LOS ANGELES

Frank Oxarart Co.	EXposition	4191
Pacific Coast Adv.	HEmpstead	5186
Pardee Cash & Associates	HOLLYWOOD	7201
Pedlar & Ryan, Inc.	Gladstone	1630
Porter & Associates	HOLLYWOOD	1488
Potts-Turnbull Co.	MUTual	6189
Ralph L. Power	MUTual	5277
Radio Sales	HOLLYWOOD	1212
Robert B. Raisbeck	HOLLYWOOD	4173
L. W. Ramsey Co.	HOLLYWOOD	3523
Frank Roche Associates	HOLLYWOOD	5363
A. James Rouse Co.	BRadshaw	2-1772
Ross, Gardner & White	DRexel	7211
Ruthrauff & Ryan	Hillside	7593
Ross Sawyer	WEBster	6275
Schalts Adv. Service	Michigan	2396
Russell M. Seeds Co.	HEmpstead	5186
Michael Shore	GRanite	1138
Dean Simmons	OLympic	7002
Smith, Buff & McCreery	HEmpstead	5671
Ralf M. Spangler	HEmpstead	5129
Barton A. Stebbins	TRinity	8821
Suder Culbreth Co.	TRinity	0709
Arthur W. Stowe	DRexel	8138
T. Walter Thompson Co. (Hollywood)	Hillside	7241
(Los Angeles)	MADison	2661
Thorsen-Hardin	Hillside	7147
The Tullis Co. (Los Angeles)	MUTual	6361
(Hollywood)	HOLLYWOOD	2701
Louis Victor	GRanite	5673
Ward Wheelock Co.	Hillside	9221
Warwick-Legler, Inc.	HEmpstead	8163
R. W. Webster	TRinity	2153
Adolphe Wendland & Associates	Fltzroy	2568
Paul Winans	Michigan	3884
Wooley & Roman	HOLLYWOOD	8217
Young & Rubicam	HOLLYWOOD	2734

Program Producers and Transcription and Recording Companies

Air-Check Co.	Gladstone	2189
All Star Radio Prods.	GRanite	6196
Allied Mfg. Co.	HOLLYWOOD	5107
American Broadcasting Co.	Hillside	8231
Argonaut Productions, Inc.	GRanite	9703
Associated Recorded Program Service	HOLLYWOOD	8313
Associated Studios Broadcasting and Recording	Hillside	0191
Audio Products Co.	CHARleston	6-7477
Walter Biddick Co.	Richmond	6184
Anson Bond Prods	CRestview	5-6151
Eddie Bracken Radio Prods	CRestview	5-1116
Bride & Groom	DRexel	4391
Howard C. Brown	HOLLYWOOD	6045
Smiley Burnette Rancho Records	SUnset	1-1437
The Cardinal Company	HEmpstead	1177
Capitol Transcriptions	HOLLYWOOD	8171
Edmund L. Cashman	GRanite	8332
C. & F. Radio Prods.	GRanite	3171
Cinesound	Gladstone	0158
Leslie Clucas	HOLLYWOOD	5111
Coleman-Maxwell-Stanley Prods.	HOLLYWOOD	4464
Command Radio Productions, Inc.	GRanite	7450
Columbia Recording Company	GRanite	4134
Columbia Pacific Network	HOLLYWOOD	1212
Continental Radio and Television Productions	HEmpstead	8171
Commercial Radio Prods.	Gladstone	2915
Consolidated Broadcasting	WALnut	5322
Frank Cooper	HOLLYWOOD	3737
Patrick Michael Cunning	Hillside	5915
Joan Davis Enterprises	CRestview	1-7249
Decca Recording Division	HOLLYWOOD	5191
Ken Dolan & Co.	HOLLYWOOD	3558
Hobart Donovan	HEmpstead	4290
Draesemer, Isabelle	Hillside	1782
Dudley & Runions	Gladstone	0024
Eccles Disc Recordings	Hillside	8351
Eight-to-the-bar-Ranch	CRestview	6-3193
Electro-Vox Recording Studios	Gladstone	2189
F. W. Ferrin Company	HOLLYWOOD	3628
Arthur W. Field Radio Prods.	HEmpstead	6879
Edward Forman Radio Prods.	HEmpstead	7648
S. Clark Fulks	NOrmandie	2-0234

Galaxy Prods.	HEmpstead	6879
Grace Gibson	GRanite	5543
Ted Gifford	Richmond	9587
Goddard Radio Prods.	EXposition	3882
Robert Gordon & Co.	YORke	8111
John Guedel Radio Prods.	HEmpstead	5186
Hispano Broadcasting	Michigan	4433
Hollywood Music Recording Studios	HEmpstead	5407
Tom Hubbard & Associates	HEmpstead	2339
International Artists, Inc.	HOLLYWOOD	9718
International Recording Studios	HOLLYWOOD	7391
Harry Jacobs Prods.	CRestview	5-2871
Sam Kerner, Inc.	Hillside	7239
Keystone Broadcasting Systems	HOLLYWOOD	5338
Arthur Kurlan	YORke	7101
Lou Levy	CRestview	6-3193
Kennet Long	Hillside	0191
Life of Riley Prods.	Hillside	0963
C. P. MacGregor	Fltzroy	4191
Haven MacQuarrie	CRestview	6-7162
Marshall-More, Inc.	HEmpstead	1354
Master Theatre Radio Prods.	BRadshaw	2-4070
Masterson-Reddy-Nelson	DRexel	4391
Hampton Mauvais	HEmpstead	1177
Allan Meltzer, Inc.	CRestview	6-4134
Les Mitchel Prods, Inc.	CRestview	1-5275
Thos. Moody & Associates	Fairfax	1127
Raymond R. Morgan	HEmpstead	4194
Music City-Glenn Wallich	HOLLYWOOD	8211
NBC Radio-Recording Division	HOLLYWOOD	6161
Nyani Radio Productions	GRanite	1551
On-The-Air, Inc.	GRanite	3191
B. D. Prager	Gladstone	5013
Puett, Lampson & Puett	HEmpstead	8443
Precision Recording Co.	WALnut	8219
Radio Corp. of America		
RCA Victor Division	Hillside	5171
Radio Producers of Hollywood	HOLLYWOOD	6506
Rec-Art Studio	PROspect	9232
Radio & Television Arts Academy	EXposition	9395
Rancho Records (Smiley Burnette)	SUnset	1-1437
Radio Transcription Co. of America	HOLLYWOOD	8318
Jack Rourke Prods.	GRanite	1950
James L. Saphier	CRestview	1-7231
Saint Enterprises, Inc.	BRadshaw	2-3810
Six Thousand Sunset Radio Center	HEmpstead	6811
Sound Services Inc.	HEmpstead	1136
Stage No. 8	Hillside	5915
Stanley, Kramer, Lyon	HEmpstead	4853
Standard Broadcasting Co.	HOLLYWOOD	6908
Standard Radio, Inc.	Hillside	0188
Studio & Artists Records	Hillside	8241
Swart-Carter	HEmpstead	1337
Telecomics, Inc.	Gladstone	2591
Telefilms, Inc.	HOLLYWOOD	7205
Teleways Radio Productions, Inc.	CRestview	6-7238
Trans-World Prods.	HEmpstead	2901
Truth & Consequences	HOLLYWOOD	2901
Twentieth Century Recordings, Inc.	Hillside	9947
Twentieth Century Records, Inc.	GRanite	5191
Universal Radio Prods. of Hollywood, Inc.	HOLLYWOOD	8282
Universal Radio Prods.	CRestview	1-5275
Valle Votra, Inc.	Hillside	8161
Vinson, Owen & Co.	NOrmandie	1-0654
Voice of Prophecy, Inc.	CHapman	5-2349
S. M. Williams	HOLLYWOOD	1568
Woodworth-White	CRestview	6-7055
World Broadcasting System	HOLLYWOOD	6321
Wright Carter Radio-Television Prods.	HOLLYWOOD	3636
Frederick W. Ziv Co.	HEmpstead	3248

Radio Artists Agencies

Larry Allen, The	HEmpstead	0421
American Federation of Radio Artists	Hillside	5125
Berg-Allenberg	CRestview	6-3131
Herman Bernie	CRestview	5-0117
Phil Bloom	CRestview	1-3353
Flo Brown-Jan Grippio	HEmpstead	4879
Ralph Blum	CRestview	6-6909
Sue Carol & Associates	CRestview	1-8151
William B. Charney	HOLLYWOOD	1131
Hallam Cooley	CRestview	5-6161
Everett N. Crosby Ltd.	CRestview	1-1171
Ken Dolan & Company	HOLLYWOOD	3553
Donaldson-Middleton	CRestview	1-5181

*it seems
only
yesterday...*

THE NYLON LINE



TODAY—WE'RE BACK TO SELLING

Only yesterday they stood in line . . . triumphant if they could carry home a pair or two of nylons. Today, they look at gauge and denier and color. Today they look at brands. And not in nylons alone, but in *more and more kinds* of consumer products.

That's why we're back to advertising for sales' sake — to advertising that delivers the most coverage and impact for each dollar invested.

In network radio, the medium which delivers the most for the dollar is

Mutual—in coverage and cost per 1000.

Mutual's daytime coverage is over 28,750,000 — 84% of U.S. radio homes. Mutual does a great job in the major metropolitan areas and is dominant in more "one-station markets" than all other networks combined.

Mutual reaches and sells people where they live and earn and buy. That's why when you're buying to sell — Mutual is your best network buy. Ask for our story—"more for your advertising dollar."

YOUR BEST BUY TO SELL IS MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

**IMPORTANT PHONE
NUMBERS IN
Los Angeles**

E. A. Dupont Agency.....	CRestview	6-4168
Harry E. Edington.....	CRestview	1-6239
Maren Elwood.....	Hempstead	9810
Famous Artists Corp.....	CRestview	1-5222
George Frank, Inc.....	Hillside	3188
Frederick Bros. Agency, Inc.....	CRestview	1-6244
Charles Garland.....	CRestview	1-7357
Bruce Gear.....	CRestview	5-3035
General Artists Corp.....	CRestview	1-8101
Nat Goldstone.....	CRestview	6-1071
Mitchell Hamilburg.....	CRestview	1-5108
Walter Herzbrun.....	CRestview	6-4157
Lou Irwin.....	CRestview	1-7131
Sam Jaffe.....	CRestview	6-6121
Walter Kane.....	CRestview	6-2396
Sam Kerner.....	Hillside	7239
M. C. Levee.....	CRestview	1-5781
A. & S. Lyons, Inc.....	CRestview	1-6131
MacQuarrie.....	CRestview	6-7162
Reg. D. Marshall.....	Hollywood	8238
John Mashio.....	CRestview	6-7015
MCA Artists, Ltd.....	CRestview	6-2001
Monter-Gray.....	CRestview	1-1191
Wm. Morris Agency.....	CRestview	1-6161
National Concert & Artists Corp.....	CRestview	1-7121
Orsatti Agency.....	CRestview	6-6241
Polan & Rosenberg.....	CRestview	6-4900
Art Rush, Inc.....	Hillside	5161
Louis Rantz.....	CRestview	6-1071
Harold Rose.....	CRestview	6-7049
Salkow Agency.....	CRestview	1-9134
David S. Samuels.....	G.Ranite	3693
James L. Saphier.....	CRestview	1-7231
Philip M. Schiefer.....	CRestview	5-2844
Melville A. Shauer.....	CRestview	1-1103
Edward Sherman.....	CRestview	5-0186
Louis Shurr.....	CRestview	1-1116
Arthur Silber-Ray Cooper.....	Hillside	7219
The Small Co.....	Hollywood	2722
E. T. Somlyo.....	CRestview	6-2042
Stanley-Kramer-Lyon.....	Hempstead	4853
Frank Stempel.....	CRestview	1-5121
John A. Stewart.....	Yorke	7191
Samuel H. Stiefel.....	CRestview	1-5691
Ullman-Gertz.....	CRestview	1-5669
Rudy Vallee Presents.....	Hillside	8161
Frank W. Vincent.....	CRestview	6-2042
A. George Volck.....	CRestview	6-3121
Charles Wendeling.....	CRestview	6-2348
Daniel M. Winkler.....	CRestview	1-7244
Wooley & Gwynn.....	Hillside	6828
Bill Woolfenden.....	CRestview	1-6244

Publications

Broadcasting Publications.....	Gladstone	7353
Contact Book.....	Hillside	9211
Hollywood Reporter.....	Hillside	7411
RADIO DAILY	G.Ranite	6607
Radio Life.....	Hempstead	2025
Radio Artists Directory.....	Hillside	0101
Radio News (Pasadena).....	Sycamore	3-8139
(Radio Writers Guild).....	Gladstone	7128
Radio News Magazine.....	Tucker	9213
Radio-Television News.....	Hillside	7131
Variety.....	Hollywood	1141

Hotels

Ambassador.....	DRexel	7011
Bel Air.....	ARizona	9-3793
Beverly Hills.....	CRestview	1-8131
Beverly Wilshire.....	CRestview	6-7111
Billmore.....	Michigan	1011
Drake.....	Hollywood	2241
Garden of Allah.....	Hollywood	3581
Hollywood Hotel.....	Hempstead	4181
Hollywood Knickerbocker.....	Gladstone	3171
Hollywood Plaza.....	Gladstone	1131
Ravenswood Apt. Hotel.....	Hollywood	5391
Roosevelt.....	Hollywood	2442
The Town House.....	EXposition	1234

**IMPORTANT RADIO AND GOVERN-
MENT 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
Securities & Exchange Commission.....	DiStrict	3633
National Labor Relations Board.....	NAtional	9716
Wage & Hour Administration.....	EXecutive	2420
Social Security Board.....	EXecutive	6500
Supreme Court of the U.S.....	EXecutive	1640
D. C. Court of Appeals.....	REpublic	3811
U. S. District Court (for D. C.).....	DiStrict	2854
Capitol (Senate and House).....	NAtional	3120
Radio Script & Transcription Exchange, Extension 2225.....	REpublic	1820
Bureau of Census.....	DiStrict	2200

Non-Governmental

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

Radio Stations

WINX.....	REpublic	8000
WTOP.....	MEtropolitan	3200
WMAL.....	NAtional	5400
WOL.....	MEtropolitan	0010
WRC.....	REpublic	4000
WWDC.....	NAtional	7203

Hotels

Carleton Hotel.....	MEtropolitan	2626
Mayflower Hotel.....	DiStrict	3008
Raleigh Hotel.....	NAtional	3810
Shoreham Hotel.....	ADams	0700
Statter 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	6500
Union Station.....	EXecutive	7900

Penny Singleton

"BLONDIE"

Sundays

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

4:30 P.M. (P.S.T.)

CBS

AFN—STILL BUILDING MORALE

By **BILL MURRAY**, *New Chief, American Forces Network*

THE portly gentleman who was Bishop of Mainz, Germany, in the fourteenth century, commissioned his workmen to build him a strong castle—one that would last beyond his lifetime. But neither the Bishop nor any of the slaves who lifted the huge blocks into place six hundred years ago dreamed that the great castle would last long enough to become, in the twentieth century, the nerve center of one of the most powerful American radio networks in the world. But that is what it is today—the Bishop's castle along the River Main, just outside Frankfurt, is the key station and headquarters for the American Forces Network, bringing American radio personalities and American music to the men and women who make up the occupation forces in Germany.

From the ancient stone tower rising high above the slow German river are beamed American voices, twenty hours of every day. The crooning of Bing Crosby, the trumpet-wooding of Harry James, the sock of a bat against a ball in Yankee Stadium, and the solemn pronouncements of Harry S. Truman are carried from the castle in Frankfurt, and the other stations of the network, to all the Americans, in uniform and out, who are staying in Europe to see that the peace is secure. Through its powerful transmitters, AFN is heard by other peoples, also—in England, Ireland, Sweden, France, and Africa. Some of the programs, notably news coverage, are picked up and re-broadcast by smaller networks in Austria and in Italy. Request letters have come from as far away as Texas and China.

The American Forces Network is operated in Germany by the U. S. Army, and the men and women who staff the stations are soldiers, WACs, and War Department civilians. The parent organization is Armed Forces Radio Service, which operates a network also in Japan.

The project started the fourth of July, 1943, with a few small stations in England. Dozens of transmitters amplified the signals throughout the U.K. And when the Yanks landed on the continent in June of the next year, AFN announcers and engineers took over mobile broadcasting units and boxes of discs bearing

labels like "Jack Benny Show, half-hour" and "Music by Glenn Miller, quarter hour." And in the lulls between battles, American soldiers heard the encouraging words: "You are listening to the American Forces Network, United States Army."

Mobile units were attached to the First, Third, Ninth and Seventh Armies. As soon as possible in each area, AFN then set up studios and began live shows to supplement the AFRS discs. Newscasts kept the men informed on what was happening on other fronts, what was going on back home, what the world was thinking about, what songs the folks in Wisconsin were singing.

Then, as today, most of the broadcasting day was made up from platters pressed in the United States. This unquestionably vital morale-building project was made possible through the generous co-operation of the men and women who were keeping radio alive here in the U. S. Sponsors of coast-to-coast shows employing millions of dollars worth of talent agreed to let the Army record their broadcasts and ship them overseas, completely de-commercialized. Any mention of the sponsor's product, whether spot-announced or worked into a gag shot in comedy routine, had to be deleted, because the Army was not in commercial business. But the sponsors and the stars had the deep satisfaction of knowing they, too, were helping America to win.

By V-J Day, the network reached its peak of strength, with sixty-four stations scattered throughout Europe, and with a personnel roster of more than five-hundred men and women of the Army and the Navy. Since then, the operation has gradually been consolidated. Today, it consists of four big permanent stations, all in Germany—but by way of its powerful short-wave service, in addition to the regular medium-wave, it reaches as great, if not greater, an audience than ever before. Two of the transmitters are 100-thousand watts each.

The old castle of the Bishop of Mainz, just outside Frankfurt, houses the main studios and administrative offices of the network. There also is the AFN News Bureau, with a staff of a dozen newsmen who keep their listeners informed on

up-to-the-minute developments in U. S. politics, labor, sports, and entertainment, as well as in European and world news. Once each night, correspondents broadcast also from each of the other stations of the net in Berlin, Munich-Stuttgart and Bremen. Newsmen, announcers, writers, producers, spinners, engineers, actors, and administrative personnel bring the staff

side stations carry only programs of their own net AFN carries all the best programs of all the American networks.

The various stations of the network supplement AFRS discs with live dramatic productions of their own local disc-jockey shows, mike interviews with visiting celebrities, and special sports and news broadcasts. AFN special events men cov-



Headquarters of the AFN in Germany

in Frankfurt to well over one hundred men and women. The other stations have smaller staffs, but each contributes a share of programs to the entire net.

•
Most popular of the programs broadcast by AFN are the music, drama, and comedy shows that make top-notch radio entertainment in America. Through AFRS, AFN gets the cream of American radio entertainment. Discussion programs, provided they have a practical application to American life, have a wide listening audience. And the day's schedule reads much like that of any big station in the States with this exception: whereas state-

ered the recent Nuremberg trials, from a special booth in the courtroom, and broadcast direct the reading of the verdicts against Goering and his fellow-criminals, as well as the sentencing. Such happenings as the Peace Conference in Paris and the U-N meetings in London were covered by newscasters for the net.

•
The American Forces Network has come a long way since the first words went out from London on Independence Day, 1943. Experienced civilians now work side by side in the studios with the soldiers, and except for the flash of uniforms among the civilians in mufti.



One Hour of Charm
SUNDAY AT 00:00 P.M.
WAAA 0000
ON YOUR DIAL
CBS NETWORK



Issues of the day on

EVERY FRIDAY AT 00:00 P.M. ON
"American School of the Air"
WAAA
0000 on your dial
CBS NETWORK

TAKES OVER AGAIN
THE ALL-AMERICAN MAYOR

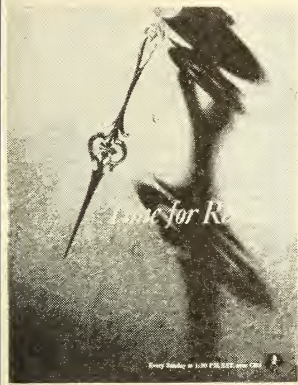
TENIGHT 00:00 P.M.
VOX POP
The Show That Travels America!



with Parks Johnson and Warren Hull
WAAA 0000
ON YOUR DIAL
CBS NETWORK



AB
RA



It all helps...

PEOPLE'S PLATFORM

...ck the door and
...ion to...
INNER SANCTUM
now heard
Every Monday at 0000
WAAA
0000 on your dial
CBS NETWORK



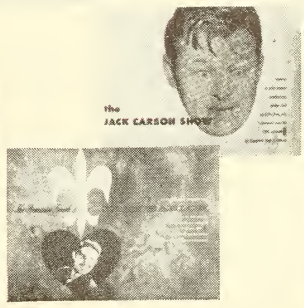
Today's world
...is exciting drama
EVERY MONDAY AT 00:00 P.M. ON
"American School of the Air"
WAAA 0000
ON YOUR DIAL
CBS NETWORK

SILVER THEATER
CONRAD WIGEL
Richard and Conrad Wigil
CONRAD WIGEL CONDUCTOR
EVERY MONDAY AT 00:00 P.M. ON
"American School of the Air"

The FBI in Peace and War



THE
ACADEMY
AWARD
THEATRE



Phone
Agan
Finnegan



YOUR OLD FRIENDS ARE BACK

IT
PAYS
TO
BE
IGNORANT



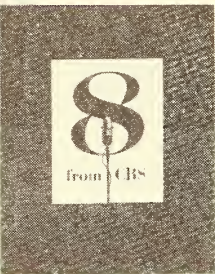
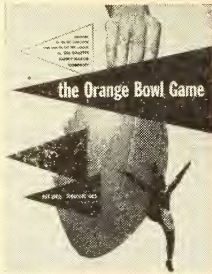
Information
PLEASE

Cresta Blanca

presents the exciting new radio hit

"HOLLYWOOD
PLAYERS"

TUESDAY 12:30 P.M. 1948 OVER 800

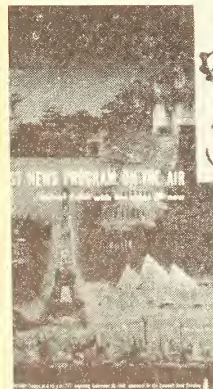
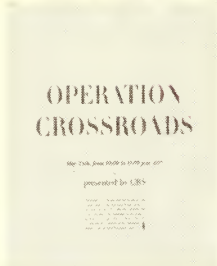
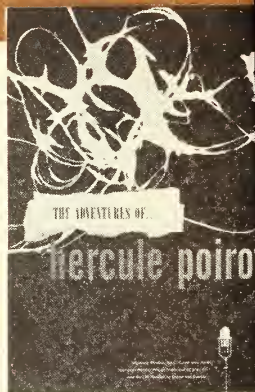
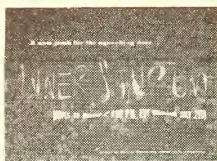


Framing these four pages is a fractional picture of the promotional effort which Columbia puts behind the multitude of programs it broadcasts each week. It is a picture you have probably never seen before since it comes from behind the scenes. It is a phase of the vast complex of supporting network service that emerges finally as a radio program.

What you see is a portion of the 150 working kits that go out annually as advance agents to the network's 164 owned and affiliated stations. These

kits contain the staggering total of 24,000 mats of newspaper advertisements; 190,000 local announcements; 100,000 photographs and biographies of radio performers; 7500 recordings giving listeners a foretaste of the programs to come.

We picture them here because they symbolize swiftly and dramatically the character of Columbia's continuing service to its listeners, its stations and its advertisers. In terms of volume, variety and quality, this service is unmatched among broad-





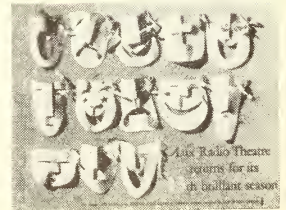
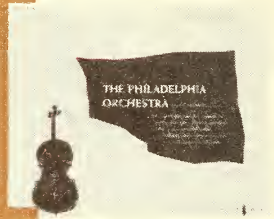
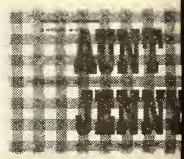
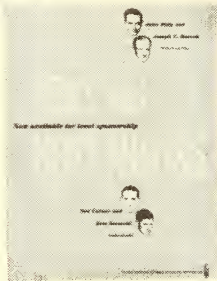
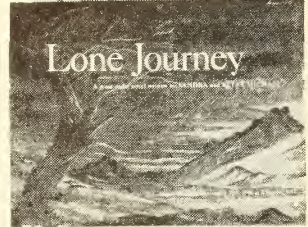
casters. Over a period of 19 years the network has developed research techniques and facilities which have become the working models for the industry. These techniques furnish the advertiser, for example, with the most comprehensive information about his audience—who they are, where they live, when and how much they listen... Similarly, Columbia provides an equivalent service for its

stations. And through its extensive press information activities, it builds increasing public interest in its programs and performers.

All of it helps. It helps the listener to select his radio fare more intelligently and thereby helps the station he is listening to. It tells the advertiser whom he is talking to and how they respond. What is more important, it helps make better radio.

COLUMBIA BROADCASTING SYSTEM

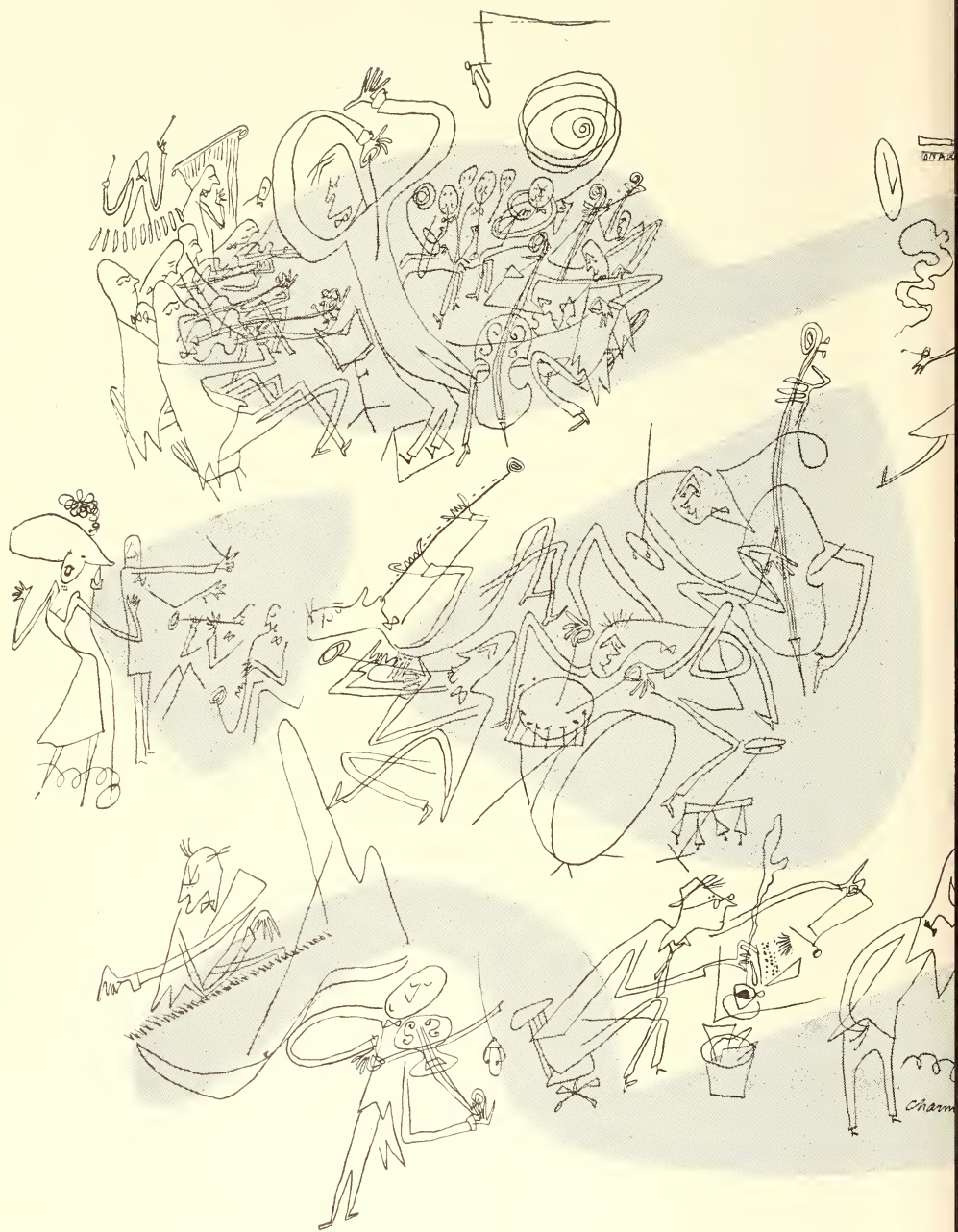






FACSIMILE PREVIEWED

Facsimile stepped into the communications limelight at a luncheon meeting of the Advertising Club of New York on September 18, 1946, when 300 copies of the front page of Radio Daily were transmitted from the WOR-FM station to the club quarters. Eugene S. Thomas, president of the club, Theodore Streibert, president of WOR and John V. L. Hogan, president of Radio Inventions, Inc. (left to right), participated in the fax preview.





NBC Package Programs

Available for Sponsorship

The National Broadcasting Company offers to advertisers a complete package program service.

The unsurpassed production facilities of the nation's Number One Network are available for the creation of programs especially adapted to the requirements of the individual sponsor.

Programs now ready for sale include several which have already established substantial audiences, assuring listener acceptance from the very beginning of sponsorship.

Every type of program, from symphonic music to children's shows, is included in the list of available offerings. This wide and flexible range of material contains appeal to all groups of listeners. And NBC is prepared to build special programs to meet specific advertising problems.

Astute advertisers will call the NBC's Sales Department without delay.

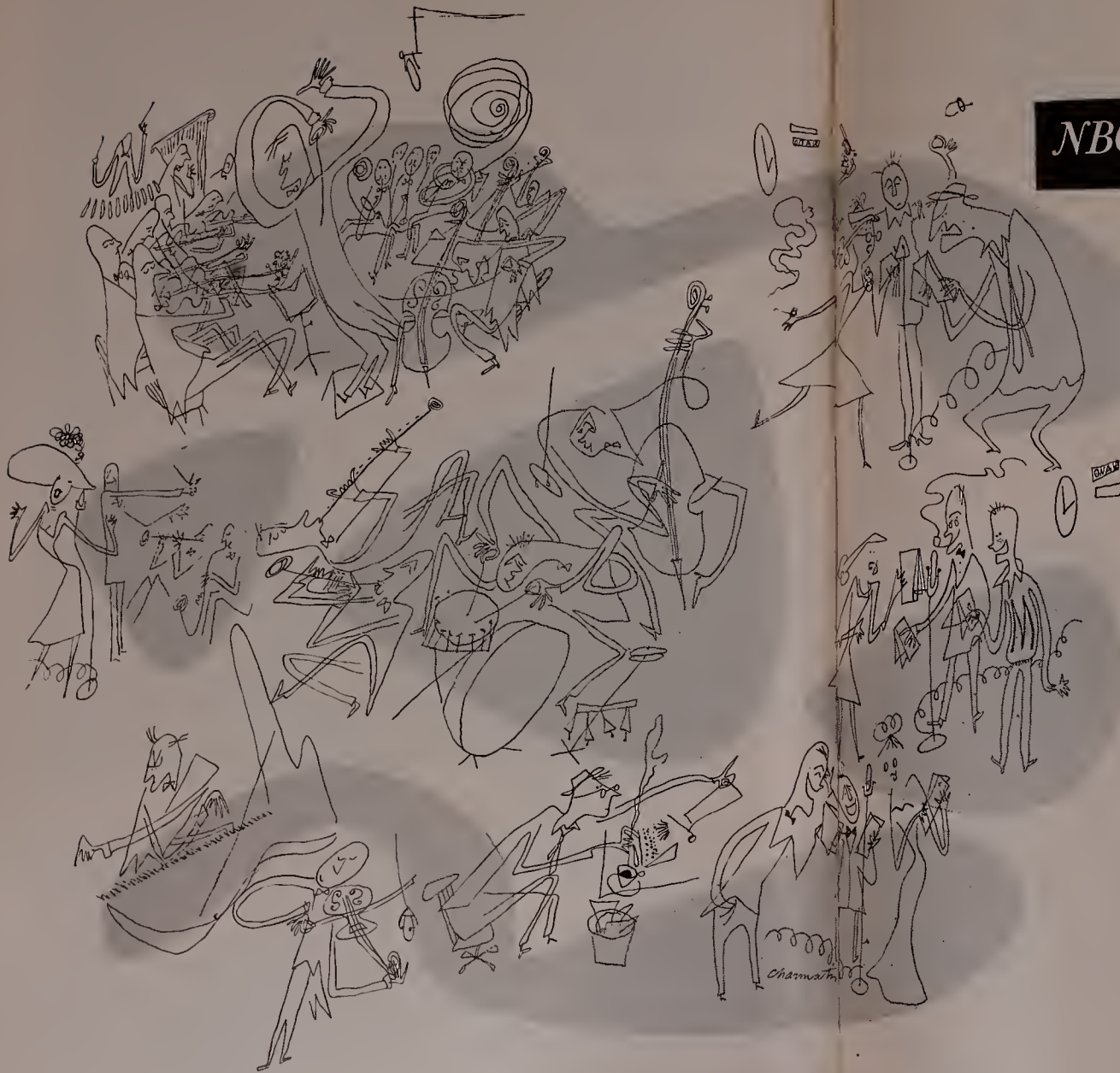
AMERICA'S NO. 1 NETWORK

National Broadcasting Company



A Service of Radio Corporation of America





NBC Package Programs

Available for Sponsorship

The National Broadcasting Company offers to advertisers a complete package program service.

The unsurpassed production facilities of the nation's Number One Network are available for the creation of programs especially adapted to the requirements of the individual sponsor.

Programs now ready for sale include several which have already established substantial audiences, assuring listener acceptance from the very beginning of sponsorship.

Every type of program, from symphonic music to children's shows, is included in the list of available offerings. This wide and flexible range of material contains appeal to all groups of listeners. And NBC is prepared to build special programs to meet specific advertising problems.

Astute advertisers will call the NBC's Sales Department without delay.

AMERICA'S NO. 1 NETWORK

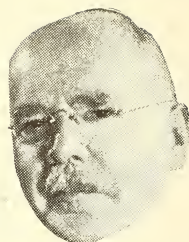
National Broadcasting Company



A Service of Radio Corporation of America

NBC Cooperative Programs

*Available for
Local Sponsorship*



KALTENBORN EDITS THE NEWS

7:45 to 8 p.m., New York time, Mon., Wed. and Fri.

H. V. Kaltenborn, Dean of Commentators, began his first series of weekly current events talks over WEAJ in 1924. Today his name is a household word throughout the United States. In radio news reporting, H. V. Kaltenborn has been, now is, and long will be tops.



ROBERT McCORMICK

1:45 to 2 p.m., New York time, Monday through Friday.

Robert McCormick began his career as a Washington newsman 16 years ago. His knowledge of capital affairs was gained during depression, New Deal years, war, and troubled peace. He enjoys official entry into the White House, and is at home in the State Department and in the offices of politicians, statesmen and legislators.



HARKNESS OF WASHINGTON

11:15 to 11:30 p.m., New York time, Monday through Friday.

Richard Harkness is a radio reporter who goes out and gets the news firsthand. He digs out facts and tells about the people behind those facts. Straight objective reporting and honest, uncolored interpretations make him outstanding among Washington newsmen. He knows Congress, the White House, and the State Department inside out.

AMERICA'S No. 1 NETWORK



WORLD NEWS ROUNDUP with James Stevenson

8 to 8:30 a.m., New York time, Monday through Saturday.

NBC's entire world-wide staff of reporters and correspondents is continuously on call to bring spot news to the WORLD NEWS ROUNDUP. James Stevenson, veteran commentator and overseas observer co-ordinates the program from the New York newsroom.



WORLD NEWS ROUNDUP with John MacVane

9 to 9:15 a.m., New York time, Sunday.

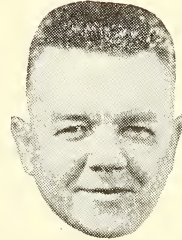
John MacVane, who takes over the Sunday stanza of WORLD NEWS ROUNDUP, was the first and only newsman on the Dieppe raid, the first radio reporter in Tunis and Paris. He is the only network correspondent permanently assigned full time to cover the United Nations.



NEWS OF THE WORLD with Morgan Beatty

7:15 to 7:30 p.m., New York time, Tuesday and Thursday.

In preparing material for his NEWS OF THE WORLD broadcasts, Morgan Beatty is able to draw liberally on his extensive knowledge gained through years of traveling and reporting. His commentary from the NBC newsroom is augmented by on-the-scene reports from NBC's seasoned news experts stationed throughout the world.



VETERANS' ADVISER, Lt. Comdr. Ty Krum

1:30 to 1:45 p.m., New York time, Saturday.

Commander Ty Krum, formerly of Navy Public Relations and Newsweek Magazine. His broadcasts bring to veterans the latest developments and rulings on veterans' legislation. The advantages to advertisers in identifying themselves with the VETERANS' ADVISER need no emphasis.



A Service of
Radio Corporation of America

...the National Broadcasting Company



THE UP TO THE MINUTE MAN*

Spotlight On America-M. C. — 10 P.M., Fridays, MBS

"Did Justice Triumph?"-M. C. — 10 P.M., Wed., MBS

Up To The Minute News— 1 P.M., Mon.-Fri., MBS
6 P.M., Mon.-Sat., WOR

News With George Carson Putnam—Sunday
8:30—10—11 A.M.

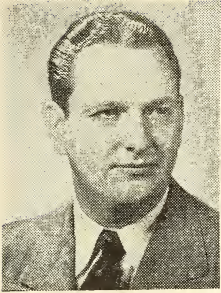
2:30—8:45 P.M., Mutual-WOR

**"That's the up-to-the-minute news; up to the minute, that's all the news."*

GEORGE CARSON PUTNAM

WHAT'S WRONG WITH TELE?

By LEONARD F. CRAMER, Executive V.P., Allen B. Du Mont Lab. Inc.



Leonard F. Cramer

WHEN will television become a commercial reality? When will television become self-supporting, like radio? And why is it that the industry is still crawling feebly when it should be walking upright?

The answer to all three questions is the chaos and disorganized thinking within the industry itself. All are in agreement with the obvious conclusion that television is destined to become a great industry. But there agreement ends. Unity among those responsible for the success of television is conspicuous by its absence. And industry leadership is non-existent.

Why does this condition exist? Because with the exception of a few zealous pioneers, each exploiting its own plans, no strong industry front has been developed. I am not depreciating the well-intentioned efforts of the Television Broadcasters Association nor the American Television Society, but I must point out that it takes more than the formation of a society or association to accomplish the objectives and purposes set forth in its articles of incorporation. Their weaknesses lie in the fact that their members are influenced by the policies and self-interest of the companies they represent rather than the vital interests of the industry as a whole.

Generally, the television industry is considered to be one of the future which will provide profits to currently profitable industries which through their similarity feel they have a preferential right and a duty to take over at the propitious moment if and when it arrives. Meanwhile, they wait on the side lines, contributing nothing substantial to television.

Why has the propitious moment not arrived? Certainly not because of any technical imperfection in the state of the art.

Certainly not because of any shortcomings in television as an advertising medium. In fact, there is hardly a person connected with the advertising business who does not recognize the tremendous potentialities of television as an advertising medium. Going further, I would say they recognize its present immediate power, even if there were to be no further improvements in the art. One of the largest durable goods manufacturers in the country, a longheaded, farseeing business executive, is authority for the statement that television is the first advertising medium in our history really designed to sell durable goods effectively.

It is an obvious fact that the success of television will mean a decline in the very industries which seem to be charged with the responsibility of making television successful. We need only to look at the commercial potential of television as it has already been proved in a small way to know that as the public buy receivers they will listen to the radio less and less.

Who would listen to a boxing match on the radio if he were able to follow the blow-by-blow progress of the bout on television? This thought certainly does not tend to spark the enthusiasm of the successful radio broadcaster for television. To the motion picture industry, television is a threat of unknown proportions, and to what extent it will have an effect on box-office receipts is a matter not to be dismissed lightly. This same fear, however, existed in the early days of radio but time proved it to be without foundation. In a lesser degree perhaps, television may have an effect on the legitimate theater.

Generally speaking, no one, with perhaps a few well known exceptions is deliberately plotting to stop television, but the effect of doing nothing to help it adds up to about the same result.

This is television's third swing at the ball in addition to several foul tips, which only count as one strike. If we don't hit the television ball out of the park this time the boys who have been backing the show may head for the showers.

For Television Complete—Please Turn To Page 985

IN THE AIR

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

ON THE AIR

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

BENRUS
Official Watch of Famous Airlines

Non-Commercial Educational Outlets

As Listed By The Federal Communications Commission, Jan. 1, 1947

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Mc)</i>	<i>Power Emission</i>
Board of Education, City of Buffalo, Buffalo, N. Y.....	WCAH	42.9	1 kw Special (C. P. only)
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42.5	1 kw Special
Board of Education, City of New York, Brooklyn, N. Y.....	WNYE	42.1	1 kw Special
The Board of Education of Newark in the County of Essex Newark, N. J.....	WBGO	To be as- signed	1 kw Special (C. P. only)
Board of Education of the San Francisco Unified School District, San Francisco, Calif.....	KALW	42.1	1 kw Special
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	42.5	1 kw Special
The Regents of University of Michigan, Ann Arbor, Mich.....	WATX	42.1	50 kw Special
School District of Kansas City, Mo. Kansas City, Mo.....	KICR	To be as- signed by Chief En- gineer	1 kw Special (C. P. only)
The State University of Iowa Iowa City, Iowa.....	KSUI	42.7	1 kw Special (C. P. only)
University of Illinois, Urbana, Ill.	WIUC	42.9	250 w Special
University of Kentucky, Lexington, Ky.	WBKY	42.9	500 w Special
University of Southern California, Los Angeles, Calif.....	KUSC	42.9	1 kw Special (C. P. only)
Columbia University, New York, N. Y.....	WCUV	To be assigned	20 kw Special (C. P. only)



"HOLLYWOOD PLAYERS"



PAULETTE GODDARD



JOHN GARFIELD



CLAUDETTE COLBERT



GREGORY PECK



BETTE DAVIS



JOAN FONTAINE



JOSEPH COTTEN



GENE KELLY

Thanks to all the radio stations of the Columbia Broadcasting System that are giving such great promotional support to the Cresta Blanca *Hollywood Players*. We trust that you will continue to give us your fine cooperation in building larger radio audiences for our outstanding dramatic program.



EVERY WEDNESDAY EVENING
OVER CBS... *presented by*

CRESTA BLANCA WINES

COPYRIGHT 1947, CRESTA BLANCA WINE CO., INC., LIVERMORE, CALIFORNIA

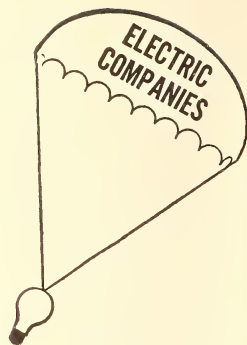
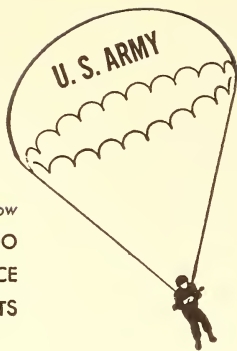
. . . **EDUCATIONAL OUTLETS** . . .

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Mc)</i>	<i>Power Emission</i>
State University of Oklahoma, Norman, Okla.	KOKU	To be assigned	4.4 kw Special (C. P. only)
Board of Supervisors of Louisiana State University and Agricultural and Mechanical College, Baton Rouge, La.....	WLSU	To be assigned	5 kw Special (C. P. only)
Oklahoma Agricultural and Mechanical College, Stillwater, Okla....	KOAG	To be assigned	35.6 kw. Special (C. P. only)
Board of Education of the School District of the City of Detroit, Detroit, Mich.	To be assigned	To be assigned	2.6 kw Special (C. P. only)
State of Wisconsin State Radio Council, Madison, Wis. (T-Madison)	To be assigned	To be assigned	9.3 kw Special (C. P. only)
State of Wisconsin State Radio Council, Madison, Wis. (T-Delafield)	To be assigned	To be assigned	31.1 kw Special (C. P. only)
Sacramento City Unified School District, Sacramento, Calif.....	To be assigned	To be assigned	To be assigned (C. P. only)
The Independent School District of the City of El Paso, El Paso, Tex.....	To be assigned	To be assigned	To be assigned (C. P. only)
College of the Pacific, Stockton, Calif.	To be assigned	To be assigned	To be assigned (C. P. only)
Grant Union High School and Teachers College, Sacramento, Calif.....	To be assigned	To be assigned	To be assigned (C. P. only)
School District 4, Lane County, Ore.....	To be assigned	To be assigned	To be assigned (C. P. only)
Board of Education, Sewanhaka High School, Floral Park, Ill.....	To be assigned	To be assigned	To be assigned (C. P. only)
Providence Bible Institute, Providence, R. I.....	To be assigned	To be assigned	To be assigned (C. P. only)

NON-COMMERCIAL TELEVISION OUTLETS

Iowa State College of Agriculture and Mechanical Arts, Ames, Iowa.....	To be assigned	Channel 4	13 kw 10.4 kw	Visual Aural
---	----------------	-----------	------------------	-----------------

SOUND OFF—with Mark Warnow
 GUY LOMBARDO
 WARRIORS OF PEACE
 FOOTBALL BROADCASTS

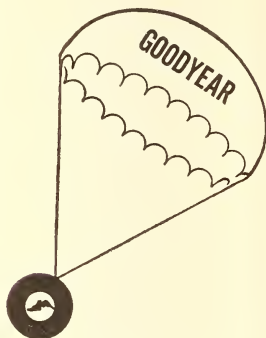


HOUR OF CHARM
 Phil Spitalny and the
 All-Girl Chorus and Orchestra



THE
 REXALL DRUG RADIO SHOW
 starring Jimmy Durante
 and Garry Moore

they're ayer-borne!



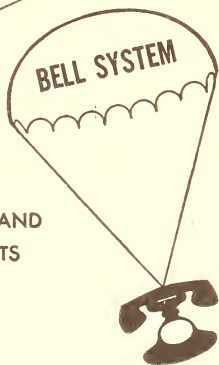
GOODYEAR FOOTBALL
 TELECASTS



HIRES SUNDAY PARTY
 Phil Hanna, Louise Carlyle,
 Phil Davis' Orchestra



ATLANTIC FOOTBALL AND
 BASEBALL BROADCASTS
 AND TELECASTS



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

n. w. ayer & son, inc.

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

BUSINESS



Agency and Sponsor Network Billings



Station Representatives



News Services



Research Firms



Advertising Agencies



ALICE FAYE and PHIL HARRIS

**FITCH BANDWAGON
SUNDAY AFTERNOONS
N.B.C.**

THE BUSINESS SIDE OF RADIO

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

BUSINESS of commercial broadcasting while not in the position of bearing the brunt of any specific industry's recession due to various upheavals and uncertainties, managed to weather a strong backwash and temporary wave of resultant pessimism. The latter was especially true during the summer season of 1946 when what appeared to be a concentrated number of national accounts cancelled further commitments.

Impact of the cancellations was not as great as some sources expected, yet one network was hit more so than others; actually the business of this network was off going into the first month of the year and continued until the final percentage was 8.6 per cent less gross revenue for 1946 than in 1945. Apart from this, each of the other major networks registered again. Thus National Broadcasting Co. passed the \$66,000,000 mark for an increase of 3.1 per cent; American Broadcasting Co. reached the \$40,604,000 mark for a gain of 1.4 per cent and Mutual Broadcasting System with gross billing of \$25,907,000 had an increase of 26.1 per cent. Adding the \$60,063,905 of the Columbia Broadcasting System which was 8.6 off from the year previous, the total gross of the four major networks exceeded \$193,000,000 for an overall increase of 1.2 per cent. August and December were the two months in each case in which three out of the four networks showed recessions. Due to absence of the excess profits tax, the net revenue for all webs was up.

Net times sales by the four major networks and ten key stations owned by some of the networks, totaled \$70,008,962 after payments to affiliated stations. This was an increase of two per cent over that reported for 1945. Combined network and station net time sales including 751 individual stations showed an overall increase of 7 per cent. The 751 stations involved, accounted for 97.7 per cent of the net time sales of all stations. Reports from three out of five regional networks indicate a 10 per cent decrease in net time sales.

The 751 stations mentioned above, on their own, indicate a possible increase of 9.2 per cent over net time sales in 1945.

This according to the FCC, is attributed to a 4.9 per cent increase in time sales to the networks and a 8.1 increase in time sales to non-network advertisers. Also revealed was a decrease of 9.2 per cent in commissions paid to various agencies. Along with revenue from sale of talent, etc., these 751 stations indicate an increase in total revenue of 8.9 per cent over 1945. Radio talent bill for all types of broadcasting was close to the \$60,000,000 mark.

Spot business, both national and local, had its jittery times, both from the station and station representative angle. But this is conceded to have quieted down shortly after the turn of 1947. Labor situation is held to be comparatively good, and partly attributed to the fear of adverse labor legislation. Labor itself affected the stations indirectly as to strikes. Radio itself signed new agreements with AFRA and in some cases with the AFM.

Most important thing is that the business of handling spot is past its day-to-day and month-to-month shadow-boxing with accounts. There are definitely more and firmer commitments. There were some gains and some decreases in spot business, but generally the gains were slight. It was not in the "grand manner" to which spot business had been accustomed in past years.

Expansion of the broadcasting industry however, continues apace, with hundreds of applications for construction permits having been granted the past year in the AM and FM fields. New outlets are springing up throughout the country. Television is still girding its loins for the final leap which shall once and for all place it on the map, literally. This is the year wherein it appears to be "now or never."

Manufacturers of radio equipment have a tremendous backlog to fill, one that will take years in seeking to supply the station equipment on order. Millions of receivers, both for the home and automobiles, have been manufactured and distributed to make up for the wartime deficiency when parts and repairs were not always available.

By and large the industry as a whole is optimistic as usual.

10%

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

JAMES L. SAPHIER
AGENCY

9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

American Broadcasting Co. 1946 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$ 4,076,892
J. Walter Thompson Co.	3,766,584
Batten, Barton, Durstine & Osborn, Inc.	3,307,199
Kenyon & Eckhardt, Inc.	2,993,995
Compton Advertising, Inc.	2,305,677
Wade Advertising Agency	1,965,231
Warwick & Legler, Inc.	1,780,427
Hutchins Advertising Company, Inc.	1,712,271
Benton & Bowles, Inc.	1,677,120
McCann-Erickson, Inc.	1,550,664
N. W. Ayer & Sons, Inc.	1,133,700
Schwimmer & Scott, Inc.	905,473
La Roche & Ellis, Inc.	904,856
Sherman & Marquette, Inc.	894,275
Maxon, Inc.	844,930
Young & Rubicam, Inc.	725,267
Doherty, Clifford & Shenfield, Inc.	692,427
Roche, Williams & Cleary, Inc.	687,638
Knox, Reeves Advertising, Inc.	652,845
Lennen & Mitchell, Inc.	642,758
Charles Dallas Reach Co.	531,969
William H. Weintraub & Company, Inc.	459,050
Hazard Advertising Company	435,010
Small & Seiffer, Inc.	400,905
Hill Blackett & Company	381,954
Keeling & Co., Incorporated	355,799
Tracy-Locke, Inc.	342,976
The Joseph Katz Company	306,618
Buchanan & Company, Inc.	285,953
Grant Advertising, Inc.	284,632
Huber Hoge & Sons	254,316
MacFarland, Aveyard & Company	246,028
Foote, Cone & Belding, Inc.	205,799
Sullivan, Stauffer, Colwell & Bayles, Inc.	179,652
Gahagan, Turnbull & Company, Inc.	175,259
Erwin, Wasey & Co., Inc.	168,852
Ivey & Ellington, Inc.	148,320
Needham, Lewis & Brorby, Inc.	148,067
H. B. Humphrey Company	146,952
The Biow Company, Inc.	138,841
Pacific National Advertising Agency	138,659
A. W. Lewin Co.	115,497
Wiltman & Pratt, Inc.	100,124
Trade Development Corporation	92,809
Raymond Spector Company, Inc.	89,210
Roy S. Durstine, Inc.	88,244
M. H. Hackett Co.	86,438
Robert Raisbeck Advertising Agency	80,756
Alfred J. Silberstein-Bert Goldsmith, Inc.	71,744
Robert Orr & Associates	70,960
Aubrey, Moore & Wallace, Inc.	64,641
McManus, John & Adams, Inc.	60,011
Morse, International Agency	45,787
St. George's & Keyes	45,683
Elwood J. Robinson Advertising Agency	44,460
Brisacher, Van Norden & Staff	43,904
Brooks Advertising Agency	42,793
Donahue & Co., Inc.	41,323
Kudner Agency, Inc.	39,443
William Esty & Company, Inc.	38,481
Ewell & Thurber Associates	33,308
Barton A. Stebbins Advertising Agency	32,999

Russel M. Seeds Co.	32,379
Adolph Wenland & Associates	28,782
Charles Sheldon Advertising Agency	27,606
Mac Laren Advertising Agency	25,907
Alvin Wilder Advertising	24,180
Hugh A. Deadwyler Advertising	18,829
John Barnes & Associates	18,460
Smith, Bull & McCreery, Inc.	16,580
Ruthrauff & Ryan, Inc.	16,008
McJunkin Advertising Company	13,725
Raymond R. Morgan Company	10,314
The Blaine-Thompson Co., Inc.	10,247
Abbott Kimball Co., Inc.	8,600
Bruce Eldridge Advertising	7,766
Lockewood-Shackelford, Inc.	7,596
No. Agency	5,932
Green-Brodie, Inc.	5,834
Street & Finney, Inc.	4,784
Campbell-Mithun, Inc.	4,557
Furman, Feiner & Company, Inc.	3,840
Dudley L. Logan Advertising	3,820
Hixon-O'Donnell Advertising Agency	3,360
George Lynn Advertising Agency	2,940
Walter W. Wiley Advertising, Inc.	2,904
Duane Jones Company, Inc.	2,646
Howard G. Hanvy Co.	2,564

TOTAL \$40,617,130

Columbia Broadcasting System 1946 Agency Gross Billings

Young & Rubicam	\$ 6,601,816
Dancer-Fitzgerald-Sample	6,544,748
Biow Co.	5,156,544
Ruthrauff & Ryan	4,139,431
J. Walter Thompson Co.	4,072,533
Foote, Cone & Belding	3,545,233
Compton Adv.	2,898,162
Benton & Bowles	2,497,559
Ward Wheelock Co.	2,451,403
BBDO	2,421,718
Wm. Esty & Co.	1,795,304
Duane Jones Co.	1,444,012
Geyer, Cornell & Newell	1,412,791
N. W. Ayer & Son	1,344,689
McCann-Erickson	1,268,213
Pedlar & Ryan	1,012,528
Gardner Adv. Co.	874,076
Buchanan & Co.	805,255
Lennen & Mitchell	790,422
Wm. H. Weintraub & Co.	785,698
Campbell-Ewald Co.	725,685
Ted Bates, Inc.	706,515
Sherman & Marquette	681,005
Kenson & Eckhardt	530,029
Warwick & Legler	518,463
Grant Adv.	436,747
McJunkin Adv. Co.	405,110
Roche, Williams & Cleary	387,435
Arthur Meyerhoff & Co.	363,454
Lambert & Feasley	295,001
Sullivan, Stauffer, Colwell & Bayles	278,918
J. M. Mathes, Inc.	273,230
Shaw-Le Vally, Inc.	269,547

IT DOESN'T PAY TO IGNORE THE OUTSIDE^{*} AUDIENCE

on the Pacific Coast, either!

*** A C. E. HOOPER 276,019** coincidental telephone survey proves that only Don Lee covers the outside (as well as the inside) audience . . . the people living outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located, and who account for nearly half of the Pacific Coast retail sales.

JUNIOR will only get his trousers warmed for ignoring his outside audience—but you'll lose approximately half of the 12,117,584 population and \$9,038,433,000 retail sales if you turn your back radiowise on the important Pacific Coast outside audience. For only Don Lee gives complete coverage to the more than 3½ million radio families in the Pacific Coast area.

ONLY DON LEE has enough stations (41) to cover all the important mountain-surrounded markets.

ONLY DON LEE can deliver both the inside and outside market.

ONLY DON LEE can say, "More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of our network stations."

Any network can deliver the inside half of the market, but only Don Lee can deliver the whole market. Chalk that up on your blackboard when you're making up your next Pacific Coast radio budget.

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM

*T*he William Morris Agency
has been the leading
talent agency in the
show world since 1898.

*Its services to
advertising agencies
and their clients . . .
its roster of stars, actors,
directors and writers . . . have
maintained this leadership
since the inception of
radio, television
and transcriptions.*



ESTABLISHED 1898

WILLIAM MORRIS AGENCY, INC.

New York

Chicago

London

Beverly Hills

AGENCY—NETWORK—SPONSOR BILLINGS

C. L. Miller Co.....	257,091
Erwin Wasey & Co.....	213,305
Wallace-Ferry-Hanly Co.....	206,953
Sorensen & Co.....	201,081
Morse International.....	127,436
Henri, Hurst & McDonald.....	116,908
MacManus, John & Adams.....	103,700
Elwood J. Robinson Adv.....	81,224
Platt-Forbes.....	78,338
Brisacher, Van Norden & Staff.....	74,532
Garfield & Guild Adv.....	71,320
Joseph Katz Co.....	70,630
Barton A. Stebbins Adv. Agency.....	62,559
Raymond R. Morgan Agency.....	51,809
Ronalds Adv. Agency.....	50,706
Maxon, Inc.....	48,028
Spitzer & Mills.....	46,638
Cockfield, Brown & Co.....	39,627
Brooks Adv. Agency.....	39,520
M-C-M Adv. Agency.....	38,220
Pacific National Adv. Agency.....	36,432
Hixson-O'Donnell Adv.....	29,804
W. Earl Bothwell Adv. Agency.....	28,876
Christiansen Adv. Agency.....	21,280
Rhoades & Davis.....	20,592
Smith & Drum.....	20,553
Long Adv. Service.....	20,498
Hillman-Shane.....	19,432
De Cora, Inc.....	16,927
Little & Co.....	16,494
Lockwood-Shackelford Co.....	15,798
Vickers & Benson.....	15,525
F. M. Hayhurst Co.....	12,300
Gilham Adv. Agency.....	10,920
Blaine-Thompson Co.....	10,805
Honig-Cooper Co.....	9,932
Frank Oxarart Co.....	7,905
Gahagan, Turnbull & Co.....	7,265
Abbott-Kimball Co.....	5,362
J. D. Tarcher & Co.....	4,641
Aitkin-Kynett Co.....	4,350
Emil Mogul Co.....	2,723
Milton Weinberg Adv. Co.....	2,150
Walsh Adv. Co.....	1,950
Smalley, Levitt & Smith.....	1,147
Manson-Gold Adv. Agency.....	1,104
Whitaker & Baxter.....	888
Furman, Feiner & Co.....	745
Eric Cullenward & Assoc.....	573
Mays & Bennett.....	450
Dorland-International & Pettingell & Fenton.....	287
Clarence B. Juneau Agency.....	287
TOTAL	\$60,063,905

Olian Advertising Co.....	494,524
L. W. Ramsey Co.....	449,883
Wm. H. Weintraub & Co.....	432,513
St. Georges & Keyes.....	429,170
Young & Rubicam, Inc.....	409,193
Birmingham, Castleman & Pierce, Inc.....	400,868
J. Walter Thompson Co.....	367,996
Grant Advertising, Inc.....	364,531
Aubrey, Moore & Wallace, Inc.....	343,588
Gotham Advertising Co. Inc.....	319,351
Stanley G. Boynton.....	305,212
Calkins & Holden.....	297,000
R. H. Alber Co.....	245,569
G. C. Hoskin Associates.....	239,762
Roche, Williams & Cleary, Inc.....	232,722
Sheldon, Quick & McElroy.....	220,662
Maxon, Inc.....	211,450
N. W. Ayer & Son, Inc.....	199,859
Cecil & Presbrey, Inc.....	168,258
Keeling & Co., Inc.....	160,335
Morse International, Inc.....	157,173
H. B. Humphrey Co.....	147,267
Geyer, Cornell & Newell.....	134,252
Batten, Barton, Durstine & Osborn, Inc.....	123,459
Makelim Associates.....	122,024
LaRoche & Ellis.....	114,138
Al Paul Lefton Co., Inc.....	112,275
Owens & Chappell, Inc.....	105,867
McJunkins Advertising Co.....	103,224
Hutchins Advertising Co., Inc.....	93,959
Newell-Emmett Co.....	92,339
Weiss & Geller, Inc.....	80,983
Raymond R. Morgan.....	75,453
MacFarland-Aveyard & Co.....	68,440
The Tullis Co.....	47,743
Ewell & Thurber Associates.....	42,543
Blaine-Thompson Co., Inc.....	39,164
Frederick-Clinton Co.....	30,020
Weston-Barnett, Inc.....	24,904
Lennen & Mitchell, Inc.....	20,255
Russel M. Seeds Co.....	17,104
Huber Hoge & Sons.....	16,278
Sterling Advertising Co.....	14,293
Roger Beane Advertising Agency.....	13,089
Gahagan, Turnbull Co., Inc.....	13,020
Henri, Hurst & McDonald, Inc.....	11,700
Brooke, Smith, French & Dorrance, Inc.....	7,576
Direct.....	7,019
Walker & Downing.....	5,681
Smith, Bull, McCreery.....	5,190
Green-Brodie.....	4,576
Emil Mogul Co., Inc.....	4,141
Peck Advertising Agency, Inc.....	1,422
Furman-Feiner Co., Inc.....	-507
TOTAL	\$25,907,220

**Mutual Broadcasting System
1946 Agency Gross Billings**

Erwin, Wasey Co., Inc.....	\$ 2,329,308
D'Arcy Advertising Co.....	2,011,405
Ruthrauff & Ryan, Inc.....	1,188,488
Gardner Advertising Co.....	1,471,133
Neal D. Ivey.....	1,220,280
Ted Bates, Inc.....	1,012,223
Wade Advertising Agency.....	1,027,978
Compton Advertising, Inc.....	1,006,661
Kenyon & Eckhardt.....	957,174
Roy S. Durstine, Inc.....	941,874
Kudner Agency, Inc.....	905,788
Dancer-Fitzgerald-Sample.....	753,016
Arthur Meyerhoff & Co.....	697,665
Hixson O'Donnell-Advertising.....	578,688
Benton & Bowles, Inc.....	575,647
Federal Advertising Agency.....	531,054
Hill Blackett & Co.....	528,351

**National Broadcasting Company
1946 Agency Gross Billings
Not Available**

**American Broadcasting Co.
1946 Sponsor Expenditures**

General Mills, Inc.....	\$ 2,916,752
Procter & Gamble Co.....	2,404,091



Representing . . .

CAMERON ANDREWS . . . Versatile Actor

ARLO . . . Organist

BLUE FLAMES . . . Sensational Vocal Quartette

HERMAN CHITTISON TRIO . . . Makers of Custom Built Tunes

TOM COSTIGAN . . . Script Writer

PAUL DUBOV . . . Brilliant Young Actor

ELM CITY FOUR . . . Outstanding Vocal Group

PAUL GARDNER . . . Author and Script Writer

LANNY AND GINGER GREY . . . "Jingles That Don't Jangle"

JACKIE GRIMES . . . Talented Actor, Radio and Screen

HUGH JAMES . . . Announcer

CHARLES PAUL . . . Conductor—Composer

AMANDA RANDOLPH . . . Radio's "Aunt Jemima"

GLENN RIGGS . . . Announcer

**SYLVAN & ALAN SHULMAN . . . Composer and
Conductor Arranger**

MARY STUART . . . Brilliant lyric coloratura soprano

**KENNETH SCHON . . . Dynamic baritone,
Metropolitan Opera Company**

366 Madison Ave., New York 17, N. Y. VA. 6-3417

AGENCY—NETWORK—SPONSOR BILLINGS

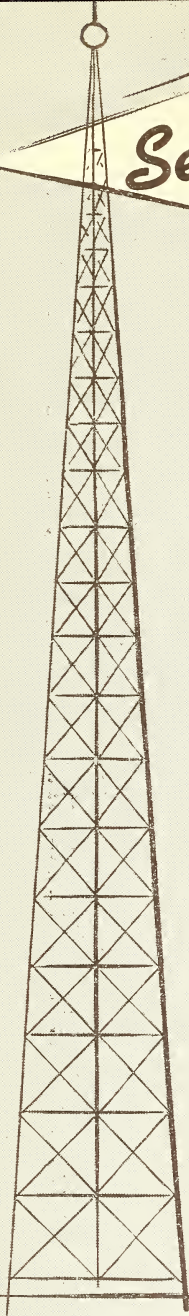
Miles Laboratories, Inc.	1,965,231
Kellogg Company	1,834,793
Sterling Drug, Inc.	1,812,985
The Quaker Oats Co.	1,799,131
Swift and Company	1,717,591
Phileo Corporation	1,712,271
Libby, McNeill & Libby	1,609,684
United States Steel Corporation of Delaware	1,167,110
Curtis Publishing Company	971,883
Westinghouse Electric Corp.	922,019
The Prudential Insurance Company of America	884,500
Gillette Safety Razor Co.	870,887
Ford Motor Company	832,118
The Andrew Jergens Co.	713,718
Equitable Life Assurance Society of the U. S.	699,380
Bristol-Myers Company	692,427
Allis-Chalmers Mfg. Co.	684,792
Pacific Coast Borax Co.	628,645
United States Army	583,722
Carter Products, Inc.	580,557
The Wildroot Co., Inc.	578,404
General Foods Corporation	556,095
The Charles E. Hires Co.	549,978
I. E. Waterman Co.	531,969
The B. F. Goodrich Company	481,472
Universal Match Corp.	470,936
Mail Pouch Tobacco Co.	456,639
American Cyanamid Company	455,010
Raymond Laboratories, Inc.	446,265
Esquire, Inc.	434,537
Larus & Brothor Company, Inc.	404,731
Kay Daumit	384,954
Hastings Mfg. Co.	355,799
Dr. Pepper Company	342,916
The Frank H. Lee Company	332,858
The Southern Cotton Oil Co.	327,084
Ward Baking Company	385,203
American Oil Company	306,618
William H. Wise & Co., Inc.	254,316
The National Board of Fire Under- writers	246,028
Mars, Incorporated	242,601
The Texas Company	227,357
Liberty Magazine, Inc.	199,686
Armour & Company	196,124
Lewis Howe Company	181,941
Hunt Foods, Inc.	169,172
R. B. Semler, Inc.	168,852
America's Future, Incorporated	162,223
Sweets Co. of America, Inc.	148,320
Derby Foods, Inc.	148,067
The Christian Science Publishing Society	146,952
Eversharp, Inc.	138,841
Fisher Flouring Mills Co.	135,539
Serutan Co.	130,275
Seeman Brothers, Inc.	126,192
Harvel Watch Co.	115,497
Congress of Industrial Organizations	100,124
Club Aluminum Products Company	92,809
Popular Home Products, Inc.	89,210
Wm. S. Scull Company	86,438
Knox Company, Inc.	80,736
Botany Worsted Mills	71,744
Politics	67,121
Williamson Candy Co.	64,641
The D. L. Clark Co.	63,852
Champion Spark Plug Co.	60,011
G. N. Coughlan Co.	59,477
Safeway Stores, Inc.	54,106
Prince Matchabelli, Incorporated	45,787
Benjamin Moore & Co.	45,683
American Iron & Steel Institute	44,478
Lewis Food Company	44,460
Bekins Van & Storage	42,793
The Grove Laboratories, Inc.	41,323
Lear, Incorporated	36,443
Peter Paul, Inc.	39,432
Lehn & Fink Products Corp.	38,481
Rainier Brewing Company	33,408
Wilson Sporting Goods Co.	33,308
Signal Oil Company	32,999
Brown & Williamson Tobacco Corp.	32,379
National Industries, Inc.	28,782

John H. Breck, Inc.	27,606
Tide Water Associated Oil Co.	25,188
Sealey Mattress Company	24,180
Lance, Inc.	18,829
Zukor's, Inc.	18,460
H. Fendrich, Inc.	16,008
Joseph Schlitz Brewing Co.	13,725
Kerr Glass Manufacturing Co.	10,314
Hall Bros., Inc.	9,675
National Assn. of Mfrs.	9,414
Union Pharmaceutical Company, Inc.	8,600
Gallencamp Stores, Inc.	7,266
Stanley Home Products, Inc.	5,932
Foster Milburn Co.	4,784
American Dairy Association	4,657
"42" Products, Ltd.	4,472
Germain Seed & Plant Company	3,820
Washington Co-operative Egg & Poul- try Association	3,120
Iodent Chemical Company	2,646
Communist Party	968
Masters Mates & Pilots	812
TOTAL	\$40,617,130

Columbia Broadcasting System 1946 Sponsor Expenditures

Procter & Gamble Co.	\$ 6,444,551
Lever Brothers Co.	3,964,263
American Home Products Corp.	3,800,965
General Foods Corp.	3,713,323
Campbell Soup Co.	2,491,030
Eversharp, Inc.	1,715,931
Colgate-Palmolive-Peet Co.	1,516,931
Philip Morris & Co.	1,448,495
Manhattan Soap Co.	1,437,202
Sterling Drug, Inc.	1,432,413
Borden Co.	1,189,957
General Electric Co.	1,186,537
American Tobacco Co.	1,083,514
R. J. Reynolds Tobacco Co.	996,882
Bourjois, Inc.	596,779
International Silver Co.	572,983
Gulf Oil Corp.	567,488
Roma Wine Co.	543,279
Electric Companies Advertising Pro- gram	539,034
Hall Bros., Inc.	535,318
Prudential Insurance Co. of America	528,684
Pabst Sales Co.	518,463
Cresta Blanca Wine Co.	484,147
Noxzema Chemical Co.	456,554
Cudahy Packing Co.	436,747
Celanese Corp. of America	405,870
Armstrong Cork Co.	403,422
Continental Can Co.	389,436
Lewis-Howe Co.	368,792
Pillsbury Mills	357,243
J. B. Williams Co.	346,547
Chrysler Corp.	336,672
Cream of Wheat Corp.	333,532
Lambert Co.	295,901
Household Finance Corp.	269,547
Curtiss Candy Co.	257,091
Wildroot Co.	225,246
Campana Sales Co.	206,955
Schenley Labs	205,243
Bowley's, Inc.	201,081
Carnation Co.	198,602
Canada Dry Ginger Ale	197,453
Quaker Oats Co.	145,110
Textron, Inc.	131,166
Peter Paul, Inc.	130,434
Ballard & Ballard Co.	116,908
Ferry-Morse Seed Co.	103,700
Prince Matchabelli, Inc.	81,536

*Serving Every Phase of
the Radio Industry*



M C A

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



AGENCY—NETWORK—SPONSOR BILLINGS

Luden's, Inc.	75,777
American Oil Co.	70,630
Southern Cotton Oil Co.	61,760
Union Oil Co. of Calif.	63,378
Signal Oil Co.	62,559
Richard Hudnut Sales Co.	57,976
Elgin National Watch Co.	51,616
Loma Linda Food Co.	49,278
Toni, Inc.	49,120
Gillette Safety Razor Co.	48,028
Viek Chemical Co.	45,900
Bekins Van & Storage Co.	39,520
McMahan Furniture Stores.	38,220
Planters Nut & Chocolate Co.	36,911
Washington Cooperative Farmers' Assn. Chemicals, Inc.	36,432
Lyon Van & Storage Co.	33,630
Guitard Chocolate Co.	32,852
Wileo Co.	32,226
Colonial Dames	29,796
Pict-Sweet Foods	27,828
Metropolitan Life Insurance Co.	25,443
"42" Products	23,986
E. L. Bruce Co.	22,436
Yellow Cab Co.	21,280
General Petroleum Corp. of Calif.	20,592
Sunset Oil Co.	20,553
Barron-Gray Packing Co.	19,432
Studebaker Corp.	19,202
Industrial Management Corp.	18,613
Simoniz Co.	18,592
Kelife Products	16,927
Washington State Apple Adv. Comm.	16,494
Kerr Glass Mfg. Co.	16,342
R. B. Semler, Inc.	14,898
Soil-Off Mfg. Co.	14,703
Grove Labs.	14,535
S. A. Moffat Co.	11,451
R. M. Hollingshead Corp.	9,932
J. I. Fancy Frozen Foods Co.	4,350
Safeway Stores	3,360
House of Delicacies.	3,010
Newell Gutradt Co.	2,723
California Prune & Apricot Growers. Assn.	2,104
H. H. Tanner & Co.	1,296
Political	1,104
Political	36,215
TOTAL	\$69,063,905

Conti Products, Inc.	400,868
Petri Wine Co.	400,145
Helbros Watch Co.	392,979
Barbasol Co.	391,907
Seven-Up Bottling Co.	360,368
Richfield Oil Corp. of N. Y.	344,599
Williamson Candy Co.	343,588
Lutheran Laymen's League.	319,354
Stokley Bros. & Co., Inc.	297,006
Radio Bible Class.	255,115
Gospel Broadcasting Assoc. (Eff. 11/3/46 Dr. Fuller F'd'tions.	245,569
Voice of Prophecy.	239,762
Sinclair Refining Co.	234,089
Commercial Credit Co.	220,662
Gillette Safety Razor Co.	211,450
Young People's Church of the Air.	207,810
U. S. Army Recruiting Service.	199,859
National Economic Council, Inc.	180,788
Cudahy Packing Co.	169,841
Ronson Art Metal Works.	168,258
Hastings Mfg. Co.	160,335
Viek Chemical Co.	157,173
Employer's Group Insurance Co.	147,267
Berkshire Knitting Mills.	134,252
Gum Laboratories, Inc.	122,024
Murine Co., Inc.	121,659
Adam Hat Stores, Inc.	114,138
Triangle Publications, Inc.	112,275
American Transit Assn.	105,867
Carey Salt Co.	103,224
Phileo Corp.	93,959
Pepsi-Cola Co.	92,339
Delaware, Lackawanna & Western Coal Co.	87,834
Rensie Watch Co.	80,983
Knox Co.	75,453
National Board of Fire Underwriters.	68,440
Wesley Radio League.	50,097
Bible Institute of Los Angeles.	47,743
G. Barr & Co.	47,304
Politicals—Democrats	44,247
Trimount Clothing Co., Inc.	43,675
Wilson Sporting Goods Co.	42,543
G. N. Coughlan Mfg. Co.	41,934
All America Football Conference.	30,020
American Bird Products, Inc.	24,904
P. Lorillard & Co.	20,255
Grove Laboratories, Inc.	17,194
Wm. H. Wise & Co., Inc.	16,278
Horwitz & Dunberman.	14,239
Perfect Circle Co.	13,089
Politicals—Republicans	13,020
Lin X	11,700
Metropolitan Life Insurance Co.	9,048
H. C. Cole Milling Co.	7,628
Christmas Club.	7,576
National Association of Mfgs.	7,158
Cot, Inc.	7,158
Mail Pouch Tobacco Co.	5,681
Shipstad & Johnson.	5,099
Household Finance Corp.	1,800
I. J. Fox.	1,425
Ice Capades.	9
TOTAL	\$25,907,204

**Mutual Broadcasting System
1945 Sponsor Expenditures**

Coca-Cola Co.	\$ 2,011,405
Ralston Purina Co.	1,471,133
Bayuk Cigars, Inc.	1,220,280
Serutan Co.	1,136,564
R. B. Semler, Inc.	1,047,723
Carter Products, Inc.	1,012,223
Miles Laboratories, Inc.	1,027,978
Procter & Gamble Co.	1,006,661
Kellogg Co.	957,174
General Motors Corp.	905,788
Whitehall Pharrnacal Co.	753,016
Zonite Products Corp.	681,868
Mutual Benefit Health & Accident. Asso.	650,361
Pharmaco, Inc.	619,489
General Foods Corp.	568,489
American Safety Razor Corp.	531,351
Wander Co.	528,351
Levis-Howe Co.	494,524
Quaker Oats Co.	481,253
F. W. Fitch Co.	449,883
Revere Copper & Brass, Inc.	429,170

**National Broadcasting Company
1946 Sponsor Expenditures
Not Available**

A. & S. LYONS

INC.

MANAGERS OF DISTINGUISHED ARTISTS

17

**YEARS
OF
RADIO
LEADERSHIP**

NEW YORK

**HARRY G. OMMERLE
IRENE ETKIN
BEN PEARSON
HARRIET RHODAY**

**NEW YORK
515 Madison Avenue**

BEVERLY HILLS

**JOE C. DONOHUE
WYNN ROCAMORA
MARGARET KENT**

**BEVERLY HILLS
356 No. Camden Drive**

**American Broadcasting Co.
1946 Agency Gross Billings**

January	\$3,708,963
February	3,348,135
March	3,659,331
April	3,411,558
May	3,470,158
June	3,336,572
July	3,237,134
August	3,132,393
September	3,265,806
October	3,301,218
November	3,323,056
December	3,422,806
TOTAL	\$40,617,130

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

**Columbia Broadcasting System
Industry Classifications**

Automotive	\$3,261,613
Building materials	861,329
Cigars, cigarettes, tobacco	4,319,343
Clothing & dry goods	537,036
Confectionery & soft drinks	1,522,421
Drugs & toilet goods	18,373,635
Financial & insurance	822,217
Food & food beverages	13,359,843
Garden	103,700
House furniture & furnishings	3,126,682
Jewelry & silverware	624,599
Laundry soaps & household supplies	5,994,502
Lubricants & fuel	1,660,001
Stationery & publishers	2,794,146
Travel	20,592
Wines & beers	1,545,889
Miscellaneous	1,100,142
Political	36,215

TOTAL \$60,063,905

**Columbia Broadcasting System
Gross Monthly Billings**

MONTH	MONTHLY
January	\$5,650,936
February	5,072,287
March	5,197,509
April	5,161,951
May	5,275,270
June	4,934,216
July	4,075,278
August	4,223,437
September	4,475,239
October	5,195,499
November	5,141,235
December	5,360,998
TOTAL	\$60,063,905

**American Broadcasting Co.
Industry Classifications**

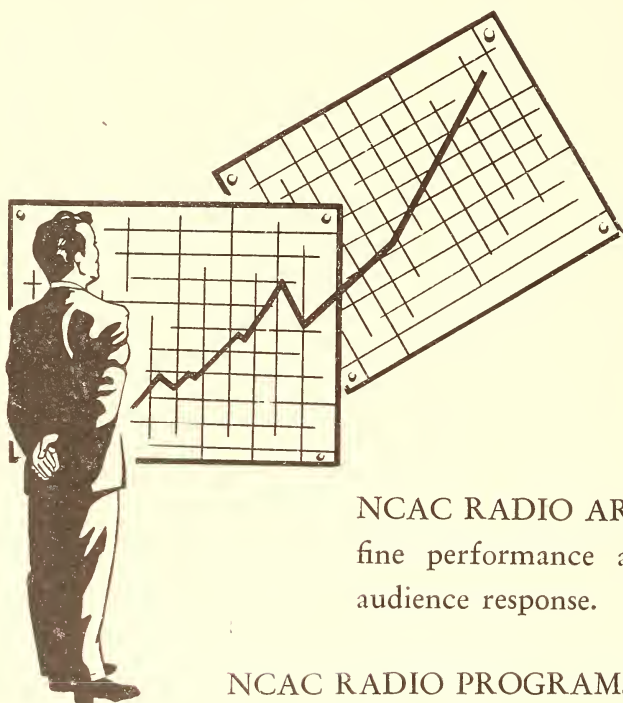
Foods and food beverages	\$12,292,273
Drugs and toilet goods	9,483,782
Stationery and publishers	2,731,241
House furniture and furnishings	2,385,649
Laundry Soaps and Housekeepers Supplies	2,375,722
Confectionery and soft drinks	1,922,676
Financial and insurance	1,829,908
Automotive industry	1,729,400
Building materials	1,362,109
Miscellaneous	1,211,588
Cigars, cigarettes and Tobacco	909,748
Machinery, farm equipment and me- chanical supplies	684,792
Lubricants, petroleum products and fuel	592,162
Radios, phonographs and musical in- struments	502,053
Clothing and dry goods	351,318
Jewelry and silverware	115,497
Wines, beers and liquors	47,133
Paints and hardware	45,683
Sporting goods	33,308
Shoes and leather goods	7,266
Garden and field	3,820

TOTAL \$40,617,130

**Mutual Broadcasting System
1946 Gross Monthly Billings**

MONTH	MONTHLY
January	\$ 2,369,521
February	2,130,879
March	2,442,141
April	2,244,614
May	2,267,233
June	2,102,569
July	1,821,204
August	1,644,847
September	2,010,615
October	2,373,610
November	2,236,485
December	2,263,484
TOTAL	\$25,907,202

NCAC RADIO ARTISTS and RADIO PROGRAMS WILL *BOOST* YOUR *SALES*



NCAC RADIO ARTISTS assure fine performance and favorable audience response.

NCAC RADIO PROGRAMS are designed to fill your needs . . . The BEST in value . . . The BEST in entertainment.

NCAC RADIO STAFF places its thorough knowledge of radio entertainment at your command to cooperate with you in solving your problems.

NATIONAL CONCERT AND ARTISTS CORPORATION

711 FIFTH AVENUE

ALFRED H. MORTON, President

NEW YORK 22, NEW YORK

PLaza 3-0820

Research Organizations

A. S. BENNETT ASSOCIATES

512 Fifth Avenue, New York 18, N. Y.
Phone: PENnsylvania 6-0646

CALIFORNIA RESEARCH BUREAU

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Ho. 5111

C. C. CHAPELLE COMPANY

188 W. Randolph St., Chicago 1, Ill.
Phone: Central 8814
233 Broadway, New York 7, N. Y.
Phone: REctor 2-5640

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

11 West 42nd Street, New York, N. Y.
Phone: Circle 6-6100-1-2-3-4-5

CROSSLEY, INC.

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

EGERT RESEARCH ASSO. INC.

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

ELLIOTT-HAYNES, LTD.

(Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLateau 6494
51 East 42nd St., New York 17, N. Y.
Phone: VANDerbilt 6-2936

C. E. HOOPER, INC.

10 East 40th St., New York 16, N. Y.
Phone: LEXington 2-3000
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RANdolph 8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOLlywood 3553

INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 3-0690
75 E. Wacker Drive, Chicago, Ill.

KNIGHT & PARKER

724 South Spring St., Los Angeles 14, Calif.
Phone: MADison 1196

McKINSEY & COMPANY

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

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.
Phone: HOLlycourt 6109

NOBLE & SWARS, INC.

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

OFFICE OF RESEARCH, INC.

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

RALPH L. POWER

767 Castelar St., Los Angeles 12, Calif.
Phone: Mutual 5277

THE PULSE, INC.

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

RADIO COPY

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

RADIO REPORTS, INC.

220 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 7-6658

ELMO ROPER

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

N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 6-9186

ROSS FEDERAL RESEARCH CORP.

18 East 48th St., New York 17, N. Y.
Phone: PLaza 3-6500

SPOT RADIO SERVICE

1 East 54th St., New York 22, N. Y.
Phone: PLaza 5-9800

EVERY RADIO STATION HAS A *Problem*

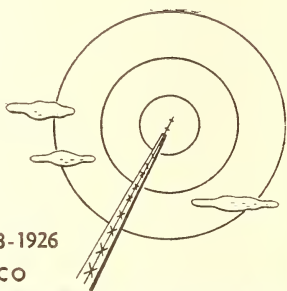


We are better equipped to do a real selling job for those radio stations that should be doing more than one hundred thousand dollars per year in national spot business and are not doing it today. If you are the owner or manager of one of these stations let us show you our plan of operation.

Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

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



★ Radio Station ★ Representatives

ADVERTISING TIME SALES CO.

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

JAMES L. ALEXANDER

<i>Toronto</i> —Concourse Bldg., James L. Alexander, Manager.....	Adelaide	9594
<i>Montreal</i> —Drummond Bldg., Emil Genest, Manager.....	Harbour	6448
<i>Stations</i> —CKPC, Brantford, Ont.; CFJM, Brockville, Ont.; CKFI, Fort Frances, Ont.; CKDO, Oshawa, Ont.; CJIC, Sault Ste. Marie, Ont.; CHUM, Toronto, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CJFX, Antigonish, N. S.; CFAB, Windsor, N. S.; CJCJ, Calgary, Alberta.		

ALL-CANADA RADIO FACILITIES LIMITED

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

AMERICAN BROADCASTING COMPANY, INC.

(National Spot Sales Division)

<i>New York City</i> —33 W. 42nd St.,.....	Wisconsin	7-1737
Ralph E. Dennis, Manager; John W. Brooke, Eastern Sales Mgr.		
<i>Chicago</i> —20 N. Wacker Drive, Roy McLaughlin, Manager.....	Delaware	1900
<i>Hollywood</i> —1440 N. Highland Ave., Amos Baron, Manager.....	Hillside	8231
<i>Detroit</i> —1770 Stroh Bldg., Jack Donohue, Manager.....	Cherry	8321
<i>San Francisco</i> —155 Montgomery St., Kirk Torney, Manager.....	Exbrook	6544
<i>Pittsburgh</i> —1820 Oliver Bldg., Kent Patterson, Manager.....	Atlantic	8129
<i>Stations</i> —KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WXYZ, Detroit, Mich.; WJZ, New York, N. Y.; American Pacific Network.		

ASSOCIATED BROADCASTING CO., LTD.

<i>Montreal</i> —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.		
<i>Toronto</i> —199 Bay St.	Adelaide	3248
M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.		

Joseph Hershey McGillvra, Inc.

Advertising Representatives for Radio Stations

ESTABLISHED 1933

The McGillvra selling formula of personal calls on prospects — aggressive mail follow-ups — and close selling cooperation with the station has brought enviable sales results for the broadcasters we represent. We can quote spot sales increase figures in markets varying from small to major for established network affiliates, independent outlets, and stations new to the air waves.

Write us for our success story on stations and markets parallel to yours.

Joseph Hershey McGillvra, Inc.

366 Madison Avenue

New York 17, N. Y.

MUrray Hill 2-8755

CHICAGO

LOS ANGELES

SAN FRANCISCO

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

AVERY-KNODEL, INC.

- New York* 17—565 Fifth Ave. Plaza 3-2622
 Lewis H. Avery, President; J. W. Knodel, Executive V.P.; B. P. Timothy,
 Secty.; Arthur H. McCoy, Treas.; David H. Sandeberg, Director.
- Chicago* 1—333 N. Michigan Ave. Andover 4710
 J. W. Knodel.
- San Francisco*—544 Market St. Douglas 5873
 D. H. Sandeberg.
- Los Angeles*—315 W. Ninth St. Trucker 2095
 Norman E. Noyes.
- Stations*—WGAC, Augusta; KERO, Bakersfield; WKBW, Buffalo; WHAN,
 Charleston; WJJD, Chicago; WSAI, Cincinnati; KDAL, Duluth; KFRE,
 Fresno; KILO, Grand Forks; WJEF, Grand Rapids; WFBC, Greenville;
 KULA, Honolulu; KHON, Honolulu; WKZO, Kalamazoo; WDGY, Minne-
 apolis-St. Paul; KLO, Ogden; WPOR, Portland, Maine; KOIN, Portland,
 Oregon; WHBF, Rock Island, Ill. (Quad Cities); KROY, Sacramento; KALL,
 Salt Lake City; WDAR, Savannah; KJR, Seattle; KMA, Shenandoah; KXEL,
 Waterloo; The Intermountain Network; The Intercollegiate Broadcasting
 System.

BERTHA BANNAN

(*New England Representative**)

- Boston*—80 Boylston St., Bertha Bannan, Owner; Gertrude Sane, Sales.Hubard 4370-4419
- 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, Ports-
 mouth, N. H.; WHN, New York, N. Y.; WCAU, Philadelphia, Pa.; WJAR,
 Providence, R. I.; WDEV, Waterbury, Vt.; WCOU, Lewiston, Maine;
 WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.; WSRR, Stamford,
 Conn.; WKNB, New Britain, Conn.

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

WALTER BIDDICK COMPANY

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

JOHN BLAIR & COMPANY

- Chicago*—520 N. Michigan Ave.Superior 8659
 John P. Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray; Charles
 Dilcher, Ward Ingram, Wells H. Barnett, Jr.
 E. Schuyler Ensell; Robert Eastman; Richard Gerken.
 Richard D. Buckley, Vice-President; William Weldon; Robert Hill Bolling;
- New York City*—341 Madison Avenue.Murray Hill 9-6084
- Los Angeles*—6331 Hollywood Blvd., Carleton E. Coveny; Holly Moyer.Granite 6103
- San Francisco*—608 Russ Building, Lindsey Spight, Vice-President.Douglas 3188
- St. Louis*—1148 Paul Brown Building, J. Chris Hetherington.Chestnut 5688
- Detroit*—1114 Brook Building, Charles M. Adell.Randolph 5257
- Stations*—WFBR, Baltimore, Md.; WNBF, Binghamton, N. Y.; KFYZ, Bis-
 mark, N. D.; KIDO, Boise, Ia.; WHDH, Boston, Mass.; WLS, Chicago, Ill.;
 KFRU, Columbia, Mo.; WBNS, Columbus, O.; KFEL, Denver, Colo.; KIEM,
 Eureka, Cal.; WMMN, Fairmont, W. Va.; KFRE, Fresno, Cal.; WHP, Harris-
 burg, Pa.; KTRH, Houston, Texas; WIBC, Indianapolis, Ind.; WROL, Knox-
 ville, Tenn.; KHJ, Los Angeles, Cal.; WLOL, Minneapolis, St. Paul; WDSU,
 New Orleans, La.; WNEW, New York, N. Y.; KODY, North Platte, Neb.;



In just One Year

We have proved that Aggressive Activity brings results . . .

On January 1, 1946, our newly formed organization represented just three radio stations.

Today that list includes many outstanding stations located in important markets throughout the United States as well as a rapidly growing regional network. Here they are:

EAST CENTRAL

WKBW	Buffalo, N. Y.
WSAI	Cincinnati, Ohio
WJEF	Grand Rapids
WKZO	Kalamazoo, Mich.
WPOR	Portland, Maine

SOUTHEAST

WGAC	Augusta, Ga.
WHAN	Charleston, S. C.
WFBC	Greenville, S. C.
WDAR	Savannah, Ga.

WEST CENTRAL

WJJD	Chicago, Ill.
KDAL	Duluth, Minn.
KILO	Grand Forks, N. D.
WDGY	Minneapolis-St. Paul
WHBF	Rock Island, Ill.—Quad Cities
KMA	Shenandoah, Ia.
KXEL	Waterloo, Iowa

ROCKY MOUNTAIN

KALL	Salt Lake City
KLO	Ogden, Utah

INTERMOUNTAIN NETWORK

WEST COAST

KERO	Bakersfield, Calif.
KFRE	Fresno, Calif.
KOIN	Portland, Oregon
KROY	Sacramento, Calif.
KJR	Seattle, Wash.
KVPO	Honolulu, Hawaii

INTERCOLLEGIATE BROADCASTING SYSTEM

A year ago we said, "It is our aim and objective . . . to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity." We believe we are accomplishing this aim for the stations we represent. "Aggressive activity" has paid dividends and we believe it will continue to pay dividends for these important properties.

We will continue, in 1947 and the years to come, to give radio stations, advertising agencies and advertisers alike, service geared to the ever-increasing competitive situation.

Avery-Knodel, INC.

RADIO STATION REPRESENTATIVE

NEW YORK
565 Fifth Ave.
PLaza 3-2622

SAN FRANCISCO
544 Market Street
DOUGLAS 5873

LOS ANGELES
315 W. Ninth St.
TUCKER 2095

CHICAGO
333 N. Michigan Ave.
ANDOVER 4710

STATION REPRESENTATIVES

WOW, Omaha, Neb.; KOY, Phoenix, Ariz.; KALE, Portland, Ore.; WMBG, Richmond, Va.; KXOK, St. Louis, Mo.; KDYL, Salt Lake City, Utah; KFXM, San Bernardino, Cal.; KGB, San Diego, Cal.; KFRC, San Francisco, Cal.; KDB, Santa Barbara, Cal.; WGBI, Scranton, Pa.; KGDM, Stockton, Cal.; KOL, Seattle, Wash.; WWVA, Wheeling, W. Va.; WHIZ, Zanesville, O.; KGM, Honolulu, Hawaii; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WDBO, Orlando, Fla.; WFLA, Tampa, Fla.; Don Lee Broadcasting System (MBS) Arizona Network.

THE BOLLING CO. INC.

New York—480 Lexington Avenue.....PLaza 9-8150
George H. Bolling; Robert H. Bolling; E. Schuyler Ensell.
Chicago—360 No. Michigan Avenue.....DEarborn 5-2777
Station—WNBF, Binghamton, N. Y.

D. L. BOUFFORD

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

THE BRANHAM COMPANY

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

BROADCAST SALES CO.

New York City—280 Madison Ave.....MUrray Hill 7-7422
Peggy Stone, Manager; Thomas Stone, Asst.
Chicago—360 N. Michigan Ave., George Roesler.....Randolph 9034
Hollywood—6362 Hollywood Blvd., Homer Griffith.....Granite 6113
San Francisco—681 Market St., David Williamson.....Douglas 4475
Stations—**WJIM, Lansing, Michigan; **WINN, Louisville, Kentucky; **WMAN, Mansfield, Ohio; **WMRN, Marion, Ohio; **WMPS, Memphis, Tennessee; New England Cupboard on *WNAC, Boston, Mass.

**American Affiliate. *Mutual Affiliate.

HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd.....Hollywood 6045
H. C. Brown, In Charge; Helen V. Brown, Office Manager.
Wellington, New Zealand—P. O. Box 1359, B. T. Sheil.....
Johannesburg, South Africa—P. O. Box 7065, Charles Berman.....
Sydney, Australia—G.P.O. Box 6199, C. MacArthur.....
Stations—3XY, Melbourne, Australia; Efftee Network, Australia; XORA, Shanghai, China.

THE PAN AMERICAN MARKET

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

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

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

Representatives for radio stations in

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

Pan American Broadcasting Co.

330 Madison Avenue

New York (17), N. Y.

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

In Hollywood . . . Homer Griffith, 6123 Selma Ave.

In Dallas . . . Walter S. Kine, 711 Construction Bldg.

In San Francisco . . . H. Wells, 381 Market St.

. . . STATION REPRESENTATIVES . . .

BURN-SMITH COMPANY, INC.

<i>Chicago</i> 1—307 N. Michigan Ave.....	Central	4437
John A. Toothill, President & General Manager.		
<i>New York</i> 18—19 W. 44th St.....	Murray Hill	2-3124
C. Stanley Bailey, V-P. & Eastern Manager.		
<i>Los Angeles</i> 15—568 Chamber of Commerce Bldg.,	Richmond	6184
<i>Stations</i> —KFOX, Long Beach, Calif.; WRUF, Gainesville, Fla.; WLOF, Orlando, Fla.; WALB, Albany, Ga.; WSUA, Bloomington, Ind.; WTRC, Elkhart, Ind.; KVFD, Fort Dodge, Iowa; KCBC, Des Moines, Iowa; WHAL, Greenfield, Mass.; WLBj, Bowling Green, Ky.; WHLN, Harlan, Ky.; WOMI, Owensboro, Ky.; WPAG, Ann Arbor, Mich.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WLOU, Detroit, Mich. (FM); WFDF, Flint, Mich.; WCMA, Corinth, Miss; WISE, Asheville, N. C.; WCNC, Elizabeth City, N. C.; WHHT, Durham, N. C.; WGBG, Greensboro, N. C.; WMFR, High Point, N. C.; WFTC, Kinston, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WMFD, Wilmington, N. C.; WCMW, Canton, Ohio; KWJJ, Portland, Oreg.; WMRF, Lewistown, Pa.; WBAX, Wilkes-Barre, Pa.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WFVA, Fredericksburg, Va.; WGH, Norfolk-Newport News, Va.; WNVA, Norton, Va.; WSSV, Petersburg, Va.; WJLS, Beckley, W. Va.; WEPM, Martinsburg, W. Va.; WMRC, Greenville, S. C.; WIBU, Madison-Poynette, Wis.; The Wisconsin Network; WJSW, Altoona, Pa.; WKBZ, Muskegon, Mich.; WKLA, Ludington, Mich.; WXXI, Peoria, Ill.		

CANADIAN BROADCASTING CORPORATION

<i>Toronto</i> —354 Jarvis Street.....	Midway	5481
E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.		
<i>Montreal</i> —1231 St. Catherine Street, West.....	Plateau	7161
Omer Renaud, Commercial Manager—Quebec Division.		
<i>Stations</i> —CBA, Sackville, N. B.; CBH, Halifax, N. S.; CBM, Montreal, Que.; CBF, Montreal, Que.; CBj, Chicoutimi, Que.; CBV, Quebec City, Que.; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBO, Ottawa, Ont. CBK, Watrous, Sask.; CBR, Vancouver, B. C.		

CAPPER PUBLICATIONS, INC.

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

THOMAS F. CLARK CO., INC.

<i>New York</i> —205 East 42nd St.....	Murray Hill	4-6317
Thomas F. Clark, President; Miss Mary Dempsey, Manager.		
<i>Chicago</i> —35 East Wacker Drive.....	Central	1112
C. J. Anderson, Manager.		
<i>Stations</i> —WJRD, Tuscaloosa, Ala.; KIUP, Durango, Col.; KFKA, Greeley, Col.; KOKO, La Junta, Col.; KGEK, Sterling, Col.; WIRA, Fort Pierce, Fla.; WRHP, Tallahassee, Fla.; WMOG, Brunswick, Ga.; WMJM, Cordele, Ga.; WLAG, La Grange, Ga.; WMGA, Moultrie, Ga.; WRLC, Toccoa, Ga.; WFRP, Savannah, Ga.; WCAZ, Carthage, Ill.; WSNJ, Bridgeton, N. J.; WMBO, Auburn, N. Y.; WNBZ, Saranac, N. Y.; WWRL, Woodside, N. Y.; WEGO, Concord, N. C.; WBUY, Lexington, N. C.; WENC, Whiteville, N. C.; KWIL, Albany, Ore.; KMED, Medford, Ore.; KGFL, Roswell, New Mexico; KTNM, Tucumcari, New Mexico; KOCA, Kilgore, Texas; KPLT, Paris, Texas; KIUN, Pecos, Texas.		

B. FRANK COOK

(Southeastern Representative)*

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

COX & TANZ

Philadelphia—Drexel Building Lombard 3-1720
 E. R. Tanz

New York—A. P. Cox, Executive in Charge, 285 Madison Avenue. LExington 2-2450

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

Stations—KELD, El Dorado, Ark.; KFFA, Helena, Ark.; WBLJ, Dalton, Ga.; WGNC, Gastonia, N. C.; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; WFIG, Sumter, S. C.; WJZM, Clarksville, Tenn.; KNEL, Brady, Texas; WCHV, Charlottesville, Va.; KIUL, Garden City, Kansas; KGFX, Pierre, S. D.; KRBA, Lufkin, Texas; KHAS, Hastings, Neb.; WAGM, Presque Isle, Me.; WMLT, Dublin, Ga.; WSGC, Elberton, Ga.

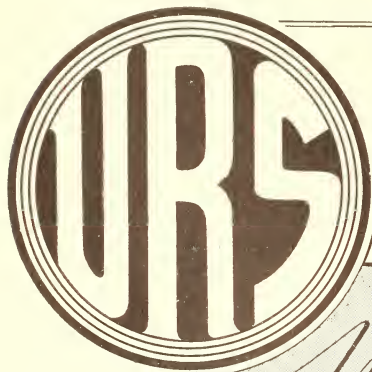
CLARK-WANDLESS CO.

New York City—205 East 42nd St. MUrray Hill 7-6958
 MUrray Hill 4-6317-1910

Thomas F. Clark, H. G. Wandless, Owners; S. A. Mann, Chg. Sales Promotion; Linda Efdi, Asst. Sales Promotion.

Chicago—35 East Wacker Drive, C. J. Anderson. Cen 1112

Stations—ARGENTINA: LR3, LRY, and LRY1, "Radio Belgrano," Buenos Aires; And the Belgrano Network, "Primera Cadena Argentina de Broadcastings," which, in addition to "Radio Belgrano," includes: LT8, "Radio Rosario," Rosario; LRR and LRR1, "Radio Ovidio Lagos," Rosario; LV2, "Radio Central," Cordoba; LV10, "Radio de Cuyo," Mendoza; LV12, "Radio Aconquija," Tucman; LU2, "Radio Bahia Blanca," Bahia Blanca; LV1, "Radio Colon," San Juan; LV11, "Radio del Norte," Santiago del Estero; LT14, "Radio G. Urquiza," Parana; LT7, "Radio Provincia," Corrientes; LT15, "Radio Concordia," Concordia; LV4, "Radio San Rafael," San Rafael;



*The Mark of Progressive
 Radio Stations*

"Represented by

Universal - RADIO SALES

Offices NEW YORK · CHICAGO · BOSTON · SAN FRANCISCO · LOS ANGELES · SEATTLE

STATION REPRESENTATIVES

LV13, "Radio San Luis," San Luis; LV14, "Radio La Rioja," La Rioja; LV9, "Radio Provincia," Salta; ZP5 and ZPA5, "Radio Encarnacion," Encarnacion, (Paraguay). COLOMBIA: HJCB and HJCD, "Emisora Nueva Granada," Bogota. COSTA RICA: TILS, "Radio Para Ti," San Jose. CUBA: The RHC-Cadena Azul network of the following stations: CMCY and COCY, Habana; CMHI and COHI, Santa Clara; CMAN, Pinar del Rio; CMJN, Camaguey; CMKV, Holguin; CMKN, Santiago. ECUADOR: HC2AN and HC2DC, "Radiodifusora Cenit," Guayaquil. PANAMA: HOA, HOB, and HP5G, "Radio Panamericana," Panama City. PERU: OAX4F and OAX4H, "Radio Mundial," Lima. URUGUAY: CX14 and CXA19, "Radio El Espectador," Montevideo; CX18, "Radio Libertad-Sport," Montevideo; And the Espectador network, "Cadena Uruguaya de Radiodifusion," which, in addition to "Radio Espectador," includes: CW1, "Radio Popular," Colonia; CW19, "Difusora Rochense," Rocha; CW23, "Radio Cultural," Salto; CW33, "Radio Florida," Florida; CW35, "Radio Paysandu," Paysandu; CW43, "Radio Lavalleja," Minas; CW45, "Difusora Treinta y Tres," Treinta y Tres; CW46A, "Difusora Zorrilla de San Martin," Tacuarembó; CW47A, "Radio Welcome," San Jose.

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.

FORJOE & COMPANY

New York—19 W. 44th St., Vanderbilt 6-5080
Joseph Bloom, President; Jack Koste, Sales Mgr.
Chicago—360 N. Michigan Ave., Zang Golobe, Rep., State 5587
Philadelphia—1301 Widener Bldg., Charles Stahl, Rep., Rittenhouse 9698
Race 2050
Pittsburgh—Keystone Hotel, Thomas B. Price, Rep., Grant 5200
Los Angeles—403 W. 8th St., Larry Krasner, Rep., Vandike 9885
San Francisco—429 Russ Building, Miss Maude Ralph, Douglas 8587
Washington, D. C.—1000 Connecticut Ave., Ben Strouse, Rep., Nat. 7203
Stations—KARV, Mesa, Ariz.; KWKW, Los Angeles, Cal.; KKIN, Visalia, Cal.; WWDC, Washington, D. C.; WSBC, Chicago, Ill.; WFAU, Augusta, Me.; WCOU, Lewiston, Me.; WJOR, Bangor, Me.; *WORL, Boston, Mass.; WBBC, Flint, Mich.; **WJBK, Detroit, Mich.; **WIBM, Jackson, Mich.; WMIN, Minneapolis-St. Paul, Minn.; KXLW, St. Louis, Mo.; KDRO, Sedalia, Mo.; WBNX, New York, N. Y.; WRRZ, Clinton, N. C.; WRRF, Washington, N. C.; WKAP, Allentown, Pa.; WISR, Butler, Pa.; WCHA, Chambersburg, Pa.; WLAN, Lancaster, Pa.; WNAR, Norristown, Pa.; WDAS, Philadelphia, Pa.; WWSW, Pittsburgh, Pa.; WHWL, Wilkes-Barre, Pa.; WAND, Anderson, S. C.; WHHM, Memphis, Tenn.; KVET, Austin, Tex.; KONO, San Antonio, Tex.; WLOW, Norfolk, Va.; WBRW, Welch, W. Va.; CKNW, New Westminster, B. C.

* Except in New York. ** Except in Chicago.

FREEMANTLE OVERSEAS RADIO LTD.

New York—660 Madison Avenue. Butterfield 8-8505
Stations—Radio Andorra (Andorra); Radio Africa (Tangier, Morocco); HJDK-KJDE, Medellin, Colombia. ITALIAN NETWORKS, Blue Network (Italy); Milano 1 (Milan); Torino 1 (Turin); Genova 1 (Genoa); Bologna 11 (Bologna); Venezia (Venice); Verona (Verona); Padova (Padua); Bolzano (Bolzano); Firenze 1 (Florence); Roma 11 (Rome); Napoli 11 (Naples) and Bari 11 (Bari). Red Network: Roma 1 (Rome); Bari 1 (Bari); Napoli 1 (Naples); Firenze 11 (Florence); Catania (Catania); Palermo (Palermo); San Remo (San Remo); Torino 11 (Turin); Genova 11 (Genoa); Milano 11 (Milan); Bologna 1 (Bologna); Ancona (Ancona); Messina (Messina) and Cagliari (Sardegna) (Independent).

FREE & PETERS, INC.

<i>New York</i> —444 Madison Avenue.....	Plaza	5-4130
H. Preston Peters, President; C. Terence Clyne, Vice-President; Jones Scovern, Vice-President; A. J. Barry, Jr., Ewart M. Bain, Charles V. Dresser, Frank Fitzpatrick, Robert J. McNamara, John H. Reed, Jr.		
<i>Chicago</i> —180 North Michigan Avenue.....	Franklin	6373
Russel Woodward, Executive Vice-President; John A. Cory, Vice-President; Lloyd Griffin, Vice-President; Ray Neihengen, Joseph W. Evans.		
<i>Detroit</i> —645 Griswold Street, William W. Bryan, Manager.....	Cadillac	4255
<i>Atlanta</i> —322 Palmer Building, James M. Wade, Manager.....	Main	5667
<i>Hollywood</i> —6331 Hollywood Blvd.....	Hollywood	2151
James L. Free, Chairman; Hal W. Hoag, Manager.		
<i>San Francisco</i> —58 Sutter Street, A. Leo Bowman, Manager.....	Sutter	4353
Stations—KOB, Albuquerque, N. M.; WCBM, Baltimore, Md.; KFDM, Beaumont, Tex.; KDSH, Boise, Idaho; WMCA, N. Y., N. Y.; KFAB, Omaha, Neb.; KEX, Portland, Ore.; WGR, Buffalo, N. Y.; WCSC, Charleston, S. C.; WCKY, Cincinnati, Ohio; WIS, Columbia, S. C.; KRIS, Corpus Christi, Tex.; WOC, Davenport, Iowa; WHO, Des Moines, Iowa; WDSM, Duluth-Superior, Wisc.; WDAY, Fargo, N. D.; KXYZ, Houston, Tex.; WISH, Indianapolis, Ind.; KMBC, Kansas City, Mo.; WAVE, Louisville, Ky.; WTCN, Minneapolis-St. Paul, Minn.; KOMA, Oklahoma City, Okla.; WMBD-WDZ, Peoria-Tuscola, Ill.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, Va.; KSDJ, San Diego, Calif.; KSD, St. Louis, Mo.; KIRO, Seattle, Wash.; WFBL, Syracuse, N. Y.; KTUL, Tulsa, Okla.; WBAP, Fort Worth, Tex.		

ROMIG C. FULLER & ASSOCIATES

(Northwest Representative*)

<i>Seattle</i> —2939 Fourth Ave., South.....	Main	0110
--	------	------

*Stations represented on a regional basis only.

W. S. GRANT COMPANY, INC.

<i>San Francisco</i> —Room 313, Central Tower Bldg.....	Exbrook	6685
703 Market St., W. S. Grant, General Mgr., Jack Q. Hall, Mgr., San Francisco Office, Frances Weyer, Secretary.		
<i>Los Angeles</i> —412 W. 6th St., David S. Ballou, Manager.....	Vandick	6314
<i>New York</i> —33 West 42nd St., Bernard Howard, Manager.....	BRyant	9-1374
<i>Chicago</i> —180 N. Michigan Ave., Frank Back, Manager.....	Dearborn	7869
Stations—WLAR, Athens, Tenn.; KBKR, Baker, Oregon; KPMC, Bakersfield, Calif.; KHSL, Chico, Calif.; KUGN, Eugene, Oregon; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBM, La Grande, Oregon; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KSRV, Ontario, Ore.; KCMJ, Palm Springs, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KATO, Reno, Nevada; KSJO, San Jose, Calif.; KVEC, San Luis Obispo, Cal.; KVOE, Santa Ana, Calif.; KSRO, Santa Rosa, Calif.; KTKC, Visalia, Calif.; KWVB, Walla Walla, Wash.; KHUB, Watsonville, Calif.; KTYW, Yakima, Wash.		

HOMER GRIFFITH CO., INC.

<i>Hollywood</i> 28—6123 Selma.....	HOLLYWOOD	6281
Homer Griffith, Pres. & Mgr.; David A. Williamson, V.-P. & Gen. Sales Mgr.; Gladys Macreary, Auditor & Traffic Mgr.		
<i>New York City</i> —500 Fifth Ave.....	MURRAY HILL	6-4080
John Livingston, V.-P. & Eastern Div. Mgr.		
<i>Chicago</i> —612 N. Michigan Ave., Al Halus, V.-P. & Central Div. Mgr.....	Superior	8177
<i>Dallas</i> —611 Construction Bldg.....	Riverside	2675
Walter Kline, V.-P. & Mid-South Div. Mgr.		
<i>San Francisco</i> —681 Market St.....	DOUGLAS	4475
H. G. "Hi" Wells, Northwest Div. Mgr.		
Stations—KLOK, Phoenix, Ariz.; KCVR, Lodi, Calif.; KAFY, Bakersfield, Calif.; KLX, Oakland, Calif.; KLOK, San Jose, Calif.; KSMA, Santa Maria, Calif.; KCOK, Tulare, Calif.; KIUP, Durango, Colo.; KFJ, Grand Junction, Colo.; KGEM, Boise, Idaho; KBIO, Burley, Idaho; KRIC, Lewiston, Idaho; KEIO, Pocatello, Idaho; *—Idaho Falls, Idaho; KLIX, Twin Falls, Idaho; KFNF, Shenandoah, Iowa; KWHK, Hutchinson, Kans.; WINN, Louisville,		

STATION REPRESENTATIVES

Ky.; KBMY, Billings, Montana; KGEZ, Kalispell, Montana; KGFV, Kearney, Neb.; KENO, Las Vegas, Nev.; KOAT, Albuquerque, N. M.; KGAK, Gallup, New Mex.; KFUN, Las Vegas, New Mex.; KTRC, Santa Fe, N. M.; WFIN, Findlay, O.; KWIL, Albany, Ore.; KBND, Bend, Ore.; KOOS, Coos Bay, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; GFLW, Kalmuth Falls, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; WKOK, Sunbury, Pennsylvania; KIUN, Pecos, Texas; KNAK, Salt Lake City, Utah; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KVAN, Vancouver, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KBLF, Red Bluff, Calif.; Alaska Network: KINY, Juneau; KTKN, Ketchikan, KFQD, Anchorage; Pan American Broadcasting Company; Pacific Coast Representative; Radio Advertising Co. (Pacific Coast rep.).

* call letters not assigned.

MELCHOR GUZMAN COMPANY, INC.

(Latin American Representative)

New York—45 Rockefeller Plaza, (20).....Circle 7-0624
Melchor Guzman, President; A. M. Martinez, Vice-President.

ARTHUR H. HAGG & ASSOCIATES, INC.

Chicago—360 N. Michigan Ave, Arthur H. Hagg, Pres.....Central 7553
New York—366 Madison Ave., P. A. Broderick.....Murray Hill 2-8865
Omaha—320 S. 27th St., H. W. Harvey.....Jackson 2620
Denver—509 Mercantile Bldg., R. L. Bowers.....Tabor 4523
Kansas City 6, Mo.—6 E. 11th St., K. W. Hagg.....Har. 7859
Stations—KGNO, Dodge City, Kans.

FORJOE & COMPANY

N

NATIONAL

W—RADIO STATION—E
REPRESENTATIVES

S

FORJOE OFFICES

New York—19 W. 44 St.
Vanderbilt 6-5080
Chicago—360 No. Michigan Ave.
State 5587
Los Angeles—403 W. 8 St.
Vandike 9885
San Francisco—429 Russ Building
Douglas 8587
Philadelphia—1301 Widener Bldg.
Rittenhouse 9698
Washington, D. C.—1000 Connecticut Ave.
National 7203
Pittsburgh—Hotel Keystone
Grant 5200

For the
best interpretive
news . . .

AP

HEADLEY-REED COMPANY

<i>New York</i> —405 Lexington Ave.....	MURRAY Hill	3-5470
Frank M. Headley, President; John D. Allison, Vice-President; Pat Sullivan, Frank Hays, Sterling B. Beeson, William B. Faber, Michael Renault, Frank W. Miller, Sr., Treasurer; Frank W. Miller, Jr., Secretary.		
<i>Chicago</i> —180 N. Michigan Ave., (1).....	Franklin	4686
Dwight S. Reed, Vice-President; Paul R. Weeks, John Wrath, John W. Davis.		
<i>Detroit</i> —2019 Penobscot Bldg., H. V. Barrett.....	Randolph	9615
<i>Los Angeles</i> —210 W. 7th St., H. Lindley.....	Vandyke	1725
<i>Atlanta 3</i> —Glenn Bldg., Eli W. Sweatman, Jr.....	Cypress	4311
<i>San Francisco</i> —300 Montgomery St., (4), Ralph W. Mitchell, Vice-President... Yukon		1265
<i>Stations</i> —WSGN, Birmingham, Ala.; WAGF, Dothan, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery, Ala.; KJBS, San Francisco, Cal.; WELI, New Haven, Conn.; WINX, Washington, D. C.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; WDAK, Columbus, Ga.; WROK, Rockford, Ill.; WGL, Fort Wayne, Ind.; KSO, Des Moines, Ia.; WITH, Baltimore, Md.; WSAR, Fall River, Mass.; WSAM, Saginaw, Mich.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb.; WKNE, Keene, N. H.; WBAB, At. City, N. J.; WINR, Binghamton, N. Y.; WHLD, Niagara Falls, N. Y.; WKIP, Poughkeepsie, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WFAS, White Plains, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Cleveland, O.; WCOL, Columbus, O.; WLOK, Lima, O.; WFMJ, Youngstown, O.; SAN, Allentown, Pa.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WPEN-FM—WPEN, Philadelphia, Pa.; WAPO, Chattanooga, Tenn.; WLEE, Richmond, Va.		

HOMER HOGAN & CO.

<i>Chicago</i> —410 N. Michigan Ave., Homer Hogan, General Manager.....	Whitehall	4488
---	-----------	------

HAL HOLMAN CO.

<i>Chicago</i> —260 N. Michigan Ave.....	State	5262
Hal Holman, Owner.		
<i>New York</i> —551 Fifth Avenue.....	MURRAY Hill	2-7986
<i>Stations</i> —WJBK, Detroit, Mich.; WIBM, Jackson, Mich.		

GEORGE P. HOLLINGBERY CO.

<i>Chicago</i> —307 N. Michigan Avenue (1).....	Andover	2636
George P. Hollingbery, Owner; M. W. Harms, Jr., Frank E. McCarthy, Harry H. Wise, Jr., Salesmen.		
<i>New York City</i> —420 Lexington Avenue (17).....	MURRAY Hill	3-9447
F. E. Spencer, Jr., Manager.		
<i>Atlanta</i> —223 Peachtree St., Fred F. Hague, Manager.....	Cypress	1489
<i>San Francisco</i> —300 Montgomery St. (4), R. J. Birch, Manager.....	Douglas	4393
<i>Los Angeles</i> —411 W. Fifth St., J. V. Fidler, Manager.....	Madison	6-3633
<i>Stations</i> —WADC, Akron, Ohio; WBCM, Bay City, Mich.; WAAF, Chicago, Ill.; WHIO, Dayton, Ohio; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WEAU, Eau Claire, Wis.; KTSM, El Paso, Texas; WREN, Lawrence, Kan.; KOWH, Omaha, Neb.; WIP, Philadelphia, Pa.; WEEU, Reading, Pa.; WHAM, Rochester, N. Y.; WARM, Scranton, Pa.; KSCJ, Sioux City, Ia.; WSPA, Springfield, Mass.; KGBX, Springfield, Mo.; KVI, Seattle/Tacoma; KFBI, Wichita, Kan.; WATL, Atlanta, Ga.; WRDW, Augusta, Ga.; WJBO, Baton Rouge, La.; WTNB, Birmingham, Ala.; WTMA, Charleston, S. C.; WRBL, Columbus, Ga.; WBIG, Greensboro, N. C.; WJDX, Jackson, Miss.; WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WSPA, Spartanburg, S. C.; Rebel Network—WJDX, Jackson, Miss.; WFOR, Hattiesburg, Miss.; WAML, Laurel, Miss.; Arrowhead Network—WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; Georgia Broadcasting System—WRBL, Columbus, Ga.; WATL, Atlanta, Ga.; WGPC, Albany, Ga.		

THE KATZ AGENCY, INC.

<i>New York City 18</i> —500 Fifth Avenue.....	Wisconsin	7-8620
G. R. Katz, Pres.; Eugene Katz, Exec. V.P.; G. W. Brett, V.P. & Sales Mgr.; S. L. Katz, V.P.; A. Doris, V.P.; Lowell Jackson, V.P.; M. J. Beck, Treas.; T. E. Kruglak, Secty.		

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

<i>Chicago 1</i> —307 N. Michigan Ave.	Central	4006
Gerald H. Gunst, Mgr.; David H. Decker, Lowell E. Jackson, William W. Joyce, Sidney L. Katz, Fiske Lochridge, Roy Miller.		
<i>Detroit 2</i> —General Motors Bldg.	Trinity	2-7685
Ralph Bateman, Mgr.; Arthur J. Underwood, Jr.		
<i>Kansas City 6</i> —Bryant Bldg.	Victor	7095
Thomas Flanagan, Mgr.		
<i>Atlanta 3</i> —22 Marietta St. Bldg.	Walnut	4795
Fred M. Bell, Mgr.; Marvin Smith.		
<i>Dallas 1</i> —Republic Bank Bldg.	Central	7936
Frank Brimm, Mgr.		
<i>San Francisco 5</i> —Monadnock Bldg.	Sutter	7434
Richard S. Raitlon, Mgr.		
<i>Los Angeles 14</i> —530 W. 6th St.	Tucker	3219
Stanley J. Reulman, Mgr.		
<i>Stations</i> —KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WOL, Washington, D. C.; WPDQ, Jacksonville, Fla.; WGBS, Miami, Fla.; WDAE, Tampa, Fla.; *WGST, Atlanta, Ga.; *WMAZ, Macon, Ga.; *WTOC, Savannah, Ga.; KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WEEK, Peoria, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; **WMT, Cedar Rapids-Waterloo, Iowa; **KRNT, Des Moines, Iowa; **WNAX, Sioux City, Iowa-Yankton, S. D.; WWL, New Orleans, La.; WCOP, Boston, Mass.; KGH, Billings, Mont.; WFEA, Manchester, N. H.; WHOM, New York, N. Y.-Jersey City, N. J.; WWNC, Asheville, N. C.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WFCL, Providence-Pawtucket, R. I.; WREC, Memphis, Tenn.; WSIX, Nashville, Tenn.; KUTA, Salt Lake City, Utah; KHQ, Spokane, Wash.; WISN, Milwaukee, Wis.		
* The Georgia Major Market Trio; ** The Mid-States Group.		

JOHN KEATING

<i>Portland 5</i> —919 Taylor St.	Beacon	4107
J. D. Keating, Lee P. Bishop.		
<i>Seattle 1</i> —2nd & Pine Bldg., James McLoughlin, Mgr.	Elliott	6520
<i>San Francisco</i> —Fairmont Hotel, Vincent Francis.	Ga.	8300
<i>Stations</i> —KWIN, Ashland, Ore.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KOOS, Coos Bay, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLB, La Grande, Ore.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KALE, Portland, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; KODL, The Dalles, Ore.; KSRV, Ontario, Ore.; KRRC, Lewiston, Idaho; KTFI, Twin Falls, Idaho; KBIO, Burley, Idaho; KFXD, Boise, Idaho; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KONP, Port Angeles, Wash.; KOL, Seattle, Wash.; KGA, Spokane, Wash.; KVAN, Vancouver, Wash.; KUJ, Walla Walla, Wash.; KIT, Yakima, Wash.; KCOW, Ellensburg, Wash.		

JOSEPH HERSHEY MCGILLVRA, INC.

<i>New York</i> —366 Madison Avenue (17).	Murray Hill	2-8755
Joseph H. McGillvra, President; James LeBaron, V. P.-General Sales Manager; Jack Kelly, Harry C. Folts.		
<i>Chicago</i> —35 East Wacker Drive (1).	State	5282
Walter Beadell, Manager; William Sauerstrom		
<i>Los Angeles</i> —684 So. Lafayette Pk. Pl.	Drexel	4388
Robert W. Walker, Manager; John A. Nelson.		
<i>San Francisco</i> —68 Post St., Rogers P. Parrett, Manager; Reba M. Stanley.	Sutter	5568
<i>Stations</i> —KXLR, Little Rock, Ark.; KGER, Long Beach, Calif.; KIST, Santa Barbara, Calif.; KVID, Denver, Colo.; KGHF, Pueblo, Colo.; WBRY, Waterbury, Conn.; WILM, Wilmington, Del.; WPIK, Alexandria, Va.; WBAY, Coral Gables, Fla.; WWPG, Palm Beach, Fla.; WBBQ, Augusta,		

Ga.; WBML, Macon, Ga.; WJOL, Joliet, Ill.; WJOB, Hammond, Ind.; WASK, Lafayette, Ind.; WLCS, Baton Rouge, La.; KVOL, Lafayette, La.; KNOE, Monroe, La.; WNOE, New Orleans, La.; WLAV, Grand Rapids, Mich.; WKLA, Ludington, Mich.; WKBZ, Muskegon, Mich.; WFPG, Atlantic City, N. J.; WTTM, Trenton, N. J.; WKNY, Kingston, N. Y.; WMFF, Plattsburg, N. Y.; WSAY, Rochester, N. Y.; WLOE, Leaksville, No. Car.; WGNI, Wilmington, No. Car.; WSTV, Steubenville, Ohio; WRRN, Warren, Ohio; WCED, DuBois, Pa.; WEDO, McKeesport, Pa.; WKRZ, Oil City, Pa.; WJPA, Washington, Pa.; WDSC, Dillon, So. Car.; KPAB, Laredo, Tex.; KMAC, San Antonio, Tex.; KVNU, Logan, Utah; WJOY, Burlington, Vt.; WSYB, Rutland, Vt.; WCYB, Bristol, Va.; WSAP, Portsmouth, Va.; WWNR, Beckley, W. Va.; WGKV, Charleston, W. Va.; WHAR, Clarksburg, W. Va.; WRON, Ronceverte, W. Va.; WFOK, Milwaukee, Wis.; KFIO, Spokane, Wash.; KMO, Tacoma, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; CFCH, Chatham, Ont.; CFPL, London, Ont.; CHGB, Ste-Anne-de-la-Pocatiere, Quebec; CHLP, Montreal, Quebec; CHNC, New Carlisle, Quebec; CJCH, Halifax, Nova Scotia; CJCJ, Calgary, Alberta; CJIC, Sault Ste. Marie, Ont.; CKCO, Ottawa, Ont.; CKCW, Moncton, N. B.; CKNX, Wingham, Ont.; CKSF, Cornwall, Ont.; KCTB, St. Catherines, Ont.

J. P. McKINNEY & SON

New York City—30 Rockefeller Plaza, Max M. Everett, Mgr. Circle 7-1178
Chicago—400 N. Michigan Avenue, John Schulz, Chicago Superior 9866
San Francisco—681 Market St., R. J. Bidwell Garfield 5512
Stations—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

NATIONAL BROADCAST SALES

Toronto—25 King St., West Ad. 8895
 Jack M. Davidson, Mgr.; Norman D. Brown, R. A. S. Munro, Cliff Wingrove, Salesmen; Paul Mulvihill, Sales Promotion.
Montreal—660 St. Catherines St., West Harbour 3051
 R. A. Leslie, Manager.
Stations—CKWS, Kingston, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CJAD, Montreal, Que.; CKRN, Rouyn, Que.; CHAD, Amos, Que.; CHEX, Peterborough, Ont.; CJKL, Kirkland Lake, Ont.; KCTB, St. Catharines, Ont.; SFGA, Port Arthur, Ont.; CKVD, Val d'Or, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CHOK, Sarnia, Ont.; CVKEY, Toronto (Montreal, Que. only).

NATIONAL BROADCASTING COMPANY, INC.

(National Spot and Local Sales Division)

New York City 20—30 Rockefeller Plaza Circle 7-8300
 James V. McConnell, Dir.; W. C. Roux, Mgr.
Boston 16—Hotel Bradford, John Dodge, Rep. Hancock 4329
Cleveland—NBC Bldg., Don Stratton, Rep. Cherry 0942
Washington 5, D. C.—Trans Lux Bldg., Mahlon Glascock, Rep. Republic 4000
Chicago 54—Merchandise Mart, Oliver Morton, Mgr. Superior 8300
Denver 2—1625 California St., James McPherson, Rep. Maine 6211
San Francisco 2—NBC Bldg., Taylor & O'Farrell Sts. Greystone 8700
 Carl Nielsen, Rep.
Hollywood 28—NBC Bldg., Sunset & Vine Sts. Hollywood 6161
 Lathrop Mack, Mgr.
Stations—KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO, 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.; KZRH, Manila, P. I.

NORTHWEST RADIO ADVERTISING CO.

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

• • • STATION REPRESENTATIVES • • •

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

<i>New York</i> 17—330 Madison Ave.....	MURray Hill	2-0810
E. Bernald, Mgr.; Arthur Gordon, Asst. Mgr.		
<i>Chicago</i> —228 No. LaSalle St., F. R. Jones, Mgr.....	State	5096
<i>Hollywood</i> 28—6123 Selma Ave., Homer Griffith.....	Hollywood	6281
<i>Dallas</i> —711 Construction Bldg., Walter S. Kline.....	Riverside	6051
<i>San Francisco</i> —681 Market St., H. Wells.....	Douglas	4475

Stations—The Alaska Broadcasting System of: KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; Radio Mozambique, South Africa; ZFY, Georgetown, British Guiana; WIAC, San Juan, Puerto Rico; WKAQ, San Juan, Puerto Rico; HP5J-HP6J, Panama City, Panama; TIPG-TINBC, San Jose, Costa Rica; HOL-HOLA, Colon, Panamwa; HHBM-HHCM-HHGM, Port-au-Prince, Haiti; HHW, Port-au-Prince, Haiti; HIN-HI-N, Ciudad Trujillo, D. R.; La Cadena Azul, with 6 stations in: Portoviejo, Ecuador; Guayaquil, Ecuador; Cuenca, Ecuador; Ibarra, Ecuador; Quito, Ecuador; Ambato—Emisoras Atlantico and Emisoras Unidas of Barranquilla, Colo.; Radiodifusora Venezuela, Radio Caracas, Ondas Populares, of Caracas, Venezuela; The Radios La Cooperativa, Vitlicia network of 8 stations in Chile: Valparaiso, Santiago, Valdivia, Temuco, Puerto Montt, Punta Arenas; Radio Cristal, Bogota, Colo., La Voz Del Valle, Cali, Colo., La Voz De Antioqua, Medellin, TGW, Guatemala City, Guatemala; HRN, Tegucigalpa, Honduras; Rikisutvarpid, Raykjavik; YNPS, Managua, Nicaragua; ZP9, Asuncion, Paraguay; ZP5, Encarnacion, Paraguay; Ecos Del Zulia, Maracaibo; YSO-YSN, San Salvador, E.S.; The El Expectador Network of 10 stations in Uruguay: The Peruvian Network of 9 stations, XOAR, Shanghai, China; FJV, Suva, Fiji Islands; The Patagonia Network of Argentina; Radio Popular, Maracaibo; AVROS, Paramaribo, Dutch Guiana.

JOHN E. PEARSON COMPANY

<i>Chicago</i> 1—360 N. Michigan.....	FRanklin	2539
John E. Pearson, Owner; William L. Wallace, Mid-West Sales Mgr.; Kay Fisher, Sales; Sue Masterson, Financial Secty.; Agnes A. Terrace, Secty.		
<i>New York</i> 17—250 Park Ave., Hines H. Hatchett, Mgr.....	PLaza	8-2255
<i>Kansas City</i> 6—1112 Dierks Bldg., Owen H. Balch, Mgr.....	Grand	2144
<i>St. Louis</i> 1—915 Olive St., Ralph Schulenburg, Mgr.....	Garfield	6865
<i>Los Angeles</i> 5—685 S. Lafayette Park Place, Robert W. Walker, Mgr.....	Drexel	4388
<i>San Francisco</i> 4—68 Post St., Rogers P. Parratt, Mgr.....	Sutter	5568

Stations—KLCN, Blytheville, Ark.; KPRO, Riverside-San Bernardino, Calif.; KROP, Brawley-El Centro, Calif.; KREO, Indio-Palm Springs, Calif.; WINK, Ft. Myers, Fla.; WLAK, Lakeland, Fla.; WSPB, Sarasota, Fla.; WTSP, St. Petersburg-Tampa, Fla.; WKRO, Cairo, Ill.; WIND, Chicago, Ill.; WJPF, Herrin, Ill.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KOAM, Pittsburg, Kan.; KSAL, Salina, Kan.; KVGB, Great Bend, Kan.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.; KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KWN0, Winona, Minn.; KWLM, Willmar, Minn.; KROC, Rochester, Minn.; KMHL, Marshall, Minn.; WCAR, Pontiac, Mich.; KCMO, Kansas City, Mo.; KHMO, Hannibal, Mo.; KFVS, Cape Girardeau, Mo.; KWOC, Poplar Bluff, Mo.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WOV, New York, N. Y.; WDUK, Durham, N. C.; KELO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; WBIR, Knoxville, Tenn.; KRBC, Abilene, Texas; KFDA, Amarillo, Texas; KBST, Big Spring, Texas; KGKL, San Angelo, Texas; KGKB, Tyler, Texas. NETWORKS: Florida West Coast Network—(WINK, WLAK, WSPB, WTSP); West Texas Network—(KRBC, KGKL, KBST).

JOHN H. PERRY ASSOCIATES

<i>New York</i> 17—310 East 45th St.	Murray Hill	4-1647
William K. Dorman, Gen. Mgr.; W. T. Kelly, R. S. Mandeville, Salesmen.		
<i>Chicago</i> 3—122 S. Michigan Ave., F. W. Thurnau, Mgr.	Harrison	8085
<i>Detroit</i> 2—7338 Woodward Ave., J. J. Higgins, Mgr.	Madison	0790
<i>Atlanta</i> 3—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Mgr.	Walnut	1334
<i>Philadelphia</i> 7—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.; WTAL, Tallahassee, Fla.; WDHL, Bradenton, Fla		

EDWARD PETRY & COMPANY, INC.

<i>New York</i> 17—17 East 42nd Street.	Murray Hill	2-4400
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ringgold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Lawrence Field, Irvin Gross, George Klayer.		
<i>Chicago</i> 11—400 N. Michigan Avenue.	Delaware	8600
Edward Voynow, Vice-President; John Ashenhurst, Louis A. Smith, James L. Thompson, Buell Herman.		
<i>Detroit</i> 2—General Motors Bldg.	Madison	1035
William Cartwright.		
<i>San Francisco</i> 4—Russ Bldg., Earle H. Smith, King Harris.	Garfield	4082
<i>Los Angeles</i> 13—601 W. 5th Street, Chester Matson.	Michigan	8729
<i>St. Louis</i> 3—Shell Bldg., George Kercher.	Chestnut	7191
<i>Boston</i> 16—Statler Bldg., 20 Province St., James G. Sandison.	Hubbard	6342
<i>Atlanta</i> 3—New Palmer Bldg., Marietta St. at Forsythe.	Jackson	7983
<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.; KOIL, Omaha, Neb.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Tex.; KPRC, Houston, Tex.; WOAI, San Antonio, Tex.; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; KFOR, Lincoln, Neb.; KTBS, Shreveport, La.; WONS, Hartford, Conn.; Northwest Network, Texas Quality Network, Yankee Network; KPOA, Honolulu, Hawaii; WMTW, Portland, Me.; WWCO, Waterbury, Conn.		

RALPH L. POWER

(Australian Representative)

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

RADIO ADVERTISING CO.

<i>New York</i> 17—521 Fifth Avenue.	Murray Hill	2-2170-1
Robert D. C. Meeker, Gen. Mgr.; Louis J. F. Moore, Mgr.		
<i>Chicago</i> 1—333 N. Michigan Avenue.	Central	1742-3
R. L. Swats, Jr., Manager.		
<i>Detroit</i> —28 W. Adams Ave. (26), Robert Rains, Mgr.	Cherry	8321
<i>San Francisco</i> 5—681 Market St., H. G. Wells, Mgr.	Douglas	4475
<i>Dallas</i> —711 Construction Bldg., Walter Kline, Mgr.	Riverside	2673
<i>Hollywood</i> 28—6123 Selma Ave., David A. Williamson, Mgr.	Hollywood	6281
<i>Stations</i> —WMGY, Montgomery, Ala.; WJNO, West Palm Beach, Fla.; WEST, Easton, Pa.; WGAL, Lancaster, Pa.; WMBS, Uniontown, Pa.;		

. . . STATION REPRESENTATIVES . . .

WDEL, Wilmington, Del.; WTVL, Waterville, Me.; WKBO, Harrisburg, Pa.; WLBR, Lebanon, Pa.; WORK, York, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WAZL, Hazleton, Pa.; WRAW, Reading, Pa.; HOX-HOXA-HOXB-HOXD, Panama (Republic of Panama).

RADIO CENTRE LIMITED

Toronto—64 Wellington St., West.....WAverly 2036
D. Spencer Grow, Manager.

RADIO REPRESENTATIVES, LTD.

Toronto 1—4 Albert St.....WAverly 6151
J. O. Slatter, Gen. Mgr.; S. Lancaster, Sales Mgr.; W. Slatter, Salesman.
Montreal—337 Dominion Square Bldg., W. Dippie, Mgr.....HArbour 7011
Winnipeg—Lindsay Bldg., A. J. Messner, Mgr.....96374
Stations—CHGS, Summerside, P. E. I.; CKTS, Sherbrooke, P. Q.; CJOB, Winnipeg, Man.; CFRN, Edmonton, Atl;a. CJAV, Port Alberni, B. C.; CKCV, Quebec, P. Q.; CKCH, Hull, P. Q.; CFQC, Saskatoon, Sask.; CKNW, New Westminster, B. C.; CJSO, Sorel, P. Q.; CKPR, Fort William, Ont.; CFCN, Calgary, Alta.; CKMO, Vancouver, B. C.

RADIO SALES

(The SPOT Broadcasting Division of the Columbia Broadcasting System)

New York 22—485 Madison Avenue.....Wickersham 2-2000
J. L. Van Volkenburg, General Sales Manager; Herbert A. Carlborg, Eastern Sales Manager; Howard Stanley, Sales Promotion Director; E. J. Heerd, Sales Service Manager; Richard F. Hess, Supervisor of Research; Alice Santti, Manager Clearance Department; G. R. Dunham, Jr., A. H. Flaten, Eldon Hazard, Ed Larkin, Roy F. Shults, Dave Sutton, Dick Wright.
Chicago 11—410 North Michigan Avenue.....Whitehall 6000
Wilbur S. Edwards, Western Sales Manager; Charles Compton, Gordon Hayes, Ted McLoney, William Ogden, Ted Swift.
Atlanta 3—101 Marietta Street.....Jackson 5960
H. H. Holtshouser, Southeastern Sales Manager.
San Francisco 5—Palace Hotel.....Yukon 1700
Jack Brumback, Sales Manager for Northern California and the Northwest.
Los Angeles 28—Columbia Square.....Hollywood 1212
L. D. Larimer, Sales Manager for Southern California.
Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEL, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WCBS, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.

WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave.....Andover 5566
William G. Rambeau, Owner; Mary A. Rambeau, Treas.; Mary S. Rudd, Secty.; Carl L. Baker, Jack V. Porter, Salesmen; Mary Moore.
New York 17—Chanin Bldg.....LExington 2-1820
William M. Wilson, Exec. V.P.; John S. Stewart.
Los Angeles 5—672 S. Lafayette Pk. Pl., Jack V. Porter, Manager.....MUtual 2317
Stations—WMEX, Boston, Mass.; WNAB, Bridgeport, Conn.; WHBC, Canton, O.; WOCB, Cape Cod, Mass.; WHJB, Greensburg, Pa.; WJTN, Jamestown, N. Y.; WNBH, New Bedford, Mass.; WNHC, New Haven, Conn.; WHN, New York City; WJAS, Pittsburgh, Pa.; WPAY, Portsmouth, O.; WATR, Waterbury, Conn.; WAGC, Chattanooga, Tenn.; KLUF, Galveston, Texas; WGRM, Greenwood, Miss.; WJXN, Jackson, Miss.; WLAU, Laurel, Miss.; WHBQ, Memphis, Tenn.; WMIS, Natchez, Miss.; WJBW, New Orleans, La.; WORD, Spartanburg, S. C.; KVAK, Atchison, Kas.:

WCLO, Janesville, Wisc.; KSWM, Joplin, Mo.; WKBV, Richmond, Ind.; WIL, St. Louis, Mo.; KFBC, Cheyenne, Wyo.; KMYR, Denver, Colo.; KTKC, Visalia, Calif.; KFWB, Los Angeles, Calif.; KWBR, Oakland, Calif.; KSAN, San Francisco, Calif.; KEVR, Seattle, Wash.; WHOB, Gardner, Mass.

PAUL H. RAYMER COMPANY

<i>Chicago</i> 11—435 N. Michigan Avenue.....	Superior	4473
Richard F. Kopf, Garfield C. Packard, M. R. Tennerstedt, Raph H. Patt, Jr.		
<i>New York</i> 17—366 Madison Avenue.....	Murray Hill	7-6540
Paul H. Raymer, Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Charles A. Hammarstrom, Ralph E. McKinnie.		
<i>Boston</i> 16—507 Statler Office Bldg., Robert C. Foster.....	Hubbard	3225
<i>Detroit</i> 26—1264 Penobscot Bldg., Robert B. Rains.....	Cherry	0764
<i>Atlanta</i> 3—804 Candler Bldg., Royal E. Penny.....	Jackson	5026
<i>San Francisco</i> 4—Russ Bldg., L. Ray Rhodes.....	Douglas	8909
<i>Los Angeles</i> 14—707 South Hill St., J. Leslie Fox, John D. Gale.....	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.; WSBT, South Bend, Indiana; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WNDR, Syracuse, N. Y.; WHKK, Akron, Ohio; WHK, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WKBN, Youngstown, Ohio; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KWFT, Wichita Falls, Tex.; WRVA, Richmond, Va.; WCAU, Philadelphia, Pa. (Pacific); Arizona Broadcasting System; McClatchy Beeline.		

VIRGIL REITER & CO.

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

SEARS & AYER, INC.

<i>Chicago</i> 11—612 N. Michigan Ave.....	Superior	8177-8
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —295 Madison Ave.....	LExington	2-0772
P. Joseph Bogner, Jack Martin, Robert C. Whitehead, Jr.		
<i>Kansas City</i> —15 W. 10th St., Wm. Temple, Mgr.....	Victor	0021
<i>San Francisco</i> —703 Market St., Jack Hall.....	Douglas	4475
<i>Los Angeles</i> —412 W. 6th St., Davis S. Ballou.....	Van Dike	6314
<i>Stations</i> —WHMA, Anniston, Ala.; WJLD, Bessemer, Ala.; WJOI, Florence, Ala.; WJBY, Gadsden, Ala.; WHBB, Selma, Ala.; WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, Ark.; WKEU, Griffin, Ga.; WJBC, Bloomington, Ill.; WSIV, Pekin-Peoria, Ill.; WCVS, Springfield, Ill.; KSTT, Davenport, Ia.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WKTM, Mayfield, Ky.; WCIF, Madisonville, Ky.; WPAD, Paducah, Ky.; WHDF, Calumet-Hoghton, Mich.; WGCM, Biloxi-Gulfport, Miss.; WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WJPR, Greenville, Miss.; WMOX, Meridian, Miss.; WQBC, Vicksburg, Miss.; WELO, Tupelo, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KRES, St. Joseph, Mo.; KTTS, Springfield, Mo.; KORN, Fremont, Neb.; KHBG, Okmulgee, Okla.; WLPM, Suffolk, Va.; KONP, Port Angeles, Wash.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo. Mid-South Network: WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WMCX, Meridian, Miss.; WELO, Tupelo, Miss.		

STATION REPRESENTATIVES

HORACE N. STOVIN AND COMPANY

Toronto—1402 Victory Bldg., 80 Richmond St., W. Adelaide 9184
 H. N. Stovin; A. A. McDermott, Sales Prom. Mgr.; R. J. Judge, W. E. Todd,
 Salesmen; G. E. Rutter, Research Dir.

Montreal—608 Keefer Bldg., R. F. Bowden, Mgr. Plateau 8749

Winnipeg—608 Manitoba Telephone System Bldg. Winnipeg 92-191

W. G. Carpenter, Mgr.

Stations—CJCH, Halifax, N. S.; CHSJ, Saint John, N. B.; KCKW, Moncton,
 N. B.; CJEM, Edmundston, N. B.; CJBR, Rimouski, Que.; CKSF, Cornwall,
 Ont.; CJBQ, Belleville, Ont.; CHOV, Pembroke, Ont.; CFOR, Orillia, Ont.;
 CFOS, Owen Sound, Ont.; CKLW, Windsor, Ont.; CJRL, Kenora, Ont.;
 CKY, Winnipeg, Man.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.;
 CJGX, Yorkton, Saskatchewan; CKLN, Nelson, B. C.; CJOR, Vancouver,
 B. C.; CFPB, Prince Rupert, B. C.; CHML, Hamilton, Ont. (Montreal and
 Winnipeg only); CFPL, London, Ont. (Montreal and Winnipeg only).

TAYLOR—HOWE—SNOWDEN RADIO SALES

Amarillo, Texas—Radio Building. Amarillo 4242
 Alex Keese, General Manager; O. L. Taylor, Exec. Partner.

Chicago 1—360 North Michigan, Tom Peterson, Mgr. State 5260

Dallas 1—806 Tower Petroleum Bldg., C. Melville, Mgr. Riverside 5663

New York 18—500 Fifth Ave. PE 6-6857
 Roy Cowan, Mgr.; Arthur Poppenberg, Asst. Mgr.

Hollywood 28—6123 Selma Ave., Homer Griffith. Hollywood 6281

San Francisco—681 Market St., H. G. Wells. Douglas 4475

Stations—KGGM, Albuquerque, N. M.; KVSE, Santa Fe, N. M.; KSIL, Silver
 City, N. M.; KAVE, Carlsbad, N. M.; KSFT, Trinidad, Colo.; KROD, El
 Paso, Texas; KTBC, Austin, Texas; KEYS, Corpus Christi, Texas; KTSA,
 San Antonio, Texas; KFYO, Lubbock, Texas; KGNC, Amarillo, Texas;
 KRGV, Weslaco, Texas; KRMD, Shreveport, La.; KPLC, Lake Charles, La.;
 KCMC, Texarkana, Texas; KTOK, Oklahoma City, Okla.; KBIX, Muskogee,
 Okla.; KGFF, Shawnee, Okla.; KADA, Ada, Okla.; KVSO, Ardmore, Okla.;
 KCRC, Enid, Okla.; KOME, Tulsa, Okla.; KTMC, McAlester, Okla.; KANS,
 Wichita, Kan.; Oklahoma Network; KSWO, Lawton, Okla.

W. M. TEMPLE & ASSOCIATES

Kansas City 6, Mo.—15 W. Tenth Street. Victory 0021

Stations—Representing The Walker Co. (List of Stations); Sears & Ayer, Inc.
 (List of Stations).

EDWARD S. TOWNSEND COMPANY

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

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg., Philip P. Allen, General Manager. Lynchburg 3032
 Katherine Gleason, Traffic; J. P. Read, Jr., Auditor.

Stations—WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roa-
 noke, Va.

UNIVERSAL RADIO SALES

New York 19—730 Fifth Ave., George E. Hughes, Vice-Pres. Circle 6-7447

Chicago 1—360 N. Michigan Ave., John D. Stebbins. Central 6815

San Francisco 6—1 Nob Hill Circle, Barry Keit. Exbrook 4567

Hollywood 28—6757 Hollywood Blvd., John Gordon. Hollywood 8282

Seattle—Fourth & Pike Sts., Rod. McArdle. Seneca 1000

Stations—KSFO, San Francisco; KXLA, Los Angeles; KXA, Seattle; WINZ,
 Miami; WCLE, Clear water; WCAW, Charleston, W. Va.; WTOB, Toledo,
 O.; KGVV, Greenville; KXOL, Fort Worth; WARK, Arlington, Va.;
 KIST, Santa Barbara.

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative*)

New York City 18—152 W. 42nd St., J. Franklyn Viola, President.....Chickering 4-3254

*Stations represented for the broadcasting and producing of foreign language programs only.

THE WALKER COMPANY

New York—551 Fifth Avenue.....Murray Hill 2-7986-7
J. Wythe Walker, C. Otis Rawalt, Frederic E. Lake.

Chicago—360 North Michigan Ave., Martin McGeehan.....State 5262

Kansas City, Kans.—15 W. 10th St., Wm. Temple.....Victory 0021

Los Angeles—672 S. Lafayette Pk. Pl., Harlan Oakes.....Fairfax 3200

San Francisco—1085 Monadhock Bldg., Lester Meek.....Douglas 4475

Stations—WOLF, Syracuse, N. Y.; WSAY, Rochester, N. Y.; WSLG, Ogdensburg, N. Y.; WLBC, Muncie, Ind.; WBRK, Pittsfield, Mass.; WHYN, Holyoke, Mass.; WHEB, Portsmouth, N. H.; WKBR, Manchester, N. H.; WKXL, Concord, N. H.; WAIR, Winston Salem, N. C.; WKWF, Key West, Fla.; WGRC, Louisville, Ky.; WTMV, East St. Louis, Ill.; WOSH, Oshkosh, Wis.; WRJN, Racine, Wis.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WOMT, Manitowoc, Wis.; WJAG, Norfolk, Neb.; KOCY, Oklahoma City, Okla.; KSKY, Dallas, Tex.; KBWD, Brownwood, Tex.; Z Bar Network—Montana; Pacific Northwest Broadcasters; KFPY, Spokane, Wash.; KSEI, Pocatello, Ida.; KXLF, Butte, Montana; KXLJ, Helena, Mont.; KXLQ, Bozeman, Mont.; KXL, Portland, Oregon; KGH, Little Rock, Ark.; KFPW, Ft. Smith, Ark.; KABR, Aberdeen, S. Dakota; KLPM, Minot, N. Dakota; WFNC, Fayetteville, N. C.; The Tobacco Network—N. C.

WEED & CO.

New York 17—350 Madison Ave.....Murray Hill 7-7772
Joseph J. Weed, Pres.; J. C. Lyons, N. V. Farrell, P. A. McGurk, Paul Frank, Bates Halsey, Edward P. Coughlin, Edwin Fitzsimmons, Salesmen.

Chicago 1—203 N. Wabash Ave.....Randolph 7730
C. C. Weed, Mgr.; E. J. Lynch, J. R. Matthews, Burton Beggs, Edward A. Barry, George Backus, Salesmen.

Detroit 26—The Book Bldg., W. J. Reilly, Mgr.....Randolph 5382

Boston 16—The Statler Bldg., Dana Baird, Mgr.....Hubbard 5677

Hollywood 28—6253 Hollywood Blvd., Lincoln P. Simonds, Mgr.....Hillside 8611

San Francisco—Mark Hopkins Hotel, Lincoln P. Simonds, Mgr.....Yukon 1899

Atlanta—Hass-Howell Bldg., Charles P. Coleman, Mgr.....Cypress 4081

Stations—WKRG, Mobile, Ala.; KCRA, Sacramento, Calif.; WTIC, Hartford, Conn.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; KTFI, Twin Falls, Idaho; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WEOA, Evansville, Ind.; WHOT, South Bend, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville, Kans.; KALB, Alexandria, La.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, Me.; WLAW, Lawrence, Mass.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; KGVO, Missoula, Mont.; KBON, Omaha, Neb.; WMUR, Manchester, N. H.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNY, Watertown, N. Y.; WMSA, Massena, N. Y.; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WAKR, Akron, O.; WING, Dayton, O.; WIZE, Springfield, O.; WERC, Erie, Pa.; KQV, Pittsburgh, Pa.; WHGB, Harrisburg, Pa.; WKST, New Castle, Pa.; WARD, Johnstown, Pa.; WJAR, Providence, R. I.; WKIX, Columbia, S. C.; WDEF, Chattanooga, Tenn.; KNOW, Austin, Tex.; WACO, Waco, Tex.; WRR, Dallas, Tex.; KFJZ, Fort Worth, Tex.; KABC, San Antonio, Tex.; WCAX, Burlington, Vt.; WSVA, Harrisonburg, Va.; KTYW, Yakima, Wash.; KEVR, Seattle, Wash.; WKWK, Wheeling, W. Va.; WKNA, Charleston, W. Va.; Marjorie Mills Hour; New England Regional Network; Sunshine Trio; Texas State Network; CFAC, Calgary, Alberta; CJCA, Edmonton, Alberta; GFGP, Grande Prairie, Alberta; CJOC, Lethbridge, Alberta; CHAT, Medicine Hat, Alberta; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.;

. . . STATION REPRESENTATIVES . . .

CKOV, Kelowna, B. C.; CKPG, Prince George, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CFBC, St. John, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CJLS, Yarmouth, N. S.; CKOC, Hamilton, Ont.; CFP, Port Arthur, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CHUM, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CKCV, Quebec City, Que.; CKBI, Prince Albert, Sask.; CHAB, Moose Jaw, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.

HOWARD H. WILSON COMPANY

Chicago 1—75 East Wacker Drive.....Central 8744
S. M. Aston, George E. Wilson, Owners; Sherrill E. Edwards, Salesman.

New York 17—551 Fifth Ave.....Murray Hill 6-1230
W. S. Clark.

Los Angeles—672 Lafayette Pk. Pl., H. G. Oakes.....Fairfax 3200

San Francisco—1085 Monadnock Bldg., J. L. Meek.....Douglas 4475

Stations—WAIT, Chicago, Ill.; WCIL, Carbondale, Ill.; WEBQ, Harrisburg, Ill.; WJHL, Johnson City, Tenn.; WIBA, Madison, Wis.; WEMP, Milwaukee, Wis.; WGAT, Utica, N. Y.; KSOO, Sioux Falls, S. D.; WSAU, Wausau, Wis.; CFCN, Calgary, Alta.; CKMO, Vancouver, B. C.; CHLT, Sherbrooke, Que.; WCOS, Columbia, S. C.; WDNC, Durham, N. C.; WHKY, Hickory, N. C.; WKMO, Kokomo, Ind.; WMAM, Marinette, Wis.; WCOV, Montgomery, Ala.; WQUA, Moline, Ill.; KWTX, Waco, Tex.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; WKBB, Dubuque, Ia.; KGBS, Harlingen, Tex.; WHCU, Ithaca, N. Y.; WKBH, La Crosse, Wis.; WMPS, Memphis, Tenn.; WNOC, Norwich, Conn.; WPIC, Sharon, Pa.; WDEV, Waterbury, Vt.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.

HELEN WOOD & COLTON

New York 1—39 E. 63rd St.....REgent 7-1154
Helen Wood, Manager; Lionel E. Colton, Account Executive; Peggy Sands, Office Manager.

Stations—WSTC, Stamford, Conn.; WATN, Watertown, N. Y.; WFKY, Frankfort, Ky.; WHOP, Hopkinsville, Ky.; WSNY, Schenectady, N. Y.; WBTA, Batavia, N. Y.; WPAD, Paducah, Ky.; WKTU, Mayfield, Ky.; Connecticut State Network; WIBX, Utica, N. Y.; WHAT, Philadelphia, Pa.; WSON, Henderson, Ky.; WCIF, Madisonville, Ky.

ADAM J. YOUNG, JR., INC.

New York 18—11 West 42nd Street.....LONgacre 3-1926
Adam J. Young, Jr., President; Paul S. Wilson, Thomas F. Malone, Stephen A. Machcinski, Jr., John J. Carter.

Chicago 2—55 E. Washington Street.....Andover 5448
Robert S. Russell, Manager.

Los Angeles 13—448 S. Hill St., A. O. Dillenbeck, Jr.....Michigan 6203

San Francisco 4—627 Mills Bldg., Duncan A. Scott.....Sutter 1393

Stations—CKLW, Detroit; KLAC, Los Angeles; KOLO, Reno; KSJB, Jamestown; KXOA, Sacramento; KYA, San Francisco; WABI, Bangor; WBMS, Boston; WBNY, Buffalo; WHB, Kansas City; WIBG, Philadelphia; WKLX, Lexington; WKNB, New Britain; WQXR, New York; CFAB, Windsor, N. S.; CFAR, Flin Flon, Man.; CFJM, Brockville, Ont.; CFOR, Orilla, Ont.; CFOS, Owen Sound; CFRB, Toronto, Ont.; CHLN, Three Rivers, Que.; CHML, Hamilton, Ont.; CHNC, New Carlisle, Que.; CHOV, Pembroke, Ont.; CHRC, Quebec, Que.; CHSJ, Saint John, N. B.; CJAD, Montreal, Que.; CJBQ, Belleville, Ont.; CJBR, Rimouski, Que.; CJEM, Edmundston, N. B.; CJFX, Antigonish, N. S.; CJGX, Yorkton, Sask.; CJOR, Vancouver, B. C.; CJRL, Kenora, Ont.; CKAC, Montreal, Que.; CKFI, Fort Frances, Ont.; CKLN, Nelson, B. C.; CKLW, Windsor, Ont.; CKX, Brandon, Man.; CKY, Winnipeg, Man.



FOR RADIO NEWS

UNITED PRESS

NEWS SERVICES

International News Service

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

Executives

General Manager..... Seymour Berkison
Editor-In-Chief Barry Faris
Business Manager..... William B. Goode
Sales Manager..... Frank J. Nicht

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza..... Circle 7-7363

Executives

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

Reuters

New York—50 Rockefeller Plaza..... Circle 6-3960

Executives

Manager..... D. Kimpton Rogers
News Editor..... Stanley Burch
Secretary of Accountants..... Sally Ojala
Chief Washington Correspondent..... Paul Scottrankine
Senior Editor—Washington..... William Hardcastle

Transradio Press Service, Inc.

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

Executives

Chairman of the Board..... Herbert Moore
President Dixon Stewart

United Press Associations

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

Executives

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

Sherman & Marquette, *Inc.*

ADVERTISING



CHICAGO • NEW YORK • HOLLYWOOD

ADVERTISING AGENCIES

Listing includes agencies placing network and important spot business during 1946 and those handling larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . American Association of Advertising Agencies
- ABC . . . Audit Bureau of Circulation
- ABP . . . Associated Business Papers
- ANPA . . . American Newspaper Publishers' Association
- APA . . . Agricultural Publishers' Association
- FAAG . . . First Advertising Agency Group
- NOAB . . . National Outdoor Advertising Bureau
- OAAA . . . Outdoor Advertising Association of America, Inc.
- PPA . . . Periodical Publishers' Association
- PRB . . . Pacific Recognition Bureau
- SAAA . . . Southwestern Association of Advt. Agencies
- SNPA . . . Southern Newspaper Publishers' Association

AD MASTERS ADV., INC.

519 11th St., N.W., Washington 4, D. C.
Phone District 0551

President.....John E. Waterfield
Treasurer.....Edmund S. Goss
Radio Account Placed—WINX, Washington, D. C.

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
Richmond, Va.

Phone 32800 & 32809

ANPA—SNPA—APA—FAAG

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Radio Director..Alicia G. Smithers
Radio Accounts Placed—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, Sydnor & Hundley, Inc.

ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York 19, N. Y.
Phone BRyant 9-1176

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producers.....Jacob F. Keilson,
Bernard Rubinstein
Continuity Chief.....Jacob I. Freedman

Program Planning.....David M. Hausdorff

Radio Accounts Placed—Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Baker's Cocoa, Yuban Coffee); Horowitz-Margareten; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Francis H. Leggett & Co. (Premier Food Products); Whitehall Pharmaceutical Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Pepsi-Cola Co. ("Evervess" Sparkling Water); Florida Citrus Commission (Florida Canned Grapefruit Juice, Florida Canned Blended Juice); The Barbasol Company (Barbasol); Penick & Ford, Ltd. (My-T-Fine Desserts); Ex-Lax, Inc. (Ex-Lax); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); "The 'Junket' Folks" ("Junket" Rennet Products); Florida Citrus Exchange (Florigold Oranges and Grapefruit); The S.O.S. Company (S.O.S.); Cudahy Packing Co. (Old Dutch Cleanser); The Birkett Mills (Wolf's Buckwheat Products); Pillsbury Flour Mills Co. (Pillsbury Enriched



TEAM-WORK BRINGS RESULTS In The METROPOLITAN ITALO-AMERICAN MARKET

YOU tell us what to say to these 1,500,000 Italo-Americans who listen daily to our programs; we'll deliver your message to them, the way they understand it . . . like it . . . and act on it. We learned how to do it the hard way . . . and now with fourteen years behind us we have the solid experience to offer you the benefit of our successful system.

LIDO BELLI

Producer

—

Director

—

Announcer

PROGRESSIVE RADIO ADVERTISING CO.

260 East 161st Street New York 51, N. Y.

MELrose 5-5522

Farina); General Mills, Inc. (Betty Crocker
Pea Soup Ingredients); The Quaker Oats
Co. (Quaker Oats); The Kellogg Co. (Kel-
logg's Raisin Bran); Pet Milk Sales Corp.
(Pet Milk); Lever Bros. Co. (Spry); Holsom
Food Products (Holsom Peanut Crunch Pea-
nut Butter, Holsom Peanut Creme Peanut
Butter).

**ADVERTISING & SALES
COUNCIL, INC.**

Winchester, Va.
PPA

President & Time Buyer.....John Freiburg
Account Placed—O'Sullivan Rubber Co.,
Inc.

AETNA ADVERTISING AGENCY

1776 Broadway, New York 19, N. Y.
Phone, CIrcle 7-7510
ANPA

Partner.....Lawrence S. Morris
Partner.....Julia Morris
Account Executives.....Robert Marcus,
David Collins

Radio Accounts Placed—La Martinique,
White Oaks Inn, Merry Go Round, Havana
Madrid, Jarwood, Inc., Strand Hotel, Prod-
ucts Dist. Corp., Gilmore's Restaurant, Essex
House (Carousel), "18" Club.

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
Philadelphia 2, Pa.
Phone Rittenhouse 7810

AAAA — APA — NOAB — ABP — ANPA
PPA — OAAA

Senior Partner-Time Buyer....H. H. Kynett
Partner.....A. K. Aitkin
Partner.....M. E. Goldman
Radio Director.....D. Langan

Radio Accounts Placed—Stephano Bros.;
Phillips Packing Co.; R. M. Hollingshead
Corp.

R. H. ALBER CO.

1151 S. Broadway, Rm. 458,
Los Angeles 15, Calif.
Phone PRospect 3331

President.....R. H. Alber
Vice-President.....Pauline Hagen
Treasurer.....Evelyn Jones

ALLEN & REYNOLDS

833 Insurance Bldg., Omaha 15, Nebr.
Phone, Atlantic 4445
AAAA—ANPA—APA—ABP—NOAB

Partners.....Earl H. Allen.
Milton H. Reynolds
Account Executives.....Earl H. Allen.
Milton H. Reynolds, Clair Wolfe, Robert
Reynolds, Karl M. Joens, William Newens,
Jack Anderson.
Radio Department.....Harry Walsh.
Helen Moeller.
Radio Producers.....Harry Walsh.
Karl M. Joens.

Branch Office

854 Stuart Bldg., Lincoln, Nebr.
Phone: 27545

Radio Accounts Placed—P. F. Petersen
Baking Co., George H. Lee Co., Merchant-
Biscuit Co., Nebraska Consolidated Mills Co.,
Nebraska Power Co., Byron Reed Co., Hill
Hotel, Pioneer Glass & Paint Co., United
States National Bank, Quaker Petroleum Co.,
Boyer Lumber & Coal Co., Commercial
Savings & Loan, L. L. Coryell & Son, Mid-
West Clean-Jr Co., T. H. Maenner Co.

ALLIED ADVERTISING AGENCIES

167 S. Vermont Ave., Los Angeles 4, Cal.
Phone, Drexel 7331

President.....W. F. Gardner
Vice-President.....Howard Esary
Secretary-Treasurer.....William Welsh
Radio Producers.....Stuart Heinemann,
Ray Cormier, Kay Previa, Noel Schram.

Branch Offices

725 Hearst Bldg., 3rd & Market Sts.
San Francisco 3, Cal.
Phone, Douglas 7018

Manager.....Vic Ueberroth
353 Henry Bldg.
Seattle 1, Wash.

Phone, Elliott 0936
George Routh

Radio Accounts Placed—Los Angeles Ex-
aminer, J. J. Newberry Co., Central Chevro-
let Co., Star Stores, Inc., West Pico Furni-
ture, Inc., Gilmore Stadium, Inc., Dr. F. E.
Campbell, Flamingo Sales, Trimal Lab.,
Zuni Sales, S. F. Chronicle, Bayshore Sta-
dium, E. W. Taylor, Calif. Music House,
Blumenfeld Theatres, Richey's, Arden Farms,
Inc., Seattle Radio Supply, Hamrick-Ever-
green Theatres, Inglewood Country Club,
Bohemian Cafes, Wash. State Grange, Tri-
on Ballroom, Franklin Apparel, Sullivan
Florists.

ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-4868
AAAA—PPA—ANPA

President.....T. H. Anderson, Jr.
Vice-President.....H. H. Smith
Secretary-Treasurer.....Lewis G. Van Akin

ROBERT MERRILL

**METROPOLITAN
OPERA
COMPANY**

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



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

Louis Biancolli
World
Telegram

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

Olin Downes
N. Y. Times

Robert Merrill's voice is a Sunday afternoon pleasure.

Sid Shalit
Daily News

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

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

• • • **ADVERTISING AGENCIES** • • •

Media Director.....H. H. Thurlby
 Time Buyer.....Corinne Dougherty
 Television Director.....Karl Knipe

Branch Office

821 15th St., N.W., Washington, D. C.
 Phone NA 7142

Radio Accounts Placed—Alexander Smith & Sons Carpet Co. (National spot), F. Schumacher & Co. (national spot), Dry Dock Savings Institution (local), Dura-Glass Nail Polish (national spot).

Television Account Placed — Alexander Smith & Sons Carpet Co.

ANFENGER ADVERTISING AGENCY, INC.

1706 Olive St., St. Louis 3, Mo.
 Phone CHestnut 6380

AAAA—ABP—ANPA—PPA—BMB

President.....Enno D. Winius
 Vice-Presidents.....W. L. Sanborn,
 W. J. Fuchs, G. A. Brandon, W. J. Johnson.

Radio Director.....Vernon L. Morelock
 Asst. Radio Director.....Lynn W. Brown
 Traffic.....Jean Gose
 Television Director.....Vernon L. Morelock

Branch Office

1050 Canal Bldg., New Orleans 12, La.
 Phone Raymond 0845

Manager.....Walter Winius
Radio Accounts Placed—American Packing Co., Boatmen's National Bank, F. Burkart Mfg. Co., Jackson Brewing Co., Detergent Corp. of America, Bubble Up Corp., Emerson Electric Co.

CLAUDE ANIOL & ASSOCIATES

Transit Tower, San Antonio, Tex.

Phone Fannin 9148

ABP—SNPA—SAAA

President.....Claude B. Aniol

ARROW ADVERTISING AGENCY

40 E. 49th St., New York, N. Y.

Phone PLaza 5-1140

Radio Director.....Rosetta Valenti
 Space Buyer.....Angelo Sava
 Copy Chief.....H. D. Kline

Radio Accounts Placed—Nagel Groves, Photo Specialties Co., Raymart Co.

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.

Phone MOhawk 4-8795

ABP—ANPA—PPA

President.....J. W. Atherton
 Vice-President.....Lester Stone

Secretary.....W. T. Tieman
 Treasurer.....H. P. Francis
 Time Buyer.....Wm. T. Tieman
 Program Director.....J. Dennis Molnar

Branch Office

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

ATHERTON & GRESHAN

6000 Sunset Blvd., Hollywood 28, Calif.
 Phone Hollywood 7151

Partner.....Andreas Atherton
 Partner.....M. H. Greshan
 Account Executives.....Dick Fishell,
 Will Orlean

Production Manager.....Sanford Woolf

Radio Accounts Placed—Desmonds, Community Laundry, Crib Diaper Service, Aladdin Recordings, "Up In Central Park," (Michael Todd Productions), Modern Realty Associates, Motel Supplies, Inc., Eddie Meyer, La Nacion Newspaper, El Monte Legion Stadium, Weaver Jackson Salons, Roxas For President Club, David Jones Radios, Riverside Rancho, Amos Carr Photographers, Excelo Mfg. Co., Honest John (Used Cars), Million Dollar Theatre, Campus Theatres, C. L. Merrill Co., Vita Squash Growers.

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.

Phone Randolph 0830

ANPA — ABP — PPA — APA — NOAB
 President.....James T. Aubrey,
 Vice-Presidents.....John C. Moore,
 John J. Finlay.

Radio Time Buyer-Production. John H. North

Radio Accounts Placed—International Harvester Co., McIlhenney Co. (Tabasco), Old Colony Beverages, Orange-Crush Co., Williamson Candy Co. (Oh Henry), Temt Canned Meats, McKenzie Pancake Flour, Dubuque Hams & Bacon, Kelling Double Kay Nuts.

N. W. AYER & SON, INC.

West Washington Square Philadelphia 6, Pa.
 Phone Lombard 0100

ANPA—PPA—ABP—APA—OAAA

President.....H. A. Batten
 Executive Vice-Presidents.....Gerold M. Lauck,
 Clarence L. Jordan

Branch Offices

30 Rockefeller Plaza, New York 20, New York
 Phone CIrcle 6-0200

Radio Department

Vice-President in Charge of Radio,
H. L. McClinton
ManagerRobert Collins
Radio PlansJames E. Hanna
Business Manager.....T. J. McDermott
Time Buyer.....John W. Purves
Time Buyer.....Richard S. Bunbury
Time Buyer.....Paul F. Kizenberger
Manager Radio Production,

Joseph R. Stauffer
TalentMarge Kerr
Copy Chief.....Philip A. Young
Publicity Manager.....Wauhilla LaHay
Assistant Pub. Manager.....Dorothy Doran
Director of Television.....Don McClure
ProducersRichard Dunn,
Wallace Magill, Charles A. Herbert,
Robert Mortenson, Henry Hull, Jr.,
Les Quailley, Thomas McMahan, Joseph
Ripley, Jean Bouillet, Sam Hunsaker,
John Caldwell, Helen Whitmore, John
Esau, Jean Williams, Robert Forshew,
Dorothy Zimmer

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

Vice President.....E. Craig Greiner
612 Taft Building, Hollywood 28, California
Phone Hempstead 4871

ManagerGlenhall Taylor
135 South LaSalle Street, Chicago 3, Illinois
Phone Randolph 3456

Vice President.....Sterling E. Peacock
235 Montgomery Street, San Francisco 4,
California

Phone Sutters 2534

Vice President.....Carl Zachrisson
Penobscot Building, Detroit 26, Michigan
Phone Randolph 3800

Manager.....Thomas Jack Henry
231 Dillingham Bldg., Honolulu 16, Hawaii
ManagerAvery McBee
39 St. James Street, London SW 1, England
ManagerPeter Nevile

Radio Accounts Placed—Admiral Farragut
Naval Camp, The Atlantic Refining Com-
pany, The Bell Telephone System, Ches-
apeake and Potomac Telephone Company.
Chrysler Corporation, Plymouth Division—
Chrysler Corporation, Cliquot Club Com-
pany, The Detroit and Ebling Creameries.
Electric Companies Advertising Program,
The Hawaiian Pineapple Company, Ltd., Dr.
Hess and Clark, Inc., Charles E. Hires Com-
pany, Illinois Bell Telephone Company.
Johnson and Johnson, The Kellogg Com-
pany, Kentucky Dairies, Kerr Chickeries,
Inc., Michigan Bell Telephone Company.
The Philadelphia National League Baseball
Club, Sheffield Farms Company, Inc., Supplee
Wills Jones Milk Company, United Air
Lines, United Rexall Drug Company, United
States Army Recruiting Service.

Television Accounts Placed—The Atlantic
Refining Co., Goodyear Tire and Rubber Co.,
Waltham Watch Co.

A FABULOUS OUTFIT

RAYMOND R. MORGAN COMPANY

6362 HOLLYWOOD BLVD.

HOLLYWOOD

BADGER & BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-3720
ABP—ANPA—PPA

President.....R. W. Hershey
Chairman of Board.....J. L. Badger
Treasurer.....F. S. Browning
Vice-President.....J. C. Morrow
Time Buyer.....W. D. Edouarde
Radio Director.....Jack Wilcher
Radio Business Mgr.....Robert D. Guthrie
Radio Time Dept.....G. Schubert,
M. H. Missing

BALDWIN, BOWERS & STRACHAN, INC.

374 Delaware Ave., Buffalo 2, N. Y.
Washington 6854
ANPA—PPA—APA—ABP

President.....William M. Baldwin
Vice President.....Everett L. Bowers
Treasurer.....Kenneth Strachan
Radio Director.....Everett L. Thompson
Radio Producers.....James E. Corbett,
Jean Schantz, Joseph Radder, Kay Burkhardt.

Radio Accounts Placed—Maritime Milling Co., Sears Roebuck Co., Iroquois Beverage Corp., Erie Savings & Loan, S. R. Gerber Sausage Co., O'Rourke Baking Co., Kobler & Miller Furniture, Red and White Stores, Hambleton Terminal Corp., General Ice Cream Corp., International Railway Co., Buffalo Industrial Bank, Crystal Beach Co., Inc., First Federal Savings & Loan Assoc., Eitoh Products, Thomas Products, Joseph Strauss Co., Inc.

BARLOW ADVERTISING AGENCY, INC.

742 James St., Syracuse 2, N. Y.
Phone 3-0131

APA — PPA — ABP

President.....E. S. Barlow
Vice-Presidents.....E. S. Crawford,
R. J. Sloan, H. H. Goodhart.
Secretary.....E. C. Watkins
Production Manager.....F. B. Tompkins
Copy Chief.....J. J. Hines
Art Director.....H. C. Millard

Radio Accounts Placed—Haberle Congress Brewing Co., Lincoln National Bank & Trust Co., Beverly Hills Wine Co.

EVERY

**MAKELIM CLIENT
ENJOYS
INCREASING SALES**

MAKELIM ASSOCIATES

Advertising

NEW YORK CHICAGO HOLLYWOOD

Complete market analysis, sales planning, creative and radio facilities for an integrated advertising campaign that means increasing sales.

MAKELIM ASSOCIATES

Home Office: 32 W. Randolph St.
CHICAGO

BEN PRATT

TALENT PROMOTION
PERSONAL PUBLICITY

332 EAST 50th STREET • N Y C (22)

PLAZA 8-0593

PATSY CAMPBELL

LE 2-1100

VOICE RANGE: "16" on "Aldrich Family" to "26" on "Armstrong Theater."

**COMEDY, CHARACTER,
EMOTIONAL, STRAIGHT**

TYPES:

Claudias
Jitterbugs
Wise-cracking babes
Our Town Emilies
Meanies
Dumb Doras
Slavies
Farm girls
Small town society girl
Sweet parts

AMZIE STRICKLAND

LE 2-1100

VOICE RANGE: "17" on "Helen Trent" to "30" on "The Fat Man."

**CHARACTER, LEADS,
COMEDY, STRAIGHTS**

TYPES:

Wives
Neurotics
Other women
Exotics
Toughs
Secretaries
Reporters
Spitfires
Nurses
Eccentrics

ELAINE ROST

LE 2-1100

VOICE RANGE: "16" on "Rosemary" to "28" on "Editor's Daughter."

**INGENUUE, CHARACTER,
LEAD, LIGHT COMEDY**

TYPES:

Brats
College girls
Young wives
Blase shop girls
Smart alecks
Sharpies
Innocent victims
Sulkers
Divorcees
Sarcastics

MARY HULL

LE 2-1100

VOICE RANGE: "16" on "Up to Youth" to "30" on "Hollywood Story."

**LEADS, CHARACTER,
STRAIGHT, INGENUE**

TYPES:

Sweethearts
Sirens
Wives
Menaces
Co-eds
Hussies
Society girls
Neurotics
Sophisticates
Romantic

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
Phone Franklin 7771
AAAA—ABC—BMB

Account Executives.....Norman Foster,
Mark Moore, M. B. Posner, Robert Fling
Radio Director.....Ted Burrell
Time Buyer.....Ted Burrell

Branch Office

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

Radio Accounts Placed—Qualitee Dairy,
Electric Railway Co., San Diego Union, San
Diego Tribune-Sun, Security Bank, Pepsi-
Cola Co., Jessop's Jewelers, Frazee's Paint,
Waytrol, Whitney's, Bay Shore Motors,
United Furniture Co., Ferer Sales, Inc.,
Bowie Pie Co., Pacific Pilots Plan, Southern
Title Co., Exclusive Florists.

BARRONS ADVERTISING CO., INC.

903 McGee St., Kansas City 6, Mo.
Phone HArrison 7730
ABP—ANPA—PPA

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary.....A. W. Durrin
Account Executives.....Ralph S. Page,
Floyd L. Doan, John Harvey.
Radio Dept.....H. W. Godfrey,
Frank H. Little, John Harvey.

Radio Accounts Placed—Seidlitz Paint Co.,
Midwest Wool Co-op., W. L. White, Sodi-
phene, Aptitude Research Lab., Ararat Shrine
Circuit, Ball Clinic.

TED BATES, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-9700
AAAA—ANPA—PPA—
NAOB—ABC—OAAA—FAAG

President-Treasurer.....T. L. Bates
Executive Vice-Pres.....Joseph R. Busk
Vice-Pres.-Secretary.....Thomas J. Carnese
Vice-Presidents.....Walter Everett,
Clinton S. Ferris, Thomas F. Harrington,
Edward F. Hudson, William H. Kearns,
Louis Menna, Clifford N. Parsells, Ros-
ser Reeves, Edgar P. Small.
Radio Producers.....William Harding,
Jay Clark, Alan Dingwall, Jr.

Branch Office

6432 Selma Ave., Hollywood 23, Calif.
Phone Hollywood 2161-2-3

Vice-Pres. in Charge Radio Prod.,
Austin Peterson
Producers.....Harry Saz, Frank O'Connor
Radio Accounts Placed—Colgate-Palmolive-
Peeet Co. (Palmolive Shaving Creams, Palm-
olive Soap, Colgate Dental Cream, Halo
Shampoo through Sherman & Marquette),

Continental Baking Co. (Wonder Bread &
Hostess Cakes), Carter Products, Inc. (Car-
ter's Little Liver Pills, Arrid).

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

383 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-5800

AAAA—ABP—ANPA—PPA—SNPA
OAAA—NOAB—APA—ABC—BMB

V.P. in Chg. Radio.....Arthur Pryor, Jr.
V.P. in Chg. Radio (Hollywood). Wayne Tiss
Asst. Dir. Radio in Chg. Television,

W. W. Crider
Business Manager.....Leonard Erikson
In Chg. Radio Commercials. Frank Silvernail
Local Radio Manager.....Elenore Scanlan
Chief Story Editor.....George Kondolf
Mgr. Radio Promotion & Merchandising,
James A. McGarry

Branch Offices

1220 Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 0430

Vice-President.....F. W. Hatch
Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915

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

Vice-President.....R. B. Barton
1515 Terminal Tower Bldg., Cleveland 13,
Ohio
Phone Prospect 3621

Manager.....E. L. Haring
1912 Book Bldg., Detroit 26, Mich.
Phone Cherry 5571

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

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

Vice-President.....W. B. Geissinger
Northwestern Bank Bldg., Minneapolis 2,
Minn.
Phone BRidgeport 8881

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

Vice-President.....Leon D. Hansen
Russ Bldg., San Francisco 14, Calif.
Phone Sutter 2232

Vice-President.....C. H. Ferguson
Radio Accounts Placed—Armstrong Cork
Co., E. I. du Pont de Nemours & Co., Inc.,
Cream of Wheat, Cresta Blanca Wine Co.,
Emerson Drug Co., Curtis Publishing Co.,
Wildroot Co., Inc., U. S. Steel Corp., Bon
Ami Co., Boston Edison Co., Brown & Wil-
liamson Tobacco Corp., Chamberlain Sales
Corp., De Soto Div. Chrysler Corp., Emerson
Drug Co., Ethyl Specialties Corp., Farmers

Clyde Balsley

MUSIC PREPARATION

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
500 5th Ave. New York 17, N.Y.



• • • **ADVERTISING AGENCIES** • • •

& Mechanics Savings Bank, First National Bank of Boston, First National Bank of Minneapolis, Fort Pitt Brewing Co., Gamble Stores, General Baking Co., Peter Hand Brewing Co., Jeurette Inc., Lyon Van & Storage Co., Minneapolis Brewing Co., Mutual Savings Bank of Mass., Murine Co., Nehi Corp., Nehi Corp.—Los Angeles, New York Telephone Co., Pacific Telephone & Telegraph Co., Penick & Ford, Ltd., Polaroid Corp., Reader's Digest, Southern New England Telephone Co., United Fruit Co., United-Rexall Drug Co., Tennessee Coal, Iron & R. R. Co., F. & M. Schaefer Brewing Co., General Electric Co.

Television Accounts Placed—Royal Crown Cola, B. F. Goodrich, Remington Arms, Easy Washer, Servel, Du Pont, Corning Glass, North Star Blankets, Reader's Digest, Wm. Carter Co., Consolidated Edison, Continental Can Co., Hamilton Watch, General Electric, Liberty Mutual, Waitt & Bond, Wildroot.

•
BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston 16, Mass.
Phone Kenmore 3820-1-2
ABP—ANPA—PPA—APA

President Nelson Bennett
Vice-President.....Edwin C. Whittemore
Treasurer.....Royal W. Leith
Asst. Treas. Sec.....Mrs. Dorothy Charles
Media Director.....Mrs. Elizabeth Parsons
Acct. Executives.....Nelson Bennett,
Edwin C. Whittemore, Stanely Beaman,
Miss Laurice T. Moreland, Gordon C. Bennett.

Radio Accounts Placed—Gum Products Co., Wesco Waterpaints, Inc., The Beacon Co.

•
BENTON AND BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone Wickersham 2-0400
AAAA—ANPA—PPA—ABP—NOAB—
OAAA

Chairman of Board.....Atherton W. Hobler
President.....Clarence B. Goshorn
Executive Vice-Pres....William R. Baker, Jr.
Secy.-Treas.....Edward R. Beach

Radio Department

Vice-Pres. in Charge of Radio..Walter Craig
Vice Pres. & Manager Radio Dept.,
Ted Steele
Script Editor.....LeRoy Bailey
Casting Director.....Louise Young
New Program Ideas.....Leslie Harris
Manager of Publicity....Richard K. Bellamy
Vice President & Director of Media,
H. H. Dobberteen
Time Buyer.....George Kern
Spot Time Buyer.....Ruth E. Jones

Directors.....Hoyt E. Allen,
Olga Druce, Leslie Harris, Herbert
Leder, Thomas McDermott, Wayne E.
McGuirk

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Cal.
Phone Hillside 9151

Vice-Pres.Ted Steele
West Coast Representative.....Al Kaye
Office Manager.....Mary Edith Stahl
DirectorKenneth Burton
326 East Main Street, Lakeland, Fla.
Phone LAKeland 2-4571

Director.....David Kepner
Office Manager.....Mrs. Annie G. Hull
Radio Accounts Placed—General Foods Corporation, The Prudential Insurance Company of America, The Procter and Gamble Company, The Best Foods, Inc., Labrofacts, Incorporated, Florida Citrus Commission.

•
BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA—
AAAA

PresidentArch Bermingham
Executive Vice-President.....Stewart Wark
Vice-Presidents.....Alfred G. Keeshan,
Leslie V. Spencer.

Secretary-Treasurer.....Winston H. Hagen
Radio Director.....George C. Castleman
Radio Accounts Placed—Griffin Manufacturing Co., Inc., Conti Products Corp., E. Pritchard, Inc., Dailey Mills, Inc., Lewis, Ltd., Louis Sherry, Inc., Pride of the Farm Products, United Business Service.

•
FRANK BEST & CO., INC.

9 Rockefeller Pl., New York, N. Y.
Phone Circle 7-6760
ABP—ANPA—PPA—APA

PresidentFrank Best
Vice-President.....I. Marks
SecretaryV. R. Best
Time Buyer.....A. H. Van Buren
Radio Accounts Placed—Geo. W. Helene 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
ABP—ANPA—PPA—APA—ABC

President.....Milton H. Biow
Treasurer.....Morris Zinneman
Secretary.....Richard M. Biow
Asst. Secretary.....Anne Hauptman

A show for every purpose—every budget...

TELEWAYS TRANSCRIBED PROGRAMS

READY FOR IMMEDIATE DELIVERY

DRAMATIC—(½ hr. once-a-week)

"STRANGE WILLS"—starring Warren William

MUSICAL—(15 min.—5 times per week)

"SONS OF THE PIONEERS"—(Popular Western music)

"MOONDREAMS" (Music and poetry for easy listening,
starring Marvin Miller)

PARTICIPATION—(15 min.—5 times per week)

Three 1 minute commercial spots in each show!

"FACT AND FALLACY" (Unusual narrative type)

"LOOK AND LISTEN" (Feminine appeal with movie "name" guests)

SPECIALTY

"THIS AMAZING WORLD!"—(5 min.—5 times per week)

(Stories proving that truth is stranger than fiction.)

"THESE ARE THE PEOPLE"—(15 min.—5 times per week)

(On-the-spot transcriptions of world cruise to the far corners of
the earth—with William Winter, famed CBS war correspondent.)

TELEWAYS "LIVE" PACKAGES

"JACK KIRKWOOD SHOW"

Comedy

"ALLAN JONES—GIL LAMB"

Musical and Comedy

"RADIO DERBY"

Quiz show

"IT PAYS TO RHYME"

Musical quiz show

"HALF HOUR TO KILL"

Psychological suspense

"THE FABULOUS TEXAN"

Western story starring

Wild Bill Elliot



WARREN
WILLIAM



ALLAN JONES

WRITE TODAY FOR FULL INFORMATION AND
AUDITION PLATTER ON ANY ONE OF THESE
SURE-FIRE HITS!

If you tell it with TELEWAYS—you sell it!

TELEWAYS
RADIO PRODUCTIONS, INC.



of Hollywood

8949A SUNSET BLVD.
HOLLYWOOD 46
CALIFORNIA

• • • **ADVERTISING AGENCIES** • • •

Vice-Presidents.....E. J. K. Banvart,
L. W. Thomas.

Asst. to Pres. (Radio).....John E. Hamm
Asst. to President.....C. H. Wolfe
Bulova Sta. Relations Mgr.....C. A. Snyder

Radio Department
501 Madison Ave.

East Coast Production Mgr.....Bruce Dodge
Talent Buyer.....Lucille Webster
Time Buyer and Sta. Relations Head,
John Hymes

Publicity Director.....Lois Winston
Producers.....Harry Spears, Max Marcin
Hollywood Office

6111 Sunset Blvd., Hollywood, Calif.

West Coast Prod. Mgr.....Jack Runyon
Producers.....Cal Kuhl,
William Lawrence, William Spier, Irv-
ing Brecher, Joseph Parker.

San Francisco Office

485 California St., San Francisco, Calif.

Vice-President.....John Alden
Radio Accounts Placed—Adam Hats, Bul-
ova Watch Co., Eversharp, Inc., Eversharp
Schick Razors & Blades, Hills Bros., Co.,
Lady Esther Co., Ltd., M & M Candy, Ltd.,
Philip Morris & Co., Ltd., Inc., Procter &
Gamble Co., Roma Wine Co., San-Nap-Pak
Co., Inc., Standard Lab., Television Accounts.

●

THE BLACKMORE CO.

2021 Grand Ave., Des Moines 12, Iowa
Phone 2-0221

AAAA—ABP—ANPA—PPA

President.....Paul Blackmore
Vice-President.....W. A. Brewer
Secretary.....C. V. Christopherson
Account Executives...William F. Riley, Jr.,
Robert H. Morgan

Radio Accounts Placed—Bankers Trust
Co. Bank, Iowa Packing Co., Western Grocer
Co.

●

THE BLACKSTONE COMPANY

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

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

Radio Dept.

Director of Radio.....Jack Steiner
Radio Accounts Placed—Brass Rail, Rogers
Corner, Smith Bros. Ice Cream, Grossinger
Hotel & Country Club.

THE BLAINE THOMPSON CO.

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

President-Treasurer.....Myer Lesser
Vice-President.....John J. Shubert, Jr.
Vice-President.....Marlo Lewis
Radio Director.....Richard Ash
Copy Chief.....Budd Getschal
Radio Production.....Walter Lurie

●

**W. EARL BOTHWELL
ADVERTISING AGENCY**

600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565

AAAA—ABP—ANPA—PPA—PRB—APA
ABC—BMB

Radio Director.....G. Taylor Urquhart
Asst. Radio Director..Mrs. Barbara Hendel
Account Executives...William R. Dahlman,
Gordon Arnold

Media Director.....Howard Black
Branch Offices

101 Park Ave., New York 16, N. Y.
Phone LEx. 2-1845

Acting Radio Director....H. B. Trautman
1624 N. Hudson St., Hollywood 28, Calif.
Phone Hillside 0209

Radio Director.....Nathan A. Tufts
Radio Accounts Placed—American Home
Products Corp. (American Home Foods
Inc.), (Duff's Baking Mix, Div.), Boyle-Mid-
way Inc., Frank & Seder Dept. Store, Chief
Paulin Poultry Prods., Allegheny County
Democratic Committee, John M. Roberts
Co., Retail Merchants Assn. of Pittsburgh.

●

**BOTSFORD, CONSTANTINE &
GARDNER**

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

AAAA—ABP—ANPA—PPA—NOAB
APA—ABC—OAAA

President.....David M. Botsford, Sr.
Exec. Vice-Pres.....Ray Andrews,
C. P. Constantine, Stanley G. Swanberg
Vice-Presidents.....Frankie Coykendall,
Frank King, Win Cline, George McNutt,
Thomas O. Morris, Jr., Elizabeth Eyerly
Sec.-Treas.....Merle W. Manly

Branch Offices

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

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

President.....David M. Botsford
629 S. Hill St., Los Angeles 14, Calif.



BILL ANSON

"HOLLYWOOD BANDSTAND"

KFWB

Phone Michigan 1427
 Vice-President.....Thomas O. Morris, Jr.
 5104 Empire State Bldg., New York 1, N. Y.
 Phone BRyant 9-4845
 Vice-President.....Elizabeth Eyerly
Radio Accounts Placed—Avoset, Inc.,
 Crispie Potato Chip Co., Foreman & Clark,
 General Paint Corp., Lucky Stores, National
 Biscuit Co. (West Coast), Olympia Brewing
 Co., Oregon Mutual Fire Insurance Co.,
 Tillamook County Creamery Assn., Wellman
 Peck & Company.

STANLEY G. BOYNTON AGENCY

410-11 Fisher Bldg., Detroit 2, Mich.
 Phone TRinity 1-2552
 ABP—ANPA—PPA
 President.....Stanley G. Boynton
 Vice-President.....L. C. Boynton
 Secretary.....V. Cory Hancock
 Treasurer.....D. H. Bartlett
 Program Director, Asst. to Mr. Boynton,
 Larry Payne
 Traffic Manager.....R. M. Wilson
 Radio Producer.....Larry Payne
Radio Accounts Placed—Radio Bible Class,
 Wesley Radio League, American Society of
 Industrial Engineers, Calvary Hour, New
 World Coming, Highland Park Baptist
 Church, Devotional Hour, National Tennis
 Matches, Zoller Gospel Tabernacle.

BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.
 Phone Liberty 7751
 ABP — ANPA — PPA — APA
 Principal.....Oscar Bresnick
 Principal.....Chester L. Solomont
 Account Executives.....Joseph Blue,
 Arthur Cohen, Frank Gardner.
Radio Accounts Placed—Federal Savings &
 Loan Assn. of New England, Dawson's
 Brewery, Inc., M. Hoffman & Co.

**THE J. CARSON BRANTLEY
 ADVERTISING AGENCY**

Owen Building, Salisbury, N. C.
 Phone 900
 President.....J. Carson Brantley
 Treasurer.....A. R. Monroe
 Production.....Nancy Boyd Payne
 Time Buyer.....A. N. Cheney
 Radio Dir. & Prod.....J. Carson Brantley
Radio Accounts Placed—Stanback Co., R. J.
 Reynolds Tobacco Co. (Brown's Mule Plug
 Tobacco), Duke Power Co., Owen Drug Co.,
 Dixie Rub Co., Salisbury Post, Juvare Co.,
 The Anissa Co., The Banna Co.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
 Phone Howard 134
 President.....R. C. Breth
 Vice-President.....Russel Spoor
 Secretary.....A. W. August
 Treasurer.....T. H. Shreve
 Account Executive.....Arthur Ohlsson
Radio Accounts Placed—Home Mutual In-
 surance Co., Brillion Iron Works, Inc., Home
 Mutual Casualty Co., WTAQ.

**BRISACHER, VAN NORDEN
 & STAFF**

310 Crocker Bldg., San Francisco 4, Calif.
 Phone Garfield 0276
 ANPA—APA—PPA—OAAA
 President.....Emil Brisacher
 Vice-President.....Franklin C. Wheeler
 Secretary.....Weston Settlemier
 Treasurer.....Charles H. Gabriel
 Time Buyer.....Marie Eaton
 Radio Producers.....Walton Purdom,
 Lester A. Friedman
Branch Offices
 Garfield Bldg., Los Angeles 14, Calif.
 Phone Michigan 8763
 Vice-President.....R. T. Van Norden
 Radio Director.....Charles Chaplin
 140 East 39th St., New York 16, N. Y.
 Phone Plaza 8-1634
 Manager.....James P. Derum
Radio Accounts Placed—Acme Breweries,
 Bohemian Distributing Co., Franzia Bros.
 Winery, Standard Beverages, Davi Miracle
 Foam, M-Dee Products, 42 Products, Ltd.,
 Monogram Pictures Corp.

BROADCAST ADVERTISING CO.

3055 Wilshire Blvd., Los Angeles 5, Calif.
 Phone, EXposition 1339
 Owner.....Van C. Newkirk
 Production Manager.....John G. Fryer
 Office Manager.....Betty Culbert
Radio Accounts Placed—Crew of Good
 Ship Grace, Inc., Floyd B. Johnson, Grace
 Dotson, Calvary Assembly, Know Your Bi-
 ble, Youth for Christ, World's Greatest Book
 Quiz.

**BROADCASTERS PROMOTION
 SERVICE**

Atlantic City, N. J.
 Business Manager.....James Dooley

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

Jefferson at Burns, Detroit 1, Mich.



TED STEELE

and his Orchestra

ADVERTISING AGENCIES

Phone Columbia 0860
 52 Vanderbilt Ave., New York 17, N. Y.
 Phone Murray Hill 6-1800
 AAAA — ANPA — PPA — ABP
 APA — NOAB

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

BROOKS ADVERTISING AGENCY

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

General Manager.....A. R. Brooks
 Secretary.....E. Nyberg
 Time Buyer.....A. R. Brooks
 Copy Chief.....Anne Miller
 Production.....Ann Ferkanin
 Art Director.....Len Wolf
 Acct. Exec.....S. P. Brooks
 Radio Producer.....Lenord Reeg
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.
 Caupel Co., Port of Los Angeles, Anderson-
 Obrien Co.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
 Phone Trinity 2-8250
 APA — AAAA — ANPA — ABP
 NOAB—PPA—OAAA—ABC

President.....D. P. Brother
 Vice-President.....Clarence Hatch
 Account Executives.....J. S. Howell,
 Trueman Campbell.

**FRANKLIN BRUCK ADVERTISING
 CORP.**

RKO Bldg., Rockefeller Center,
 New York 20, N. Y.
 Phone Circle 7-7660

President.....Franklin Bruck
 Secretary and Radio
 Director.....M. J. Kleinfeld
 Vice-President.....Mort Heineman
 Radio Time Buyer.....Rae Elbroch
 Radio Traffic.....Milton Jurin
 Radio Production.....Howard Blake
 Research Director.....Jules Nathan
Radio Accounts Placed—North American
 Accident Insurance Co., Warrens Chewing
 Gum, Johnson Candy Co., Fashion Frocks,
 The Theobald Industries.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
 Phone 7-0726

President & Treasurer.....Charles Brunelle
 Vice-Presidents.....John E. Finneran,
 Robinson Smith.
 Secretary.....Madeline McLaughlin
Radio Account Placed—Sage-Allen & Co.,
 Inc., Bushnell Memorial Hall.

BUCHANAN & COMPANY, INC.

1501 Broadway, New York 18, N. Y.
 Phone MEDallion 3-3380

AAAA — ANPA — PPA — ABP — SNPA
 Chairman of Board, Treas....John Hertz, Jr.
 President.....T. S. Buchanan
 Vice-Presidents.....Douglas Day,
 Rudolph Montgelas, Joseph Dunn
 Secretary.....A. Grace Barrett
 Dir. of Radio & Television...Martin Jones
 Business Manager.....Alfred Beckman
 Time Buyers (Network)...Alfred Beckman,
 (Spot) William D. Smith
 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.....John K. Kettlewell
 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, United Artists Corp., PRC
 Pictures, Title Insurance & Trust Co. of Los
 Angeles.
Television Accounts Placed—Allen B. Du
 Mont Labs.

**BUCHANAN-THOMAS
 ADVERTISING CO.**

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

Partner.....C. C. Buchanan
 Partner.....L. H. Thomas
 Radio Director.....Adam Reinemund

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
 Phone Central 5959
 AAAA—ANPA—PPA—ABP—NOAB—ABC

PRESENTING TALENT

Artists of distinction from the U. S. A. —
Latin America — and European Countries

PRODUCERS

Of Live and Transcribed Radio and
Television Shows

RADIO SCRIPTS

We represent many outstanding writers for the
production of tailor-made radio shows.

V. S. BECKER
Advertising Service

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

Phone: CI. 7-2800

• • • **ADVERTISING AGENCIES** • • •

President.....Leo Burnett
 Executive Vice-President.....R. N. Heath
 Vice-President.....E. Ross Gamble

Branch Offices

743 Fifth Ave., New York 22, N. Y.
 Phone PLaza 5-2772
 411 West Fifth, Los Angeles 13, Calif.
 Phone Mutual 5167

Radio Accounts Placed—Pure Oil Co.,
 Brown Shoe Co., American Meat Inst., Shef-
 ford Cheese Co.

•
BERT BUTTERWORTH AGENCY

1606 N. Highland Ave.
 Hollywood 28, California
 Phone Hollywood 7263

•
**BYER & BOWMAN ADVERTISING
 AGENCY**

203 East Broad St., Columbus 15, Ohio
 Phone Main 3276

ABP—ANPA—PPA—APA—NAOB

PartnersHerbert Byer,
 Gus K. Bowman, Joel M. Burghalter
 Art Director.....Walter J. Kennelly
 Public Relations Director..Claud F. Weimer
 Director Radio Department...Herbert Byer

Radio Accounts Placed—The Skidoo Co.,
 Budd & Co., Ashland Oil & Refining Co.,
 Clean Products Co., Wetalene Laboratories,
 Columbus Philharmonic.

•
HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
 Phone Hancock 7690

AAAA—ANPA—PPA—NOAB—APA

President.....Harold Cabot
 Vice-President.....Langley C. Keyes
 Vice-President.....Donald D. Douglas
 Vice-President.....William H. Ganick
 Vice-President.....Edward F. Chase
 Vice-President.....George E. Griffin
 Treasurer.....Richard P. Holland
 Time Buyer.....Jan Gilbert

Branch Office

120 Exchange St., Portland, Maine
 Phone 3-5962

Manager.....Richard I. Miller

Radio Accounts Placed—Boston and Maine
 Railroad, Boston & Maine Transportation
 Co., Boston Elevated Railway, Boston Globe,
 Boit, Dalton & Church, Samuel Cabot, Inc.,
 W. L. Douglas Shoe Co., H. P. Hood & Sons,
 Miller & Hollis, Inc., Arthur Murray Dance
 Studios (New England Offices), L. E. Mason
 Co., Rock of Ages Corporation.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
 Phone Saratoga 4466-7

PPA

PresidentLouis F. Cahn
 Vice-President.....C. LeRoy Miller
 Secretary.....George Gettman
 Radio Director.....Louis C. Pedler, Jr.
 Retail Dept.....Mrs. Hilda Katz

Radio Accounts Placed—Elite Laundry,
 Fraternity Federal Savings & Loan Associa-
 tion, N. Hess Sons, Inc., Jarman Motors,
 Inc., The May Co., Popular Club Bottling
 Co., Vermont Federal Savings & Loan As-
 sociation, Nelson & Co., Earl Johnson's Mee-
 ca Restaurant, K. Katz & Sons (Katz
 Clothes).

•
CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.
 Phone Wickersham 2-6900

AAAA—ABP—ANPA—PPA—PRB—
 SAAA—SNPA—OAAA—NOAB—ABC

President.....J. Sherwood Smith
 Vice-President.....Rene Clark
 Secretary-Treasurer.....R. P. Clayberger
 Art Director.....Walter B. Geoghegan
 Production Manager.....Fred Oughton
 Manager Outdoor Dept.....F. J. Fitzgerald
 Media Director.....Thomas H. Young
 Radio Program Director...Chester H. Miller

Branch Office

338 No. Michigan Ave., Chicago, Ill.
 Randolph 3831

Radio Dept. Manager.....R. A. Washburn
Radio Accounts Placed—Stokley-Van
 Camp, Inc., Oakite Products, Inc., Weston
 Biscuit Co.

•
CAMPBELL-EWALD CO., INC.

(Eastern Division)

10 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 7-6383

AAAA—ABP—ANPA—APA—NOAB—PPA
 Chairman of the Board...Henry T. Ewald
 President.....Fletcher D. Richards
 First Vice-Pres.....Willis E. Blodgett
 Vice-President.....Lynn B. Dudley
 Vice-Pres. & Secty.....Duane W. Beurmann
 V.P. & Media Dir.....E. A. Elliott
 V.P. & Art Dir.....W. A. McNabb
 Vice-PresidentRadcliffe Romeyn
 Radio Director.....Richard E. Hackenger
 Spot Radio & Tele. Dir....Kenneth Young

Radio Accounts Placed—United States
 Rubber Co., Philharmonic Concert.

Television Accounts Placed—U. S. Rubber
 Co.

CAMPBELL-EWALD CO.

3044 W. Grand Blvd., Detroit 2, Mich.
Phone Trinity 2-6200

AAAA—ANPA—NOAB—PPA—PRB—
APA—ABC

President.....Henry T. Ewald
Exec. V.P. & Gen. Mgr.....H. G. Little
Radio Committee.....W. H. Chase (Chair-
man), T. B. Adams (Secretary).
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—Chevrolet Motor
Div. of General Motors Corp., Foulds Mill-
ing Co., The Detroit Edison Co., Los Angeles
Daily News.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone Atlantic 3231

ANPA—PPA—APB—AAAA—SNPA—
SAAA—PRB

Chairman of the Board..Ralph B. Campbell

Presidents.....Ray O. Mithun,
August C. Ragnow, Walter Taube, John
K. Mortland.

Secretary-Treasurer.....E. S. Brugette

Radio Dept.

Radio Director.....John Forney
Time Buyer.....Harry Johnson
1024 Palmolive Bldg.

Chicago 11, Ill.
Delaware 7553
Radio Dept.

Radio Director.....Arthur H. Lund

THE CAPLES COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone LExington 2-0850

ANPA—PPA—APA—NOAB

President.....R. C. Caples
Vice-President.....Hudson Meyer

Radio Dept.

Director of Radio.....Dave Lewis
Time Buyer.....Ruth D. Folster
Producer.....Dave Lewis

Television Dept.

Director of Television.....Dave Lewis

Branch Offices

225 East Erie St., Chicago, Ill.
Phone Superior 6016

Vice-President.....R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107

← 15" →

↑ 23" ↓

TIMELY NEWS PHOTOS



WHITE HOUSE OPENS TO VISITORS
Washington, D. C. A large group of visitors will be seen this morning at the White House. The picture was prepared by the picture line of Timely News Photos.

THIS SPACE
RESERVED FOR
RADIO STATION COPY

RADIO STATIONS..

TIMELY NEWS PHOTOS, INC. can publicize Radio Stations (without cost to them) by means of placing TIMELY NEWS PHOTOS DISPLAYS with each merchant subscriber in their broadcast area. Your call letters and station copy prominently displayed on screened glass.

Attractive chrome border frame — Blue background with white lettering.

Three spot news pictures are mailed each week for a period of fifty-two weeks.

Service and displays designed exclusively for radio.

Many stations now using this plan.

For further details write

TIMELY NEWS PHOTOS, Inc.
165 Broadway, New York 6, N. Y.
Tel.: COrtlandt 7-3009

• • • **ADVERTISING AGENCIES** • • •

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.

912 Baltimore Ave., Kansas City 6, Mo.
Phone HA 1356

609 Minnesota Ave., Kansas City 12, Kansas
Phone DR 3077

ABP—ANPA—NOAB—NAAN—APA

President..... Charles W. Carter
Vice-President..... Wm. G. Rowe
Secy.-Treas. Josephine Dahlin
Radio Director..... Lee Hall
Radio Accounts Placed—Helzberg's Jewelers), Rushton Baking Co., Rudy Patrick Seed Co., Kansas City Dairy Council, R. B. Jones & Sons, Insurance, Perry Pontiac.

R. H. CARY, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375

ABP—ANPA—PPA—FAAG—APA

President..... R. H. Cary
Vice-President..... Fred A. Reed
Secretary..... Grace Amsbury
Treasurer..... R. H. Cary
Art Director..... R. M. Williamson
Production Manager..... Edwin J. Ford
Radio Dept.

Radio Director..... Fred A. Reed
Chief Time Buyer..... R. H. Cary
Time Buyer..... Helen A. LaVelle
Radio Accounts Placed—Oelwein Chemical Co., Thompson Hybrid Corn Co., Des Moines Ice & Fuel Company, Riverview Park.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200

ANPA—AAAA—PPA—APA—NOAB
ABP—OAAA—ABC—BMB

President..... James M. Cecil
Vice-Presidents Edward Noakes, H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, Robert Carley

Sec. & Treas..... David C. Thomas
Media Dir..... Harry Parnas
Radio Dir..... John M. Wyatt, Jr.
Time Buyer..... Harry Parnas
Radio & Tele. Producer. John M. Wyatt, Jr.

Radio Accounts Placed—Hudson Products, Inc., Omega Chemical Co., Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes).

HERBERT CHASON COMPANY

24 E. 23rd St., New York 10, N. Y.
GRamercy 3-7272-3

ABP

President..... Herbert S. Chason
Radio Accounts Placed—Mack Drug Co., Schiller-Dubrow.

THE CHERNOW COMPANY

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

President..... Sam Chernow
Vice-President..... Leo A. Friedman
Director of Radio..... Tex Weiner

NELSON CHESMAN COMPANY

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

SNPA—APA—OAI

Partners..... John E. Fontaine, S. M. Kelly
Radio Dept.

Radio Director..... H. Gene Sample
Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Double-Colo Co., Olan Mills Portrait Studios.

C. P. CLARK, INC.

113 Seventh Ave., No., Nashville, Tenn.
Phone 6-4179

ABP—ANPA—PPA—SNPA—NOAB
First Advertising Agency Group

President-In Charge of Radio.... C. P. Clark
Vice-Pres. & Treasurer..... D. G. Goodwin
Secretary..... Jeanne D. Clark
Radio Account Placed—Southern Coach Lines, Inc.

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236

President-Treasurer..... I. W. Clements
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.

15 W. 10th St., Kansas City, Mo.
Phone HARRison 3964

APA — ANPA

Partner..... Russell C. Comer
Partner..... Ruth E. Comer
Space Buyer..... Daniel C. Martin

Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams
Radio Department Manager...Bill Godden

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800

SNPA—AAAA—ANPA—PPA—OAAA—
NOAB—ABC

Chairman of the Board...Richard Compton
President.....Robert D. Holbrook
Vice-Pres. & Treas.....Leonard T. Bush
Vice-Presidents.....Thurman L. Barnard,
Frank R. Griffin, Edward Battey, Murray
Bolen (Hollywood Office), Craig David-
son, Muriel Haynes, Guy Richards, Lewis
H. Titterton.
Sec. & Comptroller...Charles McCormack
Vice-Pres. & Asst. Treasurer,
John K. Strubling, Jr.
Media Supervisor...William B. Maillefert
Mgr. Radio Dept.....Storrs Haynes
Casting Director.....Vera Larkin
Publicity Director.....Virginia Travers
Head Time Buyer...William B. Maillefert
Radio Time Buyers.....Henry Clochessy,
Jean Lawler, Don Carter.
Daytime Radio Director.....Evelyn Pierce
New Program Buyer.....Joan Geddes

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
New Center Bldg, Detroit, Mich.
Manager.....M. P. Vorberg
Land Bank Bldg., Kansas City, Mo.
Manager.....Merrell Boyce
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., Krueger Brewing Co.,
Allis Chalmers Co., Goodyear Tire and Rub-
ber Co.

THE CONNOR COMPANY

544 Market St.,
San Francisco 5, Cal.
Phone, YUkon 0196
APA — ABP — FAAG

President.....Edward W. Connor
Exec. Vice-Pres.....Robert W. Conley
Treasurer.....Denis Muir
Production Manager.....Louis Means
Account Executives.....E. W. Connor,
Robert W. Conley, Denis Muir, G. Huf-
man

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia
Phone 2-0221

AAAA — ABP — ANPA — PPA — APA
Officers

President.....Paul Blakemore
Vice-President.....Henry Kroeger
Production Manager.....N. E. deReus

DON COUPER

441 Lexington Ave.
Phone, MUrray Hill 2-2109

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940

ANPA — PPA — NOAB — APA

President.....Stuart D. Cowan
Vice-Pres. & Treasurer.....H. W. Dengler
Vice-President.....Porter F. Leach
Secretary.....Stuart D. Cowan, Jr.
Space-Time Buyer.....Miss A. Marie Maus
Radio Accounts Placed—Isbandsten-Moller
Co., Inc., Mittag & Volger, Inc., Telicon
Corp. (Launderette).

JOHN GILBERT CRAIG ADV.

903 Shipley St., Wilmington, Del
Phone 6185

Account Executives.....John Gilbert Craig,
Kathleen Anderson Walsh, Robert P.
Miller.

Radio Accounts Placed — Mason-Dixon
Radio Group.

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 3500

AAAA — ABP — ANPA — PPA
APA — NOAB

President.....A. W. Seiler
Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....L. H. Ness,
C. W. Faude

Director of Media.....L. H. Ness
Time Buyer.....Loretta Mahar
Radio Director.....J. S. Stolzoff
Chief Continuity Writer.....Elizabeth Taft

Radio Accounts Placed—Plankinton Pack-
ing Co., The Massey-Harris Co., Victor Stamm
& Associates, Ed. Schuster & Co., Amity
Leather Co., Wilmaukee Co., Sperry Candy
Co., McConnon & Co., Mackwin Co., Luick
Ice Cream Co., Luick Dairy Co., Blue Mound
Oil Co.

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061

ANPA — APA — PPA — NAOB

• • • **ADVERTISING AGENCIES** • • •

President.....Scott S. Smith
 Vice-President.....E. P. Nesbitt
 Space Buyer.....E. Groenboom
 Production Manager.....R. M. Cowing
Radio Accounts Placed—Wheeling Steel Corp.

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
 Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Owner.....Edmond I. Eger
 Account Executive.....Leon H. Lewis
 Account Executive.....George M. Stern
 Account Executive.....Patrick Shannon
 Account Executive.....Harley B. Hobbs
 Media-Research Director.....Harry C. Pick
 Art Director.....Harry J. Beier
 Copywriter.....Herman H. Breslich
 Copywriter.....Justin C. Tanner
 Radio Time Buyer.....Harry C. Pick

Radio Accounts Placed — Admiral Corp., Klein's Sporting Goods, EG/ Foods, Inc.

Television Account Placed—Admiral Corp.

DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.
 Phone State 3800

ABP—ANPA—APA—PPA—ABC—NOAB

President.....H. M. Dancer
 Vice President.....C. L. Fitzgerald
 Vice President.....J. G. Sample
 Treasurer and Secretary.....Paul Keenan
 Acct. Execs.....Everett C. Bradley,
 D. D. Brown, Joseph Greeley, Thomas L.
 Greer, Robert F. Hussey, J. Kenneth
 Laird, James S. Lind, G. H. Johnson,
 Richard Janney.

Radio Department

Radio Director.....Roy Winsor
 Radio Acct. Exec.....Carl Stanton
 Radio Supervisors.....George Stellman,
 James West, H. Y. Bingham, Philip Bow-
 man.

Dir. Radio Contracts.....James J. Neale

Branch Offices

247 Park Ave., New York 17, N. Y.
 Phone Wickersham 2-4200

Managerment.....H. M. Dancer, President,
 T. H. Brown, Jr., Asst. to Pres.
 Acct. Execs.....Frank A. Kearney,
 George G. Tormey, F. K. Beirn, H. B.
 Cohen, W. W. Holt, A. W. Spence, Jr., W. B.
 Stewart.

Radio Acct. Exec.....Carl Stanton
 Rm. 1014, Taft Building, 1680 Vine Street
 Hollywood 28, Calif.
 Phone Hempstead 8166

Manager.....Alvin Kabaker
 Dancer-Fitzgerald-Sample, Ltd.
 6 King Street, East
 Toronto, Ontario, Canada
 Phone Adelaide 2851

Manager.....Gilbert Nunns
Radio Accounts Placed — General Mills,
 Inc., Proctor & Gamble Company, Sterling
 Drug Inc., Kilmer & Co., Inc., Whitehall
 Pharmalac Company, Boyle-Midway, Inc.,
 Falstaff Brewing Corp., Continental Illinois
 National Bank & Trust Co.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
 Phone Central 6700

AAAA — ANPA — PPA — ABP — PRB —
 SAAA — SNPA — NOAB — OAAA

President.....J. F. Oberwinder
 Secretary-Treasurer.....C. C. Pangman
Branch Offices

515 Madison Ave., New York 22, N. Y.
 Phone Eldorado 5-5435

Vice-President in Charge of

Radio.....J. Toigo
 Radio Dept.....P. A. Louis
 Terminal Bldg., Cleveland, Ohio
 Phone Cherry 0158

Stanley Seward
 90 Broadview Ave., Toronto, Canada

Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
 Phone Main 0790-0791

PPA — NOAB — APA

President-Time Buyer...James M. Daugherty
 Secretary-Treasurer...Pauline Otto Daugherty
Radio Accounts Placed—Pepsi-Cola Bot-
 tlers of St. Louis, Meyer Bros. Drug Co.,
 St. Louis Dairy Co.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids, Mich.
 Phone 8-0666

APA—ABP

Owner.....Ben Dean
 Asst.....Mildred Juneau
Radio Account Placed—WOOD Radio Sta-
 tion, King-Trendle Broadcasting Corp.

**DOE-ANDERSON ADVERTISING
 AGENCY**

308 Martin Brown Bldg., Louisville 2, Ky.
 Phone Wabash 3193

APA—ANPA—PPA—SNPA

President.....Elmer H. Doe
 Account Executive.....Warwick Anderson

**DOHERTY, CLIFFORD &
SHENFIELD INC.**

350 Fifth Avenue, New York 1, N. Y.
BRyant 9-0445

AAAA-ABP-ANPA-PPA-NOAB-APA
President.....Lawrence L. Shenfield
Vice-Pres. & Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Donald K. Clifford,
Francis J. Doherty

Secretary.....Wm. E. Steers
Asst. Treas.....Nelson O. Argueso

Radio Dept.

Radio Director.....Chester MacCracken
Dir. of Radio Commercials...John Mullen
Radio Time Buyer.....Helen Wilbur

Radio Accounts Placed—Bristol-Myers Co.,
Reid's Ice Cream.

Television Accounts Placed — Bristol-
Myers Co., Reid's Ice Cream.

**THE RALPH L. DOMBROWER CO.,
INC.**

11 E. Franklin St., Richmond 19, Va.
Phone 3-1113

ABP-ANPA-PPA-SNPA-AAAA-
PRB-SAAA

President-Treas...Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dombrower, Jr.
Secretary.....Lewis D. Andrews
Director.....J. C. Fulmer
Account Executive.....J. Linwood Jackson
Talent Pur.....T. Michaux Moody

Branch Office

Woodward Bldg., Washington, D. C.
Phone Republic 1420

Manager.....Philip Rosenfeld
Radio Accounts Placed—Southern Wine
Corp. (Velvet Rose Wines), Southern Biscuit
Co. (FFV Cookies & Crackers), 4-Most
Stores Co., Inc. (GRIP-ON Waterproofing
Treatment).

DONAHUE AND COE, INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone Columbus 5-4252

ANPA-PPA-ABP-SNPA-
OAAA-APA-NOAB

President.....E. J. Churchill
Vice-Presidents.....Bertram S. Nayfack,
Harry L. Morrill (Atlanta).

Vice-Pres. & Art Dir.....Wm. Schneider
Secretary.....O. A. Kingsbury
Treasurer.....W. D. Patterson
Vice-Pres. in Charge all Radio..Tom Revere
Time Buyer.....T. H. Lynch
Dir. Motion Picture Radio Production,
A. C. Rigrod

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager & Vice-Pres.....H. L. Morrill, Jr.

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2-3000

ANPA-PPA-APA-ABP-NOAB

President.....Wm. H. Long, Jr.
Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. E. Williams

**DORLAN, INTERNATIONAL-
PETTINGELL & FENTON, INC.**

247 Park Avenue, New York, N. Y.
Phone Eldorado 5-2685

ABP-ANPA-PPA-NOAB

President.....Atherton Pettingell
Exec. Vice-Pres.-Treasurer.....Walter Maas
Vice-President.....Charles B. Strauss
Vice-President.....Herbert Bayer
Radio Dept.....Handled by Mildred
Fenton Productions.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

President.....John C. Dowd
Executive Vice-President.....E. D. Parent
Vice-Presidents.....E. W. Lancaster,
W. Davenport.

Treasurer.....Geo. E. Murphy
Radio Director-Talent...Gerard H. Slattery
Radio Accounts Placed—Albany Carpet
Cleaning Co., Allied Salt & Chemical Co.,
Atlantic Coal Co., Britex Co., Clinton Cloth-
ing Mfg. Co., Wm. Filene's Sons Co., First
National Stores, Martin L. Hall Co., M. A.
Hanna Co., Homes, Inc., Jenney Mfg. Co.,
Kennebec Wharf & Coal Co., Wm. Leavens
Co., Massachusetts Dept. of Agriculture,
Paine Furniture Co., K. J. Quinn & Co., Inc.,
Snider Fuel Corp., Stanley System.

L. J. DuMAHAUT ADV. AGENCY

827 David Stott Bldg., Detroit 26, Mich.
Phone, RANdolph 9480

President.....L. Jerome DuMahaut
Production Mgr.....Theresa Savin

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, Circle 6-1400

PPA-NOAB-ANPA-APA-SNPA-ABC
President.....Roy S. Durstine
Vice-Pres.-Secretary.....Arch T. Gardiner
Vice-Presidents.....William E. Dempster,
Robert D. Spahn, Roy U. Gordon.
Treasurer.....T. Arnold Rau
Prod. Traffic Mgr.....David R. Margarett
Art Director.....Harvey A. Spooner
Assoc. Radio Directors..Richard L. Eastland,
Maurice Condon, John T. Martin.

• • • **ADVERTISING AGENCIES** • • •

Radio Time Buyer.....Bergliette Boe
 Radio Producers.....Richard L. Eastland,
 Maurice Condon, John T. Martin.
Branch Offices
 333 No. Michigan Ave., Chicago 1, Ill.
 V.P.-ManagerEllis Travers
 719 Enquirer Bldg., Cincinnati 2, O.
 Phone, Cherry 0032
 V.P.-ManagerFrederic Kamman
 Charge of Art Dept.....Philip Goyert

Television Dept.
 C. H. Cottington
Branch Offices
 Erwin Wasey & Co., Ltd.
 230 N. Michigan Ave., Chicago, Ill.
 Phone Randolph 4952
 Vice-President.....L. R. Northrup
 Rand Tower, Minneapolis, Minn.
 Phone Atlantic 1223
 Vice-President.....Mac Martin
 First Nat'l. Bank Bldg., Oklahoma City, Okla.
 Okla. City 2-0603
 Vice-President.....Harold Halsell
 White-Henry-Stuart Bldg., Seattle, Wash.
 Elliott 8250
 Vice-President.....Miller Munson
 749 Yonge St., Toronto, Canada
 Randolph 5187
 Vice-President.....Ralph Lawson
Radio Accounts Placed—Lydia E. Pinkham
 Medicine Co., Musterole Co., The Barbasol
 Co., Consolidated Cigar Co., Carnation Co.,
 Acme Flour Mills Co., Albers Milling Co.,
 Peter Fox Brewing Co., Zonite Products
 Corp., Primrose House, Inc., S. C. Johnson
 & Sons, Inc., Nash Coffee Co., Salisbury &
 Saterlee Co., House of Herbs, Inc., Anderson-
 Pritchard Oil Corp., Kreml Hair Tonic &
 Shampoo, K-R-O Co., Pertussin, Jacob Riess
 Bottling Works, Inc.

ELLIS ADVERTISING CO.

Rand Bldg., Buffalo 3, New York
 Phone Cleveland 0422
 ABP—ANPA—NOAB—APA
 Partners...Michael F. Ellis, Jerome R. Ellis
Radio Dept.
 Caesarina Cardarelli
Branch Offices
 33 W. 42nd St., New York 18, N. Y.
 L'ongacre 5-1567
 Michael F. Ellis, Jr.
 74 King St. E., Toronto 1, Canada
 Waverly 3438
 Abbey A. Muter

ROBERT J. ENDERS ADVERTISING

Atlantic Bldg., Washington 4, D. C.
 Phone Executive 5834
 President.....Robert J. Enders
 Radio Director.....Robert L. Howard
 Script & Continuity Mgr.....Shelia Ryan
 Production Manager.....Charles Warren
 Chief Time Buyer.....John Barnes
Radio Accounts Placed—Columbia Whole-
 salers, Inc., Guthrie Lithograph Co., Mary-
 land Airlines, Georges Radio Co., Govern-
 ment Services, Inc., Kopy Kat Stores, Acousti-
 con-Orrison Hearing Aids, Miami Sea-Hawks
 Pro Football, President's Cup Regatta, Na-
 tional Electronic Laboratories, News Digest
 Publications.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
 Phone Caledonia 5-1900
 1537 Vine St., Hollywood, Calif.
 Phone Hillside 2183
 President and Treasurer.....William Esty
 Secretary.....E. H. Cummings
 Director of Radio.....Thos. D. Luckenbill
 Time Buyers.....John C. Esty,
 Richard Grahl.
 Radio ProducersDon Bernard,
 Kendall Foster, George Zachry, Helen
 Phillips, Charles White
 Television Department.....Kendall Foster
Radio Accounts Placed — Colgate-Palm-
 olive-Peet Co., Thomas Leeming & Co., Inc.,
 National Carbon Co., Inc., Piel Bros., Pacquin
 Inc., R. J. Reynolds Tobacco Co., Tea Bureau,
 Inc.

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
 New York 17, N. Y.
 Phone MOhawk 4-8700
 AAAA—ABP—ANPA—PPA—
 SNPA—NOAB—OAAA
 President.....Louis R. Wasey
 Vice-Pres.-Gen. Mgr...Howard D. Williams
 Exec. V.P.....Ray C. Jenkins
 Treasurer.....James F. O'Connor
 Director of Radio.....C. H. Cottington
 Asst. Radio Director.....Joe Brattain
 Time Buyer.....Keith Shaffer
 Business Manager...Archibald Douglass, Jr.
 Radio Producers.....Charles F. Lowe,
 John Halpern

EVANS ADVERTISING AGENCY

322½ South Sixth St., Springfield, Ill.
 Phone 2-2090
 ANPA—AAAA
 Owner & Manager.....Clarence R. Evans
 Treasurer.....Velma Evans
 Art Director.....John Robert Work
 Continuity Director.....Jo Otwell
 Radio Producer.....Velma Evans
Radio Accounts Played—Gold Coast Beer,

The Bootery (Springfield, Champaign, Bloomington), Rolans (Lane Bryant), Springfield Dry Goods Co., Frank A. Bridge Jewelers, Collins Jewelers, Springfield Refinoid Co., Lloyds Cleaners, Kennedy Laundry & Dry Cleaners, Fink's Cleaners, Capital City Motors, Herndon Dept. Store, Home Appliances, S. A. Barker Co., Sweet & Canterbury (Purina Dlr.), Matthew Transfer Co., Senate Theater, Strongs Cafeteria, Buddes Cafe, Y-B Food Market, Franklin Life Insurance, Mutual Benefit Health & Accident, Hennessey's Florists, Lake Club, Farm, Lober's Shoes, Bergs, Howard's Paint & Wallpaper.

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-6400
AAAA—ANPA—PPA—ABP—APA—NOAB—FAAG

President.....Gordon E. Hyde
Vice-Presidents.....James F. O'Brien, Jules B. Singer, Don Parsons, Kenneth W. Plumb, Charles G. Wright, Laura E. Carson, John S. Davidson, Thomas P. McMahon.

Vice-Pres.-Dir. of Research,
Dr. Wallace H. Wulfeck
Secretary & Treasurer...George G. Dietrich
Vice-Pres. & Copy Chief...Joseph Leopold
Vice-Pres. & Art Dir...MacGregor Ormiston
Radio Dir.....Francis C. Barton, Jr.
Radio Space Buyer.....Penelope Simmons
Radio Producer.....Thomas Hicks

Radio Accounts Placed—American Safety Razor Corp. (Gem); Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. F. Trommer Co., Inc. (White Label), General Cigar Co. (Van Dyck), B. Barbizon Corp., Rockwood & Co. (Chocolate Bits), Durkee Famous Foods (Durkee's Dressing), Lily of France Corset Co. (Lilees Bras).

HARRY FEIGENBAUM ADVERTISING AGENCY

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

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

HANLY, HICKS & MONTGOMERY

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

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

Chicago Office

WALLACE-FERRY-HANLY CO., INC.

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

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

LAWRENCE FERTIG & CO., INC.

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

President & Treasurer.....Lawrence Fertig
Radio Director.....Henry Bretzfeld
Radio Accounts Placed—David L. Loew Productions, Farrell Publishing Co.

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
Phone 6-1977
PPA—SNPA

President-Treasurer.....Robert G. Fields
Secretary.....R. H. Lane

FITZGERALD ADVERTISING AGENCY

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

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

Partner.....Joe L. Killeen
Partner.....Joseph H. Epstein
Partner-Time Buyer.....Leonard Gessner
Partner-Copy Chief.....Roy M. Schwarz
Partner-Art Dir.....E. W. R. Wootten
Partner-Prod. Mgr.....Warren G. Posey
Continuity.....Mildred Thomas
Radio Account Placed—Wesson Oil & Snowdrift Sales Co., Blue Plate Foods, Inc., Dixie Brewing Co.

FLACK ADVERTISING AGENCY, INC.

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

ABP—ANPA—PPA—APA—AAAA—NAAN
President.....John B. Flack
Vice-President.....Richard H. Wickham
Secretary.....Florence O. Miller
Tres. & Time Buyer.....J. K. Bowman
Consultant.....Kenneth G. Bartlett
Copy...Richard H. Wickham, Claire Evans

Radio Accounts Placed—Keepsake Diamond Rings, Bardeen's, Inc., First Trust & Deposit Co.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490
ANPA—NOAB

President.....Robert B. Foley

Secretary-Treas.....Helen M. Little
 Acct. Exec.....L. M. Robertson
 Mgr. & Time Buyer.....Robert B. Foley
Radio Accounts Placed—I. J. Fox, Inc.,
 The Stearn Co., Thistledown Racing Assn.,
 Inc., Arena Attractions, Roller Derby.

FOOTE, CONE & BELDING

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

AAAA—ANPA—ABP—PPA—APA—OAAA

Chairman of the Board.....Don Belding
 President.....Emerson Foote
 Chairman, Executive Comm...Fairfax Cone
 Secretary-Treasurer.....William R. Sachse

NEW YORK OFFICE

President.....Emerson Foote
 V.P. & Gen. Business Mgr...M. P. Franceschi
 V.P.—National Radio Director
 Hubbell Robinson, Jr.
 Manager of Radio Department
 Douglas Coulter

Radio Time Buyer.....Lillian Selb

CHICAGO OFFICE

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

Chairman, Executive Comm...Fairfax Cone
 Secretary-Treasurer.....William R. Sachse
 Director of Radio.....Stuart Dawson
 Radio Time Buyer...Genevieve M. Lemper

LOS ANGELES OFFICE

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

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

HOLLYWOOD OFFICE

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

General Mgr.—Treas.....C. Burt Oliver
 Production Dir.....A. L. Capstaff
 Talent Director.....Victor Hunter
 Regional Program Dir.....David Taylor

SAN FRANCISCO OFFICE

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

Vice-Pres. & Manager.....E. I. Harrington
 Time Buyer & Media Dir...Stuart Harding
 Radio Director.....Charles Trieschman

Radio Accounts Placed—The American
 Tobacco Company, The Cities Service Oil
 Company, Armour and Company, Albers
 Milling Company, Ben Hur Products, Inc.,
 Bourjois, Inc., California Fruit Growers Ex-
 change, Hall Bros., Inc., Pepsodent Division
 of Lever Brothers Co., RKO Radio Pictures,
 Inc., Safeway Stores, Inc., Southern Pacific
 Company, Union Oil Company, Peralta Wine
 Co., Purex Corp. Ltd., Selznick International
 and Walt Disney Productions.

FORT & COMPANY

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

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

**ALBERT FRANK-GUENTHER LAW,
 INC.**

131 Cedar St., New York, N. Y.
 Phone Cortlandt 7-5600

ANPA—PPA—ABP—NOAB—APA

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

Vice-Chairman-General Mgr.
 Harold E. Maples
 Radio Department.....John V. McAdams

Branch Offices

Post Office Square, Boston, Mass.
 Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.
 Phone Rittenhouse 3915

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

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

V.P.....William F. Adler
 235 Montgomery St., San Francisco, Calif.
 Phone Exbrook 3484

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

CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.
 KEystone 0437

ANPA—ABP—APA—NAAN

President.....C. J. Freiberger
 Treas. & Asst. Sec.....Lucille A. Seger
 Production Manager..Robert A. McCutcheon
 Art Director.....A. Cizek
 Illustrator.....G. Ellis
 Cartoonist.....J. Reed
 Industrial Artist.....J. T. Preucil
 Account Executive.....J. M. Henderson
 Bookkeeper.....N. J. Charon
 Secretary.....D. Hahn
 Artist.....Barbara Weiss
 Accountant Executives.....Gene Blish,
 Vern Ewing, Kim Barnes.

Radio Director.....Ruth L. Torgerson
Radio Accounts Placed — Tivoli Union
 Co., Brecht Candy Co., Securities Credit
 Corp., Stone-Hall Brokerage Co., Toner's Inc.,
 Central Bank & Trust Co., Bell Tailors,
 Clayton Coal Co., Colorado Potato Flake Co.,

A. Carbone & Co., Gart Bros., Gus Butter-
maid Bake Shop, Service Supply Co., Ute
Chief Mineral Water Co., Jack Wehner,
Realtor, O. K. Rubber Welding System.

AD FRIED ADVERTISING AGENCY

208-209 Easton Bldg., Oakland 12, Calif.
Phone Higate 6580

Owner & Tele-Radio Director.....Ad Fried
Copy & Continuity.....Dr. James A. Scott
Radio Time Buyer.....Elaine McCune
Research Director.....Scott B. Anderson
Format Manager.....Leland Morgan
Publicity Director.....Scott B. Anderson
Program Manager.....Elaine Trigger
Radio Producers.....Ad Fried,
James A. Scott, Jr., Elaine Trigger, Scott
B. Anderson

Television Producer.....Ad Fried
Radio Accounts Placed—Advance Products
Co., Bodies Trailer Co., Darling Shops (Pa-
cific Coast), Fox Theaters (Oakland only),
Gould-Pacific Co., Home Supply Co., Nutri-
sol Fertilizer, Oakland Pro-Football Assn.,
Paramount Pest Control, Sunset Venetian
Blind Co., Dr. DeGloria-Dr. Revelli, Swan's
Markets, West Coast Soap Co. (Powow),
Artercraft Leather Co., Dr. Citron Dental Of-
fices, Eb Wells Pontiac Dealer, Fred Benioff
Himself, Gross Bros., Heidt Equipment Co.,
Office Appliance Co., Oakland Federal Sav-
ings & Loan Assn., Coast Millinery Co., Royal
Art Galleries, Hobbyland, Rainbow Hybridiz-
ing Gardens, Bigelow Films, Crompton Adv.
Specialties, Miracle Foam (H. R. Davi Co.),
Foster Insurance Co., G. H. Holman Co.,
Magazine Service Bureau, Oakland Frame &
Axle Co., Panda Room, Tasch Furriers,
Travel Service Inc., W. F. Barton Co., Linn
Company.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone LIberty 0813-4-5
ANPA—PPA—APA

President.....Karl M. Frost
Exec. V.P.-Treasurer.....Harry M. Frost
Asst. Treas.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Pro. Mgr. & Space Buyer..Harold E. Bessom
Radio Director & Time Buyer,
Harvey P. Newcomb

Branch Offices

Lynn, Mass.; Worcester, Mass.
Radio Accounts Placed—Durkee Mower,
Inc., Supreme Wine Co., Eastern Racing
Assn., Eldred & Barbo, Arabian Coffee Co.,
Shubert Theatres, Campbell Fairbanks Ex-
positions, Genoa Packing Co., Boston Yanks,
Boston Braves.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600
AAAA — ANPA — PPA — ABP
APA—NOAB

President.....Allen Billingsley
Chairman of the Board.....John Wiley
Executive Vice-Pres.....E. L. Andrew
Sec.-Treas.....C. C. Reidenbaugh

New York Office

Chairman of the Board.....John Wiley
Radio Director.....Lee Williams
Radio Time Buyer.....George Trimble

Cleveland Office

1501 Euclid Ave., Cleveland, O.
Phone Cherry 6700

President.....Allen Billingsley
Exec. Vice-Pres.....E. L. Andrew
Radio Department.....M. M. Scott
Radio Time Buyer.....W. J. Staab

Chicago Office

29 South LaSalle St., Chicago, Ill.
Vice-President.....Ed Lauesen
Radio Accounts Placed—Burkhardt Brew-
ing Co., Pennzoil, Dougherty Lumber Co.,
Climalene, Commonwealth Shoe & Leather
Co., Westinghouse Electric Co. (Lamp &
Radio Divisions), Harry Ferguson, Inc., Cen-
tral National Bank.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone, BRyant 9-2927

President.....Norman Furman
Secretary.....Nathan Rothenberg
Vice-President.....Irving Gottlieb
Time Buyer.....Joyce Grubard
Radio Producer.....John O'Rourke

GAHAGAN-TURNBULL CO., INC.

270 Park Ave., New York 17, N. Y.
Phone EL 5-7779

AAAA—ABP—ANPA—PANYC

Partner.....Andrew Gahagan
Partner.....Henry R. Turnbull
Radio Director.....George DuPue, Jr.
Time Buyer.....Barbara L. Smith
Radio Accounts Placed—America's Fu-
ture, Inc., Monticello Drug Co., Republican
State Comm., Clairol, Inc.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
ANPA—PPA—NOAB—ABC—AAAA—
ABP—SNPA—APA

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Executive Vice-Presidents...S. M. Ballard,
Miss B. Adams
Vice-Presidents.....J. F. Kircher,
L. C. MacGlashan, C. P. Michels.
Vice-Pres. & Art Director.....R. Czufin
Vice-Pres. & Dir. of Radio (St. Louis),
C. E. Claggett
Vice-Pres. & Dir. of Media,
E. A. W. Schulenburg
Secretary-Treasurer.....J. V. Kirchhoff

• • • **ADVERTISING AGENCIES** • • •

Branch Offices

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Columbus 5-2000
 V.P. in Charge of Radio....Roland Martini
Radio Accounts Placed—Pet Milk Co.
 Ralston Purina Co., Purina Mills, Hyde Park
 Beer, N. Y. Stock Exchange, Union Electric,
 St. Louis Ind. Packing Co., St. Louis Public
 Service Co., Lion Oil Co., H. D. Lee Co.,
 Sutho Suds, Inc., Wabash Railroad.

GARFIELD & GUILD

660 Market St., San Francisco 4, Calif.
 Phone EXbrook 3420
 PPA—ANPA—NOAB—ABP
 NAAN—AAAA

President.....Sidney Garfield
 Vice-Pres. (Exec.).....Walter Guild
 Vice-President.....Bernard B. Schnitzer
 Radio Director.....William A. Morrison
 Radio Time Buyer.....Sally Paul
 Production Dir.....Stanley Kerk
 Radio Producers.....Walter Guild,
 David Bascom, Wm. A. Morrison.
 Res. Mgr.....Lee Ringer
Radio Accounts Placed—Capwell, Sullivan
 & Furth, El Dorado Oil Co., Alice Frock,
 Hurley Marine Works, Good Foods, Inc.,
 Gravem-Ingllis Baking Co., Kay Jewelers,
 Valley Church of the Air, Smith's, No-Doz
 Awakeners, Northrup King & Co., Remar
 Baking Co., Chemicals, Inc., Southwest Food
 Products, Betty Lou Foods, O'Rourke of
 California, Guitard Chocolate Co., Frontier
 Foods, Grace Bros. Brewing Co., John Han-
 son Co., Newell Gutradt Co., HQZ Hair
 Preparations, Servicycle Co., J. I. Fancy
 Frozen Foods, Alta Vineyards Co, O'Brien's
 Candy Co., California Magazine, H & L
 Block Co.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 8388
 APA—ANPA—PPA—NOAB

President.....W. W. Garrison
 Vice-PresidentBrooks Middleton
 Secretary & Time Buyer.....G. P. Schill
 Vice-Pres. in Charge Radio....Tim Morrow
 Continuity Dir.....Nancy Goodwin
 Prod. Supervisor.....Kathryn Stark

Branch Office

190 Monroe Ave., N. W., Grand Rapids 2,
 Mich.
 Phone 9-4485

Manager.....George A. Baldwin
Radio Accounts Placed—Florida Citrus ex-
 change, W. A. Sheaffer Pen Co. (foreign),
 Gibson Refrigerator Co., Dante Candy Co.,
 Joseph Triner Corp., Hamilton Foods, Inc.,
 Falcon Camera Co.

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
 Phone, GARfield 1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
 Account Exec.....J. R. Pitsker
 Media Mgr.....D. W. Ryder
 Office Mgr.....E. J. Thomas
 Prod. Mgr.....J. W. Clark

Branch Office

412 W. 6th St., Los Angeles 14, Cal.
 Phone, TUcker 1455

Co-managers.....Orson Hunter,
 B. S. Stivers.

Radio Accounts Placed—Rockmont En-
 velope, Plant-Chem, Inc., David D. Bohannon
 Org., Moss Stores.

GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 22, N. Y.
 Phone Wickersham 2-5400

AAAA—PPA—ANPA—APA—ABP—NOAB

PresidentBertram B. Geyer
 Exec. Vice-President.....H. W. Newell
 Exec. Comm. Chairman.....Joe M. Dawson
 Vice-Presidents.....R. M. Ganger,
 J. W. Bertch, H. M. Hempstead, A. A.
 Surin, Vernon M. Welsh, R. E. Tuttle,
 C. A. Brocker, F. P. Reynolds, Jr., D. S.
 Shaw, E. F. Thomas

Publicity Dir.....Edward F. Thomas

Radio Dept.

Director.....Donald S. Shaw
 Production Manager.....Frederick A. Long

Television Dept.

Director.....Donald S. Shaw
 Prod. Manager.....Frederick A. Long

Branch Offices

Third Nat'l 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

6605 Hollywood Blvd., Hollywood, Calif.
 Phone Granite 6141

ManagerEd Cashman
Radio Accounts Placed—Nash-Kelvinator
 Corp., E. R. Squibb & Sons.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
 Phone Elgin 2111

CAAA

President.....Mrs. J. J. Gibbons
 Vice-Pres. & Gen. Mgr.....H. M. Tedman
 Vice-Pres. & Asst. Gen. Mgr..R. B. Pattison
 Vice-Presidents....R. A. Stapells, W. Kiehn
 Secretary-Treasurer.....W. H. Hoare
 Radio Director.....Don Bassett

Branch Offices

924 Dominion Square Bldg., Montreal, Que.
 Vice-Pres. & Mgr.....H. M. Reid
 Radio Director.....L. D. Cox
 272 Scott Block, Winnipeg, Manitoba
 Vice-Pres. & Mgr.....E. G. MacPherson
 204 Leader Bldg., Regina, Saskatchewan
 Manager.....Stanley Wayne
 Renfrew Bldg., Calgary, Alberta
 Vice-Pres. & Mgr.....R. G. Smith
 McDougall Court, Edmonton, Alberta
 Manager.....J. H. Fulton
 609 Province Bldg., Vancouver, B. C.
 Manager.....Leander Manley
 Radio Director.....Gordon Rowntree

Branch Offices

690 Market St., San Francisco, Calif.
 Phone Exbrook 6469
 Manager.....Robert O. Davis
 32 E. 57th St., New York 22, N. Y.
 Phone PLaza 5-2887
 Manager.....Margaret Macy
Radio Accounts Placed — Bu-Tay Products, Ltd., Austin Studios, Mystic Foam Co., Courtney Ltd., Dixie Fry Co., J. Bird Moyer Co., Beckman Furs, Olson Bread Co., Kern Food Co., Home-Maker's Club, Sontag Drug Stores, Pacific Macaroni Co., L. B. Laboratories, Inc., Mode O'Day Corp., Huggins-Young Coffee Co.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
 Salt Lake City 1, Utah
 Phone 4-5516

ANPA — APA — ABP

President & Treasurer.....M. C. Nelson
 Vice-Pres. & Acct. Execs.....J. Y. Tipton,
 Lon Richardson
 Acct. Exec. & Radio Dir.....Victor V. Bell

Radio Accounts Placed—Sego Milk Products Co., Utah Oil Refining Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy-Collins Trust Co., Utah Power & Light Co., Fisher Brewing Co., J. A. Hogle & Co., Porter Scarpelli Macaroni Co. (Salt Lake City), Jesse M. Chase, Excelcis Beauty Products Co., Excelcis Beauty Salons, W. A. Fuller Co., Pony Express Stages, American Packing & Prov. Co., First Federal Savings & Loan, Lagoon Amusement Park.

GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.
 Phone Hubbard 7188

AAAA — ABP — ANPA — PPA — APA

President.....Louis Glaser
 Radio Director.....M. B. Collins
 Production Manager Thomas F. Eccleston, Jr.

Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.

GLASSER-GAILEY & COMPANY

3275 Wilshire Blvd., Los Angeles 5, Calif.
 Phone Fitzroy 2141

PPA

Partner.....P. E. Gailey
 Partner.....G. F. Glasser
 Fashion Director.....Joyce Contini
 Comptroller.....Howard Gambrell
 Production Manager.....King Richardson
 Copy Chief.....Jane O'Leary
 Time Buyer.....J. G. Mitchell

GLICKSMAN ADVERTISING CO., INC.

400 Madison Ave., New York, N. Y.
 Phone PLaza 8-0716

ABP—ANPA—PPA

President.....Joseph Glicksman
 Vice-President-Sec.....William Glicksman
 Treasurer.....David Glicksman
 Radio Director.....Joseph Glicksman
Radio Accounts Placed — Adam Hats, Portis Bros. Hat Co.

MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.
 Denver, Colorado

Phone: CH 5533

ANPA

Radio Director.....Wes Battersea
 Exec. V.P.-Radio Director...Wes Battersea
 Treasurer.....Doris Fitmier
 Radio Continuity.....Mrs. Dorothy Lutz
 Radio Continuity.....Mrs. Elizabeth Nixon

Radio Accounts Placed—Dave Cook Sporting Goods Co., M. & O. Cigars, Ambrose & Co. (Richelieu Wines, Jams & Jellies), State of Colorado, Denver Jewelry Co., New York Furniture Co., and Dundee Clothing Co.

GOLDMAN & WALTER ADVERTISING AGENCY

75 State St., Albany 7, N. Y.
 Phone 5-8864-5

ABP—APA

President.....Harry L. Goldman
 Vice-President....Eleanor Chatham Walter
 Secretary.....Louise Benay
 Radio Director.....Louise Benay
 Asst. Director.....Robert W. Snyder
Radio Accounts Placed — John G. Meyers Dept. Store, Seven-Up Bottling Co. of Troy, N. Y., David's Women Apparel, Roxy Cleaners & Dyers, Stone's Liquor Dist., Albany Garage Co., & Appliance Dist., Drive-In Auto Theatres, Green's Stationers, Standard Furniture Co. (Kingston-Troy).

Television Accounts Placed—David's.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.
Phone Superior 6746

AAAA—ANPA—PPA—ABP

President.....Clyde M. Joice
Vice-President-Merchandising,

Harlow P. Roberts
Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Media Director.....Florence A. Neighbors
Production Mgr.....George B. Frank
Account Executive.....Jay C. William

Radio Accounts Placed—Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., Mid-Continent Airlines, Inc.

GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.
Phone LOngacre 5-2616

APA—ABP—ANPA—PPA

Chairman of Board.....G. E. Harris
President.....D. D. Sutphen, Jr.
Radio & Tele. Director.....Arthur A. Kron
Exec. Vice-Pres. & Treas.....Arthur A. Kron
Secretary.....Chester A. Priest

Radio Accounts Placed—Hartley's Marmalade, Lutheran Hour, R. L. Swain Tobacco Co.

GRANT ADVERTISING, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 6500

ANPA—PPA—APA—ABP—SNPA—NOAB

President.....Will C. Grant
Executive Vice-Pres.....Edward J. Jordan
Vice-Presidents.....Claude R. Miller,
George C. Bayna, W. Robert Watson.

Exec. Vice-Pres. & Central Creative Staff,
Howard A. Jones
Secretary.....Mary Waller Grant
Vice-Pres. & Art Dir. (all offices),

Loren C. Moore
Copy Chief.....Robert Crane
Research Dir. (all offices)....Kay Sheldon
Office Manager.....Ralph E. Ellis
General Radio Dir. (all offices),

Lloyd G. Harris
Media Dir. (all offices)....George McGivern
Radio Dir.....Harry Holcombe
Asst. Radio Dir. (Dr. I. Q.)...Lew Valentine
Asst. Radio Dir.....Jane Baker
Staff Announcer.....Allen C. Anthony
Mgr. Radio Script Dept.....Evelyn Elam
Continuity Editor.....Myron Golden
Production.....Harry White

Branch Offices

350 Fifth Ave., New York, N. Y.
Phone BR 9-6100

Office Mgr.....Carl B. Wheeler
2866 Penobscott Bldg., Detroit 26, Mich.

Phone Cherry 9400
Vice-Pres. in Charge Det. Office,
Edward R. Grace

1313 Gulf States Bldg., Dallas 1, Tex.
Phone Riverside 8121

Vice-Pres. in Charge...Samuel W. Hepworth
113 West 4th St., Weslaco, Tex.

Phone Weslaco 175
Vice-Pres. in Charge...Samuel W. Hepworth
1438 DuPont Bldg., Miami 32, Fla.

Phone 3-0733
Vice-Pres. in Charge of Caribbean Opera.,
John A. Dey

6513 Hollywood Blvd., Hollywood, Calif.
Phone Gladstone 7136

Vice-Pres. in Charge.....Frank Carter
Offices in South America, Mexico, Canada,
Cuba, England

GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-9533

ANPA—PPA

Partner.....Julian P. Brodie
Partner.....Alan Green
Art Director.....Cecil Baumgarten
Production Director.....Sidney Sawyer
Radio Dept.....Julian P. Brodie

Radio Accounts Placed — Pieter deWitt, Inc., Trade Bank & Trust Co., The Viking Press, The New School.

GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York 1, N. Y.
Phone CHickering 4-3900

ABP—ANPA—PPA—NOAB—APA—AAAA

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Radio-Television Director....Marvin Corwin
Time Buyer.....Harriet Bellell

Radio Accounts Placed—Dif Corp., Lambert Bros., Bucilla, Doughnut Corp., Easy-Do, Van Heusen, Simplicity, Tussy, LeLong, Hat Research Foundation, Hollander Furs & Hollander Corp., Kreisler Jewelry, Consolidated Razor Blade Co., Grolier Society Inc., BBD Corp., American Silk Mills, Mojud Hosiery, Miles Shoes, Orbachs, Macys,

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC—ABP

President.....Kenneth W. Akers
Radio Director.....Earl R. Preble
Radio Accounts Placed—Fleetwing Corp.,
B. F. Goodrich Farm Service Tires.

JULIAN GROSS ADVERTISING AGENCY, INC.

11 Asylum St., Hartford 3, Conn.
Phone 7-7179

President-Treasurer.....Julian Gross
Exec. V.P.-Radio Time Buyer
Erwin B. Needles
Prod. Mgr.....Samuel R. Jacobs
Copy Chief.....Benton Barman
Research Dir.....Leonard A. Bass

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone, PENnsylvania 6-8518

Owner.....Frances G. Guilford
Space Buyer.....Amelia Pronko

M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950

ABP — ANPA — PPA — NOAB

Montague H. Hackett

General Manager.....John P. Gilbert
Time Buyer.....Aida Stearns
Radio Accounts Placed—Riggio Tobacco
Corp., Chatham Mfg. Co., William S. Scull
(Boscul Tea).

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., 45 Exchange St.,
Rochester, N. Y.
Phone Main 2073

ANPA—APA—PPA

President.....H. Lyman Hart
Vice President.....Harold E. Kennedy
Secretary.....M. Brinkman Hart
Radio Director.....John P. Street
Radio Producer.....Joseph P. Brown
Radio Accounts Placed—Blue Boy Canned
Goods, Veteran Brand Coffee, Bickford Bros.
Co., Inc., Goutremout, Inc., Wegman Super
Markets, Levis Music Stores, B. Forman Co.,
Standard Brewing Co., Blue Bus Lines,
Gulf Oil Corp., Blue Boy Dairies, Crescent-
Puritan Laundry, Boller-Clark Co., Frank-
lin Chemical Co., Anderson Beverage Co.,
Security Trust Co., Wolk Bros. Co., Sherat-
on Hotel, Rochester Transit Corp., Qualtop

Beverages, Inc., Genesee Valley Trust Co.,
Gioia Macaroni Co., Inc.

HAZARD ADVERTISING CO.

295 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 7-7880

ABP—ANPA—PPA—APA

President.....Herbert Peck
Vice Presidents.....Joseph L. Boland,
Donald B. Foresman

Space Buyer.....Mrs. A. Hunt
Publicity Director.....H. P. Quadland
Production Manager.....Raymond Lynch
Art Director.....Mitchell Havemeyer
Radio Director.....Garrett E. Hollihan, Jr.
Radio Accounts Placed—Lederle Labora-
tories, American Cyanamid Co., Bridgeport
Brass Co.

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055

ANPA — PPA — APA — ABP — NOAB

President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Sifers Chocolate
Syrup Co., M. J. Lanahan, Neumode Hosiery
Co., Nash-Underwood, Goldberg Fashion
Forum, Chicago Tribune.

HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUPERior 3000

ANPA—PPA—APA—ABP—NOAB—ABC

Chairman of Board of Dir. W. D. McDonald
President.....W. B. Henri
Secretary.....A. M. Semones
Treasurer.....R. H. Eaton
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones

Radio Dept.

Assoc. Radio Dir.....David W. Dole
Publicity Dir.....Frazier E. Nounnan
Radio Accounts Placed—Ballard & Bal-
lard Co., Inc., Skelly Oil Co., The Perfect
Circle Companies, F. W. Amend Co., Caro-
lene Products Co., John Morrell & Co., The
Sherwin-Williams Co. (Weed-No-More).

HILL ADVERTISING

250 Park Ave., New York, N. Y.
Phone, PLaza 3-7800

PPA—ABP

President.....Weston Hill
Vice-President.....W. L. Ledwith
Secretary.....Joe Cesare
Radio Account Placed—Central Broadcast-
ing Corp.

• • • **ADVERTISING AGENCIES** • • •

HILLMAN SHANE

1026 Maple Ave., Los Angeles 15, Calif.
Phone PProspect 4345

ANPA—ABP—NOAB—PPA

President.....Davis S. Hillman
Radio Director.....John Cohan
Art Director.....J. E. Kopp
Acct. Executives.....Martin Newman,
George Bamberger.

Director (Radio Dept.).....John Cohan
Time Buyer (Radio Dept.).....Leona D'Ambry
Writer.....Betty Smith
Radio Accounts Placed—Sunset Oil Co.,
Christopher Candy Co., Mission Paks of
Calif., Zeeman Clothing Co., Tabak of Calif.,
Hollywood Starlight Theatre, Catalina Swim
Suits, Freeman Certi-Fresh Seafood.

•
HIXSON-O'DONNELL ADV., INC.

350 Fifth Ave., New York 1, N. Y.
BRyant 9-5950

ANPA—PPA—APA—ABP—NOAB—PA of
N. Y. C.

President & Gen. Mgr.....S. M. Morey
Vice-President.....S. F. Ellsworth
V.P. & Radio Director....L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....W. G. Carmody
Radio Time Buyer.....Kathryn Shanahan
Radio Accounts Placed—Richfield Oil
Corp of N. Y., Sinclair Refining Co.

•
WILLIAM F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
Phone MAin 3450

Owner.....William F. Holland
Manager.....D. E. Holland
Production.....E. L. Holland
Art Director.....Emerson Russell
Research.....B. J. Tiemeyer
Copy Chief.....Robert Kappes
Program Dir.....Tom M. George
Continuity.....R. I. Bader
Sales Mgr.....W. F. Holland

•
**ROBERT HOLLEY AND COMPANY,
INC.**

RKO Bldg., Rockefeller Center, New York
20, N. Y.

Phone CIRCLE 6-2850
ABP—PANY

Pres. & Treas.....Robert Holley
Secretary.....Suzanne Hanson
Business Mgr.....Louis M. Totten

•
CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 2-0850

AAAA—ANPA—PPA—ABP

President and Treasurer....Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple,
W. K. Dingleline

Director of Radio.....W. P. Smith
Time Buyer.....C. B. Donovan
Television Dir.....W. P. Smith

Branch Office

15 Lewis Street, Hartford, Conn.
Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy
Co., Charles Gulden, Inc., Burnham & Mor-
rill, E. L. Knowles Co. (Rubine), J. A.
Wright & Co. (Silver Polish), The Alkine
Co. (Flem-O-Lyn).

•
THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone WICKersham 2-3338

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—APA—ABC

Vice-President & Radio Director,
Wm. H. Eynon

Asst. to Radio Dir.....Sally Larkin
Acct. Exec., Dir. Radio & Tele.

Program & Prod., Public

Relations Advisor....Walton Butterfield
Tele Prod.....Walton Butterfield

Branch Office

595 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-1270

Vice-Pres.....H. B. Humphrey, Jr.

Radio Accounts Placed—Eaton Paper Co.,
R. H. Stearns Co., The Christian Science
Monitor, First Church of Christ, Scientist.

Television Account Placed—Wellington
Sears.

•
**HUTCHINS ADVERTISING
COMPANY, INC.**

42 East Ave., Rochester 4, N. Y.
Phone Main 3528

APA—ANPA—PPA—ABP—NOAB

Chairman of Board....Mosher S. Hutchins
President.....F. A. Hutchins

Vice-Pres. & Gen. Mgr...F. Irving Hutchins

Vice-Presidents.....J. P. McCarthy,
Max Enelow, H. Pierson Mapes, John R.
Maxwell.

Asst. to Pres.....Raymond P. Weis

Branch Offices

3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900

Vice-Presidents.....John R. Maxwell,
Max Enelow.

19 W. 44th St., New York 18, N. Y.
Phone MURray Hill 2-0716

Vice-President.....H. Pierson Mapes
1244 Dufferin St., Toronto, Que., Canada

Res. Mgr.....John Bennett
Hollywood, Calif.

Res. Mgr.....Hendrik Booraem, Jr.
Radio Accounts Placed—Philco Corp.,
American Brewing Co., Schuler Potato Chips
Co., Lincoln Rochester Trust Co., McCurdy
& Co., Scranton's.

IVEY & ELLINGTON, INC.

535 Fifth Ave., New York 17, N. Y.
MURray Hill 2-5204

ANPA—PPA

President.....Jesse T. Ellington

Vice-Presidents.....T. S. Strong,
T. M. Kersey, C. L. Landon, G. F. Mor-
row, H. L. Hodgson, C. R. Marshall.

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.

JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.
Phone WOrth 4-7095

General Partner.....Paul E. Jackson
Production Manager.....Louis Musto

Art Director.....Lois Hendry
Radio Director & Time Buyer.....Julia T. Lucas

Media Director.....Charles B. Hoffman
Account Executives.....Charles F. Schroeder,
Frank B. Tiebout, John Yeargain, T.
Norman L. Hope, Frank H. Phipps, Jr.

Branch Offices

41 Sutter Street, San Francisco 4, Cal.
Phone SUTter 6608

Manager.....J. Stanton
58 East Washington Blvd., Chicago 2, Ill.
Phone ANdover 5263

Manager.....Bruner Tucker

**JOSEPH JACOBS ADVERTISING
& MERCHANDISING, INC.**

6 East 46th St., New York 17, N. Y.
Phone MURray Hill 2-6995

Pres. & Owner & Radio Time Buyer,
Joseph Jacobs

Treas. & Media Dir.....Richard A. Jacobs

Vice-Pres. & Prod. Mgr.....Morris Unger
Art Director.....Al Rosenberg

Research & Pub. Rel.....Adele Cohen
Copy.....David Epstein

Merchandising.....Henry Levine,
M. P. Bryer, R. Friedman, A. Jacobs.

Director (Radio Dept.).....S. Rubenstein
Talent Buyer (Radio Dept.).....M. Keilson

Script (Radio. Dept.).....J. I. Freedman

THE JESSOP ADVERTISING CO.

Tower Bldg., Akron, 8, Ohio
Phone Franklin 2169

APA—ABP

President.....M. K. Jessop

Vice-President.....Charles A. Jessop

Radio Director.....R. Gilbert

Secretary.....R. D. Moss

Radio Producers.....W. Colman,
D. Glass, J. Blake.

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati 2, Ohio
Phone Main 3351

APA—NOAB—AAAA—ABP—ANPA—PPA
—ABC

President.....C. M. Robertson, Jr.

Vice-Presidents.....Stanley A. Willer,
James M. Nelson

Secretary.....Elmer A. Vehr

Director (Radio Dept.).....C. M. Robertson, Jr.

Asst. Dir. (Radio Dept.).....Kathryn M. Hardig

Branch Office

580 Fifth Ave., New York City
Phone WISconsin 7-5500

Manager.....Harry E. Warren
Radio Accounts Placed—Bavarian Brew-
ing Co., The Carter Coal Co., Cincinnati

Street Railway Co., Fifth Third Union Trust
Co., Kroger Co., Cincy Products Co., Miami

Margarine Co., Netherland Plaza Hotel,
Martin Rosenberg Wall Paper Co.

**H. W. KASTOR & SONS
ADVERTISING CO.**

360 N. Michigan Ave., Chicago 1, Ill.
Phone Central 5331

APA—NOAB—ANPA—PPA

President.....A. G. Kastor

V.P. & Gen. Mgr.....Marvin Karms

Vice-President.....Herman Kastor

Copy Chief.....Ashley Belbin

Radio Dept.

Director of Media.....Robert F. Holman

Manager of Media.....Walter Kniffen

Radio Director.....James H. West

Radio Accounts Placed—Procter & Gamble
Co., International Milling Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD

9 Rockefeller Plaza, New York 20, N. Y.
Phone COLUMBUS 5-6135
ANPA—PPA—NOAB

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
Vice Pres.-Sec.....W. R. Farrell
Vice Pres.....C. E. J. Clifford
Vice Pres.-Treas.....J. M. Van Horson
Media Director.....J. B. Peters
Radio Director (New York)....J. H. Wright
Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 8148

Radio Director.....Carleton Alsop
Radio Accounts Placed — Drene Shampoo
(Procter & Gamble Co.).

THE JOSEPH KATZ COMPANY

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

Phone Wickersham 2-2740

AAAA—ANPA—PPA—ABP

President.....Joseph Katz
Vice-President.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Radio Producers & Continuity Writers,
Nat C. Wildman, H. E. Hudgins, Alvan
Sommerfield, Ruth Jaros, Louise Moyer.

Branch Offices

8 South St., Baltimore, Md.

Phone Lexington 1500

Manager.....C. M. Harrison
Director of Radio.....Robert G. Swan

Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco & Pompeian
Products, Inc., Gibbs & Company, Inc.,
Baltimore Transit Co.

HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.

Phone District 7400

ANPA—APA—ABP—NAAN

Partner-Managing Dir.....Henry J. Kaufman
Partner-Radio Director.....Jeffery A. Abel
Partner-Creative Dir....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Jeffery A. Abel

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.

Phone LONgacre 5-5090

ABP—ANPA—PPA

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Herman Jacobs
Radio Account Placed—Twentieth Century-
Fox Film Corp., Hurok Attractions, Inc.,
Michael Todd Productions, Rodgers & Ham-
merstein Productions.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg., Indian-
apolis 4, Ind.

Phone Riley 1478

ANPA—AAAA—PPA—APA—ABP—NOAB

President.....Hal Keeling
Exec. V. P.-Time Buyer.....Don Collins
V. P.-Sec.....William Hutchinson
Radio Accounts Placed — Hastings Mfg.
Co., Casite Corp.

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.

Phone Garfield 0777

PPA—APA

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr.,
V. A. Kelly

Radio Continuity Writers....C. F. Kelly, Jr.,
V. A. Kelly

Radio Accounts Placed—Trem, 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

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Exec. Vice Pres.....Dwight Mills
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio..William B. Lewis
Assoc. Radio Dir.....Robert D. Wolfe
Dir. of Timebuying.....Frank Palmer
Network Timebuyer.....Mary Dwyer
Spot Timebuyer.....Gin Parham
Dir. Radio Research.....Richard Dunne
Dir. of Continuity...Thomas K. Carpenter
Radio Publicity Dir.....Hal Davis
Dir. Commercial Copy.....Doris Smith
Talent Buyer.....Donald W. Severn
Radio Producers.....Arthur Moore,
Andy Andrews.

Co-Directors of Tele.....Frank Palmer,
Arthur Moore.

Branch Offices

135 S. La Salle St., Chicago 3, Ill.

Phone RAndolph 6470

Vice-Pres. in Charge.....Victor Norton
1257 Penobscot Bldg., Detroit 26, Mich.
Cadillac 3608

ManagerIan Smith
512 Equitable Bldg., Hollywood 28, Calif.
Hillside 8368

Manager.....John Swallow
Sun Life Bldg., Montreal, Quebec, Canada
Plateau 9939

Manager.....Jack Scanlon
Radio Accounts Placed—Borden Co., Kel-
log Co., Chesapeake & Ohio, Rock City To-
bacco Co., Wesson Oil & Snowdrift Sales
Co., Richard Hudnut, The American Fat
Salvage Com.

**KIESEWETTER, WETTERAU &
BAKER, INC.**

9 East 40th St., New York 16, N. Y.

Phone Lexington 2-0025

ABP—ANPA—APA—ABC

President.....H. M. Kiesewetter
Vice-Presidents.....Samm S. Baker,
Rudolph Wetterau.

Acct. Execs.....Edward Chase,
S. A. Finger, J. Fred Cross.

Science Dr.....Dr. Rolland Main
Time Buyer (Radio Dept.)...E. Thompson
Executives (Radio Dept.)...Samm S. Baker,
S. A. Finger.

Radio & Tel Pro. (Radio Dept.) .S. A. Finger,
Edward Chase.

Radio Accounts Placed—Bathasweet Corp.,
Royal Lace Paper Corp., D. P. Harris Co.
(Rollfast Products), Windsor Wax Co., Inc.,
Grana Watch Corp. of America.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.

Phone PLaza 3-9600

AAAA—ABP—ANPA—PPA—APA—NOAB

PresidentAbbott Kimball

Radio & Television Departments

Vice-President.....Cecil H. Hackett

Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.

Phone Franklin 0673

Executive-in-Charge....E. Howard Claypoole

21 West 10th Street, Kansas City, Kans.

Phone Victor 1950

Executive-in-ChargeDavid Mindlin

649 S. Olive St., Los Angeles 5, Calif.

Phone Trinity 7575

Executive-in-ChargeBlaisdell Gates

155 Sansome St., San Francisco 4, Calif.

Phone Exbrook 3288

Executive-in-ChargePhillip Farnsworth

Radio Accounts Placed—Bonne Bell Inc.,
Hornblower & Weeks, Koret of Calif.,

Northam Warren (Peggy Sage, Odorono);
Union Pharmaceutical Co. (Saraka); Mark
Cross.

KIRCHER, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio

Phone 2151

PPA—ABP—ANPA—AAAA—APA

President.....R. C. Kircher

Treasurer.....C. B. Helton

Secretary.....Robert Collett

Art Director.....Gustave Sigritz

Radio-Tele. Dir.....Herman Land

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.

Phone Circle 6-3660

President-Radio Account Exec...A. A. Klinger

Secretary, Treas. & Acct. Exec.....E. French

Radio Accounts Placed—Madison Long

Island Personal Loan Co., Bill Williams,

Stanback Co., Ltd. (Metrop. area only).

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.

Phone, SUtter 6110

AAAA—APA—ABP

President.....James C. Knollin

Art Director.....Norman Erickson

Space Buyer.....Alice Springer

Account Executives.....Robert H. Knollin,

Thomas J. McNamara, Wm. A. Dunkle,

John L. Hansen.

Branch Office

530 W. 6th St., Los Angeles 14, Cal.

Phone, VAndike 4057

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.

Minneapolis 2, Minn.

Phone Bridgeport 7701

AAAA—ABP—ANPA—APA—NOAB—

PPA—ABC

President.....E. E. Sylvestre

Executive Vice-President.....Wayne Hunt

Vice-Presidents.....J. H. Sarles,

Elizabeth B. Reeves, Helen A. Brown, R.

W. Stafford.

Secretary & Treasurer.....C. L. Greenwood

Radio Director.....Russell Neff

Dir. of Media.....K. P. Torgerson

Radio Program Production...H. K. Painter

Radio Script Editor.....E. B. Reeves

Dir. of Research.....Dr. A. R. Root

Dir. of Marketing.....Dr. A. C. Welch

Time Buyer.....K. P. Torgerson

Branch Office

415 Chanin Bldg., New York 17, N. Y.

Phone MUrray Hill 4-3982

• • • **ADVERTISING AGENCIES** • • •

625 Market St., San Francisco 5, Calif.
Phone SUtter 6744

Radio Account Placed — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank.

KOEHL, LANDIS & LANDAN, INC.

341 Madison Ave., New York 17, N. Y.
Phone, MUrroy Hill 6-8860

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. Albert E. Koehl
Vice-Pres. & Sec. A. A. Landis
Vice-President. John R. Landan
Branch Office

524 Guardian Bldg., Cleveland 14, Ohio
Phone Cherry 1539

Vice-Pres. & Sec. A. A. Landis

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343

ANPA—SNPA—NOAB—APA—
NAAN—ABP

President. Ernest Lee
Vice-President. Marshall Smith
Secretary. Homer Gentry
Account Executive. Martha Haynie
Account Executive. Warren Billingsley
Account Executive. John Ward
Account Executive. Edmunda McGhee
Time Buyer. Edmunda McGhee

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200

NOAB—ABC—AAAA—ANPA—PPA—ABP
APA—BMB

President. J. H. S. Ellis
Vice-Presidents. E. J. Owens,
Sam D. Fuson, Robert D. Stewart, Hay-
wood Anderson, Schuyler Kudner.
Director of Radio. Myron P. Kirk
Business Manager. Gordon H. Mills
Radio & Tele Producer. Wm. Templeton
Time Buyer. Mary King

Branch Offices

215 Market St., San Francisco, Calif.
Phone Garfield 5433

Executive in Charge. Lloyd Meyers
1370 Kapiolani Blvd., Honolulu 42, T. H.
Holst & Cummings, Ltd.

New Center Bldg., Detroit, Mich.
Phone Madison 5315

Executive in Charge. Edward Shipper
Albee Bldg., Washington, D. C.

Phone National 5506

Executive in Charge. Frank Getty

Radio Accounts Placed—Network: General Motors; Local: Benson & Hedges; National Spot: U. S. Tobacco.

J. R. KUPSICK ADVERTISING AGENCY, INC.

122 East 42nd St., New York, N. Y.
Phone MUrroy Hill 5-9145

ANPA—APA—PPA

President. J. R. Kupsick
Vice President. Saul Kampf
Radio Director. Jerry Law
Space Buyer. E. M. Fordsman

Radio Accounts Placed—Arco Publ. Co., Hecht Co., N. Y. Auto Exchange, Greiner Motor Sales, Maple Motors, Paul Kaskali, Cascade Laundry, United Institute of Aero-nautics, Ben Marden's Riviera.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.
Phone 5-1571

APA—ANPA—PPA—SNPA—ABP

President. Avron Spiro
Secretary-Treasurer. M. M. Shurman
Ex. Asst. Chg. Radio Dept. Opr.,

Hugh Murphy

Time Buyers. Mrs. L. Simmons,
Mrs. E. Cullison.

Radio Accounts Placed—Plough, Inc., The Piso Co., Pantaze Drug Stores.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-3721

ANPA — PPA

President John L. Johnston
Executive V.P. Gordon Seagrove
V. P. General Manager. Frank W. Mace

Radio Accounts Placed—Lambert Phar-macal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260

ONPA—ABP—NOAB—APA—PPA

President. A. Wm. Landsheft
Secretary-Treasurer. Vera H. Landsheft
Act. Execs. Henry L. Barber,
Neil A. Gallagher

Production Manager. E. T. Drullard
Office Manager. R. Nitschke

Radio Dept.

Henry L. Barber, C. Corritore.

Radio Accounts Placed — Fairmont Creamery, Co., Kendall Refining Co., Liberty Bank of Buffalo, Loblaw Groceries.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579

AAAA—ANPA—PPA—NOAB—APA

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Vice President.....Richard P. Dodds
Vice Pres. Service Director..Martin J. Cohn
Radio Director.....A. B. Fisher
Radio Accounts Placed—Yellow Cab Co., Cleveland Browns, The Texas Co., Grand Home Appliance Co., Cleveland Transit System, Brewing Corp. of America, Miller-Becker Co., World Publishing Co.

LA ROCHE & ELLIS, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711

OAAA—AAAA—ANPA—PPA—APA

Chairman.....Chester J. LaRoche
President.....Sherman K. Ellis
Executive V.P.....C. E. Staudinger
V.P. Chg. Copy.....Crane Haussamen
V.P. Chg. Media.....E. S. Pratt
V.P. Chg. Art.....Gene Davis
V.P. Chg. Mdse.....Ross Potter
V.P. Chg. Research.....D. E. Robinson
Dir. of Research.....Crawford Paton

Radio Dept.

Vice-President.....William R. Stuhler
Asst. to Mr. Stuhler.....Ellis Sard

Branch Office

141 W. Jackson Blvd., Chicago 4, Ill.
Phone Harrison 8612

V.P.....John F. Price
Radio Accounts Placed—Quaker Oats Co., Aunt Jemima Pancake Flour, Muffets, Pennsylvania Salt Co.

LAUSEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 0738

APA—ANPA—PPA—ABP

President.....A. M. Salomon
Account Executives.....Wendell Walker,
M. H. Sellhorn
Production Manager.....D. L. Cuttie
Art Director.....H. Bolling
Radio Accounts Placed—Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 1500

ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-President & Treas.....H. S. Loucheim
Vice-Presidents.....G. W. Wolfsten,
P. Brown
Acct. Executives.....T. A. Ballantyne,
J. Jensen
Art Director.....H. Genske
Art Director.....A. R. Hillier
Space Buyer.....Edith Righter
Production Manager.....B. M. Harvison
Production Manager.....W. H. Austin
Radio Director.....S. Carl Mark
Radio Dept. Assts.....R. G. Browne,
G. W. Wolfsten

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
435 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9511

V.P.-Manager.....E. G. Foreman, Jr.

Radio Accounts Placed — Atlantic City Racing Assn., Beneficial Management Corp. (California & Newark), Blaw-Knox Company, Boyle-Midway, Inc., Cedar Point Trotting Assn., Crawford Clothes, Inc., Dupli-Color Products Co., Empire City Racing Assn., Garden State Racing Assn., A. Goodman & Sons Inc., Goshen Mile Track Assn., Kurley Kate Corp., Loft Candy Corp., Marshall Drug Co., Inc., Martinson, Joseph, & Co., Meadow Brook Club, Metropolitan Jockey Club, Old Country Trotting Assn., Inc., Pal Blade Company, Inc., Phila. Electric Company, Phila. Suburban Transportation Co., Pilot Radio Corp., Rum & Maple Tobacco Corp., Sharpless Hendler Ice Cream, Shattuck, Frank G., Co., Spiegel, Inc., Stern, L. & H., Inc., Tickle, Arthur, Engineering Works, Inc., Triangle, Inc. (Daily Racing Form, Seventeen Magazine), Yellow Cab Co. of Phila. & Camden.

LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
Phone 6-4202

ABP—PPA—ANPA

Partners.....Winslow P. Leighton
and George R. Nelson
Radio Director.....George R. Nelson
Copy Director.....Bob Cragin
Radio Assistant.....Cecil Woodland
Time Buyer.....Sybil Neher
Radio Producers....E. F. Flynn, R. S. Cragin
Television Producers...G. R. Nelson, E. F. Flynn

Radio Accounts Placed—Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Saratoga Vichy Springs Co., Rudolph Bros., D'Jimas Furs, Colonial Ice Cream Co., Union-Fern Furniture Chain, Hershey Beverage Co., Industrial Bank of Schenectady.

ADVERTISING AGENCIES

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.
Phone MUrray Hill 2-9170

AAAA — ANPA — PPA — APA — NOAB

President.....P. W. Lennen
Exec. V.P. & Gen. Mgr.....Ray Vir Den
V.P. Chg. Radio.....Mann Holiner
Vice-Pres. & Secy.....Reginald Townsend
Vice-President.....Philip J. Kelly
Treasurer & Controller...Barron R. Proctor
New Business.....Porter Bibb
Associate Copy Chief.....William Todd
Radio Copy Chief.....Peter Keveson
V.P. Chg. Media.....Catherine V. Parker
Space Buyer.....Arthur U. Ude
V.P. Chg. Production....Michael J. Madar
V.P. & Exec. Art Dir.....Hans Sauer
Art Consultant.....Clark Agnew
Art Directors.....John DeNero,
Sanford Gerard
Radio Time Buyer.....Virginia Butler
Research Director.....Todd B. Franklin
Television Producers.....Mann Holiner,
Ted E. Sherdeman

Branch Offices

308 N. Rodeo Dr., Beverly Hills, Calif.
Phone Crestview 1-7221

V.P. Chg. Radio.....Mann Holiner
Program Director.....Ted E. Sherdeman
Business Manager.....William L. Card

Radio Accounts Placed—American Car and Foundry Company, Cagney, William, Productions, Inc., Calvert Distillers Corp., Carstairs Distilling Co., Inc., Dell Publishing Co. (Modern Screen Magazine), Lehn & Fink Products Corporation, P. Lorillard Company, Maxson Food Systems, Inc., Jacob Ruppert Brewery, Scripps-Howard Newspapers, Swedish American Line, Tide Water Oil Company.

TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
Phone CHerry 4521-2
ABP — ANPA — APA

President.....Ted Levy
Production Manager....William Robertson

Radio Dept.

Radio Director.....Barbara D. Aiton

A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA

Partners.....A. W. Lewin,
S. M. Weiss

Vice-President.....Max Green
Art Director.....Don Waterbury
Asst. Art Directors...Leslie Kay, Ed Almgren

Space Buyer.....H. H. Dyrsen, Jr.
Traffic Manager.....S. Levin
Auditor.....E. R. Bader
Acct. Executives.....John Herrmann,
Louis Sobolof, William Irving, Archie
Foster, S. B. Mandell, 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.,
Doggett Pfeil Co.

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235

ABP—ANPA—PPA—NOAB—APA

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb,
Harvey Kruse, J. A. Quint, Arthur Grove,
Don Johnson

Radio Accounts Placed—Minneapolis-Hon-
eywell.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco 4, Calif.
Phone Sutter 7340

AAAA—ABP—ANPA—PPA—NOAB

General Partner.....Leon G. Livingston
General Partner.....W. C. Day
General Partner.....Robert E. Akey
Time Buyer.....Z. Samson

Branch Office

37 Wall St., New York 5, N. Y.
HANover 2-0740

General Partner-Mgr.....E. B. Krough
Time Buyer.....M. Meighan

Radio Accounts Placed—Colgate-Palmolive-Peet (Peet's Granulated Soap), Nestle's Milk Products, Inc., Haas Bros., Morris Plan of California, Wells Fargo Bank & Union Trust Co., California & Hawaiian Sugar Refining Co.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone CIRCLE 5-8800

ANPA—PPA—NOAB—ABP—APA—ABC

President.....Laurence M. Lloyd
Vice-Pres. & Secy.....Charles F. Pietsch
Vice-Presidents.....Robert S. Hotz,
Harvey N. Volkmar

Treasurer.....John J. Hagan
Art Director.....M. H. Kates
Production Manager.....William T. Kaleb

Radio Dept.

Radio Director-Producer.....Robert S. Hotz
Time Buyer.....John J. Hagan

V. R. Bliss, J. H. Caro, Montgomery N. McKinney, Edward Ernstein.
Radio Director.....V. R. Bliss

LOCKWOOD - SHACKLEFORD ADVERTISING AGENCY

122 East 7th St., Los Angeles 14, Calif.
Phone Trinity 9801

ANPA—NOAB—APA

President.....M. W. Shackelford
Secretary-Treasurer...Russell N. Lockwood
Vice President.....Murray Chotiner
Director of Radio.....David R. Fenwick
Manager.....Lou Holzer
Radio Producers.....David R. Fenwick,
Lou Holzer, Gene Herman, Robert M. Purcell.

Television Producer.....Lou Holzer

Branch Offices

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone Gladstone 6131

75 East Wacker Drive, Chicago 1, Ill.
Phone Franklin 4883

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-5412

Radio Accounts Placed — Los Angeles
Brewing Co., Packard-Bell Co., Industrial
Management Corp., Breakfast Club Coffee,
Inc., Los Angeles Furniture Co., Kings
X Flavor & Extract Co., Nutritional Research
Products, Inc., McKay Jewelers, Mission
Stove Co.

LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
Phone Trinity 8194

ANPA—AAAA—PPA—APA—ABP

Partner.....Dudley L. Logan
Partner.....J. C. Arnold

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606

ANPA—NOAB

President.....L. R. Wolfe
Director of Radio.....E. J. Sperry
Office Manager.....C. T. Sweeney
Supervisor of Syndicated Programs,

Robert S. Graham

Hollywood Supervisor of Trans...Paul Quan

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising, also "1996" service for radio stations.

EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.
Phone Andover 1888

ANPA — ABP — PPA — APA

Partners.....Earle Ludgin.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197

ANPA—ABP—APA—NAAN

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Secretary.....Olga Rummel
Production Mgr.....E. M. Pippen

Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360

ANPA—PPA—ABP—APA—NOAB

President.....Hays MacFarland
V.P. & Gen. Mgr.....Allen B. Dicus
Vice-President.....M. A. Jennings
Secty-Treas.....L. Peters
Media Director.....M. C. Drake
Time Buyer.....M. C. Drake

Branch Office

10 Rockefeller Plaza, New York 20, N. Y.
Circle 6-2890

Exec. V.P.....A. E. Aveyard
Gen. Mgr.....George MacGovern
Time Buyer.....James Sheldon

Radio Accounts Placed—Network: Nat'l Board of Fire Underwriters; National Spot: Omar, Inc., Zenith Radio Corp., Jacques Mfg. Co., Ready Foods Canning Corp.

MacLAREN ADVERTISING CO.

LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321

CBA—CAAA—CRNA—CWNA—
CNN & PA

President-General Manager..J. A. MacLaren
Vice President-Assistant General

Manager.....E. V. Rechnitzer
V.P.-Ass't G. M.....James Ferres
Vice-President-Treasurer.....I. E. Reynolds
Secretary.....G. T. Scroggie

Radio Dept.

C. M. Pasmore, M. Rosenfeld,
H. H. O'Connor, Hugh Horler
V. D. L. Dyer

Branch Offices

410 Dominion Square Bldg.
Montreal, Que., Canada
Phone Plateau 9556

E. H. H. Smith, Nolin Trudeau

• • • ADVERTISING AGENCIES • • •

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: Gillette
Razor Co., Imperial Oil, Ltd., Tuckett, Ltd.,
Peoples Credit Jewellers, S. F. Lawrason Co.,
Dalglish (Ont.) Ltd.; National Spot: Norma
Electric, Frederick Stearns & Co., Trimz Co.
of Canada, Ltd., Henry W. Wampole & Co.,
Ltd., Bulova Watch Co., Peoples Credit
Jewellers, Tuckett, Ltd.

MAKELIM ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone STate 5764

ANPA—ABP

Pres. & Treas.....Hal R. Makelim
Asst. Treas.....Lillian Nelson
V.P.-Planning Board.....Edwin B. Self
Art Dir.-Prod. Mgr.....Edward C. Rohrs
Secy., Asst. Time & Space Buyer,

M. C. Newman

Dir. Public Relations..Richard M. Canning
Acct. Executives.....Hal R. Makelim,
Milton C. Neil, Edwin B. Self, Arthur
W. Turner, Richard M. Canning

Branch Offices

20 Cortlandt St., New York 7, N. Y.
Phone COrtlandt 7-3813

Pres. & Treas.....Hal R. Makelim
Vice Pres.....Arthur W. Turner

9176 Sunset Blvd., Hollywood 46, Calif.
Phone CRestview 6-3103

Pres. & Treas.....Hal R. Makelim
Vice-Pres.-Planning Board...Edwin B. Self
Vice-Pres.....Milton C. Neil
Production.....Anthony J. Strobl
Dir. Pub. Relations....Richard M. Canning
Publicity-Radio Dept.....A. C. Bernstein

Radio Accounts Placed—Albro Metal Products Co., American Musical Products Co., Andersen's Ready to Serve Frozen Foods, The Baico Plan, Bert Green Clothiers, Bev Company of America, Case-Swayne Packing Co., Cavadel Industries, DeLuxe Record Co., Florsheim Shoe Co., Great Eastern Fire Ins. Co., Gum Laboratories, Inc., Heat Exchanger Engineering, Inc., Holton & Adams, McGlynn Hays & Co., Memo Products Co., Oak Ridge Antenna Co., Para Equipment Co., Seely Carlton House, Socialite Cosmetics, Inc., Sweets Laboratories, Inc., Valley Inn, Video Television Co.

MALCOLM - HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago 4, Ill.
Phone Webster 2110

ABP—ANPA—PPA—APA

Owner-Chief Account Executive.....

Arthur M. Holland

Account Executive.....H. A. Barkun

Account Executive.....M. G. Holland

Radio Dept.

Radio Director.....Arthur M. Holland
Producers...Ray Freedman, Allan Sweetow
Writers.....Ruth Hudson,
Nikki Kaye, Denise Howard

Radio Accounts Placed—Dad's Root Beer, Cimino Wines, Chicago Horse Show, Chicago Daily Times, Rubin's Apparel, Hollands Jewelry, Newart's, Chicago Coliseum, Armory, Arcadia Gardens, Fiji-Oil Shampoo, Joy Candies, General Shows (Sports), Keeley Beer, Wrigley Field Rodeo, Belmont Rugs, Miller-Hart, Packers, 6-Day Bike Race.

DAVID MALKIEI ADVERTISING AGENCY

260 Tremont St., Boston 16, Mass.
Phone Liberty 1421-2-3

ANPA—ABP—PPA—APA—NOAB

OwnerDavid Malkiei
Production Manager.....Richard Brugman
Radio Director.....Harry Kadis
Art Director.....Harry Lawrence
Asst. Art Dir.....Al Meahn
Secretary.....Martha Brest
Acct. Executives.....Martin Kadis,
Harry Weinbaum, Sydney Berenson

Checking Dept.....Ronnie Glick
Statistical Dept.....Bernice Greenberg

Radio Accounts Placed—Paramount Baking Co., Steuben's Restaurant, Canadian Ace Ale, Serta-White Cross Co., Lithuanian Society, Royal Crown Cola, Monastery Wines, Belmont Furn., Richard Clothes, Inc., Clearweave Hosiery.

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GENEva 9619

APA

Account Executive.....D. P. Nathanson
Account Executive.....Meyer Gold
Account Executive.....Jean Hadley
Account Executive.....Bruce Sielaff

Radio Dept.

Radio Director.....D. P. Nathanson
Time Buyer.....Jean Hadley
Talent Buyer.....Bruce Sielaff

Producers.....D. P. Nathanson,
Jean Hadley

Television Dept.

Director.....D. P. Nathanson
Radio Accounts Placed—Red Devil Soot
Remover, Snyder's Drug Stores, Janney Best
Paints, Pfunder's Tablets, Char-Tex.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnDerbilt 6-2022

ANPA—PPA—ABP—APA—AAAA—NOAB
Partners.....Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke

Director of Radio.....Curt Peterson
Asst. to Dir.....E. J. Whitehead
Television Director.....John R. Allen

Radio Account Placed—Standard Oil Co.
of N. J., The Esmond Mills, Inc., Metal Textile
Corp., *Television Accounts Placed*—
Standard Oil Co. of N. J.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450

ABP—ANPA—PPA—SNPA

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins
Vice-Presidents.....Lester Loh,
Wilfred S. King, W. T. Okie.

Director of Radio.....John Bates
Time Buyer.....Edna Cathcart

Radio Accounts Placed — Ludens, Inc.,
Canada Dry Ginger Ale & Spur, International
Salt Co., Pure Foods (Herbox), Pan-
American Coffee Bureau, Burlington Mills,
Dura-Gloss.

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
Phone GAspee 4456-7

ABP—ANPA

President.....Joseph M. Finkle
Vice-Pres.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Copy Chief.....John Rigor
Time Buyer.....Joseph M. Finkle
Radio Director.....Archie M. Finkle

Radio Accounts Placed—Candy Mart Stores,
Inc., Eclipse Food Products Corp., National
Glass Co., Shiloh Bottling Co., Apex Tire,
Inc., Berry Clothing Co., Eastern Scientific
Co., Lincoln Trust Co., Low Supply Co.,
Progress Ice Cream Co., I.C.T. Bus Co.,
Stadium Motor Sales Co., Continental Im-
porting Co., Cranston Loan Co., Fain's, Inc.,
Charles T. Heilborn Shoe Co., Union Street
Railway Co.

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone Fitzroy 5710

President.....Lou R. Maxon
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio-Television Dept.....Ed Wilhelm,
P. Pumphrey (N. Y. Office)

Branch Offices

570 Lexington Ave., New York 22, N. Y.
Phone Eldorado 5-2930

Vice-President In Charge.....Hugh McKay
919 N. Michigan Ave., Chicago 11, Ill.

Phone Delaware 3536

Vice-President.....L. J. Sholty
Radio Accounts Placed — Gillette Safety
Razor Co.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 15, Calif.
Phone PProspect 0101

NOAB—ANPA—FAAG—APA

Principals.....Henry Mayers,
J. R. Mayers, Arthur Mayers

Radio Director.....J. C. McCormick
Writer-Producer.....Dal Williams

Radio Accounts Placed—Southern Cali-
fornia Telephone Co., Fifth Street Store, Rose
Peanut Butter, Grand Central Market, Penn-
zoil Co., Hendan Shirts, Hoffman Candy Co.,
Muller Bros., Sears, Roebuck & Co., Fire-
stone Stores, California Bank, Coulter's.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-7000

AAAA—ANPA—PPA—ABP—NOAB—
ABC

President.....H. K. McCann
Chairman of Exec. Comm. Harrison Atwood
Exec. Vice-Pres.....Carl B. Robbins
Vice-Pres. and Manager of New York

Office.....L. S. Briggs
Vice-Presidents (N.Y.).....Harrison Atwood,
R. M. Alderman, J. L. Deane, L. E. Firth,
Edward B. Graham, Marion Harper, Jr.,
C. A. Hoppock, Daniel W. Keefe,
Howard Korman, Myron Lechner, E. D.
Madden, J. J. McCarthy, W. E. McKeach-
ie, H. A. Mitchell, C. A. Posey, R. W.
St. Hill, John H. Tinker, Jr., R. E.
Thompson, E. F. Wilson.

Secretary-Treas.....John L. Anderson
Vice-President in charge of Research,
Marion Harper, Jr.

(Radio Executives)

Vice-President in charge of Radio,
Lloyd O. Coulter

Executive Assistant to L. O. Coulter,
Lawson Paynter

Vice-President in charge of Programs,
Russ Johnston

ADVERTISING AGENCIES

Senior Producers.....Dorothy B. McCann,
Neil Reagan, Glan Heisch
Director of Time Buying and Station
Relations.....William C. Dekker
Director of Radio Copy..William A. Franchy

Branch Offices

Chicago Office

910 South Michigan Ave., Chicago, Ill.
Phone Webster 3701

Vice-President-Manager...Homer Havermale
Vice-Presidents.....John Jameson,
Walter C. Krause, A. W. Sherer, H. G.
Smith, Sidney A. Wells

Cleveland Office

1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490

Vice-President-Manager.....A. A. Sommer
Detroit Office

2280 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9710

Vice-President-Manager.....D. C. Hight
Hollywood Office

6331 Hollywood Blvd., Hollywood 23, Calif.
Phone Hillside 8268

ManagerAugust Bruhn
Production Dir.....Neil Reagan

Los Angeles Office

448 South Hill Street, Los Angeles, Calif.
Phone Mutual 1181

Vice-President-Manager.....Burt Cochran
Minneapolis Office

1000 Hodgson Building, Minneapolis 1, Minn.
Phone Bridgeport 6801

Vice-President-Manager.....Jackson Taylor
Vice-Presidents.....Victor Lowrie,
John Pidgeon

San Francisco Office

114 Sansome St., San Francisco, Calif.
Phone Douglas 5560

Vice-President-Manager.....H. Q. Hawes
Vice-Presidents.....M. S. Achenbach,
Roswell Mochran, Clarence Hestorff, F.
H. McCrea, Robins Milbank, C. F.
Ohliger, C. E. Parsons

Portland Office

1308 Public Service Bldg., Portland, Ore.
Phone Atwater 4305

Manager.....R. B. Calkins
Boston Office

31 St. James Ave., Boston 16, Mass.
Phone Liberty 5468

Vice-President-Manager Watson M. Gordon

Radio Accounts Placed—New York: Chese-
brough Mfg. Co., Columbia Recording Corp.,
Fawcett Publications, Inc., Gruen Watch Co.,
National Biscuit Co., Pacific Coast Borax
Co., Pearson Pharmacal Co., Pharma-Craft
Co., Stromberg-Carlson Co., Stanco, Inc.,
Westinghouse Electric Corp.

Chicago: International Harvester Co.,

Standard Oil Co. of Nebraska, Standard Oil
Co. of Indiana, Milk Foundation, Inc., Swift
& Co. (Brookfield Division).

Cleveland: Leisy Brewing Co., Richman
Bros. Co., Standard Oil Co. of Ohio.

Detroit: Tivoli Brewing Co.

Los Angeles: Globe Mills Co., Southern
California Gas Co., Southern Counties
Gas Co.

Minneapolis: Pillsbury Flour Mills Co.,
Twin City Federal Savings & Loan Assn.,
Gluck Brewing Co.

Portland, Oregon: Northwestern Electric
Co., Pacific Power & Light Co., Portland
Gas & Coke Co.

San Francisco: Anglo California National
Bank of San Francisco, Associated Dental
Supply Co., California Packing Corp., Cali-
fornia Walnut Growers Assn., Harold H.
Clapp, Inc., Dwight Edwards Co., General
Brewing Corp., Hale Bros. Stores, Inc., Lon-
donderry, Safeway Stores, Inc. (Coldstream
Products Division).

Boston: John Hancock Mutual Life In-
surance Co.

R. E. McCARTHY ADVERTISING AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone M-2323

PANY—SNPA—PPA

President.....R. E. McCarthy
Secretary.....M. C. Benito
Treasurer.....Louis Benito
Time Buyer.....R. E. McCarthy
Radio Producers.....R. E. McCarthy,
G. Carlton Fuchs, Richard W. Marsh

Radio Accounts Placed—Southern Brew-
ing Co., Peninsular Telephone Co., Pioneer
Tire Co., W. S. Badcock Corp., Borden's
Dairy.

McJUNKIN ADVERTISING CO.

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

AAAA—ANPA—PPA—NOAB—APA—ABC

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens

Manager, Radio Dept.....Robert V. Suerth
Radio Accounts Placed—Chef Boy-Ar-Dee

Quality Foods, Inc., Carey Salt Co., Schulze
and Burch Biscuit Co., Comfort Manufac-
turing Co.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone Locust 7-4737

ANPA—PPA—APA—OAAA

President.....Roy J. McKee
 Vice-President-Treasurer..David R. Albright
 Vice President-Radio Director,
 James A. McFadden
 Radio Producer.....Robert L. Redd
 Time Buyer.....Evelyn Walmsley
 Vice-President-Merchandising,
 Howard H. Yaw
 Secretary.....T. E. Libby
 Radio Director.....James A. McFadden
 Time Buyer.....Evelyn Walmsley
 Radio Producer.....Robert L. Redd

Branch Office

1428 RCA Bldg., New York 20, N. Y.
 Phone COLUMbus 5-2058

715 Equitable Bldg., Hollywood 28, Calif.
 Phone HOLLYwood 8363

Producer.....Robert L. Redd
Radio Accounts Placed—Sealtest, Inc.,
 Western Maryland Dairy, Southern Dairies,
 Chestnut Farms-Chevy Chase Dairy, Breyer
 Ice Cream Company, Quaker City Choc. &
 Conf. Co., Inc., Philadelphia & Reading Coal
 and Iron Co., Moglias Ice Cream, Pratt Food
 Co.

McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.
 Phone LANcasteR 5192

ANPA—APA

President.....Major James M. Baxter
 Radio Director.....E. W. Brodie
 Secretary-Treasurer.....J. W. Thain

Branch Offices

320 Bay St., Toronto, Ont., Canada
 Phone ELgin 5351

Manager.....Major James M. Baxter
 Paris 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.....Ian Wallace

MELAMED-HOBBS, INC.

400 Second Ave. So., Minneapolis 1, Minn.
 Phone BRIDGEport 1225

ABP—ANPA—PPA—OAAA—NOAB—SAA

President-Treasurer.....Louis Melamed
 Secretary.....M. O. Gooder
 Acct. Execs.....Ralph W. Hobbs,
 Lorne R. Moodie, R. S. Nelson

Time Buyer.....Frank Johns
 Radio Producer.....Paul A. Sevareid

Branch Offices

E-906 First National Bank Bldg., St. Paul 1,
 Minn.

Phone GARfield 7662

Manager.....E. T. Holmgren

333 N. Michigan Ave., Chicago 1, Ill.
 Phone State 9522

Manager.....H. C. Lewis
Radio Accounts Placed—Chocolate Prod-
 ucts Co., Conrad Fur Company, Good Foods,
 Inc., Griggs Cooper & Co., Hilex Company,
 Kuehn-Pearson Company, Lan-O-Sheen, Inc.,
 Minnesota Farm Bureau Federation, Minne-
 sota Farm Bureau Service Co., Milk Founda-
 tion of Minnesota, Minnesota State Federa-
 tion of Labor, Montgomery Ward & Co.,
 Regan Bros. Company, Sanitary Food Mfg.
 Co.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 1, Ill.
 Phone DELaware 7860

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
 Financial Manager.....J. H. Hildebrandt
 Director of Radio.....Kenneth L. Robinson
 Radio Space Buyer.....Annette Kennelly
 Copy Chief.....M. E. Chon
 Acct. Executives.....R. J. Rosenthal,
 John Lemmon, Mark Aisner, George
 Taylor, Louis Bass, R. M. Singer, Jr.,
 Alfred P. Beacom, Jr.

Television Producer...Kenneth L. Robinson

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Phone MARquette 3144

Manager.....George Grabin
Radio Accounts Placed—Wm. Wrigley Jr.
 Co., Illinois Meat Co., Balm Barr, Krank's
 Shave Kream, Mutual Benefit Health & Acci-
 dent Assn. of Omaha, Whiz & Pecan Pete
 Candy Bars, Lotshaw Body Rub.

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
 Phone MURray Hill 2-1010

ANPA—PPA—APA—NOAB

President.....C. L. Miller
 Sec'y & Ass't Treasurer-Radio Director
 George Carhart

Branch Office

333 N. Michigan Ave., Chicago, Ill.
 Phone CENTral 1640

Manager.....I. M. Tuteur
Radio Accounts Placed—Corn Products
 Refining Co., Curtis Candy Co., Keeley Brew-
 ing Co., Cooter Brokerage Co., Gordon Bak-
 ing Co., Peter Pan Baking Co., Dr. Swett's
 Root Beer Co.

DAN B. MINER CO.

250 Chamber of Commerce Bldg.
 Los Angeles 15, Calif.
 Phone RICHmond 3101

AAAA — ANPA — ABP — NOAB
 CAN—APA—PPA—ABC

President.....Dan B. Miner

ADVERTISING AGENCIES

Vice-Presidents.....John C. Morse,
Alfred Rooney, I. M. Greer
Secretary-Treasurer.....M. R. Sweeny
Account Executive.....Daniel W. Layman, Jr.
Radio Director.....B. B. Struble
Radio Copy.....Sam Godfrey
Time Buyer.....Marie Mazzulla

Branch Offices

(Affiliated with Continental Agency Network)
Radio Accounts Placed — Forest Lawn Memorial Park, Weber's Bread, Wilshire Oil Co., Dolly Madison Cakes, Log Cabin Breads, Forest Lawn Life Insurance, Coast-Currie's Ice Cream, Los Angeles Transit Lines, Dr. Ross Dog Food, Solar Aircraft Co., Story-crafter's Guild, Tepco Corp.

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COLUMBUS 5-2482
ABP—ANPA—PPA

President.....Emil Mogul
Executive Vice-President.Charles Rothschild
Asst. to President.....Lester Loeb
Copy Chief.....Myron Mahler
Research Director.....Horace Schwerin
Creative Head.....Sidney Senzer
Space Buyer.....Jack Szerlip
Production Manager.....Joseph Tremarco
Art Director.....Robert Wilson

Radio Dept.

Radio Director.....Emil Mogul
Program Director.....Sydney Rubin
Time Buyer.....Helene Munroe
Television Production.....Lester Loeb
Radio Accounts Placed—Barney's, National Shoes, Sterling, Inc., Napa Valley Grape Prod., Ronzoni Macaroni, Gem Oil, Inkograph, Inc., Adler Shoes, Esquire Boot Polish, O. D. Wonder Wash, French Kettle Onion Soup. *Television Accounts Placed*—Adler Shoes.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
Parkway 1178
PPA — ABP — ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Straus
Radio Director.....Carl Press
Radio Accounts Placed—Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Adam Wuest (Mattresses), Cincinnati Times-Star.

RAYMOND R. MORGAN CO.

6362 Hollywood Blvd., Hollywood 28, Calif.
Phone Hempstead 4194
ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan
Executive Vice-President.....R. C. Temple
Radio Director.....James C. Morgan

Branch Offices

704 Loew's Warfield Bldg., 988 Market St.,
San Francisco, Calif.
Phone Greystone 2851
Manager.....Porter F. Anderson

Affiliate

Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 1, Ill.
Phone Superior 6747
Representatives.....M. Lewis Goodkind,
Clyde Joice

Radio Accounts Placed—J. A. Folger & Co., Kerr Glass Mfg. Co., Planters Nut & Chocolate Co., Los Angeles Soap Co., Samuel B. McKee.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone MURRAY Hill 7-7200
PPA

Chairman of the Board.....Allan T. Preyer
President.....Mansfield F. House
Vice-President & Creative Dir.,
A. R. Beverley-Giddings
Treasurer.....M. K. Burckett
Dir. of Media.....Herbert G. Selby
Exec. Art Dir.....A. K. Burwinkle
Mechanical Prod. Mgr.....E. H. Puletz
Director of Marketing.....L. E. Pickett
Copy Chief.....J. D. Lucas
Art Director.....J. J. Misley
Export Media Director.....Aurora Blando
Account Execs.....H. G. Selby,
Emory Ward, E. R. Korth, L. Wisser,
H. Woodworth, M. K. Burckett

Radio Dept.

Manager.....Chester C. Slaybaugh
Time Buyer.....Morton G. Bassett
Dir. of Radio Prod.....John T. Mitchell
Radio Accounts Placed—Vick Chemical Co., Prince Matchabelli, Inc., Alfred D. McKelvy Co., The Sofskin Co., John G. Paton Co., Inc.

**MOSELLE & EISEN
ADV. AGENCY**

522 Fifth Ave., New York 18, N. Y.
Phone, MURRAY Hill 2-2651
PPA—APA

Partner.....Rose Moselle
Partner.....Henry Eisen
Prod. Mgr.....Bernard Segaloff
Art Director.....Frederick H. Cassens
Radio & Publicity.....Miss Margo

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.

Phone MUrray Hill 7-7377-8

ABP—PANY—APA—ANPA

Partner.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Production Head.....I. Stephen Simon
Art Director.....Richard W. Bridges
Radio Accounts Placed—Harman Watch Co., Ybry Perfumes.

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

Pres. & Treas.....A. S. Cotins
Vice-President.....James N. Brown
Vice-President.....Hugo W. Glaser
Vice-Pres.-Art Director....A. M. Huntington
Secretary.....Lyle B. Reigler
Space Buyer.....Miss L. B. Mang
Production Managers....Frederick Michel,
C. W. Gibson

Branch Office

420 Lexington Ave., New York 17, N. Y.

Radio Accounts Placed—West End Brewing Co.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.

Phone MUrray Hill 9-6835

President.....Paul Kruming
Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....J. J. Cueto

Associate Offices In:

Cuba, Mexico, Venezuela, Colombia,
Brazil, Argentina, South Africa,
India, Chile, Sweden, New Zealand, Australia
Radio Accounts Placed—Carter Products, Inc., H. J. Heinz Co., Lambert Pro-Phy-Lactic, Lever Bros. Co., Quaker Oats Co., Wm. R. Warner Co.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.

Phone State 5151

AAAA—ANPA—PPA—NOAB—APA—
ABC—BMB—ABP

President.....Maurice H. Needham
Vice-Presidents.....John J. Louis,
Melvyn Brorby, W. Raymond Fowler,
Harry E. Phelps, William D. Horne,
William P. Bager, William R. Kinnaird,
William H. Ohle
Vice-President, Media & Markets
Otto R. Stadelman
Vice-President, Research.....Keo Currie
Secretary-Treasurer.....Max D. Anwyll

Radio Director, Chicago Office...Alan Wallace
Radio Manager-Producer, Hollywood

Office.....Frank Pittman
Prod.-Dir., Hollywood Office.....Frances
Van Hartesveldt

Spot Time Buyer.....Jane McKendry

Branch Office

1680 North Vine St., Hollywood 28, Calif.

Phone Granite 7186

Manager.....Frank Pittman
Radio Accounts Placed: Kraft Food Co.
(The Great Gildersleeve), S. C. Johnson &
Son, Inc. (Fibber McGee and Molly), Swift
& Co. (Swift's Cleanser), Wieboldt Stores,
Inc. (Local), Derby Foods, Inc. (Sky King),
Swift & Co., (Swift's Ice Cream—Spot).

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.

Phone Circle 7-4230

President.....William Rogow
Acct. Exec.-Time Buyer....William Rogow
Copy Chief.....Stewart P. Brown
Personnel Director.....Harriet Barnett
Radio Accounts Placed—Melville Shoe
Corp., Sears Roebuck & Co., Joseph Martin-
son & Co., Ruby Lane Stores, J. W. Beards-
ley's & Sons, Filtrex Co., Inc.

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 McEvov
Radio Accounts Placed—Liggett & Myers
Tobacco Co. (Chesterfields), Loose-Wiles Bis-
cuit Co., Pepsi-Cola Co., Beech-Nut Packing
Co., Economics Laboratories, Kirkman's Soap,
Sherwin Williams.

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.

Phone Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA

President.....Theodore A. Newhoff
Vice-President.....Marx S. Kaufman
Secy.-Treas.....R. M. Newhoff

NEWMAN, LYNDE & ASSOCIATES, INC.

(Formerly Associated Advertising Agency, Inc.)

• • • **ADVERTISING AGENCIES** • • •

400 Florida National Bank Bldg.,
Jacksonville 2, Fla.
Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAC—APA
President.....M. T. Newman
Executive Vice-President.....Hunter Lynde
Vice-President.....Gordon Stewart
Radio Director.....Mary R. Miller
Acct. Execs.....Richard Barrett,
Charles Gressle, Milton Smith
Radio Accounts Placed—Foremost Dairies,
JAX Brewing Co., E. B. Malone Co.

OLIAN ADVERTISING CO.

411 North 7th St., St. Louis 1, Mo.
Phone Central 8380-1-2-3

ANPA—PPA—NOAB—ABP—OAAA

Partner.....Irwin A. Olian
Vice-President.....Harold A. Thomas
Vice-President.....J. Walter Goldstein
Radio Director.....Julian Miller
Radio Time Buyer...Margaret Hart Nelson
Radio Producer.....Clarke Brown

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.
Phone State 3381

Vice-Presidents.....I. J. Wagner,
M. H. Bronner
1440 Broadway, New York 18, N. Y.
Phone BRyant 9-4125

Manager.....Harold Kaye
Radio Accounts Placed—Lewis-Howe Co.,
General Grocer Co., Confections, Inc., Bis-
ceglia Brothers Wine Co., John G. Ayars Co.,
Eagle Stamp Co., Columbia Brewing Co.,
Horlacher Brewing Co., Atlas Brewing Co.,
Cardinal Diamond Ring Company, Western
United Dairy, Hardy Salt Co., Alton Box-
board Co., Brach Candy Co., Gettleman
Brewing Co., Greater N. Y. Industries, Portis
Hat Co., Edison Bros. Shoe Co.

**ROBERT W. ORR & ASSOCIATES,
INC.**

270 Park Ave., New York 17, N. Y.
Phone PLaza 9-8050
ANPA

President.....Robert W. Orr
Vice-Presidents.....Eldon Sullivan,
Chester T. Birch, Arkady Leokum,
Arthur Livingston, Jacques Zuccaire
Secretary.....Martha Huhta
Treasurer.....Chauncey C. Seedorf
Radio Director.....John Hoagland
Radio Producer.....Richard Diggs

Branch Office

10289 Bannockburn Dr., Los Angeles, Calif.
Phone Ardmore 8-0454
Executive in Chg.....Richard Diggs

Radio Accounts Placed—Woodbury (Lou-
ella Parsons Program), Jergens (Walter
Winchell).

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen
Executive Vice-President...Charles Chappell
Vice-President, Radio & Television
David Hale Halpern
Vice-President.....Walter R. Greenlee
Director of Media.....Marc Seixas
Time Buyer.....Don Scandlin
Radio Accounts Placed—National Brew-
ing Co. (Baltimore), American Transit
Assoc., Robinson Lloyds, Ltd., Browne Vint-
ners, Inc.

**MERRITT OWENS
ADVERTISING AGENCY, INC.**

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250

ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens
V.P. & Acct. Exec.....John J. Goetz
Account Exec.—Production Mgr.

C. Arthur Smith
Acct. Exec.....R. Grant Neds
Art Director.....Irene Irvin
Radio Dir. & Acct. Exec.....James Coy

Radio Accounts Placed—Interstate Moving
& Storage, Junge Biscuit Co., Hall Stationery
Co., Feld Chevrolet Co., Diamant's, Nourse
Oil Co.

THE FRANK OXARART CO.

659 So. Rampart Blvd., Los Angeles 5, Calif.
Phone Exposition 4191

President.....Frank Oxarart
Exec. Vice-Pres.....James P. Shelley
Vice-President.....W. W. Harvey
Research & Media Dir.....William Larkin
Indus. Pub. Rel. Dir....Caroline E. Robbins
Radio Accounts Placed—Robt. Smith Mfg.
Co. (Nylon Dip), Soil-Off Mfg. Co. (Soil-
Off), Armor Laboratories, Inc. (Armor
Coat), Caltone Corp. (Big 5, Drop-O-Lemon,
Caltone brand juices).

**PACIFIC NATIONAL ADVERTISING
AGENCY**

605 Union St., Seattle 1, Wash.
Phone Eliot 1401

ANPA—AAAA—NOAB—PPA—APA—CAN
President.....Wm. H. Horsley

Radio Director.....Trevor Evans
 Secretary.....H. O. Stone
 Radio Time Buyer.....G. M. Nyman
 Radio Producer.....Peter Lyman

Branch Office

Spalding Bldg., Portland 4, Ore.
 Phone ATwater 4339

Manager.....Mrs. Ruth Foland

Radio Accounts Placed—Fisher Flouring Mills Co., Kirsten Pipe Co., Washington Co-op Farmers Assoc. (Lynden), Northwest Cherry Bureau, Assoc. Apricot Marketers, Seattle-First National Bank, Johnson & Sons (Funeral Directors), Lang & Co. (Lang's Nuts and Reliance Coffee), Cedergreen Frozen Pack Corp.

PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
 VAnDerbilt 6-0029

PPA

Pres. & Treas.....C. H. Pearson
 Gen. & Prod. Mgr.....Harold E. Kranz

Radio Accounts Placed—Cooper Razor Blade Co.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
 Phone PLaza 3-0900

ABP—ANPA—PPA—OAAA—NOAB—APA

President.....Harry Peck
 V.P. & Secretary.....Harry Krawit
 V.P. & Gen. Mgr.....Walter Schwartz
 V.P. & Treas.....S. D. Hesse
 Vice-President.....Sanford L. Hirschberg
 Director of Radio-Television
 Arthur Sinsheimer

Branch Office

8511 Sunset Blvd., Los Angeles 46, Calif.
 Phone Crestview 6-7277

Manager.....Arthur J. Daly

Radio Accounts Placed—Beverwyck Breweries, Inc., Consolidated Tea Co., Krasne Bros., Old Dutch Mills, Inc., Pando & Co., Parker Watch Co., Templetone Radio Co., Inc., Durex Blade Co., Inc., Fruit of the South.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
 Phone PLaza 5-1500

AAAA—ANPA—PPA—ABP—NOAB
 APA—ABC—BMB

President.....Thomas L. L. Ryan
 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

Media Director.....T. C. Fisher
 Dir. of Radio.....E. G. Sisson, Jr.
 Radio Copy Chief.....Cyril J. Mullen
 Time Buyer.....Mary Dunlavy
 Radio Producers.....Elizabeth C. Shay,
 William Barrett

Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone Hollywood 5354

Manager.....Karl W. Schullinger
Radio Accounts Placed—Sterling Drug (Ironized Yeast), Procter & Gamble (Camay, Chipso, Dash).

R. C. PHARES ADVERTISING AGENCY

231 Lyon Bldg., Seattle 1, Wash.
 Phone Seneca 4880

President.....R. C. Phares
 Acct. Manager.....R. V. Underhill
 Radio Director.....Bob Davies
 Radio Producer.....Jerry McCumber

Branch Office

1719 Roxbury, Seattle, Wash.
 Phone West 6535

Manager.....Verne Underhill
Radio Accounts Placed—Playland, So. Seattle Land, Gibson Camera Stores, Miller's Appliances, Dally Construction, Casimer Cleansers, Arthur A. Wright & Sons Mortuary, A.B.C. Electric, Seattle Photo Service, Rudy's Food Center, Orin's Locker Market, Dallas-Underwood Firestone Stores, Prefabricated Products Co., Sunderland-Kelly Realty, Evansvale Market, Lake Quinault Hotel, Lochaerie Lodge, Viewlands Fuel, Pro Boxing Club, Pro Basbet-ball Club, Spring Ice Carnival, Eddie Bauer's Sport Shop, Cliff's Shoe Service, Dalco Pre-cut Lumber Co.

PITLUK ADVERTISING AGENCY

2200 Alamo National Bank Bldg.
 San Antonio 5, Texas
 Phone Garfield 7268

ABP—ANPA—PPA—SAAA
 SNPA—NOAB—APA

Owner.....Jack N. Pitluk
 Asst. Radio Dir.....Stanley Nelson
 Asst. Radio Dir.....Rena Lynn

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
 Phone Victor 4433

ABP—NOAB—ANPA—PPA—OAAA

President.....R. J. Potts
 Vice-Presidents.....J. B. Woodbury,
 C. C. Tucker, E. A. Warner, C. L. Robinson
 Secretary-Treasurer.....Jerry McKee
 Radio Dept.....Connie Joan Connor,
 Janice Eastland

POTTS-TURNBULL ADVERTISING CO.

912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9400

ANPA — PPA — APA — NOAB — ABP
PresidentW. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
SecretaryG. F. Magill
TreasurerE. T. Chester
Time Buyer.....B. G. Wasser
Radio Director.....N. P. Rowe

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone GARfield 6490

President.....George L. Prater
Vice-President.....Harold R. Buschhorn
Radio Director.....Ray D. Williams
Radio Accounts Placed—Claussner Hosiery Co., Falls City Brewing Co., Inc., Merit Clothing Co., Moniteau Mills.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President.....Michael A. Fiore
V.P. & Treas.....B. V. Fiore
Secretary.....S. Chasoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio Director.....Albert A. Fiore
Acct. Exec.....B. Wilman
Radio Accounts Placed—Melody Club, Union City, N. J., Night Club; China Clipper, Inc., N. Y. and Jersey City, Restaurants; Plaza Tea Garden, Jersey City, N. J., Restaurant; Non-Sectarian Church, Inc., York, Pa.; Evangelistic; Radio Church, York, Pa., Evangelistic, Prophetic Testimony of Philadelphia, Phila., Pa., Evangelistic; Watchung Lake, Inc., North Plainfield, N. J., Resort; Casino Beach & Pool, N. Long Branch, N. J., Resort; Freehold Raceways, Freehold, N. J., Trotting Races; D. Wolff & Co., Newark, N. J., Clothing; Paragon Products, Inc., South Amboy, N. J., Terra Cotta.

SAYRE M. RAMSDELL ASSOC., INC.

3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900

ANPA—PPA

President.....S. M. Ramsdell
Exec. Vice-Pres. & Treas....E. B. Loveman
Vice-President.....F. A. Hutchins
Radio Account Placed — Philco Hall of Fame.

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

President-Director of Radio,
Chas. Dallas Reach
Vice-President.....Howard E. Sands
Vice-President.....Edw. C. Stover, Jr.
Vice-President-Radio...Charles A. King, Jr.
Secretary.....F. R. Risley

Branch Office

6 E. 45th St., New York 17, N. Y.

Radio Accounts Placed—Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

THE L. W. RAMSEY ADVERTISING AGENCY

111 E. Third St., Davenport, Iowa
Phone 3-1889

ANPA—PPA—NOAB—APA

Partners.....E. G. Naeckel,
A. C. Naeckel, W. J. Henderson, George Bischoff
Partner & Service Dir.....A. M. Walgren
Production Mgr.....E. Neubauer
Art Director.....P. Norton
Technical Consultant.....W. A. Giraldi

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
Phone Franklin 8155

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 Director.....Dorothy L. Parsons

1509 Cross Roads of the World,
Hollywood 28, Calif.
Phone Hollywood 1732

Partners.....E. G. Naeckel,
A. C. Naeckel, W. J. Henderson, George Bischoff

Radio Accounts Placed—F. W. Fitch Co., National Oats Co., Illinois Commercial Men's Assn., Berghoff Brewing Corp., Lite Soap Co., Michigan Mushroom Co.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone 7-1179

Radio Director.....Catherine A. Provan

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6120, 1, 2, 3

ANPA—PPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield
President.....E. F. Johnstone
Treasurer.....L. L. Redfield
Secretary.....A. Hollander
Secretary.....G. Hepenstal
Radio Time Buyer.....N. Cordano
Radio Publicity.....M. E. Maddock
Radio Accounts Placed—Block Drug Co.,
Stera-Kleen, Allenru; Wool Novelty Co., Inc.,
Woolfoam; Ceda Distributing Co., Valse de
Fleurs Toiletries; Howard Clothes, Inc.;
Wine Shipper Import Corp.

**EMIL REINHARDT
ADVERTISING AGENCY**

1736 Franklin St., Oakland 12, Calif.
Phone Templebar 2408

ABP — ANPA — APA

Owner.....Emil Reinhardt
Copywriter.....Dave Lane
Space Buyer.....Ann Hageman
Artist Dir.....Robert Shelton
Artist.....Edna Shelton

Radio Dept.

Manager.....Joseph Connor
Time Buyer.....Mildred McMahon
Radio Accounts Placed—Kilpatrick's Bak-
eries, Mary Ellen's, Inc., Standard Beverages,
S. F. Brewing Corp., Breuner's, Pacific Guano
Co., Central Bank, Mothers Cake & Cookie
Company.

REISS ADVERTISING

221 W. 57th St., New York, N. Y.
Phone COLUMbus 5-7733

ANPA — ABP — PPA — APA

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss

RESNIK-MILLER-ENGLAND, INC.

152 Temple St., New Haven, Conn.
Phone 7-0241

President & Treasurer.....Harry D. Resnick
Secretary.....Harvey N. Ladin
Radio Dept. Manager.....Ellen Simmons

Branch Offices

75 Pratt St., Hartford, Conn.
Phone 2-9987

Manager.....Harry D. Resnik-WTIC
77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker-WTAG
26 Custom House St., Providence, R. I.
Phone Gaspee 9526

Manager.....Frank Jones-WJAR

RILL ASSOCIATES

507 Fifth Ave., New York 17, N. Y.
Phone, MUrray Hill 2-5147

President.....I. R. Hill
Exec. Vice-Pres.....B. N. Hill
Space Buyer.....L. Denis
Art Director.....M. Desmond
Radio Dir. & Radio Time
Buyer.....B. Newmark
Charge Copy.....S. Chalfin
Publicity.....P. Leighton
Account Executives.....I. R. Hill,
B. N. Hill, L. Denis

ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago, Ill.
Phone Randolph 9760

ANPA—APA—PPA—NOAB

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston,
Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia, Pa.

Phone PENNypacker 2766

In Charge.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.

Phone PLaza 3-7444

In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp
Radio Accounts Placed—Network: Lewis-
Howe Co., Schutter Candy Co., Sun Oil Co.
National Spot: Chicago, Milwaukee, St. Paul
& Pacific RR., Domestic Finance Co., Dr.
Peter Fahrney & Sons Co., Holland Furnace
Co., Kenton Pharmacal Co., Inc., National
Toilet Co., John Puhl Products Co., Port-
land Cement Assn., Sempray Jovenay Co.,
The Studebaker Corp.

RONALDS ADVT. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Que.
Phone Plateau 4803

ANPA

President.....Russell C. Ronalds
Senior-Vice-Pres.....E. M. Putnam
Vice-President (Montreal)...F. deB. Walker
Vice-President (Toronto).....R. J. Avery
Treas.Angus Ahern
Radio Dir.....Frank Starr
Radio Producers.....Boyd Hayward,
Cecelia Long, Norman K. Vale

Branch Office

New Wellington Building, Toronto, Ontario
Vice-President.....R. J. Avery

Radio Accounts Placed—National Brew-
eries Limited, McCall-Frontenac Oil Co.,
Ltd., Bristol-Myers Co. of Canada, Ltd.,

• • • **ADVERTISING AGENCIES** • • •

Canadian Industries Limited (Paint & Varnish), United Rexall Drug Co., Liggett Drug Stores, Lyman Agencies Ltd. (Tintex), Pacquin's Hand Cream, Glyco-Thymolene, Roe Farm Milling Company, Dominion Corset Co.

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420

ANPA—PPA—APA—ABP—NOAB

President & Dir. of Copy & Plans, Arthur Rosenberg
Vice-President Samuel Rubenstein
Secretary A. A. Rosenberg
Treasurer Charles S. Silver
Production Manager H. B. Fleischman
Economist Walter Alwyn-Schmidt
Research Director Sam Haven
Copy & Plans Harrison J. Cowan,
H. B. Sadler, Joseph Ellner
Radio Dept. Arthur Rosenberg,
Samuel Rubenstein, Charles S. Silver

Radio Accounts Placed—Longine-Wittnauer Watch Co., Gleam Shampoo, Myer 1890 Beverages, Grelva, Inc., Miner's Inc. *Television Accounts Placed*—Longine-Wittnauer Watch Co.

CHARLES L. RUMRILL & CO.

311 Alexander St., Rochester 7, N. Y.
Phone Stone 592

AAAA—ABP—PPA

President C. L. Rumrill
Vice-President-Art Director J. E. Porter
Secretary-Treasurer E. A. Rogers
Production Manager George Prince
Time Buyer J. Lawrence Kennedy

Radio Accounts Placed—Genesee Brewing Co., Automobile Club of Rochester, Gold Tone Studios, The Pleasant Valley Wine Co.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 6-6400

AAAA—ANPA—PPA—NOAB—APA

Chairman of Board F. B. Ryan
President F. B. Ryan, Jr.
Sr. Vice-Pres. & Treas. Cal J. McCarthy
Exec. Vice-Pres. E. J. Grady
Vice-Pres. & Sec. R. Van Buren
Media Manager Daniel M. Gordon
Talent Buyer Willson M. Tuttle
Time Buyer Charles Ayres
Casting Director Kathleen McMahon

Radio Dept.

Co-Directors Merritt W. Barnum,
Wilson Tuttle
Business Manager Charles T. Ayres
Publicity Director Grant Y. Flynn
Radio Commercial Supervisor,
Reggie Morgan
Radio Producers Grant Flynn,
Robert Steel, John Wellington, John
Cole, Thomas G. Slater

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
Phone Franklin 0485

Exec. Vice-Pres. Paul E. Watson
Media Manager Albert R. Callies
Director of Radio R. W. Metzger
Chg. of Radio Production N. E. Heyne
Charge of Script A. E. Trask
Bus. Mgr. & Time Buyer Holly Shively
Charge of Television Fran Harris
Commercial Traffic Joyce Webster
Charge of Commercials Irene Small
Producer Warren Johnson
7430 Second Blvd., Detroit 2, Mich.

Phone Madison 1980

Vice-Pres. & Manager M. J. Casey
812 Oliver St., St. Louis 1, Mo.
Phone Main 0127

Vice-Pres. & Manager Oscar A. Zahner
712 Main St., Houston 2, Texas
Phone Charter 4-1741

Manager H. Donald Hopton
1680 No. Vine St., Hollywood 28, Calif.
Phone Hillside 7593

VP & Pacific Coast Mgr. John H. Weiser
VP & Radio Director Robert Ballin
Radio Director Robert Seal
Radio Producers Don Clark,
Sam Pierce, Dave Young, Knowled
Entrikin, William Burch, Glenn Y. Middleton

235 Montgomery St., San Francisco 4, Calif.
Phone Edgebrook 4616

Manager Herbert O. Nelson
1218 3rd Ave., Seattle 1, Wash.
Phone Main 6727

Vice-Pres. & Manager F. G. Mullins
Carew Tower, Cincinnati 2, Ohio
Phone MA 2413

Manager John L. Magro
80 Richmond St., W., Toronto, Ont., Canada
Phone Adelaide 4069

Manager Gordon Ralston

Radio Accounts Placed—Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Electric Auto-Lite Co., Garrett & Co., Lever Brothers Company, Lever Brothers Limited, Pharmaco, Inc., Lucky Tiger Company, H. C. Lytton Co., Owl Drug Co., Queen Anne Candy Co., Southwestern Drug Co., Squirt Co., Griesedieck Bros. Brewery, Pepsodent Co. of Canada, Taylor-Reed Corp., Wm. Wrigley Jr. Co., Bailey Schools, Savings

Banks Assoc. of State of N. Y., Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, American Recording Artists, American Fluresit Co., Binyon Optical Co., Clopay Corp., Clyde Porcelain Steel Corp., Inter-Coastal Co., Kick-a-way Garments, Inc., Krey Packing Co., Sears Roebuck & Co., Seattle Luggage Co., Lone Star Creamery, Martha Maid Mfg. Co., Roundy, Peckham & Dexter Co.

LOWE RUNKLE COMPANY

1366 First National Bldg., Oklahoma City 2,
Phone 3-5439

SAAA

President.....Lowe Runkle
Vice-President.....Roger Pishny
Secretary.....Alice Streeter

Radio Accounts Placed—Arkansas City Flour Mills, Cains Coffee Co., Local Federal Savings & Loan Association, Merit Mills, Oklahoma Operating Co., Borden Milk & Ice Cream (O. C. Plant), Liberty National Bank.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1180

ABP — ANPA — PPA

President.....Maubert St. Georges
Exec. Vice-Pres.-Treasurer..Stanley J. Keyes
Assistant Treasurer.....John H. Vesely
Vice-Pres.-Art Director..Alfred A. Anthony
Secretary.....Louise D. Keyes
Copy Chief.....C. J. Masseck
Production Manager.....William Korcak
Media Director.....Charlotte Rains

Radio Dept.

Radio Director.....Victor Van Der Linde
Time Buyer.....Charlotte Rains

Radio Accounts Placed—Mattlage Products, Inc., Benjamin Moore & Co., Revere Copper & Brass, Inc., Bell Bakeries, Inc., Mido Watch Co. of America.

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Owner.....William G. Scholts
Radio Director.....Fred Montgomery

MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MURray Hill 2-3708

Partners.....Marcel Schuloff,
Miriam C. Schuloff

Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Style-

park Hats, Keal Textile Co., National Sure-Fit Quilting Co.

SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone CIRCLE 5-9090

AAAA—PPA—APA—ABP

President.....Victor O. Schwab
Time Buyers.....Robert W. Beatty,
James E. Schwenck

Radio Accounts Placed — Book-of-the-Month Club, Omnibook Magazine, Wilfred Funk, Inc., Book Presentations.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Pres. & Treas.....R. J. Scott
V.P. & Secty.....W. Schwimmer
Bus. Mgr.....R. S. Peterson
Copy Chief.....L. Krakover
Media Dir.....E. Vanderploeg
Prod. Mgr.....L. Kuehn
Art Dir.....A. Thaler
Comptroller.....H. Heilig
Acct. Execs.....E. Guy, F. Vosse,
C. Lilienfeld

Radio Dept.

Radio Dir.....A. Fishburn
Script Chief.....K. Houston
Radio Producer.....E. Bronson

Radio Accounts Placed—Coronet Magazine, Chicago Daily News, Chicago Stadium, Congress Cigar Co., Modern Screen Magazine, Fox DeLuxe Beer, Hirsch Clothing Co., Kitchen Arts Foods, Linco Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Sealy Mattress Co., Walgreen Co.

RUSSEL M. SEEDS COMPANY, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Executive Vice-President....George Bayard
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey,
A. D. Keyes, Harry Maus, E. G. Bentley,
H. B. Goldsmith, Jr.

Radio Director.....Jack Simpson
Time Buyer.....June Jackson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

Vice-President.....Paul Richey
Treasurer.....Jack Harding

Plaza Hotel, 1637 N. Vine St.,
Hollywood, Calif.
Phone, Hempstead 7824

Manager.....L. C. Place
Radio Accounts Placed—W. A. Sheaffer
Pen Co., Pinex Co., Keystone Steel & Wire
Co., Brown & Williamson Tobacco Corp.,
Grove Laboratories, Inc.

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone, GRamercy 5-5560

ABP

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief. Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Burton Mautner
Production Mgr.....M. Helfman

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts Placed—Skinner & Eddy
Corp., Minute Man Soup.

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA

President.....George H. Sheldon
Vice-President.....L. C. McElroy
Time Buyer.....Catherine Wohlpart
Treasurer & General Manager...J. F. Quick
Radio Account Placed—Chas. E. Hires Co.,
Inc.

SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 8000

ABP—ANPA—PPA—NOAB—APA

President.....Stuart Sherman
Chairman of Board.....Arthur Marquette
Radio Director.....Louis E. Tilden
Branch Office

10 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1550

Vice-President & Manager....Carl S. Brown
Radio Director.....Samuel Fuller
Radio Account Placed—Colgate-Palmolive-
Peet Co. (for Colgate Shave Creams, Colgate
Tooth Powder, Halo Shampoo, Quaker Oats
Co. (for Quaker Farina and Ful.O-Pep Feeds,

Quaker Puffed Wheat Sparkies, Quaker
Puffed Rice Sparkies), Dr. W. B. Caldwell,
Inc. (Dr. Caldwell's Laxative), McLaughlin's
Manor House Coffee, Campho-Phenique.

DOUGLAS D. SIMON ADV., INC.

280 Madison Ave., New York 16, N. Y.
Phone, LExington 2-7873

ANPA

President-Treasurer.....Douglas D. Simon
Vice-President.....Carolyn Glass
Secretary-Space Buyer.....Anita Chinkel
Account Executive.....Charles H. Sandak
Production Manager.....Sidney Jerome
Art Director.....Doris Brinkerhoff

SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis 3, Tenn.
Phone 5-2404

SNPA—ANPA—APA—APB—NOAB—FAAG
Partner.....Milton Simon
Partner.....H. N. Gwynn
Copy.....Don Anderson, F. C. Cogburn
Radio Accounts Placed—American Snuff
Co., Barton Chemical Co., Donald Furniture
Co., Eagle Manufacturing Co., Farrell-Cal-
houn, Inc., Graham Furniture Co., The
HumKo Co., Nebraska Consolidated Mills,
Robilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Pres. & Treas.Leonard N. Simons
V.P. & Secy.Lawrence J. Michelson
General ManagerIvan Frankel
Radio DirectorA. Glenn Kyker
Radio ProducersMae Mikjian,
Marge Aronsson, Frances Matthews.
Radio Accounts Placed—American Hos-
pital, Medical Benefit, Benrus Watch Co.,
Crowley-Milner Co., Cunningham's Drug
Stores, Detroit Free Press, Detroit Times,
Dossin's Food Products, Effron Furs, Forest
Cleaners, Frank & Seder, Grinnell Bros.,
Hudson Cleaners, Hughes & Hatcher,
Kern's, Lane Bryant, Mac-O-Lac. Metal Pro-
ducts Co., National Clothing Store, People's
Outfitting Co., Plasti-Kote, Rogers Paint
Products, Sallan Jewelers, Sealy Mattress
Co., The Schmidt Brewing Co., Scotland
Woolen Co., Simmons & Clark Jewelers.
Viviano Wines, Velvet Nut Products, Wrig-
ley's Super Markets.

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone WIconsin 7-8765

ANPA—PPA—APA

President.....Albert Seiffer
Secretary & Treasurer.....Marvin Small
Time Buyer.....Joya Krakauer
Radio Accounts Placed—Arrid, Allcock
Mfg. Co., Souplets.

SMITH & DRUM, INC.

650 S. Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

ABP—ANPA—PPA—APA—NOAB

President.....A. Carman Smith
Vice-President.....Harry C. Drum
Radio Account Placed—General Petroleum
Corp.

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman
Radio Accounts Placed—Bowey's, Inc.,
Sunway Vitamin Co., F. H. Pfunder, Inc.,
Hotel & Restaurant Co-operative Adv., J. P.
Harding Restaurants, Old Heidelberg Corp.

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

Pres. Treas. & Radio Time Buyer
C. Jerry Spaulding
Asst. TreasurerFlorence Winslow
SecretaryH. H. Hartwell
Art DirectorGreydon Piper
Prod. Mgr.Seth Martin
Acct. Exec.A. S. Peterson
Radio Accounts Placed — Radio Station
WTAG.

SPITZ & WEBB ADVERTISING

206 E. Genesee St., Syracuse 2, N. Y.
Phone 4-6868

ABP—APA

Partner.....William Spitz
Partner.....Stephen M. Webb
Radio Accounts Placed—Best Ice Cream
Co., C. E. Chappell & Sons, Inc., Chase
Clothes, Inc., Grange Silo Co., Inc., Peoples
Ice Co., Syracuse Nettleton Co., Inc.

SPITZER & MILLS, LTD.

19 Richmond St., West, Toronto, Ont.
Phone WA 1151

CDNA—CWNA—CP&PA—CPA—BBM
ABC

Acct. Execs.G. F. Mills,
J. W. Spitzer, J. R. Charles, J. Cambridge,
F. J. Collins, D. Philpott, Edward B.
Higgins, W. G. Wallace.
General ManagerW. H. Reid
Pub. Rel. Dir.T. G. Vatcher
Art DirectorD. M. Dunlop
Radio DirectorW. D. Byles
Asst. Radio Dir.Ralph Hart
SecretaryMarion Bird

Branch Offices

1010 St. Catharine St., W. Montreal, Que.
Phone Plateau 7924
ManagerC. W. Duncan
Acct. Execs.F. M. Lalonde,
S. A. Mackness, Alex Richardson, T. St.
Germain.
675 W. Hastings St., Vancouver, B. C.
Phone Pacific 2102
Acct. Execs.Ken Davidson, A. C. Peck
Radio Accounts Placed—Colgate-Palm-
olive-Peet Co., RCA Victor Co., Lehn &
Fink (Canada) Ltd., Quaker Oats Co., Ltd.,
California Fruit Growers, B-A Oil Co.,
Ltd.

BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles, Calif.
Phone Trinity 8821

AAAA—ANPA—PPA—NOAB

Head of Agency.....Barton A. Stebbins
Acct. ExecutivesArthur W. Gudelman,
Nat Jeffras, Clinton Campbell.
Time Buyer.....A. W. Gudelman
Space BuyerLouise Ludke
Radio Accounts Placed—Signal Oil Com-
pany, Shontex Co., E. F. Hutton & Co.,
Stevenson Motors Corps.

HOWARD D. STEERE, ADVERTISING

2812 Book Tower, Detroit 26, Mich.
Phone CHerry 5688

OwnerHoward D. Steere
Account Exec.Charles R. Stout
Office ManagerGene Macauley
Art DirectorRudolph K. Nauss
ArtistHarlie Sproul

STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone LOngacre 5-4610

PPA

Chairman of BoardS. M. Broun
PresidentJos. S. Edelman
SecretaryWilliam Forray
TreasurerHerbert Goldsmith
Radio DirectorAlfred S. Moss

Radio Accounts Placed—Horwitz and Duberman, J. Laskin & Sons, Lobel Youth Centers, Olympic Knitwear, Sterling Point Frozen Foods.

STERNFIELD-GODLEY, INC.

280 Broadway, New York 7, N. Y.
Phone BARclay 7-3030

APA—ANPA—NOAB—SNPA

PresidentSamuel J. Godley
Vice-PresidentPhilip Scheft
SecretaryFrances C. Costello
TreasurerSamuel S. Sternfield
Production Mgr.John C. Buffum

STOCKTON, WEST, BURKHART, INC.

First National Bank Bldg., Cincinnati 2, O.
Phone Cherry 8325

AAAA—ANPA—PPA—NOAB—APA
ABC

President & Treas.....Wm. Z. Burkhardt
Vice-Pres.-Secy.....Ranald S. West
Vice-President.....Eric W. Stockton
Act. Execs.H. S. Lenz,
J. D. Nelson, Jr., J. C. Gerding, E. P.
Broome.

Radio DirectorR. S. West
Radio Accounts Placed—Ohio Oil Co., Cincinnati Gas & Elec. Co., Central Trust Banking Institution, Cincinnati Enquirer, Sperti, Inc., Gibson Wine Co.

STODEL ADVERTISING CO.

439 S. Western Ave., Los Angeles 5, Calif.
Phone Fitzroy 2133

PPA

President.....Edward C. Stodel
Business Manager.....Sidney Roberts
Radio Dept.

Director.....E. C. Stodel
Continuity Director....Marjorie Esterbrook
Traffic Manager.....Rose Mason
Copy Director.....C. W. Culpepper
Radio Producers.....E. C. Stodel,
Jack Stodelle

Radio Accounts Placed—Eastern Columbia-Dept. Store Chain, Brooks Clothing Co., Warner Bros. Theaters, Hollywood Starlight Theater Assoc., The Eastern Stores, Sacramento.

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. & Media Dir.

Edward Klein

Vice-President & Research Dir.

Harry Chapperon
Production ManagerAlbert Hammond
Art Director.....Frederick Widlicka
Radio Time BuyerArthur J. Klein
Research Director.....Harry Chapperon
Account Executives.....A. E. Storm,
E. Klein, H. Chapperon.

STRAUCHEN & McKIM ADVT.

6 East Fourth St., Cincinnati, Ohio

Phone Main 1618

AAAA—ANPA—PPA—NOAB—NIAA
Partners.....Edmund R. Strauchen,
G. F. McKim Jr.

Art DirectorJ. Storck
ProductionE. Bittner
Asst. Art Dir.R. Rosenzweig
Copy ChiefJohn Maupin
TrafficJ. Dillon
Act. Execs.E. R. Strauchen,
G. F. McKim, Jr., J. Nolan.

Radio DirectorE. R. Strauchen
ContinuityG. Helm

STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.
Phone: BRyant 9-2400

ANPA—PPA—ABC—NOAB—APA

President.....H. K. Finney
Vice-President.....John F. Mayer
General Manager.....Robert Finney
Assistant General Manager...Frank Finney
Secretary.....F. S. Park
Treasurer.....Fred Hellar
Director of Radio.....Howard Miller

Radio Accounts Placed—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beecham's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

270 Park Ave., New York 17, N. Y.
Phone PLaza 9-3080

AAA—ANPA—PPA—NOAB—ABC

President.....R. F. Sullivan
Vice-President.....D. D. Stauffer
Vice-President.....R. T. Colwell
Vice-President.....S. H. Bayles
Account Executives.....J. P. Cohane,
W. M. Spire

Radio Production Mgr.....P. H. Cohen
 Copy Chief.....C. J. Dillon
 Art Director.....E. L. Fischer
 Media Director.....F. Minehan
 Merchandise Dir.....D. J. O'Meara
 Treasurer.....T. N. Weatherby
 Research Director.....L. H. Wood
 Radio Producers.....Tom Vietor (N. Y.);
 Joe Thompson (Hollywood)

Branch Offices

1607 Vista del Mar Ave., Hollywood 28, Calif.
 Phone Gladstone 5048 — Hillside 2119
 Director.....J. Van Nostrand
Radio Accounts Placed—Carter Products,
 Inc., Noxzema Chemical Co., Smith Bros.,
 Inc., Whitehall Pharmacal Co.

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
 Phone Main 7142
 ANPA—PPA—NOAB

Partner.....John F. Sweeney
 Partner.....Frank G. James
 Account Executive.....T. M. Gregory
Radio Account Placed—Network: Fire-
 stone Tire & Rubber Co.

TECHNICAL ADVT. AGENCY, INC.

475 Fifth Ave., New York, N. Y.
 Phone, MUrray Hill 3-5754

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
 Phone MUrray Hill 3-2000
 AAAA — ANPA — ABP — PPA

PresidentStanley Resor
 SecretaryHoward Kohl
 TreasurerLuther O. Lemon
 Senior Vice-Presidents.....Gilbert Kinney,
 Henry T. Stanton
 Senior Consultant.....James W. Young
 Vice-Presidents.....Lloyd W. Baillie
 Henry C. Flower, Jr., Howard Hender-
 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, Arthur T. Blomquist,
 Don Francisco, Robert M. Gillham,
 Kennett W. Hinks, William C. Mc-
 Keehan, S. Hunter Richey, Ruth F.
 Waldo.
 Director of Media and Research
 Arno H. Johnson
 Vice-President in Charge of Radio,
 John U. Reber
 Radio Time Buyer.....Linnea Nelson
 Radio Talent Buyer.....Virginia Spragle
 V.P.-Motion Pictures & Television
 Robert M. Gillham

Branch Offices

1549 North Vine St., Hollywood 28, Calif.
 Phone Hillside 7241
 V.P.-ManagerCornwell Jackson
 410 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 0303
 Vice-President and General Manager,
 Henry T. Stanton
 Vice-Presidents.....Merton V. Wieland,
 Willard F. Lochridge, Harold R. Rorke,
 Harry T. Mitchell
 Radio Director.....Tyler Davis
 Radio Time Buyer.....Margaret Wylie
 100 Bush St., San Francisco, Calif.
 Phone Garfield 3510

V.P.-ManagerArthur Farlow
 Radio Director.....Henry M. Jackson
 Radio Time Buyer.....Lowell Mainland
 645 South Flower St., Los Angeles 36, Calif.
 Phone Madison 2661
 V.P.-General Manager...Norton W. Mogge
 Radio Director...Charles A. Stephenson, Jr.
 Radio Time Buyer...Robert H. Thurmond

Radio Accounts Placed—Atlantis Sales
 Corporation (French's Instant Potato), Bow-
 man Dairy Company, Brillo Manufacturing
 Company (Brillo & Brillo Soap), Cole Mill-
 ing Company (Omega Flour), Eastman Kod-
 ak Company, Elgin National Watch Com-
 pany, Fanny Farmer Candy Shops, Incor-
 porated, Ford Dealers Advertising Fund,
 Ford Motor Company (Motor Cars), Johns-
 Manville Corporation (Building Materials),
 Kraft Foods Company, Lever Brothers (Lux
 Soap & Flakes), Libby, McNeill & Libby
 (Canned Foods), Northern Trust Company,
 Pan American World Airways, Pharma-
 Craft Corporation, Incorporated (Fresh De-
 odorant), Penick & Ford, Ltd., Incorporated
 (Brer-Rabbit Molasses), Planters Nut &
 Chocolate Company, RCA Victor Division,
 Radio Corporation of America, Reynolds
 Metals Company (Aluminum Products),
 Safeway Stores, Incorporated, Essex Adver-
 tising Service (Meat), Famous Flours, In-
 corporated (Kitchen Kraft Flour), Linwood
 Poultry Company, Shell Oil Company, In-
 corporated (Petroleum Products), Standard
 Brands Incorporated (Fleischmann's Yeast,
 Chase & Sanborn Coffee, Tender Leaf Tea),
 Swift & Company (Meat & Meat Products,
 Alisweet Oleomargarine), The Mentholatum
 Company (Mentholatum), The Parker Pen
 Company (Parker Pens, Parker Quink),
 Ward Baking Company (Tip Top Enriched
 Bread, Aunt Hannah's Bread), Washington
 State Apples, Waco Products Company (Mir-
 acle Tooth Paste), J. B. Williams Company
 (Shaving Products), W. F. Young, Incor-
 porated (Absorbine, Jr.), Boyle Midway,
 Inc. (Old English Wax & other household
 products), Calavo Growers, California Desert
 Grapefruit Committee, California Lima
 Beans, Douglas Aircraft, Mutual Orange Dis-
 tributors, Northrop Aircraft, Universal Pic-
 tures, Inc.

• • • **ADVERTISING AGENCIES** • • •

UNITED STATES ADVT. CORP.

612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466

ANPA—PPA—APA

Chairman of Board.....W. M. Canaday
President.....J. C. Ewell
Radio Manager.....A. J. Englehardt

VICTOR VAN DER LINDE, INC.

250 Park Ave., New York 17, N. Y.
Plaza 5-1180

President.....Victor van der Linde
Treasurer.....Charlotte Rains
Director of Radio.....Victor van der Linde
Time Buyer.....Charlotte Rains
Radio Accounts Placed—L. Bamberger & Co., Fine Products Co., Street & Smith, James McCreery & Co., Suburban Propane Gas Corp.

VANGUARD ADVERTISING

15 East 40th St., New York 16, N. Y.

Phone MUrray Hill 5-4686

ABP—PPA—APA

President.....J. M. Russakoff
General Manager.....A. M. Ragonetti
Art Director.....Frank Haase
Media.....Ed Burns

VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone, LExington 5400

AAAA—ABP—ANPA—PPA—NOAB

President & Treasurer.....Wilbur Van Sant
Vice-President & General Manager,

Clinton D. Carr

V.P. & Plans Director.....J. P. Daiger
V.P. & Account Executive.....R. E. Daiger
V.P. & Account Executive.....H. G. Erck
V.P. & Account Executive...F. T. C. Quinn
V.P. & Account Executive....C. M. Buchanan
Space Buyer.....G. M. Talbot
Radio Production.....D. J. Loden

Radio Accounts Placed — National Spot: Sherwood Brothers, Inc., The Crosse & Blackwell Co., H. J. McGrath, Co., Rice's Bakery, The Wm. Schluderg-T, J. Kurdle Co.

VIDEOR ENTERPRISES

1629 Chestnut St., Philadelphia 3, Pa.

Phone Rittenhouse 6378

Managing Director.....Franklin O. Pease
Television Producer.....Franklin O. Pease

WM. VON ZEHLE & CO.

28 W. 44th St., New York, N. Y.

Phone, BRyant 9-4750

Managing Director.....Wm. Von Zehle

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.

Phone State 7369

ANPA—PPA—APA—NOAB

President.....Albert G. Wade
Exec. V.P.—Radio Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Secretary-Treasurer.....E. N. Nelson
Production Manager.....R. O. Archer
Account Executives.....W. A. Wade,
E. N. Nelson, R. O. Archer, R. E. Dwyer,
L. Davidson.

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Wait-Cahill Co.

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.

Phone Grant 1900

ANPA—ABP—PPA—OAAA—APA—CAH

Partners.....William S. Walker,
Benjamin I. Davis, Jr., C. P. Richardson,
R. C. Woodruff.

Rodia Director.....R. C. Woodruff
Radio Production.....Victor Seydel
Radio Contact.....William G. Beal
Radio Producers.....Robert T. Gestrich,
James Dooley.

Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.
Eastern Radio Supervisor....Victor Seydel

Radio Accounts Placed—Colonial Biscuit Co., Duquesne Brewing Co., Allegheny-Ludlum Steel Corp., Joseph Horne Company, Mail Pouch Tobacco Co., Sterling Oil Co., Clearfield Furs, Inc., H. Lohrey Co.

NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.

Phone, CAledonia 5-7430

ABP—PPA—NOAB—ANPA

President.....Norman D. Waters
Vice-President.....Charles M. Whitebrook
Secretary.....E. L. Waters
Treasurer.....Louis Landesman

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-8585

AAAA—ANPA—PPA—ABP—ABC
APA—NOAB

President.....H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Young-
heart, J. R. Warwick, Lester M. Malitz,
Arthur Deerson.

Secty.-Treas.Irving J. Paulus
Radio Director.....Tevis Huhn

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
Phone Hempstead 8163

Radio Accounts Placed — Larus & Bro.
Company, Pabst Sales Co., Equitable Life
Assurance Society of the U. S., Hoffman
Beverage Co., National Exhibition Co.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-4404

PPA—NOAB—ANPA—APA

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Vice-Pres. & Art Dir.Hugh Donnell
Treas. & SectyGeorge M. Pease
Radio DirectorPhilip A. Baecker
Radio Accounts Placed—B. Fischer &
Co., Inc. (Astor Tea & Coffee), John Opitz.
(J-O Products), American National Corp.
(Zest Tomato Cocktail), The Taylor-Reed
Corp. (Q-T Pie Crust), Chas. Schaefer Cor-
poration (Dorquest Quality Beer), Senn
Products Corp. (Sambo).

TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta 3, Ga.
Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA—OAAA

President.....Tucker Wayne
Vice-Pres. & Radio Talent....C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director.....D. D. Connah

Radio Accounts Placed—Southern Bell
Telephone & Telegraph Co. (Regional),
Southern Spring Bed Co. (Regional), Ameri-
can Bakeries Co. (Regional), J. Allen Smith
& Co., The Schwab Co., Scripto Mfg. Co.

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311

PPA—ABP—APA

President-Treasurer...Albert M. Wearstler
Secretary.....Mary E. Wearstler

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777

AAAA—APA

PresidentLuther Weaver
Executive Assistant.....W. K. Nelson
Director of Radio.....Luther Weaver
Associates.....Olga Marie Novak,
Bess Lyman.

Radio Accounts Placed—Minnesota Fed-
eral Savings & Loan Association, F. C. Hayer
Co., Marshall Co., Twin City Wholesale
Grocer Co. (Fairway Products), T. Ruben,
inc.

ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.
Phone Washington 6250

President.....Armand S. Weill
Exec. V. P.-Treas.....Harold C. Desbecker
Vice-President.....Robert K. Weill
Director of Radio.....William A. Mayhew
Radio ProducersWilliam A. Mayhew,
Robert K. Weill.

Radio Account Placed—Chalmers Gelatine
Corp., Forest Lawn Cemetery, John Wiley
Jones Co., Lenason Company, Harvey & Carey
Inc., Maloney Bros. Nursery Co., Inc., Wm.
S. Rice Inc., Sachinol Laboratories, Stirr
Products Corp., Templetons, Inc., S. C. Wells
& Co.

MILTON WEINBERG ADVT. CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111

ANPA—PPA—ABP—APA

Owner.....Bernard Weinberg
Media Director.....E. Cousino
Radio Director.....W. H. Krauch
Radio Producer.....Gene Powers

Radio Accounts Placed — Capitol Milling
Co., Hamilton Diamond Co., Hollywood Film
Studios, Hollywood Pantages Theatre Corp.,
Hollywood Turf Club, May Co., Midtown
Catering So., Pep Boys of Calif., Savenick
Tires, Thrifty Cut-Rate Drug Stores.

WILLIAM H. WEINTRAUB & CO.

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-4282

ANPA—PPA—NOAB

President.....William H. Weintraub
V.P. & Gen. Mgr.John D. Scheuer
Exec. V.P.Elkin Kaufman
V.P. in Chg. RadioHarry Trenner
V.P. & Copy ChiefKennon Jewett
TreasurerWilliam Gallow
Research Dir.Dr. Leon Arons

ADVERTISING AGENCIES

Media DirectorWilliam Gallow
 Production ManagerNorman Bertels
Radio Department

V.P. in Chg. RadioHarry Trenner
 Dir. of RadioTheo Gannon
 Asst. Dir. RadioWilliam Weintraub, Jr.
 Time Buyer (Network)Harry Trenner
 Time Buyer (Spot) .William Weintraub, Jr.

Radio Accounts Placed—Anchor Hocking Glass Corp., Helbros Watch Co., Frank H. Lee Co., Secman Bros., Inc. (Air-Wick), Trimount Clothing Co., Inc., Pratt's Fresh Frozen Foods, Inc.

WEISS & GELLER, INC.

400 Madison Ave., New York 17, N. Y.
 Phone PLaza 3-4070
 ANPA—PPA—NOAB

PresidentMax A. Geller
 Media DirectorLester J. Mallets
 Radio Director.....Sylvan Taplinger
 Copy Director.....Peter Artzt
 Assoc. Copy Director.....Harold Wengler
 Production Manager.....Sally Green
 Account Executive.....Joseph H. Curtis
 Space Buyer & Office Mgr.....Max Tendrich

Radio Accounts Placed — Columbia Pictures Corp., New York City; Albert Ahlers, Inc., Brooklyn, N. Y.; Nedick's Inc., New York City, Rensie Watch Co., Inc., New York City.

WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.
 Phone, WIsconsin 7-5978
 ANPA—PPA

OwnerEd L. Wertheim
 ManagerEd T. Wertheim
 Account ExecutivesM. George,
 E. Taylor Wertheim.

WESTON-BARNETT, INC.

Arts & Crafts Bldg., Waterloo, Iowa
 Phone, 4677
 ABP—ANPA—PPA—SNPA—NOAB
 APA—ABC

President.....Wells H. Barnett
 Vice-President.....A. C. Barnett
 SecretaryPhillips Taylor
 Radio Dept.....E. V. Bohan

Branch Office

520 N. Michigan Ave., Chicago, Ill.
 Phone, Whitehall 7725

Vice-President.....A. C. Barnett
 M. C. Swartz

Radio Dept.....Martha Schwartz
Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

FRANK E. WHALEN ADV. CO.

15 W. 10th St. Kansas City, Mo.
 Phone, Victor 7200

ANPA—PPA—APA—ABP—NOAB

President & Time Buyer.....F. E. Whalen
 Sec. & Treas.....J. W. Whalen
 Art Director.....Dan Jacobson
 Account Executive.....H. G. Kaufman

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
 Phone Rittenhouse 6-7500
 ANPA—PPA—APA—NOAB

President.....Ward Wheelock
 Vice-Pres.-General Mgr.....Arthur A. Bailey
 Vice-PresidentsRobert Y. Brown,
 Walter L. Stocklin, Ralph K. Strassman.
 Secretary-Treasurer.....William A. Dunn

Branch Offices

444 Madison Ave., New York 22, N. Y.
 Phone, PLaza 3-7120

Vice-President.....R. K. Strassman
 Guaranty Bldg., Hollywood 28, Calif.
 Phone Hillside 9221

Radio Director.....Diana Bourbon
Radio Account Placed—Campbell Soup Co.

WAYNE G. WILLIAMS ADV.

AGENCY, INC.

Number One Harwal Pl., Danville, Illinois
 Phone Main 3355

President-Time Buyer ...Wayne G. Williams
 Vice-PresidentsE. G. C. Williams,
 M. D. Williams, John E. Stipp.

Secy-Treas.S. K. Depke
 Dir. of ResearchE. G. C. Williams
 Business Mgr. & Account Executive,
 Lew E. Selby

Radio Dept.

Radio Dir.W. G. Williams
 Radio Copy ChiefHelen Carney
 Asst. Radio Dir.Robert Wright
 Business Mgr.B. J. Whittington
 Radio ProducersR. W. Van Dyke,
 J. G. Nichols.

Branch Offices

English Hotel, Indianapolis, Ind.
 Ind. RepresentativeS. B. Friedland
Radio Accounts Placed—Goodloe E. Moore Co., Grier-Lincoln Hotel, Ken-Mar Packing Co., J. D. Roszell Co., Mason Jewelry Co., Meis Bros., Inc., R.C.R. Air Transport Inc., R. L. Van Dervoort Co., 2nd National Bank, U. S. Army Recruiting Serv., Webster-Heskett-Mauerman, Inc., Universal Recording Corp., Danville Trades & Labor Council, Danville Constitutional Security Committee, Northwestern Mutual Life Insurance Co., Thirion Glass Co.

• • • **ADVERTISING AGENCIES** • • •

WILLIAMS & SAYLOR, INC.

271 Madison Ave., New York 16, N. Y.
Phone, LExington 2-3493

ANPA—PPA—APA—ABP—NOAB

Pres. & Treas.....Ralph W. Williams
Vice-President.....Walter T. Pollock
Vice-President.....George L. Miller
Secretary.....William F. Adams
Space Buyer.....Mrs. I. Randall
Production Manager.....M. J. Osias

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
Phone: Capitol 1850

ANPA—PPA—ABP

President.....Allen H. Wood
V.P.-Radio Director....Allen H. Wood, Jr.
Treasurer.....Jonathan Brown, 3rd
Space-Time Buyer.....Martha L. Ayers

THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.
Phone, WIsconsin 7-0380

ABP—ANPA—PPA

Owner.....Albert Woodley
Vice-President.....Louis De Garmo
Space Buyer.....Edith M. Knoth
Radio Accounts Placed—Railroad Federal Savings Association.

WORTMAN, BARTON & GOOLD

345 Madison Ave., New York 17, N. Y.
Phone MURray Hill 4-2756

APA—NOAB—ANPA—PPA

President-Treasurer.....E. B. M. Wortman
V.P.-Secretary.....D. Wortman
Radio Time Buyer.....Hortense Essler
Radio Account Placed—Harrisburg Steel Corp.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone Ashland 4-8400

ANPA — PPA — APA — AAAA —
NOAB — ABC — ABP

President.....Sigurd S. Larmon
Executive V. P.....Louis N. Brockway
V. P., Chairman Plans Board
Charles L. Whittier
Vice-President.....Frank Fagan
V. P., Director of Media and General
Production.....A. V. B. Geoghegan
Vice-Presidents.....Milford J. Baker,
Edward Barnes, Harry B. Carpenter, J.

Brooks Emory, Jr., John E. Grimm, Jr.,
Garrit Lydecker, Donald Payne, Curtis
G. Pratt.

V. P., Merchandising Director.Samuel Cherr
V. P., Copy Director.....H. S. Ward
V. P., Director of Research...George Gallup
V. P., Art Director.....Walter K. Nield
V. P., Personnel Dir.

Walter M. E. Sullivan
Director of Publicity and Public
RelationsWilliam H. Jenkins
Treasurer.....J. H. Geise
Secretary and Assistant Treasurer

H. H. Enders
V. P., Dir. of Radio....Thomas H. A. Lewis
V. P. in Charge of Radio Production
Operations.....Harry Ackerman
Associate Director of Radio.Joseph A. Moran
Associate Director of Radio, Manager of
Radio Time Buying.....Carlos Franco
Manager, Radio Commercial Copy
John L. Swayze
Supervisor, Television Department

William E. Forbes
Commercial Motion Pictures..John F. Barry
Radio Business Manager..Frederick A. Zaghi
Radio Publicity Director.....Harry Rauch
Manager, Talent Department.Lester Gottlieb

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 2734

V. P., Dir. of Radio....Thomas H. A. Lewis
Vice-President.....Elliot E. Potter

333 North Michigan Ave., Chicago 1, Ill.
Phone Central 9389

Vice-President-Manager...John F. Whedon
Vice-President.....D. G. Schneider

7430 Second Blvd., Detroit 2, Mich.
Phone Madison 4300

Vice-President and Manager...George Davis
235 Montgomery St., San Francisco 4, Calif.
Phone Exbrook 6685

Manager.....Howard Williams
V. P., Managing Director of Canadian Offices
A. R. McGill

660 St. Catherine St., West, Montreal, Que.
Phone Plateau 4691

Manager.....L. C. Arbuthnot
80 King Str., West, Toronto, Ont.
Phone Elgin 5347

V. P., and Manager.....Stuart B. Smith
V. P., and Director of International Division
Lorimer B. Slocum

24 St. James St., London, S.W.1, England
Managing Director.....George D. Bryson
Plaza de La Republica 46, Mexico, D. F.
Acting Manager.....William F. Geeslin

**FEDERAL
COMMUNICATIONS
COMMISSION**

PERSONNEL



**NATIONAL
ASSOCIATION
OF
BROADCASTERS**

PERSONNEL — COMMITTEES



FEDERAL COMMUNICATIONS COMMISSION



Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1947

Commissioners

Chairman

CHARLES R. DENNY

(Term Expires June 30, 1953)

PAUL A. WALKER

(Term Expires June 30, 1953)

RAY C. WAKEFIELD

(Term Expires June 30, 1947)

CLIFFORD J. DURR

(Term Expires June 30, 1948)

EWELL K. JETT

(Term Expires June 30, 1950)

ROSEL H. HYDE

(Term Expires June 30, 1952)

(VACANCY)

Secretary

T. J. SLOWIE

Assistant to Acting Chairman

EARL A. MINDERMAN

General Counsel

BENEDICT P. COTTONE

Assistant to the General Counsel

WALTER E. JAMES

Assistant General Counsel

(Broadcast Division)

VERNON L. WILKINSON

Assistant General Counsel

(Common Carrier Div.)

HAROLD J. COHEN

Assistant General Counsel

(Litigation and Administrative Div.)

HARRY M. PLOTKIN

Assistant General Counsel

(Safety and Special Service Div.)

LESTER W. SPILLANE

Chief Accountant

WILLIAM J. NORFLEET

Assistant Chief Accountant

HUGO REYER

Acting Chief, Service Division

PAUL H. SHEEHY

Chief Engineer

GEORGE P. ADAIR

Assistant Chief Engineer

(Broadcast Branch)

JOHN A. WILLOUGHBY

Assistant Chief Engineer

(Field and Research Branch)

GEORGE E. STERLING

Assistant Chief Engineer

(Safety and Special Services Div.)

WILLIAM N. KREBS

Assistant Chief Engineer

(Common Carrier Branch)

MARION H. WOODWARD

Director of Personnel

GILBERT H. HATFIELD

Chief of License Division

WILLIAM P. MASSING

Director of Budget & Planning Division

WILLIAM H. ROBERTSON

Chief, Records Division

WALTER S. DAVIS

LEGAL STAFF

Chief of Technical Section
WILLIAM H. BAUER

New and Changed AM Facilities Section
HUGH B. HUTCHISON

New and Changed FM Facilities Section
CHARLES HUBERT

Transfer Section
DAVID H. DEIBLER

Hearing Section
SAM MILLER

Motions and Rehearings Section
MRS. FANNEY N. LITVIN

Renewals Section
JAMES D. CUNNINGHAM

Litigation Section
MAX GOLDMAN

Administrative Section
JOSEPH KITTNER

Rate Section
BERNARD STRASSBURG

International Section
JACK WARNER

Domestic Wire Section
J. FRED JOHNSON

Domestic Radio Section
ARTHUR A. GLADSTONE

Emergency and Miscellaneous Section
LEO RESNICK

Marine and Operator Section
GEORGE MacCLAIN

Aviation Section
MARSHALL S. ORR

Field Section
A. HARRY BECKER—Washington Office
(VACANCY) San Francisco Office
(VACANCY) New York Office
JACK P. BLUME—Chicago Office

ATTORNEYS

DAVID C. ADAMS
ROBERT H. ALFORD
DOUGLAS A. ANELLO
MAX H. ARONSON
THEODORE BARON
WILLIAM H. BAUER
A. HARRY BECKER
ARNOLD D. BERKELEY
DONALD J. BERKEMEYER
TYLER BERRY
JAY D. BOND
JOSEPH BRENNER
HAROLD J. COHEN
MRS. MARGARET M. CONNOLLY
BENEDICT P. COTTONE
JAMES D. CUNNINGHAM
DAVID H. DEIBLER
PAUL DOBIN
WALTER EMERY
ROBERT M. FENTON
ARTHUR A. GLADSTONE
MAX GOLDMAN
C. LAMONT GRIFFITH
MRS. VIOLET L. HALEY
ALBERT M. HALL
PARKER D. HANCOCK
GEORGE M. HARRINGTON
JOHN C. HARRINGTON
CHARLES HUBERT
MRS. ANNIE NEAL HUNTING
HUGH B. HUTCHISON
H. GIFFORD IRION
WALTER ERVIN JAMES
J. FRED JOHNSON
EDWARD F. KENEHAN
JOSEPH KITTNER

BERNARD KOTEEN
ROBERT M. KOTEEN
GEOFFREY LANNING
RAYMOND LEWIS
MRS. FANNEY N. LITVIN
JOHN H. LITZELMAN
GEORGE MacCLAIN
E. THEODORE MALLYCK
JOHN H. McALLISTER
JOHN E. McCOY
SAMUEL MILLER
JOSEPH N. NELSON
MARSHALL S. ORR
MAX D. PAGLIN
DEE W. PINCOCK
HARRY M. PLOTKIN
WALTER R. POWELL
ROBERT J. RAWSON
LEO RESNICK
RAYMOND SAWYER
ERICH SAXL
ARTHUR SCHEINER
HERBERT SHARFMAN
MRS. HILDA D. SHEA
MISS HARRIET A. SIMONS
MISS ELZABETH C. SMITH
EDWIN S. SMITH
LESTER W. SPILLANE
ABE L. STEIN
DAVID S. STEVENS
BERNARD STRASSBURG
PASQUALE W. VALICENTI
JACK WERNER
JOHN E. WICKER
MAURICE W. WIHTON
VERNON L. WILKINSON

ENGINEERING STAFF

Field Engineering and Monitoring Division

GEORGE S. TURNER, *Chief*
Technical Information Division
EDWARD W. ALLEN, *Chief*
Laboratory Division
CHAS. A. ELLERT, *Chief*
Allocation Division
PAUL D. MILES, *Chief*
Television Division
CURTIS B. PLUMMER, *Chief*

Marine and General Mobile Division

HOWARD C. LOONEY, *Chief*
Emergency & Misc. Division
GLEN E. NIELSON, *Chief*
Aviation Division
EDWIN L. WHITE, *Chief*
Standard Broadcast Division
JAMES A. BARR, *Chief*
FM Division
CYRIL M. BRAUM, *Chief*

FIELD ACCOUNTING OFFICES

JACK E. BUCKLEY
299 Broadway, (Room 1820), New York 7, N. Y.
HENRY G. GOTHARD
515 First National Bank Bldg., Atlanta 3, Ga.

H. PIERCE NIEDERMEYER
1860 Railway Exchange Bldg., St. Louis 1, Mo.
PAUL SUMMERHAYS
809 West Coast Life Bldg., San Francisco 5, Calif.

DISTRICT FIELD FORCE

1. WALTER BUTTERWORTH
Customhouse, 7th Floor, Boston 9, Mass.
2. ARTHUR BATCHELER
748 Federal Bldg., 641 Washington St., New York 14, N. Y.
3. FORREST F. REDFERN
122 New U. S. Customhouse, 2nd & Chestnut Sts., Philadelphia, Pa.
4. HYMAN A. COHEN
508 Old Town Bank Bldg., Gay Street & Falsway, Baltimore 2, Md.
5. EDWARD BENNETT
Room 402, New P. O. Bldg., Norfolk 10, Va.
6. WILLIAM D. JOHNSON
411 Federal Annex, Atlanta 3, Ga.
7. ARTHUR FISH
P. O. Box 150 (312 Federal Bldg.), Miami 1, Fla.
8. THEODORE G. DELER
400 Audubon Bldg., New Orleans 16, La.
9. LOUIS L. McCABE
U. S. Appraisers Bldg., 7300 Wingate Ave., Houston 2, Tex.
10. JOHN H. HOMS Y
P. O. Box 5238 (500 U. S. Terminal Annex Bldg.), Dallas 2, Tex.
11. BERNARD H. LINDEN
539 U. S. P. O. & Courthouse Bldg., Temple & Spring Sts., Los Angeles 12, Calif.
12. FRANCIS V. SLOAN
328 Customhouse, San Francisco 26, Calif.
13. JAMES M. CHAPPLE
805 Terminal Sales Bldg., Portland 5, Ore.
14. HERBERT H. ARLOWE
801 Federal Office Bldg., Seattle 4, Wash.
15. WILLIAM E. CLYNE
504 Customhouse, Denver 2, Colo.
16. DONALD A. MURRAY
208 Uptown P. O. & Fed. Cts. Bldg., 5th & Washington Sts., St. Paul 2, Minn.
17. WILLIAM J. McDONELL
838 U. S. Court House, Kansas City 6, Mo.
18. HAROLD D. HAYES
246 U. S. Court House, Chicago 4, Ill.
19. EDWIN S. HEISER
1029 New Federal Bldg., Detroit 26, Mich.
20. EDWARD W. SANDERS
328 Federal Bldg., Buffalo 3, N. Y.
21. PAUL R. FENNER
609 Stangenwald Bldg., Honolulu 1, T. H.
22. IRL D. BALL
P. O. Box 2987 (322-323 Federal Bldg.), San Juan 13, Puerto Rico.
23. SIGFRED F. BERGE
P. O. Box 1421 (7-8 Shattuck Bldg.), Juneau, Alaska.

PRIMARY MONITORING STATIONS

CHARLES T. MANNING
P. O. Box 308, Dover Road, Millis, Mass.
ADOLPH ANDERSON
P. O. Box 31, Laurel, Md.
HENRY B. DUNPHEY
P. O. Box 4, Powder Springs, Ga.
WILLIAM R. FOLEY
P. O. Box 632, Kingsville, Tex.
WILLIAM HOFFERT
P. O. Box 744, Santa Ana, Calif.

ROBERT A. LANDSBURG
P. O. Box 5165, Portland, Ore.
BENJAMIN WOLF
P. O. Box 788, Grand Island, Nebr.
IRVING L. WESTON
P. O. Box 89, Allegan, Mich.
LEE R. DAWSON (Acting)
609 Stangenwald Bldg., Honolulu 1, T. H.
GEORGE McLEOD
P. O. Box 116, Santa Leandro, Calif.

SECONDARY MONITORING STATIONS

VERNON K. WILSON
P. O. Box 44, Belfast, Me.
THOMAS B. CAVE
P. O. Box 3, North Scituate, R. I.
ROBERT H. DELLAR
P. O. Box 347, South Miami, Fla.
H. FRANK RAWLS
P. O. Box 300, Bay St. Louis, Miss.
JOHN F. DeBARDELEBEN
Broken Arrow, Okla.
JOHN F. KUADEKA
P. O. Box 499, Twin Falls, Idaho

ADELBERT C. LAWRENCE
P. O. Box 37, Station A, Spokane, Wash.
EVERETT MARSHALL
1640 Montreal Ave., St. Paul, Minn.
JAMES E. GILFOY
P. O. Box 99, Lexington, Ky.
JACK H. WHITE
P. O. Box 644, Anchorage, Alaska.
IRL D. BALL (Acting)
P. O. Box 73, Hato Rey, Puerto Rico.
EDWIN G. FORSYTH
P. O. Box 2961, Point Lena, Juneau, Alaska.

INVESTIGATIVE UNIT

J. BOWKER LEWIS
118 Jefferson St., P. O. Box L, Falls Church, Va.

ACCOUNTING, STATISTICAL and TARIFF DEPARTMENT

Executive Assistant Chief Accountant
HUGO REYER

**Asst. Chief Accountant in Charge
of Economic Branch**
DALLAS W. SMYTHE

Chief, Economic Analysis Division
HYMAN H. GOLDIN

Chief, Statistics Division
A. UELAND

**Asst. Chief Accountant in Charge
of Accounts Branch**
ROBERT E. STROMBERG

Chief, Accounting Regulations Div.

HENRY M. LONG

Chief, Field Division

CHARLES R. MAKELA

Chief, Broadcast Division

LeROY SCHAFF

In Charge of Rates Branch

WM. G. BUTTS

**Chief, Tariff and Telephone
Rates Division**

JOHN R. LAMBERT

Chief, Telegraph Rates Div.

EDWIN W. PETERSON

COMMON CARRIER DIVISION

MARION H. WOODWARD
Chief of Branch

REGIONAL MANAGERS

CHARLES C. KOLSTER
748 Federal Bldg., 641 Washington St. (Rm. 506),
New York 14, N. Y.
PAUL H. HERNDON, JR.
411 Federal Annex, Atlanta 3, Ga.
JOE H. MCKINNEY
U. S. Appraisers Bldg., 7300 Wingate Ave., Hous-
ton 2, Tex.
KENNETH G. CLARK
328 Customhouse, San Francisco 26, Calif.

GEORGE V. WILTSE
801 Federal Office Bldg., Seattle, Wash.
LONDON C. HERNDON
246 U. S. Court House, Chicago 4, Ill.
EMERY H. LEE
1029 New Federal Bldg., Detroit 26, Mich.
LEE R. DAWSON
609 Stangenwald Bldg., Honolulu 1, T. H.
VICTOR G. ROWE
P. O. Box 644 (13th & K Sts.), Anchorage, Alaska.

LICENSE DIVISION

Chief of Broadcast Section
CLARA M. IEHL

Chief of Amateur Section
J. B. BEADLE

Chief of Commercial Section
WILLIAM H. IRVIN

INFORMATION OFFICE

Director of Information
GEORGE O. GILLINGHAM
Assistants

MARY O'LESON
SALINA M. LINDO

LEE J. FARRAN
EVA O. MELTON

SECRETARIAL STAFF

THAIS G. OBRIEN
Asst. to Acting Chairman Denny
PHYLLIS HANCOCK.....Asst. to Comr. Walker
SYLVIA KESSLER.....Asst. to Comr. Wakefield
CHARLES E. CLIFT.....Asst. to Comr. Durr
IRENE M. DURGIN.....Asst. to Comr. Jett
MINNIE SPARKS.....Asst. to Comr. Hyde
FAUSTA PUFFENBERGER..Secty. to Mr. Cottone
OLIVE HENDERSON.....Secty. to Mr. Adair
LILY MARSHALL.....Secty. to Mr. Norfleet
LAURA L. HOLLINGSWORTH
Secty. to Mr. Slowie
SHIRLEY LYONS.....Secty. to Mr. Robertson

DOROTHY GLEN.....Secty. to Mr. Hatfield
CATHERINE LUNDERS...Secty. to Mr. Massing
ANNIE BELL BISCHOFF..Secty. to Mr. Woodward
HELEN WILSON.....Secty. to Mr. Willoughby
NEVA BELLE PERRY.....Secty. to Mr. Sterling
WILLIE HERBERT.....Secty. to Mr. Krebs
MURIEL HUPP.....Secty. to Mr. Wilkinson
MARGARET L. CURETON..Secty. to Mr. Plotkin
GRACE ALBIEN.....Secty. to Mr. Cohen
BERNICE HASE.....Secty. to Mr. Spillane
ELIZABETH HARRIS.....Secty. to Mr. Reyer
DOROTHY WRIGHT.....Secty. to Mr. Smythe

NATIONAL ASSOCIATION OF BROADCASTERS



Headquarters: 1760 N—Street, N. W., Washington 6, C. D.
Phone, NAtional 2080

OFFICERS

Justin Miller
President

A. D. Willard, Jr.
Executive Vice-President

C. E. Arney, Jr.
Secretary-Treasurer

ADMINISTRATIVE STAFF

Robert T. Bartley
*Director of FM Dept. and
of Government Relations*

James L. Middlebrooks
Director of Engineering

Frank E. Pellegrin
*Director of Broadcast
Advertising*

Charles A. Batson
Director of Information

Don E. Petty
General Council

Richard P. Doherty
*Director of Employee-
Employer Relations*

Arthur C. Stringer
Director of Special Services

Robert C. Coleson
*Asst. to President
(Hollywood)*

Dorothy Lewis
*Coordinator of Listener
Activity (New York)*

Kenneth H. Baker
Director of Research

BOARD OF DIRECTORS

Director	District	States Comprising District
Paul W. Morency WTIC, Hartford, Conn.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
Michael R. Hann WHCU, Ithaca, N. Y.	2	New York, New Jersey.
George D. Coleman WGBI, Scranton, Pa.	3	Delaware, Pennsylvania, Maryland.
Campbell Arnoux WTAR, Norfolk, Va.	4	District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.
F. W. Borton WQAM, Miami, Fla.	5	Alabama, Florida, Georgia, Puerto Rico.
Wiley P. Harris WJDX, Jackson, Miss.	6	Arkansas, Louisiana, Mississippi, Tennessee.
James D. Shouse WLW, Cincinnati, Ohio	7	Kentucky, Ohio.
C. Bruce McConnell WISH, Indianapolis, Ind.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Leslie C. Johnson WHBF, 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,

National Association of Broadcasters

Director	District	States Comprising District
John J. Gillin, Jr. WOW, Omaha, Neb.	10	Iowa, Missouri, Nebraska.
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.
William B. Way KVOO, Tulsa, Okla.	12	Kansas, Oklahoma.
Martin B. Campbell WFAA, Dallas, 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.
William B. Smullin KIEM, Eureka, 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.
Harry R. Spence KXRO, Aberdeen, Wash. Sawyer, Price Oneida, Vilas, Iron, Ashland, Bayfield and Douglas. Iowa, Missouri, Nebraska.	17	Alaska, Oregon, Washington.

DIRECTORS-AT-LARGE

Large Stations

Harold Hough
WBAP, Fort Worth, Texas

J. Harold Ryan
WGBS, Miami, Fla.

Medium Stations

T. A. M. Craven
WOL, Washington, D. C.

G. Richard Shafto
WIS, Columbia, S. C.

Small Stations

Wayne Coy
WINX, Washington, D. C.

Clair R. McCollough
WGAL, Lancaster, Pa.

Networks

Frank Stanton
CBS, New York, N. Y.

Frank M. Russell
NBC, Washington, D. C.

Edgar Kobak
MBS, New York, N. Y. (Observer)

STANDING COMMITTEES 1946—1947



FOLLOWING committees and sub-committees were chosen by the NAB Board of Directors since the Annual Convention in Chicago in October 1946. To facilitate the important business of the committees, liaison groups have also been appointed geographically, with a Board member as one of the personnel on each committee.

FM EXECUTIVE COMMITTEE

Walter J. Damm, Chairman, WTMJ-FM, Milwaukee, Wis.

Gordon Gray, FM Station WMIT, Winston-Salem, N. C.

John Shepard, 3rd, FM Station WGTR, Boston, Mass.

John V. L. Hogan, FM Station WQXQ, New York, N. Y.

Leonard Asch, FM Station WBCA, Schenectady, N. Y.

Lester Nafzger, WCOL-FM, Columbus, O.

Everett Dillard, FM Station KOZY, Kansas City, Mo.

Clarence Leich, FM Station WMLL, Evansville, Ind.

Cecil Masten, WNBC-FM, Binghamton, N. Y.

Matthew Bonebrake, KOCY-FM, Oklahoma City, Okla.

BOARD LIAISON COMMITTEE

Wayne Coy, Chairman, WINX-FM, Washington, D. C.

Martin Campbell, KERA-FM, Dallas, Texas.

International Broadcasting Advisory Committee

John S. Hayes, Chairman, WQXR, New York, N. Y.

Walter S. Brown, WSPA, Spartanburg, S. C.; Edward Murrow, CBS, New York, N. Y.

William Brooks, NBC, New York, N. Y.

A. A. Schechter, MBS, New York, N. Y.

LEGISLATIVE COMMITTEE

J. Harold Ryan, Chairman, WSPD, Toledo, Ohio.

Wayne Coy, WINX, Washington, D. C.

Don S. Elias, WWNC, Asheville, N. C.

Herbert Hollister, KMMJ, Grand Island, Neb.

Clair R. McCollough, WGAL, Lancaster, Pa.

Joseph Ream, CBS, New York, N. Y.

Frank M. Russell, NBC, Washington, D. C.

G. Richard Shafto, WIS, Columbia, S. C.

Robert D. Swezey, MBS, New York, N. Y.

O. L. Taylor, KGNC, Amarillo, Texas.

Louis Wasmer, KGA, Spokane, Wash.

Joe B. Carrigan, KWFT, Wichita Falls, Texas.

PUBLIC RELATIONS EXECUTIVE COMMITTEE

Gilmore Nunn, Chairman, WLAP, Lexington, Ky.

Craig Lawrence, WCOP, Boston, Mass.

Harold Whelehan, WSMB, New Orleans, La.

James Le Gate, WIOD, Miami, Fla.

Richard H. Mason, WPTF, Raleigh, N. C.

Merrill Lindsay, WSOY, Decatur, Ill.

Lewis Allen Weiss, KHJ, Los Angeles, Cal.

George Crandall, CBS, New York, N. Y.

Carl Haverlin, MBS, New York, N. Y.

William S. Hedges, NBC, New York, N. Y.

**BOARD LIAISON COMMITTEE
PUBLIC RELATIONS**

F. M. Russell, Chairman, NBC, New York, N. Y.
William B. Way, KVOO, Tulsa, Okla.

**SALES MANAGERS
EXECUTIVE COMMITTEE**

Odin S. Ramsland, KDAL, Duluth, Minn.
James V. McConnell, NBC, New York, N. Y.
John W. Kennedy, WHAM, Rochester, N. Y.
Robert Gulick, WGAL, Lancaster, Pa.
Bill Bennett, KXYZ, Houston, Texas.
Louis Reed, WWL, New Orleans, La.
Ray Baker, KOMO, Seattle, Wash.
William Murdock, WOL, Washington, D. C.
Arthur Hull Hayes, CBS, New York, N. Y.
Gene Thomas, WOR, (MBS), New York, N. Y.
Non-Voting Associate Members
Preston Peters, Free & Peters, New York, N. Y.
Lewis Avery, Avery - Knodel, New York, N. Y.
Joseph Weed, Weed & Company, station reps., New York, N. Y.

**BOARD LIAISON COMMITTEE
SALES MANAGERS**

Paul W. Morency, Chairman, WTIC, Hartford, Conn.
Harry R. Spence, KXRO, Aberdeen, Wash.
Edgar Kobak, MBS, New York, N. Y.

**SMALL MARKET STATIONS
EXECUTIVE COMMITTEE**

Wayne W. Cribb, Chairman, KHMO, Hannibal, Mo.
Marshall Pengra, KRNR, Roseburg, Ore.
Robert T. Mason, WMRN, Marion, Ohio.
R. Sanford Guyer, WBTM, Danville, Va.
A. E. Spokes, WJOY, Burlington, Vt.
John F. Meagher, KYSM, Mankato, Minn.
Simon Goldman, WJTN, Jamestown, N. Y.
Frank Mills, WDWS, Champaign, Ill.
L. L. Hendricks, KRRV, Sherman, Tex.

**BOARD LIAISON COMMITTEE
SMALL MARKET STATIONS**

William B. Smullin, KIEM, Eureka, Cal.
Michael Hanna, WHCU, Ithaca, N. Y.

**PROGRAM EXECUTIVE
COMMITTEE**

Merle S. Jones, Chairman, WOL, Washington, D. C.
E. R. Vadeboncoeur, WSYR, Syracuse, N. Y.
Edgar L. Bill, WMBD, Peoria, Ill.
Herb Plambeck, WHO, Des Moines, Ia.
H. W. Slavick, WMC, Memphis, Tenn.
Arthur B. Church, KMBC, Kansas City, Mo.
Stanley Hubbard, KSTP, St. Paul, Minn.
I. R. Lounsberry, WGR, Buffalo, N. Y.
Glenn Snyder, WLS, Chicago, Ill.
Davidson Taylor, CBS, New York, N. Y.
Phillips Carlin, MBS, New York, N. Y.
Clarence L. Menser, NBC, New York, N. Y.

BOARD LIAISON (Program)

Hugh B. Terry, Chairman, KLZ, Denver, Colo.
Wiley P. Harris, WJDX, Jackson, Miss.

**ENGINEERING EXECUTIVE
COMMITTEE**

Orrin Townner, Chairman, WHAS, Louisville, Ky.
James Ebel, WMBD, Peoria, Ill.
Ross Beville, WWDC, Washington, D. C.
R. V. Howard, KSFO, San Francisco, Cal.
Roland C. Hale, WCOP, Boston, Mass.
Oscar Hirsch, WKRO, Cairo, Ill.
G. Porter Houston, WCBM, Baltimore, Md.
O. B. Hanson, NBC, New York, N. Y.
William B. Lodge, CBS, New York, N. Y.
Earle M. Johnson, MBS, New York, N. Y.

**LIAISON COMMITTEE
(Engineering)**

T. A. M. Craven, Chairman, WOL, Washington, D. C.
G. Richard Shafto, WIS, Columbia, S. C.

**EMPLOYER-EMPLOYEE
RELATIONS COMMITTEE**

John Elmer, Chairman, WCBM, Baltimore, Md.

William Fay, WHAM, Rochester, N. Y.

John E. Fetzer, WKZO, Kalamazoo, Mich.

Frank King, WMBR, Jacksonville, Fla.

Howard Lane, WJJD, Chicago, Ill.

Harry A. Le Poidevin, WRJN, Racine, Wis.

C. L. McCarthy, KQW, San Francisco, Calif.

Frank R. Smith, WWSW, Pittsburgh, Pa.

Marshal Pengra, KRNR, Rosebury, Ore.

John H. MacDonald, NBC, New York, N. Y.

Joseph H. McDonald, ABC (JZ), New York, N. Y.

Frank K. White, CBS, New York, N. Y.

Robert Swezey, MBS, New York, N. Y.

C. L. Thomas, KXOK, St. Louis, Mo.

**LIAISON COMMITTEE
(Labor Relations)**

F. W. Borton, Chairman, WQAM, Miami, Fla.

Leslie C. Johnson, WHBF, Rock Island, Ill.

RESEARCH COMMITTEE

Carl Burkland, Chairman, WTOP, Washington, D. C.

Gene L. Cagle, KFJZ, Fort Worth, Tex.

Dietrich Dirks, KTRI, Sioux City, Ia.

J. C. Tully, WJAC, Johnstown, Pa.

Charles P. Scott, KTKC, Visalia, Calif.

William T. Lane, WAGE, Syracuse, N. Y.

Elmo Wilson, CBS, New York, N. Y.

H. M. Beville, NBC, New York, N. Y.

E. P. H. James, MBS, New York, N. Y.

Edward Evans, WJZ, New York, N. Y.

**LIAISON COMMITTEE
(Research)**

Frank Stanton, Chairman, CBS, New York, N. Y.

Harold Ryan, WSPD, Toledo, Ohio.

**STANDARDS OF PRACTICE
Committee Program Executive
Committee**

Edgar Bill, Chairman, WMBD, Peoria, Ill.

Gayle Grubb, KGO, San Francisco, Cal.

Walter Damm, WTMJ, Milwaukee, Wis.

Ken Dyke, NBC, New York, N. Y.
Harold Fellows, WEEL, Boston, Mass.
John M. Outler, Jr., WSB, Atlanta, Ga.
C. T. Lucy, WRVA, Richmond, Va.
Eugene Carr, WPAY, Portsmouth, Ohio.

Roger Clipp, WFIL, Philadelphia, Pa.

**SUB-COMMITTEE MEMBERS
SALES PRACTICES**

John M. Outler, Jr., WSB, Atlanta, Ga.
John W. Kennedy, Chairman, WHAM, Rochester, N. Y.

Craig Lawrence, WCOP, Boston, Mass.
John Toothill, Burn-Smith Company, New York, N. Y.

J. Robert Gulick, WGAL, Lancaster, Pa.

**SUB-COMMITTEE
AUDIENCE MEASUREMENT**

William B. Murdock, Chairman, WOL, Washington, D. C.

Henry I. Christal, Edward Petry & Co., Inc., New York, N. Y.

Howard S. Meighan, CBS, New York, N. Y.

Ted Jones, WKIP, Poughkeepsie, N. Y.

**JOSKE ADVISORY
Sub-Committee**

James Brown, KONO, San Antonio, Texas, Chairman.

Walter Johnson, WTIC, Hartford, Conn.

Lewis H. Avery, Avery-Knodel, Inc., New York, N. Y.

Lee Hart, NAB.

**SPOT SALES
Sub-Committee**

H. Preston Peters, Chairman, Free & Masters, Inc., New York, N. Y.

Beverly Middletown, WSYR, Syracuse, N. Y.

John Blair, John Blair & Company, Chicago, Ill.

**SALES PROMOTION
Sub-Committee**

John M. Outler, Jr., Chairman, WSB, Atlanta, Ga.

Edward P. J. Shurick, KMBC, Kansas City, Mo.

John Carl Jeffrey, WKMO, Kokomo, Ind.

Joseph Creamer, WOR, New York, N. Y.

Louis Hausman, CBS, New York, N. Y.

Eugene Katz, The Katz Agency, Inc., New York, N. Y.

Hugh M. P. Higgins, NAB.

NAB STANDARDS OF PRACTICE

As adopted by the BOARD in 1945 and Amended in 1946

FOREWORD

B*BROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.*

The National Association of Broadcasters formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

Public Questions

Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts

Broadcasts designed for the presentation of political, economic, social or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

News

News should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either side of any public question nor should it be colored by the opinions or desires of the station management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

Children's Programs

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

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a

superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

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

Education

While all radio programs possess some educative values, broadcasters should endeavor to assist specific educational efforts. In cooperation with educators and other appropriate groups, broadcasters should search for improving applications of radio as a medium of education.

Religion

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

Commercial Programs and Length of Commercial Portion

Acceptance of programs and announcements should be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times, with special consideration being given to the effect on the listener of the manner of presentation.

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

<i>Five minute programs</i>	1:30
<i>Five minute news programs</i>	1:00
<i>Ten minute programs</i>	2:00
<i>Fifteen minute programs</i>	2:30
<i>Twenty-five minute programs</i>	2:45
<i>Thirty minute programs</i>	3:00
<i>Sixty minute programs</i>	6:00

In participation programs, announcement programs, "Musical Clocks," shoppers guides and other programs of fifteen minutes or longer falling within these general classifications, the commercial portion should not exceed 20% of the total time utilized.

The 20% limitation does not apply when a fifteen minute or longer segment is sold to one sponsor. The commercial portion should then be the same as given in the table on page 905.

"Standards of Good Taste"

The following are deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
2. Misleading statements of price or value or misleading comparisons of price or value.
3. Continuity which describes repellently any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
4. Cures and products claiming to cure.
5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
6. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
7. Any spirituous or "hard" liquor.
8. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
10. Matrimonial agencies.
11. Offers of "home work" except by firms of unquestioned responsibility.
12. Any "dopester," tip-sheet or race track publications.
13. All forms of speculative finance. Before member stations accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.



Shake

SRDS welcomes the over 125 NEW and rarin' to go stations it has added to the Radio Section since January, 1946. 250, 1000 or 50,000 watters . . . they all indicate growth, competition and new sales opportunities, new dazzle for the showmanship medium!

Over 1200 stations and networks, all told, are listed in SRDS, make for over 400 pages of up-to-the-instant rates and data every month for agencies and national advertisers, the buyers of time in today's shifting, soaring market, the top-men stations and nets must reach.

150 stations and networks tell their factual sales-story every month in SRDS, supplement their listening with jolting, sales-making messages . . . have found that SRDS' constant buyer contact and ever-present salesmanship is the keystone of all media advertising.

Advertising in SRDS sells advertising!

ABC STANDARD RATE & DATA SERVICE ABC

The National Authority

WALTER E. BOTTHOF, Publisher

333 NORTH MICHIGAN AVE. • CHICAGO 1
NEW YORK — LOS ANGELES

PUBLICATIONS

Covering The Field Of Radio And Television

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LOnacre 5-2125. Editor and Publisher, Manuel Rosenberg; Managing Editor, Allen Lekus.

•

Advertising Age

WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. Managing Editor, John B. Miller. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y., Phone, BRyant 9-6431; Charles B. Groomes, Vice-President; Lawrence M. Hughes, Executive Editor; 995 Press Building, Washington 4, D. C., Phone, REpublic 7659, Stanley E. Cohen, Washington Editor; Russ Building, San Francisco 4, Calif., William Blair Smith, Manager; Garfield Building, Los Angeles 4, Calif., Walter S. Reilly, Manager.

•

Advertising & Selling

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, CAledonia 5-9770. President, J. H. Moore; Vice-President and Editor, F. C. Kendall; Managing Editor, Roger Barton. Advertising Manager, None. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago 3, Ill., Phone, HArrison 7272, William R. Joyce, Western Manager; 714 West Olympic Blvd., Los Angeles 15, Calif., Phone, RIchmond 9327, Ned Brydone-Jack, Pacific Coast Representative; also 1085 Monadnock Building, San Francisco 5; Phone DOuglas 4475; 915 Olive Street, St. Louis 1, Mo., Phone GARfield 0043, Carl Schulenberg, Southern Representative; 131 Fleet Street, E.C.4, London, England; Central 1060, 3754 and 3133. Will Kitchen, Jr. (Magazines) Ltd, Mgrs. for Great Britain and Eire.

The Billboard

WEEKLY, 25 Opera Place, Cincinnati 1, Ohio. Phone, Main 9390. The Billboard Publishing Co. R. S. Littleford, Jr. and W. D. Littleford, Publishers; E. W. Evans, Vice-President; Joseph Csida, Vice - President and Editor - in - Chief. BRANCH OFFICE: Managers and Divisions: W. D. Littleford, General Manager, Eastern Division, 1564 Broadway, New York 19, N. Y. Phone, MEDallion 3-1615; M. L. Reuter, General Manager, Midwest Division, 155 North Clark St., Chicago 1, Ill. Phone, CENTral 8761; Sam Abbott, General Manager West Coast Division, 6000 Sunset Blvd., Hollywood 28, Calif. Phone HOLlywood 5831; F. B. Joerling, General Manager, St. Louis Office, 390 Arcade Bldg., St. Louis 1, Mo. Phone, CHEstnut 0443.

•

Broadcasting—Telecasting

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, METropolitan 1022. 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, Edwin H. James, N. Y. Editor; Bruce Robertson, Senior Assoc. Editor; 360 N. Michigan Ave., Chicago 1, Ill., Central 4115. Fred Sample, Chicago, manager; 6000 Sunset Blvd., Hollywood 28, Calif., Hempstead 8181, David Glickman, Hollywood correspondent; 417 Harbour Commission Bldg., Toronto, Canada, Elgin 0775, James Montagnes.

•

Canadian Advertising

QUARTERLY. 481 University Avenue, Toronto, Ont., Canada. Manager, Alan C. Ball.

FIRST *in Radio*

MORE radio stations and networks buy more pages of advertising in TIDE than in any other general advertising publication.

These radio stations and networks are using TIDE for the best reason possible: they know that TIDE reaches the *right* people . . . the people with advertising say-so!

Be sure you're reaching those people too! Advertise *your* facilities in TIDE, the *leader* among general advertising publications in radio station and network advertising!

TIDE

The Newsmagazine of Advertising, Marketing and Public Relations
232 Madison Avenue, New York City 16, N. Y.

Communications

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MURray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; Vice-President and General Manager, Paul S. Weil.

Daily Variety

DAILY. 1708 No. Vine St., Hollywood 28, Calif. Phone, Hollywood 1141. Arthur Ungar, Editor; Roscoe Cornell, Managing Editor; Charles Gerlach, Advertising Manager; Barbara Lucas, Business Manager. BRANCH OFFICES: See listing under Variety Weekly.

Down Beat

BI-MONTHLY. 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. Phone Circle 7-1431, 748 N. Rampart Blvd., Los Angeles, Calif.

Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Robert U. Brown, Editor; General Manager, Charles T. Stuart; Chicago Office, 361 N. Michigan Ave., G. A. Brandenburg; San Francisco Office, Mills Bldg., & Los Angeles Office, 408 Pershing Sq. Bldg., Duncan A. Scott.

Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell.

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone MEDallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Donald G. Fink; Keith Henney, Consulting Editor; W. W. MacDonald, Managing Editor. BRANCH OFFICES:

520 North Michigan Ave., Chicago, Ill.; 68 Post St., San Francisco, Cal.; National Press Bldg., Washington 4, D. C.; 16 South Broad St., Philadelphia 2, Pa.; 1510 Hanna Bldg., Cleveland 15, Ohio; 2980 Penobscot Bldg., Detroit 26, Mich.; Continental Bldg., St. Louis 8, Mo.; 1427 Statler Bldg., Boston 16, Mass.; 1311 Rhodes Haverly Bldg., Atlanta 3, Ga.; 621 South Hope St., Los Angeles 14, Calif.; 738-9 Oliver Bldg., Pittsburgh 22, Penn.

Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Ali-coate; Associate Publisher and General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRANite 6607; Washington Correspondents, Andrew H. Older, 6417 Dahlonga Road, Phone, Wisconsin 3271; Manning Clagett, 2122 Decatur St., N.W., Phone, Hobart 7627; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave.

FM Business

MONTHLY: 103 Park Ave., New York 17, N. Y. Phone, MURray Hill 4-1562-3-4. Martin Codell, President and Publisher; Edward Codell, Vice-President and Advertising Director; George M. Hakim, Managing Editor; F. Reese Brown, Associate Editor; Earl Abrams, Washington Editor; Robert S. Lathrop, Art Director; F. Masters, Circulation Manager; Robert Irving, Advertising Production. BRANCH OFFICES: 1419 Connecticut Ave., N.W. Washington 6, D. C., Michigan 2020, Martin Codell, President; 684 South Lafayette Park Place, Los Angeles 5, Calif., Drexel 4388, Robert Walker, Manager; 68 Post St., San Francisco 4, Calif., Sutter 5568, Rogers Parratt, Manager.

FM and Television

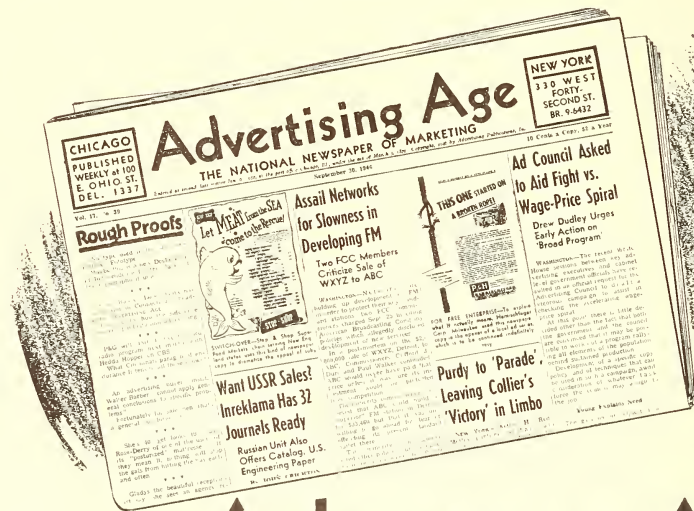
MONTHLY: Main office, Great Barrington, Mass. Phone, Great Barrington 500; Editor-Publisher, Milton B. Sleeper; Advertising Manager, William T. Mohr-

NOW IS THE TIME . . .

to "position" your station in the minds of advertisers. The patterns of postwar advertising have not yet crystallized. They are still fluid, because of the thousands of new minds now working on advertising. Many are old hands at the business, but in new jobs after years of military service. Many old friends are gone from the scene forever, replaced by men with new and different ideas, who have to be sold on your station. Not all the casualties were on the battlefield. Men who held the line satisfactorily during the war often aren't equipped for the desperate competitive struggle ahead. Now, before opinions become set, is the time to "position" your station.

AND THIS IS THE PLACE . . .

to do it. Advertising Age goes to the 17,275 most important advertising desks in America every Monday morning—to 5,900 executives of manufacturers, service companies, and marketing organizations; to more than 3,800 advertising agency executives. Its large page size offers the biggest impact available in the field. Look over any current issue and see what your competitors are doing to "position" themselves.



Advertising Age

100 E. OHIO ST.

CHICAGO 11

man. BRANCH OFFICES: 511 Fifth Ave., New York 17, N. Y. Phone, VAn-derbilt 6-2483, William Mohrman; 360 N. Michigan Blvd., Chicago 1, Ill., Phone, State 4822, Marion Fleischman; 353 Raymond Ave., Pasadena 1, Calif., Phone, Madison 6272, Milo D. Pugh.

The Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood 28, Cal. Phone, Hillside 7411. Editor-Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; General Manager, Thomas F. Seward; Radio Editor, Joel Murcott. BRANCH OFFICES: 229 W. 42nd St., New York, N. Y. Phone, WIs. 7-2470. Manager, Jack Harrison; Eastern Radio and Music Editor, Ben Kaufman.

Industrial Marketing

MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Hal Burnett. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. Eastern Editor, William Doty.

Metronome

MONTHLY. 26 W. 58th St., New York, N. Y. Phone, PLaza 3-7253. Editors, George Simon and Barry Ulanov; Gene Roderick, Advertising Manager; Ned & John W. Bitner, Publishers.

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, Charles E. Bayha; Music critic, William Bradell.

Musical America

SEVENTEEN TIMES YEARLY: 113 West 57th Street, New York 19, N. Y. Phone, Circle 7-0522. John F. Majeski, President; John F. Majeski, Jr., Vice-President; Ronald F. Eyer, Editor; Francis Q. Eaton, Assoc. Editor; M. B. Swaab, Advertising Manager; Edward L. Davis, Production Manager; Joseph Morton, Circulation Manager.

Music Business

MONTHLY: 1697 Broadway, New York, N. Y. Phone Circle 5-4920; George Goodwin, Publisher; John O'Connor, Editor-in-Chief; Associate Editors: Malcolm McGlasson, Howard Weissman, Stanley Goldstein, Miriam De Kilka, and Esta Silsbee.

Musical Courier

TWICE MONTHLY. 119 West 57th Street, New York 19, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; General Manager, Grace Nysten; Editor, Russell Kerr; Radio Editor, William A. Taylor.

Musical Digest

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone Circle 7-1124. Alfred Human, Editor; Edward Smith, Assoc. Editor; Roland Gelatt, Harold Schoenberg, contributing editors: Jean Carlu, Art Director.

Music Trade Review

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor, Carleton Chace; Circulation Manager, B. Borin.

The Parts Jobber

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor and Business Manager, Mal Parks.

Printers' Ink

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MURray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President and Publisher, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, Eldridge Peterson; Managing Editor, Frank LaClave; News Editor, Thomas M. Jones; Radio, W. Richard Brunner—Victor Dallaire. BRANCH OFFICES: 6 North Michigan Ave., Chicago 2, Ill. Harold E. Green, Associate Editor; Statler Building, Boston 16, Mass., E. P. Meade, Manager; 629 W. 35th St., Los Angeles 7, Calif., Louis F. Thomann, Western Editor; 1722 Rhodes-Haverty Building, Atlanta 3, Ga., H. F. Cogill, Manager; 1175 Woodury Road, Pasadena 6, Calif., J. W. Conrow, Manager.

We Are Justifiably Proud of our “Associate Editors”...

AMONG the many notable Advertising Executives who have written articles for past issues of the **ADVERTISER** and **MARKETS of AMERICA** are the famed Chairmen and a host of members of the Association of National Advertisers and American Association of Advertising Agencies respectively. We like to call them our “Associate Editors,” for they have immeasurably enriched our editorial fare.

Like their many confreres, they have written pertinent articles of interest and lasting value to the men and women who read **The ADVERTISER**—the nation’s advertising and merchandising executives and their advertising agency personnel.

Both of our widely read publications are the products of the men who create and place advertising . . . control the billion and more dollars spent in all media and notably radio.

In each instance we select an authority to write on his subject . . . not a long-haired theorist. Thus our readers are fully informed and appreciative of the contents of our publications. Thus, too, they prove to be every broadcaster’s best advertising prospects. Many of them are now clients—yet there are many more to reach! Reach them quickly and keep them sold on your station or network, via the advertising pages of **The ADVERTISER** (monthly) and **MARKETS OF AMERICA**, (Annual).



The ADVERTISER

Space rate in **The ADVERTISER** and in **MARKETS of AMERICA**,

NEW YORK CITY: 11 West 42nd St. (18), **LONGacre** 5-2125

CINCINNATI: 3557 Bogart Ave. (29), **AVon.** 6825

WASHINGTON, D. C. • KANSAS CITY • MEXICO CITY

**Proceedings of the I.R.E.
And Waves and Electronics**

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone MEdallion 3-5661. Publisher, Institute of Radio Engineers; President, Frederick B. Llewellyn; Vice-President, Edmund M. Deloraine; Treasurer, William G. White; Editor, Alfred N. Goldsmith; Secretary, Haraden Pratt; Executive Secretary, George W. Bailey; Advertising Manager, William C. Copp.

Q S T

and The Radio Amateurs Handbook

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager and Editor, Kenneth B. Warner; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer.

Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. Hugo Gernsback, Editor-in-chief; Fred Shunaman, Managing Editor; M. H. Gernsback, Consulting Editor; R. F. Scott, W2PWG, Technical Editor; I. Queen, W2OUX, Editorial Associate; Elmer Fuller, Shortwave Editor; John J. Lamson, Advertising Director. BRANCH OFFICES: 308 W. Washington St., Chicago 6, Ill.; 405 Erie Bldg., Cleveland, Ohio, Burdette Phillips, Manager; 307-8 Boulevard Bldg., Detroit Mich., C. Frank Holstein, Manager; 606 South Hill St., Los Angeles 14, Calif., Ralph H. Harker, Manager; 582 Market St., San Francisco 4, Calif., Ralph H. Harker, Manager.

Radio Life

WEEKLY. 1541 Rodney Drive, Los Angeles 27, Calif. Phone, Normandy 2-7080. Publisher, Carm M. Bigsby; Editor, Evelyn A. Bigsby; Assistant Editor, Shirley Gordon; Business Manager, Robert G. Johnson; Advertising Manager, Gene Jones, Editorial Office, 1558 North Vine St., Hollywood 28, Calif. Phone, HE 2025.

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; Treasurer and General Manager, Donald M. Mersereau; Editor, Frank Burke; Vice President and Business Manager, Marvin Kirsch; Vice-president, Chester B. Bahn; Secretary, Charles A. Alicoate. Managing Editor, M. H. Shapiro; Los Angeles Correspondent, Ralph Wilk; Washington Correspondents, Andrew H. Older, 6417 Dahlonega Road, Phone Wisconsin 3271; Manning Clagett, 2122 Decatur St., N.W., Phone Hobart 7627; Chicago (1) Nat Green, 1417 Ashland Bldg., 155 N. Clark St. Phone, State 2332. Oakland 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood 28, Calif., Phone, Granite 6607, Ralph Wilk, Manager.

**Proceedings of the Radio
Club of America**

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, Longacre 5-6622. President, A. Hazeltine; Vice-President, O. J. Morelock; Treasurer, J. J. Stanley.

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, Jack Zasorin; Associate Editor, Evelyn Fiore. 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.; Hollywood Correspondent, Iris Noble, 15041, Del Gado Drive, Sherman Oaks, Calif. Phone, Irving 1518-M.

Radiomonde

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number Plateau 4186; publisher: Radio Publications Limited; Editor: Marcel Provost.

1883

1947

METRONOME

SERVING AND SURVEYING THE ENTIRE
WORLD OF MUSIC • ITS VIEWPOINT
AS MODERN AS TOMORROW!

NOW....

WELCOMES THE YOUNGEST MEMBER
OF THE METRONOME FAMILY.

IT'S THE

MUSIC DEALER

THE BUSINESS MAGAZINE FOR MUSIC
MERCHANTS . . . BLANKETING THE
MOST IMPORTANT MUSIC AND RECORD
RETAILERS THROUGHOUT THE UNITED
STATES, CANADA AND FOREIGN
COUNTRIES

*START YOUR CASH REGISTER
RINGING WITH THE FIRST ISSUE*

MUSIC DEALER
OUT THIS FEBRUARY!

26 WEST 58th STREET

NEW YORK 19, N. Y.

Radio News

MONTHLY. 185 No. Wabash Ave., Chicago, Ill. Phone, Andover 5200. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; General Manager, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, Wisconsin 7-0400, Executive Assistant, Charles R. Tighe; 8th & Hill St. Bldg., Los Angeles, Calif., Phone, Tucker 9213, Wm. L. Pinney, Western Advt. Manager; 1319 F St., N.W., Washington, D. C., Phone, Executive 2502, Fred Hamlin, Washington Editor.

Radio & Appliance Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Kolpar Publications, Inc. Alex H. Kolbe, Publisher; Mal Parks, Vice-Pres. & Gen. Mgr.; Betty Borin, Circulation Manager; Irving N. Cooper, Jr., Eastern Advertising Manager. BRANCH OFFICES: 30 N. La Salle St., Chicago, Ill. Gordon Ewing, Manager; 412 West 6th St., Los Angeles, Calif., Phone, Vandyke 8815, Frederick Stern, Manager; 6 Rue de Pascal, Brussels, Belgium, Julian Block, Manager.

Radio Showmanship

MONTHLY. 1004 Marquette Ave., Minneapolis 2, Minn. Phone, BRidgeport 0181. Don Paul Nathanson, Publisher; Marie Ford, Editor.

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.

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. Correspondents in principal cities.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott;

Vice-President, J. Myles Leckie; Secretary-Treasurer, E. R. Comte. BRANCH OFFICE: 515 Broadview Ave., Toronto, Phone, Gerrard 1144.

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; Managing Editor, Fred A. Given; Assoc. Editor, Chester I. Soucy; Advertising Rep., John C. Patton.

Radio World

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; Publisher: Radio Publications Limited; Marcel Provost, Managing Editor.

Sales Management

SEMI-MONTHLY, with two special issues, Survey of Buying Power. 386 Fourth Ave., New York 17, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; General Manager, Philip Salisbury; Managing Editor, A. R. Hahn; Advertising Service anager, R. E. Smallwood. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr., Manager. 15 East De La Guerra, Santa Barbara, Cal., Warwick L. Carpenter, Manager.

Service Magazine

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MURray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editorial Director, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; Vice-Pres.-Gen. Mgr., Paul S. Weil.

Sponsor

MONTHLY. 40 W. 52nd St., New York 19, N. Y. Phone, PLaza 3-6216. President and Publisher, Norman R. Glenn; Editor, Joseph M. Koehler; Advertising Director, Charles E. Maxwell.

MUSICAL COURIER

*A World Authority
On Music Since 1880*

THE MUSICAL COURIER is more than a music magazine. It presents a graphic international picture of the development of music.

THE MUSICAL COURIER reviews symphony, opera and concert performances, recital and debut appearances. There are special departments for piano, voice and organ, reviews of new music as it is published, interviews with leading personalities, news of recordings, ballet, motion pictures, radio and television.

With music assuming an ever more important place in American life, the MUSICAL COURIER offers professional and student an invaluable and timely record of world events.

SUBSCRIPTIONS

1 year (20 issues)

United States	\$3.00
Canada	4.00
Foreign	4.50

25c a copy



119 W. 57th St., New York 19, N. Y.

Circle 7-4500

**Standard Rate and
Data Service**

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 5616. Publisher and Chairman of the Board, Walter E. Botthof; President, Richard A. Trenkmann; Exec. Vice-Pres. and Treas. C. Laury Botthof; Exec. Vice-Pres. in Charge New York Office, Albert William Moss; Secretary, Elsa Laury Botthof. BRANCH OFFICES: 420 Lexington Ave., New York 17, N. Y., Phone, LEXington 2-6611; 816 W. Fifth St. Los Angeles 13, Calif., Don Harway, Pacific Coast Representative.

Televiever

BI-MONTHLY. 11 West 42nd St., New York City. Phone, LONgacre 5-1683. Irwin A. Shane, Editor and Publisher.

The Televiser

BI-MONTHLY. 11 West 42nd Street, New York 18, N. Y., Phone, LONgacre 5-1683. Publisher, Irwin A. Shane; Editor, Judy Dupuy; Business Manager, Morris Cooper; Advertising Manager, George Webster.

Television Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Ali-coate; Treasurer and General Mgr., Donald M. Mersereau; Editor, Frank Burke; Vice-Pres. and Business Manager, Marvin Kirsch; Managing Editor, M. H. Shapiro; Vice-president, Chester B. Bahn; Secretary, Charles A. Alicoate. Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Nat Green, 1417 Ashland Bldg. 155 N. Clark St. Phone, State 2332.

BRANCH OFFICE: 6425 Holly-wood Blvd., Hollywood 28, Calif., Ralph Wilk, Manager. Published regularly as a supplement to RADIO DAILY.

Television Magazine

MONTHLY. 600 Madison Ave., New York, N. Y. Phone, PLaza 3-5748. Fred-erick Kugel Co. Editor-Publisher, Fred-erick A. Kugel; Managing Editor, Mary Gannon; Washington, Dorothy Holloway; T. R. Kennedy, Jr., Technical Editor; Sidney Lane, News Editor; Jack Kilpatrick, Patents; Lawrence Sweeney, Business Manager; Evelyn Hellem, Cir-culation Manager.

Tide

WEEKLY. 232 Madison Ave., New York 16, N. Y. Phone, MUrray Hill 3-7700. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Vice-President, J. F. Weintz; Radio Editor, Samuel Chase; Los Angeles Rep-resentative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chi-cago, Ill., Franklin 1040, O. F. Knoebber, Crosby Vining, Elinor Zeigler, Senior Associate Editor; 607 South Hill St., Los Angeles, Calif., Vandike 7386, H. J. Birch & Co., J. V. Fisler, Assoc. Editor; 300 Montgomery St., San Francisco, Calif., Douglas 4393, R. J. Birch & Co., R. J. Birch.

TV

103 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-1562. Martin Codel, President & Publisher; Edward Codel, Vice President & Advertising Director; George M. Hakim, Managing Editor; F. Reese Brown, Associate Editor; Patricia Murray, Associate Editor; Earl Abrams, Washington Editor; A. E. Long, Circulation Manager; Robert S. Lathrop, Art Director; Richard Irving, Advertising Production; F. Masters, Circulation Manager. BRANCH OFFICES: 1519 Con-necticut Ave., N.W. Washington 6, D. C. Phone, Michigan 2020. Martin Codel, President; 684 South Lafayette Park Place, Los Angeles 5, Calif. Phone Drexel 4388, Robert Walker, Manager; 68 Post St. San Francisco 4, Calif. Phone Sutter 5568, Roger Parrott, Manager.

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; Radio Editor, Geo. Rosen; Advertising Manager, Louis Rydell; Production Man-ager, Murray Rann. BRANCH OF-FICES: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-10 No. Vine St., Hol-lywood, Calif., Arthur Ungar.

Reach the DOERS of the Industry

WITH THE HELP OF

RADIO CRAFT

The men who make the radio industry tick are the technicians, servicemen and engineers—all readers of RADIO-CRAFT. It is a publication expressly designed for the busy thinkers of the radio fraternity. Its articles are stripped of glamour and non-essentials, providing streamlined, down-to-earth usable facts.

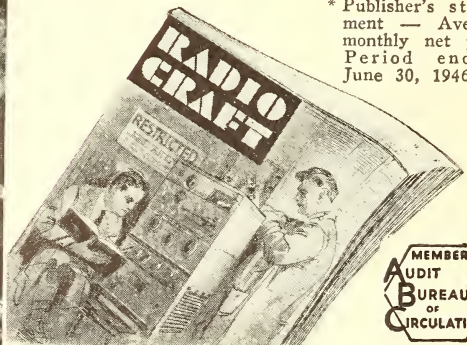
RADIO-CRAFT supplies worthwhile news of radio, radar, television, industrial electronics, atomics and allied subjects—news that is fresh and absolutely authentic. Business events and personalities are omitted to provide space for technical developments.

For 17 years the editors of RADIO-CRAFT have been serving this rich menu of meaty articles, month after month, to its readers. The goodwill created carries over to the advertising pages. Needless to say such reader interest is of inestimable value to you as an advertiser. Take advantage of both quality and quantity (76,686)* circulation. Send for complete facts and rates.

RADIO-CRAFT

25 WEST BROADWAY, NEW YORK 7, N. Y.

* Publisher's statement — Average monthly net paid. Period ending June 30, 1946.



CANADA

is your best friend and
nearest customer.

•

"CANADIAN BROADCASTER"

is the only Business Paper
devoted exclusively to Can-
adian Broadcasters and
their Sponsors

•

Twice a Month

\$2.00 a year — \$5.00 for 3 years

•

Sample Copy on Request

Canadian Broadcaster

371 Bay Street
Toronto 1
Canada



Copywriters are such unhappy people

They get that way from writing copy!

Take this ad, for instance. The copy is supposed to tell what ABC has been up to in the past year. How it's been a good year.

But there's a catch to it. No horn-blowing, please, say the brass hats. No back-patting. Sure, you can mention that Sterling Drug, Derby Foods, Eversharp-Schick and other top advertisers joined the fold—but don't brag about it. Of course say something about ABC bagging Bing Crosby...and coming up with Henry Morgan, the comedy sensation of the year...and getting the all-time-high Hooper for any commercial broadcast (67.2) with the Louis-Conn broadcast. And even a word about the 9.0 Hooper for the Fat Man, an amazing Hooperating for a

sustainer. Sure, get 'em all in the ad, but be *humble* about it.

Somewhere in there, too, say the big boys, mention that American Television Society Award. And the memorable "readings" of John Hersey's "Hiroshima." That's about all, except that the number of American Broadcasting Company stations has been upped from 194 to 238...that ABC is now *first* in network food advertising...that night-time Hoopers all week long average 13% higher than a year ago.

Oh, if only the copywriter could shout from the housetops "Boy, what a year! We've made some swell progress and we've got even sweller plans!" But he can't. You just don't do that sort of thing if you're a copywriter.

ABC American Broadcasting Company

A NETWORK OF 238 RADIO STATIONS SERVING AMERICA

NETWORKS



NATIONAL



REGIONAL



The Eastern Iowa Market Story is Quickly Told

WMT

*Reaches Rich Agricultural—
Industrial Eastern Iowa—
COMPLETELY!*

IOWA and **WMTland** lead the nation in per capita wealth (1946 estimated buying income per family is \$4824.00—Sales Management Index.)

WMT is “in the heart of the greatest farming country on earth.” (1946 *Bumper Crops* mean record farm incomes.)

IOWA ranks 16th in U. S. MANUFACTURING, yet, almost 50% of **WMTland's** income comes from diversified industries.

WMT reaches 1,131,782 people within its 2.5 MV contour.


WMT reaches approximately 3,500,000 people within its 0.5 MV contour.

WMT has **greater** population coverage within its 2.5 MV line than any other station in Iowa.

WMT's NEWS Network covers **WMTland** . . . 40 **WMT** correspondents throughout the state, plus UP, AP and INS relay up-to-the-minute news.

WMT's Farm Bureau serves **WMTland** with farm programs that have real farm appeal.

WMT is Eastern Iowa's **only** CBS station, bringing to **WMTland** exclusively those **great** CBS day and nighttime programs.



CEDAR RAPIDS
WATERLOO
5000 Watts Day and Night
CBS Basic Network

Member MID-STATES Group

at 600 KC's IOWA'S BEST FREQUENCY

Contact your KATZ representative for availabilities

RADIO, which celebrated its 25th birthday in 1945, grew up in a hurry during the years between Pearl Harbor and V-J Day, and having reached maturity, last year turned the spotlight of constructive criticism on itself.

Through such programs as the ABC broadcast of "America's Town Meeting," in which the question "Is Radio Serving The Public Interest?" was discussed, and other network programs in which the broadcasting industry was analyzed by industry members as well as by outside critics, radio programming in 1947 is expected to advance considerably.

In all phases of broadcasting, including FM and television, the American Broadcasting Company expects to expand operations in 1947. In Los Angeles, ABC has been granted channel seven for television operations and the site of its transmitter is Mount Wilson, the best location in the area. As additional construction permits are received this network will place facilities in operation as soon as possible under the uncertainties of equipment production.

The year just concluded saw radio broadcasting successfully gear itself to the post-war readjustment of industry in the United States. Despite equipment shortages and strikes, which in some instances forced sponsors temporarily to put aside their plans to use radio, ABC's gross time sales for 1946 amounted to \$40,617,130, an increase of \$571,164 as compared with gross billings of \$40,045,966 reported for the previous year.

Heralding the optimistic outlook held at ABC for 1947 was the announcement made late last year that two full hour symphonic programs were sold within a week of each other. Beginning January 19, "Musical Digest" magazine-assumed sponsorship of the Detroit Symphony under a 52-week contract, and on January 21, the John Hancock Mutual Life Insurance Company made its debut in radio with the sponsorship of the Boston Symphony.



MARK WOODS
President

With the issuance of Rate Card Number 2, ABC provided that despite anticipated rising costs elsewhere in advertising, a sponsor will be able to maintain his advertising budget with the assurance that costs for time periods on the network will remain constant.

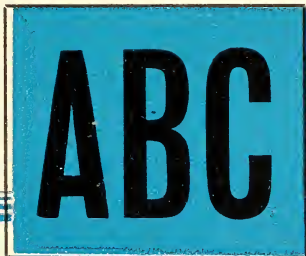
In addition to our sponsors, much of the credit for the successful year just closed by ABC must go to its 235 affiliated stations and to the many specialists employed by the network to broadcast special programs.

Meantime, during 1946 great stress has been laid on programming and as a result ABC closed the year with a well-balanced program lineup running the gamut from specially built adventure programs for children through its highly praised programs designed to combat juvenile delinquency to such skilled works as the broadcasts of the Metropolitan Opera, and notable forums such as America's Town Meeting. In addition, during the closing months of 1946, Henry Morgan—termed, by many listener polls, "radio's most promising star"—began his network program and in three weeks gained Ever-sharp, Inc., as a sponsor. The new Bing Crosby show likewise made radio history.

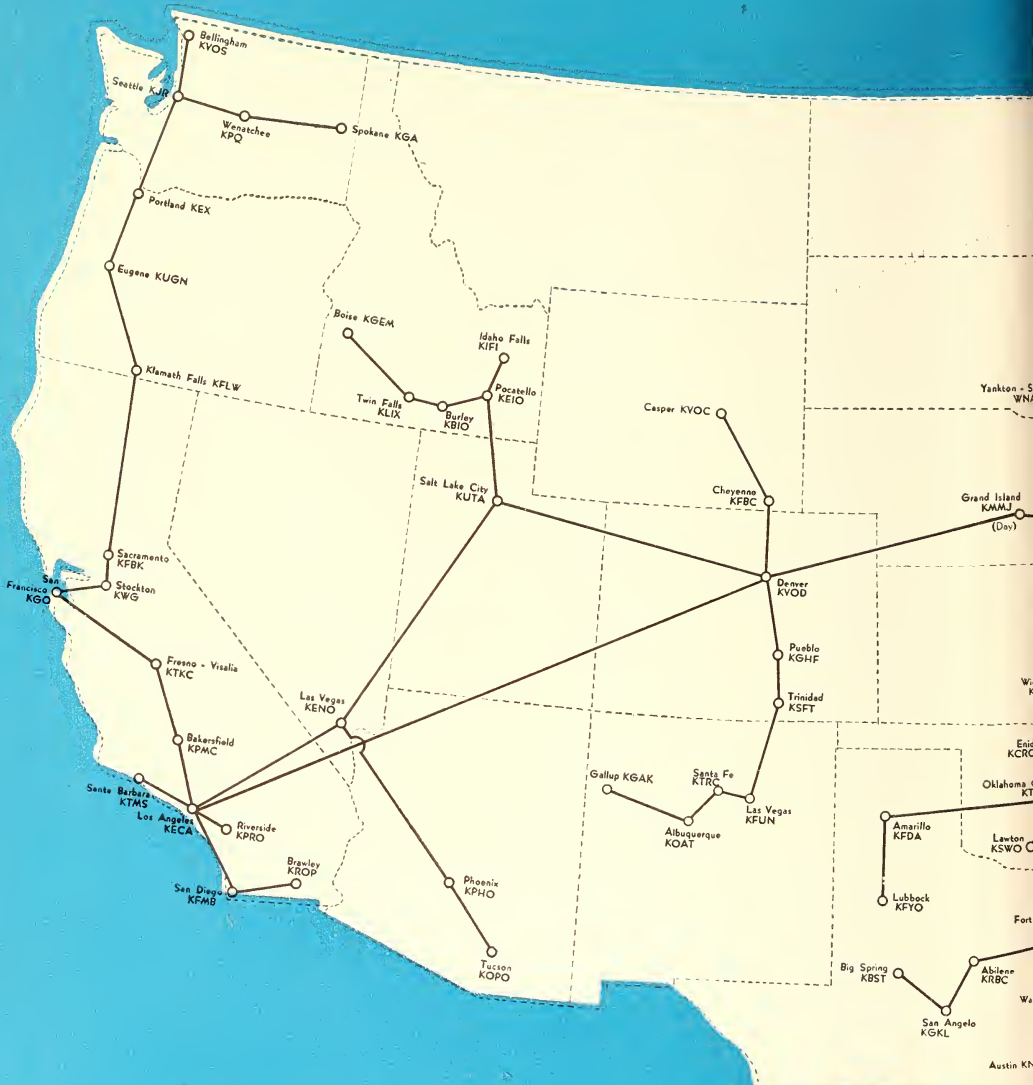
Attesting to ABC's skillful programming is the incomparably high number of network-built programs which have been purchased during 1946 by sponsors for airing on the network.

Growth of ABC as a network can best be measured by the 235 affiliated stations at the close of 1946 as compared with 195 reported in the 1945 review for Radio Annual. To the sharp increase in the number of stations must be added the many facilities improvements including power increases granted by the Federal Communications Commission to ABC affiliated stations during the past year.

That advertisers are taking advantage of these facilities gains and improvements on ABC can be seen from the expanded lineup of sponsors on the network.



AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1947**



AMERICAN BROADCASTING COMPANY



NETWORK FACILITIES
AS OF JAN 15, 1937

A M E R I C A N

Broadcasting Company, Inc.

*R. C. A. Bldg., 30 Rockefeller Plaza
New York 20, N. Y.
(Telephone Number Circle 7-5700)*

BOARD OF DIRECTORS

Edward J. Noble, Chairman
Mark Woods
C. Nicholas Prialux
Robert H. Hinckley

Franklin S. Wood
Earl E. Anderson
Justin W. Dart
Robert E. Kintner

Officers

Edward J. Noble.....Chairman of the Board
Mark Woods.....President
Robert E. Kintner.....Executive Vice President
Earl E. Anderson.....Vice President
E. R. Borroff.....Vice President
Robert H. Hinckley.....Vice President
John H. Norton, Jr.....Vice President
C. Nicholas Prialux.....V.P. and Treasurer

Charles E. Rynd
Vice President and Assistant Secretary
Adrian Samish.....Vice President
Don Searle.....Vice President
Fred Thrower, Jr.....Vice President
Joseph A. McDonald
Vice President, General Attorney & Secretary
Anthony M. Hennig.....Assistant Treasurer
Alexander D. Nicol.....Controller

DEPARTMENTS AND DIVISIONS

Advertising and Promotion

Ivor Kenway
Director of Advertising and Promotion
Theodore J. Oberfelder.....Assistant Director

Continuity Acceptance

Grace Johnsen.....Manager

General Engineering

Frank Marx.....Director of General Engineering
George O. Milne
Director of Technical Engineering Operations

Legal

Joseph A. McDonald
V.P. and Secty.-General Attorney
Geraldine B. Zorbaugh.....Attorney
Richard A. Moore.....Attorney

News Department

Thomas Velotta
Director of News and Special Events
John Madigan.....National News Editor
Paul Scheffels...Manager of N. Y. News Room
Harry Wismer.....Director of Sports Division

Office Management and Personnel Department

D. B. Van Houten..Office and Personnel Manager
Frederick Lynch, Jr.....Employment Mgr.

Program Department

Adrian Samish
Vice President, in Chg. Programs & Tele.
Charles C. Barry.....Director of Programs
Henry Cox.....Eastern Production Mgr.
Paul Whiteman.....Director of Music
Frank Vagnoni.....Manager of Music Division
John C. Turner.....Script Manager
Paul Mowrey.....Director of Television
James Bixler
Supervisor of Announcers & Night Operations
Florence Morris.....Mgr. of Central Booking
William Wylie.....Program, Production Mgr.
Bertha Kurtzman..Supervisor Studio Assignments
Maurice Brachhausen..Manager of Sound Effects
Helen Guy.....Business Manager
Richard Banner
Dir. of Library and Supervisor of Music Rights
Norah Donovan.....Manager of Literary Rights
Helen Hedeman.....Supervisor of Casting
Richard Ritter.....Supervisor of Auditions

Public Service Department

Robert Saudek.....Director of Public Affairs
George Olenzlager
Supervisor of Audience Information

Publicity Department

Earl Mullin.....Publicity Manager
Arthur B. Donegan.....Assistant Publicity Mgr.
John Pacey.....Trade News Editor

Recording

Lawrence Ruddell.....Manager

Research

Edward F. Evans.....Director of Research
Ben Gedalecia.....Associate Research Director
H. Addison Campbell
Director of Market Research

General Sales

Fred Thrower, Jr....Vice President, in Chg. Sales
Humbold Grieg.....Asst. to Vice-President
G. T. C. Fry.....Eastern Sales Mgr.
Ridgway Hughes.....Director of Presentations
John Donohue.....Asst. to Vice President
in Charge of Sales (Detroit)

Sales Service

Thomas P. Robinson.....Manager

National Spot and Local Sales Department

M. B. Grabhorn
Manager of Owned & Operated Stations and WJZ
Ralph Dennis.....National Spot Sales Manager
John Brooke.....Eastern Spot Sales Manager
Clarence L. Doty.....WJZ Sales Manager
John J. Hade.....WJZ Program Manager
Ludwig W. Simmel
Co-op Program Business Manager

Harold B. Day
Co-op Program Sales & Promotion Manager
Concetta Porreca.....Sales Service Manager

Stations Department

John H. Norton.....Vice President
Ernest L. Jahncke.....Manager Station Relations
Raymond Diaz.....Traffic Manager

Treasurers

C. Nicholas Prialux.....Vice Pres. and Treas.
Anthony M. Hennig.....Assistant Treasurer
Alexander D. Nicol.....Controller
Henry T. Hede.....Purchasing Agent

CENTRAL DIVISION—CHICAGO

E. R. Borroff.....Vice President in Charge
G. I. Berry.....Sales Manager
Kenneth Christiansen.....Traffic Supervisor
Fred J. Dickinson.....Office Manager
L. E. Douglass.....Program Business Manager
Walter L. Emerson.....Legal Counsel
E. C. Horstman.....Engineering Manager
Robert Jones.....Station Relations
C. T. Hagman.....General Manager
Robert White.....Public Service Supervisor

Anthony Koelker....Mgr. Program Sales Dept.
Eli Henry.....Publicity Manager
F. E. Kasser.....Supervisor of Announcers
Olive D. McCann.....Supervisor of Research
Roy McLaughlin
Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.
Cornelius O'Dea.....News Supervisor
Harold Stokes.....Program Manager
Karl R. Sutphin.....Sales Promotion Supervisor
Donald Kilion.....Production Manager

WESTERN DIVISION—HOLLYWOOD

Don Searle.....Vice President in Charge
Clifford Anderson.....Program Business Manager
Dorothy L. Brown.....Continuity Acceptance Mgr.
R. G. Denechaud.....Engineering Supervisor
John I. Edwards.....Program Operations Manager
Paul Gates.....Evening Program Manager
Russell Hudson
Recording & Sales Service Manager
Dresser M. Dahlstead.....Chief Announcer
Wm. J. Davidson.....Program Operations Mgr. KECA
Foster May.....Manager of News

Norman Ostby....Asst. to Vice. Pres. in Charge
Thomas Palmer.....Mgr. Technical Operations
Clyde Scott.....General Manager KECA
Melvin P. Wamboldt
Mgr. Production-Program Operations
J. Donald Wilson....Dir. Program and Production
Walter W. Lonner.....Traffic Manager
Frank Samuels.....Pacific Coast Sales Manager
Amos Baron.....Spot Sales Manager
John J. O'Mara.....Sales Promotion Manager
Francis Conrad.....Station Relations Manager

WESTERN DIVISION—SAN FRANCISCO

Gayle Grubb.....General Manager KGO
A. E. Evans.....Engineering Manager
Eleanor Higby.....Traffic Manager
Robert Laws.....Promotion and Publicity Manager


Kirkham Torney.....Sales Manager
Bloyce Wright.....Program Manager
Francis La Tourette.....News Manager
Lorraine Jenevein.....Continuity Editor

AMERICAN BROADCASTING CO., INC.

WJZ, New York.....Owned, operated and represented by ABC
WXYZ, Detroit.....Owned and operated by ABC
WENR, Chicago.....Owned, operated and represented by ABC
KECA, Los Angeles.....Owned and operated by ABC
WMAL, Washington.....Owned by Evening Star Publishing Co.
Represented by ABC
KGO, San Francisco.....Owned, operated and represented by ABC

On the Calendar...

1947

SUN	MON	TUE	WED	THUR	FRI	SAT
 <p>KSD-TV The ST. LOUIS POST-DISPATCH TELEVISION Station</p> <p>AND</p> <p>KSD-FM The ST. LOUIS POST-DISPATCH Frequency Modulation Station</p>						



KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

To an industry dynamic as broadcasting must necessarily be, every new year is filled with promise and challenge. If 1947's promise and challenge is realized, it will be largely because radio has spent a good deal of 1946 taking the measure of its peacetime tasks. The range of these tasks have been wide and will continue so, but their focus, unmistakably, is the nation's and the world's need for preserving our hard-won peace and for extending its benefits.

It is not by mere chance that the Columbia network's reemphasis on programs, with a marked increase in public affairs broadcasts, and William S. Paley's recent pronouncement on radio's need for earnest self-examination are inter-related aspects of radio's reconversion. The past year also saw the realization of Columbia's color television development in public demonstrations and an extensive hearing before the FCC.

In the field of news coverage, reconversion was not merely a matter of shifting the emphasis to domestic affairs. New program formats needed to be devised and realignments of overseas reporting staffs, newsgathering and transmitting facilities effected. These things were done with the conviction that spreading news and knowledge of peace would be as important and exacting as any of radio's wartime responsibilities. A preview of a network newsroom's place in the post-war scheme of things, incidentally, was spotlighted when CBS reluctantly decided to withdraw its staff correspondent from Moscow. The decision was made after the Soviet Ministry of Foreign Affairs informed CBS that shortwave facilities for transmission to the United States would no longer be available to foreign broadcasters.

Many of the findings were clearly summarized in the facts compiled by the University of Denver's National Opinion Research Center. These showed, among other things, that 84 per cent of the public believes radio is doing a good or excellent job as compared with substantially smaller percentages holding the same opin-



FRANK STANTON
President

ion concerning the press, schools, church and government.

Mr. Paley's address before the 24th annual convention of the National Association of Broadcasters clearly defined objectives for the future. One of Mr. Paley's conclusions, the need for keeping the listening public adequately informed of radio's operations and inherent problems was turned immediately into action.

Beginning December 1, 1946, and continuing for an indefinite number of weeks, CBS is undertaking to help radio listeners reason more intelligently about broadcasting by a series of programs entitled "Time for Reason—About Radio."

The most striking result of Columbia's endeavors in the field of television, at the end of 1946, has been to enable the American people to make an intelligent decision based on factual data and practical considerations concerning the kind of television they want—color or black-and-white. To achieve this vantage point for the public, Columbia expended more than \$2,000,000 in two years, maintained a laboratory staff numbering more than 100, and held over 200 demonstrations for representatives of government, industry, press and public.

Exhaustive field tests were made to demonstrate the immediate serviceability of color television in large urban areas. A dual-band combination receiver was developed to permit reception of black-and-white as well as color television programs. A fully electronic receiver tube was demonstrated for use in projection or direct viewing under sequential standards. The actuality of color was further underlined by licensing of three major manufacturers to produce transmitter equipment and home receivers for color television. In December the FCC conducted a public hearing to decide on commercial operation of color television stations to operate in competition with present black-and-white stations.

The Commission's decision will probably be handed down early in 1947. And until that decision is known, all predictions for near future of tele should be withheld.

CBS

COLUMBIA BROADCAST



CASTING SYSTEM





C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin

Samuel Paley
William S. Paley
Joseph H. Ream

Leon Levy
J. A. W. Iglehart
Isaac D. Levy
Frank K. White

Dorsey Richardson
Frank Stanton
Herbert Bayard Swope

Officers

William S. Paley.....Chairman of the Board
Frank Stanton.....President
Joseph H. Ream.....Vice President and Secretary
Frank K. White.....Vice President and Treasurer
Adrian Murphy.....Vice President
H. V. Akerberg
Vice President in Charge of Station Relations
H. Leslie Atlass
Vice President in Charge of Central Division
Douglas Coulter
V-P and Dir. of Com. Program Development
William C. Gittinger.....V.P. in Charge of Sales
L. W. Lowman.....V.P. in Charge of Television
Howard S. Meighan
V.P. in Charge of Station Administration

Edward R. Murrow
Vice President and Director of Public Affairs
Davidson Taylor...V.P. and Director of Programs
D. W. Thornburgh
Vice President in Charge of Western Division
S. R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Secretary
Arthur Padgett.....General Auditor

Guy della-Cioppa,
Assistant to the Chairman of the Board
Nathan L. Halpern.....Executive Assistant
Edward Saxe.....Asst. to the Treasurer
Paul W. Kesten.....Consultant

DEPARTMENTS AND DIVISIONS

Accounting Department

S. R. Dean....Assistant Treas. and Comptroller
William J. Flynn.....Assistant Comptroller
L. C. Merrick.....Assistant Comptroller
Sophie Hinze.....Cashier

Construction and Building Operations Department

C. R. Jacobs...Acting Director of Construction
Joseph E. Werden
Manager of Building Service Operations
James R. Stevens...Mgr. of Theater Operations
Pier Chericci.....Mgr. Construction Operations

Copyright Department

Donald Ball,
Director of Copyright & Asso. Dir. of Editing
W. Clark Harrington
Supervisor, Music Clearance Division

General Engineering Department

William B. Lodge..Director of Gen. Engineering
A. B. Chamberlain.....Chief Engineer
J. W. Wright.....Chief Radio Engineer
H. A. Chinn.....Chief Audio Engineer

Engineering Research and Development Department

Peter C. Goldmark.....Director
Paul H. Reedy.....Chief Engineer
John H. Martin.....Executive Assistant

Legal Department

Julius Brauner.....General Attorney
Kenneth L. Yourd.....Senior Attorney

Network Sales Department

William C. Gittinger...V.P. in Charge of Sales
John J. Karol.....Sales Manager
William J. Fagan.....Administrative Manager
Allyn Jay Marsh.....Assistant Sales Manager
Charles H. Smith.....Market Research Counsel
Charles E. Midgley, Jr....Sales Service Manager
Chicago Office Network Sales, 410 North Michigan

W. Donald Roberts.....Western Manager
Detroit Office Network Sales, Fisher Building
Joseph Spadea.....Manager

Program Department

Davidson Taylor
Vice President and Director of Programs
William Fineshriber...Asst. Director of Programs
R. S. Langham.....Coordinator of Broadcasts

General

James H. Fassett
Supervisor of Serious Music Programs
Larry Puck.....Supervisor of Popular Music
Programs and Talent Scout
Marjorie Morrow.....Casting Director
Lucile Singleton...Director of Vocal Auditions
and Manager of Script and Record Library
Frances Farmer Wilder

Consultant on Daytime Programs
Red Barber.....Director of Sports Broadcast

Program Writing Division

Robert J. Landry...Director of Program Writing

Program Operations Department

James M. Seward.....Director of Operations
I. S. Becker.....Assistant Director of Operations
R. R. Ray...Assistant to Director of Operations
Leonard Zimmerman,

Asst. to Director of Operations

Music Library Division

Julius Mattfield.....Director of Music Library

Network Operations Division

Hrace Guillotte...Mgr. of Network Operations

Program Typing Division

Harriet Hess...Supervisor of Program Typing

Sound Effects Division

Walter R. Pierson
Manager of Sound Effects Division

Davidson Vorhes.....Assistant Manager

Technical Operations Division

Henry Grossman
Director of Technical Operations

R. G. Thompson
Manager of Technical Operations, Eastern Div.

Traffic Division

Hugh A. Cowham
Commercial Engineer in Charge of Traffic

A. H. Petersen.....Traffic Manager

Public Affairs Department

Edward R. Murrow...V.P.-Director Public Affairs

Gerald F. Maulsky.....Asst. to Director

Wells Church...Director of News Broadcasts

Henry Wefing...Asst. Dir. of News Broadcasts

Education Division

Lyman Bryson.....Counselor of Public Affairs

Robert Hudson.....Director of Education

Leon Levine...Assistant Director of Education

Helen Sioussat.....Director of Talks

Elinor Inman...Director of Religious Broadcasts

John Pfeiffer.....Science Director

Press Information

George Crandall.....Director

Arthur Perles.....Assistant Director

Michael Boscia.....Manager of Operations

Charles F. Pekor, Jr...Assistant to the Director

Walter Seigal...Manager of Photographic Division

Anne Harding...Manager of Service Division

Michael Foster.....Trade News Editor

Dorothy Leffler...Manager Magazine Division

Purchasing Department

John E. Forsander.....Purchasing Agent

Radio Sales

J. L. Van Volkenburg.....General Manager

H. A. Carlborg.....Eastern Sales Manager

New York

Wilbur S. Edwards...Western Sales Manager

Chicago

John Brumbach...Representative, San Francisco

William Ogden...Representative Detroit Office

H. H. Holtzouser...Southern Sales Manager

Atlanta

L. D. Larimer...Representative, Los Angeles

Richard Hess...Supervisor of Research for

C-O Stations & Radio Sales

Howard Stanley...Dir. Promotion for Radio Sales

Emmett Heerd...Manager of Sales Service

Research Department

Elmo C. Wilson.....Director of Research

Oscar Katz...Associate Director of Research

Edward Reeve.....Chief Statistician

Reference Department

William C. Ackerman
Director of CBS Reference Department

Stanford Mirkin
Manager of Program Research Division

Agnes Law.....Librarian

Sales Promotion and Advertising Department

Paul M. Hollister...Vice President in Charge
of Advertising & Sales Promotion

John Fox.....Manager of Production

Thomas D. Connolly...Dir. of Program Promotion

Louis Hausman...Manager of Presentation Division

John P. Cowden...Director of Promotion Service

for C-O Stations & Radio Sales

Station Administration Department

Howard S. Meighan
Vice President and Director of Station Admin-
istration

Station Relations Department

H. V. Akerberg...Vice President in Charge
of Station Relations

J. Kelly Smith...Director of Station Relations

William A. Schudt, Jr...Eastern Division Manager

Chicago Office, Station Relations

410 North Michigan Avenue

Ralph S. Hatcher...Central Division Manager

Los Angeles Office, Station Relations

Columbia Square

Edwin Buckalew...Western Division Manager

Television Department

Lawrence W. Lowman

Vice President in Charge of Television
Worthington Miner.....Director of Television
Leonard Hole.....Director of Plans Division
George Moscovics.....Commercial Manager
Merritt H. Coleman.....Director of Operations
Ben Feiner, Jr.....Acting Director of Programs
James Kane.....Manager of Press Information

New York City

WCBS and WCBS-FM, 485 MADISON AVE.
Arthur Hull Hayes.....General Manager
G. Richard Swift,
Program Director and Asst. Gen. Mgr.
Don Miller.....Sales Manager
Henry Grossman.....Chief Engineer
Jules Dundes.....Sales Promotion Manager
Henry Untermeyer...Director of Special Events
D. Gordon Graham...Asst. Program Director
William Ellwell...Manager of Program Operations

BOSTON—WEEI

182 Tremont Street
Harold E. Fellows...Manager of New England
Operations for CBS and Gen. Mgr. of WEEI
Kingsley F. Horton...Assistant Manager-Director
of Programs and Sales
Harold Dorschug.....Director of Engineering,
Sound and Transcriptions
Marie Houlahan...Director of Press Information
Guy C. Cunningham...Director of Sales Promotion
H. Roy Marks.....Assistant Sales Manager

CHICAGO—WBBM and WBBM-FM

410 North Michigan Avenue
H. Leslie Atlass...Vice President in Charge
of Central Division and Gen. Mgr. of WBBM
Frank Falknor.....Assistant General Manager
Walter Preston.....Act. Dir. of Program Dept.
Urban Johnson.....Chief Sound Technician
G. V. Sherman.....Chief Engineer of WBBM
Everett Holles.....News Editor
Robert Savage.....Sales Promotion Manager
Erwin H. Shomo.....Sales Manager
George T. Case...Assistant Program Director
Don E. Kelley...Director Press Information
Louis Lazarus.....Accountant

MINNEAPOLIS—ST. PAUL—WCCO

625 Second Avenue, South.
Austin E. Joscelyn...General Manager
J. J. Beloungy.....Chief Engineer
Thomas Dawson.....Sales Manager

John Lucas.....Accountant
Carl Small Ward...Manager of Sales Promotion
and Director of Press Information

LOS ANGELES—KNX Columbia Square

D. W. Thornburgh...Vice President in Charge
of Western Division and Gen Mgr. of KNX
Harry W. Witt...Assistant General Manager
Charles D. Ryder, Jr...Manager of Accounting,
Personnel and Purchasing
Lester Bowman...Mgr. of Tech. Operations
Western Division and Chief Eng. of KNK
Clinton Jones.....News Editor
Hal Hudson.....Western Program Director
Charles Vanda.....Program Director
Lloyd Brownfield...Director of Press Information
Ralph W. Taylor...Manager of Sales Promotion
Chet Huntley
Director of Special Features and Public Events
J. Archie Morton...Sales Manager, KNX
Ben Paley.....Production Manager
Charles E. Morin
Sales Manager, Columbia Pacific Network
George W. Allen
Program Director, Columbia Pacific Network

SAN FRANCISCO OFFICE

Palace Hotel
Wayne Steffner.....Manager

ST. LOUIS—KMOX

401 South Twelfth Blvd.
Wendell B. Campbell...General Manager
Jerry Hoekstra,
Director Special Events and Press Information
Harry Harvey.....Chief Engineer
David Sutton.....General Sales Manager
J. Souldar Johnson...Director Public Relations
Jack Sexton.....Director of Program Sales
Robert F. DeVoe.....Supervisor of Accounting,
Personnel and Office

Carrington W. Doebler
Director of Sales Promotion

WASHINGTON—WTOP

Earle Building
Earl H. Gammons,
V.P. and Director of Washington Office
Carl Burkland...General Manager of WTOP
Martin D. Wickett...Program Director
Edward E. Scovill...Supervisor of Public Affairs
Clyde Hunt.....Chief Engineer
Maurice Mitchell...Sales Manager
Roy Passman...Director of Program Operations

Stations Owned and Operated By

COLUMBIA BROADCASTING SYSTEM

WCBS, New York

WBBM, Chicago

WCCO, Minneapolis-St. Paul

WTOP, Washington, D. C.

KMOX, St. Louis

KNX, Los Angeles

WEEI, Boston

Television Stations:
WCBS-TV, New York

FM Stations:
WCBS-FM New York
WBBM-FM, Chicago

HERE we are facing another year, and the network Presidents are all facing the problem of their annual statements to the radio business papers. This is an assignment I take a little more seriously each year because it gets to be a little more difficult each year. I don't particularly relish the role of prophet, but I do like to make the annual statements as honest and realistic as possible.

Looking toward 1947, I frankly see nothing ahead more clearly than a big pile of hard work to be done. I think it is bound to be a year in which re-appraisal of values and re-aligning of sights will be very much in vogue.

During 1946 we have seen the breaking of the status quo of the war years and the establishment of a great number of new stations, coupled with the expansion of networks, notably Mutual. During 1946 we also passed through the experience of a change from a "war economy" in advertising to the economy of stringency brought about by material shortages, labor difficulties and other largely unexpected obstacles.

As far as Mutual is concerned, we have been buckling down to the task of fitting our network to the needs of a competitive, stringent economy—while at the same time increasing our penetration of hometown America by the addition of stations in many markets which heretofore have been deprived of Mutual Network service. Our job has been to expand our coverage and at the same time to keep prices down, and we enter 1947 with a sense of very real achievement in having so largely reached this goal.

In building new programs for 1947—both sustaining shows and those intended for sale—and including programs which have a definite public service aim as well as those whose sole object is entertainment—we are holding our ideas to a very simple basic pattern. We are making a very special effort to build our programs with primary concern for the viewpoint of the average listener. Instead of thinking in grand terms—what might be called the



EDGAR KOBAK
President

"auditorium school of thought"—we are thinking in intimate terms, the "living-room school," or maybe the "kitchen school" if you like. No matter how large or broad or comprehensive a basic program idea may be, we plan in 1947 to hold it to its simplest factors—its impact upon the ears and minds of individual listeners.

We don't expect this thinking to win many headlines of itself because it is not sensational or even dramatic, but we think it is practical, that it is in keeping with the tone of 1947 as we sense it, and we hope it will produce results which will win their own headlines.

While we shall, of course, continue our search for new comedians, artists and writers, one of our chief objectives will be to build new and different types of programs which can be made available for commercial sponsorship at reasonable cost, because we believe 1947 will be a year in which good "idea" programs that do not cost too much will be the most salable shows. We believe that sponsors will be watching the dollars more closely than ever in 1947—not merely because the times are conducive to such careful watching of expenditures, but because advertisers are all the time learning more about the proper control of the advertising dollar and are getting keener sense of values in all forms of advertising including network broadcasting.

This keener sense of value is, of course, being aided by the improved factual material made available by the various research agencies. We feel that there has been a very healthy clearing up of the situation in respect to radio research, particularly in program audience research.

From the standpoints of network and station development, of programming, and of advertising strategy, of research and fact-finding, and of the use to be made of the facts when they are found—from all of these standpoints. I believe that 1947 will be a year of noses applied to grindstones, of saws being applied to wood and of sledge hammers being applied to the rock pile. We have to stick to it.



MUTUAL BROADCASTING

Alabama

WETA ANDALUSIA
 WJLD BESSEMER
 WTNB BIRMINGHAM
 WMSL DECATUR
 WAGT DOTHAN
 WJBY GADSDEN
 WBNP HUNTSVILLE
 WBPB MOBILE
 WWCY MONTGOMERY
 WLAY MUSCLE SHOALS
 WWHO OPELIKA
 WWHB SELMA
 WWEB SYLACAUGA
 WHTB TALLADEGA

Arkansas

KAMD CAMDEN
 KGRN FAYETTEVILLE
 KPFM FORT SMITH
 KNOZ HARRISON
 KPFA HELENA
 KWFC HOT SPRINGS
 KETM JONESBORO
 KXLR LITTLE ROCK
 KOTN PINE BLUFF

Bermuda

ZBM HAMILTON

California

KATY BAKERSFIELD
 KHSI CHICO
 KXO EL CENTRO
 KEM EUREKA
 KFRB FRESNO
 KNJ LOS ANGELES
 KATC MARYSVILLE
 KYOS MERCED
 KODM MONTEREY
 KWCV REDDING
 KXOA SACRAMENTO
 KFSM SAN BERNARDINO
 KGB SAN DIEGO
 KPRC SAN FRANCISCO
 KVEC SAN LUIS OBISPO
 KVOI SANTA ANA
 KDB SANTA BARBARA
 KCOK TULAREVISALIA

Colorado

KFL DENVER
 KFKJ GRAND JUNCTION

Connecticut

WICC BRIDGEPORT
 WONS HARTFORD
 WABC NEW LONDON
 WWCQ WATERBURY

Delaware

WILM WILMINGTON

District of Columbia

WDC WASHINGTON

Florida

WIRA FORT PIERCE
 WRFJ GAINESVILLE
 WJHF JACKSONVILLE
 WKWF KEY WEST
 WKAT MIAMI
 WMLC OCALA
 WDLF PANAMA CITY
 WTSP ST. PETERSBURG-TAMPA
 WTAL TALLAHASSEE

Georgia

WALB ALBANY
 WATL ATLANTA
 WBBQ AUGUSTA
 WMBR BAINBRIDGE
 WMOB BRANSONICK
 WBNF CARTERSVILLE
 WMLM CORDELE
 WMOG COVINGTON
 WBLI DALTON
 WMLT DUBLIN
 WBDN ELBERTON
 WMBB FITZGERALD
 WGGG GAINESVILLE
 WKEU GRIFFIN
 WLAG LA GRANGE
 WHEK MACON
 WMYG MILLEDGEVILLE
 WGOA ROME
 WCCP SARASNAH
 WWSN STATESBORO
 WRIC TOCOSA
 WGOV WOODSTOCK
 WATX WYCHWOOD

Hawaii

KNOW HONOLULU

Idaho

KID IDAHO FALLS
 KRIC LEVISTON
 KFXD Nampa Boise
 KWVW THIN FALLS
 KVAL WALLACE

Illinois

WCN CHICAGO
 WGIL CALESBURG
 WJPF HERRIN
 WBBR ROCK ISLAND-DAVENPORT

Indiana

WIBC INDIANAPOLIS

WASK LAFAYETTE
 WKBV RICHMOND
 WAOV VINNENNES

Iowa

WMT CEDAR RAPIDS
 KRCS CLINTON
 KRHT DES MOINES
 KRTH DUBUQUE
 KFVD FORT DODGE
 KFJB MARSHALLTOWN
 KBIZ OTTUMWA
 KMA SHENANDOAH
 KTRJ SIOUX CITY
 KICD SPENCER

Kansas

KVAK ATCHISON
 KTW EMPIRIA
 KIUL GARDEN CITY
 KVGB GREAT BEND
 KSL SALINA
 KFBI WICHITA

Kentucky

WJBJ BOWLING GREEN
 WKY FRANKFORT
 WLEN HARLAN
 WCHN HENDERSON
 WGRG LOUISVILLE
 WOM OWENSBORO
 WKYS PADUCAH

Louisiana

KPRB ALEXANDRIA
 WBOE NEW ORLEANS

Maine

WFAJ AUGUSTA
 WJOR BANGOR
 WCOU LEVISTON-AUBURN
 WMTW PORTLAND

Maryland

WCRM BALTIMORE
 WJF HAGERSTOWN
 WBOC SALISBURY

Massachusetts

WVAC BOSTON
 WVAR FALL RIVER
 WEIM FITCHBURG
 WHAI GREENFIELD
 WNYN HOLYOKE
 WMLN LOWELL-LAWRENCE
 WBRK PITTSFIELD
 WAAB WORCESTER

Michigan

WATT CADILLAC
 WHDF CALLUMET
 CKWL DETROIT
 WDBC ESCANABA
 WJMS IRONWOOD
 WKLA LUDINGTON
 WOMB MARQUETTE
 WKBZ MUSKOGEE
 WHLS PORT HURON
 WTCM TRAVERSE CITY

Minnesota

KDVE FERGUS FALLS
 WOL MINNEAPOLIS-ST. PAUL
 KWG MOORHEAD

Mississippi

WROX CLARKSDALE
 WCBJ COLUMBUS
 WCMR CORINTH
 WJFR GREENVILLE
 WJMN JACKSON
 WLAU LAUREL
 WMOX MERIDIAN
 WELU TUPELO

Missouri

KHMO HANNIBAL
 KWOS JEFFERSON CITY
 WMBH JOPLIN
 WMB KANSAS CITY (D)
 KCKN KANSAS CITY (N)
 KWOC POPLAR BLUFF
 KFEO ST. JOSEPH
 KWK ST. LOUIS
 KDDO SEDALIA
 RTB SPRINGFIELD

Montana

KBYT BILLINGS
 KBJJ MILES CITY
 KXEW SIDNEY

Nebraska

KOBN FREMONT
 KHAS HASTINGS
 KGFV KEARNEY
 KFOR LINCOLN
 KEON OMAHA

Nevada

KBNE BOULDER CITY
 KATO RENO

New Hampshire

WKXL CONCORD
 WKNH LACONIA
 WKBR MANCHESTER
 WHEB PORTSMOUTH

New Mexico

KOB ALBUQUERQUE
 KICA CLOVIS
 KXEW HOBBS
 KQFL ROSWELL
 RTNM TUCUMCARI

New York

WART ALBANY
 WMOB ALBURN
 WBSA BATAVIA
 WBRF BUFFALO
 WENT ELMHRA
 WWSG GLENS FALLS
 WENT GLOVERSVILLE
 WENT KINGSTON
 WALL MIDDLETOWN
 WOR NEW YORK CITY
 WSLB OGDENSBURG
 WSAF ROCHESTER
 WKAL ROME-UTICA
 WBCA SCHENECTADY

New Mexico

WLY SYRACUSE
 WATH WATERGOWN

North Carolina

WISE ASHEVILLE
 WBBB BURLINGTON
 WYCS CHARLOTTE
 WHHT DURHAM
 WNCN ELIZABETH CITY
 WNCI FAYETTEVILLE
 WGBR GOLDSBORO
 WOTC GREENVILLE
 WUNC HENDERSON
 WHPK HENDERSONVILLE
 WJSC JACKSONVILLE
 WISB LUMBERTON
 WHYY NEW BERN
 WBLF RALEIGH
 WCRB POANOKE RAPIDS
 WTPF SALISBURY
 WONS SHELBY
 WENC WHITEVILLE
 WGMN WYLMINGTON

North Dakota

KCCU BISMARCK-MANDAN
 KDLR DEVILS LAKE
 KSIJ JAMESTOWN
 KLPM MINOT
 KOVC VALLEY CITY

Ohio

WPKR AKRON
 WKYC CANTON
 WCPD CINCINNATI
 WHK CLEVELAND
 WKYC COLUMBUS
 WMOA HAMILTON
 WMOA MARIETTA
 WSTV STEUBENVILLE
 WBRM WARREN

Oklahoma

KWON BARTLESVILLE

Oregon

KASB ELK CITY
 KOCT OKLAHOMA CITY
 KHDG ONALASKA
 WBBZ PONCA CITY
 KOME TULSA

Oregon

KWIL ALBANY
 KAST ASTORIA
 KEND BEND
 KOOS COOS BAY
 KORE EUGENE
 KUMI GRANT'S PASS
 KFJI KLAMATH FALLS
 KALE PORTLAND
 KBMR ROSEBURG
 KSJM SALEM

Pennsylvania

WEST EASTON
 WLEU ERIE
 WKOR HARRISBURG
 WAZL HAZLETON



ASTING SYSTEM



South Dakota

- KAB ABERDEEN
- KNAX YANKTON

Tennessee

- WLK ATHENS
- WAGC CHATTANOOGA
- WZM CLARKSVILLE
- WBAC CLEVELAND
- WDSG DYERSBURG
- WBEJ ELIZABETHTON-JOHNSON CITY
- WGRV GREENEVILLE
- WRBQ MEMPHIS
- WSIX NASHVILLE
- WENK UNION CITY

Texas

- KRBC ABILENE
- KVET AUSTIN
- KIOX BAY CITY
- KBST BIG SPRING
- KBDW BROWNWOOD

KRIS CORPUS CHRISTI

- WUR DALLAS
- KZZZ FORT WORTH
- KLVV GALVESTON
- KGVL GREENEVILLE
- KYHE HOUSTON
- KSAM HUNTSVILLE
- KFAD LAREDO
- KKRO LONGVIEW
- LURKIN
- KRIG ODESSA
- KNET PALESTINE
- KDON PANAMA
- KPLT PARIS
- KVOP PLAINVIEW
- KPAC PORT ARTHUR-BEAUMONT
- KKGL SAN ANGELO
- KMAC SAN ANTONIO
- KREV SHERMAN-DENISON
- KKOR SPOLETTERWATER
- KTEA TEMPLE
- KCMC TEXARKANA
- KKGB TYLER

KWVC VERNON

- KVIC VICTORIA
- KWTK WACO

Utah

- KVNU LOGAN
- KIDD OGDEN
- KOAL PRICE
- KOVO PROVO
- KALL SALT LAKE CITY

Vermont

- WSYA RUTLAND
- WWSR ST. ALBANS
- WDEV WATERBURY

Virginia

- WSAP NORFOLK-PORTSMOUTH
- WVAH NORTON
- WSSV PETERSBURG
- WPVU PULASKI
- WLEE RICHMOND

Washington

- KKRO ABERDEEN
- KELA CENTRALIA-CHEHALIS
- KRBO EVERETT
- KWIK LONGVIEW
- KOY OLYMPIA
- KVI SEATTLE-TACOMA
- KFIO SPOKANE
- KUJ WALLA WALLA
- KIT YAKIMA

West Virginia

- WVNR BECKLEY
- WTP CHARLESTON
- WPLH HUNTINGTON
- WMDN MONTGOMERY
- WABR MORGANTOWN
- WBRW WELCH
- WBTH WILLIAMSON

Wisconsin

- WHBY APPLETON
- WATW ASHLAND

WSBR DULUTH SUPERIOR

- KPFC FOND DU LAC
- WKLO JANEVILLE
- WOMT MANITOWOC
- WFOY PORTNETTE-MADISON
- WJMC RICE LAKE
- WVHR WISCONSIN RAPIDS

Wyoming

- KDFN CASPER
- KODI CODY
- KPOW POWELL
- KVBS ROCK SPRINGS
- KWYO SHERIDAN

BERMUDA

NETWORK FACILITIES AS OF JAN. 1, 1947



MUTUAL BROADCASTING SYSTEM



- Alabama**
WCTA ANDALUSIA
WBLD BESSEMER
WTRB BIRMINGHAM
WWSL DECATUR
WABT DOTHAN
WBYT GADSDEN
WMPH HUNTSVILLE
WWSB MOBILE
WMDY MONTGOMERY
WMLT MUSCLE SHOALS
WHO OPELKA
WHRB SELMA
WHRB SYLACAUGA
WHTS TALLAPOOSA
- Alaska**
KABD CANNON
KSNH FAIRBANKS
KPPW FORT SMITH
KHOZ HARRISON
KRAA HELENA
KRWK HOT SPRINGS
KTRH JOHNSBORO
KSLR LITTLE ROCK
KOTN PINE BLUFF
- Bermuda**
ZM HAMILTON
- California**
KATY BAYSFIELD
KRLN CHICO
KXO EL CENTRO
KJMB EUREKA
KJH FRESNO
KJH LOS ANGELES
KMYC MARFACVILLE
KJHR MERCED
KDON MONTEREY
KCVY REDDING
KSLR SACRAMENTO
KESB SAN BERNARDINO
KOB SAN DIEGO
KRC SAN FRANCISCO
KVC SAN LUIS OBISPO
KVOZ SANTA ANA
KOB SANTA BARBARA
KOK TULARE-VISALIA
- Colorado**
KFL DENVER
KFXI GRAND JUNCTION
- Connecticut**
WCCB BRIDGEPORT
WOMS HARTFORD
WMLC NEW LONDON
WCCO WATERBURY
- Delaware**
WILM WILMINGTON
- District of Columbia**
WOL WASHINGTON
- Florida**
WJLA FORT PIERCE
WXPJ GAINESVILLE
WXPJ JACKSONVILLE
WXPJ KEY WEST
WXPJ MIAMI
WXPJ OCALA
WXPJ PANAMA CITY
WXPJ ST. PETERSBURG-TAMPA
WXPJ TALLAHASSEE
- Georgia**
WALS ALBANY
WATL ATLANTA
WAGO AUGUSTA
WMOB BAINBRIDGE
WMOB BRUNSWICK
WHRK CARTERSVILLE
WJLM COCOLE
WMOG COWINGTON
WJLI DALTON
WJLT DUBLIN
WJON FERRISBURG
WJON FITZGERALD
WJON GAINESVILLE
WJON ORIFLAIN
WJON LA ORANGE
WJON MACON
WJON MILLCROFTVILLE
WJON ROMA
WJON SAVANNAH
WJON STATESBORO
WJON TOCOSA
WJON VALDOSTA
WJON WAYCROSS
- Hawaii**
KHON HONOLULU
- Ideho**
KID IDAHO FALLS
KBLC LEWISDALE
KEXG NAMPY FALLS
KVMY TWIN FALLS
KVAL WALLACE
- Illinois**
WJON CHICAGO
WJON GALESBURG
WJON HELEN
WJON ROCK ISLAND DAVENPORT
- Indiana**
WIRC INDIANAPOLIS
- Iowa**
WITF CEDAR RAPIDS
KXOS CLIFTON
KXMT DES MOINES
KOTM DUBOQUE
KVMY FORT DOUGLASS
KTB MARSHALLTOWN
KRLI OTTAWA
KMA SHENANDOAH
KTLI SIOUX CITY
KICB SPENCER
- Kansas**
KVAE ATCHISON
KSNH EMPORIA
KSNH GARDEN CITY
KVMY GREAT BEND
KRAL SAIINA
KXKI WICHITA
- Kentucky**
WJLI BOWLING GREEN
WJLI DANFORTH
WJLM HARIAN
WJON HENDERSON
WJBC LOUISVILLE
WJON OXFORD
WJTB PADUCAH
- Louisiana**
KFOR ALBANY
WJON NEW ORLEANS
- Maine**
WJON AUGUSTA
WJON BANGOR
WJON LEWISDALE
WJON PORTLAND
- Maryland**
WJON BALTIMORE
WJLI HAGERSTOWN
WJOC HAGERSTOWN
- Massachusetts**
WJON BOSTON
WJON FALL RIVER
WJON FITCHBURG
WJON GREENFIELD
WJON HOLYOKE
WJON LOWELL-LAWRENCE
WJON PITTSFIELD
WJON WORCESTER
- Michigan**
WJLI CANTON
WATL CALUMET
WJON DETROIT
WJON ESCANABA
WJON FERRISBURG
WJON HUNTSVILLE
WJON LUDINGTON
WJON MARQUETTE
WJON MUSKOGEE
WJON PORT HURON
WJON TRAVELER CITY
- Minnesota**
KJON FERGUS FALLS
WJON MINNEAPOLIS-ST. PAUL
KVOZ MOONHEAD
- Mississippi**
WJON CLARIFER
WJON COLUMBUS
WJON COVINGTON
WJON GREENVILLE
WJON HARRISON
WJON JACKSON
WJON LAUREL
WJON MERIDIAN
WJON TUPELO
- Missouri**
KJON HANNIBAL
KJON JEFFERSON CITY
WJON JOPLIN
WJON KANSAS CITY (S)
KJON KANSAS CITY (N)
KJON POPLAR BLUFF
KJON ST. JOSEPH
KJON ST. LOUIS
KJON SEDALIA
KJON SPRINGFIELD
- Montana**
KBY BILLINGS
KJON MILES CITY
KJON SIOUX
- Nebaska**
KJON FREVORT
KJON HASTINGS
KJON KEARNEY
KJON LINCOLN
KJON OMAHA
- Nevada**
KJON BOULDER CITY
KJON RENO
- New Hampshire**
WJON CONCORD
WJON LACONIA
WJON MANCHESTER
WJON PORTSMOUTH
- New Mexico**
KOB ALBUQUERQUE
KICA CLOVIS
KJON THORS
- North Carolina**
WJON ASHEVILLE
WJON DURHAM
WJON CHARLOTTE
WJON DURHAM
WJON ELIZABETH CITY
WJON GREENSBORO
WJON WAKE FOREST
WJON WYOMING
- North Dakota**
KJON BISMARCK-MANDAN
KJON DEVILS LAKE
KJON JAMES TOWN
KJON MINOT
KJON VALLEY CITY
- Ohio**
WJON AKRON
WJON CANTON
WJON CINCINNATI
WJON CLEVELAND
WJON COLUMBUS
WJON HAMILTON
WJON MARIETTA
WJON MARIETTA
WJON WASHINGTON
- Oklahoma**
KJON BARTLESVILLE
- Oregon**
KJON ASTORIA
KJON BEND
KJON COOS BAY
KJON EUGENE
KJON GRANTS PASS
KJON LAWRIN FALLS
KJON PORTLAND
KJON ROSEBURG
KJON SALEM
- Pennsylvania**
WJON ALTOONA
WJON BETHLEHEM
WJON PHILADELPHIA
WJON PITTSBURGH
WJON RICHMOND
WJON SCRANTON
WJON WASHINGTON
- Rhode Island**
WJON PROVIDENCE
- South Carolina**
WJON COLUMBIA
WJON GREENVILLE
WJON HARTSVILLE
WJON HARTSVILLE
WJON HARTSVILLE
WJON HARTSVILLE
- South Dakota**
KJON ABERDEEN
KJON TANTON
- Tennessee**
WJON ATHENS
WJON CHATTANOOGA
WJON CLARKESVILLE
WJON CLEVELAND
WJON DUBLIN
WJON GREENEVILLE
WJON HUNTSVILLE
WJON JACKSON
WJON LEXINGTON
WJON MEMPHIS
WJON NASHVILLE
WJON UNION CITY
- Texas**
KJON ARLINE
KJON AUSTIN
KJON BAY CITY
KJON BIG SPRING
KJON BROWNWOOD
- Utah**
KJON LOGAN
KJON OGDEN
KJON PRICE
KJON PROVO
KJON SALT LAKE CITY
- Vermont**
WJON RUTLAND
WJON ST. ALBANS
WJON WATERBURY
- Virginia**
WJON NORFOLK PORTSMOUTH
WJON NORFOLK PORTSMOUTH
WJON NORFOLK PORTSMOUTH
WJON NORFOLK PORTSMOUTH
WJON NORFOLK PORTSMOUTH
- Washington**
KJON ABERDEEN
KJON CENTRALIA CHEHALIS
KJON EVERETT
KJON LEWISVILLE
KJON OLYMPIA
KJON SEATTLE TACOMA
KJON SPOKANE
KJON WALLA WALLA
KJON YAKIMA
- West Virginia**
WJON BECKLEY
WJON CHARLESTON
WJON HUNTINGTON
WJON MORGANTHAU
WJON MORGANTHAU
WJON MORGANTHAU
WJON MORGANTHAU
- Wisconsin**
WJON MILWAUKEE
WJON MILWAUKEE
WJON MILWAUKEE
WJON MILWAUKEE
WJON MILWAUKEE
- Wyoming**
KJON CODY
KJON CODY
KJON CODY
KJON CODY
KJON CODY

NETWORK FACILITIES AS OF JAN. 1, 1947

MUTUAL Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

Executive Personnel

Board of Directors

Alfred J. McCosker
WOR, New York, Chairman
Edgar Kobak MBS, New York
E. M. Antrim WGN, Chicago
Willet H. Brown Don Lee, Hollywood
J. E. Campeau CKLW, Detroit
Chesser Campbell WGN, Chicago
H. K. Carpenter WHK, Cleveland
Benedict Gimbel, Jr. WIP, Philadelphia
John Shepard III. Yankee Network, Boston
Theodore C. Streibert WOR, New York
Lewis Allen Weiss. Don Lee, Hollywood
Linus Travers. Yankee Network, Boston

Officers

Edgar Kobak New York, President
Robert D. Swezey ...
New York, V.P. and General Manager
E. M. Antrim Chicago, Secretary
J. E. Wallen New York, Treasurer
Controller and Asst. Secretary
Phillips Carlin New York, Vice-President
in Charge of Programs
Z. C. Barnes New York, Vice-President
in Charge of Sales
Carl Haverlin New York, Vice-President
in Charge of Station Relations
A. A. Schechter New York, Vice-President
in Charge of News, Special Events
and Publicity
Robert A. Schmid New York, Vice-President
in Charge of Advertising, Promotion
and Research
A. N. Hult Chicago, Vice-President
in Charge Midwest Operations

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak President
Robert D. Swezey ... V.P. and General Manager

Accounting Department

James E. Wallen Controller
George Ruppel Asst. Controller
Richard Groome Auditor
George Westby Budget Director

Legal Counsel

Louis C. Caldwell Washington
Keith Masters Chicago
Andrew C. Hamilton Chicago
Leo Lauterstein New York
David Brown New York

Engineering Department

E. M. Johnson Chief of Engineering
Leslie Learned Manager of Traffic
James Chapman ... Supervisor of Engineering
Lewis R. Tower Chief of Facilities

Program Department

Phillips Carlin Vice-President in Charge
Adolph Opfinger Asst. to Vice-President
B. J. Hauser Dir. of Cooperative Programs
Walter Lurie .. Director of New Program Dept.
Herbert Rice Director of Production
Nick Keesely Manager of Program Sales
Edwin Otis ... Supervisor of Coml. Programs
H. L. Fishel Script Editor
Elsie Dick Director of Women's and
Religious Activities
Dorothy Ann Kemble Director of Continuity
Acceptance

Office Management

James E. Wallen.....Office Manager
Beatrice M. Marschner.....Personnel Director
Ruth Hendler.....Purchasing Agent
Margaret Maloney.....Telephone Supervisor

Sales Department

Z. C. Barnes.....Vice President in Charge
E. P. H. James.....Manager of Sales Operations
Duncan R. Buckham.....Eastern Sales Manager
John R. Overall.....Divisional Sales Manager
George Benson.....Divisional Sales Manager
T. E. Danley.....Manager of Sales Traffic
Alma Graef.....Asst. Mgr. Sales Operations
Ruth Ward,
Director of Contracts and Estimates

News and Special Events

A. A. Schechter.....Vice-President in Charge
Milton Burgh.....Director of News
Jack Paige.....Director of Special Events
Paul Jonas.....Director of Sports
James E. O'Byron.....Director of Publicity
Francis X. Zuzulo.....Asst. Director of Publicity
Robert Wilson.....Manager of Exploitation
Mitchell Jablons.....Trade News Editor
Geraldine Foster.....Photo Editor
Joan Stanton.....Magazine Editor
John Skinner.....Press Editor
Harold Gold.....Copy Chief

Washington Staff

Charter Heslep.....Washington Representative
Alexandra Roudybush.....Administrative Asst.

Sales Promotion and Research Department

Robert A. Schmid.....Vice-President in Charge of
Advertising, Promotion and Research

Foreign Correspondent for Mutual Broadcasting System

Robert F. Allen.....Mexico City
Ted Christie.....Paris
Burton Crane.....Tokyo
Jules Dubois.....Panama
Gerald Dougherty.....Buenos Aires
Robert Durham.....Oslo
John Fisher.....Moscow
Robert Gary.....Frankfort
Randall Gould.....Shanghai
Ted Hoskins.....Cairo
Josef Israels II.....Vienna

Harold Coulter
Asst. Manager Advertising & Research
Richard Puff.....Manager of Research
Carleton McVarish.....Mgr. Audience Promotion
Jesse Thompson.....Copy Chief
Helen O'Reilly.....Production Supervisor

Station Relations Department

Carl Haverlin.....Vice-President in Charge
Charles Godwin.....Manager of Station Relations
Robert Carpenter.....Field Rep. (Southwest)
Harry LeBrun.....Field Rep. (Southeast)
Don Ioset.....Field Representative (East)
Paul Hancock.....Station Research
Dorothy Driscoll.....Station Traffic

Chicago Staff

Adolph Hult.....Vice-President in Charge of
Midwest Operations
Carroll Marts.....Assistant to Vice-President
DeWitt Mower.....Midwestern Sales Mgr.
Gilbert McClelland.....Sales Promotion Manager
James Mahoney.....Field Representative
Division-Station Relations
George P. Herro.....Publicity Director
Myrtle Goulet.....Station Traffic Supervisor

Detroit Staff

Penabscot Bldg.

Herbert Faust.....Central Division Manager

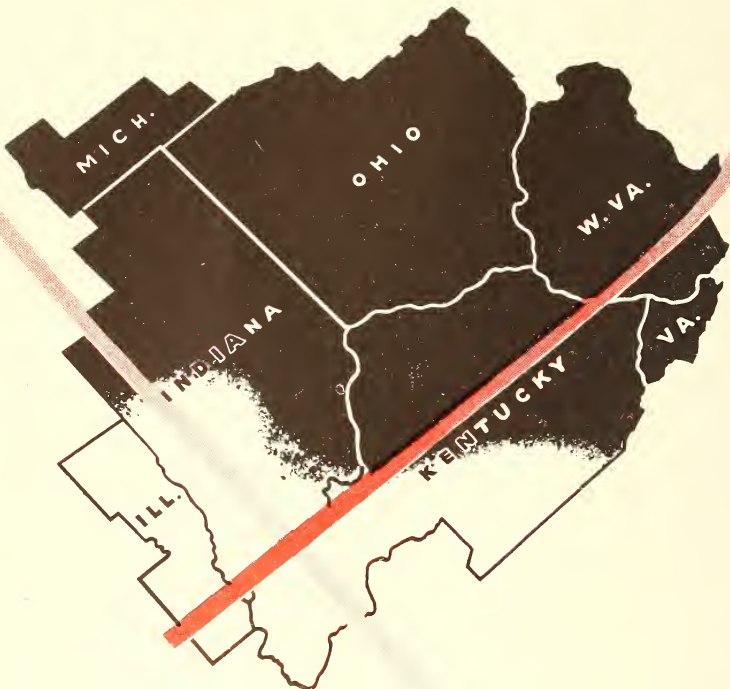
Pittsburgh Office

William Penn Hotel

Richard Bachman.....Sales Representative

Birger Jacobsen.....Sweden
Arthur Mann.....London
David Perlman.....Paris
Anne Stadler.....Madrid
Robert Stewart.....Manila
Helen Townsley.....Rio de Janeiro
Frank Viner.....Prague
Alfred Wagg.....New Delhi, India
James Wellard.....Rome
James Wahl.....Honolulu

in this area...



***In this area there are 2,735,051
radio homes. Of these homes,
ONE STATION in four weeks...***

*reaches 70.1% between 6 AM and Noon
reaches 70.8% between Noon and 6 PM
reaches 79.2% between 6 PM and Midnight
reaches 81.2% between 6 AM and 6 PM
reaches 86.1% between 6 AM and Midnight*

and that ONE STATION is ...

WLW

THE NATION'S MOST MERCHANDISE ABLE STATION

Nielsen Radio Index February-March, 1946

CROSLY BROADCASTING CORPORATION

TWO great responsibilities face American radio now that the fighting war has ended: To help win a secure peace and to help heal the ugly scars of war that deface the world. And overshadowing these two companion missions is the great problem of harnessing atomic energy for peace rather than destruction.

Radio can face these tremendous problems of the future with a feeling of confidence because of its record in mobilizing this country for war and helping to win the war. That it was able to do so with such effectiveness is a tribute to the American system of democracy under which radio broadcasting exists as a free competitive enterprise, regulated by the government and supported by public spirited advertisers.

In the new era, which is now open, television will step forth as a gigantic new technical advance to aid radio in the fulfillment of its great obligations. In this new era, television will become the greatest means of mass communication and education the world has ever known. Television, of course, will not entirely replace radio broadcasting and eventually each will find its place in the American home as complementary educational and entertainment services.

For radio to help solve the world's problems, governments must make it possible for all people to have freedom to listen. Only thus can truth triumph over rumor, and only thus can people have facts and knowledge which they must have to work out a world-wide peace.

Toward this end the National Broadcasting Company is making one of its chief objectives the education of our nation for the responsibilities of peace. We are attempting to meet that responsibility through the NBC-United Nations project which is designed to acquaint every American with the meaning and objectives of the problems they face. This project has extended the hand of co-operation and friendship to the radio industry leaders of our Allies and through it we hope eventually to work out a world-wide system of co-operation which will bring enlightenment and information to all.



NILES TRAMMELL
President

Our record of public service is comprised not alone of these fine programs which our Public Service Department originates for the network and its independent affiliated stations. Our record of public service is all that we do for the radio public—all our programs of drama, comedy, news, discussion, debate, religion, sports, symphonic music and talks. We recognize also that it is our advertisers who make possible

an economically sound network which enables us to utilize our resources in the service of our audience—both the mass audience and the class audience.

Let us be fundamental about this. Advertising in our competitive economy is not only necessary to the operation of modern industry but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom.

Therefore, not only is advertising in the public interest but it is the very expression of that interest—interest in all that is new, all that is better, all that inspires, stimulates, and drives us to make this a world of peace, of strength, of freedom, of equal opportunity for all.

We broadcasters, who are the stewards of radio's service to the public, must be vigilant in preserving its good name and reputation. No one station, no one network, can fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interests of broadcaster and sponsor is that which serves the best interests of the public.

Our basic standard must always be "Truth in Advertising." Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared not only by the advertiser who pays the bill and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public.





NATIONAL BROADCASTING COMPANY



NETWORK FACILITIES
AS OF JAN. 1, 1947

NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

James Rowland Angell	Bertram Cutler	James G. Harbord	Frank E. Mullen
Arthur E. Braun	Gano Dunn	Edward W. Harden	Edward J. Nally
John T. Cahill	Frank M. Folsom	Edward F. McGrady	David Sarnoff
	Niles Trammell		

Officers

David Sarnoff.....Chairman of the Board	John H. MacDonald...V.P. & Assistant Secretary
Niles Trammell.....President	Clarence L. Menser.....Vice President
Frank E. Mullen.....Executive Vice President	John F. Royal.....Vice President
A. L. Ashby...Vice President & General Counsel	Frank H. Russell.....Vice President
William Brooks.....Vice President	Sidney N. Strotz.....Vice President
Ken R. Dyke.....Vice President	Roy C. Witmer.....Vice President
C. Lloyd Egner.....Vice President	R. J. Teichner.....Treasurer
O. B. Hanson.....Vice President	H. F. McKeon.....Controller
William S. Hedges.....Vice President	Lewis MacConnach.....Secretary
Harry C. Kopf.....Vice President	C. E. Pfautz.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Niles Trammell.....President
Frank E. Mullen.....Executive Vice President
James Rowland Angell...Public Service Counselor
Ken R. Dyke
v.p. in Charge Broadcast Standards & Practices
Wm. S. Hedges,
v.p. in charge of Planning & Development
John H. MacDonald,
Vice President in Charge of Finance
Clayland T. Morgan...Assistant to the President
Roy C. Witmer.....v.p. & Asst. to President
Albert E. Walker.....Executive Assistant

Advertising and Promotion Department

Charles P. Hammond.....Director
James Nelson.....Assistant Director
Allen Hurlbert.....Art Director
George W. Wallace...Network Sales Promotion

Continuity Acceptance Department

Stockton Helffrich.....Manager

Controller's Department

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh R. McGeachie.....Assistant Controller

Engineering Department

O. B. Hanson...Vice President & Chief Engineer
George McElrath,
Manager of the Engineering Department
William A. Clarke.....Administrative Assistant
E. R. Cullen...Operations Assistant to the Manager
J. D'Agostino.....Liaison Engineer
Raymond F. Guy.....Radio Facilities Engineer
C. A. Rackey...Audio & Video Facilities Engineer
R. E. Shelby...Director of Technical Development
George E. Stewart...National Recording Supervisor
F. A. Wankel.....Eastern Division Engineer
J. Wood, Jr.....Manager of Technical Services

Finance Department

John H. MacDonald,
Vice President in Charge of Finance
J. Robert Myers,
Assistant to Vice President in Charge of Finance
Charles A. Wall,
Asst. to Vice-Pres. in Charge of Finance

General Service Department

Edward M. Lowell.....Director
Theodore Thompson.....Asst. Director and
Manager of Office Services Division
W. R. Thompson,
Supervisor of Building Maintenance Division

Guest Relations Department

Paul Rittenhouse.....Manager
Wilbur Erwin.....Exec. Asst. Manager
John Mills,
Asst. Mgr. in Charge of Reception
Peter Tintle,
Assistant Manager in Charge of Tours

Information Department

Horton Heath.....Director
Mrs. Irene Kuhn.....Assistant Director
Anita Barnard..Mgr. of Correspondence Division

International Department

Fred Bate.....Manager

Legal Department

A. L. Ashby...Vice President & General Counsel
Henry Ladner.....Assistant General Counsel
Carlyle E. Yates.....Assistant General Counsel
Edmund Souhami.....Attorney
John P. King.....Attorney
Paul B. Lynch.....Attorney
Richard H. Graham.....Attorney (Hollywood)
Thomas H. Compere.....Attorney (Chicago)
Willson I. Hurt.....Attorney (Denver)
Cahill, Gordon, Zachry & Reindel.....Counsel
(New York & Washington)

National Spot Sales Department

James V. McConnell.....Manager
Willan C. Roux.....Assistant Manager

Network Sales Department

Harry C. Kopf.....Vice President in Charge
George H. Frey.....Eastern Sales Manager
Edward R. Hitz..Assistant Eastern Sales Manager
F. Melville Greene.....Sales Service Manager

News and Special Events and International Relations Department

William F. Brocks.....Vice President in Charge
Stanley P. Richardson..Assistant to Vice President
Francis C. McCall.....Manager of Operations
Adolph Schneider,
Assistant Manager of Operations
Joseph O. Meyers...Assistant to Vice-President

Personnel Department

Ernest de la Ossa.....Director of Personnel
Ashton Dunn.....Manager
Ruth Hurd.....Records and Research Manager
Helen Kcrday.....Employment Manager
Corinne Pearson...Employee Services Manager

Press Department

Sydney Eiges.....Manager
Thomas E. Knode.....Assistant Manager
Jo Dine.....Trade Press Editor
Allan Kalmus.....Television Editor
Leo Hershderfer.....Copy Editor
James McLean.....Magazine Editor
Sam Kaufman.....Exploitation Editor
Leonard Meyers.....Music Editor
Sidney Desfor.....Photo Editor
Dorothy Collins.....Fashion Editor

Program Department

Clarence L. Menser...Vice President in Charge
Thomas McCray.....Eastern Program Manager
Robert K. Adams.....Production Manager
Thomas H. Belviso..Manager of the Music Library
Frank Black.....General Music Director
Robert Button.....Night Program Manager
Samuel Chotzinoff...Manager, Music Division
Patrick J. Kelly.....Supervisor of Announcing
Frederick Knopfke...Supervisor of Sound Effects
Richard P. McDonagh..Manager, Script Division
William Stern.....Director of Sports
Fred Shawn.....Administrative Assistant
Grace H. Sniffin.....Supervisor Business Office

Public Service Department

James Rowland Angell..Public Service Counselor
Dwight B. Herrick.....Manager
Gilbert C. Chase,

Supervisor of Music for University of the Air
Mrs. Doris Corwith...Assistant to the Manager
Margaret Cuthbert,

Director of Programs for Women & Children
Sterling Fisher..Assistant Public Service Counselor
Jane T. Wagner...Director of Home Economics

Radio Recording Department

C. Lloyd Egner.....Vice President in Charge
Robert W. Freidheim.....Manager
Henry P. Hayes,

Assistant to Vice President & Business Manager
Norman Cloutier..Manager of Thesaurus Programs
Charles G. Hicks, Jr...Recording Sales Manager
Willis B. Parsons,

Thesaurus & Syndicated Sales Manager
William Seth.....Director of Sales Promotion
George C. Stevens.....Office Manager
H. H. Wood.....Program Manager

Research Department

Hugh M. Beville.....Director
Barry T. Rumble.....Manager
Philip I. Merryman,

Manager Planning and Development Division

Stations Departments

Easton C. Woolley.....Director

Stations Relations Department

Sheldon B. Hickox, Jr. Manager

Traffic Department

Harry A. Woodman Traffic Manager

Television Department

John F. Royal Vice President in Charge
Noran Kersta Manager
Reynold Kraft Eastern Sales Manager
Warren Wade Executive Director, Program Div.
C. G. Alexander Business Mgr., Program Div.
R. W. Clarke Operations Supervisor
Allan Kalmus Press Editor
Charlotte Stern Promotion Manager

Transportation Department

Marie F. Dolan Manager

Treasurers Department

Rudolph J. Teichner Treasurer
William D. Blexham Purchasing Agent
William A. Williams Assistant to the Treasurer

WNBC Department

James M. Gaines Manager
William Burke Miller Assistant Manager
Robert Davis Press Manager
Thomas B. McFadden,
News and Special Events Manager
Charles H. Philips Advt. and Promotion Mgr.
deLancey Provost Program Manager
William O. Tilenius Sales Manager

Operated Stations

STATION MANAGERS

James M. Gaines Manager of Station WNBC
Vernon H. Pribble Manager of Station WTAM
Lloyd E. Yoder Manager of Station KOA
John W. Elwood Manager of Station KPO
Carleton D. Smith Manager of Station WRC

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

I. E. Showerman Mgr. of the Central Division
Emmons C. Carlson Sales Promotion Manager
Frank E. Chizzini Manager of Radio Recording
Thomas H. Compere Attorney
Robert M. Guilbert,

Continuity Acceptance Manager

William Drips Director of Agriculture
Jules Herbeuveaux Program Manager
A. W. Kaney Stations Relations Department
Howard C. Luttgens,

Central Division Chief Engineer

Paul McCluer Network Sales Manager
Oliver Morton National Spot Sales Manager
William B. Ray Mgr., News and Special Events
Jack Ryan Manager of Press Relations
Judith C. Waller Director of Public Service

Western Division— Hollywood

Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161

Sidney N. Strotz Vice President in Charge
Lewis S. Frost Asst. to the Vice President
Frank Berend,
Western Division, Network Sales Manager
Harold Bock,
Manager of Public and Television Operations
Robert V. Brown Program Manager
Frank Dellett Auditor
Paul Gale Traffic Manager
Donald Honrath Continuity Acceptance Manager
Lathrop Mack,
Western Division National Spot Sales Manager
Henry Maas Sales and Program Traffic Manager
Robert McAndrews,
Promotion and Advertising Manager
Jennings Pierce,
Public Service and Station Relations Manager
Leslie Raddatz Press Manager
Alfred Saxton,
Division Engineer, Western Division
Oscar Turner Radio Recording Manager
John Swayze News and Special Events Manager

Washington, D. C.

724 14th Street N.W., Washington, D. C.

Phone—Republic 4000

Frank M. Russell Vice President in Charge
Carleton D. Smith Manager WRC
R. G. Coldenstroth Auditor
Mahlon Glascock Sales Manager
Albert E. Johnson Engineer in Charge
William McAndrew,
Director, News and Special Events

Robert Morrison,
Manager, Radio-Recording Department
James Seiler Sales Promotion Advt. Manager
George Wheeler Program Manager

NBC STATIONS PLANNING AND ADVISORY COMMITTEE

Paul W. Morency WTIC, Hartford, Conn.
Richard H. Mason WPTF, Raleigh, N. C.
Milton Greenebaum WSAM, Saginaw, Mich.
H. W. Slavick WMC, Memphis, Tenn.
John J. Gillin, Jr. WOW, Omaha, Neb.
William B. Way KVOO, Tulsa, Okla.
Walter E. Wagstaff KIDO, Boise, Idaho
H. Quenton Cox KGW, Portland, Ore.

NBC Foreign Correspondents

Henry Cassidy, Hotel Scribe, Paris, France
Merrill Mueller, National Broadcasting Company,
43 Berkeley Square, London West 1, England
Max Jordan, Aeschengraben 31, Basle, Switzer-
land

Robert Magidoff, United States Military Mission,
c/o United States Embassy, Moscow, Russia
George Thomas Folster, GHQ, PRO, AFPAC, APO
500 c/o Postmaster, San Francisco, Japan,
(Tokyo)

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WNBC	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBT	New York (Television)	Owned and Operated by NBC
WNBC-FM	New York	Owned and Operated by NBC

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 897



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, LOnagacre 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Naylor Rogers
Vice-President Arthur Wolf
Vice-President Joseph Bayer
Secretary-Treasurer Sidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOnagacre 3-2221

General Manager.....Michael M. Sillerman
Director of Station Relations.....Mort Adams
Manager of Station Relations....Herbert Cole
Traffic Manager.....Selma Andrews
Sales & Promotion Consultant....Alvin Austin
Statistician.....Melvin G. Marden
Office Manager Rosita Seale
Account Executive Albert F. Dykes
Account Executive Noel A. Rhys

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 4590
Secretary-Treasurer.....Sidney J. Wolf
Accountant Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers

Hollywood

6331 Hollywood Blvd., Hollywood, Calif.
Phone, Hollywood 5338
Program Director Elaine N. Gonda
Pacific Coast Sales.....Ralph W. Harker

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050
Mid-Western Sales.....Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 230 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.

HOW

to extend
your
market

Annex the vast, largely untapped "BEYOND-METROPOLITAN" areas . . . the rich rural and small town centers where a population of 31,325,000 potential customers lives . . . where 20% of the nation's total retail food sales and 18% of total retail drug sales are made.

The **ONLY** network catering exclusively to BEYOND-METROPOLITAN America is the Keystone Transcription Network.



KEYSTONE NETWORK

WHEN

to
tackle
B-M-A

Right now, Beyond-Metropolitan America offers an eager, thriving market. War-planted industries in B-M-A have taken root and grown as peacetime producers, greatly enhancing income and purchasing power. Brand preference has not yet been established for many nationally advertised products. You can still annex this last domestic "new frontier" for YOUR brand, in ONE economical, streamlined operation, via KBS.



THIS IS THE KEYSTONE

WHERE

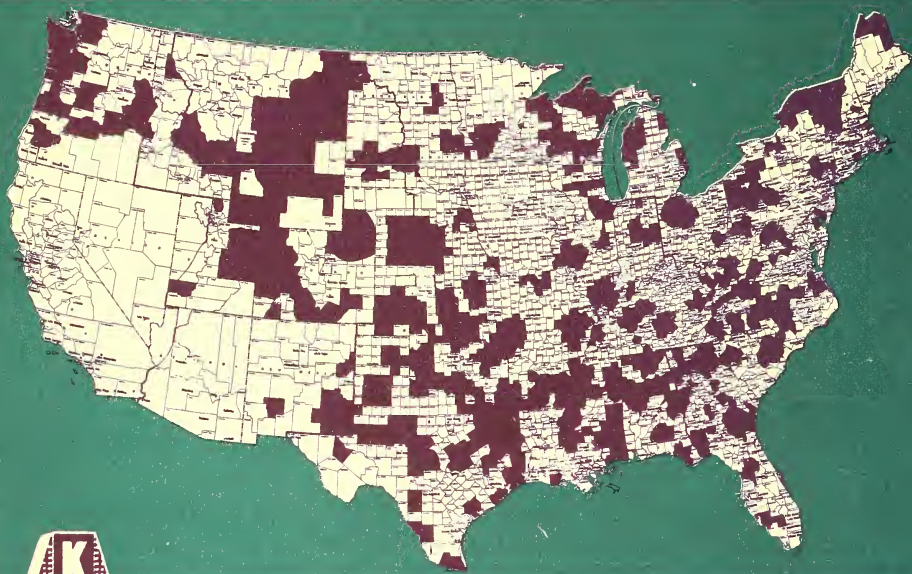
B-M-A
tunes
in

Surveys prove that B-M-A inhabitants prefer their own *local stations*, by overwhelming margin, over those coming in from remote places. THESE are the kind of stations included in the Keystone Network. The unique KBS transcription operation enables you to extend your national wired network programs to Beyond-Metropolitan America, at new low cost per actual new listener.



B R O A D C A S T I N G S Y S T E M

This is
"Beyond Metropolitan"
America



Success stories of leading national advertisers attest to the KBS sales-impact. The Keystone Network is the PIONEER in transcription network operation . . . an established, recognized structure, proven to be the simplest, most economical way of annexing "Beyond-Metropolitan" America. Discover what KBS can do for YOUR product.

K E Y S T O N E N E T W O R K

NEW YORK CITY 19 • CHICAGO 2 • HOLLYWOOD 28

REGIONAL NETWORKS

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

Manager Dick Lewis
Commercial Manager..... Bill Harvey
Promotion Manager..... Brick Miller

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.



The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager..... Albert D. Johnson
Program Manager..... J. R. Williams
Commercial Manager..... John L. Hogg
KTUC Manager..... Lee Little
KSUN Manager Carlton W. Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas-Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company



Arrowhead Network

WEBC Bldg., Duluth, Minn.

Phone, Melrose 2873

PERSONNEL

General Manager..... W. C. Bridges
Director of Operations.... H. E. Westmoreland
Promotion Manager..... H. H. Sonnenburg
WMFG Manager..... Harry Hyett
WHLB Manager..... Greg Rouleau
WEAU Manager..... Clyde Riddle
WJMC Manager..... Leonard Anderson

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire; WJMC, Rice Lake.

REPRESENTATIVE

George P. Hollingsbery Co.

Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 3-0747

PERSONNEL

President..... Harold H. Meyer
Director..... Glover DeLaney
Director..... G. J. Morey
Director..... Richard Davis
Director..... Sam Elman
Director..... Terry McGough
Director..... Levon Thomas

STATIONS

WNAB, Bridgeport; WATR, Waterbury; WSRB, Stamford; WNLC, New London; WELL, New Haven; WHTT, Hartford; WSTC, Stamford.

REPRESENTATIVES

Helen Wood, New York
Bertha Bannan, Boston



Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

PERSONNEL

President..... Thomas S. Lee
Vice-President & General Manager
Lewis Allen Weiss
Vice-President & Asst. General Manager
Willet H. Brown
Secretary-Treasurer..... A. M. Quinn
General Sales Manager.... Sydney Gaynor
Asst. Gen. Sales Manager.. Henry Gerstenkorn
Program Director..... Charles Bulotti, Jr.
Production Director..... Bob Forward
Continuity Acceptance Dir... William Williams
News & Special Features Dir... Les Mawhinney
Chief Supervisor..... Tony La Frano
Dir. of Station Relations..... Pat Campbell
Publicity Director..... Harriet Crouse
Public Relations Director..... Mark Finley

STATIONS

NORTHERN CALIFORNIA: KFRC, San Francisco; KHSL, Chico; KIEM, Eureka; KFRE, Fresno; KMYC, Marysville; KYOS, Merced; KDON, Monterey; KVCV, Redding and KXOA, Sacramento.

George W. Trendle and H. Allen Campbell

OWNERS AND PRODUCERS
OF RADIO'S OUTSTANDING
DRAMATIC ADVENTURES

THE LONE RANGER, THE GREEN HORNET, CHALLENGE OF THE YUKON
AND OTHER RADIO PRODUCTIONS

Announce the Formation of

Trendle - Campbell Broadcasting Corp.

TO OWN AND OPERATE

RADIO STATION WTCB, FLINT, MICHIGAN

NBC AFFILIATE

EXECUTIVE OFFICES

1800 STROH BUILDING
RAndolph 9184
DETROIT 26, MICHIGAN

SOUTHERN CALIFORNIA: KHJ, Los Angeles; KAFY, Bakersfield; KXO, El Centro; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KCOK, Tulare-Visalia.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath Falls, KRNR, Roseburg and KSLM, Salem.

WASHINGTON: KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KFIO, Spokane; KUJ, Walla Walla and KIT, Yakima; KVI, Seattle-Tacoma. **IDAHO:** KRLC, Lewiston; KWAL, Wallace. **NEVADA:** KATO, Reno.

NATIONAL REPRESENTATIVE

John Blair & Co.



Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WGST).....John Fulton
General Manager (WTOC).....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE

The Katz Agency



Intermountain Network

248 S. Main St., Salt Lake City 1, Utah

Phone: 4-1843

President.....A. L. Glasman
General Manager.....George C. Hatch
General Sales Manager.....Lynn L. Meyer
Engineering Director.....D'Orr Cozzens

STATIONS

KALL, Salt Lake City, Utah, (key station); KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho; KVMV, Twin Falls, Idaho; KFXD, Nampa-Boise, Idaho; KQRS, Rock Springs, Wyoming; KDFN, Casper, Wyoming; KWYO, Sheridan, Wyoming; KPOW, Powell, Wyoming; KRJF, Miles City, Montana.

REPRESENTATIVE

Lewis H. Avery, 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



Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5259

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Production Manager.....J. Gorman Walsh
Technical Director.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Radio Advertising Company



McClatchy Beeline

911 7th Street, Sacramento 4, Cal.

Phone: Sacramento 2-5011

PERSONNEL

President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street
Program Director.....Emil Martin
Pub. Rel. Director.....Evert S. Peterson
Agricultural Editor.....Hamilton L. Hintz
Technical Director.....Norman Webster

STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.; KFBK, Sacramento, Cal.; KWG, Stockton, Cal.; KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer Company



Michigan Radio Network

1700 Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

PERSONNEL

General Manager.....James G. Riddell
Sales Manager.....Harold Christian
Dir. Adv. & Sales Prom...William J. Hendricks

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WDFD, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saulte Ste. Marie (Supplementary Station).

REPRESENTATIVE

ABC Spot Sales

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
J. B. Conley, John I. Boyle, Wm. H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.;
WJAR, Providence, R. I.; WLBZ, Bangor, Me.;
WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE
Weed & Company



North Central Broadcasting System, Inc.

E-622 First National Bank Bldg.,
St. Paul 1, Minn.
Phone: Garfield 2851

PERSONNEL

President.....John W. Boler
Vice-President & Secy.....Donn A. Clayton
Vice-Pres. in Chg. of Sales...B. Harland Ohde
Comptroller.....Florence E. Tibeau

STATIONS

KGCX, Sidney, Mont.; KLPM, Minot, N. D.;
KGCU, Mandan-Bismarck, N. D.; KDLR, Devils
Lake, N. D.; KSJB, Jamestown, N. D.; KOVC,
Valley City, N. D.; KABR, Aberdeen, S. D.;
KSOO, Sioux Falls, S. D.; KVOX, Moorhead-
Fargo; KGDE, Fergus Falls, Minn.; KWLM,
Willmar, Minn.; KMHL, Marshall, Minn.; KATE,
Albert Lea, Minn.; KWNO, Winona, Minn.;
WLOL, Minneapolis-St. Paul, Minn.; KLIZ,
Brainerd, Minn.; WSBR, Superior, Wis.;
WATW, Ashland, Wis.; WJMS, Ironwood,
Mich.; WIKB, Iron Mountain, Mich.; WHDF,
Calumet, Mich.; WDMJ, Marquette, Mich.;
Escanaba, Mich.



Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
Supervisor of Stations.....Jack M. Davidson
Chief Engineer.....George McCurdy
Manager (CKGB).....H. Freeman
Manager (CJKL).....B. G. Shellon
Manager (CFCH).....Cliff Pickrem
Manager (CHEX).....H. G. Burley
Manager (CKWS).....Roy Hoff

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake,
Ont.; CFCH, North Bay, Ont.; Associated Sta-
tions: CHEX: Peterborough, Ont.; CKWS, Kings-
ton, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Phone: AD 8895

Supervisor.....Jack Davidson
1010 University Tower Bldg., Montreal, Quebec
Phone: HA 3051

Manager.....R. A. Leslie



Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul 2, Minn.
Phone, Cedar 5511

Sales Office: c/o KSTP, Radio City, Minne-
apolis 2, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key sta-
tion); WEBC, Duluth, Minn.; KYSM, Mankato,
Minn.; WMFG, Hibbing, Minn.; WHLB, Vir-
ginia, Minn.; KROC, Rochester, Minn.; KFAM,
St. Cloud, Minn.; KFYR, Bismarck, N. D.;
WDAY, Fargo, N. D.; WEAU, Eau Claire,
Wis.; WJMC, Rice Lake, Wis.

NATIONAL REPRESENTATIVE

Edward Petry & Co.



The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee;
KBIX, Muskogee; KCRC, Enid; KADA, Ada;
KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales



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); WGAJ,
Lancaster; WORK, York; WAZL, Hazleton;
WEST, Easton; WSAN, Allentown; WFBG,
Altoona; WERC, Erie; WLEU, Erie; WHP,
Harrisburg; WKBO, Harrisburg; WJAC, John-
stown; WKST, New Castle; KDKA, Pittsburgh;
WJAS, Pittsburgh; KQV, Pittsburgh; WCAE,
Pittsburgh; WRAW, Reading; WARM, Scrant-
on; WGBI, Scranton; WKOK, Sunbury; WJPA,
Washington; WBRE, Wilkes-Barre; WBAX,
Wilkes-Barre; WRAC, Williamsport; (Harris-
burg, Scranton, Wilkes-Barre, Pittsburgh and
Erie stations optional).

Quaker Network

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; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....Fred Ohl



Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.
Phone: 2-7111

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

WOPL, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)
Burn-Smith Co. (New York-Chicago)



The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (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 3-3473

PERSONNEL

President.....Gene L. Cagle
General Manager.....Gene L. Cagle
Assistant Gen. Manager..Frances Williamson
Program Director.....Russ Lamb
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest W. Clough
Merchandising Director....Forrest W. Clough
Chief Engineer.....Truett Kimzey
Musical Director.....Frances Kay
Sales & Promotion Mgr.....Leonard Coe

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHH, Houston; KGVL, Greenville.

NATIONAL REPRESENTATIVE

Weed & Co.



The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
Phone 6411

PERSONNEL

President.....Louis N. Howard, WHIT
Secretary.....Harry Bright, WGBR
Treasurer.....Allen Wannamaker, WGTM
Program Director.....Ray Reeve
Sales Manager....Philip F. Whitten, Raleigh
Vice-President.....B. S. Hodges, Jr., WGTC

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.; WJNC, Jacksonville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company



Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
Traffic Manager.....Catherine Gleason
Engineer.....John Orth

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE

Philip P. Allen

West Virginia Network

CHARLESTON BROADCASTING CO.
1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President.....John A. Kennedy
Managing Director & V.P.....Howard L. Chernoff
Sales Manager.....Howard L. Chernoff
Promotion Manager.....John Sinclair
Program Director.....Berton Sonis
Musical Director.....Leah Sloman
Technical Supervisor.....Odes Robinson
WBLK Manager.....George Blackwell
WPAR Manager.....George Clinton
WSAZ Manager.....Marshall Rosene
WCHS Manager.....Howard L. Chernoff

STATIONS

WCHS, Charleston; WPAR, Parkersburg;
WBLK, Clarksburg; WSAZ, Huntington, FM
applications filed for these stations.

NATIONAL REPRESENTATIVE

The Branham Co.



The Wisconsin Network, Inc.

Nash Building
Wisconsin Rapids, Wisc.
Phone: 90

PERSONNEL

President.....William F. Huffman
V.P. & Managing Dir.....Don C. Wirth
Traffic Manager.....Geo. T. Frechette
(Address all communications to Don. C. Wirth)

STATIONS

Basic Stations: WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WCMT, Manitowoc; WKBH, La Crosse; WDSM, Superior.



The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.
Phone: 6-5461

President.....Roy C. Kelley
Gen. Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron, WATT, Cadillac, Mich.; WKBZ, Muskegon; WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Ecanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBK, Detroit, Mich.; WATW, Ashland, Wis.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
Executive Vice-President.....Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide
Assistant Controller
Howard F. Wright
Station Relations.....John Thornton
Sales Executive.....Gordon Jenkins
Editor, Yankee Network News Service,
Leland Bickford
Director of Promotion.....James S. Powers
Director of Special Events.....Lester Smith

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; WFAU, Augusta; WJOR, Bangor; WICC, Bridgeport; WKXL, Concord; WSAR, Fall River; WEIM, Fitchburg; WHAL, Greenfield; WONS, Hartford; WHYN, Holyoke; WLNH, Lacomia; WCOU, Lewiston-Auburn; WLLH, Lowell-Lawrence; WBRB, Manchester; WNLC, New London; WBRK, Pittsfield; WMTW, Portland; WHEB, Portsmouth-Dover; WEAN, Providence; WSYB, Rutland; WWSR, St. Albans; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester.

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5611
WAAB Supervisor.....H. Wm. Koster
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Supervisor.....Malcolm Parker
54 Pratt Street, Hartford 4, Conn.
Phone: Hartford 7-9131
WONS Supervisor.....Ralph Kanna
Falmouth Hotel, 212 Middle St., Portland 3, Me.
Phone: Portland 4-2649
WMTW Supervisor.....Charles Curtin
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121
WICC Supervisor.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

For the *best* in business and
financial news . . .

AP



Good Music Leads A City

Half a million families...leaders of thought...people of taste...listeners to WQXR...are pace-setters in New York. This vast audience—a city within a city—finds WQXR a source of entertainment, news and relaxation. It tunes to WQXR for 62% of its radio listening time; 38,000 families pay \$1 a year each for WQXR's Monthly Program Guide.

These families are selective in the programs they prefer, in the products they buy. Over 80 sponsors now sell this important above-average income market. To improve New York sales, spearhead your advertising with WQXR... "New York's Most Beloved Radio Station"... famed for good music and the news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

Radio Stations of The New York Times

STATIONS



Alphabetical Listing

•

*U. S. Standard Stations
Indexed by Call Letters—
Power and Frequency*

•

*Stations Alphabetically
Listed by States—Cities*

•

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	680	50000	633
KABR	Aberdeen, S. D.	1420	5000	608
KADA	Ada, Okla.	1230	250	563
KAFY	Bakersfield, Calif.	1490	250	329
KAKC	Tulsa, Okla.	1570	1000	567
KALB	Alexandria, La.	580	1000	427
KALE	Portland, Ore.	1330	5000	572
KALL	Salt Lake City, Utah	910	1000	638
KAMD	Camden, Ark.	1450	250	323
KANA	Anaconda, Mont.	1230	250	480
KAND	Corsicana, Texas	1340	250	621
KANE	New Iberia, La.	1240	250	430
KANS	Wichita, Kans.	1240	250	419
KARK	Little Rock, Ark.	920	5000	325
KARM	Fresno, Calif.	1430	5000	331
KARV	Mesa, Ariz.	1400	250	320
KASA	Elk City, Okla.	1240	100	561
KAST	Astoria, Ore.	1230	250	569
KATE	Albert Lea, Minn.	1450	250	463
KATO	Reno, Nev.	1340	250	486
KAVE	Carlsbad, N. M.	1240	250	491
KBIO	Burley, Idaho	1400	250	384
KBIX	Muskogee, Okla.	1490	250	561
KBIZ	Ottumwa, Iowa	1240	250	412
KBKR	Baker, Ore.	1490	250	569
KBLF	Red Bluff, Calif.	1490	250	310
KBMY	Billings, Mont.	1230	250	480
KBND	Bend, Ore.	1310	250	569
KBNE	Boulder City, Nev.	1450	250	486
KBOL	Boulder, Colo.	1490	250	349
KBON	Omaha, Neb.	1490	250	484
KBOW	Butte, Mont.	1480	250	481
KBPS	Portland, Ore.	1450	100	573
KBST	Big Spring, Texas	1490	250	619
KBTM	Jonesboro, Ark.	1230	250	325
KBUN	Bemidji, Minn.	1450	250	463
KBUR	Burlington, Iowa	1490	250	408
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	620
KCHS	Hot Springs, N. M.	1400	250	494
KCIL	Houma, La.	1490	250	429
KCKN	Kansas City, Kans.	1340	250	416
KCMC	Texarkana, Texas	1230	250	635

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KCMJ	Palm Springs, Calif.	1310	250	338
KCMO	Kansas City, Mo.	1480 C.P. 810	5000	475
			C.P. 5000 d., 10,000 n.	
KCOK	Tulare, Calif.	1240	250	318
KCOL	Ft. Collins, Colo.	1400	250	352
KCOR	San Antonio, Texas	1350	1000	631
KCOW	Ellensburg, Wash.	1210	250	618
KCOY	Santa Maria, Calif.	1400	250	317
KCRA	Sacramento, Calif.	1340	250	310
KCRC	Enid, Okla.	1390	1000	561
KCRS	Midland, Texas	1230	250	630
KCRT	Trinidad, Colo.	1210	250	352
KCVR	Lodi, Calif.	1570	250	331
KDAL	Duluth, Minn.	610	1000	463
KDB	Santa Barbara, Calif.	1490	250	346
KDFN	Casper, Wyo.	1470	1000	666
KDKA	Pittsburgh, Pa.	1020	50000	592
KDLR	Devils Lake, N. D.	1240	250	513
KDNT	Denton, Texas	1450	250	623
KDON	Monterey, Calif.	1240	250	337
KDRO	Sedalia, Mo.	1490	250	478
KDRS	Paragould, Ark.	1190	250	326
KDTH	Dubuque, Iowa	1370	1000	410
KDYL	Salt Lake City, Utah	1320	5000	639
KEBE	Jacksonville, Texas	1400	250	629
KECA	Los Angeles, Calif.	790	5000	334
KECK	Odessa, Texas	920	1000	631
KEEN	San Jose, Calif.	1370	1000	315
KEIO	Pocatello, Idaho	1450	250	385
KELA	Centralia-Chehalis, Wash.	1470	1000	618
KELD	El Dorado, Ark.	1400	250	323
KELN	Ely, Nev.	1230	250	486
KELO	Sioux Falls, S. D.	1230	250	609
KENI	Anchorage, Alaska	550	5000	669
KENO	Las Vegas, Nev.	1400	250	486
KERN	Bakersfield, Calif.	1410	1000	329
KERO	Bakersfield, Calif.	1230	250	329
KEVR	Seattle, Wash.	1090	10000	650
KEX	Portland, Ore.	1190	5000	573
KEYS	Corpus Christi, Texas	1190	250	620
KFAB	Lincoln, Nebr.	1110	50000	483
KFAC	Los Angeles, Calif.	1330	1000	335
KFAM	St. Cloud, Minn.	1450	250	466
KFAR	Fairbanks, Alaska	610	10000	669
KFBB	Great Falls, Mont.	1310	5000	481
KFBC	Cheyenne, Wyo.	1240	250	567
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	419
KFBK	Sacramento, Calif.	1530	10000	341
KFDA	Amarillo, Texas	1230	250	618
KFDM	Beaumont, Texas	560	1000	619
KFEL	Denver, Colo.	950	5000	350
KFEQ	St. Joseph, Mo.	680	5000	478
KFFA	He'ena, Ark.	1190	250	321
KFGQ	Boone, Iowa	1260	250	408
KFII	Wichita, Kans.	1330	5000	419
KFI	Los Angeles, Calif.	640	50000	335
KFIO	Spokane, Wash.	1230	250	652
KFIZ	Fond-Du-Lac, Wis.	1450	250	661
KFJB	Marshalltown, Iowa	1230	250	411
KFJI	Klamath Falls, Ore.	1240	100	571
KFJM	Grand Forks, N. D.	1140	1000	543
KFJZ	Fort Worth, Texas	1270	5000	625
KFKA	Greeley, Colo.	910	1000	353

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KFKU	Lawrence, Kans.	1250	5000 d., 1000 n.	418
KFLW	Klamath Falls, Ore.	1450	250	571
KFMB	San Diego, Calif.	1450	250	343
KFMJ	Tulsa, Okla.	1050	1000	567
KFNF	Shenandoah, Iowa	920	1000 d., 500 n.	412
KFOR	Lincoln, Neb.	1240	250	484
KFOX	Long Beach, Calif.	1280	1000	334
KFPA	Helena, Mont.	1240	250	481
KFPW	Fort Smith, Ark.	1400	250	323
KFPY	Spokane, Wash.	920	5000	652
KFQD	Anchorage, Alaska	790	1000 C.P. 5000	669
KFRC	San Francisco, Calif.	610	5000	343
KFRE	Fresno, Calif.	1340	250	331
KFRO	Longview, Texas	1370	1000	629
KFRU	Columbia, Mo.	1400	250	473
KFSD	San Diego, Calif.	600	1000	341
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	335
KFUN	Las Vegas, N. M.	1230	250	494
KFUO	Clayton, Mo.	850	5000	473
KFVD	Los Angeles, Calif.	1020	1000	335
KFVS	Cape Girardeau, Mo.	1400	250	473
KFWB	Hollywood, Calif.	980	5000	333
KFXD	Nampa, Idaho	580	1000	385
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	352
KFXM	San Bernardino, Calif.	1240	250	341
KFYO	Lubbock, Texas	1340	250	630
KFYR	Bismarck, N. D.	550	5000	543
KGA	Spokane, Wash.	1510	10000	652
KGAK	Gallup, N. M.	1230	250	494
KGB	San Diego, Calif.	1360	1000	343
KGBS	Harlingen, Texas	1240	250	627
KGBX	Springfield, Mo.	1260	5000	479
KGCU	Mandan, N. D.	1270	250	544
KGCC	Sidney, Mont.	1480	1000	482
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	463
KGDM	Stockton, Calif.	1140	5000	347
KGEK	Sterling, Colo.	1230	250 d., 100 n.	350
KGEM	Boise, Idaho	1340	250	384
KGER	Long Beach, Calif.	1390	5000	334
KGEZ	Kalispell, Mont.	1340	100	481
KGFF	Shawnee, Okla.	1450	250	566
KGfJ	Hollywood, Calif.	1230	100	333
KGFL	Roswell, N. M.	1400	250	495
KGFW	Kearney, Neb.	1340	250	483
KGfX	Pierre, S. D.	630	200	608
KGgF	Coffeyville, Kans.	690	1000 d., 500 n.	415
KGGM	Albuquerque, N. M.	1260 C.P. 610	1000 C.P. 5000	493
KGHF	Pueblo, Colo.	1350	1000 d., 500 n.	352
KGHI	Little Rock, Ark.	1230	250	325
KGHL	Billings, Mont.	790	5000	480
KGIR	Butte, Mont.	1370	5000	481
KGIW	Alamosa, Colo.	1450	250	349
KGKB	Tyler, Texas	1490	250	636
KGKL	San Angelo, Texas	1400	250	633
KGKO	Fort Worth, Texas	570	5000	625
KGKY	Scottsbluff, Neb.	1490 C.P. 1320	250 C.P. 1000	485
KGLO	Mason City, Iowa	1300	5000	411
KGLU	Safford, Ariz.	1450	250	321
KGMB	Honolulu, Hawaii	590	5000	671
KGNC	Amarillo, Texas	1440	5000 d., 1000 n.	618
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	415
KGO	San Francisco, Calif.	810	7500	344
KGRH	Fayetteville, Ark.	1450	250	323

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KGU	Honolulu, Hawaii	760	2500	671
KGVL	Greenville, Texas	1100	250	627
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	482
KGW	Portland, Ore.	620	5000	573
KGY	Olympia, Wash.	1240	250	619
KHAS	Hastings, Neb.	1230	250	483
KHBC	Hilo, Hawaii	1230	250	671
KHBG	Okmulgee, Okla.	1240	250	566
KHJ	Los Angeles, Calif.	930	5000	336
KHMO	Hannibal, Mo.	1340	250	473
KHON	Honolulu, Hawaii	1400	250	671
KHOZ	Harrison, Ark.	1240	250	324
KHQ	Spokane, Wash.	590	5000	653
KHSL	Chico, Calif.	1290	1000	330
KHUB	Watsonville, Calif.	1340	250	348
KHUM	Eureka, Calif.	1240	250	330
KICA	Clovis, N. M.	1240	250	494
KICD	Spencer, Iowa	1240	250	413
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	384
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	384
KIEM	Eureka, Calif.	1180	1800	331
KIEV	Glendale, Calif.	870	250	331
KIFI	Idaho Falls, Idaho	1400	250	385
KILO	Grand Forks, N. D.	1110	1000 d., 500 n.	544
KINY	Juneau, Alaska	1400	5000	669
KIOX	Bay City, Texas	1110	1000	619
KIRO	Seattle, Wash.	710	50000	650
KIST	Santa Barbara, Calif.	1340	250	347
KIT	Yakima, Wash.	1280	1000	655
KIUL	Garden City, Kans.	1240	250	416
KIUN	Pecos, Texas	1400	250	633
KIUP	Durango, Colo.	1400	250	351
KJAM	Vernal, Utah	1340	250	646
KJBS	San Francisco, Calif.	1100	1000	344
KJR	Seattle, Wash.	950	5000	651
KKIN	Visalia, Calif.	1400	250	348
KLAC	Los Angeles, Calif.	570	5000	336
KLBM	La Grande, Ore.	1450	250	571
KLCN	Blytheville, Ark.	900	1000	323
KLIX	Twin Falls, Idaho	1190	250	386
KLIZ	Brainerd, Minn.	1400	250	463
KLO	Ogden, Utah	1430	5000	638
KLOX	San Jose, Calif.	1170	5000	345
KLPM	Minot, N. D.	1390	1000	544
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	325
KLUF	Galveston, Texas	1400	250	627
KLWT	Ogden, Utah	730	1000	638
KLX	Oakland, Calif.	910	1000	337
KLZ	Denver, Colo.	560	5000	350
KMA	Shenandoah, Iowa	960	5000	412
KMAC	San Antonio, Texas	1240	250	634
KMBC	Kansas City, Mo.	980	5000	475
KMED	Medford, Ore.	1440	1000	572
KMHK	Mitchell, S. D.	1190	250	608
KMHL	Marshall, Minn.	1400	250	464
KMJ	Fresno, Calif.	580	5000	331
KMLB	Monroe, La.	1440	5000 d., 1000 n.	429
KMMJ	Grand Island, Neb.	750	1000	483
KMO	Tacoma, Wash.	1360	5000	653
KMOX	St. Louis, Mo.	1120	50000	478
KMPC	Los Angeles, Calif.	710	50000	336
KMVI	Wailuku-Maui, Hawaii	550	1000	672
KMYC	Marysville, Calif.	1450	250	336

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KMYR	Denver, Colo.	1310	250	351
KNAK	Salt Lake City, Utah	1400	250	639
KNEL	Brady, Texas	1490	250	620
KNET	Palestine, Texas	1450	100	631
KNOE	Monroe, La.	1450	250	429
KNOW	Austin, Texas	1490	250	618
KNX	Hollywood, Calif.	1070	50000	333
KOA	Denver, Colo.	850	50000	351
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	670
KOAL	Price, Utah	1230	250	638
KOAM	Pittsburgh, Kans.	810	5000	418
KOAT	Albuquerque, N. M.	1450	250	493
KOB	Albuquerque, N. M.	770	50000 d., 25000 n.	493
KOCA	Kilgore, Texas	1240	250	629
KOCY	Oklahoma City, Okla.	1310	250	565
KODI	Cody, Wyo.	1400	250	667
KODK	Kodiak, Alaska	1239	250	671
KODL	The Dalles, Ore.	1230	250 d., 100 n	570
KODY	North Platte, Neb.	1240	250	484
KOH	Reno, Nev.	630	1000	486
KOIL	Omaha, Neb.	1290	5000	485
KOIN	Portland, Ore.	970	5000	573
KOKO	La Junta, Colo.	1400	250	353
KOL	Seattle, Wash.	1300	5000	651
KOLO	Reno, Nev.	920	1000	486
KOMA	Oklahoma City, Okla.	1520	5000	565
KOME	Tulsa, Okla.	1310	250	567
KOMO	Seattle, Wash.	1030	5000	651
KONO	San Antonio, Texas	1400	250	631
KONP	Port Angeles, Wash.	1450	250	650
KOOS	Coos Bay, Ore.	1230	250	570
KOPO	Tucson, Ariz.	1150	250	321
KORE	Eugene, Ore.	1450	250	570
KORN	Fremont, Neb.	1400	250	483
KOTA	Rapid City, S. D.	1380	5000	603
KOTN	Pine Bluff, Ark.	1490	250	326
KOVC	Valley City, N. D.	1490	250	511
KOVO	Provo, Utah	1240	250	638
KOWH	Omaha, Neb.	660	500	485
KOY	Phoenix, Ariz.	1550	1000	320
KPAB	Laredo, Texas	1190	250	629
KPAC	Port Arthur, Texas	1250	1000	633
KPDN	Pampa, Texas	1310	250	631
KPDR	Alexandria, La.	1490	250	427
KPFA	Helena, Mont.	1240	250	481
KPHO	Phoenix, Ariz.	1230	250	320
KPKW	Pasco, Wash.	1310	250	650
KPLC	Lake Charles, La.	1490	250	429
KPLT	Paris, Texas	1340	250	631
KPMC	Bakersfield, Calif.	1560	1000	329
KPMO	Pomona, Calif.	1600	500	339
KPO	San Francisco, Calif.	680	50000	314
KPOA	Honolulu, Hawaii	630	5000	672
KPOF	Denver, Colo.	910	1000	351
KPOW	Powell, Wyo.	1260	1000	667
KPPC	Pasadena, Calif.	1240	100	338
KPQ	Wenatchee, Wash.	560	1000	654
KPRC	Houston, Texas	950	5000	628
KPRK	Livingston, Mont.	1310	250	482
KPRE	Paso Robles, Calif.	1230	250	339
KPRO	Riverside, Calif.	1140	1000	340
KPSC	Phoenix, Ariz.	1450	250	321
KQEA	Albuquerque, N. M.	1450	250	493

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KQV	Pittsburgh, Pa.	1410	5000	591
KQW	San Jose, Calif.	740	5000	345
KRBA	Lufkin, Texas	1340	250	630
KRBC	Abilene, Texas	1450	250	617
KRBM	Bozeman, Mont.	1150	250	480
KRDO	Colorado Springs, Colo.	1240	250	349
KRDU	Dinuba, Calif.	1130	250	330
KRE	Berkeley, Calif.	1370	250	329
KREO	Ind'co, Calif.	1400	250	334
KREM	Spokane, Wash.	1340	250	653
KRES	St. Joseph, Mo.	1230	250	478
KRGV	Weslaco, Texas	1290	1000	637
KRIC	Beaumont, Texas	1450	250	619
KRIG	Odessa, Texas	1410	1000	630
KRIS	Corpus Christi, Texas.	1360	1000	621
KRJF	Miles City, Mont.	1340	250	482
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	336
KRKO	Everett, Wash.	1400	250	649
KRLC	Lewiston, Idaho	1350	1000	385
KRLD	Dallas, Texas	1080	50000	623
KRMD	Shreveport, La.	1340	250	431
KRNR	Roseburg, Ore.	1490	250	574
KRNT	Des Moines, Iowa	1350	5000	410
KROC	Rochester, Minn.	1340	250	466
KROD	El Paso, Texas.	600	1000 d., 500 n.	625
KROP	Brawley, Calif.	1300	1000 d., 500 n.	330
KROS	Clinton, Iowa	1340	250	409
KROW	Oakland, Calif.	960	1000	338
KROY	Sacramento, Calif.	1240	250	341
KRPL	Moscow, Idaho	1400	250	385
KRRV	Sherman, Texas	910	1000	635
KRSC	Seattle, Wash.	1150	1000	651
KRTN	Raton, N. M.	1490	250	495
KRUX	Phoenix-Glendale, Ariz.	1340	250	321
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	418
KSAL	Salina, Kans.	1150	1000	418
KSAM	Huntsville, Texas	1490	250	629
KSAN	San Francisco, Calif.	1450	250	344
KSCJ	Sioux City, Iowa.	1360	5000	412
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	476
KSDJ	San Diego, Calif.	1170	5000	343
KSEI	Pocatello, Idaho	930	1000 d., 250 n., C.P.5000	386
KSEL	Lubbock, Texas	950	1000	630
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	344
KSFT	Trinidad, Colo.	1280	1000 d., 500 n.	352
KSIB	Creston, Iowa	1520	1000	409
KSIL	Silver City, N. M.	1340	250	495
KSJB	Jamestown, N. D.	600	5000	544
KSKY	Dallas, Texas	660	1000	623
KSJO	San Jose, Calif.	1590	1000	345
KSL	Salt Lake City, Utah.	1160	50000	639
KSIM	Salem, Ore.	1390	1000	575
KSMA	Santa Maria, Calif.	1450	250	347
KSMO	San Mateo, Calif.	1550	1600	346
KSNM	Santa Fe, N. M.	1400	250	495
KSO	Des Moines, Iowa.	1460	5000	410
KSOL	Yuma, Ariz.	1400	250	322
KSOO	Sioux Falls, S. D.	1140	5000	609
KSPI	Stillwater, Okla.	840	250	566
KSRQ	Santa Rosa, Calif.	1350	1000	347
KSRV	Ontario, Ore.	1450	250	572
KSTP	St. Paul, Minn.	1500	50000	466
KSTT	Davenport, Iowa	750	250	409

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KSUB	Cedar City, Utah	1340	250	637
KSUN	Bisbee, Ariz.	1230	250	319
KSVP	Artesia, N. M.	1150	250	493
KSWM	Joplin, Mo.	1230	250	475
KSWO	Lawton, Okla.	1150	250	564
KSYL	Alexandria, La.	1100	250	427
KTAR	Phoenix, Ariz.	620	5000	321
KTBC	Austin, Texas	590	5000 d., 1000 n.	619
KTBI	Tacoma, Wash.	1190 C.P. 810	250	653
KTBS	Shreveport, La.	1180	1000	131
KTEM	Temple, Texas	1400	250	635
KTFI	Twin Falls, Idaho	1270	1000	386
KTFS	Texarkana, Texas	1400	250	635
KTHS	Hot Springs, Ark.	1090	10000 d., 1000 n.	321
KTHT	Houston, Texas	1230	250	628
KTIP	Potterville, Calif.	1450	250	340
KTKC	Visalia, Calif.	910	5000	348
KTKN	Ketchikan, Alaska	930	1000	671
KTMC	McAlester, Okla.	1490	250	564
KTMS	Santa Barbara, Calif.	1250	1000	347
KTNM	Tucumcari, N. M.	1100	250	495
KTOH	Lihue, Hawaii	1490	250	672
KTOK	Oklahoma City, Okla.	1100	250	565
KTRB	Modesto, Calif.	860	1000	337
KTRC	Santa Fe, N. M.	1100	250	495
KTRF	Thief River Falls, Minn.	1230	250	467
STRH	Houston, Texas	740	50000	628
KTRI	Sioux City, Iowa	1450	250	413
KTSA	San Antonio, Texas	550	5000 d., 1000 n.	634
KTSM	El Paso, Texas	1380	1000 d., 500 n.	625
KTSW	Emporia, Kans.	1100	250	415
KTTS	Springfield, Mo.	1100	250	479
KTUC	Tucson, Ariz.	1400	250	322
KTUL	Tulsa, Okla.	1430	5000	567
KTW	Seattle, Wash.	1250	1000	652
KTYW	Yakima, Wash.	1460	500	655
KUGN	Eugene, Ore.	1100	250	570
KUIN	Grant Pass, Ore.	1340	250	571
KULA	Honolulu, Hawaii	690	10,000	672
KUJ	Walla Walla, Wash.	1120	1000	654
KUOA	Siloam Springs, Ark.	1290	5000	326
KUOM	Minneapolis, Minn.	770	5000	464
KUSD	Vermillion, S. D.	920	500	609
KUTA	Salt Lake City, Utah	570	5000	610
KVAK	Atchison, Kans.	1150 C.P. 1200	250 C.P. 1000	415
KVAL	Brownsville, Texas	1490	250	620
KVAN	Vancouver, Wash.	910	500	654
KVCV	Redding, Calif.	1230	250	340
KVEC	San Luis Obispo, Calif.	920	1000 d., 500 n.	346
KVET	Austin, Texas	1300	1000	618
KVFD	Port Dodge, Iowa	1400	250	411
KVGB	Great Bend, Kans.	1400 C.P. 1590	250 C.P. 5000	416
KVI	Tacoma, Wash.	570	5000	653
KVIC	Victoria, Texas	1490	250	636
KVMV	Twin Falls, Idaho	1450	250	386
KVNI	Coeur d'Alene, Idaho	1430	1000	381
KVNU	Logan, Utah	1230	250	637
KVOA	Tucson, Ariz.	1290	1000	322
KVOC	Casper, Wyoming	1230	250	666
KVOD	Denver, Colo.	630	5000	351
KVOE	Santa Ana, Calif.	1480	1000	346
KVOL	Lafayette, La.	1340	250	429
KV00	Tulsa, Okla.	1170	50000	567

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KVOP	Plainview, Texas	1400	250	633
KVOR	Colorado Springs, Colo.	1300	1000	349
KVOS	Bellingham, Wash.	790	1000	648
KVOX	Moorhead, Minn.	1340	250	465
KVRS	Rock Springs, Wyo.	1400	250	667
KVSF	Santa Fe, N. M.	1340 C.P. 1260	100 C.P. 1000	495
KVSM	San Mateo, Calif.	1050	250	316
KVSO	Ardmore, Okla.	1240	250	563
KVWC	Vernon, Texas	1190	250	636
KVAL	Wallace, Idaho	1450	250	386
KWAT	Watertown, S. D.	1240	250	609
KWBC	Forth Worth, Texas	970	1000	627
KWBR	Oakland, Calif.	1310	1000	338
KWBU	Corpus Christi, Texas	1010	50000	621
KWBW	Hutchinson, Kans.	1150	250	416
KWCO	Chickasha, Okla.	1560	250	563
KWEM	West Memphis, Ark.	990	1000	326
KWEW	Hobbs, N. M.	1190	100	491
KWFC	Hot Springs, Ark.	1340	250	325
KWFT	Wichita Falls, Texas	620	5000 d., 1000 n.	637
KWG	Stockton, Calif.	1230	250	348
KWHK	Hutchinson, Kans.	1190	1000	418
KWHN	Ft. Smith, Arks.	1320	5000	324
KWHW	Altus, Okla.	1450	250	563
KWIL	Albany, Ore.	1240	250	569
KWIN	Ashland, Ore.	1400	250	569
KWJB	Globe, Ariz.	1240	250	320
KWJJ	Portland, Ore.	1040	1000	574
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	476
KWKH	Shreveport, La.	1130	50000	431
KWKW	Pasadena, Calif.	1430	1000	339
KWLC	Decorah, Iowa	1240	250	409
KWLK	Longview, Wash.	1400	250	649
KWLM	Willmar, Minn.	1340	250	467
KWNO	Winona, Minn.	1230	250	467
KWOC	Poplar Bluff, Mo.	1340	250	477
KWON	Bartlesville, Okla.	1400	250	563
KWOR	Worland, Wyo.	1490	250	667
KWOS	Jefferson City, Mo.	1240	250	473
KWPC	Muscataine, Iowa	860	250	412
KWPM	West Plains, Mo.	1450	250	419
KWRC	Pendleton, Ore.	1240	250	572
KWSC	Pullman, Wash.	1250	5000	650
KWTO	Springfield, Mo.	560	5000 d., 1000 n.	479
KWTX	Waco, Texas	1230	250	633
KWYO	Sheridan, Wyo.	1410	1000 d., 500 n.	667
KXA	Seattle, Wash.	770	1000	652
KXEL	Waterloo, Iowa	1540	50000	413
KXL	Portland, Ore.	750	10000	571
KXLA	Pasadena, Calif.	1110	10000	339
KXLO	Lewiston, Mont.	1230	250	482
KXLR	North Little Rock, Ark.	1450	250	326
KXO	El Centro, Calif.	1230	250	330
KXOA	Sacramento, Calif.	1190	250	311
KXOK	St. Louis, Mo.	630	5000	476
KXOX	Sweetwater, Texas	1240	250	635
KXRO	Aberdeen, Wash.	1340	250	648
KXYZ	Houston, Texas	1320	5000	628
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	345
KYCA	Prescott, Ariz.	1490	250	321
KYJC	Medford, Ore.	1230	250	572
KYOR	San Diego, Calif.	1130	250	343
KYOS	Merced, Calif.	1490	250	337

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KYSM	Mankato, Minn.	1250	250	461
KYUM	Yuma, Ariz.	1210	250	322
KYW	Philadelphia, Pa.	1060	50000	585
WAAB	Worcester, Mass.	1440	5000	419
WAAF	Chicago, Ill.	950	1000	390
WAAT	Newark, N. J.	970	1000	491
WABI	Bangor, Me.	910	1000, 5000 C.P.	432
WABY	Albany, N. Y.	1100	250	497
WACO	Waco, Texas	1160	1000	636
WADC	Akron, O.	1350	5000	517
WAGA	Atlanta, Ga.	590	5000	373
WAGC	Chattanooga, Tenn.	1450	250	610
WAGE	Syracuse, N. Y.	620	1000	523
WAGF	Dothan, Ala.	1400	250	315
WAGM	Presque Isle, Me.	1450	100 C.P. 250	434
WAIM	Anderson, S. C.	1230	250	603
WAIR	Winston-Salem, N. C.	1310	250	511
WAIT	Chicago, Ill.	820	5000	390
WAJR	Morgantown, W. Va.	1230	250	658
WAKB	Akron, O.	1590	5000	517
WALA	Mobile, Ala.	1410	5000	317
WALB	Albany, Ga.	1590	1000	373
WALL	Middletown, N. Y.	1310	250	503
WABJ	Adrian, Mich.	1500	250	451
WAML	Laurel, Miss.	1310	250	470
WANN	Annapolis, Md.	1190	1000	437
WAOV	Vincennes, Ind.	1450	250	407
WAPA	San Juan, P. R.	680	10,000	675
WAPI	Birmingham, Ala.	1070	5000	313
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	610
WARD	Johnstown, Pa.	1490	250	582
WARL	Arlington, Va.	780	1000	611
WARM	Seranton, Pa.	1400	250	591
WASK	Lafayette, Ind.	1450	250	406
WATL	Atlanta, Ga.	1400	250	373
WATN	Watertown, N. Y.	1240	250	527
WATR	Waterbury, Conn.	1320	1000	358
WATT	Cadillac, Mich.	1240	250	452
WATW	Ashland, Wis.	1400	250	660
WATZ	Alpena, Mich.	1450	250	451
WAUX	Waukesha, Wis.	1510	250	666
WAVE	Louisville, Ky.	970	5000	423
WAWZ	Zarepath, N. J.	1380	5000 d., 1000 n.	452
WAYN	Rockingham, N. C.	900	1000	538
WAYS	Charlotte, N. C.	610	5000 d., 1000 n.	531
WAYX	Waycross, Ga.	1230	250	383
WAZL	Hazleton, Pa.	1490	250	581
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	407
WBAB	Atlantic City, N. J.	1490	250	489
WBAC	Cleveland, Tenn.	1340	250	611
WBAL	Baltimore, Md.	1690	50000	437
WBAP	Fort Worth, Texas	820	50000	627
WBAX	Wilkes-Barre, Pa.	1240	250	596
WBBB	Burlington, N. C.	920	1000	529
WBBC	Flint, Mich.	1330	1000	456
WBBL	Richmond, Va.	1450	250	645
WBBM	Chicago, Ill.	780	50000	391
WBBQ	Augusta, Ga.	1340	250	376
WBBR	Brooklyn, N. Y.	1330	1000	499
WBBW	Indianapolis, Ind.	1550	250	403
WBBZ	Ponea City, Okla.	1230	250	566
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	451
WBEJ	Elizabethton, Tenn.	1210	250	612

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WBEN	Buffalo, N. Y.	930	5000	499
WBGE	Atlanta, Ga.	1340	250	375
WBHB	Fitzgerald, Ga.	1240	250	379
WBHF	Cartersville, Ga.	1450	250	377
WBHP	Huntsville, Ala.	1230	250	316
WBIG	Greensboro, N. C.	1470	5000	534
WBIR	Knoxville, Tenn.	1240	250	613
WBLJ	Dalton, Ga.	1230	250	378
WBLK	Clarksburg, W. Va.	1400	250	657
WBML	Macon, Ga.	1210	250	379
WBNS	Columbus, O.	1460	5000 d., 1000 n	551
WBNX	New York, N. Y.	1390	5000	505
WBNY	Buffalo, N. Y.	1400	250	500
WBOB	Galax, Va.	1400	250	642
WBOC	Salisbury, Md.	1230	250	439
WBOM	Oak Ridge, Tenn.	1490	250	517
WBOW	Terre Haute, Ind.	1230	250	407
WBPZ	Lock Haven, Pa.	1230	250	584
WBRB	Red Bank, N. J.	1240	100	492
WBRC	Birmingham, Ala.	960	5000	314
WBRE	Wilkes-Barre, Pa.	1340	250	596
WBRK	Pittsfield, Mass.	1340	250	448
WBRW	Welch, W. Va.	1310	250	659
WBRV	Waterbury, Conn.	1590	5000	358
WBSR	Pensacola, Fla.	1450	250	368
WBT	Charlotte, N. C.	1110	50000	531
WBTA	Batavia, N. Y.	1490	250	497
WBTH	Williamson, W. Va.	1400	250	660
WBTM	Danville, Va.	1400	250	642
WBUY	Lexington, N. C.	1190	250	537
WBYN	Brooklyn, N. Y.	1430	1000 d., 500 n.	499
WBZ	Boston, Mass.	1030	50000	441
WBZA	Springfield, Mass.	1030	1000	441
WCAE	Pittsburgh, Pa.	1250	5000	592
WCAL	Northfield, Minn.	770	5000	466
WCAM	Camden, N. J.	1310	500	489
WCAO	Baltimore, Md.	600	5000	437
WCAP	Asbury Park, N. J.	1310	500	489
WCAR	Pontiac, Mich.	1130	1000	460
WCAT	Rapid City, S. D.	1230	100	608
WCAU	Philadelphia, Pa.	1210	50000	587
WCAW	Charleston, W. Va.	1400	250	657
WCAX	Burlington, Vt.	620	1000	640
WCAZ	Carthage, Ill.	990	1000	390
WCBC	Anderson, Ind.	1470	1000	401
WCBI	Columbus, Miss.	1340	250	468
WCBM	Baltimore, Md.	1400	250	437
WCBS	New York, N. Y.	880	50,000	505
WCBT	Roanoke Rapids, N. C.	1230	250	538
WCCO	Minneapolis, Minn.	830	50000	464
WCCP	Savannah, Ga.	1450	250	381
WCED	Du Bois, Pa.	1230	250	578
WCFL	Chicago, Ill.	1000	10000	391
WCHA	Chambersburg, Pa.	800	1000	577
WCHS	Charleston, W. Va.	580	5000	656
WCHV	Charlottesville, Va.	1240	250	642
WCIF	Madisonville, Ky.	730	250	424
WCIL	Carbondale, Ill.	1020	1000	389
WCJU	Columbia, Miss.	1450	250	468
WCKB	Dunn, N. C.	780	1000	532
WCKY	Cincinnati, O.	1530	50000	548
WCLO	Janesville, Wis.	1230	250	661
WCMA	Corinth, Miss.	1230	250	468

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WCMI	Ashland, Ky.	1310	250	421
WCMW	Canton, Ohio	1060	1000	518
WCNC	Elizabeth, N. C.	1400	250	533
WCNH	Concord, N. H.	1490	250	487
WCNT	Centralia, Ill.	1210	1000	390
WCOA	Pensacola, Fla.	1370	1000 d., 500 n.	368
WCOB	West Yarmouth, Mass.	1240	250	419
WCOC	Meridian, Miss.	910	5000	470
WCOL	Columbus, O.	1230	250	552
WCOP	Boston, Mass.	1150	5000	411
WCOS	Columbia, S. C.	1400	250	604
WCOU	Lewiston, Maine	1240	250	433
WCOV	Montgomery, Ala.	1240	250	317
WCPO	Cincinnati, O.	1230	250	548
WCPS	Tarboro, N. C.	760	1000	540
WCRO	Johnstown, Pa.	1230	250	582
WCRS	Greenwood, S. C.	1450	250	606
WCRW	Chicago, Ill.	1240	100	391
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	603
WCSH	Portland, Me.	970	5000	433
WCTA	Andalusia, Ala.	1310	250	313
WCTC	New Brunswick, N. J.	1150	250	491
WCTT	Corbin, Ky.	1100	250	421
WCVS	Springfield, Ill.	1150	250	400
WCYB	Bristol, Tenn.	690	1000	610
WDAD	Indiana, Pa.	1450	250	582
WDAE	Tampa, Fla.	1250	5000	370
WDAF	Kansas City, Mo.	610	5000	476
WDAK	Columbus, Ga.	1340	250	377
WDAN	Danville, Ill.	1480	250	391
WDAR	Savannah, Ga.	1100	250	381
WDAS	Philadelphia, Pa.	1400	250	587
WDAY	Fargo, N. D.	970	5000	543
WDBC	Escanaba, Mich.	1190	250	456
WDBJ	Roanoke, Va.	960	5000	646
WDBO	Orlando, Fla.	580	5000	367
WDEF	Chattanooga, Tenn.	1190	250	611
WDEL	Wilmington, Del.	1150	5000	359
WDEV	Waterbury, Vt.	550	1000	641
WDGY	Minneapolis, Minn.	1130	5000 d., 1000 n.	465
WDHL	Bradenton, Fla.	1490	250	362
WDLB	Marshfield, Wis.	1150	250	663
WDLP	Panama City, Fla.	1230	250	368
WDMJ	Marquette, Mich.	1310	250	460
WDNC	Durham, N. C.	1190	250	532
WDOD	Chattanooga, Tenn.	1310	5000	611
WDRC	Hartford, Conn.	1360	5000	355
WDSC	Dillon, S. C.	863	1000	605
WDSG	Dyersburg, Tenn.	1450	250	612
WDSM	Superior, Wis.	1230	250	665
WDSR	Lake City, Fla.	1310	250	365
WDUE	Philadelphia, Miss.	1490	250	471
WDUK	Durham, N. C.	1610	1000	532
WDSU	New Orleans, La.	1280	5000	430
WDVA	Danville, Va.	1250	5000 d., 1000 n.	642
WDWS	Champaign, Ill.	1400	250	390
WDZ	Tuscola, Ill.	1050	1000	400
WEAM	Arlington, Va.	1290	250	642
WEAN	Providence, R. I.	790	5000	601
WEAU	Eau Claire, Wis.	790	5000	661
WEBC	Duluth, Minn.	1320	5000	463
WEBQ	Harrisburg, Ill.	1240	250	395
WEBR	Buffalo, N. Y.	1310	250	500

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WEDC	Chicago, Ill.	1240	250	391
WEDO	McKeesport, Pa.	810	1000	584
WEED	Rocky Mount, N. C.	1450	250	539
WEEI	Boston, Mass.	590	5000	441
WEEK	Peoria, Ill.	1350	1000	397
WEFU	Reading, Pa.	850	1000	593
WEGO	Concord, N. C.	1410	1000	531
WEIM	Fitchburg, Mass.	1340	250	446
WELI	New Haven, Conn.	930	1000 d., 500 n.	356
WELL	Battle Creek, Mich.	1100	250	451
WELM	Elmira, N. Y.	1100	250	501
WELO	Tupelo, Miss.	1190	250	471
WEMP	Milwaukee, Wis.	1310	250	663
WENC	Whiteville, N. C.	1240	250	540
WENK	Union City, Tenn.	1240	250	617
WENR	Chicago, Ill.	890	50000	391
WENT	Gloversville, N. Y.	1340	250	502
WENY	Elmira, N. Y.	1230	250	501
WEOA	Evansville, Ind.	1400	250	402
WEPM	Martinsburg, W. Va.	1340	250	658
WERC	Er'e, Pa.	1230	250	579
WESC	Greenville, S. C.	660	5000	605
WEST	Easton, Pa.	1400	250	578
WESX	Salem, Mass.	1230	250	448
WEVD	New York, N. Y.	1330	5000	507
WEW	St. Louis, Mo.	770	1000	477
WEXL	Royal Oak, Mich.	1340	250	461
WFAA	Dallas, Texas	820	50000	623
WFAS	White Plains, N. Y.	1230	250	528
WFAU	Augusta, Me.	1340	250	432
WFBC	Greenville, S. C.	1330	5000	605
WFBG	Altoona, Pa.	1340	250	577
WTBL	Syracuse, N. Y.	1390	5000	523
WFBM	Indianapolis, Ind.	1260	5000	405
WFBR	Baltimore, Md.	1300	5000	438
WFCI	Pawtucket, R. I.	1420	5000	601
WFDF	Flint, Mich.	910	1000	456
WFEA	Manchester, N. H.	1370	5000	488
WFEB	Sylacauga, Ala.	1340	250	318
WFHR	Wisconsin Rapids, Wis.	1340	250	666
WFIG	Sumter, S. C.	1340	250	607
WFIL	Philadelphia, Pa.	560	1000	587
WFIN	Findlay, O.	1330	1000	553
WFKY	Frankfort, Ky.	1490	250	421
WFLA	Tampa, Fla.	970	5000	370
WFMD	Frederick, Md.	930	500	439
WFMJ	Youngstown, O.	1450	250	561
WFNC	Fayetteville, N. C.	1150	250	533
WFOM	Marietta, Ga.	1230	250	380
WFOR	Hattiesburg, Miss.	1409	250	469
WFOX	Milwaukee, Wis.	860	250	663
WFOY	St. Augustine, Fla.	1240	250	369
WFRP	Savannah, Ga.	1230	250	381
WFPG	Atlantic City, N. J.	1450	250	489
WFTC	Kinston, N. C.	1280	250	536
WFTL	Ft. Lauderdale, Fla.	1400	250	363
WFUN	Huntsville, Ala.	1450	250	316
WFVA	Fredericksburg, Va.	1230	250	642
WFVL	Hollywood, Fla.	940	1000	363
WGAA	Cedartown, Ga.	1310	250	377
WGAC	Augusta, Ga.	580	5000	376
WGAD	Gadsden, Ala.	1350	250	315
WGAL	Lancaster, Pa.	1490	250	583

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WGAN	Portland, Me.	560	5000	433
WGAP	Maryville, Tenn.	1400	250	614
WGAR	Cleveland, O.	1220	5000	519
WGAT	Utica, N. Y.	1100	250	525
WGAU	Athens, Ga.	1340	250	373
WGAY	Silver Spring, Md.	1050	1000	439
WGBB	Freeport, N. Y.	1240	100	501
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	402
WGBG	Greensboro, N. C.	980	1000	535
WGBI	Scranton, Pa.	910	1000 d., 500 n.	594
WGBR	Goldboro, N. C.	1400	250	533
WGBS	Miami, Fla.	710	10000	305
WGCM	Gulfport, Miss.	1230	250	469
WGES	Chicago, Ill.	1390	5000	392
WGGA	Gainesville, Ga.	1240	250	379
WGII	Newport News, Va.	1310	250	613
WGIL	Galesburg, Ill.	1400	250	395
WGKV	Charleston, W. Va.	1490	250	656
WGL	Fort Wayne, Ind.	1250	1090	402
WGN	Chicago, Ill.	720	50000	392
WGNC	Gastonla, N. C.	1450	250	533
WGNH	Gadsden, Ala.	1400	250	315
WGNI	Wilmington, N. C.	1340	250	540
WGNY	Newburgh, N. Y.	1220	1000	503
WGOV	Valdosta, Ga.	1450	250	382
WGPA	Bethlehem, Pa.	1100	250	577
WGPC	Albany, Ga.	1450	250	373
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	501
WGRC	Louisville, Ky.	1100	250	423
WGRM	Greenwood, Miss.	1240	250	469
WGRV	Greenville, Tenn.	1340	250	612
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	375
WGTC	Greenville, N. C.	1490	250	535
WGTM	Wilson, N. C.	1340	250	511
WGWC	Selma, Ala.	340	250	318
WGWR	Asheboro, N. C.	1260	1000	529
WGY	Schenectady, N. Y.	810	50000	521
WHA	Madison, Wis.	970	5000	662
WHAI	Greenfield, Mass.	1240	250	446
WHAL	Shelbyville, Tenn.	1400	250	617
WHAM	Rochester, N. Y.	1180	50000	519
WHAS	Louisville, Ky.	840	50000	423
WHAT	Philadelphia, Pa.	1340	100	587
WHAV	Haverhill, Mass.	250	446	446
WHAZ	Troy, N. Y.	1330	1000	524
WHB	Kansas City, Mo.	880	1000	277
WHBB	Selma, Ala.	1490	250	318
WHBC	Canton, O.	1480	5090	518
WHBF	Rock Island, Ill.	1270	5000	399
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	491
WHBL	Sheboygan, Wis.	1330	1000 d., 250 n.	665
WHBQ	Memphis, Tenn.	1400	250	614
WHBS	Huntsville, Ala.	1490	250	316
WHBU	Anderson, Ind.	1240	250	401
WHBY	Appleton, Wis.	1230	250	660
WHCU	Ithaca, N. Y.	870	1000	502
WHDF	Calumet, Mich.	1400	250	452
WHDH	Boston, Mass.	850	5000	414
WHDL	Olean, N. Y.	1450	250	517
WHEB	Portsmouth, N. H.	750	1000	438
WHEC	Rochester, N. Y.	1460	5000	519
WHFB	Benton Harbor-St. Joseph, Mich.	1060	1000	452
WHFC	Cicero, Ill.	1450	250	394

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHGB	Harrisburg, Pa.	1400	250	580
WHHT	Durham, N. C.	1580	1000	532
WHHM	Memphis, Tenn.	1310	250	614
WHIO	Dayton, O.	1290	5000	552
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	656
WHIT	New Bern, N. C.	1450	250	537
WHIZ	Zanesville, O.	1210	250	561
WHJB	Greensburg, Pa.	620	250	579
WHK	Cleveland, O.	1120	5000	549
WHKC	Columbus, O.	610	1000	552
WHKK	Akron, O.	640	1000.	547
WHKP	Hendersonville, N. C.	1450	250	535
WHKY	Hickory, N. C.	1290	5000 d., 1000 n.	535
WHLB	Virginia, Minn.	1400	250	467
WILD	Niagara Falls, N. Y.	1290	1000	517
WHLI	Hempstead, N. Y.	1100	250	502
WHLN	Harlan, Ky.	1230	250	422
WHLS	Port Huron, Mich.	1450	250	460
WHMA	Anniston, Ala.	1450	250	313
WHN	New York, N. Y.	1050	50000	507
WHNC	Henderson, N. C.	890	1000	536
WHO	Des Moines, Iowa	1010	50000	410
WHOB	Gardner, Mass.	1490	250	446
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	491
WHOP	Hopkinsville, Ky.	1230	250	422
WHOT	South Bend, Ind.	1490	250	406
WHIP	Harrisburg, Pa.	1460	5000 d., 1000 n.	581
WHISC	Hartsville, S. C.	1450	250	606
WHTB	Tallzdega, Ala.	1230	250	319
WHTN	Huntington, W. Va.	800	1000	658
WHUB	Cookeville, Tenn.	1400	250	612
WHUM	Reading, Pa.	1240	250	594
WHUN	Huntington, Pa.	1400	250	582
WHWL	Wilkes-Barre, Pa.	730	1000	597
WHYN	Holyoke, Mass.	1400	250	446
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	677
WIBA	Madison, Wis.	1310	5000	662
WIBC	Indianapolis, Ind.	1070	5000	403
WIBG	Philadelphia, Pa.	990	10000	587
WIBM	Jackson, Mich.	1450	250	459
WIBU	Poynette, Wis.	1240	250	664
WIBV	Belleville, Ill.	1060	250	389
WIBW	Topeka, Kans.	580	5000	419
WIBX	Utica, N. Y.	1230	250	527
WICA	Ashtabula, O.	970	1000	547
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	355
WICY	Malone, N. Y.	1490	250	503
WIGM	Medford, Wis.	1490	250	663
WIKB	Iron Mountain, Mich.	1230	250	457
WIL	St. Louis, Mo.	1230	250	477
WILK	Wilkes-Barre, Pa.	1450	250	597
WILL	Urbana, Ill.	580	5000	400
WILM	Wilmington, Del.	1450	250	359
WINC	Winchester, Va.	1400	250	647
WIND	Chicago, Ill.	560	5000	392
WING	Dayton, O.	1410	5000	553
WINK	Fort Myers, Fla.	1240	250	363
WINN	Louisville, Ky.	1240	250	424
WINR	Binghamton, N. Y.	1490	250	497
WINS	New York, N. Y.	1010	5000	507
WINX	Washington, D. C.	1340	250	360
WIOD	Miami, Fla.	610	5000	366
WIP	Philadelphia, Pa.	610	5000	589

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WIRA	Fort Pierce, Fla.	1400	250	363
WIRE	Indianapolis, Ind.	1430	5000	405
WIRL	Peoria, Ill.	1290	5000	397
WIS	Columbia, S. C.	560	5000	601
WISF	Asheville, N. C.	1230	250	529
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	405
WISN	Milwaukee, Wis.	1150	5090	664
WISR	Butler, Pa.	680	250	577
WITI	Baltimore, Md.	1230	250	438
WIZE	Springfield, O.	1340	250	556
WJAC	Johnstown, Pa.	1100	250	582
WJAG	Norfolk, Neb.	780	1000	481
WJAR	Providence, R. I.	920	5000	601
WJAS	Pittsburgh, Pa.	1320	5000	592
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	361
WJBC	Bloomington, Ill.	1230	250	389
WJBK	Detroit, Mich.	1490	250	452
WJBO	Baton Rouge, La.	1150	5000	427
WJBW	New Orleans, La.	1230	250	439
WJBY	Gadsden, Ala.	1240	250	316
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	469
WJEF	Grand Rapids, Mich.	1230	250	457
WJEJ	Hagerstown, Md.	1240	250	439
WJHL	Johnson City, Tenn.	910	1000	613
WJHO	Opelika, Ala.	1400	250 d., 100 n	318
WJHP	Jacksonville, Fla.	1320	250	364
WJIM	Lansing, Mich.	1240	250	459
WJJD	Chicago, Ill.	1160	20000	393
WJJM	Lewisburg, Tenn.	1490	250	614
WJLB	Detroit, Mich.	1400	250	453
WJLD	Bessemer, Ala.	1100	250	313
WJLS	Beckley, W. Va.	550	1000	655
WJMC	Rice Lake, Wis.	1240	250	635
WJMS	Ironwood, Mich.	1150	250	457
WJNC	Jacksonville, N. C.	1240	250	536
WJNO	West Palm Beach, Fla.	1230	250	370
WJOB	Hammond, Ind.	1230	250	407
WJOI	Florence, Ala.	1340	250	315
WJOL	Joliet, Ill.	1340	250	396
WJOR	Bangor, Me.	1230	260	432
WJOY	Burlington, Vt.	1230	250	640
WJPA	Washington, Pa.	1450	250	595
WJPF	Herrin, Ill.	1340	250	395
WJPR	Greenville, Miss.	1340	250	468
WJQS	Jackson, Miss.	1400	100	469
WJR	Detroit, Mich.	760	50000	455
WJRD	Tuscaloosa, Ala.	1230	250	319
WJTN	Jamestown, N. Y.	1240	250	502
WJW	Cleveland, O.	850	5000	550
WJXN	Jackson, Miss.	1490	250	470
WJZ	New York, N. Y.	770	50000	509
WJZM	Clarksville, Tenn.	1100	250	611
WKAL	Rome, N. Y.	1450	250	520
WKAN	Kankakee, Ill.	1320	1000	396
WKAQ	San Juan, Puerto Rico	620	5000	677
WKAR	East Lansing, Mich.	870	5000	456
WKAT	Miami, Fla.	1360	1000	367
WKAX	Birmingham, Ala.	900	1000	314
WKAY	Glasgow, Ky.	1490	250	421
WKBB	Dubuque, Iowa	1190	250	411
WKBH	La Crosse, Wis.	1410	5000	662
WKBN	Youngstown, O.	570	5000	561
WKBO	Harrisburg, Pa.	1230	250	580
WKBR	Manchester, N. H.	1240	250	488
WKBV	Richmond, Ind.	1490	250	406
WKBW	Buffalo, N. Y.	1520	50000	501
WKBZ	Muskegon, Mich.	1190	250	460
WKDK	Newberry, S. C.	1210	250	606
WKEU	Griffin, Ga.	1450	250	379
WKEY	Covington, Va.	1310	250	642
WKIP	Poughkeepsie, N. Y.	1450	250	519
WKIX	Columbia, S. C.	1490	250	604
WKJB	Mayaguez, P. R.	1340	250	675
WKLA	Ludington, Mich.	1450	250	459
WKLX	Lexington, Ky.	1300	1000	422
WKMA	Quitman, Ga.	1190	250	380
WKMO	Kekomo, Ind.	1400	250	405
WKNA	Charleston, W. Va.	950	1000	656
WKNB	New Britain, Conn.	840	1000	356
WKNE	Keene, N. H.	1290	5000	487
WKNY	Kingston, N. Y.	1490	250	503
WKOK	Sunbury, Pa.	1240	250	595
WKPA	New Kensington, Pa.	1150	250	585

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WKPT	Kingsport, Tenn.	1400	250	613
WKRQ	Mobile, Ala.	710	1000	317
WKRK	Cincinnati, O.	550	5000 d., 1000 n.	518
WKRJ	Columbia, Tenn.	1340	250	611
WKRQ	Cairo, Ill.	1490	250	389
WKRZ	Oil City, Pa.	1340	250	
WRST	New Castle, Pa.	1280	1000	531
WKEM	Mayfield, Ky.	1650	250	421
WKUL	Cullman, Ala.	1340	250	314
WKVM	Arecibo, Puerto Rico	1230	250	675
WKWF	Key West, Fla.	1500	500	305
WKWK	Wheeling, W. Va.	1400	250	659
WKXL	Concord, N. H.	1150	250	487
WKY	Oklahoma City, Okla.	930	5000	566
WKYB	Paducah, Ky.	800	1000	425
WKZO	Kalamazoo, Mich.	590	5000	459
WLAC	Nashville, Tenn.	1510	50000	615
WLAG	La Grange, Ga.	1240	250	379
WLAK	Lakeland, Fla.	1340	250	365
WLAN	Laurens, Pa.	1320	1000	583
WLAP	Lexington, Ky.	1450	250	423
WLAR	Athens, Tenn.	1450	250	610
WLAT	Conway, S. C.	1490	250	605
WLAU	Laurel, Miss.	1190	250	470
WLAU	Grand Rapids, Mich.	1340	250	457
WLAU	Lawrence, Mass.	680	5000	447
WLAY	Muscle Shoals City, Ala.	1450	250	318
WLBC	Muncie, Ind.	1340	250	406
WLBH	Mattoon, Ill.	1170	250	396
WLBH	Bowling Green, Ky.	1340	250	421
WLBL	Stevens Point, Wis.	930	5000	665
WLBZ	Lebanon, Pa.	1270	1000	581
WLEZ	Bangor, Me.	620	5000	432
WLCS	Baton Rouge, La.	1400	250	427
WLDS	Jacksonville, Ill.	1180	250 C.P. 1000	396
WLEE	Richmond, Va.	1150	250	645
WLEU	Erie, Pa.	1450	250	579
WLEX	Lexington, Ky.	1340	250	423
WLFB	New York, N. Y.	1490	1000	511
WLH	Lowell-Lawrence, Mass.	1100	250	447
WLNH	Laconia, N. H.	1340	250	487
WLOE	Leaksville, N. C.	1490	100	533
WLOF	Orlando, Fla.	1230	250	367
WLOG	Logan, W. Va.	1230	250	658
WLOK	Lima, O.	1240	250	555
WLOL	Minneapolis, Minn.	1330	1000	465
WLOW	Norfolk, Va.	1590	1000	614
WLPM	Suffolk, Va.	1150	250	647
WLS	Chicago, Ill.	890	50000	392
WLVA	Lynchburg, Va.	1230	250	613
WLW	Cincinnati, O.	700	50000	549
WMAJ	State College, Pa.	1450	250	595
WMAL	Washington, D. C.	630	5000	360
WMAM	Marinette, Wis.	570	250 d., 100 n.	662
WMAN	Mansfield, O.	1400	250	555
WMAQ	Chicago, Ill.	670	50000	393
WMAS	Springfield, Mass.	1450	250	448
WMAZ	Macon, Ga.	910	5000	379
WMBC	Macon, Miss.	1100	250	470
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	397
WMBG	Richmond, Va.	1380	5000	616
WMBH	Joplin, Mo.	1450	250	475
WMBI	Chicago, Ill.	1110	5000	391
WMBN	Petoskey, Mich.	1340	250	460
WMBO	Auburn, N. Y.	1340	250	497
WMBR	Jacksonville, Fla.	1100	250	361
WMBS	Uniontown, Pa.	590	1000	595
WMC	Memphis, Tenn.	790	5000	614
WMC	New York, N. Y.	570	5000	513
WMCX	Boston, Mass.	1510	5000	441
WMFD	Wilmington, N. C.	1400	250	540
WMFF	Plattsburgh, N. Y.	1340	250	519
WMFG	Hibbing, Minn.	1240	250	464
WMFJ	Daytona Beach, Fla.	1450	250	362
WMFR	High Point, N. C.	1230	250	535
WMFT	Florence, Ala.	1240	250	315
WMGA	Moultrie, Ga.	1400	250	380
WMGR	Bainbridge, Ga.	1490	250	376
WMGY	Montgomery, Ala.	800	1000	317
WMIN	St. Paul, Minn.	1400	250	467
WMIS	Natchez, Miss.	1490	250	471
WMJM	Cordele, Ga.	1490	250 d., 100 n.	379
WMLT	Dublin, Ga.	1340	250	378

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMMJ	Peoria, Ill.	1020	1000	397
WMMN	Fairmont, W. Va.	920	5000	657
WMOA	Marietta, Ohio	1490	250	555
WMOB	Mobile, Ala.	1230	250	317
WMOC	Covington, Ga.	1490	250	378
WMOG	Brunswick, Ga.	1490	250	376
WMOH	Hamilton, O.	1450	250	555
WMON	Montgomery, W. Va.	1310	250	658
WMOU	Berlin, N. H.	1230	250	487
WMOX	Meridian, Miss.	1230	250	471
WMPO	Lapeer, Mich.	1230	250 d.	459
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	615
WMRC	Greenville, S. C.	1490	250	605
WMRF	Lewiston, Pa.	1190	250	581
WMRN	Marion, O.	1190	250	555
WMRO	Aurora, Ill.	1280	250 d., 100 n.	389
WMRP	Flint, Mich.	1510	250	456
WMSA	Massena, N. Y.	1310	250	503
WMSL	Decatur, Ala.	1400	250	315
WMT	Cedar Rapids, Iowa	600	5000	408
WMTW	Portland, Me.	1490	250	431
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	488
WMUS	Muskegon, Mich.	1090	1000	460
WMVA	Martinsville, Va.	1450	250	643
WMVG	Milledgeville, Ga.	1450	250	380
WNAB	Bridgeport, Conn.	1450	250	355
WNAC	Boston, Mass.	1260	5000	411
WNAD	Norman, Okla.	610	1000	565
WNAE	Warren, Pa.	1310	1000	595
WNAR	Norristown, Pa.	1110	500	585
WNAX	Yankton, S. D.	570	5000	609
WNBC	New York, N. Y.	660	50000	511
WNBK	Binghamton, N. Y.	1290	5000	499
WNBH	New Bedford, Mass.	1310	250	418
WNBZ	Saranac Lake, N. Y.	1320	100	521
WNCA	Asheville, N. C.	1310	250	529
WNDH	Boston, Mass.	850	5000	414
WNDR	Syracuse, N. Y.	1260	500	524
WNEB	Worcester, Mass.	1230	250	449
WNEL	San Juan, Puerto Rico	1320	5000	677
WNEW	New York, N. Y.	1130	10000	515
WNEK	Macon, Ga.	1400	250	380
WNGO	Mayfield, Ky.	1320	1000	421
WNHC	New Haven, Conn.	1310	250	356
WNLC	New London, Conn.	1190	250	357
WNOC	Norwich, Conn.	1400	250	357
WNOE	New Orleans, La.	1150	250	430
WNOX	Knoxville, Tenn.	990	10000	613
WNVA	Norton, Va.	1450	250	611
WNYC	New York, N. Y.	830	1000	513
WOAI	San Antonio, Texas	1200	50000	631
WOC	Davenport, Iowa	1420	5000	409
WOCB	W. Yarmouth, Mass.	1210	250	419
WOHS	Shelby, N. C.	730	250	539
WOI	Ames, Iowa	610	5000	408
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	497
WOL	Washington, D. C.	1260	5000	360
WOLF	Syracuse, N. Y.	1190	250	521
WOLS	Florence, S. C.	1230	250	605
WOMI	Owensboro, Ky.	1190	250	425
WOMT	Manitowoc, Wis.	1210	250	662
WOND	Oak Ridge, Tenn.	1450	250	617
WONS	Hartford, Conn.	1410	5000	355
WOOD	Grand Rapids, Mich.	1300	5000	457
WOPI	Bristol, Tenn.	1490	250	610
WOR	New York, N. Y.	710	50000	515
WORC	Worcester, Mass.	1310	1000	419
WORD	Spartanburg, S. C.	1400	250	607
WORK	York, Pa.	1350	1000	599
WORL	Boston, Mass.	950	1000	414
WORZ	Orlando, Fla.	740	1000	367
WOSH	Oshkosh, Wis.	1490	250	661
WOSU	Columbus, O.	820	5000	552
WOW	New York, N. Y.	1280	5000	517
WOWV	Omaha, Neb.	590	5000	485
WOWO	Fort Wayne, Ind.	1190	10000	402
WPAB	Ponce, Puerto Rico	1370	1000	675
WPAD	Paducah, Ky.	1150	250	425
WPAG	Ann Arbor, Mich.	1050	250	451
WPAR	Parkersburg, W. Va.	1450	250	650
WPAT	Paterson, N. J.	930	1000	491
WPAX	Thomasville, Ga.	1240	250	382
WPAY	Portsmouth, O.	1400	250	556

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WPBP	Mayaguez, P. R.	1450	250	675
WPBQ	Jacksonville, Fla.	600	5000	364
WPEN	Philadelphia, Pa.	950	5000	591
WPIC	Sharon, Pa.	790	1000	594
WPIK	Alexandria, Va.	730	1000	611
WPLH	Huntington, W. Va.	1450	250	658
WFOR	Portland, Me.	1450	250	934
WPNA	Alpena, Mich.	1340	250	451
WPPA	Pottsville, Pa.	1360	500	593
WPRR	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	675
WPRO	Providence, R. I.	630	5000	603
WPRP	Ponce, Puerto Rico	1420	250	695
WPTF	Raleigh, N. C.	680	5000	538
WPUV	Pulaski, Va.	1230	250	615
WQAM	Miami, Fla.	560	5000 d., 1000 n.	366
WQAN	Scranton, Pa.	910	1000 d., 500 n.	594
WQBF	Viicksburg, Miss.	1420	1000 d., 500 n.	471
WQQW	Washington, D. C.	570	500	360
WQUA	Moline, Ill.	1230	250	396
WQXR	New York, N. Y.	1560	10000	517
WRAK	Williamsport, Pa.	1400	250	598
WRAL	Raleigh, N. C.	1440	250	537
WRAY	Reading, Pa.	1310	250	593
WRBL	Columbus, Ga.	1230 C.P. 1420	250 C.P. 5000	377
WRCC	Washington, D. C.	980	5000	361
WRDO	Augusta, Me.	1400	250	432
WRDW	Augusta, Ga.	1480	5000	376
WRFC	Memphis, Tenn.	600	5000	615
WRFN	Lawrence, Kans.	1250	5000 d., 1000 n.	418
WRGA	Rome, Ga.	1490	250	381
WRHI	Rock Hill, S. C.	1340	250	606
WRHP	Tallahassee, Fla.	1450	250	369
WRIN	Racine, Wis.	1100	250	665
WRIC	Toxco, Ga.	1450	250	382
WRLD	West Point, Ga.	1490	250	383
WRNL	Richmond, Va.	910	5000	615
WRNY	Rochester, N. Y.	680	250	520
WROK	Rockford, Ill.	1440	1000 d., 500 n.	399
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	613
WRON	Ronceverte, W. Va.	1400	250	659
WROW	Roanoke, Va.	1490	250	616
WROW	Athens, Tenn.	1490	250	610
WROX	Clarksdale, Miss.	1450	250	468
WRQN	Vidalia, Ga.	1450	250	383
WRR	Dallas, Texas	1310	5000	623
WRRF	Washington, N. C.	930	5000	510
WRRN	Warren, O.	1400	250	561
WRUF	Gainesville, Fla.	850	5000	363
WRVA	Richmond, Va.	1440	50000	616
WSAI	Cincinnati, O.	1360	5000	549
WSAJ	Grove City, Pa.	1310	100	579
WSAM	Saginaw, Mich.	1400	250	461
WSAN	Allentown, Pa.	1470	500	577
WSAP	Portsmouth, Va.	1490	250	646
WSAR	Fall River, Mass.	1480	1000	444
WSAU	Wausau, Wis.	1400	250	666
WSAV	Savannah, Ga.	1340	250	381
WSAY	Rochester, N. Y.	1370	1000	520
WSAZ	Huntington, W. Va.	930	5000 d., 1000 n.	657
WSB	Atlanta, Ga.	750	50000	375
WSBA	York, Pa.	900	1000	599
WSBC	Chicago, Ill.	1240	250	394
WSBR	Superior, Wis.	1490	250	666
WSBT	South Bend, Ind.	960	1000 C.P. 5000	406
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	317
WSGC	Elberton, Ga.	1400	250	378
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	314
WSIV	Pekin, Ill.	1140	250	397
WSIX	Nashville, Tenn.	980	5000	617
WSJS	Winston-Salem, N. C.	600	5000	541
WSKB	McComb, Miss.	1230	250	470
WSLB	Ogdensburg, N. Y.	1400	250	517
WSLI	Jackson, Miss.	1450	250	470
WSLS	Roanoke, Va.	1210	250	646
WSM	Nashville, Tenn.	650	50000	615
WSMB	New Orleans, La.	1350	5000	431

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSNJ	Bridgeton, N. J.	1240	250	489
WSNY	Schenectady, N. Y.	1210	250	523
WSOC	Charlotte, N. C.	1240	250	531
WSON	Henderson, Ky.	860	500	422
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	461
WSOY	Decatur, Ill.	1340	250	394
WSPA	Spartanburg, S. C.	950	5000	607
WSPB	Sarasota, Fla.	1150	250	369
WSPD	Toledo, O.	1370	5000	557
WSPR	Springfield, Mass.	1270	1000 d., 500 n.	443
WSRS	Cleveland Heights, Ohio	1490	250	551
WSSV	Petersburg, Va.	1210	250	644
WSTC	Stamford, Conn. (Formerly WSRD)	1400	250	357
WSTP	Salisbury, N. C.	1490	250	539
WSTV	Steubenville, O.	1340	250	557
WSUA	Bloomington, Ind.	1010	1000	401
WSUI	Iowa City, Iowa	940	5000	411
WSUX	St. Petersburg, Fla.	620	5000	369
WSVA	Harrisburg, Va.	550	1000	643
WSYB	Rutland, Vt.	1380	1000	611
WSYR	Syracuse, N. Y.	570	5000	524
WTAD	Quincy, Ill.	960	1000	397
WTAG	Worcester, Mass.	580	5000	449
WTAL	Tallahassee, Fla.	1340	250	370
WTAM	Cleveland, O.	1100	5000	550
WTAQ	Green Bay, Wisc.	1360	5000	661
WTAR	Norfolk, Va.	790	5000	644
WTAW	College Station, Texas	1150	1000	620
WTAX	Springfield, Ill.	1240	100	400
WTBO	Cumberland, Md.	1450	250	439
WTCB	Flint, Mich.	600	1000	456
WTCM	Traverse City, Mich.	1400	250	461
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	
WTEL	Philadelphia, Pa.	1340	250	529
WTHT	Hartford, Conn.	1230	250	356
WTIC	Hartford, Conn.	1080	5000	356
WTIK	Burham, N. C.	730	500	532
WTIP	Charleston, W. Va.	1240	250	656
WTJS	Jackson, Tenn.	1390	1000	612
WTMA	Charleston, S. C.	1250	1000	604
WTMC	Ocala, Fla.	1190	250	367
WTMJ	Milwaukee, Wisc.	620	5000	663
WTMV	East St. Louis, Ill.	1490	250	395
WTNB	Birmingham, Ala.	1490	250	314
WTNJ	Trenton, N. J.	1310	500	492
WTOC	Savannah, Ga.	1290	5000	382
WTOD	Toledo, Ohio	1560	1000	559
WTOK	Meridian, Miss.	1450	250	471
WTOL	Toledo, O.	1230	250	559
WTGN	Staunton, Va.	1400	250	647
WTOP	Washington, D. C.	1500	5000	361
WTRC	Elkhart, Ind.	1340	250	401
WTRY	Troy, N. Y.	930	1000	525
WTSB	Lumberton, N. C.	1340	250	537
WTSP	St. Petersburg, Fla.	1330	1000 d., 500 n.	360
WTTM	Trenton, N. J.	920	1000	492
WTVL	Waterville, Me.	1190	250	434
WWBZ	Vineland, N. J.	1360	1000	492
WWCO	Waterbury, Conn.	1240	250	358
WWDC	Washington, D. C.	1150	250	361
WWGP	Sanford, N. C.	1050	1000	539
WWJ	Detroit, Mich.	950	5000	455
WWL	New Orleans, La.	870	5000	431
WWNC	Asheville, N. C.	570	1000	529
WWNR	Beckley, W. Va.	1450	250	655
WWNS	Statesboro, Ga.	1490	250	382
WWNY	Watertown, N. Y.	790	1000	527
WWON	Woonsocket, R. I.	1240	250	603
WWPF	Palatka, Fla.	800	250	368
WWPG	Palm Beach, Fla.	1340	250	368
WWRL	Woodside, N. Y.	1600	250 C.P. 5000	528
WWSC	Glens Falls, N. Y.	1450	250	502
WWSR	St. Albans, Vt.	1420	1000	644
WWSW	Pittsburgh, Pa.	1490	250	592
WWVA	Wheeling, W. Va.	1170	5000	660
WWWB	Jasper, Ala.	1240	250	316
WXYZ	Detroit, Mich.	1270	5000	455

ALABAMA

Estimated Population 2,968,536—Radio Homes 519,644
Stations in State 35

WCTA

ANDALUSIA—EST. 1946
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.. Andalusia Broadcasting
Co., Inc.
Address.....Samford Road
Phone Number.....844
Time on the Air.....5:55 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.... World Broadcasting
System, Keystone Broadcasting System
Membership....NAB, Alabama Broadcasters
Assoc.

Personnel

President.....R. B. Anderson
General Manager.....James T. Ownby
Sales Manager.....James T. Ownby
Program Director.....J. Dige Bishop
Chief Engineer.....J. Dige Bishop

WHMA

ANNISTON—EST. 1938
AMERICAN BROADCASTING CO.
ALABAMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By.....Anniston Broadcasting Co.
Operated By.....Anniston Broadcasting Co.
Business Address.....Radio Bldg.
Phone Number.....2380
Transmitter Location.....15th & Boylton
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....UP
Transcription Service.....NEC
Representative.....Sears & Ayer, Inc.
Membership.....NAB, BMB

Personnel

Owner.....Harry M. Ayers
General Manager.....J. W. Buttram
Sales Manager.....J. W. Buttram
Program Director.....Malcolm Street
Production Manager.....Malcolm Street
Publicity Director.....Joe Caldwell
Chief Announcer.....Bob Davidson
Musical Director.....Jessie Clark
Chief Engineer.....James Hudson

WJLD

BESSEMER—EST. 1942
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Johnston
Broadcasting Company.

Address.....1800 3rd Ave., N.
Phone Number.....2300; 2301; 6-6172
Transmitter Location.....Blue Lake Site
Time on the Air.....6 a.m. to 12 p.m.
News Service.....AP
Transcription Service.....Standard, Cole,
Keystone Broadcasting System.
Representatives.....Helen Wood, New York;
Dewey Long, Atlanta; Gene Grant, Holly-
wood.

Personnel

Principal Partner.....George Johnston, Jr.
General-Station Manager...William R. Terry
Commercial Manager.....Clay Coe
Sales Director.....Carl Ross
Musical Director.....Robert Tamblyn
Chief Engineer.....Rufus Jones

WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts
Owned By.....Alabama Polytechnic In-
stitute, University of Alabama, Alabama
College.

Operated By.....Voice of Alabama, Inc.
Address.....Protective Life Bldg.
Phone Number.....3-8116
Transmitter Location.....Sandusky, Ala.
Time on the Air...5:45 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight.
News Service.....UP
Transcription Service.....WBS
Representative.....Radio Sales
Membership.....NAB, BMB

Personnel

Chairman of Board.....Ed Norton
President-Treasurer.....Thad Holt
General Manager.....Thad Holt
Operations Manager.....Lionel Baxter
Sales Manager.....Thad Holt
Sales Promotion Manager....Lionel Baxter
Program Director.....Jimmie Willson
Musical Director.....Stanleigh Malotte
Chief Engineer.....Norman S. Hurler

WBRC

BIRMINGHAM—EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 960 Kc. Power: 5000 Watts

Owned-Operated By..Birmingham Broadcast-
ing Co., Inc.
Address.....WBRC Bldg., 1727½ 2nd Ave. N.
Phone Number4-7741
Transmitter Location....2400 Arkedelpha Rd.
Time on the Air.....Unlimited
News Service.....INS
Transcription Service.....Standard Radio
& Langworth
Representative.....Paul H. Raymer Co.
Membership.....BMB, NAB

Personnel

President.....Eloise Smith Hanna
General Manager.....Eloise Smith Hanna
Station Manager.....Howell C. Cobb
Sales Managers.....L. W. Connors,
Don D. Campbell
Program Director.....Howell C. Cobb
Production Manager.....Ira Leslie
Publicity Director.....John T. Orr
Chief Announcer.....Fox Lightfoot
Musical Director.....Herbert Grieb
Chief Engineer.....G. P. Hamann

W K A X

BIRMINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Courier Broadcasting
Service, Inc.
Address.....1710 6th Ave. No., P.O. Box 2190
Phone Number.....54-2541
Transmitter Location.....231 2nd St., West
Time on the Air.....Daytime only
News Service.....AP
Transcription Service.....Associated Program
Service

Personnel

Owner.....Dr. Glenn V. Tingley
General Manager.....Ganus C. Scarborough
Station Manager.....Ganus C. Scarborough
Program Director.....Horace Pumphrey
Production Manager...Frank Hamilton Accorsi
Publicity Director.....Maurice Jackson
Chief Announcer.....Horace Pumphrey
Musical Director.....Wanda Houghton
Chief Engineer.....Stanley Hawkins
Record MC.....Maurice Jackson

W S G N

BIRMINGHAM—EST. 1927

AMERICAN BROADCASTING COMPANY

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated by.....The Birmingham
News Co.
Business Address.....P.O. Box 2553
Studio Address.....Dixie Cariton Hotel
Phone Number.....4-3434

Transmitter Location.....Alabama State
Fair Grounds
Time on the Air.....1 a.m. weekdays, 6:30
a.m. to 1 a.m. Sundays
Newspaper Affiliation.....Birmingham News
Company, Birmingham News-Age-Herald.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

V.P.-Managing Director....Henry P. Johnston
Commercial Manager.....Julian A. Flint
Sales Promotion & Publicity
Mgr.....Mrs. Mary F. Childers
Program Director.....Eugene M. Plumstead
Chief Engineer.....Gordon Bishop
Record Mc's.....James Cleary, Charles
Atchison, Craig Lowe, William Grimm,
Hugh McDonald

W T N B

BIRMINGHAM—EST. 1946
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Thomas N. Beach
Operated By.....Mrs. Evelyn S. Hicks
Address.....117 North 21st St.
Phone Number.....4-4511
Transmitter Location...3429 27th Ave., North
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....WTS
Representative.....George P. Hollingsbery
Membership.....NAB

Personnel

Owner.....Thomas N. Beach
Vice-President-General
Mgr.....Mrs. Evelyn Stafford Hicks
Station Manager.....Mrs. Evelyn S. Hicks
Assistant Manager.....J. D. Shacklett
National Sales Promotion..Mrs. Anna Brunker
Traffic Department...Miss Margaret Cotton
Production Manager..Mrs. Evelyn Perling Allen
Publicity Director...Mrs. Evelyn Perling Allen
Chief Announcer.....Joe Ford
Chief Engineer.....Frank J. Murphee, Jr.

W K U L

CULLMAN—EST. 1946

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Cullman Broadcasting
Company
Address.....Cullman

Personnel

Owners.....H. H. Kinney, D. T. Kinney

W M S L

DECATUR—EST. 1935

**MUTUAL BROADCASTING SYSTEM
NORTH ALABAMA NETWORK—KBS**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Tennessee Valley
Broadcasting Co., Inc.

Address..... 522 Bank St.
Phone Number 802-3
Transmitter Location... Danville Rd., Decatur
Time on the Air..... 6:00 a.m. to 10:30 p.m.
News Service..... UP
Transcription Service... World Broadcasting
System
Representative..... Headley-Reed Co.

Personnel

President..... Melvin Hulson
Commercial Manager..... Kyle G. Frazier
Program Director..... Lewis C. Blizzard
Chief Engineer..... J. V. Roser

W A G F

DOTHAN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By... Dothan Broadcasting
Company

Address..... 204½ E. Main Street
Phone Number..... 1403-2002
Transmitter Location.... Headland Highway,
Dothan, Ala.
Time on the Air... Week Days: 7:00 a.m. to
11:00 p.m.; Sunday: 8:00 a.m. to 10:30 p.m.,
CST

Newspaper Affiliation... Dothan Eagle, Stock
News Service AP
Transcription Service.. Standard Radio, SESAC
Representative..... Headley-Reed Co.
Membership NAB

Personnel

Station Manager..... Julian C. Smith
Commercial Manager..... Fred Moseley
Program Director..... Willard Wikes
Production Manager..... Willard Wikes
Publicity Director..... Arthur Creamer
Chief Announcer..... Arthur Creamer
Chief Engineer..... John T. Hubbard

W J O I

FLORENCE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned By..... Clyde W. Anderson, Joe T.
Van Sandt

Operated By.. Florence Broadcasting Company
Address..... 850 S. Court St.
Time on the Air..... 5:00 a.m. to midnight
Transcription Service..... World, M. M. Cole

Personnel

Owners..... Clyde W. Anderson,
Joe T. Van Sandt
General Manager..... Joe T. Van Sandt
Station Manager..... Joe T. Van Sandt
Sales Manager..... Joe T. Van Sandt
Program Director..... Dave Bigley
Publicity Director..... Dave Bigley
Chief Announcer..... Dave Bigley
Musical Director..... Dave Bigley
Chief Engineer..... Maurice McKinney
Record MC..... Dave Bigley

W M F T

FLORENCE—EST. 1945

AUBURN FOOTBALL NETWORK

NORTH ALABAMA NETWORK (Special)

NORTH ALABAMA POLITICAL NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By... Tri-Cities Broadcasting
Company

Address..... P. O. Box 477
Phone Number..... Florence 42 & 1934
Transmitter Location.... 800 Cypress Mill Rd.
Time on the Air.. 6:00 a.m. to 11:05 p.m. (CST)
News Service..... AP
Transcription Service..... NBC Thesaurus
Representative..... John E. Pearson Co.
Membership NAB

Personnel

President-Station Manager... Franklin L. Bush
Chief Announcer..... Sandford J. Willis
Chief Engineer..... Sandford J. Willis

W G A D

GADSDEN—EST. 1946

Frequency: 1350 Kc.....Power: 1000 Watts
Owned By..... Coosa-Valley Broadcasting Co.
Operated By..... J. W. Buttram

Address..... Pioneer Life Bldg.
Phone Number..... 207
Transmitter Location..... Attalla, Ala.
Time on the Air..... 6:00 a.m. to 12 midnight
News Service..... UP
Transcription Service..... NBC

Personnel

President-Owner..... E. L. Roberts
General Mgr.-Station Mgr..... J. W. Buttram

W G N H

GADSDEN—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.. General Newspapers, Inc.
Business Address.. P. O. Box 1016, Macon, Ga.
Phone Number..... 6500

Studio Address....520 Chestnut St., Gadsden, Ala.
 Time on the Air.....7:00 a.m. to 12 midnight
 Newspaper Affiliation..General Newspapers, Inc.
 News Service.....INS
 Transcription Service.....WBS
 Representative..Burke Kuipers & Mahoney, Inc.

Personnel

President.....Carmage Walls
 General Manager.....Henry A. Jones
 Sales Manager.....A. B. Letson

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Gadsden Broadcast-
 ing Co., Inc.
 Address.....108 Broad Street
 Phone Number.....62 & 88
 Transmitter Location.....108 Broad Street
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Representative.....Sears & Ayer

Personnel

President.....Bascom H. Hopson
 Station Manager and
 Program Director.....Beatrice Tate Benton
 Commercial Manager.....Sam Benton
 Chief Engineer.....William Pigg

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 F U N

HUNTSVILLE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Huntsville Broadcasting
 Co.

Address.....410 W. Holmes St.
 Phone Number.....2424
 Transmitter Location.....410 W. Holmes St.
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....WBS

Personnel

President-Owner-Station Mgr...John Garrison
 Commercial Manager.....E. H. Duffey
 Program Director.....W. J. Keown
 Publicity Director.....Jimmy Trippe
 Chief Engineer.....Lauren Mickle
 Record MC.....Frank Short

W H B S

HUNTSVILLE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Huntsville Times Co., Inc.
 Address.....Cor. of Gallatin & Clinton Sts.
 Phone Number.....2345
 Transmitter Location.....N. Church St.
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 Newspaper Affiliation.....Huntsville Times
 News Service.....AP
 Representative.....Headley-Reed Co.
 Membership.....NAB

Personnel

General Mgr.-Station Mgr.....A. L. Smith
 Commercial Manager.....Mrs. Barbara Terrell
 Program Director-Chief Announcer...John P.
 Culver, Jr.
 Chief Engineer.....James L. Sanderson

W W W B

JASPER—EST. 1946

PARAMOUNT BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Bankhead Broadcast-
 ing Co.
 Address.....Bankhead-Long Bldg.
 Phone Number.....100 & 200
 Transmitter Location.....Bankhead Highway
 Time on the Air.....Full time
 News Service.....AP
 Transcription Service.....WBS
 Membership.....NAB

Personnel

President-Owner.....W. W. Bankhead
 General Mgr.-Station Mgr.....James E. Reese
 Program Dir.-Publicity Dir...Charles Metcalfe
 Chief Announcer.....Charles Metcalfe
 Musical Director.....Freda Hilton
 Chief Engineer.....Jack Copeland

W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned By.....W. O. Pope
 Operated ByPape Broadcasting Co.
 Address.....106 St. Joseph St., AT&N
 Railroad Bldg.

Phone Number.....Dexter 3-3756
 Transmitter Location.....Cochran Bridge
 Causeway, Baldwin County.
 Time on the Air...5:30 a.m. to 12:00 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

Owner.....W. O. Pope
 General Manager.....H. K. Martin
 Station Manager.....H. K. Martin
 Commercial Manager.....Al. Treadway
 Program Director.....Charles Saunders
 Publicity Director.....C. L. Smallwood
 Chief Announcer.....Charles Saunders
 Chief Engineer.....R. B. Hurley

W K R G*

MOBILE

Frequency: 710 Kc.....Power: 1000 Watts
 Licensee.....Giddens & Rester

*C.P.

W M O B

MOBILE—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Nunn Broadcasting Corp.
 Business Address.....P. O. Box 1117
 Phone Number.....Belmont 2-4566-7
 Studio Address.....458 Government St.
 Transmitter Location.....600 St. Louis St.
 Time on the Air...Monday-Saturday: 6 a.m.
 to midnight; Sunday: 7:00 a.m. to midnight
 News Service.....UP
 Transcription Service...NBC Thesaurus, WBS
 National Sales Office.....P. O. Box 1360,
 Lexington, Ky.

Representative.....The Branham Company
 Membership.....NAB, BMB

Personnel

President.....Gilmore N. Nunn
 Station Manager.....Archie S. Grinalds
 Sales Promotion Mgr.....Joseph S. Muth
 Program Director.....Wallace B. Dunlap
 Publicity Director.....Joseph S. Muth
 Chief Announcer.....Wallace B. Dunlap
 Chief Engineer.....T. L. Greenwood

**(CALL LETTERS TO BE ASSIGNED)
 MOBILE***

Frequency: 840 Kc.....Power: 1000 Watts
 Licensee.....Pursley Broadcasting Service

*C.P.

W C O V

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....G. W. Covington, Jr.
 Business Address.....P. O. Box 1029
 Phone Number.....5781-2
 Studio Address.....Exchange Hotel
 Transmitter Location.....Narrow Lane Road.
 Time on the Air.....6:00 a.m. to 11:05 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

President-Station Mgr.G. W. Covington, Jr.
 Commercial Manager.....R. B. Raney
 Sales Promotion Manager.....E. J. Duke
 Program Dir.-Production Mgr....Weston Britt
 Publicity Director.....Dorothea Askins
 Chief Announcer.....Hollis Carlton
 Musical Director.....Alonzo Meek
 Chief Engineer.....W. D. Weatherly

W M G Y

MONTGOMERY—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By...Dixie Broadcasting Co.
 Business Address.....P. O. Box 2271
 Phone Number.....5245-6
 Studio Address...Cor. Dexter Ave. & Perry St.
 Transmitter Location.....Lincoln Road
 Time on the Air.....Sunrise to Sunset
 News Service.....INS
 Transcription Service.....WBS
 Representative.....Radio Adv. Co.
 Membership.....NAB

Personnel

President.....Dr. S. D. Suggs
 Station Manager.....Leland Childs
 Sales Promotion Manager-Publicity Dir. Edward
 L. De Motte
 Program Dir.-Musical Dir. .E. Caldwell Stewart
 Chief Announcer.....Ed Mohr
 Chief Engineer.....John D. Lamar
 Record MC.....Bob Donaldson

W S F A

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.;
 500 n., (CP 1000)
 Owned-Operated By.....Montgomery
 Broadcasting Co., Inc.
 Business Address.....Jefferson Davis Hotel
 Phone Number.....8361-2
 Studio Address.....Jefferson Davis Hotel

Transmitter Location.....Narrow Lane Road.
 Time on the Air.....5:45 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 & M. M. Cole.
 Representative.....Headley-Reed Co.
 Membership.....NAB, BMB, Ala. Br. Assoc.

Personnel

President.....Howard E. Pill
 Sales Manager.....W. W. Hunt
 General Mgr.-Station Mgr.....David E. Dunn
 Program Director.....Robert Hope
 Publicity Director.....Esther Mahoney
 Chief Announcer.....Marvin Reuben
 Musical Director.....Martha Darden
 Chief Engineer.....C. I. Shelkofsky

W L A Y

MUSCLE SHOALS CITY—EST. 1933
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Muscle Shoals
 Broadcasting Corporation
 Address.....Box 230, Sheffield, Ala.
 Phone Number.....1450-1
 Studio Address...Hamilton Ave. & 2nd St.
 Muscle Shoals City, Ala.
 Transmitter Location...Hamilton Ave. & 2nd
 St., Muscle Shoals City, Ala.

Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 & Lang-Worth.
 Representative.....The Branham Co.
 Membership.....NAB

Personnel

President.....F. M. Farris, Jr.
 Station Manager.....Henry B. Clay
 Commercial Manager.....Richard B. Biddle
 Program Dir.-Chief Ann...James C. Miller, III
 Production Manager.....William Cooper
 Musical Director.....Evelyn Reeburg
 Chief Engineer.....Lynn V. McMoran

W J H O

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.Power 250 d.; 100 n.
 Owned-Operated By.....Opelika Auburn
 Broadcasting Co.
 Address.....1400 Auburn Road
 Phone Number.....856
 Transmitter Location.....1400 Auburn Road
 Time on the Air.....6:00 a.m. to 12:00 mid.
 Sunday: 7:00 a.m. to 12 mid.

News ServiceUP
 Transcription Service.....NBC, SESAC
 Membership.....NAB, BMB

Personnel

General Mgr.-Publicity Dir.....F. Marion Hyatt
 Commercial Manager.....Guy Mangram
 Program Director.....Lowell Takles
 Musical Director.....Ben F. Parsons
 Chief Engineer.....John B. Venters

W G W C

SELMA—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...G. W. Covington, Jr.
 Address.....Selma, Ala.
 Phone Number.....1739
 Transmitter Location...Birmingham Highway
 Time on the Air.....16 hrs., 35 mins.
 News Service.....INS
 Representative.....Howard H. Wilson Co.

Personnel

Owner.....G. W. Covington, Jr.
 Station Manager.....Frank Ford
 Commercial Manager.....W. L. Rowland
 Program Director.....Bill Steadman
 Chief Engineer.....John L. Townshend

W H B B

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 ALABAMA STATE

Frequency: 1490 Kc.....Power: 250 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.....North Church St.
 Time on the Air.....7:30 a.m. to 10:30 p.m.
 Representative.....Sears & Ayer, Inc.

Personnel

President.....B. H. Hopson
 General-Station Manager....Julien Smith, Jr.
 Sales Promotion.....Erin Reynolds
 Program Director.....Eleanor Falkenberry
 Publicity Director.....Julia Craig Miller
 Chief Announcer.....Evans Bruce
 Chief Engineer.....T. F. Kelly, Jr.

W F E B

SYLACAUGA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated ByAlabama
Broadcasting Company.
Business-Studio Address..527 North Broadway
Phone Number160
Transmitter Location.....527 North Broadway
Time on Air.....6:00 a.m. to 11:00 p.m.
News ServiceUP
Transcription ServiceNBC

Personnel

President.....E. E. Forbes, Sr.
V.P.-General Manager.....J. W. Buttram
Station Manager.....Hugh Webb
Sales Manager.....Ben R. Rath
Sales-Promotion Manager.....Walter Welch
Program Director.....Chris Weber
Production Manager.....James Pate
Publicity Director.....Whitt Parrott
Musical Director.....Walter Welch
Chief Engineer.....James Stowers, Jr.

WHTB

TALLADEGA

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Voice of Talladega, Inc.
Address.....P. O. Box 43
Phone2360
Studio Address.....122 S. Court Sq.
Transmitter Location.....Isbell Springs
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....F.P
Transcription Service.....Standard, SESAC
Membership.....NAB, BMB

Personnel

President.....Harry Held
V.-P.-Gen. Mgr.....R. C. Hammett
Sales Promotion Mgr.....C. Glenn Cooke
Acting Program Dir.....Otis Dodge
Production Manager.....Ed Gomon
Publicity Director.....Brice Brown
Chief Engineer.....Ira A. Smith, Jr.

(CALL LETTERS TO BE ASSIGNED)
TROY*

Frequency: 1490 Kc.....Power: 250 Watts
Licensee.....Troy Broadcasting Corp.

*C.P.

WJRD

TUSCALOOSA—EST. 1936

ALABAMA NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....James R. Doss, Jr.
Address.....First National Bank Bldg.
Phone Number.....4464-65
Transmitter Location....Greensboro Highway
Time on the Air.....7:00 a.m. to 10:00 p.m.
Transcription Service...World Broadcasting
System

Representative.Keystone Broadcasting System

Personnel

Owner.....J. R. Doss, Jr.
Program Director.....Wilhelmina Doss
Chief Announcer.....Charles Zennah
Chief Engineer.....James Arendale

ARIZONA

*Estimated Population 638,204—Radio Homes, 146,070
Stations in State 19*

K SUN

BISBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....P. O. Drawer "C", Lowell Sta.
Phone Number.....Bisbee 9
Transmitter Location.....Noco Rd.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP and Transradio
Representative.....John Blair & Co.
Transcription Service.....WBS
MembershipNAB, BMB

Personnel

Owner-Station Manager....Carleton W. Morris

Commercial Manager.....Eugene V. Packer
Program Director.....Gilbert C. Alzua
Chief Engineer.....John E. Hickman

(CALL LETTERS TO BE ASSIGNED)
(DOUGLASS*)

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Carlton W. Morris

*C.P.

(CALL LETTERS TO BE ASSIGNED)
FLAGSTAFF—Est. 1947

Frequency: 1240 Kc.....Power: 250 Watts

Owned By.....Gene Burke Brophy
 Business Address.....P. O. Box 1365
 Time on the Air.....Unlimited

Personnel

Owner.....Gene Burke Brophy
 General Manager.....John D. Morgan
 Chief Engineer.....Russell Davis

K W J B

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY
 ARIZONA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: The Gila Broadcasting
 Co., Inc.

Business Address.....Globe, Arizona
 Phone Number.....Globe 41
 Studio Address.....South Globe, Arizona
 Transmitter Location...South Globe, Arizona
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 News Service.....AP, INS, UP
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer
 Membership.....BMB

Personnel

President.....Louis F. Long
 General Manager.....Paul Merrill
 Station Manager.....Willard Shoecraft
 Commercial and Sales
 Manager.....Edward E. Furman
 Chief Announcer.....Paul Hallett
 Chief Engineer.....Frank Toomey

K A R V

MESA—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Arizona Radio &
 Television, Inc.

Address.....Box 31, Radio Center, Pepper
 Lane, Mesa, Ariz.
 Phone Number.....678
 Transmitter Location...Radio Center, Pepper
 Lane, Mesa, Ariz.

Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....Phoenix Republic &
 Gazette, Ariz. State Wire
 Transcription Service.....Lang-Worth
 Representative.....Forjoe & Co.
 Membership.....NAB

Personnel

President.....Kenneth W. Houston
 General Manager.....
 Station Manager.....John C. McPhee
 Sales Manager.....Norman E. Iverson
 Program Director.....
 Production Manager.....Al Stein

Musical Director.....Shirley Brundage
 Chief Engineer.....Gordon Kelly
 Record MC.....Al Stein

K O Y

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 THE ARIZONA NETWORK

Frequency: 1550.....Power: 1000 Watts
 Owned-Operated By.....Salt River Valley
 Broadcasting Company

Business Address.....P. O. Box 2671
 Phone Number.....4-4144
 Studio Address...836-838 North Central Ave.
 Transmitter Location...12th St. & Camel-
 back Rd.

Time on the Air.....6 a.m. to 12:15 p.m.
 Newspaper Affiliation.....Arizona Farmer
 Publishing Co., Arizona Farmer
 News Service.....UP; Transradio
 Transcription Service.....World Broadcasting
 System, Associated Record Program Service
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

Chairman of Board.....Burrige D. Butler
 Commercial Manager.....John L. Hogg
 Station Manager.....Albert D. Johnson
 Program Director.....John R. Williams
 Chief Announcer.....Joe Dana
 Musical Director.....Alfred Becker
 Chief Engineer.....Lewis Sublett
 Record MC.....Kenneth Bagwell

K P H O

PHOENIX—EST. 1940

AMERICAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Phoenix Broadcasting, Inc.
 Business Address..Adams Hotel, Phoenix, Ariz.
 Phone Number.....4-7367
 Studio Address.....Adams Hotel &
 Transmitter Bldg.

Transmitter Location...R.F.D. Buckeye Rd.
 Time on the Air.....6 a.m. to midnight
 News Service.....INS
 Transcription Service.....McGregor, Cole
 Representative.....Homer Griffith Co.

Personnel

President-Owner.....Rex Shepp
 Station Manager.....Charlie Garland
 Commercial Manager.....Arnold J. Gregory
 Program Director.....Bill Deddick
 Chief Announcer, Musical Dir.....Bill Reddick
 Chief Engineer.....Louis Halpern
 Record MC.....Bill Lindsay

KPSC*

PHOENIX

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Sun County Broadcasting Co.

*C.P.

KRUX

PHOENIX-GLENDALE—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Gene Burke Brophy
Business Address....P. O. Box 1365, Phoenix
Phone Number.....3-8790
Time on the Air.....Unlimited

Personnel

Owner.....Gene Burke Brophy
General Manager.....John D. Morgan
Chief Engineer.....Russell Davis

KTAR

PHOENIX—EST. 1922

NBC

ARIZONA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Broadcasting
Company

Business Address.....711 Heard Building
Phone Number.....4-4161
Studio Address.....Atop the Heard Building
Transmitter Location.....36th St. & East
Thomas Road

Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP; PA
Transcription Service.....NBC Thesaurus,
Standard Radio Library, Capitol
Representative.....Paul H. Raymer Co.
Membership.....NAB, BMB

Personnel

Chief Owner-Ch. of Bd.....John J. Louis
President & General
Manager.....Richard O. Lewis
Business Manager.....B. R. Fulbright
Sales-Commercial Manager.....Bill Harvey
Sales Promotion-Merchandising
Manager.....John Edwin Miller
Program Director.....J. Howard Pyle
Production Manager.....Paul Hughes
Publicity Director.....John Snow
Musical Director.....Pierson Bancroft
Chief Engineer.....A. C. Anderson

KYCA

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broad-
casting Company

Address.....East Gurley St.
Phone Number.....244
Transmitter Location.....East Gurley St.
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service.....INS and AP
Transcription Service.....Standard Library
Representative.....Paul Raymer Co.
Membership.....NAB, BMB

Personnel

President-Owner.....Harold Ritter
Program Director.....Robert Pfister
Publicity Director.....Marcia Gates
Chief Engineer.....Byron Lee McCall

KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING SYSTEM

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. to 11 p.m.
News Service.....UP
Transcription Service.....World
Representatives.....Paul H. Raymer Co.
Membership.....BMB

Personnel

President.....Louis F. Long
Station Manager.....Paul Merrill
Commercial and Sales
Promotion Manager.....Edward E. Furman
Program Director,
Production Manager...Norman B. Harrington
Chief Announcer.....Richard G. Salerno
Musical Director.....William F. Parady
Chief Engineer.....Herbert Hartman

KOPO

TUCSON—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old Pueblo
Broadcasting Co.

Address.....77 N. Court St.
Phone Number.....2128
Transmitter Location.....Stone & Drachman
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....McGregor
Representative.....Homer Griffith

Personnel

President.....John Rockwell
 V. P. & Gen. Mgr.....Charles H. Garland
 Chief Announcer.....Allan Brown
 Chief Engineer.....Selwyn Kirby

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, Box 390
 Phone Number.....1400
 Transmitter Location.....900 E. B'way
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service....Associated & World
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....Burrige D. Butler
 Station Manager.....Lee Little
 Program Director.....Wayne Sanders
 Chief Announcer.....Ray Helgesen
 Production Manager.....Gerry O'Brien
 Chief Engineer.....Cliff Livingston

KVOA

TUCSON—EST. 1929

NATIONAL BROADCASTING CO.
 ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned By.....KTAR Broadcasting Co., Inc.
 Operated By.....Arizona Broadcasting
 Company, Inc.
 Business Address.....48 E. Broadway
 Phone Number.....3703
 Studio Address.....48 East Broadway
 Transmitter Location.....10th and Lee
 Time on the Air...3:55 a.m. to 12:00 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Standard, Capitol
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President.....John J. Louis
 General Manager.....R. B. Williams
 Sales Commercial Mgr.....R. B. Williams
 Sales Promotion.....Fred J. Gerletti
 Program Director.....Ben L. Slack, Jr.
 Production Manager.....Jean T. Lely
 Publicity Director.....Fred J. Gerletti

Chief Announcer.....George T. Callison
 Chief Engineer.....Ray H. Holsclaw
 Record MC.....Bill Warren

(CALL LETTERS TO BE ASSIGNED)
TUCSON*

Frequency: 1490 Kc.....Power: 250 Watts
 Licensee.....Sun County Broadcasting Co.

*C.P.

(CALL LETTERS TO BE ASSIGNED)
TUCSON*

Frequency: 1340 Kc.....Power: 250 Watts
 Licensee.....The Catalina Broadcasting Co.

*C.P.

KSOL

YUMA—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Gene Burke Brophy
 Business Address....P. O. Box 1365, Phoenix
 Time on the Air.....Unlimited

Personnel

President-Owner.....Gene Burke Brophy
 General Manager.....John D. Morgan
 Chief Engineer.....Russell Davis

KYUM

YUMA—EST. 1940

NATIONAL BROADCASTING COMPANY
 ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Operated By.....Yuma Broadcasting Co.
 Owned By.....Arizona Broadcasting System
 Business Address.....Yuma, Ariz.
 Phone Number.....Yuma 88
 Studio Address...19th Avenue and 1st Street
 Transmitter Location.....Yuma, Ariz.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS, AP, UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Ray Smucker
 Commercial Manager.....Roy Jorgensen
 Sales Promotion Mgr.....Paul Dawson
 Musical Dir.-Program Director.....Sam Ewing
 Production Manager.....Pal Goolsby
 Publicity Director.....Stan Siegle
 Chief Announcer.....Judd Wilson
 Chief Engineer.....Leavenworth Wheeler
 Record MC.....Hig Higgins

ARKANSAS

Estimated Population 1,876,042—Radio Homes 350,567
Stations in State 19

K L C N

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned and Operated By...Harold L. Sudbury
Address.....Sudbury Bldg.
Phone Number.....2093
Transmitter Location.....East Highway 18
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....World, Cole
Representative.....The John E. Pearson Co.

Personnel

Owner-Manager.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury

K A M D

CAMDEN—EST 1946

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio, Inc.
Address.....2010 Ft. Worth National Bank
Bldg., Fort Worth, Tex.

Personnel

General Manager.....Frank O' Myers
Manager.....John W. Edwards

K E L D

EL DORADO—EST. 1935

AMERICAN BROADCASTING CO.

ARKANSAS NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Business Address.....Home Finance Bldg.
Studio Address.....Country Club Colony
& Home Finance Bldg.

Phone.....1313
Transmitter Location...2½ miles North of El
Dorado, Ark.

Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....Standard Radio,
M. M. Cole

Representative.....Cox and Tanz
Membership.....NAB, BMB

Personnel

President.....W. N. McKinney
V.P. & Gen. Mgr.....Leon Sipes
Sales Promotion Manager.....J. R. Duerson
Chief Announcer.....Tex Pickens
Chief Engineer.....S. F. Eckhardt

K G R H

FAYETTEVILLE—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Fayetteville Broadcasting
Company

Business Address.....922 Leverett St.
Phone Number.....862
Transmitter Location.....922 Leverett St.
Time on the Air.....Unlimited
News Service.....AP
Transcription Service.....Standard
Membership.....NAB

Personnel

President-Manager.....Russell Bennitt
Commercial Manager.....Alton Collier
Program Director.....Lee Belding
Production Manager.....Peter Harkins
Chief Announcer.....Lee Belding
Chief Engineer.....George W. Dotson

K F P W

FORT SMITH—EST. 1930

MUTUAL BROADCASTING SYSTEM
RAZORBACK ARKANSAS STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Southwestern
Hotel Co.

Address.....1215 Garrison Ave.
Phone Number.....4106-4107-7069-5554
Transmitter Location.....Albert Pike &
Kelley Highway

Time on the Air.....6:00 a.m. to 11:00 p.m.
Sundays, 8:00 a.m. to 11:00 p.m.

News Service.....UP and AP
Transcription Service.....M. M. Cole &
World Broadcasting System

National Sales Office.....The Walker Co.
Station Representatives...The Walker Co.;
England Adv. Co.

Membership.....NAB, BMB

Personnel

President and General Mgr...John A. England
Station Mgr.-Publicity Dir...J. E. "Pat" Garner
Sales Promotion Mgr.....E. H. Patterson
Program Director.....Dorothy Gibson
Production Manager.....W. A. Stapleton
Chief Announcer.....Harvey Marsh
Musical Director.....Afton Blake
Record M.C.....Kruger Muse
Chief Engineer.....John M. VanHorn

KWHN*

FT. SMITH—EST. 1946

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By..KWHN Broadcasting Co.
 Address.....P. O. Box 799
 Phone Number.....3141, LD 29
 Transmitter Location..N. E. of Ft. Smith, Ark.
 News Service.....AP
 Membership.....NAB

Personnel

President.....Allen Whiteside
 Sec.-Treas.....H. S. Nakdimen
 Station Manager.....Bill Slates

*Construction Permit

KHOZ

HARRISON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Harrison Broadcasting Corp.
 Address.....Radio Cit Addition
 Transmitter Location.....Radio Cit Addition
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....R. C. Wheeler (Regional)

Personnel

President.....Dene O. Hester
 General Mgr.-Station Mgr.....Merwyn Love
 Sales Mgr.-Sales Pro. Mgr.....Bob Wheeler
 Program Dir.-Chief Announcer...Wilson Hurst
 Production Manager.....J. Grant
 Publicity Director.....John Scott
 Musical Director.....Judy Coates
 Chief Engineer.....L. C. Watkins
 Record M.C.....James Jobes

KFFA

HELENA—EST. 1941

**MUTUAL BROADCASTING SYSTEM
 ARKANSAS NETWORK—KBS**

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.....6:00 a.m. to 11:00 p.m.
 News Services.....UP
 Transcription Service..Lang-Worth, M. M. Cole
 Representatives...Cox & Tanz, Gene Grant & Co.
 Membership.....NAB, BMB

Personnel

Managing Partner-General Mgr.Sam Anderson

Commercial Manager.....Barton Wellborn
 Program Director.....Elizabeth Wellborn
 Sales Pro. Mgr.-Publicity Dir.....Hugh Smith
 Chief Announcer.....Jim Lipsey
 Musical Director.....S. B. Williamson
 Record M.C.....Barton Wellborn
 Chief Engineer.....A. P. Decker

KTHS

HOT SPRINGS—EST. 1924

**AMERICAN BROADCASTING CO.
 ARKANSAS NETWORK**

Frequency1090 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
 near Hot Springs, Ark.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription ServiceLang-Worth
 Newspaper Affiliation..Shreveport, Louisiana
 Times.
 Representative.....The Branham Co.
 Membership.....NAB, BMB

KHOZ

HARRISON, ARK.

**"IN THE HUB
 OF THE OZARKS"**

SERVING NORTH
 CENTRAL ARKANSAS
 WITH THE BEST IN
 MUSIC, SPORTS, NEWS.

MUTUAL AFFILIATE

250 WATTS 1240 Kc

Personnel

President.....John D. Ewing
 Station Manager.....J. John Wolever, Jr.
 Nat'l Sales Manager.....J. John Wolever, Jr.
 Local Sales Manager.....Edward C. Appler
 Program Dir.-Production Mgr.....Jon F. Karber
 Chief Announcer.....Bill Bailey
 Musical Director.....Harry E. Lockhart
 Chief Engineer.....Cecil L. Suitt
 Traffic Manager.....Helen Ashley

K W F C

HOT SPRINGS—EST. 1940

KBS

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Clyde E. Wilson
 Address.....819½ Central
 Phone Number.....312-3
 Transmitter Location.....819½ Central
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio,
 Kestone, M. M. Cole
 Representative.....Sears & Ayers
 Membership.....BMB

Personnel

Owner.....Clyde E. Wilson
 Station & General Sales
 Manager.....Robert Choate
 Sales Promotion.....Robert Harrison
 Chief Engineer.....Tom Wilson

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Regional Broadcasting Co.
 Operated By.....Jay P. Beard
 Address.....KBTM Bldg., 603 Madison St.
 Phone Number.....597-8
 Transmitter Location.....East Jonesboro
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 Transcription Service.....World Broadcasting
 System, SESAC
 West Coast Representative.....Gene Grant
 Membership.....NAB, BMB

Personnel

President and General Manager..Jay P. Beard
 Sales Promotion Manager.....William H. Cate
 Program Director-Production
 Mgr.-Musical Dir.....Eleanor Lane
 Publicity Director.....Jay P. Beard
 Chief Announcer.....Paul Harvey
 Record M.C.....Bruce McLean
 Chief Engineer.....John H. Hitt

K A R K

LITTLE ROCK—EST. 1931

NATIONAL BROADCASTING CO.

SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By: Arkansas Radio & Equip-
 ment Co.

Address.....Radio Center Bldg.
 Phone Number.....LD 224
 Transmitter Location: Jackson Blvd., North Little
 Rock

Time on the Air.....5:30 a.m. to 12 midnight;
 Sundays 6:45-12 midnight.

News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President-Owner.....T. H. Barton
 V.P., Gen. Mgr., and Station
 Manager.....G. E. Zimmerman
 Sales-Commercial Manager...Julian F. Haas
 Program Director-Production
 Manager.....Douglas J. Romine
 Publicity Director.....A. C. Dowden
 Musical Director.....Tommy Scott
 Chief Engineer.....Dan L. Winn

K G H I

LITTLE ROCK—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KGHI Broadcasting
 Service.

Address...Union Life Insurance Bldg., 306 W.
 3rd St.

Phone Number.....9166
 Transmitter Location.....No. 10 Highway
 Time on the Air.....6 a.m. to 12:00 midnight
 Transcription Service..Associated, M. M. Cole
 Representative.....Walker Co.

Personnel

Partnership.....A. L. Chilton, L. H. Chilton,
 S. C. Vinsonhaler
 Station and General
 Manager.....S. C. Vinsonhaler
 Commercial Manager.....R. E. Rives
 Sales Promotion.....D. R. Corbett
 Program Director.....Dorothy Parker
 Chief Engineer.....V. O. Vandusen

K L R A

LITTLE ROCK—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1010 Kc...Power 10000 d.; 5000 n.
 Owned-Operated By...Arkansas Broadcasting
 Company

Address...Gazette Bldg., 3rd & Louisiana Sts.
 Phone5-5427
 Transmitter Location.....Highway No. 70
 Time on the Air.....5:30 a.m. to 12 midnight
 Newspaper Affiliation..Gazette Publishing Co.
 News Service.....UP
 Transcription Service....World Broadcasting
 Service, Langworth
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....J. N. Heiskell
 Managing Supervisor....Edward V. Murphy
 General and Station Manager.....Roy Judge
 Program-Musical Director.....Harris Owen
 Commercial Manager.....Roy Judge
 Chief Engineer.....K. F. Tracy

KXLR

NORTH LITTLE ROCK—EST. 1946
 MUTUAL BROADCASTING SYSTEM
 RAZORBACK

Frequency: 1450 Kc.....Poyer: 250 Watts
 Owned-Operated By....Arkansas Airwaves
 Co., Inc.
 Address...Cottonbelt Bldg., 300 Washington
 Phone Number.....2-2155
 Transmitter Location....Cottonbelt Bldg., 300
 Washington
 Time on the Air...6:00 a.m. to 12 mid.; Sun-
 day: 7:00 a.m. to 12 mid.
 News Service.....UP
 Transcription Service.....Standard
 National Sales Office. Joseph Hershey McGilvra
 Membership.....NAB

Personnel

President-General Manager....John F. Wells
 Commercial Manager.....Phillip G. Back
 Chief Engineer.....Melvin P. Spann

KDRS

PARAGOULD—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Progressive Broadcasting
 Co.
 Address.....Box 387
 Transmitter Location.....½ mile East of
 Paragould, Highway 25
 Time on the Air.....7:00 a.m. to 10:00 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB

Personnel

Partners.....T. M. Self, J. E. Douglas, G. T.
 Rand
 General Manager.....G. T. Rand
 Station Manager.....J. E. Douglas
 Chief Engineer.....J. E. Douglas

KOTN

PINE BLUFF—EST. 1934
 MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Universal Broadcasting Corp.
 Operated By.....B. J. Parrish
 Address505½ Main St.
 Phone Number721
 Transmitter Location.....505½ Main St.
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription ServiceThesaurus
 Membership.....NAB, BMB

Personnel

President-General Manager.....B. J. Parrish
 Sales Promotion Manager.....R. W. Etter

KUOA

SILOAM SPRINGS—EST. 1922
 KBS

Frequency: 1290 Kc.....Power: 5000 Watts
 d. only
 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, Standard,
 Keystone
 RepresentativeThe Walker Company
 Membership.....NAB, BMB

Personnel

General Manager.....Storm Whaley
 Chief Engineer.....Kenneth Maxwell

KWEM

WEST MEMPHIS—EST. 1946

Frequency:990 Kc.....Power: 1000 Watts, d.
 only
 Owned-Operated By.....West Memphis
 Broadcasting Corp.
 Address.....229 East Broadway
 Transmitter Location.....N. W. Corner U. S.
 Engineers
 Time on the Air.....Sun up to sun down
 News Service.....UP
 Transcription Service....Lang-Worth, Capitol

Personnel

Manager.....George P. Mooney
 Commercial Manager.....Bill Trotter
 Chief Engineer.....Vernon Dillaplain
 Program Director (Temporary) &
 Continuity Editor.....Jean Mooney

**For the *greatest*
in news reliability . .**

AP

It's impossible ❀



❀ You can't cover
California's Bonanza Beeline
 without on-the-spot radio

• Take California's vast central valleys . . . add neighboring Reno and prosperous western Nevada. And you've got the Beeline market. A bonanza market with total buying power now almost half again that of St. Louis!

But it's a market set apart by mountains — mountains that stop most outside radio signals cold. To radio-sell California's Bonanza Beeline, you need *on-the-spot* radio.

So let the five BEELINE stations introduce you to these people with all that "buyability." Each of these stations dominates its area. KMJ Fresno, for instance, maintains an audience of 6 to 20 times that of the next best Fresno station. The flexible Beeline group is not a network or a chain. You can buy it any way you want it — one or all five. Find out how much these stations can sell for you.



Mc CLATCHY BROADCASTING COMPANY

KFBK

KOH

KERN

KWG

KMJ

Sacramento (ABC)
 10,000 watts 1530 kc.

Reno (NBC)
 1000 watts 630 kc.

Bakersfield (CBS)
 1000 watts 1410 kc.

Stockton (ABC)
 250 watts 1230 kc.

Fresno (NBC)
 5000 watts 580 kc.

SACRAMENTO, CALIFORNIA

• PAUL H. RAYMER CO., National Representative

CALIFORNIA

Estimated Population 8,866,991—Radio Homes 2,824,982
Stations in State 86

KAFY

BAKERSFIELD—EST. 1946
MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bakersfield
Broadcasting Co.
Address.....Box 1432
Phone Number.....44751 and 88700
Transmitter Location.....¼ mile South of
Rosedale Road on Poplar Ave.
Time on the Air.....5:00 a.m. to 12 midnight
News Service.....UP
Transcription Service..Lang-Worth, M. M. Cole
Representative.....Homer Griffith
Membership.....NAB

Personnel

President.....George B. Crome
Vice-President.....Fiske Harlow
Secretary-Treasurer.....Sheldon Anderson
Station Manager.....Frank Wilbur
Commercial-Sales
Promotion Manager.....Gene Chenault
Chief Announcer-Record MC.....John Bowen
Chief Engineer.....James Welch

KERN

BAKERSFIELD—EST. 1932
COLUMBIA BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..McClatchy Broadcasting
Address.....Elks Bldg.
Phono Number.....8-8431
Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service.....AP and INS
Transcription Service.....Standard Radio,
SESAC, World
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
General Manager.....Harold J. Brown
Commercial Manager.....Richard Brothers
Chief Engineer.....Luverne Shatto

KERO

BAKERSFIELD—EST. 1946
NATIONAL BROADCASTING COMPANY
Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....J. E. Rodman
Address.....1420 Truxton Ave.
Phone Number.....44549
Transmitter Location.....19th and "T" Streets
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service....Capitol, Associated
Membership.....NAB

Personnel

Owner.....J. E. Rodman
General Manager.....Paul R. Barlett
Station Manager.....Gene DeYoung
Commercial Manager.....Hugh Gordon
Chief Engineer.....Steven Weber

KPMC

BAKERSFIELD—EST. 1932
AMERICAN BROADCASTING CO.

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By..Pioneer Mercantile Co.
Address.....307 E. 21st St.
Phone Number.....8-8157
Transmitter Location.....307 East 21st St.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....UP, AP
Transcription Service.....NBC Thesaurus,
Associated
Representative.....W. S. Grant
Membership.....NAB

Personnel

President-General Mgr....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Sales Promotion-Publicity Dir.....Art Mason
Chief Engineer.....L. P. Marvis

KRE

BERKELEY—EST. 1922

Frequency: 1370 Kc.....Power: 250 Watts
Owned-Operated By.....Central California
Broadcasters, Inc.
Address.....601 Ashby Avenue
Phone Number.....Ashberry 7715
Time on the Air.....Full Time
News Service.....AP
Transcription Service.....Standard Radio
Membership.....NAB, BMB

Personnel

President-Station Manager...Arthur Westlund
Sales Promotion Manager.....Don Hambly
Chief Engineer.....Phillip McKernan
Record MC.....Les Ready

K R O P

BRAWLEY—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1300 Kc. Power: 1000 D; 500 N.
Owned-Operated By Broadcasting Corp. of
America

Address P. O. Box No. 987, Riverside, Calif
Phone Number Brawley 980-1
Transmitter Location Del Rio Country
Club Grounds

Time on the Air 5:30 a.m. to 12.05 a.m.
News Service AP
Transcription Service World
National Sales Office Gene Williams,
c/o Radio Station KPRO

Representative John E. Pearson Co.
Membership NAB

Personnel

President W. L. Gleeson
Station Manager Stanley G. Reynolds
Commercial Manager William L. Simpson
Publicity Director Lillian Phillips
Chief Engineer J. G. Schaeffer

(CALL LETTERS TO BE ASSIGNED) CALEXICA*

Frequency: 1130 Kc. Power: 250 Watts
Licensee Radio Dinuba Co.

*C.P.

K R D U

DINUBA—EST. 1947

Frequency: 1130 Kc. Power: 250 Watts d. only
Owned-Operated By Radio Dinuba Co.
Address Janzen Bldg.
Phone Number 113-J

Transmitter Location Engleheart & Nebraska
Time on the Air Jan. 1947 (expectant)
News Service AP
Transcription Service McGregor, Langworth
National Sales Office Hoffman Agency
Representative Hoffman Agency

Personnel

President Egon A. Hofer
General Manager Egon L. Hofer, Jr.
Station-Commercial Manager Troy L. Banks
Chief Engineer John M. Banks

K H S L

CHICO—EST. 1935

MBS—DON LEE

Frequency: 1290 Kc. Power 1,000 Watts

Owned-Operated By Golden Empire
Broadcasting Co., Inc.

Address 336 Broadway
Phone Number Chico 237-8
Transmitter Location Hooker Oak and
Madrone Aves.

Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00
a.m. to 11:00 p.m., Sundays

News Service UP
Transcription Service Standard Radio
Representative W. S. Grant Co.

Personnel

President Hugh McClung
Station Manager M. F. Woodling
Chief Engineer Russell Pope

K X O

EL CENTRO—EST. 1927

**MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM**

Frequency: 1230 Kc. Power: 250 Watts 250 N
Owned-Operated By Valradio, Inc.
Address 793 Main St.
Phone Number 1100

Transmitter Location 793 Main St.
Time on the Air 6:00 a.m. to 12 midnight
Newspaper Affiliation The El Centro Post;
The El Centro Press; The Brawley News

Transcription Service Standard Radio,
Sesac

Representative Paul H. Raymer Co.
Membership BMB

Personnel

President Paul Jenkins
Vice-President-General Manager Doyle Osman
Assistant Manager Robert E. Mabry
Commercial Manager Belle Hovey
Sales Promotion Manager Richard Berry
Chief Engineer Leroy Bellwood

K H U M

EUREKA—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Carroll R. Hauser
Address Gross Bldg., 5th & "F" Sts.
Phone Number 1436 R

Transmitter Location Foot of Murray St. on
Humboldt Bay Shore

Time on the Air 6:00 a.m. to 12 midnight
News Service AP
Transcription Service NBC Thesaurus, Capitol
Membership NAB

Personnel

Owner-General Manager Carroll R. Hauser
Chief Engineer Charles Breeding

K I E M

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated ByRedwood Broadcast-
 ing Co., Inc.
 Business Address.....Box 1021
 Phone Number.....93
 Transmitter Location.....Eureka, Inlet,
 Humboldt Bay
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 News ServiceINS: UP
 Transcription Service....World Broadcasting
 System, Standard, MacGregor
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President and Station
 Manager.....William B. Smullin
 Commercial Manager.....Don Telford
 Program Manager.....Paul Corbin
 Office Manager.....George Thomson
 Sales Promotion Manager.....Robert Stach
 Engineer.....Alvor Olson

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...KARM, The George
 Harm Station
 Address1333 Van Ness Ave.
 Phone Number4-2966
 Transmitter Location...Van Ness & Allu-
 vial Avenues
 Time on the Air.....6 a.m. to 12 midnight;
 8 a.m. to 12 midnight, Sunday
 News Service.....AP and INS
 Transcription Service.....Standard Library
 Representative.....Edward Petry & Co., Inc.
 Membership NAB

Personnel

Owner & President.....Mrs. Hattie Harm
 Station and General
 Manager.....Clyde F. Coombs
 News Director.....Ed Clough
 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.....330 T. W. Patterson Bldg.
 Phone Number.....4-5001

Transmitter Location.....Clinton & First Sts.
 Time on the Air...5:00 a.m. to 12:00 midnight
 Sunday: 5:30 a.m. to 12:00 midnight
 News ServiceUP
 Transcription Service.....Associated,
 World, Capitol
 Representative..... John Blair & Co.
 MembershipNAB, BMB

Personnel

OwnerJ. E. Rodman
 General Manager.....Paul R. Bartlett
 Business Manager.....Herb N. Ferguson
 Chief Engineer.....Harold R. Brown

K M J

FRESNO—EST. 1922

**NATIONAL BROADCASTING CO.
 McCLATCHY BROADCASTING CO.**

Frequency: 580 Kc.Power: 5,000 Watts
 Owned-Operated By..McClatchy Broadcasting
 Co.
 Address.....1559 Van Ness Ave.
 Phone Number.....3-6277
 Transmitter Location...North & Madera Aves.
 Kerman, Calif.
 Time on the Air.....Full Time
 Newspaper Affiliation.McClatchy Newspapers
 News Service.....UP & AP
 Transcription Service.....NBC Thesaurus.
 C. P. MacGregor, SESAC
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager.....Keith Collins
 Sales Manager.....Coyle Chambers
 Publicity Director.....Jack Griffith
 Chief Engineer.....Wm. N. Wallace

K I E V

GLENDALE—EST. 1933

Frequency: 870 Kc...Power: 250 Watts d. only
 Owned-Operated By: Cannon Broadcasting
 System, Ltd.
 Address.....Glendale Hotel
 Phone Number..Citrus 11133 & Chapman 52388
 Transmitter Location.....Glendale Hotel
 Time on the Air....6:00 a.m. to local sunset
 News ServiceUP
 Transcription Service.....Standard
 Membership NAB

Personnel

President.....David H. Cannon
 General Mgr.-Station Mgr.....Jack Heintz
 Chief Announcer-Record MC.Charles R. Rogers
 Chief Engineer.....Vern Schumann

STARS OVER CALIFORNIA



Bill Anson

with us now!

...IN WARNER BROS. **KEWB** CONSTELLATION

Martin Block



coming June 1st

Glowing stars in the sky of radio entertainment!

Two of the many leading lights in the Kewb galaxy!



And still another "star" Look for our 1947 Time Card something really new is being added!

WARNER BROS. **KEWB** HOLLYWOOD
380 CYCLES

A DIVISION OF WARNER BROS. PICTURES, INC. • HARRY MAIZLISH, GENERAL MANAGER
REPRESENTED NATIONALLY BY *Rambro* • NEW YORK • CHICAGO • HOLLYWOOD

K F W B

HOLLYWOOD—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcast-
 ing Corp.
 Address.....5833 Fernwood Ave.
 Phone Number.....Hempstead 5151
 Transmitter Location Baldwin Hills, Culver City
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....AP, UP, INS
 Representative.....William G. Rambeau Co.
 Membership.....NAB

Personnel

General Manager.....
 Station Manager.....Harry Maizlich
 Production-Program Director.....William Ray
 Chief Announcer.....Harry Hall
 Musical Director.....Dion Romandy
 Commercial Manager.....Berne Wilkins
 Sales Promotion.....Gilbert Simon
 Chief Engineer.....Harry Myers

K G F J

HOLLYWOOD—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By.....Ben S. McGlashan
 Address.....6314 Sunset Blvd.
 Phone Number.....Hillside 0201
 Transmitter Location..Washington & Oak Sts.
 Time on the Air.....Full time
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers.
 Membership.....NAB

Personnel

Owner.....Ben S. McGlashan
 General & Station Manager...Thelma Kirchner
 Sales-Commercial Manager..Thelma Kirchner
 Sales Promotion-Merchandising
 Manager.....Paul Forrest
 Production Manager.....Eddie Albright
 Publicity Director.....Paul Forrest
 Chief Announcer.....David Ballard
 Musical Director.....Clark Hayden
 Chief Engineer.....Homer Obuchon
 Record MC.....Ted Lenz

KNX

HOLLYWOOD—EST. 1920

COLUMBIA BROADCASTING SYSTEM
 COLUMBIA PACIFIC NETWORK

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, Tor-
 rance, Calif.
 Time on the Air.....6:00 a.m. to 1:05 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....Associated
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

Vice President, General Manager,
 Station Manager...Donald W. Thornburgh
 Ass't Gen'l Mgr.,
 Ass't. Station Mgr.....Harry W. Witt
 Sales Manager (KNX).....J. A. Morton
 Sales Promotion Manager.....Ralph Taylor
 Program Director.....Tom Hargis
 Chief Engineer.....Lester H. Bowman
 Publicity Director.....Lloyd Brownfield
 CBS Western Musical Director...Lud Gluskin
 Musical Director (KNX).....Wilbur Hatch
 Production Manager.....Edith Todesca
 Record MC.....Tom Hanlon



HOLLYWOOD'S FASTEST
 GROWING STATION

SUNSET AND VINE • HOLLYWOOD
 THELMA KIRCHNER, *Manager*

K R E O

INDIO—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcasting Corp.
 of America
 Address.....P. O. Box 3046
 Phone Number.....7403
 Transmitter Location.....Calhoun Drive
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Membership.....NAB

Personnel

President-General Mgr....William L. Gleeson
 Station Mgr.-Sales Mgr.....Riley R. Gibson
 Chief Engineer.....Stan Reynolds

K C V R

LODI—EST. 1946

Frequency: 1570 Kc..Power: 250 Watts, d. only
 Owned-Operated By....Central Valley Radio
 Address.....P. O. Box 600
 Phone Number.....1700
 Transmitter Location...Lower Sacramento Rd.,
 2 miles N.W. of Lodi
 Time on the Air.....Daytime only
 News Service.....UP
 Transcription Service.....Standard, NBC
 Thesaurus
 Representative.....Homer Griffith Co., Inc.

Personnel

Owners....Herbert W. Brown, David A. Brown
 General-Sales Promotion Mgr.,
 Publicity Dir.....Herbert W. Brown
 Station Mgr.-Chief Announcer-
 Program Dir.....Harold C. O'Donnell
 Sales Manager.....L. G. Baker
 Production Mgr.-Musical Dir...David A. Brown
 Chief Engineer.....James L. Smith

K F O X

LONG BEACH—EST. 1924

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By..Nichols & Warinner, Inc.
 Address.....220 E. Anaheim Street
 Phone Number.....Long Beach 327-75
 Transmitter Location...220 E. Anaheim Street
 Time on the Air.....5:00 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio,
 Langworth Transcription Service; SESAC, BMI
 National Sales Office.....Burn-Smith
 Representative.....Biddick
 Membership.....NAB, BMB

Personnel

President, Station Manager and
 Program Director.....Hal G. Nichols
 Commercial and Sales Promotion Manager
 and Chief Engineer..Lawrence W. McDowell
 Publicity Director.....Norman Masterson

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 727-85
 Studio Addresses: 435 Pine Ave.; 643 So.
 Olive, Los Angeles
 Transmitter Location.....Atlantic & Compton
 Blvds.
 Time on the Air.....7:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service...World Broad. System.
 Standard Radio, Lang-Worth, Associated
 National Representative.....Joseph Hershey
 McGilvra, Inc.
 Membership.....NAB, BMB

Personnel

President-Gen'l Manager.....Lee Wynne
 Program Director.....Felix Adams
 Publicity Director.....Earl Rutledge
 Musical Director.....Helene Smith
 Chief Engineer.....Jay Tapp

K E C A

LOS ANGELES—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..American Broadcasting
 Co.
 Address.....1440 No. Highland Ave.
 Phone Number.....Hillside 8231
 Transmitter Location...2951 S. Fairfax Ave.
 Time on the Air.....5:30 a.m. to 1:00 a.m.
 7:00 a.m. to 1:00 a.m. Sunday
 News Service.....UP, AP
 Transcription Service.....Thesaurus and
 Lang-Worth.
 Representative.....ABC Spot Sales
 Membership.....NAB, BMB

Personnel

President.....Mark Woods
 Station Manager.....Clyde P. Scott
 Commercial and Sales
 Manager.....Amos T. Baron
 Program Director.....William J. Davidson
 Publicity Director.....Virginia West
 Chief Engineer.....T. B. Palmer
 Record MC.....Ralph Langley

K F A C

LOS ANGELES—EST. 1931

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By: Los Angeles Broadcast-
 ing Company, Incorporated
 Address.....645 South Mariposa
 Phone NumberFltroy 1231
 Transmitter Location.....3725 Chesapeake
 Time on the Air.....24 hours daily
 News ServiceAP
 Transcription Service.....Associated
 MembershipNAB, BMB

Personnel

OwnerE. L. Cord
 President-General Manager...Calvin J. Smith
 Station & Sales-
 Commercial Manager.....Calvin J. Smith
 Publicity Director.....Eileen Wheatley
 Musical Director.....Elmitt Eastcott
 Chief Engineer.....Ron Oakley

K F I

LOS ANGELES—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Address.....141 North Vermont Ave.
 Phone NumberFAirfax 2121
 Transmitter Location.....Buena Park, Calif.
 Time on the Air.....24 Hours Daily
 News Service.....UP, AP
 Transcription Service...Lang-Worth, Capitol
 Representative.....Edward Pety & Co., Inc.
 MembershipNAB, BMB

Personnel

President.....Earle C. Anthony
 General Manager.....William B. Ryan
 Sales Manager.....Geo. A. Whitney
 Program Director.....Charles S. Brown
 Production Manager.....Bob Hiestand
 Publicity Director.....Dean Moxley
 Director of Public Service...James Vandiveer
 Chief Engineers.....Curtis Mason,
 H. L. Blatterman

K F S G*

LOS ANGELES—EST. 1922

Frequency: 1150 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated By...Echo Park Evangelistic
 Ass'n
 Address.....1100 Glendale Blvd.
 Phone NumberExposition 1141
 Transmitter Location.....1100 Glendale Blvd.
 Time on the air: 7:45 p.m. to 12 midnight;
 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
 MembershipNAB

Personnel

President.....Dr. Rolf K. McPherson
 General Manager.....Rev. Jack Carmain
 Chief Engineer.....C. Harvey Haas
 * Non-Commercial Station.

K F V D

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts
 Owned-Operated By: Standard Broadcasting
 Company, Inc.
 Address.....338 South Western Avenue
 Phone Number.....Drexel 2391
 Transmitter Location.....5526 E. Cortland,
 Lynwood, Calif.
 Time on the Air.....6 a.m. to local sundown
 News Service.....UP
 Transcription Service Lang-Worth, L. M. Cole,
 partial MacGregor
 MembershipNAB

Personnel

President-General Manager...J. Frank Burke
 Sales-Commercial Manager....Howard Gray
 Program Dir.-
 Publicity Mgr.....Carl N. Brewster
 Chief Engineer.....Jack Fredericks

Check **KFYD**

Right
 Down
 the
 Line!

CONVENIENCE
 1020 KC...CENTER OF
 THE DIAL!

COVERAGE..
 5000 WATTS..BLANKETS
 4 MILLION MARKET!

VALUE . . .
 HIGHEST IN RESULTS
 PER \$!

1020 KC.
 5000 WATTS

Check **KFYD**
 LOS ANGELES

K H J

LOS ANGELES—EST. 1922

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.....5901 Venice Blvd.
 Time on the Air:.....6:00 a.m. to 1:00 p.m.
 News Service.....AP, INS
 Transcription Service: World Broadcasting System
 National Sales Office.....John Blair & Co.
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....Thomas S. Lee
 Vice-President and
 General Manager.....Lewis Allen Weiss
 Vice President and
 Assistant Manager.....Willet H. Brown
 General Sales Mgr.....Sydney Gaynor
 Sales Promotion Mgr.....Herbert Sonnenberg
 Publicity Director.....Mark Finley
 Program Director.....Charles Bulotti, Jr.
 Chief Announcer.....Tony La Frano
 Musical Director.....Harry Zimmerman
 Chief Engineer.....Frank Kennedy

KLAC

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power 5000 Watts
 Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....1000 Cahuenga Blvd.
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 Sundays: 7:00 a.m. to 1:00 a.m.
 News Service.....AP, UP
 Transcription Service..Lang-Worth; Standard
 Radio, Capitol, SESAC
 Representative.....Adam J. Young, Jr.
 Membership.....NAB

Personnel

President.....Bartley C. Crum
 General Manager-
 Station Manager.....Don J. Fedderson
 Commercial Manager.....D. E. Lundy
 Sales Promotion Manager.....Bob Klein
 Chief Announcer.....Al Warner
 Musical Director.....Barclay Allen
 Chief Engineer.....Paul C. Schulz
 Record MC.....Al Jarvis

K M P C

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 50,000 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 12 midnight
 News Service.....UP, AP, City News Service
 Transcription...Associated, World, Langworth
 Representative.....Paul H. Raymer Co.
 Membership.....BMB

Personnel

Owner & President.....G. A. Richards
 V. P. & Gen. Mgr.....Robert O. Reynolds
 Asst. to Pres.....Harry Wismer
 Commercial Manager.....Herbert Wixson
 Production Manager.....Charles Calvert
 Program Manager.....C. G. Renier
 Promotion-Publicity Director..Betty Ann Hudson
 Chief Announcer.....Vance Graham
 Musical Director.....Charles Calvert
 Chief Engineer.....Lloyd Sigmon

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.
 Owned-Operated By.....Radio Broadcasters,
 Incorporated
 Business Address.....541 So. Spring Street
 Phone Number.....Tucker 7111
 Studio Address.....312 Spring Arcade Bldg.
 Transmitter Location.....Glendale Blvd.
 Time on the Air.....5:30 a.m. to 7:45 p.m.
 News Service.....INS
 Transcription Service.....SESAC, Associated
 Membership.....NAB

Personnel

General Manager.....Ned Connor
 Program Director.....Venna Taylor
 Chief Engineer.....Willis O. Freitag

K M Y C

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Marysville-Yuba City
 Broadcasters, Inc.
 Address.....P. O. Box 631, Marysville, Calif.
 Phone Number.....2080
 Transmitter Location.....Laurellan Road,
 N. W. of Marysville
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service...World, C. P. McGregor

Representative.....W. S. Grant Co
 National Sales Office.....W. S. Grant Co.
 Membership NAB

Personnel

General Manager-
 Station Manager.....Joe D. Carroll
 Commercial Manager.....Hedley W. Hall
 Sales Promotion Manager.....Jim Craig
 Program Director.....A. J. Powell, Jr.
 Production Manager.....Wm. Cleveland
 Chief Engineer.....Lloyd McQueary

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
 Transmitter Location...1¼ miles E. of Merced
 on "G" St. Grade
 Time on the Air.....5:30 a.m. to 1:00 a.m.
 News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....W. S. Grant Co.
 Membership NAB

Personnel

Chief Executive-
 General Manager.....Hugh McClung
 Station Manager.....Charles J. Kinsley, Jr.
 Sales Promotion Mgr.....A. J. Krisik
 Program Director-
 Production Manager.....Becky Bedeson
 Publicity Director.....Beverley Voit
 Chief Announcer.....Donald Rayment
 Chief Engineer.....Malcolm Beavers
 Record MC.....George Tschumy

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 or 3211
 Studio and Transmitter.....Norwegian Ave.
 Time on the Air.....5:00 a.m. to 1:00 a.m.
 Sundays: 6:45 a.m. to 1:00 a.m.
 News Service.....INS, UP
 Transcription Service....World, Lang-Worth,
 McGregor, Cole
 Representative.....W. S. Grant Co.

Personnel

President-Station Manager..Wm. H. Bates, Jr.
 Sales Promotion Mgr.....Milton Hibdon

Chief Engineer.....Wm. H. Bates, Jr.
 Record MC.....Charles McEwen

KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Monterey Peninsula
 Broadcasting Co.
 Business Address.....468 Calle Principal
 Phone Number.....TWinoaks 9600
 Studio Addresses .275 Pearl St.; 137 Mon-
 terey St., Salinas
 Transmitter Location.....Monterey Municipal
 Wharf
 Time on the Air.....18 hours daily
 Newspaper Affiliation...Monterey Peninsula
 Herald; Salinas, Californian
 News ServiceUP
 Transcription Service.....NBC Thesaurus,
 Associated
 Membership NAB

Personnel

PresidentPaul H. Caswell
 General Mgr.-Station Mgr.....Reed Pollock
 Sales Promotion Manager.....George Ross
 Program Director.....Reed Pollock
 Production Manager.....Bob Sabin
 Publicity Director.....Wayne Anderson
 Chief Announcer.....Orel Phillips
 Chief Engineer.....Omer Wright
 Record MC.....Bill Crabbe, Jr.

KLX

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
 Owned By.....Tribune Building Corp.
 Operated By.....Oakland Tribune
 Address ...Tribune Tower, 13th & Frank-
 lin Streets
 Phone Number.....Glencourt 0660
 Transmitter Location.....Tribune Tower
 Time on the Air.....6:45 a.m. to 1:00 a.m.
 Newspaper Affiliation....Oakland Tribune
 News Service.....AP
 Transcription Service....World Broadcasting
 System and Associated
 Representative.....Homer Griffith Co.
 Membership NAB, BMB

Personnel

President-Owner.....J. R. Knowland, Jr.
 General Manager-
 Station Manager.....Glenn Shaw
 Program Operations Mgr.....Anne E. Traux
 Chief Announcer.....Deane Banta
 Musical Director.....Ed Ropolo
 Chief Engineer.....Roswell Smith

K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc.Power 1000 Watts
 Owned-Operated By.....KROW, Inc.
 Business AddressRadio Center Building,
 464 - 19th Street
 Phone Number.....TWinoaks 9600
 Studio Addresses..464 19th St., San Francisco
 Newsreel Theatre, Oakland, Calif.
 Transmitter Location.....1520 - 8th Avenue
 Time on the Air.....6:00 a.m. to 12 midnight;
 Sunday: 7:00 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Standard Radio.
 Associated
 Membership NAB

Personnel

President.....Sheldon F. Sackett
 General Manager-Commercial
 ManagerWilton Gunzendorfer
 Asst. to the Gen. Mgr.....Richard C. D. Bell
 Program Director.....Russ Coughlan
 Publicity Director.....Mercedes Prosser
 Chief Engineer.....C. E. Downey

K W B R

OAKLAND—EST. 1920

Frequency: 1310 Kc.Power: 1000 Watts
 Owned By.....Warner Brothers
 Operated byWarner Brothers
 Address327-21st Street
 Phone NumberHigate 1212
 Transmitter Location.....327-21st Street
 Time on the Air.....24 hours
 News Service.....UP
 Transcription Service..Lang-Worth, M. M. Cole
 Representative.....Wm. G. Rambeau Co.
 Membership NAB

Personnel

President-General Manager....S. W. Warner
 Station-Sales-Commercial
 Manager.....F. Wellington Morse
 Program Director.....Sylvia L. Chandler
 Chief Announcer.....George Oxford

K C M J

PALM SPRINGS—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Palm Springs
 Broadcasting Co.
 Address.....The Center, Suite "H."
 174 N. Palm Canyon Dr.
 Phone Number2253-4
 Studio-Transmitter Location..North Indian Ave.
 Time on the Air.....7:00 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News ServiceUP
 Transcription ServiceStandard
 National Sales Office...W. S. Grant Co., Inc.
 Representative.....W. S. Grant Co., Inc.
 Membership NAB

Personnel

Co-owner-Program Director.....Dick Joy
 Co-owner.....Donald C. McBain
 General Manager.....Clinton Jones
 Chief Engineer.....Don McBain
 Record MC.....Carson Pinkley

K P P C *

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By: Pasadena Presbyterian
 Church
 Address.....585 East Colorado St.
 Phone Number.....Sycamore 3-4363

Now ... for the first time!

YOU CAN BUY

OAKLAND
 ALAMEDA
 BERKELEY

AND THE ENTIRE
 SAN FRANCISCO BAY AREA

RADIO MARKET
 MORE INTELLIGENTLY!

WITH THE NEW
 OAKLAND HOOPER AUDIENCE RATINGS
 (Quarter Hour and Half Hour Ratings)



19th and BROADWAY, OAKLAND 12, CALIF.

Established 1925

"The Station That Led the 1946
 Summer Sport Parade"

Transmitter Location...585 East Colorado St.
Time on the Air....Sundays, 9 a.m. to 9 p.m.;
Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

General Manager.....Rev. George E. Petrie
Program-Musical Director.....Leon Hall
Chief Engineer.....N. V. Parsons
*(Non-Commercial Station)

K W K W

PASADENA—EST. 1942

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Southern California
Broadcasting Co.
Address.....425 East Green St.
Phone.....Ryan 1-6744, Sycamore 2-6155
Transmitter Location.....924 N. Vista,
San Gabriel, Calif.
Time on the Air.....5:30 a.m. to local sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Forjoe & Co.

Personnel

Chief Owner.....Marshall S. Neal
General Manager.....
Station Manager.....William J. Beaton
Promotion Mgr.....Claire Hughes
Program Dir.-Chief Ann.....Ken Barton
Musical Director.....Rowland Gibbs
Chief Engineer.....Paul W. Sparao
Record MC.....Crowell Beach, Jack Volhegy

K X L A

PASADENA—EST. 1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By: Pacific Coast Broadcast-
ing Co.
Business Address..1401 South Oak Knoll Ave.
Phone Number.....Sy 6-5724
Studio Address.....1401 Oak Knoll Ave.
Transmitter Location...Lexington Gallatin Rd.,
El Monte, Calif.
Time on the Air.....24 Hours
News Service.....AP
Transcription Service: Lang-Worth; Associated
Music Publishers, World
Representative..Joseph Hershey McGillvra, Inc.

Personnel

President.....W. I. Dumm
General Manager.....Loyal K. King
Station-Commercial Manager...Loyal K. King
Program-Publicity Director...Norman Rogers
Chief Announcer.....Carl Saunders
Musical Director.....Newton Yates
Chief Engineer.....Jack Reader

K P R L

PASO ROBLES—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned & Operated By...Leslie Henry Hacker
Address.....Paso Robles
Time on the Air.....Full Time License
Representative.....W. S. Grant Co., Inc.

Personnel

General Manager.....Les Hacker
Chief Engineer.....Frank Fortine

K P M O

POMONA—EST. 1947

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By..Valley Broadcasting Co.
Business Address.....1240 E. Holt Ave.
Transmitter Location.....1240 E. Holt Ave.
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service..Standard, World, Capitol
Representative.....W. S. Grant & Co.

Personnel

General Manager & Co-owner..Dean Wickstrom
Commercial Manager.....John Pearson
Program Director.....John Pearson
Chief Engineer.....Dean Wickstrom

KPMO

Serving The Fruitful

Pomona Valley



KPMO

1240 East Holt Ave.
Pomona, Calif.

KTIP

PORTERVILLE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....J. F. Tighe
 Broadcasting Co.
 Address.....600 N. Main
 Phone Number.....Porterville 1190-1
 Transmitter Location.....Newcombe Dr. &
 Grand Ave.
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol, Associated
 National Sales Office.....Gene Grant

Personnel

President-Owner.....J. F. Tighe
 General Mgr.-Sales Mgr....Robert B. McGinnis
 Chief Engineer.....James Tennyson

KBLF

RED BLUFF—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Robert L. Weeks
 Address.....346 Oak St.
 Phone Number.....354
 Transmitter Location.....East Red Bluff
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World, Langworth
 Representative.....Homer Griffith

Personnel

Owner-General Mgr.
 Station Manager.....Robert L. Weeks
 Chief Engineer.....Howard Parsons

KVCV

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Golden Empire Broad-
 casting Co.
 Business Address.....Highway 99, South
 Phone Number.....1646-7
 Transmitter Location..Highway No. 99 South
 Time on the Air.....6:00 a.m. to 12:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....W. S. Grant

Personnel

President-General Mgr.....Hugh McClung
 Station Manager.....Fred M. Stuelpnagel
 Commercial Manager.....H. E. McCarty
 Chief Engineer.....Orville Burda

KPRO

RIVERSIDE—EST. 1941

AMERICAN BROADCASTING CO.

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
 480th 5th St. San Bernardino
 Transmitter Location:.....3401 Russell St.
 Time on the Air.....5:30 a.m. to 12.30 a.m.
 News Service.....AP
 Transcription Service: Associated Music Pub-
 lishers and Cole
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President-General Manager....W. L. Gleeson
 Station Manager.....William L. Simpson
 Sales-Commercial Manager..Richard Williams
 Sales Promotion-Merchandising
 Manager.....Mildred Thorne
 Program Director.....Larry Sutton
 Production Manager.....Ed McLean
 Publicity Director.....Marjorie Sharpe
 Chief Announcer.....Lee Lawley
 Musical Director.....Hark Johann
 Chief Engineer.....Walter Phipps
 Record MC.....Richard Blanchard

KCRA

SACRAMENTO—EST. 1944

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By...Central Valleys Broadcasting Co.
 Business Address...604 Calif. State Life Bldg.
 Phone Number.....2-0758
 Studio Address....604 Calif. State Life Bldg.
 Transmitter Location...27th & American River
 Time on the Air.....6:00 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....World Broadcasting
 System
 National Sales Office.....Weed & Co.
 National Representatives.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....Ewing C. Kelly
 Sales Manager.....Ralph Miller
 Publicity-Program Director....Irving Phillips
 Production Manager.....Robert Alexander
 Chief Engineer.....Marvin D. Myers
 Record M.C.....Hill Armfield

K F B K

SACRAMENTO—EST. 1922
AMERICAN BROADCASTING CO.

Frequency: 1530 Kc. Power: 10,000 Watts
 Owned-Operated By: McClatchy Broadcasting Co.
 Business Address: 708 Eye St.
 Phone Number: 2-5011
 Transmitter Location: Yolo County
 Time on the Air: 6 a.m. to 12 midnight
 Newspaper Affiliation: McClatchy Newspapers
 News Service: UP and AP
 Transcription Service: NBC Thesaurus
 Representative: Paul H. Raymer Co.
 Membership: NAB, BMB

Personnel

President: Eleanor McClatchy
 Station Manager: Leo O. Ricketts
 Program Manager: James Eakins
 Publicity: Marjorie Kistler
 Sales Manager: Richard Brothers
 Chief Engineer: Stam Sronce

K R O Y

SACRAMENTO—EST. 1937
COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harmco, Inc.
 Address: Hotel Sacramento Bldg.
 Phone Number: 3-2525
 Transmitter Location: 65th St. at 14th Ave.
 Time on the Air: 18 hours per day
 News Service: UP
 Transcription Service: Associated Recorded
 PGM. Library
 Representative: Avery

Personnel

Vice-Pres.-Gen. Mgr.: Clyde F. Coombs
 Program Director: William J. Ratcliff
 Chief Engineer: Howard Martineau

K X O A

SACRAMENTO—EST. 1945
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 kc. Power: 250 Watts
 Owned-Operated by: Lincoln Dellar
 Business-Studio Address: 30th & "Q" Sts.
 Phone Number: 6-4728
 Transmitter Location: 30th & "Q" Sts.
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP

Transcription Service: Associated, Langworth
 Representative: Adam J. Young, Jr.
 Membership: NAB, BMB

Personnel

Owner-General Manager: Lincoln Dellar
 Commercial-Sales Promotion: Morton Sidley
 Program-Publicity Director: Robert W. Dumm
 Chief Engineer: Paul Leake
 Record M.Cs: Fred Hall, Bob Tutt

K F X M

SAN BERNARDINO—EST. 1929
MUTUAL—DON LEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Lee Bros. Broadcasting Co.
 Address: 512 Fifth St.
 Phone Number: 4-761, 4-762
 Transmitter Location: 990 Colton Ave.
 Time on the Air: 5:45 a.m. to 12 midnight;
 5:45 a.m. to 1 a.m. Saturday; 6:45 a.m. to
 12 midnight Sunday.
 News Service: UP
 Transcription Service: World Broadcasting
 System
 Representative: John Blair & Co.
 Membership: NAB

Personnel

Partners: J. C. & E. W. Lee
 Station Manager: Maury A. Vroman
 Chief Engineer: George W. Ewing

K F S D

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By: Airfan Radio
 Corporation, Ltd.
 Address: U. S. Grant Hotel, 326 Broadway
 Phone Number: Franklin 6353
 Transmitter Location: U. S. Grant Hotel,
 326 Broadway
 Time on the Air: 6 a.m. to Midnight,
 Sunday 8 a.m. to Midnight
 News Service: UP
 Transcription Service: NBC Thesaurus
 Representative: Paul H. Raymer Co.
 Membership: NAB, BMB

Personnel

President-Owner: Thomas E. Sharp
 Station Manager: Marion R. Harris
 Commercial-Sales Manager: Larry Scalf
 Chief Engineer: Richard Gartner

From The Inside! ✻

KFMB *Sells* San Diego

THE NO. 1 CITY IN THE U. S. IN CONSUMER SALES INCREASES

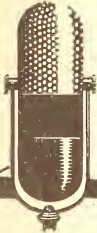
The San Diego market is Going UP! San Diego's tremendous war-time gains have been consolidated into peacetime permanence and stability. Sales Management's Index for the first quarter of '46 gives San Diego first place in the U. S. in consumer sales increases. And day and night, KFMB gives you the kind of concentrated coverage that enables you to cover this important area with IMPACT. Post-war Agricultural-Industrial San Diego is EXPANDING in a Big Way! So is KFMB. That's why we go well together. You can plan to reach the BUYERS in this vital market at lowest cost on KFMB.

Inside Facts

- More than 80% of San Diego County's Retail Dollars are spent in San Diego (1)
- Sales and Service in San Diego are UP 243.16% since 1939 (2)
- San Diego's population has increased 78% over 1940 (3)
- Employment gains since 1940 average over 70% (4)
- Agricultural expansion and farm incomes have doubled (5)
- Primary ABC (American) Network's top-flight programs assure maximum audiences.

- (1) U. S. Dept. of Commerce Retail Indices
- (2) U. S. Dept. of Commerce Retail Indices
- (3) U. S. Census Bureau
- (4) Bureau of Labor Statistics
- (5) Dept. of Agriculture crop forecasts

✻
465,720 people (by actual 1946 U. S. Census) live within 15 MILES of KFMB'S ANTENNA. (All but 9500 within 5 miles of downtown San Diego.)



KFMB

Basic American Network, Pacific Coast
KFMB-FM NOW ON THE AIR

SAN DIEGO • CALIFORNIA • Owned and managed by JACK GROSS • Represented by The BRANHAM Co.

K F M B

SAN DIEGO—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack O. Gross
 Address.....1375 Pacific Blvd.
 Phone Number.....Main 2114
 Transmitter Location.....607 Spreckles Bldg.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President, Station and
 Commercial Manager.....Jack Gross
 Sales Promotion Manager.....Shirley Hawley
 Program Director and
 Production Manager.....John Harrison
 Chief Engineer.....Vern Milton
 Publicity Director.....Shirley Hawley
 Record M.C.....Jimmy Pantages

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 Director.....James Dillon
 Chief Engineer.....William G. Collins

K S D J

SAN DIEGO—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1170 Kc.....Power: 5000 Watts
 Owned-Operated By:
 Finley-McKinnon Broadcasting Co.

Address.....1450 Fifth Ave.
 Phone Number.....Franklin 8282
 Transmitter Location...62nd & El Cajon Aves.
 Time on the Air....6:30 a.m. to 12:30 a.m.
 Newspaper Affiliation.....The San Diego
 Daily Journal
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Representative.....Free & Peters, Inc.
 Membership.....NAB

Personnel

Co-owner.....Clinton D. McKinnon
 General Manager.....Purnell H. Gould
 Sales Manager.....George Smith
 Program Director.....Edgar G. Tidwell
 Production Mgr.-Chief Announcer..Deane Long
 Publicity Director.....Lisle Shoemaker
 Chief Engineer.....Keith Mealey

K Y O R

SAN DIEGO—EST. 1946

Frequency: 1130 Kc.....Power: 250 Watts
 Owned-Operated By..Silver Gate Broadcast-
 ing Co.
 Address.....399 W. Broadway
 Phone Number.....Franklin 9-5121
 Transmitter Location.....399 W. Broadway
 Time on the Air.....Sun-up to sun-down
 News Service.....AP
 Transcription Service....McGregor, Standard

Personnel

General Manager.....Albert E. Furlow
 Station Mgr.-Sales Mgr....William A. Evans
 Publicity Director.....Virgil Wyatt
 Chief Engineer (Supervising).....George W.
 Berger

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
 Business Address.....5515 Melrose Ave.,
 Hollywood, Calif.
 Phone Number.....Prospect 0107,
 and Hollywood 8111
 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.
 Membership.....NAB, BMB

Personnel

President.....Thomas S. Lee
 Station-General Manager....William D. Pabst
 Sales Manager.....Merwyn McCabe
 Program-Production Manager.....Mel Venter
 Publicity Manager.....R. L. Templeton
 Musical Director.....Lyle Bardo
 Chief Announcer.....Lewis Pfeifer
 Chief Engineer.....E. G. Underwood,
 Asst. J. J. McArdle

K G O

SAN FRANCISCO—EST. 1924
 AMERICAN BROADCASTING CO.

Frequency: 810 Kc.....Power 7500 Watts
 Owned-Operated By:
 American Broadcasting Co.
 Address.....155 Montgomery St.
 Phone Number.....Exbrook 6544
 Studio Address.....Radio City, Taylor &
 O'Farrell Sts.
 Transmitter Location..5433 E. 12th St., Oakland
 Time on the Air.....6 a.m. to 12:30 a.m.;
 Sunday: 6 a.m. to 12 midnight
 News Service.....AP, INS, UP
 Transcription Service: Standard, Associated,
 Capitol
 National Sales Office.....ABC Spot Sales
 Representative.....ABC Spot Sales
 Membership.....NAB, BMB

Personnel

President.....Mark Woods
 Station Manager.....Gayle V. Grubb
 Sales Manager.....Kirk Torney
 Chief Engineer.....A. E. Evans
 Musical Director.....Phil Bovero

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 1000 Watts
 Owned-Operated By:.....KJBS Broadcasters
 Operated By.....KJBS Broadcasters
 Address.....1470 Pine Street
 Phone Number.....Ordway 4148
 Transmitter Location.....1470 Pine Street
 Time on the Air.....5:00 a.m. to local sunset,
 10:00 p.m. to 3:00 a.m.
 News Service.....INS; UP; AP
 Transcription Service.....Standard
 Representative.....Headley-Reed Co.

Personnel

General Mgr.-Station Mgr.....E. P. Franklin
 Sales Manager.....S. G. Breyer
 Record m.c.....Frank Cope
 Chief Engineer.....William Nielsen

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By.....NBC
 Address.....Taylor & O'Farrell Sts.
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air.....6 a.m. to 12:30 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus
 National Representative.....NBC Spot Sales
 Membership.....NAB, BMB

Personnel

General Manager.....John W. Elwood
 Asst. Gen. Mgr.....George Graves
 Sales Manager.....Alfred Crapsey
 Sales Promotion Mgr.....David Lasley
 Publicity Director.....Louise Landis
 Station Engineer.....Curtis D. Peck

K S A N

SAN FRANCISCO—EST. 1925

UNITED PACIFIC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Golden Gate Broad-
 casting Corp.
 Address.....1355 Market St.,
 Merchandise Mart Bldg.
 Phone Number.....Market 8171
 Transmitter Location.....1357 Market St.
 Time on the Air.....6 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Langworth
 Representative.....Wm. G. Rambeau Co.
 Membership.....NAB

Personnel

President.....S. H. Patterson
 Station and Commercial
 Manager.....Jerry Akers
 Program Director.....Lois Thille
 Chief Engineer.....N. J. Patterson

K S F O

SAN FRANCISCO—EST. 1933

Frequency: 560 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By....The Associated Broad-
 casters, Inc.
 Address.....Mark Hopkins Hotel
 Phone Number.....Exbrook 4567
 Transmitter Location.....Islais Creek
 Time on the Air.....Unlimited
 News Service.....INS, UP
 Transcription Service.....Standard,
 Associated, MacGregor
 Representative.....Universal Radio Sales
 Membership.....NAB, BMB

Personnel

President.....W. I. Dumm
 Vice-Pres. & Gen. Mgr.-Station Mgr.
 Sales or Commercial Mgr...Philip G. Lasky
 Sales Promotion Manager.....David Meblin
 Program Director.....Keith Kerby
 Production Manager.....Richard S. Burdick
 Publicity Director.....David Meblin
 Chief Announcer.....Jim Moore
 Director of Engineering....Royal V. Howard

K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Palo Alto Radio Station,
 Inc.
 Address...Hearst Bldg., 3rd & Market Sts.
 Phone Number.....DOuglas 2536
 Transmitter Location.....Candlestick Point,
 Bay View Park
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....INS, AP and UP
 Transcription Service..Associated Music Pub
 lishers and Standard Library Service
 RepresentativeAdam Young
 MembershipNAB, BMB

Personnel

President.....Bartley Crum
 Station Manager.....Don Fedderson
 Sales and Sales Promotion
 Manager.....D. E. Lundy
 Program Director.....Vernon Wilson
 Publicity Director.....H. B. Rossen
 Musical Director.....Dude Martin
 Chief Engineer.....Paul C. Schulz

KEEN

SAN JOSE—EST. 1947

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By..United Broadcasting Co.
 Business Address.....Hotel De Anza
 Phone Number.....Columbus 4000
 Transmitter Location...Oakland Highway at
 Wayne Ave.
 Time on the Air.....6 a.m. to 12 midnight
 Transcription ServiceAssociated
 MembershipNAB

Personnel

President-Assoc. Owner..George M. Mardikian
 Program Manager-Assoc.
 Owner.....George D. Snell
 Eng. Supt.....Samuel A. Melnicoe

K L O K

SAN JOSE—EST. 1946

Frequency: 1170 Kc.Power: 5000 Watts, d. only

Owned-Operated By..Valley Broadcasting Co.
 Address.....40 W. San Antonio St.
 Phone Number.....Columbia 3798 W
 Transmitter Location.....Route 3, Box 327-A
 News ServiceAP
 Transcription Service.....Capitol
 RepresentativeHomer Griffith
 MembershipNAB

Personnel

Owner-Gen. Mgr.-Station Mgr.....E. L. Baker
 Sales Mgr.-Promotion Mgr.....Richard E. Ryan
 Chief Engineer.....Ted Bindner

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.....140 Jessie St.,
 San Francisco
 Phone Numbers.....Ballard 2616 (San Jose),
 EXbrook 3233
 Transmitter Location.....Alviso, California
 Time on the Air....5:50 a.m. to 12 midnight
 News Service.....INS; UP; AP
 Transcription Service.....Standard Radio;
 NBC Thesaurus, MacGregor
 Representative.....Edward Petry & Co., Inc.
 MembershipNAB, BMB

Personnel

President.....Ralph R. Brunton
 Vice-Pres. & Gen. Mgr.....C. L. McCarthy
 Sales Manager.....D. M. Greene
 Sales Promotion Manager..Walter S. Zahrt
 Program Director.....Fred Ruegg
 Production Manager.....Stella Bianco
 Publicity Director.....Grant Holcomb
 Musical Director.....Ray Hackett

KSJO

SAN JOSE—EST. 1946

Frequency: 1590 Kc...Power: 1000 w. d. only
 Owned-Operated By....Santa Clara Broad-
 casting Co.
 AddressBox 995
 Phone Number.....Ballard 3660
 Transmitter Location..Storey & Lucretia Aves.
 Time on the Air.....Daytime
 News Service.....UP
 Representative.....William S. Grant Co., Inc.
 MembershipNAB

Personnel

President.....Frank C. Mitchell
 Gen. Mgr.-Chief Engineer...John G. Bauriedel
 Sales Manager.....Don H. Telford
 Program Director.....Dave Simmons
 Production Manager.....Norman Paul

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 920 Kc. Power: 1000 Watts, d.;
500 Watts, n.

Owned & Operated By... Christina M. Jacobson
trading as The Valley Electric Co.

Business Address.....851 Higuera Street

Phone Number.....San Luis Obispo 1100-1

Studio Address.....Mt. View & Hill Streets

Transmitter Location...Roosevelt Highway—
1½ miles north of San Luis Obispo

Time on the Air.....6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight

News Service.....AP

Transcription Service.....Standard Radio,
NBC Thesaurus

Representative.....W. S. Grant Company

Membership.....NAB

Personnel

Owner.....Christina M. Jacobson

Manager.....Les Hacker

Assistant Manager.....Aram Rejebian
Commercial and Sales

Promotion Manager.....Joe Shuttleworth

Program Director.....William Barton

Chief Engineer.....Earle Travis

K S M O

SAN MATEO—EST. 1946

Frequency: 1550 Kc. Power: 1000 Watts

Owned-Operated By...Amphlett Printing Co.

Address.....811 "B" St.

Phone Number.....S. M. 4-4112

Studio Address...Arthur Bldg., 9th & "B" Sts.

Transmitter Location...E. Bayshore Highway

Time on the Air.....18 hours daily

Newspaper Affiliation.....San Mateo Times
(Amphlett Printing Co.)

News Service.....AP

Transcription Service.....Standard

Representative.....George D. Close, Inc.

Personnel

President.....J. Hart Clinton

General Manager.....John H. Schacht

Chief Engineer.....H. Neil Black

K V S M

SAN MATEO—EST. 1946

Frequency: 1050 Kc. Power: 250 Watts d. only

Owned-Operated By.....San Mateo County
Broadcasters

Address.....279 Baldwin Ave.

Phone Number.....S. M. 4-4385

Transmitter Location.....Seal Creek
Time on the Air....Sunrise to sunset (local)
News ServiceUP
Transcription Service.....Associated,
SESAC, Capitol

Personnel

President-General Manager....Hugh H. Smith

Station Manager.....Gordon D. France

Commercial Manager.....Fred Weingarth

Program Director-

Production Manager.....Clinton W. Price

Publicity Director.....Hugh Wayne

Chief Announcer-Record M.C.Pat O'Brien

Chief Engineer.....M. F. Planting

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1480 Kc. Power: 1000 Watts

Owned-Operated By.....The Voice of the
Orange Empire, Inc., Ltd.

Business Address.....206 No. Main St.

Phone Number.....4901-R

Transmitter Location..12531 E. Willowick Dr.

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,
SESAC

Representative.....W. S. Grant Co., Inc.

Personnel

President and General Manager,

Ernest L. Spencer

Commercial Manager.....L. S. Nicholson

Sales Promotion Manager.....Marjory Marsh

Production Manager.....Bill Elliott

Chief Announcer.....Les Chatfield

Chief Engineer-

Program Director.....Wallace S. Wiggins

K D B

SANTA BARBARA—EST. 1921

MUTUAL—DON LEE BROADCASTING

SYSTEMS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By
Don Lee Broadcasting System

Address.....1309 State St.

Phone Number.....Santa Barbara 4131

Transmitter Location.....15-17 East Haley St.

Time on the Air.....6:30 a.m. to 12:15 a.m.

Transcription Service...World Broadcasting
System

RepresentativeJohn Blair & Co.

Personnel

President.....Thomas S. Lee

Manager.....Lewis Allen Weiss

Station Manager.....Fin Hollinger

Program Director.....Fin Hollinger
 Publicity Director.....Elizabeth Goddard
 Chief Engineer.....Forrest Choate

KIST

SANTA BARBARA—EST. 1946

NATIONAL BROADCASTING COMPANY

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry C. Butcher
 Address.....Benjamin Franklin Bldg.
 Phone Number.....4000
 Transmitter Location..Benjamin Franklin Bldg.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated, Capitol
 Representative....Joseph Hershey McGillvra,
 Inc.
 Membership.....NAB

Personnel

Owner.....Harry C. Butcher
 Gen. Mgr.-Station Mgr.....Fox Case
 Sales Promotion Manager....Harold C. Pike
 Chief Engineer.....William J. Pickering

KTMS

SANTA BARBARA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By....News-Press Publish-
 ing Co., Inc.
 Address.....De LaGuerra Plaza
 Phone Number.....6111
 Transmitter Location.....Goleta, Calif.
 Time on the Air.....6:30 a.m. to 12 midnight;
 16 Hours, Sun.
 Newspaper Affiliation.....Santa Barbara
 News-Press, Santa Maria Courier
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President.....T. M. Storke
 General Manager.....Charles A. Storke

KCOY*

SANTA MARIA

Frequency: 1400 Kc.....Power: 250 Watts
 Licensee.....News Press Pub. Co.

*C.P.

K S M A

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By.....Hugh G. Shurtliff
 Address.....Post Office Box 407
 Phone Number.....24
 Transmitter Location...One Mile No. of Santa
 Maria
 Representative.....Homer Griffith Co.

Personnel

Manager.....Verne L. Charles
 Commercial Manager.....Ken Randolph

K S R O

SANTA ROSA—EST. 1938

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Ruth W. Finley
 Address.....425 Mendocino Ave.
 Phone Number.....110-1
 Transmitter Location Fresno and Finley Aves.
 Time on the Air....6:00 a.m. to 10:00 p.m.
 News Service.....UP, AP
 Transcription Service:
 World Broadcasting System; Standard
 and Cole
 Representative.....W. S. Grant Co., Inc.
 Membership.....NAB

Personnel

Station Manager.....Eddie Handley
 Program Director.....Jack Murphy

K G D M

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts
 Owned-Operated By.....E. F. Peffer
 Address.....519 E. Market St.
 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
 Representative.....John Blair & Co.
 Membership.....NAB

Personnel

Owner-General Manager.....E. F. Peffer
 Manager.....E. Smith
 Program Director.....M. Dinsmore
 Production Manager.....E. Flower
 Chief Announcer.....W. Ramsey
 Chief Engineer.....M. B. Greene

K W G

STOCKTON—EST. 1921

AMERICAN BROADCASTING CO.
McCLATCHY BEELINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McClatchy Broad-
casting Co.
Address Hotel Wolf
Phone Number 2-2727
Transmitter Location Weber & E Sts.
Time on the Air.....6 a.m. to 12 midnight;
Sunday, 7 a.m. to 12 midnight
Newspaper Affiliation:
McClatchy Newspapers
News Service.....UP, AP
Transcription Service.....Capitol, MacGregor,
SESAC
Representative Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station & Sales Manager.....Howard L. Bailey
Chief Engineer.....Russell Bennett

K C O K

TULARE—EST. 1945

MUTUAL—DON LEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Herman Anderson
Address.....P. O. Box 119
Phone Number800
Transmitter Location.....Mooney Blvd.
Time on the Air.....5 a.m. to 12 midnight;
News ServiceUP
Transcription Service.....Associated, Standard
Representative.....Homer Griffith Co., Inc.
Membership.....NAB, BMB

Personnel

Chief Executive.....Herman Anderson
Gen. Mgr.-Station Mgr.....Sheldon Anderson
Commercial Manager.....Dick Wegener
Program Director.....Harold Sparks
Record M.C.....Jimmie Morrison

K K I N

VISALIA—EST. 1946

SAN JOAQUIN VALLEY NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....D. O. Kinnie
Address119 E. Acequia St.
Phone Number1650
Transcription Location..One mile N. of Visalia
Time on the Air.....6:00 a.m. to 12 midnight

News ServiceUP
Transcription Service..Capitol, C. P. McGregor
RepresentativeForje & Co.

Personnel

President-Owner.....D. O. Kinnie
General Manager, Station Manager,
Promotion Manager.....Stanley S. Simpson
Commercial Manager.....Byron Corwin
Chief Engineer.....Kenneth Aitken
Record MCBob Lewis

K T K C

VISALIA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 940 Kc.....Power: 5,000 Watts
Owned-Operated By..Tulare-Kings Counties
Radio Associates
Business Address.....Post Office Box 511
Phone Number575
Studio Address.....Hotel Fresno, Fresno, Calif.
Box 511, Visalia, Calif.
Transmitter Location...1¼ miles southwest
of Visalia, California
Time on the Air.....18 hours daily
News ServiceAP
Transcription Service.....World Broadcasting
System, Standard
Representatives: Wm. Grant Co. (Pacific Coast);
William G. Rambeau Co.

Personnel

Station Manager.....Chas. P. Scott
Sales Manager.....Milliard Kibbe
Sales Promotion Manager.....Charles Niete

K H U B

WATSONVILLE—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Luther E. Gibson
AddressP.O. Box 349
Phone Number1700-1
Transmitter Location.....Radio Lane
Time on the Air.....6:30 a.m. to 11:00 p.m.
News ServiceAP
Transcription Service ..World Broadcasting
Representative.....W. S. Grant Co., Inc.
Membership.....NAB, BMB

Personnel

President.....Luther E. Gibson
Station Manager.....Roger R. Hunt
Chief Engineer.....George Kenville
Record MC.....Don DeWald

COLORADO

Estimated Population 1,161,721—Radio Homes 305,605
Stations in State 19

KGIW

ALAMOSA—EST. 1929

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... E. L. Allen
Address Alamosa
Phone Number 26
Transmitter Location East Alamosa
Time on the Air.....7:00 a.m. to 9:30 p.m.
News ServiceUP
Transcription ServiceKeystone

Personnel

Owner E. L. Allen
Sales Manager.....Lloyd Allen
Program Director.....Kay Allen
Chief Engineer.....George H. Kettle

KBOL

BOULDER—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....J. Herbert Hollister
Address.....1617 Pearl Street
Transmitter Location.....28th and Pearl

Personnel

Owner.....J. Herbert Hollister
General Manager-Station Manager..Jack Todd

KRDO

COLORADO SPRINGS—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Pikes Peak
Broadcasting Co.
Business Address.....Alta Vista Hotel
Phone Number.....Main 1125
Transmitter Location.....Alta Vista Hotel
Time on the Air.....Unlimited
News ServiceAP
Transcription ServiceStandard
MembershipNAB

Personnel

President-Owner-Manager Joe Rohrer
Commercial Manager.....Cecil Seavey
Program Director.....Mildred Fuller
Publicity Director.....Jean Gitz
Musical Director.....Jean Gitz
Chief Engineer.....Charlie Eining

KVOR

COLORADO SPRINGS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Outwest Broad-
casting Company
Address.....Exchange National Bank Bldg.
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 to 12 midnight
Newspaper AffiliationOklahoma
Publishing Co.
News ServiceAP
Transcription Service.....World Library
National Sales Office.....Katz Agency

Personnel

PresidentE. K. Gaylord
Station Manager.....Everett Shupe
Program Director.....Conrad M. Brown
Chief Engineer.....H. C. Strang

For the
best interpretive
news . . .

AP

K F E L

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated ByEugene P. O'Fallon,
Inc.

Address Albany Hotel
Phone Number KEystone 0178
Transmitter Location ... 5350 West 20th Ave.
Time on the Air..... 24 Hours Daily
News Service.. AP, Chicago Daily News & INS
Transcription Service.....Standard Radio
and Associated Record, SESAC, Cole
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President-General Manager....Gene O'Fallon
DirectorFrank Bishop
Sales Manager.....Mark Crandall
Sales Promotion.....Don McCaig
Production Manager.....Paul Godt
Publicity Director.....Don McCaig
Chief Announcer.....Norman Teska
Program Director.....Paul Godt

Chief Engineer.....Tom Atherstone
Musical Director.....Paul Godt
Record M.C.....Ray Perkins

K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Broadcasting
Company, Inc.

AddressShirley Savoy Hotel
Phone NumberMain 4271
Transmitter Location.....South Franklin at
Hampden, Englewood, Colo.
Time on the Air.....6:00 a.m. to 12:15 a.m.
News Service.....INS, AP
Transcription ServiceStandard,
C. P. MacGregor, M. M. Cole
RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
Station ManagerHugh B. Terry
Promotion-Publicity Manager..E. Lee Fowdren
Chief Engineer.....Harvey Wehrman

**1947
SILVER
ANNIVERSARY
YEAR**

**GENE
O'FALLON**

**KFEL
DENVER
This is Mutual
5000 WATTS**

*The Lengthened Shadow of Men Who
KNOW HOW from **EXPERIENCE***

Managed by Gene O'Fallon Since 1923 • Represented by Blair Since 1937

KMYR

DENVER—EST. 1941

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Operated By...KMYR Broadcasting Co.
 Address.....1626 Stout Street
 Phone Number.....Main 4161
 Transmitter Location.....1626 Stout Street
 Time on the Air.....6:00 a.m. to 1:30 a.m.
 News Service.....UP and AP
 Transcription Service...World, Capitol, M. M. Cole
 Representative.....William G. Rambeau
 Membership.....NAB, BMB

Personnel

General Manager.....F. W. Meyer
 Station Manager.....A. G. Meyer
 Sales Manager.....Ben Bezoff
 Sales Pro. Mgr.-Publicity Dir.....E. H. Meyer
 Program Director.....Dolores Pledsted
 Production Manager.....Lowell Switzer
 Chief Announcer.....Bill Butterfield
 Musical Director.....Wilma Lundy
 Chief Engineer.....Glen James

KOA

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.Power: 50,000 Watts
 Owned-Operated By...National Broadcasting Company
 Address.....1625 California Street
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colorado
 Time on the Air...5:55 a.m. to 12:45 a.m.,
 Monday through Saturday; Sign-on Sunday
 6:30 a.m.
 News ServiceAP; INS; UP
 Transcription Service.....NBC Thesaurus,
 Standard
 National Sales Office...NBC, New York City
 Representative.....NBC Spot Sales
 Membership.....NAB, BMB

Personnel

President.....Niles Trammell
 General Mgr.-Station Mgr.....L'oyd E. Yoder
 Sales Manager.....James R. MacPherson
 Sales Promotion Manager.....Randy F. Smith
 Program Director.....Clarence C. Moore
 Production Manager.....Earle Ferguson
 Publicity Director.....William B. Balance
 Chief Announcer.....Bob Young
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen

KPOF*

DENVER—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts

Owned-Operated By.....Pillar of Fire
 Address.....1845 Champa Street
 Phone Number.....Tabor 3733
 Time on the Air.....Shares Time
 Representative.....L. S. Wolfigang
 Membership.....NAB

Personnel

President.....Arthur K. White
 General Manager.....Ray B. White
 Station Managers.....Kathleen M. White,
 Wesley O. Tomlin
 Program Director.....Kathleen White
 Chief Engineer.....Paul Schissler
 Record M.C.....Theodore Volz
 *(Non-Commercial Station)

KVOD

DENVER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By: Colorado Radio Corp.
 Address.....Midland Savings Bldg.
 Phone Number.....Tabor 2291
 Transmitter Location.....North of Denver
 Time on the Air...5:30 a.m. to 12 midnight;
 Sunday: 7:00 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth; Cole
 Representative...Joseph Hershey McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President.....Wm. D. Pyle
 Station Manager.....T. C. Ekrem
 Sales Manager.....Con Heckler
 Chief Engineer.....W. D. Pyle

KIUP

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated By...San Juan Broadcasting Co.
 Address.....2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Time on the Air.....7:00 a.m. to 10:00 p.m.
 News Service.....UP
 Transcription Service...Keystone Broadcasting System, SESAC, Spot Sales
 Representatives...Thomas F. Clark Co., Inc. (East); Homer Griffith Co., Inc. (West)
 Membership.....BMB

Personnel

Station Manager.....Raymond M. Beckner
 Chief Engineer.....John L. Antic

KCOL

FT. COLLINS—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...The Northern Colorado
 Broadcasting Co.
 Business Address.....Armstrong Hotel
 Phone Number.....812
 Transmitter Location.....1600 La Porte Ave.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Homer Griffith
 Membership.....NAB

Personnel

Partners.....Douglas D. Kahle,
 John L. Hitchcock, Wilbur Rocchio, Warren
 Brainard
 General Manager.....Douglas D. Kahle
 Station Manager.....Douglas D. Kahle
 Commercial Manager.....Marvin Griswold
 Sales Manager.....John L. Hitchcock
 Program Director.....John L. Hitchcock
 Publicity Director.....John L. Hitchcock
 Chief Engineer.....Douglas D. Kahle

KGHF

PUEBLO—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 1350 Kc....Power: 1000 d.; 500 n.
 Owned-Operated By...Colorado Broadcasting
 Co., Inc.
 Owned-Operated By.....Curtis P. Ritchie
 Address.....P.O. Box 293
 Phone Number.....3877
 Studio Address.....304 North Main
 Transmitter Location: 3 miles south on High-
 way 87
 Time on the Air.. 6:00 a.m.-12 midnight daily;
 7 a.m.-12 midnight Sundays
 News Service.....UP
 Transcription Service... World Broadcasting
 System, SESAC, Cole
 Representative.....Joseph H. McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President-Gen. Mgr.-Station Mgr....Gifford S.
 Phillips
 Sales Manager.....Maxson I. Bevens
 Program Director.....Clifford Hendrix
 Publicity Director.....Ludlow Flower
 Chief Announcer.....William W. Bruce
 Chief Engineer.....Willis C. Shanks

KGEK

STERLING—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 d., 100 n.
 Owned-Operated By.....Elmer G. Beehler

Address.....Fleming Road
 Phone Number.....679
 Transmitter Location.....Fleming Road
 Time on the Air.....11:30 a.m. to 1:30 p.m.
 News Service.....Transradio
 Representative.....Thomas F. Clark Co., Inc.

Personnel

Owner-Gen. Mgr.-Station Mgr. Elmer G. Beehler

KCRT

TRINIDAD—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....H. L. Corley
 Address.....South Country Club Drive
 Phone Number.....338
 Transmitter Location.South Country Club Drive
 Time on the Air.....7:00 a.m. to 10:00 p.m.
 News Service.....UP
 Transcription Service.....Standard, SESAC,
 Keystone, BMI

Personnel

President-Owner-Gen. Mgr.....H. L. Corley
 Publicity Director.....John M. O'Connor
 Chief Engineer.....H. L. Corley

KSFT

TRINIDAD—EST. 1946

ABC—SOUTHERN COLO. NET

Frequency: 1280 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By...Trinidad Broadcasting
 Corp.
 Address.....First Nat'l Bank Bldg.
 Phone Number.....414-5-6
 Transmitter Location.....U. S. Highway 350
 Time on the Air.... 6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service..NBC Thesaurus, Capitol
 National Sales Office...Taylor-Howe-Snowden

Personnel

President-Gen. Mgr.....Stanley N. Schultz
 Station Manager.....Ernest Mark
 Sales Manager.....John Gann
 Sales Promotion Manager.....Robert Dibble
 Program Director.....William Grive
 Musical Director.....Leno Cimimo
 Chief Engineer.....Lloyd Wilson
 Record M.C.....George Scott

KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By ..Western Slope Broad-
 casting Co.
 Address.....Hillcrest Manor, P. O. Box 30
 Phone Number.....Grand Junction 1300-1

Transmitter Location.....Hillcrest Manor
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service....World Broadcasting
 System, Standard and SESAC
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President-Gen. Mgr.-Station & Sales Mgr.. Rex
 Howell
 Sales Auditor.....Chas. Howell
 Sales Pro. Mgr.-Program Dir.... Mildred Fuller
 Publicity Director..... Rosa Lee Samuels
 Chief Announcer..... Jack Lund
 Musical Director..... Paul Reed
 Chief Engineer..... Chas. Hay
 Record M.C..... Don Roberts

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. N. 11th Ave., Highway 85
 Time on Air.....Shares Time
 News ServiceUP
 Transcription Service.....Lang-Worth. Cole
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Mgr.....Francis A. Price

Managing Director.....H. E. Green
 Program Director.....Donald R. Boyce
 Chief Engineer.....Ray E. Smith
 Record M.C.....A. L. Gentry

K O K O

LA JUNTA—EST. 1937

**KEYSTONE BROADCASTING SYSTEM
 SOUTHERN COLORADO NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned & Operated By.....The Southwest
 Broadcasting Co.
 Business Address.....P. O. Box 485
 Transmitter Location... 4 miles W. of La Junta
 on U. S. Highway No. 50
 Time on the Air.....7:15 a.m. to 3:00 p.m.;
 5:30 p.m. to 10:00 p.m.

Phone Number42
 News ServiceUP
 Transcription ServiceKeystone
 Transcription Service....Keystone Broadcasting
 System, Standard Radio, SESAC
 Representative... Thomas F. Clark Co., Gene
 Grant & Co.

Personnel

Sec.-Treas.-Mgr.....Leonard E. Wilson
 Sales Manager.....Margaret Johnson
 Program Director.....Boyd W. Young
 Production Mgr.-Chief Announcer.... James N.
 Johnson
 Chief Engineer.....Will M. Thomas

**For the best in business and
 financial news . . .**

AP

IF IT'S EDELWEISS YOU WANT...

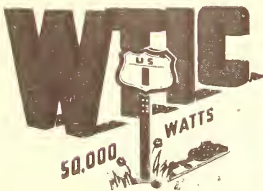
Use an Alpenstock in the Alps!



IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford,
dominates the prosperous
Southern New England Market.



DIRECT ROUTE TO SALES IN *Southern New England*

The Travelers Broadcasting Service Corporation Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

CONNECTICUT

Estimated Population 1,939,956—Radio Homes 517,286
Stations in State 15

W I C C

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc..Power: 1000 d.; 500 n.
Owned-Operated byThe Yankee Network, Inc.
Address.....21 Brookline Ave.
Phone Number.....Commonwealth 0800
Studio Address.....144 Golden Hill St.
Transmitter Location.....Pleasure Beach, Bridgeport
Time on the Air.....6 a.m. to 2 a.m.
News ServiceAP
Transcription Service....Associated; Standard Radio, SESAC
Representative... Edward Petry & Co., Inc.
MembershipNAB

Personnel

General Manager.....Joseph T. Lopez
Sales Manager.....Norman Whittaker
Program Dir.-Publicity Dir. Florence Robinson
Chief Announcer.....Louis La Haye
Musical Director.....Louis Capucci
Chief Engineer.....George Keich

W N A B

BRIDGEPORT—EST. 1941

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By.....Harold Thomas
Address.....991 Broad Street
Phone Number3-3112
Transmitter LocationLocomobile Point—(Inner Harbor)
Time on the Air: 7:00 a.m. to midnight; Sundays, 9 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

Owner.....Harold Thomas
Gen. Mgr.-Station Mgr.-Sales Mgr....Fullerton T. M-Gough
Sales Promotion Manager..Thomas R. Cox, Jr.
Program Dir.-Publicity Dir.Jack Dahlby
Production Mgr.-Chief Ann....Harry Osborne
Chief Engineer.....Vincent DeLaurentis

W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM*

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WDRG, Inc.
Address750 Main St.
Phone Number.....7-1188-9
Transmitter Location.....839 Blue Hills Ave., Bloomfield, Conn.
Time on the Air: 6:45 a.m.-12:05 a.m. weekdays; 8 a.m.-12:05 a.m. Sundays
News Service.....AP & UP
Representative.....Paul H. Raymer Co.
Membership.....NAB, BMB

Personnel

Station Manager.....Walter B. Haase
Sales Manager.....William F. McLo
Program Director.....Harvey Olson
Production Manager.....Robert Provan
Publicity Director.....Jack Zaiman
Musical Director.....Otto Neubaueer
Chief Engineer.....Italo A. Martino

W O N S*

HARTFORD—EST. 1935

MUTUAL, YANKEE

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By....The Yankee Network
Address.....54 Pratt St.
Phone Number.....7-9131
Transmitter Location.....Newington, Conn.
Time on the Air.....6:00 a.m. to 1:00 a.m.; Sunday: 8:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service....Associated, Standard
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB

Personnel

Chief Executive.....William O'Neil
Chairman of the Board...John Shepard, 3rd
Station Manager.....Ralph D. Kanna
Sales Manager.....Linus Travers
Program Director.....Jack Lacy
Musical Director.....Morris Sechtman
Chief Engineer.....Rogers Holt

*Formerly WHTD

W T H T

HARTFORD—EST. 1936

**AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK**

Frequency: 1230 Kc.Power: 250 Watts
Owned-Operated By...Hartford Times, Inc.
Address.....555 Asylum St.
Phone Number2-0237
Transmitter Location.....555 Asylum St.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 8a.m. to midnight
Newspaper Affiliation.....Hartford Times
News Service.....AP
Transcription Service.....Lang-Worth
Standard
Representative.....J. P. McKinney & Son

Personnel

Station Manager.....C. Glover DeLaney
Commercial Manager..Leonard R. Schoenfeld
Sales Promotion Manager.....John S. Lloyd
Program Director-
Production Manager.....F. E. Bieber
Musical Director.....Charlotte Anderson
Chief Engineer.....Charles S. Masini
Record m.c.'s.....Joseph W. Girand,
Mitchell C. Betters

W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc.Power: 50,000 Watts
Owned-Operated By...The Travelers Broad-
casting Service Corporation
Address.....26 Grove Street
Phone Number.....2-3181
Transmitter Location.....Avon, Connecticut
Time on the Air.....5:25 a.m. to 1 a.m.
Sundays, 8 a.m. to 1 a.m.
News ServiceAP; INS; Transradio
Transcription Service.....Lang-Worth, NBC,
Thesaurus, B.M.I.
Representative Weed & Company
Membership.....NAB, BMB

Personnel

Vice-Pres.-General Mgr.-Station. Mgr..Paul W.
Morency
Assistant General Manager...Walter Johnson
Sales Promotion Manager.....P. W. Morency
Program Manager.....Leonard J. Patricelli
Production Manager.....George Bowe
Publicity Director.....James F. Clancy
Chief Announcer.....Philip Becker
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor

W K N B

NEW BRITAIN—EST. 1946

Frequency: 840 Kc....Power: 1000 Watts, d.
only
Owned-Operated By.....The New Britain
Broadcasting Co.
Address.....213 Main St.
Phone Number.....702
Transmitter Location.....1058 Willard Ave.,
Newington, Conn.
Time on the Air.....Sunrise to sunset (local)
News Service.....AP
Transcription Service....Capitol, World, BMI
Representative.....Adam J. Young, Jr., Inc.
MembershipNAB

Personnel

PresidentJulian Gross
Station Mgr.-Sales Mgr....Walter M. Windsor
Secretary.....William H. Ray
Program Director.....David Scott
Publicity Director.....Hal Graves
Musical Director.....Al DeCaro
Chief Engineer.....William R. Atkinson

W E L I

NEW HAVEN—EST. 1935

**AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK**

Frequency: 960 Kc..Power: 1,000 d.; 500 a.
Owned-Operated By..Conn. Radio Foundation,
Inc.
Address221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World Broadcasting
System Library
RepresentativeHeadley-Reed Co.
MembershipBMB

Personnel

President.....H. C. Wilder
General Mgr.-Station Mgr..Richard W. Davis
Sales Manager.....Edwin H. Schweitzer
Program Director.....Charles H. Wright
Publicity Director.....Rudy Frank
Chief Engineer.....Fred King
Record M.C.....Clive Dill

W N H C

NEW HAVEN—1944

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated By.....The Elm City
Broadcasting Corp.

Business Address.....1110 Chapel Street
 Phone Number8-3151
 Transmitter Location.....350 Kimberly Ave.
 Representative.....Wm. G. Rambeau Co.
 News Service.....AP
 Transcription Service.....Standard
 Time on the Air.....7:00 a.m. to 12:05 a.m.
 Representative...William G. Rambeau Co.;
 Bertha Bannan (in New England only)
 Membership.....NAB, BMB

Personnel

President.....Patrick J. Goode
 General Mgr.-Station Mgr..... James T. Milne
 Sales Manager.....Aldo DeDominicis
 Sales Promotion Manager...Vincent Callanan
 Program Director.....David K. Harris
 Musical Director.....James Morgan
 Chief Engineer.....Vincent DeLaurentis

WNLC

NEW LONDON—EST. 1936
 MUTUAL BROADCASTING SYSTEM—YANKEE
 NETWORK & CONNECTICUT STATE
 NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Thames Broadcasting
 Corporation
 Address.....Mohican Hotel,
 281 State Street
 Phone NumberNew London 4900
 Transmitter Location.....Winthrop Point,
 E. New London
 Time on the Air.....7:30 a.m. to 12 midnight
 News Service.....AP
 Representative.....Edward F. Darrell

Personnel

President-Gen. Mgr.-Station Mgr....Gerald J.
 Morey
 Sales Manager.....Edward F. Darrell
 Sales Promotion Manager....Leo B. Keegan
 Musical Director.....Leslie Morson
 Chief Engineer.....Gerald J. Morey

WNOC

NORWICH—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Norwich Broadcasting
 Co.
 Address.....91 Main St.
 Phone Number.....3325
 Transmitter Location.....Thamesville, New
 London Turnpike
 Time on the Air..7:00 a.m. to 11:00 p.m.; Sun-
 day: 8:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription Service.....Keystone
 National Sales Office..Howard H. Wilson Co.

Personnel

General Managers.....J. Eric Williams, H.
 Ross Perkins
 Sales Promotion Manager..Richard Landsman
 Musical Director.....Henry Sennet
 Chief Engineer.....Joseph Seilski

WSTC

STAMFORD—EST. 1941

AMERICAN BROADCASTING CO.
 CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Conn.
 Broadcasting Co.
 Address270 Atlantic St.
 Phone Number4-7575
 Transmitter LocationLindstrom Rd., Ship-
 pan Point
 Time on the Air...6:00 a.m. to 12:05 a.m.;
 Sunday: 9:00 a.m. to 12:05 a.m.
 Transcription Service...World Broad. System
 Representatives..Bertha Bannan, Helen Wood
 Membership.....NAB, BMB

Personnel

President.....Kingsley Gillespie
 General Mgr.-Station Mgr....Harold H. Meyer
 Sales Mgr.-Musical Dir.....Wharton Ford
 Program Director.....Fred Daiger

WSTC

STAMFORD, CONNECTICUT

*Ask
 Anyone!*

Publicity Director.....D. Hay
 Chief Announcer.....Don Rustici
 Chief Engineer.....Edward L. Markman

W A T R

WATERBURY—EST. 1934
 AMERICAN BROADCASTING CO.
 CONNECTICUT STATE NETWORK

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....7:00 a.m. to 12 midnight
 News ServiceTransradio
 Representative.....Wm. G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

Owner-General Manager.....Harold Thomas
 Station Manager-Commercial Mgr..S. R. Elman
 Sales Promotion Manager.....Thomas R. Cox
 Program Dir.-Production Mgr.-Chief Ann..Ed-
 mund Waller
 Publicity Director.....Jean Greenblatt
 Musical Director.....Edith Sacco
 Chief Engineer.....Norman R. Blake
 Record M.C.....Jean Vallin

W B R Y

WATERBURY—EST. 1934
 CBS

Frequency: 1590 Kc.Power: 5000 Watts;
 Owned-Operated By.....American Re-
 publican, Inc.
 Business Address.....61 Leavenworth St.
 Studio Address.....136 Grand St.
 Phone Number.....3-1125
 Transmitter Location.....Boyden Street
 Time on the Air.....17 hours daily
 Newspaper Affiliation.....Waterbury Ameri-
 can; Waterbury Republican
 News ServiceAP
 Transcription Service.....WBS
 Representative ..Joseph Hershey McGillvra
 Membership.....NAB, BMB

Personnel

President.....W. J. Pape
 General Manager.....James H. Darcey
 Station Manager.....Eric Pape
 Commercial Manager....Harry A. DeVorken
 Sales Promotion Mgr.....Wilder J. Greeley
 Program Director.....Walter Howard
 Publicity Director.....E. Christy Erk
 Chief Announcer.....Jimmy Parker
 Chief Engineer.....Frank B. Hales
 Record M.C.....Jimmy Parker

W W C O

WATERBURY—EST. 1946
 MUTUAL—YANKEE

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....Mitchell G. Meyers,
 Ruben E. Aronheim, Milton Meyers
 Address.....119 W. Main St.
 Phone Number.....4-5141
 Transmitter Location.....Thomaston Ave.
 Time on the Air....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Haudard
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

General Manager.....Mitchell G. Meyers
 Station Manager.....Milton H. Meyers
 Commercial Manager.....Mort Silverman
 Sales Promotion Manager.....Al DeGoia
 Chief Announcer.....Al Vestro
 Musical Director.....Jerry Arthur
 Chief Engineer.....Louis Stady
 Record M.C.....Daird Lee

For the
 best interpretive
 news . . .

AP

DELAWARE

Estimated Population 302,168—Radio Homes 77,034
Stations in State 2

WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc.Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Address.....10th & King Sts.
Phone Number.....7268
Transmitter Location..35th St. & Bellevue Ave.
Time on the Air.....6 a.m. to 1 a.m.
News ServiceUP
Transcription Service...NBC Thesaurus, WBS
Representative.....Radio Adv. Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gullick
Program Director.....Harvey Smith
Chief Engineer.....J. E. Mathiot

WILM

WILMINGTON—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.

Address920 King St.
Phone Number.....Wilmington 4-7771
Transmitter Location...Governor Prinze Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News ServiceAP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGilvra
Membership.....NAB, BMB

Personnel

President.....Alfred G. Hill
General Mgr.-Station Mgr...Geo. L. Sutherland
Sales or Commercial Mgr...Chauncy Eanes, Sr.
Sales Promotion Mgr.....James Finucane
Musical Director.....George Kelly
Chief Engineer.....Edwin Kennedy
Record MC.....Del Parks

WDEL

WILMINGTON DELAWARE

5000 WATTS DAY & NIGHT

SELLS
for you, consistently,
profitably

For full information write
Sales Representative:
RADIO ADVERTISING CO.
New York Dallas Chicago
San Francisco Hollywood

NBC Basic Network

DISTRICT OF COLUMBIA

Estimated Population 914,120—Radio Homes 242,212
Stations in District 7

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned- Operated By...WINX Broadcasting Co.
Address 8th & Eye Sts., N.W.
Phone Number..... Republic 8000
Transmitter Location.....8th & Eye Sts., N.W.
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00
a.m. to 1:00 a.m. Sun.
Newspaper Affiliation..... Washington Post
News Service.....INS, AP, UP
Transcription Service.....Standard Radio,
Langworth and Associated, World
RepresentativeHeadley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....Phillip Graham
Station Manager.....R. C. O'Donnell
Sales Manager.....L. C. Sweatt
Program Director.....Richard C. McNamara
Publicity Director.....Ralph Dubrowin
Musical Director.....Paul Hume
Chief Engineer.....Ralph E. Cannon, Jr.

W M A L

WASHINGTON, D. C.—EST. 1926
AMERICAN BROADCASTING CO.

Frequency: 630 Kc.....Power: 5000 Watts
Owned & Operated By....The Evening Star
Broadcasting Co.
Address724-14th St., N.W.
Phone Number.....National 5400
Transmitter Location.....Green Tree Road,
Bethesda, Md.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.. Washington Evening
Star
News Service.....AP, UP
Transcription Service.....Standard Radio,
Associated, Langworth
National Sales Office.....ABC Spot Sales
Membership.....NAB, BMB

Personnel

President.....S. H. Kauffmann
General Manager.....K. H. Berkeley
Sales Manager.....Ben B. Baylor, Jr.
Sales Promotion Manager.. William R. Willison
Program Director.....Gordon Hubbel
Publicity Director.....Tom Dolan
Chief Engineer.....Daniel Hunter
Record MC.....James Gibbons

W O L

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By....Cowles Broadcasting
Company
Address1627 K Street, N.W.
Phone NumberMetropolitan 0010
Transmitter Location...Brookville Road, Silver
Springs, Md.
Time on the Air.....6:00 a.m. to 1:00 a.m.;
Sunday: 7:30 a.m. to 1:00 a.m.
Newspaper Affiliation...Des Moines Register
& Tribune, Minneapolis Star & Journal
News Service.....UP, AP
Transcription Service...Press Assoc., Wash.
City News Wire, Standard Radio, Associated
National Sales Office.. Cowles Broadcasting Co.
Representative.....The Katz Agency, Inc.
Membership.....NAB, BMB

Personnel

PresidentGardner Cowles
Board Chairman.....John Cowles
General Mgr.-Station Mgr.....Merle S. Jones
Sales Manager.....William D. Murdock
Sales Promotion and Merchandising
ManagerTom Means
Program Director.....Arthur Casey
Production Manager.....Hollis Seavey
Publicity Director.....Lou Brott
Musical Director.....Charles Keaton
Chief Engineer.....Harold Reed

W Q Q W

WASHINGTON, D. C.—EST. 1946

Frequency: 570 Kc...Power: 500 Watts d. only
Owned-Operated By.....Metropolitan
Broadcasting Corp.
Address.....2627 Conn. Ave., N.W.
Phone Number.....Columbia 6331
Transmitter Location.....Falls Church, Va.
Time on the Air.....Sunrise to sunset (local)
News Service.....AP
Membership.....NAB

Personnel

General Mgr.-Station Mgr...Edward M. Brecher
Sales Manager.....Martin Schadi
Musical Director.....Pierson Underwood
Chief Engineer.....Robert Martin

W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By .. National Broadcasting
 Company

Address 724 - 14th St., N. W.
 Phone Number..... Republic 4000
 Transmitter Location... Ager Rd., Bethesda, Md.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News Service AP; INS; UP
 Transcription Service..... NBC Thesaurus,
 Associated, Standard

Representative National Broadcasting Co.
 Membership NAB

Personnel

President Niles Trammell
 Vice-President Frank M. Russell
 General Manager..... Carleton D. Smith
 Sales Manager..... Mahlon A. Glascock
 Sales Promotion Manager... James W. Seiler
 Chief Engineer..... A. E. Johnson
 Record MC..... Bill Herson

W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc. Power: 250 (250 w. booster)

Address 1000 Connecticut Ave.

Phone Number National 7203

Transmitter Location..... 61 Pierce St., N.E.

Time on the Air..... 24 hours daily;

News Service..... AP, UP

Transcription Service..... Standard, Capitol,
 NBC Thesaurus

Representative..... Forjoe & Co.

Membership..... NAB, BMB

Personnel

President Joseph Katz

General Mgr.-Station Mgr..... Ben Strouse

Sales Manager..... Helen Mobberley

Program Director..... Norman Reed

Production Manager..... Ira Walsh

Publicity Director..... Rick LaFalce

Musical Director..... Leonard Friendly

Chief Engineer..... Ross Beville

W T O P

WASHINGTON, D. C.—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned-Operated By .. Columbia Broadcasting
 System

Address Earle Bldg.

Phone Number..... Metropolitan 3200

Transmitter Location..... Wheaton, Md.

Time on the Air:..... 5:30 a.m. to 1:05 a.m.;

Sundays, 7:30 a.m. to 1:05 a.m.

News Service..... AP, UP, Wash.

City News Service

Transcription Service..... World Broadcasting
 System, Langworth

Representative Radio Sales

Membership..... NAB, BMB

Personnel

Vice-Pres. Washington Office

(CBS) Earl H. Gammons

General Manager..... Carl J. Burkland

Sales Manager..... Maurice Mitchell

Program Manager..... Richard Linkroum

Production Manager..... Roy Passman

Chief Washington Correspondent and

Director CBS Washington News

Bureau Eric Sevareid

Chief Engineer..... Clyde Hunt

Our listeners got
 a 50 million dollar
 raise this year

WWDC

Washington's entertainment station

COMING SOON—WWDC • FM

Represented Nationally by Forjoe & Company

FLORIDA

Estimated Population 2,241,944—Radio Homes 504,710
Stations in State 37

W D H L

BRADENTON—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Manatee Broadcasting
Co., Inc.
Address.....Municipal Pier
Phone Number.....35-531
Transmitter Location.....Municipal Pier
Time on the Air.....7:00 a.m. to 10:30 p.m.
News Service.....AP
Transcription Service.....Standard

Personnel

President-Sales Mgr.....N. A. Perry
General Mgr.-Station Mgr.-
Chief Engineer.....Joe E. Foster
Sales Promotion Manager..Geo. S. Wehrman

W M F J

DAYTONA BEACH—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Address.....126½ Magnolia Ave.
Phone Number.....91-2
Transmitter Location....126½ Magnolia Ave.
Time on the Air.....17½ hours daily
News Service.....AP
Membership.....NAB, BMB

Personnel

Owner.....W. Wright Esch
General Manager.....Billee B. Esch
Station Manager.....Ray Clancy
Sales-Commercial Manager.....John S. Pitts
Chief Engineer.....W. Wright Esch

W M F J

DAYTONA BEACH, FLORIDA

WFTL

FORT LAUDERDALE—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Fort Lauderdale
 Broadcasting Co.
 Address.....P.O. Box 187
 Phone Number.....3890
 Transmitter Location.....S.E. 15th St. at
 Inland Waterway
 Time on the Air.....6:45 a.m. to 1:00 a.m.
 News Service.....UP
 Transcription Service.....Associated Libraries

Personnel

Owner-Chief Executive.....Gene T. Dyer
 Vice-Pres.-Station Mgr.....Reggie Martin
 Commercial Manager
 Sales Promotion Manager...James McCulla
 Chief Announcer.....Claude Green
 Chief Engineer.....William R. Needs

WINK

FORT MYERS—EST. 1939
 COLUMBIA BROADCASTING SYSTEM
 FLORIDA WEST COAST—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Fort Myers Broadcasting
 Co.
 Business Address.....54 East First St.,
 WINK Bldg.
 Phone Number.....818 & 1153
 Transmitter Location.....54 East First St.,
 WINK B'g.
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Keystone
 Representative.....John E. Pearson
 Membership.....BMB

Personnel

President-General Mgr....Ronald B. Woodyard

WIRA

FORT PIERCE—EST. 1946
 MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Indian River Broad. Co.
 Address.....Fort Pierce
 Phone Number.....870-1
 Transmitter Location.....Orch Blvd.
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio

National Sales Office.....Thomas F. Clark
 Membership.....NAB

Personnel

President-General Manager
 Station Manager.....Douglas Silver
 Sales Manager-Publicity
 Director.....J. Tom Watson, Jr.
 Program Director.....Marjorie B. Silver
 Production Manager..Thomas Ballard Newsom
 Chief Announcer.....John Sadler
 Musical Director.....Edna Nobles
 Chief Engineer.....Conrad S. Clemans

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, Ex. 267
 Transmitter Location.....Campus, University
 Time on the Air.....18 Hours Monday-Sat.,
 17 Hours on Sunday
 News Service.....AP
 Transcription Service.....Langworth, SESAC
 Representative.....Burn-Smith Co., Inc.
 Membership.....NAB, BMB

Personnel

Director.....Major Garland Powell
 Commercial Manager.....Paul Acosta
 Production Manager.....J. Sam Fouts
 Chief Engineer.....Dr. Palmer Craig

WFVL

HOLLYWOOD—EST. 1946

Frequency: 940 Kc...Power: 1000 Watts, d. only
 Owned-Operated By...Hollywood Broad. Co.
 Address.....Gt. Southern Hotel, Hollywood
 or Cadillac Hotel, Miami Beach, Fla.
 Transmitter Location....Sunny Isles, N. Miami
 Beach, Fla.
 Time on the Air.....6:00 a.m. to 6:00 p.m.
 News Service.....AP
 Transcription Service.....Langworth
 Membership.....NAB

Personnel

President.....Jonas Weiland
 General Mgr.-Chief Announcer..Bob Bingham
 Sales Manager.....Charles Dameron
 Chief Engineer.....John Newman

W J A X

JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.
 Owned, Operated By . . . City of Jacksonville, Fla.
 Address No. 1 Broadcast Place
 Phone Number 5-5821
 Transmitter Location . . . Hyde Park Country Club
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service NBC Thesaurus
 and Associated
 Representative John Blair & Co.,
 Harry Cummings
 Membership BMB

Personnel

Commissioner in Charge Thos. C. Imeson
 Station Manager and Chief
 Engineer John T. Hopkins, III
 Program Director Evelyn Boote
 Production Manager J. W. Douglass
 Chief Announcer Grant Frankish
 Musical Director Frank Morris

W J H P

JACKSONVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
FLORIDA NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By The Metropolis Co.
 Address 500 Laura St.
 Phone Number 5-7610
 Transmitter Location Reed and Alamo Sts.
 Time on the Air 18 Hours Daily,
 16 Hours Sunday.
 Newspaper Affiliation . . . Jacksonville Journal
 News Service UP
 Transcription Service Lang-Worth
 Representative John H. Perry Associates

Personnel

Owner John H. Perry
 Station Manager Ted Chapeau
 Chief Engineer B. Hayford
 Commercial Manager R. R. Powell
 Program Manager George Jesse

W M B R

JACKSONVILLE—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned, Operated By . . . Florida Broadcasting
 Company
 Address 675 Main St., So.
 Phone Number 5-4387

Transmitter Location Vines and Mass. Ave.
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service World, Cole,
 Lang-Worth
 Representative Weed & Co.
 Membership NAB, BMB

Personnel

President-General Mgr. Frank King
 Station Manager Carroll Gardner
 Sec.-Treas.-Sales Mgr. Glenn Marshall, Jr.
 Program Director Chas. M. Stone
 Chief Announcer Larry Scarborough
 Musical Director Roger Van Duzer
 Chief Engineer E. B. Vordermark
 Record MC Jack Walters

W P D Q

JACKSONVILLE—EST. 1942
AMERICAN BROADCASTING CO.
FLORIDA-AMERICAN NETWORK

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By:
 Jacksonville Broadcasting Corp.

W J A X
JACKSONVILLE, FLORIDA

THE
MUNICIPAL
BROADCASTING
STATION

NBC
RED NETWORK

930 Kc.—Maximum Power 5000 Watts
 Phone Jacksonville 5-5821

Representatives
 John Blair & Co., New York, Chicago
 Detroit and West Coast
 H. E. Cummings, Southeast
 Barnett Bank Bldg.
 Jacksonville, Fla.
 Phone 30381

Address.....Gulf Life Bldg.
 Phone Number5-6781
 Transmitter Location...Seven miles west of
 Jacksonville on Lenox Ave.
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....James R. Stockton
 General Mgr.-Station Mgr....Robert R. Feagin
 Sales Manager.....Frank Taylor, Jr.
 Sales Promotion Manager.....Sid Beighley
 Program Director-Production
 ManagerBernie Adams
 Publicity Director.....Lillian Nunn
 Musical Director.....Dick Catherwood
 Chief Engineer.....J. R. Donavan

WKWF

KEY WEST—EST. 1945
 MUTUAL BROADCASTING SYSTEM

Frequency: 1600 kc.....Power: 500 Watts
 Owned-Operated By.....John M. Spottswood
 Address.....Spottswood Bldg.
 Phone Number510
 Transmitter Location.....Stock Island
 Time on the Air.....7:00 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 RepresentativeThe Walker Co.
 Membership.....NAB, BMB

Personnel

Owner-Station Manager-
 Sales Mgr.-General Mgr. John M. Spottswood
 Program Director-
 Production Manager...John M. Spottswood
 Publicity Director.....C. E. Smith, Jr.
 Chief Engineer.....Fred F. Moore

WDSR

LAKE CITY—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Deep South Radioways
 Address.....126 N. Marion St.
 Phone Number.....525
 Transmitter Location.....One mile So. of
 Lake City on U.S. Highway No. 41
 Time on the Air.....5:00 a.m. to 10:05 p.m.;
 Sunday: 8:00 a.m. to 10:05 p.m.
 News Service.....AP
 Transcription Service.....WBS
 MembershipNAB

Personnel

President-General Manager-
 Station & Sales Manager...Alfred H. Temple
 Program Director-Production
 Manager-Musical Dir....Edward A. Baumel
 Chief Engineer.....T. Neal Kenyon

WLAK

LAKELAND—EST. 1936
 NATIONAL BROADCASTING CO.
 FLORIDA WEST COAST GROUP

Frequency: 1340 Kc.....Power: 250 Watts
 Owned, Operated By.....S. O. Ward
 Address.....P.O. Box 1211
 Phone Number.....2127
 Transmitter Location.....1412 East Lime St.
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceUP
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Owner-General Mgr.-Production Mgr.-
 Station Manager.....S. O. Ward
 Assistant Mgr.....Bill Reeves
 Sales Manager.....Powell Adams
 Program Director.....Maxine Tyner
 Publicity Director.....Bill Reeves
 Chief Announcer.....William P. Lee
 Musical Director-Record MC...George Friend
 Chief Engineer.....Bill Lee

WGBS

MIAMI—EST. 1939
 AMERICAN BROADCASTING CO.
 FLORIDA-AMERICAN GROUP

Frequency: 710 Kc.....Power: 10,000 Watts
 Owned by.....The Fort Industry Co.
 Operated by.....The Fort Industry Co.
 Address.....1605 Biscayne Blvd.
 Phone Number9-2401
 Transmitter Location.....10 miles
 Time on the Air.....Unlimited
 News ServiceAP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....George B. Storer
 Station Manager.....Stanton P. Kettler
 Sales Manager.....M. N. Babcock
 Sales Promotion Manager.....Frank Jaffe
 Musical Director.....Virginia Taylor

WIOD

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts

Owned By.....Miami Daily News, Inc.

Operated By.....Isle of Dreams Broad. Corp.

Business Address.....600 Biscayne Blvd.

Phone Number3-6444

Transmitter Location.....Cameo Island, North Bay Causeway

Time on the Air...Weekdays, 6:00-12:05 a.m.;

Sundays, 8:00-12:05 a.m.

Newspaper Affiliation.....Miami Daily News

News Service.....AP, INS, UP

Transcription Service.....AMP, Standard

Representative....George P. Hollingsbery Co.;

Harry E. Cummings

Membership.....NAB, BMB

Personnel

President.....Daniel J. Mahoney

General Mgr.-Station Mgr....James M. Legate

Sales Manager.....Robert L. Fidler

Sales Promotion Manager..Martha Henriquez

Program Director.....Warren Sinot

Musical Director.....Earle Barr Hanson

Chief Engineer.....Milton C. Scott

WQAM

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d.,
1000 Watts n.

Owned-Operated..The Miami Broadcasting Co.

Address.....327 N.E. 1st Ave., Box 3741

Phone Number.....2-6121

Studio Address.....Postal Pacific Bldg.

Transmitter Location.....Biscayne Bay

Time on the Air.....6:30 a.m. to 1:05 a.m.

News Service.....AP

Transcription Service....World Broadcasting

Representative.....John Blair & Co.

Membership.....NAB, BMB

Personnel

President-General Mgr.....Fred W. Borton

Asst. to President.....Hazel McGuire

Sales Manager.....Fred W. Mizer

Sales Promotion Mgr.....Laura Eggleston

Program Dir.-Publicity...Marjorie Christopher

Production Manager.....Walter Svehla

Chief Engineer.....Earle Lewis



National Representatives
GEORGE P. HOLLINGSBERY CO.

Southeast Representative
HARRY E. CUMMINGS



JAMES M. LeGATE, Gen. Manager

5,000 WATTS * 610 KC * NBC



W K A T

MIAMI BEACH—EST. 1937
MUTUAL BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....A. Frank Katzentine
Address.....1759 Bay Road
Phone Number.....5-5711
Transmitter Location.....1759 Bay Road
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....Cole, Standard, BMI
Representative.....Radio Advertising Co.
Membership.....NAB

Personnel

Owner.....A. Frank Katzentine
General Manager.....John I. Prosser
Business Manager.....Arthur C. Wampler
Program Manager.....Robert Beutel
Engineers.....Art Smith, Tom Magee
Record MC.....Dick Stern

WINZ

MIAMI BEACH—EST. 1946

Frequency: 940 Kc...Power: 1000 Watts d. only
Owned-Operated By..Hollywood Broadcasting
Co., Inc.
Address.....Cadillac Hotel
Transmitter Location.....North Miami Beach
Studio Address.....Alcazar Hotel, Miami;
Great Southern Hotel, Hollywood, Fla.
Time on the Air.....6:30 a.m. to 5:45 p.m.

Personnel

President.....Jonas Weil and
General Manager.....Wells F. Bruen

WTMC

OCALA—EST. 1939
MUTUAL-KBS

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By...Ocala Broad. Co., Inc.
Address.....Anthony Rd. at Henry St.
Phone Number.....128 and 185
Studio Address.....1 Broadcast Place
Transmitter Location.....Anthony Rd.
Time on Air.....6:00 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
General Manager.....T. S. Gilchrist, Jr.
Chief Engineer.....Donald H. Richardson

W D B O

ORLANDO—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Broadcasting
Business Address.....563 N. Orange Ave.
Phone Number.....6181
Transmitter Location..Dubsread Country Club
Time on the Air.....4:55 a.m. to 1:05 a.m.
News Service.....UP and AP
Transcription Service.....World Broadcasting
System and NBC Thesaurus
Representatives.....John Blair & Co. and
Harry E. Cummings
Membership.....NAB, BMB

Personnel

President and General
Manager.....Colonel George C. Johnston
Vice-Pres. and Exec. Officer..Harold P. Danforth
National Sales and Program
Director.....W. G. McBride
Local Sales Manager.....J. M. Pedrick
Copy Chief.....Walter Barden
Musical Director.....Walter D. Kimble
Chief Engineer.....James E. Yarbrough

W L O F

ORLANDO—EST. 1940
AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Hazlewood, Inc.
Business Address.....Angebilt Hotel Bldg.
Phone Number.....8163-8164
Transmitter Location.....Near Orlando
Time on the Air.....6:00 a.m. to 12:05 a.m.
Sunday: 7:00 a.m. to 12:05 a.m.
News Service.....INS
Transcription Service.....Lang-Worth
Membership.....NAB, BMB

Personnel

General Manager.....Victor Bulsset

W O R Z

ORLANDO—EST. 1946

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Florida
Broadcasting Co.
Address.....P.O. Box 2231
Phone Number.....2-0552
Studio Address.....790 N. Orange Ave.
Transmitter Location.....Winter Garden Rd.
News Service.....AP
Representative.....Weed & Co.
Membership.....NAB

Personnel

President James Dandelake
 Station Manager..... Eugene D. Hill
 Program Director..... Paul Parker
 Chief Engineer..... H. B. Greene

W W P F*

PALATKA—EST. 1946

Frequency: 800 Kc.....Power: 250 Watts
 Owned-Operated By.....Palatka Broad. Co.
 Address.....105½ N. Second St.
 Transmitter Location.....East Palatka
 Time on the Air.....Sunrise to sunset (local)
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

Owners.....J. E. Massey, L. C. McCall
 General Mgr.-Chief Engineer....L. C. McCall
 Commercial Manager.....H. A. Carlton

*Construction Permit

W W P G

PALM BEACH—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Palm Beach
 Broadcasting Corp.
 Business Address.....South Ocean Blvd.
 Phone Number.....West Palm Beach 21515,
 Lake Worth 500
 Transmitter Location.....South Ocean Blvd.
 Time on the Air.....7:00 a.m. to Midnight
 News Service.....AP
 Transcription Service...Lang-Worth, Thesaurus
 Representative.....Joseph Hersey McGillvra

Personnel

President.....Charles E. Davis
 Station Manager.....Donald S. Greenlief
 Chief Engineer.....Clyde E. Walkden
 Commercial Manager.....D. S. Greenlief
 Program Director.....Alice Danahy
 Promotion Manager.....Louise Adler

W D L P

PANAMA CITY—EST. 1940

MUTUAL—KBS

ALABAMA STATE FOOTBALL NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Panama City Broad-
 casting Co., Inc.
 Address.....West Beach Drive

Phone Number777
 Transmitter Location.....West Beach Drive
 Time on the Air.....5:30 a.m. to 11:00 p.m.
 Sunday: 7:30 a.m. to 10:15 p.m.
 News ServiceAP
 Transcription Service.....World
 Newspaper Affiliation....Panama City News
 Herald
 Representative.....John H. Perry Associates
 Membership NAB

Personnel

PresidentJohn H. Perry
 General Mgr.-Station Mgr.-
 Sales Manager.....Byron Hayford
 Sales Promotion Mgr.....John Thomas
 Program Director.....Byron Hayford
 Chief Announcer-Chief Engineer...Elmer Scott
 Record MCDon Brookins

W B S R

PENSACOLA—EST. 1946

AMERICAN BROADCASTING COMPANY

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Escambia Broad. Co.
 Address.....San Carlos Hotel, P.O. Box 926
 Phone Number6173-4
 Transmitter Location.....Moreno at "O" Sts.
 Time on the Air.....5:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Lang-Worth,
 NBC Thesaurus
 Membership NAB

Personnel

President-General Mgr.....Miss Ruth Braden
 Station Manager.....Irving F. Welch
 Commercial Manager.....Robert O. Forsyth
 Program Manager.....Miss Judith Lawton
 Chief AnnouncerRussell Hirsch
 Chief Engineer.....G. E. Bert Mead
 Record MC.....Roger Nash

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc....Power 1000 d.; 500 n.
 Owned-Operated By..Pensacola Broadcasting
 Co.
 Address.....San Carlos Hotel, Box 1669
 Phone Number4111-4112
 Transmitter Location.....Foot of Bay Bridge
 Time on the Air.....18 hours daily;
 Sunday: 16 hours.
 Newspaper AffiliationNews-Journal
 News Service.....UP
 Transcription ServiceWorld
 Representative.....John H. Perry Associates
 Membership NAB

Personnel

President.....John H. Perry
 General Mgr.....Jack Rathbun
 Program Director.....W. R. Johnston
 Musical Director.....Jane Smith
 Chief Engineer.....Harold Heath

WFOY

ST. AUGUSTINE—EST. 1936

**COLUMBIA BROADCASTING SYSTEM
 FLORIDA BROADCASTING SYSTEM**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Fountain of Youth
 Broadcasting Co.

Address.....Magnolia Ave., Box 588
 Phone Number.....1622
 Transmitter Location.....Magnolia Ave.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 7:30 a.m. to 12:05 a.m.

News Service.....UP
 Representative.....Weed & Co.
 Transcription Service.....NBC Thesaurus

Personnel

President-General Mgr....Glenn Marshall, Jr.
 Station-Commercial Mgr.....John Cummins
 Program Manager....Frankie Collyer Walker
 Publicity Director.....Bernice McCarter
 Chief Announcer-Chief Engineer..Pat Bernhard

WSUN

ST. PETERSBURG—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Wat
 Owned-Operated By..City of St. Petersburg,
 Address.....P. O. Box 240, Municipal Pier
 Phone Number.....4747-4748

Transmitter Location.....Clearwater, Fla.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated Music,
 SESAC

Representative.....Weed & Company
 Membership.....NAB, BMB

Personnel

Station Manager.....Norman E. Brown
 Commercial Manager.....Vera M. New
 Sales Promotion Manager...Norman E. Brown
 Program Director-Engineer.....Louis J. Link
 Musical Director.....Edith Sexton

WTSP

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power 1000 d.; 500 n.
 Owned-Operated By..Pinellas Broadcasting Co.
 Address.....470 First Avenue South
 Phone Number.....8108

Studio Address...Times Bldg., St. Petersburg
 Transmitter Location..35th Ave. and 4th St., N.
 Time on the Air.....6:30 a.m. to 12 midnight,
 Sundays, 7:30 a.m. to 12 midnight

Newspaper Affiliation.....St. Petersburg
 Morning Times

News Service.....UP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NAB

Personnel

President.....Irwin A. Simpson
 General Manager.....Herbert T. Anderson
 Commercial Manager.....Coburn Gum
 Publicity Director.....Jack Faulkner
 Program Director.....Herbert T. Anderson
 Chief Announcer.....Dick Bingham
 Chief Engineer.....William D. Mangold

WSPB

SARASOTA—EST. 1939

**COLUMBIA BROADCASTING SYSTEM
 FLORIDA WEST COAST GROUP**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business Address.....City Island, Sarasota
 Phone Number.....2564-5

Transmitter Location....City Island, Sarasota
 Time on the Air.....6:00 a.m. to 11:30 p.m.
 Saturday: 6:00 a.m. to 12:05 a.m.

News Service.....UP
 Transcription Service.....Lang-Worth
 National Representative...John E. Pearson Co.
 Membership.....BMB

Personnel

President.....Robert C. Jones, Jr.
 General Mgr.-Station Mgr...John B. Browning
 Sales or Commercial Mgr....Robert C. Neff
 Program Director.....Dawn Provost
 Chief Engineer.....James E. Grant

WRHP

TALLAHASSEE—EST. 1946

KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Tallahassee
 Appliance Corp.

Address.....Hotel Floridan
 Phone Number.....500
 Transmitter Location.....East Park Avenue
 Time on Air.....Full Time License
 Representative.....Thomas F. Clark Co., Inc.

Personnel

Pres. and Gen. Mgr.....Frank W. Pepper
 Commercial Manager.....W. B. Fraker

W T A L

TALLAHASSEE—EST. 1943

MUTUAL

Frequency: 1340 Kc.....Power: 250 d.; 250 n.
 Owned-Operated
 By.....Capitol City Broadcasting Corp.
 Address.....P.O. Box 989
 Phone Number.....2160
 Transmitter Location.....Thomasville Rd.
 Time on the Air.....18 hours daily;
 17 hours Sunday
 News Service.....UP and AP
 Transcription Service...Standard & Thesaurus
 National Representative..John H. Perry Assoc.
 Membership.....NAB

Personnel

President.....John H. Phipps
 General Manager.....Teresa M. Myers
 Station Manager.....O. Jennings; Knox
 Commercial Manager.....Harriet B. Carson
 Sales Promotion-Merchandising
 Manager.....Archibald Withers
 Program Director.....Read W. Wynn
 Production Manager.....Anne Alfriend
 Publicity Director.....Myrtle Johnson
 Musical Director.....Donald A. Phillips
 Chief Announcer.....Garth Bowen
 Chief Engineer.....William A. Snowden, Jr.
 Record MC.....McNeil Withers

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By...Tampa Times Company
 Business Address.....114 N. Franklin St.,
 P.O. Box 2409
 Phone Number.....M-1818
 Studio Address.....Tampa Terrace Hotel
 Transmitter Location..Forest Hills Country
 Club Area
 Time on the Air.....Full Time
 Newspaper Affiliation...Tampa Daily Times
 News Service.....AP
 Transcription Service.....World, MacGregor
 Representative.....The Katz Agency, Inc.
 Membership.....NAB

Personnel

President.....David E. Smiley
 General Mgr.-Station Mgr.-
 Sales Manager.....L. Spencer Mitchell
 Program Director-Production Mgr.-
 Publicity Director.....Kenneth W. Skelton
 Chief Announcer-Record MC...Sol Fleischman
 Musical Director.....Ed C. Walker
 Chief Engineer.....William Pharr Moore

W F L A

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Tribune Co.
 Address.....Lafayette & Hyde Park Ave.,
 P.O. Box 1410
 Phone Number.....Tampa H 1828-9
 Transmitter Location.....East Entrance
 Davis Causeway, Columbus Drive
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 Newspaper Affiliation.Tampa Morning Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....John Blair & Co.
 Membership.....NAB

Personnel

President.....J. S. Mims
 General Mgr.-Station Mgr..Chas. G. Baskerville
 Sales Manager.....Bert Arnold
 Sales Promotion Mgr.....Lucille Youmans
 Production Mgr.-Program Dir...Paul M. Jones
 Publicity Director.....Tom Matthews
 Chief Announcer.....Mardi Liles
 Musical Director.....Frank Grasso
 Chief Engineer.....Joseph Mitchell

(CALL LETTERS TO BE ASSIGNED)
 TAMPA*

Frequency: 1110.....Power: 250 Watts
 Permittee.....W. Walter Tison

*C.P.

W J N O

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
 FLORIDA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WJNO, Inc.
 Address.....1500 N. Flagler Dr.
 Phone Number.....3638-9-40
 Transmitter Location...1500 N. Flagler Drive
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....World, Capitol, Cole
 Representative.....Radio Advertising Co.
 Membership.....NAB

Personnel

General Mgr.-Station Mgr.-
 Sales Manager.....Steve Willis
 Program Director-Publicity
 Director.....Matt Gettings
 Chief Announcer.....Dave Webster
 Musical Director-Record MC.....Cal Morrow
 Chief Engineer.....Otis Wright

*Atlanta's
New*



"WHERE PEACHTREE MEETS PONCE DE LEON"
STUDIOS AND GENERAL OFFICES
GEORGIAN TERRACE HOTEL

MIKE BENTON, PRESIDENT

MAURICE COLEMAN, GENERAL MANAGER

General Broadcasting Company

'47's the year!

TWO GREAT STATIONS BECOME GREATER

To Better Serve a Growing South..

WRBL COLUMBUS, GA.
1420 KC (CBS)

WATL ATLANTA, GA.
1380 KC (MBS)

Increasing to **5000** watts
(UNLIMITED TIME)

NATIONALLY REPRESENTED BY

George P. Hollingbery Co.

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

LOS ANGELES

ATLANTA

GEORGIA

Estimated Population 3,241,516—Radio Homes 580,054
Stations in State 47

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address.....Albany Theater Arcade Bldg.
Phone Number.....389 & 3256
Transmitter Location.....Leesburg Road
Time on the Air.....6:55 a.m. to 11:30 p.m.
Newspaper Affiliation.....Albany Herald
News Service.....AP
Transcription Service.....World Broadcasting
Representative....Burn-Smith Co.; Frank Cook
Membership.....NAB, BMB

Personnel

President.....Henry T. McIntosh
General Mgr.-Station Mgr.-Sales
Promotion Mgr.-Pub. Dir....Abner M. Israel
Chief Announcer-Record MC....Herb Harris
Chief Engineer.....George Waldon

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.....1370-1
Transmitter Location.....Gillionville Road
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....George P. Hollingberry
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....J. W. Woodruff, Jr.
Station Manager.....Leonard M. George
Musical Director.....Royce Jones

W G A U

ATHENS—EST. 1938

CBS—KBS

GEORGIA SPORTS NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address.....Bobbin Mill Road
Phone Number.....1741-2
Transmitter Location.....Bobbin Mill Road
Time on the Air.....Unlimited
Transcription Service.....Standard Radio
and Keystone
Membership.....NAB, BMB, GAB

Personnel

General Mgr.-Station Mgr..Robert Lewis Doster
Chief Engineer.....William J. Evans

W A G A

ATLANTA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 590 Kc. Power: 5,000 Watts
Owned By.....The Fort Industry Company
Operated By.....Liberty Broadcasting Co.
Address.....Western Union Bldg.
Phone Number.....MAin 5101
Transmitter Location....1299 N. Druid Hills Rd.
Time on the Air....5:25 a.m. to 12 midnight
News Service.....AP, INS
Transcription Service.....NBC Thesaurus
and Lang-Worth
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....George B. Storer
Acting Mgr.-Sales Mgr.....James E. Bailey
Sales Promotion Mgr.....Ewald Kockritz
Chief Engineer.....Arry Brown

W A T L

ATLANTA—EST. 1931

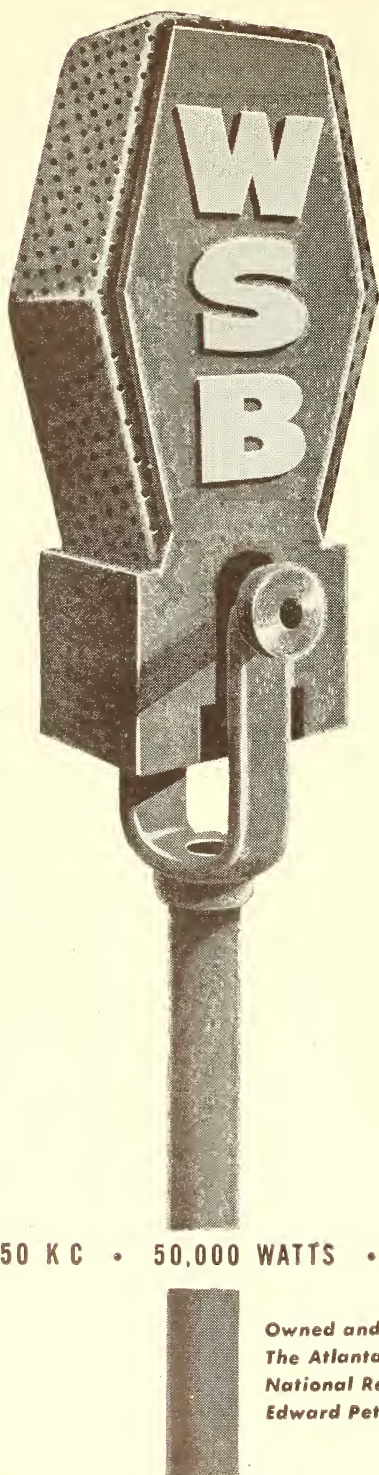
MUTUAL BROADCASTING SYSTEM
GEORGIA RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Atlanta Broadcasting Co.
Address.....Henry Grady Building
Phone Number.....Walnut 4377
Transmitter Location...Henry Grady Building
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service...Lang-Worth, Standard
Representative....George P. Hollingberry Co.
Membership.....NAB

Personnel

Owner.....J. W. Woodruff
Vice-Pres.-Exec. Mgr.....J. W. Woodruff, Jr.
General Manager.....Walter P. Speight, Jr.
Sales Manager.....Samuel W. Kane
Program Director.....James M. Hardin
Musical Director.....Cliff Cameron
Chief Engineer.....Henry Fincher
Record MC.....Jerry Sears

ONE OF AMERICA'S GREAT STATIONS



GEORGIA'S
Big **STATION**

Not merely big in power—though it is—but big in attitude... and big in recognition of its opportunity to serve. Be they commercial or not, WSB does big jobs for its patrons. It has the mass audience needed to sell an idea or a product in a big way. If you are interested in the South you will be interested in...

WSB
The Voice of the South
ATLANTA

750 KC • 50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE

Owned and operated by
The Atlanta Journal.
National Representative:
Edward Petry & Co., Inc.

W B G E

ATLANTA—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By.....General
Broadcasting Co.

Address.....Georgian Terrace Hotel
Transmitter Location.....West Peachtree and
Pine Sts.

Phone Number.....Vernon 1194
Time on the Air.....24 Hours Daily
News Service.....AP

Personnel

President.....Mike Benton
General Manager.....Maurice Coleman

* Incomplete At Press Time
See Page 371

W G S T

ATLANTA—EST. 1924

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc..Power: 5000 d.; 1000 n.
Owned-Operated By.....Regents of the
University System of Ga.

Address.....Forsyth Bldg.
Phone Number.. ..Walnut 8441

Transmitter Location....Cheshire Bridge Rd.
Time on the Air.....6 a.m. to 12 midnight
News ServiceAP
Transcription Service.....World Broadcasting
System and NBC Thesaurus
RepresentativeThe Katz Agency
Membership.....NAB, BMB

Personnel

Chair. Radio Comm.....Frank Spratlin
General Mgr.-Sales Mgr.....John Fulton
Sales Promotion-Publicity Dir.....Dixon Babb
Program Director.....Jack Kelly
Production Manager.....Don Naylor
Musical Director.....Lola Wallace
Chief Engineer.....Ben Akerman

W S B

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Operated By.....The Atlanta Journal
Company

AddressBiltmore 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

GEORGIA TECH STATION

W G S T

Georgia's 2nd Station
IN FAMILY COVERAGE *

- ▶ GOOD PROGRAMS
- ▶ MERCHANDISING
- ▶ PROMOTIONS

Represented Nationally by the KATZ Agency

* Broadcast Measurement Bureau

Newspaper Affiliation.....The Atlanta Journal
 News Service.....AP, UP and INS
 Transcription Service...Standard Radio, World,
 Associated
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

Managing Director.....J. Leonard Reinsch
 General Manager.....John M. Outler, Jr.
 Sales Manager.....Frank Gaither
 Sales Promotion Mgr.....Lorin Myers
 Program Director.....Marcus Bartlett
 Production Manager.....M. K. Tolson
 Publicity Director.....Jean Hendrux
 Chief Announcer.....Roy McMillan
 Musical Director.....Albert Coleman
 Chief Engineer.....C. F. Daugherty

W B B Q

AUGUSTA—EST. 1947
 MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Savannah Valley
 Broadcasting Co.
 Business Address.....Augusta, Ga.
 Studio Address.....Sand Bar Ferry Rd.
 Time on the Air.....5 a.m.-12:30 a.m.;
 Sundays 7:55 a.m.-12:30 a.m.
 News Service.....AP, INS
 Transcription Service.....Associated,
 Cole, Standard
 Representative.....Joseph Hershey McGillvra, Inc.
 Membership.....NAB

Personnel

President-Owner-Gen. Mgr.-
 Station Mgr.....George G. Weiss
 Commercial Manager.....John Watkins
 Program-Production Director.....George Scott
 Promotion Director.....Charon Page
 Chief Announcer.....George Scott
 Record MC-Musical Director.....Robert Nelson
 Chief Engineer.....David Freeman

W G A C

AUGUSTA—EST. 1940
 AMERICAN BROADCASTING CO.

Frequency: 580 Kc.....Power: 5000 Watts d.;
 Owned-Operated By...The Twin States Broad-
 casting Company
 Address.....7th at Broad St.
 Phone Number.....2-5858
 Transmitter Location.....Martinez, Ga.
 Time on the Air.....6:00 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 and Standard
 Representative.....Headley-Reed Company
 Membership.....NAB, BMB

Personnel

Pres.-Owner or Chief Exec.-Vice-Pres.
 General Mgr.-Station Mgr.....J. B. Fuqua
 Sales or Comm. Mgr.....D. M. Kelly, Jr.
 Program Director-
 Chief Announcer.....Steve D. Manderson
 Production Manager.....Lonny Moore
 Publicity Director.....Margaret Keel
 Musical Director.....John B. Vance
 Chief Engineer.....Jack Jopling
 Record MC.....Lonny Moore

W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 Frequency: 1480 Kc.....Power: 5,000 Watts
 Owned-Operated By...Augusta Broadcasting
 Company
 Address.....8th & Broad Streets
 Phone Numbers.....2-8805-6-7
 Transmitter Location.....Berckmans Road
 Time on the Air.....18 hrs.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System, Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB

Personnel

President.....Wm. K. Jenkins
 Station Manager.....W. R. Ringson
 Commercial Manager.....Wm. B. Smart
 Program-Production Mgr.....Joe G. Hunt
 Chief Engineer.....Harvey Aderhold

W M G R

BAINBRIDGE—EST. 1946
 MUTUAL BROADCASTING SYSTEM
 GEORGIA SPORTS NETWORK
 KBS

Frequency: 1490 kc.....Power: 250 Watts
 Owned-Operated By.....S. Marvin Griffin
 Address.....Callahan Bldg.
 Phone Number.....77
 Transmitter Location.....Faceville Highway
 Time on the Air.....7:00 a.m. to 11:05 p.m.
 Newspaper Affiliation.....Post-Searchlight
 News Service.....AP
 Transcription Service.....SESAC, Keystone

Personnel

Owner.....S. Marvin Griffin
 Gen. Mgr.-Station Mgr.-
 Sales Manager.....Dixon Babb
 Program Director.....Barbara Ann Johnson

W M O G

BRUNSWICK—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Coastal Broadcasting
 Company, Inc.
 Address St. Simons Island Causeway
 Phone Number 1500
 Transmitter Location . . . St. Simons Causeway
 Time on the Air 7 a.m. to 12 midnight
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Clark
 Membership BMB

Personnel

President Mrs. Alma W. King
 General Mgr.-Station Mgr.-
 Sales Mgr.-Chief Engineer. Kenneth E. White
 Sales Promotion Mgr. Valentine Peck
 Program Director-Chief Announcer
 Record MC Bob Martin

WBHF

CARTERSVILLE—EST. 1946

KBS

Frequency: 1450 Kc. Power 250 Watts
 Owned and Operated By W. Ryan Frier
 Address Cartersville
 Transmitter Location Cartersville

Personnel

General Manager John H. French

WGAA

CEDARTOWN—EST. 1941

ABC

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Northwest Georgia
 Broadcasting Co.

Address West Theater Bldg.
 Phone Number 777 and 570
 Transmitter Location Cave Spring Rd.
 Time on the Air 18½ hours daily
 News Service AP
 Transcription Service World
 Representative William B. Estes
 Membership NAB, BMB

Personnel

President O. C. Lam
 Station Mgr.-Sales Mgr. William B. Estes
 Chief Engineer Chessley Hooper
 Record MC Ed Reilly

WDAK

COLUMBUS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Radio Columbus, Inc.

Address 1028½ Broadway
 Phone Number 3-2771
 Transmitter Location Brick Yard Rd.;
 Phenix City, Ala.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Representative Headley-Reed Co.
 Transcription Service World

Personnel

President-General Mgr. Allen M. Woodall
 Sales-Commercial Manager. . . James W. Hicks
 Sales Promotion-Merchandising Mgr. Ben Lucas
 Program Director Dora Anna Gay
 Production Manager Dennis Brown
 Publicity Director Henry East
 Chief Announcer Joe Byars
 Musical Director Gertrude Handley
 Record m. c. Tommy Tucker
 Chief Engineer DeForrest Layton

WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 GEORGIA SPORTS NETWORK

Frequency: 1230 Kc. (CP-1420) Power:
 250 Watts (CP-5000 Watts)

Owned and Operated By . . . Columbus Broad-
 casting Company

Address 1420 Second Avenue
 Phone Number 2-0601
 Transmitter Location 3009½ Howard Ave.
 Time on the Air 5:45 a.m. to 1:00 a.m.;
 Sunday: 6:30 a.m. to 1:00 a.m.

News Service UP
 Transcription Service. Lang-Worth, Thesaurus,
 SESAC

Representative George P. Hollingberry
 Membership NAB

Personnel

Chief Executive J. W. Woodruff
 Exec. & National Sales Manager-
 Station Manager J. W. Woodruff, Jr.
 Local Sales Manager W. S. Massie
 Sales Promotion Mgr.-
 Publicity Director Ed J. Hennessey
 Program-Production Mgr. Gale Martin
 Chief Engineer Joe Gamble

WMJM

CORDELE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power 250 d.; 100 n.
 Owned By . . . Cordele Dispatch Publishing Co.
 Operated By James S. Rivers
 Address P.O. Box 432

Phone Number666
 Transmitter Location.....20th Ave. & B St.
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 Newspaper Affiliation.....Cordele Dispatch
 Publishing Co.
 News ServiceUP
 Transcription Service.....WBS
 Membership.....NAB, BMB

Personnel

PresidentJohn W. Greer
 General Manager-Sales
 Promotion Manager.....James S. Rivers
 Sales Manager.....Tiny Turner
 Publicity Director-Record MC..William Blizzard
 Chief Announcer.....Bruce Smith
 Musical Director.....Tiny Turner
 Chief Engineer.....William Hill

WMOC

COVINGTON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Covington News, Inc.
 AddressCovington, Ga.
 Phone Number.....2275
 Transmitter Location.....Covington, Ga.
 Time on the Air.....6:00 a.m. to 11:00 p.m.;
 Sunday: 8:00 a.m. to 11:00 p.m.
 Newspaper Affiliation...Covington News, Inc.
 News Service.....AP
 Transcription Service.....World

Personnel

President.....A. Belmont Dennis
 General Mgr.-Station Mgr.-
 Chief Engineer.....Willard E. Botts
 Sales Mgr.-Program Director....Melvin Merz

WBLJ

DALTON—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 GEORGIA SPORTS NETWORK—KBS**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Dalton Broad. Corp.
 Address.....Kenemer Bldg.
 Phone Number.....Dalton 684
 Transmitter Location.....Fifth Ave.
 Time on the Air.....17½ hours daily
 News ServiceUP
 Transcription Service...Lang-Worth, Keystone
 RepresentativeCox & Tanz
 Membership.....NAB, BMB

Personnel

President.....H. C. Kenemer
 General Manager.....W. V. Williams
 Publicity Director.....J. F. McGinley
 Musical Director.....E. E. Graigmiles
 Chief Engineer.....John S. Andrews

(CALL LETTERS TO BE ASSIGNED)
DOUGLAS*

Frequency: 860 Kc.....Power: 1,000 Watts
 Permittee.....Downing Musgrove

*C.P.

WMLT

DUBLIN—EST. 1945

MUTUAL BROADCASTING SYSTEM—KBS

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By..Dublin Broadcasting Co.
 Address.....Box 659
 Phone Number87L
 Transmitter Location...Franklin & Moore Sts.
 Time on the Air.....7:00 a.m. to 11:05 p.m.
 News ServiceAP
 Transcription Service...Standard, Lang-Worth
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

President.....George T. Morris
 General Mgr.-Station Mgr.-Sales
 Mgr.-Production Mgr.T. K. Vassy
 Chief Engineer.....Wendell C. Roberts
 Record MC.....Chuck Saunders

WSGC

ELBERTON—EST. 1946

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Elberton Broad. Co.
 AddressP.O. Box 603
 Phone Number.....525
 Transmitter Location.....Jones St. & Lake
 Forest Drive
 Time on the Air.....7:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 RepresentativeCox & Tanz

Personnel

Exec. Vice-Pres.-
 Station Manager.....John L. Barnes
 Chief Engineer.....Ernest Church

W B H B

FITZGERALD—EST. 1946

**MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....J. Paul Stone &
R. M. Ware, Jr.
Address.....680 Block W. Roanoke Dr.
Phone Number.....740
Transmitter.....600 Block Roanoke Dr.
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

Owners.....J. Paul Stone, R. M. Ware, Jr.
General Mgr.-Station Mgr.-
Chief Engineer.....R. M. Ware, Jr.
Program Dir.-Production Mgr.....Sidney King
Chief Announcer-Record MC.....Jack Owens

W G G A

GAINESVILLE—EST. 1941

MUTUAL

GEORGIA SPORTS NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Blue Ridge Broadcasting
Company
Address.....Athens Road
Phone Number.....1600-1601
Transmitter Address.....Athens Road
Time on the Air.....6 a.m. to 11:30 p.m.;
Sunday: 7:55 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB

Personnel

Chief Executive.....Chas. H. Smithgall
General Manager.....H. Russ Holt
Station Manager.....L. H. Christian
Sales Manager.....E. F. MacLeod
Chief Announcer-Musical Director-
Record MC.....James A. Hartley
Chief Engineer.....L. H. Christian

W K E U

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Address.....Griffin Hotel, Griffin
Time on the Air.....Daytime License
Transcription Service.....SESAC
Representative.....Sears & Ayer, Inc.

Personnel

Manager & Owner.....A. W. Marshall, Jr.

W L A G

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...LaGrange Broadcasting
Address.....303 Broome St.
Phone Number.....1700
Transmitter Location.....La Grange
Time on the Air.....Unlimited
Newspaper Affiliation...LaGrange Daily News
News Service.....UP
Transcription Service.....World, M. M. Cole
Representative.....Thomas F. Clark, Inc.
Membership.....NAB

Personnel

President.....Roy C. Swank
Station Manager.....Edwin Mullinax
Program Director.....John Boggess
Chief Engineer.....J. M. McKay

W B M L

MACON—EST. 1940

AMERICAN BROADCASTING CO.

GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Middle Georgia
Broadcasting Company
Address.....First National Bank Building
Phone Number.....2728
Transmitter Location....8th & Cherry Streets
Time on the Air.....6 a.m. to 12 midnight;
News Service.....UP
Transcription Service.....NBC, Associated
Representative.....Joseph H. McGillvra
Membership.....NAB, BMB

Personnel

President.....E. D. Black
Vice-Pres.....E. G. McKenzie
General Manager.....Chas. W. Pittman
Sales Manager.....Walter Graham
Sales Promotion Mgr.....Harold Beaty
Publicity Director.....Lewis Smith
Chief Announcer.....Tommy Snellgrove
Chief Engineer.....H. S. Goodrich

W M A Z

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By...Southeastern Broad-
casting Company, Inc.
Address.....Bankers Insurance Bldg.

Phone Number 3131
 Transmitter Location..... Forsyth Road
 Time on the Air..... 5:45 a.m. to 12:15 a.m.
 News Service.....INS, AP
 Transcription Service....World Broadcasting
 System; Lang-Worth
 RepresentativeThe Katz Agency
 Membership.....NAB, BMB

Personnel

President-Chief Engineer... George P. Rankin
 General Mgr.-Station Mgr.-
 Publicity Director..... Wilton E. Cobb
 Sales or Commercial Mgr..... Frank Crowther
 Production Manager..... Frank Hubbs
 Record MC Lloyd Harris

W N E X

MACON—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By...Macon Broadcasting Co.
 Address.....Bibb Building, Cherry St.
 Phone Number.....8211-2-3
 Transmitter Location.....320 Rogers Ave.
 Time on the Air.....6:00 a.m. to 12:35 a.m.
 News Service.....AP
 Transcription Service..NBC Thesaurus, Capitol
 Representative Burn-Smith
 Membership..... NAB

Personnel

President..... Ed. M. Lowe
 General Mgr.-Station Mgr.-
 Program Director..... Alfred Lowe
 Sales or Commercial Manager-Sales
 Promotion or Merchandising
 Manager Carl M. Williams
 Chief Announcer..... Raymond Penner
 Musical Director..... Beverly McKenzie
 Chief Engineer..... Ambrose Kibler
 Record MC..... Ed Sharpe

W F O M

MARIETTA—EST. 1946

KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned and Operated
 By..... Chattahoochie Broadcasters
 Address.....P.O. Box 131
 Time on Air..... Unlimited License

Personnel

General Manager..... A. L. Jones

W M V G

MILLEDGEVILLE—EST. 1946

MUTUAL—KBS

GEORGIA SPORTS NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Jere N. Moore
 Address Old State Capitol Bldg.
 Phone Number..... 250
 Transmitter Location..... No. Side of Fishing
 Creek, E. Side of Wayne St., S.
 Time on the Air..... 7:00 a.m. to 11:15 p.m.
 Newspaper Affiliation..... Union Recorded
 News Service..... AP
 Transcription Service..... World, NBC
 Thesaurus, KBS

Personnel

Owner..... Jere N. Moore
 General Mgr.-Sales Mgr..... Michael T. Landy
 Program-Publicity Director-
 Record MC Jack O'Connor
 Chief Announcer Douglas Henson
 Chief Engineer..... Robert Hattaway

W M G A

MOULTRIE—EST. 1939

SOUTH GEORGIA NETWORK—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By... Frank R. Pidcock, Sr.
 Address..... P.O. Box 310
 Phone Number..... 999
 Transmitter Location..... P.O. Box 310
 Time on the Air..... 6:00 a.m. to 11:00 p.m.;
 Sunday: 8:00 a.m. to 11:00 p.m.
 News Service UP
 Transcription Service..... NBC Thesaurus,
 Keystone, World
 Representative..... Thomas F. Clark Co.

Personnel

Owner..... John F. Pidcock
 General Mgr.-Chief Engineer. Thomas R. Barber
 Chief Announcer..... Robert S. Mansfield

W K M A*

QUITMAN—EST. 1946

Frequency: 1490 Kc..... Power: 250 Watts
 Owned and Operated By..... Radio South

*Personnel not available at time of going to press.

WRGA

ROME—EST. 1929

MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Rome Broadcasting Corp.
Address National City Bank Building
Phone Number.....6589
Transmitter Location.....Seventh Ave.
Time on the Air.....6 a.m. to midnight;
Sunday, 7:00 a.m. to midnight
News ServiceUP
Membership.....NAB, BMB

Personnel

President.....John W. Quarles
General Manager.....Happy Quarles
Station Manager.....Mather Payne
Sales Manager.....Price Selby
Sales Promotion Manager.....Pinkie Talley
Program Director-Production Manager-
Record MC.....George Eubanks
Publicity Director.....Al Kirby
Chief Announcer.....Jim Roberts
Chief Engineer.....R. L. Starr

WCCP

SAVANNAH—EST. 1946

MUTUAL

GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Dixie Broadcasting Co.
Operated By.....Carter C. Peterson
Business Address....P.O. Box 943, 140 Bull St.
Phone Number.....2-4182
Transmitter Location.....West Gwinnett St.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Membership.....NAB

Personnel

Pres.-Owner-General Mgr...Carter C. Peterson
Station Manager.....Weldon Harris
Sales Promotion Manager...Louis H. Shepard
Program Director.....Robert Mann
Chief Engineer.....William E. Moats

WDAR

SAVANNAH—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....A. C. Neff

Business Address.....14 W. Bay St.
Phone Number.....3-8807
Studio Address.....34 E. Bryan St.
Transmitter Location.....E. Hull St.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....AP
Transcription Service....Standard, McGregor
Representative.....Lew Avery
Membership.....NAB

Personnel

President-OwnerA. C. Neff
General Mgr.-Station Mgr.
Commercial Mgr.-Sales Mgr....John P. Dyer
Program Director-Production Mgr..Robert Finch
Chief Engineer.....Howard Jewett

WFRP

SAVANNAH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Broad. Co.
Address219 E. Charlton St.
Transmitter Location.....Perry Lane
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....AP
Transcription Service.....Associated

Personnel

President-General Mgr.....James M. Wilder
Commercial Manager.....Al H. Evans
Sales Promotion Mgr.-Publicity
DirectorJames Hayes
Program Director.....Roy Zess

WSAV

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WSAV, Inc.
AddressLiberty National Bank Building
Phone Number.....30234
Transmitter Location...President St. Extension
Time on the Air.....Unlimited
News Service.....AP
Transcription Service.....NBC Thesaurus
RepresentativeGeorge P. Hollingbery
Membership.....NAB, BMB

Personnel

President-General Mgr.....Harben Daniel
Asst. Station Manager.....N. W. Brandon
Commercial Manager.....L. H. Thesmar
Sales Promotion Manager...N. W. Brandon
Chief Engineer.....Meredith E. Thompson

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By...Savannah Broad. Co.
 Address.....516 Abercorn St., P.O. Box 645
 Phone Number.....2-0127
 Transmitter Location.....Central Junction
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service...Lang-Worth, Capitol,
 World
 Representative.....The Katz Agency
 Membership.....NAB, BMB

Personnel

President-General Mgr.....Wm. T. Knight, Jr.
 Commercial Mgr.....Ben Williams
 Program Director.....Ben Quick
 Production Manager.....Dwight J. Bruce
 Publicity Director.....R. M. Charlton
 Chief Announcer.....Eddie Davis
 Musical Director.....Jean Wallace
 Chief Engineer.....Reeve Owen
 Record MC.....W. O. King, Jr.

W W N S

STATESBORO—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Alfred Dorman
 Address.....Statesboro
 Transmitter Location.....E. Olliff St.
 Time on the Air.....7:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard

Personnel

President-Owner.....Alfred Dorman
 General Mgr.-Commercial Mgr..Paul R. Sauve

W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....H. Wimpy
 Address.....117 Remington Avenue
 Phone Number.....909
 Transmitter Location...117 Remington Avenue
 Time on the Air.....7:00 a.m. to 10:00 p.m.;
 Sunday, 9 a.m. to 6 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Membership.....NAB, BMB

Personnel

Owner-General Manager.....
 Station Manager.....H. Wimpy
 Commercial Manager.....Al Feinberg
 Program Director.....Robert W. Oakman
 Chief Announcer.....William H. Ward
 Chief Engineer.....James W. Poole

W R L C

TOCCOA—EST. 1941

MUTUAL BROADCASTING SYSTEM
 GEORGIA SPORTS NETWORK—KBS

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.....7 a.m. to 11:15 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth; BMI;
 Keystone, World and Cole
 Representative.....Thomas F. Clark
 Membership.....NAB, BMB

Personnel

President-Owner.....R. G. Letourneau
 General Manager.....Jack Salvador
 Station Manager.....Virgil E. Craig
 Commercial Mgr.-Record MC...Sam A. Gaines
 Program Director-Production
 Manager.....Carroll S. Lee
 Publicity Director.....Roy E. Gaines
 Chief Announcer.....George Rountree
 Chief Engineer.....Keith Brown

W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM
 GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. D. Rivers
 Address.....Valdosta, Ga.
 Phone Number.....1420
 Transmitter Location.....Lakeland Rd.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday 7 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World, Cole
 Representative.....Hal Holman Co.

Personnel

Owner.....E. D. Rivers
 General Manager.....Mrs. E. D. Rivers
 Station Mgr.....J. R. Bartlett
 Sales Manager.....J. Marion Harman, Jr.
 Program Director.....Jim V. Bowler
 Chief Engineer.....Don Ellis

WAYX

WAYCROSS—EST. 1936
MUTUAL BROADCASTING SYSTEM
KBS

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 12 midnight
Newspaper Affiliation: Waycross Journal-Herald
News Service: UP
Transcription Service: World Broadcasting System, M. M. Cole
Representative: Hal Holman Co.
Membership: NAB, BMB

Personnel

Owner-General Mgr.: Jack Williams
Station Mgr.-Commercial Mgr.: John J. Tobola
Program Dir.-Musical Dir.: Gwen Crosby
Production Manager-Chief Announcer: Clyde C. Davis
Publicity Director: Dorothy Smith
Chief Engineer: John E. Legare
Record MC: Raymond Williamson

WRQN

VIDALIA—EST. 1946
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Vidalia Broad. Co.
Address: Vidalia, Ga.
Phone Number: 327
Transmitter Location: N.S. U.S. Route 280, ¼ mile W. Vidalia
Time on the Air: 6:30 a.m. to 11:05 p.m.
Newspaper Affiliation: The Vidalia Advance
News Service: UP
Transcription Service: World
Membership: NAB

Personnel

Part-Owner: R. E. Ledford
General Mgr.-Station Mgr.: R. W. Sockwell
Commercial Mgr.-Sales Mgr.:
Program Director: Al Robinson
Chief Announcer: W. O. Herbeson
Chief Engineer: Ben A. Jones

WRLD

WEST POINT—EST. 1944
AMERICAN BROADCASTING CO.
KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Valley Broadcasting Co.
Address: Gen. Tyler Hotel Bldg.
Phone Numbers: 173 or 193
Transmitter Location: 58 Cherry St., Lanett, Ala.
Time on the Air: 6 a.m. to 12 midnight; Sunday: 7:00 a.m. to 11:00 p.m.
News Service: AP
Transcription Service: World Broadcasting
Representative: Headley-Reed
Membership: NAB, BMB

Personnel

President-General Mgr.: L. J. Duncan
Station Mgr.-Sales Mgr.: Miles Ferguson
Program Director: Cathryn Smith
Chief Announcer-Record MC: Robert Hubbell
Chief Engineer: Luther W. Martin

For the best
in human interest
news . . .

AP

IDAHO

Estimated Population 512,840—Radio Homes 130,395
Stations in State 17

K G E M

ABC

BOISE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Idaho Broadcasting &
Television Co.
Address.....Owyhee Hotel
Telephone.....533
Transmitter Location....4th Ave. & Roosevelt
Time on Air.....Unlimited
Representative.....Homer Griffith Co.

Personnel

General Manager.....Fentress H. Kuhn
Station and Commercial
Manager.....Kenyon R. Bennett

K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc..Power: 2500 d.; 1000 n.
Owned-Operated By.....KIDO, Inc.
Address.....Hotel Boise
Phone Number.....660
Transmitter Location...4½ miles N.W. of City
Time on the Air.....6:00 a.m. to 12 midnight;
Sunday: 7:00 a.m. to 12 midnight
News Service.....UP and AP
Transcription Service...World Broadcasting
System, Standard
Representative.....John Blair & Company
Membership.....NAB, BMB

Personnel

President.....Georgia Davidson
General Manager.....Walter E. Wagstaff
Commercial Manager.....Boyd Braithwaite
Merchandising Manager.....Kieth Mathers
Program Director.....Hub Warner
Production Manager.....Wilder Wylie
Publicity Director.....Kieth Mathers
Chief Announcer.....Vern Moore
Chief Engineer.....Jimmy Johnitz

K B I O

BURLEY—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jessica L. Longston
Address.....P.O. Box 499

Phone Number.....Burley 10
Transmitter Location.....1 mile W. of City on
Highway 30
Time on the Air.....6:30 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Standard Library
Representative.....Homer Griffith

Personnel

President-Owner.....Jessica L. Longston
General Manager.....Edward J. Jansen
Commercial Manager.....Frank Krahka
Program Director.....Katherine Lick
Chief Engineer.....Rodney Sams

K V N I

COEUR d'ALENE—EST. 1946

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Coeur d'Alene
Broadcasting Co.
Address.....Desert Hotel Bldg.
Transmitter Location.....Blackwell Island
Representative.....Gilman, Nicol & Ruthman

Personnel

President.....Burl C. Hagadone
Station Manager.....C. E. Rodell

K I D

IDAHO FALLS—EST. 1928

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK—KBS

Frequency: 1350 Kc.....Power: 5000 d.;
500 n.
Owned-Operated By.....Idaho Broad. Co.
Address.....Box 701
Phone Number.....4
Studio Address.....Bonnevill Hotel
Transmitter Location.....On Ammon Road
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, KBS
National Representative..Lewis H. Avery, Inc.
Membership.....NAB, BMB

Personnel

President.....Cecil Hart
General Mgr.-Station Mgr.....Arch Madsen
Commercial Manager-
Merchandising Manager...Leonard Wasden

Program Director-Production
 ManagerGene Ackerley
 Publicity Director-Chief
 AnnouncerJimmy Lawrence
 Musical Director.....Beth West
 Chief Engineer.....C. N. Layne

KIFI

IDAHO FALLS—EST. 1947
 ABC—GEM STATE—ROCKY MT.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Eastern Idaho Broad. &
 Television Co.
 Address339 Broadway
 Phone Number1054
 Transmitter Location...Yellowstone H'way,
 2 miles N. of Idaho Falls
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....The Post Register
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 RepresentativeHomer Griffith Co.

Personnel

President-General Manager.....J. M. Brady
 Commercial Manager.....Dan W. Kelly
 Program Director.....Clyde Abel
 Chief Engineer.....J. P. Sorensen

KRLC

LEWISTON—EST. 1935
 MUTUAL BROADCASTING SYSTEM
 DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....H. E. Studebaker
 Address.....Lewis-Clark Hotel Building
 Phone Number.....1950
 Transmitter Location...Lewiston Orchards
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service...World Broadcasting
 RepresentativeLang-Worth
 Membership.....NAB, BMB

Personnel

President-Owner.....H. E. Studebaker
 General Manager.....Donald A. Thomas
 National-Regional Sales Mgr...Donald Wike
 Sales Promotion Manager...William A. Dodel
 Program Director.....Virginia Taylor
 Chief Announcer.....Milton Cummings
 Chief Engineer.....Gene Wilson

KRPL*

MOSCOW—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Interstate Radio, Inc.
 Address.....P.O. Box 101
 Transmitter Location.....Route 3

Time on the Air.....6:00 a.m. to 1:30 a.m.;
 Sunday: 9:00 a.m. to 9:30 p.m.
 News Service.....AP
 Transcription Service...M. M. Cole, Keystone
 MembershipNAB (applying)

Personnel

President.....Ted R. Ferrier
 General Manager.....Bert McAllister
 Publicity Director.....Bert McAllister

*Construction Permit

KFXD

NAMPA—EST. 1929

MUTUAL BROADCASTING SYSTEM
 INTERMOUNTAIN NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frank E. Hurt & Son
 Business Address...1024 Twelfth Ave., South
 Phone Number1200
 Studio Addresses: 1024 Twelfth Ave., South;
 809 Main St., Boise, Idaho
 Transmitter Location.....3 miles So. of
 Meridian, Idaho
 Time on the Air.....6 a.m. to 11 p.m.
 News ServiceUP-AP
 Transcription Service: NBC Thesaurus; Lang-
 Worth
 Representative.....Louis H. Avery
 Membership.....NAB, BMB

Personnel

Pres.-Owner General Mgr.....Frank E. Hurt
 Commercial Manager.....Doyle H. Cain
 Merchandising Manager.....Doyle H. Cain
 Publicity Director.....Shirl Black
 Chief Engineer.....Edward P. Hurt
 Record MC.....Ralph Paulson

KEIO

POCATELLO—EST. 1946

ABC—ROCKY MOUNTAIN NETWORK
 GEM STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Eastern Idaho Broad. &
 Television Co.
 Address.....Bannock Hotel
 Phone Number.....3400
 Transmitter Location..Cedar St. & Pole Line Rd.
 Time on the Air.....Unlimited
 Newspaper Affiliation...The Post-Register
 News ServiceAP
 Transcription Service.....Thesaurus
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....J. M. Brady
 General Manager.....John Taylor
 Chief Engineer.....Lynn Johnson

K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 d.; 250 n.;
(CP-5000) d. & n.

Owned-Operated By Radio Service Corporation

Address Yellowstone Highway

Phone Number 960

Transmitter Location Yellowstone Highway
(CP-Reservation & Philbin Roads)

Time on the Air 6 a.m. to 12 midnight;
Sundays, 7:00 a.m. to 12 midnight

News Service UP

Transcription Service Standard, Lang-Worth,
Cole

Representatives The Walker Co. (East);
Homer Owen Griffith (West)

Membership NAB, BMB

Personnel

President O. P. Soule

General Mgr.-Station Mgr. Henry H. Fletcher

Commercial Manager Henry H. Fletcher

Merchandising Manager Olive M. Leeney

Chief Engineer Henry H. Fletcher

(CALL LETTERS TO BE ASSIGNED)
POCATELLO*

Frequency: 1490 Kc. Power: 250 Watts
Permittee Pocatello Broadcasting Co.

*C.P.

(CALL LETTERS TO BE ASSIGNED)
POCATELLO*

Frequency: 1240 Kc. Power: 250 Watts
Permittee Radio & Television Broad. Co.

*C.P.

KLIX*

TWIN FALLS

Frequency: 1490 Kc. Power: 250 Watts
Permittee Southern Idaho Broadcasting &
Television Co.

*C.P.

K T F I

TWIN FALLS—EST. 1928

NBC

Frequency: 1270 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Radio Broadcasting Corp.

Address 241 Main Ave. W.

Phone Number 2400

Transmitter Location Highway No. 30,
west of Twin Falls

Time on the Air 6 a.m. to 11 p.m.

News Service UP

Transcription Service Standard Library,
Lang-Worth

Representatives Weed & Co.;
John Keating, Northwest Rep.

Membership NAB, BMB

Personnel

President O. P. Soule

General Mgr.-Station Mgr. F. M. Gardner

Commercial Mgr. Kenneth W. Montgomery

Sales Promotion Mgr. L. Otto

Musical Dir. Anne Streifus

Chief Engineer George Malone

Record MC John Eddington

K V M V

TWIN FALLS—EST. 1946

MUTUAL-INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Radio Sales Corp.

Address Idaho Theatre Bldg.,
126½ Shoshone St., E.

Phone Number 2002

Transmitter Location Highway 93

Time on the Air 6:00 a.m. to 11:00 p.m.

News Service UP

Transcription Service World, Associated

Representative Lewis H. Avery, Inc.

Membership NAB

Personnel

President and Station Mgr. Charles Crabtree

Commercial Manager Jack Thomas

Chief Engineer F. Ver Cox

Record MC Bruce Vanderhoof

K W A L

WALLACE—EST. 1939

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

KBS

Frequency: 1450 Kc. Power: 250 Watts

Owned By Silver Broadcasting Co., Inc.

Operated By R. G. Binyon

Address Tabor Bldg.

Phone Number 330

Transmitter Location Silverton, Idaho

Time on the Air 7 a.m. to 12 midnight

News Service UP

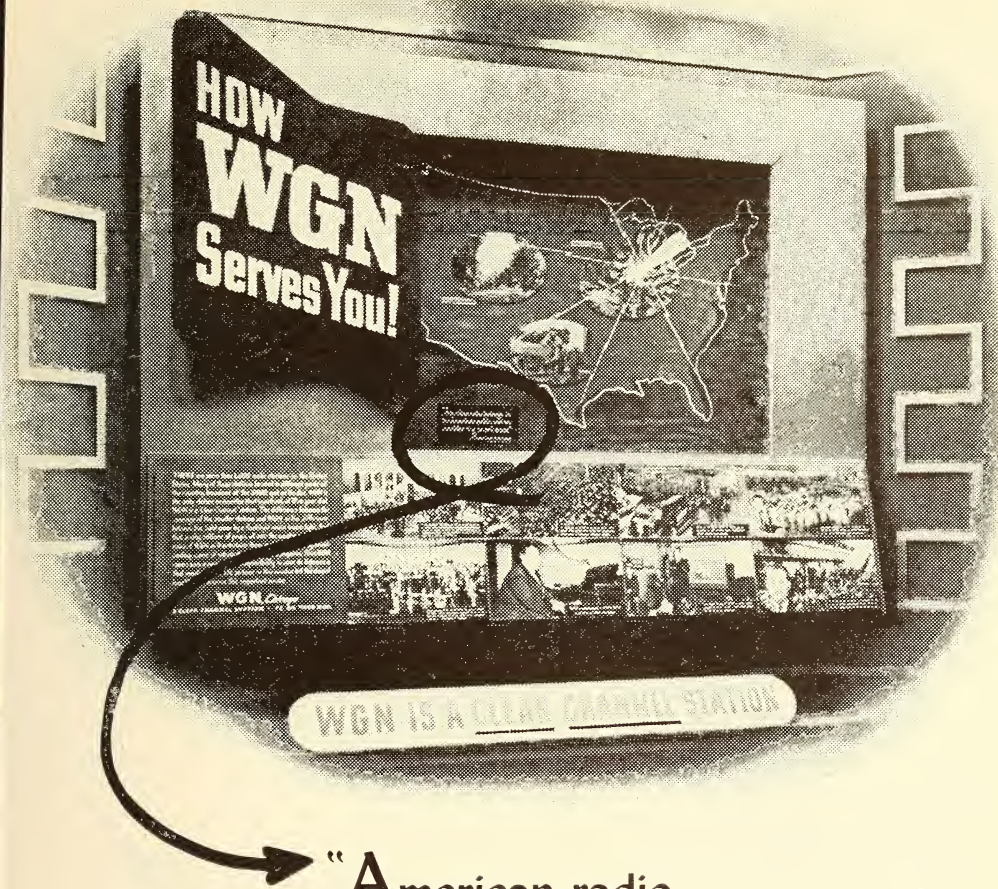
Transcription Service World Library, SESAC

Membership BMB

Personnel

V.P.-General Manager R. G. Binyon

Chief Engineer Howard Olson



“American radio

belongs to the American people and
we consider it a sacred trust.”

COLONEL ROBERT R. McCORMICK

*A Clear Channel Station...
Serving the Middle West*



Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
411 W. Fifth St., Los Angeles 13 • 235 Montgomery St., San Francisco 4

WLS neighbors visiting our tent at the Wisconsin State Fair



THESE ARE
OUR
PEOPLE

Ottawa Township
High School
Students visiting
WLS Dinner Bell
and other programs



SOME OF THE PEOPLE WHO WRITE US
A **MILLION** LETTERS A YEAR . . .

For further facts about our 14,000,000
Midwest folks and their response to
WLS advertisers, see a John Blair
man or write —



The
**PRAIRIE
FARMER
STATION**
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

A Clear Channel Station

CHICAGO 7

MANAGEMENT AFFILIATED WITH

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN

Bisbee-Lowell-Douglas
Carl Morris, Mgr.
1230 Kilocycles
250 Watts

KOZY
550
KILOCYCLES

PHOENIX
AL JOHNSON
MANAGER

KTUC

TUCSON
Lee Little, Mgr.
1400 Kilocycles
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

ILLINOIS

Estimated Population 8,286,362—Radio Homes 2,250,328
Stations in State 48

WMRO

AURORA—EST. 1938

KBS

Frequency: 1280 Kc. Power: 250 d., 100 n.
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Lake St. Rd.
Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....Keystone, World Standard

Personnel

Owner-Manager.....Martin R. O'Brien
General Mgr.-Station Mgr....Martin R. O'Brien
Commercial Manager.....Vincent G. Cofey
Sales Promotion or Merchandising Manager.....Vincent G. Cofey
Program Director.....Dorothy N. O'Brien
Production Manager.....Dorothy N. O'Brien
Publicity Director.....V. G. Cofey
Chief Announcer.....Michael O'Brien
Musical Director.....Dorothy N. O'Brien
Chief Engineer.....Arthur W. Joswick

WIBV

BELLEVILLE—EST. 1946

Frequency: 1060 Kc. Power: 250 w. d. only
Owned-Operated By.....Belleville Broad. Co.
Address.....2100 W. Main St.
Transmitter Location.....2100 W. Main St.
Time on the Air...Local sunrise to local sunset
News Service.....AP

Personnel

General Manager.....Paul A. Wnorowski
Commercial Manager.....Paul A. Wnorowski
Program Director.....Joseph Yaegel
Chief Announcer.....John Lewis
Musical Director.....Marvin True
Chief Engineer.....John Schultz

WJBC

BLOOMINGTON—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...A. M. McGregor, Hugh L. Gately
Business Address.....209½ E. Washington

Phone Number.....2635-0
Transmitter Location.....West Gregory Ave.
Normal, Ill.
Time on the Air.....6 a.m. to 11:05 p.m.
Transcription Service.....Lang-Worth
News Service.....UP
Representative.....Sears and Ayer, Inc.
Membership.....NAB

Personnel

Owners.....A. M. McGregor & Hugh L. Gately
Executive Secretary.....Marion Gillespie
Station Manager.....A. M. McGregor
Commercial Manager.....Hugh L. Gately
Chief Engineer.....Fred Bailly

WKRO

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.....6:00 a.m. to 10 p.m.;
Sunday, 8 a.m. to 9 p.m.
News Service.....UP
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

Owner-General Mgr.....Oscar C. Hirsch
Station Manager.....Merrill C. Currier

WCIL

CARBONDALE—EST. 1946

Frequency: 1020 Kc. Power: 1000 w. d. only
Owned-Operated By.....Southern Illinois
Broadcasting Partnership
Address.....219 W. Main St.
Phone Number.....167
Transmitter Location.....2½ miles W. of
Carbondale
Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....World
Representative.....Howard H. Wilson
Membership.....NAB

Personnel

General Manager.....Paul F. McRoy
Commercial Manager.....Walter Schafer
Chief Engineer.....Marion Sawyer

W C A Z

CARTHAGE—EST. 1921

MISSISSIPPI VALLEY NETWORK

Frequency: 990 Kc. . . . Power: 1000 w. d. only
 Owned-Operated By . . . Superior Broadcasting Service, Inc.
 Business Address . . . Marine Trust Co. Bldg.
 Phone Number 520
 Studio Address Carthage; Macomb, Ill.
 Transmitter Location RFD, Carthage, Ill.
 Time on the Air Daytime
 Transcription Service Capitol
 News Service UP
 Representative Homer Griffith
 Membership BMB

Personnel

President-Chief Engineer Bob Compton
 Station-Commercial Manager John Palmer
 Program Director Antoinette Palmer

W C N T

CENTRALIA—EST. 1946

Frequency: 1210 Kc. . . Power: 1000 w. d. only
 Owned-Operated By Hobart Stephenson
 Address Centralia, Ill.
 Phone Number 234
 Transmitter Location U.S. Highway 51, N.
 Time on the Air . . Local sunrise to local sunset
 News Service UP
 Transcription Service NBC Thesaurus.
 Lang-Worth
 Representative Adam Young

Personnel

President-Owner Hobart Stephenson
 General Manager Hobart Stephenson
 Commercial Manager J. L. Fredericks
 Program Director Anne Collins
 Publicity Director Doris Green
 Chief Announcer Jay Giles
 Musical Director Clarence Lewis
 Chief Engineer Hobart Stephenson, Jr.
 Record MC Jim Travis

W D W S

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
 KBS

Frequency: 1400 Kc. . . . Power: 250 Watts
 Owned-Operated By Champaign News-Gazette, Inc.
 Address 48 Main St.
 Phone Number 6-1855
 Transmitter Location . 1 mile south of Champaign
 Time on the Air 16 hours

Newspaper Affiliation Champaign News-Gazette
 News Service UP
 Transcription Service World
 National Sales Office . . . 360 N. Michigan Ave., Chicago
 National Representative Advertising Time Sales Co.

Personnel

Station Manager Marajen S. Horton
 Sales Manager Frank R. Mills
 Program Director Katherine Scheurich
 Chief Engineer Jack R. Baum

W A A F

CHICAGO—EST. 1922

Frequency: 950 Kc. . . . Power: 1000 w. d. only
 Owned-Operated By Drover's Journal Publishing Co.
 Address Palmer House
 Phone Number Randolph 1932
 Transmitter Location Exchange Bldg., Union Stock Yards
 Newspaper Affiliation Drover's Journal Publishing Co., Inc.
 Time on the Air . . . 6:00 a.m. to local sunset
 News Service UP, AP, Transradio
 Transcription Service Standard Radio
 Representative George P. Hollingbery Co.
 Membership NAB

Personnel

President Ward A. Neff
 General Mgr.-Station Mgr. . Bradley R. Eidmann
 Commercial Manager . . . Bradley R. Eidmann
 Merchandising Manager . . . Nicholas E. Frank
 Publicity Director Vivian A. Bradshaw

W A I T

CHICAGO—EST. 1923

Frequency: 820 Kc. . . . Power: 5000 Watts
 Owned-Operated By . . . Radio Station WAIT
 Address 360 N. Michigan Avenue
 Phone Number Franklin 0660
 Transmitter Location Church Road, Elmhurst, Ill
 Time on the Air Local sunrise to sunset
 News Service UP, Transradio
 Transcription Service World, Associated, SESAC
 Representative Howard Wilson Co.

Personnel

General Manager Gene T. Dyer
 Station Manager Earl Withrow
 Program Director Lorraine Dwyer
 Chief Engineer Ellery Plotts

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. Power: 50,000 Watts
 Owned-Operated By... The Columbia Broad-
 casting System, Inc.
 Address 410 North Michigan Ave.
 Phone Whitehall 6000
 Transmitter Location..... Itasca, Ill.
 Time on the Air..... 4:30 a.m. to 1:35 a.m.
 News Service..... AP; INS; UP
 Transcription Service..... Lang-Worth, World,
 Associated Recorded Program Service
 Representative Radio Sales
 Membership..... NAB, BMB

Personnel

President..... William S. Paley
 General Manager..... H. Leslie Aitass
 Station Manager..... Frank Falknor
 Commercial Manager..... E. H. Shomo
 Sales Promotion-Merchandising
 Manager..... Robert J. Savage
 Program Director..... Walter Preston
 Production Manager..... Al Morey
 Publicity Director..... Don Kelley
 Chief Announcer..... Bob Cunningham
 Musical Director..... Caesar Petrillo
 Chief Engineer..... George Sherman
 Record MC..... Jim Conway

W C F L

CHICAGO—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1000 Kc. Power: 10000 Watts
 Owned-Oper. By.. Chicago Federation of Labor
 Address..... 666 Lake Shore Drive
 Phone Number..... Superior 5300
 Transmitter Location... Downers Grove, Illinois
 Time on the Air... 6:00 a.m. to 12:00 Midnight;
 Sundays, 7:45 a.m. to 12 midnight.
 News Service..... UP
 Transcription Service... World Broadcasting
 Representative..... The Katz Agency

Personnel

Commercial and Sales Manager... M. B. Wolens
 General Manager..... Maurice Lynch
 Sales Promotion Manager... Melvin B. Wolens

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.;
 5 p.m. to 7 p.m.

Personnel

Owner..... Clinton R. White
 General Manager..... J. A. White
 Chief Announcer..... Randall C. Goff
 Chief Engineer..... Clinton R. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... Emil Denmark, Inc.
 Address..... 3860 W. Ogden Ave.
 Phone Number..... Crawford 4100-2436
 Transmitter Location.... 3860 W. 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
 Membership NAB

Personnel

President Emil Denmark
 General Mgr.-Station Mgr.... Frank J. Kotnour
 Commercial Manager..... Frank J. Kotnour
 Merchandising Manager.... Frank J. Kotnour
 Program Director-Publicity Director... Bill Mack
 Chief Announcer..... Bill Mack
 Musical Director..... William P. Brady
 Chief Engineer..... Chester Lweicki

W E N R

CHICAGO—EST. 1923

AMERICAN BROADCASTING CO.

Frequency: 890 Kc. Power: 50000 Watts
 Owned-Operated By... American Broadcasting
 Company
 Address..... 20 No. Wacker Dr.
 Phone Number..... Delaware 1900
 Studio Address..... Merchandise Mart,
 222 W. N. Bank Dr.
 Transmitter Location..... Tinley Park, Ill.
 Time on the Air: Monday thru Friday, 3:00 p.m.-
 6:00 p.m. and 800 p.m.-1:00 a.m.; Saturday,
 3:00 p.m.-6:00 p.m. and 12:00 Midnight-100
 a.m.; 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..... Roy McLaughlin
 Membership..... NAB, BMB

Personnel

Vice-Pres. in charge of ABC Central
 Division..... E. R. Borroff
 General Manager..... C. T. Hagman
 Station Manager..... Roy McLaughlin
 Sales Manager..... Roy McLaughlin
 Sales Promotion Manager.... Karl R. Sutphin

Program Director.....Harold Stokes
 Production Manager.....Fred Kilian
 Publicity Director.....Elliott W. Henry
 Announcers' Supervisor.....Ed Kasser
 Musical Director.....Rex Maupin
 Chief Engineer.....E. C. Horstman
 Public Service Director.....Robert B. White

WGES

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned and Operated.....Radio Station WGES
 Address.....2708 W. Washington Blvd.
 Phone Number.....Sacramento 1700
 Transmitter Location.....86th & Kedzie Ave.
 Time on the Air..7:00 a.m. to 12:00 midnight
 News ServiceUP
 Transcription ServiceWorld

Personnel

President-General Mgr.....John A. Dyer
 Commercial Manager.....E. M. Hinzman
 Production Manager.....K. P. Freda
 Program Director.....Herbert Rudolph
 Chief Engineer.....Ellery L. Plotts

WGN

CHICAGO—EST. 1924

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
 Owned-Operated By.....WGN, Inc
 Address.....441 N. Michigan Ave.
 Phone Number.....Superior 0100
 Transmitter Location.....Roselle, Illinois
 Time on the Air.....5:30 a.m. to 1:05 a.m.
 Newspaper Affiliation....The Chicago Tribune
 News Service.....AP, UP, INS, Reuters
 Transcription Service....World Broadcasting
 System, Thesaurus, Standard Radio
 Representative.....Keenan & Eickelberg
 MembershipBMB

Personnel

President.....Col. Robert R. McCormick
 General Manager.....Frank P. Schreiber
 Assistant to the Manager.....Paul C. Brines
 Commercial Manager.....Wm. A. McGuineas
 Merchandising Manager.....Wm. C. Meyers
 Program Director.....Buckingham W. Gunn
 Production Manager.....Edmund Kahn
 Publicity Director.....Bruce Dennis
 Continuity Director.....Francis Coughlin
 Musical Director.....Henry Weber
 Chief Engineer.....Carl Meyers

See Page 387

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
 Studio Address.....230 N. Michigan Ave.,
 Chicago, Ill.; 504 Broadway, Gary, Ind.

Transmitter Location.....Gary, Ind.
 Time on the Air.....24 Hours a Day
 Newspaper Affiliation....Chicago Daily News
 News Services.....AP, INS, UP
 Transcription ServiceStandard
 World and Thesaurus

Representative.....John E. Pearson Co.
 MembershipNAB

Personnel

President-Owner.....Ralph L. Atlass
 General Mgr.-Station Mgr.....Ralph L. Atlass
 Commercial Manager.....John T. Carey
 Merchandising Manager.....John D. Morgan
 Program Director.....Howard Miller
 Production Manager.....Easter Straker
 Chief Engineer.....Kenneth Shirk
 Record MC.....Russ Patch

WLS

CHICAGO—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By...Agricultural Broadcast-
 ing Co.

Address.....1230 W. Washington Blvd.
 Phone Number.....Monroe 9700
 Transmitter Location.....Tinley Park, Ill.
 Time on the Air.....5 a.m. to 4:30 p.m.;

Saturdays: 6:30 p.m. to 12 p.m.; Sundays:
 5 a.m. to 4:45 p.m.; 6:00 p.m. to 8:00 p.m.;

Weekdays: 8:00 a.m. to 12 noon; 7 p.m. to
 8:00 p.m.
 News Service.....AP, UP, Transradio
 Transcription ServiceStandard
 Representative.....John Blair & Co.
 MembershipNAB, BMB

Personnel

President.....Burrige D. Butler
 General Mgr.-Station Mgr.....Glenn Snyder
 Sales Manager.....Charles M. Freeman
 Sales Promotion Mgr.....Donald E. Finlayson
 Program Director.....Harold Safford
 Production Manager.....Al Boyd
 Publicity Director.....Wilma Gwilliam
 Musical Director.....Osgood Westley
 Chief Engineer.....Tom Rowe

See Page 388

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts
 Owned-Operated By. Field Enterprises, Inc.
 Address. 230 North Michigan Ave.
 Phone Number. STate 5466
 Transmitter Location. Des Plaines, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake
 City, Utah
 Transcription Service. Capitol, Cole
 Newspaper Affiliation. Chicago Sun
 News Service. AP, UP
 Representative. Avery-Knodel, Inc.
 Membership. NAB

Personnel

President. Marshall Field
 General Mgr.-Station Mgr. Arthur F. Harre
 Commercial Manager. Frederick G. Harm
 Merchandising Manager. Edward Short
 Program Director. Arthur F. Harre
 Production Manager. Mark Russell
 Publicity Director. Edward Short
 Musical Director. Kennedy Nelson
 Chief Engineer. Walter F. Myers
 Record MC. Ernie Simon

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc. Power: 50000 Watts
 Owned-Operated By
 National Broadcasting Co., Inc.
 Address. Merchandise Mart
 Phone Number. Superior 9300
 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
 Representative. NBC Spot Sales
 Membership. NAB

Personnel

President. Niles Trammell
 General Manager. I. E. Showerman
 Business Manager. John F. Whalley
 Sales Manager. Oliver Morton
 Sales Promotion Mgr. Emmons C. Carlson
 Program Manager. Jules Herbeveaux
 Publicity Director. Jack Ryan
 Musical Director. Joseph Gallicchio
 Chief Engineer. Howard C. Luttgens
 Director of Public Service. Judith Waller
 Director, News & Special Events. Wm. R. Ray

MORE SELLING POWER!

NOW
20,000 WATTS

SOON
50,000 WATTS

WJJD

CHICAGO

A Marshall Field STATION

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

W M B I*

CHICAGO—EST. 1926

Frequency: 1110 Kc. Power: 5000 w. d. only
 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...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

General Manager.....Robert L. Constable
 Program Director.....Robert Parsons
 Supervisor of Production.....Pierce Hiscock
 Director of Public Relations....Russell T. Hitt
 Supervisor of Announcers.....Harlan Harris
 Supervisor of Music.....Sheldon Fardig
 Chief Engineer.....A. P. Frye
 Supervisor of Continuity.....Miron Canaday
 Supervisor of Traffic.....Stanley Payne
 Supervisor of Children's
 Programs.....Theresa Worman

*Non-Commercial Station

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.....6:00 a.m. to 8:30 a.m.;
 2:00 p.m. to 3:30 p.m.; 8:00 p.m. to 10 p.m.;
 11:00 p.m. to 12 midnight
 News Service.....UP
 Transcription Service....SESAC, MacGregor,
 M. M. Cole
 Representative.....Forjoe & Co.

Personnel

General Manager.....Robert O. Miller
 Commercial Manager.....Julius Miller
 Sales Promotion Manager.....M. V. Baker
 Program Director.....Robert O. Miller
 Publicity Director.....Mendel Kochanski
 Musical Director.....Arnold B. Miller

W H F C

CICERO—EST. 1925

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WHFC, Inc.
 Address.....2136 S. 61st St. Ct.
 Phone Number..Lawndale 8228; Olympic 4305

Transmitter Location.....2136 S. 61st St. Ct.
 Time on the Air.....7:00 a.m.-12 Midnight
 News Service.....UP
 Transcription Service.....Langworth, SESAC
 Membership.....NAB

Personnel

President.....R. W. Hoffman
 General Manager.....M. E. Clifford
 Station Manager.....F. J. Summers
 Commercial Manager.....R. W. Hoffman
 Program Director.....J. Ostrode
 Musical Director.....Frank Linhart
 Chief Engineer.....E. P. Hayes

W D A N

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Northwestern Pub. Co.
 Address.....Hotel Wolford
 Phone Number.....1700-1
 Transmitter Location...1500 Washington Ave.
 Time on the Air.....6:45 a.m. to 10:15 p.m.;
 Sunday: 8 a.m. to 10:45 p.m.
 Newspaper Affiliation.....Danville Commer-
 cial News
 News Service.....UP
 Transcription Service.....World
 Representative.....J. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

General Manager.....E. C. Hewes
 Station Manager.....Robert J. Burow
 Commercial Manager.....Robert J. Burow
 Merchandising Manager.....Robert J. Burow
 Program Director.....Honore E. Ronan
 Publicity Director.....Shirley Mauck
 Chief Announcer.....Max Shaffer
 Chief Engineer.....Ted Magin

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 Newspapers
 Inc.
 News Service.....AP
 Transcription Service.....Standard Radio,
 Associated

RepresentativeWeed & Co.
 Membership.....NAB, BMB

Personnel

President.....Frederick W. Schaub
 General Manager.....Merrill Lindsay
 Commercial Manager.....Charles F. Bruce
 Program Director.....Bernard Johnson
 Publicity Director.....Mary Estelle Hayes
 Chief Announcer.....Bernard Johnson
 Chief Engineer.....Paul A. 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
 Studio Address.....Broadview Hotel, East St.
 Louis, Mo.; Arcade Bldg., St. Louis, Mo.
 Transmitter Location.....Broadview Hotel, 5th
 and Broadway

Time on the Air..... Full Time
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeThe Walker Co.
 Membership.....NAB, BMB

Personnel

President.....Myles H. Johns
 General Manager.....Michael Henry
 Station Manager.....Michael Henry
 Commercial Manager...Frank J. Prendergast
 Merchandising Manager.....Dodd Boyer
 Program Director.....Paul M. Enright
 Production Manager.....Dodd Boyer
 Publicity Director.....Dodd Boyer
 Musical Director.....William H. Hart
 Chief Engineer.....Erle E. White

**(CALL LETTERS TO BE ASSIGNED)
 EVANSTON***

Frequency: 1500 Kc.....Power: 1000 Watts
 Permittee.....Evanston Broadcasting Co.

*C.P. Application

W G I L

GALESBURG—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Galesburg Broad-
 casting Co.

Address.....Hill Arcade Bldg.
 Phone Number.....4626 Main
 Transmitter Location.....Hill Arcade Bldg.
 Time on the Air.....6 a.m. to 12 midnight

Newspaper Affiliation.....Daily Galesburg
 Register-Mail
 News Service.....UP
 Transcription Service.....Standard Radio
 and SESAC
 Representative.....Don Cooke, Inc.
 Membership.....NAB, BMB

Personnel

President.....Klaus Nordgren
 General Mgr.-Station Mgr.....Klaus Nordgren
 Commercial Manager.....Robert Lundeen
 Merchandising Manager.....Robert Lundeen
 Program Director.....Ken Schleifer
 Production Manager.....Ken Schleifer
 Publicity Director.....Elizabeth Ann Harler
 Chief Announcer.....Owen Buck
 Musical Director.....Rosemary Lundeen
 Chief Engineer.....Marion F. Sawyer
 Record MC.....Owen Buck

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Harrisburg Broad. Co.
 Address.....100 East Poplar St.
 Phone Number.....28
 Transmitter Location.....100 East Poplar St.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Representative...Howard H. Wilson & Co.
 Membership.....NAB, BMB

Personnel

General Mgr.-Station Mgr....Ingis M. Taylor
 Commercial Manager.....Ken Hamilton
 Merchandising Manager.....Ken Hamilton
 Program Director.....Wanda R. Owen
 Production Mgr.-Publicity Mgr....Eddie Wise
 Musical Director.....Wanda R. Owen
 Chief Engineer.....Joseph R. Tate
 Record MC.....Jim Duncan

W J P F

HERRIN—EST. 1940

MUTUAL—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Address.....Herrin, Ill.
 Phone Number.....382 and 383
 Transmitter Location.....Herrin, Ill.
 Time on the Air.....6 a.m. to 12 midnight;
 Sunday: 6:45 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President.....Orville W. Lyerla
 General Mgr.-Station Mgr.....Chas. R. Cook
 Commercial Manager.....Fred Simmons
 Program Director.....Doug Hadley
 Production Manager.....Betty J. Strong
 Publicity Director.....Fred J. Reinhardt
 Chief Announcer.....James C. Harper
 Chief Engineer.....Gino Monaco

W L D S

JACKSONVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1180 Kc.....Power: 250 Watts
 (CP-1000) d. only
 Owned-Operated By.....Milton Edge,
 E. J. Korsmeyer
 Address.....Fox-Illinois Theater Bldg.
 Phone Number.....1180
 Transmitter Location.....E. State Rd.
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 Membership.....NAB

Personnel

Owners.....Milton Edge, E. J. Korsmeyer
 General Mgr.-Station Mgr.....E. J. Korsmeyer
 Sales or Commercial Manager.....Nate Egner
 Chief Engineer.....G. J. Cassens
 Record MC.....Bill Meyer

W J O L

JOLIET—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Joliet Broadcasting Co.
 Address.....601 Walnut St., Joliet & 362 E.
 Court St., Kankakee, Ill.
 Phone Number.....4761
 Transmitter Location...601 Walnut St., Joliet
 Time on the Air.....7 a.m. to midnight
 News Service.....UP, Transradio
 Transcription Service.....World Library
 Representative....Joseph Hershey McGillvra
 Membership.....BMB

Personnel

Vice-Pres.-General Mgr.....R. L. Bowles
 Program Director.....Charles Mornmain
 Chief Engineer.....Robert Schmidt

W K A N

KANKAKEE—EST. 1946

Frequency: 1320 Kc...Power: 1000 w. d. only

Owned-Operated By.....Kankakee Daily
 Journal Co.
 Address.....183 N. Schuyler Ave.
 Transmitter Location.....Highway 113-S
 3 miles N.W. of Kankakee
 Time on the Air...Local sunrise to local sunset
 Newspaper Affiliation.....Kankakee Daily
 Journal Co.
 News Service.....AP

Personnel

General Manager.....Burnell Small
 Station Manager.....Bruce Brown
 Chief Engineer.....Robert Harrell

W L B H

MATTOON—EST. 1946

Frequency: 1170 Kc....Power: 250 w. d. only
 Owned-Operated By.....Mattoon Broad. Co.
 Address.....17th & Broadway Ave.
 Phone Number.....3997
 Studio Address.....National Bank Bldg.,
 1632½ Broadway
 Transmitter Location...1 mi'e N. of Mattoon
 on Highway 45
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....Sandard

Personnel

Pres. and Gen. Mgr.....Ray Livesay
 Commercial Manager.....Rolland Looper
 Chief Announcer.....Larry King
 Musical Director.....Gene McCormick
 Chief Engineer.....Ray Livesay
 Record MC.....Bob Guess

W Q U A

MOLINE—EST. 1946

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Moline Broadcasting Co.
 Address.....Radio Center
 Phone Number.....Moline 7000
 Transmitter Location.....7th St. Extension
 Time on the Air.....6 a.m. to 12 midnight;
 Sunday: 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Bruff W. Olin, Jr.
 Commercial Manager.....Marvin L. Rosene
 Production Manager.....Don L. Stevens
 Chief Engineer.....George W. Travis

WSIV

PEKIN—EST. 1946

Frequency: 1140 Kc. Power: 250 w. d. only
 Owned-Operated by Pekin Broadcasting Co.
 Address Arcade Bldg.
 Phone Number 1747-1539
 Transmitter Location Route 98,
 4 miles N. of Pekin
 Time on the Air 6:30 a.m. to local sunset
 News Service AP
 Transcription Service Standard, SESAC
 Representative Sears & Ayer
 Membership NAB

Personnel

Owners W. K. Patterson, G. C. Udry,
 E. L. Prandoni
 General Manager W. Kenneth Patterson
 Commercial Manager J. Ed Henry
 Program Director Les Carmichael
 Musical Director Charles Timm
 Chief Engineer Emil L. Prandoni

WEEK

PEORIA—EST. 1946

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By West Central Broad. Co.
 Address 1001 Commercial Bank Bldg.
 Phone Number 3-3688
 Transmitter Location Bartenville, Ill.
 Time on the Air 6 a.m. to 12 midnight
 News Service AP
 Transcription Service World, Capitol
 Representative The Katz Agency

Personnel

Chairman of the Board Robert S. Kerr
 President E. K. Gaylord
 General Manager Edgar T. Bell
 Station Manager Stanley E. White
 Commercial Manager Fred L. Vance
 Program Director Harry Eldred
 Production Manager Martin Bouhan
 Musical Director Herman Hampy
 Chief Engineer E. C. Callahan

WIRL

PEORIA—EST. 1947

ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned By Illinois Valley Broadcasting Co.
 Business Address 912 Central Nat'l Bank Bldg.
 Phone Number 33881
 Transmitter Location 4½ miles S. of
 Peoria Coal Ho'l'ow Rd.

Personnel

President-Owners Edward J. Altorfer,
 John H. Altorfer, John M. Camp, Katherine A.
 Swain, Timothy W. Swain
 General Manager John M. Camp

WMBD

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Peoria Broadcasting Co.
 Address First National Bank Bldg.
 Phone Number 7133
 Transmitter Location Highway No. 29.
 Time on the Air 19¼ hours daily;
 News Service UP & AP
 Transcription Service NBC Thesaurus
 Representative Free & Peters, Inc.

Personnel

President Edgar L. Bill
 General Manager Edgar L. Bill
 Exec. Vice-President Charles C. Caley
 Merchandising Manager Howard G. Bill
 Chief Engineer A. James Ebel

WMJM

PEORIA—EST. 1946

Frequency: 1020 Kc. Power: 1000 w. d. only
 Owned-Operated By Mid-State Broad. Co.
 Address Fulton at Jefferson
 Phone Number 8527
 Transmitter Location Highview Rd.,
 Time on the Air 6 a.m. to local sunset
 News Service UP
 Transcription Service Standard, SESAC
 Representative John E. Pearson Co.

Personnel

President and Gen. Mgr. Wm. J. Kutsch
 Commercial Manager Albert E. Kauffman
 Chief Engineer T. A. Giles

WWXL

PEORIA—EST. 1947

Frequency: 1580 Kc. Power: 1000 Watts d. only
 Owned-Operated By Central Illinois Radio
 Corp.
 Business Address Hotel Jefferson
 Phone Number 9106
 Transmitter Location Creve Coeur
 Time on the Air 6 a.m. to local sunset
 News Service INS, UP
 Transcription Service Associated, SESAC
 Membership NAB

Personnel

President-Owner Joseph H. Giddan
 Commercial Manager A. B. Kershenbaum
 Chief Engineer Chuck Bilyue

WTAD

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Lee Broadcasting, Inc.

WHBF

Serving the QUAD-CITIES plus Western Illinois and Eastern Iowa

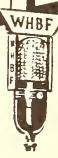
NOW . . . WHBF is QUAD-CITIES' Basic ABC Station!

- The only ABC station that can be consistently heard in the Quad-City Metropolitan Area.
- WHBF shows a BETTER BMB Audience Report than does any other Quad-City Radio Station. Ask for it!
- Covering the largest metropolitan market in Illinois and Iowa, outside of Chicago.
- WHBF's primary area reaches 401,610 radio homes — \$561 million annually in retail sales.
- The average family income in the Quad-Cities last year was over \$4,000.
- WHBF is the first station in the Quad-City area to apply for and receive an F.M. grant.



1270 KC **WHBF** 5000 Watts Full Time
and WHBF-FM

LES JOHNSON
Vice-President & General Manager



Affiliate of
ROCK ISLAND ARGUS

Exclusive Representatives: AVERY-KNODEL, INC. • New York • Chicago • Los Angeles • San Francisco

Address.....W.C.U. Bldg., 510 Main St.
 Phone Number.....6200
 Transmitter Location.....Quincy Gardens,
 3 miles So. of Quincy
 Time on the Air.....6 a.m. thru 12:05 a.m.;
 Sunday, 6:30 a.m. to 12:05 a.m.
News Service.....AP; UP
 Newspaper Affiliation...Mason City Globe
 Gazette
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Secretary-Treasurer.....F. C. Eighmey
 General Manager.....F. C. Eighmey
 Asst. to Gen. Manager.....George Arnold
 Commercial Manager for
 Lee Stations.....W. T. Burghart
 Director of National Sales...W. J. Rothschild
 Merchandising Manager.....Gerald Staten
 Program Director.....Merritt Milligan
 Production Manager.....C. Arthur Fifer
 Publicity Director.....Gerald Staten
 Chief Announcer.....Merritt Milligan
 Musical Director.....Jean Fessler
 Technical Director.....Leo Born
 Chief Engineer.....Urlin Whitman
 Record MC.....Hal Barton

W R O K

ROCKFORD—EST. 1923
 ABC

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
 Owned-Operated By...Rockford Broadcasters,
 Inc.
 Address.....News Tower
 Phone Number.....Main 5632
 Transmitter Location.....Kilburn Ave. Rd.
 Time on the Air.....6 a.m. to midnight
 Newspaper Affiliation.....Rockford Morning
 Star, Rockford Register Republic
 News Service.....UP
 Transcription Service.....World
 Representative.....Headley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....A. G. Simms
 General Manager.....Walter Koessler
 Commercial Manager.....John J. Dixon
 Sales Promotion.....Wm. R. Traum
 Program Director.....Morey Owens
 Musical Director.....Lorna Lane
 Chief Engineer.....W. A. Smith
 Record MC.....Martin Bouhan

W H B F

ROCK ISLAND—EST. 1925
 ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By...Rock Island Broad. Co.
 Address.....1800 Third Ave., Moline, Ill.
 Phone Number.....918
 Transmitter Location...23rd Ave. and 53rd St.,
 Moline, Ill.
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays: 7:55 a.m. to 12 midnight
 Newspaper Affiliation..The Rock Island Argus
 News Service.....AP, UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Lewis H. Avery, Inc.
 Membership.....NAB, BMB

Personnel

President.....John W. Potter
 Vice-Pres. and Gen. Mgr....Leslie C. Johnson
 Commercial Manager.....Maurice J. Corken
 Merchandising Manager...Maurice J. Corken
 Program Director.....Ted Arnold
 Production Chief.....Bill Selah
 Publicity Director.....Ferne Hawks
 News Director.....Charles Harrison
 Chief Engineer.....Robert J. Sinnott

To W R O K . . .

for PROMOTION in '46



- ★ 1st Prize in Promotion Contest for "Counterspy."
- ★ City College of New York All-Over Promotion, Honorable Mention.
- ★ 1st Prize in Promotion Contest for Longines-Wittnauer series.
- ★ Annual ABC Award for Outstanding Promotion (To WROK for 3rd year).
- ★ One of Top Ten ABC Stations in Tom Breneman Promotion.



ABC in ROCKFORD, ILLINOIS
 1000 w ✓ HEADLEY-REED

WCVS*

SPRINGFIELD—EST. 1922

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Operated By.....WCBS, Inc.
 Address.....523 E. Capitol Ave.
 Phone Number.....9855
 Transmitter Location.....3000 S. 4th St.,
 Southern View
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper AffiliationIllinois State Journal
 News Service.....AP
 Transcription ServiceWorld,
 C. P. MacGregor Co.
 Representative.....Sears & Ayer, Inc.
 Membership.....NAB, BMB

Personnel

President.....Harold L. Dewing
 Manager-Station Mgr.....Carroll W. Neeld
 Commercial Manager.....Carroll W. Neeld
 Publicity Director.....John W. Midgley
 Musical Director.....John Geil
 Chief Engineer.....Harold L. Dewing

*Formerly WCBS

WTAX

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By.....WTAX, Inc.
 Address.....117-119 So. Fifth St.
 Phone Number.....2-4441
 Transmitter Location.....117-119 S. 5th St.
 Time on the Air.....18 hours daily
 News Service.....UP
 Transcription Service.....Thesaurus
 RepresentativeWeed & Co.
 Membership.....NAB, BMB

Personnel

President and Manager.....Oliver J. Keller
 Assistant Manager.....Jay A. Johnson
 Program Director.....Gladys McGrew
 Merchandising Manager.....Clarence Evans
 Chief Engineer.....E. Swarngen

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By.....WDZ Broadcasting
 Company
 Address.....101½ N. Main St.
 Phone Number.....431
 Transmitter Location....1½ miles N-1 mile E.
 Junction, U. S. 36 and 45
 Time on the Air.....Sunrise to local sunset

News ServiceUP
 Transcription Service.....M. M. Co'e
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....Edgar L. Bill
 General Manager.....R. L. Stufflebam
 Program Director.....F. H. Booton
 Chief Engineer.....A. James Ebel
 Record MC.....Bill Miller

WILL*

URBANA—EST. 1922

Frequency: 580 Kc. Power: 5000 W.
 Owned-Operated By.....University of Illinois
 Business Address.....1010 S. Wright St.
 Phone Number7-2618
 Studio Address1010 S. Wright St.
 Transmitter Location....1 mile south on First
 St. Road, Champaign, Ill.
 Time on the Air.....7:00 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Thesaurus

Personnel

President.....A. C. Willard
 General Manager.....Joseph F. Wright
 Program Director.....Frank E. Schooley
 Publicity Director.....Art Wildhagen
 Musical Director.....Kenneth Cutler
 Chief Engineer.....A. James Ebel
 Production Manager.....George H. Sharp
 Record M. C.....Phil Spradling

*Does not sell time.

For the best

in human interest

news . . .

AP

INDIANA

Estimated Population 3,692,046—Radio Homes 1,003,514
Stations in State 25

W C B C*

ANDERSON—EST. 1946

Frequency: 1470 Kc. Power 1000 w. d. only
Owned-Operated By. Civic Broadcasting Corp.
Address Anderson, Ind.
Transmitter Location. Junction of State
Route 9 and 67
News Service. AP
Transcription Service. World

Personnel

President Lloyd Gallimore
General Manager. Donald W. Cogley
Station Manager. Donald W. Cogley
Chief Engineer. Paul Bender

*Construction Permit

W H B U

ANDERSON—EST. 1922

ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Anderson Broad-
casting Corp.
Address. 640 Citizens Bank Bldg.
Phone Number. 7791
Transmitter Location. 640 Citizens Bank Bldg.
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 The Walker Co.
Membership NAB, BMB

Personnel

President. C. Bruce McConnell
General Managers. R. E. Bausman,
John R. Atkinson
Station Manager. John R. Atkinson
Commercial Manager. John R. Atkinson
Program Director. E. R. Allen
Chief Engineer. L. F. Podhaski

W S U A

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc. Power: 1000 w. d. only
Owned-Operated By. Radio Station
WSUA, Inc.
Address 117½ W. Kirkwood
Phone Number. 7277

Transmitter Location. 3½ miles S. of
Bloomington on Ind. Highway 37
Time on the Air. Daytime only
News Service UP
Transcription Service World
Representative. Burn-Smith Co., Inc.
Membership NAB

Personnel

President-General Mgr. Warren G. Davis
Account Executive. Lyle Warrick
Chief Engineer. L. J. (Jim) Rolfe
Record MC. Lyle Warrick

W T O M

BLOOMINGTON—EST. 1946

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By. Fred O. Grimwood
Address. P. O. Box 41
Phone Number. Bloomington 2593
Transmitter Location. Allens Lane,
Nr. Walker St.
Time on the Air. 6 a.m. to 12 midnight
News Service AP
Membership NAB

Personnel

President. Fred O. Grimwood
General Manager. Thomas Grimwood
Commercial Manager. Cleo Garner
Sales Manager. Verne Katman

W T R C

ELKHART—EST. 1931

NBC—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Truth Publishing Co., Inc.
Address. Hotel Elkhart
Phone Number. 948
Transmitter Location. 1 mile S. of Elkhart
city limits on Oakland Ave. Rd.
Time on the Air. 6 a.m. to 12 midnight
Newspaper Affiliation. Elkhart Daily Truth
News Service UP
Transcription Service. World; Standard Radio
Representative. Burn-Smith Company, Inc.
Membership NAB, BMB

Personnel

President. C. D. Greenleaf
General Manager. R. R. Baker
Commercial Manager. Dick Holloway
Chief Engineer. L. W. Zellmer

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WFBM, Inc.
 Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System and Standard
 Representative.....Katz Agency, Inc.

Personnel

General Manager.....Don Menke

Time on the Air.....6 a.m. to 12 midnight,
 Sundays 7 a.m. to 12 midnight
 News Service.....UP, AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Headley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....E. A. Nicholas
 General Manager.....Pierre Boucheron
 Asst. to General Mgr.....William T. Davies
 Commercial Manager....William R. Aldrich
 Sales Promotion Manager-
 Publicity Director...Norman C. Widenhofer
 Program Director.....Paul M. Havens
 Musical Director.....Marge Warren
 Chief Engineer.....Howard J. Beck
 Record MC.....Paul Price

W G B F

EVANSVILLE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated ByEvansville On The
 Air, Inc.
 Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System and Standard
 RepresentativeWeed & Co.

Personnel

Station Manager.....Clarence Letch
 Commercial Manager.....Guy R. Crecelius
 Program Director.....Mrs. Pat Roper
 Publicity Director.....Mrs. Louise Chapman
 Chief Announcer.....Fred Rollison
 Chief Engineer.....Fay A. Gehres

W O W O

FORT WAYNE—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1190 Kc.....Power: 10,000 Watts
 Owned-Operated By....Westinghouse Radio
 Stations, Inc.
 Address.....925 So. Harrison St.
 Phone Number.....Anthony 2136
 Transmitter Location.....Route 30
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday, 7 a.m. to 12 midnight
 News Service.....UP
 Transcription Services...World Broadcasting
 Representative.....NBC Spot Sales
 Membership.....BMB

Personnel

PresidentWalter Evans
 General Manager.....J. B. Conley
 Station Manager.....Robert G. Duffield
 Commercial Manager.....Paul E. Mills
 Merchandising Mgr....Hilda C. Woehrmeyer
 Program Director.....Carl Vandagriff
 Production Manager.....Fred Freeland
 Traffic Manager.....J. Howard Ackley
 Publicity Director.....Hilda C. Woehrmeyer
 Educational Director.....Ben A. Hudelson
 Musical Director.....Guy Fitzsimmons
 Chief Engineer.....Bruce Ratts
 Musical Librarian.....Bonnie Wire

W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By...Farnsworth Television
 and Radio Corp.
 Business Address.....201 W. Jefferson St.
 Phone Number.....Eastbrook 3366
 Transmitter Location.....201 W. Jefferson St.

W J O B

HAMMOND—EST. 1928

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....South Shore
 Broadcasting Corp.
 Address.....449 State St.

Phone Number.....Sheffield 8400
 Transmitter Location.....449 State St.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB

Personnel

General Manager.....O. E. Richardson
 Commercial Manager.....R. C. Adair
 Chief Engineer.....Stanley Strasberg

W I B C

INDIANAPOLIS—EST. 1938
 MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
 Owned By.....Indiana Broadcasting Corp.
 Operated By.....The Indianapolis News
 Publishing Co.
 Address.....30-32 W. Washington St.
 Phone Number.....Li 2305
 Transmitter Location.....New Augusta, Ind.
 Time on the Air.....5 a.m. to 12:15 a.m.:

Sunday: 7 a.m. to 12:15 a.m.; Saturday:
 5 a.m. to 1 a.m.
 Newspaper Affiliation.....Indianapolis News
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Associated
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....C. Walter McCarty
 General Manager.....George C. Biggar
 Merchandising Manager.....Samuel R. White
 Program Director.....Ed Mason
 Production Manager.....Brad DeMarcus
 Publicity Director.....Samuel R. White
 Musical Director.....Walter Jackson
 Chief Engineer.....Harry Adams
 Record MC.....Sydney Mason

W B B W*

INDIANAPOLIS

Frequency: 1550 Kc.....Power: 250 Watts
 Permittee.....Associated Broadcasters, Inc.

*C.P.

"IBCing you" . . . in INDIANAPOLIS

**TOPS IN LIVE TALENT—
 FOR TOP SALES RESULTS!**


If you're eager to see Indiana sales increase, put your product across to Hoosiers *Hoosier-style* . . . with a pre-tested WIBC Live Talent Show! The live talent staff at WIBC—fastest growing radio station in Indianapolis—is the largest in the capital city . . . versatile, experienced, complete in every detail. For the full facts on WIBC Live Talent Shows—ready-made or tailored to your own sales specifications—see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC


**1070 KC
 5000 WATTS
 BASIC MUTUAL**

THE INDIANAPOLIS NEWS STATION



WANT A
CHOICE
PROGRAM?

—OR A
GOOD
SPOT?



—NEED A
'LIVE WIRE
PERSONALITY?

—THEN IT'S
WIRE

WIRE

BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK • CHICAGO • KANSAS CITY

AFFILIATED WITH

THE INDIANAPOLIS STAR

W F B M

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Address 48 Monument Circle
 Phone Number.....Lincoln 8506
 Transmitter Location.....2 miles northeast of
 Millersville, Indiana
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....AP; INS
 Transcription Service.....Associated Music
 Publishers
 Representative.....The Katz Agency
 Membership.....NAB, EMB

Personnel

President.....Harry M. Bitner, Jr.
 General Manager.....Harry M. Bitner, Jr.
 Station Manager.....Harry M. Bitner, Jr.
 Commercial Manager.....William F. Kiley
 Sales Promotion Mgr.....Ted Nicholas
 Merchandising Manager...Edward Schneider
 Program Director.....Frank O. Sharp
 Production Manager.....Joe Pierson
 Publicity Director.....Norman Travis
 Chief Announcer.....Lyonel Ludwig
 Musical Director.....Walter Reuleaux
 Chief Engineer.....Harold Holland
 Record MC.....Paul K. Roberts, Sam Sims

W I S H

INDIANAPOLIS—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Capitol Broadcasting
 Corporation
 Address.....215 Board of Trade Bldg.
 Phone Number.....Market 6345
 Transmitter Location...Post Road and Rawls
 Ave.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP-PA
 Transcription Service.....Standard Radio
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....C. Bruce McConnell
 Station Manager.....Robert B. McConnell
 Merchandising Manager..Robert B. McConnell
 Program Director.....Wm. F. Froch, Jr.
 Production Manager.....Reid Chapman
 Publicity Director.....Robert B. McConnell
 Chief Announcer.....Wm. F. Frosch, Jr.
 Musical Director.....James H. Boyer
 Chief Engineer.....Stokes Gresham, Jr.
 Record MC.....John Morrow

W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By ...Indianapolis Broad-
 casting, Inc.
 AddressClaypool Hotel
 Phone Number.....Riley 1541
 Transmitter Location.....44th & Ralston Rd.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Indianapolis Star
 News Service.....UP, AP
 Transcription Service...World Broadcasting,
 Thesaurus
 Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 General Manager.....Rex Schepp
 Station Manager.....Rex Schepp
 Commercial Manager.....Rex Schepp
 Merchandising Manager.....Bill Dean
 Production Manager.....Bill Dean
 Publicity Director.....Molly Star
 Chief Announcer.....Tom Peden
 Musical Director.....John Winn
 Chief Engineer.....Eugene Alden

W K M O

KOKOMO—EST. 1941

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Kokomo Broad. Corp.
 Address.....208 College Bldg.
 Phone Number.....5171-5172
 Transmitter Location.....S.E. Cor. Morgan &
 Ohio Sts.
 Time on the Air.....6:00 a.m. to 12:05 a.m.
 News Service.....UP
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

President.....Dr. R. Spencer Taylor
 General Manager.....John Carl Jeffrey
 Commercial Manager.....John Carl Jeffrey
 Merchandising Manager...Frank L. Gregory
 Program Director.....Sid Collins
 Publicity Director.....Frank L. Gregory
 Chief Announcer.....Dick Aker
 Musical Director.....Jack Rabb
 Chief Engineer.....George Palmer
 Record MC.....Jack Rabb

W A S K

LAFAYETTE—EST. 1942

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... WFAM, Inc.
 Business Address.....Wallace Bldg.
 Studio Address.....Wallace Bldg.
 Phone Number.....Lafayette 4300
 Transmitter Location.....No. River Road,
 West Lafayette, Ind.

Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

National Representative.....Joseph Hershey
 McGilvra
 Membership.....NAB, BMB

Personnel

President.....O. E. Richardson
 Station and Sales Manager...J. Gibbs Spring
 Program Director.....Bayne Spring
 Chief Announcer.....William Warren, Sr.
 Chief Engineer.....Harry C. Garba

W L B C

MUNCIE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Address.....P.O. Box 271
 Phone Number.....4403
 Transmitter Location: Radio Center, U. S. High-
 way No. 35, S.E. of Muncie

Time on the Air.....6:30 a.m. to 12:07 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Hal Holman, Chicago;
 The Walker Co., New York
 Membership.....NAB, BMB

Personnel

President.....Donald A. Burton
 General Manager.....Donald A. Burton
 Commercial Manager.....William F. Craig
 Merchandising Manager...William F. Craig
 Program Director.....Lee W. Allerton
 Publicity Director.....Fred Hinshaw
 Musical Director.....Stuart Bebout
 Chief Engineer.....Maurice M. Crain

W K B V

RICHMOND—EST. 1926

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By,

Central Broadcasting Corp.

Address.....25 S. 9th St.
 Phone Number.....1156
 Transmitter Location.....25 S. 9th St.
 Time on the Air.....6 a.m. to 10:30 p.m.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representative.....William G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

General Manager.....G. F. Albright
 Office Manager.....A. F. Schroy
 Commercial Manager.....R. L. Nusbaum
 Program Director.....Royden Parke
 Musical Director.....Royden Parke
 Chief Engineer.....Louis J. Duning
 Record MC.....Al Edmunds

W H O T

SOUTH BEND—EST. 1944

ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By: South Bend Broadcasting
 Corp.

Address.....434 S. St. Joseph St.
 Phone Number.....3-4153
 Transmitter Location.....Cor. St. Joseph and
 Monroe Sts.

Time on the Air.....6:30 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight

News Service.....AP
 Transcription Service...World and Standard
 Representative.....Weed and Company
 Membership.....NAB, BMB

Personnel

President.....C. Bruce McConnell
 General Manager.....Robert B. McConnell
 Commercial Manager.....Charley Hines
 Merchandising Manager...Cash Pajakowski
 Program Director.....Harold Cook
 Production Manager.....Ted Vernasco
 Publicity Director.....Viola Colpaert
 Chief Announcer.....Harold Cook
 Musical Director.....Violet Joy
 Chief Engineer.....Jack Willson
 Record MC.....Bruce Saunders

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts
 (CP-5000)

Owned-Operated By.....South Bend Tribune
 Address.....225 W. Colfax Ave.

Phone Number..... 3-6161
 Transmitter Location: 5 miles south of South Bend on Ironwood Road
 Time on the Air..... 6 a.m. to 12:05 a.m.
 Newspaper Affiliation... South Bend Tribune
 News Service..... UP
 Transcription Service... Associated, Standard
 Representative..... Paul H. Raymer Co.
 Membership..... NAB, BMB

Personnel

President..... F. A. Miller
 Secretary-Treasurer..... F. D. Schurz
 General Manager..... Robert H. Swintz
 Commercial Manager..... Neal B. Welch
 Program Director..... Mark Boyden
 Production Manager..... Oliver Parcher
 Publicity Director..... Rose T. Bell
 Chief Announcer..... Mort Linder
 Musical Director..... Harlan Hogan
 Chief Engineer..... Herbert Cole
 Record MC..... Sanford Reece, Bob Whitcomb

W B O W

TERRE HAUTE—EST. 1929
 NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Banks of the Wabash, Inc.
 Address303 South Sixth Street
 Phone Number.....Crawford 5034
 Transmitter Location..First St. and Peyton Ave.
 Time on the Air..... 17½ hrs. daily; 16½ hrs. Sunday
 Newspaper Affiliation.....Saturday Spectator
 News ServiceUP-AP
 Transcription Service.....World
 Representative..... Weed & Company
 Membership.....NAB, BMB

Personnel

Station Manager.....Martin L. Leich
 Commercial Manager..... Wm. F. Rippetoe
 Program Director.....Leo J. Baxter
 Publicity Director.....Madeline Barry
 Chief Engineer.....Donald Aldrich

(CALL LETTERS TO BE ASSIGNED)
 TERRE HAUTE*

Frequency: 1480 Kc.....Power: 1000 Watts
 Permittee.....Wabash Valley Broad. Corp.

*C.P.

W A O V

VINCENNES—EST. 1940
 MUTUAL

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 AffiliationVincennes Sun-Commercial
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 Vice-Pres.-General Mgr..Howard N. Greenlee
 Station Manager.....Victor H. Lund
 Sales-Commercial Mgr....Emmett M. Jackson
 Sales Promotion Mgr.....Victor H. Lund
 Program Director.....Edward Raasch
 Publicity Director.....Vern Paule
 Chief Announcer.....Vern Paule
 Musical Director.....Ann Wagner
 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
 Phone Number92-2147
 Transmitter Location.....6 miles south of Lafayette
 Time on the Air.....9 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 MembershipBMB

Personnel

President.....F. L. Hovde
 General Manager.....Jim Miles
 Program Director.....Jim Miles
 Production Manager.....John DeCamp
 Educational Supervisor.....John Henderson
 Chief Announcer.....Tom McCrum
 Musical Director.....Jo Haniford
 Chief Engineer.....Ralph Townsley
 Record MC.....Don Cripe

*Does not sell time.

IOWA

Estimated Population 2,431,533—Radio Homes 639,264
Stations in State—27

W O I *

AMES—EST. 1923
ABC

Frequency: 640 Kc. Power: 5000 w. d. only
Owned-Operated By Iowa State College
Address Ames, Iowa
Phone Number 2500
Transmitter Location Service Building, Iowa
State College
Time on the Air 6 a.m. to local sunset
News Service AP, UP
Transcription Service World
and Standard
Membership NAEB

Personnel

Dir. of Radio-Gen. Mgr. Richard B. Hull
Educational Director W. I. Griffith
Program Director Richard B. Hull
Program Manager Edward Wegener
Publicity Director Gordon Munson
Chief Engineer L. L. Lewis
Record MC Bob Allbaugh

*Non-Commercial Station

K F G Q *

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By Boone Biblical College
Business Address 924 West Second Street
Phone Number 1119-W
Transmitter Location 924 West Second St.
Time on the Air Daytime License

Personnel

President-Gen. Manager Lois Crawford
Chief Announcer Josephine Griffin
Musical Director Lydia Smolik
Consulting Engineer L. L. Lewis

*Non-Commercial Station

K B U R

BURLINGTON—EST. 1937
AMERICAN BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Burlington Broadcasting
Co.
Address National Bank Bldg.

Phone Numbers 680; 681
Transmitter Location National Bank Bldg.
Time on the Air 6 a.m. to 11 p.m.
News Service UP
Transcription Service World
National Sales Office Donald Cooke, Inc.
Membership NAB, BMB

Personnel

President Dan T. Riley
General Manager G. B. McDermott
Station Manager G. B. McDermott
Commercial Manager George B. J. Adkisson
Merchandising Manager G. B. McDermott
Program Director Layton Hurst
Publicity Director George B. J. Adkisson
Chief Announcer Richard Mosena
Musical Director Robert Hutchison
Chief Engineer John Gallino

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 5:31 a.m. to 12:05 a.m.;
Sundays: 6:55 a.m. to 12:05 a.m.

News Services AP, UP, INS
Transcription Service Lang-Worth, World,
M. M. Cole, McGregor
Representative The Katz Agency
Membership NAB, BMB

Personnel

Owner Mrs. Helen Mark
Exec. Vice-President Wm. B. Dolph
General Manager Wm. E. Quarton
Station Manager Wm. E. Quarton
Studio Mgr. (Waterloo) R. J. McElroy
Sales Manager D. D. Sullivan
Sales Promotion Manager Leo F. Cole
Program Director Douglas B. Grant
Publicity Director Leo F. Cole
Chief Announcer Robert C. Leefers
Musical Director June Caldwell
Chief Engineer George P. Hixenbaugh
Record MC Dean Landlear

K R O S

CLINTON—EST. 1941
MUTUAL—TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Clinton Broad. Corp.
 Address.....246 Fifth Ave., So.
 Phone Number.....448
 Transmitter Location.....Jacobsen Bldg.
 Time on the Air.....Unlimited License
 News Service.....UP
 Transcription Service.....Standard Radio
 National Sales Office.....George Webber
 Representative.....Donald Cooke, Inc.
 Membership.....NAB, BMB

Personnel

President-Owner.....W. S. Jacobsen
 General Manager.....Morgan Sexton
 Station Manager.....Morgan Sexton
 Sales-Commercial Mgr.....Walter Teich
 Sales Promotion Mgr.....Verne Gielow
 Program Director.....Jack Hubbard
 Chief Engineer.....Gilbert Andrew

K S I B

CRESTON—EST. 1946
IOWA TALL CORN

Frequency: 1520 Kc. Power: 1000 w. d. only
 Owned-Operated By.....Southwest Iowa
 Broadcasting Co.
 Address.....107 North Maple
 Phone Number.....831
 Transmitter Location.....Radio Center
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....Standard
 National Sales Office.....Don Cooke, Inc.
 Representative.....George Webber
 Membership.....NAB

Personnel

President.....Arthur Horning
 General Manager.....E. M. Horning
 Station Manager.....E. M. Horning
 Sales Manager.....Charles T. Webb
 Merchandising Manager...Charles T. Webb
 Program Director.....D. Cole McMartin, Jr.
 Publicity Director.....E. M. Horning
 Musical Director.....Dorothy Lindley
 Chief Engineer.....Wayne J. Hatchett
 Record MC.....D. Cole McMartin, Jr.

K S T T

DAVENPORT—EST. 1946
MUTUAL

Frequency: 750 Kc. Power: 250 w. d. only

Owned-Operated By...Davenport Broadcasting
 Co., Inc.

Address.....324 Main Street
 Phone Number.....2-3525
 Transmitter Location...2505 Rockingham Rd.
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr.....Hugh R. Norman
 Commercial Manager.....George M. Jackson
 Program Director.....Richard C. Cooper
 Musical Director.....Bob Mohr
 Chief Engineer.....David A. Breister

W O C

DAVENPORT—EST. 1922
NBC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By....Tri-City Broadcasting
 Company

Address.....1002 Brady Street
 Phone Number.....3-3661
 Transmitter Location.....R. F. D. No. 1
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)

News Service.....UP, INS
 Transcription Service...World, Lang-Worth
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....B. J. Palmer
 Vice-Pres., General Mgr.....Beryl Lottridge
 Station Manager.....Beryl Lottridge
 Sales Manager.....L. O. Fitzgibbons
 Sales Promotion Mgr.....Jane Boom
 Program Director.....Charles R. Freburg
 Publicity Director.....Jane Boom
 Musical Director.....George O. Sontag
 Chief Engineer.....Paul G. Arvidson

K W L C *

DECORAH—EST. 1926

Frequency: 1240 Kc. Power: 250 w. d. only
 Owned-Operated By.....Luther College
 Business Address...600 Leiv Eiriksson Drive
 Phone Number.....690
 Transmitter Location...C. K. Preus Gymnasium
 Time on the Air...Local sunrise to local sunset
 Membership.....NAEB

Personnel

President (Luther College)...Dr. O. J. H. Preus
 Station Manager.....Kenneth L. Berger
 Program Director.....Gerry Karlton

Production Manager.....Roland Dain
 Publicity Director.....Paul Borge
 Chief Announcer.....Kenneth L. Bjerke
 Musical Director.....Carolyn Hanson
 Chief Engineer.....O. M. Eittrheim
 Record MC.....Wally Moe

**Non-Commercial Station*

K R N T

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc.Power: 5000 Watts
 Owned-Operated By: Cowles Broadcasting
 Company

Address.....715 Locust St.
 Phone Number.....3-2111
 Transmitter Location....S. E. 22nd & Park
 Ave.

Time on the Air: 6:00 a.m. to 12 midnight
 Newspaper Affiliation..Des Moines Register
 and Tribune

News ServiceAP; UP
 Transcription Service.....Standard Radlo,
 Associated

RepresentativeThe Katz Agency
 Membership.....NAB, BMB

Personnel

PresidentGardner Cowles
 Gen. Manager-Station Manager...Phil Hoffman
 Sales-Commercial Manager.....Robert Dillon
 Sales Promotion Manager.....Leon Taylor
 Program Director.....Charles D. Miller
 Production Manager.....Charles McCuen
 Publicity Director.....Mary Little
 Chief Engineer.....Charles Quentin
 Record MC.....Don Bell, Gene Emerald

K S O

DES MOINES—EST. 1932

CBS

Frequency: 1460 Kc.Power: 5000 Watts
 Owned-Operated By..Murphy Broadcasting Co.
 Address.....10th at Grand Ave.

Phone Number3-0571
 Transmitter Location.....E. 38th & B'way
 Time on the Air.....6 a.m. to 1 a.m.;
 Sundays: 7 a.m. to 1 a.m.

News ServiceAP; UP
 Transcription Service.....World, M. M. Cole
 RepresentativeHeadley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....Kingsley H. Murphy
 Vice-Pres., Gen. Manager...George J. Higgins
 Sales Promotion Manager.....Don Shoemaker
 Program Director.....Edmund J. Lineham
 Musical Librarian.....Norma Dungan
 Chief Engineer.....F. E. Bartlett

W H O

DES MOINES—EST. 1924

NBC

Frequency: 1040 Kc.Power: 50000 Watts
 Owned-Operated By..Central Broadcasting Co.
 Business Address.....914 Walnut St.
 Phone Number3-3151

Transmitter Location.....Mitchellville, Iowa
 Time on the Air.....5:30 a.m. to 12:30 a.m.;
 Sunday: 7:30 a.m. to 12:30 a.m.

News ServiceINS, UP, AP
 Transcription Services.....NBC Thesaurus;
 Lang-Worth, M. M. Cole

Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....B. J. Palmer
 Vice-Pres. & Gen. Manager.....J. O. Maland
 Gen. Sales Mgr.....Harold W. Fulton
 Sales Promotion.....Maurice E. McMurray
 Program Director.....Harold Fair
 Production Manager.....Jack Kerrigan
 Publicity Director.....Woody Woods
 Chief Announcer.....Ernie Sanders
 Chief Engineer.....Paul A. Loyet

(CALL LETTERS TO BE ASSIGNED)
 DES MOINES*

Frequency: 1390 Kc.Power: 1000 Watts
 Permittee.....Capitol Broadcasting Co.

**C.P.*

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

IOWA TALL CORN NETWORK

Frequency: 1370 Kc.Power: 1000 Watts
 Owned By.....Telegraph-Herald
 Operated By.....Telegraph Herald

Address.....8th and Bluff
 Phone Number.....1603
 Transmitter Location.....East Dubuque, Ill.
 Time on the Air.....6 a.m. to 12 midnight

Newspaper Affiliation.....Telegraph-Herald
 News Service.....AP
 Representative.....William G. Rambeau

Personnel

General Manager.....K. S. Gordon
 Commercial Manager.....Robert S. Graham
 Sales Promotion Manager..Gordon K. Downey
 Program Director.....Arnie Stierman
 Musical Director.....Jerry Chandler
 Chief Engineer.....Charles Cain

W K B B
DUBUQUE—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Dubuque Broadcasting Co.
Address: 505 Main St.
Phone Number: 572
Transmitter Location: R.R. No. 2
Time on the Air: 6:30 a.m. to 12 midnight
News Service: UP
Transcription Service: World
Representative: Howard H. Wilson Co.
Membership: NAB, BMB

Personnel

Exec. Vice-Pres.: James D. Carpenter
General Manager: James D. Carpenter
Sales Manager: Harry Hatzembuehler
Program Director: Paul Schuster
Production Manager: Virginia Wagner
Publicity Director: Robert Gilliam
Chief Engineer: Leonard T. Carlson
Record MC: Robert Gilliam

K V F D

FORT DODGE—EST. 1939
MUTUAL BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Northwest Broad. Co.
Address: Warden Bldg., 921 1st Ave., S.
Phone Number: Walnut 3761-2-3
Transmitter Location: S.W. of Ft. Dodge, 1 mile
Time on the Air: Full Time
News Service: UP
Transcription Service: Cole
Representative: Burn-Smith Co.
Membership: NAB

Personnel

President-Gen. Manager: Edward Breen
Promotion: Kenneth Peterson
Program Director: Drexel Peterson
Publicity Director: Edward Breen
Chief Announcer: Ray Bennett
Chief Engineer: David G. Sinclair

W S U I *

IOWA CITY—EST. 1919

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By: The State University of Iowa
Address: Iowa City
Phone Number: 2111-237
Transmitter Location: 2 miles W. of Iowa City

Time on the Air: Unlimited
News Service: AP

Personnel

Station Director: Carl H. Menser
Program Director: John P. Highlander
Chief Engineer: S. J. Ebert

*Non-Commercial Station

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: 2.2 miles northwest of Marshalltown
Time on the Air: 6 a.m. to midnight;
Sunday: 7:30 a.m. to midnight
News Service: UP
Transcription Service: SESAC
National Sales Offices: George W. Webber; Donald Cooke, Inc.
Representative: Donald Cooke, Inc.
Membership: NAB, BMB

Personnel

President: Kenneth Durham
General Mgr.-Station Mgr.: H. R. Hurd
Commercial Manager: Al. Fairchild
Sales Promotion Manager: Al. Fairchild
Publicity Director: Al. Fairchild
Musical Director: Thelma W. LaValley
Chief Engineer: James A. Dickens
Record MC: Allan N. Schrock

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 12:05 a.m.
News Service: AP; UP
Transcription Service: Standard
Representative: Weed & Co.
Membership: NAB, BMB

Personnel

President: Lee P. Loomis
General Manager: F. C. Eighmey
Sales Manager: Herbert R. Ohrt
Sales Promotion Mgr.: Dominic V. Haynes

Program Director.....William G. Suter
 Production Manager.....Douglas F. Sherwin
 Public Relations Director.....Henry B. Hook
 Technical Director.....Leo W. Born
 Musical Director.....Ralph Geer
 Chief Engineer.....Roger Sawyer

K W P C

MUSCATINE—EST. 1946
 IOWA TALL CORN NETWORK

Frequency: 860 Kc.....Power: 250 w. d. only
 Owned-Operated By...Muscatine Broadcasting
 Co., Ltd.
 Address.....Mulberry & Houser
 Phone Number.....860
 Transmitter Location.....Mulberry & Hauser
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representatives.....Donald Cooke.
 George Webber
 Membership.....NAB

Personnel

General Manager.....George J. Volger
 Commercial Manager...Phillip J. Dusenbury
 Program Director.....Virgil Godfrey
 Production Manager.....Virgil Godfrey
 Musical Director.....Thelma M. Volger

K B I Z

OTTUMWA—EST. 1941
 MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIZ, Inc.
 Address.....117-119 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.....James J. Conroy
 General Manager.....James J. Conroy
 Station Manager.....Eleanor M. Haling
 Sales Promotion Manager.....Eugene Miller
 Publicity Director.....Eugene Miller
 Chief Announcer.....Paul Pappas
 Chief Engineer.....Leonard Heggstrom
 Record MC.....Woody Hirsch

K F N F

SHENANDOAH—EST 1924

Frequency: 920 Kc.....Power: 1000 d. 500 n.

Owned-Operated By.....KFNF, Inc.
 Address.....407 N. Sycamore
 Phone Number.....PBX-1
 Transmitter Location.....407 N. Sycamore
 Time on the Air.....6 a.m. to 3 p.m. and
 6 p.m. to 12 mid.; Sundays: 6:30 a.m. to
 3:30 p.m. and 6 p.m. to 12 mid.
 News Service.....AP
 Transcription Service.....Standard Radio
 and World
 Membership.....NAB, BMB

Personnel

President.....John Nicolson
 General Manager.....Frank Stubbs
 Program Director.....Marian Stubbs
 Production Manager.....Earl D. Blakesley
 Public Service Director...Shirley M. Barkman
 Publicity Director.....Frank Stubbs
 Musical Director.....Ermal (Buck) Dilley
 Chief Engineer.....Robert N. Barkman
 Record MC.....Marian Stubbs

K M A

SHENANDOAH—EST. 1925
 ABC—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By...May Broadcasting Co.
 Address.....Lowell & Elm Sts.
 Phone Number.....192 or 133
 Transmitter Location.....1 mile N.E. of
 Shenandoah on Highway 48
 Time on the Air.....Unlimited license
 News Service.....UP, AP
 Transcription Service...Lang-Worth, SESAC
 Representative.....Lewis H. Avery
 Membership.....NAB, BMB

Personnel

President.....Edward May
 General Manager.....Owen Saddler
 Sales Manager.....Howard O. Peterson
 Merchandising Manager.....W. H. Bailey
 Program Director.....Terry Moss
 Production Manager.....Hugh M. Aspinwall
 Publicity Director.....W. H. Bailey
 Musical Director.....Mabel McFarland
 Chief Engineer.....Ray Schroeder

K S C J

SIoux CITY—EST. 1927
 CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location.....Highway 75 N.E.
 Leeds, Ia.

Time on the Air.....6 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News Service..... AP
 Transcription Service.....C. P. MacGregor,
 World, Cole
 Representative.....Geo. P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

President.....W. R. Perkins
 General Manager.....Eugene T. Flaherty
 Station Manager.....Eugene T. Flaherty
 Sales-Commercial Mgr.....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity Director.....Jean Harraday
 Musical Director.....Bernice Ewing
 Chief Engineer.....S. C. Dier

K T R I

SIoux CITY—EST. 1938
 MUTUAL BROADCASTING SYSTEM
 IOWA TALL CORN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Sioux City Broadcasting
 Company
 Business Address.....Commerce Building
 Phone Number.....8-0165
 Transmitter Location.....Commerce Building
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service...Associated Music Pub-
 lishers
 Representative.....Don Cooke
 Membership.....NAB, BMB

Personnel

President.....Dietrich Dirks
 General Manager.....Dietrich Dirks
 Sales Promotion Manager.....Fred Sandman
 Program Director.....Al Triggs
 Production Manager.....Sheldon Singer
 Publicity Director.....Ben Walsh
 Chief Announcer.....Fred Taylor
 Chief Engineer.....Will Easterly
 Record MC.....Wayne Ross

K I C D

SPENCER—EST. 1941
 MUTUAL BROADCASTING SYSTEM
 IOWA TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Iowa Great Lakes
 Broadcasting System

Address.....P.O. Box 631
 Phone Number.....46 and 46
 Transmitter Location.....North of Spencer
 on Highways 18 and 71

Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service...Lang-Worth, Standard,
 Cole, RCA Victor Red Seal
 Representative.....Donald Cooke, Inc.
 Membership.....NAB, BMB

Personnel

President-Manager.....Ben B. Sanders
 Sales Manager.....Tom Steensland
 Sales Promotion Manager...Tom Steensland
 Program Director.....Staton A. Dixon
 Production Manager.....Thomas Edwards
 Publicity Director.....Lee Harris
 Chief Announcer.....Thomas Edwards
 Musical Director.....Thomas Edwards
 Chief Engineer.....Rudolph T. Luukinen
 Record MC.....Thomas Edwards

K X E L

WATERLOO—EST. 1942
 ABC

Frequency: 1540 Kc.....Power: 50000 Watts
 Owned-Operated By.....Josh Higgins
 Broadcasting Co.

Address.....Insurance Bldg.
 Phone Number.....3-3371
 Transmitter Location.....Dysart, Iowa
 Time on the Air.....5:30 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard
 National Representative...Avery-Knodel, Inc.
 Membership.....NAB, BMB

Personnel

President.....Joe DuMond
 General Manager.....Joe DuMond
 Sales Manager.....Joe DuMond
 Sales Promotion Manager..Elizabeth M. Gahre
 Program Director.....Em Owen
 Publicity Director.....Elizabeth M. Gahre
 Musical Director.....George Timm
 Chief Engineer.....Don Kassner
 Record MC.....Herb James

WIBW
Serves

the First families of



Over 90% of the farm men and women in this five-state area turn first to WIBW for helpful information and sound, dependable guidance concerning every phase of farming operation.*

AGRICULTURE

ON its first broadcast almost a quarter-century ago, WIBW was dedicated to the service of American Agriculture. We have never lost sight of this goal. Each passing year has brought additional services that would help our listeners increase yields, save work, make farming more profitable, and farm life more attractive.



Because we've never given him a bum steer, the man of the house has absolute confidence in the brands we recommend. He asks for and buys them by name.



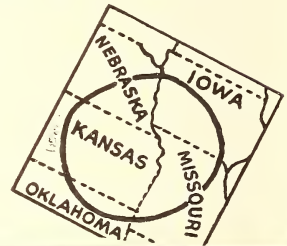
Because our years of homemaking suggestions have helped the women of these "First Families" make their homes more attractive and their housework easier, they are quick to act upon our buying suggestions. Just ask any merchant how much faster WIBW-advertised products move.



Through carefully planned programs and close cooperation with farm organization and 4-H Club leaders, WIBW is building a second generation of those who buy because they "heard it on WIBW."

The First Families of Agriculture LIVE HERE

Here is our ½ m.v. line. It encloses the accumulated buying power from years of bumper crops—plus that of 1946, the largest ever harvested and sold at such high prices. Here too are the homes where WIBW is the "most-listened-to" station.*



* Kansas Radio Audience, 1946.

WIBW

IN
TOPEKA

"The Voice of Kansas"

BEN LUDY

COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka

General Manager

KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

KANSAS

Estimated Population 1,816,837—Radio Homes 475,414
Stations in State 19

(CALL LETTERS TO BE ASSIGNED) ARKANSAS CITY*

Frequency: 1280 Kc. Power: 1000 Watts
Permittee The Travelers Pub. Co.

*C.P.

K V A K

ATCHISON—EST. 1939
MUTUAL—KBS

Frequency: 1450 Kc. (CP-1200)
Power: 250 Watts (CP-1000)
Owned-Operated By S. H. Patterson
Address 422½ Commercial St.
Phone Number 1420
Transmitter Location East Atchison, Mo.
Time on the Air 6 a.m. to midnight
News Service AP
Transcription Service KBS, McGregor, BMI
Representative William G. Rambeau
Membership NAB, BMB

Personnel

Owner S. H. Patterson
General Manager Jerry Akers
Manager David G. Roberts
Sales Manager Les Cox
Program Director Allen R. Menefee
Publicity Director Allen R. Menefee
Chief Announcer Frank "Toby" Wizardi
Chief Engineer Harry P. Elliott, Jr.
Record MC Gordon Morris

K G G F

COFFEYVILLE—EST. 1930
ABC

Frequency: 690 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Hugh J. Powell
Address 8th and Elm
Phone Number 147
Transmitter Location South Coffeyville, Okla.
Time on Air Sundays, 7 a.m.-11 p.m.;
Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation Coffeyville Journal
News Service AP
Transcription Service NBC Thesaurus, World
Representative Weed & Co.

Personnel

Owner Hugh J. Powell
Station Manager Bert H. Powell

K G N O

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc. Power: 1000 d., 250 n.
Owned-Operated By Dodge City Broad-
casting Co.

Address 705 Second Avenue
Phone Number 1100
Transmitter Location West Park Rd.
Time on the Air 7 a.m. to 10 p.m.
Newspaper Affiliation Dodge City Daily Globe
News Service AP
Transcription Service World
Representative Arthur H. Hagg and
Associates
Membership NAB, BMB

Personnel

President J. C. Denlous
Station Manager N. C. Petersen
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 Broadcast-
ing Co., Inc.

Address 613 Merchant St.
Phone Number 153
Transmitter Location South Edge of Emporia
City limits

Time on the Air 6:30 a.m. to 12 mid.
Sundays: 7:30 a.m. to 12 mid.

News Service AP
Transcription Services World, Standard
Membership NAB, BMB

Personnel

President J. Nelson Rupard
General Manager J. Nelson Rupard
Sales Manager Wendell Elliott
Sales Promotion Mgr. Burton D. Harrison
Program Director Grenville Darling
Publicity Director Burton D. Harrison
Chief Announcer Grenville Darling
Musical Director John R. Mickey
Chief Engineer Paul H. Daniels

K I U L

GARDEN CITY—EST. 1935
MUTUAL—KBS

KANSAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....F. D. Conrad
 Operated By.....Al Pyatt
 Business Address.....509 N. Main
 Phone Number.....666
 Studio Address.....509 N. Main
 Transmitter Location.....Warner Terrace
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....C. P. McGregor,
 Keystone
 Representatives.....Cox & Tanz
 Membership.....NAB

Personnel

President.....Frank D. Conrad
 Gen. Manager-Station Mgr.....Al Pyatt
 Program Director.....John L. Melcum
 Chief Announcer.....Ed Watts
 Chief Engineer.....Robert Bryant
 Record MC.....Howard Knox

K V G B

GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....(CP-1590)
 Power: 250 Watts.....(CP-5000)
 Owned-Operated By.....KVGB, Inc.
 Address.....Cork Bldg.
 Phone Number.....1080-1
 Transmitter Location...2 miles S. of city on
 highway 281 (CP-6 miles S.)
 Time on the Air.....6 a.m. to 12 midnight;
 Sunday: 7:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representatives...John E. Pearson Co., SESAC
 Membership.....NAB, BMB

Personnel

President.....R. C. Russell
 Vice-Pres. & Gen. Manager....Clem Morgan
 Sales Manager.....Perry W. Reed
 Sales Promotion Mgr...Kay Lovitt, Perry Reed
 Program Director.....Ray Beals
 Publicity Director.....Kay Lovitt
 Musical 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
 Operated By.....The Nation's Center
 Broadcasting Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....101 East Avenue A
 Time on the Air.....Unlimited Time
 News Service.....AP
 Transcription Service...Lang-Worth, Standard
 Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....William Wyse
 Sales Manager.....William Campbell
 Program Director.....Warren Edmundson
 Publicity Director.....Dick King
 Chief Announcer.....George Alden
 Musical Director.....Warren Edmundson
 Chief Engineer.....John Swafford
 Record MC.....Jack Campbell

K C K N

KANSAS CITY—EST. 1936
MUTUAL BROADCASTING SYSTEM
 (After 6 PM)

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Capper Publications, Inc.
 Operated By....The KCKN Broadcasting Co.
 Address.....300 Waltower Bldg., Kansas
 City, Mo.
 Phone Number.....Victor 3864
 Transmitter Location.....901 North 8th St.,
 Kansas City, Kans.
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation.The Kansas City Kansan
 News Service.....AP & UP
 Transcription Service.....Standard Radio
 Representative.....Capper Publications, Inc.
 Membership.....NAB, BMB

Personnel

General Manager.....Ben Ludy
 Station Manager.....Ellis Atteberry
 Sales-Commercial Manager.....Joe Story
 Production Manager.....George Stump
 Chief Announcer.....Eddie Clarke
 Chief Engineer.....Max Williams

For **BUYING POWER** that pays off in **SALES,**



look to
GREATER KANSAS CITY...

**GREATER KANSAS CITY
MARKET DATA**

COUNTIES (and Important Cities)	O.P.A. Civilian pop. 2-15-44	Net Effective Buying Income (After Taxes)
Jackson (Mo.)....	485,900	\$672,286,000
Kansas City.....	431,700	615,119,000
Wyandotte (Ks.)..	144,500	180,556,000
Kansas City.....	135,000	169,100,000
Johnson (Ks.).....	40,200	23,771,000

COUNTIES (and Important Cities)	Total Retail Sales	Homes with Radios
Jackson (Mo.)....	\$400,347,000	133,067
Kansas City.....	373,286,000	112,945
Wyandotte (Ks.)..	73,602,000	36,676
Kansas City.....	68,559,000	31,163
Johnson (Ks.).....	12,009,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 10, 1946. (Reprinted with permission.)

and for **RADIO ADVERTISING**
that pays off in **RESULTS,**
hire **KCKN**

Yes, for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citizens. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citizens look to KCKN for the kind of radio entertainment *they* like. Thus, through KCKN, you may sell a substantial share of Greater Kansas City's eight hundred million dollar buying power (AFTER taxes) *without* the rate penalty of out-state coverage. Wire or phone 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 MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 3977
SAN FRANCISCO 4: 1207 RUSE BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 2984

K W H K

HUTCHINSON—EST. 1946

KEYSTONE

Frequency: 1190 Kc. Power: 1000 w. d. only
 Owned-Operated By.....James E. Murray
 Address.....12 W. 5th Street
 Phone Number.....3-100
 Transmitter Location.....Hutchinson, Kans.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Homer Griffith Co., Inc.
 Membership.....BMB, NAB (applying)

Personnel

Owner.....James E. Murray
 General Manager.....Vern Minor
 Sales Manager.....Frank Bartley
 Program Director.....Sherwood Parks
 Chief Announcer.....Adrian Leonida
 Musical Director.....Bruce Murray
 Chief Engineer.....Millard H. Clary

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

ABC

Frequency: 1250 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By..The WREN Broadcasting
 Co., Inc.
 Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....16½ hours daily;
 16 hours Sunday
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.
 Membership.....NAB

Personnel

President.....R. C. Jackman
 General Manager.....Verl Bratton
 Commercial Manager.....Larry Cotton
 Merchandising Manager...John P. Bondeson
 Program Director.....Arden Booth
 Publicity Director.....John P. Bondeson
 Musical Director.....Arden Booth
 Chief Engineer.....Carl Bliesner

KSAC*

MANHATTAN—EST. 1924

Frequency: 580 Kc. Power: 1000 d., 500 n.
 Owned-Operated By....Kansas State College
 Address.....College Campus
 Phone Number.....3395 or 4463
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....Milton S. Eisenhower
 General Manager.....Dean H. Umberger
 Station Manager.....Dean H. Umberger
 Program Director.....L. L. Longsdorf
 Chief Announcer.....Grant A. Salisbury
 Chief Engineer.....Bernard P. Holbert

**Non-Commercial Station*

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 860 Kc. Power: 5000 Watts, day
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.
 Address.....P.O. Box 603
 Phone Number.....2165
 Studio Address.....Commerce Bldg.
 Transmitter Location.....3½ miles E. of
 Pittsburg
 Time on the Air.....5 a.m. to 12 midnight
 News Service.....AP
 Transcription Service....World Broadcasting
 Representative.....John E. Pearson Co.
 Membership.....NAB

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Chief Announcer.....Louis Martin
 Chief Engineer.....Leo Stafford

KSAL

SALINA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK**

KANSAS

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By.....KSAL, Inc.
Address.....Journal Bldg.
Phone Number.....100
Transmitter Location.....State Street Rd.
Time on the Air.....18 hours daily,
Sunday, 17 hours
News Service.....AP
Transcription Service.....Lang-Worth,
SESAC, Standard
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....R. J. Laubengayer
General Manager.....R. J. Laubengayer
Station Manager.....R. V. Jensen
Sales Manager.....R. V. Jensen
Chief Engineer.....N. E. Vance, Jr.

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By.....Capper Publications,
Inc.
Business Address.....1035 Topeka Ave.
Phone.....3-2377
Studio Address.....1035 Topeka Ave.
Transmitter Location.....Seven miles west of
Topeka
Time on the Air.....Shares Time
Newspaper Affiliation.....Capper Publications,
Inc.
News Service.....UP, AP
Transcription Service.....Standard Radio
Representative.....Capper Publications, Inc.

Personnel

President.....H. S. Blake
General Manager.....Ben Ludy
Sales Manager.....Ben Ludy
Program Director.....Maude Carlson
Publicity Director.....Bob McClure
Musical Director.....Maude Carlson
Chief Engineer.....K. G. Marquardt

See Page 414

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Kansas Broadcasting, Inc.
Address.....1015 North Broadway
Phone Number.....4-2387
Transmitter Location.....Lassen Hotel Bldg.
Time on the Air.....6 a.m. to midnight
News Service.....AP & UP

Transcription Service.....NBC Thesaurus;
Standard
Representative.....Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....O. L. Taylor
General Manager.....Archie Taylor
Sales Manager.....H. W. Allen
Merchandising Manager.....V. E. Rugh
Program Director.....Bob Drake
Publicity Director.....V. E. Rugh
Chief Engineer.....Ted Heithecker
Record MC.....Paul Wilson

KFH

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By.....Radio Station KFH
Company
Address.....KFH Building
Phone Number.....2-4491
Transmitter Location.....RFD No. 3, Wichita,
Kansas
Time on the Air.....6:00 a.m. to 12 midnight
Newspaper Affiliation.....Wichita Eagle
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Edward Petry & Company
Membership.....NAB, BMB

Personnel

President.....M. M. Murdock
Station Manager.....Plez S. Clark
Sales Manager.....Clark A. Luther
Program Director.....Vernon Reed
Chief Engineer.....Amos Dadisman

KFBI

WICHITA—EST. 1923

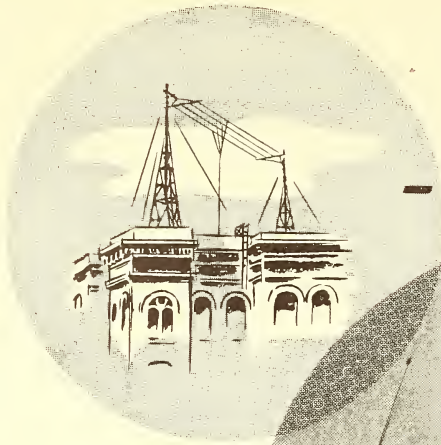
ABC-MBS

KANSAS STATE NETWORK

Frequency: 1070 Kc. Power: 5000 d., 1000 n.
Owned-Operated By.....Farmers and Bankers
Broadcasting Corporation
Address.....1st & Market Sts.
Phone Number.....2-1447
Transmitter Location.....42nd and Broadway
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS & UP
Transcription Service.....World, Cole
Representative.....George P. Hollingsberry Co.

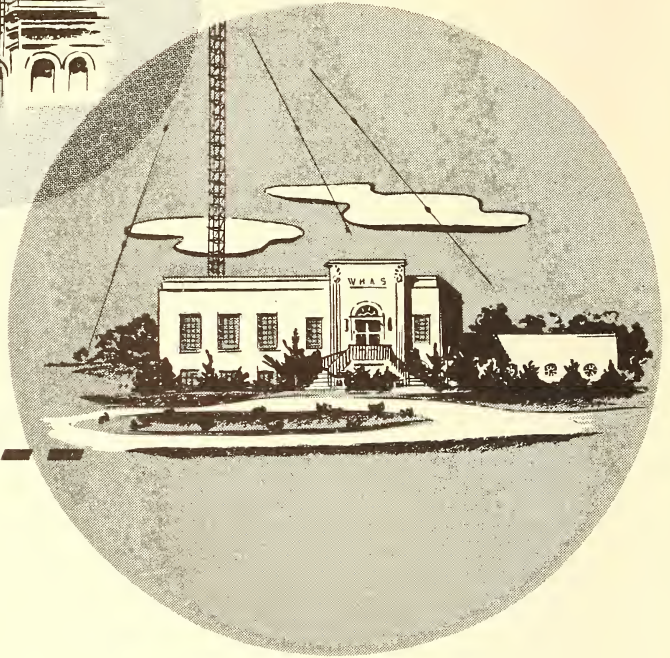
Personnel

General Manager.....Robert K. Lindsley
Commercial Manager.....D. W. McCoy
Chief Engineer.....K. W. Pyle



1922

1947



WHAS

LOUISVILLE

enters its 25th year on the air
A respected pioneer today as yesterday

A radio pioneer in fact as well as spirit, WHAS went on the air July 18, 1922 with a power of 500 watts. Today, twenty-five years later, broadcasting on a clear channel frequency of 840 kilocycles with a power of 50,000 watts, WHAS continues its leadership in radio.

Power . . . receptibility . . . program and technical excellence—these represent only one side of the WHAS story. The interests, the sympathies, the labors of WHAS are part-and-parcel of its millions of listeners. Through service during flood and prosperity, in peace and war, Radio Station WHAS has become indigenious to the market it serves. There is no greater tribute.

WHAS is again pioneering with the first and only operating FM station in Louisville: WCJT, 24 kc, 99.5 mc.

50,000 watts, clear channel
CBS Affiliate

Represented nationally by
Edward Petry and Co., Inc.

KENTUCKY

Estimated Population 2,751,245—Radio Homes 553,602
Stations in State 23

W C M I

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned Ashland Broadcasting Co.
Operated By The Nunn Stations
Address Box 949
Phone Number 3010
Studio Address 20th & Front Streets,
Radio Center
Transmitter Location 4803 Clay St.
Time on the Air 6:30 a.m. to 1:05 a.m.,
Weekdays: 7 a.m. to 1:05 a.m.
News Service UP
Transcription Service NBC Thesaurus,
World
National Sales Office The Nunn Stations
Representative John E. Pearson Co.
Membership NAB, BMB

Personnel

President Gilmore N. Nunn
General Manager Joseph B. Matthews
Station Manager Joseph B. Matthews
Sales Manager Joseph B. Matthews
Merchandising Manager James Criss
Program Director John W. Fell
Chief Engineer Clarence W. Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Bowling Green Broad-
casting Corp.
Address Fairview & Lehman Aves.
Phone Number 1340-1
Transmitter Location Fairview & Lehman Aves.
Time on the Air 6 a.m. to 11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Burn-Smith Co.
Membership NAB, BMB

Personnel

President & Station Manager Ken D. Given
Sales Manager Ken D. Given
Promotion Manager Helen Given
Production Manager William Kuznitsof
Publicity Director Jaunita Britt

Program Director Joe Hamilton
Chief Engineer Joe Pentecost
Record MC Fred Bradshaw

W C T T

CORBIN—EST. 1946

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By The Corbin Times-
Tribune, Inc.
Address Corbin, Ky.
Transmitter Location Corbin, Ky.
Time on the Air 16 hours planned
Newspaper Affiliation The Corbin Times-
Tribune
News Service AP
Membership NAB, BMB

Personnel

President-Owner J. Springer Robinson
Station Manager S. G. Hembree
Chief Engineer Russell Henson

W F K Y *

FRANKFORT

Frequency: 1490 kc. Power: 250 Watts
Owned-Operated By
Frankfort Broadcasting Co.
Address 317 Ann St.
Phone Number 421
News Service AP

Personnel

President J. Sneed Yager
Gen.-Com. Manager Clarence H. Fleming
Program-Promotion Man. Marshall L. Peace

*Construction Permit.

W K A Y

GLASGOW—EST. 1946

SOUTHERN KENTUCKY NETWORK

Frequency: 1490 kc. Power: 250 Watts
Owned-Operated By Glasgow Broadcasting Co.
Address P.O. Box 407 or
Happy Valley Road
Phone Number 598 & 632
Transmitter Location Happy Valley Road
Time on the Air 6 a.m. to 11 p.m.;
Sunday: 7 a.m. to 11 p.m.

KENTUCKY

News ServiceUP
 Transcription Service.....World, Capitol
 Membership.....NAB, BMB

Personnel

President.....Gordon E. Brown
 General Mgr.-Sales Mgr....Charles W. Powers
 Station Manager.....Charles W. Powers
 Chief Announcer.....Loel Passe
 Chief Engineer.....Edward C. Lockwood

WHLN

HARLAN—EST. 1941

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Blanco Radio
 Company, Incorporated
 Address.....So. Main St.
 Phone Number.....625
 Transmitter Location.....So. Main St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co.

Personnel

General Manager.....R. B. Helms
 Sales-Commercial Mgr.....C. E. Whitehart
 Program Director.....Eula Jones
 Chief Engineer.....J. Francke Fox
 Record MC.....Harry Day

WSON

HENDERSON—EST. 1941

MUTUAL

Frequency: 860 Kc.....Power: 500 w. d. only
 Owned-Operated By.....Henderson Broad-
 casting Co., Inc.
 Address.....Zion Rd.
 Phone Number.....3923
 Transmitter Location.....Zion Rd.
 Henderson
 Time on the Air.....Local sunup to local
 sundown
 News Service.....UP & AP
 Transcription Service...NBC Thesaurus, Asso-
 ciated Music
 Representative.....Sears & Ayer, Helen Wood
 Membership.....NAB, BMB

Personnel

President.....Pierce E. Lackey
 General Mgr.-Station Mgr....Hecht S. Lackey
 Sales Manager.....Hecht S. Lackey
 Sales Promotion Mgr.....Vernon R. Nunn
 Program Director.....Martha Jane Reed
 Publicity Director.....Vernon R. Nunn

Chief Announcer.....Martin E. Schaeffer
 Musical Director.....Eddie Duncan
 Chief Engineer.....B. A. Smith
 Record MC.....Vernon R. Nunn

WHOP

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Hopkinsville Broad-
 casting Co., Inc.
 Address.....P.O. Box 539, Cadiz Rd.
 Phone Number.....1025, 1026
 Transmitter Location.....Cadiz Road
 Time on the Air.....6 a.m. to 11:30 p.m.;
 Sunday: 7 a.m. to 11:05 p.m.
 News Service.....UP & AP
 Transcription Service....World Broadcasting
 System, M. M. Cole
 Representative....Sears & Ayer, Helen Wood
 Membership.....NAB, BMB

Personnel

President.....Pierce E. Lackey
 General Mgr.-Secretary....F. Ernest Lackey
 Sales Promotion Manager....Katherine Peden
 Program Director.....Katherine Peden
 Publicity Director.....Katherine Peden
 Chief Engineer.....T. E. Brewer
 Record MC.....Leo Wilson, Charles Stratton

WKLX

LEXINGTON—EST. 1946

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By..Fayette Broadcasting Co.
 Address.....Phoenix Hotel
 Phone Number.....8115
 Transmitter Location.....Greendale Rd.
 Time on the Air.....5 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth,
 Standard, Cole
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB

Personnel

President.....Philip Ardery
 General and Commercial Mgr...Dewey H. Long
 Sales Manager.....Robert H. Moore
 Asst. Mgr. & Program Director..Phil Sutterfield
 Production Manager.....Floyd William Hess
 Publicity Director.....Phil Sutterfield
 Chief Announcer.....Floyd William Hess
 Musical Director.....Betty Brady
 Chief Engineer.....Royce O. Woodward
 Record MC.....Bill Moore, Arty Kay

W L A P

LEXINGTON—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... American Broadcasting Corp.

Address... Radio Bldg., Walnut and Short Sts.
Phone Numbers 1721-22-23-70
Transmitter Location... Mason-Headley Road
Time on the Air..... 5 a.m. to 12:05 a.m.;
Sunday: 7:30 a.m. to 12:05 a.m.

News Service..... UP
Transcription Service..... World, Thesaurus
National Sales Office..... John Ballard
Representative..... John E. Pearson Co.
Membership..... NAB, BMB

Personnel

President-General Mgr..... Gimore N. Nunn
Station-Commercial Manager.. Miller A. Welch
Program Director..... J. B. Faulconer
Production Manager..... Henry Allin
Chief Engineer..... Sanford Helt

W L E X

LEXINGTON—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Central Kentucky Broadcasting Co.

Address..... Box 985
Phone Number..... 2901
Transmitter Location.. Russell Cave Rd., R.R. 3
News Service..... AP
Transcription Service..... SESAC, Capitol, Associated
Membership NAB

Personnel

President..... J. Douglas Gay, Jr.
General and Station Mgr..... Neil Cline
Chief Engineer..... Theodore E. Jones

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..... 5 a.m. to 12 midnight
News Service..... INS, AP
Transcription Service..... NBC Thesaurus,
Lang-Worth

Representative..... Free & Peters, Inc.
Membership..... NAB, BMB

Personnel

President..... George W. Norton, Jr.
General Manager..... Nathan Lord
Sales-Commercial Mgr..... James F. Cox
Merchandising Mgr..... Eugene W. Leake, Jr.
Program Director..... George Patterson
Production Manager..... H. B. Blackwell
Musical Director..... Earle Keller
Chief Engineer..... W. E. Hudson

W G R C

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Northside Broad. Corp.
Address..... Kentucky Home Life Bldg.
Phone Wabash 8871
Transmitter Location.. Preston & Woodbine Sts.
Time on the Air..... 5 a.m. to 2 a.m.;
Sunday: 6 a.m. to 2 a.m.

News Service..... AP & UP
Transcription Service..... Standard Radio;
Lang-Worth
Representative..... The Walker Co.
Membership..... NAB, BMB

Personnel

President..... J. Porter Smith
Vice-Pres. & General Mgr.... Charles L. Harris
Station Manager..... Charles L. Harris
Sales Manager..... J. Porter Smith
Promotion Manager..... H. R. Hunter
Asst. Mgr. in charge of
Programs..... Ward Hatcher
Production Manager..... W. S. Lukenbill
Chief Announcer..... Gerald Fordyce
Dir. of Engineering..... Perry W. Esten
Record MC..... John Watkins

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..... Eastwood, Ky.
Time on the Air..... 24 Hours Daily
Newspaper Affiliation... Courier-Journal and
Louisville Times

News Service..... AP, UP
Transcription Service..... World, Associated
Representative..... Edward Petry & Co., Inc.
Membership..... NAB, BMB

Personnel

President.....Barry Bingham
 General Manager.....Mark Ethridge
 Station Manager.....W. Lee Coulson
 Sales Manager.....Joe Eaton
 Promotion Manager.....J. M. Wynn
 Program Director.....R. E. Fischer
 Religious Co-Ordinator.....Rev. C. E. Burns
 Agricultural Co-Ordinator.....Frank H. Cooley
 Chief Announcer.....Paul Clark
 Musical Director.....Robert Hutsell
 Chief Engineer.....Orrin W. Towner
 Asst. Chief Engineer.....D. C. Summerford
 Record MC.....Jack Wilson

See Page 420

WINN

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Kentucky Broad. Co.
 Address.....10th Floor Tyler Hotel, 3rd and
 Jefferson Sts.
 Phone Number.....Wabash 5148
 Transmitter Location.....10th Floor, Tyler Hotel
 Time on the Air.....6 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....C. P. MacGregor &
 Standard
 Representatives.....Broadcast Sales Co.,
 Homer Griffith
 Membership.....NAB, BMB

Personnel

President.....Nelle M. Kendrick
 General Manager.....Harry McTigue
 Sales Manager.....G. F. Bauer
 Program Director.....M. K. McCarten
 Production Manager.....Edwin Kallay
 Chief Announcer.....Edwin Kallay
 Musical Director.....Claude Fraul
 Chief Engineer.....E. G. Rinn

WCIF

MADISONVILLE—EST. 1946

Frequency: 730 Kc.....Power: 250 w. d. only
 Owned-Operated By.....Madisonville Broad-
 casting Co., Inc.
 Address.....Madisonville, Ky.
 Phone Number.....1297-8-9
 Studio Address.....Providence Rd.
 Transmitter Location.....Hanson Rd.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....Standard

Representative.....Sears & Ayer, Helen
 Wood & Colton
 Membership.....NAB

Personnel

President.....Pierce E. Lackey
 General Manager.....F. Ernest Lackey
 Chief Announcer.....John Hatcher
 Chief Engineer.....C. R. Frederick

W K T M

MAYFIELD—EST. 1946

Frequency: 1050 Kc.....Power: 250 w. d. only
 Owned-Operated By...Mayfield Broadcasting
 Co., Inc.
 Address.....Mayfield, Ky.
 Phone Number.....46
 Studio Address.....Mayfield Hotel
 Transmitter Location...2½ miles on Highway 98
 Time on the Air.....Daylight hours
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Sears & Ayer, Helen
 Wood & Colton

Personnel

President.....Frank O. Evans
 Vice-Pres. & Gen. Mgr.....Pierce E. Lackey
 Station Manager.....Wayne R. Morgan
 Chief Announcer.....Ralph L. Haskins
 Chief Engineer.....Ernest J. Pell

(CALL LETTERS TO BE ASSIGNED)
MAYFIELD*

Frequency: 910 Kc.....Power: 1000 Watts
 Permittee.....Purchase Broadcasting Co., Inc.

*C.P. Pending

W N G O*

MAYFIELD

Frequency: 1320 Kc.....Power: 1000 Watts
 Licensee.....Mayfield Broadcasting Co.

*C.P.

W M I K*

MIDDLEBORO

Frequency: 560 Kc.....Power: 500 Watts
 Licensee.....Middleboro Broadcasting Co.

*C.P. (Hearing 7-25-46 resulted in original ap-
 plication for 250 Watts on 1450 Kc. being amended
 as above.)

W O M I

OWENSBORO—EST. 1938

MUTUAL—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Owensboro Broad-
 casting Co.
 Address P.O. Box 536
 Phone Number 420, 421
 Transmitter Location Owensboro, Ky.
 Time on the Air 7 a.m. to 11:30 p.m.
 Newspaper Affiliation Owensboro Messenger,
 Owensboro Inquirer
 Transcription Service Lang-Worth
 News Service AP
 Representative Burn-Smith Co., Inc.
 Membership NAB, BMB, KBA

Personnel

President Lawrence Hager
 General Manager Hugh O. Potter
 Station Manager Hugh O. Potter
 Asst. Manager Marshall Bruner
 Merchandising Manager Marshall Bruner
 Program Director Cliffordean Potter
 Production Manager Alan Reinhardt
 Publicity Director Hugh Potter
 Chief Engineer Leslie Goodaker
 Record MC Norman Hall

W K Y B

PADUCAH—EST. 1946

MUTUAL

Frequency: 800 Kc. Power: 1000 w. d. only
 Owned-Operated By Paducah Newspapers,
 Inc.
 Address 504 Kentucky Ave.
 Phone Number 800
 Transmitter Location 5 miles S. of Paducah
 on U.S. Highway 45
 Time on the Air Local sunrise to local sunset
 Newspaper Affiliation The Paducah Sun-
 Democrat
 News Service AP
 Transcription Service Thesaurus, Standard
 National Sales Office Burke, Kuipers &
 Mahoney, Inc.
 Membership NAB

Personnel

President Edwin J. Paxton, Sr.
 General Manager Edwin J. Paxton, Jr.
 Commercial Manager Sam Livingston
 Sales Merchandising Mgr. Sam Livingston
 Musical Director Neil McIntyre
 Chief Engineer C. G. Sims

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

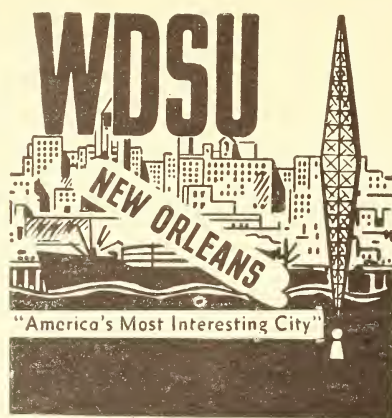
Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Paducah Broadcast-
 ing Co., Inc.
 Business Address Taylor Bldg., 4th and
 Broadway
 Phone Numbers 4100-1-2
 Studio Address Taylor Bldg.
 Transmitter Location 9th & Terrell Sts.
 Time on the Air 5 a.m. to 12 midnight
 News Service UP & AP
 Transcription Service World, Cole
 Representative Sears & Ayer,
 He'len Wood
 Membership NAB, BMB

Personnel

President-Gen. Mgr. Pierce E. Lackey
 Station Manager W. Prewitt Lackey
 Sales-Commercial Mgr. W. Prewitt Lackey
 Sales-Merchandising Manager Gene Peak
 Program Director Evelyn Carroll
 Production Mgr.-Publicity Dir. Gene Peak
 Chief Announcer Ray Mofield
 Musical Director Lynn Wolfe
 Chief Engineer U. C. Morris
 Record MC J. B. Fowler

For the best
 in Broadway and
 Hollywood news . . .

AP



- New Orleans *ONLY* 24-hour Radio Station!
- Accents local programming & public-interest broadcasts.
- Carries *BOTH* Associated Press & United Press News Service, assuring listeners complete news coverage around the clock.
- 5,000 Watts, delivering 20,000 Watts in the populated areas of South Louisiana & the Gulf Coast.
- First in Daytime Listening (Hooper).
- Occupies the Central dialing position of — 1280.
- Affiliate of the American Broadcasting Company.



JOHN BLAIR, Representative

LOUISIANA

Estimated Population 2,555,547—Radio Homes 485,482
Stations in State 19

KALB

ALEXANDRIA—EST. 1935
ABC

LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By Alexandria Broad-
casting Co., Inc.

Address 505½ Johnston St.
Phone Numbers 3335-6
Transmitter Location Wardville, La.
Time on the Air . . 6:30 a.m. to 11 p.m.; Sunday,
8 a.m. to 10:35 p.m.

News Service INS-AP
Transcription Service World
Representatives Weed & Co.

Personnel

President Walter H. Allen
General-Commercial Manager . . E. R. Cappellini
Program Director Janet Baker Immler
Chief Announcer Ed Rand
Chief Engineer Jesse Sexton

KPDR

ALEXANDRIA—EST. 1946
MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Central Louisiana
Broadcasting Corp.

Address 1710 Jackson, P.O. Box 1867
Phone Number 9568
Transmitter Location Upper Fourth St.
Time on the Air 6 a.m. to 11 p.m.;
Sunday: 8 a.m. to 10 p.m.

News Service AP
Transcription Service NBC Thesaurus

Personnel

President-General Mgr. E. Levy
Manager Joel M. Hirsch
Commercial Manager N. S. Cruse
Program Director J. Church
Publicity Director N. S. Cruse
Chief Engineer H. Shean

KSYL*

ALEXANDRIA

Frequency: 1400 Kc. Power: 250 Watts
Licensee Fox Broadcasting Co.

*C.P.

WJBO

BATON ROUGE—EST. 1934
NBC

LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By Baton Rouge Broad-
casting Co., Inc.

Address 444 Florida St.
Phone Number 5271-2
Transmitter Location Roosevelt Road
Time on the Air 6 a.m. to midnight;
Sunday, 7 a.m. to midnight

Newspaper Affiliation Baton Rouge State-
Times, Baton Rouge Morning Advocate
News Service AP, UP
Transcription Service World Broadcasting,
Standard

Representative . . Geo. P. Hollingbery Company
Membership NAB, BMB

Personnel

President Charles P. Manship, Jr.
Executive Vice-Pres. H. V. Anderson
Station Manager J. Roy Dabadie
Sales Manager T. E. Gibbens
Program Director Ralph H. Sims
Production Manager Robert H. Searce
Publicity Audrey Sto'zenhaler
Chief Announcer John E. Ferguson
Music Lela LeBlanc
Chief Engineer Vernon E. Dudley

WLCS

BATON ROUGE—EST. 1946
AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Air Waves, Inc.
Address 204 North St.
Phone Number 2-4411

Transmitter Location 3399 Broussard St.
Time on the Air 6 a.m. to 12 midnight;
Sunday: 7 a.m. to 12 midnight

News Service AP, INS
Transcription Service NBC Thesaurus,
Associated

Representative . . Joseph Hershey McGillvra, Inc.
Membership NAB

Personnel

President-Owner Harry B. Nelson
General Manager Earl H. Smith
Commercial Manager Earl H. Smith
Program Director Quitman Henley
Chief Engineer William H. Bland, Jr.
Record MC Dan Willis



***KMLB has more
listeners than all other
stations combined in
Northeastern Louisiana***

For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this \$103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!



REPRESENTED
BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

J. C. LINER, JR., Mgr.

KCIL

HOUMA—EST. 1946
MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Charles W. Lamar, Jr.
Address... P.O. Box 1031
Phone Number... 2047
Studio Address... Bayou Black Dr.
Transmitter Location... Bayou Black Dr.
Time on the Air... 6 a.m. to 12 midnight
News Service... AP
Transcription Service... World
Representative... William G. Rambeau Co.
Membership... NAB

Personnel

President-Owner... Charles W. Lamar, Jr.
General Manager... Frank Conwell
Sales Manager... Dick Walsh
Program Director... Keith Kenney
Publicity Director... Mary E. Conwell
Chief Engineer... J. Fredrick Darby
Record MC... John Bowie

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Calcasieu Broad-
casting Co.
Address... P.O. Box 1521, Majestic Hotel
Phone Number... 2713, 2714
Studio Address... Majestic Hotel
Transmitter Location... South & La Grange St.
Time on the Air... 6 a.m. to 11:07 p.m.
News Service... AP
Transcription Service... World
Representative... Taylor-Howe-Snowden
Radio Sales

Personnel

President... T. B. Lanford
General Manager... David Wilson
Sales Manager... Jerry Bozeman
Sales Promotion Manager... Felham Mills, Jr.
Program Director... Joe Campbell
Production Manager... James Toth
Publicity Director... Jerry Bozeman
Chief Announcer... A. B. Craft
Musical Director... James Toth
Chief Engineer... Earl C. Moses
Record MC... A. B. Craft

KVOL

LAFAYETTE—EST. 1935
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Evangeline Broad-
casting Company, Inc.
Address... 519 Buchanan St.
Phone Numbers... 336, 2062, 2101
Studio Address... 519 Buchanan
Transmitter Location... Scott Road
Time on the Air... 6:20 a.m. to 11 p.m.
Newspaper Affiliation... Lafayette Daily
Advertiser Gazette, Inc.
News Service... AP
Transcription Service... World
Representative... Joseph Hershey McGillvra
Membership... NAB, EMB

Personnel

General Manager... George H. Thomas
Sales Manager... B. Hillman Bailey, Jr.
Sales Promotion Manager... Lucille LeBlanc
Program Director... Lucille LeBlanc
Production Manager... Lowell Wallace McCrary
Publicity Director... Alison Theriot, Jr.
Chief Engineer... Louis Pilcher
Record MC... Albert Schnyder

KMLB

MONROE—EST. 1930
AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1460 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By... Liner's Broadcasting
Station, Inc.
Address... P. O. Box 1723
Phone Number... L.D. 25
Studio Address... Francis Hotel
Transmitter Location... Millhaven Rd.
Time on the Air... 5 a.m. to midnight
News Service... UP
Transcription Service... Standard Radio,
Lang-Worth
Membership... NAB, BMB

Personnel

President... J. C. Liner
General Manager... J. C. Liner
Sales Promotion Manager... J. C. Liner, Jr.
Program Director... Otta B. Green
Production Mgr.-Chief Announcer... Joe Pearce
Chief Engineer... O. L. Morgan

KPLC

LAKE CHARLES—EST. 1935
NATIONAL BROADCASTING CO.
& LOUISIANA NETWORK

KNOE

MONROE—EST. 1944
NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... James A. Noe
Business Address... Bernhardt Bldg.

Phone Number912
 Transmitter Location....Louisville & 23rd St.
 Time on the Air.....6 a.m. to midnight
 Transcription Service....Thesaurus, M. M. Cole
 News Service.....AP
 Representative..Joseph Hershey McGillvra, Inc.
 Membership.....NAB

Personnel

Owner.....James A. Noe
 General Mgr.-Station Mgr.....Frank A. Browne
 Sales-Commercial Mgr.....Mrs. Ruth Surguine
 Program Director.....C. R. Mumphrey
 Chief Engineer.....D. K. Strong

KANE

NEW IBERIA—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..New Iberia Broad. Co.
 Address.....P.O. Box 15
 Phone Number.....965, 163
 Studio Address.....104 W. St. Peters St.
 Transmitter Location.....West Main St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard

Personnel

President.....J. J. Davidson, Jr.
 General Manager.....George H. Thomas
 Sales-Commercial Mgr.....I. I. Femrite
 Sales Promotion Manager.....I. I. Femrite
 Program Director.....Jimmie Cooper
 Production Manager.....Shirley DeBlanc
 Publicity Director.....Louisette B. Stagg
 Chief Announcer.....Louis R. DeGravelles
 Chief Engineer.....Jimmie Cooper

WDSU

NEW ORLEANS—EST. 1923

ABC

LOUISIANA STATE NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned By.....Stephens Broadcasting Co.
 Address.....Hotel Monteleone
 Phone Number.....Raymond 7135
 Transmitter Location.....Algiers, La.
 Time on the Air.....24 hours daily
 News Service.....UP, AP
 Transcription Service.....Associated
 Representative.....John Blair Co.
 Operated By.....Fred Weber, E. A. Stevens,
 H. G. Wall
 Membership.....NAB, BMB

Personnel

Managing-Partner.....Fred Weber

Sales Manager.....Charles Price
 Sales Promotion Manager..Jeanne Spoonemore
 Program Director.....Stanley Holiday
 Publicity Director.....Jeanne Spoonemore
 Special Events Director.....Warren Kennedy
 Musical Director.....Joseph Schramm
 Chief Engineer.....Charles Whitney

See Page 426

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles C. Carlson
 Address.....611 Canal St.
 Phone Number.....Magnolia 3438-9
 Transmitter Location.....3317 Bruxelle St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Representative.....William C. Rambeau Co.
 Transcription Service.....Capitol
 Membership.....NAB

Personnel

President-General Mgr....Charles C. Carlson
 Station & Sales Mgr.....Cy Newman
 Sales Promotion Manager.....Mildred Barr
 Program Director.....Harry Nigocia
 Production Manager.....Jeff Hugg
 Publicity Director.....Cy Newman
 Chief Announcer.....Harry Nigocia
 Musical Director.....John Merlin
 Chief Engineer.....Karl G. Siebold
 Record MC.....Harry Nigocia

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....James A. Noe
 Address.....St. Charles Hotel, 211 St.
 Charles St.
 Phone Numbers.....Raymond 0423-4-3558
 Transmitter Location...Broad & Euphrasine St.
 Time on the Air.....21 hours daily
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB

Personnel

President-Owner.....James A. Noe
 General Manager.....James E. Gordon
 Sales Manager.....James E. Gordon
 Program Director.....Beverly C. Brown
 Publicity Director.....Bill Elliott
 Chief Engineer.....Al J. Bourgeois
 Record MC.....Ken Elliott

W S M B

NEW ORLEANS—EST. 1925
NATIONAL BROADCASTING CO.
SOUTH CENTRAL NETWORK

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....WSMB, Inc.
 Address.....901 Canal St.
 Phone Number.....MA 5921
 Transmitter Location.....Algiers, La.
 News Service.....AP
 Time on the Air.....7 a.m. to 12 midnight
 Transcription Service
 NBC Thesaurus Lang-Worth
 Representative.....Edward Petry & Co.

Personnel

President.....E. V. Richards
 General Manager.....H. Wheelahan
 Chief Engineer.....H. G. Nebe

W W L

NEW ORLEANS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
 Owned-Operated By.....Loyola University
 Address.....Roosevelt Hotel
 Phone Number.....Raymond 2194-5-6-7
 Transmitter Location.....Kenner, La.
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....UP, AP
 Transcription Service.....Standard Radio
 and World
 Representative.....The Katz Agency
 Membership.....NAB, BMB

Personnel

President.....Rev. Thomas J. Shields
 General Mgr.-Station Mgr...W. H. Summerville
 Sales Manager.....A. Louis Read
 Sales Promotion Manager.....Tom Holbrook
 Program Director.....Henry Dupre
 Musical Director.....Irvine Vidacovich
 Chief Engineer.....J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1926
ABC—LOUISIANA STATE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KRMD, Inc.
 Business Address.....P. O. Box 1712
 Phone Number.....6171-2
 Transmitter Location.....New Jefferson Hotel
 Time on the Air.....6 a.m. to 11 p.m.
 Transcription Service.....World
 Membership.....NAB

Personnel

Owners.....R. M. Dean, T. B. Lanford
 General Manager.....Glenn V. Wilson
 Station Manager.....William Switzer
 Sales Manager.....Glenn V. Wilson
 Sales Promotion Manager...Glenn V. Wilson
 Program Director.....Elizabeth Alford
 Publicity Director.....Jane Reed
 Chief Engineer.....Howard Hargrove

K T B S

SHREVEPORT—EST. 1928
NATIONAL BROADCASTING CO.

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Station KTBS
 Studio Address.....Commercial Building,
 P.O. Box 1121
 Transmitter Location.....Harts 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.
 Membership.....NAB, BMB

Personnel

General Manager.....C. K. Beaver
 Program Director.....James P. Turner
 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.
 Membership.....NAB, BMB

Personnel

President.....John D. Ewing
 Manager.....K. K. Kellam
 Commercial Manager.....Dean Upson
 Sales Promotion Manager...James T. Briggs
 Program Director.....B. G. Robertson
 Chief Engineer.....W. E. Antony

MAINE

Estimated Population 848,394—Radio Homes 206,657
Stations in State 12

WFAU

AUGUSTA—EST. 1946

MUTUAL—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Twin City
Broadcasting Co., Inc.
Address.....160 Bangor St.
Phone Number.....2540
Transmitter Location.....160 Bangor St.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard
Representative.....Forjoe & Co.
Membership.....NAB

Personnel

President.....Faust Couture
General Manager.....Robert I. Payne
Commercial Manager.....Robert I. Payne
Program Director.....Norman Gallant
Chief Announcer.....Dwight Wheeler
Chief Engineer.....Robert Parker

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.

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.....6:30 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....World
Representatives.....Weed & Company
Bertha Bannan
Membership.....NAB

Personnel

President.....Adeline B. Rines
General Manager.....Jack S. Atwood
Sales Manager.....Walter Weightman
Program Director.....Danny I. Kelly
Production Manager.....Don K. Powers
Publicity Director.....Leslie Hubley
Chief Announcer.....Elliott E. Hold
Chief Engineer.....Harold Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc ... 1000 Watts. C.P. 5000
Watts

Owned-Operated By.....Community Broad-
casting Service, Inc.

Address.....57 State St.
Phone Number.....6446
Transmitter Location.....Brewer, Me.
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Associated Library
Representative.....Adam J. Young, Jr.
Membership.....BMB

Personnel

President and Station Manager...F. B. Simpson
Commercial Manager.....Guy Corey
Program Dir.-Musical Dir.....Harold Dorr
Chief Engineer.....Walter Dickson

WJOR

BANGOR—EST. 1946

MUTUAL—YANKEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Bangor Broadcasting
Service
Address.....22 State St.
Phone Number.....5612
Transmitter Location.....340 Stillwater Ave.
Time on the Air.....6:30 a.m. to 12 mid.
News Service.....AP
Transcription Service.....World

Personnel

Owners.....Sidney Slon, Lawrence Slon,
Stephen Velardi
General Mgr.-Program Director...Sidney Slon
Sales Manager.....Lawrence Slon
Chief Engineer.....Stephen Velardi

WLBZ

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By...Maine Broad. Co., Inc.
Address.....100 Main St.
Phone Number.....6023
Transmitter Location.....Bangor
Time on the Air.....5:30 to 12 midnight
Transcription Service.....NBC Thesaurus
News Service.....UP
Representative...Weed & Co., Bertha Bannan
Membership.....BMB

Personnel

President.....William H. Rines
 Station Manager.....Edward E. Guernsey
 Program Director.....Irving Hunter
 Chief Engineer.....John Wibby

W C O U

LEWISTON—EST. 1938
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broadcast-
 ing Co., Inc.
 Address.....223 Lisbon St.
 Phone Number.....3140
 Transmitter Location.....East Ave.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative...Forjoe & Co., Bertha Bannan
 Membership.....NAB, BMB

Personnel

President.....Faust Couture
 General Manager.....John C. Libby
 Program Director.....Eugene Parker
 Chief Announcer.....John Marsh
 Musical Director.....Marion Payne Louisfell
 Chief Engineer.....Donald Mason

W C S H

PORTLAND—EST. 1925

NBC—NEW ENGLAND REGIONAL

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....Congress Square
 Hotel Co.
 Business Address.....157 High St.
 Phone Number.....2-0180
 Studio Address.....Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location.....Scarboro, Me.
 Time on the Air.....5:30 a.m. to 12:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 News Service.....UP & AP
 Transcription Service.....MBC Thesaurus
 Representative...Weed & Co. & Bertha Bannan
 Membership.....NAB, BMB

Personnel

President.....Adeline B. Rines
 Managing Director.....William H. Rines
 National Adv. Director...Rudolph O. Marcoux
 Commercial Manager.....Albert W. Smith
 Farm Editor.....Linwood Brofee
 Program Director.....Arthur Owens
 Publicity Director.....Linwood T. Pitman
 Chief Engineer.....G. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Portland Broadcasting
 System, Inc.
 Address.....645a Congress St.
 Phone Number.....2-7489
 Transmitter Location.....Riverton, Portland
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.
 Membership.....NAB

Personnel

President.....Guy P. Gannett
 Station Manager.....Creighton E. Gatchell
 Sales Manager.....Arthur K. Atherton
 Program Director.....Richard E. Bates
 Chief Announcer...Samuel G. Henderson, Jr.
 Chief Engineer.....Roger W. Hodgkins

Covering Central Maine

WCOU

of Lewiston

and its kid brother

WFAU

of Augusta

**MUTUAL
 YANKEE**

Represented Nationally by
Forjoe & Company
New York

W P O R

PORTLAND—EST. 1946

NEW ENGLAND

AMERICAN BROADCASTING CO.

Frequency: 1450 kc.....Power: 250 Watts
 Owned-Operated By..Oliver Broadcasting Co.
 Address.....21 Preble St.
 Phone Number.....3-8111
 Transmitter Location.....Baxter Blvd.
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Lewis H. Avery,
 Kettell-Carter
 Membership.....NAB

Personnel

Owners.....Humboldt J. Greig,
 Murray Carpenter
 General Manager.....Humboldt J. Greig
 Station Manager.....Murray Carpenter
 Sales Manager.....Keith Field
 Sales Promotion Manager..Marshall Miltimore
 Program Director.....Gordon Lewis
 Publicity Director.....Marshall Miltimore
 Chief Engineer.....Roger Perry

W M T W

PORTLAND—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Yankee Network, Inc.
 Address.....Falmouth Hotel
 Transmitter Location.....Falmouth Hotel
 Time on the Air.....Full time license
 Representative.....Edward Petry & Co.

Personnel

Chairman of the Board.....John Shepard, III
 Station Supervisor.....Charles W. Curtin

W A G M

KBS

PRESQUE ISLE—EST. 1931

Frequency: 1450 Kc. Power: 100 Watts (CP-250)
 Owned-Operated By.....Aroostook Broadcast-
 ing Corporation
 Address.....180 State St., W.
 Phone Number.....8821
 Transmitter Location...U.S. 1, 4 miles N. of
 Presque Isle
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World, M. M. Cole,
 SESAC
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

President-Owner or
 Chief Executive.....Harry E. Umphrey
 General Manager.....H. D. Glidden
 Sales Promotion Mgr.....J. A. Flesay
 Program Director.....Ted Coffin
 Production Manager.....Art Vaughn
 Publicity Director.....J. B. Dillon
 Chief Announcer.....Ted Coffin
 Musical Director.....Clayton Smith
 Chief Engineer.....L. E. Hughes
 Record MC.....Clayton Smith

W T V L

WATERVILLE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Kennebec Broad. Co.
 Address.....36 Silver St.
 Phone Number.....370
 Transmitter Location.....Benton Ave.,
 Winslow, Me.
 Time on the Air.....6:30 a.m. to 12 mid.
 News Service .. AP
 Transcription Service.....Standard
 Representative.....Kettell-Carter, Inc.;
 Radio Advertising Co.
 Membership.....NAB

Personnel

President-General Mgr....Carleton D. Brown
 Commercial Representative..E. William Hucke
 Sales Promotion Manager...Chester J. Munson
 Program Director.....Warren M. Greenwood
 Chief Engineer.....Donald H. Sutherland

**For the best
 in Broadway and
 Hollywood news . . .**

AP



Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

WBAL

*Means Business
in Baltimore*



Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles...manufacturing...*everything* is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences... more listeners to hear your message... therefore the sales results you're looking for in this important area.

WBAL

NBC AFFILIATE

**50,000 WATTS
BALTIMORE**

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

Amman

MARYLAND

Estimated Population 2,200,458—Radio Homes 547,344
Stations in State 12

WANN

ANNAPOLIS—EST. 1946

Frequency: 1190 Kc. Power: 1000 w. d. only
Owned-Operated By: Annapolis Broad. Co.
Address: P.O. Box 749
Phone Number: Annapolis 2500
Studio Address: Church Circle & School St.
Transmitter Location: Bay Ridge Road
(awaiting FCC approval)
Time on the Air: Daytime only
News Service: AP
Membership: NAB

Personnel

President-General Mgr.: Morris H. Blum
Chief Engineer: Benjamin Wolfe

(CALL LETTERS TO BE ASSIGNED)
ANNAPOLIS*

Frequency: 810 Kc. Power: 250 Watts
Permittee: Chesapeake Radio Corp.

*C.P. Application

WBAL

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: Winans Rd.,
Randallstown, Md.
Time on the Air: 19¼ hours daily,
17 hours Sunday
News Service: INS; UP & AP
Transcription Service: World Broadcasting
System
Representative: Edward Petry & Co.
Membership: NAB, BMB

Personnel

President: Charles B. McCabe
General Manager: Harold C. Burke
Station Manager: Harold C. Burke
Sales Manager: Kenneth L. Carter
Sales Service Director: John A. Tappin
Program Director: Don DeGroot
Production Manager: Edward H. Harvey
Publicity Director: John A. Tappin
Musical Director: Joseph C. Miller
Chief Engineer: Richard D. Duncan

WCAO

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 Ave.
News Service: INS, AP
Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Company
Membership: NAB, BMB

Personnel

President: Lewis M. Milbourne
Vice-Pres.-General Mgr.: L. Waters Milbourne
Asst. Mgr. in charge of Sales
and Promotion: Leslie H. Peard, Jr.
Program Director: Gordon A. Scheihing
Publicity Director: Leslie H. Peard, Jr.
Chief Engineer: Martin L. Jones
Record MC: George L. Filing

WCBM

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Baltimore Broadcast-
ing Corporation
Address: Community House
Phone Number: University 8400
Transmitter Location: 1100 East Cold Spring
Lane
Time on the Air: 6:30 a.m. to midnight
News Service: INS, UP
Transcription Service: Lang-Worth,
Associated, BML, McGregor
Representative: Free & Peters, Inc.
Membership: NAB, BMB

Personnel

President: John Elmer
General Manager: George H. Roeder
Sales Manager: John Elmer
Program Director: Charles A. Roeder
Publicity Director: Lou Corbin
Public Service Director: Newell A. Warner
Chief Engineer: G. Porter Houston
Record MC: Thom Severin

W F B R

BALTIMORE—EST. 1922
AMERICAN BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Baltimore Radio
Show, Inc.

Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP, UP.
Transcription Service.....World
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Robert S. Maslin
Exec. Vice-President.....Hope H. Barroll, Jr.
Director of National Sales.....Wm. S. Pirie, Jr.
Director of Local Sales.....Wm. R. Dothard
Sales Promotion Mgr.....Guy G. Griffen
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Chief Announcer.....Henry Hickman
Musical Director.....Joseph Imbroglio
Chief Engineer.....William Q. Ranft

W I T H

BALTIMORE—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Maryland Broad. Co.
Address.....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP, Transradio
Transcription Service.....Lang-Worth;
Standard Radio, Cole

Representative.....Headley-Reed Company
Membership.....NAB, BMB

Personnel

President.....Thomas Garland Tinsley, Jr.
General Manager..Thomas Garland Tinsley, Jr.
Station Manager.....Helen Powers
Sales Manager.....Robert C. Embry
Sales Promotion Manager...Robert C. Embry
Program Director.....Wallace W. Ashley
Publicity Director.....Mae Hughes
Chief Announcer.....Alston Stevens
Musical Director.....Wallace W. Ashley
Chief Engineer.....James S. Duff

See Page 435

WTBO

your

Tri-STATE

Voice



NBC

Affiliation

Cumberland, Maryland

W T B O

CUMBERLAND—EST. 1928

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Cumberland
Broadcasting Co.

Operated By.....Aurelia S. Becker,
Charles Z. Haskett

Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Reservoir Ave.
Time on the Air.....7 a.m. to 12 midnight;
Sundays: 8 a.m. to 12 midnight

News Service.....UP, AP
Transcription Service.....World Broadcasting
System
Membership.....NAB, BMB

Personnel

President.....Aurelia S. Becker
Station Manager.....Aurelia S. Becker
Chief Engineer.....David Jefferies

W F M D

FREDERICK—EST. 1935

**COLUMBIA BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK**

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Broadcast-
ing Company

Business Address.....Winchester Hall
Phone Number.....Frederick 1626
Studio Addresses.....Winchester Hall,
Transmitter Location.....Butterfly Lane, nr.
Frederick

Time on the Air.....6 a.m. to 12:05 a.m.;
Sundays: 7 a.m. to 12:05 a.m.

News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB

Personnel

President.....Laurence Leonard
General Manager.....William E. Hardy
Program Director.....Evelyn Leonard
Production Manager.....Bill Sell
Publicity Director.....William E. Hardy
Musical Director.....Bill Cook
Chief Engineer.....James W. Robertson
Record MC.....Roger Carroll

W J E J

HAGERSTOWN—EST. 1932

**MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK**

Frequency: 1240 Kc.....Power: 150 Watts

Owned-Operated By.....Hagerstown Broad-
casting Co.

Address.....Franklin Court
Phone Numbers.....2322-23-24
Transmitter Location.....Carrol Heights
Time on the Air.....6:30 a.m. to 12 midnight
Transcription Service..Associated, Lang-Worth
News Service.....AP
Transcription Service..Associated, Lang-Worth
Membership.....NAB, BMB

Personnel

General Manager.....Grover C. Crilley
Sales Manager.....William H. Paulsgrove
Sales Promotion Manager..Wm. H. Paulsgrove
Program Director.....Amos L. Harper
Publicity Director.....Pat Crilley
Record MC.....Will Groff

W B O C

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Peninsula
Broadcasting Co.

Address.....Radio Park
Phone Number.....Salisbury 2480-2481
Transmitter Location..1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
8:25 a.m. to 11 p.m.

News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

General Manager.....Charles J. Truitt
Program Director.....Gladys Stearns
Chief Engineer.....Peter A. Allonsi

W G A Y

SILVER SPRING—EST. 1946

Frequency: 1050 Kc.....Power: 1000 w. d. only
Owned-Operated By.....Tri-Suburban
Broadcasting Corp.

Address.....Silver Spring, Md.
Phone Number.....SHEpherd 1050
Transmitter Location.....Kemp Mill Rd.
Time on the Air...Local sunrise to local sunset

News Service.....AP
Transcription Service.....World, Lang-Worth,
SESAC
Membership.....NAB

Personnel

President-Owner.....John W. Kluge
Secretary-Treasurer.....Joseph L. Brechner
Station Manager.....Joseph L. Brechner
Sales Manager.....John W. Kluge
Program Director.....Don Bell
Chief Engineer.....Charles K. Chrismon



**This little budget went
to WORL. Boston**

MASSACHUSETTS

Estimated Population 4,501,555—Radio Homes 1,168,280
Stations in State 27

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... 1619 Walnut St., Philadelphia, Pa.
Phone Number..... Rittenhouse 6870 (Phila.)

Station Address..... 275 Tremont St., Boston
Transmitter Locations..... Hull, Mass.

Time on the Air..... 5:30 a.m. to 1 a.m.

News Service..... AP, UP

Transcription Service..... Standard Radio
and NBC Thesaurus

Representative..... NBC Spot Sales

Membership..... BMB

Personnel

President..... Walter Evans

General Manager..... J. B. Conley

Station Manager..... W. C. Swartley

Sales Manager..... C. H. Masse

Sales Promotion Manager..... Lynn Morrow

Publicity Representative..... W. A. Davis

Chief Engineer..... W. H. Hauser

Chief Engineer

Roland C. Hale

Record M.C..... Nelson E. Bragg

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, Lang-Worth

Representative..... Radio Sales

Membership..... NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.... Harold E. Fellows

Sales Manager..... Kingsley Horton

Sales Promotion Manager... Guy Cunningham

Production Manager..... Ray Girardin

Publicity Director..... Marie Houlihan

Chief Engineer..... Harold Dorschug

Record M.C.'s..... Sherman Feller,
Evelyn Howe

WCOP

BOSTON—EST. 1935

ABC NEW ENGLAND GROUP

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By..... Massachusetts
Broadcasting Corp.

Address..... 485 Boylston St.

Phone Number..... COPley 0123

Transmitter Location..... Lexington, Mass.

Time on the Air..... 6 a.m. to 1 a.m.;

Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation... Des Moines Register
and Tribune, Minneapolis Star Journal

News Service..... INS, AP, UP

Representative..... Katz Agency, Inc.

Transcription Service..... Standard Radio
and Lang-Worth

National Sales Office..... H. T. Enns

Membership..... NAB, BMB

Personnel

President..... Gardner Cowles, Jr.

General Manager..... Craig Lawrence

Sales..... A. N. Armstrong, Jr.

Sales Promotion..... Harry D. Goodwin

WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc. Power: 5000 Watts
Owned-Operated By.... The Northern Corp.

Address: WMEX Bldg., 70 Brookline Ave.
Phone Number..... Commonwealth 3900

Transmitter Location.... 73 W. Squantum St.,
Quincy, Mass.

Time on the Air..... 7:30 a.m. to 12 midnight
News Service..... INS

Transcription Service.... Lang-Worth, World,
Associated, SESAC

Representative..... William G. Rambeau Co.

Membership..... NAB, BMB

Personnel

Acting Pres..... Alfred J. Pote

Genl. Mgr.-Sales Mgr..... William S. Pote

Program Director..... John Kiley

Chief Engineer..... John Memishian

It's an Old New

To Have Pie for Breakfast

To Be Fond of Fish



Courtesy of Vanguard Press, Publishers of
"It's An Old New England Custom"
by Edwin Valentine Mitchell.

England Custom

To Reach a Ripe Old Age

To Serve Turkey and Cranberry Sauce

To Beat the Drum

To listen to Yankee home-town stations!

24 YANKEE "HOME-TOWN" STATIONS

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WICC	Bridgeport, Ct.
WKXL	Concord, N. H.
WSAR	Fall River, Mass.
WEIM	Fitchburg, Mass.
WHAI	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N. H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N.H.
WNLC	New London, Ct.
WBRK	Pittsfield, Mass.
WMTW	Portland, Me.
WHEB	Portsmouth- Dover, N. H.
WEAN	Providence, R.I.
WSYB	Rutland, Vt.
WWSR	St. Albans, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.
WAAB	Worcester, Mass.

Plus FM Stations

WGTR	Boston
WMNE	Mt. Washington

A YANKEE HOME-TOWN STATION has a distinctly local character. It's an integral part of community life — as familiar as the post office or the town hall.

A Yankee home-town station brings to its community the best in radio entertainment — coast-to-coast programs, with Yankee Network News Service, thrilling sportcasts, plus programs of New England flavor and local interest. Yankee home-townners listen to their local stations. They hear the best without dialing outside stations.

A Yankee home-town station promotes local business. There is a community of interest between it and the local merchants. It is used by the very merchants whose cooperation you seek and who are ready to push national brands locally advertised.

This is local acceptance in the Yankee sense — acceptance by the audience and by trade outlets — acceptance that is a strong, active daily influence on buying habits, that gives you direct penetration and greatest sales impact in each key market.

Yankee's 24 home-town stations tie these markets together. They provide complete radio coverage of New England in the only way it can be obtained.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

W H D H

BOSTON—EST. 1929

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: Matheson Radio Co., Inc.

Address: 6 St. James Ave.
Phone Number: Hancock 5500
Transmitter Location: Saugus, Mass.
Time on the Air: 6:15 a.m. to 12:15 a.m.;
Sunday: 8 a.m. to 12:30 a.m.

News Service: UP and AP
Newspaper Affiliation: Boston Herald-Traveler Corp.

Transcription Service: World, Associated, Lang-Worth, Standard, Capitol
Representative: John Blair & Co.

Personnel

President: Robert Choate
General Manager: William B. McGrath

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.

Address: 21 Brookline Ave.
Phone Number: Commonwealth 0800
Transmitter Location: Montclair, Mass.
Time on the Air: 6 a.m. to 1 p.m.;
Sundays, 8 a.m. to 1 a.m.

News Service: AP, Reuters
Transcription Service: Standard, Associated, SESAC

Representative: Edward Petry & Co., Inc.
Membership: NAB, BMB

Personnel

President: William O'Neil
Gen. Mgr.-Ch. of Board: John Shepard, III
Sta. Mgr.-Exec. V-P-Sales Mgr.: Lewis Travers
Sales Promotion Mgr.: James S. Powers
Program Director: George Steffy
Publicity Director: Phyllis Doherty
Musical Director: Robert Norris
Chief Engineer: Irving T. 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.
Phone: Liberty 4540

Transmitter Location: Needham, Mass.
Time on the Air: 6:30 a.m. to Sunset
News Service: AP and UP
Representative: Forjoe & Co.

Personnel

Chief Executive: Harold A. LaFount
General Manager: George Lasker
Program Director: Robert N. Perry
Chief Engineer: John Parker

W A C E

CHICOPEE—EST. 1946

Frequency: 730 Kc. Power: 1000 w., d. only
Owned-Operated By: The Regional Broadcasting Co.

Address: Chicopee St.
Transmitter Location: Chicopee St.
Time on the Air: Local sunrise to local sunset

News Service: AP
Transcription Service: NBC Thesaurus
Membership: NAB

Personnel

President: David Hayes
General Manager: John S. Lloyd
Sales Manager: David Hayes
Program Director: Terry Colwell
Production Manager: Terry Colwell
Chief Engineer: Ralph Robinson
Record M.C.: Lee Smith

W S A R

FALL RIVER—EST. 1921

MUTUAL—YANKEE

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: The Fall River Broadcasting Co., Inc.

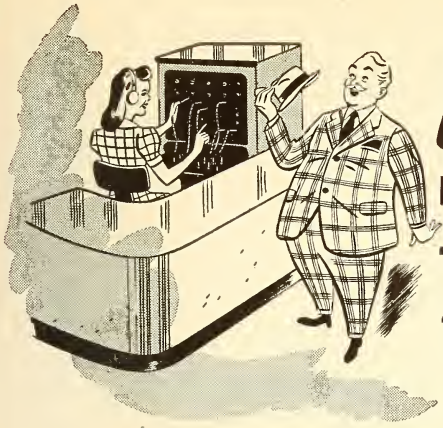
Address: Academy Bldg.
Phone Number: 7-9477-8
(Transmitter)

Transmitter Location: So. Somerset, Mass.
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Newspaper Affiliation: Fall River Herald News
Transcription Service: Lang-Worth, Thesaurus
Representative: Headley Reed Co., Bertha Bannon

Membership: NAB, BMB

Personnel

President-Gen. Mgr.: Melvin Lahr
Sales Manager: John Harrington
Sales Promotion Manager: John Crowley
Program Director: Angus Bailey
Publicity Director: John Crowley
Chief Engineer: John Pavao
Record M.C.: Wallace O'Hara



DIAL 850, Sir

**FOR A DIRECT WIRE
TO NEW ENGLAND!**

THAT'S WHDH

New England's Fastest-Growing Independent Station!

Acceptance isn't easily won. That's why it's smart to direct your sales talks to New Englanders over their own INDEPENDENT station. The WHDH policy of better programming, to suit New England tastes, guarantees enthusiastic acceptance for advertisers.



NEWS

SPORTS

MUSIC

EVERY HOUR ON THE HALF-HOUR

All news periods completely written and edited by Station's independent news staff.

Special news commentary daily by Ray Kierman, one of New England's foremost news analysts.

BASEBALL

American League Champions
Boston Red Sox

Boston Braves

FOOTBALL

Harvard and other
college games

Boston Yanks professional
games

HOCKEY

Boston Bruins

"MUSIC FOR BREAKFAST"

•

"CARNIVAL OF MUSIC"

•

"BACK BAY MATINEE"

•

*Three of Boston's
Leading Participation Shows*

•



Check Now For Availability

6 ST. JAMES AVE., BOSTON, MASS.

5000 WATTS . . . 850 ON THE DIAL

Represented by John Blair & Company

WEIM
FITCHBURG—EST. 1941
MUTUAL-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned By... Mitchell G. Meyers,
 Ruben E. Aronheim, Milton H. Meyers
 Owned-Operated By... Radio Station WEIM, Inc.
 Address... 717 Main Street
 Phone Numbers... Fitchburg 1600-1
 Transmitter Location... Summer St.
 Time on the Air... 6:45 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 New Service... AP
 Transcription Service... Lang-Worth
 Membership... NAB, BMB

Personnel

Operating Partner... Milton H. Meyers
 Gen. Mgr.-Station Mgr.-
 Sales Manager... Earle G. Clement
 Program Dir.-Chief Announcer... Dick Tucker
 Chief Engineer... Ted Kalin
 Record M.C.'s... Dick Tucker, Ed Johnson

WHOB

GARDNER—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... The Gardner
 Broadcasting Co.
 Address... Colonial Hotel
 Phone Number... Gardner 1490
 Transmitter Location... 1 mile from center of
 town on Green St.
 Time on the Air... 7 a.m. to 11:30 p.m.;
 Sunday: 8 a.m. to 11:30 p.m.
 News Service... AP
 Transcription Service... NBC Thesaurus, SESAC
 Representative... William G. Rambeau Co.
 Membership... NAB, BMB

Personnel

President... David M. Richman
 General Manager... J. Gordon Keyworth
 Sales Promotion Manager... Henry E. Gendron
 Program Director... Robert E. Fuller
 Commercial Rep... Henry E. Gendron
 Chief Engineer... James Drake
 News Editor... Hugh McCoy

WHAI

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... Unlimited
 News Service... AP
 Transcription Service... NBC Thesaurus
 Representative... Burn-Smith Co., Inc.
 Membership... NAB, BMB

Personnel

President... John W. Haigis
 Gen. Mgr.-Station Mgr... James L. Spates
 Sales Mgr.- Sales Promotion
 Manager... Horace W. Nichols
 Program Director... John W. Haigis, Jr.
 Publicity Director... Graydon Spragg
 Musical Director... Fred Grebe
 Chief Engineer... Lee Wheeler

WHAV

HAVERHILL—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Haverhill Gazette Co.

Personnel

General Manager... John T. Russ
 Commercial Manager... James Dunbar
 Program Manager... L. Taylor
 Chief Engineer... Herbert W. Brown

WHYN

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Hampden-Hampshire
 Corporation
 Address... 180 High St.
 Phone Numbers... 8238, 8239
 Studio Addresses... 180 High St., Holyoke;
 Canal St., South Hadley Falls; Nonotuck
 Bldg., Northampton
 Transmitter Location... South Hadley Falls, Mass.
 Time on the Air... 7 a.m. to 12 midnight
 Newspaper Affiliation... The Holyoke-
 Transcript, The Hampshire Gazette
 News Service... UP
 Transcription Service... World, Associated
 Membership... NAB, BMB

Personnel

President... William Dwight
 General Manager... Charles N. De Rose
 Sales Manager... Patrick J. Montague
 Program Dir.-Publicity Dir... Jay Heitin
 Chief Engineer... Thomas Humphrey

W L A W

LAWRENCE—EST. 1937

ABC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Hildreth & Rogers
Company

Address.....278 Essex Street
Phone Number.....Lawrence 4107

Studio Address.....278 Essex St., Lawrence;
Fairburn Bldg., Lowell

Transmitter Location.....River Road,
Andover, Mass.

Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....Eagle-Tribune

News Service.....UP
Transcription Service.. Standard Radio & World

Representative.....Weed & Company
Membership.....NAB, BMB

Personnel

Pres. & Treas.....Irving E. Rogers
Gen. Mgr.-Station Mgr....Harold B. Morrill
Sales Manager.....David M. Kimel
Sales Promotion Mgr.....Fred A. Sullivan
Program Director.....James T. Mahoney
Chief Engineer.....George W. Hinckley
Record M.C.....Robert B. Moore

W L L H

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ..Merrimac Broadcasting
Co., Inc.

Business Address 39 Kearney Square, Lowell
Phone Numbers.....Lowell 8715;
Lawrence 2-2148

Transmitter Location: 39 Kearney Square,
Lowell; Cregg Building, Lawrence

Time on the Air.....6:30 a.m. to 12 midnight
News Service.....AP

Transcription Service: Associated Music Pub-
lishers

Representative.....Edward Petry & Co., Inc.
Membership.....BMB

Personnel

President.....A. S. Moffat
Vice-President.....Gerald Harrison
Station Manager.....Dana W. Fitzgerald
Sales Manager.....Haskell Bloomberg
Program Director.....Tom Clayton
Production Manager.....Dana W. Fitzgerald
Chief Engineer.....Anthony G. Michaels

**With 50,000 watts
NEW ENGLAND'S
Best Radio Buy!**

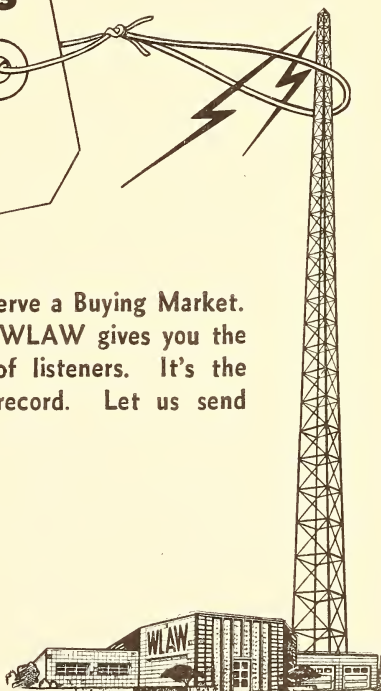
Tagged to serve a Buying Market.
With a jump from 5000 to 50,000 watts, WLAW gives you the vital New England market with millions of listeners. It's the logical choice to strengthen your sales record. Let us send you coverage facts.

W L A W

LAWRENCE, MASS.

ON 680 KILOCYCLES

Represented Nationally by WEED & CO.



W N B H

NEW BEDFORD—EST. 1921

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Bristol Broadcasting
 Co., Inc.
 Business Address.....588 Pleasant
 Phone Number.....8-5228
 Studio Address.....588 Pleasant Street
 Transmitter Location.....Crow Island,
 Fairhaven, Mass.
 Time on the Air.....7 a.m. to 11:15 p.m.
 Newspaper Affiliation.....New Bedford
 Standard Times
 News Service.....AP
 Transcription Service.....World
 Representative.....William G. Rambeau,
 Bertha Bannon
 Membership.....NAB, BMB

Personnel

President.....Basil Brewer
 General Manager.....James M. Patt
 Station Manager.....James M. Patt
 Sales Manager.....Theo. M. Healy
 Program Director.....Thos. J. Wertenbaker, Jr.
 Chief Engineer.....Arthur Deters
 Record M.C.....James Lanagan

W B R K

PITTSFIELD—EST. 1938

MUTUAL — YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Monroe B. England
 Address.....8 Bank Row
 Phone Number.....2-1553
 Transmitter Location.....1100 East St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

Owner.....Leon Podolsky
 President-Station Manager..Monroe B. England
 General Manager.....John Parsons
 Commercial Manager.....Robert H. Burbank
 Program Director.....John Lotas
 Chief Engineer.....Leonard Lavendol

W E S X

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: North Shore Broadcasting
 Company
 Business Address.....49-53 Washington St.
 Phone Number.....Salem 5670

Transmitter Location.Nagus Head, Marblehead
 Time on the Air.....7 a.m. to 11 p.m.
 Transcription Service.....World, Lang-Worth,
 Thesaurus
 Representative.....Bertha Bannon

Personnel

President.....Charles W. Phelan
 Gen. Mgr.-Station Mgr.....Edmund L. Phelan
 Sales Manager.....Robert Taylor
 Sales Promotion Manager.....John Shaw
 Production Manager.....William Hubbard
 Publicity Director.....Edward Meaney
 Musical Director.....Leonard Powers
 Chief Engineer.....Richard I. Hammond

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 Address.....Hotel Charles
 Phone Number.....7-1414
 Transmitter Location.....Pynchon Park
 Time on the Air.....6:30 a.m. to midnight;
 News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Edward Pety & Co.
 Membership.....NAB, BMB

Personnel

President.....A. S. Moffat
 Gen. Mgr.-Station Mgr.....Robert Donahue
 Sales Manager.....Robert M. Feldman
 Sales Promotion Mgr.-
 Program Director.....Turner Cook
 Chief Engineer.....Earle Hewinson
 Record M.C.....Paul Monson

W S P R

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc..Power: 1000 Watts, Day;
 500 Night
 Owned-Operated By.....WSPR, Inc.
 Address.....63 Chestnut Street
 Phone Number.....Springfield 6-2757
 Transmitter Location: Union St. and Palmer
 Ave., West Springfield, Mass.
 Time on the Air.....7 a.m. to 12:05 a.m.;
 Sundays: 8 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Langworth
 Representatives: Geo. P. Hollingbery & Co.;
 Bertha Bannon
 Membership.....NAB, BMB

Personnel

Pres.-Gen. Mgr. Quincy A. Brackett
 Vice-Pres.-Station Mgr. Milton W. Stoughton
 Sales Manager. William H. Burleigh
 Promotion Manager. Howard S. Keefe
 Program Director. Wayne H. Latham
 Chief Engineer. Lawrence A. Reilly
 Record M.C.'s. Charles F. A. Page,
 Edward V. Peck

W O C B

WEST YARMOUTH —EST. 1944

ABC-KBS

Frequency: 1240 Kc. Power: 250 W.
 Owned-Operated By
 Bristol Broadcasting Co., Inc.
 Business Address. South Sea Ave.,
 West Yarmouth, Mass.
 Phone Number. Hyannis 502
 Transmitter Location. South Sea Ave.,
 West Yarmouth, Mass.
 Representatives. Wm. G. Rambeau Co.

Personnel

Manager Don Sellers
 Chief Engineer. Everett Parker

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By. The Yankee Network,
 Inc.
 Address. 34 Mechanic St.
 Phone Number 2-5611
 Transmitter Location. Holden,
 Massachusetts
 Time on the Air: 6 a.m. to midnight; Sunday,
 8 a.m. to midnight
 News Service AP & INS
 Transcription Service. Associated Music
 Publishers and Standard
 Representative. Edward Petry & Co., Inc.

Personnel

President. William F. O'Neil
 Chairman of the Board and
 General Manager. John Shepard, 3rd
 Sales Manager. Linus Travers
 Station Manager. H. William Koster
 Sales Promotion Manager. Arthur Lathrop
 Chief Engineer Joseph Grabn

W O R C

WORCESTER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By. Alfred F. Kleindienst
 Address. 65 Elm Street
 Phone Number. 5-3101
 Transmitter Location. Auburn, Mass.
 Time on the Air. 7 a.m. to 12 midnight;
 News Service. INS
 Transcription Service Lang-Worth
 Representative. Weed & Co.

Personnel

Owner-Operator. Alfred F. Kleindienst
 Managing Director. Mildred P. Staton
 Musical Director. Maurice Diamond

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By. WTAG, Inc.
 Address. 18 Franklin St.
 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, Reuters
 Transcription Service WBS-AMP
 Representative. Paul H. Raymer Co.

Personnel

Executive Vice-President. E. E. Hill
 General Manager. Robert W. Booth
 Chief Engineer. Elliot A. Browning

W N E B

WORCESTER—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. New England
 Broadcasting Co.
 Address Park Building
 Phone Number 6-4672
 Time on the Air. Unlimited License
 News Service UP
 Transcription Service. NBC Thesaurus, Capitol
 Representative. Adam Young, Jr., Inc.
 (for Boston, Kettel-Carter)

Personnel

General Manager. John J. Hurley
 Business Manager. Paul C. Lytle
 Technical Supervisor. Kenneth B. Murray
 Commercial Manager. Leslie F. Smith
 Chief Engineer. Vernon P. Wilson



Showmanship... the first prerequisite of successful public contact—including broadcasting—is constantly evident in the skilled programming and exploitation of WWJ features. This combination of science and artistry has won outstanding audience loyalty for WWJ during the past 26 years . . . maintaining the leadership expected from the *first radio station in the nation!* A pioneer always, WWJ will be on the air this winter with television through its sister station, WWDT. Obviously advertisers can anticipate—and are assured—impressive results from sales messages which capitalize on WWJ's penetration of *America's 4th market!*



NEC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION — First in Detroit

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY THE DETROIT NEWS

MICHIGAN

Estimated Population 5,927,582—Radio Homes 1,577,008
Stations in State 42

W A B J

ADRIAN—EST. 1946

Frequency: 1500 Kc. Power: 250 w. d. only
Owned-Operated By... The Adrian Broad. Co.
Address... 111 E. Maumee St.
Phone Number... 1599
Transmitter Location... 2932 Treat Rd.
Time on the Air... Local sunrise to local sunset
News Service... UP
Transcription Service... Thesaurus

Personnel

Chief Executives... Gail D. Griner,
Alden M. Cooper
General Managers... Gail D. Griner,
Program Director... Alden M. Cooper
Chief Engineer... Gail D. Griner

Address... 106 E. Liberty Bldg.
Phone Number... 2-5517
Studio Address... Hutzel Bldg., Ann Arbor;
Unity Bldg., Ypsilanti
Transmitter Location... 1795 Maple Rd.
Time on the Air... Local sunrise to local sunset
News Service... AP
Transcription Service... Standard, World
Representative... Burn-Smith Co.
Membership... NAB, BMB

Personnel

Exec. Vice-President... Edward F. Baughn
General Manager... Edward F. Baughn
Sales Manager... Amherst H. Turner
Chief Engineer... George D. Stearns
Record MC... Bill Mazer

W A T Z

ALPENA—EST. 1946

MUTUAL—WOLVERINE—PAUL BUNYAN
KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Midwestern Broad. Co.
Address... Alpena
Phone Number... Alpena 1049
Studio Address... Michigan 32 West
Transmitter Location... Alpena Township
Time on the Air... 7 a.m. to 11 p.m.
News Service... AP
Representative... Hal Holman Co.

Personnel

President and Gen. Manager... Les Biederman
Station Manager... Drew McClay

W E L L

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Federated Publi-
cations, Inc.
Address... Michigan National Bank Bldg.
Phone Numbers... 5655; 7166
Transmitter Location... Michigan National
Bank Bldg.
Time on the Air... Unlimited license
News Service... AP
Newspaper Affiliation... Enquirer & News
Transcription Service... Lang-Worth, Standard
Representative... Burn-Smith Company, Inc.
Membership... NAB, BMB

Personnel

President... A. L. Miller
General Manager... Dan E. Jayne
Sales Manager... E. P. Mills, Jr.
Musical Director... Bruce O'Leary
Chief Engineer... Earl J. Stone

W P N A *

ALPENA

Frequency: 1340 Kc. Power: 250 Watts
Permittee... Alpena Broadcasting Corp.

*C.P.

W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 Kc. Power: 250 w. d. only
Owned-Operated By
Washtenaw Broadcasting Co., Inc.

W B C M

BAY CITY—EST. 1928

AMERICAN BROADCASTING CO.

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 LocationTuscola Road,
 Hampton Township
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service.....Lang-Worth, World
 RepresentativeGeorge P. Hollingbery
 MembershipBMB

Personnel

Representative....George P. Hollingbery Co.
 President.....Harley D. Peet
 General Manager.....H. A. Giesel
 Sales-Commercial Mgr.....H. A. Giesel
 Program Director.....Ralph H. Carpenter
 Publicity Director.....Frank E. Catto
 Musical Director.....Lionel H. DeRemer
 Chief Engineer.....Ralph H. Carpenter

W H F B

**BENTON HARBOR—ST. JOSEPH
 EST. 1946**

Frequency: 1060 Kc....Power: 1000 w. d. only
 Owned-Operated By...Palladium Publishing Co.
 Address.....65 Wall St.
 Phone Number.....Benton Harbor 8141
 Transmitter Location.....Fairplane Ave.
 Time on the Air.....Limited
 Newspaper Affiliation...The News-Palladium
 (Benton Harbor) The Herald Press (St. Joseph)
 News ServiceAP
 MembershipNAB

Personnel

President-OwnerStanley R. Banyon
 General Manager.....Jacob P. Scherer

W A T T

**CADILLAC—EST. 1945
 MUTUAL—WOLVERINE—KBS—
 PAUL BUNYAN**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated ByMidwestern
 Broadcasting Co.
 Business Address.....P. O. Box 219
 Phone Number.....Cadillac 1270
 Studio Address.....U. S. 131 South
 Transmitter Location....Clam Lake Township
 Time on Air.....7 a.m. to 11 p.m.
 News ServiceAP
 RepresentativeHal Holman Co.
 Membership.....NAB, BMB

Personnel

President-General Manager...Les Biederman
 Station Manager.....Richard H. Wolgast

W H D F

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Upper Michigan Broad-
 casting Co.
 Business Address.....Community Bldg.,
 Houghton, Mich.
 Phone NumberHoughton 1
 Studio Address.....515 Scott St.
 Transmitter Location....Laurium, Michigan
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation...Daily Mining Gazette
 Transcription ServiceWorld
 News ServiceAP
 Representative.....Sears & Ayer
 Membership.....NAB, BMB

Personnel

Exec. Vice-President.....John W. Rice
 Station Manager.....Albert W. Payne
 Program Director.....Earl Norden
 Chief Engineer.....George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...James F. Hopkins, Inc.
 Address.....6559 Hamilton Avenue
 Phone Number.....Trinity 2-2000
 Transmitter Location....15555 Woodrow Wil-
 son Avenue
 Time on the Air.....24 hours a day
 News ServiceAP
 Transcription Service.....Thesaurus;
 World and Standard
 Representatives.....Forjoe & Company,
 Hal Holman

Personnel

President-Station Manager...James F. Hopkins
 Commercial Manager.....George Millar
 Program Director.....Sybil Krieghoir
 Promotion Manager.....N. W. Hopkins
 Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Booth Radio Stations, Inc.
 Address.....600 Buhl Bldg.
 Phone Numbers..Cadillac 7600, Randolph 0220
 Transmitter Locations.....Boulevard Bldg.
 Time on the Air.....24 hours
 News Service.....**AP**
 Transcription Service.....World
 Representative.....Burn-Smith Co.

Personnel

President.....John Lord Booth
 General Manager.....John Lord Booth
 Station Manager.....Hugh M. Gray
 Sales Manager.....Eric V. Hay
 Sales Promotion Manager.....Eric V. Hay
 Program Director.....Herbert Mertz
 Production Manager.....Viola Smith
 Publicity Director.....Henry LoPrete
 Chief Announcer.....George Kendall
 Musical Director.....Herbert Mertz
 Chief Engineer.....Edward H. Clark
 Record MC.....Mel Jerome

**For the best
 in human interest
 news . . .**

AP

CLINCH *your coverage
 of the vital*

**DETROIT
 MARKET**

with **W J B K**

250 Watts . . . 24 Hours a Day

**it takes
more
than
a**

**SHARP
PENCIL**

to make a LOW RATE

IT TAKES COVERAGE! On, and bounded by Lake Erie, Lake Huron and the Detroit River, CKLW beams its 5,000 watt clear channel signal via the water route to a 10,000,000 population area with a buying power second to none in America. This power, plus our middle-of-the-dial frequency—800 kc.—coupled with the lowest rate of any major station in this market, makes CKLW your No. 1 buy!

in the DETROIT-WINDSOR area, it's

5,000 WATTS
DAY & NIGHT
at 800 KC.

CKLW

MUTUAL
and CBC
SYSTEM

Adam J. Young, Jr., New York Rep. • H. M. Stovin, Toronto Rep.

J. E. Campeau, Vice-Pres. and General Manager

CKLW

DETROIT-WINDSOR—EST. 1932

MUTUAL (U.S.A.)
CBC (CANADA)

Frequency: 800 Kc. Power: 5000 Watts
Owned By: Western Ontario Broad. Co., Ltd.
Operated By: Western Ontario Broadcasting
Co., Ltd., Windsor; Essex Broadcasters, Inc.,
Detroit

Addresses: Guaranty Trust Bldg., Windsor;
Union Guardian Bldg., Detroit, Mich.

Phone Numbers: 4-1155 (Windsor) Cadillac
7200 (Detroit)

Transmitter Location: Highway 3—6 miles from
Windsor in Essex County

Time on the Air: 5:30 a.m. to 4 p.m.

News Service: UP, PN, BUP

Transcription Service: World Broadcasting
System; United T. S.; Standard

Representative: H. N. Stovin & Co. (Canada);
Adam J. Young, Inc. (U.S.A.)

Membership: NAB, BMB

Personnel

President: Malcolm G. Campbell
Vice-Pres. and General Mgr.: J. E. Campeau
Station Manager: W. J. Carter
Sales-Commercial Mgr.: Richard E. Jones
Sales Promotion-Merchandising

Manager: Barbara MacFarland
Program Director: S. Campbell Ritchie
Production Manager: S. Campbell Ritchie
Publicity Director: F. Darling
Musical Director: Gord. Fleming
Chief Engineer: W. J. Carter
Record MC: Larry Gentile

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc. Power: 50000 Watts
Owned-Operated By: WJR, The Goodwill
Station, Inc.

Address: 2100 Fisher Building
Phone Number: Madison 4440

Transmitter Location: Route 2, Wyandotte,
Mich.

Time on the Air: 5 a.m. to 1 a.m., daily;
Sundays, 8 a.m. to 1 a.m.

News Service: AP, INS & UP

Transcription Service: World Broadcasting
System, Standard Radio, Lang-Worth, NBC
Thesaurus

Representative: Edward Petry & Co., Inc.
Membership: NAB

Personnel

President: George A. Richards
Asst. to Pres.: Harry Wismer
General Manager: Owen F. Uridge
Sales Manager: Charles G. Burke

Sales Promotion Manager: Robert F. Anthony
Program Director: Worth Kramer
Production Manager: Norman L. White
Publicity Director: Robert F. Anthony
Chief Engineer: George F. Leydori
Record MC's: Ross Mulholland, Toby David

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts

Owned-Operated By: Evening News Association
Business Address: 630 W. Lafayette Ave.

Phone Number: Randolph 2000
Transmitter Location: 12700 W. 8 Mile Road,
Oak Park, Detroit, Michigan

Time on the Air: 5:30 A.M.-2 A.M.

Newspaper Affiliation: The Detroit News

News Service: UP, AP

Transcription Services: Standard

Representative: George P. Hollingbery Co.

Membership: NAB, BMB

Personnel

President: W. E. Scripps
General Manager: Harry Bannister
Station Manager: Edwin Wheeler
Gen. Sales Manager: Harry Betteridge
Gen. Program Manager: Melvin Wissman
Promotion Manager: Jane Albert
Publicity Director: Lanny Pittman
Musical Director: Mischa Kottler
Chief Engineer: E. J. Love
Record MC: Walter Bashan

(See Page 450)

WXYZ

DETROIT—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts

Owned-Operated By: The American Broad. Co.

Business Address: 1700 Stroh Building

Phone Number: Cherry 8321

Studio Address: 8415 East Jefferson Ave.

Transmitter Location: Joy Rd. and Greenfield

Time on the Air: 6:30 a.m. to 1 a.m.

News Service: UP and INS

Transcription Service: Lang-Worth, Standard

Membership: BMB

Personnel

General Manager: James G. Riddell
Station Manager: Jack McCarthy
Sales Manager: Harold Christian
Sales Promotion Mgr.: Wm. J. Hendricks, Jr.
Program Director: Jack McCarthy
Production Manager: John Pival
Chief Engineer: Charles Kotcher
Record MC: Eddie Chase, Hugh Holder

W K A R *

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
 Owned-Operated By...Michigan State College
 Address.....Campus, East Lansing
 Phone Number.....8-1511, ext. 600
 Studio Address.....Auditorium Building
 Transmitter Location.....Campus
 Time on the Air.....Full Daytime
 News Service.....AP
 Transcription Service.....Thesaurus

Personnel

General Mgr.-Station Mgr...Robert J. Coleman
 Program Supervisor.....Lawrence Frymire
 Production Manager.....J. Kenneth Richards
 Publicity Director.....Tom Waber
 Chief Engineer.....Norris E. Grover

**Non-Commercial Station*

W D B C

ESCANABA—EST. 1941

MUTUAL—KBS—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Delta Broadcasting
 Company
 Address.....First and Ludington Streets
 Phone Number.....787
 Transmitter Location....First and Ludington
 Time on the Air.....Full Daytime
 News Service.....UP

Personnel

General Manager.....Gordon H. Brozek

W B B C

FLINT—EST. 1946

MUTUAL

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Booth Radio Stations, Inc.
 Address.....600 Bihl Bldg., Detroit, Mich.
 Phone Number.....Randolph 0220
 Time on the Air.....6 a.m. to 12 mid.
 News Service.....AP
 Transcription Service.....World

Personnel

President-General Mgr.....John L. Booth
 Commercial Mgr.-Sales Mgr.....Eric V. Hay
 Production Manager.....Hugh M. Gray
 Chief Engineer.....Edward H. Clark

W F D F

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By...Flint Broadcasting Co.
 Address.....Mott Bldg.
 Business Office Studios..Mott Bldg., Flint, Mich.
 Phone Number.....2-7158
 Transmitter Location.....E. Bristol Road
 Time on the Air.....6 a.m. to midnight daily;
 Sundays: 8 a.m. to midnight

News Service.....AP
 Transcription Service.....Lang-Worth,
 Standard, Thesaurus, Capitol
 Representative.....Burn-Smith, Inc.
 Membership.....NAB, BMB

Personnel

President.....Howard M. Loeb
 General Mgr.-Station Mgr...Howard M. Loeb
 Sales Manager.....Fred S. Loeb
 Sales Promotion Mgr.....Jon R. McKinley
 Program Director.....Adrian R. Cooper
 Production Manager.....Elmer Knopf
 Publicity Director.....H. M. Loeb
 Chief Announcer.....Marvin Levey
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain
 Record MC.....Bill Magner

W M R P

FLINT EST. 1946

Frequency: 1510 Kc.....Power: 250 w. d. only
 Owned-Operated By.....Methodist Radio
 Parish, Inc.
 Address.....573 Mary St.
 Phone Number.....3-5112
 Transmitter Location.....3217 Lapeer Rd.
 Time on the Air.....Limited
 News Service.....UP
 Transcription Service.....Standard, Capitol

Personnel

Pres.-Owner-Chief Exec.....Daniel M. Robins
 General Mgr.-Station Mgr...William H. Morford
 Sales-Commercial Mgr.....John Koss
 Program Director.....Cedric Harger
 Production Manager.....R. Mark Ferris
 Chief Engineer.....Homer Blumerich

W T C B

FLINT—EST. 1947

NATIONAL BROADCASTING CO.

Frequency: 600 Kc.....Power: 1000 Watts
 Licensee.....Central Broadcasting Corp.

WJEF

GRAND RAPIDS—EST. 1945
CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Fetzer Broadcasting Co.
Business Address: P. O. Box 52
Phone Number: 6-8512
Studio Address: Pantlind Hotel
Transmitter Location: Pantlind Hotel
Time on the Air: 6:45 a.m. to 12:05 a.m.
News Service: AP
Transcription Service: Associated
Representative: Lewis H. Avery, Inc.

Personnel

Managing Director: John E. Fetzer
General Manager: Edward H. Bronson
Sales Manager: John W. O'Harrow
Chief Engineer: Carl E. Lee

WLA V

GRAND RAPIDS—EST. 1940
ABC—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Leonard A. Versluis
Address: Keeler Building, 6 Fountain St., N.E.
Phone Number: 6-5461
Transmitter Location: 6 Fountain St., N.E.
Time on the Air: 6:45 a.m. to midnight
News Service: UP
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra, Inc.
Membership: BMB

Personnel

Owner: Leonard A. Versluis
Station Manager: Hy M. Steed
Sales-Commercial Mgr.: Hy M. Steed
Program Director: Evelyn Moxon
Chief Engineer: Lee G. Stevens
Record MC: John C. Marshall

WOOD

GRAND RAPIDS—EST. 1928
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Address: 14th Floor Grand Rapids National Bank Building
Phone Number: 9-4211
Transmitter Location: 633 - 60th St.

Time on the Air: 17½ hours daily
News Service: UP
Transcription Service: Lang-Worth, World, SECAC
Representative: Paul H. Raymer Co.
Membership: BMB

Personnel

General Mgr.-Sales Mgr.: Stanley W. Barnett
Merchandising Manager: Paul F. Eichhorn
Program Director: Sandy Meek
Production Manager: Bob Smith
Publicity Director: Lenore Little
Chief Engineer: Fred W. Russell

WIKB

IRON MOUNTAIN—EST. 1946
MUTUAL

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan Wisconsin Broadcasting Co., Inc.
Address: Dickinson Hotel
Transmitter Location: West "C" St.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday: 7:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: World
Representative: The Walker Co.
Membership: NB, BMB

Personnel

President: William L. Johnson
General Mgr.-Station Mgr.: J. W. Huss
Sales Mgr.-Sales Promotion Mgr.: J. A. Marta
Program Director: Herb Michael
Production Manager: Don Ethier
Publicity Director: J. A. Marta
Chief Announcer: Don Ethier
Chief Engineer: Eugene Kaari

WJMS

IRONWOOD—EST. 1931
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address: 124 E. McLeod Ave.
Phone Numbers: 20 & 21
Transmitter Location: Cloverdale Dr.
Time on the Air: 6:30 a.m. to 11 p.m. daily; Sunday: 7:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: World
Representative: The Walker Co.
Membership: NAB, BMB

**YOU MAY BE ABLE TO LIFT
1836 POUNDS*—**



**BUT—YOU CAN'T “RAISE” WESTERN MICHIGAN
WITHOUT WKZO-WJEF!**

Everybody knows about the veritable *wall* of fading that keeps outside stations from “raising” much of an audience in Grand Rapids, Kalamazoo and Greater Western Michigan. But look at what a two-station *inside* com-

bination can do—WKZO at Kalamazoo, and WJEF at Grand Rapids! The following Hooper report figures (Spring, 1946) are the latest available as the Yearbook goes to press:

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo

	SETS IN USE	WJEF-WKZO	OTHER CBS	ALL ABC	ALL MBS	ALL NBC	ALL OTHERS	HOMES CALLED
8:00 AM—12 NOON (MON. thru FRI.)	17.5	34.0	11.2	22.5	6.2	24.0	2.1	6481
12:00 NOON—6:00 PM (MON. thru FRI.)	18.1	37.4	11.7	13.8	6.4	27.3	3.4	9798
6:00 PM—10:00 PM (SUN. thru SAT.)	29.5	37.3	6.7	11.0	6.7	36.9	1.4	18,161

If you are trying to cover Western Michigan with radio—or with any other medium—you deserve to know the *real facts* about the situation here. Our studies of this market are certain to be helpful. Call us—or Avery-Knodel, Inc.

*Thomas Topham did it in Derby, England, in 1741.

WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

Personnel

President.....William L. Johnson
 General Mgr.-Station Mgr.....J. W. Huss
 Sales Manager.....J. A. Marta
 Sales Promotion Manager.....J. A. Marta
 Program Director.....Herb Michael
 Production Manager.....Don Hoover
 Publicity Director.....J. A. Marta
 Chief Announcer.....Don Hoover
 Musical Director.....Laura Johnson
 Chief Engineer.....Arne Dahlbacka

W I B M

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WIBM, Inc.
 Address.....Hotel Hayes
 Phone Number.....6121
 Transmitter Location.....Hotel Hayes
 News Service.....AP
 Time on the Air.....6:45 a.m. to 11:30 p.m.
 Representative.....Forjoe & Company

Personnel

President.....Herman Radner
 V.-P. & General Manager.....Roy Radner
 Station-Commercial Manager...William Cizek
 Sales Promotion Mgr.....Warren Augustine
 Record M. C.....Jack Underwood
 Chief Engineer.....C. W. Wirtamen

W K Z O

KALAMAZOO—EST. 1923
EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fetzer Broad. Co.
 Business Address.....Burdick Hotel
 Phone Number.....3-1223
 Transmitter Location....Parchment, Michigan
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....World, Standard
 Representative.....Lewis H. Avery, Inc.
 Membership.....NAB, BMB

Personnel

Managing Director.....John E. Fetzer
 Sales Manager.....John W. O'Harrow
 Program Director.....Willis F. Dunbar
 Production Manager.....Harold Fitzgerald
 Publicity Director.....Leonard Colby
 Chief Announcer.....Marion Stutes
 Chief Engineer.....Carl E. Lee
 Record MC.....Harold Fitzgerald

W J I M

LANSING—EST. 1934

ABC—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....Bank of Lansing Bldg.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard, World
 Representative.....Broadcast Sales Co.
 Membership.....NAB

Personnel

Pres.-Gen. Mgr.-Station Mgr..Harold F. Gross
 Program Director.....Howard K. Finch
 Publicity Director.....Robert F. Innes
 Musical Director.....William Boyd
 Chief Engineer.....N. Stanley Ponte
 Record MC.....Warren Anderson

W M P C *

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Liberty Street
 Gospel 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 K L A

LUDINGTON—EST. 1944

MUTUAL—KEYSTONE—WOLVERINE

Frequency 1450.....Power 250 Watts
 Owned & Operated By..Ludington Broadcast-
 ing Co.
 Address.....Stearns Bldg.
 Phone.....842
 Transmitter Location.....E. Ludington Ave.
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Keystone
 Representatives....Joseph Hershey McGillvra
 Membership.....NAB

Personnel

Partners.. K. L. Ashbacker, Grant F. Ashbacker
 General Manager.....Karl L. Ashbacker
 Sales Promotion Manager.....Peter. A. Mars
 Chief Engineer.....N. Hale Blakely
 Sports Announcer and Special Events
 Joseph Michaels

W D M J

MARQUETTE—EST. 1931
MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: Lake Superior Broad-
 casting Co.
 Address146 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. 1934
MUTUAL—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Ashbacker Radio
 Corp.
 Business Address.....432 Apple Ave.
 Phone Number 26-051
 Studio Address.....432 Apple Ave.
 Transmitter Location...Forest & Crescent Sts.
 Time on the Air.....18 hours daily
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeJoseph Hershey McGilvra
 Membership NAB

Personnel

President-Owner.....Grant F. Ashbacker
 General Manager.....Leonard A. Anderson
 Sales Manager.....Fred W. Wagenvoord
 Program Director.....Howard Hoffman
 Publicity Director.....Fred W. Wagenvoord
 Chief Engineer.....Stephen Garcia

W M U S

MUSKEGON—EST. 1946

Frequency: 1090 Kc.....Power: 1000 w. d. only
 Owned-Operated By.....Greater Muskegon
 Broadcasters, Inc.
 Address.....1769 Peck St.
 Phone Number25-414
 Transmitter Location.....Giles Rd.

Time on the Air.....Daytime
 News ServiceAP
 Transcription Service.....NBC Thesaurus,
 Associated
 Representative.....Howard H. Wilson Co.
 Membership NAB

Personnel

President-Gen. Manager...William C. Wester
 Sales Promotion Mgr....Clinton W. Raymond
 Program Director.....John Marshall
 Production Manager.....Clinton W. Raymond
 Chief Announcer.....Ed Kihn
 Musical Director.....Charles Bird
 Chief Engineer.....N. L. Kessler

W M B N

PETOSKEY—EST. 1946

MUTUAL—WOLVERINE—PAUL BUNYAN
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Midwestern Broad. Co.
 Address.....Anderson Bldg., Traverse
 City, Mich.
 Phone Number.....Traverse City 1150
 Studio Address.....U.S. 131 South
 Transmitter Location...Bear Creek Township
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP
 RepresentativeHal Holman Co.

Personnel

President-General Mgr.....Les Biederman
 Station Manager.....R. E. Detwiler

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, Pontiac, Michigan
 Time on the Air: Local sunrise to local sunset
 News ServiceINS and AP
 Transcription Service.....Standard
 Representatives.....John E. Pearson Co.
 MembershipBMB

Personnel

President and General
 ManagerH. Y. Levinson

W H L S

PORT HURON—EST. 1938
MUTUAL BROADCASTING SYSTEM
WOLVERINE—KBS

MICHIGAN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Fort Huron Broadcasting
Co.
Address 932 Military St.
Phone Number.....2-3151
Transmitter Location...32nd St. and Lapeer
Time on the Air.....7 a.m. to Midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Gene Grant & Co.

Personnel

President-Station Manager..Harmon L. Stevens
Sales-Commercial Manager...Robert L. Mackin
Chief Engineer.....Leslie C. Conant

Program Director.....Robert P. Ritter
Publicity Director.....Lee Chetek
Musical Director.....Fred Krell
Chief Engineer.....Harold McCullen
Record MC.....Fred Krell

(CALL LETTERS TO BE ASSIGNED)
SAGINAW*

Frequency: 1210 Kc.....Power: 1000 Watts
Permittee.....Lake Huron Broadcasting Co.

*C.P.

WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Royal Oak Broad. Co.
Address..... 212 West Sixth Street
Phone NumbersElmhurst 6523-4,
Royal Oak 0315
Transmitter Location.....2201 Woodward
Heights B'vd., Ferndale, Michigan
Time on the Air.....24 hours daily
News Service.....INS, AP
Membership NAB

Personnel

PresidentGeorge B. Hartick
Station Mgr.-Sales Mgr.....Ellis C. Thompson
Program Director.....Kirk Knight
Chief Announcer.....Gordon Sparks
Chief Engineer.....Jerome Steadley

WSOO

SAULT STE. MARIE—EST. 1939

ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc....Power: 250 d.; 100 n.
Owned-Operated By.....Hiawathaland
Broadcasting Co.
Address107 West Portage Avenue
Phone Number3000
Transmitter LocationU. S. Highway No. 2
Time on the Air.....6:45 a.m. to 11:45 p.m.
Newspaper AffiliationSault Ste.
Marie Evening News
News Service.....AP
Transcription Service..Standard Radio, SESAC

Personnel

President and Gen. Mgr.....Stanley R. Pratt
Sales-Commercial Manager.....R. Y. Burnett
Chief Announcer, Record M. C....Ray Ulbrich
Chief Engineer.....E. Kaari

WSAM

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Saginaw Broadcasting
Co.
Address..... 610 Eddy Bldg.
Phone Number.....2-5109
Transmitter Location.....Bay & Weiss Sts.
Time on the Air.....6:30 a.m. to 12:05 a.m.;
Sunday, 8 a.m. to 12:05 a.m.
News Service.....INS
Transcription Service...Standard Radio, World
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr....Milton L. Greenebaum
Station and Comm. Mgr....Robert W. Phillips
Sales Promotion Mgr.....Lee Chetek

WTCM

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Midwestern Broad-
Casting Company
AddressAnderson Building
Phone NumberTraverse City 1150
Transmitter Location.....Elmwood Township
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Representative.....Hal Holman Co.
MembershipBMB

Personnel

President-General Manager...Les Biederman
Station Manager.....R. E. Detwiler
Program Director.....William H. Kiker
Chief Engineer.....Drew McClay



MAIN ENTRANCE Minneapolis-St. Paul MARKET

● Selecting the radio station to do your selling job in this market doesn't necessarily pose "The Lady or The Lion?" question, we know. And we'll readily admit that a side road sometimes can get you where you want to go ... even if it is the long way. But if you want to reach the rich retail market in the Minneapolis-St. Paul territory most effectively, KSTP is the right door ... the main entrance ... to fastest results. Programming and promotion combine to do the job you want done when you enter the Minneapolis—St. Paul Market through the main entrance ... KSTP!

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

MINNESOTA

Estimated Population 2,726,998—Radio Homes 686,021
Stations in State 24

KATE

ALBERT LEA—EST. 1937
AMERICAN BROADCASTING CO.

DAIRYLAND

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin
Broadcasting Company
Address332 So. Broadway
Phone Number2338
Transmitter Location.....332 So. Broadway
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....SESAC
RepresentativeJohn E. Pearson Co.

Personnel

President and Station Manager..E. L. Hayek
Assistant Station Mgr.....Warner C. Tidemann
Commercial Manager.....E. L. Hayek
Chief Engineer.....Lawrence Lawson

KBUN

BEEMIDJI—EST. 1946
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Bemidji Broadcasting
Co., Inc.
Address.....419½ Beltrami Ave.
Phone Number.....10
Transmitter Location.....Midway Drive
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President.....Harry F. Pihl
General Manager.....R. W. Bradford
Chief Engineer.....Dick Noble

KLIZ

BRAINERD—EST. 1946

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By Brainerd Broadcasting Co.
Address.....East Oak Street
Time on the Air.....Unlimited License
Representative....North Central Broad. System

Personnel

Pres. and Gen. Mgr.....E. Thomas O'Brien
Sales Manager.....Ralph Hegman, Jr.

KDAL

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned By...Red River Broadcasting Co., Inc.
Operated By.....Dalton LeMasurier
Address.....218 Bradley Building
Phone Number.....Melrose 2628
Transmitter Location....Foot of 63rd Ave. W.
Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to midnight
News Service.....AP
Transcription Service..Lang-Worth; Standard
RepresentativeAvery-Knodel, Inc.

Personnel

President-Gen. Manager...Dalton LeMasurier
Commercial Manager.....Odin S. Ramsland
Chief Engineer.....R. A. Dettman

WEBC

DULUTH—EST. 1924

NBC-ARROWHEAD NETWORK-
NORTHWEST NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Head of The Lakes
Broadcasting Co.
Address.....WEBC Bldg.
Phone Number.....Melrose 2873
Transmitter Location.....40th and Tower,
Superior, Wisc.
Time on the Air.....Unlimited License
News Service.....UP
Transcription Service..NBC Thesaurus, World,
Cole, SESAC
RepresentativeGeorge P. Hollingbery

Personnel

Station Manager.....Walter C. Bridges
Dir. of Operations.....H. E. Westmoreland
Chief Engineer.....William Lounsberry

KGDE

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By.....Fergus Radio Corp.
AddressFergus Falls
Phone Number.....3986
Transmitter Location.....Fergus Falls
Time on the Air.....Unlimited license
News Service.....AP

Personnel

Secretary-Treasurer.....Harold L. Dell
 General Manager.....Don L. Albertson
 Chief Announcer.....Milo Henry
 Record MC.....Clarence Thielman

W M F G

HIBBING—EST. 1935
NATIONAL BROADCASTING CO.
ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.

AddressAndroy Hotel
 Phone Number1150
 Transmitter Location.....Androy Hotel
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....Telegram
 Newspaper Affiliation.....Superior (Wis.)
 Telegram

News ServiceUP
 Representative.....George P. Hollingsbery Co.
 Membership.....NAB, BMB

Personnel

PresidentMorgan Murphy
 General Manager.....W. C. Bridges
 Station Mgr.-Sales Mgr.....H. S. Hyett
 Program Director.....Ruth E. Coe
 Publicity Director.....James McDougall
 Chief Engineer.....William Lounsbury

K Y S M

MANKATO—EST. 1938
NBC
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....F. B. Clements & Co.
 Address.....101 North 2nd Street
 Phone Number4673
 Transmitter Location...Belgrade Hill—North
 Mankato, Minn.

Time on the Air.....Unlimited
 News ServiceUP
 Transcription Service.....NBC, Thesaurus &
 Lang-Worth
 RepresentativeJohn E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....F. B. Clements
 General Manager.....John F. Meagher
 Program Director.....Bob Gardner
 Production Manager.....Jerry Deane
 Publicity Director.....Del Brudellie
 Chief Engineer.....James Houts
 Record MC.....Lloyd Grant

K M H L

MARSHALL—EST. 1946
MBS-GREAT NORTHERN BROADCASTING
SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...KMHL Broadcasting Co.
 Address.....1 mile E. of City, Highway 19
 Transmitter Location.....1 mile E. of City,
 Highway 19

Time on the Air.....6 a.m. to 12 mid.
 News ServiceUP
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Pres.-OwnerHarry W. Linder
 Vice-President.....H. Willard Linder
 Manager.....Gilmore F. Frayseth
 Chief Engineer.....Corwin Ost

K U O M *

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 w. d. only
 Owned-Operated By...University of Minnesota
 Address.....Eddy Hall, Main Campus,
 University of Minn.

Phone Number...Main 8177, Ext. 419 or 6322
 Transmitter Location.....North Cleveland
 Avenue & Roselawn, St. Paul
 Time on the Air.....10:30 a.m. to local sunset
 News ServiceAP

Personnel

Program Director.....Kenn R. Barry
 Production Manager.....Ruth Swanson
 Chief Announcer.....Robert Boyle
 Musical Director.....Paul Brissey
 Chief Engineer.....Berten Holmberg

**Non-Commercial Station*

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.

Business Address.....625 Second Avenue So.
 Phone Number.....Main 1202
 Studio Addresses: 625 Second Avenue So.,
 Minneapolis, Minn.; Hamm Bldg., St. Paul 2
 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
 Membership.....NAB, BMB

Personnel

Station Manager.....A. E. Joscelyn
 Commercial Manager.....Tom Dawson
 Sales Promotion Manager.....Carl Ward
 Program Director.....Eugene Wilkey
 Production Manager.....E. W. Ziebarth
 Publicity Director.....Carl Ward
 Musical Director.....Wallace Olson
 News Editor & Special Events
 Director.....S'g Mickelson
 Chief Engineer.....J. J. Belourgy

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923
 Frequency: 1130 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Twin Cities Broad-
 casting Corp.
 Address.....Nicollet Hotel
 Phone Number.....ERidgeport 2271 (Mpls.);
 Midway 6363 (St. Paul)
 Transmitter Location..Wayzata Pk., 5 miles W.
 of City
 Time on the Air.....6 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Lewis H. Avery
 Membership.....NAB, BMB

Personnel

President.....Charles T. Stuart
 Station Manager.....Melvin Drake
 Sales Promotion Mgr.....Vic Williams
 Program Director.....Ken Crane
 Publicity Director.....Craig Campbell
 Chief Engineer.....Charles Winkler

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Independent Merchants
 Broadcasting Co.
 Business Address.....1730 Hennepin Ave.
 Phone Numbers.....Atlantic 0406 (Mpls.);
 Midway 4043 (St. Paul)
 Studio Address...1730 Hennepin Ave., Mpls.
 Transmitter Location.....1730 Davern, St. Paul
 Time on the Air.....24 hours daily
 News Service.....INS, UP
 Transcription Service.....Standard
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

Owner & Chief Exec.....Ralph L. Atlass
 General Manager.....Norman Boggs
 Sales Manager.....Norman Boggs

Chief Announcer.....Robert Bouchier
 Musical Director.....Verne Rooney
 Chief Engineer (Studio).....Gene Brautigam
 (Transmitter).....Wallace Miller
 Record MC.....Glen Harris

W T C N

MINNEAPOLIS—EST. 1934
 ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Operated By...Minnesota Broadcasting Corp.
 Owned By.....Minnesota Tribune Co.,
 St. Paul Pioneer Press
 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 midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers & Langworth
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....B. H. Ridder
 General Manager.....F. Van Konynenburg
 Sales Manager.....Robert Ekstrum
 Sales Promotion Mgr.....Cliff J. Rian
 Program Director.....Judy Bryson
 Production Manager.....Max Karl
 Musical Director.....William E. Metchnek
 Chief Engineer.....John M. Sherman
 Record MC.....Marv Conn, Jim Boysen

K V O X

MOORHEAD—EST. 1937
 MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...KVOX Broad. Co., Inc.
 Address.....Wright Bldg.
 Phone Number.....3-1523
 Transmitter Location..14th St. and 12th Ave.,
 South
 Time on the Air.....6 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....SESAC
 Representatives: North Central Broadcasting
 System
 Membership.....NAB, BMB

Personnel

President.....David C. Shepard
 General Mgr.-Station Mgr.....M. M. Marget

Sales Manager.....Arv Johnson
 Sales Promotion Mgr.....Wm. Hurley
 Program Director.....Ken Hollis
 Publicity Director.....Wm. Hurley
 Chief Announcer.....Earl Warren
 Musical Director.....Arv Johnson
 Chief Engineer.....Harry Vose
 Record MC.....Sterling Kuhlmeier

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
 Transmitter Location.....St. Olaf College
 Time on the Air.....Shares Time
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NAEB, BMB

Personnel

Operations Director.....Milford C. Jensen
 Promotional Director.....Martin Hegland
 Program Director.....David Johnson
 Publicity Director.....Rueben Monson
 Chief Announcer.....Bill Lundquist
 Program Asst. in Music.....Melba Sands
 Chief Engineer.....Milford C. Jensen

**Non-Commercial Station*

KROC

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Minnesota
 Broadcasting Co.
 Address.....100 First Ave. Building
 Phone Number.....3924-5
 Transmitter Location.....Highway 14, 2 miles
 N. of Rochester
 Time on the Air.....5:30 a.m. to 12 midnight;
 Sunday: 6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President.....Mrs. G. P. Gentling
 General Manager.....Maxine Jacobs
 Sales Manager.....G. David Gentling
 Sales Promotion Mgr.....Walter Bruzek
 Chief Engineer.....Fred C. Clarke
 Record MC.....Bernard N. Lusk

KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publishing Co.
 Address.....20 Sixth Ave., North St. Cloud
 Phone Number.....3330, 3331
 Studio Address.....Weber Bldg.
 Transmitter Location.....Washington Memorial
 Dr. & 16th St. on Highway 15
 Time on the Air.....6 a.m. to midnight;
 Newspaper Affiliation...St. Cloud Daily Times
 News Service.....AP
 Transcription Service...NBC Thesaurus, Lang-
 Worth
 Regional Sales Office.....KSTP, Radio City,
 Minneapolis
 Membership.....NAB, BMB

Personnel

President.....Fred Schilplin
 General Manager.....Frederick C. Schilplin
 Program Director.....Patricia Pattison
 Publicity Director.....Patricia Pattison
 Chief Engineer.....Robert Witschen
 Record MC.....Bob Wayne

KSTP

ST. PAUL—MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
 Owned-Operated By.....KSTP, Inc.
 Address.....Hotel Saint Paul (St. Paul),
 Radio City (Minneapolis)
 Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air.....5 a.m. to 2 a.m.
 News Service.....AP, UP
 Radio News Association
 Transcription Service.....NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative.....Edward Petry & Company
 Membership.....NAB, BMB

Personnel

President.....Stanley E. Hubbard
 General Manager.....Stanley E. Hubbard
 Vice-Pres. and Station Mgr...Kenneth M. Hance
 Sales Manager.....Miller C. Robertson
 Sales Promotion Mgr.....Sam Levitan
 Production Manager.....Brooks Henderson
 Publicity Director.....Sam Levitan
 Farm Director.....Gary Wiegand
 Musical Director.....Leonard L. Leigh
 Chief Engineer.....John N. Fricker

(See Page 462)

W M I N

**ST. PAUL & MINNEAPOLIS
EST. 1936**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By....WMIN Broadcasting
Company

Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number.....Nestor 6501
Transmitter Location.....1287 St. Anthony Ave.
Time on the Air.....12:05 a.m.;
Sunday: 7:30 a.m. to 12:05 a.m.

News Service.....AP
Transcription Service.....Standard Radio
Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President.....Edward Hoffman
General Manager.....Edward Hoffman
Asst. Gen. Manager.....Frank M. Devaney
Commercial Manager.....Charles Michaud
Program Director.....Robert E. A. Lee
Musical Director.....Helse Wächter
Chief Engineer.....Warren Fritze

K T R F *

THIEF RIVER FALLS—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Henry K. Arneson
Address.....P.O. Box 191
Phone Number.....13
Transmitter Location.....Thief River Falls
Time on the Air....7 a.m. to 11 p.m. (proposed)
News Service.....UP
Transcription Service.....NBC Thesaurus
Membership.....NAB

Personnel

President-Owner.....Henry K. Arneson
General Manager.....Henry K. Arneson
Station Manager.....Wallace J. Jorgenson
Sales Manager.....Alvin Christofferson
Publicity Director.....Henry K. Arneson
Musical Director.....Richard G. Biddick

*Construction Permit

W H L B

**VIRGINIA—EST. 1936
NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK**

Frequency 1400 Kc. Power: 250 Watts
Owned By.....Morgan Murphy
Operated By....Head of the Lckes Broad. Co.
Address....Radio Station WEBC, Duluth, Minn.
Phone Number.....Melrose 2873
Studio Address.....WHLB, Virginia, Minn.;
WEBC, Duluth, Minn.

Transmitter Location.....Virginia
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation...Missabi Daily News
Transcription Service.....SESAC
National Sales Office....George P. Hollingbery
Representative.....O. H. Peterson

Personnel

Owner.....Morgan Murphy
General Manager.....Walter C. Bridges
Chief Engineer.....Conrad Gabrielson

K W L M

**WILLMAR—EST. 1940
ABC**

**NORTH CENTRAL BROADCASTING SYSTEM
DAIRYLAND**

Frequency: 1340 Kc. Power: 250 Watts
Owned By.....Lakeland Broadcasting Co.
Operated By.....H. W. Linder
Address.....War Memorial Auditorium
Phone Number.....1340
Studio Address.....Willmar, Montevideo,
Redwood Falls, Minn.

Transmitter Location.....Willmar
Time on the Air.....18 hours daily
News Service.....UP
Transcription Service.....M. M. Cole
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....H. W. Linder
General Manager.....H. W. Linder
Program Director.....Ralph Shepard
Chief Engineer.....Clinton W. Knapp

K W N O

**WINONA—EST. 1938
ABC**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By....Winona Radio Service
Address.....216 Center St.
Phone Number.....3314-5
Transmitter Location.....West Sarnia St.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 7:30 a.m. to midnight

Newspaper.....Winona Republican Herald
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....M. H. White
Gen. Mgr.-Station Mgr.....L. L. McCurnin
Sales Promotion Mgr.....Gordon Clossway
Chief Engineer.....L. L. McCurnin

MISSISSIPPI

Estimated Population 2,166,339—Radio Homes 357,566
Stations in State 24

W R O X

CLARKSDALE—EST. 1943

MUTUAL—MID SOUTH

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By: Clarksdale Broadcasting Co.
Operated By: Birney Imes, Sr.
Business Address: WROX Building
Phone Number: 1566-7
Studio Address: WROX Building
Transmitter Location: 9/10 mile from Clarksdale

Time on the Air: 6:30 a.m. to 11 p.m.
Newspaper Affiliation: The Commercial Dispatch

News Service: AP
Transcription Service: World
Representative: Sears and Ayer, Inc.
Membership: NAB, BMB

Personnel

Pres.-Owner: Birney Imes, Sr.
General Manager: Bob McRaney
Station Manager: P. B. Hinman
Sales Manager: Howard Gurney
Program Director: Thomas Reardon
Chief Announcer: Mel Deschene
Musical Director: Mel Deschene
Chief Engineer: Cartley Tavel
Record MC: Mel Deschene

W C J U

COLUMBIA—EST. 1946

REBEL NETWORK—KEYSTONE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Forrest Broad. Co.
Address: 513 South Main St., P.O. Box 472
Phone Number: 755-6
Transmitter Location: Highway 24 West
Time on the Air: 6:30 a.m. to 11:05 p.m.
News Service: UP
Transcription Service: KBS
Representative: George P. Hillingbery Co.

Personnel

President: C. J. Wright
General Manager: Charles J. Wright, Jr.
Commercial Manager: Frank Hollifield
Chief Engineer: B. B. McLemore

W C B I

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM
MID-SOUTH NETWORK—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned & Operated By: Birney Imes, Jr.
Business Address: Gilmer Hotel
Phone Number: 1313
Studio Address: Gilmer Hotel; MSCW Campus
Transmitter Location: Foot of Main St. at Tombigbee River Bridge

Time on the Air: Unlimited
Newspaper Affiliation: Columbus Commercial Dispatch

News Service: AP
Transcription Service: World
Representative: Sears and Ayer, Inc.
Membership: NAB, BMB

Personnel

President-Owner: Birney Imes, Jr.
General Manager: Bob McRaney
Sales Manager: J. W. Eatherton
Sales Promotion Manager: Drew Shankie
Program Director: Charles Newman
Chief Announcer: Jack Dix
Chief Engineer: Holt Dyess

W C M A

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 kc. Power: 250 Watts
Owned-Operated By:

Corinth Broadcasting Co., Inc.
Address: Ray Building
Representative: Burn-Smith

Personnel

General Manager: Aaron B. Robinson
Commercial Manager: Wm. Bigley
Chief Engineer: W. M. Essary

W J P R

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Service Co., WJPR
Address: 107 So. Poplar St.
Phone Number: 1770-1
Transmitter Location: North on Highway No. 1

Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World, NBC Thesaurus
Representative: Sears & Ayer, Inc.
Membership: NAB, BMB

Personnel

General Manager... Emmet H. M. Murry, Jr.
 Station Manager... Emmet H. McMurry, Jr.
 Sales Manager... Frank W. Baldwin
 Sales Promotion Manager... Ben F. Rogers
 Program Director... Robert P. Thompson
 Production Manager... Ben F. Rogers
 Publicity Director... Robert P. Thompson
 Chief Announcer... Bill McHam
 Musical Director... Barbee Ashley
 Chief Engineer... Percy Lee Kuhn
 Record MC... Paul Artman

W G R M

GREENWOOD—EST. 1938

NBC—KBS

MISSISSIPPI STATE—TRIANGLE NETWORK
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... P. K. Ewing
 Address... 222 Howard Street
 Phone Numbers... 1900-1
 Transmitter Location... 2 miles N. of City
 Time on the Air... 6:30 a.m. to 11:05 p.m.
 News Service... AP
 Membership... NAB
 Transcription Service... Standard
 Representative... Wm. G. Rambeau

Personnel

President-Owner... P. K. Ewing
 Gen. Manager-Station Mgr... F. C. Ewing
 Program Director... Shelton Morgan
 Publicity Director... Grace Harris
 Chief Announcer... Van Power
 Musical Director... T. D. Shanks
 Chief Engineer... Bill Hand

W G C M

GULFPORT—EST. 1929

AMERICAN BROADCASTING CO.

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned and Operated By... WGCM, Inc
 Address... Hewes-Martin Bldg., P.O. Box 1032
 Phone Number... Gulfport 1110
 Studio Addresses... Hewes-Martin Bldg.
 (Gulfport)
 Transmitter Location... Arlington Heights
 Time on the Air... 6 a.m. to 11 p.m.
 Sundays: 7:55 a.m. to 10:30 p.m.
 News Service... AP
 Transcription Service... Standard, Keystone
 Membership... NAB, BMB

Personnel

General Manager... Hugh O. Jones
 Program Director-Production... C. E. Vann
 Chief Engineer... Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.

REBEL NETWORK—KBS

Frequency: 1430 Kc. Power: 250 Watts
 Owned-Operated By... Forrest Broadcasting Co.
 Address... 302 Hemphill St., P.O. Box 312
 Phone Number... 1866-67
 Transmitter Location... W. Seventh St. and 25th Ave.
 Time on the Air... 6:30 a.m. to 11:05 p.m.
 News Service... UP
 Transcription Service... World, Thesaurus
 Representative... Geo. P. Hollingbery Co.

Personnel

President... C. J. Wright
 General Mgr.-Station Mgr... C. J. Wright
 Chief Engineer... B. B. McLemore

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By... Lamar Life Insurance Company
 Address... P.O. Box 2171
 Phone Numbers... 2-1183 (Com'l Dept.), 2-2341 (Studios)
 Studio Address... Heidelberg Hotel
 Transmitter Location... U. S. Highway No. 51
 Time on the Air... Unlimited
 News Service... UP
 Transcription Service... NBC Thesaurus; Lang-Worth
 Representative... George P. Hollingbery

Personnel

General Manager... Wiley P. Harris
 Chief Engineer... Percy G. Root

W J Q S *

JACKSON—EST. 1946

CBS—MISSISSIPPI BROADCASTING CO.

Frequency: 1430 Kc. Power: 100 Watts
 Owned-Operated By... Mississippi Broadcasting Co., Inc.
 Address... Wathall Hotel
 Transmitter Location... Pleasant Ave.
 News Service... AP
 Transcription Service... Capitol

Personnel

President & Gen. Manager... Withers Gavin

*Construction Permit

WJXN

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
 Owned-Operated By..Ewing Broadcasting Co.
 Address.....1200 N. State St.
 Phone Number.....4-8871
 News Service.....INS
 Transcription Service.....Standard
 Representative.....William G. Rambeau Co.

Personnel

Owners.....F. C. Ewing, P. K. Ewing, Jr.
 General Manager.....Guy Corley
 Commercial Manager.....Ernest Watson
 Chief Engineer.....Murray Ellington

WSLI

JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Standard Life Broad-
 casting Co.

Address.....Robert E. Lee Hotel,
 P. O. Box 1847

Phone Number.....3-2783
 Transmitter Location.....Foot of High St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....G. W. Covington
 General Manager.....L. M. Sepaugh
 Commercial Manager.....F. E. Wikerson, Jr.
 Sales Promotion Manager.....M. B. Wray
 Program Director.....B. K. Smith
 Publicity Director.....Charlie Rawls
 Chief Engineer.....C. A. Perkins

WAML

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.

REBEL NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....New Laurel Radio
 Station, Inc.

Address.....535½ Central Ave.
 Phone Number.....288, 1575
 Transmitter Location.....Ellisville Blvd.
 Time on the Air.....6 a.m. to 11:05 p.m.;
 Sunday: 7:30 a.m. to 11:05 p.m.

News Service.....AP & UP
 Transcription Service.....World, SESAC, Keystone
 Representative.....George P. Hollingberry Co.

Personnel

President.....D. A. Matison
 General Manager.....Ward A. Coleman
 Commercial Manager.....M. M. Caver
 Chief Engineer.....Clyne Graves

WLAU

LAUREL—EST. 1946

MUTUAL

Frequency: 190 Kc.....Power: 250 Watts
 Owned-Operated By.....Scouthland Broad. Co.
 Address.....437½ N. Magnolia St.
 Phone Number.....420
 Transmitter Location.....East 19th St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB

Personnel

General Manager.....Hugh M. Smith
 Chief Engineer.....Lloyd Hilbun

WMBC

MACON—EST. 1946

MISSISSIPPI BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Mississippi Broadcasting
 Co.

Address.....Macon Hotel
 Transmitter Location.....Pearl St.
 News Service.....AP
 Transcription Service.....Capitol

Personnel

President-Gen. Manager.....Withers Gavin

WSKB

McCOMB—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McComb Broadcasting
 Corp.

Business Address.....Box 111
 Phone Number.....37
 Studio Address.....WSKB Bldg.
 Transmitter Location.....Pike County
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Cox & Tanz

Personnel

General and Commercial
 Manager.....George Blumenstock
 Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

MISSISSIPPI BROADCASTING CO.

Frequency: 910 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mississippi Broadcast-
 ing Co., Inc.

Address.....Threefoot Building
 Phone Number.....1042
 Transmitter Location.....Highway No. 45 North
 Time on the Air.....6 a.m. to 12:10 a.m.

News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard, Cole

Personnel

President-Gen. Manager.....Withers Gavin
 Program Director-Musical
 DirectorMrs. Withers Gavin

W M O X

MERIDIAN—EST. 1945

KBS

Frequency: 1240kc.....Power: 250 Watts
 Owned-Operated By.....Birney Imes Jr.
 Address.....23rd & Ninth Street
 Phone Number.....495
 Transmitter Location.....1 mile out
 Time on the Air.....Full Time Licence
 Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Bob McRaney
 Station Manager.....Gene Tibbett

W T O K

MERIDIAN—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated by

Meridian Broadcasting Co.

Address.....Citizens Nat'l Bank Bldg.
 Phone.....1570
 Transmitter Location...3rd Ave. and 20th St.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Langworth
 Representative.....Headley-Reed

Personnel

Pres. & Gen. Mgr.....Robert F. Wright
 Sales Commercial Mgr.....William B. Crooks
 Chief Engineer.....Joe Saxon

W M I S

NATCHEZ—EST. 1941

NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Natchez Broad. Co.
 Operated By.....P. K. Ewing, Jr.
 Address.....City Bank & Trust Co. Bldg.,
 497 Franklin St.

Phone Number.....580-1
 Transmitter Location...Highway No. 61, North
 Time on the Air.....6:55 a.m. to 11:05 a.m.
 News Service.....AP
 Representative.....Wm. G. Rambeau
 Membership.....NAB, BMB

Personnel

President.....P. K. Ewing
 General Manager.....P. K. Ewing, Jr.
 Commercial Manager.....Paul Schilling
 Record MC.....Bill Slatter

W E L O

TUPELO—EST. 1944

**MUTUAL BROADCASTING SYSTEM
 MID-SOUTH—KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....The Tupelo Broad. Co.
 Operated By.....Birney Imes, Jr.
 Business Address.....WELO Bldg.
 Phone.....908 & 1242
 Studio.....WELO Bldg.
 Transmitter Location.....Highway 45 South
 Time on the Air.....17 hours daily
 News Service.....AP
 Transcription.....World
 Representatives.....Sears & Ayers
 Membership.....NAB

Personnel

President.....Birney Imes, Jr.
 General Manager.....Bob McRaney
 Station Manager.....Bob Evans
 Chief Engineer.....LeRoy Greene

W Q B C

VICKSBURG—EST. 1931

ABC—KBS

Frequency: 1420 Kc...Power: 1000 Watts d.,
 500 Watts n.

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.....7 a.m. to 11:05 p.m.
 News Service.....AP
 Newspaper Affiliation...Vicksburg Evening
 Post, Vicksburg Morning Herald
 Transcription Service.....World Broadcasting
 Representative.....Sears & Ayer, Inc.

Personnel

President.....L. P. Cashman
 General Manager.....Mary Van Cashman
 Commercial Manager.....O. W. Jones
 Chief Engineer.....C. E. Drake

W D U E *

PHILADELPHIA

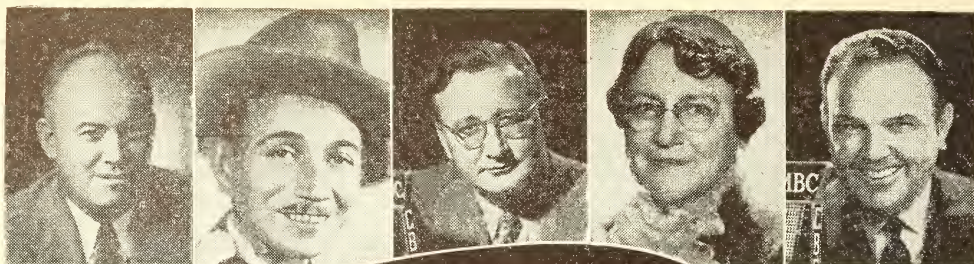
Frequency: 1490 Kc.....Power: 250 Watts
 Licensee.....Duke H. Thornton

*C.P.

(CALL LETTERS TO BE ASSIGNED)
YAZOO CITY*

Frequency: 1230 Kc.....Power: 250 Watts
 Permittee.....Barrier & Holmes

*C.P. (Was pending)



Many of radio's brightest stars
have had their beginning at

KMBC

OF KANSAS CITY

"the station with a network operation"

THESE AMBASSADORS HERE
of entertainment and information
are representative of KMBC's
great talent staff today which is
winning friends and influencing listeners
in the advertiser's behalf.



MISSOURI

Estimated Population 3,804,733—Radio Homes 979,536
Stations in State 26

K F U O*

CLAYTON—EST. 1924

Frequency: 850 Kc. Power: 5000 w. d. only
Owned-Operated By.....Lutheran Church
Missouri Synod
Address.....801 DeMun Ave., St. Louis, Mo.
Phone Number.....DELMar 3030-1
Transmitter Location.....Concorda Seminary
Campus
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....World

Personnel

Director.....Rev. Herman H. Hohenstein
Production Manager-Chief
Announcer.....Rev. Elmer Knoernschild
Chief Engineer.....Albert Wiese

*Non-Commercial Station

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3 miles north west of
Cape Girardeau on Highway No. 61
Time on the Air.....6:30 a.m. to 10 p.m.;
Sunday: 8 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Oscar C. Hirsch
General Manager.....Oscar C. Hirsch
Commercial Manager.....Ralph L. Hirsch
Sales Promotion Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn

K F R U

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141
Transmitter Location.....Hickman Hall,
Stephens College

Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....St. Louis Star-Times
News Service.....AP & UP
Transcription Service.....Lang-Worth
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Elzey Roberts
General Manager.....Mahlon R. Aldridge, Jr.
Station Manager.....Mahlon R. Aldridge, Jr.
Sales Promotion Mgr.....Mahlon R. Aldridge, Jr.
Program Director.....Harold Douglas
Chief Engineer.....Robert Haigh
Record MC.....Dave Allen

K H M O

HANNIBAL—EST. 1941

MUTUAL

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Courier Post Publish-
ing Co.
Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.
Time on the Air.....5:30 a.m. to 12 midnight;
Sundays: 6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC, World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

General Manager.....Wayne W. Cribb
Commercial Manager.....Wayne W. Cribb
Program Director.....U. S. Smith, Jr.
Publicity Director.....Mary Ann McNerney
Chief Engineer.....Ben Parrish
Record MC.....Carl Mukle

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Capital Broadcasting Co.
Address.....210 Monroe St.
Phone Number.....4000
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....News-Tribune Co.



**EXPANDED COVERAGE FOR
E - X - P - A - N - D - I - N - G
MID-AMERICA**

There's no doubt about it — Mid-America is growing. You see it in the expanding industrial areas — and in the prosperous agricultural sections.

KCMO IS GROWING, TOO! With 50,000 Watts Day, 10,000 Watts Night, at 810 kc, (nearing completion), your sales messages will reach every corner of this rich and expanding market.

KCMO

Basic ABC

• Kansas City 6, Mo.

JOHN E. PEARSON CO., National Representative

MISSOURI

News Service AP
 Transcription Service Lang-Worth
 Representative Sears & Ayer
 Membership BMB

Personnel

President R. C. Goshorn
 General Manager R. L. Rose
 Station Manager Ray Manning
 Commercial Manager R. L. Rose
 Sales Promotion Manager Ray Manning
 Program Director Paul Schrimpf
 Chief Announcer Paul Schrimpf
 Chief Engineer Harold White

K S W M

JOPLIN—EST. 1946
 CBS

Frequency: 1230 Kc. Power 250 Watts
 Owned-Operated By Air Time, Inc.
 Address Hotel Connor
 Phone Number 7260
 Transmitter Location 1928 West 13th
 Time on the Air 6:30 a.m. to 12 mid.
 News Service UP
 Transcription Service World
 Representative William G. Rambeau
 Membership NAB

Personnel

President-General Mgr. Austin A. Harrison
 Commercial Manager Warren D. Lowry
 Sales Manager Roger Page, Jr.
 Program Director Roger Page, Jr.
 Production Manager Noel Ball
 Chief Engineer Austin A. Harrison
 Record MC Noel Ball

W M B H

JOPLIN—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Joplin Broadcasting Co.
 Address... Frisco Bldg., Sixth and Main Sts.
 Phone Number 333
 Transmitter Location 1334 Roosevelt Ave.
 Time on the Air 18 hours daily,
 17 hours Sunday
 Newspaper Affiliation Joplin Globe
 Publishing Co.
 News Service AP
 Transcription Service... Thesaurus, Standard,
 M. M. Cole
 Representative Sears & Ayer
 Membership NAB, BMB

Personnel

Pres. & Gen. Mgr. D. J. Poynor
 Commercial Manager Abe Radunsky
 Sales Promotion Manager... Charles D. Blair
 Program Director Roy Wilson
 Publicity Director Charles D. Blair
 Chief Announcer Charles McIntire
 Musical Director Roy Wilson
 Chief Engineer Richard Meek

K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

K C M O

KANSAS CITY—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1460 Kc. (CP-810 Kc.)
 Power: 5030 d. (CP-50,000 d.)
 5000 n. (CP-10,000 n.)
 Owned-Operated By: KCMO Broadcasting
 Company
 Address 1515 Commerce Building
 Phone Number Victor 0900
 Transmitter Location... Hardesty & Washington
 Sts. (CP-Nashua, Mo.)
 Time on the Air 5 a.m. to 1 a.m.;
 Sunday, 7:30 a.m. to midnight
 News Service AP, UP
 Transcription Service... Lang-Worth, Standard
 Representative John E. Pearson Co.
 Membership NAB, BMB

Personnel

President T. L. Evans
 General Manager E. K. Hartenbower
 Asst. Manager C. E. Breazeal
 Commercial Manager C. E. Morrill
 Sales Promotion Manager F. C. Strawn
 Program Director S. B. Tremble
 Production Manager Kenneth Heady
 Publicity Director F. C. Strawn
 Chief Announcer Dal Stallard
 Musical Director Gene Moore
 Chief Engineer Karl Troeglen

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Midland Broad-
 casting Co.

MISSOURI

Address Pickwick Hotel
 Phone Number Harrison 2650
 Transmitter Location... 50th & Bellinder Road
 Time on the Air..... 5 a.m. to 12:05 a.m.
 Sundays: 7 a.m. to 12:05 a.m.
 News Service..... AP, UP, TP.
 Transcription Service..... World
 Representative Free & Peters, Inc.
 Membership..... NAB, BMB

Personnel

President..... Arthur B. Church
 General Manager..... Arthur B. Church
 Vice-Pres. and Managing
 Director Karl Koerper
 Vice-Pres. and Sales Director.. Sam H. Bennett
 Sales Promotion-Press Relations
 Director E. P. J. Shurick
 Program Director..... Roderick Cupp
 Production Manager..... Fran Heyser
 Director of Research... Dr. Charles Church, Jr.
 Director of Spec. Features... Gene W. Dennis
 Chief Announcer..... Lee Stewart
 Musical Director..... P. Hans Flath
 Chief Engineer..... A. R. Moler
 Studi Director..... Kenneth Krahl
 Artists Bureau..... James W. McConnell

(See Page 472)

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..... Unlimited
 Newspaper Affiliation... The Kansas City Star
 News Service..... AP
 Transcription Service..... Standard
 Representative... Edward Pety and Company

Personnel

President..... Earl McCollum
 Station Manager..... Dean Fitzer
 Program Director..... Harry J. Kaufmann
 Publicity Director..... Joe Stewart
 Chief Engineer..... Joseph Flaherty

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc... Power: 5000 d., 1000 n.

Owned-Operated By... The Pulitzer Publishing
 Company

Address..... 12th & Olive Sts.
 Phone Number..... Main 1111
 Transmitter Location..... 12th and Olive Sts.
 Time on the Air..... 5:30 a.m. to 1 a.m.;
 Sundays: 7 a.m. to 1 a.m.
 Newspaper Affiliation..... St. Louis Post-
 Dispatch
 News Service AP
 Transcription Service..... NBC Thesaurus,
 Lang-Worh
 Representative..... Free & Peters, Inc.
 Membership..... NAB, BMB

Personnel

President..... Joseph Pulitzer
 General Manager..... George M. Burbach
 Commercial Manager.... Edward W. Hamlin

(See Page 264)

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..... B'way & Logan St.
 Time on the Air..... 6 a.m. to midnight;
 Sunday, 7 a.m. to 12:15 a.m.
 News Service..... AP & UP
 Transcription Service..... World Broadcasting
 System
 Representative..... Paul H. Raymer Company
 Membership..... NAB, BMB

Personnel

President-Owner..... Robert T. Convey
 General Manager..... Robert T. Convey
 Station Director &
 Vice-President..... Ray E. Dady
 Commercial Manager &
 Vice-President..... V. E. Carmichael
 Sales Promotion..... T. E. Richter
 Program Director..... Russell C. Kaiser
 Production Manager..... John Traxler
 Publicity Director..... T. E. Richter
 Chief Engineer..... N. J. Zehr
 Record MC's..... Gil Newsome, Ed Wilson

K X O K

ST. LOUIS—EST. 1938

ABC

Frequency: 630 Kc..... Power: 5000 Watts
 Owned-Operated By..... Star-Times Pub. Co.

Address.....12th and Delmar Blvds.
 Phone Number.....CHestnut 3700
 Transmitter Location.....Eagle Park, Ill.;
 P.O. Box, Madison, Ill.
 Time on the Air.....5:30 a.m. to 1 a.m. daily;
 Sunday: 6 a.m. to 1 a.m.
 Newspaper Affiliation.....St. Louis Star-Times
 News Service.....AP, INS, UP, Reuters
 Transcription Service.....Associated Music
 Publishers; Standard Radio
 Representative.....John Blair & Company
 Membership.....NAB, BMB

Personnel

President-Owner.....E'zey Roberts
 General Mgr.-Station Mgr.....C. L. Thomas
 Commercial Manager.....V. N. Springgata
 Sales Promotion Mgr.....Foster H. Brown
 Program Director.....Elmer Muschany
 Production Manager.....Robert Holt
 Publicity Director.....Ralph J. Gentles
 Musical Director.....Emmett Schuster
 Chief Engineer.....Arthur Rekart
 Record MC.....Rush Hughes

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc....Power: 1000 w. d. only
 Owned-Operated By...The St. Louis University
 Address.....3642 Lindell Blvd.
 Phone Numbers.....FRanklin 5665-6-7
 Transmitter Location.....3642 Lindell Blvd.
 Time on the Air.....6 a.m. to local sunset
 News Service.....INS
 Transcription Service.....Standard Radio,
 Lang-Worth; World
 Representative.....John E. Pearson

Personnel

President.....Rev. Patrick J. Holloran, S. J.
 General Manager.....Nicholas Paqliara
 Sales Manager.....Leonard Frankel
 Program Director.....Don Lochner
 Production Manager.....Syl Binkin
 Publicity Director.....Clifford Lanctot
 Chief Announcer.....O. J. McQuigg
 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, 3601 Lindell Blvd.
 Phone Number.....Jefferson 8403

Transmitter Location.....Melbourne Hotel,
 3601 Lindell Blvd.
 Time on the Air.....7 a.m. to 11 p.m.;
 Saturdays: 7 a.m. to 2:30 a.m.; Sundays:
 8 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth, MacGregor
 Representative.....William G. Rambeau Co.
 Membership.....NAB

Personnel

President.....L. A. Benson
 Vice-Pres.-Gen. Mgr.....C. W. Benson
 Commercial Manager....Kenneth M. Parke
 Sales Promotion Manager..Robert L. Brockman
 Chief Engineer.....Edward Goodberlet
 Membership.....NAB, BMB

Personnel

President.....Earl McCollum
 Station Manager.....Dean Fitzer
 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
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr., Inc.

Personnel

President and Commercial
 Manager.....Donald Dwight Davis
 General Manager.....John T. Schilling

K W O C

POPLAR BLUFF—EST. 1938

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McCarthy-Tedrick-
 Wolpers
 Address.....1801 North Main St.
 Phone Number.....1310
 Transmitter Location.....1801 North Main St.
 Time on the Air.....7 a.m. to 10 p.m.;
 Sundays: 8 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....O. A. Tedrick
 General Manager.....Wm. R. Tedrick
 Sales-Production Mgr.....Byron Kearbey, Jr.
 Merchandising Manager..Thomas E. Hunnicutt
 Program Director.....James L. Haworth, Jr.
 Publicity Director.....Thomas E. Hunnicutt
 Chief Announcer.....Lionel D. Speidel
 Musical Director.....James L. Haworth, Jr.
 Chief Engineer.....Don M. Lidenton
 Record MC.....Thomas E. Hunnicutt

K F E Q
 ST. JOSEPH—EST. 1924

ABC—MUTUAL

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....KFEQ Building
 8th & Frederick Ave.
 Phone Number.....4-0813
 Transmitter Location.....Highway 7L
 Time on the Air. 5:45 a.m. to midnight daily; 7
 a.m. to midnight, Sunday
 Newspaper Affiliation.....The News Corp.
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Headley-Reed Company
 Membership.....BMB

Personnel

President.....Barton Pitts
 General Manager.....Barton Pitts
 Station Manager.....Barton Pitts
 Sales-Commercial Manager..Glen G. Griswold
 Sales Promotion Manager....J. Ted Branson
 Program Director.....H. H. Packard
 Production Manager.....Rollin Mabie
 Publicity Director.....J. Ted Branson
 Chief Announcer.....Dee D. Denver, Jr.
 Musical Director.....Constance Savage
 Record MC.....E. Carlton Schirmer
 Chief Engineer.....J. Wesley Kock

K R E S

ST. JOSEPH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Missouri Valley
 Broadcasting, Inc.
 Address.....113 So. 7th St., Commerce
 Loan Co. Bldg.

Phone Number.....46346
 Transmitter Location.....Highway 59
 Time on the Air.....6 a.m. to 12 mid.
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr.....Paul E. Roscoe
 Traffic Manager.....Dortha Killgore
 Commercial Manager.....J. J. Fitzgerald
 Sales Promotion Manager.....Paul E. Roscoe
 Program Director.....Edward A. Moore
 Production Manager.....Hank Henry
 Chief Announcer.....Joe Killgore
 Musical Director.....Minor Clites
 Chief Engineer.....Charles Wiesemann
 Record MC.....Hank Henry

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.
 Address.....401 South Twelfth Blvd.
 Phone Number.....Central 8240
 Transmitter Location....12 miles northeast of
 St. Louis
 Time on the Air.....5 a.m. to 1:30 a.m.;
 Sundays: 6 a.m. to 1:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

Owner.....Columbia Broad. System, Inc.
 General Manager.....Wendell B. Campbell
 Sales Manager.....Carter Ringlep
 Sales Promotion Mgr.....C. W. Doebler
 Program Director.....Jack Sexton
 Production Manager.....Blaine Cornwell
 Publicity Director.....Robert Hennessy
 Musical Director.....Seth Greiner
 Chief Engineer.....Louis Mc C. Young

K D R O

SEDALIA—EST. 1938

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

MISSOURI

Owned-Operated By.....Milton J. Hinlein
Address.....Broadway at State Fair Blvd.
Phone Numbers.....4004, 4005
Transmitter Location.....Broadway at State Fair Blvd.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President.....Milton J. Hinlein
General Mgr.-Station Mgr....Herbert Brandes
Commercial Manager.....William W. Davis
Sales Promotion Mgr.....Milton Hinlein
Program Director.....Maxine Fisher
Chief Engineers..Wayne Pash, Herbert Young

KGBX

SPRINGFIELD—EST. 1926

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.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Springfield Newspapers, Inc.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....George P. Hollingsberry Co.
Membership.....NAB

Personnel

President.....Tams Bixby, Jr.
General Manager.....J. Gordon Wardell
Commercial Manager.....J. Gordon Wardell
Sales Promotion Manager.....Vern Williams
Program Director.....Carl Fox
Production Manager.....Wilma McCollum
Publicity Director.....Dudley Morris
Chief Announcer.....Dudley Morris
Chief Engineer.....E. Dennis White
Record MC.....Ralph Reynolds

KTTS

SPRINGFIELD—EST. 1941

COLUMBIA

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Independent Broadcasting Co.

Address.....Chamber of Commerce Bldg.
Phone Number.....4303
Transmitter Location...Chamber of Commerce Bldg.

Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....World Broadcasting System, MacGregor. BMI

Representative.....Sears & Ayer, Inc.
Membership.....BMB

Personnel

President.....J. H. G. Cooper
General Manager.....G. Pearson Ward
Commercial Manager.....Bob Burke
Sales Promotion Manager..G. Pearson Ward
Program Director.....A. W. Smith
Musical Director.....Frank Shipe
Chief Engineer.....William F. Curry

KWTO

SPRINGFIELD—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By...Ozarks Broad. Co., Inc.
Address.....508 St. Louis St.

Phone Number.....1360
Transmitter Location.....South Fremont Rd.
Time on the Air.....5 a.m. to midnight;
Sunday: 6:30 a.m. to midnight

News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President-General Mgr.....R. D. Foster
Asst. Manager-Station Mgr...Leslie L. Kennon
Program Director.....William J. McCord
Production Manager.....William L. Ring
Chief Announcer.....Charles Seiferd
Musical Director.....Virgil Phillips
Chief Engineer.....Fritz Bauer

KWPM*

WEST PLAINS—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Robert Neathery

*Construction Permit.

MONTANA

Estimated Population 509,648—Radio Homes 131,509
Stations in State 15

KANA

ANACONDA—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Mosby's, Inc.
Address P.O. Box 727
Phone Number 136
Transmitter Location 1/2 miles E. of Anaconda
Time on the Air 7 a.m. to 12 midnight;
Sunday: 9 a.m. to 12 midnight
News Service UP
Transcription Service Lang-Worth
Representative Weed & Co.
Membership NAB

Personnel

President-Owner A. J. Mosby
General Manager Don Jones
Commercial Manager Robert Carroll
Program Director Marwood Patterson
Production Manager Barbara Nicholson
Chief Engineer Charles Currie

KBMY

BILLINGS—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Billings Broad. Co.
Address Box 1101
Phone Number 3838
Transmitter Location 1 mile W. of Billings
Time on the Air 6 a.m. to 12 mid.
News Service AP
Transcription Service Lang-Worth
Representative Homer Griffith Co., Inc.
Membership NAB

Personnel

President Robert E. Mulvaney
General Manager Franz J. Robischon
Commercial Traffic Mgr. George C. Martin
Program Director Charles du Bois
Chief Announcer Charles du Bois
Chief Engineer Richard E. Kaiser

KGHL

BILLINGS—EST. 1928

NBC

Frequency: 790 Kc. Power: 5000 Watts

Owned-Operated By Northwestern Auto Supply Co., Inc.
Address Fifth and North Broadway
Phone Number 2222
Transmitter Location 6 miles west of Billings
Time on the Air 6 a.m. to midnight;
Sundays, 7 a.m. to midnight
News Service UP
Transcription Service Standard, NBC
Thesaurus, World
Representative The Katz Agency
Membership NAB, BMB

Personnel

President C. O. Campbell
General Manager Ed Yocum
Station Manager M. V. Braunberger
Commercial Manager Ed Yocum
Sales Promotion June Leff
Program Director M. V. Braunberger
Production Manager E. E. Cooney
Publicity Director Marijean Isaac
Chief Announcer Harry Turner
Musical Director Harry Turner
Chief Engineer Jeff Kiichli

KRBM

BOZEMAN—EST. 1939

NBC—Z NET—PACIFIC NORTHWEST
BROADCASTERS

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 10:45 p.m.
News Service UP
Transcription Service Lang-Worth, Keystone
Representative The Walker Co.
Membership NAB, BMB

Personnel

President-Owner E. B. Craney
General Mgr.-Station Mgr. Ernest A. Neath
Commercial Manager J. Ray Bridges
Sales Promotion Mgr. Betty Haskell
Program Director Norman Penwell
Production Manager Gordon Linscott
Publicity Director J. Ray Bridges
Chief Announcer-Musical Dir. Ernest A. Neath
Chief Engineer Jack Provis
Record MC Norman Penwell

KGIR

BUTTE—EST. 1929
 NATIONAL BROADCASTING CO.
 Z NET—PACIFIC NORTHWEST
 BROADCASTERS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Address.....Box 1956
 Phone Number.....2-2344
 Transmitter Location.....Nissler, Mont.
 Time on the Air.....7 a.m. to midnight;
 Sundays: 9 a.m. to 11:15 p.m.

C. P. McGregor, KES, SESAC
 News Service.....UP
 Transcription Service.....Lang-Worth;
 C. P. McGregor
 Representatives.....East: Wythe Walker;
 West: Tracy Moore
 Membership.....NAB, BMB

Personnel

President.....E. B. Craney
 General Manager.....E. B. Craney
 Station Manager.....Arne E. Anzjon
 Commercial Manager.....S. J. Schile
 Sales Promotion Manager.....Jack Kennedy
 Program Director.....Mel Jass
 Publicity Director.....Jack Kennedy
 Chief Engineer.....W. J. Provis
 Record MC.....George Oechsli

KBOW*

BUTTE—EST. 1946

Frequency: 1480 Kc. Power: 250 Watts
 Owned-Operated By...Copper City Radio Co.
 Address.....Box 1932
 Time on the Air.....Unlimited

Personnel

President.....Frank Reardon

*Construction Permit

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.
 M. M. Cole
 Representative.....Weed & Company.
 Membership.....NAB, BMB

Personnel

Owner.....Fred Birch
 General Manager.....J. P. Wilkins
 Station Manager.....J. P. Wilkins
 Sales Promotion Mgr.....Helen Kickbusch
 Program Director.....LeRoy Stahl
 Chief Engineer.....Wilbur L. Myhre

(CALL LETTERS TO BE ASSIGNED) GREAT FALLS*

Frequency: 1400 Kc. Power: 250 Watts
 Permittee.....Great Falls Broadcasting Co.

*C.P. (Pending at time of going to press.)

KPFA

HELENA—EST. 1937

ABC—NBC—Z BAR NET

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..Peoples Forum of the Air
 Address.....1306 Eleventh Ave.
 Phone Number.....1240
 Transmitter Location.....Helena
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co., Pacific
 Northwest Broadcasters

Personnel

Eastern Sales Mgr.....Wythe Walker
 Western Sales Mgr.....Tracy Moore

KGEZ

KALISPELL—EST. 1927

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By.....Donald C. Treloar
 Address.....203 - 1st Ave. E.
 Phone Number.....332 (Office), Rural 3220
 (Transmitter)

Transmitter Location.....2½ miles south of
 Kalispell, on Highway No. 93
 Time on the Air.....7 a.m. to 10 p.m.;
 Sunday: 9 a.m. to 7 p.m.

News Service.....UP
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

President.....Donald C. Treloar
 General Manager.....Donald C. Treloar
 Station Manager.....Donald C. Treloar
 Commercial Manager.....Glenn Millhouse
 Sales Promotion Mgr.....Glenn Millhouse
 Program Director.....Maurice Driscoll
 Production Manager.....Paul Johnston

Publicity Director.....Maurice Driscoll
 Chief Engineer.....William Patterson
 Record MC.....James Robischon

KXLO

LEWISTON—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Capital Broad. Co.
 Address.....513 Main St.
 Phone Number.....1210
 Transmitter Location...East end of Main St.
 at City limit
 Time on the Air.....7 a.m. to 10:30 p.m.
 Newspaper Affiliation.....Lewiston-Democrat-
 News
 News Service.....AP
 Transcription Service.....RCA Thesaurus

Personnel

President and Gen. Manager...George Bennitt
 Station Manager.....Jack Plummer
 Chief Engineer.....G. W. Dotson

KPRK

LIVINGSTON—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Yellowstone Amuse. Co.
 Address.....Box 952
 Phone Number.....1000
 Studio Address.....E. Park St. (U.S. High-
 way No. 10)
 Transmitter Location...E. Park St. (U.S. High-
 way No. 10)
 Time on the Air.....6:30 a.m. to 10:15 p.m.
 News Service.....AP, Transradio (pending)
 Transcription Service.....Lang-Worth,
 SESAC, W. E. Long
 Membership.....NAB

Personnel

President.....Paul B. McAdam
 General Manager.....Walter R. Carle
 Commercial Manager.....Jack M. Swenson
 Program Director.....Bob Greer
 Chief Engineer.....John Boor

KRJF

MILES CITY—EST. 1941

MUTUAL—INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Star Printing Co.
 Operated By.....W. F. Flinn
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Transmitter Location.....Haynes Avenue
 Time on the Air.....Unlimited

Newspaper Affiliation...Miles City Daily Star
 News Service.....UP
 Transcription Service.....World Broadcasting
 Membership.....NAB, BMB

Personnel

President.....W. F. Flinn
 General Manager.....Don Tannehill
 Sales Promotion Manager.....Norm Carson
 Program Director.....Bob Wilson
 Publicity Director.....Bob Wilson
 Chief Engineer.....I. A. Elliot
 Record MC.....Charles Scofield

KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.
 Address.....127 E. Main St.
 Phone Number.....2155-7668
 Transmitter Location.....4 miles N.W. of
 Missoula on Highway No. 10
 Time on the Air.....6:30 a.m. to midnight;
 Sunday: 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....A. J. Mosby
 Sales Manager.....Marion E. Dixon
 Program Director.....W. C. Blanchette
 Production Manager.....Bill Strothman
 Chief Engineer.....Lawrence B. Smith
 Record MC.....Don Hopkins

KG CX

SIDNEY—EST. 1926

MUTUAL

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....109 So. Central Ave.
 Phone Number.....408
 Studio Address.....109 So. Central Ave.,
 Sidney, Mont.; Masonic Bldg., Williston, N.D.
 Transmitter Location...4½ miles No. of Sidney
 Time on the Air.....6 a.m. to 10 p.m.
 Transcription Service.....NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

President.....E. E. Krebsbach
 General Manager.....E. E. Krebsbach
 Station Manager.....E. Clair Krebsbach
 Program Director.....G. M. King
 Chief Announcer.....G. M. King
 Chief Engineer.....Oscar H. Halvorson

NEBRASKA

Estimated Population 1,262,295—Radio Homes 318,759
Stations in State 20

KORN

FREMONT—EST. 1939

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Nebraska
Broadcasting Corporation
Address.....118 E. 5th
Phone Number.....1060-1
Transmitter Location.....16th St., East
Time on the Air.....6:30 a.m. to midnight
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears and Ayer, Inc.
Membership.....NAB

Personnel

President.....Arthur Baldwin
Station Manager.....William H. Baldwin
Commercial Manager.....G. E. Bentz
Sales Promotion Manager.....Marjorie Christensen
Chief Announcer.....Bill Wood
Chief Engineer.....Ken L. Dumas
Record M.C.....Dan Wozniak

KMMJ

GRAND ISLAND—EST. 1925

ABC

Frequency 750 Kc.....Power: 1000 Watts
Owned-Operated By.....KMMJ, Inc.
Address.....Cedar & Division
Phone Number.....703
Transmitter Location.....Phillips, Nebr.
Time on the Air...Local sunrise to local sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....Don Searle
General Mgr.-Station Mgr.....Wick Heath
Commercial Manager.....Bill Martin
Promotion Manager.....Ray Kozak
Program Director.....Orie Kerwood
Publicity Director.....Ray Kozak
Musical Director.....Dick Stahl
Chief Engineer.....Norval Larsen

KHAS

HASTINGS—EST. 1939

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....The Nebraska
Broadcasting Co.
Address.....906½ W. 2nd St.
Phone Number.....1745-6
Transmitter Location.....906½ W. 2nd St.
Time on the Air.....Weekdays, 7 a.m. to
midnight
Newspaper Affiliation.....Hastings Daily Tribune
News Service.....INS
Transcription Service.....World Broadcasting
System
Membership.....NAB, BMB

Personnel

Owner.....Fred A. Seaton
General Mgr.-Station Mgr.....Duane L. Watts
Commercial Manager-
Sales Promotion Manager.....Ken James
Program Director.....Herb Clark
Publicity Director.....Duane L. Watts
Chief Engineer.....Duane B. Allison
Record M.C.'s.....Jerry Granger, Eddie Meyer

KGFW

KEARNEY—EST. 1930

MUTUAL—KEYSTONE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Nebraska
Broadcasting Corporation
Address.....206 Federal Annex Bldg.
Phone Number.....Executive office, 23541,
Program Dept., 31551
Transmitter Location.....Lakeside
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP
Membership.....NAB, BMB

Personnel

Pres.-Gen. Mgr.....Lloyd C. Thomas
Station Mgr.-Commercial
Manager.....E. Anson Thomas
Program Director.....Peg Biber
Production Manager.....Bob Parkins
Musical Director.....Wayne Beavers
Chief Engineer.....Jack Lewis

KFAB

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Broadcasting
Company
Address.....Sharp Bldg., Lincoln,
620 Farnam Bldg., Omaha
Phone Number..Lincoln 2-3214, Omaha-Ja 3420

Transmitter Location... 10 miles N. of Omaha
 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
 SESAC
 Representative..... Free & Peters, Inc.
 Membership..... NAB, BMB

Personnel

Chairman of the Board..... Joe Seacrest
 General Manager..... Harry Burke
 Lincoln Manager..... Earl Williams
 Commercial Manager..... Harry Burke
 Sales Promotion Mgr.-Publicity
 Director..... Harold E. Roll
 Musical Director..... Alene McKinney
 Chief Engineer..... Mark Bullock

K F O R

LINCOLN—EST. 1933

AMERICAN BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By... Cornbelt Broadcasting
 Corporation
 Address..... Stuart Bldg.
 Phone Number..... 2-6955
 Transmitter Location..... 48th & Vine Sts.
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... INS; AP
 Transcription Service..... Standard Radio,
 Associated,
 Representative... Edward Petry & Co., Inc.
 National Sales Office..... Forrest Blair, KOIL
 Membership..... NAB, BMB

Personnel

President..... Charles T. Stuart
 Station Mgr.-Commercial Mgr.... Harry D. Peck
 Sales Promotion Manager..... Vic Williams
 Program Director..... Jack Huston
 Production Manager..... Lee Berg
 Publicity Director..... Harold Anderson
 Chief Announcer..... Jack Huston
 Musical Director..... Fleda Ziegenbein
 Music Librarian..... Lois Juds
 Chief Engineer..... Charles W. Winkler
 Record M.C..... Bob Johnson

W J A G

NORFOLK—EST. 1922

NEBRASKA WIRELESS

Frequency: 780 Kc..... Power: 1000 w. d. only
 Owned-Operated By... Norfolk Daily News
 Business Address..... Norfolk Ave. & 6th St.
 Phone Number..... 432

Transmitter Location... West Koenigstein Ave.
 Time on the Air..... Daytime
 Newspaper Affiliation..... Norfolk Daily News
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... The Walker Co.
 Membership..... NAB, BMB

Personnel

Gen. Mgr.-Station Mgr..... Art Thomas
 Commercial Mgr.-Sales Promotion
 Manager..... Bob Thomas
 Program Director..... Hollis Francis
 Publicity Director..... Bob Thomas
 Chief Announcer-Musical Dir... Wayne Larson
 Chief Engineer..... Frank Weidenbach
 Record M.C..... Wayne Larson

K O D Y

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By... Radio Station WOW,
 Inc., Omaha
 Address..... 1521 West 12th St.
 Phone Number..... 382
 Transmitter Location..... 1521 W. 12th St.
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... UP and AP
 Transcription Service... Standard, Lang-Worth
 Representative..... John B'air & Co.
 Membership..... NAB

Personnel

President..... John J. Gillin, Jr.
 General Manager..... John Alexander
 Commercial Manager..... Joe DiNatale
 Sales Promotion Manager..... Jerry Wing
 Program Director..... John Alexander
 Chief Engineer..... Jay Blakesley

K B O N

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... Inland Broadcasting
 Company
 Address..... 2027 Dodge Street
 Phone Number..... Jackson 8282
 Transmitter Location..... 2027 Dodge St.
 Time on the Air..... 6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service..... AP
 Transcription Service..... World
 Representative..... Weed & Co.
 Membership..... NAB, BMB

Personnel

V-P-Gen. Mgr. Paul R. Fry
 Asst. Station Manager Richard Welna
 Commercial Manager Ernest S. Priesman
 Sales Promotion Manager M. K. Doyle
 Program Director Richard Welna
 Production Manager Hugh Bader
 Musical Director Ernest S. Priesman
 Chief Engineer Percy Zeig'ler
 Record M.C.'s Don Perazzo, Sandy Jackson

K O I L

OMAHA—EST. 1925

ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Central States Broad-
 casting Co.
 Address Omaha National Bank Bldg.
 Phone Number Jackson 7626
 Transmitter Location South Omaha Rd.,
 Time on the Air 6 a.m. to midnight;
 Council Bluffs, Iowa
 News Service INS; AP
 Transcription Service Standard Radio,
 Associated
 Representative Edward Petry & Co.
 Membership NAB, BMB

Personnel

President Charles T. Stuart
 Assistant Manager Virgil Sharpe
 General Sales Manager W. O. Edholm
 National Sales Manager Forrest Blair
 Sales Promotion Manager Victor Williams
 Program Director Virgil Sharpe
 Production Manager Larry Forsythe
 Publicity Director Victor Williams
 Chief Engineer Charles W. Winkler
 Record M.C. Lee Barron

K O W H

OMAHA—EST. 1922

NEBRASKA NETWORK

ASSOCIATED BROADCASTING SYSTEM

Frequency: 660 Kc. Power: 500 w., d. only
 Owned By World Publishing Co.
 Operated By Omaha World-Herald
 Business Address 15th and Farnam Sts.
 Phone Number Atlantic 2228
 Transmitter Location 63th & Girard
 Time on the Air 6 a.m. to local sunset
 Newspaper Affiliation Omaha World-Herald
 News Service UP
 Transcription Service World, Associated,
 Standard

Personnel

President Henry Doorly
 Station-Commercial Mgr. B. C. Corrigan
 Musical Director Walter Scott
 Chief Engineer Frank E. Shopen

W O W

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WOW, Inc.
 Address 280 Insurance Building
 Phone Webster 3400
 Transmitter Location 56th & Kansas Sts.
 Time on the Air 5:30 a.m. to 1 a.m.;
 Sunday: 6:30 a.m. to 1 a.m.
 News Service UP, AP
 Transcription Service NBC Thesaurus;
 Standard, SESAC
 Representative John Blair & Company
 Membership NAB, BMB

Personnel

Pres.-Gen. Mgr.-Station Mgr.-
 Commercial Manager John J. Gillin, Jr.
 Sales Promotion Manager Bill Wiseman
 Program Director Lyle DeMoss
 Production Manager Ray Alson
 Publicity Director Harold Storm
 Chief Announcer John Leslie
 Musical Director Morton Wells
 Chief Engineer Bill Kotera

K G K Y

(CP-KOLT)

SCOTTSBLUFF—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 NEBRASKA NETWORK—KBS

Frequency 1490 Kc. (CP-1320)
 Power 250 Watts (CP-1000)
 Owned-Operated By The Hilliard Co.
 Phone Number 856 & 862
 Transmitter Location West 20th St.
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio,
 Keystone
 Membership NAB, BMB

Personnel

Pres.-Gen. Mgr.-Station Mgr. L. L. Hilliard
 Commercial Mgr. Russell Maurice Stewart
 Sales Promotion Manager W. G. Walter
 Program Director Bill Walter
 Production Manager Helen Boyd
 Publicity Director Bill Walter
 Chief Engineer Harlan Morrison

NEVADA

Estimated Population 148,626—Radio Homes 43,766
Stations in State 7

KBNE

BOULDER CITY—EST. 1946

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By...Boulder City Broad. Co.
Address.....P. O. Box H
Phone Number.....247
Transmitter Location.....701 Ave. "R"
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Porter & White

Personnel

President.....J. C. Manix
General Mgr. Station Mgr.....C. C. Applegate
Chief Engineer.....Stanley Kotovsky

(CALL LETTERS TO BE ASSIGNED)

ELKO*

Frequency: 1340 Kc.....Power: 250 Watts
Licensee.....Elko Service Co.
Address.....Elko, Nev.

*Construction Permit

KELN*

ELY*

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By
Boulder City Broadcasting Co.
Address.....Ely, Nevada

*Construction Permit

KENO

LAS VEGAS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Broadcast-
ing Company
Business Address.....P. O. Box 1310
Phone Number.....1-400
Transmitter Location...Hotel El Rancho Vegas
Time on the Air.....6 a.m. to 11:30
Transcription Service.....NBC Thesaurus
Representative.....Homer Griffith Co.

Personnel

President.....Maxwell Kelch
General Manager.....Maxwell Kelch
Commercial Manager.....Paul R. Gang
Chief Engineer.....H. H. Haas

KATO

RENO—EST. 1946

MUTUAL—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Sierra Broadcasting Co.
Address.....Box 2231
Phone Number.....2-4501
Studio Address.....Saviers Bldg.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant Co.

Personnel

President.....Ralph K. Wittenberg
General Manager.....Robert L. Stoddard

KOLO

RENO—EST. 1946

CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By...Reno Broadcasting Co.
Address.....33 Sierra St., P.O. Box 2186
Phone Number.....2-4516
Transmitter Location...Pyramid Way, 2 miles
N.E. of Reno
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service...Lang-Worth, Capitol
Representative.....Adam J. Young, Jr., Inc.

Personnel

Pres. and Gen. Manager.....David McKay
Chief Engineer.....Kenneth Owen

KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting
Co. of Nevada
Address.....143 Stevenson Street
Phone Number.....5106-7
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation. McClatchy Newspapers
News Service.....UP, AP
Transcription Service...NBC Thesaurus, World
Representative.....Paul H. Raymer Co.

Personnel

Membership.....NAB, BMB
President.....Eleanor McClatchy
Chief Engineer.....Irvin Carlsen

NEW HAMPSHIRE

Estimated Population 492,181—Radio Homes 127,368
Stations in State 9

W M O U

BERLIN—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....White Mountains
Broadcasting Co., Inc.
Address.....40 Main Street
Phone Number.....Berlin 1797
Transmitter Location.....Berlin, N. H.
Time on the Air.....6 a.m. to 12 midnight;
Sunday: 7:45 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Associated, SESAC
Representative.....Broadcast Adv. Co., Inc.
Kettell-Carter

Personnel

General Manager.....Warren M. Greenwood
Commercial Manager.....C. S. Holbrook
Program Director.....G. E. Stetson
Chief Engineer.....Richard Washington

W C N H *

CONCORD

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Concord Broadcasting Corp.
Address.....Concord, N. H.
Transcription Service.....Standard

Personnel

Chief Executive.....William J. Barkley
Gen.-Com. Manager.....H. Scott Kilgore
Chief Engineer.....William F. Rust, Jr.
*Construction Permit

W K X L

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Charles M. Dale
Address.....110 N. Main St.
Transmitter Location.....Reddington Rd.
Time on the Air.....6 a.m. to 12:30 a.m.
News Service.....AP
Transcription Service.....Capital, Lang-Worth
Representatives.....The Walker Company;
Bertha Bannan
Membership.....NAB, BMB

Personnel

Owner.....Charles M. Dale
General Manager.....Bert Georges
Station Manager.....Robert A. Kelley
Commercial Manager.....Richard Shepard
Merchandising Manager.....Joseph Badjer
Program Director.....Norman E. Bailey
Publicity Director.....Sumner Fellman
Musical Director.....Blanche Crippen
Chief Engineer.....George Jowdy
Director of Youth Activities.....Blanche Crippen
Record MC.....Warren Saunders

W K N E

KEENE—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location.....Stanhope Ave.
Time on the Air.....6 a.m. to midnight;
Sundays: 8:00 a.m. to midnight
News Service.....UP
Transcription Service.....NBC, Thesaurus
Representative.....Adam J. Young, Jr., Inc.,
Kattell-Carter
Membership.....NAB, BMB

Personnel

President.....Joseph K. Close
General Manager.....Richard G. Bath
Vice-President.....Richard G. Bath
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Publicity Director.....Barbara Williams
Chief Announcer.....Osborne C. Wade
Chief Engineer.....Ernest F. Batchelder
Record MC.....Arthur Tacker

W L N H

LACONIA—EST. 1922

MUTUAL—YANKEE—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broad. Co.
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location.....Sanbornton Bay Road
Time on the Air.....7 a.m. to 11:15 p.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

Station Manager.....Martin B. Avery
 Sales-Commercial Mgr.....Martin B. Avery
 Sales Promotion.....Martin B. Avery
 Program Director.....Sherwin Greenlaw
 Production Manager.....Sherwin Greenlaw
 Publicity Director.....Martin B. Avery
 Chief Announcer.....Sherwin Greenlaw
 Musical Director.....Sherwin Greenlaw
 Chief Engineer.....Wilfred Ledoux

W F E A

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned By.....WFEA, Inc.
 Operated By.....Melvin C. Green
 Address.....286 Franklin St.
 Phone Number.....4556-7
 Transmitter Location.....Merrimac, N. H.
 Time on the Air.....6 a.m. to 12:05 midnight;
 Sunday: 7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang Worth
 Representative.....Katz Agency, Kettell-Carter
 Membership.....NAB, BMB

Personnel

President.....H. M. Bitner
 General Manager.....Melvin C. Green
 Station Manager.....Melvin C. Green
 Commercial Manager.....William Engel
 Sales Promotion Manager.....Melvin C. Green
 Program Director.....Warren Jounay
 Production Manager.....Frank Finning
 Publicity Director.....Melvin C. Green
 Chief Announcer.....Gerald Kearney
 Musical Director.....Roger Barrette
 Chief Engineer.....R. A. B. Schow
 Record MC.....Al Maffie

W K B R

MANCHESTER—EST. 1946

MUTUAL—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Granite State Broad. Co.
 Address.....155 Front Street
 Phone Number.....Manchester 9456
 Transmitter Location.....155 Front Street
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Walker Co., Bertha Bannan
 Membership.....NAB

Personnel

President.....William J. Barkley
 General Manager.....William F. Rust, Jr.
 Commercial Manager.....Robert Martineau

Musical Director.....Arthur I. Rothafel
 Chief Engineer.....William F. Rust, Jr.
 Record MC.....Scott Douglas

W M U R

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....The 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 11:45 p.m.
 Newspaper Affiliation.....Union-Leader Pub. Co.
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....Francis P. Murphy
 General Manager.....Hervey Carter
 Station Manager.....Hervey Carter
 Commercial Manager.....Hervey Carter
 Publicity Director.....Paul Sheldon
 Chief Announcer.....Edward Fitzgerald
 Musical Director.....Bertram Colter
 Chief Engineer.....Vincent Chandler
 Record MC.....Bernie Mack

W H E B

PORTSMOUTH—EST. 1932

MUTUAL—YANKEE

Frequency: 750 Kc.....Power: 1000 w. d. only
 Owned by.....WHEB, Inc.
 Operated By.....Hon. Charles M. Dale
 Address.....Lafayette Road, P.O. Box 120
 Phone Numbers.....Portsmouth 4080; Dover 1980
 Transmitter Location.....Lafayette Road
 Time on the Air.....6:30 a.m. to 1 hour after
 local sunset; Sunday: 8 a.m. to 1 hour after
 local sunset
 News Service.....UP, AP
 Transcription Service.....World, Capitol
 Representative.....The Walker Co.,
 Bertha Bannan
 Membership.....NAB, EMB

Personnel

Vice-Pres. and Owner.....Hon. Charles M. Dale
 General Manager.....Bert Georges
 Station Manager.....Bert Georges
 Commercial Manager.....Robert A. Kelley
 Sales Promotion Manager.....Dal Wyant
 Program Director.....Winslow Bettinson
 Production Manager.....William V. Bradley
 Chief Engineer.....Paul G. Lindsay
 Record MC.....William V. Bradley

NEW JERSEY

Estimated Population 4,528,417—Radio Homes 1,203,937
Stations in State 15

W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc.Power: 500 Watts
Owned-Operated ByRadio Industries
Broadcast Company, Inc.
Business Address.....601 Bangs Ave.
Phone Number.....Asbury Park 1911
Studio Address...Boardwalk; Convention Hall
Transmitter Location.....West Bangs Ave.,
Neptune, N. J.
Time on the Air...Shares with WCAM, WTNJ
News ServiceAP
Transcription ServiceWorld
MembershipNAB, BMB

Personnel

President.....Walter W. Reid, Jr.
General Manager.....Morris Scheck
Station Manager.....V. N. Scholes
Commercial Manager.....Walter L. Reid
Production Mgr.-Chief Announcer..Robert Scott
Musical Director.....Doris Johanson
Chief Engineer.....Matthew Porter

W F P G

ATLANTIC CITY—EST. 1940

ABC
Frequency: 1450 Kc.Power: 250 Watts
Operated By.....Neptune Broad-
casting Corporation
Business Address.....Steel Pier
Phone Number.....5-21-88-89
Transmitter Location.....Steel Pier
Time on the Air.....7 a.m. to 1 a.m.;
Sunday: 8 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Joseph Hershey McGillvra,
Inc.
MembershipBMB

Personnel

President.....John J. Laux
General Manager.....E. E. Kohn
Asst. Mgr.-Sales Mgr.....Irving F. Teetsell
Sales Prom. Mgr.-Publicity Director-
Chief Engineer.....Blair K. Thron
Program Director.....Edgar A. Sweet

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 Number5-1111
Studio Address...Absecon Blvd. and Beach
Thorofare; 1900 Atlantic Ave.
Transmitter Location: Absecon Blvd. & Beach
Thorofare
Time on the Air...17 hours, 5 minutes daily
Newspaper Affiliation.....Press Union
Newspapers
News ServiceAP
Transcription Service.....World Broadcasting
System
Representative.....Headley-Reed Co.
MembershipNAB, BMB

Personnel

President.....Albert J. Feyl
Gen. Mgr.-Station Mgr.- Commercial Mgr.-
Sales Promotion Mgr..Monroe L. Mendelsohn
Program Director-Chief
Announcer.....Ralph D. Shoemaker
Chief Engineer.....Earle Godfrey

W S N J

BRIDGETON—EST. 1937

KBS
Frequency: 1240 Kc.Power: 250 Watts
Owned-Operated By.....Eastern States
Broadcasting Corp.
Address.....Carll's Corner
Phone Numbers.....Bridgeton 1600, 2353
Transmitter Location.....Carll's Corner
Time on the Air.....6 a.m. to midnight
News Service.....UP, AP
Transcription Service.....NBC Thesaurus,
Keystone
Representative.....Thomas F. Clark Co., Inc.
MembershipNAB, BMB

Personnel

President.....Elmer H. Wene
General Manager.....Paul Alger
Commercial Manager.....Jerry Alden
Chief Engineer.....Francis Fekel
Record M.C.....Johnnie Mack, Fred Wood

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc.Power: 500 Watts
Owned-Operated By.....City of Camden

Our story is simple and to the point. We are proud of our Station, the work we have accomplished here in the six years of our existence, the honors that have been bestowed upon us by radio editors and others for our programming and public service. Considering this record, our know-how, and the fact that our market is one of the largest in the country, we are certain we can serve you to your complete satisfaction.

WPAT

7 Church Street, Paterson 1, N. J.

ARMORY 4-3400

PENNSYLVANIA 6-2945

Address City Hall
 Phone Number..... Camden 0907
 Transmitter Location... Civic Center, Camden
 Time on the Air..... Shares Time
 News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... Mack Radio Sales Co.

Personnel

General Manager..... William Markwood
 Sales Promotion Manager..... L. M. Maxwell
 Chief Engineer..... Clarence E. Owens

W H O M

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By..... Atlantic Broadcasting
 Co., Inc.
 Business Address.. 29 W. 57th St., New York,
 N. Y.
 Phone Number..... Plaza 3-4204
 Studio Addresses... 30 Journal Square, Jersey
 City, N. J.; 29 W. 57th St., New York City
 Transmitter Location..... Washington Street
 Time on the Air..... 6:30 a.m. to midnight;
 Sunday, 7:30 a.m. to midnight
 Newspaper Affiliation..... Il Progresso Italo
 Americano Pub. Co., Inc.
 News Service..... UP
 Transcription Service..... Standard
 Membership..... NAB

Personnel

President Generoso Pope
 General Manager..... Fortune Pope
 Commercial Manager..... Jack Compter
 Program Director..... Chas. Baltin
 Production Manager..... Maurice Barrett
 Musical Director..... Giuseppe De Luca
 Chief Engineer..... Theodore Gemppe
 Record M.C..... Steve Hollis

W A T

NEWARK—EST. 1920

Frequency: 970 Kc..... Power: 1000 Watts
 Owned-Operated By Bremer Broad-
 casting Corporation
 Address 11 Hill St., Newark
 Phone Number..... (Newark) Mitchell 2-6400;
 (New York) REctor 2-5878
 Studio Address..... Hotel Sheraton, 15 Hill St.,
 Newark
 Transmitter Location..... Kearny
 Time on the Air..... 24 hours daily
 News Service..... UP & AP
 Transcription Service..... World-Associated
 Membership..... NAB

Personnel

President-General Manager-
 Station Manager... Irving Robert Rosenhaus

V-P in Chg. of Nat. Sales.... Victor A. Bennett
 V-P Chg. of Local Sales..... A. B. Schillin
 Sales Prom. Mgr..... Jack Moore
 Program Director..... Dale Kennedy
 Dir. of Educa. Activities.. Robert B. Macdougall
 Production Manager..... George Green
 Dir. of Pub. Relations..... Roland Trenchard
 Publicity Director..... Ira Y. Hecht, Jr.
 Chief Announcer..... Edward Laux
 Musical Director..... Jay Stanley
 Technical Director..... Frank V. Bremer

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc... Power: 2500 d.; 1000 n.
 Owned-Operated By May Radio Broad-
 cast Corp.
 Address 100 Shipman Street
 Phone Number Mitchel 2-7354
 Transmitter Location..... Newark
 Time on the Air..... Limited

W C T C

NEW BRUNSWICK—EST. 1946

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By... Chanticleer Broadcas-
 ting Co.
 Address..... 385 George St.,
 Peoples National Bank Bldg.
 Phone Number..... New Brunswick 2-9020
 Transmitter Location..... Highland Park, N. J.
 Time on the Air..... 6 a.m. to 11 p.m.
 News Service..... AP
 Transcription Service World
 Membership..... NAB

Personnel

President-Owner-
 General Manager..... James L. Howe
 Commercial Manager.... Edwin C. Derryberry
 Sales Promotion Manager.. Francis V. Weingart
 Program Director..... Jerry Baker
 Chief Engineer..... Robert L. Williams

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc..... Power: 1000w. d. only
 Owned-Operated By... North Jersey Broad-
 casting Co., Inc.
 Address..... 7 Church St.
 Phone Numbers.... Armyory 3-3400 (Paterson),
 PEnn 6-2945 (New York)
 Transmitter Location..... Clifton, N. J.
 Time on the Air... Local sunrise to local sunset
 News Service..... UP
 Transcription Service.. SESAC, BMI, Associated
 Representative..... Joseph H. McGillvra, Inc.

Personnel

President.....James V. Cosman
 Gen. Mgr.-Station Mgr.....Sidney J. Flamm
 Commercial Manager.....Herman Fields
 Program Director.....Ted Webbe
 Publicity Director.....Dave Golden
 Chief Engineer.....Earl Lucas
 Record M.C.'s.....Bob Carter, Peter Arnell

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.
 Address.....416 Bellevue Avenue
 Phone Number.....8149
 Transmitter Location: Lincoln Point, Morris-
 ville, Pa.
 Time on the Air.....Shares Time
 News Service.....UP

Personnel

Vice-President-General Manager..F. J. Wolff

W T T M

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Trent Broadcast Corp.
 Address.....35 West State St.
 Phone Number.....2-7127
 Transmitter Location.....Near Yardley, Pa.
 Time on the Air....6:30 a.m. to 12 midnight;
 Sunday: 7:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative..Joseph Hersey McGillovra, Inc.
 Membership.....NAB

Personnel

President.....Elmer H. Wene
 General Manager.....Paul Alger
 Sales Counselor.....F. A. Wellman
 Program Director.....Dean Andrews
 Publicity Director.....Arthur Scholz
 Chief Engineer.....Theodore Kilmer

W W B Z

VINELAND—EST. 1946

Frequency: 1360 Kc...Power: 1000 w. d. only
 Owned-Operated By.....Community Broad-
 casting Service, Inc.
 Address.....633 Wood St.
 Phone Number.....1332
 Transmitter Location.....Brotmanville, N. J.
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....A. Harry Zoog Associates

Personnel

President-Owner.....Joseph M. Bullock
 General Manager.....John M. Whitman
 Commercial Mgr.-Sales Mgr....A. Harry Zoog
 Program Director.....Ken Davidson
 Chief Engineer.....J. D. Hobart

W A W Z*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc...Power: 5000 d.; 1000 n.
 Owned By.....Pillar of Fire
 Address.....Zarephath
 Phone Number.....Bound Brook 9-0102
 Transmitter Location.....Alma White College
 Time on the Air.....Shares time
 Membership.....NAB

Personnel

CoManager.....Bishop Arthur K. White
 Co-Manager.....Rev. Ray B. White
 Program Director.....Donald Wolfram
 Chief Engineer.....Nathaniel Wilson

* Non-Commercial Station.

**For the best
 in Broadway and
 Hollywood news . . .**

AP

NEW MEXICO

Estimated Population 540,536—Radio Homes 101,365
Stations in State 18

K G G M

ALBUQUERQUE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. (CP-610)
Power: 1000 Watts. (CP-5000)
Owned-Operated By: New Mexico
Broadcasting Co., Inc.
Address: P.O. Box 1388
Phone Number: 4544
Studio Address: Kimo Theater Bldg.
Transmitter Location: On So. 2nd St.,
4 miles So. from the center of town.
Time on the Air: 19½ hours daily
News Service: UP, AP
Transcription Service: World Broadcasting
System, SESAC, Cole, Standard
Representative: Taylor-Howe-Snowden
Radio Sales
Membership: BMB

Personnel

President-Station Mgr.: A. R. Hebenstreit
Commercial Manager: Jack Skillen
Sales Promotion Mgr.: Ted Schifani
Program Dir.-Publicity Dir.: Robert Van Driel
Chief Announcer: Walter Peterson
Musical Director: David Bosche
Chief Engineer: Leonard F. Dodds

K O A T

ALBUQUERQUE—EST. 1946

ABC—ZIA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Rio Grande
Broadcasting Co., Inc.
Address: P.O. Box 1419
Phone Number: 2-0657
Transmitter Location: 200 West Indian
School Road
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: Capitol, Associated
Representative: Homer Griffith Co.
Membership: NAB

Personnel

President: A. E. Buck
Vice-Pres. & General Mgr.: Merle H. Tucker
Station Manager: Merle H. Tucker
Commercial Manager: Karl Lambertz
Program Director: Karl Lambertz
Production Manager: Walt Sheldon
Chief Announcer: Walt Sheldon
Chief Engineer: Larry Lyons

K O B

ALBUQUERQUE—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 770 Kc. Power: 50000 d.; 25000 n.
Owned-Operated By: Albuquerque Broad-
casting Company
Address: 418 West Gold Avenue
Phone Number: 4411
Transmitter Location: Alameda, New Mexico
Time on the Air: 6 a.m. to 12 midnight
News Service: AP
Transcription Service: Thesaurus
Representative: Free & Peters, Inc.

Personnel

President: T. M. Pepperday
General Manager: Frank Quinn
Production Manager: Rolf Neilsen
Publicity Director: Martha Summers
Musical Director: Noel Martin
Chief Engineer: George S. Johnson

K Q E A *

ALBUQUERQUE

Frequency: 1450 Kc. Power: 250 Watts
Licensee: Rio Grande Broadcasting Co.

*C.P. (Pending at time of going to press.)

K S V P

ARTESIA—EST. 1946

NEW MEXICO AAAA—BAR NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Intermountain
Broadcasting Co., Inc.
Address (Main Office): P.O. Box 751,
Albuquerque, N. M.; (Local Office) P.O. Box
445, Artesia, N. M.
Phone Number: 650
Studio Address: 511 W. Main St.,
Artesia, N. M.
Transmitter Location: Artesia, N. M.
Time on the Air: 6 a.m. to 11 p.m.
News Service: AP
Transcription Service: Standard, Capitol
Membership: NAB, BMB

Personnel

President: S. V. Patrick
General Mgr.-Station Mgr.: W. L. Delbridge
Sales Manager: Wayne S. Griffin
Merchandising Manager: Josephine Tandy

Program Director.....Lee Gordon
 Publicity Director.....Wayne S. Griffin
 Chief Engineer.....Burney B. Jones
 Record MC.....Lee Gordon

K A V E

CARLSBAD—EST. 1936
 CBS—SOUTHWEST—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Carlsbad Broad. Corp.
 Address800 South Canal Street
 Phone Number.....(Office) 244
 (Transmitter) 552-M
 Transmitter Location.....La Huerta, N. M.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard, Keystone
 RepresentativeTaylor-Howe-Snowden

Personnel

PresidentVal Lawrence
 General and Station Mgr...Norman R. Loose
 Chief Engineer.....Harland Nilong

K I C A

CLOVIS—EST. 1933
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Hugh DeWitt Landis
 Address.....4th & Main
 Phone Number3
 Transmitter LocationClovis
 Time on the Air.....Full Time
 News ServiceUP
 Transcription Service.....Associated, SESAC

Personnel

Chief Executive.....Hugh DeWitt Landis

K G A K

GALLUP—EST. 1946
 RIO GRANDE BROADCASTING CO.

Frequency: 1230 kc.....Power: 250 Watts
 Owned-Operated By..Gallup Broadcasting Co.
 Address.....Box 1150
 Phone Number.....726
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated, World
 National Sales Office..Homer Griffith Co., Inc.
 Representative.....Stanley K. Brown
 MembershipNAB

Personnel

Owners.....A. A. Buck, Merle H. Tucker
 Station Manager.....Stanley K. Brown
 Chief Engineer.....E. Clifford Baker

K W E W

HOBBS—EST. 1938

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated ByW. E. Whitmore
 Address.....116 E. Dunnam
 Phone Number.....495
 Transmitter LocationHobbs
 Time on the Air.....7 a.m. to 9 P.M.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 National Sales Office..Keystone Broadcasting
 RepresentativeHarry McAdams
 MembershipNAB

Personnel

President-OwnerW. E. Whitmore
 General Manager.....W. E. Whitmore
 Station Manager.....Harry McAdams
 Commercial Manager.....Harry McAdams
 Chief Engineer.....Joe Marquez

K C H S

HOT SPRINGS—EST. 1946
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 250 Watts
 Owned By.....Sierra Broadcasting Service
 Operated By.....Leonard R. Trainer and
 Reginald Shirk
 Address.....301 Broadway
 Phone Number.....161
 Transmitter Location.....Yucca Heights
 Time on the Air.....6:28 a.m. to 9:02 p.m.
 News ServiceUP
 Transcription Service.....Standard, Cole,
 Keystone
 RepresentativeH. H. Bode
 MembershipNAB

Personnel

Owners.....Leonard R. Trainer,
 Reginald H. Shirk
 General Manager.....Leonard R. Trainer
 Commercial Mgr.-Sales Mgr.....H. H. Bode
 Program Director.....Kemper S. Trainer
 Chief Engineer.....Reginald H. Shirk

K F U N

LAS VEGAS—EST. 1941
 ABC—ZIA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad-
 casters, Inc.
 Business Address.....P. O. Box 710
 Phone Number.....12
 Time on the Air.....18 hours daily
 News Service.....UP
 Transcription Service..Standard Radio, World
 Representative.....Homer Griffith Co.

Personnel

President.....E. N. Thwaites
 Manager.....H. Lee Jones
 Chief Engineer.....A. F. Schultz

KRTN*

RATON—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest
 Broadcasters, Inc.

Address.....Box 710, Las Vegas, N. M.
 Time on the Air.....Unlimited

Personnel

Chief Executive.....E. N. Thwaites

*Construction Permit

KGFL

ROSWELL—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFL, Inc.

Address.....310 N. Richardson Street
 Phone Number.....2000

Transmitter Location.....511 W. 16th Street
 Time on the Air.....6:30 a.m. to 10 p.m.

Transcription Service.....C. P. MacGregor,
 Keystone

News Service.....UP
 Membership.....NAB

Personnel

President-General Mgr.....W. E. Whitmore
 Commercial Manager.....George F. Roberts
 Chief Engineer.....Melvin Unger

KSNM*

SANTA FE

Frequency: 1400 Kc.....Power: 250 Watts
 Licensee.....The N. M. Publishing Co.

*C.P.

KTRC

SANTA FE—EST. 1946

ABC—ZIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....New Mexico
 Publishing Co.

Address.....208 E. Marcy St.
 Phone Number.....286-7

Time on the Air.....6 a.m. to 12 m'dnight;
 Newspaper Affiliation.....Sante Fe New Mexican

News Service.....UP
 Transcription Service.....Lang-Werth, Capitol

Representative.....Hcmer Griffith Co.

Personnel

President.....Frank C. Rand, Jr.
 Exec. Vice-President.....C. Ben Floyd

Station Manager.....Ed Souder, Jr.
 Chief Engineer.....Milton Woodward

KVSF

SANTA FE—EST. 1939

CBS

Frequency: 1340 Kc.....(CP-1260)
 Power: 100 Watts.....(CP-1000)

Owned-Operated By.....New Mexico
 Broadcasting Co., Inc.

Address.....759 Cerillos Road
 Phone Number.....2020

Time on the Air.....6 a.m. to 12 midnight
 Transcription Service.....World, Associated

News Service.....AP, UP
 Representative.....Taylor-Howe-Snowden

Membership.....BMB

Personnel

President.....A. R. Hebenstreit
 General Manager.....Ivan R. Head
 Sales Promotion Mgr.....Harry L. Becker
 Chief Engineer.....Newman L. Keys

KSIL

SILVER CITY—EST. 1946

CBS—SOUTHWEST

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By.....Dorrance D. Roderick

Address.....17th & Cactus Sts.
 Phone Number.....611-2

Time on the Air.....6a.m. to 11 p.m.
 Newspaper Affiliation.....El Paso Times

News Service.....AP
 Transcription Service.....Standard

National Sales Office.....KROD
 Representative.....Taylor-Howe-Snowden

Personnel

Owner.....Dorrance D. Roderick
 General Mgr.-Station Mgr.....Hillis F. Bell
 Sales Promotion Manager.....Steve Alex
 Chief Engineer.....G. W. Upchurch

KTNM

TUCUMCARI—EST. 1941

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Tucumcari Broadcasting

Co.
 Address.....Tucumcari

Phone Number.....100
 Transmitter Location.....Highway 66

Time on the Air.....7 a.m. to 10:15 p.m.
 Transcription Service.....Standard Radio, Cole

News Service.....INS
 Representative.....Thomas F. Clark

Personnel

President.....Hoyt Houck

we're sorry,*

But it's so . . .

For weeks our researchers—very diligent people—have been poking carefully into BMB's report on WOR. They find—

- 1. that in the 40 counties in 7 states with retail sales greater than 100 million dollars each**

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

- 2. that in the 5 counties in 3 states with retail sales greater than one-half billion dollars each**

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

It's advantages like these, plus a rate structure deliberately planned to meet the requirements of the small budget advertiser, that have made WOR one of the most economical and effective radio buys in the United States.

NOTE: If you would care to have any facts or figures to prove or amplify the statements made above, just call PE 6-8600; or write, WOR—that power-full station, at 1440 Broadway, in New York.

**we mean, as far as our competitors are concerned.*

Mutual

NEW YORK

Estimated Population 13,631,321—Radio Homes 3,676,856
Stations in State 67

W A B Y

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Adirondack Broad-
casting Co., Inc.

Address Radio Centre
Phone Number 4-4194
Transmitter Location Colonie, N. Y.
Time on the Air 7 a.m. to 2 a.m.
Newspaper Affiliation Knickerbocker News
Transcription Service Standard Radio
Representative J. P. McKinney & Son

Personnel

General Manager Harold E. Smith

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By WOKO, Inc.
Address Radio Centre
Phone Number 4-4194
Transmitter Location Central Avenue
Time on the Air 6:45 a.m. to 1:05 a.m.
Newspaper Affiliation Knickerbocker News
News Service UP
Transcription Service Standard
Representative J. P. McKinney & Son

Personnel

General Manager Harold E. Smith

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By WMBO, Inc.
Address Metcalf Building, 141 Genesee St.
Phone 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
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 6:30 a.m. to 11:15 p.m.
News Service AP
Transcription Service NBC Thesaurus
Membership NAB, BMB

Personnel

President E. R. Gamble
General Manager E. R. Gamble
Commercial Manager Robert E. Newstead
Sales Promotion Manager Lee Whyte
Program Director Gordon Bridge
Chief Announcer Jim Albany
Musical Director Matt Regan
Chief Engineer Fred Callender
Record M. C. Bernie Sandler, Matt Regan

W I N R

BINGHAMTON—EST. 1946

NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By
Southern Tier Radio Service, Inc.
Address Court House Square
Phone Number 4-4318
Transmitter Location Cleveland & Stokes Ave.
Time on the Air 6 a.m. to 1 p.m.
News Service AP
Representative Headley-Reed Co.

Personnel

President Donald Kramer
General Manager David Carpenter
Vice President E. R. Vadeboncoeur
Commercial Manager C. A. Bengtson
Program Director Bernard Morley
Publicity Director George O'Connor
Chief Announcer Charles Bishara
Chief Engineer A. A. Kelly

WBYN

Lots of

reaches PEOPLE
in the world's largest MARKET
If you are interested in
selling to PEOPLE
you'll be interested in

WBYN

1 Nevins Street, Brooklyn, 17, N. Y.
OTIS P. WILLIAMS, Gen. Mgr.

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By.... Clark Associates, Inc.
 Address Arlington Hotel
 Phone Number..... Binghamton 2-3461
 Transmitter Location..... Inghram Hill
 Time on the Air..... 6 a.m. to 1:05 a.m.;
 Sundays, 8 a.m. to 1:05 a.m.

News Service UP
 Transcription Service ... World Broadcasting
 Representative..... The Bolling Co.
 Membership NAB, BMB

Personnel

President John C. Clark, Sr.
 General Manager..... Cecil D. Mastin
 Station Manager..... Cecil D. Mastin
 Commercial Manager..... Stanley N. Heslop
 Sales Promotion..... E. Ray McCloskey
 Program Director..... E. Ray McCloskey
 Production Manager..... Hal Kent
 Publicity Director..... E. Ray McCloskey
 Chief Announcer..... Hal Kent
 Chief Engineer..... Lester H. Gilbert
 Record MC..... Ralph Carroll

W B B R *

BROOKLYN—EST. 1934

Frequency: 1330 Kc..... Power: 1000 Watts
 Owned-Operated By..... Watchtower Society
 Address 124 Columbia Heights
 Phone Number MAin 4-9735
 Transmitter Location..... Rossville, Staten
 Island
 Time on the Air..... Shares time

Personnel

Manager..... M. A. Howlet
 *(Non-Commercial Station)

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 Number TRiangle 5-3300
 Transmitter Location

Williamsburg Section, Bklyn.

Time on the Air..... 6:45 a.m. to midnight;
 Sunday..... 7:45 to 1 a.m.
 Newspaper Affiliation..... Newark Evening
 News-Owner
 News Service AP; INS
 Transcription Service..... NBC Thesaurus.

Personnel

President..... Edward W. Scudder, Jr.
 Station-General Manager..... Otis P. Williams
 Commercial Manager..... Otis P. Williams
 Program Director..... William Fariss
 Chief Engineer..... Peter Testan

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc..... Power: 5000 Watts
 Owned-Operated By..... WBen, Inc.
 Address Hotel Statler
 Phone Number..... Cleveland 6400
 Transmitter Location.... Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8:00 a.m. to 12:05 a.m.

Newspaper Affiliation..... Buffalo Evening
 News

News Service..... AP, UP, INS
 Transcription Service..... NBC Thesaurus;
 Lang-Worth; Standard
 Representative..... Edward Petry & Co., Inc.
 Membership NAB

Personnel

President..... Edward H. Butler
 Vice-President..... A. H. Kirchofer
 Station Director..... C. Robert Thompson
 Program Director..... George Torge
 FM Program Director... Woodrow Magnuson
 Sales-Commercial Manager... Frank W. Kelly
 Production Manager..... Edward Wegman
 Publicity Director..... Joseph Haeifner
 Musical Director..... Max Miller
 Record M. C.'s Clint Buehman, Wally Nehrling
 Chief Engineer..... Ralph J. Kingsley

For the best
 in news quality . . .

AP

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Address.....485 Main Street
 Phone Number.....Madison 4000
 Transmitter Location.....154 E. Eagle St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....INS; AP; UP
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB, BMB

Personnel

Owner.....Roy L. Albertson
 General Manager.....Roy L. Albertson
 Commercial Manager.....Virginia C. Fyda
 Program Director.....Howard Sheldon
 Production Manager.....Sherman J. Wright
 Chief Announcer.....Howard Sheldon
 Musical Director.....Arthur J. Crosson
 Chief Engineer.....Thomas L. Vines

W E B R

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WEBR, Inc.
 Address.....23 North Street
 Phone Number.....Lincoln 7133
 Transmitter Location...Larkin Terminal Bldg.
 Time on the Air...6 a.m. to 1 a.m.; Sundays,
 Newspaper Affiliation..Buffalo Courier-Express
 News Service.....AP, INS, Reuters
 Transcription Service...Standard, Lang-Worth
 Representative.....Weed & Company
 Membership.....NAB

Personnel

President.....Paul E. Fitzpatrick
 Station Director.....Cy King
 Sales Manager.....William Doerr, Jr.
 Program Director.....Robert Dambach
 Production Manager.....John D. Boothby
 Publicity Director.....William Schweitzer
 Chief Announcer.....Clare Allen
 Musical Director.....Wallace McManus
 Technical Supervisor...Raymond H. Lamy
 Record M. C.....Ed Tucho'ka, Robert Wells

News Comes First

AT

W B N Y

★

Buffalo's only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four... TP, UP, AP and INS. We have the ear of Western New York.

★

W B N Y

Owned and Operated by
ROY L. ALBERTSON

485 Main Street

Buffalo, N. Y.



1340 KC

Photo by
Baxtresser

You'll find it's a habit for Buffalonians to swing their dials to 1340 for
 "Hi-Teen Time" — "The Outdoorsman"
 "Queen City Cinderella" — "Melody Men"
 Van Patrick's Play-by-Play Broadcasts
 and many other "home-folks" programs. You're SURE
 to talk to Buffalo through WEBR and WEBR-FM!
 WEED & CO. — National Representatives

WGR*

BUFFALO—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... WGR Broadcasting Corp.
 Address..... 1800 Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location..... Hamburg, N. Y.
 Time on the Air..... 5:50 a.m. to 1:05 a.m.
 News Service..... UP
 Transcription Service..... World Associated
 Representative..... Free & Peters
 Membership..... NAB, BMB

Personnel

President-Gen. Mgr..... Nat L. Cohen
 Sales Manager..... Nat L. Cohen
 Production Manager..... Robert Sirtigl
 Program Manager..... Karl Hoffman
 Sales Promotion-Pub. Dir..... R. McPherson
 Chief Engineer..... Karl B. Hoffman
 Chief Announcer..... Allan L. Lewis
 Music Director..... David Cheskin
 Record MC..... Billy Keaton

* 500W. construction permit.

WKBW

BUFFALO—EST. 1925

AMERICAN BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By..... Buffalo Broadcasting
 Corp.
 Address..... 1800 Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location..... Big Tree Road,
 Hamburg, N. Y.
 Time on the Air..... Unlimited
 News Service..... UP
 Transcription Service..... World Broadcast-
 ing System, Cole
 Representative..... Avery-Knodel, Inc.
 Membership..... NAB

Personnel

President..... Hiram W. Deyo
 Vice-Pres. & Gen. Mgr..... John A. Bacon
 Sales Manager..... Richard H. Ullman
 Merchandising Manager..... John H. Schnell, Jr.
 Program Director..... John A. Bacon
 Chief Announcer..... Jack Gelzer
 Publicity Director..... John H. Schnell, Jr.
 Public Relations Director..... Lillian Kirk
 Musical Director..... Bobby Nicholson
 Chief Engineer..... Richard Blinzler
 Record Mc's.... Foster Brooks, Terry Washburn

WELM

ELMIRA—EST. 1947

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By... James Robert Meachem
 Business Address..... 222 East Market St.
 Phone Number..... 2-8378
 Transmitter Location..... Upper Yake St.
 News Service..... AP
 Representative..... The Walker Co.
 Membership..... NAB

Personnel

Owner-Gen. Mgr..... J. R. Meachem
 Sales Manager..... Claude Snyder, Jr.
 Program Director..... Preston L. Taplin

WENY

ELMIRA—EST. 1939

NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Elmira Star-Gazette, Inc.
 Business Address..... Mark Twain Hotel
 Phone Number..... 5181
 Transmitter Location... Lower Schuyler Ave.
 Time on the Air..... 7 a.m. to 1 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 Newspaper Affiliation... Elmira Star-Gazette
 News Service..... UP
 Transcription Service... World Broadcasting,
 Lang-Worth
 Representative..... J. P. McKinney & Son
 Membership..... NAB, BMB

Personnel

President..... Frank E. Gannett
 General Manager..... Dale Taylor
 Sales-Commercial Manager... Ernest F. Oliver
 Sales Promotion-Merchandising
 Manager..... Ernest F. Oliver
 Program Director..... Woodrow W. Ott
 Chief Announcer..... Ted Hodge
 Musical Director..... Harry Springer
 Chief Engineer..... Thurlow A. Greene

WGBB

FREEPORT—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By..... H. H. Carman
 Address..... 44 So. Grove Street
 Phone Number..... Freeport 8-2418
 Transmitter Location..... 215 Bedell Street
 Time on the Air..... Unlimited
 Transcription Service..... NBC Thesaurus

Personnel

President-General & Station
 Manager..... Harry H. Carman
 Sales-Commercial Manager... Harry H. Carman
 Program Director..... A. Cheesman
 Chief Announcer..... Neal Seaman
 Chief Engineer..... G. Graham
 Record M. C..... William Martin

W W S C

GLENS FALLS—EST. 1946
MUTUAL—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By
Great Northern Radio, Inc.
Address ..Empire Theater B'dg., 11 South St.
Phone Number.....Glens Falls 2-6983
Transmitter Location
Pruyn's Island, Glens Falls, N. Y.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World

Personnel

PresidentMarlin Karig
General Manager.....Martin Karig
Station Manager.....Eric Fields
Commercial Manager.....Arthur L. Cooper
Sales Manager.....Bob Giford
Program Director.....Bob Giford
Publicity Director.....Bob Giford
Chief Announcer.....Eric Fields
Acting Chief Engineer.....Joseph Thomas

(CALL LETTERS TO BE ASSIGNED)
GLENS FALLS*

Frequency: 1230 Kc.....Power: 100 Watts
Permittee.....Glens Falls Publicity Corp.

* Construction permit pending.

W E N T

GLOVERSVILLE—EST. 1944
COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By...Sacandaga Broadcasting Corp.
Operated By.....George Bissell
Address.....8 West Fulton St.
Phone4900-1
Transmitter Location.....Harrison St.
Time on the Air...17 hours 10 minutes daily
News Service.....UP
Transcription Service.....NBC Thesaurus
MembershipNAB, BMB

Personnel

President.....George F. Bissell
General Manager.....Dale Robertson
Program Director.....Malcolm Weaver
Chief Engineer.....DeWaine Rauer

W H L I

HEMPSTEAD—EST. 1947

Frequency: 1100 Kc.....Power: 250 Watts D.
Owned-Operated By.....Elias I. Godofsky

Business Address.....23 Court St.
Transmitter Location.....Hempstead
News Service.....UP
Transcription Service.....Associated

Personnel

General Manager.....Elias I. Godofsky
Station Manager.....Paul Godofsky
Musical Director.....Eddy Brown
Chief Engineer.....Frank E. Knaack

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 Bldg.
Phone Number3438
Studio Addresses: Ithaca Savings Bank Bldg.;
Campus Studio; Cornell Countryman Bldg.;
Cornell Campus
Transmitter Location..Kline Rd., Forest Home,
Ithaca

Time on the Air.....6:30 a.m. to sundown
News ServiceUP
Transcription Service.....World Broadcasting
System
Representative.....Howard H. Wilson Co.,
Kette'l-Carter
MembershipNAB, BMB

Personnel

General Manager.....Michael R. Hanna
Sales Manager.....Earl S. Cobey
Program Director.....Joseph A. Short
Publicity Director.....Theodore T. Howes
Chief Announcer.....John H. Deal
Musical Director.....John H. Deal
Chief Engineer.....True McLean

W J T N

JAMESTOWN—EST. 1936

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...James Broadcasting
Company, Inc.
Address.....208 Hotel Jamestown Bldg.
Phone Number.....7151
Transmitter Location: Jones & Gifford Avenue
and Hallock Street Extension

Time on the Air.....6 a.m. to 1 a.m.;
Sundays, 7 a.m. to 1 a.m.
News ServiceUP
Transcription Service.....Associated Music,
World
Representative.....Wm. G. Rambeau Co.
MembershipNAB, BMB

Personnel

President.....Jay E. Mason
 General Manager.....Simon Goldman
 Commercial Manager.....Simon Goldman
 Sales Promotion Manager.....Martha Johnson
 Program Director.....Jay E. Mason
 Production Manager.....J. Ralph Carlson
 Publicity Director.....Donald Laubenstein
 Chief Announcer.....Jack Guinan
 Musical Director.....George Pfeeger
 Chief Engineer.....Harold J. Kratzert
 Record M. C.....William Winn

W K N Y

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Kingston Broad. Corp.
 Address.....B'way. Theater Bldg.,
 601 Broadway
 Phone Number.....Kingston 4500
 Transmitter Location....Yarmouth St., Ulster
 Township
 Time on the Air.....7 a.m. to 1 a.m.;
 Sunday: 7:45 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 National Sales Office....The Friendly Group
 Representative..Joseph Hershey McGillvra, Inc.
 Membership.....BMB

Personnel

President.....John J. Laux
 General Manager.....Lou Stekete
 Commercial Manager.....George M. Hard
 Sales Promotion Manager..Claude S. Middagh
 Program Director.....Dick McCarthy
 Publicity Director.....Ernest M. Ward
 Chief Announcer.....Dick McCarthy
 Musical Director.....Bill Brophy
 Chief Engineer.....Francis H. Boisvert
 Record MC.....Dick Nedin

W I C Y

MALONE—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..North Country Broad. Co.
 Address.....65 Woodward St.
 Phone Number.....Malone 187
 Transmitter Location.....65 Woodward St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB

Personnel

Production Manager.....Mitchell C. Tackley
 Commercial Manager.....Ralph M. Cardinal

Sales Manager.....Ralph M. Cardinal
 Program Director.....Daniel W. Casey
 Publicity Director.....Mitchell C. Tackley
 Chief Announcer.....Robert Conto
 Chief Engineer.....Charles Walker

W M S A

MASSENA—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By.....The Brockway Co.
 Address.....Central Building
 Phone Number.....990
 Transmitter Location.....Winthrop Rd.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 Newspaper Affiliation.....The Watertown
 Daily Times
 News Service.....UP
 Transcription Service.....SESAC, Standard
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....Harold B. Johnson
 General Manager.....Louis Saiff, Jr.
 Station Manager.....Thomas R. McHugh
 Commercial Manager.....Thomas R. McHugh
 Sales Promotion Manager..Robert E. Anderson
 Publicity Director.....Robert E. Anderson
 Chief Engineer.....Michael R. Yonkovig

W A L L

MIDDLETOWN—EST. 1942

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Broad-
 casting Corp.
 Business Address.....14 South St.
 Phone Number.....3119
 Transmitter Location.....229 Monhagen Ave.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Keystone
 Membership.....NAB, BMB

Personnel

President.....John Morgan Davis
 General Manager.....Martin N. Oebbecke
 Program Director.....George W. Shepard

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc....Power: 1000 w. d. only
 Owned-Operated By.....WGNY Broad-
 casting Co., Inc.



THE GENTLEMAN WITH THE RIGHT PICK

Can lower advertising costs . . . and yet clinch a substantial share of the Metropolitan New York Market with a sales message beamed over WBNX. 1947 is going to be a big year for advertisers in this World's Largest Market and you can depend on WBNX to be your low cost — best seller.

Write, call or phone MEIrose 5-0333 for rates and data pertaining to English and Foreign language audiences.



Business Address161 Broadway
 Phone Number4600
 Transmitter Location.....Cohecton Turnpike
 Time on the Air.....7:30 a.m. to local sunset
 Newspaper Affiliations.....Speidel
 Newspapers, Inc.
 News ServiceUP
 Transcription Service...Standard, W. E. Long
 Membership.....NAB, BMB

Personnel

President.....Merritt C. Speidel
 General Manager.....Harold W. Cassill
 Station Manager.....Harold W. Cassill
 Commercial Manager.....Joseph W. Rake
 Sales Promotion Mgr.....Joseph W. Rake
 Program Director.....Richard F. Crans
 Production Manager.....Edward J. Burns
 Chief Announcer.....Edward J. Burns
 Musical Director.....James Goble
 Chief Engineer.....Marvin S. Seimes
 Record MC.....Al Gioielli

WCBS

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.....21 hours daily
 News Service.....AP, INS, UP, Reuters
 Transcription Service.....Associated Music
 Publishers; Langworth Feature Programs
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

President.....Frank Stanton
 Chairman, Board of CBS.....William Paley
 General Manager.....Arthur Hull Hayes
 Commercial Manager.....Don Miller
 Adv. & Sales Promotion Mgr.....Jules Dundes
 Program Director.....G. Richard Swift
 Publicity Director.....Michael Boscia
 Asst. Program Dir.....D. Gordon Graham
 Special Events.....Henry Unter Meyer
 Musical Librarian.....Edna Barnes
 Script Editor.....Jack Hoins
 Chief Engineer.....Henry Grossman
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 Networks

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By....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 ServiceAP
 Transcription Service.....Standard Radio,
 SESAC
 National Representative.....Forjoe & Co.
 MembershipNAB

Personnel

President.....A. L. Haskell
 Vice-President-General
 Manager.....W. I. Moore
 Production Manager.....Edw. Ervin
 Program Director.....Frank Johnson
 Musical Director.....Fred Mendelsohn
 Chief EngineerA. Solbrig

For the best in
 Washington news . . .

AP

FIRST

AMONG THE INDEPENDENTS

The "Log of Nine New York Stations" by Radio Reports, Inc. (December 1946) shows:

**MORE ADVERTISERS
USE WHN THAN ANY
OTHER INDEPENDENT
STATION**

This popular station, moreover, outclassed all but one of the network key stations in national spot and local advertising.

Use the station other advertisers use most...



New York's biggest radio buy
TED HUSING'S BANDSTAND

Participating Sponsorship in Three
and Six-Times Weekly Strips

WHN

NEW YORK

50,000 WATTS • 1050 KILOCYCLES

Represented by Rambau

WEVD

NEW YORK—EST. 1929

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated ByDebs Memorial
 Radio Fund, Inc.
 Address117 West 46th Street
 Phone NumberBRyant 9-2360
 Transmitter Location.....4701 Maspeth Ave.,
 Maspeth, L. I., N. Y.
 News ServiceAP
 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.
 News ServiceAP

Personnel

PresidentAdolph Held
 General-Station Manager...Henry Greenfield
 Sales-Commercial Manager...Henry Greenfield
 Program-Publicity Director.....George Field
 Chief Announcer.....David Niles
 Musical Director.....Nicholas Saslavsky
 Chief Engineer.....Charles Brown

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
 Owned-Operated By....Marcus Loew Book-
 ing Agency
 Address1540 Broadway
 Phone NumberBRyant 9-7800
 Transmitter LocationEast Rutherford,
 N. J.
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....UP, AP
 Transcription Service.....Associated
 Representatives.....Wm. G. Rambeau Co.

Personnel

Director.....Herbert L. Pettey
 General Manager.....Frank Roehrenbeck
 Director of Sales.....Bertram Lehtar, Jr.
 Sales Promotion-Merchandising
 ManagerRobert G. Patt
 Program Director.....Raymond Katz
 Production Manager.....Helen Ward
 Publicity Director.....Jo Ranson
 Chief Announcer.....Ted Schneider
 Musical Director.....Joel Herron
 Chief Engineer.....Paul Fuelling
 Record MC's.....Ted Husing, Robert Q. Lewis

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Operated By..The Crosley Broad. Corp.
 Address.....28 West 44th Street
 Phone NumberBRyant 9-6000
 Transmitter Location.....Lyndhurst, N. J.
 Time on the Air.....4:45 a.m. to midnight
 News Service.....AP, INS
 MembershipNAB

Personnel

President.....James D. Shouse
 General Manager.....Robert E. Dunville
 Station Manager.....Willard Schroeder
 Sales Commercial Dir.....Marion Annenberg
 Promotion Manager.....Marion Annenberg
 Publicity Director.....Chas. Oppenheim
 Chief Announcer.....Joe Tobin
 Musical Director.....Irving Landau
 Chief Engineer.....Paul Von Kunits

(See Color Page 12)

5000 WATTS 1330 Kc



ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . .
sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

For the **WHY** — the **WHAT** — the **WHEREFORE**
of **FOREIGN LANGUAGE RADIO**

REMEMBER

WHOM

“THE IL PROGRESSO STATION”

- FOR THE **BEST BUY** IN FOREIGN LANGUAGE PROGRAMS!
- FOR FOREIGN LANGUAGE **SHOWMANSHIP!!**
- TO **EFFECTIVELY REACH MILLIONS** OF FAITHFUL LISTENERS IN THE NEW YORK MARKET!!!

YOU'LL NATURALLY CHOOSE

WHOM

“THE IL PROGRESSO STATION”

Specializing in

- **ITALIAN**
 - **POLISH**
 - **JEWISH**
 - **GERMAN**

PLUS

“AFTER HOURS” — ALL-NITE ENGLISH FEATURE



“The Il Progresso Station”

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y.

PLaza 3-4204

Jack M. Compter, Commercial Manager

W H O M

NEW YORK—EST. 1930

Frequency: 1480 Kc. . . . Power: 1000 D, 500 N.
Owned-Operated By Atlantic Broadcasting
Co., Inc.

Address 29 W. 57th St.
Phone Number Plaza 3-4204
Studio Addresses . . 30 Journal Sq., Jersey City;
29 W. 57th St., N. Y.

Transmitter Location . Washington St., Jersey
City.

Time on the Air . 6:30 a.m. to 5:30 a.m.; Sun-
day, 7:30 a.m. to 5:30 a.m.

Newspaper Affiliation Il Progresso Italo
Americano

News Service UP

Transcription Service Standard

Membership NAB

Personnel

President Generoso Pope
Exec. V.-P. and Gen. Mgr. Fortune Pope
Station Manager Fortune Pope
Sales Commercial Mgr. Jack M. Compter
Promotion Manager Jack M. Compter
Program Director Charles Baltin
Production Manager Ralph Costantino
Publicity Director Charles Baltin
Musical Director Giuseppe de Luca
Chief Engineer Theodore Gempp
Record MC Sid Torin

W J Z

NEW YORK—EST. 1921

ABC—KEY STATION

Frequency: 770 Kc. Power: 50000 Watts
Owned-Operated By . . . American Broadcasting
Corp.

Address 30 Rockefeller Plaza
Phone Number Circle 7-5700
Transmitter Location . Lodi, Bergen County, N.J.

Time on the Air 24 hours daily

News Service AP, UP & INS

Representative ABC Spot Sales

Membership NAB, EMB

Personnel

President Mark Woods
Station Manager Murray Grabhorn
Sales Manager C. L. Doty
Merchandising Manager . . . Geo. MacGlennon
Program Director John Hade
Musical Director Paul Whiteman
Chief Engineer George Mi'ne
Record MC Johnny Dale

(For additional personnel see listings under
American Broadcasting Company in network
section of this volume.)

For the greatest
in news reliability . .

AP



WLIB NEW YORK



wLIB A VITAL FORCE IN NEW YORK CITY'S MARKETING SYSTEM

...

WLIB's
News Bureau
— Winner of
the N. Y. News-
paper Guild's
First Citation for
Radio Journalism

FOR THE LISTENERS:
Music for their listening moods

FOR THE SPONSOR:
A loyal, responsive audience

National
SALES REPRESENTATIVES: *Adam J. Young Jr.*

INCORPORATED

wLIB · 1190 on your dial

... MUSIC FOR YOUR LISTENING MOODS

Dorothy S. Thackrey, Chairman • T. O. Thackrey, Vice Chairman
Arthur A. Engel, Commercial Manager • Louis Jacobson, Station Manager
207 EAST 30th STREET, NEW YORK 16, N. Y.

WLIB

NEW YORK—EST. 1942

Frequency: 1190 Kc. Power: 1000 W. d. only
 Owned-Operated By.....WLIB, Inc.
 Address.....207 E. 30th St.
 Phone Number.....Murray Hill 3-6903
 Transmitter Location.....180 Morgan Ave.
 Time on Air....Local sunrise to local sunset
 World.....SESAC
 Newspaper Affiliation.....New York Post
 Transcription Service.....Associated Music
 and World
 Representative.....The Forjoe Co.
 Membership.....NAB

Personnel

President-Gen. Mgr.....Dorothy Thackrey
 General and Sales Mgr.....Arthur Simon
 Commercial Manager.....Arthur A. Engel
 Asst. Program Dir.....Clifford Evans
 Production Manager.....Murray Jordan
 Publicity Director.....Sam Elfert
 Chief Announcer.....Murray Jordan
 Musical Director.....Mimi Trepal
 Chief Engineer.....Lou Thompson
 Record MC.....Roger Sweet
 Chief Music Librarian.....Roger Sweet

WNBC

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
 Owned-Operated By.....National Broad-
 casting Co.
 Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Transmitter Location....Port Washington, N. Y.
 Time on the Air..5:30 a.m. to 1 a.m.; Sunday,
 8 a.m. to 1 a.m.
 News Service.....AP, UP, INS
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative...NBC National Spot & Local
 Sales
 Membership.....NAB, BMB

Personnel

President.....Niles Trammell
 General Manager.....Frank Mullen
 Station Manager.....James M. Gaines
 Program Director.....DeLancy Provost
 Sales Promotion-Merchandising
 Manager.....Charles Phillips
 Publicity Director.....Bob Daub
 Chief Announcer.....Patrick J. Kelly

For the greatest in prestige . . .

AP

renewal power-

THE TRUE TEST OF STATION STRENGTH!

keystone of WMCA's dominance in the metropolitan New York market is the "longevity" of its advertisers. Take a look at a cross-section of our 1946 sponsors...organizations whose long spans of life on this station reach into *decades*...undeniable *proof* of the strength of the WMCA sales impact!

→
Represented Nationally by
Free & Peters

Years	
25	Sachs Quality Furniture
13	Michael's Brothers
12	Ex-Lax
10	Modern Industrial Bank
9	Simon Ackerman Clothes
9	Barney's Clothing
8	Pepsi-Cola
8	Stanback
7	Horn and Hardart
6	Crawford Clothes
5	Adam Hats
5	BC Remedy
5	Edelbrew Beer
5	Loeser's Department Store
5	National Shoes
4	Mission Bell Wine
4	Piel's Beer
4	Venida



First on New York's Dial

Musical Director.....Samuel Chotzinoff
 Chief Engineer.....F. A. Wankel
 Record MC.....Bob Smith
 (For additional personnel see listing of National Broadcasting Co., under Networks.)

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone Number Circle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air.....24 hours daily
 News Service AP
 Representative.....Weed & Co.
 MembershipBMB

Personnel

President.....Nathan Straus
 Secretary-Treasurer.....Herman M. Stein
 First V.-P. and Gen. Mgr.....Charles Stark
 Sales Promotion Manager...Howard Klarman
 Dir. of Commercial Programs....Jos. Gottlieb
 Director of Sales.....Herman Bess
 Education Director.....Helen Sachs Straus
 Vice-Pres., Director of News, Publicity
 and Special Events.....Leon Goldstein
 Chief Announcer.....Joe O'Brien
 Musical Director.....William Taylor
 Chief Engineer.....Pierre C. Verseput
 Record M.C.....Joe Franklin

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.....2500 Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location...Greenpoint, Brooklyn,
 N. Y.; 10 Kent St., Brooklyn, N. Y.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP, INS, UP

Personnel

Chief Executive.....William O'Dwyer,
 Mayor of the City of New York
 Station Manager.....Seymour N. Siegel
 Executive Officer.....John DeProspro
 Program Director.....Seymour N. Siegel
 Production Manager.....Frank Tomasell
 Publicity Director.....Lilian Supove
 Chief Announcer.....Thomas H. Cowan
 Musical Director.....Herman Neuman
 Chief Engineer.....William H. Pitkin
 Record MC.....Alan Zachary

*Non-Commercial Station

For the *best*
 in women's news . . .

AP

IN THE MONEY

98.8% OF THE TIME!

Among programs heard over *all* New York Stations (network affiliates included) between 10:00 A. M. and 11:30 A. M. & 5:35 P. M. and 7:30 P. M.

THE MAKE BELIEVE BALLROOM

**with MARTIN BLOCK over WNEW
in the year 1946**

rated 1st 55.4% of the time

rated 1st or 2nd 86.3% of the time

rated 1st, 2nd or 3rd 98.8% of the time

(THE PULSE reports for January through December, Monday-Friday averages)

— WNEW —

**SERVING NEW YORK AND NEW JERSEY
24 HOURS A DAY**



W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By...Greater New York
 Broadcasting Corporation
 Address.....565 Fifth Ave.
 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
 Lang-Worth, World
 Representative: John Blair & Co.; R. C. Foster
 Membership NAB

Personnel

General Manager.....B. Judis
 Station Manager.....B. Judis
 Vice-Pres. in Charge Sales....Ira M. Herbert
 Sales Promotion Mgr.....John V. B. Sullivan
 Program Director.....Ted Cott
 Production Manager.....Jack Grogan
 Assoc. Publicity Dir.....Rhea Diamond
 Chief Announcer.....John Jaeger
 Musical Director.....Roy Ross
 Chief Engineer.....Max J. Weiner

W O R

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

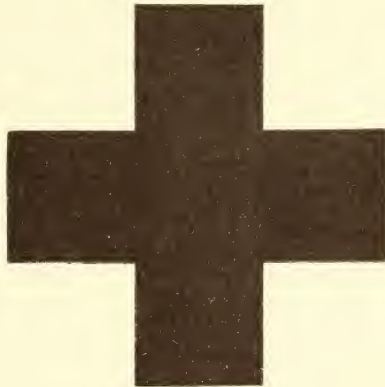
Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP, UP, INS
 Transcriptions Service.....WBS
 Membership.....NAB, BMB

Personnel

President.....Theodore C. Streibert
 Vice-President.....R. C. Maddux
 Sales Manager.....Eugene S. Thomas
 Promotion Director.....Joseph Creamer
 Program Director.....Rodney Erickson
 Production Manager.....Daniel Ehreulich
 Dir. of News-Special Features..Dave Driscoll
 Publicity Director.....Richard Pack
 Music Director.....Sylvan Levin
 Popular Music Director.....Tommy Dorsey
 Chief Engineer-Vice-Pres.....Jack R. Poppele
 Record MC.....Barry Gray

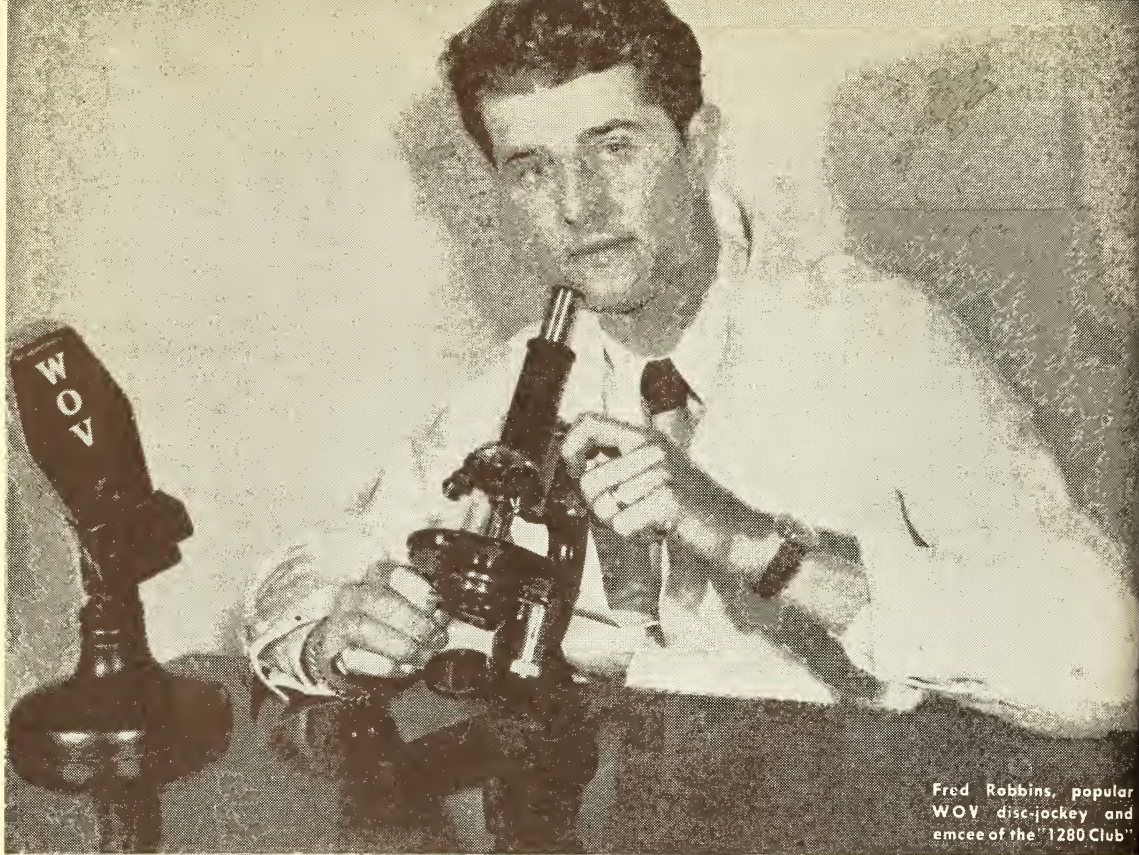
See Page 496

The Red Cross Needs



Your Unstinting Assistance

GIVE!



Fred Robbins, popular WOV disc-jockey and emcee of the "1280 Club"

We Have Analyzed Our Audience For Sponsors of the "1280 Club"

WE want you to know what you get for your dough! That's why WOV asked "The Pulse, Inc." to analyze the first 25,000 registered members of, and ardent listeners to, Fred Robbins' "1280 Club" program, broadcast nightly over WOV from 6:30 to 9:00 p. m.

The results really tell a sponsor what he gets on this popular, six-day-a-week program. For example:

The "1280 Club" delivers 1280 listeners for a dollar.

Their average age is 23 years.

56% are women . . . 44% are men.

96% live in metropolitan New York. And we can give you the home address of each one.

Get the complete facts on this most revealing of all listener surveys . . . age, sex, income, where and how these ardent listeners live. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

*We Want You To Know
What You Get For
Your Dough!*

W O V
NEW YORK

W O V

NEW YORK—EST. 1926

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.....6 a.m. to midnight,
 Monday thru Saturday
 News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....John E. Pearson Co.

Personnel

President.....Harry Henshell
 General Manager-Station
 Manager.....Ralph N. Weil
 Commercial Manager.....Ralph Nardella
 Sales Promotion Manager.....Judith Vallen
 Program Director.....Arnold B. Hartley
 Publicity Director.....Anne Baldwin
 Musical Director.....Paul Romeo
 Chief Engineer.....Hillis Holt
 Record M. C.....Fred Robbins

W Q X R

NEW YORK—EST. 1936

Frequency: 1560 Kc.....Power: 10000 Watts
 Owned By.....The New York Times Co.
 Operated By.....Interstate Broad. Co., Inc.
 Address730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island,
 N. Y.
 Time on the Air...7 a.m. to 12:05 midnight;
 Sundays: 8 a.m. to 12:05 midnight
 Newspaper Affiliation.....New York Times
 News Service...The N. Y. Times News Service
 Transcription Service...World Broadcasting
 System; Associated Music
 Representative.....Adam J. Young, Jr.
 MembershipNAB

Personnel

Chairman of the Board..Arthur Hays Sulzberger
 President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Station Manager.....John S. Hayes
 Promotion Director.....Bennet Korn
 V.-P. in Charge of Sales.....Hugh K. Boice
 Program Director.....Eleanor N. Sanger
 Publicity DirectorEleanor Hurley
 Chief Announcer.....Albert Grobe
 Music Consultant.....Abram Chasins
 Orchestral Director.....Leon Barzin
 Chief Engineer.....Russell Valentine

See Page 292

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc....Power: 1000 w. d. only
 Owned-Operated By...The Niagara Falls
 Gazette Publishing Company
 Address.....310 Niagara St., Hotel Niagara
 Phone Number.....2-2311 & 8421
 Transmitter Location.....Lockport & Military
 Roads
 Time on the Air..Local sunrise to local sunset
 Newspaper Affiliation.....Niagara Falls
 Gazette
 News ServiceUP
 Transcription Service...Lang-Worth, Standard
 Radio, Associated, World, SESAC, Cole
 RepresentativeHeadley-Reed Company

Personnel

General Manager.....Earl C. Hull
 Commercial Manager....Richard G. Robbins
 Program Director.....Robert J. Manning
 Production Manager.....J. M. Whitney
 Musical Director.....J. Harold Bradley
 Chief Engineer.....E. D. Hiatt, Jr.

W S L B

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...St. Lawrence Broad-
 casting Corp.
 Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air.....7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription Service.....Keystone,
 Standard, Cole
 RepresentativeWalker Co-
 MembershipBMB

Personnel

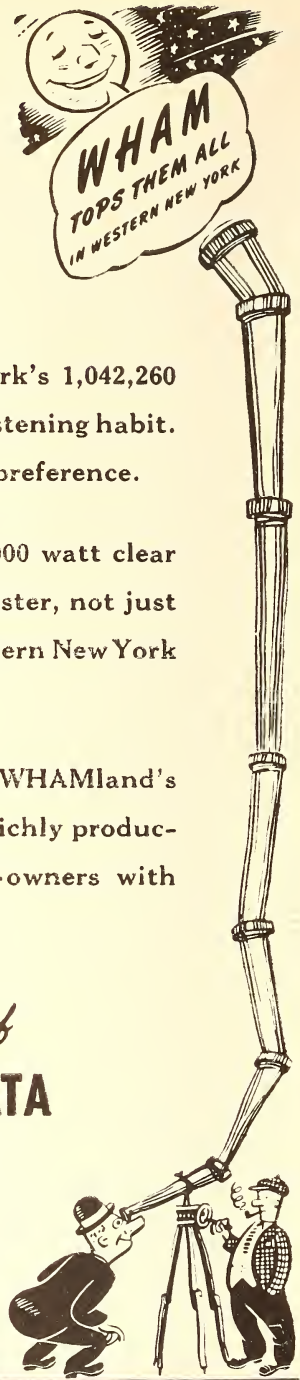
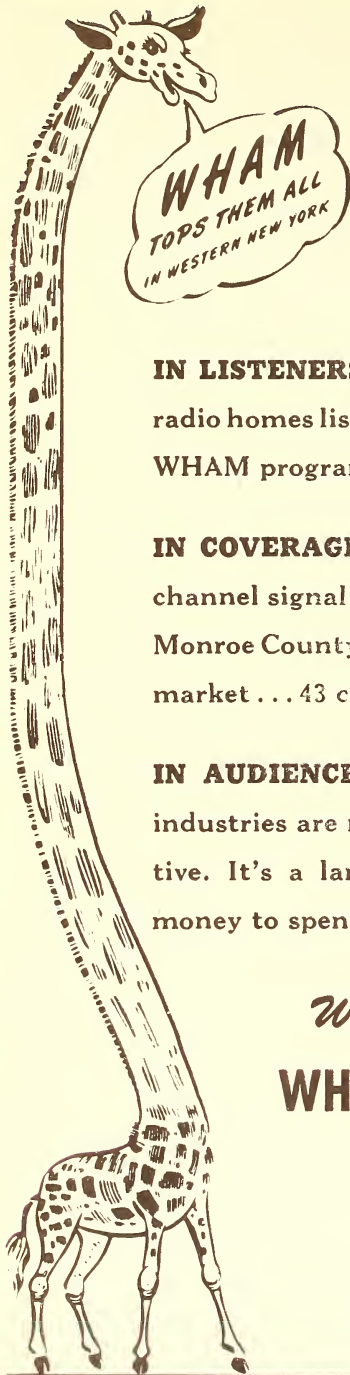
President.....Joseph R. Brandy
 General Manager.....Harold J. Frank
 Commercial Manager.....Joseph R. Brandy
 Program Director.....Hal Gilman
 Chief Announcer.....Hal Gilman
 Musical Director.....Flo Beach Rowe
 Chief Engineer.....Ramond Lafferty

W H D L

OLEAN—EST. 1934

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts



IN LISTENERS . . . In Western New York's 1,042,260 radio homes listeners have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE . . . WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . 43 county coverage.

IN AUDIENCE BUYING POWER . . . WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of
WHAM MARKET DATA

WHAM

"The Stromberg-Carlson Station"

ROCHESTER, N. Y.

50,000 Watts • Clear Channel

NBC AFFILIATE

National Representatives

GEORGE P. HOLLINGBERY CO.

Owned-Operated By..... WHDL, Inc.
 Address... 619 Exchange National Bank Bldg.
 Phone Number..... Olean 4149
 Transmitter Location... 3219 West State Road
 Time on the Air..... 6:55 a.m. to 11:15 p.m.
 Newspaper Affiliation Olean Times
 Herald
 News Service UP
 Transcription Service..... NBC Thesaurus
 Representative J. P. McKinney & Son
 Membership..... NAB, BMB

Personnel

President..... E. B. Fitzpatrick
 General & Commercial Mgr. Thomas L. Brown
 Program Director..... Lloyd B. Gibson
 Chief Engineer..... Thomas J. Gill

Newspaper Affiliation..... Poughkeepsie
 Newspapers, Inc.
 News Service AP
 Transcription Service..... Standard
 Representative Headley-Reed Company
 Membership..... NAB, BMB

Personnel

Director..... Edward A. Chappell
 General Manager..... H. W. Cassill
 Business Manager..... George W. Bingham
 Commercial Manager..... Ted Jones
 Sales Promotion Manager..... Richard Crans
 Program Dir.-Publicity Dir..... Richard Crans
 Chief Announcer..... Harold Hennig
 Musical Director..... Harold Hennig
 Chief Engineer..... Marvin Seimes
 Record MC..... Charles Healy, Al Gioielli

W M F F

PLATTSBURG—EST. 1935

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... Plattsburg Broadcast-
 ing Corporation
 Address..... 153 Margaret St.
 Phone Number 1600
 Transmitter Location..... Boynton Ave.
 Time on the Air..... 6:45 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service..... NBC Thesaurus
 Representative..... Jos. Hershey McGillvra, Inc.
 Membership..... NAB, BMB

Personnel

President..... Mr. George F. Bissell
 General Manager..... George F. Bissell
 Commercial Manager..... Joel H. Scheier
 Sales Promotion Manager..... Joel H. Scheier
 Program Director..... Betty Kraus
 Production Manager Earl Sharland
 Publicity Director..... Dick Weld
 Chief Announcer..... Earl Sharland
 Musical Director..... Charles Hill
 Chief Engineer..... Edward Gagnon

W K I P

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By... Poughkeepsie Newspapers, Inc.
 Operated By... Radio Division, Poughkeepsie
 Newspapers, Inc.
 Address..... P.O. Box 889
 Phone Number..... Poughkeepsie 6800
 Studio Address..... New Yorker Bldg.;
 Nelson House
 Transmitter Location The Nelson House
 Time on the Air..... 6:30 a.m. to 12:05 a.m.

W H A M

ROCHESTER—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
 Owned-Operated By..... Stromberg-Carlson
 Company
 Business Address..... 111 East Avenue
 Phone Number Stone 1862
 Transmitter Location..... Victor, New York
 Time on the Air..... 18½ hours daily
 News Service UP
 Transcription Service..... NBC Thesaurus;
 World Broadcasting System, RCA Victor
 Representative Geo. P. Hollingsbery Co.
 Membership..... NAB, BMB

Personnel

Vice-President..... William A. Fay
 General Manager..... William A. Fay
 Studio Manager..... John H. Lee
 Commercial Manager... John W. Kennedy, Jr.
 Sales Promotion Manager... Truman P. Brizee
 Program Director..... Charles Siverson
 Production Manager..... Syl Novelli
 Publicity Director..... Truman Brizee
 Chief Announcer..... Dean W. Harris
 Musical Director..... Gene Zacher
 Chief Engineer..... Ken Gardner
 Record MC..... Arthur Murrellwright

W H E C

ROCHESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By..... WHEC, Inc.
 Address 40 Frankln St.
 Phone Number Stone 1320
 Transmitter Location... 1800 Winton Rd. So.
 Rochester

Time on the Air.....6:30 a.m. to 1 a.m.;
 Saturday: 6:30 a.m. to 1 a.m.; Sunday:
 8 a.m. to 12:30 a.m.
 Newspaper Affiliation.....Gannett News-
 papers, Inc.
 News Service AP
 Transcription Service.....Associated Music &
 Standard
 Representative J. P. McKinney & Son
 Membership..... NAB, BMB

Personnel

President.....Frank E. Gannett
 Vice-President.....Clarence Wheeler
 General Manager.....Gunnar O. Wiig
 Commercial Manager...LeMoine C. Wheeler
 Program Director.....William J. Adams
 Production Manager...Lowell H. MacMillan
 Publicity Director.....William J. Adams
 Chief Announcer.....Wilfred Despard
 Musical Director.....Peter Laurini
 Chief Engineer.....Bernard C. O'Brien
 Record MC.....Jack Barry

WRNY*

ROCHESTER—EST. 1946

Frequency: 680 Kc....Power: 250 w. d. only
 Owned-Operated By...Monroe Broad. Co., Inc.
 Address.....191 East Ave.
 Phone Number.....Stone 6228
 Transmitter Location...Fiume St. Extension
 near Mt. Read Blvd.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership..... NAB

Personnel

President.....George B. Kelly
 General Manager.....Lester W. Lindow
 Sales Manager.....Lester W. Lindow
 Program Director.....Harold Kolb
 Production Manager.....Harold Kolb
 Chief Engineer.....Felix Bonvouloir

*Construction Permit.

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
 AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Brown Radio Ser-
 vice & Laboratories, Gordon P. Brown, Owner
 Address.....328 East Main St.
 Phone Number.....Stone 702
 Transmitter Location.....Brighton, N. Y.
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sat., to 1 a.m.; Sun., 8 a.m. to 12:30 a.m.
 News Service INS

Representative.....The Walker Co.; Joseph
 Hershey McGillvra, Inc.

Personnel

President-Gen. Mgr.....Gordon P. Brown
 Sales and Comm. Mgr.....Elmer J. Walz
 Merchandising Manager.....Ralph Palmer
 Program Director.....David M. Olds
 Publicity Director.....Harland M. Evans
 Chief Announcer.....George LiButti
 Musical Director.....Viola Brown
 Chief Engineer.....Gordon P. Brown
 Record MC.....David Lewis

WKAL

ROME—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Cooper City Broadcasting
 Corp.
 Address.....Capitol Theater Bldg.
 Phone Number.....3616
 Transmitter Location...Muck Rd. and Jay St.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooke, Inc.
 Membership.....NAB

IN ROCHESTER, N. Y. IT'S

★ NEWS
 ★ MUSIC
 ★ SPORTS

AT
680
 KILOCYCLES

MONROE BROADCASTING CO., Inc.
 191 East Avenue Rochester 4, N. Y.
WRNY • WRNY-FM

Personnel

President.....M. J. Kallet
 General Manager.....Michael Carlo Fusco
 Commercial Manager.....Samuel N. Kirkland
 Program Director.....Walter P. Griswold
 Production Manager.....Daniel A. Fusco
 Chief Engineer.....DeForest T. Layton, Jr.
 Record MC.....Charles King

W N B Z

SARANAC LAKE—EST. 1937
 AMERICAN BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
 Owned-Operated By...Upstate Broadcasting Corporation
 Business Address.....14 Broadway
 Phone Number.....1320
 Studio Address.....14 Broadway
 Transmitter Location.....3 Olive St.
 Time on the Air.....Daytime license
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager.....John F. Grimes
 Program Director.....Lewis Pettit
 Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
 Owned-Operated By.....General Electric Company
 Address.....1 River Road
 Phone Number.....3-2121
 Transmitter Location...3 miles fr. Schenectady, Mariaville Rd.
 Time on the Air....6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus; Lang-Worth
 Representative.....NBC Spot Sales
 Membership.....NAB, BMB

Personnel

Vice President & Manager of Broadcasting.....R. S. Peare
 Asst. Manager of Broadcasting.....B. J. Rowan
 Station Manager.....G. E. Markham
 Asst. to Station Manager.....R. W. Welpott
 Supervisor, Station Sales & Promotion.....A. G. MacDonald
 Acting Supervisor, Programs.....A. G. Zink
 Supervisor, Production.....E. J. Pudney
 Supervisor, News.....W. T. Meenam
 Supervisor, Music.....A. D. Coggeshall
 Engineer.....W. J. Purcell



A QUARTER OF A CENTURY IS ONLY THE BEGINNING

MARVEL of the Twentieth Century . . . means for mass communication . . . disseminator of education and entertainment . . . Radio broadcasting is a tribute to man's inventive genius. In little more than 25 years it has grown from novelty to necessity in our daily lives.

Proud to have played a part in the phenomenal growth of the radio art, pioneer Station WGY, on the occasion of its Silver Anniversary (February 20, 1947) looks back through the years with a deep sense of gratitude to those who have made its operation possible.

Firm in the belief that there is an even greater tomorrow for broadcasting with the addition of Frequency Modulation and Television, General Electric Stations face the future with plans for further expansion and better service.

WGY

50,000 Watts
 NBC Affiliate. **GENERAL ELECTRIC**
 Schenectady, New York

Represented Nationally By NBC Spot Sales



THE BIGGEST SHOW IN TOWN

WFBL

*the Greatest Selling Power
in Central New York*

MEMBER BASIC NETWORK
COLUMBIA BROADCASTING
SYSTEM

Operated for the benefit of the community, WFBL
sells more potential buyers in this market than any
other station (figures available if you want them).

OFFERS YOU

AUDIENCE BUILDING PROGRAMS

Farm Show "RFD Program"—4:45-7:00 A.M. (Mon. thru Sat.).

Drama (live talent) "The Curtain Rises"— "Historical Showcase"

Music (live talent) "Musical Clock"—7:00-9:00 A.M. (Mon.-Sat.).
"Three For A Quarter"—9:15-9:30 A.M. (Mon.-Fri.).
"Dick Workman Sings"—6:30-6:45 P.M. (Tues.).

Audience Participation "WFBL Matinee"— "Round-Table on Wheels"

Complete News Service 9 Broadcasts Daily.
U. P. plus complete coverage of local and regional
news by WFBL's staff of nine correspondents.

No other radio station in Central New York can
give you as much as
WFBL Syracuse 2, N. Y.

WFBL-FM *gives you* **FM at FULL POWER**

For Institutional Advertising or Quality Products Reaching
This Great Central New York Market at Low Rates

WFBL-FM Syracuse 2, N. Y.

FREE and PETERS Exclusive National Representatives

W S N Y

SCHEENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Western Gateway
 Broadcasting Corp.
 Address.....619 State St.
 Phone Number.....Schenectady 3-3622
 Transmitter Location.....Campbell Rd.
 Time on the Air.....17 hours, 20 minutes;
 Sunday: 16 hours, 5 minutes
 News ServiceAP
 Transcription Service..Standard Radio; Lang-
 Worth
 RepresentativeHelen Wood

Personnel

President.....Winslow P. Leighton
 General Manager.....George R. Nelson
 Station Manager.....George R. Nelson
 Commercial Manager.....George R. Nelson
 Sales Promotion Manager.....Cecil Woodland
 Program Director.....Edward F. Flynn
 Production Manager.....Cecil Woodland
 Publicity Director.....Robert S. Cragin
 Chief Announcer.....Willcm Carpenter
 Musical Director.....Eleanor Clements
 Chief Engineer.....Irving S. Beck
 Record MC.....Jerry Coyle;
 William Carpenter

W A G E

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 AddressLoew Building
 Phone Number2-0277
 Transmitter Location.....Salina, N. Y.
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceAP
 Transcription Service.....Standard,
 NBC Thesaurus
 RepresentativeEdward Petry & Co., Inc.
 World Broadcasting System, RCA
 Membership.....NAB, BMB

Personnel

President.....Frank G. Revoir
 Exec. Vice-President &
 Station Manager.....William T. Lane
 Sales or Commercial Manager Aaron Beckwith
 Program Director.....Gordon Alderman
 Chief Announcer.....Bruce Rector
 Musical Director.....Carl Silfer
 Chief Engineer.....Charles W. Brannen

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Onondaga Radio
 Broadcasting Corporation
 Business Address.....433 S. Warren St.
 Phone Number2-1147
 Studio Address.....Onondaga Hotel
 Transmitter LocationCollamer, N. Y.
 Time on the Air.....5 a.m. to 1:05 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....INS, UP
 Transcription Service ...World Broadcasting
 System
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....Oscar F. Soule
 Vice-President-
 General Manager.....Samuel Woodworth
 Station Manager.....Samuel Woodworth
 Commercial Manager.....Lennox F. Wylie
 Vice-President
 Sales Promotion Manager...Robert G. Soule

WAGE
 SYRACUSE, N. Y.
DOMINATES
 Central New York!
 FIRST CHOICE OF TOP
 NATIONAL ADVERTISERS
 WAGE
 ABC
 WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
1 Kw. on 620 Kc.
 Represented by the Edward Petry Co.

Program Director.....James E. Deline
 Production Manager.....Raymond C. Gantter
 Publicity Director.....Robert G. Soule
 Musical Director.....Raymond C. Gantter
 Chief Engineer.....James J. Kelly
 Director of Sales and
 ProgramsCharles F. Phillips

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 LocationVan Rensselaer and
 Kirkpatrick Streets
 Time on the Air.....6 a.m. to 2 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard, M. M. Cole
 Representative.....The Walker Co.

Personnel

President.....T. S. Marshall
 General Manager.....T. S. Marshall
 Station Manager.....Hamilton Woodle
 Commercial Manager.....Daniel Dwyer
 Sales Promotion Manager...James J. Coolican
 Program Director.....Hamilton Woodle
 Publicity Director.....Eleanor Merz
 Chief Announcer.....Charles Shaw
 Musical Director.....Norman Messervey
 Chief Engineer.....Tom Crimmins
 Record MC.....Bob Van Kleek

WSYR

SYRACUSE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated ByCentral New York
 Broadcasting Corporation
 Address.....315 Syracuse-Kemper Bldg.
 Phone Number3-7111
 Transmitter Location.....2341 Valley Drive
 Time on the Air.....5:30 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service..Associated, Lang-Worth
 Representative.....Headley-Reed Co.
 MembershipNAB, BMB

Personnel

President.....Harry C. Wilder
 General Manager.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Alford, Jr.
 Sales Promotion Manager.....Albert J. Gillen
 Program Director.....William V. Rothrum
 Chief Announcer.....Elliott Gove
 Musical Director.....Murray Bernthal
 Chief Engineer.....Armand G. Belle Isle

WNDR

SYRACUSE—EST. 1946

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Operated By...Syracuse Broadcasting
 Corp.
 Address.....Wilson Bldg.
 Transmitter Location.....De Witt
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Associated;
 SESAC; Lang-Worth
 Representative.....Paul H. Raymer Co.
 MembershipNAB

Personnel

President.....Walter E. Bligh
 General Manager.....Walter E. Bligh
 Program Director.....Raymond L. Servatius
 Publicity Director.....Patricia Farrell
 Chief Announcer.....Herb Carneal
 Chief Engineer.....Paul H. Lee

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Rensselaer Poly-
 technic Institute
 Address110 Eighth St.
 Phone NumberTroy 6810
 Transmitter Location.....110 Eighth St.
 Time on the Air.....6:30 p.m. to midnight,
 Monday only

Personnel

General Manager.....W. J. Williams
 Sales ManagerW. C. Stoker
 Program Director.....A. O. Niles
 Chief Announcer.....R. Schmelzer
 Chief EngineerH. Harris

W T R Y

TROY—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Troy Broadcasting Co., Inc.

Address 92 Fourth St.

Phone Numbers.....Troy 2100; Albany 4-2500

Transmitter Location..Colonie Township, N. Y.

Time on the Air.....6 a.m. to 1 a.m.

News Service UP

Transcription ServiceWorld Broadcasting System; Lang-Worth; Standard

RepresentativeHeadley-Reed

Personnel

President.....H. C. Wilder

General Manager.....William A. Riple

Station Manager.....Woodbury Carter, Jr.

Commercial Manager.....John Sutphen

Sales Promotion Manager..G. Edward Walker

Program Director.....Ernest Wm. Rossell

Publicity Director.....G. Edward Walker

Musical Director.....Hugh Sharpe

Chief Engineer.....Albert H. Chizmark

Record MC.....Mike Rich

W G A T *

UTICA—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1100 Kc..Power: 250 Watts d. only

Owned-Operated By..Central Broadcasting Co.

Transmitter Location...French Rd., Utica, N. Y.

Time on the Air..Local sunrise to local sunset

News Service.....AP

National Sales Office...Howard H. Wilson Co.

Personnel

President-General Manager...J. Eric Williams

Chief Engineer.....Robert Blair

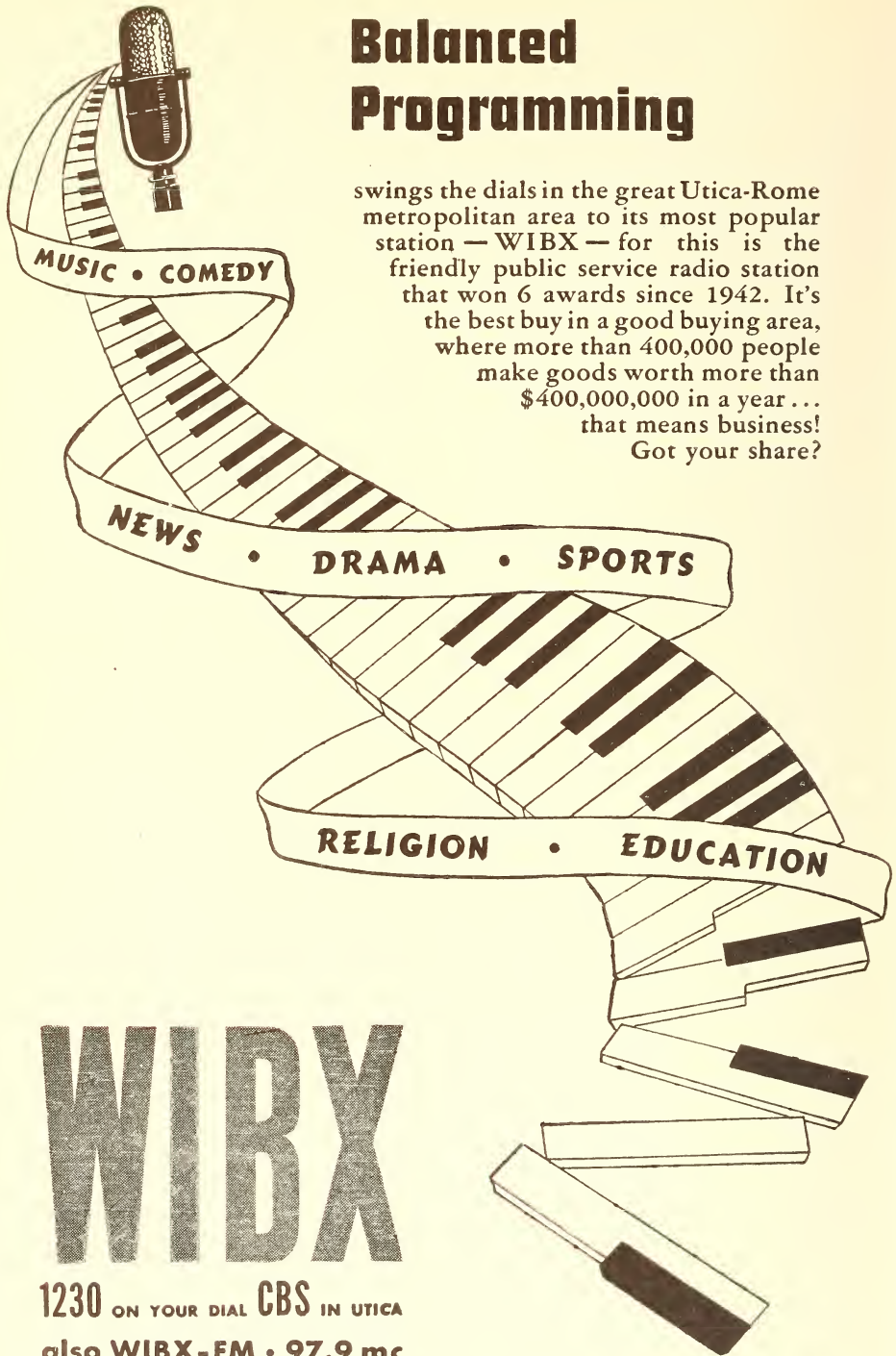
**Construction Permit*

For the *greatest* in prestige . . .

AP

Balanced Programming

swings the dials in the great Utica-Rome metropolitan area to its most popular station — WIBX — for this is the friendly public service radio station that won 6 awards since 1942. It's the best buy in a good buying area, where more than 400,000 people make goods worth more than \$400,000,000 in a year ... that means business! Got your share?



WIBX

1230 ON YOUR DIAL CBS IN UTICA

also WIBX-FM • 97.9 mc

First National Bank Building • Utica, New York

Represented by: Helen Wood & Colton, New York — Bertha Bannan, New England — Walter Biddick Co., Pacific Coast

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WIBX, Inc.
 Address.....First National Bank Bldg.
 Phone Number2-2101
 Transmitter Location....Schuyler St., Marcy,
 N. Y.
 Time on the Air.....7:05 a.m. to 12:05 a.m.;
 Sunday: 6 a.m. to 1:05 a.m.
 News Service.....INS & UP
 Transcription Service.....World,
 BML, ASCAP, SESAC, AMP
 Representatives..Helen Wood & Colton (N. Y.);
 Bertha-Bannan (Boston); Walter Biddick (Los
 Angeles)
 MembershipNAB, BMB

Personnel

President-Gen. Manager...Margaret P. Bowen
 Asst. to President.....Helen Wood
 Commercial Manager and
 Sales Promotion Manager.....N. W. Cook
 Program Director.....Elliott Stewart
 Production Manager....Betty Cushing Griffin
 Publicity Director.....N. W. Cook
 Chief Announcer.....Robert Mahaney
 Musical Director.....William Walters
 Chief Engineer.....John T. Dowdell

W W N Y

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway
 Company
 Address.....Hotel Woodruff, Public Square
 Phone Number.....4120-1
 Transmitter Location.....Ives St. Extension
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Watertown Daily
 Times
 News ServiceUP
 Transcription Service....World Broadcasters,
 SESAC
 RepresentativeWeed & Co.
 MembershipNAB, BMB

Personnel

PresidentHarold B. Johnson
 General Manager-Commercial
 Manager.....Louis Saiff, Jr.
 Station Manager.....Thomas E. Martin
 Program Director.....Earl R. Kelly
 Chief Engineer.....Maynard B. Davis
 Record MC.....Harry Adams

W A T N

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Watertown Broad-
 casting Corporation
 Business Address.....118 Washington St.
 Phone Number...Studio and Transmitter 2424;
 Commercial Office 975
 Studio Address118 Washington St.
 Transmitter Location118 Washington St.
 Time on the Air.....12:15;
 Sunday 8 a.m. to 12:15 a.m.
 News ServiceAP
 Transcription ServiceStandard Radio
 Representatives.....Helen Wood & Colton
 MembershipNAB

Personnel

President.....G. H. Righter
 General Manager.....G. H. Righter
 Production Manager.....Hugh L. Cosline
 Co-Engineers.....Donald Schryver,
 Frederick Sprague, James Billingsley
 Record MC.....S. H. Ayer

For the best in news . . .

AP

WFAS

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 Address.....8 Church St.
 Phone Number.....White Plains 6400
 Transmitter Location.....Secor Rd.,
 Greenburgh, N. Y.
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....World Broadcasting
 System; Associated
 Representative.....Headley-Reed Co.
 Membership.....NAB

Personnel

President.....J. Noel Macy
 Managing Director.....Frank A. Seitz
 Commercial Manager.....John E. Arens
 Program Director.....Randall Kaler
 Chief Announcer.....Robert Peters
 Musical Director.....Randall Kaler
 Chief Engineer.....Frank A. Seitz

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts (CP-5000)
 Owned-Operated By.....Long Island Broad-
 casting Corporation
 Address.....41-30 58th Street
 Phone Number.....Newtown 9-3300
 Transmitter Location.....41-30 58th St.
 Time on the Air.....8 a.m. to midnight
 News Service.....AP
 Transcription Service.....Associated;
 Standard

Personnel

President-Gen. Manager...William H. Reuman
 Station Manager.....Edith Dick
 Program Director.....Fred Barr
 Publicity Director.....Walter Kaner
 Chief Announcer.....Ray Carroll
 Musical Director.....Lou Cole
 Chief Engineer.....William H. Reuman
 Record MC's.....Fred Barr;
 Ray Carroll; Symphony Sid

WFAS

Selected Audience

Appeal in Westchester,

Serious Music.....
 News.....
 Special Events.....

40.6% of Westchester's Radio
 families listen* to

WFAS

Roger Smith Hotel
 White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
 Chrysler Bldg.
 New York

*Ask for W.L.C. Survey

WWRL

NEW YORK

Packed With Listener and
 Buy Appeal
FRED BARR'S "1600 CLUB"

An Effective Sales Approach to
 New York Women

"THIS AND THAT WITH
 MONA AND PAT"

Covering America's Greatest Buying
 Market at the Lowest Cost.

1600

"The High Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,626,613—Radio Homes 641,316
Stations in State 48

WGWR

ASHEBORO—EST. 1946

Frequency: 1260 Kc.....Power: 1000 Watts
Owned By.....Asheboro Broadcasting Co.
Operated By.....Roy Cox
Address.....119 Worth St.
Phone Number.....218
Studio Address.....303 E. Salisbury St.
Transmitter Location...¼ mile N. of Asheboro
Time on the Air.....Unlimited

Personnel

President and General Mgr.....Roy Cox

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Operated By.....Harold H. Thoms
Address.....100 College St.
Phone Number.....4550
Transmitter Location.....100 College St.
Time on the Air.....8:30 a.m. to 1 a.m.;
Sundays: 7:30 a.m. to 1 a.m.

News Service.....AP
Transcription Service.....NBC Thesaurus,
Lang-Worth
National Representative.....Burn-Smith Co.;
Harry E. Cummings
Membership.....NAB

Personnel

President.....Harold H. Thoms
Sales-Commercial Mgr.....Lloyd Leonard
Program Director.....Floye Bowers
Publicity Director.....Wilma Moore
Chief Announcer.....Sidney Tear
Chief Engineer.....Charles W. Sumner
Record MC.....Harry Varner

WNCA

ASHEVILLE—EST. 1946

AEC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Community Broad. Co.
Address.....Billmcre Hotel
Phone Number.....2872

Transmitter Location.....Emma, N. C.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS
Transcription Service.....World-KBS
Representative.....William G. Rambeau Co.
Membership.....NAB

Personnel

Pres. and Gen. Mgr.....C. Frederic Rabell
Commercial and Sales Mgr....Robert Lambe
Chief Announcer.....William Ward
Chief Engineer.....Joseph Duncan
Record MC.....Carl Greene

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 1000 Watts
(C.P. 5000)
Owned-Operated By.....Asheville Citizen-
Times Co., Inc.
Address.....14 O'Henry Avenue
Phone Number.....5500
Transmitter Location.....Flatiron Building,
(CP-near Emma, N. C.)
Time on the Air...6:30 a.m. to 12:05 a.m. daily;
Sundays: 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Asheville Citizen-
Times
News Service.....AP & UP
Transcription Service.....Associated
Representative.....Katz Agency
Membership.....NAB, BMB

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....James A. Hagan
Sales Promotion Mgr...Kenneth C. Willson, Jr.
Program Director.....Wm. F. Melia
Chief Announcer.....Read Wilson
Chief Engineer.....Cecil B. Hoskins


WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
CAROLINA SPORTS—KBS

Frequency: 920 Kc.....Power: 1000 w. d. only
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)

"Y'all oughtta be on the radio"

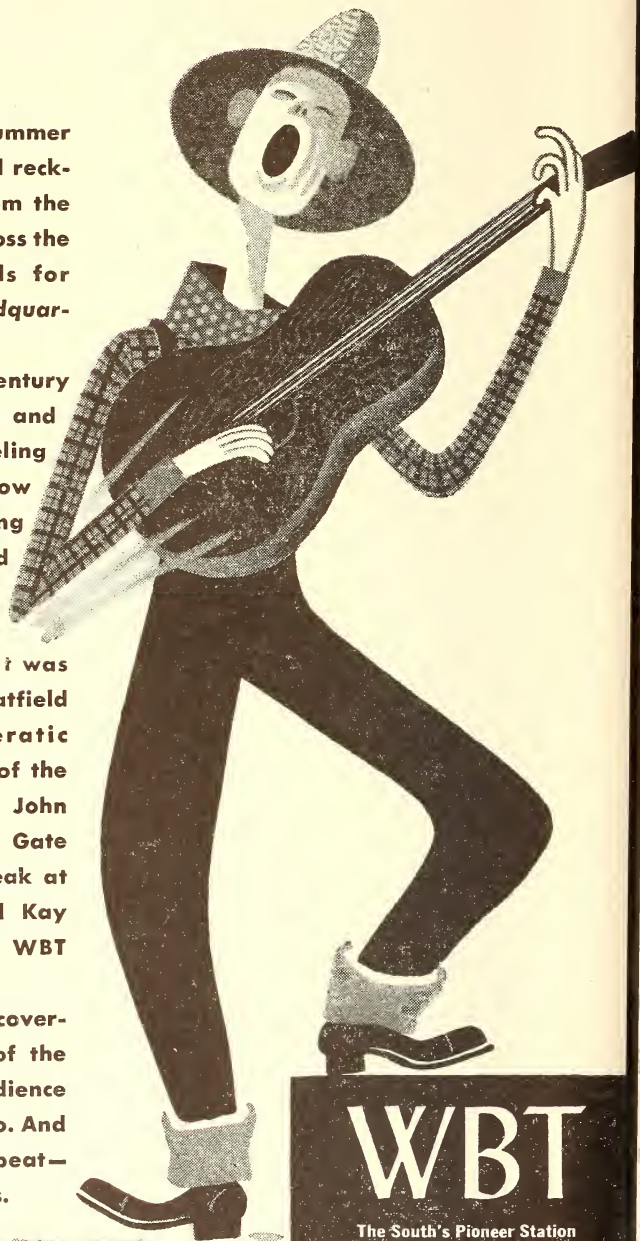


A blue-jeaned guitar strummer hears neighborly praise... and reckons it's so. Ambling down from the Great Smoky Mountains or across the Piedmont Plateau, he heads for 50,000-watt WBT—talent headquarters for the Carolinas.

For more than a quarter-century the wealth of talent in North and South Carolina has been funneling into WBT. Because people know that WBT has a knack of spotting unknowns with promise and helping them to national prominence.

Carolinians remember it was WBT that launched Lansing Hatfield and Norman Cordon on operatic careers that led to the stage of the "Met"...that Skinnay Ennis, John Scott Trotter, and The Golden Gate Quartet got their first big break at WBT...that Johnny Long and Kay Kyser first drawled into a WBT microphone.

Thanks to this flair for discovering stars, WBT gets its pick of the area's performers. The WBT audience hears the best in Southern radio. And WBT advertisers meet—and beat—sales quotas for the Carolinas.



WBT

The South's Pioneer Station
Jefferson Standard Broadcasting Co.
Charlotte, 50,000 watts, CBS

REPRESENTED BY RADIO SALES,
THE SPOT BROADCASTING DIVISION OF CBS

Time on the Air..... 5:30 AM to local sunset
 News Service.....UP; AP
 Transcription Service.....Standard Radio;
 Lang-Worth, Cole, Capitol, Keystone
 Membership.....NAB, BMB

Personnel

Secretary-General Mgr.....E. Z. Jones
 Commercial Manager.....Roy Springer
 Sales Promotion Mgr.....Al McCoy
 Program Director.....William Sandefur
 Production Manager.....George Sandefur
 Publicity Director.....Al McCoy
 Chief Engineer.....Berry Tysor
 Record MC.....Tank Nelson, Wally Mack

WAYS

CHARLOTTE—EST. 1942

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By..Inter-City Advertising Co.
 Address120 E. Third St.
 Phone Numbers.....3-7173-4
 Transmitter LocationCakdale
 Road, Highway 16
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday: 6 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service...Lang-Worth; Standard
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....George W. Dowdy
 Gen. Mgr.-Station Mgr.....W. H. Goan
 Commercial Manager.....Charles Sherrill
 Program Director.....J. Norman Young
 Publicity Director.....Mitzi Stack
 Chief Engineer.....Lon Channey
 Record MC.....J. B. Clark

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50000 Watts
 Owned-Operated By..Southeastern Broad. Co.
 Address.....600 Wilder Building
 Phone Number.....3-8833
 Transmitter Location.....Nations Ford Rd.
 Time on the Air.....5 a.m. to 1 a.m.;
 Sundays: 7 a.m. to 12 midnight
 News Service.....UP; AP
 Transcription ServiceLang-Worth
 Representative.....Radio Sales, Inc.; CBS
 Spot Sales Div.
 Membership.....NAB, BMB

Personnel

PresidentJ. M. Bryan
 General Manager.....Charles H. Crutchfield
 Commercial Manager.....William M. Parker
 Sales Promotion Manager.....J. R. Covington
 Program Director.....Larry B. Walker
 Publicity Director.....Mrs. Frances Coiner
 Chief Announcer.....Lee Kirby
 Musical Director.....Clarence Eiters
 Chief Engineer.....M. J. Minor
 Record MC.....Kurt Webster
 Farm DirectorGrady Cole

WSOC

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number7138
 Transmitter Location.....1925 N. Tryon Street
 Time on the Air.....6 a.m. to midnight;
 News ServiceAP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 RepresentativeHeadley-Reed Company
 MembershipNAB

Personnel

Pres.-Gen. Mgr.....Earle J. Gluck
 Director Sales Promotion and
 PublicityClyde L. Clem, Jr.
 Program Director.....Ron Jenkins
 Chief Engineer.....L. L. Caudle

WEGO

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc....Power: 1000 w. d. only
 Owned-Operated By.....Wayne M. 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,
 SESAC, Cole
 Representative.....Thomas F. Clark Co.;
 Keystone

Personnel

Owner and Gen. Mgr.....Wayne M. Nelson
 Sales Promotion Mgr.....Anita M. Conboy
 Chief Engineer.....E. M. Stanton, Jr.

W C K B

DUNN—EST. 1946

KBS

Frequency: 780 Kc. Power: 1000 w. d. only
 Owned-Operated By. . . North Carolina Central
 Broadcasters, Inc.
 Address. Dunn, N. C.
 Transmitter Location. . . 1 mile E. of town on
 U.S. 421
 Time on the Air. Daytime
 News Service. AP
 Transcription Service. Lang-Worth

Personnel

President-Owner. Earl McD. Westbrook
 General Manager. A. Hartwell Campbell
 Chief Engineer. Bill Abbott
 Program Director. Gary Morrison
 Record MC. Al Jordan

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. The Durham Radio
 Corporation
 Address. 138½ Chapel Hill Street
 Phone Number. R-155
 Transmitter Location. Cole Rd.
 Time on the Air. 6:25 a.m. to 12:05 a.m.
 Sundays: 8 a.m. to 12:05 a.m.
 Newspaper Affiliation. Herald-Sun Papers
 News Service. AP & UP
 Transcription Service. Capitol
 Representative. Howard H. Wilson Company
 Membership. NAB, BMB

Personnel

President. C. C. Council
 Manager and Vice-Pres. J. Frank Jarman
 Commercial Manager. C. James Woodhouse
 Sales Promotion Mgr. J. Frank Jarman
 Chief Engineer. Homer Ledbetter
 Record MC. Leslie Higbie

W D U K

DURHAM—EST. 1946

ABC

Frequency: 1810 Kc. Power: 1000 w. d. only
 Owned By. Harmon L. Duncan
 Address. Box 387

Phone Number. R-101
 Studio Address. 205½ W. Main
 Transmitter Location. Alston Ave.
 Time on the Air. Daytime
 News Service. AP
 Transcription Service. Lang-Worth
 Representative. John E. Pearson

Personnel

General Manager. Harmon L. Duncan
 Commercial Manager. Ken Tredwell
 Chief Engineer. E. B. Jones
 Record MC. Johnny Dean

W H H T

DURHAM—EST. 1946

MUTUAL

Frequency: 1580 Kc. Power: 1000 w. d. only
 Owned-Operated By. Harold H. Thoms
 Address. 310 E. Main St.
 Phone Number. L-975
 Transmitter Location. Alston Ave. Extension
 Time on the Air. Daytime
 News Service. INS
 Transcription Service. Standard
 Representative. Burn-Smith Co.

Personnel

Owner. Harold H. Thoms
 General Manager. Kenneth Beachboard
 Program Director. Vera Ervin
 Production Manager. George Ballard
 Chief Engineer. W. L. Wafford
 Record MC. George Ballard

W T I K

DURHAM—EST. 1946

Frequency: 730 Kc. Power: 500 w. d. only
 Owned-Operated By. Durham Broad. Co.
 Address. 211½ E. Main St.
 Phone Number. N-187
 Transmitter Location. Ellis Rd.
 Time on the Air. Local sunrise to local sunset
 News Service. AP
 Transcription Service. World, M. M. Cole
 Representative. Broadcast Sales Co.

Personnel

President.....Floyd Fletcher
 General Manager.....Floyd Fletcher
 Musical Director.....Harold Fuquay
 Chief Engineer.....Jack Boyer
 Record MC.....Don Yeager

W C N C

ELIZABETH CITY—EST. 1939

KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Albemarle Broadcasting
 Co., Inc.
 Address.....104 E. Colonial Ave.
 Phone Number.....1400-1472;
 Transmitter-1240
 Transmitter Location.....Parsonage St., Ext.
 Time on Air.....6 a.m. to 11:15 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 Representative.....Burn-Smith Co.

Personnel

President.....Dr. J. A. Gill
 General Manager.....Edd Harris
 Commercial Manager.....T. W. Talbot
 Program Director.....Don Pierce
 Chief Engineer.....Joe Kyle

W F N C

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cape Fear
 Broadcasting Co.
 Address.....114 Anderson St.
 Phone Number.....4843
 Transmitter Location.....N. Waters St.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World
 Representative.....The Walker Co.

Personnel

General Manager.....Victor W. Dawson
 Commercial Manager.....Luther Ganbill
 Chief Engineer.....Owen A. Lehr
 Record MC.....Lee Ellis

W G N C

GASTONIA—EST. 1939

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address.....168-170 Main St.
 Phone Number.....732
 Transmitter Location.....Gastonia
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

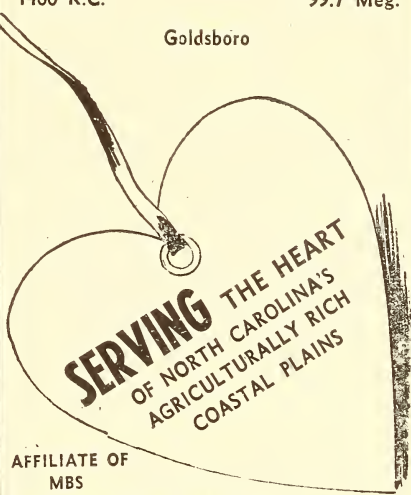
Owner.....F. C. Todd
 General Manager.....Pat McSwain
 Chief Engineer.....W. C. Groves, Jr.

W G B R

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Eastern Carolina Broad-
 casting Corp.
 Address.....Borden Bldg.
 Phone Number.....1550-51

WGBR 1400 K.C.	WGBR-FM 99.7 Meg.
Goldsboro	
	
AFFILIATE OF MBS and TOBACCO NETWORK Represented by The Walker Co.	
WGBR "Eastern Carolina's Number One Station" LELAND B. NELSON, Gen. Mgr. GOLDSBORO NORTH CAROLINA	

Transmitter LocationGoldsboro-Raleigh Highway
 Time on the Air.....17½ hours daily
 News Service.....AP
 Transcription Service..World, NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

President.....A. T. Hawkins
 General Manager.....Leland B. Nelson
 Asst. Manager.....John G. Britt
 Commercial Manager.....Leland B. Nelson
 Program Director.....George Ball
 Publicity Director.....John G. Britt
 Musical Director.....Elsie Bradsher
 Chief Engineer.....Daniel B. Trueblood

Owned-Operated By....North Carolina Broadcasting 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; Sundays, 8 a.m. to 12 midnight
 News ServiceAP
 Transcription Services:....World Broadcasting System; NBC Thesaurus
 RepresentativeGeorge P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

General Manager.....Edney Ridge
 Commercial Manager....Gilbert M. Hutchison
 Sales Promotion Mgr.....Adelaide B. Covey
 Program Director.....Wally Williams
 Publicity Director.....Margaret Leonard
 Chief Announcer.....Wally Williams
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison
 Record MC.....Bob Jones

W B I G

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts



"The PRESTIGE STATION of the CAROLINAS"

famed for Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W G B G

GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc. Power: 1000 w. d. only
 Owned-Operated By Greensboro
 Broadcasting Co., Inc.
 Address So. Ashe St. Extension
 P.O. Box 2280

Phone Number 3-3631
 Transmitter Location So. 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.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Ralph M. Lambeth
 Commercial Manager J. Robert Marlowe
 Sales Promotion Manager E. Sullivan
 Program Director Miss Marie Craven
 Production Manager A. B. Brown
 Chief Announcer A. B. Brown
 Chief Engineer J. M. Stewart

W G T C

GREENVILLE—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Greenville Broad. Co.
 Address Falkland Highway
 Phone Number 3182-3
 Transmitter Location Falkland Highway
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth, World,
 M. M. Cole
 Representative The Walker Co.
 Membership NAB, BMB

Personnel

President J. J. White
 General Manager B. S. Hodges, Jr.
 Commercial Manager Carl McKinney
 Sales Promotion Manager Carl McKinney
 Publicity Director B. S. Hodges, Jr.
 Chief Engineer Warren Palmer
 Record MC Charles Whedbee

W H K P

HENDERSONVILLE—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By Redge Broadcasting Co.
 Address Bowen Hotel
 Phone Number 700
 Transmitter Location Chimney Rock Highway
 Time on the Air 6 a.m. to 12 midnight
 News Service AP
 Transcription Service World
 Membership BMB

Personnel

President W. A. Egerton
 General Manager Ed Leach
 Sales Promotion Mgr. Jimmy Brookshire
 Program Director Agnes Leach
 Production Manager Robert McGarity
 Musical Director Agnes Leach
 Chief Engineer L. E. Gradick
 Record MC Ed Leach

W H K Y

HICKORY—EST. 1940

ABC—KBS

Frequency: 1290 Kc. Power: 5000 d. 1000 a.
 Owned-Operated By The Catawba Valley
 Broadcasting Co., Inc.
 Address 13th St. Radio Bldg.
 Phone Number 1195-6
 Transmitter Location 2½ miles SE of Hickory
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service World
 Membership NAB, BMB

Personnel

President Carl V. Cline
 Gen. and Station Manager Edmund S. Long
 Chief Engineer Edmund S. Long

W M F R

HIGH POINT—EST. 1935

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Radio Sta. WMFR, Inc.
 Address 164 S. Main St.
 Phone Number 4593
 Transmitter Location 164 S. Main St.
 Time on the Air 18 hours daily
 News Service UP
 Membership BMB

Personnel

General-Station Manager Frank S. Lambeth
 Sales-Commercial Manager Pat Taylor
 Chief Engineer Robert Moore

WJNC

JACKSONVILLE—EST. 1945

MBS—TOBACCO NETWORK

Frequency: 1240 kc. Power: 250 Watts
 Owned By Jacksonville Broadcasting Co.
 Operated By Louis N. Howard and
 Ellis Howard
 Address Box 367, Highway 24
 Transmitter Location Highway 24
 Time on the Air 6:30 a.m. to 11:15 p.m.;
 Saturday: 6:30 a.m. to 12 midnight; Sunday:
 7:45 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative The Walker Co.
 Membership NAB

Personnel

President Louis N. Howard
 Station Manager Lester L. Gould
 Merchandising Manager Gorton T. H. Wilbur
 Asst. Program Director Ray Cummins
 Production Manager Louise Cox
 Publicity Director Gort Wilbur
 Chief Announcer Ed Cox
 Musical Director Ed Cox
 Chief Engineer Elmo Cronk
 Record MC Ray Cummins

WFTC

KINSTON—EST. 1937

ABC

Frequency: 1280 Kc. Power: 250 Watts
 Owned-Operated By Jonas Weiland
 Address 204 East King St.
 Phone Number 4111
 Transmitter Location 204 East King St.
 Time on the Air 7 a.m. to 11:30 p.m.
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Burn-Smith Company
 Membership NAB, BMB

Personnel

Pres. and Gen. Mgr. Jonas Weiland
 Station Manager Herman Civils
 Commercial Manager Alan C. Friedrich
 Program Director Albert R. Lanphear
 Chief Engineer Herman Civils

WHNC

HENDERSON, N. C.—EST. 1945

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 880 Kc. Power: 1000 w. d. only
 Owned-Operated By Henderson Radio Corp.
 Address 219 S. William St.
 Phone Number 736-925
 Transmitter Location U. S. 1, 2 miles north
 of Henderson
 Time on the Air Daytime
 News Service AP
 Transcription Service World, Lang-Worth,
 Cole, Keystone, NBC Thesaurus
 Membership NAB, BMB

Personnel

President S. S. Stevenson
 Vice-Pres. & Gen. Mgr. Nathan Frank
 Sales Promotion Manager Ted Austin
 Program Director Ted Austin
 Chief Engineer Lewis Hiland

WLOE

LEAKSVILLE—EST. 1946

MUTUAL

Frequency: 1480 Kc. Power: 100 Watts
 Owned-Operated By Douglas L. Craddock
 Address Boulevard St.
 Phone Number 701-2
 Transmitter Location Boulevard St.
 Time on the Air 6 a.m. to 12 midnight;
 Sunday: 8 a.m. to 12 midnight
 News Service AP
 Transcription Service World
 National Sales Office Jos. Hershey McGillvra
 Representative Douglas L. Craddock
 Membership NAB

Personnel

Owner and Gen. Mgr. Douglas L. Craddock
 Commercial Manager Dallas E. Gwynn
 Program Director Kenneth Thomas
 Publicity Director Kenneth Thomas
 Musical Director Mamie Link
 Chief Engineer Eldred Winn

WJRI

LENOIR—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address Lenoir, N. C.
 Phone Number 860-M
 Studio Address Union National Bank Bldg.
 Transmitter Location 1 mi. W. of Lenoir on
 Highway 18
 Time on the Air 5 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service All
 Membership NAB

Personnel

Owner and Gen. Mgr. John P. Rabb
 Commercial Manager Don Perkins
 Program Director Arthur Foard
 Production Manager K. Babb
 Publicity Director Jack Perkins
 Chief Announcer A. G. Foard, Jr.
 Musical Director Katherine Rabb
 Chief Engineer J. P. Rabb
 Record MC Johnny Rabb

WBUY

LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc. Power 250 w. d. only
 Owned By Davidson County Broad. Co.
 Operated By Omar G. Hilton and
 Greeley N. Hilton
 Address 209 S. Main St.
 Phone Number 2716
 Transmitter Location . . Highway 23, 1 mile out
 on the road to Thomasville
 Time on the Air Daytime
 News Service AP
 Transcription Service NBC Thesaurus,
 Keystone
 National Sales Office Thomas F. Clark

Personnel

Owners . . . Omar G. Hilton, Greeley N. Hilton
 General Manager Omar G. Hilton
 Commercial Manager Greeley N. Hilton
 Chief Announcer Frank Thomas
 Musical Director Norman Walker
 Chief Engineer Omar G. Hilton

WTSB

LUMBERTON—EST. 1946

MUTUAL—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Robeson Broad. Corp.
 Address 112 West 5th St.
 Phone Number 1080
 Transmitter Location . . . Highway 301 West
 Time on the Air 6:30 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service Standard
 Representative Walker Co.
 Membership NAB

Personnel

President Dr. E. L. Bowman
 General Manager Paul Moyle

Sales Manager Eleanor French
 Program Director Frank Elliott
 Chief Engineer W. F. Rogers

WHIT

NEW BERN—EST. 1942

MBS—TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Coastal Broad-
 casting Co., Inc.
 Address U. S. Highway No. 17, South
 Phone Number 4450
 Transmitter Location . . . U. S. Highway No. 17
 Time on the Air 6:30 a.m. to 11:15 p.m.;
 Saturday: 5:30 a.m. to 12 midnight; Sunday:
 8 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative The Walker Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. . . . Louis N. Howard
 Commercial Manager Richard B. Stark
 Merchandising Manager . . Richard B. Stark
 Program Director Lew Lowry
 Publicity Director Paul Parker
 Chief Announcer Bill O'Connell
 Traffic Manager Barbara Furdush
 Chief Engineer David E. Hardison
 Continuity Chief Jacquelyn Melton

WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1440 Kc. Power: 250 Watts
 Owned-Operated By Capitol Broadcasting
 Co., Inc.
 Address 130 S. Salisbury Street
 Phone Number 6411
 Transmitter Location . . . E. Davie St. Extension
 Time on the Air 6:30 a.m. to 12 midnight
 News Service AP
 Transcription Service Lang-Worth
 Representative Weed & Co.
 Membership NAB, BMB

Personnel

President A. J. Fletcher
 General Manager Fred Fletcher
 Commercial Manager Ray Reeve
 Program Director Howard W. Maschmeier
 Production Manager Clifford Bair
 Publicity Director Marjorie Ragan
 Musical Director Clifford Bair
 Traffic Manager Sarah Stevens

WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY
 Frequency: 680 Kc.....Power: 50000 Watts
 Owned-Operated By.....WPTF Radio Co.
 AddressInsurance Bldg.
 Phone Number8311
 Transmitter Location.....Cary, N. C.
 Time on the Air..6 a.m. to midnite, Sun. 8 a.m.
 to midnight
 News ServiceAP; UP
 Transcription Services..NBC Thesaurus, World
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....J. R. Weatherspoon
 General Manager.....Richard H. Mason
 Commercial Manager.....Ollie L. Carpenter
 Merchandising Manager....R. W. Youngsteadt
 Program Director.....Graham B. Pcyner
 Publicity Director.....R. W. Youngsteadt
 Chief Engineer.....Henry Hulick, Jr.

WCBT

ROANOKE RAPIDS—EST. 1939
MUTUAL BROADCASTING SYSTEM

KBS
 Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Radio Station WCBT, Inc.
 Address251 Roanoke Avenue
 Phone NumberR-855-1
 Transmitter Location....10th Street Extension
 Time on the Air.....7 a.m. to midnight;
 Sunday, 9 a.m. to midnight
 News ServiceUP
 Transcription Services.....Keystone, World
 National Representative.....Burn-Smith

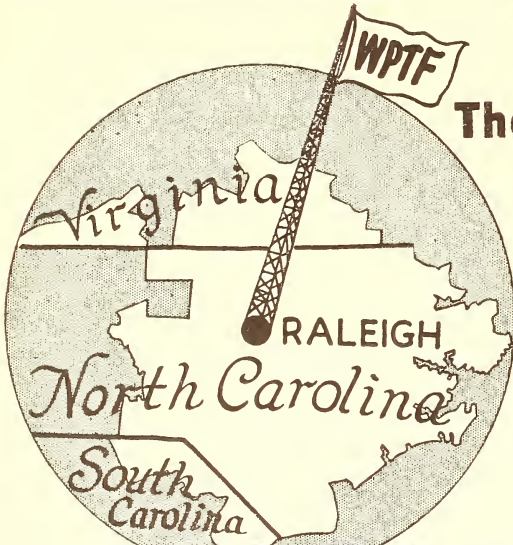
Personnel

President-General Manager.....S. E. Crew
 Station-Commercial Manager.....A. L. Drew
 Production-Musical Director..Doyle Satterthwaite
 Chief Engineer.....C. W. Mears

WAYN

ROCKINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 w. d. only



The Number 1 Salesman

In The South's

Number 1 State

WPTF

680
KC

50,000

WATTS
NBC
AFFILIATE

Raleigh, North Carolina



FREE & PETERS, INC., NATIONAL REPRESENTATIVES

. . . NORTH CAROLINA . . .

Owned-Operated By.....Wayne M. Nelson
Address.....Rockingham, N. C.
Phone Number.....611
Transmitter Location...Highway 74, between
Rockingham & Hamlet
Time on the Air.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth,
MacGregor, SESAC, Cole
Membership.....NAB

Personnel

Pres. and Gen. Mgr.....Wayne M. Nelson
Sales Manager.....John D. McIntyre
Program Director.....Vivian A. Yow
Chief Engineer.....C. E. Rhodes

.
W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Avera Wynne
Address.....Box 752
Phone Number.....Rocky Mount 1420
Transmitter Location.....Nashville Highway
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....World, Standard
Transcription Service.....World
Membership.....NAB, BMB

Personnel

Owner.....W. Avera Wynne
Gen. Manager.....W. Avera Wynne
Commercial Manager.....Jack L. Cummings
Sales Promotion Mgr.....Eunice Snipes
Program Director.....Tommy Snowden
Publicity Director.....Eunice Snipes
Chief Engineer.....Isaac G. Murphrey

.
W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Piedmont Broadcast-
ing Corp.
Address.....State Theatre Bldg.
Phone Number.....2121
Transmitter Location.....Grant's Creek
Time on the Air.....7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

President.....Bryce P. Beard
General Manager.....Bryce P. Beard
Station Manager.....Russell McIntire
Commercial Manager...Katherine F. Murphy
Sales Promotion Mgr....Katherine F. Murphy
Program Director.....Russell McIntire
Publicity Director.....Pat Beard
Chief Announcer.....Russell McIntire
Musical Director.....Rebecca Duffell
Chief Engineer.....Carl B. Watson
Record MC.....James Turner

.
W W G P

SANFORD—EST. 1946

Frequency: 1050 Kc....Power: 1000 w. d. only
Owned-Operated By...Lee Broadcasting Corp.
Address.....Marks Bldg.
Phone Number.....860
Transmitter Location.....Near Tramway
Time on the Air.....Daytime
News Service.....UP
Transcription Service.....World, Capitol

Personnel

Pres. and Gen. Mgr.....W. W. Primm
Commercial Manager.....L. O. Hutchins
Production Manager.....G. C. Primm
Program Director.....Gerald E. Bowman
Chief Engineer.....E. Q. Proctor

.
W O H S

SHELBY—EST. 1946

MUTUAL

Frequency: 730 Kc.....Power: 250 w. d. only
Owned-Operated By.....Western Carolina
Radio Corp.
Address.....P.O. Box 1401
Phone Number.....340
Transmitter Location.....Highway 74 West
at City Line
Time on the Air.....Daytime
News Service.....AP
Transcription Service.....NBC Thesaurus
Membership.....NAB

Personnel

President.....Lee B. Weathers
General Manager.....Robert M. Wallace
Commercial Manager.....Milton Scarboro
Program Director.....Steve Woodson
Chief Announcer.....George Flowers
Chief Engineer.....Robert M. Wallace

W C P S

TARBORO—EST. 1946

Frequency: 760 Kc. Power: 1000 w. d. only
 Owned-Operated By Coastal Plains Broad-
 casting Co., Inc.
 Address Tarboro, N. C.
 Phone Number 643
 Transmitter Location U. S. Highway 64,
 2½ miles W. of Tarboro
 Time on the Air Daytime
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative John C. Hanner
 Membership NAB

Personnel

Chief Executive John C. Hanner
 Program Director Eric Field
 Chief Announcer Eckles Walls
 Chief Engineer John C. Hanner

W R R F

WASHINGTON—EST. 1942

AMERICAN BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By Tar Heel Broadcasting
 System, Inc.
 Address Bank of Washington B'ldg.,
 W. Main St.
 Phone Number 403
 Transmitter Location 1 mile south on U. S. 17
 Time on the Air 6 a.m. to local sunset
 News Service AP
 Transcription Service NBC Thesaurus
 National Representative Forjoe & Co.
 Membership NAB, BMB

Personnel

President W. R. Roberson, Sr.
 General Manager W. R. Roberson, Jr.
 Commercial Manager T. H. Patterson
 Program Director (Mrs.) Mary Winstead
 Production Manager Merrill Daniels
 Publicity Director Ben Rcebuck
 Chief Engineer George Martin
 Record MC John Morgan

W E N C

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Whiteville Broadcasting
 Co., Inc.
 Address Drawer 508
 Phone Number Whiteville 120

Transmitter Location Whiteville, N. C.
 Time on the Air Unlimited
 Newspaper Affiliation News Reporter
 News Service AP
 Transcription Service World, Texas Rangers
 Representative Thomas F. Clark Co., Inc.
 Membership NAB

Personnel

General Manager William Holm
 Commercial Manager William Edmunds
 Program Director Truman Walrod
 Chief Announcer Paul Wynn
 Chief Engineer Truman Brock
 Record MC Paul Wynn

W G N I

WILMINGTON—EST. 1946

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By General News-
 papers, Inc.
 Address Wilmington, N. C.
 Studio Address Radio Bldg.
 Transmitter Location Eagle Island at Cape
 Fear River Bridge
 Time on the Air 6:30 a.m. to 12 mid.
 News Service AP
 Representative Jos. Hershey McGillvra, Inc.

Personnel

President Carmage Walls
 General Manager James W. Stewart
 Commercial Manager Foster Edwards
 Chief Engineer Wm. P. Callahan

W M F D

WILMINGTON—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
 Owned by WMFD
 Operated by Richard Austin Dunlea
 Business Address P. O. Box 696
 Phone Number Dial 4840
 Studio Addresses: Castle Hayne Road, Forest
 Hills
 Transmitter Location Castle Hayne Road
 Time on the Air 7:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service World
 Representative Burn-Smith Company

Personnel

Owner-General Mgr. B. A. Dunlea
 Commercial Manager Claud O'Shields
 Chief Engineer E. I. Herring

W G T M

WILSON—EST. 1937

MBS—TOBACCO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated by ..Penn Thomas Watson
 Address.....R. P. Watson Co.
 Phone Number.....3191
 Transmitter Location...1 mile No. Wilson on
 U.S. 301
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, Wor'd
 Representative.....The Walker Co.
 Membership.....NAB

Personnel

Owner.....Penn Thomas Watson
 General Manager.....Allen E. Wannamaker
 Commercial Manager.....Robert R. Brunson
 Program Director.....Richard H. Davis
 Production Manager.....Clint Faris
 Publicity Director.....Harry Severance
 Chief Engineer.....W. H. Malone

Address419-421 N. Spruce St.
 Phone Number4141
 Transmitter Location...RFD No. 1 (Old Town)
 Time on the Air.....5:30 a.m. to 12:30 a.m.;
 Sunday: 7:30 a.m. to 12:30 a.m.
 Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel
 News ServiceUP
 Transcription Service...Standard, Lang-Worth,
 Cole
 RepresentativeHeadley-Reed Co.
 MembershipNAB

Personnel

President.....Gordon Gray
 Vice-Pres. and Managing
 Director.....Harold Essex
 Sales Manager.....Harry B. Shaw
 Promotion Manager.....Walter Blake
 Program Director.....Robert C. Estes
 Production Manager.....John Comnas
 Publicity Director.....Walter Blake
 Musical Director.....B. C. Dunford, Jr.
 Chief Engineer.....Philip F. Hedrick
 Record MC.....Stan Conrad

W A I R

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...WAIR Broadcasting Co.
 AddressPepper Bldg.
 Phone Number2-1133
 Transmitter Location...So. Stratford Rd. Ext.
 Time on the Air.....8 a.m. to midnight
 News ServiceAP
 Transcription Service.....World Broad., Cole
 RepresentativeThe Walker Company
 Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....George D. Walker
 Commercial Mgr.....C. G. Hill
 Sales Promotion Mgr.....Doris B. Brown
 Program Director.....Doris Pardington
 Publicity Director.....Doris B. Brown
 Chief Announcer.....Gilbert Stamper
 Musical Director.....Frances Denny
 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.

For the best
in news quality . . .

AP

SERVING NORTH DAKOTA STATE AND
FARGO - BISMARCK

WITH PROGRAMS BY

CBS *and* **MBS**

KSJB

Jamestown, North Dakota

600 on the dial

5000 watts day and night

PLUS BONUS COVERAGE OF
SOUTH DAKOTA AND NORTH WESTERN
MINNESOTA

KSJB

"Voice of North Dakota"

JAMESTOWN BROADCASTING COMPANY, INC.
JAMESTOWN, N. DAK.

NORTH DAKOTA

*Estimated Population 569,416—Radio Homes 126,000
Stations in State 10*

K F Y R

BISMARCK—EST. 1925

**NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK**

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting
Company
Address320 Broadway
Phone Number468
Transmitter LocationMenoken, N. Dak.
Time on the Air.....6 a.m. to midnight;
Sunday, 7 a.m. to midnight
News ServiceUP
Transcription Service.....NBC Thesaurus
RepresentativeJohn Blair & Company
Membership.....NAB, BMB

Personnel

President.....P. J. Meyer
General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Commercial Manager.....Robert MacLeod
Program Director.....Cal Culver
Production Manager.....Robert Kyllingstad
Chief Engineer.....Ivar Nelson

K D L R

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDRL, Inc.
Address.....Devils Lake, N. D.
Phone Number1090
Transmitter Location.....East end 4th Street
Time on the Air.....Unlimited
News Service.....UP
Transcription Service...World Broadcasting,
SESAC
Representative
North Central Broadcasting System

Personnel

President, General and
Station Manager.....Bert Wick
Chief Engineer.....Richard Moritz

(CALL LETTERS TO BE ASSIGNED) DICKINSON*

Frequency: 1230 Kc.....Power: 250 Watts
Permittee.....Dickinson Radio Assn.

*C.P. Pending

W D A Y

FARGO—EST. 1922

**NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK**

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
AddressBlack Building
Phone Number5357
Transmitter Location.....4 miles W. of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sun-
day, 7 a.m. to midnight
Newspaper Affiliation.....Fargo Forum
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
RepresentativeFree & Peters
Membership.....NAB, BMB

Personnel

President & Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Commercial Manager.....Tom Barnes
Merchandising Manager.....Paul Ebert
Program Manager.....Ken Kennedy
Production Manager.....Dave Henley
Publicity Director.....Paul Ebert
Announcer-Supervisor.....Howard Nelson
Musical Director.....Frank Scott
Technical Director.....Julius Hetland
Chief Engineer.....Juline Savold
News Editor.....Jim Baccus

K F J M *

GRAND FORKS—EST. 1923

Frequency: 1440 Kc.....Power: 1000
Owned-Operated By.....University of North
Dakota
Address..Woodworth Hall, University Campus
Phone Number2800
Transmitter LocationUniversity Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Chair., Radio Committee..Donald J. Robertson
Station Manager and Program
Director.....Charles E. Gustafson
Program Director.....Charles E. Gustafson
Publicity Director.....Dalton Nelson
Chief Announcer.....Harold Pollman
Chief Engineer.....Arnold Pietrich
Record MC.....Bill McGill

*Non-Commercial Station

K I L O

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 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Lewis H. Avery, Inc.
 Membership.....BMB

Personnel

Owner and General Mgr...Dalton LeMasurier
 Sales-Commercial Mgr.....Elmer Hanson
 Merchandising Manager.....Richard Charles
 Program Director.....Dorothy Kirk
 Chief Announcer.....Jack French
 Chief Engineer.....Arnold Petrich

K S J B

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By..Jamestown Broadcasting
 Company, Inc.
 Business Address.....Midland Building
 Phone Number.....100
 Transmitter Location.....Highway 281 South
 Jamestown
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB, BMB

Personnel

President.....Donn D. Clayton
 General Manager.....Lloyd R. Amoo
 Commercial Manager.....Alfred G. Berry
 Merchandising Manager.....Florence Putnam
 Chief Engineer.....Lloyd R. Amoo
 Record MC.....Alfred G. Berry

K G C U

MANDAN—EST. 1928

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1270 Kc.....Power: 250 Watts
 Owned-Operated By..Mandan Radio Associa-
 tion, Inc.

Business Address.....200 3rd Ave., N.W.
 Phone Number.....631
 Transmitter Location..3 miles S.E. of Mandan
 on Highway 10
 Time on the Air...6:30a.m. to 12 midnight
 Transcription Service.....Lang-Worth
 Membership.....BMB

Personnel

President.....W. S. Russell
 Gen. Mgr.-Station Mgr.....M. J. Reichert
 Program Director.....Mert Bushee
 Chief Engineer.....Ray Barnett

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Minot Broad. Co.
 Address.....Fair Block
 Phone Numbers.....1267 or 684
 Studio Address.....118 S. Main St.
 Transmitter Location.....3 miles E. of Minot
 on Highway 52
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service....World Broadcasting
 System, BMI
 Representative.....The Walker Company
 Membership.....BMB

Personnel

President and Gen. Mgr.....John B. Cooley
 Commercial Manager.....E. H. Cooley
 Merchandising Manager.....Leslie E. Maupin
 Program Director.....Gaylord McKinnon
 Publicity Director.....Leslie E. Maupin
 Chief Announcer.....Floyd Wynne
 Chief Engineer.....C. W. Baker
 Record MC.....Bill Manning

K O V C

VALLEY CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KOV, Inc.
 Address.....312 Fifth Ave.
 Phone Number.....408-W
 Transmitter Location.....S.W. edge of city
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....UP
 Representative.....The Walker Co.

Personnel

President and Gen. Mgr....Robert E. Ingstad
 Program Director.....George L. Brooks
 Chief Engineer.....Charles Sjostrom

WAKR

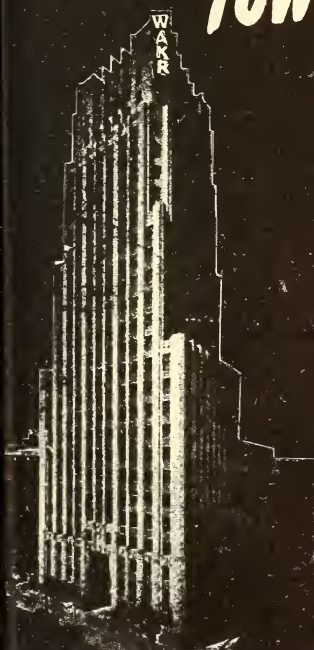
TOWERS OVER AKRON

A B C Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives



Good PROGRAMS
FOR *22* YEARS

1350
CBS

WADG

Akron's Only Independent Station

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

OHIO

Estimated Population, 7,495,493—Radio Homes, 2,022,909
Stations in State—38

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business AddressBox 830
Phone NumberMeadowbrook 3211
Studio Address.....Tallmadge, Ohio;
First Central Tower, Akron, Ohio
Transmitter Location..State Route No. 8, North
of Akron
Time on the Air.....5:30 a.m. to 1:05 a.m.
News Service.....UP & Transradio
Transcription Service.....Standard Radio &
Lang-Worth
Representative.....Geo. P. Hollingbery Co.

Personnel

Owner-Manager.....Allen T. Simmons
Assistant Manager.....Robert Wilson
Executive Secretary.....Dolores Buehrle
Commercial Manager.....Fred C. Bock
Merchandising Manager.....M. W. Alexander
Program Director.....Harold Hageman
Production Manager.....Secrest Williams
Promotion-Publicity Director..Secrest Williams
Musical Director.....Harold Hageman
Chief Engineer.....John L. Wildermuth

W H K K

AKRON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc..Power: 1000 w., d. only
Owned-Operated By...United Broadcasting Co.
Address51 West State St.
PhoneBL 7101
Transmitter Location.....Box 574, Route 7
Time on the Air.....6 a.m. to Pacific Coast
sundown
Newspaper Affiliation..Cleveland Pain Dealer
News ServiceAP
Transcription Service.....World, Cole
Representative.....Paul H. Raymer Co.
MembershipNAB, BMB

Personnel

Executive Vice-President....H. K. Carpenter
Gen. Mgr.-Station Mgr.....R. W. Richmond
Commercial Manager.....Philip R. Herbert
Sales Promotion Manager...Christy J. Moyers
Chief Engineer.....James S. Hill
Record M.C.'s.....Jack Morrissey,
Bruce Blake, Cliff Rodgers

W A K R

AKRON—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corpora-
tion
AddressFirst 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, 6:55 a.m. to 1 a.m.
Newspaper Affiliation.....Beacon Journal
Publishing Co.
News Service.....AP & UP
Transcription Service.....NBC Thesaurus,
Associated, Capital
Representative.....Weed & Co.
MembershipNAB

Personnel

President-Station Manager...S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Promotion Manager.....Gordon Gray
Program Director.....Robert S. French
Publicity Director.....Bert Charles
Musical Director-Record MC.....Alan Freed
Chief Engineer.....Irwin L. Knopp

(See Page 545)

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc...Power: 1000 w., d. only
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers1211-1311
Studios.....221 Center St., Ashtabula; State
Transmitter Location..Ashtabula-Jefferson Rd.
Time on the Air.....6:30 to local sunset
Newspaper Affiliation..Ashtabula Star-Beacon,
Geneva Free Press, Painesville Telegraph,
Conneaut News-Herald
News ServiceUP
Transcription ServiceWorld
Representative.....The Walker Co.
MembershipBMB

Personnel

Pres.-Gen. Mgr.....R. B. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Sales Promotion Manager....D. W. Fassett
Publicity Director.....J. C. Strassen
Chief Engineer.....F. N. Bernato
Record M.C.'s.....Bob Forster,
Tom Taylor, Penny Soet

W C M W

CANTON—EST. 1946

Frequency: 1060 Kc. Power: 1000 w., d. only
 Owned-Operated By Stark Broadcasting Corp.
 Address 317 W. Tuscarawas St.
 Phone Number Canton 8219
 Transmitter Location Hills and Dales Rd., N.W.
 Time on the Air Local sunrise to local sunset
 News Service INS
 Transcription Service NBC Thesaurus, Standard Radio
 Representative Burn-Smith Co., Inc.

Personnel

President-Owner Merlin Schneider
 Vice-President Royal G. Lister
 Commercial Manager Arnold F. Gebhart
 Program Director Conrad Hardenstein
 Chief Announcer William Karrenbauer
 Musical Director Paul Ringley
 Chief Engineer Adam Opperman

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5000 Watts
 Owned By Brush-Moore Newspapers, Inc.
 Operated By Ohio Broadcasting Co.
 Address 550 Market Avenue, South
 Phone Number 7166
 Transmitter Location 3 miles So. of city
 Time on the Air 6:30 a.m. to 1 a.m.
 Sundays: 8 a.m. to 1 a.m.
 Newspaper Affiliation Canton Repository
 News Service AP & UP
 Transcription Service World
 Representative William G. Rambeau Co.
 Membership NAB, BMB

Personnel

President Roy D. Moore
 Vice-Pres.-Gen. Mgr. Joseph K. Vodrey
 Director of Radio Eugene Carr
 Station Manager Robert C. Fehlman
 Commercial Manager Gervis S. Brady
 Promotion Manager Julius Glass
 Program Director Richard Neher
 Production Manager Martin P. Alexander
 Publicity Director Julius Glass
 Musical Director Martin P. Alexander
 Chief Engineer Kenneth L. Sliker
 Record M.C.'s Jim Roberts, Martin Alexander, Danny Landau

W C K Y

CINCINNATI—EST. 1929

Frequency: 1530 kc. Power: 50,000 Watts
 Owned-Operated By L. B. Wilson, Inc.
 Address Hotel Gibson, 5th & Walnut Streets
 Phone Number Cherry 6565
 Transmitter Location near Crescent Springs, Ky.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP, INS
 Transcription Service Standard Radio; World, Lang-Worth, Cole
 Representative Free & Peters
 Membership NAB

Personnel

Pres.-Gen. Mgr. L. B. Wilson
 Executive Vice-President Kenneth W. Church
 Local Sales Manager George Moore
 Program Director Bill Dawes
 Publicity Director John E. Murphy
 Chief Engineer C. H. Topmiller
 Record M.C.'s Bill Dawes, Nelson King, Randy Blake

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 kc. Power: 250 Watts
 Owned-Operated By Scripps-Howard Radio, Inc.
 Address 3800 Carew Tower Bldg.
 Phone Number MAin 3314
 Transmitter Location Daylight Building, 623 East 6th St.
 Time on the Air 24 hours daily
 Newspaper Affiliation The Cincinnati Post
 Scripps-Howard Newspapers
 News Service UP
 Transcription Service Standard Radio
 Lang-Worth; Associated Music Publishers

Personnel

President Jack Howard
 V.-P. & Gen. Mgr. M. C. Watters
 Ass't. Station Manager John Patrick Smith
 Commercial Manager Evelyn Eppinger
 Sales Promotion Mgr. John Patrick Smith
 Program-Publicity Director-Production Manager Glenn Clark Miller
 Chief Announcer Earl Corbett
 Musical Director Eugene T. Hctor
 Chief Engineer Glen Davis

W K R C

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By The Cincinnati Times-Star Co.

Address Hotel Alms
 Phone Number Woodburn 0550
 Transmitter Location Hotel Alms
 Time on the Air 5:30 a.m. to 2 a.m.;
 Sunday: 7 a.m. to 2 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth, Standard
 Representative The Katz Agency
 Membership NAB, BMB

Personnel

Managing Director Hulbert Taft, Jr.
 Manager H. E. Fast
 Sales or Commercial Manager U. A. Latham
 Sales Promotion &
 Merchandising Manager Joel W. Stovall
 Program Director Lew Kent
 Publicity Director Charlton Wallace
 Chief Announcer Jeff Allen
 Musical Director Bob Snyder
 Chief Engineer George Wilson

W L W

CINCINNATI—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 700 Kc. Power: 50000 Watts
 Owned-Operated By Crosley Broadcasting
 Corp.
 Address Crosley Sq., 140 W. Ninth St.
 Phone Number Cherry 1822
 Transmitter Location Mason, Ohio
 Time on the Air 24 hours daily
 News Service AP, INS, UP, Reuters
 Representatives WLW Sales Offices,
 N. Y.; Chicago, Atlanta, Hollywood
 Membership NAB

Personnel

President James D. Shouse
 Vice-Pres. & Gen. Mgr. R. E. Dunville
 V-P in Chg. of Sales Harry Mason Smith
 Dir. of Prom. Activities M. N. Terry
 Director of Sales Promotion David E. Partridge
 Program Director Eldon A. Park
 Prod. Mgr. & Asst. Pro. Dir. Chester Herman
 Publicity Director A. E. Scheffer
 Dir. of Pub. Relations James Cassidy
 Chief Announcer Chester Herman
 General Manager of Music Milton Weiner
 Chief Engineer R. J. Rockwell
 Record M.C. Sid Ten Eyck

W S A I

CINCINNATI—ES. 1923

AMERICAN BROADCASTING CO.

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By Buckeye Broadcasting
 Co.
 Address 115 E. Fourth St.
 Phone Number Main 1068

Transmitter Location Daly Rd., Mt. Healthy
 Time on the Air 19 hours, Mon.-Sat.; Sun.,
 17½ hours.
 News Service AP & UP
 Transcription Service NBC Thesaurus,
 Standard
 Representative Avery & Knodel, Inc.
 Membership NAB, BMB

Personnel

President Marshall Field
 Gen. Mgr.-Station Mgr. Robert M. Sampson
 Asst. to Station Mgr. E. K. Bauer
 Merchandising Manager Louis C. Nelson
 Program Director James Leonard
 Production Manager Charles Black
 Publicity Director Louis C. Nelson
 Chief Announcer Fred Harper
 Musical Director Bruce Scott
 Chief Engineer William Symons

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Kc. Power: 5000 Watts
 Owned-Operated By The WGAR Broad-
 casting Company
 Address Hotel Statler
 Phone Number Prospect 0200
 Transmitter Location Broadview & Atkins Rd.,
 Brecksville, Ohio
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Edward Petry & Co., Inc.
 Membership NAB

Personnel

President George A. Richards
 Asst. to President Harry Wismer
 V. President & Gen. Mgr. John F. Patt
 Asst. Manager Carl E. George
 Commercial Manager Harry Camp
 Sales Promotion Manager Jack Roeder
 Program Director David M. Baylor
 Production Manager Reg Merridew
 Publicity Director Manuel H. Eisner
 Chief Announcer Reg Merridew
 Musical Director Henry Pildner
 Chief Engineer R. Morris Pierce
 Record M.C.'s Walt Henrich, Wayne Mack,
 Hal Morgan, Bill Mayer

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By United Broadcasting Co.
 Address 1311 Terminal Tower
 Phone Number PProspect 5800

• • • OHIO • • •

Transmitter LocationSeven Hills Village
 Time on the Air6:30 a.m. to 1 a.m.
 Newspaper AffiliationCleveland Plain Dealer
 News ServiceAP, INS
 Transcription ServiceLang-Worth, Associated, BMI
 RepresentativePaul H. Raymer Co.
 MembershipNAB

Personnel

PresidentSterling E. Graham
 Gen. Mgr.-Station Mgr.K. K. Hackathorn
 Commercial ManagerRobert S. DeTchon
 Sales Promotion ManagerSue Cornelius
 Program DirectorC. M. Hunter
 Production ManagerJacob Hines
 Publicity DirectorSaul Glantz
 Musical DirectorWillard Pott
 Chief EngineerR. H. DeLany
 Record M.C.Fran Pettary

W J W

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

Frequency: 850 Kc.Power: 5000 Watts
 Owned-Operated ByWJW, Inc.
 Address1375 Euclid Ave.
 Phone NumberSUPERIOR 0101
 Transmitter LocationNorth Royalton, Ohio
 Time on the Air6 a.m. to 1 a.m.
 News ServiceUP, Transradio
 Transcription ServiceStandard
 RepresentativeHeadley-Reed Co.
 MembershipNAB

Personnel

PresidentWilliam M. O'Neil
 National Sales ManagerHarold W. Waddell
 Local Sales ManagerW. J. Sylvester
 Merchandising ManagerRobert Manby
 Program DirectorCharles V. Hunter
 Production ManagerRobert Ledyard
 Publicity DirectorRobert Manby
 Musical DirectorDonald Kaylor
 Chief EngineerGerald G. Roberts

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.Power: 50000 Watts
 Owned-Operated ByNational Broadcasting Co.
 Business Address815 Superior Ave., N.E.
 Phone NumberCherry 0942
 Transmitter LocationBrecksville, Ohio
 Time on the Air5:30 a.m. to 1 a.m.

CLEVELAND'S

Chief
STATION

• Calls your attention to the factors that have made it tops in daytime listening in the great Cleveland billionarea.



WJW **850**
on your dial

News Service.....UP, AP, INS
 Transcription ServiceNBC Thesaurus;
 World
 Representative.....NBC Spot Sales
 Membership.....NAB, BMB

Personnel

President (NBC).....Niles Trammel
 General Manager.....Vernon H. Pribble
 Commercial Manager.....Harold L. Gallagher
 Merchandising Manager.....Howard Barton
 Program Director.....Harold Metzger
 Production Manager.....Fred Wilson
 Publicity Director.....Tommy Tarbox
 Musical Director.....Walberg Brown
 Chief Engineer.....Ed Leonard
 Record M.C.....Frank Fredrich

WSRS

CLEVELAND HEIGHTS—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Samuel R. Sague
 Business Address.....Radio Center Bldg.

Phone Number..ERievew 2300 & SKYline 7184
 Transmitter Location.....Marshall Motor Bldg.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP
 Transcription Service.....Thesaurus, World,
 Lang-Worth, Associated
 Membership.....NAB

Personnel

General Manager.....Samuel R. Sague

WBNS

COLUMBUS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By Radiohio, Inc.
 Address 33 North High Street
 Phone Number.....Adams 9265
 Transmitter Location1035 Barnett Rd.
 Time on the Air..... 6 a.m. to 1:05 a.m. daily;
 Sunday: 8 a.m. to 1:05 a.m.
 News Service.....AP, PA
 Transcription Service.....Standard Radio,
 Thesaurus
 Representative.....John Blair & Company
 MembershipNAB, BMB

1947
 Proudly Presents
 The "HEIGHTS" in RADIO
 The Voice of the
 SUBURBAN PEOPLE
 SAMUEL R. SAGUE • RADIO CENTER BLDG.
 CLEVELAND HEIGHTS

WSRS
 1490 kc

TURN TO

WSRS-FM
 Channel 284
 104.7 mc

Your Daily Newest
 Radio Stars

Personnel

President.....Richard S. Wolfe
 Station Manager.....Richard A. Borel
 Sales Director.....W. I. Orr
 Director, Program Promotion..Jerome R. Reeves
 Program Director.....Geer Parkinson
 Continuity Director.....Chester S. Long
 Chief Announcer.....Russell Canter
 Musical Director.....Paul Neal
 Chief Engineer.....Lester H. Nafzger
 Record M.C.....Irwin A. Johnson

W C O L

COLUMBUS—EST. 1924

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Pixleys
 Business Address.....33 North High St.
 Phone Number.....Main 4581
 Transmitter Location.....555 W. Goodale St.
 Time on the Air.....6 a.m. to 1 a.m.
 Sundays 7:30 a.m. to 1 a.m.

News Service.....PA, INS
 Transcription Service.....World; Lang-Worth
 Representative.....Headley-Reed Company
 Membership.....NAB, BMB

Personnel

Owner & Chief Executive...Lloyd A. Pixley
 Gen. Mgr.-Station Mgr.....Jack Kelly
 Merchandising Manager...Howard Donahoe
 Production Manager.....Al. Albinger
 Publicity Director.....Howard Donahoe
 Chief Announcer.....George Arms
 Musical Director.....Al. Albinger
 Chief Engineer.....Leo DeConnick

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM
 OHIO NETWORK

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, Cole
 National Sales Office...Paul H. Raymer Co.
 Representative.....H. H. Hoessly
 Membership.....NAB, BMB

Personnel

President.....Sterling Graham
 Gen. Mgr. & Vice President...Carl M. Everson
 Station Manager.....Carl M. Everson
 Commercial Manager.....Harry H. Hoessly
 Merchandising Manager.....H. H. Hoessly
 Program Director.....John B. Moses
 Publicity Director.....Juanita Wilcox
 Chief Announcer.....B. J. Sweeney
 Musical Director.....Abram Ruvinsky
 Chief Engineer.....William A. Minor
 Record M.C.....Bernard J. Sweeney

W O S U *

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Ohio State University
 Business Address.....OSU Campus,
 Communication Lab.

Phone Numbers: University 3148; Extension
 711-2

Studio Address.....Campus
 Transmitter Location: University Golf Course,
 Worthington Road

Time on the Air.....Limited time,
 to sunset at Dallas, Texas

News Service.....UP, AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth

Membership.....NAEB

Personnel

President.....Howard L. Bevis
 Gen. Mgr.-Station Mgr.....Robert C. Higgy
 Program Director.....William H. Ewing
 Production Manager.....Edgar A. Sprague
 Publicity Director.....Harold K. Schellenger
 Chief Announcer.....Glenn Ellstrom
 Musical Director.....Ann Charles
 Chief Engineer.....Robert C. Higgy
 Chief Operator.....Chas. H. Boehnker

*Non-Commercial Station

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.....R. R. No. 2

Time on the Air.....5:45 a.m. to 1:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.

Newspaper Affiliations: Dayton Daily News;
 News Service.....UP, INS, AP
 Transcription Service..Standard Radio & World

Representative.....George P. Hollingbery Co.
 MembershipNAB, BMB

Personnel

President.....James M. Cox, Jr.
 Gen. Mgr.-Station Mgr.....Robert H. Moody
 Commercial Mgr.-Merchandising
 Manager.....Arthur H. Tomsett
 Program Director.....Lester Spencer
 Publicity Director.....Stanley G. Mouse
 Chief Engineer.....Ernest L. Adams
 Record M.C.....Bud Baldwin

W I N G
 DAYTON—EST. 1921

ABC

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.....E. David Rd.
 Time on the Air.....24 hours daily
 News ServiceAP
 Transcription Service....Lang-Worth, Standard
 Representative.....Weed & Company
 MembershipBMB

Personnel

PresidentCharles Sawyer
 General Manager.....J. P. Williams
 Station Manager.....F. G. Dykstra
 Merchandising Consultant..Mrs. Ruth Krouse
 Program Director.....C. Ranny Daly
 Engineering Consultant.....Paul Braden
 Record M.C.....Gene Barry

W F I N

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned By.....Findlay Radio Company

“Jonathan Dayton” and “Miss Miami Valley” Welcome WHIO Advertisers into the Homes of Southwestern Ohio

WHIO delivers your sales message right into the homes of busy, prosperous Dayton and of the \$100 million agricultural market of the Miami Valley. Since VJ Day, 70 plant expansions have been started in the Dayton area alone. Peace-time employment, which dipped with the abrupt end of the war, now far exceeds the war-time peak of 90,000! Tell this alert, expanding market about your products and services over WHIO, Dayton.

WHIO

5000 Watts
 News: UP, INS, PA, and CBS' best shows
 G. P. Hollingbery Company, Representatives
 Harry E. Cummings, Southeastern Representative

Basic CBS

WMRN

MARION, OHIO

**Changes
Statistics into Service
And Service into Sales
For You**



Community service is a by-word to every staff member of Marion, Ohio's Friendly Neighbor Station WMRN. The results of such service are yours for better sales in a seven-county market area where buying power is estimated at more than \$200,000,000 annually.

In this seven-county market you can get 200,000 listeners who know, like and stay tuned to news of their city, farm, church and school activities over the station they prefer. Their time is your time with WMRN.

WMRN serves its audience through all the seasons of the year. Your share of that audience can mean better sales in an already prosperous, ready-to-buy central Ohio market.



WMRN was on hand when ex-Ohio Governor Lausche, Frank W. Colley, League President, and Baseball Commissioner Happy Chandler opened the Ohio State League Season in Marion.



Cooperation with civic and law and enforcement agencies is aided by WMRN. Here staff announcer Don Sherwood interviews state police officers during a "check-up" week in promotion of safer driving.



PHOTO BY DALE HUGHES STUDIO



ROBERT T. MASON
president of
The Marion
Broadcasting Company



ROBERT MORRISON
assistant general
manager of Station
WMRN



MADGE COOPER
director of WMRN
women's program

WMRN

MARION, OHIO

The Marion Broadcasting Company

REPRESENTED BY
BROADCAST SALES COMPANY
280 Madison Avenue
New York City

BROADCAST SALES COMPANY
360 N. Michigan Avenue
Chicago, Illinois



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Operated By.....Fred R. Hover
 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;
 Sunday: 7 a.m. to local sunset
 News Service.....INS
 Transcription Service.....Lang-Worth;
 Standard Radio, Keystone, Cole
 Representative.....Allan H. Miller
 Membership.....NAB, BMB

Personnel

President-Owner and
 Chief Executive.....Fred R. Hover
 Commercial Manager.....M. C. Clark
 Sales Promotion Manager.....Dick Davis
 Program Director.....Joanne Lewis
 Chief Announcer.....Maurice M. Sayre
 Musical Director.....Margaret Schwaberow
 Chief Engineer.....Edgar C. Smith
 Record M.C.....John C. Hutson

W M O H

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..The Fort Hamilton Broad-
 casting Co.
 Address.....Second National Bank Bldg.
 Phone.....4663-4, 4345
 Transmitter Location.....Middletown Pike
 Time on the Air.....6 a.m. to 11 p.m.;
 Sun., 7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Membership.....NAB, BMB

Personnel

Pres. & Mgr. Dir.....Herbert G. Pabst
 Sales & Promotion Mgr.....Joseph E. True
 Chief Engineer.....Andrew F. Bruck

W L O K

LIMA—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry Co.
 Address.....620 National Bank Bldg.
 Phone.....63411
 Transmitter Location.....1424 Rice Ave.
 Time on the Air...6 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News Service.....AP
 Transcription Service.....Standard
 Representatives.....Headley Reed
 Membership.....NAB, BMB

Personnel

President.....George B. Storer
 General Manager.....Lee B. Wailes

Managing Director.....Ralph G. Elvin
 Commercial Manager.....G. F. Zwahlen
 Sales Promotion Manager.....R. G. Elvin
 Chief Engineer.....Darrell Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....140 Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location..Corner Longview Ave.
 and No. Main St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Broadcast Sales Co.
 Membership.....NAB, BMB

Personnel

President.....Monroe F. Rubin
 Gen. Mgr.-Station Mgr.....John M. O'Hara
 Commercial Manager.....Carl C. Kindt
 Program Director.....Harry Lytle
 Musical Director.....James Minium
 Chief Engineer.....William E. Morrison
 Record M.C.....James Minium

W M O A

MARIETTA

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
 Owned and Operated By.....Marietta
 Broadcasting Co.
 Address.....Williamstown, West Va.
 Correspondence Address...Box 201, Marietta,
 Ohio
 Transmitter Location..Williamstown West Va.
 Time on Air.....Unlimited License
 Representative.....The Branham Co.

Personnel

General Manager.....Mildred Chernoff
 Resident Manager.....A. Archer

W M R N

MARION—EST. 1940

ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Marion
 Broadcasting Company
 Address.....Box 518
 Phone Number.....3226-7
 Transmitter Location.....North Main Street
 Time on the Air.....17 hours daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Membership.....NAB, BMB

Personnel

President-Station Manager.....Robert T. Mason
 Broadcast Manager.....S. R. Morrison
 Merchandising Manager.....Eric Paige
 Publicity Director.....John Planic
 Musical Director.....Margaret Hale Clark
 Chief Engineer.....Francis J. Peters

W P A Y

PORTSMOUTH—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....The Scioto Broadcasting Co.
 Operated By.....Brush-Moore Newspapers, Inc.
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.
 Time on the Air.....Unlimited
 Newspaper Affiliation.....Portsmouth Times
 News Service.....AP & UP
 Transcription Service.....Lang-Worth, BMI,
 Thesaurus
 Representative.....William G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

President.....Roy D. Moore
 Gen. Mgr.-Station Mgr.....Paul Wagner

Commercial Manager.....G. F. Boyd
 Merchandising Manager.....Carl P. Bodner
 Program Director.....Edward Sagraves
 Publicity Director.....Carl P. Bodner
 Chief Announcer.....Harold Sagraves
 Musical Director.....Mrs. Dorothy Page
 Chief Engineer.....M. L. Myers
 Record M.C.....Graeme Zimmer

W I Z E

SPRINGFIELD—EST. 1940

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Voice of
 Springfield, Inc.
 Address.....115 West High Street
 Phone Number.....3-4955
 Transmitter Location.....115-117 W. High St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....BMB

Personnel

President.....Charles Sawyer
 General Manager.....J. P. Williams
 Station Manager.....Adna H. Karns

SHAKE HANDS WITH



"THE FRIENDLY GROUP"

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O



WPIT

PITTSBURGH, PA.
 JACK MERDIAN, MGR.
 INDEPENDENT

WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 IRV TEETSSELL, MGR.
 ABC NETWORK

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL

Merchandising Manager.....Adna H. Karns
 Program Director.....Robert Terry
 Production Manager.....Robert Christol
 Publicity Director.....Paul Bussard
 Musical Director.....Robert Christol
 Chief Engineer.....Victor Bushong
 Record M.C.....Wendall Brakefield

W S T V

STEUBENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..The Valley Broadcasting
 Company
 Business Address...Exchange Realty Building
 Phone Number2-6265-68-67
 Studio Address..Steubenville; East Liverpool, O.
 Transmitter Location.....Altamont Heights
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 Representative..Joseph Hershey McGillvra, Inc.
 MembershipBMB

Personnel

Gen. Mgr.-Station Mgr.....John J. Laux
 Merchandising Manager...John L. Merdian
 Production Manager-Asst.
 Publicity Director.....George H. Wilson
 Publicity Director.....Harry M. Cochran
 Chief Announcer.....George H. Wilson
 Musical Director.....Thomas Arim
 Chief Engineer.....Joseph M. Troesch
 Record M.C.'s.....William Ewing
 William Brabson

W S P D

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.....RFD, Oregon Road,
 Rossford, Ohio
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 7:45 a.m. to 1 a.m.
 News Services.....AP, INS, UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth, Standard
 Representative.....The Katz Agency
 MembershipNAB, BMB

Personnel

President.....George B. Storer
 Vice-Pres. & Treas.....J. H. Ryan
 General Manager.....Lee B. Wailes
 Station Manager.....E. Y. Flanigan

For the best
 in women's news . . .

AP

Map of a Market not to be ignored



THREE QUARTERS OF A MILLION PEOPLE

This is the market covered by WTOL. Within a radius of 50 miles of Toledo is a population of more than three-quarters of a million — more than 200,000 homes where WTOL is recognized and known as "Toledo's Friendly Station."

Local merchants prefer WTOL — it gets results for them. Its audience represents responsive buying power!

WTOL "Toledo's Friendly Station"

National Representatives: Paul H. Raymer Co.

Basic ABC Affiliate

Local Manager.....Westford F. Shannon
 Merchandising Manager....O. William Myers
 Program Director.....Glenn C. Jackson
 Production Manager.....Robert B. Evans
 Publicity Director.....O. William Myers
 Chief Announcer.....Robert B. Evans
 Musical Director.....Gene Williams
 Chief Engineer.....Wm. M. Stringfellow
 Record M.C.....Gene Williams

WTOD

TOLEDO—EST. 1946

Frequency: 1560 Kc...Power: 1000 w., d. only
 Owned-Operated By.....Unity Corp., Inc.
 Address.....515 Madison Ave.
 Phone Number.....Garfield 5551
 Transmitter Location...Arlington & Byrne Rd.
 Time on the Air..Local sunrise to local sunset
 Newspaper Affiliation.....Dispatch Herald,
 Erie Sun
 News Service AP
 Transcription Service...Lang-Worth, SESAC,
 Associated
 Representative.....The Walker Co.
 Membership NAB

Personnel

PresidentEdward Lamb
 General Manager.....William Spencer
 Merchandising Manager....Rockwell Force
 Program Director.....Howard Malcom
 Publicity Director.....Rosalie Korman
 Chief Announcer.....Jean Shepherd
 Chief Engineer.....Robert Sowers
 Record M.C.....Jean Shepherd

WTOL

TOLEDO—EST. 1938

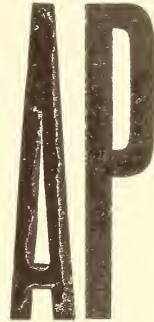
AMERICAN BROADCASTING CO.

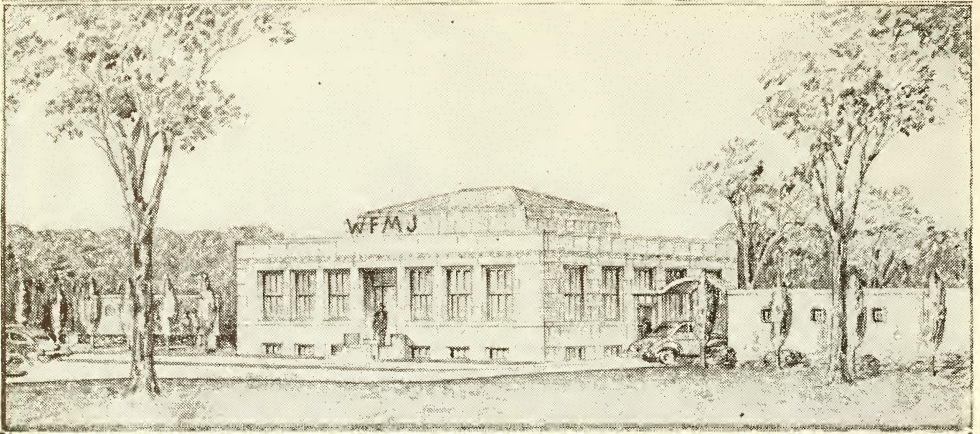
Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..The Community Broad-
 casting Company
 AddressBell Building
 Phone Number.....Adams 3291
 Transmitter Location.....709 Madison Ave.
 Time on the Air.....Unlimited license
 News Service UP & AP
 Transcription Services Standard, World
 Representative.....Paul H. Raymer Co.
 Membership NAB, BMB

Personnel

PresidentFrazier Reams
 V P- Sales Commercial Mgr.....Arch Shawd
 Program Mgr.-Production Mgr..Karl Nelson
 Musical Director.....Dorothy Diller
 Chief Engineer.....John Sheehan
 Record M.C.....Ken Lawrence

For the *best* in
 Washington news . . .





WFMJ's transmitter building, to be erected this year

WFMJ has been granted 5,000 watts AM and 50,000 watts FM, which will make it one of the most powerful of all FM stations. Meanwhile WFMJ, as usual, offers complete coverage of the concentrated Youngstown market.

W F M J

ABC affiliate—News reports of Press Association, the United Press, and The Youngstown Vindicator

Headley Reed Company, National Representatives

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens
 Address.....108 Main St., Second
 National Bank Building
 Phone Number.....4490-1
 Transmitter Location.....210 Main St.
 Time on the Air.....6:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB

Personnel

Owners.....Frank T. Nied & Perry H. Stevens
 Station Manager.....Emerson J. Pryor
 Commercial Manager.....Frank B. Cannon
 Merchandising Manager.....Emerson J. Pryor
 Program Director.....Richard G. Oram
 Chief Engineer.....Robert V. Kinney

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.....Fulltime
 Newspaper Affiliation..Cleveland Plain Dealer
 News Service.....UP
 Transcription Services.... World; Lang-Worth
 Representative.....Paul H. Ravmer Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr. W. P. Williamson, Jr.
 Station-Commercial Manager.....J. L. Bowden
 Chief Engineer.....B. T. Wilkins

W F M J

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..WFMJ Broadcasting Co.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation..Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Thesaurus,
 Standard Radio
 Representative.....Headley-Reed Company
 Membership.....NAB, BMB

Personnel

Pres.-Gen. Mgr.....William F. Maag
 National Sales Manager.....Phil Wood
 Business Manager.....L. E. Nasman
 Program Director.....Robert B. Mackall
 Musical Director.....Ronald Richards
 Chief Engineer.....Frank A. Dieringer
 Record M.C.....Ted Connors

W H I Z

ZANESVILLE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By...Southeastern Ohio Broadcasters,
 Inc.
 Operated By.....Fort Industry Company
 Address North Fifth St., Lind Arcade Bldg.
 Phone Number.....6000
 Transmitter Location.....Newark Road
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John Blair & Company
 Membership.....NAB, BMB

Personnel

President.....George B. Storer
 General Manager.....Lee Wailes
 Managing Director.....Allen Haid
 Commercial Manager.....Robert Keans
 Program Director.....Russ Gardner
 Public Relations Director.....John Peart
 Chief Announcer.....Lyle Lee
 Chief Engineer.....Joe Atkinson

WKBN—“Very Personal” →

Very Personal...



TO LISTENERS in one of the nation's top 25 industrial areas . . . to local and national advertisers . . . the call letters WKBN stand for personal contact.

To the Listener, they mean personal contact with constant fine entertainment . . . strong local and national news coverage . . . information on better products and services . . . extensive public service features. This contact is one of personal preference for more reasons than the quality and scope of programs. The listener has come to know WKBN as a friendly station and staff . . . vitally concerned with affairs of the area served. Twenty years of sincere and authoritative station conduct have demonstrated this to his satisfaction . . . and the WKBN-habit is welcomed as a personal part of his life and home.

To the Advertiser, WKBN means an opportunity for personal contact with a great family of radio listeners in a densely populated tri-state area. These call letters mean the one advertising medium that binds this vast purchasing power together. They represent unique market contact through a regional personality . . . a proved-power selling force . . . a friendly and profitable business relationship, based on WKBN's long-established reputation for utmost cooperation towards mutual objectives.

IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS . . .
YOU' WOULD HAVE TO CHOOSE YOUNGSTOWN—WKBN

WKBN

Columbia Broadcasting System
YOUNGSTOWN · OHIO
5000 Watts · 570 K. C.

Represented by:
Paul H. Raymer Company

OKLAHOMA

Estimated Population, 2,147,292—Radio Homes, 464,658
Stations in State—24

K A D A

ADA—EST. 1934

AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By 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 11:05 p.m.;
Sundays, 7 a.m. to 11 p.m.

News Service AP
Transcription Service M. M. Cole
Representative Taylor Howe Snowden
Membership NAB, BMB

Personnel

Owner C. C. Morris
General Manager James M. Griffith
Commercial Manager Leroy Moses
Merchandising Manager Betty Hughes
Program Director Bill Hoover
Publicity Director Betty Hughes
Chief Engineer Harold Walker

K W H W *

ALTUS—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Altus Broadcasting Co.
Address Box 692
Studio Address Main & Commerce St.
Time on the Air Unlimited
Membership NAB

Personnel

President-Gen. Manager Frank E. Wimberly
Commercial Manager Ruth Ferris

*Construction Permit

K V S O

ARDMORE—EST. 1935

AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John F. Easley
Address Hotel Ardmore
Phone Number 3030
Transmitter Location Chickasaw & North-
west Blvd.

Time on the Air 6:30 a.m. to 11:05 p.m.
Transcription Service SESAC;
World; Standard
Newspaper Affiliation Daily Ardmoreite

News Service AP
Representative Taylor Howe Snowden
Membership NAB, BMB

Personnel

President John F. Easley
General & Sales Manager Albert Riesen
Commercial Manager Glen Pool
Program Director Dolly Dutton
Chief Announcer John E. Riesen
Chief Engineer John M. Molloy

K W O N

BARTLESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Bartlesville Broadcasting
Co.

Business Address 100 Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location U. S. Highway 75
Time on the Air 6:30 a.m. to 11 p.m.
News Service AP
Transcription Service Standard
Membership NAB

Personnel

President-Gen. Manager J. Fred Case
Commercial Manager H. H. Heerman
Sales Promotion Manager John Collins
Chief Engineer W. G. Ownby

K W C O

CHICKASHA—EST. 1946

MBS

Frequency: 1560 Kc. Power: 250 Watts
Owned By Washita Valley Broadcasting Corp.
Operated By George C. Robinson, Jr.
and James B. Quattlebaum

Address Chickasha, Okla.
Phone Number 2899
Transmitter Location Approx. 2 miles W. of
U. S. Highway 81

Time on the Air 11½ hours daily
News Service AP
Transcription Service Standard Radio
Membership NAB

Personnel

President George C. Robinson, Jr.
General Manager James B. Quattlebaum
Commercial Manager Len Lyon
Chief Engineer George C. Robinson, Jr.
Record MC Jimmie Weldon

KASA

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 KcPower 100 Watts
Owned-Operated By...Southwestern Broadcast-
ing Co.
Address.....204 N. Main St.
Phone Number.....730
Transmitter Location.....204 N. Main St.
Time on the Air.....6 a.m. to 10:30 p.m.
News ServiceUP
Transcription ServiceStandard
Membership.....NAB, BMB

Personnel

President-General Manager...Lonnie J. Preston
Program Director.....Evelyn Preston
Production Manager.....George Cowan
Publicity Director.....Mrs. Alice Howenstine
Chief Engineer.....George Fenter

KCRC

ENID—EST. 1929

ABC

OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By....Enid Radiophone Co.
Address.....Broadway Tower
Phone Number447
Transmitter Location...Willow & Kennedy Sts.
Time on the Air.....6 a.m. to 11 p.m.;
Sunday: 7 a.m. to 11 p.m.
Newspaper Affiliation...Enid Morning News;
Enid Daily Eagle
News ServiceAP
Transcription Service.....Standard;
M. M. Cole
Representative Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Lucy M. Garber
General Manager.....Milton B. Garber
Commercial Manager.....H. P. Hale
Program Director.....Harold Moon
Publicity Director.....Hugh Finnerty
Chief Engineer.....Murray D. Coleman

KSWO

LAWTON—EST. 1941

MUTUAL—KBS

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By
Oklahoma Quality Broadcasting Co.
Business Address PO Box 699
Phone Number.....3413

Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News ServiceUP
Transcription Service.....World

Personnel

General Manager.....John W. Steele
Chief Engineer W. E. Billington

KTMC

McALESTER—EST. 1945

ABC—OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...McAlester Broadcasting
Co.
Address.....Municipal Bldg.
Phone Number.....2411
Transmitter Location...One mile N. of studio
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
National Sales Office.....Taylor-
Howe-Snowden
Membership.....NAB, BMB

Personnel

Owners.....Clarence Wilson and
Philip Jackson
Gen. and Station Manager...Clarence Wilson
Commercial Manager,
Merchandising Manager.....Philip Jackson
Publicity Director.....Lowell Clark
Chief Announcer.....Jim Wilson
Chief Engineer.....Glenn Barnett
Record MC.....Jim Wilson

KBIX

MUSKOGEE—EST. 1936

ABC

OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:
Oklahoma Press Publishing Co.
Address.....910-913 Barnes Bldg.
Phone Number.....302-3
Transmitter Location...Atop Barnes Building
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Muskegee Daily
Phoenix & Times Democrat
News ServiceAP
Representative Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Tams Bixby, Jr.
Station Manager.....Paul A. Bruner

Commercial Manager.....Paul A. Bruner
 Merchandising Manager...Mary D. Robinson
 Program Director.....Beverly Kobel
 Publicity Director.....Mary D. Robinson
 Chief Announcer.....Tom Davidson
 Chief Engineer.....Bruce Dennis
 Record MC.....Bob Castle

WNAD*

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts d. only
 Owned-Operated By..University of Oklahoma
 Business Address.....Faculty Exchange,
 Norman, Okla.
 Phone Number.....900
 Studio Address.....Union Tower,
 Univ. of Okla.
 Transmitter Location..1140 South Jenkins Ave.
 Time on the Air.....8 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAEB

Personnel

General Manager.....John W. Dunn
 Production Manager.....Coley Newman
 Publicity Director.....Marjorie Janssen
 Chief Announcer.....Maurice Ogden
 Musical Director.....Jack Bowers
 Chief Engineer.....Remy Perot

KOCY

OKLAHOMA CITY—EST. 1938
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Plaza Court Broad-
 casting Co.
 Address.....Plaza Court
 Phone Number.....3-4333
 Transmitter Location.....Plaza Court
 Time on the Air.....6 a.m. to 12 midnight.
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Standard Radio; NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB; BMB

Personnel

President.....John D. Thomas
 General Manager,
 Station Manager....Matthew H. Bonebrake
 Commercial and Merchandising
 Manager.....George Tarter
 Chief Engineer.....George Brock

KOMA

OKLAHOMA CITY—EST. 1932

COLUMBIA BROADCASTING SYSTEM

REGIONAL NETWORK (KOMA-KWFT-KTUL)

Frequency: 1520 Kc.....Power: 5000 Watts
 (CP-50,000)

Owned-Operated By.....KOMA, Inc.
 Address.....Box 983
 Phone Number.....2-3291
 Studio Address.....Biltmore Hotel
 Transmitter Location.....Moore, Okla.
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sunday: 7 a.m. to 12:05 a.m.

News Service.....UP
 Transcription Service.....Capitol,
 Standard, Cole.

Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....John Griffin
 General Manager.....Kenyon Brown
 Commercial Manager.....J. J. Bernard
 Director of Public Relations.....Bill Bryan
 Production Manager and Supervisor of
 Program Personnel.....Allan Page
 Musical Director.....Mickey Reynolds
 Chief Engineer.....M. W. Thomas
 Record MC.....Eddie Coontz

KTOK

OKLAHOMA CITY—EST. 1927

AMERICAN BROADCASTING CO.

OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KTOK, Inc.
 Business Address.....2004 Apco Tower
 Phone Number.....3-8352
 Transmitter Location.....1800 West Main
 Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....World; Lang-Worth
 Representative.....Taylor-Howe Snowden
 Membership.....NAB, BMB

Personnel

President.....O. L. Taylor
 Gen. and Station Manager...Robert D. Enoch
 Commercial Manager.....Frank J. Lynch
 Program Director.....Harold Shreve
 Publicity Director.....Phillip Kernan
 Chief Announcer.....Lee Lemon
 Musical Director.....Melba Cates
 Chief Engineer.....Clifford Essum
 Record MC.....Walter Colvin

WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5000 Watts
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.
 Address.....Skirvin Tower Hotel
 Phone Number.....3-4306
 Transmitter Location..6 mi. N. Okla. City, 1 1/4
 mi. W. of Britton, Okla.
 Time on the Air.....5 a.m. to 1 a.m.
 Newspaper Affiliation.....Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man
 News ServiceAP, UP
 RepresentativeThe Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 General Manager.....P. A. Sugg
 Promotion Mgr.-Publicity Director..Tom Rucker
 Program DirectorHoyt Andres
 Chief AnnouncerWakefield Holley
 Musical DirectorAllan Clark
 Chief EngineerHerman Lovell

KHBG

OKMULGEE—EST. 1937

MUTUAL—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting
 Corp.
 AddressMcCulloch Bldg.
 Phone Number3646
 Transmitter Location...20th & Okmulgee Sts.
 Time on the Air6:45 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service..Lang-Worth; Keystone
 RepresentativeSears & Ayer
 MembershipNAB, BMB

Personnel

President & Gen'l. Mgr.....Pat Buford
 Station ManagerPat Buford
 Commercial ManagerLucille Buford
 Merchandising ManagerLucille Buford
 Program DirectorNova Clarke
 Chief AnnouncerAl Singleton
 Chief EngineerChester Ludwick

WBBZ

PONCA CITY—EST. 1927

MUTUAL—KBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....Adelaide Carrell
 Address615 West Grand Avenue
 Phone Number3200
 Transmitter Location.....615 Grand Avenue
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP

Personnel

Managing DirectorA. L. Carrell
 Sales Manager.....L. C. McKenney
 Program DirectorDon Chadd
 Chief EngineerN. J. DeFrancesco

KGFF

SHAWNEE—EST. 1930

AMERICAN BROADCASTING CO.

OKLAHOMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Stauffer Publications
 Operated By...KGFF Broadcasting Co., Inc.
 Address.....Aldridge Hotel
 Phone Number4390-1
 Transmitter Location...Shawnee Country Club
 Time on the Air.....6:30 a.m. to 12 midnight,
 Sunday 7:45 a.m. to 11:30 p.m.
 Newspaper Affiliation...Stauffer Publications
 News ServiceAP
 Transcription ServiceLang-Worth
 Representative.....Taylor Howe Snowden
 MembershipNAB, BMB

Personnel

PresidentOscar S. Stauffer
 General ManagerMaxine Eddy
 Merchandising Manager.....Zaida Porter
 Program DirectorRoy J. Bowman
 Chief AnnouncerWilliam A. Weaver
 Chief EngineerSalvatore Ricciotti

KSPI*

STILLWATER—EST. 1946

Frequency: 840 Kc...Power: 250 Watts d. only
 Owned-Operated By..Stillwater Publishing Co.
 Address117 W. 7th
 Phone Number311
 Transmitter Location..2 Miles S. of Stillwater
 Time on the Air.....Daytime
 Newspaper Affiliation.....Stillwater Daily
 News-Press

Personnel

PresidentC. R. Bellatti
 Vice-PresidentL. F. Bellatti
 Program DirectorW. R. McKinsey

*Construction Permit

KAKC

TULSA—EST. 1946

Frequency: 1570 Kc. Power: 1000 Watts d. only
 Owned-Operated By Public Radio Corp.
 Address...Avey's Tulsa Coliseum, 5th & Elgin
 Phone Number.....4-0143
 Transmitter Location.....21st & Yale Aves.
 (SE. of Tulsa)

Time on the Air...Local sunrise to local sunset
 News Service AP
 Membership NAB

Personnel

President.....Sam E. Avey
 General Manager.....Glenn Condon
 Commercial Manager.....James L. Neal
 Chief Engineer.....Arnold M. Maupin
 Record M. C.....Jack Evans

KFMJ

TULSA—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d. only
 Owned-Oper. By Fred Jones Broadcasting Co.
 Address.....Alvin Hotel, 7 E. 7th
 Phone Number3-4236
 Transmitter Location1st & Yale
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....World, Standard,
 SESAC, Imperial

Representative.....Donald Cooke, Inc.
 Membership NAB

Personnel

President-OwnerFred Jones
 General ManagerLawson Taylor
 Commercial ManagerTom Johnson
 Program Director.....Jack Hoffman
 Chief EngineerNate Wilcox

KOME

TULSA—EST. 1938

ABC

MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Oil Capital Sales Corp.
 Address7 West 8th St.
 Phone Number3-4121
 Transmitter Location.....3904 S. Newport
 Time on the Air.....Unlimited
 News Service AP
 Transcription Service...Standard & Lang-Worth
 National Representative.Taylor-Howe-Snowden
 Membership NAB

Personnel

PresidentHarry Schwartz
 General ManagerH. E. Grimes
 Merchandising ManagerBetty Burdine
 Program Director.....Dick Campbell
 Chief EngineerRoy Brown

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tulsa Broadcasting
 Company, Inc.

Address.....Boulder on the Park
 Phone Number2-3191
 Studio Address..National Bank of Tulsa Bldg.
 Transmitter Location.....NE. of city
 Time on the Air.....6 a.m. to 12 midnight
 News Service UP
 Transcription Service...Thesaurus, Standard,
 Cole, Capitol.

RepresentativeFree & Peters
 Membership NAB, BMB

Personnel

President.....John Toole Griffin
 General ManagerJohn Esau
 Commercial Manager.....L. A. B'ust, Jr.
 Merchandising Manager...George Ketcham
 Program Director.....Karl Janssen
 Production Manager.....Ed Neibling
 Publicity Director.....Saidie Adwon
 Chief EngineerRobert Snider

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southwestern Sales
 Corporation

AddressPhiltower Bldg.
 Phone Number2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66

Time on the Air.....Unlimited
 News ServiceINS, UP
 Transcription Service.....Standard Radio;
 Lang-Worth

Representative.....Edward Petry & Co.
 Membership NAB, BMB

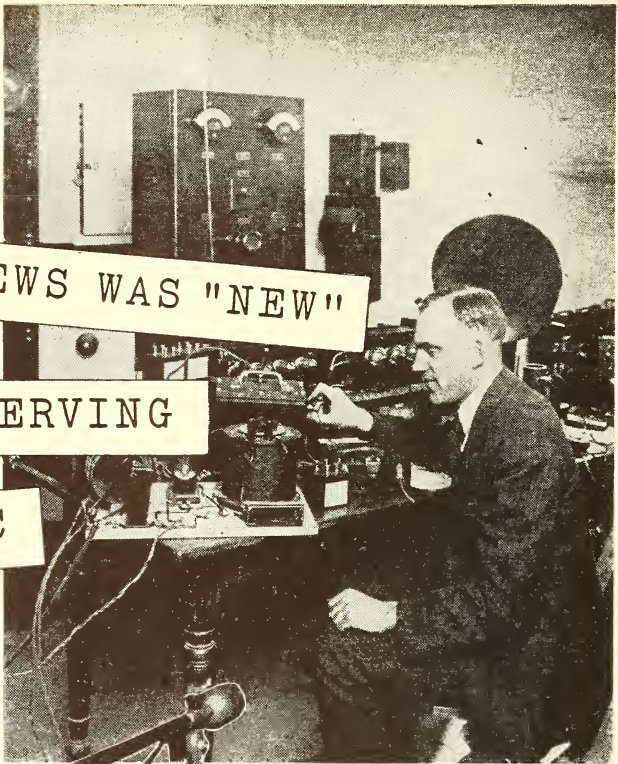
Personnel

PresidentP. Q. Proctor
 Gen. Manager & Vice-Pres...William B. Way
 Commercial Manager ..Gustav K. Brandborg
 Merchandising ManagerBud Jackson
 Program DirectorF. M. Randolph
 Musical DirectorJoe O'Neill
 Chief EngineerL. W. Stinson

WHEN EVEN NEWS WAS "NEW"

KGW LED IN SERVING

THE PUBLIC



Complete news coverage has been the goal of KGW since the station broadcast its first news flash—the state primary election returns on May 19, 1922. For the next ten years KGW supplied news through bulletins and unscheduled news broadcasts. Early in 1932, KGW carried one scheduled daily news broadcast, and by the end of that year had three locally prepared and scheduled newscasts plus one network program. On January 3, 1934 a KGW news bureau was opened and in 1935 KGW installed the first teletype used in a Portland radio station. KGW now utilizes the services of AP, UP and INS. The growth of public interest in the use of radio as a source of news has led KGW to increase its scheduled daily newscasts during its 25 years of service until at present KGW broadcasts 46 local and 30 network news programs weekly.

KGW
620 ON YOUR DIAL
AFFILIATED WITH 



Represented Nationally by Edward Petry and Co.

OREGON

Estimated Population, 1,305,988—Radio Homes, 401,486
Stations in State—29

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Central Willamette
Broadcasting Company
Address 15th and Elm Streets
Phone Number 1234-5
Studio Address KWIL Bldg., Albany;
Hotel Benton, Corvallis, Ore.
Transmitter Location Albany, Ore.
Time on the Air 6:30 a.m. to midnight;
Sundays, 7 a.m. to midnight
Newspaper Affiliation Albany Democrat
Herald
News Service UP
Transcription Service Standard Radio, Cole
Representatives John Keating; Homer Griffith
Membership NAB, BMB

Personnel

President W. L. Jackson
Secretary-Treasurer R. R. Cronise
General Manager Chet Wheeler
Commercial Manager Hal Byer (Albany)
Derwood Smith (Corvallis)
Merchandising Managers Bob Reinholdt,
Warren Stoffer
Chief Engineer Herb Davidson

KWIN

ASHLAND—EST. 1946

UNITED PACIFIC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Rogue Valley
Broadcasting Co., Inc.
Address 1160 Helman Rd.
Phone Number Ashland 2-1351
Transmitter Location 1160 Helman Rd.
Time on the Air 6:30 a.m. to 11 p.m.;
Sunday: 8 a.m. to 10 p.m.
News Service AP
Transcription Service World, Standard
Representative John Keating
Membership NAB

Personnel

President M. S. Hamaker
General Manager Roy R. Peck
Commercial Manager Ed Barnett
Sales Manager Jack Watson
Program Director Margaret Ritchie
Chief Engineer Floyd Rush

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Astoria Broadcasting Co.
Address Astoria, Ore.
Phone Number 95
Studio Address 9th & Commercial
Transmitter Location 1006 Taylor Avenue
Time on the Air 17½ hours daily
News Service AP
Transcription Service Standard Radio
Membership NAB, BMB

Personnel

General Manager L. E. Parsons
Merchandising Manager R. D. Holmes
Program Director Margie Christiansen
Production Manager Stan Church
Chief Engineer James 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 East "H" St.
Time on the Air 7 a.m. to 10 p.m.
News Service UP
Representative W. S. Grant Co., John Keating
Membership NAB, BMB

Personnel

Pres.-Chief Owner Marshall E. Cornett
Secretary-Treasurer Lee W. Jacobs
General Manager Lee W. Jacobs
Commercial Manager Ken Lockwood
Merchandising Manager Milton Levy
Chief Engineer Sidney Williams
Record MC Ken Holden

KBND

BEND—EST. 1938

MUTUAL—KBS—DON LEE

Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By Central Oregon
Broadcasting Co.

Address.....1101 Wall St.
 Phone Number.....848
 Transmitter Location.....1101 Wall Street
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Frank H. Loggan
 General Mgr.-Station Mgr....Frank H. Loggan
 Commercial Manager.....W. M. Barton
 Program Dir.-Production Mgr..Kessler Cannon
 Chief Announcer.....Kessler Cannon
 Musical Director.....Roland McClure
 Chief Engineer.....Robert Dickinson

K O O S

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Koos, Inc.
 Address.....505 Hall Building
 Phone Number.....432-3
 Transmitter Location.....Hall Building
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, AP
 Newspaper Affiliation.....Coos Bay Times
 Transcription Service.....World Broadcasting
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Sheldon F. Sackett
 General Manager.....Fred F. Chitty
 Station Manager.....Hal Shade
 Commercial Manager.....Leonard Epling
 Office Manager.....Lucy Johnson
 Program Director.....Sara Spough
 Chief Engineer.....Roger L. Spough

K O A C *

CORVALLIS—EST. 1922

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
 Owned by.....State of Oregon
 Operated By.....Oregon State System of
 Higher Education
 Address.....Oregon State College
 Phone Number.....526
 Studio Address...Corvallis; Univ. of Oregon,
 Eugene
 Transmitter Location.....Granger
 Time on the Air...10 a.m. to 10 p.m. Monday
 through Saturday
 News Service.....UP

Personnel

President.....Dean J. F. Cramer
 Station Manager.....James M. Morris
 Program Director.....James M. Morris
 Production Director.....James S. Nelson
 Chief Announcer.....J. Edwin Arnold
 Musical Director.....Donald F. Whitman
 Chief Engineer.....Grant S. Feikert

**Non-Commercial Station*

K O D L

THE DALLES—EST. 1940

Frequency: 1230 Kc..Power: 250 d.; 100 n.
 Owned-Operated By.... Western Radio Corp.
 Address.....The Dalles, Ore.
 Phone Number.....2300
 Transmitter Location.....The Dalles
 Time on the Air.....15½ hours daily
 Transcription Service.....C. P. MacGregor
 News Service.....UP
 Membership.....NAB

Personnel

President-General Mgr.....V. B. Kenworthy
 Station Manager.....V. B. Kenworthy
 Commercial Manager.....Alvin Anderson
 Merchandising Manager....Richard Schuchard
 Program Director.....Eunice LaSell
 Chief Engineer.....George Ristola

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By... Eugene Broad. Station
 Address.....Box 1032
 Phone Number.....3
 Transmitter Location... South Willamette St.
 Time on the Air.....6 a.m. to 1 a.m.
 Sunday: 7 a.m. to 11 p.m.
 News Service.....AP & UP
 Transcription Service.....World
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

Owner.....Violet G. Motter
 General Mgr.-Station Mgr....L. W. Trommlitz
 Commercial Manager.....Bruce Nidever
 Publicity Director.....L. W. Trommlitz
 Chief Engineer.....Harold Gander

K U G N

EUGENE—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Valley Broadcasting Co.
 Address.....P.O. Box 1400
 Phone Number.....2800

OREGON

Transmitter Location.....Coburg Rd.
Time on the Air.....5:30 a.m. to 12 midnight;
Sunday: 7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Thesaurus
Representative.....W. S. Grant Co.
Membership.....NAB

Personnel

Co-Partners.....C. H. Fisher & B. N. Phillips
General Manager.....S. W. McCreedy
Sales Manager.....Ted Hallock
Program Director.....Harvey Dagering
Publicity Director.....Ted Hallock
Chief Announcer.....Charles Bernard
Musical Director.....Ted Hallock
Chief Engineer.....John E. Boren
Record MC.....Austin Chaney

KUIN

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Oregon Broad-
casting Co.
Business Address.....P. O. Box 148
Phone Number.....1100
Transmitter Location.....Grants Pass, Ore.
Newspaper Affiliation.....Grants Pass Courier
News Service.....AP
Time on the Air.....7 a.m. to 12 midnight
Transcription Services.....World Broadcasting
System, MacGregor
Representative.....W. S. Grant Co.
Membership.....NAB, BMB

Personnel

President.....Amos E. Voorhies
General Manager.....William B. Smullin
Station Manager.....Edward A. Malone
Commercial Manager.....Don Telford
Sales Manager.....Glenn E. Nickell
Continuity Director.....Mariano Guardino
Production Manager.....Al Horton
Office and Traffic Mgr.....Mae Dawson
Chief Announcer.....Donn Shearer
Program Director.....Nes Williams
Chief Engineer.....Edward A. Malone

KFJI

KLAMATH FALLS—EST. 1931

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned By.....KFJI Broadcasters
Operated By.....W. D. Miller
Address.....213 Main St.
Phone Number.....5155
Transmitter Location.....213 Main Street

Time on the Air.....6:30 a.m. to 12 midnight
Transcription Service.....World
News Service.....UP
Representative.....W. S. Grant Co.
Membership.....NAB

Personnel

President-General Mgr.....W. D. Miller
Station Manager.....Jack Keating
Merchandising Manager.....Dave Hoss
Publicity Director.....Dick Maguire
Musical Director.....Jack Ellison
Chief Engineer.....Wm. P. Grimes
Record MC.....Jack Ellison

KFLW

KLAMATH FALLS—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publishing Co.
Address.....Esplanade & Pine
Phone Number.....8115
Transmitter Location.....Esplanade & Pine
Newspaper Affiliation.....Herald-News
News Service.....AP
Transcription Service.....NBC Thesaurus
Time on the Air.....6:15 a.m. to 11 p.m.
Representative.....Homer Griffith Co.
Membership.....NAB, BMB

Personnel

President.....Frank Jenkins
General Manager.....Bud Chandler
Commercial Manager.....Max J. Frye
Program Dir.-Production Mgr.....Mel Baldwin
Chief Announcer.....Mel Baldwin
Chief Engineer.....Gilbert Walters
Record MC.....Chuck Cecil

KLBM

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....Old Oregon Trail Highway
Phone Number.....220
Transmitter Location.....Old Oregon Trail
Highway
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Standard Radio;
Keystone
Representative.....W. S. Grant Co.; John Keating
Membership.....NAB, BMB

Personnel

President.....Marshall E. Cornett
Secretary-Treasurer.....Lee W. Jacobs

General Mgr.-Station Mgr.....John G. Jones
 Commercial Manager.....Ken Lillard
 Merchandising Manager.....Jack Hatmaker
 Program Director.....Marjorie Pierce
 Publicity Director.....Jack Hatmaker
 Chief Announcer.....Ken Lillard
 Chief Engineer.....Wallace Guthrie
 Record MC.....Ken Lillard

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Mrs. W. J. Virgin
 Address.....Ross Lane
 Phone Number.....4000
 Studio Address.....Ross Lane
 Transmitter Location.....Ross Lane
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

Commercial Manager.....Art Adler
 Program Director.....Gladys LaMarr
 Chief Engineer.....Dave Rees

K Y J C *

MEDFORD—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Medford Printing Co.
 Address.....27 Grape St.
 Phone Number.....2141
 Transmitter Location.....Roof of MT Bldg.
 Time on the Air.....Unlimited
 Newspaper Affiliation...Medford Mail-Tribune

*Construction Permit.

K S R V

ONTARIO—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....Old Oregon Trail Highway
 Phone Number.....212
 Transmitter Location.....Old Oregon Trail
 Highway
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative...W. S. Grant Co.; John Keating

Personnel

President.....Marshall E. Cornett
 Secretary-Treasurer.....Lee W. Jacobs
 General Manager.....Gordon L. Capps
 Station Manager.....Gordon L. Capps
 Commercial Manager.....John W. Powell
 Merchandising Manager.....Ted Loud
 Program Director.....Velma Morton
 Publicity Director.....Ted Loud
 Chief Announcer.....John Maxson
 Chief Engineer.....Charles E. Harland
 Record MC.....John W. Powell

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK
 UNITED PACIFIC NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Western Radio Corp.
 Address.....Box 178
 Phone Number.....1425
 Studio-Transmitter Location.....S. W. 6th St.
 Time on the Air.....6:30 a.m. to 10:15 p.m.;
 Sundays: 10:30 a.m. to 9:15 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John Keating
 Membership.....NAB, BMB

Personnel

President.....V. B. Kenworthy
 General Manager.....V. B. Kenworthy
 Station Manager.....Woodson Slater
 Commercial Manager.....Woodson Slater
 Assistant Sales Manager.....Ted A. Smith
 Program Director.....Leon C. Osbeck
 Production Manager.....Ted A. Smith
 Publicity Director.....Doris Forsman
 Chief Engineer.....James W. Leach
 Record MC.....Leon C. Osbeck

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
 DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By...The Oregon Journal-Newspaper
 Operated By.....KALE, Inc.
 Address.....919 Taylor St.
 Phone Number.....Br. 3484
 Transmitter Location.....Near Sylvan, Ore.
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Saturday: 6 a. m. to 6 p.m.; Sunday: 7 a.m.
 to 12 midnight

Newspaper Affiliation...The Oregon Journal
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers, Standard, MacGregor
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....P. L. Jackson
 General Manager.....Chas. E. Couche
 Commercial Manager.....Norman A. Davis
 Publicity and Public
 Relations.....Kelmar K. LeMaster
 Program Director.....Willis Ross
 Production Mgr.-Publicity Dir.....Earl Gunn
 Chief Announcer.....Lou Gillette
 Musical Director.....Allan Uhles
 Chief Engineer.....A. E. Richmond
 Record MC's.....Willis Ross, Lou Gillette

KBPS*

PORTLAND—EST. 1923

Frequency: 1450 Kc.....Power: 100 w. d. only
 Owned-Operated By.....School District
 No. 1
 Address.....Students of Benson Polytechnic
 School
 Phone Number.....La 4195
 Transmitter Location.....546 N.E. 12th Ave.
 Time on the Air.....10:30 a.m. to 6:30 p.m.

Personnel

Chief Executive.....R. T. Stephens
 Station Manager.....Mary Elizabeth Gilmore
 Program Director.....Mary Elizabeth Gilmore
 Chief Engineer.....Charles Weagant

*Non-Commercial Station

KEX

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.....Power: 5,000 Watts
 (CP-50,000)
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Address.....1230 S.W. Main St.
 Phone Number.....AT 6214
 Transmitter Location.....North Portland, Oregon
 (CP-Clackamas, Ore.)
 Time on the Air.....6 a.m. to 1 a.m., Sundays,
 7 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World
 Representative.....Paul H. Raymer Co.
 Membership.....BMB

Personnel

Chief Executive.....W. C. Evans
 General Manager.....Charles S. Young
 Commercial Manager.....Eldon Campbell
 Merchandising Manager.....Douglas Billmeyer
 Program Manager.....Melvin Bailey
 Producers...Kenneth Finley, Price Burlingame
 Musical Director.....George Bruns
 Chief Engineer.....T. T. Ely
 Record MC's....Barney Keep, Ray McPherson

KGW

PORTLAND—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated ByThe Oregonian Pub-
 lishing Company
 Address.....537 S.W. 6th Ave.
 Phone Number.....Be 6364
 Studio Address.....1011 S. W. 6th Ave.
 Transmitter Location.....N. Portland, Ore.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 Transcription Service.....Langworth; NBC
 Thesaurus, SESAC
 Representative.....Edward Petry & Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....Caroline P. Leadbetter
 General Manager.....M. J. Frey
 Station Manager.....H. Quenton Cox
 Commercial Manager.....J. N. Wassan
 Public Relations Director.....Frank H. Coffin
 Program Director.....Homer Welch
 Production Manager.....Thomas J. Swafford
 Publicity Director.....Robert H. Hancock
 Chief Announcer.....Robert E. Thomlinson
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold C. Singleton
 Educational Director.....Evelyn Sibley Lammpan
 Farm Program Director....Wallace Kadderly

See Page 568

KOIN

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOIN, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 3333
 Studio Address...New Heathman Hotel Bldg.
 Transmitter Location.Sylvan near Canyon Road
 Time on the Air.....6 a.m. to Midnight

News Services.....INS; UP; AP
 Transcription Services.....World, Associated,
 Capitol
 RepresentativeAvery-Knodel, Inc.
 Membership.....NAB, BMB

Personnel

Owner.....Field Enterprises, Inc.
 General Manager.....Harry H. Buckendahl
 Commercial Manager...Harry H. Buckendahl
 Merchandising Manager.....Marc Bowman
 Program Director.....Ted Cooke
 Production Manager.....Bill Mears
 Chief Announcer.....Duncan Macleod
 Musical Director.....Owen Dunning
 Chief Engineer.....L. S. Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1040 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address.....1011 S. W. 6th Ave.
 Phone Number.....Atwater 4393-4-5
 Transmitter LocationOaks Park, Portland
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP, INS
 Transcription Service...Standard Radio, Lang-
 Worth
 RepresentativeBurn-Smith Co.
 MembershipNAB

Personnel

President.....Wilbur J. Jerman
 General Mgr.-Station Mgr.....John Egan
 Commercial Manager.....Wilbur J. Jerman
 Merchandising Manager...Wilbur J. Jerman
 Program Director.....Gerald E. Speerstra
 Publicity Director.....L. D. Henderson
 Chief Announcer.....Art Morey
 Musical Director.....Leah Holt
 Chief Engineer.....Frank Hood
 Record MC.....Sammy Taylor

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc....Power: 10000 w. d. only
 Owned-Operated By.....KXL Broadcasters
 AddressOrpheum Building
 Phone Number.....Broadway 6451
 Transmitter Location.....Town of Harmony
 Time on the Air.....6 a.m. to local sunset;
 Sunday: 10:05 a.m. to 2 p.m.

News ServiceUP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative.....Pacific N.W. Broadcaster;
 Walker Co.
 Membership.....NAB, BMB

Personnel

President.....Francis R. Symons
 General Mgr.-Station Mgr.....H. S. Jacobson
 Commercial Manager.....H. S. Jacobson
 Program Director.....Fred Eichorn
 Production Manager.....Jackson Fleming
 Publicity Director.....Paul Robinson
 Chief Announcer.....Harold Starr
 Chief Engineer.....Ralph Mifflin

(CALL LETTERS TO BE ASSIGNED)
 PORTLAND*

Frequency: 800 Kc.....Power: 250 Watts
 Permittee.....John W. Davis

*C.P. (Was pending)

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..News-Review Company
 Business Address.....136 N. Jackson St.
 Phone Number4
 Transmitter Location.....136 N. Jackson St.
 Time on the Air.....16 hours daily
 Newspaper Affiliation..Roseburg News-Review
 News ServiceAP
 Transcription Service.....Standard Radio,
 Cole, SESAC
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

General-Station and Commercial Manager
 Marshall H. Pengra
 Sales Promotion-Merchandising Manager
 Iris Rice Helliwell
 Program-Publicity Director...Iris Rice Helliwell
 Record m.c.....Del McKay
 Chief Engineer.....E. LeRoy Hiatt

K S L M

SALEM—EST. 1934

MUTUAL—DON LEE—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....Senator Hotel Bldg.
 Phone Number.....4831
 Transmitter Location.....633 N. Front St.
 Time on the Air.....19 hours daily
 News Service.....UP and AP
 Transcription Service.....Lang-Worth, World
 Representatives.....Homer Griffith Co.;
 John Keating
 Membership.....NAB, BMB

Personnel

President.....Glenn McCormick
 General Manager.....Glenn McCormick
 Commercial Manager....Robert M. Fischer, Jr.
 Program Director.....Lucille Bushnell
 Publicity Director.....Robert M. Fischer, Jr.

Chief Announcer.....Gordon Allen
 Musical Director.....Glenda Lou
 Chief Engineer.....Clyde Carlton
 Record MC.....Jerry Webb

K O D L

THE DALLES—EST. 1946

KEYSTONE BROADCASTING SYSTEM

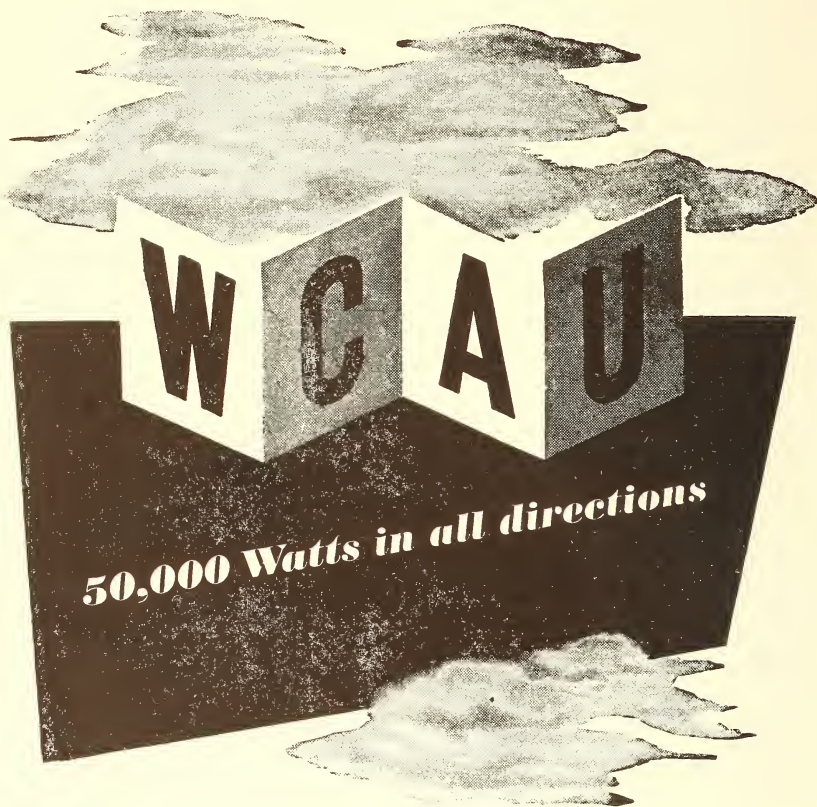
Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Radio Corp.
 Address.....Studio Drive
 Time on the Air.....Full Time License
 Transcription Service.....Keystone
 Representatives....Homer Griffith (Hollywood)
 John Keating (Portland)

Personnel

President.....V. B. Kenworthy
 Manager.....Glenn Howell

For the best in Sports News . . .

AP



***CBS affiliate
Philadelphia's Leading Radio Institution***

PENNSYLVANIA

Estimated Population, 10,176,212—Radio Homes, 2,524,729
Stations in State—65

W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc. Power: 500 Watts
Owned-Operated By: Lehigh Valley
Broadcasting Co.

Address 39-41 N. Tenth St.
Phone Number 9511
Transmitter Location Route 1
Time on the Air 7 a.m. to 1 a.m.
Sundays 8 a.m. to 1 a.m.

Newspaper Affiliation Call-Chronicle
Publishing Co.

News Service AP, UP
Transcription Services World Broadcasting
System

Representative Headley-Reed Co.
Membership NAB, BMB

Personnel

President J. Calvin Shumberger
V-Pres. & Managing Dir. B. Bryan Musselman
Program Director George Y. Snyder
Production Manager William S. Davies
Technical Supervisor Reuel H. Musselman

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Gable Broadcasting
Company (Lessee)

Address 1318-32 11th Avenue
Phone Number 8467
Transmitter Location 1318-32 11th Ave.,
Altoona, Pa.

Time on the Air 7:15 a.m. to midnight
News Service AP
Transcription Service World Broadcast-
ing System; Langworth
Representative Headley-Reed Co.
Membership NAB, BMB

Personnel

President George P. Gable
General Manager Roy F. Thompson
Commercial Manager Roy F. Thompson
Chief Engineer George R. Burgoon

W I S R

BUTLER—EST. 1941

VICTORY NETWORK—KBS

Frequency: 680 Kc. Power: 250 w., d. only
Owned By The Butler Broadcasting Co.
Operated By David H. Rosenblum
Address 357 N. Main St.

Phone Numbers 4-701-2
Transmitter Location McKinley Ave.
Extension, Butler

Time on the Air 6:30 a.m. to Sundown
News Service UP
Transcription Service World Broadcasting
Representative Farjoe & Co.
Membership NAB, BMB

Personnel

Owner-Gen. Mgr. David Rosenblum
Publicity Director Robert Kaufman
Musical Director Warren Edwards
Chief Engineer Paul Rex
Record M.C.'s Warren Edwards, Gene Brys

W C H A

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc. Power: 1000 w., d. only
Owned-Operated By Chambersburg
Broadcasting Co., Inc.

(CALL LETTERS TO BE ASSIGNED)

ALLENTOWN*

Frequency: 1580 Kc. Power: 1000 Watts
Applicant Allentown Broadcasting Co.

*C.P. (Was pending)

W G P A

BETHLEHEM—EST. 1946

Frequency: 1100 Kc. Power: 250 w., d. only
Owned-Operated By The Bethlehems'
Globe Publishing Co.

Address 4th & Brodhead Sts.
Phone Number 7-7571
Studio Address 426 Brodhead St.
Transmitter Location 8th Ave. & Dell St.
Time on the Air Local sunrise to local
sunset

Newspaper Affiliation Bethlehem Globe-
Times

Membership NAB

Personnel

Vice-Pres.-Gen. Mgr. Rolland L. Adams
Station Manager Arthur C. McCracken

• • • **PENNSYLVANIA** • • •

Address.....Craft Press Bldg.
 Phone Number.....1110
 Transmitter Location.....Warm Springs Rd.,
 Franklin County
 Time on the Air...Local sunrise to local sunset
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....Forjoe & Co.

Personnel

President.....C. M. Cassel
 General Manager.....John S. Booth
 Commercial Manager.....Thompson K. Cassel
 Musical Director.....Earl Strine
 Record M.C.'s.....Lee Case, Al Saunders

Time on the Air.....6:30 a.m. to 12:05 a.m.
 Newspaper AffiliationDuBois Courier
 Express
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGilvra
 MembershipNAB, BMB

Personnel

President Col. H. T. Gray
 General Manager.....Jason S. Gray
 Station Manager.....Les Ryder
 Promotion Manager.....Les Ryder
 Program Director.....Virginia Wade
 Chief Engineer Vernon Stahl
 Record M.C.....Walter Morris

W C E D

DU BOIS—EST. 1939
 COLUMBIA BROADCASTING SYSTEM
 PENNSYLVANIA—KBS

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

W E S T

EASTON—EST. 1936
 NATIONAL BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON RADIO GROUP

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Associated Broad-
 casters, Inc.

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.**

Address 516 Northampton St.
 Phone Number 6131
 Transmitter Location Williams Township
 Time on the Air 6:30 a.m. to 12:30 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Radio Advertising Co.
 Membership NAB, BMB

Personnel

Station Executive Clair R. McCullough
 Station Manager Elwood C. Anderson
 National Sales Manager J. Robert Gulick
 Program Manager Eugene Bethman
 Technical Director J. E. Mathiot

W E R C
ERIE
 NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Presque Isle Broad-
 casting Co.

Address 121 West 10th St.
 Phone Number 26-918
 Transmitter Location 121 West 10th St.
 Time on the Air 6:45 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Associated Music;
 Lang-Worth
 Representative Weed & Co.

Personnel

President Jacob A. Young
 General Manager Charles E. Denny
 Sales Manager Frank R. Proudfoot
 Program Director Virginia Donachy
 Production Manager James Dewart
 Chief Announcer Arthur Ingram
 Chief Engineer L. W. Cooke, Jr.
 Record M. C. Clinton MacElroy

W L E U
ERIE—EST. 1935

ABC-MUTUAL
 PENNSYLVANIA NETWORK
 WILLIAM PENN NETWORK
 QUAKER NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WLEU Broadcasting
 Corporation

Address Commerce Building, 12th and
 State Streets

Phone Numbers 23-327 or 22-129
 Transmitter Location Commerce Bldg.
 Time on the Air Unlimited
 News Service AP
 Transcription Service NBC Thesaurus

Personnel

President Leo J. Omellan
 Gen. Mgr.-Station Mgr.-
 Sales Manager V. Hamilton Weir

W H J B

GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts, Daytime
 Owned-Operated By Pittsburgh Radio
 Supply House

Address Penn Albert Hotel
 Phone Number Greensbrug 3740
 Transmitter Location... Atop Penn Albert Hotel
 Time on the Air 7 a.m. to local sunset
 News Service AP
 Transcription Service Lang-Worth
 National Sales Office... William G. Rambeau
 Co.
 Membership NAB, BMB

Personnel

President H. J. Brennen
 General Manager G. J. Podeyn
 Chief Announcers Glenn Grayson,
 John Howard
 Chief Engineer L. L. Allen

W S A J *

GROVE CITY—EST. 1920

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Grove City College
 Address Broad and Main Sts.
 Phone Number 763
 Studio Address Crawford Hall
 Transmitter Location Hall of Science
 Time on the Air 4 hours per week

Personnel

President Dr. Weir C. Ketter
 Program Director R. G. Walters
 Musical Director Stanley J. Seiple
 Chief Engineer Dale O. Smock

*Non-Commercial Station

W H G B

HARRISBURG—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Harrisburg Broadcasting Co.
 Operated By.....Herbert Kendrick
 Address.....Blackstone Bldg., 112 Market St.
 Phone Numbers.....2-3456 & 6-2646
 Transmitter Location.....Blackstone Bldg.
 Time on the Air.....6 a.m. to 1 a.m.,
 Sun., 7 a.m. to 1 a.m.

News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Partners.....Herbert Kendrick & G. L. Hash
 General Manager.....Herbert Kendrick
 Commercial Manager.....R. A. Maxwell
 Program Director.....Jack Hooper
 Publicity Director.....R. A. Maxwell
 Chief Announcer.....Jack Hooper
 Chief Engineer.....G. B. Buffington

W K B O

HARRISBURG—EST. 1921

NATIONAL BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

Frequency: 1230 Kc.....Power :250 Watts
 Owned-Operated By....Keystone Broadcast-
 ing Corp.

Address.....31 North Second St.
 Phone Number.....4-0191
 Transmitter Location.....Penn Harris Hotel
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....WBS
 Representative.....Radio Advertising Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....Clair McCullough
 Station Manager.....C. G. Moss
 National Sales Manager.....J. Robert Gulick
 Program Director.....David Bennett, Jr.
 Chief Engineer.....J. E. Mathiot

4 Markets Offering High Sales
 Results at Low Cost . . .

WRAW

READING, PA.

WORK

YORK, PA.

WGAL

LANCASTER, PA.

WKBO

HARRISBURG, PA.

NBC



Sales Representative

RADIO ADVERTISING CO.

New York • Chicago • San Francisco • Dallas • Hollywood

WAZL

HAZLETON—EST. 1932
NBC—MBS

Frequency: 1490 Kc.....Power: 250 Watts
ing Service, Inc.
Owned-Operated By.....Hazleton Broadcast-
ing Service, Inc.
Address....703 Hazleton National Bank Bldg.
Phone Numbers.....1488-3788
Studio Address.....708 Hazleton National
Bank Bldg.; Elks Bldg., Shenandoah; Berwick
Store Studios, Berwick; Bright Studios, Lans-
ford
Transmitter Location...708 Hazleton National
Bank Bldg.
Time on the Air.....6:30 a.m. to 12:30 a.m.;
Saturday: 6:30 a.m. to 1 a.m.; Sunday:
7 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Radio Advertising Co.
Membership.....BMB

Personnel

President.....Victor C. Diehm
Commercial Manager.....George Martin
Merchandising Manager....Kathryn E. Kahler

Program Director.....Don Murray
Production Manager.....Thomas Tito
Publicity Director.....Kathryn Kahler
Chief Announcer.....Don Murray
Musical Director.....John Stanzola
Chief Engineer.....Elwood Tito

WHP

HARRISBURG—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc..Power: 5000 d.; 1000 n.
Owned-Operated By.....WHP, Inc.
Address.....216 Locust St.
Phone Number.....4-3211
Transmitter Location.....Harrisburg-Hershey
Highway (4 miles east of 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
Transcription Service...Standard, Associated
Representative.....John Blair & Company

Personnel

General Mgr.-Station Mgr....A. K. Redmond
Merchandising Manager...Beatrice Potteiger
Program Director.....Dick Redmond
Chief Engineer.....E. Daniel Leibensperger

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 H U N

HUNTINGDON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....The Joseph F. Biddle
 Publishing Co.
 Address.....400 Washington St.
 Phone Number.....12
 Transmitter Location....27th St. & Murray Ave.
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation.....The Daily News
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-General Mgr.....John H. Biddle
 Station Manager.....Sam Stroh
 Commercial Manager.....I. C. Mann
 Merchandising Manager.....John H. Biddle
 Program Director.....Cary Simpson
 Chief Announcer.....Cary Simpson
 Chief Engineer.....Douglas Beeman

W D A D

INDIANA—EST. 1945

**COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Indiana Broadcast, Inc.
 Address.....637 Philadelphia St.
 Phone Number.....1780
 Studio Address.....Indiana Theater Bldg.
 Transmitter Location....East Pike, Route 422
 Time on the Air.....6:58 a.m. to 12 midnight
 News Service.....AP
 Transcription Service....Standard, M. M. Cole
 Membership.....NAB

Personnel

Owner-General Mgr.....Paul J. Short
 Merchandising Manager.....Paul S. Flinn
 Program Director.....Paul S. Flinn
 Chief Announcer.....Paul S. Flinn
 Musical Director.....S. Turner Jones
 Chief Engineer.....Henry Niederkofler

W A R D

JOHNSTOWN—EST. 1946

**COLUMBIA BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Central Broadcasting
 Co., Inc.
 Address.....Porch Bldg.
 Phone Number.....81-216
 Transmitter Location.....Prospect Hill

Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....Paul Short
 Vice-Pres.-General Mgr.....Geo. D. Gartland
 Station Mgr.-Commercial Mgr..Chas. R. Petrie
 Merchandising Manager.....Chas. R. Petrie
 Program Director.....Robt. G. Walter
 Chief Announcer.....Robt. Laurence
 Chief Engineer.....Walter Murawsky

W J A C

**JOHNSTOWN—EST. 1925
 NATIONAL BROADCASTING CO.**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....WJAC, Incorporated
 Address.....Tribune Annex
 Phone Number.....24-361
 Transmitter Location....Tribune Building
 Time on the Air.....7 a.m. to 12:05 a.m.
 Newspaper Affiliation....Johnstown Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
 Commercial-Promotion Manager...J. P. Foster
 Program-Production.....Campbell E. Patch
 Chief Engineer.....Nevin Straub

W C R O

JOHNSTOWN—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Century Broadcast-
 ing Corp.
 Business Address.....317-319 Main St.
 Phone Number.....75-255
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.
 Membership.....NAB

Personnel

President.....John J. Keel
 Secretary-Treasurer.....Lloyd W. Dennis, Jr.
 Station Manager.....Lloyd D. Dennis, Jr.
 Vice-President.....Henry Gladstone
 Sales Manager.....Hal Acker
 Program Director.....John Wesley
 Publicity Director.....Hal Acker
 Chief Engineer.....H. Stohl

WLAN

LANCASTER—EST. 1946

Frequency: 1320 Kc. Power: 1000 w. d. only
 Owned-Operated By Peoples Broad. Co.
 Address 252 No. Queen St.
 Phone Number 7261
 Transmitter Location Gypsy Hill Rd.
 Time on the Air . . . Local sunrise to local sunset
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Forjoe & Co.
 Membership NAB

Personnel

President F. H. Altdorffer
 Station Manager Earl R. Shappell
 Chief Announcer Robert C. Harnish
 Musical Director Robert Q. Stetler
 Chief Engineer Willis N. Weaver

WGAL

LANCASTER—EST. 1922

NBC—MBS

MASON-DIXON GROUP

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WGAL, Inc.
 Business Address 8 West King St.
 Phone Number 5250
 Transmitter Location 8 West King St.
 Time on the Air 6:30 a.m. to 12:30 a.m.
 News Service UP
 Transcription Service NBC Thesaurus,
 Standard
 Representative Radio Advertising Co.
 Membership NAB, BMB

Personnel

Chief Executive Clair R. McCollough
 Station Manager Walter O. Miller
 National Sales Mgr. J. Robert Gulick
 Program Director Ernest Stanziola
 Chief Engineer J. E. Mathiot

4 Markets Offering High Sales Results at Low Cost . . .

WRAW

READING, PA.

WORK

YORK, PA.

WGAL

LANCASTER, PA.

WKBO

HARRISBURG, PA.

NBC



Sales Representative

RADIO ADVERTISING CO.

New York • Chicago • San Francisco • Dallas • Hollywood

W L B R

LEBANON—EST. 1946

Frequency: 1270 Kc. Power: 1000 w. d. only
 Owned-Operated By. Lebanon Broadcasting Co., Inc.
 Address Central Bldg.
 Phone Number Lebanon 3900
 Studio Address Central Bldg.
 Transmitter Location Hill Church, Annville Township, 3 miles W. of Lebanon
 Time on the Air. Local sunrise to local sunset
 News Service AP
 Transcription Service World
 Representative Radio Advertising Co.
 Membership NAB

Personnel

President H. Raymond Stadiem
 Secretary-Treasurer Lester P. Etter
 Station Manager Julian F. Skinnell
 Commercial Manager Philip J. Reilly
 Program Director Julian F. Skinnell
 Publicity Director Chet E. Hagan
 Chief Announcer Alan Blaine
 Chief Engineer M. Leonard Savage

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Lewistown Broadcasting Co.
 Business Address Monument Square
 Phone Number 757
 Studio Address Hotel Coleman
 Transmitter Location Lewistown Heights
 Time on the Air 7:30 a.m. to 11:30 p.m.
 Transcription Service Lang-Worth
 News Service UP
 Representative Burn-Smith Co.

Personnel

General Manager Thomas W. Metzger
 Commercial Manager Thomas W. Metzger
 Program Director Ralph Parker
 Publicity Director James E. Moren
 Chief Engineer Bernard H. Bopp

W B P Z

LOCK HAVEN—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Lock Haven Broadcasting Corp.
 Address 132½ E. Main St.
 Phone Number 4038
 Transmitter Location Allison Township
 Time on the Air 7:30 a.m. to 11:30 p.m.

News Service AP
 Transcription Service Standard
 Membership NAB

Personnel

President Don M. Welsh
 General Manager Paul M. Breining
 Commercial Manager Norman S. Caldwell 2nd

W E D O

McKEESPORT—EST. 1946

VICTORY

Frequency: 810 Kc. Power: 1000 w., d. only
 Owned-Operated By. Tri-City Broadcasting Co.
 Address 547 Fifth Ave.
 Phone Number 7167
 Transmitter Location Foster Rd., Versailles Township, Allegheny County
 Time on the Air 6:30 a.m. to local sunset
 News Service AP
 Transcription Service Associated, Capitol World, MacGregor, NBC Thesaurus, Lang-Worth
 Representative Joseph Hershey McGillvra, Inc.
 Membership NAB, BMB

Personnel

President E. J. Hirshberg
 General Manager Jan King
 Commercial Manager Warren Wright
 Sales Promotion Manager John E. Karabin
 Program Director William Chambers
 Publicity Director John E. Karabin
 Chief Announcer Bob McKenna
 Musical Director Otto Krenn
 Chief Engineer Wilkes Hurley
 Record M.C.'s Howard Jackson, Ed Patrick

W K S T

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM VICTORY NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By. WKST, Inc.
 Address Cathedral ldg., E. Lincoln Ave.
 Phone Number 5050
 Studio Address Cathedral Bldg., New Castle
 Transmitter Location 3½ miles S.E. of Newcastle
 Time on the Air 6:30 a.m. to 12 midnight
 News Service AP
 Transcription Service NC Thesaurus
 Representative Weed & Co.
 Membership NAB, BMB

Personnel

Pres.-Gen. Mgr. S. W. Townsend
 Station Manager Arthur W. Graham
 Commercial Manager A. W. Graham
 Merchandising Manager Al Francis
 Program Director A. W. Graham
 Production Manager Charles Wilson
 Publicity Director Al Francis
 Chief Engineer Robert Emch
 Record M.C. Charles Wilson

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. Power: 250 Watts
 Owned-Operated By Allegheny-Kiski
 Broadcasting Co.

Address 810 Fifth Avenue
 Phone Number New Kensington 3534
 Transmitter Location Glassmere, Pa.
 Time on the Air 7 a.m. to local sunset
 News Service UP
 Transcription Service C. P. MacGregor
 Representative Cox & Tanz

Personnel

Gen. and Station Mgr. Edward J. Kroen
 Chief Engineer W. W. Neeley

W N A R

NORRISTOWN—EST. 1946

Frequency: 1110 Kc. Power: 500 w. d. only
 Owned-Operated By Rahall Broad. Co., Inc.
 Address 115 W. Main St.
 Phone Number 7600
 Transmitter Location Old Arch Rd.
 Time on the Air Daytime
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Forjoe & Co.
 Membership NAB

Personnel

President N. Joe Rahall
 Executive Director Farris E. Rahall
 Technical Director George E. Brewer
 Commercial Manager Farris E. Rahall
 Program Director Edwin W. Tucker
 Production Manager Hal Berg
 Publicity Director Nicholas Basso
 Chief Announcer Hal Berg
 Musical Director Larry Molinaro
 Chief Engineer John Thomas
 Record MC Larry Molinaro

W K R Z

**OIL CITY—EST. 1946
 MUTUAL—KBS**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Kenneth Edward
 Rennekamp
 Address Veach Bldg.
 Phone Number 41-269
 Transmitter Location Veach Bldg.
 Time on the Air 7 a.m. to 12 midnight
 News Service UP
 Transcription Service World, Keystone
 Representative Jos. Hershey McGillvra, Inc.

Personnel

Owner K. E. Rennekamp
 Station Manager R. E. Shettler
 Commercial Manager C. D. South
 Program Director Ted Finnacy
 Chief Announcer Gene DeSemone
 Musical Director Madora Henry
 Chief Engineer Bob Welsh

**(CALL LETTERS TO BE ASSIGNED)
 PHILADELPHIA***

Frequency: 1530 Kc. Power: 1000 Watts
 Applicant Patrick Joseph Stanton

*C.P. (Was pending)

K Y W

**PHILADELPHIA—EST. 1921
 NATIONAL BROADCASTING CO.**

Frequency: 1060 Kc. Power: 50000 Watts
 Owned-Operated By Westinghouse Radio
 Stations, Inc.

Address 1619 Walnut Street
 Phone Number LOcust 7-3760
 Transmitter Location Whitemarsh, Pa.
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP, AP
 Transcription Service Standard Radio
 Representative NBC Spot Sales
 Membership EMB

Personnel

WESTINGHOUSE RADIO STATIONS, INC.
 Chairman A. W. Robertson
 President Gwilym A. Price
 Vice-President Walter Evans
 Engineering Manager Dwight A. Myer
 Sales Manager B. A. McDonald
 Advertising Manager W. B. McGill
 Manager Public Relations C. M. Meehan
 Program Supervisor Gordon Hawkins

KYW PERSONNEL

General and Station Mgr. Leslie W. Joy
 Commercial Manager Harvey McCall, Jr.
 Sales Promotion Manager Arthur C. Schofield
 Program Director James P. Begley
 Publicity Director John P. Meagher
 Musical Director Clarence Fuhrman
 Chief Engineer Irvin N. Eney



WFIL is an integral part of the Philadelphia community. WFIL knows and understands the people to whose service it is devoted. In its unflagging service to the community lies the potent appeal of WFIL to the people of Philadelphia.

Advertisers have learned that WFIL has always attracted the ears and attention of the great Philadelphia Metropolitan area. They have learned, too, that WFIL's planned program of promotion wins more listeners for their programs, and that WFIL's merchandising helps convert listeners into buyers.

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

560 First
ON YOUR DIAL

•
AN ABC AFFILIATE

WFIL

The Philadelphia Inquirer Station

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
 Owned By.....Philadelphia Record Co.
 Operated By.....WCAU Broad. Div. of the
 Philadelphia Record Co.
 Address.....1622 Chestnut Street
 Phone Number.....Locust 7-7700
 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, UP
 Transcription Service...World Broadcasting
 Representative.....Bertha Bannan,
 Paul H. Raymer Co.
 Membership.....BMB

Personnel

General Manager.....Dr. Leon Levy
 Asst. General Manager....Joseph L. Tinney
 Commercial Manager.....Alex Rosenman
 Station Promotion Mgr.....Robert N. Pryor
 Program Director.....Joseph T. Connolly
 Production Managers.....Horace Feyhl,
 Harry McIlvain, Harry Ehrhart
 Publicity Director.....William Ferguson
 Chief Announcer.....Hugh Walton
 Musical Director.....Joey Kearns
 Technical Director.....John Leitch
 Record MC.....Marshall Dane

See Page 576

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAS Broadcasting
 Station, Inc
 Address.....1211 Chestnut Street
 Phone Number.....Locust 7-7400
 Transmitter Location.....Woodside Park
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service....Lang-Worth, World,
 SESAC
 Representatives.....Forjoe & Co.
 Membership.....NAB, BMB

Personnel

President....Alexander W. Dannenbaum, Sr.
 General Manager.....B. J. Sianton
 Sales-Comm. Mgr.....A. W. Dannenbaum, Jr.
 Sales Promotion Mgr...A. W. Dannenbaum, Jr.
 Program Director.....Michael Deegan
 Production Manager.....Gil Morris
 Musical Director.....Anthony Luizzi
 Chief Engineer.....Frank Unterberger

WFIL

PHILADELPHIA—EST. 1922

ABC

QUAKER STATE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 (CP-5000)
 Owned-Operated By...Triangle Publications, Inc.
 Address.....Broad & Callowhill Sts.
 Phone Numbers.....6-1600
 Studio: Rittenhouse 6-6900
 Studio Address.....Widener Bldg.
 Transmitter Location...63rd St. & Schuylkill River
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 Newspaper Affiliation...Philadelphia Inquirer
 News Service.....AP, UP
 Transcription Service...Asso. Program Service
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

General Manager.....Roger W. Clipp
 Commercial Manager.....John E. Surrick
 Sales Promotion Mgr.....James T. Quirk
 Program Director.....Jack Steck
 Production Manager.....John D. Scheuer, Jr.
 Publicity Director.....Richard C. Koster
 Musical Director.....Felix Meyer
 Chief Engineer.....Louis E. Littlejohn
 Record MC.....LeRoy Miller

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By....Independence Broad-
 casting Company
 Address.....1505 Walnut St.
 Phone Number.....Rittenhouse 6-2058
 Transmitter Location....Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....Shares Time
 News Service.....AP
 Representative.....Helen Wood & Colton
 Membership.....NAB

Personnel

Pres.-General Manager....William A. Banks

WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
 Owned-Operated By.....Seaboard Radio
 Broadcasting Corporation
 Address....WIBG Bldg., 1423-25 Walnut St.
 Phone Number.....Rittenhouse 6-2300
 Transmitter Location.....Barren Hill,
 Conshohocken, Pa.

Celebrating 25 Years of

RADIO
ACTIVITY



WIP-FM • PHILADELPHIA'S PIONEER VOICE
REPRESENTED NATIONALLY—GEO. P. HOLLINGBERY CO.

• PENNSYLVANIA •

Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus
National Sales Office.....Adam J. Young, Jr.
Representative.....Joe Lang
Membership.....NAB, BMB

Personnel

President.....Paul F. Harron
General Manager.....Edward D. Clery
Sales Promotion Mgr.....Rupe Werling
Program Director.....Douglas Arthur
Chief Engineer.....John H. Henninger
Record MC's.....Douglas Arthur, Dick Mabry

•
WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Pennsylvania Broad-
casting Company, Inc.

Address.....35 South 9th Street
Phone Number.....WALnut 6800
Transmitter Location.....Bellmawr, N. J.
Time on the Air.....24 hours daily
News Service.....AP; UP
Transcription Service.....World Broadcasting
System

Representative.....George P. Hollingberry

Personnel

President & Station
Manager.....Benedict Gimbel, Jr.
Asst. Gen. Mgr. & Dir. of Sales..Gordon Gray
Promotion Director.....Ralph H. Minton
Program Director.....Murray Arnold
Production Manager.....Boyd W. Lawlor
Publicity Director.....Samuel Elber
Special Events & Educational
Director.....Sam Serota
Musical Director.....Joseph Frassetto
Chief Engineer.....James M. Tisdale

•
WTEL

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Foulkrod Radio Eng. Co.
Address.....4312-14 N. Broad St.
Phone Numbers.....Gladstone 5-1310
Davenport 4-4310
Transmitter Location.....Rowlandville, Pa.
Time on Air.....Shares with WHAT

Personnel

President-Program Director.....Doug. Hibbs
Commercial Manager.....Doug. Hibbs
General Manager.....Henry N. Cecker

For the best
in women's news . . .





Who's Listening?

Men and women. Teen-aged, middle-aged, old-aged. Veterans, non-veterans. The well-off and the not so well-off.

We asked Philadelphians *what* they listen to. Out of every 100 listeners: 97 said they want the news. 88 like good music. 61 tune to sports.

Progressive WPEN aims to please Philadelphians from *all* walks of life. That's why WPEN features news every hour on the hour, straight from the newsrooms of the Evening Bulletin, America's largest evening newspaper. More good music than ever before. And the kind of sportscasting that daily wins new friends.

So—it is not surprising that 88% of Philadelphia listeners know WPEN . . . far more than know any other independent and one network outlet. WPEN is welcomed into a fast-growing number of homes in this city of homes—the nation's third market.

At 950 on the dial, Philadelphians of both sexes, all ages and incomes find what they want when they want it.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

W P E N

PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned By The Bulletin Company
 Operated By Wm. Penn Broadcasting Co.
 Address 1528 Walnut Street
 Phone Number PENnypacker 5-9490
 Transmitter Location 72nd & Race Sts.
 Time on the Air 6 a.m. to 1 a.m.
 Newspaper Affiliation The Evening Bulletin
 News Service AP
 Transcription Service AMP, NBC, Thesaurus
 Representative Headley-Reed Co.
 Membership NAB, BMB

Personnel

President Wm. L. McLean, Jr.
 General Manager Richard W. Slocum
 Station Manager G. Bennett Larson
 Assistant Manager Edward C. Obrist
 Commercial Manager Milton F. Allison
 Merchandising Manager Wm. B. Caskey
 Program Director John L. McClay
 Production Manager Roy A. Meredith
 Publicity Director Claire D. McMullen
 Chief Announcer Don Frank
 Chief Engineer Charles W. Burtis
 Record MC's Joe Grady, Ed Hurst

K Q V

PITTSBURGH—EST. 1919

MUTUAL

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By Allegheny Broadcasting Corp.
 Address 196 Union Trust Bldg.
 Sales Office: 203 Chamber of Commerce Bldg.
 Phone Number Atlantic 6802
 Studio 800 Chamber of Commerce Bldg.
 Transmitter Location Rochester Rd. & Babcock Blvd.

Time on the Air 7 a.m. to 12:30 a.m.
 News Service UP
 Transcription Service Lang-Worth; Standard Radio
 Representative Weed & Co.
 Membership NAB, BMB

Personnel

General Manager G. S. Wasser
 Sales Manager James Murray
 Sales Promotion Manager Herb Morrison
 Program Director Ben Kirk
 Production Manager Betsy Ann Plank
 Publicity Director Herb Morrison
 Chief Engineer Bob Hunt
 Record MC Al Nobel

What 1947 and 5000 Watts mean to KQV!



With 5,000 watt operation, KQV will broadcast a sure-fire signal to 1,174,679 people within the five MV/M contour (*not 0.5) during the day, and to 1,059,302 people within the five MV/M area (*not 0.5) during the evening hours. This clear, unflinching reception will add abundantly to the enjoyment and popularity of KQV—a popularity that has grown tremendously in the past year because KQV is

Pittsburgh's Aggressive Station

* If you're interested in 0.5 MV/M coverage, write us. We have the figures.

KQV

The Station that originated "Opinion-aire"
1410 ON YOUR DIAL

Basic Mutual Network • National Representatives: WEED & CO.

KDKA

PITTSBURGH—EST. 1920
NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....Grant Bldg.
 Studio Address.....Grant Building
 Phone Number.....Grant 4200
 Transmitter Location...Allison Park, Hampton
 Township, Pa.
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service.....INS, AP, UP
 Transcription Service.....Standard Radio,
 NBC Thesaurus
 National Sales Office.....NBC Spot Sales
 Representative.....National Broadcasting Co.
 Membership.....BMB

Personnel

President.....Gwilym A. Price
 General Manager.....Joseph E. Baudino
 Station Manager.....Joseph E. Baudino
 Sales-Commercial Manager...George D. Tons
 Sales Promotion-Merchandising
 Manager.....David N. Lewis
 Program Director.....Franklin A. Tooke
 Production Manager.....Edward P. Young
 Publicity Director.....Lee Curran
 Musical Director.....Bernie Armstrong
 Chief Engineer.....T. C. Kenney

WCAE

PITTSBURGH—EST. 1922
ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location....Baldwin Township,
 Allegheny County, Pa.
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Sundays: 8 a.m. to 1 a.m.
 News Service.....INS, AP
 Transcription Service.....Standard, World
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....Leonard Kapner
 Station Manager.....R. Clifton Daniel
 Merchandising Manager.....Carl M. Dozer
 Program Director.....Ben W. Muros
 Production Manager.....John Leban
 Publicity Director.....John Wilkoff
 Chief Announcer.....Ralph Fallert
 Musical Director.....Baron Elliott
 Chief Engineer.....James Schultz

WJAS

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pittsburgh Radio
 Supply House, Inc.
 Address.....1406 Chamber of Commerce Bldg.
 Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road,
 Greentree Borough, Pittsburgh
 Time on the Air.....7 a.m. to 12:30 a.m.;
 Sundays: 8 a.m. to 12:30 a.m.
 News Service.....Transradio & UP
 Transcription Service.....Lang-Worth,
 M. M. Cole
 Representative.....Wm. G. Rambeau Co.
 Membership.....BMB

Personnel

President & General Mgr.....H. J. Brennen
 Station Manager.....H. Kenneth Brennen
 Commercial Manager.....John H. Buchheit
 Merchandising Manager.....John H. Buchheit
 Program Director.....James M. Hughes
 Production Manager.....M. Charles Kerns
 Publicity Director.....Irene J. Cowan
 Musical Director.....Lee Kelton
 Chief Engineer.....Walter W. McCoy

WWSW

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location...341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette
 News Service.....AP
 Transcription Service..Standard Radio; Asso-
 ciated Music Publishers; Lang-Worth, Cole.
 Representative.....Farjoe & Company
 Membership.....NAB

Personnel

President & General Mgr.....Frank R. Smith
 Station Manager.....Frank R. Smith
 Commercial Manager.....Thomas B. Price
 Merchandising Manager.....Martin A. Cohen
 Program Director.....W. F. Joyner
 Publicity Director.....Martin A. Cohen
 Chief Announcer.....Dave Tyson
 Musical Director.....Homer Ochenhirt
 Chief Engineer.....Henry R. Kaiser
 Record MC.....Dave Tyson

W P P A

POTTSVILLE—EST. 1946

Frequency: 1360 Kc.....Power: 500 Watts
 Owned and Operated By...Pottsville Broad. Co.
 Address.....7 S. 2nd Street
 Time on the Air...Local sunrise to local sunset

Personnel

General Manager.....A. V. Tidmore
 Commercial Manager.....John Naylor

RepresentativeGeorge P. Hollingbery
 Co.

Membership.....NAB, BMB

Personnel

President.....George J. Feinberg
 General Mgr.-Station Mgr.....J. M. Nassau
 Local Commercial Mgr.....Barbara Lenher
 Promotion Manager.....K. Richard Creitz
 Production Manager.....Martin Mushet
 Chief Engineer.....Harold E. Schearer
 Record MC's...James Lyncough, George Carroll

W E E U

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....Berks Broadcasting
 Co.

Address.....533 Penn Street
 Phone Number.....7335-6-7
 Transmitter Location....Sinking Springs, Pa.
 Time on the Air...Local sunrise to local sunset
 Transcription Service...Lang-Worth; Standard
 Radio
 News ServiceUP

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

MASON DIXON RADIO GROUP

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Reading Broadcasting
 Co.

Address.....19 No. Fifth St.
 Phone Number.....7173
 Transmitter Location9 So. 6th St.
 Time on the Air.....6:30 a.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service..NBC Thesaurus, World

4 markets it pays you to cover!

WGAL Lancaster, Pa.
WKBO Harrisburg, Pa.
WRAW Reading, Pa.
WORK York, Pa.

NBC

Sales Representative
RADIO ADVERTISING CO.
 New York • Chicago • San Francisco • Dallas • Hollywood

Representative.....Radio Advertising Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
 Station Manager.....Raymond A. Gaul
 National Sales Mgr.....J. Robert Gulick
 Program Director.....John C. Jackson
 Chief Engineer.....J. E. Mathiot

W H U M

READING—EST. 1946

MUTUAL—QUAKER NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Eastern Radio Corp.
 Address.....Berkshire Hotel
 Phone Number.....44-805
 Transmitter Location.....Old Wyomissing Rd.
 Time on the Air.....7 a.m. to 12 mid.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB

Personnel

Vice-President.....Robert G. Magee
 General Mgr. Station Mgr....Robert G. Magee
 Commercial Manager.....Robert G. Magee
 Program Director.....Robert S. Reider
 Musical Director.....A. Raymond Moore
 Chief Engineer.....J. E. MacCormack

W A R M

SCRANTON—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Union Broadcasting Co.
 Address.....Bowman Bldg.
 Phone Number.....4-1148
 Transmitter Location.....O'Neill Hiway
 Dunmore, Pa.
 Time on the Air.....6:45 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....NBC, Thesaurus,
 Standard
 Representative...George P. Hollingbery Co.
 Membership.....BMB

Personnel

President & General Mgr....Martin F. Memolo
 Commercial Manager.....William M. Dawson
 Program Director.....Joe Salsburg
 Publicity Dir. & Promotion.....Lenore Levy
 Musical Director.....Joe Salsburg
 Chief Engineer.....Adolph Oschmann
 Record MC's.....Milt Grant, Wynn Forman

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.
 Address.....1000 Wyoming Ave.
 Phone Number.....6296
 Transmitter Location.....Drinker Turnpike,
 Dunmore, Pa.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....Frank Megargee
 General Manager.....George D. Coleman
 Station Manager.....Robert E. McDowell
 Commercial Manager....George D. Coleman
 Merchandising Manager...George D. Coleman
 Program Director.....Frank Monaghan
 Production Manager.....Dave Griffiths
 Chief Announcer.....William P. Pierce
 Chief Engineer.....Kenneth R. Cooke

W Q A N*

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By...The Scranton Times
 Address.....Scranton
 Transmitter Location.....Scranton
 Time on the Air.....Shares time with WGBI
 Newspaper Affiliation...The Scranton Times
 *(Non-Commercial Station)

W P I C

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sharon Herald
 Broadcasting Company
 Address.....P.O. Box 541
 Phone Numbers.....4113, 4114
 Transmitter Location.....Pine Hollow Blvd.
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers, Capitol
 Representative.....Howard H. Wilson
 Company

Personnel

President and Gen. Mgr....John Fahnlne, Jr.
 Commercial Manager....J. T. VanSweringen
 Program Director.....W. Paul Gamble
 Production Manager.....Marc McCulloch

Publicity Director.....Evelyn Keller
 Chief Announcer.....Harold Smith
 Chief Engineer.....A. C. Heck

WMAJ

STATE COLLEGE—EST. 1945
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Centre Broadcaster, Inc.
 AddressGlennland Bldg.
 Phone Number4445
 News ServiceAP
 Transcription ServiceThesaurus

Personnel

Station Manager.....Robert L. Wilson
 Commercial Mgr.....Sidney Friedman
 Chief Engineer.....Henry Kearney

WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sunbury Broadcast-
 ing Corp.
 Address1150 N. Front St.
 Phone Number1325-6
 Transmitter Location.....1150 N. Front St.
 Time on the Air.....6 a.m. to 11 p.m.:
 Sundays: 8 a.m. to 7 p.m.
 News ServiceUP
 Transcription Service..Lang-Worth, Thesaurus
 RepresentativeCox & Tanz
 MembershipNAB, BMB

Personnel

President-Owner.....H. H. Haddon
 General Manager.....Basse A. Beck
 Station Manager.....Homer R. Smith
 Program Director.....Paul L. Miller
 Chief Announcer.....Paul Miller
 Chief Engineer.....John W. Keller, Jr.
 Record MCMike Kane

WMBS

UNIONTOWN—EST. 1937
 COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated ByFayette Broadcast-
 ing Corp.
 AddressFayette Title and Trust Bldg.
 Phone Number800
 Transmitter LocationBurgess Field
 Time on the Air.....6 a.m. to 1:05 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus &
 Standard
 National Representative.....Radio
 Advertising Co.
 MembershipNAB

Personnel

President and General Mgr..Joseph C. Burwell
 Commercial Manager.....Harry C. Burwell
 Merchandising Manager....Harry C. Burwell
 Program Director.....Sullivan Sages
 Publicity Director.....Marian Johnston
 Chief Announcer.....Charles Underwood
 Musical Director.....Sullivan Sages
 Chief Engineer.....William J. Henzly
 Record MC.....Charles Underwood

WNAE

WARREN—EST. 1946

Frequency: 1310 Kc.....Power: 1000 w. d. only
 Owned-Operated By.....Northern Allegheny
 Broadcasting Co.
 AddressFirst National Bank Bldg.
 Phone Number3033
 Transmitter Location.....Warren-Kinzua Rd.;
 2.5 miles from business district
 Time on the Air.....6 a.m. to local sunset
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....David Potter
 Commercial Manager.....James Potter
 Program Director.....LeRoy Schneck
 Publicity Director.....Marian Potter
 Musical Director.....Bob Harold
 Chief Engineer.....Homer M. Haines

WJPA

WASHINGTON—EST. 1942
 MUTUAL BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Washington Broad-
 casting Company
 AddressGeorge Washington Hotel
 Phone Number4870
 Transmitter Location..North Strabane Township
 Time on the Air.....7 a.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 National Representative.....Joseph Hershey
 McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

Managing Director.....John Laux
 General Manager.....Robert F. Kliment
 Commercial Manager.....C. B. Heller
 Program Director.....George Gailey
 Chief Engineer.....Horace Cooper
 Record MC.....Allan Black

W B A X

WILKES-BARRE—EST. 1922
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Address.....85 West Union St.
 Phone Numbers.....3-0196-7-8
 Transmitter Location.....Edwardsville
 Borough, Pa.
 Transcription Service.....Associated, SESAC
 Time on the Air.....7 a.m. to midnight
 News Service.....UP
 Representative.....Burn-Smith

Personnel

President-Owner.....John Stenger, Jr.
 General Manager.....A. W. Grebe
 Commercial Manager.....W. T. J. Evans
 Program Director.....John H. A. Stenger, III
 Musical Director.....Phil Cusick
 Publicity Director.....Gus Grebe
 Chief Engineer.....John Stenger, Jr.
 Record MC.....John Wills

W B R E

WILKES-BARRE—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Louis G. Baltimore
 Address.....62 So. Franklin Street
 Phone Number.....3-3101
 Transmitter Location..Third Avenue, Kingston,
 Pa.
 Time on the Air.....7 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

Owner-Gen. Mgr.....Louis G. Baltimore
 Asst. Manager.....David M. Baltimore
 Sales Manager.....A. C. Baltimore
 Program Director.....Franklin D. Coslett
 Publicity Director.....David M. Baltimore
 Chief Announcer.....Franklin D. Coslett
 Musical Director.....Louis Savitt
 Chief Engineer.....Charles Sakoskie

FOR

1922

25 Years

1947

NORTHEASTERN PENNSYLVANIA STATION

First

IN PUBLIC SERVICE
 SPORTS AND MUSIC

WBAX

WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

WILK

WILKES-BARRE—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Wyoming Valley
Broadcasting Co.

Temporary Address.....226 Second National
Bank Bldg.

Transmitter Location.....Kingston, Pa.

Time on the Air.....6 a.m. to 1 a.m.;
Sunday: 8 a.m. to 1 a.m.

News ServiceUP

Transcription Service.....Lang-Worth

Membership NAB

Personnel

General Manager.....Roy E. Morgan

Station Manager.....Thomas P. Shelburne

WHWL

WILKES-BARRE—EST. 1947

Frequency: 730 Kc...Power: 1000 W., d. only

Owned-Operated By.....Radio Anthracite, Inc.

Business Address.....Nanticoke, Pa.

Phone Number1332

Transmitter Location.....Plymouth, Pa.

Time on the Air*.....6 a.m. to local sunset

News Service.....AP, UP

Transcription Service.....Capitol, SESAC,
Standard

Representative.....Forjoe & Co.

MembershipNAB

Personnel

General Manager.....Sam Leavitt

Program Director.....Tom Bigler

Publicity Director.....Tom Bigler

Chief Engineer.....Kenneth T. Marshall

*Licensed to operate daytime—
Mexican Clear Channel

NOW ON THE AIR!

WHWL

1000 WATTS—D

730 KC

NANTICOKE, PENNA.

Offering a Greater Daytime Coverage to the
Agricultural and Industrial Anthracite,
Including the Rich Scranton-Wilkes-Barre-
Hazleton Area. More Listeners at Lower
Cost.

**SEE FORJOE AND GET BETTER COVERAGE IN
PENNSYLVANIA'S ANTHRACITE REGION**

"ANTHRACITE'S MOST POWERFUL INDEPENDENT"

SAM LEAVITT
Gen. Manager

W R A K

WILLIAMSPORT—EST. 1930

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.
 Address244 West Fourth Street
 Phone Number2-6118
 Transmitter Location..1561 West Fourth Street
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation....Williamsport Sun:
 Williamsport Gazette & Bulletin
 News Service UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

President.....E. M. Case
 General Mgr.-Station Mgr.....George E. Joy
 Commercial Manager.....J. Wright Mackey
 Program Director.....Nancy J. Person
 Production Manager.....Irving A. Berndt, Jr.
 Chief Announcer.....Leon E. Kelly
 Chief Engineer.....Louis N. Persio
 Record MC.....Everett Rubendall

For the best in news . . .

AP

TAKE "TIME" TO SELL!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

W R A K

WILLIAMSPORT

PENNSYLVANIA

National Representative

J. P. MCKINNEY AND SON

New York — Chicago



W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number.....6629
Transmitter Location..West Manchester Town-
ship, Pa.

Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Radio Advertising Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
Station Manager.....Harold E. Miller
National Sales Manager...J. Robert Gulick
Program Director.....Arthur Weeks
Chief Engineer.....J. E. Mathlot

W S B A

YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 w. d. only
Owned-Operated By.....The Susquehanna
Broadcasting Co.

Address.....R. D. No. 5, York
Phone Numbers.....2676 & 64413
Transmitter Location.....R. D. No. 5, York
Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....World Broadcasting
System
Membership.....NAB, BMB

Personnel

President.....Louis J. Appell
General Manager.....Walter J. Rothensies
Commercial Manager.....Sydney Robbins
Program Director.....Otis Morse
Production Manager.....Mack Edwards
Publicity Director.....Sydney Robbins
Musical Director.....Larry Miller
Dir. of Engineering, SBC.Woodrow G. Eberhart
Record MC.....Will Taylor

4 markets it pays you to cover!

WGAL Lancaster, Pa.
WKBO Harrisburg, Pa.
WRWA Reading, Pa.
WORK York, Pa.

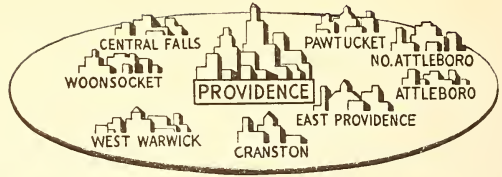
NBC

Sales Representative

RADIO ADVERTISING CO.

New York • Chicago • San Francisco • Dallas • Hollywood

It's a



PRETTY PLATTER

*that holds 9 big communities
in its fifteen-mile radius!*

ORDINARY COMMUNITIES? Heck, NO! Recent figures credit our folks with incomes 38% above the national county average. That puts 'em in the luxury-item class . . . definitely! And only nine big communities? Mister, those are the cities and towns that could sue us if our towers fell over on 'em! WFCI pushes 5000 watts far and beyond that golden circle into densely-populated southern New England, reaching thousands of ears that don't show on Rhode Island statistical charts.

**American programming and a rate that offers
you more time for your dollars make WFCI
the Rhode Island "buy"!**



The "AMERICAN" Voice in Southern New England

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, *Gen. Mgr.*

Representatives: THE KATZ AGENCY

RHODE ISLAND

Estimated Population, 770,577—Radio Homes, 203,582
Stations in State—5

W F C I

PAWTUCKET—EST. 1941
ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By....Pawtucket Broadcast-
ing Co.
Business Address.....450 Main Street
Phone Number.....Perry 9540
Transmitter Location.....Lonsdale, R. I.
Time on the Air.....6 a.m. to 1 a.m. daily;
Sundays: 8 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President.....Howard W. Thornley
General Mgr.-Comm. Mgr...Wallace A. Walker
Program Director.....Harry Moreland
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson

W J A R

PROVIDENCE—EST. 1922
NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK
Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 7000
Transmitter Location.....Wamponoag Trail,
East Providence, R. I.
Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting
System
Representative.....Weed & Company,
Bertha Bannan
Membership.....NAB, BMB

Personnel

President.....Mortimer L. Burbank
General Manager.....John J. Boyle
Program Director.....Sothorn Abbott
Chief Engineer.....Thomas C. J. Prior

W E A N

PROVIDENCE—EST. 1922
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Net-
work, Inc.
Address.....Crown Hotel
Phone Number.....DExter 1500
Transmitter Location...East Providence, R. I.
Time on the Air.....6 a.m. to 1 a.m.;
Sundays: 8 a.m. to 1 p.m.
News Service.....AP, INS
Transcription Service.....AMP, Standard,
SESAC
Representative.....Edward Petry Co., Inc.
Membership.....NAB, BMB

Personnel

Owners.....William O'Neil and John
Shepard 3rd
General Manager.....John Shepard 3rd
Station Manager.....Joseph Lopez
Commercial Manager.....Malcolm S. Parker
Sales Promotion.....James S. Powers
Production Manager.....Donald S. Morton
Musical Director.....Carl J. Taiz
Chief Engineer.....Harry H. Tilley



BUY

U. S. SAVINGS

BONDS

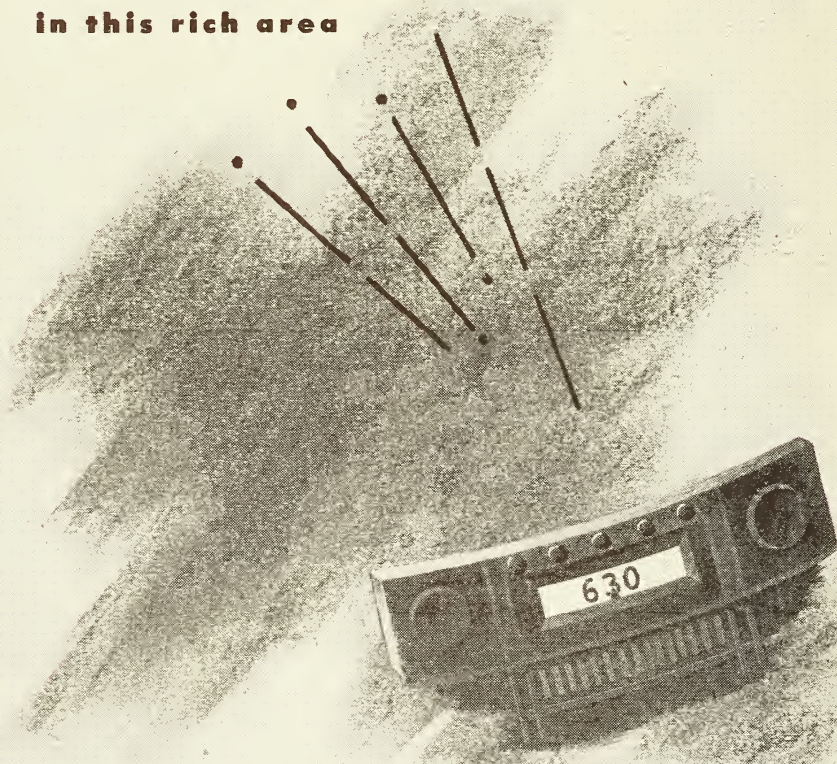


... and in New England, too, it's CBS

WPRO

PROVIDENCE

**covering the no. 2 market
in this rich area**



5000 WATTS

BASIC CBS

630 KC.

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cherry & Webb
 Broadcasting Company
 Address15 Chestnut Street
 Phone Number.....Plantations 9776
 Transmitter Location....East Providence, R. I.
 Time on the Air.....6 a.m. to 1:05 a.m.;
 Sundays: 8 a.m. to 12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative....Paul H. Raymer Company
 Membership.....NAB, BMB

Personnel

President.....William S. Cherry, Jr.
 General Manager.....Fred R. Ripley
 General Mgr.-Comm. Mgr.....Fred R. Ripley
 Local Sales Mgr.....Arnold F. Schoen, Jr.

Program Director.....Morton I. Blender
 Chief Engineer.....John V. Ferri

W W O N

WOONSOCKET—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Associated Electronic
 Enterprises, Inc.
 Address.....99 Main St., Commercial Bldg.
 Phone Number.....Woonsocket 3900
 Transmitter Location.....Getchell Ave.
 Time on the Air.....18 hours daily
 News Service.....AP
 Transcription Service.....Standard, Capitol

Personnel

President.....James Iodice
 Secty.-Treas. & Tech. Adviser...Garó W. Ray
 Station Manager.....Mitchell F. Stanley
 Chief Engineer.....Harold Michaels

SOUTH CAROLINA

*Estimated Population, 1,948,327—Radio Homes, 325,573
 Stations in State—22*

W A I M

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.
 Phone Numbers800, 1444
 Transmitter LocationAnderson College
 Time on the Air.....Unlimited
 Newspaper Affiliation.Anderson Independent;
 Daily Mail
 News ServiceINS
 Transcription Service: C. P. MacGregor; World
 Broadcasting System; also Lang-Worth
 RepresentativeBurn-Smith

Personnel

OwnerWilton E. Hall
 General and Station Manager....J. D. McCoy
 Sales-Commercial Manager...G. Paul Browne
 Production Manager.....J. D. McCoy
 Chief EngineerRandall Davidson

W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....John M. Rivers
 AddressFrancis Marion Hotel
 Phone Number7611
 Transmitter Location.....St. Andrews Farms
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays: 7:45 a.m. to 12:05 a.m.
 News ServiceUP
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....John M. Rivers
 General Mgr.-Station Mgr....John M. Rivers
 Comm. Mgr.-Sales Promotion...Roland Weeks
 Program Director.....Russell Long
 Publicity Director.....Ann Heineman
 Chief Announcer.....Chuck Simpson
 Musical Director.....Adrian Munzell
 Chief Engineer.....Wilbur Albee
 Record MC's..Chuck Simpson, Adrian Munzell

W T M A

CHARLESTON—EST. 1939
NATIONAL BROADCASTING CO.

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Coast
Broadcasting Company
Business Address.....133 Church St.
Phone Number.....2-2961
Transmitter Location.....St. Andrews Parish
Time on the Air.....Unlimited
Newspaper Affiliation.....Evening Post
Publishing Co.
News Service.....AP
Transcription Service.....Thesaurus
Representative George P. Hollingbery
Membership.....NAB, BMB

Personnel

President.....Edward Manigault
General Mgr.-Station Mgr...Robert E. Bradham
Merchandising Manager...A. Franz Witte, Jr.
Publicity Director.....A. Franz Witte, Jr.
Program Director.....William N. Abbott
Production Manager.....Vernon Bushong
Musical Director.....Edna Richardson
Chief Engineer.....Douglass M. Bradham
Record MC.....Bob Larimer

●

(CALL LETTERS TO BE ASSIGNED) CHARLESTON*

Frequency: 1340 Kc.....Power: 250 Watts
Permittee.....Charleston Broadcasting Co.

*C.P. Pending

●

(CALL LETTERS TO BE ASSIGNED) CHARLESTON*

Frequency: 730 Kc.....Power: 1000 Watts
Permittee.....Charleston Broadcasters

*C.P. Pending

W C O S

COLUMBIA—EST. 1939
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Carolina Broadcasting
Corp.
Address1202 Main St.
Phone Number.....25601
Transmitter Location.....200 Senate St.
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....Standard
RepresentativeHoward Wilson
Membership.....NAB

Personnel

President.....H. F. Kincey
General Manager.....W. C. Bochman
Sales-Commercial Mgr.....W. C. Bochman
Program Director.....H. Moody McElveen, Jr.
Production Manager.....Richard Goode
Chief Announcer.....Dave Campbell
Chief Engineer.....Robert Lambert
Record MC.....Malcolm Rast

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....The Surety Life
Insurance Company
Address.....1811 Main Street
Phone Number.....2-2135
Transmitter Location.....Bluff Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Thesaurus, Standard
RepresentativeFree & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....Herman N. Hipp
General Mgr.-Station Mgr...G. Richard Shatto
Sales-Commercial Mgr...J. Dudley Saumenig
Promotion Mgr.-Publicity Director..Steve Libby
Program Director.....Ray A. Furr
Production Mgr.-Chief Announcer..Warren Hites
Musical Director.....Barbara Dew
Chief Engineer.....Herbert G. Eidson, Jr.

W K I X

COLUMBIA—EST. 1945

CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inter-City Adv. Co.
Address1127 Lady St.
Phone Number.....2-8659
Transmitter Location.....Two Notch Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth, Standard
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

General Manager.....C. Durham Moore
Commercial Manager...B. George Barber, Jr.
Sales Promotion.....Thomas S. Chandler
Program Director.....Mackie Quave
Chief Announcer.....Bernard Brown
Chief Engineer.....E. E. Hampton

W L A T

CONWAY—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Coastal Broadcasting Co.
 Operated By L. M. Hawley and
 Herman L. Hanks
 Address Box 497
 Phone Number 340
 Transmitter Location 1¼ miles N. of City
 Time on the Air 7 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service Standard
 Membership NAB

Personnel

President-General Mgr. L. M. Hawley
 Vice-President-Chief Engineer H. L. Hanks
 Sales Promotion-Program
 Director Edward Browning, Jr.

W D S C

DILLON—EST. 1946

MUTUAL

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned and Operated By Border Broad. Co.
 Address U. S. Highway 301
 Phone Number 471
 Transmitter Location 3½ miles S. of Dillon
 Time on the Air Daytime only
 Representative Jos. Hershey McGillvra

Personnel

General Manager Henry S. Sullivan
 Commercial Manager Phil Sewell
 Farm Program Director Bill Bunn
 Program Dir.-Sports Anns. Bill Jacson

W O L S

FLORENCE—EST. 1938

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Florence Broad-
 casting Co., Inc.
 Address 129 South Dargan
 Phone Number 354-5
 Transmitter Location Charleston Highway
 Time on the Air 6:30 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth.
 Standard-KBS
 Representative Cox & Tanz
 Membership NAB, BMB

Personnel

President M. F. Schnibben
 Station Mgr.-Comm. Mgr. N. L. Royster

Sales Promotion-Program Dir. N. L. Royster
 Chief Announcer Don Grantham
 Chief Engineer Bill Pritchett

W E S C

GREENVILLE—EST. 1947

Frequency: 660 Kc. Power: 5 kw. d.
 Owned-Operated By Greenville Broad. Co.
 Address 1 College Street
 Transmitter Location 5 miles N.W. of City
 Time on the Air Local sunrise to local sunset
 News Service AP
 Transcription Service Lang-Worth, Standard
 Membership NAB

Personnel

President-General-Station Mgr. Scott Russell
 Commercial Manager J. B. Little
 Chief Engineer Wm. H. Alford

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 Ganit Station
 Time on the Air 6 a.m. to 12:05 a.m.
 Newspaper Affiliation Greenville News;
 Greenville Piedmont
 News Service UP
 Transcription Service Thesaurus
 Representative Lew Avery Co.,
 Membership NAB

Personnel

President B. H. Peace, Jr.
 General Manager B. T. Whitmire
 Commercial Manager R. Q. Glass, Jr.
 Program Director Norvin Duncan
 Production Manager James Dawson
 Publicity Director N. P. Mitchell
 Chief Engineer Clyde Etherdige
 Record MC James Capps

W M R C

GREENVILLE—EST. 1941

ABC—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Textile Broad. Co.
 Address Prevost Bldg.
 Phone Number 5730
 Transmitter Location 400 Mayberry Street

Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceAP
 Transcription Service.....World
 Representative.....Burns Smith Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....R. A. Jolley
 General Manager.....W. Ennis Bray
 Commercial Manager.....C. B. Denison
 Program Director.....Bill Arrington
 Production Manager.....Fred Kenney
 Publicity Director.....Modell H. Raines
 Chief Announcer.....Jerry Mosteller
 Chief Engineer.....George D. Tate
 Record MC.....Jimmy Simpson

W C R S

GREENWOOD—EST. 1941
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Gronco, Inc.
 Address.....216 Textile Bldg.
 Phone Number.....4300
 Studio-Transmitter Location.....Willson St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sundays: 7:45 a.m. to 12:05 a.m.
News ServiceAP
 Transcription Service.....Standard, World
 Membership.....NAB

Personnel

President.....Douglas Featherstone
 General Mgr.-Station Mgr.....Dan Crosland
 Commercial Manager.....Ralph Norman
 Program Director.....Randall Davidson
 Publicity Director.....Martha Wofford
 Chief Engineer.....Harold C. Spengler

W H S C

HARTSVILLE—EST. 1946
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Hartsville Broad. Co., Inc.
 Operated By.....Station WHSC
 Address.....College Ave.
 Phone Number.....654
 Transmitter Location.....Bishopville Highway
 Time on the Air.....7 a.m. to 11:15 p.m.
News ServiceAP
 Transcription Service.....Thesaurus
 Representative.....Cox and Tanz

Personnel

President-Owner.....C. H. Campbell
 General-Station-Sales Mgr...Raymond Caddell
 Production Manager.....Ben Gunn
 Publicity Director.....Eleanor Flowers
 Chief Engineer.....Donald A. Brien

W K D K

NEWBERRY—EST. 1946
MUTUAL—KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Newberry Broad. Co.
 Address.....Box 353
 Studio Address.....11 Radio Drive
 Transmitter Location.....11 Radio Drive
 Time on the Air.....6 a.m. to midnight
News ServiceAP
 Transcription Service.....World
 Representative.....John F. Arrington, Jr.
 Membership.....NAB

Personnel

President-Owner.....John F. Clarkson
 General Mgr.-Vice-Pres.....C. A. Kaufmann
 Station Mgr.-Program Dir.....L. Wayne Davis
 Chief Announcer.....L. Wayne Davis
 Commercial Manager.....Charles E. Bowers
 Sales Promotion.....Charles E. Bowers
 Chief Engineer.....George N. Martin
 Record MC.....A. B. Cooper

(CALL LETTERS TO BE ASSIGNED)
ORANGEBURG*

Frequency: 1450 Kc.....Power: 250 Watts
 Permittee.....Observer Radio Co.

*C.P. Pending

W R H I

ROCK HILL—EST. 1944
MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
 Owned and Operated By.....York County
 Broadcasting Co.
 Address.....Rock Hill National Bank Bldg.
 Phone No.....294
 Time on the Air.....7 a.m. to 11:30 p.m.
 Transmitter Location.....East Black St. Ext.
 Transcription Service.....World
News ServiceAP
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

General Mgr.-Chief Engineer...J. S. Beaty, Jr.
 Station Mgr.-Comm. Mgr....William C. Beaty
 Program Director.....William C. Beaty
 Sales Promotion.....George P. Cobb
 Publicity Director.....Paul B. Marion
 Chief Announcer.....Cuyler P. Fields
 Musical Director.....Cuyler P. Fields
 Record MC.....Cuyler P. Fields

WORD

SPARTANBURG—EST. 1940

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By . . . Spartanburg Broad. Co.
 Address 291 E. Main St.
 Phone Number 875-6
 Transmitter Location . . . 2½ miles N.E. of City
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative The Branham Co.
 Membership NAB

Personnel

Owners J. M. Byran and Smith Davis
 General Manager Francis M. Fitzgerald
 Station Manager Francis M. Fitzgerald
 Commercial Manager Francis M. Fitzgerald
 Sales Promotion-Merchandising
 Manager Francis M. Fitzgerald
 Program Dir.-Publicity Dir. Al'red Becker
 Musical Director Hal Murray
 Chief Engineer Frank Harr

WSPA

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Spartanburg
 Advertising Co.
 Address 224 E. Main St.
 Phone Number 2900
 Transmitter Location . . . 3½ miles N.W. of City
 Time on the Air 5 a.m. to 1 a.m.
 News Service UP
 Transcription Service World, Cole
 Representative George P. Hollingbery Co.
 Membership NAB, BMB

Personnel

President A. B. Taylor
 Vice-Pres. & General Mgr. Walter J. Brown
 Asst. Genl. Mgr. Roger A. Shaffer
 Commercial Manager Guy Vaughan, Jr.
 Program Director Ed McGrath
 Chief Announcer W. Grover Golightly, Jr.
 Musical Director Hal Moore
 Chief Engineer Harold Beckholt
 Record MC Ace Rickenbacker

WFIG

SUMTER—EST. 1940

MUTUAL BROADCASTING SYSTEM

DIXIE BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WFIG, Inc.
 Address Radio Center Bldg.
 Phone Number (Studio) 1340
 Transmitter Location Highway No. 76
 Time on the Air 7 a.m. to 11:15 p.m.;
 Sundays: 8 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service NBC Thesaurus,
 Keystone
 Representative Cox & Tanz

Personnel

President Julius S. Brody
 Vice-Pres. T. Doug Youngblood
 Station Manager T. Doug Youngblood
 Commercial Manager T. Doug Youngblood
 Sales Promotion T. Doug Youngblood
 Program Director Louise Burnette
 Production Manager T. Doug Youngblood
 Publicity Director T. Doug Youngblood
 Chief Announcer Ed Tacy
 Chief Engineer James L. Williams
 Record MC Jim Hannah

**For the best
in news quality . . .**

AP

SOUTH DAKOTA

Estimated Population, 576,425—Radio Homes, 134,897
Stations in State—10

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Aberdeen Broadcast
Company

Address117½ South Main Street
Phone Number..... 4626
Transmitter Location.....Wylie Park
Time on the Air..... 6 a.m. to 12 midnight
News ServiceAP
RepresentativeThe Walker Company
Transcription Service.....Standard
MembershipNAB, BMB

Personnel

President.....Harvey C. Jewett, Jr.
General Manager.....A. H. Fahy
Commercial Manager.....Fred Stellner
Sales Promotion.....John A. Griffin
Program Director.....E. C. Pieplow
Publicity Director.....John A. Griffin
Chief Announcer.....Eddie Weeks
Chief Engineer.....Del T. Hunt
Record MC.....Eddie Weeks

K M H K *

MITCHELL—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... Mitchell
Broadcasting Assn.

Personnel

Owner-General Mgr.....Raymond V. Eppel
Program Director.....Raymond V. Eppel
*Construction Permit

K G F X

PIERRE—EST. 1916

KBS

Frequency: 630 Kc.....Power: 200 Watts
Operated By.....Ida A. McNeil
Address203 West Summit Ave.
Phone Number 351
Transmitter Location.... 203 West Summit Ave.
Time on the Air.....9:30 a.m. to sunset
News ServiceUP
Transcription Service ...Keystone Broadcast-
ing System
Representative Cox & Tans

Personnel

DirectorIda A. McNeil
Chief Engineer.....Robert H. Dye

K O T A

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...Black Hills Broadcast
Company of Rapid City

AddressAlex Johnson Hotel
Phone Number..... 2000
Transmitter Location .30 miles South of Rapid
City Highway 79

Time on the Air: 6 a.m. to midnight
News Service UP
Transcription Service.....Standard, Cole
RepresentativeThe Walker Company
MembershipNAB, BMB

Personnel

PresidentRobert J. Dean
General Manager.....Robert J. Dean
Station Manager.....Robert J. Dean
Commercial Manager.....Stan Lieberman
Sales Promotion.....Abner H. George
Program Director.....Abner H. George
Publicity Director.....Abner H. George
Chief Announcer.....Harry S. Petersen
Musical Director.....John Simpson
Chief Engineer.....A. E. Griffiths

W C A T*

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....South Dakota State
School of Mines and Technology

AddressEast St. Joseph Street
Phone Number1600-1
Transmitter Location.....St. Joseph Street
Time on the Air.....11 a.m. to 1 p.m.
News ServiceAP

Personnel

PresidentJoseph P. Connolly
General-Station Mgr.C. M. Rowe
Program Director.....Scott Burrell
Chief Announcer.....John W. Sparrow
Chief Engineer.....E. E. Clark
*(Non-Commercial Station)

K E L O

SIoux FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Midcontinent
 Broadcasting Co., Inc.
 Address 203 N. Phillips Ave.
 Phone Number 6363
 Transmitter Location Highway No. 16
 Time on the Air 5:55 a.m. to midnight
 News Service UP
 Transcription Service NBC Thesaurus,
 Standard
 Representative John E. Pearson Co.
 Membership NAB, BMB

Personnel

President Sam Fantle Jr.
 Commercial Manager Ted Matthews
 Sales Promotion Anton Moe
 Program Director Evans Nord
 Chief Engineer Ralph Bailey

K S O O

SIoux FALLS—EST. 1927

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 West of City Limits
 Time on the Air 5:55 a.m. to local sunset
 News Service AP
 Transcription Service NBC Thesaurus,
 Standard, M. M. Cole
 Representative Howard H. Wilson Co.
 Membership NAB, BMB

Personnel

President Morton H. Henkin
 General Manager & Vice-Pres. Geo. R. Hahn
 Sales Promotion George J. Rohn
 Farm Service Director Ralph Wennblom
 Chief Engineer Maxwell F. Staley
 Record MC Ervin Kult

K U S D *

VERMILLION—EST. 1922

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Operated By University of South
 Dakota
 Address Union Building
 Phone Number 601-J

Transmitter Location University Campus
 Time on the Air 3 p.m. to 6 p.m.
 News Service AP

Personnel

General Manager Irving R. Merrill
 Chief Engineer Stephen J. Graf
 Record MC "Jim" Slack

* Non-Commercial Station

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
 Transcription Service M. M. Cole, W. E. Long

Personnel

General Manager F. L. Bramble
 Station Manager M. W. Plowman
 Sales Promotion Morris Wisoit
 Program Director Bernice Dowling
 Chief Engineer Francis Alwin

W N A X

YANKTON—EST. 1927

ABC—MID-STATES NETWORK

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By WNAX Broadcasting
 Co.
 Address 2nd-Capitol Sts.
 Phone Number 442-3
 Transmitter Location Yankton
 Time on the Air 5:30 a.m. to midnight
 Newspaper Affiliation: Des Moines Register &
 Tribune
 News Service AP; UP
 Transcription Service Standard Radio,
 M. M. Cole
 Representative The Katz Agency
 Membership NAB, BMB

Personnel

President Gardner Cowies
 V.P.-General Manager Robert R. Tischer
 Commercial Manager Don E. Inman
 Promotion Manager James H. Allen
 Publicity Director James H. Allen
 Chief Engineer Clifton M. Todd

TENNESSEE

Estimated Population, 3,091,148—Radio Homes, 612,889
Stations in State—36

W L A R

ATHENS—EST. 1946
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lowell F. Arterburn
Business Address.....33 N. Jackson St.
Phone Number.....891
Transmitter Location.....Decatur Road
Time on the Air.....17½ hours
Newspaper Affiliation.....Daily Post-Athenian
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant Co.

Personnel

President.....Lowell F. Arterburn
General Station Mgr.....C. Clayton Redfern
Sales Promotion.....Owen Peck
Publicity Director.....Al Peck
Chief Engineer.....Robert Magill
Record MC.....Chuck Redfern

W R O W *

ATHENS

Frequency: 1490 Kc.....Power: 250 Watts
Owner-Operated By.....Athens Broadcasting Co.
Address.....105 Oak Park Drive, Knoxville, Tenn.

Personnel

Owners.....R. O. Hardin, Verna S. Hardin

* Construction Permit Pending.

W C Y B

BRISTOL—EST. 1946

Frequency 690 Kc.....Power 1,000 Watts, Day
Owned-Operated By.....Appalachian Broad-
casting Corp.
Business Address.....General Shelby Hotel
Phone Number....."WCYB"
Transmitter Location.....Wallace Road
Time on the Air.....Local Sunrise to Local Sunset
News Service.....AP
Transcription Service.....Associated Ten-
nessee Loops.
Representative.....Joseph Hershey McGillvra, Inc.
Membership.....NAB

Personnel

General Manager.....Fay Rogers
Commercial Manager.....Warren Wright
Program Director.....Marjorie Freels
Technical Director.....R. H. Smith

W O P I

BRISTOL—EST. 1929
NATIONAL BROADCASTING CO.
TENNESSEE VALLEY—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radiophone Broadcasting
Station WOPI, Inc.
Address.....310 State St.
Phone Number.....5320
Transmitter Location.....Old Abingdon Pike,
Washington County, Va.
Time on the Air.....5:45 to 12:05 a.m.
News Service.....UP
Transcription Service.....Capitol,
Lang-Worth, W. E. Long, World.
Representatives.....Burn-Smith Company,
Harry E. Cummings.
Membership.....NAB, BMB

Personnel

President.....W. A. Wilson
Commercial Manager.....R. L. Russell
Sales Promotion.....Dick Whitlow
Acting Program Director.....Dick Swanson
Production Manager.....Dick Whitlow
Musical Director.....George Stuart O'Dell
Acting Chief Engineer.....Russ Robinson
Record MC.....Harold Henley

W A G C

CHATTANOOGA—EST. 1946
MUTUAL

Frequency 1450 Kc.....Power 250 Watts
Owned-Operated By.....Tennessee Valley
Broadcasting Corp.
Business Address.....Hotel Patten
Phone Number.....7-1128
Transmitter Location.....Rossville Blvd.
Time on the Air.....5:55 a.m.-11:35 p.m.
News Service.....AP
Transcription Service.....Langworth
Representative.....Wm. G. Rambeau Co.

Personnel

General Manager.....Vann Campbell
Program Director.....June Thurman
Publicity Director.....Helen Richardson
Chief Announcer.....Harry Thornton
Chief Engineer.....Roy Owens
Record MC.....Bill Palmer

W A P O

CHATTANOOGA—EST. 1936
NATIONAL BROADCASTING CO.
Frequency: 1150 Kc...Power: 5000 d.; 1000 a.

Owned By.....WAPO Broadcasting Service
 Operated By.....R. G. Patterson
 Address.....Read House
 Phone Number.....6-6141
 Transmitter Location.....Pineville Road
 Time on the Air...5:30 a.m. to 12 midnight,
 Sunday, 6 a.m. to 12 midnight.
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Associated, Cole.
 Representative.....Headley-Reed Company
 Membership.....NAB

Personnel

Pres. and Gen. Mgr.....R. G. Patterson
 Station Manager.....R. G. Patterson
 Publicity Director.....Helen Patterson
 Musical Director.....Frances Harley
 Chief Engineer.....B. B. Barnes
 Record MC.....Bill Hedgpeath

W D E F

CHATTANOOGA—EST. 1941

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDEF
 Address.....Volunteer Bldg.
 Phone Number.....6-5664
 Transmitter Location.....Volunteer Bldg.
 Time on the Air.....6 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Weed & Co.

Personnel

President.....Joe W. Engel
 General Manager.....Frank S. Lane
 Commercial Manager.....Ken Flenniken
 Program Director.....Charles Gul'ickson
 Chief Announcer.....Luther Massingill
 Chief Engineer.....B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDOD Broadcasting
 Corp.
 Address.....Hamilton National Bank Building
 Phone Number.....6-5117
 Transmitter Location.....Baylor School
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard, Lang-
 Worth.
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

Co-Owners.....Norman A. Thomas, Earl W.
 Winger.
 General Manager.....Earl W. Winger
 Commercial Manager.....Carter M. Parham
 Sales Promotion.....Elmer D. Kammer
 Program Director.....G. A. McPherson
 Publicity Director.....Sue Johnson
 Musical Director.....Graham Fowler
 Chief Engineer.....W. Roy Owens

(CALL LETTERS TO BE ASSIGNED)
CHATTANOOGA*

Frequency 1490 Kc.....Power 250 Watts
 Applicant.....Joe V. Williams, Jr.

*C.P. Application

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Wm. Kleeman
 Address.....Clarksville
 Phone Number.....499
 Transmitter Location.....Martin St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Cox & Tanz

Personnel

General and Station Manager..W. E. Williams
 Chief Engineer.....Gene Penticost

W B A C

CLEVELAND—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Robert W. Rounsaville
 Address.....Fike Bldg.
 Phone Number.....62
 News Service.....UP

Personnel

Owner-General Mgr..Robert W. Rounsaville
 Chief Engineer.....William F. Lange

W K R M

COLUMBIA—EST. 1946

MUTUAL—KBS

Frequency 1340 Kc.....Power 250 Watts
 Owned By.....The Middle Tennessee
 Broadcasting Co., Inc.

Operated By.....R. M. McKay, Jr.
 Business Address.....P. O. Box 226
 Phone Number.....1340
 Transmitter Location.....1 Mile South of
 City Highway 43.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Burn-Smith

Personnel

Pres. and Gen. Station Mgr...R. M. McKay, Jr.
 Program Director.....Chesley J. Smith
 Chief Announcer.....Charles Brewer
 Chief Engineer.....Revis V. Hobbs

W H U B

COOKEVILLE—EST. 1940

COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Address.....523½ Spring Street
 Phone Number.....Southern Continental 200
 Transmitter Location.....807 Hickory Street
 Time on the Air.....6 a.m. to 11:15 p.m.
 News Service.....UP
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

President.....M. L. Medley
 Station Director.....Joe C. Mabry
 Sales Promotion-Publicity...Jesse M. Beasley
 Musical Director.....Thomas Harris
 Chief Engineer.....Charles E. Burch
 Record MC.....Stacy Mott

W D S G

DYERSBURG—EST. 1946

MUTUAL—KBS

Frequency 1450 Kc.....Power 250 Watts
 Owned-Operated By...State Gazette Broad-
 casting Co.
 Business Address.....Dyersburg
 Phone Number.....77
 Transmitter Location.1 mile north of city center
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation.....Dyersburg State
 Gazette.
 Transcription Service.....World
 Membership.....NAB

Personnel

Gen. Station Mgr.....Bert Ferguson
 Publicity Director.....Frank Armstrong
 Chief Engineer.....Sam Pearce

W B E J

ELIZABETHTON—EST. 1946

MUTUAL—TENNESSEE VALLEY

Frequency 1240 Kc.....Power 250 Watts
 Owned By.....Elizabethton Broadcasting Corp.
 Operated By.....Robert W. Rounsaville
 Business Address.....Radio Station WBAC,
 Cleveland.
 Phone Number.....WBEJ
 Studio Address.....Elk Avenue
 Transmitter Location.....State Line Road
 Time on the Air.....5:55 a.m. to 12 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NAB

Personnel

General Manager....Robert W. Rounsaville
 Station Commercial Mgr....A. D. Smith, Jr.
 Sales Promotion.....Bill Huddleston
 Program Director.....Bill Lowery
 Publicity Musical Dir....Martha Piper Thomas
 Chief Engineer.....James Byerley

W G R V

GREENEVILLE—EST. 1946

MUTUAL BROADCASTING CO.

Frequency 1340 Kc.....Power 250 Watts
 Owned By.....Greenville Broadcasting Co.
 Operated By.....R. W. Rounsaville
 Business Address.....Radio Bldg.
 Transmitter Location.....Knoxville Highway
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP

Personnel

Pres.-Gen. Mgr.....R. W. Rounsaville
 Station Commercial Mgr..Clifford B. Marshall
 Sales Promotion-Promotion Dir....Bob Corley
 Production Manager.....Ed. Daniels
 Publicity Director.....Eileen O'Shaughnessy
 Chief Announcer.....Red Brown
 Musical Director.....Bill Huddleston
 Chief Engineer.....Paul Metcalf
 Technical Director.....Bill Gange
 Record MC.....Walter Cobb

W T J S

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sun Publishing
 Company
 Address.....104 West Baltimore St.
 Phone Number.....3340
 Transmitter Location.....Highway 45
 Time on the Air... ..7 a.m. to 12 midnight

Newspaper Affiliation.....The Jackson Sun
 News ServiceUP
 Transcription Service.....Standard Radio
 RepresentativeThe Branham Company

Personnel

President and Gen Mgr.....A. A. Stone
 Manager.....Frank S. Proctor
 Chief EngineerRobert Gordon

W J H L

JOHNSON CITY—EST. 1938

ABC

5,000 (CP-5,000)

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....WJHL, Inc.
 Business Address.....143-45 West Main St.
 Phone NumberWJHL
 Transmitter Location.....Kingsport Highway
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.
 MembershipNAB

Personnel

President.....W. Hanes Lancaster
 General Manager.....Ken Marsh
 Sales Promotion-Program Dir...Berney Burslen
 Chief Engineer.....O. K. Garland

W K P T

KINGSPORT—EST. 1940
NATIONAL BROADCASTING CO.

TENNESSEE VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Kingsport Broadcast-
 ing Co., Inc.

AddressBox 870
 Phone NumberWKPT
 Studio Address107 W. Market
 Transmitter Location.....Johnson City H'way
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription ServiceLang-Worth;
 Standard, Thesaurus.
 RepresentativesBurn-Smith Co.;
 Harry Cummings
 Membership.....NAB, BMB

Personnel

President.....C. P. Edwards, Jr.
 General Manager.....Jess Swicegood
 Promotion Manager.....Marita Karant
 Program Director.....Paul L. Cverbay
 Chief Engineer.....Thomas Phillips, Jr.

W B I R

KNOXVILLE—EST. 1941

ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. Lindsay Nunn and
 Gilmore N. Nunn.
 Operated By.....John P. Hart
 Address.....406 W. Church St.
 Phone Number4-3321
 Transmitter Location.....Wilder Place
 Time on the Air.....5 a.m. to midnight
 News ServiceUP
 Transcription Service..Standard, Capitol, Cole
 RepresentativeJohn E. Pearson
 MembershipNAB, BMB

Personnel

President.....Gilmore N. Nunn
 General Manager.....John P. Hart
 Station and Sales Mgr.....John P. Hart
 Program Director.....Charles T. DeVois
 Chief Engineer.....J. Rex Horton

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Operated ByScripps-Howard
 Radio, Inc.

Address110-112 South Gay Street
 Phone Number3-3171
 Transmitter Location.....Anderson Road
 Time on the Air.....5 a.m. to 1 a.m.
 Saturdays.....5 a.m. to 2 a.m.
 Newspaper Affiliation Knoxville News-Sentinel
 News ServiceUP
 Transcription Service..Standard, Lang, Worth
 RepresentativeThe Branham Company

Personnel

President.....Jack R. Howard
 Vice-President-Manager...R. B. Westergaard
 Sales Commercial Manager.....O. L. Smith
 Sales Promotion-Pub. Dir...Owen J. Remington
 Program Director.....Charles McMahon
 Chief Announcer.....Lowell Blanchard
 Musical Director.....Jerry Collins
 Chief Engineer.....John Cole
 Record MCLowell Blanchard

W R O L

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.
 TENN. VALLEY NETWORK

Frequency: 620 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By.....Stuart Broadcasting

Business Address 531 S. Gay St.
 Phone Number 2-7111
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service AP
 Transcription Service.....Thesaurus, World,
 M. M. Cole.
 RepresentativeJohn Blair & Co.
 MembershipNAB, BMB

Personnel

President and Gen. Mgr.....S. E. Adcock
 Station Director.....Frank Gow
 Business ManagerC. H. Frazier
 Program Director.....John Reese
 Studio Director-Chief Announcer...Allen Stout
 Musical Director.....Harry Nides
 Chief Engineer.....James N. Gilbert
 Record MCBill Johnson

W J J M

LEWISBURG—EST. 1946

Frequency 1490 Kc.....Power 250 Watts
 Owned-Operated By.....J. J. Murray
 Business Address Lewisburg
 Phone NumberDay, 695; Night, 144
 Transmitter Location.....Lewisburg
 Time on the Air.....6 a.m. to 11 p.m.
 News Service AP
 Representative J. J. Murray
 Membership NAB

Personnel

Owner J. J. Murray
 Production Manager..... Wynona Garrett
 Chief Engineer..... Denzil Puiley

W G A P *

MARYVILLE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByGateway
 Broadcasting So.
 Address3806 N. Broadway, Knoxville,
 Tenn.

Personnel

OwnersGeorge Burne Smith,
 V. H. McLean
 * Construction Permit

W H B Q

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcasting Sta-
 tion WHBQ, Inc.

AddressHotel Gayoso
 Phone Number..... 8-6888
 Transmitter Location46 Neely St.
 Time on the Air.....6 a. m. to midnight
 News ServiceAP
 Representative.....William G. Rambeau Co.
 Membership NAB, BMB

Personnel

General Manager.....E. A. Alburty
 Commercial Manager.....E. Pournelle
 Sales PromotionR. F. Stevens
 Program Director.....Gene Al'en Carr
 Production Manager.....John Flood
 Publicity Director.....Robert E. Cooper
 Musical Director.....Anita Grilli
 Chief Engineer.....W. M. Roy
 Record MCGordon Lawhead

W H H M

MEMPHIS—EST. 1946

Frequency 1340 Kc.....Power 250 Watts
 Owned By.....WHHM Broadcasting Co.
 Operated By..... Herbert Gerff
 Business Address.....Sterick Bldg.
 Phone Number 37-4422
 Transmitter Location..... Memphis
 Time on the Air.....24 hrs. daily
 News Service AP
 Transmission Service..... Standard;
 Lang-Worth; M. M. Co'e.
 Representative.....Forjoe & Co.
 Membership NAB

Personnel

President-OwnerHerbert Herff
 General Station-Sales Mgr....Patt McDonald
 Program Director.....Helen Powers
 Publicity Director..... Jeanie Wilson
 Chief Engineer Wm. Marsh

W M C

MEMPHIS—EST. 1923

**NATIONAL BROADCASTING CO.
 SOUTH CENTRAL QUALITY NETWORK**

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Memphis Publishing
 Co.
 Business Address.....P. O. Box 311
 Phone Number 8-7464
 Studio Address.....Third & Madison Ave.
 Transmitter Location.....Thomas Road
 Time on the Air.....Unlimited
 Newspaper Affiliation Memphis Pub. Co.
 News Service UP
 Transcription Service Thesaurus;
 Lang-Worth; Standard
 RepresentativeThe Branham Co.
 Membership NAB, BMB

Personnel

President.....John H. Sorrel's
 General Mgr.-Station Mgr.....H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Program Director.....John Cleghorn
 Production Manager.....Earl Moreland
 Publicity Director.....Walter E. Frase
 Musical Director.....Noel Gilbert
 Chief Engineer.....E. C. Frase, Jr.

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hoyt B. Wooten
 d/b as WREC Broadcasting Service
 Address.....Hotel Peabody
 Phone Number.....5-1313
 Transmitter Location.....Radio Center
 Time on the Air.....5:30 a.m. to midnight
 News Service.....UP
 Transcription Service.....World Broadcasting
 System; Lang-Worth
 Representative.....The Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten
 Program-Publicity Director.....Roy Wooten

W M P S

MEMPHIS—EST. 1930

AMERICAN BROADCASTING CO.
 (CP-10000 D.; 5000 N.)

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....WMPS, Inc.
 Address.....62 North
 Phone Number.....5-2721
 Transmitter Location.....1690 South Lau-
 derdale
 Time on the Air.....6 a.m. to midnight
 Sundays 6:45 a.m.-11:45 p.m.
 News Service.....UP AP
 Transcription Service.....Standard
 Associated
 Representative.....Broadcast Sales (East),
 Howard H. Wilson (West)
 Membership.....NAB, BMB

Personnel

President-Vice-President.....Abe Plough
 General Manager.....H. R. Krelstein
 Promotion Director.....Matty Brescia
 Program Director.....Fred G. Christensen
 Production Manager.....Robert Hobgood
 Publicity Director.....Wm. Rudner
 Chief Announcer.....Bob Neal

Musical Director.....Beryl Olswanger
 Chief Engineer.....J. G. Deaderick
 Record MC.....Bill Wells

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
 Owned-Operated By.....WSM, Inc.
 Business Address.....Seventh Ave. & Union St.
 Phone Number.....6-7181
 Transmitter Location..Located 12 miles in the
 country
 Time on the Air..5 a.m.-midnight; Sundays
 7 a.m.-midnight
 News Service.....AP; INS
 Transcription Service.....Associated
 Lang-Worth, World
 Representative.....Edward Petry & Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....Edwin W. Craig
 General Manager.....Harry Stone
 Asst. General Manager.....Jack Harris
 Commercial Manager.....Winston S. Dustin
 Farm Director.....John A. McDonald
 Program Director.....Jack Stapp
 Publicity Director.....Bill Graham
 Chief Announcer.....Otis Devine
 Musical Director.....Beasley Smith
 Chief Engineer.....George Reynolds

W L A C

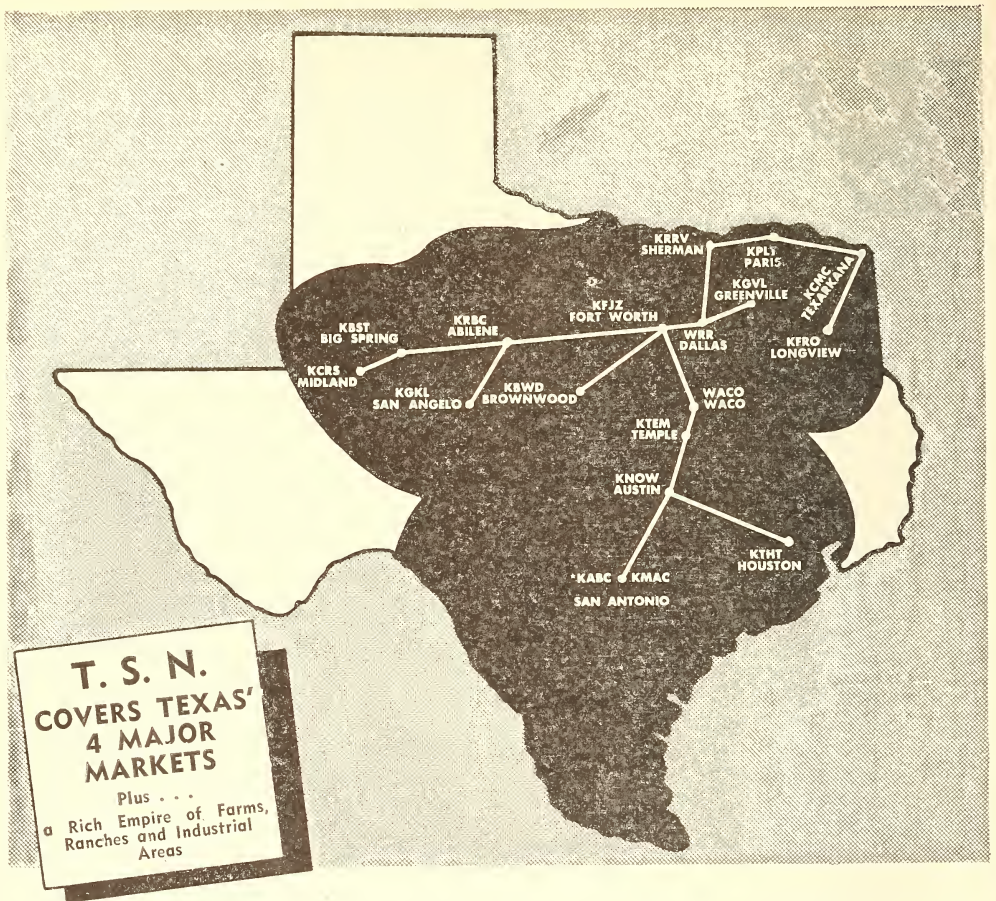
NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 50000 Watts
 Owned and Operated By..WLAC Broadcasting
 Service
 Address.....Third National Bank Bldg.
 Phone Number.....6-0161
 Transmitter Location..7 miles north of City
 Highway 31W
 Time on the Air....5 a.m. to 12:05 midnight
 News Service.....UP
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

Owner.....J. T. Ward
 General Manager-Station Mgr..F. C. Sowell
 Program Director.....Paul Oliphant
 Musical Director.....Fred Murff
 Chief Engineer.....F. D. Binns



TEXAS STATE NETWORK-- *Covering 85 per cent of Texas' Population...*

With Texas State Network's one package, you can cover the richest industrial areas of Texas, PLUS the wealthy oil, livestock, poultry and agriculture producing sections of this great empire.

Covering an area producing one billion five hundred million dollars in retail sales, the Texas State Network, with its 17 "home-town" stations, is delivering sales power for many of the nation's leading advertisers.

MARKET DATA *

Population	5,456,213
Families	1,428,235
Radio Families	940,606
Retail Stores	72,031
Retail Sales	\$1,501,714,000
Food Stores	21,179
Food Stores Sales	\$ 436,297,000
General Mds. Stores	2,542
General Mds. Sales	\$ 200,398,000
Apparel Stores	2,430
Apparel Sales	\$ 93,867,000
Drug Stores	2,743
Drug Sales	\$ 70,327,000

*Day Time Coverage—
Includes KABC, San Antonio
50,000 Watts

TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

WEED AND COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD

WSIX

NASHVILLE—EST. 1927

ABC-MBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By WSIX, Inc.
 Address Nashville Trust Building
 Phone Number 5-5431
 Transmitter Location McGavock Pike
 Time on the Air 6 a.m. to 12
 News Service AP
 Transcription Service Standard Radio
 Representative The Katz Agency, Inc.

Personnel

President-Station Manager Jack M. Draughon
 Chief Executive-Gen. Mgr. Jack M. Draughon
 Musical Director Adrian McDowell
 Technical Supervisor Dr. Fred Schumann

WOND*

OAK RIDGE—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Highlands Broad-
 casters, Inc.
 Address 2915 Compton Rd.
 Phone Number Nashville 8-9072
 Time on the Air 6 a.m. to midnight
 News Service UP

Personnel

Chief Owner-General Mgr. G. Paul Crowder
 President Sam K. Carson

*C.P.

WBOM*

Frequency: 1490 Kc. Power: 250 Watts
 Licensee Pellegrin & Greunther

*C.P.

WHAL

SHELBYVILLE—EST. 1946

MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Shelbyville Broad. Co.
 Address P.O. Box 376
 Transmitter Location Louisberg Highway
 Time on the Air Unlimited
 News Service UP

Personnel

President R. W. Rounsaville

WENK

UNION CITY—EST. 1946

MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Union City
 Broadcasting Company
 Address First and Washington
 Phone Number 801-2
 Time on the Air 6 a.m. to 12 p.m.
 News Service UP

Personnel

President B. Cary Brummel
 General Manager A. B. Robinson
 Chief Engineer James Thomas

TEXAS

Estimated Population, 6,941,022—Radio Homes, 1,524,814
 Stations in State—78

KRBC

ABILENE—EST. 1936

ABC

TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Reporter Broad-
 casting Company
 Address Abilene
 Phone Number 6255
 Studio Address Windsor Hotel
 Time on the Air 6 a.m. to 11:05 p.m.
 Newspaper Affiliation Abilene Reporter-
 News

News Service AP
 Representative John E. Pearson Co.

Personnel

President M. B. Hanks
 V.P.-General Manager Howard Barrett
 Program Director John A. Mingus
 Publicity Director Bettye Fulton
 Chief Engineer J. B. Casey

(CALL LETTERS TO BE ASSIGNED)
ALICE*

Frequency: 1070 Kc. Power: 1000 Watts
 Permittee Alice Broadcasting Co.

*C.P.

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Amarillo Broad-
 casting Corporation
 Operated By.....Lindsey Nunn and
 Gilmore Nunn
 Address 109 East 5th St.
 Phone Number 5343
 Transmitter Location.....109 East 5th St.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....World; Capitol
 National Sales Office.....Radio Bldg
 Lexington, Kentucky
 Station Representative.....John E. Pearson
 Company
 MembershipNAB, BMB

Personnel

Station Manager.....Howard Roberson
 Commercial Manager.....J. R. Moore
 Program Director.....Tom Priest
 Chief Announcer.....E. J. Watson
 Musical Director.....Jim Cook
 Chief Engineer.....Noel Luddy
 Record Mc's.....E. J. Watson

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
 Broadcasting Co.
 Address....Radio Building, 8th & Harrison
 Phone Number 4242
 Transmitter LocationBellaire Park
 Time on the Air.....18 hours per day
 Newspaper Affiliations: Globe News
 Publishing Co., Inc.
 News Service.....AP & UP
 Transcription Service...Thesaurus, Standard,
 M. M. Cole
 Representative...Taylor Howe Snowden, Radio
 Sales
 MembershipNAB, BMB

Personnel

President.....Gene A. Howe
 General Manager.....Aubrey Jackson
 Assistant Manager.....Noel E. Thompson
 Sales Manager.....Noel E. Thompson
 Program Director-Chief
 AnnouncerBob Watson

Musical Director.....W. B. Howell
 Chief Engineer.....William H. Torrey
 Record M.C.....J. B. Linn

K V E T *

AUSTIN

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By.....Austin
 Broadcasting Co.
 Address1901 Dillman St.
 * Construction Permit

K N O W

AUSTIN—EST. 1926

AMERICAN BROADCASTING CO.
 TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated ByFrontier Broadcasting
 Company, Inc.
 Address.....Capitol Nat'l Bank Bldg.
 Phone Number 2-6213
 Transmitter Location ...Fifth & Tillery Streets
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....SESAC
 RepresentativeWeed & Co.
 MembershipNAB, BMB

Personnel

President.....Gene L. Cagle
 General Manager.....Louis R. Cook
 Station Manager.....Louis R. Cook
 Commercial Manager...Marion H. Coleman
 Sales Promotion Manager..Robert W. Tobey
 Program Director.....Conrad Vernon, Jr.
 Publicity Director.....Robert W. Tobey
 Chief Announcer.....Harold Bakkee
 Musical Director.....Marge Wetzel
 Chief Engineer.....James E. Lewis

K T B C

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Radio Station KTBC
 AddressBrown Bldg.
 Phone Number2-2424
 Transmitter Location.....Manchaca Road
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription ServiceWorld

Representative Taylor-Howe-Snowden
 Membership NAB, BMB

Personnel

President..... Claudia T. Johnson
 General Manager..... J. C. Kellam
 Station Manager..... J. C. Kellam
 Sales Manager..... Ray E. Hill
 Program Director..... Joe K. Phipps
 Publicity Director..... Robert E. Robinson
 Musical Director..... Golfrey Connally
 Chief Engineer..... Frank Yeagley

KIOX *

BAY CITY—EST. 1946

MUTUAL-LONG TEXAS NETWORK

Frequency: 110 Kc..... Power: 1 Kw., D
 Owned By..... Bay City Broadcasting Co.
 Operated By..... Long Radio
 Enterprises
 Business Address..... Bay City
 Phone Number..... 642
 Transmitter Location... 2½ miles East of Bay
 City Highway 35
 Time on the Air..... 6 a.m. to 6 p.m.
 News Service..... AP
 Transcription Service..... Thesaurus
 Membership NAB, BMB

Personnel

Managing Director..... J. G. Long
 General Manager..... Verne V. Trembley
 Publicity Director..... Verne V. Trembley
 Program Director..... James Hairgrove
 Chief Announcer James Hairgrove
 Record Mc's..... James Hairgrove

KFDM

BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc..... Power: 1000 Watts
 Owned-Operated By.. Beaumont Broadcasting
 Corp.
 Address..... P.O. Box 2950
 Phone Number 3883
 Studio Address..... Edson Hotel
 Transmitter Location Cor. Doucette &
 Grove Streets
 Time on the Air..... Unlimited
 News Service..... UP & AP
 Representative..... Free & Peters, Inc.
 Membership NAB, BMB

Personnel

President D. A. Cannon
 General Manager..... C. B. Locke
 Sales Commercial Manager..... C. B. Locke

Program Director..... Dave Russell
 Publicity Director..... Helen Caldwell
 Chief Announcer..... Jimmy Griffith
 Chief Engineer..... Lawrence Sanders

KRIC

BEAUMONT EST.—1938

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... KRIC, Inc.
 Address 130 Wall Street
 Phone Number 4200
 Transmitter Location..... 130 Wall Street
 Time on the Air..... 6 a.m. to 12:05 a.m.
 Newspaper Affiliation.. Enterprise and Journal
 News Service AP
 Transcription Service..... Thesaurus
 Representative The Branham Company
 Membership NAB, BMB

Personnel

President-Owner..... Mrs. J. L. Mapes
 General Manager..... Jack Neil
 Station Manager..... Jack Neil
 Commercial Manager..... G. L. Kirk
 Sales Promotion Manager..... G. L. Kirk
 Program Director..... Joe Trum
 Publicity Director..... Joe Trum
 Chief Announcer..... Ed Henry
 Musical Director..... Virginia Moon
 Chief Engineer..... Ben F. Hughes

KBST

BIG SPRING—EST. 1936

ABC

MBS—TEXAS STATE NETWORK

Frequency: 190 Kc..... Power: 250 Watts
 Owned-Operated By..... Big Spring Herald
 Broadcasting Company
 Address 702 Johnson Street
 Phone Number 1500-1
 Transmitter Location .. 1¼ miles northeast
 of town
 Time on the Air..... 6:30 a.m. to 11:05 p.m.
 News Service..... AP
 Representative..... John E. Pearson Co.
 Membership NAB, BMB

Personnel

President Robert Whipke
 General Manager..... Jack Wallace
 Station Manager..... Jack Wallace
 Sales Promotion Manager... William L. Cox
 Program Director..... Joe Talley
 Production Manager..... Lloyd Hawkins
 Publicity Director..... Melba Kainard
 Chief Announcer..... Lloyd Hawkins
 Chief Engineer..... Andrew M. Jones

K N E L
BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By G. L. Burns
Business Address 106 No. Blackburn St.
Phone Number 77
Transmitter Location 1 mile east of
Court House
Time on the Air 8 a.m. to 10 p.m.
Transcription Service Keystone
Representative Keystone
Membership BMB

Personnel

Owner and Gen. Mgr. G. L. Burns
Commercial Manager C. D. Reed
Sales Promotion Mgr. C. D. Reed
Program Dir.-Chief Announcer... Daron Moore
Publicity Director C. D. Reed
Chief Engineer Cecil Nelin
Record MC Daron Moore

K V A L

BROWNSVILLE—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By KEEW, Ltd.
Address 2701 San Benito Highway
Phone Number 1273
Transmitter Location 2701 San Benito
Highway
Time on the Air 6 a.m. to Midnight
News Service AP
Representative Free & Peters
Membership NAB, EMB

Personnel

President-General Mgr. T. Frank Smith
Station Manager Roy Suber
Commercial Manager Duke Palmer
Promotion Manager Dorothy M. Smith
Program Director Fred McCall
Chief Announcer Bob Pinkerton
Musical Director Fred McCall
Chief Engineer Troy Whittaker
Record MC Bill Spencer

K B W D

BROWNWOOD—EST. 1941

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 1000 d.; 500w
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.
News Service UP
Transcription Service Standard
Representative The Walker Co.
Membership NAB, BMB

Personnel

President and Gen. Mgr. Wendell Mayes
Commercial Manager Frank T. Wilson
Sales Promotion Frank T. Wilson
Program Director Mike Shapiro
Publicity Director Ann Ellis
Chief Announcer Howard Edwards
Chief Engineer A. W. Stewart
Record MC Howard Edwards

W T A W

COLLEGE STATION—EST. 1921

ABC—TEXAS QUALITY NET

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By... A. & M. College of Texas
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

President of A & M College... Gibb Gilchrist
General Manager
G. Byron Winstead, Dir. Information & Pub.
Program Director G. Byron Winstead
Production Manager
Cecil Beardon, Radio Assistant
Chief Announcer Cecil Beardon
Chief Engineer Frank J. Sosolik

K E Y S

CORPUS CHRISTI—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By Partnership
Operated By Nueces Broadcasting Co.
Address Center Theater Bldg.
Phone 2-7411
Transmitter Shell Road
Time on the Air 6 a.m. to 12:05 mid.
News Service UP
Transcription Service World
Representative Taylor-Howe-Snowden
Radio Sales

Personnel

Membership.....NAB, BMB
 General Manager.....Bill Hughes
 Station Manager.....Fred Burr
 Sales-Commercial Mgr.....Kelly Wofford
 Program Director.....Bill Crable
 Chief Engineer.....Harold Griffith

K R I S

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.—TQN—LSC
 Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Gulf Coast
 Broadcasting Company
 Address.....P.O. Box 840
 Phone Number.....6354
 Transmitter Location.....Ocean Drive
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....BMI
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....T. Frank Smith
 Station Manager.....R. S. Bush
 Promotion Manager.....J. W. Lozier
 Program Director.....Charles Nethery
 Publicity Director.....J. W. Lozier
 Chief Engineer.....R. S. Bush

K W B U

CORPUS CHRISTI—EST. 1943

ABC

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned & Operated By..Century Broadcasting
 Address.....912 Commerce Street,
 Dallas, Texas
 Phone.....Riverside 2431
 Studio Address...Corpus Christi, Waco and
 Dallas
 Transmitter Location.....Gregory.
 Time on the Air.....Daytime License
 News Service.....AP
 Representatives.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....Carr P. Collins
 Vice-Pres.-General Mgr....Carr P. Collins, Jr.
 Station Manager.....Homer Hogan
 Director of Radio, Baylor Univ..John Bachman
 Musical Director.....Winifred Clopton
 Chief Engineer.....Nestor Cuesta, Jr.

K A N D

CORSICANA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Navarro Broadcast-
 ing Association
 Address.....State National Bank Bldg.
 Phone Number.....2486
 Transmitter Location.....Corsicana Highway
 No. 75
 Time on the Air.....6 a.m. to Midnight
 News Service.....UP
 Transcription Service..Thesaurus, M. M. Cole
 Station Representative.....Walker Co.
 Membership.....NAB, BMB

Personnel

President.....J. C. West
 General Manager.....Aubrey H. Escoe
 Commercial Manager.....Lyn Cofer
 Director of Creative Sales..Edwina M. Sprague
 Publicity Director.....Edwina M. Sprague
 Chief Announcer.....W. B. Sprague, Jr.
 Musical Director.....Rex Cromwell, II
 Chief Engineer.....E. R. Hellums

For the best in news . . .

AP

*In the Great
Southwest Market*

DALLAS

Studios in
DALLAS
and
FT. WORTH

KRLD

The
TIMES HERALD
Station

*Do Your Best Buy
Day or Night*

WORTH

CBS

Exclusive CBS Outlet for DALLAS-FORT WORTH

50 K. W. 1080 K. C.

Represented by the BRANHAM COMPANY

CBS

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.....19½ hours
 Newspaper Affiliation...Dallas Times-Herald
 News Service.....INS & AP
 Transcription Service.....Standard, Capitol
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....John W. Runyon
 Managing Director.....Clyde W. Rembert
 Commercial Manager.....Wm. A. Roberts
 Asst. Manager.....J. W. Crocker
 Program Director.....Roy S. George
 Production Manager.....John Hicks
 Chief Announcer.....Meador Lowrey
 Musical Director.....Hyman Charninsky
 Chief Engineer.....Roy Maddox Flynn

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc.....Power 1000 w. d.
 Owned-Operated By.....Sky Broadcasting
 Service
 Address.....Hotel Stoneleigh
 Phone Number.....C-6193-4
 Transmitter Location.....Bruton Road
 Time on the Air.....Sunrise to Sunset
 News Service.....AP
 Transcription Service.....Associated Music
 Membership.....NAB

Personnel

President.....A. L. Chilton
 General Manager.....A. L. Chilton
 Station Manager.....R. G. Terrill
 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.,
 Address.....1122 Jackson St.
 Phone Number.....R-9631
 Transmitter Location.....Grapevine, Texas
 Time on the Air.....Sunday: 6 a.m. to midnight;
 Weekdays: 5:30 a.m. to midnight

Newspaper Affiliation ..Dallas Morning News
 News Service.....UP, AP
 Transcription Service...Thesaurus, Associated
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President.....E. M. Dealey
 General Manager.....Martin B. Campbell
 Asst. Manager.....Ralph W. Nimmons
 Mgr. Dir. Special.....Wayne Griffin
 Sales Promotion.....Robert Summers
 Program Director.....Ralph K. Maddox
 Production Manager.....Ivan Wayne
 Publicity Director....Mrs. Wilbur C. Douglas
 Chief Announcer.....Hal Thompson
 Musical Director.....Billy Mayo
 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.....5:30 a.m. to midnight;
 Sundays: 7 a.m. to midnight
 News Service.....AP
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Chief Executive-Station
 Manager.....Charles B. Jordan
 Commercial Manager.....Dale Drake
 Program Dir.-Publicity Dir.....Pete Teddlie
 Traffic Manager.....Alice McCord
 Chief Engineer.....Durward Tucker
 Record MC.....Al Jones

(CALL LETTERS TO BE ASSIGNED)
 DALLAS*

Frequency: 1040 Kc.....Power: 1000 Watts
 Permittee.....Variety Broadcasting Co., Inc.

*C.P.

K D N T

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts

TWO SHOTS FOR ONE PRICE

...cover Texas' Twin Cities with KFJZ-WRR

Yes, these two dominant Texas stations are together to double your sales impact in the billion-dollar Fort Worth-Dallas markets . . . for one budget-fitting price.

One price, with no extra costs, gives you coverage of both stations at simultaneous or separate hours.

For buying power look to Fort Worth and Dallas . . . for pulling power look to KFJZ and WRR.



MARKET DATA
\$.5 Millivolt Area

Population	1,702,700
Retail Sales	\$ 963,424,000
Food Stores	\$ 237,279,000
Gen. Mds.	\$ 200,767,000
Drug Stores	\$ 51,152,000
Buying Income	\$1,996,237,000
*Bank Debits	\$9,106,710,000
†Radio Homes	376,844
*Fort Worth-Dallas Only	
†Radio Market Data Handbook	

TEXAS' BEST RADIO BUY

KFJZ
FT. WORTH

WRR
DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

Owned-Operated By . . . Harwell V. Shepard
 Address Kimbrough Building
 Phone Number 276
 Transmitter Location Highway No. 24
 Time on the Air 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service Thesaurus
 Membership BMB

Personnel

General Manager Harwell V. Shepard

.
K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM
SOUTHWEST NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By . . . Dorrance D. Roderick
 Address Wyoming & Walnut
 Phone Number Main 2020
 Transmitter Location Southeast El Paso
 Time on the Air 6 a.m. to midnight
 Newspaper Affiliation El Paso Times
 News Service AP
 Transcription Service Associated
 Representative Taylor-Howe, Snowden
 Membership NAB, BMB

Personnel

Owner Dorrance D. Roderick
 General Manager Val Lawrence
 Commercial Manager Cecil Trigg
 Sales Promotion Carl Dunbar
 Program Director Frank Junell
 Chief Engineer Edward P. Talbot
 Record MC Richard Weaver

.
K T S M

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By . . . Tri-State Broadcast-
 ing Co.

Address Paso Del Norte Hotel
 Phone Number Main 3122
 Transmitter Location Ascarate at First Ave.
 Time on the Air 6 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service Thesaurus, Lang-Worth
 Representative George P. Hollingbery Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Karl O. Wyler
 Commercial Manager Roy T. Chapman
 Program Director Jack Rye
 Chief Engineer Kenneth J. Walton

K F J Z

FORT WORTH—EST. 1922
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By Tarrant Broadcast-
 ing Company
 Address 1201 West Lancaster
 Phone Number 3-3474
 Transmitter Location Birdville, Texas
 Time on the Air 5:30 a.m. to 1 a.m.
 News Service AP & UP
 Representative Weed & Company

Personnel

Pres. and Gen. Mgr. Gene L. Cagle
 Asst. Manager Frances Williamson
 Commercial Manager Clyde Pemberton
 Merchandising Director Forrest W. Clough
 Chief Engineer Truett Kinzey

.
K G K O

FORT WORTH—EST. 1938

ABC—LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
 Owned By KGKO Broadcasting Co., Inc.
 and A. H. Belo Corp.
 Operated By . . . Ft. Worth Star-Telegram and
 Dallas Morning News
 Addresses: Medical Arts Bldg., Ft. Worth;
 1122 Jackson St., Dallas
 Phone Numbers: 3-1234 (Fort Worth); Riverside
 9631 (Dallas)
 Transmitter Location Approx. 3 miles S.W.
 of Arlington
 Time on the Air 6 a.m. to 12 Midnight
 Newspaper Affiliations: Fort Worth Star-Tele-
 gram; The Dallas Morning News
 News Service AP, UP
 Transcription Service World, Lang-Worth,
 Cole
 Representative Edward Petry & Co.
 Membership NAB, BMB

Personnel

(Ft. Worth)

President Amon G. Carter
 Radio Supervisor Harold V. Hough
 Station Manager George Cranston
 National Sales Mgr. O. Keith Baldwin
 Commercial Manager Roy I. Bacus
 Promotion Manager Jack Rogers
 Program Director Ed. Lally
 Production Manager A. M. Woodford
 Mgr.-Dir. Special Events Wayne Griffin
 Publicity Director Roy I. Bacus
 Musical Director Gene Baugh
 Chief Engineer R. C. Stinton
 Record MC Jimmy Jefferies
 Farm Editor Layne Beaty

A favorite in Texas for a quarter of a century!

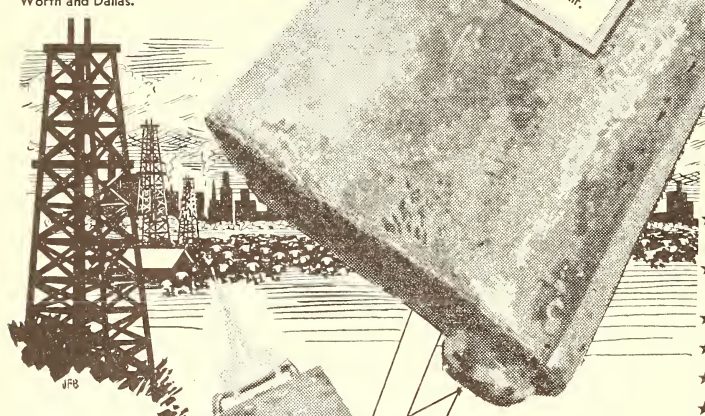
A PIONEER STATION WITH A GREAT RECORD OF FIRSTS ★

WBAP now operates full-time using two choice frequencies, 50,000 watts on 820 kc (clear channel), and 5,000 watts at 570 kc.

The WBAP know-how for Texas continues the favorite NBC shows and local programs on 820 just as they have for years, and the other half-time on ABC shows and the snappy KGKO productions just about as it has been in this area since 1938.

WBAP divides time with WFAA on 820 and 570. The listener does not have to move the dial for continuous service. Joint transmitters for each station midway between Fort Worth and Dallas.

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of Texas program is On the Air.



- ★ First Memory Signal—Cowbell—1922
In the Southwest—
- ★ First Market and Livestock Reports—1922
- ★ First Remote Broadcasts of Weekly Church Services—1922
- ★ First Rodeo Broadcast—1923
- ★ First Baseball Broadcast—1927
- ★ First Football Broadcast—1928
- ★ First Regular News Period—1934
- ★ First Shortwave Remote—1934
- ★ First War Reporter to Europe—1943
- ★ First Television Permit—1945

WBAP

The Star-Telegram Station
FORT WORTH, TEXAS

50,000 Watts, 820 kc
Clear Channel
National Broadcasting Co.
Texas Quality Network

5,000 Watts,
570 kc
American Broadcasting Co.
Lone Star Chain

AMON CARTER, President

HAROLD HOUGH, Director

GEORGE CRYNSTON, Manager

FREE & PETERS, INC. National Representatives

Fort Worth: Star-Telegram Building, Chicago: 180 N. Michigan, New York: 444 Madison Avenue, San Francisco: 58 Sutter, Detroit: 3463 Penobscot Bldg., Atlanta: 322 Palmer Bldg., Hollywood: 6331 Hollywood
3-1234 Franklin 6573 Plaza 5-4130 Sutter 4353 Cadillac 4255 Main 5667 Hollywood 2151

K W B C

FORT WORTH—EST. 1946

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By: Worth Broadcasting Co.
 Address: Houston at 9th
 Phone Number: 2-9231
 Transmitter Location: Old Denton Road
 near Sylvania Ave.
 Time on the Air: Sunrise to sunset
 News Service: AP
 Transcription Service: Standard

Personnel

President-Owner: Judge P. W. Seward
 General-Station-Sales Mgr.: James E. Rennie
 Program Manager: C. Alton Cöcke
 Chief Engineer: Robert W. Chapman

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
 Address: Medical Arts Bldg.
 Phone Number: 3-1234
 Transmitter Location: Approx. 4 miles S.E. of
 Grapevine
 Time on the Air: (Shares time with WFAA,
 Dallas)

Newspaper Affiliation: Ft. Worth Star-Telegram
 News Service: AP
 Transcription Service: WBS, Cole, Lang-Worth
 Representative*: Edward Pety & Co.
 Membership: NAB, BM3

* Effective on or about 4/27/47 . . . Free & Peters, Inc.

Personnel

President: Amon G. Carter
 Radio Supervisor: Harold V. Hough
 Station Manager: George Cranston
 National Sales Mgr.: O. Keith Baldwin
 Commercial Manager: Roy I. Bacus
 Sales Promotion: Jack Rogers
 Program Director: Ed Lally
 Production Manager: A. M. Woodford
 Publicity Director: Roy I. Bacus
 Chief Announcer: Frank M. Mills
 Musical Director: Gene Baugh
 Chief Engineer: R. C. Stinson
 Record MC: Jimmy Jefferies
 Farm Editor: Layne Beaty

K L U F

GALVESTON—EST. 1928

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: The KLUF Broadcasting Co.

Business Address: 60th & Broadway
 Phone Number: 6676
 Studio Address: 60th & Broadway
 Transmitter Location: 60th & Broadway
 Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: Standard Radio;
 Representative: William G. Rambeau

Personnel

President: Geo. Roy Clough
 General-Commercial Manager: L. D. Clough
 Chief Engineer: L. D. Clough

K G V L

GREENVILLE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned and Operated By: Trustt Kimzey
 Address: Graham-Fagg Bldg.
 Phone Number: 2063
 Transmitter Location: 2 miles No. of City
 on Wolf Highway
 Transcription Service: KBS
 Time on the Air: Full time license

Personnel

Manager: Earle Fletcher
 Program Director: Charles Payne

K G B S

HARLINGEN—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harbenito Broadcasting Company, Inc.
 Business Address: P. O. Box 711
 Phone Number: 1400
 Studio Address: State Highway No. 83
 Transmitter Location: Highway 83
 Time on the Air: 6:30 a.m. to 12 Midnight
 News Service: AP
 Transcription Service: Associated, Standard
 Representative: Howard H. Wilson Co.
 Membership: BMB

Personnel

President: McHenry Tichenor
 General Mgr.-Station Mgr.: Troy McDaniel
 Commercial Manager: Dave Bennett
 Sales Promotion: Dave Bennett
 Program Director: Frank Parker
 Chief Engineer: W. O. Porter

**(CALL LETTERS TO BE ASSIGNED)
HENDERSON***

Frequency: 1000 Kc.....Pcwer: 250 Watts
Permittee.....Goggan Radio Sale

*C.P. Pending

●

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By...Houston Printing Corp.
Address.....2318 Polk Ave.
Phone Number.....Fairfax 7101
Studio Address.....Lamar Hotel
Transmitter Location.....Deepwater, Texas
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Houston Post
News Service.....AP
Transcription Service...Thesaurus, Lang-Worth
Representative.....Edward Pety & Co.
Membership.....NAB, BMB

Personnel

President.....W. P. Hobby
General Manager.....Kern Tips
Sales Promotion.....R. F. Herndon
Program Director.....Jack McGrew
Production Manager.....H. C. Evans
Publicity Director.....Betty Jane Gray
Musical Director.....Fred Gibbons
Chief Engineer.....H. T. Wheeler

●

K T H T

HOUSTON—EST. 1944

**MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Texas Star Broad. Co.
Address.....711 Main Street
Phone No.....Capitol 6246
Studio Address.....Southern Standard Bldg.
Transmitter Location...315 N. Ennis St., Houston
Time on the Air.....Full time
News Service.....UP
Transcription Service.....Associated, Capitol
Membership.....NAB, BMB

Personnel

President-General Mgr.....Roy Hofheinz
Station Mgr.-Comm. Mgr.....Ted Hills
Sales Promotion Manager.....Ted Hills
Publicity Director.....Francis Gilbert
Chief Engineer.....Louis Jelly
Record MC's.....Von Reece, Bill Guy

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By.....Houston Chronicle
Pub. Co.

Address.....Rice Hotel
Phone Number.....Preston 4361
Transmitter Location...Cedar Bayou, Texas
Time on the Air.....5:30 a.m. to 12:30 a.m.
Newspaper Affiliation.....Houston Chronicle
News Service.....UP
Transcription Service.....World
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

General Manager.....B. F. Orr
Commercial Manager.....R. E. Bright
Merchandising Manager...Geo. McCormick
Program Director.....Ted Nabors
Production Manager.....E. V. Fritsch
Publicity Director.....King H. Robinson
Chief Engineer.....Tom Hiner
Record MC.....John Cooke

●

K X Y Z

HOUSTON—EST. 1930

**AMERICAN BROADCASTING CO.
LONE STAR CHAIN**

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated by.....Harris County
Broadcast Co.

Address.....Gulf Building
Phone Number.....Capitol 6151
Transmitter Location.....Deepwater, Texas
Time on the Air.....5 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President and General Mgr...M. Tilford Jones
Station Manager.....Reese Reinecker
Commercial Manager.....Bill Bennett
Program Manager.....Jack Edmunds
Publicity Director.....Bettye Burke
Chief Engineer.....Gerald Chinski

●

**(CALL LETTERS TO BE ASSIGNED)
HOUSTON***

Frequency: 1590 Kc.....Power: 1000 w. d.
Permittee.....Texas Broadcasters

*C.P. Pending

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By....W. J. Harpole & J. C. Rothwell
 Operated By.....J. C. Rothwell
 Address.....Walker County Fairgrounds
 Phone Number.....666
 Transmitter Location.....Walker County
 Fairgrounds
 Transcription Service.....Keystone
 Time on the Air.....Unlimited
 News Service.....AP
 Representative.....Cox and Tanz

Personnel

Sales-Commercial Manager.....J. B. McShan
 Chief Engineer.....Sam Love

K E B E

JACKSONVILLE—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bill A. Laurie
 Address.....P.O. Box 1312
 Phone Number.....2211
 Studio Address.....Lake and Pierce St.
 Transmitter Location.....Lake and Pierce St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth; SESAC
 Representative.....Walker Company
 Membership.....NAB

Personnel

Owner-Gen.-Station Mgr.....Bill Laurie
 Sales Promotion.....Emo Laurie
 Program Dir.-Publicity Dir.....Emo Laurie
 Production Manager.....Bill Laurie
 Chief Engineer.....Wm. J. McCreary, Jr.

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By....Oil Capitol Broadcasting Assn.
 Operated By.....Roy G. Terry
 Address.....102½ East North St.
 Phone Number.....616
 Transmitter Location.....Duvan & So. Martin Sts.
 Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....AP
 Membership.....BMB

Personnel

Owner.....Roy G. Terry
 Station Manager.....H. A. Degner
 Sales-Commercial Mgr.....H. A. Degner
 Sales Promotion.....H. A. Degner
 Program Director.....John C. Andrews
 Production Manager.....Fred Lindquist
 Chief Announcer.....George B. Craig
 Chief Engineer.....Karem Soule
 Record MC.....John C. Andrews

K P A B

LAREDO—EST. 1938

MUTUAL—KEYSTONE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Laredo Broadcasting Co.
 Address.....Hamilton Hotel
 Phone Number.....2124
 Transmitter Location.....300 Loring Ave.
 Time on the Air.....Unlimited
 Transcription Service.....ASCAP, BMI,
 SESAC, Keystone
 Representative.....Joseph Hershey McGilvra
 Membership.....NAB, BMB

Personnel

President.....Howard W. Davis
 Sales Promotion Mgr.....Ted Nelson
 Program Dir.-Asst. Mgr.....Ted Nelson
 Publicity Director.....John G. Hazley
 Chief Announcer.....Paul B. Berck
 Musical Director.....Geneva Chambers
 Chief Engineer.....K. Hulan Smith
 Record MC.....Frank Stevens

K F R O

LONGVIEW—EST. 1934

ABC

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Voice of Longview
 Business Address.....P. O. Box 792
 Phone Number.....411
 Studio Address.....Glover-Crim Bldg.
 Transmitter Location.....1918 Marshall-
 Longview Highway
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Keystone
 Membership.....NAB, BMB

Personnel

President.....James R. Curtis

K F Y O

LUBBOCK—EST. 1927

ABC—LONE STAR CHAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByPlains Radio
 Broadcasting Co.
 Address914 Avenue J
 Phone Number5567-8
 Transmitter Location.....2312 Fifth St.
 Time on the Air.....6 a.m.
 Newspaper Affiliation ..Lubbock Avalanche-
 Journal
 News Service.....AP & UP
 Transcription Service.....Associated, Cole
 RepresentativeTaylor-Howe-Snowden
 Membership.....NAB, BMB

Personnel

President.....Gene A. Howe
 Executive Gen. Mgr.....O. L. Ted Taylor
 Station Manager.....DeWitt Landis
 Sales-Commercial Mgr.....Rex Webster
 Merchandising Manager.....Weldon George
 Program Dir.-Musical Dir.....James Stiff
 Production Manager.....Frank Holloway
 Chief Announcer.....Frank Holloway
 Chief Engineer.....W. S. Bledsoe

K S E L

LUBBOCK—EST. 1946

Frequency: 950 Kc.....Power: 1000 w. d.
 Owned Operated By.....Lubbock Broad. Co.
 Address.....P.O. Box 1524
 Phone Number.....6376
 Studio Address.....Ferguson Bldg.
 Transmitter Location.....½ mile E. of
 City limits
 Time on the Air.....Sunup until sundown
 News ServiceAP
 Transcription Service.....Lang-Worth

Personnel

PresidentWalter G. Russell
 General-Station-Sales Mgr.....Clyde H. Smith
 Sales Promotion.....Thomas Gibson
 Program-Publicity Director.....Hugh Harling
 Chief Announcer.....Hugh Harling
 Chief Engineer.....Roger V. Hively

(CALL LETTERS TO BE ASSIGNED)
 LUBBOCK*

Frequency: 1590 Kc.....Power: 1000 w. d.
 Permitttee.....Caprock Broadcasting Co.

*C.P.

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 ServiceUP-AP
 Transcription Service.....Standard Radio;
 Keystone
 RepresentativeCox & Tanz

Personnel

Owner and Manager.....Darrell E. Yates

K C R S

MIDLAND—EST. 1935

ABC—MBS—TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Scharbauer Estate
 Business Address117 S. Lorraine St.
 Phone Number1080-1
 Transmitter Location.....U.S. Highway 80
 Time on the Air.....6:45 a.m. to 10:30 p.m.;
 Sunday: 7:30 a.m. to 10:30 p.m.
 News ServiceAP
 Transcription Service.....Thesaurus
 Membership.....NAB, BMB

Personnel

President.....Ruth Scharbauer
 Business Manager.....W. D. Reiger
 Station Manager.....J. M. McDonald
 Commercial Manager.....G. L. McDonald
 Sales Promotion.....Lee Belding
 Program Director.....Harlan Shade
 Chief Announcer.....David Cole
 Musical DirectorWayne Harrell
 Chief Engineer.....Jack Cecil

K R I G

ODESSA—EST. 1946

MUTUAL

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By....Oil Center Broad. Co.
 Address.....111 East Fifth St.
 Phone Number.....2180

Transmitter Location... 1½ miles south of city
on Crane Highway
Time on the Air..... 6:30 a.m. to 11 p.m.
News Service..... UP, World
Membership..... NAB

Personnel

President..... R. O. Canon
General-Station Manager..... John Thorwald
Commercial Manager..... John Thorwald
Sales Promotion..... E. H. Hendrick
Program Director..... Clarence M. Garnes
Publicity Director-Chief Announcer..... Bill Lee
Musical Director..... William Brockins
Chief Engineer..... Earl Pace
Record MC..... J. N. Young, Jr.

•
KECK

ODESSA—EST. 1946

Frequency: 920 Kc..... Power: 1000 w. d.
Owned-Operated By..... Ector County Broad. Co.
Address..... P.O. Box 672
Phone Number..... Odessa 1300
Studio Address..... 120 West Third St.;
Crawford Hotel, Midland
Transmitter Location... 4 miles west of city,
Route 80
Time on the Air..... Sunrise to sunset
News Service..... AP
Transcription Service..... Capitol, Associate,
Lang-Worth, MacGregor, Standard
Representative..... Howard H. Wilson Co.
Membership..... NAB

Personnel

Owner..... Ben Nedow
General Manager..... Jan King
Program Director..... Bill Chambers
Continuity Editor..... Glenn Hill
Commercial Mgr. (Midland)..... David Cole
Chief Engineer..... James Kimbrell
Music Librarian..... Glenda Huffman
Record M.C.'s..... Paul Wynn, John Vacca

•
(CALL LETTERS TO BE ASSIGNED)
ODESSA*

Frequency: 1360 Kc..... Power: 5000 w. d.
Permittee..... Odessa Broadcasting Co.

*C.P.

•
KNET

PALESTINE—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 100 Watts
Owned-Operated By... Palestine Broad. Corp.
Address..... P.O. Box 649
Phone Number..... 8686
Studio Address..... Municipal Bldg.
Transmitter Location..... Strickland Park
Time on the Air..... 6 a.m. to midnight
News Service..... UP
Transcription Service..... Standard
Representative..... Hal Holman
Membership..... NAB, BMB

Personnel

Managing Director..... Gordon B. McLendon
Station Mgr.-Publicity Dir..... Joe J. Brown
Sales-Commercial Manager..... Denny Sullivan
Program Director..... La Veda Wilbanks
Chief Engineer..... Don D. Dickson, Jr.

•
KPDN

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Wc..... Power: 250 Watts
Owned-Operated By..... C. H. Hoiles, Harry
Hoiles and Jane Hoiles Hardis
Business Address..... 212 North Ballard
Phone Number..... 1100-1
Transmitter Location..... East of city limits
Time on the Air..... 16½ hours, Monday thru
Saturday; 15 hours Sunday.
Newspaper Affiliation..... Pampa News
News Service..... AP
Transcription Service..... World
Membership..... NAB, BMB

Personnel

Owner..... Harry Hoiles
Station Manager..... John Michel
Commercial Manager..... Al Donaldson
Sales Promotion Mgr..... Al Donaldson
Program Director..... Ken Bennett
Publicity Director..... Jack Guinn
Chief Announcer..... Dan Steuber
Musical Director..... Charles Maxwell
Chief Engineer..... D. E. Smith
Record MC..... Charles Maxwell

•
KPLT

PARIS—EST. 1936

ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

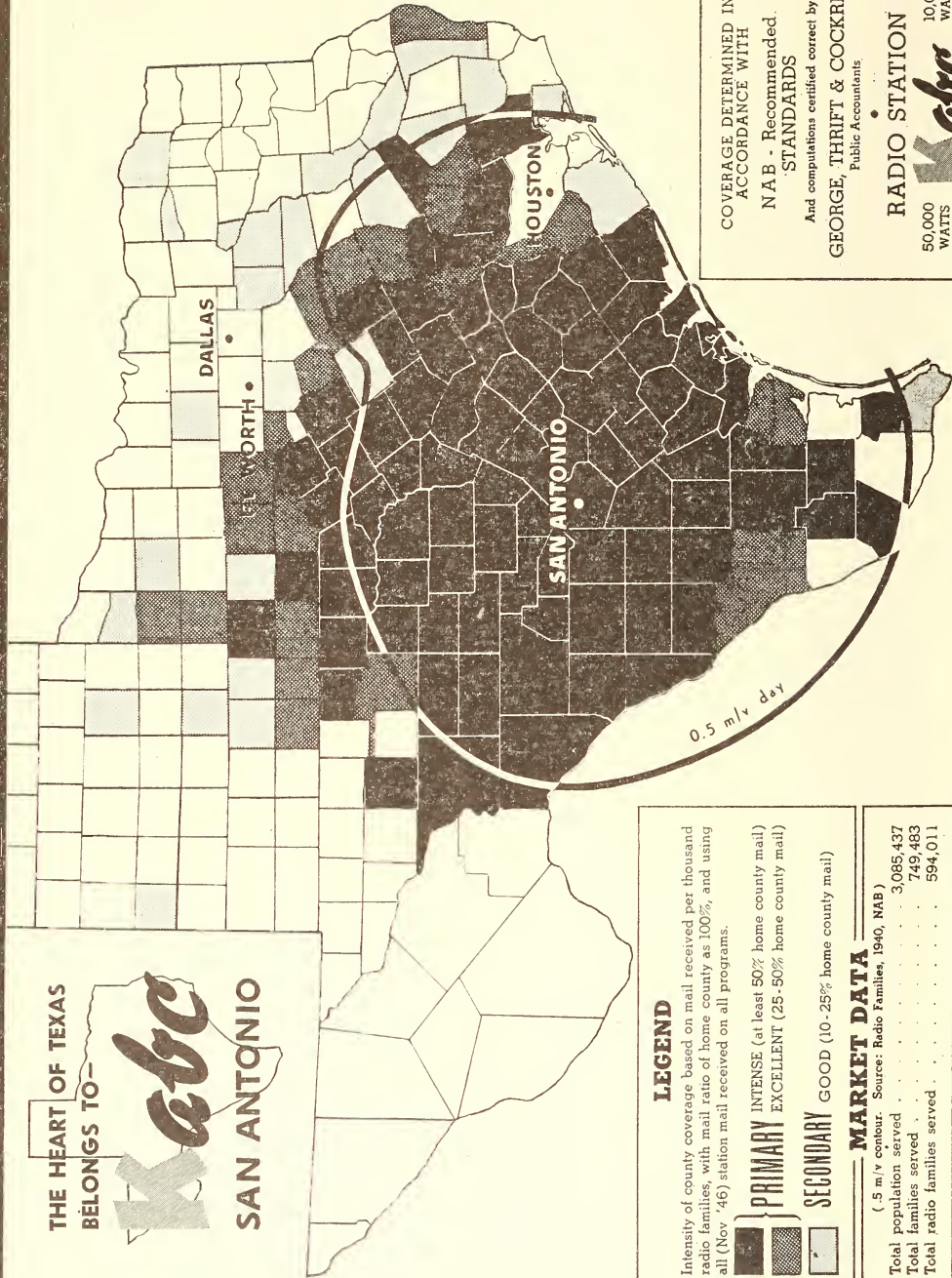
Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... North Texas Broad-
casting Company

50,000 Watts on 680 KC Delivers "The Heart of Texas"

THE HEART OF TEXAS
BELONGS TO—

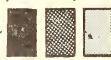
Kabc

SAN ANTONIO



LEGEND

Intensity of county coverage based on mail received per thousand radio families, with mail ratio of home county as 100%, and using all (Nov '46) station mail received on all programs.



- PRIMARY INTENSE** (at least 50% home county mail)
- PRIMARY EXCELLENT** (25-50% home county mail)
- SECONDARY GOOD** (10-25% home county mail)

MARKET DATA

(.5 m/v contour. Source: Radio Families, 1940, NAB)

Total population served	3,085,437
Total families served	749,483
Total radio families served	594,011

COVERAGE DETERMINED IN
ACCORDANCE WITH

NAB - Recommended
STANDARDS

And computations certified correct by
GEORGE, THRIFT & COCKRELL
Public Accountants

RADIO STATION

50,000 WATTS Day
Kabc
10,000 WATTS Night

SAN ANTONIO

Ask Any Weed Salesman

AddressGibraltar Hotel
 Phone Number 1124-5
 Transmitter Location: 2¼ miles south on Texas
 Highway No. 24
 Time on the Air... ..6 a.m. to midnight,
 Sundays 7 a.m. to midnight
 News ServiceAP

Personnel

ManagerBoyd Kelley

K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack W. Hawkins &
 Barney H. Hubbs
 Address.....316 South Cedar Street
 Phone Number 21
 Transmitter LocationNorth of city
 Time on the Air.....8 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....Keystone, Cole
 Representative.....Homer Griffith Co.
 Membership NAB

Personnel

General Manager.....Jack Hawkins
 Commercial Manager.....Don Brooks
 Sales Promotion.....Barney Hubbs
 Program Director.....David Martin
 Production Manager.....Jack Lyle
 Chief Engineer.....Harry W. Boehnemann

K V O P

PLAINVIEW—EST. 1944

MUTUAL—KEYSTONE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....W. J. Harpole
 AddressPlainview
 Phone Number.....1400
 Transmitter Location.....Wayland College
 Grounds
 Time on the Air.....6 a.m. to 11 p.m.
 News ServiceAP
 Transcription Service.....Standard, Keystone
 Representative.....Homer Griffith Co.
 Membership.....NAB, EMB

Personnel

Owner.....W. J. Harpole
 General Mgr.-Station Mgr....William T. Kemp
 Commercial Manager.....Kermit Ashby
 Program Dir.-Musical Dir....James E. Stanton
 Chief Engineer.....Carl Cook
 Record MCAl Turner

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated ByPort Arthur College
 Address 1515 Lakeshore Dr.
 Phone Number7458
 Transmitter Location1515 Lakeshore Drive
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....AP & INS
 Transcription Service.....Standard, World
 Membership.....NAB, EMB

Personnel

President.....J. W. Williams
 General Manager.....John Loftus
 Station Manager.....Marge Vickers
 Chief Engineer.....Glen Boatright
 Record MCGeorge Crouchet

K G K L

SAN ANGELO—EST. 1928

ABC—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGKL, Inc.
 Address.....P.O. Box 850
 Phone Number 6715
 Studio Address.....St. Angelus Hotel
 Transmitter Location50 South Milton
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service AP
 Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
 Station Manager.....Lewis O. Seibert
 Commercial Manager.....Myrl Stein
 Chief Engineer.....Frank Jones

K A B C

SAN ANTONIO—EST. 1926

ABC—TEXAS STATE NETWORK

Frequency: 680 Kc.....Power: 50000 d.
 10000 n. watts
 Owned-Operated By.....Alamo Broad. Co.
 Address.....223 Milam Bldg.
 Phone NumberFannin 3126
 Transmitter Location.....Highway 16
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sunday: 7 a.m. to midnight
 News ServiceAP
 Transcription Service.....World
 Representative.....Weed & Co.

Personnel

President.....Gene Cagle
 Station Manager.....Charles W. Balthrope
 Commercial Manager.....Bill Michaels
 Sales Promotion.....L. Jerry Spengler
 Program Director.....Bill Michaels
 Publicity Director.....L. Jerry Spengler
 Chief Announcer.....Tommy Reynolds
 Musical Director.....Miss Sybil Chastang
 Chief Engineer.....J. B. Haigh

KCOR

SAN ANTONIO

Frequency: 1350 Kc.....Power: 1000 D.
 Owned-Operated By.....Raoul A. Cortez
 Address..National Bank of Commerce Bldg.
 News ServiceAP
 Address.....214 Broadway
 Transmitter Location.....Alta Cita Street
 Time on the Air.....6 a.m. to local sunset

Personnel

Manager.....Charles F. Harris
 Commercial Manager.....William P. Smythe
 English Program Dir.....Marvin N. Broyles
 Spanish Program Dir.....Lalo G. Astol

KMAC

SAN ANTONIO—EST. 1930

MUTUAL—TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Howard W. Davis, d/b as The Walmac Company
 Operated By.....Howard W. Davis
 Address.....Nat'l Bank of Commerce Bldg.
 Phone Number.....Cathedral 6211
 Transmitter Location.....Avenue B
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceINS
 Representative...Joseph Hershey McGillvra

Personnel

President-General Manager Howard W. Davis
 Sales Promotion-Merchandising
 Manager.....Tony Bessan
 Program Director.....Tony Bessan
 Production Manager.....Melba Flemming
 Chief Engineer.....Ed E. Case
 Record m. c.....Marvin Broyles

KONO

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Mission Broadcasting Co.
 Operated By.....Eugene J. Roth
 Address317 Arden Grove

Phone Numbers.....Fannin 5171-2-3
 Transmitter Location.....317 Arden Grove
 Time on the Air.....6 a.m.-midnight;
 Sunday.....7 a.m.-midnight
 News ServiceAP
 Transcription Service.....Lang-Worth,
 MacGregor, SESAC.
 RepresentativeForjoe & Company
 MembershipNAB, BMB

Personnel

PresidentEugene J. Roth
 General Manager.....James M. Brown, Jr.
 Program Director.....Albert F. LaCoste
 Chief AnnouncerRaymond Hunt
 Chief EngineerGeorge Ing

KTSA

SAN ANTONIO—EST. 1922

CBS—LONE STAR CHAIN

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Sunshine Broadcasting
 Company
 AddressGunter Hotel
 Phone NumberGarfield 1251
 Transmitter LocationSt. Hedwig Road
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceAP & UP
 Transcription ServiceLang-Worth;
 SESAC, Associated.
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB, BMB

Personnel

PresidentGene A. Howe
 General Manager.....George W. Johnson
 Station Manager.....George W. Johnson
 Sales-Commercial Manager.....Rex Preis
 Publicity Manager.....Owen Johnson
 Program Director.....Merril Myers
 Chief Announcer-Production Mgr...Pat White
 Chief EngineerW. G. Egerton

WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
 Owned-Operated By...Southland Industries,
 Inc.
 Address1031 Navarro Street
 Phone NumberGarfield 4221
 Transmitter LocationSelma, Texas
 Time on the Air.....5:45 to 12 midnight
 News Service.....AP, INS, UP
 Transcription Service...Standard, Lang-Worth
 MembershipNAB, BMB

Personnel

Chairman of Board.....G. A. C. Halff
 Pres. and Gen. Mgr.....Hugh A. L. Halff

Station Manager Hugh A. L. Half
 Commercial Manager..... Jack Keasler
 Sales Promotion-Pub. Dir..... Fred A. Peery
 Program Director..... Harold Carr
 Production Manager..... Monte K'eban
 Musical Director..... Melvin Winters
 Chief Engineer Charles Jeffers

K R R V

SHERMAN-DENISON—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
 News Service UP
 Transcription Service..... World, Standard
 Representative Advertising Time Sales Co.
 Membership NAB, BMB

Personnel

President..... G. H. Wilcox
 Mgr.—Sherman Studio..... L. L. Hendrick
 Mgr.—Denison Studio..... B. V. Hammond, Jr.
 Sales Manager, Sherman..... Otis McKinzie;
 Denison Orvin Franklin
 Program Director, Sherman..... W. E. Wilcox;
 Denison We'don Robinson
 Musical Director..... Doris Matlock
 Chief Engineer..... T. E. Spellman

K X O X

SWEETWATER—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 MUTUAL

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By... Sweetwater Radio, Inc.
 Address..... P. O. Box 570
 Phone Number 2341
 Transmitter Location Highway No. 70
 Time on the Air..... 6:45 a.m.-11 p.m.
 News Service UP
 Transcription Service..... Standard
 Membership BMB

Personnel

President..... J. S. McBeath
 Gen. Mgr. Station Mgr..... J. Harley Hubbard
 Sales Promotion..... Elwood Fritsch
 Program Director..... Zeb Williams
 Production Manager..... Bill Herring
 Chief Engineer J. T. Allen

K T E M

TEMPLE—EST. 1936

ABC—KBS

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Bell Broadcasting
 Co., Inc.
 Business Address..... Box 186
 Phone Number..... 52523
 Studio Address..... Kyle Hotel
 Transmitter Location... 1/10 mile north of city
 Time on the Air..... 6 a.m.-11 p.m.
 Sunday 7:30 a.m.-11 p.m.
 News Service UP
 Membership NAB, BMB

Personnel

Pres.-Gen. Mgr..... Frank W. Mayborn
 Station Manager..... Burton Bishop
 Commercial Manager.... Chas. F. Whitesides
 Merchandising Manager..... Floyd Smith
 Program Director..... Ed Callaway
 Chief Engineer Earl N. Bodene

K C M C

TEXARKANA—EST. 1932

ABC

TEXAS STATE NETWORK

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By KCMC, Inc.
 Address 317 Pine St.
 Phone Number 832
 Transmitter Location 317 Pine St.
 Time on the Air..... 6 a.m. to 12 p.m.
 News Service AP
 Transcription Service..... Thesaurus
 Representative..... Taylor-Howe-
 Snowden Radio Sales.
 Membership NAB, BMB

Personnel

General Manager..... Frank O. Myers
 Sales Manager..... Thomas Dillahunty
 Merchandising Manager.... Donald H. Myers
 Program Director..... Herman Cecil
 Chief Engineer Harvey Robertson

K T F S

TEXARKANA—EST. 1946

MUTUAL

Frequency 1400 Kc..... Power 250 Watts
 Owned-Operated By..... Texarkana Broad-
 casting Co.
 Business Address..... 409½ State Line Ave.
 Phone Number 867

Transmitter Location.....South Robinson Rd.
 Time on the Air.....6 a.m.-midnight
 Transcription Service..... World
 RepresentativeHomer Griffith
 Membership NAB

Personnel

OwnerTexarkana Broadcasting Co.
 General-Station Mgr.....David M. Segal
 Record MC-Program Dir.....Les Eugene
 Musical Director.....Bob Lawrence
 Chief EngineerHenry N. Fones

.
K G K B

TYLER—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....James G. Ulmer
 and James G. Ulmer, Jr.
 Address115 South College Street
 Phone Number 1106-7
 Transmitter Location.....Sandflat Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service UP
 Transcription ServiceStandard Radio
 Membership NAB, BMB

Personnel

President and Gen. Mgr.....Jas. G. Ulmer
 Commercial-Production Mgr.....M. E. Danbom
 Sales Promotion.....Jas. G. Ulmer
 Program-Publicity Dir.....Martha Davenport
 Chief Announcer.....John P. York
 Chief Engineer.....John B. Sheppard
 Record MCJ. Edwin Smith

.
K V W C

VERNON—EST. 1939

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwestern Broad-
 casting Co.
 Address1813 Wilbarger Street
 Phone Number 1048
 Transmitter Location....1 mile east of Vernon
 Newspaper Affiliation....Vernon Daily Record
 Time on the Air.....6:45 a.m.-10:15 p.m.
 News Service AP
 Transcription ServiceCole

Personnel

President.....R. H. Nichols
 General-Station Manager.....W. D. Dixon
 Commercial Manager.....W. D. Dixon
 Program Director.....Bob Hardison
 Chief Engineer.....Herman F. Ridgway

K V I C

VICTORIA—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 KBS**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByRadio Enterprises,
 Inc.
 Business Address..Victoria Bank & Trust Bldg.
 Phone Numbers1106-1107-1268
 Studio Address.....Cuero Highway
 Transmitter Location Cuero Highway
 Time on the Air6:45 a.m. to 11 p.m.
 News ServiceAP
 Transcription Service World

Personnel

PresidentMorris Roberts
 General-Commercial Manager....Jerry Fisher
 Chief Engineer.....Robert McCown

.
K W T X

WACO—EST. 1946

MUTUAL

Frequency 1230 Kc.....Power, 250 Watts
 Owned-Operated By..KWTX Broadcasting Co.
 Business Address.....108½ South 6th St.
 Transmitter Location.....35 miles SW of 12th
 on Pierrard Road.
 Time on the Air.....6 a.m.-midnight
 News Service AP
 Transcription ServiceThesaurus
 RepresentativeHoward H. Wilson Co.
 Membership NAB

Personnel

PresidentBeauford H. Jester
 General-Station Mgr.....M. N. Bostick
 Commercial Manager.....Ray A. Lewis
 Sales Promotion.....Mack Brinegar
 Program-Publicity Dir.....Wm. E. Cose, Jr.
 Musical Director.....June Kittrell
 Chief EngineerLeo Burch

.
W A C O

WACO—EST. 1922

**AMERICAN BROADCASTING CO.
 TEXAS STATE NETWORK**

Frequency, 1460 Kc.....Power, 1,000 Watts
 Owned-Operated By.....Frontier Broadcast-
 ing Co., Inc.
 AddressAmicable Bldg.
 Phone Number 5315
 Transmitter Location.....South 12th St. Rd.
 Time on the Air.....6 a.m.-midnight
 News ServiceAP

Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....Gene L. Cagle
 General Manager.....R. E. Lee Glasgow
 Commercial Manager.....Stanley Wilson
 Musical Director.....Mary Holliday
 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
 News Service.....AP & UP
 Transcription Service.....Standard,
 Lang-Worth, SESAC.

Representative.....Taylor-Howe-Snowden
 Membership.....NAB, BMB

Personnel

Executive General Manager..O. L. Ted Taylor
 Station Manager.....Byron W. Ogle
 Sales-Commercial Mgr.....Phil Dixon

Sales Promotion-Pub. Dir.....The'ma Pearce
 Program Director.....Bernie Barth
 Chief Announcer.....Clarence McKasson
 Chief Engineer.....O. Lewis Hartwig
 Record MC.....Clarence McKasson

K W F T

WICHITA FALLS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By...Wichita Broadcast. Co.
 Business Address.....Box 420
 Phone Numbers.....4182-3
 Studio Address.....Kemp Hotel
 Transmitter Locatoin.....3½ miles w. of city
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

Owner.....Joe B. Carrigan
 General Manager.....Charles E. Clough
 Merchandising Manager.....A. L. Pierce
 Publicity Director.....A. L. Pierce
 Musical Director.....Lillie Mae Comiskey
 Chief Engineer.....John Adams
 President.....Joseph B. Carrigan

UTAH

*Estimated Population, 647,102—Radio Homes, 154,111
 Stations in State—13*

K S U B

CEDAR CITY—EST. 1937

CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Utah
 Broadcasting Co.
 Address.....El Escalante Hotel
 Phone Numbers.....398, 294
 Transmitter Location.....Cedar City
 Time on the Air.....7 a.m. to 10 p.m.
 Transcription Service.....World, Keystone
 Membership.....NAB

Personnel

President.....Ivor Sharp
 General Manager.....Lennox Murdock
 Station Manager.....Roscoe A. Grover
 Chief Engineer.....Henry C. Mattingly

K V N U

LOGAN—EST. 1938

MBS-KBS

INTERMOUNTAIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Cache Valley
 Broadcasting Company
 Business Address.....1393 N. Main St.
 Phone Number.....1400
 Transmitter Location.....1393 North Main St.
 Time on the Air.....6 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knoedel

Personnel

President.....Herschel Bullen
 General-Station Manager-Secretary-
 Treasurer.....Reed Bullen

Chief Engineer.....Carroll Secrist
Record MC.....Thomas Wayman

K L O

OGDEN—EST. 1929

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Interstate Broad-
casting Corporation
Business Address.....Hotel Ben Lomond
Phone Number.....5721-2
Transmitter Location.....Kanesville, Utah
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Lewis A. Avery
Membership.....BMB

Personnel

President-Gen. Mgr.....A. L. Glasmann
Station Manager.....George B. Morgan
Sales-Commercial Mgr.Frank Kaull
Publicity Director.....Jim Mues
Chief Engineer.....Wayne Booth

K L W T

OGDEN—EST. 1946

Frequency, 730 Kc.....Power, 1,000 Watts,
day only.
Owned-Operated By.....James B. Littlejohn
Address.....P. O. Box 927, W. 12th St.
Transmitter Location.....West 12th St.
Time on the Air.....Local sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Representative.....Homer Griffith Co.

Personnel

Owner-Gen. Mgr.....James B. Littlejohn
Program Director.....Mary S. Barber
Chief Announcer.....Clifton Owen
Musical Director.....Mary S. Barber
Chief Engineer.....Robert Sevy

K O A L

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK-KBS

Frequency, 1230 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.....7 a.m.-11 p.m. (unlimited)
News Service.....UP
Representative.....Lewis Avery
(for Intermountain Network)
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....Jack Richards
Chief Engineer.....P. J. Bowman

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.....1680-1
Transmitter Location.....307 So. 17th West
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Lewis Avery
Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....Clifton A. Tolboe
Program Director.....Arthur Mortensen
Chief Engineer.....Parley Rasmusson
Record MC.....Dean Ludlow

(CALL LETTERS TO BE ASSIGNED)
PROVO*

Frequency 1490 Kc.....Power, 250 Watts
Permittee.....Central Utah Broadcasting Co.

*C.P. Pending

K A L L

SALT LAKE CITY—EST. 1945

MUTUAL—INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By...Salt Lake City Broad-
casting Co.
Address.....248 S. Main St.
Phone Number.....4-1843—4-6491
Transmitter Location.....382 W. Gregson St.
Time on the Air.....Unlimited
Newspaper Affiliation...Salt Lake Tribune-
Telegram.
News Service.....UP, INS, AP
Transcription Service.....Associated, Cole,
MacGregor, BMI
Representative.....Avery-Knodel, Inc.

Personnel

General Manager.....George C. Hatch
 Station ManagerAlvin G. Pack
 Commercial Manager...Thomas H. Anderson
 Chief Engineer.....Stanley Benson
 Record MCAl Collins

KNAK

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts
 Owner: Granite District Radio Broadcasting Co.

Operated By.....Howard D. Johnson
 Address.....219 Continental Bank Bldg.
 Phone Numbers.....5-8113 and 5-7988
 Transmitter Location.....1016 So. 6th West
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative. Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station
 Manager.....Howard D. Johnson
 Sales-Commercial Manager.....Hale Byron
 Sales Promotion.....Howard M. Buchman
 Musical Director.....Donald Penman
 Record M. C.....Armond Taylor
 Chief Engineer.....James B. Littlejohn

KDYL

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned ByIntermountain
 Broadcasting Corporation

Operated By.....S. S. Fox
 AddressTribune-Telegram Bldg.
 Phone Number5-2991
 Transmitter Location...11th W. & 33rd S. St.
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceINS; UP
 Transcription Service ...World Broadcasting
 System; NBC Thesaurus
 RepresentativeJohn Blair & Company
 MembershipNAB, BMB

Personnel

President and Gen. Mgr.....S. S. Fox
 Sales Managers...George A. Provol, National;
 E. J. Drucker, local.
 Program Director.....Emerson S. Smith
 Production Manager.....Kay W. Richins
 Publicity Director.....Frank K. Baker
 Chief Announcer.....Allen Moll

Musical Director.....Eugene Jelesnik
 Chief Engineers.....Charles L. Stockdale,
 John M. Baldwin.

KSL

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service
 Corporation of Utah

Address.....10 So. Main St.
 Phone Number5-4641
 Transmitter LocationSaltair, Utah
 Time on the Air.....6 a.m. to 1 a.m.
 Transcription Service.....Standard;
 Lang-Worth; Associated
 News Service.....AP, UP
 RepresentativeEdward Petry & Company
 Membership.....NAB, BMB

Personnel

President.....J. Reuben Clark, Jr.
 General Manager-Vice-President...Ivor Sharp
 Exec. Asst. in Charge
 Public Affairs.....Ralph W. Hardy
 Commercial Manager.....F. B. McLatchy
 Exec. Asst. in Charge of
 Engineering.....C. Richard Evans

THE
 STATION
 MOST
 UTAHNS
 LISTEN
 TO
 MOST

KDYL
 SALT LAKE CITY
 UTAH'S NBC STATION

National
 Representatives
 John Blair & Co.

K U T A

SALT LAKE CITY—EST. 1938

ABC

ROCKY MOUNTAIN NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.... Utah Broadcasting
& Television Co.

Address29 South State Street
Phone Number3-2737
Transmitter LocationNorth Salt Lake
Time on the Air.....6 a.m. to 1 a.m.
News ServiceUP
Transcription Service.....Standard Radio,
Lang-Worth

Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President-Gen. Manager....Frank C. Carman
Commercial Manager.....Jack A. Burnett
Sales Promotion-
Merchandising Manager....Jack A. Burnett
Chief Engineer.....Wendell Bell

K J A M

VERNAL—EST. 1945

Frequency: 1340 Kc.....Power 250 Watts
Owned-Operated By..Uintah Broadcasting Co.
AddressHotel Vernal
Transmitter Location.....Hotel Vernal
Time on the Air.....7 a.m. to 10 p.m.
Transcription ServiceWorld
Representative.....Homer Griffith, Inc.
Membership NAB

Personnel

President-Owner.....James C. Wallentine
General Manager.....Howard D. Johnson
Station Manager-
Program Director.....Leland E. Walker
Commercial Manager-
Sales Promotion Mgr...Clem L. Rawlins, Jr.
Chief Engineer.....David A. King
Record MC.....Lee Walker

VERMONT

*Estimated Population 336,816—Radio Homes 81,937
Stations in State 5*

W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By....WCAX Broadcasting
Corp.

Address137 Main St.
Phone NumberBurlington 2000
Transmitter Location....Colchester, Vermont
Time on the Air.....6:29 a.m. to 12:05 a.m.;
Sundays: 8 a.m. to 12:05 a.m.

News ServiceUP
Transcription Service.....World, Lang-Worth
RepresentativeWeed & Company
Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....C. P. Hasbrook
Commercial Manager.....John D. Swan
Program Director.....Robert L. Burger
Production Manager.....Milton R. Slater
Chief Engineer.....James W. Tierney
Record MC.....Robert L. Burger

W J O Y

BURLINGTON—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Vermont Broad. Corp.
Address633 Main Street

Phone Number.....Burlington 5400
Transmitter Location.....633 Main Street
Time on the Air.....17 hours
News ServiceAP

Transcription Service.....Thesaurus
Representatives....Joseph Hershey McGillvra,
Inc.; Bertha Bannan
Membership NAB

Personnel

President.....D. W. Howe
Station Mgr.-Program Dir.....A. E. Spckes
Commercial-Sales Mgr.....T. R. Morrow
Production ManagerVal Carter
Musical Director.....Robert Hildreth, Jr.
Chief Engineer.....John C. Quill

W S Y B

RUTLAND—EST. 1930
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK—KBS

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.....7:15 a.m. to 11:15 p.m.
 News Service.....UP
 Representative..Joseph Hershey McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President and General Mgr.....Philip Weiss
 Station Manager.....J. H. Weiss
 Commercial Manager.....P. Weiss
 Chief Announcer.....Ira Huey
 Chief Engineer.....N. K. Ransom

W W S R

ST. ALBANS—EST. 1941
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 w. d.
 Owned-Operated By....Vermont Radio Corp.
 Address.....32 N. Main St.
 Phone Number.....1390

Transmitter Location.....Swanton Road
 Time on the Air.....Daytime
 Transcription Service.....World
 Representative.....Howard H. Wilson Co.

Personnel

President.....Lloyd Squier
 General Mgr.-Station Mgr....Warren Marsden
 Chief Engineer.....Theodore Boisvert

W D E V

WATERBURY—EST. 1931
MUTUAL—YANKEE—KBS

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lloyd E. Squier &
 William G. Ricker
 Address.....8 Stowe St.
 Phone Number.....13
 Transmitter Location.....Blush Hill
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service....World Broadcasting
 Representative.....Howard H. Wilson Co.
 Membership.....BMB

Personnel

President.....Lloyd E. Squier
 General Mgr.-Station Mgr....Lloyd E. Squier
 Commercial Manager.....Harrison Fowler
 Program Director.....Tom Dodd
 Chief Announcer.....Fred Haggerty
 Chief Engineer.....Paul A. Hurd

VIRGINIA

Estimated Population, 3,054,565—Radio Homes, 605,836
Stations in State—31

W P I K

ALEXANDRIA—EST. 1945

Frequency: 730 Kc.....Power: 1000 w. d.
 Owned-Operated By...Potomac Broad. Corp.
 Address.....Hotel George Mason
 Phone Number.....Overlook 3000
 Transmitter Location.....Telegraph Road
 Time on the Air.....Sunrise to Sunset
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Representative..Joseph Hershey McGillvra, Inc.
 Membership.....NAB

Personnel

President.....Howard B. Hayes
 General Mgr.-Station Mgr...Howard B. Hayes
 Vice-Pres., Asst. Mgr.....Carl L. Lindberg
 Merchandising Manager....Perry P. Walders
 Program Director.....Willard Dougherty

Publicity Director.....Joyce Dougherty
 Musical Director.....Herbert Deberry
 Chief Engineer.....Carl L. Lindberg

W A R L

ARLINGTON—EST. 1946

Frequency: 780 Kc.....Power: 1000 w. d.
 Owned-Operated By.....Northern Virginia
 Broadcasters, Inc.
 Address.....3102 N. 10th Rd.
 Phone Number.....OWens 7800
 Transmitter Location.....Bailey's Cross Road
 Time on the Air.....Sunrise to sunset
 News Service.....UP
 Transcription Service.....Capital, Standard
 Representative.....Universal Radio Sales
 Membership.....NAB

Personnel

President-Owners... R. Kilbourne Castell and
Frank U. Fletcher
Chief Engineer..... Earl Merryman

WEAM

ARLINGTON—EST. 1947

Frequency: 1390 Kc..... Power: 250 Watts
Owned-Operated By..... Arlington-Fairfax
Broadcasting Corp., Inc.
Address..... Radio Bldg., 2020—16th St., N.
Time on the Air..... Unlimited

Personnel

President Haynard Magruder
Commercial Manager..... Perry Walders

WCHV

CHARLOTTESVILLE—EST. 1934

KBS—ABC

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... Barham & Barham
Address Fourth & East Market Sts.
Phone Number 2500
Transmitter Location..... Richmond Road
Time on the Air..... 6:30 a.m. to 12:05 a.m.
News Service..... AP
Transcription Service Standard
Representative..... Cox & Tans

Personnel

Owner Charles Barham, Jr.
Station Manager..... Randolph Bean
Chief Engineer..... Walter Gray

WKEY

COVINGTON—EST. 1941

ABC—KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Earl M. Key
Address..... P. O. Box 629
Phone Number 840
Transmitter Location..... Clifton Forge Rd.
Time on the Air..... 7:00 a.m.-11:00 p.m.
News Service UP
Transcription Service World
Membership NAB

Personnel

Owner Earl M. Key
General Mgr.-Station Mgr..... Earl M. Key
Commercial Manager..... Carroll Harrison
Chief Engineer..... Lawrence L. Kennedy

WBTM

DANVILLE—EST. 1930

ABC

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By Piedmont Broadcast-
ing Corporation
Address Hotel Danville Building
Phone Number 2350
Transmitter Location..... River Road
Time on the Air..... 6:30 a.m. to 12:05 a.m.
News Service AP

Personnel

President..... L. N. Dibrell
General Mgr.-Station Mgr.... R. Sanford Guyer
Sales Mgr.-Sales Promotion... E. G. Gardner
Chief Engineer..... Lyle Motley
Record MC..... Ray Schreiner

WDVA

DANVILLE—EST. 1947

Frequency: 1250 Kc... Power: 5000 Watts Day—
1000 watts night
Owned-Operated By Virginia-Carolina
Broadcasting Corp.
Address..... American National Bank Bldg.
Time on the Air..... 5:30 a.m. to 12:30 a.m.
News Service UP
Transcription Services..... World, Capitol

Personnel

President..... J. D. Pruitt
General Manager..... Walter M. Windsor
Chief Engineer..... Henry D. Lea

WFVA

FREDERICKSBURG—EST. 1939

ABC—KBS

Frequency 1230 Kc..... Power: 250 Watts
Owned-Operated By... Fredericksburg Broad-
casting Corporation
Business Address..... Drawer 269
Phone Number 1261
Studio Address..... 528 Wolfe St.
Transmitter Location..... King's Highway
Time on the Air..... 7 a.m. to 10:30 p.m.
Representative Burn-Smith

Personnel

President..... Richard F. Lewis, Jr.
Station Mgr.-Sales Mgr.... Walter F. Harris, Jr.
Chief Engineer..... W. S. Candler

WBOB

GALAX—EST. 1946

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... Carrol-Grayson
Broadcasting Corp.

Business AddressGalax
 Phone Number.....300
 Studio Address.....Popular Knob Road
 Transmitter Location.....Popular Knob Road
 News Service.....AP

Personnel

President.....Robert V. Morris
 General Manager.....John W. Shultz
 Chief Engineer.....Carl E. Duckett

W S V A

HARRISONBURG—EST. 1933
 NATIONAL BROADCASTING CO.

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Shenandoah Valley
 Broadcasting Corporation

Address.....Newman Building
 Phone Number.....875 or 550
 Transmitter Location.....Five miles south of
 Harrisonburg on U. S. Route 11

Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard, Cole
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Fred Allman
 Commercial Manager.....Robert B. Harrington
 Sales Promotion Mgr.....Robert B. Harrington
 Program Director.....R. H. Dick Johnson
 Publicity Director.....R. H. Dick Johnson
 Chief Announcer.....Richard Eyrich
 Musical Director.....R. H. Dick Johnson
 Chief Engineer.....Warren L. Braun
 Record MC.....Hod A. Love

W L V A

LYNCHBURG—EST. 1930
 ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Lynchburg Broad-
 casting Corp.

Address.....Allied Arts Bldg.
 Phone Number.....3030
 Transmitter Location.....Morgan Street
 Time on the Air.....17 hours, 35 minutes
 News Service.....AP
 Transcription Service.....Lang-Worth; Standard
 Membership.....NAB

Personnel

President.....Edward A. Allen
 General Manager.....Philip P. Allen
 Commercial Manager.....Jos. F. Wright, Jr.
 Sales Promotion.....Jos. F. Wright, Jr.
 Program Director.....Eric F. Lund
 Chief Engineer.....John T. 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.

Business Address.....Martinsville
 Phone Number.....2152
 Studio Address.....Figsboro Road
 Transmitter Location.....Figsboro Road
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service.....Keystone
 Membership.....NAB, BMB

Personnel

President.....William C. Barnes
 General Manager.....John W. Shultz
 Commercial Manager.....C. Robert Ray
 Sales Promotion Mgr.....Charles F. Adams
 Program Director.....Barbara Harding
 Publicity Director.....Charles F. Adams
 Chief Announcer.....Charles Harville
 Musical Director.....Holladay Yeaman
 Chief Engineer.....Dewey W. Muse
 Record MC.....Barbara Harding

W G H

NEWPORT NEWS—EST. 1928
 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Hampton Roads
 Broadcasting Corporation

Business Address.....Portlock Bldg.,
 Norfolk, Va.
 Phone Numbers.....Norfolk 27031
 Newport News 71312

Studio Address.....Portlock Bldg., Norfolk;
 Warwick Hotel, Newport News, Va.
 Transmitter Location...End Jefferson Avenue,
 Newport News, Va.

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7:15 a.m. to 1 a.m.
 Newspaper Affiliation: Newport News Daily
 Press; Newport News Times-Herald
 News Service.....AP
 Transcription Service...Standard, Lang-Worth
 Representative.....Burn-Smith Company
 Membership.....NAB, BMB

Personnel

President.....Raymond B. Bottom
 Vice-Pres.-Gen. Mgr.....Edward E. Bishop
 Station Manager.....Edward E. Bishop
 Commercial Manager.....Edward E. Edgar
 Program Director.....Jack A. Black
 Publicity Director.....Edward E. Edgar
 Chief Engineer.....Charles A. Runyan
 Record MC.....George Thomas

W L O W

NORFOLK—EST. 1946

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Commonwealth
 Broadcasting Corp.
 Address.....Granby St. & Brooke Ave.
 Transmitter Location.....Western Branch, Va.
 Time on the Air.....Sunrise to Sunset
 News Service.....UP
 Transcription Service.....Associated
 Membership.....NAB

Personnel

President.....E. L. Scott
 Vice-Pres.-General Mgr.....Robert Wasdon
 Station Mgr.-Commercial Mgr.....Coburn Gum
 Program Director.....Raymond Penner
 Chief Engineer.....Jack Siegel

W T A R

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..Norfolk Newspapers, Inc.
 Address ..National Bank of Commerce Bldg.
 Phone Number.....25671
 Transmitter Location ..Glen Rock
 Time on the Air.....6 a.m. to 1 p.m.
 Newspaper Affiliation ..Norfolk
 Newspapers, Inc.
 News Service.....AP; UP
 Transcription Service.....Standard Radio,
 Langworth
 Representative ..Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr....Campbell Arnoux
 Commercial Manager.....John W. New
 Program Director...Henry Cowles Whitehead
 Production Manager.....Clyde Moser
 Chief Engineer.....John Peffer
 Record MC.....Trafton Robertson

W N V A

NORTON—EST. 1945

MUTUAL—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Blaufox Radio Co., Inc.
 Address ..Norton, Va.
 Time on the Air.....7 a.m. to 11 p.m.
 Representative ..Burn-Smith

Personnel

Manager ..Jack Helms

W S S V

PETERSBURG—EST. 1945

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Southside Virginia
 Broadcasting Corp.
 Address.....112 W. Tabb Street
 Phone Number ..3881-2
 Transmitter Location...Lt. Run, East Bank St.
 Time on the Air.....6:30 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard
 Representative ..Burn-Smith
 Membership ..EMB

Personnel

Pres. and Gen. Mgr.....Louis H. Peterson
 Sales Manager.....Roger J. Hickey
 Commercial Manager.....Arthur Beckwith
 Merchandising Manager...Alex M. Campbell
 Program Director.....Paul C. Louther
 Production Manager.....Mary Ruth Carroll
 Publicity Director.....Nellie W. Andrews
 Chief Announcer.....John B. H. Leuther
 Musical Director.....Carl A. Hart
 Chief Engineer.....Edward F. Schwarz
 Record MC.....Don Laiffer

W S A P

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Portsmouth Radio Corp.
 Address ..Professional Bldg.
 Phone Number ..6383
 Transmitter Location ..1318 Spratley St.
 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, Thesaurus
 Representative..Joseph Hershey McGillvra, Inc.
 Membership ..NAB

Personnel

President.....Tom Gilman
 General Manager.....T. W. Aydtlett
 Sales Manager.....Jack Norfleet
 Program Director.....Ernest Tannen
 Publicity Director.....Abbot Lutz
 Chief Engineer.....Frederic F. Clair

W P U V

PULASKI—EST. 1946

MUTUAL—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad. Co.
 Address.....Pulaski, Va.
 Phone Number.....3-3931
 Transmitter Location.....Cool Springs
 Time on the Air.....6 a.m. to 11:15 p.m.
 Newspaper Affiliation...The Southwest Times
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer, Inc.
 Membership.....NAB

Personnel

Owner.....Howard R. Imboden
 General Manager.....Robert C. Wolfenden
 Chief Engineer.....Fitzgerald McDaniel
 Record MC.....James H. Mayes, Jr.

W B B L*

RICHMOND—EST. 1924

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Grace Covenant
 Presbyterian Church
 Address.....1627 Monument Avenue
 Phone Number.....57941
 Transmitter Location...1627 Monument Ave.
 Time on the Air: Special hours on Sundays
 only
 *(Non-Commercial Station)

W L E E

RICHMOND—EST. 1945

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Thomas Tinsley, Jr.
 Address.....Broad-Grace Arcade
 Phone Number.....3-6741
 Transmitter Location....Colorado Ave. and
 Sumpter Street
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....EMB

Personnel

President.....Thomas G. Tinsley, Jr.
 General Manager.....Irvin G. Abeloff
 Operations Manager.....R. W. Baker
 Musical Director.....Roberta J. Morris
 Chief Engineer.....George W. McGuigan, Jr.

W R N L

RICHMOND—EST. 1929

ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By...Richmond Radio Corp.
 Address.....323 E. Grace St.
 Phone Number.....33436
 Transmitter Location.....Wilkinson Road
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.

Newspaper Affiliation.....Richmond News-
 papers, Inc.

News Service.....AP
 Transcription Service.....Standard, Capitol
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President.....D. Tennant Bryan
 General Manager.....E. S. Whitlock
 Commercial Manager.....E. S. Whitlock
 Assistant Manager.....G. Mallory Freeman
 Production Manager.....Richard A. Velz
 Chief Engineer.....Walter R. Selden

THE SELLING VOICE
 IN THE BUYING MARKET
 GIVES GREATER PROFITS

WDBL 5000 WATTS
 RICHMOND, VA.
 NIGHT & DAY 910 KC

EDWARD PETRY & CO., INC.,
 NATIONAL REPRESENTATIVES

W M B G

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By.....Havens & Martin, Inc.
 Address3301 West Broad Street
 Phone Number 5-8611
 Transmitter Location.....Staples Mill Road
 Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceTransradio
 Transcription Service.....Thesaurus,
 Lang-Worth, BMI
 RepresentativeJohn Blair & Company
 MembershipNAB, EMB

Personnel

Pres. and Gen. Mgr.....Wilbur M. Havens
 Station Manager.....Walter A. Bowry, Jr.
 Commercial Manager....Ralph D. Wallerstein
 Program Director.....Allan J. Phaup, Jr.
 Production Manager.....Conrad Rianhard
 Chief Announcer.....John V. Shand
 Musical Director.....George U. Lyon
 Chief Engineer.....Wilfred H. Wood

W R V A

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
 Owned-Operated By.....Larus & Brother Co.
 Business Address.....Hotel Richmond
 Phone Number 3-6633
 Studio Addresses: Hotel Richmond; 1506 Colley
 Ave., Norfolk, Va.
 Transmitter LocationEdgeworth, Henrico
 County, Va.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 7 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....World, Lang-Worth
 RepresentativePaul H. Raymer Co.
 MembershipNAB, BMB

Personnel

General Manager.....C. T. Lucy
 Commercial Manager.....Earron Howard
 Program Director.....Samuel S. Carey
 Production Manager.....John Tansey
 Promotion Manager.....Jack Stone
 Chief Engineer.....D. C. Woods

W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Times-World Corp.
 Business Address.....P. O. Box 150
 Phone Number 8131
 Studio Address124 W. Kirk Ave.
 Transmitter Location...Colonial Ave., Colonial
 Heights
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 Newspaper AffiliationRoanoke Times;
 Roanoke World News
 News Service.....AP, UP
 Transcription Service.....Lang-Worth; WBS
 RepresentativeFree & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....J. P. Fishburn
 General Manager.....Ray P. Jordan
 Commercial Manager....John W. Harkrader
 Program Director.....Paul E. Reynolds
 Chief Engineer.....J. E. Newman

W R O V

ROANOKE—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Roanoke, Inc.
 Address.....Mountain Trust Bank Bldg.
 Phone Number 3-4444
 Transmitter Location...15th & Cleveland Ave.
 Time on the Air.....6 a.m. to midnight
 News ServiceReuters
 Transcription Service.....Lang-Worth,
 W. E. Long
 Membership NAB

Personnel

President.....Leo F. Henebry
 Gen. Mgr.-Station Mgr..Lambert B. Beeuwkes
 Commercial Manager.....Frank E. Koehler
 Sales Promotion Mgr.....Frank E. Koehler
 Program Director.....Gordon R. Phillips
 Production Manager.....David Kent
 Publicity Director.....Dan Cronin
 Chief Engineer.....J. J. Ralston
 Record MC.....Dick Knowles

W S L S

ROANOKE—EST. 1940

ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Roanoke Broadcast-
 ing Corp.
 AddressShenandoah Life Building

Phone Number 9227
 Transmitter Location ..Shenandoah Life Bldg.
 Time on the Air..... 5 a.m. to 12:05 p.m.:
 Sundays: 7 a.m. to 12:05 p.m.
 News ServiceAP
 Transcription Service.....Thesaurus,
 Lang-Worth, BMI, Cole
 Membership.....NAB, BMB

Personnel

General Mgr.-Station Mgr....James H. Moore
 Business and Commercial
 ManagerHorace Fitzpatrick
 Program Director.....Robert W. Menefee
 Production Manager.....Francis Ballard
 Chief Engineer.....J. Philipps Briggs

W T O N

STAUNTON—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Charles P. Blackley
 AddressMorrison Bldg.
 Phone Number.....1400
 Transmitter Location.....Near Waynesboro
 Highway
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 Sunday, 8 a.m. to midnight
 News ServiceAP
 Transcription ServiceWorld
 Membership NAB

Personnel

Owner and Gen. Mgr....Charles P. Blackley
 Commercial Manager.....Charles E. Seebeck
 Promotion Manager.....Charles E. Seebeck
 Program Director.....Fulton King
 Publicity Director.....Charles E. Seebeck
 Chief Engineer.....Rex Houser
 Record MC.....Fulton King

W L P M

SUFFOLK—EST. 1940

AMERICAN BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By ...Suffolk Broadcasting
 Address105 Bank Street
 Phone Number1420-1
 Transmitter LocationRoute No. 460
 Time on the Air.....7 a.m. to midnight
 News ServiceUP
 Transcription Service.....Lang-Worth
 RepresentativeSears & Ayer
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Fred L. Hart
 Commercial Manager.....Fred L. Hart
 Program Manager.....Allen B. Jones
 News Editor.....William Warwick
 Musical Director.....Ida Barrett
 Chief Engineer.....Veryl W. Rupp
 Record MC.....Earl Hundley

W I N C

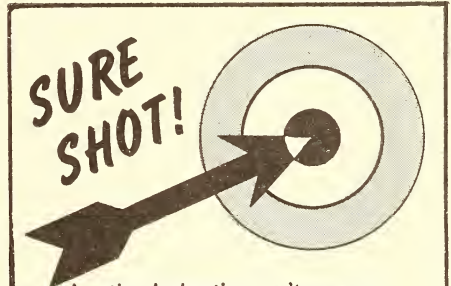
WINCHESTER—EST. 1941

ABC—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Richard Field Lewis, Jr.
 Business Address.....Drawer 605
 Phone NumberWinchester 4855
 Studio Address.....WINC Bldg.
 Transmitter LocationWINC Bldg.
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 Transcription ServiceLang-Worth
 Membership.....NAB, BMB

Personnel

Owner and Gen. Mgr...Richard Field Lewis, Jr.
 Commercial Manager.....John Carl Morgan
 Chief Engineer.....Philip B. Whitney



A national advertiser can't go wrong following the lead of over two hundred local advertisers who have proven to their complete satisfaction that WTON is the sales producing station of the Shenandoah Valley!

Network Affiliation—AMER. B'CASTING CO.

W T O N

CHARLES P. BLACKLEY, Gen. Mgr.
 CHARLES E. SEEBECK, Sales Mgr.

STAUNTON

VIRGINIA

250 WATTS

Full Time

1400 kc

WASHINGTON

Estimated Population, 2,121,992—Radio Homes, 658,296
Stations in State—34

KXRO

ABERDEEN—EST. 1927

UNITED PACIFIC—KBS

MUTUAL—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Address.....207½ E. Market St.
Phone Number.....Aberdeen 4098
Transmitter Location.....1308 Coolidge Rd.
Time on the Air.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Harry R. Spence
Station Manager.....Fred G. Goddard
Commercial Manager.....Bertha G. Ruby
Sales Promotion Mgr....John Duane Johnson
Production Manager.....Stan Spiegle
Publicity Director.....John Duane Johnson
Chief Engineer.....Bill Cunningham

KVOS

BELLINGHAM—EST. 1929

ABC—KBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Address.....KVOS Bldg.
Phone Number.....4200
Transmitter Location.....2074 Yew St. Rd.
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service....MacGregor & World
Representative.....John Keiting
Membership.....BMB, WSAB

Personnel

President.....Rogan Jones
General Manager.....Frank Adams
Sales Manager.....Fred Elsethagen
Sales Promotion Manager...Fred Elsethagen
Program Director.....John Griswold
Publicity Director.....Hal Reeves
Chief Announcer.....Bud Clark
Chief Engineer.....Mel Featherkile
Record MC.....Tom Haveman

(CALL LETTERS TO BE ASSIGNED)
BREMERTON*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Eremerton Broad. Co.

*C.P. Pending

KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting
Corporation
Address.....P.O. Box 827, Chehalis
P. O. Box 720, Centralia
Phone Numbers ...Centralia 721; Chehalis
721
Studio Address.....Highway 99,
midway between Chehalis-Centralia
Transmitter Location: (Midway between Cen-
tralia and Chehalis), Hiway 99
Time on the Air.....6 a.m. to midnight
News Service.....UP
Membership.....NAB, BMB

Personnel

Owners.....J. Elroy McCaw, Mabel Gwinn
General Mgr.-Station Mgr.....Joe Chytil
Commercial Manager.....Robt. S. Brister
Program Director.....Kenneth Sulston
Production Manager....Dudley E. Gaylord, Jr.
Publicity Director.....Schuyler Hill
Chief Engineer.....Ellwood Lippincott
Record MC.....Arnold Werner

KCOW

ELLENSBURG—EST. 1946

PACIFIC NORTHWEST BROADCASTERS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Washington
Broadcasters, Inc.
Address.....Box 678
Phone Number.....2-4406
Transmitter Location.....Route 2
Time on the Air.....6:30 a.m. to 9:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth,
McGregor, Keystone
Representative.....The Walker Co.
Membership.....NAB

Personnel

President.....Goodwin Chase, Jr.
 General Mgr. Station Mgr.....Joe Kendall
 Sales Manager.....Robert Vaughan
 Program Director.....William Thomas
 Publicity Director.....Joe Kendall
 Chief Announcer.....William Thomas
 Musical Director.....Wendall Kinney
 Chief Engineer.....Vern Totten

(Call Letters to Be Assigned)

ELLENSBURG*

Frequency: 1430 Kc.....Power: 250 Watts
 Owned-Operated By.....Kittitas Valley
 Broadcasting Station
 Address.....Route 2

Personnel

Owners.....Gilbert H. Kaynor,
 Howard H. Kaynor

*C.P. (Was pending)

K R K O

EVERETT—EST. 1922

MUTUAL—DON LEE—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Everett Broadcasting
 Co., Inc.
 Address.....KRKO Bldg.
 Phone Number.....Main 523
 Transmitter Location.....KRKO Bldg.
 Time on the Air.....6 a.m. to Midnight
 News Service.....UP
 Transcription Service.....SESAC, Cole,
 MacGregor
 Representative.....John Keating
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....William R. Taft
 Sales-Commercial Mgr.....D. A. Baker
 Sales Promotion Mgr.....Marlin Smythe
 Program Dir.-Publicity Dir.....Marlin Smythe
 Musical Director.....Merlin Matheny
 Chief Engineer.....Earl Gerdon

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broad-
 casting Corp.
 Address...National Bank of Commerce Bldg.
 Phone Number.....1500

Transmitter Location.....Ocean Beach
 Highway
 Time on the Air.....Full Time
 Transcription Service.....World
 Newspaper Affiliation...Longview Daily News
 News Service.....UP
 Transcription Service.....World
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....C. O. Chatterton
 Sales-Commercial Mgr.....Jack Richards
 Program Director.....Claire Banks
 Chief Engineer.....John Van Voorhees
 Record MC.....Paul Sawin

(CALL LETTERS TO BE ASSIGNED)

MOSES LAKE*

Frequency: 1490 Kc.....Power: 250 Watts
 Permittee.....Col. Basin Broadcasters

*C.P.

K B R C

MT. VERNON—EST. 1946

Frequency: 1430 Kc.....Power: 500 Watts
 Owned-Operated By.....Beckley Radio Co.
 Address.....Box 240
 Transmitter Location...½ mile west Mt. Vernon
 on Anacortes Memorial Highway
 Time on the Air.....6 a.m. to Sunset
 News Service.....UP
 Transcription Service.....Standard, Long
 Membership.....NAB

Personnel

Pres., Gen.-Station Mgr.....Leo H. Beckley
 Commercial Manager.....Robert J. Wells
 Sales Promotion Mgr.....Robert J. Wells
 Program Director.....Nancy Griffin
 Chief Engineer.....Melvin Herr

K G Y

OLYMPIA—EST. 1922

MUTUAL—DON LEE—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Tom Olson
 Address.....Olympia
 Phone Number.....6636
 Studio Address.....Rockway Leland Bldg.
 Transmitter Location...Rockway Leland Bldg.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Homer Griffith
 Membership.....NAB

Personnel

Pres. and Gen. Mgr. Tom Olsen
 Commercial Manager. J. Harris Dorr
 Sales Promotion Mgr. J. Harris Dorr
 Program Director. Eve Knutsen
 Chief Announcer. Charles Roark
 Chief Engineer. Charles Roark

KPKW

PASCO—EST. 1945
 UNITED PACIFIC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Western Radio Corp.
 Address. P. O. Box 233
 Phone Number. 890
 Transmitter Location. Chase & A St.
 Time on the Air. 7 a.m. to 10 p.m.
 News Service. UP
 Transcription Service. Standard
 Representative. John Keating
 Membership. NAB

Personnel

President. V. Barney Kenworthy
 Station Manager. Don E. Seeley
 Sales Promotion Mgr. John McIlhinney
 Program Director. Walter V. Mott
 Chief Announcer. Walter V. Mott
 Chief Engineer. Walter V. Mott

KONP

PORT ANGELES—EST. 1945
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By. Radio Pacific, Inc.
 Operated By. Radio Station KONP
 Business Address. P. O. Box 311
 Phone Number. 1700
 Studio Address. 313 W. 1st Street
 Transmitter Location. 313 W. First St.
 Newspaper Affiliation. Port Angeles
 Evening News
 News Service. UP
 Transcription Service. Standard
 Representative. Sears & Ayer
 Membership. NAB, BMB

Personnel

Chief Executive. C. N. Webster
 General Manager. C. N. Webster

KWSC*

PULLMAN—EST. 1922

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By. State College of
 Washington

Address. Pullman
 Phone Number. 9021
 Studio Address. Old Science
 Bldg., State College of Wash.
 Transmitter Location. Washington State
 College Campus
 Time on the Air. 6:45 a.m. to 10 p.m.
 except Thurs. off 7:30 p.m. Not on air Sun.
 or holidays
 News Service. UP
 Transcription Service. World, Thesaurus
 Membership. NAB, BMB

Personnel

President. Wilson Compton
 Station Manager. Frederic Hayward
 Program Director. Eldon C. Barr
 Production Manager. John L. Blake
 Chief Announcer. Richard Ross
 Musical Director. Kathryn Noftsinger
 Chief Engineer. George Frese
 Record MC. Emerson Elder

*Non-Commercial Station

KEVR

SEATTLE—EST. 1925
 EVERGREEN NETWORK

Frequency: 1090 Kc. Power: 10000 Watts
 Owned-Operated By. Evergreen Broad-
 casting Corporation
 Address. 2102 Smith Tower
 Phone Number. Main 1090
 Transmitter Location. Mury-Vashon Island
 Time on the Air. 18 hrs. daily, 15 hrs. Sun.
 News Service. AP, UP
 Transcription Service. Associated, McGregor,
 Lang-Worth, SESAC
 Representative. Weed & Co.
 Membership. NAB, BMB

Personnel

Pres. and Gen. Mgr. A. W. Talbot
 Station Manager. A. W. Talbot
 Sales-Commercial Mgr. Art Moore
 Sales Promotion Mgr. Kirby Torrance
 Program Director. Harry Jordan
 Production Manager. Mel Gaurer
 Publicity Director. Kirby Torrance
 Chief Announcer. Mel Gaurer
 Musical Director. Liborius Hauptmann
 Chief Engineer. J. B. Hatfield
 Record MC. Don Porter

KIRO

SEATTLE—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 Frequency: 710 Kc. Power: 50000 Watts
 Owned-Operated By. Queen City Broad-
 casting Co.

AddressCobb Building
 Phone NumberSEneca 1500
 Transmitter Location.....Vashon-Maury
 Island, Wash.
 Time on the Air.....19 hrs. daily
 News ServiceAP
 Transcription Service...Associated, Standard
 RepresentativeFree & Peters
 Membership.....NAB, BMB

Personnel

President.....Louis K. Lear
 General Mgr.-Station Mgr.....Loren B. Stone
 Nat'l Adv. Mgr.....William F. Tucker
 Program Director.....Kenneth Yeend
 Production Manager.....Bill Corcoran
 Musical Director.....Max Dolin
 Chief Engineer.....Homer Ray, Jr.

K J R

SEATTLE—EST. 1921

ABC

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By..Totem Broadcasters, Inc.
 AddressSkinner Bldg.
 Phone NumberElliott 5890
 Transmitter Location...2600 26th Ave., S. W.
 Time on the Air...6 a.m. to 12 midnight; Sunday
 7 a.m. to midnight

News Service UP
 Transcription Service.....Thesaurus
 RepresentativeAvery-Knodel, Inc.
 Membership.....NAB, BMB

Personnel

Chief Executive.....Marshall Field
 Station Manager.....Howard Lane
 Commercial Manager.....Arthur Gerbel, Jr.
 Promotion Manager.....Maitland Jordan
 Program Manager.....Homer Pope
 Publicity Director.....Maitland Jordan
 Chief Engineer.....F. J. Brott

K O L

SEATTLE—EST. 1928

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By: Seattle Broadcasting Co.
 Address.....1229 Third Ave.
 Phone NumberMain 2312
 Transmitter Location.....1110 W. Florida St.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP, UP
 Transcription Service.....SESAC, Standard.

M. M. Cole, Associated, World
 RepresentativeJohn Blair & Company
 Membership.....NAB, BMB

Personnel

President.....Archie G. Taft, Sr.
 Station Manager.....Oliver A. Runchey

Commercial Manager.....Archie G. Taft, Jr.
 Program Director.....Robert N. Druzman
 Production Manager.....Robert N. Druzman
 Publicity Director.....Sharon Kane
 Chief Announcer.....Wheeler M. Smith
 Musical Director.....Robert N. Druzman
 Chief Engineer.....Perry C. Lind

K O M O

SEATTLE—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fisher's Blend Sta-
 tion, Inc.

Business Address.....1331 Third Ave.
 Phone NumberMain 1401
 Studio Address.....Skinner Bldg.
 Transmitter Location.....Harbor Island
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceAP
 Transcription ServiceCapitol,
 Lang-Worth

RepresentativeEdward Petry & Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....O. W. Fisher
 Commercial Manager.....Ray Baker
 Manager, Nat'l Sales.....Richard E. Green
 Program Director.....W. W. Warren
 Publicity Director.....Dolores Vance
 Musical Director.....Einar Lindblom
 Chief Engineer.....F. J. Brott

K R S C

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated ByRadio Sales Cor-
 poration

Address2939 Fourth Avenue South
 Phone NumberElliott 2480
 Transmitter Location...2939 Fourth Ave. South
 Time on the Air...24 hrs. daily except Wed.
 6 a.m. to midnight

News ServiceAP
 Transcription Service.....Associated, Lang-
 Worth, World, M. M. Cole

Membership.....NAB, BMB

Personnel

President.....P. K. Leberman
 General Manager.....Robt. E. Priebe
 Sales-Commercial Mgr.....Romig C. Fuller
 Program Director.....Ted Bell
 Chief Announcer.....Don McCune
 Chief Engineer.....George A. Freeman

K T W*

SEATTLE—EST. 1922

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By.... The First Presbyterian
 Church of Seattle
 Address 7th & Spring Sts.
 Phone Numbers..... Main 2056, Seneca 0644
 Transmitter Location.... 7th Ave. & Spring St.
 Time on the Air..... Shares time with KWSC

Personnel

President..... Dr. F. Paul McConkey
 General Manager..... James S. Ross
 Station Manager..... Don Bevilacqua
 Chief Engineer..... James S. Ross

**Non-Commercial Station*

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
 Owned By..... Universal Broadcasting Co.
 Operated By..... KXA, Inc.
 Address Bigelow Bldg.
 Phone Number Seneca 1000
 Transmitter Location ... Second Avenue and
 Union Street
 Time on the Air..... 5 a.m. to local sunset;
 Sundays: 7:30 to local sunset
 News Service UP
 Transcription Service MacGregor
 Representative..... Universal Radio Sales
 Membership..... NAB, BMB

Personnel

President..... W. I. Dumm
 Station Manager..... R. G. McArdle
 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
 Address..... 526 Riverside Ave.
 Phone Number Riverside 8033
 Transmitter Location.... 526 Riverside Ave.
 Time on the Air..... 6:30 a.m. to 12 p.m.;
 Sundays: 7 a.m. to 11 p.m.
 News Service UP
 Transcription Service..... World
 Representative..... Joseph Hershey McGillvra
 Membership NAB

Personnel

President..... Arthur L. Smith
 General Manager..... R. G. McBroom
 Chief Engineer..... Chester Brown
 Record MC..... Alex La Com

K F P Y

SPOKANE—EST. 1922

**COLUMBIA BROADCASTING SYSTEM
 PACIFIC NORTHWEST BROADCASTERS**

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By..... Symons Broad-
 casting Company
 Address Symons Block
 Phone Number Main 1218
 Transmitter Location.... South East of City
 Time on the Air..... 6 a.m. to midnight
 News Service UP
 Transcription Service... Lang-Worth, Keystone,
 SESAC, C. P. MacGregor
 Representative..... The Walker Co.
 Membership..... NAB, BMB

Personnel

Pres. and Gen. Mgr..... E. B. Craney
 Sales Manager..... Bryon Woolston
 Sales Promotion Mgr..... Bob Rutter
 Program Director..... George McGowan
 Production Manager..... Del Yandon
 Chief Engineer..... George Langford
 Record MC..... Ray Bennett

K G A

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc. Power: 10000 Watts
 Owned-Operated By Louis Wasmer
 Address Radio Central Building
 Phone Number Main 5383
 Transmitter Location.... 4102 S. Regal
 Time on the Air..... 6 a.m. to midnight
 News Service AP
 Transcription Service..... Associated,
 M. M. Cole, Capitol
 Representative..... Edw. Petry & Co., Inc.
 Membership NAB

Personnel

Owner Louis Wasmer
 General Manager..... Harvey Wixson
 Program Director..... A. L. Fuller
 Musical Director..... Anthony A. Pinski, Jr.
 Chief Engineer..... Al G. Sparling

K H Q

SPOKANE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....KHQ, Inc.
 AddressRadio Central Building
 Phone Number.....Main 5131
 Transmitter Location.....49th and Regal Sts.
 Time on the Air.....6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 Newspaper Affiliation.....The Chronicle
 Publishing Co.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Katz Agency
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....Arthur L. Bright
 Sales Manager.....R. O. Dunning
 Program Director.....R. W. Erazel
 Production Manager.....Paul Law
 Publicity Director.....Clarence Talbot
 Chief Announcer.....Paul Law
 Musical Director.....Art Zepp
 Chief Engineer.....John Walker

K R E M

SPOKANE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Cole E. Wylie
 AddressRealty Building
 Phone Number.....Main 3333
 Transmitter Location.....Realty Building
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth

Personnel

President-Owner.....Cole E. Wylie
 General Manager.....Cole E. Wylie

K M O

TACOMA—EST. 1926

MUTUAL—DON LEE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Carl E. Haymond
 Address914½ Broadway
 Phone Number.....Main 4144
 Transmitter Location.....File, Wash.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Standard, Capitol,
 SESAC, M. M. Cole

Representatives...Joseph H. McGilvra, Inc.,
 Duncan A. Scott Co., John Keating
 Membership.....NAB

Personnel

President.....Carl E. Haymond
 General Manager.....Jamss A. Murphy
 Station Manager.....Jerry Geehan
 Sales Promotion Manager.....R. T. McKenzie
 Program Dir.-Publicity Dir.....Verne E. Sawyer
 Chief Announcer.....Arnold Benum
 Record MC.....Bob Koons

K T B I

TACOMA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. with CP to 810...Power:
 250 Watts with DP to Kw.
 Owned-Operated By.....Tacoma Broadcasters,
 Inc.
 Address212 Puget Sound Bank Bldg.
 Phone NumberBRoadway 2241
 Transmitter Location.....212 Puget Sound
 Bank Bldg.
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Associated, World
 Membership.....NAB, BMB

Personnel

President.....Harold J. Quilliam
 General Manager.....Burke Ormsby
 Sales-Commercial Mgr.....King Mitchell
 Chief Engineer.....Don McCroskey

K V I

TACOMA—EST. 1929

MUTUAL—DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Puget Sound Broad-
 casting Company, Inc.
 Address.....Rust Building
 Phone NumberBroadway 4211
 Transmitter Location ..Vashon Island, Wash.
 Time on the Air.....Unlimited
 News ServiceAP
 Transcription Service..Associated, Lang-Worth
 Membership.....NAB, BMB

Personnel

President.....Vernice Irwin
 General Mgr.-Station Mgr.....Vernice Irwin
 Sales Promotion Mgr.....Robert Hayward
 Program Director.....Larry Huseby

Production Manager.....Harry Long
 Chief Announcer.....Larry Huseby
 Chief Engineer.....D. M. MacDonough
 Record MC.....Buck Ritchey

K V A N

VANCOUVER—EST. 1938

Frequency: 910 Kc.....Power: 500 Watts
 Owned-Operated By.....Vancouver Radio Corporation
 Address.....707½ Main St.
 Phone Numbers.....150, Portland, BE-4927
 Transmitter Location.....Fruit Valley Road
 Time on the Air.....6 a.m. to sundown
 News Service.....UP
 Transcription Service.....Standard, World,
 Representative.....Homer R. Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Sheldon F. Sackett
 General Mgr.—Station Mgr.....Fred F. Chitty
 Sales Manager.....Mark DeLauney
 Program Director.....Charlene Jackson
 Publicity Director.....George W. Conner
 Chief Announcer.....Robert G. Deihl
 Chief Engineer.....Edgar R. Means

K U J

WALLA WALLA—EST. 1928

MUTUAL—DON LEE BROADCASTING SYSTEM
 Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By.....KUJ, Inc.
 Address.....Whitman Hotel,
 Second and Rose Streets
 Phone Number.....1230
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road
 Time on the Air.....6:45 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representatives.....Homer Griffith Co.,
 John Keating
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....H. E. Studebaker
 Local Sales Manager.....Norval Arnes
 Nat'l Sales Promotion Mgr....Donald A. Wike
 Program Director.....Howard Rhoads
 Production Manager.....Don Keith
 Chief Engineer.....M. L. MacLafferty

**(CALL LETTERS TO BE ASSIGNED)
 WALA WALA***

Frequency: 1490 Kc.....Power: 250 Watts
 Permittee.....Wala Wala Broadcasting Co.

*C.P.

K P Q

WENATCHEE—EST. 1930

ABC

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Westcoast Broad-
 casting Company
 Address.....Second & Columbia
 Phone Numbers.....45 and 875
 Transmitter Location...Junction of Wenatchee
 and Columbia Rivers
 Time on the Air.....6:30 a.m. to 11:15 p.m.
 News Service.....UP
 Transcription Service.....World and SESAC
 Representative

Joseph Hershey McGillvra, Inc.

Membership.....BMB

Personnel

President.....Rogan Jones
 General Manager.....James Wallace
 Sales Manager.....Merle L. Thompson
 Chief Engineer.....Bob Sutton
 Record MC.....Bill Green

**For the best
 in science news . . .**

AP

KIT

YAKIMA—EST. 1929

MUTUAL

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated ByCarl E. Haymond
 Address.....414 E. Yakima Ave.
 Phone Number8115
 Transmitter LocationSouth of Yakima
 Time on the Air: 6:00 a.m.-12 Midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service...Lang-Worth, Standard,
 Cole, SESAC, Capitol
 Representatives...Jos. Hershey McGillvra, Inc.,
 Duncan A. Scott, John Keating

Personnel

Owner.....Carl E. Haymond
 Director.....James A. Murphy
 Station Manager.....John K. Clarke
 Sales-Commercial Mgr.....Harrison A. Miller
 Sales Promotion Mgr.....William B. Hansen

Musical Director-Record MC.....Gene Hess
 Chief Engineer.....Harry B. Murphy

KTYW

YAKIMA—EST. 1944

COLUMBIA PACIFIC NETWORK

Frequency: 1460 Kc.....Power: 500 Watts
 Owned-Operated By.....Cascade Broad-
 casting Company, Inc.
 Business Address.....Terrace Heights Rd.
 Phone Number6104
 Studio Address.....Terrace Heights Road
 Transmitter Location.....E. Terrace Heights
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceAP
 Transcription Service...Lang-Worth, SESAC
 Representatives.....Howard H. Wilson Co.,
 W. S. Grant, John Keating

Personnel

General Manager.....Bartley Sims
 President-Manager.....R. Lee Block

WEST VIRGINIA

*Estimated Population, 1,901,591—Radio Homes, 386,949
 Stations in State—23*

WJLS

BECKLEY—EST. 1939

CBS

Frequency: 560 KC.....Power: 1000 Watts D.,
 500 Watts N.
 Owned-Operated By.....Joe L. Smith, Jr.
 Address.....101½ Main St.
 Transmitter Location.....Maxwell Hill
 Phone Number7311
 Time on the Air:Unlimited
 News ServiceUP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co., Inc.
 MembershipNAB, BMB

Personnel

Owner-General Manager.....Joe L. Smith, Jr.
 Station Manager.....Virginia N. Cooper
 Sales-Commercial Manager.....Robert Burns
 Sales Promotion Manager-
 Publicity DirectorBenton Boone Boggs
 Program Dir.-Prod. Mgr.....Jerry McDevitt
 Chief AnnouncerJack Pevora
 Musical Director.....Jewel Fitzgerald
 Chief Engineer.....A. L. Ginkel

WWNR

BECKLEY—EST. 1946

MUTUAL

Frequency: 1450.....Power: 250 Watts
 Owned-Operated By.....Rahall Broadcasting
 Co., Inc.
 Address.....1565 Harper Road
 Phone Number9309-9300
 Transmitter Location.....1565 Harper Road
 Time on the Air:.....Unlimited
 News ServiceAP
 Transcription Service.....Lang-Worth
 RepresentativeJoseph Hershey
 McGillvra, Inc.
 MembershipNAB

Personnel

President-Owner-
 General ManagerN. Joe Rahall
 Station Manager-
 Commercial ManagerHoward J. Forbes
 Program DirectorSteve Fisher
 Chief Engineer.....James Bucy
 Record MC.....Jack Collette

WHIS

BLUEFIELD—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Daily Telegraph
 Printing Co.
 Address 623 Commerce St.
 Phone Number 7115
 Transmitter Location Harry Heights
 Time on the Air 5 a.m. to 12 midnight
 Newspaper Affiliation Bluefield Daily Tele-
 graph; Sunset News
 News Service AP
 Transcription Service: World, Lang-Worth
 Representative The Katz Agency

Personnel

President H. I. Shott
 General Manager J. Lindsey Alley
 Asst. Station Mgr. Pat Flanagan
 Sales-Commercial Mgr. Pat Murphey
 Program Director Melvin Barnett
 Publicity Director Elsie Thomas
 Musical Director Barnes Nash

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 Numbers 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, SESAC
 Representative The Branham Co.
 Membership NAB, BMB

Personnel

President John A. Kennedy
 General Manager Howard L. Cheroff
 Sales Promotion-
 Merchandising Manager John Sinclair
 Program Dir.-Prod. Mgr. Berton Sonis
 Publicity Director John Sinclair
 Musical Director Leah Sloman
 Chief Engineer Odes Robinson

WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By Kanawha Valley
 Broadcasting Company
 Business Address Box 2909
 Studio Address Empire Bldg.
 Phone Number 37-541 & 37-542
 Transmitter Location ... Coal Branch Heights
 Time on the Air 6 a.m. to 1 a.m.;
 Sundays: 8 a.m. to 1 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra, Inc.
 Membership NAB

Personnel

President-Owner R. M. Venable
 Gen. Mgr.-Station Mgr. John S. Phillips
 Sales Promotion Mgr. Norman A. Gittleson
 Program Director C. P. Vogel, Jr.
 Publicity Director Ted Sanford
 Musical Director Don Evans
 Chief Engineer George Whiteman
 Record MC Gil Brooks

WKNA

CHARLESTON—EST. 1946

AMERICAN BROADCASTING COMPANY

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By Joe L. Smith, Jr.
 Address 804 Kanawha Blvd.
 Phone Number 27-522
 Transmitter Location ... Tyler Mountain, U. S.
 Route 35
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard
 Representative Weed

Personnel

Owner Joe L. Smith, Jr.
 General Mgr., Station Mgr.,
 Sales Manager John T. Gelder
 Sales-Promotion Mgr., Program Dir.,
 Publicity Director Frank E. Shaffer
 Chief Engineer Taylor Marcum
 Record MC Floyd Starr

WTIP

CHARLESTON—EST. 1946

MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
 Owned By ... Chemical City Broadcasting Co.
 Operated By Gus Zaharis & Penelope
 Zaharis
 Business Address P. O. Box 3032
 Phone Number 23-136

Studio Address.....712 Fife St. at Capitol
 Transmitter Location.....Ferry Branch Road
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Howard B. Wilson Co.
 Membership.....NAB

Personnel

President, Gen. and Station Mgr., Gus Zaharis
 Commercial Mgr.,
 Sales Promotion Mgr., Bernard Sammons
 Program Director, Production Mgr.,
 Publicity Director.....Mel Swillinger
 Chief Engineer.....Gus Zaharis

W C A W

CHARLESTON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Broadcasting
 Corp.
 Business Address.....P.O. Box 2791
 Studio Address.....1600 McCorkle Ave., S.E.
 Transmitter Location..1600 McCorkle Ave., S.E.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB

Personnel

President-Owner.....Garland F. Wilkinson
 General Mgr.,
 Station Manager.....Kenneth N. McClure
 Chief Engineer.....William D. Stone

W B L K

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.
 THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Charleston Broad-
 casting Co.
 Address.....444½ West Pike Street
 Phone Number.....3340
 Transmitter Location.....Glen Elk No. 2
 Time on the Air.....18 hours
 News Service.....AP
 Transcription Service.....WBS, SESAC
 Representative.....The Branham Company
 Membership.....NAB, BMB

Personnel

President.....John A. Kennedy
 General Manager.....George H. Clinton
 Station Manager.....Fred Zimmerman
 Chief Engineer.....Jos. A. Wright

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By...Monongahela Valley
 Broadcasting Co.
 Address.....208 Adams St.
 Phone Number.....3100
 Transmitter Location.....Monongah
 Time on the Air.....5 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Langworth
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....George B. Storer
 General Manager.....Lee B. Wailes
 Station Manager.....Allen L. Haid
 Commercial Manager.....Charles E. Smith
 Merchandising Manager.....John F. Watkins
 Program Director.....Frank Lee
 Publicity Director.....Jane Hileman
 Chief Engineer.....Robert D. Hough

W S A Z

HUNTINGTON—EST. 1926

ABC

WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 5000 d.;
 1000 n.
 Owned-Operated By.....WSAZ, Inc.
 Address.....912½ Third Ave.
 Phone Number.....4106
 Transmitter Location.....28th St., West &
 Chesapeake & Ohio R.R.
 Time on the Air.....6:30 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 Newspaper Affiliation: Huntington Herald-
 Dispatch; Huntington Advertiser
 News Service.....AP
 Transcription Service.....Lang-Worth; SESAC
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....John A. Kennedy
 General Manager.....Howard L. Chernoff
 Station Mgr.-Com. Mgr.....Marshall Rosene
 Merchandising Manager.....Lawrence Rogers
 Program Director.....Ted Eiland
 Production Manager.....Burt Shimp
 Publicity Director.....Lawrence Rogers
 Chief Engineer.....Leroy Kilpatrick
 Record MC.....Jack Bradley

WHTN

HUNTINGTON—EST. 1946

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By Greater Huntington
 Radio Corp.
 Address 112½ 4th Avenue
 Time on the Air Sunup to Sunset
 Transcription Service Thesaurus
 Membership NAB

Personnel

President-Owner A. B. Hyman
 Station Manager Mike Layman
 Chief Engineer Harold F. Sturm

WPLH

HUNTINGTON—EST. 1946

MUTUAL

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Huntington Broadcasting
 Corp.
 Address 1105 Fourth Avenue
 Phone Number 7097
 Transmitter Location Jackson Ave. &
 16th St. W.

Time on the Air 6:30 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard and Capitol
 Representative Howard H. Wilson Co.

Personnel

President & General Mgr. F. J. Evans
 Commercial Manager Claude Landre
 Sales Promotion Manager Lillian P. Swann
 Chief Engineer W. H. Hansher, Jr.

WLOG

LOGAN—EST. 1940

KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Clarence H. Frey &
 Robert O. Greever—Partners
 Business Address P. O. Box 720
 Studio Address Kanada & Chestnut Sts.
 Phone Number Office, 540; Studio, 761 & 762
 Transmitter Location Kanada and Chestnut
 Streets

Time on the Air Unlimited
 Newspaper Affiliation Logan Banner
 News Service UP

Personnel*

* Does not list personnel.

WPEM

MARTINSBURG—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Martinsburg Broad-
 casting Company
 Address W. King Street, Ext.
 Phone Number 1146
 Transmitter Location W. King Street, Ext.
 Time on the Air 18 hours daily
 News Service AP
 Transcription Service World
 Representative Burn-Smith Company, Inc.
 Membership NAB

Personnel

President C. Leslie Golliday
 Gen. Mgr.-Com. Mgr. C. Leslie Golliday
 Program Director Herbert A. Golombec
 Publicity Director Ruby Reynolds Ware
 Chief Announcer Thomas J. Sullivan
 Chief Engineer Bernard J. Swandic

WMON

MONTGOMERY—EST. 1946

MUTUAL—KEYSTONE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Fayette Associates, Inc.
 Address 303½ Washington St.
 Phone Number Montgomery 620
 Studio Address 1028 First Avenue
 Transmitter Location 1028 First Avenue
 Time on the Air 6 a.m. to midnight
 News Service AP
 Transcription Service World
 Membership NAB

Personnel

President-Commercial Mgr. Arnold Vickers
 General Mgr., Station Mgr., Promotion Mgr.
 Publicity Director Harold B. Shaw
 Program Director
 Production Mgr. Bill Humbert
 Chief Announcer Gene Konrad
 Chief Engineer V. G. Brooks
 Record MC Joe Holbrook

WAJR

MORGANTOWN—EST. 1940

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By West Virginia Radio
 Corporation
 Address 446 Spruce

WEST VIRGINIA

Phone Numbers9488-9
Transmitter Location.....South Park Hill
Time on the Air.....7 a.m. to midnight
Newspaper Affiliation.....Morgantown News-Dominion, Morgantown Post
News ServiceAP
Transcription ServiceWorld Broadcasting System
MembershipNAB, BMB

Personnel

President H. C. Greer
Program Dir.-Musical Dir.....Numa Fabre, Jr.
Production Manager.....Art Elmonn
Publicity Director.....Francis Berry
Chief Announcer.....Charlie Snowden
Chief Engineer.....Ray C. Spence
Record MCJack Fleming

W P A R

PARKERSBURG—EST. 1936

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated ByOhio Valley Broadcasting Corporation
Address.....7th and Market Sts.
Phone Number 2530
Transmitter Location.....Route No. 2
Time on the Air.....6:30 a.m. to 1:05 a.m.
News ServiceAP
Transcription ServiceStandard
RepresentativeBranham Company
MembershipNAB, BMB

Personnel

PresidentJohn A. Kennedy
Station Mgr.-Sales Mgr.....Geo. H. Clinton
Program DirectorCarl Loose
Production Manager.....Paula Carr
Publicity DirectorJohn Evans
Chief AnnouncerSherman Grimm
Chief EngineerCecil Knowles

W R O N

RONCEVERTE—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William E. Blake
Business Address.....P.O. Box Z
Phone NumberRonceverte 300
Studio Address.....Grand Theatre Building
Transmitter Location.....Moore Heights
Time on the Air: 5 a.m. to 11 p.m. Sundays: 8 a.m. to 11 p.m.
News ServiceAP

Transcription ServiceThesaurus
RepresentativeJoseph Hershey McGillvra
MembershipNAB

Personnel

Owner-General Mgr.....William E. Blake
Chief Announcer.....Owen A. Taylor
Chief Engineer.....P. T. Flanagan

W B R W

WELCH—EST. 1940

MUTUAL—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McDowell Service Company
AddressRiverside Drive
Phone Number 818
Transmitter LocationRiverside Drive
Time on the Air.....6 a.m. to midnight
News ServiceAP
Transcription Service.....World
Representative.....Forjoe & Co.
MembershipNAB, BMB

Personnel

PresidentJ. G. Hunt
Acting General Manager.....John Sinclair
Station Manager.....John Sinclair
Program DirectorJohnny Villani
Publicity DirectorJohn Phillips
Musical DirectorMargaret Joyce Bulis
Chief EngineerHoward R. King
Record MCCousin John

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Community Broadcasting, Inc.
Operated By.....Station WKWK
Address.....16th & Market Sts.
Phone NumberWheeling 5320
Transmitter Location.....16th & Market Sts.
Time on the Air: 6 a.m. to 12 midnlight; Sundays, 8 a.m. to 12 midnight
News ServiceUP
Transcription ServiceStandard Radio
Representative.....Weed & Co.
MembershipNAB

Personnel

PresidentJoe L. Smith, Jr.
General-Station Manager-Sales ManagerJohn B. Reynolds
Program Director.....Albert H. Stewart
Chief EngineerFred Baker

W W V A

WHEELING—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1170 Kc. Power: 50000 Watts
 Owned By: West Virginia Broadcasting Company
 Operated By: Fort Industry Co.
 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: Langworth
 Representative: John Blair & Co.
 Membership: NAB, BMB

Personnel

President: George B. Storer
 Managing Director: Wm. E. Rine
 Ass't Manager: Paul J. Miller
 Sales Promotion:
 Merchandising Mgr.: Howard W. Meagle
 Program Director: Paul A. Myers

Chief Engineer: Edwin L. Keim
 Record MC: Lew Clawson

W B T H

WILLIAMSON—EST. 1939

MUTUAL—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Williamson Broad-
 casting Corp.
 Address: Williamson
 Phone Number: 1241
 Transmitter Location: Williamson
 Time on the Air: Unlimited
 News Service: UP
 Transcription Service: Thesaurus
 Membership: NAB, BMB

Personnel

President: Mrs. Lewis C. Tierney
 General Manager: Alice Shein
 Promotion Manager: Robert E. Spiros
 Publicity Director: Robert E. Spiros
 Chief Engineer: Robert W. Bullio

WISCONSIN

*Estimated Population, 3,181,335—Radio Homes, 815,780
 Stations in State—29*

W H B Y

APPLETON—EST. 1926

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: WHBY, Inc.
 Address: 600 S. Lawe St.
 Phone Number: 1161
 Transmitter Location: 690 S. Lawe St.
 Time on the Air: 6 a.m. to 11 p.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: NAB, BMB

Personnel

Chief Executive: Rev. James A. Wagner
 General Mgr.-Station Mgr.: J. L. Gallagher
 Sales Manager: W. O. Porsow
 Program Dir.-Production Mgr.: Rodger Mueller
 Publicity Director: Art Houlihan
 Chief Announcer: Howard Hansen
 Chief Engineer: George Merkl
 Record MC: Gil Saunders

W A T W

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM
 KEYSTONE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Upper Michigan-
 Wisconsin Broadcasting Co., Inc.
 Address: Northern State Bank Bldg.
 Phone Number: 1420
 Transmitter Location: Ellis Ave.
 Time on the Air: 6:30 a.m. to 11 p.m.;
 Sunday 7:30 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: World Broadcasting
 Representative: The Walker Company
 Membership: NAB, BMB

Personnel

President: William L. Johnson
 General Manager: J. W. Huss
 Asst. Station Manager: Todd Hogan
 Sales Mgr.-Publicity Mgr.: J. A. Marta
 Program Director: Herb Michael
 Chief Engineer: Hine Dahlbacka

W E A U

EAU CLAIRE—EST. 1935

**NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK
NORTHWEST NETWORK**

Frequency: 790 Kc. Power, 5000 Watts.
Day; 1000 Watts, Night
Owned-Operated By.....Central Broadcasting
Company
Address.....203½ S. Barstow St.
Phone Number 6149
Transmitter Location....Smyour Road (County
Road Q)
Time on the Air.....Unlimited
News ServiceUP
Transcription Service...Langworth, Thesaurus
RepresentativeGeorge P. Hollingbery
MembershipNAB, EMB

Personnel

General Manager.....Walter C. Bridges
Sales Manager.....James Clyde Riddle
Sales Promotion.....David Mann Taylor
Program Dir., Chief Announcer,
Musical DirectorJack Kelly
Chief Engineer.....Thorwald O. Jorgenson

K F I Z

FOND-DU-LAC—EST. 1922

**MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Reporter Printing Co.
Address18-20-22 West First Street
Phone Number356
Transmitter Location.....18-20-22 W. First St.
Time on the Air.....7 a.m. to 10 p.m.;
Sundays 7 a.m. to 11 p.m.
Newspaper Affiliation...The Commonwealth
Reporter
MembershipNAB, EMB

Personnel

Station Manager.....Lynn N. Fairbanks
Commercial Director.....Emery W. Martin
Program Director.....Lucille A. Fairbanks
Chief Announcer.....Allen Sampson
Chief Engineer.....Wendall Meyers

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.

AddressBellin Bldg.
Phone Numbers.....Adams 1 & 2
Transmitter LocationWest De Pere, Wisc.
Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceAP
Transcription Service.....SESAC, World
RepresentativeWeed & Co.
MembershipBMB

Personnel

PresidentRev. James A. Wagner
General Mgr.-Station Mgr.....Haydn R. Evans
Sales Mgr.-Program Director.....Al Michel
Sales Promotion Manager.....Val Schneider
Production ManagerBob Savage
Publicity DirectorLeone Stinson
Chief Announcer.....Norman King
Musical Director.....Clarence Edges
Chief Engineer.....Wallace Stangel

W C L O

JANESVILLE—EST. 1930

**MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK—KBS**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Wisconsin
Radio, Inc.
Address.....200 E. Milwaukee Street
Phone Number2500
Transmitter Location.....1436 Oakhill Ave.
Time on the Air.....6:45 a.m. to midnight;
Sunday: 7:30 to midnight
Newspaper Affiliation.....Janesville Daily
Gazette
News ServiceAP
Transcription ServiceWorld
National Sales Office..Wm. G. Rambeau Co.,
Chicago
MembershipNAB

Personnel

General Manager.....Sidney H. Bliss
Sales ManagerGrant H. Ritter
Program Dir., Publicity Dir.,
Musical Director.....Robert J. Bodden
Chief Announcer.....Pat Alan
Chief Engineer.....Wayne Clay
Record MC.....Ivan Fitz Randolph

(CALL LETTERS TO BE ASSIGNED)
KENOSHA*

Frequency: 1050 Kc.....Power: 250 Watts D.
Permittee.....Wm. L. Lipman

*C.P.

W K B H

LA CROSSE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBH, Inc.
 Address.....409 Main Street
 Phone Number.....4-5-0
 Transmitter Location...Gillette St. Road near
 Highway 16
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,
 8 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service...Lang-Worth; Standard
 Representative..Howard H. Wilson Company
 Membership.....NAB, BMB

Personnel

President-General Manager....Howard Dahl
 Program Director.....Berneice Callaway
 Production Manager....Raymond Plamadore
 Musical Director.....Russell Huber
 Chief Engineer.....Alvin Leeman

W H A *

MADISON—EST. 1922

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
 Time on the Air.....7:30 a.m. to sunset
 Membership.....NAEB

Personnel

General Manager.....H. B. McCarty
 Station Manager.....Wm. G. Harley
 Program Director.....Walter Krulevitch
 Production Manager.....Gerald Bartell
 Publicity Director.....Harold A. Engel
 Chief Announcer.....Roy Vogelmann
 Musical Director.....Donald Voegeli
 Chief Engineer.....John Stiehl

**Non-Commercial Station*

W I B A

MADISON—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Broadcast-
 ing Company
 Address.....110 East Main Street
 Phone Number.....Fairchild 8800

Transmitter Location..Fitchburg, Dane County,
 Wis.

Time on the Air.....Unlimited
 Newspaper Affiliation.....The Capital Times;
 Wisconsin State Journal
 News Service.....AP & UP
 Transcription Service.....Standard
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

President.....William T. Evjue
 General Manager.....Kenneth F. Schmitt
 Business Manager.....Howard A. Johnson
 Sales Promotion Manager.....C. W. Wallis
 Program Director.....Frank Bignell
 Publicity Director.....Marvel Y. Ings
 Musical Director.....Joey Tantillo
 Chief Engineer.....Norman H. Hahn

W O M T

MANITOWOC—EST. 1926

MUTUAL—KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Francis M. Kadow
 Address.....Radio Building
 Phone Numbers.....5015-6015
 Transmitter Location..Mikadow Theatre. Bldg.
 Time on the Air.....7 a.m. to midnight
 News Service.....UP
 Transcription Service.....M. M. Cole
 Membership.....NAB

Personnel

Owner-General Manager....Francis M. Kadow
 Station Mgr.-Sales Mgr.....Albert B. Gale
 Program Director-
 Chief Announcer.....George H. Erdman
 Chief Engineer.....Wencil Duben
 Record MC.....Jack Leon

W M A M

MARINETTE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 250 Watts
 day, 100 night
 Owned-Operated By.....M. & M. Broadcast-
 ing, Inc.
 Address.....Radio Park
 Phone Number.....570
 Transmitter Location.....Radio Park
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Associated Music

Personnel

General-Station Manager... Joseph D. Mackin
 Sales Manager.....Howard Emich
 Program Director.....Pat Kehoe
 Production Manager-Chief
 AnnouncerLes Sturmer
 Sales Promotion.....Dan Colby
 Chief Engineer.....Leo Stewart
 Record M. C.....Jim Conant

W D L B
MARSHFIELD
 KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByDairyland's
 Broadcasting Service, Inc.
 Address207 S. Central Ave.
 Telephone1212
 Time on the Air.....6 a.m. to 10 p.m.

Personnel

General Manager.....George F. Meyer

W I G M
MEDFORD—EST. 1941
 KEYSTONE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated ByGeorge F. Meyer
 AddressMedford, Wisconsin
 Phone Number.....5147
 Transmitter LocationHighway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service UP
 Transcription Service SESAC
 RepresentativeHerbert Juneau
 Membership BMB

Personnel

OwnerGeorge F. Meyer
 Station Mgr., Commercial Mgr.,
 Program DirectorIrma Meyer
 Chief Announcer.....Richard Johnson
 Chief Engineer.....Raymond Bohnert

W E M P
MILWAUKEE—EST. 1935
 AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Glenn Roberts, Robert J.
 LaFollette, Jr., et. al.
 Operated ByMilwaukee Broadcasting Co.

Address710 N. Plankinton Ave.
 Phone Number.....Marquette 7722
 Transmitter Location.....710 No. Plankinton
 Time on the Air.....6 a.m. to midnight
 News Service UP
 National Sales Office...Howard H. Wilson Co.
 Representative.....Howard H. Wilson Co.

Personnel

General Mgr., Commercial Mgr.,
 Sales Promotion.....Hugh K. Boice, Jr.
 Ass't Manager, Program Director,
 Publicity Director.....Bert Mulroy
 Musical Director.....Elmer Ihrke
 Chief Engineer.....Rolland Paske
 Record MC.....Robert Frisch

W F O X
MILWAUKEE—EST. 1946

Frequency: 860 Kc.....Power: 250 Watts D.
 Owned-Operated By...Wisconsin Broadcast-
 ing System, Inc.
 Address.....739 No. Broadway
 Phone Number.....BRoadway 1272
 Transmitter Location...208 E. Wisconsin Ave.
 Time on the Air.....6 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative Walker Company

Personnel

President, General Manager,
 Station Manager.....Charles J. Lanphier
 Program Director,
 Production Manager...Carl G. Zimmermann
 Publicity Director.....Grace Landre
 Chief Announcer.....Paul Bartell
 Musical Director.....Wally Behl
 Chief Engineer.....Dan Gellerup
 Record MC.....Bob Sanders

W T M J
MILWAUKEE—EST. 1927
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By...The Journal Company
 Business Address.....333 West State Street
 Phone NumberMarquette 6000
 Studio Address.....720 East Capitol Drive
 Transmitter Location.....Brookfield, Wis.
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7 a.m. to midnight
 Newspaper AffiliationThe Milwaukee
 Journal

News Service AP
 Transcription Service... Associated, Thesaurus
 Representative Edward Petry & Co., Inc.
 Membership NAB, BMB

Personnel

Vice Pres.-Gen. Mgr..... Walter J. Damm
 Station Mgr.-Sales Mgr..... Russell G. Winnie
 Program Director-
 Production Manager..... E. James Robertson
 Publicity Director..... R. Bruce Wallace
 Chief Announcer..... Robert J. Heiss
 Musical Director..... Maurice Kipen
 Chief Engineer..... William Hebal
 Record MC's.... Gordon Thomas, Paul Skinner

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Operated By..... Hearst Radio, Inc.
 Address..... 123 W. Michigan St.
 Phone Number..... Daly 6474
 Transmitter Location..... Town of Greenfield
 Time on the Air..... 6 a.m. to midnight
 News Service UP, INS
 Transcription Service..... World, Standard
 Representative..... The Katz Agency
 Membership NAB, BMB

Personnel

General Mgr.-Sales Mgr..... G. W. Grignon
 Sales Promotion Manager-
 Publicity Director Ellis Saxton
 Musical Director..... Elmer Krebs
 Chief Engineer..... Donald A. Weller

W O S H

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated by..... Oshkosh Broad-
 casting Corp.
 Address 151½ Main Street
 Phone Number..... Stanley 4580
 Transmitter Location..... Bowen St. Rd.
 Time on the Air..... 6:30 a.m. to 11 p.m.
 News Service UP
 Representative..... The Walker Co.
 Membership NAB, BMB

Personnel

Senior Partner..... Myles H. Johns
 General Mgr.-Station Mgr..... Allan Curnutt
 Program Director-
 Chief Announcer Sherwood Lorenz
 Chief Engineer..... Nathan Williams

W I B U

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Wm. C. Forrest
 Business Address R. F. D. No. 2
 Phone Number 97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter Location R. F. D. No. 2
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service.. Standard Radio, SESAC
 Representative Burn-Smith

Personnel

President, General Manager,
 Station Manager..... Wm. C. Forrest
 Commercial Manager..... Sarah Forrest
 Program Director..... Sarah Forrest
 Publicity Director..... George Gross
 Chief Engineer..... Leonard Dosee

Dominant
SELLING POWER
 in the Nation's
 12th Market

WISN
 MILWAUKEE
 G. W. Grignon
 General Manager

5,000 Watts
A CBS Station

The KATZ AGENCY, Natl. Reps.

W R J N
RACINE—EST. 1928

ABC

WISCONSIN NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByRacine Broadcasting
 Corporation

Address.....441 Main Street
 Phone Number.....Jackson 290-291
 Transmitter Location...Mount Pleasant, Wisc.
 Time on the Air.....6:15 a.m. to 10:15 p.m.
 Newspaper Affiliation...Racine Journal-Times
 News ServiceAP
 Representative.....The Walker Co.
 MembershipNAB, BMB

Personnel

President.....Frank R. Starbuck
 General Manager.....H. R. LePoidevin
 Station Mgr.-Sales Mgr....Harold J. Newcomb
 Sales Pro. Mgr.-Publicity Dir...Ione Andersen
 Program Dir.-Production Mgr.-
 Chief Announcer.....Lyman Merens
 Musical DirectorOrson White
 Chief Engineer.....F. Lee Dechant
 Record MC.....Keith O'Cain

W J M C

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM
 ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WJMC, Inc.
 Address.....1615 S. Main St.
 Phone Number550
 Transmitter Location ..1615 South Main St.
 Time on the Air.....6 a.m. to 11 p.m.;

Sundays, 8 a.m. to 11 p.m.
 Representative...George P. Hollingberry Co.
 Transcription Service.....World, SESAC
 MembershipBMB

Personnel

PresidentWalter C. Bridges
 Station ManagerGreg Rouleau
 Program Director.....Harry Wills

W H B L

SHEBOYGAN—EST. 1924

ABC

WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;

Owned-Operated By..... Press Publishing
 Business Address626-636 Center Ave.
 Phone Number1900

Studio Address.....Press Building
 Transmitter LocationHighway No. 141
 Time on the Air.....7:00 a.m. to 11 p.m.
 Newspaper AffiliationSheboygan Press
 News Service.....AP
 Transcription Service.....World Broadcasting
 MembershipNAB, BMB

Personnel

Executive Director.....A. Matt Werner
 General Manager,
 Sales-Commercial Manager....G. P. Richards
 Chief Engineer.....Herbert J. Mayer
 Record MC.....Al O'Brien

W L B L*

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 5000 Watts D.
 Owned By.....Department of Agriculture
 Operated by ..Wisconsin Department of Agri-
 culture

Business Address..... Stevens Point
 Phone Number525
 Studio AddressState Teachers College
 Transmitter Location ...Auburndale, Wisconsin
 Time on the Air.....Daytime only
 News ServiceUP

Personnel

Director.....Milton M. Button
 Station Manager.....F. R. Calvert
 Program Director.....Jack D. Gear
 Chief Engineer.....Walter Ninneman

**Non-Commercial Station*

W D S M

SUPERIOR—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ridson, Inc.
 AddressAndroy Hotel
 Phone Numbers.....4451-4452
 Time on the Air.....6:30 a.m. to midnight
 Newspaper Affiliation.....Duluth Herald-
 New Tribune
 News Service.....AP
 Transcription Service.....Langworth
 RepresentativeFree and Peters

Personnel

President-Owner.....Robert T. Ridder
 Station Manager.....Carl Bloomquist
 Chief Engineer.....Mel Lasky

W S B R
SUPERIOR

Frequency: 1490 Kc.....Power: 250 Watts
PermitteeWFOB, Inc.

*C.P.

W A U X

WAUKESHA—EST. 1946

Frequency: 1510 Kc.....Power: 250 Watts D.
Owned-Operated By.....Waukesha Broad-
casting Co.

Business Address.....319 W. Main St.
Phone Number.....6619
Transmitter Location.....Highway 18
Time on the Air.....6:30 a.m. to sunset
News Service.....AP

Personnel

President.....Carl Taylor
General Manager.....Mig Figi

W S A U

WAUSAU—EST. 1937

COLUMBIA
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcast-
ing Co., Inc.

Address125 Third Street

Phone Number 6521
Transmitter Location125 Third Street
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP, AP
Transcription ServiceWorld
Representative.....Howard H. Wilson Co.
MembershipBMB

Personnel

PresidentWilliam E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Chief Engineer.....Roland W. Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Address.....143 West Grand Ave.
Phone Number1340
Transmitter Location1500 Bonow Ave.
Time on the Air.....6:30 a.m. to 10:30 p.m.
Newspaper Affiliation.....Wisconsin Daily
News ServiceAP
Transcription ServiceThesaurus
MembershipNAB, BMB

Personnel

OwnerWilliam F. Huffman
General Mgr.....
Sales Promotion Mgr.....George T. Frechette
Chief Engineer.....Victor W. Nickel

WYOMING

*Estimated Population, 258,531—Radio Homes, 67,225
Stations in State—8*

K D F N

CASPER—EST. 1930

KEYSTONE—MUTUAL—INTERMOUNTAIN

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.... Donald L. Hathaway
Address1st and Lennox Streets
Phone Number407
Transmitter Location1st and Lennox Sts.
Time on the AirUnlimited license
News ServiceUP
Transcription Service.....Langworth
Representative.....Sear & Ayer, Inc. for
Chicago Intermountain Network by Avery
Knoedel, Inc.

Personnel

General Manager.....Donald L. Hathaway

Sales Manager.....Frederic Hufsmith
Chief Engineer.....D. L. Hathaway

K V O C

CASPER—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned and Operated By....Casper Tribune-
Herald
Address1540 S. Wolcott St.
Time on the Air.....Full Time License

Personnel

Station Manager.....E. E. Hanway
Commercial Manager.....William P. Gillin

K F B C

CHEYENNE—EST. 1340

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc.Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co.

AddressPlains Hotel
Phone Number 4461
Transmitter Location3rd and Evans
Time on the Air.....6 a.m. to midnight
Newspaper AffiliationWyoming Eagle;
Wyoming State Tribune
News Service UP
Transcription Service.....NBC Thesaurus
Representative W. G. Rambeau Co.
MembershipNAB, BMB

Personnel

PresidentTracy S. McCracken
General Mgr.-Station Mgr.....Wm. C. Grove
Sales Manager.....Frank Flynn
Sales Promotion Manager.....Max Young
Program Director.....Dale Sunderland
Publicity Director.....Margaret O'Brien
Chief Engineer.....Clark Grove

K O D I *
CODY

Frequency: 1400 Kc.....Power 250 Watts
PermitteeBig Horn Basin Broadcasting Co.

*C.P.

K P O W

POWELL—EST. 1941

KBS

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN AND WYOMING

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....Albert J. Meyer
Address Powell
Phone Number 222
Studio Address.....7th and Hamilton Sts.
Transmitter Location 7th & Hamilton Sts.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP
Transcription Service..... M. M. Cole, SESAC
Representatives Sears & Ayer
MembershipNAB, BMB

Personnel

Owner-General Manager.....A. J. Meyer
Sales Promotion Manager.....Del Brandt
Chief Engineer.....Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING

KBS—INTERMOUNTAIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wyoming Broadcast-
ing Company

Address1307 Wyoming Street
Phone Number.....93 and 94
Transmitter Location.....1307 Wyoming St.
Time on the Air..... 15 hours
News Service.....AP
Transcription Service..... Standard
MembershipNAB, BMB

Personnel

President.....Marjorie L. McCracken
Production Manager.....Michael Reid
Publicity Director.....Imogene Parr
Chief Engineer.....Archie W. Buchanan

K W Y O

SHERIDAN—EST. 1934

KBS

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN AND WYOMING

Frequency: 1410 Kc....Power: 1000 d., 500 n.
Owned-Operated By.Bighorn Broadcasting Co.
Business Address19 North Main St.
Phone Number..... 601-602
Transmitter Location....½ mile N.W. Sheridan
Time on the Air..... 6 a.m. to 11 p.m.
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeSears & Ayer, Inc.
MembershipNAB, BMB

Personnel

PresidentR. E. Carroll
General Mgr.-Station Mgr.....Jim Carroll
Chief Engineer.....Bob Crosthwaite
Record MC.....Don Huftacker

K W O R
WORLAND

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address Box 92
Phone Number 308
Time on the Air.....7 a.m. to 11 p.m.

Personnel

Owner-General ManagerJoseph P. Ernst
Chief EngineerJoseph P. Ernst



Coming Soon!

TO SERVE ALASKA'S SWIFTLY
GROWING NEEDS

A husky new running mate for KFAR

KENI

Will be on the air in Anchorage, Alaska, on approximately October 1, 1947. As Alaska's newest and most modern radio station, KENI will join KFAR (Fairbanks) in bringing the wealthy Alaska market the finest in radio entertainment.

KFAR plus KENI will be the outstanding advertising buy in the rich and ever increasing Alaska market.

Write us now for full particulars—including the new combination rates

KENI

Anchorage
5,000 watts—550 kc.

KFAR

Fairbanks
10,000 watts—660 kc.

Owned and Operated By
MIDNIGHT SUN BROADCASTING CO.
Fairbanks, Alaska

National Adv. Mgr.
GILBERT A. WELLINGTON
1011 American Bldg., Seattle 4, Wash.

TERRITORIES — — POSSESSIONS

Alaska

KENI*

ANCHORAGE—EST. 1947

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By...Midnight Sun Broadcast-
ing Co.

Time on the Air.....Unlimited
Address.....Fairbanks, Alaska
Representative.....Gilbert Wellington

Personnel

President.....Austin E. Lathrop
General Manager.....Alvin O. Bramstedt

*(Scheduled to go on air Oct. 1, 1947)

KFQD

ANCHORAGE—EST. 1924

KEYSTONE BROADCASTING SYSTEM
ALASKA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
(CP-5000)

Owned By.....The Alaska Broadcasting Co.
Operated By.....William J. Wagner
Address.....Box 1040
Phone Number.....Main 143
Studio Address.....412 Fourth Avenue
Transmitter Location.....Anchorage
(CP-3½ miles from Anchorage)

Time on the Air.....Unlimited
News Service.....AP
Transcription Service...Long-Worth, Keystone
Representative.....Pan American Broadcast-
ing Co.

Personnel

President.....William J. Wagner
General Manager.....William J. Wagner
Station Manager.....Kenneth B. Laughlin
Commercial Manager.....Kenneth Laughlin
Merchandising Manager...Kenneth Laughlin
Program Director.....Jay Stauter
Production Manager.....Jay Stauter
Publicity Director.....Kenneth Laughlin
Chief Announcer.....William Murray
Chief Engineer.....William J. Wagner
Record MC's.....Bob Spratt'n, Don Courtney

See Page 670

KFAR

FAIRBANKS—EST. 1939

ARMED FORCES RADIO SERVICE

Frequency: 660 Kc.....Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.

Address.....Box 910
Phone Number.....East 380
Studio Address.....Lathrop Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to midnight;
Sunday: 12 noon to midnight

Newspaper Affiliation.....Fairbanks Daily
News Miner
News Service.....PA
Transcription Service.....World
Representative.....Gilbert Wellington
Membership.....NAB

Personnel

President.....Austin E. Lathrop
General Manager.....Alvin O. Bramstedt
Program Director.....Allan B. Walker
Publicity Director.....Jay Bickel
Chief Announcer.....Ed Stevens
Musical Director.....Don Adler
Chief Engineer.....August G. Hiebert

KINY

JUNEAU—EST. 1935

ALASKA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
708 American Building, Seattle, Wash.

Phone Number.....197 (Juneau); Elliott
5488 (Seattle)

Transmitter Location.South Franklin St., Juneau
Time on the Air.....8 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....C. P. MacGregor;
Standard

Representative.....Northwest Radio Adv.,
Homer-Griffith; Pan-American
Membership.....NAB

Personnel

Owner.....Edwin A. Kraft
General and
Station Manager.....Henry M. Hogue
Program Dir.-Chief Announcer.. Richard Peter
Chief Engineer.....Lucian Armour

Introducing . . .

the **ALASKA** BROADCASTING SYSTEM

Alaska's only network covers all of Alaska's primary markets



KFQD

ANCHORAGE
5000 w. • 790 kc.

KINY

JUNEAU
5000 w. • 930 kc.

KTKN

KETCHIKAN
1000 w. • 1460 kc.

Three great stations have combined as a network to give maximum coverage of Alaska's market centers. These are markets with . . .

PURCHASING POWER—the annual per capita income exceeds \$2000.

PURCHASING DESIRE—Alaska imports all consumer merchandise from the United States since it produces little for home consumption.

PURCHASERS—KFQD, KINY, KTKN programs are heard by more than seventy-five per cent of the Alaskan population.

National Representatives

PAN AMERICAN

BROADCASTING COMPANY

330 Madison Avenue

New York 17, N. Y.

Telephone: MUrray Hill 2-0810

ALASKA

K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Edwin A. Kraft
 Address Box 1308
 708 American Bldg., Seattle, Wash.
 Transmitter Location Ketchikan
 Time on the Air: 8 a.m. to 10:30 p.m.; Satur-
 day: 8 a.m. to midnight.
 News Service AP
 Transcription Service Standard, NBC
 Thesaurus, MacGregor
 Representatives Northwest Radio Adv. Co.
 Membership NAB

Personnel

President and Gen. Mgr. Edwin A. Kraft
 Station Manager Albert E. Lytle
 Chief Engineer Herbert L. Foster

K O D K *

KODIAK

Frequency: 1239 Kc. Power: 250 Watts
 Permittee Edwin A. Kraft
 *C.P.

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.
 Address 1285 Kalaniole Ave.
 Transmitter Location Hilo
 Time on the Air Unlimited license
 Transcription Service: C. P. MacGregor; World
 Broadcasting System
 Representative John Blair & Co.

Personnel

General Manager J. Howard Worrall
 Station Manager Al Green

K G M B

HONOLULU—EST. 1929

CBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
 Owned By Hawaiian Broadcasting System,
 Limited
 Address 1534 Kapiolani Blvd.
 Phone Number 2323
 Transmitter Location 1534 Kapiolani Boulevard
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP
 Transcription Service World Broadcasting
 System; Associated Music Publishers; Stand-
 ard
 Representative John Blair & Co.
 Membership NAB

Personnel

President, General Manager,
 Station Manager J. Howard Worrall
 Commercial Manager Robert L. Dick
 Program Director Owen Cunningham
 Production Manager Bert Winn
 Chief Engineer Ernest L. Lindemann

K G U

HONOLULU—EST. 1922

NBC-ABC

Frequency: 760 Kc. Power: 2500 Watts
 Licensee: Marion A. Mulrony & Advertiser
 Publishing Co., Ltd.
 Owned By Advertiser Publishing Co., Ltd.
 Address Advertiser Square
 Transmitter Location Advertiser Square
 Time on the Air 6 a.m. to 11 p.m.
 Newspaper Affiliation Honolulu Advertiser
 Lang-Worth
 Representative The Katz Agency

Personnel

President Lorrin P. Thurston
 General Manager M. A. Mulrony

K H O N

HONOLULU

DON LEE—MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Alaha
 Broadcasting Co., Ltd.
 Address 3175 Noela Drive
 Time on the Air Full Time License
 Representative Avery-Knodel, Inc.

K P O A

HONOLULU—EST. 1946

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By...Inland Broadcasting Co.
 Address.....P. O. Box 3499
 Phone Number.....Honolulu 92761 or 94554
 Transmitter Location.....Kapiolani Blvd. and
 Date St.

Time on the Air....5:30 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight

News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Edward Petry & Co.
 Membership.....NAB

Personnel

Partners.....H. C. Putnam, J. D. Keating,
 J. E. McCaw
 General Manager.....Henry C. Putnam
 Sales Manager (Local).....Harry F. Cooper
 Sales Manager (National).....Richard S. Downie
 Merchandising Manager.....Richard S. Downie
 Program Director.....Don E. Klein
 Production Manager.....Larry Grant
 Chief Engineer.....James R. Bird

K U L A

HONOLULU—EST. 1946

ABC

Frequency: 690 Kc.....Power: 10,000 Watts
 Owned-Operated By...Pacific Frontier Broad-
 casting Co., Ltd.

Address.....P. O. Box 1479
 Studio Address.....1525 Kapiolani Blvd.
 Transmitter Location.....4617 Kalaniana'ole
 (Highway near Waialae Golf Course)

Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Capitol
 Membership.....NAB

Personnel

President.....Harold T. Kay
 General Manager.....Frank V. Webb
 Chief Engineer.....Homer R. Johnson

K T O H

LIHUE, KAUAI—EST. 1940

CBS—HBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Garden Island Pub-
 lishing Co.

Address.....Box 1748
 Phone Number.....261, 361

Transmitter Location.....Lihue, Kauai
 Time on the Air.....6:30 a.m. to 10:45 p.m.
 Newspaper Affiliation.....Garden Island
 News Service.....UP
 Transcription Service.....Standard
 National Sales Office.....John Blair & Co.
 Membership.....NAB

Personnel

President and General Mgr....Charles J. Fern
 Sales Manager.....John P. Needham
 Program Director.....Raymond K. Sasaki
 Chief Engineer.....Katashi Nose

K M V I

WAILUKU, MAUI—EST. 1946

MUTUAL—DON LEE

Frequency: 550 Kc.....Power 1000 Watts
 Owned-Operated By...Maui Publishing Co., Ltd.
 Address.....P. O. Box 374
 Phone Number.....Wailuku 981
 Transmitter Location.....Kaahumanu Ave.
 Time on the Air.....5 a.m. to 12 midnight
 Newspaper affiliation.....Maui News
 News Service.....UP
 Transcription Service...Standard, Lang-Worth,
 Cole, MacGregor

Representative.....The Walker Co.
 Membership.....NAB

Personnel

President.....J. Walter Cameron
 General Manager.....Ezra J. Crane
 Station Manager.....Richard E. Mawson
 Sales Manager.....Charles C. Young
 Program Director.....Richard E. Mawson
 Chief Engineer.....T. C. Frerichs

For the best in news . . .

AP

The Link of the Americas

W N E L

SAN JUAN, PUERTO RICO

**NOW ON THE AIR WITH
A NEW DIRECTIONAL ANTENNA**

5000 Watts

Full Time

860 Kc

N.B.C. AFFILIATE

W N E L

JUAN PIZA

**New York Office:
470 Park Avenue**

ELdorado 5-6788

Puerto Rico

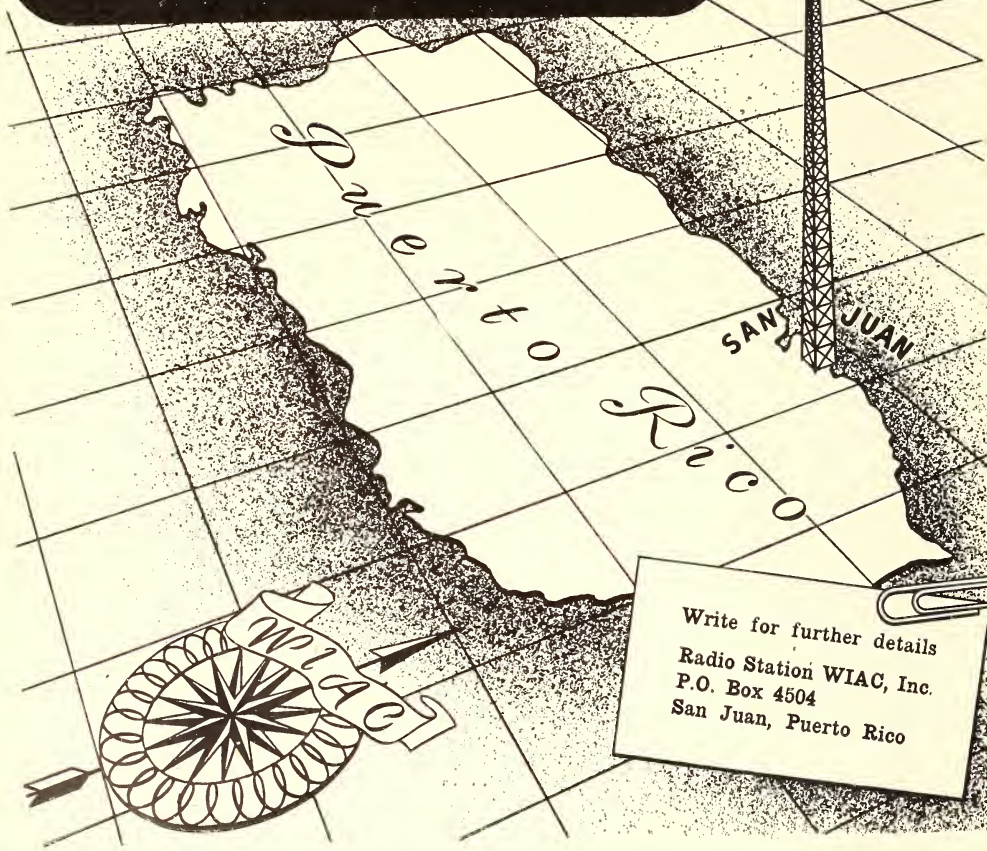
IS MORE THAN JUST AN ISLAND
SURROUNDED BY WATER . . .

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 \$225,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers **Full Coverage of Puerto Rico, The Virgin Islands** as well as partial coverage of all the West Indies.

WIAC

5000 WATTS

580 K C



Write for further details
Radio Station WIAC, Inc.
P.O. Box 4504
San Juan, Puerto Rico

Puerto Rico

W K V M*

ARECIBO—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....American Colonial
Broadcasting Co.

* Did Not Return Questionnaire.

(CALL LETTERS TO BE ASSIGNED)
ARECIBO*

Frequency: 1280 Kc.....Power: 1000 Watts
Permittee.....Caribbean Broadcasting Co.

*C.P.

W K J B

MAYAGUEZ—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Jose Bechara, Jr.
Address.....Minerva St. No. 8, Box 1293
Phone Number.....983
Transmitter Location...Guanajibo Rd. K-1-H-9
Time on the Air.....15 hours daily

Personnel

Owner.....Jose Bechara, Jr.
General Manager.....Jaime Sanjurjo
Production Manager.....A. Basora
Chief Engineer.....Ralph P. Perry

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc.....Power: 5000 d. 1000 u.
Owned-Operated By.....Puerto Rico Advt. Co.
Address.....McKinley St.
Phone Number.....269
Transmitter Location.....Sabanetas
Time on the Air.....Unlimited license
Membership.....NAB

Personnel

President and Gen. Mgr.....Andres Camara
Station Manager.....Luis Freyre
Program Director.....Virginia Di Cristina
Production Manager.....Pedro Ojeda
Publicity Director...Maria Alvarez De Moran
Chief Announcer.....Manuel Ramirez
Musical Director.....Virginia Di Cristina
Chief Engineer.....Luis Freyre
Record MC.....Manuel Ramirez

W P B P*

MAYAGUEZ

Frequency: 1450 Kc.....Power: 250 Watts
Permittee.....Paradise Broadcasting Co.

*C.P.

(CALL LETTERS TO BE ASSIGNED)
MAYAGUEZ*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Electronic Corp. of P. R.

*C.P.

W P A B

PONCE—EST. 1939

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By...Portorican American
Broadcasting Co., Inc.

Address.....17 Leon St.
Phone Number.....783 & 1177
Transmitter Location.Carretera Los Pampanos,
Playa de Ponce

Time on the Air...7 a.m. to 11 p.m. Sundays;
6:15 a.m. to 11 p.m. weekdays

News Service.....AP
Transcription Service.....BMI

Personnel

Gen. Mgr.-Station Mgr....A. Gimenez Aguayo
Sales Manager.....Antonio Miro
Chief Announcer.....Jose R. Diaz
Musical Director.....Domingo Colon Suris

(See Page 676)

W P R P

PONCE—EST. 1936

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By..Voice of Puerto Rico, Inc.
Address.....P. O. Box 430
Transmitter Location.....Trujillo St.
Time on the Air.....7 a.m. to 10:30 p.m.;
Saturday: 7 a.m. to 11 p.m.; Sunday: 8 a.m.
to 10:30 p.m.

Membership.....NAB

Personnel

President.....Andres Grillasca
Commercial Manager...Jose Ramon Rodriguez

W A P A

SAN JUAN—EST. 1946

MUTUAL—ABC

Frequency: 680 Kc.....Power: 10,000 Watts
Owned By.....Jose Ramon Quinones

W A P A

"THE VOICE OF THE CARIBBEAN"

680 kc — San Juan, Puerto Rico — 10,00 watts

FIRST

in

POWER

PROGRAMS

PERFORMANCE

You reach *all of* Puerto Rico . . . and more* with

W A P A

- Puerto Rico is the \$200,000,000 market in the Caribbean where the Americas meet.
- Puerto Rico has more radios per 1,000 people than any country in the Caribbean.
- WAPA is Puerto Rico's newest and strongest station—10,000 watts.
- WAPA reaches all Puerto Rico and beyond to the shores of South and Central America.

Represented by
PAUL H. RAYMER COMPANY

José Ramón Quiñones
Owner

Harwood Hull, Jr.
General Manager

Address P. O. Box 4563
 Phone Number..... 2-4271
 Studio Address.. Stop 6½ Ponce de Leon Ave.
 Transmitter Location..... Guaynabo, P. R.
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service..... AP
 Transcription Service..... Thesaurus

Personnel

Owner Jose Ramon Quinones
 General Manager..... Harwood Hull, Jr.
 Chief Engineer... Rafael Acosta, Hector Moll
 (Studio)

W I A C

SAN JUAN—EST. 1941

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Operated By.. Radio Station WIAC, Inc.
 Business Address..... P. O. Box 4504
 Studio Address..... Stop 11, Santurce, P. R.
 Transmitter Location..... Carolina Rd.,
 3 miles east of San Juan
 Time on the Air..... Unlimited
 News Service AP
 Transcription Service Standard Radio
 Representative..... West Indies Advt. Co.

Personnel

Owner Mrs. Enrique Abarca
 General Mgr. Station Mgr..... Tomas Muniz
 Commercial Manager..... J. V. Aguirre
 Program Director..... Rafael H. Benitez
 Chief Announcer... Osvaldo Torres Velazquez
 Musical Director..... Jose Raul Ramirez
 Chief Engineer..... Alfonso Sanchez
 Record MC..... Rafael H. Benitez
 (See Page 674)

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 Box 3746
 Phone Number..... 2-2023
 Studio Address..... 30 Tetuan St.
 Transmitter Location..... Sabana Llana
 Time on the Air..... 6:45 a.m. to 11:30 p.m.
 News Service AP
 Representative ... Melchor Guzman Co., Inc.
 Membership NAB

Personnel

General Manager..... Edward J. Powell
 Station Manager..... Manuel Ochoa
 Sales Manager..... Jose C. Irizarry
 Merchandising Manager..... E. J. Powell

Program Director..... Manuel Ochoa
 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..... No. 258 Brau St.
 Phone Numbers..... 2-1300; 2-1309
 Transmitter Location..... Isla Verde
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... Lang-Worth, World
 Representative J. Piza

Personnel

Owner Juan Piza
 General Manager..... Oscar H. Romaguera
 Commercial Manager..... Rudolfo Blanco
 Sales Promotion Mgr..... Camilo Fraticelli
 Program Director..... Maria Teresa Padilla
 Production Manager..... James Deig
 Chief Announcer..... Luis E. Marrero
 Musical Director..... E. Torruellas
 Chief Engineer..... William H. Greer
 (See Page 673)

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

Musical America

and

SPANISH PROGRAM

PRELUDIO



WARNER AULL

ANNOUNCER

OF SPANISH PROGRAMS

SAN JUAN, PUERTO RICO

CBC

SERVES CANADA

- In Every Region
- In All Markets
- With Three Networks
- In Two Languages



CBC

Dominion Network

(English)

29 basic and 14 supplementary stations. Intensive coverage of all major markets, in all regions.

CBC

Trans-Canada Network

(English)

24 basic and 7 supplementary stations. Comprehensive coverage coast to coast.

CBC

French Network

3 basic and 9 supplementary stations. Thorough coverage of French-speaking Canada. Available in conjunction with either Trans-Canada or Dominion Network.

The CBC . . . Canada's national radio system . . . serves Canadians well. From Atlantic to Pacific it provides, through its networks, comprehensive *national* coverage . . . and, in most areas excellent *alternative* program service.

The finest programs of Canadian, American and British origin fill CBC network schedules. Music . . . drama . . . news . . . special events . . . all that pertains to current world and national happenings . . . are brought daily into Canadian homes in all parts of the country.

Radio ranks high in Canada! Network programs are good . . . outside distractions are fewer . . . listening is intensive. Sponsors who use CBC networks are assured of a large, interested, responsive audience.

Ask the CBC about CANADA

CANADIAN BROADCASTING CORPORATION

Commercial Division

354 Jarvis Street, Toronto 5, Ont.

1231 St. Catherine Street West, Montreal 25, P. Q.

CANADA



Stations

•

Alphabetical Index

By Call Letters

•

Networks

•

CANADIAN Broadcasting Corporation

OFFICES

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.

National Program Office—354 Jarvis St., Toronto 5, Ont.

Engineering Division—Keefer Bldg., 1440 St. Catherine St., W.,
Montreal, Que.

1231 St. Catherine St., W., Montreal, Que.

1236 Crescent St., Montreal, Que.

EXECUTIVES and STAFF

Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Howard B. Chase, Montreal, Que.
Mrs. T. W. Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.

B. K. Sandwell, Toronto, Ont.
W. J. Parker, Winnipeg, Man.
Dean Adrien Pouliot, Quebec, Que.
Dr. G. Douglas Steel, Charlottetown, P.E.I.
(H. M. Palmer, secretary, 140 Wellington St.,
Ottawa.)

Head Office

Victoria Bldg., 140 Wellington St., Ottawa, Ont.
Dr. Augustin Frigon, General Manager
(also Keefer Bldg., 1440 St. Catherine St. W.,
Montreal, Que.)

Donald Manson, Assistant General Manager
R. P. Landry, Director of Personnel & Ad-
ministrative Services

G. W. Richardson, Assistant Director of Per-
sonnel & Administrative Services

K. M. Kelly, Supervisor of Personnel & Welfare
Marcel Carter, Supervisor of Administrative
Services

A. E. Tetu, Chief of Records

V. F. Segee, Editor, "RADIO"
(354 Jarvis St., Toronto 5, Ont.)

H. Bramah, Treasurer

S. Schnobb, Assistant to Treasurer

W. R. Mortimer, Supervisor of Expenditures

F. W. Savignac, Assistant to Executive-Legal

H. M. Palmer, Executive Assistant and Secretary
to Board of Governors

Commercial Division

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, Commercial Manager

W. E. Powell, Assistant Commercial Manager

Edgar Stone, Supervisor of Acceptance and
Production

W. R. Johnston, Sales Representative

Arthur Barr, Sales and Commercial Traffic

H. F. Chevrier, Coverage Statistics

National Program Office

354 Jarvis St., Toronto 5, Ont.

Ernest L. Bushnell, Director-General of Pro-
grams

Charles Jennings, General Supervisor of Pro-
grams

Peter Ayles, General Supervisor, International
Service (1236 Crescent St., Montreal, Que.)

Arthur L. Phelps, Assistant General Supervisor,
International Service (1236 Crescent St.,
Montreal, Que.)

Harry J. Boyle, Program Director, Trans-Canada
Network

H. G. Walker, Manager, Dominion Network
Andrew Allan, Supervisor of Drama

Jean-Marine Beaudet, Supervisor of Music and
Director of French Network (1231 St. Cath-
erine St. W., Montreal, Que.)

W. H. Brodie, Supervisor of Broadcast Lan-
guage

Rupert Caplan, Supervisor of Production
(1231 St. Catherine St. W., Montreal, Que.)

D. Claringbull, Manager, Personnel & Ad-
ministrative Services

Andrew G. Cowan, European Representative,
(c/o BBC, 200 Oxford St., London W.1, Eng-
land)

Charles R. Delafield, Supervisor of Interna-
tional Exchange Broadcasts

W. J. Dunlop, Special Assistant, Religious and
Institutional Broadcasts

Mary Grannan, Children's Broadcasts

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	689
CBF	Montreal, Que.	690	50000	700
CBH	Halifax, N. S.	1240	100	690
CBJ	Chicoutimi, Que.	1580	1000	700
CBK	Watrous, Sask.	540	50000	705
CBL	Toronto, Ont.	740	50000	698
CBM	Montreal, Que.	940	5000	700
CBO	Ottawa, Ont.	910	1000	695
CBR	Vancouver, B. C.	1130	5000	686
CBV	Quebec, Que.	980	1000	702
CFAB	Windsor, N. S.	1450	250	690
CFAC	Calgary, Alta.	960	1000	683
CFAR	Flin Flon, Man.	1230	250	687
CFBC	Saint John, N. B.	930	5000	689
CFCF	Montreal, Que.	600	500	700
CFCH	North Bay, Ont.	600	100	695
CFCN	Calgary, Alta.	1010	10000	683
CFCO	Chatham, Ont.	630	100	693
CFCY	Charlottetown, P. E. I.	630	5000 D, 1000	N. 699
CFGP	Grande Prairie, Alta.	1050	1000	684
CFJC	Kamloops, B. C.	910	1000	684
CFJM	Brockville, Ont.	1450	250	693
CFNB	Fredericton, N. B.	550	1000	688
CFOR	Orilla, Ont.	1450	250	695
CFOS	Owen Sound, Ont.	1470	1000	696
CFPA	Port Arthur, Ont.	1230	250	696
CFPL	London, Ont.	1570	5000	695
CFPR	Prince Rupert, B. C.	1240	50	685
CFQC	Saskatoon, Sask.	600	1000	705
CFRB	Toronto, Ont.	860	10000	698
CFRC	Kingston, Ont.	1490	100	694
CFRN	Edmonton, Alta.	1260	1000	683
CHAB	Moose Jaw, Sask.	800	5000	704
CHAD	Amos, Que.	1340	250	699
CHAT	Medicine Hat, Alta.	1270	1000	684
CHEF	Granby, Que.	1200	250	700
CHEX	Petersborough, Ont.	1430	1000	696
CHGB	St. Anne de la Pocatiere, Que.	1360	1000	703
CHGS	Summerside, P. E. I.	1480	100	699
CHLN	Three Rivers, Que.	1450	250	704
CHLP	Montreal, Que.	1490	250	701
CHLT	Sherbrooke, Que.	900	1000	703
CHML	Hamilton, Ont.	900	5000	694
CHNC	New Carlisle, Que.	610	5000	702
CHNS	Halifax, N. S.	960	5000	690
CHOK	Sarnia, Ont.	1070	5000 D, 1000 N.	697
CHOV	Pembroke, Ont.	1340	250	696
CHRC	Quebec, Que.	800	5000	702
CHSJ	Saint John, N. B.	1150	5000	689
CHUM	Toronto, Ont.	1050	1000	698
CHWK	Chilliwack, B. C.	1340	250	684

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
CJAD	Montreal, Que.	800	1000	701
CJAT	Trail, B. C.	610	1000	686
CJAV	Port Alberni, B. C.	1240	250	685
CJBC	Toronto, Ont.	1010	5000	698
CJBQ	Belleville, Ont.	1230	250	691
CJBR	Rimouski, Que.	900	5000	702
CJCA	Edmonton, Alta.	930	1000	683
CJCB	Sydney, N. S.	1270	5000	690
CJCH	Halifax, N. S.	1320	5000	690
CJCJ	Calgary, Alta.	1230	100	683
CJCS	Stratford, Ont.	1240	250	697
CJEM	Edmundston, N. B.	1230	250	688
CJFX	Antigonish, N. S.	580	5000	690
CJGX	Yorktown, Sask.	940	1000	705
CJIC	Sault Ste. Marie, Ont.	1490	250	697
CJKL	Kirkland Lake, Ont.	560	5000	694
CJLS	Yarmouth, N. S.	1340	100	691
CJOB	Winnipeg, Man.	1340	250	687
CJOC	Lethbridge, Alta.	1220	5000	684
CJOR	Vancouver, B. C.	600	5000	686
CJOR	Kenora, Ont.	1220	1000	694
CJRL	Sorel, Que.	1400	250	658
CJSO	Victoria, B. C.	1480	1000	686
CJVI			250	703
CKAC	Montreal, Que.	730	5000	701
CKBI	Prince Albert, Sask.	900	5000	704
CKCH	Hull, Que.	1240	250	700
CKCK	Regina, Sask.	620	1000	704
CKCO	Ottawa, Ont.	1310	1000	696
CKCR	Kitchener, Ont. (Waterloo)	1490	250	695
CKCV	Quebec, Que.	1280	1000	702
CKDO	Oshawa, Ont.	1240	100	695
CKCW	Moncton, N. B.	1220	5000	689
CKEY	Toronto, Ont.	580	5000	698
CKFI	Fort Frances, Ont.	1340	250	693
CKGB	Timmins, Ont.	680	5000	697
CKLN	Nelson, B. C.	1240	250	685
CKLW	Windsor, Ont.	800	5000	699
CKMO	Vancouver, B. C.	1410	1000	686
CKNB	Campbellton, N. B.	950	1000	688
CKNW	New Westminster, B. C.	1230	250	685
CKNX	Wingham, Ont.	920	1000	699
CKOC	Hamilton, Ont.	1150	5000	694
CKOV	Kelowna, B. C.	630	1000	685
CKPC	Branford, Ont.	1380	100	691
CKPG	Prince George, B. C.	1230	250	685
CKPR	Fort William, Ont.	580	1000	693
CKRC	Winnipeg, Man.	630	1000	688
CKRM	Regina, Sask.	980	1000	705
CKRN	Rouyn-Noranda, Que.	1400	250	703
CKSB	St. Boniface, Man.	1250	1000	687
CKSF	Cornwall, Ont.	1230	250	693
CKSO	Sudbury, Ont.	790	5000	697
CKTB	St. Catharines, Ont.	1550	1000	697
CKTS	Sherbrooke, Que.	1240	250	703
CKUA	Edmonton, Alta.	580	1000	684
CKVD	Val D'Or, Que.	1230	100	704
CKWS	Kingston, Ont.	960	1000	694
CKWX	Vancouver, B. C.	980	5000	686
CKX	Brandon, Man.	1150	1000	687
CKY	Winnipeg, Man.	990	15000	688
VOCM	St. Johns, Newfoundland	1005	100	691
VONF	St. Johns, Newfoundland	640	10000	691
VOWN	Corner Brook, Newfoundland	840	250	691

ALBERTA

CFAC

CALGARY—EST. 1922

CBC TRANS CANADA & FOOTHILLS NET
Frequency: 960 Kc.....Power: 1000 Watts
(CP-5000)

Owner By.....Calgary Herald
Operated by Taylor, Pearson & Carson Broad-
casting Co., Ltd.

Address.....1000 Southam Building
Phone Number.....R 1036
Time on the Air.....6 a.m. to 12 midnight;
Sunday: 8 a.m. to 12 midnight

Newspaper Affiliation..Calgary Daily Herald
News Service.....BUP, Press News
Transcription Service.....NBC Thesaurus;
World Broadcasting System; Associated
Representative....All-Canada Radio Facilities,
Ltd.; Weed & Co.

Membership.....CAB, BBM

Personnel

President.....H. R. Carson
Station Manager.....A. M. Cairns
Production Supervisor.....R. Charman
Chief Engineer.....E. C. Connor

CFCN

CALGARY—EST. 1922

DOMINION NETWORK—CBC

Frequency: 1010 Kc.....Power: 10,000 Watts
Owned-Operated By..The Voice of the Pra-
ries, Ltd.

Address.....Toronto General Trusts Bldg.
Phone Number.....M 1181
Time on the Air:....6:30 a.m. to 12 midnight
News Service.....CP, BUP
Transcription Service..Standard Radio; Lang-
Worth

Representative....Radio Representatives, Ltd.,
Membership.....CAB, BBM

Personnel

President.....H. G. Love
Station Manager.....E. H. McGuire
Chief Engineer.....Bob Lamb

CJCL

CALGARY—EST. 1927

CBC

Frequency: 1230 Kc.....Power 100 Watts
Owned-Operated By.....The Albertan Pub-
lishing Co.

Address.....Victory Bldg.
Phone Number.....Main 3986
Transmitter Location.....Grandview Heights
Time on the Air.....18 hours daily
Newspaper Affiliation..The Calgary Albertan
Transcription Service.....World, Lang-Worth,
SESAC

News Service.....BUP
Membership.....CAB

Personnel

President.....G. M. Bell
Station Manager.....Don MacKay
Commercial Manager.....Fred Colborne
Chief Engineer.....Des Readwin

CFRN

EDMONTON—EST. 1934

CBC—DOMINION NETWORK

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....Sunwapta Broadcas-
ting Company, Ltd.

Address.....109 Canadian Pacific
Railways Building
Phone Number.....22101
Transmitter Location.....Jasper Pl.
Time on the Air..Mon-Sat., 6:30 a.m.-12 Mid.
News Service.....BUP
Transcription Service.....Standard Radio,
Lang-Worth, Exclusive Transcribed System,
Davis & Schwegler, Cole

Representative: Radio Representatives, Ltd.;
H. N. Stovin
Membership.....CAB, BBM

Personnel

President.....G. R. A. Rice
Commercial Manager.....A. J. Hopps
Merchandising Manager.....Leo McKinnon
Production Manager.....Brander Parsons
Musical Director.....May Dennistoun
Chief Engineer.....Frank G. Makepeace

CJCA

EDMONTON—EST. 1922

CBC—TRANS. CANADA

ALBERTA FOOTHILLS NET

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....The Edmonton Journal, Ltd.
Operated By.....Taylor & Pearson Broad-
casting Co., Ltd.

Address...Birk's Bldg., Jasper Ave. & 104th St.
Phone Number.....26131
Transmitter Location.....Belmont
Time on the Air.....6:15 a.m. to 12 mid.
Newspaper Affiliation.....Edmonton Journal
News Service.....Canadian Press;
Transcription Service..NBC Thesaurus; World
Representative....All-Canada Radio Facili-
ties, Ltd; Weed & Co.

Membership.....CAB, BBM

Personnel

President.....J. M. Taylor
General Manager.....H. E. Pearson
Station Manager.....Gordon S. Henry
Commercial Manager.....A. H. Nicholl
Chief Engineer.....Frank Hollingworth

CKUA*

EDMONTON—EST. 1927

CBC

ALBERTA EDUCATIONAL NETWORK

Frequency: 580 Kc. Power: 1000 Watts
 Owned-Operated By: The Alberta
 Govt. Telephones
 Address: Provincial Bldg.
 Phone Number: 27212 & 27818
 Transmitter Location: So. Edmonton
 Time on the Air: 7 a.m. to midnight

Personnel

Station Manager: F. W. Blake
 Program Director: J. B. McRae

*Non-Commercial Station

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By: Northern Broadcasting
 Corporation, Ltd.
 Address: Grande Prairie
 Time on the Air: 7 a.m.-11:00 p.m.
 News Service: BUP
 Transcription Service: United Transcribed
 Representative: All-Canada Radio Facilities,
 Ltd.; Weed & Co.

Personnel

General & Station Manager: A. J. Balfour
 Commercial Manager: Gordon Cockburn
 Chief Engineer: G. L. Sadler

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—EST. 1927

CBC—DOMINION NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Fraser Valley Broad-
 casters, Ltd.
 Address: 16 Wellington Ave.
 Phone Number: 6106
 Transmitter Location: Chilliwack, B. C.
 Time on the Air: 7 a.m. to 10:30 p.m.
 Representative: All-Canada Radio;
 Weed & Co.

Personnel

President: C. Casey Wells
 General Manager: Jack Pilling
 Commercial Manager: W. G. Teetzel

TRANS CANADA

CANADIAN BROADCASTING CORP.

Frequency: 1220 Kc. Power: 5000 Watts
 Owned By: Lethbridge Broadcasting, Ltd.
 Operated By: H. R. Carson, Ltd.
 Address: Marquis Hotel Bldg.,
 Phone Number: 3161
 Transmitter Location: Broxburn, Alberta
 Time on the Air: 18 hours daily
 News Service: CP
 Transcription Service: NBC Thesaurus,
 Lang-Worth

Personnel

Station Manager: William Guild
 Sales-Commercial Mgr.: Cameron A. Perry
 Production Manager: George A. Brown
 Publicity Director: Norman V. Fisher
 Chief Engineer: Robert E. Reagh

CHAT

MEDICINE HAT—EST. 1946

DOMINION—CBC

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By:

Monarch Broadcasting Co., Ltd.

Address: 520 First St.
 Phone Number: 2821
 Transmitter Location: Roytal, Alberta
 Time on the Air: 17 hours daily
 News Service: BUP
 Transcription Service: Standard
 Representative: All-Canada Radio
 Facilities, Ltd.; Weed & Co.

Personnel

President: J. H. Yuill
 Station Manager: R. J. Buss
 Program Director: Bartley Brown
 Chief Engineer: J. M. Ellis

CFJC

KAMLOOPS—EST. 1927

CBC—TRANS-CANADA

Frequency: 910 Kc. Power: 1000 Watts
 Owned By: Kamloops Sentinel, Ltd.
 Operated By: Radio Station CFJC
 Address: 310 St. Paul St.
 Phone Number: 1021
 Transmitter Location: North Kamloops
 Time on the Air: 16 hours daily
 Representative: All-Canada Radio Facilities,
 Ltd.; Weed & Co.
 Membership: CAB, BBM

Personnel

President: Ronald E. White
 General Manager: Ian Clark

Assistant Manager.....Walter Harwood
 Commercial Manager.....R. J. Innes
 Program Director.....E. Reynolds
 Chief Engineer.....G. Henderson
 Record MC.....Chris. Hansen

CKOV

KELOWNA—EST. 1931
CANADIAN BROADCASTING CORP.
TRANS CANADA

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By....Okanagan Broadcast-
 ers, Ltd.

Address.....Radio Bldg.
 Phone Number.....200 & 496
 Transmitter Location.....Okanagan
 Mission, B. C.

Time on the Air.....6:30 a.m. to 11:30 p.m.
 News Service.....Press News
 Transcription Service.....NBC Thesaurus,
 Lang-Worth, SESAC

Representative....All-Canada Radio Facilities,
 Ltd.; Weed & Co.
 Membership.....CAB, BBM

Personnel

President.....J. W. B. Browne
 Station Manager.....Stanley E. Tapley
 Chief Engineer.....J. H. B. Browne

CKLN

NELSON—EST. 1939
CBS—TRANS-CANADA

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....News Publishing Co.

Address.....Box 250
 Phone Number.....19
 Transmitter Location.....Radio Avenue

Time on the Air.....16 hours daily
 Newspaper Affiliation....Nelson Daily News
 News Service.....Press News
 Transcription Service.....World
 Representatives.....Horace N. Stovin,
 John E. Baldwin

Membership.....BBM, WAB

Personnel

Station Manager.....Joan Orr
 Merchandising Manager.....M. Walsh
 Chief Engineer.....H. Worsfold
 Record MC.....T. Oliver

CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....International Broadcasting
 Co., Ltd.

Operated By.....William Rea, Jr.
 Address.....Windsor Hotel Bldg.
 Phone Number.....NW 3000
 Transmitter Location.....Lulu Island, B. C.

Time on the Air.....19 hours daily
 News Service.....Press News
 Transcription Service.....World Broadcasting
 System, SESAC, Associated, M. M. Cole,
 UTS

Representative.....Radio Representatives,
 Canada; Forjoe & Co., U. S. A.

Personnel

President-General Mgr.....Wm. Rea, Jr.
 Commercial Manager.....David Armstrong
 Chief Engineer.....E. Ross MacIntyre

CJAV

PORT ALBERNI—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harold H. Warren
 Address.....Capitol Theatre

Time on the Air.....7:30 a.m. to 10:30 p.m.
 News Service.....Canadian Press
 Transcription Service.....Lang-Worth
 Representative.....Radio Representatives

Membership.....CAB

Personnel

President-Owner.....Harold H. Warren
 Commercial Manager.....Gordon Carpenter

CKPG

PRINCE GEORGE—EST. 1946

TRANS-CANADA CBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Radio Station CKPG, Ltd.
 Address.....Ritz-Kiefer Hall, 436 George St.

Phone Number.....140
 Transmitter Location.....South Ft. George
 Time on the Air.....7 a.m. to 11 p.m.

Transcription Service.....UTS
 Representatives....Weed & Co., All-Canada
 Membership.....CAB

Personnel

President.....Frank H. Elphicke
 Chief Engineer.....Ray J. Tate

CFPR

PRINCE RUPERT—EST. 1937

CANADIAN BROADCASTING CORP.

TRANS-CANADA

Frequency: 1240 Kc.....Power: 50 Watts
 Owned By.....Northwest Broadcast & Service
 Co., Ltd.

Operated By....Canadian Broadcasting Corp.
 Address.....P.O. Box 848
 Phone Number.....863

Time on the Air.....7:30 a.m. to 11 p.m.
 Representative.....Horace N. Stovin & Co.

Personnel

President.....F. E. Batt
 General Mgr.-Station Mgr....C. H. Insulander
 Chief Engineer.....C. H. Insulander
 Record MC.....I. L. Morris

CJAT

TRAIL—EST. 1932

CANADIAN BROADCASTING CORP.
TRANS-CANADA

Frequency: 610 Kc. Power: 1000 Watts
Owned By.....Kootenay Broadcasting Company, Limited
Operated By.....Taylor, Pearson & Carson,
Address815 Victoria Street
Phone Number.....737, 1243
Time on the Air.....7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
Membership.....CAB, BBM

Personnel

Station Manager.....Eric C. Aylen
Chief Engineer.....Gordon Fairweather

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
TRANS-CANADA NETWORK

Frequency: 1130 Kc. Power: 5000 Watts
Owned-Operated By....Canadian Broadcasting Corp.
Address701 Hornby St.
Phone NumberMARine 6121
Transmitter Location....Lulu Island, B. C.
Time on the Air.....7 a.m. to 12 midnight
Sunday, 11:14 a.m. to 2.57 a.m.
News Service..Canadian Press; BUP; Reuters
Representative.....Canadian Broadcasting Corp.
MembershipBBM

Personnel

General Manager.....Dr. Augustin Frigon
Station Manager.....Ira Dilworth
Commercial Mgr....E. A. Weir, CBC, Toronto
Chief Engineer.....A. B. Ellis

CJOR

VANCOUVER—EST. 1926

CBC

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business Address.....846 Howe St.
Phone Number.....MARine 6464
Transmitter Location....Lulu Island, B. C.
Time on the Air.....6:30 a.m. to midnight;
Sundays: 7:30 a.m. to midnight
News Service.....PN, BUP
Transcription Service.....NBC Thesaurus;
United Transcribed Service
Representative....Adam J. Young, Jr. (U.S.A.);
H. N. Stovin (Canada)
Membership.....CAB, BBM

Personnel

President-General Mgr.....Geo. C. Chandler
Chief Engineer.....Arthur M. Chandler

CKMO

VANCOUVER—EST. 1922

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By.....British Columbia Broadcasting System, Ltd.
Address812 Robson St.
Phone Number.....MARine 1271-2
Time on the Air.....24 hours daily
News Service.....British United Press
Transcription Service.....Standard, SESAC
Representative...Radio Representatives, Ltd.;
Howard H. Wilson Co.
MembershipCAB

Personnel

President.....Mrs. R. J. Sprott
General Manager.....John N. Hunt
Commercial Manager.....T. Slattery
Chief Engineer.....R. Whiteside

CKWX

VANCOUVER—EST. 1923

MBS—DON LEE

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By Western Broadcasting Co., Ltd.
Address543 Seymour Street
Phone Number.....MARine 3344
Time on the Air....6:30 a.m. to 12 midnight;
Sunday: 8 a.m. to 12 midnight
News Service.....Press News, UP
Transcription Service.....World Broadcasting System; Lang-Worth
Representative.....All-Canada Radio Facilities, Ltd. (Canada), Weed & Co., U.S.A.

Personnel

President.....Arthur Holstead
Manager.....Frank H. Elphicke
Chief Engineer.....Jack Gordon

CJVI

VICTORIA—EST. 1934

DOMINION-CBS (PACIFIC REGION)

Frequency: 1480 Kc. Power: 1000 d., 250 n.
Owned-Operated By...Island Broadcasting Company, Ltd.
Address.....620 View St.
Phone Number...Garden 2014, Beacon 1911
Time on the Air.....6:30 a.m. to 11:30 p.m.;
News Service.....CP
Transcription Service..NBC Thesaurus, World

Personnel

President.....H. T. Matson
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By . . . Manitoba Telephone
Address8th Street & Princess Ave.
Phone Number 4532
Time on the Air7:30 a.m. to 11:30 p.m.
Transcription Service . . .NBC Thesaurus, World
News ServiceBUP
RepresentativeHorace N. Stovin & Co.

Personnel

Station ManagerW. F. Seller
Sales ManagerW. T. Grigg
Program DirectorEric Davies

CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
Owned ByArctic Radio Corporation, Ltd.
Operated ByS. J. Beauford, Sec-Treas.
Address75 Hill St.
Phone Number 290
Time on the AirShares Time
News ServiceBUP
Transcription ServiceLang-Worth
RepresentativeH. N. Stovin (Canada);
Adam J. Young (U.S.A.)

Personnel

Secretary-TreasurerS. J. Beaufoy
Chief EngineerGordon Woodward

CKSB

ST. BONIFACE—EST. 1945

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By .Radio St. Boniface Ltd.
Address607 College St.
Phone Number204, 865-6
Time on the Air16 hours daily
News ServiceBUP
Transcription ServiceAssociated
RepresentativeC. W. Wright
MembershipCAB

Personnel

PresidentDr. H. Guyot
Managing DirectorLouis E. Leprohon
Chief EngineerD. R. Thomson

CJOB

WINNIPEG—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .Blick Broadcasting Ltd.
AddressLindsay Bldg.
Phone Number96374
Transmitter LocationThibault St. & Notre
Dame Ave., St. Boniface, Man.

PLOTTING A COURSE

The All-Canada way!

WHATEVER your problem, let the All-Canada man help you solve it. Together, you can work out a campaign that meets your needs . . . one that fits your budget. Through the thirty-one All-Canada stations, you can spot your message in the key areas where you have distribution . . . be able to reach more effectively your potential customers in those regions.



ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Time on the Air.....24 hours daily
 News Service.....PN, BUP
 Transcription Service.....Associated
 Representative.....Radio Representatives
 Membership.....CAB, BBM

Personnel

Owner-General Mgr.....John O. Blick
 Commercial Manager.....A. J. Messner
 Program Director.....C. E. Farey
 Chief Announcer.....George Davies
 Chief Engineer.....R. Durie
 Record MC.....O. V. Turland

C K R C

WINNIPEG—EST. 1934
 CBC—DOMINION NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By.....Transcanada Commu-
 nications, Limited
 Business Address.....Free Press Bldg.
 Phone Number.....92266
 Transmitter Location.....Middlechurch.
 Time on the Air.....17½ hours daily
 Transcription Service.....World Broadcasting
 System; Lang-Worth; Standard
 Newspaper Affiliation.....Winnipeg Free Press
 News Service.....CP, BUP

Representative...All-Canada Radio Facilities
 (Canada); Weed & Co. (U.S.A.)
 Membership.....CAB, BBM

Personnel

President.....V. Sifton
 Station Manager.....G. Gaetz
 Chief Engineer.....Bert Hooper

C K Y

WINNIPEG—EST. 1923
 CANADIAN BROADCASTING CORP.
 TRANS-CANADA

Frequency: 990 Kc.....Power: 15000 Watts
 Owned-Operated By.....Manitoba Telephone
 Address.....Telephone Bldg.
 Phone Number.....92-191
 Transmitter Location.....Headingley, Man.
 Time on the Air.....7 a.m. to 12 Mid.
 News Service.....BUP, CP
 Transcription Service.....NBC Thesaurus
 Representative.....Horace N. Stovin & Co.
 (Canada); Adam J. Young, Jr., Inc. (U.S.A.)

Personnel

General Manager.....W. A. Duffield
 Commercial Manager.....Wilfred Carpentier
 Program Director.....R. H. Roberts
 Chief Announcer.....Tom Benson
 Chief Engineer.....George Henderson

—NEW BRUNSWICK—

C K N B

CAMPBELLTON—EST. 1939
 CBC DOMINION NETWORK

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....Restigouche Broad-
 casting Co., Ltd.
 Address.....P.O. Box 840
 Phone Number.....8
 Studio Address.....Bank of Nova Scotia Bldg.
 Transmitter Location.....Maple Green, N. B.
 Time on the Air.....7:55 a.m. to 1:15 p.m.
 Transcription Service.....All-Canada
 Representative: All-Canada Radio Facilities,
 Ltd. (Canada); Weed & Co. (U.S.A.)
 Membership.....CAB

Personnel

Managing Director.....Dr. Charles H. Houde
 Station Manager.....Stan Chapman
 Program Director.....James Woods
 Chief Engineer.....L. P. Paquet

C J E M

EDMUNDSTON—EST. 1945
 CBC FRENCH—(Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
 Owned and Operated By.....Edmundston
 Radio, Ltd.

Address.....99 Canada Road
 Phone.....296
 Transmitter Location.....Iroquois, N. B.
 Time on the Air.....15½ hours daily
 Transcription Service.....World
 Representative...H. N. Stovin & Co. (Canada);
 Adam J. Young, Inc. (U.S.A.)

Membership.....BBM

Personnel

President.....Dr. P. C. Laporte
 Station Manager.....R. W. Leclair
 Commercial Manager.....Frank A. Jean
 Chief Engineer.....Cyrille Fournier

C F N B

FREDERICTON—EST. 1923
 CBC-BASIC

Frequency: 550 Kc.....Power 1000 Watts
 Owned-Operated By.....James S. Neill &
 Sons, Ltd.
 Address.....Fredericton, N. B.
 Phone Number.....1215
 Transmitter Location.....Lincoln, N. B.
 Time on the Air.....6:15 a.m. to 12:30 a.m.
 News Service.....British UP
 Transcription Service.....NBC Thesaurus
 Representative.....All-Canada Radio
 Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General & Station Manager...D. Malcolm Neill

CKCW

MONCTON—EST. 1934

CBC (DOMINION)
CBC (MARITIME)

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Operated By...The Moncton Broad-
casting Company, Limited

Address.....Knights of Pythias Hall
Phone Number.....9111
Time on the Air.....7 a.m. to 12:15 a.m.
News Service.....BUP
Transcription Service.....World Broadcast-
ing System; United Transcribed Service;
Lang-Worth
Representative...H. N. Stovin Co. (Canada);
Joseph McGillvra (U.S.A.)

Personnel

President.....J. L. Black
Chief Engineer.....J. A. White

C B A

SACKVILLE—EST. 1939

CBC—TRANS-CANADA
CBC MARITIME NETWORK

Frequency: 1070 Kc.....Power: 50000 Watts
Owned-Operated By.....Canadian Broad-
casting Corporation

Address.....United Service Building., 100
Sackville St., Halifax, N. S.
Phone Number.....3-6188
Transmitter Location.....Sackville, N. B.
Time on the Air.....16½ hours daily
News Service.....CP, BUP, Reuters
Representative.....CBC

Personnel

Chief Executive, Gen. Mgr.....Dr. Augustin
Frignon
Chief Engineer.....H. M. Smith

CFBC

SAINT JOHN—EST. 1946

CBC DOMINION

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By...Fundy Broad. Co., Ltd.
Address.....4 Carelon St.
Phone Number.....3-2421
Time on the Air.....6 a.m. to 12:15 a.m.
News Service.....BUP
Transcription Service.....NBC Thesaurus
Representative...All Canada Radio Facilities,
Ltd. (Canada); Weed & Co. (U.S.A.)
Membership.....CAB

Personnel

Station Manager.....Norman Botterill

CHSJ

SAINT JOHN—EST. 1934

CBC—TRANS CANADA

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By...New Brunswick Broad-
casting Company, Limited

Address.....14 Church St.
Phone Number.....3-3304
Transmitter Location.....Coldbrook, N. B.
Time on the Air.....6 a.m. to 12:15 a.m.
Newspaper Affiliation...The Telegraph-Journal
& The Evening Times-Globe

News Service.....Press News
Transcription Service.....World Broadcasting
System, Lang-Worth, Associated, Standard,
UTS

Representative.....H. N. Stovin Co., Ltd.
(Canada); Adam J. Young, Jr. (U.S.A.)
Membership.....CAB

Personnel

Station Manager.....George A. Cromwell
Commercial Manager.....Cleve G. Stillwell
Program Director.....Cleve Stillwell
Production Manager.....Alfred Murphy
Publicity Director.....Christine Fewings
Chief Engineer.....J. G. Bishop
Record MC.....Foster Marr

Keep your eye

on **CHSJ**

Saint John
Canada

Reaching a vital
Market Day and
Night with

5000 Watts

CHSJ

SAINT JOHN, N. B., CANADA

Representatives

H. N. Stovin & Co.—Canada
Adam J. Young, Jr., Inc.—U. S. A.

NOVA SCOTIA

C J F X

ANTIGONISH—EST. 1943

CBC—DOMINION
CBC—MARITIME

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By Atlantic Broad-
casters, Ltd.

Address: Broadcasting Bldg., Antigonish, N. S.
Phone Number 66
Transmitter Location New Glasgow Road
Time on the Air 7:25 a.m. to 12:15 a.m.
News Service PN
Transcription Service United Transcribed
Service; Lang-Worth

Representative . . James L. Alexander (Canada);
Adam J. Young, Jr., Inc. (U.S.A.)

Personnel

President-General Mgr. J. Clyde Nunn
Chief Engineer Gordon C. MacDougall

C B H

HALIFAX—EST. 1944

TRANS-CANADA
CBC MARITIME

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By . . Canadian Broadcasting
Corp.

Business Address 100 Sackville St.
Phone Number 3-6188
Transmitter Location Sackville, N. B.
Time on the Air 16½ hours daily
News Service CP, BUP, Reuters
Representatives Canadian Broadcasting
Corp.

Personnel

General Manager Dr. Augustin Frigon
Regional Program Director

Station Manager W. E. S. Briggs
Commercial Manager E. A. Weir, CBC
Program Director W. E. S. Briggs
Production Manager J. R. Kennedy
Publicity Director Wells Ritchie
Musical Dir.—CBC, Montreal J. M. Beaudet
Regional Engineer H. M. Smith

CHNS

HALIFAX—EST. 1926

CBC (DOMINION)
CBC (MARITIME)

Frequency: 960 Kc. Power: 5,000 Watts
Owned-Operated By Maritime Broad-
casting Company, Ltd.

Address 10 Tobin Street (Broadcasting
House)

Phone Number 3-8318
Transmitter Location Rockingham, Halifax
County, N. S.

Time on the Air 7:30 a.m. to 12:15 a.m.;
Sun., 9 a.m. to 12:15 a.m.

Newspaper Affiliation Halifax Herald
News Service CP, BUP
Transcription Service Langworth; NBC
Thesaurus; World Broadcasting System,
U.T.S.

Representative: All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Membership CAB, BBM

Personnel

Chief Executive Major Wm. C. Borrett
Station Manager Gerald J. Redmond
Commercial Manager Harry Stephen
Chief Engineer Arthur W. Greig
Record MC David Murray

C J C H

HALIFAX—EST. 1944

TRANS-CANADA

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By Chronicle Co. Ltd.

Business Address Lord Nelson Hotel
Phone Number 3-7311

News Service PN
Transcription Service Standard

Representative Stovin,
John Hershey McGillvra, Inc.

Membership NAB

Personnel

Station Manager Lew Hill
Chief Engineer A. R. MacWilliam

C J C B

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 Facil-
ities (Canada); Weed & Co. (U.S.A.)

Personnel

Chief Owner, General Mgr. N. Nathanson
Program Director C. J. MacDougall

C F A B

WINDSOR—EST. 1945

Frequency: 1450 Kc. Power: 250 Watts
Owned and Operated By Evangeline
Broadcasting Co.

Address 7 Clifton Avenue
Phone Number 498

Transmitter Location Falmouth
Time on the Air 6:55 a.m. to 9 p.m.

News Service CP
Transcription Service U. T. S.; M. M. Cole

• • • NOVA SCOTIA-NEWFOUNDLAND • • •

Representative.....James L. Alexander
(Canada); Adam J. Young, Jr., Inc. (U.S.A.)

Personnel

Owner-Gen. Mgr.....Avarid M. Bishop
Program Director.....Willard A. Bishop
Publicity Director.....Gene Alton
Chief Announcer.....Sydney V. Davison
Musical Director.....John Aikens
Chief Engineer.....J. Arthur Manning

CJLS

YARMOUTH—EST. 1934
CANADIAN BROADCASTING CORP.
MARITIME

Frequency: 1340 Kc.....Power: 100 Watts
Owned ByGateway Broadcasting
Company

Operated By.....Laurie L. Smith
AddressRadio Building, Main Street
Phone Number.....500
Transmitter Location.....Radio Building
Time on the Air.....8 a.m. to 12 midnight
News Service.....PN
Representative...All-Canada Radio Facilities,
Ltd., Weed & Co.

Personnel

President-Station Manager...Laurie L. Smith
Program Director.....E. L. Mabey
Chief Engineer.....Donald L. Smith

NEWFOUNDLAND

VOWN

CORNER BROOK—EST. 1943

Frequency: 840 Kc.....Power: 250 Watts
(CP-1000)

Owned-Operated By...Broadcasting Corp. of
Newfoundland

Address.....Corner Brook
Phone Number.....519
Studio Address.....Glynmill Inn
Transmitter Location.....Pine Hill
Time on the Air.....10 a.m. to 2 p.m.
and 6 p.m. to 11 p.m.
Transcription Service...Standard, Lang-Worth

Personnel

General Manager.....W. F. Galgay
Station Manager.....Cliff Hierlihy
Chief Announcer.....Arthur Barrett
Chief Engineer.....Cliff Hierlihy

VOCM

ST. JOHNS—EST. 1945

Frequency: 1005 Kc.....Power: 100 Watts
Owned-Operated By...Colonial Broadcasting
System, Ltd.

Address.....P.O. Box 809

Personnel

Director.....J. L. Butler

VONF

ST. JOHNS—EST. 1939

Frequency: 640 Kc.....Power: 10000 Watts
Owned-Operated By...Broadcasting Corp. of
Newfoundland

Address.....P.O. Box E5372
Phone Number1047
Representative.....All-Canada Radio
Facilities, Ltd.

Personnel

Station Manager.....W. F. Galgay
Commercial Manager.....Gordon D. Halley

ONTARIO

CJBQ

BELLEVILLE—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Radio Station CJBQ
Address.....11 Victoria Ave.
Phone Number3200-1
Transmitter Location.....R. R. No. 5
Time on the Air.....7 a.m. to 11 p.m.;
Sunday: 8:30 a.m. to 11 p.m.

News ServicePN
Transcription Service.....Thesaurus, World
Representative...H. N. Stovin & Co. (Canada);
Adam J. Young, Jr., Inc. (N.Y.)

Membership CAB

Personnel

Chief Executive.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....T. V. Wilkinson
Chief Engineer.....J. B. Buchanan

CKPC

BRANTFORD—EST. 1933

CBC—DOMINION NETWORK
Frequency: 1380 Kc.....Power: 100 Watts

What do you mean by **First?**

Do you mean "earliest"
... or "of highest repute"

Whichever way you take it, CFRB is the *best* radio buy in
Canada's richest market!

THE FIRST TWENTY YEARS: Since 1926, this station has
pioneered! Today, it *still* pioneers, spending more
money, working towards an even more successful future.
As one small example, CFRB has been broadcasting
Frequency Modulation for six years. Because this station
serves Ontario listeners best, it pays *you* best as
an advertiser!

PUBLIC SERVICE: In Ontario CFRB is first for
entertainment, first for information, first for inspiration!
It supports every community effort, reports all important
news and rounds out its broadcast pattern with
excellent public service programs. By consistently
planning a balanced program schedule, CFRB has built
up and holds a *loyal*, responsive audience!

SALES RESULTS: This station is the unquestioned *first*
as an advertising buy in Ontario. The proof is simple:
take (1) widest coverage (2) largest share of popular
programs (3) greatest listener loyalty . . . and you have
the most *productive* station. An investment in a CFRB
audience is a *solid* investment!

CFRB

PLANNING NOW
FOR THE NEXT
TWENTY YEARS!

Representatives:

UNITED STATES — Adam J. Young Jr., Incorporated

CANADA — All-Canada Radio Facilities Ltd.

Owned By.....Telephone City Broadcast, Ltd.
 Operated By.....Mrs. F. M. Buchanan
 Address.....49-51 Colborne St.
 Phone Number.....5140-1
 Time on the Air.....6 a.m. to 11:30 p.m.
 News Service.....BUP
 Transcription Service.....World Broad-
 casting System; United Transcribed Service
 Representative.....J. L. Alexander

Personnel

Owner.....Mrs. F. M. Buchanan
 General Manager.....Hugh Bremner
 Commercial Manager.....Carl Roadhouse
 Chief Engineer.....Alfred Teague

CFJM

BROCKVILLE—EST. 1942

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Eastern Ontario
 Broadcasting Co., Ltd.

Address.....Revere Hotel
 Phone Number.....4628
 Time on the Air.....7:30 a.m. to 11:10 p.m.
 News Service.....BUP
 Transcription Service.....Standard, UTS
 Representative.....James L. Alexander
 Membership.....CAB

Personnel

President-General Mgr.....Jack Murray
 Station Manager.....E. Gunyou

CFCO

CHATHAM—EST. 1926

DOMINION

Frequency: 630 Kc.....Power: 100 Watts
 Owned-Operated By.....John Beardall
 Business Address.....P. O. Box 275
 Phone Number.....2826
 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. 1945

**CBC—DOMINION NETWORK
 (Supplementary)**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Standard-Freeholder,
 Ltd.
 Business Address.....36 Pitt Street

Phone Number.....1703
 Transmitter Location.....Toll Gate Road
 Time on the Air.....6:45 a.m. to 11:15 p.m.
 Newspaper Affiliation...Standard-Freeholder,
 Cornwall Daily
 News Service.....CP
 Transcription Service.....World, All Canada,
 London
 Representative.....H. N. Stovin & Co.
 Membership.....CAB, BBM

Personnel

General Manager.....H. Duncan Wightman
 Station Manager.....H. Harrison Flint
 Chief Engineer.....Mahlow Clark

CKFI

FORT FRANCES—EST. 1944

CBC DOMINION (Supplemental)

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Rainy Lake Broad-
 casting Co., Ltd.

Address.....Wells Bldg., Ft. Frances;
 Border Theater Bldg., Intl. Falls, Minn.
 Phone Numbers.....Ft. Frances 200;
 Intl. Falls 300
 Transmitter Location.....Pithers Point Park
 Time on the Air.....7 a.m. to 11 p.m.;
 Sun., 8 a.m. to 11 p.m.

News Service.....BUP
 Transcription Service.....Cole
 Representatives.....James L. Alexander;
 A. J. Messner; Adam J. Young, Jr., Inc.
 Membership.....CAB

Personnel

President.....J. M. Reid
 General Manager.....J. M. Reid
 Chief Engineer.....R. E. Martin

CKPR

FORT WILLIAM—EST. 1931

TRANS-CANADA NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
 Owned By.....Dougall Motor Car Co.
 Operated By.....H. F. Dougall
 Address.....Radio Hall, South May St.
 Phone Number.....South 315
 Studio Address.....106 So. May St.
 Time on the Air.....7:30 a.m. to 11:40 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service

Representatives...Radio Representatives, Ltd.;
 H. N. Stovin Co.; Howard H. Wilson Co.
 (U.S.A.)

Membership.....CAB, BBM

Personnel

President-General Mgr.....H. F. Dougall
 Chief Engineer.....T. Ross

CHML

HAMILTON—EST. 1927

CBS DOMINION (Supplementary)

Frequency: 900 Kc. Power: 5000 Watts
Owned-Operated By.....Maple Leaf Broad-
casting Co., Ltd.

Address.....36 James St. S.
Phone Number.....7-1595
Transmitter Location.....Vinemount
Time on the Air.....5:55 a.m. to 1:10 a.m.
News Service.....BUP
Transcription Service.....Standard Radio;
Associated Music Publishers; United Tran-
scribed Service
Representatives.....Adam J. Young, Jr.,
H. N. Stovin
Membership.....CAB, BBM

Personnel

President.....K. D. Soble
Station Manager.....T. E. Darling
Chief Engineer.....Ford Smith

CKOC

HAMILTON—EST. 1922

CBC—TRANS-CANADA

Frequency: 1150 Kc. Power: 5,000 Watts
Owned-Operated By.....Wentworth Radio
Broadcasting Co., Ltd.

Address.....King William & John Sts.
Phone Number.....7-4484
Transmitter Location.....Elfrida, Ont.
Time on the Air.....6 a.m. to 12:10 a.m.;
Sunday: 9 a.m. to 12:10 a.m.

News Service.....CP
Transcription Service.....World Broadcasting
System; NBC Thesaurus; Lang-Worth
Representative.....All-Canada Radio Facil-
ities (Canada); Weed & Co. (U.S.A.)
Membership.....CAB, BBM

Personnel

President.....Harold R. Carson
Station Manager.....Wm. T. Cranston
Commercial Manager.....A. Orrin Botsford
Chief Engineer.....Les Horton
Record MC.....Bud de Bow

CJRL

KENORA—EST. 1942

CBC-DOMINION—CBC-EASTERN

Frequency: 1220 Kc. Power: 1000
Owned-Operated By.....Kenora Broadcasting
Co., Ltd.

Address.....Brydon Block, Main St.
Phone Number.....717
Transmitter Location.....Jaffray Township
Time on the Air.....7:30 a.m. to 11 p.m.
News Service.....PN, AP
Transcription Service.....Thesaurus

Representative.....H. N. Stovin & Co.
Membership.....CAB

Personnel

General Manager.....A. L. Garside
Station Manager.....Jerry Tonkin
Chief Engineer.....P. Whitebread

CFRC*

KINGSTON—EST. 1944

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By.....Queen's University.
Business Address.....Queens University

* Fleming Hall (Non-Commercial Station)

CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc. Power: 1000 Watts
Owned By.....Allied Broadcasting Corp., Ltd.
Address.....King St.
Phone Number.....4401
Transmitter Location.....Wolfe Island
Time on the Air.....6:30 a.m. to 12:10 a.m.
Newspaper Affiliation.....Kingston Whig-
Standard

News Service.....CPN
Transcription Service.....NBC Thesaurus,
Standard, Lang-Worth
Representative.....National Broadcast Sales
(Canada); Donald Cooke, Inc. (U.S.A.)
Membership.....CAB

Personnel

President.....Senator W. R. Davies
Station Manager.....Roy W. Hoff
Chief Engineer.....Burt Coy

CJKL

KIRKLAND LAKE—EST. 1934

CANADIAN BROADCASTING CORP.—

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By.....Northern Broadcast-
ing & Publishing, Ltd.
Address.....Woolworth Bldg., 22 Govt.
Rd. W.

Phone Number.....27
Transmitter Location.....Dane, Ontario
Time on the Air.....6 a.m. to 12 midnight;
Sunday: 8:45 a.m. to 12 midnight
Newspaper Affiliation.....Timmins Daily Press;
Kirkland Lake Northern News

News Service.....CP
Transcription Service, Standard, NBC Thesau-
rus, Lang-Worth
Representative.....National Broadcast Sales
(Canada); Donald K. Cooke, Inc. (U.S.A.)
Membership.....CAB

Personnel

President.....Roy H. Thompson
 Station Manager.....Brian G. Shellon
 Commercial Manager.....Thomas J. Warner
 Program Director.....N. J. Weatherwax
 Chief Announcer.....K. B. Crossley
 Musical Director.....Robert Redmond
 Chief Engineer.....T. G. Watson

CKCR

KITCHENER-WATERLOO—EST. 1929

CBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Kitchener & Waterloo
 Broadcasting Co.
 Operated By.....W. M. Mitchell & G. Liddle
 Address.....125 King St. W.
 Phone Number.....3-3628
 Transmitter Location.....Guelph St.
 Time on the Air.....16 hours daily
 News Service.....CPN
 Transcription Service.....United Transcribed
 Service
 Representative.....William Wright

Personnel

Owners.....W. C. Mitchell, G. Liddle
 General Manager.....W. C. Mitchell
 Chief Engineer.....Ion Hartman

CFPL

LONDON—EST. 1933—EST. 1922

CANADIAN BROADCASTING CORP.—
 DOMINION NETWORK

Frequency: 1570 Kc.....Power: 5,000 Watts
 Owned-Operated By.....The Free Press
 Printing Co., London
 Address.....442 Richmond St.
 Phone Number.....Metcalfe 5200
 Transmitter Location.....Wellington Rd.
 Time on the Air.....7 a.m. to midnight
 Newspaper Affiliation.....London Free Press
 News Service.....PN
 Transcription Service.....NBC Thesaurus, World
 Representative.....Joseph Hershey McGillvra,
 Inc. (U.S.A.), Horace N. Stovin & Co. (Canada)
 Membership.....CAB

Personnel

President.....Walter J. Blackburn
 General Manager.....Walter J. Blackburn
 Chief Engineer.....John Warder

CFCH

NORTH BAY—EST. 1931

CBC—TRANS-CANADA NETWORK

Frequency: 600 Kc.....Power: 100 Watts
 Owned-Operated By.....Northern Broadcast-
 ing & Publishing, Ltd.

Address.....37 Main St., East
 Phone Number.....2400
 Transmitter Location.....Callander Highway
 Time on the Air.....7:45 a.m. to 12:15 p.m.
 News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service; Lang-Worth
 Representative...National Broadcasting Sales

Personnel

Station Manager.....Cliff Pickrom
 Chief Engineer.....Jack Barnaby

CFOR

ORILLA—EST. 1945

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Gordon E. Smith
 Address.....Loblaw Bldg.
 Phone Number.....187
 Transmitter Location.....Orilla Township
 Time on the Air.....7 a.m. to 12:10 a.m.
 News Service.....BUP
 Transcription Service.....NBC Thesaurus, U.T.S.
 Representatives...H. Stovin & Co. (Canada);
 Adam J. Young, Jr. (U.S.A.)
 Membership.....CAB, BBM

Personnel

President-General Mgr.....Gordon E. Smith
 Station Manager.....Russel E. Waters
 Chief Engineer.....D'arcy Frezell
 Record MC.....James A. Sullivan

CKDO

OSHAWA—EST. 1946

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Oshawa Broadcasting
 Co., Ltd.
 Address.....70 King St. E.
 Phone Number.....4481
 Studio Address.....c/o Genosha Hotel
 Transmitter Location.....E. Whitby Township
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....PN
 Transcription Service.....NBC Thesaurus
 Representative.....James L. Alexander
 Membership.....CAB

Personnel

President-General Mgr.....George M. Elliott
 Commercial Manager.....George M. Elliott
 Chief Engineer.....George Blanchett

CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.—
 TRANS-CANADA NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Canadian Broadcast-
 ing Corporation

Address.....Chateau Laurier Hotel
 Phone Number.....2-1151
 Studio Address.....Chateau Laurier Hotel
 Transmitter Location.....Hawthorne, Ont.
 Time on the Air.....7 a.m. to 12:05 a.m.
 Sunday: 9 a.m. to 12:05 a.m.
 Representative.....Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. Augustin Frigon
 Station Manager.....Charles P. Wright

CKCO

OTTAWA—EST. 1924

DOMINION

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....Dr. 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 Service.....BUP
 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

CBC—DOMINION

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Operated By.....Grey & Bruce Broadcasting Co., Ltd.

Address.....904 Second Ave., East
 Phone Number.....1940-1
 Transmitter Location.....R. R. No. 4, Sydenham Township, Ont.

Time on the Air.....7 a.m. to 11:05 p.m.
 Newspaper Affiliation.....Owen Sound Daily Sun Times

News Service.....PN
 Transcription Service.....World Broadcasting System

Representatives.....Stovin (Canada);
 Adam J. Young, Jr. (U.S.A.)
 Membership.....CAB, BBM

Personnel

President.....Howard Fleming
 Managing Director.....Ralph Snelgrove
 General Manager.....Ralph Snelgrove
 Musical Director.....Everett Smith
 Chief Engineer.....William Vallins

CHOV

PEMBROKE—EST. 1942

CBS—DOMINION NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Ottawa Valley Broadcasting Co., Ltd.

Address.....97 Albert St.
 Phone Number.....430
 Transmitter Location.....East of Pembroke
 Time on the Air.....7 a.m. to 11:30 p.m.
 News Service.....BUP
 Transcription Service.....NBC Thesaurus
 Representatives.....H. N. Stovin Co. (Canada);
 Adam J. Young, Jr. (U.S.A.)

Personnel

President.....D. A. Jones
 V. P.-Station Manager.....E. G. Archibald
 Sales Manager.....W. M. J. Montaigne
 Chief Engineer.....W. E. Schmidt

CHEX

PETERSBOROUGH—EST. 1942

CANADIAN BROADCASTING CORP.—

DOMINION NETWORK

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned By.....Petersborough Broadcasting Co.
 Operated By.....Northern Broadcasting & Pub. Co., Ltd.

Address.....Radio Station CHEX, Examiner
 Phone Number.....4644
 Studio Address.....Examiner Bldg., Water St.
 Entrance

Transmitter Location.....Otanabee Township
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sunday: 9 a.m. to 11:15 p.m.

Newspaper Affiliation.....Peterborough Examiner

News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service, Lang-Worth
 Representative.....National Broadcast Sales (Canada); Donald Cooke, Inc. (U.S.A.)

Personnel

President.....Sen. R. W. Davies
 General Manager.....J. M. Davidson
 Station Manager.....Harold G. Burley
 Commercial Manager.....Elwood Jones
 Merchandising Manager.....Harry R. McClay
 Chief Engineer.....A. E. Crump
 Record MC.....Frank Hamon

CFPA

PORT ARTHUR—FORT WILLIAM—

EST. 1944

CBC—DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ralph H. Parker

Address Public Utilities Bldg., Port Arthur
Phone Number North 315
Transmitter Location 14th Ave., Port Arthur
Time on the Air 7:30 a.m. to 11:30 p.m.
Transcription Service Standard, Lang-Worth
Representatives National Broadcast Sales,
All-Canada Radio Facilities, Weed & Co.
(U.S.A.)

Personnel

Chief Owner Ralph H. Parker
Commercial Manager R. P. MacGowan
Program Director Edison Gunn

CKTB

ST. CATHARINES—EST. 1933

CBC—DOMINION NET (Supplementary)

Frequency: 1550 Kc. Power: 1,000 Watts
Owned-Operated By The Niagara District
Broadcasting Co., Ltd.

Address 12 Yates Street
Transmitter Location Port Dalhousie, Ont.
Time on the Air 6 a.m. to 12 midnight;
Sunday: 8:30 a.m. to 12 midnight

News Service PN
Transcription Service UTS
Representatives National Broadcast Sales;
Joseph Hershey McGillvra, Inc.

Personnel

Chief Owner W. B. C. Burgoyne
General Manager H. G. Burgoyne
Chief Engineer W. Allen
Record MC H. Wardell

CHOK

SARNIA—EST. 1946

CBC—TRANS-CANADA

Frequency: 1070 Kc. Power: 5000 D., 1000 N.
Owned-Operated By Sarnia
Broadcasting Co., Ltd.

Address 148½ Front St. N.
Transmitter Location 5 miles E. of Sarnia
on Petrolia Rd.

Time on the Air 6 a.m. to 2 a.m.
News Service CP, AP
Transcription Service NBC Thesaurus,
Standard, Lang-Worth

Representative National Broadcast Sales
(Canada); Donald Cooke, Inc. (U.S.A.)

Personnel

President H. M. Hueston
Managing Director Claude R. Irvine
Station Manager Claude Irvine
Chief Engineer Robert F. Cooke

CJIC

S S MARIE—EST. 1934

TRANS-CANADA

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Hyland Broadcasting Co.

Address Windsor Hotel
Representative J. L. Alexander, McGillvra

Personnel

General Manager J. G. Hyland
Production Manager C. V. Godwin

CJCS

STRATFORD—EST. 1927

DOMINION NETWORK (Supplementary)

Frequency: 1240 Kc. Power: 250 Watts
Owned By Central Broadcasting Co.
Operated By Frank M. Squires

Address Windsor Hotel
Phone Number 1675
Transmitter Location Downie Township

Time on the Air 7 a.m. to 11 p.m.
News Service UP
Transcription Service UTS

Representative All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)
Membership CAB

Personnel

President-General Mgr. Frank M. Squires
Commercial Manager D. L. Watson
Musical Director Charles Trethewey
Chief Engineer Rod Clark

CKSO

SUDBURY—EST. 1935

CBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By CKSO Sudbury, Ltd.
Address 21 Elgin St.

Phone Number 77-505
Transmitter Location McFarlane Lake,
6 miles from Sudbury

Time on the Air 6 a.m. to 12:30 a.m.
Newspaper Affiliation Sudbury Daily Star
News Service PN

Transcription Service NBC Thesaurus, World
Representative All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President W. E. Mason
General Manager W. J. Woodill
Assistant Manager Bill McLellan
Program Director William Acheson
Publicity Director Phil Pocock
Chief Engineer J. McRae

CKGB

TIMMINS—EST. 1933

CBC—TRANS-CANADA NETWORK

Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By Northern Broadcasting
& Publishing, Ltd.

Address Thomson Bldg.
Phone Number 1500

Transmitter Location...Cook's Lake, Mountjoy Township
 Time on the Air.....6:55 a.m. to 1:05 a.m.
 Newspaper Affiliation...Timmins Daily Press
 News ServiceCP
 Transcription Service..Thesaurus, Lang-Worth, Standard
 Representative.....National Broadcast Sales
 Membership CAB

Personnel

President.....Roy H. Thomson
 Station Manager.....Harvey C. Freeman
 Chief Engineer.....Ernie Mott

CBL

TORONTO—EST. 1927

CBC—TRANS-CANADA—CBC

Frequency: 740 Kc.....Power: 50000 Watts
 Owned-Operated By.....CBC
 Business Address.....354 Jarvis St.
 Phone Number.....Midway 5481
 Transmitter Location.....Hornby, Ont.
 Time on the Air.....17 hours daily
 News Service.....CP, BUP, Reuters
 Representative.....CBC Commercial Div.

Personnel

General Manager.....Dr. Augustin Frigon
 Dir. General of Programs.....E. L. Bushnell
 Program Director Trans-Canada Network.....Harry J. Boyle
 Commercial Manager.....E. A. Weir
 Production Manager.....John Kannawin
 Publicity Director.....Wells Ritchie
 Musical Director.....J. M. Beaudet, CBC, Montreal.
 Chief Engineer.....Howard Hilliard

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc...Power: 10000 Watts
 Owned-Operated By.....Rogers Radio Broadcasting Co.
 Address.....37 Bloor Street, West
 Phone Numbers.....Midway 3515-6-7
 Transmitter Location.....Aurora, Ontario
 Time on the Air.....6 a.m. to 12:35 a.m.;
 Sunday: 9 a.m. to 12:35 a.m.
 News Service.....PN, BUP
 Transcription Service.....NBC Thesaurus, Lang-Worth, Associated, World
 Representatives...All-Canada Radio Facilities (Canada); Adam J. Young, Jr. (U.S.A.)
 MembershipCAB, BMI

Personnel

President.....Harry Sedgwick
 Vice-President.....J. Elsworth Rogers
 Station Mgr.-Commercial Mgr....Lloyd Moore
 Program Director.....Wes McKnight
 Publicity Director.....Kenneth C. Marsden
 Musical Director.....Wishart Campbell
 Chief Engineer.....Jack Sharpe

CHUM

TORONTO—EST. 1945

Frequency: 1050 Kc...Power: 1000 w. d. only
 Owned-Operated By.....York Broadcasters Limited
 Address.....Hermant Bldg., Dundas Square
 Phone Number.....Elgin 4271
 Transmitter Location...Lawrence Ave. & Don Mills Road
 Time on the Air.....Sun-up to Sun-down
 Transcription Service.....Lang-Worth, Cole, Standard, U. T. S.
 News Service.....BUP
 Representative..James L. Alexander (Canada); Weed & Co. (U.S.A.)

Personnel

President.....John H. Part
 Commercial Manager.....Rolly Ford
 Merchandising Manager.....Rolly Ford
 Program Director.....Monty Hall
 Publicity Director.....Rolly Ford
 Chief Announcer.....Monty Hall
 Musical Director.....Alf. Standen
 Chief Engineer.....A. Boisvert

CJBC

TORONTO—EST. 1936

CBC—DOMINION—ABC

Frequency: 1010 Kc.....Power: 5000 Watts
 Owned-Operated By.....CBC
 Business Address.....354 Jarvis St.
 Phone Number.....Midway 5481
 Transmitter Location.....Dixie, Ont.
 Time on the Air.....17 hours daily
 News Service.....BUP, CP, Reuters
 Representatives.....Canadian Broadcasting Corp., E. A. Weir

Personnel

General Manager.....Dr. Augustin Frigon
 Station-Program Manager.....H. G. Walker
 Commercial Manager.....E. A. Weir
 Chief Engineer.....Howard Hilliard

CKEY

TORONTO—EST. 1944

NBC—ABC—MBS—CBC

Frequency: 580 Kc.....Power: 5,000 Watts, Day; 1,000 Watts, night
 Owned By.....Toronto Broad. Co., Ltd.
 Operated By.....Jack K. Cooke
 Address.....444 University Ave.
 Phone Number.....WA 3881
 Transmitter Location.....Scarboro Heights
 Time on the Air.....24 hours daily;
 Sunday: 1:05 a.m. to 5 a.m.
 News Service.....PN
 Transcription Service..World, Standard Radio, Associated, Lang-Worth

. . . ONTARIO-PRINCE EDWARD ISLAND . . .

Representatives... National Broadcast Sales;
(Canada); Donald Cook, Inc. (U.S.A.)
Membership CAB

Personnel

President..... Jack K. Cooke
General Manager..... Jack K. Cooke
Commercial Manager..... Len Smith
Chief Engineer..... Ernie Swan

CKLW

WINDSOR—EST. 1922
MUTUAL

General Manager..... J. E. Campeau
See Detroit, Mich. Listing

CKNX

WINGHAM—EST. 1926
CBC—DOMINION (Supplemental)

Frequency: 920 Kc..... Power: 1000 Watts
Owned-Operated By..... W. T. Cruickshank
and B. H. Bedford
Address Field Bldg.
Phone Number 158
Transmitter Location..... Belgrave
Time on the Air..... 7:00 a.m. to 11:00 p.m.
News Service BUP
Transcription Service..... NBC-Thesaurus, Cole
Representative..... James L. Alexander
Membership CAB

Personnel

Owner and Gen. Mg. W. T. Cruickshank
Comm. & Sta. Mgr. F. Nowell Johnson
Sales..... T. R. Mathers
Merchandising Manager..... B. H. Bedford
Program Director Tom Rafferty
Publicity Director B. H. Bedford
Chief Announcer Tom Rafferty
Musical Director Alan Phillips
Chief Engineer..... Scott Reid
Record M. C. J. R. Brent

=PRINCE EDWARD ISLAND=

CFCY

CHARLOTTETOWN—EST. 1924
CBC—DOMINION
MARITIME NETWORK

Frequency: 630 Kc.... Power: 5000 D, 1000 N.
Owned-Operated By..... Island Radio Broad-
casting Co., Ltd.

Address 85 Kent St.
Phone Number 741
Transmitter Location... West Royalty, P. E. I.
Time on the Air 7:25 a.m. to 12:10 a.m.
News Service AP
Transcription Service..... Standard Radio;
Lang-Worth, WBS, Cole
Representative... All-Canada Radio Facilities
Membership CAB

Personnel

President Lt. Col. K. S. Rogers
General Manager Lt. Col. K. S. Rogers
Program Director R. F. Large
Publicity Director M. E. Large

Musical Director Mrs. K. S. Rogers
Chief Engineer R. F. Large

CHGS

SUMMERSIDE—EST. 1925
TRANS-CANADA

Frequency: 1480 Kc..... Power: 100 Watts
Owned-Operated By R. T. Holman, Ltd.
Address 180 Water Street
Phone Number 133
Transmitter Location..... Summerside
Time on the Air: 7:30 to 8:30, 10 a.m. to 3 p.m.,
4 p.m. to 9 p.m.
Transmitter Location Holman Building
Representative Radio Representatives

Personnel

President H. T. Holman
Station Manager R. L. Mollison
Program Director-Chief
Announcer Albert A. Nicholson
Chief Engineer..... Angus McKie

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 1340 Kc..... Power: 250 Watts
Owned By..... Radio Rouyn Abitibi Ltée.
Business Address... Reilly Bldg., Rouyn, Que.

Studio, Transmitter..... Amos, P. Q.
Time on the Air..... 16 hours daily
News Service PN
Representative Nat'l Broadcast Sales

Personnel

Station Manager Jos. Duguay

C B J

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc.....Power: 1000 Watts
 Owned-Operated By...Canadian Broadcasting Corporation
 Studio Address.....286A Racine St.
 Phone Number.....155-814
 Transmitter Location.....4 Larouche Avenue
 Time on the Air.....8:00 a.m. to 11:30 p.m.
 News Service.....CP, BUP, Reuters
 Representative....CBC Commercial Division
 Membership.....BBM

Personnel

General Manager.....J. Augustin Frigon
 Station Manager.....Vilmond Fortin
 Chief Engineer.....J. E. Roberts
 Chief Announcer.....Laval Raymond

C H E F

GRANBY—EST. 1945

Frequency: 1200 Kc.....Power: 250 Watts
 Owned-Operated By
 The Granby Broadcasting Co., Ltd.
 Address.....7 Johnson St.
 Phone Number.....3-5-3—39-2
 Transmitter Location
 St. Paul Rd., 1½ miles W. of Granby
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....PN
 Transcription Service.....World, UTS
 Representative.....Fremantle
 Membership.....CAB, BMB

Personnel

President.....C. E. Leroux
 General Manager.....Jacques A. Thivierge
 Chief Engineer.....Gerard Laliberte

CKCH

HULL—EST. 1933

CBC—FRENCH NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Le Droit
 Operated By.....Le Cie de Radiodiffusion de Hull CKCH Ltee.
 Address.....85 Champion, Hull, Que.
 Phone Number.....2-1701
 Transmitter Location.....Chelsa Rd., Quebec
 Time on the Air.....7:45 a.m. to 11:00 p.m.
 Newspaper Affiliation.....Le Droit (Ottawa)
 News Service.....Canadian Press
 Transcription Service.....Thesaurus
 Representative.....Radio Representatives, Ltd., Howard H. Wilson (U.S.A.)
 Membership.....CAB, BBM

Personnel

President.....Esdras Terrien
 Station Manager.....Raymond Benoit
 Chief Engineer.....Max Gebhardt
 Record M. C.....Aurele Groulx

C B F

MONTREAL—EST. 1936

CANADIAN BROADCASTING CORP.
 FRENCH NET WORK

Frequency: 690 Kc.....Power: 50000 Watts
 Owned-Operated By...Canadian Broadcasting Corporation
 Address.....1231 Ste-Catherine, West
 Phone Number.....Plateau 7161
 Transmitter Location.....Vercheres, P. Q.
 Time on the Air.....17 hours
 News Service.....CP, BUP, Reuters
 Representative....CBC Commercial Division
 Membership.....BBM

Personnel

General Manager.....Dr. Augustin Frigon
 Program Director.....Jean Beaudet
 Chief Technical Operator.....E. D. Roberts

C B M

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.
 NATIONAL BROADCASTING CO.
 CBC—MIDWEST

Frequency: 940 Kc.....Power: 5000 Watts
 Owned-Operated By....Canadian Broadcast- ing Corporation
 Address.....1231 Ste. Catherine, West
 Phone Number.....Plateau 7161
 Transmitter Location.....Marieville, P. Q.
 Time on the Air.....17 hours
 News Service..British UP; Canadian Press, Reuters
 Representative....CBC Commercial Division
 Membership.....BBM

Personnel

Chairman, Board of Gov....Davidson Dunton
 General Manager.....Dr. Augustin Frigon
 Program Director.....W. J. O'Reilly
 Commercial Manager.....Omer Renaud
 Publicity Director.....Leopold Houle
 Chief Technical Operator.....E. D. Roberts

C F C F

MONTREAL—EST. 1919

AMERICAN BROADCASTING CO.
 CBC—DOMINION NETWORK

Frequency: 600 Kc.....Power: 500 Watts
 Owned-Operated By.....Canadian Marconi Company

Address.....1231 St. Catherine St., West
 Phone Number..... Plateau 2577
 Transmitter Location..... Mount Royal Hotel,
 Peel St., Montreal
 Time on the Air.....7 a.m. to 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

Station Manager.....J. A. Shaw
 Commercial Director.....P. E. Hiltz
 Chief Engineer.....J. G. Gettenby

CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....La Patrie Publishing
 Co., Ltd.
 Address.....Sun Life Bldg., Dominion Square
 Phone Number.....Plateau 5225
 Transmitter Location.....St. Michel Rd., Ville
 St. Michel, P. Q.
 Time on the Air.....7 a.m. to Midnight
 Newspaper Affiliation.....La Patrie
 News Service.....Press News
 Transcription Service.....Standard Radio
 Representative: J. A. Alexander (Canada); Jos-
 eph Hershey McGillvra (U.S.A.)
 Membership.....CAB

Personnel

President.....Hon. Sen. P. R. DuTremblay
 General Manager.....Louis O. Bourque
 Chief Engineer.....Alphonse Cloutier

CJAD

MONTREAL—EST. 1945

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated By.....CJAD, Ltd.
 Business Address.....1191 Mountain Street
 Phone Number.....Plateau 1805
 Transmitter Location.....Laprairie, Que.
 Time on the Air...6:30 a.m. to 12:05 a.m.;
 Sunday: 8:00 a.m. to 12:05 a.m.
 News Service.....BUP, PN
 Transcription Service
 Standard Radio; Associated: Long-Worth;
 World
 Representatives.....Adam J. Young, Jr.;
 National Broadcast Sales

Personnel

President & Gen. Mgr.J. Arthur Dupont
 Chief Engineer.....A. Taylor
 Record M. C.Ron Dunn

CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 730 Kc.....Power: 5000 Watts
 Owned By.....La Cie De Publication,
 La Presse, Ltee.
 Operated By.....La Compagnie De
 Publication, La Presse, Ltee.
 Address.....980 St. Catherine Street, West
 Phone Number.....MARquette 3611
 Transmitter Location.....St. Hyacinthe, P. Q.
 Time on the Air.....18 hours daily
 Newspaper Affiliation.....La Presse
 News Service.....BUP, P.N.
 Transcription Service.....Lang-Worth; World
 Representative.....C. W. Wright (Canada)
 Adam J. Young, Jr. (U.S.A.)

Personnel

President.....Hon. Pamphile Du Tremblay
 Gen. Manager...Hon. Pamphile Du Tremblay
 Station Manager.....Phil. Lalonde
 Commercial Manager.....Georges Bourassa
 Merchandising Manager.....Bob Jouglet
 Program Director.....Ferdinand Biondi
 Publicity Director.....Paul Gelinas
 Chief Announcer.....Jean Lalonde

EQUATION for



X+Y=Z

X = your sales message

Y = CKAC coverage

Z = Your share of French Canada's
 billion-dollar market

* 285,789 radio families in areas where
 80% of Quebec's retail sales are made.

CKAC La Presse
 Montreal
 CBS Affiliate

1922
 1947

Representatives: C. W. Wright, Toronto
 Adam J. Young Jr. Inc., U.S.A.

Musical Director.....Ferdinand Biondi
 Chief EngineerLeonard Spencer
 Record M. C.Jean Forget

CHNC

NEW CARLISLE—EST. 1933
 CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By...The Gaspesia Radio
 Broadcasting Co., Ltd.
 AddressMain St.
 Phone Number 38
 Transmitter Location...Brachois de Paspebaic
 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); Adam J. Young, Jr., Inc.
 (U.S.A.)

Personnel

PresidentDr. Charles Houde
 Chief EngineerGordon S. Coleman

CBV

QUEBEC—EST. 1934
 TRANS-CANADA-DOMINION
 CBC—FRENCH NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By.....Canadian Broad-
 casting Corp.
 Business Address.....Palais Montcalm
 Ottawa, Ont.
 Phone Number8155
 Studio Address.....Palais Montcalm
 Transmitter Location....Charlesbourg, P. Q.
 Time on the Air.....8 a.m. to 11:30 p.m.
 News Service.....CP; BUP; Reuters
 Representatives C. B. C.; O. Renaud
 MembershipBBM

Personnel

CBC President.....Dr. Augustin Frigon
 Station Manager.....Guy Dumais
 CBC Publicity Director.....Leopold Houle
 CBC Commercial Manager.....O. Renaud
 Chief EngineerCharles Frenette

CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc.....Power: 5000 Watts
 Owned-Operated ByCHRC, Limitee
 Address39 St. Jean, Que. City
 Phone Number2-8177
 Transmitter LocationCharny, Que.
 Time on the Air.....7:00 a.m. to midnight
 News ServiceBUP
 Transcription Service.....Lang-Worth
 Representative.....Adam J. Young, Jr., Inc.
 (U.S.A.); Jos. A. Hardy & Co., Ltd. (Canada)

Personnel

PresidentLt.-Col. Herve Baribeau
 Managing DirectorJ. N. Thivierge
 Chief EngineerArsene Nadeau

CKCV

QUEBEC—EST. 1926

CANADIAN BROADCASTING CORPORATION
 TRANS-CANADA & DOMINION

Frequency: 1280 Kc.Power: 1000 Watts
 Owned-Operated By.....CKVC, Ltd.
 Address142 St. John St.
 Phone Number.....2-1585
 Transmitter Location.....254 Marguerite-
 Bourgeois Ave.
 Time on the Air ...7:45 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....World Broadcast-
 ing System; U.T.S.
 Representative ...Radio Representatives, Ltd.
 MembershipCAB, BBM

Personnel

PresidentHerve Baribeau
 General ManagerPaul LePage
 Station ManagerPaul LePage
 Chief Engineers....Albert Duberger, Marcel
 Belanger
 Record M. C.Marcel LeBoeuf

CJBR

RIMOUSKI—EST. 1937

CBC

Frequency: 900 Kc.....Power: 5000 Watts
 Owned-Operated By The Central Public Service
 Corp., Ltd.
 Address1 St. John St.
 Phone Number.....396
 Transmitter Location.....Notre-Dame du
 Sacre Coeur
 Time on the Air.....7:00 a.m. to 11:30 p.m.;
 Sundays, 8:45 a.m. to 11:30 p.m.
 News ServiceCBC
 Transcription ServiceUTS
 Representatives..H. N. Stovin & Co. (Canada)
 Adam J. Young, Jr. (U.S.A.)
 MembershipBBM

Personnel

PresidentJ. A. Brillant
 General ManagerG. A. Lavoie
 Chief EngineerF. C. Doak
 Record M. C.....Paul Gagnon

(Call Letters to Be Assigned)
RIVIERE DU LOUP

Frequency: 1400 Kc.....Power: 250 Watts

CKRN
 ROUYN—EST. 1944
 QUEBEC
 CBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Radio Rouyn-Abitibi
 Limitee
 Business Address....5225 de Gaspé Ave.,
 Montreal
 Phone NumberTalon 7245
 Transmitter Location.....Reilly Building
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceCP
 Transcription ServiceWorld
 RepresentativeNational Broadcast Sales;
 John Fox
 MembershipCAB

Personnel

PresidentHector Authier
 General ManagerRoland Beaudry
 Chief EngineerJohn McGrail

CHGB

SAINTE ANNE DE LA POCATIERE
 EST. 1938

CBC (French Network)

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....CHGB Regd'
 Address.....Ste. Anne de la Pocatiere, Co.,
 Kamouraska, P. Q.
 Phone Numbers:.....Studio 20; Office 101;
 Transmitter 84
 Transmitter Location.....Ste. Anne
 Time on the Air.....7:45 a.m. to 11:30 p.m.
 Transcription Service....Lang-Worth, SESAC
 Representative.....National Broadcast Sales

Personnel

President & Gen. Mgr.G. T. Desjardins
 Station ManagerJacques Raymond
 Sales or Comm. Mgr.Antoine Freve
 Program DirectorAdrien Dube
 Chief EngineerG. T. Desjardins

CHLT

SHERBROOKE—EST. 1937

CBC (French Network)

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By.....La Tribune, Limitee
 Business Address.....3 Marquette Street
 Phone Numbers2071; 2072; 971
 Studio Address3 Marquette St.
 Time on the Air.....7:30 a.m. to Midnight
 Newspaper AffiliationLa Tribune, Ltee.

News ServiceCBC
 Transcription Service.....World,
 United Transcribed System
 RepresentativeJ. A. Hardy, Ltee.
 MembershipCAB

Personnel

PresidentHon. Senator Jacob Nicol
 General ManagerAlphee Gauthier
 Station ManagerHenri V. Delorme
 Sales ManagerEmile Rozand
 Chief Engineer:.. S. C. Cusack (transmitter);
 Romeo Paquette (Studios)
 Record M. C.J. P. LaSonde

CKTS

SHERBROOKE—EST. 1946

DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Telegram Printing
 & Publishing Co., Ltd.
 Address3 Marquette St.
 Transmitter LocationKing St.
 Time on the Air7:30 a.m. to 12 midnight
 Newspaper AffiliationTelegram-Observer
 News ServiceCBC
 Transcription ServiceThesaurus
 Phone Number2071-2
 RepresentativeRadio Representatives
 MembershipCAB

Personnel

Station ManagerJ. L. Gauthier
 Commercial ManagerH. Delorme
 Chief EngineerS. Cusack
 Record M. C.B. Paquette

CJSO

SOREL—EST. 1945

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Radio Richelieu, Ltee.
 Business Address72 rue Du Roi
 Phone Number2477 or 540
 Transmitter Location.....National Highway
 Time on the Air7 a.m. to 11 p.m.
 News ServiceCP
 Transcription Service.....World, SESAC
 RepresentativeRadio Representatives
 MembershipBBM

Personnel

PresidentJ. Arthur Villeneuve
 General ManagerGerard Boulay
 Asst. Station ManagerTeles Gareau
 Comm. & Merchandising Mgr.. Raymond Dube
 Chief EngineerJ. Arthur Villeneuve
 Record M. C.Jean-Marie Provost

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
Chief Engineer Leon Trepanier

CKVD

VAL D'OR—EST. 1944

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By Radio Rouyn-Abitibi
Limitee
Address 5225 de Gaspé Ave., Montreal
Phone Number Talon 7245
Time on the Air 7:30 a.m. to 11:30 p.m.
News Service Canadian Press
Transcription Service World
Representative John Fox; National Broad-
cast Sales
Membership CAB

Personnel

Chief Executive Hector Authier
General Manager Roland Beaudry
Chief Engineer John McGrail

—SASKATCHEWAN—

CHAB

MOOSE JAW—EST. 1935

CBC—DOMINION NETWORK

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By CHAB, Ltd.
Address Grant Hall Hotel
Phone Number 2334
Transmitter Location Boharm, Sask.
Time on the Air 6 a.m. to 11:45 p.m.;
Sun., 7 a.m. to 11:45 p.m.
News Service British UP
Transcription Service Lang-Worth, U.T.S.,
Cole.
Representative ... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)
Membership CAB, BBM

Personnel

President A. E. Jacobson
General Manager H. C. Buchanan
Chief Engineer M. Pickford

CKBI

PRINCE ALBERT—EST. 1925

CBC—DOMINION

Frequency: 900 Kc. Power: 5000 Watts
Owned-Operated By ... The Central Broadcast-
ing System, Ltd.
Address Sanderson Block
Phone Number 2621
Transmitter Location Prince Albert, Sask.

Time on the Air ... 6:00 a.m. to 12:00 midnight
News Service British UP
Transcription Service Thesaurus
Representative ... All-Canada Radio Facilities
Weed & Co. (USA)
Membership CAB

Personnel

Gen. & Station Manager ... E. A. Rawlinson
Commercial Manager Gerald Prest
Chief Engineer T. Vannes

CKCK

REGINA—EST. 1922

CBC—TRANS—CANADA

Frequency: 620 Kc. Power: 1000 Watts
Owned By The Leader-Post, Ltd.
Address 1853 Hamilton St.
Phone Number 8525
Transmitter Location Victoria Plains
Time on the Air 6:30 a.m. to midnight;
Sunday: 8 a.m. to 11:30 p.m.
Newspaper Affiliation Leader-Post, Ltd.
News Service British UP; PN
Transcription Service NBC Thesaurus;
Standard Radio
Representative ... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)
Membership CAB, BBM

Personnel

President Victor Sifton
General Manager P. B. Ketter

Commercial Manager J. L. Sayers
 Merchandising Manager D. R. Dawson
 Program Director R. W. Weir
 Production Manager W. E. Collier
 Publicity Director J. V. MacMurphy
 Chief Engineer E. A. Strong
 Record M. C. Bruce Peacock

CKRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.
 DOMINION NETWORK

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Trans-Canada Communi-
 cations, Limited
 Business Address 1819 Cornwall St.
 Phone Number 7631
 Studio Address Fidelity Life Bldg.
 Transmitter Location Pilot Butte, Sask.
 Time on the Air ... 6:30 a.m. to 11:30 p.m.;
 Saturday: 6:30 a.m. to mid.
 Newspaper Affiliation... Saskatchewan Farmer
News Service Press News
 Transcription Service Lang-Worth &
 World L.S.
 Representative... All-Canada Radio Facilities,
 Ltd. (Canada); Weed & Co. (U.S.A.)
 Membership CAB, BBM

Personnel

President Victor Sifton
 Station Manager Wm. A. Speers
 Commercial Manager Bruce M. Pirie
 Promotion Manager Grant Carson
 Production Manager Fred Laight
 Chief Announcer Bill Walker
 Chief Engineer W. McDonald
 Record M. C.'s. Bill Walker, Ned Corrigan

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 Number 7282 & 5374
 Transmitter Location Saskatoon, Sask.
 Time on the Air ... 6:45 a.m. to 12 midnight
News Service British UP
 Transcription Service: NBC Thesaurus; Stan-
 dard Radio; Lang-Worth; Cole
 Representatives ... Radio Representatives, Ltd.
 Canada); Howard H. Wilson Co. (U.S.A.)
 Membership BBM

Personnel

President A. A. Murphy
 General Manager Vernon Dallin
 Commercial Manager ... Gordon Blair Nelson
 Merchandising Manager... Gordon Blair Nelson
 Program Director Wilfred Gilbey
 Publicity Director Godfrey Hudson
 Chief Announcer George Dawes
 Chief Engineer Len Hoskins

CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.—
 TRANS-CANADA NETWORK

Frequency: 540 Kc. Power: 50000 Watts
 Owned-Operated By... Canadian Broadcasting
 Corp.
 Business Address... 300 Manitoba Telephone
 Bldg., Winnipeg, Manitoba
 Phone Number 97261
 Transmitter Location Watrous, Sask.
 Time on the Air 17 hours
 News Service CP, BUP, Reuters
 Representative F. A. Weir, 55 York St.,
 Toronto, Ont., CBC

Personnel

General Manager Dr. Augustin Frignon
 Station Manager James R. Finlay
 CBC Commercial Manager (Toronto)... E. A.
 Weir
 Chief Engineer R. L. Punshon

CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.
 DOMINION NETWORK

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Operated By Yorkton Broad-
 casting Co., Ltd.
 Address Smith-Mackay Bldg.
 Phone Number 324
 Remote Studios ... Dawson Richardson Bldg.,
 Winnipeg, Manitoba
 Transmitter Location Yorkton
 Time on the Air 17 Hours
 News Service BUP
 Transcription Service World, U. T. S.
 Representatives ... Stovin & Wright (Canada);
 Adam J. Young, Jr. (U.S.A.)

Personnel

Chief Executive Dawson Richardson
 General Manager A. L. Garside
 Commercial-Promotion Mgr... Douglas McBride
 Chief Engineer Art Mills

ANOTHER ZIV HIT 



PRESENTING THE INCOMPARABLE MUSIC OF

Wayne King

THE WALTZ KING

IN THE

Wayne King's
Show

with • WAYNE KING AND HIS ORCHESTRA

• NANCY EVANS • LARRY DOUGLAS

• FRANKLYN MACCORMACK

PRODUCED BY

FREDERIC W. **ZIV** COMPANY

1529 MADISON ROAD • CINCINNATI, OHIO

NEW YORK • CHICAGO • HOLLYWOOD

PRODUCTION



Program Producers



Transcription Companies



Music

am. fm.

ONE INCOME from TWO outlets

Are you trying to make both ends meet?

Station managers tell us: "Associated can help a lot!" There is only one transcribed library of radio music large enough, diversified enough and fine enough in recording quality to do a topnotch, full-time programming job for both AM and FM broadcasts... and that's

ASSOCIATED . . . the Basic Plus radio library

Basic 4,532 selections in the Associated library—as of January 1, 1947. A 13% bonus over our contract guarantee of 4,000 selections! AND . . . each monthly release adds 50 to 60 new ones—all the important new tunes, by the important artists, to keep your 'basic Associated library sparkling, alive, fully useful for full time programming!

Plus Every test proves: there are no finer-sounding transcriptions than Associated's vertically-cut, wide range, high fidelity transcriptions! Associated owns and operates its own specially constructed recording studios, pressing and processing plants, and vinylite compounding laboratory . . . you're assured complete control of finest quality, from the making to the hearing!

Get the facts without obligation!
Write today for our factual
Comparative Analysis!

ASSOCIATED

THE



RADIO LIBRARY

151 WEST 46TH ST., NEW YORK 19, N. Y.

PROGRAM PRODUCERS

Paul F. Adler

385 Madison Ave., New York 17, N. Y.
Phone, PLaza 5-7100. SERVICES OFFERED: Production and selling of live and transcribed radio programs. Custom built "package" shows and announcements.

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y.
Phone, BRyant 9-5600. President Chas. A. Alicote; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production of film programs, stock shot film library, cutting rooms, private projection theaters, and distribution of motion pictures for television stations.

Advertisers Recordings Limited

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.

113 West 57th 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 17, N. Y.
Phone WICKersham 2-2700. SERVICES OFFERED: Radio Program Producers.

Alton Alexander Radio Production

1270 Sixth Ave., New York 20, N. Y.
Phone, COlumbus 5-7035. Manager, Lottie Ritter; Director, Alton G. Alexander;

Agent, Lester Lewis. SERVICES OFFERED: Complete radio service for the advertising agency and sponsor. Writing, producing, directing live and recorded shows, spot announcements, jingles, station breaks. Ideas furnished.

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.

American-Jewish Broadcasting Co., Inc.

86 Chambers St., New York 7, N. Y.
Phones, WOrth 2-3322, REctor 2-5841. President, Herman Younglieb. SERVICES OFFERED: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif.
Phone, TRinidad 6115. M. Scott Weakley, General Manager. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows, high fidelity domestic and international short-wave aircheck service.

Arts Recording Studios

29 West 57th St., New York 19, N. Y.
Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent.

ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza,

THE TRANSCRIBED HUNTING AND FISHING SERIES

“OUTDOOR LIFE TIME”

PRODUCED IN CONJUNCTION WITH OUTDOOR LIFE MAGAZINE

IS DOING A COMPLETE SALES JOB FOR *ALL* TYPES
OF SPONSORS IN *ALL* SECTIONS OF THE COUNTRY!!



Hartford—“The series sold itself.”

Joplin—“It is going along beautifully.”

Toledo—“They appear to be very well satisfied with the program.”

Denver—“It is a swell program.”

Butte—“Sponsor and audience have the highest praise for the program.”

FOR DETAILS:

RICHMAN PRODUCTIONS

10 EAST 43rd STREET, NEW YORK

MUrray Hill 2-5854

New York 20, N. Y. Phone, Columbus 5-7464. Director, Richard F. Frohlich; Script Editor, Doris Kay. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP licensed stations.

Associated Broadcasting Co., Ltd.

348 Dominion Square Bldg., 1010 St. Catherine St., W. Montreal 2, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-Pres., Jack Maxwell; Sec-Treas., W. W. Trytell; Sales Director, Armand Finn. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Program Service, Inc.

151 W. 46th St., New York 19, N. Y. Phone, BRyant 9-1245. Vice-Pres. and Gen. Mgr., Richard S. Testut; Dir. of Sales Promotion, John R. Andrew; Dir. of Station Relations, Bert Lown. SERVICES OFFERED: Transcribed Library of radio music; basic program scripts; program features.

Associated Radio-Television Productions

Empire State Bldg., New York 18, New York. Phone, LONgacre 3-7040. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

Associated Releases

P. O. Box 1213, Hollywood, Calif. Phone, Hillside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

Ann Barbinel

54 Riverside Drive., New York 24, N. Y. Phone, ENdicott 2-4351. Pres. and

Gen. Mgr., Ann Barbinel. SERVICES OFFERED: Creation and production of Radio and Television programs; casting; custom-built package shows.

Basch Radio Productions

17 East 45th St., New York 17, N. Y. Phone, MUrray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. BRANCH OFFICE: 64 E. Jackson Blvd., Chicago 4, Ill, Ed Meltzer. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs, live and film.

Batchelor Enterprises, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 6-4224. President, Walter Batchelor; Secretary-Treasurer, Henry H. Daagand. SERVICES OFFERED: Program production.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis 3, Minn. Phone, Atlantic 8901-6639. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

Bentel Agency

6606 Sunset Blvd., Hollywood 28, Calif. Phone, Granite 8606. Paul Cruger, Mgr. Radio Production & Sales, Col. William Selig, Motion Picture Div., George Bentel, Motion Pictures Sales, John Clifford, writer, Walter Parnell, writer, Scott Carleton, Editor. David Titus, director of radio. SERVICES OFFERED: Complete radio sales service from the idea to the finished package.

Bergen-Cunning Television Productions

Edgar Bergen Television Center, Stage 8, 6528-30 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. Executive Producers, Edgar Bergen and Patrick Michael Cunningham; Television Story Consultant, Marcia Drake; Telecine Editor, Bert Wrench; Production Manager, William Towle. SERVICES OFFERED: Production of telecine films and live-action teleserials and telecommercial spots. 30

JERRY DEVINE

MEMBER — RADIO WRITERS GUILD • MEMBER — RADIO DIRECTORS GUILD

second telecine spots, 30-45-60 second and two minute telecuts, utilizing Bergen's Barnyard.

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, Hempsted 1753. General Manager, G. C. Bird. SERVICES OFFERED: Transcribed radio programs, (open end), available to stations, agencies and sponsors.

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, Vanderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

Ford Bond Radio Productions, Inc.

810 RCA Bldg., W., New York 20, N. Y. Phone, Circle 7-2236. President, Ford Bond; Associate, Thomas S. Carr. SERVICES OFFERED: Complete radio service and staff to execute live or transcribed shows, specializing in 5-minute open-end transcriptions; scripts, programs built and produced, transcriptions styled for local, regional or national spot campaigns, open-end transcriptions, syndicated shows, musical jingles.

Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, Plaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, John Babb. SERVICES OFFERED: Transcriptions, phonograph records, studio facilities; AM, FM and television "off the air" recordings, production and recording of transcribed programs, spot announcements, audition records and pressings.

Richard Bradley & Associates

188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. President, Richard Bradley; Secretary-Treasurer, B. J. Tunick. Advertising Mgr., Talent Sponsor, Evelyn Braus; Program Executive, Fred McCarthy; Purchasing Agent, Leo Rabins. SERVICES OFFERED: Tran-

scribed radio productions, script service, program production, air checks, recording, film projection service.

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.

Broadcast Productions

25 East Jackson Blvd., Chicago 4, Ill. Phone, Wabash 0711. Owner and Director, John Stamford; Secretary-Treasurer, Loretta Clusman; Assistant Directors, Donn Baylor, Mignon Schreiber. SERVICES OFFERED: Program building, time buying, dramatic production, transcription building, directing and recording, continuity-writing, spot-writing and placement.

Byron Productions, Inc.

730 Fifth Ave., New York 19, N. Y. Phone, Circle 6-2677. Owner-President, Edward A. Byron; Casting Director, Sylvia Lowry. SERVICES OFFERED: Package programs.

The Caples Company

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LExington 8-0850. Hudson F. Meyer, Vice-President; David P. Lewis, Radio & Tele. Dir.; Ruth D. Folster, Space-Time Buyer; Arthur Gleitz, Production Manager. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing, Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

Charles Stark, Inc.

366 Madison Ave., New York, N. Y. Phone, MURray Hill 2-2636. Charles Stark, President; Bill Stark, Vice-President. SERVICES OFFERED: Complete radio and television services and staff, programs for both media prepared and executed, scripts, programs built and produced, time buying, transcription building for retail or national spot cam-

all

BIG

HITS

Quiz Kids



Sponsor:
Miles Laboratories for
Alka-Seltzer and One-A-
Day Vitamins.

Agency:
Wade Advertising.
NBC Network—
Sunday Afternoons—4:00-
4:30 (e.s.t.)

HOLLYWOOD JACKPOT



Sponsor:
Whitehall Pharmacal Co.
for Kolynos, Anacin
Agency:
Dancer-Fitzgerald-Sample
Columbia Network—
Monday, Wednesday, Fri-
day—4:30-5:00 (e.s.t.)
(Produced in cooperation
with Show Productions, Inc.)

FIGHTING SENATOR



Summer replacement
Sponsored by:
Lever Brothers for Swan
Soap

Agency:
Young & Rubicam
Columbia Network—
Monday Eves.—8:30-8:55
(e.s.t.)
Now Available

MURDER AT MIDNIGHT



Cowan's first transcrip-
tion show — spectacularly
successful coast-to-coast.
In Los Angeles (KFI) rat-
ings equalled combined rat-
ings of all other network
outlets. In New York
(WJZ) it scored high second
on first rating (4th broad-
cast). Check its availabil-
ity in your market.

all

COWAN

PRODUCTIONS

more

big new transcribed
live, and custom-built
shows in production.

R.F.D. AMERICA

This great new original show idea has proved sensational in test broadcasts. Built around a flexible format, it's sure to fit any sponsor's needs. Find out now how well "R.F.D. America" can work for you!

THE VIRGINIAN

Available now for Radio—the same famous Western that sold 1,200,000 copies as a novel, made three movie hits, seven Broadway plays! With this thoroughly established popular appeal, "the Virginian" is sure-fire for high Hooperating!

HIRED—OR FIRED?

Want to hire a high rating builder? Here it is! For "Hired—or Fired?" is a terrific new show idea that adds another hit to Cowan's unbroken record of great productions! It's ready now for immediate presentation so get the facts!

LOUIS G. COWAN, INC.

producers . . . consultants

250 West 57th Street
New York 19 N. Y.
8 So. Michigan Ave.
Chicago 3, Ill.

paigns, open end transcriptions, syndicated shows, musical jingles.

The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, WISconsin 7-9244. President, Bruce Chapman; Program Director, Dan Morley; Editor, Cecil Secrest; Production Manager, Quentin Gulliver. REPRESENTATIVE: Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800. SERVICES OFFERED: Program production, commercial scripts, package shows.

Mary D. Chase, Productions

875 Fifth Ave., New York 21, N. Y. Phone REgent 7-1120, REgent 4-4232. Mary D. Chase, Program Producer. BRANCH OFFICE: 234 W. 44th St., New York 18, N. Y. Phone, CH. 4-5141. SERVICES OFFERED: Package shows (live and transcribed), ideas, scripts, production for radio and television.

Cine-Television Studios, Inc.

25 Vanderbilt Ave., New York 17, N. Y. Phone, MURray Hill 5-2874. President, Fred H. Fidler; Vice-President, Robert F. Lewine; Technical Director, George Ruffe; Associate Director, Ruth K. Friedlich. SERVICES OFFERED: Producers of filmed television in collaboration with advertisers, agencies, and for syndication to television stations and intra-store television systems.

Leslie Clucas

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OFFICES: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5111. Owner, Leslie Clucas. SERVICES OFFERED: Program production of package shows and talent representative. Musical and dramatic.

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

Russell C. Comer Co.

15 West 10th St., Kansas City 5, Mo.

Phone, Harrison 3964. Partner, Russell C. Comer; Partner, Ruth Eloise Comer; Production Manager, John C. Fehlandt; Office Manager, Daniel C. Martin; Mgr., Transcription Dept., Bill L. Godden. SERVICES OFFERED: Production of syndicated programs and serials.

Jack L. Cooper Radio Advertising Service

1335 West 111th Place, Chicago 43, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper; Office Mgr., Bob Roberts; Sec.-Musical Dir., Gertrude R. Cooper. SERVICES OFFERED: Programs consist of religious, public service.

Louis G. Cowan, Inc.

250 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-4863. Louis G. Cowan, President; Alfred L. Hollender, Vice-Pres.; Joseph W. Bailey, Treas. & Gen. Manager; Daniel Saidenberg, Music Director; Eliza Merrill Hickok, Publicity Director; Rachel Stevenson, Research Director; Mary Watt, Program Coordinator. BRANCH OFFICE: 8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. John B. Lewellen, Vice-President. SERVICES OFFERED: Production package programs for network broadcasting, production transcription programs, program consultants.

Criterion Radio Features, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 1453-1204. Pres. and General Mgr., Robert R. Hansen. SERVICES OFFERED: Live and transcribed shows. Complete program packaging from idea through distribution.

Damon Transcription Laboratory

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Owner, Victor Damon; President & General Manager, B. J. Humphries. SERVICES OFFERED: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Complete service from script to pressed transcription. Sound amplification leased.

Roy De Groot Consultants, Inc.

10 E. 40th St., New York 14, N. Y. Phone, LExington 2-6140-1. President,



The BEST In TRANSCRIBED PROGRAMS

For 17 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 600 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

- "ADVENTURES OF BUDDY BEAR"** 78 1/4-hour shows
The most lovable, adventurous playmate a child ever had!
- "THE FAMILY ALBUM"** 78 1/4-hour shows
Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede
- "GLORIA CARROLL ENTERTAINS"** 78 1/4-hour shows
Starring Gloria Carroll, and The Three Embers
- "EAT-ITORIALLY SPEAKING"** 78 1/4-hour shows
Starring Dick Stone in the most unusual food program in the country
- "REAL ROMANCES"** 52 1/4-hour shows
Dramatizations of Stories in Real Romances Magazine
- "SONGS OF CHEER & COMFORT"** 52 1/4-hour shows
Starring Richard Maxwell, famous Gospel singer
- "THE VAGABOND ADVENTURER"** 39 1/4-hour shows
Starring Tom Terriss, Internationally known adventurer
- "UNSOLVED MYSTERIES"** 39 1/4-hour shows
Dramatizations of true mysteries as yet unsolved
- "ONE I'LL NEVER FORGET"** 156 5-minute shows
Unusual sports stories, starring Jack Stevens
- "TWILIGHT TALES"** 94 1/4-hour shows
Fairy tales for children, unusually told by Elinor Gene
- "DAN DUNN, SECRET OPERATIVE No. 48"** 78 1/4-hour shows
Juvenile series based on famous newspaper cartoon strip
- "FUN WITH MUSIC"** 26 1/4-hour shows
Starring Sigmund Spaeth, The Tune Detective
- "UNCLE JIMMY"** 156 1/4-hour shows
Daytime family serial, starring William Farnum
- "FAMOUS MOTHERS"** 78 5-minute shows
Starring Jane Dillon. All parts taken by Miss Dillon
- "HISTORY IN THE MAKING"** 52 1/4-hour shows
Dramatizations of outstanding historical events
- "FURS ON PARADE"** 39 1/4-hour shows
Sponsored successfully by hundreds of fur retailers
- "A CHRISTMAS CAROL"** 1 1/2-hour show
Original one-half hour adaptation starring Tom Terriss
- "ADVENTURES IN CHRISTMASTREE GROVE"** . . . 15 1/4-hour shows
Sponsored annually by more than 200 department stores
- "SANTA'S MAGIC CHRISTMAS TREE"** 15 1/4-hour shows
Another outstanding Christmas holiday promotion

Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.

*One of The Country's Largest Program Producers
and Manufacturers of Professional Transcription Playback Machines*

Roy De Groot; Chairman of the Board, Talbot Rantoul; Secretary and Treasurer, Katherine Hynes; Promotion Director, Maurice Feldman. **SERVICES OFFERED:** Consultants to advertisers on radio and motion picture promotion and public relations. Specialists in transcribed and live package radio production. Consumer and market research. Industrial labor relations through radio. Producers of transcribed programs: "If I Had My Way," "What You Doing To-Night?"

Jerry Devine Productions

230 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-4243. General Manager, Lee Meyers; Publicity, Frank Young; Casting Director, Alice Smart. **SERVICES OFFERED:** Package radio programs.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Engineer in Charge, Austin Moran. **SERVICES OFFERED:** Scripts, records, transcriptions, live show production and supervision.

Harry S. Dube

1270 Sixth Ave., New York 20, N. Y. Phone, COlumbus 5-7035. **Manager, J. Knight.** **SERVICES OFFERED:** Scripts, production, talent.

Eccles Recordings and Transcription Service

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, HIllside 8351. **Manager, Robert P. Newman;** **Business Mgr., Edgar A. Wilkerson;** **Chief Consulting Engineer, C. R. Douglass.** **SERVICES OFFERED:** Complete program building and recording service. Studio, talent file facilities, sound effect library, piano, electric organ, processing and pressing service for agency producers, including packing, shipping, through final program distribution to outlets.

B. Ellis Associates

11 East 44th St., New York 17, N. Y. Phone, MUrray Hill 2-7862-3. **Bruce Ellis, Director;** **George Magee, Script Editor.** **SERVICES OFFERED:** Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants, transcriptions.

W. M. Ellsworth

75 East Wacker Drive, Chicago 1, Ill. Phone, Central 0942. **Director-Producer, Harry Eldred;** **Sales Mgr., B. A. Meadows.** **SERVICES OFFERED:** Custom transcriptions, radio programs, script shows, talent.

Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 8-3360. **Helen D. Kelleher, President and Treasurer;** **F. de Jaager, Vice-President;** **Arthur Lubo, Secretary.** **SERVICES OFFERED:** Custom-built transcriptions, production, scripts, talent and complete recording facilities.

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto 2B, Ont., Canada. Phone, Adelaide 5112. **President, A. J. Lewis;** **Manager, Miss Joan M. Simmons;** **Program Dir., Don Jay.** **SERVICES OFFERED:** Instantaneous recording, tailor made spots, or shows, script writing for everything. A transcription service, the United Transcribed System, subscription list of 35 Canadian Radio Stations, syndicated shows available for sponsorship in Canada and Newfoundland.

Fadiman Associates, Ltd.

1501 Broadway, New York 18, N. Y. Phone, LAckawanna 4-3544. **President, Edwin Fadiman;** **Vice-President, Clifton Fadiman;** **Treasurer, William Fadiman.** **SERVICES OFFERED:** Program production.

Fanchon & Marco (F & M Stageshows, Inc.)

1501 Broadway, New York, N. Y. Phone, CHickering 4-3956. **Radio Director, Charles E. Toffler.** **SERVICES OFFERED:** Production, talent, Package Shows.

Fenton Productions

1501 Broadway, New York 22, N. Y. Phone, CHickering 4-8240. **Mildred Fenton, Kay Elliot, Mark Goodson, Grace King.** **SERVICES OFFERED:** Package Productions.

Films Associates, Inc.

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. **President, E. Ray-**

Stanley J. Wolf

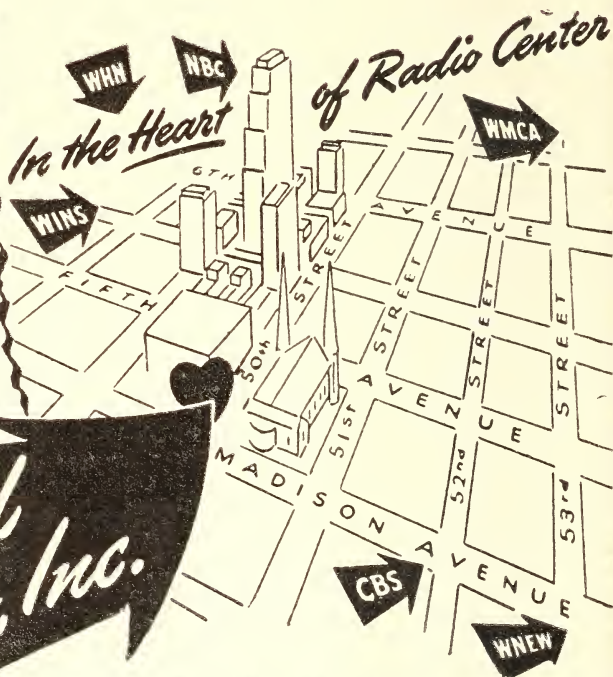
RADIO PRODUCTIONS

LIVE AND TRANSCRIBED



1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions. 24 hour service.
3. Luxurious studio, John-Manville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.

*Rockhill
Radio, Inc.*



**18 East 50th
ELdorado 5-1860**

mond Arn, Jr.; Secretary, Clement Jacobs; Engineer, John Say; Art Dept., Jack Dunning. **SERVICES OFFERED:** Transcriptions, slide film recordings, off the air checks, producers of slide films and motion pictures.

Five-Minute Features

822 South Park View, Los Angeles, Calif. Director, Cal Frederick (Services, Script).

Edward H. Ford

156 West 44th St., New York 18, N. Y. Phone, BRyant 9-6624. Owner, "Senator" Edward H. Ford; General Manager, Ed. J. Weber; Office Staff, Betty North, Kay Aulbach, Ethel Dillon. **SERVICES OFFERED:** "Can You Top This?"

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6373. H. E. Foster, President; T. J. Quigley, Radio Time Buyer; W. R. T. Cory, Acct. Exec. & Copy Chief; C. Ralph, Account Executive; R. A. Cauley, Acct. Exec. **BRANCH OFFICES:** Room 128, Sun Life Bldg., Dominion Square, Montreal. Phone, Belair 1984. J. C. Nicholls, Rep. 119 W. Pender St., Vancouver, B. C. Larry Webster, Rep. 612 Barrington St., Halifax, N. S. Ervin S. Murray, Rep. **SERVICES OFFERED:** General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Manager, M. L. Sanderson. **SERVICES OFFERED:** Dramatizations, electrical recordings, complete production, radio shows.

Frederick Bros. Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 6-2144. President, L. A. Frederick; Vice-President, W. Carl Snyder; Vice-President, Tom Kettering; Secretary and Treasurer, B. W. Frederick; Manager of Radio Department of Hollywood office, Bill Peck. **SERVICES OFFERED:** Package shows (live and

transcribed), scripts, production, talent. Also complete spot announcement services.

Frontenac Broadcasting Agency

394 Bay St., Toronto, Ont. Phone, Waverly 4635. G. J. Carter, Managing Director; A. E. Carter, Sec.-Treas.; A. R. Robertson, Account Executive; R. Howe, Account Executive; June Beavan, Continuity Editor; Dorothy Peters, Traffic; K. P. Howe, Sec. **SERVICES OFFERED:** Program production sales of air time, transcriptions.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York 17, N. Y. Phone, MURray Hill 3-0635. President, Allen A. Funt; Vice-President, Philip J. Pollard; Gen. Mgr., Virginia L. Wallace. **SERVICES OFFERED:** Syndicated programs, program production.

G-J-R Radio Productions

161 W. 16th St., New York 11, N. Y. Phone, CHelsea 2-5590. Production Manager, Nathan M. Rudich; Sales Promotion Manager, Mike Jablons; Talent Manager, Arlene Shelley Gaines; Dir. of Scripts, George Gladstone. **SERVICES OFFERED:** Package shows (live and transcribed) for local stations, regional networks, or full networks.

Gale, Inc.

48 West 48th St., New York, N. Y. Phone number LONgacre 3-0350. President, Moe Gale. **SERVICES OFFERED:** Producers of package radio shows and live talent.

General Amusement Corp.

1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-7550. Thomas G. Rockwell, President; Ben Bodec, Executive In Charge of Radio. **BRANCH OFFICES:** 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Executive-in-Charge, Bob Weems; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Executive-in-Charge, Frank Hanshaw. **SERVICES OFFERED:** Program production, package shows, artists' representatives.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Manager, William H. Anderson; Technical Director, Robert Haviland. SERVICES OFFERED: Custom-built radio transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

William Gernannt

16728 Rayen St., San Fernando, Calif. SERVICES OFFERED: Package shows, production.

John E. Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, Columbus 4888-9. President, John Gibbs; Assistant, Francis Head. SERVICES OFFERED: Radio production, talent representation.

Arthur M. Godfrey Productions

808 Earle Bldg., Washington 4, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Gen. Mgr., M. Richardson; Washington Sec., Frances P. McIver; N. Y. Sec., Anita Lamm; Writers, Charles Slocum, Howard Merrill, Paul Green, Ken Lyons, John Cohee; Producers, Irving Mansfield, Will Roland; Musical Directors, Archie Bleyer, Howard Smith. BRANCH OFFICES: Suite 2704-5, Hotel Lexington, New York 17, N. Y. Phone, WI 2-4400. M. Richardson. 1505 CBS Bldg., 485 Madison Ave., New York 22, N. Y. Phone, WI 2-2000. M. Richardson. SERVICES OFFERED: Arthur Godfrey Programs.

Harry S. Goodman Radio Productions

19 East 53rd St., New York 22, N. Y. Phone, Wickersham 2-3338. Harry S. Goodman, General Manager-Program Director; William Fender, Assistant Program Director; H. Knuth, Production Manager; E. Goodman, Sales Manager. BRANCH OFFICE: 206 S. Spring St., Los Angeles, Calif. George Ruthenberg, West Coast Manager. SERVICES OFFERED: Syndicated transcribed shows. Custom-built programs and spot announcements. Live program packages and Television programs. Publishers of the ABC Listener magazine, a syndicated promotion medium for ABC affiliated stations.

Gordoni Radio Service

201 W. 49th St., Suite 302, New York 20, N. Y. Phone, Columbus 5-5139. Producer, Lilla Gordoni; Placement, Orchestras, Juliet Heath; Club Dept., Fran Parker. SERVICES OFFERED: Continuity, talent and programs produced for radio, theatres and clubs. Also have E. T. "Big City Parade," 52 shows, 13 minutes each dealing with Juvenile Delinquency; true cases dramatized.

John Guedel Radio Productions

1680 North Vine Street, Hollywood 28, Calif. Phone, HEmpstead 5186. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Office Manager, Eleanor Brockhoff; Accountant, Shirley Davis; Expediter, Bill Shea; Publicity, Ned Crawford; Children Supervisor, Virginia Barnett; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn; Sub-division of Company: Vest Pocket Transcriptions headed by Irvin Atkins and Owen James.

Melchor Guzman Co., Inc.

45 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 7-0624. Vice-President, A. M. Martinez. SERVICES OFFERED: Producers of programs and spot announcements in Spanish for advertisers using Latin-American stations.

Leland Hayward, Inc. (MCA Management, Ltd.)

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. BRANCH OFFICE: MCA Artists, Ltd., 9370 Burton Way, Hollywood, Calif. Phone, Crestview 6-2001. SERVICES OFFERED: Program production.

George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Betty Dougherty; Musical Director, Leo J. Strini. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, slide film recording, sound for display.

Art Henley

88-04 63rd Drive, Forest Hills, N. Y. Phone, HAVemeyer 3-6729. SERVICES

SO THE STORY GOES

260 — 15 minute episodes

LOUISE MASSEY and THE WESTERNERS

156 — 15 minute episodes

JOE EMERSON'S HYMN-TIME

260 — 15 minute episodes

MORTON RADIO PRODUCTIONS, INC.

NEBLETT RADIO PRODUCTIONS

360 NORTH MICHIGAN AVENUE

CHICAGO

Tel.: CENTRAL 4144

OFFERED: Creative writing and production of radio packages and spot commercials. Program script and consultation service, specializing in comedy, musical, dramatic and participation shows.

William F. Holland Agency

Hotel Sinton, Cincinnati 2, Ohio. Phone, Main 3450. William F. Holland, Owner & Sales Mgr.; D. E. Holland, Office Manager; E. L. Holland, Production Manager; Tom George, Program Dir.; Robert Kappes, Rosen Bader, Emerson Russell, Copy Directors. SERVICES OFFERED: Transcribed and live programs or supply script service.

Hollywood Chatterbox Enterprises

1746 N. Las Palmas, Hollywood 28, Calif. Phone, Granite 2318. Managing Dir., Frank R. Brown; Musical Dir., Al Michaelian; Secty.-Treas., M. Page; Program Dir., Etta Lee; Scripts & Continuity Editor, Annie C. Warner. SERVICES OFFERED: Live & transcribed package shows; "spot" writing & production; radio exploitation; radio relations to motion picture industry and legitimate theater; creators and distributors of "Hollywood Chatterbox" film commentary.

Hollywood Transcriptions

4918 Santa Monica Blvd., Los Angeles 27, Calif. Phone, Normandie 2-3889. Partnership: J. Elmer Keefer and Robert E. Morris. SERVICES OFFERED: Transcribed programs and producing.

Lu Howard Radio Productions, 1674 Broadway, New York, N. Y. Phone, Circle 6-4268. President, Lucille Howard; Vice-President and Treasurer, David S. Bernard; Vice-President and Secretary, Sunny S. Banks; General Manager, Douglas M. H. Chandler. SERVICES OFFERED: Radio production transcriptions, script service, package and custom built shows, personal and representative of talent.

Hummert Radio Features

247 Park Ave., New York 17, N. Y. Phone, Wickersham 2-2700. Partners: Frank & Anne Hummert. BRANCH OFFICE: 289 Greenwich Ave., Greenwich, Conn. Phone, Greenwich 4620. General Manager, Charles Leib. SERVICES OFFERED: Creators and producers of network radio productions.

Inter-California Broadcasting System

253 So. Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Mgr., Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Julia R. Ballesteros. SERVICES OFFERED: Production of Spanish Language Programs, over Station XEGM, Tijuana, B. C.

International Productions, Ltd.

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; A. R. Tidy, Radio Executive; R. J. Sloane, Recording and Transcription Division; R. Flook Sound Engineer & Public Address Equipment; Gordon Howard, Script & Commercial Copy Writer; Edith Roynon, Script Production. SERVICES OFFERED: International Productions is formed for the production of radio programs, both live and transcribed. Other activities range from flash announcements to one hour symphony programs.

International Radio & Television Features

152 E. 53rd St., New York 22, N. Y. Phone, Plaza 5-5781. Executive Director, Jack H. Lloyd. SERVICES OFFERED: Production of live and transcribed package shows, musical jingles and spot announcements for radio and television; 16mm commercial films, custom-built audition scripts for talent, continuity for foreign language shows, program ideas and consultations.

Harry Jacobs Productions

8820 Sunset Blvd., Los Angeles 46, Calif. Phone, Crestview 5-2871. President, Harry R. Jacobs; Dir. of Sales Promotion, Bernice Lawrence. SERVICES OFFERED: Producer of transcribed radio shows. National sales organization representing its own and other producers' shows.

Estella H. Karn

49 West 45th St., New York, N. Y. Phone, Vanderbilt 6-3860. SERVICES OFFERED: Program production.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and



**RADIO SALES AND
PRODUCTION
PROMOTIONAL PROGRAMS
OUTSTANDING IDEAS
NATIONAL SALES
REPRESENTATION**

Allan Miller Agency

**SUITE 308
TOLEDO 2, OHIO**

**BELL BUILDING
GARfield 8603-4**

Production Dir., Edwin H. Kasper; Treas. & Dir. Transcription Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Scripts-Production, Vernon H. Rich; Chief Engineer, Forrest L. Bishop; Asst. Engineer, Richard T. Hutchinson; Secty., Virginia Reardon. SERVICES OFFERED: Oldest syndicated transcription producer in the U. S.; recordings; program production; originators of transcribed musical spots; talent; scripts; live & transcribed custom-built programs; air checks; remote recordings; musical library; manufacturer of transcription playback machines (portable).

**Kaye-Martin
Productions, Inc.**

36 W. 44th St., New York, N. Y. Phone, Murray Hill 2-8198. BRANCH OFFICE: Tribune Tower, Chicago, Ill.

Kent-Johnson, Inc.

34 West 53rd St., New York 18, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED:

Program and spot announcement production. Program consultants.

**Kermit-Raymond
Corporation**

8 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge. Vice-President & General Manager, Raymond R. Green. REPRESENTATIVES: Music Corporation of America Offices; 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Maurie Lipsey, MCA Square, Beverly Hills, Calif., Phone, Bradshaw 2-3211, Hal Hackett, Scrappy Lambert, Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. DeArv G. Barton, Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448, Norman Steppe. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

Sam Kerner Productions

6605 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 7239. Exec. in Chg., Sam Kerner; Sales Mgr., Carl Aultman; Producer & Dir., Billy Gray; Office Mgr.,

HENRY SOUVAINÉ, INC.

RADIO PRODUCTION

30 Rockefeller Plaza, New York 20, N. Y.

Circle 7-5666

radio production

WOLF ASSOCIATES, Inc.

in all its phases

EDWARD WOLF
General Manager

420 MADISON AVE.

NEW YORK CITY

PLaza 5-7620

RADIO

TELEVISION

TRANSCRIPTIONS

RAYMOND KNIGHT PRODUCTIONS

Inc.

PACKAGE PROGRAMS MADE UP TO TAKE OUT

44 West 44th Street

MUrray Hill 2-8060

New York 18, N. Y.

I. J. Sarto. BRANCH OFFICE: 228 E. Orange Grove, Burbank, Calif., Phone, CH. 6-4141. Exec. in Chg., Sam Kerner. SERVICES OFFERED: Program production, syndicated transcriptions, talent, custom built spot announcements.

Bob Kerr

1270 Avenue of Americas, New York, N. Y. Phone COLUMBUS 5-8051. Arthur Miller, Publicity. SERVICES OFFERED: Radio production and talent representation.

Raymond Knight Productions, Inc.

44 W. 44th St., New York 18, N. Y. Phone, MURRAY Hill 2-8060. President, Raymond Knight; General Manager, Harry Hoff; Promotion, J. Gerson Shaff; SERVICES OFFERED: Package shows, transcriptions.

Landau Broadcasting Service

270 Broadway, New York 7, N. Y. Phone, RECTOR 2-5341-2. Program Director, Herman Younglieb. SERVICES OFFERED: Program production, script.

Lang-Worth Feature Programs, Inc.

113 West 57th St., New York 19, N. Y. Phone, CIRCLE 6-7410. President, C. O. Langlois; Vice-President, W. O'Keefe; Secretary, A. Walter Socolow; Representatives, John D. Langlois, John Mayo, Pierre Weis; Continuity Manager, Louie Tappe; Office Manager, C. O. Langlois, Jr. SERVICES OFFERED: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs both live and transcribed, syndicated shows.

C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York, N. Y. Phone, CIRCLE 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif.

GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, *Pres.*



Producers, Creators and Managers

of

Outstanding Radio Ideas, Talent and

Orchestras For Over Fourteen Years

NEW YORK . CHICAGO . CINCINNATI . HOLLYWOOD

George W. Trendle and H. Allen Campbell

OWNERS AND PRODUCERS
OF RADIO'S OUTSTANDING
DRAMATIC ADVENTURES

THE LONE RANGER, THE GREEN HORNET, CHALLENGE OF THE YUKON
AND OTHER RADIO PRODUCTIONS

EXECUTIVE OFFICES.....

1800 STROH BUILDING
Randolph 9184
DETROIT 26, MICHIGAN

HAVEN MAC QUARRIE

*THE WORD MASTER
OF CEREMONIES*

AUTHOR OF

"NOAH WEBSTER SAYS"

"THE MARRIAGE CLUB"

"DO YOU WANT TO BE AN ACTOR?"

ALL COAST TO COAST FAVORITES



Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

The W. E. Long Co.

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; E. J. Sperry, Director of Radio; C. T. Sweeney, Office Manager; Harold R. Gingrich, Chief of Copy; Paul Quan, Hollywood Producer. SERVICES OFFERED: Transcribed radio shows, musical library, script shows, telephone money shows, transcribed spot announcements for wholesale bakery accounts and radio stations.

Phillips H. Lord, Inc.

501 Madison Ave., New York 22, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord; General Manager, Dorothy E. Levy. SERVICES OFFERED: Package shows.

Mac Davis Sports Features

1 Montgomery Place, Brooklyn, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED:

Complete building service for all types of sports programs, ideas, scripts, talent, production of live and transcribed shows for national, regional or local use, syndicated sports-script service. Also sports programs for television.

C. P. MacGregor

729 So. Western Ave., Hollywood 5, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Sales Manager, F. J. Rudolph; Office Manager, George R. Jones; Production Manager, Victor Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical programs; recording studios. Also complete packaging including recording electro-plating of masters and production, pressings on vinylite.

The Ted Mack Co.

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, E. Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. BRANCH OFFICE: 222 Huron St., To-

**WE ARE PROUD TO ANNOUNCE
THAT LOCAL SPONSORS ARE TAKING ON**

ART LINKLETTER'S "HOUSE PARTY"

**FASTER THAN ANY CO-OPERATIVE SHOW IN RADIO HISTORY.
CBS—COAST TO COAST—MONDAY THRU FRIDAY—4:00-4:25 P.M.
E.S.T.**

JOHN GUEDEL RADIO PRODUCTIONS

Hollywood and Vine

CHARLES STARK

INCORPORATED

RADIO-TELEVISION PRODUCTIONS

Have You Heard . . .

Our "Musical Weather Forecasts" . . . Our "Jingles" . . .

Our "What's in a Name"???

COMPLETE INFORMATION AVAILABLE ON REQUEST

366 MADISON AVENUE

NEW YORK 17, N. Y.

MURRAY HILL 2-2636

(Formerly CARR & STARK)

The House of Specialized Campaigns That Add

- Listening Audience
- Extra Revenue
- More Mail

Sensational New Production

"Veterans of Victory"

For a Campaign in Your City . . .

Write, Wire or Phone . . .

ALLEN I. STOCK, Gen. Mgr.

National Radio Features

100 State Street

Albany 7, New York

— COAST-TO-COAST —

ledo, Ohio. Phone, Main 1863. Paul Spor, Ohio Rep. **SERVICES OFFERED:** Complete production of Transcriptions and package shows, research and commercial copy service.

Haven MacQuarrie Ideas

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. **SERVICES OFFERED:** Radio shows created, produced, and written.

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. **SERVICES OFFERED:** Program productions, scripts, research, spot announcements.

Management Corp. of America

745 Fifth Ave., New York 19, N. Y. Phone, Wickersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. **SERVICES OFFERED:** Program production, package shows.

Fred C. Mertens and Associates

323 South Soboba St., Helmet, Calif. Phone, Helmet 4769. Fred C. Mertens, President; George L. Price, Program and Scripts Departments; Stuart S. Shackleton, Sales; T. H. Smith, Secretary. **BRANCH OFFICE:** 946 S. Normandie Ave., Los Angeles, Calif. Phone, Federal 7372, George L. Price. **SERVICES OFFERED:** Program productions, transcriptions, commercial copy service.

Charles Michelson, Inc.

67 West 44th St., New York 18, N. Y. Phone, MURRAY Hill 2-3376. President, Charles Michelson; Vice-President, V. D. Michelson; Secretary, A. Michelson; Casting Director, Gilbert Braun. **BRANCH OFFICES:** 1328 Chestnut St., Philadelphia, Pa. Phone, Pennypacker 7851. Travis De Grouchy, Mgr.; 516 Del-eon St., Tampa, Fla. Phone, M-5763. Windsor Bliss, Mgr.; 76 E. State St., Columbus, Ohio. Phone, Adams 4116. Ralph S. McFeely, Mgr.; 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Philip Johnson, Mgr.; South 1st & "B" Sts., Richmond, Ind. Phone, 1117.

COMMERCIAL RADIO
PRODUCTIONS

PRODUCERS AND ORIGINATORS
OF

FINE RADIO SHOWS

★ MUSICAL
★ NEWS

★ DRAMATIC
★ VARIETY

COMMERCIAL RADIO PRODUCTIONS
INCORPORATED

9176 SUNSET BLVD., HOLLYWOOD 46, CALIF.

von baumann studios

explorers for entertainment



Radio Productions

Musical Commercials

Jingles • Spots

331 EAST 71 STREET

RHinelander 4-5508

NEW YORK 21

The Karl Zomar Library

P. O. BOX 417

DENVER 1, COLORADO

SCRIPTS — TRANSCRIPTIONS — PRODUCTIONS

"The Friendly Philosopher", a one-man script show is used daily on more than a hundred stations. Such stations as WMC, KOMA, KMO, The Hawaiian Broadcasting System, KEVR, and others. Our Quiz show scripts are used daily on WJR, WSM, WCAU, KFAB, KXO, KSTP, WRVA, KALL, and forty others from coast-to-coast; and in Honolulu by KGMB.

Our shows are heard on the nation's leading radio stations, and have been since 1936. Write for audition scripts.

Harry Gennett, Jr., Mgr. SERVICES OFFERED: Open-end transcribed feature program series, live network shows, porto-playback transcription machines, Gennett & Speedy sound effect record libraries.

Michelson & Sternberg, Inc.

67 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-5421. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

Allan Miller Agency

Suite 308 Bell Bldg., Toledo 2, Ohio. Phone, Garfield 8603-4. Allan H. Miller, President-General Manager; John Has-kin, Business Manager. SERVICES OFFERED: Package shows, live talent and transcriptions.

Les Mitchel Productions, Inc.

8853 Beverly Blvd., Hollywood 36, Calif. Phone, Crestview 1-5275. President, Les Mitchel; Vice-President, O. J. Neuwerth; Sec.-Treas., G. Madelon Mit-

chel. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

Moonbeams Broadcasts, Inc.

8 West 45th St., New York 19, N. Y. Phone, MUrray Hill 2-7471, 7472. President and Treasurer, George Shackley; art. SERVICES OFFERED: Musical and Secretary-General Manager, Lillian Stew-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.

Eugenia Price Productions

proudly presents . . .

Miss Addison Pelletier

in a fifteen minute transcribed day-time series as unique and compelling as the voice and personality of this amazing woman.

For remaining availabilities and the best price in YOUR market contact Radio Department

Music Corporation of America
430 North Michigan Avenue
Chicago, Illinois

Telephone: Delaware 1100

We're on Record!

(and we're live, too!)



Les Mitchel

TRANSCRIBED — Now Producing

"SKIPPIY HOLLYWOOD THEATER."

Over 33 stations, coast-to-coast. A complete package.

"THEATER OF FAMOUS RADIO PLAYERS." 39 open-end half-hour dramas.

Some markets open.

LIVE NETWORK—Now directing for

Carl Wester & Company, **"MASQUERADE,"** TC strip over NBC.

Complete production service

Need spot announcements, a "live" network package, a new transcribed show... or help for a "sick" program?

Just call us — CR-1-5275

Les Mitchel

PRODUCTIONS INC.

8853 Beverly Boulevard
Hollywood 36, California

PIANO PLAYHOUSE

WITH

MILTON CROSS

THE

"PIANO PLAYBOYS"

"CY" WALTER

STAN FREEMAN

TEDDY WILSON — ELLIS LARKIN

AND

INEZ CARILLO

WRITTEN

PRODUCED

DIRECTED

BY

MAGGY FISHER



ABC-COAST-TO-COAST

1943 - 1944 - 1945 - 1946 - 1947

William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin. SERVICES OFFERED: Production of package shows.

Carlton E. Morse Productions

1500 Vine St., Hollywood 28, Calif. Carlton E. Morse, Owner.

Morton Radio Productions

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Sales Promotion, Ruthie Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.) 620 West Superior Ave., Cleveland 13, Ohio. Phone, Prospect 4900. President,

Donald C. Jones; Manager, William H. Anderson; Technical Director, Robert Haviland. SERVICES OFFERED: Custom-built radio transcriptions, productions, script, recording talent, off-the-wire and off-the-air recordings.

Music Corporation of America

745 Fifth Ave., New York 19, N. Y. Phone, Wickersham 2-8900. Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President, Herb Rosenthal. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Vice-President, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Vice-Presidents, Taft Schreiber, Harold Hackett, Mickey Rochford, 610 Book Bldg., Detroit, Mich. Phone, Randolph 2604; Union Commercial Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

BYRON PRODUCTIONS, INC.

PRESIDENT

EDWARD A. BYRON

CARLO
DE
ANGELO

Muzak Corporation

151 W. 46th St., New York 19, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President and Chairman of the Board; K. R. Smith, Vice-President and General Manager; John R. Andrus, Vice-President and Treasurer; Emil F. Hembrooke, Vice-President. **SERVICES OFFERED:** Studio and off-the-line and off-the-air vertical and lateral recordings, recording service, and custom-built recordings for radio sponsors and advertising agencies and processing and pressing of original recordings.

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, W. P. Hays; Advertising and Promotion, William R. Seth; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Willis B. Parsons; Program Manager, H. H. Woods; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. **BRANCH**

OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Ward Hubbard; Taylor and O'Farrell Sts., San Francisco, Calif. Phone, Graystone 8700. Manager, Robert Z. Morrison. **SERVICES OFFERED:** NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Secretary-Treasurer, Thomas Reilly. **BRANCH OFFICES:** Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Manager, Sam Harrington, 9059 Sunset Blvd., Los An-

GORDON T. HUGHES

Writer-Producer

“YOUR HOPE CHEST”

CBS

For Pictsweet Foods

George W. Allen

Producer - Director



“THE WHISTLER”

C.B.S.

PROGRAM PRODUCERS

geles, Calif. Crestview 1-7121. Manager Helen Ainsworth, 79 Post St., San Francisco, Calif., Phone, Exbrook 8033. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

National Radio Features

100 State St., Albany 7, N. Y. Phone, 4-8226, 2-7854. Allen I. Stock, General Manager; R. Wilbur Smith, District Manager; Ruth Pearl, Publicity Manager. SERVICES OFFERED: Special radio transcribed programs for use as campaigns with special constructive material furnished with this feature to aid Radio Station advertisements. "Veterans of Victory" is the new sensational program that brings added mail, listening audience and station prestige. Free weekly \$25 U. S. savings bonds. Has the co-

operation and the use of the names of the U. S. Treasury Department and the Veterans Administration, and carries talks by well-known men and women who are heads of Veterans' organizations and Veterans' rehabilitation. Coast-to-Coast as "Goodwill Ambassadors for Radio Stations."

Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 4144. Partner, Morton Jacobson; 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, Television

James Norris Radio Productions

366 Madison Ave., New York 17, N. Y. Owner, James Norris. SERVICES OF-

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**Arthur
Henley**

WRITER - PRODUCER

Writer of

"Honeymoon In New York"

"Kate Smith Show"

"13 By Henley"

"Lady Dick"

**PAUL
GIRARD**

EXECUTIVE PRODUCER

**ALEXANDER
LEFTWICH, Jr.**

DIRECTOR

**LOUIS M.
HEYWARD**

SCRIPT

★★★ STAR TIME

★★★ SPORTS STAR SPECIAL

★★★ SPECIAL ASSIGNMENT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

FERED: Ideas, syndicated programs, scripts.

Pan American Broadcasting Co.

330 Madison Ave., New York 17, N. Y. Phone, MUrray Hill 2-0810. Vice-President, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill., Phone, State 5096; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. Homer Griffith, 6362 Hollywood Blvd., Hollywood, Calif. Phone, Granite 6113. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields. Radio station representatives.

Jack Parker & Associates

Box 2222, Hollywood 28, Calif. Phone, Citrus 18536. Jack Parker, President & General Manager; Don Maters, Vice-President; Producers: Jack Parker, Garland Brunton, Ross Van Neibroc; Script Writers: Ross Van Neibroc, Jack Parker, Garland Brunton, Betty Underwood, Mary Blue. SERVICES OFFERED: Custom-built programs, program production, recording, scripts.

Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 6, D. C. Phone, National 9349. President, Leo J. Paulin; Vice-President, Vera Cassidy Ash. SERVICES OFFERED: Program ideas, production, scripts. Featuring programs with a "Washington angle." Specialist in custom built programs for trade groups.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Eikes; Engineer, M. P. Frutchey. SERVICES OFFERED: Religious programs, public relations radio programs.

**Press Association, Inc.
(A. P. Radio Productions)**

50 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 7-7363. William J. MacCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Located in 100 principal cities. SERVICES OFFERED: Network, local and transcribed radio programs.

GLENHALL TAYLOR

MEMBER OF
RADIO DIRECTORS' GUILD
HOLLYWOOD

**HOLLYWOOD
CHATTERBOX
ENTERPRISES**

Frank R. Brown, Mgr.
Al Michaelian, Music Supervisor

●

**RADIO PRODUCTION
EXPLOITATION
RADIO RELATIONS**

Established 1932

1746 N. Las Palmas
Hollywood 28, Cal.
GRanite 2318

Eugenia Price Productions

75 E. Division St., Chicago 10, Ill. Phone, Delaware 4375. Owner, Eugenia Price. Represented by MCA Artists Ltd., 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. SERVICES OFFERED: Producers of open-end and custom-built transcribed programs.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, Federal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity, commercial copy.

Prockter Radio Productions, Inc.

250 W. 57th St., New York 19, N. Y. Phone, Circle 6-4091. President, Bernard J. Prockter; Director of Publicity, Clement J. Wyle; Director of Research, Jerome C. Robinson; Program Director, Arnold Michaelis. SERVICES OFFERED: Package network radio programs and transcribed packed programs. Advice and consultation on radio production to advertisers and advertising agencies.

Production Associates

545 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-6865. Partners, S. H. Samuels, Albert Simmons, H. L. Samuels. SERVICES OFFERED: Creation and production of package network programs.

Progressive Radio Advertising Co., Inc.

260 E. 161st St., New York 51, N. Y. Phone, MELrose 5-5522. Lido Belli, President-Producer-Director. SERVICES OFFERED: Italian language programs, production and talent.

Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. Managing Director, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Oliver W. Nicoll; Associate Director, Sandra Munsell. REPRESENTATIVE: Towers, Ltd., 84 Hallam St., London, W. 1. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, package live

Radio Productions, Inc.

PRODUCERS OF

"BASEBALL TODAY"

"SINGING WEATHERMEN"

"TIME IN RHYME"

"MUSICAL THERMOMETER"

2901 So. Moreland Longacre 8387

Cleveland, Ohio

The
TED MACK
Company

SPOTS • TRANSCRIPTIONS • LIVE SHOWS

Now Available

- LIFE OF BUFFALO BILL
Juvenile Western Serial
By Robt. Green, Writer of the Lone Ranger
- WESTERN PLAYHOUSE
30 Minute Live Dramatization of Famous Western Stories
Adapted by Robt. Green
- FAITH OF OUR FATHERS
5 or 15 Minute Daily Bible Reading With Hymns
- WHAT D'YA KNOW
A 25 Second Transcribed Feature

PERSONAL Representative for:

- JOHN GART
Outstanding Conductor, Composer
- HARRY TAYLOR
America's Newest Piano-Humorist
- WELLINGTON EZEKIEL
Metropolitan Bass-Baritone

4 E. 53rd ST., N. Y. C. PLaza 9-7600

shows, syndicated transcriptions, scripts, talent.

**Radio Producers of
Hollywood**

1651 Cosmo, Hollywood 28, Calif. Phone, Hollywood 8318. Owner & General Manager, Lou R. Winston; Station Relations, Phyllis Fox. **SERVICES OFFERED:** Open and transcribed feature programs. Syndicated and package programs. Leased for broadcasting to radio stations, individual shows, group of shows, or the complete catalogue.

Radio Production Service

501 Madison Ave., New York, N. Y. Phone, PLaza 3-8940. Irene Beasley, General Manager; Helen Porretto, Assistant General Manager. **SERVICES OFFERED:** Complete radio package shows, live or transcribed.

Radio Program Management

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 9-7600. Directors, Ted Mack, Arnold Rittenberg. **SERVICES OFFERED:** Package shows: variety, dramatic, musical and audience participation. Spot Announcements. Complete production: research, scripts, music, commercial copy.

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MURray Hill 4-1463. Managing Editor, Louis Minsky. **SERVICES OFFERED:** Production of weekly religious news scripts.

**Richman-Sandford
Productions**

10 East 43rd St., New York 17, N. Y. Phone, MURray Hill 2-5854. Owners-Partners: Bill Richman and Howard Richman; Executive Producer, Charles Cromer; Musical Director, Harold Levey; Script Dept., Natalie Meader; Research Dir., Howard T. Longfellow; Personnel Director, Rita Klatzer. **SERVICES OFFERED:** Producers of transcribed and live radio programs. Producers of television programs, live and film.

**Robinson Recording
Laboratories**

35 S. Ninth St., Philadelphia 7, Pa. Phone, Walnut 6800. Owner, W. P. Robinson. Phone, Locust 4731. **SERVICES OFFERED:** Electrical transcriptions, standard phonograph records,

dramatized spot announcements, casting, scripts, production.

Rockhill Radio

18 East 50th St., New York 22, N. Y. Phone, ELdorado 5-1860. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President. **BRANCH OFFICE:** 188 West Randolph St., Chicago, Ill. **SERVICES OFFERED:** Live and transcribed program production.

**Runyon-Guggenheim
Enterprises**

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hempstead 4133. Partners, Jack W. Runyon. Robert Guggenheim, Jr. **SERVICES OFFERED:** Radio and Television production (English, Spanish, Portuguese). Proved and tested radio productions for Latin America. Radio package sales agency. New idea development.

James L. Saphier Agency

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, Owner; Associates: Tom Fizdale, Bert D. Prager. **SERVICES OFFERED:** Sales and production of package shows and talent.

Shaffer-Waible, Inc.

270 Park Ave., New York 17, N. Y. Phone, PLaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible. **SERVICES OFFERED:** Musical and dramatic package programs for radio and television; films; transcriptions; talent; scripts.

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Director, Joseph C. Schramm; Supervisor, Josephine Martinez. **SERVICES OFFERED:** Program production, recording, off air checks.

Bernard L. Schubert, Inc.

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, May Bolhower. **SERVICES OFFERED:** Talent management and program production.

Sesac, Inc.

475 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 5-5365. Paul Heinicke, President; R. C. Heinicke, Secretary-Treasurer; K. A. Jadassohn, Vice-President; Kolin Hager, Asst. to the

President. SERVICES OFFERED: Licensing the use of copyrighted music, transcription library, syndicated transcribed tailor-made programs for advertisers.

Sound Studios, Incorporated

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, Republic 1984-5. President, Robert J. Coar. SERVICES OFFERED: Transcriptions, program production, motion pictures for television, television productions for DuMont's Washington station and WABD television station in N. Y.

The Sound Workshop, Inc.

412-418 S. Robertson Blvd., Los Angeles 36, Calif. Phone, Bradshaw 2-3203. Producer-Director, Robert E. Grey; Casting, J. R. Lorenz; Sound, O. J. Vital; Chief Engineer, W. E. Lambeth; Script, R. L. Tennis. SERVICES OFFERED: All types recording, complete program production, syndicated and custom-built transcribed phonograph records, etc.

Service Programs

535 5th Ave., New York 17, N. Y. Phone, MURray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. Henry Souvaine, Russell E. Dill, Ralph Starr Butler, Jr., Harold V. Milligan. SERVICES OFFERED: Package shows (live and transcribed) for radio and television, scripts, production, public relations consultants.

Spot Radio Service

1 E. 54th St., New York 22, N. Y. Phone, PLaza 5-9800. Director, Fulton Dent; Assistant Director, Dorothy Green. SERVICES OFFERED: Spot radio specialists: Research, radio market studies, time buying consultants, writing and production of all types of spot announcements.

Richard Stark & Company

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-7337-8. SERVICES OFFERED: Program producers, program builders, and commercial consultants. In the latter capacity they will offer commercial copy suggestions and production notes, with particular emphasis on daytime radio selling.

Syndicated Radio Productions

800 S. Normandie Ave., Los Angeles 5, Calif. Phone, Drexel 6652. Richard E. Gresham, Managing Director. SERVICES OFFERED: Producers sales representatives with sales staff covering Western half of U. S. and Canada. Syndicated Transcribed Shows available for any sponsor on any AM or FM station or network. Transcribed Package Shows from 5 minutes to half-hour with from 13 to 450 episodes.

Telecast Productions, Inc.

101—5th Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

Telemated Cartoons

410 Riverside Drive, New York 25, N. Y. Phone, UNiversity 4-6148. Owner, Saul S. Taffet. SERVICES OFFERED: Producing animated cartoons and other cartoon art along with special effects and outdoor film sequences for television and industrial advertising purposes. Maintain a complete animation studio and personnel experienced in the needs and requirements of television motion pictures and artwork.

Television Films of America (TFA)

Box 2222, Hollywood 28, Calif. Phone, Citrus 18536. Executive Producer, Jack Parker; Director, Ross Van Neibroc; Chief Script Writer, Garland Brunton. SERVICES OFFERED: Producers of television film made especially for television releases. Special public relations service for television stations and television advertisers. (Television Script Bureau) Script Writers, Jack Parker, Garland Brunton, Ross Van Neibroc. SERVICES OFFERED: Television script and commercial copy written to order for television stations and television advertisers.

Time, Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 5-4400. Director of Radio Programs Department, Frank C. Morris. SERVICES OFFERED: Transcribed programs, Time Views the News-a-Monday through Friday newscast.

**Transamerican Broadcast-
ing & Television Corp.**

1 East 54th St., New York 22, N. Y.
Phone, PLaza 5-9800. President, John
L. Clark. SERVICES OFFERED: Live
and transcribed programs.

Transcribed Radio Shows

2 West 47th St., New York, N. Y.
Phone, LOnacre 5-3440. President, M. E.
Moore. SERVICES OFFERED: Custom-
built shows, spot announcements, produc-
tion, listener participation, transcribed
programs, script writing.

Transcription Sales, Inc.

117 W. High St., Springfield, Ohio.
Phone, 2-4974. President, J. P. Williams;
Vice-President, Lin Mason. BRANCH
OFFICES: 130 E. 56th St., New York
22, N. Y. Phone, PLaza 9-1446. Edward
Hochhauser, Jr., Mgr., Eastern Div.;
6381 Hollywood Blvd., Hollywood 28,
Calif. Roger B. Read, Mgr., Western
Div. SERVICES OFFERED: Building
almost any type of transcribed radio
program or spot announcement for ex-
clusive use of individual clients; cutting
personalized commercial messages.

Transfilm, Inc.

35 W. 45th St., New York 19, N. Y.
Phone, BRyant 9-6540. President, Wil-
liam Miesegaes; Vice-President in Chg.
of Production, Walter Lowendahl; Vice-
President in Chg. of Sales, Milton F.
Martin; Sec.-Treas., Peter A. Schlenker.
SERVICES OFFERED: Producers of
16mm and 35mm films for television pro-
grams and commercials.

**Transvideo Film
Productions, Inc.**

112 Park Ave., New York 17, N. Y.
Phone, MUrray Hill 4-6628-9. Herbert
Sandler, President; Ethel Sandler, Vice-
President-Secretary; Beatrice P. Cun-
ningham, Treasurer-Production Man-
ager. SERVICES OFFERED: Televis-
ion film production exclusively. Com-
plete production facilities for agencies
and sponsors for television trailers,
hitch-hikes and spot announcements.

Trendle-Campbell

1800 Stroh Bldg., Detroit 26, Mich.
Phone, RAndolph 9184. Owners, George
W. Trendle; H. Allen Campbell. SER-
VICES OFFERED: Owners and pro-
ducers of dramatic serials; The Lone
Ranger; The Green Hornet; Challenge
of the Yukon, etc.

United Press Association

220 East 42nd St., New York 17, N. Y.
Phone, MUrray Hill 2-0400. Radio News
Manager, Phil Newsom; Radio Sales
Manager, Al F. Harrison; Radio Shows
Div. Manager, C. Edmonds Allen. SER-
VICES OFFERED: Production for radio
of news service, news scripts, news re-
search.

United States Recording Co.

1121 Vermont Ave., N. W., Washing-
ton 5, D. C. Phone, District 1640. Gen-
eral Manager, Joseph Tait; Assistant
Manager, Rhoda Golden; Chief Record-
ing Engineer, Herbert Dengler; Chief
Plant Engineer, Irving Linkow; Sales
Manager, Eugene Rosen. BRANCH OF-
FICE: 3700 Jefferson-Davis Highway,
Alexandria, Va. Phone, Di. 1640. Ir-
ving Linkow. SERVICES OFFERED:
Recording and transcription service,
script and production service, air checks
of domestic and short wave broadcasts.
Specializing in complete recording and
transcription installations. Manufactur-
ers of Speech input equipment, sound
effects consoles, portable transcription
equipment and special equipment.

Universal Radio Sales

730 Fifth Ave., New York 19, N. Y.
Phone, Circle 6-7447. President, Wesley
I. Dumm; Vice-President, George E.
Hughes; Eastern Sales Mgr., Program
Div., Richard Nicholls. SERVICES OF-
FERED-BRANCH OFFICES: (For com-
plete information see listing under Tran-
scription Companies).

Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y.
Phone, Circle 6-4675-6. Production Man-
ager, Thomas J. Valentino; Secretary,
Elsie G. Valentine; Director, Michael T.
Valentine. SERVICES OFFERED: Man-
ufacturer of sound effects records, pro-
cessing and pressing of vinylite records,
10 in. and 12 in. Transcription service.

Video Associates, Inc.

515 Madison Ave., New York 23, N. Y.
Phone, PLaza 3-7966. Production, Philip
Brodsky; Direction, Miriam Tulin; Tal-
ent, Elizabeth Lee; Scripts, Barbara
Jones. SERVICES OFFERED: Live
packages and custom-built shows for tele-
vision exclusively. Complete program
service from preparation through execu-
tion: ideas, scripts, talent, sets, cos-
tumes, props, music, production, direc-
tion. Intra-tele demonstrations. Pro-
gram and production consultant services.

Chick Vincent & Company

509 Madison Avenue, New York, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers.

Owen Vinson & Co.

5042 Los Feliz Blvd., Hollywood 27, Calif. Phone, Normandy 1-0654. Owen Vinson, Producer-Director-Manager; Pauline Hopkins, Writer and Script Editor; Margaret Patterson, Secretary. SERVICES OFFERED: Free-lance producing, writing and directing. New shows available, or built to order. Packages.

J. Franklyn Viola & Co.

152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. Manager, J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

Von Baumann Studios Inc.

331 E. 71st St., New York 21, N. Y. Phone, RHineland 4-5508. Owner-Producer, Cyril Von Baumann; Publicity, E. F. Olbert. SERVICES OFFERED: Production of live and transcribed custom-built and package shows, writing and production of spot announcement, musical commercials and jingles, program consultant.

Tom Wallace Radio Productions

366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-2636. Owner, Tom Wallace. SERVICES OFFERED: Package radio shows.

Lee Wallace Teleshows

222 E. 40th St., New York 16, N. Y. Phone, MUrray Hill 4-3529. Executive Producer, Lee Wallace; Production Manager, Robert Mayberry; Associate Producer, Sara Jane Troy; Associate Producer, Harold D. Salkin; Casting Director, Celia Ford; Film Consultant, Clarence Tripp. SERVICES OFFERED: A complete service, including show-building and production for agencies and television stations.

Carl Wester & Company

6047 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 2151. Owner, Carl Wester; Executive Producer, John Taylor. SERVICES OFFERED: Program production.

Roger White Productions, Inc.

Hotel Beverly, 125 E. 50th St., New York, N. Y. Phone, PLaza 5-3560. Radio Producer, Roger White; Program Director, Marilyn Brant; Talent and Casting Director, Kermit Schafer. SERVICES OFFERED: Complete organization geared to serve agencies in production and presentation of outstanding radio programs.

Wolf Associates, Inc.

420 Madison Ave, New York, N. Y. Phone, PLaza 5-7620. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Sales Manager, Paul Ross. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Radio Production, talent.

World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)

711 Fifth Ave., New York 22, N. Y. Phone, Wickersham 2-2100. General Manager, Jack Meyerson; Executive Vice-Pres., A. J. Kendrick; Treasurer, M. R. Rackmill; Station Relations, A. B. Sambrook; Manager, Program Production, Herb Gordon; Chief Engineer, Charles Lauda, Jr. SERVICES OFFERED: A Western Electric license—vertical and lateral cut transcriptions, offering World Library, commercial transcriptions and studio facilities, scripting, production, directing and talent.

Carter Wright Radio Television Productions

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Jimmy Royce, Business Manager. SERVICES OFFERED: Transcriptions—all types, production, advertising copy, script service, furnishing writers, directors, producers and talent, both vocal and dramatic-school.

Frederic W. Ziv Company

1529 Madison Road, Cincinnati 6, Ohio. Phone, Plaza 1323. F. W. Ziv, Partner; M. R. Ziv, Partner. BRANCH OFFICES: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. John L. Sinn, Partner; 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, Manager, 203 N. Wabash Ave., Chicago 1, Ill. Phone, Franklin 8917. Alvin Unger, Manager. SERVICES OFFERED: Live talent and transcribed programs.




"NEVER REALIZED
TRANSCRIPTIONS COULD
BE SO REALISTIC"

"YOU CAN'T BEAT
COLUMBIA FOR
SERVICE EITHER"



*Columbia
transcriptions*
799 Seventh Avenue, New York 19, N.Y.
Wrigley Building, 410 North
Michigan Ave., Chicago 11, Ill. 6624 Romaine Street
Hollywood 28, Calif.

Trade-marks "Columbia" and  Reg. U. S. Pat. Off.

Transcription Companies

Advertisers Recordings Ltd.

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.

113 West 57th St., New York 19, N. Y. Phone, Circle 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto 1, Ont., Canada. Phone, Elgin 2464. Program Manager, G. F. Herbert; S. W. Caldwell, Sales Manager, F. W. Cannon. BRANCH OFFICES: 1012 Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 1001 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 198 W. Hastings St., Vancouver, B. C., Canada. Phone, Marine 9542. Manager, J. E. Baldwin. SERVICES OFFERED: Representative for transcription companies.

Allentown Record Co., Inc.

1776 Broadway, New York 19, N. Y. Phone, Circle 5-4328. (Plant: 10th & Walnut Sts., Allentown, Pa., Phone, Allentown 37405). Pres. & Gen. Mgr., John J. H. Peyser; Customer Service, Sylvia Mellner Peyser; Plant Mgr., David A. Foxman. SERVICES OFFERED: Contract manufacturers of vinylite phonograph records and transcriptions; 10", 12", and 16" pressings.

Allied Record Mfg. Co., Inc.

1041 N. Las Palmas Ave., Hollywood 38, Calif. Phone, Hollywood 5107. D. K. Broadhead, Pres. & Gen. Mgr. SERVICES

OFFERED: Processing and pressing of electrical transcriptions and phonograph records. Manufacture and sale of pre-form biscuits.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Trinidad 6115. M. Scott Weakley, General Manager. SERVICES OFFERED: Transcriptions and phonograph record production; aircheck service and production analysis for artists and advertisers; mobile recording unit for broadcast or special events pickup anywhere, anytime in the northern Calif. area. RCA equipment.

Associated Program Service, Inc.

151 W. 46th St., New York 19, N. Y. Phone, BRyant 9-1246. Richard S. Testut, Vice-President and Gen. Mgr.; John Andrew, Dir. Sales Promotion; Bert Lown, Dir. Station Relations. SERVICES OFFERED: Transcribed library of radio music; basic program scripts; program features.

Associated Radio-Television Productions

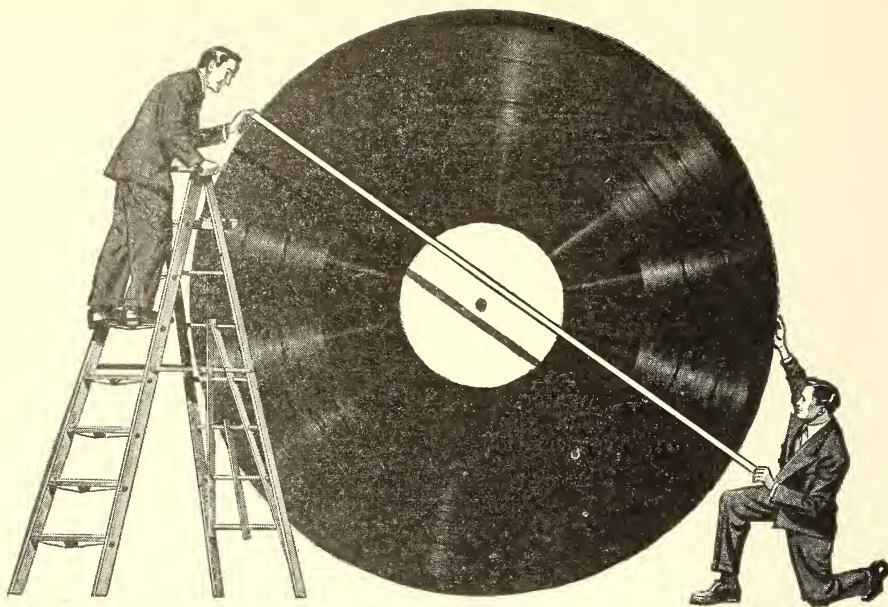
11 West 42nd St., New York 18, N. Y. Phone, LO 5-3710. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox.

Atlantic & Pacific Broadcasting System

Box 2222, Hollywood 28, Calif., Phone, CITrus 18536. Jack Parker, General Manager; Don Masters, Production Manager; Betty Underwood, Program Manager; Ross Van Neibroc, Script Editor. SERVICES OFFERED: A full program schedule of transcribed programs furnished to member stations.

Audio-Scriptions, Inc.

1619 Broadway, New York 17, N. Y. Phone, Circle 7-7690. Ezekiel Rabowitz, Manager. SERVICES OFFERED:



How to measure the best

For transcriptions

For high-speed processing

For vinylite pressings

For phonograph records

... there are two reasons why Muzak rates tops with so many leading agencies, transcribed show producers and radio stations:

- 1. Fastest service in the world***
- 2. Finest quality obtainable***

Try Muzak... and see if any other service measures up to Muzak standards!

Unexcelled in modern facilities and master craftsmanship, Muzak is

equipped to supply both Vertical and Lateral Cut transcriptions... reference recordings... line recordings for supplemental radio coverage.

Send us your "acetate" masters for top-speed, top-quality processing and pressing. We use only gold sputtering, high-speed plating, and press exclusively from highest grade Vinylite resin.

Next time... make it Muzak. A *plus* for AM, a *must* for FM!

Muzak ^{*} **TRANSCRIPTION DIVISION**

Licensed under U. S. Patents of Western Electric Co., Inc.

*Reg. U.S. Pat. Off.



STUDIO and RECORDING FACILITIES

NEW YORK
151 West 46th St.
BRyant 9-1247

CHICAGO
La Salle Wacker Bldg.
Central 5275

PROCESSING and PRESSING PLANT

NEW YORK
250 West 54th St.
COlumbus 5-8552



The only Clipping Bureau of the Air in the world has accumulated a Library of Voices which contains more than half a million items (voices and events). Additional voices are being added daily.

•
Beltone Recording Corp.

2 West 46th Street, New York 19, N. Y. Phone, BRyant 9-4130. President, Leslie C. Cahan; Treasurer, Shirley Cahan. **SERVICES OFFERED:** Instantaneous recordings, masters and pressings, transcribed programs, off-the-air.

•
G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981 and HEmpstead 1753. (For detailed information see listing under Program Producers.)

•
Ford Bond Radio Productions

810 RCA Bldg., W., New York 20, N. Y. Phone, Circle 7-2236. President, Ford Bond; Associate, Thomas S. Carr. **SERVICES OFFERED:** Specializing in 5-minute open-end transcribed programs; individually tailored musical or dramatized announcements for broadcast purposes; new series of 15 and 30 minute open-end syndicated shows styled for local and regional sponsorship.

•
Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers.)

•
Charles Stark, Inc.

366 Madison Ave., New York, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President. **SERVICES OFFERED:** Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

•
Cinemart, Inc.

Executive & Sales Offices: 565 Fifth Ave., New York 17, N. Y. Phone, PLaza 3-9172. Studios: 101 Park Ave., New York 17, N. Y. Phone, LExington 2-5689. President, Harold Kovner; Vice-Pres. & Gen. Mgr., Varian Fry. **SERVICES OFFERED:** Commercial recording, processing and presing of shellac, vinylite and other plastics; electrical transcriptions; off-the-air and off-the-line air checks.

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York 19, N. Y. Phone, Circle 5-7300. President, Edward Wallerstein; Vice-President and General Manager, Mefford R. Runyon; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, John Birge. **BRANCH OFFICES:** 6623 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. **SERVICES OFFERED:** Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

•
Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. **SERVICES OFFERED:** Recording, processing, manufacture of recording equipment.

•
Patrick Michael Cunning Television Productions—Stage 8

6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. (For detailed information see listing under Program Producers.)

•
Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, COLUMbus 5-2300. President, Jack Kapp; Manager Transcription Division, Edward Strauss. **BRANCH OFFICES:** Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham, Miami. **SERVICES OFFERED:** Custom-built electrical transcription records. Owners of **WORLD BROADCASTING SYSTEM, INC.**, transcription services, 711 Fifth Ave., New York 22, N. Y.

•
Disc Company of America

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. Moe Asch. **SER-**

C. P. MacGregor

TRANSCRIPTION LIBRARY PRODUCTIONS

DRAMATIC AND MUSICAL PROGRAMS

RECORDING STUDIOS

ALSO

COMPLETE PACKAGING INCLUDING

RECORDING ELECTRO-PLATING OF

MASTERS AND PRODUCTION

729 SO. WESTERN AVE.

HOLLYWOOD

PHONE: FITZROY 4191

VICES OFFERED: Commercial records, transcriptions, recordings and production. Phonograph record manufacturing.

•
Disco Recording Co., Inc.

334 Arcade Bldg., St. Louis 1, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; General Manager, Gordon Sherman; Chief Engineer, Fred F. Schopfin. SERVICES OFFERED: Recording service, electrical transcriptions, off air checks, manufacture phonograph records.

•
Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Producers.)

•
Eccles Recordings, Inc.

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 8351. Robert P. Newman, Manager; Edgar A. Wilkerson, Business Manager. SERVICES OFFERED: Transcription radio production packages, recording from network lines or air, phonograph masters, sound effects recordings.

•
Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood 38, Calif. Phone, Gladstone 2189. Owned and Operated by Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: Electrical transcriptions, spot announcements, "Air-Chek" service, phonograph recordings.

•
B. Ellis Associates

11 East 44th St., New York 17, N. Y. Phone, MURray Hill 2-7862-3. Bruce Ellis, Director; George Magee, Script Editor. (For detailed information see listing under Program Producers.) Syndicated Shows: "Invitation To College"; "What Would You Do?"

•
Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 8-3360. Helen D. Kelleher, Pres. & Treas.; F. de Jaager, Vice-Pres.; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

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 Co., Ltd.

14 McCaul St., Toronto 2B, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan; Manager, Alfred J. Lewis. SERVICES OFFERED: Instantaneous recording, tailor made spots, or shows, script writing. A transcription service for Canada only. Syndicated Shows available for sponsorship in Canada only.

•
Carl Fischer Inc. Miracoustic Recording Studios

119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965-6-7. Fred Herbert-Oettgen, Recording Director; Hal Michael, Chief Engineer; Robert E. Scheuing, Sales Promotion Manager; Max Rittershausen, Branch Manager; Carl Fischer, Inc., Gregory M. Davis, Kenneth Lynch, Recording Engineers. SERVICES OFFERED: Complete Theater-Studio facilities including Hammond Organ, Package Show Production, Master and Commercial Record Production, NAB Standard Transcriptions; Reference, Audition, Off-the-Air and Off-the-Line recording. Complete Sound Library. Remote location facilities. Twenty-four hour service by appointment.

•
Frankay & Jackson Recording Studios, Inc.

48 West 48th St., New York 19, N. Y. Phone, LONGacre 5-8453. President & Manager, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription, off-the-air recordings, masters, pressings, rehearsal studios, all studio facilities including Hammond Electric organ and Steinway piano.

•
General Broadcasting System, Inc.

Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. D. C. Jones, Pres.; W. H. Anderson, Asst. to Pres.; R. E. Haviland, Prod. Manager. SERVICES OFFERED: Sound slide film recordings, radio spot recordings, film sound track recording for both 35 and 16 mm., creative editorial script service, sound motion pictures, sound slide films.

Allentown Record Co., Inc.

Fabricators of high fidelity

VINYLITE

records and transcriptions

10", 12" and 16" PRESSINGS IN DARK RED, BLACK
AND ALLENTOWN BLUE

Plant capacity 300,000 per month

JOHN J. H. PEYSER

President and General Manager

NEW YORK 19: 1776 Broadway, Room 703, Circle 5-4328

PLANT: 10th and Walnut Streets, Allentown, Pennsylvania

**Harry S. Goodman
Radio Productions**

19 East 53rd St., New York, N. Y.
Phone, Wickersham 2-3338-9. (For detailed information see listing under Program Producers.)

George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa.
Phone, GRant 3696. George Heid, Owner; Betty Dougherty, Director of Recordings; Al Campbell, Director of Slide Film Productions; Max Adkins, Musical Director. SERVICES OFFERED: Electrical transcriptions, recordings, air checks, script, production, radio package shows, slide film production, sound for mechanical display.

Mary Howard Recordings

37 E. 49th St., New York 17, N. Y.
Phone, PLaza 3-4800, Ext. 47. Owner-Manager, Mary Howard; Assistant, Joyce Fraser. SERVICES OFFERED: Off-the-line and off-the-air recordings and transcriptions for artists or agencies. Studio for auditions; facilities for dubbings.

**International Radio &
Television Features**

152 E. 53rd St., New York 22, N. Y.
Phone, PLaza 5-5781. Jack Lloyd, Executive Director. SERVICES OFFERED: Production of live and transcribed package shows, musical jingles and spot announcements for radio and television.

**Intercontinental Engineering
Equipment Co.**

101 Park Ave., New York 17, N. Y.
Phone, CAledonia 5-7530. Mark E. Rosentock, operator. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

International Radio

24 rue de la Faisanderie, Paris, France.
Phone, Passy 4635. President, Philippe Lefebure; Vice-Presidents, Henry S. White, Thomas Ringwood, Oliver D'Horrer. SERVICES OFFERED: Electrical transcriptions in French, English and Spanish for commercial radio stations in Europe, South America and the United States.

Harry Jacobs Productions

8820 Sunset Blvd., Hollywood 46,
Calif. Phone, CRestview 5-2871. President, Harry R. Jacobs; Sales Promotion Manager, Bernice Lawrence.

**Jimmy Jones Recording
Studios**

(Affiliated with Carter Wright Radio
Television Studios)

1655 N. Cherokee Ave., Hollywood 28,
Calif. Phone, Hollywood 3636. Jimmie M. Jones, Manager. SERVICES OFFERED: Professional, commercial, and home recordings. Complete broadcast facilities, recordings by air or direct line from Radio Central; specializing in re-recording and special effect records.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass.
Phone, Devonshire 7357. Edwin H. Kasper, President-Production Director; Aaron S. Bloom, Treasurer-Commercial Dept.; Robert W. Graham, Office Mgr.; Foorst L. Bishop, Chief Engineer; Richard T. Hutchinson, Asst. Engineer; Vernon W. Rich, Scripts, Production. SERVICES OFFERED: Complete recording facilities, studio and remote; airchecks; talent; live and custom-built transcribed programs; syndicated programs; library service; scripts; originators of transcribed musical spots (jingles); manufacturers transcription playback machine (portable).

**Kermit-Raymond
Corporation**

8 East 52nd St., New York 22, N. Y.
Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers.)

**Keystone Broadcasting
System, Inc.**

580 Fifth Avenue
New York 19, N. Y.
Phone, LONgacre 3-2221
Officers & Directors

President..... Michael M. Sillerman
Vice-President..... Arthur Wolf
Vice-President..... William Wolf
Vice-President..... Naylor Rogers
Vice-President..... Mort Adams
Secretary-Treasurer..... Sidney J. Wolf
Assistant Treasurer..... Joseph Bayer

Offices

580 Fifth Ave., New York 19, N. Y.
Phone, LONgacre 3-2221
Pres. & Gen. Mgr. Michael M. Sillerman

complete coverage

Direct transcriptions

Direct line feeds to all points

Complete recording services:

- Spot announcements
- Remotes
- Air check service
- Processing and pressing
- Remote recording service
- Wire recording
- Disc recording

Custom-built

- Wire recorders — portable and rack-mounting
- Speech input equipment
- Amplifiers—Equalizers
- Portable AC-DC transcription players
- Complete recording and transcription equipment and installation

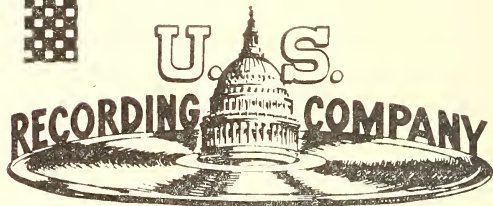
**Serving the Nation
With Continuous**

**24 HOUR
SERVICE**



**—equipped to give you the best
of service at minimum cost.**

The U. S. Recording Co. offers coast-to-coast service on all recording problems. Whatever your needs—direct cut copies, air check service, or the production of any type of show—USRECO is staffed and equipped to give you the best of service *at a minimum cost*. Here, you know that men with recording “know how” handle your requirements. Here, you can be sure of the quality and service you’ll be proud to have others hear. We serve the networks. We serve the nation. Let us serve you.



1121 Vermont Ave.

Washington 5, D. C.

Joseph Tait, President

Vice-Pres. & Director of
 Station Relations.....Mort Adams
 Mgr. of Sta. Relations..James P. Lappin
 Sales & Promotion
 Consultant.....Alvin Austin
 Statistician.....Melvin G. Marden
 Office Manager.....Rosita Seale
 Account Executive.....Albert F. Dykes
 Account Executive.....Noel A. Rhys
 134 North La Salle St.
 Chicago 2, Ill.
 Phone, State 4590

Secretary-Treasurer....Sidney J. Wolf
 Accountant and Office
 Manager.....Elizabeth M. Mueller
 Vice-Pres. & Western
 Sales Manager.....Naylor Rogers
 310 Citizens Building
 Cleveland 14, Ohio
 Phone, Cherry 4050

Mid-Western Sales...Louis M. Bloch, Jr.
 6331 Hollywood Blvd.
 Hollywood 28, Calif.
 Phone, Hollywood 5338

Program Director....Elaine N. Gonda
 Pacific Coast Sales...Ralph W. Harker
SERVICES OFFERED: Keystone
 Broadcasting System is a transcription
 network principally covering beyond-

Metropolitan markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 230 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the beyond-Metropolitan markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

The W. E. Long Company

155 N. Clark St., Chicago 1, Ill. Phone,
 Randolph 4606. E. J. Sperry, Dir. of
 Radio; C. T. Sweeney, Office Mgr.; H.
 Gingrich, Copy Chief; R. S. Graham,
 Supervisor Syndicated Transcriptions.





EMPIRE RECORDING

STUDIOS
OFF-THE-AIR
OFF-THE-LINE
PORTABLE JOBS

EMPIRE BROADCASTING CORP.
480 LEXINGTON AVE.
NEW YORK 17, N. Y.
PLaza 9-4500-01
02-03-04-05-06

• • • TRANSCRIPTIONS • • •

SERVICES OFFERED: Transcribed radio shows, musical library, script shows.

C. P. MacGregor

729 S. Western Ave., Hollywood 5, Calif. Phone, FITzroy 4191. C. P. MacGregor, President; F. J. Rudolph, Sales Manager; George R. Jones, Office Manager; Victor Quan, Production Manager. (For detailed information see listing under Program Producers.)

The Ted Mack Company

4 E. 53rd St., New York 22, N. Y. Phone, Plaza 5-3285-6-7. Owner-Manager, Ted Mack; Associate, Arnold Rittenberg; General Sales Manager, Vernon B. Gray; Writers, Virginia McGlynn, Elliott Curtis; Producers, Ted Mack, Paul La Porte; Musical Director, John Gart. BRANCH OFFICE: 22 Huron St., Toledo, Ohio, Phone, Main 1863, Paul Spor, Ohio Rep. SERVICES OFFERED: Novelty spot announcements. Transcribed: dramatic, strip, musical and variety shows. Scripts and ideas submitted to conform with any specified requirements.

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DELaware 4786. Owner, Jack Brinkley; Studio Manager, Maxine M. Brinkley. SERVICES OFFERED: Commercial and private transcriptions and recordings for audition and broadcast.

Charles Michelson Radio Transcriptions

67 West 44th St., New York 18, N. Y. Phone, MURray Hill 2-3376. President, Charles Michelson; Vice-President, V. D. Michelson; Secretary, A. Michelson; Casting Director, Gilbert Braun. Branch Offices: 1328 Chestnut St., Philadelphia, Pa., Phone, Pennypacker 7851, Travis D. Grouchy, Mgr.; 615 Deleon St., Tampa, Fla., Phone, M-5763, Windsor Bliss, Mgr.; 79 E. State St., Columbus, Ohio, Phone, Adams 4116, Ralph S. McFeely, Mgr.; 1344 S. Flower St., Los Angeles, Calif.,

Phone, Prsopect 2035, Philip Johnson, Mgr.; South First & "B" Sts., Richmond, Ind., Phone, 1117, Harry Gennett, Jr., Mgr. SERVICES OFFERED: Open end transcribed feature program series, live network shows, porto-playback transcribed machines, Gennett & Speedy sound effect record libraries.

Les Mitchel Productions, Inc.

8853 Beverly Blvd., Hollywood 36, Calif. Phone, CRestview 1-5275. President, Les Mitchel; Secty. & Treas., G. Madelon Mitchel; Vice-Pres., O. J. Neuwirth. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

Morton Radio Productions

360 No. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Sales Promotion, Ruthe Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

Carlton E. Morse Productions

1500 Vine St., Hollywood 28, Calif.

Owner, Carlton E. Morse. SERVICES OFFERED: Transcription service.

Muzak Corporation

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President & Chairman of Board; K. R. Smith, Vice-Pres. & Gen. Mgr.; John R. Andrus, Vice-Pres. & Treas. SERVICES OFFERED: Recording and manufacturing of electrical transcriptions for phonograph records.

National Radio Features

100 State Street, Albany 7, N. Y. Phone, 4-8226, 2-7854. General Manager, Allen I. Stock; Wilbur Smith, District Manager; Publicity Manager, Ruth Pearl. SERVICES OFFERED: Special promotions and campaigns for radio stations with specially produced radio shows, and constructive ideas for selling unused time to merchants, industrial and professional business firms, who ordinarily never use radio, or buy time from their immediate station. "Veteran of Victory" is the new production feature which is of half hour

Complete Transcription
Facilities



RECORDING
STUDIOS

24 HOUR SERVICE

Carl Fischer, Inc.

119 West 57th Street
New York 19, N. Y.
Circle 7-2965

REEVES

SOUNDSTUDIOS

INC.

1600 B'way, New York 19, N. Y.

Circle 6-6686

304 East 44th St., N. Y. C.

Complete Film and
Disc Recording Facilities

duration, and carries station publicity with shield-banners bearing station call letters and position on the dial plus free \$25.00 U. S. Savings Bonds. Has the cooperation and the use of the U. S. Treasury Dept. and the Veterans Administration names. Coast to coast.

National Recording & Film Corporation

(Richard Bradley & Associates)

188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. Richard Bradley, President; Benjamin Tunick, Secretary-Treasurer; Evelyn Braus, Talent-Adv.; Leo Rabins, Office Manager. SERVICES OFFERED: Radio productions, promotion and publicity, spot announcements.

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300.

Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, Henry P. Hayes; Thesaurus and Syndicated Sales Manager, Willis B. Parsons; Advertising and Promotion Director, William R. Seth; Recording Sales Manager, Charles G. Hicks, Jr.; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George C. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Robert Z. Morrison; Taylor and O'Farrell Sts., San Francisco, Calif. Phone Graystone 8700. Manager, William J. Andrews. SERVICES OFFERED: NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

6000 SUNSET

RADIO CENTER

Hollywood, Calif.

Complete

TRANSCRIPTION

and

RECORDING

Facilities

Recording Studio

Audience Studios

High Fidelity Equipment

Hammond Organ — Steinway Pianos

*International
Recording
Co., Inc.*

1780 Broadway

New York City

Circle 7-6454

*Finest in Service
and Quality*

Eugene P. O'Fallon, Inc.

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Dea-loge, President and Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary and Assistant Treasurer. SERVICES OFFERED: Producing and recording of custom-built transcriptions and phonograph records.

Press Association, Inc.

(A. P. Radio Productions)

50 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 7-7363. William J. McCambridge, General Manager; Oliver Gramling, Assistant General Manager; Paul Girard, Executive Producer; Alexander Leftwich, Jr., Director. BRANCH OFFICES: Offices in 100 principal cities. SERVICES OFFERED: Network, Local and transcribed programs.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, President; S. M. Lauch, Sales Manager. SERVICES OFFERED: Transcribed shows, custom-tailored scripts, casting, production, commercials.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Oliver W. Nicoll, Executive Director; Sandra Munsell, Associate Dir. Representative: Radio Transcriptions, Ltd., 84 Hallam St., London, W. 1. SERVICES OFFERED: Program production and consultation, package shows, syndicated transcriptions, scripts, talent.

Radio Producers of Hollywood

1651 Cosmo, Hollywood 8, Calif. Phone, Hollywood 8318. Lou R. Winston, Owner-General Manager; Phyllis Fox, Station Relations. SERVICES OF-

FERED: Open end transcribed feature programs. Syndicated and package programs.

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings, air-checks.

RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York 10, N. Y. Phone, MURray Hill 4-6200. James P. Davis, Mgr.-Custom Recording Dept.; Marjorie B. Tahaney, Studio & Recording Service; Walter S. Heebner, Mgr.-Custom Recording Dept.—Hollywood. Branch Offices: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Whitehall 4-4600; Manager, A. E. Hindle; 1016 N. Sycamore Ave., Hollywood, Calif. Manager, W. Arthur Rush, Front & Cooper Sts., Camden, N. J. Phone, Camden 8000. SERVICES OFFERED: Slide Film Recording.

Eugenia Price Productions

proudly presents . . .

"The ADDISON PELLETIER Show"

Fifteen unforgettable minutes with an amazing woman who will offer YOUR message in a way no one can forget!

For remaining availabilities and the best price in YOUR market, contact the Radio Department

Music Corporation of America
430 North Michigan Avenue
Chicago, Illinois

Telephone: Delaware 1100

Reeves Sound Studios, Inc.

1600 Broadway, New York 19, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; General Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, W. R. Hicks, Charles Campbell, Albert Gramaglia. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, location recording, film synchronizing, complete film recording services.

Rockhill Radio

18 East 50th St., New York 22, N. Y. Phone, Eldorado 5-1860. Stanley J. Wolf, President; Everett Rosenthal, Recording Manager. SERVICES OFFERED: Recording facilities of all kinds. Studio and off-the-line work a specialty.

G. Schirmer, Inc.

3 East 43rd St., New York 17, N. Y. Phone, MURray Hill 2-8100. President, Gustave Schirmer; Secretary, Helen Fitzpatrick; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, William J. Coburn; Accompanist-Coach, Ruth E. Baldwin. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

Sellers Company

912 Commerce St., Dallas 2, Texas. Phone, C-5978. J. E. Sellers, Manager. SERVICES OFFERED: Produce and transcribe programs, sell recorded musical Hillbilly selections for library use.

Service Programs

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3489. (For detailed information see listing under Program Producers).

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary - Treasurer. SERVICES OFFERED:

Licensing the use of copyrighted music, transcription library, syndicated transcribed tailor-made programs for advertisers.

Shaffer-Waible, Inc.

270 Park Ave., New York 17, N. Y. Phone, PLaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible. SERVICES OFFERED: (For detailed information, see listing under Program Producers).

Harry Smith Recordings

113 W. 57th St., New York 19, N. Y. Phone, Circle 6-0141. Owner-Recording Engineer, Harry Smith. SERVICES OFFERED: Studio recordings, transcriptions, spots, mastering and phonograph records.

Sound Recording Service

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions, air-checks.

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. Robert J. Coar, President. SERVICES OFFERED: Producers of custom built transcriptions; complete Washington studio service for out of town radio stations.

Standard Radio

Transcription Services, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 0188. President, Gerald King; Production Manager, Jack Richardson. Branch Offices: 360 No. Michigan Avenue, Chicago, Ill. Phone, State 3153. Vice-Pres., M. M. Blink, Gus Hagenah, John Devine, Sales. 1 E. 54th St., New York, N. Y. Phone, PLaza 3-6690. Alex Sherwood, Sales Manager, Burt Squire, Sales. Wilson Bldg., Phone, Taylor 2235, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Transcription library, sound effects library, mood music library, industrial music library and wired services music.

Stock-Rich Productions

119 West 57th St., New York 19, N. Y. Phone, COlumbus 5-6908. Alexander Stock, President; Jacob Rich, Vice-Pres. SERVICES OFFERED: Reference recording, off-the-air recording, electrical transcriptions, mastering.

Studio & Artists Recorder

6107 Sunset Blvd., Hollywood 28, Calif. Phone, HILLside 8241. General Manager, Mack Finston; Chief Engineer, William Robinson; Assistant Engineer, Lewis Brown; Assistant Manager, Skip Hannford. SERVICES OFFERED: All kinds of recordings; masters, for broadcasting; commercial records; air checks; dubbings; transcriptions, etc.

Syndicated Radio Productions

800 So. Normandie Ave., Los Angeles 5, Calif. Phone, Drexel 6652. Richard E. Gresham, Managing Director. SERVICES OFFERED: Syndicated transcribed package shows from 5 mins. to half hour with from 13 to 450 episodes.

L. S. Toogood Recording Co.

221 N. La Salle St., Chicago 1, Ill. Phone, CEntral 5275. President, L. S. Toogood; Secretary, Lillian Misner. SERVICES OFFERED: Manufacture of electrical transcriptions.

Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LOngacre 5-3440. M. E. Moore, President; B. Crane, General Manager; Buddy Moore, Assistant to President. SERVICES OFFERED: Custom built radio programs, spots and jingles. Syndicated shows for any sponsor available.

Transcription Sales, Inc.

117 W. High St., Springfield, Ohio. Phone, 2-4974. J. P. Williams, President;

Lin Mason, Vice-President. SERVICES OFFERED: Transcribed programs; series of open-end shows.

United Broadcasting Co.

64 East Lake St., Chicago, Ill. Phone, FRanklin 6001. 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. Wire recorder, recording of masters for orchestra and phonograph records.

United Transcribed System

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halan. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

Universal Radio Sales

730 Fifth Ave., New York 19, N. Y. Phone, CIrcle 5-7447. President, Wesley I. Dumm; Vice-President, George E. Hughes; Eastern Sales Mgr., Richard Nicholls. Branch Offices: 360 No. Michigan Ave., Chicago 1, Ill., Phone, Central 6815, Ray Linton, Central Sales Mgr.; 1 Nob Hill Circle, San Francisco 6, Calif., Phone, Exbrook 4567, Barry Keit, Sales Mgr.; 6757 Hollywood Blvd., Hollywood 28, Calif., Phone, Hollywood 8282, John Gordon, Sales Mgr.; Fourth & Pike Sts., Seattle, Wash., Phone, Seneca 1000, Rod McArdle, Sales Mgr. SERVICES OFFERED: Exclusive representatives of Universal Radio Productions of Hollywood, Inc.; sales and distribution of selected transcribed syndicated features.

Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675-6. Thomas J. Valentino, Production Mgr.; Elsie G. Valentino, Secretary; Michael T. Valentino, Director. SERVICES OFFERED: Manufacturer of sound effects records, processing and pressing of vinylite records, 10 in. and 12 in. Transcription service.

Webber Radio Programs

401 Shpos Bldg., Des Moines 9, Ia. Phone, Des Moines 2-0225, 2-0226. Owner-Manager, George W. Webber. SERVICES OFFERED: Transcriptions and production service. Recording Studios.

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 Program Producers.)

Carter Wright Radio Television Productions

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Onwer; Jimmy Royce, Business Manager. SERVICES OFFERED: Transcriptions.

Frederic W. Ziv, Inc.

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. Frederic W. Ziv, Partner; M. R. Ziv, Partner. Branch Offices: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. John L. Sinn, Partner. 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, Manager. 203 N. Wabash Ave., Chicago, Ill. Alvin E. Unger, Mgr. SERVICES OFFERED: Network and transcribed programs.

The Karl Zomar Library

P. O. Box 417, 546 Emerson St., Denver 1, Colo. Phone, PEarl 4811. Director, Karl Zomar; Station Contact Secty., Vera Burdette; Script Editor, Karl Zomar, Jr.; Recording Engineer, Glen James. SERVICES OFFERED: Scripts and transcriptions. Specializing in one-man shows; quiz shows. Recording studio for special productions to order or off-the-air recordings.

For the best in
Washington news . . .

API!



ASCAP

"the finest music that money can buy"

The American Society of Composers, Authors and Publishers numbers among its membership the top writers, composers and publishers in all fields of music. For more than thirty-two years the repertoire which the Society represents has grown. This catalog truly reflects a comprehensive musical history of America. Through affiliation with performing right societies throughout the world, ASCAP also provides music, both contemporary and traditional, of leading creators of other nations.

The wise advertiser recognizes this fact, and that is why the broadcaster wants an ASCAP license to perform this tremendous catalog!

The wise hotel men of the country, the leading American symphony orchestras, the motion picture theatre and tavern owners also recognize this!

ASCAP's repertoire is a necessity in all fields of entertainment. It is the finest music that money can buy!

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N. Y.

AMERICAN INSTITUTE OF MUSIC

1697 Broadway, New York, N. Y.

Tel. Circle 5-9369

VAUGHN HORTON

Director of Music and Talent

offering

The Finest in Songs, Material, Vocalists and Bands for RADIO and RECORDS

* * *

Specializing in Novelty, Boogie-Woogie, Blues and Folk Songs

* * *

Complete Shows Produced for
RADIO — RECORDS — TRANSCRIPTIONS

* * *

Watch these A.I.M. Artists Spring to Stardom

BILL OSBORNE RAY SMITH MORRISON SISTERS
TEX FLETCHER BILLY and JAKE LOONEY TOONERS

All Musical Activities under the personal direction and supervision of

VAUGHN HORTON

One of America's most prolific composers and high-ranking Authority on

Boogie-Woogie — Blues — Folk Music

Current hits written by Vaughn Horton

"CHOO CHOO CH'BOOGIE"

"BALL AND CHAIN BOOGIE"

"THE FLOWER SERENADE"

"SOLD DOWN THE RIVER"

"JACK, THE RIFFER"

"ADDRESS UNKNOWN"

"SHOE SHINE SHUFFLE"

"DIXIE CANNON BALL"

"LET'S BE SWEETHEARTS AGAIN"

"I THINK I'M GONNA CRY AGAIN"

"NO GOOD WOMAN BLUES"

"HOE CAKE, HOMINY AND SASSAFRAS TEA"

MUSIC



Performing Rights Societies

•

Ascap

•

AMP

•

BMI

•

Sesac

•

List of Publisher Members

A · S · C · A · P

By **JOHN G. PAINE**

General Manager, American Society of Composers, Authors and Publishers

THE American Society of Composers, Authors and Publishers is the principal performing right society in the United States. An unincorporated, non-profit, voluntary association, the Society now boasts 1,814 authors and composers and 283 publishers; 112 new writers and publishers became active members during the past year.

The Index Department of the Society is preparing a catalog of the serious music in the repertoire, especially annotated for the use of the symphonic, concert and recital field. This catalog should be ready sometime soon after the new year.

An American biographical dictionary of authors, composers and publishers will be published by the Thomas Crowell Publishing Company. This dictionary will contain definitive biographies of the roster of the Society's membership.

In October ASCAP was host to the Confederation Internationale des Societes d'Auteurs et Compositeurs. The Confederation, an international copyright organization, held a special congress from October 21st to October 26th at the Library of Congress in Washington, D. C. Delegates from 22 nations attended this United Nations of creative men and women.

The following are the officers of the Society: Deems Taylor, President; Gustave Schirmer, Vice-President; Oscar Hammerstein II, Vice-President; George W. Meyer, Secretary; J. J. Bregman, Treasurer; Donald Gray, Assistant Secretary; Ray Henderson, Assistant Treasurer; Schwartz & Frohlich, General Counsel.

The twenty-four directors are: Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul Bornstein, J. J. Bregman, Gene Buck, Frank H. Connor, Paul Cunningham, Max Dreyfus, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, George W. Meyer, Jack Mills, John O'Connor, Abe Olman, Edgar Leslie, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor.

The administrative officers are John G. Paine, general manager; Herman Greenberg and Richard F. Murray, assistant general managers; George A. Hoffman, controller; Richard F. Frohlich, director of public and customer relations; Herman Finkelstein, resident counsel.

PUBLISHER MEMBERS

- A B C Music Corporation
 A B C Standard Music Publications, Inc.
 Berling Irv., Standard Mus. Corp.
 Abrahams, Maurice, Inc.
 Advanced Music Corp.
 Ager, Yellen & Bornstein, Inc.
 Circle Music Publications, Inc.
 Alfred Music Co., Inc.
 Feature Music Syndicate
 Lowe-Goulston, Inc.
 Manus Music Co., Inc.
 Piantadosi, Al., Music Publisher
 Rosey, Geo., Band & Orch.
 Catalog
 Schreibman Music Press
 Allen, Thornton W., Co.
 Allied Music Corp.
 Green & White, Inc.
 Green Bros. & Knight, Inc.
 Ambassador Music, Inc.
 Allen & Harrison Mus. Co.
 Red Star Songs, Inc.
 American Academy of Music, Inc.
 Bloom, Harry, Inc.
 Exclusive Pubs., Inc.
 Lawrence Music Publishers, Inc.
 Milsons Mus. Pub. Corp.
 American Music Pub. Co.
 Amsco Mus. Pub. Co., Inc.
 Amsco Mus. Sales Co., Inc.
 Roat, Chas. E., Music Co.
 Rolseth Pub. Co.
 Antobal Music Co.
 Antony, Frank
 Apollo Music Co.
 Arrow Music Co.
 Arthur, Irving, Music Publications
 Ascher, Emil, Inc.
 Brooks & Denton
 Empire Music Co.
 Royal Music Co.
 Atlas Music Corp.
 Axelrod Publications, Inc.
 Baron, M., Co.
 Baron, M., Inc.
 Hill, J. F., & Co., Inc.
 Barton Music Corp.
 Belwin, Inc.
 Berg, S. M.
 Cinema Music Co.
 Berlin, Irving, Music Co.
 Best Music, Inc.
 Homeyer, Chas. W., & Co., Inc.
 Birchard, C. C., & Co.
 Bloch Publishing Co.
 Bond, Carrie Jacobs, & Son
 Bogat Music Corp.
 Boston Music Company
 Hatch Music Company
 Peate Music Co.
 Thompson, C. W., Co.
 Bourne, Inc.
 (Formerly: Irving Berlin, Inc.)
 Bregman, Vocco & Conn, Inc.
 Donaldson, Douglas & Gumble, Inc.
 Briegel, Geo. F., Inc.
 Browne, J. A., Music Pub.
 Dillon, Carl, Music Co.
 Broadway Music Corporation
 Artmusic, Inc.
 Empire Music Co., Inc.
 York Music Co., The
 Brooks Music Pub. Co.
 Brown & Henderson, Inc.
 Burke & Van Heusen, Inc.
 Caesar, Irving
 Caesar, Irving, Inc.
 Capitol Songs, Inc.
 Carmichael Music Publications
 Century Music Pub. Co.
 Chappell & Co., Inc.
 Chappell-Harms, Inc.
 Charling Music Corp.
 Church, John, Co., The
 Coleman, Robert H.
 Composers' Music Corp.
 Congress Music Publications
 Coslow Music
 Courtney, Alan, Music Co.
 Crawford Music Corporation
 Criterion Music Corp.
 De Sylva, Brown & Henderson, Inc.
 Green & Stept
 Yellen, Jack, Inc.
 Curtis, L. B., Music Pub.
 Van Alstyne & Curtis
 Dash, Connelly, Inc.
 Davis, Joe, Music Co., Inc.
 Georgia Music Corp.
 Dawson Music Co., Inc.
 Delkas Music Pub. Co.
 Robert DeLeon Music Co.
 Denton & Haskins Corp.
 Ditson, Oliver, Co., Inc.
 Dorsey Brothers' Music, Inc.
 Drake-Hoffman-Livingston, Music Publishers
 Edition Musicus—New York, Inc.
 Edition Musicus—New York
 Edmonds, Shepard N., Music Pub. Co., The
 Edwards Music Co.
 Elkan-Vogel Co., Inc.
 Emery Music Corp.
 Ensemble Music Press
 Evans Music Company
 Famous Music Corporation
 Feist, Leo, Inc.
 Brown, Nacio Herb, Inc.
 Loew's, Inc.
 Fenner Publications
 Fields, Arthur, Publications
 Fillmore Music House
 Fischer, Carl, Inc.
 Oxford University Press
 Fischer, J., & Bro.
 Fisher, Fred, Music Co., Inc.
 FitzSimons, H. T., Company
 Flammer, Harold, Inc.
 Luckhardt & Belder
 Foley, Charles
 Foreign & Domestic Music Corp.
 Cummins Music Co.
 Forster Music Publisher, Inc.
 Fortune Music, Inc.
 Fowler Music Co., Inc.
 Fox, Sam, Publishing Co.
 Pallma Music Publishers, Inc.
 G.I. Music
 Galaxy Music Corporation
 Gamble Hinged Music Co.
 Wulschner Music Co.
 Gem Music Corporation
 Conrad, Con, Music Pub., Ltd.

• • • **ASCAP PUBLISHER MEMBERS** • • •

- Georgeoff, Evan, Mus. Pub. Co.
 Concert Music Pub. Co.
 Montrose, F., Mus. Pub. Co.
- Gershwin Pub. Corp.
- Glenmore Music, Inc.
- Global Music, Inc.
 (Formerly: Harvest Songs
 (Co.)
 Victory Music Co.
- Goodman Music Co., Inc.
 Handman & Goodman, Inc.
 Handman, Kent & Goodman,
 Inc.
 Universal Music Co., Ltd.
- Gordon, Hamilton S., Inc.
 Algonquin Pub. Co.
 Gordon, Hamilton S., Estate of
 Gordon, Hamilton S., Music
 Pub.
 Gordon, S. T., Music Pub.
 Gordon, S. T., & Son, Music
 Publishers
 Himan, Alberto, Music Pub.
 Wise, Jessie Moore
 Wise, Wm. H., & Co.
- Gordon, Kaufman & Real, Inc.
- Grand Music Corp.
 Artists Music Corp.
- Gray, H. W., Company, Inc.
 Gray, H. W., Co.
- Hall-Mack Company
 Geibel, Adam, Music Co.
- Handy Bros. Music Co., Inc.
- Hargail Music Press
- Charles H. Hansen Music Co.
- Harman Music, Inc.
- Harmony Music Corp.
- Harms, Inc.
- Harms, T. B., Company
- Harris, Charles K., Music Pub.
 Co., Inc.
 Harris, Chas. K., Mus. Pub.
- Hope Publishing Company
 Biglow-Main-Excell Co.
 Excell, E. O., Co.
 Tabernacle Pub. Co.
- Howard, Joe, Music Pub.
- Huntzinger, R. L., Inc.
- J. P. Music Co.
- Jacobs, Walter, Inc.
 Abt, Valentine
 Bates & Bendix
 Bendix, Theodore
 Eby, Walter M.
- Farrand, Van L.
 Gay, Mace, Catalog
 Jaques, Percy
 Musiclovers Co.
 Partee, C. L., Music Co.
 Shattuck, B. E.
 Virtuoso Music School
- Jayvee Music Pub. Co.
- Jefferson Music Co.
- Jenkins Music Company
- Jewel Music Pub. Co., Inc.
- Jones, Isham, Music Corp.
- Jungnickel, Ross, Inc.
- Kanes Music Publishers
- Kay & Kay Music Pub. Corp.
- Franklin, John, Music Co.
- Keane, Michael, Inc.
- Kendis Music Corporation
- Kearney Music Co.
- King, Charles E.
- La Salle Music Publishers, Inc.
 Gilbert, L. Wolfe, Mus. Pub.
 Co.
 Schuster & Miller, Inc.
- Leeds Music Corp.
 Consolidated Mus. Pub. House
 Down Home Music Co.
 Kaycee Music Co., Inc.
 Mayo Music Corp.
 Melrose & Montgomery
 Oلمان Mus. Corp.
 Wabash Music Co.
- Leslie, Edgar, Inc.
- Lewis Music Pub. Co., Inc.
- Lincoln Music Corp.
 Capano, Frank, Music Pub.
- Loeb-Lissauer, Inc.
 Kalmar & Ruby Music Corp.
- Lorenz Publishing Co.
 Tullar-Meredith Co., Inc.
- Ludwig Mus. Pub. Co.
- Macap Music Publishers, Inc.
 (Formerly: Al Barnard Song
 Publications)
- Manhattan Music Publishers
- Manor Music Company
- Marchant Music Publishers
 LaBarre, Gene, Inc.
 Melody Publishing Corp.
 Tucker-Marchant Music Pub-
 lishers
- Marlo Music Corp.
- Maurice, Peter, Inc.
- Maxwell-Wirges Publications
- Mayfair Music Corp.
 Davis, Joe, Inc.
 Triangle Music Pub. Co., Inc.
- McKinley Music Co.
- Melo-Art Music Publishers
- Melo Music Publications
- Melrose Music Corp.
 Melrose Bros. Music Co., Inc.
- Melrose, Walter, Music Co.
- Mercury Music Corp.
- Milene Music
- Miller, Bob, Inc.
 Pla-A-Song Co.
 Streamline Editions
- Miller Music Corp.
 Miller Music, Inc.
 Noble, Johnny
 Sherman, Clay & Company
- Mills Music, Inc.
 American Composers, Inc.
 Beck, Mort
 Clark, Frank, Mus. Co.
 Daly, Joseph, Mus. Pub. Co.
 Edwards, Gus, Mus. Pub. Co.
 Gordon & Rich, Inc.
 Gotham Attucks Mus. Co.
 Gotham Mus. Service, Inc.
 Jerome, M. K.
 Jerome & Schwartz Pub. Co.
 Kalmar, Puck & Abrahams
 Consolidated
 Keit Music Corp.
 Kornheiser, Phil, Inc.
 Lincoln, Harry J., Music Co.
 Morse, Theodore, Music Co.
 Nelson, Jack, Mus. Co.
 Stark & Cowan, Inc.
 Stept & Powers, Inc.
 Sterling Songs, Inc.
 Sunlight Mus. Co., Inc.
 United States Music Pub. Co.
 Vandersloot Music Pub. Co.
 Waterson, Berlin & Snyder Co.
 Waterson, Henry, Inc.
 Williams, Harry, Mus. Co.
- Morris, Edwin H., & Co., Inc.
 Mercer & Morris, Inc.
 Morris, Joe, Music Co.
 White-Smith Mus. Pub. Co.
- Morros, Boris, Music Co.
- Movietone Music Corp.
- Musette Publishers, Inc.
- Music Makers
- Musical Works
- Mutual Music Society, Inc.

• • •
ASCAP PUBLISHER MEMBERS
 • • •

- Nazarene Publishing House
 Bilshorn Bros. Mus. Co.
 Lillenas Pub. Co.
- New World Music Corp.
- Noble Music Co., Inc.
- Northern Music Corp.
- O'Flynn, Charles, Publications
- O'Kay Music Company
- Owens-Kemp Music Co.
- Pan-American Music Co., Inc.
- Paramount Music Corp.
 Popular Melodies, Inc.
 Spier & Coslow, Inc.
- Paull-Pioneer Music Corp.
 Rossiter, Harold, Mus. Co.
- Pepper, J. W., & Son, Inc.
- Photo Play Music Co., Inc.
 Luz Brothers Music Pubs.
 Music Buyers Corporation
- Piedmont Mus. Co., Inc.
- Pinkard Publications
- Plymouth Music Co., Inc.
 Browne, Ted, Music Co.
- Pond, Wm. A., & Company
 Ellis, Robin
- Presser, Theodore, Company
- Pyramid Music Co.
- Quincke, W. A., & Company
- Remick Music Corp
- Remsen, Alice
- Rialto Music Pub. Corp.
- Ricordi, G., & Co., Inc. (of N. Y.)
- Ringle, Dave
 Famous-Writers Co.
 Goulden Leng Co.
 Hamilton Music Co.
 Krey, Geo. M., Co.
 Maytne Music Co.
 Song Creators Co.
 Tracy, Wm., Pub. Co.
 World Music Co.
 York & King Pub. Co.
- Robbins, J. J., & Sons
- Robbins Music Corporation
 Metro-Goldwyn-Mayer Corp.
 Out Of The World Pub. Corp.
 Sonnemann Mus. Co., Inc.
 Twentieth Century Music Corp.
 Universal Music Corp.
- Whiteman, Paul, Publications
- Wiedoedt, Rudy, Mus. Pub. Co.
- Rodeheaver Co., The
- Rossiter, Will
- Row, R. D., Music Co.
 Riker, Brown & Wellington
 Row, R. D., Inc.
- Roy Music Co., Inc.
- Royal Music Publisher
- Rubank, Inc.
 Carlson, M. L.
 Finder & Urbanek
 Victor Music Co.
- Ruval Music Co.
- Rytvoc, Inc.
 Burke Doyle Music Co.
 Major Music, Inc.
 Tesio, P., & Sons
 Tesio-Major
- Santly-Joy, Inc.
 Santly Bros., Inc.
 Santly Bros.-Joy, Inc.
 Santly-Joy-Select, Inc.
 Select Music Publications, Inc.
- Saunders Publications
- Schirmer, G., Inc.
 Heffelfinger, R. W.
 Sanders-Weiss, Inc.
- Schroeder, D. L.
- Schroeder & Gunther, Inc.
- Schwarz, Merrell, Music Co., The
- Shapiro, Bernstein & Co., Inc.
- Shattinger Piano & Music Co.
- Shilkret Music, Inc., Nathaniel
- Shubert Music Pub. Corp.
- Skidmore Music Co., Inc.
- *Southern Music Pub. Co., Inc.
- Skylark Songs Music Pub.
- Spier, Larry, Inc.
 Helf & Hager Co.
 McKinley Music Co.
 Root, Frank K., & Co.
- Sprague-Coleman, Inc.
 Sprague-Coleman
- Starlight Music
- Stasny Music Corp.
 Bibo-Lang, Inc.
 Stasny-Lang, Inc.
- Stanwood Music Corp.
- Summy, Clayton F., Co.
- Sun Music Co., Inc.
- Weil, Milton, Music Co., Inc.
- Sunset Music Publishers
- Superior Music, Inc.
- The Ritter Music Pub., Inc.
- Tempo Music, Inc.
- Tempo Pub. Co., The
- Tin Pan Alley
- Tobias & Lewis, Music Pubs.
- Transcontinental Music Corp.
- Triangle Music Corp.
- Tropical Music Publishers
- Urban Music Publications
- Variety Music
- Victoria Publishing Co.
- Villa Moret, Inc.
- Vogel, Jerry, Music Co., Inc.
 Crumit, Frank, Songs Co.
 Haviland, F. B., Pub. Co.
 Worth, Geo. T., & Co.
- Volkwein Bros., Inc.
 Agnew, J. E., Publications
 (Band & Orchestra Catalog Only)
- Bellefield Pub. Co.
- Caton Pub. Co.
- Crist, D. W.
- Dalbey, W. R., Music Co.
- Groene Music Pub. Co.
- Hall, Ellis B.
- Heltman, Fred
- Nirella, Danny
- Southwell, Geo., Pub. Co.
- White House Publications, The
- Von Tilzer, Harry, Music Pub. Co.
- Warock Music Co.
- Western Music Pub. Co.
- Williams, Clarence, Music Pub. Co., Inc.
 Ahleim, Walter C., Music Co.
 Clifford, Frances, Music Co.
 Maison-Blanche Music Co.
 Piron, A. J., & Co.
 Thomas, George W., Music Co.
- Williamson Music, Inc.
- Willis Music Co.
- Witmark, M., & Sons
- Wood, B. F., Music Co.
- Words & Music, Inc.
 Davis, Coots & Engel, Inc.
 Engel, Harry, Inc.
 Keit-Engel, Inc.
- World Music, Inc.
- Yankee Music Pub. Corp.
- Italian Book Co.

* The catalogues of Southern Music Pub. Co., Inc., and La Salle Music Publishers, Inc., available under the Society's license, are limited to those compositions which were owned by Southern Music Pub. Co., Inc., and La Salle Music Publishers, Inc., on and after January 1, 1941. A list of such compositions will be furnished to any licensee upon request.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By **GRETL URBAN**

Vice-President and Manager of Music Department

FOUNDING OF AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on December 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a music publishing business and is exclusive agent for numerous foreign music publishers.

Scope: The AMP repertoire, representing 45 U. S. and European catalogs, has now been increased to include 501,000 titles, of which approximately 19,100 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.

AMP licenses: Licenses cover performing rights, "small" (i.e., strictly musical) and "grand" (i.e., musical-dramatic). AMP's radio license is unique in that it covers "small" and "grand" rights under a single fee. The radio license stipulates that: (1) the monthly fee shall be equal to a station's highest quarter-hour rate card; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will indemnify the licensee against claims arising from the use of music covered by the license.

AMP licensees: The national networks, the principal regional networks and most of the important independent radio stations are holders of AMP licenses.

AMP headquarters: 25 West 45th Street, New York City. Telephone BYrant 9-0845. Cable address: MUSICPUB—NEWYORK.

AMP officers: H. E. Houghton, President; John R. Andrus, Vice-President and Treasurer; Gretl Urban, Vice-President and Manager of Music Department; Anna M. Kerner, Secretary; Alexander J. Sayles, Assistant Secretary and Assistant Treasurer.

Publishers

Aibl Verlag (See Universal Edition)
Alpha Music
Congress Music Co.
Latin American Bureau
Leader Music Co.
Associated Music Publishers, Inc.

*Boosey & Co. Ltd. (See Boosey & Hawkes Ltd.)
*Boosey & Hawkes, Inc. (See Boosey & Hawkes Ltd.)
*Boosey & Hawkes Ltd.
Boosey & Co. Ltd.
Boosey & Hawkes, Inc.

Hawkes & Sons
Winthrop Rogers Ltd.
Universal Edition Ltd.
Bote & Bock
Lauterbach & Kuhn
Breitkopf Publications

- | | | |
|--|---|--|
| <p>Breitkopf & Haertel
Carl Simon</p> <p>Broussan (See Editions Eschig)</p> <p>Congress Music Co. (See Alpha Music)</p> <p>Demets (See Editions Eschig)</p> <p>*Doblinger Verlag</p> <p>Dupont (See Editions Eschig)</p> <p>Eos Verlag (See Simrock)</p> <p>Editions Eschig
Broussan
Demets
Dupont
Ondet
Pion Honoré
Société Nouvelle
Vieu</p> <p>Filmusik Union (See B. Schott's Soehne)</p> <p>Grosch Musikverlag (See B. Schott's Soehne)</p> <p>Julius Hainauer</p> <p>*Wilhelm Hansen Forlag</p> <p>*Hawkes & Sons (See Boosey & Hawkes Ltd.)</p> | <p>Kahnt's Schering Edition
Latin American Bureau (See Alpha Music)</p> <p>Lauterbach & Kuhn (See Alpha Music)</p> <p>Leader Music Co. (See Alpha Music)</p> <p>F. E. C. Leuckart
Luckardt (See Simrock)</p> <p>Otto Maass
Nagel Musical Archives
Ondet (See Editions Eschig)</p> <p>Philharmonischer Verlag (See B. Schott's Soehne)</p> <p>Pion Honoré (See Editions Eschig)</p> <p>Pro Art Publications</p> <p>Raabe & Plothow (See Simrock)</p> <p>*Winthrop Rogers Ltd. (See Boosey & Hawkes Ltd.)</p> <p>Schott & Co. Ltd.</p> <p>B. Schott's Soehne
Filmusik Union
Grosch Verlag
Philharmonischer Verlag</p> | <p>Schuberthaus Verlag (See Universal Edition)</p> <p>Senff (See Simrock)</p> <p>Carl Simon (See Breitkopf & Haertel)</p> <p>N. Simrock
Eos Verlag
Luckardt
Raabe & Plothow
Senff</p> <p>Société Nouvelle (See Editions Eschig)</p> <p>*Universal Edition Ltd. (See Boosey & Hawkes Ltd.)</p> <p>Universal Edition
Aibl Verlag
Albert Gutman
Schuberthaus Verlag
Otto Maass
Vieu (See Editions Eschig)</p> |
|--|---|--|

* Symphonic Works only, as per special list.

**Broadcast Most
from
Coast to Coast**

MALAGUENA
ANOTHER NIGHT LIKE THIS
MI VIDA
GLOW-WORM
MY SHAWL
EL RANCHO GRANDE
PAPER DOLL
THE BREEZE AND I
SAY SI SI
SARI WALTZ
I WONDER WHO'S KISSING
HER NOW
MIAMI BEACH RUMBA

**EDWARD B. MARKS
MUSIC CORPORATION**
RCA Bldg. Radio City New York

**For the best
in news quality . . .**

AP

BROADCAST MUSIC, INC.

By M. E. TOMPKINS

Vice-President and General Manager

WHILE the nation's broadcasters are fully aware of Broadcast Music, Inc. and its concerted efforts to maintain efficient and progressive service to radio through its facilities in the licensing of performance rights in music, it is both timely and appropriate to consider the varied activities of BMI from the viewpoint of more than six full years of operation.

From its very inception the growth of BMI, which has had the full support of the broadcasting industry, has kept pace with the general expansion of the industry. All but a handful of the broadcasting stations in the United States and Canada today (1,366 as of January 15) as well as all national and regional networks are licensees of BMI, and all of them make a very substantial use of the BMI music repertoire.

Of the total number of licensees, 829 are stations affiliated with a national network, 348 are independent stations, 99 are F-M and shortwave broadcasters, and the remaining 90 are Canadian stations.

To these licensees, a figure, incidentally, which is current but which is steadily increasing, BMI extends a multitude of special services not limited merely to the granting of performance rights only. It distributes to licensees, without costs, a variety of sheet music and recordings which constitute a valuable portion of any station's music library. It furnishes script services adapted to the specific needs of broadcasting stations, and regularly makes available to its licensees a wide range of helpful information pertaining to better musical programming.

Bulletins are sent periodically listing vital changes in the basic BMI catalog so that stations are always aware of music available to them under their BMI license.

An experienced staff of field representatives, specially trained radio men, are constantly visiting the stations with helpful suggestions for better programming and continually gathering opinions and suggestions from station men in order to make possible even better progress in BMI's service.

Many other special services provided by BMI are all designed to aid program and production men, music directors, librarians and every activity of the broadcasting station concerned with the use of music. The BMI monthly Pin-Up Sheet of Hit Tunes, Disc Data, Music Memo, Holiday Music bulletins, Record Index and monthly News Letters which reach the broadcaster regularly comprise an integral part of this overall service to the industry.

In the field of educational and standard music, BMI is consistently building, through its own publications and those of its affiliate publishers, an extensive and valuable library of distinctive music which will never be out of public favor.

• • • **B M I P U B L I S H E R S** • • •

— PUBLISHERS —

- A-B Company Song Productions,
The
A.M.S. Music Collaborators
A-1 Music Publishers of America
Ace Music Co.
Acme Music Corporation
Acme Songs
Acuff-Rose Publications
Adams-Vee & Abbott, Inc.
Adelphia Press, The
Ahlfeld-Daniels Publications
Ahlstrand, David
Airlane Music, Inc.
Airwaves Music Publishing Co.
Albin Tunes Publishers
Alexander, Perry
All American Publications
Allen and Klink Music Publishers
Allen Intercollegiate Music, Inc.
Allen, Walter F.
Allied Music, Inc.
Altschuler, Inc.
Alva Music Publishing Company
Alvin Music Corporation
Ambrose, Adaline C.
American Composers Alliance, Inc.
American Melodies
American Music Guild, Inc.
American Music, Inc.
American Performing Rights Society, Inc.
American Song Publications
American Song Publishing Co.
Amigo Music Publishing Co.
Amphion Publishers
Ancheta, Lamberto L.
Anchorage Music Publishers
Anderson, Leah Logan
Apex Music, Inc.
Aragon Music Co.
Arberne Music Co.
Arcadia Valley Music Publishers
Argus Music Co.
Armanna, Halldor E.
Arrow Music Press, Inc.
Art Melody Studios
Art Music Company
Artistic Songs
Ascot Publishing House
Associated Composers, Inc.
Aurora Music Publishers
B-K Publishing Company
Bach Music Publishers
Bacon & Akeisa Music Publishing Co.
Bagot, Frank
Baker Brothers
Balicer, Simon
Ball Music Publishing Company
Ballard, Fred C.
Baltimore, Roger
Baltimore Music Publishers, Inc.
Banner Music Company
Barclay Music Corp.
Barnes, Samuel D.
Barnett, John W.
Barnhart Music Corporation
Barres Publications
Barron, Jack
Barry, Bessie
Bartlett & Hartmann Music Publishers, Inc.
Baskin, Sidney
Bava, John
Beacon Music Company
Becigneul, Henry A.
Becker-Williams Publications
Beehive Music Company
Bell Music Co.
Bell-Tone Music Publishing Co.
Belmont Music Company
Benald Music Publications
Benatzky, Ralph, Dr.
Bendt, Dorothy Sanders
Ben-Et Songs
Berbert, E. M.
Berger Publishing Company
Berst, John E.
Berwick Music Corp.
Beste, Anna Adams
Beverly Music Company
Biehl, Rose
Billboard Music Publishing Co.
Billings, Lucille
Billings, Vivien
Biltmore Music, Inc.
Bianche, Anne Prevost
Blane Music Co.
Blau, Larry Music Co.
Block, Martin Publishing Co., Inc.
Blue Bell Music Publishing Co.
Blue Jay Publishing Co.
Blue Note Records
Blue Ribbon Melodies
Blue Ridge Publishing Corp.
Bluebird Music Co.
Bluestone-Bernard Music Publishers
Bomart Music Corp.
Boozey Music Publishers
Botkin, Gene
Botts, Ida Bassett
Bouma, G. H.
Bourne, Al
Bradley Music Company
Branders Music Co.
Brent, Stanford F.
Brill, D. Dudley
British American Publications
Britton, Mozelle
Broadcast Music, Inc.
Bronx Music Publishers
Brophy, Mary M.
Brown, Herbert E.
Brown, J. Carroll
Bucher, Roland C.
Buel, Marshall M.
Bulkley, L. H., Publisher
Bullock Music Company
Burdick, Lenora
Burns & Crowe Publications
Byers Music Publishing
C. & M. Music Co.
California Music Publishers
Calumet Music Co.
Calvin, John
Cambridge Music Company
Cameron Music Co.
Campbell Music Co.
Campbell-Porgie, Inc.
Canfeld, Cogswell
Canterbury Publications
Cantrell Music Publications
Capital Music Co.
Capitol Music Co.
Cardinal Music Publications
Carey, Thomas J.
Carillon Publishers
Carlton, Joseph
Carnegie Publishing Company
Carney, Alvin E.
Carol Music Company
Carphil Music Company
Carr-Hildy Music Company
Cascales, Joe, Music Publisher
Casivant, Eugene
Cason Music Corp.
Catchy Tunes Publishing Co.
Catena, Florence
Cavalcade Music Co.
Chaikowsky Music Pub. Co., Francis T.
Champion Music Company
Chanove, Hazel V.
Charm Music Company
Charter Music Publishers
Chase Music Co.
Cheatham, Frederick C.
Chelsea Music Corp.
Cherio Music Publishers, Inc.
Chism, Leon T.
Cholvin Music Sales
Churchill Publications
Cille and Dail Publications
Cine-Mart Music Publishing Co.
Cinema Songs, Inc.
Cinephonic Music, Inc.
Claremont Music Co.
Clavier Music Publishers
Clover Publishing Co.
Clow, O. B.
Coast To Coast Music Corp.

Cochran, Wally
 Cole Corporation, M. M.
 Cole, Jonnie
 Collins, Francis Joseph
 Collwill Corporation
 Colonial Music Pub. Co.
 Columbia Music Publishers
 Columbia Music Publishing Co.
 Commercial Music, Inc.
 Commonwealth Music Co.
 Concert & Radio Music Co.
 Connors-Wilkins
 Continental Music Company
 Continental Music Publications
 Co.
 Continental Record Co.
 Cooper Music, Inc.
 Cornelius, James P.
 Cornell Music Company
 Coronet Songs
 Country Music
 Covais Music Co.
 Crestwood Publications
 Cridland, Dorothy
 Crocker, Al
 Crokin, Patrick A.
 Crosby, Everett N., Ltd.
 Crossley, Marsh, Publishing Co.
 Cross & Winge (American
 Music, Inc.)
 Cross Music Company
 Cross, Samuel Avery
 Crossroads Music Co.
 Crowe, Edward
 Crowe, Edward, and Pyle, Pete
 Crowell, Beulah
 Crowell Music Pub.
 Crown Music Co., Inc., Ltd.
 Crown Music Company
 Croxton Pub. Co.
 Cundy-Bettoney Company, Inc.
 Daniels Music Publishing Co.
 Dan-Pell Songs
 Darrell, Jack Music Publishers
 Davidson & Maxon Music Pub-
 lishers
 Davis, Glenn S.
 Davis, Louis A.
 Davis & Ostergard
 Dawn Music Co.
 De Cimber Music Pub.
 De Metris Music
 De Santis, Francis
 Dearborn Music Pub. Co.
 Debin Music Company
 Del Cal Theatres, Inc.
 Dellon, Harold Music Co.
 Deluge Music Co.
 Dependable Publications
 Derby Tunes
 Desert Music Publishers
 Desmoni, Martin J.
 Deutsch, Ruth

Devoe, Jack
 Dexter, Al, Music Publishing
 Company
 Dexter, Al & Paris, James
 Diamond Music Company
 Dinehart Music Co.
 Dixie Music Publishing Company
 Doak, Charles A.
 Dolan, Ann
 Doraine Music Publishing Co.
 Dorset Publications
 Dot Music Publishers
 Douglas Publishing Company
 Downey & Szama
 Drake, Ethel
 Dream Music
 Dreamo Music Publications
 Du Val Music Publishing Co.
 Dube, J. Emile
 Duckworth, Daisy
 Duo Music Pub. Co.
 Duren, Hubert E.
 Dynamic Music Company
 Earle, William P. S.
 Eastern Music Publications
 Eastern Publications
 Ecema Music Company
 Echoes Of Victory Music Pub-
 lishing Company
 Edgin, G. W.
 Elektrann Music Pub. Co.
 Elite Music, Inc.
 Elliott, Lewis
 Elsmo Bros. Publishers.
 Embassy Music Corp.
 Emcee Publishing Company
 Empire Publishing Company
 Encore Music Publications, Inc.
 Englewood Music House
 Enos, Clyde
 Enterprise Publications
 Esquire Music Co.
 Essex Music Publishing Co.
 Eternity Publications
 Excelsior Music Publishing Co.
 Fantasia Music Publishing Co.
 Fashion Music Publishing Co.
 Fassio, A.
 Feast and Hoffman
 Fehrenbaker, Mona
 Feiler, Maurice
 Fifer, C. Arthur
 Fillerdelphia Music Company
 Film Music Producers
 Fine Arts Music Pub. Co.
 Fine Songs
 Fletcher Publishing Company
 Florida Music Co.
 Follo Music Co.
 Fooks, Pauline
 Ford Music, Inc.
 Forest Glen Music Publishers
 Forzi, Frank

Foster, Robert E.
 Fountain Music Company
 Fox-Maya Music Company
 Fragos-Moore, Incorporated
 France Music, Inc.
 Franciosa Song Publications
 Franco-American Publications
 Frederic, Will, Music Publishers
 Freed & Hall Music Publishers
 Freeman, A. E.
 Freeman Associates
 Freeman Music Company
 Frequent Publications
 Frey, Fran & Company
 Friedley, Lowell G. & Company
 Friedman, Arthur
 Friedman, Isidor G.
 Frish, Frank L.
 Frye-Ryan-Frankel, Inc.
 Fumea, Tom
 G. & W. Music Publishers, Inc.
 G. D. S. Music Publishers
 G. M. S. Music Publishing Co.
 G. V. C. Music Publishing Co.
 Gaal, Charles J., & Co.
 Gabler, C. J.
 Gaertner, Herb V.
 Gait-Way Music Company
 Gale, Bill
 Gamma Music, Inc.
 Gardner, J. C.
 Gehrman, Carl Music Forlag
 General Music Publications
 Gil-Rod Music Publishing Co.
 Girardi, Joseph
 Giumarra, Minnie
 Glen Publishers
 Globe Publications
 Golden Melody Music Company
 Golden Tune Publishers
 Goldstein, Maurice
 Graham, Gaston
 Gordon Music Publisher
 Graham Music Company
 Great Western Music Co.
 Greater New York Music Corp.
 Green Music Publications
 Greene-Revel, Incorporated
 Greenwood, Livingston
 Grimes Music Publishers
 Grum, Matthew W., Jr.
 Grunes, David J.
 Guinand, Clinton
 Gussie, Adeline T.
 Guy Publishing Company, The
 Habestro, Albert W.
 Haims, P. L.
 Halmac Co.
 Hankins, Holmes, Pub.
 Hanna & Co. Music Composi-
 tions
 Harding, Frank Music House
 Hardtner, Alice D.

- Hargrow, Paul S.
Harmony House
Harmony Music Publishers
Harrington, Clare
Harris & Lane Publications
Hartmann & Van Horn
Haun, Dal E. Company
Hawaii Conservatory Pub. Co.
Hawkins, Leland R.
Hay, Bob
Herrold, Lloyd
Hicks, Alberta K.
Hill, Christine
Hill Music Publishing Company
Hilliard-Currie Music Publishers
Hills, Johnny
Hinds, Hayden & Eldredge, Inc.
Hines, John
Hippenstiel, Harold F.
Hit Parade Publications
Hoffman, Carrie
Holdsworth, Elmer
Hollywood Hit Publishers
Hollywood Melody Publishing Company
Hollywood Music Sales
Hopkins, Earle C.
Horan, Nell
Horoscopes In Song
Horvath, Joseph
House Of Carleton
House Of Melody
Howard, Jack Publications
Hub Publishing Company
Hughes, Harold F.
Humphries, Bruce, Inc.
Hunter's Music House
Huttig, Charles M.
Hynnes Music Co.
Ideal Music Publishing Co.
Idelson, Harry
Immortal Music Publishing Co.
Imperial Music Publishing Co.
Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Ineman, James
Inspired Music Co.
International Dance Studio
International Music Company
International Songwriter Club
Irma Music Co.
Isenberg, Emil F. Music Publishing Co.
Jackson Music Corp.
Jahnke Publishing Company
Janis, Stephen
Jill Music Co.
Jo-Ann Music Company
Johnson, Claude
Johnson, Elizabeth
Johnson, Harry H.
Jones, J. Grayson Music Co.
- Joseph Music
Kammen, J. J., Music Company
Kampas, Wm. T.
Karch, Hank
Karr, Jerome J.
Kaymusic Publishers
Keller, Don
Keller, Leo D.
Kelly Music Publications
Kelly, William A.
Kelton-Romm Music Company
Kerr, Edward
Kessel, George J.
Key City Music Publishing Co.
Key Music Company
Keyser Music Publisher
Keystone Music Co.
King-DeI Music Publishers
Kinkade's Songs
Knight Publishing Co.
Knobloch, M. H.
Kolbert, Marguerite, Productions
Krygier, Joseph
Kukula, Frank
LaRue Publishing Company
Lake Music Pub. Co.
Lambiotte, O. J. Music Publisher
Lance Music Co., Inc.
Lang-Worth Publications, Inc.
Latin American Publishing Corp.
Lawndale Music Publishers
Leal, Felipe Valdes
Lee, Rosemary
Lencer Music Company
Lester, Betty
Lewcon Music Company
Lewis, Reggie
Liberty Music Publishers
Lincoln, F. S.
Lind Music Publishers
Linden Music Publishers
Livingston & Evans Music Company
Logos and Company
Lomax, Carl, Music Pub. Co.
London Music Corp.
Lone Star Music Company
Long, J. Baxter
Lowden, C. Harold
Loy, Valeska
Lucky Music Publishers
Lynch, Edward J.
Lynn, E. A., Publishing Company
Lynne Music Company
Lyric Music Co.
M. & F. Music Publisher, The
MacAngelo
MacFarlane, Thomas M.
- MacGregor, Grant
Mackley Music Publishing Co.
Mack-Nell Publications
Maddox, Emily Harris
Maestro Music Company
Magnolia Music Company
Majestic Music Co.
Mallory Music Publications
Maloney, William
Mandeville, Loretta
Manhattan Music Company
Mank's, Chaw, Blue Ribbon Music Co.
Manning Music Co.
Mansfield, Frank, Music Pub. Co.
Marchant, J. C., Publications
Marcy, Victor
Maresh Music Company
Marino Music Co.
Marion and Son Publishing Co.
Marks, Edward B., Music Corp.
Mar-Lane Music Publishers
Mars Music Publications
Marsales, Frank
Marston Music
Martin, Jack "Tex"
Marvel Music Pub. Co.
Master Music Publishers
Material Songs Publishing Company
Mathews, James
Maxwell Melodies
Mayhams Music Company
Mayo Music Corp.
McCall & Malin Pub. Co.
McClaran, Olive Hanson
McClaren, Everett F.
McClure Music Company
McClure, Ruth D.
McDaniel, Joe, Music Company
McDonald Music Company, The
McDowell, Frances Grider
McGhee, Berry M.
McGifty 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.
 Merrywood Publishers
 Metropolitan Music Company
 Miami Music Publishers
 Micor Publishing Company
 Millburn Music Publishers, Inc.
 Miller, Charles
 Miller-Grau
 Mode Music Publishing Co.
 Modern Melodies Publishing Co.
 Modern Standard Music Co.
 Monarch Music Company
 Monroe Music Company
 Moon Ray Music Publishers
 Morrison & Ewing
 Motor City Music Publishers
 Mount Vernon Publications
 Mountain Music Company
 Mountain State Music Publishers
 Movieland Music Publishers
 Mullin, Mary J.
 Murray Music Company
 Murray Music Publishers
 Music-Makers Publishing Co.
 Musico
 Nash Chain Song Service, The
 National Association For Blind
 Composers, Inc.
 National Association of Broad-
 casters
 National Music Corp.
 Nationwide Songs, Inc.
 New Era Music Corporation
 N. Y. Music Pub. Co.
 Nolan Music Co.
 Normay Music Company
 Oahu Publishing Company
 Oriole Tunes
 Out West Music Publisher, The
 Ozark Mountain Music Publish-
 ers
 P. M. Music Pub. Co.
 Pacific Music Publications
 Paty Publishing Company, The
 Pearl Music Company, Inc.
 Peer International Corporation
 Peerless Music Publishing Co.
 Phono-Tunes Music Company
 Plamor Music Company
 Pond, Frank Music Company
 Porgie, Debin & Friedman, Inc.
 Portland Music Company, The
 Prestige Music
 Preview Music Co.
 Pre-View Publications
 Pro Musica Publishing Company
 Quincy Music Publishers
 R. R. Publishers
 Radio Music Company (Cal.)
 Radio Music Publishers
 Radio Screen Music Pub. Co.
 Rainbow Music Publishers
 Ray Music Publishing Company
 Record Music Publishing Co.
 Regent Music Corp.
 Remarque Music Publishing Co.
 Republic Music Corporation
 Rhapsody Publications
 Rialto Music Publishers
 Richmond Melodies
 Richter, Dr. William B.
 Ricordi, G., & Co.
 Rion, Johnny
 Rousseau Publishing Co.
 Royal Music Publishing Company
 Ruby Music Co.
 Rudell Music Publishing Co.
 Salamanca Music Pub.
 Scala Music Publishers
 Scheuerle Bros. Music Publishers
 Schillinger, Arthur E.
 Schirmer, E. C., Music Co.
 Schumann Music Company
 Shattuck Publishers
 Shelby Music Publishing Co.
 Sheldon-Mitchell Publishing
 Corp.
 Shelhamer, Ben., Jr.
 Shermack Company
 Siegal & Dahle
 Simmons, Ross Publisher
 Singer, Murray Music Publishing
 Co.
 Singmore Music Publishers
 Skylark Songs
 Smith, Jerry
 Society Of Jewish Composers,
 Publishers and Songwriters
 Song Shop, The
 Song-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.
 Televisé Music Company
 The "440" Music Publishing
 Company
 Three Boys Music Company,
 The
 Tiffany Music Co.
 Timberland Publishing Co.
 Time Music Co.
 Times Square Music Co.
 Tin Pan Alley Publications
 Tompkins, Clarence F.
 Tompkins, Clarence & Cuff,
 Paul
 Trans-America Music Publishers
 Transatlantic Music Company
 Transradio Music, Inc.
 Treasure Chest Publications
 20th Century Music Publishers
 Tyrone Publications
 U. S. and International Music
 Pub.
 U. S. Music, Inc.
 United Music, Inc.
 University Music Co.
 Urban Publications
 Valentine Music Publications
 Valiant Music Company
 Van Brunt Publishing Company
 Vance Music Company
 Vanguard Songs
 Variety Music Company
 Vee Bee Music Co.
 Vernon Music Publishers
 Victor Publishing Company, Inc.
 Victory Music Company
 Wabash Music Company
 Wade, Franklin, Publications
 Waldman, Irving, Music Pub.
 Co.
 Waldorf Music Company
 Warner Studio
 Washburn, Rozella T.
 Waters Music Publishing Co.
 Webster Music Company
 Wemar Music Corporation
 Wesjay Music Corp.
 West Coast Music Publishers
 West Phila. Music Centre
 Westmore Music Corp.
 Westmount Music, Inc.
 White Way Music Company
 Whitney, F. E., Publications
 Wilcox Music Pub. Co.
 Williams & Williams
 Willis-Woodward Music Co.
 Wilson Publishing Co.
 Winters, Leo., Inc.
 Witro Music Publishing Co.
 Wizell, Murray Music Company
 Woodland Music Company
 Woods Music Co.
 World Wide American Classics
 Worldwide Music Publishers
 Wright Publishing Company
 Zaboy-Landino Music Company
 Zoeller Music Company

S · E · S · A · C, Inc.

By PAUL HEINECKE
President

FOR the past 17 years, the word SESAC has been synonymous with service to the entertainment industry . . . music service to thousands of radio stations, advertising agencies, record and transcription companies, motion picture producers and the concert stage.

This *Complete Music Service* is ready to serve broadcasters with:

1. The **DIVERSIFIED CATALOGS OF SESAC PUBLISHERS**, containing more than 100,000 copyrights, all performable without limitation, without copyright checkup, and without annoying bookkeeping headaches under your SESAC Performance License.

2. The **SESAC PROGRAM BUILDER**, an indexed compilation of several thousand favored musical compositions, designed to assist you in building live shows and special occasion programs. The selections in this volume are arranged in classified and alphabetical sections for overall program building convenience.

3. The **SESAC TRANSCRIBED LIBRARY**, built on individual broadcasters' specifications, is fully meeting the exacting needs of radio stations large and small. The selections on each record side are blended into a complete 15-minute pre-built program. These separate cuts, with an average playing time of 1½ to 2 minutes, can also be utilized for individual program building and are ideal for participating program purposes. The **SESAC TRANSCRIPTION PROGRAM GUIDE** furnished with each subscription contains program notes on every selection, which can be used as a basis for continuity or ad lib. The distinct advantages of this Transcription Service provide, (a) elimination of copyright clearances, (b) no restrictions, no logs to keep, no forms to fill out, (c) reduction of script writing problems, and (d) the opportunity to cut the performance rights costs of commercial programs with the top saleability of SESAC Transcription material and the SESAC Blanket Performance License. The extensive everyday usage of this Library's compact features by hundreds of stations throughout the country has proven it to be an *unprecedented time-saver and money-maker*.

4. The **SESAC STATION RELATIONS STAFF**, providing personalized service to over 1,150 radio stations in the United States, Canada, Hawaii and Alaska, licensed to perform SESAC music. The SESAC field men are expertly trained to help you meet your program needs and are prepared to offer suggestions and solutions to your broadcasting problems.

5. The **SESAC PROGRAM SERVICE DEPARTMENT**, ready to assist stations, agencies and transcription companies in matters of music requirements and copyright clearance. The prime function of this department is to make authorized performance of SESAC music as simple as possible by deleting all red tape.

PUBLISHERS

- Accordion Music Publishing Co.; New York
 including
Deiro, Pietro
- Albright Music Company (See National Music Company, Inc.)
- Alford, Harry L.; Chicago
- Alkire Publications, Eddie; Easton, Pa.
- Altschuler, J. (See "P.W.P.")
- Arct, M.; Warsaw
- Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)
- Augsburg Publishing House, Minneapolis, Minn.
- Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
- Barnes, A. S., and Company, Inc.; New York
- Barnhouse Company, C. L.; Oskaloosa, Ia.
- Barwicki, K. T. (See "P.W.P.")
- Beirly Company (See Chart Music Publishing House, Inc.)
- Bendix Publishing Corp. (See National Music Co., Inc.)
- Benson Publishing Co., John T.; Nashville, Tenn.
- Berge Music Co. (See McLaughlin & Reilly Co.)
- Braun, Hubert J.; Chicago
 including:
Braun Music Co.
Braun Organization, The
- Broadcast Music Publishers (See National Music Company, Inc.)
- Brumley, Albert E.; Powell, Mo.
- Bryant Music Company; New York
- Calbo, N.; Barcelona (compositions as per list issued)
- Capitol Music Co. (See National Music Company, Inc.)
- Catholic Music Co. (See McLaughlin & Reilly Co.)
- Central Music Co. (See Ramsey, Will M.)
- Chart Music Publishing House, Inc.; Chicago
 including:
Beirly Company, Alfred
Coanacher, B.
Huffer, Fred K.
Littig Music Publishing Co., Frank
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
- Clef Music Co.; New York
- Coanacher, B. (See Chart Music Publishing House, Inc.)
- Composers Press, Inc., The; New York
- Concord Music Publishing Co., Inc.; New York
- Culla, Antonio; Barcelona (compositions as per list issued)
- Dean, Emmet S.
- Dean & Edmiaston
- Dean & Evridge
- Dean & Franklin
- Dean & Hensley
- Dean & Morgan
- Dean & Sebren
- Deiro, Pietro (See Accordion Music Publishing Co.)
- Denison & Company, T. S.; Chicago
- Di Bella, O.; New York
- Do Re Mi Fa Casa Editora de Musica (See Ediciones Internacionales Fermata)
- Ediciones Fermata (See Ediciones Internacionales Fermata)
- Ediciones Internacionales Fermata; Buenos Aires (South American Publications)
 including:
Ediciones Musicales Pampa
Do Re Mi Fa Casa Editora de Musica
- Ediciones Internacionales Fermata
- 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 Vitakelnik 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:

Harmonia Publications, Rondo Publications

Hart's Music Company (See National Music Co., Inc.)

Hartford Music Co., The; Hot Springs, Ark.

Hathaway, Franklin Earl, Music Publisher; Chicago

including:

Gospel Music Publications

Helasco (See Haberer-Helasco)

Henson Music Publisher, J. M.; Atlanta, Ga.

including:

Morris-Henson Music Co.

Southern Music Plate Co.

Hoffman Company, Raymond A.; Chicago

Holbrooke, Josef (See Modern Music Library)

Huffer, Fred K. (See Chart Music Publishing House, Inc.)

Idzikowski, Leon., Warsaw

Idzikowski, M., Warsaw

Jastrzab (See Edition "Jastrzab")

Jewell Music Co., Fred; Worthington, Ind.

Kanner Music Publishing Co. (See Top Music Publishers, Inc.)

Kelman Music Corp.; New York

King Music House, Inc., K. L.; Fort Keene, Inc., Hank; South Coventry, Conn.

Dodge, Ia.

Kjos Music Co., Neil A.; Chicago

including:

Max and Beatrice Krone

Krachtus, John; Chicago

Krone, Max & Beatrice (See Kjos Music Co.)

Lebendiger, Henryk (See Ediciones Internacionales Fermata)

Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)

Liturgical Music Company (See McLaughlin & Reilly Co.)

Liturgical Music Press, Inc.; New York

McLaughlin & Reilly Co.; Boston

including:

Liturgical Music Company

Catholic Music Co.

Also including compositions taken over from

Wm. E. Ashmall & Co.

Berge Music Company

John Singenberger

Otto Singenberger

Gilbert Music Company

Modern Music Library, Josef Holbrooke; London

Mora, Jose; Barcelona (compositions as per list issued)

Morris-Henson Music Co. (See Henson Music Publisher, J. M.)

Music Press, Inc.; New York

Music Products Corporation (See Pallma Music Products)

National Music Co.; Fort Worth, Texas

National Music Co., Inc.; Chicago

including:

Albright Music Company

Bendix Publishing Corp.

Broadcast Music Publishers (See E. Eddy Hanson)

Capitol Music Co.

Fairbank Company, H. W.

Hart's Music Company

Popular Music Publications

Select Music Company

Standard Music Co. (See Eddie Hanson)

Standard Songs (See Eddie Hanson)

Windsor Music Company

also including compositions taken over from:

E. Eddy Hanson

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,
 Ark. 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; Seattle 7,
 Wash.
 including:
 Herbert G. Tovey

Sajewski, W. H.; Chicago

Schmidt Co., The Arthur P.; Boston

Schmitt Music Company, Paul A.; Min-
 neapolis

Schuberth, Edward, & Co., Inc.; New
 York

Select Music Company (See National
 Music Company, Inc.)

Seyfarth, G. (See "P.W.P.")

Showalter Company, The A. J.; Dalton,
 Ga.

Simon, Frank; Middletown, Ohio

Singenberger, John (See McLaughlin &
 Reilly Co.)

Singenberger, Otto (See McLaughlin &
 Reilly Co.)

Sisk Music Company, The; Toccoa, Ga.

Smith Music Co., Inc., Wm. J.; New York

Solunastra (See Haberer-Helasco)

Southern Music Plate Co. (See Henson
 Music Publisher, J. M.)

Stamps-Baxter Music & Printing Com-
 pany; Dallas, Texas; Chattanooga,
 Tenn.; Pangborn, Ark.

including:
 V. O. Stamps Music Company
 Stamps Quartet Music Co., Dallas 1,
 Texas

Standard Music Company (See National
 Music Company, Inc.)

Standard Songs (See National Music
 Company, Inc.)

Stirling Music Publishing Co.; New York
 including:
 Avalon Music Publishing Co.

Tennessee Music and Printing Co.;
 Cleveland, Tenn.

Thomas, J. E. } (See Quartet Music Co.)
 Thomas, A. O. }

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 Muzyce
 (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

BEHIND THE MIKE



WORK OF

Artists

Vocalists

Folk Artists

Orchestra Leaders

Musical Conductors

Organists

News Commentators

Radio Directors

Directors-Producers

Radio Writers

Sports Commentators

Announcers

Home Economics Directors

Managers and Agents

FOR 1946



HAL STYLES

Radio's Original "Good Neighbor"

Announcer, Producer, Commentator, Dialectician, Special Events

Also Servicing the Radio Industry

By Providing Capable Personnel, Thoroughly Trained

At The

HAL STYLES SCHOOL OF RADIO

8800 Wilshire Boulevard, Beverly Hills, California

BRadshaw 2-1490

Radio Artists



—their work during 1946



— A —

ABBOTT, BUD

(Abbott, William); Actor; b. Asbury Park, N. J., Oct. 2, 1898; Abbott & Costello Show (NBC).

ABBOTT, JUDY

NBC—Aldrich Family

ACE, GOODMAN

Easy Aces

ACE, JANE

Easy Aces

ADAIR, JEAN

ABC—Theater Guild

ADAMS, BILL

ABC—Fishing & Hunting Club of the Air

ADAMS, FRANKLIN P.

NBC—Information Please

ADAMS, MASON

ABC—Jones & I, My True Story

ADAMS, VIRGINIA

ABC—My True Story

ALEXANDER, BEN

(Alexander, Benton Nicholas); Radio actor, MC; b. Goldfield, Nev., May 26, 1911; Univ. Calif.; MC, Heart's Desire (MBS-Don Lee); Baby Snooks Show (CBS)

ALEXANDER, JACK

KTUL, Tulsa, Okla.

Do You Believe in Ghosts

ALEXANDER, JOAN

ABC—My True Story, Hiroshima

CBS—The Second Mrs. Burton, Lone Journey

ALEXANDER, LOIS

MBS, Superman

ALEY, ALBERT

ABC—My True Story, Hop Harrigan

MBS—Hop Harrigan

ALLEN, ARTHUR

ABC—Theater Guild

ALLEN, CASEY

ABC, My True Story

ALLEN, CHARME

CBS, David Harum

ALLEN, ELLA

KFPW, Fort Smith, Ark.

Children's Corner

ALLEN, FRED

(Sullivan, John Florence); Comedian; b. Cambridge, Mass., May 31, 1894; Fred Allen Show (NBC)

ALLEN, GRACE

(Burns, Mrs. George); Comedienne; b. San Francisco, Calif., Secretarial Schools in N. Y.; Maxwell House Coffee Time (NBC)

ALLEN, LIZA

ABC, My True Story

ALLEN, VERA

ABC—My True Story

ALLENBY, PEGGY

ABC—My True Story, Powers Charm School of the Air

ALLMAN, ELVIA

(Bayler, Elvia A.); Radio actress; b. Near Raleigh, N. C.; Academy of Mary Immaculate; Fine Arts—Mary Agnes Doyle, Chicago, Ill.; Blondie; Glamour Manor; Alan Young; Jack Benny; Moore & Durante; Maisie

AMECHE, DON

NBC—The Drene Show

AMECHE, JIM

MBS—Love Story Theater

AMES, MARLENE

CBS, That's Funnigan

AMSTERDAM, MOREY

ABC—Morey Amsterdam, Here's Morgan

ANDERSON, BARBARA

ABC—My True Story

ANDERSON, DAVID

ABC—My True Story

ANDERSON, KATHERINE

ABC—My True Story

ANDREWS,

CAMERSON

ABC—My True Story

ANSON, BILL

MC, disc jockey; b. Chicago, Ill., Nov. 15, 1909; Chicago Art Inst.; Hollywood Bandstand (KFWB)

ANTHONY, JOHN

ABC—My True Story

APPELL, DON

ABC—My True Story

ARCHER, RICHARD

KDKA, Pittsburgh, Pa.

School of the Air, Adventures in Research, On Their Own

ARDEN, EVE

NBC—Sealtest Village Store

ARNALL, CURTIS

ABC—My True Story

ARNOLD, EDDY

MBS—Checkerboard Jamboree

ARNOLD, EDITH

CBS—Crime Doctor

ARNOLD, GENE

KVOO, Tulsa, Okla.

Neighbor Anthony

ARQUETTE, CLIFF

ABC—Glamour Manor

ARTIST, MICHAEL

ABC—My True Story

ASCOT, RITA

CBS—Ma Perkins

ASTAIRE, LILYAN JONES

ABC—My True Story

AUDLEY, ELEANOR

ABC—My True Story

AUERBACH, ARTIE

NBC—The Jack Benny Show

AUTRY, GENE

CBS—Gene Autry Show

— B —

BACHELDOR, PHYLLIS

WCMW, Canton, O.

Living Fiction

BAER, PARLEY

KSL, Salt Lake City, Utah
Bates Boys

BACKUS, JIM

Actor; b. Cleveland, O., Feb. 25, 1913; Ky. Mil. Acad.; Hubert Updike III on The Alan Young Show (NBC); "Stooge" for Burns & Allen; Eddie Cantor; Danny Kaye; etc. Appeared on about 6,000 broadcasts.

BAILEY, JACK

(Wesley, John III); MC; b. Hampton, Iowa; Pillsbury Mil. Acad.; Drake Univ.; Potluck Party; Meet the Missus (CBS); Duffy's Tavern; Ozzie & Harriet; Queen for a Day, etc.

BAIN, DONALD

ABC—Theater Guild, My True Story, Ladies Be Seated

BAINBRIDGE, JOHN

KFMB, San Diego, Calif.

Broad Horizons

BAKER, PHIL

CBS—Take It Or Leave It

BAKER, KENNY

ABC—Glamour Manor

BALLARD, FRANCIS

WSLS, Roanoke, Va.

BALLARD, SHIRLEY

ABC—Powers Charm School of the Air, Walter Winchell, Breakfast Club

BANKS, JOAN

ABC—My True Story

CBS—Young Dr. Malone

BANNON, JIM

CBS—Eddie Bracken Show

BARKER, BRAD

ABC—Theater Guild, My True Story

BARNEY, MARION

CBS—Rosemary

BARNEY, MARY FRANCES

WBEN, Buffalo, N. Y.

WBEN Theater, Victory Over Handicaps

BARRON, FRED

ABC, My True Story

BARRY, JACK

MBS, Juvenile Jury

BARKYMORE, LIONEL

CBS, Mayor of the Town

Adventures in Our Town

BARTON, JOAN

NBC, Meet Me at Parky's

BASQUETTE, JIM

NBC—Amos 'n' Andy

BAUER, CHARITA

ABC—My True Story

CBS—Rose of My Dreams

BAUGHMAN, ELMER

WFAA, Dallas, Tex.

Homer K. Sapehead

BAYAN, ADRIENNE

MBS—Real Stories from Real Life

"THIS Was THE ARMY" . . . MR. JONES*

This is the first of a series of messages to put complimentary and congratulatory trade advertising to fuller constructive use—for the advancement of the entertainment industry by bettering the opportunities of its lesser-known but highly talented members.

Ezra Stone
NBC—NEW YORK

Here are four men you might like to know more about. They are men of outstanding and varied abilities.

Some of them you undoubtedly know but it may not have occurred to you that they are back in show business . . . after prolonged engagements of GI business.

Some may be entirely new faces to you but all possess talents for which you search at various times.

All of them are not "At Liberty."

Most of them lost no time in swinging back into civilian action.

But for bigger and better assignments all of them are deservingly available.

RICHARD S. BURDICK

Writer-director; radio, stage
2780 Filbert Street, San Francisco 23, Calif.

Here is a talented writer who's versatile. (Too many writers are just mediocre in various fields.) Successfully marketed everything from lowdown nite-club material, complete with special songs and lyrics, to upper case radio scripts for COLUMBIA WORKSHOP.

Has written over 1000 broadcasts embracing every type; dramatic, variety, documentary, comedy, musical; produced on all major networks.

Enlisted in the Army just about the time Mr. Stimson was scouring the War Department attic for that gold fish bowl. There he wrote and directed the first original full-length musical comedy of World War II.

He was then ordered to create dialogue sequences for both the stage and screen versions of "THIS IS THE ARMY"; followed in rapid succession with "AT YOUR SERVICE," "BONDS AWAY" and "YOU BET YOUR LIFE."

Currently Production Manager of station KSFO in San Francisco but does plenty of national freelance work on the side. Remember the name RICHARD S. BURDICK. You'll see and hear it often.

JOSEPH TOMES

Actor, narrator, announcer
610 West 155th Street, New York, N. Y.
LExington 2-1100 (AEA—AFRA—SAG)

His outstanding features are his faultless comedy sense, his superb resonant voice and his impressive height, 6'3".

First appeared in New York as "Gregory" in Laurence Olivier's then unappreciated production of "ROMEO AND JULIET." Several seasons of summer stock and Los Angeles Federal Theatre, playing leads and supporting roles, comedy and dramatic, in modern and costume pieces.

Radio and television stations WGXAQ, KWID, KGFJ, KFI, have all used his acting, announcing and narrating talents.

Columbia Pictures mugged him in "SHADOWS IN THE NIGHT." So did two AAF training films.

Saw 37 months' military service, a good hunk of it in the Philippines and Japan, with the 5th Air Force. His efficiency and dependability won for him a Staff Sergeancy. For a while Tomes was even top kick of his outfit.

But don't hold that against him, for even then he was only acting a jawbone 1st Sergeant.

Currently featured as regular narrator and actor on NBC's "VOICE OF THE ARMY."

JERRY JAROSLOW

Actor (character juvenile), variety entertainer
374 State Street, Brooklyn 2, N. Y.
CUmberland 6-8114 (AEA—AGYA)

A very funny fellow on a night club floor, musical or revue stage. Has been said he's a young Bobby Clark, Groucho Marx, Frank Morgan and Danny Kaye rolled into one. But he rolls his own . . . into the nearest aisle.

Appeared in several intimate revues: "TIDBITS OF '46," "FUN WITH MUSIC," "KEYNOTES OF UNITY" . . . and will gladly forgive you for not remembering them.

Has had his share of straight and comedy roles in sundry stock ventures, particularly outstanding in the HOLLYWOOD ACTOR'S LAB, production of IRWIN SHAW'S "THE SHY AND LONELY."

In the Army he was engaged in "THIS IS THE ARMY," "AT YOUR SERVICE," "FLYING VARIETIES" and a number of Training Films for the FIRST MOTION PICTURE UNIT. Without prejudice to his talent, he also had numerous tours of CQ, KP and guard duty.

Jaroslow is currently emceeing and entertaining in a New York basement bistro where business is worse than the liquor. (Such a thing is possible!)

He calls the spot: "The well of loneliness!"

LEWIS FISHER

Radio producer, announcer
356 East 57th Street, New York, N. Y.
PLaza 5-2649 (AFRA)

He left a staff announcing job on WCAU in Philadelphia in 1940 to swab decks for the Navy. His rise from Midshipman to Lieutenant-Commander is typical of his drive and capabilities.

He pitched and tossed on the first Murmansk convoy runs; got into the African invasions and then transferred to the Pacific in time for the hot Kamikaze stuff.

His executive efficiency as a top signal officer earned him a promotion as Flag Secretary to the Admiral commanding the 16th Cruiser Division.

His distinguished voice has repeatedly sparked the PARAMOUNT NEWSREEL as a narrator. He's also been well received in sundry free lance radio chores.

It took the Navy, a beautiful wife and considerable fortitude to resist the temptation of locating permanently in Philadelphia. Instead of resuming his old WCAU job (CBS key affiliate) he took a staff announcing assignment in New York and hung out his shingle for free lance work.

This guy is so dynamic he even found an apartment in Manhattan!

*MR. JONES . . . THE MAN OR WOMAN WHO BUYS TALENT

BECK, JACKSON

MBS—Superman, Philip Morris

BEEEMER, BRACE

ABC—Lone Ranger

BEGLEY, ED

(Begley, Edward J.); Actor; b. Hartford, Conn., March 25, 1901; St. Patrick Parochial Sch.; Will Brown on Aldrich Family; Sgt. O'Hara on Fat Man; Pete Stone on Big Sister; Francis Hayfield on Myrt & Madge; Dr. Mildermaul on Joyce Jordan; Charlie Chan on Adventures of Charlie Chan

BEGLEY, MARTIN

ABC—Fishing & Hunting Club of the Air, My True Story

BEHRENS, FRANK

NBC—Lorenzo Jones, Home Is What You Make It

BELL, JOSEPH

ABC—My True Story, Sherlock Holmes

BELL, ORTH

KFH, Wichita, Kans. Morning Merry-Go-Round

BELL, RALPH

ABC—My True Story
CBS—The Strange Romance of Evelyn Winters

BENADARET, BEE

CBS—Mel Blanc Show

BENDER, DAWN

NBC—One Man's Family

BENNEL, FRAN

KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own

BENNY, JACK

(Kubelsky, Benjamin); Radio comedian; b. Chicago, Ill., Feb. 14, 1894; The Jack Benny Show (NBC)

BENDIX, WILLIAM

NBC—Life of Riley

BENSON, GRACE

NBC—Just Plain Bill

BENSON, ISLAY

ABC—The O'Neills

BENTLEY, SPENCER

ABC—The O'Neills

BERCH, JACK

ABC—The Jack Berch Show

BERGEN, EDGAR

(Bergen, Edgar John); Radio artist comedian, ventriloquist; b. Chicago, Ill., Feb. 16, 1903; Northwestern Univ., B.A.; Honorary M.A.; Charlie McCarthy Show (NBC)

BERGMAN, IRENE

WHBC, Canton, O. Players' Guild

BERLE, MILTON

(Berlinger, Milton); Comedian; b. New York, N. Y., July 12, 1908; Milton Berle Show (CBS)

BERNARD, TOMMY

CBS—That's Finnegan

BERNER, SARA

CBS—Baby Snooks Show

BERRYMAN, ED

WMRP, Flint, Mich.

BERWIN, BERNICE

NBC—One Man's Family

BINYON, CONRAD

CBS—Mayor of the Town
NBC—One Man's Family,
Smilin' Ed McConnell

BLACKBURN, ARLINE

NBC—Young Widder Brown,
Backstage Wife

BLACKBURN, JOYCE

WMBI, Chicago, Ill.
Listening Post

BLAINE, MARTIN

CBS—Crime Doctor

BLAIR, ED

WAGC, Chattanooga, Tenn.

BLAIR, HENRY

CBS—Ozzie & Harriet
NBC—Masquerade

BLAIR, JIMMY

ABC—Musical Showcase, Jimmy Blair Show, Cliff Edwards Show

BLAKE, JUDY

MBS—Adventures of the Falcon

BLANC, MEL

Radio artist, Warner Bros. cartoons; b. San Francisco, Calif., May 30, 1908; The Mel Blanc Show (CBS); Jack Benny Show; Judy Canova Show; Burns & Allen Show; Bugs Bunny

BLANC, SHIRLEY

ABC—My True Story

BLOCK, MARTIN

NBC—Chesterfield Supper Club

BLOOMFIELD, MINA

WKLEX, Lexington, Ky.
Lexington Air Theater

BOARDMAN, TRUE

BOGDEN, HILARY

WJAS, Pittsburgh, Pa.

BOGEL, CLAUD

WTOP, Washington, D. C.
The Factfinder

BOGUE, MERVYN

NBC—Kay Kyser's College of Musical Knowledge

BOLAND, JOSEPH

ABC—My True Story

BOLES, JIM

(Boles, James); Actor; b. Lubbock, Tex., Feb. 28, 1914; UCLA, Los Angeles City Coll; Board of Missing Heirs (ABC); Cities Service Highway in Melody (NBC); Outdoor Life Time (Recorded); Kate Smith Hour (CBS); Abe Lincoln in Ill.—Voice of America, U. S. State Dept.; Tennessee Jed (NBC)

BOOTH, ROBERT

WSM, Nashville, Tenn.

BORGE, VICTOR

NBC—Victor Borge Show

BOYER, JOHN

KTRB, Modesto, Calif.
Stanislaus Exposition

BRACKEN, EDDIE

CBS—Eddie Bracken Show

BRADLEY, CURLEY

MBS—Tom Mix

BRADLEY, MERLE

KMBC, Kansas City, Mo.
Joanne Taylor's Fashion Flashes

BRADY, LUCILLE

WBAP-KGKO, Fort Worth, Tex.

Your Story Parade

BRAHAM, HORACE

ABC—My True Story, Theater Guild

BRAZUR, BURT

ABC—My True Story

BREMNER, MURIEL

NBC—Woman in White

BRENMAM, TOM

Radio artist, MC; b. Waynesboro, Pa., June 18, 1902; Columbia Univ.; Keith, Balaban & Katz vaud. circuits; KFWB, Hollywood; Managed San Francisco CBS station, KFAC, KFVD, Los Angeles; Feminine Fancies; The Sports Huddle, What's On Your Mind, Launched Breakfast at Sardi's, Jan. '41. Purchased own restaurant from which Breakfast in Hollywood emanates.

BREWSTER, JOHN

ABC—My True Story

BRICE, FANNIE

CBS—Baby Snooks Show

BRIGGS, DONALD

CBS—Perry Mason

BRODY, STEVE

ABC—Murder at Midnight

BROKENSIRE, NORMAN

ABC—Theater Guild

BROOKS, LARRY

MBS—Passport to Romance

BROWN, JOHN

NBC—Life of Riley, A Date With Judy

CBS—Ozzie & Harriet

BROWN, FRANK R.

Hollywood Chatterbox, Moments That Made History Step Out Tonight.

BROWN, JOHN MASON

CBS—Of Men & Books

BROWN, T.

WBRC, Birmingham, Ala.
Good Morning Ladies

BROWNING, ETHEL

ABC—My True Story

BRUCE, DALTON

KRIG, Odessa, Tex.
Home Town

BRUCE, EDWIN

ABC—My True Story, The Sheriff

BRUCE, NIGEL

ABC—Sherlock Holmes

BRUMETTE, ED

WKLEX, Lexington, Ky.
Lexington Air Theater

BRUSH, MARTHA

WSM, Nashville, Tenn.

BRYAN, ARTHUR Q.

Actor; b. Brooklyn, N. Y., May 8, 1899; Doc Gamble on Fibber McGee & Molly; Floyd the Barber on The Great Gildersleeve.

BUCKLEY, FLOYD

NBC—The Aldrich Family

BUKA, DONALD

ABC—Theater Guild

BUNCE, ALAN

ABC—Ethel & Albert, My True Story

BURKE, GEORGIA

ABC—My True Story

BURKE, JAMES

CBS—Rose of My Dreams

BURLEN, MARGARET

ABC—My True Story

fred allen

VICTOR BORGE

VICTOR BORGE SHOW

9:30 Monday Night

WNBC—NBC

CONCERTS



COLUMBIA RECORDS

BURNS, BOB

Comedian; b. Van Buren, Ark., Aug. 2, 1896; The Bob Burns Show (NBC)

BURNS, GEORGE

Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC)

BURY, CHESTER

WIBC, Chicago, Ill.
Polish Poppies Program

BUSHMAN, FRANCIS X.

NBC—Masquerade

BUTLER, FRANK

ABC—My True Story

— C —

CADDELL, RAYMOND

WHSC, Hartsville, S. C.
Sugar-Loaf Mountain

CAGNEY, JEANNE

ABC—My True Story

CAMARGO, RALPH

ABC—To Live in Peace, My True Story

CAMPBELL, ANN

MBS—True Confessions

CAMPBELL, PATSY

Actress; b. Chicago, Ill.; Aldrich Family; Armstrong Theater of Today; McGarry and His Mouse; House in the Country; Your FBI; Mollie Mystery

CANADAY, MIRON

WMBI, Chicago, Ill.
Continued Story Reading

CANDIDO, CANDY

CBS—Durante & Moore

CANTOR, CHARLES

ABC—Radio Hall of Fame

CANTOR, EDDIE

Comedian; b. New York, N. Y., Jan. 31, 1893; Pabst Blue Ribbon Show

CANOVA, JUDY

(England, Mrs. Chester); Radio comedienne; b. Jacksonville, Fla., Nov. 20, 1916; Cincinnati Conservatory of Music; The Judy Canova Show (NBC).

CAREW, HELENE

NBC—Barry Cameron

CAREY, BILL

KDKA, Pittsburgh, Pa.
School of the Air; Adventures in Research; On Their Own

CARLON, FRAN

CBS—Our Gal Sunday, Big Town

CARLTON, DEAN

ABC—Dick Tracy

CARPENTER, CARLETON

ABC—My True Story

CARPENTER, CLIFF

ABC—Terry and the Pirates; My True Story

CARPENTER, LAURA MAY

CBS—Aunt Jenny

CARPENTER, KEN

ABC—Bing Crosby Show

CARR, JANET

WFEA, Manchester, N. H.
Musical Treasure Chest

CARSON, JACK E.

Actor; b. Carmen, Manitoba, Canada, Oct. 27, 1910; St. Johns Mil. Acad.; Carleton College; Jack Carson Show (CBS)

CARTER, JERRY

WKIP, Poughkeepsie, N. Y.

CASE, NELSON

CBS—Lone Journey

CHALMERS, TOM

NBC—Pepper Young's Family

CHAMBERS, NORMA

ABC—My True Story

CHANCE, RAY

KMBC, Kansas City, Mo.
Joanne Taylor's Fashion Flashes

CHAPMAN, GEORGE

WNHC, New Haven, Conn.
Tales of the Supernatural

CHAPMAN, PATTI

ABC—My True Story
CBS—Aunt Jenny

CHAPPELL, ERNEST

ABC—Ted Malone

CHOATE, HELEN

ABC—My True Story

CHRISTY, KEN

NBC—Allen Young Show

CLAIRE, HELEN

NBC—Young Widder Brown, Backstage Wife

CLARK, LON CLAUDE

Actor, narrator, announcer; b. Bricelyn, Minn.; MacPhail Sch. of Music; Univ. of Cinn.; New Sch. for Social Research; Nick Carter; Exploring the Unknown; Flashgun Casey; Aldrich Family; Boston Blackie; Gangbusters

CLARK, COTTONSEED

CBS—Hollywood Barn Dance

CLARKE, PHIL

(Clarke, Philip Norman); Actor; b. London, Eng., Aug. 4, 1904; Cathedral of St. John the Divine; Peekskill Mil. Acad.; Clapham College, London; Helen Hayes Show; Light of the World; Chase & Sanborn Hour (Tele); Superman; Dick Tracy; Nick Carter

CLOWES, DUDLEY

KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

CLIFF, OLIVER

NBC—Lone Journey

COATES, JUDY

KHOZ, Harrison, Ark.

COLEMAN, MARY JANE

KMBC, Kansas City, Mo.
Joanne Taylor's Fashion Flashes

COLLINS, SID

WKMO, Kokomo, Ind.
Kokomo Kafe

COLLINS, TED

CBS—Kate Smith Sings

COLLINS, TOM

NBC—One Man's Family, Masquerade

COLLYER, BUD

MBS—Superman

COLONNA, JERRY

NBC—Bob Hope Show

CONKLIN, PEGGY

NBC—McGarry and His Mouse

CONRIED, HANS

Jack Haley Show, Mel Blanc Show, Suspense, Bob Burns, Sam Spade, Alan Young

CONWAY, TOM

ABC—Sherlock Holmes

COOK, CAROLINE

KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

COOK, FRANKLIN

WHA, Madison, Wis.
Fit for Fun

COOK, IRA

KFAC, Hollywood, Calif.

COOK, TOMMY

NBC, Life of Riley

COONS, JOHNNY

ABC, Sky King
MBS—Vic & Sade

COOPER, BEN

ABC—My True Story

COOTS, JAMES

ABC—My True Story

COPPIN, GRACE

ABC—My True Story

CORBETT, LOIS

ABC—Glamour Manor

CORDELL, KATHLEEN

ABC—Theater Guild, Hour of Mystery, My True Story
CBS—Lone Journey

COREY, LEE

KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

COREY, WENDELL

NBC—McGarry and His Mouse

CORDELL, CHARLES

NBC—Amos'n' Andy

COSTELLO, LOU

(Cristillo, Lou); Actor b. Paterson, N. J., Mar. 6, 1908; Abbott & Costello Show (NBC).

COTSWORTH, STAATS

Actor, stage, radio; b. Oak Park, Ill., Feb. 17, 1908; Penn. Sch. of Industrial Art; N. Y. Civic Rep. Theater Apprentice Group; Lone Journey (CBS); Front Page Farrell (NBC); Casey, Crime Photographer (CBS); Harvest of Stars; The Sheriff; This Is Your FBI.

COURTNEY, ALAN

Radio broadcaster, disc jockey, MC; b. New York, N. Y., Nov. 29, 1912; NYU; Fordham Univ.; Courtney's Record Carnival (MBS); MC for Korn Kobbler (Recorded); Calling All Girls; Courtney's Campus Club

COWAN, IRENE J.

WJAS, Pittsburgh, Pa.

COWLING, SAM

ABC—Breakfast Club

COX, ED

WJNC, Jacksonville, N. C.
Do You Believe in Ghosts

CRENNA, DICK

NBC, A Date With Judy

CREORE, PHYLLIS

CBS—Aunt Jenny

BEGINNING SIXTH YEAR "TAKE IT OR LEAVE IT"

PHIL BAKER

Management: WILLIAM MORRIS AGENCY

BIOW ADVERTISING AGENCY

QUESTIONS COMPILED BY MISS EDITH OLIVER, PH.D.

JUDY CANOVA

Star Of

THE JUDY CANOVA SHOW

NBC Network — Saturdays

Management

A & S Lyons, Inc.

* Fourth Year for Colgate-Palmolive and Halo Shampoo.



RADIO ARTISTS

CROFT, MARY JANE
CBS—Mel Blanc Show

CROSBY, BING
ABC—Philco Radio Time

CROWDER, CONNIE
MBS—Those Websters

CROWLEY, MATT
CBS—Road of Life

CULLEN, BILL
CBS—Winner Take All, Give and Take, Missus Goes a Shop-pin'

CURTIN, JOSEPH
CBS—Rose of My Dreams, Our Gal Sunday

CURTIS, CURT
KOVO, Provo, Utah
Transcriptions

— D —

DAIGNEAU, TED
ABC—Tennessee Jed

DAMON, LES
CBS—Adventures of the Thin Man

DANDRIDGE, RUBY
NBC—Judy Canova Show

DANE, FRANK
NBC—Just Plain Bill, Woman in White, Right to Happiness

DARNAY, TONI
MBS—True Detective Mysteries

CBS—The Strange Romance of Evelyn Winters

DAVIES, ED
ABC—Our Singing Land

DAVIES, MAXINE
WCOL, Columbus, O.
Alice in Wonderland

DAVIS, DIX
NBC—One Man's Family, A Date With Judy

DAVIS, HUMPHREY
ABC—My True Story

DAVIS, JOAN
(Williams, Josephine Madonna); Radio & screen actress; b. St. Paul, Minn., June 29, 1912; Joan Davis Show (CBS)

DAY, DENNIS
NBC—A Day in the Life of Dennis Day

DEAN, EDDIE
Singer, actor; b. Sulphur Springs, Tex.; National Barn Dance (WLS); Judy Canova Show; Furlough Fun; Recording for Majestic Records; Starred by PRC in series of pictures; Gene Autry shown on air and road.

DeCAMP, ROSEMARY
CBS—Dr. Christian

DeCORSIA, TED
MBS—McGarry & His House

DeKOVEN, ROGER
ABC—Famous Jury Trials, My True Story

DELMAR, KENNY
NBC—Fred Allen

DEMAREST, WILLIAM
CBS, Eddie Bracken Show

DeSALES, FRANCIS
ABC—My True Story

DE SANTIS, JOE
NBC—Home Is What You Make It, Eternal Light, World's Great Novels

DeVOKE, GLORIA
KGNC, Amarillo, Tex.

DIAMOND, STEPHANIE
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

DIPPE, DOLORES
KJFM, Grand Forks, N. D.

DOBSON, JIMMY
ABC—Theater Guild, My True Story

DONALD, PETER C.
Comedian; b. Bristol, Eng., June 6, 1918; Professional Children's Sch.; Prize Assoc. of French Inst.; Can You Top This; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick & Arthur Godfrey; Tele MC, Bell Telephone & Gimbel Bros.; Warriors of Peace (ABC)

DORE, DR. ALFRED T.
CBS—Lone Journey

DOUGLAS, DON
MBS; NBC; CBS

DOUGLAS, SHARON
CBS—Joan Davis Show

DOUGLAS, SUSAN
MBS—Crime of Carelessness
ABC—Theater Guild

DOUGLASS, DON
ABC—Fishing & Hunting Club

DOUGLASS, NANCY
ABC—My True Story

DOW, DAVID
KDB, Santa Barbara, Calif.
KDB Playhouse

DOWDEY, ROSS
MBS—Dixie House Varieties

DOYLE, LEN
NBC—Mr. District Attorney

DRAPER, MARGARET
NBC—Backstage Wife

DRESSLER, ERIC
CBS—Big Sister

DUANE, BOB
WKY, Oklahoma City, Okla.

DUBOV, PAUL
Actor, narrator; b. Chicago, Ill., Oct. 10, 1918; Assignment Home; World Security Workshop; True Detective; Ellery Queen; Directed Equity Library (Ann Christie)

DUDLEY, BERNARD
(Dudley, Bernard F.); Announcer, actor; b. Hanover, N. H., Dec. 26, 1916; Command Performance; Mail Call; Say It With Music; Carroll Allcott News; Request Performance; Hedda Hopper's This Is Hollywood.

DUFF, HOWARD
ABC—Adventures of Sam Spade

DUNN, EDDIE
ABC—Jack Berch Show, Glamour Manor

DUNN, MICHAEL
ABC—Danger, Dr. Danfield

DUNN, RICHARD
WSM, Nashville, Tenn.

DUNNINGER (Master Mentalist)
NBC—The Dunninger Show

DURANTE, JIMMY
(Durante, James); Comedian; b. New York, N. Y., Feb. 19, 1893; Durante-Moore Show (CBS); Lux Radio Theater (CBS); Dinah Shore Show (CBS); Bing Crosby Show (ABC); Songs By Sinatra (CBS); Command Performance.

DWYER, VIRGINIA
MBS—The Shadow

— E —

EASTMAN, CARL
NBC—McGarry and His Mouse

ECCLES, ALBERT
KSL, Salt Lake City, Utah
This Business of Farming

EDKINS, ALDEN
NBC—Highlights of the Bible, National Radio Pulpit

EDMONDSON, JIMMY
NBC—Jimmy Edmondson Show

EDMUNDS, ED
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

EDWARDS, CLIFF
ABC—Cliff Edwards Show

EDWARDS, JACK JR.
NBC—Today's Children

EDWARDS, RALPH
MC, comedian; b. Merine, Colo., Jan. 13, 1913; MC, Truth or Consequences (NBC)

EGLESTON, CHARLES
CBS—Ma Perkins

EILER, BARBARA
Radio actress; b. Los Angeles, Calif.; Cummock Jr. College; Mary Potts on Frank Morgan Show; Babs on Life of Riley; Barbara on Glamour Manor; Jeanne Wendell on Masquerade; Carla Descare on Aunt Mary; Mayor of the Town

ELDERS, HARRY
ABC—Curtin Time

ELLEN, MINETTA
NBC—One Man's Family

ELSTNER, ANNE
NBC—Stella Dallas

EMEL, ALICE
KOL, Seattle, Wash.
Children's Hour

EMERSON, HOPE
NBC—Johnny Morgan Show, Adventures of Archie Andrews

EMERY, BOB
MBS—Rainbow House

ENGEL, ROY
ABC—Sky King

ERIC, ELSPEITH
CBS—Big Sister

ERICKSON, LOUISE
NBC—A Date With Judy, The Great Gildersleeve

ERSKINE, MARILYN
NBC—Eileen Barton Show

EVANS, DALE
Actress, singer; b. Uvalde, Tex.; Saturday Night Round-Up (NBC).

BOB BURNS

"CAN YOU TOP THIS?"



"COLGATE"
NBC

ED. J. WEBER
Gen'l Mgr.
156 W. 44th ST., NEW YORK 18, N. Y.

"KIRKMAN"
WOR

EVANS, DAN
MBS—Gold & Silver Minstrels
Star Princess

EVERETT, ETHEL
ABC—My True Story

— F —

FADIMAN, CLIFTON
NBC—Information Please

FANDEL, MARY LOUIS
KTUL, Tulsa, Okla.
Three in A Flat

FALKENBURG, JINX
WNBC—Hi, Jinx

FAYE, ALICE
NBC—Fitch Bandwagon

FELTON, HAPPY
ABC—Pot O' Gold

FELTON, VERNA
Radio, stage, screen actress; b. Salinas, Calif., July 20, 1890; Gardner Sch., Normal Sch.; Red Skelton Show; Joan Davis Show; Tommy Riggs & Betty Lou; Maisie

FENNELLY, PARKER
NBC—Lorenzo Jones, Fred

FENWICK, ELLEN
NBC; CBS; MBS

FERRIS, R. MARK
WMRP, Flint, Mich.
Sweet Land

FIELD, NORMAN
MBS—Mysteries Is My Hobby

FIELDS, JOE
NBC—Smilin' Ed McConnell

FILLBRANDT, LAURETTE
NBC—Woman in White, Today's Children

FIRESTONE, EDDIE
MBS—Those Websters

FITZGERALD, ED
Radio commentator; b. Troy, N. Y.; Originator of Mr. & Mrs. Chatter programs; Breakfast With the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (Tele-WABD)

FITZGERALD, PEGEEN
Radio commentator; b. Norcatur, Kans.; College of St. Theresa; Originator of Mr. & Mrs. Chatter programs; Breakfast With the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (Tele-WABD)

FITZMAURICE, MICHAEL
ABC—The O'Neills, My True Story

FLIPPEN, JAY C.
CBS—That's Life

FLOWERS, SALLY
Sally's Sittin' Room

FORAY, JUNE

FORBES, MURRAY
CBS—Ma Perkins

FORD, RUTH
ABC—My True Story

FORD, SENATOR
(Ford, Edward Hastings); Humorist, radio, after dinner speaker, author, vaudeville; b. Brooklyn, N. Y., June 13, 1887; Can You Top This; Vox Pop; Hobby Lobby; guest appearances

FORSYTHE, LARRY
KOIL, Omaha, Nebr.
Klime Klan

FORTE, JOE
NBC—Masquerade

FORTUNE, CHARLOTTE
WBEJ, Elizabethton, Tenn.
Wide Horizons

FOSTER, MARY LOU
ABC—My True Story

FOX, GRACE
ABC—My True Story

FOY, EDDIE
NBC—Kraft Music Hall

FRANCIS, ARLENE
ABC—The Affairs of Ann
Scotland

FRANK, CARL
NBC—Woman in White

FRANK, PAUL
WHKC, Columbus, O.

Eileen Comes Calling

FREEMAN, FLORENCE
NBC—Woman in White,

Young Widder Brown

FRIEBUS, FLORIDA
ABC—My True Story

FRIEDRICH, ARLENE
MBS—Warden's Crime Cases

FROST, ALICE
CBS—Aunt Jenny

FRYER, HELEN
KROD, El Paso, Tex.,
Laura Lindsey

FULLER, BARBARA
One Man's Family, His Honor, the Barber, Theater of Famous Radio Players, Mystery is My Hobby, I Deal In Crime.

GEORGE AND GRACIE

Celebrating

Their 15th Anniversary on the Air

MAXWELL HOUSE COFFEE TIME

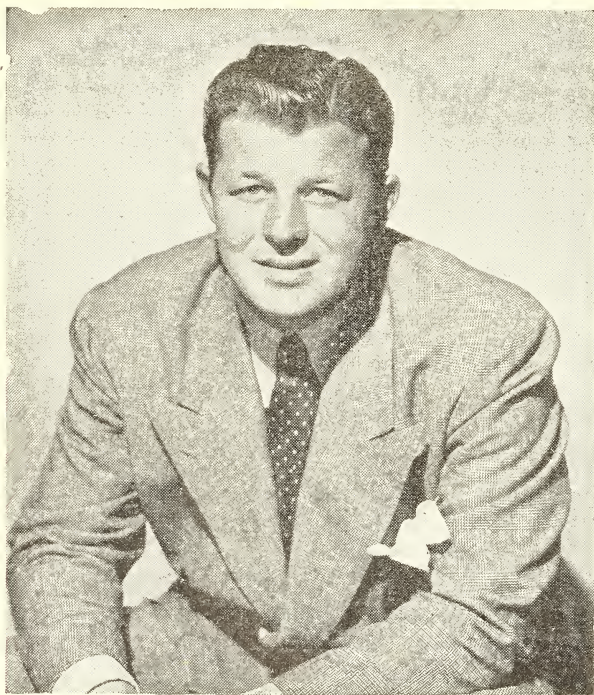
With

Bill Goodwin and Meredith Willson

Over NBC . . . Thursday Nights

Written by Paul Henring and Keith Fowler

RED SKELTON



JACK
CARSON

. . .

RADIO ARTISTS

. . .

FUSSELL, SARAH
ABC—My True Story

— G —

GARDE, BETTY
ABC—Theater Guild, My True Story, Henry Morgan Show, Policewoman

MBS—Crimes of Carelessness
GARGAN, WILLIAM
ABC—I Deal in Crime

GARDNER, ED (ARCHIE)
(Poggenburg, Eddie); Actor, producer, director; b. Astoria, N. Y., June 29, 1904; Duffy's Tavern (NBC).

GARSON, BETTY LOU
NBC—Today's Children

GARSON, BETTY LOU
ABC—My True Story

GEORGE, BERNIE
ABC—Celebrity Night

GATES, NANCY
NBC—Masquerade

GAVIN, JANET
WARM, Scranton, Pa.
WARM Radio Workshop

GEER, WILL
NBC—Joyce Jordan, MD; Eternal Light, Home Is What You Make It

GEIGER, GEORGE
WMRP, Flint, Mich.
This Is Democracy

GENTRY, ART
NBC—The Aldrich Family

GERSON, JED
WLJB, Brooklyn, N. Y.
Strictly Personal

GILBERT, JANICE
ABC—The O'Neills, My True Story, Break the Bank

GILBERT, JO
NB'—Today's Children

GILBERT, RUTH
CBS—Perry Mason

GILLEN, DOLORES
NBC—When a Girl Marries, Pepper Young's Family

GILLESPIE, JEAN
ABC—Alan Young Show, My True Story, Willie Piper

GILMAN, PAGE
NBC—One Man's Family

GILMORE, ART
MBS—Casebook of Gregory Hood

GODFREY, ARTHUR
Radio artist, stage; b. New York, N. Y., Aug. 31, 1903; Arthur Godfrey Show (CBS); Arthur Godfrey's Talent Scouts

GOFF, NORRIS
ABC—Lum N' Abner

GOLD, MITZI
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

GOODKIN, ALICE
ABC—My True Story

GOODNER, CAROL
ABC—My True Story, Theater Guild

GORDON, BERT
ABC—Radio Hall of Fame

GORDON, GALE
MBS—Casebook of Gregory Hood

GORDON, RICHARD
ABC—My True Story

GOSFIELD, MAURICE
ABC—Henry Morgan Show

GOTHARD, DAVID
CBS—Romance of Helen Trent

GOULD, MITZI
ABC—My True Story

GOULD, SANDRA
NBC—Duffy's Tavern

GRAY, BILLY

GREAZA, WALTER
CBS—Crime Doctor

GREEN, DOROTHY
Radio actress; Programs on WABC, NBC, KHJ, KFRC

GREEN, EDDIE
Actor; b. Baltimore, Md., Aug. 16, 1901; Eddie (The Waiter) Green on Duffy's Tavern (NBC).

GREEN, MITZI
MBS—Passport to Romance

GREENE, CHARLES G.
WGH, Newport News, Va.
Symphony of Words

GRIFFIN, BETTY CUSHING
WIBX, Utica, N. Y.
Youth Presents Series

ted husing

“bandstand”

whn—1050

ARTHUR GODFREY

IRENE
BEASLEY



RADIO PRODUCTION SERVICE

501 MADISON AVE.

NEW YORK, N. Y.

PL. 3-8940

RADIO ARTISTS

GRIGGS, JOHN
 ABC—My True Story, Dick Tracy, Fishing & Hunting Club
 MBS—House of Mystery

GRUNDY, DORIS
 ABC—My True Story

GUNN, BEN
 WHSC, Hartsville, S. C.
 Stories of the Sea

— H —

HAAG, BOB
 ABC—The Sheriff, My True Story

HAINES, LARRY
 CBS—Young Dr. Malone

HALL, CLIFF
 MBS—Gold & Silver Minstrels

HAMBLIN, STUART
 KFVB, Hollywood, Calif.
 Stu Hamblin

HAMILTON, DICK
 ABC—My True Story

HAMMOND, EARL
 ABC—My True Story

HAMPDEN, BURFORD
 ABC—My True Story

HARDING, VINCENT
 KWTO, Springfield, Mo.
 The Maelstrom

HARDY, CHERRY
 ABC—Theater Guild on the Air

HARLER, ELIZABETH
 WGIL, Galesburg, Ill.
 County Express

HARRINGTON, KATE
 ABC—My True Story

HARRINGTON, MARY LOU
 NBC—One Man's Family

HARRIS, ARLENE
 ABC—The Al Pearce Show

HALEY, JACK
 The Jack Haley Show, Seal-test Village Store.

HARRIS, PHIL
 MC, comedian, orchestra leader
 b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).

HARRIS, STACY
 ABC—My True Story

HARRISON, NELL
 ABC—My True Story

HART, CAROLYN
 WBNS, Columbus, O.
 To the Ladies

HART, MAURICE
 KFVB, Hollywood, Calif.

HARTLEY, JACK
 ABC—My True Story

HASTINGS, BOB
 NBC—Adventures of Archie Andrews

HASTINGS, DONALD
 ABC—My True Story

HAUSNER, JERRY
 ABC—The Adventures of Sam Spade

HAYDON, JULIE
 ABC—Time for Women

HAYES, ALLEN
 WWRL, Woodside, N. Y.
 Allen Hayes Show

HAYES, GABBY
 NBC—Saturday Night Round-up

HAYES, MARGARET
 ABC—My True Story

HAYMES, DICK
 CBS—Dick Haymes Show

HAYWORTH, BURTON
 ABC—My True Story

HAYWORTH, VINTON
 ABC—My True Story

HEALY, MARY BARRETT
 WBEN, Buffalo, N. Y.
 WBEN Theater

HEARN, SAM
 ABC—The Kenny Baker Show

HEATWALE, LUTHER
 MBS—Dixie House Varieties

HEDGE, RAY
 ABC—My True Story

HEILL, MARY
 ABC—My True Story

HELM, FRANCES
 WBAP-KGKO, Fort Worth, Tex.
 Your Story Parade

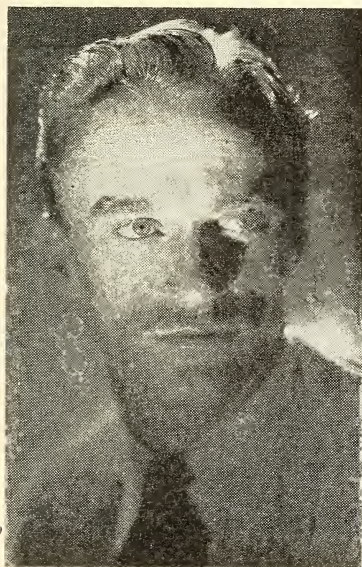
HENDRICKSON, ROD
 MBS—Bulldog Drummond

HERBERT, WILMS
 NBC—Today's Children

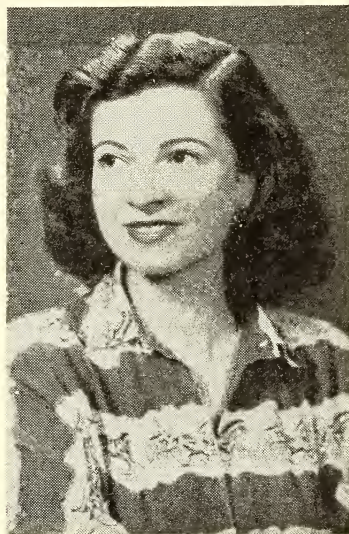
HERMANN, MILTON
 ABC—My True Story

HERNANDEZ, JUANO
 ABC—Woman's Exchange, Theater Guild, On the Air

HERSHFIELD, HARRY
 Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, Ia., Oct. 13, 1885; Can You Top This; Kate Smith; Hobby Lobby; Hildegarde



JIM BOLES
 Leading Man



ATHENA LORDE
 Comedienne

SC. 4-5700
 LE. 2-1100

JACKSON

BECK



ACTOR • ANNOUNCER • NARRATOR

LA 4-1200



DON'T TELL
THAT JOKE

says

**LEW
PARKER**

to

**ANN
THOMAS**

. . . **RADIO ARTISTS** . . .

HERSHOLT, JEAN

Actor, stage, screen, radio; b. Copenhagen, Denmark, July 12, 1886; Graduate of St. Knud, Copenhagen; Hon. MA, Bowdon College, Me.; Hon. Dr. Humanities Degree, Rollins College, Fla.; Dr. Christian (CBS); Cavalcade of America; Screen Guild; Danny Kaye Show; Rudy Vallee Show

HERTZ, ROSS

ABC—Theater Guild on the Air

HESCHONG, NAOMI

KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own

HEWITT, ALLEN

ABC—My True Story, Theater Guild on the Air

HIGBY, MARY JANE

CBS—Romance of Helen Trent
NBC—When a Girl Marries

HILDEGARDE

NBC—Raleigh Room with Hildegarde, Penguin Room with Hildegarde

HILL, STEVE

ABC—My True Story

HILLIARD, HARRIET

CBS—Adventures of Ozzie & Harriet

HINDMAN, WILLIAM

WCOL, Columbus, O. Ghost Stories, Alice in Wonderland

HINKLE, WILDA

ABC—My True Story

HIPPS, FRANK

KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own

HIPPS, PEARL

KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own

HITZ, ELSIE

NBC—Barry Cameron

HOENY, WINFIELD

ABC—Patt Barnes

HOFFA, PORTLAND

NBC—Fred Allen Show

HOFFMAN, JANE

ABC—My True Story

HOLBROOK, JOHN

NBC—Life Can Be Beautiful

HOLLAND, CHARLOTE

ABC—My True Story
CBS—Lone Journey

HOLLENBECK, WILLIAM

NBC—Young Widder Brown

HOLMES, LOIS

ABC—Theater Guild on the Air

HOLMES, WENDELL

ABC—My True Story

HOLT, HELEN

ABC—My True Story

HOPE, BOB

(Hope, Robert); Comedian, screen, radio; b. London, Eng., May 29, 1903; The Bob Hope Show (NBC)

HOPPER, HEDDA

CBS—This Is Hollywood

HORTON, EDWARD EVERETT

NBC—Kraft Music Hall

HOSLEY, PATRICIA

ABC—My True Story, Powers Charm School of the Air

HOTTON, ESTHER

WHA, Madison, Wisc.

Chapter a Day

HOUSTON, JANE

ABC—My True Story

HOVDE, ELLEN

KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own

HOWARD, EUNICE

NBC—Pepper Young's Family

HOWARD, ORA

KMBC, Kansas City, Mo.

Joanne Taylor's Fashion Flashes

HUBBARD, IRENE

ABC—My True Story

CBS—Mr. Keen, Tracer of

Lost Persons

HUDDLESTON, ALINE

KTUL, Tulsa, Okla.

Society News

HUEY, RICHARD

ABC—Theater Guild on the Air

HUGHES, ARTHUR

NBC—Just Plain Bill

HUGHES, TOMMY

ABC—My True Story

HULL, JOHN WARREN

Actor, singer, MC, stage, screen, radio; b. Gasport, N. Y.; Jan. 17, 1903; NYU, Univ. of Rochester; Vox Pop; Fair Enough (ABC Tele); In Town Today (NBC Tele); Radio City Matinee (NBC Tele)

You'd Better Learn the Lingo, Paddy, Because Even Your Old Man Is In Show Business Now . . .



We know not many of you get up early enough to hear Hi Jinx on WNBC every morning at 8:30—so we'd just like to thank you this way for all the things all the people in show business have taught us.

JINX FALKENBURG PADDY FALKENBURG-McCRARY TEX McCRARY

RADIO

VARIETY says . . . "Olsen's line of gab is fast and funny, and as emcee he manages to infuse the show with a clam-bake spirit in which anything goes."

RADIO DAILY says . . . "Johnny Olsen's 'Ladies Be Seated' ABChuckler starts its third year this week . . . Johnny's come a long way since we first spotted his talents one night via WTMJ, Milwaukee."

TELEVISION

THE BILLBOARD says . . . "Zip and zany emcee, Johnny Olsen, was in rare shape and with his fast patter proved himself, as usual, a topnotch video entertainer."



JOHNNY OLSEN

RECORDS

THE BILLBOARD says . . . "'Let's Play House,' with Johnny Olsen and Bette Buckner going back vocally to their childhood days, make the dittying count." (Apollo No. 1013) Also, in Swedish Dialect, "The Smorgasbord Song" Victor No. 25-1055.

THEATRE

THE EVENING TRIBUNE, LAWRENCE, MASS., says . . . "The jam-packed Warner Theatre, which has echoed to the laughter provoked by the best comics in vaudeville, never had a more engaging entertainer than Johnny Olsen, nor a more receptive audience."

"LADIES BE SEATED" - - "OLSEN RUMPUS ROOM"

Both on ABC Coast-to-Coast and TELEVISION

Thanks to "QUAKER OATS" (Aunt Jemima) Our Sponsor—and My Gal PENNY



IRENE RYAN

JACK CARSON
"CAMPBELL SOUP"
CBS

Management
Sid Gold
Hollywood, Calif.
Crestview 1-7149

HULL, MARY

Actress; b. Port Angeles, Wash.; Univ. of Wash.; El Capitan College of the Theater: The Fat Man; Counterspy; Eternal Light; NBC Tele; Mollie Mystery; Up to Youth; My True Story (ABC)

HURLBURT, MIRIAM

WATR, Waterbury, Conn.

HUSING, TED

(Husing, Edward B.); Disc jockey; b. New York, N. Y., Nov. 27, 1901; Pace Inst.; Columbia Univ. Ext.; Orange Bowl Football Game; Kentucky Derby; N. Y. & N. J. Stake Races; U. S. Army Recruiting Football Series; Indoor & Outdoor Track & Field; Disc jockey show, WHN (Ted Husing's Bandstand)

HUSTON, WALTER

ABC—The Fitzgeralds, Opportunity Knocks, Theater Guild on the Air

HUSZAGH, JANE

ABC—My True Story

HVASTA, LOU

WARM, Scranton, Pa.
WARM Radio Workshop

HYLAND, ART

WMBG, Richmond, Va.
WMBG Summer Theater

HYVONEN, BILL

KFJM, Grand Forks, N. D.
UND Radio Playmakers

— I —

IDELSON, BILLY

MBS—Vic & Sade

IRVING, CHARLES

ABC—Henry Morgan Show,
Willie Piper, My True Story
MBS—Exploring the Un-
known
CBS—Young Dr. Malone

ISBELL, HAROLD

ABC—Wake Up and Smile

ISH-KABIBBLE

NBC—Kay Kyser Show

IVES, RAYMOND

ABC—My True Story

— J —

JACKSON, JOAN

NBC—Aldrich Family

JAMESON, HOUSE

ABC—Hop Harrigan
CBS—Crime Doctor

JAMIESON, H. E.

KOL, Seattle, Wash.
Armchair Cruises

JANNEY, LEON

ABC—My True Story, The-
ater Guild on the Air

JANNEY, WILLIAM

ABC—My True Story

JANIS, VIVI

ABC—My True Story

JARVIS, AL

KLAC, Hollywood, Calif.
Make Believe Ballroom

JELLISON, BOB

NBC—Seatest Village Store

JEROME, EDWIN

CBS—Crime Doctor

JESSEL, GEORGE

ABC

JEWETT, TED

ABC—My True Story

JOHNS, JOHN

KDKA, Pittsburgh, Pa.
School of the Air, Adventures
in Research, On Their Own

JOHNSON, BESS

ABC—Ted Malone, Break the
Bank

JOHNSON, BILL

MBS—Adventures of Michael
Shayne, Detective

JOHNSON, CLIFF

MC, announcer; b. Beresford, S.
Dak.; Augusta, Coll.; Heart's
Desire (MBS).

JORDAN, JAMES E.

Fibber McGee & Molly.

JOHNSON, LAMONT

ABC—My True Story

JOHNSON, OLIVE

KDNT, Denton, Tex.
Cap & Bells

JOHNSON, PARKS

Radio actor; b. Sheffield, Ala.,
Mar. 22, 1891; Univ. of Ga.;
Emory College; Vox Pop (CBS)

JOHNSON, RAYMOND

WSM, Nashville, Tenn.

JOHNSON, RAYMOND

EDWARD
ABC—My True Story, War-
riors of Peace

RUTH PERROTT



“Aunt Aggie” on
JUDY CANOVA SHOW

*

“Mrs. Johnson” on
ALAN YOUNG SHOW

*

“Mrs. Pringle” on
EDDIE BRACKEN SHOW

Management

William Peck Agency
9172 Sunset Blvd.
Hollywood, Calif.

TO THE

**MUTUAL BROADCASTING SYSTEM
(and Jim O'Bryon)**

**AMERICAN BROADCASTING SYSTEM
BROADCAST MUSIC, INC.**

AFRA and all its Artists

WALTHAM WATCH COMPANY

WALTER (LORD TARLETON) JACOBS

RADIO EXECUTIVES CLUB OF NEW YORK

RADIO DAILY

—and many others—

*This is an appreciation of the honor and pleasure
of serving and a hope for your continuance
of*

“PHOTOGRAPHS BY HAROLD STEIN”

37 West 47th Street
New York 19, N. Y.

LO. 3-6177

WONDERFUL SMITH

“RED SKELTON SHOW”

NBC — Tuesday Night
6:30 P.M.



Exclusive Management
WILLIAM MORRIS AGENCY

— K —

JOHNSON, VIRGINIA
WCOL, Columbus, O.
Alice in Wonderland

JOHNSTONE, BILL
NBC—Today's Children

JONES, BETTINA
WEAN, Providence, R. I.
Dr.'s Orders, Album of
Corageous Women

JONES, HAZEL
ABC—Theater Guild on the
Air

JONES, MARY K.
ABC—My True Story

JORDAN, MARIAN
Radio actress; b. Peoria, Ill.;
Molly McGee on Fibber McGee &
Molly

JORDAN, OWEN
ABC—Terry & the Pirates, My
True Story

JOSTYN, JAY
Radio actor; b. Milwaukee, Wisc.;
Marquette Univ.; Wisc. Conserva-
tory of Music; Mr. District At-
torney (NBC)

JOYCE, ARLENE
ABC—My True Story

JULIAN, JOSEPH
ABC—Hiroshima. (John Her-
sey's Story)

JUSTER, EVELYN
ABC—My True Story
CBS—Aunt Jenny

KaDELL, CARLTON
NBC—Masquerade

KASPER, FRED
ABC—Club Matinee

KATE, MARIAN
WFAA, Dallas, Tex.

KAUFMAN, IRVING
NBC, CBS, MBS

KAY, BEATRICE
MBS—Beatrice Kay Show

KAYE, DANNY
ABC

KAYE, VIRGINIA
ABC—My True Story

KEANE, CHARLOTTE
CBS—The Adventures of
Ellery Queen

KEANE, THERESA
ABC—My True Story

KEANE, WILLIAM
ABC—Tennessee Jed

KEARSE, TIMOTHY LYNN
ABC—My True Story

KEARNS, JOSEPH
Actor, radio, stage; b. Salt Lake
City, Utah, Feb. 12, 1907; Mr.
Skeffington on Radio Theater
(CBS); Post Mortem; Suspense
(CBS); Casper Gutman on Sam
Spade (CBS); Arsenic & Old
Lace; Screen Guild; Our Vines;
Radio Theater (CBS); Brief
Pause for Murder; Whistler
(CBS)

KEATH, DONNA
ABC—My True Story

KEDDY, GRACE
ABC—My True Story

KEENE, BILL
ABC—My True Story

KEITH, RICHARD
MBS—True Detective
Mysteries

KELK, JACKIE
Radio actor; b. Brooklyn, N. Y.,
Aug. 6, 1923; Professional Chil-
dren's Sch.; Aldrich Family
(NBC); Superman (MBS)

KELLY, JIM
CBS—Mr. Keen, Tracer of
Lost Persons

KELLY, JOE
ABC—Quiz Kids, Breakfast
Club

KELPE, HENRY
KOIL, Omaha, Nebr.
Krime Klan

KELTON, PAT
ABC—Dick Tracy, Mary Small
Revue

KENNEDY, EVELYN SOULE
WDSU, New Orleans, La.

KENNISON, LOIS "Sugar"
NBC—Today's Children

KENT, ELAINE
ABC—My True Story

KERMAN, DAVID
ABC—My True Story

KERNS, M. CHARLES
WJAS, Pittsburgh, Pa.

KERR, LARRY
NBC—Young Widder Brown

SMILIN'
ED McCONNELL

NBC
BROWN SHOE CO.
Coast-to-Coast

25th Radio Anniversary
May 30th, 1947

Never a sustaining program
Sponsored 25 years



. . . **RADIO ARTISTS** . . .

KERSEY, PAUL
KWFC, Hot Springs, Ark.
Melody Play Boys

KETTLES, SALLY
KDKA, Pittsburgh, Pa.
School of the Air, Adventures
in Research, On Their Own

KIERAN, JOHN
NBC—Information, Please

KILPACK, BENNETT
CBS—Mr. Keen, Tracer of
Lost Persons

KILPATRICK, JESS
NBC—Dennis Day Show

KING, DENNIS
ABC—Warriors of Peace

KING, JOHN REED
ABC—Echoes of New York

KING, MARY
KSF'T, Trinidad, Colo.
Adventure Time

KINSELLA, WALTER
ABC—Theater Guild on the
Air

KIRBY, DURWARD
NBC—Honeymoon in New
York

KIRKWOOD, JACK

KLEIN, ADELAIDE
ABC—My True Story

KLINE, EUGENE
KDKA, Pittsburgh, Pa.
School of the Air, Adventures
in Research, On Their Own

KLISS, H. PAUL
KDB, Santa Barbara, Calif.
KDB Playhouse

KNIGHT, RAY
ABC—Good Morning, It's
Knight

KOCH, MARGARET
WCOL, Columbus, O.
Alice in Wonderland

KOHL, ART
NBC—Jimmy Edmondson
Show

KOLLMAR, RICHARD
ABC—Boston Blackie

KORDIC, REGIS
KDKA, Pittsburgh, Pa.
School of the Air, Adventures
in Research, On Their Own

KORMAN, ROSALIE
WTOD, Toledo, O.
Sunshine House

KRAMER, MANDELL
ABC—Counterspy

KRAMER, MAUDIE
ABC—My True Story

KRAMER, MAXINE
WHKC, Columbus, O.
Eileen Comes Calling

KRAMER, PHIL
NBC—Jimmy Edmondson
Show, Chesterfield Supper
Club, Adventures of Archie
Andrews

KROEGER, BARRY
ABC—My True Story
MBS—Crimes of Carelessness

LANCASTER, LUCY
ABC—My True Story

LANDICK, OLYN
ABC—The Sheriff

LANE, GLORIA
ABC—My True Story

LANE, RUSTY
ABC—My True Story

LANE, ZELLA
NBC—Story to Order

LANGAN, GLENN
MBS—Mystery Is My Hobby

LARKIN, JOAN
ABC—My True Story

LARKIN, JOHN
MBS—Buck Rogers

LARMON, HELEN
ABC—Milton Cross

LARRABEE, LOUISE
ABC—My True Story

LAST, RUTH
ABC—My True Story

LATHAM, CYNTHIA
ABC—Theater Guild on the
Air

LATHAM, JOE
ABC—Fishing & Hunting Club,
ABC—My True Story

LAUCK, CHET
ABC—Lum 'n' Abner

LAUGHNER, ROL
KTAR, Phoenix, Ariz.

LAURIE, JOE, JR.
Actor, writer; Can You Top This
(WOR-WNBC)

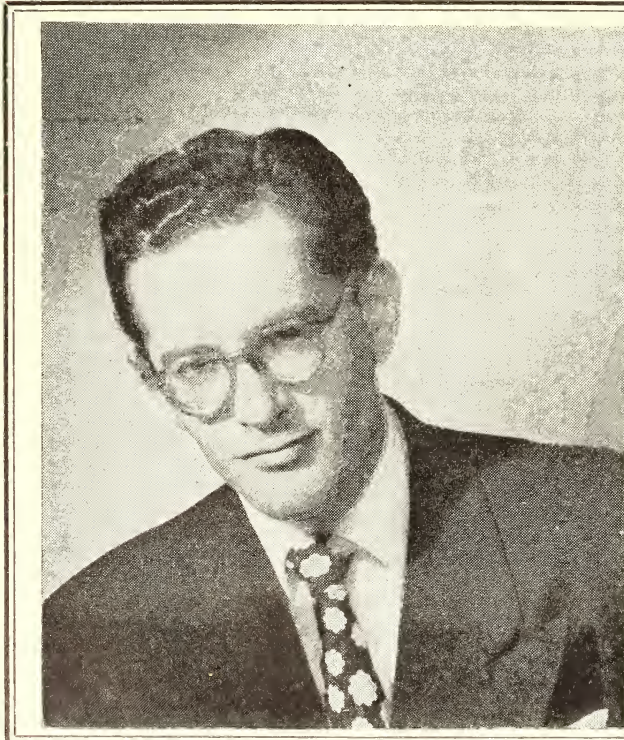
LAWRENCE, BOB
ABC—Kay Armen and Bob
Lawrence

— L —

LAFFERTY, FRAN
CBS—Aunt Jenny

LAKE, ARTHUR
CBS—Blondie

LAKE, FLORENCE
CBS—That's Finnegun



Robert Q. Lewis

Represented By
WILLIAM MORRIS

LAWRENCE, EMILY
ABC—Theater Guild on the Air

LAWRENCE, MORT
(Lawrence, Morton); Radio actor, announcer, narrator, writer; b. Philadelphia, Pa., Dec. 4, 1914; Strayer's Business College; Temple Univ.; Gangbusters; Exploring the Unknown; Adventures of the Falcon; Boston Blackie; Counter Spy; New World A Comin'; My True Story (ABC)

LAZAR, JOAN
ABC—My True Story

LAZAR, WILLIAM
ABC—My True Story

LEDoux, LEONE
NBC—Today's Children
CBS—Baby Snooks Show

LEE, MADELEINE
ABC—My True Story
CBS—Aunt Jenny

LEE, PATRICIA
KGY, Olympia, Wash.

LEE, PINKY
NBC—The Drene Show

LEEDS, PHIL
NBC—Bernie West's Carnival
Le GALLIENNE, EVA
ABC—Barnes, One Woman's Opinion

LeFEVRE, NED
NBC—Masquerade

LeGRAND, RICHARD
NBC—The Great Gildersleeve

LEHR, LEW
ABC—Detect and Collect,
Meet Me in Manhattan

LEHRER, RAYMOND
WNYC, New York, N. Y.
One Step Forward

LENARD, GRACE
ABC—My True Story

LENROW, BERNARD
ABC—My True Story

LENZ, TED
KGFJ, Hollywood, Calif.

LEONARD, SHELDON
CBS—Maisie
NBC—Meet Me at Parky's

LEVENE, SAM
ABC—Theater Guild on the Air

LEWIS, ABBEY
ABC—My True Story

LEWIS, CATHY
CBS—Eddie Bracken Show

LEWIS, ELLIOTT
MBS—Casebook of Gregory Hood

LEWIS, ROBERT Q.
Disc Jockey; b. New York, N. Y., April 5, 1921; Univ. of Mich.; B.A. Degree; Robert Q. Lewis Show; Saturday Night Revue (MBS).

LOVEJOY, FRANK
Design for Peace, Sound Off.

LEWIS, JEAN
ABC—My True Story

LIEBAN, MELVA
KOIL, Omaha, Nebr.
Krimé Klan

LINDE, BETTY
ABC—Stairway to the Stars

LINKLETTER, ART
Quiz master; b. Moose Jaw, Sask., Canada, July 1912; People Are Funny (NBC); G. E. House-party (CBS)

LIPTON, BILLY
ABC—My True Story

LIPTON, MARTHA
ABC—Ford Sunday Evening Hour

LIVINGSTONE, MARY
(Benny, Mrs. Jack); Actress; b. Seattle, Wash., June 23, 1909; The Jack Benny Show

LOCKE, RALPH
NBC—Life Can Be Beautiful

LORDE, ATHENA
Actress; b. New York, N. Y.; Columbia Un.v.; Reader's Digest (CBS); When a Girl Marries (NBC); The Shadow (MBS); Linda's First Love (World); Kate Smith Hour (CBS); Nick Carter (MBS)

LOVEJOY, FRANK
ABC—Theater Guild on the Air, Warriors of Peace

LOWERY, BILL
WBEJ, Elizabethton, Tenn.
Wide Horizons

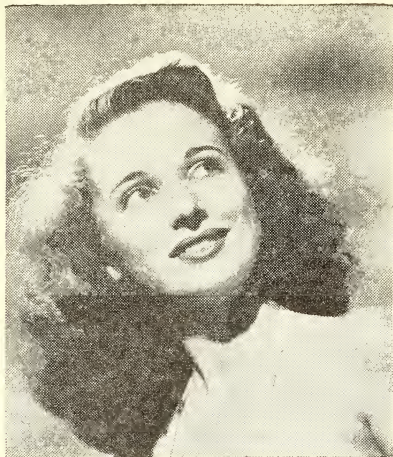
LUNT, ALFRED
ABC—Theater Guild on the Air

EASY
ACES

Transcriptions
FREDRIC W. ZIV COMPANY
Cincinnati, Ohio



LURENE TUTTLE



BARBARA EILER

GLAMOUR MANOR—"Barbara"
FRANK MORGAN SHOW—"Mary Patts"
LIFE OF RILEY—"Babs"

Also heard on
MASQUERADE and MAYOR OF THE TOWN



JAY JOSTYN

"MR. DISTRICT ATTORNEY"

WINNER TAKE ALL!



PACKAGED
PRODUCED — DIRECTED
by
MARK GOODSON — BILL TODMAN



CHARLOTTE MANSON

RADIO ARTISTS

LYNCH, KENNETH
ABC, Powers Charn School of the Air

LYNCH, PEG
ABC—Ethel & Albert, Woman's Exchange

LYNCH, LORNA
ABC—My True Story

LYON, GLENNICE
KRKO, Everett, Wash. This Is Your College

LYTELL, BERT
ABC—Warriors of Peace

LYTELL, WILLIAM
ABC—My True Story

— M —

MacCORMACK, FRANKLYN
CBS—Bouquet for You

MacDONALD, MARGARET
ABC—Mary Small Revue

MacELHONE, ELOISE
MBS—Leave It to the Girls

MacGREGOR, CATHERINE
ABC—My True Story

MacINTOSH, STUART
ABC—My True Story, Willie Piper

MACK, GILBERT
Actor, director; b. New York, N. Y., Nov. 3, 1912; Inner Sanctum; Superman; Reader's Digest; Grand Central Station; Molle Mystery Theater; Harvest of Stars

MACK, EDDIE
KDKA, Pittsburgh, Pa. School of the Air, Adventures in Research, On Their Own

MacPHERSON, JOE
MBS—Dixie House Varieties

MacQUARRIE, HAVEN
Actor; Noah Webster Says (NBC); b. Boston, 1894

MACY, JERRY
NBC—McGarry and His Mouse, Molle Mystery Theater, Bernie West's Carnival

MAHER, ELLEN
ABC—Theater Guild on the Air

MAHER, WALLY
MBS—Adventures of Michael Shayne, Detective

MAITLAND, ARTHUR
ABC—Patt Barnes

MALDEN, KARL
ABC—My True Story

MALLOY, SMYTHE
KHOZ, Harrison, Ark.

MALONE, TED
(Russell, Alden F.); Radio story teller, poetry editor, commentator, MC; b. Colorado Springs, Colo., May 18, 1908; William Jewell College; Ted Malone (ABC); MC, Leave It to the Girls (MBS); MC, The Prudential Family Hour (CBS); Tele Series (WRBC, ABC)

MANN, GLORIA
NBC—Johnny Morgan Show, Adventures of Archie Andrews

MANN, JERRY
ABC—Stairway to the Stars

MANNING, JACK
ABC—Theater Guild on the Air, My True Story, Fishing & Hunting Club

MANSFIELD, ANDY
KWKW, Pasadena, Calif. Andy Mansfield

MANSON, CHARLOTTE
Actress; b. New York, N. Y., Jan. 21, 1921; NYU, BS; Georgia on the Creeper; Dr. Carlson McVicker on Road of Life; Patsy on Nick Carter; The Sheriff; Marjorie on Helen Trent; My True Story (ABC)

MARCH, HAL
CBS—Sweeney & March

MARDEN, ADRIENNE
CBS, NBC

MARKHAM, MARCELLA
ABC—My True Story

MARLOW, FRANK
WSM, Nashville, Tenn.

MARLOWE, FAY
ABC—Patt Barnes

MARLOWE, NORA
ABC—My True Story

MARR, EDDIE
ABC—Radio Hall of Fame

MARSH, MYRA
NBC—A Date With Judy

MARSHACK, ALEXANDER
WNYB, New York, N. Y.

MARSHALL, HERBERT
CBS—Hollywood Star Time

MARSHALL, OSWALD
ABC—Theater Guild on the Air

MARY
MARGARET
McBRIDE

WNBC

"For my money, Mary Margaret is the greatest impresario radio has ever developed."

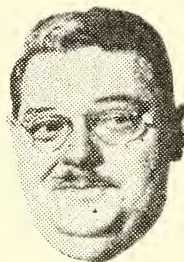
BENNETT CERF

The Saturday Review of Literature

49 West 45 St.

N. Y. C.

PROF. QUIZ



A B C

10 to 10:30 P.M., Saturdays

for

Amoco Gas & Amoco Tires

Exclusive Management:
Franklin H. Small—149 West 51st St., N. Y. C.



ELLEN FENWICK
LE. 2-1100

**TED
COTT**

ALAN COURTNEY

*"The Nation's Most Original
Disc-Jockey"*

Originator of the 1280 Club . . . Originator
of the FIRST RECORD REVIEW program . . .
Courtney's Record Carnival for WOR-MBS
. . . M.C. for Korn Kobblers Transcriptions.

At present in **Denver** for relief of sinusitis
and meanwhile building a new record mar-
ket over Courtney's Campus Club on **KMYR**.

5:15 to 6:45 P.M. Monday thru Friday

Personal representation:

SIDNEY M. GOETZ

415 Lexington Ave.

MU 2-7001



LON CLARK
Title Role in "Nick Carter" MBS
Writer—Producer—Narrator of
Children Albums
Actor — Announcer — Narrator
LA 4-1200

RADIO ARTISTS

MARTIN, IAN
ABC—Nine September

MARTIN, JANE
ABC—My True Story

MARTIN, ROSS
WTOP, Washington, D. C.
Janice Grey. You're the Top

MASON, MORRIS
WSBC, Chicago, Ill.
Jewish Radio Guild

MASON, REGINALD
ABC—Theater Guild on the Air

MASSEY, RAYMOND
NBC—Harvest of Stars

MATHEWS, GRACE
MBS—The Shadow
ABC—My True Story

MAUDE, MARGERIE
ABC—Theater Guild on the Air

MAXWELL, FRANK
NBC—Lee Sullivan's Vest Pocket Varieties

MAYER, HEIDY
WGBS, Miami, Fla.
Story Time Lady, Look Who's Here

MAWBY, RICHARD
WGIL, Galesburg, Ill.
County Express

McBRIDE, JACK
ABC—My True Story

McBRIDE, MARY MARGARET
WNBC

McCALLION, JIMMY
ABC—Theater Guild on the Air, My True Story

McCALLUM, MABEL
MBS—Exploring the Unknown

McCAMBRIDGE, MERCEDES
CBS—Big Sister
ABC—Dick Tracy

McCAMMON, BESS
ABC—My True Story

McCARTHY, ALVIN
ABC—My True Story

McCARTHY, CHARLIE (Edgar Bergen)
NBC—Edgar Bergen Show

McCARTHY, KEVIN
ABC, My True Story

McCONNELL, SMILIN' ED
Story teller, MC, singer; b. Atlanta, Ga., Jan. 12, 1892; William Jewell College; began radio work 1922, WSB, Atlanta, Ga. Present sponsors: The Brown Shoe Co. (NBC); The Mantle Lamp Co. (Transcriptions); The Cole Milling Co.

McCORMACK, FRANKLIN
ABC—Hymns of All Churches

McCRARY, TEX.
WNBC—"Hi, Jinx"

McDANIEL, HATTIE
NBC—Amos 'n' Andy

McDONALD, DONALD
ABC—Theater Guild on the Air

McDONALD, CRAIG
ABC—Fishing & Hunting Club of the Air, Dick Tracy

McDONNELL, CRAIG
NBC—Eileen Barton Show

McGEEHAN, PATRICK JOSEPH

Actor; b. Steelton, Pa., Mar. 4, 1907; Univ. of Va.; Red Skelton; Joan Davis; Abbott & Costello; Life of Riley; Picture trailers; narrations

McGEHEE, GENE
KFH, Wichita, Kans.
Morning Merry-Go-Round

McGOVERN, JOHN
ABC—My True Story

McGRATH, BYRON
ABC—My True Story

McGRATH, PAUL
CBS—Big Sister
ABC—Theater Guild on the Air

McGREGOR, CATHY
ABC—My True Story

McGUIRE, BOBBY
MBS—Twenty Questions

McHUGH, FRANK
CBS—That's Finnegan

McKEE, BLANCHARD
ABC—Tennessee Jed

McKEEN, EDDIE
ABC—The Al Pearce Show


McLAUGHLIN, ARLINE
KYUM, Yuma, Ariz.
Songs by Arline

McLAUGHLIN, DON
ABC—Counterspy

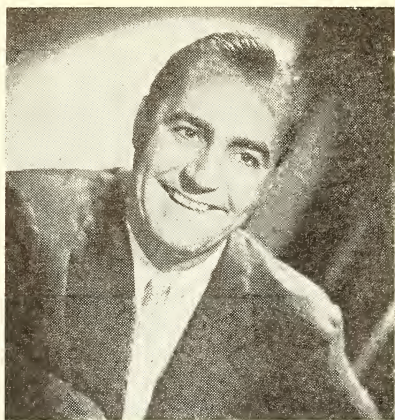
McMICHAELS, FLORENCE (Flo)
NBC—Bernie West's Carnival, Lee Sullivan's Vest Pocket Varieties, Jimmy Edmondson Show



ELVIA ALLMAN
"So What!"



DON DOUGLAS



JIM BACKUS

Appearing as Hubert Updike on the Alan Young Show for Bristol-Myers — Every Friday Night at 8:30 P. M., EST., NBC.

Personal Management

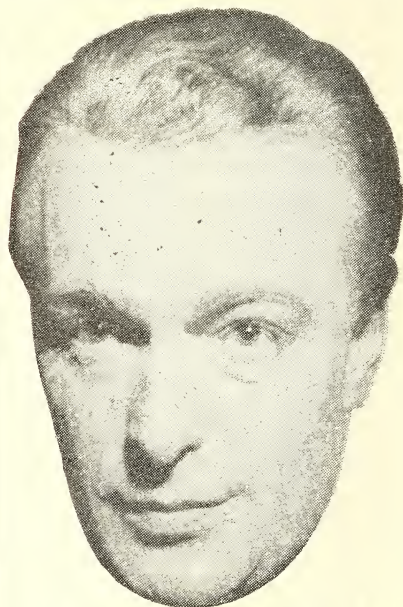
Frank Cooper
521 Fifth Avenue
New York City, N. Y.

7225 Hollywood Blvd.
Hollywood, Calif.

**BEST WISHES,
WISHES THAT IS**

KENNY DELMAR

PETER DONALD



STAATS COTSWORTH

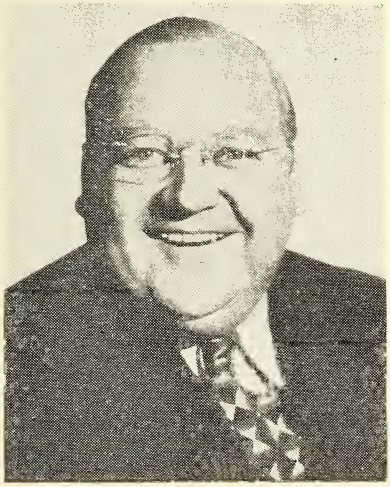
LEx. 2-1100

RADIO ARTISTS

McNEILL, DON
 ABC—Breakfast Club
McNELLIS, MAGGI
 NBC—Maggi's Private Wire
McQUEEN, BUTTERFLY
 ABC—The Fitzgeralds
McVEAGH, EVE
 ABC—My True Story
McVEY, TYLER
 ABC—Glamour Manor
MEADER, BRENTON
 WEAN, Providence, R. I.
 Dr.'s Orders, Album of Cour-
 ageous Women
MEES, OSCAR
 WCMW, Canton, O.
MEIGHAN, JAMES
 MBS—Adventures of the Fal-
 con
MELVIN, AL
 ABC—My True Story
MENKEN, HELEN
 ABC—Woman's Exchange,
 Theater Guild on the Air
MERANDE, DORO
 ABC—Theater Guild on the
 Air
MERMAN, ETHEL
 ABC—Stairway to the Stars
MERRILL, GARY
 ABC—My True Story
MERRILL, LOU
 CBS—That's Finnegan
MICHAEL, MARY
 ABC—My True Story
MILLER, MARVIN
MILLER, SIDNEY
 CBS—Maisie
MILLER, TONY
 ABC—Theater Guild on the
 Air

MILLER, W. A.
 KRIG, Odessa, Tex.
 Little Theater
MILLS, FRANK
 WBAP-KGKO, Fort Worth,
 Tex.
 Your Story Parade
MINER, JAN
 CBS—Perry Mason
MITCHELL, LES
 (Mitchell, Lester M.); Actor,
 producer, writer; b. Malinta, O.,
 Theater of Famous Radio People;
 Oct. 27, 1904; Univ. of Toledo;
 Masquerade; Skippy Hollywood
 Theater.
MITCHELL, SHIRLEY
 MBS—McGarry and His
 Mouse
MOLINARO, LARRY
 WNAR, Norristown, Pa.
MONAHAN, DICKIE
 ABC, Alan Young Show, My
 True Story
MONKS, JAMES
 ABC, My True Story
MOORE, GARRY
 Comedian; b. Baltimore, Md.,
 Jan. 31, 1915; Baltimore City
 Coll.; Durante-Moore Show
 (CBS); Elgin Thanksgiving Show
 (CBS); Command Performance;
 Dinah Shore Show (CBS).
MOORE, MARY ALICE
 ABC—My True Story
MOOREHEAD, AGNES
 CBS, Mayor of the Town

MORAN, BETTY
 NBC, Today's Children
MORGAN, CLAUDIA
 CBS, Adventures of the Thin
 Man
MORGAN, ELIZABETH
 ABC, My True Story
MORGAN, FLOYD T.
 KVNU, Logan Utah
 KVNU Players
MORGAN, FRANK
 (Wupperman, Francis Phillips);
 Actor; b. New York, N. Y., June
 1, 1890; Cornell Univ.; Dr.
 Thaddeus Q. Tweedy on Frank
 Morgan Show
MORGAN, HENRY
 ABC, Here's Morgan, Henry
 Morgan Show
MORGAN, JOHNNY
 NBC—Johnny Morgan Show
MORRIS, BEN
 WKY, Oklahoma City, Okla.
MORRIS, ELSIE
 KYW, Philadelphia, Pa.
 Dorothy Derby
MORRISON, BRETT
 ABC, My True Story
 MBS, The Shadow
MORRIS, JOE
 MBS, Gold & Silver Minstrels
MORROW, IRVING
 ABC, My True Story
MORTESEN, ARTHUR
 KOVO, Provo, Utah
 Friendly Visitor
MOSS, ARNOLD
 ABC, Warriors of Peace,
 Meet Me In Manhattan



ARTHUR Q. BRYAN
 Waymond Wadcliffe
 Doctor Gamble

**LAWSON
 ZERBE**

The Negative Approach . . .



. . . to Positive Results.

VERNA FELTON

"JOAN DAVIS" Show

"RED SKELTON" Show

IRVING KAUFMAN

THE MAN OF CHARACTERS AND SONG

CURRENTLY APPEARING IN
"STREET SCENE"

"... an amusing intellectual."

Brooks Atkinson, N. Y. Times

"... bits by Irving Kaufman will long be remembered."

Harry Hershfield, Sunday Mirror

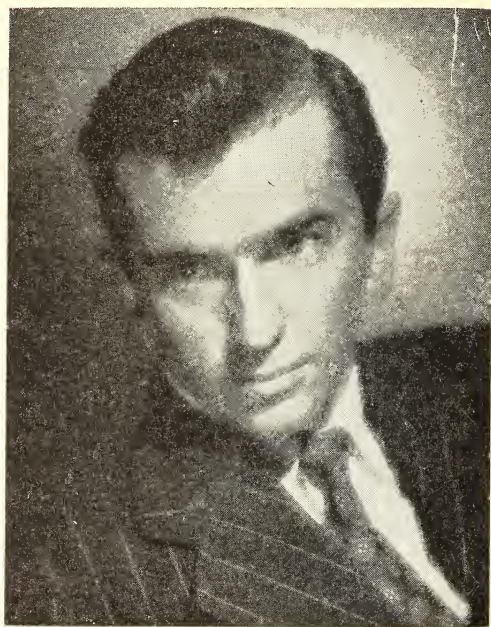
"... a noteworthy type, as a Jewish next-door neighbor with sharp ideas on economics and ideologies."

Variety

"... the priceless Mr. Kaplan becomes real and marvelous when he sticks his head out of the window and condemns reactionary parents and capitalistic society in a moment of spoken dialogue which is one of the big hits of the show."

Olin Downes, N. Y. Times

LE. 2-1100



JACKIE KELK

MULLEN, CHARLES
NBC—Adventures of Archie Andrews

MURDOCK, KERMIT
ABC, My True Story

MUSE, KRUGER
KFPW, Fort Smith, Ark.
Director Little Theater

MYERS, JOE
WKY, Oklahoma City, Okla.

— N —

NACHE, CHAYA
ABC, Junior Junction

NEELY, HENRY M.
ABC, My True Story

NEILSON, FRANCIS
ABC, My True Story

NEISEN, CLARE
NBC, Backstage Wife

NELSON, DICK
ABC, My True Story, Willie Piper

NELSON, FRANK
NBC, Sealtest Village Store

NELSON, JOHN
ABC, Bride & Groom

NELSON, OZZIE
CBS, Adventures of Ozzie & Harriet

NELSON, RICK
WSAP, Portsmouth, Va.
Listen

NEWMAN, EDDIE
ABC, The Ruckus Room

NILSSON, NORMA JEAN
Lux Radio Theater, Stars Over Hollywood, Screen Guild Players, This Is My Best, Eddie Bracken Story, The Jack Carson Show.

NOA, JULIAN
ABC, My True Story

NOBLES, EDNA
WIRA, Fort Pierce, Fla.
In The Woman's World

NORMAN, GENE
KFWB, Hollywood, Calif.

NORTON, JACK
CBS, Eddie Bracken Show

NOVELLO, JAY
NBC, Masquerade

— O —

O'BRIEN, VINCENT
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

OCKO, DANNY
ABC, My True Story, Theater Guild on the Air

O'HARA, SHIRLEY
ABC, My True Story, Theater Guild on the Air

OLIVER, SHIRLEY
ABC, My True Story

OLIVER, STERLING
ABC, My True Story

OLSEN, JOHNNY
(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Matinee (ABC)

OLSON, OLE
ABC, Breakfast Club, Quiz Kids

O'MALLEY, NEIL
ABC, My True Story

ORK, ANGELYN
MBS, Captain Midnight

ORTEGA, SANTOS
CBS, Big Sister

OSTERWALD, BIBI
ABC, Theater Guild on the Air

O'TIS, DON
Don Lee Network

OVERTON, GEORGE
KTMC, McAlester, Okla.

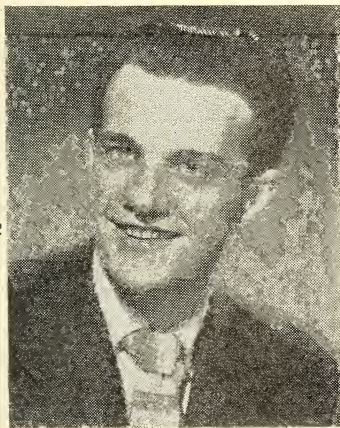
OWEN, ETHEL
ABC, The Listening Post

— P —

PAAR, JACK
ABC, Stairway to the Stars

PACKAM, BILL
ABC, Club Matinee, Packam Inn

PAGE, GALE
NBC, Today's Children



BILL CULLEN

EMCEE ON:

WINNER TAKE ALL
C.B.S.

GUEST EMCEE ON:

GIVE AND TAKE
MISSUS GOES A SHOPPIN'

for information dial - - - 411

MORT LAWRENCE

• Producer

• Actor

• Writer

• Announcer



PHIL CLARKE

L.A. 4-1200

or

LE. 2-1100

Hello There!

from

TED MALONE

WESTINGHOUSE

American Broadcasting Co.

JOSEPH KEARNS



SUSPENSE

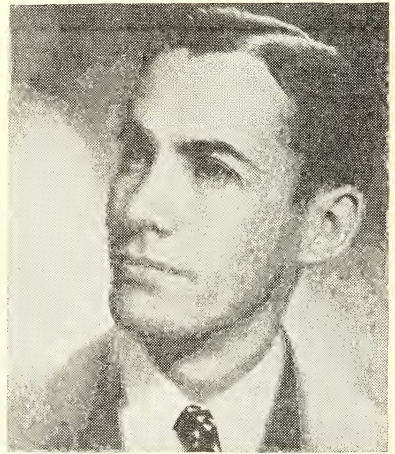
JUDY CANOVA

THE WHISTLER

MAISIE

SAM SPADE

CAMERON ANDREWS



HENRY MORGAN SHOW—ABC

'ENOR' on "Lone Journey"

CBS

'HOT SHOT CHARLIE' on
"Terry & The Pirates"

ABC

TELEVISION



RADIO ARTISTS

PALMER, ILENE
NBC, Road of Life

PARKER, WOODY
CBS, Rosemary

PARKHIRST, FRANK
ABC, My True Story

PARKS, BERT
MBS, Judy 'n Johnny
ABC, Try 'n Find Me, Break the Bank, Hires Sunday Party

PARKYAKARKUS (EINSTEIN, HARRY)
NBC, Meet Me At Parky's

PARSONS, HARRIET
ABC, The Louella Parsons Show

PATEKY, VERONIKA
NBC, Women In White

PATRICK, PAT
NBC, Edgar Bergen Show

PATTERSON, NEVA
ABC, Blind Date

PATTON, MARY
ABC, My True Story

PAWLEY, ED
CBS, Big Town

PAYNE, VIRGINIA
CBS, Ma Perkins

PEARCE, AL
ABC, The Al Pearce Show

PEARSON, BEATRICE
ABC, Theater Guild on the Air

PEARSON, GEGE
NBC, Red Skelton Show

PEARSON, TED
NBC, Cavalcade of America

PEARY, HAL
NBC, The Great Gildersleeve

PENMAN, CHARLES
ABC, My True Story

PERERA, LYDIA
NBC, Story to Order

PERKINS, JUDY
MBS, Checkerboard Jamboree

PERROTT, RUTH
Actress, radio, stage, screen; b. Washington, D. C.; Carnegie Tech; Aunt Aggie on Judy Canova Show; Mrs. Johnson on Allan Young Show; Mrs. Pringle on Eddie Bracken Show; Hollywood Players; Lux Show; Screen Guild Show

PETERSON, LEUKA
ABC, My True Story

PETRIE, GEORGE
ABC, My True Story

PETUE, GEORGE
ABC, My True Story

PIERCE, MADELEIN
ABC, My True Story

PIOUS, MINERVA
ABC, Alan Young Show, Radio Hall of Fame
CBS, Lone Journey

PITT, EMMA
ABC, My True Story

POLESIE, HERB
MBS, Twenty Questions

POLLACK, BOB
ABC, My True Story

POLLACK, BOB
KTAR, Phoenix, Ariz.

POST, BILL
ABC, My True Story

POST, ELAINE
ABC, My True Story

POST, TOM JR.
ABC, My True Story

POTTER, PAUL
CBS, The Strange Romance of Evelyn Winters

POTTER, PETER
KHJ, Hollywood, Calif.

PRENTISS, ED
MBS, Captain Midnight

PRESSMAN, DAVID
ABC, My True Story

PRICE, LEIGH
ABC, My True Story

PRICHETT, FLORENCE
MBS, Leave It To The Girls

PRIESTLEY, HARRIET
ABC, My True Story

PROFESSOR QUIZ
(Craig, Earl); Radio performer; b. Boston, Mass.; Tufts; Harvard; Professor Quiz

PRUDHOMME, CAMERON
ABC, Theater Guild on the Air
CBS, David Harum

PRYOR, ROGER
ABC, Theater Guild on the Air

PUTCH, BILL
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

PUTNAM GEORGE CARSON
MBS, Spotlight on America

— ♪ —

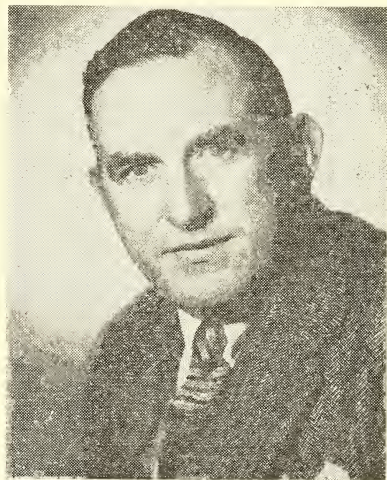
QUIGLEY, ROBERT
ABC, My True Story

DON MARTIN



School of Radio Arts
Founded in 1937

Announcers — Production Managers
Script Writers — First Class Technicians
1655 N. Cherokee Hollywood, Calif.



ED BEGLEY

Will Brown—"Aldrich Family"—NBC
Sgt. O'Hara — "Fat Man" — ABC
Pete Stone — "Big Sister" — CBS
Francis Hayfield—"Myrt & Marge"—
Mutual



PAUL DUBOV

Hollywood Story ABC
Ellery Queen CBS



TELEVISION



PAT MCGEEHAN

- "RED SKELTON" Show
- "JOAN DAVIS" Show
- "ABBOTT & COSTELLO" Show

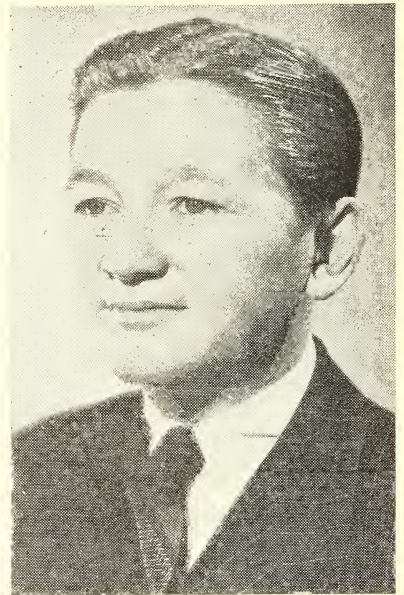
AMANDA RANDOLPH

"Aunt Jemima" on
'Ladies Be Seated' . . . ABC

•
Spot Announcements

•
Singing Commercials

•
Television



Walter "Leroy" Tetley

. . . **RADIO ARTISTS** . . .

QUINN, BILL
ABC, My True Story
QUISTAL, MAE
ABC, My True Story

QUIZ KIDS
NBC

— **R** —

RABY, JOHN
NBC, When a Girl Marries
RAEBURN, BRYNA
ABC, My True Story
RAFETTO, MICHAEL
ABC, Glamour Manor
RAHT, KATHERINE
NBC, Aldrich Family
RAINEY, TOM
ABC, My True Story
RAINEY, WILLIAM
ABC, My True Story
RAND, EDWIN
NBC, Today's Children

RANDOLPH, AMANDA

Actress, vocalist; b. New York, N. Y.; Ladies Be Seated (ABC); Young Dr. Malone; Hour Glass (NBC Tele)

RANDOLPH, DON
ABC, My True Story

RANDOLPH, LILIAN
NBC, The Great Gildersleeve

RAPHAEL, GERRIANNE

CBS, Rosemary

RATHBONE, BASIL

MBS, Scotland Yard

RAUH, HELEN
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

RAWLINSON, HERBERT

NBC, Masquerade

RAWLS, EUGENIA
ABC, My True Story

READICK, FRANK
ABC, Fishing & Hunting Club
CBS, Crime Doctor

REDFIELD, BILLY
ABC, Willie Piper

REED, ALAN
CBS, Baby Snooks Show, Jack Carson Show

REED, CAROL
WPEN, Philadelphia, Pa.
Holiday Inn, Four Star Final

REID, ELLIOTT
ABC, Theater Guild on the Air

REINHEART, ALICE
MBS, Abbott Mysteries

RICE, ROSEMARY
ABC, My True Story

RICH, BARBARA
WMBG, Richmond, Va.
WMBG Summer Theater

RICH, DORIS
NBC, Stella Dallas; Portia Faces Life

RICHARDS, GRANT
ABC, My True Story

RIDGELEY, HARRY
WTAM, Cleveland, O.
In Another World

RIEHL, DAVID
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

RIGGS, TOMMY
ABC, Tommy Riggs Show

RINARD, FLORENCE
MBS, Twenty Questions

RITTER, THELMA
NBC, McGarry and His Mouse

RIVERS, ANTHONY
ABC, My True Story

ROBBINS, PATRICIA
ABC, My True Story

ROBERTS, KEN
Quick As A Flash

ROBERTS, LORRAINE
KDB, Santa Barbara, Calif.
KDB Playhouse

ROBIN, MILDRED
ABC, My True Story

ROBINSON, BARTLETT
ABC, My True Story

ROBINSON, FRANCES
ABC, Murder and Mr. Malone

ROBINSON, LARRY
ABC, Tennessee Jed, My True Story

ROCHESTER
(Andersen, Edmund Lincoln); Actor; b. San Francisco, Calif., Sept. 18, 1905; Comedian on the Jack Benny Show

ROESSLER, ELMIRA
ABC, Packham Inn

ROGERS, ROY
Actor; b. Dick Run, O.; Saturday Night Round-Up (NBC)



EDDIE "The Waiter" GREEN
DUFFY'S TAVERN
Since the very first day

E. V. DURLING says . . .

"GEORGE B. EVANS, Press agent extraordinary.—. specializes in clever and subtle exploitation."

GEORGE B. EVANS
Publicity

NEW YORK

HOLLYWOOD

ROLF, ERIC
NBC, Bob Burns Show

ROLFE, MARY
CBS, Rose of My Dreams
ABC, My True Story

ROMANO, AMELIA
ABC, My True Story

RONSON, ADELE
ABC, My True Story

ROOS, JEANINE
NBC, Fitch Bandwagon

ROSE, NORMAN
ABC, My True Story

ROSS, EARLE
CBS, Mel Blane Show

— ROST, ELAINE

Actress; b. Cincinnati, O.; Cincinnati Conservatory of Music; Reader's Digest; Gangbusters; NBC Tele; Eternal Light; Famous Jury Trials; Up to Youth; Spotlight on America (MBS); Aunt Jenny (CBS)

ROUVEROL, JEAN
NBC, One Man's Family

ROVENTINI, JOHNNY
NBC, Johnny Presents the Philip Morris Program; Philip Morris Follies of 1946; Philip Morris Frolies

ROWLAND, SAM
KWKW, Pasadena, Calif.

RUBIN, JACK
ABC, The O'Neills

RUICK, MEL
ABC, My True Story

RUSSELL, RUTH
ABC, My True Story

RUSSELL, TODD
ABC, Try 'n Find Me
MBS, Double Or Nothing

RUTHERFORD, ANN
CBS, Eddie Bracken Show

RYAN, IRENE

(Knox, Irene); Actress; b. El Paso, Tex.; Jack Carson Show (CBS)

RYAN, PATRICIA
MBS, Real Stories from Real Life
ABC, My True Story

— S —

SACHS, ADELAIDE
KDKA, Pittsburgh, Pa.
School of the Air, Adventures in Research, On Their Own

ST. JOHN, LEWIS
KHOZ, Harrison, Ark.

SAUNDERS, STEVE
MBS, Singing Sweethearts

SAWIN, LOUIS
WKLX, Lexington, Ky.
Lexington Air Theater

SCHLEIFER, KEN
WGIL, Galesburg, Ill.
County Express

SCHNABEL, STEFAN
ABC, Theater Guild

SCOURBY, ALEX
ABC, Hour of Mystery

SCOTT, ALAN
MBS, Easy Does It

SCOTT, BYRON
WHMV, E. St. Louis, Ill.
Special Events

SCOTT, FRANCES

(Basch, Frankie S.); MC, commentator, actress, writer; b. San Francisco, Calif.; MC, Topsy Turvy Quiz Tele Show; MC, Let's Play Reporter; MC and star interviewer, Starlighted Revue; Commentator, It Takes a Woman; Fact or Fantasy; Personality Parade

SCRIBNER, JIMMY
MBS, The Johnson Family

SEYMOUR, DAN
CBS, Aunt Jenny

SHAW, JOSEPH
WAGC, Chattanooga, Tenn.
Chattanooga Talent Parade

SHAW, MARTHA
Retribution, Dark Venture, Romance of Ranchos, Meet The Missus, Surprise Party, Armed Forces Radio.

SHELLEY, BILL
ABC, My True Story

SHEPHERD, ANN
CBS, Big Sister

SHIELDS, HELEN
ABC, Theater Guild, My True Story

SHIPP, MARY
NBC, Aldrich Family

SHIRLEY, ALFRED
ABC, Theater Guild, My True Story

SHOCKLEY, MARION
CBS, Road of Life
ABC, My True Story

SHORE, DINAH
CBS, Dinah Shore Show

RACKIN

and

PITTINGER

PUBLICITY

1103 N. El Centro Ave., Gladstone 5146
Hollywood, Calif.



EDDIE "ROCHESTER" ANDERSON

SHORT, ELSA
 WWWB, Jasper, Ala.
 Children's Hour

SHRINER, HERB
 NBC, Philip Morris Follies of 1946; Philip Morris Frolies

SICKLES, WALTER
 KDKA, Pittsburgh, Pa.
 School of the Air, Adventures in Research, On Their Own

SILETHI, MARIO
 WNYC, New York, N. Y.
 One Night Stand

SIMMS, GINNY
 CBS, Ginny Simms Show

SINGLETON, DORIS
 NBC, Alan Young

SINGLETON, PENNY
 (Spark, Mrs. Robert S.); Actress, screen, radio; b. Philadelphia, Pa.; Blondie (CBS) (Columbia Pictures)

SKELTON, RED
 Comedian; b. Vincennes, Ind., July 18, 1913; The Red Skelton Show (NBC)

SKINNER, CORNELIA OTIS
 NBC, Johnny Presents the Philip Morris Program

SKINNER, MERRILL
 KTFI, Twin Falls, Idaho

SLATER, BILL
 MBS, Twenty Questions

SLOANE, EVERETT
 ABC, Listening Post, Hiroshima

SLOFOOT, DENNY
 KMBC, Kansas City, Mo.
 Early Bird Jamboree, Brush Creek Follies

SMART, JACK
 ABC, The Fat Man

SMITH, BILL
 CBS, Rose of My Dreams

SMITH, SYDNEY
 MBS, Real Stories from Real Life

SMITH, WONDERFUL
 Actor; b. Arkadelphia, Ark., June 21, 1911; The Red Skelton Show (NBC)

SMOLEN, VIVIAN
 CBS, Our Gal Sunday

SMYTHE, J. ANTHONY
 NBC, One Man's Family

SNERD, MORTIMER (BERGEN, EDGAR)
 NBC, Edgar Bergen Show

SNYDER LOUISE
 MBS, Adventures of the Falcon

SONDERGAARD, HESTER
 ABC, My True Story

SOUTHERN, ANN
 CBS, Maise

SPADAFORE, JOE
 KWFC, Hot Springs, Ark.
 KWFC Jamboree

SPENCER, EDITH
 CBS, Aunt Jenny

STAFFORD, HANLEY
 CBS, Baby Snooks Show, Blondie

STANFORD, BOB
 WFAA, Dallas, Tex.

STANFORD, LES
 KDKA, Pittsburgh, Pa.
 School of the Air, Adventures in Research, On Their Own

STANG, ARNOLD
 ABC, Theater Guild, Henry Morgan Show

STARKEY, JED
 KMBC, Kansas City, Mo.
 Dinner Bell Roundup, Brush Creek Follies

STATES, CONNIE
 WCED, Dubois, Pa.
 Tri-County Bulletin Board

STEARNS, CONSTANCE
 WEAN, Providence, R. I.
 Dr's Orders, Album of Courageous Women

STEHIL, EDGAR
 NBC, Cavalcade of America; Home Is What You Make It; David Harum; Life Can Be Beautiful; Eternal Light; Front Page Farrell; Backstage Wife

STEVENS, JULIE
 CBS, Romance of Helen Trent

STEVENS, KAY
 WSM, Nashville, Tenn.

STEWART, HARRY
 CBS, That's Finnegan

STEWART, JAY
 ABC, What's Doing Ladies

STONE, ANN
 MBS, Count of Monte Cristo

STONE, EZRA
 (Bialagrudski, Ezra A.); Actor, director; b. New Bedford, Mass., Dec. 2, 1917; Oak Lane Country Day School of Temple Univ., American Academy of Dramatic Art; Aldrich Family

STONE, PAULA
 MBS, Leave It To The Girls

STONE, SALLY
 MBS, Singing Sweethearts

STRATTON, CHESTER
 ABC, Theater Guild, My True Story

STRATTON, GIL JR.
 MBS, Those Websters

STRICKLAND, AMZIE
 Actress; b. Ok'lahoma City, Okla.; Univ. of Okla., B.A.; Reader's Digest; Jones & J.; Your FBI; Helen Trent; Famous Jury Trials; The Fat Man

STROOCK, GLORIA
 MBS, Crimes of Carelessness

STUDEBAKER, HUGH
 NBC, Women In White

STUDER, HAROLD
 NBC, Adventures of Frank Merriwell

STYLES, HAL
 KFVB—Vets Talk It Over
 KFVB—So You'd Like To Be in Radio

SULLIVAN, ELLIOTT
 ABC, My True Story

SULLIVAN, LEE
 NBC, Lee Sullivan's Vest Pocket Varieties

SWEENEY, BOB
 CBS, Sweeney & March

SWEET, MARION
 ABC, My True Story

SWENSON, KARL
 CBS, Our Gal Sunday

— T —

TANNEN, ERNEST
 WSAP, Portsmouth, Va.
 Listen

TARPLIN, MAURICE
 MBS, Mysterious Traveler

TAYLOR, BEVERLY
 ABC, Club Time

TAYLOR, DEEMS
 NBC, RCA Show

TAYLOR, GLENN
 WTOP, Washington, D. C.
 Mr. & Mrs. Harmony

TEEMAN, ANNE
 ABC, My True Story

TENNYSON SCOTT
 ABC, Theater Guild

TERRY, RENEE
 ABC, My True Story

TETLEY, WALTER
 Actor; b. New York, N. Y.; Leroy on The Great Gildersleeve; Breakfast in Hollywood (ABC)

TETZEL, JOAN
 ABC, Theater Guild

THOMAS, ANN
 Actress; b. Newport, R. I.; Professional Children's School; Theater Guild; Mollie Mystery; The Fat Man; Willie Piper; Mennen Shavetime; Hour Glass (Tele)

THOMAS, JOHN
 ABC, Tennessee Jed

THOMAS, MILLICENT
 WAGC, Chattanooga, Tenn.
 Luncheon Club

THOMAS, PERSIS
 WHBC, Canton, O.
 New Citizens

THOMPSON, BARRY
 ABC, Dick Tracy, My True Story
 MBS, Adventures of the Sea Hound

THOMPSON, BILL
 ABC, Billy Thompson Show

THORNE, SUSA
 MBS, House of Mystery

THORSON, RUSSELL
 NBC, One Man's Family

THUNHURST, BILL
 KDKA, Pittsburgh, Pa.
 School of the Air, Adventures in Research, On Their Own

TIPPETTS, TWAIN
 KSUB, Cedar City, Utah
 B.A.C.

TODMAN, BILL
 CBS—Winner Take All

TOLLIVER, TOBY
 KVAK, Atchison, Kans.

TOMLINSON, ADELINA
 ABC, Good Morning, It's Knight

TOMLINSON, ELAINE
 KLWT, Ogden, Utah

TOMPKINS, JOAN
 CBS, David Harum

TONGE, PHILIP
 ABC, Theater Guild

TRAMMELL, LYNN
 WBAP-KGKO, Fort Worth, Tex.
 Your Story Parade

TREACHER, ARTHUR
 CBS, Jack Carson Show

TREMAYNE, LES
 MBS, Abbott Mysteries

TRENT, YBIL
 ABC, My True Story

TRIBBLE, MARTHA ANN
 WSM, Nashville, Tenn.

TROUT, DINK
NBC, Life of Riley, Dennis Day Show

TRUMAN, PAULA
ABC, Theater Guild

TUBB, ERNEST
MBS, Checkerboard Jamboree

TUTTLE, LURENE
(Tuttle, Lurene Susie); Radio actress; b. Pleasant Lake, Ind., Aug. 20, 1907; Pasadena Jr. College; U.S.C. Drama Course; Effie on Sam Spade; Jane Burton on Dick Haymes Show; Nellie on Burns & Allen; Hollywood Players; Hollywood Star Time; The Whistler; The Bill Gargan Show

TWAMLEY, MACK
ABC

— U —

URRY, FRANCIS
KSL, Salt Lake City, Utah
Bates Boys

— V —

VAGUE, VERA
ABC, Alan Young Show

VALENTINE, LEW
ABC, Curtain Time

VALENTY, LILI
ABC, Theater Guild

VALLEE, RUDY
NBC, Rudy Vallee Show

VAN DEVANTER, FRED
MBS, Twenty Questions

VAN HARVEY, ART
MBS, Vic & Sade

VAN ROOTEN, LUIS
ABC, My True Story

VARDEN, EVELYN
CBS, The Second Mrs. Burton

VASS, VIRGINIA
MBS, Buck Rogers

VAUGHAN, BERYL
ABC, Sky King, Curtain Time

VAUGHAN, WALTER
ABC, My True Story, Labor USA, Powers Charm School

VINES, LEE
CBS, Bouquet for You

VINTON, ARTHUR
CBS, Crime Doctor

VOLA, VICKI
ABC, Betty Moore, My True Story

VOLKMAN, LOIS
ABC, My True Story

VON ZELL, HARRY R.
Actor; b. Indianapolis, Ind., July 11, 1906; Eddie Cantor Show; Dinah Shore Show; Joan Davis Show; Guest spots on Fiber McGee & Molly; Duffy's Tavern; Screen Guild; Jack Haley; etc.

VON ELTZ, THEODORE
NBC, Woman In White

— W —

WADE, ERNESTINE
NBC, Amos 'n' Andy

WALDO, JANET
CBS, Eddie Bracken Show

WALL, LUCILLE
NBC, Lorenzo Jones; Portia Faces Life

WALLER, FRED
MBS, Dixie House Varieties

WANAMAKER, SAM
ABC, My True Story

WARBURTON, JOAN
ABC, My True Story

WARD, PALMER
ABC, My True Story

WATERMAN, WILLARD
MBS, Those Websters

WATKINS, LINDA
ABC, My True Story

WATTS, ELIZABETH
ABC, My True Story

WEBB, JANE
MBS, Those Websters

WEBER, NED
MBS, Bulldog Drummond

WEBER, KARL
CBS, The Strange Romance of Evelyn Winters

WEBSTER, CHARLES
NBC, Backstage Wife

WEEKS, BARBARA
ABC, Theater Guild on the Air
CBS, Young Dr. Malone

WEIST, DWIGHT
CBS, The Second Mrs. Burton, Big Town

WELLS, SARAJANE
NBC, Woman In White

WENCIL, RAY
ABC, Al Pearce and His Gang

WEST, BERNIE
NBC, Bernie West's Carnival; Jimmy Edmondson Show

WEST, BETTY
ABC, Ted Malone

WEVER, NED
NBC, Young Widder Brown; Lora Lawton

WHITE, JOSHUA
ABC, Unhappy Birthday

WHITFIELD, ANNE
NBC, Fitch Bandwagon, One Man's Family

WHITMAN, GENE
NBC, The Pacific Story

WICKES, MARY
NBC, Lorenzo Jones

WICKHAM, ANN
ABC, Powers Charm School

WILKINS, MARION
Cavalcade of America; Lum 'n' Abner; Eddie Bracken; Romance of the Rancho

WILLCOX, DAVE
CBS, The Jack Carson Show

WILLIAMS, FLORENCE
NBC, Barry Cameron; Front Page Farrell

WILLIAMSON, DUD
MBS, What's the Name of That Song

WILLOCK, DAVE
CBS, Jack Carson Show

WILLS, SI
CBS, Joan Davis Show

WILSON, ETHEL
ABC, My True Story

WILSON, STU
(Wilson, Stuart); Radio actor, announcer, MC, writer, commentator; b. Chicago, Ill., Sept. 24, 1908; Univ. of Calif.; Quiz of Two Cities; Surprise Party, Examiner Comics; Tommy Dorsey vocalist-finals (Tele).

WILSON, WARD
Radio performer; b. Trenton, N. J., May 22, 1903; Univ. of Penna.; Can You Top This; Aldrich Family; Mr. District Attorney; Gloomdoctors; WHN Sports

WINKLER, BETTY
CBS, Rosemary

WINSLOW, PAULA
NBC, Life of Riley

WINTERS, JOHN
NBC, Adventures of Frank Merriwell

WINTERS, MARION
ABC, My True Story

WINWOOD, ESTELLE
ABC, Theater Guild on the Air

WOLFE, SHIRLEY
ABC, Celebrity Night, Allen Prescott's Party, Meet Me in Manhattan

WOLFE, WINIFRED
NBC, One Man's Family

WOLFSON, MARTIN
ABC, My True Story
Sandy Hills

WOODS, LESLIE
NBC, Joyce Jordan

WRAGGE, BETTY
ABC, My True Story

WRAGGE, EDWARD
ABC, My True Story

— Y —

YARBOROUGH, BARTON
NBC, One Man's Family

YORK, DICK
ABC, Teen Town

YOUNG, AGNES
ABC, Theater Guild on the Air

YOUNG, ALAN
(Young, Angus); Radio, screen actor; b. North Shields, Northumberland, Eng., 1919; Alan Young Show (NBC).

YOUNG, CARLETON
MBS, Count of Monte Cristo

YOUNG, ROLAND
NBC, Johnny Presents the Philip Morris Program

YOUNGMAN, HENNY
Comedian; b. London, Eng. Mar. 16, 1906; Kate Smith Show; Raleigh Cigarettes; Hildegard; Philco.

YOURMAN, ALICE
ABC, My True Story

— Z —

ZERBE, LAWSON
NBC, CBS, ABC

ZUCKERT, BILL
ABC, My True Story

ZUIKKE, PEGGY
ABC, My True Story

"THEY ARE OUR FOLK SONGS"

By RILEY SHEPARD, President, American Federation of Folk Artists

NOTHING explains the basic characteristics of a Nation so well as its music,—especially its folk songs. Folk songs are reflections of the ideas, the religious and moral beliefs, the humor and despair of a people. In America, our folk songs are found in many interesting varieties. We have, for instance, the "blues," the "spirituals," and the ballads and jingles of the rural areas and the far west. But America, more than any other nation, has overlooked its folk songs. It has, instead of giving them the proper attention, imported folk songs of other nations. These importations are now in vogue, and are exploited as real folk music through-out the country. In fact, the exploitation of this imported folk music has been so successful that our own crop of folk songs, except those composed by Stephen Foster and a few others, are ignored as folk songs and are classified, in the large, as "hillbilly."



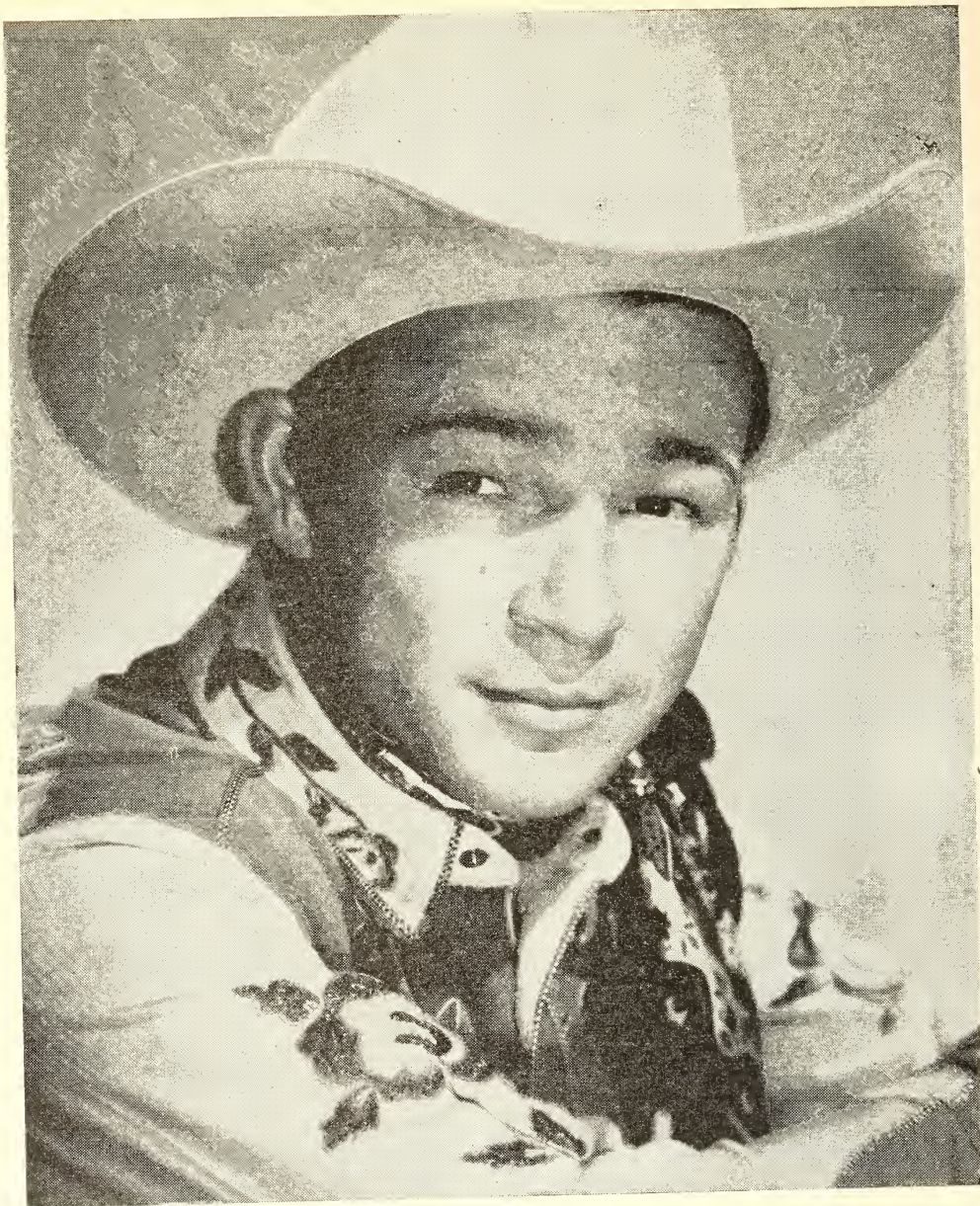
Riley Shepard

Contrary to the commercial and so-called "artistic" opinion, folk songs do not have to be traditional. That is to say, they do not have to be so old that their composers are forgotten before being classified as folk songs. A folk song is not a complicated musical composition, nor is it necessarily a simple composition that has endured through the years due to continued exploitation. A real folk song is a song of and about the people, and it is kept alive by the people. The status of a folk song is not determined by its age, and whether the composer is known or forgotten is a superficial point. "HOME ON THE RANGE" is a folk song, though the composer is unknown; yet it is no more of a folk song than are the compositions of Stephen Foster, whose name is a household word. This comparison holds true for the thousands of "spirituals," "blues tunes" and hillbilly and cowboy songs. They are folk songs whether they were written last year or a hundred years ago. If they were accepted by the people and kept alive by them as musical

and lyrical expressions of their beliefs and feelings, then they are folk songs! The most important thing to remember is that a folk song of any one nation could not have been produced in any other nation.

Folk songs are exclusive to the countries and people that give them birth. That is why "hillbilly" and "cowboy" songs are American Folk Songs, and should be classified as such. "Red River Valley," "Frankie and Johnnie," "Bury Me Not on the Lone Prairie," and other such songs, whether of the past or the present, are purely American and could not have been produced in any other Nation. Nearly all folk songs are similar in form and construction—but if we study the folk songs of different Nations, we find that they are psychologically different in content. This psychological difference is even found in folk songs that originate in different sections of the same Nation. This is especially true of America, where even the manner of speech varies. And if we study the contents of these songs attentively, they will give us a better understanding of America and its people than all the books on civics, geography and history combined. People sing of their likes and dislikes, their joys and sufferings, their political and moral opinions; in short, they sing of any and everything that affects their lives.

Suffice it to say that the population of America is still composed essentially of country folk. Industry developed and concentrated and wrought a shift in population and economy so that today we have more people living in towns and cities than are living in the country, but this sudden change from agricultural to industrial economy has not as yet worn away the rural ideologies of the people. The average American is nothing more nor less than a farmer moved to town; and when he came, he brought along his philosophy. Therefore, if you would know America, you must first know these people; and there is no better way of getting to know them than through the songs that reflect their ideas and tell of their activities. The majority of these songs are currently called "hillbilly"—but in them you will find the story and the thoughts of the average American.



ROY ROGERS

"King of the Cowboys"

"SATURDAY NITE ROUNDUP"
COAST-TO-COAST and CANADA
Over N.B.C.

Exclusive Management
ART RUSH, INC.
Hollywood

American Folk Artists

—their work during 1946

— A —

ACREE, CHUCK
KOMA
AHLAN BROTHERS (Fred & Slim)
MBS, NBC
ALKA SELTZER BARN DANCE
WLS
ALL STAR ROUND-UP
WMMN
ALLEN-BROWN JAMBOREE
WHUB
ALLEN, REX
WLS

ALLEN, ROSALIE

WOV

ANDERSON, LES
KTRB
ANN AND HER RAMBLERS
ARIZONA PLAYBOYS
WSYB
ARKANSAS JIM
WMT
ARKANSAS SLIM
WMS
ARMSTRONG, TOM
WGAR
ARNETT, CHARLIE
WMMN

ARNOLD, TEX
KFEL
ASHLEY, POP
WGAC
AUTRY, DICK
WHBB
AUTRY, GENE
CBS

— B —

BAILES BROTHERS
WSM
BAILEY, BUD 'n' GANG
WHBB
BAR NONE RANCH GANG
WMAN
BAR X COWBOYS
KTHT
BARKER, JOE
WMVA
BARN DANCE
KSAM
BARN DANCE
WCSC
BARN DANCE
WROX
BARN DANCE
WRVA
BARNARD'S HAPPY HILL-
BILLES, BOB
KRMD

BARNYARD FROLICS
WGOV
BARNYARD GANG
WIBC
BAXTER BOYS, STAMPS
KARK
BEAVER, GUBE
WROL
BEAVER, JOE
WGFL
BEAVER VALLEY SWEET-
HEARTS
WISR
BECKWITH, CLIFF, JR.
WPTF
BELLE BOYS
WJLS
BESS, JEFF
WLAC
BIG CHIEF
WAPO
BIG SLIM
WWVA
BOYD'S RAMBLERS, BILL
WRB
BLANCHARD, LOWELL
WNOX
BLUE BONNET GIRLS
WMMN
BLUE CHASERS
KRBC
BLUEGRASS SWEETHEARTS
WHOP

DAVE DENNEY

(The Cowboy Troubadour)

Currently Featured

Coast to Coast via

ABC

Saturdays, 8:15 a.m.



Exclusive Management

RILEY SHEPARD ASSOCIATES

1619 Broadway, New York, N. Y.



"THE VOICE OF THE HILLS"



RED FOLEY

SINGING
STAR

OF

PRINCE ALBERT'S

"GRAND OLE OPRY"

NBC

COAST TO COAST

FROM

WSM, NASHVILLE, TENN.

DECCA RECORDS

UNDER CONTRACT TO
LEEDS MUSIC CORP.

RKO BLDG., RADIO CITY, NEW YORK

PERSONAL MANAGEMENT
WILLIAM ELLSWORTH

75 E. WACKER DRIVE., CHICAGO, ILL.

BLUE RIDGE MT. BOYS
KFJB
BLUE SKY BOYS
WGST
BLUE STAR BOYS
WSJS
BOB & DUSTY
WSAP
BOGGS, LUCKY
WPAY
BOND, JOHNNY
KNX
BONNER, ALLEN
WLAG
BOSTON BARN DANCE
WMEX
BOYS OF THE GOLDEN WEST
KVOP
BOYD & GANG, JIM
WFAA
BOYS FROM THE WHITE
OAKS
KFNF
BRANER, CLIFF
KFDM
BREAKFAST FROLIC
WJJD
BREAKFAST ON THE FARM
WIBC
BRICKLES MOUNTAINEERS,
SLIM
WMOH
BRINK, WHITEY
WKRZ

BRITT, ELTON

Radio and recording artist; b. Cleveland, Okla., 1918; Tennessee Jed (ABC); There's A Star Spangled Banner Waving (Victor

record); "Somewhere" sold almost 2,000,000 copies. Known as World's Highest Yodeler"; Conducts own program on WMCA. Flies own plane and is called "Flying Cowboy."

BRONCO BUSTERS
WWSR
JIMMY & MARY BROWN
KGW
BRUSH CREEK FOLLIES
KMBC
BRYANT, SLIM
KDKA
BUCKEYE RAMBLERS
WIZE
BUCKAROOS
WHO
BUCKEYE FOUR SHOW
KWK
BUTTRAM, PAT
WLS

— C —

CALDWELL, HANK
KMPC
CALGARY KID
NBC

CAMPBELL, CECIL

Musician, hillbilly; b. Danbury, N. C., Mar. 11, 1911; Hayloft Hoedown (WFIL); Guest shots KYW, WSB Barn Dance; Victor Records.

CAMPFIRE ROUND-UP
WFMD
CARD, KEN
KNX

CARGILL CALLING
KMA
CARLISLE BROTHERS
WNOX
CAROLINA CAVALIERS
WSPA
CAROLINA PALS
WKPT
CAROLINA RANCH BOYS
WHIT

CAROLINA PLAY BOYS

NBC—MBS
Sonora Records
CAROLINA VARIETY SHOW
WGNC
CARPENTER, GENE
KGA
CARSON SISTERS
KFNF
CARTER, LOU
WFIL
CARTER SISTERS
WRNL
CARVER, ZEB
WOR
CASCADE RIDERS
KWJJ
CASS COUNTY KIDDS
GENE AUTRY SHOW, CBS
CHECKERBORD JAMBOREE
WHCU
CHECKERBORD JAMBOREE
WLWL
CHEROKEE JACK
KMO
CHESHIRE, PAPPY
KMPC

Way Down South in Dixie

GREAT ENTERTAINMENT

MEANS

THE CAROLINA PLAYBOYS

HILLBILLY SWING BAND

RADIO: NBC - MUTUAL

RECORDINGS: SONORA RECORDS

Exclusive Management

RILEY SHEPARD ASSOCIATES

1619 Broadway, New York, N. Y.

AMERICA'S FAVORITE WESTERN HUMORIST
AND FOLK SONG STYLIST



RILEY SHEPARD

(THE COWBOY PHILOSOPHER)

NEW YORK OFFICE

1619 BROADWAY

• • • FOLK ARTISTS - HILLBILLIES • • •

CHICK-A-DOODLERS
KFH
CHOWTIME
KFH
CHUCK WAGON GANG
KGKO
CHUCK WAGON PALS
JWNRN
CHUCK WAGON TIME
WJW
CIRCLE K RANCH
WDAS
CLAMBAKE
WJW
CLARK, CLAIR
WEBQ
CLARK, COTTONSEED
Hollywood Barn Dance, CBS
CLARK, DENVER BILL
WKRZ
CLARKE, RAY
WHIS
CLEMENTS, CURLEY
WSM
CLIFF & HELEN
WHO
CLIQUOT CLUB BARN DANCE
KVI
CLYDE & SLIM
KFPY
COFFEE CLUB
WBZ
COOLEY, SPADE
KFVD
CORN DODGERS
WGST
CORNBELT JAMBOREE
KMA

CORNFIELD FOLLIES
KWTO
COUNTRY COUSINS
KRMD
COUNTRY JOURNAL
KMOX
COUSIN LEE
WEEU
COWBOY JACK
KFYR
COWBOY JOE
KVEC
COWBOY SERENADE
WAGM
CRAIN'S RIDERS, JOHNNY
KSAM
CRAWFORD, NAOMI
KWK
CRAZY COWBOY
KTBI
CROMER, EARL
WMOH
CROSSROADS SYMPHONY
WRVA
CULVER, CAL
KFYR
CUMBERLAND VALLEY BOYS
WHOP
CURLY, BUD
WCAP
CURTIS, JOE
WOR

DALHART, VERNON
NBC
DAVIS, CHUCK
KOMA
DAY, JACK
Hayloft Hoedown, ABC
DELANEY, CURT
KVFD
DENVER BILL'S RANCH
HANDS
WKRZ

DENNEY, DAVE
(Karlstrand, David, Jr.); Singer, actor, musician; b. Lafayette, Ind., Aug. 25, 1921; Hayloft Hoedown (ABC); Johnny Olson Rumpus Room (ABC); Dave Denney's Musical Hayride (ABC); Gloomdodgers (WHN); Melody Bar Ranch (Tele-WABD).
DENNEY TIME, EDMUND
WIBW

DENVER DARLING
WNEW—DeLuxe Records
DE YOUNG, JOHN
WGL
DIAL, CHARLIE
KLRA
DINNERBELL ROUND-UP
KMBC
DIXIE DRIFTER
WROX
DIXIE DRIFTERS
WHUB
DIXIE DUDES
WPTF
DIXIE PALS
WKRZ

— D —

DALE, CURLY
KFNF
DALE, JIMMY
WAAT

FRED KIRBY

SONORA RECORDS
NBC — MUTUAL — CBS

Currently
CBS—COAST TO COAST
WBT, CHARLOTTE, N. C.

• • •

Exclusive Management
RILEY SHEPARD
ASSOCIATES

1619 Broadway, New York, N. Y.





E D D I E D E A N

• • • **FOLK ARTISTS-HILLBILLIES** • • •

DIXIE PLAYBOYS
KRBC
DIXIE RAMBLERS
WJXN
DIXIE REULERS
WGCM
DIXIELAND SWINGSTERS
WNOX
DOBBINS, JOE
WHKC
DONNA, DANNY & SLIM
WTMA
DONNIKER, AL
WJW
DOUBLE 'O' ROUND-UP
KSOO
DOWN EASTERS
WHEB
DOWN HOME BOYS
WMOH
DOWN HOMERS
WTIC
DRIFTIN' PIONEERS
WLOK
DRUGSTORE COWBOYS
KFYO
DUDE COWBOYS
WMBD
DUDE HANK
WIBW
DUDE RANCH
KLO
DUDE RANCH
WMEX
DUDE RANCH BUCKAROOS
WFAA
DUDE RANCH COWBOYS
WCNC
HARRY "SLIM" DUNCAN
ABC

DUNNING, OWEN
KOIN
DUSTY, PAMMY & PAT
KQZ

— E —

EANES, JIM
WMVA
EARLY BIRD JAMBOREE
KMBC
ECHO VALLEY BOYS
WHOT
EDWARDS, EDDIE
KMBC
ELLISON & MUSICAL WEST-
ERNERS, TOM
WMRC
EMERSON, LOU
WOAI

— F —

FAMILY PARTY
WMT
FARM FAMILY
WMT
FARM JAMBOREE
WGKY
FARM PARADE
WHUB
FARM ROUND-UP
WIBA
FARM HOUR
KXEL
FERGUSON & CO., TEX
WLOK
FIESTA TIME
WCOU

FINK, NORMA
WKRZ
FIVE-THIRTY CALL
WOW
FLASH & WHISTLER
KWTO
FLETCHER, TEX
MBS
FLOYD, JOE
KBTM
FOGGY MT. BOYS
KFNF

FOLEY, RED

Vocal artist; b. Tucumcari, New Mex.; Georgetown College; Began radio on WLS, Chicago, Ill., National Barn Dance; Decca Records.

FOSTER, BILL
WKRZ
FORMAN, TEX
WMAN
FOWLER'S BAND, WALLY
WSM
FRONEK, JERRY
KMA

— G —

GADDIS, JESS
KWTO
GALLION, JOE
WFFA
GENTILE, JIMMY
WSTC
GEORGE & DIXIE
WNAC



Rosalie Allen's Victor Record, "Guitar Polka" picked as one of the top twenty-five folk disks of 1946 in the Billboard Music-Record Poll.

RECORDING, RADIO,
TELEVISION,
STAGE STAR

ROSALIE ALLEN



"PRAIRIE STARS," nightly, WOV,
10-11 p.m. with Rosalie Allen as the
only cowgirl disk jockey in the East.



*Star of the "Melody Bar Ranch," ABC tele-
vision show, Thursdays, 8-8:30 p.m.*



VICTOR RECORDS



ELTON BRITT

★ Victor Recording Artist

★ "Tennessee Jed" . . . WJZ-ABC, 5:45-6 p.m., Mon. thru Fri.

★ WMCA, Mon. thru Saturday

• • • **FOLK ARTISTS - HILLBILLIES** • • •

GEORGIA JUBILEE

WSB
GEORGIA SLIM
 KRLL
GIBBS, SHELDON
 KPHO
GIBBS, SLEEPY
 WMBR
GIBSON, JACK
 WSAI
GEORGIA YODELLERS
 WTTM
GOLDEN RIVER BOYS
 WAPI
GOLDEN WEST COWBOYS
 WSM
GOODWILL FROLIC
 WJR
GOSPEL VOICES
 KTBS
GOULD, JIMMY
 WRVA
GRAB-BAG
 KFNF
GREEN MOUNTAIN BOYS
 WGKV

GREGORY, BOBBY

Keystone Transcriptions—NBC—
 Apollo Records

**GREEN MOUNTAIN RAM-
 BLERS**
 WHOT
GREENFIELD, ALLEN
 WINC
GRIBS. CURLY
 WNEW

— H —

HADEN FAMILY, THE
 KWTO
HAGER, RANDY
 WGKV
HALF PAST NOON
 KMA
HALL & RANGERS, JIM
 WCIL
HAMBLIN, STUART
 KFVB
HAND ORCHESTRA, JAKE
 WAIM
HANKINS, ESCO
 WROL
HAPPY HANK
 WLS
HAPPY HILLBILLIES
 WKIX
HAPPY JACK
 WMAN
HARMONY BOYS
 WHBQ
HARMONEERS
 WWSW
HARPO & BOBBY
 KFEQ
HARRIS & GANG, JOHNNY
 WBIG
HARRIS, HOMER
 WNOX
HART, DICK
 KARK
HARTLEY, GERALD
 KHQ

HARVESTERS

KFYO
HAWKEYE RANGERS
 KMA
HAWKINS, HAWKSHAW
 WWVA
HAWKINS, WINDY LEM
 KOMA
HAYLOFT FROLICS
 WKST
HAYLOFT HOEDOWN
 WFIL
HAYLOFT JAMBOREE
 WMAZ
HAYLOFT SYMPHONY
 WBAP
HAYMAKERS
 WMMN
HEARTS DELIGHTERS
 KABC
HENRY & JEROME
 WIBW
HENRY COUNTY RAMBLERS
 WMVA
HIGSBY, HIRAM
 KOMA
HILL, SMILIN' EDDIE
 WMP5
HILLBILLIE HIT PARADE
 WJXX
HILLBILLY JAMBOREE
 WCAU
HILLBILLY JAMBOREE
 WEBQ
HILLBILLY JAMBOREE
 WMRC



CECIL CAMPBELL

AND HIS
TENNESSEE RAMBLERS

REPUBLIC PICTURES

VICTOR RECORDS

CBS

• • •

Under Contract to

LEEDS MUSIC CORPORATION

RKO Bldg., Radio City, New York



CLIFFORD STONE

FOLK ARTISTS - HILLBILLIES

HILLBILLY JAMBOREE
 WRIC
 HILLBILLY JAMBOREE
 WSNJ
 HILLBILLY TIME IN CAROLINA
 WGNC
 HIRAM'S GENERAL STORE
 WSYR
 HIRED HANDS
 WISH
 HITE, GRANDAD
 WMMN
 HOFFMAN, CARL
 KGFV
 HOLLYWOOD RANGERS
 KTFI
 HOME FOLKS
 WMMN
 HOME TOWN
 KXEL
 HOMELAND HARMONY
 WGST
 HOMER & JETHRO
 WLW
 HOMESTEADERS, THE
 KWTO
 HOMETOWN FROLICS
 WLEE
 HOMETOWNERS
 WLOK
 HOOD, BILLY
 WILM
 HOOSIER CORN HUSKERS
 WFIN
 HOPKINS, CHICKIE
 WIBC

HOPKINS, DOC
 WBEW
 HOPKINS, DOC
 WLS
 HORTON, ROY
 MBS
HORTON, VAUGHN
 MBS — Composer — Continental
 Records
 HOT SHORT ELMER
 WNOX
 HUB SPINNERS
 WROL
 HUDSON, IRL
 KSWO

— I —

IOWA BARN DANCE FROLIC
 WHO

— J —

JACOBS, LENORA
 KFJB
 JAMBOREE
 WMBG
 JANE & CARL
 WHCU
 JEAN & GLENN SHOW
 WHKY
 JEAN, PATSY
 WDBJ
 JENKINS BROS.
 WMBG
 JENKINS, PEE WEE
 WJHP
 JERRY & SKY
 WNAC
 JERRY & ZELDA
 WHO

JESS, HERB
 KHQ
 JIMMY & PAGE
 WCNC
 JOHNSON & RANGERS, BILL
 WAAT
 JOHNSON, HASKELL
 WKPT
 JOLLY JACKS
 KVOP
 JONES, DEMPSEY
 WMT
 JONES, GRANDPAPPY
 WEW
 JUMBO TRIO
 WFAA
 JUSTUS, SHORTY
 KMO

— K —

K-BAR COWHANDS
 KIUN
 KANSAS ROUND-UP
 WIBW
 KARLS, CLARA
 KFVR
 KATY K ROUND-UP
 KSWO
 KELLUM, KAY
 WJXX
 KENDALL SISTERS
 WGAR
 KING, KENNY
 WIZE
 KENTUCKIANS, THE
 WSIX
 KING, PEE WEE
 WSM, NBC



BOB NOLAN

and the

SONS OF THE PIONEERS

"America's Favorites"

On The

SATURDAY NITE
 ROUNDUP

N.B.C. Coast-to-Coast

and their Own

TRANSCRIBED AIRSHOWS

From Hollywood

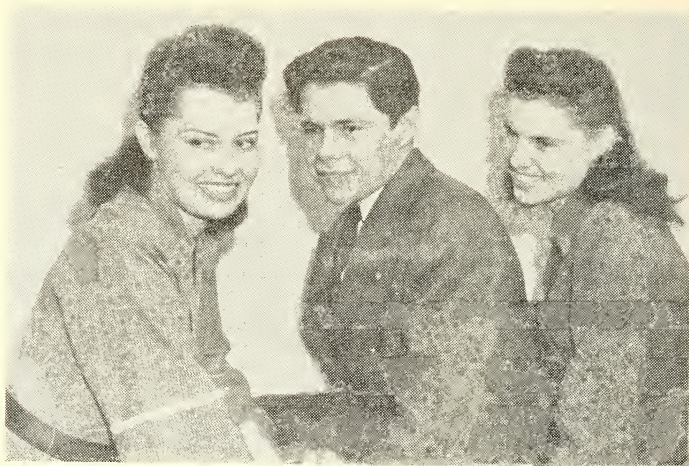
(Available in Some Areas)

MONTER-GRAY, Inc.

Exclusive Management
 Hollywood, Calif.

SINGING UP A STORM
OF NATION-WIDE PRAISES

THE
THOMAS
FAMILY



MAXINE

CALVIN

MARIE

SPECIALIZING IN SPIRITUALS, HYMNS AND RELIGIOUS BALLADS
RADIO: CBS • NBC RECORDINGS: MAJESTIC RECORDS

EXCLUSIVE MANAGEMENT

RILEY SHEPARD ASSOCIATES
1619 BROADWAY NEW YORK, N. Y.



Headin' For Stardom in '48

SHORTY LONG

AND THE

**SANTA FE
RANGERS**

"Hayloft Hoedown" . . .

WFIL—ABC

Heard every Saturday

10:30 p.m.

Coast to Coast

Exclusive Management

RILEY SHEPARD ASSOCIATES
1619 Broadway New York, N. Y.

FOLK ARTISTS - HILLBILLIES

KNAPP FAMILY, THE
WKAR

KIRBY, FRED
NBC — MBS — CBS — Sonora
Records
KSTP BARN DANCE
KSTP

— L —

LAND, JINK
WRLC
LARRY'S COWBOYS
WKBO
LARRY'S SUNSET RIDERS
KVOA
La VERNE, GENE
WLAW
LAWRENCE, HAROLD
WRTA
LAZY Z RANCH GANG
WINC
LEE, HONEY
WSYB
LEE & HILL TOPPERS, NAN-
CY
WOWO
LEGGETT'S RAMBLERS,
WOODY
WINC
LEIGH, WILLIAM
WMBG
LICKLIDER, MARTY
WICA
LINDBERG, BEN
KHQ
LITTLE WILLIE
WFAA
LONE COWBOY, THE
WISR

LONE STAR QUARTET
WPTF
LONE STAR YODELER
KVGB
LONESOME VALLEY FOLKS
WEBQ
LONE HORNE JOE
KROW
LONG, SHORTY
WEUU
LOU & DANNY, ANNIE
WSM
LOU, EMMY
WIBC
LOU, & HAYMAKERS, EMMY
WIBC
LOU, MARY
KOMA
LOUISIANA FARM & FISHING
HOUR
WDSU
LOVEALL, OZARK RED
KWTO
LULUBELLE & SCOTTY
WLS

— M —

MABRY, JOE
WHUB
MAC & BOB
WLS
MacKENZIE, KEN
WGAN
MACKINTOSH, FOREMAN
BILL
KYA
MACUMBY BROTHERS
WINC
MADDEN, SAMMY
WEMP

MADDOX BROTHERS & ROSE
KTRB
MAE & HER BUCKEROOS,
GEORGIA
WBZ
MANHATTAN MOUNTAINEERS
WNEW
MANUEL, JOE
WHQB
MARR, SIS PATT
WVVA
MARS, COWBOY FRANKIE
KWFC
MARTIN, DUDE
KYA
MARTIN & GANG, DUDE
KYA
MARTIN, MARION
WKST
MARVIN & BETTY LOU, LEE
WDAS
MARYLAND PIONEERS
WITH
MASSENGILL, JEN
KMA
MASSEY & WESTERNERS,
LOUISE

WJEF
McCONNELL, BILLY
KVOR
McDONALD, JEANNIE
KGKO
McGEE, EARL
WMOH
McMICHEN, CLAYTON
WAVE
MEARS, BILL
KOIN
MELODY ACES
KGDE



JESSE ROGERS

Tops in Radio — Stage — Records
SONORA RECORDING ARTIST
1944-45 Featured on Hayloft Hoedown ...
WFIL—ABC
Currently Featured on KMOX—CBS
Every Day
M. C. Saturday Nite Big Old-fashioned
Barn Dance



BOBBY GREGORY
and His Cactus Cowboys

Featured on
127 Keystone Transcriptions

Featured in
12 Soundie Pictures

APOLLO RECORDING ARTISTS

Latest Release

You Once Were My Sunshine
My Good Gal's Gone Away

Bobby Gregory & His Ramblin' Hobos
APOLLO HOBO ALBUM

Also writer of over 1000 songs
4 seasons with Roy Rogers in Eastern
Rodeos. Also Star Act in Canadian Rodeos.

BOBBY GREGORY
1695 Broadway New York 19, N. Y.
CO 5-0093



DENVER DARLING

FOLK MUSIC

COWBOY

HILL BILLY

DE LUXE RECORDS

WORLD TRANSCRIPTIONS

NBC THESAURUS

LANGWORTH

MINOCO FILMS

SOUNDIES

LIVE JINGLES

ROAD OF LIFE NBC

THE RIGHT TO HAPPINESS NBC

LIFE CAN BE BEAUTIFUL CBS

BRIGHT HORIZON CBS

CLEF AWARD CONCERT
CARNEGIE HALL, SEPT., 1945

Personal Direction—

PAUL KAPP

400 MADISON AVE.

NEW YORK

. . . **FOLK ARTISTS - HILLBILLIES** . . .

MELODY BOYS
KTHH
MELODY FIVE
KFJB
MELODY PLAYBOYS
WAGM
MELODY RANCH BOYS
KVAK
MELODY ROUND-UP
WJBW
MELODY WRANGLERS
KTRB
MID-DAY MERRY-GO-ROUND
WNOX
MID-WESTERNERS
KFAB
MILES & HALE SISTERS,
MARY
KSAM
MILES, SMILEY
KWJJ
MILLER'S SADDLE MATES,
JIMMY
WSYB
MILLS, JIMMY
WINC
MOORE SISTERS
MBS
MOORE'S BUSY STORES
WLOK
MORE OF MOORE
WBZ
MORGAN, CHARLIE
KMPC
MORGAN, LES
KBTM
MORGAN, VERNE
KSOO
MORNING ROUND-UP
WMBD
MOUNTAIN FOLK
WFEA
MOUNTAIN RIDGE PLAYBOYS
WJHO
MUSICAL HAYLOFT
WGAN
MUSICAL I. Q.
WKLA
MUSICAL MELODIERS
WFMD
MUSICAL ROUND-UP
WGL
MYERS, RAY
WEEU

— N —

NATIONAL BARN DANCE
WLS
NELSON, UNCLE JACK
WEEU
NETTLES, BILL
KMLB
NEVADA RANCH BOYS
KENO
NEWMAN, DORIS
WMT
NEWSOME, PANSY
WOR
NIGHT RIDERS
WBRW
NOONTIME ROUND UP
WEAX
NORTON, LEE
WKY

— O —

OCCO-NEE-CHEE
SERENADERS
WDUK
O'DAY, LYNN & MOLLY
WNOX
OERTEL JAMBOREE
WAVE
OKLAHOMA RAMBLERS
WHIZ

OKLAHOMA ROUND UP
KOMA
OKLAHOMA ROUND UP GANG
KOMA
OLD FASHIONED BARN
DANCE
KMOX
OLD TIME PARTY
KHQ
OLD TIMERS
KFNF
OLD TIMERS
KMMJ
ON THE FARM FRONT
KFYR
1 2 3 TIME
WLS
OSBORN, JIMMY
WKLX
OWENS, DICK
WMOH
OWEN'S COWBOYS, TOM
WMT
OZARK HILLBILLIES
WILM
OZARK MOUNTAIN HAYRIDE
WEBQ
OZARK MOUNTAINEERS
KWJJ
OZARK SINGER
KRBC
OZARK SWEETHEARTS
KMMJ
OZARK VARIETIES
KMOX

— P —

PALS OF THE SADDLE
WENT
PAPPY HOWARD
WJW
PARIS SISTERS
WEBQ
PARKER, ANDY
KMPC
PARKER, BOB
WOR
PARKER, HILLBILLIES
BYRON
WIS
PATRICK
WAFI
PATSY LOU SHOW
KSJB
PAULSON, SLIM AND NET
WTSP
PEACEFUL VALLEY BOYS
KEX
PENNEL, ZAG
KFNF
PEPPER, DR.
WJLS
PETIT, AL
WFEN
PIKE, RUSS
WKY
PONY EXPRESS ROUND UP
KFEQ
POWELL, DANNY
WJBW
PRAIRIE PALS
WILM
PRAIRIE PLAYBOYS
KWTO
PRAIRIE RAMBLERS
WLS
PRAIRIE SERENADERS
KFEQ
PAIRIE STARS
WOW
PRESCOTT
KOY
PROCTOR, JOHNNY
WGKV
FRUIT
WMRC

— Q —

QUAKER MELODY BOYS
WIBA

— R —

RADIO RANGERS
KFAB
RADIO RODEO
WRDO
RAINBOW RIDERS
WMEX
RAINBOW VALLEY GANG
WHIZ
RAINBOW WRANGLER
KFJI
RAINER, FATS
KVOP
RAMBLIN' TEXAS
KMMJ
RANCH BOYS
WHDH
RANCH HOUSE RAMBLERS
KGA
RANCHERS
WKY
RANDALL, TEX
KFNF
RANGE RIDERS
WGAR
RAYE, WADE AND GANG
KMOX
RED HAWKS, THE
WBAP
RED & LINK
KLZ
RED RIVER DAVE
WOAI
RED RIVER VALLEY
WCCO
REILLY, EARL
KYA
REINHART, DICK
KOMA
RENFOR VALLEY FOLKS
WHAS
RENFOR VALLEY GATHERING
WHAS
REX AND ELEANOR
WHIS
RFD 1340
WCMJ
RHODES, SLIM
WMC
RHYTHM RAMBLERS
WFTA
RHYTHM RAMBLERS
WMEX
RHYTHM RAMBLERS
WSPR
RHYTHM RANGERS
WCAE
RHYTHM RANGERS
WJPF
RHYTHM RASCAL
WPAY
RICE, ALINE
WLAC
RITCHIEY, BUCK
KVI
ROBERTSON, TEXAS JIM
NBC
ROBISON, CARSON
NBC
ROCKY MT. BOYS
KGA
ROE, CHUBBY CHUCK
WOR

ROGERS, JESSE O.
Records, radio, stage; b. Clenmore, Okla., Mar. 5, 1915; Saludos Amigos, Hayloft Hoedown; National Barn Dance; Grande Old Oprey; Carolina Hay Ride; Barn Yard Follies.

ROGERS, ROY

MBS—Roy Rogers Show

RONE BROS.

KHUB

ROWE, RED

KMPC

ROWE, RED AND RIDGE

RIDES

KMPC

RULLING, BOB

WMBG

RUMMAGE, SLIM

WSTP

RURAL FROLICS

WJW

— S —

SADDLE SERENADERS

WHO

SADDLE SWEETHEARTS

WNAB

SAGE RIDERS

WLS

SAGEBRUSH SERENADERS

KTRB

SALLY'S SITTING ROOM

WBNS

SAMMY'S BLUE RIDGE BOYS

WINC

SANDERS, MAC AND JEANIE

WSGN

SANTE FE PALS

WHUB

SANTE FE RANGERS, THE

(Day, Jack); Vocal and musical group; b. Pittsburgh, Pa.; National Barn Dance; Hayloft Hoedown (ABC). (Keefer, Rusty); b. Danville, Ill.; Club 1300; Hayloft Hoedown (ABC); Zip 'N' Zip (ABC). (Long, Shorty); College of Rome; National Barn Dance; Hayloft Hoedown (ABC); Eight to the Bar Ranch (Paramount Theater, N. Y.); Rip on Rip 'N' Rip (ABC). (Miller, Pee Wee); b. Lynn, Mass.; Night Club (Village Barn, N. Y.); Hayloft Hoedown (ABC).

SATURDAY MELODY

WJBW

SATURDAY NITE FROLIC

KFH

SATURDAY NITE JAMBOREE

WKIX

SATURDAY NITE SHINDIG

WFAA

SCHAFFER, ROY GANG

KWK

SELLERS, PAULINE

WJPF

SHADY VALLEY FOLKS

KWK

SHEPARD, RILEY

NBC—CBS—WBT, WSM

SILKMONE, GORDON

WAVE

SILVER DEW BOYS

WKDK

SILVER SAGE RANGERS

KENO

SIMPSON, WHITEY

KCRA

SINGIN' DRIFTER

WFN

SLEEPY HOLLOW GANG

ABC

SLEEPY HOLLOW RANCH GANG

WFIL

SLIM JIM

WDGY

SLIM'S NIGHT RIDERS

WKRZ

SLOFOOT, DENNY

KMBC

SMITH BLAINE & GANG

WJW

SMITH GEORGE

WMBR

SMITH JOE

KTFI

SMITH, RAY

NBC, CBS, WMCA

SMITH'S TENNESSEANS

WSPD

SMOKE HOUSE TRIO

KFH

SMOKY RIVER RAMBLERS

WSPA

SNUFF, GARRETT

WMC

SONG WRANGLERS

KVNU

SONS OF THE GOLDEN WEST

WSAV

SONS OF THE PIONEERS

(BRADY, PTA); b. Toledo O., Jan. 1, 1914; (FARR, HUGH); b. Llano, Tex.; (FARR, KARL); b. Rochelle, Tex.; (NOLAN, BOB); b. Pt. Hatfield, N. B.; (PERRY-MEN, LLOYD); b. Issard County, Ark.; (SPENCER, TIM); b. Webb City, Mo., Jul. 13, 1908. Members of the Sons of the Pioneers, Sat. Nite Round-Up (NBC); Sons of the Pioneers own 15-minute transcribed airshows from Hollywood now on 127 stations.

SONS OF THE WEST

WKRZ

SOUTHERN RHYTHM BOYS

WKIX

SOUTHERN MELODIE BOYS

WFNC

SOUTHERN PLAYBOYS

WLAG

SOUTHERN PLAYBOYS

WSM

SOUTHERN PLAYMATES

WGNC

SOUTHERNS, THE

WPFT

SPRIGGINS, DEUCE

KECA

SPROUSE, WINEY

WINC

SPUNG, SICK

WHIZ

STAR RADIO TROUPE

KGFW

STAR, ROCKY

KHQ

STARKEY, JED

KMBC

STARR, BILLIE SHOW

KMOX

STECK, JACK & GANG

WFIL

STEELE, GENE

WMC

STONE, CLIFF

KFWB

STORY, CARL

KFJZ

STORY, EARL & BOYS

WNOX

STRINGINEERS, THE

WKMO

STRIPLING, GENE

WMAZ

STROLLIN', THE COWBOY

WFIN

STROUD, TOBY

WVVA

STUHL, MEL

WDBJ

SUMMERS, PAULINE

KFWB

SUN DODGERS

WAKR

SUN UP ROUND UP

WBTA

SUNRISE HILLBILLIES

WRNL

SUNRISE ROUND-UP

KSTP

SUNSET RAMBLERS

WJTN

SUNSET VALLEY GIRLS

WFN

SUNSHINE GANG

WJBO

SUNSHINE SUE

WRVA

SUNSHINE TRIO

KFYO

SWINGSTERS

KNOW

SWINSON, IKE

WJHO

— T —

TALL CORN VARIETIES

KFNF

TAR HILL FARM JOURNAL

WPFT

TEMPLE, EARL

WMIS

TENN. BARN DANCE

WNOX

TENNESSEE, CRACY

WROL

TENN. MARY

KFDM

TENNESSEE SLIM

WJW

TENNESSEE VALLEY

PLAYBOYS

WHUB

TEXAS COWBOYS

KYHT

TEXAS NIGHT HAWKS

KROD

TEXAS OUTLAWS

KABC

TEXAS RAMBLERS

KSUB

TEXAS RANGERS, THE

KMBC

TEXAS ROUND-UP

KRLD

TEXAS SADDLE PALS

KFEQ

TEXAS TROUBADOURS

WSM

TEXAS VAGABONDS

WISR

THOMAS, GURNEY AND HIS

HILLBILLY PALS

WGBG

THOMAS, MAXINE FRANCES

Singer; b. Liberty, N. C., Apr. 24, 1924; Hartford Sch. of Music; Raleigh Business College.

THOMAS, CALVIN A.

Singer; b. Liberty, N. C., July 11, 1927.

. . . **FOLK ARTISTS - HILLBILLIES** . . .

THOMAS, ANNA

Singer; b. Liberty, N. C., Aug. 30, 1926; Raleigh Business College.

THOMPSON, OPAL
WGGA
THOMPSON, SHORTY
KLZ
TILLMAN, FLOYD
KTHT
TIMBEROO JANS
KSCJ
TIP TOP RANGERS
WHRC
TITTLE, CHARLIE
WGAU
TOBY 'N HIS RANCH HANDS
KVFD
TONES BROS.
KGIW
TOP HANDS, THE
WOAI
TOP HATTERS
WIZE
TOP OF THE MORNING
WBZ
TOWN AND COUNTRY TIME
KHBG
TRAVIS, MERL
KFWB
TRENT, TOMMY
WPDQ
TRU/TONE QUARTET
WAGA
TUBBS, JIM
KGFV
TUNES ALONG THE TRAIL
KVGB
23 SKIDDO REVUE
WHO
TWO KINGS AND A QUEEN
KMMJ
TYLER, JACK
WRVA
TYLER, TEX
KGER
TYLER, MRS, WALTER
WMEX

— U —

UNCLE ELMER'S CIRCLE
WBZ

UNCLE HARRY'S HILLBILLIES

KDAL
UNCLE JACK
WEEU
UNCLE MONROE
WHUB
UNCLE NED
WMAZ
UNCLE PETE AND GANG
WFIG
UNCLE ROY AND DIXIE
SERENADERS
WINC
URBLE, BUD
WFLA
UTAH SMITH
KVFD

— V —

VAN HORNE, WAYNE
KMA
VIRGINIANS, THE
WMBG

— W —

WAITES, JIM
WGST
WALLACE, SMOKEY
KRKO
WAKERFIELD, CHARLIE
WRVA
WARREN, SHORTY
WAAT
WAY OUT WEST
WCAP
WAYNE COUNTY JAMBOREE
WKBV
WEINER, JIMMY
WHRC
WELLS, JACK
KFAB
WEST, DAVE
KGW
WEST, ROY
WGAR
WESTERN ACES
WENT
WESTERN BALLADEER
KSCJ
WESTERN CARAVAN
WWSR
WESTERN ECHOES
KMBC
WESTERNAIRES
KVGB

WESTERN TROUBADOUR

WKLA
WESTWARD HO ROUND UP
WBRE
WHAT'S THE WEATHER
KFYR
WHEELER, ONIE
KTBM
WHITEY & HOGAN
WBT
WIGGINS, SHORTY
WCSC
WILEY & GENE
WKY
WILKERSON, SHORT
KIT
WILLIAMS, FOY
KNX
WILLIAMS, HANK
WWSA
WILLIAMS, SHORTY
WKIX
WILLIAMS, TEX
KLAC
WILLIAMS TWINS
WKAR
WILLIAMS, WOODY
KLRA
WOLFF, JOHNNY
WICA
WOOD, NEWT
WMBR
WOODEN, STEVE
KMA
WRIGHT, HANK
WJPF
WROKMAN, JOHNNY
WRVA
WYNNE, CAROL
WFIL

— Y —

YELLOW JACKETS, THE
KVOP
YODELIN' JENNY
KMO
YODELLIN' WESTERNERS
WMOH

— Z —

ZERBE SISTERS
WEEU
ZIMMERMAN, GENE
WKRZ

For the *best* in farm news . . .

AP

"THE GOLDEN TOUCH"

Frankie
CARLE

HIS PIANO AND HIS ORCHESTRA



Direction —



GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Orchestra Leaders Musical Conductors and Organists —their work during 1946

— A —

ANTONINI, ALFREDO

MBS—Starlight Serenade
MBS—Treasure Hour of
Song

ARDEN, VICTOR

NBC, Waltz Time

ARLO

ABC

ARMBRUSTER, ROBERT

CBS—Electric Hour
CBS—Summer Electric Hour

ARNAZ, DESI

NBC—Bob Hope

ARTZT, WILLIAM

CBS—Blondie

— B —

BAKALEINIKOFF,

CONSTANTIN

NBC—A Date With Judy

BAKER, DON

CBS—Big Sister

BALLANTINE, EDDIE

ABC—The Breakfast Club

BALSAM, ARTUR

NBC, Serenade to America;
Story of Music, Tapestry Mu-
sicale, NBC Concert Hour,
NBC String Trio

BARBER, BERT

ABC—Curtain Time

BARGY, ROY

Orchestra conductor, pianist; b.
Newaygo, Mich.; Durante-Moore
Show (CBS); Green Light Revue
(CBS).

BARLOW, HOWARD

NBC—Harvest of Stars
NBC—The Voice of Firestone

BENDITZKY, NAOUM

NBC, NBC String Trio, NBC
String Quartet

BERQUIST, WHITEY

NBC—The National Farm and
Home Hour

BLACK, FRANK

NBC—Musical Director

BLOCK, RAY

By Popular Demand (MBS); Con-
tinental Celebrity Club (CBS);
Crime Doctor (CBS); Holiday &
Company (CBS); Johnny Presents
(NBC); Mary Small — "Junior
Miss" Show (ABC); Milton Berle
(NBC).

CBS—Powder Box Theater

CBS—Romance, Rhythm and
Ripley

BONIME, JOSEPH

CBS—Take It or Leave It

CBS—Tonight on Broadway

BORNE, HAL

NBC—A Date With Judy

BRADLEY, OSCAR

CBS—We the People

BROEKMAN, DAVID

CBS—Texaco Star Theater

BROWN, MAURICE

CBS—Let's Pretend

BRYAN, DON

MBS—Exploring the Unknown

— C —

CAMERON, KEN

NBC—Smilin' Ed McConnell

and His Buster Brown Gang

CAMPBELL, HARRY

NBC—Dick Leibert—Magic
Moments in Melody

CARLE, FRANKIE

NBC, CBS, MBS — Columbia
Records.

CARTER, RAY

ABC—Dick Tracy

CARMICHAEL, HOAGY

CBS—Hoagy Carmichael

CARSON, PAUL

NBC—One Man's Family

CASE, RUSS

NBC—Kraft Music Hall

CATES, OPIE

NBC—Meet Me at Parky's

NBC—The Judy Canova Show

CAVALLARO, CARMEN

NBC—Sheaffer Parade

CHARLES, MILTON

CBS—Dr. Christian

CHITTISON, HERMAN

Pianist (Chittison Trio); b. Flem-
ington, Ky.; Lanny Ross Show
(CBS); Jack Smith Show (CBS);
Skyline Terrace Room (ABC);
Night Clubs: Blue Angel; Vil-
lage Vanguard (NYC); Theater:
Loew's State (NYC).

CHOTZINOFF, SAMUEL

NBC—Musical Director

CLIFTON, BILL

NBC—Jack Arthur

COLE, BUDDY

NBC—Truth or Consequences

COLE, NAT (King Cole)

NBC—King Cole Trio Time.

Kraft Music Hall

COTNER, CARL

CBS—Gene Autry

CRAWFORD, JESSE

ABC—Counterspy—David

Harding

MBS—The Adventures of the

Falcon

CUGAT, XAVIER

MBS—Spotlight Bands

NBC—The Drene Show, star-
ding Rudy Vallee

CURTIS, HAROLD

ABC—Murder Will Out

— D —

DALE, TED

CBS—Jimmy Carroll Sings

DANIEL, ELLIOT

NBC—The Fabulous Dr.

Tweedy

DANT, CHARLES

NBC—Dennis Day, Judy

Canova

DARBY, KEN

NBC—Pacific Group, King's

Men

DAVIS, PHIL

ABC—Sunday Party With

Hires

DEL CASTILLO, LLOYD

CBS—Stars Over Hollywood

DELLERS, WALTER

NBC—Grand Hotel

DEUTSCH, ADOLPH

CBS—This Is Hollywood

DE VOL, FRANK

CBS—The Ginny Simms Show

CBS—Tommy Riggs & Betty

Lou

DITMAR, IVAN

ABC—Hedda Hopper's Holly-
wood

DOLAN, ROBERT EMMETT

NBC—Dinah Shore's Open
House

DRAGON, CARMEN

CBS—The Baby Snooks Show

DUCHIN, EDDIE

NBC, Kraft Music Hall

DUFFY, JOHN

NBC—Smilin' Ed McConnell

and His Buster Brown Gang

DUNLOP, MERRILL

ABC—Club Time

— E —

ELLINGTON, DUKE

NBC—CBS—MBS.



"A Modern Musical Institution"

CHARLIE SPIVAK

and his Orchestra



VICTOR RECORDS

*The Man Who Plays
The Sweetest Trumpet
In The World*

Direction:
WM. MORRIS AGENCY



*Composer, Arranger
and Interpreter of
America's Swing Classics*

DUKE

ELLINGTON

and His ORCHESTRA



MUSICRAFT RECORDS

Winner of
ESQUIRE'S GOLD AWARD
1944
and again in
1945

Direction:
WM. MORRIS AGENCY

EVELYN (and her Magic Violin)
NBC—Hour of Charm

— **F** —

FAIRCHILD, COOKIE
NBC—Eddie Cantor

FAITH, PERCY
Conductor, Arranger, Composer;
b. Canada, Apr. 7, 1908; Toronto
Conservatory; Contented Hour
(NBC).

FASSETT, JAMES
CBS—Musical Director

FAY, ROMELLE
NBC—K-C Jamboree

FEIBEL, FRED
NBC—Lora Lawton

FIEDLER, ARTHUR
ABC—Boston Pops Orchestra
ABC—Esplanade Concert

FOOTE, HERB
CBS—Bachelor's Children
NBC—Ma Perkins

FORESTER, DAVID
NBC—Red Skelton Program

FRADKIN, FRED
ABC—The Adventures of the
Thin Man

— **G** —

GALE, BILL
CBS—County Fair

GARNER, ADAM
NBC—First Piano Quartet

GART, JOHN
Composer, conductor; b. Poland,
June 6, 1905; Kiev Imperial Con-
servatory of Music; Columbia
Workshop (WCBS), Richard Law-
less (WCBS), Gabriel Heatter's
A Brighter Tomorrow (WOR),
Carrington Playhouse (WOR), A
House In The Country (WOR);
MGM, Columbia, RKO picture
spots.

GLUSKIN, LUD
NBC—Amos 'n' Andy
ABC—The Adventures of Sam
Spade

GOBEL, DOLPH
(Goebel, Adolph Louis); Organ-
ist, composer; b. Regensburg,
Ger., Feb. 10, 1899; Univ. of
Munich; Johnny Thompson, Ethel
& Albert, Dolph Gobel Trio,
Tenn-Age Time, The O'Neils;
Transc.: OPA Stories; Jingles for
Nestle Milk, Anacin, Vaness
Lipstick.

GOODMAN, AL
Musical director; b. Russia; Pea-
body Sch. of Music; Prudential
Family Hour; Fred Allen Show;
RCA Victor recording artist.

GOODMAN, BENNY
Orchestra and Sextet; Benny
Goodman (NBC).

GREEN, JOHNNY
CBS—Hollywood Star Time

— **H** —

HAENSCHEN, GUS
CBS—Saturday Night Sere-
nade
NBC—American Album of
Familiar Music

HAMILTON, HABO
NBC—Name Your Music

HARLINE, LEIGH
ABC—Ford Festival of Ameri-
can Music

HARRIS, PHIL
NBC—Jack Benny Show

HATCH, WILBUR
CBS—Screen Guild Players,
Sweeney & March

HATHAWAY, CHARLES
ABC—Hallmark's "Charlotte
Greenwood Show"

HEIFETZ, BENAR
NBC—NBC String Trio, NBC
String Quartet

HERMAN, BERNARD
CBS—The Mercury Summer
Theater

HERMAN, WOODY
The Woody Herman Show (ABC).

HIGSON, JIMMIE
NBC—The Hoagy Carmichael
Show

HIRSCH, BERTRAND
NBC—American Album of
Familiar Music



HANK SYLVERN

Composer
Conductor
Organist



AL RICKEY

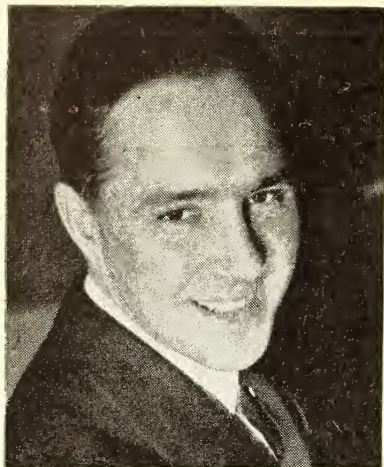
MUSICAL DIRECTOR AND ARRANGER

MR. KEEN — C.B.S.

HUMMERT RADIO FEATURES

MAYFAIR RECORDS

TEL. HAVemeyer 4-3779



CHARLES PAUL

Conductor—Composer



MR. & MRS. NORTH
NBC
THEATRE OF ROMANCE
CBS

DON VOORHEES

1946

Bell "Telephone Hour"

PERCY FAITH

CARNATION CONTENTED MILK PROGRAM
NBC



JIMMY LYTELL

and his orchestra

5 YEARS on

"Songs By Morton Downey"

for

COCA-COLA

WOR - Mutual

HOFF, CARL

Orchestra leader; b. Oxnard, Calif.; USC; Ariz. Conservatory of Music; Columbia Records; Shorts for Warner Bros.; Lucky Strike; Ford Motors; Camel Cigarettes; Fitch Bandwagon; United Airlines; Old Gold; Jergen's Lotion; Palm Olive-Colgates; Dole Pineapple; Pall Mall.

HORTON, VAUGHN

Composer, Dir. of Music; b. Penna., June 5, 1911; Member ASCAP; Plays 6 musical instruments; Writes words and music. Composed Choo Choo Ch'boogie, Shoe Shine Shuffle, Address Unknown, Juke Joint Jump, Dixie Cannonball, Let's Be Sweethearts Again, etc. Founded Amer. Inst. of Music, 1697 Bway., NYC.

HUSTAD, DON

ABC—Club Time

— J —

JAMES, HARRY

MBS—Spotlight Bands

JENKINS, GORDON

NBC—Bob Burns Show
CBS—The Dick Haymes Show

JEROME, JERRY

NBC—Honeymoon in New York, Teentimers Club, Eileen Barton Show, Jimmy Edmondson Show, Music Room, Tuesday Matinee

— K —

KAHN, JOE

NBC—Information Please

KALASH, CARL

NBC—Standard School Broadcast

KATIMS, MILTON

NBC—Serenade to America, Eternal Light, Lee Sullivan's Vest Pocket Varieties, The National Hour, Honeymoon in New York, Songs by Warde Donovan, Special Easter Program, Music As You Like It, Travelin' Man, Story of Music, Music for Tomorrow, Songs by Irene

KATZ, BERNARD

CBS—The Mayor of the Town
CBS—This Is My Best

KAUFMAN, HARRY

NBC—NBC String Trio, Concert of Nations

KENTON, STAN

(Kenton, Stanley Newcomb); Band leader, pianist; b. Wichita, Kans., Feb. 19, 1912; Vaughn Monroe Camel Show; Teen Timers (NBC).

KING COLE TRIO

NBC—King Cole Trio Time, Kraft Music Hall

KING, DUDLEY

CBS—Hobby Lobby

KING, WAYNE

CBS—The Wayne King Show

KINGSBURY, CHET

MBS—Adventures of Bulldog Drummond
CBS—The Adventures of Elery Queen
MBS—True Detective Mysteries

KINNEY, RAY

MBS, ABC

KOSLOFF, LOU

NBC—The Life of Riley

KOSTELANETZ, ANDRE

CBS—The Music of Andre Kostelanez

KOUSSEVITZKY, SERGE, DR.

ABC—Bershire Festival
ABC—Boston Symphony Orch.

KREUGER, BENNIE

NBC—The Drene Show, starring Ruddy Vallee

KYSER, KAY

(Kyser, James King Kern); Band leader, Comedian; b. Rocky Mount, N. C., June 18, 1905; Univ. of N. C.; College of Musical Knowledge (NBC).

— L —

LAVALLE, PAUL

NBC—Cities Service Highways in Melody
CBS—The Stradivari Orch.

LE PIQUE, EUGENE (and Con Maffie)

CBS—G. E. House Party

LEIBERT, DICK

CBS—Mommie and the Men
CBS—The Second Mrs. Burton
NBC—When a Girl Marries

ROY BARGY

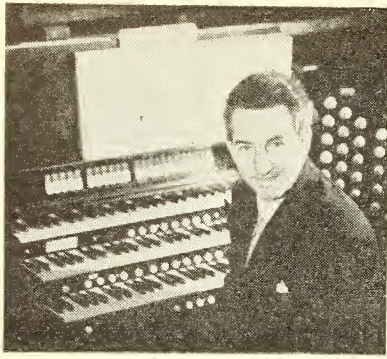
Musical Conductor

DURANTE-MOORE
SHOW

for

Rexall Drug Company
C.B.S.

VICTOR
YOUNG



JACK WARD

★ ★ ★

ORGANIST

National Broadcasting Company
New York City

LYN MURRAY

THE HIT PARADERS
SOUND OFF
FINIAN'S RAINBOW
DECCA RECORDS

WILLIAM MORRIS AGENCY



LLOYD SHAFFER



Organist—Composer
Conductor
LA. 4-1200

LEVEY, HAROLD

CBS—Armstrong's Theater of Today
ABC—Hour of Mystery
ABC—Theater on the Air

LEVIN, SYLVAN

Musical Director, WOR-Mutual; Narrator; b. Baltimore, Md., May 3, 1903; Peabody Conservatory of Music; Philadelphia Curtis Inst.; Basil Rathbone Scotland Yard Series, Operatic Revue, Symphonic Notes, Symphonic Strings, Scout About Town, Take These Notes, Passport to Romance.

LEVINE, HENRY (Henry Hot Lips Levine)

NBC—Bernie West's Carnival, Solitaire Time

LOMBARDO, GUY

Orchestra Leader, Spotlight Bands (MBS).

LYTELL, JIMMY

The Coke Club with Morton Downey (MBS).

— **M** —

MAFFIE, CON (and Eugene Le Pique)

CBS—G. E. House Party

MAGNANTE, CHARLES

NBC, Jack Berch Show

MALNECK, MATTY

NBC—Duffy's Tavern

MARTIN, FREDDY

CBS—Jack Carson Show

MATTOLO, TONY

NBC—Jack Berch Show

MAUPIN, REX

ABC—Wake Up and Smile

MAY, BILLY

CBS—Adventures of Ozzie and Harriet

CBS—Forever Ernest

MEAKIN, JACK

CBS—Silver Theater

NBC—The Great Gildersleeve

MEEDER, BILL

CBS—Life Can Be Beautiful

NBC—Lone Journey

NBC—Pepper Young's Family

NBC—Right to Happiness

MERLIN, VING

NBC—Solitaire Time

MILLER, IRVING

CBS—The Jack Kirkwood Show

MILLER, JACK

(Miller, John J.); Musician; b. Dorchester, Mass., Sept. 4, 1899; Kate Smith Sings, Aldrich Family, Mollie Mystery Theater, Radio Reader's Digest Show.

MILLER, JOHNNY

NBC—King Cole Trio Time, Kraft Music Hall

MILLER, IRVING VICTOR

Musical director; b. New York, N. Y., Sept. 2, 1907; Columbia Univ.; Mel Blanc Show (CBS).

MILLS, BILLY

NBC—Fibber McGee and Molly

MILLS, FELIX

NBC—A Man Called X

MILTON, CHARLES

Organist, Singer, Composer, Conductor; b. San Jose Calif.; Dr. Christian; Meet the Missus; Melody Trail; Money On the Line; What Makes a Song; Calif. Caravan; Prelude to Midnight; Milton Charles Presents; Tapestries of Life; Five piece combination with original music arranged and conducted by Milton Charles.

MITTLER, FRANK

NBC—First Piano Quartet

MONROE, VAUGHN

NBC—Vaughn Monroe Band & Singers

MOORE, OSCAR

NBC—King Cole Cole Trio Time, Kraft Music Hall

MURRAY, LYN

Harvest of Stars (NBC).

— **N** —

NELSON, OZZIE, Orchestra

CBS—Adventures of Ozzie and Harriet

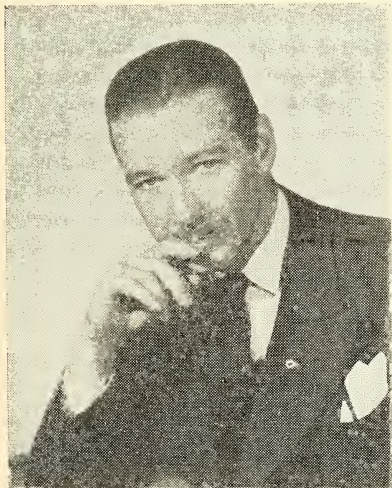
NEWMAN, ALFRED

NORRIS, BOBBY

Yankee Network—Musical Dir.

NOVAK, FRANK

Take It Easy (MBS)—(NBC)—(CBS).



KINGSTON RHAY

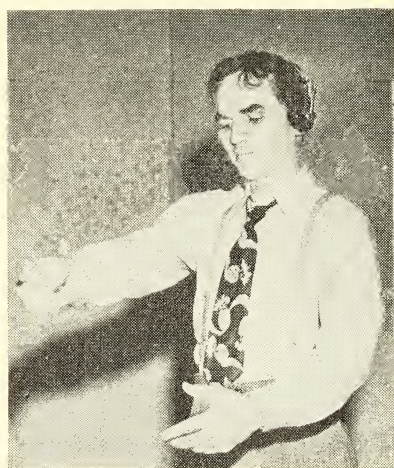
and his
World Wide Music

Personal Representation

NOEL J. KILGEN

Steinway Hall

New York



PAUL J. SMITH

Composer - Conductor

THE NEW EDDIE BRACKEN SHOW

JACK MILLER and ORCHESTRA

Featured on

"Kate Smith Sings"

C B S

"Radio Readers Digest"

C B S

"The Aldrich Family"

N B C

"Molle Mystery"

N B C

Greetings

RAY BLOCH

CARL HOFF

WALTER SCHARF

Musical Director—
Composer

ALICE FAYE—PHIL HARRIS

Fitch Bandwagon

— O —

OSBORNE, WILL
NBC—Abbott & Costello
OWEN, ELWYN
NBC—Ma Perkins
CBS—Vic & Sade

— P —

PADWA, VLADIMIR (Vee)
NBC—First Piano Quartet
PAIGE, RAYMOND
NBC—RCA Show
PARMENTIER, CASS
MBS—Iika Chase

PAUL, CHARLES

Conductor, arranger, composer;
Mr. & Mrs. North (NBC); Theater of Romance (CBS); CBS Workshop; Murder at Midnight (ABC); Road of Life (NBC-CBS); Cluny the Clown, original musical album for Cosmo Records.

PAUL, EDDIE

NBC—Jack Haley, with Eve Arden

PELLE, VICTOR

MBS—Double or Nothing

PELUSO, THOMAS

NBC (West Coast)—Musical Dir.

PERAZZO, GENE

CBS—Mystery of the Week

PETERS, VINCENT

NBC—Ask Me Another

PETRILLO, CAESAR

CBS—First Nighter
CBS—Island Venture

PORTER, RAY

NBC—Philip Morris Follies of 1946, Philip Morris Frolies

— R —

RALPH, TEDDY

ABC—Detect & Collect

RANDOLPH, ELIZABETH

NBC—Story to Order

RHAY, KINGSTON

Musical Director, Composer, Pianist, Arranger; b. Youngwood, Pa.

RICKEY, AL

CBS—Mr. Keen; Mayfair Records

RENE, HENRI

ABC

ROMBERG, SIGMUND

ABC—An Evening With Romberg

ROSE, DAVID

CBS—Holiday for Music

ROTH, AL

NBC—Schaefer Star Revue

— S —

SACK, AL

CBS—Listen to a Love Song

CBS—Maisie

CBS—The Beulah Show

SAIDENBURG, DANIEL

NBC—Alec Templeton Show

SALTER, HARRY

CBS—It Pays to Be Ignorant

SALVO, LEN

MBS—Murder Is My Hobby

SCHARF, WALTER

Musical Director; b. New York, N. Y., Aug. 3, 1910; NYU; The Fitch Bandwagon (NBC).

SCHOEN, VIC

CBS—The Andrew Sisters' Show

SCHIRAGER, RUDY

ABC—I Deal in Crime

SEBASTIAN, GEORGE

CBS—Great Moments in Music

SELINSKY, VLADIMIR

CBS—FBI in Peace and War

SELL, PAUL

SELLERS, PRESTON

MBS—Tom Mix and His Ralston Straight Shooters

SEMMLER, ALEXANDER

NBC—The Mollie Mystery Show

SHAFER, LLOYD M.

Musical Director; b. Ridgway, Pa., Sept. 21, 1901; Allegheny College; Univ. of Cincinnati; College of Music, Cinn.; Chesterfield Supper Club.

SHAPIRO, HARVEY

NBC—NBC String Trio

SHELDON, EARL

ABC—Musical Bouquet

SHELLEY, GLENN

NBC—Name Your Music

SHIELDS, ROY

NBC—RCA Show

SILVER, LOU

CBS—Lux Radio Theater

SINATRA, RAY

NBC—Bob Burns Show

ARLO

Organist - Composer

"BREAK THE BANK"

"POT OF GOLD"

"WE LIVE IN PEACE"

"THE O'NEILLS"

•

"ESQUIRE FASHION PARADE"

•

Transcriptions



HERMAN CHITTISON TRIO

Makers of Custom Built Tunes

"Crime Photographer"

... WCBS

•

"Skyline Terrace Room" ... ABC

•

M.H.R. and Musicraft Records



SMITH, PAUL J.

Music composer, conductor; b. Calumet, Mich., 1906; Bush Conservatory; UCLA; Walt Disney's Snow White & the Seven Dwarfs; Victory Through Air Power; Saludos Amigos; Three Caballeros; Song of the South; Fun & Fancy Free; Winner of Acad. of Motion Picture Arts & Sciences Award for Music, 1940, for Pinocchio; Eddie Bracken Show (CBS).

SOSNICK, HARRY

NBC—Penguin Room with Hildegarde

SPI TALNY, PHIL, All Girl Orchestra

NBC—Hour of Charm

SPIVAK, CHARLIE

NBC; CBS; MBS

STEELE, TED

NBC; CBS; KMPC

STEINER, FREDERICK

ABC—This Is Your FBI

STEVENS, LEITH

CBS—The Academy Award Theater

STOESS, WILLIAM

CBS—Reader's Digest—Radio Edition

STONE, CLIFFORD

Swinging Band Leader; b. Burbank, Calif., Mar. 1, 1917; Recording supervisor, Capitol Records (folk artists); Formed own band early 1947 for extensive exploitation program by Capitol and country-wide tours.

STORDAHL, AXEL

CBS—The Frank Sinatra Show

SUES, LEONARD

NBC—The Eddie Cantor Show

SYLVERN, HENRY

"HANK"

Musical Director; b. Brooklyn, N. Y., Mar. 26, 1908; NYU; Paris Conservatory, Seipsiz Conservatory, College of Musical Art; The Barry Wood Show, Arthur Godfrey Time, Arthur Godfrey's Talent Scouts; MGM Spot Sales; Boston Blackie Calling All Girls; Press Assoc.

— T —

TEMPLETON, ALEC

NBC—Alec Templeton Show

TERRY, DAVID

CBS—The Danny Kaye Show

THOMPSON, ELSIE

CBS—Aunt Jenny's Real Life Story

MBS—The Shadow

TOSCANINI, ARTURO

NBC—NBC Symphony of the Air, General Motors Symphony of the Air

TRENDLER, ROBERT

MBS—Freedom of Opportunity

MBS—Swing's the Thing

MBS—The Human Adventure

TROTTER, JOHN SCOTT

ABC—Philco Radio Time

— V —

VALLEE, RUDY

NBC—The Rudy Vallee Variety Show

VAN HOOMISSEN, JERRY

NBC—Name Your Music

VAN STEEDEN, PETER

CBS—Bob Hawk Show

NBC—Mr. District Attorney

ABC—The Alan Young Show

VITO, ELAINE

CBS—Mommie and the Man

VOORHEES, DON

NBC—Telephone Hour

NBC—Cavalcade of America

— W —

WARD, JACK

Organist; b. Philadelphia, Pa., Aug. 31, 1896; Combs Conservatory; Gangbusters, Bill Stern, Home Around the World, Univ. of the Air, Between the Bookends, Pot O'Gold; NBC Tele; NBC Recording Thesaurus.

WARING, FRED

Conductor, Composer; b. Tyrone, Pa., June 9, 1900; Penn State; Fred Waring Show (NBC), Johnson's Wax (NBC).

WARNOW, MARK

CBS—Your Hit Parade

WASHBURN, COUNTRY

NBC—Saturday Night Rounup

WELTY, GLENN

NBC—Alka-Seltzer National Barn Dance

WESTON, PAUL

CBS—The Joan Davis Show

WHITEMAN, PAUL

ABC—Stairway to the Stars

WILLSON, MEREDITH

NBC—Maxwell House Coffee Time

WIPPLE, DOC

MBS—Paula Stone & Phil Brito

WIRGES, WILLIAM

ABC—Gangbusters

MBS—Richard Maxwell—Hymns You Love

WORTH, FRANK

ABC—Smoke Dreams

MBS—Those Websters

WRIGHT, GEORGE

MBS—The Return of Nick Carter

ABC—Glamour Manor

NBC—Your United Nations

WYLE, GEORGE

ABC—The Alan Young Show

— Y —

YANACEK

NBC—Betty Crocker

NBC—Guiding Light

NBC—Today's Children

NBC—Woman in White

YOUNG, VICTOR

Orchestra leader; b. Chicago, Ill., Aug. 8, 1900; Westinghouse Program (NBC).

— Z —

ZIMMERMAN, HARRY

Don Lee Broadcasting System

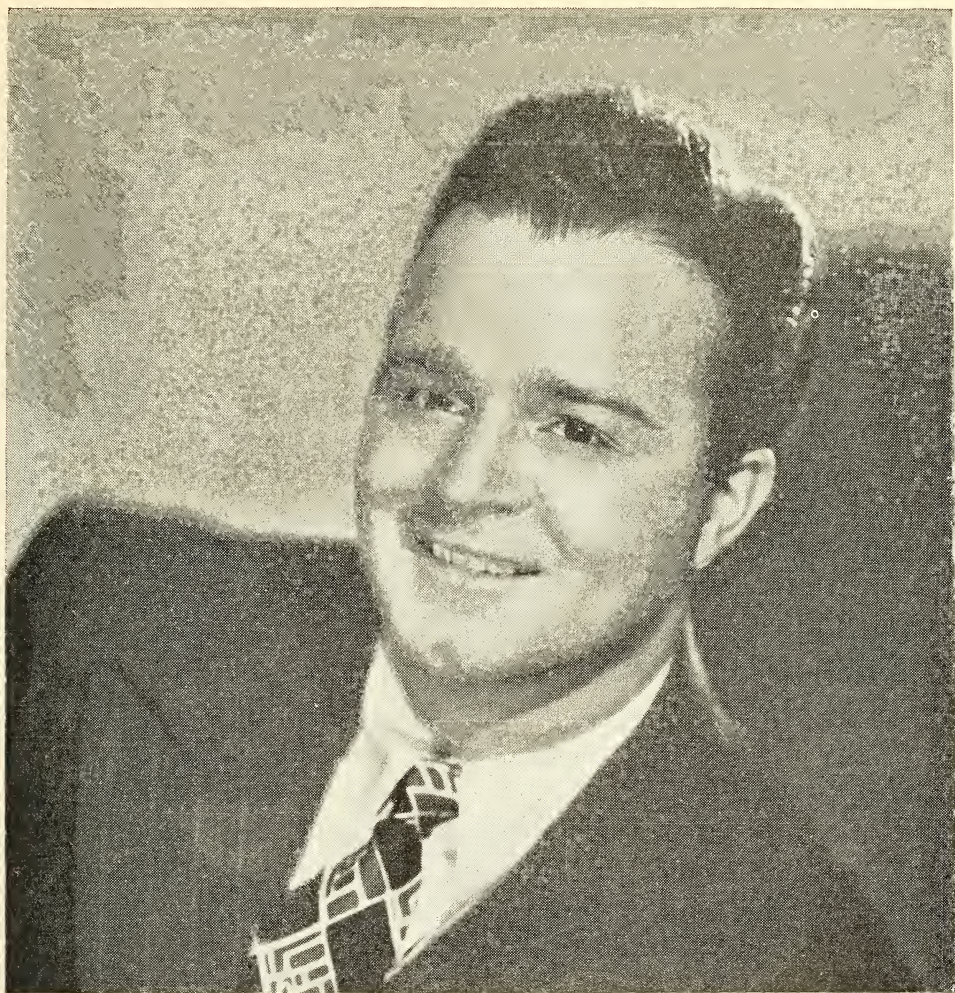
—Musical Dir.

IRVING (Victor) MILLER

MEL BLANC SHOW

COLGATE-PALMOLIVE-PEET

C.B.S.



PHIL BRITO

Monogram Pictures — Musicraft Records

Past Performances

RALEIGH CIGARETTES, KREML PROGRAM, HILDEGARDE, KRAFT MUSIC HALL
CONTENTED HOUR, MGM PROGRAM, ASSOCIATED TRANSCRIPTIONS, DATE WITH
MUSIC, CROSELY SHOW, MARS CANDY.

Radio Representative . . . DOUGLAS F. STORER, 1270 Sixth Ave., New York, N. Y.



*Joan
Edwards*

MCA LTD.

**MARILYN
MAXWELL**

SINGING STAR

**ABBOTT and COSTELLO
SHOW**

NBC



Vocal Artists

—their work during 1946

— A —

101 RANCH BOYS
WSBA, York, Pa.

ABNER, BUFORD
WBT, Charlotte, N. C.
The Swanee River Boys

ABNER, MERLE
WBT, Charlotte, N. C.
The Swanee River Boys

ABRAMOVICH, KARIN
WTCN, Minneapolis, Minn.
Karin Sings

ADAMS, HOMER
KSL, Salt Lake City, Utah
Jack Frost Melodies

ADAMS, JANE
WESX, Salem, Mass.
Congratulations

ALAN, PAT
WCLO, Janesville, Wisc.
Aunt Em's Homemakers

ALEXANDER, PAUL
KYSM, Mankato, Minn.

ALIFF, HAMILTON C.
WWVA, Wheeling, W. Va.
Big Slim the Lone Cowboy

ALLEN, BETTY
WGAR, Cleveland, O.
Serenade for Smoothies, Any-
thing Goes

ALLEN, DICK
WJAS, Pittsburgh, Pa.
Lea Kelton Orchestra

ALLEN, EMORY
WMAZ, Macon, Ga.
Radio Center

ALLEN, REX
WLS, Chicago, Ill.

ALLEN, ROSALIE
Radio & recording artist; b. Old
Forge, Pa., June 27, 1923; St.
Thomas Coll.; Prairie Stars
(WQV), Tenderleaf Tea Tele
Show; Roundup, Hayloft Hoe-
down, Barn Dance (WFIL);
Tune corral, (WAAT).

ALLEN, TOMMY
WKY, Oklahoma City, Okla.
Show of Promise

ALME, JEANNE
WDAY, Fargo, N. D.

AMECHE, LOLA
ABC, George Barnes Octet,
Junior Junction

AMES, FRANK
WHBC, Canton, O.
Moments of Devotion,
Morning Meditations

AMADON, ARTHUR
WBZ-WBZA, Boston, Mass.
Serenader

ANDERSON, ANDY
KMBC, Kansas City, Mo.
Western Echoes, Brush Creek
Follies

ANDERSON, BOB
WDAY, Fargo, N. D.

ANDERSON, ED
WCED, Dubois, Pa.
Songs by Anderson

ANDREWS, LOU ARDEN
KELD, El Dorado, Ark.
The Song Garden

ANDREWS SISTERS
Singers; Laverne b. July 6,
1915; Maxene b. Jan. 3, 1918;
Patricia b. Feb. 1920; Minne-
apolis, Minn.; Eight To The
Bar Ranch (NBC).



Best Wishes
To
Radio Daily

Jeannie McKeon

And Thanks
For Listening

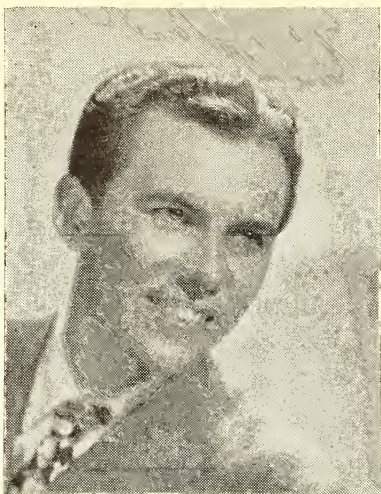
"GREEN LIGHT REVIEW"
With Roy Bargy & His Orchestra
— DAILY —

"BORGE-GOODMAN SHOW"
With Benny Goodman
N.B.C. Monday

Black & White Records
"Yesterdays" Album Now in Release

Management
JIM DOANE
Hollywood

Press. Rep.
BILL BUSH
Hollywood



BILL HARRINGTON

Singing Star
**MUTUAL BROADCASTING
SYSTEM**

Management: Douglas F. Storer
RKO Bldg., Radio City, New York



EILEEN BARTON

Direction: WM. MORRIS AGENCY



MONICA LEWIS

JAN AUGUST SHOW
REVERE CAMERAS
Mutual
Signature Records



DICK BROWN

SINGING STAR
OF
"CALLING ALL GIRLS"
"PLEASURE PARADE"
"HEARTS IN HARMONY"
"DICK BROWN SHOW"

Personal Manager Jimmy Rich
1650 Broadway New York, N. Y.

VOCAL ARTISTS

ANGIE
WPEN, Philadelphia, Pa.
Music to Dream By

ANTHONY, VIC
NBC, Music Room; Jack
Arthur

ARBOGAST, CLARK
WIBW, Topeka, Kans.

ARBOGAST, WAYNE
WIBW, Topeka, Kans.

ARCHER, GENE
WRC, Washington, D. C.

ARKANSAS WOODCHOPPER
WLS, Chicago, Ill.

ARMEN, KAY
ABC—Wake Up and Smile,
Johnny Olsen's Rumpus Room,
Own Program

ARNOLD, EDDY
MBS—Checkerboard Jamboree

ARNOLD, PAUL
ABC—Johnny Olsen's Rumpus
Room

ARTHUR, JACK
NBC, Jack Arthur

ARVAI, PAUL
WNAB, Bridgeport, Conn.
Melody Time

ASTON, BUZZ
KDKA, Pittsburgh, Pa.
Home Forum

ASTON, PHILIP
KDKA, Pittsburgh, Pa.
Singing Strings, Memory Time,
Magic Melodies

ATKINS, DICK
ABC—Al Pearce and His
Gang

AURAND, FRANCES
WHBQ, Memphis, Tenn.
Star Time

AUTRY, DICK
KFEQ, St. Joseph, Mo.
Downeasters

— B —

BABBITT, HARRY
ABC—Stairway to the Stars

BAILEY, BILL
WWVA, Wheeling, W. Va.
Toby Stroud's Blue Mountain
Boys

BAILEY, CECIL
WSM, Nashville, Tenn.

BAILEY, MILDRED
ABC—Woody Herman Show

BAILEY, RICHARD
WMUR, Manchester, N. H.
Melody House

BAIRD, EUGENIE
ABC—Paul Whiteman Hour,
Own Program

BAIRD, PAUL
KID, Idaho Falls, Idaho
Good Word and a Song

BAKER, CURLY
WGTL, Galesburg, Ill.
Curly Baker Sings

BAKER, JACK
WSM, Nashville, Tenn.
RFD, Dixie, Dixie Nightcap

BAKER, KENNY

Singer; b. Monrovia, Cal. Sept.
30, 1912; Kenny Baker Show.

BALDWIN, BONNIE
WWVA, Wheeling, W. Va.
Radio Rangerettes

BARBER, JOSEPH
KGW, Portland, Ore.

BARCLAY, BETTY
ABC—So You Want to Lead a
Band, Sammy Kaye's Sunday
Serenade

BARKER, JOE
WWVA, Wheeling, W. Va.
Joe Barker's Chuckwagon
Gang

BARKER, SHIRLEY
WWVA, Wheeling, W. Va.
Joe Barker's Chuckwagon
Gang

BARLOW, RAMPTON
KEIO, Pocatello, Idaho

BARNES, REBECCA
WGTM, Wilson, N. C.
Studio Serenade

BARTON, EILEEN

NBC — Eileen Barton Show;
Teentimers Club

BARNHILL, EUGENIA
WQAM, Miami, Fla.
Songs at the Organ



DALE EVANS

Featured Vocalist

"THE ROY ROGERS SHOW"

NBC — Saturdays

Have you met Yvette?



Yvette, popular young
singing star who has
appeared on the Nation's
leading radio shows.



KENNETH SCHON

Dramatic Baritone
Metropolitan Opera Co.



BILL PERRY

11th Year

on

"Saturday Night Serenade"

... CBS ... for PET MILK

RED DOFF

PUBLICITY
EXPLOITATION

1000 N. CAHUENGA BLVD.
HOLLYWOOD, CALIF.
HILLSIDE 1161



The BLUE FLAMES

"Johnny Olsen's Rumpus Room"

WJZ—ABC

Columbia Records

Transcriptions



VOCAL ARTISTS

BARRY, LEE
WMC, Memphis, Tenn.
Memory Lane

BAUER, ELAINE
WSAI, Cincinnati, O.

BEASLEY, FRANCES
WFAA, Dallas, Tex.
Songs by Frances Beasley

BEASLEY, IRENE
(Beasley, Elizabeth Irene); Producer, MC, Singer; Whitehaven, Tenn.; Sweet Briar Coll.; MC Raising A Husband (MBS); MC, Singer, Producer-Grand Slam (CBS); Head of radio Prod. Service; Member N. Y. local board, AFRA.

BECK, VIRGINIA DEAN
KRIG, Odessa, Tex.
Songs by Ginger

BECKER, MARGARET
KALE, Portland, Ore.
Veterans' Job Shop

BELL, BONNIE
WWL, New Orleans, La.

BENNETT, CHUCK
KFEL, Denver, Colo.
Song to Remember

BENNETT, KEN
KPDN, Pampa, Tex.
Songs in a Modern Manner

BENNETT SISTERS
WBBM, Chicago, Ill.

BENSON, BETTY
WKMO, Kokomo, Ind.
Kokomo Cafe

BERG, FLORENCE
KDKA, Pittsburgh, Pa.
Memory Time

BERNIER, DAISY
NBC, Fred Waring Show

BEVERLY, ELAINE
MBS, KQV, Pittsburgh, Pa.
Open House, Buddy Murphy's Guestbook
KDKA, Memory Time, Brunch with Bill

BLACK, JUNE
WKRC, Cincinnati, O.
June Black Sings

BLACKHAWK VALLEY BOYS
WOWO, Fort Wayne, Ind.
WOWO, Hoosier Hop

BLISARD, DON
KUOA, Siloam Springs, Ark.

BLISARD, NORMAN
KUOA, Siloam Springs, Ark.

BLUE FLAMES, THE
Vocal group; Wild Root Show with Woody Herman Orch.; Johnny Olsen's Rumpus Room (ABC).

BOBBIE & HARPO
KFEQ, St. Joseph, Mo.
Prairie Serenaders

BODENMILLER, GEORGE
WOAI, San Antonio, Tex.
Once Over Lightly

BODKIN, PRU
WNYC, New York, N. Y.
South American Way

BOGGESS, JUDY
WKBY, Richmond, Ind.
Judy Sings

BOGGS, BILL
KFH, Wichita, Kans.
Ark Valley Boys

BOLTON, PATSY
ABC—Al Pearce Show

BOND, ANN
CBS—Oklahoma Roundup
KCMA, Oklahoma City, Okla.

BOSCH, HENRY
WMBI, Chicago, Ill.
Good News in Song

BRADLEY, CURLEY
ABC—Breakfast Club

BRAME, JEAN
KRDL, Dallas, Tex.
Spirit of '48

BRAIN, OSCAR
WNYC, New York, N. Y.
Folksong

BRANNUM, HUGH (Lumpy)
NBC, Fred Waring Show

BRAY, ALGER
WHBF, Rock Island, Ill.
Buddies of the Airlines

BREHMER, LARRY
KTBL, Tacoma, Wash.

BREWER, JENNY
WAVE, Louisville, Ky.
Lightly & Politely

BRIGHT, MRS. MORGAN
WLAR, Athens, Tenn.
WLAR Music Club

BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa.
Tap Time

BRITO, PHIL
(Colombrito, Philip T.) Singer; b. Boomer, W. Va.; Spt. 15, 1918; Kreml Radio Show (MBS); Raleigh Cigarette Show (NBC); Contented Hour (NBC); Hildegarde (NBC); Kraft Music Hall (NBC); Hollywood Open House (CBS).
(See Page 847)

BRITTON, JAMES
WHEC, Rochester, N. Y.
Silver & Gold, Sweet Rhythm, Saludos Amigos

BROOKS, DAVID
ABC—Johnny Olsen's Rumpus Room

BROOKS, DOROTHA
WTAM, Cleveland, O.
Do You Remember

BROOKS, KIRBY
WIOD, Miami, Fla.
Gems of Melody

BROUGHAM, MARTIN
NBC, Coast Guard Quartet, The Mariners

BROWN, JUNE
ABC—Chicago Serenade, Rex Maupin's Orch.

BROWN QUARTET
WENC, Whiteville, N. C.
Melodies to Remember

BROWN, DICK
(Brown, Herbert Richard); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts in Harmony; Pleasure Parade; Dick Brown Show (WNEU); Guest-RCA Victor Show; Dave Elman's Auction.

BROWN, ED
WMTG, Montgomery, Ala.
Songs of Ed Brown

BROWN, JACK
WLW, Cincinnati, O.
Date with Jack Brown

BROWN, NELLIE
WREN, Lawrence, Kans.
The Range Riders

BRUCE, DALTON
KRIG, Odessa, Tex.
Elmer the Hick

BURDETTE, JIM
WFAA, Dallas, Tex.
Early Birds, Dream Nocturne

BURGESS, AL
KFJB, Marshalltown, Ia.
A Little Bit of Everything

BURNET, CHESTER
WMAZ, Macon, Ga.
The Friendly Voice

BURT, WM. H.
WWVA, Wheeling, W. Va.
Familiar Melodies

BURTON, BOB
WHOP, Hopkinsville, Ky.
Sunny South Boys

BUSEY, VAUGHN
KMBC, Kansas City, Mo.
Tune Chasers

BUSH, DON
WOWO, Fort Wayne, Ind.
Don Bush Sings

BUTLER, WARDE
WKRC, Cincinnati, O.
Warde Butler Sings

— C —

CALLAHAN, BOB
KQW, San Jose, Calif.

CAMERON, BARBARA
WLW, Cincinnati, O.
Fashions in Melody

CAMPBELL, ELIZABETH
WLAY, Muscle Shoals, Ala.
Dog Patch Jamboree

CAMPBELL, FRED
WKMO, Kokomo, Ind.
Kokomo Cafe

CANTWELL, AL
WDNC, Durham, N. C.
What's Cooking in Durham

CARLYLE, LOUISE
ABC—Hires Sunday Party

CARNESI, FRANCIS
WOAI, San Antonio, Tex.
Memory Lane

CARPENTER, BERT
KSUB, Cedar City, Utah
Songs You Like to Hear

CARPENTER, DON L.
KBIX, Muskogee, Okla.
Daily Devotions

CARPENTER, THELMA
NBC—Eddie Cantor Show

CARR, RAMONA
WTOD, Toledo, O.
Saturday Serenade

CARRIER, WILLIAM
WBT, Charlotte, N. C.
The Swannee River Boys

CARROLL, BOB
ABC—Mary Small Revue

CARROLL, HELEN
NBC—Chesterfield Supper Club

CARROLL, JIMMY
ABC—Pot O' Gold

CARTER, LUCY WOKER
KFUO, Clayton, Mo.
The Shut-In Hour

CARROLL, GEORGE
WLW, Cincinnati, O.

CARROLL, GLORIA
WEEI, Mass.
Coffee Club

VOCAL ARTISTS

CARROLL, JIMMY
CBS—Family Hour
MBS—Gold and Silver Min-
strels

CARROLL, MARTHA
WFBM, Indianapolis, Ind.
Early Birds

CARTER, BOB
KDKA, Pittsburgh, Pa.
Tap Time, Sunday Supper-
time

CARTER, KATHLEEN
WHBC, Canton, O.
Moments of Devotion

CASEY, CLAUDE
WBT, Charlotte, N. C.
The Briarhoppers

CASSELL, CHAS.
WCHA, Chambersburg, Pa.
Battle of the Century

CASSELL, PETER W.
WWVA, Wheeling, W. Va.
King of the Hillbillies

CASSELL, TOM
WCHA, Chambersburg, Pa.
Battle of the Century

CESARIO, JOHN
KROP, Brawley, Calif.
Songs by John Cesario

CHARIOTEERS
ABC—Bing Crosby

CHESNEY, JAMES
WBIR, Knoxville, Tenn.
Jimmy Chesney Sings

CHRISTIE, BEA
WFBM, Indianapolis, Ind.
Pearson Time

CHURCHILL, STUART
NBC—Fred Waring Show

CLARK, BUDDY
NBC—Carnation Contented
Hour

CLAYTON, PATTI
CBS—Bouquet for You.
Waitin' for Clayton

COLLYER, LYNN
NBC—Jimmy Edmondson
Show, Lynn Collyer Sings

COLORADO, PETE
KMBC, Kansas City, Mo.
Early Bird Jamboree, Dinner
Bell

COMO, PERRY
Vocal artist, radio & screen;
b. Cannonsburg, Pa.; Supper
Club (NBC).

CONTE, JOHN
NBC—Teentimers Club

CORVO, JOHNNY
NBC—Music for Saturdays

COURTNEY, DIANE
NBC—Honeymoon in New
York

CRAIG, DON
NBC—Fred Waring Show

CRIST, PHIL
WFBR, Baltimore, Md.
Club 1300
Luncheon Club

CROSBY, BING
ABC—Bing Crosby Show

CROSS, GLEN
NBC—Manhattan Merry-Go-
Round

CROSS, SKEETS
WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop

CYR, PAUL
WEEL, Boston, Mass.
Wild Azaleas, More of Moore

— D —

DALE, PATTY
WNEW, New York, N. Y.
Hospital Circuit

DALTON, AUDIE
KVOO, Tulsa, Okla.
Neighbor Anthony, Safety
Party

DAME, DONALD
NBC—American Album of
Familiar Music

DAMONE, VIC
WHN, New York, N. Y.
Vic Damone Sings, Gloomdod-
gers

DAUM, MARGARET
NBC—American Album of
Familiar Music

DAVIES, ED
ABC—Our Singing Land

DAVIS, JANETTE
CBS—Arthur Godfrey

DAVIS, KEITH
MBS—Married for Life

DAWDY, MAUREEN
WIBW, Topeka, Kans.

DAWN, MARION
WFBR, Baltimore, Md.
Club 1300

DAY, RENNIS
NBC—A Day in the Life of
Dennis Day, The Jack Benny
Show

DAY, GEORGIA
WBEN, Buffalo, N. Y.
John Labatt, Ltd.

DeBORD, JEROME
WIBW, Topeka, Kans.

DeCESARE, ALICE
WGNV, Newburgh, N. Y.
Alice in Songland

DELTA RHYTHM BOYS
CBS—The Joan Davis Show

De MARCO SISTERS, THE
FIVE
NBC—Fred Allen Show

DENNIS, CLARK
ABC—Welcome to Clark Den-
nis, Forever Tops

DENNY, CARL
WCAU, Philadelphia, Pa.

DENNY, DAVE
ABC—Dave Denny, Johnny
Olsen's Rumpus Room

DENTON, JOE
WHAS, Louisville, Ky.
Dream Serenade

DESMOND, JOHNNY
NBC—Teentimers Show, Teen-
timers Club, Philip Morris
Follies of 1946, Philip Morris
Frolics

DEVORE SISTERS
WLW, Cincinnati, O.
Moon River

DICKENSON, JEAN
NBC—American Album of
Familiar Music

DODD, MARY JANE
ABC—Breakfast Club, George
Barnes Octet

DODSON, DOTTY
ABC—Breakfast Club

DONALDSON, ELAINE
KALL, Salt Lake City, Utah
This Is Elaine

DONOVAN, WARDE
NBC—Eileen Barton Show;
Warde Donovan Sings; Soli-
tair Time; Songs by Warde
Donovan

DONS
WSM, Nashville, Tenn.

DORR, RUSSELL A.
WGAN, Portland, Me.

DOWDY, TOBY
WRUF, Gainesville, Fla.
Twilight Time

DRAGONETTE, JESSICA
ABC—Spellman Reception

DRAKE, ALFRED
ABC—Ford Festival of Ameri-
can Music

DUNN, ARTY
NBC—Three Suns Trio

DuVAL, JUSTINE
WAAW, Newark, N. J.
Broadwayites

— E —

EACKER, DEAN
WIBW, Topeka, Kans.

EDWARDS, HELEN
WRUF, Gainesville, Fla.
Twilight Time

EDWARDS, JOAN
Singer; b. New York, N. Y. Feb.
13, 1922; Hunter Coll.; Hit Pa-
rade; Guest appearances Carna-
tion Contented Hour, Truth or
Consequences, Evening in Paris,
Jack Smith Show, Texaco Star
Theatre, Sound-off, Jack Carson
Show, Bob Hope Show.

EDWARDS, LEE
WWJ, Detroit, Mich.
Coffee Club

EIBECK, WALTER
KDKA, Pittsburgh, Pa.
Home Forum

EMES, WALLY
KTUL, Tulsa, Okla.
Five Guys and a Gal

ELLIS, ANITA
NBC—Red Skelton Show; CBS—
Tommy Riggs & Betty Lou.

ELLIOTT, WILLIAM
WHEB, Portsmouth, N. H.
The Singing Cop

EMBREE, DOC
WIBW, Topeka, Kans.

EMBREE, ESTHER
WIBW, Topeka, Kans.

EMERALD, GENE
KRNT, Des Moines, Ia.

ERWIN, LEE
NBC—The Mariners

ESQUIRE QUARTET (John
Naher, Carter Ferris, Ru-
dolph Williams, James Bal-
lister)

NBC—Jimmy Edmondson
Show

EVANS, BETTE
KAKC, Tulsa, Okla.
Betty Sings

EVANS, DALE

ABC—Breakfast Club

EVANS, NANCY

ABC—Breakfast Club

EVANS, PAT

KMA, Shenandoah, Ia.
Suppertime Frolic

EVANS, ROSA

WEA, Madison, Wisc.
Music Enjoyment

— F —

FABRAY, NANETTE

NBC—Jimmy Edmondson Show

FANSLER, DICK

WISH, Indianapolis, Ind.

FAULKNER, KITTY

WSM, Nashville, Tenn.

FEE, JANET

KOA, Denver, Colo.

FELDKIRCHER, EMMA

WSM, Nashville, Tenn.

FIELDS, ARTHUR

WKAT, Miami Beach, Fla.
Arthur Fields Program

FINCHER, SHORTY

WWVA, Wheeling, W. Va.
Shorty Fincher's Prairie Pals

FISHER, DICK

KDKA, Pittsburgh, Pa.
Mildred, Don and the Men
About Town, Duquesne Show

FISHER, JANE

KDKA, Pittsburgh, Pa.
Home Forum

FITZPATRICK, TOM

WHBF, Rock Island, Ill.
Tom Fitzpatrick Sings

FLOWERS, SALLY

WGH, Newport News, Va.
Songs by Sally Flowers

FLOWERS, SALLY

WBNS, Columbus, O.
Sally's Sittin' Room

FOLEY, ELLEN

KDKA, Pittsburgh, Pa.
Magic Melodies

FOREMAN, FLOYD

WHBF, Rock Island, Ill.
Buddies of the Airlines

FOSTER, GUY

WISH, Indianapolis, Ind.

FOUR CHICKS AND CHUCK

CBS—Kate Smith Sings

FOUR NOTES, THE

WFBM, Indianapolis, Ind.
Reddy Kilowatt Show

FOURNIER, NORMAN

WAWZ, Zarephath, N. J.

FRANCIS, CAROL

KSL, Salt Lake City, Utah
Window Shoppers' Guild

FRANCIS, IRMA

KPDN, Pampa, Tex.
Pursley Program

FRANKLIN BROTHERS

WSVA, Harrisonburgh, Va.
Little Church in the Valley

FREY, PAUL

ABC—Forever Tops, Radio
Hall of Fame

FULLMORE, LOIS

KFJM, Grand Forks, N. D.
College Music Hall

FULTON, DICK

KDKA, Pittsburgh, Pa.
Mildred Don and the Men
About Town

— G —

GAINNEY, ANDREW

WCAU, Philadelphia, Pa.

GALBO, GLORIA

ABC—Garden of Song

GALE, GLADYS

KFOR, Lincoln, Nebr.
Three Moods

GALLAGHER, FRANK

ABC—Al Pearce Show

GARLAND, BOB

KDYL, Salt Lake City, Utah

GARRETT, PATSY

ABC—Johnny Olsen's Rumpus
Room

GEARS, WALLY

WTCN, Minneapolis, Minn.
Soda Set

GEORGE, GABRIEL

WCMW, Canton, O.
Musical Memos

GIPSON, JACK

WBAP, Fort Worth, Tex.
Golden Double

KGKO, Bewley Show

GLAZER, TOM

ABC—Tom Glazer's Ballad
Box, Labor USA

GLENN, MARY

KDKA, Pittsburgh, Pa.
Home Forum

GODFREY, ARTHUR

CBS

GOERS, HANNABELLE

KROS, Clinton, Ia.

GOLDEN NOTES

WBAP, Fort Worth, Tex.
Golden Couple

GORDEN, DON

WFAA, Dallas, Tex.
Melody Souvenirs

GOULD, JIMMY

WRVA, Richmond, Va.

GRAHAM, LOUISE

WFBC, Greenville, S. C.
Listen to Louise

GRANT, CHARLES

WHAI, Greenfield, Mass.

GRANT, ROY

WBT, Charlotte, N. C.
The Briarhoppers

GRAY, DON

WING, Dayton, O.
Don Gray Sings

GREEN, HOWARD

KGKO, Fort Worth, Tex.
Sunday Serenade

GREGORY, BOBBY

(Gregory, Robert C.); Musician,
singer; Songwriter; b. Staunton,
Va., Apr. 24, 1900; On 127 Key-
stone Transcriptions to date;
Apollo records, Pilotone records,
Checkered records, Benick rec-
ords. First accordion player on
tele program, 1925; Tele shows.

GRENIER, ANN

WATR, Waterbury, Conn.

GRIFFIN, MERVYN

KFRC, San Francisco, Calif.
Merv Griffin Sings

GRIFFIN, WAYNE S.

KSVP, Artesia, N. M.
Song Time With Wayne
Griffin

GROVE, PAUL

WDZ, Tuscola, Ill.
Kitchen Barn Dance

CUNLAUGSON, CHRISTINE

WEA, Madison, Wisc.
Art Songs

GWINN, WILLIAM

KFRC, San Francisco, Calif.
Bill Gwinn Show

— H —

HAGAMAN, CHARLES

WNOX, Knoxville, Tenn.
Merry-go-Round

HALE, LIBBY

WOAI, San Antonio, Tex.
Melody for Two, Once Over
Lightly

HANNA, PHIL

ABC—Sunday Evening Party,
Joe Hesel

HANNON, BOB

NBC—Waltz Time

HANSEL, FRED

WNAR, Norristown, Pa.

HAPPY JOHNNY & HIGGINS BOYS

KXEL, Waterloo, Ia.
Happy Baines

HARMONAIRES, THE

WLW, Cincinnati, O.
Circle Arrow Show

HARRINGTON, BILL

(Harrington, William O.); Vocal-
ist, pianist accordionist; b. Indi-
anapolis, Ind., May 31, 1918;
Arthur Jordan Conservatory; Cin-
cinnati Conservatory; Mill Har-
rington Sings (MBS); Guest on
Stairway to the Stars, Harry
Savoy Show, 300 Party, Vera
Holly Show.

HARRIS, FRANCES

WBIG, Greensboro, N. C.
Johnny Harris & His Gang

HARRIS, HOMER

WNOX, Knoxville, Tenn.
Merry-go-Round

HARVEY, JANE

ABC—Saturday Senior Swing,
Musical Showcase

HATHCOAT, JUDY

KHOZ, Harrison, Ark.
Judy's Date

HAWES, BALDWIN

ABC—Labor USA

HAWKINS, HAWKSHAW

WWVA, Wheeling, W. Va.

HAWKINS, LEM

KOMA, Oklahoma City, Okla.

HAYWARD, THOMAS

NBC, Serenade to America

HAYES, CLANCY

KGO, San Francisco, Calif.
Music for Mothers

HAYMES, DICK

ABC—Academy Award Dinner

HAYWORTH, HERB

WOWO, Fort Wayne, Ind.
Sunday Afternoon Smiles

HEMINGHAUS, PAULA
NBC, Highlights of the Bible,
National Radio Pulpit

HENRY, LEE
KVOO, Tulsa, Okla.
Lyrics by Lee

HENZI, MARTHA
KDKA, Pittsburgh, Pa.
Home Forum

HIGSBY, HIRAM
KOMA, Oklahoma City, Okla.

HILDEGARDE
CBS

HILLTOPPERS
WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop

HINES, HUGH
WGL, Fort Wayne, Ind.
A Boy, A Girl, and a Piano

HIRSCH, ALVIN
WMBI, Chicago, Ill.
Sacred Song

HIT PARADERS
CBS—Your Hit Parade

HOBBS, IMOGENE
KPRO, Riverside, Calif.
Imogene Presents

HODGES, JOY
NBC—Honeymoon in New
York

HOGAN, ARVIL
WBT, Charlotte, N. C.
The Briarhoppers

HOLLEY, YERA
WHN, New York, N. Y.
Gloom Dodgers
ABC—Pot O' Gold, Chittison
Trio

HOLLY, ED
WTIC, Hartford, Conn.
Music for You

HOLMES, SALTY
ABC—Wake Up and Smile

HOME TOWNERS QUARTET
WSM, Nashville, Tenn.

HONEY DREAMERS, THE
ABC—Wake Up and Smile

HOOSIER DUDES
WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop

HOPKINS, ANN WALL
WKLX, Lexington, Ky.
Ann Hopkins Sings

HOPKINS, DOC
WLS, Chicago, Ill.

HOUGHTON, WANNA
WKAX, Birmingham, Ala.
Radio Revival

HOUSTON, BOB
NBC—Evening Melodies,
Lucky Stars, Music As You
Like It

HOUSTON, JOSEPHINE
ABC—Concert Time

HOWARD, FRANK
ABC—Saturday Senior Swing

HOWARD, PAPPY
WJW, Cleveland, O.
Cleveland Clambake

HUGDENS, RAY
KMBC, Kansas City, Mo.
Western Echoes, Brush Creek
Follies

HUFSMITH, FRED
ABC—National Vespers

HUGHES, GEORGE
WBT, Charlotte, N. C.
The Swanee River Boys

HUGHES, MARVIN
WSM, Nashville, Tenn.

HUNTER, SUE
WHAM, Rochester, N. Y.
Something in the Air

— I —

IKE AND HAP
KVCNU, Logan, Utah
Western Serenaders

INVINCIBLE SINGERS
WRUF, Gainesville, Fla.

IVERSON, "SLIM JIM"
WDGY, Minneapolis, Minn.
Slim Jim

— J —

JACK & HIS BUDDIES
WSM, Nashville, Tenn.

JAMESON, LAURA
ABC—Ballads and Blues

JARVIS, IDA
WLAU, Lawrence, Mass.

JENKINS, DAVID
WCAU, Philadelphia, Pa.

JENKINS, SHORTY
WMBG, Richmond, Va.
Farmer and His Family

JESKE, FRED
WAGE, Syracuse, N. Y.
Just Jeske

JOANELL
ABC—Teen Town, Joanel
Entertains

JOHNS, VIVIAN
KDKA, Pittsburgh, Pa.
Home Forum

JOHNSON, BETTY
WBT, Charlotte, N. C.
Walker & Johnson Family
Singers

JOHNSTON, BOB
ABC—Boe Johnston and Vera
Massey

JOHNSON, CHUCK
ABC—The Al Pearce Show

JOHNSON, DICK
WSVA, Harrisonburg, Va.
Smiles

JOHNSON, SWEDE
KYSM, Mankato, Minn.

JONES, BARBARA
WENC, Whiteville, N. C.
Twilight Rendezvous

JONES, PAUL M.
WFLA, Tampa, Fla.
Song Souvenirs

JONES, PEGGY
KFH, Wichita, Kans.
Morning Merry-go-Round

JORDAN, ANN
WAZL, Hazleton, Pa.

JORDAN, CHARLIE
ABC—Milton Cross, Charles
Jordan Sings

JORDAN, DEE
WNHC, New Haven, Conn.

JORDAN, IRENE
NBC—Songs by Irene, Seren-
ade to America

JOYCE, RUEL
KMBC, Kansas City, Mo.
Tune Chasers

JUBILEE SINGERS
KXEL, Waterloo, Ia.

JUDY AND JEN
WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop

JUN, ROSE MARIE
WMT, Cedar Rapids, Ind.
The Vagabonds, Family Party

JUVINEAU, MARION
WTDQ, Toledo, O.
My Modern Melody

— K —

KALLEN, KITTY
ABC—Saturday Senior Swing

KAY, BEATRICE
MBS—Beatrice Kay Show

KAYE CHOIR
ABC—So You Want to Lead a
Band

KAYEDESTS
ABC—So You Want to Lead a
Band

KELSON, LEE
ABC—Musical Showcase

KENDALL SISTERS
WGAR, Cleveland, O.
Range Riders, Harmony Ranch

KENNY, JAMES
WNHC, New Haven, Conn.

KEWIS, JAMES
NBC—Coast Guard Quartet,
The Mariners

KILTIE, JACK
NBC—Music As You Like It,
Lucky Stars, Serenade to
America

KINDERS TRIO
KDKA, Pittsburgh, Pa.
Tap Time, Singing Strings,
Duquesne Show

KING COLE TRIO
ABC—All American Jazz Con-
cert, Johnny Olsen' Rumpus
Room

KING, LOUISE
CBS—Bouquet for You
WBBM, Chicago, Ill.

KING, MARILYN
KOMO, Seattle, Wash.

KING, W. O., JR.
WTOC, Savannah, Ga.

KING'S JESTERS
WBBM, Chicago, Ill.

KIRBY, FRED
WBT, Charlotte, N. C.
The Briarhoppers

KOTSAFITIS, TEDDY
ABC—Henry Morgan Show

KRAFTON, BINNIE
WIBC, Indianapolis, Ind.
WIBC Coffee Shop

KRUG, FRED
KWHK, Hutchinson, Kans.

— L —

LACEY, PATSY
WBEJ, Elizabethton, Tenn.

LaDUKE, BILL
WDRG, Hartford, Conn.
Shoppers' Special

LAMOREY, NORMA
WMUR, Manchester, N. H.
Melody House

LANGLEY, DR. J. M.
WFEW, Sylacauga, Ala.
Music for You

LANSON, SNOOKY
WSM, Nashville, Tenn.
Songs by Snooky, Sunday
Down South

La ROCHEs, JEAN
ABC—Stairway to the Stars,
Concert Time

LAWLOR, TOM
WNRD, Syracuse, N. Y.

LAWRENCE, BOB
ABC—Kay Armen and Bob
Lawrence

LAWRENCE, HAROLD
WRVA, Richmond, Va.

LAWRENCE, LEONARD
KDKA, Pittsburgh, Pa.
Home Forum

VOCAL ARTISTS

LEA, TERRY

WFAA, Dallas, Tex.
Early Birds

LEACH, BILLY

CBS—Bouquet for You
WBBM, Chicago, Ill.

LEAR, ROY

WBT, Charlotte, N. C.
The Crackerjacks

LEE, NANCY

WOWO, Fort Wayne, Ind.
ABC—Hoosier Hop

LEE, PEGGY

ABC—Johnny Olsen's Rumpus
Room, Bing Crosby Show

LEE, ROBERTS

WNEW, New York, N. Y.
Take It Easy

LENNON, JIMMY

ABC—Al Pearce and His Gang

LEONE, AVIS

WLS, Chicago, Ill.

LEONIDA, ADRIAN

KWHK, Hutchinson, Kans.

LEWIS, JOHN

WSM, Nashville, Tenn.

LEWIS, MONICA

Singer; b. Chicago, Ill., May 5,
1925, Hunter College; Bob Hope
Show; Monica Lewis Program;
Eversharp-Shick; Jack Smith

LEWIS, TOMMY

KANS, Wichita, Kans.
Jayhawk Jamboree

LILANE

WWJ, Detroit, Mich.

LINDER, ART

KRLD, Dallas, Tex.
Art Linder Sings

LINWOOD, LAURA

NBC—The Dunninger Show

LOCKARD, THOMAS

NBC—Coast Guard Quartet,
The Mariners

LOCKWOOD, PAT

WCAU, Philadelphia, Pa.

LON, ALICE

ABC—Breakfast Club

LONG, ALICE

KDKA, Pittsburgh, Pa.
Home Forum

LOU, LARY

CBS—Oklahoma Roundup

LOU, MARY

KOMA, Oklahoma City, Okla.

LOVE, LUCY

WBIG, Greensboro, N. C.
Restful Music

LOVELL, DOROTHY

ABC—Opportunity Time

LUCILLE

WEER, Buffalo, N. Y.

LYNCH, CHRISTOPHER

NBC—Voice of Firestone

— M —

MacCALLUM, JOHN

KDKA, Pittsburgh, Pa.
Mildred Don and the Men
About Town, Duquesne Show

MacGREGOR, EVELYN

NBC—Waltz Time

MacRAE, GORDON

NBC—Teentimers Club

MADSEN, JERRIE

KFRC, San Francisco, Calif.
Bill Gwinn Show

MAGNON, JACK

KPAB, Laredo, Tex.
Song by Jack Magnon

MALBIN, ELAINE

NBC—Music for Tomorrow,
Lucky Stars, Serenade to
America, Music As You Like
It

MANN, PEGGY

NBC—RCA Show

MARINERS, THE

CBS—Arthur Godfrey

MARINERS' QUARTET

ABC—The Henry Morgan

MARKER, MARY

NBC—Highlights of the Bible,
National Radio Pulpit

MARKWELL, BERNIE

KDKA, Pittsburgh, Pa.

MARLO, MARY

ABC—So You Want to Lead
a Band, Pat Barnes

MARSH, AUDREY

NBC—The Aldrich Family

MASSEY, CURT

ABC—Curt Massey Show

MASSEY, VERA

ABC—Vera Massey, Jack

Berch

MAXWELL, MARILYN

(Maxwell Marvel Marilyn); Vo-
cal artist; b. Clarinda, Iowa;
Best of the Week (NBC); Ab-
bott & Costello Show (NBC);
Guest shots on Bing Crosby and
Frank Sinatra program. Under
contract to MGM.

MAYER, MARGERY

ABC—Hymns of All Churches

MAYO, LARRY

WTC, Hartford, Conn.
Rudy Martin and His Orchestra

MAYO, MARY

WBT, Charlotte, N. C.

McLELLAND, STANLEY

NBC—Highlights of the Bible,
National Radio Pulpit, D & H
Miners, Colgate Quartet

McDERMOTT, TOM

KOA, Denver, Colo.

McELROY, JACK

ABC—Breakfast in Hollywood,
Bride and Groom

McINTYRE, DOLENA

WCOU, Lewiston, Me.

Shopping Tour

McKEON, JEANNIE

(Brabazon, Mrs. Paul); Vocalist;
b. Fall River, Mass.; Univ. of
Maine Green Light Review;
Borge-Goodman Show; NBC;
Black & White Records Yester-
days (Album).

McKNIGHT, ANNE

ABC—Echoes of New York

McMANUS, MARIAN

NBC—Manhattan Merry-Go-
Round

McPHERSON, JOE

WSM, Nashville, Tenn.

MEANS, SAM

KDKA, Pittsburgh, Pa.

Home Forum

MELTON, JAMES

NBC—Harvest of Stars

MERRIDEW, REG

WGAR, Cleveland, O.
Serenade for Smoothies, Har-
mony Ranch

MERRILL, JACK

WFMJ, Youngstown, O.

MERRILL, ROBERT

Singer; b. Brooklyn, N. Y., June
4, 1918, Kostelanetz Hour, Ser-
enade to America; RCA-Battle of
Music; RCA-Music America Loves
Best; NBC-Symphony; RCA-
Television Show.

MESSERGEY, NORMAN

WOLF, Syracuse, N. Y.
Model T Melodies

METCALFE, EDDIE

KDKA, Pittsburgh, Pa.

Home Forum

MIAMI MASTERSINGERS

WQAM, Miami, Fla.

MILLBANK, PAT

ABC—Chittison Trio

MILLER, MILENA

NBC—Kraft Music Hall

MILLER, WILLIAM

ABC—Hymns of All Churches

MILLS BROTHERS, THE

NBC—The Mills Brothers

MITCHELL, RUSS

KDKA, Pittsburgh, Pa.
Mildred Don and the Men
About Town, Duquesne Show

MONTANA, PATSY

WLS, Chicago, Ill.

ABC—Wake Up and Smile

MONROE, LESLIE

WSSV, Petersburg, Va.

Twilight Serenade

MONTGOMERY, JOHNNY

WSSV, Petersburg, Va.

Songs by Johnny Montgomery

MOONEY, JOE

ABC—Joe Mooney's Quartet,
Paul Whiteman Hour

MOORE, CARL

WEEL, Boston, Mass.

Top O' the Morning, More of
Moore

MOORE, LEONARD

KGW, Portland, Ore.

MOORE, ROSIE

WBIG, Greensboro, N. C.

Johnny Harris and His Gang

MORELAND, DON

ABC—Autumn Serenade

MORENO, BUDDY

ABC—Saturday Senior Swing

MORGAN, MAC

NBC—Cities Service Highway
of Melody

MORIARITY, THOMAS

WISH, Indianapolis, Ind.

MORRIS, BETTY ELLEN

KDKA, Pittsburgh, Pa.

Songs You Love to Hear,
Duquesne Show

MURPHY, MARY

WAZL, Hazleton, Pa.

MURRAY, LYN

Lyn Murray Lynch; b. London,
Eng.; Hit Parade (CBS); Choral
Dir. CBS.

MURTAH SISTERS

ABC—Pat Barnes

MUSTARD & GRAVY

WGTM, Wilson, N. C.

Retonga

MYERS, BOB

WATR, Winston-Salem, N. C.

Bob Myers, Songs

MYLES, DOTTY

WBZ-WBZA, Boston, Mass.

Styles by Myles

— N —

NASH, BARNES
WHIS, Bluefield, W. Va.

NASH, HELEN
KFAB, Lincoln, Nebr.

NEIGHBORS, PAUL
ABC—Music by Adam

NEIL, MARCIA
NBC—Honeymoon in New York, Songs by Marcia Neil

NELMS, NANCY
WDBJ, Roanoke, Va.
Estelle and Nancy

NEWTON, ERNIE
ABC—Glamour Manor

NESBIT, FRED
KOA, Denver, Colo.

NEUBERT, FRANCES
KYSM, Mankato, Minn.

NEVINS, AL
NBC, Three Suns Trio

NEVINS, MORTY
NBC—Three Suns Trio

NEWBREE, CARMELLA
WJTN, Jamestown, N. Y.
Songs by Carmella

NEWCOMER, EILEEN
WWVA, Wheeling, W. Va.
Newcomer Twins

NEWCOMER, MAXINE
WWVA, Wheeling, W. Va.
Newcomer Twins

NEWELL, JACK
WTAL, Tallahassee, Fla.
Trail Riders

NOAKES, MELVIN
KUAO, Siloam Springs, Ark.
Ozark Stamps Quartet

NOBEL, AL
KQV, Pittsburgh, Pa.
MBS—Open House, To the Ladies

NOBLE, ROGER
WHLI, Jackson, Miss.
Rog and Anne

NOLAN, ROBERT
ABC—National Vespers

NOLEN, RALPH
WTAL, Tallahassee, Fla.
At the Piano

NORRIS, RUFUS
WTK, Durham, N. C.
Hymn Time

NORTON, LEE
WKY, Oklahoma City, Okla.
Fiesta, Ranchers

NORTON, LILLIAN
WWJ, Detroit, Mich.
Coffee Club

NOLKE, JOHN
WAWZ, Zarephath, N. J.

NUGENT, HELEN
WKRC, Cincinnati, O.
Just for You

NYLAND, NANCY
WCAU, Philadelphia, Pa.

— O —

O'CONNOR, DICK
NBC—Manhattan Merry-Go-Round

O'CONNOR, WILLIAM
WLS, Chicago, Ill.

O'DAIR, MARGIE
WWL, New Orleans, La.

O'DAIR, SALLY
WWL, New Orleans, La.

O'HEREN, DICK
WEK, Cleveland, O.
Songs to Remember, The Irish Program

OLMAN, VAL
ABC—Milton Cross Presents

O'NEIL, DANNY
ABC—Mary Small Revue,
Echoes of New York

O'NEILL, JOE
KFEL, Denver, Colo.
O'Neill Sings

OLD HICKORY SINGERS
WSM, Nashville, Tenn.

OLSON, RAYMERT
WJTN, Jamestown, N. Y.
Songs by Ray Olson

ORR, CHARLES
WGST, Atlanta, Ga.
Charles Orr Sings

ORTEGA, PATSY
KQW, San Jose, Calif.

OUR TOWN QUARTETTE
WAIR, Winston-Salem, N. C.
Songs at Twilight

OWEN, REGGIE
WAVE, Louisville, Ky.
Lightly & Politely

OWENS, JACK
ABC—Breakfast Club, Stairway to the Stars

OWENS, PATTI
KFJM, Grand Forks, N. D.
Songs by Patti Owens

— P —

PAGE, PATTI
KTUL, Tulsa, Okla.
Patti & Glenn

PAINTER, TED
KMBC, Kansas City, Mo.
Tune Chasers

PARKER, EVELYN
WSM, Nashville, Tenn.
Sunday Down South. Miss Parker Presents

PARKER, FAYE
KDKA, Pittsburgh, Pa.
Tap Time

PARKS, ROY
WWVA, Wheeling, W. Va.
Toby Stroud's Blue Mountain Boys

PARRISH, FRANK
WIRE, Indianapolis, Ind.
Pure Oil Presents

PATTERSON, LARRY
KFH, Wichita, Kans.
Morning Merry-Go-Round

PATTERSON, VIRGINIA
WING, Dayton, O.
Romance

PERKINS, JUDY
MBS—Checkerboard Jamboree

PERKINS, RAY
KFEL, Denver, Colo.
Ray Perkins' Show

PERRY, BILL
CBS—Saturday Night Serenade

PETRAS, GLORIA
WCCP, Savannah, Ga.

PICKENS, JANE
ABC—Echoes of New York

PICKETT, BILL
WHAS, Louisville, Ky.
Music to Remember

THE PIED PIPERS
ABC—Johnny Olsen's Rumpus Room

PINSKI, ANTHONY A., JR.
KGA, Spokane, Wash.

PITCHFORD, DR.
WFEB, Sylacauga, Ala.
Songs from South

PLANER, BOB
WNDR, Syracuse, N. Y.
Planer's Platter Pals

POLLACK, DORIS
WFBR, Baltimore, Md.
Club 1300

POLLARD, TAL
WFCT, Kinston, N. C.

POLO, VINCENT
WEEL, Boston, Mass.
Wild Azaleas, More of Moore

POOLE, BETTY
KROS, Clinton, Ia.

POPE, NANCY
WJEJ, Hagerstown, Md.
Nancy Jane

PORTER, JEAN
KEX, Portland, Ore.

POST, WILLIAM
KALL, Salt Lake City, Utah
The Post Bo

POWELL, DANNY
WJBW, New Orleans, La.
Danny Powell Sunset Gang

POWERS, LENNY
WESX, Salem, Mass.
Lenny at the Piano

PRAIRIE PIONEERS
WLDS, Jacksonville, Ill.

PRENTIS, MARJORIE
WMRP, Flint, Mich.
Just for Fun

PRESCOTT, PATSY
KOY, Phoenix, Ariz.
Singing Cowgirl

PRESTON, LEW
KASA, Elk City, Okla.

PRICE, HOWARD
Pittsburgh, Pa.
Duquesne Show

PRITCHARD, LLOYD
KOTA, Rapid City, S. D.
Lonesome Lloyd

PRYOR, CHARLIE
KMBC, Kansas City, Mo.
Tune Chasers

— Q —

QUILLING, AMY
KGCX, Sidney, Mont.
The Quillings

QUILLING, WALTER
FGCX, Sidney, Mont.
The Quillings

— R —

RAINES, JIM
WSVA, Harrisonburg, Pa.
Blue Ridge Mountain Boys

RAMONA
ABC—Piano Playhouse

RAND, KELLY
WWL, New Orleans, La.

RAWLEY, AL
WEEL, Boston, Mass.
Wild Azaleas & More of Moore

RAYMOND, BOB
KOMO, Seattle, Wash.

REED, CAROL
WPEN, Philadelphia, Pa.
Holiday Inn

REED, PENNY
KYW, Philadelphia, Pa.
Song Shop

REED QUARTET
WKDK, Newberry, S. C.
Newberry Life and Health

REID, BOB
WHAS, Louisville, Ky.
Fair Weather Hour

VOCAL ARTISTS

REINHART, DICK

CBS
KOMA, Oklahoma City, Okla.
Oklahoma Roundup

REUTHINGER, JACQUELINE

KPAB, Laredo, Tex.
Siesta Time

REVERE, ADRIAN

NBC—D & H Miners

REYNOLDS, JOBY

WOL, Washington, D. C.

RHYTHM RIDERS

KMBC, Kansas City, Mo.
Western Echoes, Brush
Creek Follies

RICHARDS, DON

ABC—Stairway to the Stars

RICKS, HUEY

WMSL, Decatur, Ala.
Melody Roundup

RING, BILL

KWTO, Springfield, Mo.
Kor's-A-Krackin, Bill King &
the Jestlers

RISSING, ROBERT

WBZ-WBZA, Boston, Mass.

Robert Kissing Songs

RITCHE, S. CAMPBELL

CKLW, Detroit, Mich.,
Ontario, Can.

Quiet Sanctuary

ROBERT, BARRY

WFIL, Philadelphia, Pa.

For You

ROBERTS, BARRY

NBC—Manhattan Merry-Go-
Round

ROBERTS, KENNY

WOWO, Fort Wayne, Ind.
WOWO Hoosier Hop

ROBERTSON, TEXAS JIM

ABC—Texas Jim Robertson

ROGERS, ROY

MBS—Roy Rogers Show

ROMAY, LINA

ABC—Bing Crosby Show

ROSS, BETSY

WMBD, Peoria, Ill.
Studebaker Melodies

ROSS, TED

KMBC, Kansas City, Mo.
Rhymaline Time, Harry & Ted

ROVICK, JOHN D.

WSPD, Toledo, O.
Stump Us Program

RUSSELL, ANDY

CBS—Your Hit Parade

RUSSELL, BETTY

ABC—The Curt Massey Show

RYAN, ANN

KWTO, Springfield, Mo.
Kor's-A-Krackin, Ann and the
Playboys

RYAN, DENNIS

NBC—Manhattan Merry-Go-
Round

RYAN, JOHNNY

KVOO, Tulsa, Okla.
Safety Party

— S —

SAMPSON, LITTLE

WWVA, Wheeling, W. Va.
Joe Barker's Chuckwagon
Gang

SAUNDERS, FRANK

CBS—Arthur Godfrey

SAUNDERS, JIMMY

ABC—Johnny Olsen's Rumpus
Room

SAWTELLE, GEORGE

WMC, Memphis, Tenn.
Songs by Sawtelle

SCHON, FRED

NBC—D & H Miner

SCHON, KENNETH

Singer; b. Esdale, Wisc.; Univ.
of Wisc.; San Francisco Opera
Co.; Metropolitan Opera Co.;
Manhattan Merry-Go-Round;
American Melody Hour; Army
Hour; Guest star on NBC, CBS,
RCA.

SCHOOLEY, IVAN

KOA, Denver, Colo.

SCHREFFLER, ROBERT

WHKC, Columbus, O.
Organ Melodies

SCHWARZ, HERMAN

WBEN, Buffalo, N. Y.
John LaBatt, Ltd., Your Host
Is Buffalo

SCOTT, ALLAN

WBEM, Chicago, Ill.

SCOTT, JERRY

WHAS, Louisville, Ky.

Matinee With Metz

SEEGER, PETE

ABC—Labor USA

SELLERS, JERRY

WAAT, Newark, N. J.
Broadwayites

SHAD, HARRY

WEBR, Buffalo, N. Y.

SHANNON, BILL

WIBG, Philadelphia, Pa.
Music by Wilkinson

SHANNON, JEAN

WAVE, Louisville, Ky.
6130 Session

SHEA, GEORGE BEVERLY

ABC—Club Time

SHIRLEY, BILL

KFI, Los Angeles, Calif.
Ladies Day

SHIRLEY, PEGGY

WMBD, Peoria, Ill.
Scrapbook, Matinee

SHOE, LITTLE

KLRA, Little Rock, Ark.

Cowboy Sweethearts

SHORE, DINAH

(Montgomery, Mrs. George);
Singer, actress; b. Winchester,
Tenn., Mar. 1, 1917; Vanderbilt
Univ.; B.A. Degree; Dinah Shore
Show (CBS); Command Perform-
ance; Stars in the Afternoon
(CBS); Tony Martin Show (CBS);
Dinah Shore's Open House
(NBC).

SHREVE, ROBERT

WOWO, Fort Wayne, Ind.
Bob Shreve Show

SIDWELL, JOYCE

WHUB, Cookeville, Tenn.
Songs by Sidwell

SILBY, LEON

WWVA, Wheeling, W. Va.
Toby Stroud's Blue Mountain
Boys

SIMMS, GINNY

(Dehn, Mrs. Hyatt); Singer, ac-
tress; b. San Antonio, Tex.;
Fresno State Teachers' Coll.;
Ginny Simms Show (CBS); Com-
mand Performance; Elgin Christ-
mas Show (CBS); Andre Kos-
telanetz; Walgreen Show.

SIMS, EVFLYN

WTOC, Savannah, Ga.

SINATRA, FRANK

CBS

SLATER, URLIN

WIBW, Topeka, Kans.

SLEEPY HOLLOW GANG

WFIL, Philadelphia, Pa.
ABC Hayloft Hoedown Sleepy
Hollow Gang

SMILEY, BETTE

SMITH, ARTHUR

WBT, Charlotte, N. C.
The Crackerjacks

SMITH, BOYCE

ABC—Club Matinee, At Your
Request

SMITH, HOMER

NBC—Coast Guard Quartet,
The Mariners

SMITH, HOWARD

KMBC, Kansas City, Mo.
Western Echoes, Brush Creek
Follies

SMITH, JACK

WSAI, Cincinnati, O.

SMITH, KATE

May 9, 1909; b. Greenville, Va.,
Kathryne Elizabeth Smith; Kate
Smith Sings, CBS.

SMITH, RALPH

WBT, Charlotte, N. C.
The Crackerjacks

SMITH, SONNY

WBT, Charlotte, N. C.
The Crackerjacks

SMOKEHOUSE TRIO

KFH, Wichita, Kans.
Ark Valley Boys

SMOOTHIES

NBC—Bernie West's Carnival,
The Smoothies, Lee Sullivan's
Vest Pocket Varieties

SONS OF THE RANGE

KVOO, Tulsa, Okla.

Neighbor Anthony, American
Heritage

SOUTHERNAIRES

ABC—The Southernaires

SPANISH TRIO

KPAB, Laredo, Tex.

STAFFORD, JO

NBC—Chesterfield Supper
Club

STEBER, ELEANOR

NBC—Voice of Firestone

STEFFEN, ART

WHAM, Rochester, N. Y.

Songs for You

STENGER, WALTER

WJEJ, Hagerstown, Md.
Faye & Pete

STEVENS, LYNN

ABC—Woody Herman Show

STEVENS, RISE

CBS—Family Hour

STRANGE, MICHAEL

KDKA, Pittsburgh, Pa.
Home Forum

SULLIVAN, MAXINE

ABC—Chittison Trio

SURFACE, MILTON

KFOR, Lincoln, Nebr.
Songs by Milton

— T —

TANNEY, ARNO

MBS—Sound Off

VOCAL ARTISTS

TATHAM, VAL
KMBC, Kansas City, Mo.
Western Echoes, Brush Creek
Follies

TAYLOR, ANN
ABC—Songs by Ann

TAYLOR, BERNIE
WNHC, New Haven, Conn.

TERRELL, TOMMY
WGAR, Cleveland, O.
Aristocrats

T EW, PAUL
WRUF, Gainesville, Fla.
Twilight Time

TEXAS RANGERS
KMBC, Kansas City, Mo.
Texas Rangers, Brush Creek
Follies

THOMAS, DAVID
KVAK, Atchison, Kans.
David Thomas Sings

THOMAS, THOMAS L.
NBC—Manhattan Merry-Go-
Round

THOMPSON, JOHNNY
ABC—Forever Tops, Stairway
to the Stars, Paul Whiteman
Hour

THREE SUNS
ABC—A Present for Holly-
wood

TILTON, MARTHA
ABC—Stairway to the Stars

TIMM, ALLEN
WEMP, Milwaukee, Wisc.
Ladies Choice

TIMM, CHARLES
WSIV, Pekin, Ill.
Timm Taxi Time

TINGLEY, IRVING
KWNO, Winona, Minn.
Songs at Twilight

TRANKINA, TONY
ABC—Junior Junction, Paul
Whiteman Hour

TUNE CHASERS
KMBC, Kansas City, Mo.
Tune Chasers

TURNBULL, ART
CKLW, Detroit, Mich.
Ontario, Can.
Dusty Lane

TURNER, DALLAS
KALE, Portland, Ore.

— U —

UNDERWOOD, RALPH
HTIK, Durham, N. C.
Underwood Show

UPTON, PAT
WKAX, Birmingham, Ala.
Pat Upton Sings

— V —

VAGABONDS
ABC—Club Matinee, Melody
Bouquet, Henry Morgan Show

VALLE, RUDY
VALLEE, RUDY
ABC—Radio Hall of Fame

VAN, SHIRLEY
KGM, Portland, Ore.

VAN NOTE, MARY JEAN
WSIV, Pekin, Ill.
Magic in Music

VAN VEEN, ALLEN
KGW, Portland, Ore.

VAUGHAN, MARY
KRBM, Bozeman, Mont.
Linger Awhile

VENTURA, NINO
ABC—Stradivari Orchestra,
Sunday Strings, American
Melodies

VOGEL, BOB
WSFA, Montgomery, Ala.
Songs of Bob Vogel

— W —

WAIN, BEA
ABC—Arthur Murray Show
WMCA—Mr. and Mrs. Music

WAKEFIELD, CHARLES
WRVA, Richmond, Va.

WALKER, LARRY
WBT, Charlotte, N. C.
Walker Johnson Family
Singers

WALLER, FRED
WLAC, Nashville, Tenn.
Memories That Linger

WALTON, JANE
ABC—Wake Up and Smile

WANDER, HOWARD
WWRL, Woodside, N. Y.
Songs by Howard Wander

WAREHAM, LEWIS
ABC—Hymns of All Churches

WARFIELD, WILLIAM
WHAM, Rochester, N. Y.
Little Show

WARNER, JEANNE
WRC, Washington, D. C.

WARREN, JOE
WSM, Nashville, Tenn.

WARREN, MARGE
WGL, Fort Wayne, Ind.
A Boy, A Girl, and A Piano

WAYNE, FRANCES
ABC—All American Jazz Con-
cert, The Woody Herman
Show

WAYNE, MILLIE
WWVA, Wheeling, W. Va.
Radio Rangerettes

WEBER, LOUISE
ABC—Hymns of All Churches

WEBSTER, GENE
WFBR, Baltimore, Md.
Club 1300

WELLS, DICK
WTIC, Hartford, Conn.

WHEATLEY, JOANNE
NBC, Fred Waring Show

WHEELER, MON
KHOZ, Harrison, Ark.
Mon Wheeler Unit

WHITING, MARGARET
NBC—Philip Morris Follies of
1946

WICKER, IREENE
ABC—My True Story

WILKINSON, HOLLAND
WRVA, Richmond, Va.

WILLHITE, CLAUDIA
WIBW, Topeka, Kans.

WILLHITE, WILLIAM
WIBW, Topeka, Kans.

WILLIAMS, BILLY
ABC—So You Want to Lead
a Band
CBS—Bouquet for You

WILLIAM, CLAIRE
WWRL, Woodside, N. Y.
Clair, Woodside, N. Y.
Clair Williams Sings

WILLIAMS, GENE L.
WSPD, Toledo, O.
Gene Williams Sings

WILLIAMS, HANK
WSFA, Montgomery, Ala.
Hank and His Gang

WILLIAMS, WOODY
KLRA, Little Rock, Ark.
Flying—Roundup Boys

WILLSON, JIMMIE
WAPI, Birmingham, Ala.
Jimmie Willson Sings

WILSON, CECIL
KWOC, Poplar Bluff, Mo.

WILSON, JANE
NBC—Fred Waring Show

WILSON, JUDD
KYUM, Yuma, Ariz.
Singing Cowboy

WINKLER, NORBERT
WBEN, Buffalo, N. Y.
Frontiersmen, WBEN Presents

WOLF, RONALD
WKOK, Sunbury, Pa.
Strand Theatre Program

WOOD, BARRY
NBC—Johnny Presents the
Philip Morris Program

WOOD, KATHRYN
WGH, Newport News, Va.
Kathryn Wood Sings

WOODS, ILENE
ABC—Johnny Thompson and
Ilene Woods, Breakfast Club

WORKMAN, DICK
WFBL, Syracuse, N. Y.
Musical Clock

WORKMAN, MARY
WRVA, Richmond, Va.
Sunshine Sue

WORTH, PEDE
KQW, San Jose, Calif.

WRIGHT, ARTHUR
ABC—So You Want to Lead
a Band

WRIGHT, HANK
WJPF, Herrin, Ill.
Songs by Hank Wright

WRIGHT, MARTHA
KOMO, Seattle, Wash.

WYNNE, CAROL
WFIL, Philadelphia, Pa.
ABC Hayloft Hoedown

— Y —

YEAGER, DON
WTIK, Durham, N. C.
Theatre Program

YVETTE
ABC—Stairway to the Stars

— Z —

ZIESEMER, RAY
KGOV, Missoula, Mont.
Songs of the West

ZIMMERMAN, ROBERT
KGW, Portland, Ore.

News Commentators

—their work during 1946

— A —

ABBE, JAMES
KGO, San Francisco, Calif.

ABBOTT, TOM
WNOE, New Orleans, La.

ADAMS, BOB
KMPC, Los Angeles, Calif.

ADAMS, CHARLES F.
WMVA, Martinsville, Va.

ADAMS, JOHN
WTOP, Washington, D. C.

ADAMS, W. CLARENCE
KBTM, Jonesboro, Ark.

AGRONSKY, MARTIN
WMAL, Washington, D. C.

ABC

AIKEN, LOUIS
WINX, Washington, D. C.

ALAN, PAT
WCLO, Janesville, Wis.

ALDERMAN, JIM
WRR, Dallas, Tex.

ALDERSON, JOHN
WFBR, Baltimore, Md.

ALEX, STEVE
KSIL, Silver City, N. M.

ALLEN, JOHN
KGKO, Fort Worth, Tex.

ALLEN, JOHN
WFAA, Dallas, Tex.

ALMEN, E. L.
NBC

ANDERSON, A. ROBERT
WSTV, Steubenville, O.

ANDERSON, WARREN
WJIM, Lansing, Mich.

ANDERSON, WAYNE
KDON, Monterey, Calif.

ANTHONY, JULIAN
ABC—Headline Edition, News
of Tomorrow

ARCHINARD, PAUL
NBC

ARDIS, WILLIAM L.
KGKL, San Angelo, Tex.

ARNOLD, ED.
KOAC, Coravallis, Ore.

ARTHUR, BILLY
WJNC, Jacksonville, N. C.

ARTHUR, HAROLD
WPAY, Portsmouth, O.

ASHARD, DICK
KSUB, Cedar City, Utah

ASHBAUGH, DON
KBNE, Boulder City, Nev.

ASHE, MERRILL
KOMO, Seattle, Wash.

ASHLEY, ARTHUR
WNGC, New Haven, Conn.

ATKERSON, PAUL
KPHO, Phoenix, Ariz.

AUSTAD, MARK
WWDC, Washington, D. C.

AVERY, GAYLORD
KFAB, Lincoln, Nebr.

— B —

BACK, GUNNAR
WTOP, Washington, D. C.

BAIN, LESLIE BALOGH
WKAT, Miami Beach, Fla.

BAKER, ART
NBC

BALDWIN, JIM
KALL, Salt Lake City, Utah

BALLARD, DAVID
KGFJ, Hollywood, Calif.

BALLARD, GEORGE
WAYS, Charlotte, N. C.

BALTHIS, ELMORE
KCOK, Tulare, Calif.

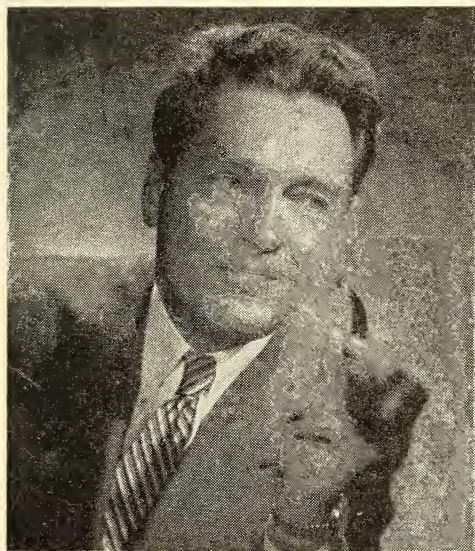
BANGHART, KENNETH
NBC

BANTA, DEANE
KLX, Oakland, Calif.

BARR, RICHARD
WARK, Arlington, Va.

BARRY, GENE
WING, Dayton, O.

BARTELL, PAUL
WFOX, Milwaukee, Wis.



Harry W. Flannery

Author of

"Assignment to Berlin"

Nominated by Southern California
Peabody Award Committee
as Best News Analyst in Region



31st year in News—
15th in Radio



CBS West Coast, Monday thru
Saturday, 5:30 P.M., P.S.T.

Sponsors:

Bekins Van & Storage Co.
Planters Peanuts Co.

- BARTON, KEN**
KWKW, Pasadena, Calif.
- BASSO, NICK**
WNAR, Norristown, Pa.
- BAUER, G. F.**
WINN, Louisville, Ky.
- BAUKHAGE, H. R.**
WMAL, Washington, D. C.
ABC
- BAXTER, LIONEL**
WAPI, Birmingham, Ala.
- BEALL, JACK**
WMAL, Washington, D. C.
ABC
- BEALS, RAY**
KVGB, Great Bend, Kans.
- BEAN, BOB**
WGBG, Greensboro, N. C.
- BEATTY, MORGAN**
WRC, Washington, D. C.
- BEAUPRE, WALTER**
WCOU, Lewiston, Me.
- BECKER, AL**
WORD, Spartanburg, S. C.
- BECKER, HARRY L.**
KVSF, Santa Fe, N. M.
- BECKNER, RAY**
KIUP, Durango, Colo.
- BEGON, JACK**
NBC
- BEHRENS, MARVIN**
WBZ-WBZA, Boston, Mass.
- BEICHL, BRUCE**
WFHR, Wisconsin Rapids, Wis.
- BELL, ANDY**
KAND, Corsicana, Tex.
- BELL, HILLIS F.**
KSIL, Silver City, N. M.
- BELL, JACK**
WTCN, Minneapolis, Minn.
- BELOTE, WILLARD**
WMJM, Cor, Ga.
- BENNETT, BING**
WAYS, Charlotte, N. C.
- BENNETT, KEN**
KPDN, Pampa, Tex.
- BENNITT, R.**
KGRH, Fayetteville, Ark.
- BENTLEY, JULIAN**
WLS, Chicago, Ill.
- BENTON, JACK**
KMBC, Kansas City, Mo.
- BERRY, JOHN**
WEBQ, Harrisburg, Ill.
- LEZZOFF, BEN**
KMYR, Denver, Colo.
- BIDDLE, DICK**
WLAY, Muscle Shoals, Ala.
- BLUM, GEORGE**
KWAT, Watertown, S. C.
- BOBROW, NORMAN**
KOMO, Seattle, Wash.
- BOLTON, PAUL**
KTBC, Austin, Tex.
- BOSCHE, DAVID**
KGGM, Albuquerque, N. M.
- BOSWORTH, BOB**
WDOD, Chattanooga, Tenn.
- BOWEN, GARTH**
WTAL, Tallahassee, Fla.
- BOWERS, BILL**
KTTS, Springfield, Mo.
- BOWMAN, ROY J.**
KGF, Shawnee, Okla.
- BOX, VES**
KRLD, Dallas, Tex.
- BOYLE, ROBERT**
KUOM, Minneapolis, Minn.
- BRADY, J. ROBB**
KIFI, Idaho Falls, Idaho
- BRAMSTEDT, A. D.**
NBC
- BRANCH, TAYLOR**
WRR, Dallas, Tex.
- BRAND, LUTHER**
WOWO, Fort Wayne, Ind.
- BRANDT, CHARLES A.**
WOMT, Manitowoc, Wis.
- BRANNON, EARL**
WHIZ, Zanesville, O.
- BRINKLEY, DAVID**
WRC, Washington, D. C.
- BRONSON, GEORGE**
WELI, New Haven, Conn.
- BROWN, A. B.**
WGBG, Greensboro, N. C.
- BROWN, A. SHIRLEY**
WTIK, Durham, N. C.
- BROWNING, ED**
WLAT, Conway, S. C.
- BROWNING, ROBERT F.**
WKNY, Kingston, N. Y.
- BROWNLOW, JOE**
KPQ, Wenatchee, Wash.
- BRUBAKER, RAY**
WMBI, Chicago, Ill.
- BRUNER, PAUL A.**
KBIX, Muskogee, Okla.
- BRUNER, ROBERT**
WSOY, Decatur, Ill.
- BRUN, PAUL**
WKAT, Miami Beach, Fla.
- BUCK, OWEN E.**
WGIL, Galesburg, Ill.

COMMENTARIES — BOOKS — LECTURES — CLOSER-UPS



UPTON CLOSE

THE WEEKLY LETTER

POST OFFICE BOX 711

HOLLYWOOD 28, CALIFORNIA

BURBANK, ROBERT H.
WBRK, Pittsfield, Mass.

BURDETT, WINSTON
WTOP, Washington, D. C.

BURKE, CHARLES
KFBC, Cheyenne, Wyo.

BYNG, DR. EDWARD
WEVD, New York, N. Y.

BYRD, HERBERT
KXLR, North Little Rock, Ark.

BYRON, JAMES
WBAP, KGKO, Fort Worth, Tex.

— C —

CADDELL, GRAHAM
WHSC, Hartsville, S. C.

CADDELL, RAYMOND
WHSC, Hartsville, S. C.

CAFFEY, BOB
WMPB, Memphis, Tenn.

CAMPBELL, DICK
KOME, Tulsa, Okla.

CAMPBELL, MARTIN
ABC

CANADAY, EWING
WKY, Oklahoma City, Okla.

CANAVAN, ROBERT
KRSD, El Paso, Tex.

CARLE, WALTER R.
KPRK, Livingston, Mont.

CARLO, MICHAEL
WKAL, Rome, N. Y.

CARLSON, HUGO
KECA, Los Angeles, Calif.

CARR, JERRY
WLIB, Brooklyn, N. Y.

CARR, ROY
WLOL, Minneapolis, Minn.

CARROLL, GEORGE O.
WEEU, Reading, Pa.

CASEY, DANIEL W.
WICY, Malone, N. Y.

CASSIDY, HENRY
NBC

CASSIDY, JAMES
WLW, Cincinnati, O.

CAVITT, DON
KFOR, Lincoln, Neb.

CECIL, HERMAN
KCMC, Texarkana, Tex.

CEDERBERG, CARL
WWJ, Detroit, Mich.

CHALMERS, JIM
WEIM, Fitchburg, Mass.

CHAMBERLAIN, HOWARD
WLW, Cincinnati, O.

CHAPEL, JOHN K.
KROW, Oakland, Calif.

CHAPLIN, W. W.
NBC

CHAPMAN, DAVE
KWPT, Wichita Falls, Tex.

CHARLES, BERT
WAKB, Akron, O.

CHARLES, ROBERT
KWTX, Waco, Tex.

CHARLTON, JAMES
WHO, Des Moines, Ia.

CHASE, MILTON
WLW, Cincinnati, O.

CHELTON, GERALD A.
WRDW, Augusta, Ga.

CHILDS, RALPH
KMA, Shenandoah, Ia.

CHOATE, BOB
KWFC, Hot Springs, Ark.

CLAIBORNE, EVERETT
KLX, Oakland, Calif.

CLANCY, RAY
WMFJ, Daytona Beach, Fla.

CLARE, VAL
CKLW, Detroit, Mich., Ontario, Can.

CLARK, DALE
WAGA, Atlanta, Ga.

CLARK, HERB
KHAS, Hastings, Nebr.

CLARK, J. B.
WAYS, Charlotte, N. C.

CLARK, LOWELL
KTMC, McAlester, Okla.

CLARK, RAY
WOW, Omaha, Nebr.

CLAUSSEN, GENE
WMT, Cedar Rapids, Ia.

CLEMENT, EARLE
WEIM, Fitchburg, Mass.

CLOSE, UPTON

(Hall, Josef Washington); Author, lecturer, radio commentator; b. Kelso, Wash., Feb. 27, 1894; Walla Walla Coll.; Whitman Coll.; George Washington Univ.; BA degree; Weekly Commentary over Mutual Network.

COBB, WILTON
WMAZ, Macon, Ga.

COCHRAN, HARRY
WSTV, Steubenville, O.

COCHRAN, RON
WCOP, Boston, Mass.

COCKE, C. ALTON
KGKB, Tyler, Tex.



GEORGE HAMILTON COMBS, JR.

Tenth year as featured News Commentator—WHN.

THE EDITORIAL SLANT OF THE NEWS

Gabriel Heatter

COFFIN, TRIS
WTOP, Washington, D. C.
COLEY, HAL
KPRC, Houston, Tex.

COMBS, GEORGE, H., JR.

WHN, New York, N. Y.
COOK, DICK
KQV, Pittsburgh, Pa.
COOK, MILTON
KCOK, Tulare, Calif.
COOPER, JOHN
WBAL, Baltimore, Md.
COOPER, JIM
WBNS, Columbus, O.
COPELAND, JACK
WWWB, Jasper, Ala.
CORBETT, JIM
WNAX, Yankton, S. D.

CORDELL, ANN
KELD, El Dorado, Ark.

CORWIN, BYRON
KKIN, Visalia, Calif.

COSTIGAN, HOWARD
KOL, Seattle, Wash.

COUKART, FRED
WMBI, Chicago, Ill.

COX, ED
WJNC, Jacksonville, N. C.

CRAFT, STAN
KXRO, Aberdeen, Wash.

CRAIG, GEORGE B.
KOCA, Kilgore, Tex.

CRAIN, DICK
WHHM, Memphis, Tenn.

CRANDALL, MARK
KFEL, Denver, Colo.

CRAVEN, HAROLD
WMFR, High Point, N. C.

CRAWFORD, SAM
KGY, Olympia, Wash.

CROES, KEN
KERO, Bakersfield, Calif.

CROMBIE, DICK
KJR, Seattle, Wash.

CROMWELL, REX
KAND, Corsicana, Tex.

CRONAN, CAREY
WNHC, New Haven, Conn.

CRONICAN, LES
WHP, Harrisburg, Pa.

CRONIN, DAN
WROV, Roanoke, Va.

CROWLE, GEORGE
KROW, Oakland, Calif.

CROWLEY, DICK
WSAM, Saginaw, Mich.

CULL, RICHARD
WHIO, Dayton, O.

— D —

D'ACCARDO, GENE
KTRB, Modesto, Calif.

DADY, RAY E.
KWK, St. Louis, Mo.

DAFFRON, POLLY
WRNL, Richmond, Va.

DAIL, AMBERT
WBTM, Danville, Va.

DAILEY, JOHN
KTBI, Tacoma, Wash.

DAMERON, CHAS.
WVFL, Hollywood, Fla.

DAVIDSON, TOM
KBIX, Muskogee, Okla.

DAVIES, BOB
KOL, Seattle, Wash.

DAVIES, DAVE
WAZL, Hazleton, Pa.

DAVIS, BOB
KWLK, Longview, Wash.

DAVIS, ELMER
WMAL, Washington, D. C.

DAVIS, JIM
ABC

DAVIS, CAREY
WMFR, High Point, N. C.

DAVIS, JOHN
WORD, Spartanburg, S. C.

DEAL, JOHN H.
WWSW, Pittsburgh, Pa.

DECKER, A. THOS.
WHCU, Ithaca, N. Y.

DECKER, VIC
KALE, Portland, Ore.

DECKER, VIC
WCMW, Canton, O.

DENISON, C. B.
WMRC, Greenville, S. C.

DENMAN, J. L.
WJR, Detroit, Mich.

DENNIS, ALBERT
WTOP, Washington, D. C.

DENNIS, DON
WMAZ, Macon, Ga.

DENVER, DEE DEE
KFEQ, St. Joseph, Mo.

DIAMOND, BILL
WHO, Des Moines, Ia.

DIX, JACK
WGBI, Columbus, Miss.

DIXON, MASON
KICD, Spencer, Ia.

DONAHUE, JACK
KCMJ, Palm Springs, Calif.

DONALDSON, AL
KPDN, Pampa, Tex.

DONOVAN, JOHN
NBC

UNION OIL
presents
NELSON PRINGLE
NEWS ANALYST
CBS 7:45 A.M.
Mon. Tues. Wed. Thur. Fri.

JOHANNES STEEL

— E —

DOOLEY, JIM L.
WHBC, Canton, O.

DOTY, DICK
WCOP, Boston, Mass.

DOWLING, BERNICE
KWAT, Watertown, S. D.

DOYLE, DICK
WELQ, Tupelo, Miss.

DOYLE, JIM
News commentator, announcer;
b. St. Paul, Minn., Jan. 5, 1910;
Hollywood Mystery Time (ABC).

DRAKE, GALEN
ABC

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DREIER, ALEX
WMAQ, Chicago, Ill.

DRILLING, JOE
KCOK, Tulare, Calif.

DRISCOLL, MAURICE
KGEZ, Kalispell, Mont.

DRUXMAN, BOB
KOL, Seattle, Wash.

DRYFOOS, LEON
WERC, Erie, Pa.

DUCKETT, CARL
WLOE, Leesville, N. C.

DUFFY, TOM
WMTV, East St. Louis, Ill.

DUNBAR, DR. WILLIS F.
WKZO, Kalamazoo, Mich.

DuFONT, LARRY
WBAP-KGKO, Fort Worth,
Tex.

DURKEE, BOB
WFVL, Hollywood, Calif.

EARLE, ALLAN
WJJD, Chicago, Ill.

EARLE, GEORGE
KWTO, Springfield, Mo.

EARLEY, CHARLES
KDKA, Pittsburgh, Pa.

ECKELS, DAMON
WTSP, St. Petersburg, Fla.

EDDY, ELMER NEWTON
WBZ-WBZA, Boston, Mass.

EDWARDS, CURTIS
WTCN, Minneapolis, Minn.

EDWARDS, FRANK
WIBC, Indianapolis, Ind.

EDWARDS, JOHN
WMAL, Washington, D. C.

EKINS, H. R.
ABC

EKINS, H. R.
WSYR, Syracuse, N. Y.

ELLIOT, MELVIN
WOR, New York, N. Y.

EMMETT, CHRISTOPHER
WEVD, New York, N. Y.

ENGEL, J. O.
WIBV, Belleville, Ill.

ENGLE, THAINE
WBAP, KGKO, Fort Worth,
Tex.

ENGLISH, BOB
KNEL, Brady, Tex.

EPLEY, MALCOLM
KFLW, Klamath Falls, Ore.

ERDMAN, GEORGE H.
WOMT, Manitowac, Wis.

ESTRELLA, BLANCA
WIOD, Miami, Fla.

EUGENE, LES
KTFS, Texarkana, Tex.

EVANS, JONES
WBAX, Wilkes-Barre, Pa.

EVANS, WICK
WMTV, East St. Louis, Ill.

EVANS, MIKE
WSAI, Cincinnati, O.

EVANS, SHIRL
WDZ, Tuscola, Ill.

— F —

FABRE, NUMA FR.
WAJR, Morgantown, W. Va.

FADAL, EDDIE
KWBU, Corpus Christi, Tex.

FAHY, A. A.
KABR, Aberdeen, S. D.

FERDA, OSMAN
NBC

FERGUSON, DONALD L.
NBC

FERRIE, ROBERT
KABC, San Antonio, Tex.

FISHER, STEVE
WWNR, Beckley, W. Va.

FITZPATRICK, JACK
KFEL, Denver, Colo.

FLANERTY, PAT
KPRC, Houston, Tex.

FLANNERY, HARRY W.
Radio news analyst; b. Green-
burg, Pa., Mar 13 1900; Univ.
of Notre Dame, Ph.B.; Daily
news program, 5 days a week.

**WILLIAM
S.
GAILMOR**

— ♦ —
WHN...

Stuhmer Baking Co.

"Since 1941"

**For the
best interpretive
news...**

AP

FLETCHER, GRAEME
NBC
FOLSTER, GEORGE THOMAS
NBC
FORTIER, ROSELL COURY
WCOU, Lewiston, Me.
FOSDICK, HARRY A.
KIST, Santa Barbara, Calif.
FOSTER, CHUCK
KGW, Portland, Ore.
FOX, AL
WIS, Columbia, S. C.
FRANK, VAL
WAAT, Newark, N. J.
FRASER, GORDON
ABC
FREDERICKS, JACK
WIBX, Utica, N. Y.
FREDERICKS, PAULINE
ABC
FREEMAN, DR. D. S.
WRNL, Richmond, Va.
FREEMAN, WILLIAM N.
KARV, Mesa, Ariz.
FRENCH, PETE
WHAS, Louisville, Ky.
FROMME, GALEN
WBAL, Baltimore, Md.
FULDHEIM, DOROTHY
WJW, Cleveland, O.
FULLER, SYD
KHJ, Los Angeles, Calif.

— G —

GABRIEL, ALEXANDER
WEVD, New York, N. Y.
GADBERRY, ROBERT
KFH, Wichita, Kans.
GAILMOR, WILLIAM
WHN
GARDINER, DON
WJZ, New York, N. Y.
ABC

GARRED, BOB

(Garred, Robert C.); News broadcaster, narrator, special events; b. Walla Walla, Wash., Mar. 15, 1915; Leland Stanford Univ., A.B.; Two Commercial network news programs daily.

GARNES, C. M.
KRIG, Odessa, Tex.
GARRISON, JOHN
WFUN, Huntsville, Ala.
GEIGER, GEORGE
WMRP, Flint, Mich.
GERDON, EARLE
KRKO, Everett, Wash.
GILMORE, EDDY
NBC
GLADSTONE, HENRY
WOR, New York, N. Y.
GODDARD, DON
WMCA, New York, N. Y.
GODT, GENE
WHO, Des Moines, Ia.
GODWIN, EARL
WMAL, Washington, D. C.
ABC
GOERCH, CARL
WPTF, Raleigh, N. C.
GOLD, BILL
WINX, Washington, D. C.
GOODE, MICHAEL J.
WNHC, New Haven, Conn.
GORDON, FRED
WIRE, Indianapolis, Ind.
GOW, GEORGE
KFH, Wichita, Kans.
GRABE, EARL C.
WSPD, Toledo, O.

GRACE, E. R., JR.
WJR, Detroit, Mich.
GRAHAM, VANCE
KMPC, Los Angeles, Calif.
GRANT, AUSTIN
WXYZ, Detroit, Mich.
GRANT, BRENTON
WSAI, Cincinnati, O.
GRANT, PETER
WLW, Cincinnati, O.
GRANT, TAYLOR
ABC
GRAY, CLIFFORD D.
WSPA, Spartanburg, S. C.
GRAY, GEORGE
WGBS, Miami, Fla.
GRAY, JOHN
WDOJ, Chattanooga, Tenn.
GRAYSON, CARL
KALL, Salt Lake City, Utah
GRAYSON, SID
KWFT, Wichita Falls, Tex.
GREEN, H. E.
KFKA, Greeley, Colo.
GREGORY, MARK
KSTP, St. Paul-Minneapolis, Minn.
GRIFFIN, J. A.
KABR, Aberdeen, S. D.
GRIFFITH, BILL
KMBC, Kansas City, Mo.
GRIM, GEORGE
WCCO, Minneapolis, Minn.
GRISWOLD, MARVIN
GROSS, H. R.
KXEL, Waterloo, Ia.
GUERRA, HENRY
WOAI, San Antonio, Tex.
GUINAN, JACK
WJTN, Jamestown, N. Y.
GUNN, BEN
WHSC, Hartsville, S. C.

— H —

HAAKER, EDWIN
NBC
HAINLINE, J. R.
WJR, Detroit, Mich.
HALLET, RICHARD M.
WGAN, Portland, Me.
HANRAHAN, BILL
WNHC, New Haven, Conn.
HANSEN, CARROLL
KQW, San Jose, Calif.
HANSEN, HOWARD
WHBY, Appleton, Wisc.
HARBER, HARRY
WFAA, Dallas, Tex.
HARDING, TED
WHHM, Memphis, Tenn.
HARDING, VINCENT
KWTO, Springfield, Mo.
HARKNESS, RICHARD
WNBC, New York, N. Y.
WRC, Washington, D. C.
HARPER, HERBERT
WHHM, Memphis, Tenn.
HARRINGTON, JOHN
KTAR, Phoenix, Ariz.
HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.
HAWKINS, LLOYD
KBST, Big Spring, Tex.
HAYES, SAM
NBC
HEAD, IVAN R.
KVSE, Santa Fe, N. M.
HEATER, GABRIEL
WOR
HEMPHILL, BOB
KVWC, Vernon, Tex.
HENLE, RAY
WOL, Washington, D. C.

HENRY, BILL
WTOP, Washington, D. C.
HENRY, DICK
WOOD, Grand Rapids, Mich.
HESSLER, WILLIAM H.
WLW, Cincinnati, O.
HICKS, GEORGE
ABC
HICKS, JOHN
WTAM, Cleveland, O.
HIGGINS, LEN
KSRO, Santa Rosa, Calif.
HILL, EDWIN C.
ABC
HILL, LILLARD
WBAP-KGKO, Fort Worth, Tex.
HILL, MAX
NBC
HILLMAN, BILL
WOL, Washington, D. C.
HINSHAW, FRED MOORE
WLBC, Muncie, Ind.
HOBART, CHARLES
WINR, Binghamton, N. Y.
HODGE, DR. F. A.
WBEN, Buffalo, N. Y.
HOLMES, TED
WBRK, Pittsfield, Mass.
HOLL, FRED
WIRE, Indianapolis, Ind.
HOPKINS, JOHN
KFJZ, Fort Worth, Tex.
HOPPENSTEIN, ARCHIE
KWBU, Corpus Christi, Tex.
HOWARD, ERNEST
KWVC, Vernon, Tex.
HOWELL, HENRY
WOAI, San Antonio, Tex.
HOWELL, REX
KFJX, Grand Junction, Colo.
HUBBS, FRANK
WMAZ, Macon, Ga.
HUDDLESTON, BILL
WBEJ, Elizabethton, Tenn.
HUEBNER, PAUL
KWG, Stockton, Calif.
HUGHES, BERTRAM L.
KWK, St. Louis, Mo.
HUGHES, PAUL
KTAR, Phoenix, Ariz.
HULL, HARWOOD, JR.
NBC

— I —

INGSTAD, BOB
KOVO, Valley City, N. D.
IRELAND, MILLARD
KOMO, Seattle, Wash.
ISRAEL, ABNER
WALB, Albany, Ga.
IZZARD, WESLEY S.
KGNC, Amarillo, Tex.

— J —

JACKSON, BUD
KVOO, Tulsa, Okla.
JAMES, REMBERT
NBC
JARVIS, BILL
KVG, Great Bend, Kans.
JENKINS, FRANK
KFLW, Klamath Falls, Ore.
JENSEN, RUSSELL
KROP, Brawley, Calif.
JOHNSON, AVA
KXEL, Waterloo, Ia.
JONES, ALLEN B.
WLPM, Suffolk, Va.
JONES, ELLIOT
WPIC, Sharon, Pa.
JONES, PAUL M.
WFLA, Tampa, Fla.

JORDAN, HARRY
KEVR, Seattle, Wash.
JORDAN, MAX
NBC
JOURNAY, WARREN
WFEA, Manchester, N. H.

— K —

KALTEBORN, H. V.
WNBC, New York, N. Y.
KAUFMAN, LOUIS L.
KQV, Pittsburgh, Pa.
KAUFMAN, ROBERT
WISR, Butler, Pa.
KAY, ROBERT
WAVE, Louisville, Ky.
KEARNS, JOE
WFVL, Hollywood, Calif.
KEEL, VAN
WBEN, Buffalo, N. Y.
KEITH, DON
KUJ, Walla Walla, Wash.
KELLY, DANNY I.
WRDO, Augusta, Me.
KELSEY, NORMAN
WCHV, Charlottesville, Va.
KEMPER, LOU
WFAA, Dallas, Tex.
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
KIENZLE, GEORGE
WHP, Harrisburg, Pa.
KIERMAN, WALTER
WJZ, New York, N. Y.
ABC
KING, CY
WEBR, Buffalo, N. Y.
KING, FULTON
WTON, Staunton, Va.
KINGDON, FRANK
WOR, New York, N. Y.
KITTELL, CLYDE
NBC
KNEASS, DON
KGW, Portland, Ore.
KNELL, JACK
WBT, Charlotte, N. C.
KNIGHT, KIRK
WEXL, Royal Oak, Mich.
KNOTT, JACK
WIS, Columbia, S. C.
KOESTER, TONY
KFBK, Sacramento, Calif.
KOSUT, HAL
WLIB, Brooklyn, N. Y.
KRIBGEL, GIL
WLIB, Brooklyn, N. Y.
KUZNETSOF, WILLIAM
WLBZ, Bowling Green, Ky.

— L —

LACKEY, HECHT S.
WSON, Henderson, Ky.
LA GUARDIA, F. H.
ABC
LAMBERT, KEN
WLDS, Jacksonville, Ill.
LANG, WILLIAM
WHN, New York, N. Y.
LaPOINTE, ARMAND
WFEA, Manchester, N. H.
LARKIN, FRANK
WROL, Knoxville, Tenn.
LARSEN, WHITEY
WNAX, Yankton, S. C.
LaRUE, JACK
WAKR, Akron, O.
LAWLOR, TOM
WNDR, Syracuse, N. Y.
LAWTON, FLEETWOOD
NBC

LEE, WILLIAM
KRIG, Odessa, Tex.
LEMONS, WISHARD
KOCY, Oklahoma City, Okla.
LENHART, GARRY
WHO, Des Moines, Ia.
LEONARD, ARCHIE L.
KTHS, Hot Springs Ark.
LESLIE, CHUCK
WENR, Chicago, Ill.
LEWIS, BOB
WIBX, Utica, N. Y.
LEWIS, ERVIN
WLX, Chicago, Ill.
LEWIS, FULTON, JR.
WOL, Washington, D. C.
LEWIS, ROBERT
WTOP, Washington, D. C.
LIEBOW, HAL
WNYC, New York, N. Y.
LINDER, MORTON
WBSB, South Bend, Ind.
LLOYD, JOHN S.
WAGE, Chicopee, Mass.
LLOYD, ROBERT E.
KOB, Albuquerque, N. M.
LOCKWOOD, KEN
KBKR, Baker, Ore.
LOFBACK, BILL
WSAM, Saginaw, Mich.
LONG, CHET
WHNS, Columbus, O.
LONGMIRE, CARY
WMAL, Washington, D. C.
LOOSE, CARL
WPAR, Parkersburg, W. Va.
LORBER, DR. Z.
WSBC, Chicago, Ill.
LOUD, TED
KSRV, Ontario, Ore.
LOWERY, BILL
WBEJ, Elizabethton, Tenn.
LUCAS, HARLEY
WOLK, Lima, O.
LYNCH, BUDD
CKLW, Detroit, Mich.,
Ontario, Can.

— M —

MABRY, JOE
WHUB, Cookeville, Tenn.
MacDONALD, BRUCE
WJW, Cleveland, O.
MacFARLANE, IAN ROSS
WITH, Baltimore, Md.
MACK, BILL
WEDC, Chicago, Ill.
MacVANE, JOHN
NBC
MAGIDOFF, ROBERT
NBC
MAHANAY, BOB
WIBX, Utica, N. Y.
MAHONEY, CLAUDE
WTOP, Washington, D. C.
MANN, NED
WHK, Cleveland, O.
MARBLE, MARY
WHOB, Gardner, Mass.
MARTIN, JAMES
WGAR, Cleveland, O.
MATTHEWS, TOM
WFLA, Tampa, Fla.
MAY, EARL
KMA, Shenandoah, Ia.
MAY, FOSTER
KECA, Los Angeles, Calif.
MAYER, HERB
KFUO, Clayton, Mo.
MAYER, WILLIAM
WGAR, Cleveland, O.
McBRIDE, ROBERT
WPIK, Alexandria, Va.
McCANDLESS, PAUL B.
WDAD, Indiana, Pa.

McCANN, JIM
KYW, Philadelphia, Pa.
McCANN, RICHARD
KBON, Omaha, Nebr.
McCARTHY, CHARLES F.
NBC
McCARTHY, TOM
WKRC, Cincinnati, O.
McCONE, JOHN
KROC, Rochester, Minn.
McCONNELL, ROSS
KOMO, Seattle, Wash.
McCORMACK, ROBERT
WNBC, New York, N. Y.,
WRC, Washington, D. C.
McCUNE, JOHN
WAPI, Birmingham, Ala.
McELMURRAY, AL
WFAA, Dallas, Tex.
McGEE, FRANK
KGFJ, Shawnee, Okla.
McGRATH, ED
WSPA, Spartanburg, S. C.
McKELLAR, DOUG
KECA, Los Angeles, Calif.
McKINNEY, MAURICE
WJOI, Florence, Ala.
McKINNON, BILL
WNBS, Columbus, O.
McLAUGHLIN, FRANCIS
WESL, Wilkes-Barre, Pa.
McMAHON, CHARLES
WNOX, Knoxville, Tenn.
McMAHON, TOM
WWJ, Detroit, Mich.
McMARTIN, D. COLE
KSIB, Creston, Ia.
McNERNEY, FRANCIS
WTOL, Toledo O.
McPHEE, JOHN C.
KARV, Mesa, Ariz.
MELVILLE, JOHN
WNOC, Norwich, Conn.
MENEFEE, ALLEN R.
KVAK, Atchison, Kans.
MENEFEE, ROBERT
WLSL, Roanoke, Va.
MICHAEL, MIKE
WAYS, Charlotte, N. C.
MILLHOUSE, GLENN
KGEZ, Kalispell, Mont.
MILLICAN, KEN
KXYZ, Houston, Tex.
MILLS, DR. LENNOX
WCCO, Minneapolis, Minn.
MILLO, HENRY
WINS, New York, N. Y.
MINER, PAUL
WINS, New York, N. Y.
MITCHELL, HUGH
WHBQ, Memphis, Tenn.
MITCHELL, N. P.
WFBC, Greenville, S. C.
MONDAY, RAYMOND
WACO, Waco, Tex.
MONROE, JIM
KCMO, Kansas City, Mo.
MORSON, LESLIE
WNLC, New London, Conn.
MOSENA, RICHARD
KBUR, Burlington, Ia.
MOSER, GENE
KSAL, Salina, Kans.
MOSTELLER, JERRY
WMRC, Greenville, S. C.
MUELLER, MERRILL
NBC
MULCAHY, HENRY
WLAW, Lawrence, Mass.
MURRAY, DON
WAZL, Hazleton, Pa.
MURRAY, MICHAEL
WCBM, Baltimore, Md.
MURRAY, THOMAS
WHAM, Rochester, N. Y.

— N —

NAHORS, TED
KTRH, Houston, Tex.
NELSON, CY
WGIL, Galesburg, Ill.
NEWKIRK, A. B.
WICA, Ashtabula, O.
NICHOLS, DENO
KHOZ, Harrison, Ark.
NIETE, CHARLES
KTKC, Visalia, Calif.
NORBERG, SVEN
NBC

— O —

OBERLIN, RICHARD
WHAS, Louisville, Ky.
O'CONNOR, DAN
KFDA, Amarillo, Tex.
O'CONNOR, GEORGE
WINR, Binghamton, N. Y.
OETTINGER, ELMER
WGM, Wilson, N. C.
OHLSON, REV. FREDERICK
WHEB, Portsmouth, N. H.
O'NEILL, EDWARD G
WGNV, Newburgh, N. Y.
OSHEL, VAL
WEBQ, Harrisburg, Ill.
O'SULLIVAN, TIM
WGL, Fort Wayne, Ind.
OTT, BEN
KTKC, Visalia, Calif.
OTTO, BOB
WKRC, Cincinnati, O.
OUELLETTE, LIONEL
WHEB, Portsmouth, N. H.
OWENS, JACK
WBHB, Fitzgerald, Ga.
OWENS, RAY
WFBL, Syracuse, N. Y.

— P —

PACE, ESTON
KTSB, San Antonio, Tex.
PALMER, BRUCE
WKY, Oklahoma City, Okla.
PARLIN, ALBERT
WHKC, Columbus, O.
PARR, GRANT
NBC
PEARSON, DREW
ABC
PEELER, DOUG
WAYS, Charlotte, N. C.
PEPE, JOHNNY
WPIC, Sharon, Pa.
PERKINS, DR. DENTER
WHEC, Rochester, N. Y.
PERRY, C. STUART
WWSR, St. Albans, Vt.
PETERSON, ELMER
NBC
PETERSON, RALPH HOWARD
NBC
PETTINGILL, SAM
ABC
PHILIPS, DONALD
WTAL, Tallahassee, Fla.
PIEPLow, E. C.
KABR, Aberdeen, S. D.
PIERCE, BARTHOL W.
KTRB, Modesto, Calif.
PIERCE, DON
WCNC, Elizabeth City, N. C.
PLUMSTEAD, EUGENE M.
WSGN, Birmingham, Ala.
POLLMAN, HAROLD
KFJM, Grand Forks, N. D.
POMRENZE, DR. H. M.
WSBC, Chicago, Ill.

POPE, LOREN
WOL, Washington, D. C.
PORTER, ROY
NBC
PRICE, JOHN
WHP, Harrisburg, Pa.
PRINGLE, NELSON
News Analyst—CBS
PROVOST, ERIC
WSPB, Sarasota, Fla.

PUTNAM, GEORGE CARSON

News reporter, MC, Narrator;
b. Wahpeton, N. Dak., Jul. 14,
1914; Macalester Coll.; Univ.
of Minn.; MC, Spotlight on
America; Up - to - the - Minute
News; In Today Town (Tele-
RCA); Movietone news and
travelogues; Castle Films.

— Q —

QUINN, PAT
WPAG, Ann Arbor, Mich.

— R —

RABB, JOHN
WJRI, Lenoir, N. C.
RAGLE, GENE
WCOL, Columbus, O.
RAMSEY, FORREST
WFTC, Kinston, N. C.
RANDALL, PORTER
KFJZ, Fort Worth, Tex.
REDMOND, DICK
WHP, Harrisburg, Pa.
REED, DICK
WIRE, Indianapolis, Ind.
REES ROBERT MAX
KMJ, Fresno, Calif.
REEGES, JIM
KYW, Philadelphia, Pa.
REID, ERLE (DUKE)
KOB, Albuquerque, N. M.
REILLY, ED
WGAA, Cedartown, Ga.
REITER, FRED
WFLA, Tampa, Fla.
REPAID, HAL
WJLB, Detroit, Mich.
RIAN, CLIFF
WTCN, Minneapolis, Minn.
RICE, AL
WBIG, Greensboro, N. C.
RICHARDSON, H. L.
WIBC, Indianapolis, Ind.
RISS, DAN
WLW, Cincinnati, O.
ROBINSON, MAJ. GEORGE D.
WCOA, Pensacola, Fla.
ROBINSON, RESCOTT
WOR, New York, N. Y.
ROBINSON, R.
WKAT, Miami Beach, Fla.
ROGERS, JAMES
WENC, Whiteville, N. C.
ROLL, RICHARD
WTAM, Cleveland, O.
ROLLER, LARRY
WMPJ, Daytona Beach, Fla.
ROOSEVELT, JAMES
KLAC, Los Angeles, Calif.
ROSETTE, GEORGE
WEVD, New York, N. Y.
ROSS, JACK
WHAM, Rochester, N. Y.
ROSSELL, DEAC
WTRY, Troy, N. Y.
RUBEN, BOB
NBC
RUGH, VIC
KANS, Wichita, Kans.

— S —

SAERCHINGER, CESAR
NBC
St. CLAIR, DR. KENNETH
WKLX, Lexington, Ky.
St. JOHN, ROBERT
NBC
SAKRY, CLIFF
KFAM, St. Cloud, Minn.
SALERNO, RICHARD G.
KGLU, Safford, Ariz.
SCANLON, CORNELIUS T.
WEEL, Boston, Mass.
SCHENKEL, CHRIS
WKBV, Richmond, Ind.
SCHENKER, PROFESSOR ANDRE
WTIC, Hartford, Conn.
SCHRAEGER, SAM
WCAP, Asbury Park, N. J.
SCOTT, COLMAN
WAKR, Akron, O.
SCOTT, ED
KEVR, Seattle, Wash.
SCOTT, FRED
WKNA, Charleston, W. Va.
SCOTT, JOHN W.
KABC, San Antonio, Tex.
SEBASTIAN, CHARLES
WLS, Chicago, Ill.
SELAI, C. WM.
WHPB, Rock Island, Ill.
SELDEN, GEORGE
WRBL, Columbus, Ga.
SEVAREID, ERIC
WTOP, Washington, D. C.
SHADEL, BILL
WTOP, Washington, D. C.
SHAPARD, BILL
WFAA, Dallas, Tex.
SHAPIRO, MIKE
KBWD, Brownwood, Tex.
SHAPLEN, ROBERT
NBC
SHARP, MOKEY
KMYR, Denver, Colo.
SHAW, BRUNO
WNEW, New York, N. Y.
SHAW, CHARLES
WOLF, Syracuse, N. Y.
SHERWOOD, DON
WMRN, Marion, O.
SHOMETTE, WILL
WOAI, San Antonio, Tex.
SHUPT, ROY
WTRY, Troy, N. Y.
SILVER, DOUGLAS
WIRA, Fort Pierce, Fla.
SISKIND, MEL
WFPG, Atlantic City, N. J.
SKORNIA, HARRY J., Ph.D.
WSUA, Bloomington, Ind.
SLATTON, JOHN L.
WFNC, Fayetteville, N. C.
SMITH, ART
WNAX, Yankton, S. D.
SMITH, ERLE
KMBC, Kansas City, Mo.
SMITH, LARRY
NBC
SMITH, LEON
WBBB, Burlington, N. C.
SMITH, MARION
WLAR, Athens, Tenn.
SMITH, WINFRED
WVVA, Wheeling, W. Va.
SMITS, LEE
WXYZ, Detroit, Mich.
SNYDER, ROBERT
WTRY, Troy, N. Y.
SOWARD, OLAF
WIBW, Topeka, Kans.
SPIROS, ROBERT E.
WBTH, Williamson, W. Va.

SPRAGUE, W. B., JR.
KAND, Corsicana, Tex.
STAPLETON, BERNARD J.
WNDR, Syracuse, N. Y.

STEEL, JOHANNES
News analyst, Journalist; WHN;
Author of The Second World
War, Hitler As Frankenstein,
Men Behind The War, The Fu-
ture of Europe.

STELLING, JACK
WKZO, Kalamazoo, Mich.

STEPHENSON, MALVINA
ABC

STEVENS, JACK
WLAW, Lawrence, Mass.

STEVENS, LEN
WNLC, New London, Conn.

STEVENSON, JAMES
NBC

STRAND, NORMAN
WSAV, Savannah, Ga.

STRANDVOLD, GEORG
KWLC, Decorah, Ia.

STUTES, MARION
WKZO, Kalamazoo, Mich.

SULLIVAN, CLAUDE
WKLX, Lexington, Ky.

SULLIVAN, FLOYD M.
KWTO, Springfield, Mo.

SWIFT, JACK
KDKA, Pittsburgh, Pa.

SWING, RAYMOND
WMAL, Washington, D. C.

SWINGLEY, MARK E.
WDAE, Tampa, Fla.

— T —

TACKLEY, MITCHELL C.
WICY, Malone, N. Y.

TAINTER, ERIC
KCKN, Kansas City, Kans.

TALBOT, BILL
KOIL, Omaha, Nebr.

TAPLIN, PRESTON
WHCU, Ithaca, N. Y.

TAYLOR, PAUL
WKAT, Miami Beach, Fla.

TAYLOR, OWEN A.
WROX, Ronceverte, W. Va.

TEAGUE, W. C.
WMC, Memphis, Tenn.

TEAS, CHARLES F.
KMPC, Los Angeles, Calif.

TERWEY, TYS
WBIR, Knoxville, Tenn.

THOMAS, PAUL
WPIC, Sharon, Pa.

THOMAS, ART
WJAG, Norfolk, Nebr.

THOMAS, KENNETH
WLOE, Leaksville, N. C.

THOMAS, LOWELL
NBC

THOMPSON, CLAY
KFYO, Lubbock, Tex.

THOMPSON, RAY
KRCC, Rochester, Minn.

THOMPSON, HAL
WFAA, Dallas, Tex.

TOBIN, JOE
WLNS, New York, N. Y.

TOMLINSON, EDWARD
NBC

TOMLINSON, GEORGE
WCED, Dubois, Pa.

TREXLER, LARRY
WINX, Washington, D. C.

TRIGGS, AL
KTRI, Sioux City, Ia.
TRIMBLE, KERM
KROY, Sacramento, Calif.
TRUE, HAROLD
WWJ, Detroit, Mich.
TRUERER, BOB
WCSG, Charleston, S. C.
TURNER, DEAN
WHHM, Memphis, Tenn.
TURNER, RUSSELL
WOL, Washington, D. C.
TURNER, TINY
WMJM, Cordele, Ga.

— U —

ULRICK, EDGAR
WLOK, Lima, O.
UMSCHILD, DR. ARTHUR G.
KOWH, Omaha, Nebr.
UNDERWOOD, CHARLES
WMBS, Uniontown, Pa.
UTLEY, CLIFTON
WMAQ, Chicago, Ill.

— V —

VACHE, BOB
KPFO, Phoenix, Ariz.
VADEBONCOEUR, E. R.
WSYR, Syracuse, N. Y.
VAILL, ROLAND
KCMJ, Palm Springs, Calif.
VALLENDER, G. EDWARD
WBCM, Bay City, Mich.
VANCE, JOHN
WGAC, Augusta, Ga.
VANDERCOOK, JOHN
NBC
VANDEVENTER, FRED
WOR, New York, N. Y.
VAN DYKE, RUSS
KRNZ, Des Moines, Ia.
VAN HOFEN, FRED
KEVR, Seattle, Wash.
VAN KUREN, JIM
CKLW, Detroit, Mich.,
Ontario, Can.
VERNASCO, TED
WHOT, South Bend, Ind.
VOLHEYA, JACK
KWKW, Pasadena, Calif.
VON TOBEL, PHILIP
WATR, Waterbury, Conn.

— W —

WADE, TOM
WINX, Washington, D. C.
WAGNER, BOB
WBNS, Columbus, O.
WALLACE, ED
WTAM, Cleveland, O.
WALLACE, NEAL
KFBC, Cheyenne, Wyo.
WALROD, TRUMAN
KVSF, Santa Fe, N. M.
WALTER, BILL
KGKY, Scottsbluff, Nebr.
WALSH, FRANK J.
WBCM, Bay City, Mich.
WALSIL, J. RAYMOND
WMCA, New York, N. Y.
WARNER, ALBERT L.
WOL, Washington, D. C.

WARREN, BOB
KYW, Philadelphia, Pa.
WARREN, HARRY
WUTA, Salt Lake City, Utah

WEATHERS, JIM
WNEX, Macon, Ga.
WEAVER, MARK
WKY, Oklahoma City, Okla.
WEAVER, WILLIAM A.
KGFJ, Shawnee, Okla.
WESP, JOE
WBEN, Buffalo, N. Y.
WEST, B.
WKAT, Miami Beach, Fla.
WHEELER, JOSEPH
KSPT, Trinidad, Colo.
WHEELLOCK, HOWARD E.
WKNE, Keene, N. H.
WHITE, DON
KIT, Yakima, Wash.
WHITE, J. P.
WJR, Detroit, Mich.
WHITE, PAT
KTSB, San Antonio, Tex.
WHITELEATHER, MELVIN K.
WPEN, Philadelphia, Pa.
WHITESIDE, HUGH
WINX, Washington, D. C.
WIETING, FRED
WIBG, Philadelphia, Pa.
WILLIAMS, AUSTIN
WOAI, San Antonio, Tex.
WILLIAMS, DOC
WADC, Akron, O.
WILLIAMS, GLENN
WAGE, Syracuse, N. Y.
WILLIAMS, WALLY
WBIG, Greensboro, N. C.
WILLS, DAVID
WMAL, Washington, D. C.
WILSON, DAVID
NBC
WILSON, JIM
KTMK, McAlester, Okla.
WILSON, WILLIAM R.
WRVA, Richmond, Va.
WINCHELL, WALTER
ABC
WITTY, RICHARD
KWIO, Springfield, Mo.
WOODHOUSE, C. JAMES
WDNC, Durham, N. C.
WOODS, CHARLES
WLBB, Brooklyn, N. Y.
WOODSIDE, SAMUEL M.
WHCU, Ithaca, N. Y.
WORTMAN, BYRON C.
WCAP, Asbury Park, N. J.
WRIGHT, BOB
WJJD, Chicago, Ill.
WRIGHT, GERRY
KWFT, Wichita Falls, Tex.

— Y —

YORK, JOHN P.
KGKB, Tyler, Tex.
YOUNG, GEORGE
KGNC, Amarillo, Tex.
YOUNG, J. N.
KBST, Big Spring, Tex.
YOUNG, J. NORMAN
WAYS, Charlotte, N. C.
YOUNG, L. N.
KUGN, Eugene, Ore.
YOUNG, MURRAY
WHK, Cleveland, O.
YOUNG, ORLAND
WHBS, Bluefield, W. Va.

— Z —

ZABEL, JIM
WHO, Des Moines, Ia.
ZEIGEN, JACK
WING, Dayton, O.

HARRY WISMER

BROADCASTING THE NATION'S TOP SPORTING EVENTS

Sports Director of American Broadcasting Company

Sports Commentators

their work during 1946

— A —

ALLEN, FRANK
WEMP, Milwaukee, Wisc.
ALLEN, MEL
WINS, New York, N. Y.
ALTMAN, DICK
KTHF, Houston, Tex.
ANDREWS, TED
WJBW, New Orleans, La.
ANTHONY, CHARLES
WKAR, East Lansing, Mich.
ARMSTRONG, WM. "ARMY"
WOMI, Owensboro, Ky.
ASHBAUGH, DON
KBNE, Boulder City, Nev.

— B —

BAILEY, BILL
KTHS, Hot Springs, Ark.
BAKER, FRANK K.
KDYL, Salt Lake City, Utah
BAKER, NELSON
WCAO, Baltimore, Md.
BAKKIE, HAROLD
KNOW, Austin, Tex.
BALTER, SAM
KLAC, Los Angeles, Calif.
BARBER, RED
WHN, New York, N. Y.
BARRY, JACK
WHEC, Rochester, N. Y.
BARRY, JOHN
WABI, Bangor, Me.
BASSO, NICK
WNAR, Norristown, Pa.
BATSON, GA
WDSU, New Orleans, La.
BEAN, BOB
WGBG, Greensboro, N. C.
BECHTEL, JAY
WTBO, Cumberland, Md.
BELL, ANDY
KAND, Corsicana, Tex.
BELL, TED
KRSC, Seattle, Wash.
BELLAH, MILTON
WDAR, Savannah, Ga.
BENDER, BOB
WTMA, Charleston, S. C.
BENNETT, KEN
KPDN, Pampa, Tex.
BERGMAN, ARTHUR J.
WRC, Washington, D. C.
BERING, CONRAD
KFDM, Beaumont, Tex.
BERNDT, IRVING A. "BUD"
WRAC, Williamsport, Pa.
BERRY, RICHARD
KXO, El Centro, Calif.
BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.
BIRLEFFI, LARRY
KFBC, Cheyenne, Wyo.
BLACK, JAMES
KRBC, Abilene, Tex.
BLACK, LOU
KMA, Shenandoah, Ia.
BLACKBURN, ROBERT
KFRE, Fresno, Calif.
BLOOM, MARY
WCED, Dubois, Pa.
BLUE, IRA
KGO, San Francisco, Calif.
BOCHMAN, BILL
WCOS, Columbia, S. C.
BODDEN, BOB
WCLO, Janesville, Wisc.

BODE, H. H.
KCHS, Hot Springs, N. Mex.
BOGGESE, JOHN
WLAG, LaGrange, Ga.
BOGGS, OTIS
WRUF, Gainesville, Fla.
BOLAND, JOE
WSBT, South Bend, Ind.
BOLTON, LES
KARK, Little Rock, Ark.
BOND, LYLE
KFI, Los Angeles, Calif.
BOOSE, DANA
WTSP, St. Petersburg, Fla.
BOWEN, HUGH
KFOR, Lincoln, Nebr.
BOX, VES
KRDL, Dallas, Tex.
BOYD, JOHN
WONS, Hartford, Conn.
BOYER, JOHN F.
KDKA, Pittsburgh, Pa.
BRADLEY, JACK
WSAZ, Huntington, W. Va.
BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.
BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.
BRAMHALL, ART
WTBA, Madison, Wisc.
BRANDY, JOE
WSLB, Ogdensburg, N. Y.
BREMSEMER, LYELL
KFAB, Lincoln-Omaha, Nebr.
BREN, SHELDON
KCMJ, Palm Springs, Calif.
BRENGEL, BILL
WWL, New Orleans, La.
BRITT, JIM
WEEL, Boston, Mass.
BRONSON, WALLY
WOSH, Oshkosh, Wisc.
BROUGHAM, ROYAL
KOMO, Seattle, Wash.
BROWN, A. B.
WGBG, Greensboro, N. C.
BROWN, LARRY
WCOA, Pensacola, Fla.
BRUNDIGE, BILL
WOL, Washington, D. C.
BRUZEK, WALTER
KROC, Rochester, Minn.
BRYAN, CHARLES
KVI, Tacoma, Wash.
BRYSON, JOHN
WENR, Chicago, Ill.
BUCHAN, ALEX
KMOX, St. Louis, Mo.
BULL, FRANK
KMPC-KHJ, Hollywood, Calif.
BUNDNER, GEORGE
WSAU, Wausau, Wis.
BURICK, SI
WHIO, Dayton, O.
BURNES, ROBERT
KMOX, St. Louis, Mo.
BURNS, CHARLIE
WAKR, Akron, O.
BURNS, JERRY
KDYL, Salt Lake City, Utah
BYER, HAL
KWIL, Albany, Ore.

— C —

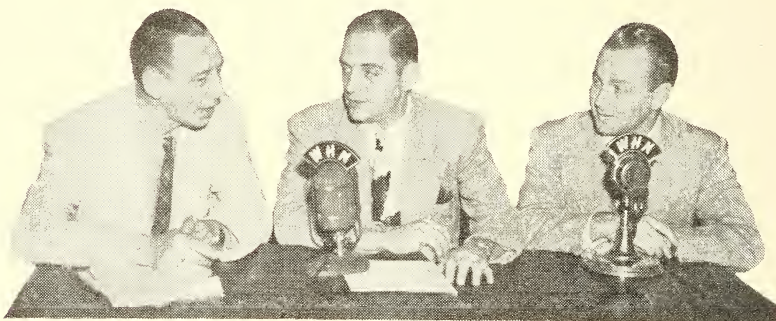
CAMPBELL, BILL
WCAU, Philadelphia, Pa.

CAMPBELL, DON
WHK, Cleveland, O.
CAMPOFREDA, NICK
WFBR, Baltimore, Md.
CANAVAN, ROBERT
KROD, El Paso, Tex.
CARAY, HARRY
KXOK, St. Louis, Mo.
CAREY, BILL
WQAM, Miami, Fla.
CARLYLE, HUGH
WRVA, Richmond, Va.
CARNEGIE, TOM
WIRE, Indianapolis, Ind.
CARPENTER, WILLIAM
WSNY, Schenectady, N. Y.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CARROLL, RAY
WWRW, Woodside, N. Y.
CARSON, CHARLES
WMAN, Mansfield, O.
CASE, JACK
WWNY, Watertown, N. Y.
CASPER, CY
WKY, Oklahoma City, Okla.
CASPER, TEE
KGKO-WBAP, Fort Worth, Tex.
CAVE, WALT
KMJ, Fresno, Calif.
CHALMERS, JIM
WEIM, Fitchburg, Mass.
CHAMBERLAIN, CARL
WSAY, Rochester, N. Y.
CHAPMAN, ROY T.
KTSM, El Paso, Tex.
CHARLES, DICK
KILO, Grand Forks, N. D.
CHARVAT, JACK
KTUL, Tulsa, Okla.
CHESSEER, ALEC
KABC, San Antonio, Tex.
CHILDS, LELAND
WMGY, Montgomery, Ala.
CHRISTIE, GEORGE
WFEA, Manchester, N. H.
CLANCY, RAY
WMEFJ, Daytona Beach, Fla.
CLARK, J. B.
WAYS, Charlotte, N. C.
CLARK, KEITH
KUTA, Salt Lake City, Utah
CLAUSSEN, GENE
WMT, Cedar Rapids, Ia.
CLAWSON, LEW
WVVA, Wheeling, W. Va.
COCHRAN, HARRY
WSTV, Steubenville, O.
COCHRAN, WILLIAM
WIOD, Miami, Fla.
CODY, DEL
KGA, Spokane, Wash.
COFFEY, VINCE
WMRO, Aurora, Ill.
COLBY, LEONARD
WKZO, Kalamazoo, Mich.
COLLINS, JUD
WSM, Nashville, Tenn.
COLON, JACK
KALE, Portland, Ore.
COMPTON, JACK
WLOE, Leaksville, N. C.
CONN, MARY
WTCN, Minneapolis, Minn.
COOKE, HENRY
WMAQ, Chicago, Ill.

Ward
WILSON

Bert
LEE

Marty
GLICKMAN



HEARD TOGETHER ON:

“Warm-Up Time”

“Sports Extra”

“Take a Tip From Me”

WHN NEW YORK'S
STATION FOR SPORTS

CORLEY, BILL
WBNS, Columbus, O.

CORLEY, H. L.
KCRT, Trinidad, Colo.

CORNELL, SYD
WKRC, Cincinnati, O.

CORNISH, WORTHEN C.
WGAN, Portland, Me.

CRAGIN, ROBERT S.
WSNY, Schenectady, N. Y.

CROSSBY, CHUCK
WCOP, Boston, Mass.

CROSS, PHIL
WKNB, New Britain, Conn.

CROSS, "RED"
WMAZ, Macon, Ga.

— D —

DAVIDSON, TOM
KBIX, Muskogee, Okla.

DAVIES, BOB
KOL, Seattle, Wash.

DAVIES, JACK
KSL, Salt Lake City, Utah

DAVIS, EDDIE
WTOC, Savannah, Ga.

DAVIS, JIM
WORD, Spartanburg, S. C.

DAVOLL, HUGH
WSAM, Saginaw, Mich.

DECAMPT, JOHN
WBAA, West Lafayette, Ind.

DELANEY, BOB
WJNO, West Palm Beach, Fla.

DENNIS, DINTY
WQAM, Miami, Fla.

DePHILLIPS, TONY
WWRL, Woodside, N. Y.

DESMOND, CONNIE
WHN, New York, N. Y.

DeVICTOR, MARTY
WBNS, Columbus, O.

DIEHL, BILL
WGH, Newport News, Va.

DITBERT, ED
KABC, San Antonio, Tex.

DIX, JACK
WCBI, Columbus, Miss.

DIXON, MASON
KICD, Spencer, Ia.

DOGGETT, JERRY
WRR, Dallas, Tex.

DONAHOO, DEL
KBIZ, Ottumwa, Ia.

DWTY, BYRON
WDSU, New Orleans, La.

DOYLE, DICK
WELO, Tupelo, Miss.

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DRAKE, RONALD
WHP, Harrisburg, Pa.

DRAVES, BILL
KFIZ, Fond du Lac, Wis.

DRILLING, JOE
KCOK, Tulare, Calif.

DUDLEY, JIM
WJW, Cleveland, O.

DUFFY, ROBERT
WLNH, Laconia, N. H.

DUKE, PAUL
WMBG, Richmond, Va.

DUNBAR, LEE
KLX, Oakland, Calif.

DUNBAR, STEWART
KSAL, Salina, Kans.

DUNLAVEY, RONALD
WFBL, Syracuse, N. Y.

DUNPHEEY, DON
WINS, New York, N. Y.

DYER, WILLIAM
WITH, Baltimore, Md.

EDWARDS, JOHN
KCMC, Texarkana, Tex.

EDWARDS, MACK
WSBA, York, Pa.

EGNER, NATE
WLDS, Jacksonville, Ill.

ELDER, DON
WMAQ, Chicago, Ill.

ELLIOTT, BOB
WQAM, Miami, Fla.

ELLIS, PHIL
WPTF, Raleigh, N. C.

ELLIS, RALPH
WHBQ, Memphis, Tenn.

ELLIS, STEVE
WMCA, New York, N. Y.

ELSON, BOB
WJJD-WIND, Chicago, Ill.

ELSTON, BOB
KXEL, Waterloo, Ia.

ELVIN, RALPH
WLOK, Lima, O.

ENGLISH, BOB
KNEL, Brady, Tex.

ERP, JOHNNY
WMAQ, Chicago, Ill.

EUBANKS, BLAIR
WTAR, Norfolk, Va.

EUBANKS, GEORGE
WRGA, Rome, Ga.

EVANS, JACK
KAKC, Tulsa, Okla.

EVANS, JONES
WBAX, Wilkes-Barre, Pa.

EVANS, ROBERT B.
WSPD, Toledo, O.

EVERSON, BOB
KGKO-WBAP, Ft. Worth, Tex.

— F —

FALKENSTIEN, MAX
WREN, Lawrence, Kans.

FALLON, FRANK
WMEX, Boston, Mass.

FARIS, CLINT
WGTM, Wilson, N. C.

FARLEY, BILL
WELI, New Haven, Conn.

FARMER, JIM
WKBV, Richmond, Ind.

FARGRELL, MAURY
WAPI, Birmingham, Ala.

FELDMAN, BOB
WMAA, Springfield, Mass.

FENTON, EDDIE
WCBM, Baltimore, Md.

FERGUSON, ANDREW B.
WBOW, Terre Haute, Ind.

FERGUSON, JOHN
WJBO, Baton Rouge, La.

FISHELL, DICK
KFWB, Hollywood, Calif.

FITZPATRICK, JACK
KFEL, Denver, Colo.

FLEISCHMAN, SOL
WDAE, Tampa, Fla.

FLETCHER, KINGSTON
WNHC, New Haven, Conn.

FLYNN, ART
WLAW, Lawrence, Mass.

FLYNN, FAHEY
WBBM, Chicago, Ill.

FORSYTHE, ROBERT
WCAL, Northfield, Minn.

FOSTER, BUD
KROW, Oakland, Calif.

FOULIS, BILL
KFEL, Denver, Colo.

FOX, WILLIAM F., Jr.
WIBC, Indianapolis, Ind.

FRANKLIN, ORVIN
KRRV, Sherman-Denison, Tex.

FRITZ, DONALD
WHKC, Columbus, O.

FULTON, BOB
KLRA, Little Rock, Ark.

— G —

GALLAHER, EDDIE
WTOP, Washington, D. C.

GANNON, MIKE
WCBS, Greenwood, S. C.

GARCIA, RAY
KFMB, San Diego, Calif.

GARROD, GEORGE
WWRL, Woodside, N. Y.

GATES, HILLIARD
WOWO, Fort Wayne, Ind.

GATLING, WILLIAM
WGTC, Greenville, N. C.

GAUMER, MEL
KEVR, Seattle, Wash.

GAYNOR, DON
WBTM, Danville, Va.

GEEHAN, JERRY
KMO, Tacoma, Wash.

GIBBONS, RICHARD
WCAP, Asbury Park, N. J.

GIBBS, L.
KMLB, Monroe, La.

GIBBS, ROWLAND
KWKW, Pasadena, Calif.

GILL, BO
WGNY, Newburgh, N. Y.

GISMONDI, JAMES
WBMS, Uniontown, Pa.

GIVEN, KEN
WLBK, Bowling Green, Ky.

GLICKMAN, MARTY
WHN, News and Sport

GODON, DICK
KHQ, Spokane, Wash.

GOLIGHTLY, W. GROVER, Jr.
WSPA, Spartanburg, S. C.

GOODWIN, CARL
WCHV, Charlottesville, Va.

GOODWIN, GARY
WEDO, McKeesport, Pa.

GORDON, J. RED
KELD, El Dorado, Ark.

GORDON, LARRY
WIRE, Indianapolis, Ind.

GOSS, BAILEY
WBAL, Baltimore, Md.

GOWDY, CURT
KOMA, Oklahoma City, Okla.

GRADY, JOHN
KFRE, Fresno, Calif.

GRAHAM, WALTER
WBML, Macon, Ga.

GRAMER, WILLIAM
WKOK, Sunbury, Pa.

GRANGER, JERRY
KHAS, Hastings, Nebr.

GRANT, HAL
WGBR, Goldsboro, N. C.

GRAYSON, BOBBY
KGW, Portland, Ore.

GRIER, HARRY
KTRH, Houston, Tex.

GRIFFITHS, BILL
WADC, Akron, O.

GRISWOLD, ROGER
WCBM, Baltimore, Md.

GUBA, JOE
WEDO, McKeesport, Pa.

GUINAN, JACK
WJTN, Jamestown, N. Y.

GUNDAKER, ED
WHP, Harrisburg, Pa.

— H —

HACKETT, JON
KRNT, Des Moines, Ia.

HACKIM, LINC
WAKR, Akron, O.

SPORTS COMMENTATORS

HADLEY, DOUG
WJPF, Herrin, Ill.
HADLEY, IRVING D. "BUMP"
WBZ, WBZA, Boston, Mass.
HAGIS, JOHN W. Jr.
WHAI, Greenfield, Mass.
HALL, HALSEY
WCCO, Minneapolis, Minn.
HAMPTON, RAY
WHBF, Rock Island, Ill.
HAMRICK, HOWARD
WRNL, Richmond, Va.
HANSEN, CARROLL
KQW, San Jose, Calif.
HANSTROM, ART
WBAU, Eau Claire, Wisc.
HARDEN, FRANK
WIS, Columbia, S. C.
HARING, CLAUDE
WIBG, Philadelphia, Pa.
HARMON, JAY
KTMC, McAlester, Okla.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRIS, LEE
KICD, Spencer, La.
HARRIS, ROBERT
WAOV, Vincennes, Ind.
HARRISON, BOB
WHNC, Henderson, N. C.
HARTFORD, CHESTER
WHEB, Portsmouth, N. H.
HARTMAN, ERNIE
WSTC, Stamford, Conn.
HARVILLE, DICK
KRGV, Weslaco, Tex.
HARWELL, ERNIE
WAGA, Atlanta, Ga.

HASEL, JOE
WJZ, New York, N. Y.
HAYES, PAT
KIRO, Seattle, Wash.
HEALY, CHARLES
WKIP, Poughkeepsie, N. Y.
HEALY, DAN
WBRK, Pittsfield, Mass.
HEATH, HAROLD
WOC, Davenport, Ia.
HEDRICK, LEE
KXYZ, Houston, Tex.
HEISS, BOB
WTMJ, Milwaukee, Wisc.
HENRY, JOHN
KVOO, Tulsa, Okla.
HEKIN, WELDON
WCCP, Savannah, Ga.
HESS, BILL
WKIX, Lexington, Ky.
HIBBS, DOUG
WTEL, Philadelphia, Pa.
HIGGINS, LEN
KSRO, Santa Rosa, Calif.
HILL, DALTON
KXOX, Sweetwater, Tex.
HILL, DON
WAVE, Louisville, Ky.
HILL, JOE
WDEF, Chattanooga, Tenn.
HITCHCOCK, JACK
KCOL, Fort Collins, Colo.
HOBGOOD, R. N.
WMPS, Memphis, Tenn.
HODGES, RUSS
WINS, New York, N. Y.
HOLLERON, BOB
KTSA, San Antonio, Tex.

HOLLOWAY, DICK
WTRC, Elkhart, Ind.
HOLT, H. RUSS
WGGA, Gainesville, Ga.
HOOD, BILL
WNYC, New York, N. Y.
HOOVER, DON
KIUP, Durango, Colo.
HORNER, JACK
KSTP, St. Paul-Minneapolis, Minn.
HUBBELL, ROBERT
WRLD, West Point, Ga.
HUNDLEY, EARL
WLPM, Suffolk, Va.
HUNT, JOE G.
WRW, Augusta, Ga.
HUNTINGTON, CLAY
KTBI, Tacoma, Wash.
HURT, ZACK
KFJZ, Fort Worth, Tex.
HUSS, J. W.
WIKB, Iron Mountain, Mich.
HUSS, J. W.
WJMS, Ironwood, Mich.
HUSTON, JACK
KFOR, Lincoln, Nebr..

— I —

IMBODEN, HOWARD R.
WPUV, Pulaski, Va.
INGALLS, WALLY
WSTV, Steubenville, O.
INGHAM, BOB
KTOK, Oklahoma City, Okla.
INGSTAD, BOB
KOVO, Valley City, N. D.

BASEBALL

Play-by-play
New York Giants
for
Pabst Brewing Co.
WMCA

**M-G-M
NEWSREEL**

Pinch-hitting for
Bill Stern



**STEVE
ELLIS**

BOXING

WJZ—WHN
for Gillette

FOOTBALL

College and
Pro Games
WMCA

New York Giants
Sports Resume
6:45 to 7:00 P.M.
Monday thru Saturday

SPORTS DIRECTOR — Station WMCA

— J —

JACKSON, BUD
KVOO, Tulsa, Okla.

JACKSON, CARROL
WLAU, Laurel, Miss.

JACOBSEN, LES
KDON, Monterey, Calif.

JOHNSON, MOTT
KMA, Shenandoah, Ia.

JOHNSON, ROLLIE
WTCN, Minneapolis, Minn.

JOHNSON, WILBUR
KXLR, No. Little Rock, Ark.

JONES, ROBERT L.
WSPR, Springfield, Mass.

JONTRY, SPECK
WJBC, Bloomington, Ill.

JORDAN, HARRY
KEVR, Seattle, Wash.

JORDAN, MURRAY
WLIB, Brooklyn, N. Y.

JUNELL, FRANK
KROD, El Paso, Tex.

— K —

KEEGAN, LEO
WNLC, New London, Conn.

KELLETT, DON
WFIL, Philadelphia, Pa.

KELLEY, BOB
KMPC, Los Angeles, Calif.

KELLY, BILL
KFDA, Amarillo, Tex.

KELLY, GENE
WIBC, Indianapolis, Ind.

KELLY, STANLEY
WKAT, Miami Beach, Fla.

KENNARD, STEWART
WFBR, Baltimore, Md.

KENNEDY, KEVIN
WNYC, New York, N. Y.

KENT, GEORGE
WAIR, Winston-Salem, N. C.

KINCAID, FRED
WRR, Dallas, Tex.

KING, FULTON
WTON, Staunton, Va.

KIRBY, DOT
WGST, Atlanta, Ga.

KIRBY, LEE
WBT, Charlotte, N. C.

KLEY, HERB
WHBL, Sheboygan, Wisc.

KLING, KEN
KLO, Ogden, Utah

KOESTER, TONY
KFBK, Sacramento, Calif.

KORZELIUS, GENE
WBNY, Buffalo, N. Y.

KOSHMANN, MARTIN
KCOW, Ellensburg, Wash.

KOZBERG, BERNIE
WMT, Cedar Rapids, Ia.

KREBSBACH, E. C.
KGCX, Sidney, Mont.

KRSHKA, FRANK
KBIO, Burley, Idaho

— L —

LAKE, BERRY
WHO, Des Moines, Ia.

LAMBERT, VINCENT
KVCV, Redding, Calif.

LAMERE, ROY
WIGM, Medford, Wisc.

LAND, TOMMY
WEBQ, Harrisburg, Ill.

LANDIS, DE WITT
KFYO, Lubbock, Tex.

LANHAM, GEORGE
KRIG, Odessa, Tex.

LANSING, GERRY
KWTX, Waco, Tex.

LaROCCA, SALVATORE
WMBI, Chicago, Ill.

LARSON, WAYNE
WJAG, Norfolk, Nebr.

LAUX, ED
WAAAT, Newark, N. J.

LAWRENCE, JIMMY
KID, Idaho Falls, Idaho

LAYER, BRUCE
KPRC, Houston, Tex.

LEACH, ED
WHKP, Hendersonville, N. C.

LEDEBUHR, AL
KFUO, Clayton, Mo.

LEE, BERNARD
WREB, Columbus, Ga.

— LEE, BERT —

WHN—Sports; Hockey; Basketball

LEE, FRANK
WMMN, Fairmont, W. Va.

LEE, JERRY
WOAI, San Antonio, Tex.

LEONARD, LEE
WFMJ, Youngstown, O.

LESTER, JACK
WNOE, New Orleans, La.

LESTER, TOM
WESX, Salem, Mass.

LeVOR, BABE
WCCO, Minneapolis, Minn.

LIBBY, JOHN C.
WCOU, Lewiston, Me.

LIEBEE, BOB "SPIKE"
KWPC, Muscatine, Ia.

LINDQUIST, FRED
KOCA, Kilgore, Tex.

LITCHMAN, ART
KUGN, Eugene, Ore.

LLOYD, VINCE
WMBD, Peoria, Ill.

LOCHMAN, WALT
KCMO, Kansas City, Mo.

LOMAX, STAN
WOR, New York, N. Y.

LONG, JIM
WSLS, Roanoke, Va.

LOUTHER, JOHN H.
WSSV, Petersburg, Va.

LOVELESS, RAY
KWBW, Hutchinson, Kans.

LOWE, ALFRED
WNEX, Macon, Ga.

LOWELL, STAN
KOB, Albuquerque, N. Mex.

LOWRANCE, BOMAR
WSOC, Charlotte, N. C.

LUCE, DEAN
WDRG, Hartford, Conn.

LUND, VICTOR H.
WAOV, Vincennes, Ind.

LUPTON, JOHN
WLAN, Lancaster, Pa.

LUSK, BERNARD
KROC, Rochester, Minn.

LYLE, BOB
WGBS, Miami, Fla.

LYNCH, BUDD
CKLW, Detroit, Mich-Wind-
sor, Ontario

— M —

MacLEAN, JOHN
WGST, Atlanta, Ga.

McMILLAN, LOWELL H.
WHEC, Rochester, N. Y.

MAGUIKE, DICK
KFJH, Klamath Falls, Ore.

MANN, STU
WLWL, Minneapolis, Minn.

MANNING, TOM
WTAM, Cleveland, O.

MARGET, MANNY
KVOX, Moorhead, Minn.

MARSHALL, R. E. (RUSTY)
WPAY, Portsmouth, O.

MARTIN, BILL
WJLB, Detroit, Mich.

MARTIN, BOB
WPOR, Portland, Me.

MARTIN, JACK
WKBH, La Crosse, Wisc.

MARTIN, JACK
WOPI, Bristol, Tenn.

MARTIN, NAT R. (TINY)
WFNC, Fayetteville, N. C.

MARK, FRANCE
KTOK, Oklahoma City, Okla.

MASON, ART
KPMC, Bakersfield, Calif.

MATHIS, LYLE
KVCV, Redding, Calif.

MATTHEWS, TOM
WFLA, Tampa, Fla.

MAXWELL, JOCKO
WWRL, Woodside, N. Y.

MAYES, DOUGLAS
WMFR, High Point, N. C.

McCARATHY, CLEM
WNBC, New York, N. Y.

McCARATHY, DICK
WKNY, Kingston, N. Y.

McCARATHY, JIM
WBRE, Wilkes-Barre, Pa.

McCARATHY, PAT
KVCV, Redding, Calif.

McCLELLAN, BOB
KNOW, Austin, Tex.

McCLELLAND, PAUL
KHMO, Hannibal, Mo.

McCOY, BOB
KXA, Seattle, Wash.

McCUTCHEN, DICK
WFAS, White Plains, N. Y.

McDONALD, ARCH
WTOP, Washington, D. C.

McELVEEN, MOODY
WCOS, Columbia, S. C.

McEWEN, CHARLES
KTRB, Modesto, Calif.

McGRATH, ED
WSPA, Spartanburg, S. C.

McGRATH, NED
WHDL, Olean, N. Y.

McGUIRE, RAY
WNOE, New Orleans, La.

McINTIRE, CHARLES
WMBH, Joplin, Mo.

McKEE, BURT
WAPI, Birmingham, Ala.

MEANEY, ED
WESX, Salem, Mass.

MEHL, ERNIE
WDAF, Kansas City, Mo.

MENKE, ED
WGBG, Greensboro, N. C.

MENTON, BILL
WMOB, Mobile, Ala.

METCALFE, CHARLES
WWWF, Jasper, Ala.

MEYER, AL
KPOW, Powell, Wyo.

MICHAEL, JOS.
WOLS, Florence, S. C.

MICHAELS, BILL
KABC, San Antonio, Tex.

MILLER, DON
WTOL, Toledo, O.

MILLER, GEORGE
WGY, Schenectady, N. Y.

MILLER, LINDY
WSAR, Fall River, Mass.

MILLER, PAUL J.
WWVA, Wheeling, W. Va.

MITCHELL, DOUG
KOH, Reno, Nev.

MOLEN, SAM
KMBC, Kansas City, Mo.

MOOREHEAD, TOM
WFIL, Philadelphia, Pa.
MORGAN, RAY
WWDC, Washington, D. C.
MORRIS, JAMES M.
KOAC, Corvallis, Ore.
MORSON, LESLIE
WNLC, New London, Conn.
MOSIHER, JEFF
WSUN, St. Petersburg, Fla.
MULLINAX, ED
WLAG, LaGrange, Ga.
MUMPTON, DICK
WKAL, Rome, N. Y.
MURPHY, BILL
KFYR, Bismarck, N. D.
MURRAY, DON
WAZL, Hazleton, Pa.
MURRAY, FRANNY
WIBG, Philadelphia, Pa.
MUZZY, JIM
WHBC, Canton, O.

— N —

NASH, JIM
WMSA, Massena, N. Y.
NEAL, BOB
WGAR, Cleveland, O.
NEAL, DON
KFLW, Klamath Falls, Ore.
NESBITT, DICK
WKRC, Cincinnati, O.
NEWHALL, COL. BOB
WSPB, Sarasota, Fla.
NEWKIRK, AL
WICA, Ashtabula, O.
NEWMAN, CY
WJBW, New Orleans, La.
NEWMAN, ZIPP
WSGN, Birmingham, Ala.
NORMAN, NEIL
WIL, St. Louis, Mo.
NORRIS, PAUL
WTK, Durham, N. C.
NORWIG, GEORGE
WTK, Durham, N. C.

— O —

O'BRIEN, DON
WNAX, Yankton, S. D.
O'BRIEN, MARTIN
WMRO, Aurora, Ill.
O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.
O'BRIEN, TOMMY
KRIC, Beaumont, Tex.
O'CONNOR, BILL
WAAF, Chicago, Ill.
O'HARA, JOHNNY
KWK, St. Louis, Mo.
O'NEIL, LOU
WWRL, Woodside, N. Y.
O'NEILL, MARTY
WMIN, St. Paul, Minn.
ORUM, BILL
WEW, St. Louis, Mo.
OSBORNE, WAYNE
WJJD-WIND, Chicago, Ill.
OUTLAR, JESSE
WAYX, Waycross, Ga.
OVERTON, GEORGE
KTMC, McAlester, Okla.
OWEN, CLIFTON
KLWT, Ogden, Utah
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PARADY, WILLIAM F.
KGLU, Safford, Ariz.
PARKER, EUGENE
WCOU, Lewiston, Me.
PARKS, DEL
WILM, Wilmington, Del.
PARSONS, MARSHALL
WDOD, Chattanooga, Tenn.

PATRICK, VAN
WEBR, Buffalo, N. Y.
PATTERSON, PAT
WMT, Cedar Rapids, Ia.
PAYNE, JACK
WNAD, Norman, Okla.
PEELER, ERNIE
KPRO, Riverside, Calif.
PENNER, RAY
WNEK, Macon, Ga.
PEPE, JOHNNY
WPIC, Sharon, Pa.
PERREAULT, PAUL J.
WKNE, Keene, N. H.
PERRY, BUSH
WALB, Albany, Ga.
PETCHNIK, HEIMIE
KROW, Oakland, Calif.
PETERSON, ART
KVOD, Denver, Colo.
PETERSON, EDDIE
KSUB, Cedar City, Utah
PHILBIN, BOB
WJOL, Joliet, Ill.
PHILLIPS, BOB
WSGN, Birmingham, Ala.
PHILLIPS, DONALD
WTAL, Tallahassee, Fla.
PIERSON, BILL
WHKK, Akron, O.
POPE, BILL
WENY, Elmira, N. Y.
POPE, BILL
WGY, Schenectady, N. Y.
PRATT, GEORGE
KOL, Seattle, Wash.
PRINCE, ROBERT
WJAS, Pittsburgh, Pa.
PRYOR, BILL
WNBF, Binghamton, N. Y.
PUMPHREY, HORACE
WKAX, Birmingham, Ala.

— Q —

QUIGLEY, E. C.
WIBW, Topeka, Kans.
QUINN, ROBERT
WKBZ, Muskegon, Mich.

— R —

RADER, LEONARD
KTTs, Springfield, Mo.
RAY, LARRY
KCKN, Kansas City, Mo.
RAYMOND, JACK
WISN, Milwaukee, Wis.
RAYMOND, STAN
WATL, Atlanta, Ga.
PEAMS, TED
WLEE, Richmond, Va.
REARDON, DAN
WWSO, Glen Falls, N. Y.
REED, ART
WMON, Montgomery, W. Va.
REESE, JIM
WWWB, Jasper, Ala.
REEVE, RAY
WRAL, Raleigh, N. C.
REID, JIM
WPTF, Raleigh, N. C.
REID, MICHAEL
KVRS, Rock Springs, Wyo.
REILLY, ED
WGAA, Cedartown, Ga.
REYNOLDS, FRANK
WJOB, Hammond, Ind.
RHOADS, HOWARD
KUJ, Walla Walla, Wash.
RIE, JOHN P.
WRW, Augusta, Ga.
RIND, JULES
WPEN, Philadelphia, Pa.
RIPA, LOU
KTRB, Modesto, Calif.

RISER, JAMES
WJEJ, Hagerstown, Md.
RIZZO, TONY
KFRU, Columbia, Mo.
ROGERS, MARTY
WEEU, Reading, Pa.
ROLL, RICHARD
WTAM, Cleveland, O.
ROTHRUM, WILLIAM V.
WSYR, Syracuse, N. Y.
RUGH, VIC
KANS, Wichita, Kans.
RUSSELL, DAVE
KFDM, Beaumont, Tex.
RYAN, EDWARD
WOLF, Syracuse, N. Y.
RYAN, RUSSELL
WAAF, Chicago, Ill.
RYAN, TED
KGFJ, Hollywood, Calif.
RYDER, LES
WCED, Dubois, Pa.

— S —

SAAM, BYRUM
WIBG, Philadelphia, Pa.
SABIN, BOB
KDON, Monterey, Calif.
SALSBERG, JOE
WARM, Scranton, Pa.
SALT, LOYD
KGA, Spokane, Wash.
SANDY, MICHAEL
WIBX, Utica, N. Y.
SAUNDERS, ERNIE
WCHS, Charleston, W. Va.
SAWYER, TOM
WDBO, Orlando, Fla.
SAWYER, VERNE E.
KMO, Tacoma, Wash.
SCEARCE, BOB
WJBO, Baton Rouge, La.
SCHLEIFER, KEN
WGIL, Galesburg, Ill.
SCHREIBER, MARK
KMYR, Denver, Colo.
SCHROCK, ALLAN
KFJB, Marshalltown, Ia.
SCHULTZ, A. F.
KFUN, Las Vegas, N. Mex.
SCHULTZ, STANLEY
KSPt, Trinidad, Colo.
SCHUSTER, PAUL
WKBb, Dubuque, Ia.
SCOTT, COLMAN
WAKR, Akron, O.
SEARS, BILL
WPEN, Philadelphia, Pa.
SEXTON, MORGAN
KROS, Clinton, Ia.
SHACKLETON, ROBERT
WKAR, East Lansing, Mich.
SHAFFER, MAX
WDAN, Danville, Ill.
SHANAHAN, TOM
WEMP, Milwaukee, Wisc.
SHAPERO, DON
WJTN, Jamestown, N. Y.
SHEETZ, BILL
WLAK, Lakeland, Fla.
SHEPHERD, JEAN
WTOd, Toledo, O.
SHERMAN, BILL
WAAT, Newark, N. J.
SHERMAN, DEAN
WDGY, Minneapolis, Minn.
SHERWOOD, C.
KGDm, Stockton, Calif.
SHORT, PHIL JR.
WHUN, Huntingdon, Pa.
SHOTWELL, RALPH
KPQ, Wentachee, Wash.
SHUPT ROY
WTRY, Troy, N. Y.

• • • **SPORTS COMMENTATORS** • • •

SHUMATE, GENE
KSO, Des Moines, Ia.

SIEBERT, DICK
WTCN, Minneapolis, Minn.

SIEGLE, STAN
KYUM, Yuma, Ariz.

SIMMONS, DAVE
KSJD, San Jose, Calif.

SIMMS, MOSE
KTOK, Oklahoma City, Okla.

SIMPSON, JACK
WSLX, Nashville, Tenn.

SINGER, LAN
WLEE, Richmond, Va.

SMITH, HARRY
KANS, Wichita, Kans.

SMITH, LEE
WMAS, Springfield, Mass.

SMITH, LYALL
WXYZ, Detroit, Mich.

SMITH, SIG
WKBW, Buffalo, N. Y.

SMITH, TED A.
KWRC, Pendleton, Ore.

SNOWDEN, CHARLIE
WAJR, Morgantown, W. Va.

SNOWDEN, WILLIAM A.
WTAL, Tallahassee, Fla.

SNYDEI, DON
WHIO, Dayton, O.

SORENSON, FRITZ
WFLN, Findlay, O.

STANLEY, LARRY
KFH, Wichita, Kans.

STANTON, BOB
WNBC, New York, N. Y.

STANTON, JES
KVOP, Plainview, Tex.

STANTON, PETER
WJPA, Washington, Pa.

STEADMAN, BILL
WCOV, Montgomery, Ala.

STEELE, BILL
KGB, San Diego, Calif.

STEELE, BOB
W TIC, Hartford, Conn.

STEELMAN, BOB
KOIL, Omaha, Nebr.

STEMMLER, NICK
WAGE, Syracuse, N. Y.

STEPHENS, STEVE
KVOE, Santa Ana, Calif.

STERN, BILL
WNBC, New York, N. Y.

STERRETT, ROBERT
WTON, Staunton, Va.

STEVENS, JACK
WLAW, Lawrence, Mass.

STOREY, BOB
WGL, Fort Wayne, Ind.

STOUT, ALLEN
WROL, Knoxville, Tenn.

SULLIVAN, CHARLES
WMC, Memphis, Tenn.

SUTHERLAND, WILBUR C.
KDKA, Pittsburgh, Pa.

SWEENEY, B. J.
WHKC, Columbus, O.

— **T** —

TACY, ED
WFIG, Sumter, S. C.

TAGUE, VINCE
WSLB, Ogdenburg, N. Y.

TATE, VERNER
WFBC, Greenville, S. C.

TAYLOR, GENE
WHIT, New Bern, N. C.

TEAS, CHARLES F.
KMPC, Los Angeles, Calif.

TEMPLETON, DINK
KFRC, San Francisco, Calif.

TERRY, BOB
WTMV, East St. Louis, Ill.

TEERINGER, GEORGE
WBT, Charlotte, N. C.

THOMAS, DON
KRLC, Lewiston, Idaho

THOMAS, ROLLIE
KFI, Los Angeles, Calif.

THOMPSON, CHUCK
WIBG, Philadelphia, Pa.

THOMPSON, HAL
KGKO, Fort Worth, Tex.

THOMPSON, HAL
WFAA, Dallas, Tex.

THOMPSON, RAY
KROC, Rochester, Minn.

THORNBURGH, RED
WSAI, Cincinnati, O.

THORTON, HARRY
WAGC, Chattanooga, Tenn.

TRAYNOR, PIE
KQV, Pittsburgh, Pa.

TREDWELL, KEN
WTUK, Durham, N. C.

TSUCHUDI, LOU
WING, Dayton, O.

TUCKER, JOE
WWSW, Pittsburgh, Pa.

TUNIS, HAL
WAAT, Newark, N. J.

TURNER, AL
KVOP, Plainview, Tex.

TURNER, BOB
WHAM, Rochester, N. Y.

TURNER, JAMES
WSTP, Salisbury, N. C.

TUTT, BOB
KXOA, Sacramento, Calif.

TYSON, W. L. "TY"
WWJ, Detroit, Mich.

— **U** —

UFHER, BOB
WPAG, Ann Arbor, Mich.

ULRICK, EDGAR
WLOK, Lima, O.

UNFERTH, DON
WFHR, Wisconsin Rapids, Wis.

— **V** —

VAILE, ROLAND
KCMJ, Palm Springs, Calif.

VANCE, HENRY
WAPI, Birmingham, Ala.

VANDERHADEN, ROBERT
WATN, Watertown, N. Y.

VAN HUGH, DICK
KGY, Olympia, Wash.

VARNER, HARRY
WISE, Asheville, N. C.

VASAY, TOM
WMLT, Dublin, Ga.

VAUGHAN, BOB
KIDO, Boise, Idaho

VESTRO, AL
WATR, Waterbury, Conn.

VILLANI, JOHNNY
WBRW, Welch, W. Va.

— **W** —

WAGNER, JAY
WCOL, Columbus, O.

WAKEMAN, TONY
WWDC, Washington, D. C.

WALDEN, WARREN
WEAN, Providence, R. I.

WALKER, BOB H.
WACO, Waco, Tex.

WALKER, HAL
WSN, Milwaukee, Wisc.

WALSH, GEORGE
WHAS, Louisville, Ky.

WALTON, LUKE
WISH, Indianapolis, Ind.

WARD, BILL
WNCA, Asheville, N. C.

WARD, DON
WENR, Chicago, Ill.

WARREN, BILL
KVOA, Tucson, Ariz.

WARREN, MILTON
WNLC, New London, Conn.

WATSON, BOB
KGCN, Amarillo, Tex.

WATTRICK, DON
WJR, Detroit, Mich.

WAUGH, IRVING
WSM, Nashville, Tenn.

WEAVER, BILL
WDAY, Fargo, N. D.

WEBB, HUGH
WFEB, Sylacauga, Ala.

EBBE, TED
WPAT, Paterson, N. J.

WEBER, GLENN
WDBO, Orlando, Fla.

WELLS, JIM
WBEN, Buffalo, N. Y.

WEST, HARLEY
WSPD, Toledo, O.

WHEELER, JOE
WBIR, Knoxville, Tenn.

WHITE, WILLIAM
KFJB, Marshalltown, Ia.

WHITESIDES, CHAS. F.
KTEM, Temple, Tex.

WIGGINS, JIM
KABC, San Antonio, Tex.

WILLIAMS, PAUL
WWJ, Detroit, Mich.

WILLIAMS, WALLY
WBIG, Greensboro, N. C.

WILLS, HARRY
WJMC, Rice Lake, Wisc.

WILSON, BERT
WIND, Chicago, Ill.

WILSON, GLEN
WPAR, Parkersburg, W. Va.

WILSON, JOE
WENR, Chicago, Ill.

WILSON, WARD
WHN—Sports
WINNIE, RUSS
WTMJ, Milwaukee, Wis.

WISMER, HARRY M.
Sports Director ABC network; b. Port Huron, Mich.; June 30, 1912; Fla. Univ.; All Army football games; Professional Football Championships; Nat'l Open Golf Tournament; Exclusive Army-Navy games; Headline Edition; Nat'l Tennis Championships

WOLF, FRED
WXYZ, Detroit, Mich.

WOLFF, BOB
WINX, Washington, D. C.

WOODIE, HAMILTON
WOLF, Syracuse, N. Y.

WOODS, JIM
WTAD, Quincy, Ill.

WOODSIDE, SAMUEL M.
WHCU, Ithaca, N. Y.

— **Y** —

YACK, GEORGE
WMRP, Lewiston, Pa.

YELLAND, STARR
KOA, Denver, Colo.

YOUNG, BOB
KOA, Denver, Colo.

YOUNG, JAY
WERC, Erie, Pa.

YOUNG, J. NORMAN
WAYS, Charlotte, N. C.

— **Z** —

ZEANAH, CHARLES
WSFA, Montgomery, Ala.

ZORNOW, E.
WLIB, Brooklyn, N. Y.

Writers for Radio

Advertising Agency—Network

Station—Free Lance

— A —

ABBOTT, HARRY
KTUL, Tulsa, Okla., Movie
Reviews

ADAIR, TOM
ABC—The Kenny Baker Show

ADKINS, MARY ALICE
KCQ-Spokane, Wash.

AGGER, DON
ABC—Opera News on Metro-
politan Opera Program

ALEXANDER, MARTHA
ABC—Hollywood Story

ALEXANDER, ROBERT
KCRA, Sacramento, Calif.

ALEXIEVE, HELEN
KGW, Portland, Ore.

ALLEN, JILL
WRAL, Raleigh, N. C.

ALT, DON
WMT, Cedar Rapids, Ind.
Family Party, The Vagabonds

ANDERSON, HAROLD
KFOR, Lincoln, Nebr.
Song of the Week, Candle-
light, Old Lace

ANDERSON, WAYNE
KDON, Monterey, Calif.
Salinas Valley News, People's
Exchange

ARDEN, HAL
WHN, New York, N.Y.
Books on Trial, Music to Read
By, Jazz at its Best

ARMFIELD, HILL
KCRA, Sacramento, Calif.

ARMSTRONG, ROBERTS
WISH, Indianapolis, Ind.

ARTHUR, ERIC
WNEW, New York, N.Y.

ASHLEY, MRS. MARGARET
WWL, New Orleans, La.

ASPINWALL, HUGH
KMA, Shenandoah, La.
Nishna Valley Neighbors

— B —

BACHELDOR, PHYLLIS
WCMW, Canton, O.
Views for You, Living Fiction

BAILEY, LOUISE
KMA, Shenandoah, Ia.
Forward March

BALCOM, FRANCES
WJTN, Jamestown, N. Y.
Lucie's Looking Glass

BALL, JANE ELEN
WJAS, Pittsburgh, Pa.
Woman's Digest

BATIMORE, HERMAN D.
WBRE, Wilkes-Barre, Pa.
Console Concert, Memorial
Shrine

BANISTER, MANLY
KCKN, Kansas City, Kans.

BARKER, AL
ABC—Terry and the Pirates

BARKER, JUANITA
WGKV, Charleston, W. Va.

BEACH, NIKKI
WNOX, Knoxville, Tenn.

BEALE, CLYDE
WRUF, Gainesville, Fla.
Florida Farm Hour

BEAUVAIS, JOHN
WEEL, Boston, Mass.
Morning Scrapbook

BECKWITH, ALBERTA
WSVA, Savannah, Ga.

Arch Oboler

**CARL
BIXBY**

Sturges Highway
Southport, Conn.

RADIO WRITERS

BEHR, ROBERT BARTON
AFRS

BELL, DOROTHY
WBIR, Knoxville, Tenn.

BENNETT, BILL
WKBZ, Muskegon, Mich.

BENNETT, JACK
KWK, St. Louis, Mo.

BENTLEY, DONALD
WQAM, Miami, Fla.

BIXBY, CARL
Life Can Be Beautiful
CBS—Prudential Family Hour
Reader's Digest

BLACKWELL, EVELYN
RDW, Augusta, Ga.

BLAKE, HOARD
CBS, Hollywood, Calif.

BLANTON, PEARKE
WBNS, Columbus, O.
Football Huddle

BOLEY, RAY
KOY, Phoenix, Ariz.

BOSTER, MEL
KUOM, Minneapolis, Minn.
Children's Stories

BOWSER, MARGARET
KGA, Spokane, Wash.

BOYLESTON, LOUISE
WRVA, Richmond, Va.

BRACKEN, P.
KALE, Portland, Ore.
Bracken Brevities

BRADLEY, CAROLYN
WEW, St. Louis, Mo.

BRADSHAW, THELMA
KTBC, Austin, Tex.
Man Behind the Music

BRADY, KATHRYN
WLS, Chicago, Ill.

BRANDON, N. W.
WSAV, Savannah, Ga.

BRATSBURG, HAL
KEX, Portland, Ore.

BRAUN, GILBERT
Writer, director, producer; b.
New York, N. Y.; NYU; Adventures
of Frank Merriwell, The
Avenger; Adventures in Bible-
land (Trans.).

BREAULT, LOUIS
WFAA, Dallas, Tex.
Homer K. Saphead

BREEN, RICHARD
KGO, San Francisco, Calif.
Are These Our Children, Pat,
Novak, For Hire

BRENEMAN, TOM
ABC—Breakfast in Hollywood

BREWER, JERRY
CBS—Sweeney and March

BROCK, FRANK
MBS—Special Investigator

BROWN, CHARLES
MBS—Checkerboard Jamboree

BROWN, DAVID A.
WLW, Cincinnati, O.
Midwestern Hayride

BROWN, FRANK R.

BROWN, LYMAN
KGKO, Fort Worth, Tex.
Sunday Serenade

BROWN, MAE
WMAS, Springfield, Mass.

BROWN, WILLIAM
MBS—Dixie House Varieties

BRUCE, DALTON
KRIG, Odessa, Tex.
Home Town

BRUCE, JANE
WEW, St. Louis, Mo.

BRYSON, CONREY
KTSM, El Paso, Tex.

BUCHANAN, ALICE
KSO, Des Moines, Ia.

BUCK, ASLEY
ABC—Tennessee Jed

BUMP, GLENN
WBSR, Pensacola, Fla.

BURK, JOHN
ABC—Boston Symphony

BURKE, MARTIN
WWL, New Orleans, La.

BURKS, WALTER
KMBC, Kansas City, Mo.
Texas Rangers, Harry Jenks

BURNETT, MURRAY
MBS—True Detective
Mysteries

BURROUS, JANE
WBBM, Chicago, Ill.

— C —

CADY, MKE
WOPI, Bristol, Tenn.

CALKINS, DICK
MBS—Buck Rogers

CARMAN, ROBERT
WMAQ, Chicago, Ill.

CARPENTER, ANN
KALE, Portland, Ore.

CARRAWAY, HOWARD
KGKO, Fort Worth, Tex.
Bestyett Show

CARROLL, RICHARD
WEAU, Eau Claire, Wisc.

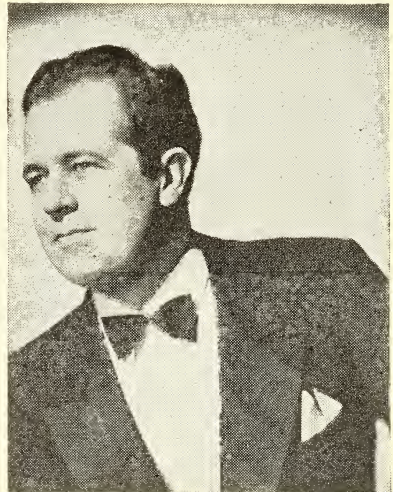
CASE, ANN
WCOL, Columbus, O.



JERRY MCGILL

Writer

"Big Town" . . . CBS



MILTON CHARLES

Organist
Singer
Composer
Conductor

CHARLES, MILTON

Organist, singer, composer, conductor

CHAUDOIN, ROBERT L.

WSIX, Nashville, Tenn.

CHEVIGNY, HECTOR

MBS—Coke Club with Morton Downey

CHILD, BERT

WNYC, New York, N. Y.

Four Strings at Four

CHOPEIN, DAVID

KWK, ST. LOUIS, MO.

CLARKE, PAUL

WMT, Cedar Rapids, Iowa

Borden's Ballroom

CLARKSON, PAUL

WTAD, Quincy, Ill.

CLEMENT, DOROTHY

WSLS, Roanoke, Va.

COFFMAN, JOECILE

KSO, Des Moines, Ia.

COHEN, JACQUES

ABC—Something for the Girls

COHEN, RUBIN

KTUL, Tulsa, Okla.

Day Dreams

COLLENTINE, BERWYN

KXEL, Waterloo, Ia.

COLLINS, PARKER

KOMO, Seattle, Wash.

CONE, ROBERT

WNEW, New York, N. Y.

CONWAY, DICK

ABC—The Kenny Baker Show

CONWAY, R.

KHOZ, Harrison, Ark.

COOPER, MAUDE

WBNS, Columbus, O.

At Home with Coopers

COTT, TED

Writer, director, producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program Manager, (WNEW); Producer; Rumpstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Sound Record.

COWAN, IRENE J.

WJAS, Pittsburgh, Pa.

COX, WANDA

KGVO, Missoula, Mont.

Crossroads Chapel

CRAIG, NANCY

ABC—The Woman of Tomorrow

CRANE, WARD

WPEN, Philadelphia, Pa.

CRANSTON, PAT

WBAP, Fort Worth, Tex.

Golden Couple

CRISTY, ANN

WJAS, Pittsburgh, Pa.

Around The Town

CUNNINGHAM, HAL

KUTA, Salt Lake City, Utah

A. G. Party Line, Milkman's

Matinee, Memory Lane

CURRY, BARBARA

KOL, Seattle, Wash.

Last Call

— D —

DALE, IRENE

KGNC, Amarillo, Tex.

DALHASEN, TOM

WIBC, Indianapolis, Ind.

WIBC Coffee Shop

DAVIS, ARTHUR

KROD, El Paso, Tex.

DAVIS, DICK

NC Staff Writer

DAVIS, MARY, W.

WTOC, Savannah, Ga.

DAWES, EDMUND "SKIPPER"

WPFL, Philadelphia, Pa.

Studio Schoolhouse Series,

Magic Lady, Supper Club

DAWSON, JAMES

WFBC, Greenville, S. C.

Kathrine Cole

DEAN, BETTY

KCKN, Kansas City, Kans.

DEAVER, KATHERINE M.

KTSM, El Paso, Tex.

deBARBA, VIOLET

WLAW, Lawrence, Mass.

DeGROOT, ROY

NBC National Hour

DEMLING, BILL

ABC—The Kenny Baker Show

DEMPSEY, VINCE

ABC—It's Harvel Music Time

DENNIS, GENE

KMBC, Kansas City, Mo.

Kansas City Report

DENSON, TOMME

KTBC, Austin, Tex.

Household Mints Exchange

DERBYSHIRE, JOS.

KYW, Philadelphia

Musical Pet Shop

DEVINE, JERRY

ABC—This Is Your FBI

**Ruth and Gilbert
Braun**

Writers — Directors — Producers



**"Let The Brauns Build It
For You"**

PAUL GARDNER

**Well Known Author and
Sports Authority**

"Lou Little Sports"

TELEVISION



DEVORE, TOM

KVOO, Tulsa, Okla.

DIAMOND, SELMA

ABC—The Kenny Baker Show

DOUGALL, BERNIE

ABC—Cliff Edwards Show

DOUGALL, TOM

ABC—Ladies Be Seated

DRAKE, GALEN

ABC—Sunrise Salute

DUVALL, JACK

WPBM, Indianapolis, Ind.

DYER, TOM

KRNT, Des Moines, Ia.

— E —

EBEL, WALTER

KTHS, Hot Springs, Ark.

EFRON, BEN

WCOS, Columbia, S. C.

EHRLICH, MAX

ABC—Murder at Midnight

EISSING, JEANNE

KFEL, Denver, Colo.

ELLIOTT, LUCY

WKLX, Lexington, Ky.

ELLIS, RAY

ABC—The Kenny Baker Show

EMERY, WALTER

WHEB, Portsmouth, N. H.

College Cheer

ENGSTROM, MARYLEE

KQV, Pittsburgh, Pa.

Say it with Music

EURE, VIRGINIA

WDBJ, Roanoke, Va.

EVERINGHAM, MAG

KSIL, Silver City, N. M.

EDWARD, FRANCES

WKBV, Richmond, Ind.

Personalities, Quiz Club

EWING, SAM

KYUM, Tuma, Ariz.

Square Shooters

— F —

FALLON, PAT

WHAM, Rochester, N. Y.

Little Show

FARLEY, JOHN

WMCA, New York, N. Y.

Where do we go From Here

FARRIS, JOE

WGKV, Charleston, W. Va.

Today's Top Tunes

FEHSENFELD, ELLEN

WCBM, Baltimore, Md.

Betty Howard

FELDHERR, CAROL

WLIB, Brooklyn, N. Y.

FINGER, LEN

ABC—Famous Jury Trials

FINICONE, JAMES

WILM, Wilmington, Del.

Music in the Air

FINNEY, JACK

ABC—Hollywood Story

FISHER, JEAN

WPEN, Philadelphia, Pa.

FISHER, MAGGY

NBC—Finder's Keepers

ABC—Piano Playhouse

FISHER, MARVIN

CBS—Jack Carson Show

FITCH, JERRY

KFEL, Denver, Colo.

FITZGERALDS

ABC—The Fitzgeralds

FLANDERS, HARRY

WFPA, Manchester, N. H.

Book Review

FLOUND, JOHN

WHBQ, Memphis, Tenn.

FLYNN, ROY

WAPI, Birmingham, Ala.

FORD, CHRIS

WENR, Chicago, Ill.

FOSTER, GEORGE

MBS—Gold & Silver Minstre

FOUNTAIN, ANN

KOME, Tulsa, Okla.

FOUTS, ANN

WBAA, West Lafayette, Ind

FOWLER, KEITH

NBC—Burns & Allen

Maxwell House Coffee Time

FOXX, RUTH

WFIL, Philadelphia, Pa.

FRAMER, WALT

(Framer, Walter H.); Radio program producer, writer, director, MC; b. Pittsburgh, Pa., Apr. 7 1908; Univ. of Pittsburgh, B.A.; Try 'n Find Me, Break the Bank, Glamour Manor.

FREELS, MARJORIE

WCYB, Bristol, Tenn.

FREEMAN, BEN

MBS—Superman

FREEMAN, CHARLES

WRVA, Richmond, Va.

FREY, HELEN

WHA Madison, Wis.
Fun Time, PTA Drama

WALT FRAMER

Producer—Writer—M.C.

Credits:

- "Ladies Be Seated"
- "The Black Hood"
- "Try 'N' Find Me"
- "Break The Bank"

Originator Of

- "The Blessed Eventer"
- "Have You Got It?"
- "Club Hollywood"
- "Name-O"
- "Kiddie Kwiz"

Current

- "You're In The Money"
- "Quiz Bingo"
- "It's Fun To Learn"

302 W. 86th St. TR. 4-0589 N.Y.C.

BILL MOGLE

Scriptwriter

MGT.: MUSIC CORP. OF AMERICA

FROMMER, LARRY
WOL, Washington, D. C.
FROST, HARRIET, B.
WBCM, Bay City, Mich.
FULLER, VERDA MAE
KSL, Salt Lake City Utah
FULTON, BETTYE
KRBC, Abilene, Tex.

— G —

GANNON, JOE
WSAI, Cincinnati, O.
GARD, ARLENE
KFJB, Marshalltown, Ia.
Man On The Street

GARDNER, PAUL
Writer for radio and magazines;
b. New York, N. Y., Jul. 13,
1907; Lou Little (Tele).

GARITY, GRACE
WROL, Knoxville, Tenn.
GARLINGTON, SALLY
WSAV, Savannah, Ga.
GARNER, J. E. (PAT)
KEPW, Fort Smith, Ark.
Sabbath Morning Thoughts

GAVITT, DICK
KANS, Wichita, Kans.
Jayhawk Jamboree

GEORGE, BILL
KUOA, Siloam Springs, Ark.
Neighborhood News

GEORGE, PHYLLIS
WKST, New Castle, Pa.

GERNER, MARGARET
KROS, Clinton, Ia.

GIBSON, BONNIE
KREO, Indio, Calif.
Woman's Club of the Air,
Home Folks Frolic, Brite Spot
Jamboree

GILLILAND, MINNIE
KVSF, Santa Fe, N. Mex.
For The Women

GILMORE, GRAEME
WAVE, Louisville, Ky.

GILMOUR, MARY L.
WWNY, Watertown, N. Y.

GIPFORD, VERA
WEAU, Eau Claire, Wisc.

GIROUX, PAUL
KTAR, Phoenix, Ariz.

GIVENS, BETTY
WKY, Oklahoma City, Okla.

GOLDEN, DAVID T.
WPAT, Paterson, N. J.
The High School Reporter

GOLDFIN, ALLAN
ABC—Hollywood Story

GOLDOVSKY, BORIS
ABC—Opera News on Metro-
politan Opera Program

GOLDSTEIN, MAX
WPEN, Philadelphia, Pa.

GORMAINE, EARL
WWJ, Detroit, Mich.

GOSETT, PAT
KTBC, Austin, Tex.
Down A Country Road

GOTTLIEB, JOSEPH
WMCA, New York, N. Y.
Halls of Congress

GOULDY, TED
WBAP, Fort Worth, Tex.
Saturday Morning Roundup

GRACIOUS, VIRGINIA LEE
WMAQ, Chicago, Ill.

GRAMLING, ANITA
WHKC, Columbus, O.

GRANT, MARGENE
KEIO, Pocatello, Idaho

GREEN, GEORGE
WAAI, Newark, N. J.
Broadwayites

GREEN, MORT
MBS—Judy 'n Jill 'n Johnny,
Jonathan Trimble Esq.

GREENE, BOB
ABC—Chittison Trio, Folk
Songs of the World, Johnny
Thompson, Joe Mooney Quart-
et

GREENWOOD, GENEVIEVE
WMOB, Mobile, Ala.

GREGORY, FRANK
WKMO, Kokomo, Ind.
Kokomo Cafe

GRIFFIN, BETTY CUSHING
WIBX, Utica, N. Y.
Youth Presents Series

GROOM, MARTHA
WLAC, Nashville, Tenn.

GROSS, GLORIA
WEMP, Milwaukee, Wisc.
Ladies Choice

GROVE, WILLIAM
KSFT, Trinidad, Colo.
Trail Days

— H —

HALL, MORT
WBBM, Chicago, Ill.

HAMILTON, BETTY JO
WLAC, Nashville, Tenn.

HALL, DAVID
NBC Staff Writer

HARNACK, R. C.
WFMJ, Youngstown, O.

HARRIS, GUY
WGL, Fort Wayne, Ind.

HARTFORD, CHESTER
WHEB, Portsmouth, N. H.

HAYES, ALLEN
WWRL, Woodside, N. Y.
Allen Hayes Show

HAYES, JOHN
CBS, New York, N. Y.
Sweeney and March

HAYS, LARRY
KHJ, Los Angeles, Calif.

HELTON, WILLIAM B.
WACO, Waco, Tex.

HENLEY, ART S.
Writer, producer; b. New York,
N.Y., Sept. 9, 1921; Yale Univ.,
B.A.; CCNY; Pratt Univ., M.E.;
Honeymoon in N.Y., Kate Smith
Show, 13 By Henley, Lady Dic.

HENNING, PAUL
NBC, New York, N. Y.
Burns & Allen, Maxwell House
Coffee Time

HERR, BETTY
KOL, Seattle, Wash.
Western Serenade

HESS, MARGUERITE
KHQ, Spokane, Wash.

HICKS, BOB
KANS, Wichita, Kans.
Musical Quiz

HICKS, MADELINE
WTOP, Washington, D. C.

HIGSBY, HIRAM
KOMA, Oklahoma City, Okla.

HILL, GENE
WAIR, Winston-Salem, N. C.
Tobacco News

HOLDEN, GERALD
ABC, New York, N. Y.
The Listening Post

HOLDEN, JACK
WIS, Chicago, Ill.

HOLMAN, ELLEN
WRNL, Richmond, Va.

HOLMES, AUDREY
WLAC, Nashville, Tenn.

HORWITZ, BETTY
WRAL, Raleigh, N. C.

HOUSTON, MARJORIE
KCKN, Kansas City, Kans.

HOUSTON, PHYLLIS
WSNJ, Bridgeton, N. J.

HOWARTH, MARY
WTIC, Hartford, Conn.

HOWDEN, JOY
WTOG, Savannah, Ga.

HUBBARD, BILL
WESX, Salem, Mass.

HUFFER, RAYMOND
WFAA, Dallas, Tex.

HUGHES, PAUL
KTAR, Phoenix, Ariz.

HUME, MARGUERITE
WAVE, Louisville, Ky.

HUMM, MADELINE
WTOP, Washington, D. C.
Factfinder

HUNING, RALPH
KWK, St. Louis, Mo.

HUNT, ADELE
WPAT, Paterson, N. J.
Hunt for Happiness

HUNTER, CHARLES
WJW, Cleveland, O.
Matinee Merry-Go-Round

HURST, W.
KHOZ, Harrison, Ark.

HURT, SHIRLEY
WAYS, Charlotte, N. C.

— J —

JACK, ARLENE
KDKA, Pittsburgh, Pa.

JACKSON, DALE
KDKA, Pittsburgh, Pa.

JAMES, JANET
WSIX, Nashville, Tenn.

JANCOVIC, MARGARET
WIND, Chicago, Ill.
The Bert Wilson Show

JEFFRIES, JEAN
WAYS, Charlotte, N. C.

JEWELL, JERRY
NBC, New York, N. Y.
Jack Armstrong

JOHNSON, JEAN
WQAM, Miami, Fla.

JOHNSON, LOIS
KXRO, Aberdeen, Wash.
Fashion Fair

JOHNSON, TRAVIS
ABC, New York, N. Y.
Song Spinners

JORDAN, MARY LOU
WMC, Memphis, Tenn.

— K —

KADING, DORIS
WTOL, Toledo, O.
Musical Memories

KAIGLER, DAVID
WFIL, Philadelphia, Pa.

KAGAN, BEN
NBC Staff Writer

KARCH, FRED
KYW, Philadelphia, Pa.
Today's Concert

KAUFMAN, IRWIN
KGO, San Francisco, Calif.

KAY, WALTER
WJW, Cleveland, O.
Story Book Merry-Go-Round

KEARL, WAYNE
KSL, Salt Lake City, Utah

KEISER, MILDRED
WCBM, Baltimore, Md.
Our Baltimore

KELLER, FRED
WBEN, Bugalo, N. Y.
WBEN Theater, Victory Over
Handicaps

KENNEDY, EVEYN SOULE
WDSU, New Orleans, La.

KENT, DAVID
WROV, Roanoke, Va.

KIBBEY, HUGH L.
WFBM, Indianapolis, Ind.

KIENZLE, GEORGE
WHP, Harrisburg, Pa.

KING, CHARLES
WKAL, Rome, N. Y.
Roman Holiday

KING, HARRY
WPEN, Philadelphia, Pa.

KING, KEN
KLO, Ogden, Utah
Turning the Pages

KING, SIDNEY
WBHB, Fitzgerald, Ga.

KINGSLEY, RUTHANNE
WAKR, Akron, O.

KIRKWOOD, JOHN
KGAK, Gallup, N. M.

KLEE, LAWRENCE
ABC, New York, N. Y.
The Clock

KNIGHT, JEAN
WTBO, Cumberland, Md.

KNIGHT, JOHN
KOY, Phoenix, Ariz.

KNIGHT, RAY
ABC, New York, N. Y.
Good Morning—It's Knight

KNIGHTLINGER, TED
KMO, Tacoma, Wash.
This Is The Story

KOCH, MARGARET
WCOL, Columbus, O.

KOOPS, ED
KDKA, Pittsburgh, Pa.
Brunch With Bill, Builders of
America Series for School of
the Air

KOPELAND, CHARLES
WOL, Washington, D. C.
Evening Serenade

KRAMER, NORMAN
KOMO, Seattle, Wash.

KRAMER, PHYLLIS
WBBM, Chicago, Ill.

KRETSINGER, DORIS
KAND, Corsicana, Tex.
Hillbilly Round-Up Time

— L —

LAKEHOMER, HERB
KROD, El Paso, Tex.

LAMBROS, ESTELLE
WKAT, Miami Beach, Fla.

LAMONT, JOYCE
WCCO, Minneapolis, Minn.

LANDFEAR, DEAN
WMT, Cedar Rapids, Ia.
Off the Record

LANG, LOUIS
WIS, Columbia, S. C.
Spotlight on Belk's

LANGAN, TOM
CBS, New York, N. Y.
Your Hit Parade

LEFFERTZ, GEORGE
NBC Staff Writer

LAWSON, BOB
KTUL, Tulsa, Okla.
Rodeo & Round-Up

LEVY, SELMA
WELI, New Haven, Conn.

LIBIN, BERT
WWDC, Washington, D. C.

LINDEN, NAT
CBS, New York, N. Y.
The Joan Davis Show

LINDGREN, LIL
KTRI, Sioux City, Iowa
Bekins Top Tunes

LIPP, FREDERICK
WMAQ, Chicago, Ill.

LITTLE, HERB, JR.
CBS, New York, N. Y.
Mel Blanc Show

LOCKRIDGE, MARGARET
KTHS, Hot Springs, Ark.

LOCKWOOD, BETTY JO
KTSM, El Paso, Tex.

LOGAN, AILENE
WOPI, Bristol, Tenn.

LONEY, MARGARET
KOME, Tulsa, Okla.

LORD, PHILLIPS, H. L.
ABC, New York, N. Y.
Counterspy, Policewoman,
Gangbusters

LOWERY, BILL
WBEJ, Elizabethton, Tenn.
Wide Horizons

LUM 'N ABNER
ABC, New York, N. Y.
Lum 'N Abner

LUNKER, LARRY
WFMJ, Youngstown, O.

LYNCH, PEG
ABC, New York, N. Y.
Ethel and Albert

LYONS, DON
WING, Dayton, O.
Sunny Side Up

— M —

MacGREGOR, JOCK
MBS, New York, N. Y.
Nick Carter

MAGNUSON, WOODROW
WBN, Buffalo, N. Y.
Uncle Ben's Club

MAHLOCK, CALO
WOWO, Fort Wayne, Ind.
Music & Memories

MATLAND, JULES
KEX, Portland, Ore.

MALEY, ROBERT
WLW, Cincinnati, O.
Circle Arrow Show

MALONE, TED
ABC, New York, N. Y.
Ted Malone

MANNHEIM, MANNY
CBS, New York, N. Y.
Sweeney & March

MARCH, HAL
CBS, New York, N. Y.
Sweeney & March

MARCUS, LARRY
ABC, New York, N. Y.
Dark Venture

MARION, IRA
ABC, New York, N. Y.
Coffee Concert, American Mel-
odies, Buddy Weed Trio

MBS, New York, N. Y.
It's Up To Youth

MARKS, SHERMAN
WBBM, Chicago, Ill.

MARTIN, BESS
WLAC, Nashville, Tenn.

MARTIN, FLORENCE
WAKR, Akron, O.

MARTIN, HARRY
WFBM, Indianapolis, Ind.

MATTOON, BARBARA
WTOD, Toledo, O.
Hollywood Lens

MAYER, PEGGY L.
MBS, New York, N. Y.
Nick Carter

MAYER, WILLIAM
KSFO, San Francisco, Calif.
Can You Find It?

McGILL, JERRY

(McGill, E. R.); Radio writer,
director, producer; b. Bridgeport,
Conn., 1905; Univ. of Fla., B.A.;
Rhodes Scholar, Oxford; Caval-
cade; Helen Hayes; Mr. District
Attorney; Jury Trials; Big Town.

McGILL, ROBERT
KGW, Portland, Ore.

McGRATH, BOB
WACO, Waco, Tex.

McGREEVY, JOHN
KTAR, Phoenix, Ariz.

McKINNON, JO
WHM, Memphis, Tenn.

McNERNEY, FRANCIS
WTOL, Toledo, O.
Maumee Valley Squire

McQUARRIE, MARY-BETH
KOIL, Omaha, Nebr.

MENEFFE, ALLEN R.
KVAK, Atchison, Kans.

MEREDITH, WILLIAM
WLW, Cincinnati, O.
We Must Be Vigilant

MIDGLEY, JOHN W.
WCVS, Springfield, Ill.

MIESSE, ELIZABETH
KGNC, Amarillo, Tex.

MILLEN, PAUL
KOA, Denver, Colo.

MILLER, DOROTHY L.
KVGQ, Missoula, Mont.
Club Calendar

MILLER, GARY
WBBM, Chicago, Ill.

MILLER, HALLIE M.
WKY, Oklahoma City, Okla.

MILLER, SIGMUND
ABC, New York, N. Y.
Murder At Midnight

MILIGAN, DAVE
WIRE, Indianapolis, Ind.

MILIGAN, HAROLD, V.
ABC, New York, N. Y.
Metropolitan Opera Narration

MILOE, DON
KOMA, Oklahoma City, Okla.

MILTON, PAUL
MBS, New York, N. Y.
Spotlight On America, Gabriel
Heatter Show

MIMS, STUART
WAPI, Birmingham, Ala.

MOFETT, BARBARA
KCKN, Kansas City, Kans.

MOGLE, BILL

Script writer; b. Chicago, Ill.,
Jul. 25, 1914; Univ. of Chicago;
Paul Whiteman's Forever Tops,
Eugene Baird Sings, Sunday
Strings, Sammy Kaye's So You
Want To Lead A Band.

MOORE, NANCY
ABC
Hollywood Story

MORGAN, HENRY
ABC, Henry Morgan Show

MORRIS, MICHAEL
ABC, Hollywood Story

MURRAY, WILLIAM R.
WPUV, Pulaski, Va.
Miss Virginia Oranges

MURROW, BILL
ABC, Bing Crosby Show

MYERS, EILEEN
WQAM, Miami, Fla.

— N —

NEGRI, ELEANOR
WAJR, Morgantown, W. Va.

NEILSEN, ROLF
KOB, Albuquerque, N. M.

NELSON, ROSS
KCMC, Texarkana, Tex.

NELSON, TED
KPAB, Laredo, Tex.

NEUHAUS, GISA
KOB, Albuquerque, N. M.

NEVILLE, ARLENE
WHA, Madison, Wisc.
Young Experimenters

NIETFELD, WILLIAM D.
KFRC, San Francisco, Calif.

NIGHTENGALE, EARL
KTAR, Phoenix, Ariz.

NOBLE, TOMMY
KAND, Corsicana, Tex.
Symphony of Melody, Church
In The Wildwood

NOLAN, JIM
KIT, Yakima, Wash.
Gems of Melody

NOWINSON, DAVE
KFI, Los Angeles, Calif.
Cabbages and Kings, Show-
time, Life with Crosby

NULL, LORENE
KWCO, Chickasha, Okla.

— O —

OBOLER, ARCH
Producer, writer, director; b. Chicago, Ill.; Everything for the Boys (NBC); Arch Oboler Plays (MBS-Don Lee); Wrote and directed "Bewitched" for MGM which was based on famous radio sketch "Alta Ego."

O'BRIEN, BOBBY
CBS, The Joan Davis Show

O'BRIEN, JAMES
WISH, Indianapolis, Ind.

O'HALLAREN, BILL
WOW, Omaha, Nebr.

OLSEN, RICHARD O.
KTSM, El Paso, Tex.

OLSEN, ROBERT
KALL, Salt Lake City, Utah

OLSON, WALTER
WBBM, Chicago, Ill.
Melody Lane

ORGILL, JAMES
WGAR, Cleveland, O.
Aristocrats, Hot Towel Har-
monies

OSGOOD, DICK
WXYZ, Detroit, Mich.
Eyes On Tomorrow, Show
World, Radio Schoolhouse

OUSLEY, JEAN
WINN, Louisville, Ky.
Musical Favorites, Songs of
Sentiment

OWEN, MINA
KLRA, Little Rock, Ark.

— P —

PARSON, JAMES
WLW, Cincinnati, O.
On The Sunny Side

PASCOE, HARRY
WAAT, Newark, N. J.
Kresge Magazine of the Air

PATTEE, FLOYD
WTIC, Hartford, Conn.

PATERSON, AIMEE
WFBC, Greenville, S. C.

PAUL, HOWARD
WLS, Chicago, Ill.

PAULSEN, JACK
WOC, Davenport, Iowa

PEALE, MARJORIE
WTMA, Charleston, S. C.

PECHULIS, ELEANOR
WCBM, Baltimore, Md.
Children's Corner

PEEPLE, HOWELL
KRDL, Dallas, Tex.

PELTIER, PAUL
WMAS, Springfield, Mass.

PENNER, NANCY
WNEK, Macon, Ga.

PERRY, DICK
WKBV, Richmond, Ind.
Saturday Nite Club

PFEIFER, MARGOT
WWJ, Detroit, Mich.

PICKENS, ART
WENR, Chicago, Ill.

PIMSLER, HAROLD
KOMA, Oklahoma City, Okla.

PINNEY, GLADYS WAGSTAFF
KSL, Salt Lake City, Utah
Friendly Valley

PRIVAL, JOHN
WXYZ, Detroit, Mich.
Telereel, Story Makers

PLANK, BETTY ANN
KQV, Pittsburgh, Pa.
Open House Guest Book

PLATT, ROBERT
WIND, Chicago, Ill.
Symphonic Hour, Man Behind
the Music

POLLMAN, HAROLD
KFJM, Grand Forks, N. D.
Songs by Patti Owens

POWELL, DICK
WSAI, Cincinnati, O.

PRESCOTT, ALLEN
ABC, Allen Prescott

PRICE, JOHN
WHP, Harrisburg, Pa.

— Q —

QUILLAN, JEAN
KOMA, Oklahoma City, Okla.

QUILLAN, JOE
CBS, The Joan Davis Show

QUINTON, CHARLES
KBTM, Jonesboro, Ark.

— R —

RAGLE, GENE
WCOL, Columbus, O.

REED, VIRGINIA
KQV, Pittsburgh, Pa.

REESE, DON
KEVR, Seattle, Wash.
American Pageant

REIFEL, JANE
WLBC, Muncie, Ind.

REILLY, ED
WGAA, Cedartown, Ga.

REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.

RENTSCH, RUTH
WISH, Indianapolis, Ind.

RETZLAFF, ARTHUR
WFDF, Flint, Mich.

RIANHARD, CONRAD
WMBG, Richmond, Va.
WMBG, Jamboree

RICE, AL
WIS, Chicago, Ill.

RICE, JOSEPHINE
KANS, Wichita, Kans.

RIDGELEY, HARRY
WTAM, Cleveland, O.
In Another World

ROBBINS, ELEANOR
WELL, New Haven, Conn.

ROBINSON, NEIL
WSTC, Stamford, Conn.

ROSE, JACK
CBS, Jack Carson Show

ROSENBERG, DOROTHY
WHQB, Memphis, Tenn.

ROSS, CLARIS
NBC Staff Writer

ROTH, CARL
KXEL, Waterloo, Iowa

ROTH, ROSEMARY
ABC, Powers Charm School of
the Air

RUBIN, JACK

Radio writer, director; b. War-
saw, Poland; NYU, Junior Miss;
The O'Neills; Break The Bank;
Try and Find Me; By Popular
Demand; Pick & Pat Show.

RUNDE, FRED
WAGM, Presque Isle, Me.
Aroostook Daily

RUNDELL, MARY LU
WHA, Madison, Wisc.
Fun Time, PTA Drama

RUOSS, JANE
WKNA, Charleston, W. Va.
We Congratulate

RUSSELL, JAMES
WWJ, Detroit, Mich.

— S —

SAN, BARBARA
WTSP, St. Petersburg, Fla.

SANDS, ALAN
Hollywood, Calif.

SANGSTER, MARGARET
ABC, My True Story

SAVAGE, BOB
WENR, Chicago, Ill.

SCHAFHAUSER, CHARLES
WPEN, Philadelphia, Pa.

SCHALK, BOB
WIBC, Indianapolis, Ind.
Police Reporter

SCHEUER, JOHN D., JR.
WFIL, Philadelphia, Pa.
This Week In Philadelphia,
Within Our Gates

SCHOEN, LILLIAN
ABC, Paul Whiteman Show

SCHROCK, ALLAN
KFJB, Marshalltown, Iowa
G-S Jamboree

SCHUBERT, BOB
WMT, Cedar Rapids, Iowa
Campus Parade

SCHULTZ, STANLEY
KSFT, Trinidad, Colo.
Adventure Time

SCHUMAN, VERNE
WKRC, Cincinnati, O.

SCOTT, ASHMADE
CBS, That's Pinnegan

SHAW, CHARLES
WOLF, Syracuse, N. Y.
Model T Melodies

SHAVOR, FRED
WOLF, Syracuse, N. Y.
Wayne King Serenade

RADIO WRITERS

SHEA, WILLIAM
WHDH, Boston, Mass.

SHOEMAKER, WAYNE
WHAM, Rochester, N. Y.
N. Y. State Troopers

SHRADER, BYRON
KALE, Portland, Ore.
Veterans' Job Shop

SIGAFOOSE, PATRICIA
WTAD, Quincy, Ill.

SILVER, RALPH, JR.
WPAI, Paterson, N. J.
Service Club Hour

SKLAR, MICHAEL
WMCA, New York, N. Y.
Five Star Final

SNYDER, BARBARA
WOWO, Fort Wayne, Ind.

SOUTHALL, CAROLYN
KCKN, Kansas City, Kans.

STARK, SHELDON
ABC, The Listening Post

STEIN, AL
KARV, Mesa, Ariz.
Music Depreciation Hour

STEGMAN, WALTER
WNYC, New York, N. Y.
Music Library on the Air

STERN, MARIAN
ABC, So You Want To Lead A
Band, Sammy Kaye's Sunday
Serenade

STEWART, HARRY
CBS, That's Finnegan

STILLWILL, JACK
WIS, Chicago, Ill.

STRAKER, EASTER
WIND, Chicago, Ill.
Celebrity Spotlight

STRIKER, FRAN
ABC, The Lone Ranger

STRONG, BETTY J.
WJPF, Herrin, Ill.

SUMMERS, AUDREY
WBT, Charlotte, N. C.

SUPOVE, LILLIAN
WNYC, New York, N. Y.
Toward Return to Society

SUSAN, VIOLET
KSFO, San Francisco, Calif.
Hour of Melody

SUTTON, MARJORIE
WGL, Fort Wayne, Ind.

SWEENEY, BOB
CBS, Sweeney & March

SWEENEY, WILLIAM
WMAQ, Chicago, Ill.

SEET, SHIRLEY
WNEF, Binghamton, N. Y.

SWITZER, BOB
WTAD, Quincy, Ill.

SWITZER, JO ANN
KNOW, Austin, Tex.

— T —

TAGGERT, TOM
ABC, Tennessee Jed

TATE, FRANK
WCOL, Columbus, O.

TAYLOR, BETTE
KGW, Portland, Ore.

TAYLOR, HENRY
CBS, Jack Carson Show

TAYLOR, SAM
ABC, Willie Piper

TEN EYCK, SID
WLW, Cincinnati, O.
The Doodlesockers

THOMAS, CLIFF
ABC, Hollywood Story

THOMAS, MILLICENT
WAGC, Chattanooga, Tenn.
Luncheon Club

THOMAS, PERSIS
WHBC, Canton, O.

THOMAS, RITA
WHKC, Columbus, O.
Housewife's I. Q.

THOMPSON, GLORIA
KOMO, Seattle, Wash.

THOMPSON, MARY A.
WKY, Oklahoma City, Okla.

THOMPSON, PALMER
MBS, Spotlight On America

THWAITES, DOROTHY G.
KFUN, Las Vegas, N. M.

TIERNEY, BETY
WSNY, Schenectady, N. Y.
Bandstand

TODD, BETT
KALE, Portland, Ore.

TOLEN, MARIE
WGST, Atlanta, Ga.

TRAYHERN, JAMES
WHAM, Rochester, N. Y.
United Nations

TUCKER, MADGE
ABC, Coast-to-Coast On A Bus

TUFTS, WARREN
KAFY, Bakersfield, Calif.

TURNAGE, MARTHA A.
WRVA, Richmond, Va.

TUTHILL, DOROTHY
KOY, Phoenix, Ariz.
Parents By Proxy

— U —

UFFORD, MIKE
WIBC, Indianapolis, Ind.
Treasured Music

ULMEN, LORETTA
KYSM, Mankato, Minn.

— V —

VAN BUREN, MARJORIE
WHBC, Canton, O.

VAN DRIEL, ROBERT
KGGM, Albuquerque, N. M.

VAN KLEEK, BOB
WOLF, Syracuse, N. Y.
Sandman's Serenade

VAN PELT, MARGARET
WMBR, Jacksonville, Fla.

VARNER, FRANCES
WGSN, Birmingham, Ala.
Music You Love

VERNON, BOB
WWRW, Woodside, N. Y.
Pringle Family

VICTOR, DAVID
CBS, Mel Blanc Show

VINSON, ROBERT C.
Last Affair, Meet the Morans,
The First DRP's, The Hard
Way, Smile Time (MBS), One
World or None (NBC)

— W —

WALL, DOROTHY
WHPC, Rochester, N. Y.

WALLACE, VIRGINIA
KCKN, Kansas City, Kans.

WALSH, IRA
WWDC, Washington, D. C.

WALTERS, BUCKEY
WSTC, Stamford, Conn.

WANG, GENE
MBS, Quick As A Flash

WARD, BILL
KOMO, Seattle, Wash.

WARD, MARGARET
KOL, Seattle, Wash.
Clifford & Clark

WARNER, ANNIE C.

WARNER, DICK
WGST, Atlanta, Ga.

WARNER, MARTHA
KARK, Little Rock, Ark.

WARREN, BACIL B.
KVOA, Tucson, Ariz.

WARREN, THRACE
WLAC, Nashville, Tenn.

WAYNE, SHIRLEY
WOWO, Fort Wayne, Ind.
Sari 'n Elmer

WELLS, MARJORIE
WTOL, Toledo, O.
Women and the World

WELSH, HAROLD
KSIL, Silver City, N. M.

WERLING, RUPE
WIBG, Philadelphia, Pa.

WEST, HELEN
WOC, Davenport, Iowa

WEZLER, JOSEPHINE
WLS, Chicago, Ill.

WILCOX, JUANITA
WHKC, Columbus, O.
Aladdin

WILLIAMS, CAROLYN
FRAZIER
KARK, Little Rock, Ark.

WILLIAMS, NELLI
WRNL, Richmond, Va.

WILLS, SI
CBS, The Joan Davis Show

WILSON, JACK
NBC Staff Writer

WILSON, LYNN
WWDC, Washington, D. C.

WIRT, GEORGE
WHP, Harrisburg, Pa.

WITTY, DON
ABC, Board of Missing Heirs,
American Sports Page, Sunday
Morning Concert Hall

WOODWARD, ELIZABETH
ABC, Elizabeth Woodard
Teen Age Time

WORKMAN, WILLIAM
WTK, Durham, N. C.

WRAY, JOHN
ABC, Dick Tracy

WRIGHT, KEN
WNOX, Knoxville, Tenn.

WYANT, DAL
WHEB, Portsmouth, N. H.

WYATT, MARGARET
WINN, Louisville, Ky.
Classified Column of the Air,
Keepsake Melodies

WYLLIE, WILDER
KIDO, Boise, Idaho

WYNN, READ W.
WTAL, Tallahassee, Fla.

— Y —

YOUNG, NANCY
KTW, Seattle, Wash.

— Z —

ZANER, RAY
WSBA, York, Pa.
Poet Scout

ZIMMERMAN, CHRISTIE
WIS, Charlotte, S. C.
Youth Speaks

ZIMMERMAN, JOSEPHINE
KMBC, Kansas City, Mo.
Rainbow Serenade, The Texas
Rangers, Concert Hall

ZLABOVSKY, A. J.
KABC, San Antonio, Tex.
Veteran Views The News

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

7026 LA PRESSA — HOLLYWOOD, CALIF.

Announcers

-their work during 1946

— A —

AAROE, ALDEN
WRVA, Richmond, Va.

ABBOTT, BUD
WHAS, Louisville, Ky.

ABERNATHY, WILLIAM
WJZ, New York, N. Y.

ACKER, RICHARD
WGL, Fort Wayne, Ind.

ACKERLY, GENE
KID, Idaho Falls, Idaho

ACKERMAN, EARL
KOVC, Valley City, N. D.

ACKERMAN, KEN
KQW, San Jose, Calif.

ADAMS, BOB
KMPC, Los Angeles, Calif.

ADAMS, BOB
KSEL, Lubbock, Tex.

ADAMS, FELIX, JR.
WFOR, Hattiesburg, Miss.

ADAMS, HARRY
WWNY, Watertown, N. Y.

ADAMS, TED
WAIR, Winston Salem, N. C.

ADAMSON, DOUG
KLAC, Los Angeles, Calif.

ADEMY, JOHN
WCAO, Baltimore, Md.

ALAN, PAT
WCLO, Janesville, Wisc.

ALBANY, JIM
WBTA, Batavia, N. Y.

ALEXANDER, JACK
KTUL, Tulsa, Okla.

ALEXANDER, LARRY
WLS, Chicago, Ill.

ALLEN, ED.
WMAQ, Chicago, Ill.

ALLEN, FRANK
KFBB, Sacramento, Calif.

ALLEN, JEFF
WKRC, Cincinnati, O.

ALLEN, JOHN
WFAA, Dallas, Tex.

ALLEN, KARL A.
KIFI, Idaho Falls, Idaho

ALLEN, MEL
NBC—Chesterfield Supper Club

ANDRE, PIERRE
ABC

ANSBORO, GEORGE
ABC — Cliff Edwards Show,
Elmer Davis

ANSON, BRUCE
NBC—Women In White

ARLINGTON, CHARLES
NBC—Touchdown Tips

ALTMAN, DICK
KTHH, Houston, Tex.

AMADON, ARTHUR
WBZ-WBZA, Boston, Mass.

AMES, DON
KXEL, Waterloo, Ia.

AMES, FRANK
WHBC, Canton, O.

AMOLE, GENE
KMYR, Denver, Colo.

AMOLS, MERVYN
WJLS, Beckley, W. Va.

ANDE, GEORGE
KOMA, Oklahoma City, Okla.

ANDERSON, BOB
KHQ, Spokane, Wash.

ANDERSON, CHARLES
KFI, Los Angeles, Calif.

ANDERSON, ED
WTIC, Hartford, Conn.

ANDERSON, HERBERT
WTSP, St. Petersburg, Fla.

ANDERSON, LLOYD
KMOX, St. Louis, Mo.

BERNARD DUDLEY

HEDDA HOPPER'S

"This is Hollywood"

For Camay

ANDRE, PIERRE

ANDREWS, RUSS
 WFBR, Baltimore, Md.
ANTHONY, JACK
 KCKN, Kansas City, Mo.
ANTOLNE, TEX.
 WNBC, New York, N. Y.
ARDREY, ROBERT
 WNAR, Norristown, Pa.
ARIM, THOMAS
 WSTV, Steubenville, O.
ARMS, GEORGE
 WCOL, Columbus, O.
ARMSTRONG, TOM
 WGAR, Cleveland, O.
ARNOLD, J. EDWIN
 KOAC, Corvallis, Ore.
ARNOLD, WALTER
 KECA, Los Angeles, Calif.
ASHER, JOE
 WINN, Louisville, Ky.
AUSTIN, FLETCHER
 WBT, Charlotte, N. C.
AVERY, GAYLORD
 KFAB, Lincoln, Nebr.
AVERY, TOL
 KSFO, San Francisco, Calif.

— **B** —

BABB, HUGH W., JR.
 WLAW, Lawrence, Mass.
BAIRD, JOHN
 KMPC, Los Angeles, Calif.
BAILEY, JACK
BAKER, CHARLES
 KDYL, Salt Lake City, Utah
BAKER, DON
 CBS
BAKER, GENE
 ABC—Lum 'n' Abner

BAKER, R. W.
 WLEE, Richmond, Va.
BAKKE, HAROLD
 KNOW, Austin, Tex.
BALINGER, ART
 NBC—Sealtest Village Store
BALCUM, VASSIE
 WGBR, Goldsboro, N. C.
BALL, GEORGE
 WGBR, Goldsboro, N. C.
BALLARD, DAVID
 KGFJ, Hollywood, Calif.
BAMBRICH, GORDON
 KGW, Portland, Ore.
BANGHART, KENNETH
 WNBC, New York, N. Y.
BANKS, KARL
 WMEX, Boston, Mass.
BARCLAY, GEORGE
 KFI, Los Angeles, Calif.
BARENTS, BARRY
 WLEE, Richmond, Va.
BARNER, RED
 NBC—Schaefer Star Revue
BARR, FRED
 WWRL, Woodside, N. Y.
BARRETT, RAY
 WNBC, New York, N. Y.
BARRINGTON, CHARLES
 KDYL, Salt Lake City, Utah
BARRY, GENE
 WING, Dayton, O.
BARRY, JACK
 WOR, New York, N. Y.
BARRY, NORMAN
 WMAQ, Chicago, Ill.
BARTELL, PAUL
 WFOX, Milwaukee, Wis.
BARTHOLOMEW, JOHN
 ABC

BARTON, FRANK
 NBC—Standard Hour, Dennis Day
BARTON, KEN
 KWKW, Pasadena, Calif.
BASHARA, LES
 WBEN, Buffalo, N. Y.
BASSO, NICK
 WNAR, Norristown, Pa.
BATCHELDER, JOHN
 WRC, Washington, D. C.
BATES, KARL
 WOL, Washington, D. C.
BATTERS, CHARLES
 WRC, Washington, D. C.
BAUER, BILL
 WAAF, Chicago, Ill.
BAULER, ARTHUR
 WSPD, Toledo, O.
BAXTER, LIONEL
 WAPI, Birmingham, Ala.
BAYNE, DICK
 WAGE, Syracuse, N. Y.
BEAL, KING
 KXEL, Waterloo, Ia.
BEARDSLEY, LEONARD
 KXA, Seattle, Wash.
BEARDSLEY, PAUL
 KWKH, Shreveport, La.
BEATTY, WILLIAM
 WFLA, Tampa, Fla.
BEBB, CHARLES
 WDAF, Kansas City, Mo.
BECHTEL, JAY
 WTBO, Cumberland, Md.
BECKER, PHILIP
 WTIC, Hartford, Conn.
BECKER, SANFORD
 CBS

Harry Von Zell

Featured With

EDDIE CANTOR

. . . **A N N O U N C E R S** . . .

BEERS, BILL
WADC, Akron, O.

BEGUE, JOHN
KXOK, St. Louis, Mo.

BEHRENS, ELLIOT
KXO, El Centro, Calif.

BELL, DICK
WLIB, New York, N. Y.

BELL, JOHN
WINC, Winchester, Va.

BELL, JOSEPH S.
ABC—New Adventures of
Sherlock Holmes

BENCE, BOB
KHJ, Los Angeles, Calif.

BENNAGE, DAN
KPMC, Bakersfield, Calif.

BENNETT, BERN
CBS

BENTLEY, TED
KECA, Los Angeles, Calif.

BENTON, MONROE
WTBO, Cumberland, Md.

BENWARE, REX
WQXR, New York, N. Y.

BERG, LEE
KFOR, Lincoln, Nebr.

BERGER, NORMAN
WPIC, Sharon, Pa.

BERRY, DON
WKY, Oklahoma City, Okla.

BERRY, JACK
KROW, Oakland, Calif.

BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.

BIERMAN, PAUL R.
KPMC, Bakersfield, Calif.

BILLS, JOHN T.
WQAM, Miami, Fla.

BINGMAN, FRANKLIN
Radio announcer, actor; b.
Athens, O., Apr. 9, 1914; Cresta
Blanco Hollywood Players; Joan
Davis Show.

BINGHAM, RICHARD
WTSP, St. Petersburg, Fla.

BISHARA, CHARLES
WINR, Binghamton, N. Y.

BIVENS, BILL
NBC—Fred Waring Show

BLACK, BUDDY
KCKN, Kansas City, Mo.

BLACK, CHARLES
WENK, Union City, Tenn.

BLACK, CHARLES
WSAI, Cincinnati, O.

BLACK, JOSEPH
WHK, Cleveland, O.

BLACK, LOU
KMA, Shenandoah, Ia.

BLACKWELL, H. B.
WAVE, Louisville, Ky.

BLAKE, BRUCE
WHKK, Akron, O.

BLAKE, JOEL
WPAT, Paterson, N. J.

BLAKE, KEITH
WENT, Gloversville, N. Y.

BLAKE, MILTON
KLX, Oakland, Calif.

BLAKE, RANDY
WCKY, Cincinnati, O.

BLANKS, VIC
KOA, Denver, Colo.

BLANTON, WALLY
KFJZ, Fort Worth, Tex.

BLENHIEB, LARRY
WHN, New York, N. Y.

BLISS, HOMER
WHAM, Rochester, N. Y.

BLOCK, MARTIN
NBC—Chesterfield Supper Club

BLOOM, LLOYD
KOMO, Seattle, Wash.

BOTZER, ALLEN
CBS—Hollywood, Calif.

BLOZAN, LOU
KFDA, Amarillo, Tex.

BLUE, DAVE
WTEL, Philadelphia, Pa.

BODINE, WALT
WDAF, Kansas City, Mo.

BOGASH, JOHN VICTOR
WBSR, Pensacola, Fla.

BOGGESS, JOHN
WLAG, La Grange, Ga.

BOGGS, MURRAY
KHJ, Los Angeles, Calif.

BOLENDER, M. RICHARD
WTRY, Troy, N. Y.

BOLIN, ART
WARM, Scranton, Pa.

BOOTH, JAMES
KXOK, St. Louis, Mo.

BOTTORFF, GERRY
WHAS, Louisville, Ky.

BOCHAN, MARTIN
WROK, Rockford, Ill.

BOURCY, FRED
WATN, Watertown, N. Y.

BOURNE, PORTER
WXYZ, Detroit, Mich.

BOWER, RICHARD
WRAK, Williamsport, Pa.

BOWIE, HAL
WSYR, Syracuse, N. Y.

BOX, VES
KRLD, Dallas, Tex.

THANKS FOR A GOOD FIRST YEAR, NEW YORK!

Wm. H. Weintraub . . . “Quick as a Flash”
“Warden Lawes Show”
“Abbott Mysteries”

Young & Rubicam . . . “Vox Pop”
“Fighting Senator”

Martin Horrell “Grand Central Station”

Arthur Meyerhoff . . . “Gabriel Heatter Show”

J. Walter Thompson . . . “RCA Victor Show”

CY HARRICE

LEx. 2-1100

. . . **A N N O U N C E R S** . . .

- | | | |
|---|---|--|
| <p>BOYD, FORREST
KXEL, Waterloo, Ia.</p> <p>BOYD, LEX
KFEL, Denver, Colo.</p> <p>BOYSEN, JIM
WTCN, Minneapolis, Minn.</p> <p>BRADLEY, JACK
WSAZ, Huntington, W. Va.</p> <p>BRADLEY, ROBERT
WISN, Milwaukee, Wisc.</p> <p>BRADLEY, TRUMAN
NBC—Drene Show</p> <p>BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.</p> <p>BRADSHER, EARL
KUTA, Salt Lake City, Utah</p> <p>BRANCH, TAYLOR
WRR, Dallas, Tex.</p> <p>BRANDL, MILT
WISN, Milwaukee, Wisc.</p> <p>BRANT, BILL
KDKA, Pittsburgh, Pa.</p> <p>BRAUER, HARROL
WGH, Newport News, Va.</p> <p>BRENGEL, BILL
WWL, New Orleans, La.</p> <p>BRENNAN, JOSEPH
KXOK, St. Louis, Mo.</p> <p>BRENNER, PAUL
WAAT, Newark, N. J.</p> <p>BRENNER, ROBERT
WCOP, Boston, Mass.</p> <p>BREVIK, ERNIE
WDAY, Fargo, N. D.</p> <p>BRINE, WALTER
WPRO, Providence, R. I.</p> <p>BRINKLEY, JACK
WLS, Chicago, Ill.</p> <p>BRISENDINE, BOB
WATL, Atlanta, Ga.</p> | <p>BRITTON, JACK
WDAY, Fargo, N. D.</p> <p>BROOK, BILL
WEMP, Milwaukee, Wisc.</p> <p>BROOKS, LOU
WATE, Waterbury, Conn.</p> <p>BROOKS, MIKE
WBIG, Greensboro, N. C.</p> <p>BROOKS, TOM
WHAS, Louisville, Ky.</p> <p>BROOKSHIRE, JIMMY
WHKP, Hendersonville, N. C.</p> <p>BROPHY, BILL
WKNY, Kingston, N. Y.</p> <p>BROPHY, FRED
WHIO, Dayton, O.</p> <p>BROWN, A. B.
WGBG, Greensboro, N. C.</p> <p>BROWN, ALLAN
KOPO, Tucson, Ariz.</p> <p>BROWN, ART
WOMT, Manitowoc, Wisc.</p> <p>BROWN, ED
WMGY, Montgomery, Ala.</p> <p>BROWN, HARRY
WGY, Schenectady, N. Y.</p> <p>BROWN, HOWARD
WFIL, Philadelphia, Pa.</p> <p>BROWN, LARRY
WCOA, Pensacola, Fla.</p> <p>BROWN, PAUL
WAZL, Hazleton, Pa.</p> <p>BROWN, RUSSELL
WMFG, Hibbing, Minn.</p> <p>BROWN, SEWELL
WRUF, Gainesville, Fla.</p> <p>BROWN, TED
WOR, New York, N. Y.</p> | <p>BROWNING, DOUG
ABC—Terry and the Pirates;
The Paul Whiteman Show</p> <p>BROWNING, JOHN B.
WSPB, Sarasota, Fla.</p> <p>BRUCE, WILLIAM W.
WGFF, Pueblo, Colo.</p> <p>BRUNDAGE, HUGH
MBS—Sound Off With Mark
Warnow</p> <p>BRYAN, GEORGE
CBS</p> <p>BURKE, ALAN
WBT, Charlotte, N. C.</p> <p>BURKE, CHARLES
KFBC, Cheyenne, Wyo.</p> <p>BURKE, RAYMOND
WAIR, Winston-Salem, N. C.</p> <p>BURKETT, BILL
WKY, Oklahoma City, Okla.</p> <p>BURNS, DARREL K.
KPKW, Pasco, Wash.</p> <p>BURNSIDE, CURT
KBIO, Burley, Idaho</p> <p>BURROUGH, ROBERT
KPRC, Houston, Texas</p> <p>BUTHERUS, EDWARD
KGW, Portland, Ore.</p> <p>BUTLER, FRANK
WCCO, Minneapolis, Minn.</p> <p>BUTLER, HARRY
WHIO, Dayton, O.</p> <p>BUTLER, JACK
KMBC, Kansas City, Mo.</p> <p>BUTLER, JERRY
WBRE, Wilkes-Barre, Pa.</p> <p>BUTLER, WARDE
WKRC, Cincinnati, O.</p> |
|---|---|--|

MICHAEL ROY

Announcer

ABBOTT & COSTELLO

VAUGHN MONROE

. . . **A N N O U N C E R S** . . .

BUTTERFIELD, BILL
KMYR, Denver, Colo.
BUTTERS, JIM
KECA, Los Angeles, Calif.
BUTTON, DAVE
KSVF, Artesia, N. M.
BUZZARD, DICK
WJTN, Jamestown, N. Y.

— **C** —

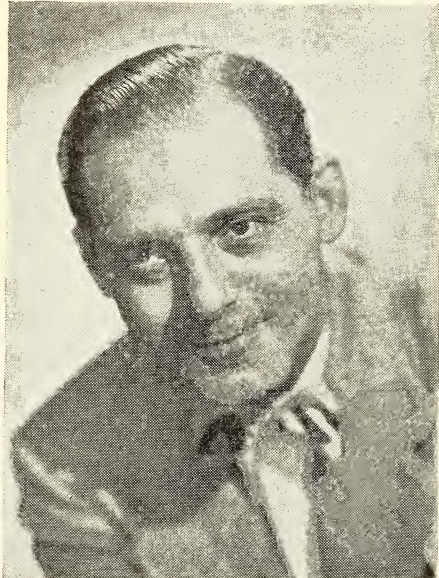
CABANIS, TRAV
KEJ, Los Angeles, Calif.
CADDELL, GRAHAM
WHSC, Hartsville, S. C.
CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CADE, MARVIN
WJW, Cleveland, O.
CADWELL, CLYDE
KFVD, Los Angeles, Calif.
CAFFEY, BOB
WMPS, Memphis, Tenn.
CALDWELL, RODERICK
WSTV, Steubenville, O.
CAMPBELL, BILL
KWBW, Hutchinson, Kans.
CAMPBELL, GEORGE W.
WGBI, Scranton, Pa.
CAMPBELL, JACK
KWBW, Hutchinson, Kans.
CAMPBELL, TED
WMCA, New York, N. Y.
CANDLER, PETE
WFVA, Fredericksburg, Va.
CANNON, KESSLER
KBND, Bend, Ore.
CANTER, RUSSELL
WBNS, Columbus, O.

CANTWELL, AL
WDNC, Durham, N. C.
CAPMAN, DONALD
WORC, Worcester, Mass.
CAPPS, JAMES
WFBC, Greenville, S. C.
CARDIN, BILL
KTUL, Tulsa, Okla.
CAREY, ART
KIFI, Idaho Falls, Idaho
CARLO, WILLIAM A.
WJAS, Pittsburgh, Pa.
CARLSON, HARRY
WOR, New York, N. Y.
CARNEY, JOE
KPRO, Riverside, Calif.
CARPENTER, KEN
NBC—One Man's Family, Edgar Bergen, Life of Riley
ABC—Philco Radio Time
CARPENTER, WILLIAM
WSNY, Schenectady, N. Y.
CARROLL, RAY
WWRD, Woodside, N. Y.
CARTER, FRANK
WCAU, Philadelphia, Pa.
CARTER, JERRY
WKIP, Poughkeepsie, N. Y.
CARUSO, CARL
WOR, New York, N. Y.
CARY, HARVEY
WBBM, Chicago, Ill.
CASE, NELSON
NBC—Vaughn Monroe Show, Carnation Contended Hour
CASEY, THOMAS
WENR, Chicago, Ill.
CAVANAGH, LEE
KWK, St. Louis, Mo.

CHAMBERLAIN, GUS
WDEF, Chattanooga, Tenn.
CHARLES, HENRY
KFWB, Hollywood, Calif.
CHARLES, LEWIS
WOV, New York, N. Y.
CHESTER, HARVEY S.
WLAW, Lawrence, Mass.
CHESSER, ALEC
KABC, San Antonio, Texas
CHILD, MALCOLM
WQXR, New York, N. Y.
CIVILS, HERMAN
WFTC, Kinston, N. C.
CLAIBORNE, EVERETT
KLX, Oakland, Calif.
CLANEY, HOWARD
NBC, Waltz Time
CLARK, CHESTER
WCAE, Pittsburgh, Pa.
CLARK, HARRY
CBS
CLARK, JAMES
WWJ, Detroit, Mich.
CLARK, PAUL
WHAS, Louisville, Ky.
CLARKE, EDDIE
KCKN, Kansas City, Mo.
CLARKE, MIKE
WWL, New Orleans, La.
CLARKE, PAUL
WMT, Cedar Rapids, La.
CLAWSON, LEW
WWVA, Wheeling, W. Va.
CLAYTON, BOB
WHBC, Canton, O.
CLOSE, BILL
KOY, Phoenix, Ariz.



FRANK GALLOP



BEN GRAUER
NBC

. . . **A N N O U N C E R S** . . .

CLOW, KENNETH
WGBR, Goldsboro, N. C.

COHEN, ALAN C.
WSAY, Rochester, N. Y.

COHN, MORTON
WCHS, Charleston, W. Va.

COLBY, BOB
KIEV, Glendale, Calif.

COLE, DAVID
KCRS, Midland, Tex.

COLE, FRANCIS
WFDF, Flint, Mich.

COLE, JONATHAN
WBBM, Chicago, Ill.

COLE, LOU
WWRL, Woodside, N. Y.

COLE, TRACY
WBEJ, Elizabethton, Tenn.

COLEMAN, PAUL
WINR, Binghamton, N. Y.

COLEMANS, EDWARD
KFL, Los Angeles, Calif.

COLLINS, PAUL
WIBG, Philadelphia, Pa.

CONGER, ROBERT
WWJ, Detroit, Mich.

COLLYER, BUD
Quiz of Two Cities; Superman

CONNALLY, JOHN
WHN, New York, N. Y.

CONOVER, WILLIS
WWDC, Washington, D. C.

CONWAY, RAY
KXYZ, Houston, Tex.

CONRAD, JOHN
WMAQ, Chicago, Ill.

CONSTANT, AL
WNAX, Yankton, S. D.

CONWAY, ROGER
WMAL, Washington, D. C.

COOK, JAMES P.
KMPC, Bakersfield, Calif.

COOK, LOU
KECA, Los Angeles, Calif.

COOKE, HENRY
WMAQ, Chicago, Ill.

COONEY, JAMES
WERC, Erie, Pa.

COOPER, BILL
WLAY, Muscle Shoals, Ala.

COPELAND, JACK
WLAY, Muscle Shoals, Ala.

CORDIC, REGE
WWSW, Pittsburgh, Pa.

CORNELL, BOB
KFAC, Los Angeles, Calif.

CORNING, TIP
CBS, Hollywood, Calif.

COSLETT, FRANKLIN D.
WBRE, Wilkes-Barre, Pa.

COSTELLO, JACK
NBC

COSTELLO, MAURICE
KAVE, Carlsbad, N. Mex.

COTTON, HAROLD N.
KIST, Santa Barbara, Calif.

COUGHLAN, RUSS
KROW, Oakland, Calif.

COVEY, DICK
KRNT, Des Moines, Ia.

COWAN, THOMAS H
WNYC, New York, N. Y.

COWLING, TERRY
WCOP, Boston, Mass.

COX, ED
WJNC, Jacksonville, N. C.

COX, STANLEY
KONO, San Antonio, Tex.

CRAGER, BOB
YSNJ, Bridgeton, N. J.

CRAGIN, ALLAN
WJBO, Baton Rouge, La.

CRAIG, BILL
ABC — Chittison Trio. My True Story

CRAIG, DICK
WRUF, Gainesville, Fla.

CRAIG, GEORGE B.
KOCA, Kilgore, Tex.

CRAIN, MARVIN
KNET, Palestine, Tex.

CRAVEN, HAROLD
WMFR, High Point, N. C.

CRAYER, TED
WFVA, Fredericksburg, Va.

CRAWFORD, BOB
KUTA, Salt Lake City, Utah

CRAWFORD, GEORGE
WINX, Washington, D. C.

CREAMER, ARTHUR
WAGF, Dothan, Ala.

CRESSNER, TED
KRGV, Weslaco, Tex.

CRESSWELL, DICK
KELO, Sioux Falls, S. D.

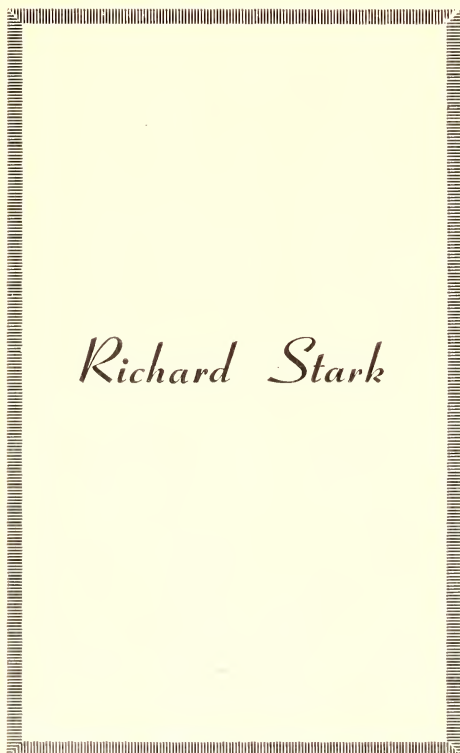
CRIST, JIM
WITH, Baltimore, Md.

CROMWELL, REX, II
KAND, Corsicana, Tex.

CROOK, ELMO
WJNC, Jacksonville, N. C.

CROOKS, WILLIAM
WFMJ, Youngstown, O.

CROSS, BOB
WGBI, Scranton, Pa.



Richard Stark

WIN ELLIOT

EMCEE "COUNTY FAIR"

BORDEN COMPANY — CBS

EMCEE "BETTY CROCKER"

GENERAL MILLS — ABC

TELEVISION

SPORTS and SPECIAL EVENTS

FORD MOTORS — CBS-TV

CROSS, MILTON

ABC — Metropolitan Opera,
This Is Your FBI, Piano Play-
house

CULLEN, BILL

CBS

CULLEN, WILLIAM L.

Radio announcer, MC; b. Pitts-
burgh, Pa., Feb. 18, 1920; Car-
negie Tech; Univ. of Pittsburgh;
Continental Celebrity Club; Give
& Take; Missus Goes A Shoppin';
Winner Take All; Hollywood
Jackpot; Danny Kaye Show.

CULVERHOUSE, ALAN

WSAY, Rochester, N. Y.

CUMMINGS, BOB

KECA, Los Angeles, Calif.

CUMMINGS, MILTON

KRLC, Lewiston, Idaho

CUNNINGHAM, BOB

WBBM, Chicago, Ill.

CUNNINGHAM, CHRIS

WPAT, Paterson, N. J.

CUNNINGHAM, HOMER

WIBW, Topeka, Kans.

CURTIS, DON

WJTN, Jamestown, N. Y.

CURTIS, E. H.

WIBW, Topeka, Kans.

CURTIS, GEORGE

WGAN, Portland, Me.

CURTIS, RONALD

WFBL, Syracuse, N. Y.

CURTO, KENNETH M.

WPRO, Providence, R. I.

— D —

DAHLBY, JACK

WNAB, Bridgeport, Conn.

DAHLSTEAD, DRESSER

ABC

DALE, ALLAN

KFH, Wichita, Kans.

DALE, JIM

WIND, Chicago, Ill.

DANA, JOE R.

KOY, Phoenix, Ariz.

DANA, LESTER

WSPD, Toledo, O.

DANIEL, PRESTON

WOPI, Bristol, Tenn.

DARBY, JOE

KGKL, San Angelo, Tex.

DAUBENDICK, CARL

KCHS, Hot Springs, N. Mex.

DAUGHERTY, PAUL

WAGA, Atlanta, Ga.

DAVIES, BUD

CKLW, Detroit, Mich.-Wind-
sor, Ont.

DAVIES, DAVE

WAZL, Hazelton, Pa.

DAVIS, JIM

WORD, Spartanburg, S. C.

DAVIS, JOHN

WWSW, Pittsburgh, Pa.

DAVIS, LARRY

KRNT, Des Moines, Ia.

DAWES, BILL

WCKY, Cincinnati, O.

DAWSON, BILL

WPAY, Portsmouth, O.

DAWSON, D. O.

KGKO, Ft. Worth, Tex.

DAWSON, LEO

WFAA, Dallas, Tex.

DAY, BOB

KSFQ, San Francisco, Calif.

DAY, DICK

WDGY, Minneapolis, Minn.

DAY, JACK

WFBR, Baltimore, Md.

DAYTON, LEE

WMAL, Washington, D. C.

DEARBORN, LEWIS

WICC, Bridgeport, Conn.

DeCESARE, ALICE

WGNY, Newburgh, N. Y.

DEEGAN, MIKE

WDAS, Philadelphia, Pa.

DE FREITAS, DICK

WHN, New York, N. Y.

DELANEY, BOB

WJNO, West Palm Beach, Fla.

DeMARSE, WILLARD

WHEC, Rochester, N. Y.

DENTON, BOB

NBC

DERRICK, JAMES

WFBR, Staunton, Va.

DESPARD, WILFRED

WHEC, Rochester, N. Y.

deSUZE, CARL

WBZ-WBZA, Boston, Mass.

DEVINE, OTTIS

WSM, Nashville, Tenn.

DEWART, JAMES

WERC, Erie, Pa.

DEXTER, HERB

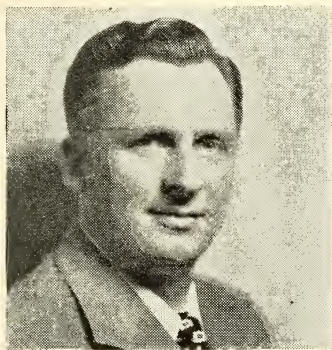
WAAT, Newark, N. J.

DE YOUNG, JOHN

WGL, Fort Wayne, Ind.

DICK, BOB

WIBA, Madison, Wisc.



GLENN RIGGS

"The Thin Man" . . . CBS

"My True Story" . . . ABC

"Hop Harrigan" . . . WOR-MBS

"Boston Blackie" . . . ABC



TRANSCRIPTIONS
Television



GENE HAMILTON

Concert Commentator . . .

Boston Symphony, American Broadcasting
Company

Announcer . . .

"Prof. Quiz", American Oil Company

"Your Harvel Host" . . .

Johnny Thompson Show, Harvel Watch Co.

Director . . .

"Chamber Music Society of Lower Basin
Street"

Press Representative: JANE BARTON

DICKERMAN, CARLTON
WEEL, Boston, Mass.

DICKEY, MILTON
KWTO, Springfield, Mo.

DICKSON, JONNY
KFNF, Shenandoah, Ia.

DIERDORFF, ELLIE
WCOP, Boston, Mass.

DIETRICH, RAYMOND
KIST, Santa Barbara, Calif.

DILL, CLIVE
WELI, New Haven, Conn.

DILL, JACK
WENK, Union City, Tenn.

DILLER, ROBERT
WIND, Chicago, Ill.

DILLON, MICHAEL
KGA, Spokane, Wash.

DITTERT, ED
KABC, San Antonio, Tex.

DIXON, FRED
WSOC, Charlotte, N. C.

DIXON, TOM
KFAC, Los Angeles, Calif.

DOBBINS, JOE
WBNS, Columbus, O.

DOLAN, FRED
KHJ, Los Angeles, Calif.

DONAHUE, JACK
KCMJ, Palm Springs, Calif.

DONEGAN, WILLIAM
WSAV, Savannah, Ga.

DONOVAN, GRIG
NBC—Today's Children

DOREMUS, WARREN
WHEC, Rochester, N. Y.

DORR, RUSSELL A.
WGAN, Portland, Me.

DORSEY, HOWARD
KMOX, St. Louis, Mo.

DOUGLAS, HARRY
KMBC, Kansas City, Mo.

DOUGLAS, HARRY
WIL, St. Louis, Mo.

DOUGLAS, LEE
WHKY, Hickory, N. C.

DOUGLAS, MERL
KMA, Shenandoah, Ia.

DOWD, DON
WENR, Chicago, Ill.

DOWNEY, GEORGE
WEAN, Providence, R. I.

DOWNES, HUGH
WMAQ, Chicago, Ill.

DOYLE, JIM
NBC—Abbott & Costello

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DRAKE, RONALD
WHP, Harrisburg, Pa.

DRAKELICH, NICK
KMJ, Fresno, Calif.

DRESCOLL, MAURICE
KGEZ, Kalispell, Mont.

DRUXMAN, BOB
KOL, Seattle, Wash.

DUANE, BILL
WBBM, Chicago, Ill.

DUANE, BOB
WKY, Oklahoma City, Okla.

DUCKETT, CARL
WLOE, Leaksville, N. C.

DUDLEY, BERNARD
CBS—This Is Hollywood

DUDLEY, DICK
NBC

DUERSON, JOE
KELD, El Dorado, Ark.

DUDDALE, CHARLES
KOIL, Omaha, Nebr.

DUMAS, ROLAND
WMAS, Springfield, Mass.

DUMONT, LUCIEN
WCOP, Boston, Mass.

DUNBAR, RUSS
WOR, New York, N. Y.

DUNCAN, EDDIE
WSON, Henderson, Ky.

DUNCAN, NORVIN
WFBC, Greenville, S. C.

DUNHAM, DICK
(Dunham, Richard); Radio announcer; b. New York N. Y., Feb. 26, 1916; Rollins Coll.; The Adventures of the Falcon (MBS); The John J. Anthony Program (MBS); Policewoman (ABC); CBS World News; One Man's Destiny (Trans. WOR); Strange Romance of Evelyn Winters; Rose of My Dream (Sweetheart Soap Announcement—CBS).

DUNHAVER, JACK
KIRO, Seattle, Wash.

DUNLAP, TED
WMAL, Washington, D. C.

DUNLAP, WALLACE B.
WMOB, Mobile, Ala.

DUNN, GREG
WCLO, Janesville, Wisc.

DURAND, TOM
WTM, Trenton, N. J.

DUVAL, NORB
WINN, Louisville, Ky.

DVORAK, GEORGE
KFI, Los Angeles, Calif.

CARLTON KaDELL

Announcing

THE AMOS 'N' ANDY SHOW

(Rinso)

LEN STERLING

Announcer

"FBI in Peace and War" . . . CBS

"Pot o' Gold" . . . ABC

"Sammy Kaye's Sunday
Serenade" . . . ABC

"Fred Vandeventer News" . . . WOR

ANNOUNCERS

DYAL, BOB
KIT, Yakima, Wash.
DYER, HAROLD F.
WCHS, Portland, Me.

— E —

EAGON, BRUCE
KVOO, Tulsa, Okla.
EARL, BOB
KSO, Des Moines, Ia.
EASLEY, JOHN
KVSO, Ardmore, Okla.
ECKMAN, TED
WRRN, Warren, O.
EDMONDS, BILL
WEN, New York, N. Y.
EDMUNDS, AL
WKBV, Muncie, Ind.
EDMUNDSON, WARREN
KWBW, Hutchinson, Kans.
EDWARDS, CHARLES
WGST, Atlanta, Ga.
EDWARDS, GEORGE
WPEN, Philadelphia, Pa.
EDWARDS, HAL
WSOC, Charlotte, N. C.
EDWARDS, IRV
WSAY, Rochester, N. Y.
EDWARDS, JOHN
KCMC, Texarkana, Tex.
EDWARDS, MACK
WSBA, York, Pa.
EDWARDS, ROSS
WKLX, Lexington, Ky.

ELLIOT, "WIN"

(Elliot, Irwin); Announcer, MC,
Play-by-Play Sports; Univ. of

Mich., AB Degree; County Fair
(CBS); N. Y. Rangers Hockey
(CBS-Tele); Willie Piper (ABC);
Sports & Special Events (CBS-
Tele).

ELLIS, LEE
WFNC, Fayetteville, N. C.
ELLISON, JACK
KFJL, Klamath Falls, Ore.

ELLIS, STEVE

(Ellis, Stephen Armand); Radio
announcer; b. Philadelphia, Pa.,
Feb. 6, 1916; Univ. of Miami, St.
John's Univ. Law Sch.; Gillette
Boxing Bouts; N. Y. Giants Base-
ball Games; MGM Newsreel; NBC
Tele.; Music Box (WMCA);
Nightly Sports Resume (WMCA).

ENO, JACK
WKBW, Buffalo, N. Y.
ERIN, BILL
KGO, San Francisco, Calif.
ERWIN, GEORGE
KFJZ, Fort Worth, Tex.
ESSICK, LOU
WDOD, Chattanooga, Tenn.
ESSIG, VINCE
WSAP, Portsmouth, Va.
ESTES, JAMES
KRGV, Weslaco, Tex.
ETHIER, DON
WIKB, Iron Mountain, Mich.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EUBANKS, ROBERT
KORE, Eugene, Ore.

EUGENE, CHET
KFYR, Bismarck, N. D.
EVANS, BETTE
KAKC, Tulsa, Okla.
EVANS, CLAUDE
KSWM, Joplin, Mo.
EVANS, DAVID
WAAF, Chicago, Ill.
EVANS, DON
WGKV, Charleston, W. Va.
EVANS, EDDIE
WFAA, Dallas, Tex.
EVANS, FRANKLIN
KSFQ, San Francisco, Calif.
EVANS, JAMES
ABC
EYRICH, RICHARD
WSVA, Harrisonburg, Va.

— F —

FAGEN, FRANK, JR.
WHIT, New Bern, N. C.
FAHY, R. A.
KABR, Aberdeen, S. D.
FAIRBURN, TED
WJBC, Bloomington, Ill.
FAIRLEY, BILL
KOME, Tulsa, Okla.
FELLER, SHERMAN
WEEL, Boston, Mass.
FENGER, HAROLD
WJMC, Rice Lake, Wis.
FENTON, WARD
WBEN, Buffalo, N. Y.
FERGUSON, HUGH
WCAU, Philadelphia, Pa.
FERGUSON, JOHN E.
WJBO, Baton Rouge, La.



ARTHUR GARY
NBC-WNBC



FRED ROBBINS

FERGUSON, MORSE
WKY, Oklahoma City, Okla.

FERGUSON, WALTER
KWKH, Shreveport, La.

FETTY, MAX
WIRE, Indianapolis, Ind.

FINCH, DEE
WNEX, New York, N. Y.

FINDLAY, DAVE
WDJB, Roanoke, Va.

FINLEY, STUART
WRC, Washington, D. C.

FISCHLER, JOE
WNYC, New York, N. Y.

FITZGERALD, GORDON
KGKO, Ft. Worth, Tex.

FLINN, PAUL S.
WDAD, Indiana, Pa.

FLOURNOY, MORRIS
WHAS, Louisville, Ky.

FLOWERS, GEORGE
WOHS, Shelby, N. C.

FLYNN, ARTHUR
WLAW, Lawrence, Mass.

FLYNN, FAHEY
WBBM, Chicago, Ill.

FLYNN, ROY
WAPI, Birmingham, Ala.

FLYNN, WILLIAM
WIBU, Poynette, Wisc.

FOARD, A. G., JR.
WJRI, Lenoir, N. C.

FENNEMAN, GEORGE
ABC—I Deal In Crime

FORD, ART
NBC—Eileen Barton Show

FORMAN, WILLIAM
NBC—Fitch Bandwagon

FOE, FRED
KVOS, Bellingham, Wash.

FORSYTHE, JIM
WDSU, New Orleans, La.

FORSYTHE, LARRY
KOIL, Omaha, Nebr.

FOSS, JOE
KWNO, Winona, Minn.

FOSTER, JACK
WCKY, Cincinnati, O.

FOX, AL
WIS, Columbia, S. C.

FOX, HILL
KMO, Tacoma, Wash.

FOX, C.
KMLB, Monroe, La.

FOX, GARFIELD
WINN, Louisville, Ky.

FOX, JOHN
WFUN, Huntsville, Ala.

FRANCIS, AL
WKST, New Castle, Pa.

FRANK, BERT
KDYL, Salt Lake City, Utah.

FRANK, DON
WPFN, Philadelphia, Pa.

FRANK, HARRY
WHAI, Greenfield, Mass.

FRANKLIN, BOB
KQW, San Jose, Calif.

FRANKLIN, DEL
KSTP, St. Paul-Minneapolis, Minn.

FRANKLIN, JOHN
WCAU, Philadelphia, Pa.

FRANKLIN, ROBERT
KGW, Portland, Ore.

FRASER, GORDON
ABC—Woman of Tomorrow

FRAZIER, ROBERT
WMMN, Fairmont, W. Va.

FREDERICK, C. R.
WHLN, Harlan, Ky.

FREDERICK, DON
WOR, New York, N. Y.

FREDERICKS, CAL.
KFWB, Hollywood, Calif.

FREDERICKS, JACK
WIBX, Utica, N. Y.

FULTON, DAVE
WLAB, Albany, Ga.

FURNACE, RANDALL
WTAX, Springfield, Ill.

FURNO, PETE
KIDO, Boise, Idaho

FUSCO, DANIEL A.
WKAL, Rome, N. Y.

— G —

GABRIEL, DON
WJW, Cleveland, O.

GAINES, PHIL
WRUF, Gainesville, Fla.

GALBRAITH, JOHN
KGO, San Francisco, Calif.

GALLAGHER, ROGER
WMCA, New York, N. Y.

GALLOP, FRANK
CBS—Family Hour
NBC—Milton Berle
NBC—Stella Dallas

GARDNER, JACK
KLAC, Los Angeles, Calif.

GARRETT, JAMES
WDRC, Hartford, Conn.

GARRISON, JACK
KMOX, St. Louis, Mo.

GARROWAY, DAVE
WMAQ, Chicago, Ill.

FORT PEARSON

Announcer

"QUEEN FOR A DAY"



JACK BAILEY



ANNOUNCERS

GARTON, DICK
KFWB, Hollywood, Calif.

GARY, ARTHUR
NBC-WNBC

GAUVIN, AIME
WHN, New York, N. Y.
GARDINER, DON
ABC — Gangbusters, National
Vespers, Monday Morning
Headlines

GEE, STAN
WGAE, Cleveland, O.

GIES, ROBERT
WHK, Cleveland, O.

GELZER, JACK
KKBW, Buffalo, N. Y.

GERAGHTY, LARRY
WOL, Washington, D. C.

GERARD, WARREN
WCAE, Pittsburgh, Pa.

GERO, NORMAN
KTUC, Tucson, Ariz.

GIBBONS, JACK
WILM, Wilmington, Del.

GIBBS, JOHN
KQV, Pittsburgh, Pa.

GIGUERE, CONRAD
WCOU, Lewiston, Me.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GILLESPIE, FRANK
KSJB Jamestown, N. D.

GILLESPIE, THOMAS P.
WWNY, Watertown, N. Y.

GILMORE, ART
(Gilmore, Arthur W.); Radio an-
nouncer; b. Tacoma, Wash., Mar.

18, 1912; Coll. of Puget Sound;
Wash. State Coll.; Dr. Christian;
Murder & Mr. Malone; Meet Me
At Parky's; Stars Over Holly-
wood; Lux Radio Theater (Ac-
tor).

GILMORE, BING
KOMA, Oklahoma City, Okla.

GLACY, ROBERT
WKBW, Buffalo, N. Y.

GLASS, LOUIS
WTRC, Elkhart, Ind.

GOBER, JIMMY
KNOW, Austin, Tex.

GOERNER, BOB
KQW, San Jose, Calif.

GOLIGHTLY, W. GROVER JR.
WSPA, Spartanburg, S. C.

GOLOMBECK, HERBERT, A.
WEMP, Martinsburg, W. Va.

GOODALL, ULNA F.
WHP, Harrisburg, Pa.

GOODRICH, ROGER
WHEC, Rochester, N. Y.

GOODWIN, BILL
NBC—Maxwell House Coffee
Time, Burns & Allen

GOODWIN, GLENN
KSO, Des Moines, Ia.

GORDON, LARRY
WIRE, Indianapolis, Ind.

GOSS, FRANK
CBS—That's Finnigan

GOULDING, PHIL
WHN, New York, N. Y.

GOURLAY, DOUG
NBC—Bob Burns, A Date
With Judy, Noah Webster
Says

GOVE, ELLIOTT
WSYR, Syracuse, N. Y.

GRADY, JOE
WPEN, Philadelphia, Pa.

GRADY, JOSEPH
WBRE, Wilkes-Barre, Pa.

GRAHAM, VANCE
KMPC, Los Angeles, Calif.

GRAHAM, FRANK
NBC—Rudy Vallee Show

GRAUER, BEN
Announcer, radio, newsreels; b.
Staten Island N. Y.; CCNY, B.S.
Degree; Home Is What You
Make It (NBC); NBC Symphony
of the Air; Walter Winchell
(ABC); Chesterfield Supper Club
(NBC); America United (NBC);
News (NBC).

GRANBY, SUMNER
KQV, Pittsburgh, Pa.

GRANDLE, RAY
WROK, Rockford, Ill.

GRANT, BERNARD
WPAT, Paterson, N. J.

GRANT, FELIX
WWDC, Washington, D. C.

GRANT, HAL
WGBR, Goldsboro, N. C.

GRANT, MILT
WARM, Scranton, Pa.

GRANTHAM, DON
WOLS, Florence, S. C.

GRAVES, GENE
KYW, Philadelphia, Pa.

GRAY, JOHN
WDOD, Chattanooga, Tenn.

GRAYSON, SID
KWFT, Wichita Falls, Tex.



DAVID ROSS

JAY STEWART

Emcee

"WHAT'S DOIN' LADIES?"

A.B.C.

Monday Through Friday

. . . **A N N O U N C E R S** . . .

GREBE, FRED
 WHAI, Greenfield, Mass.
GREGG, TOM
 WREN, Lawrence, Kans.
GREENE, BOB
 CBS, Hollywood, Calif.
GREENHOW, TOM
 KGO, San Francisco, Calif.
GREY, ALLEN
 WPEN, Philadelphia, Pa.
GREY, STUART
 WOL, Washington, D. C.
GRIBBEN, PAUL
 KTAR, Phoenix, Ariz.
GRIFFITH, LES
 ABC
GRIMM, WILLIAM
 WSGN, Birmingham, Ala.
GRIZZARD, HERMAN
 WLAC, Nashville, Tenn.
GROBE, ALBERT A.
 WQXR, New York, N. Y.
GROSS, BOB
 WFIL, Philadelphia, Pa.
GRUBB, DAVE
 WCHS, Charleston, W. Va.
GUIDI, HUGH
 WINX, Washington, D. C.
GUNAN, JACK
 WJTN, Jamestown, N. Y.
GUNN, EARL
 KALE, Portland, Ore.
GUNN, GEORGE
 ABC—Dick Tracy
GURLEY, KEN
 WAGA, Atlanta, Ga.
GUSTAFSON, RODGER
 WEBR, Buffalo, N. Y.
GWYNN, DALLAS E.
 WLOE, Leaksville, N. C.

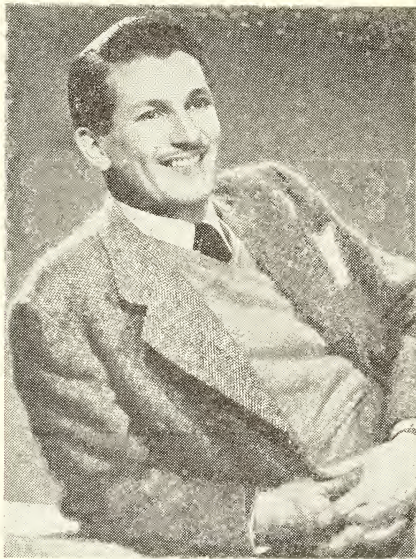
GYNAN, EARL F.
 WLAW, Lawrence, Mass.

— H —

HAAFTEN, VAN
 WIND, Chicago, Ill.
HACKMEYER, IRVING
 WMEX, Boston, Mass.
HAEFNER, GEORGE
 WHAM, Rochester, N. Y.
HAGEMAN, JAMES A.
 WCHV, Charlottesville, Va.
HAGER, WM.
 KMOX, St. Louis, Mo.
HAHN, ROBERT
 KVOD, Denver, Colo.
HALEY, ALBERT
 WBNY, Buffalo, N. Y.
HALE, JERB
 KGO, San Francisco, Calif.
HALEY, JOE, JR.
 KWRB, Oakland, Calif.
HALL, ART
 WHDH, Boston, Mass.
HALL, BOB
 WXYZ, Detroit, Mich.
HALL, HARRY
 KFVB, Hollywood, Calif.
HALL, RADCLIFFE
 WNBC, New York, N. Y.
HALEY, HERBERT
 ABC
HALLENBECK, KENNETH
 WKNE, Keene, N. H.
HALTEMAN, CHARLES
 ABC
HALVERSON, PAT
 WFAA, Dallas, Tex.
HALVERSON, PAT
 KGKO, Ft. Worth, Tex.

HAMILTON, GENE
 Concert commentator, announcer, director; b. Toledo, O., Feb. 22, 1910; Boston Symphony; Music Conductor—Professor Quiz; Announcer—Breck Beautiful Music Concerts; Announcer—News & Sports for Bethlehem Steel; News Reporter.

HAMILTON, JIM
 WIND, Chicago, Ill.
HAMILTON, WARD
 WWNY, Watertown, N. Y.
HAMPTON, RAWLS
 WEAS, White Plains, N. Y.
HAMMOND, FRED
 WWL, New Orleans, La.
HAMRICK, HOWARD
 WRNL, Richmond, Va.
HANCOCK, HUNTER
 KFVD, Los Angeles, Calif.
HANLEY, LORRAINE
 WROK, Rockford, Ill.
HANLON, TOM
 CBS—Ford Show
HANNAH, JIM
 WFIG, Sumter, S. C.
HANNES, ARTHUR
 KMOX, St. Louis, Mo.
HANSEN, CLIFF
 KOMO, Seattle, Wash.
HANSEN, DON
 WEXL, Royal Oak, Mich.
HANSEN, ROY
 WDRC, Hartford, Conn.
HANSON, HARLEY
 WCBI, Columbia, Miss.
HARBER, HARRY
 KGKO, Ft. Worth, Tex.



BUD COLLYER

**PIERRE
 ANDRE**

Announcing
 A.B.C.

• • • **A N N O U N C E R S** • • •

HARBER, HARRY
WFAA, Dallas, Tex.

HARDEN, FRANK
WIS, Columbia, S. C.

HARDIE, JIM
WRNL, Richmond, Va.

HARDIN, FRANCIS
WGST, Atlanta, Ga.

HARMON, KING
KUTA, Salt Lake City, Utah

HARMS, FRANK
WITH, Baltimore, Md.

HAROLD, BOB
WNAE, Warren, Pa.

HARPER, JOHNNY
WWRL, Woodside, N. Y.

HARRINGTON, JOHN
KTAR, Phoenix, Ariz.

HARRIS, BOB
WMCA, New York, N. Y.

HARRICE, CY
Radio announcer, narrator; b. Chicago, Ill., Mar. 1 1915; Northwestern Univ., B.S. Degree; Quick As A Flash; Grand Central Station; Vox Pop; The Gabriel Heatter Show; Crime Cases of Warden Lawes; The RCA Victor Show.

HARRIS, DEAN W.
WHAM, Rochester, N. Y.

HARRIS, JULIAN
WDAF, Kansas City, Mo.

HARRIS, LLOYD
WMAZ, Macon, Ga.

HARRIS, ROBERT
WOAV, Vincennes, Ind.

HARRISON, HAROLD
WMFR, High Point, N. C.

HART, DON
WSNJ, Bridgeton, N. J.

HATRICK, GEORGE
WCOB, Boston, Mass.

HARVEY, BILL
WFIL, Philadelphia, Pa.

HARVEY, BRUNELL
WACO, Waco, Tex.

HARVEY, NEIL
WFIL, Philadelphia, Pa.

HASELTINE, FRED
WDNC, Durham, N. C.

HASSING, DOUGLAS
WPOC, Savannah, Ga.

HATTON, RICHARD
WJW, Cleveland, O.

HAUG, CARL G.
WMOB, Mobile, Ala.

HAWKINS, DON
KSTP, St. Paul-Minneapolis, Minn.

HAYES, DON
KTSE, Shreveport, La.

HAYES, GEORGE
ABC

HAYES, JOSEPH
WOLF, Syracuse, N. Y.

HAYES, PAT
KIRO, Seattle, Wash.

HAYNES, DICK
KMPC, Los Angeles, Calif.

HEISTAND, JOHN
NBC—Cavalcade of America, The Fabulous Dr. Tweedy

HAYWARD, BRUCE
KWK, St. Louis, Mo.

HAYWORTH, HERB
WOWO, Fort Wayne, Ind.

HEALY, DAN
WBRK, Pittsfield, Mass.

HEARLE, PERCY
WGST, Atlanta, Ga.

HEDGEPEETH, BILL
WAPO, Chattanooga, Tenn.

HEEDER, PAUL
KSNB, San Francisco, Calif.

HEERMAN, HENRY
KWON, Bartlesville, Okla.

HEGARD, KEN
WFOK, Milwaukee, Wisc.

HEISS, ROBERT J.
WSTMJ, Milwaukee, Wisc.

HENDERSON, DAVE
KTUC, Tucson, Ariz.

HENDERSON, MAX
WTCN, Minneapolis, Minn.

HENDERSON, SAMUEL G. JR.
WGAN, Portland, Me.

HENDERSON, BOB
WAGE, Syracuse, N. Y.

HENLEY, HAROLD
WOPI, Bristol, Tenn.

HENNESSY, FRANK
WSYR, Syracuse, N. Y.

HENNESSY, JAMES
KKOK, St. Louis, Mo.

HENNIG, HAROLD
WKIP, Poughkeepsie, N. Y.

HENRICH, WALT
WGAR, Cleveland, O.

HENRY, DICK
WOOD, Grand Rapids, Mich.

HENRY, GILL
KLO, Ogden, Utah

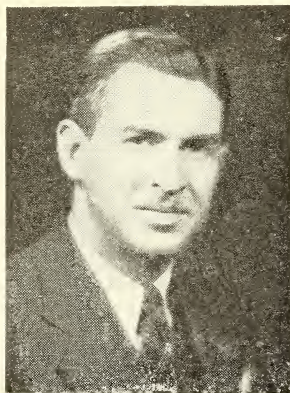
HENTOFF, NATHAN
WMEX, Boston, Mass.



HUGH JAMES

"Lowell Thomas Show" NBC
 "Second Mrs. Burton" CBS
 "Voice Of Firestone" NBC
 "True Detective Stories" MBS
 "House In The Country" NBC

20th Century-Fox News



ALUN WILLIAMS

ANNOUNCING
 NARRATION
 ACTING
 STANDARD and
 VIDEO

LE 2-1100

HERLIHY, ED

(Herlihy, Edward J.); Announcer, MC, commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator—Universal Newsreels.

HERLIHY, WALTER
ABC—John Powers
HERMAN, CHARLES
WLAV, Grand Rapids, Mich.
HERMAN, CHESTER
WLW, Cincinnati, O.
HERRING, BILL
KXOX, Sweetwater, Tex.
HERTSGAARD, ROLF
WCCO, Minneapolis, Minn.
HESSLER, FRED
KLAC, Los Angeles, Calif.
HEWITT, ED
KROW, Oakland, Calif.
HICKMAN, HENRY
WFBR, Baltimore, Md.
HICKOX, RICHARD T.
WLAW, Lawrence, Mass.
HIGGINS, JAMES W.
WWNY, Watertown, N. Y.
HIGHTOWER, BILL
KFJZ, Forth Worth, Tex.
HILDEBRAND, BILL
WDAS, Philadelphia, Pa.
HILL, BILL
KARK, Little Rock, Ark.
HILL, FRANCIS
KGKO, Ft. Worth, Tex.
HILL, FRED, JR.

WMAZ, Macon, Ga.
HILL, PAT
WBEN, Buffalo, N. Y.
HILL, ROY
WDSU, New Orleans, La.
HILL, ZACK
WWJ, Detroit, Mich.
HILLE, ROBERT
KXOK, St. Louis, Mo.
HINDMAN, WILLIAM
WCOL, Columbus, O.
HINDS, WILLIAM T.
KDKA, Pittsburgh, Pa.
HINES, JIMMY
WPRO, Providence, R. I.
HINKLEY, HARRY, JR.
WHP, Harrisburg, Pa.
HINSHAW, FRED
WLBC, Muncie, Ind.
HITCHCOCK, JACK
KFAB, Lincoln, Nebr.
HITE, BOB
CBS.
HITES, WARREN
WIS, Columbia, S. C.
HODGE, TED
WENY, Elmira, N. Y.
HOGAN, GEORGE
WOR, New York, N. Y.
HOGAN, JOE
KRLD, Dallas, Tex.
HOLBROOK, JOE
WMON, Montgomery, W. Va.
HOLCZER, BOB
WBRY, Waterbury, Conn.
HOLDEN, JACK
WLS, Chicago, Ill.
HOLDEN, PAUL B.
KTW, Seattle, Wash.

HOLDER, HOWARD
WOC, Davenport, Ia.
HOLLEY, WAKEFIELD
WKY, Oklahoma City, Okla.
HOLLOWAY, FRANK
KPYO, Lubbock, Tex.
HOLMES, BEN
KOMA, Oklahoma City, Okla.
HOLMES, BOB
WHAJ, Greenfield, Mass.
HOLMES, RICHARD
WILM, Wilmington, Del.
HOLT, CHARLES
WSFA, Montgomery, Ala.
HOLTMAN, JOHN
WMAQ, Chicago, Ill.
HOORNBECK, HAROLD
WKNY, Kingston, N. Y.
HOOVER, CHUCK
WHKK, Akron, O.
HOPE, ROBERT
WSFA, Montgomery, Ala.
HOPKINS, DON
WIBW, Topeka, Kans.
HORTON, HAL
KRLD, Dallas, Tex.
HOUSH, MERLE
WIBW, Topeka, Kans.
HOWARD, LARRY
WHEB, Portsmouth, N. H.
HUBBARD, EDDIE
WIND, Chicago, Ill.
HUBER, DICK
KSO, Des Moines, Ia.
HUGG, JEFF
WJBW, New Orleans, La.
HUGHES, JIMMY
WCOV, Montgomery, Ala.
HUGHES, JUDD
WNEF, Binghamton, N. Y.

A T T E N T I O N

Managers!

Looking for help? Need staff announcers, or combination writers, etc.?

BROADCASTERS NETWORK STUDIOS, Operating training station BNS, prepares *exclusively* good personnel for station staff jobs, through rigid entrance requirements—covering education, voice, personality, character.

For information, address

JIM OLIVER, Manager

BROADCASTERS NETWORK STUDIOS
8668½ Wilshire, Beverly Hills, Calif.

CLIFF JOHNSON

Master-of-Ceremonies — Announcer

• • • ANNOUNCERS • • •

HUGHES, MARTIN
WIOD, Miami, Fla.

HUGHES, PAUL
KTAR, Phoenix, Ariz.

HOUZENGANG, JACOB
WKBZ, Muskegon, Mich.

HULL, DOC
KV00, Tulsa, Okla.

HULL, IRA
WRNL, Richmond, Va.

HUNT, MEL
KECA, Los Angeles, Calif.

HUNT, TED
KR0D, El Paso, Tex.

HUNTER, BEN
KEX, Portland, Ore.

HUNTER, CHARLES
WJW, Cleveland, O.

HUNTER, GEORGE
WWJ, Detroit, Mich.

HURST, ED
WPN, Philadelphia, Pa.

HUSEBY, LARRY
KVI, Tacoma, Wash.

HUSING, TED
WHN, New York, N. Y.

HUSTAK, JOE
WMRO, Aurora, Ill.

HUTCHINSON, RAY
WITH, Baltimore, Md.

HUTSON, JOHN C.
WFN, Findlay, O.

HYLAND, ART
WMBG, Richmond, Va.

— I —

IDE, CARLTON C.
KDKA, Pittsburgh, Pa.

INGRAM, ARTUR
WERC, Erie, Pa.

IRISH, JACK
WOR, New York, N. Y.

IRWIN, PHIL
KGW, Portland, Ore.

ISON, AUBREY
KYOR, San Diego, Calif.

IVES, BOB
WJTN, Jamestown, N. Y.

IVEY, HUGH
WAGA, Atlanta, Ga.

— J —

JACKSON, FLOYD
WPAV, Portsmouth, O.

JACKSON, JAY
WOR, New York, N. Y.

JACKSON, JOE
WFDF, Flint, Mich.

JAEGER, JOHN
WNEW, New York, N. Y.

JAMES, HERB
KXEL, Waterloo, Ia.

JAMES, HUGH
(McIlrevey, Hugh J.); Announcer, narrator; b. New York, N. Y., Oct. 13, 1915; NYU, Univ. of Pa., George Wash. Univ.; Lowell Thomas (NBC); Voice of Firestone (NBC); Second Mrs. Burton (CBS); True Detective Mysteries (MBS); A House in the Country (NBC); Special Assignment, Press Assoc.

JAMESON, KEITH
WMAL, Washington, D. C.

JAMOND, WALTER
KGW, Portland, Ore.

JANES, GERALD
KWBC, Ft. Worth, Tex.

JANES, ROBERT
KGW, Portland, Ore.

JASMIN, JOSEPH O.
WPRO, Providence, R. I.

JASPAN, ELMER
WTTM, Trenton, N. J.

JASS, MEL
KGIR, Butte, Mont.

JAXTHEIMER, ELLIS
WPIC, Sharon, Pa.

JENKINS, ALUN
WHK, Cleveland, O.

JENKINS, BILL
WTOP, Washington, D. C.

JENSEN, ALLEN
KSL, Salt Lake City, Utah

JENSEN, LEIF
WDRG, Hartford, Conn.

JOHNSEN, CLIFF
KLX, Oakland, Calif.

JOHNSON, ALLEN
KTSM, El Paso, Tex.

JOHNSON, BILL
WTAR, Norfolk, Va.

JOHNSON, BOB
KFOR, Lincoln, Nebr.

JOHNSON, BOB
WNOX, Knoxville, Tenn.

JOHNSON, BOB
WPN, Philadelphia, Pa.

JOHNSON, CLIFF
Master-of-Ceremonies, announcer

JOHNSON, CULLEN
WRAL, Raleigh, N. C.

JOHNSON, ED
WELM, Fitchburg, Mass.

JOHNSON, GEORGE
WCCO, Minneapolis, Minn.

JOHNSON, HERB
WMAZ, Macon, Ga.



ROD O'CONNOR

RED SKELTON SHOW
KAY KYSER SHOW
PEOPLE ARE FUNNY SHOW



BOB GARRED

CBS News Reporter

ANNOUNCERS

JOHNSON, JIM
 WHHT, Durham, N. C.
JOHNSON, WILLIAM
 WLAC, Nashville, Tenn.
JOHNSTON, BILL
 WTAX, Springfield, Ill.
JOHNSTONE, FRED
 WEN, New York, N. Y.
JONES, ARTHUR
 WORC, Worcester, Mass.
JONES, BOB
 WBIG, Greensboro, N. C.
JONES, DON
 KANA, Anaconda, Mont.
JONES, PAUL
 WLW, Cincinnati, O.
JONES, ROBERT L.
 WSPR, Springfield, Mass.
JORDAN, LEE
 WAGA, Atlanta, Ga.
JORDAN, MARK
 KGO, San Francisco, Calif.
JORDAN, MURRAY
 WLIB, New York, N. Y.
JORGENSEN, FRED
 KGO, San Francisco, Calif.
JOURNEY, TOM
 KPRC, Houston, Tex.
JOY, DICK
 Freelance announcer; co-owner
 KCMJ; b. Putnam, Conn., Dec.
 28, 1915; USC; News (CBS);
 Silver Theater; Those We Love;
 Groucho Marx; Nelson Eddy;
 Danny Kaye; Vox Pop; Forever
 Ernest; Sad Sack; Adventures of
 Sam Spade; Telephone Hour.
JOYNER, GORDON
 WMBD, Peoria, Ill.

JUDKINS, HARLAN
 KTUL, Tulsa, Okla.
 — K —
KAIMAN, LAMBERT
 KMOX, St. Louis, Mo.
KALLAY, EDWIN
 WINN, Louisville, Ky.
KANE, MIKE
 WKOK, Sunbury, P.
KARANT, MARTIN
 WKPT, Kingsport, Tenn.
KARNSTEDT, CAL
 KSTP, St. Paul-Minneapolis,
 Minn.
KaDELL, CARLTON
 Amos 'n' Andy
KASSNER, EDMUND
 ABC
KEECH, KEL
 ABC
KENNEDY, JOHN MILTON
 CBS—Lux Radio Theater
 ABC
KIRBY, GENE
 ABC
KRUPP, ROGER
 ABC — Counterspy, Doctors
 Talk It Over, Labor USA
KASPER, FRED
 WENR, Chicago, Ill.
KAY, ROBERT
 WAVE, Louisville, Ky.
KAY, WALTER
 WJW, Cleveland, O.
KEARNS, BOB
 WIBW, Topeka, Kans.
KEATHLEY, HAMPTON
 KPRC, Houston, Tex.

KEEFE, PAUL
 WCOF, Boston, Mass.
KEEFE, THOMAS
 WCAE, Pittsburgh, Pa.
KEENAN, JOHN
 WKZO, Kalamazoo, Mich.
KEEP, BARNEY
 KEX, Portland, Ore.
KELLEHER, PHIL
 WQAM, Miami, Fla.
KELLER, FRED
 WBEN, Buffalo, N. Y.
KELLY, A. ROGER
 WJAS, Pittsburgh, Pa.
KELLY, EUGENE
 WKIP, Poughkeepsie, N. Y.
KELLY, JACK
 WEAU, Eau Claire, Wisc.
KELLY, LEON E.
 WRAK, Williamsport, Pa.
KELLY, PAT
 WNBC, New York, N. Y.
KELLY, W. M.
 WJR, Detroit, Mich.
KELPE, HENRY
 KOIL, Omaha, Nebr.
KELLER, ERNIE
 WSM, Nashville, Tenn.
KEMPER, LOU
 WFAA, Dallas, Tex.
KENNEDY, RAY
 WRVA, Richmond, Va.
KENT, FRANK
 WPEN, Philadelphia, Pa.
KENT, HAL
 WBNF, Binghamton, N. Y.
KENT, JOHN
 WWL, New Orleans, La.
KENT, MARSHALL
 WJJD, Chicago, Ill.



JIM DOYLE

Announcer
 News Commentator



DICK JOY
 MANAGEMENT MCA

CO-OWNER, KCMJ, PALM SPRINGS

• • • **ANNOUNCERS** • • •

KENYON, CLARENCE F.
KWKH, Shreveport, La.
KEPHART, WILLIAM
WMAQ, Chicago, Ill.
KERN, BRUCE
WTC, Hartford, Conn.
KERR, DON
WAAT, Newark, N. J.
KERR, KEITH
KFH, Wichita, Kans.
KETNER, WILL
WFEG, Altoona, Pa.
KILLPACK, LOVELL
KOVO, Provo, Utah
KIMBALL, MERLE
KVI, Tacoma, Wash.
KING, BILL
WSSV, Petersburg, Va.
KING, BURTON
KTEM, Temple, Tex.
KING, CHARLES
WKAL, Rome, N. Y.
KING, DICK
KWBB, Hutchinson, Kans.
KING, FULTON
KMBC, Kansas City, Mo.
KING, FULTON
WTON, Staunton, Va.
KING, JOE
CBS
KING, LARRY
WLBH, Mattoon, Ill.
KING, NELSON
WCKY, Cincinnati, O.
KING, WALLY
KSFO, San Francisco, Calif.
KING, WALLY
WATR, Waterbury, Conn.
KIRBY, JIMMY
WGST, Atlanta, Ga.

KIRBY, KLEVE
WMAQ, Chicago, Ill.
KIRBY, LEE
WBT, Charlotte, N. C.
KISTLER, BILL
KFNF, Shenandoah, Ia.
KITTELL, CLYDE
WNBC, New York, N. Y.
KNAPP, BERTRAM
WMCA, New York, N. Y.
KNIGHT, FRED
WIBG, Philadelphia, Pa.
KNIGHT, RALPH
WOWO, Fort Wayne, Ind.
KNOTT, JACK
WIS, Columbia, S. C.
KNOX, BOB
WIBG, Philadelphia, Pa.
KOLBY, CAL
WBRY, Waterbury, Conn.
KOLMAN, ERNEST
KFH, Wichita, Kans.
KOPP, LEROY
KQW, San Jose, Calif.
KOVACS, ERNEST
WTTM, Trenton, N. J.
KRAEFT, NORMAN
WENR, Chicago, Ill.
KRAMER, HARRY
CBS
KRAUSE, BERNIE
WGY, Schenectady, N. Y.
KRIEGHOFF, BOB
WTOL, Toledo, O.
KRAUGH, BILL
WCNC, Elizabeth City, N. C.
KRUPP, LARRY
WJW, Cleveland, O.
KUHLMEY, STERLING
KVOX, Moorhead, Minn.

KULT, ERVIN
KSOO, Sioux Falls, S. D.
KUTZ, EDWARD
WSPD, Toledo, O.

— L —

LAFHEY, FREDERIC, P.
WLAW, Lawrence, Mass.
LAING, JOHN
NBC—The Great Gildersleeve.
Sealtest Village Store
LA FRANO, TONY
KIJ, Los Angeles, Calif.
LA HAYE, LOUIS
WICC, Bridgeport, Conn.
LAKE, ED
KABC, San Antonio, Tex.
LAMBERT, VINCENT
KVOV, Redding, Calif.
LAMUTIS, ALEX
WSAY, Rochester, N. Y.
LANAGAN, JAMES
WNBH, New Bedford, Mass.
LANCOT, CLIFFORD
WEW, St. Louis, Mo.
LANDFEAR, DEAN
WMT, Cedar Rapids, Ia.
LANDRY, JIM
WDSU, New Orleans, La.
LANE, JERRY
WKZO, Kalamazoo, Mich.
LANGLEY, RALPH
KECA, Los Angeles, Calif.
LANPHEAR, ALBERT
WFTC, Kingston, N. C.
LA PORTE, LEO R.
WPRO, Providence, R. I.
LARACEY, JAMES L.
WBCM, Bay City, Mich.

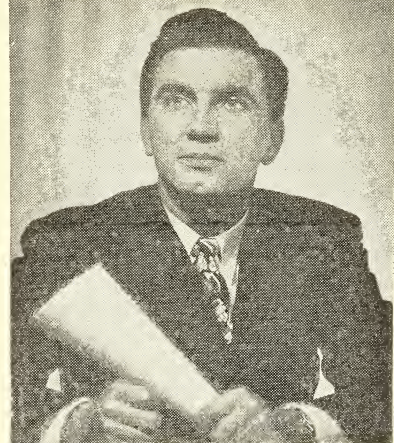


ART GILMORE

Announcer

"Dr. Christian"
"Murder and Mr. Malone"
"Meet Me at Parky's"
"Stars Over Hollywood"

Management — Art Rush, Inc.



FRANK BINGMAN

ANNOUNCER

"CRESTA BLANCA"
"HOLLYWOOD PLAYERS"
"JOAN DAVIS"
C.B.S.

Management
WILLIAM PECK AGENCY

9172 Sunset Blvd. Hollywood, Calif.

• • • **ANNOUNCERS** • • •

LARKIN, DON
WAAT, Newark, N. J.

LARSON, PAUL
WELM, Fitchburg, Mass.

LASHER, SID
WHAM, Rochester, N. Y.

LATHAM, JACK
KFI, Los Angeles, Calif.

LATIMER, C. THOMAS
KMPG, Los Angeles, Calif.

LAUB, DARYL
WLAC, Nashville, Tenn.

LAUX, EDWARD
WAAT, Newark, N. J.

LAWLEY, LEE
KPRO, Riverside, Calif.

LAWRENCE, BOB
KTFS, Texarkana, Tex.

LAWRENCE, DAN
KRNT, Des Moines, Ia.

LAWRENCE, JACK
WEEI, Boston, Mass.

LAWRENCE, KEN
WTOL, Toledo, O.

LAWRENCE, LARRY
WAGE, Syracuse, N. Y.

LEACH, ROBERT E.
WBAB, Atlantic City, N. J.

LEAHY, TOM
KANS, Wichita, Kans.

LEE, HARRY G.
WBAB, Atlantic City, N. J.

LEEDS, DAVID
WMCA, New York, N. Y.

LEEFERS, ROBERT C.
WMT, Cedar Rapids, Ia.

LeFEVRE, BILL
WFBR, Baltimore, Md.

LE FEVRE, NED
NBC—People Are Funny

LEMOND, BOB
CBS—Hoagy Carmichael

LEIGHTON, BEN
KSTP, St. Paul-Minneapolis, Minn.

LENE, WILL
WLW, Cincinnati, O.

LESTER, JACK
WENR, Chicago, Ill.

LEVY, MARVIN
WFDF, Flint, Mich

LEVIN, HOWARD
WTRY, Troy, N Y

LEWIS, BOB
WIBX, Utica, N. Y.

LEWIS, CHARLES
WWJ, Detroit, Mich.

LEWIS, DON
WWL, New Orleans, La.

LEWIS, EARL W.
KWKH, Shreveport, La.

LEWIS, JACK
WMBG, Richmond, Va.

LEWIS, JOHN
WCAO, Baltimore, Md.

LEWIS, KEN
WLLH, Lowell-Lawrence, Mass.

LEWIS, TOM
KSO, Des Moines, Ia.

LIND, ELLIS
KYA, San Francisco, Calif.

LINDER, MORT
WSBT, South Bend, Ind.

LINFOOT, VICTOR
WWJ, Detroit, Mich.

LINGO, TED
WTOP, Washington, D. C.

LITTLE, ED
WHAM, Rochester, N. Y.

LIVESAY, WILLIAM
ABC

LOHMEIER, WM.
WHBF, Rock Island, Ill.

LOKEY, FRANK
WINN, Louisville, Ky.

LONDON, ABBOTT
KOMO, Seattle, Wash.

LONGERGAN, STAN
WIND, Chicago, Ill.

LOUNSBURY, JIM
WHAS, Louisville, Ky.

LOVELESS, RAY
KWBW, Hutchinson, Kans.

LOWE, CRAIG
WSGN, Birmingham, Ala.

LOWE, DON
ABC—Ethel and Albert

LOWE, JACK
WWDC, Washington, D. C.

LOWREY, MEADOR
KRDL, Dallas, Tex.

LOWRY, LEW
WIBC, Indianapolis, Ind.

LUCAS, PETER
WBBM, Chicago, Ill.

LUCE, DEAN
WDRC, Hartford, Conn.

LUDLAM, KENNEDY
WRC, Washington, D. C.

LUDWIG, LYELL
WFBM, Indianapolis, Ind.

LUKENS, NED
WPEN, Philadelphia, Pa.

LUND, HOWARD
WJW, Cleveland, O.

LUNDBERG, VICTOR
WLAV, Grand Rapids, Mich.

DICK DUNHAM



Management: Bernard L. Schubert
Radio Registry: LA. 4-1200



STU WILSON

(Honestly, I'm free-lance!)

SURPRISE PARTY
QUIZ OF TWO CITIES
EXAMINER COMICS

ANNOUNCERS

LYON, CHARLEY
NBC—Saturday Night Round-Up
LYONS, DON
WING, Dayton, O.

— M —

MABRY, BOB
WDFB, Flint, Mich.
MABRY, DICK
WIBG, Philadelphia, Pa.
MABRY, ROBERT
KKO, El Centro, Calif.
MacDONALD, NORMAN
WINX, Washington, D. C.
MacDONNELL, DAN
CBS
MacFARLAND, RANCE
WIBC, Indianapolis, Ind.
MacLAUGHLIN, DON
NBC — Carnation Contented Hour
MacLEAN, JOHN
WGST, Atlanta, Ga.
MacLEOD, BOB
KFYR, Bismarck, N. D.
MAGNER, BILL
WDFB, Flint, Mich.
MAHANEY, ROBERT
WIBX, Utica, N. Y.
MALCOLM, BILL, JR.
NBC
MANESS, FRED
WRVA, Richmond, Va.
MANN, ALAN
KFWB, Hollywood, Calif.
MANN, JOE
KQV, Pittsburgh, Pa.
MANNES, HARLEY
KPPO, Riverside, Calif.
MANNING, BILL
KDYL, Salt Lake City, Utah
MANNING, TOM
WTAM, Cleveland, O.
MANSUY, FRANK
WENY, Elmira, N. Y.
MAPLES, GRADY
KFJZ, Fort Worth, Tex.
MARBLE, HARRY
CBS
MARCELLE, LOU
KFWB, Hollywood, Calif.

MARKS, GARNETT

KMPC — Announcer, narrator, actor, sports and news commentator
MARSHALL, JOE
KMBC, Kansas City, Mo.
MARTIN, BILL
WWSW, Pittsburgh, Pa.
MARTIN, BOB
WOR, New York, N. Y.
MARTIN, EARL
WFPG, Atlantic City, N. J.
MARTIN, HARRY
WFBM, Indianapolis, Ind.
MARTIN, JOE
WNAX, Yankton, S. D.
MARTIN, FRANK
CBS—The Dick Haymes Show
WKY, Oklahoma City, Okla.
MARVIN, KEN
WJR, Detroit, Mich.
MARVIN, TONI
CBS
MARX, JERRY
KOMA, Oklahoma City, Okla.
MASTERTSON, PAUL C.
ABC
MATTHEWS, FRANK
WISH, Indianapolis, Ind.
MATTHEWS, JAMES
CBS, Hollywood, Calif.
MAURER, BOB
WCOA, Pensacola, Fla.

MAUST, BILL
WRVA, Richmond, Va.
MAXSON, JOHN
KSRV, Ontario, Ore.
MAXWELL, TOM
WGST, Atlanta, Ga.
MAYER, BILL
WGAR, Cleveland, O.
MAYES, DOUGLAS
WMFR, High Point, N. C.
McCAIN, BILL
WAGA, Atlanta, Ga.
McCANN, TOM
WSAI, Cincinnati, O.
McCARTHY, CHAS. F.
WNBC, New York, N. Y.
McCARTHY, JACK
ABC
McCARTHY, DICK
WKNY, Kingston, N. Y.
McCARTHY, FRANK
WOR, New York, N. Y.
McCAY, RAY
WATL, Atlanta, Ga.
McCOACH, BLAKE
WENT, Gloversville, N. Y.
McCORMACK, MALCOLM
WBZ-WBZA, Boston, Mass.
McCORMICK, JOHN
WBMB, Chicago, Ill.
McCORMICK, STEVE
WOL, Washington, D. C.
McCOY, JACK
WOAI, San Antonio, Tex.
McCOY, RONNIE
KFEL, Denver, Colo.
McCULLOUGH, DAN
WOR, New York, N. Y.
McDONALD, HUGH
WGSN, Birmingham, Ala.
McDONALD, PHIL
WEEI, Boston, Mass.
McELROY, JACK
ABC—Bride and Groom
McENROE, THOMAS H.
WPRO, Providence, R. I.
McFARLAND, OWEN
WMCA, New York, N. Y.
McKEE, ROY
KOMA, Oklahoma City, Okla.
McKNIGHT, JOHN
WMCA, New York, N. Y.
McLEAN, CLYDE
WIS, Columbia, S. C.
McMAHON, GILES
CKLW, Detroit, Mich. - Windsor, Ont.
McMILLAN, ROY
WSB, Atlanta, Ga.
McNEELY, MARTIN
WFMJ, Youngstown, O.
METZ, MILTON
WHAS, Louisville, Ky.
METZ, STUART
CBS
MEYER, DON
WRVA, Richmond, Va.
MEZGER, BILL
WEEI, Boston, Mass.
MICHAEL, GEORGE
WGY, Schenectady, N. Y.
MILLER, DAVE
WAAT, Newark, N. J.
MILLER, DON
WTOL, Toledo, O.
MILLER, HOWARD
WIND, Chicago, Ill.
MILLER, MARVIN
ABC—Louella Parsons
MILLER, ROSS
WTIC, Hartford, Conn.
MILLER, WM.
KMOX, St. Louis, Mo.

MILNER, GENE
KRNT, Des Moines, Ia.
MILLS, FRANK
EGKO, Fort Worth, Tex.
MILTNER, JAY
WFMJ, Youngstown, O.
MILTON, BOB
KCKN, Kansas City, Mo.
MITCHELL, FRANKLIN "BUD"
WJR, Detroit, Mich.
MITCHELL, JAMES
WOSH, Oshkosh, Wisc.
MOEGLE, FRED
KWK, St. Louis, Mo.
MOON, BOB
Columbia Pacific — Free For All
MORRISSEY, JACK
WHKK, Albany, O.
MORRISON, WILBUR
WGY, Schenectady, N. Y.
MORROW, CAL
WNO, West Palm Beach, Fla.
MORROW, JOHN
WISH, Indianapolis, Ind.
MORSE, JOHN
WORC, Worcester, Mass.
MYERS, ROBERT
WMRF, Lewistown, Pa.

— N —

NASH, R. J.
KSO, Des Moines, Ia.
NAUGHTON, CLIFF
KSFO, San Francisco, Calif.
NAUGHTON, RUSS
WDRG, Hartford, Conn.
NAUMAN, DICK
WRR, Dallas, Tex.
NEAL, HAL
WXYZ, Detroit, Mich.
NEDIN, RICHARD C.
WKNY, Kingston, N. Y.
NELSON, CARL
WTMJ, Milwaukee, Wisc.
NELSON, GENE
WJBO, Baton Rouge, La.
NELSON, HERMAN
WJBO, Baton Rouge, La.
NELSON, HOWARD
WDAY, Fargo, N. D.
NELSON, WAYNE
WNEW, New York, N. Y.
NESBITT, PHIL
WITH, Baltimore, Md.
NEWCOMB, HERB
WENR, Chicago, Ill.
NEWELL, HAL
WEEI, Boston, Mass.
NICKS, JOHN
WTAM, Cleveland, O.
NICKSON, NICK
SWRL, Woodside, N. Y.
NIDEVER, LAURA
KORE, Eugene, Ore.
NIELSON, JAY
WITH, Baltimore, Md.
NIELSON, WARREN
KMA, Shenandoah, Ia.
NIGHTENGALE, EARL
KTAR, Phoenix, Ariz.
NILES, DAVID
WEVD, New York, N. Y.
NILES, FRED
WAAF, Chicago, Ill.
NILES, KEN
ABC—Jimmie Fidler
NILES, WENDELL
NBC—Bob Hope
NOBEL, AL
KQV, Pittsburgh, Pa.
NOBLE, DICK
WMAQ, Chicago, Ill.

ANNOUNCERS

NOBLES, GENE
WLAC, Nashville, Tenn.

NOLAN, TOMMY
WFBC, Greenville, S. C.

NORMAN, HAL
KFH, Wichita, Kans.

NORMAN, HORACE
WADC, Akron, O.

NORMAN, RICHARD
WINX, Washington, D. C.

NOVELL, WALTER
KFRE, Fresno, Calif.

NOVENSON, JOE
WFIL, Philadelphia, Pa.

NUNN, DOUG
WKRC, Cincinnati, O.

— O —

O'BRIEN, JOE
WMCA, New York, N. Y.

O'BRIEN, TOM
WNBC, New York, N. Y.

O'CONNOR, BILL
WAAF, Chicago, Ill.

O'CONNOR, THOMAS
WBAL, Baltimore, Md.

O'CONNOR, ROD
Announcer; b. Houston, Tex.; New Mexico Mil. Inst.; The Red Skelton Show (NBC); College of Musical Knowledge (NBC); People Are Funny (NBC).

O'CONNOR, VIRGINIA B.
WBAB, Atlantic City, N. J.

O'DONNELL, JOHN
WHBF, Rock Island, Ill.

OGILVIE, JACK
WBNY, Buffalo, N. Y.

O'HALLORAN, HAL
WLS, Chicago, Ill.

O'HALLORAN, HAL, JR.
WMRN, Marion, O.

OHLSSEN, GUS
KQW, San Jose, Calif.

OLSON, RAY
WOW, Omaha, Nebr.

OSBORNE, KARL
WADC, Akron, O.

OVENDEN, KEN
WEEL, Boston, Mass.

OWENS, DICK
WBAX, Wilkes-Barre, Pa.

OWENS, MOREY
WROK, Rockford, Ill.

O'WRIL, ROBERT
WLLH, Lowell-Lawrence, Mass.

OYER, ROBERT
WHKC, Columbus, O.

— P —

PAGE, TOM
WIBX, Utica, N. Y.

PAIGE, CARL
WIBC, Indianapolis, Ind.

PALLEN, ART
WWSW, Pittsburgh, Pa.

PALMER, GEORGE
WSAI, Cincinnati, O.

PARDO, DON
WNBC, New York, N. Y.

PARK, C. H. SR.
WJR, Detroit, Mich.

PARKER, CARL
WLLH, Lowell-Lawrence, Mass.

PARKER, EUGENE
WCOU, Lewiston, Me.

PARKER, JIMMY
WBRY, Waterbury, Conn.

PARKER, LEE
WGTM, Wilson, N. Car.

PARSONS, MARSHALL
WDOD, Chattanooga, Tenn.

PATCH, RUSS
WIND, Chicago, Ill.

PAUL, FRED
WTAR, Norfolk, Va.

PAUL, RALPH
WOR, New York, N. Y.

PAULIN, PIERRE R.
KDKA, Pittsburgh, Pa.

PAXTON, TOM
KGO, San Francisco, Calif.

PEARCE, JOE
KMLB, Monroe, La.

PEARCE, SAM
KOMO, Seattle, Wash.

PEARSON, FORT

Announcer, commentator; b. Tenn.; Mil. Sch.; Queen For A Day; Evening With Romberg; Carmen Cavallaro Shaeffer Parade.

PEARSON, TEX
NBC—King Cole Trio Time

PECK, EDWARD V.
WSPR, Springfield, Mass.

PEDEN, TOM
WIRE, Indianapolis, Ind.

PEEL, ROBERT
KNOE, Monroe, La.

PELLETIER, VINCENT
NBC—Masquerade

Chicago Symphony Orchestra

PENBERTHY, S. J., JR.
WJR, Detroit, Mich.

PENNEY, BILL
WATL, Atlanta, Ga.

PENROSE, BERNARD
WBAB, Atlantic City, N. J.

PERRIN, KEYES
WOR, New York, N. Y.

PERRY, DAVID
WPAT, Paterson, N. J.

PERRY, GEORGE
WARM, Scranton, Pa.

PERRY, RUSS
WTOL, Toledo, O.

PETERS, ROBERT
WFAS, White Plains, N. Y.

PETERSON, JIM
KSL, Salt Lake City, Utah

PETERSON, PETE
WNAX, Yankton, S. D.

PETERSON, WALTER
KGGM, Albuquerque, N. M.

PETRIE, HOWARD
CBS — Blondie, Durante & Moore

PETTAY, FRAN
WHK, Cleveland, O.

PEYTON, STANLEY
WJW, Cleveland, O.

PHARR, BILL
KFDM, Beaumont, Tex.

PFEIFFER, BOB
WMT, Cedar Rapids, Ia.

PERIFER, LEWIS
KFRC, San Francisco, Calif.

PHILLIPS, BOB
KFI, Los Angeles, Calif.

PHILLIPS, BRADLEY
WQXR, New York, N. Y.

PHILLIPS, DON
KXOK, St. Louis, Mo.

PHILLIPS, LEE
WCAE, Pittsburgh, Pa.

PHILLIPS, OREL
KDON, Monterey, Calif.

PIERSON, BILL
WHKK, Akron, O.

PIERSON, JOE
WFBM, Indianapolis, Ind.

PIRNIE, DUNCAN
WQXR, New York, N. Y.

PITTENGER, RICHARD M.
WFEM, Indianapolis, Ind.

PLUMMER, BILL
KDYL, Salt Lake City, Utah

POLLARD, JIM
WEEL, Boston, Mass.

POLLARD, ROBERT
KTAR, Phoenix, Ariz.

POSKA, AL
KFI, Los Angeles, Calif.

POSSON, BYRON
KFRC, San Francisco, Calif.

POUCHER, WAYNE
WCSC, Charleston, S. C.

POWELL, KEN
WOR, New York, N. Y.

POWER, THOMAS
WMUR, Manchester, N. H.

POWERS, RALPH
WFBR, Baltimore, Md.

PRESBY, ARCHIE
NBC—Smilin' Ed McConnell

PRENDERGAST, ED
WBSB, Pensacola, Fla.

PRICE, PAUL
WGL, Fort Wayne, Ind.

PROCESS, LOUIS
WSAU, Wausau, Wisc.

PROCTOR, HAL
WCAO, Baltimore, Md.

PROVENSEN, RICHARD
KFRE, Fresno, Calif.

PROVOST, ERIC
WSPB, Sarasota, Fla.

PRYOR, RICHARD
KTBC, Austin, Tex.

PUDNEY, EARLE
WGY, Schenectady, N. Y.

PULLIAM, JACK
WQAM, Miami, Fla.

PURCELL, CHARLES W.
WCAO, Baltimore, Md.

PLYLE, HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUADE, WARREN
WJHL, Johnson City, Tenn.

QUAVE, MORRIS
WDEF, Chattanooga, Tenn.

QUICK, BEN
WTOG, Savannah, Ga.

QUINN, MELVIN
WBAL, Baltimore, Md.

QUINN, JACK
WMRN, Marion, O.

QUINN, PAT
WPAG, Ann Arbor, Mich.

QUINN, ROBERT
WKBZ, Muskegon, Mich.

QUORTIN, ERWIN
WMVG, Milledgeville, Ga.

— R —

RABB, JACK
WKMO, Kokomo, Ind.

RADLEY, JIM
KWBW, Hutchinson, Kans.

RAGLE, GENE
WCOL, Columbus, O.

RAINEY, DON
WAPO, Chattanooga, Tenn.

RAMSEY, FORREST
WFTC, Kinston, N. C.

RANDOLPH, JOHN
WRAL, Raleigh, N. C.

RANEY, WALTER
WRC, Washington, D. C.

RASHALL, CHARLES
KFEL, Denver, Colo.

RAST, MALCOLM
WCOS, Columbia, S. C.

RAWLS, CHARLIE
WSLI, Jackson, Miss.

ANNOUNCERS

RAWSON, ROBERT
WIND, Chicago, Ill.

RAY, CURT
KWK, St. Louis, Mo.

RAYEL, JACK
NBC

RAYMOND, EARL
WGY, Schenectady, N. Y.

RECTOR, BRUCE
WAGE, Syracuse, N. Y.

REDDING, GORDON
WBEN, Buffalo, N. Y.

REDUS, JACK
KBTM, Jonesboro, Ark.

REED, GEORGE
KFSD, San Diego, Calif.

REED, LYLE
WAAT, Newark, N. J.

REED, PAUL
KFJ, Grand Junction, Colo.

REICH, EDWARD
WOWO, Fort Wayne, Ind.

RED, RALPH
WNOX, Knoxville, Tenn.

REIG, HOWARD
WGY, Schenectady, N. Y.

REIMERS, ED
WBEN, Buffalo, N. Y.

REITER, FRED
WFLA, Tampa, Fla.

REYNOLDS, CARROLL
WSBT, South Bend, Ind.

REYNOLDS, CARTER
KRNT, Des Moines, Ia.

REYNOLD, GENE
KGKO, Ft. Worth, Tex.

RICAU, LIONEL
WSM, Nashville, Tenn.

RICE, ALFRED J.
WBIG, Greensboro, N. C.

RICE, CHARLES S.
WBAL, Baltimore, Md.

RICE, JARVIS
WGY, Schenectady, N. Y.

RICH, MIKE
WTRY, Troy, N. Y.

RICHARDS, FLOYD
WTIC, Hartford, Conn.

RICHBURG, JOHN
WLAC, Nashville, Tenn.

RIDGE, JACK
WWDC, Washington, D. C.

RIGGS, GLENN

Announcer MC; b. McKeesport, Pa., Jul. 12, 1907; Juniata Coll.; My True Story (ABC); Hop Harrigan (MBS); Boston Blackie (ABC); Thin Man (CBS); Philco Hall of Fame (ABC).

RITTER, MAL, JR.
NBC

RISSLING, ROBERT
WBZ-WBZA, Boston, Mass.

ROBBINS, BILL
WCKY, Cincinnati, O.

ROBBINS, FRED

Announcer; b. Baltimore, Md., Sept. 28, 1918; Baltimore City Coll.; Univ. of Baltimore; LL Degree; Teentimers Club; 1280 Club.

ROBERTS, BRUCE

KMJ, Fresno, Calif.

ROBERTS, CHARLES

WGAR, Cleveland, O.

ROBERTS, CHARLES S.
WLAC, Nashville, Tenn.

ROBERTS, CLIFF
WTMJ, Milwaukee, Wisc.

ROBERTS, DON
WDAF, Kansas City, Mo.

ROBERTS, HOWDY
WMT, Cedar Rapids, Ia.

ROBERTS, JERRY
WAAT, Newark, N. J.

ROBERTS, JIM
WBBC, Canton, O.

ROBERTS, KEN
NBC—Phillip Morris Presents Margaret Whiting with Jerry Gray's Orchestra

ROBERTS, PAUL K.
WFBC, Indianapolis, Ind.

ROBERTS, PETER
KYW, Philadelphia, Pa.

ROBERTS, STAN
WQXR, New York, N. Y.

ROBERTS, WAYNE
KGW, Portland, Ore.

ROBINETTE, MAX
WLAR, Athens, Tenn.

ROCHE, BILL
WFER, Baltimore, Md.

ROCHESTER, M. M.
KGNC, Amarillo, Tex.

RODDA, WALTER
WKAT, Miami Beach, Fla.

RODDY, JAMES
WLLH, Lowell-Lawrence, Mass.

RODGERS, CLIFF
WHK, Akron, O.

RODGERS, DAVE
WFBC, Indianapolis, Ind.

RODGERS, TOM
KYW, Philadelphia, Pa.

ROEDEL, JOHN
WISH, Indianapolis, Ind.

ROEN, LOUIS
WMAQ, Chicago, Ill.

ROGERS, BILL
CBS

ROLL, RICHARD
WTAM, Cleveland, O.

ROOT, HUGH
KOB, Albuquerque, N. M.

ROPPOLO, MICHAEL
KTSB, Shreveport, La.

ROSAMOND, ROBERT
WTBO, Cumberland, Md.

ROSE, JOHN
WHK, Cleveland, O.

ROSE, JOHN
WROL, Knoxville, Tenn.

ROSE, DONALD
WMAL, Washington, D. C.

ROSS, DAVID

MBS—Morton Downey Show
NBC-CBS-ABC

ROSS, PAUL
KRLD, Dallas, Tex.

ROUSE, BOB
KWFT, Wichita Falls, Tex.

ROUSE, ROBERT
KGKO, Ft. Worth, Tex.

ROUSH, SIGEL A.
WHIO, Dayton, O.

ROVICK, JOHN
WSPD, Toledo, O.

ROWAN, ROY
CBS, Hollywood, Calif.

ROWE, RALPH W.
KMPC, Los Angeles, Calif.

ROWLAND, FRANKLIN
WWJ, Detroit, Mich.

ROY, MICHAEL

(Brant, Roy H.); Announcer, MC; b. Hanaford, N. Dak., Jul. 18, 1913; Univ. of N. Dak., Jamestown Coll., Univ. of Minn.; Allen Young; Abbott & Cos-

tello; Vaughn Monroe Show; Spotlight Bands; Take It From There; Secret of a Gourmet (Tele); Football (Tele).

RUBENDALL, EVERETT
WRAK, Williamsport, Pa.

RUBIN, BERNARD
WTBO, Cumberland, Md.

RUDDOCK, BILL
WRVA, Richmond, Va.

RUMORE, JOE
WAPI, Birmingham, Ala.

RUSSELL, EARL
KXOA, Sacramento, Calif.

RUSSELL, JACK
KXEL, Waterloo, Ia.

RUSSELL, JOE
WELQ, Tupelo, Miss.

RUSSELL, TINY
WLAN, Lancaster, Pa.

RUSTICI, DON
WSTC, Stamford, Conn.

RUTH, JOHN
WARD, Johnstown, Pa.

RUTHERFORD, DAVID
KTHS, Hot Springs, Ark.

RUTLEDGE, CHARLES
WWVA, Wheeling, W. Va.

RUTLEDGE, WILLIAM
KTSB, Shreveport, La.

RYAN, JACK
WELL, New Haven, Conn.

RYAN, JOHNNY
KVOO, Tulsa, Okla.

RYAN, RUSSELL
WAAF, Chicago, Ill.

RYAN, TED
KGFJ, Hollywood, Calif.

RYDER, HUGH
WWSC, Glens Falls, N. Y.

— S —

SABIN, BOB
KDON, Monterey, Calif.

SACKET, HARRY
KUGN, Eugene, Ore.

SADLER, JOHN
WIRA, Fort Pierce, Fla.

SAGE, MICHAEL
WMCA, New York, N. Y.

SAGRAVES, HAROLD
WPAY, Portsmouth, O.

SALERNO, RICHARD G.
KGLU, Safford, Ariz.

SALISBURY, GRANT A.
KSAC, Manhattan, Kans.

SALTER, RUSS
WLS, Chicago, Ill.

SAMEK, PAUL
WDAE, Tampa, Fla.

SAMPSON, ALLEN
KFIZ, Fond du Lac, Wisc.

SAMS, RODNEY
KBIO, Burley, Idaho

SANDEFUR, WILLIAM
WBBS, Burlington, N. C.

SANDERS, BOB
WFOX, Milwaukee, Wisc.

SANDERS, ERNIE
WHO, Des Moines, Ia.

SANDERS, JACK
WSLI, Jackson, Miss.

SANDERS, JOHN
WLBH, Mattoon, Ill.

SANDERS, LEE
KLO, Ogden, Utah

SANDS, MICHAEL
WMBS, Uniontown, Pa.

SANFORD, TED
WGKV, Charleston, W. Va.

SATTERTHWAITE, DOYLE
WMFR, High Point, N. C.

ANNOUNCERS

- SAUNDERS, AL**
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**
WHOT, South Bend, Ind.
- SAUNDERS, BRUCE**
WKLK, Lexington, Ky.
- SAUNDERS, CARL**
KXLA, Pasadena, Calif.
- SAUNDERS, CHUCK**
WMLT, Dublin, Ga.
- SAUNDERS, GIL**
WBHY, Appleton, Wisc.
- SAUNDERS, John**
WTOD, Toledo, O.
- SAUNDERS, LEE**
KLO, Ogden, Utah
- SAUNDERS, WARREN**
WKXL, Concord, N. H.
- SAUNDERS, WILLIAM**
WTRY, Troy, N. Y.
- SAURESSIG, BOB**
KFOX, Long Beach, Calif.
- SAVAGE, JOHN**
WCAP, Asbury Park, N. J.
- SAVINSKI, WALTER**
WJMS, Ironwood, Mich.
- SAXON, JIM**
WCOA, Pensacola, Fla.
- SAXON, JOE**
WPAD, Paducah, Ky.
- SAYLES, FRED**
WAAT, Newark, N. J.
- SAYRE, BUD**
WFN, Findlay, O.
- SAYRE, MAX**
KTRB, Modesto, Calif.
- SCALA, EDDIE**
WNEF, Binghamton, N. Y.
- SCANLON, ART**
WAAT, Newark, N. J.
- SCARBOROUGH, LARRY**
WMBR, Jacksonville, Fla.
- SCHAEFFER, MARTIN E.**
WSON, Henderson, Ky.
- SCHARDT, HERB**
KFUO, Clayton, Mo.
- SCHAUGHENCY, EDWIN L.**
KDKA, Pittsburgh, Pa.
- SCHBELCA, LES**
WORD, Spartanburg, S. C.
- SCHENKEL, CHRIS**
WKBV, Muncie, Ind.
- SCHERER, JOSEPH**
KCRT, Trinidad, Colo.
- SCHILBE, PAT**
WAZL, Hazleton, Pa.
- SCHIRMER, E. CARLETON**
KFEQ, St. Joseph, Mo.
- SCHLEUTER, ED**
WPAV, Portsmouth, O.
- SCHLOEMAN, LILLIAN**
KOAC, Corvallis, Ore.
- SCHMITZ, HAROLD**
WBAA, West Lafayette, Ind.
- SCHNEIDER, RAY**
WWSW, Pittsburgh, Pa.
- SCHNEIDER, TED**
WHN, New York, N. Y.
- SCHOONCRAFT, BILL**
WAPO, Chattanooga, Tenn.
- SCHOOLEY, IVAN**
KOA, Denver, Colo.
- SCHOONOVER, JAMES**
KEIO, Pocatello, Idaho
- SCHOREGGE, CHUCK**
KPYR, Bismarck, N. D.
- SCHREFFLER, ROBERT**
WHKC, Columbus, O.
- SCHREINER, RAY**
WBTM, Danville, Va.
- SCHRIMPE, PAUL**
KWOS, Jefferson City, Mo.
- SCHROCK, ALLAN**
KFJB, Marshalltown, Ia.
- SCHULTZ, JOHN**
WSAU, Wausau, Wisc.
- SCHUSTER, PAUL**
WKBB, Dubuque, Ia.
- SCHWABB, ROBERT**
WGGG, Gainesville, Ga.
- SCHWARTZ, IRVING**
KNOE, Monroe, La.
- SCHWEIZER, J. L.**
WJR, Detroit, Mich.
- SCOFIELD, CARTER**
WDBO, Orlando, Fla.
- SCOTT, ARTHUR**
WKXL, Concord, N. H.
- SCOTT, BILL**
WLAT, Conway, S. C.
- SCOTT, BYRON**
WTMV, East St. Louis, Ill.
- SCOTT, DAVE**
KQV, Pittsburgh, Pa.
- SCOTT, DICK**
WDAN, Danville, Ill.
- SCOTT, EDWARD**
KVVR, Seattle, Wash.
- SCOTT, ELMER**
WDLF, Panama City, Fla.
- SCOTT, FRED**
WKNA, Charleston, W. Va.
- SCOTT, GEORGE**
WGAC, Augusta, Ga.
- SCOTT, JACK**
KWG, Stockton, Calif.
- SCOTT, JERRY**
WNOX, Knoxville, Tenn.
- SCOTT, JOHN**
WOR, New York, N. Y.
- SCOTT, ROBERT**
WCAP, Asbury Park, N. J.
- SCOTT, WILLARD**
KMOX, St. Louis, Mo.
- SCOVEL, LLOYD**
KXOA, Sacramento, Calif.
- SEA, TOM**
KGBS, Harlingen, Tex.
- SEAMAN, NEAL**
WGBB, Freeport, N. Y.
- SEARLES, TOM**
KELO, Sioux Falls, S. D.
- SEARS, JERRY**
WATL, Atlanta, Ga.
- SEASHOLTZ, PAUL**
WFUN, Huntsville, Ala.
- SEAVEY, CECIL**
KOA, Denver, Colo.
- SEBASTIAN, CHARLES**
WLS, Chicago, Ill.
- SEE, JACK**
WPAR, Parkersburg, W. Va.
- SEIFERD, CHARLES**
KWTO, Springfield, Mo.
- SELBY, LYLE**
WINX, Washington, D. C.
- SELDEN, GEORGE**
WRBL, Columbus, Ga.
- SELL, BILL**
WFMD, Frederick, Md.
- SELLARS, JACK**
WNOX, Knoxville, Tenn.
- SELLEY, ART**
WAPO, Chattanooga, Tenn.
- SELTZER, EVERETT**
WONS, Hartford, Conn.
- SEMPLE, DICK**
KELO, Sioux Falls, S. D.
- SERRELL, NED**
KALL, Salt Lake City, Utah
- SERWIN, JAY**
WLAW, Lawrence, Mass.
- SEVERE, HOWARD**
WPIK, Alexandria, Va.
- SEWALL, BUD**
KFMB, San Diego, Calif.
- SEYMOUR, BILL**
WBMM, Chicago, Ill.
- SHACKELFORD, ROBERT**
KOH, Reno, Nev.
- SHACKLETON, ROBERT**
WKAR, East Lansing, Mich.
- SHADDOX, LEON**
KHOZ, Harrison, Ark.
- SHADWELL, CLAIR**
WIS, Columbia, S. C.
- SHAFFER, MAX**
WDAN, Danville, Ill.
- SHANAHAN, TOM**
WEMP, Milwaukee, Wisc.
- SHAND, JOHN V.**
WMBG, Richmond, Va.
- SHANNER, E. H.**
KOCY, Oklahoma City, Okla.
- SHANNON, PAUL**
WJOI, Florence, Ala.
- SHANNON, PAUL V.**
KDKA, Pittsburgh, Pa.
- SHAPARD, BILL**
WFAA, Dallas, Tex.
- SHAPLEIGH, GEORGE S.**
KGKO, Ft. Worth, Tex.
- SHARBUTT, DEL**
(Sharbutt Delbert E.); Announcer, MC; b. Cleburne, Tex., Feb. 16, 1912; Texas Christian Univ.; Jack Carson Show; Request Performance; Corliss Archer.
- SHARLAND, EARL**
WHDL, Olean, N. Y.
- SHARP, VERNON**
KVFB, Fort Dodge, Ia.
- SHARPE, BILL**
KWFT, Wichita Falls, Tex.
- SHARPE, ED**
WNEK, Macon, Ga.
- SHARPE, RAY**
KPOF, Denver, Colo.
- SHAVE, WAYNE**
KVOS, Bellingham, Wash.
- SHAVOR, FRED**
WOLF, Syracuse, N. Y.
- SHAW, CHARLES**
WOLF, Syracuse, N. Y.
- SHAW, EDDIE**
WFLA, Tampa, Fla.
- SHAW, GIL**
WMBG, Richmond, Va.
- SHAW, GORDON**
WMAL, Washington, D. C.
- SHAW, JOSEPH**
WAGC, Chattanooga, Tenn.
- SHAW, STAN**
ABC
- SHEARER, DONN**
KUIN, Grants Pass, Ore.
- SHEEHAN, WILLIAM**
WDRG, Hartford, Conn.
- SHEELER, MARK**
WHIT, New Bern, N. C.
- SHEELER, MARK**
WINC, Winchester, Va.
- SHELDON, HERB**
NBC—Honeymoon in N. Y.; Maggi's Private Wire; Eileen Barton Show; Fred Waring Show
- SHELDON, HOWARD**
WBNY, Buffalo, N. Y.
- SHELDON, JACK**
WKRC, Cincinnati, O.
- SHELDON, WALT**
KOAT, Albuquerque, N. Mex.
- SHELLEY, ROBERT**
WLOK, Lima, O.

ANNOUNCERS

- SHELLEY, WILSON**
KRLD, Dallas, Tex.
- SHELTON, JIM**
WIBC, Indianapolis Ind.
- SHEPARD DICK**
WQXR, New York, N. Y.
- SHEPHERD, JEAN**
WTOG, Toledo, O.
- SHEPPARD, DAVIS**
WDAR, Savannah, Ga.
- SHEPPARD, ED**
WTAR, Norfolk, Va.
- SHERIDAN, JACK**
KFJB, Marshalltown, Ia.
- SHERMAN, BARRY**
WRVA, Richmond, Va.
- SHERMAN, BILL**
WAAT, Newark, N. J.
- SHERMAN, BILL**
WPAR, Parkersburg, W. Va.
- SHERMAN, CLAIRE**
WSAJ, Clevel. City, Pa.
- SHERMAN, RAY**
KFNF, Shenandoah, Ia.
- SHERMAN, WINTHROP**
WOL, Washington D. C.
- SHERRY, BOB**
NBC
- SHERWOOD, DON**
WMRN, Marion, O.
- SHIMP, BURT**
WSAZ, Huntington, W. Va.
- SHIPLEY, GENE**
WIBW, Topeka, Kans.
- SHIRK, BRADLAH**
KCHS, Hot Springs, N. M.
- SHIRK, REGINALD**
KCHS, Hot Springs, N. M.
- SHIEVER, JACK L.**
WMGA, Moultrie, Ga.
- SHOECRAFT, WILLARD**
KWJB, Globe, Ariz.
- SHOEMAKER, RALPH D.**
WBAB, Atlantic City, N. J.
- SHORT, FRANK**
WFUN, Huntsville, Ala.
- SHORT, JOSEPH**
WHCU, Ithaca, N. Y.
- SHORT, ROBERT**
WHCU, Ithaca, N. Y.
- SHREVE, ROBERT**
WOWO, Fort Wayne, Ind.
- SHREVE, THERON W.**
KSTT, Davenport, Ia.
- SHUE, PAUL**
WTON, Staunton, Va.
- SHUMWAY, JAMES**
WTSP, St. Petersburg, Fla.
- SHUMWAY, HI**
WJOB, Hammond, Ind.
- SHUTE, ELDEN H., JR.**
WTVL, Waterville, Me.
- SHUTTS, WILLIAM F.**
KDFN, Casper, Wyo.
- SHYERS, RICHARD**
KCVB, Lodi, Calif.
- SIEVERS, ROBERT**
WOWO, Fort Wayne, Ind.
- SILMAN, JIMMY**
KFYO, Lubbock, Tex.
- SIMMONS, DICK**
WHDL, Olean, N. Y.
- SIMMONS, JAMES**
KWKH, Shreveport, La.
- SIMMONS, MARSHALL**
WIOD, Miami, Fla.
- SIMON, ERNIE**
WITH, Baltimore, Md.
- SIMPSON, JOHN**
NBC
- SIMPSON, CARY**
WHUN, Huntingdon, Pa.
- SIMPSON, CHUCK**
WCSC, Charleston, S. C.
- SIMS, JAY**
NBC—Ask Me Another
- SIMS, SAM**
WFBM, Indianapolis, Ind.
- SINCLAIR, DICK**
KUTA, Salt Lake City, Utah
- SINCLAIR, HAROLD**
WEXL, Royal Oak, Mich.
- SINGER, LAN**
WLEE, Richmond, Va.
- SINGER, SHEL**
KTRI, Sioux City, Ia.
- SINGLETON, AL**
KHBG, Okmulgee, Okla.
- SIPES, LEON**
KELD, El Dorado, Ark.
- SITRICK, JOE**
WBHF, Rock Island, Ill.
- SISSON, FRANKLIN**
WKLA, Ludington, Mich.
- SJOBERG, RAY**
WFEA, Manchester, N. H.
- SKARSTEDT, VANCE**
KLX, Oakland, Calif.
- SKELTON, JOHN R.**
KLOK, San Jose, Calif.
- SKETCHLEY, R. G.**
WCHV, Charlottesville, Va.
- SKILTON, DAN**
WISE, Asheville, N. C.
- SKINNER, GEORGE**
WLW, Cincinnati, O.
- SKINNER, PAUL**
WFMJ, Milwaukee, Wis.
- SKOGSBERGH, EASTON**
KOMO, Seattle, Wash.
- SLACK, EDWARD J.**
KUSD, Vermillion, S. D.
- SLADE, DICK**
WBBM, Chicago, Ill.
- SLAGLE, JOHN**
ABC—Quizdom Class
- SLAPPEY, SIDNEY W.**
KFMB, San Diego, Calif.
- SLATE, CHARLES H.**
WBIG, Greensboro, N. C.
- SLATER, BILL**
NBC—The Dunninger Show
- SLATER, NORVELL**
KGKO, Ft. Worth, Tex.
- SLATER, NORVELL**
WFAA, Dallas, Tex.
- SLATTER, BILL**
WMIS, Natchez, Miss.
- SLATTERY, BART**
WIL, St. Louis, Mo.
- SLATTERY, JACK**
CBS—House Party
- SLATTON, JOHN L.**
WFNC, Fayetteville, N. C.
- SMALL, MARSHALL**
KUTA, Salt Lake City, Utah
- SMALLWOOD, JAMES G.**
WKBZ, Muskegon, Mich.
- SMITH, ART**
WLLH, Lowell-Lawrence, Mass.
- SMITH, ARTHUR W.**
WNEB, Worcester, Mass.
- SMITH, BRUCE**
WMJM, Cordele, Ga.
- SMITH, BUD**
KVSO, Ardmore, Okla.
- SMITH, BURLEIGH**
KGFJ, Hollywood, Calif.
- SMITH, BURRELL**
WGY, Schenectady, N. Y.
- SMITH, CAL**
KROC, Rochester, Minn.
- SMITH, CLAYTON**
WAGM, Presque Isle, Me.
- SMITH, COURTNEY**
KQV, Pittsburgh, Pa.
- SMITH, C. V.**
WGBG, Greensboro, N. C.
- SMITH, DALE**
KOMO, Seattle, Wash.
- SMITH, DAVE**
KTBC, Austin, Tex.
- SMITH, DAVE**
WSTC, Stamford, Conn.
- SMITH, DERWOOD**
KWIL, Albany, Ore.
- SMITH, EDWARD**
WOSH, Oshkosh, Wisc.
- SMITH, FRANCIS**
KODL, The Dalles, Ore.
- SMITH, FRANK BAIRD**
WLBC, Muncie, Ind.
- SMITH, FRED**
WOWO, Fort Wayne, Ind.
- SMITH, HAROLD**
WPIC, Sharon, Pa.
- SMITH, HARRY**
KANS, Wichita, Kans.
- SMITH, HERMAN**
WIBV, Belleville, Ill.
- SMITH, HUBERT**
KFFA, Helena, Ark.
- SMITH, J. EDWIN**
KGKB, Tyler, Tex.
- SMITH, VERNE**
NBC—Dennis Day, Judy Canova
CBS — The Adventures of Ozzie & Harriet
- SMITH, LEE**
WACE, Chicopee, Mass.
- SMITH, LEE**
WMAS, Springfield, Mass.
- SMITH, MAX**
KFJB, Marshalltown, Ia.
- SMITH, PAUL**
WSIX, Nashville, Tenn.
- SMITH, REED**
WSUA, Bloomington, Ind.
- SMITH, ROBERT**
WCOL, Columbus, O.
- SMITH, ROBERT**
WSBT, South Bend, Ind.
- SMITH, ROLLIN C.**
WNEB, Worcester, Mass.
- SMITH, STAN**
WLIB, New York, N. Y.
- SMITH, WHEELER M.**
KOL, Seattle, Wash.
- SMITH, WILLIAM**
KFOX, Long Beach, Calif.
- SMITH, WINFRED**
WVVA, Wheeling, W. Va.
- SMOOT, WALTER**
WMMN, Fairmont, W. Va.
- SMYTH, BLEWETT**
K TSA, San Antonio, Tex.
- SMYTH, NEWTON S.**
WCRS, Greenwood, S. C.
- SNELLGROVE, CARL**
WDLF, Panama City, Fla.
- SNELLGROVE, TOMMY**
WBML, Macon, Ga.
- SNOW, BOB**
WMMJ, Peoria, Ill.
- SNOW, GILBERT**
WCHS, Portland, Me.
- SNOW, ROBERT**
WSIV, Pekin, Ill.
- SNOWDEN, CHARLIE**
WAJR, Morgantown, W. Va.
- SNOWDEN, WILLIAM A.**
WTAL, Tallahassee, Fla.
- SNYDER, J. M.**
WFBG, Altoona, Pa.
- SNYDER, JOE**
WKBH, La Crosse, Wisc.
- SOARES, EUGENE**
WSPD, Toledo, O.

ANNOUNCERS

- SODEN, JAMES**
WWSC, Glens Falls, N. Y.
- SOET, PENNY**
WICA, Ashtabula, O.
- SOLO, DAN**
KOLO, Reno, Nev.
- SORRELL, WM.**
WKAR, East Lansing, Mich.
- SOWINSKI, JAMES**
WIRA, Fort Pierce, Fla.
- SPANGLER, ELDEN**
WHUM, Reading, Pa.
- SPARKS, CHARLES M.**
WCRS, Greenwood, S. C.
- SPARKS, GORDON**
WEXL, Royal Oak, Mich.
- SPARROW, JOHN W.**
WCAT, Rapid City, S. D.
- SPAUDING, RICHARD B.**
WHLI, Niagara Falls, N. Y.
- SPAVENTO, CARL**
WBNY, Buffalo, N. Y.
- SPEARS, CHARLIE**
WORD, Spartanburg, S. C.
- SPEIDEL, LIONEL D.**
KWOC, Poplar Bluff, Mo.
- SPENCER, MILTON**
WFLA, Tampa, Fla.
- SPENGLER, HAROLD C.**
WCRS, Greenwood, S. C.
- SPENGLER, K. E.**
WCVS, Springfield, Ill.
- SPIEGLE, STAN**
KXRO, Aberdeen, Wash.
- SPINA, JOE**
WSAZ, Huntington, W. Va.
- SPRAGUE, W. B., JR.**
KAND, Corsicana, Tex.
- SPRY, EUGENE**
WTAX, Springfield, Ill.
- SQUIRES, ALONZO G.**
WAYS, Charlotte, N. C.
- STAHL, PHILIP**
WQXR, New York, N. Y.
- STALLARD, DAL**
KCMO, Kansas City, Mo.
- STAMPER, GILBERT**
WAIR, Winston-Salem, N. C.
- STAMPER, WARREN**
WIL, St. Louis, Mo.
- STANFORD, BOB**
WFAA, Dallas, Tex.
- STAMPER, BILL**
WDEF, Chattanooga, Tenn.
- STANBAUGH, HENRY**
WAGA, Atlanta, Ga.
- STANLEY, BILL**
KNOE, Monroe, La.
- STANLEY, BOB**
KFOX, Long Beach, Calif.
- STANLEY, ROBERT**
KVEC, San Luis Obispo, Calif.
- STANLEY, WINN**
WOOD, Grand Rapids, Mich.
- STANTON, FRED**
KUJ, Walla Walla, Wash.
- STANTON, PAT**
WDAS, Philadelphia, Pa.
- STANTON, PETER**
WJPA, Washington, Pa.
- STANTON, WELCOME**
WCPS, Tarboro, N. C.
- STAPLETON, BERNARD**
WSYR, Syracuse, N. Y.
- STAPLETON, W. A.**
KFPW, Fort Smith, Ark.
- STARBUCK, BERYL**
WMT, Cedar Rapids, Ia.
- STARK, CHARLES R.**
Radio announcer; b. Reading, Pa., Sept. 11 1912; Bob Hawk Radio Show; Can You Top This; When A Girl Marries; CBS News; Vanderverter WOR News; Town Meeting Of The Air.
- STARK, HAL**
WSTV, Pekin, Ill.
- STARK, LESLIE**
KVOD, Denver, Colo.
- STARK, RICHARD S.**
Announcer, writer, producer; b. Grand Rapids, Mich., Nov. 11, 1911; Cornell Univ., B.A. Degree; Jean Sablon; Pepper Young's Family; Joyce Jordan, MD; Portia Faces Life; Hour of Charm; Frank Sinatra.
- STARLING, DAVE**
KFI, Los Angeles, Calif.
- STARINES, JACK**
WPKY, Hickory, N. C.
- STARR, ED**
WBIR, Knoxville, Tenn.
- STARR, HAROLD**
KXL, Portland, Ore.
- STARR, LONNY**
WFBR, Baltimore, Md.
- STEADMAN, BILL**
WCOV, Montgomery, Ala.
- STEADMAN, BILL**
WGWG, Selma, Ala.
- STEARNS, TED**
WKNE, Keene, N. H.
- STEELE, BOB**
WIBV, Belleville, Ill.
- STEELE, BOB**
WTIC, Hartford, Conn.
- STEELE, LOU**
WVNR, Beckley, W. Va.
- STEFFENS, BEN**
KOLO, Reno, Nev.
- STEFFENS, ART JR.**
KWNO, Winona, Minn.
- STEIS, BILL**
WJBO, Baton Rouge, La.
- STELL, BILL**
WRNL, Richmond, Va.
- STEPHENS, HAROLD**
WMBG, Richmond, Va.
- STEPHENS, STEVE**
KVOE, Santa Ana, Calif.
- STEPHENSON, BOB**
KTHT, Houston, Tex.
- STERLING, LEN**
CBS—FBI in Peace and War
ABC—Pot o' Gold
WOR—Fred Vanderverter News
ABC — Sammy Kaye's Sunday Serenade
- STERN, DICK**
WKAT, Miami Beach, Fla.
- STERRETT, ROBERT**
WTON, Staunton, Va.
- STEUER, DAN**
KPDN, Pampa, Tex.
- STEVENS, ALBERT**
WHUM, Reading, Pa.
- STEVENS, ALSTON**
WITH, Baltimore, Md.
- STEVENS, DICK**
KYSM, Mankato, Minn.
- STEVENS, DONALD**
WMUR, Manchester, N. H.
- STEVENS, DON L.**
WQUA, Moline, Ill.
- STEVENS, ED**
WARL, Arlington, Va.
- STEVENS, FRANK**
KPAB, Laredo, Tex.
- STEVENS, GEORGE**
KNOW, Austin, Tex.
- STEVENS, LEN**
WNLC, New London, Conn.
- STEVENS, RALPH**
WTMA, Charleston, S. C.
- STEVENS, RICHARD**
WCAL, Northfield, Minn.
- STEVENSON, HERMAN**
KWG, Stockton, Calif.
- STEVENSON, PAUL**
KROD, El Paso, Tex.
- STEWART, ALAN**
WTEL, Philadelphia, Pa.
- STEWART, BOB**
WBRY, Waterbury, Conn.
- STEWART, DEANE**
KQW, San Jose, Calif.
- STEWART, DICK**
WONS, Hartford, Conn.
- STEWART, JAY**
NBC—Truth or Consequences; What's Doin' Ladies?
- STEWART, LEE**
KMBC, Kansas City, Mo.
- STEWART, PAUL**
KFWB, Hollywood, Calif.
- STEWART, RICHARD**
WARD, Johnstown, Pa.
- STEWART, RUSS**
KFI, Los Angeles, Calif.
- STEWART, TOM**
WSM, Nashville, Tenn.
- STEWART, WILLIAM V.**
WCCO, Minneapolis, Minn.
- STONE, VIRGIL E.**
KGKB, Tyler, Tex.
- STILLE, BERT**
WHKC, Columbus, O.
- STILLER, HERB**
KLX, Oakland, Calif.
- STOKEY, MICHAEL**
ABC
- ST. GEORGE, DORIAN**
ABC
- STITT, WAYNE**
KCKN, Kansas City, Mo.
- STOCKDALE, BOB**
WAGE, Syracuse, N. Y.
- STOLLER, STAN**
WWDC, Washington, D. C.
- STONE, CHARLES**
KMPC, Los Angeles, Calif.
- STONE, ERNEST**
WMCA, New York, N. Y.
- STONE, GEORGE**
WMAQ, Chicago, Ill.
- STONER, PETE**
WTIC, Hartford, Conn.
- STONER, ROBERT**
WKOK, Sunbury, Pa.
- STORY, BOB**
WSAP, Portsmouth, Va.
- STORZ, TODD**
KWBW, Hutchinson, Kans.
- STOUT, ALLEN**
WROL, Knoxville, Tenn.
- STOWERS, FRANK**
WHIS, Bluefield, W. Va.
- STOWERS, JAMES JR.**
WFEB, Sylacauga, Ala.
- STRATTON, ALAN**
WAAT, Newark, N. J.
- STRATTON, CHARLES**
WHOP, Hopkinsville, Ky.
- STRATTON, HERB**
KTKC, Visalia, Calif.
- STRAUSS, WILLIAM**
WQXR, New York, N. Y.
- STRINGFELLOW, DOUG**
KLO, Ogden, Utah
- STROH, SAM**
WHUN, Huntingdon, Pa.
- STROMWALL, HAL**
WLWL, Minneapolis, Minn.
- STRONG, ALAN**
WNEW, New York, N. Y.
- STROPE, ARNOLD**
WFHR, Wisconsin Rapids, Wis.
- STROSHINE, ROBERT A.**
WSPR, Springfield, Mass.

ANNOUNCERS

- STROTHMAN, BILL**
KGVO, Missoula, Mont.
- STUART, ALLEN**
WMCA, New York, N. Y.
- STUART, CHET**
KFJI, Klamath Falls, Ore.
- STUART, STREETER**
WBZ-WBZA, Boston, Mass.
- STUBBLEFIELD, BILL**
WACO, Waco, Tex.
- STUDNEY, ED**
WOL, Washington, D. C.
- STUHLMAN, FRANK**
WVIC, Hartford, Conn.
- STULLA, WM.**
KFI, Los Angeles, Calif.
- STURGIS, NORMAN**
KGKL, San Angelo, Tex.
- STUTES, MARION**
WKZO, Kalamazoo, Mich.
- STUTZ, CARL**
WLEE, Richmond, Va.
- STUTZ, ELWOOD**
WIBG, Philadelphia, Pa.
- SUGAR, DICK**
WEVD, New York, N. Y.
- SULLIVAN, CHARLES**
WMC, Memphis, Tenn.
- SULLIVAN, THOMAS J.**
WEPM, Martinsburg, W. Va.
- SUMMERS, JOE**
KVOD, Denver, Colo.
- SUNDY, RAY**
KRBC, Abilene, Tex.
- SUTHERLAND, SAM**
WISN, Milwaukee, Wis.
- SUTHERLAND, WILBUR**
KDKA, Pittsburgh, Pa.
- SVEHLA, WALT**
WQAM, Miami, Fla.
- SWAN, ROBERT**
ABC
- SWANSON, DICK**
WOPI, Bristol, Tenn.
- SWANSON, JOEL**
KPAC, Port Arthur, Tex.
- SWECKER, LEROY**
KBMV, Billings, Mont.
- SWEENEY, B. J.**
WHKC, Columbus, O.
- SWETZER, JIM**
WAUX, Waukesha, Wis.
- SWIFT, HARRY**
WSOY, Decatur, Ill.
- SWIHART, WALT**
WING, Dayton, O.
- SWINEFORD, JACK**
ABC
- SWISS, DAN J.**
WRRN, Warren, O.
- SWOPE, RALPH**
WDJB, Roanoke, Va.
- SYKES, MAL**
KFBK, Sacramento, Calif.
- SZYMCZAK, ANTHONY**
WRJN, Racine, Wis.
- T —**
- TACKER, ARTHUR**
WKNE, Keene, N. H.
- TACY, ED**
WFIG, Sumter, S. C.
- TAGUE, VINCENT**
WSLB, Ogdensburg, N. Y.
- TAIT, ED**
KROP, Brawley, Calif.
- TAKLES, LOWELL**
WJHO, Opelika, Ala.
- TALBERT, JOHNNY**
WLOE, Leaksville, N. C.
- TALBOT, BILL**
KOIL, Omaha, Nebr.
- TALCOTT, MIQUE**
KRSC, Seattle, Wash.
- TALL, MARTIN**
KROW, Oakland, Calif.
- TAPLIN, PRESTON**
WHCU, Ithaca, N. Y.
- TATE, ART**
WAML, Laurel, Miss.
- TAYLER, PHIL**
WELO, Tupelo, Miss.
- TAYLOR, AL**
WCAU, Philadelphia, Pa.
- TAYLOR, DAVID MANN**
WEAU, Eau Claire, Wis.
- TAYLOR, DON**
WHEB, Portsmouth, N. H.
- TAYLOR, FRANK P.**
WSTV, Steubenville, O.
- TAYLOR, FRED**
KTRI, Sioux City, Ia.
- TAYLOR, GENE**
WHIT, New Bern, N. C.
- TAYLOR, GLENN**
WTOP, Washington, D. C.
- TAYLOR, JACK**
WGKV, Charleston, W. Va.
- TAYLOR, OWEN A.**
WRON, Ronceverte, W. Va.
- TAYLOR, PAT**
WMFR, High Point, N. C.
- TAYLOR, PAUL**
KDB, Santa Barbara, Calif.
- TAYLOR, PAUL**
WKAT, Miami Beach, Fla.
- TAYLOR, TOM**
WTCA, Ashtabula, O.
- TAYLOR, W. H.**
WGBG, Greensboro, N. C.
- TAYLOR, WILL**
WSBA, York, Pa.
- TAZELAAR, DAVID**
WKZO, Kalamazoo, Mich.
- TEAR, SIDNEY**
WCYB, Bristol, Tenn.
- TEAR, SIDNEY**
WISE, Asheville, N. C.
- TEAS, WALTER**
KVOO, Tulsa, Okla.
- TELLIER, FREDERIC**
WWON, Woonsocket, R. I.
- TENPENNY, RAY**
WMAQ, Chicago, Ill.
- TERRELL, JAMES T.**
KARK, Little Rock, Ark.
- TERRY, BOB**
WTMV, East St. Louis, Ill.
- TERRY, CHEM**
KGKO, Ft. Worth, Tex.
- TESCH, JOHN**
WBEN, Buffalo, N. Y.
- TESKA, NORMAN**
KFEL, Denver, Colo.
- THERINGER, GEORGE**
WBT, Charlotte, N. C.
- THIBEAULT, JOE**
WEAN, Providence, R. I.
- THOMAS, BOB**
WCNC, Elizabeth City, N. C.
- THOMAS, EARL**
WWSC, Glens Falls, N. Y.
- THOMAS, FRANK**
WBUY, Lexington, N. C.
- THOMAS, FRANK**
KFBC, Cheyenne, Wyo.
- THOMAS, FRAZIER**
WLW, Cincinnati, O.
- THOMAS, GARY**
KVMV, Twin Falls, Idaho
- THOMAS, GEORGE**
WCAU, Philadelphia, Pa.
- THOMAS, GEORGE**
WGH, Newport News, Va.
- THOMAS, GLENN**
WJEJ, Hagerstown, Md.
- THOMAS, GORDON**
WTMJ, Milwaukee, Wis.
- THOMAS, HAROLD**
KOMO, Seattle, Wash.
- THOMAS, JOHN**
WDLP, Panama City, Fla.
- THOMAS, KENNETH**
WLOE, Leaksville, N. C.
- THOMAS, KENNETH**
WLOK, Lima, O.
- THOMAS, LLOYD**
KHAAS, Hastings, Neb.
- THOMAS, MIKE**
WPIC, Sharon, Pa.
- THOMAS, PETE**
WMC, Memphis, Tenn.
- THOMAS, WM.**
KEOW, Ellensburg, Wash.
- THOMLINSON, ROBERT E.**
KGW, Portland, Ore.
- THOMPSON, CHUCK**
WIBG, Philadelphia, Pa.
- THOMPSON, ELWOOD S.**
WSPA, Spartanburg, S. C.
- THOMPSON, GAIL**
WBRW, Welch, W. Va.
- THOMPSON, GEORGE**
WELL, New Haven, Conn.
- THOMPSON, HAL**
WFAA, Dallas, Tex.
- THOMPSON, JIMMY**
KQW, Pittsburgh, Pa.
- THOMPSON, MARK**
WMBR, Jacksonville, Fla.
- THOMPSON, RAY**
KROC, Rochester, Minn.
- THOMPSON, ROY F.**
WFBG, Altoona, Pa.
- THOMPSON, TED**
KHUB, Watsonville, Calif.
- THORNE, RICHARD**
KALL, Salt Lake City, Utah
- THORNTON, CLARKE**
KFOR, Lincoln, Nebr.
- THORTON, HARRY**
WAGC, Chattanooga, Tenn.
- TICE, OLIN**
CBS
- TILLMAN, JOHN**
CBS
- TINCHER, THOMAS V.**
WRON, Ronceverte, W. Va.
- TINGLEY, IRVING**
KWNO, Winona, Minn.
- TOBIN, JOE**
WINS, New York, N. Y.
- TOBY, MARK**
WEVD, New York, N. Y.
- TODD, JIM**
KVOO, Tulsa, Okla.
- TOLBOE, KENT**
KOVO, Provo, Utah
- TOMALNE, PAUL**
WNYC, New York, N. Y.
- TOMICHS, MATHEW**
WBAL, Baltimore, Md.
- TOMLIN, W. O.**
KPOF, Denver, Colo.
- TOMLINSON, GEORGE**
WCED, Dubois, Pa.
- TONKEN, PHIL**
WOR, New York, N. Y.
- TOOTHMAN, NOLAN**
WBLK, Clarksburg, W. Va.
- TOPINKA, R. A.**
WSAU, Wausau, Wis.
- TORBERT, JOHN**
KONO, San Antonio, Tex.
- TORLAND, TOR**
KOA, Denver, Colo.
- TRALER, WILLIAM**
WCHS, Charleston, W. Va.
- TRAINER, KEMPER S.**
KCHS, Hot Springs, N. Mex.
- TRAINER, LEONARD R.**
KCHS, Hot Springs, N. Mex.

ANNOUNCERS

TRAVIS, JIM
WCNT, Centralia, Ill.

TREASTOR, LYMAN
KTKC, Visalia, Calif.

TRELOAR, DONALD C.
KGEZ, Kalispell, Mont.

TRIBLEY, MARION
WGTC, Greenville, N. C.

TRIGG, JACK
KCMC, Texarkana, Tex.

TRIMBLE, ADRIAN
WJBO, Baton Rouge, La.

TRIMBLE, JOHN
KFYO, Lubbock, Tex.

TRIPLETT, ED
KRLC, Lewiston, Idaho

TRIPPE, JAMES
WFUN, Huntsville, Ala.

TROJAK, EMIL
KCRT, Trinidad, Colo.

TROUT, STAN
WMBR, Jacksonville, Fla.

TRUERE, BOB
WCSC, Charleston, S. C.

TSCHUMY, GEORGE JR.
KKIN, Visalia, Calif.

TUCHOLKA, ED
WEBR, Buffalo, N. Y.

TUCKER, DICK
WEIM, Fitchburg, Mass.

TUCKER, TED
KTTS, Springfield, Mo.

TUELL, GORDON
KIRO, Seattle, Wash.

TUNIS, HAL
WAAT, Newark, N. J.

TUNNEL, JERRY
KFEL, Denver, Colo.

TUPPER, HOWARD
WGY, Schenectady, N. Y.

TUPPER, LAMONT
WCED, Dubois, Pa.

TUPPER, RALPH
WKBR, Manchester, N. H.

TURNER, AL
KVOP, Plainview, Tex.

TURNER, DON
KROS, Clinton, Ia.

TURNER, GRANT
WSM, Nashville, Tenn.

TURNER, HARRY
KGHL, Billings, Mont.

TURNER, HOWARD
WBT, Charlotte, N. C.

TURNER, HUGH
KGO, San Francisco, Calif.

TURNER, RALPH S.
KMPC, Los Angeles, Calif.

TURNER, WALTER
WVVA, Wheeling, W. Va.

TUTT, BOB
KXOA, Sacramento, Calif.

TUTTLE, ROGER, JR.
NBC

TYLER, WAYNE
WLVA, Lynchburg, Va.

TYROL, BOB
WTIC, Hartford, Conn.

TYSON, DAVE
WWSW, Pittsburgh, Pa.

— U —

ULMER, ROCH
KSTP, St. Paul-Minneapolis,
Minn.

UNDERHILL, GUY C.
KIUP, Durango, Colo.

UNDERWOOD, CHARLES
WMBS, Uniontown, Pa.

UPCHURCH, GEORGE
WDAR, Savannah, Ga.

UPSON, DAVID
WKRC, Cincinnati, O.

URBAN, DONALD
WCLO, Janesville, Wis.

UZZLE, BOOTH
WRNL, Richmond, Va.

— V —

VAILE, DAVE
Columbia Pacific—Fact Finder

VAILE, ROLAND
KCMJ, Palm Springs, Calif.

VALENTA, LEONARD
WFEN, Phila., Pa.

VALENTINE, DAN
WRUF, Gainesville, Fla.

VALENTINE, JIMMY
KSTP, St. Paul-Minneapolis,
Minn.

VALLE, DAN
WFAS, White Plains, N. Y.

VALLIN, JEAN
WATR, Waterbury, Conn.

VAN ALSTYNE, ANSON
WKBZ, Muskegon, Mich.

VANCE, JOHN
WGAC, Augusta, Ga.

VANDERHADEN, ROBERT
WATN, Watertown, N. Y.

VANDERHOOF, BRUCE
KVMV, Twin Falls, Idaho

VANDEVENTER, BOB
KVOO, Tulsa, Okla.

VanHOFEN, FRED
KEVR, Seattle, Wash.

VAN HORN, ARTHUR
WOR, New York, N. Y.

VAN KLEED, BOB
WOLF, Syracuse, N. Y.

VANN, FRANK
WTAR, Norfolk, Va.

VANNERSTROM, ORIS
KVOS, Bellingham, Wash.

VAN PARKS, JAMES
KTRB, Modesto, Calif.

VANRIB, STANLEY
WFVL, Hollywood, Calif.

VAN SALT, JOHN T.
WSAN, Allentown, Pa.

VAN SLYKE, HARRY
KGBS, Harlingen, Tex.

VARE, ALBERT
WAOV, Vincennes, Ind.

VARNER, HARRY
WISE, Asheville, N. C.

VASSEY, TOM
WMLT, Dublin, Ga.

VAUGHN, ART
WAGM, Presque Isle, Me.

VAUGH, HAYWOOD
KVSO, Ardmore, Okla.

VENELL, BILL
WHO, Des Moines, Ia.

VENRICK, GLENN
KGFL, Roswell, N. Mex.

VENSKE, LEONARD
KFAM, St. Cloud, Minn.

VERGES, MIKE
WDSU, New Orleans, La.

VERNASCO, TED
WHOT, South Bend, Ind.

VEST, DON
WGAC, Augusta, Ga.

VESTRO, AL
WWCO, Waterbury, Conn.

VICKERS, LEE
WTOP, Washington, D. C.

VIEHMAN, ED
WCCO, Minneapolis, Minn.

VIKTER, IRVIN
WJJD, Chicago, Ill.

VINCENT, PAT
WBTA, Batavia, N. Y.

VINES, LEE
CBS

VINES, LEE
KOL, Seattle, Wash.

VINSON, AL
KPAC, Port Arthur, Tex.

VINSON, JIMMIE
WRBL, Columbus, Ga.

VOGELMAN, ROY
WHA, Madison, Wis.

VOGL, RICHARD
WOI, Ames, Ia.

VOLHEYE, JACK
KWKW, Pasadena, Calif.

VOLZ, THEODORE
KPOF, Denver, Colo.

VON ZELL, HARRY
NBC—Eddie Cantor
NBC—Joan Davis
CBS—Dinah Shore

VREDEVELD, AL J.
WKBZ, Muskegon, Mich.

VRZAL, BOB
WJAG, Norfolk, Nebr.

— W —

WACKER, PHILLIP
KGA, Spokane, Wash.

WADE, JESS
KTT'S, Springfield, Mo.

WADE, OSBORNE C.
WKNE, Keene, N. H.

WADE, VIRGINIA
WCED, Dubois, Pa.

WAGES, JACK
KOY, Phoenix, Ariz.

WAGNER, BILL
WROL, Knoxville, Tenn.

WAGNER, BOB
WBNS, Columbus, O.

WAGNER, MURRAY
Columbia Pacific—Bob Gar-
red's News

WALDEN, HENRY
WNEW, New York, N. Y.

WALKER, BOB H.
WACO, Waco, Tex.

WALKER, DEAN
WLBC, Muncie, Ind.

WALKER, MERRILL
WKAR, East Lansing, Mich.

WALKER, PELON
KTEM, Temple, Tex.

WALKER, RODNEY
WBRW, Welch, W. Va.

WALL, RICHARD J.
KSTT, Davenport, Ia.

WALLACE, AL
WDNC, Durham, N. C.

WALLACE, NEAL
KFBC, Cheyenne, Wyo.

WALLACE, ROBERT
WSNY, Schenectady, N. Y.

WALLER, EDMUND
WATR, Waterbury, Conn.

WALLER, MAURIE
WDAY, Fargo, N. D.

WALLINGTON, JIMMY
NBC — Duffy's Tavern, Alan
Young

WALLS, ECKLES
WCPS, Tarboro, N. C.

WALROD, TRUMAN
KVSE, Santa Fe, N. Mex.

WALSTRUM, HARRY
ABC

WALTERS, GENE
WATL, Atlanta, Ga.

WALTERS, JACK
WMBR, Jacksonville, Fla.

WALTERS, JOE
Columbia Pacific — Harry W.
Flannery—News

WALTERS, LEON
ABC

WALTERS, STANLEY
WAML, Laurel, Miss.

WALTMAN, LaVELL
WAVE, Louisville, Ky.

WALTMON, MAL
KIT, Yakima, Wash.

ANNOUNCERS

- WALTON, HUGH**
 WCAU, Philadelphia, Pa.
WALTON, JIMMIE
 WHAS, Louisville, Ky.
WALTON, RAY
 WTBG, Philadelphia, Pa.
WANN, PAUL
 WCCO, Minneapolis, Minn.
WARD, DONALD
 ABC
WARD, ERNEST M.
 WKNY, Kingston, N. Y.
WARD, GEORGE
 WNYC, New York, N. Y.
WARD, MILTON
 WNLG, New London, Conn.
WARD, WALTER
 KASA, Elk City, Okla.
WARD, WILLIAM
 WNCN, Asheville, N. C.
WARD, WILLIAM H.
 WPAX, Thomasville, Ga.
WARDLE, DENNIS
 KOVO, Provo, Utah
WARMUTH, ED
 KWRC, Pendleton, Ore.
WARNER, AL
 KLAC, Los Angeles, Calif.
WARNER, CARL
 WJJD, Chicago, Ill.
WARNER, WILLIAM
 WCCP, Savannah, Ga.
WARREN, BAILEY
 KGB, San Diego, Calif.
WARREN, BILL
 WITH, Baltimore, Md.
WARREN, CARL
 WOR, New York, N. Y.
WARREN, DOC
 KTHS, Hot Springs, Ark.
WARREN, EARL
 KVOX, Moorehead, Minn.
WARREN, GIL
 KFVB, Hollywood, Calif.
WARREN, HARRY
 KUTA, Salt Lake City, Utah
WARREN, PAUL
 WPEN, Phila., Pa.
WARREN, WILLIAM, SR.
 WASK, Lafayette, Ind.
WARRINGTON, F. W.
 WJR, Detroit, Mich.
WARWICK, WILLIAM
 WLPN, Suffolk, Va.
WAIT, DICK
 KFAB, Lincoln, Nebr.
WASHBURN, SHERMAN
 KEX, Portland, Ore.
WATSON, BILL
 WLIB, New York, N. Y.
WATSON, BOB
 KGNC, Amarillo, Tex.
WATSON, E. J.
 KFDA, Amarillo, Tex.
WATSON, ED
 KEX, Portland, Ore.
WATTS, ED
 KIUL, Garden City, Kans.
WAUGH, IRVING
 WSM, Nashville, Tenn.
WAY, DOUGLAS
 WKNB, New Britain, Conn.
WAYMAN, THOMAS
 KVNK, Logan, Utah
WAYNE, BERT
 WNEW, New York, N. Y.
WAYNE, BOB
 KFAM, St. Cloud, Minn.
WAYNE, CAL
 WCMW, Canton, O.
WAYNE, CARTER
 WHK, Cleveland, O.
WAYNE, DON
 WHIO, Dayton, O.
- WAYNE, STUART**
 KYW, Philadelphia, Pa.
WEATHERS, JIM
 WNEK, Macon, Ga.
WEAVER, FRANK
 KCRA, Sacramento, Calif.
WEAVER, HENRY
 ABC
WEAVER, JACKSON
 WMAL, Washington, D. C.
WEAVER, RICHARD
 KROD, El Paso, Tex.
WEAVER, ROBYN
 WMMJ, Peoria, Ill.
WEAVER, WILLIAM A.
 KGFF, Shawnee, Okla.
WEBB, BILL
 KOMA, Tulsa, Okla.
WEBB, DON
 WSAI, Cincinnati, O.
WEBB, HUGH
 WFEW, Sylacauga, Ala.
WEBB, JACK
 KGO, San Francisco, Calif.
WEBB, JERRY
 KSLM, Salem, Ore.
WEBBER, FRED
 WFLL, Philadelphia, Pa.
WEBER, CHRIS
 WFEW, Sylacauga, Ala.
WEBER, STEVE
 KERO, Bakersfield, Calif.
WEBSTER, DAVE
 WJNO, West Palm Beach, Fla.
WEBSTER, KURT
 WBT, Charlotte, N. C.
WEBSTER, MAURY
 Columbia Pacific—Meef the
 Missus
WEEKS, EDDIE
 KABB, Aberdeen, S. D.
WEEKS, JOE
 CBS
WEEKS, WARREN
 KECA, Los Angeles, Calif.
WEGMET, NORM
 KWYO, Sheridan, Wyo.
WELBORNE, CURTIS
 WHKY, Hickory, N. C.
WELKER, STIRLING
 WTAD, Quincy, Ill.
WELLING, FRANK
 WCHS, Charleston, W. Va.
WELLS, CHARLES
 KAVE, Carlsbad, N. Mex.
WELLS, DICK
 NBC—Aunt Mary
WELLS, JACK
 KFAB, Lincoln, Nebr.
WELLS, SID
 WDAS, Philadelphia, Pa.
WELCH, CHARLES
 KOH, Reno, Nev.
WELCH, EDGAR
 WMCA, New York, N. Y.
WELCH, JOE
 WWSR, Fall River, Mass.
WELCH, WALTER
 WFEB, Sylacauga, Ala.
WELDON, JACK
 WINX, Washington, D. C.
WELDON, JIMMIE
 KWCO, Chickasha, Okla.
WELLS, HERB
 WLAG, La Grange, Ga.
WELLS, ROBERT
 WEBR, Buffalo, N. Y.
WELSH, HAROLD
 KSIL, Silver City, N. Mex.
WENNBLOM, RALPH
 KSOO, Sioux Falls, S. D.
WENZINGER, MAURICE
 KTSB, Shreveport, La.
WERMONT, IRVING
 WMEX, Boston, Mass.
- WEHRMAN, GEORGE S.**
 WDHL, Bradenton, Fla.
WESSON, DICK
 KALE, Portland, Ore.
WEST, HARLEY
 WSPD, Toledo, O.
WEST, WAYNE
 WMBD, Peoria, Ill.
WESTERCAMP, DICK
 WTIC, Hartford, Conn.
WESTERHOFF, DON
 WJAG, Norfolk, Nebr.
WESTOVER, JAMES D.
 KDKA, Pittsburgh, Pa.
WHALEN, JACK
 WTRC, Elkhart, Ind.
WHALEY, STORM
 KUOA, Siloam Springs, Ark.
WHEAT, RAY
 WJOB, Hammond, Ind.
WHEDBEE, CHARLES
 WGTC, Greenville, N. C.
WHEELER, BUN
 KYUM, Yuma, Ariz.
WHEELER, DON
 KGY, Olympia, Wash.
WHEELER, DWIGHT
 WFAU, Augusta, Me.
WHEELER, TONY
 WFLL, Philadelphia, Pa.
WHITCOMB, ROBERT
 WSBT, South Bend, Ind.
WHITE, DICK
 WNAD, Norman, Okla.
WHITE, DON
 KIT, Yakima, Wash.
WHITE, GEORGE
 WMBG, Richmond, Va.
WHITE, GLEN
 KXO, El Centro, Calif.
WHITE, HOYT
 WENK, Union City, Tenn.
WHITE, ROBERT O.
 KMJ, Fresno, Calif.
WHITE, WILLIAM P.
 KFJB, Marshalltown, Ia.
WHITEHEAD, EULICE
 WLAY, Muscle Shoals, Ala.
WHITESIDE, PAUL
 KCRF, Trinidad, Colo.
WHITFIELD, ARTHUR
 WTMJ, Milwaukee, Wis.
WHITFIELD, ROWENA
 WGAA, Cedartown, Ga.
WHITMAN, GAYNE
 NBC—Cavalcade of America
WHITNEY, DON
 WELO, Tupelo, Miss.
WHITNEY, PHILIP
 WINC, Winchester, Va.
WHITTAKER, EDWIN
 WNBK, Binghamton, N. Y.
WHITWORTH, RAY
 KVOO, Tulsa, Okla.
WICHMAN, W. P.
 WLBL, Stevens Point, Wis.
WICK, BERT
 KDLR, Devils Lake, N. D.
WICK, HILDUR
 KDLR, Devils Lake, N. D.
WIDDER, DAVE
 KRSS, St. Joseph, Mo.
WIDMAN, SEV
 KSTP, St. Paul-Minneapolis,
 Minn.
WIDMARK, HERB
 WDSS, Superior, Wis.
WIDOE, RUSS
 WIND, Chicago, Ill.
WIETING, FRED
 WIBG, Philadelphia, Pa.
WIGGINTON, WILLIAM
 WCCO, Minneapolis, Minn.
WIGGS, BUDDY
 KVWC, Vernon, Tex.

A N N O U N C E R S

WIGGINS, JIM
KABC, San Antonio, Tex.

WILBUR, GORT
WJNC, Jacksonville, N. C.

WILCOX, HARLOW
Fibber McGee & Molly
Truth or Consequences
Fanny Brice Show

WILCOX, JOHN
WDGY, Minneapolis, Minn.

WILCOX, ROBERT
WARL, Arlington, Va.

WILDE, EMIL
KFUO, Clayton, Mo.

WILEY, ROY
KIEV, Glendale, Calif.

WILLAR, BILL
KROW, Oakland, Calif.

WILLARD, DICK
WOR, New York, N. Y.

WILLARD, GEORGE
WMCA, New York, N. Y.

WILLEFORD, LEWIS
KNET, Palestine, Tex.

WILLEY, RALPH
WQUA, Moline, Ill.

WILLIAMS, ARTHUR
WCAP, Asbury Park, N. J.

WILLIAMS, ALUN
Announcing, narration, acting,
standard and video

WILLIAMS, CLAY
WWGP, Sanford, N. C.

WILLIAMS, DAVID
WKZO, Kalamazoo, Mich.

WILLIAMS, DICK
KANS, Wichita, Kans.

WILLIAMS, GERALD
WCYB, Bristol, Tenn.

WILLIAMS, HOWARD
WINX, Washington, D. C.

WILLIAMS, JACK
WGBS, Miami, Fla.

WILLIAMS, RUSS
WHK, Cleveland, O.

WILLIAMS, WALLY
WBIG, Greensboro, N. C.

WILLIAMS, WINN
WMT, Cedar Rapids, Ia.

WILLIAMS, ZEB
KXOX, Sweetwater, Tex.

WILLIAMSON, GORDON
WITH, Baltimore, Md.

WILLIAMSON, RAYMOND
WAYX, Waycross, Ga.

WILLIS, DAN
WLCS, Baton Rouge, La.

WILLIS, SANFORD J.
WMFT, Florence, Ala.

WILLS, PAUL
KMOX, St. Louis, Mo.

WILLS, HARRY
WJMC, Rice Lake, Wis.

WILLS, J. T.
WBAX, Wilkes-Barre, Pa.

WILLSON, JIMMIE
WAPI, Birmingham, Ala.

WILLSON, JIMMY
WAPQ, Chattanooga, Tenn.

WILMARTH, ALBERT E.
WPRO, Providence, R. I.

WILSON, STU
Quiz of Two Cities; Surprise
Party; Examiner Comics

WILSON, DAVE
KFH, Wichita, Kans.

WILSON, DAN
KDNT, Denton, Tex.

WILSON, DON H.
Jack Benny, Ginny Simms
Kenny Baker, Victor Borge
Command Performance

WILSON, FRANK
WRVA, Richmond, Va.

WILSON, GEORGE H.
WSTV, Steubenville, O.

WILSON, HOLMES
WSAR, Fall River, Mass.

WILSON, JIM
KTMC, McAlester, Okla.

WILSON, JIMMY
WLBJ, Bowling Green, Ky.

WILSON, JOSEPH
ABC

WILSON, JUDD
KYUM, Yuma, Ariz.

WILSON, LARRY
WNOE, New Orleans, La.

WILSON, LEO
WHOP, Hopkinsville, Ky.

WILSON, PAUL
KANS, Wichita, Kans.

WILSON, RAY
KVOD, Denver, Colo.

WILSON, RAY
KRBC, Abilene, Tex.

WILSON, READ
WWNC, Asheville, N. C.

WILSON, WALTER
WHOP, Hopkinsville, Ky.

WILTON, CHARLES T.
WPAG, Ann Arbor, Mich.

WINERITER, FLO
KUTA, Salt Lake City, Utah

WINN, BILL
WJTN, Jamestown, N. Y.

WIRES, LeROY
WKRC, Cincinnati, O.

WITKINS, JOSEPH R.
WNEB, Worcester, Mass.

WITTY, RICHARD
KWTO, Springfield, Mo.

WIZARDI, FRANK "TOBY"
KVAK, Atchison, Kans.

WOLF, RINEALD
WKOK, Sunbury, Pa.

WOLFE, LYN
WPAD, Paducah, Ky.

WOLFRAM, A. L.
WAWZ, Zarephath, N. J.

WOLFRAM, CARL P.
KOAL, Price, Utah

WOLFRAM, ORLAND
KPOF, Denver, Colo.

WOLKEN, MILTON S.
KSTT, Davenport, Ia.

WOOD, ARMINE H.
WHSC, Hartsville, S. C.

WOOD, BILL
KORN, Fremont, Nebr.

WOOD, FRED
WSNJ, Bridgeton, N. J.

WOOD, HARRY
WNEW, New York, N. Y.

WOOD, JAMES
WOWO, Fort Wayne, Ind.

WOOD, JAMES A.
WCCP, Savannah, Ga.

WOOD, LANGLEY
WRNL, Richmond, Va.

WOOD, WILLIAM
WJOY, Burlington, Vt.

WOODALL, SAM
WSLI, Jackson, Miss.

WOODDELL, EDDIE
WRAL, Raleigh, N. C.

WOODS, DICK
WCKY, Cincinnati, O.

WOODS, HAL
WIBU, Poynette, Wisc.

WOODSIDE, CHARLES
WLCS, Baton Rouge, La.

WOODWARD, E. C.
KMMJ, Grand Island, Nebr.

WOODWARD, MARTIN
KSRO, Santa Rosa, Calif.

WOOLEY, HARRISON
KFRG, San Francisco, Calif.

WORK, ROBERT
KREO, Indio, Calif.

WORKHOVEN, MERRILL
WOW, Omaha, Nebr.

WORTH, PEDE
KQW, San Jose, Calif.

WRAY, HALL
WGAA, Cedartown, Ga.

WRAY, JOHN
KWIL, Albany, Ore.

WRIGHT, DAVE
WFMJ, Youngstown, O.

WRIGHT, BOB
WJJD, Chicago, Ill.

WRIGHT, DONALD
WHLB, Virginia, Minn.

WRIGHT, GERRY
KWFT, Wichita Falls, Tex.

WRIGHT, HARRY
KVGB, Great Bend, Kans.

WRIGHT, LUDLAM
WRC, Washington, D. C.

WRIGHT, WILL
KDYL, Salt Lake City, Utah

WUSSOW, GEORGE
KVOV, Redding, Calif.

WYLIE, BOB
WOL, Washington, D. C.

WYNNE, DICK
KHJ, Los Angeles, Calif.

WYMAN, MAL
KALL, Salt Lake City, Utah

WYMER, JACK
WING, Dayton, O.

WYNNE, FLOYD
KLPM, Minot, N. D.

WYNN, PAUL
WENC, Whiteville, N. C.

— Y —

YACK, GEORGE
WMRF, Lewistown, Pa.

YEAGER, DON
WTK, Durham, N. C.

YELL, FRANK
KTRF, Thief River Falls,
Minn.

YELLAND, STARR
KOA, Denver, Colo.

YOCAM, JOE
KFWE, Hollywood, Calif.

YORK, JOHN P.
KGKB, Tyler, Tex.

YOUNG, BERNARD
WTOL, Toledo, O.

YOUNG, BOB
KOA, Denver, Colo.

YOUNG, DUANE
WHEB, Portsmouth, N. H.

YOUNG, J. N.
KBST, Big Spring, Tex.

YOUNG, J. N., JR.
KRIG, Odessa, Tex.

YOUNG, MARTY
KSIL, Silver City, N. Mex.

YOUNG, ORLAND
WHIS, Bluefield, W. Va.

YOUNG, REVERE
KBIX, Muskogee, Okla.

YOUNG, STANLEY
KVOL, Lafayette, La.

YOUSE, ROBERT
WBRK, Pittsfield, Mass.

YULE, ED
KTHT, Houston, Tex.

— Z —

ZIMMER, GRAEME
WPAY, Portsmouth, O.

ZIMMERMAN, DAVID
WWJ, Detroit, Mich.

ZINKAND, PHIL
WVBC, Pittsburgh, Pa.



Backstage



people in network radio production—1946

— A —

ADAMS, WYLIE
ABC—Terry & The Pirates,
Ted Malone

AINLEY, JOE
MBS—Those Websters

ALBER, R. H.
MBS—The Pilgrim Hour

ALLEN, GEORGE W.
Producer, program director
Columbia Pacific Network; b.
Spokane, Wash., May 10, 1899;
Univ. of Wash., B.M.; Bush Con-
servatory; The Whistler; Free
For All; Meet the Missus.

ALLEN, HOYT
MBS—Buck Rogers of the
25th Century

ALSOP, CARLTON
NBC—Drene Show

ARMBRISTER, CYRIL
MBS—Adventures of the Sea
Hound

ARTHUR, BOB
MBS—Mysterious Traveler

AUSTIN, ARTHUR
NBC—Orchestras of the Nation,
Evening Melodies

AVERY, IRA
CBS—Armstrong's Theater of
Today

— B —

BAILEY, ED
NBC—Curtin Time

BALLIN, ROBERT
NBC—Jack Benny Show

BARBUR, OLIVER
CBS—Life Can Be Beautiful

BARRY, JACK
MBS—Gabriel Heatter

BEASLEY, IRENE
CBS—Grand Slam

BECKER, JOHN
CBS—Cinderella, Inc.

BELL, TED
CBS—Mystery of the Week,
Lowell Thomas

BENNETT, TOM
NBC—Fred Waring

BERNS, LARRY
CBS—Jack Carson Show

BIGELOW, JOE
NBC—Fred Allen

BLAKE, HOWARD
CBS—That's Life

BLISS, NED
MBS—Case of Gregory Hood

BOLAND, JOSEPH
ABC—The Doctor Talks It
Over

BOLEN, MURRAY
NBC—Victor Borge Show

BOURBON, DIANA
CBS—Jack Carson Show

BOWER, ROGER
MBS—Broadway Talks Back

BOWMAN, PAT
CBS—Perry Mason

BRECHER, IRVING
NBC—Life of Riley

BROWN, CHARLES
MBS—Dixie House Varieties

BROWN, GERALD
NBC

BROWN, HI
CBS—Inner Sanctum

BROWN, MENDI
MBS—Bulldog Drummond

BROWN, WILLIAM
MBS—Checkerboard Jamboree

BUBECK, HARRY
NBC—Art Van Damme Quintet,
Nelson Olmstead, Words
& Music

BUNKER, WALTER
CBS—Baby Snooks Show,
Joan Davis Show

BURCH, WILLIAM
CBS—Gen Autry Show

BURNETT, MURRAY
MBS—I Was A Convict, True
Detective Mysteries

BURNS, VIOLA
CBS—Second Mrs. Burton

BURTON, KEN
ABC—Glamour Manor

BYRON, EDWARD ARMOUR

Producer, Director, Writer; b.
Newport, Ky., Oct. 22, 1905; Ohio
State Univ.; Univ. of Cincinnati;
Mr. District Attorney.

BYRON, WARD
NBC—Chesterfield Supper
Club

— C —

CABANISS, TRAVIS
MBS—Smilin' Ed McConnell

CAPSTAFF, AL
CBS—Hollywood Startime

CARLSON, HARRY
MBS—John J. Anthony, Fra-
zier Hunt

CARNEY, JOHN
CBS—Give & Take

CARTER, NICK
ABC—My True Story

CARUCO, CARL
MBS—A. L. Alexander's
Mediation Board

CASHMAN, ED
CBS—Hoagy Carmichael Sings

CATCHINGS, WADDILL
CBS—Reader's Digest-Radio
Edition

CHEVIGNY, HECTOR
MBS—The Coke Club

CLAGGETT, CHARLES
MBS—Tom Mix

CLARK, DON
CBS—Hollywood Players

CLARK, JOHN
ABC—Famous Jury Trials

CLEARY, JACK
ABC—So You Want To Lead
A Band

COHAN, PHIL
CBS—Durante Moore Show

COLE, JOHN
MBS—The Shadow

COLLINS, FRED
CBS—F.B.I. In Peace & War

COLLINS, TED
CBS—Kate Smith Sings

COTT, TED
WNEW—Program Director; So
You Think You Know Music

COTTON, BOB
ABC—Ethel & Albert

COWAN, LOU
CBS—Hollywood Jackpot

CREWS, AL
NBC—Art Van Damme Quintet,
Nelson Olmstead, Echoes
From The Tropics

— D —

DALY, JOSEPH M.
NBC—D and H Miners

DE ANGELO, CARLO
Perry Mason; Scotland Yard

DeFUR, PAUL
CBS—Dinah Shore Show

DENNY, GEORGE
ABC—America's Town Meet-
ing

DEVINE, JERRY

Writer, director, producer; b.
Boston, Mass., Nov. 11, 1908;
This Is Your FBI (ABC).

DIETZ, JOHN
CBS—Casey, Crime Photog-
rapher

DODGE, BRUCE
CBS—It Pays To Be Ignorant

DONAVAN, HOBART
NBC—Smilin' Ed, McConnell,
Buster Brown Gang
CBS—That's Finnegan

DOWNES, ED
CBS—Adventures of the Thin
Man

DREIER, ALEX
NBC—Alex Dreier

• • • PRODUCTION • • •

DRUCE, OLGA
MBS—House of Mystery

DRYER, SHERMAN
MBS — Exploring The Unknown

DUCOVNY, ALAN
MBS—Superman

DUDLEY, PAUL
ABC—Pot O' Gold

DUMONT, PAUL
NBC — Special Events Programs

DUNHAM, EDWIN
NBC—Voice of Firestone

DUTTON, MYRON
CBS — Sparkle Time With Meredith Wilson

— E —

EBI, EARL
NBC—Edgar Bergen Show

EHRENREICH, DANIEL
MBS—Juvenile Jury

ELIOTT, BRUCE
MBS—Cecil Brown, Saturday Symphonies

ELLIOTT, KAY
ABC—Meet Me In Manhattan

ELLIS, JIM
MBS—Vera Holley Sings

ELTON, DAVE
CBS—Adventures of Ozzie & Harriet

EMERY, BOB
MBS—Rainbow House

EMERY, ROBERT
NBC—Quiz Kids

ENGELBACH, DEVERE
CBS—Academy Award

ERNST, BUD
MBS — Queen For A Day, Heart's Desire

— F —

FASSETT, JAMES
CBS—Eileen Farrell, Invitation to Music, Music You Know, Philadelphia Orch.

FERRIN, FRANK
CBS—That's Finnegan

FISHER, MAGGY
NBC—Finder's Keepers
ABC—Piano Playhouse

FITZGERALD, EDWARD
ABC—Professor Quiz

FREDERICK, DON
MBS—It's Up To Youth

FRENCH, BOB
WAKR, Akron, O.

— G —

GARRISON, GARNET
NBC — Home Is What You Make It

GIBBS, JOHN
CBS—Lone Journey

GIBBS, PAKKER
NBC—Art Van Damme Quintet, Design For Living, Musicians

GILLIS, DON
NBC—Story of Music, NBC Symphony

GOLENPAUL, DAN
CBS—Information Please

GOODMAN, WESLEY
ABC—Gems For Thought

GOODSON, MARK
CBS—Winner Take All

GORDON, WILLIAM
MBS—California Melodies

GRAY, GORDON
WARK, Akron, O.

GRESHAN, HARRY
NBC

GRIFFIN, WAYNE
NBC—Fabulous Dr. Tweedy

GUEDEL, JOHN
Producer; People Are Funny (NBC).

GRUENER, CARL
NBC—Alan Young Show

— H —

HAMILTON, BILL
ABC—Tennessee Jed

HANDLEY, ALAN
NBC—Maggi's Private Wire

HARDY, RALPH
CBS—Salt Lake City Tabernacle Choir

HARRELL, CHARLES
ABC—Cliff Edwards

HARRIS, LESLIE
CBS—Prudential Family Hour, Rosemary

HART, JAMES
CBS—Joe Powers of Oakville

HARVEY, JAMES C., JR.
NBC—Vest Pocket Varieties

HAYWARD, TERRY
NBC—Alan Young Show

HECK, HOMER
NBC—Betty Crocker, Tales of the Foreign Service

HILL, JOHN E.
NBC—Serenade to America

HILL, LITO
NBC—Road of Life
CBS—Road of Life

HOLCOMBE, HARRY
NBC—Dr. I. Q.

HOLINER, MANN
CBS—Songs By Sinatra

HORRELL, MARTIN
CBS—Grand Central Station

HOSKINS, LARRY
MBS—Voice of Prophecy

HUDSON, ROBERT
CBS—Invitation To Learning

HUGHES, GORDON T.
Your Hope Chest, The Defense Never Rests

HUMMERT, FRANK
NBC — American Album of Familiar Music, Backstage Wife, Just Plain Bill
CBS—American Melody Hour
ABC—Manhattan Merry-Go-Round

HUMMERT, FRANK & ANN
CBS—Our Gal Sunday, Romance of Helen Trent, Strange Romance of Evelyn Winters

— I —

INMAN, ELEANOR
CBS—Wings Over Jordan

IRISH, JACK
MBS—Your Richfield Reporter

IRWIN, CAROL
ABC—Theatre Guild of the Air

— J —

JACKSON, JAY
MBS—Susan Kent Sings

JACKSON, RILEY
NBC—Quiz Kids

JENNINGS, ROBERT
MBS—Married For Life

JOHNSTON, CLINT
CBS—Yours Sincerely

JOHNSON, GINGER
Kent-Johnson Spots and Jingles

JOHNSTONE, JACK
CBS—Hollywood Star Time

— K —

KALTENBORN, H. V.
NBC—H. V. Kaltenborn

KARN, BILL
NBC—Fabulous Dr. Tweedy

KAYE, AL
NBC—Burns & Allen

KAYE-MARTIN, ALLAN
ABC—Powers Charm School

KEIGHLEY, WILLIAM
CBS—ux Radio Theatre

KEEGAN, HOWARD
NBC—Joyce Jordan, M.D.

KENNELLY, DALE
MBS—Victor H. Lindlahr

KENT, ALAN
Kent-Johnson Spots and Jingles

KING, EDWARD
NBC—Dramatic Auditions

KLEIN, HENRY
ABC—The Listening Post

KNIGHT, PAUL
NBC—Kraft Music Hall

KNIGHT, RAY
Good Morning, It's Knight—ABC

KNODOLF, GEORGE
NBC—Cavalcade of America

KOSTE, WALTER
NBC—Percolator Party

KRUM, FAYETTE
NBC—Right To Happiness
CBS—Young Dr. Malone

KUNEY, JACK
NBC

— L —

LANDRY, ROBERT
CBS—The Columbia Workshop

. . .
PRODUCTION
. . .

LAWRENCE, WILLIAM
NBC — Echoes From The Tropics, Carolyn Gilbert
CBS—Screen Guild Players

LATEAU, HERB
NBC—National Farm & Home Hour, Words & Music, Quiz Kids

LEDER, HERB
NBC—Jack Berch Show

LESAN, DAVE
CBS—Big Sister

LEVINE, LEON
CBS—The March of Science, Of Men & Books, Opinion Please

LEWIS, RICHARD
MBS—Johnson Family, Nick Carter, Quick As A Flash

LIVINGSTONE, CHARLES
ABC — Green Hornet, Lone Ranger

LOEB, MARX
CBS—Theatre of Romance

LORD, PHILLIPS
ABC—Counterspy, Gangbusters

LOUGHRIN, DICK
NBC—A Miss And A Male, Reveille Roundup, Words & Music

LOVE, ANDREW
NBC—Meet Me At Parky's

LOVETON, JOHN
NBC—Mr. & Mrs. North

LURIE, WALTER
MBS—Gold & Silver Minstrels

— M —

MacGREGOR, C. P.
Proudly We Hail

MacGREGOR, JOCK
MBS—Nick Carter, For Your Approval

MacGREGOR, KEN
NBC—Archie Andrews, Solitaire Time

MacHARRIE, LINDSAY
CBS—We The People

MACK, HELEN
NBC—A Date With Judy

MACK, NILA
CBS—Let's Pretend

MANHEIM, MANNY
CBS—Sweeney & March

MANSFIELD, IRVING
CBS—Arthur Godfrey's Talent Scouts

MANSFIELD, JOSEPH F.
NBC — Front Page Farrell, Backstage Wife, The Adventures of Frank Merriwell

MARCIN, MAX
CBS—Crime Doctor, F.B.I. In Peace And War

MARQUIS, ARNOLD
NBC—Pacific Story

MARSHALL, WILLIAM
ABC—American Melodies

MARTIN, ROBERT
MBS—Twenty Questions

MARTINI, ROLAND
CBS—Saturday Night Serenade

MASTERTON, JOHN
ABC — Breakfast In Hollywood, Bride & Groom

MAXWELL, ROBERT
MBS—Hop Harrigan

McAVITY, Tom
CBS—Hollywood Startime

McCANN, DOROTHY
CBS—Dr. Christian
ABC—The Sheriff

McCARTHY, FRANK
MBS—Scout About Town

McDERMOTT, TOM
NBC—When A Girl Marries

McGILL, EARLE
MBS—Sound Off With Mark Warnow
ABC—Warriors of Peace

McGILL, JERRY
CBS—Big Town

McGILL, WALTER
NBC—Telephone Hour

McGRAW, WILLIAM
NBC—Story to Order

MIDDLETON, GLENN
NBC—Amos n' Andy

MITCHELL, JOHN
MBS — Eddie Dooley's All American Football Roundup
CBS—Stradivari Orchestra

MOORE, ARTHUR
CBS—County Fair

MORGAN, JIM
MBS—Queen For A Day

MORRIS, JOHN
NBC—Duffy's Tavern, Eddie Cantor Show, One Man's Family

MORROW, WILLIAM
ABC—Bing Crosby

MORSE, CARLTON E.
NBC—One Man's Family

MOSMAN, JACK
CBS—Red Barber

MUNROE, PAUL
MBS—Gold & Silver Minstrels

MURPHY, PAT
ABC—Jack Armstrong

— N —

NEEL, WILLIAM
ABC—Drew Pearson

NOVIK, MORRIS
ABC—Listen To LaGuardia

— O —

OCHS, ACE
CBS—Waitin' For Clayton Danny O'Neill Show

O'CONNOR, FRANK
NBC—Day In The Life of Dennis Day, Kay Kyser's College of Musical Knowledge

OWNS, FORREST
ABC—Lum 'N Abner

— P —

PACKHAM, ELDRIDGE
NBC — Chesterfield Supper Club

PAGE, ALLAN
CBS—Oklahoma Roundup

PAPP, FRANK
NBC — Eternal Light, Your United Nations

PARKS, ROBERT
MBS—Judy 'n Jill n' Johnny

PETERSON, CLIFF
ABC—Breakfast Club

PERIERA, LYDIA
NBC—Story To Order

PHILLIPS, PAUL
NBC—Fitch Bandwagon

PIERCE, PAUL
CBS—Stars Over Hollywood

PITMAN, FRANK
NBC—Fibber McGee & Molly

POWERS, CHARLES
ABC—Dick Tracy, Henry Morgan Show

PROBST, GEORGE
NBC—University of Chicago Round Table

PROCKTER, BERNIE
MBS—Quick As A Flash, Nick Carter

— Q —

QUINN, JACK
NBC—Roy Rogers

— R —

RADLEY, THOMAS
CBS—Yours Sincerely

RAFETTO, MICHAEL
MBS — Private Detective Michael Shayne

RAMSEY, WALLY
ABC—Danger Dr. Danfield
MBS—Mystery Is My Hobby

RANDOL, BILL
MBS—Singing Sweethearts

READY, ELIZABETH
MBS—Love Story Theatre, Monica Makes Music

REDD, ROBERT L.
NBC—Sealtest Village Store

REEG, LEONARD
ABC—Dark Venture, I Deal In Crime

REILLY, HOWARD
CBS—Information Please

RICCA, ERNEST
MBS—Real Stories

• • •
PRODUCTION
• • •

RICE, HERBERT
MBS—A Brighter Tomorrow,
Special Investigator, Spot-
light on America

RICHARDS, ARTHUR
NBC

RINES, JOE
NBC—Judy Canova Show
CBS—Mel Blanc Show

ROBERTS, JERRY
NBC—Lynn Collyer

ROBINSON, MAURICE L.
NBC

ROBKE, ARTHUR
NBC—Joyce Jordan

ROBSON, WILLIAM
CBS—Hawk Larabee

ROLAND, WILL
CBS—Arthur Godfrey, Jean
Sablon, Sing Along Club

ROSENBERG, E. J.
ABC—The Fat Man

ROUNDTREE, MARTHA
MBS—Meet The Press, Leave
It To The Girls

RUBIN, JACK
MBS—By Popular Demand
ABC—Break The Bank

— S —

SCANLAN, WALTER
ABC—Harvel Music Time

SEACHRIST, CECIL
MBS—Tell Your Neighbor

SEAVEY, HOLLIS
MBS—What The Veteran
Wants To Know, United Na-
tions Serenade

SEYDEL, VIC
ABC—Fishing & Hunting
Club

SHAY, BETTY
NBC—Pepper Young's Family

SHEBEL, ARTHUR
ABC—Court of Missing Heirs

SHEFFELS, PAUL
ABC—Monday Morning Head-
lines, Walter Winchell

SHELDON, JAMES
MBS—Crimes of Carelessness

SHERDEMAN, TED
ABC—Louella Parsons

SINN, JOHN L.
ABC—Boston Blackie

SKELTON, EDNA
NBC—Red Skelton Show

SLOCUM, BILL
CBS—Word From The Coun-
try

SMITH, BEVERLY
NBC—Portia Faces Life

SMITH, LOWELL
MBS—Dr. Talbot & Choir

SOSENKO, ANN
CBS—Hildegard

SPEARS, HARRY
CBS—Take It Or Leave It

SPIER, WILLIAM
CBS—Sam Spade, Suspense

STAHL, MYRTLE
MBS—Northwest Reviewing
Stand

STANTON, CARL
CBS—Jack Smith Show

STAUFFER, J. R.
CBS—Hour of Charm

STEEL, ROBERT
CBS—Aunt Jenny's Real Life
Stories

STEPHENSON, BOB
NBC—Bob Hope

STRAHORN, LEE
CBS—Your Hit Parade

STRAUM, NAT
NBC—Teen Timers Club

SULDS, IRVING
MBS—American Forum of
the Air

SWEETS, WILLIAM
ABC—Police Woman

— T —

TAYLOR, GLENHALL
NBC—Fabulous Dr. Tweedy

TELFORD, FRANK
NBC—Molle Mystery Show

TEMPLETON, BILL
MBS—Your Land & Mine

THOMPSON, JOE
NBC—Bob Burns Show
ABC—Jimmy Fidler

**TODMAN, WILLIAM
SELDEN**

Radio writer, producer, director;
b. New York, N. Y., Jul. 31
1916; Johns Hopkins Univ.; B.S.;
NYU; A.B.; Winner Take All,
(CBS), Treasury Salute, Quiz of
Two Cities.

TUCKER, MADGE
ABC—Coast to Coast on a
Bus

— U —

UHL, DICK
CBS—Dick Haymes Show

— V —

VAIL, LESTER
NBC—Aldrich Family

VALLEE, RUDY
NBC—Rudy Vallee

VAN OSTRAND, JACK
CBS—Mayor of the Town

VELOTTA, THOMAS
ABC—Gillette Fights, Head-
line Edition, To Live In Peace

VIETOR, TOMMY
CBS—Ellery Queen

VINCENT, OWEN
MBS—Let George Do It

VINSON, ROBERT C.
Last Affair, Meet the Morans,
The First DP's, The Hard Way,
Smile Time (MBS), One World
or None (NBC).

VON URBANSKI
NBC—Schaeffer Parade

VOUTAS, GEORGE
NBC—Honeymoon In N.Y.,
RCA Victor Show

— W —

WALKER, ELBERT
MBS—What's The Name of
That Song, Smile Time, Ers-
kine Johnson

WARD, ALBERT
CBS—Treasury Bandstand—
Time To Remember

WARNER, ALBERT L.
MBS—Fulton Lewis Jr.

WATERS, JAMES
ABC—Court of Missing Heirs

WELLINGTON, JOHN
MBS—Double Or Nothing

WESTER, CARL
NBC—Guiding Light, Mas-
querade, Today's Children,
Women In White

WHALEY, BERT
NBC—Whitey Berquist & Or-
chestra, Art Van Damme
Quintet

WHITE, CHARLES
CBS—Bob Hawk Show

WIEST, GEORGE
ABC—Ladies Be Seated,
Johnny Olsen's Rumpus Room

WILLARD, DICK
MBS—Bill Harrington Sings

WILLIAMS, ALUN

Radio producer, announcer com-
mentator; b. Ferndale, Wales,
Great Britain, Univ. of Wash.,
B.S.; Columbia Workshop,
(CBS), Murder at Midnight
(ABC), Kraft Music Hall (NBC),
Joyce Jordan (NBC), Life of
Riley (NBC); Tele: Serving Thru
Science, (WABD).

WILLIAMS, AUBREY
CBS—Vox Pop

WINSOR, ROY
CBS—Ma Perkins
NBC—Ma Perkins
MBS—Vic and Sade

WOLFE, ED
ABC—The O'Neills, Try and
Find Me

WOLFF, NAT
CBS—Eddie Bracken Show
NBC—Abbott & Costello

WORCESTER, CHUCK
CBS—Columbia's Country
Journal

WORK, MARTIN
CBS—Joan Davis Show

— Y —

YOUNG, DAVE
CBS—Surprise Party

YOUNG, RUSSELL
MBS—Captain Midnight

— Z —

ZACHARY, GEORGE
CBS—Vaughan Monroe Show

Radio Directors

— and their work during 1946

— A —

ADAMS, TED
CBS—We The People.

ADAMS, WENDELL
CBS.

ADAMS, WYLIE
ABC—Terry & The Pirate,
Ted Malone, Famous Jury
Trials, America's Town Meet-
ing.

AINLY, JOE
NBC—Guiding Light.

ALLEN, GEORGE W.
CBS.

ALLEN, HOYT
MBS

ALLISON, ROBERT
CBS

ALSP, CARLTON
NBC—The Drene Show.

ANDREWS, MARTIN
ABC—My True Story.

ARMBRISTER, CYRIL
MBS—Adventures of the Sea
Hound.

ASHLEY, IRA
CBS—Grand Central Station.

ATWELL, MARTHA
NBC

AUCHINCLOSS, GORDON
CBS—Hollywood Jackpot.

AVERY, IRA
CBS—Armstrong's Theater of
Today.

— B —

BAILEY, ED
NBC—Roy Rogers

BALLIN, ROBERT
NBC—Jack Benny Show.

BARBOUR, OLIVER
CBS—Life Can Be Beautiful.

BARNES, HOWARD
CBS—Joe Powers of Oakville.

BARRY, JACK
MBS—Gabriel Heatter.

BEIER, CARL
CBS—Joe Powers of Oakville.

BENNETT, TOM
NBC—Fred Waring.

BERNARD, DON
CBS—Blondie.
NBC—Life of Riley.

BERNS, LARRY
CBS—Jack Carson Show.

BLAIR, BUZZ
ABC

BLISS, TED
CBS—Ozzie & Harriet

BOLEN, LEE
MBS—Queen for a Day, Case
of Gregory Hood.

BOLEN, MURRAY
NBC—Truth or Consequences.

BOWER, ROGER
MBS—Broadway Talks Back.

BOWMAN, PHILIP
CBS—Ma Perkins.
NBC—Ma Perkins.

BRACKETT, ROGERS

CBS—Vox Pop.

BRADY, BEN
CBS—Ginny Simms Show.

BRATTEN, JOE
NBC—Carnation Contented
Hour.

BRENNAN, BILL
CBS—Jack Smith Show, Stra-
divari Orchestra.

BROWN, HI
CBS—Inner Sanctum, Adventu-
res of the Thin Man.
MBS—Bulldog Drummond.

BUBECK, HARRY
NBC—Nelson Olmstead, Words
& Music, Guiding Light.

BURCH, WILLIAM
CBS—Gene Autry Show.

BURNETT, MURRAY
MBS

BURNS, VIOLA
CBS—Second Mrs. Burton.

BURTON, KEN
ABC—Glamour Manor.

BYRON, ED
NBC—Mr. District Attorney.

BYRON, WARD
NBC—Chesterfield Supper
Club.

— C —

CABANISS, TRAVIS
MBS

CARLSON, HARRY
MBS

CARNEY, JOHN
CBS—Give & Take.

CARUSO, CARL
MBS—A. L. Alexander's Medi-
ation Board.

CASHMAN, ED
CBS—Hoagy Carmichael Sings.

CHARLES, DICK
ABC—Chittison Trio, Paul
Whiteman Hour.

CHEVIGNY, HECTOR
MBS—The Coke Club.

CLAGGETT, CHARLES
MBS—Tom Mix.

CLARK, DON
CBS—Hollywood Players.

CLEARY, JACK
ABC

COHAN, PHIL
CBS—Durante Moore Show,
Ellery Queen.

COLE, JOHN
MBS—The Shadow.
CBS—Sing Along Club.

CORDAY, TED
NBC—Joyce Jordan.

CORWIN, NORMAN
CBS.

COTTON, BOB
ABC—Ethel & Albert.

COUGHLIN, BUNNY
CBS—Kate Smith Sings.

CREWS, AL
NBC

CROSBY, DEL
MBS—Twenty Questions.

— D —

DALY, JOSEPH
NBC—D & H Miners, Waltz
Time.

DEANGELO, CARLO
MBS—Love Story Theater

DE GROOT, ROY

DEVINE, JERRY
ABC—This Is Your FBI.

DICK HENRY
ABC—Gems For Thought.

DIETZ, JOHN
CBS

DINGWELL, ALAN
NBC—Can You Top This

DONOVAN, HOBERT
NBC—Smilin' Ed and Buster
Brown Gang.
CBS—That's Finnegan.

DRUCE, OLGA
MBS—House of Mystery.

DRYER, SHERMAN
MBS—Exploring The Un-
known.

DUCOVNY, ALAN
MBS—Superman.

DUDLEY, PAUL
ABC—Pot O' Gold.

DUMONT, PAUL
NBC—ABC

DUNHAM, EDWIN
NBC—Voice of Firestone,
Victor Borge Show.

DUTTON, MYRON
CBS

DWAN, BOB
NBC—Today's Children.

— E —

EASTMAN, CARL
CBS—Mystery of the Week.

EBI, EARL
NBC—Edgar Bergen Show.

EHRENREICH, DANIEL
MBS—Juvenile Jury.

ELLIOTT, BRUCE
MBS—Cecil Brown, Saturday
Symphonies.

ELLIOTT, KAY
ABC—Meet Me In Manhat-
tan.

ELTON, DAVE
CBS—Adventures of Ozzie &
Harriet.

EMERY, BOB
MBS—Rainbow House.

ENGELBACH, DEVERE
CBS—Academy Award.

EVANS, RICHARD
CBS

— F —

FASSETT, JAMES
CBS—New York Philhar-
monic.

FICKETT, HOMER
ABC—Theatre Guild of the
Air.

FINEBERG, HAL
NBC—Meet Me at Parky's.

FISHER, MAGGY

NBC—Finder's Keepers
ABC—Piano Playhouse
FITZGERALD, EDWARD
ABC—Professor Quiz.

FORWARD, ROBERT
MBS—The Pilgrim Hour.

FRANKLIN, PAUL

FREDERICK, DON
MBS—It's Up To Youth.

FREED, CHARLES

CBS

FULLER, SAM

CBS

FUTRAN, ROBERT
NBC—Women In White.

— G —

GANNON, THEODORE

ABC—Drew Pearson.

GIBBS, PARKER

NBC—Design For Living.

GILLIS, DON

NBC—Concert of Nations,
Symphony.

GOLENPAUL, DAN

CBS—Information Please.

GOODSON, MARK

Radio director, producer; b.
Sacramento, Calif., Jan. 24,
1915; Univ. of Calif.; A.B.; Por-
tia Faces Life, Treasury Salute,
Winner Take All.

GORDON, WILLIAM

MBS—California Melodies.

GRAHAM, JOE

ABC—To Live In Peace, Al-
len Prescott.

GRATZ, JOSEPH

CBS

GRIFFIN, WAYNE

CBS—Eddie Bracken Show.

GROSS, STEVE

CBS—Our Gal Sunday.

NBC—Lorenzo Jones.

GRUENBERG, AXEL

NBC—Today's Children.

GRUENBERG, ALEXANDER
NBC—Schaeffer Parade.

GUEDEL, JOHN

NBC—People Are Funny.

— H —

HAMILTON, BILL

ABC—Tennessee Jed.

HANNA, ARTHUR

CBS—Perry Mason.

HARDING, LARRY

CBS—Jean Sablon.

HARGIS, TOM

CBS

HARPER, LENIE

CBS—County Fair.

HARRELL, CHARLES

ABC

HARRIS, LESLIE

CBS—Rosemary, Prudential

Family Hour.

HARRIS, LARRY

CBS—G. E. House Party.

HARRISON, JEANNE

ABC—Boston Blackie.

HAUPT, JAMES

NBC—Cities Service, Seren-
ade to America, American

Album of Familiar Music.

HAYS, LARRY

MBS

HECK, HOMER

NBC

HELLER, ROBERT

CBS

HERBERT, CHARLES

MBS—Sound Off With Mark

Warnow.

HINES, DREX

ABC

HOLCOMBE, HARRY

NBC—Curtain Time.

HOLINGER, MANN

CBS—Songs By Sinatra.

HOLM, FLOYD

NBC—Truth or Consequences.

HOWARD, CY

CBS

HUGHES, GORDON T.

CBS

HUMMERT, FRANK

NBC—Backstage Wife, Front

Page Farrell, Lorenzo Jones,

Waltz Time, Stella Dallas.

HUSTON, TED

CBS—Big Sister.

HUTTO, MAX

NBC

— I —

IRISH, JACK

MBS—Your Richfield Re-
porter.

— J —

JACKSON, JAY

MBS—Susan Kent Sings.

JACKSON, RILEY

NBC—Quiz Kids.

JOHNSTON, CLINT

CBS—Yours Sincerely

— K —

KARN, BIL

NBC—Fabulous Dr. Tweedy.

KAYE, AL

NBC—Burns & Allen.

KEIM, ROBERT

MBS

KENNEDY, DALE

MBS—Victor H. Lindlahr.

KING, CHARLES

CBS—Wings Over Jordan.

KNIGHT, PAUL

NBC—Kraft Music Hall,
Story To Order.

KOPLAN, HARRY

CBS—That's Life.

KOSTE, WALTER

NBC—Percolator Party.

KUHL, CARL

CBS—Maizie.

— L —

LAFFERTY, PERRY

MBS—A Brighter Tomorrow.

LaFRANDRE, JACK

MBS—Chicago Theatre of
The Air.

LAWRENCE, WILLIAM

CBS—Screen Guild Players.

NBC — Carolyn Gilbert,
Echoes From The Tropics.

LATEAU, HERB

NBC—Words & Music, Na-
tional Farm And Home Hour.

LEDER, HERB

NBC—Jack Berch Show.

LEONARD, RICHARD

CBS—Mr. Keen Tracer of
Lost Persons.

NBC—Stella Dallas.

LEWIS, RICHARD

MBS — Johnson Family,
Quick As A Flash.

LIVINGSTONE, CHARLES

ABC—Green Hornet, Lone
Ranger.

LOEB, MARX

CBS

LOUGHRIN, DICK

NBC

LOVE, ANDREW

SBC—Noah Webster Says

LOVETON, JOHN

NBC—Mr. & Mrs. North.

ABC—Walter Winchell.

LYMAN, JACK

NBC—Victor Borge Show.

— Mc —

MacGREGOR, JOCK

MBS—Nick Carter.

MacGREGOR, KEN

NBC—Archie Andrews, Soli-
taire Time.

— M —

MACK, DICK

CBS—Joan Davis Show.

MACK, HELEN

NBC—A Date With Judy.

MACK, NILA

CBS—Let's Pretend.

MacKAYE, FRED

CBS—Lux Radio Theater.

MAGNEY, MARTIN

CBS—Lone Journey.

MANHEIM, MANNY

CBS—Sweeney & March.

MANSFIELD, IRVING

CBS—Arthur Godfrey's Tal-
ent Scouts.

MANSFIELD, JOE

NBC

MARQUIS, ARNOLD

NBC—Pacific Story.

MARSHALL WILLIAN

ABC—American Melodies.

MARTIN, DON C.

Director - Owner, Don Martin

School of Radio Arts; b. Kansas

City, Mo., Nov. 19, 1909; St.

Benedict College.

MARTINI, ROLAND

CBS—Saturday Night Seren-
ade.

MASTERSON, JOHN

ABC—Breakfast In Holly-
wood, Bride & Groom.

MAXWELL, JESSICA

MBS—Hop Harrigan.

MAYNARD, GEORGE

CBS.

McCARTHY, FRANK

MBS—Scout About Town.

McGILL, EARLE

ABC—MBS

McGILL, JERRY

CBS—Big Town.

McGILL, WALTER

NBC—Telephone Hour.

McKNIGHT, TOM

ABC—New Adventures of
Sherlock Holmes.

McLEOD, KEITH

MBS—Red Skeleton Show.

MICHAELIS, ARNOLD

MBS

MICHEL, WERNER

CBS

MIDDLETON, GLENN

NBC—Amos 'n Andy.

MITCHELL, JOHN

MBS

MITCHELL, LES

NBC—Masquerade.

MORROW, WILLIAM

ABC—Bing Crosby.

MORSE, CARLETON E.

NBC—One Man's Family.

RADIO DIRECTORS

MOSMAN, JACK
CBS—Red Barber

MOSS, HERB
CBS—Hildegarde.

MUNKOE, PAUL
MBS—CBS—Crime Doctor

MURPHY, PAT
ABC—Jack Armstrong.

NELSON, JOHN
ABC—Breakfast In Hollywood.

NOVIK, MORRIS
ABC—Listen To LaGuardia.

— O —

O'CONNOR, FRANK
NBC

OSTROFF, MANNING
NBC—Eddie Cantor Show.

OWNS, FOREST
ABC—Lum 'n Abner.

— P —

PACKHAM, ELDRIDGE
NBC — Chesterfield Supper Club.

PAPP, FRANK
NBC—Eternal Light, Your United Nations.

PARKER, JOE
NBC—Rudy Vallee.

PARKS, ROBERT
MBS

PETERSON, CLIFF
ABC—Breakfast Club.

PHILLIPS, PAUL
NBC—Fitch Bandwagon.

PIERCE, PAUL
CBS—Stars Over Hollywood.

PIERCE, SAM
CBS—Dick Haymes Show.

PITMAN, FRANK
NBC—Fibber McGee & Molly.

POLA, EDDIE
NBC—Alan Young Show.

POLESIE, HERB
CBS—It Pays To Be Ignorant.

POWERS, CHARLES
ABC—Dick Tracy, Henry Morgan Show, The Fat Man.

— R —

RAMSEY, WALLY
ABC—Danger Dr. Danfield.
MBS—Mystery Is My Hobby.

READY, ELIZABETH
MBS—Monica Makes Music.

REAGAN, NEIL
CBS—Dr. Christian.

REDD, ROBERT L.
NBC—Sealtest Village Store.
CBS—Hollywood Startime.

REEG, LEONARD
ABC—Dark Venture, I Deal In Crime.

REILLY, HOWARD
NBC—Fred Allen.

RICCA, ERNEST
MBS—CBS

RICE, HERBERT
MBS—Special Investigator, Spotlight On America.

RIDER, GENE
CBS.

RINES, JOE
NBC—Judy Canova Show.
CBS—Mel Blanc Show.

RIPLEY, JOE
CBS—Hour of Charm.

ROBINSON, MAURICE
NBC—Sports Newsreel of the Air.

ROBSON, WILLIAM N.
CBS—Hawk Larabee.

ROLAND, WILL
CBS—Arthur Godfrey.

ROLFS, MARY BETH
MBS—What The Veteran Wants To Know.

ROUNTREE, MARTHA
MBS—Leave It To The Girls, Meet The Press.

ROUSSEAU, WILLIAM
ABC—Murder and Mr. Malone.

ROWLAN, ROY
CBS—Baby Snooks Show.

RUBIN, JACK
MBS—By Popular Demand.
ABC—Break The Bank, The O'Neills, Try and Find Me.

— S —

SACK, VICTOR
CBS—Grand Slam.

SANVILLE, RICHARD
CBS.

SAZ, HARRY
NBC—Kay Kyser's College of Musical Knowledge.

SCANLAN, WALTER
ABC—Harvel Music Time, The Doctors Talk It Over.

SEACHRIST, CECIL
MBS—Tell Your Neighbor.

SEYDEL, VIC
ABC—Fishing & Hunting Club.

SHAYON, ROBERT LOUIS
CBS.

SHELDON, JAMES
MBS—Crimes of Carelessness.

SHERDEMAN, TED
ABC—Louella Parsons.

SIMMONS, ED
NBC—Roy Rogers Saturday Night Roundup.

SMITH, BEVERLY
NBC—Portia Faces Life.

SPEAR, WILLIAM
CBS—Suspense, Sam Spade.

SPEARS, HARRY
CBS—Take It Or Leave It.

STAHL, MYRTLE
MBS—Northwest Reviewing Stand.

STANFORD, TONY
NBC—Duffy's Tavern.

STEEL, ROBERT
CBS—Aunt Jenny's Real Life Stories.

STEPHENSON, BOB
NBC—Bob Hope.

STRAUM, NAT
NBC—Teen Timers Club.

SULDS, IRVING
MBS—American Forum of the Air.

SWEETS, WILLIAM
ABC—Police Woman, Counterspy, Gaugbusters.

SWEETSER, NORMAN
NBC—Just Plain Bill.

— T —

TAYLOR, GLENHALL
Mgr. Hollywood Office, N. W. Ayer & Son, Inc., Freelance Radio Director; b. Buffalo, N. Y., June 22, 1903; Dir., Fabu-

lous Dr. Tweedy; Sherlock Holmes.

TELFORD, FRANK
NBC—Molle Mystery Show.

THOMPSON, JOE
NBC—Bob Burns Show.
ABC—Jimmy Fidler.

TODD, BETTY
CBS—Danny O'Neill's Show.

TODMAN, BILL
CBS—Winner Take All.

TUCKER, MADGE
ABC—Coast To Coast On a Bus.

— U —

UHL, DICK
CBS—Dick Haymes Show.

ULRICH, AL
NBC—Women In White.

URQUHART, CHARLES
NBC—CBS

— V —

VAIL, LESTER
NBC—Aldrich Family.

VALENTINE, LEW
NBC—Dr. I. Q.

VANDA, CHARLES
CBS—NBC

VAN HARTESVELDT, FRAN
NBC—Great Gildersleeve.

VAN OSTRAND, JACK
CBS—Mayor of the Town.

VINCENT, CHICK
NBC—Pepper Young
VOUTAS, GEORGE
NBC—Honeymoon in New York. RCA-Victor Show.

— W —

WALKER, ELBERT
MBS

WARBURTON, CHARLES
ABC—My True Story.

WARD, ALBERT
CBS

WEIHE, FRED
CBS—Young Dr. Malone.

WELINGTON, JOHN
MBS—Double Or Nothing.

WHITE, CHARLES
CBS—Bob Hawk Show.

WIEST, GEORGE
ABC

WILGUS, BILL
CBS—Dinah Shore Show.

WILKINSON, JOHN
ABC—The Sheriff.

WOLFF, NAT
CBS—Eddie Bracken Show.

NBC—Abbott & Costello.

WOODRUFF, FRAN K
CBS—This Is Hollywood.

— Y —

YOUNG, DAVE
CBS—Surprise Party.

YOUNG, RUSSELL
MBS—Captain Midnight.

— Z —

ZACHARY, GEORGE
CBS—Vaughan Monroe Show.

ZOLLER, JOHN
NBC—Cavalcade of America.

Home Economics Directors of Stations in United States

Alabama

Birmingham, WAPI.....Delmar Bradley
Mrs. Leo Copeland
Birmingham, WBRC.....T. Brown
Selma, WGWC.....Mercedes Howard
Birmingham, WSGN.....McClelland Van der Veer
Decatur, WMSL.....Ann Kimbrough
Florence, WJOL.....Ruby Dee Thrasher
Jasper, WWWB.....Freda Hilton
Montgomery, WMGY.....Martha Hall
WSFA.....Esther Mahoney
Muscle Shoals, WLAY.....Corrie McGraw
Opelika, WJHO.....Ann Davis
Sylacauga, WFEB.....Eloise Cameron

Arizona

Bisbee, KSUN.....Mary Packer
Mesa, KARV.....Betty Allen
Phoenix, KOY.....Gary Lee
KPHO.....Helen Mary Knox
KTAR.....Virginia Kirby
Safford, WGLU.....Margaret Wallace
Yuma, KYUM.....Betty Dayton

Arkansas

Harrison, KHOZ.....Julia Hathcoat
Jonesboro, KBTM.....Veda Beard
Little Rock, KARK.....Carolyn Frazier Williams
North Little Rock, KXLR.....Bobbie Forster

California

Bakersfield, KAFY.....Mrs. Grace Watkins,
Miss Lorine Harries
KERO.....Laura Clendennen
Brawley, KPDP.....Lillian Phillips
El Centro, KXO.....Edith Gullett
Eureka, KIEM.....Bets Wilson
Fresno, KFRE.....Frances Quinn
KMJ.....Pauline Edward Jones
Hollywood, KFVB.....Marsha Walton
Indio, KREO.....Bonnie Gibson
Long Beach, KGER.....Irene Cook
Los Angeles, KECA.....Frances Scully
KHJ.....Norma Young
Merced, KYOS.....Becky Bedesen
Monterey, KDON.....June Hollman
Oakland, KWBR.....Jan Kenyon
Pasadena, KWKW.....Helen Vander Hyde
Red Bluff, KBLF.....Thelma H. Weeks
Redding, KVCV.....Norma Lee
San Diego, KFMB.....Shirley Bradley
KGB.....Molly Morse
San Francisco, KFRC.....Josephine Martin
KGO.....Ann Holden
KPO.....Jan Lee
San Jose, KLOK.....Ruth Poindexter
KQW.....Katherine Kerry
KSJO.....D. J. Madison
San Luis Obispo, KVEC.....Anita Banning
Santa Barbara, KDB.....Dorothy Covell
KIST.....Mary Mason
Stockton, KWG.....Gail Mayers
Visalia, KTKC.....Dot Barnett

Colorado

Denver, KFEL.....Kay Martin
KOA.....Evadna Hammersley
Grand Junction, KFXJ.....Helen Rose

Greeley, KFKA.....Mildred Hotchkiss
Trinidad, KCRT.....Mrs. Jerry Thompson
KSFT.....Margaret Richter

Connecticut

Bridgeport, WICC.....Florence Robinson
WNAB.....Darcy Peatt
Hartford, WONS.....Claire Gibson
WTIC.....Betty Pattee
New Britain, WKNB.....Virginia Murphy
New Haven, WELL.....Jeanne Porter
WNHC.....Mary di Fant
New London, WNLC.....Jane C. Cobb
Norwich, WNOC.....Miss Elmina Brooks
Stamford, WSTC.....Nell Daugherty
Waterbury, WATR.....Miriam Hurlburt
WBRY.....Fay Clark
WWCO.....Lois Fenton

Delaware

Wilmington, WILM.....Margery Price,
Lucille Wiltbank

District of Columbia

Washington, WINX.....Pat Griffiths
WMAL.....Mrs. Ruth Crane
WOL.....Marion Sexton
WRC.....Nancy Osgood
WTOP.....Elinor Lee
WWDC.....Muriel Evans

Florida

Jacksonville, WMBR.....Kay Stanly
WPDQ.....Anne Daly
Lakeland, WLAK.....Jean Carey
Miami, WGBS.....Mrs. Jane Butler
WIOD.....Billie Womack
WQAM.....Alaine Powell
Miami Beach, WKAT.....Ucola Katzentine
Osala, WTMC.....Candy Keith
Orlando, WDBO.....Jane Ward
Pensacola, WBSR.....Eliazeth Jackson
WCOA.....Jane Smith
St. Petersburg, WTSP.....Barbara San
Tampa, WDAE.....Miss Kay Dowst
West Palm Beach, WJNO.....Kay Lowe

Georgia

Albany, WALB.....Mae Humber
Atlanta, WATL.....Para Lee Brock
Cedartown, WGAA.....Rowena Whitfield
Columbus, WRBL.....Rose Flournoy
Covington, WMOC.....Jean Botts
Dalton, WBLJ.....Louise Glaze
Fitzgerald, WBHB.....Betty Lou Godwin
Macon, WBML.....Dot Drieman
WMAZ.....Mary Ellen Findley
Milledgeville, WMVG.....Bernice Brown McCullar
Rome, WRGA.....Kitty Alford
Savannah, WCCP.....Virginia Rountree
WSAV.....Alberta Beckwith
WTOC.....Mary W. Davis
Waycross, WAYX.....Mrs. Walter Kearson

Idaho

Burely, KBIO.....Carol Long
Idaho Falls, KID.....Evelyn Cox

• • • HOME ECONOMICS DIRECTORS • • •

Nampa, KF XD.....Ruby Elder
Pocatello, KEIO.....Mildred Hubbard
Wallace, KWAL.....Betty Spencer

•
Illinois

Aurora, WMRO.....Jeanne Doran
Belleville, WIBV.....Ruby Johnson
Bloomington, WJBC.....Ardith Meeker
Centralia, WCNT.....Anne Collins,
Doris Green
Chicago, WAAF.....Cynthia Coyle
WENR.....Beulah Karney
WLS.....Martha Crane,
Helen Joyce
WMAQ.....Elizabeth Hart
Decatur, WSOY.....Jane Waddell
Galesburg, WGIL.....Lucile Selkirk
Harrisburg, WEBQ.....Mrs. Fred Lindsay
Herrin, WJPF.....June Wynn
Jacksonville, WLDS.....Virginia Colwell
Hatoon, WL BH.....Marijane Robertson
Moline, WQUA.....Helen Day
Pekin, WSIV.....Mary Jean Van Note
Peoria, WMBD.....Mary Linda Grimm
Rockford, WROK.....Olga Johannes
Rock Island, WHBF.....Millicent Polley
Springfield, WCVS.....Mary Dilley
Tuscola, WDZ.....Virginia Craig

•
Indiana

Elkhart, WTRC.....Leah Reich
Fort Wayne, WGL.....Madge Roemer
Fort Wayne, WOWO.....Jane Weston
Hammond, WJOB.....Kitty Blake
Indianapolis, WFBM.....Mrs. Rose Lee Farrell
WIBC.....Jane Day
WISH.....Catherine Daniels
Kokomo, WEKO.....Madge Dalzell
Richmond, WKBV.....Frances Eward
South Bend, WHOT.....Mrs. J. B. Riley
WSBT.....Eleanor Moore
Vincennes, WAOV.....Ann Wagner
West Lafayette, WBAA.....Clarene Abshier

•
Iowa

Ames, WOI.....Martha Duncan
Creston, KSIB.....Dorothy Lindley
Davenport, WOC.....Mary Louise Marshall
Decorah, KWLC.....Delores Hanson
Des Moines, KRNT.....Wynn Hubler Speece,
Betty Wells
Dubuque, WKBB.....Virginia Wagner
Fort Dodge, KFVD.....Mary Rankin
Ottumwa, KBIZ.....Rosa Lee Shay,
Roberta Burns
Shenandoah, KFNF.....Adelia Shoemaker
KMA.....Leanna Driftmier,
Edith Hansen
Lina Ferguson
Spencer, KICD.....Jeanne Lee
Waterloo, KXEL.....Irene DuMond

•
Kansas

Great Bend, KVGB.....Miss Kay Lovitt
Wichita, KANS.....Josephine Rice
KFH.....Ethel Jane Zerkle

•
Kentucky

Ashland, WCM1.....Blanche Seay
Bowling Green, WLBJ.....Doris Daniels
Harlan, WHLN.....Eula Jones
Henderson, WSON.....Martha Jane Reed
Hopkinsville, WHOP.....Bonnie Bessire
Lexington, WK1X.....Sara Deane
Louisville, WAVE.....Mary Jane Jesse
WHAS.....Lu Murphy
WINN.....Louise Weiller,
Gertrude Hardeman
Paducah, WPAD.....Evelyn Carroll

•
Louisiana

Houma, KCIL.....Mary Elizabeth Conwell

Monroe, KNOE.....Dixie Madden
New Orleans, WDSU.....Shirley Kilgore
WJBW.....Anne Kennedy
WWL.....Suzanne Javeau

•
Maine

Augusta, WFAU.....Catherine Rice
Bangor, WABI.....Charlotte Carter
Lewiston, WCOU.....Roselle Coury Fortier
Portland, WCSH.....Agnes Gibbs
WGAN.....Dorothy Wadman
Presque Isle, WAGM.....Florence Teahan
Waterville, WTVL.....Deborah Cotton

•
Maryland

Baltimore, WBAL.....Dorothy Cotton
WDAO.....Bettie McCall
WFBZ.....Martha Ross Temple
Frederick, WFMD.....Mrs. J. Messersmith
Hagerstown, WJEJ.....Roma C. Preman

•
Massachusetts

Boston, WBZ-WBZA.....Mildred Carlson
WCOP.....Mildred Bailey
WEEI.....Heloise Parker Broeg
WMEX.....Marie Mason
Fitchburg, WELM.....Mrs. Dottie McKittrick
Greenfield, WHAI.....Irmarie Scheueman
Holyoke, WHYN.....Helen Hope
Lawrence, WLAW.....Eileen Kneeland,
Ada Bray
Lowell-Lawrence.....Betty Chalmers Clayton
Salem, WESX.....Irene Roberts
Springfield, WSPR.....Lorraine Guertin

•
Michigan

Adrian, WABJ.....Mrs. Robert McCreery
Detroit, WJR.....Agnes Clark
WXYZ.....Edythe Fern Melrose
East Lansing, WKAR.....Jeanette Lee
Flint, WFDF.....Marjorie Swanson
Ironwood, WJMS.....Rose Isaac
Kalamazoo, WKZO.....Joan Carter
Muskegon, WKBZ.....Fran Dick
Saginaw, WSAM.....Yvonne Lafferty

•
Minnesota

Mankato, KYSM.....Loretta Ulmen
Minneapolis, KUOM.....Jo Bjornson
WDGY.....Sally Delaney
WTCN.....Arleth Haerberle
Northfield, WCAL.....Gwendolyn Thompson
St. Cloud, KFAM.....Patricia Pattison
Willmar, KWLM.....Irene Peters
Winona, KWNO.....Marjorie Mitchell

•
Mississippi

Columbus, WCBI.....Bert Beck
Jackson, WSLI.....Caroline Mayes
Laurel, WLAW.....Nancy Allen
Natchez, WMIS.....Wilna Nichols
Tupelo, WELO.....Emily Grantham

•
Missouri

Clayton, KFUD.....Lysle Dielman
Columbia, KFRU.....Dorothy Taylor
Joplin, KSWM.....Ethel Owens
WMBH.....Billie Hunt
Kansas City, KCMO.....Anne Hayes
KMBC.....June Martin
WDAF.....Martha Spalding
Poplar Bluff, KWOC.....Helen M. Petersen
St. Joseph, KRES.....Dorothy Philipps
St. Louis, KXOK.....Kay Morton
WEBW.....Louise Munch
Springfield, KWTO.....May Kennedy McCord

•
Montana

Anaconda, KANA.....Barbara Nicholson
Billings, KBMY.....Elaine Mikalson

• • • HOME ECONOMICS DIRECTORS • • •

Bozeman, KRBM.....Betty Klaskell
 Butte, KGIR.....Joyce Gilham
 Miles City, KRJF.....Frances Drum
 Missoula, KGVO.....Mrs. Berlin Boyd
 Sidney, KGCX.....Fay Halvorson

Nebraska

Kearney, KGFV.....Peg Biber
 Lincoln, KFOR.....Mary Elizabeth Stewart
 Norfolk, WJAG.....Mary Moore
 No. Platte, KODY.....Louise Epp
 Omaha, KOIL.....Belle West
 KOWH.....Martha Bohlsen
 Scottsbluff, KGKY.....Mrs. L. R. Boyd

Nevada

Boulder City, KBNE.....Lee De Leon
 Reno, KATO.....Betty Barr

New Hampshire

Concord, WKXL.....Blanche Crippen
 Keene, WKNE.....Ruth Redington
 Laconia, WLNH.....Marie Forsberg
 Manchester, WFEA.....Adeline Casseboom,
 Janet Carr
 WMUR.....Julia Blake
 Portsmouth, WHEB.....Lee Spencer

New Jersey

Bridgeton, KWNJ.....Phyllis Houston
 Paterson, WPAT.....Adele Hunt
 Trenton, WTTM.....Minerva Davenport
 Vineland, WWBZ.....A. C. Whitman

New Mexico

Albuquerque, KOB.....Mary Walker
 Artesia, KSVP.....Josephine Tandy
 Hobbs, KWEW.....Inez McCombs
 Las Vegas, KFUN.....Dorothy G. Thwaites
 Santa Fe, KTRC.....Lee Sawyers
 KVSF.....Christine Kelly,
 Carolyn Campbell
 Silver City, KSIL.....Mag Everingham

New York

Batavia, WBTA.....Jane Bonney
 Binghamton, WNBF.....Sara Burbank
 Buffalo, WBBN.....Sally Work
 WEBR.....Dorothy Shank
 Elmira, WENY.....Katherine Randolph
 Ithaca, WHCU.....Gertrude W. Grover
 Kingston, WKNY.....Everice C. Parsons
 Middletown, WALL.....Gale Gray
 Newburgh, WGNV.....Margaret Robinson
 New York, WHN.....Ella Mason,
 Carlton Fredericks
 WINS.....Dorothy Day
 WJZ.....Nancy Craig,
 Alma Kitchell
 WLIB.....Lillian Black
 WMCA.....Isabella Beach
 WNYC.....Lilian Supove
 WQXR.....Alma Dettinger,
 Charlotte Adams
 Niagara Falls, WHLD.....Jessie McConnell
 Ogdensburg, WSLB.....Flo Beach Rowe
 Plattsburg, WMFF.....Betty Kraus
 Poughkeepsie, WKIP.....Fern Morris
 Schenectady, WSNY.....Martha Smith
 Syracuse, WAGE.....Wynne Parrish
 WSYR.....Ine McNay
 Troy, WTRY.....Mary Elizabeth Gaynor
 Utica, WIBX.....Eliazeth Odames
 Watertown, WATN.....Jane Lewis
 WWNV.....Gwen E. Scanlin
 White Plains, WFAS.....Joan Schneider,
 Helen Morris
 Woodside, WWRL.....Mona Fisher,
 Pat Becker

North Carolina

Asheville, WNCN.....Hazel Williams
 Burlington, WBBB.....Carol Winter

Charlotte, WAYS.....Mona Paine
 WSOC.....Trippy Walker
 Durham, WDUK.....Mildred Fazzin
 WHHT.....Vera Ervin
 WPHK.....Jocelyn Landvoigt
 Elizabeth City, WCNC.....Elsie Bray
 Goldsboro, WGBR.....Margaret Long
 Greensboro, WBIG.....Margaret Leonard
 WGBG.....C. V. Smith
 Hendersonville, WHKP.....Mrs. Agnes Leach
 Jacksonville, WJNC.....Margaret Sullivan
 Leaksville, WLOE.....Mabel M. Gunn
 Lenoir, WJRI.....Katherine Babb
 Lumberton, WTSB.....Ellenor French
 Raleigh, WPTF.....Harriet Pressly
 Whiteville, WENC.....Margaret McNeill
 Wilson, WGFM.....Emily Crandall
 Winston-Salem, WAIR.....Doris Pardington

North Dakota

Grand Forks, KILO.....Elaine Vig
 Minot, KLPM.....Harriet Frank

Ohio

Akron, WHKK.....Peg Rodgers
 Ashtabula, WICA.....Millicent Soet
 Canton, WCMW.....Phyllis Bachelord
 WHBC.....Carol Adams
 Cincinnati, WKRC.....Helen Nugent
 WLW.....Ruth Lyons,
 Katherine Fox, Mary Brady
 WSAI.....Kay Hamilton
 Cleveland, WGAR.....Esther Mullin
 WHK.....Eleanor Hanson
 WJW.....Dorothy Day
 WTAM.....Mildred Funnell
 Columbus, WBNS.....Mrs. Fern Sharp
 WCOL.....Mrs. Phillip Houston
 WHKC.....Rita Thomas
 WOSU.....Miriam Foltz
 Dayton, WHIO.....Madeline Wise
 Findlay, WFJN.....Faythe Vent
 Hamilton, WMOH.....Millie Soule,
 Luella Engel
 Lima, WLOK.....Donna Day
 Marion, WMRN.....Madge Cooper
 Portsmouth, WPAY.....Lucile Graham
 Springfield, WIZE.....Mrs. Alice Bahman
 Steubenville, WSTV.....Janet Reid
 Toledo, WSPD.....Norma H. Richards
 WTOD.....Josephine Cody
 WTOL.....Marjorie Wells
 Warren, WRRN.....Jean L. Krieger
 Youngstown, WFMJ.....Marion Resch

Oklahoma

Ada, KADA.....Betty Hughes
 Bartlesville, KWON.....Dee Dee Frieday
 McAlester, KTMC.....Mollie Hutcheson
 Muskogee, KBIX.....Beverly Kobel
 Norman, WNAD.....Betty Jane McClain
 Oklahoma City, KOCY.....Helen B. Schuyler
 Shawnee, KGFF.....Mrs. Sue McGee
 Tulsa, KTUL.....Mary Louise Fandel

Oregon

Ashland, KWIN.....Mrs. Margaret Ritchie
 Baker, KBKR.....Grace Baer
 Corvallis, KOAC.....Mary Lou Armstrong
 The Dalles, KODL.....Eunice La Sell
 Eugene, KUGN.....Gere Arnold,
 Jo Hoffman
 Ontario, KSRV.....Velma Morton
 Pendleton, KWRC.....Doris Forsman
 Portland, KALE.....Roxie Frederickson
 KEX.....Kay West

Pennsylvania

Butler, WISR.....Gladys Borne
 Dubois, WCED.....Virginia Wade
 Johnstown, WARD.....Jean Davies
 Lancaster, WLAN.....Ivy Lauer
 Lebanon, WLBK.....Dora-Mary Staver

• • • HOME ECONOMICS DIRECTORS • • •

Lewistown, WMRF.....Rita McCoy
 McKeesport, WEDO.....Bea Stevenson
 New Castle, WKST.....Shirley Kerr
 Norristown, WNAK.....Jackie Greco
 Philadelphia, KYW.....Ruth Welles
 WCAU.....Creighton Stewart
 WFIL.....Anice Ives
 WLBG.....Zelia Drake Harper
 Pittsburgh, KDKA.....Evelyn Gardiner
 KQV.....Jane Gibson
 WCAE.....Florence Sando
 WJAS.....Ann Cristy
 WWSW.....Marie Wilk
 Reading, WEEU.....Barbara Lenker
 WHUM.....Eva Sandeffer
 Scranton, WARM.....Lynn Lewis
 Uniontown, WMBS.....Elinor Johnston
 Warren, WNAE.....Marian Potter
 Washington, WJFA.....Elien Yowers
 York, WSBA.....Kathryn S. Bollinger

Rhode Island

Pawtucket, WFCL.....Betty Gunning
 Providence, WEAN.....Carolyn Wallace
 WPRO.....Elizabeth Frazier

South Carolina

Charleston, WTMA.....Alicia Rhett
 Columbia, WCOB.....Ruth Hope
 WIS.....Christie Zimmerman
 Conway, WLAT.....Rose Harley
 Florence, WOLS.....N. L. Royster
 Greenville, WFBC.....Alice Wyman
 Hartsville, WHSC.....Eleanor Flowers
 Spartanburg, WORD.....Cele Roberts
 WSPA.....Jane Dalton

South Dakota

Rapid City, KOTA.....Jean Mitchell
 Sioux Falls, KSOO.....Bee Baxter
 Yankton, WNAX.....Wynn Hubler Speece

Tennessee

Athens, WLAR.....Edna Weeks
 Chattanooga, WAGC.....Millicent Thomas
 Cookeville, WHUB.....Anne Peary
 Elizabethton, WBEJ.....Charlotte Fortune
 Greenville, WGRV.....Eileen O'Shaughnessy
 Johnson City, WJHL.....Alice Friberg
 Knoxville, WNOX.....Nikki Beach
 WROL.....Martha Leslie
 Memphis, WHHM.....Josephine McKinnon
 WMC.....Olivia Browne
 WMPB.....Kay Allen
 Nashville, WSM.....Marjorie Cooney

Texas

Abilene, KRBC.....Ann O. Smart
 Amarillo, KGNC.....Gloria DeVore
 Austin, WTBC.....Irene Crockett
 Big Spring, KBST.....Joy Lane
 Brownwood, KBWD.....Ann Ellis
 El Paso, KRDD.....Helen Fryer
 Houston, KPRC.....Alfred Daniel
 Kilgore, KOCA.....Pauline Kilsdonk
 Laredo, KPAB.....Geneva Chambers
 Odessa, KECK.....Glenda Huffman
 KRIG.....Kay McKenna
 Pampa, KPDN.....Nora Day
 Pecos, KIUN.....Louise Hawkins
 San Antonio, KTTA.....Betty Burns
 San Antonio, WOAI.....Marjorie Hart
 Tyler, KGKB.....Minnie B. Ulmer
 Vernon, KVWC.....Mae Belle Riedel
 Wichita Falls, KWFT.....Gerry Wright

Utah

Cedar City, KSUB.....Mona Taylor
 Ogden, KLO.....Helen Rice
 Provo, KOVO.....Gertrude Wiseman

Salt Lake City, KDYL.....Mary Jane Phillipi
 KUTA.....Mildred Kears

Vermont

Burlington, WCAH.....Ethel Starbird
 WJOY.....Jo Ann Walkover
 St. Albans, WWSR.....Lorraine Parsons

Virginia

Harrisonburg, WWSA.....Lois Shirkey
 Newport News, WGH.....Doris Evelyn Ross
 Norfolk, WTAR.....Alice Brewer White
 Richmond, WRNL.....Joyce O'Neill
 Roanoke, WSLS.....Virginia Krebs

Washington

Aberdeen, KXRO.....Lois Johnson
 Bellingham, KVOB.....Georgia Hale
 Ellensburg, KCOV.....Marjorie Kendall
 Everett, KRKO.....Shirley Rae
 Longview, KWLK.....Mary Martin
 Olympia, KGY.....Patricia Lee
 Seattle, KEVR.....Audrey Clark
 KIRO.....Irene Flyzik
 KOL.....Sharon Kane
 KOMO.....Anne Sterling
 Spokane, KFPY.....Margurite Smith
 KGA.....Edna Storms
 Tacoma, KMO.....Gail Clark
 KTBH.....Mildred Price
 Wenatchee, KPQ.....Dorothy Lee
 Yakima, KIT.....Edna Waugh

West Virginia

Charleston, WCHS.....Melva Graham
 WGKV.....Ann Davis
 WKNA.....Mary Jordan
 Ronceverte, WRON.....Charlotte G. Blake
 Welch, WBRW.....Pat Ware
 Williamson, WBTH.....Alice Shein

Wisconsin

Ashland, WATW.....Mary Jean Anno
 Janesville, WCOLO.....Mrs. Adeline Dunn
 La Crosse, WKBH.....Cora Hauser
 Madison, WHA.....Mrs. Aline Hazard
 Manitowoc, WOMT.....Lillian Kadow
 Medford, WIGM.....Irma Meyer
 Milwaukee, WEMP.....Gloria Gross
 WISN.....Mary Ann LeMay
 WTMJ.....Nancy Grey
 Sheboygan, WHBL.....Marion Heiden
 Superior, WDSM.....Elinor Barney
 Wausau, WSAU.....Louise M. Gohdes

Wyoming

Casper, KDFN.....Mrs. D. L. Hathaway
 Rock Springs, KQRS.....Imogene Parr
 Sheridan, KWYO.....Nora Spracklin

TERRITORIES OF THE U. S.

Alaska

Anchorage, KFQD.....Dorothy Jacobson
 Fairbanks, KFAR.....Miriam Dickey
 Ketchikan, KTKN.....Dale DeArmond

Hawaii

Honolulu, KGMB.....Lesly Rice
 Honolulu, KPOA.....Harriet Argenbright

Puerto Rico

Mayaguez, WPRB.....Maria Alvarez DeMoran
 San Juan, WIAC.....Esther Pales
 San Juan, WKAQ.....Sofia Rodriguez
 WNEL.....Blanca Rivero

Managers and Agents

Address and Telephone Numbers of Those Who Handle Talent
in New York, Los Angeles and Chicago



NEW YORK



- Agneta, Nicholas T.**
Rockefeller Plaza.....Columbus 5-2142
- Allen, Charles H.**
RKO Bldg.Circle 7-4124
- Appell, James**
400 Madison Ave.....PLaza 3-7840
- Batchelor Enterprises, Inc.**
30 Rockefeller Plaza.....Circle 6-4224
- Becker Adv. Service, V. S.**
562 Fifth Ave.....Circle 7-2800
- Bentham, M. S.**
43 West 48th St.....BRyant 9-1227
- Bestry, Harry**
1776 Broadway.....Circle 6-7094
- Bloom, Joseph**
19 West 44th St.....Vanderbilt 6-5080
- Briscoe & Goldsmith, Inc.**
522 Fifth Ave.....Murray Hill 2-6244
- Brown, Chamberlain**
145 W. 45th St.....BRyant 9-8480
- Century Artists, Ltd.**
33 E. 57th St.....PLaza 3-1030
- Chapman, Bruce & Co.**
145 West 41st St.....Wisconsin 7-9244
- Chase, Cleveland B., Inc.**
424 Madison Ave.....ELdorado 5-1720
- Collins, Ted**
1819 Broadway.....Circle 7-0094
- Coe Associates, Robert**
366 Madison Ave.....Vanderbilt 6-3417
- Columbia Concerts, Inc.**
113 W. 57th St.....Circle 7-6900
- Consolidated Radio Artists, Inc.**
30 Rockefeller Plaza.....Columbus 5-3580
- Cooper, Frank**
521 Fifth Ave.....Vanderbilt 6-5661
- Crosby, Everett, Ltd.**
1270 Sixth Ave.....Circle 6-3860
- DeGroof Consultants, Inc., Roy**
10 East 40th St.....LEXington 2-6140-1
- Downey, Wallace, Inc.**
1819 Broadway.....Circle 6-6646
- Dube, Harry S.**
1270 Sixth Ave.....Columbus 5-7035
- Evans & Salter**
113 W. 57th St.....Circle 7-6900
- Fadiman Associates, L. H.**
1501 Broadway.....Lackawanna 4-3544
- Fanchon & Marco, Inc.**
1501 Broadway.....CHickering 4-3956
- Fenton, Mildred**
1501 BroadwayCHickering 4-8240
- Frederick Bros. Artists Corp.**
RKO Bldg.....Circle 6-2144
- Gale, Inc.**
48 W. 48th St.....LOnacre 3-0350
- Getts, Clark H.**
430 Park Ave.....PLaza 8-0190
- Gibbs & Co., John E.**
9 Rockefeller Plaza.....Columbus 5-4888-9
- Glaser, Joe, Inc.**
745 Fifth Ave.....PLaza 5-0078
- Haensel & Jones**
113 W. 57th St.....Circle 7-6900
- Hahlo, Sylvia**
711 Fifth Ave.....PLaza 3-0820
- Hanna, Mark**
654 Madison Ave.....REgent 4-6250
- Hayward, Leland, Inc.**
444 Madison Ave.....ELdorado 5-4100
- Hesse & McCaffrey**
501 Madison Ave.....ELdorado 5-1076
- Hurok Attractions, Inc.**
711 Fifth Ave.....PLaza 3-0820
- International Artists Corp.**
420 Madison Ave.....PLaza 9-7490
- Karn, Estella H.**
49 West 45th St.....Vanderbilt 6-3860
- Kaufman, Jesse L., Inc.**
1841 Broadway.....Columbus 5-2050
- Kerr, Bob**
1270 Sixth Ave.....Columbus 5-8051
- Leddy, Mark J.**
48 W. 48th St.....BRyant 9-1631
- Langel, William C., Literary Associates**
1501 Broadway.....LOnacre 3-2800
- Liebling-Wood**
551 Fifth Ave.....Vanderbilt 6-3714
- Lipset, Ben B., Inc.**
1350 BroadwayCHickering 4-2466
- Lyons, A. & S., Inc.**
515 Madison Ave.....PLaza 3-5181
- Management Corp. of America**
745 Fifth Ave.....Wickersham 2-8900
- Metro Artist Bureau**
730 Fifth Ave.....Circle 6-8470
- Michaud, A. T.**
1619 Broadway.....Circle 7-4064
- Morris, William, Agency**
1270 Sixth Ave.....Circle 7-2160
- Moses, John, Inc.**
730 Fifth Ave.....Circle 6-2677
- Music Corporation of America**
745 Fifth Ave.....Wickersham 2-8900
- National Concert & Artists Corp.**
711 Fifth Ave.....PLaza 3-0820
- National Radio & Theatrical Bureau**
1650 Broadway.....Columbus 5-7131
- North, Meyer B.**
1564 BroadwayBRyant 9-6847
- O'Connor, Johnny**
1697 Broadway.....Circle 6-3500
- Okun, Lillian, Inc.**
2 West 67th St.....TRafalgar 7-8916

MANAGERS and AGENTS

Oxley, Harold
424 Madison Ave.....ELdorado 5-3500

Peters, Dell
521 Fifth Ave.....Vanderbilt 6-1750

Popular Concerts Guild
1270 Sixth Ave.....Columbus 5-8051

Pratt, Ben
332 East 50th St.....PLaza 3-6394

Richards Agency, Max
1776 BroadwayCIRCLE 7-4074-5

Romm, Harry A., Inc.
1270 Sixth Ave.....CIRCLE 7-7643

Roth, Allen
48 W. 48th St.....LONgacre 3-3836

Rubnoff Enterprises
1501 BroadwayLACKawanna 4-7147

Salkow Agency
366 Madison Ave.....MURray Hill 2-6119

Myron Selznick & James L. Saphier & Co.
610 Fifth Ave.....CIRCLE 7-6200

Shank, Mary L.
9 Rockefeller Plaza.....Columbus 5-1332

Shurr, Louis
1501 Broadway.....CHICKering 4-3240

Small, Franklin H.
149 West 51st St.....CIRCLE 6-9400

Souvaine, Henry, Inc.
80 Rockefeller Plaza.....CIRCLE 7-5666

Special Attractions, Inc.
48 W. 48th St.....BRYant 9-2030

Stanley, Aileen
1619 Broadway.....Columbus 5-9025

Tyro Productions
1697 BroadwayColumbus 5-3737

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller PlazaCIRCLE 7-2620

Vallon, Mike
1270 Sixth Ave.....CIRCLE 7-0162

Waible, Fred
270 Park Ave.....PLaza 8-0344

Weber, Edwin
156 West 44th St.....BRYant 9-6624

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.....PLaza 9-4961

Wolf Associates, Inc.
420 Madison Ave.....PLaza 5-7620

Yost, Ben, Inc.
1650 Broadway.....CIRCLE 6-6533

Zucker, Stan
420 Madison Ave.....PLaza 3-0163

Brown, Flo-Jan Grippio
1586 Cross Roads of the World
Hollywood 28HEmpstead 4879

Blum, Ralph
9441 Wilshire Blvd. (B.H.)...CREstview 6-6909

Carol, Sue & Associates
9006 Sunset Blvd., Hollywood 46
CREstview 1-8151

Charney, William B.
8736 Sunset Blvd., Hollywood 46
Hollywood 1131

Cooley, Hallam Agency
9111 Sunset Blvd., Hollywood 46
CREstview 5-6161

Crosby, Everett N., Ltd.
9028 Sunset Blvd., Hollywood 46
CREstview 1-1171

Delan, Ken & Company
1556 N. Wilcox Ave., Hollywood 28
Hollywood 3553

Donaldson-Middleton, Inc.
8734 Sunset Blvd., Hollywood 46
CREstview 1-5181

Dupont, E. A.
8511 Sunset Blvd., Hollywood 46
CREstview 6-4168

Eddington, Harry E.
9441 Wilshire Blvd. (B.H.)
CREstview 1-6239

Famous Arts Corp.
9441 Wilshire Blvd. (B.H.)...CREstwood 1-5222

George Frank, Inc.
1626 N. Vine St. (28).....HILLside 3188

Frederick Bros. Artists Corp.
8584 Sunset Blvd., Hollywood 46
CREstview 1-6244

Garland, Charles
204 S. Beverly Dr. (B.H.)...CREstview 1-7357

Gear, Bruce
247 S. Beverly Dr. (B.H.)...CREstview 5-3035

General Artists Corp.
9028 Sunset Blvd., Hollywood 46
CREstview 1-8101

Goldstone, Nat
9121 Sunset Blvd., Hollywood 46
CREstview 6-1071

Hamilburg, Mitchell
8780 Sunset Blvd., Hollywood 46
CREstview 1-5108

Herzbrun Agency, Walter
9000 Sunset Blvd., Hollywood 46
CREstview 6-4157

Irwin, Inc., Lou
9134 Sunset Blvd., Hollywood 46
CREstview 1-7131

Jaffe, Sam
8553 Sunset Blvd., Hollywood 46
CREstview 6-6121

Kane Agency, Walter
8584 Sunset Blvd., Hollywood 46
CREstview 6-2396

Kempner, Inc., Alex
8611 Sunset Blvd., Hollywood 46
CREstview 5-0104

Kerner, Sam
6605 Hollywood Blvd., Hollywood 28
HILLside 7239

Levee, M. C.
119 S. Beverly Dr. (B.H.)...CREstview 1-5781

Lyons, Inc., A. & S.
356 N. Camden Dr. (B.H.)...CREstview 1-6131

MacQuarrie
8506 Sunset Blvd., Hollywood 46
CREstview 6-7162

Marin, Elwood
6362 Hollywood (28)
HEmpstead 9810

Marshall, Reg. D.
1508 Cross Roads of the World
Hollywood 28HOLLYwood 8238

☆
LOS ANGELES
☆

Allen, Larry, Inc.
6381 Sunset Blvd., Hollywood 28
HEmpstead 0421

Allenberg-Berg
121 S. Beverly Dr. (B.H.)...CREstview 6-3131

Bernie, Herman
208 S. Beverly Dr. (B.H.)...CREstview 5-0117

Bloom, Phil
8506 Sunset Blvd., Hollywood 46
CREstview 1-3353

• • • **MANAGERS and AGENTS** • • •

Mashio, John
420 N. Camden Dr. (B.H.)..CRestview 6-7015

MCA Artists, Ltd.
9300 Burton Way (B.H.)....CRestview 6-2001

McConkey Orchestra Co.
847 Seward St., Hollywood 38. HEmpstead 7141

Monter-Gray, Inc.
8736 Sunset Blvd., Hollywood 46
CRestview 1-1191

Morris Agency, Wm.
202 N. Canon Drive (B.H.)..CRestview 1-6161

National Concert & Artists Corp.
9059 Sunset Blvd., Hollywood 46
CRestview 1-7121

Orsatti Agency
9130 Sunset Blvd., Hollywood 46
CRestview 6-6241

Polan & Rosenberg
451 N. La Cienega Blvd., Hollywood
CRestview 6-4900

Rantz, Louis
9121 Sunset Blvd., Hollywood 46
CRestview 6-1071

Rose, Harold
9441 Wilshire Blvd. (B.H.)..CRestview 6-7049

Rush, Inc., Art
1500 N. Vine St., Hollywood 28
Hillside 5161

Salkow Agency
9119 Sunset Blvd., Hollywood 46
CRestview 1-9134

Samuels, David S.
1717 N. Vine St., Hollywood 28..GRanite 3693

Saphier, James L.
9538 Brighton Way (B.H.)..CRestview 1-7231

Schiefer, Philip M.
9172 Sunset Blvd., Hollywood 46
CRestview 5-2844

Shauer, Melville A.
9120 Sunset Blvd., Hollywood 46
CRestview 1-1103

Sherman, Edward, Agency
8533 Sunset Blvd., Hollywood 46
CRestview 5-0186

Shurr, Louis
327 N. Rodeo Drive, (B.H.)
CRestview 1-1116

Silber, Arthur-Ray Cooper
1586 Crossroads of the World
Hollywood 28Hillside 7219

Small Company, The
8272 Sunset Blvd., Hollywood 46
Hollywood 2722

Somlyo, E. T.
242 N. Canon Dr. (B.H.)....CRestview 6-2042

Stanley-Kramer-Lyon
6047 Hollywood Blvd., Hollywood 28
HEmpstead 4853

Stempel, Frank
8736 Sunset Blvd., Hollywood 46
CRestview 1-5121

Stewart, John A.
165 N. La Brea Ave., Los Angeles
Yorke 7191

Stiefel, Samuel H.
8782 Sunset Blvd., Hollywood 46
CRestview 1-5691

Ullman-Gertz
8979 Sunset Blvd., Hollywood 46
CRestview 1-5669

Vallee, Rudy, Presents
6253 Hollywood Blvd., Hollywood 28
Hillside 8161

Vincent, Frank W.
242 N. Canon Dr. (B.H.)....CRestview 6-2042

Volek, George A.
9441 Wilshire Blvd. (B.H.)..CRestview 6-3121

Wendling, Charles
9156 Sunset Blvd., Hollywood 46
CRestview 6-2348

Winkler, Daniel M.
9470 Santa Monica Blvd. (B.H.)
CRestview 1-7244

Wookey & Gwynn
6331 Hollywood Blvd., Hollywood 28
HEmpstead 6828

Wooffenden, Bill
8584 Sunset Blvd., Hollywood 28
CRestview 1-6244

CHICAGO

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WABash 6761

Benn Theatrical Agency
64 West Randolph St.....DEArborn 6850

Brown, Vic
221 N. LaSalle St.....STate 3310

Colored Radio Artists Assn.
3458 S. State St.....VICTory 7917

Columbia Concerts, Inc.
Wrigley Bldg.SUpErior 2542

Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRAnklin 8300

Ellsworth, W. M.
75 East Wacker Drive.....CENtral 0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive.....STate 0003

General Artists Corp.
360 N. Michigan Ave.....STate 6288

Gordoni Radio Productions
1258 S. Michigan Ave.....WEBster 2161

Gumbiner Management Co.
120 S. LaSalle St.....STate 0248

Herman, Sam
54 W. Randolph St.....STate 2147

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DELaware 7334

Levin, W. Biggie
612 N. Michigan Ave.....SUpErior 0506

Lutz, Estelle, Artists Bureau
25 E. Jackson.....HARRison 3435

Morris, William, Agency
203 N. Wabash Ave.....STate 3632

Morse, Sidney P.
64 E. Lake St.....ANDover 2878

Music Corporation of America
430 N. Michigan Ave.....DELaware 1100

National Concert & Artists Corp.
222 W. No. Bank St.....SUpErior 4042

North, Stanley
29 E. Jackson.....WABash 5595

Parks, James & Co.
333 N. Michigan Ave.....CENtral 7980

Schuster, Milton
127 North Dearborn.....DEArborn 3633

WGN Concert & Artist Bureau
441 N. Michigan Ave.....SUpErior 0100

WLS Artists Bureau
120 W. Washington Blvd.....MONroe 9700

World Talent Bureau, Inc.
301 East Erie St.....SUpErior 9114

PROGRAMS



Commercially Sponsored

•

Title

•

Advertiser and Product

•

Network

•

Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1946 —

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1946. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
A Present from Hollywood	William S. Scull Co. Boscul Tea	ABC	M. H. Hackett Co.
Abbott & Costello	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	William Esty & Co.
Abbott Mysteries, The	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co.
Academy Award Theater	E. R. Squibbs & Sons All Products	CBS	Geyer-Cornell & Newell, Inc.
Adventures of Bill Lance	Planters Nut & Chocolate Co. Peanuts & Peanut Oil	NBC	Raymond R. Morgan Co.
Adventures of Bulldog Drummond	Lewis-Howe Company Nature's Remedy	MBS	Olian Advertising Co.
Adventures of Ozzie & Harriet	International Silver Co. Sterling & 1847 Rogers	CBS	Young & Rubicam, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	B.B.D.&O., Inc.
Adventures of Sherlock Holmes, The	Petri Wine Co. Wine	MBS	Young & Rubicam New York
Adventures of the Falcon, The	American Safety Razor Corp. Gem Razor Blades	MBS	Federal Advertising Agency
Adventures of the Thin Man	General Foods Corp. Post Toasties, Sanka & Instant Sanka	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.

Alan Young Shaw, The	Bristol-Myers Co. Ipana & Vitalls	NBC	Young & Rubicam
Aldrich Family, The	General Foods Grape Nuts Grape Nuts Flakes Birdseye Frosted Foods	NBC	Benton & Bowles, Inc.
Aldrich Family	General Foods Corp. Grapenuts & Grapenut Flakes, Postum	CBS	Young & Rubicam, Inc. Foote, Cone & Belding
A. L. Alexander's Mediation Board	Serutan Company Serutan-Nutrex	MBS	Grant Advertising, N. Y. Eff. 3/1/46 Roy S. Durstine Inc.
Alex Drier, news	Skelly Oil Co. Petroleum products	NBC	Henri, Hurst & McDonald
All-Star Baseball Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon Inc., N. Y.
All-Star Football Game	Wilson Sporting Goods Co. Sporting Goods	MBS	Ewell & Thurer Associ. Chicago
Alvin Wilder—Commentary	Sealy Mattress Co. (mattresses)	ABC—PC	Alvin Wilder Adv. Ag.
Amanda	Sterling Drug Inc. Phillips Tablets, Toothpaste, Energine	CBS	Dancer-Fitzgerald-Sample, Inc.
Amazing Mrs. Danbury with Agnes Moorehead	Lewis-Howe Co. Tums	CBS	Roche Williams & Cleary, Inc.
American Album of Familiar Music	Sterling Products Co. Bayer Aspirin	NBC	Dancer-Fitzgerald-Sample
American Legion Fights	Adam Hat Stores Inc. Adam Hat	MBS	LaRoche & Ellis, N. Y.
American Melody Hour	Sterling Drug Co. Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
American Radio Warblers	American Bird Products Inc. Bird Food	MBS	Weston-Barnett, Inc. Chicago
Amos 'n' Andy	Lever Brothers Rinso	NBC	Ruthrauff & Ryan
Andrew Sisters	Nash-Kelvinator Corp. Nash Cars & Kelvinator Refrigerators	CBS	Geyer, Cornell & Newell, Inc.
Armstrong Theater of Today	Armstrong Cork Co. Quaker Rugs, Linoleum Products, Floor Coverings	CBS	B.B.D. & O, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Army Football Games	U. S. Army Recruiting Service	ABC	N. W. Ayer & Son, Inc.
Army-Navy Game	Gillette Safety Razor Co.	NBC	Maxon Inc.
Arthur Hale	Richfield Oil Corp., N. Y. Oil & Gasoline	MBS	Hixson-O'Donnell Adv. New York
Aunt Mary	Safeway Stores Kitchen Kraft Flour	NBC	Walter Thompson Co.
Aunt Jenny	Lever Bros. Co. Rinso, Spry	CBS	Ruthrauff & Ryan, Inc.
A Woman's Life	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
B			
Baby Snooks Show	General Foods Corp. Jell-O, Jell-O Puddings, Sanka	CBS	Young & Rubicam, Inc.
Bachelor's Children	Continental Baking Co. Wonder Bread & Hostess Cakes	CBS	Ted Bates, Inc.
Backstage Wife	Sterling Products Co. Dr. Lyons Tooth Powder Energine Cleaning Fluid	NBC	Dancer-Fitzgerald-Sample
Beautiful Music	John H. Breck, Inc. (Breck Hair Shampoo)	ABC	Charles Sheldon Adv.
Benny Walker's Kitchen	Tillamook Creamery Cheese	NBC	Botsford, Constantine & Gardner
Betty Crocker	General Mills Cake Flour—Softasilk	NBC	Knox-Reeves Adv. Agency, Inc.
Betty Moore	Benjamin Moore & Co. (Paints)	ABC	St. Georges & Keyes, Inc.
Beulah Show	Lewis Howe Co. Tums	CBS	Roche, Williams & Cleary, Inc.
Bible Institute	Bible Institute of Los Angeles Religious Talks	MBS	The Tullis Co. Los Angeles
Big Sister	Lever Bros. Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Big Sister	Procter & Gamble (Ivory Soap)	CBS	Compton Advt. Inc.

Big Town	Sterling Drug Inc. Ironized Yeast	CBS	Pedler & Ryan, Inc.
Bill Henry, News	Johns-Manville Corp. Building Material	CBS	J. Walter Thompson Co.
Billie Burke Show	Lambert Co. Listerine Tooth Powder	CBS	Lambert & Feasley, Inc.
Bing Crosby	Philco Corp. Philco Radios	ABC	Hutchins Advtg. Co.
Blind Date	Lehn & Fink Products Corp. (Hinds Honey & Almond Cream & Hand Lotion)	ABC	Wm. Esty & Co.
Blondie	Colgate-Palmolive-Peet Co. Super Suds	CBS	Wm. Esty & Co.
Bob Burns Show	Lever Brothers Lifebuoy Soap	NBC	Ruthrauff & Ryan
Bob Burns Show	Whitehall Pharmacal Co. Anacin, Kolydos	NBC	Sullivan, Stauffer, Colwell & Boyles
Bob Crosby Show	Ford Motor Co. Ford Motor Cars	CBS	J. Walter Thompson Co.
Bob Garred—News	Manhattan Soap Co. Sweetheart Soap	CBS—PC	Duane Jones Co.
Bob Garred—News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred—News	"42" Products, Inc. Hair Oil and other products	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred—News	Soil-Off Mfg. Co.	CBS—PC	Ruthrauff & Ryan, Inc. Frank Oxarart Co.
Bob Garred—News	Studebaker Corp. (Motor Cars)	CBS—PC	Roche, Williams & Cleary, Inc.
Bob Garred—News	Vick Chemical Co. Vick's Vaporub, Vatronol, Cough Drops, Inhaler	CBS—PC	Morse International, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co.
Bob Hope Show	Lever Brothers Toothpaste Toothbrushes Tooth Powder	NBC	Foote, Cone & Belding

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bcb Nichols	Fisher Flouring Mills Co. (Fisher's Cereal Products)	ABC—PC	Pacific Nat'l Adv.
Bob Wills & His Texas Playboys	Fisher Flouring Mills Co. (Fisher's Cereal Products)	ABC—PC	Pacific Nat'l Adv.
Boston Symphony	Allis Chalmers Mfg. Co.	ABC	Compton Adv., Inc.
Breakfast Club	Swift & Co. Kay Daurmit, Inc. (Lustre Cream Shampoo) Philco Corporation (refrigerators)	ABC	J. Walter Thompson Hill Blackett & Co. Hutchins Adv. Co., Inc.
Break the Bank	Bristol Myers Co. (Mum, Sal-Hepatica, Vitalis)	ABC	Doherty, Clifford and Shenfield
Break the Bank	Vick Chemical Co. Vick's Va-Tro-Nol & Vapo-Rub	MBS	Morse International, Inc. New York
Bride And Groom	Sterling Drug, Inc. (Drug Products)	ABC	Dancer-Fitzgerald-Sample Inc.
Buck Rogers	General Foods Corp., N. Y. Corn Toasties	MBS	Benton & Bowles Inc. New York
Burl Ives	Philco Corp. Philco Radios	MBS	Hutchins Advertising Co. New York
Burritt Wheeler	Loma Linda Food Co. Loma Linda Foods	CBS—PC	Elwood J. Robinson Adv. Agcy.
Burritt Wheeler	Wilco Co. "Bif" insect spray "Clearex" window cleaner	CBS—PC	Elwood J. Robinson Adv. Agcy.
By Popular Demand		MBS	Birmingham, Castleman & Pierce New York
Call of the Range	Grove Lab. Inc. (Cold Tablets)	CBS—PC	Duane-Jones Co.
Calamity Jane with Agnes Moorehead	Lewis-Howe Co. Tums	CBS	Roche, Williams & Cleary, Inc.
Campbell Room with Hildegard	Campbell Soup Co. All Products	CBS	Ward-Wheelock Co.
Can You Top This?	Colgate-Palmolive-Peet Palmolive Brushes & lather shave creams	NBC	Ted Bates

Captain Midnight	Wander Company Ovaltime	MBS	Ruthrauff & Ryan Chicago
Carroll Alcott, News	Campbell Soup Co. All products	CBS—PC	Ward Wheelock Co.
Case Book of Gregory Hood	Petri Wine Company Petri Wine	MBS	Young & Rubicam New York
Cavalcade of America	E. I. duPont de Nemours Institutional	NBC	B.B.D. & O.
Cecil Brown	Murine Company Eye Lotion	MBS	B.B.D. & O. Chicago
Cedric Foster	Employer's Group Insurance Co. Insurance	MBS	H. B. Humphrey Co. St. Louis
Champion Rollcall	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams, Inc.
Charles Collingwood	Peter Paul, Inc. Candy products	CBS	Platt-Forbes, Inc.
Charlie McCarthy & Edgar Bergen	Standard Brands Chase & Sanborn Coffee Royal Desserts	NBC	J. Walter Thompson
Checkerboard Jamboree (formerly Opry House Matinee)	Ralston-Purina Company Cereal & Farm Foods	MBS	Gardner Adv. Co. St. Louis
Chesterfield Supper Club	Liggett & Meyers Chesterfield Cigarettes	NBC	Newell-Emmett
Chester Morrison	Esquire Inc. (Coronet Mag.)	ABC	Schwimmer & Scott Little & Co.
Chet Huntley, News	Kelite Products, Inc. Kenu Cleanser	CBS—PC	
The Christian Science Monitor Views The News	Christian Science Publishing Society	ABC	H. B. Humphrey Co.
Circle Arrow Show, The	Western Auto Supply Automobile Accessories & Household Appliances	NBC	Bruce B. Brewer Co.
Club Time	Club Aluminum Products Co. (Aluminum Household Utensils)	ABC	Trade Development Corp.
Coke Club with Morton Downey	Coca-Cola Company	MBS	D'Arcy Advertising Co. New York
Collins Calling	Washington Cooperative Farmers Products (Chicken Products)	ABC—PC	Pacific National Adv.
Contented Hour, The	Carnation Company Carnation Milk	NBC	Erwin Wasey Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Continental Celebrity Club	Continental Can Co. Institutional, Packaging, Plastic Products	CBS	B.B.D. & O., Inc.
Corliss Archer	Campbell Soup Co. All Products	CBS	Ward Wheelock Co.
Cotton Bowl Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon Inc. New York
Counterspy	Universal Match Corp. (Old Nick & Bit O' Honey)	ABC	Schwimmer & Scott Adv. Agency
County Fair	Borden Co. Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Crime Cases of Warden Lawes	Trimount Clothing Co. Inc. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
Crime Doctor	Philip Morris & Co. Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Crime Photographer	Anchor Hocking Glass Corp. Anchorglass, Fire King, Ovinglass Products	CBS	Wm. H. Weintraub & Co.
Crooks' Cruise	Guittard Chocolate Co. Chocolate & Chocolate Products	CBS—PC	Garfield & Guild
Curtain Time	Mars, Inc. (Candy)	ABC	Grant Advertising Inc.
Curtain Time	Mars, Inc. (Candy)	NBC	Grant Advertising Inc.
Danger, Dr. Danfield	Knox Co. (Cystex & Mendace)	ABC	Robt. R. Raisbeck Agency
Danny Kaye Show	Pabst Sales Co. Pabst Blue Ribbon Beer	CBS	Warwick & Legler, Inc.
Dark Venture	The Wildroot Co., Inc. (Wildroot Creme Oil)	ABC	B.B.D. & O.
Darts For Dough	Dr. Pepper Co. (Dr. Pepper Carbonated Beverage)	ABC	Tracy-Locke & Co., Inc.
Date With Judy, A	Lewis Howe Co. Turns	NBC	Roche, Williams & Cleary, Inc.
David Harum	B. T. Babbitt Co. Bab-O	NBC	Duane Jones
Day in the Life of Dennis Day, A	Colgate-Palmolive-Peet Colgate Dental Cream	NBC	Ted Bates

Detect & Collect	B. F. Goodrich Co. (Tires and Other Goodrich Products)	ABC	B. B. D. & O., Inc.
D&H Miners	Hudson Coal Co. Coal	NBC	The Clements Co.
Dick Cutting—News	Vick Chemical Co. (All Products)	CBS—PC	Morse International, Inc.
Dick Haymes Show	Electric Auto-Lite Co. Spark Plugs & Auto Accessories	CBS	Ruthrauff & Ryan, Inc.
Dick Tracy	Sweets Company of America (Tootsie V-M)	ABC	Ivey & Ellington Inc.
Don't You Believe It	Chemicals, Inc. Vano Household Chemical	CBS—PC	Garfield & Guild
Dorothy Dix Program	Union Pharmaceutical Co. Saraka	ABC—PC	Abbott, Kimball Co., Inc.
Double or Nothing	Pharmaco, Inc. Feen-A-Mint and/or Chooz	MBS	Ruthrauff & Ryan New York
Dr. Christian	Chesebrough Mfg. Co. Petroleum Jelly & Hair Tonic	CBS	McCann-Erickson, Inc.
Dr. I.Q.	Mars Inc. Candy	NBC	Grant Advertising Inc.
Drew Pearson	The Frank H. Lee Co. (Hats)	ABC	Wm. H. Weintraub & Co., Inc.
Drene Show, The	Procter & Gamble Drene	NBC	Castor, Ferrell, Chesley & Clifford
Durante-Moore Show	United-Rexall Drug Co. Drugs	CBS	N. W. Ayer & Sons
Leo Durocher	G. N. Coughlin Co. Chimney Sweeps	ABC	Roche, Williams & Cleary, Inc.
Duffy's Tavern	Bristol-Meyers Ipana & Trushay	NBC	Young & Rubicam Inc.
Earl Godwin	National Board of Fire Underwriters (Fire Insurance)	ABC	MacFarland, Aveyard & Co.
Earl Wilson	General Cigar Co. White Owl Cigars	MBS	J. Walter Thompson New York
East-West Football Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon Inc. New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Eddie Bracken Show	Texas Company Texaco Products	CBS	Buchanan & Co., Inc.
Eddie Cantor	Bristol-Meyer Ipana & Trushay	NBC	Young & Rubicam
Eddie Cantor	Pabst Brewing Co. Blue Ribbon Beer	NBC	Warwick & Legler
Eddie Docley's All American Football Roundup	All American Football Conference Football	MBS	Frederick-Clinton Co. New York
Ed Sullivan's Pipelines	Larus & Brother Co., Inc. Chelsea Cigarettes & Edgeworth Tobacco)	ABC	Warwick & Legler, Inc.
Edward Maher	Liberty Magazine Inc.	ABC	Warwick & Legler, Inc.
Edward R. Murrow	American Oil Co. Lubricants, Gas and Oil	CBS	Joseph Katz Co.
Electric Hour with Nelson Eddy	Electric Companies Adv. Program Institutional	CBS	N. W. Ayer & Son, Inc.
Elgin Christmas Show	Elgin National Watch Co. Watches	CBS	J. Walter Thompson Co.
Elgin Thanksgiving Show	Elgin National Watch Co. Watches	CBS	J. Walter Thompson Co.
Ellery Queen	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin and Kolyons	CBS	Ruthrauff & Ryan, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc.
Elmer Peterson, News	Planters Nut & Choc. Co. Peanuts, Peanut Oil	NBC	Raymond R. Morgan Co.
Encore Theater	Schenley Laboratories, Inc. Penicillin	CBS	The Biow Co., Inc.
Esquire All American Boys Baseball Game	General Mills Inc. Wilson Sporting Goods Co. Sporting Goods	ABC	Knox Reeves Adv. Agency. Ewell & Thurber
Exploring the Unknown	Revere Copper & Brass Inc. Institutional	MBS	St. George & Keyes
Fabulous Dr. Tweedy, The	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Foote, Cone & Belding
Fact & Fiction	Brown & Williamson Tobacco Co.	ABC	Russell M. Seeds Co., Inc.
Fact Finder with Delmar Edmonson	Metropolitan Life Insurance Co. Insurance Services	CBS—PC	Young & Rubicam, Inc.

Famous Jury Trials	Williamson Candy Co. Candy Bars	ABC	Aubrey, Moore & Wallace
Fashions & Perfumes	Coty Inc. Cosmetics	MBS	Direct
F.B.I. in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Biow Co., Inc.
Fibber McGee and Molly	S. C. Johnson Co. Floor Wax	NBC	Needham, Louis & Brorby, Inc.
Fight of the Week	Adam Hat Stores Inc. Adam Hats	MBS	LoRoche & Ellis New York
First Nighter	Campana Sales Co. All Products	CBS	Wallace-Ferry-Hanly Co.
Fitch Bandwagon	F. W. Fitch Co. Shampoo, Hair Tonic & Brushless Shave Cream	NBC	L. W. Ramsey
Fleetwood Lawton	Whitehall Pharmaceutical Co. Anacin	NBC	Dancer-Fitzgerald-Sample
Football Games	U. S. Army Recruit Service	ABC	N. W. Ayer & Son, Inc.
Ford Festival of American Music	Ford Motor Co. Automobiles, Service & Parts	ABC	Kenyon & Eckhardt, Inc.
Ford Show starring Dinah Shore	Ford Motor Co.	CBS	J. Walter Thompson Co.
Forever Ernest	Ford Motor Cars	CBS	B. B. D. & O., Inc.
I. J. Fox Testimonial Dinner	Emerson Drug Co. Bromo-Seltzer	MBS	Pack Advertising Agency, Inc. New York
Frank Hemingway	I. J. Fox Institutional	ABC—PC	Raymond R. Morgan Co.
Frank Sinatra Show	Kerr Glass Mfg. Corp. Glass Jars	CBS	Lennen & Mitchell, Inc.
Frank Singiser	P. Lorillard Co. Old Gold Cigarettes	MBS	Hixson-O'Donnell Adv. New York
Fred Allen Show	Sinclair Refining Co. Oil & Gasoline	NBC	J. Walter Thompson
Fred Waring	Standard Brands Blue Bonnett Margarine Tenderleaf Tea	NBC	Leo Burnett Co.
Fred Waring	American Meat Institute Meat	NBC	Benton & Bowles New York
	Florida Citrus Commission Canned Grapefruit Juice		

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Free For All	H. H. Tanner, Inc. (Portrait Cold Wave)	CBS—PC	Mason-Gold Co.
Freedom of Opportunity	Mutual Benefit Health & Accident Assn.	MBS	Arthur Meyerhoff & Co. Chicago
Fresh Up Show, The	Seven-Up Bottling Co. Seven-Up	MBS	J. Walter Thompson Co. New York
Front Page Farrell	American Home Products Bisodol Powder Kolyinos	NBC	Dancer-Fitzgerald-Sample
Front Page Features	Washington Cooperative Farmers' Assn. Lynden Foods	CBS—PC	Pacific National Adv. Agcy.
Front Page Features	E. L. Bruce Co. Bruce Floor Cleaner	CBS—PC	Christiansen Adv. Agcy.
Fulton Lewis, Jr.	G. N. Coughlan Mfg. Co. Chimney Sweep Soot Destroyer	MBS	Roche, Williams & Cleary, Inc. New York
Gabriel Heatter	Barbasol Barbasol	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter	R. B. Semler Inc. Krem! Hair Tonic	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter	Serutan Co. Serutan and/or Nutrex	MBS	Grant Adv., Inc., N. Y. Eff. 3/1/46 Roy S. Durstine
Gabriel Heatter	Zonite Products Corp. Forhan's Toothpaste	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter's Brighter Tomorrow	Mutual Benefit Health & Accident Assn.	MBS	Arthur Meyerhoff & Co. Chicago
Galen Drake	William H. Wise & Co. Inc. Books	ABC	Huber Hoge & Sons
Game of the Week	U.S. Army Recruiting Service Army Recruiting	MBS	N. W. Ayer & Son, Inc. New York
Gang Busters	L. E. Waterman Co. Fountain Pens	ABC	Radio Consultants, Inc.
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
GE House Party	General Electric Co. Household Appliance Division	CBS	Young & Rubicam, Inc.

Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Gillette Fights	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Gillespie's Garden Guide	Germain Seed & Plant Co. Plants & Seeds	ABC—PC	Dudley L. Logan Adv.
Ginny Simms Show	Borden Co. All Products	CBS	Young & Rubicam, Inc.
Give & Take	American Home Products Corp. (Chef Boy-Ar-Dee Spaghetti Dinner)	CBS	McJunkin Advt. Co.
Grand Central Station	Pillsbury Mills, Inc. All Products	CBS	McCann-Erickson, Inc.
Grand Marquee	William R. Warner Co., Inc. Rayve Hair Cream & Shampoo	NBC	Roche, Williams & Cleary
Grand Ole Opry	R. J. Reynolds Co. Prince Albert Tobacco	NBC	William Esty & Co., Inc.
Grand Slam	Continental Baking Co., Inc. Wonder Bread & Hostess Cake	CBS	Ted Bates, Inc.
Great Gildersleeve, The	Kraft Foods Co. Velveeta, Parkay	NBC	Needham, Louis & Brorby, Inc.
Great Moments in Music	Celanese Corp. of America Celanese Products	CBS	Young & Rubicam, Inc.
Guiding Light, The	General Mills Betty Crocker Soups, Wheaties	NBC	Knox-Reeves Adv., Inc.
 			
Hallmark's Charlotte Greenwood Show	Hall Brothers Inc. Hallmark Greeting Cards	ABC	Foote, Cone & Belding
Harry Flannery, News	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Advertising Agcy.
Harry Flannery, News	Planters Nut & Chocolate Co. Peanuts & Peanut Oil	CBS—PC	Raymond R. Morgan Agency
Harvest of Stars	International Harvester Motor Trucks & Farm Machinery	NBC	McCann-Erickson, Inc.
Hedda Hopper's Hollywood	Armour & Co. Armour Products Acceptable to ABC	ABC	Foote, Cone & Belding
Helene Curtis Presents	National Minerals Co. Cold Wave and Shampoo	ABC—PC	Adolphe Wenland & Associates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Henry Morgan Show	Eversharp Inc. Shick Injector Razors and Razor Blades	ABC	The Biow Company
Highways in Melody	Cities Service Co. Gas & Oil	NBC	Foote, Cone & Belding
Hildegarde	Brown & Williamson Tobacco Co. Kools, Raleigh Cigarettes & Tobacco	NBC	Russell M. Seeds Co.
His Honor the Barber	Balantine & Son Beer & Ale	NBC	J. Walter Thompson
Hoagy Carmichael	Safeway Stores Nu-Made Mayonnaise	NBC	J. Walter Thompson
Hoagy Carmichael Sings	Luden's Inc. All Products	CBS	J. M. Mathes, Inc.
Hobby Lobby	Anchor Hocking Glass Corp. Anchorglass, Fire King Ovensglass Products	CBS	Wm. H. Weintraub & Co.
Holiday & Co.	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Holiday for Music	Nash-Kelvinator Corp. Nash Cars & Kelvinator Refrigerators	CBS	Geyer, Cornell & Newell, Inc.
Holiday of Homicide	J. I. Fancy Frozen Foods Co. Frozen Foods	CBS—PC	Garfield & Guild
Hollywood Jackpot	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin and Kolydos	CBS	Dancer-Fitzgerald-Sample, Inc.
Hollywood Music Hall	Bekins Van & Storage Co. Moving and Storage	ABC	A. E. Brooks Adv. Agency
Hollywood Players	Cresta Blanca Wine Co. Cresta Blanca Wines	CBS	B. B. D. & O., Inc.
Hollywood Preview	General Petroleum Corp. Petroleum Products	CBS—PC	Smith & Drumm, Inc.
Hollywood Star Time	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Hope Chest	Pic-Sweet Foods, Inc. Food Products	CBS—PC	Ruthrauff & Ryan, Inc.
Hop Harrigan	General Foods Corp. Grape Nut Flakes	ABC	Young & Rubicam, Inc.
Hour of Charm, The	General Electric Co. General Electric Lamps	NBC	Foster & Davies; B. B. D. & O.

Hour of Charm	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
House of Mystery	General Foods Corp. Post Toasties & Raisin Bran	MBS	Benton & Bowles, Inc. New York
Hymes of All Churches	General Mills Co. Cheerios & Kix	ABC	Dancer-Fitzgerald-Sample, Inc.
Ice Capades	Ice Capades	MBS	Smith, Bull, McCreery New York
Ice Follies	Shipstad & Johnson Institutional	MBS	Smith, Bull & McCreery Hollywood
Ilka Chase	Berkshire Knitting Mills Full Fashioned Stockings	MBS	Geyer, Cornell & Newell, Inc. New York
Indianapolis Speedway	Perfect Circle Co. Piston Rings	MBS	Roger Beane Adv. Agency Indianapolis
Information Please	Parker Pen Co. Parker Pens, Pencils, Quink	CBS	J. Walter Thompson Co.
Information Please	Socony-Vacuum Oil & Gasoline	NBC	Compton Adv., Inc.
Inner Sanctum	Emerson Drug Co. Bromo Seltzer	CBS	B. B. D. & C., Inc.
Inner Sanctum	Lever Bros. Co. Lipton's Tea & Soup	CBS	Young & Rubicam, Inc.
Inside Sports	Bayuk Cigars Inc. Phillies Cigars	MBS	Neal D. Ivey Philadelphia
Island Venture	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff & Co.
It Couldn't Happen	Sunset Oil Co. Petroleum Products	CBS—PC	Hillman-Shane
It's Marvel Music Time	Harvel Watches Watches	ABC	A. W. Lewin Co.
It Pays to be Ignorant	Philip Morris Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
It's Up To Youth	Triangle Publications Inc. Seventeen Magazine	MBS	Al Paul Lefton Co., Inc. New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jack Armstrong	General Mills Inc. Wheaties	ABC	Knox Reeves Adv. Co.
Jack Benny	American Tobacco Co. Lucky Strike, Pall Mall, Herbert Tareyton	NBC	Foote, Cone & Belding
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Benton & Bowles, Inc.
Jack Berch Show, The	Prudential Life Insurance Co.	NBC	Benton & Bowles
Jack Carson Show	Campbell Soup Co. Campbell Soup	CBS	Ward Wheelock Co.
Jack Haley with Eve Arden	Sealtest, Inc.	NBC	McKee & Albright
Jack in All Trades	R. B. Semler, Inc. Krem! Hair Tonic	CBS	Erwin Wasey & Co.
Jack Kirkwood Show	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Adv., Inc.
Jack Smith Show	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
James Abbe Observes	Fisher Flouring Mills Co. Cereal & Flour Products	ABC—PC	Pacific National Adv. Co.
Jean Sablon	Richard Hudnut Co. Cosmetics	CBS	Kenyon & Eckhardt, Inc.
Jergens Journal with Walter Winchell	The Andrew Jergens Co. Jergens Lotion, Woodbury Soap	ABC	Robert W. Orr & Associ., Inc.
Jimmy Carroll, Sings	E. R. Squibb & Sons All Products	CBS	Geyer, Cornell & Newell, Inc.
Jimmy Fidler	Carter Products Arrid	ABC	Sullivan, Stauffer, Colwell & Bayles
Joan Davis Show	Lever Bros., Co. Swan Soap	CBS	Young & Rubicam, Inc.
John J. Anthony	Carter Products Inc. Carter's Little Liver Pills	MBS	Ted Bates, Inc.
Joyce Jordan, M.D.	Procter & Gamble Co.	NBC	Dancer-Fitzgerald-Sample
Judy Canova	Colgate-Palmolive-Peet	NBC	Ted Bates, Inc.
Judy n Jill n' Johnny	Horwitz & Duberman Junior Miss Fashion Products	MBS	Sterling Advertising Co. New York

Just Plain Bill	Whitehall Pharmacal Co. Anacin	NBC	Dancer-Fitzgerald-Sample
J. W. Vandercook	General Motors	NBC	Arthur Kudner Agency, Inc.
K			
Kate Smith Sings	General Foods Corp. Postum	CBS	Foote, Cone & Belding, Inc.
Kate Smith Speaks	General Foods Corp. Certo, Post 40% Bran Flakes, Post's Raisin Bran	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
Kaltenborn Edits the News	Pure Oil Co.	NBC	Leo Burnett
Kay Kyser	Colgate-Palmolive-Peet Palmolive Soap	NBC	Ted Bates, Inc.
Kellogg's Home Edition	The Kellogg Co. All-Bran	ABC	Kenyon & Eckhardt, Inc.
Kenny Baker Show	Proctor & Gamble Co. Ivory Snow	ABC	Benton & Bowles, Inc.
Kentucky Derby	Gillette Safety Razor Co. Shaving Cream, Blades	CBS	Maxon, Inc.
King Cole Trio Time	Wildroot Co. Cream Oil	CBS	B. B. D. & O.
King's Men, The	Brown & Haley Co. Almond Roca Candy	NBC	Hcnig-Cooper Co.
Knox Manning, News	McMahan Furniture Stores House Furnishings	CBS—PC	M-G-M Adv. Agency
Kraft Music Hall	Kraft Foods, Co. Kraft Spreads, Velveeta, Miracle Whip	NBC	J. Walter Thompson
L			
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour	ABC	La Roche & Ellis, Inc.
Lance Sunday News	Lance Inc. Toasted Peanut Butter Crackers	ABC	Hugh A. Deadwyler, Inc.
Lanny Ross	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Adv., Inc.
Layman's View of the News, A	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	B. B. D. & O., Inc.
Let's Talk It Over Quentin Reynolds	Pepsi-Cola Company Pepsi Cola	MBS	Newell-Emmett Co. New York
Letters to Lindlahr	Serutan Company Serutan-Nutrex	MBS	Grant Adv., Roy S. Durstine, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span	NBC	Dancer-Fitzgerald-Sample
Life Can Be Beautiful	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Life of Riley, The	Procter & Gamble Co. Teel	NBC	Biow Co., Inc.
Light of the World	General Mills, Inc. All Amer. Enriched Flour	CBS	Dancer-Fitzgerald-Sample, Inc.
Lone Journey	Carnation Co. Carnation Evaporated Milk & Friskies Dog Food	CBS	Erwin Wasey & Co.
Lone Journey	Carnation Co. Carnation Milk, Friskies Dog Food	NBC	Edwin Wasey & Co., Ltd.
Lone Ranger	General Mills Inc. Cheerios & Kix	ABC	Dancer-Fitzgerald-Sample
Lora Lawton	B. T. Babbitt Co. Bab-O	NBC	Duane Jones Co.
Lorenzo Jones	Sterling Products Co. Phillips Creams	NBC	Dancer-Fitzgerald-Sample
Los Angeles Rams vs. Washington Red Skins	United-Rexall Drug Co. Drugs	CBS—PC	B. B. D. & O., Inc.
Louis-Conn Boxing Bout	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Louis-Mauriello Boxing Bout	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Louis Kaufman	Wm. H. Wise & Co. Inc. Publications	MBS	Huber Hugo & Sons New York
Lowell Thomas, News	Sun Oil Co. Bayer Aspirin, Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.

Lum N' Abner	Miles Laboratories Alka-Seltzer	ABC	Wade Advertising Co.
Lutheran Hour	Lutheran Laymen's League Religion	MBS	
Lux Radio Theater	Lever Bros. Co. Lux Toilet Soap & Flakes	CBS	J. Walter Thompson Co.
Lyle Van—News	R. B. Semler Inc. Kreml Shampoo & Hair Tonic	MBS	Edwin, Wasey & Co., Inc. New York
M			
Manhattan Merry-Go-Round	Sterling Products Co. Dr. Lyon's Tooth Powder	NBC	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Maisie	Eversharp, Inc. Eversharp Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Mary Lee Taylor	Pet Milk Co. 400-D Pet Milk	CBS	Gardner Advertising Co.
Mary Small Revue	D. L. Clark Co. Clark Candy Bars	ABC	Batten, Barton, Durstine & Osborne
Masquerade	General Mills Softasilk Cake Flour, Kix, 9MIKT	NBC	Dancer-Fitzgerald-Sample
Maxwell House Coffee	General Foods Maxwell House Coffee	NBC	Benton & Bowles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema, Noxzema Shave Cream	CBS	Ruthrauff & Ryan, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc.
Meet Me at Perky's	P. Lorillard & Co. Old Gold Cigarettes	NBC	Lenner & Mitchell, Inc.
Meet the Missus	13 Varied Sponsors	CBS—PC	
Mel Blanc Show	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Halo	CBS	Sherman & Marquette, Inc.
Mercury Summer Theater	Pabst Sales Co. Pabst Blue Ribbon Beer	CBS	Warwick & Legler, Inc.
Melody Trail	Grove Laboratories, Inc.	CBS—PC	J. D. Tarcher & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Metropolitan Opera	The Texas Co. Texaco Petroleum Products	ABC	Buchanan & Co.
Milwaukee's 100th Birthday Party	Joseph Schlitz Brewing Co. Institutional	ABC	McJunkin Adv. Co.
Michael Shayne	Hastings Manufacturing Co. Piston Rings	MBS	Keeling & Co., Inc. Indianapolis
Mobil Touchdown Tips	General Petroleum Corp. Petroleum Products	NBC	Smith & Drum, Inc.
Mommie & the Men	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Monday Morning Headlines	Seeman Bros., Inc. Airwick	ABC	William H. Weintraub & Co., Inc
Money on the Line	Safeway Stores, Inc. Sunnybank Margarine	CBS—PC	McCann-Erickson, Inc.
Mr. District Attorney	Bristol-Meyers Sal-Hepatica, Vitalis	NBC	Dcherty, Clifford & Schenfield
Mr. Keen, Tracer of Lost Persons	Whitehall Pharmalac Co. div. of American Home Products Corp. Anacin, Kolynos	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Andrew Jergens Co. Woodbury Soap	NBC	Lennen & Mitchell, Inc.
Murder Is My Hobby	Knox Company Mendaco	MBS	Raymond R. Morgan Co. Hollywood
Murder Will Out	Rainier Brewing Co. Beer, Malt and Ale	ABC—PC	Buchanan & Co.
Music of Andre Kostelanetz	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan, Inc.
Mystery of the Week	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Mystery Is My Hobby	Mutual Benefit Health & Accident Assn. Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Mystery Is My Hobby	Shontex Co. Shampoo & Hair Conditioner	NBC	Robert R. Raisbeck Adv.
Mystery Theatre, The	Centaur Co. Molle Shave Cream, Double Danderine	NBC	Young & Rubicam
My True Story	Libby, McNeil & Libby Canned Beef Hash—Devised Ham	ABC	J. Walter Thompson

Name Your Music	Neighbors of Woodcraft Insurance	NBC	Showalter Lynch Adv. Agency
National Barn Dance	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
National Farm & Home Hour, The	Allis-Chalmers Farm Equipment	NBC	Bert S. Gittens
National League Playoff	P. Lorillard & Co. Old Gold Cigarettes	MBS	Lennen & Mitchell, Inc. New York
Navy-Notre Dame Game	Gillette Safety Razor Co.	NBC	Maxon, Inc.
NBC Symphony	General Motors Institutional	NBC	D. P. Brother & Co.
Nebbs, The	Knox Company Cystex	MBS	Raymond R. Morgan Co. Hollywood
Ned Calmer—News	American Oil Co. Lubricants, Gas and Oil	CBS	Joseph Katz Co.
Ned Calmer—News	Parker Pen Co. Parker Pens, Pencils, Quink	CBS	J. Walter Thompson Co.
Nelson Pringle—News	Union Oil Co. Gas & Oil	CBS—PC	Foote, Cone & Belding
New Adventures of Sherlock Holmes	R. B. Semler Kremi Hair Tonic and Shampoo	ABC	Erwin, Wasey & Co., Inc.
News and Betty Crocker	General Mills Inc. Bisquick, Cereals	ABC	Dancer-Fitzgerald-Sample
News—Don Gardiner	Serutan Co. Serutan	ABC	Roy S. Durstine, Inc.
News of the World, The	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
New York Philharmonic Symphony	United States Rubber Co. All Products	CBS	Campbell-Ewald Co., Inc.
N. Y. State Republicans (Dewey for Governor)	N. Y. State Republican Committee Political Talks	MBS	Gahagan, Turnbull & Co., Inc. New York
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc. Chicago
Night Editor	Safeway Stores Meats	NBC	J. Walter Thompson
Noel Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ona Munson in Hollywood	Barron-Gray Packing Co. Health Vegetable Juice	CBS	Long Adv. Service
One Man's Family	Standard Brands Royal Desserts, Fleischmann's Yeast, Chase & Sanborn Coffee	NBC	J. Walter Thompson
One Thousand Voice Choir	Stanley Home Products Kitchen Equipment	ABC	None
One Woman's Opinion	Botany Worsted Mills Botany Cosmetics	ABC	Alfred J. Silberstein-Bert Goldsmith, Inc.
O.P.A.—Talk	National Association of Manufacturers Institutional	MBS	Benton & Bowles, Inc. New York
Orange Bowl Game	Gillette Safety Razor Co. Blades, Shaving Cream	CBS	Maxon, Inc.
Orson Welles	Lear, Inc. Radios and Recording Machines	ABC	Arthur Kudner, Inc.
Our Gal Sunday	Whitehall Pharmaceutical Co. div. of American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.
P			
Patsy Novak	Gallenkamp Stores, Inc. Shoes	ABC—PC	Bruce Eldridge Adv.
People Are Funny	Brown & Williamson Tob. Corp. Raleigh Cigarettes	NBC	Russel M. Seeds Co.
Pepper Young	Procter & Gamble Co. Camay	NBC	Pedlar & Ryan, Inc.
Perry Mason	Procter & Gamble Co. Camay, Crisco, Drefit, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc. Pedlar & Ryan, Inc., Compton Advt., Inc.
Phcne Again Finnegan	Household Finance Corp. Personal Loans	CBS	Shaw-Le Vally, Inc.
Phcne Again Finnegan	Household Finance Personal Loans	NBC	Shaw-Le Vally, Inc.
Picksweet News, The	Picksweet Foods Inc.	NBC	Ruthrauff & Ryan

Pilgrim Hour	Gospel Broadcasting Assn. Evangelical Talks	MBS	R. H. Alber Co. Los Angeles
Pot o' Gold	Lewis Howe Co. Tums	ABC	Roche Williams & Cleary
Portia Faces Life	General Foods, Young & Rubicam Inc. Grape Nuts, Flakes, Maxwell House Coffee, Jello—Jello Pudding, Grape Nuts Wheat Meal	NBC	Young & Rubicam, Inc.
Powder Box Theater	Bourjois, Inc. Cosmetics & Perfumes	CBS	Foote, Cone & Belding
Problems of the Steel Industry	American Iron & Steel Institute Institutional	ABC	B. B. D. & O.
Professor Quiz	American Oil Company Gasoline and Oil	ABC	Joseph Katz & Co.
Prudential Family Hour	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.



Queen For A Day	Miles Laboratories (15 Min) Procter & Gamble (15 Min)	MBS	Wade Advertising Agency Chicago Compton Advertising Agency New York
Quick As A Flash	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co. New York
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer—One-a-Day Vitamins	ABC NBC	Wade Adv. Inc.



Radio Bible Class	Radio Bible Class Religious Talks	MBS	Stanley G. Boynton Detroit
RCA-Victor Show	RCA Manufacturing Co. Institutional	NBC	J. Walter Thompson Co.
Reader's Digest-Radio Edition	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
Real Stories From Real Life	Whitehall Pharmacal Co. Anacin & Other Products	MBS	Dancer-Fitzgerald-Sample New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Red Skelton	Brown & Williamson Tobacco Corp. Raleigh Cigarettes & Tobacco	NBC	Russel M. Seeds Co.
Renfro Valley Folks	Ballard & Ballard Co. Ballard's Obelisk Flour and Other Milling Products	CBS	Henri, Hurst & McDonald, Inc.
Rensie's Radio Auction Gallery	Rensie Watch Company Rensie Watches	MBS	Weiss & Geller, Inc. Chicago
Request Performance	Campbell Soup All Products	CBS	Ward Wheelock Co.
Return of Nick Carter, The	Lin-X (Formerly Acme White Lead & Color Works)	MBS	Henri, Hurst & McDonald, Inc. Chicago
Reverend John E. Zoller	Wesley Radio League Religious Talks	MBS	Stanley G. Boynton Detroit
Reveille Roundup	Groves Laboratories, Inc. Jitterbug, Grove Cold Tablets & Vitamins	NBC	Russel M. Seeds Co., Inc.
Richard Maxwell, Hymns You Love	Serutan Company Serutan-Nutrex	MBS	Grant Adv., N. Y. Roy S. Durstine, N. Y.
Richfield Reporter, The	Richfield Oil Corp. Gas & Oil	NBC	Hixson-O'Donnell, Inc.
Right Down Your Alley	Hastings Manufacturing Co. Piston Rings	ABC	Keeling & Co.
Right to Happiness	Procter & Gamble Ivory Snow	NBC	Compton Adv., Inc.
Road of Life	Procter & Gamble Duz	NBC	Compton Adv., Inc.
Road of Life	Procter & Gamble Duz	CBS	Compton Adv., Inc.
Robert St. John	American Bakeries Merita Bread, Cakes & Crackers	NBC	Tucker Wayne & Co.
Robert Trout with the News 'Till Now	Campbell Soup Co. All Products	CBS	Ward Wheelock Co.
Romance of Helen Trent	Whitehall Pharmacel Co. div. of American Home Products Corp. Bisodol, Heet, Kolynos Tooth Powder and Toothpaste	CBS	Dancer-Fitzgerald-Sample, Inc.

Rosemary	Procter & Gamble Ivory Snow	CBS	Benton & Bowles, Inc.
Rose of My Dreams	Manhattan Soap Co. Sweheart Soap	CBS	Duane Jones Co.
Rudy Vallee	Philip Morris & Co. Cigarettes	NBC	Biow Co.
Sad Sack	P. Lorillard Company Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Sam Balter—News	Zurors, Inc. Dresses	ABC—PC	John Barnes & Associates
Sam Hayes—News	Peter Paul Inc. Charcoal Gum Choclettos	ABC—PC	Brisacher, Van Norden & Staff, Inc.
Sam Hayes	Peter Paul Inc.	NBC	Brisacher, Van Norden & Staff, Inc.
Sam Hayes	General Mills Sperry Pancake & Waffle Flour, Wheaties	NBC	Knox-Reeves Adv. Agency, Inc.
Sam Hayes	Sperry Flour Co. Sperry Pancake Flour	NBC	Knox-Reeves Adv. Agency, Inc.
Sam Pettingill	America's Future Inc. Books and Booklets	ABC	Gahagan & Turnbull
Sammy Kaye's Sunday Serenade	Raymond Laboratories Rayve Shampoo	ABC	Roche, Williams & Cleary
Saturday Night Roundup	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv., Inc.
Saturday Night Serenade	Pet Milk Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
Screen Guild Players	Lady Esther Sales Co. Cosmetics	CBS	The Biow Co., Inc.
Second Husband	Sterling Drug Inc. Dr. Lyons Tooth Powder and Boyer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Second Mrs. Burton	General Foods Corp. LaFrance, Satina, Maxwell House Coffee, Post Toasties	CBS	Young & Rubicam, Inc. Benton & Bowles, Inc.
Shadow, The	Grove Laboratories Inc. 4-Way Cold Tablets, B-Complex Vitamins & Other Products	MBS	Russel M. Seeds, Co. Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Shadow, The	G. Barr & Company Balm Barr Hand Lotion & Shampoo	MBS	Arthur Meyerhoff & Co. Chicago
Shadow, The	Carey Salt Company Carey Salt	MBS	McJunkin Advertising Co. Chicago
Shadow, The	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan, Inc. New York
Sheaffer Parade, The	Sheaffer Pen Co. Pens, Pencils & Skrip	NBC	Russel M. Seeds Co., Inc.
Sherlock Holmes	R. B. Semler, Inc.	ABC	Erwin, Wasey & Co., (N) Inc.
Silver Theater	International Silver Co. Sterling & 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Singing Sweethearts (formerly Sweetheart Time)	Gum Laboratories Inc. Ivoryne Chewing Gum	MBS	McJunkin Advertising Co. Chicago
Sizing Up The News	Bayuk Cigars Inc. Phillies Cigars	MBS	Ivey & Ellington, Philadelphia
Sky King	Derby Foods Peter Pan Peanut Butter	ABC	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co. Shoes	NBC	Leo Burnett Co., Inc.
Smilin' Ed McConnell	H. C. Cole Milling Co. Omega Hour	MBS	J. Walter Thompson Co. Chicago
Smoke Dreams	H. Fendrich Inc. Cigars	ABC	Ruthrauff & Ryan, Inc.
Solitaire Time	Campana Sales Solitaire Make-up	NBC	The Clements Co., Inc.
Songs by Sinatra	P. Lorillard Company Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Song of the Week	Colonial Dames, Inc. Cosmetics	CBS	Hixson-O'Donnell Adv., Inc.
Sparkle Time with Meredith Willson	Canada Dry Ginger Ale, Inc. Canada Dry Beverages	CBS	J. M. Mathes, Inc.
Special Investigator	Commercial Credit Co. Institutional	MBS	Sheldon Quick & McElroy New York
Speech by Robert R. Wason president of NAM	National Association of Manufacturers Institutional	ABC	Benton & Bowles

Sports by Harry Wismer	U.S. Army Recruiting Service	ABC	N. W. Ayer & Son, Inc.
Sports Newsreel, The	Colgate-Palmolive-Peet Colgate Shave Cream	NBC	Sherman & Marquette Co.
Spotlight Bands	Coca-Cola Company Coca-Cola	MBS	D'Arcy Advertising Co. New York
Spotlight on America	American Transit Assoc. Transportation	MBS	Owens & Chappell, Inc. New York
Square With The World	Household Finance Corp. Finance Service	MBS	B. B. D. & O. Chicago
Stairway to the Stars	Philco Corporation Radios	ABC	Hutchins Adv. Co.
Standard Hour	Standard Oil of California Institutional	NBC	B. B. D. & O.
Standard School Broadcast	Standard Oil Co. of California Petroleum Products	NBC	B. B. D. & O.
Stars Over Hollywood	Bowey's, Inc. Dari-Rich Products	CBS	Sorensen & Co.
Steel Workers Speak	CIO Steelworkers of America Institutional	ABC	Wiltman & Pratt Co.
Stella Dallas	Sterling Products Co. Phillips Milk of Magnesia & Tablets	NBC	Dancer-Fitzgerald-Sample
Story Teller	Yellow Cab Co. Cab Service	CBS	Rhoades & Davis
Stradivari Orchestra	Prince Matchabelli, Inc. Prince Matchabelli Perfume, Cosmetics	CBS	Morse International, Inc.
Stradivari Orchestra	Prince Matchabelli Inc. Perfumes	ABC	Morse International, Inc.
Strange Romance of Evelyn Winters	Manhattan Soap Co. Sweetheart Soap, Blu-White Flakes	CBS	Duane Jones Co.
Studebaker Program	Studebaker Corp. Motor Cars	CBS	Roche, Williams & Cleary, Inc.
Sugar Bowl Game	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Summer Electric Hour	Electric Companies Adv. Program Institutional	CBS	N. W. Ayer & Son, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sunday Evening Party with Hires	Charles E. Hires Co. Root Beer	ABC	N. W. Ayer & Son, Inc.
Superman	Kellogg Co. Kellogg's Pep	MBS	Kenyon & Eckhardt New York
Surprise Party	American Home Foods, Inc. div. of American Home Products Corp. G. Washington Coffee	CBS	Ruthrauff & Ryan, Inc.
Surprise Theater	Calif. Prune & Apricot Growers Assn. (Sunsweet Tenderized Prunes)	CBS—PC	Long Advt. Service
Surprise Theater	Colonial Dames, Inc. Cosmetics	CBS—PC	Hixson-O'Donnell Adv., Inc.
Suspense	Roma Wine Co. Roma Wines	CBS	The Biow Co., Inc.
Take It Easy Time	Stokely Bros. & Co., Inc. Tenderoni & Other Van Camp products	MBS	Calkins & Holden New York
Take It or Leave It	Eversharp, Inc. Eversharp Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Tam O'Shanter Golf Tournament	George S. May Co.	NBC	Jim Duffy Co.
Ted Malone	Westinghouse Electric Corp. Institutional	ABC	McCann-Erickson, Inc.
Teentimers Club, The	Teentimers, Inc. Dresses & Cosmetics	NBC	Buchanan Co., Inc.
Telephone Hour, The	Bell Telephone Co. Telephone Service	NBC	N. W. Ayer & Con, Inc.
Tena & Tim	Cudahy Packing Co. Old Dutch Cleanser	CBS	Grant Adv., Inc.
Tennessee Jed	Ward Baking Co. Bread and Cake	ABC	J. Walter Thompson & Co.
Tennessee Jed	Safeway Stores, Inc. Beverly Peanut Butter	ABC—PC	J. Walter Thompson & Co.
Terry and the Pirates	Quaker Oats Co. Puffed Wheat	ABC	Sherman & Marquette, Inc.
Texaco Star Theater	Texas Company Texaco Products	CBS	Buchanan & Co., Inc.
Textron Theater with Helen Hayes	Textron, Inc. Fabrics	CBS	J. Walter Thompson Co.

That's A Good Idea	Guittard Chocolate Co. Chocolate Products	CBS—PC	Garfield & Guild
That's Finnegan	Household Finance Corp. Personal Loans	CBS	Shaw-Le Vally, Inc.
Theater of Romance	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Halo	CBS	Sherman & Marquette, Inc.
Theater Guild On The Air	U. S. Steel Corp. Institutional	ABC	Batten, Barton, Durstine & Osborn, Inc.
The Adventures of Sam Spade	Wildroot Co. Inc. Wildroot Toilet Articles	ABC	B. B. D. & O.
The Bing Crosby Show	Philco Corporation Radios, Refrigerators	ABC	Hutchins Advertising Co.
The Christian Science Monitor Views The News	Christian Science Publishing Society Christian Science Monitor	ABC	H. B. Humphrey Co.
The Doctors Talk It Over	American Cyanamid Co. Pharmaceuticals and Biologicals	ABC	Hazard Advertising Co.
The Fighting Senator	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
The Fishing & Hunting Club of the Air	Mail Pouch Tobacco Co. Tobacco	ABC	Walker & Downing
The Listening Post	Curtis Publishing Co. Saturday Evening Post	ABC	B. B. D. & O.
The New Louella Parsons Show	The Andrew Jergens Co. Woodbury Face Powder	ABC	Robert W. Orr & Associ., Inc.
The Pickards	Kerr Glass Mfg. Corp. Glass Products	CBS—PC	Raymond F. Morgan Co.
The Sheriff	Pacific Coast Borax Co.	ABC	McCann-Erickson, Inc.
The Wayne King Show	United-Rexall Drug Co. (Drugs)	CBS	N. W. Ayer & Son
The Whistler	Signal Oil Co. Gas & Oil	CBS	Barton A. Stebbins Adv. Agency
This is Hollywood	Procter & Gamble Camay	CBS	Pedlar & Ryan, Inc.
This is My Best	Cresta Blanca Wine Co. Cresta Blanca Wines	CBS	B. B. D. & O., Inc.
This Is Your FBI	Equitable Life Assurance Society of the U.S. Insurance	ABC	Warwick & Legler
This Moving World	Foster Milburn Doan's Pills and Ice mint	ABC—PC	Street & Finney, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
This Woman's Secret	General Mills Sperry Flour & Cereals—Wheaties	NBC	Knox-Reeves Adv. Agency, Inc.
Those Websters	Quaker Oats Co. Quaker Oats	CBS	Ruthrauff & Ryan, Inc.
Those Websters	Quaker Oats Company Oatmeal	MBS	Ruthrauff & Ryan, Inc. Chicago
Time for Rolly Langley	Ferry-Moore Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Tin Pan Alley of the Air	Leaf Gum Leaf Gum	NBC	Bozelle & Jacobs, Inc.
Today's Children	General Mills Betty Crocker Soaps, Bisquick	NBC	Knox-Reeves Adv. Agency, Inc.
Today's Sports with Stan Lomax	Metropolitan Life Insurance Co. Insurance	MBS	Young & Rubicam, Inc. New York
Tom Breneman's Breakfast in Hollywood	Procter & Gamble Ivory Flakes	ABC	Compton Adv., Inc.
Tom Harmon—All American Sports Editor	Kellogg Company All Bran	ABC	Kenyon & Eckhardt
Tom Mix & His Ralston Straight Shooters	Clipper Craft Clothes (Formerly Trimount Clothing Co.) Clipper Craft Clothes	MBS	Emil Mogul Co., Inc. New York
Tommy Riggs & Betty Lou	Rolston Purino Co. Cereal Foods	MBS	Gardner Adv. Co. St. Louis
Tonight on Broadway	Borden Co. (All Products)	CBS	Young & Rubicam
Tony Martin Show	Eversharp, Inc. Eversharp Pen & Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Treasure Hour of Song	Bourjois, Inc. Cosmetics & Perfume	CBS	Foote, Cone & Belding
True Detective Mysteries	Conti Products Inc. Conti Shampoo & Soap	MBS	Bermingham, Castleman & Pierce, Inc. New York
Truth or Consequences	Williamson Candy Co. Oh Henry Candy Bars	MBS	Aubrey, Moore & Wallace, Inc. Chicago
Try N' Find Me	Procter & Gamble Co. Duz—Drene & Teel	NBC	Compton Adv. Co.
	The Southern Cotton Oil Co. Wesson Oil & Snowdrift Shortening	ABC	Kenyon & Eckhardt

Try N' Find Me
 Wesson Oil & Snowdrift
 Kenyon & Eckhardt, Inc.
 CBS

Twenty Questions
 Ronson Art Metal Works
 Ronson Lighters
 Cecil & Presbrey, Inc.
 MBS

Two on a Clue
 General Foods Corp.
 LaFrance, Satina Maxwell House Coffee, Post Toasties
 Young & Rubicam, Inc.
 Benton & Bowles, Inc.
 CBS

U

Upton Close
 National Economic Council Inc.
 Institutional
 Roche, Williams & Cleary, Inc.
 Chicago
 MBS

U. S. Amateur Golf
 Gillette Safety Razor Co.
 Maxon, Inc.
 ABC

U.S. Open Golf Championship
 Gillette Razor Blades
 Maxon, Inc.
 ABC

V

Vaughn Monroe Show
 R. J. Reynolds Tobacco Co.
 Camel Cigarettes
 Wm. Esty & Co., Inc.
 CBS

Valiant Lady
 General Mills, Inc.
 Cheerios and Breakfast Tray
 Dancer-Fitzgerald-Sample, Inc.
 CBS

Vic & Sade
 Procter & Gamble Co.
 Oxydol
 Dancer-Fitzgerald-Sample, Inc.
 CBS

Vic & Sade
 F. W. Fitch Co.
 Fitch Shampoo
 L. W. Ramsey Co.
 Davenport, Iowa
 MBS

Voice of Firestone, The
 Firestone Tire & Rubber Co.
 Tires & Tubes
 NBC

Voice of Prophecy
 Voice of Prophecy
 Sweeney & James Co.
 NBC

Voice of the Dairy Farmer
 American Dairy Assoc.
 Dairy Products
 G. C. Hoskins Assoc.
 Chicago
 NBC

Voice of the Dairy Farmer, The
 American Dairy Assoc.
 Dairy Products
 Campbell-Mithun, Inc.
 NBC

Voice of the Moment
 Industrial Management Corp.
 Insect-O-Blitz, a DDT
 ABC—PC

Vox Pop
 Emerson Drug Co.
 Bromo Seltzer
 Lockwood-Shackelford Co.
 B. B. D. & O., Inc.
 CBS

Vox Pop
 Lever Bros. Co.
 Lipton's Tea & Soup
 Young & Rubicam, Inc.
 CBS

W

Waltz Time
 Sterling Products Co.
 Phillips Milk of Magnesia
 Dancer-Fitzgerald-Sample
 NBC

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Wake Up & Smile	Popular Home Products Inc. Staze	ABC	Raymond Spector Co.
Warren Sweeney	Curtiss Candy Co. Candy Products	CBS	C. L. Miller Co.
We the People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
What's Doin' Ladies	Hunt Foods Inc. Canned Fruits and Vegetables	ABC—PC	Young & Rubicam, Inc.
What's New, With Norman Nesbitt	Signal Oil Co. Oil & Gasoline	ABC—PC	Barton A. Stebbins Adv. Agency
When A Girl Marries	General Foods Calumet, Sanka Coffee, Maxwell House Coffee, Baker's Chocolate	NBC	Benton & Bowles, Inc.
Wm. Lang—News	R. B. Semler Inc. Krem! Hair Tonic	MBS	Erwin, Wasey & Co., Inc. New York
William L. Shirer	J. B. Williams Co. Shaving Cream and Shaving Products	CBS	J. Walter Thompson Co.
Woman in White	General Mills Sperry Flour & Cereals—Wheaties	NBC	Knox-Reeves Adv. Agency
World Front	Bunte Brothers Candy	NBC	Presba, Fellers & Presba, Inc.
World Series	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon, Inc.
Young Dr. Malone	Procter & Gamble Co. Crisco, Drefit	CBS	Compton Adv., Inc.
Young People's Church of the Air	Young People's Church of the Air Religious Talks	MBS	Dancer-Fitzgerald-Sample Erwin Wasey Co. New York
Young Widder Brown	Sterling Products Co. Haley's M-O, Phillips Toothpaste	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	CBS	Foote, Cone & Belding
Your Land and Mine	General Motors Corp. Institutional	MBS	Kudner Agency, Inc. Detroit
Your Sunday News Extra	Grove Laboratories Co. Four-Way Cold Tablets and Vitamins	ABC	Donahue & Coe, Inc.
Zeke Manners Show	Sterling Drug Co.	ABC—PC	Dancer-Fitzgerald-Sample, Inc.

ORGANIZATIONS



Associations

•

Radio Groups

•

Addresses

•

Personnel

•

Unions

•

Guilds

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

Harold Borris-Meyer, Stevens Institute of Technology, Hoboken, New Jersey; Robert B. Lindsay, Brown University, Providence, Rhode Island; Hallowell Davis, Harvard University, Cambridge 38, Mass.; Frank Massa, Brush Development Company, Cleveland, Ohio; Leo L. Beranek; R. H. Bolt.

FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

Actors Equity Association

45 W. 47th St., New York 19, N. Y.
BRyant 9-3550

OFFICERS

President.....	Clarence Derwent
1st Vice President.....	Augustin Duncan
2nd Vice President.....	Cornelia Otis Skinner
3rd Vice President.....	Dudley Digges
4th Vice President.....	William Harrigan
Executive Secretary-Treasurer.....	Paul Dullzell
Assistant Executive.....	Walter N. Greaza
Recording Secretary.....	John Beal
Counsel.....	Paul N. Turner
Associate Counsel.....	Rebecca Brownstein
Auditor.....	Frank Mesurac

COUNCIL

John Alexander, Vera Allen, Edith Atwater, Ray Bolger, Philip Bournouf, Matt Briggs, Anne Burr, Louis Calhern, Leo C. Carroll, Ilka Chase, Mady Christians, Alexander Clark, Clay Clement, Warren Coleman, Patricia Collinge, Ernest Cossart, Clarence Derwent, Eric Dressler, Frank Fay, Jose Ferrer, Kathryn Givney, Walter N. Greaza, Ruth Hammond, William Harrigan, Francis Heflin, Alan E. Hewitt, Sam Jaffe, E. John Kennedy, Jessie Royce Landis, Philip Loeb, Aline MacMahon, Raymond Massey, Myron McCormick, Paul McGrath, Erin O'Brien-Moore, Elliott Nugent, Robert Perry, Roy Roberts, Jane Seymour, Jack Sheehan, Harvey Stephens, Carol Stone, Richard Taber, Calvin Thomas, Edna Thomas, Frederic Tozere, Margaret Webster, Rhys Williams, Ethel Wilson, Frank Wilson.

BRANCH OFFICES

San Francisco: Theodore Hale, 60 Sansome St., San Francisco 4.
Hollywood: I. B. Kornblum, 6331 Hollywood Blvd., Chicago: Frank R. Dare, 720 Bittersweet Place, Chicago 13. Phone Wellington 6377
Chorus Equity: 701 Seventh Avenue, New York 19, N. Y.

Advertising Association of the West*

HEADQUARTERS OFFICE: Room 530 Monadnock Bldg., San Francisco 5, Garfield 6868.

Managing Director: Charles W. Collier
Executive Secretary: Mrs. Lela M. Huey

OFFICES AND DIRECTORS

President—Vernon Churchill, Assistant to the Publishers, The Oregon Journal, Portland.
Senior Vice-President—Harwood Fawcett, Transit Advertising, Union Bldg., San Diego.
Secretary-Treasurer—Gilbert L. Stanton, Director of Advertising & Public Relations, Idaho Power Co., Boise.
Vice-President at Large—Miss Emma Reitmeier,
Vice President, First National Bank in Spokane, Spokane.

Vice President District No. 1—Harvey Brassard, Syverson-Kelley, Inc., Mohawk Bldg., Spokane.

Vice President District No. 2—Jaes Holme, Advertising Department, Mountain States Telephone & Telegraph Co., 931 14th St., Denver.

Vice President District No. 3—H. Quenton Cox, Manager, Radio Station KGW, Portland.

Vice President, District No. 4—Wilmot P. Rogers, Advertising Director, California Packing Corporation, 101 California St., San Francisco.

Vice President, District No. 5—Robert J. McAndrews, Manager, Adv. & Sales Promotion, National Broadcasting Co., 1500 No. Vine St., Hollywood.

Vice President, District No. 6—C. Russ Davidson, Canadian Street Car Advertising Co., 470 Granville St., Vancouver, B. C.

Past President—Charles A. Storke, News-Press, Santa Barbara

Chairman Finance Committee—Howard Willoughby, Lane Publishing Co., 576 Sacramento St., San Francisco
Chairman Club Service Division—Benet Hanau, Advertising Counselors of Arizona, Security Bldg., Phoenix.

Chairman Sen'or Advisory Committee Junior Division—Mrs. Claire Drew Forbes, Tri-County Adv. Agency, 248 San Carlos Bldg., Santa Barbara

Chairman Junior Executive Division—Miss Marie Stith, Broadway Dept. Store, La.

Chairman Advancement of Business Committee—George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle.

Chairman Pacific Advertising Commission—Don Belding, Foote, Cone & Belding, 601 West 5th St., Los Angeles.

FUNCTIONS

Representing organized advertising in the eleven Western States and Western Canada; 4000 members, in 36 Advertising Clubs.

*Formerly Pacific Advertising Association.

The Advertising Council, Inc.

11 West 42nd St., New York 18, N. Y.

BRyant 9-3641

OFFICERS

Chairman.....	James W. Young
Vice-Chairman.....	Paul B. West
Vice-Chairman.....	Kerwin H. Fulton
Vice-Chairman.....	William Reydel
President.....	Theodore S. Repplier
Secretary-Treasurer.....	Frederic R. Gamble
Chairman, Exec. Comm.....	Charles C. Mortimer, Jr.
Radio Director.....	George P. Ludlam

FUNCTIONS

A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public interest.

ORGANIZATIONS

Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

OFFICERS

President and General Manager.....Elon G. Borton
Vice-President.....Louis D. Young
(Adv. Dir., The Indianapolis Times, Indianapolis)
Vice-President.....Karl T. Finn
(Adv. Dir., Cincinnati Times-Star, Cincinnati)
Vice-President.....J. Rex Huguley
(Oklahoma Paper Company, Oklahoma City)
Vice-President.....Prudence Allured
(Publisher, Manufacturing Confectioner, Chicago)
Secretary.....Bj Kidd
(N. W. Ayer & Son, Inc., Philadelphia)
Treasurer.....Robert S. Pearce
(Vice-President, General Electric Company,
Schenectady)

DIRECTORS

Chairman of the Board; Allan T. Preyer, Chairman, Morse International, Inc., New York; C. J. Allen, Vice-President, The Connecticut Light & Power Co., Waterbury; Fairfax M. Cone, Chairman, Exec. Committee, Foote, Cone & Belding, Chicago; Robert F. G. Copeland, Manager, Batten, Barton, Durstine & Osborn, Detroit; Franklin J. Cornwell, Adv. Mgr., Brown Shoe Company, St. Louis; Joe M. Dawson, Chairman, Exec. Committee, Geyer, Cornell & Newell, New York; Paul Garrett, Vice-President and Director Public Relations, General Motors Corp., New York; Lester Hafemeister, Adv. Mgr., Weyenberg Shoe Mfg. Co., Milwaukee; Palmer Hoyt, Publisher, The Denver Post, Denver; W. R. Laughlin, Wilhelm-Laughlin-Wilson and Associates, Houston; Forbes McKay, Associate Adv. Mgr., The Progressive Farmer, Birmingham; George S. McMillan, Secretary, Bristol-Myers Company, New York; Graham Patterson, Publisher, Farm Journal and Farmer's Wife, Philadelphia; John H. Platt, Vice-President, Kraft Foods Company, Chicago; B. L. Robbins, Exec. Vice-Pres., General Outdoor Advertising Co., Chicago; J. P. Seiberling, President, Seiberling Rubber Company, Akron; Paul N. Swaffield, Adv. Mgr. Hood Rubber Co., Inc., Watertown, Mass.; Lewis Allen Weiss, Vice-Pres. & Gen. Mgr., Don Lee Broadcasting System, Hollywood; General Counsel, Charles E. Murphy, Attorney-at-Law, New York; Director of Special Services, Earle Pearson; Director, Bureau of Research and Education, Alfred T. Falk.

FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

Advertising Research Foundation

11 West 42nd St., New York, N. Y.
Circle 6-6106

OFFICERS

Chairman.....Wm. G. Polmer
Treasurer.....Frederic R. Gamble
Secretary.....Paul B. West
Managing Director.....A. W. Lehman
Technical Director.....D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

American Assn. of Adv. Agencies

(AAAA)

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board.....Sigurd S. Larmon
Vice-Chairman.....J. C. Cornelius
Sec.-Treas.....James H. S. Ellis
Pres. & Exec. Secty.....Frederic R. Gamble
Association Counsel.....McKercher & Link
Asst. Exec. Secty.....Herald Beckjorden
Asst. Exec. Secty.....Richard Turnbull
Asst. Treasurer.....O. Karl Giesen
Director of Service.....L. W. MacKenzie

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 5, D. C.
Republic 3833

COMMITTEE

Chairman...Francis W. Hill, Jr., 537 Woodward Bldg.,
Washington, D. C.
Committeeman.....Monte Appel
Committeeman.....Edwin Borchart
Committeeman.....John W. Guider
Committeeman.....Theodore A. Joslin

FUNCTIONS

To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, and uphold the honor of the profession of the law.

American Communications Association (C. I. O.)

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

International President.....Joseph P. Selly
International Secty.-Treas.....Joseph F. Kehoe
Vice-President, Broadcast Dept.....William Lamey
Local One Secty.-Treas.....Richard Shipp
Chairman, Atlantic Branch.....William Bender
International Representative.....Sidney Adler

FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty stations in the East, including eight contracts in the Metropolitan area of New York City.

American Council on Education

744 Jackson Place, Washington 6, D. C.
National 5691

EXECUTIVE OFFICERS

Chairman.....George D. Stoddard
President.....George F. Zook
Secretary.....Willard B. Spalding
Vice-President.....A. J. Brumbaugh

BRANCH OFFICE

Cooperative Test Service, 15 Amsterdam Avenue, New York 23, N. Y. COLUMBUS 5-7535, Kenneth Vaughn, Associate Director.

FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership due from educational organizations and institutions and by receipt of special grants for specific pieces of research.

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....James C. Petrillo
Vice-President.....Charles L. Bagley
Financial Secretary-Treasurer.....Thomas F. Gamble
Secretary.....Leo Cluesman

EXECUTIVE COMMITTEE

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 19, N. Y.
Vanderbilt 6-1810

NATIONAL OFFICERS

President.....Kenneth Carpenter
Vice-President.....Virginia Payne
Vice-President.....Lu Tobin
Vice-President.....Frank Sinatra
Vice-President.....Minerva Pious
Vice-President.....Clayton Collyer
Treasurer.....Ben Grauer
Recording Secretary.....William L. Mezger
National Executive Secretary.....George Heller
National Assistant Exec. Secretary.....Raymond A. Jones
National Representative

Pacific Coast Area.....Claude L. McCue
Counsel.....Jaffe & Jaffe
Associate Counsel.....Beilenson & Berger

BOARD OF DIRECTORS

Wm. P. Adams, Edward Arnold, Jack Arthur, Georgia Backus, Griff Barnett, True Boardman, Nellie Booth, John Brown, Bob Bruce, Alan Bunce, Andre Carlon, Kenneth Carpenter, Clayton Collyer, Robert Donley, Norman Field, Evelyn Freyman, Bill Gavin, William Gould, Ben Grauer, Donald B. Hirsch, Charles Irying, House Jameson, Raymond A. Jones, Jay Jostyn, Carlton KaDell, Grafton Linn, Ed Ludes, Myron McCormick, Alex McKee, Knox Manning, Eddie Marr, Bill Mezger, Ona Munson, Virginia Payne, Vincent Pelletier, Minerva Pious, Dick Powell, George A. Putnam, Quentin Reynolds, Don Roberts, Kenneth Roberts, Anne Seymour, Frank Sinatra, Margaret Speaks, Al Stracke, Kay Thompson, Lawrence Tibbett, Lu Tobin, Luis Van Rooten, Ned Wever.

BRANCH OFFICES

Chicago Local—203 North Wabash Ave., Chicago, Ill.; Roymond A. Jones, Executive Secretary; Phone, FRanklin 4253.

Los Angeles Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary; Phone Hillside 5125.

San Francisco Local—26 O'Farrell St., San Francisco, California; Walter E. Trefts, Jr., Executive Secretary; Phone EXbrook 6990.

Atlanta Local—362 Schoen St., S.E., Atlanta, Georgia
Boston Local—20 Pemberton Square, Boston, Mass.
Carolina Local—202 North Driver Ave., Durham, North Carolina.

Cincinnati Local—P. O. Box 14, Cincinnati, Ohio.
Cleveland Local—219 Chester-12th Bldg., Cleveland, Ohio.

Dallas Local—1307½ Commerce St., Dallas, Texas.
Denver Local—790 Niagara, Denver 7, Colorado.
Detroit Local—82 West Montcalm, Detroit, Michigan.
Kansas City Local—4833 East 6th St., Kansas City, Mo.

Louisville Local—300 West Liberty Street, Louisville, Ky.
Miami Local—DuPont Bldg., Miami, Florida.
Minneapolis-St. Paul—750 Midland Bank Bldg., Minneapolis, Minn.

Pittsburgh Local—1124 Frick Bldg., Pittsburgh, Pa.
Portland Local—P. O. Box 263, Portland, Oregon.
Racine Local—804 Hamilton Street, Racine, Wisc.
Rochester Local—2111 Monroe Ave., Rochester 10, N. Y.

Seattle Local—300 Palomar Bldg., Seattle 1, Wash.
St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.
Washington Local—3901 Davis Pl., N.W., Washington, D. C.

Other Locals Located in: Bridgeport, Conn.; Charlotte, N. C.; Houston, Texas; Philadelphia, Penna.; Lawrence, Mass.; Schenectady, N. Y.; Springfield, Mass., and Sioux Falls, S. Dakota.

American Guild of Musical Artists, Inc. (A. F. L.)

2 W. 45th St., New York 19, N. Y.
MURray Hill 2-8407

OFFICERS

President.....Lawrence Tibbett
1st Vice President.....Richard Bonelli
2nd Vice President.....Alexander Smallens
3rd Vice President.....Edward Harris
4th Vice President.....John Brownlee
5th Vice President.....Georgia Standing
Recording Secretary.....Elisabeth Hoepfel
Treasurer.....Frederick Jagel
Counsel.....Albert B. Gins

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd. Phone, Hillside 5121.

San Francisco: Theodore Hale, 60 Sansome St. Phone, EXbrook 0102.

Chicago: Ben Meyers, 188 W. Randolph St. Phone, State 0585.

FUNCTIONS

Labor union having jurisdiction over opera, concert, recital and ballet activities; branch of Associated Actors and Artists of America, affiliated with American Federation of Labor. ACMA's purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members.

American Marketing Association

Kinley Hall, Champaign, Ill.,
7-5274

OFFICERS

President.....Ross M. Cunningham
1st Vice President.....Wroe Alderson
2nd Vice President.....Franklin R. Cawl
Secretary.....Harvey W. Huegy
Treasurer.....Wilford L. White
Editor, Journal of Marketing.....Clyde Phelps
Director (1 year).....Sydney R. Bernstein
Directors (2 years).....George H. Allen,
Edward R. Hawkins, Charles T. Heusinkveld, Harold H. Maynard, Charles Phillips.

FUNCTIONS

The American Marketing Association is an association for the advancement of science in marketing. We publish monthly "The Journal of Marketing."

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
CA'edonia 5-2000

OFFICERS

President.....William G. Chandler
Vice-President.....David W. Howe
Treasurer.....Edwin S. Friendly
General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill. Phone, Franklin 3746.
George N. Dale.....Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President.....George W. Bailey
Managing Secretary.....Kenneth B. Warner
Treasurer.....David H. Houghton
Communication Manager.....Francis E. Handy

BRANCH OFFICE

225 Main St., Newington, Conn. Phone, 92140. F. E. Handy, Communications Manager.

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N. Y.
Columbus 5-7464

OFFICERS

President.....Deems Taylor
Vice-President.....Gustave Schirmer
Vice-President.....Oscar Hammerstein II
Secretary.....George W. Meyer
Treasurer.....J. J. Bregman
Assistant Secretary.....Donald Gray
Assistant Treasurer.....Irving Caesar
Assistant General Manager.....Richard F. Murray

BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul Bornstein, J. J. Bregman, Gene Buck, Frank H. Connor, Paul Cunningham, Max Dreyfus, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, George W. Meyer, Jack Mills, John O'Connor, Abe Olman, Richard Rodgers, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor.

ADMINISTRATIVE OFFICERS

General Manager.....John G. Paine
Assistant General Manager.....Herman Greenberg
Comptroller.....George A. Hoffman
Director of Public & Customer Relations
Richard F. Frohlich
General Counsel.....Schwartz & Frohlich
Resident Counsel.....Herman Finkelstein

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 829-31, 111 Sutter Bldg., San Francisco, Calif.

Mid-Western

Leonard Severson, 730 Des Moines Bldg., Des Moines, Ia.
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
James L. Cleary, c/o ASCAP, 1100 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
Messrs. Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.
John C. Wooden, 7 S. Dearborn St., Chicago, Ill.

Southern

Harold Lee Frankel, 825 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 2209-10 Carew Towers, Cincinnati, Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1905 Elm St., Dallas, Texas.
I. T. Cohen, 607 1st Nat'l Bank Bldg., Atlanta, Ga.

Eastern

Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkrantz, 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

415 Lexington Ave., New York 17, N. Y. VANDerbilt 6-2144

OFFICERS

President.....George T. Shupert
Vice President.....Ralph Rockafellow
Treasurer.....Arch U. Braunfeld
Secretary.....D'an Dincin

DIRECTORS

David Hale Halpern, Don McClure, Alice Pentlarge, Frederick A. Kugel, Charles A. Alicoate, Prof. Edward C. Cole, Richard Manville.

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.

American Representatives Assn., Inc.

1270 Sixth Avenue, New York 20, N. Y.
Circle 6-1379

OFFICERS

President.....William Kent
 Vice-President.....Nat Lefkowitz
 Vice-President.....Art Weems
 Secretary.....John F. Dugan
 Treasurer.....Nat Kalcheim
 Counsel & Executive Secretary.....I. Robert Broder

BRANCH OFFICE

Room 1106, 203 N. Wabash Avenue, Chicago 1, Ill.
 Phone, Central 7353. Len Fisher, Sect'y EMA

FUNCTIONS

Association of Theatrical Agencies operating in all entertainment fields.

Artists Representatives Assoc., Inc.

RKO Bldg., Radio City, New York 20, N. Y.
 Circle 6-1379

President.....William Kent
 Vice-President.....Nat Lefkowitz
 Vice-President.....Art Weems
 Vice-President.....Lyman E. Goss, Jr.
 Secretary.....John F. Dugan

BOARD OF GOVERNORS

John F. Dugan, B. W. Frederick, Dave Jonas, William Kent, Mark Leddy, Nat Lefkowitz, Harry Lenetska, Phil Offin, Sidney J. Page, Sam Rauch, Art Yeems, Charles Yates.

FUNCTIONS

Trade Association of Theatrical Agencies.

Associated Actors and Artistes of America

45 W. 47th St., New York 19, N. Y.
 BRyant 9-3550

OFFICERS

International President.....Paul Dullzell
 1st Int. Vice-President.....George Heller
 2nd Int. Vice-President.....Reuben Guskin
 3rd Int. Vice-President.....Matt Shelvey
 Int. Treasurer.....Ruth Richmond
 Int. Executive Secretary.....Florence Marston

FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world, their calling and its condition, to promulgate and carry into effect such policy as shall secure the united action of its branches and the members thereof for the common good, and the united action of the members of each branch for the common good of such branch, to prevent and abolish abuses from which those coming under the jurisdiction of this Association shall or may suffer, to assist such persons in securing just and equitable contracts and agreements with their employers.

Association for Education by Radio

228 N. LaSalle St., Chicago 1, Ill.

OFFICERS

Kathleen N. Lardie, President AER, Supervisor Dept. of Radio Education, Detroit Public Schools.
 Jennings Pierce, First Vice-President AER, National Broadcasting Co., Hollywood.
 William Ladd, Second Vice-President AER, Seattle Public Schools, Seattle, Wash.
 Gertrude Broderick, Secretary AER, U. S. Office of Education, Washington, D. C.
 George Jennings, Treasurer AER, Chicago Radio Council, Chicago.

FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except June, July and August.

Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West,
 Toronto 1, Ontario.
 ADeLaide 8047-8

OFFICERS

President—Neil B. Powter, Howard Smith Paper Mills, Limited, Montreal.

Vice-Presidents—George S. Bertram, Swift Canadian Co., Limited, Toronto; H. J. G. Jackson, Chrysler Corporation of Canada Limited, Windsor; Lee Trenholm, Underwood Limited, Toronto; Hedleigh T. Venning, Shirriff's Limited, Toronto; Muriel Whitlock, Courtaulds (Canada) Limited, Montreal.

Treasurer—J. P. Lyons, Manufacturers Life Insurance Co., Toronto.

General Manager & Secretary—Athol McQuarrie, 303 Federal Building, Toronto 1, Ontario.

DIRECTORS

D. E. Bankart, Northern Electric Co., Limited, Montreal; Robert E. Day, Bulova Watch Co. Limited, Toronto; John W. Doherty, Imperial Oil, Limited, Toronto; J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada, Ltd., Kitchener; John W. Lawrence, The Borden Co., Limited, Toronto; L. E. Phenner, Canadian Cellulotton Products Co., Ltd., Toronto; John O. Pitt, Canadian Fairbanks-Morse Co., Ltd., Montreal; R. Harold Smyth, Dominion Rubber Co., Limited, Montreal; A. Usher, RCA Victor Co., Limited, Montreal; C. H. Willis, Appleford Paper Products, Limited, Hamilton.

FUNCTIONS

This association was incorporated in March 1917. For 32 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

BUREAU OF BROADCAST MEASUREMENT

303 Federal Building, 85 Richmond Street West,
 Toronto 1, Ontario
 ADeLaide 8047-8

President: L. E. Phenner, Canadian Cellulotton Products Co. Limited, Toronto.

Vice-President: Adrian Head, J. Walter Thompson Co. Ltd., Toronto.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

H. N. Stovin, Horace N. Stovin & Company, Toronto; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; J. A. MacLaren, MacLaren Advertising Co. Ltd., Toronto; Harold E. Stephenson, The Canada Starch Co., Limited; Hector Fontaine, Canadian Advertising Agency, Ltd., Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.

FUNCTIONS

A co-operative organization for the standardization and analysis of facts about radio.

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
 MU 7-7242

OFFICERS

President.....Paul B. West
 Secretary.....Edward T. Batchelder
 Chairman of the Board.....T. H. Young
 (United States Rubber Company)

Vice-Chairman.....W. N. Connolly

(S. C. Johnson & Son)

Vice-Chairman.....Robert B. Brown
 (Bristol-Myers Company)

Treasurer.....Albert Brown
 (The Best Foods, Inc.)

DIRECTORS

Marshall Adams, Mullins Manufacturing Corp.; Arthur H. Boylan, The Drackett Co.; Albert Brown, The Best Foods, Inc.; Paul S. Ellison, Sylvania Electric Products Inc.; Frank S. Ennis, America Fore Insurance and Indemnity Group; H. J. Henry, Johnson & Johnson; Hugh W. Hitchcock, Packard Motor Car Co.; D. H. Odell, General Motors Corp.; W. B. Potter, Eastman Kodak Co.; H. M. Shackelford, Johns-Manville Sales Corp.; Val A. Schmitz, The F & M Schaefer Brewing Co.; D. B. Stetler, Standard Brands, Inc.; Ralph Winslow, Koppers Company, Inc.

ORGANIZATIONS

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

Association of Radio News Analysts

Room 1207, 1540 Broadway, New York, N. Y.
 BRyant 9-7800, Extension 386.

OFFICERS

President Lowell Thomas
 Chairman, Exec. Committee..... H. V. Kaltenborn
 Vice-President..... John W. Vandercook
 Vice-President..... H. R. Baukhage
 Secretary Johannes Steel
 Treasurer Max Hill

FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The association's function is to improve quality and standards of radio news analysts.

The Authors' League of America

6 E. 39th St., New York, N. Y.
 MURray Hill 5-6930

OFFICERS

President Russel Crouse
 Vice-President Fannie Hurst
 Secretary Katherine Seymour
 Treasurer Arthur Schwartz

COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Barnouw, Philip Barry, Carl Cramer, Sidney Carson, Hector Chevigny, Robert Colwell, Norman Corwin, Russel Crouse, John Dunkel, Mignon Eberhart, J. C. Furnas, Paul Gallico, Clifford Goldsmith, Arthur Garfield Hays, Oscar Hammerstein, II, Otto Harbach, Lillian Hellman, George Kelly, Ruth Adams Knight, Christopher LaForge, Georgia Layton, Howard Lindsay, Peter Lyon, Frank Mandel, Robert Newman, S. J. Perelman, Henry F. Pringle, Elmer Rice, Kurt Steel, Rex Stout, John Vandercook, Kenneth Webb, Kurt Weill, Thornton Wilder.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
 Elgin 5623

OFFICERS

President Sydney M. Kaye
 Vice-President..... Merritt E. Tompkins
 Vice-President..... Harry Sedgwick, K. C.
 Vice-President..... Joseph Sedgwick
 Vice-President..... J. E. Campeau
 Secretary-Treasurer..... T. A. Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
 Circle 7-0656

OFFICERS

North American Director..... William R. Reed
 Special Asst. to N.A.D..... Donovan Rowse
 Program Advisor..... Henry David
 Research Department..... J. A. S. Kenas
 Chief Engineer..... Arthur S. Toby
 Acting Program Director..... Sam Slate
 Talks Producer..... Annette Ebsen

BRANCH OFFICES

Chicago: 430 N. Michigan Ave., Phone, Delaware 6881. William N. Newton, Middle West Representative.
 Washington: 1150 Connecticut Ave. Phone Executive 1465. Leonard Miall, Washington Correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation consist of two inter-related but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
 Pennsylvania 6-5466

OFFICERS

President Justin Miller
 Executive Vice President—General Counsel

Sydney M. Kaye
 Vice President—General Manager..... M. E. Tompkins
 Treasurer..... Charles E. Lawrence
 Comptroller..... Claude C. Boydston
 Assistant Secretary..... Robert J. Burton
 John Elmer, WCBM, Baltimore, Maryland; Carl Haverlin, Mutual Broadcasting System, New York City; William S. Hedges, National Broadcasting Co., New York City; Leonard Kapner, WCAE, Pittsburgh, Pa.; Joseph A. McDonald, American Broadcasting Co., New York City; Justin Miller, National Association of Broadcasters, Washington, D. C.; Paul Morency, WTIC, Hartford, Conn.; J. Leonard Reinsch, WSB, Atlanta, Ga.; J. Harold Ryan, Fort Industry Company, Toledo, Ohio; Frank K. White, Columbia Broadcasting System, New York City.

STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnoon, Constance Mendel.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
 Executive-in-Charge Eddie Janis

54 West Randolph St., Chicago, Ill.
 Executive-in-Charge James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont., Canada
 Elgin 5623

OFFICERS

Chairman of the Board..... Harry Sedgwick
 Engineering Consultant Harry S. Dawson
 Director of Broadcast Adv..... Doug Scott
 Public Service Director..... T. Jim Allard
 Secretary-Treasurer..... T. Arthur Evans

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 81 privately owned (independent) broadcasting stations in Canada.

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-President.....Pat O'Brien
2nd Vice-President.....Jay Jostyn
Honorary Vice-Presidents:

Bing Crosby, Dan Healy, Donald Brian
Recording Secretary.....Kathryn Givney
Historian.....Kathryn W. Givney
Executive Secretary.....George Buck
Chairman of Executive Board.....Frank McNellis
Chairman of Advisory Board.....Hon. Edward P. Mulrooney

FUNCTIONS

Social and benevolent organization, founded for the temporal and spiritual welfare of the people of the theatrical profession, including stage, screen and radio. It is our purpose to help, in every possible way, the best interests of the theater.

Catholic Writers Guild of America

128 W. 71st St., New York 23, N. Y.
ENDicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....Donald R. O'Brien
Vice-President.....Richard Reid
Treasurer.....Clarence E. Heller
Executive Secretary.....Eleanor M. Tucker

BOARD OF GOVERNORS

Right Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Edgerly, Margaret Marshall, Jos. J. Reilly, Mrs. Phillip Brennan, Nicholas Farley, Kenton Kilmer.

FUNCTIONS AND ACTIVITIES

The press, inclusive of the writer, editor and publisher of newspaper, magazine, screen and stage manuscripts, desiring a statement of the Catholic mind on Church issues or current national events, will find the Catholic Writers Guild of America ready to cooperate in directing inquiry to a source of authentic information.

Chicago Radio Management Club

410 N. Michigan Ave.
Chicago 11, Ill.
Del. 7860

OFFICERS

President.....Holman Faust
Vice-President.....Mark Smith
Treasurer.....Kenneth E. Shepard

FUNCTIONS AND ACTIVITIES

To provide a common meeting ground for discussions of problems of radio management, to formulate and maintain standards and principles of fair practice in the industry, to disseminate information relative to current radio trends and to act as a central agency through which radio, advertising, publicity, counsel and similar services may be furnished to governmental, war and allied causes upon demand.

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; pro-

vides 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.

Composers, Authors and Publishers Assn. of Canada, Ltd.

1003 Royal Bank Bldg., Toronto, Canada
Phone: Elgin 9219

OFFICERS

President.....H. T. Jamieson, F.C.A.

DIRECTORS

Prof. Claude Champagne, Montreal; A. Grosart, Toronto; H. T. Jamieson, Toronto; Harry E. Jarman, Toronto; Marf Kenny, Toronto; Ralph Hawkes, London, Eng.; W. S. Low, Toronto; Holmes Maddeck, Toronto; John Murray Gibbon, Montreal; John G. Paine, New York; Sir Ernest MacMillan, Toronto; Gordon V. Thompson, Toronto.

FUNCTIONS

The Association's functions are to collect fees for the public performance of the copyright musical works of its members and to restrain unauthorized performance thereof.

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President.....Richard Rodgers
Vice-President.....George S. Kaufman
Secretary.....Victor Wolfson

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Edward Chodorov, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Dorothy Fields, Joseph Fields, Nancy Hamilton, Oscar Hammerstein, II, Lillian Hellman, F. Hugh Herbert, George S. Kaufman, Sidney Kingsley, Arthur Kober, Howard Lindsay, Ogden Nash, Elliott Nugent, Eugene O'Neill, Paul Osborn, John Patrick, Samson Raphaelson, Elmer Rice, Arthur Schwartz, Robert E. Sherwood, Kurt Weill, and Victor Wolfson.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

Federal Communications Bar Assn.

Office of Secretary, 921 Tower Bldg.,
Washington 5, D. C.
District 2141

OFFICERS

President.....Philip G. Loucks
1st Vice-President.....Carl I. Wheat
2nd Vice-President.....Reed T. Rollo
Secretary.....William A. Porter
Treasurer.....Arthur H. Schroeder

FUNCTIONS

A national association of lawyers admitted to practice before the Federal Communications Commission.

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York 10, N. Y.
GRAMercy 5-3475

OFFICERS

Executive Secretary.....Frank C. Goodman
Assistant Executive.....Ethel A. Rich
Program Director.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio, organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs over three national networks.

Federal Radio Education Committee (FREC)

Tempo 2, 19th and D Sts., N.W., Washington 25, D. C.
Executive 6500, Extension 2565

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....Franklin Dunham
Secretary-Editor.....Gertrude C. Broderick

EXECUTIVE COMMITTEE MEMBERS

John W. Studebaker, U. S. Commissioner of Education, Chairman
George P. Adair, Chief Engineer, Federal Communications Commission
Lyman Bryson, Director of Education, Columbia Broadcasting System
Elsie Dick, Director of Education, Mutual Broadcasting System
Clifford J. Durr, Commissioner, Federal Communications Commission
John Elmer, President, Baltimore Broadcasting Corporation
Willard E. Givens, Executive Secretary, National Education Association
Rev. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
Darney S. Lancaster, Former State Supt. of Public Instruction (Va.) representing National Council of Chief State School Officers
Harold B. McCarty, Director, Station WHA, representing National Association of Educational Broadcasters
Bruce E. Mahan, Director of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudek, Director of Public Service, American Broadcasting Company
Levering Tyson, President, Muhlenberg College
Judith C. Waller, Educational Director, Central Division, National Broadcasting Company

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

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.....Lowell B. Mason
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Secretary.....Otis B. Johnson
General Counsel.....Wm. T. Kelley
Dir. of Office of Legal Investigation.....James A. Horton
Chief Economist.....William H. England
Dir. Trade Practice Conferences.....Henry Miller

Director, Radio & Periodical Div....Donald B. Gatling
Assistant Chief, Radio & Periodical Division
William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelley
Vice-President.....Norman Lewis
Secretary-Treasurer.....Melvin F. Hall

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

The Institute for Education by Radio

Established 1930

Ohio State University, Columbus, Ohio
UNiversity 3148, Extension 708

OFFICERS

Honorary Director.....W. W. Charters
Director.....I. Keith Tyler
Executive Secretary.....Ardis Hillman Wheeler

PROGRAM COMMITTEE

Howard Donahoe, Program Director, WCOL; W. H. Ewing, Program Director, WOSU; T. C. Holy, Director, Bureau of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBNS; John Moses, Program Director, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; Harrison B. Summers, Professor of Speech, Ohio State University; I. Keith Tyler, Director of the Institute; Ardis Hillman Wheeler, Executive Secretary 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 of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

Institute of Radio Engineers

1 East 79th St., New York 21, N. Y.
MEdallion 3-5661

OFFICERS

President.....Frederick B. Llewellyn
Vice President.....Edward M. Deloraine
Treasurer.....William C. White
Secretary.....Haraden Pratt

BRANCH OFFICE
 Advertising Dept., 303 West 42nd St., New York 18,
 N. Y.
 Circle 6-6357
 William C. Copp, Advertising Manager.

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 17, N. Y.
 Vanderbilt 6-6075, 6137
OFFICERS

Chairman.....George Abraham
 Technical Manager.....David W. Borst
 Program Manager.....David Linton
 Station Relations Manager.....Sonia-Jane Brown

BRANCH OFFICES

2802 Erie Street, Washington 20, D. C.
 Franklin 9045
 Executive Chairman.....George Abraham
 706 Sanders Avenue, Schenectady 2, N. Y.
 Schenectady 3-6028
 Technical Manager.....David Borst

FUNCTIONS

A non-profit association of college campus radio stations, serving as a central clearing-house for information and for program exchange. Issues numerous publications, including handbooks, newsletters, and a monthly magazine, and operates networks of campus stations, the Ivy Network and the Middle Atlantic Network. Member stations are located at the following colleges: U. of Alabama, Brigham Young U., Brown U., Bryn Mawr College, Bucknell U., Columbia U., U. of Connecticut, Cornell U., Georgetown U., Hamilton College, Harvard U., Haverford College, MacMurray College, Mary Washington College, Miami U. (Oxford, Ohio), North Carolina State College, Ohio U., College of the Pacific, U. of Pennsylvania, Princeton U., Radcliffe College, Rutgers U., St. Lawrence U., U. of South Carolina, Stephens College, Swarthmore College, Union College, Wellesley College, Wesleyan U., Williams College, Yale U.

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington 25, D. C.

OFFICERS

Chairman.....A. G. Simson
 Vice-Chairman.....Dr. J. H. Dellinger
 Secretary.....M. A. Price
 Assistant Secretary.....W. F. Bradley
 Chairman, Technical Subcommittee...Comdr. John M. Grider

AGENCY AND REPRESENTATIVE

Department of Agriculture.....E. W. Loveridge, Repr.,
 E. C. Wagner, Alt.
 Department of Commerce...Dr. J. H. Dellinger, Repr.,
 L. H. Simson, Alt.*
 Federal Communications Commission...Capt. Paul D.
 Miles, Repr., M. A. Price, Alt.*
 Department of the Interior...S. L. Windes, Repr.,
 Howard F. Carl, Alt.
 Department of Justice.....R. T. Harbo, Repr.,
 H. J. Walls, Alt.
 U. S. Maritime Commission...D. S. Brierley, Repr.
 Navy Department...Comdr. Henry Williams, Jr., Repr.,
 Comdr. John M. Grider, Alt.*
 Post Office Department.....Roy M. Martin, Repr.
 Department of State.....H. B. Otterman, Repr.
 Robert R. Burton, Alt.
 Treasury Department.....Capt. D. E. McKay, Repr.,
 Lt. Comdr. Whitney M. Prall, Alt.*
 War Department...Col. A. C. Simson, SC, Repr.,*
 Lt. Col. Nathaniel White, SC, Alt.

TECHNICAL ADVISORS ACCREDITED TO COMMITTEE V:

M. H. Woodward.....FCC
 Dr. E. Dillon Smith.....Dept. of Commerce, WB
 I. W. Conrad.....Dept. of Justice, FBI
 W. Dean.....Navy Department

* Also regular representatives on the Technical Subcommittee.

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature which is confidential.

International Brotherhood of Electrical Workers

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.....Raymond Peck
 Boy.....Ralph Morgan
 Corresponding Secretary.....Bobby Clark
 Recording Secretary.....Jack Whiting
 Treasurer.....James E. Meighan
 Librarian.....Walter N. Greaza

DIRECTORS

Kenneth Webb, Earl Benham, John McManus, William P. Adams, Elliott Nugent, Joseph S. Buhler, Ward Wilson, Bruce Evans, William J. Kelly, Russ Brown, Frank Fay, John Alexander, Jay Jostyn, Otto Krueger, Arthur Maitland.

LIFE DIRECTORS: R. H. Burnside, William Gaxton, Fred Waring, John Golden.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

Market Research Council

c/o E. C. Wilson
 CBS, 485 Madison Avenue, New York 17, N. Y.

OFFICERS

President.....Robert N. King
 Vice-President.....Cornelius DuBois
 Secretary-Treasurer.....Elmo C. Wilson

EXECUTIVE COMMITTEE

Robert N. King, Cornelius DuBoise, C. E. Wilson, Edward Battery, Jr., Robert B. Brown.

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.

ORGANIZATIONS

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter C. Douglas
President.....Lester Santly
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Louis Bernstein
General Manager-Agent and Trustee.....Harry Fox

National Association of Broadcasters

(For Complete Listing See NAB Section, Page 234)

National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

Honorary President.....Josef Hofmann
President.....James J. Walker
Vice-President.....Fred Waring
Vice-President.....Meyer Davis
Vice-President.....Paul Whiteman
Vice-President.....Al Jolson
Treasurer.....Don Voorhees
General Counsel.....Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efreim Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

National Association of Educational Broadcasters

1010 S. Wright St., Urbana, Illinois
Urbana 7-2616

OFFICERS

President.....Frank E. Schooley
Vice-President.....Allen Miller
Treasurer.....W. I. Griffith
Executive Secretary.....A. James Abel

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations,

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
Murray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President.....Phillips Wyman
Secretary.....Warren C. Agry
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

National Assoc. of Radio News Directors

(Contact either the President or Secretary, whose addresses are listed below)

OFFICERS

President.....John F. Hegan
Station WCSH, Portland, Me.
1st Vice-Pres.....Sig Mickelson
Station WCCO, Minneapolis, Minn.
2nd Vice-Pres.....Jack Shelley
Station WHO, Des Moines, Iowa
Secretary.....Edward Wallace
Station WTAM, Cleveland, Ohio
Treasurer.....John Murphy
Station WCKY, Cincinnati, Ohio

FUNCTIONS

The National Association of Radio News Directors (NARND) was organized Oct. 24, 1926, at Cleveland, Ohio. With about 200 members (station news directors). Its function is the betterment of radio news. NARND has nothing to do with unionizing or wage scales. It furthers an exchange of ideas among radio newsmen for the improvement of their profession.

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

Chairman, Board of Directors.....Arno O. Witt
Schramm Inc., West Chester, Pa.
President-General Manager.....W. Lane Witt
N.I.A.A. Headquarters, 100 E. Ohio St.,
Chicago 11, Ill.
Secretary-Treasurer.....Walter M. Yogerst
Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.
Vice-President.....J. A. Burgess
Gulf Oil Corp., Gulf Bldg., Pittsburgh 19, Pa.
Vice-President.....Ross M. Cunningham
Massachusetts Institute of Technology,
Cambridge, Mass.
Vice-President.....C. E. Cischel
Walter Kidde & Co., Inc., 140 Cedar St.,
New York, N. Y.
Vice-President.....Harry O. Heller
Reed Roller Bit Co., Houston 1, Texas

Vice-President.....Howard Kenyon
 LaPlant-Choate Mfg. Co., Cedar Rapids, Iowa
 Vice-President.....C. N. Kirchner
 Evans Associates, Inc., 307 N. Michigan Ave.,
 Chicago 11, Ill.
 Vice-President.....Richard F. O'Mara
 Western Precipitation Corp., 1016 W. Ninth St.,
 Los Angeles 15, Calif.
 Vice-President.....V. R. Young
 Canadian General Electric Co. Ltd.,
 212 King St., W., Toronto, Ont., Canada
 Past-President.....James R. Kearney, Jr.
 J. R. Kearney Corp., 4236 Clayton Ave.,
 St. Louis 10, Mo.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.
 COlumbus 5-2638

OFFICERS

President.....Louis Handin
 First Vice-President.....Lester Rose
 Second Vice-President.....Nick Elliott
 Treasurer.....Frank O'Connell
 Secretary.....Rosa Crouch

BOARD OF DIRECTORS

Leon E. Bendon, Bert Spencer, Joe Verdi, Harry Jackson, Billy Gould, Lillian Weed, Phil Kelly, Harry Ferguson, Lottie Dixon, Joe Rose (Alt.)

TRUSTEES

Joe Gilbert, Henry Lewinsohn, Joe Pastor, Julio Roig, Evelyn Kelly, Harry Mansfield.
 Lester Rose.....Publ'c Relations

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

Nebraska Broadcasters Association

Secretary's Office: c-o WJAG, Norfolk, Nebr.
 Phone: 432
 President.....Duane Watts
 (KHAS, Hastings)
 Vice-President.....Harry Peck
 (KFOR, Lincoln)
 Secretary-Treasurer.....Art Thomas
 (WJAG, Norfolk)

DIRECTORS

Harry Burke, KFAB, Lincoln; L. L. Hilliard, KGKY, Scottsbluff; John J. Gillin, Jr., WOW, Omaha.

MEMBER STATIONS

KBON, Omaha; KFAB, Lincoln; KFOR, Lincoln; KGFV, Kearney; KGKY, Scottsbluff; KODY, North Platte; KHAS, Hastings; KMMI, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

North Carolina Assn. of Broadcasters

Radio Station WSJS, Winston-Salem, N. C.
 Office of the Secretary
 4141

OFFICERS

President.....J. Frank Jarman
 Vice-President.....Richard A. Dunlea
 Secretary & Treasurer.....Harold Essex

FUNCTIONS

To handle matters pertinent to the state broadcasters as a group and to act as a clearing house for information concerning member stations. Two convention meetings are held yearly.

Northern California Broadcasters Association

c/o Glenn Shaw, President
 KLX, Tribune Tower
 Oakland 4, Calif.
 Glencourt 0660

OFFICERS

President.....Glenn Shaw
 (KLX, Oakland)
 Secretary-Treasurer.....Ray Hamilton
 (KSFO, San Francisco)

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 15, Ohio
 Phone, Adams 1101

OFFICERS

President.....John Pattison Williams
 (WING, Dayton)
 Vice-President.....E. E. Flanigan
 (WSPD, 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, in Ohio.

Pacific Advertising Association

Charles W. Collier, Managing Director
 Lola M. Huey, Executive Secretary
 337 Monadneck Building
 San Francisco, Calif.
 Garfield 6868

OFFICERS AND DIRECTORS

President—Charles A. Storke, Asst. Publisher, News-Press, operators of Radio Station KTMS, Santa Barbara, Calif.

Senior Vice-President—Vernon Churchill, Assistant to Publisher, The Oregon Journal, Portland, Oregon.

Secretary-Treasurer—George A. Moore, Vice-President, Prudential Federal Savings & Loan Association, 125 South Main St., Salt Lake City, Utah.

Vice-President at Large—Helen O'Neil, Manager Oakland Office, Fielder Sorenson & Davis, Latham Square Building, Oakland, Calif.

Vice-President Dist. No. 1—Harvey A. Brassard, Account Executive, Syverson-Kelley, Inc., Mohawk Building, Spokane, Washington.

ORGANIZATIONS

Vice-President Dist. No. 2—Gilbert L. Stanton, Dir. of Adv. and Public Relations, Idaho Power Company, Boise, Idaho.

Vice-President Dist. No. 3—H. Quenton Cox, Asst. Manager, Station KGW, Portland, Oregon.

Vice-President Dist. No. 4—Wilmot P. Rogers, Advertising Director, California Packing Corporation, 101 California St., San Francisco, Calif.

Vice-President Dist. No. 5—Harwood H. Fawcett, Transit Advertising Company, Union Building, San Diego, California.

Past President—George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle, Wash.

Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., 576 Sacramento St., San Francisco, Calif.

Chairman, Club Service Committee—Benot Hanau, Advertising Counselors of Arizona, 707 Security Building, Phoenix, Arizona.

Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board of Foote, Cone & Belding, 601 5th St., Los Angeles, Calif.

Chairman, Senior Advisory Committee, Junior Division—Claire Drew Forbes, Adv. Manager, Rhodes Dept. Store, Seattle, Washington.

Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Calif.

FUNCTIONS

The Pacific Advertising Association, now in its 43rd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advancement of Business Program.

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....George B. Coleman
(WGBI, Scranton)
Vice-President.....Roy Thompson
(WFBC, Altoona)
Treasurer.....Dr. Leon Levy
(WCAU, Philadelphia)
Secretary.....C. G. Moss
(WKBO, Harrisburg)

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men, Inc.

1270 Sixth Ave., New York 20, N. Y.
Columbus 5-7362

OFFICERS

President.....Rocco Vocco
First Vice-President.....Joseph Santly
Second Vice-President.....Charles Warren
Third Vice-President.....Phil Kornheiser
Treasurer.....Irving Tanz
Financial Secretary.....Michael L. Schloss
Recording Secretary.....Louis E. Schwartz
Sergeant-at-Arms.....David Kent
Executive Director.....Bob Miller

BRANCH OFFICES

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 18, N. Y.
L'ongacre 5-6622

OFFICERS

President.....Alan Hazeltine
Vice-President.....O. James Morelock
Treasurer.....J. J. Stantley
Corresponding Secretary.....Harry Sadenwater
Recording Secretary.....J. H. Bose

DIRECTORS

R. M. Akin, Jr., E. V. Amy, E. H. Armstrong, R. R. Batcher, G. E. Burghard, J. L. Callahan, M. G. Crosby, L. C. F. Horle, H. W. Houck, F. A. Klingenschmitt, John Van Beuren, Paul Ware, H. M. Wheeler.

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

Radio Council—WBEZ (FM)

Chicago Public Schools
228 N. La Salle St., Chicago 1, Ill.
Dearborn 7801

OFFICERS

Director.....George Jennings
Program Director.....Elizabeth E. Marshall
Production Head.....Robert R. Miller
Engineer.....E. H. Andresen

FUNCTIONS

The Radio Council of the Chicago Public Schools operates a non-commercial FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations of a public service or adult education nature.

Radio Directors Guild

A. F. of L.
The Gladstone
114 E. 52nd St., New York 22, N. Y.
PLaza 3-4300

OFFICERS

President.....George Zachary
Vice-Pres.....Edward A. Byron
Vice-Pres.....Burr Lee

Vice-Pres. Paul Franklin
 Secretary Earle McGill
 Treasurer Lyle Barnhart
 Executive Secty. Newman H. Burnett

BRANCH OFFICES

410 N. Michigan Ave., Chicago, Ill. Phone Superior 3016
 Executive in Charge, Burr Lee
 6000 Sunset Blvd., Hollywood, Calif. Phone
 Granite 5866
 Executive in Charge, Thomas Freebairn-Smith

FUNCTIONS

An organization to advance, foster, promote and benefit the interests of directors and associate directors of radio and television programs and to protect and secure their rights in their professional activities.

Radio Executives Club of New York

President's Office
 Mutual Broadcasting System
 1440 Broadway, New York 18, N. Y.
 Pennsylvania 6-9800

OFFICERS

President Robert D. Swezey
 Vice-President Elizabeth Black
 Secretary Claude Barrere
 Treasurer N. Charles Rorabaugh

FUNCTIONS

Promote and encourage the use of radio broadcasting as a medium of advertising; create a lasting fraternity of the persons engaged in radio broadcasting and its allied fields; provide for a common meeting place; promote a better understanding among members of the problems confronting the industry; disseminate information pertaining to radio which may be of mutual interest and value to members and the industry. The REC hold meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
 National 4901

OFFICERS

President R. C. Cosgrove
 Executive Vice-President-Secretary Bond Geddes
 Treasurer Leslie F. Muter
 General Counsel John W. Van Allen
 Vice-President E. A. Nicholas
 (Farnsworth Television & Radio Corp.)
 Vice-President George Lewis
 (Federal Telephone & Radio Corp.)
 Vice-President M. F. Balcom
 (Sylvania Electric Products, Inc.)
 Vice-President Robert C. Sprague
 (Sprague Electric Company)

DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; E. A. Schuler, Sentinel Radio Corp.; Dr. W. R. G. Baker, General Electric Co.; John Ballantyne, Philco Corp.; Herbert A. Bell, Packard-Bell Co.; F. C. Best, Chicago Telephone Supply Co.; P. S. Billings, Belmont Radio Corp.; A. Blumenkrantz, General Instrument Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; Monte Cohen, F. W. Sickles Co.; S. I. Cole, Aerovox Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, RCA-Victor Division of RCA; G. Richard

Fryling, Erie Resistor Corp.; Paul V. Galvin, Galvin Mfg. Corp.; A. H. Gardner, Colonial Radio Corp.; Joseph Gerl, Sonora Radio & Television Corp.; F. A. Hiter, Stewart-Warner Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co., Inc.; Dr. Ray H. Manson, Stromberg-Carlson Co.; J. J. Nance, Zenith Radio Corp.; David T. Schultz, Raytheon Mfg. Co.; Ernest Searing, International Resistance Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; A. S. Wells, Wells-Gardner & Co.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

Radio Manufacturers Assn. of Canada

Room 703, 159 Bay St., Toronto 1, Ont., Canada
 Adelaide 1531

OFFICERS

President S. L. Capell
 Vice-President F. R. Deakins
 Executive Secretary S. D. Brownlee
 Chairman, Parts & Accessory Division T. S. Farley
 Chairman, Engineering Committee G. J. Irwin
 Chairman, Service Committee C. O. Baldwin

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription Exchange

U. S. Office of Education, Washington 25, D. C.
 Executive 6500, Ext. 2565

OFFICERS

Chief Franklin Dunham
 Radio Education Specialist R. R. Lowdermilk
 Asst. Radio Education Specialist Gertrude G. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

Radio Technical Planning Board

1 East 79th St., New York 21, N. Y.
 ME 3-5661

Chairman Haraden Pratt
 Vice-Chairman J. L. Middlebrooks
 Treasurer Will Balfin
 Secretary G. W. Bailey

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

ORGANIZATIONS

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.
Murray Hill 5-6930

OFFICERS

National President.....Sam Moore
Vice-Presidents: Eastern Region.....Peter Lyon
Midwestern Region.....Orin Tovrov
Western Region.....Milton Merlin

BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone, Andover 5458.
Jean Pettus, Exec. Secy. Hollywood: 1655 N. Cherokee
Ave., Phone, Hollywood 3601. Aubrey Finn, Exec. Secy.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.
KEystone 5306

OFFICERS

President.....W. D. Armentrout
Secretary.....Roy M. Green
Treasurer.....Malcolm G. Wyer
Director.....Allen Miller

EXECUTIVE COMMITTEE

A. Helen Anderson, Ben M. Cherrington, H. M. Crain, Robert L. Stearns.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit cooperative organization consisting of thirty-three educational organizations. The Council aids in planning, preparing and producing radio programs for broadcast over radio stations in Colorado and Wyoming.

School Broadcast Conference

223 N. La Salle St., Chicago 1, Ill.
Dearborn 7801

OFFICERS

Director.....George Jennings

EXECUTIVE COMMITTEE

Judith Waller, NBC, Chicago; Elizabeth E. Marshall, Radio Council, WBEZ, Chicago; David Heffernan, Assistant Superintendent, Cook County Schools, Chicago.

FUNCTIONS

The School Broadcast Conference will hold its 11th annual meeting in 1947. It is a permanent national meeting to discuss the use of radio in education. An advisory committee, made up of some 75 educators and radio executives throughout the nation assist the executive committee in preparation of the annual program. The Conference, in connection with its annual meeting, holds an exhibit of new equipment for school use. It serves as a clearing house for information about equipment, scripts and production problems insofar as educational broadcasting is concerned throughout the year. It publishes a number of educational radio texts.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
Murray Hill 5-5365.

OFFICERS

President.....Paul Heinecke
Treasurer.....R. C. Heinecke
Vice-President.....K. A. Jadassohn
Assistant to the President.....Kolin Hager

FUNCTIONS

Licensing the use of copyrighted music, transcription library, syndicated transcribed tailor-made programs for advertisers.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York 18, N. Y.
LONgacre 5-9124

OFFICERS

President.....Sholom Secunda
Vice-President.....Rev. Pinchus Jassinowsky
Treasurer.....Joseph M. Rumshinsky
Secretary.....Henry Lefkowitz
General Manager.....Salom J. Perlmutter

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers

Hotel Pennsylvania, New York 1, N. Y.
PENnsylvania 6-0620

OFFICERS (As of Jan. 1, 1947)

President.....Loren L. Ryder
Past-President.....Donald E. Hyndman
Executive Vice-President.....Earl I. Sponsable
Engineering Vice-President.....John A. Maurer
Editorial Vice-President.....Clyde R. Keith
Financial Vice-President.....M. Richard Boyer
Convention Vice-President.....William C. Kunzmann
Secretary.....G. T. Lorange
Treasurer.....Edmund A. Bertram
Engineering Secretary.....Boyce Nemeck
Executive Secretary.....Harry Smith, Jr.

GOVERNORS

J. W. Boyle	J. G. Frayne
F. E. Carlson	D. B. Joy
A. W. Cook	P. J. Larsen
R. M. Corbin	W. C. Miller
C. R. Daily	H. W. Moysé

SECTION CHAIRMEN

Atlantic Coast Section.....James Frank, Jr.
Midwest Section.....A. Shapiro
Pacific Coast Section.....W. V. Wolfe

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
COLUMBUS 5-3758

OFFICERS

PresidentSigmund Romberg
Vice-President.....Charles Tobias
Second Vice-President.....Milton Drake
Secretary.....Peter De Rose
Treasurer.....Abel Baer
Counsel.....John Schulman
Executive Secretary.....Miss Sayre Marder

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS

President.....Robert O. Reynolds, KMPC, Los Angeles
Secretary-Treasurer....Lee Wynce, KGER, Los Angeles

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

Sports Broadcasters Association (New York Chapter)

c/o Joe Hasel, ABC, 30 Rockefeller Plaza
New York 20, N. Y.
Circle 7-5700

OFFICERS

PresidentStan Lomax
Vice-President (WOR, New York).....Jimmy Dolan
Vice-President (CBS, New York).....Joe Hasel
Treasurer (ABC, New York).....Andy Lang
National Sec. (ABC, New York)....Harry Wismer

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 Broadcasters' Assn., Inc.

500 Fifth Ave., New York 18 N. Y.
LACKAWANNA 4-4788

OFFICERS

President.....Jack R. Poppele
Vice-PresidentG. Emerson Markham
Secretary-Treasurer.....Will Baltin
Assistant Secretary-Treasurer.....Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; John F. Royal, NBC; Jack R. Poppele, WOR, New York; Frank P. Schreiber, WGN, Inc.; Paul Raibourn, Television Productions, Inc.; Ernest H. Vogel, Farnsworth Television & Radio Corp.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment of adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

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 April 4, 1925. There are no dues, fees, officers, regular meetings, or other obligations. Three year books have been published. Much historic material on the beginnings of broadcasting has been placed in the club files.

United States Department of Agriculture

Office of Information
Radio Service
Washington 25, D. C.
Republic 4142—Extension 5163.

OFFICERS

Asst. Dir. of Information.....Kenneth M. Gopen
Chief, Radio and Video

BRANCH OFFICE

Western Representative
102 Federal Office Bldg., San Francisco, Calif.
Klondike 2-22630

FUNCTIONS

Prepares and voices Department of Agriculture programs on the network, including the National Farm and Home Hour; The American Farmer and Consumer Time. Issues weekly information letters and background material for farm and women's program directors.

PRODUCTION AND MARKETING ADMINISTRATION

Information Service
Washington 25, D. C.
Republic 4142

ORGANIZATIONS

OFFICERS

Director..... J. B. Hasselman
 Asst. Dir. (Radio & Market News Service) E. J. Rowell

AREA OFFICES

Southwest: 423 Wilson Bldg., Dallas 1, Texas.
 Riverside 1121. Meno Schoenbach, Chief.
 Northwest: 150 Broadway, New York 7, N. Y. Rector
 2-4720. Harry L. Carr, Chief.
 Midwest: 5 So. Wabash Ave., Chicago 3, Ill. Andover
 5860. Walter W. John, Chief.
 West: 821 Market St., San Francisco 3, Calif.
 Exbrook 8381. J. Stan Livingston, Chief.
 South: 449 W. Peachtree St., N.E., Atlanta 3, Ga.
 Walnut 4977. Arthur W. Susott, Chief.

FUNCTIONS

The Production and Marketing Administration is generally responsible for production, adjustment, loan, purchase, price support, diversion, export, surplus disposal programs, supply estimates, allocation recommendations, market news, standardization, inspection and grading, agricultural marketing agreements and other activities and programs.

United States Department of Interior— Radio Section

Interior Department Radio Studios
 North Penthouse, Interior Bldg., Washington 25, D. C.
 Republic 1820, Extension 4631 and 4632

PERSONNEL

Director Willett Kempton
 Continuity Jack Frazer
 Engineer in Charge..... H. Peter Meisinger

FUNCTIONS

The Radio Section of the Interior Department operates studios and a transcription service, both local and remote, available to all agencies of the Federal Government. For the Interior Department itself, it acts as a radio production and information center to keep broadcasters and radio advertisers informed about Department activities. These include land reclamation and utilization, hydroelectric power and irrigation projects, coal mine safety, national parks, U. S. territories and island possessions, development, use and conservation of natural resources, Indian affairs, geological survey, land management, experimental laboratories, etc.

Washington State Association of Broadcasters

c/o Station KGY, Olympia, Wash.
 Tom Olsen, Olympia, Wash.
 Olympia 6636

OFFICERS

President (KGY) Tom Olsen
 Vice-President (KOL)..... O. A. Runchey
 Secretary-Treasurer (KRSC) Robert Priebe
 Trustee (KFID) Dick McBroom
 Trustee (KIT) James Murphy

FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington.

Western Association of Broadcasters

1000 Southam Bldg.
 Calgary, Alberta, Canada
 R-1036

OFFICERS

President..... A. M. Cairns

DIRECTORS

G. R. A. Rice, G. S. Henry, A. A. Murphy.

FUNCTIONS

To promote Goodwill and mutual protection amongst the broadcasting stations of Western Canada. To make recommendations to the Canadian Association of Broadcasters; to raise the standard of ethics of the operations of commercial broadcasting stations in Western Canada. Generally, the objects of the Canadian Association of Broadcasters.

Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.
 Circle 7-4110

OFFICERS

Chairman..... Mme. Yolanda Mero-Irion
 Vice-Chairman..... Mrs. Marion M. Miller
 Secretary..... Miss Helen Havener
 Treasurer..... Mrs. M. D. Jackson
 Executive Secretary..... Mrs. Rosalie Wolf
 Members-At-Large..... Mrs. Sidonie M. Gruenberg,
 Mrs. Mary F. Larkin, Mrs. Emory Ross, Mrs. Jesse M.
 Bader, Mrs. Bettina Gunczy, Mrs. Harry Wessel.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint. Also publish "Radio Review."

Writers' Board

147 W. 42nd St., New York 18, N. Y.
 BRyant 9-6937

Chairman..... Rext Stout
 Executive Secretary..... Frederica Barach

MEMBERS

Carl Carmer, Russel Crouse, Jerry Devine, Clifton Fadiman, Thomas K. Finletter, Jack Goodman, Alan Green, Oscar Hammerstein, 2nd, Christopher La Farge, Robert J. Landry, Margaret Leech, Hobe Morrison, Henry Pringle, Luise Sillcox.

FUNCTIONS

To work with writers, editors, radio stations, etc., to further the production of constructive material dealing with racial and religious tolerance, the eradication of native fascism and promotion of world government, in our time.



If you plan to sell

**IN EUROPE, NORTH AFRICA OR THE
MIDDLE EAST**

MORE THAN 24,000,000

OF YOUR POTENTIAL CUSTOMERS

CAN BE INTRODUCED

TO YOUR PRODUCT

THROUGH COMMERCIAL RADIO

For ALL Commercial Radio in these markets consult

FREMANTLE OVERSEAS RADIO LIMITED

660 Madison Avenue

New York 21, New York

and London

BUtterfield 5-8505

INTERNATIONAL



**International Broadcast Stations
Of The United States**

•

CBS and NBC Latin-American Networks

•

Mexico

•

Central America

•

South America

LINKING THE

Americans

"An outstanding network of radio stations covering Latin-America!"

Thousands of artists, composers, writers and technicians are cooperating to build up these structures for a new world. This great task is fostering a single continental economy opening unlimited new horizons to commerce and industry and offering opportunities for future commercial interchange . . . new markets! A new world for adventures!

LATIN AMERICA'S MOST IMPORTANT RADIO ORGANIZATION

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P.O. Box 1324 MEXICO, D.F. - EMILIO AZCARRAGA, Pres: CLEMENTE SERNA MARTINEZ, V.Pres. Gen. Mgr.



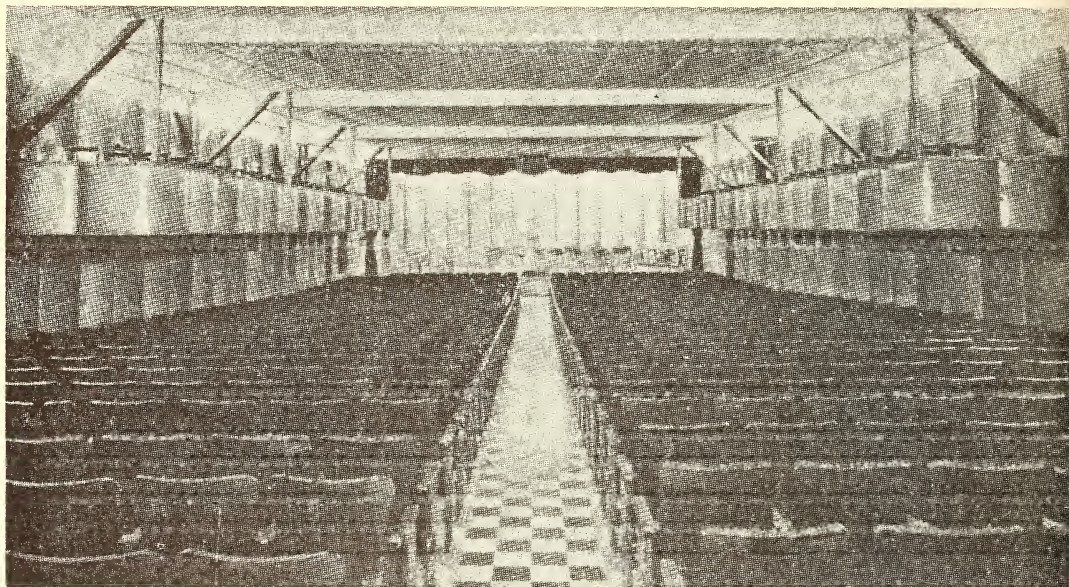
INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....		6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	10 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 6170, 7575, 9750, 11145,	50 kw 50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBR	Freq. To Be Determined	200 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBA	Freq. To Be Determined	50 kw
Columbia Broadcasting System, Inc. Delano, Calif.	KCBF	Freq. To Be Determined	
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650 SSA 9795	75 kw
The Crosley Corp. Mason, Ohio	WLWK	6080, 9590, 11710, 15250, 17800, 21650,	50 kw
The Crosley Corp. Mason, Ohio	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw
The Crosley Corp. Mason, Ohio	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw
General Electric Company South Schenectady, N. Y.....	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880, SA 9530	50 kw

RHC

COMBINES

SHOWMANSHIP *plus*: SALESMANSHIP
FOR BEST RESULTS IN CUBA



The largest and most modern radio auditorium in Latin America, seating 1,000. Built with the polycylindrical acoustic system of moving panels. Using post-war RCA studio equipment. With an 80 ton General Electric air conditioning equipment, 4 times larger than that of any other radio station in Cuba.

Broadcasting through the *eight* stations that comprise the FIRST TELEPHONE WIRED NETWORK OF CUBA that blankets the whole island



PINAR DEL RIO
HAVANA
HAVANA (Short wave)
SANTA CLARA

SANTA CLARA (Short wave)
CAMAGUEY
HOLGUIN
SANTIAGO DE CUBA



For rates and prompt information, write or wire.

Representative: CLARK-WANDLESS CO., 205 East 42nd St., New York City

RHC CADENA AZUL

PRADO 53

MURRAY Hill 4-6317

HAVANA, CUBA

• • • INTERNATIONAL BROADCAST STATIONS IN THE 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.....	KGEO	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.....	WGEX	Freq. To Be Assigned	25 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WRCA	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRA	6100, 9670, 11890, 15150, 15090, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRE	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRI	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBC	Freq. To Be Assigned	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBI	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBX	Same as above	50 kw
National Broadcasting Co., Inc. Dixon, Calif.	KNBA	Same as above	50 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540, SSO 7250, 78525	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460, 592, 7805	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700, SSA 6040, 7805	20 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUX	SSA 7575, 7805, 5290	7 kw
General Electric Co. Belmont, Calif.....	KGEX	Freq. To Be Assigned	100 kw

La Cadena De Las Americas (The Network of the Americas) of **THE COLUMBIA BROADCASTING SYSTEM**

— PERSONNEL —

Director of Latin American Affairs and Shortwave Broadcasting.....	Edmund Chester
Assistant Director of Latin American Relations.....	Robert Unanue
Manager of Press Information.....	Margaret Kennedy
Director of Shortwave News.....	Lawrence Haas
Assistant Director of Shortwave Broadcasting.....	John Hundley
Director of Music.....	Terig Tucci
Assistant in Charge of Operations.....	Tony Kraber
Network Service Manager.....	James E. Carson
Supervisor of Production.....	Russ Johns
Supervisor of Spanish Section.....	Tomàs Pèrez
Supervisor of Brazilian Section.....	Luis Jatobà
Engineer in Charge of Shortwave Broadcasting.....	Robert De Hart

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR3.....	Radio Belgrano	Buenos Aires	950	50000
LRY.....	Radio Belgrano	Buenos Aires	9460	50000
LRY1.....	6090	50000
—Radio Belgrano Network—				
LU7.....	Radio Bahia Blanca	Bahia Blanca	900	5000
LV2.....	Radio Central	Cordoba	960	5000
LT7.....	Radio Corrientes	Corrientes	1340	10000
LT8.....	Radio Rosario	Rosario	840	3000
LV1.....	Radio Colon	San Juan	560	10000
LV4.....	Radio San Rafael	Mendoza	690	5000
LV11.....	Radio del Norte	Santiago del Estero..	1170	500
LT14.....	Radio General Urquiza	Parana	—	—
LT15.....	Radio Concordia	Concordia	—	—
LV12.....	Radio Aconquija	Tucuman	580	15000
LV14.....	Radio La Rioja	La Rioja	1330	5000
LV10.....	Radio Cuyo	Mendoza	1210	10000
LV13.....	Radio San Luis	San Luis	1250	5000
ZP5.....	Radio Encarnacion	Encarnacion, Para- guay	920	5000
ZPA5.....	Radio Encarnacion	Encarnacion, Para- guay	950	3000
CXA8.....	Radio Real de San Carlos	Colonia, Uruguay ..	9620	20000
CXA14.....	Radio Real de San Carlos	Colonia, Uruguay ..	11820	1000
LRR.....	Radio Ovidio Lagos	Rosario	11887	10000
LRR1.....	Radio Ovidio Lagos	Rosario

BOLIVIA

CP4.....	Radio Illimani	La Paz	1020	250
CP5.....	Radio Illimani	La Paz	6200	250

. . . CBS LATIN-AMERICAN NETWORK . . .

CHILE

CB57.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile....	570	6000
CB1180.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile....	11800	1000
CB90.....	Radio Sociedad Nacional de Agricultura.	Valparaiso	900	1000

COLOMBIA

<i>Call Letters</i>	<i>Station Name and/or Owner</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HJAG.....	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH.....	Emisora Atlantico	Barranquilla	1080	1000
HJCS.....	Radio Continental	Bogota	920	5000
HJEB.....	La Voz del Valle	Cali	1150	1000
HJED.....	La Voz del Valle	Cali	4825	1000
HJAP.....	Radio Colonial	Cartagena		
HJAR.....	Radio Colonial	Cartagena		
HJFB.....	Radio Manizales	Manizales	6105	6000
HJFD.....	Radio Manizales	Manizales	1390	1000
HJDT.....	Radio Nutibara	Medellin	1150	500
HJFF.....	Ondas del Otun	Pereira	1350	1000
HJFK.....	La Voz Amiga	Pereira	6097	2500
HJBJ.....	La Voz de Santa Marta	Santa Marta	1370	1200

COSTA RICA

TIPG.....	La Voz de la Victor	San Jose	625	5000
TIPG.....	La Voz de la Victor	San Jose	9615	2500

CUBA

CMJN.....	RHC Cadena Azul	Camaguey	740	1000
CMCY.....	RHC Cadena Azul	Havana	590	15000
COCY.....	RHC Cadena Azul	Havana	11470	1000
CMKY.....	RHC Cadena Azul	Holguin	600	1000
CMAN.....	RHC Cadena Azul	Pinar del Rio.....	1300	1000
CMHI.....	RHC Cadena Azul	Santa Clara	570	15000
COHI.....	RHC Cadena Azul	Santa Clara	6450	5000
CMKN.....	RHC Cadena Azul	Santiago de Cuba....	930	1000

DOMINICAN REPUBLIC

HIIZ.....	Broadcasting Nacional	Ciudad Trujillo	6312	500
HIZ.....	Broadcasting Nacional	Ciudad Trujillo	1350	250

ECUADOR

HC2AJ....	Compania del Ecuador.....	Guayaquil	1050	1000
HC2AK....	Compania del Ecuador.....	Guayaquil	9310	1000
HCQR....	Radio Quito	Quito	1340	250
HCQRX...	Radio Quito	Quito	5970	250
HCBS....	Radio Bolivar	Quito	9355	250
HCBT....	La Voz de la Libertad	Quito	1304	250

EL SALVADOR

YSP.....	La Voz de Cuscatlan	San Salvador	760	250
YSP1.....	La Voz de Cuscatlan	San Salvador	780	115
YSPA.....	La Voz de Cuscatlan	San Salvador	9575	—
YSPB.....	La Voz de Cuscatlan	San Salvador	6150	350

GUATEMALA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TGW.....	La Voz de Guatemala	Guatemala City	610	10000
TGWA.....	La Voz de Guatemala	Guatemala City	9685 15170	10000
TGWB.....	La Voz de Guatemala	Guatemala City	6460	1000
TGWC.....	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHW.....	Station de Radioifusion	Port-au-Prince	1230	150
HH3W.....	Station de Radioifusion	Port-au-Prince	9890	250

HONDURAS

HRN.....	La Voz de Honduras	Tegucigalpa	5875	750
----------	--------------------	-------------	------	-----

MEXICO

XEQ.....	Radio Pan Americana, S.A.	Mexico City	940	50000
XEQQ.....	Radio Pan Americana, S.A.	Mexico City	9680	1000
XEA.....		Campeche, Cam.	1370	1000
XEBU.....		Chihuahua, Chih.	1260	500
XEBL.....	La Voz del Noroeste	Culiacan, Sin.	1260	500
XEHL.....		Guadalajara, Jal.	1370	500
XEHQ.....		Hermosillo, Son.	590	300
XEDS.....		Mazatlan, Sin.	1420	500
XEFC.....	La Voz de Yucatan	Merida, Yuc.	1340	250
XEGW.....	Acambaro			
XEMR.....	Enrique Serna Martinez	Monterrey, N.L.	1370	500
XELQ.....	Radio Comercial	Morelia, Mich.	1270	250
XEAX.....	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEHR.....	Manuel R. Canalo	Puebla, Pue.	1090	250
XEBM.....		San Luis Potosi	1260	150
XETU.....	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN.....	Alejandro O. Stevenson, Jr.	Torreon, Coah.	1260	250
XEHV.....	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XENC.....		Celaya	1450	250
XEON.....	Tuxtla Gutierrez			
XEAG.....		Cordoba	1280	250
XEJT.....		Guanajuato	570	250
XEWE.....		Irapuato	1420	100
XEFM.....		Leon	1270	100
XEPP.....		Orizaba	1450	150
XEDE.....		Saltillo	1400	150
XEVV.....		Villahermosa		

NICARAGUA

YNOW.....	La Voz de la America Central	Managua	6850	800
-----------	------------------------------	---------	------	-----

. . . CBS LATIN-AMERICAN NETWORK . . .

PANAMA

HOC.....	Cadena Panamena de Radiodifusion.....	Panama City	1440	1000
HP5A.....	Cadena Panamena de Radiodifusion.....	Panama City	11700	1000
HOD.....	Cadena Panamena de Radiodifusion.....	David (Panama) ...		
HOS.....	Cadena Panamena de Radiodifusion.....	Colon		

PARAGUAY

<i>Call Letters</i>	<i>Station Name and/or Owner</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
ZP3.....	Radio Teleco	Asuncion	700	12000
ZPA3.....	Radio Teleco	Asuncion	11850	1200

PERU

OAX6C....	Radio Continental	Arequipa	1370	300
OAX6D....	Radio Continental	Arequipa	9500	250
OAX6E....	Radio Continental	Arequipa	6235	300
OAX4A....	Radio Nacional del Peru	Lima	854	10000
OAX4Z....	Radio Nacional del Peru	Lima	6082	14000
OAX4U....	Radio America	Lima	1030	1000
OAX4V....	Radio America	Lima	5940	500
OAX4W....	Radio America	Lima	9440	500

PUERTO RICO

WKAQ.....	San Juan	620	5000
-----------	-------	----------------	-----	------

URUGUAY

CX16.....	Radio Carve	Montevideo	850	50000
CX24.....	La Voz del Aire	Montevideo	1010	5000
CXA8.....	Short Wave	Colonia	9620	20000
CXA14....	Short Wave	Colonia	11820	1000
<i>—Radio Carve Network</i>				
CW1.....	Radio Popular	Colonia	550	4500
CW31.....	Salta Broadcasting	Salta	1120	250
CW39.....	La Voz de Paysandu	Paysandu	1320	100
CW41.....	Broadcasting San Jose	San Jose	1360	050
CW43B....	Radio Internacional	Rivera	1480	750
CW51.....	Radio Maldonado	Maldonado	1560	500
CW53.....	Radio Cerro Largo	Melo	1580	250
CX52.....	Radio Litoral Soriano	Mercedes	1570	500

VENEZUELA

YV5RG....	Ondas Populares	Caracas	1010	1000
YV5RU....	Ondas Populares	Caracas	6070	2232
YV6RA....	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU....	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV7RA....	Radio Sucre	Cumana	1220	400
YV7RB....	Radio Sucre	Cumana	3470	750
YVIRA....	Ecos Del Zulia	Maracaibo	1300	200
YVIRV....	Ecos Del Zulia	Maracaibo	4750	300
YV4RE....	Radio Valencia	Valencia	1400	1000
YV4RP....	Radio Valencia	Valencia	3460	1000

La Cadena Panamericana (The Pan American Network) of the **NATIONAL BROADCASTING COMPANY**

— PERSONNEL —

Vice President in charge of News & Special Events and International Relations.....	William F. Brooks
Manager of International Department.....	Fred B. Bate
Radio Facilities Engineer.....	Raymond F. Guy
Director, Latin American Programs.....	Eli B. Canel
Chief, Spanish-language Section.....	Alberto N. Gandero
Chief, Portuguese-language Section.....	James I. Christie
Continuity Acceptance.....	F. J. Lara
Production Manager.....	Ary Moll
Musical Director.....	Emilio de Torre
Director of Station Relations.....	Cal J. Abraham
Chief of Traffic Section.....	Earl Harder

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
<i>Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)</i>				
LR4.....	Radio Splendid.....	Buenos Aires.....	990.....	50000
LRS.....	Radio Splendid.....	Buenos Aires.....	9315.....	10000
LRS1.....	Radio Splendid.....	Buenos Aires.....	5985.....	10000
LW1.....	de la Red Splendid.....	Cordoba.....	790.....	20000
LT2.....	de la Red Splendid.....	Rosario.....	1230.....	20000
LU3.....	de la Red Splendid.....	Bahia Blanca.....	1150.....	10000
LV6.....	de la Red Splendid.....	Mendoza.....	630.....	10000
LT4.....	de la Red Splendid.....	Posadas.....	1010.....	2000
LW7.....	de la Red Splendid.....	Catamarca.....	730.....	2000
LU5.....	de la Red Splendid.....	Neuquen.....	1130.....	2000
LW8.....	de la Red Splendid.....	Jujuy.....	1130.....	2000
LU8.....	de la Red Splendid.....	Bariloche.....	1250.....	1000
LU4.....	Comodoro Rivadavia.....	C. Rivadavia.....	640.....	1500
LU12.....	Rio Gallegos.....	Rio Gallegos.....	680.....	1500

BOLIVIA

CP20.....	Radio El Condor.....	La Paz.....	930.....	1000
CP15.....	Radio El Condor.....	La Paz.....	5880.....	500
CP18.....	Radio El Condor.....	Oruro.....	900.....	250
CP1.....	Radio Chuquisaca.....	Sucre.....	9500.....	800
CP41.....	Radio Chuquisaca.....	Sucre.....	1325.....	80
CP28.....	Radio Central.....	Cochabamba.....	1360.....	150
CP40.....	Radio Central.....	Cochabamba.....	9570.....	150
CP22.....	Radio Internacional.....	Potosi.....	6130.....	750
CP24.....	Radio Internacional.....	Potosi.....	920.....	250

CHILE

CB114.....	Corporacion Chilena de Broadcasting.....	Santiago.....	1140.....	50000
CB84.....	Radio La Union de Recreo.....	Valparaiso.....	840.....	3000
CD69.....	Radio La Frontera.....	Temuco.....	690.....	1200
CC117.....	Radio Simon Bolivar.....	Concepcion.....	1170.....	1000
CA108.....	Radio La Serena.....	La Serena.....	1080.....	1500
CA141.....	Radio El Loa.....	Antofagasta.....	1410.....	3000

COLOMBIA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
HJCC	La Voz de Bogota	Bogota	870	5000
HJCE	La Voz de Bogota	Bogota	1000	1500
HJCF	La Voz de Bogota	Bogota	6240	1000
HJCR	Radiodifusora Nacional	Bogota	1200	5000
HJCT	Radiodifusora Nacional	Bogota	6260	2500
HJAN	Emisoras Unidas	Barranquilla	1190	1000
HJAB	Emisoras Unidas	Barranquilla	4785	3000
HJDK	La Voz de Antioquia	Medellin	1250	500
HJDE	La Voz de Antioquia	Medellin	6145	5000
HJGK	Radio Santander	Bucaramanga	1280	1000
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	La Voz de Pereira	Pereira	1470	500
HJFA	La Voz de Pereira	Pereira	6054.3	1500
HJAF	Emisoras Fuentes	Cartagena	1240	1000
HJAE	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2500
TINBC	La Voz de la Democracia	San Jose	1070	4000

CUBA

CMQ Network (Circuito CMQ)

CMQ	Circuito CMQ	Habana	690	25000
COCQ	Circuito CMQ	Habana	8825	5000
CMHQ	del Circuito CMQ	Santa Clara	670	10000
CMJL	del Circuito CMQ	Camaguey	920	10000
CMKJ	del Circuito CMQ	Holguin	730	10000
CMKU	del Circuito CMQ	Santiago	970	1000
CMAQ	del Circuito CMQ	Pinar del Rio	840	1000

DOMINICAN REPUBLIC

HIIX	Radiodifusora Oficial	Ciudad Trujillo	6350	1000
HI9B	Broadcasting "Hotel Mercedes"	Santiago	6383	400

ECUADOR

HCJB	La Voz de los Andes	Quito	974	1000
HCJB	La Voz de los Andes	Quito	4108	200
HCJB	La Voz de los Andes	Quito	9958	1000
HCJB	La Voz de los Andes	Quito	12455	10000
HC2GI	Radio El Telegrafo	Guayaquil	1160	300
HC2ET	Radio El Telegrafo	Guayaquil	9200	500

EL SALVADOR

YSS	Alma Cuscatleca	San Salvador	638	500
HUB	Alma Cuscatleca	San Salvador	4780	300
YSD	Alma Cuscatleca	San Salvador	7894	500

GUATEMALA

TGW	La Voz de Guatemala	Guatemala City	640	10000
TGWA	La Voz de Guatemala	Guatemala City	9885	10000
TGWB	La Voz de Guatemala	Guatemala City	6530	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHGM	Magloire Broadcasting Circuit	Port-au-Prince	1473	1000
HHBM	Magloire Broadcasting Circuit	Port-au-Prince	9660	1000
HHCM	Magloire Broadcasting Circuit	Port-au-Prince	6165	1000

HONDURAS

HRN.....La Voz de HondurasTegucigalpa 5875 500

MEXICO

XEW Network (Cadena XEW Radio Programas de Mexico)

XEW.....	La Voz de la America Latina desde Mexico.....	Mexico, D.F.	900	100000
XEWW....	La Voz de la America Latina desde Mexico.....	Mexico, D.F.	9500	10000
			15160	10000
XEGW....	Jose Martinez.....	Acambaro, Gto.	1270	250
XEBI....	Pedro C. Rivas	Aguascalientes, Ags.	1360	250
XEA.....	Luis A. Maury	Campeche, Camp....	1370	250
XEF2....	Domingo B. Lopez	Cananea, Son.	980	500
XENC....	Alfonso Martinez V.....	Celaya, Gto.	1540	250
XEP.....	Esteban Parra	Ciudad Juarez, Chih.	1300	500
XEOX....	Felipe G. de Leon	Ciudad Obregon, Son.	1340	250
		Ciudad Victoria,		
		Tamps.	1450	100
XEBJ....	Fernando Elizalde	Colima, Col.	1280	250
XERL....	J. Roberto Levy	Cordoba, Ver.	1280	250
XEAG....	Fernando San Miguel	Cuernavaca, Mor.	980	150
XEY.....	Ing. Juan Gutierrez	Culiacan, Sin.	1360	500
XESA....	Modesto Roberto Perez	Chihuahua, Chih.	1440	1000
XEFI....	David C. Mireles	Durango, Dgo.	1280	250
XEE.....	Jose Vazquez R.	Ensenada, B. C.	1400	200
XEPF....	Luis Enrique Enciso	Guadalajara, Jal.	1370	500
XEHL....	Alejandro Diaz	Guanajuato, Gto.	570	100
XEJT....	Jose Torres Morales	Guaymas, Son.	1490	250
XEDR....	Modesto Ortega	Hermosillo, Son.	920	1000
XEBH....	Jose Remigio Agraz	Irapuato, Gto.	1330	500
XEBO....	Alfonso Martinez V.	Jalapa, Ver.	550	250
XEKL....	Carlos Ferraez Matos	Leon, Gto.	680	5000
XELG....	Manuel E. Obregon	Linares, N.L.	1260	250
XER.....	Leonard Garnica	Los Mochis, Sin.	1410	1000
XECF....	Francisco Perez, Jr.	Matamoros, Tamps.	1400	250
XEAM....	Manuel L. Salinas	Mazatlan, Sin.	1320	500
XERJ....	Rafael Elizalde	Merida, Yuc.	1270	500
XEME....	Perfecto Villamil	Mexicali, B.C.	990	5000
XECL....	Armando Maldonado	Minatitlan, Ver.	1260	250
XEDW....	Angel Lagarda, Jr.	Monterrey, N.L.	630	500
XEFB....	Mario Quintanilla G.	Morelia, Mich.	1400	250
XEI.....	Tiburcio Ponce	Naco, Son.	1350	1000
XETM....	Jesus Manuel Franco	Navojoa, Son.	1270	500
XEGL....	Fausto M. Gomez	Nogales, Son.	1370	1000
XEHF....	Gaston Mascarenas	Nuevo Laredo, Tamps.	960	250
XEFE....	Rafael Tijerina Carranza	Oaxaca, Oax.	1270	500
XEAX....	Alberto Marquez Gonzalez	Orizaba, Ver.	1370	250
XETQ....	Carlos Mora J.	Piedras Negras, Coah.	580	250
XEMU....	Alfonso L. Bres	Puebla, Pue.	1090	250
XEHR....	Roberto Canedo	Queretaro, Qro.	1450	250
XEJX....	Justino Cervantes V.	Reynosa, Tamps.	590	250
XERT....	Ignacio Magallon	Sabinas, Coah.	610	250
XEBX....	Eugenio Rodriguez	Saltillo, Coah.	1400	250
XEDE....	Manuel Tapia, Jr.	San Luis Potosi,		
		S.L.P.	1430	1000
XECZ....	Zeferino Z. Jimenez	Tampico, Tamps.	1300	250
XES.....	Dr. Alfredo A. Cantu	Tepic, Nay.	1450	100
XERK....	Tomas Mondragon	Tijuana, B.C.	1310	250
XEC.....	Luis Enrique Enciso	Torreón, Coah.	1260	250
XEBP....	Alejandro O. Stevenson	Tuxpan, Ver.	1390	250
XETL....	Calixto Almazan	Tuxtla Gutierrez, Chis.		
XEON....		Uruapan, Mich.	550	300
XEUF....	Ignacio Navarro Q.	Veracruz, Ver.	960	500
XEU.....	Fernando Pazos Sosa	Villa Acuna, Coah.	1340	250
XEDH....	Remigio Ramos G.	Villahermosa, Tab.		
XEVV....	Juan Trujillo G.	Zacatecas, Zac.	1280	100
XELK....	Victor Moreno Rivas			

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.....	Cadena Panamena de Radiodifusion	Colon	640	250
HP5K.....	Cadena Panamena de Radiodifusion	Colon	6005	250

PARAGUAY

ZP9.....	Radio La Capital	Asuncion	970	1500
----------	------------------	----------	-----	------

PERU

OAX4A.....	Radio Nacional del Peru	Lima	854	10000
OAX4Z.....	Radio Nacional del Peru	Lima	6082	14000
OAX4T.....	Radio Nacional del Peru	Lima	9652	12000
OAX6A.....	Radio Arequipa	Arequipa	6042	200
OAX1A.....	Radio Delcar	Chiclayo	6210	300
OAX1B.....	Radio Piura	Piura	5230	300
OAX4P.....	Radio Huancayo	Huancayo	5980	250
OAX7A.....	Radio Cuzco	Cuzco	6128	250

PUERTO RICO

WNEL.....	The Link of the Americas	San Juan	1320	5000
-----------	--------------------------	----------	------	------

URUGUAY

El Espectador Network (La Cadena Uruguaya de Radiodifusión)

CX14.....	Radio El Espectador	Montevideo	810	15000
CXA19.....	Radio El Espectador	Montevideo	11835	5000
CW1.....	Radio Popular	Colonia	550	4500
CW19.....	Difusora Rochense	Rocha	1340	50
CW23.....	Radio Cultural	Salto	820	250
CW33.....	Radio Florida	Florida	1200	250
CW35.....	Radio Paysandu	Paysandu	1240	250
CW43.....	Radio Lavalleja	Minas	1420	500
CW45.....	Difusora Treinta y tres	Treinta y tres	1390	250
CW46A.....	Zorrilla de San Martin	Tacuarembo	1400	2000
CW47A.....	Radio Welcome	San Jose	1510	100
CX18.....	Radio Libertad-Sport	Montevideo	890	5000

VENEZUELA

YV5RA.....	Radio Caracas	Caracas	960	10000
YV5RN.....	Radio Caracas	Caracas	4920	5000
YV1RK.....	Radio Popular	Maracaibo	1250	300
YV1RL.....	Radio Popular	Maracaibo	4810	300
YV2RB.....	La Voz del Tachira	San Cristobal	980	500
YV2RN.....	La Voz del Tachira	San Cristobal	4830	2000
YV4RA.....	La Voz de Carabobo	Valencia	1350	1000
YV4RO.....	La Voz de Carabobo	Valencia	6130	1000
YV1RW.....	Radio Coro	Coro	1370	200
YV1RY.....	Radio Coro	Coro	4770	300
YV6RE.....	Emisoras Unidas	Barcelona	1080	500
YV6RC.....	Emisoras Unidas	Barcelona	3450	1500
YV2RC.....	La Voz de la Sierra	Merida	3420	500
YV1RO.....	Radio Trujillo	Trujillo	3310	800
YV3RE.....	Radio Barquisimeto	Barquisimeto	1475	1500
YV3RN.....	Radio Barquisimeto	Barquisimeto	6120	2000

Radio Programas de Mexico, S. A.

Head Office: Ayuntamiento 52

General Offices: J. M. Marroqui 11

P. O. Box 1324, Mexico City, Mexico

Phones: Head Office: L-13-73, 12-72-34

General Office—J-29-01, 12-65-44

— PERSONNEL —

President.....	Emilio Azcarraga
Vice-President and General Manager.....	Clemente Serna Martinez
Assistant Manager.....	Adrian R. LaJous
Continuity Department.....	Antonio Eufracio Ontiveros
Accounting Department.....	Horacio Nino Medina
Technical Supervisor.....	Ing. Ignacio Diaz
Secretary to Manager.....	Ernesto R. Chapa
Advertising And Relations.....	Homerios 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.
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.
Call Letters	City	Call Letters	City
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, Gro.
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	Torreon, Coah.	XEHV	Veracruz, Ver.
		XEDH	Villa Acuna, Coah.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

<i>Call Letters</i>	<i>City</i>	<i>Call Letters</i>	<i>City</i>
YSR	San Salvador, El Sal.	OAX4F	Lima, Peru
HRN	Tegucigalpa, Hond.	HJCH	Bogota, Colombia
YNOW	Managua, Nicaragua	HJCS	Bogota, Colombia
TIGPH	San Jose, Costa Rica	HJDA	Medellin, Colombia
HOC	Panama, Panama	HJDQ	Medellin, Colombia
HOK	Colon, Panama	HJAH	Barranquilla, Col.
YV5RA	Caracas, Venezuela	HJAN	Barranquilla, Col.
YV5RG	Caracas, Venezuela	HJEB	Cali, Colombia
YV1RF	Maracaibo, Venezuela	HJER	Cali, Colombia
YV1RK	Maracaibo, Venezuela	CX14	Montevideo, Uruguay
HCQR	Quito, Ecuador	CX18	Montevideo, Uruguay
HC2AJ	Guayaquil, Ecuador	HIN	Trujillo, Rep. Dominicana

STATIONS OF MEXICO

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Acapulco, Gro.	XEKJ	1400	0.25	
Agua Prieta, Son.....	XERP	1190	50.	
Aguascalientes	XEBI	1360	0.25	Pedro C. Rivas
Aguascalientes	XELY	1490	0.15	Rafael Leal Camarena
Cajoncita de B. C.....	XBQA	9200	0.8	Comision Nacional de Irrigacion
Campeche	XEA	1370	0.25	Luis A. Maruy
Cananea, Son.	XEFG	980	0.5	Domingo P. Lopez
Cananea, Son.	XESY	1320	0.2	J. Tato Amante
Casas Grandes	XETX	1400	0.1	
Celaya, Guan.	XEJT	1600	0.1	
		1090		
		1190		
Chetumal de Q. R.....	XACD	3050	40.05	Cia. Mexicana de Aviacion
Chihuahua	XEFI	1440	1.	David C. Mireles
Chihuahua	XEBW	1280	0.6	Angel Mara T.
Chihuahua	XEM	1390	0.5	Pedro Menessee, Jr.
Chihuahua	XEBU	1260	0.1	Feliciano Lopez
Chihuahua	XEJK	1340	0.1	
Ciudad Guzman, Jal.....	XEGT	1270	.25	Xavier Velasco
Ciudad Guzman, Jal.....	XELO	1490	0.1	
Ciudad Juarez	XEBA	800	150.	
Ciudad Juarez	XEJ	970	5.	P. Meneses, Laredo
Ciudad Juarez	XEP	1300	0.5	Esteban Parra
Ciudad Juarez	XEWG	1460	1.	
Ciudad Juarez	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez	XEFV	1270	.25	Dario Cordaba
Ciudad Madero, Tams.	XETR	1490	0.1	Cesar Trijillo Badillo
Ciudad Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
Ciudad Valles, San Luis		1340	0.1	
Potosi		1450	0.1	Fernando Elizalde
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	Luis Enrique Enciso
Fresnillo, Zac.	XEMA	1340	0.1	Jose Ma. Acesado Moya
Gomez Palacio, Dur.....	XEMG	1310	0.25	
Gomez Palacio, Dur.....	XEOB	1490	0.1	
Guadalajara, Jal.	XEJB	1010	5.	Gobierno del Estado de J.
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vazquez T.
Guadalajara, Jal.	XED	680	1.	Cia. Radiofonografica
	XEDQ		0.1	
Guadalajara, Jal.	XEHL	630	0.5	Alejandro Diaz

• • • **STATIONS OF MEXICO** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	.25	Carmen Vilasenor
Guadalajara, Jal.	XEAV	580		Alfredo Vasquez
Guadalajara, Jal.	XEAD	1310	0.25	
Guadalajara, Jal.	XEXN	1400	0.25	
Guanajuato, Guan.		570	0.1	Jose Torres Morales
Guaymas, Son.	XEDR	1490	0.25	Modesto Ortega
Hermosillo, Son.	XEBH	920	1.	Jose Remigio Agraz
	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	.5	Alphonso Martinez V.
Irapuato, Gt.	XEWE	1420	0.1	
Jalapa de Veracruz.	XEBF	6090 sw.	0.1	Pedro Caronel Aburto
Jalapa de Veracruz.	XEKL	550	0.25	Rafael Ferraez
	XEJA	1400	0.25	
La Paz, Baja Calif.	XEPX	550	0.25	
Leon de Guanajuato.	XEFM	1270	0.1	Sucs R. Ortiz Gonzalex
Leon de Guanajuato.	XERZ	1030	0.25	
Linares	XETC	1410	.25	
Los Algodones, Baja Calif.		560	0.1	
Los Mochis, Sin.	XEOX	1280	0.25	Felipe G. de Leon
Magdalena de Sonora.	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam.	XEO	970	0.75	
Matamoros, Tam.	XEXP	1450	0.1	
Matamoros, Tam.	XEAM	1400	0.25	Manuel L. Salinas
Los Mochis, Sin.	XECF	1350	1.0	Francisco Perez H.
Mazatlan, Sin.	XERH	1320	0.6	Oscar Perez E.
Mazatlan, Sin.	XEDS	1420	0.5	Alexander A. Schober
Merida, Yuc.	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc.	XEMQ	1240	0.25	
Merida, Yuc.	XEMH	1400	0.1	
Mexicali, B. C.	XECL	990	5.	Armando Maldonado
Mexicali, B. C.	XEAO	910	0.25	Chavez y Castro, Soc.
Mexicali, B. C.	XEAA	1340	0.25	Alberto Gonzales
Mexico City, D. F.	XEUZ	6119 sw	0.1	Partido Nac. Revolucionario
Mexico City, D. F.	XEXA	6175 sw.	0.1	Depto. de Publicidad y Propaganda
Mexico City, D. F.	XEBT	6000 sw.	0.5	El Buen Toro S. A.
Mexico City, D. F.	XEDP	940	50.	
Mexico City, D. F.	XEOY	1000	10.	Ignacia Diaz R.
Mexico City, D. F.	XEST	1060	50.	
Mexico City, D. F.	XEQW	1030	1.	
Mexico City, D. F.	XEQK	1350	1.	Angel Ferreiro
Mexico City, D. F.	XEDA	1290	1.	Augusto Garcia Diaz
Mexico City, D. F.	XEMC	1590	5.	Dolores G. Estrada de F.
Mexico City, D. F.	XENK	620	5.	
Mexico City, D. F.	XEPH	590	5.	
Mexico City, D. F.	XESM	1470	5.-D	Salvador San Martin
Mexico City, D. F.	XEL	1260	0.75	Financiera de Inversiones S. A.
Mexico City, D. F.	XEBS	1410	0.75	Maria Remedios Delgado

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City, D. F.....	XEMX	1380	0.5	Alfonson Traslos
Mexico City, D. F.....	XEOF			Leros Avolos
		560	1.	
Mexico City, D. F.....	XEW	890	100.0	
	XEWW	9500 sw.	10.	
Mexico City, D. F.....	XEQ	730	150.	Radio Panamericana
	XEQQ	9680 sw.	5.	
Mexico City, D. F.....	XEB	1220	100.	XEET, 6000 sw., 1.; XEBZ, 660, 0.5; XELA, 830, 1.; XEFO, 1110, 20.; XEN, 690, 5.; XEUN, 860, 5.; XEML, 1550, 1.; XERC, 790, 1.; XELZ, 1440, 1.; 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	Gladys Silva
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	Mario Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Enrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Herald del Comercia
Morelina, Michoacan	XEKW	6030 sw.	0.5	Jose Martinez Ramirez
Morelina, Michoacan	XEKF	6030 sw.	5.	El Nee di Nichosaan desde Morelia
Morelia, Michoacan	XELQ	1270	0.1	
Morelia, Michoacan	XEI	1400	0.25	Tiburcio Ponce
Morelia, Michoacan	XESF	600	0.25	
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Navojoa, Son.		570	0.1	
Nogales, Son.	XEHF	1370	1.	Francisco G. Elias
Nogales, Son.		1010	0.25	
Nuevo Laredo, Tam.....	XEFE	960	0.25	Rafael T. Caranza
Nuevo Laredo, Tam.....	XEDF	790	0.5	
Nuevo Laredo, Tam.....	XEBK	1340	0.1	G. Guajardo y M. M. Cortes
Nuevo Laredo, Tam.....	XELF	1380	0.25	
Nuevo Laredo, Tam.....	XELC	1410	0.25	
Nuevo Laredo, Tam.....	XELJ	1260	.25	
	XELH	1460	.1	
Oaxaca	XEAX	1270	0.5	Alberto Marquez Gonzale
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	Alphonso L. Bres
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.	XERT	590	0.25-N	Ignatio Magallon
Rosarito, B. C.....	XERB	1090	50.	Radiodifusora Internacion
Sabinas, Coah.	XEBX	610	.25	Radiodifusora Internacion— Miguel B. Rodriguez

• • • **STATIONS OF MEXICO** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Salttillo, Coah.	XESJ	1250	1. -D	
Salttillo, Coah.	XEKS	1330	0.1	J. Antonio de la Pena
Salttillo, Coah.	XEDE	1400	0.25	Arrelío G. Zaragoza
Salttillo, Coah.	XEXU	1490	1.	
		1450	0.1	
San Luis Potosi.....	XECZ	1370	1.0	Ceferino Z. Jiminez
San Luis Potosi.....	XEBM	1260	0.15	Benjamin Briones
San Luis Potosi.....	XEXQ	1400	0.1	
S. Luis Río 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	Tomas 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	
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
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	Remigio Ramos Gi
Villa Acuna, Coah.....	XEAQ	1430	0.1	
Villahermosa de Tabasco.....	XAGB	5250	0.075	Cia. Areonautica del Sur
Villahermosa de Tabasco.....	XERE	9515	0.1	Juan T. Trujillo
Zacatecas de Zac.....	XELK	1280	0.25	Victor Morenzo Rivas
Zamora, Mich.	XESC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25	Juan T. Trujillo

LATIN-AMERICAN STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mar del Plata	LU6	1300	1.5	Jose Zaccagnini
Mendoza (Cuyo)	LV10	1210	2.5	Marcelino Aparicio
Mendoza (San Rafael)	LV4	690	1.0	Julio Silva
Mendoza	LV6	630	10.0	
Mendoza	LW2			
Necochea	LU9	1440	0.5	
Neuquen	LU5	1130	1.5	
Neuquen	LU11	1370	0.5	
Parana	LT11	1470	0.5	
Posadas	LT4	1010	1.5	
Posadas (Misiones)	LT6	1460	0.5	
Resistencia (Chaco)	LT5	1080	1.5	Jose M. Noveri
Santa Cruz	LU12	680	1.5	Cia. Broadcasting de la Patagonia
Rio Gallegos	LU12	680	1.5	
Rosario	LT2	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
Salta	LV9	970	1.0	Gobierno Prov. Salta
San Juan	LV1	560	5.0	S. A. Graffigna, Ltda.
San Juan	LV5	1090	1.5	Soc. C. Rodriguez Vila y Cia
Santa Fe	LT10	1320	0.5	
Santa Fe	LT9	1200	1.0	Roca Hermanos y Cia.
Santa Fe	LT12	1260	1.0	
Santa Rosa (Pampa Central)	LU8	1250	0.5	
Santiago	LV11	1170	2.0	S. A. El Liberal
Tucuman	LV12	580	5.0	Soc. Reps. Lda. Radio Aconquija
Tucuman	LV7			
La Rioja	LV14	820	2.5	Gonzalez Acha y Munoz
Buenos Aires	LS6	1350	6.0	Ricardo A. Bernotti

BOLIVIA

Cochabamba	CP28	1360	0.150	Gottret y Cia.
	CP40	9570 sw.	0.15	
Cochabamba	CP44	580	0.05	Victor Veltze
Cochabamba	CP45	1090	0.05	Raul Montecinos
Cochabamba	CP39	9570 sw.	0.15	
La Paz	CP3	1390	5.00	Costas Hermanos
	CP38	9480 sw.	5.00	
La Paz	CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	CP5	6200 sw.	1.00	
La Paz	CP8	1450	0.05	Sejas and Co.
La Paz	CP10	1090	0.05	C. Munoz
La Paz	CP12	6150 sw.	0.25	Owned and operated by Catholic priests.
(Colegio San Calixto)	CP29	1350	0.1	
La Paz	CP16	1230	0.02	
Oruro	CP18	6140	0.25	
(Colegio San Calixto)				
Oruro	CP14	1250	0.05	Javier Romero (Sociedad Anonima-Radio La Noche)
Oruro	CP26	1510	0.05	
Oruro	CP31	975	0.05	
Oruro	CP46	770	0.05	
La Paz	CP19	950	.05	Augustin Aspiazu
La Paz	CP20	930	1.0	Romon Pelaez
	CP15 sw.	6120 sw.	.25	
La Paz	CP32	620	.05	Cia. Internacional de Radio Bolivia (Juan C. Salinas)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
La Paz	CP34	920	0.25	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.	0.75	L. Camacho
Potosi	CP17	1600 sw.	.05	Alfredo Ossio L.
Santa Cruz	CP13	1250	.05	L. Canedo Reyes
	CP30	6135 sw.	.25	
Sucre	CP27	1420	.05	C. Torres
Sucre	CP41	1325	100.	Jose Comacho B.
Sucre	CP1	9500	800.	
Tarija	CP23	6190 sw.	175	

BRAZIL

Aracaju (Sergipe)	PRJ6	630	1.	Jose Nunes Rebello
Aracatuba (Sao Paulo)	PR18	1460	0.5	Joao Ferraz S. br.
Araguari (Minas Gerais)	PRJ3	970	0.25	Dr. Arcino Santos
Araraquara (Sao Paulo)	PRD4	1370	0.5	Romulo Lupo
Assis (Sao Paulo)	ZYA9	1550	0.1	
Barretos (Sao Paulo)	PRJ8	1530	0.1	
			0.25	
Bauru (Sao Paulo)	PRG8	1210	0.5	Joao Simonetti
Belem (Para)	PRC5	1450	2.	Roberto Camelier
		4865 sw.		
Belo Horizonte (Minas Gerais)	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte (Minas Gerais)	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte (Minas Gerais)	PR13	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)	PR17	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
Franca (Sao Paulo)	PRB5	1240	0.25	
Goiania (Goiias)	ZYJ3			
Itapetininga (Sao Paulo)	PRD9	970	0.25	
Itarare (Sao Paulo)	ZYA7	1550	0.1	
Jaboticabal (Sao Paulo)	PRG4	1250	0.25	Oswaldo Fernandes
Joao Pessoa (Parahyba)	PRI4	1110	10.	Dr. Abelardo Juruema
Joinville (Santa Catrina)	ZYA5	1600	0.1	
Juiz de Fora (Minas G.)	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Jahn (Sao Paulo)	PRG7	1010	0.25	Ulisses Newton Ferreira
Limeira (Sao Paulo)	PRJ5	1550	0.1	Ary Levy Pereira
Lins (Sao Paulo)	ZXB3	1550	0.1	
Manaos (Amazonas)	PRF6	4895 sw.	0.1	Dr. V. Pareto Neto
Natal (Rio Grande de Norte)	ZYB5	1270	1.	
Nictheroy (R. J.)	PRD8	1320	1.	Jose Augusto Mendes
	PRE6	1470	1.	Tte. Custodio Fontes
Paranahyba (Pianu)	PRJ4	1470	0.5	Dr. Joao Tavares de Carvalho
Patos (Minas G.)	ZYB4	1530	0.1	

• • • **LATIN-AMERICAN STATIONS** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Pelotas (Rio Grande de Sul)	PRC3	580	0.25	Carlos G. Sica
Petropolis, L. (R. J.)	PRH4	1320	0.5	Atakualpa Dias
Piricicaba (Sao Paulo)	PRD3	1480	1	Carlos Rodrigues Viana
Pocos de Caldas (Minas G.)	PRD6	820	0.25	Joao Sampaio Goes
Ponta Grossa (Parana)	PRH5	1160	0.25	Benedito Meira Borges
Porto Alegre (Rio Grande de Sul)	PRJ2 PRH2	1250 600	.5 25.	Manoel Machuca Dearios Associados
Porto Alegre (Rio Grande de Sul)	PRF9	640	5.	Arthur Pizoli
Porto Alegre (Rio Grande de Sul)	PRC2	680	5.	Dr. Lelis Espartel
Pouso Alegre (Minas Alegas)	PRJ7	1530	0.1	Jose Nunes Rebello
Marilia (Sao Paulo)	PRI2	1090	0.5	Oscar de Moraes Barros
Prudente (Sao Paulo)	PR15	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

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Rio Grande (Rio Grande de Sul)	ZYC3	1510	0.1	
Rio Breto (Sao Paulo)	PRB8	640	0.25	Andrassy Ribeiro
Santos (Sao Paulo)	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos (Sao Paulo)	PRG5	580	0.75	Carlos Baccarat
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
Sao Carlos (Sao Paulo)	ZYA6	1590	0.1	
San Luiz (Maranhao)	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel (Sao Paulo)	PRI6	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
Ulberlandia (Minas G.)	PRC6	1510	0.1	Aristides Figueiredo
Varginha (Minas G.)	ZYB2	1590 sw.	0.1	
Vitoria (Espirito Santo)	PRI9	1350	0.1	Dr. Ciro Vieira da Cunha

BRITISH GUIANA

Georgetown	ZFY	6000	1.	British Guiana Broadcasting Co., Ltda.
------------------	-----	------	----	--

BRITISH HONDURAS

Belize	ZIK-2	10600	0.2	Government
--------------	-------	-------	-----	------------

CHILE

Antofagasta	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta	CAI27	1270	0.25	Horus Predreny Palma
Chillan	CCI38	1380	0.15	Adriana Pagueguy de Logos
Chillan	CCI27	1270	0.1	Rafael Barrios
Concepcion	CC141	1410	0.1	Chilena de Comunicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion	CC117	1170	1.0	Federico Sanchez
Concepcion	CC64	640	1.	Mario Saez Lagoa
Concepcion	CC59	590	5.	
Coquimbo	CA96	960	0.3	Cesar Nieme Abey
Curico	CC96	960	0.1	Alberto Guerra
Iquique	CA63	630	0.25	Antonio Cajiao
La Serena	CA108	1080	1.0	Ed. Encina Arancibia
Osorno	CD84	840	1.5	Soc. Agricola y Granadera de Osorno

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
Temuco	CD103	1030	2.5	Ramon Verde Ramos
Punta Arenas	CD111	1110	0.1	Emilio Turina
Punta Arenas	CD113	1130	1.	Chilena de Comunicaciones
Punta Arenas	CD136	1360	0.45	Victoria Iglesias de Biancilla
Punta Arenas	CD89	890	1.	
Quillota	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua	CC63	630	0.6	Manuel Massoni
Rancagua	CC109	1090	0.1	Jorge Romero Ramirez
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	15.	Cia. Chilena de Comunicaciones S. A.
	CE970	9728	5.	
Santiago de Chile.....	CB82	820	1.	
Santiago de Chile.....	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile.....	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile.....	CB101	1010	1.	Chilena de Comunicaciones
Santiago de Chile.....	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile.....	CB114	1140	50.	Corp. Chilena de Radio
Santiago de Chile.....	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile.....	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile.....	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile.....	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile.....	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile.....	CB144	1440	2.	Clark Hnos.
Santiago de Chile.....	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile.....	CB150	1500	1.	
Santiago de Chile.....	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile.....	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile.....	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca	CC96	960	.25	Alberto Guerra Cruzatt
Talca	CC84	840	0.1	Francisco Morales Castillo
Talca	CC67	670	0.1	Ramon Abasolo
Temuco	CD90	700	1.2	De Mayo Hnos.
Temuco	CD69	690	1.2	Daniel De Mayo Levi
Temuco	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla	CA90	900	0.1	Hilda Cuellar
Valdivia	CD63	630	1.5	Chilean Communications Co.
	CD59	590	1.0	
Valdivia	CD132	1320	1.0	Carlos Cockbaine
Valparaiso	CB73	730	10.	Soc. Coop. Vita.
	CE1190	11900	5.	
	CE615	6150	5.	
Valparaiso	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso	CB103	1030	0.75	Cia. Chilena de Comunicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso	CB116	1160	1.	Patricio Edwards Linares

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas
Valparaiso	CE56	760	15.	
	CE970	9728	5.	

COLOMBIA

Aguadas	HJFJ	1500	.025	Roberto Florez
Armenia	HJFI	1540	1.	Bernardo Santacoloma and D. Julio Rondon E.
Armenia	HJFH	4875 sw.	.6	Botero & Cia. (Braulio Botero Londono)
	HJFM	1210	0.6	
Barranquilla	HJAA	1330	0.5	Alfonso Rosales Navarro
Barranquilla	HJAG	6125	1.000	Emisora Atlantic. S. A.
	HJAH	1050	1.000	Angel M. Ruiz, owner
Barranquilla	HJAI	1370	0.25	Julian Melendez
Barranquilla	HJAK	1310	0.35	Vassallo Hinos y Mendez (Clemente Vassallo Gomez, owner)
Barranquilla	HJAB	4785 sw.	3.	Eliecer Velasco
	HJAN	1190	1.	
Barranquilla	HJAS	1500	0.4	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfna v. de Haayen
Bogota	HJCB	1105	.5	Colombia Broadcasting S. A. (Robt. Ramirez, Enrique Ramirez & Jorge Alford)
	HJCD	6160	8.0	Gustavo Uribe Th.
Bogota	HJCC	870	5.	
	HJCE	1220	1.	
	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	0.5	Julio Bernal
Bogota	HJCI	4895 sw.	0.75	Manuel J. Gaitan
	HJCH	810	.5	
Bogota	HJ CJ	1380	0.2	Manuel J. Gaitan
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	0.5	Roberto Laignelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	0.15	Ministerio de Economia Nacional
Bogota	HJCR	1200	3.0	Colombian Govt.
	HJCT	6260 sw.	2.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltd.
	HJCA	4850 sw.	1.	
	HJCV	1450	1.	
Bogota	HJ CX	6018 sw.	0.75	Cipriano Rios Hoyos
	HJ CZ	1040	1.0	
Bogota	HJCS	920	50.	Cia. Radiodiffusion Colombiana—Jose V. Arias, owner
Bucaramanga	HJGE	1130	.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGB	4775 sw.	1.5	Francisco A. Bueno
	HJGK	1280	1.0	
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 Kwts.</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,
	HJEL	1260	0.5	owner
Cali	HJER	1395	0.5	Cesar Mendoza Mazuera
	HJEX	4865 sw.	2.5	
Cali	HJET	1510	.5	Dirreccion de Educacion del V.
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HJAE	4965 sw.	1.0	Laboratories Fuentes,
	HJAF	1240	1.0	Rafael Fuentes, owner
Cartagena	HJAP	4925 sw.	0.5	Lequerica Hermanos
	HJAR	1400	0.3	
Cartago	HJEO	1230	0.5	Saniel Dozman
Ciencga	HJBE	1460	.25	Elvira de Pereira
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Girardot	HJCL	1460	0.25	Carlos J. Sanchez G.
Girardot	HJCV	1420	0.1	Maria Teresa Ramirez R.
Ibague	HJFC	1500	0.1	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.1	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano (Tolima)	HJFO	1520	.05	Hector Enrique Giraldo
Magangue	HJAC	1420	0.1	Manuel Agustin Varela
Manizales	HJFB	6105 sw.	1.00	Cia. Radio Manizales
	HJFD	1390	0.75	Alberto Hoyos A., Dir.
Manizales	HJFX	600	1.	Antonio Pinzon H.
Medellin	HJDA	1285	0.42	Humberto Restrepo A.
Medellin	HJDC	1360	0.6	Francisco Cuartas
	HJDX	4795	.6	
Medellin	HJDE	6145 sw.	5.	Cia. Colombia de Radiodiffu-
	HJDK	1250	.5	sion—Luis Ramos, owner
Medellin	HJDL	1480	0.5	Jaime Tobon R. (leased to Hernando Gomez)
	HJDM	1520	0.5	Prospero Aguirre
Medellin	HJDQ	1320	0.75	Cia. Antiquena de Radiodifu-
	HJDP	4885 sw.	.6	sion (Fernando Restrepo Alvarez, owner)
Medellin	HJDR	1380	0.3	Ramirez & Cia. Ltda.
Medellin	HJDT	1150	0.5	Alfonso Jaramillo, Hernando Tellez, Jaime Garcia
Medellin	HJDZ	1490	0.25	Universidad de Antioquia
Medellin	HJDU	4805 sw.	.75	
	HJCB		0.5	Hernando Tellez B.
Monteria	HJAL	1465	0.5	Julio Cesar Patino
Neiva	HJFN	1420	0.1	Helidora Tamayo
	HJFP	1520	.1	Teodulo Camacho, G.
Ocana	HJBF	1525	0.1	Luis Linero
Palmira	HJEJ	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Regulo Benitez
Pamplona	HJBA	1400	0.1	Gonzalo Vargas
Pasto	HJHA	1350	0.35	Sociedad Radio Narino—Sra. Elisa de Pesantes, owner
Pasto	HJHB	1170	0.5	Bernardo Bueno Delgado
Pereira	HJFA	6054 sw.	.75	Cesar and Mario Arango M.
	HJFE	1470	0.499	
	HJFQ	1120	.5	

Location	Call Letters	Frequency	Power	Owner or Operating Agency
		Kcs.	Kws.	
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	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HBJJ	1370	1.2	Julio A. Sanchez
Santander	HJEH	1550	.025	Escuela Rafael Tello
Sevilla	HJET	1510	0.25	Daniel Benitez
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic station)
Tulda	HJEK	1420	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Pedro Martinez

COSTA RICA

Alajuela	T15JJM	575	.8	Emilio E. Martinez
Cartago	TIMC	735	0.75	J. Mario Cardos
	T14NRH	710	0.75	Amanda Cespedes M.
		9692 sw.	0.75	
Heredia	TIWS	6065 sw.	0.3	Manuel Campos J.
Puntarenas	TIJMP	690	1.0	Jose Maria Pinaud
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
	TIGPH2	800	3.	Gonzalo Pinto H.
San Jose	TIPG	625	10.	Perry Girton
		9615 sw.	10.	
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
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
San Jose	TINBC	1070	10.	Perry Girton

CUBA

Artemisa	CMAX	660	.25	Juan de Dios Careno y Valdes
Bayamo	CMKX	1090	.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	5.	Manuel Alvarez
			0.2*	*Present authorized power
Camaguey	CMJL	920	10.0	Circuito CMQ
Camaguey	CMJN	740	1.	Cadena Azul, S. A.
Camaguey	CMJK	620	0.25	Jones Castrillon y Cia.
	COJK	8665 sw.	1.0	
		974		

• • • **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 Idefenso
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	Circuito CMQ
Havana	CMCY	590	15.	RHC Cadena Azul S. A.
Havana	COCY	11470 sw.	1.0	
Havana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
Havana	COCW	6325	0.1	RHC Cadena Azul
Holquin	CMKV	600	1.	
Holquin	CMKF	1490	.25	Manuel J. de Gongora
Holquin	CMKJ	730	10.	Circuito CMQ
Holquin	CMKO	1220	.25	Manuel Angulo Farran
Jovellanos	CMGN	1310	1.	
Marianao	CMBF	730	1.2	Cia. Radio Universal S. A.
Mariano	CMZ	1260	1.2	Ministry of Education, Govt. of Cuba
	COX	9640		
	CMZI	7190	.3	
		975		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Matanzas	CMGH	1440	0.6	Garcia Alvarez and heirs
Matanzas	CMGF	1240	0.25	Bernabe R. de la Torre
	COGF	11800 sw.		
Manzanillo	CMKE	1320	0.25	Cia. Radioemisora Manzanillo
Manzanillo	CMKM	560	0.25	Raimundo Comas Doler, Merchan y P. Figueredo
Neuvas	CMJQ	1580	.25	Casper Estevez
Palma Soriano, Orte	CMKZ	1430	.25	Joaquin Venero Obregon
Pinar del Rio.....	CMAB	1450	.25	Francisco Martinez
Pinar del Rio.....	CMAQ	840	1.0	Circuito CMQ
Pinar del Rio.....	CMAN	1300	1.0	RHC
Placetas, L. V.....	CMHP	1320	.25	Candido de Los Angeles, Guevara Perdomo
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	6450	5.0	
Santa Clara	CMHQ	670	10.0	Circuito CMQ
Santa Clara	CMHW	950	1.	RHC
	CMHN	960	1.	
Santa Clara	CMHO	1250	.25	Enrique Lasanta
Santa Clara	CMHX	1480	.25	Francisco Chavarry Fuster
Santiago de Cuba.....	CMKN	930	1.	RHC
Santiago de Cuba.....	CMKU	970	1.0	Circuito CMQ
Santiago de Cuba.....	CMKW	1000	1.0	Ricardo Miranda, Cortes y Raul Soulyer 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	0.25	Frank Hatton
	HIIZ	6312 sw.	.5	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	1.	Partido Dominicano
	HI1N	6243	1.	
Ciudad Trujillo	HIX	950	0.25	Dominican Govt.
	HI3X	11960 sw.	0.25	
	HI1X	6350	1.0	
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

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Ciudad Trujillo	HIT	6630 sw. 1050	0.1	F. A. Sanabia
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. 6900 sw.	.15	Accion Catolica Dominicana
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.	0.4	Jacinto L. Sanchez
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	1010	.025	
Puerto Plata	HI5P*	6565 sw.	.03	J. M. Modesto
San Cristobal	HI1R	6420	.20	Luis Alberti
San Pedro de Macoris	HIH	1420	.15	Domingo Diminguez
	HI1J	6025	.25	Fausto Donastorg
San Pedro de Macoris	HIH	6025 sw.	.25	Fausto Donastorg
Romana	HI3C	6690 sw.	.15	Antonio Herrero Hernandez

ECUADOR

Ambato	HC1VT	6550 sw.	0.1	Municipio de Ambato
Cuenca	HC1AO	4200 sw.	.0015	Humberto Espinosa
Cuenca	HC1CC*	7461 sw.	.004	Comunidad Salesiana
Guayaquil	HC2CW*	900 sw. 8400 sw.	.0025	Alfonso Silmot
Guayaquil	HC2OAD	9400 sw.	0.2	Odalia Aruz de Garcia
		900	0.1	
Guayaquil	HC2AJ	1050	1.0	Cia. Radiodifusora del Ecuador
Guayaquil	HC2AK	9310	1.0	Compania de Ecuador
Guayaquil	HC2JSB	1250	0.2	Juan S. Beher
		7854 sw.*		
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2CM			
Guayaquil	HC2ET	9200 sw.	0.5	Jose Santiago Castillo
	HC2GI	1160	0.3	
Guayaquil	HC2DC			
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olca
Guayaquil	HC2RL	6647 sw.	0.2	
Ibarra	HC1IM	4020 sw.	0.3	I. Municipio de Ibarra
Portoviejo	HCJB4	3645 sw.	.008	Clarence W. Jones
Quito	HCJB	974	1.0	Clarence W. Jones
		4108 sw.	0.150	
		12455 sw.	7.0	
		9958 sw.	.7	
		28040 sw.	.025	
		7285 sw.	.14	
		27850	1.0	
		14200	1.0	
		7068	1.0	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Quito	HC1PM	5725 sw.	0.15	Leonardo Ponce
Quito	HCQR	1340	0.25	Radio Quinto
Quito	HCQRX	5970 sw.	0.25	Radio Quinto
Quito	HCBT	1304	0.25	Cesar Mantilla
	HCBS	9355 sw.	0.25	
Quito	HCK*	5885 sw.	0.3	
Quito	HCIGP	7874 sw.	0.2	Miguel Olugel Gonzales, owner; Padre Elias Brito, Dir.
Quito	HC1AD	1410	.25	Operated by Cia. Anterandina de Broadcasting—Vincente Ordonez Pellares, Enrique Arrengui R.
	HC1AB			
Quito	HC2ROZ			
Quito	HC1BF	11765	500 Watts	
	HC1BD	1210	.3	
Riobamba	PRADO	6618 sw.	0.5	

EL SALVADOR

San Salvador	YSR	6520 sw.	0.8	Alberto Cevallos
San Salvador	YSS	638	0.5	
San Salvador	YSS	640	0.5	Direccion General de Comunicaciones, Govt. of El Salvador
	HUB	4780 sw.	0.3	
	YSD	7894	0.5	
	YSM	11710	0.4	
San Salvador	YSP	780	.115	Fernando Alvayeros Sosa
	YSP-1	1560 sw.		
	YSP-B	6150 sw.		
San Salvador	YSO	7270 sw.		
		870	1.5	

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	9685 sw.	10.	
	TGWB	6460 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	9890	0.25	Ricardo C. Widmaier, Jr.
	HHW	1230	0.15	
		978		

LATIN-AMERICAN STATIONS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM	1473	1.	
	HHCM	9660 sw.	1.	
	HHGM	6165 sw.	1.	Frank C. Magliore

HONDURAS

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula.....	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	5875 sw.	.5	Rafael Ferrari

NICARAGUA

Granada	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada	YNWW			
Leon	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua	YNLG	1530		
Managua	YNDS	6610 sw.*	1.	
Managua	YNPS	6760 sw.	0.8	La Voz de Nicaragua (Govt.)
Managua	YNOW	6850	0.80	Mendoza y Hermanos
Boaco	YNBO	6760 sw.	1.0	
Managua	YNCQ	6850 sw.*	0.8	

PANAMA

Colon	HP5K	6005 sw.	0.25	Jose Jaen y Jaen
	HOK	640	0.25	
Colon	HOL	1390	.25	
	HOLA	9505 sw.	1.	Anibal Galindo
Panama	HP5G	11780 sw.	.6	Radio Panamericana
	HOA	1000	.4	
Panama	HOC	1440	.025	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.3	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.15	Ernesto de la Guardia, Jr.
	HP5C	730	.4	
Panama	HP5H	6122 sw.	0.15	M. Lombardo Vega
Panama	HP5J	9607 sw.	5.	Manuel Diaz
	HP6J	1356	5.	

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	1.5	A. C. Bajac
Asuncion	ZP10	1330	0.1	Victor Noriega
Asuncion	ZP11	1200	0.1	Juventus Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP17	1030	0.1	Jose Hanemann
Asuncion	ZP3	700	.6	Teleco Paraguaya S. A.
	ZPA3 sw.			

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Asuncion	ZPA2	11721 sw.	5.	Teleco Paraguaya S. A.
	ZPA6	7890 sw.	5.	
	ZPA7	15780 sw.	5.	
	ZPO3	13333 sw.	5.	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.—operator; Jaimie Yankelevitch—owner
Encarnacion	ZP7	900	0.1	Julio Cormillot
Villarrica	ZP15	700		
Villarrica	ZP6	1300	0.1	Emilio Jordan Livieres

PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	1.	J. Antonio Umbert F.
	OAX6E	6335	1.	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.5	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.3	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huancayo	OAX4P	5980	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storage-Castilla
Ica	OAX5B	1480	0.25	Luis de los Heros y de los Rios
	OAX5C	9560 sw.	0.25	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	Gobierno del Peru
	OAX4G	6190 sw.	0.25	
Lima	OAX4Z	6082 sw.	15.	
	OAX4A	854	10.	
	OAX4T	9562 sw.	10.	
	OAX4R	sw.		
Lima	OAX4E	960	0.2	Ing. Juan P. Goicochea
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Dianderas Samanez
	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1010	10.	
	OAX4V	sw. 5925 sw.	7.5	
	OAX4W	sw. 9360 sw.	2.	
Trujillo	OAX2A	5625 sw.	.75	Rafael Larco Hoyle
	OAX2B	1400	.5	

SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.
------------------	-----	------	-------	--

• • • **LATIN-AMERICAN STATIONS** • • •

URUGUAY

Canelones	CW47	1470	0.3	Julio J. Rabassa
Canelones	CW3	580	0.3	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano
Colonia	CXA8	9620	20.0	Jaime Yankelevich
Colonia	CXA14	6055	1.0	Jaime Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida	CW33	1200	0.25	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX4	610	5.0	Direccion Agronomia (Ministry of Agriculture)
Montevideo	CX6	650	20.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Batlle y Gestoso
Montevideo	CX12	770	20.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	50.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX20	930	2.0	Carlos L. Romay
Montevideo	CX24	1010	5.0	SADREP Ltda.
Montevideo	CX28	1090	5.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1330	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Julio J. Rabassa
Montevideo	CX46	1450	1.5	Guzman Bertachi
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	5.0	Radio Electrica
Montevideo	CXA6	9620	20.0	
Montevideo	CXA10	11900	20.0	(Ministry of P. E.—Uruguayan Govt.)
Montevideo	CXA18	15300	20.0	
Montevideo	CXA19	11835	0.50	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	0.50	Walfrido Figueira Moran
Rivera	CW49	1340	0.06	Jorge Downton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	660	0.25	Luis Batlle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soriano-Mercedes	CX52	1570	0.5	Anibal Frabaside, Juan Orlando Kelly, Jose Pedro 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

• • • **LATIN-AMERICAN STATIONS** • • •

VENEZUELA

Acarigua	YV3RF	3490 sw.	.104	Pausides Sigala
Barcelona	YV6RC	3450 sw.	1.5	L. J. Arreaza
	YV6RE	1080	.25	
Barquisimeto	YV3RE	1475	.775	Amilcar Segura
	YV3RN	4990 sw.	.300	
Barquisimeto	YV3RS	3490	.65	Rafael A. Segura
Caracas	YV5RN	4920 sw.	5.0	Ricardo Espina, Dir.
	YV5RA	960	10.0	Almacen Americano
Caracas	YV5RB	790	4.72	Dogowitzle Sidlitz
	YV5RM	6150	2.3	H. Deewitz, Dir.
Caracas	YV5RH	720	1.0	Pbro. J. M. Pallin
	YV5RX	3430 sw.	.75	(Catholic Church)
Caracas	YV5RG	1010	1.	Compania Anonima
	YV5RU	4860 sw.	1.5	C. E. Riskel, Dir.
Caracas	YV5RI	590	1.138	Oscar Vincentelli, Director
	YV5RY	3380 sw.	1.96	
Caracas	YV5RL	4810 sw.	.5	Ponce & Benzo Scs.
	YV5RK	1250	.5	
Caracas	YV5RQ	882	1.182	Cia. Anonima
	YV5RS	3360 sw.	2.1	H. Deewitz, Dir.
Caracas	YVKA	630	.88	National Govt.
	YVKO	4950 sw.	5.	National Govt.
	YVKB	6172 sw.	2.2	National Govt.
	YVKC	9640 sw.	2.2	National Govt.
	YVOR	11725 sw.	2.2	National Govt.
	YVPX	15315 sw.	2.2	National Govt.
	YV6RA	1400	0.75	E. Torres Valencia Sucs.
Ciudad Bolivar	YV6RU	4790 sw.	.96	E. Torres Valencia Sucs.
Coro	YV1RT	3300 sw.	.175	J. Romero
	YV1RY	4770 sw.	.30	Roger Leyba
Coro	YV1RW	1370	.193	Roger Leyba
	YV7RA	1200		L. J. Arreaza
Cumana	YV7RB	3470 sw.		L. J. Arreaza
	YV5RZ	1050	.75	Carlos L. Perez
La Guaira	YV5RV	4760 sw.	1.05	Carlos L. Perez
	YV1RA	1300	.09	Luis Garcia N.
Maracaibo	YV1RV	4750 sw.	.30	
	YV1RC	1400	.52	Pedro Bermudez
Maracaibo	YV1RT	3370 sw.	.455	
	YV1RD	1150	.2	L. G. Govea
Maracaibo	YV1RU	3440 sw.	1.0	L. G. Govea
	YV1RF	1120	.55	N. Vale Quintero
Maracaibo	YV1RX	4800 sw.	2.0	
	YV1RL	4810 sw.	.300	J. A. Higuera
Maracay	YV1RK	1250	.437	J. A. Higuera
	YV4RK	3390 sw.	.465	Atilio Ormezzano
Maracay	YV4RL	1430	.193	
	YV4RX	3310 sw.	.1	Luis Croquer
Maracay	YV4RD	1150	.1	
	YV2RC	3420 sw.	.60	A. M. Quintero
Pt. Cabello	YV4RR	1490	.520	Rafael A. Segura
	YV4RQ	3480 sw.	.885	
San Cristobal	YV2RN	4820 sw.	2.0	J. Diaz Gonzalez
Trujillo	YV2RB	980	.325	
	YV1RO	3310 sw.	2.0	Pedro J. Torres
Valera	YV1RZ	4840 sw.	.30	Jorge L. Ferbes, owner;
				Pedro Flores I., Dir.
Valencia	YV4RO	4780 sw.	.30	H. & G. Degwitz
	YV4RA	1350	.83	
Valencia	YV4RE	1400	1.0	
	YV4RP	3460 sw.	1.0	Miguel Ache

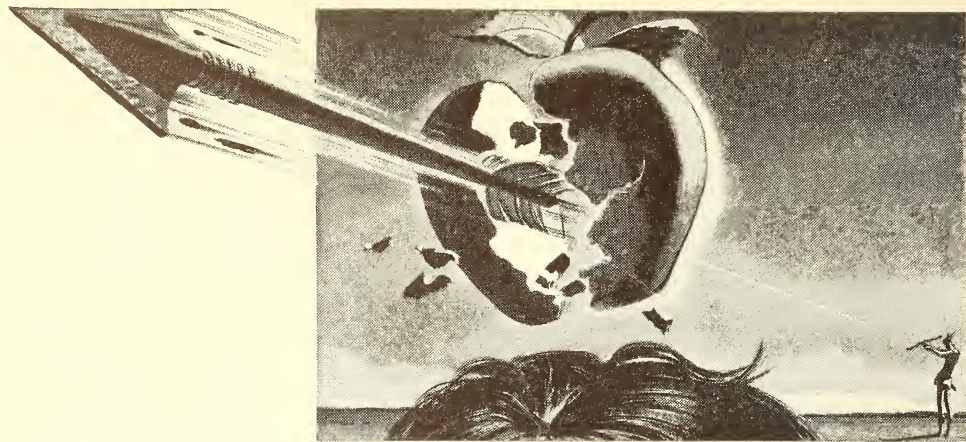
For the **BEST IN NEWS**

For the

BEST IN PROGRAMS

BASED ON NEWS

AP



CONTROL!

Only **MOTION PICTURES** give you **Control**
—Showmanship Control vital on **TELEVISION** programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals—telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive **Telereel***
Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."



In Television . . .
Film removes the question mark!

RKO TELEVISION CORPORATION

Dept. RY-9, 1270 Avenue of the Americas, New York 20, N. Y.
A Radio-Keith-Orpheum Corporation Subsidiary

*Copyright U. S. Pat. Off.



P R E S E N T S

THE 1947
YEAR BOOK
OF
TELEVISION

Edited by
JACK ALICOATE

Copyright, 1947, by the Radio Daily
1501 Broadway, New York 18, N. Y. Wisconsin 7-6336

Du Mont has built more Television Stations than any other company

From the world's largest, clearest direct-view television receivers to the world's largest and most complete television broadcasting studios, Du Mont is "First with the Finest in Television."

The technical superiority and prestige-winning performance of Du Mont Television broadcasting equipment has been demonstrated in more installations than any other company can boast. And Du Mont's "unit construction" assures expansion as desired without obsolescence or replacement loss. Engineers are agreed that Du Mont broadcasting equipment is "tops" in flexibility and dependability, but not all engineers or prospective station owners know that it is surprisingly low in cost. We want to tell you more. We want to show you Du Mont broadcasting equipment in use. No obligation. Write or telephone for literature, or appointment, *today*.



DU MONT

First with the Finest in **TELEVISION**



TELEVISION

In the pages that follow Radio Daily presents the second edition of the Year Book of Television. . . . A look into the past. . . . A survey of the present. . . . A preview of things to come.



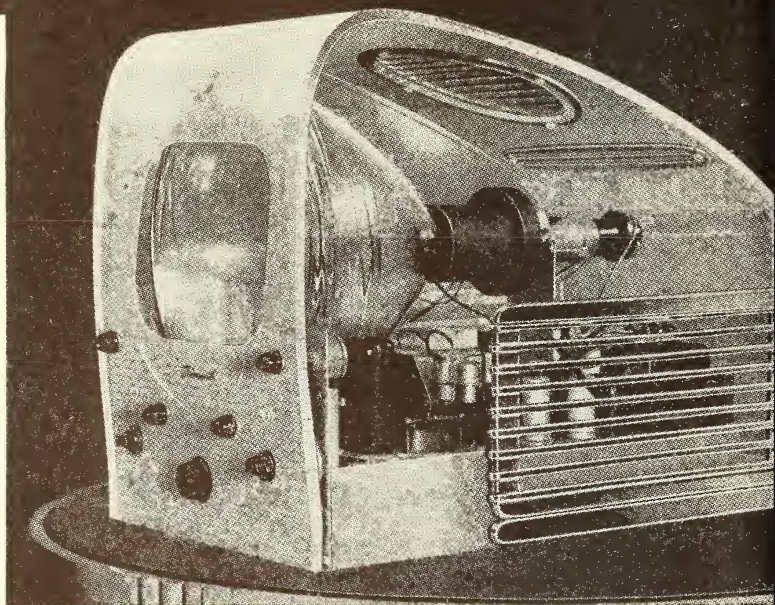
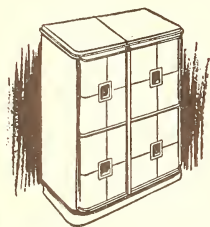
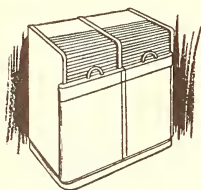
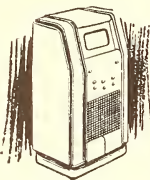
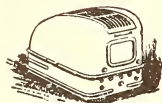
Television, has definitely arrived. . . . Its present drawback is distribution. . . . Once the bottleneck of set production is broken nothing can stop its march of progress.



To the many from all branches of this great new medium, soon to take its place alongside the stage, screen and radio, who have contributed to the pages that follow we are deeply grateful.

JACK ALICOATE
Editor

Seeing is Believing..



Inside and out, Farnsworth quality is evident. When you see today's television on a Farnsworth—you see it at its best.

Television is no longer in rehearsal. It is here, now! And when you see the clear, bright, highly defined pictures of modern day television as received on one of Farnsworth's table or console models, you know that today's television is *outstanding*.

For two decades Farnsworth has pioneered in advancing television from a promise to a fact. The technical accomplishments of Farnsworth engineers—from the original development of the electronic television system to practical television as we know it today—have made history.

Superb modern designs characterize Farnsworth's current line of television receivers that, in addition to television sight and sound reception, include standard radio and/or frequency modulation. Some models also combine the deluxe Farnsworth record changer for complete television, radio and phonograph service in one instrument.

These instruments offer the same superior performance that has become synonymous with the Farnsworth name in every branch of its electronics activity. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth

TELEVISION
RADIO
PHONOGRAPH-RADIO

TELE IS HERE—OUTLOOK BRIGHT

By FRANK BURKE, Editor RADIO DAILY—TELEVISION DAILY

TELEVISION arrived the past year with well defined black and white pictures, increased production of receivers and equipment and experimental progress in the development of color.

Many significant things occurred reflecting the progress of video. One was the successful establishment of a coaxial cable network linking Washington, Philadelphia, Baltimore, with New York stations. Another was the pronounced improvement in programming, especially special events coverage, and the growing number of major advertising agencies who have come to recognize the potentialities of the new art.

The lag in receiver production due to lack of component parts, labor strikes, and the black and white-color controversy probably did most to retard full stride development of television. However despite the delays the nation's television audience increased from around 10,000 to more than 20,000 receivers and the forecast is that 100,000 receivers will come off the lines of the major manufacturers during 1947.

Receivers on Market

Tele receivers placed on the market the past year ranged from small portables priced at around \$250 to massive all-purpose console models which were priced at \$2,500. The table models in some instances were not entirely satisfactory until RCA came along with a precision built instrument that is giving satisfaction. Du Mont led the field of custom sets with elaborate direct image console models which included AM, FM, shortwave and a record changer. While Du Mont's line was produced in only limited quantities they found ready sale.

Other Manufacturers Ready

As we enter 1947 other manufacturers will make a bid for the television receiver business. These include Philco, Farnsworth, General Electric, Crosley and Stromberg-Carlson. Experimental models were produced and tested during 1946 and production lines were made ready with the beginning of the new year.

While manufacturers are cognizant of the necessity of building an audience through the production of new receivers they are also mindful of the immediate needs of television transmitters in fur-

thering the development of the new art. During the coming year approximately 50 transmitters are scheduled for delivery. These include station equipment for such cities as Baltimore, Washington, Cleveland, Pittsburgh, St. Louis, San Francisco, Minneapolis, Detroit, Chicago and Buffalo. Stations in Detroit, Chicago, Washington and St. Louis expect to be on the air before summer.

Programming Progress

Stations in New York, Chicago, Philadelphia, Schenectady, and Los Angeles led the way in program development the past year. New ideas and techniques for presenting live talent shows and films and the strides made in the coverage of sporting events highlighted the progress made. Noteworthy among these accomplishments was the network coverage of the Louis-Conn fight, pickup of major league baseball games in New York, and the Washington remotes on President Truman's appearance before a joint session of the House and Senate. The direct pickups from United Nations headquarters and the special tele films of the Bikini atom bomb tests were also among the special events classics.

While the controversy over the merits of black and white television as compared to sequential color scanning continued through 1946, public acceptance of the monochrome pictures was apparent. Black and white pictures of fine definition were provided through improved transmission and the use of the new Image Orthicon cameras. Then, too, the tuning refinements, brighter pictures and improved antennas contributed to the eye appeal of the pictures.

B. and W. vs. Color

The color tele fight brought demonstrations of CBS' improved system of mechanical scanning and RCA's experimental electronic color. It was contention of Dr. Peter Goldmark, CBS color expert, and his associates that color was ready for immediate commercial development. RCA, Du Mont and officials of Television Broadcasters Association, on the other hand, stressed the acceptability of black and white and indicated that perfected electronic color was some years off. The merits of black and white vs. color was still a hot potato in the hands of the FCC when this article was written.

PHILCO

TELEVISION STATION

WPTZ

*First in Television
in Philadelphia*

TO THE TELEVISION ADVERTISER, every facility for commercial television programs is offered by Philco Television station WPTZ . . . a fully equipped studio and trained staff of television technicians, set designers and producers for live programs; a complete motion picture projection studio; new image orthicon equipment for remote pick-up of events outside the studio; radio relay station at Mt. Rose, N. J., for relaying programs originating in New York to the Philadelphia audience.

**PHILCO TELEVISION BROADCASTING CORPORATION
ARCHITECTS BLDG., PHILADELPHIA 7, PA.**

Tele Tempo Today— Facts and Figures

NINE television stations are operating, 46 grants have been made and 19 applications are pending, according to FCC figures of January 1, 1947.

Prices of television receivers in 1946 ranged from \$250 for small table models to \$2,500 for console model all-purpose receivers. Installation charges varied upward from \$30 to \$50.

TBA officials estimate that 24,000 television receivers are now in use throughout the country as compared to 10,000 a year ago. Approximately 10,000 of the sets in use are in the Greater New York area.

The coaxial cable linking Washington, Philadelphia, New York and Schenectady was inaugurated on Feb. 12.

DuMont's television studio in the John Wanamaker department store in New York opened officially on April 15.

Television set manufacturers indicated that in 1946, 44,706 sets would be equipped for television on 13 channels; 54,606 would be equipped for 13 tele channels plus AM and FM bands; 10,000 sets would be equipped for 6 tele channels and AM reception; 500 sets for 13 channels and AM; 4,000 sets for six tele channels, and 500 sets for 13 tele channels plus FM.

Charles R. Denny, FCC Chairman predicted that by the end of 1947 100 television stations would be on the air.

Coverage of the Peace Conference in Paris was given via the medium of television. Films were taken and airmailed back to the states for airing by television stations.

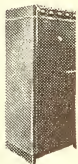
An average of five viewers in New York and a little over that in Philadelphia is the figure given for those watching various commercial television programs according to a survey by ABC.

Broadcast of the Louis-Conn fight via television enjoyed the largest television audience in the history of this new industry.

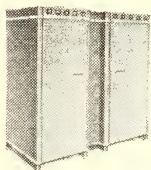
Opening of the UN Security Council was televised, showing President Truman in his welcome address

In every field of radio

LOOK TO THE GENERAL ELECTRIC COMPANY

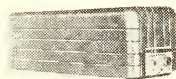


AM Among the first to design, build and operate transmitters in the AM field, General Electric has always maintained its interest in advancing the art and technical development of this phase of broadcasting. The 250 watt AM transmitter shown here is the first of General Electric's completely new line that includes all types, from the lowest to the highest power ratings.



FM As a pioneer in the development of FM broadcasting, General Electric has acquired the background and experience which has proved so invaluable to the newer stations entering this field. As a leader in the development of FM, General Electric has a complete line of FM transmitters for broadcasting stations of every size.

COMMUNICATIONS



In the broad field of communications, General Electric has placed emphasis on the importance of quality, reliability and simplicity of design in this type of equipment. Since many of the applications for radio communications equipment are in the nature of public services, extreme care has been exercised to design each unit for maximum utility. Complete systems for the bands available to these services are provided, both station and mobile.

FOR COMPLETE INFORMATION ON GENERAL ELECTRIC RADIO EQUIPMENT, WRITE OR CALL ANY OF THESE DISTRICT OFFICES:

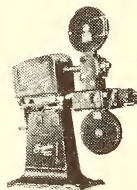
ATLANTA 3, GA.
187 Spring Street, N. W.
BOSTON 1, MASS.
140 Federal Street
CHICAGO 54, ILL.
Merchandise Mart

CLEVELAND 4, OHIO
4966 Woodland Avenue
DALLAS 2, TEX.
1801 North Lamar Street
KANSAS CITY 6, MO.
106 West 14th Street

NEW YORK 22, N. Y.
570 Lexington Avenue
PHILADELPHIA 2, PA.
1405 Locust Street
SAN FRANCISCO 4, CAL.
235 Montgomery Street



AVIATION To the pilot, the radio equipment is the most valuable instrument in his plane, since his life may depend upon it. In designing the complete General Electric line of Aviation Electronic Equipment, reliability far beyond accepted standards was demanded. The high quality that is being built into these entire lines is assurance of dependability under the most critical conditions.



TELEVISION For years General Electric has pioneered in television. Station WRGB has provided outstanding facilities for both technical and program experimentation. This union of engineering with studio production supplies General Electric with experience of incomparable value to those entering the television field.



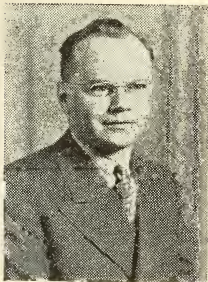
MARINE RADIO During the war General Electric was one of the largest producers of radar for the Armed Forces. Many of these developments have been refined and simplified for use in peace. The Electronic Navigator, a radar development, is one of these peacetime applications which is now being used in navigation to protect shipping. Other equipment now being developed will aid in saving untold millions of tonnage and numbers of lives in the future.

FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

ALL-ELECTRONIC COLOR TELE

By E. W. ENGSTROM, V. P. In Charge Of Research, RCA Lab. Div.



E. W. ENGSTROM

COLOR television pictures, produced by all-electronic means, were demonstrated publicly for the first time on October 30, 1946, at the RCA Laboratories, Princeton, N. J. Groups of newspaper and magazine writers, and representatives of the radio industry, who attended the demonstration, saw that

flickerless, all-electronic color television is practical without rotating discs or other moving parts.

The new system is a complete departure from mechanical color television, shown in various forms since 1925. With the demonstration, it was emphasized that approximately four years would be required to bring any color system to the present status of black-and-white television.

Many interesting features are embodied in both the transmitting and receiving apparatus. Fundamentally, the RCA system transmits images in the three basic colors—red, blue and green—simultaneously. In other words, all colors comprising a scene are transmitted together and produced together. Existing mechanical color television systems transmit the three colors in sequence, one color at a time, relying on the persistence of the eye to combine them properly.

To accomplish the simultaneous transmission of three colors, RCA scientists and engineers developed a special camera for the pick-up and a multiple cathode-ray projection system for the receiver. The equipment, as demonstrated, effectively transmitted color "stills" and motion picture films. There are under construction color television cameras for studio and outdoor pickup of live subjects.

Transmission of the picture on slide or film is achieved in natural colors when a light beam from a kinescope scanning raster is focused onto the transparency and the light passing through is separated into component colors by a system of

color selective mirrors and converted into electric signals in multiplier-type photo-electric cells.

Each of the three transmitted images—red, blue and green—is arranged to have the same number of lines, that is 525; also each one has the same horizontal scanning rate and the same picture repetition rate of 30 pictures a second as in present commercial television broadcasting.

The receiving set is equipped with three 3-inch kinescopes, which separately receive the signals representing red, blue and green and produce television images in these colors. This trio of kinescopes is called Trinoscope. From it, the three color images are optically projected to form a brilliant composite picture on a 15 x 20-inch screen in natural color, free from any flicker, color fringes or break-up of color.

Since the standards for the green image—including the synchronizing pulses—are identical to those of the present black-and-white standards, any broadcasts from color stations using the electronic simultaneous system can be received clearly in monochrome on black-and-white receivers by the addition of an inexpensive, easily installed radio-frequency converter. No modifications whatever are required inside the set.

Likewise, it will be possible for electronic color television sets when introduced to receive the broadcasts of black-and-white stations.

A station owner can begin with a black-and-white broadcast service. He may operate a black-and-white transmitter on the presently commercialized channels and also an electronic color transmitter on ultra-high frequencies, using the signal of the color camera to operate both transmitters.

Engineers, scientists and commercial personnel have been greatly concerned by the prospect that when color television was developed it would quickly make the existing black-and-white system obsolete. The simultaneous color system happily solves this problem of obsolescence and at the same time is a superior color television system.



CHARLES STARK

INCORPORATED

RADIO-TELEVISION PRODUCTIONS

(Formerly CARR & STARK)

**YES, WE'RE "OLD" HANDS IN THE "NEW"
FIELD OF TELEVISION!**

"CASH AND CARRY" (with DENNIS JAMES) IS A VIDEO SMASH!

"TELE" US YOUR NEEDS . . . WE'LL SOLVE THEM!

366 MADISON AVENUE

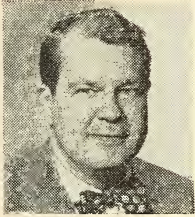
NEW YORK 17, N. Y.

MURRAY HILL 2-2636



COMMERCIAL TELE PROGRAMMING

By DON McCLURE, N. W. Ayer & Son, Inc.



Don McClure

IT WOULD seem reasonable to assume that when the term "Commercial Television Programming" is used, the reference is to the type of show the viewing audience will demand as a regular bill - of - fare, or else. If television is to take its rightful place as a great advertising

medium along with its predecessors, newspapers, magazines, billboards, direct mail, carcards, and radio, it will have to have a commercial sponsor to be an economic success.

This is in no way a reflection upon the many excellent sustaining radio and television programs. Unfortunately, star talent costs money. Continued use of top talent, the makings of a good show, can only be had for free when a sponsor pays the bills. And, a *good* show is the only thing that is going to keep Mr. and Mrs. John Q home to tune in and view with enough regularity to make television a real "Huckster's" paradise.

To date the *good* shows have been few and far apart. An Army-Notre Dame, nothing-to-nothing tie comes once in a schedule. Play-offs in baseball for "dem Bums" has never before occurred in baseball. Unfortunately champion Joe Louis can only K.O. Mr. Conn once in a contest. Most of the other *good* shows have happened by accident and usually because it was accidental, few have taken the time, trouble, or used enough ingenuity to discover the various elements that went into making it a hit show.

This hit-and-miss procedure has too long been tolerated by a small, long-suffering group of pioneering "squinters" on over-tired, pre-war, pre-radar television sets. Fortunately, their day of freedom is at hand. The number of super-duper post-war sets are doubling daily. The new sets include all the latest electronic improvements. Cabinets are streamlined; the number of knobs and dials have been reduced; even the price is less than that of their predecessors. All that is left is to give this growing group of hopefuls a *good* show.

The latest surveys indicate it is safe to say a good football contest is a natural for television. Your seat is in the middle of each play. On a pass, your views sails into the receiver's arms. On an end around, you, the invisible blocker, clear the way for the future all-American ball carrier. Point after touchdown lifts you over the crossbars as gracefully as the dansant of the Ballet Russe.

World championship bouts come too few and too far apart. But when they do occur, there' not a hundred dollar reservation in the arena that can give you half the view or comfort of your television ringside seat.

Other sporting events will undoubtedly take their rightful, pictorial place after reasonable experimental coverage.

Needless to say, all sporting events offer ideal commercial opportunities. The outcome of the contest is usually in doubt until the final gun. Athletic games are spontaneous, thereby requiring continuous viewing. Commercial messages, properly inserted and of an acceptable length, will reach and impress the largest possible audience.

Other types of good shows are bound to be developed. Audience participation seems to be on the bill of fare. Because of the spontaneity and final outcome, the viewers' interest is at a peak throughout the show. What more can an advertiser ask?

The audience will be there if the entertainment is good, so all that remains is ways to trick the viewer into looking and listening to your advertising message. Integrated commercials will come into their own. The minute movie technique will be widely used. Minute movies, a firmly established and successful advertising medium, has many things in common with television commercials. Good one-minute shorts appearing on the screens of thousands of theaters in the nation have proven themselves capable of increasing sales by almost unbelievable percentages. There is every reason to expect that the same general technique, modified for television use, can develop perhaps an even greater record of success.

A Motion Picture Television Service—

Serving the Industry for the past seven years

Offering a Wealth of Unique and Valuable Material and
Services for Present and Future Telecast Programming

**FEATURE PICTURES - SHORT SUBJECTS
DRAMAS — COMEDIES — SERIALS
MUSICALS — TRAVELOGS — CARTOONS
DOCUMENTARY and EDUCATIONAL SUBJECTS**



OVER 10,000,000 FEET OF STOCK SHOTS

Material To Fit In With Every Possible Idea

A COMBINATION OF LIVESHOWS AND FILM PROGRAMS
OFFERING EXCEPTIONAL PRODUCTION VALUE



Many Pictures and Serials That Will Fit In With A SPONSOR'S Product
ALL FILMS CAN BE CUT TO MEET YOUR REQUIRED SHOWING TIME

**PROJECTION ROOMS—CUTTING ROOMS
SHIPPING SERVICE—REHEARSAL ROOMS**

COMPLETE PROGRAM DEPT.

*A Production Department Producing Pictures for
Advertisers who Plan to Use Television Commercially*

ADVANCE TELEVISION PICTURE SERVICE, Inc.

Telephone: BRyant 9-5600-1-2-3-4

729 SEVENTH AVENUE

- - - NEW YORK CITY

PROGRESS OF CBS COLOR TELE

By PETER C. GOLDMARK, *Dir., CBS Engineering & Development Dept.*

ON SEPTEMBER 27, 1946 the Columbia Broadcasting System petitioned the Federal Communications Commission to adopt recommended standards for the commercial broadcasting of color television in the ultra-high frequencies. Although CBS ultra-high frequency color television had already been demonstrated during the latter months of 1945, many of the developments that led to its application for acceptance as a public broadcasting service came about during 1946. Here is an abbreviated chronology of developments since the beginning of the year.



Peter C. Goldmark

January 31 saw the first of a series of semi-public demonstrations of ultra-high frequency color broadcasting. These demonstrations marked the first use of an ultra-high frequency transmitter of commercial design, one built expressly for CBS by the Federal Telephone and Radio Corporation.

The pictures represented a marked improvement over the results we had been able to obtain in the low frequencies before the war. Then, the definition had been limited to a figure well below 400 lines. The color images we had now were scanned in 525 lines, interlaced 2 to 1. And the occasional difficulties we had encountered in the rendition of certain colors, notably the darker shades, were eliminated entirely.

Besides proving the existence and appeal of color television to an increasingly large number of people, the demonstrations established these technical facts:

(1) It was possible to modulate a 10-megacycle video band.

(2) It was possible to broadcast a signal of commercial strength in the ultra-high frequencies.

(3) "Ghosts" could be eliminated in ultra-high frequency broadcasting.

Later in the spring it was shown that

the present coaxial cable could successfully transmit an ultra-high frequency color television program.

This important demonstration was conducted in cooperation with engineers of the Bell Telephone laboratories. A program was picked up by ultra-high frequency color equipment here in New York City, sent by coaxial cable to Washington and back, and broadcast from the Chrysler Tower. The overall distance was over 450 miles, a record for any kind of television transmission by coaxial cable. The cable itself had been in no way modified for the test. In the pictures that finally reached the receiver screen the loss of apparent definition was negligible, establishing the fact that the coaxial cable offered no serious obstacle to the progress of ultra-high frequency color television broadcasting.

Among other things it was established that color television images can be seen clearly and without strain under normal ambient illumination—in other words, "you don't have to pull the shade down to look at color television."

Another phase of the progress of ultra-high frequency color television was represented by the following field intensity surveys:

(1) On 700 megacycles, in cooperation with the Commission, a survey of seven months' duration (covering seasonal variations in tropospheric transmission) to determine medium and long distance propagation characteristics in the ultra-high frequency television band.

(2) An extensive field survey of six months' duration to determine the coverage of television station W2XCS in New York operating on a carrier frequency of 490 megacycles. This survey included observation of reception at 188 locations scattered throughout the New York metropolitan area as well as extensive field intensity measurements. Numerous subsidiary problems involved in the propagation and reception of ultra-high frequency television signals were also investigated.

Television Awards For 1946

American Television Society

AWARDS FOR 1946

To ABC and Du Mont station WABD for their contribution to commercial television. Paul Mowrey of ABC specially cited.

WCBW (CBS) and WNBT (NBC) received joint awards for technical excellence; James McNaughton, WCBW art director, given special citation for scenic design and staging. WNBT cited for camera work.

RCA Laboratories and RCA Victor for the image orthicon camera.

Ruthrauff & Ryan and Lever Brothers for consistent effort in developing effective tele commercials.

WNBT for its sports programming and Philco's WPTZ for airing the games sponsored by Atlantic Refining Co.

WKBW, Chicago, and WCBW for educational programs.

To WRGB, G.E. station, Schenectady, top honors, for children's programming.

To WCBW for the year's outstanding news programs. WNBT for its outstanding productions including "Abe Lincoln in Illinois" and "Angel Street."

To AT&T, Du Mont, CBS, and NBC for participation in Lincoln's Birthday telecast, recognized as the year's outstanding special event; telecast in New York and Washington.

To Edward Sobol, producer of "Abe Lincoln in Illinois," and Ernest Colling, producer of "Angel Street," jointly awarded plaques for outstanding direction over WNBT.

RCA and CBS honored for experimentally demonstrating color television.

To Ralph Rockafellow, special award for outstanding service to the American Television Society.

Television Broadcasters Association

AWARDS FOR 1946

Dr. Albert Rose; Dr. Harold Bell Law; and Dr. Paul Kessler Weirmer, all of RCA Laboratories, for development of the Image Orthicon Camera.

John Royal, vice president, NBC, for telecast of the Louis-Conn fight.

Donovan B. Stetler, Standard Brands, for Best Entertainment Program — "Hour Glass."

Paul Belanger, WCBS-TV, for Outstanding Artistic Program.

Klaus Landsberg, W6XYZ, Los Angeles, for Best Public Service Program.

Dr. Oliver E. Buckley, president of Bell Telephone Laboratories, Inc.; and Keith S. McHugh, vice president of American Telephone and Telegraph, for "outstanding contributions to the field of television."

TELE EYED FROM THE CAPITAL

By MANNING CLAGETT, Staff Correspondent, RADIO DAILY

TELEVISION was Big Business even before it burst out of New York and a few scattered cities and began to spread across the nation.

Millions of dollars were sunk in television before there were enough sets on hand to support one station with audience-money. And these millions, as the saying goes, are only the beginning.

Just when people began to wonder just how old this television baby had to be before it was born, the multi-million dollar youngster let the world know that he was here—and here to stay. If television won't grow to maturity this year, it may at least reach adolescence, because it already has growing pains.



Manning Clagett

The FCC, at first convinced that it could stop the rush of big money towards television and give the "little fellow" a better break, soon realized that a prospective tele broadcaster needed more than a heart of gold to build a video station, let alone keep it on the air. The Commission began asking financial questions and the applicants who couldn't produce a little green began to fall by the wayside. But a little think like money couldn't stop this television baby and at the end of last year six stations had been granted licenses, more than 50 other applicants had been granted construction permits and nearly a score of others were either pending or in hearings. Soon, a few other growing pains developed. The FCC found itself confronted with the multiple ownership question. After granting five permits to applicants which, the Commission said, were "controlled" by Paramount Pictures, the FCC clamped the lid on further grants. The Commission finally admitted, however, that the question was a difficult one and agreed to explore the whole question. A strict interpretation of the rule could keep the lid on some of television's pioneers.

After finally settling on black and white tele standards in the lower bands more than a year ago, the Commission last year had tossed in its laps another tele problem—whether to throw the old standards in the ashcan and start from the color scratch demanded by Columbia Broadcasting System. The industry formed sides, with RCA color lined up against CBS color and most other black and white enthusiasts insisting that b&w tele should be left alone for the time being. The Commission apparently agreed that the future of tele was in the high frequencies but hesitated to agree to CBS's plea "why not now."

The FCC never worried quite as much over the television receiver problem as it did over FM receivers. Tele receiver production was meager in the days after the war's end, but in the latter half of 1946 picked up and this year should take care of the number of tele stations actually on the air. Sets generally were expensive, but this was another growing pain that was expected to ease off, as its older brother radio found out.

Towards the end of last year, too, the FCC began to realize that television would bring it many other problems. Instead of worrying about what was heard over the air, the Commission realized it would soon be concerned over what was seen over the air. New problems would thus be dumped in the Commission's lap. In many cities and municipalities, authorities have set up local censorship boards to pass on movies. Movies that are approved for nation-wide distribution often run into local trouble. What about televising a play or movie that some city might not like? What to do about a Huey Long who comes into a million homes by television? There are plenty of people who will say that it's none of the Commission's business. The Commission may agree, but at the same time it realizes that its troubles with this big baby are only beginning.

Television Organizations

. . . personnel—functions

Television Broadcasters Assn. Inc.

500 FIFTH AVE., NEW YORK 19, N. Y.
Lackawanna 4-4788

OFFICERS

President Jack R. Poppele Secretary-Treasurer Will Baltin
Vice-President . G. Emerson Markham Asst. Sec.-Treasurer . . . Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. Dumont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; John F. Royal, NBC; Jack R. Poppele, WOR, New York; Frank P. Schreiber, WGN, Inc.; Paul Raibourn, Television Productions, Inc.; Ernest H. Vogel, Farnsworth Television & Radio Corp.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

American Television Society

415 LEXINGTON AVE., NEW YORK 17, N. Y.
Vanderbilt 6-2144

OFFICERS

President George T. Shupert Treasurer . . . Archibald U. Braunfeld
Vice-President . . . Ralph Rockafellow Secretary Dian Dincin

DIRECTORS

David Hale Halpern Alice Pentlurge Prof. Edward C. Cole
Frederick A. Engel Charles A. Alicoate Richard Manville
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.

OPTIMISM KEYNOTES CHICAGO

By NAT GREEN, Staff Correspondent, RADIO DAILY

TELEVISION activity in Chicago will be greatly accelerated during 1947, it is indicated in plans that are being worked out by local station and network officials and members of the Electrical Association's organization to promote Chicago television. Chicago began 1947 with at least two "ifs" clouding the television situation. If the black-and-white vs. color were settled, and if equipment could be obtained, it appeared that several stations would be in operation before the end of the year, joining Captain Bill Eddy's WBKB which for the first few months was assured of holding its place as Chicago's only operating station.

WBKB, the Balaban & Katz station, has taken its place as one of the country's leading video stations and during 1946 it surpassed all others in the country in number of hours on the air. Its total time on the air has been increased to 28 hours a week, and during the year it provided some outstanding programs, particularly in sports. In an effort to find out what kinds of programs are best suited to video and what finds widest acceptance among patrons, the station has telecast hockey games, style shows, ice shows, music, variety shows and many special events. Out of the difficulties encountered they are learning what to do and what not to do, and are constantly accelerating their activities.

Captain Bill Eddy is enthusiastic over the future of television in the Chicago area. "We are constantly extending our activities," he told RADIO DAILY, "and believe that television audiences are due for a tremendous growth this year. At present there are about a thousand sets in use in this area. By the end of the year there will be nearer 50,000. We refuse to concede first place in television to New York and are out to challenge them."

As this is written it appears as if WGNA, the tele-sister of WGN, will become the second Chicago television station, coming on the air in June or July if transmitters and other equipment are received. WGNA's activities up to February 1 were confined to non-air demonstrations of two cameras and half a dozen receivers. Construction of WGNA is under

supervision of Carl J. Meyers, director of WGN engineering. The WGNA transmitter is to be located on the 29th floor of Tribune Tower, with the antenna atop the building. The construction permit from the FCC assigns WGNA to channel 9-186-192 megacycles. Effective radiated video power will be 18.4 kilowatts and audio power 11 kilowatts.

Frank P. Schreiber, WGN general manager, told RADIO DAILY: "WGN has been a pioneer in AM broadcasting for 25 years; one of the pioneers in FM broadcasting, which we began in October, 1941 (WGNC), and a pioneer in facsimile broadcasting, which was resumed in July after experimental work in 1939. Now we enter the television field, and as in all previous radio operations, we will be a leader in television."

ABC, which has had a working agreement with WBKB for some time, plans eventually to have its own station here, according to Jim Stirton, television sales head; and Manager Chick Showerman of NBC says that network will have a tele station just as soon as possible. The main thing holding up these stations is a scarcity of materials.

With the expected increase in the installation of television receivers in the Chicago area, dealers have set up a plan for training their representatives in the technique of set installation. Once a week for ten weeks there will be classes supervised by Capt. Bill Eddy of WBKB to teach television fundamentals. Later the manufacturing companies will give advanced instruction.

The outlook for commercial video programs is bright. Prospective sponsors who have been watching the results of sponsored programs on WBKB believe that video will be a powerful sales medium. Just how rates will be worked out remains to be seen. It is generally agreed that present rates will have to be periodically revised as the number of sets increases. Local dealers report that sales of receivers are growing rapidly, and that every indication points to huge television audiences in the very near future.

HOLLYWOOD TELE A REALITY

By RALPH WILK, West Coast Representative, RADIO DAILY

INDICATIONS are that all seven of the prospective Los Angeles - Hollywood television stations will be on the air early in 1948. Despite some estimates that all seven could be operating commercially by the holiday period of this year, local engineers will be satisfied if their respective stations are doing business early next year.

KTLA, which was formerly W6XYZ and which is owned and operated by Television Productions, Inc., a subsidiary of Paramount Pictures, took to the air commercially on Jan. 22, 1947.

Tupman Motors of Los Angeles bought the privilege of being the first to sponsor a video show in the Southland in the interest of its distribution of Mercurys and Lincolns. Klaus Landsberg, who is in charge of West Coast operations of Television Productions, produced the hour show, and was given assistance by Leon Benson of the J. Walter Thompson agency. Several representatives of Eastern advertising agencies came West to attend the initial show.

Landsberg used six cameras to pick up the premiere for relay to his company's Mt. Wilson transmitter 18 miles away from where it was rebroadcast to an area between Santa Barbara and San Diego and as far inland as San Bernardino, Riverside and Redlands.

KTLA's signal carries 150 miles with a clear, undistorted picture at the reception points. Four iconoscope cameras and two candle light or image orthicon cameras were used in connection with the initial commercial program.

Harry R. Lubcke, who is still in charge of television for Don Lee, organized the Thomas S. Lee television system in November, 1930. The first televised image on W6XAO, transmitted through equipment Lubcke built and in many instances invented and manufactured himself, was a short motion picture film, the subject a wagon rolling across western plains.

The initial full hour program presented on the station was on Dec. 23, 1931 and the first regular program services was begun March 10, 1933. An important chapter in television history was the purchase of a Hollywood mountain, right in the heart of the city, and the construction

there of the first built-for-television studios in the world.

KFI has been granted Channel 9, with five kilowatts, visual, and two and a half kilowatts, audio. It has already made some important outlays of money to improve its three-quarter acre transmitter site atop Mt. Wilson.

KLAC has been granted Channel 13, five kilowatt, visual, and three kilowatt, audio. KLAC's sister station, KYA, San Francisco, has also a tele permit.

ABC will use Channel 7, 4.5 kilowatt, visual, 2.7 kilowatt, audio. It has a half acre site on Mt. Wilson, and is negotiating for a site for its proposed Hollywood tele station.

NBC has also been granted a permit, and plans erection of a tele studio at its present site in the heart of Hollywood. It also has a transmitter site on Mt. Wilson, and Hal Bock, veteran publicity director of NBC's Western Division, will be in charge of its video plans here.

The Times-Mirror Company, which publishes the Los Angeles "Times," will operate KPTV and has Channel 11, 19.45 kilowatt, visual, 19.15 kilowatt, audio. It has ordered a transmitter from RCA and is hopeful of delivery in October.

One month after television was authorized on the West Coast, Patrick Michael Cuning Television Productions had four shows in preparation.

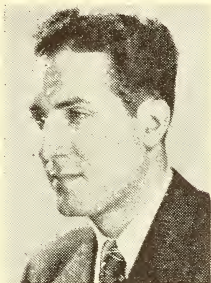
Cuning is also associated with Edgar Bergen in Bergen-Cuning Television Prods., which will concentrate on the making of 16 and 35 mm. films for television.

Telefilms, of which Don McNamara, former program director of KFI, is in charge of tele activities, is making a strong bid for national video film business. It filmed the Los Angeles open golf tournament in January for the United States Rubber Company and rushed the films East for televising over WABD, New York; WTTG, Washington, and WPTZ, Philadelphia. Telefilms is also planning to televise a fashion show for the California Apparel Creators, which would be shown in department stores as well as over tele stations, and has other important video plans.

THE TELE RECEIVER MARKET

By JIM OWENS, Staff Writer, RADIO DAILY

FEW industries have appeared on the American scene adorned with as much enthusiasm and prediction as to its economic and cultural capabilities, as did commercial television in the early months of 1946. And few industries were plagued in their early beginning



Jim Owens

with the economic ironies of a nation still in the process of a sluggish return to peacetime production, as was television. Further,—few large scale industries had a “ready” market potential of millions of dollars per year as had video manufacturers who were equipping plants during the early months of last year, albeit with the scant amount of necessary materials available and the attendant high costs of labor.

Although there were only seven to 10,000 sets in existence at the end of '45, several surveys indicated that anywhere from three to 10 million persons were waiting, money in hand, to buy receivers within the next couple of years, if not immediately. Television was growing city by city, and Charles R. Denny, Chairman of the FCC, predicted 100 stations on the air by the end of 1947.

However, the spread of the teleset market, according to industry executives, depended greatly on the spread of television networks. Only via networks, the listening audience, i.e., the buying public, would television begin to reap the tremendous profits predicted for it. Quality programs were necessary for video to attract a steady audience; and quality programs were of prohibitive expense without the aid of the advertisers' dollars.

By the end of 1946, only one phase of this two-cornered problem had begun to show signs of solution. By the end of the year, according to an official report of the Radio Manufacturers Association, 6,476 telesets had been produced and marketed. The unofficial figure, however, ac-

ording to a check of those companies actually producing sets during 1946, shows that over 10,000 receivers were turned out—the bulk of which were made available during the last six months.

The production outlook for this year, while greater beyond comparison in unit total, does not begin to approach settlement of the market problem—although it should be noted here that present distribution techniques render physical limitations somewhat less confining.

At the Television Broadcasters Association Convention in New York last Fall, manufacturers made an ambitious prediction of a million sets by the end of 1947. However, due to the continued uncertainty of economic conditions, the best estimates for production this year indicate that something over 500,000 receivers will be turned out. Companies who will combine to produce this figure, (some of which were in production last year) include: RCA, Philco, General Electric, Du Mont, Federal Telephone & Radio Corp., Westinghouse, Garod, Viewtone Television Corp., Sparks-Withington, Bendix, Stewart-Warner, Crosley, Farnsworth and Stromberg-Carlson. About half of this amount or 250,000, are expected to be produced by RCA alone.

While the demand was high last year, and is expected to continue so for an undetermined period, price of sets will be the most important factor in maintaining it, according to manufacturers. The range will probably be from \$200 to \$500 in the “popular” category, and extend to \$2500 in the “deluxe” class.

Significant is the prediction by RMA chief R. C. Cosgrove who feels that “until we turn out a good set for \$150, we won't get profitable volume.” Costs of materials and labor, however, based on last year's performance, offer little to indicate the achievement of this level during 1947.

The distribution angle is of equal importance to the actual unit output, industry experts feel, since the manner in which it is handled will greatly facilitate the early establishment of video networks. Market-wise manufacturers are apportioning sets to cities presently served, or about to be served, by television stations, rather than concentrating on areas with huge buying potentialities.

VIDEO IN BRITAIN 1946-47

By E. C. THOMSON, *British Broadcasting Corp.*

BRITISH television opened up again last June after the screens had been dead for nearly seven years. Since then the staff have made gallant and successful efforts to make up for lost leeway, and it can be truly said this Christmas that the service lags little, if at all, behind the standards of September 1939, when the BBC high definition television service had completed three years as the first of its kind in the world.

First renewal of activity began in November 1945, after the Government's acceptance of the recommendations of Lord Hankey's Television Committee that the service should be resumed where it left off. The station occupies a modernized corner of Alexandra Palace, an old amusement center in North London, 300 ft. above sea level. Among the first arrivals was the new Head of the Service, Maurice Gorham, lately in charge of the Light Program and before that Director of the A.E.F. Program. Around him gathered the new program staff—new only in the sense that they were taking up television afresh: Denis Johnston as Program Director after a long spell as radio war reporter; Cecil Madden as Program Organizer after directing the Overseas Entertainment Unit; George More O'Ferrall as Senior Play Producer after years of army service in the Far East and work with the A.E.F. Program.

And while the program staff laid their plans, the technicians, led by the Superintendent Engineer, Douglas Birkinshaw, submitted the entire transmission plant to the most thorough overhaul it had had since the pioneer days of 1936. As a result of this overall spring-clean, the apparatus, by the time the service opened, was producing better pictures, with improved detail, finer gradation and less "streaking," than in 1939.

All this time the two disused studios were being put in working order, stored equipment was being brought out again, and studio staffs were recapturing the old skill. One of the two mobile units was being overhauled piece by piece.

Zero hour was 3 p.m. on June 7th. Up to that date, activity at the television station, though never leisurely, was delib-

erate and comparatively unhurried, but everyone knew that once the plunge was taken, there could be no pause. Television, perhaps the most absorbing, is also one of the most exacting forms of entertainment; to keep the screens "alive" for at least three hours a day—and this was what the new schedule demanded—requires concentrated teamwork. Actual screentime produced in a day's "shooting" by the average film studio is less than three minutes.

At the scheduled hour the plunge was taken. Miss Jasmine Bligh, one of the original television announcers walked towards an emitron camera on the terrace in Alexandra Park and to the strains of a Television March specially composed by Eric Coates, smiled into the lens and made the first announcement. At the inaugural ceremony a few moments later in Studio A, the Postmaster-General, the Earl of Listowel, formally declared the service open, stressing that television was intended as a recreation for the many, not a luxury for the few, and expressing the hope that the service would be extended to Birmingham in the not far distant future.

Viewers then saw their first studio program, but in less than twenty hours the service was put to a supreme test. The result was a triumph. Television cameras mounted on a stand in the Mall opposite the Royal saluting base defied cloud and shower to present an open-window view of the complete Victory Parade—the arrival of Their Majesties, the long procession itself and even some of the aircraft in the Fly-past.

People who had cherished their television sets for this moment through all the miseries of air-raids and black-out were not disappointed. Some confirmed that pictures were better than in 1939; all awaited with eagerness the promise of those ever-popular features, plays, variety, "Picture-Page," demonstrations, children's features, cartoon films and the panorama of "O.B.'s" from sports grounds, theaters and dance-halls.

The promise has been kept, despite various austerity handicaps in the world of entertainment.

Outside Broadcasts continue to yield the most spectacular successes. From the Mall the mobile unit proceeded a week later to Wimbledon for the final matches for the Wightman Cup. Wimbledon is far outside the circle of co-axial cable which rings the West-End and gives direct connection between the mobile unit and Alexandra Palace.

Since then the television audience has been taken to other theaters for dress circle views of such shows as "Follow the Girls" at His Majesty's and "Sweetheart Mine" at the Victoria Palace. From time to time the old Bedford Music Hall, Camden Town, was "taken over" by the B.B.C. for an evening of televised "Variety on View," in the presence of a specially invited audience. In July the mobile unit drew up at the Open Air Theater, Regent's Park for a complete performance of "A Midsummer Night's Dream." Public ceremonies give full scope to television's unique quality of "actuality" or "immediacy," demonstrated in a most spectacular manner by the Lord Mayor's Show and most impressively by the Service of Remembrance at the Cenotaph.

Television cameras also roamed the ballroom floor at the Royal Albert Hall and

the Palais de Danse, Hammersmith. In the open air they ranged from Barnet—in the north—for amateur football, to Ascot—in the south—for the new King George VI Stakes. Ascot, twenty-nine miles from Alexandra Palace, is the most distant point from which the mobile units have operated.

The Zoo was toured and another Regent's Park fixture was the Jubilee Motor Parade. In November the second mobile unit was restored to the service.

Among studio programs, plays have come first in popularity. Casting a wide net, the producers brought in dramas, comedies, thrillers — Shakespeare and Shaw, Oscar Wilde and Edgar Wallace. Besides Shaw's "St. Joan," Ian Hay's "The Middle Watch," Eugene O'Neill's "Anna Christie" and many other established successes, demanding the utmost resource in studio accommodation, scenery and costumes, viewers saw numbers of plays specially written or arranged for television, among them J. B. Priestley's new play "The Rose and Crown," and the well-known stage and film story, "Thunder Rock."

New television personalities have emerged. Mr. Philip Harben, suave and deft, early established himself as a master of televised cookery; in the Television Garden, Mr. F. Streeter has enlivened horticulture with an engaging sense of humor. The three announcers—familiar guests in every television household—are Miss Winifred Shotter, of stage, screen and E.N.S.A. fame; Miss Gillian Webb, R.A.D.A. prizewinner, who was appointed in July on the resignation of Miss Bligh; and Mr. McDonald Hopley, former actor and S.E.A.C. radio announcer.

Cartoon and interest films were shown in abundance, but permission has not yet been obtained for televising newsreel. The B.B.C.'s own Film Unit has not, however, been inactive and among its scoops was an exclusive interview with Mr. George Bernard Shaw on his 90th birthday. The *Queen Elizabeth* trials off the west of Scotland were filmed and shown to viewers on the day the liner set off on her maiden peacetime voyage to New York. As part of a regular exchange arrangement with the National Broadcasting Company of America, films taken on board during the voyage were flown back from New York and televised a week later.



BOB EMERY

Manager, Program Dept.
Dumont Television

W A B D

Producer, "Rainbow House"
WOR - Mutual

BELL SYSTEM COAXIAL CABLES

By **L. G. WOODWARD**, *General Manager, Long Lines, A. T. & T. Co.*



L. G. Woodward

FOR many years, in the interests of economy and better service, the Bell System has devoted a large amount of research work to carrier systems of transmission, by means of which a number of communication channels can be provided over a given physical facility by the modulation of suitable carrier frequencies.

An early fruit of this work appeared in the form of a relatively narrow band carrier system for use on open wire lines, which made it possible to superpose three voice channels on the basic channel provided by one pair of open wires. Later a broader band system was developed which provided an additional complement of twelve voice channels on an open wire pair. A similar system supplied a total of twelve channels on two cable pairs. Still later came the very broad band coaxial cable system, by means of which several hundred voice channels are provided over a pair of coaxial tubes about the size of a lead pencil. This system can be arranged to transmit television signals.

Ten years ago the first inter-city coaxial cable was installed by the Bell System, between New York and Philadelphia. This cable contained but two coaxial tubes, the repeaters were spaced 10.5 miles apart, and the system was capable of transmitting a frequency band one megacycle in width. These early repeaters have since been replaced with repeaters of a later design, the spacing cut in half and the band width increased to about three megacycles. All coaxial cables now in service transmit this band of frequencies, but an increase in the diameter of tubes from about one-quarter inch to three-eighths of an inch has made it possible to lengthen out the repeater spacing from five to eight miles.

In 1940, two more short coaxial cables were installed, one between Stevens Point,

Wisconsin, and Minneapolis, and the other between Baltimore and Washington. The war then substantially halted construction and until last year only two additional cables were placed—Atlanta to Macon and Philadelphia to Baltimore—both of which were installed in 1942 but were not activated for broad band service until about a year ago.

By the end of 1945 there was a total of some 1100 miles of coaxial cable in the plant. At present there are nearly 3000 miles. Next year alone, barring material shortages, we expect to install an additional 3000 miles. By 1950 we hope to have some 12,000 route miles of coaxial cable in service. The mileage of single cable will be even greater than this figure, since on some routes there will be more than one cable. Most of this cable will contain eight tubes.

The map accompanying this article shows the cables now in place or being installed and those projected for the next few years. The southern trans-continental route to Los Angeles is expected to be completed by the end of 1947, as well as an extension to Miami. We hope also to reach Pittsburgh, Cleveland, Detroit, Chicago, St. Louis and other cities in this general area by the end of 1948 or shortly thereafter. Not shown on the map is the radio relay system now being installed between New York and Boston which at present is planned to be put into service on an experimental basis in the spring of 1947.

As has been indicated the development of broad band transmission systems, including the coaxial cable, was undertaken primarily to provide facilities for the regular communication services of the Bell System. The program ahead is controlled chiefly by the need for additional telephone circuits. From the viewpoint of network television service, it is of special interest that these telephone circuit needs are so great as to require the very large program of coaxial cable construction here outlined. By the addition of special equipment, including the necessary transmitting and receiving terminals, and by

making adjustments of greater precision than are required in the operation of coaxial systems for telephone service, coaxials can be adapted to the transmission of television programs. These measures take some time, however, so that television service is not expected to be available until a little later than the dates indicated in the preceding paragraph.

•

Thus far, two one-way television circuits operating in opposite directions between New York and Washington have been made available to television broadcasters on an experimental basis since February, 1946. We plan to add two additional one-way circuits between these points by the end of next year, and next spring it is expected that an extension of television facilities from New York to Boston will be available by means of the radio relay system mentioned previously.

Owing to the heavy demands for telephone service, it is probable that for the next two or three years there will not be enough coaxials available for television service on most of the major routes to permit exclusive use of the facilities to be assigned to individual networks. While this will require sharing of facilities, as

has been done in the case of the New York-Washington cable, such part-time use may prove to be sufficient to care for the needs of the broadcasters in the early stages of network service.

Looking to the future, the Bell System has under development a new type of repeater which, as now projected, will make it possible to transmit a band of frequencies about seven megacycles in width over coaxial systems. This entire band could be used for television or a part of the band could be assigned to television and the remainder to telephone, thus enabling the coaxial tubes to be used simultaneously for the two services. In addition to the increase in television channels obtained by this means, our present plans call for additional cables on some of the heavier routes.

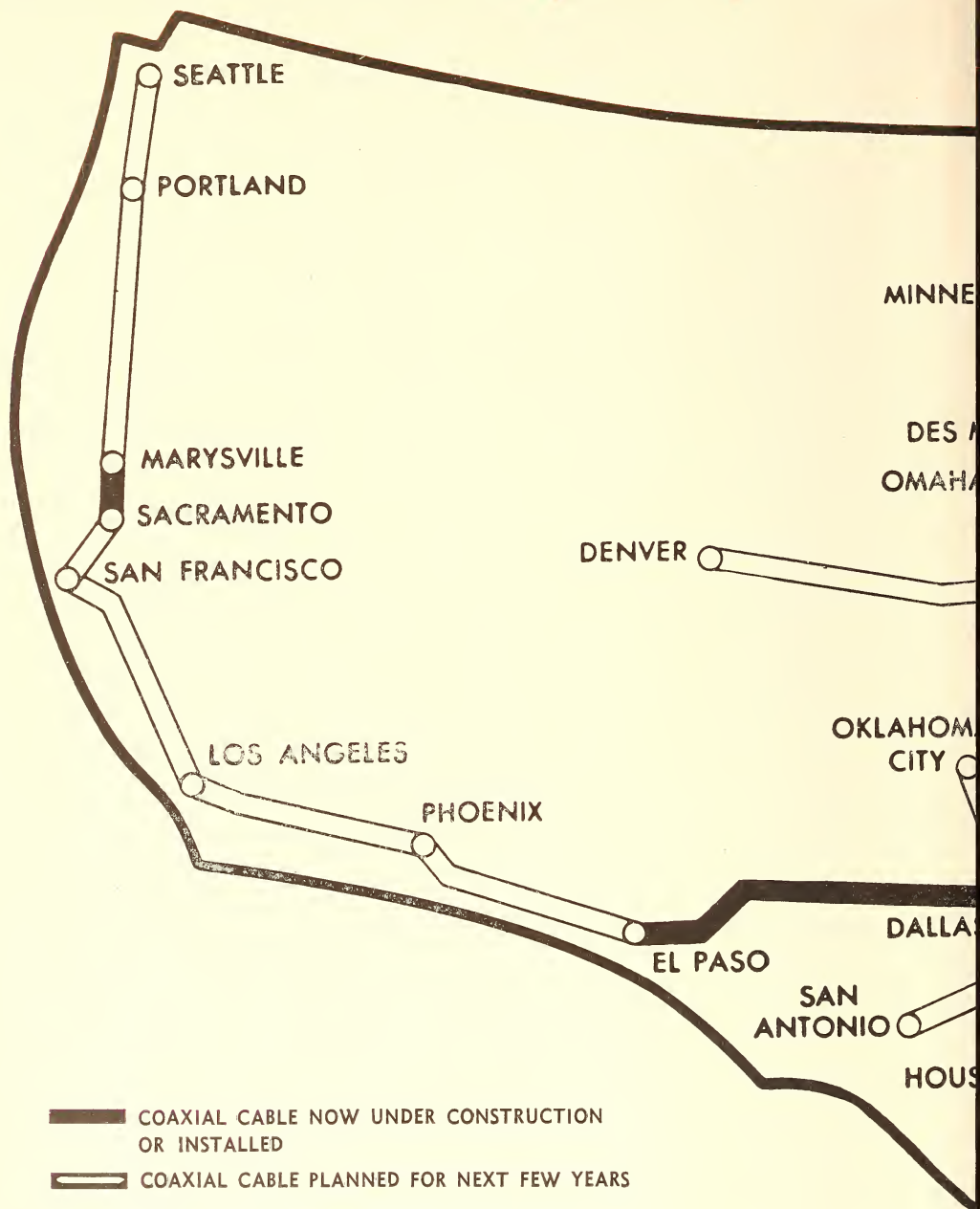
•

Further, the results of the New York-Boston radio relay trial may indicate the application of this type of transmission system to other routes. In view of all these factors, we can be confident that sharing of use of facilities for television network service will not long be necessary, assuming that the needs of the individual broadcasters are such as to require exclusive use.

For the *best* in regional news . . .

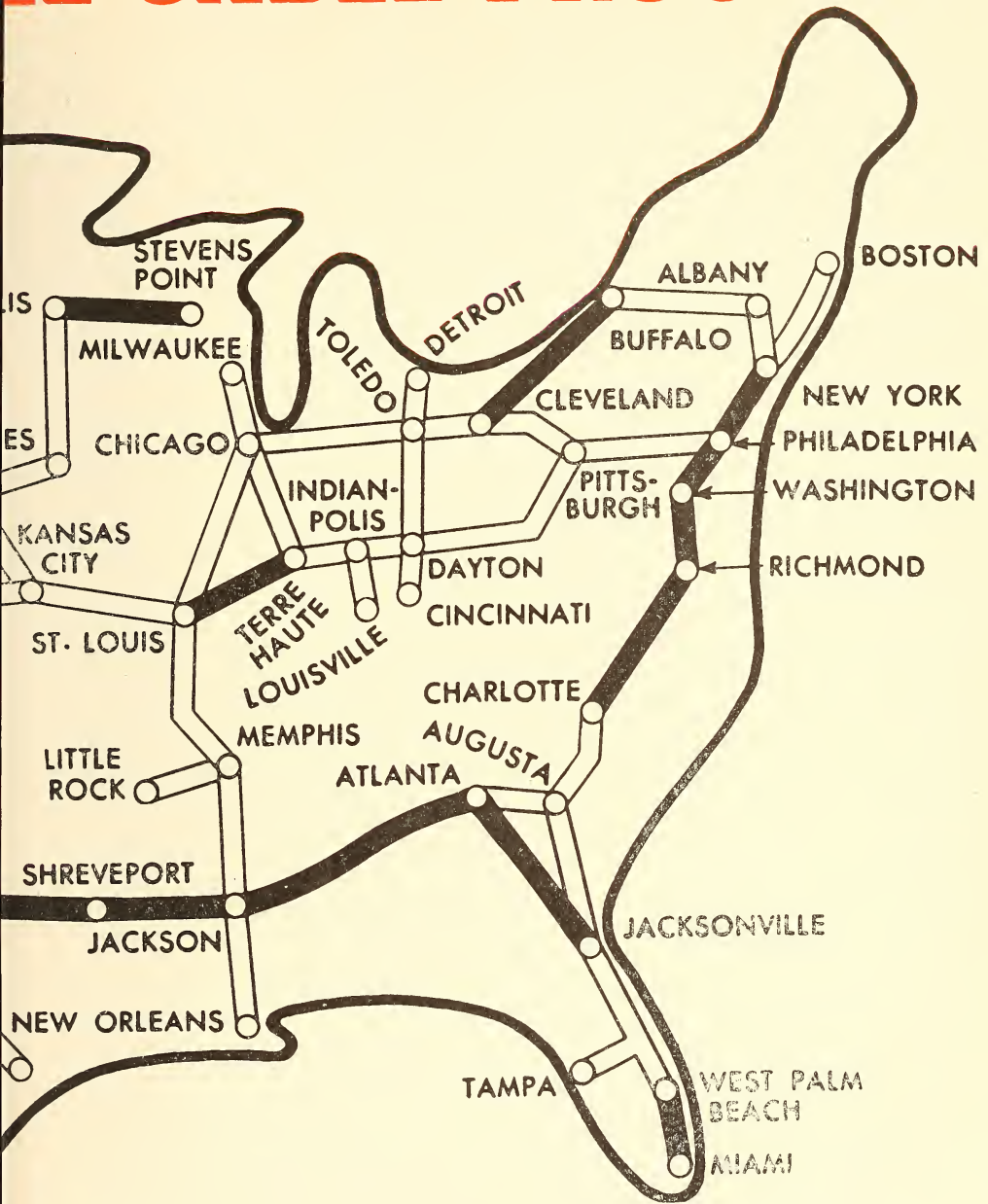
AP

BELL SYSTEM COAXIAL



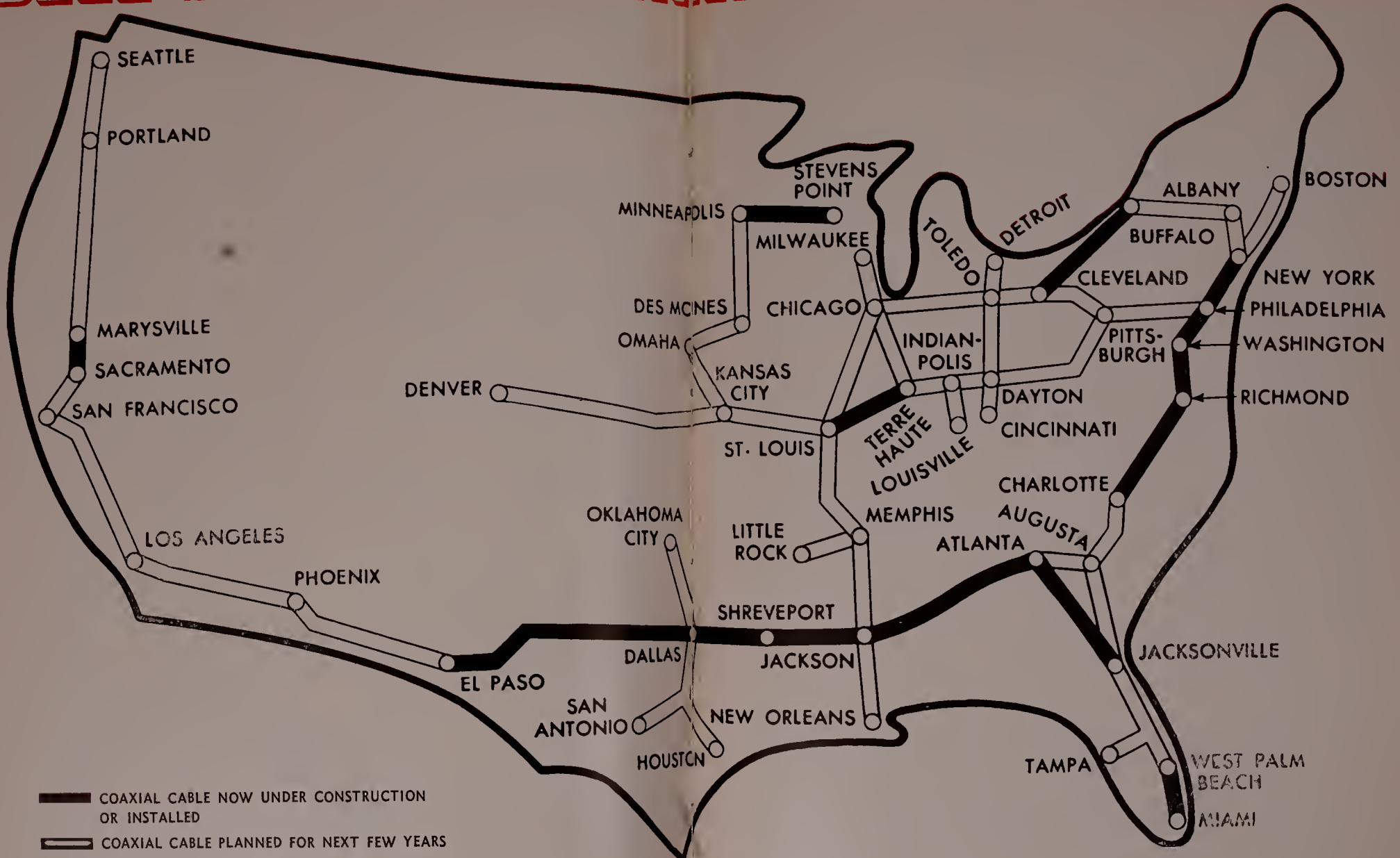
NOTE: These coaxials are being installed and equipped primarily for telephone circuits. With special additional equipment, coaxial cables can carry television programs. Such service is now in experimental operation between Washington and New York

AL CABLE PROGRAM





BELL SYSTEM COAXIAL CABLE PROGRAM



NOTE: These coaxials are being installed and equipped primarily for telephone circuits. With special additional equipment, coaxial cables can carry television programs. Such service is now in experimental operation between Washington and New York

TELEVISION TALK

A MODERN GLOSSARY

(Courtesy Caldwell-Clements, Inc.)

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current in a circuit in accordance with some signal being transmitted.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWIDTH—The number of cycles per second required to convey the information being transmitted either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from top to bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates intermittent signals used for scanning in cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen and because of a high positive voltage applied to it, causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses to the video and signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately confined along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver. is performed.

CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode. It is used for rectification (detection), that is the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends, is known as a doublet. For short waves the physical dimensions are such that self-supporting metal rods or tubes can be used.

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television tube used in the pick-up camera in the Farnsworth system.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two distinct bands of frequencies appear, due to the modulation process, one on each side of the carrier frequency.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white reproductions only, it is now considered to include processes producing half-tone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of $262\frac{1}{2}$ lines which are interlaced to form 30 complete frames per second.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line, thereupon, it is necessary to restore it to start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are successively viewed so as to simulate moving scenes.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts are usually caused by the radio signal being reflected from objects within approximately one mile of the receiver antenna.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HALFTONE—A method whereby photographs having various degrees of lights and shadows can be reproduced in ordinary printing, using a system of dots which are substantially undistinguishable to the unaided eye. However, the dots are graded as to size or density so as to produce the highlights and shadows of the pictures.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are also called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray tube developed for the purpose of picking up the scenes to be televised. It is the essential part of a studio camera.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past pickup aperture by deflection circuits.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate fields and superimposed to create one frame or complete picture.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEystone EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KINESCOPE—A name applied to the cathode ray tubes used in the television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

LUMEN—A lumen is a unit of light flux. A foot-candle is equal to the illumination that falls on a screen that is placed one foot away from a standard candlepower. One foot-candle is equal to the lumen per square foot of surface.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIGRAPH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOSTS—Ghost pictures in which the black and white areas are opposite to those of the real picture.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude.

O

ORTHICONOSCOPE—A television camera tube combining some of the features of the image dissector and Iconoscope.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies.

PEDESTAL—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A small section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RADIO CHANNEL—The "space" in the frequency spectrum allotted to each station. In present television standards the channel is 6 megacycles.

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode day beam moves back to its starting position.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth outline.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwidth requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

TELEVISION HIGHLIGHTS — 1946

(From the Files of RADIO DAILY)

JANUARY

- 2—The Pacific Telephone & Telegraph Company and subsidiaries announced that \$400,000,000 will be expended in the construction of a coaxial cable from the Colorado River to Los Angeles. Project is included in the major items of a five-year construction program by PT&T and its subsidiaries.
- 4—Leonard F. Cramer, Executive Vice-President of Allen B. Du Mont Laboratories, Inc. predicted that six out of every ten consumers will buy tele receivers in the next two years.
- 9—At a meeting of the American Television Society, M. L. Levy, chief engineer of Emerson Radio & Phonograph Co. revealed that tele manufacturers are planning to display a variety of styles of receivers to the public before the end of 1946.
- 11—Defendants in the Government's television anti-trust suit asked and were granted a 60-day extension for the filing of answers to charges of monopoly in the manufacturing and sale of television equipment. Defendants are: General Precision Equipment Corp., Paramount Pictures, Television Productions, Inc., Scophony Corp. of America, Scophony, Ltd., Earle G. Hines, Arthur Levey and Paul Raibourn.
- 14—At membership meeting of the American Television Society, Edward L. Stasheff, television director of the N. Y. City Board of Education said that television will play a major role in the field of education, and its specific value will greatly overshadow the advantages ever offered by radio.
- 14—WCBW, CBS tele outlet in N. Y., this week doubled its air time by broadcasting five nights, Monday through Friday, for a total of 12 hours.
- 21—The District Board of Zoning Adjustment approved the request of Bamberger Broadcasting Service, Inc., for erection of a 300-foot television tower, in the New York area.
- 21—Hearings on applications for the four television channels in the nation's Capital commenced before the FCC. Applicants are: The Bamberger Broadcasting Service; Allen B. Du Mont Laboratories; The National Broadcasting Company; The Capitol Broadcasting Co., owner of WWDC; The Evening Star Broadcasting Co., owner of WMAL and the Philco Corp.
- 23—A prediction of 100,000 television sets in Washington alone, by the end of 1948 was made by Joseph Katz, president of Capitol Broadcasting Co. at hearing before the FCC for four tele channels in Washington.
- 25—Dr. Peter C. Goldmark, chief engineer of CBS and Dr. Ralph V. L. Hartley of Bell Laboratories received the two top honors of the Institute of Radio Engineers at the organization's 34th annual banquet at the Hotel Astor.
- 29—Two-hundred television leaders, advertising agency executives and members of the press gathered at the Hotel Statler, Washington, D. C. for a one-day television institute.
- 30—Application for an experimental, high-frequency color tele station was filed with the FCC by the Cowles Broadcasting Co., operators of WOL. The firm believes it will be the first color video outlet slated for the capital.
- 31—Demonstration for the press of CBS high-definition television in full color, broadcast in the ultra-high frequencies got under way at the network's special studios in its home office building. Public showing, originally scheduled for last month was postponed.
- 31—FCC Chairman, Paul Porter, in determining who gets Washington's four tele channels would not recommend sharing of channels by any of the applicants.

FEBRUARY

- 1—In a talk before 300 members of the American Marketing Association at the Hotel Commodore in N. Y., J. R. Poppele, president of the Television Broadcasters Association and vice-president of the Bamberger Broadcasting Service, Inc. said that television does not threaten the existence of current advertising media, but will

operate in a realm of its own, "providing a unique form of entertainment to millions of people, and will help create new wealth for the nation."

- 1—Tele plans for coverage of the Louis-Conn fight in June were tentatively set. Plans call for airing by NBC over WNBT and for transmission via coaxial cable to Philadelphia, Washington and Schenectady. NBC's video chief, John F. Royal met with Mike Jacobs, promoter of the championship bout, presumably to set final arrangements.
- 4—The Columbia Broadcasting System staged a series of color-tele demonstrations under the direction of Dr. Peter C. Goldmark, director of engineering research and development, and Worthington Miner, manager of the web's tele department. Experts forecast the production of receivers and transmitters during the late fall of 1946 or early in 1947.
- 5—The FCC named applicants involved in video requests for 11 cities, including New York, Los Angeles and Philadelphia and reported that dates for hearings would be set later.
- 5—The British Broadcasting Corp. resumed television operations at 11 a.m. (GMT), Feb. 1, after a black-out for the last 6 years. A black cross on a white background was "flashed" from Alexandra Palace, former exhibition center. Experimental broadcasts will continue daily for two and one-half hour periods as the industry works on developing new sets.
- 6—Inauguration of the coaxial cable linking television with Washington, Philadelphia, New York and Schenectady is scheduled for Feb. 12, with a special Lincoln's Birthday program from the nation's capital. The telecast will be pooled with NBC, CBS, DuMont, Philco and General Electric participating in the broadcast.
- 14—NBC, CBS and DuMont staged a television program pickup in Washington as a sequel to the Lincoln Day demonstration of the Washington to New York coaxial cable link scheduled for Feb. 12th.
- 14—Experiments in television relay equipment installed in a blimp were conducted by General Electric and will be resumed by engineers soon.
- 15—Army-Navy announcement that plans to telecast the atom bomb test are being studied brought a cool response from FCC experts who claimed that it would "not be feasible."
- 15—Owners of DuMont tele receivers in the N. Y. area will be provided with service to convert over to the new channel frequencies recently assigned the Manhattan area.
- 15—The first RCA Victor television receivers are expected to be made available to the American public this year, with a "sight-and-sound" table model retailing for about \$200, according to an announcement made by Joseph B. Elliott, vice-president in charge of RCA Victor's Home instrument activities.
- 18—WBKB, Chicago went off the air for about two weeks in order to switch to its newly assigned channel 4 from channel 3. Plans called for return to regular schedule Mar. 18. Shutdown was the first in five-year history of the Balaban & Katz tele outlet.
- 19—CBS and Zenith Radio Corp. announced plans for two color tele stations in Chicago, to be in operation by late spring or early summer.
- 20—Expansion of its radio and television activities was indicated in the report of completion of a deal by CBS involving acquisition of some five or six apartment buildings on East 53rd Street, New York City, estimated at a total value of over \$250,000.
- 21—Raymond E. Nelson, vice-president in charge of radio and television for the Charles M. Storm Agency, Inc., opened a 15-week course in "Television Advertising and Merchandising" at the City College of New York.
- 21—The FCC granted a waiver until July 1 of Rule 3.661, to all existing commercial tele stations, which requires each television station to render not less than two hours in any given broadcast day and a minimum of 28 hours program service per week.
- 25—According to a survey conducted by the New York Herald Tribune the majority of tele equipment manufacturers are planning to concentrate production on monochrome "in the belief that color video is still too far away to be commercially practical."
- 27—The Gillette Safety Razor Company was reported to have acquired the radio and tele rights for broadcast of the Louis-Conn fight in June for the sum of \$125,000.
- 28—Acting FCC Chairman, Charles Denny stated flatly that the "public will get its money's worth from the present television band, even though video's future lies upstairs."
- 28—Three-way bids for television rights to the Louis-Conn fight involved NBC, CBS and DuMont.

MARCH

- 1—The District Commissioners approved a 350-foot tele transmitter for NBC on the grounds of the Wardman Park Hotel.

- 1—Acting FCC Chairman Charles Denny said that New York City would have to wait until other cities receive television service before hearings are held to fill its remaining channels.
- 4—All television stations throughout the U. S., with the exception of General Electric's WRGB, Schenectady, went off the air at midnight (March 1) for short periods to reconvert transmitters in accordance with new frequency allocations set down by the FCC last fall.
- 4—Frank Stanton, president of CBS revealed the findings of a "scientific study which tested the reactions of present television set owners, chosen at random from the N. Y. area after witnessing a color television broadcast." According to the study a "clear mandate" for color television was indicated.
- 5—One of the first demonstrations of television as a vehicle for presenting a sales and merchandising program to company officials was held last week by the RCA tube department, utilizing NBC's video facilities to present to top management executives of RCA Victor its plans for production, merchandising and advertising.
- 7—NBC issued a brochure outlining production procedure and establishing charges for the use of its television facilities in a direct invitation to advertising agencies and clients to actively participate in commercial video broadcasting.
- 7—First licenses to embody CBS ultra-high frequency color inventions in television receivers and studio apparatus were granted to the Westinghouse Electric Corp. Arrangements are on a patent royalty basis, extend for five years and provide for renewal.
- 7—Television's educational value was cited when the N. Y. Fire Dept. requested permission to use CBS' tele newsreel of a recent two-alarm \$100,000 fire that occurred on lower Broadway. Hailed as the "best film of actual firefighting" it will be used in training of rookies.
- 8—NBC, Bamberger and the Evening Star Broadcasting Co. were granted the Washington, D. C. television channels by the FCC.
- 11—WPTZ, Philadelphia, the Philco television station returned to the air on new Channel 3 (60-66 mc.)
- 12—NBC will return to daytime television on regularly scheduled basis with a three-times weekly program when WNBT resumes normal operations next month.
- 13—The British Broadcasting Corp. revealed its video plans at the closing session of the annual Radio Conference of the University of Oklahoma. Television was the paramount topic of the final session.
- 15—DuMont's television studio in the John Wanamaker Dept. Store in N. Y. will be officially opened on the evening of April 15, it was announced by Leonard F. Cramer, executive vice-president of Allen B. DuMont Laboratories, Inc.
- 20—George L. Moscovics, commercial manager of CBS television station WCBW, N. Y. declared at luncheon meeting of the Advertising Club that color television can be brought to the public within a year, "if the industry as a whole will get behind high-frequency color."
- 20—Television plans for coverage of the atomic bomb test in the Bikini Islands in May were announced by six major television companies; ABC; CBS (WCBW); NBC (WNBT); Balaban & Katz, Chicago (WBKB); Allen B. DuMont Laboratories (WABD) and Philco (WPTZ) Philadelphia.
- 22—Revolutionary television news coverage over long and short distances, from land, sea and air, is foreseen as one of many possibilities opened by two systems of airborne tele revealed for the first time in a joint Navy-RCA demonstration at the Naval Air Station at Anacosta, D. C. Classified by the Navy as "Block" and "Ring," the systems were developed during the war.
- 22—In the opinion of C. E. Nobles of the Westinghouse Electric Corp., Baltimore, Md., the time required for the "build-up" of cross country television network service can be reduced appreciably by acceptance of Straton, the proposed plan of broadcasting television programs from high flying planes.
- 22—Stating that he was "deeply shocked" by the FCC's decision in the Washington television grants, John Ballantyne, president of Philco Products requested that the company's application be withdrawn.
- 25—NBC sent out invitations to the special television broadcast of the opening of the UN session at Hunter College in New York City. Proceedings were picked up direct from the conference room and transmitted to receivers installed in Studio 8G in the RCA Building. Ben Grauer, NBC announcer handled the program from Hunter College.
- 26—Gimbel Bros., Philadelphia signed for a series of tele programs. It was the first department store in that city to sign and recently staged an intra-store tele demonstration with RCA.

- 26—The historic opening session of the United Nations Security Council in New York City's Hunter College was broadcast live on NBC television and filmed by ABC and CBS for airing on special programs.
- 29—First tele films of the UN Security Council opening at Hunter College in Philadelphia on WPTZ, the Philco video station, under the supervision of Paul Mowrey, manager of ABC's television department.
- 29—Television broadcasters mulled over the CPA's freeze on construction throughout the country. If the order is maintained it would mean that construction of some 1000 FM, AM and tele stations would be halted indefinitely.
- 5—NBC expects to have its Los Angeles television station in operation in the fall of 1947. A site has been acquired on Occidental Peak which is northwest of Mt. Wilson with an altitude of more than 5,800 feet.
- 9—A survey conducted by RADIO DAILY revealed that the television receiver outlook is brighter than at any time since the end of the war, with the first sets, mostly low-cost black-and-white models, scheduled to be on the market within a few months.
- 10—Possibility of utilizing a single antenna array for radiation of television video and sound as well as an FM broadcast carrier will be investigated by RCA under special authority granted by the FCC. Under the temporary grant, RCA will operate experimental tele station W3XEP simultaneously with a frequency modulation transmitter of the corporation.

APRIL

- 1—Members of the FCC were invited to attend a demonstration of color television at the N. Y. studios. Commission was shown color film and slides as contrasted to black-and-white video and learned first hand from Dr. Peter Goldmark strides made in the color field.
- 1—The FC accepted the request of Philco to withdraw from the Washington television field and at the same time issued a final order granting to fourth Washington tele channel to Allen B. DuMont Laboratories.
- 2—Eighteen members of the FCC, including acting-chairman Charles Denny, made a television inspection trip to Princeton, N. J. and N. Y. for the purpose of viewing developments in black-and-white and color television conducted by RCA and CBS.
- 3—Over a hundred "top executives of major advertisers and advertising agencies" have gone on record in favor of CBS color tele as opposed to black-and-white, Frank Stanton, CBS prexy, told members of the FCC at a color demonstration in N. Y.
- 3—A new idea in tuning mechanism for tele receivers was demonstrated by the Allen B. DuMont Laboratories at a joint meeting of the IRE and the Radio Club of America at the Engineers Club in N. Y., which will be standard equipment in all new DuMont tele sets.
- 4—There is "insufficient information" available to give an "okay" to color television, the FCC said in its annual report submitted to Congress.
- 11—Advertising agencies are very much aware of the possibilities of television as a new and powerful medium and are watching very closely its development into a major industry, Thomas D'A. Brophy, president of Kenyon & Eckhardt, Inc. said as the annual AAAA meeting got underway at the Waldorf-Astoria Hotel in N. Y.
- 11—Ira A. Hirschmann has acquired ownership of Metropolitan Television, Inc., including FM station WABF and experimental television station W2XMT. Hirschmann explained that the transaction is subject to approval of the FCC.
- 15—Opening of the DuMont television studios in the John Wanamaker New York store marked the establishment of the nation's first permanent commercial tele network. The network will link the DuMont stations in N. Y. and Washington, D. C.
- 17—Approval of the KDKA tele transmitter site near the University of Pittsburgh stadium by the city zoning board was announced.
- 19—Declaring that the United Nations is "not an employer" and that the question of the use of television cameras to take motion pictures for televising is purely one of American nature, involving labor union jurisdiction, Frank M. Begley, Security Officer for the UN informed CBS by letter that until the matter is decided in Washington, such cameras will not be used at the UN sessions at Hunter College, N. Y.
- 22—DuMont completed its first week of operations in the new Wanamaker studios over

the weekend, as hundreds of department store customers and visitors were provided their first experience of watching television in rehearsal and on the air.

22—General Electric announced that G.E. tele receivers in the N. Y. area may be converted to the newly-assigned frequencies for \$15 per set.

22—Tele history was made in Chicago when the opening game between the Chicago Cubs and the St. Louis Cardinals was televised by WBKB, the Balaban & Katz station, via a specially designed remote mobile unit pick-up.

23—NBC started work on a new television-FM antenna atop the Empire State Building in New York City. The new tower will be 61 feet in height, replacing the old structure, which was 35 feet. Erection of the tower will take from 10 days to 2 weeks.

25—Purchase of Navy Department's modern electron and television tube manufacturing plant at Lancaster, Pa. by the RCA Victor division of the Radio Corp. of America, was announced by Frank M. Folsom, RCA executive vice-president in charge of the division. The purchase price was \$4,362,500.

29—WCAU, CBS affiliate, Philadelphia has petitioned FCC for authority to withdraw its application for monochrome video station in favor of a new application for color. WCAU plans to demonstrate CBS color video in Philadelphia, using the coaxial cable to pipe telecasts from N. Y.

30—ABC received approval from the U. S. Forest Service for its new television-FM station site on the summit of Mt. Wilson, Calif.

MAY

1—The Second Annual Radio and Business Conference sponsored by the City College School of Business got under way at the Hotel McAlpin. Discussions on television assumed an important spot on the agenda.

1—Television broadcast rights to the Louis-Conn fight at the Yankee Stadium, N. Y. and a deal whereby National Broadcasting Co. will also have exclusive tele rights to all Twentieth Century Sporting Club fight promotions for the year ending June 1, 1947 was announced jointly by John Royal, NBC vice-president in charge of television and Mike Jacobs, president of the Twentieth Century Sporting Club.

2—CBS completed plans for filming of the Kentucky Derby for airing on television over

WCBW. Bristol-Myers Co., in its debut in commercial video, will sponsor the films for Vitalis. Occasion will also mark the first time the historic turf classic will be filmed, especially for television.

2—NBC television resumed operation with a one hour show titled "Radio City Matinee," aired on the new channel 4 from 1 to 2 p.m.

7—Du Mont staged a dealer-showing of its first line of post-war telesets prior to a two-day public display at the company's television studio offices in New York City. Seven new video models were shown, six complete with FM, AM and phonograph and one smaller model which includes only AM radio.

8—At the 27th annual meeting of the board of directors of RCA David Sarnoff, president, outlined the company's policy on television, its prospects, as well as those other warborn patents and equipment RCA will handle in the future.

8—Allen B. DuMont Laboratories, Inc., gave a press and trade showing in N. Y. of their new line of "telesets." Models displayed ranged in price from \$600 to \$2,400 with four models priced at \$1,500 each.

9—First department store experimentation with regular television programming for the merchandising of their stocks came with Wanamaker's N. Y., using WABD, Du Mont station, for a half-hour program built around a sales pitch on pianos. Program was termed as "purely experimental."

15—The American-built Moscow Television Center, closed during the war, has resumed its operation.

15—FCC Commissioner E. K. Jett submitted informally a "startling" proposal for new color television standards to an industry committee studying the subject.

20—Nine video outlets from the Atlantic to Pacific were approved by the FCC without hearing. Seventy-nine applications are still on file.

20—Gracie Fields, British comedienne, will concentrate on television upon her return to work.

21—The FCC "denied" the petition of Allen B. DuMont Lab. that its connection with Paramount Pictures be dropped as an issue from the Los Angeles television hearing.

22—The CAA favors construction of tele towers in cities rather than in the open country, a sub-committee of the House District Committee was told by a CAA official.

- 23—Dr. Donald Horton, manager of the CBS Television Audience Research Institute, addressing an AMA convention in Boston said the advent of color will bring to the existing television picture "additional life and meaning" and will "make it possible to create an economically significant audience."
- 24—The American Broadcasting Co. authorized the expenditure of \$1,500,000 for the acquisition of a site for the building of a television station in Los Angeles.
- 24—WNBT and WCBW telecast crowds at the Pennsylvania and Grand Central Stations tied up by the nation-wide railroad strike.

JUNE

- 4—Strong competition got underway for the four remaining television channels in the New York City area as hearing opened before the FCC.
- 4—Paul Mowrey, head of tele operations for ABC, announced the appointment of Leroy G. Phelps, veteran cameraman, as the television pool motion picture cinematographer to film the atomic bomb test off Bikini Atoll in July.
- 4—Sale of the new DuMont television receiving sets are expected to exceed \$7,000,000 by the end of 1946, and more than \$2,000,000 are on order by authorized dealers in the New York Area, following the first public showing, S. Levaux, sales manager, announced.
- 5—ABC President, Mark Woods, told FCC that his net planned to "plough" more than \$10,000,000 into the development of tele within the next three years.
- 5—NBC having exclusive television rights to the Louis-Conn fight, granted permission to the DuMont station in Washington and the Philco outlet in Philadelphia to carry this event. In New York, fight was televised over WNBT, NBC station.
- 10—A viewing audience of 300,000 was estimated by BBC for the re-opening of television transmissions following a war-caused shutdown since September 1939. Estimate showed that 15,000 receivers in Greater London picked up the program, compared to the pre-war figure of 23,000.
- 11—The National Labor Relations Board rejected an appeal made by the IATSE to have tele directors, assistant directors, assistant casting directors, floor managers, visualizers, animators, film cutters and supervisors of operations and studio attendants included in a single bargaining unit. The NLRB directed that television directors and assistant directors be combined into a separate collective bargaining election at the CBS tele studios.
- 12—A new micro-wave television relay transmitter, which generates less radio power than that required to operate a pencil flashlight, has been developed for field pickups and is now being used successfully by NBC. The new transmitter will be used at the Louis-Conn championship fight.
- 12—Public interest in television, normally referred to by set manufacturers and broadcasters as "tremendous" since the end of the war, has sharply soared to its highest peak because of the Louis-Conn fight.
- 12—CBS announced it had issued licenses to Bendix Radio Division, Bendix Aviation Corp., to manufacture color tele receivers for home use as well as transmitter equipment based on CBS' ultra high frequency color television invention.
- 12—The FCC granted a construction permit to the Allen B. DuMont Laboratories, Inc., for a 5 kw. television station in Washington, D. C. Request will be made for use of call letters WTTG.
- 27—Electronic manufacturers predicted that enough television transmitters will be available to broadcast customers by the end of this year to provide for their immediate demands at least.

JULY

- 1—The FCC cancelled the San Francisco television hearing. With only six applicants left, the Commission indicated grants for the city's six channels would be made without a hearing.
- 1—Rivalry sprung up between newsreel and television interests for the first showings of "Operation Crossroads." A Navy directive stated that films would be flown to the Anacostia Naval station for processing and distribution to both newsreel and television interests the same date and hour.
- 15—Cooperation between CBS and ABC resulted in a television seminar for returning veterans which provides an eight-week course covering all phases of the new art by both lectures and field work. Seminar is

under the direction of Worthington Miner, director of CBS Television.

19—Edgar Bergen and Patrick Cunning launched their joint television production enterprise in Los Angeles. Cunning is directing the production in which Bergen appears with new television characters. A new teleminiature technique is being used and also a new type of television camera.

30—Gimble Brothers' first six video programs over WPTZ, Philco tele station Philadelphia has resulted in an average sales return for the department store of about 2 per cent a week, it was announced by Ernest B. Loveman, television broadcasting head of Philco Corp.

31—A group of N. Y. television technicians have formed a company to manufacture a kit television set which is expected to sell for around \$100.

AUGUST

1—Announcers on the NBC television station, WNBT, have put emphasis on "first time on any screen" in announcing television motion pictures of the second Bikini atom bomb blast and the Peace Conference films. This is the first open indication of rivalry between television and newsreels for credits on special coverage.

2—John R. Davis, Ford Company vice-president in charge of sales and advertising announced Ford's sponsorship of television events at Madison Square Garden in N. Y. over WCBW, CBS television station.

2—RCA will bring a demonstration of television to the Iowa State Fair, August 23-30. Station KRNT is building complete studio and control facilities to house the RCA equipment in the tent headquarters of International Harvester, Des Moines, Iowa.

13—Gillette's "Cavalcade of Sports," is interested in televising the coming World Series and will bring the matter before baseball's commissioner, A. B. "Happy" Chandler. Both CBS and NBC are set to go with video operations for the series.

13—General Electric's television station, WRGB will begin regular relay experimental telecasting on Aug. 19, picking up NBC programs from N. Y. 5 days a week.

21—The Goodyear Tire & Rubber Co. will make its debut as a television client this fall with the sponsorship of the Army football games, starting Sept. 21.

26—Barney Balaban, president of Paramount Pictures, Inc. stated that "Canada can have television as soon as the U. S. if CBC gives us the green light."

30—The television exhibit at the Iowa State Fair, sponsored jointly by RCA-Victor, KRNT and ABC is credited with being the greatest box office attraction in the history of the Fair. The Fair hit an all-time attendance for any single day when 85,000 people attended. It was reported that 80 per cent of all questions were "where's the television show?"

SEPTEMBER

3—First signs of a conflict involving telecasters and sports magnates were bared when it was learned that WCBW, CBS television station, had moved into Yankee Stadium for operation and that WNBT, NBC video outlet, apparently had moved out.

9—Plans for a Chicago Television Exposition next Spring are being formulated by the newly organized television broadcasters organization in Chicago. Capt. William Eddy, USNR, director of the B & K tele station, WBKB, was elected chairman of the new group at a meeting at the Union League Club. W. E. Guy, Graybar Electric district manager, presided.

11—Ford Motor Co. signed a contract with WABD, DuMont television outlet in N. Y. to telecast all home games of the Yankee professional football club of N. Y. at the Yankee Stadium. Complete 1946-47 schedules of the game will be televised. DuMont will use three new image orthicon cameras at the first Yankee game and thereafter will be equipped with five such fast pickup outfits.

17—The Don Lee Television System, granted a license last week by the FCC to do research in color video, has inaugurated a special three-year research project, it was announced in Hollywood by Harry R. Lubcke, Don Lee tele chief.

17—Television Productions, Inc., Paramount video subsidiary, withdrew its applications for 16 high frequency relay stations which had been planned.

20—Use of a movie trailer to herald a forthcoming production was seen for the first time on tele in N. Y. when WNBT presented a musical-pictorial sendoff for Columbia Pictures new Al Jolson production titled, "The Jolson Story."

30—In a petition filed with the FCC in Washington, CBS asked the Commission to adopt

standards for and to authorize commercial operation of color tele stations in the ultra high frequencies. The petition asks for a hearing at which CBS officials and others may testify on the proposals.

OCTOBER

- 8—In cooperation with the N. Y. City Board of Education, CBS television station WCBW, announced plans for a new video educational series.
- 8—International video coverage by the use of films was given further impetus with the announcement that NBC had concluded a deal with BBC for an exchange of newsreels. First film exchange is expected to be coverage of the Queen Elizabeth's inaugural voyage from Southampton to N. Y. on Oct. 16.
- 8—First use of the coaxial cable which serves as a television link between N. Y. and Washington will be made by Baltimore on next Saturday when NBC television picks up the Navy-Duke football game from the Baltimore Municipal Stadium. The Baltimore pickup will be another step in the development of an east coast tele network.
- 9—Advance reservations for the TBA conference which opens tomorrow at the Waldorf-Astoria Hotel in N. Y. passed the 600 mark and indications are that it will probably attract more than 1500 broadcasters, agency executives, producers and advertisers.
- 10—The Columbia network's drive to put color television on a commercial basis was stepped up when the FCC ordered a hearing before the full Commission beginning Dec. 9. The network has petitioned the Commission to authorize operation of commercial video stations in the band 480 to 920 megacycles.
- 10—The opening of the AF of L convention in Chicago was filmed especially for television. Films were presented over WBKB, Balaban-Katz television station in Chicago. The event marked the first time proceedings of the AF of L were televised.
- 10—In the twelve weeks period ending August 2, 31,919 day guests toured the Du Mont John Wanamaker Studios. No count was made of evening guests.
- 11—Paul Raibourn, v.p. of Paramount Pictures, Inc. and chairman of the TBA awards committee presented the 1946 TBA Awards of Merit.
- 14—Entire October production of 1000 Viewtone television receivers will go to dealers who have proved they can properly install video sets. Production of Viewtone tele sets has been increased by concentrating on one model.

15—NBC Television Dept. took motion pictures of President Truman when he made his meat and stabilization speech in Washington and flew the films to N. Y. Pictures were televised the following evening over WNBT.

- 15—First permanent use of television by major hotels in New York City will get under way this winter with the announcement by the Hotel New Yorker that six of its larger rooms will be equipped for service about Nov. 1.
- 18—RCA is busily installing 20 receiving sets in various points of vantage in the Palmer House, Chicago, to take care of the overflow from the convention hall at the forthcoming NAB Convention.
- 22—Detroit had what is believed to be its first actual television broadcast this week as one of the highlights of the 10-day Post-War Products Exhibition, which opened at Convention Hall. Television program was arranged by WWJ and the Allen B. DuMont Laboratories.
- 24—President Truman, in his welcome address to the United Nations yesterday was televised by NBC's station WNBT with a battery of cameras spotted through the General Assembly hall and other points.
- 31—An all electronic-color television system was demonstrated publicly for the first time in history at the RCA Laboratories in Princeton, N. J. before a group of 70 newspaper and technical men. Demonstration was for the purpose of proving that the new development in radio science was flickerless and practical without the use of rotating disks or any other moving parts.

NOVEMBER

- 7—Nearly one and one-quarter million dollars—estimated figure—worth of RCA Victor television receivers have been sold to consumers in New York City alone since the sets went on sale in five cities Nov. 4.
- 8—The Brooklyn Dodgers and CBS have concluded an agreement giving CBS the first exclusive, long term television rights to a major league team schedule.
- 11—A new coin-operated television receiver, which will be made available to the public at no cost for use in the home, was demonstrated last week for the first time by Trado, Inc., of Asbury Park, N. J.
- 15—ABC stepped up its television air time to nine and one-half hours this week, the heaviest video schedule in the company's history, Paul Mowrey, web tele director announced.

- 18—The first issuance of a rate card by WCBS-TV last Friday, revealed the variance in rates among New York's three television stations and pointed up the increasing competition among telecasters to lure sponsors into the new medium. All N. Y. telecasters, as well as the industry in general, have entirely separate rate policies and there is little basis for comparison.
- 19—Florida residents will get their first large-scale glimpse of television during the week of Nov. 25 with the opening of Miami's 50th Anniversary Exposition. Mammoth celebration, expected to attract a half million visitors will highlight a television exhibit under the joint auspices of WGBS and DuMont, N. Y.
- 26—United States listeners own a total of about 7000 television sets, according to figures compiled by the FCC.

DECEMBER

- 2—The J. L. Baird Co., London, will demonstrate not only color television, but three-dimensional color television in January, it was confirmed over the week-end. The Baird Co. is installing large-screen television in houses of the Capitol and Provincial New Theaters, Ltd., next year. Circuit comprises 14 theaters, six of which are newsreel houses.
- 5—Du Mont has been granted exclusive rights to televise the home games of the N. Y. Yankees Baseball Club in addition to the home games of the Football Yankees, it was announced jointly yesterday by Larry MacPhail, president of the baseball club; Daniel R. Topping, president of the Football Yankees, and Leonard F. Cramer, executive vice-president of Du Mont.
- 5—Bendix Radio Div. of Bendix Aviation Corp., displaying their first commercial model of color television receiver, got off to a bad start in a demonstration staged at their executive offices.
- 6—The use of Government motion pictures for television programs is seen as a definite possibility. Government agencies have been contacted by representatives of N. Y. television stations for the purpose of determining if Federal-made motion pictures can be used on their video programs. Also being studied is the feasibility of producing Government films with possible television use in mind.
- 6—The new charter for the British Broadcasting Corp. empowers it to produce motion pictures, but with the provision that such BBC-made films shall only be used for television.
- 9—Cuban citizens got their first look at television during a 13 day demonstration which opened last week under the auspices of the Compania Importadora de Lubricantes, which is installing a video station in Havana equipped by Dumont. Station is expected to be in operation within six months.
- 9—With color television versus black-and-white as the issue, leaders of the electronic industry gathered before the FCC in Washington today for a showdown verbal battle on whether or not video should proceed on the present black-and-white standards or give way to the immediate commercial development of color.
- 13—Television cameramen gave an example of spot news coverage yesterday when ABC and CBS technicians visited the scene of the tenement house explosion in New York City, made action shots and prepared them for showing last night. The television cover of the explosion was sponsored, on ABC tele, by U. S. Rubber Co.
- 16—RCA expects to produce a total of 160,000 black-and-white television receivers retailing at approximately \$65,000,000 next year, the FCC was told.
- 17—Twenty-five staff members of the FCC headed by Commissioners Paul A. Walker, Clifford J. Durr, Ewell K. Jett and Rosel H. Hyde journeyed from Washington to New York yesterday for a tour of television as a sequel to last week's hearing on CBS' application for a commercial color license.
- 23—The opening session of Congress will be televised for the first time in history on January 3rd in a co-operative broadcast by NBC, CBS and DuMont, it was announced over the weekend.
- 23—The FCC on Friday announced the granting of six commercials television applications for Los Angeles, with decision on the Don Lee network's application for the seventh channel in the area reserved.
- 24—The FCC announced yesterday that it has ordered a resumption of its color television hearing for the week beginning Jan. 27.
- 30—Plans for a new radio and television center in Boston, Mass. are included in a year-end report by Westinghouse Radio Stations, Inc., made public by Station Manager J. B. Conley.
- 31—Television covered the arrival of the New Year and the gaiety attached thereto in New York, Washington and Philadelphia as video stations aired programs in these cities up to and including the hours of midnight

Commercial Television Programs—1946

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1946. Listing is alphabetically by program title, and giving the sponsor, product, type of program, station and advertising agency handling the account. Abbreviations: L, Live Talent; F, Film.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
All Eyes on Gimbels	Gimbel Brothers Dept. Store Midse.		WPTZ	Direct
American Legion Film	American Legion	Film	WABD	ABC
Army Football Games	Goodyear Tire & Rubber Co. Institutional	Sports (L)	WN3T	N. W. Ayer & Son
Army-Navy Football Game	Gillette Safety Razor Co. Razor Blades	Sports (L)	WNBT	Maxon, Inc.
Basketball, University of Pennsylvania	Atlantic Refining Co.	Sports (L)	WPTZ	N. W. Ayer & Son
Bathing Time For Baby	Johnson & Johnson	Cartoon (F)	WBKB	Direct
Boxing from Madison Square Garden & St. Nicholas Arena	Gillette Safety Razor Co. Razor Blades	Sports (L)	WNBT	Maxon, Inc.
Carving Beauty into Plastics	Rohn & Haas Plexiglass		WABD	Wanamakers
Cavalcade of Sports	Goodall Fabrics			
Chime Time	Gillette Safety Razor Co. Razor Blades	Sports (L)	WPTZ	Maxon, Inc.
Christmas Eve At Grace Church	A. E. Rittenhouse Co., Inc. Chimes		WABD	Donovan & Thomas
	U. S. Rubber Co. Tires	Religious (L)	WABD	Campbell-Ewald Co.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Doll House, The	Wanamaker Doll Dept. Dolls		WABD	Wanamakers
Don McNeill's Dinner Club	Marshall Field & Co. Dept. Store Mdse.	Variety (L)	WBKB	Foote, Cone & Belding
DuMont Telesets	DuMont Labs. Television Sets		WABD	Buchanan
Easter Parade	Esmond Mills, Inc. Bunny Blankets	Film	WABD	ABC
Educational Films	Ford Motor Co. Automobiles	Educational (F)	WNBT	J. Walter Thompson
Elks Parade	B.P.O.E.	Film	WABD	ABC
Esso Reporter	Standard Oil Co. of N. J. Esso	News (F)	WNBT	Young & Rubicam
Esso Television Reporter	Standard Oil Co. of N. J.	News (F)	WPTZ	Marschalk & Pratt
Evening of Music	Columbia Records Records	Musical (L)	WABD	Wanamakers
Face To Face	Standard Brands Chase & Sanborn	Quiz (L)	WNBT	J. Walter Thompson
Fair & Warmer	Westinghouse Electric Comforter	Commercial Skit (L)	WABD	McCann-Erickson
Famous Jury Trials	Chevrolet Cars	Dramatic (L)	WABD	ABC
Fit For A King	Alexander's Dept. Store Dept. Store Mdse.	Commercial (L)	WABD	Campbell-Ewald
Fitzgeralds, The	Goodyear Tires	Interview (L)	WABD	ABC
Football Games, Washington	Ford Motor Co., Cars	Sports (L)	WABD	N. W. Ayer
Football Games, Yankee Stadium	Ford Motor Co., Cars	Sports (L)	WABD	J. Walter Thompson
Football, Sports at Madison Square Garden (except boxing)	Ford Motor Co. Automobiles	Sports (L)	WCBS-TV	J. Walter Thompson
Football, University of Pennsylvania	Atlantic Refining Co.	Sports (L)	WPTZ	N. W. Ayer & Son

Golden Jubilee	U. S. Rubber Co.	(L)	WABD	
Here's How	Colgate Palmolive-Peet Co. Super Suds		WABD	William Esty
Here's Morgan	Adler Shoes		WABD	ABC
Hockey From Philadelphia Arena	ABC	Sports (L)	WPTZ	None
Hockey Games	General Mills	Sports (L)	WBKB	Knox Reeves
Hockey Games	Henry C. Lytton & Sons	Sports (L)	W3KB	Ruthrauff & Ryan
Home Is What You Make It	Karastan Rugs	Film	WABD	Roy S. Durstine
Hour Glass	Standard Brands Chase & Sanborn	Variety (L)	WNBT	J. Walter Thompson
House of Another Color	Basic Home Furnishings	Color Harmony (L)	WABD	Wanamakers
I Love To Eat	Bardeen Co.	Cookery (L)	WNBT	Young & Rubicam
Jewel Case, The	Coro Jewels	Musical (L)	WABD	Wanamakers
King's Party Line	Bristol-Myers Co. Ipana, Vitalis	Audience Participation (L)	WCBS-TV	Doherty, Clifford & Shenfield
Koroseal Program, The	B. F. Goodrich Co. Koroseal Barrett Textiles Textiles		WABD	Wanamakers

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Ladies Be Seated	B. T. Babbitt, Inc. Babbitt's Cleanser	Audience Participation (L)	WA3D	Duane Jones
Let's Celebrate	Borden Co.	Audience Participation (L)	WNBT	Young & Rubicam
Let's Dance	Chevrolet	Dancing Instruction (L)	WABD	Campbell-Ewald
Let's Have Fun	Mueller Prod.		WABD	Duane Jones
Let's Have Fun	Goldblatt Brothers		WBKB	Direct
"Live" Time Spot	Elgin Watch Co. Watches	Time Signal (L)	W3K3	J. Walter Thompson
M				
Macy's Thanksgiving Day Parade	R. H. Macy & Co. Institutional	Special Event (L)	WNBT	Direct
Make Way For Music	Columbia Records Records	Musical (L)	WABD	Wanamakers
Magic Carpet, The	Alexander-Smith Carpet Co. Carpets	Children's Travlogue (L & F) Commercial Skit	WABD WABD	Anderson-Davis, Platte Wanamakers
Marriage ala Mode	Interchemical Corp. Hoover Vacuum, Renuzit		WABD	ABC
Master Hands	Chevrolet Cars	Variety (F)	WPTZ	Benjamin Eshelman
Matinee For Youth	Sears, Roebuck & Co. Mail Order Mdse.	Fashion Show (L)	WABD WABD	Wanamakers Wanamakers
McCalls Fashions	McCall Corp.		WABD	ABC
McCracken Comes Through	Ecko Products	Film Commercial Demonstration (L)	WABD WABD	Wanamakers
Minneapolis Aquatennial Mrs. Fixit	U. S. Rubber Co. Corning Glass Co. Wearaver Aluminum, Pyrex Glass	Special Event (L)	WPTZ	Benjamin Eshelman
Mummers Parade, The	Sears, Roebuck & Co. Mail Order Mdse.	Musical (L)	WABD	Wanamakers
Music For Christmas Night			WABD	Wanamakers
Musical Map			WABD	Wanamakers

N

National Air Races
 New Year's Eve at the
 Stork Club
 Northwestern Football
 Games
 U. S. Rubber Co.
 Tires
 Ford Motor Co.
 Automobiles
 Film
 Remote (L)
 Sports (L)
 WABD
 WABD
 WBKB
 ABC
 Campbell-Ewald Co.
 J. Walter Thompson

P

Piano & Organ Musicale
 Play the Game
 Pulitzer Show
 J. W. Paid Music Dept.,
 Barrett Textile Co.
 Alexander's Dept. Store
 Dept. Store Mdse.
 Ben Pulitzer Creations
 Tires
 Musical (L)
 Charades, Audience
 Participation (L)
 Variety (L)
 Wanamakers
 ABC
 Loewi-Gamble
 WABD
 WABD
 WABD

R

Road to Romance
 Chevrolet
 Cars
 WABD
 Campbell-Ewald Co.

S

Science Looks Forward
 Scientific Film
 Serving Thru Science
 Sidewalk Tele Talks
 Slip Cover Magic
 Stump The Authors
 U. S. Rubber Co.
 Tires
 U. S. Rubber Co.
 Tires
 U. S. Rubber Co.
 Tires
 Cutter Gravats
 Tires
 Woman's Home Companion,
 Cort China Alexander Dolls,
 Socony Tavern Dinner Candles,
 Asello Candles
 Television Associates
 Institutional
 Science, Educational (L)
 Science, Educational (L)
 Science, Educational (L)
 Educational (F)
 Slipcover Making (L)
 Educational (L)
 WABD
 WABD
 WABD
 WBKB
 WABD
 WBKB
 WABD
 WBKB
 Campbell-Ewald Co.
 Campbell-Ewald Co.
 Campbell-Ewald Co.
 Direct
 Wanamakers
 Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Tam O'Shanter Golf Tournament	U. S. Rubber Co.	Film	WABD	ABC
Tele Chats	The Fair Store Dept. Store Mdse.	Educational (F)	WBKB	Direct
Telequizcalls	Commonwealth Edison Institutional	Quiz (L)	WBKB	Direct
Tele-Varieties	Bristol-Myers Trushay, Vitais	Variety (L)	WPTZ	Young & Rubicam
Tele-Varieties	Bristol-Myers Trushay, Minit-Rub	Variety (L)	WNBT	Young & Rubicam
Television News	Gulf Oil Co. Gasoline	News (L)	WCBS-TV	Young & Rubicam
Television Quarterback	U. S. Rubber Co. Institutional	Sports (L)	WNBT	Campbell-Ewald
Tenement House Fire	U. S. Rubber Co.	Spot News	WABD	ABC
Textron Telequiz	Textron, Inc.		WABD	Wanamakers
This Will Put You To Sleep	North Star Blankets Blankets	Commercial Skit (L)	WABD	Wanamakers
Time Signals	Gruen Watch Co. Watches	Time Signal (L)	WCBS-TV	McCann-Erickson
Time Signals	Bulova Watch Co. Watches	Time Signal (L)	WCBS-TV	Biow Co.
Time Signals	Elgin Watch Co. Watches	Time Signal (L)	WCBS-TV	J. Walter Thompson
Time Signals	Waltham Watch Co. Watches	Time Signal (L)	WNBT	N. W. Ayer & Son
Time Signals	Elgin National Watch Watches	Time Signal (L)	WNBT	J. Walter Thompson
Time Signals	Bulova Watch Co. Watches	Time Signal (L)	WNBT	Biow Co.
Time Signals	Benrus Watch Co. Watches	Time Signal (L)	WCBS-TV	Young & Rubicam
Time Signals	Waltham Watch Co. Watches	Time Signals (L)	WABD	N. W. Ayer
Time Signals	Elgin Watch Co. Watches	Time Signals (L)	WABD	J. Walter Thompson

Time Signals Longine-Wittnauer Watch Co. Arthur Rosenberg
 Watches
 Teletrades, Inc. William Von Zehl & Co.

Visi-Quiz Sears, Roebuck & Co. Benjamin Eshelman
 Mail Order Mdse. WPTZ
 Visi-Quiz Sears, Roebuck & Co. Benjamin Eshelman
 Mail Order Mdse. WNBT
 Voice of Firestone Firestone Tire & Rubber Co. Sweeney & James
 Televeus Institutional
 Voice of Firestone Firestone Tire & Rubber Co. Sweeney & James
 Televeus Institutional

Weather Reports Botany Worsted Mills Weather Report (L) WABD Silberstein-Goldsmith
 Textiles
 Weather Reports Botany Worsted Mills Weather Report (L) WNBT Silberstein-Goldsmith
 Textiles
 Weather Reports Borden Co. Weather Report (L) WCBS-TV Doherty, Clifford & Shenfield
 Weed No More Sherwin-Williams Co.,
 Reid's Ice Cream WABD Wanamakers
 (Assoc. of Bulb Growers of Holland)
 Tulips
 Wrestling Matches from ABC Sports (L) None
 Rambo Arena Institutional
 Write Me a Love Scene Manhattan Soap Co. Duane-Jones
 Sweetheart Soap
 World In Your Home RCA Victor Educational (F) WNBT None

Yes, Mr. Bingle Admiral Corp. Commercial Skit (L) WABD Earle Ludgin & Co.
 Flint Cutlery
 Ecco Products
 You Are An Artist Gulf Refining Co. Art-Participation (L) WNBT Young & Rubicam
 Gasoline

TELEVISION BROADCASTING STATIONS

As of January 1, 1947

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Commercial Television Broadcast Stations Licensed By The Federal Communications Commission

Location	Licensee	Call Letters	Channel No.		Power	
			Old*	New**	Vis.	Aural
ILLINOIS						
Chicago	Balaban & Katz Corp.	WBKB	2	3 or 4	4KW	2KW
NEW YORK						
New York	Columbia Broadcasting System, Inc.	WCBS-TV	2		3KW	2.5KW
New York	Allen B. Dumont	WABD	4		4KW	1KW
New York	National Broadcasting Co., Inc.	WNBT	1	4	5.2KW	2.2KW
Schenectady	General Electric Co.	WRGB	3		40KW	20KW
PENNSYLVANIA						
Philadelphia	Philco Radio and Television Corp.	WPTZ	3		3KW	3KW

Construction Permits Granted for Commercial Tele Stations

CALIFORNIA

San Francisco	The Chronicle Pub. Co.	Channel #11, 198-204 mc; Vis. 18.24 kw; Aur. 19.2 kw.
---------------	------------------------	---

DISTRICT OF COLUMBIA

Washington	N. B. C.	Channel #4, 66-72 mc; Vis. 13.3 kw; Aur. 10 kw.
	The Evening Star	Channel #7, 174-180 mc; Vis. 14.25 kw; Aur. 15.2 kw.
	Bamberger Broadcasting Service, Inc.	Channel #9, 186-192 mc; Vis. 30.25 kw; Aur. 24.5 kw.
	Allen B. Dumont Labs., Inc.	Channel #5, 76-82 mc; Vis. 6.25 kw; Aur. 2.5 kw.

ILLINOIS

Chicago	A. B. C., Inc.	Channel #7, 174-180 mc; Vis. 30 kw; Aur. 15 kw; 613 ft.
	N. B. C.	Channel #5, 76-82 mc; Vis. and Aur. power 21.8 kw.
	Zenith Radio Corp.	Channel #2, 54-60 mc; Vis. and Aur. 4.5 kw.

● OUTSTANDING CP'S FOR COMMERCIAL TV ●

<i>Location</i>	<i>Licensee</i>	<i>Channel</i>	<i>Power Vis. Aural</i>
MARYLAND			
Baltimore	The A. S. Abell Co.	Channel #2, 54-60 mc;	Vis. and Aur. power 17.1 kw.
	Hearst Radio, Inc.	Channel #11, 198-204 mc;	Vis. 14.4 kw; Aur. 7.3 kw.
	Radio-Television of Balto., Inc.	Channel #13, 210-216 mc;	Vis. 31.65 kw; Aur. 20 kw.

MASSACHUSETTS

Waltham	Raytheon Mfg. Co.	Channel #2, 54-60 mc;	Vis. 146.08 kw; Aur. 30.70 kw.
---------	-------------------	-----------------------	--------------------------------

MICHIGAN

Detroit	King Trendle B/cg Co.	Channel #5, 76-82 mc;	Vis. 16 kw; Aur. 14 kw.
	The Evening News Assn.	Channel #4, 66-72 mc;	Vis. 17.1; Aur. 7.7 kw.

MISSOURI

St. Louis	The Pulitzer Pub. Co.	Channel #4, 76-82 mc;	Vis. 18.15 kw.
-----------	-----------------------	-----------------------	----------------

MINNESOTA

St. Paul	KSTP, Inc.	Channel #5, 76-82 mc;	Vis. 13.68 kw; Aur. 6.48 kw.
----------	------------	-----------------------	------------------------------

NEW MEXICO

Albuquerque	Albuquerque B/cg Co.	Channel #2, 54.60 mc;	Vis. 15 kw; Aur. 8 kw.
-------------	----------------------	-----------------------	------------------------

NEW YORK

Buffalo	WBEN, Inc.	Channel #4, 66-72 mc;	Vis. 14.4 kw; Aur. 7.2 kw; 378 ft.
---------	------------	-----------------------	------------------------------------

OHIO

Cleveland	N. B. C.	Channel #4, 66-72 mc;	Vis. 19 kw; Aur. 19.5 kw.
	Scripps-Howard Radio, Inc.	Channel #5, 76-82 mc;	Vis. 40 kw; Aur. 37.4 kw.

OREGON

Portland	Oregonian Pub. Co.	Channel #6, 78-84 mc;	Vis. 10 kw; Aur. 11.2 kw.
----------	--------------------	-----------------------	---------------------------

PENNSYLVANIA

Johnstown	WJAC, Inc.	Channel #13, 210-216 mc;	Vis. 9 kw; Aur. 6.8; 971 feet.
Philadelphia	The Phila. Inquirer, a Division of Triangle Pubs., Inc.	Channel #6, 82-86 mc;	Vis. 18.1 kw; Aur. 9.3 kw.

● **OUTSTANDING CP'S FOR COMMERCIAL TV** ●

<i>Location</i>	<i>Licensee</i>	<i>Channel</i>	<i>Power Vis. Aural</i>
RHODE ISLAND			
Providence	The Outlet Co.	Channel #11, 198-204 mc;	Vis. and Aur. 50 kw.
TEXAS			
Dallas	KRLD Radio Corp.	Channel #4, 66-72 mc;	Vis. 46 kw; Aur. to be determined; 519 ft.
Fort Worth	Carter Pubs., Inc.	Channel #5, 76-82 mc;	Vis. and Aur. 30.4 kw.
UTAH			
Salt Lake City	Intermountain B/cg Corp.	Channel #2, 54-60 mc;	Vis. 13.2 kw; Aur. 7 kw.
VIRGINIA			
Richmond	Havens & Martin, Inc.	Channel #3, 60-66 mc;	Vis. 12.16 kw; Aur. 6.4 kw.

* Old Channel means one of the 18 channels assigned to commercial television stations prior to the Commission's allocation report of June 27, 1945.

**New Channel means one of the 13 channels finally assigned to commercial television stations by the Commission's allocation report of June 27, 1945.

The Training Division
of
**TELEVISION
WORKSHOP**
of New York

**Invites You to Enroll in
Its V.A. & State Appr'd
Training Courses**

PROGRAM PRODUCTION
DIRECTING • ACTING
WRITING • ADVERTISING

**All Courses Taught
By Men In Television Today!**

Free Placement

TELEVISION WORKSHOP
11 W. 42nd St., New York
Est. 1943

FOR PHONE LISTINGS—OF
IMPORTANT TELEVISION NUMBERS
IN N. Y.-LOS ANGELES-CHICAGO-
WASHINGTON PLEASE TURN TO
PAGES 100-107

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES

WBKB—W9XBK

CHICAGO

CHANNEL 2

Frequency.....67.25 mc.; 71.75 mc.
Power.....4 Kw.
Effective Signal Radiated.....796
Owned-Operated By....Balaban & Katz Corp.
Business Address.....190 N. State St.
Phone Number.....Franklin 6446
Transmitter & Antenna Location.190 N. State St.
Time on the Air.....1-3 p.m.; 7:15-10 p.m.
News Service.....AP
Transcription Service....World Broadcasting
Membership.....TBA Active

Personnel

Director of Television.....William C. Eddy
Promotion Manager.....Reginald Werrenrath
Purchasing Agent.....George W. Thomas
Program Manager.....A. Warren Jones
Publicity Director.....Helen Bolstad
Program Director.....A. Warren Jones
Production Manager.....Lewis D. Gomavitz
Chief Announcer.....Jack Gibney
Musical Director.....Jeanette Levin
Chief Engineer.....A. H. Brolly

FACILITIES

One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

W9XZV—(WTZR)

W9XZC

CHICAGO

CHANNEL 1

(Experimental)

Frequency: W9XZV, 54-60 mc.; W9XZC, 512-528 mc. Power: Sight and Sound, 1000 Watts
Effective Radiated Signal.....1270
Owned-Operated By.....Zenith Radio Corp.
Business-Studio Address....6001 Dickens Ave.
Phone Number.....Berkshire 7500
Transmitter & Antenna Location..6001 Dickens Ave.
Time on the Air.....Unlimited license

Personnel

President-General Mgr.....E. F. McDonald, Jr.
Station Manager.....J. E. Brown

W6XAO—(KTS L)

LOS ANGELES (HOLLYWOOD)—

EST. 1931

CHANNEL 2

Frequency.....54-60 mc.; Power: 4 kw.
Effective Signal Radiated.....5600
Owned-Operated By....Don Lee Broadcasting System
Business Address.....5515 Melrose Ave.
Phone Number.....Hollywood 8255
Transmitter & Antenna Location...3800 Mount Lee Drive
Time on the Air.....Mondays: 6:30 p.m. to 10:00 p.m.; Tuesdays and Thursdays: 2:30 p.m. to 3:30 p.m.
News Service.....AP, NS, UP
Transcription Service.....World
Representative.....John Blair
Membership.....NAB, TBA

Personnel

President.....Thomas S. Lee
Executive Vice-President and General Manager.....Lewis Allen Weiss
Executive Vice-President and Assistant General Manager.....Willet H. Brown
Director of Television.....Harry R. Lubcke
Program Director.....Jack Stewart
Production Manager.....Ed Kemble
Publicity Relations Director.....Mark Finley
Chief Announcer.....Herb Twiss
Stage Director.....Ted Driscoll
Chief Engineer.....Harold Jury
Record MC.....John Courcier
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.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

K T L A HOLLYWOOD

EST. 1942

(Paramount Studio Lot)
CHANNEL 5

Frequency.....76-82 mc.; Power: Visual
4 Kw; Oral 1 Kw.
Owned-Operated By....Television Productions,
Inc..
Business Address.....5451 Marathon St.,
Hollywood 38
Phone Number.....Hollywood 6363
Transmitter and Antenna Location..Mount Alita
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World

Personnel

President.....Paul Raibourn
West Coast Dir.-Station Mgr...Klaus Landsberg
Sales Mgr.-Chief Announcer..Keith Hetherington
Musical Dir.....Rex Kepple
Engr. Supervisor.....Raymond M. Moore

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.

W A B D

NEW YORK CITY

EST. 1943

CHANNEL 5

Frequency.....76-82 mc.
Power.....Sight, 4 kw.; Sound, 1¼ kw.
Owned-Operated By.....Allen B. Du Mont
Laboratories, Inc.
Business-Studio Address...515 Madison Ave.
Studios...John Wanamaker, 9th St. & B'way
Phone Number.....PLaza 3-9800
Transmitter and Antenna Location.....515
Madison Ave.
Time on the Air.....3 to 5 p.m.; 8 to 9:30
p.m. Monday thru Friday.
News Service.....INS

Personnel

President.....Dr. Allen B. Du Mont
General Manager of Television
Division.....Ernest A. Mark
Station Manager.....Samuel H. Cuff
Transmitting Equipment Sales
Mgr.H. E. Taylor, Jr.
Director of Commercial
Operations.....Louis A. Sposa
Manager of Station Program
Dept.Robert Emery
Publicity Director.....John McKay
Chief Announcer.....Dennis James
Chief Engineer.....Dr. T. T. Goldsmith, Jr.

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.

W C B S* — T V

NEW YORK CITY

CHANNEL 2

Frequency.....54-60 mc.; Sight, 4 kw;
Sound, 3.5 kw.
Owned-Operated By...Columbia Broadcasting
System
Business Address.....15 Vanderbilt Ave.
Phone Number.....Murray Hill 6-6340
Studio Address.....15 Vanderbilt Ave.
Transmitter & Antenna Location.....Chrysler
Tower
Time on the Air.....Life studio shows: Thurs-
days; Saturdays and Sundays. Remote and
mobile pickups: On all 7 days according to
availabilities.
News Service.....AP
Transcription Service.....Associated
Membership.....NAB

Personnel

V.P. in Charge of
Television.....Lawrence W. Lowman
Director of Television..Worthington C. Miner
Director of Plans Division....Leonard Hole
Commercial Manager...George L. Moskovics
Actg. Dir. of Tele. Programs..Benj. F. Feiner, Jr.
Director of Operations....Merritt H. Coleman
Manager of Technical Operations..Paul Wittlig
Manager of Production.....Charles Holden
Manager of Press Information..James J. Kane
Art Director.....James McNaughton
Dir. of News — Special Events..Robert Bendick
Director of Sports.....Robert R. Edge
* Formerly WCBW

W M J T

MILWAUKEE
CHANNEL 3
(C. P. Only)

Owned-Operated By.....The Journal Co.
Business Address.....333 W. State St.
Studio Address.....720 East Capitol Drive
Phone Number.....Marquette 6000
Transmitter & Antenna Location.....720 East
Capitol Drive
Newspaper Affiliation.....The Journal Co.

W N B T

NEW YORK CITY
EST. 1941
CHANNEL 4

Frequency.....66-72 mc.
Power Sight, 5000 Watts; Sound, 3000 Watts
Effective Signal Radiated.....1800
Owned-Operated By.....National Broadcast-
ing Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....Circle 7-8300
Studio Address.....30 Rockefeller Plaza
Transmitter & Antenna Location.....Empire
State Bldg. Tower
Time on the Air Approx. 20-34 hours per week

Personnel

NBC President.....Neil Trammell
NBC Vice-President, in
Charge of Television.....John F. Royal
NBC V.-P. & Chief Engineer....O. B. Hanson
Manager of Television Dept....Noran E. Kersta
Mgr. NBC Tele Promotion...Charlotte F. Stern
Executive Producer.....Warren Wade
Mgr. NBC Press Dept.....Sydney H. Eiges
Television Press Editor.....Allan H. Kalmus
Eastern Sales Manager.....Reynold R. Kraft

W P T Z

PHILADELPHIA
CHANNEL 3

Frequency.....60-66 mc.;
Sight, 4 Kw.; Sound, 4 Kw.
Effective Signal Radiated... Approximately 335
Owned-Operated By.....Philco
Television Broadcasting Corp.
Business Address.....1800 Architects
Bldg., 17th and Sansom Sts.
Phone Number.....Locust 7-7136
Transmitter & Antenna Location.....1300 E.
Mermaid Ave., Wyndmoor, Philadelphia, Pa.
Transcription Service.....Lang-Worth

Personnel

Vice President & Gen. Mgr.....E. B. Loveman
Business Manager.....Rolland V. Tooke
Program Director.....Ernest Walling
Chief Engineer.....Raymond J. Bowley

W R G B

SCHENECTADY, N. Y.
CHANNEL 4

Frequency.....66-72 mc.; Power: Visual,
40,000 Watts, Oral, 20,000 Watts
Owned-Operated By.....General Electric Co.
Effective Signal Radiated.....3100
Business Address.....60 Washington Ave.
Phone Number.....4-2211, Ext. 4926
Transmitter & Antenna Location....New Scot-
land, N. Y.
Time on the Air.....Average Seven Hours
Weekly locally; relay average 10 hours
weekly from N. Y.
News Service.....AP, UP
Transcription Service...Thesaurus, Lang-Worth
Membership.....NAB

Personnel

Vice President & Manager of
Broadcasting.....R. S. Peare
Asst. Manager of Broadcasting...B. J. Rowan
Station Manager.....G. E. Markham
Assistant to the Station
Manager.....R. W. Welpott
Supervisor, Station Sales &
Promotion.....A. G. McDonald
Supervisor of Production.....Helen T. Rhodes
Supervisor of Scripts.....T. B. Beebe
Supervisor of News.....W. T. Meenam
Supervisor of Music.....A. O. Coggeshall
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.

Bibliography

- AIRBORNE TELEVISION, published by Radio Corporation of America, 1946.
- A PRIMER OF ELECTRONICS, by Don P. Caverly, McGraw-Hill Book Company, Inc., New York, 1943.
- APPLIED ELECTRONICS by Massachusetts Institute of Technology, Dept. of Electrical Engineering, New York: John Wiley & Sons, Inc., March, 1943.
- AMERICAN TELEVISION DIRECTORY, 1946; published by American Television Society.
- AN INTRODUCTION TO TELEVISION, by C. J. Hylander and Robert Harding, Jr., New York: Macmillan Co., 1941.
- CINEMA AND TELEVISION, by S. Legg and R. Fairthorne. Longmans, Green & Co., 1939.
- ELECTRON OPTICS, (Translated by Arthur Balme) Boston: American Photographic Publishing Co., 1944.
- ELECTRON OPTICS, by L. M. Meyers. London: Chapman & Hall, 1939.
- ELECTRON OPTICS IN TELEVISION, by Maloff and Epstein. McGraw-Hill Book Co., 1938.
- ELECTRONIC COMMUNICATION AND ELECTRONIC, by Harold Pender and Knox McIlwain (Eds), New York: John Wiley & Sons, Inc., 1936.
- ELECTRONIC TELEVISION, by G. Eckhardt, Goodheart-Willcox, 1936.
- ENGINEERING ELECTRONICS, by Donald G. Fink, New York: McGraw-Hill Book Company, Inc., 1938.
- EXPERIMENTAL TELEVISION, by A. F. Collins. Lothrop, Lee & Shepard Co., 1932.
- FLUORESCENT LIGHTING MANUAL, by Charles Amick, McGraw-Hill Book Co., 1942.
- FREQUENCIES FOR TELEVISION, by Niles Trammell, published by National Broadcasting Company, 1944.
- GET READY NOW TO SELL TELEVISION, by Caldwell-Clements, Inc. Caldwell-Clements, Inc., 1944 (A guide book for merchants).
- HERE IS TELEVISION, by Thomas R. Hutchinson, Hastings House, 1947.
- HOW TO WRITE FOR TELEVISION, by Doug Allan, E. P. Dutton Co., March 1946.
- NEW FIELDS FOR THE WRITER, by Stephen Moore, (ED), New York: National Library Press, 1937.
- NEW TELEVISION—THE MAGIC SCREEN, by Raymond F. Yates; published by Didier.
- OFF MIKE, by J. Lawrence, Essential Books, 1944, New York.
- PHOTOCELLS AND THEIR APPLICATION, by V. W. Zworykin and E. D. Wilson. John Wiley & Sons, 1930.
- PHOTOELECTRIC CELLS, by N. R. Campbell and Dorothy Ritchie. Sir Isaac Pitman & Sons, 1936.
- PRINCIPLES OF TELEVISION ENGINEERING, by Donald G. Fink, New York: McGraw-Hill Book Company, 1940.
- RADIO ANNUAL AND YEAR BOOK OF TELEVISION. Published by RADIO DAILY, as an industry service.
- RADIO 100 MEN OF SCIENCE, by Orrin E. Dunlap, Jr., New York: Harper & Bros., 1944.
- REPORT OF THE TELEVISION COMMITTEE (Great Britain). Paper No. 4793. His Majesty's Stationery Office.
- RADIO-TELEVISION, by Oscar Rose; H. W. Wilson Co.
- REPORT ON TELEVISION FROM THE STANDPOINT OF THE MOTION PICTURE PRODUCING INDUSTRY, Academy of Motion Picture Arts and Sciences, 1936.
- TELEVISION: THE REVOLUTION, by Robert E. Lee, New York: Duell, Sloan & Pearce, 1944.
- TELEVISION, by H. Kellock, Editorial Research Reports, Washington, 1944.
- TELEVISION BROADCASTING, by Lenox R. Lohr, New York: McGraw-Hill Book Company, Inc., 1940.
- TELEVISION BROADCASTERS ASSOCIATION: Book of the television industry, published by The Association, 1944.
- TELEVISION, by William C. Eddy; Prentice-Hall, 1945.
- TELEVISION: PROGRAMMING and PRODUCTION; by Richard W. Hubbell, Farrar and Rinehart, 1945.

- TELEVISION PRODUCTION PROBLEMS, edited by John F. Royal; McGraw-Hill.
- TELEVISION SHOWMANSHIP, by Judy DuPay, Schenectady; General Electric Co., 1945.
- TELEVISION SIMPLIFIED, by Milton S. Kiver; Van Nostrand, 1946.
- TELEVISION, THE EYES OF TOMORROW, by Capt. William C. Eddy, New York: Prentice-Hall, 1945.
- TELEVISION FOR BEGINNERS, by James Cameron, Cameron Publishing Co., 1940.
- TELEVISION MANUAL (Revised Edition) by F. J. Camm, Brooklyn: Chemical Publishing Co., 1943.
- TELEVISION PICTORIAL (Issued in conjunction with the TBA second television conference and exhibition), Television Broadcasters Ass'n, 1946.
- TELEVISION AND SHORT WAVE HANDBOOK, by F. J. Camm, Brooklyn: Chemical Publishing Co., 1942.
- TELEVIEWING, by E. H. Robinson. Selwyn and Blount, 1935.
- TELEVISION, RCA Institute. Technical Press, 1936.
- TELEVISION: COLLECTED ADDRESSES AND PAPERS ON THE FUTURE OF THE NEW ART AND ITS RECENT TECHNICAL DEVELOPMENTS. Vols. 1-2. RCA Institutes Technical Press, 1936-1937.
- TELEVISION FOR THE AMATEUR CONSTRUCTOR, by Harry John Barton Chappelle, London: Sir Isaac Pitman & Sons, Ltd., 1934.
-
- TELEVISION STANDARDS AND PRACTISE, by (Ed) Donald G. Fink, (Selected papers from the proceedings of the National Television System Committee and its panels. New York: McGraw-Hill Book Company, Inc., 1943.
- TELEVISION CYCLOPAEDIA, by A. T. Witts. Chapman, 1937.
- TELEVISION ENCYCLOPEDIA, N. Y., by Stanley Kempner; Fairchild Publications.
- TELEVISION ENGINEERING, by J. C. Wilson, Sir Isaac Pitman & Sons, 1937.
- TELEVISION OPTICS, by L. M. Meyers. Pitman Publishing Co., 1936.
- TELEVISION RECEPTION, by Manfred Van Ardene (translation by O. S. Puckle). Chapman and Hall, 1936.
- TELEVISION RECEPTION TECHNIQUE, by P. D. Tyers. Pitman, 1938.
- TELEVISION: TECHNICAL TERMS AND DEFINITIONS, by E. J. G. James. Sir Isaac Pitman & Sons, 1936.
- TELEVISION: A STRUGGLE FOR POWER, by Frank C. Walthrop and Joseph Borkin. William Morrow & Co., 1938.
- TELEVISION THEORY AND PRACTICE, by J. H. Reyner. Sherwood Press, 1935.
- TELEVISION WITH CATHODE RAYS, by A. H. Halloran. Pacific Radio Publications Co., 1936.
- TELEVISION: A PRACTICAL TREATISE, by K. A. Hathaway, Chicago: American Technical Society, 1933.
- TELEVISION: THE REVOLUTIONARY INDUSTRY, by Robert E. Lee, Duell, Sloan & Pearce, 1944.
- TELEVISION, Pennsylvania WPA Writers' Program, published by Albert Whitman, 1942.
- TELEVISION SEMINAR, Radio Executive Club, published by Radio Executives Club, 1944.
- TELEVISION, EDITORIAL RESEARCH REPORTS, by Harold Kellock, published by Editorial Research Reports, 1944.
- TELEVISION RECEIVING EQUIPMENT. Fifth impression by Cocking, W. T. London, Iliffe & Sons, Ltd., 1946.
- TELEVISION STANDARDS AND PRACTICE, edited by Donald G. Fink, McGraw-Hill, 1943.
-
- THE OUTLOOK FOR TELEVISION, by Orrin E. Dunlap, Jr. Harper & Bros., 1932.
- THE FUTURE OF TELEVISION, by Orrin E. Dunlap, Jr., Harper & Bros., 1942.
- THE BOSTON POST BOOK ON TELEVISION, by Henry Milton Lane, Boston: Boston Post, 1928.
- THE SERVICING OF TELEVISION RECEIVERS; Philco Corporation of Philadelphia, 1946.
- TODAY AND TOMORROW, by J. Mills, New York: D. Van Nostrand, 1944.
-
- THE TRUTH ABOUT COLOR TELEVISION, by T. J. Goldsmith; DuMont, 1946.
- A STUDY OF PUBLIC REACTION TO COLOR TELEVISION, by Donald Horton & Read D. Treddenham.
- ALL ELECTRONIC COLOR TELEVISION CREATED BY RCA, 1946.
- TELECASTING AND COLOR. by Kingdon S. Tyler; Harcourt, 1946.

VIDEO TELEVISION, Inc.

Announces Its

3 ★★ ★ STAR

IMMEDIATE REPAIR POLICY

Members of Radio & Tele Industry

In answer to the growing need for fast, efficient,
complete service of any television receivers.

WARRANTY SERVICE POLICY

Which Main Features Include

- **Year long guarantee**
- **Written Bonded Policy**
- **24-Hour Service**

*There are two VIDEO SERVICE STATIONS in the
METROPOLITAN AREA*

717 Second Ave.
New York City
Lexington 2-6670

28 Clinton St.
Yonkers, N. Y.
Yonkers 5-5848

VIDEO TELEVISION, INC.

For the Best in Television Service, It's

VIDEO SERVICE

FREQUENCY MODULATION



FM—Future Standard System

•

FM Association—Personnel

•

The FCC's Favorable FM Policy

•

1947—The Year Of FM

•

FM Stations In Operation

•

Authorized CP's For FM Stations

•

FM News Highlights Of 1946

For the *greatest*
in news reliability . .

AP

W

Fidelity

Media Broadcasting Corp.

O

JERSEY CITY'S

Only **FM** *Station*

106.3 Mc.-Channel 292

26 Journal Square

Jersey City

New Jersey

FM—FUTURE STANDARD SYSTEM

By ROY HOFHEINZ, *President, FM Association*



Roy Hofheinz

WITHIN a short period of time FM will become the standard system of broadcasting in the United States.

I say that without reservation. The American people demand the best. When an improvement is made in a commodity of daily use, the people not only accept, but demand the improved product.

Frequency modulation is an improved method of broadcasting. To assist the American public to learn of this improvement over AM the FMA will sponsor a nationwide promotion campaign.

Our objectives, as set forth in our constitution, are these:

1. To encourage the development of Frequency Modulation broadcasting.

2. To publicize the superior qualities of FM as an improved broadcasting service to the public.

3. To disseminate information among the members of this Association regarding the general problems incident to FM operation.

4. To cooperate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the widespread operation of FM stations as rapidly as possible.

5. To act as liaison between its members, the Federal Communications Commission and other agencies and organizations on the continuing overall problems affecting FM broadcasting.

To accomplish these objectives the FMA has established national headquarters in Washington. We have employed as paid executive director J. N. (Bill) Bailey, who is charged with carrying out the policies of FMA as formulated by an Executive Committee under our constitution.

Our overall immediate objective is three-fold:

1. To acquaint the public with the advantages and qualities of FM reception in contrast to previous methods of broadcasting.

2. To advise FM broadcasters of various methods of promotion that may be utilized in acquainting local audiences, dealers and advertisers with the potentialities of FM broadcasting.

3. To work in close liaison with the FCC in the consideration of FM broadcasting problems.

We accept, with pleasure, the invitation of FCC Chairman Charles R. Denny to meet at regular intervals with the Commission to discuss mutual problems on an informal basis, that we might better understand each other. To accomplish that purpose the FMA has created a liaison committee composed of Wayne Coy of WINX-FM, Everett L. Dillard of KOZY and WASH, Gordon Gray of WMIT, C. M. Jansky Jr. of Jansky & Bailey, and Leonard H. Marks, FMA general counsel. I will serve with the committee.

We plan a monthly release containing various ideas on successful promotion as gathered from all members of the FMA. We anticipate setting up an exchange whereby methods of trade practices which have proved successful in some markets will be passed on to new stations. Audience promotion is another phase.

We will maintain up-to-the-minute information from set manufacturers on production and expected production for the immediate future.

A flood of sets is just beginning to roll from the production lines. By mid-year FM receivers in all price ranges will be available for hundreds of thousands of homes.

We are urging our members on interim operation to make it clear to their listeners that they are operating at reduced power. We strongly urge our members to increase power to the full authorized effective radiated power at the earliest possible moment.

Some broadcasters have stated publicly that FM as a commercial medium "has not arrived." That is not true. At the beginning of 1947 at least six members of FMA were operating FM stations out of the red or at a profit.

FM Association

DENRIKE BUILDING, 1010 VERMONT AVE., WASHINGTON, D. C.
Telephone: National 1612

J. N. Bailey.....*Executive Director* Leonard H. Marks..*General Counsel*

OFFICERS

Roy Hofheinz.....*President* Frank Gunther.....*Secretary*
Everett L. Dillard.....*Vice-President* Arthur Freed.....*Treasurer*

BOARD OF DIRECTORS

Terms Ending December 31, 1947

Wayne Coy Ira Hirschmann
Gordon Gray E. J. Hodel

Terms Ending December 31, 1948

Leonard L. Asch Raymond F. Kohn
Frank Gunther Stanley M. Ray, Jr.

Terms Ending December 31, 1949

W. R. David Roy Hofheinz
Everett L. Dillard C. M. Jansky, Jr.

EXECUTIVE COMMITTEE

Roy Hofheinz, *Chairman*

Leonard L. Asch W. R. David
Wayne Coy Everett L. Dillard

FCC LIAISON COMMITTEE

Roy Hofheinz, *Ex-Officio Chairman*

Wayne Coy Gordon Gray
Everett L. Dillard C. M. Jansky, Jr.

Leonard H. Marks

THE FCC'S FAVORABLE FM POLICY

By MANNING CLAGETT, *Washington Bureau, RADIO DAILY*

IN WORDS and deeds, the FCC is actively and persistently pushing FM Broadcasting. Make no mistake about that. The Commission right down the line is convinced that FM will shove AM Broadcasting back into history. As Charles R. Denny put it: "FM is not coming, it's here." And here to stay. From Commission economist to engineer you'll get the same answer to the general FM question: will FM supplant AM?

Split the question into "when's" and "how's" and the answers diverge within the Commission, though not so widely as among broadcasters. Standard broadcasting is still the oldest broadcasting baby and will fight in varying degrees the inroads of its FM cousin. The Commission during the year splurged with FM grants—total of more than 100 FM stations putting out programs in some form or another at the year's end and a total of more than 1,000 FM applicants. But while this FM activity was going on, AM stations climbed above 1,000 for the first time. More and more CP's for new AM stations were being granted in areas where an FM station would have given better coverage. Large AM licenses and even networks were paying whopping prices for other established standard stations—prices far and above what an FM station would cost.

All this was being done when AM was supposed to be fighting for its life. Criticism—some of it from within the Commission itself—was leveled at the FCC's apparent practice of spending more time on AM applicants than on FM. For a while the Commission was concerned over the large number of AM licenses who were climbing aboard the FM bandwagon. This in a field where the "little" broadcaster, the veteran, the independent were to be given their big broadcasting chance. FM broadcasting was not to be such a select, tight circle. A ceiling was put on the number of hours for FM duplication of AM programs for a joint operation. Finally, the Commission majority threw

off all restrictions and called on all AM licensees to join the FM party and duplicate programs to their heart's content. All of which wraps FM up a little tighter for the AM customer. Whether this is good or bad only a few more years of history will tell. It's Commission policy and it will fatten the number of FM licenses and speed the demise of AM.

Another question plaguing the Commission for a while—and still does—was the dirt of FM receivers. Commission comments ranged from charges of outright sabotage by manufacturers to "suggestions" that radio manufacturers step up their production of FM receivers. It was the well-known vicious circle of economics. The manufacturers claimed there was no market for FM sets because there were few FM stations. Prospective FM broadcasters said an FM station wouldn't pay because there were few sets to receive the programs and make the investment pay. So more and more applicants first got an AM grant, then obtained an FM grant and made enough money, they said, so they duplicate programs and not worry for the moment about the handful of FM sets. With the year's end, though, FM production began climbing, although still not keeping pace with the number of stations. As was expected, what FM sets there are produced are in combination with AM. These FM-AM combination sets still are high in price but, as shown by the history of AM sets, after early days of fabulous prices came days of prices better designed to fit average pocket-books.

So, maybe you can blame it all on growing pains. Whenever or however AM is knocked out—FM is the broadcasting baby that can do it.

So it is that Denny can get full backing in speaking for the FCC when he said:

"The Commission has expressly authorized me to say to you again that it is our opinion that FM is the finest aural broadcasting system attainable in the present state of the radio art."

1947—THIS IS THE FM YEAR

By IRA HIRSCHMANN, *President, WABF*

WITH the predictions of manufacturers that there will be three to five million FM Sets manufactured and distributed through the 1947 year, it looks as if finally, FM, the new superior form of broadcasting, will come into its own.

There should be no fear or concern on the part of present broadcasters from the addition of this new means of transmission, and we all fervently hope that the days of timidity are past. The American people have always welcomed improved services of any kind, and business has been able not only to absorb them, but to thrive from the invigoration of new competition.

New blood is desirable in all industry. Radio especially can use it. It has grown fast, somewhat like Topsy. With its great contribution it has also been subject to some abuses and excesses. This is natural.

Newspaper and magazine advertising went through a rough evolution before they settled down to standards of accepted practices. Look through your advertising of several decades ago, and you will find "medicine-man" advertising and tactics, the use of highly colored and exaggerated statements to sell products. Gradually advertisers learned that the American people did not need to be screamed at, fooled, kidded or lied to; that the best way to sell was to tell the truth simply, interestingly and informatively. Also advertisers learned that the best typography, superior art and the employment of the finest Art Directors paid in the long run; that the purchase of space was merely automatic; that what went into the space, the message and the technique in the presentation was what counted.

The same development must occur in radio advertising. That radio advertising has in many ways put its worst foot forward in its beginning period is unfortunate but not incurable. That people do want to be shouted at in their living rooms, bedrooms or bathrooms is obvious. Yet it goes on every minute of the day. Announcers use stentorian voices. Even if the audiences were in a market place or in a public square, this variation of

radio demagoguery would be unconvincing. Considering the fact that most of it reaches right into the intimacy of people's homes, no wonder that there is too much clicking off of radios and resentment against advertising bilge.

There are signs of awakening. Recently advertisers, agencies and radio stations have heard the murmur of resentment among their listeners. They have begun to realize how quickly it can grow into a chorus. They have become aware of the fact that the average person does not necessarily have average taste; that radio is not a medium for talking down to people; that it is not necessary to distract them to inspire them to purchase something out of an emotional urge. Programs are showing some improvement. This will increase.

FM offers that new opportunity for a better type of program in the public interest; not necessarily austere or "high-brow" (to employ a much abused word), but a service aimed not below the belt of the customer or hitting at the least common denominator. With a more faithful means of transmission, a truer, more faithful program service will be a direct answer to the people's long-felt desires.

Nor is this said in derogation of radio's prodigious contribution and public service in the last quarter of a century. Where it has been used and not abused, it has provided a new dimension in the life of our people. The opening up of endless reservoirs of experience from great music, has made this a nation more alive to the possibilities of fulfillment from this world of culture which heretofore was available to the few instead of the many.

During the war radio was the clarion call to people, and the medium of information which kept us aware of each move of the war's progress and of our duty. In the field of entertainment the nation has been vastly distracted, if not always entertained.

Some major improvements are called for in the need for the full truth in public information and in programs which might loosely be called "educational."

FM Broadcast Stations In Operation As of Jan. 15, 1947

ACCORDING to the FCC nearly all FM stations are employing interim equipment pending completion of full construction, and in some instances operation may be interrupted due to equipment changes and construction. Nearly fifty of the stations listed were licensed before the war, and some of these stations are continuing to operate equipment in the old FM band on a temporary basis.

Temporary frequency assignments are noted by asterisks.

Call Letters	Licensee — Location	Old FM Band	New FM Band
ALABAMA			
WAFM	Voice of Birmingham Birmingham		94.3 Mc
CALIFORNIA			
KRFM	J. E. Rodman Fresno		102.3 Mc
KHJ-FM	Don Lee Broadcasting System Los Angeles		99.7 Mc
KRCC	Contra Costa Broadcasting Co. Richmond		104.7 Mc
KPOR	The Broadcasting Corp. of America Riverside		102.1 Mc
KANY	McClatchy Broadcasting Co. Sacramento		102.5 Mc
KFMB-FM	The Jack Gross Broadcasting Co. San Diego		100.5 Mc
KRON	The Chronicle Publishing Co. San Francisco		96.1 Mc
KJBS-FM	K J B S Broadcasters San Francisco		98.5 Mc
KGDM-FM	E. F. Peffer Stockton		101.3 Mc
CONNECTICUT			
WTIC-FM	The Travelers Broadcasting Service Corp. Hartford	45.3 Mc	106.7 Mc*
WDRC-FM	W D R C, Incorporated Hartford	46.5 Mc	106.3 Mc*
DISTRICT OF COLUMBIA			
WASH	Commercial Radio Equipment Co.		98.9 Mc
WINX-FM	W I N X Broadcasting Co.	43.2 Mc	92.9 Mc

. . . FM STATIONS IN OPERATION . . .

Call Letters	Licensee — Location	Old FM Band	New FM Band
FLORIDA			
WQAM-FM	Miami Broadcasting Co. Miami		95.5 Mc
WIOD-FM	Isle of Dreams Broadcasting Corp. Miami		97.5 Mc
WKAT-FM	A. Frank Katzentine Miami Beach		96.7 Mc
WWPG-FM	Palm Beach Broadcasting Corp. Palm Beach		97.9 Mc
WCOA-FM	Pensacola Broadcasting Co. Pensacola		92.9 Mc
GEORGIA			
WRBL-FM	Columbus Broadcasting Co. Columbus		96.7 Mc
WGBA	Georgia-Alabama Broadcasting Corp. Columbus		96.3 Mc
WBML-FM	Middle Georgia Broadcasting Co. Macon		102.3 Mc
WMAZ-FM	Southeastern Broadcasting Co. Macon		101.9 Mc
WSAV-FM	W S A V, Inc. Savannah		98.9 Mc
WTOC-FM	Savannah Broadcasting Co. Savannah		98.5 Mc
IDAHO			
KIDO-FM	K I D O, Inc. Boise		102.1 Mc
ILLINOIS			
WBBM-FM	Columbia Broadcasting System, Inc. Chicago		99.3 Mc
WDLM	Moody Bible Institute of Chicago Chicago		99.7 Mc
WGNB	W G N, Inc. Chicago	45.9 Mc	98.9 Mc
WEFM	Zenith Radio Corp. Chicago	45.1 Mc	98.5 Mc
WSOX-FM	Commodore Broadcasting, Inc. Decatur		98.7 Mc
WFJS	Freeport Journal-Standard Publishing Co. Freeport		102.1 Mc
WMIX	Mt. Vernon Radio & Television Co. Mt. Vernon		103.7 Mc
INDIANA			
WMLL	Evansville on the Air, Inc. Evansville		94.7 Mc
WOWO-FM	Westinghouse Radio Stations, Inc. Ft. Wayne	44.9 Mc	95.9 Mc
WABW	Associated Broadcasters, Inc. Indianapolis	47.3 Mc	
WSBF	South Bend Tribune South Bend		101.3 Mc

. . . FM STATIONS IN OPERATION . . .

<i>Call Letters</i>	<i>Licensee — Location</i>	<i>Old FM Band</i>	<i>New FM Band</i>
IOWA			
KBUR-FM	Burlington Broadcasting Company Burlington		99.3 Mc
KANSAS			
KTJS	The Topeka State Journal, Inc. Topeka		102.9 Mc
WIBW-FM	Topeka Broadcasting Assn., Inc. Topeka		102.5 Mc
KENTUCKY			
WPAD-FM	Paducah Broadcasting Company Paducah		96.9 Mc
LOUISIANA			
KPDR-FM	Central Louisiana Broadcasting Corp. Alexandria		100.5 Mc
WBRL	Baton Rouge Broadcasting Co., Inc. Baton Rouge		96.1 Mc
WRCM	Supreme Broadcasting System, Inc. New Orleans		95.3 Mc
WTPS	Times Picayune Publishing Co. New Orleans		94.5 Mc
WWLH	Loyola University New Orleans		94.9 Mc
MARYLAND			
WITH-FM	Maryland Broadcasting Company Baltimore		102.5 Mc
MASSACHUSETTS			
WBZ-FM	Westinghouse Radio Stations, Inc. Boston	46.7 Mc	100.7 Mc
WMNE	The Yankee Network, Inc. Studio—Boston Transmitter—Mt. Washington, N. H....	43.9 Mc	98.1 Mc
WGTR	The Yankee Network, Inc. Boston	44.3 Mc	103.1 Mc
WFMR	E. Anthony & Sons, Inc. New Bedford		97.3 Mc
WBZA-FM	Westinghouse Radio Stations, Inc. Springfield	41.1 Mc	97.1 Mc
WTAG-FM	W T A G, Inc. Worcester		102.7 Mc
MICHIGAN			
WBCM-FM	Bay City Broadcasting Co., Inc. Bay City		97.9 Mc
WLou	Booth Radio Stations, Inc. Detroit		96.5 Mc
WELL-FM	Federated Publications, Inc. Battle Creek		102.1 Mc
WENA	The Evening News Association	44.5 Mc	96.9 Mc

. . . FM STATIONS IN OPERATION . . .

Call Letters

Licensee — Location

Old FM Band New FM Band

MINNESOTA

WTCN-FM	Minnesota Broadcasting Corp. Minneapolis	97.1 Mc
KROC-FM	Southern Minnesota Broadcasting Co. Rochester	94.7 Mc
KSTP-FM	K S T P, Inc. St. Paul	102.1 Mc

MISSOURI

WMBH-FM	Joplin Broadcasting Co. Joplin	102.3 Mc
KOZY	Commercial Radio Equipment Co. Kansas City	99.9 Mc
KMBC-FM	Midland Broadcasting Co. Kansas City	46.5 Mc 97.9 Mc
WIL-FM	Missouri Broadcasting Corporation St. Louis	92.1 Mc
KWK-FM	Thomas Patrick, Inc. St. Louis	95.3 Mc

NEBRASKA

KOAD	World Publishing Co. Omaha	92.5 Mc
-------------	-------------------------------------	---------

NEW JERSEY

W2XMN (WFMN)	Edwin H. Armstrong Alpine	44.1 Mc
W2XEA (WFMN)	Edwin H. Armstrong Alpine	92.1 Mc*

NEW YORK

WNBF-FM	Wylie B. Jones Advertising Agency Binghamton	44.9 Mc	96.3 Mc
WBEN-FM	W B E N, Inc. Buffalo		92.1 Mc
WEBR-FM	W E B R, Inc. Buffalo		92.5 Mc
WWHG	The W. H. Greenhow Co. Hornell		99.9 Mc
WHCU-FM	Cornell University Ithaca		101.3 Mc
WNYC-FM	City of New York, Municipal Broadcasting System New York		95.3 Mc
WCBS-FM	Columbia Broadcasting System, Inc. New York		96.9 Mc
WGHF	Wm. G. H. Finch New York		99.7 Mc

. . . **FM STATIONS IN OPERATION** . . .

<i>Call Letters</i>	<i>Licensee — Location</i>	<i>Old FM Band</i>	<i>New FM Band</i>
WQXQ	Interstate Broadcasting Company New York	45.9 Mc	97.7 Mc
WMGM	Marcus Loew Booking Agency New York		99.3 Mc
WABF	Metropolitan Television, Inc. New York	47.5 Mc	98.5 Mc
WGYN	Muzak Radio Broadcasting Station, Inc. New York		96.1 Mc
WNBC-FM	National Broadcasting Co., Inc. New York		97.3 Mc
WHFM	Stromberg-Carlson Co. Rochester	45.1 Mc	98.9 Mc
WHEF	W H E C, Inc. Rochester	44.7 Mc	96.9 Mc
WRUN	Rome Sentinel Co. Rome		98.3 Mc
WBCA	Capitol Broadcasting Co., Inc. Schenectady	44.7 Mc	
WGFM	General Electric Co. Schenectady	48.5 Mc	100.7 Mc
WSYR-FM	Central New York Broadcasting Corp. Syracuse		93.5 Mc
WTRI	Troy Broadcasting Co., Inc. Troy		102.3 Mc
WIBX-FM	W I B X, Inc. Utica		97.9 Mc
WHLD-FM	Niagara Falls Gazette Publishing Co. Niagara Falls		95.7 Mc

NORTH CAROLINA

WBBB-FM	Alamance Broadcasting Co., Inc. Burlington		101.3 Mc
WGBR-FM	Eastern Carolina Broadcasting Co., Inc. Goldsboro		99.7 Mc
WMFR-FM	Radio Station WMFR High Point		97.7 Mc
WRAL-FM	Capitol Broadcasting Co. Raleigh		95.3 Mc
WMIT	Gordon Gray Winston-Salem	44.1 Mc	97.3 Mc

OHIO

WLWA	The Crosley Broadcasting Corp. Cincinnati		98.1 Mc
WELD	RadiOhio, Inc. Columbus	44.5 Mc	94.5 Mc
WFOB	Laurence W. Harry Fostoria		105.1 Mc
WFRO	Robert F. Wolfe Co. Fremont		104.7 Mc
WTOD-FM	Unity Corporation, Inc. Toledo		97.7 Mc

. . . FM STATIONS IN OPERATION . . .

Call Letters	Licensee — Location	Old FM Band	New FM Band
WRRN-FM	Nied & Stevens Warren		104.3 Mc
WCMW-FM	Stark Broadcasting Corp. Canton		96.3 Mc

OKLAHOMA

KMUS	Muskogee Broadcasting Co. Muskogee		92.1 Mc
KTOK-FM	K T O K, Inc. Oklahoma City		100.5 Mc
KOCY-FM	Plaza Court Broadcasting Co. Oklahoma City		98.5 Mc
WKY-FM	W K Y Radiophone Co. Oklahoma City		98.9 Mc

OREGON

KGW-FM	Oregonian Publishing Co. Portland		95.3 Mc
KPRA	Pacific Radio Advertising Service Portland		95.7 Mc
KPFM	Broadcasters Oregon, Ltd. Portland		94.9 Mc

PENNSYLVANIA

WHP-FM	W H P, Inc. Harrisburg		97.3 Mc
WPEN-FM	Wm. Penn Broadcasting Co. Philadelphia		99.5 Mc
WIP-FM	Pennsylvania Broadcasting Co. Philadelphia		97.5 Mc
WCAU-FM	WCAU Broadcasting Co. Philadelphia		102.7 Mc
KYW-FM	Westinghouse Radio Stations, Inc. Philadelphia	45.7 Mc	100.3 Mc
WFIL-FM	Triangle Publications, Inc. Philadelphia	45.3 Mc	99.9 Mc
KDKA-FM	Westinghouse Radio Stations, Inc. Pittsburgh	47.5 Mc	92.9 Mc
WEAX	Peoples Broadcasting Co. Lancaster		92.3 Mc
WMOT	W W S W, Inc. Pittsburgh		94.5 Mc
WIZZ	Scranton-Wilkes-Barre-Pittston Broadcasting Co., Inc. Wilkes-Barre		103.3 Mc
WGAL-FM	W G A L, Inc. Lancaster		92.7 Mc

SOUTH CAROLINA

WSPA-FM	Spartanburg Advertising Co. Spartanburg		92.1 Mc
----------------	--	--	---------

. . . FM STATIONS IN OPERATION . . .

<i>Call Letters</i>	<i>Licensee — Location</i>	<i>Old FM Band</i>	<i>New FM Band</i>
TENNESSEE			
WTJS-FM	The Sun Publishing Co., Inc. Jackson		95.1 Mc
WROL-FM	S. E. Adcock Knoxville		93.1 Mc
WAPO-FM	Ramon G. Patterson, et al, d/b as WAPO Broadcasting System, Chattanooga		97.9 Mc
TEXAS			
KERA	A. H. Belo Corporation Dallas		94.3 Mc
KOPY	Texas Star Broadcasting Co. Houston		98.5 Mc
KPRC-FM	Houston Printing Corporation Houston		99.7 Mc
KISS	The Walmac Co. San Antonio		100.1 Mc
KYFM	Express Publishing Co. San Antonio		101.5 Mc
WOAI-FM	Southland Industries, Inc. San Antonio		102.3 Mc
KCMC-FM	K C M C, Inc. Texarkana		92.5 Mc
KTRN	Times Publishing Co. of Wichita Falls Wichita Falls		97.7 Mc
UTAH			
KSL-FM	Radio Service Corp. of Utah Salt Lake City		100.1 Mc
VIRGINIA			
WSVA-FM	Shenandoah Valley Broadcasting Corp. Harrisonburg		94.3 Mc
WCOD	Havens & Martin, Inc. Richmond		92.5 Mc
WSAP-FM	Portsmouth Radio Corp. Portsmouth		94.7 Mc
WINC-FM	Richard Field Lewis, Jr. Winchester		96.3 Mc
WEST VIRGINIA			
WCFC	Beckley Newspapers Corp. Beckley		101.1 Mc
WJLS-FM	Joe L. Smith, Jr. Beckley		100.7 Mc
WISCONSIN			
WTMJ-FM	The Journal Company (The Milwaukee Journal) Milwaukee	45.5 Mc	92.3 Mc
WDUL	Head of the Lakes Broadcasting Co. Superior		92.3 Mc
WYOMING			
KFBA	Frontier Broadcasting Co. Cheyenne		95.7 Mc

Construction Permits For FM Stations

Granted By The FCC As Of Jan. 15, 1947

ALABAMA

City	Permittee	Channel	Power
ANNISTON	Harry M. Ayers	103.9 mc.	24 kw.
BIRMINGHAM	Birmingham Bdgt. Co., Inc.	93.9 mc.	30 kw.
BIRMINGHAM	The Birmingham News Co.	93.1 mc.	370 kw.
BIRMINGHAM	Johnston Broadcasting Co.	93.5 mc.	40 kw.
BIRMINGHAM	Voice of Alabama, Inc.	94.3 mc.	137 kw.
MOBILE	Giddens & Rester	97.9 mc.	10.8 kw.
MOBILE	Mobile Daily Newspapers, Inc.	94.1 mc.	51 kw.
MOBILE	Pape Broadcasting Co.	102.1 mc.	32.5 kw.
MONTGOMERY	Montgomery Broadcasting Co., Inc.	100.5 mc.	29.7 kw.

ARKANSAS

FORT SMITH	Donald W. Reynolds	101.3 mc.	180 kw.
FORT SMITH	Southwestern Hotel Co.	95.7 mc.	9 kw.

CALIFORNIA

ALAMEDA	Times-Star Publishing Co.	105.9 mc.	750 watts
BEVERLY HILLS	Beverly Hills Broadcasting Co., Inc.	104.7 mc.	760 watts
EUREKA	Redwood Broadcasting Co., Inc.	93.9 mc.	2 kw.
FRESNO	The George Harm Station	101.9 mc.	24.5 kw.
LOS ANGELES	Metro-Goldwyn-Mayer Studios, Inc.	100.1 mc.	4.8 kw.
MARYSVILLE	Marysville-Yuba City Broadcasters, Inc.	92.7 mc.	4.7 kw.
MARYSVILLE	Sacramento Valley Broadcasters	92.3 mc.	38 kw.
OAKLAND	Tribune Building Co.	94.1 mc.	20 kw.
OAKLAND	Warner Brothers	97.3 mc.	10 kw.
ONTARIO	The Daily Report	104.3 mc.	310 watts
PALO ALTO	Peninsula Newspapers, Inc.	104.3 mc.	770 watts
PASADENA	Rose Bowl Broadcasters, Ltd.	105.1 mc.	180 watts
RICHMOND	Contra Costa Broadcasting Co.	104.7 mc.	500 watts
RIVERSIDE	Broadcasting Corp. of America	102.1 mc.	20 kw.
SACRAMENTO	Lincoln Dellar	102.9 mc.	9.3 kw.
SAN BERNARDINO	Lee Brothers Broadcasting Co.	103.3 mc.	470 watts
SAN BERNARDINO	The Sun Co. of San Bernardino	103.7 mc.	6.4 kw.
SAN DIEGO	Airfan Radio Corp., Ltd.	100.9 mc.	33 kw.
SAN FRANCISCO	American Broadcasting Co., Inc.	96.9 mc.	1.6 kw.
SAN FRANCISCO	The Associated Broadcasters, Inc.	98.1 mc.	14 kw.
SAN FRANCISCO	KJBS Broadcasters	98.5 mc.	35 kw.
SAN JOSE	Santa Clara Broadcasting Co.	105.5 mc.	1 kw.
SAN JOSE	Valley Broadcasting Co.	100.5 mc.	10 kw.
SAN LUIS OBISPO	The Valley Electric Co.	92.3 mc.	11 kw.
SANTA MARIA	Santa Maria Daily Times	104.3 mc.	336 watts
SAN MATEO	Amphlett Printing Co.	105.1 mc.	820 watts
STOCKTON	F. F. Pepper	101.3 mc.	39 kw.

CONNECTICUT

MERIDEN	Silver City Crystal Co.	92.7 mc.	7 kw.
NEW BRITAIN	New Britain Broadcasting Co.	95.1 mc.	20 kw.
NEW HAVEN	The Colony Broadcasting Corp.	100.5 mc.	20 kw.
NEW HAVEN	Elm City Broadcasting Corp.	102.9 mc.	20 kw.
NEW LONDON	Thames Broadcasting Corp.	97.9 mc.	20 kw.
WATERBURY	American Republican, Inc.	100.1 mc.	10.2 kw.

FM APPLICATIONS GRANTED

<i>City</i>	<i>Permittee</i>	<i>Channel</i>	<i>Power</i>
DELAWARE			
WILMINGTON	Delaware Broadcasting Co.	101.1 mc.	20 kw.

DISTRICT OF COLUMBIA

WASHINGTON	Capital Broadcasting Co.	100.9 mc.	20 kw.
WASHINGTON	Commercial Radio Equipment Co.	101.3 mc.	20 kw.
WASHINGTON	Cowles Broadcasting Co.	100.5 mc.	20 kw.
WASHINGTON	Evening Star Broadcasting Co.	94.1 mc.	20 kw.
WASHINGTON	Theodore Granik	93.7 mc.	20 kw.
WASHINGTON	Metropolitan Broadcasting Corp.	101.7 mc.	20 kw.
WASHINGTON	National Broadcasting Co.	94.5 mc.	20 kw.
WASHINGTON	Potomac Broadcasting Cooperative, Inc.	93.3 mc.	20 kw.
WASHINGTON	WINX Broadcasting Co.	92.9 mc.	20 kw.

FLORIDA

CORAL GABLES	Southern Media Corp.	104.3 mc.	270 watts
DAYTONA BEACH	News-Journal Corp.	94.5 mc.	8.5 kw.
JACKSONVILLE	City of Jacksonville	96.3 mc.	159 kw.
JACKSONVILLE	Florida Broadcasting Co.	95.9 mc.	20 kw.
JACKSONVILLE	Jacksonville Broadcasting Co.	97.5 mc.	40 kw.
JACKSONVILLE	The Metropolis Co.	96.7 mc.	35 kw.
MIAMI	Isle of Dreams Broadcasting Corp.	97.5 mc.	34 kw.
MIAMI	Miami Broadcasting Co.	95.5 mc.	49 kw.
MIAMI BEACH	A. Frank Katzentine	96.7 mc.	306 kw.
ORLANDO	Orlando Daily Newspapers, Inc.	99.5 mc.	47 kw.
PALM BEACH	Palm Beach Broadcasting Corp.	97.9 mc.	22 kw.
PENSACOLA	Pensacola Broadcasting Co.	92.9 mc.	5.5 kw.
ST. PETERSBURG	Pinellas Broadcasting Co.	92.1 mc.	37 kw.
TALLAHASSEE	Capital City Broadcasting Corp.	104.3 mc.	710 watts
TAMPA	The Tribune Co.	93.3 mc.	48 kw.
WEST PALM BEACH	WJNO, Inc.	99.1 mc.	49 kw.

GEORGIA

ATLANTA	The Constitution Publishing Co.	93.1 mc.	20 kw.
AUGUSTA	Augusta Broadcasting Co.	94.5 mc.	30 kw.
AUGUSTA	Augusta Chronicle Broadcasting Co.	94.9 mc.	15 kw.
COLUMBUS	Columbus Broadcasting Co.	96.7 mc.	12 kw.
COLUMBUS	Georgia-Alabama Broadcasting Corp.	96.3 mc.	9.4 kw.
COLUMBUS	Radio Columbus Inc.	97.1 mc.	10.4 kw.
MACON	Middle Georgia Broadcasting Co.	102.3 mc.	36 kw.
MACON	Southeastern Broadcasting Co.	101.9 mc.	32 kw.
MOULTRIE	John F. Pidcock	100.3 mc.	10.4 kw.
ROME	Rome Broadcasting Corp.	100.9 mc.	1.4 kw.
SAVANNAH	Savannah Broadcasting Co.	98.5 mc.	45 kw.
SAVANNAH	WSAV, Inc.	98.9 mc.	11 kw.
TOCCOA	R. G. Letourneau	97.7 mc.	10 kw.

IDAHO

EOISE	Boise Broadcast Station	102.1 mc.	3.3 kw.
NAMPA	Frank E. Hurt & Son	101.3 mc.	2.5 kw.
POCATELLO	Radio Service Corp.	103.3 mc.	1.8 kw.
TWIN FALLS	Radio Broadcasting Corp.	96.1 mc.	3 kw.

ILLINOIS

BLOOMINGTON	Radio Station WJBC	93.9 mc.	6 kw.
BROOKFIELD	George M. Ives	104.7 mc.	250 watts
CARBONDALE	Southern Illinois Broadcasting Partnership	100.5 mc.	3 kw.
CHAMPAIGN	Champaign News Gazette, Inc.	99.5 mc.	20 kw.
DECATUR	Commodore Broadcasting, Inc.	93.7 mc.	31.2 kw.

City	Permittee	Channel	Power
ELMWOOD PARK	Elmwood Park Broadcasting Corp.	105.5 mc.	320 watts
EVANSTON	North Shore Broadcasting Co.	104.3 mc.	665 watts
FREEPORT	Freeport Journal-Standard Publishing Co.	102.1 mc.	9 kw.
HARRISBURG	Harrisburg Broadcasting Co.	98.9 mc.	32.7 kw.
HERRIN	Orville W. Lyeria	99.7 mc.	20 kw.
KANAKEE	Kanakee Daily Journal Co.	96.5 mc.	60 kw.
MT. VERNON	Midwest Broadcasting Co.	100.9 mc.	9.2 kw.
MT. VERNON	Mt. Vernon Radio & Television Co.	103.7 mc.	9.5 kw.
QUINCY	Lee Broadcasting, Inc.	98.1 mc.	53 kw.
QUINCY	Quincy Newspapers, Inc.	97.7 mc.	13 kw.
ROCK ISLAND	Rock Island Broadcasting Co.	100.7 mc.	36.6 kw.
SPRINGFIELD	WCBS, Inc.	101.7 mc.	19 kw.
SPRINGFIELD	WTAX, Inc.	101.3 mc.	6.7 kw.
WAUKEGAN	Keystone Printing Service, Inc.	98.1 mc.	4 kw.

IOWA

BURLINGTON	Burlington Broadcasting Co.	99.3 mc.	19.2 kw.
CEDAR RAPIDS	The Gazette Co.	96.1 mc.	11 kw.
DAVENPORT	The Tri-City Broadcasting Co.	101.1 mc.	47 kw.
DES MOINES	Central Broadcasting Co.	100.5 mc.	134 kw.
DES MOINES	Cowles Broadcasting Co.	101.7 mc.	158 kw.
DES MOINES	Kingsley H. Murphy	101.3 mc.	154 kw.
DUBUQUE	Dubuque Broadcasting Co.	99.1 mc.	10 kw.
DUBUQUE	Telegraph-Herald	99.9 mc.	180 kw.

KANSAS

HUTCHINSON	Hutchinson Publishing Co.	95.3 mc.	60 kw.
KANSAS CITY	Sunflower Broadcasting System	99.1 mc.	34 kw.
LAWRENCE	The World Co.	103.7 mc.	2.5 kw.
TOPEKA	Topeka Broadcasting Assn.	102.5 mc.	2.9 kw.
TOPEKA	The Topeka State Journal, Inc.	102.9 mc.	33 kw.
WICHITA	The Radio Station KFH Co.	93.5 mc.	185 kw.

KENTUCKY

LEXINGTON	American Broadcasting Corp.	102.3 mc.	3 kw.
LOUISVILLE	Courier-Journal & Louisville Times Co.	99.5 mc.	29 kw.
LOUISVILLE	Northside Broadcasting Corp.	103.3 mc.	29.8 kw.
LOUISVILLE	WAVE, Inc.	99.9 mc.	280 kw.
OWENSBORO	Owensboro Broadcasting Co.	92.3 mc.	20 kw.
PADUCAH	Paducah Newspapers, Inc.	97.3 mc.	32 kw.
WINCHESTER	Winchester Sun Co., Inc.	104.3 mc.	770 watts

LOUISIANA

ALEXANDRIA	Alexandria Broadcasting Co., Inc.	100.1 mc.	3 kw.
ALEXANDRIA	Central Louisiana Broadcasting Corp.	100.5 mc.	55 kw.
NEW ORLEANS	Supreme Broadcasting System, Inc.	95.3 mc.	61 kw.
NEW ORLEANS	The Times Picayune Publishing Co.	94.5 mc.	270 kw.
NEW ORLEANS	WSMB, Inc.	93.5 mc.	153 kw.

MAINE

BANGOR	Portland Broadcasting System, Inc.	94.3 mc.	10.8 kw.
PORTLAND	Portland Broadcasting System, Inc.	100.1 mc.	3.6 kw.

MARYLAND

ANNAPOLIS	Capital Broadcasting Co.	100.1 mc.	16.6 kw.
BALTIMORE	The A. S. Abell Co.	99.3 mc.	20 kw.
BALTIMORE	Baltimore Radio Show, Inc.	99.7 mc.	20 kw.
BALTIMORE	Belvedere Broadcasting Corp.	98.9 mc.	20 kw.
FREDERICK	The Monocacy Broadcasting Co.	98.1 mc.	2 kw.
HAGERSTOWN	Hagerstown Broadcasting Co.	95.7 mc.	1 kw.
SALISBURY	The Peninsula Broadcasting Co.	96.9 mc.	7 kw.
SILVER SPRING	Tri-Suburban Broadcasting Corp.	104.3 mc.	440 watts

FM APPLICATIONS GRANTED

<i>City</i>	<i>Permittee</i>	<i>Channel</i>	<i>Power</i>
MASSACHUSETTS			
BROCKTON	Cur-Nan Co.	105.1 mc.	800 watts
FALL RIVER	Fall River Broadcasting Co., Inc.	96.5 mc.	20 kw.
FITCHBURG	Mitchell G. Myers, Ruben E. Aronheim and Milton H. Myers.	99.9 mc.	20 kw.
HAVERHILL	The Haverhill Gazette Co.	96.1 mc.	20 kw.
HOLYOKE	The Hampden-Hampshire Corp.	95.5 mc.	3.5 kw.
LAWRENCE	Hildreth & Rogers Co.	95.7 mc.	17 kw.
NEW BEDFORD	Bay State Broadcasting Co.	96.9 mc.	20 kw.
NEW BEDFORD	Bristol Broadcasting Co.	97.3 mc.	20 kw.
NORTH ADAMS	James A. Hardman	101.5 mc.	1 kw.
SALEM	North Shore Broadcasting Co.	105.5 mc.	500 watts
SPRINGFIELD	WMAS, Inc.	96.7 mc.	3.2 kw.

MICHIGAN

ANN ARBOR	Washtenaw Broadcasting Co.	103.3 mc.	2 kw.
BATTLE CREEK	Federated Publications, Inc.	102.1 mc.	20 kw.
BENTON HARBOR	The Palladium Publishing Co.	103.9 mc.	9.2 kw.
DEARBORN	Herman Radner	104.3 mc.	480 watts
DETROIT	John F. Hopkins, Inc.	94.5 mc.	33 kw.
DETROIT	Knight Radio Corp.	95.3 mc.	20 kw.
DETROIT	WJR, the Goodwill Station, Inc.	94.9 mc.	28 kw.
GRAND RAPIDS	Grand Rapids Broadcasting Corp.	93.1 mc.	10.5 kw.
GRAND RAPIDS	Lear, Inc.	94.3 mc.	9.8 kw.
GRAND RAPIDS	Leonard A. Versluis	93.9 mc.	54 kw.
JACKSON	WIBM, Inc.	105.9 mc.	670 watts
LANSING	WJIM	99.5 mc.	53 kw.
MT. CLEMENS	Macomb Publishing Co.	105.1 mc.	340 watts
MUSKEGON	Greater Muskegon Broadcasters, Inc.	99.1 mc.	3.3 kw.
OWOSSO	The Argus-Press Co.	104.7 mc.	1 kw.
PORT HURON	Times-Herald Co.	102.3 mc.	22 kw.
SAGINAW	Saginaw Broadcasting Co.	98.3 mc.	15 kw.
WYANDOTTE	Wyandotte News Co.	104.7 mc.	1 kw.

MINNESOTA

MANKATO	F. B. Clements & Co.	92.7 mc.	29.2 kw.
MINNEAPOLIS	Independent Merchants Broadcasting Co.	101.3 mc.	34 kw.
MINNEAPOLIS	Minnesota Broadcasting Corp.	97.1 mc.	400 kw.
MOOREHEAD	KVOX Broadcasting Co.	100.1 mc.	8.5 kw.
ROCHESTER	Southern Minnesota Broadcasting Co.	94.7 mc.	20 kw.
ST. CLOUD	The Times Publishing Co.	98.3 mc.	50 kw.
ST. PAUL	KSTP, Inc.	102.1 mc.	320 kw.
ST. PAUL	WMIN Broadcasting Co.	100.9 mc.	59 kw.
WINONA	Winona Radio Service	93.7 mc.	55 kw.

MISSISSIPPI

JACKSON	Lamar Life Insurance Co.	101.5 mc.	69 kw.
---------	--------------------------	-----------	--------

MISSOURI

JOPLIN	Joplin Broadcasting Co.	102.3 mc.	2.6 kw.
KANSAS CITY	The Kansas City Star Co.	100.3 mc.	150 kw.
KANSAS CITY	KCMO Broadcasting Co.	98.3 mc.	20 kw.
KANSAS CITY	WHB Broadcasting Co.	98.7 mc.	20 kw.
ST. JOSEPH	KFEQ, Inc.	94.7 mc.	63 kw.
ST. LOUIS	Columbia Broadcasting System, Inc.	94.5 mc.	41 kw.
ST. LOUIS	Globe-Democrat Publishing Co.	92.9 mc.	53 kw.
ST. LOUIS	Missouri Broadcasting Corp.	92.1 mc.	32.3 kw.

City	Permittee	Channel	Power
ST. LOUIS	Star-Times Publishing Co.	93.7 mc.	40 kw.
ST. LOUIS	Thomas Patrick, Inc.	95.3 mc.	360 kw.
ST. LOUIS	The Pulitzer Publishing Co.	93.3 mc.	36 kw.
ST. LOUIS	St. Louis University	94.1 mc.	42.6 kw.

NEBRASKA

LINCOLN	Cornbelt Broadcasting Corp.	97.3 mc.	58 kw.
OMAHA	Inland Broadcasting Co.	92.1 mc.	330 kw.
OMAHA	World Publishing Co.	92.5 mc.	160 kw.

NEVADA

LAS VEGAS	Nevada Broadcasting Co.	104.3 mc.	330 watts
RENO	Reno Newspapers, Inc.	100.5 mc.	9.7 kw.
RENO	Saviers Electrical Products Corp.	104.3 mc.	760 watts

NEW HAMPSHIRE

CLAREMONT	The Claremont Eagle, Inc.	102.1 mc.	1.5 kw.
PORTSMOUTH	WHEB, Inc.	97.7 mc.	20 kw.

NEW JERSEY

ASBURY PARK	Asbury Park Press, Inc.	104.7 mc.	1 kw.
ASBURY PARK	Radio Industries Broadcast Co.	107.1 mc.	260 watts
BRIDGETON	Eastern State Broadcasting Corp.	101.5 mc.	18 kw.
JERSEY CITY	Fidelity Media Broadcasting Corp.	106.3 mc.	360 watts
NEWARK	Bremer Broadcasting Corp.	95.7 mc.	20 kw.
NEW BRUNSWICK	Home News Publishing Co.	104.3 mc.	1 kw.
PATERSON	Passaic Daily News	105.3 mc.	190 watts

NEW YORK

ALBANY	Hudson Valley Broadcasting Co., Inc.	94.1 mc.	2.1 kw.
BUFFALO	Roy L. Albertson	92.9 mc.	48 kw.
BUFFALO	WEBR, Inc.	92.5 mc.	15 kw.
CORAM	Sufolk Broadcasting Corp.	105.9 mc.	285 watts
CORNING	The Corning Leader, Inc.	95.1 mc.	4.2 kw.
HORNELL	W. H. Greenhow Co.	99.9 mc.	10 kw.
ITHACA	Cornell University	101.3 mc.	40 kw.
JAMESTOWN	James Broadcasting Co., Inc.	101.5 mc.	9.5 kw.
NEW YORK CITY	Capt. William G. H. Finch	99.7 mc.	10.3 kw.
NIAGARA FALLS	Niagara Falls Gazette Publishing Co.	95.7 mc.	20 kw.
OGDENSBURG	St. Lawrence Broadcasting Corp.	100.3 mc.	13.7 kw.
ONEONTA	Oneonta Star, Inc.	95.3 mc.	4.2 kw.
OSWEGO	Palladium-Times, Inc.	101.9 mc.	2.6 kw.
POUGHKEEPSIE	Poughkeepsie Newspapers, Inc.	103.3 mc.	2.3 kw.
ROCHESTER	The Monroe Broadcasting Co., Inc.	97.7 mc.	27 kw.
ROME	Copper City Broadcasting Corp.	104.3 mc.	1 kw.
SYRACUSE	Central New York Broadcasting Corp.	93.5 mc.	7 kw.
SYRACUSE	Civic Broadcasting Corp.	94.7 mc.	8.5 kw.
SYRACUSE	Onondaga Radio Broadcasting Corp.	93.1 mc.	8.5 kw.
SYRACUSE	Radio Projects, Inc.	94.3 mc.	8.5 kw.
SYRACUSE	Syracuse Broadcasting Corp.	92.7 mc.	8.5 kw.
SYRACUSE	WAGE, Inc.	93.9 mc.	1.6 kw.
TROY	Troy Broadcasting Co., Inc.	102.3 mc.	2.4 kw.
TROY	The Troy Record Co.	92.5 mc.	13 kw.
UTICA	Rome Sentinel Co.	98.3 mc.	4.3 kw.
UTICA	WIBX, Inc.	97.9 mc.	9 kw.
WATERTOWN	The Brockway Co.	100.9 mc.	6.7 kw.
WHITE PLAINS	Westchester Broadcasting Corp.	104.1 mc.	120 watts

FM APPLICATIONS GRANTED

<i>City</i>	<i>Permittee</i>	<i>Channel</i>	<i>Power</i>
NORTH CAROLINA			
AHOSKIE	Parker Bros., Inc.	104.3 mc.	665 watts
ASHEVILLE	Radio Station WISE, Inc.	94.7 mc.	9.6 kw.
ASHEVILLE	Skyway Broadcasting Corp.	94.3 mc.	8.8 kw.
BURLINGTON	Alamance Broadcasting Co., Inc.	101.3 mc.	34 kw.
CHARLOTTE	Southeastern Broadcasting Co.	102.5 mc.	160 kw.
DURHAM	Durham Radio Corp.	99.3 mc.	21 kw.
FAYETTEVILLE	Cape Fear Broadcasting Co.	100.5 mc.	12 kw.
GASTONIA	F. C. Todd	102.1 mc.	11.1 kw.
GOLDSBORO	Eastern Carolina Broadcasting Co., Inc.	99.7 mc.	35 kw.
GREENSBORO	Greensboro News Co.	98.1 mc.	23 kw.
GREENSBORO	North Carolina Broadcasting Co.	98.5 mc.	20 kw.
HICKORY	Catawba Valley Broadcasting Co., Inc.	99.5 mc.	180 kw.
HIGH POINT	High Point Enterprise, Inc.	103.5 mc.	13 kw.
HIGH POINT	Radio Station WMFR	97.7 mc.	3.5 kw.
RALEIGH	Capitol Broadcasting Co., Inc.	95.3 mc.	12 kw.
ROANOKE RAPIDS	WCBT, Inc.	102.9 mc.	10 kw.
ROCKY MOUNT	Josh L. Horne	103.3 mc.	20 kw.
SALISBURY	Piedmont Broadcasting Corp.	99.9 mc.	23.2 kw.
WASHINGTON	Tar Heel Broadcasting System, Inc.	101.9 mc.	29 kw.
WILMINGTON	Wilmington Star-News Co.	92.5 mc.	37 kw.
WILSON	Penn Thomas Watson	96.9 mc.	20 kw.
WINSTON-SALEM	WAIR Broadcasting Co.	96.1 mc.	32 kw.

OHIO

ALLIANCE	Review Publishing Co.	104.7 mc.	330 watts
ASHLAND	Beer & Koehl	100.7 mc.	8.6 kw.
ATHENS	The Messenger Publishing Co.	102.9 mc.	16.5 kw.
BELLAIRE	Tri-City Broadcasting Co.	100.1 mc.	20 kw.
CANTON	The Ohio Broadcasting Co.	97.1 mc.	9 kw.
CANTON	Stark Broadcasting Corp.	96.3 mc.	15 kw.
CINCINNATI	The Crosley Broadcasting Corp.	98.1 mc.	11.5 kw.
CINCINNATI	Buckeye Broadcasting Co.	97.3 mc.	18 kw.
CINCINNATI	Cincinnati Times-Star Co.	96.9 mc.	12.6 kw.
CINCINNATI	L. B. Wilson, Inc.	95.7 mc.	31 kw.
CLEVELAND HTS.	Samuel R. Sague	104.7 mc.	1 kw.
COLUMBUS	The Pixleys	92.1 mc.	31 kw.
COLUMBUS	United Broadcasting Co.	94.9 mc.	26 kw.
DOVER	Tuscora Broadcasting Co.	105.5 mc.	700 watts
FINDLAY	Findlay Radio Co.	101.7 mc.	8.2 kw.
FOSTORIA	Saurence W. Harry	105.1 mc.	370 watts
FOSTORIA	Lucian E. Kinn	102.7 mc.	8.5 kw.
FREMONT	Robert F. Wolfe Co.	104.7 mc.	300 watts
HAMILTON	Fort Hamilton Broadcasting Co.	98.9 mc.	6 kw.
LIMA	Northwestern Ohio Broadcasting Corp.	96.3 mc.	20 kw.
MARION	Marion Broadcasting Co.	102.3 mc.	2.3 kw.
NEWARK	The Advocate Printing Co.	101.5 mc.	8.5 kw.
PORTSMOUTH	The Scioto Broadcasting Co.	103.9 mc.	4 kw.
STUEBENVILLE	The Valley Broadcasting Co.	99.7 mc.	1 kw.
TIFFIN	Jay R. David	104.3 mc.	450 watts
TOLEDO	The Fort Industry Co.	98.5 mc.	20 kw.
WARREN	Nied & Stevens	104.3 mc.	340 watts
WOOSTER	The Wooster Republican Printing Co.	97.9 mc.	9.6 kw.
YOUNGSTOWN	WFMJ Broadcasting Co.	98.5 mc.	50 kw.
YOUNGSTOWN	WKBN Broadcasting Corp.	98.9 mc.	19 kw.

OKLAHOMA

ARDMORE	John F. Easley	97.1 mc.	8.2 kw.
DURANT	Democrat Printing Co.	103.1 mc.	2.9 kw.
MUSKOGEE	Muskogee Broadcasting Co.	92.1 mc.	6.5 kw.
OKLAHOMA CITY	KOMA, Inc.	100.1 mc.	190 kw.
OKLAHOMA CITY	Plaza Court Broadcasting Co.	98.5 mc.	176 kw.
OKLAHOMA CITY	WKY Radiophone Co.	98.9 mc.	132 kw.
SHAWNEE	KGFF Broadcasting Co.	96.3 mc.	7.2 kw.
TULSA	Tulsa Broadcasting Co.	94.5 mc.	170 kw.

OREGON

ALBANY	Central Willamette Broadcasting Co.	104.3 mc.	710 watts
ASHLAND	Rogue Valley Broadcasting Co., Inc.	105.1 mc.	480 watts
ASHLAND	Siskiyou Broadcasting Co., Inc.	104.7 mc.	270 watts
EUGENE	Valley Broadcasting Co.	99.7 mc.	8 kw.
MEDFORD	Mrs. W. J. Virgin	103.1 mc.	950 watts
PORTLAND	Broadcasters Oregon Ltd.	94.9 mc.	1.5 kw.
PORTLAND	KALE, Inc.	96.1 mc.	250 kw.
PORTLAND	KOIN, Inc.	94.5 mc.	150 kw.
PORTLAND	Oregonian Publishing Co.	95.3 mc.	51 kw.
PORTLAND	Pacific Radio Advertising Service	95.7 mc.	3.2 kw.

PENNSYLVANIA

ALLENTOWN	Lehigh Valley Broadcasting Co.	95.9 mc.	8 kw.
ALLENTOWN	Penn-Allen Broadcasting Co.	105.1 mc.	1 kw.
ALTOONA	The Gable Broadcasting Co.	100.7 mc.	3.9 kw.
BETHLEHEM	Bethlehem Globe Publishing Co.	94.7 mc.	10 kw.
BRADFORD	Bradford Publications, Inc.	97.1 mc.	2.7 kw.
EASTON	Easton Publishing Co.	105.7 mc.	250 watts
HARRISBURG	Harold O. Bishop	104.7 mc.	107 watts
HARRISBURG	The Patriot Co.	96.9 mc.	6.3 kw.
HARRISBURG	WHP, Inc.	97.3 mc.	4 kw.
JOHNSTOWN	WJAC, Inc.	99.5 mc.	2.2 kw.
LEWISTOWN	Lewistown Broadcasting Co.	102.7 mc.	2.25 kw.
McKEESPORT	Mon-Yough Broadcasting Co.	105.9 mc.	240 watts
MEADVILLE	H. C. Winslow	99.3 mc.	3.2 kw.
NEW CASTLE	WKST, Inc.	102.5 mc.	9.2 kw.
PHILADELPHIA	Seaboard Radio Broadcasting Corp.	97.1 mc.	20 kw.
PITTSBURGH	Allegheny Broadcasting Corp.	93.3 mc.	20 kw.
PITTSBURGH	Pittsburgh Radio Supply House	94.9 mc.	20 kw.
PITTSBURGH	WCAE, Inc.	92.5 mc.	20 kw.
PITTSBURGH	West Virginia Radio Corp.	93.7 mc.	20 kw.
POTTSVILLE	Miners Broadcasting Service	98.3 mc.	5.8 kw.
READING	Hawley Broadcasting Co.	93.1 mc.	9 kw.
SCRANTON	Scranton Broadcasters, Inc.	100.1 mc.	7.5 kw.
SCRANTON	Union Broadcasting Co.	100.5 mc.	6 kw.
SHARON	Sharon Herald Broadcasting Co.	102.9 mc.	27 kw.
SUNBURY	Sunbury Broadcasting Corp.	99.3 mc.	4.4 kw.
UNIONTOWN	Fayette Broadcasting Corp.	96.1 mc.	1.5 kw.
UNIONTOWN	Uniontown Newspapers, Inc.	96.5 mc.	1.1 kw.
WILKES-BARRE	Louis G. Baltimore	103.7 mc.	2.2 kw.
WILKES-BARRE	Scranton-Wilkes-Barre Pittston Broadcasting Co.	103.3 mc.	2.5 kw.
WILLIAMSPORT	WRAC, Inc.	92.5 mc.	3.2 kw.
YORK	Susquehanna Broadcasting Co.	94.9 mc.	20 kw.

FM APPLICATIONS GRANTED

<i>City</i>	<i>Permittee</i>	<i>Channel</i>	<i>Power</i>
SOUTH CAROLINA			
ANDERSON	Wilton E. Hall	103.5 mc.	32.2 kw.
CHARLESTON	Atlantic Coast Broadcasting Co.	92.3 mc.	20.5 kw.
GREENVILLE	Greenville New-Piedmont Co.	92.9 mc.	160 kw.
GREENVILLE	Textile Broadcasting Co.	93.3 mc.	48.6 kw.
LANCASTER	Lancaster Broadcasting Co.	101.5 mc.	12.5 kw.
SPARTANBURG	Spartanburg Advertising Co.	92.1 mc.	262 kw.

TENNESSEE

BRISTOL	Radiophone Broadcasting Station WOPI	96.9 mc.	10.4 kw.
CHATTANOOGA	Unity Broadcasting Corp. of Tennessee	94.9 mc.	5.4 kw.
CHATTANOOGA	WAPQ Broadcasting Service	94.5 mc.	37.2 kw.
CHATTANOOGA	WDOD Broadcasting Corp.	95.3 mc.	42 kw.
CLARKSVILLE	Leaf-Chronicle Co.	98.7 mc.	3.1 kw.
JACKSON	The Sun Publishing Co., Inc.	95.1 mc.	30 kw.
JOHNSON CITY	WJHL, Inc.	101.7 mc.	9.7 kw.
KINGSPORT	Kingsport Broadcasting Co., Inc.	103.3 mc.	44 kw.
KNOXVILLE	S. E. Adcock	93.1 mc.	76 kw.
KNOXVILLE	Knoxville Publishing Co.	92.3 mc.	20 kw.
MEMPHIS	Herbert Herff	92.7 mc.	49 kw.
MEMPHIS	Memphis Publishing Co.	93.5 mc.	136 kw.
NASHVILLE	WSIX Broadcasting Station	93.3 mc.	65 kw.

TEXAS

ABILENE	The Reporter Broadcasting Co.	96.9 mc.	46 kw.
AMARILLO	Amarillo Broadcasting Corp.	101.3 mc.	3.2 kw.
AMARILLO	Plains Radio Broadcasting Co.	101.7 mc.	36 kw.
BEAUMONT	KRIC, Inc.	102.1 mc.	9 kw.
DALLAS	A. H. Belo Corp.	94.3 mc.	43 kw.
DALLAS	City of Dallas	93.9 mc.	59 kw.
DALLAS	KRLD Radio Corp.	93.1 mc.	26 kw.
DENTON	Harwell V. Shepard	101.7 mc.	3.1 kw.
HARLINGEN	Harbeniot Broadcasting Co., Inc.	95.3 mc.	13.7 kw.
HOUSTON	Harris County Broadcast Co.	96.3 mc.	177 kw.
HOUSTON	Houston Printing Corp.	99.7 mc.	39.2 kw.
HOUSTON	KTRH Broadcasting Co.	99.3 mc.	350 kw.
LONGVIEW	R. G. LeTourneau	102.3 mc.	9.1 kw.
LUFKIN	Darrell E. Yates	92.9 mc.	2.9 kw.
SAN ANTONIO	Express Publishing Co.	101.5 mc.	330 kw.
SAN ANTONIO	Southern Broadcasting Corp.	100.9 mc.	200 kw.
SAN ANTONIO	Southland Industries, Inc.	102.3 mc.	156 kw.
SAN ANTONIO	The Walmac Co.	101.1 mc.	160 kw.
TEMPLE	Bell Broadcasting Co., Inc.	104.3 mc.	220 watts
TEXARKANA	KCMC, Inc.	92.5 mc.	40 kw.
TYLER	East Texas Broadcasting Co.	103.9 mc.	4.3 kw.
VERNON	Northwestern Broadcasting Co.	101.5 mc.	8 kw.
WICHITA FALLS	Times Publishing Co.	97.7 mc.	20 kw.

UTAH

SALT LAKE CITY	Intermountain Broadcasting Corp.	98.5 mc.	900 watts
SALT LAKE CITY	Radio Service Corp. of Utah	100.1 mc.	8.5 kw.

VERMONT

RUTLAND	Philip Weiss Music Co.	104.3 mc.	280 watts
---------	------------------------	-----------	-----------

. . . **FM APPLICATIONS GRANTED** . . .

City	Permittee	Channel	Power
VIRGINIA			
DANVILLE	Piedmont Broadcasting Corp.	92.1 mc.	31 kw.
HARRISONBURG	Shenandoah Valley Broadcasting Corp.	94.3 mc.	37.2 kw.
LYNCHBURG	Lynchburg Broadcasting Corp.	101.5 mc.	3.7 kw.
LYNCHBURG	Old Dominion Broadcasting Corp.	101.9 mc.	20 kw.
NEWPORT NEWS	Hampton Roads Broadcasting Corp.	92.3 mc.	34 kw.
NORFOLK	WTAR Radio Corp.	93.1 mc.	33 kw.
PORTSMOUTH	Portsmouth Radio Corp.	94.7 mc.	33.2 kw.
RICHMOND	Haven & Martin, Inc.	96.3 mc.	47 kw.
RICHMOND	Larus & Brothers Co., Inc.	97.1 mc.	21 kw.
RICHMOND	Thomas Garland Tinsley, Jr.	97.9 mc.	21 kw.
ROANOKE	Radio Roanoke, Inc.	93.7 mc.	3 kw.
ROANOKE	Times-World Corp.	92.9 mc.	11.8 kw.
SUFFOLK	Suffolk Broadcasting Corp.	93.8 mc.	10.2 kw.
WINCHESTER	Richard Field Lewis, Jr.	92.5 mc.	13.4 kw.

WASHINGTON

LONGVIEW	Twin City Broadcasting Corp.	104.3 mc.	410 watts
SEATTLE	Evergreen Broadcasting Corp.	93.1 mc.	9.6 kw.
SEATTLE	Fisher's Blend Station, Inc.	92.7 mc.	48 kw.
SEATTLE	Queen City Broadcasting Co., Inc.	93.9 mc.	7.7 kw.
SEATTLE	Radio Sales Corp.	93.5 mc.	15 kw.
BECKLEY	Beckley Newspapers Corp.	101.1 mc.	3 kw.
BECKLEY	Joe L. Smith, Jr.	100.7 mc.	31.7 kw.
BLUEFIELD	Daily Telegraph Printing Co.	97.9 mc.	186 kw.
HUNTINGTON	Greater Huntington Radio Corp.	99.9 mc.	53 kw.
HUNTINGTON	Huntington Broadcasting Corp.	99.5 mc.	38 kw.
HUNTINGTON	Mayflower Broadcasting Co., Inc.	104.3 mc.	275 watts
MORGANTOWN	West Virginia Radio Corp.	104.3 mc.	275 watts
WHEELING	Community Broadcasting, Inc.	100.9 mc.	14 kw.

WISCONSIN

BELOIT	Daily News Publishing Co.	93.9 mc.	8.7 kw.
GREEN BAY	Green Bay Newspaper Co.	101.1 mc.	14.4 kw.
GREEN BAY	WHBY, Inc.	101.5 mc.	14 kw.
GREENFIELD	William C. Forrest	103.1 mc.	92 kw.
LA CROSSE	WKBH, Inc.	92.1 mc.	40.2 kw.
MILWAUKEE	Midwest Broadcasting Co.	94.3 mc.	31 kw.
OSHKOSH	Oshkosh Broadcasting Co.	102.3 mc.	2.2 kw.
RACINE	Racine Broadcasting Corp.	101.3 mc.	2.9 kw.
RICH LAKE	WJMC, Inc.	99.7 mc.	4.4 kw.
SHEBOYGAN	Press Publishing Co.	98.7 mc.	3 kw.
WAUSAU	Northern Broadcasting Co., Inc.	94.9 mc.	19.5 kw.
WISCONSIN RAPIDS	William F. Huffman	104.7 mc.	290 watts

WYOMING

CHEYENNE	Frontier Broadcasting Co.	95.7 mc.	9.5 kw.
----------	---------------------------	----------	---------

PUERTO RICO

SAN JUAN	Radio Americas Corp.	105.1 mc.	330 watts
----------	----------------------	-----------	-----------

FM NEWS HIGHLIGHTS—1946

(From the Files of RADIO DAILY)

JANUARY

- 2—Mark Woods, president of the American Broadcasting Co., in a year-end message summarized the network's position with regard to FM and urged "every local and regional affiliate to apply for FM" and to become active in its development.
- 2—Paul W. Kesten, executive vice-president of CBS in a year-end statement said that "it is a healthful fact that the public knows of the war-born technical advances that are now available to radio" and that "CBS has long been convinced that FM because of its superior quality, must eventually replace AM broadcasting. Public insistence on the improved system should hasten the removal of any obstacles yet remaining in the path of its development."
- 3—FCC Chairman Paul Porter, in a radio address broadcast over ABC said "FM is a new kind of broadcasting—free of interference and conveying the full tones of music and the human voice with life-like fidelity. This type of broadcasting got started in a small way before the war, but today is poised for a rapid expansion. Whereas there are only 50 FM stations on the air I expect to see the number at least tripled or quadrupled during the next 12 months."
- 3—Edgar Kobak, president of the Mutual Broadcasting System, Inc., in his report on operations for the past year said that "a comprehensive study of the network's present facilities and coverage, and its future FM requirements is now in progress to bring to Mutual all the technological improvements of the postwar era."
- 7—The FCC's battle with Zenith Radio Corp. over assignment of the Corporation's request for 42-50 mc. FM band was blasted back into the open when the Commission ordered a public hearing on the subject following a strongly worded petition from the company.
- 8—All Westinghouse FM radio stations are operating on both the old (42-50 mc.) and new (88-106 mc.) frequency bands as provided by FCC regulations effective Jan. 1.
- 14—Changes in FM Standards of Good Engineering Practice were approved by the FCC. The changes affect Sections 14 and 15.
- 15—An RMA survey of receiving set manufacturers revealed the majority favor use of official FCC channel numbers on dial markings of FM receivers. Tabulation indicated that 47 of the set manufacturers polled favored FCC markings, with 19 companies favoring dial markings using the assigned megacycles. Nine companies made qualified reports and seven companies did not submit any replies.
- 21—Zenith Radio Corp. began its plea before the FCC that an additional band be assigned FM broadcasting. Zenith requested assignment to the 42-50 megacycle band.
- 24—Attendance record was broken at the opening of the IRE meeting in N. Y., with more than 4500 radio and electronic engineers in attendance. Displays by 135 companies included the latest developments in radar, AM and FM radio, tele, sound recording, communications, testing devices, vacuum tubes, magnetic recordings, remote control devices and many other phases of electronics and allied fields.
- 25—The FCC denied Zenith Radio Corporation's request for an extra FM band.
- 28—Maj. Edwin H. Armstrong, inventor of FM assailed the FCC's decision eliminating low frequency allocations for FM broadcasting, claiming the issue is "no longer a technical one" but a public one.
- 29—MGM will begin immediate construction of a new FM radio station covering the Los Angeles area, with broadcasting schedule to start about May 1. Station will bear the call letters KMGM and will be located at the top of Mulholland Drive in Beverly Hills.

FEBRUARY

- 4—A strong protest against the FCC denial of petitions by Zenith and GE for use of the 42-50 mc. band for FM was registered with the FCC. Major reason cited by Arthur Freed, chairman of pioneer FM manufacturers conferences and v.p. of Freed Radio, was unavailability of transmitting equipment for the higher bands.
- 6—The FCC granted six new FM stations and scheduled hearings for 52 applications in four major cities, including N. Y. and Washington.

- 7—The Midwest FM network, a subsidiary of WGN, Inc., has placed an order with the General Electric Company for transmitter equipment for WGNB and four proposed new frequency modulation stations.
- 11—The FCC planned to push FM into action with a series of conferences designed to clear up engineering and other details. The FM plan is part of a general pattern set by FCC Chairman Paul Porter to get both FM and television out of the "talking stage" and on the air. Porter is determined to smooth the governmental path toward widespread operation of FM and television before he leaves the Commission.
- 15—The FCC granted CP's for five new standard stations in scattered sections of the country and OK'd the first two units in a proposed State-wide education FM network in Wisconsin.
- 26—Stratovision tests for FM verify "all of the optimistic estimates" of the systems possibilities according to a report filed with the FCC by C. J. Burnside, manager of the Westinghouse Industrial Electronics Div. which conducted the tests in cooperation with the Glenn L. Martin Co. Usable signals were transmitted over a distance of 240 air-line miles from an altitude of 25,000 feet using only 250 watts of power.

MARCH

- 1—The FCC granted 15 additional FM stations and designated one application for hearing. This brings total conditional grants to 345.
- 6—Blasting Zenith Radio Corporation's stand on low-band FM, the FCC released its reasons for pushing FM up to 88-108 megacycles. "Despite earlier warnings and predictions," the Commission said, "the salient fact is that the band assigned to FM broadcasting by the Commission will furnish excellent service."
- 7—CBC expects to be able to make recommendations within the next few weeks regarding the granting of licenses for low power frequency modulation transmitters to private stations applying. A. D. Dunton, CBC chairman said. Outlining CBC's views of frequency modulation broadcasting, Mr. Dunton said that as part of a move to introduce FM broadcasting in Canada, the CBC is about to begin operation of 250-watt FM transmitters in Toronto and Montreal.
- 11—Declaring that FCC engineers erred in recommending the assignment of FM to the 100 mc. band, Major Edwin H. Armstrong, inventor of FM, revealed that these errors will be laid bare at the round table discussion on March 23rd, of the Broadcasting Engineering conference at Columbus, Ohio.
- 12—The FCC began hearings on FM applications despite the withdrawal of four applicants.
- Eleven firms are seeking the 11 channels available in Washington, D. C.
- 14—NBC officials predicted to the FCC that in three to five years there will be 2500 FM stations operating in the U. S. and the number of standard outlets will be sliced nearly in half "by FM's static-free competition."
- 14—WGN, Chicago FM station invited the public to attend a special live concert. Purpose of invitation was to stimulate interest in FM and explain principal features of frequency modulation.
- 14—Announcement was made by Major Edwin H. Armstrong of the revision of transmitter license fees for FM radio. This followed the reduction some time ago of receiving set licenses.
- 15—Hearing on 11 applications for Washington's 11 FM channels wound up, with the possibility that a scheduled night session would not be needed. The pace-making hearing was expected to set the pattern for future FM consolidated proceedings.
- 15—WGHF, the new FM-FAX broadcasting station, New York City is now undergoing station equipment tests on a frequency of 99.7 mc.
- 18—Theodore Granik presented to the FCC his radio "dream"—an FM station built around the public forum theme. Stating that only an "enlightened democracy is a true democracy," Granik outlined plans which would in effect, give Washington and the nation the first commercial radio station using the public forum idea as a basis for virtually its entire programming.
- 20—Early returns now tabulated from the FCC's poll of radio manufacturers indicate record-breaking production figures for 1946, with FM generally left out in the cold in favor of standard broadcast receivers. The Commission is known to be concerned over a trend which thus far amounts to a virtual "freeze out" of FM receivers.
- 20—The FCC set hearing dates on two of the four FM stations sought by the midwest FM network, subsidiary of WGN, Inc. Stations would provide coverage as follows: Fort Wayne, 7850 square miles; Peoria, 7900; Grand Rapids, 6850, and Milwaukee, 7750.
- 21—The FCC granted eight applications for new FM stations in Washington, with three other applications "passed for further study."
- 25—Practical FM station operation encompasses a wide range of problems unknown to standard radio broadcasting, a five-man panel of FM authorities told the broadcast engineering conference at Ohio State University.
- 29—Niles Trammell, NBC president at a press conference in Chicago stated that if the Petrillo edict against the duplication of standard broadcast programs on FM stands, it would make necessary the setting up of

separate and distinct FM networks which would be in conflict with the FCC philosophy opposing dual avenues of communication under one ownership.

APRIL

- 4—Radio manufacturers expect to produce nearly 20,000,000 receivers this year—a record-breaking total, nearly 60 per cent higher than pre-war output, the FCC said. Of the huge total, only 9 per cent of the receivers will be devoted to FM, the poll indicated.
- 4—The Western Electric Co. has been granted a license by Maj. Edwin H. Armstrong, inventor of FM, for the manufacture and use of apparatus for mobile and certain other communication purposes. Bell System is conducting extensive trials of mobile radio telephone service, and Western Electric plans to provide FM apparatus for use in that service.
- 5—The FCC approved the basic engineering plans submitted by nine applicants for FM stations. This action is only one step from outright grants and makes a total of 24 applicants with approved engineering plans.
- 8—Criticism of the FCC report on set production plans for 1945 was voiced in FM circles in N. Y. One FM spokesman pointed out that Zenith Corp. in Chicago, pioneer manufacturers of FM receivers, was not among the manufacturers who furnished the FCC with an estimate.
- 8—The development of FM represents radio's "second chance" to fulfill its promise of service in the public interest, which has been neglected by present-day AM broadcasters. This is the theme of "Radio's Second Chance," a book by Charles A. Siepmann, former FCC consultant, published by Little, Brown & Co.
- 10—Stating that this year is "crucial" for FM, the Senate Small Business Committee called on the FCC to be "vigilant" to avoid "monopolistic tendencies" and give veterans a better break in FM broadcasting.
- 11—The FCC has declared it is "wholeheartedly" in accord with the objectives of the Senate Small Business Committee's report on FM.
- 12—The FCC denied two NAB requests for changes in FM rules and approved two other suggestions. At the same time, the Commission took no action on suggestions of the Senate Small Business Committee that the FCC reverse its abandonment of requirements for separate FM programming.
- 15—WGYN, the Muzak FM station in New York began a ten-hour broadcast day, the largest FM schedule in the city. Broadcast schedule will be from noon to 10 p.m. except Sundays, when station goes on the air at 3 p.m. Programs will be almost entirely transcribed music with newscasts three minutes before each hour.
- 18—Representatives of six Ohio newspapers which received conditional grants from the FCC for FM radio stations met in Ashland, Ohio to discuss construction plans.
- 22—The FCC issued a special statement designed to clear up the misunderstanding in the industry about its "one to a customer" policy in the granting of FM licenses. That policy it was explained, affects the order in which FM applications are being processed—and does not affect the number of FM stations which might ultimately be granted a single applicant. The multiple-ownership regulation remains applicable, banning the owning of two FM stations in the same service area and banning the holding of more than six licenses in different areas.
- 22—WHNG, the MGM Loew's owned FM affiliate of WHN, New York received the FCC's authorization to change its call letters to WMGM, effective immediately. The MGM outlet in Los Angeles, KFLO has also been granted permission to change to KMGGM.
- 24—A total of 561 FM applications and grants, as of April 1, were from AM licensees, the FCC revealed in a breakdown of FM applicants. Two hundred and seventy-three applications were from individuals or firms with no standard broadcasting affiliations. These figures include both pending applications and those to which conditional approval has already been announced.
- 25—The FCC approved the bids of 38 more FM applicants, bringing the total conditional grants to 425.
- 25—Forecasting a great future for FM and declaring that there is grave danger of retarding this new service if the government inaugurates a general re-allocation of present-day standard broadcast frequencies, Frank Stanton, president of CBS testified at the clear channel hearing conducted in Washington by the FCC.
- 29—Justin Miller, president of the NAB, in course of rebuttal to Charles Siepmann's defense of the FCC pointed out that all was not well in the thinking of the FCC, especially if it was going to continue to suppose that men going into the FM broadcasting business with eight or ten thousand dollars would be expected to give ideal programming with a minimum of commercial time sold. In this case, Miller stated, there will be "a considerable number of bankrupt broadcasters around within the next few years."

- 30—Mark Ethridge, v.p. of The Louisville Times and The Courier Journal (WHAS), told the FCC that the commercial value of high-powered standard broadcasting is "bound to be diminished," by FM.
- 30—In a six month period since V-J Day, August 14, 1945, the FCC has granted applications for 425 FM stations.

MAY

- 1—Addressing 100 radio and advertising agency executives at a discussion at the Ritz-Carlton Hotel in N. Y. on the future relationship of FM to agency planning and thinking, Maj. Edwin H. Armstrong, inventor of FM said that the future of frequency modulation broadcasting is so great that "no one can readily foresee its possibilities" and added that "its life blood depends on getting sets into the hands of the public." In this way, he said, listeners will then be able to discern between present-day AM quality and the marked superiority of FM reception.
- 6—Commissioner Clifford J. Durr of the FCC, at the opening session of the 16th annual Institute for Education by radio in Columbus, Ohio said that while conditions for launching FM are "ideal," its advent is being held up because of "a disturbing inclination on the part of radio to cling to its old system of aural broadcasting, rather than give free rein to a new system."
- 9—In a N. Y. trade showing, Freed Radio Corp., makers of Freed-Eisemann FM radio-phonographs, introduced their new post-war models at the Ritz-Carlton Hotel. Seven models, all consoles, housed in period and contemporary cabinets were shown, representing the first line featuring the new FCC approved FM range from 88 to 103 mc.
- 9—Rich's, Inc., Atlanta, Ga., has made application to the FCC for a class 2 experimental urban-mobile land station. The store requested any single frequency in the band 152-162 mc., using link equipment; also 50 mobile units to be installed on trucks.
- 13—A new facsimile transmitter-monitor system, consisting of two Finch high-quality precision broadcast facsimile scanners, each with associated monitor receiver, power units, amplifiers and selective switching arrangements for insuring uninterrupted transmission for any number of facsimile pages was announced by W. G. H. Finch, president of Finch Telecommunications, Inc., Passaic, N. J. The equipment will be priced at \$7500, subject to OPA approval.
- 24—The FCC in a roundup of the FM situation showed the picture shaping up as follows: 48 stations; 5 stations under construction (authorized prior to wartime restrictions); 52 additional construction permits authorized since Oct. 8, 1945; 441 conditional grants

since Oct. 8, 1945; 126 applications in hearing; 261 applications on which there has been no action.

- 29—Sweeping changes in FM rules proposed by the FCC is expected to place it in a more practical position to compete with standard broadcasting and in the absence of any protest on or before June 15, the Commission will not schedule oral argument relative to the proposed change. Under the changes, FM will be reduced to two classes and additional power authorized up to 20 kw. under certain conditions.

JUNE

- 5—The Balaban & Katz Corp. owner and operator of television station W3KB, Chicago, revealed plans for large-scale construction of FM studios and transmitting tower.
- 7—The first post-war FM transmitter to come off the General Electric production line has been delivered to WGN, Chicago, and placed in operation on WGNB, WGN's FM sister station.
- 10—The FCC adopted a precedent-breaking order proposing to withhold for one year the assignment of every fifth FM channel throughout the nation. The unusual reservation of FM channels is based on the Commission's allocation plan of last year, assigning between 1500 and 1600 channels to metropolitan cities. Under the proposed order approximately 300 FM channels would thus be "reserved" for a period of 12 months.
- 11—FCC Commissioner Clifford Durr is preparing to ask the Commission to approve a rule drastically curtailing the joint ownership of AM and FM stations. Durr will call on the Commission to extend the multiple-ownership Rule to cover AM and FM stations serving "substantially the same area" unless the coverage is considerably greater than that of the FM stations involved. The "divorcement" would take effect three years after approval of the rule.
- 14—The FCC concluded hearings in Chicago on applications for the nine FM channels remaining to be allocated in that area. Chicago now has 5 FM stations in operation out of a total allotment of 17 channels. Under the new FCC policy 3 of the remaining 12 will be lopped off for the present, leaving 9 to be granted.
- 17—A "great deal of the impetus" and promotion being given FM "arises out of the general problem of allocation of broadcasting facilities, as distinguished from any real need for FM on the part of the public," James D. Shouse, v.p. of The Crosley Corp. in charge of broadcasting told editors and publishers assembled in Colorado for the annual convention of the National Editorial Association.

- 18—Hearings for the five remaining FM channels in New York, originally scheduled for this date will be held sometime next month. Of the 20 channels set aside by the Commission for N. Y., 11 have so far been licensed, or CP's have been granted and a total of 9 remain available.
- 20—FM radio will be used for the first time by police departments in the Toronto area when installations already approved for the York Township and Scarborough are completed.
- 24—WGHF, FM station owned and operated by Capt. W. G. H. Finch, has its formal opening recently as a commercial outlet.
- 24—Current FM problems will be discussed tomorrow at a meeting of NAB's FM Executive Committee in New York. Chairman of the committee is Walter Damm, of WTMJ, Milwaukee.
- 24—The FCC further brushed up its FM rules to put FM on a firmer footing to compete with standard broadcasting. Most of the new rules were announced last month but present amendments clear up a few "loose ends."
- 25—Senator Glen H. Taylor, Democrat of Idaho called on the Dept. of Justice to make a "thorough" investigation of radio set manufacturers to determine possible violation of anti-trust laws in "withholding" FM receivers from the market.
- 27—Following a two-day session of the NAB's FM Executive Committee at the Hotel Ambassador in N. Y., the committee adopted a resolution calling upon the NAB to instruct its counsel to take part in the oral argument set by the FCC on July 12. At this time the proposed order of the Commission allocating and reserving every fifth channel on FM for one year, for various areas, will be contested by the NAB.
- 27—RMA officials declined to comment directly on charges made by Sen. Glen H. Taylor, Idaho Democrat, that radio set manufacturers were withholding FM receivers from the market.
- 1—Denying charges of a "holdback" on FM receivers, a top RCA executive told the FCC that beginning in September, 60 per cent of all "technically feasible" radio sets produced by RCA will contain FM in combination with AM.
- 2—The Philco Corp. has licensed the Radio Corp. of America to use its "Advanced FM System" and approximately 600 other Philco patents and inventions relating to radio and television receivers and electrical phonographs, John Ballantyne, president of Philco announced. "The new Philco Advanced FM System is an entirely new system of frequency modulation detection which is considered one of the fundamental advances in the radio art," he said.
- 2—WIL, owned and operated by the Missouri Broadcasting Co., in addition to being the first AM station to operate commercially in the St. Louis area came up with another first when their new FM station took to the air with announcements and a play-by-play account of the ball game from Sportsman Park.
- 5—The General Electric Co. is scheduled to begin production on FM receivers next week at its Bridgeport, Conn. plant, with the first sets due to appear in dealers' stores early next month. FM transmitters already are in production at the firm's Syracuse plant.
- 9—Hearings for New York's five remaining assignable FM channels got under way in U. S. Court House with FCC Attorney J. Alfred Guest presiding and Commission Attorney Charles Hubert assisting. Guest is regional attorney for FCC in the N. Y. area.
- 10—The Cowles Broadcasting Co., owners of KRNT, has purchased the Shrine Temple in Des Moines, Iowa to be used as a new location for their new FM outlet.
- 11—St. Louis University, said to be the first institution of higher learning to operate a radio station, will be the first university to go on the air with FM, as a result of a contract for a 10 kw. transmitter and associated equipment with Federal Telephone and Radio Corp.
- 12—Revolutionary developments in the field of radio communications are expected as a result of a deal concluded through which RCA will manufacture the klystron tube by arrangement with Sperry Gyroscope Co. Radio relay systems employing transmitting and receiving set-ups on towers, spaced from 25 to 30 miles apart, are being experimentally constructed to carry telegraph messages, FM and television programs, and the new klystron tube is ready to be used in these systems.
- 15—The FCC heard a wide variety of witnesses alternately blast and approve the Commission's plan to reserve every fifth FM channel. In general, veterans, labor and farm groups lined up in favor of the reservation plan, while NAB and broadcasters condemned the plan for varying reasons. From the interest of most of the Commissioners, observers predicted the plan would be given final approval by the FCC.
- 15—NBC and RCA have perfected a new antenna that will broadcast simultaneously, and without mutual interference, television pictures,

television sound and FM it was revealed. The antenna, which is said by NBC to provide this type of transmission for the first time in broadcasting history, will be ready for operation in the fall.

- 16—Radio and television broadcasting is slowly moving toward a period where all facilities will be able to compete with each other, with FM regarded in some FCC quarters as the "key" to the coming battle. A statistical roundup of present applications and grants approved by the Commission only gives an inkling of the battle which is expected to show that FM grants are increasing at a more rapid rate than AM, and that tele applications are dropping off steadily.
- 15—The first FM broadcast tubes for 50 kw. FM transmitters have been developed by the Federal Telephone and Radio Corp., Newark, N. J. Two of these tubes have a rated output each of 25 kw. at 110 mc.
- 19—Following oral argument last week, the FCC gave final approval to its plan to reserve one out of every five Class B FM channels. The Commission revealed that a new plan incorporating changes which have occurred in its allocation plan is "being prepared." At the same time, the FCC hinted that it might also come up with a reservation plan for the large number of Class A FM channels.
- 25—A sweeping investigation of the FCC, it's alleged "exercise of control over broadcasting programs," the recent re-allocation of FM frequencies, the allocation of AM and other frequencies and its general administration was demanded in the Senate by Sen. Charles W. Tobey (R., N. H.).
- 29—In a move calculated to speed up FM construction and discourage alleged "squatting" on FM channels, the FCC warned that it will not permit delay in the planning and construction of FM stations for which permits have been granted. In the provision of full FM broadcast service, the Commission also announced that it is questioning all present holders of FM permits concerning the steps they have taken toward getting on the air, and will send questionnaires for reply by new permittees two months after their permits are issued.
- 30—Taxis in Montreal, Canada are to have FM radio communication equipment in the near future and are awaiting final arrangements with the Dept. of Transport. The elimination of the need for returning to call-boxes or offices after each trip had made the advantages of FM radio to taxicab operations so apparent that all that remains to be proven is the economic feasibility of its use in their particular case.
- 31—WWDC, the only standard station in Washington denied an FM outlet under the Commission's proposed grants, indicated that an appeal to the high court will be if the FCC again turns down their application.

31—N. Y. State Police have completed arrangements for the installation of a state-wide, three-way FM radio system for use by the police, calling for 73 radio telephone transmitting and receiving points. Superintendent John A. Gaffney, Div. of State Police, set the deal at the direction of Gov. Thomas E. Dewey.

AUGUST

- 2—Described as a "glorified hatpin" owing to its 18-inch aerial, delegates to the Ontario Police Assoc. conference in Toronto, were treated to a two-way demonstration of the latest in police radio communications system. G. Gordon Patterson and J. R. Warren, engineers from Rogers-Majestic, manufacturers of the FM equipment, were in charge of the demonstration.
- 5—The first FM transmitter on Canada's Pacific Coast will be erected in Vancouver this fall by the Canadian Broadcasting Corp. The new 250 watt unit will be installed on the roof of the Hotel Vancouver and tests are scheduled for Oct.
- 9—The first General Electric post-war FM transmitter to be delivered on the West Coast has been placed in operation atop Mt. Wilson near Los Angeles, Calif. by Earle C. Anthony, Inc., operators of KFI.
- 13—The FCC announced its final decision granting nine applications for FM stations in Washington, D. C.
- 19—An extensive improvement and expansion program among radio stations in the St. Louis area is getting under way with prospects of tele, FM and facsimile slated to become important factors in the business picture during the months to come.
- 20—Paul A. Walker, FCC Commissioner, in a talk before the Third Annual Radio and Audio Education Forum at the University of Texas in Austin urged educational institutions to investigate the possibilities of FM if they desired radio outlets in the near future. Following his talk plans were made for the formation of a 43 station FM educational network in Texas, by the educators.
- 23—The FCC officially added to its regulations on FM a new sub-section to Section 3.204, Part 3, Sub-part B, incorporating the channel-reservation policy noted by the Commission a month ago.
- 26—KTHT, FM, aired Texas' first FM broadcast last week, only 17 days after receiving its conditional grant from the FCC. Before its first signal was sent, the station was booked solid by sponsors for its entire six-hour daily schedule.
- 29—With conditional FM licenses being granted to a number of stations in the San Francisco area, plans are being made to erect transmitters and start FM broadcasting just as

soon as business and operating conditions make it possible. Some stations already have secured construction sites for transmitters, and others have options on several tentative locations.

- 29—A campaign to inform the public of FM receiver scarcity has been inaugurated by KCOY in Oklahoma City. KCOY broadcast three spots daily urging the public to investigate before they buy a new radio set, due to the fact that Oklahoma will soon have four or more FM stations.

SEPTEMBER

- 4—In a new shakeup of its FM allocation plan, the FCC added a total of 78 additional channels to a total of 55 cities throughout the country and withdrew 22 channels previously allocated to 20 other cities. The revised tentative allocation plan, the FCC said, has been developed to provide an "equitable distribution" of channel for Class B stations (for Metropolitan and Rural service) with "consideration given to the present demand for channels in the various localities."
- 5—A final construction permit for the first FM broadcasting station in the southwest has been granted the Express Publishing Co., and the new station will be on the air within 60 days according to an announcement made by C. D. Lutz, radio division manager for the Express Publishing Co., an Antonio, Texas.
- 5—Harry C. Wilder, president of WSYR-FM, Syracuse, N. Y. has started an extensive campaign to "manufacture" a listening audience" and help break the FM production bottleneck by offering to buy for cash 5,000 receiving sets and distribute them to established dealers in station's listening area.
- 6—The FCC awarded conditional grants to 10 applicants for new FM stations in five states.
- 6—Announcement was made by the FCC that it has granted station WILM, Wilmington, Del. an authorization for the new FM station. Authorization is contingent upon the separation of station WILM from the Steinmann interests which at one time controlled the station.
- 10—Reported to be the first New York frequency modulation station on the air with full power on the new FM band, WGYN announced the installation of a new antenna atop the Cities Service Tower. Station is carrying programs on the new band, 96.1 mc. channel 241, with transmission from the tower, 950 feet above the ground.
- 10—California's second commercial FM station, KRFM, Fresno, has just begun operations with a 19-hour day schedule including special emphasis on transcribed musical programs and public service features.
- 10—International General Electric Co., will offer demonstrations of two-way FM communications, two-way aircraft radio and ultra-high frequency waves at two separate conventions to be held in Mexico City late in September. A 250 watt FM transmitter with revolutionary GE phase-modulated circuit, scheduled to be placed in regular commercial service by leading Mexican broadcasters, will be a highlight of GE's exhibit at the broadcasters conference.
- 12—Delivery of postwar transmitters by major manufacturers has stepped up considerably the past few weeks with both Federal Telephone & Radio Corp. and General Electric Co. reporting sizeable production schedules. The G.E. plan at Syracuse reported that FM transmitters were coming off the lines at the rate of about one a day with 50 deliveries to broadcasters and newspapers already made. Orders for 150 transmitters from all parts of the U. S. have been received.
- 16—The Board of Cook County Commissioners in Illin is has received a request for \$30,000 to convert the country's highway police two-way radio system from AM to FM Signals between stations and cars would be clearer and more intelligible with the use of FM.
- 17—Only 15,000 of the approximately 100,000 FM receivers in the Greater N. Y. area are equipped to receive on the new 88-108 mc. band and indications are that it will be some time before receivers covering the new frequencies are available in quantities in the N. Y. market. This was learned through a survey conducted by RADIO DAILP. Seven of eight FM stations in the N. Y. area are broadcasting a total of 51 hours daily on the new frequencies. None of the stations have been able to give accurate data on their listening audiences to date although two are in the process of making surveys. Blame for the plight of FM broadcasters rests with the manufacturers, all station managers agreed. They reported that new receivers—covering the 88-108 band are coming into the market in very limited quantities and the shortage of these receivers has hampered development of audiences.
- 18—Southern Illinois' first FM station, WMIX, owned and operated by the Mt. Vernon Radio & Television Co., Inc., organized by a group of 25 business and professional men went on the air Sunday.
- 19—With the Canadian Broadcasting Corp. making ready to launch its second FM transmitter, indications are that frequency modulation will get under way on a large scale in Canada during the next several months.

19—Washington's first day-long commercial FM operation got under way this week following interim permission by the FCC to WINX to duplicate its present broadcast schedule on WINX-FM.

20—A total of 65 FM stations are now broadcasting, with several score more due to go on the air within the next few months, a survey of the FM field revealed. With production of FM transmitters showing gains and output of FM receiving sets expected to be stepped up beginning this month, the outlook for FM broadcasting appeared brightest since the ending of World War II.

23—Using WGFm, General Electric FM station in Schenectady as the originating station, Union College plans to broadcast all its football games on a regional network of college broadcasting stations. The tieup with Union College marks the first time that an FM setup has been used for regional collegiate football.

25—Developments in electronics will soon transform one of America's oldest mail coach highways, the Boston Post Road, into a communication lane equipped to provide two-way radio-telephone service for motor vehicles traveling between New York and Boston. Disclosure was made by the RCA engineering products department when initial deliveries of land and mobile FM radio transmitters and receivers were made to the three Bell System companies which will operate the service.

OCTOBER

4—WGYN, Muzak-owned FM station, became New York's only full time FM outlet this week when it began transmitting from 7 p.m. to 10 p.m. five days per week and until midnight every Saturday and Sunday.

7—Finch FM station WGHF aired its first live program, presenting news and views of Broadway and Hollywood. Series will offer a name personality each week.

8—Forty-one per cent of the families planning to buy radios this year consider FM a necessity, according to a survey just made by American Magazine, while 40 per cent are not familiar with the term FM. Sixteen percent didn't consider FM essential and three per cent didn't answer. Mail survey reached 4000 representative families of American Magazine readers and was distributed in proportion to the distribution of the magazine's circulation by city-size groups and geographical areas. Research department of Crowell-Collier Publishing Co. made the survey.

9—The Caidian Broadcasting Corp. began full time FM broadcasting in the Toronto area when its new transmitter on top of the Canadian Bank of Commerce building went

into operation for the first time. Call letters of the new station are VE9EV and it broadcasts on the 99.1 mc. band.

10—An outstanding promotional campaign got under way in San Antonio, Texas to acquaint AM listeners with FM. Charles "Bud" Lutz, director for radio of the San Antonio Express which has been granted a license and will soon take to the air with KFYM, is in charge. A news letter is being published and sent twice monthly to dealer bringing them latest information on FM and news of the local station.

11—The FCC acted favorably on 30 FM applications.

15—Seventy-one educational institutions are licensed, have received initial authorization or have applied to operate non-profit broadcast stations, the FCC announced. In the non-commercial educational FM service, six stations are on the air, 21 are under construction and 23 applications are pending. Of 29 educational organizations functioning in the standard broadcast band, 20 are on a non-profit basis. Since the war and in spite of material shortages, 58 applications have been received from colleges, universities and public school systems for FM stations, integrated more or less, with state-wide plans.

16—If present talk and planning among FM licensees comes to pass a new FM group distinct from NAB will be mapped out during the NAB convention in Chicago. The new group would set up as a promotional center for FM broadcasting, with its prime purpose the education of the public to the advantages of FM.

18—The Chicago Board of Education completed arrangements to re-beam transmissions of the Chicago Times-WLS "Quiz down" program over its own FM transmitter to approximately 150 Chicago elementary schools.

21—The 24th Annual Convention of the National Association of Broadcasters opened in Chicago with paramount among the matters which broadcasters are asking the NAB to consider and act upon are the future of AM and FM radio.

21—Mass production of FM receivers for the low-price market was stated to be one of the chief aims of the Bendix Aviation Corp. One new model is designed for both AM and FM and it was pointed out that the company will approach the low-price market with the caution of good economics and will seek to establish itself in the quality market at in-between prices. Other new model is a combination FM and phonograph set, and all of the Bendix receivers will have built in FM antennas.

22—Major Edwin Armstrong, inventor of FM, speaking before the NAB Frequency Modulation panel in Chicago, recounted the

delays incident to launching FM and predicted wide development of FM within the coming year.

- 23—Thirty-seven members of the FMBI organization bolted the NAB's FM group when the FMBI dissolved. Several meetings will be held during the NAB meeting to take definite steps "to formulate ideas for the new FM organization primarily interested in the promotion and development of FM." Roy Hofheinz of KTHT and FM station KOPY of Houston, Texas stated that "due to the avowed policy of NAB which was to abstain from involvements in intra-industry disputes, it was necessary to establish an independent FM organization."
- 24—Charles Denny, acting chairman of the FCC urged broadcasters who have not yet acted for FM grants to "re-examine their position" to make certain they will not be left out in the cold when the nation-wide shift to FM comes. That the FCC looks for such a shift was made clear to the NAB convention in Chicago by Denny. He pointed out that 579 (65 per cent) of the AM stations licensed prior to Oct. of last year have applied for FM.
- 24—The RMA announced that a slight rise was noted in production of FM sets in Sept. A total of 17,541 were manufactured compared with only 13,892 in August.
- 24—Paul Mowrey, national director of television for the American Broadcasting Co. told the NAB convention that television will be one of the greatest mediums in the education field, presenting history as it actually occurs. He further stated that television would be an enormous asset to instructors and would simplify the teaching of current affairs.
- 29—The American Broadcasting Company has decided to make available to affiliated stations with FM outlets, a considerable portion of the web's regularly scheduled broadcasts, with the proviso that the program in question is broadcast simultaneously with the AM transmitter. It is understood that the non-musical programs will be the ones made available to FM in order to avoid tangling with the AFM edict against musicals. Under the new service ABC makes available 107 programs throughout the week for simultaneous AM-FM transmission to affiliated stations.
- 31—Winnipeg, Canada will become the first city in Canada to install FM equipment, which will operate on 152 megacycles, in its water-works and fire department vehicles.

chairman of the FCC at last week's NAB convention, is indicated in reports from several cities on FM developments. Zenith Radio Corp., Chicago, reported that advance demands of the public for radios containing FM were so heavy that it would be many months before the company could catch up with the backlog of orders.

- 1—Zenith Radio Corp. has launched a program to help FM stations teach the public the advantages of frequency modulation. Under its promotion plan, Zenith has promised to concentrate deliveries of FM sets to areas where new FM stations are scheduled to start operation.
- 6—A total of 90 FM stations are now in operation throughout the nation, the FCC reported. Last roundup was made by the Commission on September 19 which showed a total of 65 FM stations broadcasting. Approximately half of the 90 stations now operating were licensed before the war and a total of 27 of these stations are continuing to operate in the old FM band on a temporary basis. Nearly all FM stations are employing interim equipment pending completion of full construction, the FCC said.
- 6—More than 250 radio distributors, dealers and service men were guests of KYFM, owned and operated by the Express Publishing Co., San Antonio, Texas, at a demonstration and dinner. Following the dinner the guests were shown a Frequency Modulation film produced by the General Electric Co. A demonstration of FM broadcasting was made from the new studios and rebroadcast from the stage of the auditorium.
- 7—The Stromberg-Carlson Co. announced development of a low priced FM converter which restores the usefulness of some 350,000 pre-war frequency modulation receivers so they can pick up programs on the new band as well as the old. The "Driscoll FM adapter," invented by George Driscoll, manager of Stromberg-Carlson's FM station, WHFM, in Rochester, N. Y., can be attached to the receiver chassis as a replacement for the built-in antenna. It will sell for a list price of \$6.35 plus installation cost.
- 11—Roy Dunlop, CBC representative will leave for Shanghai shortly to set up broadcasts in English for Canada and the U. S. for the Chinese Broadcasting Administration. CBA is planning to build up a chain of FM stations along the Chinese coast.
- 13—A set of five objectives and plans for an industry-wide FM meet to be held next month or in Jan. were agreed upon at a meeting of FM broadcasters and manufacturers in Washington this week to organize the new FM association. This is the group

NOVEMBER

- 1—Growing interest in FM radio as a sequel to the address of Charles R. Denny, acting

exclusively predicted by RADIO DAILY more than a month ago to grow out of a meeting of FMers during the NAB convention in Chicago last month.

13—Approximately 52 FM stations owned by AM broadcasters affiliated with the four major networks, are now open for a free ride in programming, since all networks permit them to use web shows which do not contain music. ABC was the most recent network to set up the same policy as the other three webs in regard to AM affiliates with FM stations. All nets now allow use of their non-musical programs where FM transmission is simultaneous with AM broadcasts. This policy includes both commercial and sustaining programs, although some networks stipulate that an FM station cannot mix both categories of shows in the same operating day. This is done as a fairness measure to the advertiser.

14—FM transmitter production added momentum this week with announcements by Federal Telephone & Radio Corp. and General Electric that shipments had been made on back orders to stations all over the country, with the bulk of outstanding orders going to stations which are already on the air or set to begin operations.

19—FM receiver output at General Electric is rapidly nearing the "full production" mark on the company's new post-war model "417," it was announced, although actual figures were not broken down. New set incorporates the low and high FM bands, standard and shortwave bands and a phonograph.

19—Ewell K. Jett, member of the FCC, speaking over WWDC, Washington, predicted that at least five million FM sets will be produced during the next year.

19—R. Alton Reed of Dallas, Texas, chairman of the Texas Baptists radio commission recommended to the Baptists meeting in convention at Mineral Wells, Texas that the Baptists should consider owning and operating FM stations over the state. Reed told the group that "this is a new field of broadcasting in which we can get in on the ground floor." He proposed that the key station would be located in Dallas with Baptists of Dallas owning and operating the station and the State Baptist board the network. All network stations would be owned and operated locally.

26—United States listeners own a total of about 500,000 FM receiving sets, according to an estimate by the FCC. Of these, about 400,000 sets were on hand before the war. The FCC estimated that FM sets now are being produced at the rate of 17,000 a month.

26—A new method of "variable inductance tuning," designed to overcome problems arising from the transfer of FM broadcasting to

higher frequencies, has been perfected by engineers of the receiver division of General Electric Company, it was announced by I. J. Karr, manager. Method is described as being more efficient than gang condensers in the reception of FM at its new position from 88 to 108 MC; it is also said to be highly efficient in short-wave tuning. This type of tuner, according to Karr, has the advantage of being entirely tool made.

29—Facsimile broadcasting on FM channels will begin early in 1947 from 12 or more cities, according to a statement by Capt. W. G. H. Finch, president of Finch Telecommunications, Inc.

DECEMBER

2—Appointment of seven new committees and five sub-committees was announced by NAB in Washington this past week-end. Committees named include FM Executive, International Broadcasting Advisory Legislative, Public Relations Executive, Sales Managers Executive, Small Market Stations Executive and the Standard of Practice Committee of the Program Executive Committee. The personnel of the FM Executive Committee follows: Walter J. Damm, Chairman, WTMJ-FM, Milwaukee, Wis.; Gordon Gray, FM Station WMIT, Winston-Salem, N. C.; John Shepard, 3rd, FM Station WGTR, Boston, Mass.; John V. L. Hogan, FM Station WQXQ, New York, N. Y.; Leonard Asch, FM Station WBCA, Schenectady, N. Y.; Lester Nafzger, WCOL-FM, Columbus, O.; Everett Dillard, FM Station KOZY, Kansas City, Mo.; Clarence Leich, FM Station WMLL, Evansville, Ind.; Cecil Masten, WBNF-FM, Binghamton, N. Y.; Matthew Bonebrake, KOCY-FM, Oklahoma City, Okla.

2—In a letter to the newly-formed frequency modulation association, Acting FCC Chairman Charles R. Denny reaffirmed his faith in FM as "The finest aural broadcast system attainable in the present state of the radio art. An organization such as yours," Denny wrote, "can perform one of the most valuable services in the history of broadcasting."

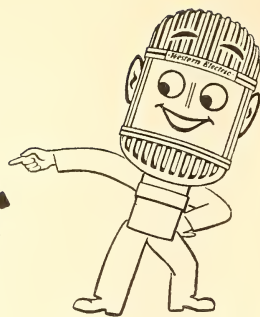
5—The first FM station in Kansas, WIBW-FM was formally dedicated in special ceremonies, presented simultaneously over WIBW and WIBW-FM.

6—The FCC, in a statistical analysis of AM and FM grants and applications since V-J Day reports the total FM applications filed as of Oct. 1946:

(A) 70.8 per cent were from persons in the AM field. (B) An additional 12.3 per cent were from non-AM newspaper interests. (C) The remaining 16.9 per cent were from persons without either AM or newspaper interests. (D) Overall 34.2 per cent of the applications were from persons with news-

- paper interests. 4. Total FM authorizations (CP's and CG's) issued as of October 1, 1946: (A) 74.6 per cent were issued to persons in the AM field. (B) An additional 13.5 per cent were issued to non-AM newspaper interests. (C) The remaining 11.9 per cent were issued to persons without either AM or newspaper interests. (D) Overall 37.8 per cent of the authorizations were issued to persons with newspaper interests.
- 10—The first post-war radio station to be opened in Chicago's metropolitan area will be WEAW, an FM station, in Evanston, North Shore suburb and home of Northwestern University.
- 11—First batch of 16 orders for FM transmitting equipment placed with Federal Telephone and Radio Corp. during the last six months have already been filled, according to Norman E. Wunderlich, executive sales director, while the remainder will be shipped within the next few months. All of the 16 orders came from newspaper publishers in 11 states, some of whom have never before been associated with broadcasting. Total amount of the orders placed with Federal is estimated to run more than \$250,000.
- 12—About 3,750,000 home radio sets produced in 1947 will have an FM band, according to a prediction yesterday by Ray C. Cosgrove, president of the Radio Manufacturers Association. The nearly 4 million sets affording FM reception constitute 25 per cent of the over-all set production figure predicted by Cosgrove.
- 13—First privately-owned concern in Canada to receive a license for an FM broadcasting station on a regular basis will be the Canadian Marconi Co., a Transport Dept. official has revealed. The "FM" license has been approved and will be issued shortly. It will cover broadcasts from station CFCF in Montreal at 3,000 watts. The only other FM licensee in Canada at the present is the CBC.
- 19—A tubeless FM converter costing an estimated \$2.39 for component parts, which can be attached to an old band set in a few minutes has been developed by Henry R. Kaiser, chief engineer of Pittsburgh stations WWSW and its FM affiliate, WMOT.
- 24—An agreement for the designing and construction of FM stations and transmitters in St. Louis, Mo., Chattanooga, Tenn. and Los Angeles, Calif., owned by Unity Broadcasting Corporations of those states (International Ladies' Garment Workers' Union), was signed Friday by Frederick F. Umhey, executive secretary, and Paul Demars, representing Raymond M. Wilmotte, Inc. Construction, expected to start next spring for completion in July, is said to be in excess of \$300,000 for the three sites. Amount is said to be one of the highest expenditures in the history of FM construction.
- 26—In order to clear the 42-44 megacycle band for use by non-Government fixed and mobile services to which it has been allocated, the FCC has assigned temporary channels to FM stations now operating in the low band. The changes are effective January 1, and in no case later than February 1. Date for cessation of all FM operation in the 44-50 band has not yet been set, and will not be until the Commission gets a clearer picture of the outlook for early accessibility of FM receivers.
- 27—Forecasting that FM will make its greatest strides in 1947, Arthur Freed, vice-president and general manager of the Freed Radio Corp., declared that nearly 100 FM stations are now in operation and 900 applications have been granted or are pending in hearing before the FCC. "This prediction is based on several factors," said Mr. Freed. "For one thing, the production of table model broadcast (AM) radio sets is now catching up with demand and is soon expected to meet domestic requirements. When this occurs, receiver manufacturers will increase production of FM receivers, and in this way sustain and go on to surpass the high rate of radio production attained during 1946.
- 31—Opposing viewpoints as to the operation of FM broadcasting are expected to enliven the Frequency Modulation Association's organizational meeting in Washington, D. C., on Jan. 10. Members attending the meeting will include broadcasters who propose duplication of FM-AM programs, those who propose to operate FM and AM separately, newspaper publishers entering the FM field and individual FM station operators. The meeting will also be another pioneering step since this will be the first time that such a group has ever considered the commercial aspects of FM and made plans for its promotion.
- 31—A significant move in the history of radio in Minneapolis, Minn. was made over the weekend when WTCN-FM went on the air for the first time, using what is described as "the world's first permanent super-directive FM antenna." Principal point of interest in the opening of the new station was the 80 foot FM transmitting antenna which dominates the Minneapolis skyline from the top of the Foshay Tower. New antenna is said by station officials to be "the first FM broadcast antenna of its efficiency to be erected."

Look to *Western Electric*



...whether you need microphones

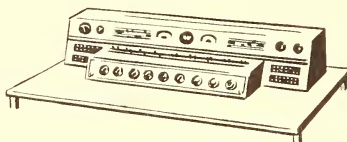


amplifiers



, speech input

equipment



for studio

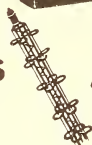
or remote use, AM or FM

transmitters



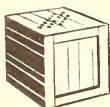
, Clover-leaf

FM antennas



, or any of the many

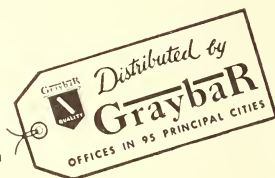
things



you need to put your

programs on the air.

—QUALITY COUNTS—



For full details, call your local Graybar Broadcast Equipment Representative, or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

EQUIPMENT



The Technical Side

•

Production Gains Momentum

•

Broadcast Equipment—1947

•

Better Recording Equipment

•

RMA Personnel—Committees

•

Consulting Engineers

•

*Chief Engineers of Stations
In United States and Canada*

•

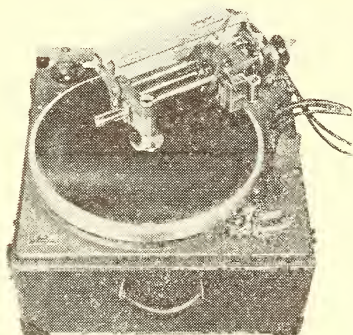
Radio Equipment Manufacturers

PRESTO

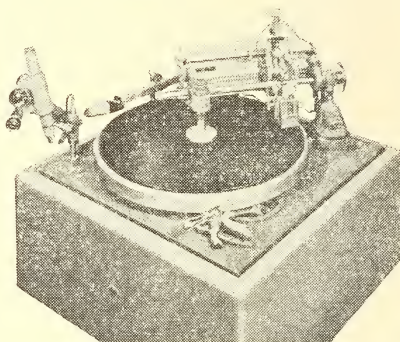
First Choice with Broadcasters

► Recording engineers continue to find in the Presto line the most versatile selection of finely engineered equipment and discs. Today many Prestos which began their service more than ten years ago are still turning out high quality recordings.

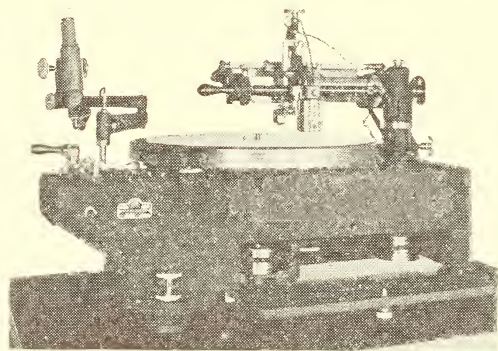
► On this page is additional evidence why Presto is the world's largest manufacturer of instantaneous sound recording equipment and discs.



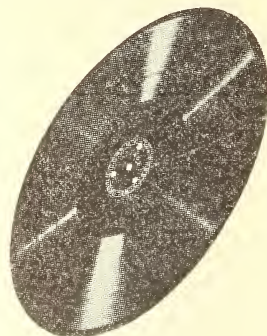
PRESTO 6-N, the most economical, fully professional and widely used recorder ever manufactured for general small station and recording studio use.



THE PRESTO 8-N recorder has been familiar to broadcast stations and recording studios for years and is known as a precision instrument equal to any recording assignment.



THE PRESTO 8-D is suited for exceptionally heavy demands by the large stations and studios. Its unusually heavy weight is a big factor in recording high fidelity masters.



PRESTO GREEN LABEL DISCS are unsurpassed for perfect instantaneous recordings and masters. Nothing finer for true-to-life recording.



PRESTO

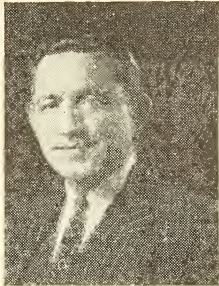
RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada

World's Largest Manufacturer of Instantaneous Sound Recording Equipment & Discs

PRODUCTION GAINS MOMENTUM

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

PRODUCTION to meet the radio industry's increased demands for new equipment was the Western Electric Radio Division's prime objective during 1946. At the beginning of the year the phenomenal growth of FM, the pressing



S. P. Taylor

needs for replacement of equipment in existing stations and the many new applications of radio and audio facilities posed seemingly unsurmountable production problems for the electronic industry.

The many new products designed by Bell Telephone Laboratories and the continuing improvement and re-design of established equipments necessitated almost complete re-tooling at Western Electric before production in large quantities could be attained. Two new plants were acquired in Winston-Salem and Burlington, N. C. adding over 500,000 square feet of factory space to Western's production facilities devoted exclusively to the manufacture of radio broadcasting, radio communications equipment and electronic apparatus of all types.

It was only natural for the Bell Labs-Western Electric team responsible for the negative feedback amplifier, the grounded plate FM transmitter, the non-directional and cardioid microphones and other major developments, to continue pioneering in the many expanded fields of radio communications. New Bell Telephone Laboratories designs which were put into production by Western Electric during 1946 included a multitude of items from microphone to antenna.

Early in 1946 Western Electric served the radio industry by field conversion of installed Western Electric FM transmitters and within a short time after the FCC assigned the new frequencies, many of these transmitters were converted and back "on the air" at the station's new frequency. By the end of the year 22

Western Electric FM transmitters were in operation daily in the United States.

High points of the year included the introduction of the 54A Clover-leaf Antenna for FM. Symbolically this "good-luck" antenna made its bow to broadcasters on St. Patrick's Day. The use of this high gain, broad band antenna eliminated the need of complex coupling and mounting equipment and solved many of the pressing technical problems of the industry.

The new line of "Transview" FM Transmitters with power ratings up to 50 KW, was announced in July 1946 and the first 1 KW equipment of this new series was delivered in October. These transmitters employ the field tested Western Electric method of Direct FM and Synchronized center frequency control and were engineered for the best over-all efficiency and the lowest possible distortion and intermodulation products.

New developments in Speech Input Equipment included Custom Built Studio Control Desks and the Relay Type Master Control Line Switching System. Because of the unique "plug-in" type of unit construction, control booth equipment using standardized components can be custom built for a station's individual needs and assembled in a compact attractive console. The Line Switching System in itself is an outstanding piece of flexible audio facility equipment. Individual panels, one for each line, can be added to accommodate the number of lines to be controlled.

A host of new Western Electric electron tubes, thermistors, crystals, deposited carbon resistors, etc. opens the way for still further advancement in the radio and communications art.

The Graybar Electric Co., national distributors for Western Electric, increased its service facilities for the industry by the addition of a number of trained sales engineers with electronic and broadcasting experience supplemented by Western Electric's newly organized Broadcast Field Engineering Force assures the broadcaster of full realization of the unsurpassed quality and reliability which is designed and built into the equipment.

*Experience is by industry achieved
And perfected by the swift course of time.*

SHAKESPEARE

**12 YEARS of EXPERIENCE plus SKILLED
WORKMEN ensures YOU perfect**

Electrical Transcriptions

Pressings
of the new
vinylite



Pressings
of the new
vinylite

Send us your original acetate recording for
immediate processing . . . no delay . . .
pressings shipped to destination immediately.

ALLIED RECORD MANUFACTURING CO., INC.

HOLLYWOOD 38, CALIFORNIA

1041 North Las Palmas Avenue

Hollywood 5107

BROADCAST EQUIPMENT—1947

By CLYDE E. DICKEY, Gen. Sales Mgr. Federal Telephone & Radio Corp.

A POLICY of continuing development and improvement coupled with maximum production of currently needed equipment is the keynote of Federal Telephone and Radio Corporation's broadcast equipment manufacturing program for 1947. Federal, a manufacturing associate of International Telephone and Telegraph Corp., is being called upon to supply a substantial portion of the equipment required by new stations, particularly FM, as well as replacement equipment for improvement and expansion of existing AM and FM stations. To meet these needs in the shortest possible time with equipment featuring the most recent advances in radio engineering has been Federal's prime consideration in developing its 1947 production program.

The diversified line of Federal equipment being produced under this policy includes such items as transmitters for AM and FM, broadcasting tubes for those applications, high frequency cable and a complete line of speech-input and transmitter control equipment. In the latter field, the latest model of the Federal transmitter control console was already being delivered at the start of 1947 and will be increasingly available during the year. Studio control consoles, as well as speech-input and allied studio equipment, have been subjected to the same intensive production schedule and are expected to be available in ample quantity within the next few months.

Federal has been a leader in the broadcast tube field since the earliest days of radio and is currently emphasizing the production of such tubes as a recently developed series of high output FM triodes and the highly regarded 6C22 television triode . . . the first tube ever to develop 600 watts output at 600 megacycles. In addition, the full Federal line of standard broadcast, industrial and special application tubes are being produced in quantities sufficient to permit immediate delivery.

In the field of FM, an indication of the extent of the 1947 equipment requirements came at the end of 1946 when the FCC announced that more than 900 applications for FM broadcasting licenses had been received and 426 construction permits and 211 conditional grants had been issued.

Since FCC has indicated the desirability of stations getting on the air as soon as possible after issuance of the CP and with the highest power obtainable within the allowed power output, it is noteworthy that Federal is now delivering transmitters rated at 1 KW, 3 KW and 10 KW. These are designed so that amplifiers for higher power may be added later.

Under this program, Federal has already made delivery on a large number of FM transmitters, antennas and associated equipment, most of which are already on the air. The first Federal 10 KW transmitter went on the air for Station WELD, Columbus, Ohio, early in 1947.

The accelerated production of Federal transmitters has been matched by the production rate of Federal's exclusive high-gain, super-directive Square Loop FM antenna. Hailed as one of the major post-war FM developments, this antenna has brought a new concept of operating efficiency and effectiveness to FM broadcasting. Impressive savings in initial transmitter investment and in day-to-day operating costs, as well as super-efficient coverage and high signal quality, are achieved through the use of these unique Square Loop antennas.

Thus is Federal carrying out its program of producing 3 and 10 KW FM transmitters to catch up with the demand in the early part of the year, pending delivery of 25 and 50 KW equipment later in the year.

The scope of expansion in FM during 1947 becomes impressively apparent through the FCC's estimate that 700 FM stations will be on the air by the end of the year. Federal is confident that the demands for its share of these requirements will be met during 1947.

Manufacturers of Frequency Modulation broadcasting equipment, confronted with the demands of an ever-increasing number of FM licensees anxious to go on the air, have adopted a policy of supplying low-powered temporary equipment rather than holding deliveries until permanent high-powered systems are available. Gearing this policy to a program of maximum production, the industry seems confident that the bulk of the demand will be satisfied, on an interim basis, at least, by the end of 1947.

BETTER RECORDING EQUIPMENT

By THOMAS B. ALDRICH, General Sales Manager, Presto Recording Co.

AS RECENTLY as eight years ago the quality of reproduction offered by instantaneous recordings was such that the average broadcasting station was by no means certain that such recordings were of any value to it. The acetate disc was just beginning to offer a material quality assuring some sort of uniformity in frequency response, lack of surface noise and consistency of behavior. Today the acetate coated disc is performing splendidly notwithstanding the fact that recording personnel continue to wish for something better.



Thomas B. Aldrich

Advances in turntable (recording and transcription) equipment have been noticeable during the last eight years but improvements in magnetic cutting heads and reproducers have been more important. The standardization of the desired characteristic by the National Association of Broadcasters has been of great help. Today the best manufacturers offer equipment which will assure the user of a recording having adequate modulation to minimize surface noise, low distortion, and the proper characteristic—the latter of course, assumes adequately wide frequency response. The manufacturers of broadcast reproducers are today offering products whose characteristics complement the accepted standards for recording. As a result of small mechanical impedance and adequate vertical compliance of the stylus, distortion has been reduced to a new minimum. Frequency response equals or exceeds the recorded frequencies. The wearing of transcriptions has been greatly reduced and the durability of the pickup head much improved.

Diameter equalization to pre-emphasize high frequencies toward the center of the disc has become less important now that the NAB recording characteristic is becoming widely accepted. The NAB equalization at 10,000 cps is such that to add to this the usual diameter equalization at the inner part of a six-

teen inch disc would only produce high frequency overloading and distortion. Some recording engineers still wish to add a small degree of high frequency equalization for diameter but the amount is strictly limited.

It is to some extent surprising that a few individuals still refuse to completely accept the new recording characteristic. That these few may consider their own curves superior is understandable but those who must play back these off-standard recordings are faced with a real problem. Fortunately the situation is better today than previously and the characteristics of reproducers and compensators may be standardized with less fear of discs of individualized response making their appearance.

The high power amplifier, 50 watts or more, is obviously what the recording engineer of today wants. The 10 watt was adequate for recording a flat characteristic of limited high frequency content. However, equalized high frequency peaks can easily require an instantaneous output peak of 35 to 45 watts. It may be argued that a cutting head will not respond to such power but at least the 50 watt amplifier will and without reaching a point of high distortion.

The trend in turntable drives seems to be leaning toward direct gear drives at both 78 and 33-1/3 rpm. Idler operated rim drives, belt drives, and ball bearing planetary drives all have their advantages and disadvantages. Positively connected gear drives offer the most perfect speed regulation and modern tools make possible a much finer gear than previously—a gear which can be completely filtered with a reasonably simple mechanism.

The requirements for frequency modulation are somewhat higher than for amplitude modulation. The best recording and transcription equipment can meet the new specifications as far as speed regulation and mechanical background noise are concerned. Uniform frequencies between 30 and 15,000 cps are not strictly attainable with commercial equipment today but are closely approached. Considering the fact that most of the listening audience will not be in a position to purchase receivers of such fidelity, the frequency question should not be serious.

Radio Manufacturers Association

Officers and Executive Personnel—1946-1947.

Headquarters: 1317 F. St., N.W., Washington, D. C.
Phone: National 4901

President

R. C. Cosgrove, The Crosley Corporation, Cincinnati 25, O.

Executive Vice-Pres-General Mgr.

Bond Geddes, 1317 F Street, N. W.,
Washington 4, D. C.

Vice-Presidents

Paul V. Galvin, Galvin Manufacturing
Corp., Chicago 51, Ill.

F. R. Lack, Western Electric Company,
Inc., New York 5, N. Y.

M. F. Balcom, Sylvania Electric Prod-
ucts, Inc., Emporium, Penn.

J. J. Kahn, Standard Transformer Corp.,
Chicago 22, Ill.

Allen Shoup, Sound, Inc., Chicago 16, Ill.

Treasurer

Leslie F. Muter, The Muter Company,
Chicago 5, Ill.

Secretary

Bond Geddes, 1317 F Street, N. W.,
Washington, D. C.

General Counsel

John W. Van Allen, Liberty Bank Build-
ing, Buffalo 2, N. Y.

Director of Publications

James D. Secrest, 1317 F Street, N. W.,
Washington 4, D. C.

RMA BOARD OF DIRECTORS

Term Expiring 1947

E. Alschuler, Sentinel Radio Corp.,
Evanston, Ill.

Herbert A. Bell, Packard-Bell Co., Los
Angeles 15, Calif.

R. E. Carlson, Tung-Sol Lamp Works,
Inc., Newark 4, N. J.

A. H. Gardner, Colonial Radio Corp., Buf-
falo 7, N. Y.

Joseph Gerl, Sonora Radio & Television
Corp., Chicago 2, Ill.

H. J. Hoffman, Machlett Laboratories,
Inc., Norwalk, Conn.

George Lewis, Federal Telephone and
Radio Corp., Clifton, N. J.

W. R. G. Baker, Director of Engineering,
General Electric Company, Syracuse 1,
N. Y.

Ray H. Manson, Stromberg-Carlson Co.,
Rochester 3, N. Y.

H. C. Mattes, Raytheon Manufacturing

Co., Belmont Radio Division, Chicago
39, Ill.

Ernest Searing, International Resistance
Co., Philadelphia 8, Penna.

Allen Shoup, Sound, Inc., Chicago 16, Ill.

Ray F. Sparrow, P. R. Mallory & Co.,
Inc., Indianapolis 6, Ind.

R. C. Sprague, Sprague Electric Co.,
North Adams, Mass.

A. S. Wells, Wells-Gardner & Co., Chi-
cago 39, Ill.

Leslie F. Muter, Treasurer, The Muter
Co., Chicago 5, Ill.

Term Expiring 1948

Ben Abrams, Emerson Radio & Phono-
graph Corp., New York 11, N. Y.

M. F. Balcom, Sylvania Electric Pro-
ducts, Inc., Emporium, Penna.

W. J. Barkley, Collins Radio Co., New
York 18, N. Y.

H. C. Bonfig, Zenith Radio Corp., Chi-
cago 39, Ill.

Monte Cohen, The F. W. Sickles Co., Chi-
copee, Mass.

R. C. Cosgrove, The Crosley Corp., Cin-
cinnati 25, Ohio.

G. Richard Fryling, Erie Resistor Corp.,
Erie, Penna.

F. A. Hiter, Stewart-Warner Corp., Chi-
cago 14, Ill.

J. J. Kahn, Standard Transformer Corp.,
Chicago 22, Ill.

F. R. Lack, Western Electric Company,
Inc., New York 7, N. Y.

A. D. Plamondon, Jr., The Indiana Steel
Products Co., Chicago 2, Ill.

C. M. Srebroff, Radio Engineering Lab-
oratories, Inc., L. I. C. 1, N. Y.

G. W. Thompson, Noblitt-Sparks Indus-
tries, Inc., Columbus, Ind.

Term Expiring 1949

A. Blumenkrantz, General Instrument
Corp., Elizabeth 3, N. J.

Lloyd H. Coffin, Hytron Radio & Elec-
tronics Corp., Salem, Mass.

Walter Evans, Westinghouse Electric
Corp., Baltimore 3, Md.

Frank M. Folsom, Radio Corporation of
America, RCA Victor Division, Cam-
den, N. J.

Paul V. Galvin, Galvin Manufacturing Corp., Chicago 51, Ill.
 George R. Haase, Operadio Manufacturing Co., St. Charles, Ill.
 Lloyd A. Hammarlund, Hammarlund Mfg. Co., Inc., New York 1, N. Y.
 Larry F. Hardy, Philco Corp., Philadelphia 34, Penna.
 W. P. Hilliard, Bendix Radio Division, Bendix Aviation Corp., Baltimore 4, Md.
 E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne 1, Ind.
 J. Hall Stackpole, Stackpole Carbon Co., St. Marys, Penna.
 Thos. A. White, Jensen Manufacturing Co., Chicago 38, Ill.

RMA STANDING COMMITTEES
1946-1947

ADVERTISING COMMITTEE
(Set Division)

John S. Garceau, Chairman, Farnsworth Television & Radio Corp.

BY-LAWS & ORGANIZATION COMMITTEE

Leslie F. Muter, Chairman, The Muter Company.

AMATEUR RADIO COMMITTEE

Chairman: W. J. Halligan, The Hallcrafters Co.

CREDIT COMMITTEE

Chairman: E. G. Carlson, Croname, Inc.
 Eastern Vice Chairman: Wm. W. Paul, Radio Condenser Company.
 Western Vice Chairman: Edw. Wolf, Oak Mfg. Co.

EXCISE TAX COMMITTEE

Chairman: Joseph Gerl, Sonora Radio & Television Corp.

EXPORT COMMITTEE

Chairman: A. D. Keller, Federal Telephone & Radio Corp.
 Ocean Freight Traffic Committee
 Chairman: Howard Spellman, Radio Corporation of America, RCA Victor Division.

FINANCE COMMITTEE

Chairman: Leslie F. Muter, The Muter Co.
 Paul V. Galvin, Galvin Manufacturing Corp.

INDUSTRIAL RELATIONS COMMITTEE

Chairman: G. W. Thompson, Noblitt-Sparks Industries, Inc.

INDUSTRY STATISTICS COMMITTEE

Chairman: Fred D. Williams, Philco Corp.

MEMBERSHIP COMMITTEE

Chairman: Thos. A. White, Jensen Manufacturing Co.

PRODUCTION PROBLEMS COMMITTEE

Chairman: M. F. Balcom, Sylvania Electric Products, Inc.

SALES FINANCING COMMITTEE

Chairman: J. P. Rogers, Farnsworth Television & Radio Corp.

SCHOOL EQUIPMENT COMMITTEE

Chairman: Lee McCanne, Stromberg-Carlson Co.

Sound Equipment Section

Chairman: C. F. Gill, General Electric Co.

Transmitter Section

Chairman: H. Scott Killgore, Collins Radio Co.

Laboratory Equipment Section

Chairman: A. E. Harrison, Sperry Gyroscope Co., Inc.

SERVICE COMMITTEE

Chairman: W. L. Parkinson, General Electric Co.

SURPLUS DISPOSAL COMMITTEE

Chairman: M. F. Balcom, Sylvania Electric Products, Inc.

TRAFFIC COMMITTEE

Chairman: Gordon E. Riley, Radio Corporation of America, RCA Victor Division.

Traffic Bill Auditing Service

New Century Freight Traffic Ass'n., South Water Market, Chicago 8, Ill.

RMA ENGINEERING DEPARTMENT

1946-1947

Dr. W. R. G. Baker, Director, General Electric Co., Syracuse 1, N. Y.
 Virgil M. Graham, Associate Director, Sylvania Electric Products, Inc., 29-28 41st St., Room 600, Long Island City 1, N. Y.

RMA Data Bureau

L. C. F. Horle, Chief Engineer, 90 West St., New York 6, N. Y.

GENERAL STANDARDS COMMITTEE (GS)—L. C. F. Horle, Chairman, Chief Engineer, RMA Engineering Department; Director, RMA Engineering Dept.—Dr. W. R. G. Baker, General Electric Co., Syracuse 1, N. Y.; Associate Director, RMA Engineering Dept.—Virgil M. Graham, Sylvania Electric Products, Inc., Long Island City 1, N. Y.; Section & Committee Chairmen RMA Engineering Dept.—Transmitter Section—J. J. Farrell, General Electric Co., Schenectady 5, N. Y.; Receiver Section—Dorman D. Israel, Emerson Radio & Phonograph Corp., New York 11, N. Y.; Sound Equipment Section—Hugh S. Knowles, Jensen Manufacturing Co., Chicago 38, Ill.; Special Electronic Equipment Section—P. K. Mc-

Elroy, General Radio Co., Cambridge 39, Mass.; Electron Tube Section—E. F. Carter, Sylvania Electric Products, Inc., New York 18, N. Y.; Television Systems Committee—David B. Smith, Philco Corporation, Philadelphia 34, Penna.; FM Systems Committee—Dr. G. R. Town, Stromberg-Carlson Co., Rochester 3, N. Y.; Division Chairmen—RMA Management Branch—Set Division—Paul V. Galvin, Galvin Manufacturing Corp., Chicago 51, Ill.; Tube Division—M. F. Balcom, Sylvania Electric Products, Inc., Emporium, Penna.; Transmitter Division—S. P. Taylor, Western Electric Co., Inc., New York 5, N. Y.; Parts Division—J. J. Kahn, Standard Transformer Corp., Chicago 22, Ill.; Amplifier & Sound Equipment Division—H. W. Bennett, General Electric Co., Syracuse 1, N. Y.; Observer—R. A. Hackbush, RMA of Canada.

JOINT ELECTRON TUBE ENGINEERING COUNCIL
(RMA and NEMA)
Directors (JTCd)

W. R. G. Baker, General Electric Company, Syracuse 1, N. Y.
A. C. Streamer, Westinghouse Electric Corp., East Pittsburgh, Pa.

Council (JTCc)

A. W. Pike, Chairman, General Electric Company Schenectady 5, N. Y.
F. D. Langstroth, National Union Radio Corp., Lansdale, Pa.
D. D. Knowles, Westinghouse Electric Corp., Bloomfield, N. J.
A. Senauke, Amperex Electronic Corp., Brooklyn 1, N. Y.
G. R. Shaw, RCA Victor Division, Harrison, N. J.
E. F. Carter, Sylvania Electric Products Inc., New York 18, N. Y.

STAFF (JTCs)

A. C. Beardsell, Chairman, Committee on Packaging (JTC10)—Western Electric Company, Inc., New York 5, N. Y.
R. S. Burnap, Chairman, Committee on Type Designations (JTC7)—RCA Victor Division, Harrison, N. J.
K. C. DeWalt, Chairman, Committee on Power Tubes (JTC1)—General Electric Company, Schenectady 5, N. Y.
A. M. Glover, Chairman, Committee on Phototubes (JTC4)—RCA Victor Division, Lancaster, Pa.

S. W. Horrocks, Chairman, Committee on Sampling Procedure (JTC11)—RCA Victor Division (JTC11)—Lancaster, Pa.

V. L. Ronci, Chairman, Committee on Gas Tubes (JTC2), Bell Telephone Laboratories, New York 14, N. Y.

R. K. Gessford, Chairman, Committee on Cathode Ray Tubes (JTC6)—Sylvania Electric Products, Inc., Emporium, Pa.

D. E. Marshall, Chairman, Committee on Pool Tubes (JTC9)—Westinghouse Electric Corp., Bloomfield, N. J.

H. W. Parker, Chairman, Committee on Vacuum Sealed Devices (JTC3)—Sylvania Electric Products, Inc., Kew Gardens, N. Y.

E. F. Peterson, Chairman, Committee on Mechanical Standardization (JTC8)—General Electric Company, Schenectady 5, N. Y.

A. K. Wright, Chairman, Committee on Receiving Tubes (JTC5)—Tung-Sol Lamp Works, Inc., Newark 2, N. J.

RADIO TECHNICAL PLANNING BOARD

Chairman: Haraden Pratt, Mackay Radio and Telegraph Co., 67 Broad St., New York 4, N. Y. (Bowling Green 9-3800).
Treasurer: Will Baltin, Television Broadcasters Association, 500 Fifth Ave., Room 1038, New York 18, New York. (Lackawanna 4-4788).

Vice Chairman: J. L. Middlebrooks, National Association of Broadcasters, 1760 N St., N. W., Washington 6, D. C. (National 2080).

Secretary: G. W. Bailey, Institute of Radio Engineers, Inc., 330 W. 42nd St., New York 18, N. Y. (Medallion 3-5661).

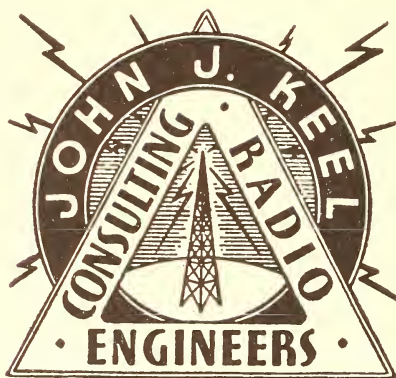
Sponsors: Aeronautical Radio, Inc.; American Radio Relay League; Association of American Railroads; CAB Research Bureau, Inc.; Edison Electric Institute; Institute of Radio Engineers; International Association of Chiefs of Police; International Municipal Signal Association; National Association of Broadcasters; National Association of Motor Bus Operators; National Electrical Manufacturers Association; National Independent Broadcasters; Petroleum Industry Electrical Association Radio Manufacturers Association; Society of Motion Picture Engineers; Society of Television Engineers; The Telephone Group; Television Broadcasting Association, Inc.

JOHN J. KEEL

A COMPLETE CONSULTING SERVICE

IN

RADIO BROADCASTING, COMMUNICATIONS,
RESEARCH AND DEVELOPMENT



EARLE BUILDING

WASHINGTON, D. C.

NATIONAL 6513

Consulting Engineers

—specializing in radio

H. V. ANDERSON & ASSOC.

American Bank Bldg., New Orleans 12, La.
Phone: Raymond 0111

ANDREW CO.

363 E. 75th St., Chicago 19, Ill.
Phone: Triangle 4400

STUART L. BAILEY

National Press Bldg., Washington, D. C.
Phone: Metropolitan 5411

JOHN H. BARRON

Earle Bldg., Washington 4, D. C.
Phone: National 7757

WILLIAM E. BENNS

830 Gregg St., Columbia, S. C.
Phone: 7342

A. R. BITTER

Toledo 4, Ohio

WILLIAM W. L. BURNETT

4814 Idaho St., San Diego, Calif.
Phone: Talbot 4943

CHAMBERS & GARRISON

1519 Connecticut Ave., Washington 6, D. C.
Phone: Michigan 2261

COLTON & FOSS

927 15th St., N.W., Washington 5, D. C.
Phone: Republic 3883

COMMERCIAL RADIO EQUIPMENT COMPANY

321 E. Gregory Blvd., Kansas City 5, Mo.
Phone: Jackson 5302

JOHN CREUTZ

Bond Bldg., Washington, D. C.
Phone: Republic 2151

MURRAY G. CROSBY

10 Marion Road, Upper Montclair, N. J.
Phone: Montclair 2-7859

A. EARL CULLUM, JR.

Highland Park Village, Dallas 5, Tex.
Phone: Justin 8-6108

GOMER L. DAVIES

P. O. Box 71, College Park, Md.
Phone: Warfield 9089

GEORGE C. DAVIS

Munsey Bldg., Washington 4, D. C.
Phone: District 8456

DOOLITTLE RADIO, INC.

7421 S. Loomis Blvd., Chicago 36, Ill.
Phone: Radcliffe 4100

A. JAMES EBEL

805 W. Washington St., Champaign, Ill.
Phone: 9071

ELECTRONIC ENGINEERS

611 E. Garfield Ave., Glendale 5, Calif.

EQUIPMENT ENGINEERING CO.

Colorado Bldg., Washington 4, D. C.

GILLE BROS.

1108 Lillian Way, Hollywood 28, Calif.
Phone: Gladstone 6178

GLENN D. GILLET

National Press Bldg., Washington 4, D. C.
Phone: National 3373

PAUL F. GODLEY

10 Marion Road, Upper Montclair, N. J.
Phone: Montclair 2-7859

J. B. HATFIELD

936 35th Ave., Seattle 22, Wash.

RALPH P. GLOVER

1024 Superior St., Oak Park, Ill.

DR. ALFRED N. GOLDSMITH

597 Fifth Ave., New York 17, N. Y.
Phone: Plaza 3-4150

JOHN V. L. HOGAN

730 Fifth Ave., New York 19, N. Y.
Phone: Columbus 5-5536

HOLEY & HILLEGAS

1146 Briarcliff Place, N.E., Atlanta, Ga.
Phone: Atwood 3328

FRANK H. McINTOSH

CONSULTING RADIO ENGINEER

AM - FM

TELEVISION

FACSIMILE

TELECOMMUNICATIONS

ACOUSTICAL STUDIO DESIGNING

710 14th ST., N. W.

WASHINGTON, D. C.

METROPOLITAN 4477

GUY C. HUTCHESON

1100 W. Abram St., Arlington, Texas
Phone: 1218

JANSKY & BAILEY

National Press Bldg., Washington, D. C.
Phone: Metropolitan 5411
Lab. 1339 Wisconsin Ave., N. W Wash. 7,
D. C.

Phone: Adams 2414

GEORGE H. JASPERT

Little Bldg., Boston 16, Mass.
Phone: Hancock 4948

WALTER F. KEAN

114 Northgate Rd., Riverside, Ill.
Phone: Riverside 2795

THE ROBERT KAUFMAN ORGANIZATION

Munsey Bldg., Washington 4, D. C.
Phone: District 2292

KEAR & KENNEDY

1703 K St., N. W., Washington, D. C.
Phone: Republic 1951

JOHN J. KEEL

Earle Bldg., Washington 4, D. C.
Phone: National 6513

LENT & POAST

1319 F St., N. W., Washington, D. C.
Phone: District 4127

LOHNES & CULVER

Munsey Bldg., Washington 4, D. C.
Phone: District 8215

MAY & BOND

1422 F St., N.W., Washington 4, D. C.
Phone: Republic 3984

FRANK H. McINTOSH

710 14th St., N.W., Washington 5, D. C.
Phone: Metropolitan 4477

DIXIE B. McKEY & ASSOC.

1730 Connecticut Ave., N. W.,
Washington, D. C.
Phone: Adams 3711

McNARY & WRATHALL

National Press Bldg., Washington 4, D. C.
Phone: District 1205

NATIONAL DESIGN SERVICE

96 Liberty St., New York, N. Y.
Phone: Beacon 3-0207

PREISMAN & BISER

3308 14th St., N. W., Washington 10, D. C.
Phone: Adams 7299

RADIO ENGINEERING CO.

1355 Market St., San Francisco 3, Calif.
Phone: Market 8173

GARO W. RAY

991 Broad St., Bridgeport, Conn.
Phone: Bridgeport 5-2055

RING & CLARK

Munsey Bldg., Washington, D. C.
Phone: Republic 2347

RITCH & GWALTNEY

Box 5222, State College Station,
Raleigh, N. C.

HAROLD B. ROTHROCK

1909 Eye St., N. W., Washington, D. C.
Phone: National 0196

ROBERT M. SILLIMAN

1011 New Hampshire Ave., Washington, D. C.
Phone: National 6485

UNIVERSAL RESEARCH LABORATORIES

1 Nob Hill Circle, San Francisco 6, Calif.
Phone: Douglas 5380

ERNEST J. VOGT

2055 Garfias Drive, Pasadena 7, Calif.
Phone: Sycamore 7-8839

WASHINGTON INSTITUTE OF TECHNOLOGY

5005 Calvert Rd., College Park, Md.
Phone: Warfield 9000

WELDON & CARR

1605 Connecticut Ave., Washington, D. C.
Phone: Michigan 4151

NATHAN WILLIAMS

20 Algoma Blvd., Oshkosh, Wis.
Phone: Blackhawk 22

RAYMOND M. WILMOTTE and Paul A. de Mars Associate

1469 Church St., N. W., Washington 5, D. C.
Phone: 1234

HERBERT L. WILSON

1018 Vermont Ave., N.W., Washington 5, D. C.
Phone: National 7161



Garo W. Ray

CONSULTING RADIO ENGINEER

FM • AM • Television

991-BROAD ST. BRIDGEPORT, CONN.

TELEPHONE 5-2055

Chief Engineers

Of Stations in United States and Canada
As of January 1, 1947

Alabama

Anniston, WHMA James Hudson
Andalusia, WCTA J. Dige Bishop
Birmingham, WAPI Norman S. Hurley
WBRC G. P. Hamann
WKAX Stanley Hawkins
WSGN Gordon F. Bishop
WTNB Frank J. Murphree, Jr.
Decatur, WMSL J. V. Roser
Dothan, WAGF John T. Hubbard
Florence, WJOI Maurice McKinney
WMFT Sanford J. Willis
Gadsden, WJBY William Pigg
Huntsville, WFUN Lauren Mickle
Huntsville, WHBS James L. Sanderson
Jasper, WVWB Jack Copeland
Mobile, WMOB T. L. Greenwood
Montgomery, WCOV W. D. Weatherly
WMGY John D. Lamar
WSFA C. I. Shelkofsky
Muscle Shoals, WLAY Lynn V. McMoran
Opelika, WJHO John B. Venters
Selma, WGWC John L. Townshend
WHBB T. F. Kelly, Jr.
Sylacauga, WFEB James Stowers, Jr.
Talladega, WHITE Ira A. Smith, Jr.

Arizona

Bisbee, KSUN John E. Hickman
Globe, KWJB Frank Toomey
Mesa, KARV Gordon Kelly
Phoenix, KOY Lewis Sublett
KPHO Louis Halpern
Safford, KGLU Herbert Hartman
Tucson, KOPO Selwyn Kirby
KTUC Cliff Livingston
Yuma, KYUM Leavenworth Wheeler

Arkansas

El Dorado, KELD S. E. Eckhardt
Fort Smith, KFPW J. M. Van Horn
Harrison, KHOZ L. C. Watkins
Helena, KFFA A. P. Decker
Hot Springs, KTHS Cecil L. Suitt
KWFC Tom Wilson
Jonesboro, KBTM John H. Hitt
Little Rock, KARK Dan L. Winn
KGHI V. O. VanDusen
KLRA Kermit Tracy
North Little Rock, KXLR Melvin P. Spann
Paragould, KDRS J. E. Douglas
Silao Springs, KUOA Kenneth Maxwell

California

Bakersfield, KAFY James Welch
KERO Steven Weber
KPMC L. P. Marvis
Dinuba, KRDU John M. Banks
El Centro, KKO LeRoy E. Bellwood
Eureka, KHUM Chas. Breeding
KIEM Alvor Olson
Fresno, KARM R. M. Dorothy
KPRE Harold R. Brown
KMJ Wm. N. Wallace
Glendale, KIEV Vern Schumann
Hollywood, KFVB Harry Myers
KGFJ Homer Obuchon
KNX Lester Rowman
Indio, KREO Stan Reynolds
Lodi, KCVR James L. Simth
Long Beach, KFOX Lawrence W. McDowell

KGER Jay Tapp
Los Angeles, KECA T. B. Palmer
KFAC Ron Oakley
KFI H. L. Blatterman, Curtis W. Mason
KFVD Jack Fredericks
KFSG C. Harvey Haas
KHG Frank M. Kennedy
KLAC Paul C. Schulz
KMPC Loyd Sigmon
KRKD Willis O. Freitag
Marysville, KMYC Loyd McQueary
Merced, KYOS Malcolm Beavers
Modesto, KTRB William H. Bates, Jr.
Monterey, KDON Omer Wright
Oakland, KROW C. E. Downey
Pasadena, KWKW Paul W. Spargo
KXLA Jack Reader
Porterville, KTIP James Tennyson
Red Bluff, KBLF Howard Parsons
Redding, KVCV Orville Burda
Sacramento, KCRA Marvin Myers
KROY Howard Martineau
KXOA Paul Leake
San Bernardino, KFXM George W. Ewing
San Diego, KFMB Vern Milton
KFSB Richard Gartner
KGB Wm. G. Collins
KSDJ Keith Mealey
KYOR George W. Berger
San Francisco, KFRC E. G. Underwood
KGO A. E. Evans
KJBS William Nielsen
KSFO Royal V. Howard
KYA Paul C. Schulz
San Jose, KLOK Ted Bindner
KSJO John G. Bauriedel
San Luis Obispo, KVEC Earle Travis
San Mateo, KVSM M. F. Planting
Santa Ana, KVOE Wallace S. Wiggins
Santa Barbara, KDB Forrest Choate
KIST William J. Pickering
Stockton, KGDM M. B. Greene
KWG Russell Bennett
Tulare, KCOK Forrest Hughes
Visalia, KKIN Kenneth Aitken
KTRK Bert Williamson
Watsonville, KHUB George Kenville

Colorado

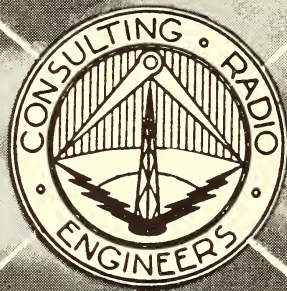
Colorado Springs, KVOR H. Cozine Strang
Denver, KFEL Tom E. Atherstone
KMYB Glen James
KOA Robert H. Owen
KPOF Paul Schissler
KVOD W. D. Pyle
Durango, KIUF John L. Antic
Grand Junction, KFXJ Chas. Hay
Greeley, KFKA Ray E. Smith
La Junta, KOKO Will M. Thomas
Pueblo, KGHF Willis C. Shanks
Sterling, KGEK Elmer G. Beeher
Trinidad, KCRT H. L. Corley
KSFT Loyd Wilson

Connecticut

Bridgeport, WICC George Keich
WNAB Vincent DeLaurentis
Hartford, WDRC Italo A. Martino
WONS Rogers Holt
New Britain, WKNB William R. Atkinson
New Haven, WELI Fred King
WNHC Vincent De Laurentis

AM

FM



TV

FAX

Ring and Clark

has the background,
experience and staff
to handle any radio
engineering problem,
be it AM, FM, Tele-
vision or Facsimile.

RING & CLARK

CONSULTING RADIO ENGINEERS

MUNSEY BLDG. . . WASHINGTON, D. C.

CHIEF ENGINEERS

New London, WNLC.....Gerald J. Morey
 Norwich, WNOG.....Joseph Seiliski
 Stamford, WSTC.....Edward L. Markman
 Waterbury, WATR.....Norman R. Blake
 WBRY.....Frank B. Hales
 WWCO.....Louis Study

Delaware

Wilmington, WDEL.....J. E. Mathiot
 WILM.....Edwin Kennedy

District of Columbia

Washington, WINX.....Ralph E. Cannon, Jr.
 WMAL.....Daniel Hunter
 WOL.....Harold Reed
 WRC.....A. E. Johnson
 WTOP.....Clyde Hunt
 WWDC.....Ross Beville

Florida

Bradenton, WDHL.....Joe E. Foster
 Daytona Beach, WMFJ.....W. Wright Esch
 Fort Lauderdale, WFTL.....William R. Needs
 Fort Pierce, WIRA.....Conrad S. Clemans
 Gainesville, WRUF.....Dr. Palmer Craig
 Hollywood, WFLV.....John Newman
 Jacksonville, WJAX.....John T. Hopkins, III
 WMBR.....E. B. Vordermark
 WPDQ.....J. R. Donovan
 Key West, WKWF.....Fred F. Moore
 Lakeland, WLAJ.....Bill Lee
 Lake City, WDSR.....T. Neal Kenyon
 Miami, WIOD.....Milton C. Scott
 WQAM.....Earle Lewis
 Miami Beach, WKAT.....Art Smith, Tom Magee
 Ocala, WTMC.....Donald N. Richardson
 Orlando, WDBO.....James E. Yarbrough
 WORZ.....H. B. Greene
 Palatka, WWPJ.....L. C. McCall
 Panama City, WDLF.....Elmer Scott
 Pensacola, WBSR.....G. E. Bert Mead
 WCOA.....Harold Heath
 St. Petersburg, WTSP.....William D. Mangold
 St. Petersburg, WSUN.....Louis J. Link
 Sarasota, WSPB.....James E. Grant
 Tallahassee, WTAL.....W. A. Snowden
 Tampa, WDAE.....William Pharr Moore
 WFLA.....Joseph Mitchell
 West Palm Beach, WJNO.....Otis Wright

Georgia

Albany, YALB.....George Waldon
 Athens, WGAU.....William J. Evans
 Atlanta, WAGA.....Arny Brown
 WATL.....Henry Fincher
 WGST.....Ben Akerman
 WSB.....C. F. Daugherty
 Augusta, WGAC.....Jack Jopling
 Brunswick, WMOG.....Kenneth E. White
 Cedartown, WGAJ.....Chessley Hooper
 Columbus, WRBL.....Joe Gamble
 Cordele, WMJM.....William Hill
 Covington, WMOC.....Willard E. Botts
 Dalton, WBLJ.....John S. Andrews
 Dublin, WMLT.....Wendell C. Roberts
 Elberton, WSGC.....Ernest Church
 Fitzgerald, WBHB.....R. M. Ware, Jr.
 Gainesville, WGGJ.....L. H. Christian
 LaGrange, WLAG.....J. M. McKay
 Macon, WBML.....H. S. Goodrich
 WMAZ.....George P. Rankin
 WNEJ.....Ambrose Kibler
 Milledgeville, WMVG.....Robert Hattaway
 Moultrie, WMGA.....Thomas R. Barber
 Rome, WRGA.....R. L. Starr
 Savannah, WCCP.....William E. Moats
 WDAZ.....Howard Jewett
 WSAV.....Meredith Thompson
 WTOG.....Reeve Owen

Thomasville, WPAX.....James W. Poole
 Toccoa, WRLC.....Keith Brown
 Vidalia, WRQN.....Ben A. Jones
 Waycross, WAYX.....John E. Legare
 West Point, WRLD.....Luther W. Martin

Idaho

Boise, KIDO.....Jimmy Johntz
 Burley, KBIO.....Rodney Sams
 Idaho Falls, KID.....C. N. Layne
 Lewiston, KRLC.....Gene Wilson
 Nampa, WFXX.....Edward P. Hurt
 Pocatello, WEIO.....Lynn Johnson
 KSEI.....Henry H. Fletcher
 Twin Falls, KVMV.....F. Ver Cox
 Wallace, KWAL.....Howard Olsen

Illinois

Aurora, WMRO.....Arthur W. Joswick
 Belleville, WIBV.....John Schultz
 Bloomington, WIBC.....Fred Baily
 Carbondale, WCIL.....Marion Sawyer
 Carthage, WCAZ.....Bob Compton
 Centralia, WCNT.....Hobart Stephenson, Jr.
 Chicago, WBBM.....George Sherman
 WCRW.....Clinton R. White
 WEDC.....Chester Lweicki
 WENR.....E. C. Horstman
 WGES.....Elery L. Plotts
 WGN.....Carl Meyers
 WIND.....Kenneth Shirk
 WJJD.....Walter F. Myers
 WLS.....Tom Rowe
 WMAQ.....Howard C. Luttgens
 Danville, WDAN.....Ted Magin
 Decatur, WSOY.....Paul A. Wnorowski
 East St. Louis.....Erle E. White
 Galesburg, WGIL.....Marion F. Sawyer
 Harrisburg, WEBQ.....Joseph R. Tate
 Herrerin, WJPF.....Gino Monaco
 Jacksonville, WLDS.....G. J. Cassens
 Joliet, WJOL.....Robert Schmidt
 Kankakee, WKAN.....Robert Harrell
 Mattoon, WLHB.....Ray Livesay
 Moline, WQUA.....George W. Travis
 Pekin, WSIW.....Emil L. Prandoni
 Peoria, WEEK.....E. C. Callahan
 WMBD.....A. James Ebel
 Quincy, WTAD.....Urlin Whitman
 Rockford, WROK.....W. A. Smith
 Rock Island, WHBF.....Robert J. Sinnen
 Springfield, WCVS.....Harold L. Dewing
 Tuscola, WDZ.....A. James Ebel

Indiana

Anderson, WCBS.....Paul Bender
 WBHU.....L. F. Podhaski
 Bloomington, WSUA.....L. J. Rolfe
 Elkhart, WTRC.....L. W. Zellmer
 Fort Wayne, WGL.....Howard J. Beck
 WOWO.....Bruce Ratts
 Hammond, WJOB.....Stanley Strasberg
 Indianapolis, WFBM.....Harold Holland
 WIBC.....Harry Adams
 WIRE.....Eugene Alden
 WISH.....Stokes Gresham, Jr.
 Kokomo, WKMO.....George Palmer
 Lafayette, WASK.....Harry C. Garba
 Muncie, WLBC.....Maurice M. Crain
 Richmond, WKBV.....Louis J. Duning
 South Bend, WHOT.....Jack Willson
 WSBT.....Herbert Cole
 Terre Haute, WBOW.....Donald Aldrich
 Vincennes, WAOA.....Eugene E. Alden
 West Lafayette, WBAA.....Ralph Townsley

Iowa

Ames, WOI.....L. L. Lewis
 Boone, KFGQ (non-commercial).....L. L. Lewis

ANNOUNCING

**THE REMOVAL OF THE ENGINEERING OFFICES
AND LABORATORY TO NEW AND LARGER QUARTERS**

AT

1339 WISCONSIN AVE., N.W. WASHINGTON 7, D. C.

TELEPHONE: ADAMS 2414

*These expanded facilities will be dedicated to service to our clients, to
advancement of the art of broadcasting and to research and development
in the field of radio engineering*

EXECUTIVE OFFICES WILL REMAIN AT

970 NATIONAL PRESS BUILDING

JANSKY & BAILEY

CONSULTING RADIO ENGINEERS

CHIEF ENGINEERS

Cedar Rapids, WMT.....George P. Hixenbaugh
 Clinton, KROS.....Gilbert Andrew
 Creston, KSIB.....Wayne J. Hatchett
 Davenport, WOC.....Paul G. Arvidson
 Decorah, KWLC.....O. M. Eittrheim
 Des Moines, KRNT.....Charles Quentin
 KSO.....F. E. Bartlett
 WHO.....Paul A. Loyet
 Dubuque, WKBB.....Leonard T. Carlson
 Fort Dodge, KFVD.....David G. Sinclair
 Iowa City, WSUI.....S. J. Ebert
 Marshalltown, KFJB.....James A. Dickens
 Ottumwa, KBIZ.....Leonard Heggstrom
 Shenandoah, KFNF.....Robert N. Barkman
 KMA.....Ray Schroeder
 Sioux City, KSCJ.....S. C. Dier
 KTRI.....Will Easterly
 Mason City, KGLO.....Roger Sawyer
 Spencer, KICD.....Rudolph T. Luukinen
 Waterloo, KXEL.....Don Kassner

Kansas

Atchison, KVAK.....Harry P. Elliott, Jr.
 Dodge City, KGNO.....Ralph Hickman
 Emporia, KTSW.....Paul H. Daniels
 Garden City, KIUL.....Robert Bryant
 Great Bend, KVGB.....Leo Lesleiter
 Hutchinson, KWHK.....Bruce Murray
 Lawrence, WREN.....Carl Bliesner
 Manhattan, WSAC.....Bernard P. Holbert
 Salina, KSAL.....N. E. Vance, Jr.
 Topeka, WIBW.....K. G. Marquardt
 Wichita, KFH.....Amos Dadisman

Kentucky

Ashland, WCMJ.....Clarence W. Weaver
 Bowling Green, WLBK.....Joe Pentecost
 Glasgow, WKAY.....Edward C. Lockwood
 Harlan, WHLN.....J. Francke Fox
 Henderson, WSON.....B. A. Smith
 Hopkinsville, WHOP.....T. E. Brewer
 Lexington, WKLY.....Royce O. Woodward
 WLAP.....Sanford Helt
 WLEX.....Theodore E. Jones
 Louisville, WAVE.....W. E. Hudson
 WGRC.....Perry W. Esten
 WHAS.....Orrin W. Towner
 WINN.....E. G. Rinn
 Madisonville, WCIF.....C. R. Frederick
 Mayfield, WKTM.....Ernest J. Pell
 Owensboro, WOMI.....Leslie Goodaker
 Paducah, WKYB.....C. G. Sims
 WPAD.....U. C. Morris

Louisiana

Alexandria, KPDR.....H. Shean
 Baton Rouge, WJBO.....Vernon E. Dudley
 WLCS.....William H. Bland, Jr.
 Houma, KCIL.....J. Fredrick Darby
 Lafayette, KVOL.....Louis Pilcher
 Monroe, KMLB.....O. L. Margan
 KNOE.....D. K. Strong
 New Iberia, KANE.....Jimmie Cooper
 New Orleans, WDSU.....Charles Whitney
 WJBW.....Karl G. Siebold
 WNOE.....Al. J. Bourgeois
 WWL.....J. D. Bloom, Jr.
 Shreveport, KTBS.....C. H. Maddox
 KWKH.....W. E. Antony

Maine

Augusta, WFAU.....Robert Parker
 WRDO.....Harold Dinsmore
 Bangor, WABI.....Walter Dickson
 WJOR.....Stephen Velardi
 WLBZ.....John Wibby
 Lewiston, WCOU.....Donald Mason
 Portland, WCSH.....G. Fred Crandon
 WGAN.....Roger W. Hodskins
 WPOR.....Roger Perry

Presque Isle, WAGM.....L. E. Hughes
 Waterville, WTVL.....Donald H. Sutherland

Maryland

Annapolis, WANN.....Benjamin Wolfe
 Baltimore, WBAL.....Richard S. Duncan
 WCAO.....Martin L. Jones
 WBFR.....William Q. Ranft
 WTH.....James S. Duff
 Cumberland, WTBO.....David Jeffries
 Frederick, WFMD.....James W. Robertson
 Hagerstown, WJEJ.....George W. McIntire
 Silver Spring, WGAY.....Charles K. Chrismon

Massachusetts

Boston-Springfield, WBZ-WBZA.....W. H. Hauser
 Boston, WCOP.....Roland C. Hale
 Boston, WEEI.....Harold Dorschug
 WMEX.....John Demishian
 WNAC.....Irving T. Robinson
 Chicopee, WACE.....Ralph Robinson
 Fall River, WSAR.....John Pavao
 Fitchburg, WEIM.....Ted Kalin
 Greenfield, WHAI.....Lee Wheeler
 Holyoke, WHYN.....Thomas Humphrey
 Lawrence, WLAW.....George W. Hincley
 Lowell-Lawrence, WLLH.....Anthony G. Michaels
 New Bedford, WNBH.....Arthur Deters
 Pittsfield, WBRK.....Leonard L. Lavendol
 Salem, WESX.....Richard I. Hammond
 Springfield, WMAS.....Earle Hewinson
 WSPK.....Lawrence A. Reilly
 Worcester, WTAG.....Elliot A. Browning

Michigan

Adrian, WABJ.....Gall D. Griner
 Ann Arbor, WPAG.....George D. Stearns
 Battle Creek, WELL.....Earl J. Stone
 Bay City, WBCM.....Ralph H. Carpenter
 Calumet & Houghton, WHDF.....George L. Burgan
 Detroit, WJR.....George F. Leydorf
 WXYZ.....Charles Kotcher
 East Lansing, WKAR.....Norris E. Grover
 Flint, WFDF.....Frank D. Fallain
 WMRP.....Homer Blumerich
 Grand Rapids, WLAJ.....Lee G. Stevens
 WOOD.....Fred W. Russell
 Iron Mountain, WIKB.....Eugene Kaari
 Ironwood, WJMS.....Arne Dahlbacka
 Kalamazoo, WKZO.....Carl E. Lee
 Lansing, WJLM.....N. Stanley Ponte
 Ludington, WKLA.....N. Hale Blakely
 Muskegon, WKEZ.....Stephen Garcia
 Royal Oak, WEXL.....Jerome Steadley
 Saginaw, WSAM.....Harold McCullen
 Traverse City.....Drew McClay

Minnesota

Bemidji, KBUN.....Dick Noble
 Hibbing, WMFG.....William Lounsbury
 Mankato, KYSM.....James Houts
 Marshall, KMHL.....Corwin Ost
 Minneapolis, KUOM.....Berten Holmberg
 WCCO.....J. J. Beloungy
 WDGY.....Charles Winkler
 WLOL.....Gene Brautigam
 WTCN.....John M. Sherman
 Moorhead, KVOX.....Harry Vose
 Northfield, WCAL.....Milford C. Jensen
 Rochester, KRCC.....Fred C. Clarke
 St. Cloud, KFAM.....Robert Witschen
 St. Paul, KSTP.....John N. Fricker
 WMIN.....Warren Fritze
 Virginia, WHLB.....Conrad Gabrielson
 Willmar, KWLM.....Clint Knapp
 Winona, KWNO.....L. L. McCurnin

Mississippi

Clarksdale, WROX.....Gartley Tavel

McNARY & WRATHALL

RADIO ENGINEERS

COMPLETE ENGINEERING SERVICES

FOR

A. M.

F. M.

TELEVISION

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C. TELEPHONE DISTRICT 1205

CHIEF ENGINEERS

Columbus, WCBI.....Holt Dyess
 Greenville, WJPB.....Percy Lee Kuhn
 Greenwood, WGRM.....Bill Hand
 Gulfport, WGCM.....Donovan Murphy
 Jackson, WJDX.....Percy G. Root
 WSLI.....C. A. Perkins
 Laurel, WAML.....Clyne Graves
 WLAU.....Lloyd Hilburn
 Natchez, WMIS.....G. W. Wilson
 Vicksburg, WQBC.....C. E. Drake

Missouri

Clayton, KFUO.....Albert Wiese
 Columbia, KFRR.....Robert Haigh
 Jefferson City, KWOS.....Harold White
 Joplin, KSWM.....Austin A. Harrison
 WMBH.....Richard Meek
 Kansas City, KCKN.....Max Williams
 KCMO.....Karl Troeglen
 KMBC.....A. E. Moler
 WDAF.....Joseph Flaherty
 Poplar Bluff, KWOC.....Don M. Lidenton
 St. Joseph, KFEQ.....J. Wesley Koch
 KRES.....Charles Wiesemann
 St. Louis, KMOX.....Louis McC. Young
 KWK.....N. J. Zehr
 KKOK.....Arthur Rekart
 WEW.....Brother George Rueppel, S. J.
 WLL.....Edward Goodberlet
 Sedalia, KDRO.....Wayne Pash, Herbert Young
 Springfield, KGBX.....E. Dennis White
 KTTS.....William F. Curry
 KWTO.....Fritz Bauer

Montana

Anaconda, KANA.....Charles Currie
 Billings, KBYM.....Richard E. Kaiser
 KGBL.....Jeff Kiechli
 Bozeman, KRBM.....Jack Provis
 Butte, KGIR.....W. J. Provis
 Great Falls, KFBB.....Wilbur L. Myhre
 Lewistown, KKLO.....G. W. Dotson
 Miles City, KRJF.....I. A. Elliot
 Missoula, KGVO.....Lawrence B. Smith
 Sidney, KGCX.....Oscar H. Halvorson

Nebraska

Fremont, KORN.....Ken L. Dumas
 Hastings, KHAS.....Duane B. Allison
 Kearney, WGFV.....Jack Lewis
 Lincoln-Omaha, KFAB.....Mark Bullock
 Lincoln, KFOR.....Charles W. Winkler
 Norfolk, WJAG.....Frank Weidenbach
 No. Platte, KODY.....Jay Blakesley
 Omaha, KBON.....Percy Zeigler
 KOIL.....Charles W. Winkler
 KOWH.....Frank E. Shopen
 WOW.....Bill Kotera
 Scottsbluff, KGKY.....Harlan Morrison

Nevada

Boulder City, KBNE.....Stanley Kotovsky
 Las Vegas, KENO.....H. H. Haas
 Reno, KOLO.....Kenneth Owen

New Hampshire

Berlin, WMOU.....Richard Washington
 Concord, WKXL.....Warren Saunders
 Keene, WKNE.....Ernest F. Batchelder
 Laconia, WLNH.....Wilfred Ledoux
 Manchester, WFEA.....R. A. B. Schow
 WKBR.....William F. Rust, Jr.
 WMUR.....Vincent Chandler
 Portsmouth, WHEB.....Paul G. Lindsay

New Jersey

Asbury Park, WCAP.....Mathew Porter
 Atlantic City, WBAB.....Earle Godfrey
 WEPG.....Blair K. Thron

Bridgeton, WSNJ.....Francis Fekel
 Jersey City, WHOM.....Theodore Gempp
 Newark, WAAT.....Frank V. Bremer
 New Brunswick.....Robert L. Williams
 Paterson, WPAT.....Earl Lucas
 Trenton, WITM.....Theodore Kilmer
 Vineland, WWBZ.....T. D. Hobart
 Zarephath, WAWZ.....Nathaniel Wilson

New Mexico

Albuquerque, KGGM.....Mr. Leonard F. Dodds
 KOAT.....Larry Lyons
 KOB.....George S. Johnson
 Artesia, KSPV.....Burney B. Jones
 Carlsbad, KAVE.....Harland Nifong
 Gallup, KGAK.....E. Clifford Baker
 Hobbs, KWEW.....Joe Marquez
 Hot Springs, KCHS.....Reginald H. Shirk
 Las Vegas, KFUN.....A. F. Schultz
 Santa Fe, KTRC.....Milton Woodward
 KVSF.....Newman L. Keys
 Silver City, KSIL.....G. W. Upchurch

New York

Batavia, WBTA.....Fred Callender
 Binghamton, WJNR.....A. A. Kelly
 WNEF.....Lester H. Gilbert
 Brooklyn, WBYN.....Peter Testan
 Buffalo, WBNY.....Thomas L. Vines
 WBEN.....Mr. Ralph J. Kingsley
 WEBR.....Raymond Lamy
 Elmira, WENY.....Thurlow A. Greene
 Ithaca, WHCU.....True McLean
 Jamestown, WJTN.....Harold J. Kratzert
 Kingston, WKNY.....Francis H. Boisvert
 Malone, WICY.....Charles Walker
 Massena, WMSA.....Michael R. Yonkovig
 Middletown, WALL.....Martin Karig
 Newburgh, WGNV.....Marvin S. Seimes
 New York, WBNX.....A. L. Solbrig
 WEVD.....Charles Brown
 WHN.....Paul Fuelling
 WINS.....Paul Von Kunitz
 WJZ.....George Milne
 WLJB.....Frank Knaack
 WMCA.....Pierre C. Verseput
 WNEW.....Max J. Weiner
 WNYC.....William H. Pitkin
 WOR.....Jack R. Poppele
 WOV.....Hillis Holt
 WQXR.....Russell D. Valentine
 Niagara Falls.....E. D. Hiott, Jr.
 Ogdensburg, WSLB.....Ramond Lafferty
 Olean, WHDL.....Thomas J. Gill
 Plattsburg, WMFF.....Edward Gagnon
 Poughkeepsie, WKIP.....Marvin Seimes
 Rochester, WHAM.....Ken Gardner
 WHEC.....Bernard C. O'Brien
 WRNY.....Felix Bonvouloir
 WSAY.....Gordon P. Brown
 Rome, WKAL.....De Forest T. Layton, Jr.
 Schenectady, WSNY.....Irving S. Beck
 Syracuse, WAGE.....Charles W. Brannen
 WOLF.....Tom Crimmins
 WSYR.....Armand G. Belle Isle
 Troy, WTRY.....Albert H. Chizmark
 Utica, WGAT.....Robert Blair
 WIBX.....John T. Dowdell
 Watertown, WATN.....Donald Schryver,
 Frederick Sprague, James Billingsley
 WWNY.....Maynard B. Davis
 White Plains, WFAS.....Frank A. Seitz
 Woodside, WWRL.....William H. Reuman

North Carolina

Asheville, WISE.....Charles W. Sumner
 WNCA.....Joseph Duncan
 WWNC.....Cecil B. Hoskins
 Burlington, WBBB.....Berry Tysor
 Charlotte, WAYS.....Lon Channey

WELDON & CARR

CONSULTING RADIO ENGINEERS



WASHINGTON, D. C.

DALLAS, TEXAS

CHIEF ENGINEERS

WBT.....M. J. Minor
 WSOC.....L. L. Caudle
 Dunn, WCKB.....Bill Abbott
 Durham, WDUK.....E. B. Jones
 WHHT.....W. L. Wafford
 WTKI.....Jack Boyer
 Elizabeth City, WCNC.....Joe Kyle
 Fayetteville, WFNC.....Owen A. Lehr
 Gastonia, WGNB.....W. C. Groves, Jr.
 Goldsboro, WGBR.....Daniel B. Trueblood
 Greensboro, WBIG.....Earl Allison
 WGBG.....J. M. Stewart
 Greenville, WGTC.....Warren Palmer
 Henderson, WHNC.....Lewis Hiland
 Hendersonville, WHKP.....L. E. Gradick
 High Point, WMFR.....Robert Moore
 Jacksonville, WJNC.....Elmo Cronk
 Kinston, WFTC.....Herman Civils
 Leakesville, WLOE.....Eldred Winn
 Lenoir, WJRI.....J. P. Rabb
 Lumberton, WTSB.....W. F. Rogers
 New Bern, WHIT.....David E. Hardison
 Raleigh, WPTF.....Henry Hulick, Jr.
 Shelby, WOHs.....Robert M. Wallace
 Tarboro, WCPs.....John C. Hannet
 Washington, WRRF.....George Martir
 Whiteville, WENC.....Truman Brock
 Wilmington, WGNi.....William P. Callahar
 Wilson, WGMi.....W. H. Malone
 Winston-Salem, WAIR.....Lee King
 WSJS.....Philip F. Hedrick

North Dakota

Bismarck, KFyR.....Ivar Nelson
 Grand Forks, KILo.....Arnold Petrich
 Jamestown, KSJB.....Lloyd R. Amoo
 Mandan, KGU.....Ray Barnett
 Minot, KLPm.....C. W. Baker
 Valley City, KOVC.....Chas. Sjostrom

Ohio

Akron, WADC.....John L. Wildermuth
 WHKK.....James S. Hill
 Ashtabula, WICA.....F. N. Bernato
 Canton, WCMW.....Adam Opperman
 WHBC.....Kenneth L. Sliker
 Cincinnati, WCKY.....C. H. Topmiller
 WKRC.....George Wilson
 WLW.....R. J. Rockwell
 WSAI.....William Symons
 Cleveland, WGAR.....R. Morris Pierce
 WHK.....R. H. DeLany
 WJW.....Gerald G. Roberts
 WTAM.....Ed Leonard
 Columbus, WBNS.....Lester H. Nafzger
 WCOL.....Leo DeConnick
 WHKC.....William A. Minor
 WOSU.....Robert C. Higzy
 Dayton, WHIO.....Ernest L. Adams
 WING—(consultant).....Paul Braden
 Findlay, WFIn.....Edgar C. Smith
 Hamilton, WMOH.....Andrew F. Bruck
 Lima, WLOK.....Darrell Hunter
 Mansfield, WMAN.....William E. Morrison
 Marion, WMRN.....Francis J. Peters
 Portsmouth, WPAy.....M. L. Myers
 Springfield, WIZE.....Victor Bushong
 Steubenville, WSTV.....Joseph M. Troesch
 Toledo, WSPD.....Wm. M. Stringfellow
 WToD.....Robert Sowers
 WTOL.....John Sheehan
 Warren, WRRN.....Robert V. Kinney
 Youngstown, WFMJ.....Frank A. Dieringer
 WKBN.....B. T. Wilkens
 Zanesville, WHIZ.....Joe Atkinson

Oklahoma

Ada, KADA.....Harold Walker
 Ardmore, KVSO.....John M. Molloy
 Bartlesville, KWON.....W. G. Owaby

Enid, KCRC.....Murray D. Coleman
 McAlester, KTMc.....Glenn Barnett
 Muskogee, KBIX.....Bruce Dennis
 Norman, WNAD.....Remy Perot
 Oklahoma City, KOCY.....George Brock
 KOMA.....M. W. Thomas
 KTOK.....Clifford Easum
 WKY.....H. J. Lovell
 Okmulgee, KHBG.....Chester Ludwick
 Shawnee, KGFF.....Salvatore Ricciotti
 Tulsa, KAKC.....Arnold M. Maupin
 KPMJ.....Nate Wilcox
 KOME.....Roy Brown
 KTUL.....Robert Snider
 KVOO.....L. W. Stinson

Oregon

Albany, KWIL.....Herb Davidson
 Ashland, KWIN.....Floyd Rush
 Astoria, KAST.....James Titus
 Baker, KBRK.....Sidney Williams
 Bend, KBND.....Robert Dickinson
 Coos Bay, KOOS.....Roger L. Spaug
 Corvallis, KOAC.....Grant S. Feikert
 The Dalles, KODL.....George Ristola
 Eugene, KORE.....Harold Gander
 Eugene, KUGN.....John E. Boren
 Grants Pass, KUIN.....Edward A. Malone
 Klamath Falls, KFJL.....Wm. P. Grimes
 Klamath Falls, KFLW.....Gilbert Walters
 La Grande, KLBM.....Wallace Guthrie
 Ontario, KSRV.....Charles E. Harland
 Pendleton, KWRC.....James W. Leach
 Portland, KALE.....A. E. Richmond
 KBPS.....Charles Weagant
 KEX.....T. T. Ely
 KGW.....Harold C. Singleton
 KOIN.....L. S. Bookwalter
 KWJJ.....Frank Hood
 KXL.....Ralph Mifflin
 Salem, KSLM.....Clyde Carlton

Pennsylvania

Allentown, WSAN.....Reuel H. Musselman
 Altoona, WFBGN.....George R. Burgoon
 Dubois, WGED.....Vernon Stahl
 Easton, WEST.....J. E. Mathiot
 Erie, WERC.....L. W. Cooke, Jr.
 Greensburg, WHJB.....L. L. Allen
 Grove City, WSAJ.....Dale O. Smock
 Harrisburg, WHGB.....G. B. Buffington
 WHP.....E. Daniel Leibensperger
 WKBO.....J. E. Mathiot
 Hazleton, WAZL.....Jerome Eckenrode
 Huntingdon, WHUN.....Douglas Beeman
 Indiana, WDA.....Henry Niederkofler
 Johnstown, WARD.....Walter Murawsky
 Lancaster, WGAL.....J. E. Mathiot
 WLAN.....Willis N. Weaver
 Lebanon, WLEB.....M. Leonard Savage
 Lewistown, WMFR.....Bernard H. Bopp
 McKeesport, WEDO.....Wilkes Hurley
 New Castle, WKST.....Robert Emch
 Norristown, WNAR.....John Thomas
 Oil City, WKRZ.....Bob Welsh
 Philadelphia, WKW.....Irvin N. Eney
 WCAU.....John Leitch
 WDas.....Frank Unterberger
 WFIL.....Louis E. Littlejohn
 WIBG.....John H. Heninger
 WPEN.....Charles W. Burtis
 Pittsburgh, KDKA.....T. C. Kenney
 KQV.....Bob Hunt
 WCAE.....James Schultz
 WJAS.....Walter W. McCoy
 WWSW.....Henry R. Kaiser
 Reading, WEEU.....Harold E. Shearer
 WHUM.....J. E. MacCormack
 WRAW.....J. E. Mathiot
 Scranton, WARM.....Adolph Oschmann
 WGPI.....Kenneth R. Cooke

Sharon, WPIC.....A. C. Heck
 Sunbury, WKOK.....John Keller
 Uniontown, WMBS.....William J. Henzly
 Warren, WNAE.....Homer M. Haines
 Washington, WJPA.....Horace Cooper
 Wilkes-Barre, WBAX.....J. H. Stenger, Jr.
 WBRE.....Charles Sakoskie
 Williamsport, WRAK.....Louis N. Persio
 York, WORK.....J. E. Mathiot
 WSBA.....Woodrow G. Eberhart

Rhode Island

Pawtucket, WFCI.....Gilbert Johnson
 Providence, WEAN.....Harry H. Tilley
 WJAR.....Thomas C. J. Prior
 WPRO.....John V. Ferri

South Carolina

Charleston, WCSC.....Wilbur Albee
 WTMA.....Douglass M. Bradham
 Columbia, WCOS.....Robert Lambert
 WIS.....Herbert G. Edison, Jr.
 Conway, WLAT.....H. L. Hanks
 Florence, WOLS.....Bill Pritchett
 Greenville, WFBC.....Clyde Etheridge
 WMRC.....George D. Tate
 Greenwood, WCRS.....Harold C. Spengler
 Hartsville, WHSC.....Donald A. Brien
 Newberry, WKDK.....George N. Martin
 Rock Hill, WRHI.....James S. Beaty, Jr.
 Spartanburg, WORD.....Frank Harr
 WSPA.....Harold Beckholt

South Dakota

Aberdeen, KABR.....Del T. Hunt
 Rapid City, KOTA.....A. E. Griffiths
 Sioux Falls, KEOL.....Ralph Bailey
 KSOO.....Maxwell F. Staley
 Watertown, KWAT.....Francis Alwin
 Yankton, WNAX.....Clifton M. Todd

Tennessee

Athens, WLAR.....Robert Magill
 Chattanooga, WAGC.....Roy Owens
 WAPO.....B. B. Barnes
 WDEF.....B. C. Baker
 WDDO.....W. Roy Owens
 Columbia, WKRM.....Revis V. Hobbs
 Cookeville, WHUV.....Charles E. Burch
 Dyersburg, WDSG.....Sam Pearce
 Greeneville, WGRG.....Bill Lange, Paul Metcalf
 Johnson City, WJHL.....O. K. Garland
 Kingsport, WKPT.....Thomas Phillips, Jr.
 Knoxville, WBR.....J. Rex Horton
 WNOX.....John Cole
 WROL.....James N. Gilbert
 Lewisburg, WJLM.....Denzil Pulley
 Memphis, WHBQ.....W. M. Roy
 WHHM.....Wm. Marsh
 WMC.....E. C. Frase, Jr.
 WMPA.....J. G. Deaderick
 Nashville, WLAC.....F. D. Binns
 WSIX.....Dr. Fred Schumann
 WSM.....George Reynolds
 Union City, WENK.....James S. Thomas

Texas

Abilene, KRBC.....J. B. Casey
 Amarillo, KFDA.....Mr. Noel Luddy
 KGNC.....William H. Torrey
 Austin, KNOW.....James E. Lewis
 KTBC.....Frank Yeagley
 Beaumont, KFDM.....Lawrence Sanders
 KRIC.....Ben F. Hughes
 Big Spring, KBST.....Andrew M. Jones
 Brady, KNEI.....Cecil Nelin
 Brownsville, KVAL.....Troy Whittaker
 Brownwood, KBWD.....A. W. Stewart
 Corpus Christi, KEYS.....Harold Griffith
 KRIS.....R. S. Bush
 KWBU.....Nestor Cuesta, Jr.
 Corsicana, KAND.....E. R. Hellums
 Dallas, KRLD.....Roy Maddox Flynn



RADIO CONSULTANTS INCORPORATED

A qualified group of associates offer a consultation and planning service, for both proposed and operating FM, AM, Fac-simile and Television broadcasting organizations.

Preliminary Planning
 Application Preparation
 Site Selections
 Construction

Rate Structure
 Program Structure
 Personnel - Traffic
 Station Promotion

Supplementary services accorded to your attorneys and engineers. Experienced consultation, planning and engineering relative to all phases of broadcasting.

Inquiries Invited

RADIO CONSULTANTS, Incorporated

Leonard L. Asch, Director

Denrike Building

Washington, D. C.

1010 Vermont Ave., NW

1098

CHIEF ENGINEERS

KSKY.....Morris M. Ming
 WFAA.....Raymond Collins
 WRR.....Durward Tucker
 Denton, KDNF.....Harwell V. Shepard
 El Paso, KROD.....Edward P. Talbott
 KTSM.....Kenneth J. Walton
 Fort Worth, KFJZ.....Truett Kimzey
 Harlingen, KGBS.....W. O. Porter
 Houston, KPRC.....H. T. Wheeler
 KTRH.....Tom Hiner
 KXYZ.....Gerald Chinski
 Jacksonville, KEBE.....Wm. J. McCreary, Jr.
 Kilgore, KOCA.....Karem Soule
 Laredo, KPAB.....K. Hulan Smith
 Lubbock, KFYO.....W. S. Bledsoe
 KSEL.....Roger V. Hively
 Midland, KCRS.....Jack Cecil
 Odessa, KRIG.....Earl Pace
 Palestine, KNET.....Don D. Dickson, Jr.
 Pampa, KPDN.....D. E. Smith
 Pecos, KIUN.....Harry W. Boehnemann
 Plainview, KVOP.....Carl Cook
 Port Arthur, KPAC.....Glen Boatright
 San Angelo, KGKL.....Frank Jones
 San Antonio, KABC.....J. B. Haigh
 KONO.....George Ing
 KTSA.....W. G. Egerton
 WOA1.....Charles Jeffers
 Sherman-Denison, KRRV.....T. E. Spellman
 Sweetwater, KXOX.....J. T. Allen
 Temple, KTEM.....Earl N. Bodene
 Texarkana, KTFS.....Les Eugene
 Tyler, KGKB.....John B. Sheppard
 Waco, WACO.....L. H. Appleman
 Weslaco, KRGV.....O. Lewis Hartwig
 Wichita Falls.....John Adams

Utah

Cedar City, KSUB.....Henry C. Mattingly

Logan, KVNU.....Carroll Secrist
 Ogden, KLO.....Wayne Booth
 Price, KOAL.....P. J. Bowman
 Provo, KOVO.....Parley Rasmusson
 Salt Lake City, KDYL.....John M. Baldwin
 KSL.....C. Richard Evans
 KUTA.....Wendell Bell
 Vernal, KJAM.....David A. King

Vermont

Burlington, WCAX.....James W. Tierney
 WJOY.....John C. Quill
 Rutland, WSYB.....N. K. Ransom
 St. Albans, WWSR.....Theodore Boisvert
 Waterbury, WDEV.....Paul A. Hurd

Virginia

Alexandria, WPIK.....Carl L. Lindberg
 Bristol, WOPI.....Russ Robinson
 Charlottesville, WCHV.....Walter Gray
 Covington, WKEY.....Lawrence L. Kennedy
 Danville, WBTV.....Lyle Motley
 Fredericksburg, WFVA.....W. S. Candler
 Galax, WBOB.....Carl E. Duckett
 Harrisonburg, WWSA.....Warren L. Braun
 Lynchburg, WLVA.....John T. Orth
 Martinsville, WMVA.....Dewey W. Muse
 Newport News, WGH.....Charles A. Runyan
 Norfolk, WLOW.....Jack Siegel
 WTAR.....John Peffer
 Petersburg, WSSV.....Edward F. Schwarz
 Portsmouth, WSAP.....Frederic F. Clair
 Richmond, WLEE.....George W. McGuigan, Jr.
 WMBG.....Wilfred H. Wood
 WRNL.....Walter R. Selden
 WRVA.....D. C. Woods
 Roanoke, WDBJ.....J. E. Newman
 WSLS.....J. Phillipps Briggs

CHAMBERS and GARRISON

CONSULTING RADIO ENGINEERS

1519 CONNECTICUT AVE., N. W., WASHINGTON 6, D. C.

Phone - Michigan 2261

Allocation Engineering
 Antenna Design and Adjustment
 Field Intensity Measurements

Engineering Service and
 Representation on Broadcasting
 AM, FM, Television

CHIEF ENGINEERS

Staunton, WTON.....Rex Houser
 Suffolk, WLPM.....Veryl W. Rupp
 Winchester, WINC.....Philip B. Whitney

Washington

Aberdeen, KXRO.....Bill Cunningham
 Bellingham, KVOS.....Mel Featherkile
 Centralia-Chehalis, KELA.....Ellwood Wippincott
 Ellensburg, KEOW.....Vern Totten
 Everett, KRKO.....Earl Gerdon
 Longview, KWLK.....John Van Voorhees
 Olympia, KGY.....Charles Roark
 Pasco, KPKW.....Walter V. Mott
 Pullman, KWSC.....George Frese
 Seattle, KEVR.....J. B. Hatfield
 KIRO.....Homer Ray, Jr.
 KOL.....Perry C. Lind
 KOMO.....F. J. Brott
 KRSC.....George A. Freeman
 KXA.....John DuBuque
 Spokane, KFIO.....Chester Brown
 KFPY.....George Longford
 KGA.....Al G. Sparling
 KHQ.....John Walker
 Tacoma, KMO.....Max Bice
 KTBI.....Don McCroskey
 KVI.....D. M. MacDonough
 Vancouver, KVAN.....Edgar R. Means
 Walla Walla, KUJ.....M. L. MacLafferty
 Wenatchee, KPQ.....Bob Sutton
 Yakima, KIT.....Harry B. Murphy

West Virginia

Beckley, WJLS.....A. J. Ginkel
 WWRN.....Kanes Bucy
 Bluefield, WHIS.....Pat Flanagan
 Charleston, WCHS.....Odes Robinson
 WGKV.....George Whiteman
 WTIP.....Gus Zaharis
 Clarksburg, WBLK.....Jos. A. Wright
 Fairmont, WMMN.....Robert D. Hough
 Huntington, WHTN.....Harold F. Sturm
 WPLH.....W. H. Hansher, Jr.
 Montgomery, WMON.....V. G. Brooks
 Morgantown, WAJR.....Ray C. Spence
 Parkersburg, WPAR.....Cecil Knowles
 Ronceverte, WRON.....P. T. Flanagan
 Welch, WBRW.....Howard R. King
 Wheeling, WWVA.....Edwin L. Keim
 Williamson, WBTH.....Robert W. Bullio

Wisconsin

Appleton, WHBY.....George Merkl
 Ashland, WATW.....Hine Dahlbacka
 Fond du Lac, KFIZ.....Wendall Meyers
 Green Bay, WTAQ.....Wallace Stangel
 Janesville, WLO.....Wayne Clay
 La Crosse, WRBH.....Alvin Leeman
 Madison, WHA.....John Stiehl
 WIBA.....Norman H. Hahu
 Manitowoc, WOMT.....Wencil Duben
 Medford, WIGM.....Raymond Bohnert
 Milwaukee, WEMP.....Roland Paske
 WFOX.....Dan Gellerup
 WISN.....Donald A. Weller
 WTMJ.....William Hebal
 Oshkosh, WOSH.....Nathan Williams
 Racine, WRJN.....F. Lee Dechant
 Sheboygan, WEBL.....Herbert J. Mayer
 Stevens Point, WLBL.....Walter Ninneman
 Superior, WDSM.....Mel Lasky
 Wausau, WSAU.....Toland W. Richardt
 Wisconsin Rapids, WFHC.....Victor W. Nickel

Wyoming

Casper, KDFN.....D. L. Hathaway
 Cheyenne, KFBC.....Clark Grove
 Powell, KPOW.....Del Brandt
 Sheridan, KWYO.....Bob Crosthwaite

CANADA

Alberta

Calgary, CFAC.....E. C. Connor
 CFCN.....Bob Lamb
 CJCJ.....Des Readwin
 Edmonton, CFRN.....Frank G. Makepeace
 CJCA.....Frank Hollingworth
 Medicine Hat, CHAT.....J. M. Ellis

British Columbia

Kamloops, CFJC.....G. Henderson
 Nelson, CKLN.....H. Worsfold
 Vancouver, CJAT.....Arthur H. Chandler
 CKMO.....R. Whiteside
 CKWX.....Jack Gordon
 Victoria, CJVI.....J. Sommers

Manitoba

Winnipeg, CJOB.....R. Durie
 CKRC.....Bert Hooper
 CKY.....George Henderson

New Brunswick

Campbellton, CKNB.....I. P. Paquet
 Edmundston, CJEM.....Cyrille Fournier
 Moncton, CKCSW.....J. A. White
 Saint John, CFBC.....Harold M. Stout

Nova Scotia

Antigonish, CJFX.....Gordon C. MacDougall
 Halifax, CHNS.....Arthur W. Grieg
 CJCH.....Arf R. MacWilliams

Ontario

Belleville, CJBQ.....J. B. Buchanan
 Brantford, CKPC.....Alfred Teague
 Cornwall, CKSF.....Mahlon Clark
 Fort Francis, CKFI.....R. E. Martin
 Fort William, CKPR.....T. Ross
 Hamilton, CHML.....Ford Smith
 Kenora, CJRL.....P. Whitebread
 Kingston, CKWS.....Burton Coy
 Kitchener, CKCR.....Ion Hartman
 Oshawa, CKDO.....George Blanchett
 Sudbury, CKSO.....J. McRae
 Timmins, CKGB.....Ernie Mott
 Toronto, CFRB.....Jack Sharpe
 CHUM.....A. Boisvert
 Ontario, CKEY.....Ernie Swan
 Windsor, CKLW.....W. J. Carter

Prince Edward Island

Charlottetown, CFCY.....R. F. Large

Quebec

Granby, CHEF.....Gerard Laliberte
 Montreal, CHLP.....Alphonse Cloutier
 CJAD.....A. Taylor
 CKAC.....Leonard Spencer
 New Carlisle, CHNC.....Gordon S. Coleman
 Quebec City, CHRC.....Alfred Duberger
 Marcel Belanger
 Ste. Anne de la Pocatiere, CHGB G. T. Desjardins

Saskatchewan

Moose Jaw, CHAB.....M. Pickford
 Prince Albert, CKBI.....T. Vannes
 Regina, CKCK.....E. A. Strong
 CKRM.....Bill McDonald
 Saskatoon, CFQC.....Len Hoskins

**AN UP-TO-THE-MINUTE LIST OF IMPORTANT
RADIO, TELEVISION & FM**

Equipment Firms

The Acme Elec. & Mfg. Co.

Water St., Cuba, N. Y.
Phone Cuba 4

President.....C. H. Bunch
Vice-President.....J. A. Comstock
Treasurer.....L. E. Williams
Secretary.....W. F. Radon
Sales Manager.....W. E. Wilson
Chief Engineer.....E. A. Miller
Sales Engineer.....L. S. Danko

PRODUCTS: Transmitting transformers, broadcasting equipment, audio reactors, output transformers, microphone input transformers, D. C. rectifier equipment, and other types of transformers.

H. W. Acton Co., Inc.

370 Seventh Ave., New York 1, N. Y.
Phone PENnsylvania 6-0111

President.....Harry W. Acton
Treasurer.....Harold A. Bengeyfield
Secretary.....D. Langley

BRANCH OFFICE: 9 Strafford Ave., Wil-
liston Pk., L. I., N. Y., Phone Garden City
658, F. Ruckh; Warren St., Lowell, Mass.,
Phone Lowell 7607, W. Day.

PRODUCTS: Playback needles, cutting
styli, phonograph needles, special needles for
sound reproduction, long playing needles.

Admiral Corporation

3800 Cortland St., Chicago 47, Ill.
Phone: SPAlding 1400

President.....Ross D. Siragusa
Exec. Vice-Pres.....John B. Huarisa
Vice-Pres., Radio Div.....Richard A. Graver
Vice-Pres., Appliance Div.....L. H. D. Baker
Treasurer.....L. C. Park
Field Activities.....W. C. Johnson
Director of Engineering.....K. Turner
Service Manager.....M. J. Schinke
Purchasing Agent.....Frank Kazda

PRODUCTS: Receiving Sets, Radio-Phone
Combinations, FM Receiving Sets, Record
Players, Portables, Farm Sets, and Radio
Parts, Table and Console television receivers.

Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.
Phone: 6-8221

President.....W. Myron Owen
Sales Manager—Jobber

Div.Charles Golenpaul
Sales Manager—Manufacturing

Div.Frank Marshall
Chief Engineer.....Joseph L. Collins
Advertising Manager.....George Balsom
Export Manager.....Rocke International Corp.

PRODUCTS: Capacitors — paper, electro-
lytic and mica for radio transmitting. Re-
ceiving and electronic applications, including
paper, oil and wax impregnated, moulded
mica, bakelite cased and ceramic cased mica
capacitors, power factor correction equip-
ment, insulated carbon and wire wound vi-
treous resistors, motor starting capacitors, ca-
pacitor test instruments.

Air King Products Co., Inc.

1523 63rd St., Brooklyn 19, N. Y.
Phone: BE 2-6700

President.....O. H. Cogan
Sales Prom, Mgr.....E. B. Lucas
V. P.-Manufacturing.....M. Markowitz
V. P.-Engineering.....Frank A. Hinners
V. P.-Export.....Allen Straus
Prod. Manager.....R. Kalb

PRODUCTS: Home radio sets AM-FM,
short wave, portable, television receivers,
electronic equipment for U. S. Government.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wis.
Phone: Mitchell 5151

President.....Harry L. Bradley
V. P.-General Manager.....F. F. Looch
V. P.-Works Manager.....R. W. Whitmore
Treasurer.....A. F. North
Purchasing Agent.....Theron C. Child

PRODUCTS: Fixed and variable composi-
tion resistors.

American Condenser Co.

4410 Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 1386

General Manager.....I. Menschik
Chief Engineer.....H. C. Kreinick
Purchasing Agent.....W. Norder
Works Manager.....M. E. Hussey

Specification Engineer.....A. J. Hersey
Sales Manager.....W. J. Johnston
PRODUCTS: Condensers.

American Microphone Co.

1915 S. Western Ave., Los Angeles 7, Calif.
Phone PA 1161

General Manager.....F. A. Yarbrough
PRODUCTS: Crystal & dynamic micro-
phones, crystal phonograph pickups, micro-
phone stands.

American Transformer Co.

178 Emmet St., Newark 5, N. J.
Phone: Bigelow 3-4444

President-Treasurer.....Thomas M. Hunter
Executive Vice-President....Stuart F. Marvin
Vice-President.....A. A. Emlen
Vice-President.....Walter Garlick, Jr.
Advertising Manager.....George G. Felt

PRODUCTS: Amplifiers, ballast transform-
ers for fluorescent lighting, distribution
transformers, electronic components, indus-
trial-dry type-indoor or outdoor use indus-
trial transformers, air cooled industrial phase
changers, modulation reactors, modulation
transformers, net work transformers, oil or
abestol-immersed plate transformers, power
transformers, precipitation transformers, radio
type "P" precision line, radio silcor line
audio components, rectifiers, regulators, test
sets, transtats, "W" type transmitter, wave
filters, welding and soldering transformers.

Amperex Electronic Corp.

79 Washington St., Brooklyn, N. Y.
Phone Main 5-2050

Vice-Pres. Sales Manager.....S. Norris
PRODUCTS: Electronic tubes for com-
munication, industrial, television, electro-
medical and special purposes.

Amplifier Corp. of America

398 Broadway, New York 13, N. Y.
CANal 6-7612

Chg. Prod. & Procurement.....R. Epstein
Engineering & Sales.....N. M. Haynes
Chief Engineer.....A. C. Shaney
Sales Manager.....H. S. Manney

PRODUCTS: Electronic equipment, Regu-
lated Power Supplies, Transformers, Filter
Networks.

Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.
Phone LONgacre 5-6622

President.....Ernest V. Amy
V. P.-Treasurer.....Frank King
Secretary.....Julius G. Aceves
Sales Manager.....F. A. Klingenschmitt

PRODUCTS: Antenna Systems, Television
and FM Antennas. Electronic Developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L. I. C. 1, N. Y.
Phone: STillwell 4-5411

President.....F. A. D. Andrea
Chief Engineer.....H. L. Heindel
PRODUCTS: Radio and Television Re-
ceivers and Phono. combinations.

Ansley Radio Corp.

41 St. Joes Ave., Trenton 9, N. J.
Phone: 4-1175

President.....Arthur C. Ansley
Vice-President.....Anne Klein Ansley
General Mgr.C. A. Clinton
Plant Superintendent.....C. Donato
Advertising Mgr.Harriet Westin

BRANCH OFFICE: Empire State Bldg.,
N. Y. C. Show room, New York, N. Y., Phone,
Longacre 3-2768, Anne Klein Ansley.

PRODUCTS: Radio-phonograph combina-
tions (Ansley Dynaphone), Electronic piano
(Ansley Dynatone), Built-in-wall radio (Ans-
ley Paneltone).

The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio
Phone: 12-656

President.....F. H. Woodworth
Vice President.....C. M. Chorpening
Treasurer.....C. B. Fraser
Sales Mgr.—Jobber Div...R. T. Schottenberg

Div.....W. J. Doyle
Chief Engineer.....G. A. Morrell
Dir. of Purchasing.....H. G. Green

PRODUCTS: Microphones, Phonograph
pickups, pickup cartridges, recording heads,
microphone desk stands, and accessories.

Audak Company

500 Fifth Ave., New York, N. Y.
Phone LA 4-3723

Contact.....Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Microdyne Pickups, Cutting
Heads, and Acoustic Instruments.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President.....Wm. C. Speed
Vice-President-Sec.....Bryce Haynes
Vice-President.....N. K. Hoskins
Research Engineer.....E. J. Franck
National Sales Manager.....C. C. Pell, Jr.

PRODUCTS: Recording Discs (Audio-
discs), Recording and Playback Points
(Audiopoints).

Automatic Manufacturing Corp.

900 Passaic Ave., East Newark, N. J.

Phone: Harrison 6-6630

President & Gen. Mgr. Martin H. Benedek
 Vice-Pres., Charge of Sales. ... Bert E. Smith
 Chief Engineer. Joseph R. Mazzola
 Credit Manager. M. E. Silver
 Purchasing Agent. J. A. Heimbruch

PRODUCTS: Mica trimmer condensers, intermediate frequency transformers, radio frequency coils, R. F. choke coils, adjustable padder condensers, permeability tuners.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.

Phone Muskogee 4762

Manager. John F. Beasley
 Construction Mgr. James H. Beasley
 Erection Superintendent. ... Sydney N. Beasley
 Office Manager. C. A. McLarty, Jr.

BRANCH OFFICE: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228, John F. Beasley.

PRODUCTS: Steel erection (radio towers).

Bendix Radio (Division of Bendix Aviation Corp.)

East Joppa Rd., Towson, Md. (Gen. Offices)
 Phone: Tuxedo 4020

Gen'l Mgr. W. P. Hilliard
 Divisional Comptroller. F. S. Gutekunst
 Divisional Attorney. Leo Horney
 Dir. of Engineering & Research. ... W. L. Webb
 Dir. of Industrial Relations. R. Smith
 Factory Manager. E. K. Foster
 Director of Procurement. ... R. A. Anderson
 Credit Manager. C. T. Dwyer
 General Sales Manager—Radio
 and Television. L. C. Truesdell
 Advertising Manager—Radio
 and Television. Earl L. Hadley
 Sales Manager—

Communications Radio. ... J. W. Hammond

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic measuring equipment and accessories, broadcast receivers and radio-phonograph combinations, television receivers, headphones, microphones.

Blaw-Knox Co.

Farmers Bank Bldg., Pittsburgh 22, Pa.

Phone St. 2700

Manager, Tower Sales. E. J. Staubitz
 Asst. Mgr., Tower Sales. A. H. Jackson

BRANCH OFFICES: Brown Marx Bldg., Birmingham 3, Ala., Phone: 3-4931, Wm. E. Balliet; 607 Peoples Gas Bldg., Chicago 3,

Ill., Phone: Harrison 7633, J. C. McQuade; 342 Madison Ave., New York 17, N. Y., Phone: VAnderson 6-0661, T. M. Avery; 1617 Pennsylvania Blvd., Philadelphia 3, Pa., Phone: Rittenhouse 1681, W. F. Simmons; 423 Munsey Bldg., Washington 4, D. C., Phone: Republic 3142, J. N. Critchlow; Export Dept.: 342 Madison Ave., New York 17, N. Y., Phone: VAnderson 6-0661, H. T. Schwier.

PRODUCTS: Antenna Towers for FM, AM and Television.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.

Phone: ORchard 4-6960

Partners.

William Brand, William Naumburg, Jr.
 Sales Manager. J. R. Garey

BRANCH OFFICES: 325 W. Huron St., Chicago, Ill., Phone, Superior 1782, Manager, Earl W. Brinson; Case Bldg., Rochester, N. Y., Gilbert Gislason; 647 Main St., Hartford, Conn., E. E. Pack; 600 Pingree, Detroit, Mich., Ralph Hulton.

PRODUCTS: Insulation Materials, electrical; Varnished Cotton Tubing; Varnished Glass Tubing; Saturated Sleeving; Plastic Insulated Wire; Plastic Insulating Tubing; Varnished Cambric, Cloths, Tapes; Mica, Block and Films; Mica-Plate; Wire Markers, identification.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.

Phone: Winchester 2121

President. G. H. Browning
 V. P. Sales Manager. R. L. Purrington
 Purchasing Agent. C. W. Craven
 General Manager. C. H. Day
 Chief Engineer. F. A. Spindell

PRODUCTS: Frequency Meters, Audio & Radio; Frequency Standards, Cathode Ray Oscilloscopes, Capacity Relays, Ultra-High and Super-High Signal Generators, FM-AM Tuners, Amateur Frequency Meters, Capacitance Alarm Systems, and Special Electrical Equipment.

The Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio

Phone: Endicott 3315

General Sales Manager. Blair Foulds
 Mgr. Magnetic Recording

Dept. R. B. Matheson
 Mgr. Acoustic and Hearing

Aid Div. H. D. Hill
 Mgr. Industrial

Instrument Div. M. P. Odell
 Mgr. Crystal Div. R. B. Nottingham

PRODUCTS: Magnetic Recording Equip-

ment, Recording Equipment: Record cutters, phonograph pickups, cartridges, Microphones, headphones, Hushatones.

William W. L. Burnett Radio Lab.

4818 Idaho St., San Diego 4, Calif.

Phone Talbot 4943

Chief Eng.-Owner....William W. L. Burnett

PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service, Special Laboratory Testing Equipment.

California Telephone & Electric Co.

6075 W. Pico Blvd., Los Angeles 35, Calif.

President.....C. W. Evans
Supt., Intercommunicating Equipment

M. E. Harris

Foreman, Microphone Dept.....O. B. Carrier

PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.

Phone: Elkhart 1205

President.....F. C. Best

Sales Manager.....W. A. Nicely

Chief Engineer.....N. C. Schellenger

Credit Manager.....M. F. Schneck

Purchasing Agent.....B. S. Turner

PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Clarostat Mfg. Co., Inc.

130 Clinton St., Brooklyn, N. Y.

Phone: Main 4-1190

Pres.-General Manager.....Victor Mucher

Treasurer.....William Mucher

Secretary.....Charles H. Burnell

Chief Engineer.....George Mucher

Sales Engineer.....I. J. Youngblood

BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Collins Radio Co.

Cedar Rapids, Iowa

Phone: 3-3281

President.....Arthur A. Collins

Exec. V. P.—New York.....W. J. Barkley

Vice President.....R. S. Gates

Vice-President.....L. M. Craft

Secretary-Treasurer.....S. J. Storm

BRANCH OFFICES: 11 W. 42nd St., New York 18, N. Y., Phone, Lackawanna 4-0229,

Executive, W. J. Barkley; 458 S. Spring St., Los Angeles 13, Cal., Phone, Tucker 9404, Carl W. Service.

PRODUCTS: AM Broadcast Transmitter, FM Broadcast Transmitters, Broadcast Speech Equipment and Accessories, Airborne Radio Communication Transmitters and Receivers, Ground Station Radio Communication Transmitters and Receivers, Radio Amateur Transmitters, Receivers, and Variable Frequency Oscillators.

Colonial Radio Corp.

254 Rano St., Buffalo 7, N. Y.

Phone: Riverside 2450

President.....A. H. Gardner

V. P. in charge of Eng.....H. C. Forbes

V. P.-Secy.-Comptroller.....H. E. Riordon

Works Manager.....J. C. Ryan

Director of Purchases.....J. K. McDonough

Manager-Industrial Relations.....C. J. Kolb

Sales Mgr.—Home Set

Division.....T. P. Cunningham

Sales Mgr.—Automotive

Division.....C. H. Symington

Service Manager.....R. K. Pew

BRANCH OFFICES: Bloomington, Ill.,

Phone, 7631, H. P. Wangelin; 1020 Fisher

Bldg., Detroit, Mich., Phone, Madison 7251,

C. H. Symington.

PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Communication Equipment & Engineering Co.

5646 W. Race St., Chicago, Ill.

Phone: EStebrook 3109-10

President.....Robert A. Clark

Vice-President.....R. Farrell

Secretary-Treasurer.....R. E. Meyers

PRODUCTS: Transmitters, receivers, amplifiers and test equipment, carriers telephone and telegraph equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio

Phone: CLearwater 6500

President-Sales Manager....G. F. Benkelman

PRODUCTS: Fixed composition resistors, suppressors, precision resistors.

Continental Electric Co.

Geneva Illinois

Phone: Col. 1216

President & Treasurer.....H. A. McIlvane

Secretary.....O. T. McIlvane

Vice-President.....W. S. Sims

Vice-Pres. in Charge of Publicity & Sales

R. E. Smiley

Vice-Pres. in Charge of Engineering

J. H. Hutchings

Export Manager.....E. D. Magnus

BRANCH OFFICE: 188 W. Randolph St., Chicago, Ill., Phone Andover 5029, Vice-President in charge of Publicity and Sales, R. E. Smiley.

PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationary lamps. Special tubes of all kinds.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000

President.....Octave Blake
Vice-President.....William Dubilier
Vice-Pres.-Treas.....Haim Beyer
Vice-President.....Wm. M. Bailey
Vice-President.....Paul McK. Deeley
Vice-President.....Felix Weiss
Vice-President.....T. E. Abeel
Vice-President.....Max Bleich
Secretary.....Kenneth E. Ryan
Asst. Treasurer.....L. F. Geiser
Asst. Secretary.....M. F. Keating
Comptroller.....J. A. Bertolacci

PRODUCT: Capacitors.

Corning Glass Works

Corning, New York
Phone: Corning 372

President.....W. C. Decker
Vice-President-Sales Mgr....C. D. LaFollette
Mgr. Electronic Sales Dept....C. J. Phillips

BRANCH OFFICES: New York, N. Y., C. P. Eggleton; Chicago, Ill., J. D. Brown; San Francisco, Calif., T. J. Thompson.

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes, metalized glassware, including timmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
Phone CO 7-2525

President.....John Cook
Contact.....W. F. Osler, Jr.

PRODUCTS: Radio and Electrical Wires and Cables.

The Crosley Corp.

1329 Arlington St., Cincinnati 25, Ohio
Phone: K1rby 6600

President.....I. B. Babcock
Vice-President &

General Manager.....R. C. Cosgrove
Vice-Pres. in Charge of Research & Engr.

L. M. Clement
V. P.-General Sales Mgr.....S. D. Mahan
Dir. of Purchases.....Frank Warner

Asst. Secy. & Asst. Treas.....E. J. Ellig
Dir. of Industrial Relations...G. F. Gamber
Asst. to V. P. & Gen. Mgr..Lincoln J. Karmen
Dir. of Purchases.....Frank W. Warner
Controller.....L. W. Adkins

PRODUCTS: Radio—AM, FM, Television.

Crystal Research Laboratories, Inc.

29 Allyn St., Hartford 3, Conn.
Phone: 7-3215

President-General Manager..Samuel I. Ward
Vice-President.....Henry F. Jochim
Secretary.....Frances M. Andrews
Mgr.—Crysecon Div.....Philip Scharr
Mgr.—Crystal Div.....Ernest B. Lewis
Mgr.—Metronoma Div....D. Harold Hickey
Chief Engineer.....Walther Anderson
Purchasing Agent.....K. O. Jacobs
Mgr.—Metavac Div.....G. Fadel
Machine Shop Head.....George Waller
Ultrasonicator Div. Head....Lewis Harden
Personnel Mgr.....D. H. Hickey
Research Physicist.....Dr. Leo Epstein

BRANCH OFFICES: 37 M Mill St., Unionville, Conn., Phone, Farm. 599, Philip Scharr; Avery Ave., Flushing, N. Y., Phone, FLushing 9-8839, George Fadel.

PRODUCTS: Quartz oscillating plates (communication and non-communication); the Ultrasonicator; the Metronoma; Padder and postage stamp condensers; fused quartz fabrications; metal and chemical coatings; amateur xtals and components; synthetic jewel operations.

De Mornay-Budd, Inc.

475 Grand Concourse, New York 51, N. Y.
Phone: Melrose 5-1900

President.....R. DeMornay
Sales Manager.....Eugene L. Berman
Chief Engineer.....Leonard Sherbin
Comptroller.....Roger Baker
Production Manager.....Louis Della Penna
Electronic Sales.....Charles George
Purchasing Agent.....Robert Heffernan
Dir. of Sales Prom.....Karl A. Barleben
Dir. of Adv. & Pub.....Ben Kerner

PRODUCTS: Navigational equipment, marine and aircraft radar, R. F. transmission lines, stub-supported coaxial lines, mixers, rotating joints, directional couplers, H. F. test equipment, modulators, I. F. strips, antennae, bench and field testing equipment, wave guides.

Doolittle Radio, Inc.

7421 S. Loomis St., Chicago 36, Ill.
Phone: Radcliffe 4100

President.....E. M. Doolittle
Chief Engineer.....H. Knaack

Sales Manager.....H. V. Carlson
Purchasing Agent.....M. Yatsak

BRANCH OFFICES: Manufacturers representatives throughout the United States.

PRODUCTS: Emergency radio communications equipment, including station transmitters and receivers, mobile transmitters and receivers and all accessories. Concentric transmission line, frequency monitors, distortion meters, broadcast frequency monitors.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

President.....Allen B. Du Mont
Vice-President.....Leonard F. Cramer
Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
Dir. Tele B'casting.....Leonard F. Cramer
Gen. Mgr. Mfg. Div.....C. Edwin Williams
Gen. Mgr. Tech. Sales.....G. Robert Mezger
Dir. of Research.....Thos. T. Goldsmith, Jr.
Chief Engineer.....P. S. Christaldi
Controller.....B. L. Graham
Gen. Mgr. Tele Sales.....Ernest A. Marx
Plant Supt.....Bruce T. DuMont
Purchasing Agent.....F. P. Rice
Personnel Director.....H. Houston

BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, ELdorado 5-4822, Manager, Samuel H. Cuff.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments.

Dumont Electric Corp.

34 Hubert St., New York, N. Y.
Phone: CAnal 6-7980

President & Sales Manager...Philip Dubilier
PRODUCTS: Paper, electrolytic and mica condensers.

DX Crystal Co.

1200 N. Claremont Ave., Chicago 22, Ill.
Phone: Armitage 3740

Co-owner.....Louis J. Patla
Co-owner.....Maurice P. McLean
Sales Manager.....George H. Timmings
Chief Engineer.....John Laban
Credit Manager.....Corliss Bangart
Purchasing Agent.....Jane Sullivan
Advertising Manager.....Michael Mayger

PRODUCTS: Quartz xtals, toroid coils, coil transformers, screw machine parts, universal joints and mechanical assemblies, loudspeakers.

Eastern Electronics Corp.

41 Chestnut St., New Haven 11, Conn.
Phone: New Haven 8-3191

President.....Amy G. Annis
General Manager.....J. Robert Potter
Director of Engineering...Roland S. Bruneau
Secretary-Treasurer.....John J. Sullivan

Chief Mech. Engr.....George H. Newton
Office Manager.....Maurice E. Fossett

PRODUCTS: Radio, electronic, and laboratory test equipment, Precision Wire Wound Resistors, Phonograph Turntable Units, Portable Phonograph Record Players, Radio Receiving Sets, Rotary Selector Switches, Wheatstone Bridges, Impedance Bridges, Audio Oscillators, Radio-Phono Combinations.

Hugh H. Eby, Inc.

18 W. Chelton Ave., Philadelphia 44, Pa.
Phone: TENnessee 9-1800

President.....James L. Hawley
V. P.-Treasurer.....Frank Holmstrom
Secretary.....T. J. Mullaney
Chief Engineer.....L. Wanner
Purchasing Agent.....J. Gould

PRODUCTS: Binding posts and terminals, cable connectors and couplings, custom moldings, electric eyes, headphones, knobs, metal stampings, lugs, microphones, photoelectric relays, photocells, phototubes, plugs, screw-machine parts, speaker connectors, terminal plugs, terminal strips and blocks, tube shields (miniature), tube sockets, electrical assemblies of all types for radar, telephones, headsets, microphones; jacks.

Eckstein Radio and Television Co.

914-18 LaSalle Ave., Minneapolis 2, Minn.
Phone: Main 8359

Secretary-Treasurer.....E. R. Bostrom
Chief Engineer.....Frederick Lewis
Production Manager.....D. F. Boulett
Purchasing Agent.....E. A. Eckstein
Export Manager.....Harry Scheel
Sales Manager.....E. R. Bostrom
Manager—Metal Shop.....L. D. Eldridge

BRANCH OFFICE: 4237 N. Lincoln Ave., Chicago 18, Ill., Phone, DIVERsey 3672-3, Harry J. Scheel (Export Sales).

PRODUCTS: Communication type car receivers (Karadio), home receivers (Ecko), private aircraft receivers, audio amplifiers..

Electronic Corp. of America

170 - 53rd St., Brooklyn 32, N. Y.
Phone: GEdney 9-5335

President.....Garrard Mountjoy
Export Manager.....E. Rojo
Assistant Sales Manager.....Tom Ward
Advertising Manager.....Paul Rofield
Credit Manager.....Roy Neusch
Office Manager.....A. Eyer
Chairman of the Board.....S. Novick
Director of Purchases.....M. Bloom

PRODUCTS: ECA (Consumer Radios), Typatune (musical toy typewriter), Pianotune (toy piano).

Electronic Laboratories, Inc.

24 W. 24th St., Indianapolis, Indiana

Phone: Talbot 2442, Riley 1551

President.....William W. Garstang
 Vice-President-Engineering.....R. H. Frye
 Vice-President-Sales.....W. E. Peek
 Vice-President-Manufacturing.....H. C. May
 Secretary.....Albert M. Campbell
 Treasurer & Comptroller.....A. L. Mack
 Chief Inspector.....H. Palin
 Quality Control Head.....R. M. Loomis
 Purchasing Agent.....D. A. Wilson

BRANCH OFFICES: 222 E. 38th St., New York 16, N. Y., Phone, VA 6-3463, Lee Rocks; 13 E. 40th St., New York 16, N. Y., VA 6-3463, Arthur Rocks.

PRODUCTS: Vibrators, regulated vibrator power supplies, inverters, converters, rectifier packs, Electrical toys, railroad, marine and bus fluorescent lighting, radios, radio permeability tuners.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.

Phone: No. 2-2168

General Manager.....D. A. Marcus
 Chief Engineer.....S. K. Babcock
 Purchasing Agent.....R. T. Liggitt
 Controller.....Frank C. Mann
 Factory Representative.....J. H. Holley
 Manager—Inverter Division..W. H. Burgess

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmeter, the electronic inverter.

Electronic Tube Corp.

1200 E. Mermaid Ave., Phila. 18, Pa.

Phone: Chestnut Hill 6800

Pres.-Sec.-Treas.Seymour Turner
 V.P.—Chief Engineer.....Henry Bemford
 Senior Engineer.....James W. Phillips
 Engineers.....D. F. Ottolini, Paul A. Keller
 Purchasing Agent.....Mary R. Scott

PRODUCTS: Multiple gun cathode ray tubes, standard cathode ray tubes, multiple channel oscilloscopes, magnetostriction oscillators, miscellaneous electronic equipment.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.

Phone: Chelsea 2-1800

President.....Benjamin Abrams
 Secretary-Treasurer.....Max Abrams
 V. P.—Engineering & Production

Dorman D. Israel
 V. P. Head of Home Prods. Div. .P. G. Gillig
 V.P. Chg. Purchasing.....Harvey Tullo
 Cabinet Design.....Stephen Chew
 Personnel Manager.....Peter R. Certo
 Merchandising Counsel..Warren R. Lightfoot

Sales Pro. Mgr.Charles O'N. Weisser
 Advertising Manager.....E. Frances Solow
 ComptrollerVictor Stevens
 Chief Engr. Home Prod...A. George Rogers
 Chief Engr. Special Prod....Maurice Levy

BRANCH OFFICES: 666 Lake Shore Drive, Chicago, Ill., Phone, Superior 4100. E. N. Greenebaum, Jr., Manager.

PRODUCTS: Home radio receivers—AM and FM radios: table models—AC and AC-DC, compact models—AC-DC, personal models—self powered, portable models—self powered—AC-DC, console models—AC and AC-DC, record players—table models and portables, phonoradios—table models and consoles and portables, portable recorder and playback, television receivers, hearing aid radios, public address system, industrial television, components: speakers, radio vacuum tubes, phonograph needles. Electronic Equipment: radar sets, radio transmitting and receiving sets, electronic navigation equipment, electronic traffic control equipment, marine communication equipment.

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.

Espey Manufacturing Co., Inc.

528 E. 72nd St., New York 21, N. Y.

Phone: BÜtterfield 8-2300

President-General Manager...Nathan Pinsley
 V.P.—ProductionJames Valladares
 V.P.—EngineeringHarry Zion
 V.P.—Research Eng.....Jack Rosenbaum
 SecretaryMorris Pinsley
 Mdse, Control Div.....Gordon Poole
 ComptrollerMax Goldberg
 Personnel Director.....Julius Treuman
 Merchandise Manager.....Michael Ross

PRODUCTS—Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Fada Radio & Electric Co., Inc.

30-20 Thomson Ave., Long Island City, N. Y.

Phone: Ironsides 6-5400

President.....J. M. Marks

Secretary-Treasurer.....D. I. Marks
 Director of Procurement.....I. N. Marks
 Sales Manager.....A. Wellington
 Advertising Manager.....H. N. Lubet
 Export Manager.....H. N. Laubet
 Comptroller.....H. Carlish
 Plant Manager.....J. Lewandowski

PRODUCTS: Radio receivers, radio-phonograph combinations, portable receivers, portable phonograph amplifiers, phonograph wireless record players, FM receivers and radio-phonograph combinations, television receivers.

Fairchild Camera and Instrument Corporation

88-06 Van Wyck Blvd., Jamaica 1, N. Y.
 Phone Jamaica 6-3800

President.....J. S. Ogsbury
 Exec. Vice-Pres.....E. Robinson
 Vice-President—Sales.....C. A. Harrison
 Vice-Pres. & Secy.....C. L. Terrill
 Vice-President.....J. A. Hewlett
 Treasurer.....J. H. Dalton
 Dir. Eng. & Research.....R. H. Lasche
 Asst. Vice-Pres. & Works Manager

R. A. Draghi
 Asst. Vice-President.....R. G. Sanders
 Purchasing Agent.....O. Leutz
 Dir. of Publicity.....R. H. Bailey
 Advertising Manager.....H. K. Yulke

PRODUCTS: Sound recorders (console and portable), amplifier-equalizers, transcription turntables, dynamic pick-ups, magnetic cutterheads, radio direction finders, precision potentiometers, special motors.

Farnsworth Television & Radio Corp.

3702 E. Pontiac St., Fort Wayne 1, Indiana
 Phone: Anthony 5301

President.....E. A. Nicholas
 Vice-President—Engineering

B. Ray Cummings
 Vice-President—Sales.....E. H. Vogel
 Vice-President-Secretary.....E. M. Martin
 Vice-President-Treasurer.....J. P. Rogers
 General Superintendent.....R. C. Jenkins
 Manager—ResearchMadison Cawein
 Chief Engineer—Electronic

Apparatus Division.....J. C. Ferguson
 Chief Engr.—Receiver Div.....W. H. Myers
 Dir. of Public Relations.....Paul J. Boxell
 Mgr.—Broadcast Div.....Pierre Boucheron
 Mgr.—Mobile Communications

Division.....J. A. Curtis
 Sales Mgr.—Farnsworth Div.....E. H. McCarthy
 Sales Mgr.—Capeheart Div.....I. C. Hunter
 Adv. Sales Prom. Mgr.....J. S. Garceau
 Special Prod. Sales Div. Mgr.....E. S. Needler
 Export Dept. Mgr.....Frank Harris
 Purchasing Agent.....R. L. Colfax

BRANCH OFFICES: 3301 S. Adams St., Marion, Ind., Phone, 4600, J. P. Rogers; Lucretia Ave., Huntington, Ind., Phone, 1331, R. C. Jenkins; 805 W. Walnut St., Bluffton, Ind., Phone, 911, R. C. Jenkins.

PRODUCTS: AM radios and phonograph-radios, AM/FM radios and phonograph-radios, Capehart and Panamuse by Capehart AM/FM phonograph-radios; automobile radios, television receivers, television transmitting equipment, television studio equipment, television-telemetering equipment, FM transmitters, railroad radio communications equipment, taxicab radio communications equipment, mobile communications equipment, automatic record changers, television tubes, television antennas.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
 Phone Har. 8330

General Manager.....Ralph Rubenstein
 Engineer.....Earl Kent

BRANCH OFFICES: 231 Fourth Ave., Gramercy 5-0711, New York, N. Y.; 150 Marietta St., N. W., Atlanta, Ga.; 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16" Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

200 Mt. Pleasant Ave., Newark 4, N. J.
 Phone: Humboldt 2-8000

PresidentSosthenes Behn
 Vice-President.....Theodore M. Douglas
 Vice-President.....Edward N. Wendell
 Exec. Sales Dir.....Norman E. Wunderlich
 Chief Engineer.....Francis X. Rettenmeyer

BRANCH OFFICES: 343 N. Michigan Ave., Chicago 11, Ill., Phone, Central 6900, Harold KaDell; 8 DuPont Circle, Washington, D. C., Phone, Michigan 0622, E. J. Girard.

PRODUCTS: Complete broadcast systems—AM, FM, TV; FM square-loop antenna; AM-FM transmitting and rectifying tubes; coaxial cable; FM and lead-in wire; selenium rectifiers; home radio receivers.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
 Phone: CIRCLE 7-0912

Vice-President.....W. R. Spittal

PRODUCTS: Audio and power, transformers, chokes, filters, wiring and assembly, sheet metal, and bakelite fabrication.

Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.
 Phone: Passaic 2-3440

President.....W. G. H. Finch
 Treasurer.....Harold J. Frees
 Secretary.....Margaret C. Harkey
 Plant Mgr.—Chief Engineer. Richard E. Mathes
 Sales Manager.....Herman H. Rathkamp

BRANCH OFFICE: 10 E. 40th St., New York 16, N. Y. Phone, CIRCLE 6-8080. W. G. H. Finch, President.

PRODUCTS: Facsimile, recording paper, Finch rocket antennas.

A. W. Franklin Mfg. Corp.

43-20 34th St., Long Island City 1, N. Y.

Phone: STillwell 4-1160

President.....Albert W. Franklin
 V.P.—Engineering Prod...Joseph M. Vananzi
 Vice-President—Sales.....N. H. Lawton
 Credit Manager.....Fred Weller
 Purchasing Agent.....S. Yurman
 Service Manager.....William Telmoss

BRANCH OFFICES: 635 N. Penn St., Indianapolis 4, Ind., Phone, Lincoln 5191, George R. Brand, Sales; 2216 W. 11th St., Los Angeles 6, Calif., Phone, Drexel 1263, Harry A. Lasure, Sales & Warehouse.

PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings, plastic molded products, air-loops.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.

Phone: WALKer 5-8765

President.....Max Adelberg
 Vice-President-General Mgr...Arthur Freed
 Treasurer.....Melvin Zalkin

PRODUCTS: Manufacturer of Freed-Eisemann high-fidelity radio-phonograph combinations, all incorporating frequency modulation band.

Galvin Mfg. Corporation

4545 Augusta Blvd., Chicago 51, Ill.

Phone: SPAulding 6500

President.....Paul V. Galvin
 Vice-President in Charge of Production
 Frank J. O'Brien

Vice-President in Charge of Automotive
 Division.....Elmer H. Wavering
 Vice-President in Charge of Home Products
 Division.....W. H. Stellner

PRODUCTS: Motorola Home Receiving Sets, Radio Phonograph Combinations, FM Receiving Sets, Automatic Record Players, Auto Radio Receiving Sets, AM and FM 2-Way Police Radio Communication Systems, Aircraft Radio, Gasoline car heaters.

Garod Radio Corp.

70 Washington St., Brooklyn 1, N. Y.

Phone: MAin 4-6044

President.....Max W. Weintraub
 Assistant to President....Maurice Raphael
 Sales Manager.....Louis Silver
 Treasurer.....B. S. Trott
 Purchasing Agent.....Emanuel Weintraub
 Advertising Manager.....Joseph G. DeVico

PRODUCTS: Radio and television re-

ceivers, television-phonograph-radio combinations, radio-phonographs, portables, farm radios.

**General Electric
 Electronics Department**

Thompson Road, Syracuse, N. Y.

Phone: 6-4411

President of Company.....C. E. Wilson
 Vice-Pres. in Charge of Electronics Dept.
 Dr. W. R. G. Baker

Genl. Sales Mgr.....A. A. Brandt

BRANCH OFFICES: 140 Federal St., Boston, Mass., R. L. Hanks; 570 Lexington Ave., New York 22, N. Y., H. J. Mandernach; 1405 Locust St., Philadelphia 2, Pa., T. B. Jacocks; 187 Spring St., N.W., Atlanta 3, Ga., T. B. Willard; 4966 Woodland Ave., Cleveland 4, Ohio, R. P. VanZile; 840 So. Canal St., Chicago 80, Ill., G. S. Peterson, 106 W. 14th St., Kansas City 6, Mo., R. J. Meigs; 1801 N. Lamar St., Dallas 2, Texas, W. M. Skillman; 235 Montgomery St., San Francisco 4, Calif., W. M. Boland.

PRODUCTS: Receivers, Transmitters, Tubes, Components.

General Electronics Inc.

1819 Broadway, Room 1410

New York 23, N. Y.

Phone: CIRCLE 7-8093

Vice-President-Treasurer...D. E. Replogle
 Sales Manager.....T. A. Haish

PRODUCTS: Electron power and transmitting tubes, fluorescent starters.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio

Phone: 2235

President.....A. W. Fritzsche
 Treasurer.....C. F. Russert
 Vice-Pres., Factory Mgr.-Plastics Div.

O. W. Marsh
 Vice-Pres., Factory Mgr.-Mech. Div.

W. A. Schmittgen
 Vice-Pres., Sales Mgr. of Mechanical Div.

H. E. Moon
 Vice-Pres., Sales Mgr. of Plastics Div.

Steve Hildebrandt

PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.

Subsidiaries:

General Instrument & Appliance Corp.

General Electronic Apparatus Corp.

829 Newark Ave., Elizabeth 3, N. J.

Phone: Elizabeth 3-4400

Chairman of the Board.....Samuel Cohen
President-Treasurer.....A. Blumenkrantz
Executive Vice-President....Richard E. Laux
Vice-President—Sales.....Don J. Phelps
Sales Manager.....George P. Marron
Speaker Division.....Leon Golder
Chief Engineer.....Berne N. Fisher

PRODUCTS: Variable condensers, push button devices, record changers, loud speakers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 0707

President.....Morris Perlman
Gen. Manager.....Edward Metzger
Chief Engineer.....Lester Lindgren
Credit Manager.....Vera Ludwig
Purchasing Agent.....Ernest Neustadter
Sales.....L. Tenenberg, Vera Chrest

PRODUCTS: Coil Forms, Terminal Strips, Radio Backs, Baffle Boards, Loop Forms, Sockets, Battery & Wafer, etc., Special Assemblies, Fabricators of Laminated Phenolic Materials and other products.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 4400

Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Production.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Asst. Secretary-Treasurer.....C. E. Hills, Jr.
Chief Engineer.....M. Eastham

BRANCH OFFICES: Rm. 815, 90 West St., New York 6, N. Y., Phone, Worth 2-5837, I. G. Easton; 950 N. Highland Ave., Los Angeles 38, Calif., Phone, Hollywood 6201, Fred Ireland; 920 S. Michigan Ave., Chicago 5, Ill., Phone, Wabash 3820, Kiplin Adams.

PRODUCTS: Precision radio and electronic laboratory and testing instruments.

The Fred Goat Co., Inc.

314 Dean Street, Brooklyn 17, N. Y.
Phone: TRiangle 5-0940

President.....Walter Goat
Vice-President & Gen. Mgr...J. R. Ellison
V. P. & Sales Mgr.....E. M. Haines
Secretary.....H. D. Smith

PRODUCTS: Tube shields—small intricate drawn, formed and stamped parts, manufactured to very close tolerances from the difficult working metals and alloys.

The Hallicrafters Co.

4401 W. 5th Ave., Chicago 24, Ill.
Phone: Van Buren 6300

President.....W. J. Halligan
Exec. Vice-President.....R. W. Durst
Vice-President—Engineering R. E. Samuelson
Secretary-Treasurer.....J. J. Frendreis

Sales Manager.....R. J. Sherwood
Asst. Sec.-Purch. Agent.....E. J. Corcoran
Assistant Treasurer.....M. P. Heinz
Vice-President.....L. L. Kelsey
Works Manager.....G. H. Hartley

PRODUCTS: Short-wave radio communication receivers and transmitters, marine radio-telephones; home set receivers.

Hamilton Radio Corp.

510 Sixth Ave., New York 11, N. Y.
Phone: GRamercy 7-5210

President.....A. A. Juviler
Vice-President.....P. L. Schoenen
Asst. Treasurer.....M. Sobin
Director of Sales.....J. F. Crossin
Chief Engineer.....J. Ravdin
Purchasing Engineer.....M. Z. Landau
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone LOnacre 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. Shuart

PRODUCTS: Manufacturers of precision communications equipment.

Frederick Hart & Co., Inc.

(Formerly Amertype Recordgraph Corp.)
350 Madison Ave., New York 17, N. Y.
Phone: Vanderbilt 6-3236

Vice-President.....Albert D. Stern

PRODUCTS: Sound recording-reproducing instruments for radio stations, 2-way telephone conversations where authorized, radio interception and monitoring, film recorder-reproducers, magnetic recorder-reproducers.

Hartenstine Zane Co., Inc.

225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1

Secretary-Gen.-Mgr.....Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. Phone, Orange 4-6054. M. A. Hartenstine, Asst. Secretary. PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
Phone: Trowbridge 2800

President.....Frank Lyman, Jr.
Asst. to Pres.....David T. Ferrier
Clerk of Corp.....Ronald W. Martin
Chief Engineer.....Bernard J. Cosman

• • • **EQUIPMENT MANUFACTURERS** • • •

Purchasing Agent.....Frank Waterhouse
Comptroller.....Gordon Genthner

PRODUCTS: FM Broadcast Transmitters, Marine Radio Equipment, Police Radio Equipment, Regulated Power Supplies, Electronic Equipment, Communications Equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0878

Partner-Sales Manager....George K. Haydu
Chief Engineer.....Zoltan Haydu
Purchasing Agent.....E. Sichel

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hazeltine Corporation

1775 Broadway, New York 19, N. Y.
Phone: COlumbus 5-0793

Chairman.....Edgar Rickard
President.....Jack Binns
Vice-Pres.-Chief Eng.....W. A. McDonald
Asst. Treas.....Herbert F. Clough

PRODUCTS: Patents and engineering service to manufacturers.

Hewlett-Packard Co.

395 Page Mill Road, Palo Alto, Calif.
Phone: Palo Alto 2-4651

Partner.....David Packard
Partner.....William R. Hewlett
General Manager.....Glenn Zieber
Chief Development Engineer..Bruton Bauer

PRODUCTS: Laboratory instruments.

Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.
Phone: Prospect 3446

Sales Manager.....R. J. McNeely
Director of Engineering.....M. J. Manahan
Chief Engineers..A. E. Bennett, Stanley Cutler
Export Agents.....Exportadora, Inc.,
Los Angeles, Calif.

Manager, Special
Electronics Division.....Elmer P. Gertsch
Comptroller.....C. E. Underwood
Treasurer.....R. A. Yarcho
Purch. Agent.....P. L. Fleming
Sales Prom. Mgr.....Daniel E. Anderson
Service Manager.....F. J. Bauer
Vice-President.....Walter D. Douglas
Asst. Sales Mgr.....D. D. Spence

BRANCH OFFICE: Merchandise Mart, 1355 Market St., San Francisco, Calif., Walter J. Epstein.

PRODUCTS: Radios, table models, consoles, combinations, combinations with recorders.

Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 2000

President.....Joseph F. Riley
Vice-President.....J. M. Muniz
Vice-President.....Howard C. Briggs
Chief Engineer.....W. James

PRODUCTS: AM-FM radios and phonograph combinations, television receivers and other electronic products.

Hytron Radio & Electronics Corp.

76 Lafayette St., Salem, Mass.
Phone: Salem 800

President.....Bruce A. Coffin
Chairman of Board-Treas....Lloyd H. Coffin
Sales Manager.....John Q. Adams
Chief Engineer.....C. F. Stromeyer
Credit Manager.....M. S. Jones
Advertising Manager.....Harry G. Burnett

PRODUCTS: The following vacuum tubes: receiving, ballast, very-high-frequency triodes and pentodes, miniatures, medium and low-power transmitting triodes, R. F. beam tetrodes (particularly instant-heating), R. F. pentodes, gaseous voltage regulators, and rectifiers.

Ideal Fluorescent Products Co.

150 Summit St., Newark, N. J.
Phone: MI 2-6466

Manager.....Herman K. Kuthe
PRODUCTS: "Ideal" fluorescent starter switches, and electronic tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President & Treas.....A. D. Plamondon, Jr.
Vice-Pres. & Genl. Mgr....Joseph F. Drennan
Secretary.....Albert Kahn
Asst. Secretary.....M. J. Drew

PRODUCTS: Permanent magnets, radar magnet assemblies, alloy castings. 149 Devonshire Court, Rochester, N. Y., Gerald Troy.

Industrial & Commercial Electronics

601 O'Neill Ave., Belmont, Calif.
Phone: Belmont 664

President.....Ralph C. Shermund
Vice-President.....Charles V. Litton
Chief Engineer.....D. Gordon Clifford
Credit Manager.....G. C. Stuparich
Purchasing Agent.....M. M. Fisch

PRODUCTS: Industrial transmitting tubes, vacuum condensers, vacuum relays.

Insuline Corp. of America

3602-10 35th Ave., Long Island City 1, N. Y.
Phone AStoria 8-3738

.....S. J. Spector

Sales Manager.....Bernard L. Cahn
Vice-President.....M. Sherover
Treasurer.....A. S. Spector
Chief Engineer.....John Donato

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads, Auto Antennas, Auto Radio Noise Suppressors.

International Detrola Corporation

Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100

V.P. in Chg. Sales.....G. A. Bodem
Sales Mgr. Home Radios...Harley R. Wall
Advertising Manager.....G. E. Rakovan
Dir. of Purchases.....J. E. Ruder
Dir. of Engineering.....R. M. Daugherty
Works Manager.....W. S. Wright
Service Manager.....K. L. Granger

PRODUCTS: Receivers: Electric—Compact, table, portable, console; Battery—Automobile, portable, portable AC-DC, table, console; Combinations—Radio-Phonograph, radio—phonograph—recorder; Frequency Modulation—Table, console, FM-AM table, FM-AM console; record players and automatic record changers.

International Detrola Corporation Utah Radio Products Division

Beard Avenue at Chatfield
Detroit 9, Mich.

Phone: Vinewood 1-8100

V.P. Chg. Sales & Eng'ng...W. Austin Ellmore
Sales Mgr. Wholesale & Sound.....J. Prince
Sales Engineers....Ed O'Hara, A. M. Stump

PRODUCTS: For radio set manufacturer—Speakers; For jobber replacements—Loud speakers, transformers, chokes, vibrators, wire wound resistors, volume controls, jacks, jack switches, button switches, plugs.

International Detrola Corporation Saswell-Runyan Division Huntington, Indiana

General Manager.....Adolph H. Schenkel
Asst. Secty., Asst. Treas.
& Credit Manager.....R. P. Schmelzer

PRODUCTS: Radio cabinets.

International Resistance Co.

407 N. Broad St., Phila. 8, Pa.

Phone: Walnut 2-2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres., Chief Eng.....Jesse Marsten
Manager, Radio Division.....C. H. Griffith

BRANCH OFFICE: 165 Broadway, Room 1438, New York, N. Y., Phone, COrtland 7-5020, Manager, A. H. Harddick.

PRODUCTS: Fixed and variable resistors

Isolantite Inc.

343 Cortland St., Belleville 9, N. J.
Phone: Belleville 2-4600

President.....K. D. Hamilton
Vice-President.....P. H. Mouraud
Secty.-Treas.A. Heard
Sales Manager.....L. C. Sanford

PRODUCTS: Steatite, heat shock refractories, high frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment and radar assemblies.

J. F. D. Manufacturing Co.

4109-4123 Fort Hamilton Parkway,
Brooklyn 19, N. Y.

Phone: Windsor 8-3100

President.....Julius Finkel
Vice-President.....Albert Finkel
Sales Manager.....Edward Finkel

PRODUCTS "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapter harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks & plugs, phonograph needles, resistance cords, AC service cords, toggle switches, auto condensers, speaker cement, antenna loops, auto antennas, battery plugs, tube shields, radio wire, suppressors, dial belts, dial cord, dial pointers, test lead wire, remote-o-cable-replacer, flashlite cable, casing, auto radios, fittings.

The Jackson Electrical Instrument Co.

16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076

President-Sales Manager....Paul F. Jackson
Chief Engineer.....George M. Buchard

PRODUCTS: Test equipment.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....J. C. Daley
Exec. Vice-Pres.....Alfred E. Tregenza
Vice-Pres. & Secy.....J. M. Bannan
Vice-President.....R. A. Hoagland
V.-P., Engineer.....L. Maurer
Executive Engineer.....R. J. Horstman
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases....Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: Portsmouth 7600

President.....Thomas A. White
 Vice-President.....Hugh S. Knowles
 Purchasing Agent.....George H. Turner
 Secretary.....A. L. Oliver
 Advertising Manager.....Bayard H. Clark
 Chief Engineer.....Hugh S. Knowles

BRANCH OFFICE: Box 825, Oakland, Calif. Phil Bechamber, rep.

PRODUCTS: Loudspeakers, reproducers.

Johns-Manville Corp.

22 East 40th St., New York 16, N. Y.
 Phone LEXington 2-7600

PRODUCTS: Sound-control materials for broadcasting studios.

Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago, Ill.
 Phone: Portsmouth 6900

President.....J. G. Kellogg
 Executive Asst. to President...C. D. Manning
 Secretary.....J. H. Kellogg
 Treasurer.....H. C. McCluskey

PRODUCTS: Oil and wax condensers, communications equipment, microphones, earphones, noise filters, volume controls, retractable electrical cords (Coiled Kords).

Ken-Rad Tube & Lamp Corp., Inc.

Owensboro, Ky.
 Phone: Owensboro 2000

President.....Roy Burlew
 Sales Manager.....R. W. Metzner

PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.

840 Barry St., New York 59, N. Y.
 Phone DAYton 9-0100

President.....Franklin P. Kenyon
 Vice-President & Chief Engineer

Richard B. Shimer

PRODUCTS: Transformers, Reactors, Filters.

Kerrigan Lewis, Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
 Phone: Spaulding 7208

Partner.....Vincent M. Kerrigan
 Partner.....Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
 Phone: 2-5209

President.....Aden J. King
 Vice-President.....F. M. Michaelian
 General Manager.....W. R. MacLeod

Secy. & Treas.....George L. King
 PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Kludge Electronics Co.

2125 1/4 Sunset Blvd., Los Angeles 26, Calif.
 Phone: Exposition 1742, Fitzroy 7430

President.....Myron E. Kludge
 Vice-President.....Edward C. Bickhart
 Chief Engineer.....Paul D. Langrick
 Sales Manager.....J. R. Muratta

BRANCH OFFICE: Main Factory: 137 W. Commercial, Pamon, Calif., Myron E. Kludge.

PRODUCTS: Transmitters, tubes, frequency & modulation monitors, magnetic recording & reproducing equipment.

Kuthe Laboratories, Inc.

150 Summit St., Newark 4, N. J.
 Phone: MITchell 2-6466

President.....Herman K. Kuthe
 Vice-President.....Bernard Hellring
 Treasurer.....Hedwig Kuthe

PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty—gas filled tubes.

The Langevin Co., Inc.

36 W. 65th St., New York 23, N. Y.
 Phone: Endicott 2-7200

President.....Carl C. Langevin
 V.P.—Sales.....H. B. Miller
 V.P.—Manufacturing.....P. F. Kavanagh
 V.P.—Field Engineering.....W. J. Jurek
 V.P.—Development.....W. J. Dallin

BRANCH OFFICES: 1050 Howard St., San Francisco 3, Calif., H. A. Wollenberg, Vice-President. 1000 N. Seward St., Los Angeles 38, Calif., W. T. Brown, Vice-President.

PRODUCTS: Speech input equipment and audio amplifying facilities, rectifiers, transformers.

Lapp Insulator Co., Inc.

Le Roy, N. Y.
 Phone Le Roy 385

President.....J. S. Lapp
 Vice-President.....W. F. Young
 Chief Engineer.....Ralph L. Jenner

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lear, Inc.

110 Ionia Ave., N. W., Grand Rapids 2, Mich.
 Phone: 6-9651

President.....William P. Lear

Vice-President in

Chg. Radio.....Elmer R. Crane
V.P. Chg. Electro-Mechanical...R. M. Mock
Mdse. Manager—Home Radio Div. Nate Hast
Sales Manager—Aircraft Radio Div.

Hal T. Sagert
Manager—Wire Recording Div.

Andy W. Korb
Advertising Co-Ordinator.....H. J. Silbar

PRODUCTS: Radio Division (aircraft & home): automatic aircraft antenna reels, shielded antennae, gyro & directional compasses, control tower equipment, automatic direction finders. Receivers: aircraft, home, beacon, grid marker, portable, phonograph combinations, receiver-transmitters, wire recording combination, ultra high frequency, very high frequency, wire record. Transmitters: aircraft, portable, ultra high frequency, very high frequency. Wire recorders for office, commercial and home use. Trade name, "Learadio."

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone WHitehall 4-1424

Contact.....J. F. Neary
BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators. Antenna Towers and Masts. Supporting Towers for FM and Television.

Lektra Laboratories, Inc.

30 E. 10th St., New York 3, N. Y.
Phone: ALgonquin 4-0230

President.....Milton W. Blatner
Vice-President.....Ben Eisenberg
Purchasing Agent.....A. Severin
PRODUCTS: Electronic Photo Timers, Electronic Industrial Timers, Electro Shock Therapy equipment, Galvanic Generators, Faradic Generators, Sinusoidal Generators, Electrolysis Equipment.

Lewyt Corp.

60 Broadway, Brooklyn 11, N. Y.
Phone: Evergreen 8-9600

President.....Alex M. Lewyt
Works Manager.....Arnold Wolf
Sales Mgr.—Contract Div. Jerome L. Strauss

PRODUCTS: (Manufactured by Radio-Electronic-Television Consumer Division): Radios, table and portable models; radio-phonograph combinations, consoles, FM, AM, television, record players. (Manufactured by Contract Division): Radios and electronic equipment to customer's specifications.

Libbey Glass

Division of Owen-Illinois Glass Co.

Ohio Bldg., Toledo 1, Ohio
Phone: Main 7131

President.....J. Preston Levis

V.P. Gen'l Mgr.,

Libbey Glass.....John H. Wright
Mgr., Industrial

Glassware Sales.....R. W. Rogers
Adv. & Mdse. Mgr.....C. U. Fauster

BRANCH OFFICES: 405 Lexington Ave., New York, N. Y., C. J. Zihlman; 1582 Merchandise Mart, Chicago, Ill., F. W. Levis.

PRODUCTS: Component glass parts for radio and television tubes.

John E. Lingo and Son, Inc.

2814 Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Asst. to President.....Joseph J. Taylor
Chief Engineer.....Wesley Thompson
Production Superintendent..George Burrows

PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.

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

in Chg. Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
General Sales Manager.....H. J. Hoffman

PRODUCTS: High power Radio transmitting tubes, high vacuum & Mercury vapor rectifiers, V.H.F. transmitting tubes for relay application, hydrogen thyatrons, magnetrons, water and forced air-cooled tubes for industrial R.F. heating, electron tubes for diatherm.

The Magnavox Company

2131 Bueter Rd., Fort Wane 4, Indiana
Phone: A-5474

President.....Richard A. O'Connor
Executive Vice-President...Frank Freimann
Factory Manager.....L. E. Quinnell

Chief Electrical Engineer, Radio-Phonograph Division...R. H. Dreisbach
Sales Manager—Components Div.

Stanley S. Sondles
PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

Majestic Radio & Television Corp.

Elgin, Ill.

Phones:

(Chicago Exchange) EST. 6900
(Elgin Exchange) 8300

President.....Tracey

V.P.-Dir. of Sales.....Parker H. Ericksen
 V.P.-Exec. Engr.....E. B. Passow
 VP.-Prod. Mgr.....John Stevens

PRODUCTS: Home receivers; table model radios; table model radio-phonographs; radio-phonograph consoles, AM and FM.

Measurements Corp.

116 Monroe St., Boonton, N. J.
 Phone: Boonton 8-2131

President.....H. W. Houck
 Chief Engineer.....Jerry B. Minter
 Chief Research Engineer...John van Beuren

PRODUCTS: Model 58 radio noise & field strength meter, model 62 vacuum tube volt-meter, models 65B, 78 78FM, 80, 84 UHF signal generators, model 71 square wave meter, model 79B pulse generator, megacycle meters, megohm meters, moisture meters, FM & Television test equipment, models M-234, M-235 R. F. attenuators; phase sequence indicators; peak voltmeters; inductance bridges; capacitance bridges.

John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind
 Phone: Plymouth 33

President.....John S. Meck
 Secty. & Controller.....Russell G. Eggo

BRANCH OFFICE: 35 E. Wacker Dr., Chicago, Ill., Phone, And. 3550, B. L. Bethel, Dir. of Purchases.

PRODUCTS: Radios, radio-phonograph combinations, phonographs, transmitters, amplifiers, public address systems and other miscellaneous electronic products.

Meissner Mfgr. Division

Maquire Industries, Inc.

Mt. Carmel, Illinois
 Phone: 733

Vice-President.....James T. Watson
 Sales Manager.....Oden F. Jester
 Director of Purchases...William F. Covert
 Works Manager.....Fred Lester
 Chief Engineer.....E. J. Stanmyre
 Jobbing Sales Manager.....R. M. Karet
 Asst. Secretary.....Madge A. Hubbard
 Division Accountant.....G. W. Osbeck
 Service Manager.....W. M. Atkins

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment.

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.
 Phone GRamercy 5-9466

President.....Dr. R. Byrne

Secretary—Ch. Eng.....J. M. Kuhlik, Sc.D.
 Treasurer.....H. B. Kuhlik
 Advertising Mgr.....A. Altomari
 Vice-President.....G. Ruskin
 Public Relations.....B. Burns
 Electronics Head.....P. Katzoff, E.E.

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictating Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion, "Talkie" Recorders for 8-16 mm. Motion Pictures.

Mirror Record Corp.

1133 Broadway, New York 10, N. Y.
 Phone CH 3-2222

Pres. & Treas.....Paul K. Trautwein
 PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
 Phone: Wabash 8800

President-Treasurer.....Leslie F. Muter
 V.P.-Credit Manager.....A. A. Dailey
 Sales Mgr.-Vice-President....Paul J. Pfohl
 Chief Engineer.....K. E. Rollefson
 Purchasing Agent.....A. R. Campbell

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I. F. and R. F. transformers.

National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 2-6800

President.....A. V. Wilker
 Vice-Pres. & Gen. Mgr.....J. M. Spangler
 Vice-Presidents.....C. O. Kleinsmith,
 H. M. Warren

General Sales Mgr.....R. P. Bergan
 Mgr. Battery Eng. Dept.....W. H. Fritz

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers.

National Union Radio Corp.

57 State St., Newark 2, N. J.
 Phone: HUmboldt 2-5050

President.....S. W. Muldowny
 Controller.....E. O. Sandstrom
 Dir. of Labor Relations.....A. C. Beeson
 Dir. of Distributor Sales.....J. J. Clune
 Production Manager.....F. A. Turnquist
 Credit Manager.....H. A. Pope
 Advertising Manager.....E. J. Maginot

PRODUCTS: Receiving Tubes, Cathode Ray Tubes, Television Tubes, Transmitting Tubes, Ballast Tubes, Phototubes, Condensers, Dry Batteries, Volume Controls, Radio Sets, Vibrators, Panel Lamps.

Oxford Radio Corp.

3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161

President.....John A. Proctor
V.P. & General Manager....Robert Adams
Secretary-Treasurer.....David E. Davis
V.P.-Sales Manager.....Robert Adams
Service Manager.....J. H. Wood
Chief Engineer.....Harold Sappenfield
Chief Inspector.....Stanley O'Gorek
Production Manager.....A. A. Polak

PRODUCTS: Radio speakers, output and line transformers.

Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Fairfax 2141

President.....Herbert A. Bell
Ex. V.P. & Gen. Mgr....H. D. Thomas, Jr.
V.P. & Director of Sales.....J. M. Spain
V.P. & Asst. Gen. Mgr.....Lowell Wood
Sales Manager.....F. E. Ware
Advertising Manager.....C. C. Alsop
Purchasing Agent.....A. T. Baxter
Production Manager.....C. Davies
Personnel Director.....A. S. White
Comptroller.....L. R. Day

PRODUCTS: Radios, phonographs, home recording instruments, FM and Television equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEBraska 4-5100

Chairman of the Board.....Larry E. Gubler
Chairman of Exec. Comm....James T. Buckley
President.....John Ballantyne
V.P., Charge of Operations..Wm. Balderston
V.P., Charge of
Industrial Relations....Harold W. Butler
V.P., Charge of
Merchandising.....James H. Carmine
V.P., Charge of
Radio Production.....Joseph H. Gillies
V.P., Charge of
Home Radio Division....Larry F. Hardy
Vice-President.....Russell L. Heberling
V.P., Charge of
Storage Battery Division..M. W. Heinritz
V.P., Charge of
Service Division.....Robert F. Herr
V.P., Charge of Sales...Thomas A. Kennally
V.P., Charge of Engineering..David B. Smith
Treasurer.....William R. Wilson
Secretary.....Charles F. Steinruck, Jr.
Comptroller.....William B. Yoder
Chief Radio Engr.....Palmer M. Craig
Chief Television Engr.....F. J. Bingley
General Purchasing Agent....R. A. Boyce

PRODUCTS: Radio receivers, auto radios, radio-phonographs, Television receivers, refrigerators, freezers, air conditioners, storage batteries, dry batteries, radio tubes, replacement parts, export products, electronic equipment, mobile radio-telephones. For the Government: Advanced research in radar and electronics; airborne radar equipment.

Philharmonic Radio Corp.

528 E. 72nd St., New York 21, N. Y.
Phone: Butterfield 8-2300

President-Treasurer.....Z. Soucek
Vice-President—Engineering...V. Brociner
Asst. Secretary-Treasurer.....L. Ertle
Plant Manager.....P. Cassata
Personnel Manager.....I. Juliber
Chairman of Board.....Thomas R. Jones

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchrosopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

Philmore Mfg. Co.

113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363

Manager.....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....C. Levine
Export Manager.....M. L. Granat
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur sets, crystal sets, microphones (carbon type), detectors, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: Stillwell 4-5455

President.....Isidor Goldberg
Executive Vice-President.....E. L. Hall
Secretary.....I. W. Wyckoff
General Prod. Manager.....J. Benjamin
Domestic Sales Manager..Allen D. McGehee
Export Sales Manager.....J. E. Chorlian
Chief Engineer.....Dr. W. Auerbacher
Purchasing Agent.....A. Weissman

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite records.

Precision Specialties

210 N. Western Ave., Los Angeles, Calif.
Phone: Hi. 8333

General Manager-Co-owner.....L. Glaser
Sales Manager-Co-owner.....J. Raeburn
Radio Dept. Head.....W. F. Frankart
Chief Purchasing Agent.....C. Gould

Chief Engineer—Plastics.....M. R. Roberts
 Comptroller.....P. Gatov
 General Sales Manager.....P. Belvin, 3rd
 Plant Manager—Plastics.....Mr. Washburn
 Plastic Stylist-Engineer.....Lee McMurray

PRODUCTS: Broadcast receivers AC-DC, Phono-combinations, FM-AM consoles, crystal sets, electronic toys, short wave communication equipment, civilian walkie-talkie, radio equipment.

Press Wireless Mfg. Corp.

1475 Broadway, New York 18, N. Y.
 Phone: Bryant 9-5030

President.....A. Warren Norton
 Vice-President.....F. P. Andrews
 Treasurer.....James Humphry, Jr.
 Secy. & Gen. Counsel.....James E. Denning
 Factory Manager.....M. G. Himmel
 Chief Engineer.....L. N. Hatfield
 Sales Manager.....Stephen Horbach

BRANCH OFFICE: (Factory) — Hicksville, L. I., Phone, Hks. 988, M. G. Himmel, Factory Manager.

PRODUCTS: Radio Transmitters, Radio Receivers, Transmitting Keyers, Radio Facsimile, Radio Amplifiers, Radio Transceivers, Radio Recorders, Frequency Shift Converters, Radio Photo Transceivers Facsimile High Speed Ink Tape Recorders and Optical Tape Scanners.

Presto Recording Corp.

242 W. 55th St., New York 19, N. Y.
 Phone: Circle 5-7760

President.....George J. Saliba
 Secretary.....Morris M. Gruber
 Treasurer.....A. Benjamin
 Comptroller.....Ruth B. Sholes
 Sales Manager.....Thomas B. Aldrich

BRANCH OFFICES: 13000 Mackenzie Ave., Detroit, Mich., Phone, University 1-0180, Art Adams, Manager. 139 S. Fairview Ave., Upper Darby, Pa., Phone, Sunset 2383R, Malcolm A. Peckham, Manager. 350 Lake St., Boston, Mass., Phone, Belmont 4510, H. M. Lane, Manager. 309 Reliance Bldg., Kansas City, Mo., Phone, Victor 4631, C. E. Terry, Manager. 139 N. Central Ave., Clayton, Mo., Lee Maynard, Manager. 1836 Euclid Ave., Cleveland, Ohio, Phone, Main 1565, E. P. Scott, Manager. 600 S. Michigan Ave., Chicago, Ill., Phone, Harrison 4240, Leroy W. Beier, Manager. Washington, D. C. (Silver Spring, Md.), Phone, Shepherd 4003, Morris F. Taylor, Manager. 7422 Melrose Ave., Los Angeles, Calif., Phone, Whitney 1147, Norman B. Neeley, Manager. 104 Battery St., Seattle, Wash., Phone, Sen. 2560, L. D. Marsh, Manager. P. O. Box 1805, Dallas, Texas, Phone, Tenni-

son 3-7093, J. Earl Smith, Manager. Dominion Square Bldg., Montreal, Quebec, Phone, Marquette 6368, W. P. Downs, Manager. 4253 Quitman St., Denver, Colo., Phone, Grand 1768, Richard A. Hyde, Manager. 25 Warren St., New York, N. Y. (Export), Phone, Barclay 7-5513, Norman Simons, Manager. 940 Lake Elbert Drive, Winter Haven, Fla., Phone, 22-684, R. H. Van Dusen, Manager. Ellicott Square Bldg., Buffalo, N. Y., Phone, Washington 2517, R. W. Mitscher, Manager. 3535 Dell Trail, Chattanooga, Tenn., Phone, 4-4026, Jesse P. Johnson, Manager. 1105 Kapiolani Blvd., Honolulu, Hawaii, Phone, 3966, Tommy Kearns, Manager.

PRODUCTS: Sound recording equipment, discs, needles, transcription turntables, recording amplifiers and accessory recording equipment.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.
 Phone: Camden 7300

President.....Stanley S. Cramer
 Vice-President.....Russell E. Cramer
 Vice-President.....Russell E. Cramer, Jr.
 Sales Manager.....William J. May
 Factory Manager.....Charles F. Molzen
 Treasurer.....William W. Paul
 Purchasing Agent.....James W. Willard

PRODUCTS: Variable air condensers and mechanical push-button controls.

**Radio Corp. of America
 (RCA Victor Division)**

Front & Cooper Streets
 Camden, New Jersey
 Phone Camden 8000

Exec.-Vice-Pres., Charge of Division
 Frank M. Folsom

Operating V. P.—
 RCA Victor Div.....J. G. Wilson
 V. P.—General Attorney....J. H. McConnell
 Dir. of Purchasing.....V. dePaul Goubeau
 V. P.—Charge Engr. Dept.....D. F. Schmit
 Pres.—RCA Service Co.....E. C. Cahill
 V. P.—Charge Home
 Instrument Dept.....J. B. Elliott
 Chief Engineer—Home
 Instrument Dept.....D. D. Cole
 Sales Manager—Home
 Instrument Dept.....H. G. Baker
 V. P.—Charge Record Dept....J. W. Murray
 Chief Engr.—Record Dept....H. I. Reiskind
 V. P., Actg. Gen. Sales Mgr.—
 Charge Tube Dept.....L. W. Teegarden
 Chief Engr.—Tube Dept....Dr. G. R. Shaw
 V. P.—Chg. Engr.
 Products Dept.....W. W. Watts
 Chief Engr.—Engr.
 Products Dept.....M. C. Batsel

Sales Mgr.—Engr.

Products Dept.....T. A. Smith

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Monticello, Ind.; Pulaski, Va.; Chicago, Ill.; Detroit, Mich.; Hollywood, Calif.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Theatre Sound Equipment, 16mm Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government, Television Receivers, Transmitters, and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-Phonographs.

Radio Development & Research Corp.

26 Cornelison Ave., Jersey City 4, N. J.

Phone: Bergen 3-6900 Rector 2-2337

President.....S. Irving Weiss
Asst. to President.....C. A. Porter
Sales Manager.....C. A. Porter
Purchasing Agent.....Kenneth Maltbie
Chief Engineer.....Robert Dorr
Plant Superintendent.....A. H. Baus
Service Manager.....Richard Simms

PRODUCTS: Home receivers, two-way plane communications, magnetic steel tape recorders, public address systems, ship-to-shore communications. Trade names Magic-tone, Chronovox.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City 1, N. Y.

Phone: Astoria 8-1010

President.....Charles M. Srebroff

Vice-Pres.....Frank A. Gunther
Secretary.....Marion Wade
Chief Engineer.....Malbon H. Jennings
Plant Manager.....Henry Dietz
Sales Manager.....Joseph Behr
Director of Purchases.....Marion Wade
Director of Research.....James R. Day

PRODUCTS: Broadcast transmitters, FM and AM, 250 watts to 50 kw; Antennas—FM, speech input equipment, Frequency Modulation monitors, FM receivers, FM studio to transmitter link equipment, portable transmitters for remote pick up service, mobile two-way FM transmitters.

Raytheon Manufacturing Co.

Waltham 54, Mass.

President.....Laurence K. Marshall
Vice-Pres.-Treas.....David T. Schultz
Secretary.....D. L. Trouant
Vice-President.....Joseph Pierson
Vice-President.....Ray C. Ellis
Gen. Sales Dept. Mgr. John H. Fenstermacher

BRANCH OFFICES: Offices in New York, N. Y.; Chicago, Ill.; Los Angeles, Calif.; Waltham, Mass.; Newton, Mass. Plants Located in Newton, Mass.; Waltham, Mass.; Chicago, Ill.

PRODUCTS: Electronic components, equipments, systems.

Scophony Corp. of America

527 Fifth Ave., New York 17, N. Y.

Phone: MUrray Hill 2-5960

President.....Arthur Levey
Vice-President.....Joseph E. Swan
Treasurer.....Franklin Field
Director of Research...Dr. A. H. Rosenthal

BRANCH OFFICES: 40 Gloucester Sq. W., London, Eng. Sir M. B. Carter, Chairman. Wells, Somerset, England, W. G. Elcock, Managing Director.

PRODUCTS: Television projectors, electronic devices.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Illinois

Phone: University 2400

President.....E. Alschular
Vice-President.....O. F. Taylor
Production Manager.....I. Jacobsen

PRODUCTS: Radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations.

Sheridan Electronics Corp.

2850 South Michigan Ave., Chicago 16, Ill.

Phone: Calumet 2100

President.....John J. Sheridan
Vice-President.....Arthur Sheridan
Secretary.....L. Schlifkin
Comptroller.....Lucille Daniels

Plant Supt.....F. Lorentz
 Purchasing Agent.....J. H. Stackhouse
PRODUCTS: Radio Receivers AC/DC,
 Table Models, Consoles AM/FM, Phonographs AC, Amplifiers.

Sonora Radio & Television Corp.

77 W. Washington St., Chicago 2, Ill.

Phone: Cen. 3614

V. P.—Charge Sales.....Edward Harris
 V. P.—Charge Finances.....Ray Shadley
 Executive Vice-President.....Ben Freund
 V. P.—Charge Engineering...Don Fetterman
 Advertising Mgr.....Herbert S. Hall
 Recording Director.....Marie Ruebens

BRANCH OFFICES: Rekko-Plastik Div., Meridan, Conn., W. R. Dodds, Sr.; Sonora Radio & Tel. Corp., 730 Fifth Ave., New York 19, N. Y., Phone, Circle 7-5492, Milton J. Benjamin; Sterling Wood Working Div., Chicago, Ill., Walter Roberts.

PRODUCTS: Radios, radio-phonographs, portables, AM-FM combinations, television receivers, phonograph records, Sterling cedar chests.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago 14, Ill.

Phone: Lakeview 6000

President.....J. S. Knowlson
 Exec. Vice-President.....F. A. Hiter
 Mgr. Radio Department.....F. D. Masters
 Asst. Mgr. Radio Dept....J. R. Brandenburg
 Mgr. Radio Service.....N. J. Cooper
 Mgr. Radio Adv.....L. B. Pambrun
 E. L. Ebran, K. B. Doan, G. W. Oehlsen
 Field Representatives.....Frank Helderle,
 M. O. Beckham, E. R. Rutledge

PRODUCTS: Radios: AM-FM, Console, Table, Console Combinations, Table Combinations, Portable. Television: AM-FM, Console.

Stromberg-Carlson Co.

100 Carlson Road, Rochester 3, N. Y.

Phone: Culver 260

Chairman of Board.....Wesley M. Angle
 President.....Ray H. Manson
 Vice-President-General Mgr....Lee CcCanne
 Vice-President—Finance....Gordon G. Hoyt
 Vice-President—Sales...Lloyd L. Spencer
 Vice-President—Engineering
 and Research.....Frederic C. Young
 Secretary.....Edwin C. Roworth
 Treasurer.....Wilbur W. Hetzel
 Controller.....J. Lester Gasser

BRANCH OFFICES: 564 W. Adams St., Chicago 6, Ill., Phone, State 4234; 2017 Grand Ave., Kansas City 8, Mo., Phone, Harrison 6618; 1355 Market St., San Francisco 3, Calif., Phone, Underhill 5388; 211-219 Geary Ave.,

Toronto, Ont., Canada, Phone, Melrose 2453,
 Ralph A. Hackbusch, Vice-President-Managing Director; 2152 W. Washington Blvd., Los Angeles 7, Calif., Phone, Rochester 2168.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York, N. Y.

Phone: CHickering 4-4470

President.....W. E. Poor
 Executive Vice-President,

Sales.....D. G. Mitchell
 Director of Engineering....E. Finley Carter
 General Sales Manager, Radio Tube Sales

C. W. Shaw
 D. R. Adv. S. P.....Heny C. L. Johnson
 Director Public Relations...Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Teletone Radio Co.

609 W. 51st St., New York 19, N. Y.

Phone: Circle 6-7590

President.....S. W. Gross
 V. P., Dir. Sales & Adv.....John S. Mills
 Chief Engineer.....B. Singer

PRODUCTS: Table model radios, table model radio-phono combinations.

Television Associates, Inc.

190 N. State St., Chicago 1, Ill.

Phone: Andover 3294

President.....C. Collette
 Vice-President.....Judge C. Woolridge
 Secretary-Treasurer.....E. C. Upton

PRODUCTS: Manufacturers and distributors of Bill Eddy gadgets for television, including Tele-Lites, Kaleidoscopes, Special Effects, etc.

Telicon Corp.

851 Madison Ave., New York 21, N. Y.

Phone: Butterfield 8-1900

President.....Solomon Sagall
 Vice-President.....Samuel Surrey
 Vice-Pres.-Secretary.....Colin Ives
 Vice-President.....W. R. Rich
 Chief Engineer.....Richard Shottenfeld
 Production Manager.....Martin Auerbach
 Purchasing Agent.....I. Hecht

PRODUCTS: AM & FM broadcast receivers, television receivers, intra-video systems, television receiving antenna, quartz crystals.

Templetone Radio Mfg. Corp.

Templeton Bldg., New London, Conn.

Phone: New London 5346

President.....Oscar Dane
 Vice-President—Manufacturing....Eli Dane

Vice-Pres., Charge of

Engineering.....Dr. Dale Pollack
 Purchasing Agent.....M. A. Gardner
 Director Distribution.....S. A. Kelsey

PRODUCTS: Radios and electronic test equipment, receivers, television receivers, record players, combinations.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
 Phone: CRele 6-4255

PresidentHamilton Hoge
 Vice-PresidentJohn Hoge

PRODUCTS: AM & FM radios, television receivers, television test equipment and component parts, television transmitting equipment.

Universal Microphone Co.

424 Warren Lane, Inglewood, Calif.
 Phone: ORegon 8248

General Manager.....James L. Fouch
 Purchasing Agent....."Rick" Ricksecker

BRANCH OFFICES: Gerber Sales Company, 94 Portland St., Boston, Mass.; Howard F. Smith, 259 W. 14th St., New York 11, N. Y.; Stanley Wallace, Lutz (Tampa), Fla.; E. C. Edwards Sales Agency, 504 Erie Bldg., Cleveland, O.; L. G. Cushing Sales Company, 210 E. Ohio, Chicago, Ill.; Don R. Lewis, Box 512, Salt Lake City, Utah; Jas. J. Backer, 2321 Second Ave., Seattle, Wash.; R. W. Farris Company, 406 W. 34th St., Kansas City, Mo.; Mil Klicpera, Box 3113, Houston, Tex.; Robert Milsk, 642 Beaubien Ave., Kerr Bldg., Detroit, Mich.; Al Leban, 5716 Nassau Road, Philadelphia, Pa.; Bursell & Chermak, 2233 University Ave., St. Paul, Minn.; Sig Cohn, 282 W. Santa Barbara, Suite 208, Los Angeles, Calif.

Foreign Division: 301 Clay St., San Francisco 11, Calif.

Canadian Division: 560 King St., W., Toronto 1, Canada.

Western Electric Co., Inc.

(Radio Division)
 120 Broadway, New York 5, N. Y.
 Phone COrtland 7-7700

Vice-Pres.-Mgr.....F. R. Lack
 Manager—Distributor Sales....S. P. Taylor

PRODUCTS: FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, speech input equipment for FM and AM, speech input amplifiers and accessories, sound distribution systems and components, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, and mountings, sound and vibration measur-

ing equipment, aviation, marine, police radio transmitters and receivers, vehicular equipment, single sideband and point-to-point radiotelephone equipment, carrier telephone and train dispatching equipment, telephone apparatus, cable and wire, thermistors, varistors and resistors, crystals, fastax cameras, field engineering services.

Westinghouse Electric Corp.

Industrial Electronics Division
 2519 Wilkens Ave., Baltimore 3, Maryland
 Phone: Edmondson 2300

Home Radio Division
 Front Street and Susquehanna Ave.,
 Sunbury, Pa.

Phone: Sunbury 2520
 Lamp Division

MacArthur Ave., Bloomfield, N. J.
 Phone: Bloomfield 2-2200

President.....Gwilym A. Price
 Vice-PresidentWalter Evans
 Asst. to Vice-President....Walter E. Benoit
 Mgr., Industrial Electronics

Div.....C. J. Burnside
 Sales Mgr., Ind. Elect. Div....C. W. Miller
 Engr. Mgr., Ind. Elect. Div....R. N. Harmon
 Purchasing Agent, Ind. Elect.

Div.....David M. Nelson
 Manager, Home Radio Division.H. B. Donley
 Asst. Mgr., Home Radio Div..H. W. Schaefer
 Purchasing Agent, Home

Radio Div.....C. W. Lutz
 Vice-President, Lamp Div....R. C. Stuart
 Sales Mgr., Electronic Tubes....A. Frankel
 Engr. Mgr., Electronic Tubes..D. D. Knowles
 Purchasing Agent,

Lamp Div.....Frederick C. Esser
 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 10, Ill.
 Phone: Berkshire 7500

President-General Mgr..E. F. McDonald, Jr.
 Exec. V. P.-Treasurer.....Hugh Robertson
 V. P. Chg. Engineering.....G. E. Gustafson
 V. P. Dir. of Sales.....H. C. Bonfig

Sales Mgr. Auto Radio.....Walter Dyer
 Chief Engr., Asst. V. P.....J. E. Brown
 Dir. Public Relations.....Ted Leitzell
 Director Advertising.....E. R. Taylor
 Sales Manager Export.....E. E. Loucks
 Sales Mgr. Hearing Aids.....B. J. Ferwig

BRANCH OFFICES: All principal cities.

PRODUCTS: Household radio receivers; radio-phonograph combinations; FM radio receivers; radionic hearing aids; automobile radio receivers.

YOU CAN **FLASHCAST**

TRADE MARK REGISTERED

THE LATEST NEWS TO THE "TIMES SQUARE" OF YOUR CITY

- For data concerning how you can "Flashcast" your latest news copy, DAY AND NIGHT, in brilliant moving letters of light, INSTANTLY, from your news room, to any location in your city . . . write us for detailed information concerning exclusive franchise.

TRANS-LUX
News-Sign Corporation

1270 Avenue of the Americas "Flashcast" Department
NEW YORK 20, N. Y. PHONE CIRCLE 7-4970

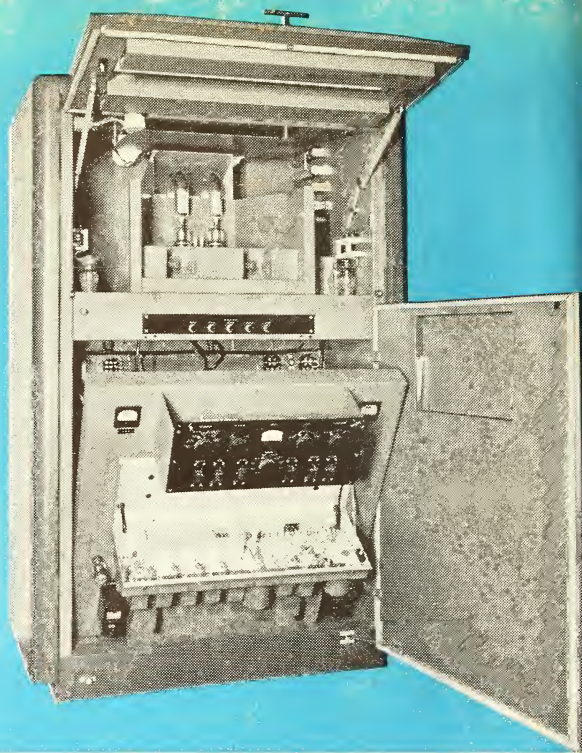
PICTURE IN BACKGROUND SHOWS CROWD OF 40,000 PEOPLE AT HOLLYWOOD AND VINE STREETS, LOS ANGELES, CAL., WATCHING WARNER BROS. STATION KFWB "FLASHCAST" SIGN FLASHING ITS FIRST NEWS MESSAGE ON AUG. 6, 1946.

FM for the Best
in Broadcasting

Collins for the Best
in FM



Collins Type 731A
250 watt FM transmitter



In FM, Collins gives you: advanced engineering, efficient operation, simplified design, Phasitron modulation, maximum accessibility, personnel protection, unit construction, flawless performance, dependability.

Direct crystal control of the carrier frequency eliminates complicated reference circuits. Only 6 multiplier tubes are employed to produce the transmitted frequency. FCC specifications are amply fulfilled in every detail.

Maintenance of Collins equipment is a simple task. All operating controls are easily reached from the front of the cabinet, while the transmitter is on the air. Electrical and mechanical inter-

locks provide maximum personnel protection.

Collins FM transmitters reflect many years of successful experience in the design and manufacture of outstanding broadcast station equipment. Tell us about your plans and ask for descriptive literature covering our FM and AM equipment. We can supply your entire needs from microphone to antenna.

FOR THE BEST IN FM, IT'S . . .



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St., New York 18, N. Y.

458 South Spring St., Los Angeles 13, California







0 021 248 810 0

Whenever you see this RCA monogram, you know that the instrument or equipment it marks is among the finest that science has yet achieved.



27 years of pioneering and research in all phases of radio and electronics are reflected in the up-to-the-minute perfection of every RCA product.

Radio Corporation of America
RCA BUILDING, RADIO CITY, NEW YORK 20, N. Y.